

Dear Mr Watson and Mr Ethan,

Thanks for your e-mail dated 29/11/022 the content of which has been noted, and the opportunity you have given Ku-ring-gai Council to comment on the proposed new digital portrait monopole pole sign opposite 350 Pacific Highway Lindfield.

Council's concerns for the above new digital portrait monopole pole sign opposite 350 Pacific Highway Lindfield are as follows:

- The proposed large 914.93 sqm LED sign has the potential to distract motorists and impact upon road safety. The application should only be approved if Transport for NSW have assessed the potential impacts of the proposal on road safety and are satisfied that the proposal will not result in any adverse impacts upon road safety for northbound traffic on the busy Pacific Highway, Lindfield.
- The proposed sign is close vicinity to land zoned both R4 (High Density Residential) as well as B4 (Mixed Use) , and any approval should include conditions to allow for the imposition of a curfew to address unanticipated light spill impacts to the existing and proposed residential properties .

Kind regards

Selwyn Segall | Team Leader Development Assessment – (Team South) - Ku-ring-gai Council