

Dear Mr Green,

I am writing to you to inform you that my wife and I object to the digital advertising sign proposed to be positioned at the Wynyard Walk pedestrian bridge over Sussex St.

The sign will increase the visual pollution in the area as well as be a safety issue as it will be a distraction to drivers.

The purpose of the sign is to promote a product or service, which means it must grab the driver's attention, which means it will distract the driver, which means the driver will not pay full attention to the traffic conditions thus constituting a safety issue.

Of course, we object to all advertising signs on roadways and motorways for the above reasons.

Regards,

Dimitri

**Regards,**

**Dimitri Lajovic**

**Technical Director**

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Tel +61 2 8787 9902

Mobile +61 418 604 512

Email [DLajovic@impactintl.com.au](mailto:DLajovic@impactintl.com.au)

Web [www.impacttubes.com.au](http://www.impacttubes.com.au)



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