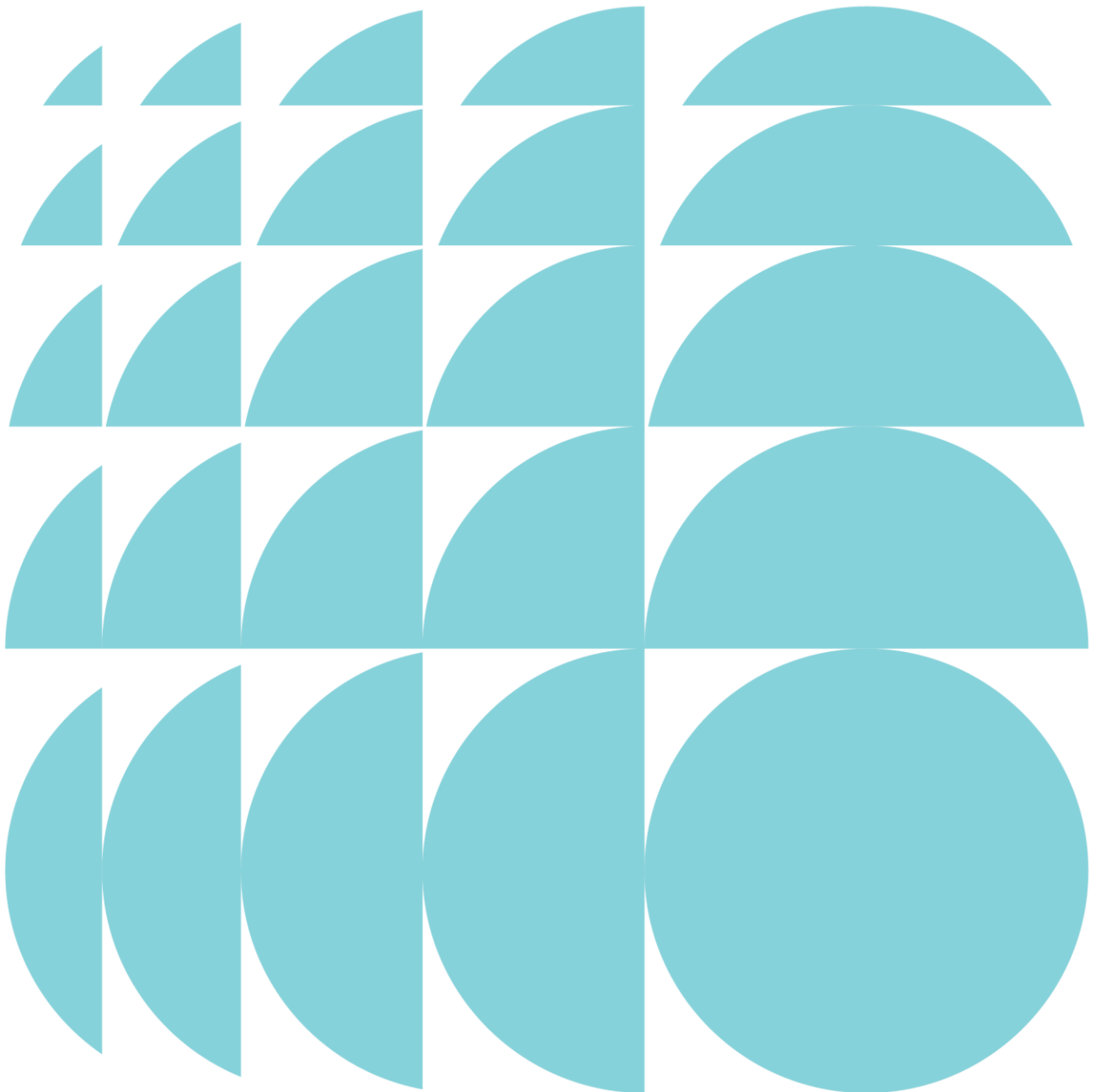


## Visual Impact Assessment

Proposed Advertising Billboard Signage on land located at Help Street, Chatswood.

Submitted to Department of Planning, Industry and Environment  
On behalf of Sydney Trains

11 January 2021 | 2200249



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### A Visual amenity package

*Ethos Urban*

## Terms and abbreviations

Key term or abbreviation	Meaning	Source
Characteristics	Elements, or combinations of elements, which make a contribution to distinctive landscape character	GLVIA3
DA	Development application	EP&A Act
DCP	Development control plan	EP&A Act
Designated landscape	Areas of landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans or other documents	GLVIA3
Elements	Individual parts which make up the landscape, such as, for example, trees, hedges and buildings	GLVIA3
Feature	Particularly prominent or eye-catching elements in the landscape, such as tree clumps, church towers or wooded skylines OR a particular aspect of the project proposal	GLVIA3
Filtered glimpse	A glimpse that is partially obscured by vegetation, often the leaves of trees, between the viewer and the target of the view. See also - glimpse	Ethos Urban
Glimpse	A highly constrained, partial view of an element or feature or a view of an element or feature that is either in the long range or not prominent relative to other elements in the view. See also – filtered glimpse	Ethos Urban
Key characteristics	Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place	GLVIA3
Landform	The shape and form of the land surface which has resulted from combinations of geology, geomorphology, slope, elevation and physical processes	GLVIA3
Landscape	An area, as perceived by people, the character of which is the result of the action and interaction of natural and/or human factors	GLVIA3
Landscape character	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse	GLVIA3
Landscape character areas	These are single unique areas which are the discrete geographical areas of a particular landscape type	GLVIA3
Landscape character types	These are distinct types of landscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic attributes.	GLVIA3
Landscape value	The relative value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a whole variety of reasons	GLVIA3
LEP	Local environmental plan	EP&A Act

Key term or abbreviation	Meaning	Source
Magnitude	A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration	GLVIA3
Narrow view	View of a narrow area in the horizontal field of view created by the combination of negative space at the ground level (often a road or path) adjoined by elements (often closely spaced) in the vertical plane such as building or trees that constrain the natural field of view and direct the eye to a single point in the distance. The view may take in a large area in the vertical field of view, such as in a highly urban setting. Synonym – focal view	Ethos Urban
Perception	Combines the sensory (that we receive through our senses) with the cognitive (our knowledge and understanding gained from many sources and experiences)	GLVIA3
Sensitivity	A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor	GLVIA3
Significance	A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic	GLVIA3
Vista	A view that is considered to have high visual amenity	Ethos Urban
Visual amenity	The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area	GLVIA3
Visual impacts	Effects on specific views and on the general visual amenity experienced by people	GLVIA3
Visual receptor	Individuals and/or defined groups of people who have the potential to be affected by a proposal	GLVIA3
Wide view	View of a wide area, often long range, in the horizontal field of view enabled by an absence of obstructing elements in the foreground or midground and elements in the vertical plane that constrain the natural field of view. The view may also take in a large area in the vertical field of view. Synonyms – panorama, prospect	Ethos Urban

## Executive Summary

Sydney Trains proposes to erect advertising (outdoors) on the east and west faces of the Help Street rail overpass bridge in Chatswood.

In accordance with State Environmental Planning Policy No 64—Advertising and Signage (SEPP64), a visual impact assessment of this proposal was undertaken.

The proposal will be visible from a relatively small area of the public domain (the viewshed) mainly confined to Help Street and immediately adjoining areas. The viewshed is associated with the Chatswood business area, which is highly urban and nature and exhibits attributes of visual complexity and scale.

Due to the role of Help Street in the road hierarchy and Chatswood being a regional attractor, a large proportion of people exposed to the view can reasonably considered to be travellers heading east for purposes other than local trips.

Two (2) viewpoints were selected to give an indication of sensitivity, magnitude and significance of visual impact:

1. Help Street – Eastern Side
2. Help Street – Western Side

Due to their visibility from well used public open space, the sensitivity of viewpoints 1 and 2 to the nature of change proposed is high. The surrounding contemporary business area and mixed use highrises, means the sensitivity of the context is high. The major road to the West of the site (Pacific Highway) presents a low sensitivity.

The proposal is considered to be an ongoing change that is able to be readily reversed. The scale of change for viewpoint 1 and 2 is considered to represent a moderate change over a restricted area, while for viewpoint change it is considered to be a minor change over a restricted area.

Combining sensitivity with magnitude, the significance of visual impact is considered low from all viewpoints with the exception of viewpoint 1, where it is considered to be medium.

The following table provides an overview of sensitivity, magnitude and significance of visual impact.

Viewpoint	Sensitivity	Magnitude	Significance
1 – Help Street – Eastern Side	High	Noticeable	Moderate
2 – Help Street – Western Side	High	Noticeable	Moderate

When assessed against SEPP64 and its supporting Transport Corridor Outdoor Advertising and Signage Guidelines (the guidelines), the proposal is considered:

- to be consistent with the existing prevailing visual character of the viewshed
- not to obscure or compromise important views
- not to dominate the skyline or reduce the quality of vistas
- not to adversely impact the viewing rights of other advertisers
- enable continued appreciation of the bridge.

On this basis, the significance of the proposal's visual impact is considered to be negligible to low and the proposal is assessed and being consistent with SEPP64 and the guidelines.

The proposal can therefore be supported on visual impact grounds.

## 1.0 Introduction

This report is a visual impact assessment (VIA). Its purpose of this report is to identify, describe, analyse and assess the acceptability of the likely visual impact of a proposal by Sydney Trains (the applicant) to erect advertising (outdoors) on the east and west faces of the Help Street rail bridge in Chatswood.

It has been prepared by Ethos Urban on behalf of Sydney Trains (the applicant) to support a development application (DA) made to the NSW Department of Planning (the consent authority) seeking development consent for the proposal.

The document is structured as follows:

- **Part 1: introduction** – identifies the nature of this document
- **Part 2: the site and its context** – identifies and describes the site and its context
- **Part 3: the proposal** – describes the proposal
- **Part 4: the development application** – describes the development application and its assessment and determination process
- **Part 5: the planning framework** – identifies the relevant parts of the planning framework applicable to the assessment of visual impact
- **Part 6: methodology** – outlines the methodology used in this VIA, including how sensitivity and magnitude combine to determine significance of impact
- **Part 7: existing visual environment** – identifies and describes the existing visual environment, including viewshed, visual receptors, viewpoints and overall visual character
- **Part 8: visual impact** – identifies and describes the potential visual impact of the proposal on views obtained from the viewpoints, and assesses the significance of these impacts against the factors of sensitivity and magnitude
- **Part 9: assessment against the planning framework** – assesses the appropriateness of the potential visual impacts against the planning framework
- **Part 10: mitigation measures** – identifies any mitigation measures to address any adverse visual impacts
- **Part 11: conclusion** – identifies whether the proposal in its current form can be supported on visual impact grounds, and summarises the basis for this determination.

## 2.0 The site and its context

### 2.1 The site

The site is a railway overpass that sits within airspace above Help Street. Help Street in this location comprises multiple vehicle lanes travelling in a general east to west direction. The road is managed by Willoughby City Council on behalf of RMS.

The railway overpass travels in a north/south direction and services the T1 North Shore & Western Line, the T9 Northern Line, and the new metro line.

There are no existing signs or advertising display boards on the existing overpass bridge.

The site's aerial and locational context is shown in **Figure 1** and **Figure 2**. Photographs of the development site are provided in subsequent figures.





Figure 1: the site

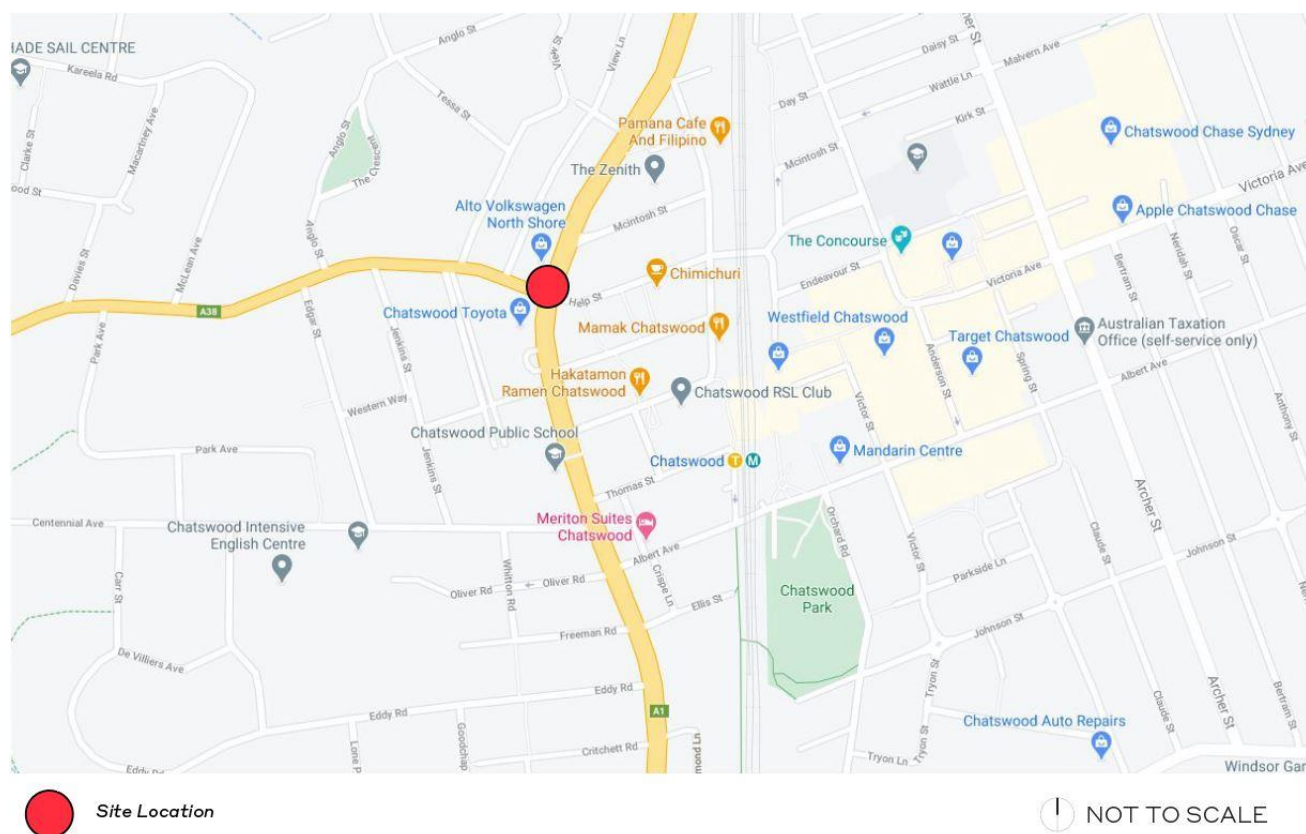


Figure 2: locational context





**Figure 3: View of the eastern sign location on the eastern side of the bridge looking west**



**Figure 4: View of the western sign location from the western side of the bridge looking east**



**Figure 5: View of the western sign location from Railway Street, looking east**



**Figure 6: View of the eastern sign location from Orchard Road, eastern side of the bridge, looking west.**

## 2.2 Site context

**Table 1** identifies and describes surrounding land use, built form and public domain.

**Table 1: the context**

Direction	Use	Built form	Public domain
North	Pacific Highway and Train Line	Rail line & highway	Well paved public footpath, minor green areas with multiple pedestrian connections, high level of engagement with built form
South	Chatswood Train & Metro Station	Rail tracks	Large public domain and main hub of Chatswood CBD
East	Westfields Chatswood	Shopping Mall	Large shopping mall with multiple access points from surrounding footpaths
West	Pacific Highway	6 Lane Highway	Busy road with footpaths either side

## 3.0 The Proposal

### 3.1 The proposal

The associated Statement of Environmental Effects outlines the proposal. The following table identifies key information relevant to visual impacts.

**Table 2: the proposal**

Matter	Description
Demolition	No
Construction	Yes
Use	Advertising (outdoors)
Type	Advertising on a railway bridge
Format	Digital sign (static and non-static)
Mode	Fixed
Size	Greater than 20sqm
Height	Less than 8m above ground
Direction of sign face	East and west

## 4.0 The development application

The following table provides key information on the development application.

**Table 3: the development application**

Matter	Key information
Applicant	Sydney Trains
Level of assessment	Development that needs consent (SEPP64, part, 3, division 12, clause 12)
Assessment manager	NSW Department of Planning, Industry and Environment
Consent authority	Minister for Planning (SEPP64, part, 3, division 12, clause 12)
Consultation	Design panel; council; relevant transport agencies
Public exhibition	No

## 5.0 The planning framework

### 5.1 Applicable parts

**Table 4** identifies the applicable parts of the planning framework relevant to the assessment of visual impact. It is noted that:

- pursuant to SEPP64, as the consent authority is the Minister for Planning, local environmental plans and development control plans are not applicable
- as the planning framework provides sufficient guidance for the assessment of the proposal, it is not considered necessary to consider Land and Environment Court planning principles for views.

**Table 4: applicable parts of the planning framework**

Matter	Key information
Acts	Environmental Planning Act 1979
Strategic plans	N/a
Environmental planning instruments	State Environmental Planning Policy: State Environmental Planning Policy No 64—Advertising and Signage (SEPP64)
Guidelines, policies or other planning documents	Transport Corridor Outdoor Advertising and Signage Guidelines

## 5.2 Relevant parts

The following table identifies the relevant parts of the applicable planning framework.

**Table 5: relevant parts of the planning framework**

Matter	Key information
Environmental Planning Act 1979	Part 4, division 4.3, section 4.15
State Environmental Planning Policy No 64—Advertising and Signage	<ul style="list-style-type: none"> <li>Part 1, clause 3 (1) (a) – objectives</li> <li>Schedule 1 – assessment criteria</li> </ul>
Transport Corridor Outdoor Advertising and Signage Guidelines	<ul style="list-style-type: none"> <li>Section 3 – Advertisements and Road Safety</li> <li>Section 4 – Public Benefit Test for Advertisement Proposals</li> </ul>

## 6.0 Methodology

The methodology undertaken by this VIA is generally accordance with that set down in the ‘Guidelines for Landscape and Visual Impact Assessment’ (GLVIA3) published by the Landscape Institute and Institute of Environmental Management and Assessment in 2013 adjusted to better reflect the local NSW context by including consideration of:

- the requirements of the NSW planning system under the Environmental Planning and Assessment Act 1979; and
- NSW Land and Environment Court planning principles.

The GLVIA methodology is broadly outlined in **Figure 7**.

Stage 1	Identify and describe the existing visual environment
Stage 2	Identify and describe potential visual impacts (for each viewpoint)
Stage 3	Determine significance of visual impact based on sensitivity and magnitude (for each viewpoint)
Stage 4	Where considered significant, assess appropriateness against the planning framework
Stage 5	Recommend mitigation measures
Stage 6	Draw conclusion, with clear articulation of reasons

**Figure 7: methodology**

## 6.1 Assumptions, limitations and exclusions

The following assumptions apply to this VIA:

- development will occur generally in accordance with plans provided in the associated Statement of Environmental Effects (SEE).

The following limitations apply to this VIA:

- the proposal is represented by photomontages prepared in accordance with Land and Environment Court photomontage policy. While such photomontages provide an indication of likely future visual environment, they can only provide an approximation of the rich visual experience enabled by the human eye. As they are based on photographs, the same limitations that apply to photography, including optical distortion, apply.

The following exclusions apply to this VIA:

- consideration of impact on the private domain is excluded
- consideration of night-time impact, including lighting, is excluded
- detailed consideration of heritage matters is excluded
- consideration of impact on Aboriginal cultural heritage values associations with landscape is excluded. This is only appropriately undertaken by a member or qualified representative of the Aboriginal community.

## 7.0 Visual catchment

### 7.1 Viewshed

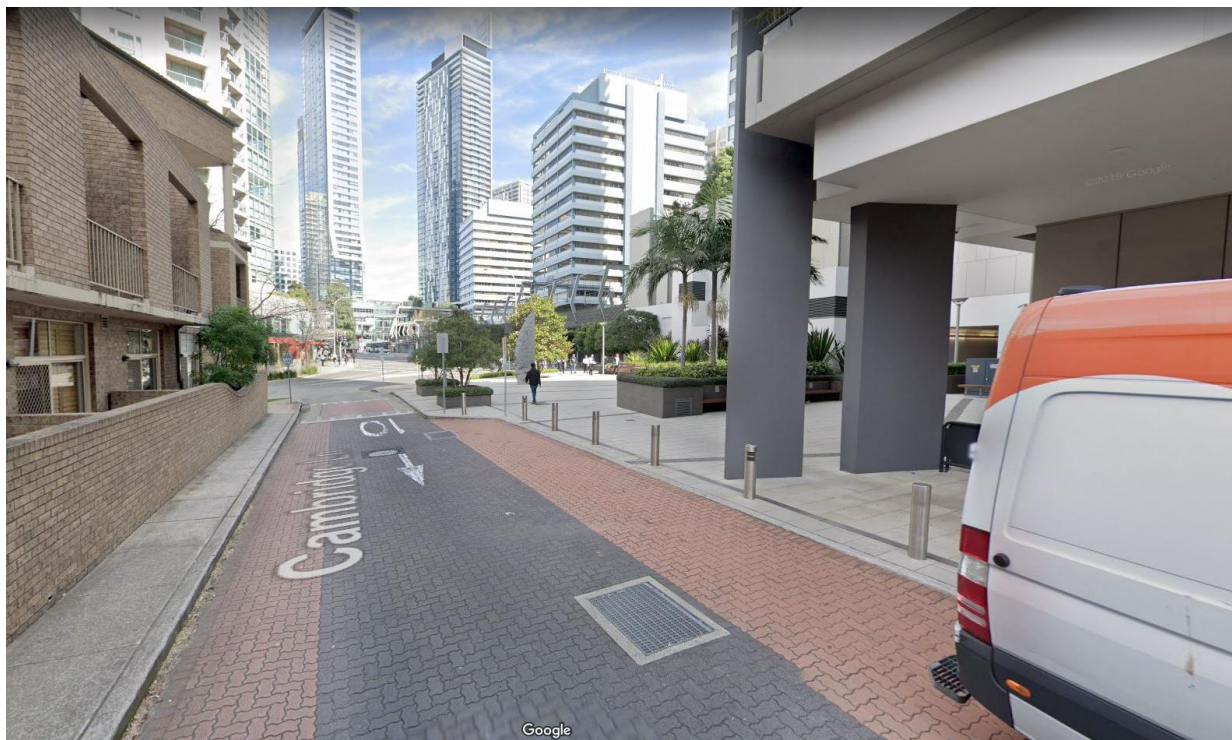
The viewshed is that part of the public domain most exposed to views of the proposal. The physical extent of the viewshed will be relatively large and covers an area of one block surrounding the site. This will be from the Pacific Highway in the West of the site, to St Pius X College which is towards the East.

The following table identifies the viewshed for the proposal.

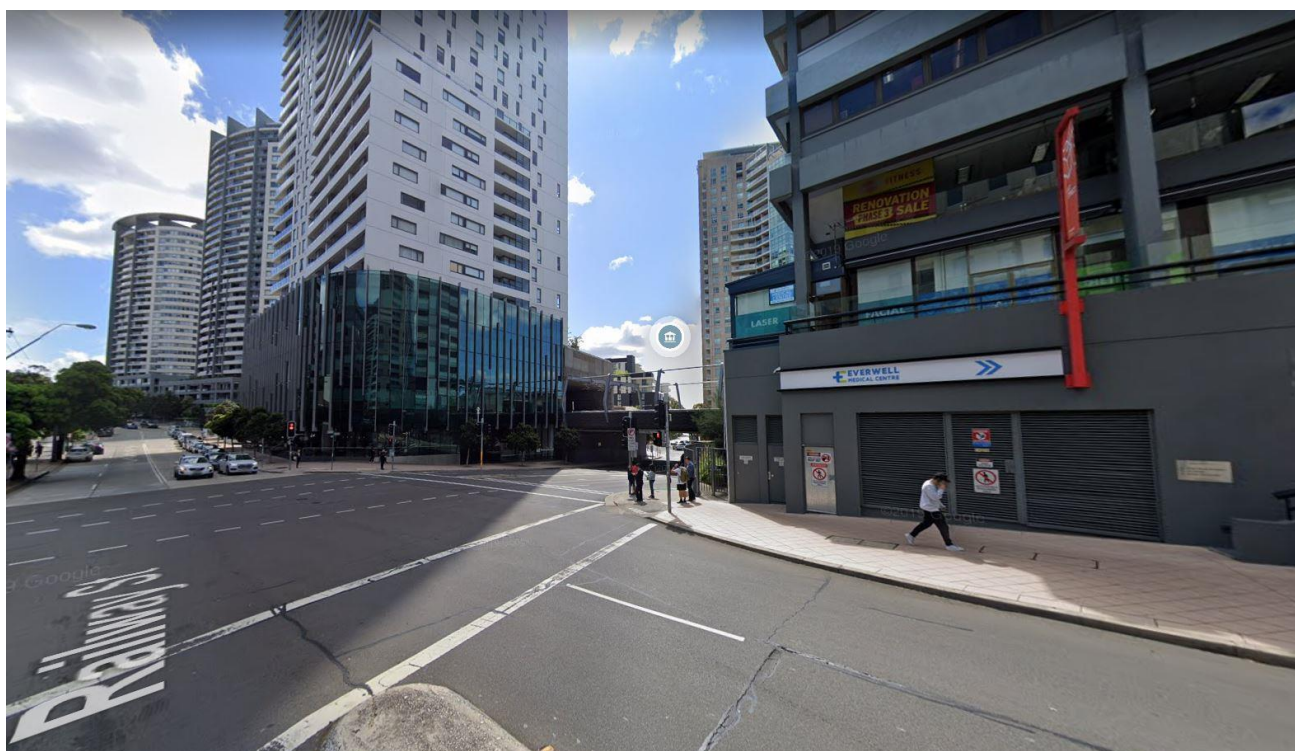
**Table 6: viewsheds**

Direction	Boundary	Distance (approx.)
North	Cambridge Lane	60m
North - Eastern	St Pius X College	170m
South - Eastern	Victoria Avenue / Chatswood Interchange	140m
West	Intersection of Help street with Pacific Highway	250m





**Figure 8** viewshed – Northern extent (Cambridge Lane)

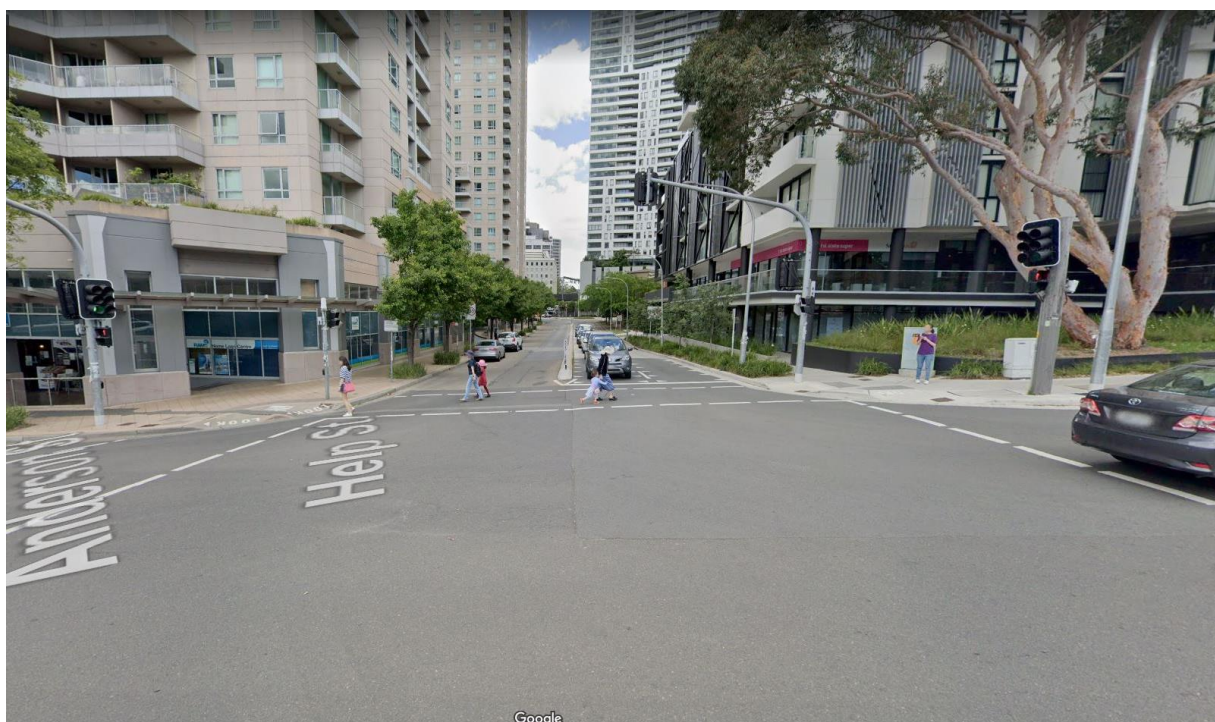


**Figure 9** viewshed –Southern extent (captured from Railway Street)





**Figure 10** viewshed - eastern extent (first point of view from Orchard Road- intersection of Orchard Road and Help Street)



**Figure 11** viewshed - north eastern extent (St Pius X College)



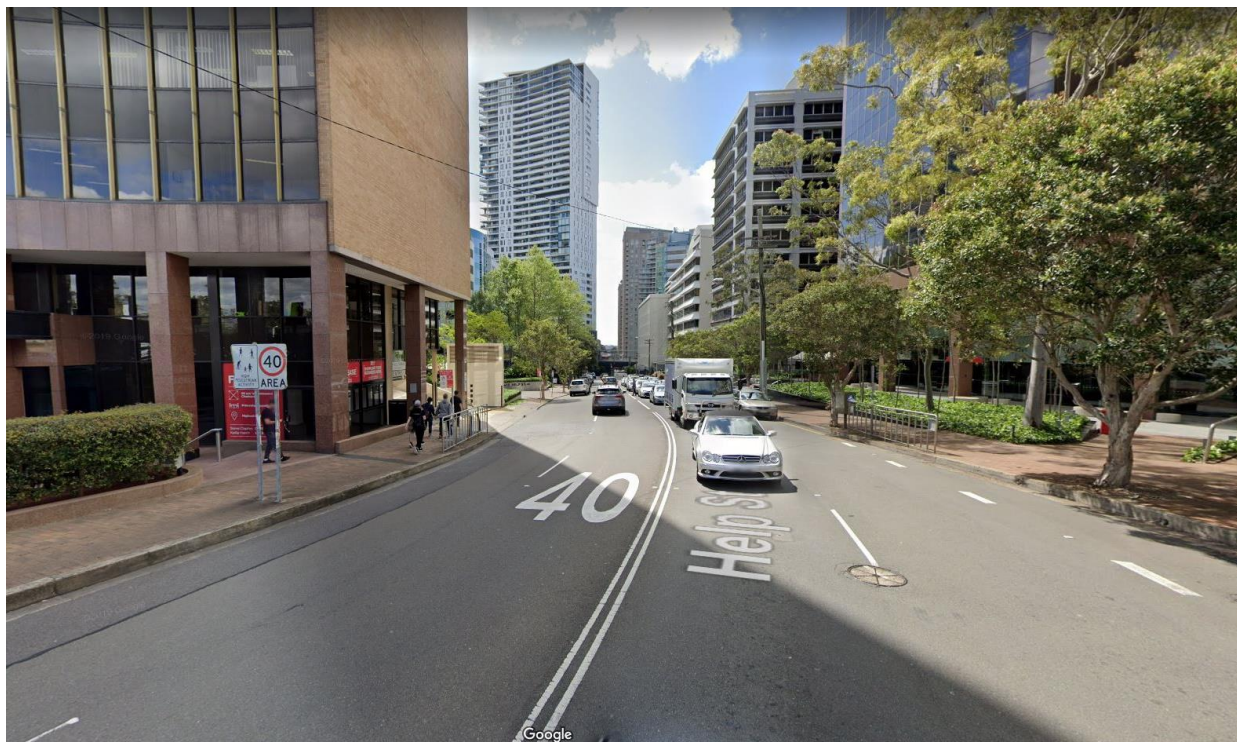


Figure 12 viewshed – South western extent (intersection of Help Street and Pacific Highway)

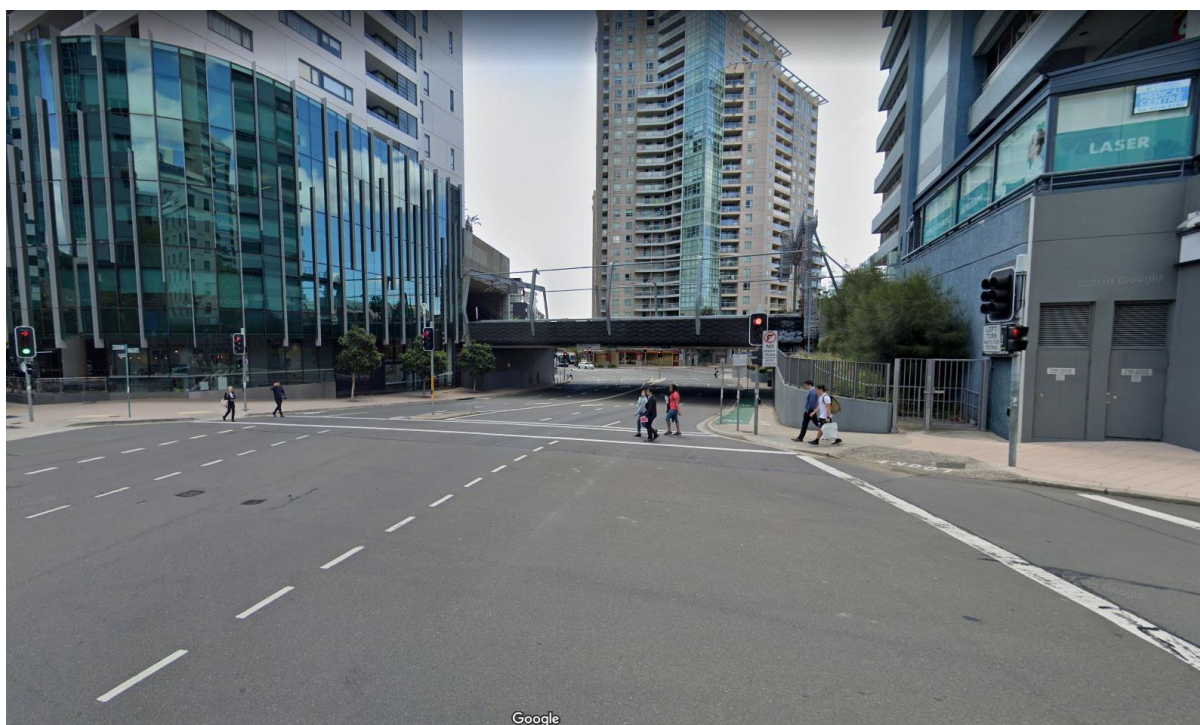


Figure 13 viewshed – western extent (Intersection of Help Street & Railway Street)

## 7.2 Existing visual character

The existing visual character of the viewshed can be considered to exhibit the following perceptual attributes:

- **complexity:** as with much of the Chatswood CBD, the area has a varied but high density built form with a mix of residential and commercial buildings.



- **scale:** the dominant scale is substantial, which includes high rise buildings and major roads. The size and visibility of the Help Street roadway and surrounding built structures are of significance. The Westfield Chatswood and the Pacific highway which is a major transport route for NSW are also major sites.
- **contemporary:** the predominant era of the buildings in this area is contemporary
- **commerciality:** the visual environment provides for a strong perception of commerciality. Being a short walk from Westfields Chatswood and the rail and metro line further emphasises this area as a commercial hub.
- **movement:** the elevated railway bridge combined with Help Street, pedestrian crossings and close proximity to the metro, train and bus interchange South of the site provide for a perception of movement.

The following table provides a high level consideration against formal aesthetic attributes:

**Table 7      aesthetic attributes**

Element	Description
Line	Horizontal lines dominate
Shape and form	Geometric, zig zag pattern form dominates
Colour	Predominantly dark grey, neutral colour and glass dominate.
Texture	Primarily concrete cladding associated with metal

### 7.3 Preferred future visual character

While under SEPP64, local environmental plans and development control plans are not applicable to the assessment of the proposal, they nonetheless provide an indication of the preferred future visual character of the site and area.

#### 7.3.1 The site

As the land is located in the Willoughby local government area, it is subject to the:

- Willoughby Local Environmental plan 2012 (WLEP2012); and
- Willoughby Development Control Plan 2012 (WDCP2012).

#### Willoughby Local Environmental Plan 2012

Under the WLEP2012, the railway bridge is subject to the following provisions relevant to character:

**Table 8      Willoughby Local Environmental Plan 2012 – the site**

Matter	Key information
Zone	SP2 – Infrastructure
Floor space ratio	N/A
Height	N/A
Heritage	N/A
Other	N/A

### 7.3.2 Surrounding land

Under the WLEP2012, the surrounding land is subject to the following provisions relevant to character:

**Table 9 Willoughby Local Environmental Plan 2012 – the context**

Direction	Zone	Floor space ratio	Height	Heritage	Other
North	B3, R4	5:1	90-100m(RL)	N/a	N/a
South	B3	5:1	90m	N/a	N/a
East	B4	7:1	124 - 172m(RL)	N/a	N/a
West	B3	5:1	90m	N/a	N/a

### 7.3.3 Willoughby Development Control Plan

Under the WLEP2012, the site is subject to the following provisions relevant to character:

**Table 10 Willoughby Development Control Plan – the site and context**

Matter	Applicability	Provision
General Development	No	N/a
Dwelling Houses, Dual Occupancies and Secondary Dwellings	No	N/a
Attached Dwellings, Multi Dwelling Housing and Residential Flat Dwellings	No	N/a
Specific Controls for Commercial and Shop Top Housing Development	No	N/a
Industrial Development	No	N/a
Specific Development Types	Yes	G.5 Advertisements and Advertising Structures
Controls for Specific Areas Sites	No	• N/a

## 7.4 Visual receptors

**Table 11** identifies the visual receptors exposed to views of the proposal.

**Table 11 Visual receptors**

	Close range (<150m)	Medium to long range (150m and greater)
<b>North</b>	Railway Street Apartments	Railway Street Intersects with Pacific Highway
<b>South</b>	Chatswood Interchange (Railway Street)	Chatswood Station & Interchange
<b>East</b>	Lemon Grove Shopping Centre	Chatswood Westfields
<b>West</b>	Commercial Office Buildings & mixed use precinct	Intersection of Pacific Highway and Help Street

## 8.0 Visual impact

### 8.1 The viewpoints

The following figure identifies the viewpoints within the viewshed selected as the basis for assessment of visual impact.

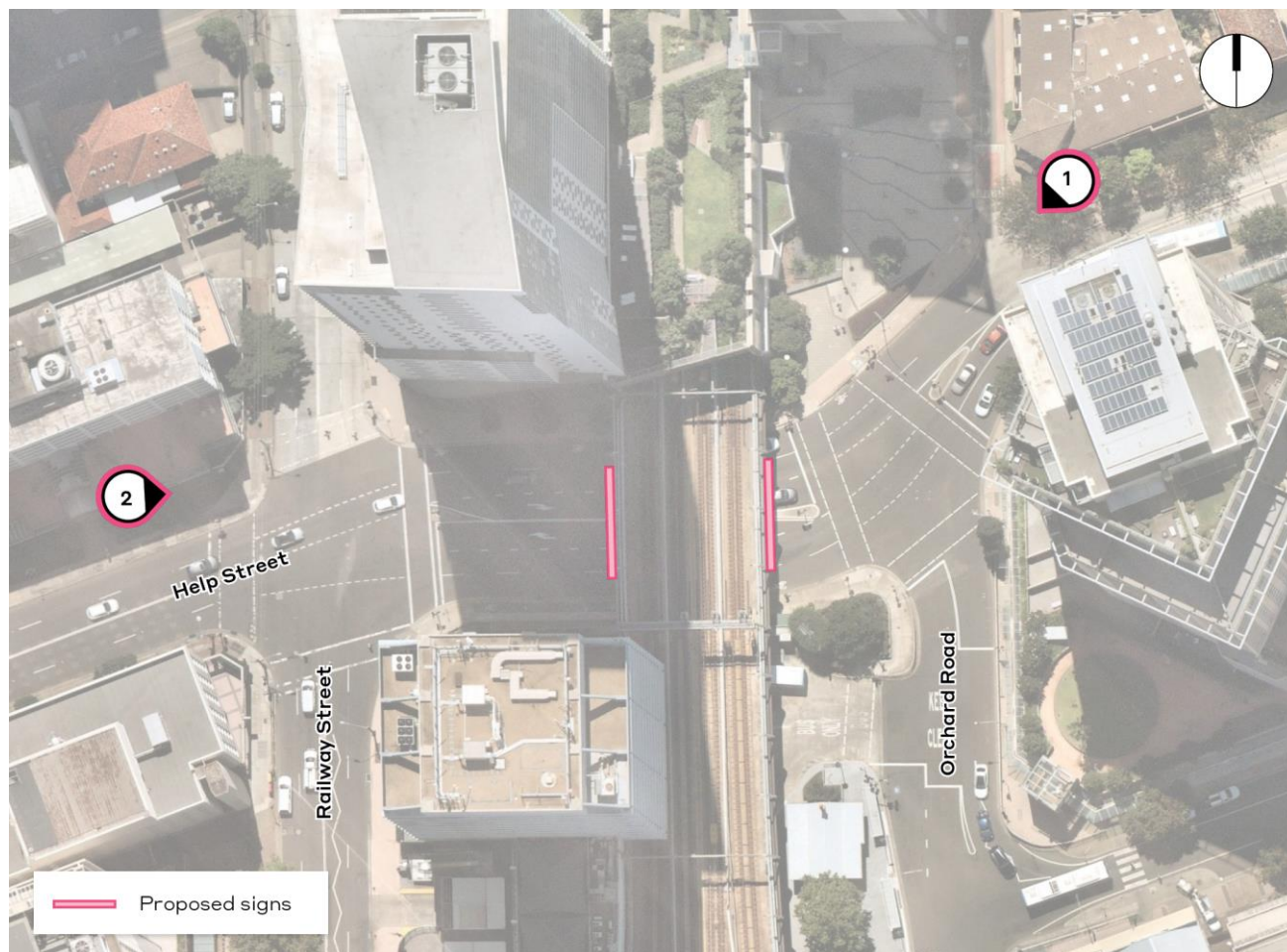
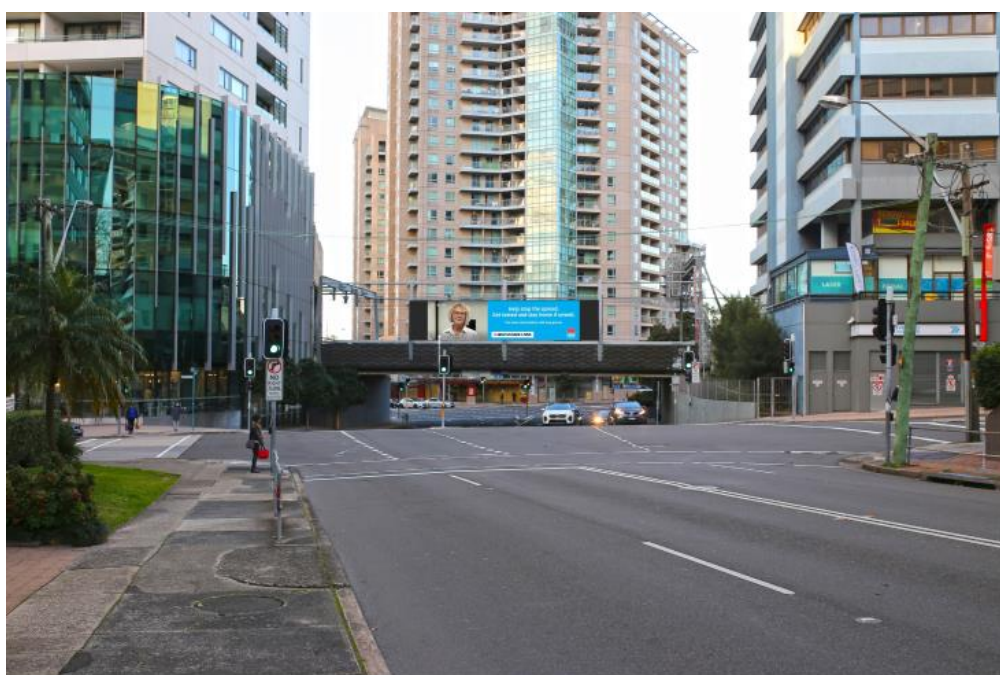


Figure 14 Viewpoints



**Figure 15 Viewpoint 1 (Eastern Side) - visual impact**



**Figure 16 Viewpoint 2 (Western Side) - visual impact**

## 8.2 Assessment

Due to their visibility from well used public open space, the sensitivity of viewpoints 1 and 2 to the nature of change proposed is high. The surrounding contemporary business area and mixed use high rises, means the sensitivity of the context is high. The major road to the West of the site (Pacific Highway) presents a low sensitivity. Due to its proximity to the Westfield Chatswood shopping mall and Chatswood rail and metro station there is a high volume of pedestrian traffic and therefore can be considered a high sensitivity area.

The proposal is considered to be an ongoing change that is able to be readily reversed. The scale of change for viewpoint 1 and 2 is considered to represent a moderate change over a restricted area.



Combining sensitivity with magnitude, the significance of visual impact is considered low from all viewpoints with the exception of viewpoint 1, where it is considered to be medium.

**Table 12 Assessment of visual impact**

Viewpoint	Sensitivity	Magnitude	Significance
1 – Help Street – Eastern Side	High	Noticeable	Moderate
2 – Help Street – Western Side	High	Perceptible	Low

## 9.0 Assessment against the planning framework

### 9.1 State Environmental Planning Policy No 64—Advertising and Signage

**Table 13** provides an assessment of the proposal against parts of State Environmental Planning Policy No 64—Advertising and Signage relevant to visual impact assessment.

**Table 13 Assessment of the proposal against clause 3 ‘Aims, objectives etc’**

Provision	Response	Consistency
(1)(a)(i) Signage (including advertising) (i) is compatible with the desired amenity and visual character of an area	The amenity of the area is consistent with that of a busy, complex business district. It is not considered that the proposal will have a significant adverse visual impact on the nature of this amenity	Yes
(1)(a)(ii) Signage (including advertising) provides effective communication in suitable locations	The location, being within a road reserve within a dynamic, intense and complex business precinct, is considered suitable for the proposal	Yes
(1)(a)(iii) Signage (including advertising) is of high quality design and finish	As a LED display screen, the proposal is of a high quality design and finish	Yes

**Table 14 Assessment of the proposal against Schedule 1 ‘Assessment criteria’**

Provision	Response	Consistency
Character of the area		
1a Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposal is compatible with the desired future character of Chatswood as a major business precinct	Yes
1b Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposal is not located in an area with a particular theme for outdoor advertising under the WDCP2012	Yes
Special areas		
2a Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The proposal is located within close proximity to the South Chatswood Conservation Area and lies north west of The Garden of Remembrance, which is considered a local heritage item (I236). As outlined above, the impact of the proposal on the local heritage values is considered acceptable	Yes
Views and vistas		
3a Does the proposal obscure or compromise important views?	The proposal does not obscure or compromise any significant views	Yes

Provision		Response	Consistency
3b	Does the proposal dominate the skyline and reduce the quality of vistas?	The proposal is located beneath the existing roofline of the bridge, and does not form part of the overall skyline	Yes
3c	Does the proposal respect the viewing rights of other advertisers?	There are no other advertising signs in the vicinity of the proposal	Yes
Streetscape, setting or landscape			
4a	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<p>The proposal will occupy a relatively small proportion of the midground of each view. Compared to the scale of its surrounds, the proposal will appear modest in scale.</p> <p>While having reasonable length, the proposal will not have substantial height or depth. Consequently, it will not appear bulky and will instead have a long, narrow visual profile. This is compatible with the nature of the existing bridge, in particular its long, straight line and horizontal form</p>	Yes
4b	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposal will add visual interest to the setting and streetscape	Yes
4c	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal does not rationalise or simplify existing advertising	Yes
4d	Does the proposal screen unsightliness?	The proposal does not screen any unsightly existing elements	Yes
4e	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposal is located beneath the roofline of the bridge. It does not protrude above buildings or tree canopies	Yes
4f	Does the proposal require ongoing vegetation management?	The proposal does not require ongoing vegetation management	Yes
Site and building			
5a	Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	As outlined in the VIA, the proposal is with the scale, proportion and other characteristics of the bridge	Yes
5b	Does the proposal respect important features of the site or building, or both?	The proposal is compatible with the key visual characteristics of the bridge, in particular its long, narrow form	Yes
5c	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal is for a conventional sign	Yes
Is merit based assessment required due to inconsistency?			No

## 9.2 Transport Corridor Outdoor Advertising and Signage Guidelines

**Table 15** provides an assessment of the proposal against the Transport Corridor Outdoor Advertising and Signage Guidelines.

**Table 15 Assessment against section 2.3.2 'Sign placement in transport corridors in urban areas'**

Provision	Response	Consistency
A Advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads within or adjacent to strategic transport corridors passing through enterprise zones, business development zones, commercial core zones, mixed use zones or industrial zones	The proposal is located in an area that is visually associated with the Chatswood business precinct	Yes
B Advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads within or adjacent to strategic transport corridors passing through entertainment districts or other urban locations identified by the local council in a relevant strategy as being appropriate for such advertising	Under the WLEP2012, signage is permitted with consent on the site and in the surrounding area	Yes
N/a Consideration must be given to the compatibility of advertising development with surrounding land uses and whether such advertising will impact on sensitive locations. For instance, placement of advertising along transport corridors should not result in increased visibility of signage in adjacent or surrounding residential areas	<p>The proposal is compatible with the dynamic, intense and complex nature of the surrounding visual environment</p> <p>The proposal will not be visible from sensitive uses such as residential premises</p>	Yes

**Table 16 Assessment against section 2.4 'Sign clutter controls'**

Provision	Response	Consistency
A Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter	While the bridge will comprise two signs, only one will be visible as a sign from each direction of view (ie, east and west)	Yes
B Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.	There is no advertising clutter in the area	Yes
C In rural areas, and along freeways and tollways, no more than one advertising structure should be visible along a given sightline	The site is not located in a rural area	Yes

**Table 17 Assessment against section 2.4 'Sign clutter controls'**

Provision	Response	Consistency
A The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure	Refer to the separate SEE for discussion of design quality matters	Yes
B The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located	The placement, scale and proportions of the sign enable it to integrate into the overall outline of the bridge	Yes
C The advertising structure should be in keeping with important features of the site, building or bridge structure	Further to item (B) above, the sign will enable continued appreciation of the bridge as a distinct element	Yes
D The placement of the advertising structure should not require the removal of significant trees or other native vegetation	The proposal does not require the removal of significant trees or other native vegetation	Yes
E The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor <ul style="list-style-type: none"> <li>the development of a landscape management plan may be required as a condition of consent</li> <li>landscaping outlined within the plan should require minimal maintenance</li> </ul>	It is not necessary or appropriate in a highly urban visual setting such as this to incorporate landscaping	Yes
F Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed	These elements will be designed as an integral part of the signage or structure on which it is to be displayed	Yes
G Illumination of advertisements must comply with the requirements in Section 3.3.3	Illumination is capable of complying with the requirements in Section 3.3.3	Yes
H Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves	Light spillage will not occur into any of these areas	Yes

**Table 18 Assessment against section 2.5.5 'Bridge signage criteria'**

Provision	Response	Consistency
A The architecture of the bridge must not be diminished	The sign will enable continued appreciation of the bridge as a distinct element	Yes
B The advertisement must not extend laterally outside the structural boundaries of the bridge	The proposal does not extend laterally outside the structural boundaries of the bridge	Yes
C The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless	The advertisement does not extend below the soffit of the superstructure of the bridge	Yes



Provision	Response	Consistency
the vertical clearance to the base of the advertisement from the roadway is at least 5.8m		
D On a road or pedestrian bridge, the advertisement must:	Whilst the proposed signage addresses points ii. and iii. below, the signage will protrude above the top of the structural boundaries of the rail viaduct.	No
<ul style="list-style-type: none"> <li>i. not protrude above the top of the structural boundaries of the bridge</li> <li>ii. not block significant views for pedestrians or other bridge users (e.g. cyclists)</li> <li>iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users</li> </ul>	However, the visual impact of this location is not considered to be negligible from a visual perspective and the location of the signage has been proposed based on minimising road impacts (i.e. by increasing the height of the signage, it will enable minimal conflict with the traffic signals/lanterns).	
Is merit based assessment required due to inconsistency?		No

## 10.0 Mitigation measures

Under the GLVIA3, there are three broad types of mitigation measures:

1. avoid
2. minimise
3. offset.

There are a number of stages in the development process when mitigation measures should be considered. Of relevance to this proposal are the following:

- primary measures: considered as part of design development and refinement
- secondary measures: considered as part of conditioning a development consent.

As has been outlined in the associated SEE, the proposal has been the subject to a technical process that has included consideration of visual impact matters. This has resulted in the incorporation of a number of primary measures that seek to avoid and minimise any potential significant adverse visual impacts.

As has been determined by this VIA, the incorporation of these mitigation measures have been critical to the determination of acceptable visual impact. On this basis, it is not considered necessary to make further fundamental or otherwise large-scale amendments to the proposal in its current form to satisfactorily manage visual impact.

## 11.0 Conclusion

The significance of the proposal's visual impact is considered to be negligible to low and the proposal is assessed and being consistent with SEPP64 and the guidelines.

The proposal can therefore be supported on visual impact grounds.