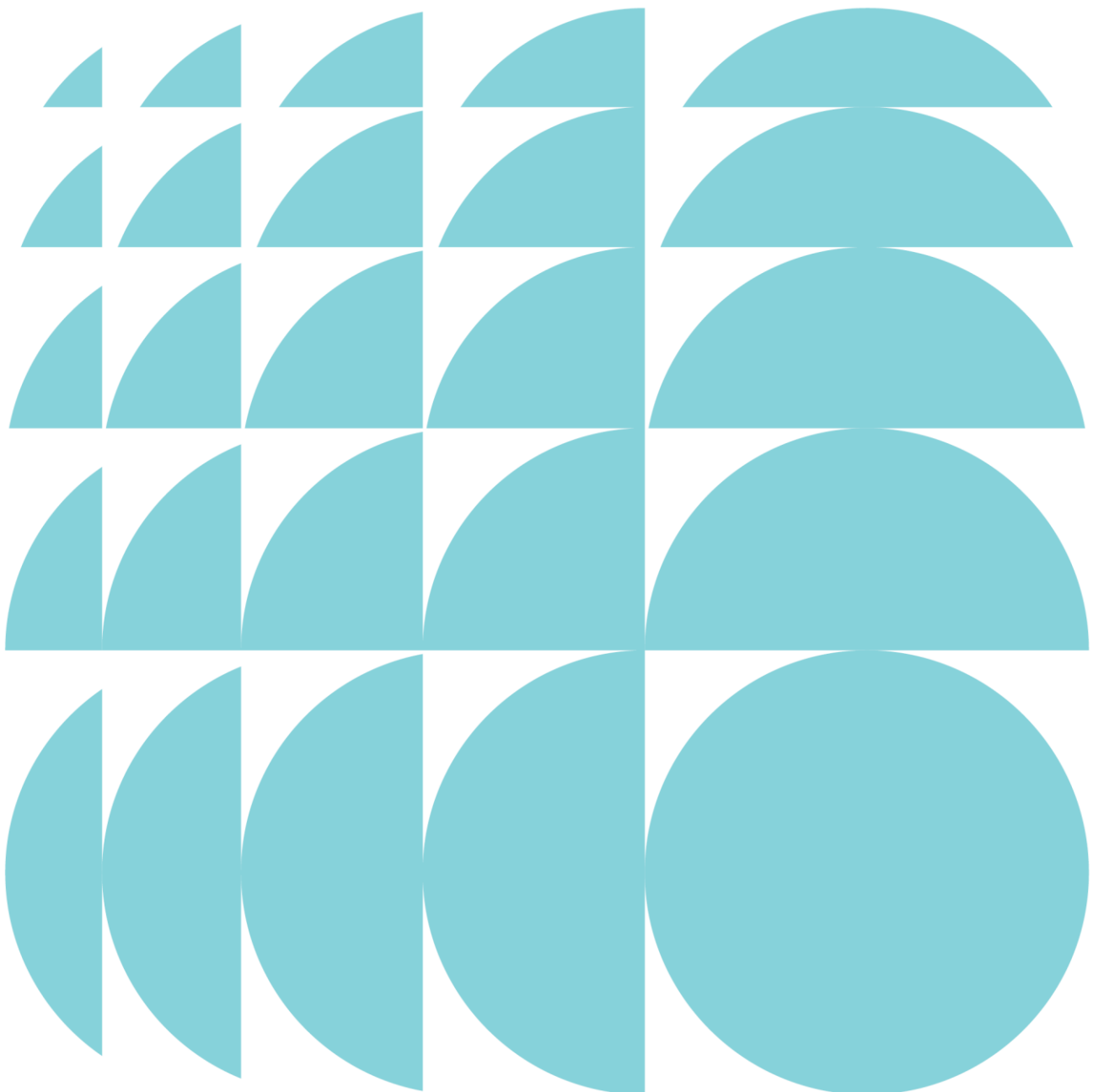


## Visual Impact Assessment

Proposed Advertising Billboard Signage  
on land located at Pyrmont Western  
Distributor

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

14 December 2020 | 2200249



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#### CONTACT

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## Terms and abbreviations

| Key term or abbreviation         | Meaning  | Source      |
|----------------------------------|--|-------------|
| <b>Characteristics</b>           | Elements, or combinations of elements, which make a contribution to distinctive landscape character  | GLVIA3      |
| <b>DA</b>                        | Development application  | EP&A Act    |
| <b>DCP</b>                       | Development control plan   | EP&A Act    |
| <b>Designated landscape</b>      | 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      |
| <b>Elements</b>                  | Individual parts which make up the landscape, such as, for example, trees, hedges and buildings  | GLVIA3      |
| <b>Feature</b>                   | 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      |
| <b>Filtered glimpse</b>          | 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 |
| <b>Glimpse</b>                   | 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 |
| <b>Key characteristics</b>       | 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      |
| <b>Landform</b>                  | The shape and form of the land surface which has resulted from combinations of geology, geomorphology, slope, elevation and physical processes   | GLVIA3      |
| <b>Landscape</b>                 | 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      |
| <b>Landscape character</b>       | A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse  | GLVIA3      |
| <b>Landscape character areas</b> | These are single unique areas which are the discrete geographical areas of a particular landscape type   | GLVIA3      |
| <b>Landscape character types</b> | 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      |

| Key term or abbreviation | Meaning   | Source      |
|--------------------------|---|-------------|
| <b>Landscape value</b>   | 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      |
| <b>LEP</b>               | Local environmental plan  | EP&A Act    |
| <b>Magnitude</b>         | 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      |
| <b>Narrow view</b>       | 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 |
| <b>Perception</b>        | Combines the sensory (that we receive through our senses) with the cognitive (our knowledge and understanding gained from many sources and experiences)   | GLVIA3      |
| <b>Sensitivity</b>       | 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      |
| <b>Significance</b>      | A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic  | GLVIA3      |
| <b>Vista</b>             | A view that is considered to have high visual amenity   | Ethos Urban |
| <b>Visual amenity</b>    | 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      |
| <b>Visual impacts</b>    | Effects on specific views and on the general visual amenity experienced by people   | GLVIA3      |
| <b>Visual receptor</b>   | Individuals and/or defined groups of people who have the potential to be affected by a proposal   | GLVIA3      |
| <b>Wide view</b>         | 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 land in Pyrmont, north of the Western Distributor..

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 the Western Distributor and immediately adjoining areas.

Three (3) viewpoints were selected to give an indication of sensitivity, magnitude and significance of visual impact:

1. Western Distributor
2. Western Distributor, off-ramp
3. Bulwara Road.

On a balance of matters, the viewpoints can be considered to have a low sensitivity to the nature of change proposed. Key factors influencing this include:

- the visual catchment is dominated by the Western Distributor, including its visually prominent elevated nature from two of the viewpoints
- signage already exists in the visual catchment, and can be considered to be reasonably expected within a motorway environment
- the broader area includes an area to the north that has been redeveloped for large scale mixed use and an area to the south that is planned for future substantial mixed use
- there is an absence of elements typically associated with greater sensitivity, including heritage and heritage conservation areas
- the main visual receptors will be commuters travelling in vehicles heading east-bound into Central Sydney, with a consequent reduced level of interest or attention in views and visual amenity
- unlike views from the ANZAC Bridge itself, the viewpoints do not provide the first opening up of expansive vistas of Central Sydney that can be considered to denote an entry or threshold to this area.

For all viewpoints that scale of change represents a moderate change over a restricted area. Combined with signage of this nature being ongoing but readily able to be reversed without the need for major restoration or other measures, the magnitude of visual impact is noticeable. Informing this decision are the following general observations:

- from viewpoint 1, the proposal will be seen together with existing overhead signage
- the signage will appear as a relatively minor element in the context of large scale built form to the north and the motorway itself, in particular its width and from viewpoints 2 and 3 its elevated nature
- from viewpoints 2 and 3 the sign will be visible beneath the existing skyline
- from viewpoint 3, the sign is in large part occluded by vegetation.

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

| Viewpoint                                | Sensitivity | Magnitude  | Significance |
|--|-------------|------------|--------------|
| <b>1 – Western Distributor</b>           | Low         | Noticeable | Low          |
| <b>2 – Western Distributor, off ramp</b> | Low         | Noticeable | Low          |

|                        |     |            |     |
|------------------------|-----|------------|-----|
| <b>3- Bulwara Road</b> | Low | Noticeable | Low |
|------------------------|-----|------------|-----|

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 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 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 land in Pyrmont, north of the Western Distributor.

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

This part of the VIA identifies and describes the site and its context

### 2.1 The site

The site is located in Pyrmont within the existing light rail corridor, located approximately between the light rail line and the northern side of the Western Distributor. The site is characterised by the light rail corridor which is lined by vegetated embankments that form the site boundaries to the existing light rail line in this location.

The site is located adjacent to the Western Distributor and eastern end of the ANZAC Bridge. The Western Distributor is an eight-lane motorway which provides a main east-west connection from Sydney's Inner West to the Sydney CBD and cross-city tunnel.

The following table and figures provides an overview of the site.

**Table 1: the site**

|                              |   |  |
|------------------------------|---|--|
| <b>Address</b>               | Adjacent to the Western Distributor and eastern end of the ANZAC Bridge, Pyrmont                          |  |
| <b>Legal description</b>     | Lot 9 in DP 870309  |  |
| <b>Boundaries</b>            | North   | 230m to north of Wentworth Park Light Rail Station |
|                              | South   | 70m to south of Paradise Reserve                   |
|                              | East  | 80m to east of Sydney Fish Markets                 |
|                              | West  | 40m to east of 55 Pyrmont Bridge Road              |
| <b>Vegetation</b>            | The site does not contain vegetation  |  |
| <b>Existing use</b>          | The site is currently occupied by vegetation. There are no existing advertisements within close proximity |  |
| <b>Local government area</b> | City of Sydney Local Government Area  |  |

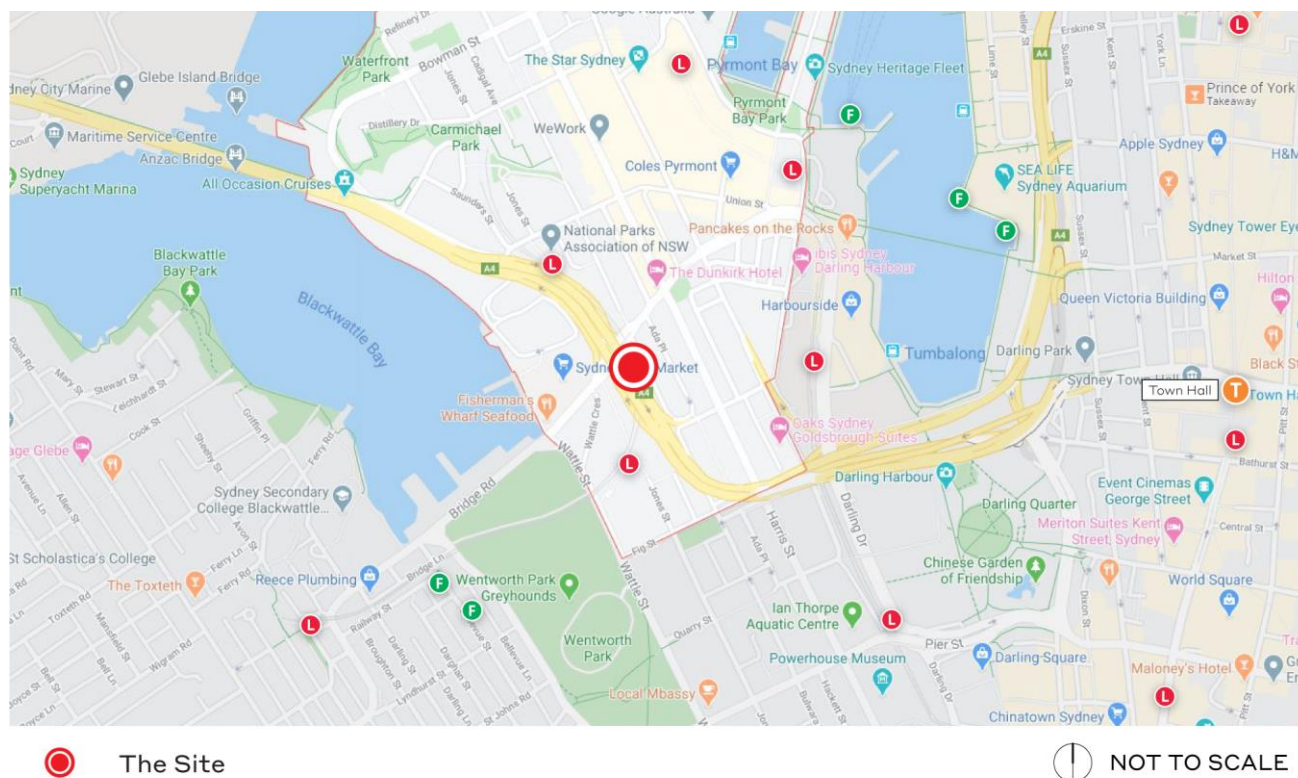


 Indicative Proposed Signage Location

 NOT TO SCALE

**Figure 1: the site**

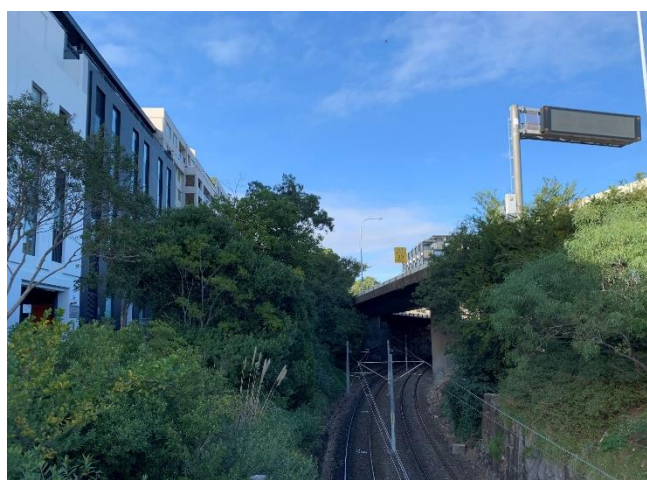




**Figure 2: Locational context**



**Figure 3: View of the sign location looking north-west**



**Figure 4: View of the sign looking south-east along the light rail corridor**

## 2.2 The context

**Table 2** identifies and describes surrounding land use, built form and public domain.

**Table 2: Surrounding land use**

| Direction | Land Use | Built form          | Public domain   |
|-----------|----------|---------------------|-----------------|
| North     | Road     | Pyrmont Bridge Road | Narrow footpath |
| South     | Road     | Western Distributor | N/A             |

|             |                            |                      |                 |
|-------------|----------------------------|----------------------|-----------------|
| <b>East</b> | Commercial and residential | Medium- high density | Narrow footpath |
| <b>West</b> | Sydney Fish Market         | Large format retail  | Narrow footpath |

### 3.0 The proposal

This part of the VIA describes the proposal and the development application

#### 3.1 The proposal

The associated Statement of Environmental Effects outlines the proposal. **Table 3** identifies key information relevant to visual impacts.

**Table 3: the proposal**

| Matter                        | Description                          |
|-------------------------------|--------------------------------------|
| <b>Demolition</b>             | No                                   |
| <b>Construction</b>           | Yes                                  |
| <b>Use</b>                    | Advertising (outdoors)               |
| <b>Type</b>                   | Advertising on a pole                |
| <b>Format</b>                 | Digital sign (static and non-static) |
| <b>Mode</b>                   | Fixed                                |
| <b>Size</b>                   | Greater than 20sqm                   |
| <b>Height</b>                 | Less than 8m above ground            |
| <b>Direction of sign face</b> | North                                |

### 4.0 The development application

This part of the VIA describes the development application and its assessment and determination process

**Table 4** provides key information on the development application.

**Table 4: the development application**

| Matter                     | Key information  |
|----------------------------|--|
| <b>Applicant</b>           | Sydney Trains  |
| <b>Level of assessment</b> | Development that needs consent (SEPP64, part, 3, division 12, clause 12) |
| <b>Assessment manager</b>  | NSW Department of Planning, Industry and Environment                     |

|                          |   |
|--------------------------|---|
| <b>Consent authority</b> | Minister for Planning (SEPP64, part, 3, division 12, clause 12) |
| <b>Consultation</b>      | Design panel; council; relevant transport agencies              |
| <b>Public exhibition</b> | No  |

## 5.0 The planning framework

This part of the VIA identifies the relevant parts of the planning framework applicable to the assessment of visual impact

### 5.1 Applicable parts

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

| Matter  | Key information   |  |
|---|---|--|
| <b>Acts</b>   | Environmental Planning Act 1979                               |  |
| <b>Strategic plans</b>                                  | N/A   |  |
| <b>Environmental planning instruments</b>               | State Environmental Planning Policy:                          | State Environmental Planning Policy No 64—Advertising and Signage (SEPP64) |
|   | Local Environmental Plan:                                     | Sydney Local Environmental Plan 2012                                       |
| <b>Development control plan</b>                         | Sydney Development Control Plan 2012                          |  |
| <b>Guidelines, policies or other planning documents</b> | Transport Corridor Outdoor Advertising and Signage Guidelines |  |

1: while not applicable under SEPP64, these planning instruments help inform understanding of character, which is a key assessment criteria under the SEPP.

### 5.2 Relevant parts

**Table 6** identifies the relevant parts of the applicable planning framework.

**Table 6: relevant parts of the planning framework**

| Matter | Key information |
|--------|-----------------|
|--------|-----------------|

|  |   |
|--|---|
| <b>Environmental Planning Act 1979</b>                                   | Part 4, division 4.3, section 4.15  |
| <b>State Environmental Planning Policy No 64—Advertising and Signage</b> | <ul style="list-style-type: none"> <li>• Part 1, clause 3 (1) (a) – objectives</li> <li>• Schedule 1 – assessment criteria</li> </ul>                                 |
| <b>Transport Corridor Outdoor Advertising and Signage Guidelines</b>     | <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> |

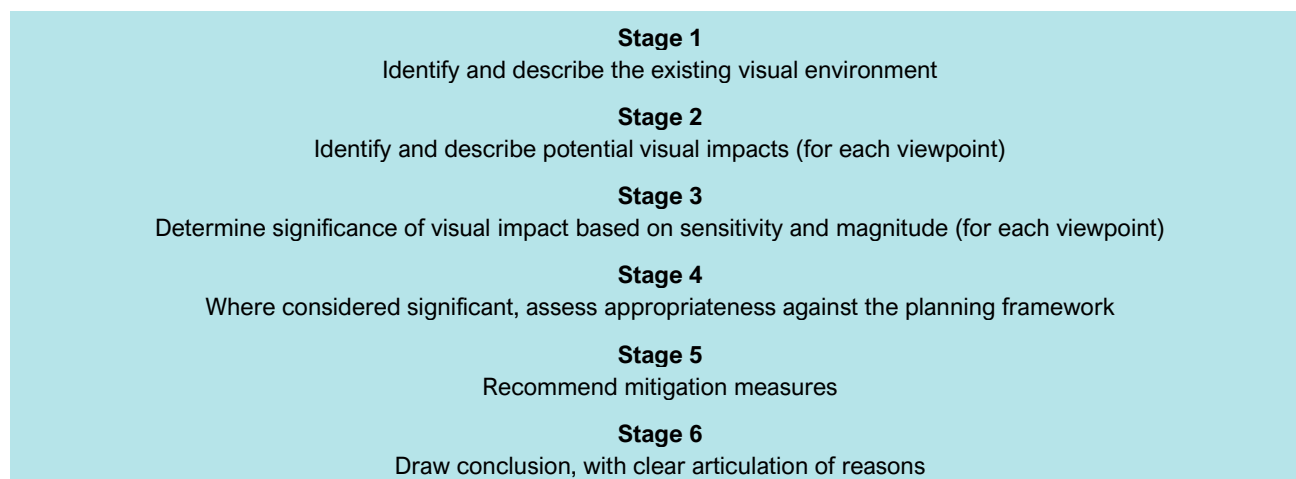
## 6.0 Methodology

This part of the VIA outlines the methodology used, including how sensitivity and magnitude combine to determine the significance of the likely visual impact on the existing visual environment

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 5**.



**Figure 5: methodology**

### 6.1 Assumptions, limitations and exclusions

The following assumptions apply to this VIA:

- development will occur generally in accordance with plans prepared by [insert] and 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

This part of the VIA identifies and describes the existing visual environment, including the viewshed and visual receptors

### 7.1 Viewshed

The physical extent of the public domain viewshed will be relatively small and primarily contained to Pyrmont Bridge Road.

**Table 7** identifies the viewshed for the proposal.

**Table 7: viewshed**

| Direction | Boundary                          | Distance (approx.) |
|-----------|-----------------------------------|--------------------|
| North     | Paradise Reserve                  | 150m               |
| South     | Wentworth Park Light Rail Station | 205m               |
| East      | 55 Pyrmont Bridge Road            | 55m                |
| West      | Sydney Fish Markets               | 100m               |





**Figure 6: viewshed – northern extent**



**Figure 7: viewshed - north western extent**





**Figure 8: viewshed – southern extent**



**Figure 9: viewshed – eastern extent**



Figure 10: viewshed – western extent

## 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 inner Sydney, the area has a varied built form
- **scale:** the dominant scale is substantial, not only including buildings but also the size and visibility of the Western Distributor roadway.
- **contemporary:** the predominant era of buildings is contemporary
- **commerciality:** the visual environment provides for a strong perception of commerciality
- **movement:** the elevated Western Distributor combined with Pyrmont Bridge Road above the railway and the multiple pedestrian crossing located north and west of the site provide for a perception of movement.

## 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 City of Sydney local government area, it is subject to the:

- City of Sydney Local Environmental Plan 2012 (SLEP2012); and
- City of Sydney Development Control Plan 2012 (SDCP2012).

### City of Sydney Local Environmental Plan 2012

Under the SLEP2012, the railway bridge is subject to the following provisions relevant to character:



**Table 8: Sydney 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

#### City of Sydney Local Environmental Plan 2012

Under the SLEP2012, surrounding land is subject to the following provisions relevant to character:

**Table 9: Sydney Local Environmental Plan 2012 – the context**

|       | Zone | Floor space ratio | Height | Heritage | Other |
|-------|------|-------------------|--------|----------|-------|
| North | RE1  | N/A               | N/A    | N/A      | N/A   |
| South | R1   | 3:1               | 35m    | N/A      | N/A   |
| East  | B4   | 5:1               | 33m    | N/A      | N/A   |
| West  | B3   | 2.5:1             | 22-33m | N/A      | N/A   |

### 7.3.3 Sydney Development Control Plan 2012

The site is not subject to provisions relevant to character under the City of Sydney Development Control Plan 2012 (including a 'special character area' or a 'signage precinct').

### 7.3.4 Draft Central Sydney Planning strategy

The draft Central Sydney Planning Strategy (CSPS) proposes to include land to the east of the site, including to the north-east and south-east, in the Western Edge Tower Cluster Area. Capitalising on the changing form and character of the area (draft CSPS, pg11) the intent of the Western Tower Cluster Area is to facilitate further employment generating development of scale.

As can be seen from review of the CoS planning documents, the surrounding area is designated primarily for commercial office development of substantial bulk and height.

## 7.4 Visual receptors

Table 10 identifies the visual receptors exposed to views of the proposal.

**Table 10: visual receptors**

| Direction | Close range (<150m) |
|-----------|---------------------|
|-----------|---------------------|

|              |                                   |
|--------------|-----------------------------------|
| <b>North</b> | Paradise Reserve                  |
| <b>South</b> | Wentworth Park Light Rail Station |
| <b>East</b>  | 55 Pyrmont Bridge Road            |
| <b>West</b>  | Sydney Fish Markets               |

## 8.0 Visual impact

This part of the VIA identifies, describes and analyses the likely visual impact of the proposal on the existing visual environment based a selection of viewpoints and assesses the significance of these impacts against the factors of sensitivity and magnitude

### 8.1 The viewpoints

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



**Figure 11: Viewpoints**



## 8.2 Viewpoint 1: Western Distributor



Figure 12 View: Western Distributor - proposed view

## 8.3 Viewpoint 2: Western Distributor off-ramp



Figure 13 View: Western Distributor off-ramp - proposed view



## 8.4 Viewpoint 3: Bulwara Road



**Figure 14 View: Bulwara Road - proposed view**

## 8.5 Assessment

On a balance of matters, the viewpoints can be considered to have a low sensitivity to the nature of change proposed. Key factors influencing this include:

- the visual catchment is dominated by the Western Distributor, including its visually prominent elevated nature from two of the viewpoints
- signage already exists in the visual catchment, and can be considered to be reasonably expected within a motorway environment
- the broader area includes an area to the north that has been redeveloped for large scale mixed use and an area to the south that is planned for future substantial mixed use
- there is an absence of elements typically associated with greater sensitivity, including heritage and heritage conservation areas
- the main visual receptors will be commuters travelling in vehicles heading east-bound into Central Sydney, with a consequent reduced level of interest or attention in views and visual amenity
- unlike views from the ANZAC Bridge itself, the viewpoints do not provide the first opening up of expansive vistas of Central Sydney that can be considered to denote an entry or threshold to this area.

For all viewpoints that scale of change represents a moderate change over a restricted area. Combined with signage of this nature being ongoing but readily able to be reversed without the need for major restoration or other measures, the magnitude of visual impact is noticeable. Informing this decision are the following general observations:

- from viewpoint 1, the proposal will be seen together with existing overhead signage

- the signage will appear as a relatively minor element in the context of large scale built form to the north and the motorway itself, in particular its width and from viewpoints 2 and 3 its elevated nature
- from viewpoints 2 and 3 the sign will be visible beneath the existing skyline
- from viewpoint 3, the sign is in large part occluded by vegetation.

Combining low sensitivity with a noticeable magnitude results in a low significance of visual impact.

**Table 13** provides a summary of this assessment.

**Table 11: Assessment of visual impact**

| Viewpoint                         | Sensitivity | Magnitude  | Significance |
|-----------------------------------|-------------|------------|--------------|
| 1 – Western Distributor           | Low         | Noticeable | Low          |
| 2 – Western Distributor, off ramp | Low         | Noticeable | Low          |
| 3- Bulwara Road                   | Low         | Noticeable | Low          |

## 9.0 Assessment against the planning framework

This part of the VIA assesses the acceptability of the likely visual impact against the planning framework

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

**Table 12** provides an assessment of the proposal against parts of State Environmental Planning Policy No 64—Advertising and Signage relevant to visual impact assessment.

**Table 12: 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 | <p>As has been shown in this VIA, the proposal is compatible with the key visual characteristics of the area, including at the broader perceptual level such as complexity, urbanity and scale and the finer grain level such as line and form</p> <p>The amenity of the area is consistent with that of a busy, main road network. It is not considered that the proposal will have a significant adverse visual impact on the nature of this amenity</p> <p>The intent of relevant parts of the draft CSPS and the objectives of SLEP2012, including the for the SP2 Infrastructure zone, is to provide for infrastructure and related uses with preventing non-compatible development that may detract from the provision of infrastructure. The proposal is consistent with this intent</p> | Yes         |

| Provision   | Response  | Consistency |
|---|---|-------------|
| (1)(a)(ii) Signage (including advertising) provides effective communication in suitable locations | The location, being within a road reserve within a dynamic, intense use area, and 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 13: assessment of the proposal against Schedule 1 'Assessment criteria'**

| Provision   | Response   | Consistency |
|---|--|-------------|
| <b>Character of the area</b>  |  |             |
| <b>1a</b> 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 this area  | Yes         |
| <b>1b</b> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?   | The area or locality is not located in a signage precinct under the SDCP2012, and does not have a particular theme   | Yes         |
| <b>Special areas</b>  |  |             |
| <b>2a</b> 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 not located in close proximity to any identified special areas.  | Yes         |
| <b>Views and vistas</b>   |  |             |
| <b>3a</b> Does the proposal obscure or compromise important views?  | The proposal does not obscure or compromise significant views identified for protection  | Yes         |
| <b>3b</b> Does the proposal dominate the skyline and reduce the quality of vistas?  | The proposal will be seen the existing skyline   | Yes         |
| <b>3c</b> Does the proposal respect the viewing rights of other advertisers?  | There are no other advertising signs in the vicinity of the proposal   | Yes         |
| <b>Streetscape, setting or landscape</b>  |  |             |
| <b>4a</b> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?  | 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 | Yes         |
| <b>4b</b> 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         |



| Provision   | Response   | Consistency |
|---|--|-------------|
| <b>4c</b> Does the proposal reduce clutter by rationalising and simplifying existing advertising?   | The proposal does not rationalise or simplify existing advertising   | Yes         |
| <b>4d</b> Does the proposal screen unsightliness?   | The proposal does not screen any unsightly existing elements   | Yes         |
| <b>4e</b> Does the proposal protrude above buildings, structures or tree canopies in the area or locality?  | The proposal does not protrude above buildings or tree canopies  | Yes         |
| <b>4f</b> Does the proposal require ongoing vegetation management?  | The proposal does not require ongoing vegetation management  | Yes         |
| <b>Site and building</b>  |  |             |
| <b>5a</b> 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 immediate surroundings | Yes         |
| <b>5b</b> Does the proposal respect important features of the site or building, or both?  | The proposal is compatible with the key visual characteristics of the site   | Yes         |
| <b>5c</b> 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         |
| <b>Is merit based assessment required due to inconsistency?</b>   |  | No          |

## 9.2 Transport Corridor Outdoor Advertising and Signage Guidelines

**Table 14** provides an assessment of the proposal against the Transport Corridor Outdoor Advertising and Signage Guidelines.

**Table 14: assessment against section 2.3.2 'Sign placement in transport corridors in urban areas'**

| Provision   | Response  | Consistency |
|---|---|-------------|
| <b>A</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 enterprise zones, business development zones, commercial core zones, mixed use zones or industrial zones | The proposal is located in part of the Western Distributor that passes through an area developed for a mixed-uses | Yes         |
| <b>B</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                                       | Under the SLEP2012, signage is permitted with consent on the site and in the surrounding area                     | Yes         |

| Provision  | Response  | Consistency |
|--|---|-------------|
| local council in a relevant strategy as being appropriate for such advertising |   |             |
| <b>N/a</b>   | <p>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> <p>The proposal is compatible with the dynamic, intense and complex nature of the surrounding visual environment.</p> <p>The proposal will be visible from nearby dwellings to the north of the site. While it is not within the scope of this assessment to undertake a detailed consideration of impact on private views, the relative heights of the proposal, its angle perpendicular to the dwellings and the effect of distance will combine to likely limit or preclude any significant adverse visual impacts</p> | Yes         |

**Table 15: assessment against section 2.4 'Sign clutter controls'**

| Provision | Response   | Consistency  |     |
|-----------|--|--|-----|
| <b>A</b>  | Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter  | The site will only comprise of one sign facing north | Yes |
| <b>B</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 |
| <b>C</b>  | 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 16: assessment against section 2.4 'Sign clutter controls'**

| Table for assessment against Section 217 - Sign Structure 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 setting of the site | Yes         |

| Provision  | Response   | Consistency |
|--|--|-------------|
| <b>C</b> 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         |
| <b>D</b> The placement of the advertising structure should not require the removal of significant trees or other native vegetation   | The proposal will not require the removal of significant trees or other native vegetation                      | Yes         |
| <b>E</b> 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         |
| <b>F</b> 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         |
| <b>G</b> 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         |
| <b>H</b> 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         |

## 10.0 Mitigation measures

This part of the VIA identifies and describes mitigation measures considered appropriate to address likely visual impact

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

This part of the VIA identifies whether the proposal can be supported on visual impact grounds

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

The proposal can therefore be supported on visual impact grounds.