

30 March 2021

2200249

Julia Moiso
Ethos Urban
173 Sussex Street, Sydney, NSW 2000

Via email: jmoiso@ethosurban.com

Dear Julia

RE: Digital advertising sign, Eastern Distributor, Woolloomooloo

I refer to your instruction for us to prepare a response to the Department of Planning, Industry and Environment (DPIE) letter issued in respect of the above in relation to visual impact matters.

We understand DPIE has requested an amended visual impact assessment that considers the following additional viewpoints:

1. 2-4 Sir John Young Crescent
2. 22-40 Sir John Young Crescent
3. Royal Botanic Gardens and Domain.

Our response is provided below. All figures are located in the Appendices as follows:

- 2-4 Sir John Young Crescent: Appendix 1
- 22-40 Sir John Young Crescent: Appendix 2
- Royal Botanic Gardens and Domain: Appendix 3.

2-4 Sir John Young Crescent

Figure 1 shows the viewpoint selected to represent this location. **Figure 2** provides a photomontage from this viewpoint.

It shows that the nature of visual impact is similar to, or less than (due to the obstruction from the north-bound directional signage) that of viewpoint 3 (Palmer Street park) in the original VIA. While obstruction from the north-bound directional signage may be removed from levels higher up in 2-4 Sir John Young Crescent, the overall visual impact is likely to be similar.

22-40 Sir John Young Crescent

Figure 3 shows the viewpoints selected to represent this location. The south-east facing elevation was selected as it is considered the most exposed to views of the site and proposal. These viewpoints are located at the lower, middle and upper floors and at northern, central and southern positions **Figure 4** to **Figure 14** provides photomontages from these viewpoints.

This shows that the most affected viewpoints are at the northern end of the building on upper and middle floors. However, given the complexity of the visual environment and the bulk and scale of the railway viaduct,

the proposal is not considered to be a prominent element in the visual landscape. From these levels the proposal will be visible together with existing signage and street lighting, further reducing its visual impact.

Royal Botanic Gardens and Domain

Considering relevant factors under the Guidelines for Landscape and Visual Impact Assessment (GLVIA3) such as public accessibility and the potential number and sensitivity of viewers who may be affected, we selected the following three (3) viewpoints for investigation:

1. View 1 – Rear of Art Gallery
2. View 2 – The Domain Footpath
3. View 3 – Art Gallery Road.

View 1 – Rear of Art Gallery

This is considered part of the most exposed area of The Domain (the Crescent Precinct) to views of the proposal.

However, due to its characteristics, including location to the rear of the Art Gallery, relatively steep slope and proximity to a major source of noise in the form of the Eastern Distributor, it is not highly used.

The specific viewpoints was selected as it is on the main north-south pedestrian path.

As can be seen in **Figure 15**, the nature of The Domain – Woolloomooloo footbridge (including its placement and dimensions) results in the site (and therefore the proposal) not being readily visible from this location. Moving further to the right results in the view being blocked by the building located at 2-4 Sir John Young Crescent. Moving further to the left results in the view either being blocked or occluded by a tree.

View 2 – The Domain Footpath

Together with viewpoint 1, this is considered part of the most exposed area of The Domain (the Crescent Precinct) to views of the proposal.

The specific viewpoints was selected as it is on the main east-west pedestrian path near its juncture with the path that provides access to the playing fields above the Domain Car Park.

As can be seen in **Figure 16**, the angle of the railway viaduct results in the site (and therefore the proposal) not being readily visible from this location. Moving further to the right results in the view being further obstructed by the railway viaduct and vegetation. Moving further to the left results in the view being occluded by vegetation.

View 3 – Art Gallery Road

This is a heavily used pedestrian connection across the Eastern Distributor between both sides of The Domain.

Due to construction activity, an unobstructed photograph from this viewpoint was not able to be captured (refer **Figure 17**). However, due to its angle relative to the site, it is unlikely that the proposal will be readily visible from this viewpoint. It is likely that built form (eg, the Art Gallery) and vegetation will appear between the viewpoint and site. Furthermore, the viewpoint is located some distance (approximately 280m) from the site.

It is understood that the eastern edge of the land-bridge may be repurposed as part of the Sydney Modern project. While this point is located at a less acute angle and is closer to the site, views are again it is likely to be obstructed by intervening built form, in particular The Domain – Woolloomooloo footbridge.

Assessment

Sensitivity is considered to range from medium due to parkland to high due to residential locations.

In term of magnitude, the proposal is considered to be ongoing change that is able to be easily reversed and the scale of change is considered to range from an imperceptible change to a minor change over a restricted area.

As shown in the below table, combining the factors of sensitivity and magnitude provide for a significance of visual impact ranging from negligible to low.

Table 1: Assessment of visual impact

Viewpoint	Sensitivity	Magnitude	Significance
2-4 Sir John Young Crescent	High	Perceptible	Low
22-40 Sir John Young Crescent	High	Perceptible	Low
Rear of Art Gallery	Medium	Imperceptible	Low
The Domain Footpath	Medium	Imperceptible	Negligible
Art Gallery Road	Medium	Imperceptible - perceptible	Negligible - low

Conclusion

This assessment does not alter the findings, conclusion or recommendation of the original VIA.

Yours sincerely,



Chris Bain
Director - Planning
9956 6962
cbain@ethosurban.com

Appendix 1: visual evidence – 2-4 Sir John Young Crescent

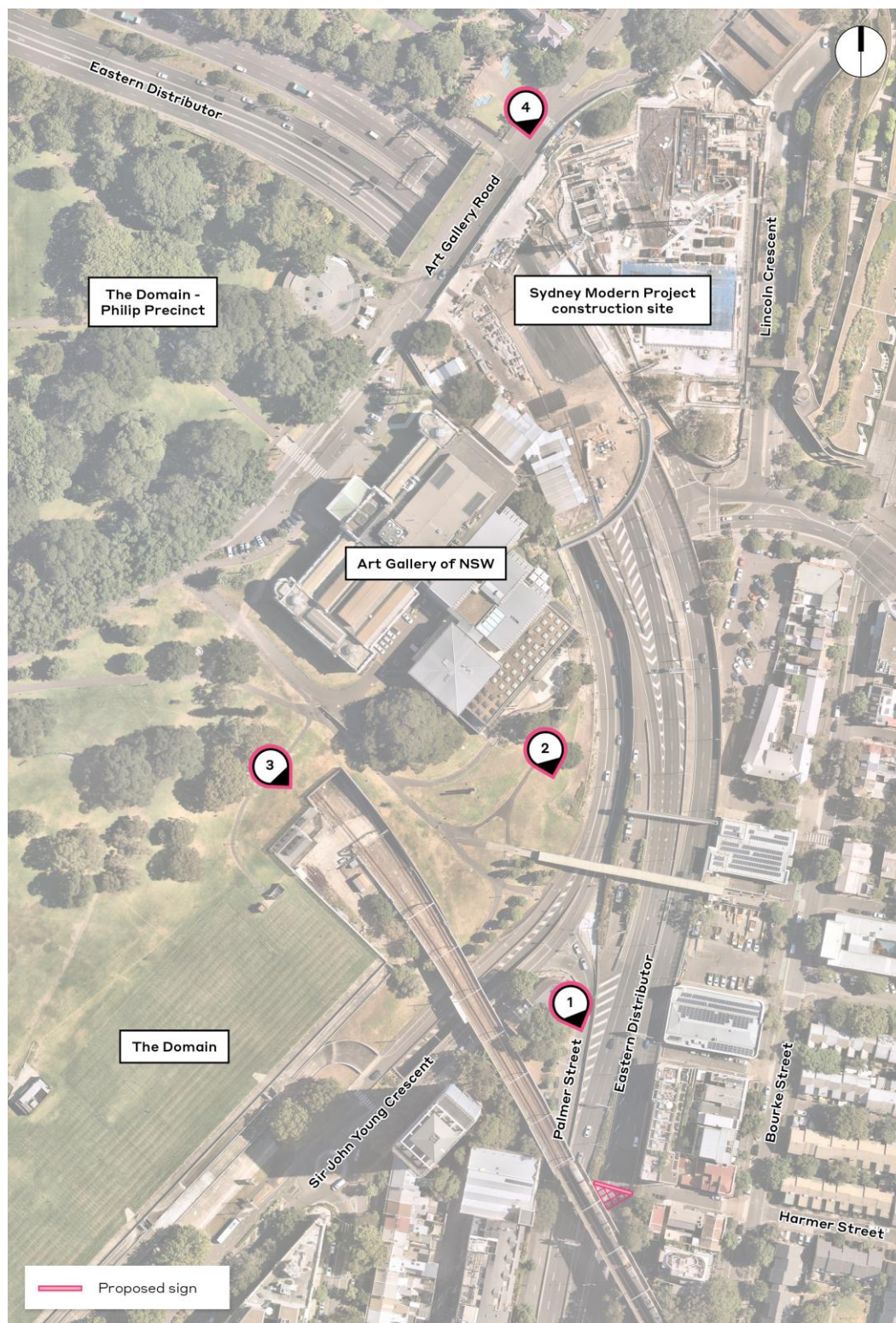


Figure 1 Viewpoint location



Figure 2 Photomontage

Appendix 2: visual evidence – 22-40 Sir John Young Crescent



Figure 3 Viewpoint locations

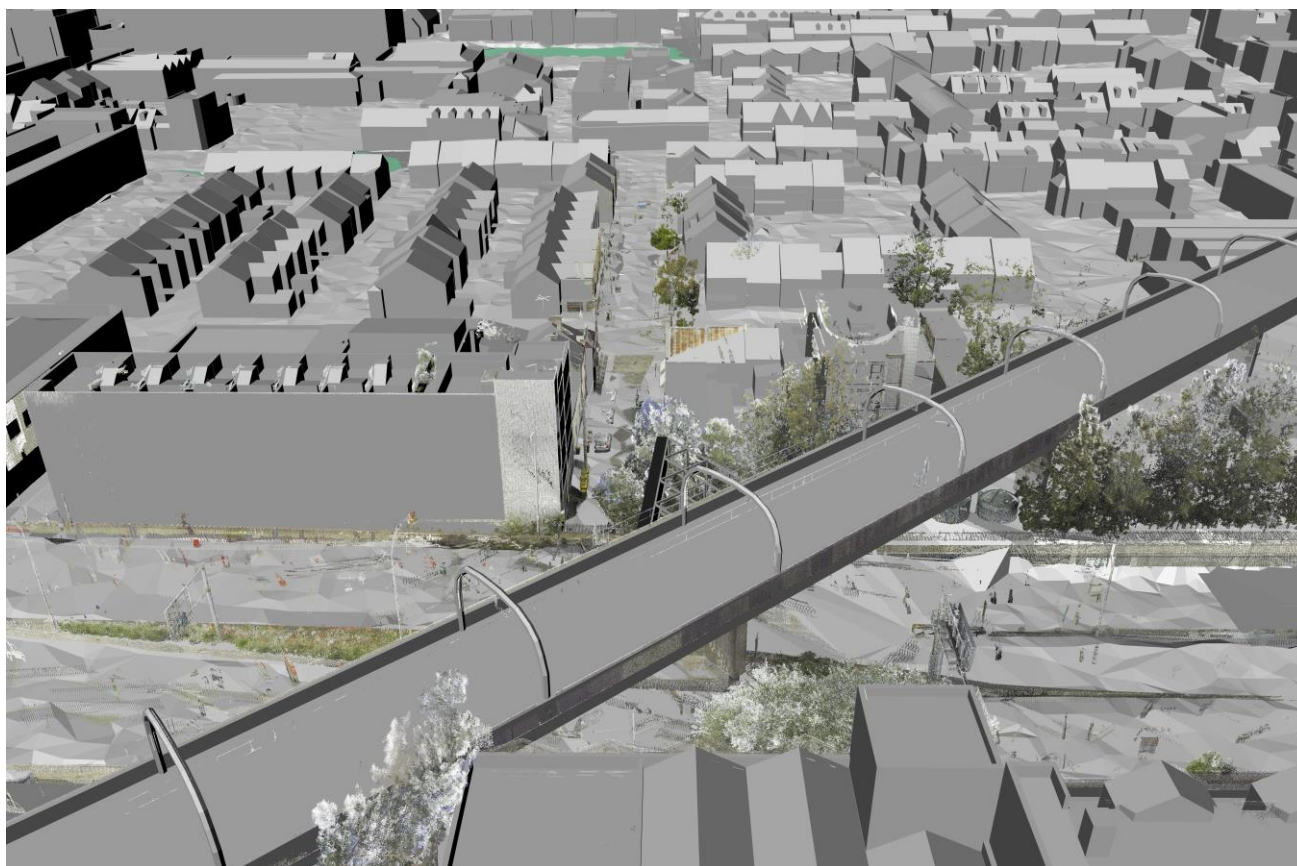


Figure 4 Viewpoint location 1



Figure 5 **Viewpoint location 2**

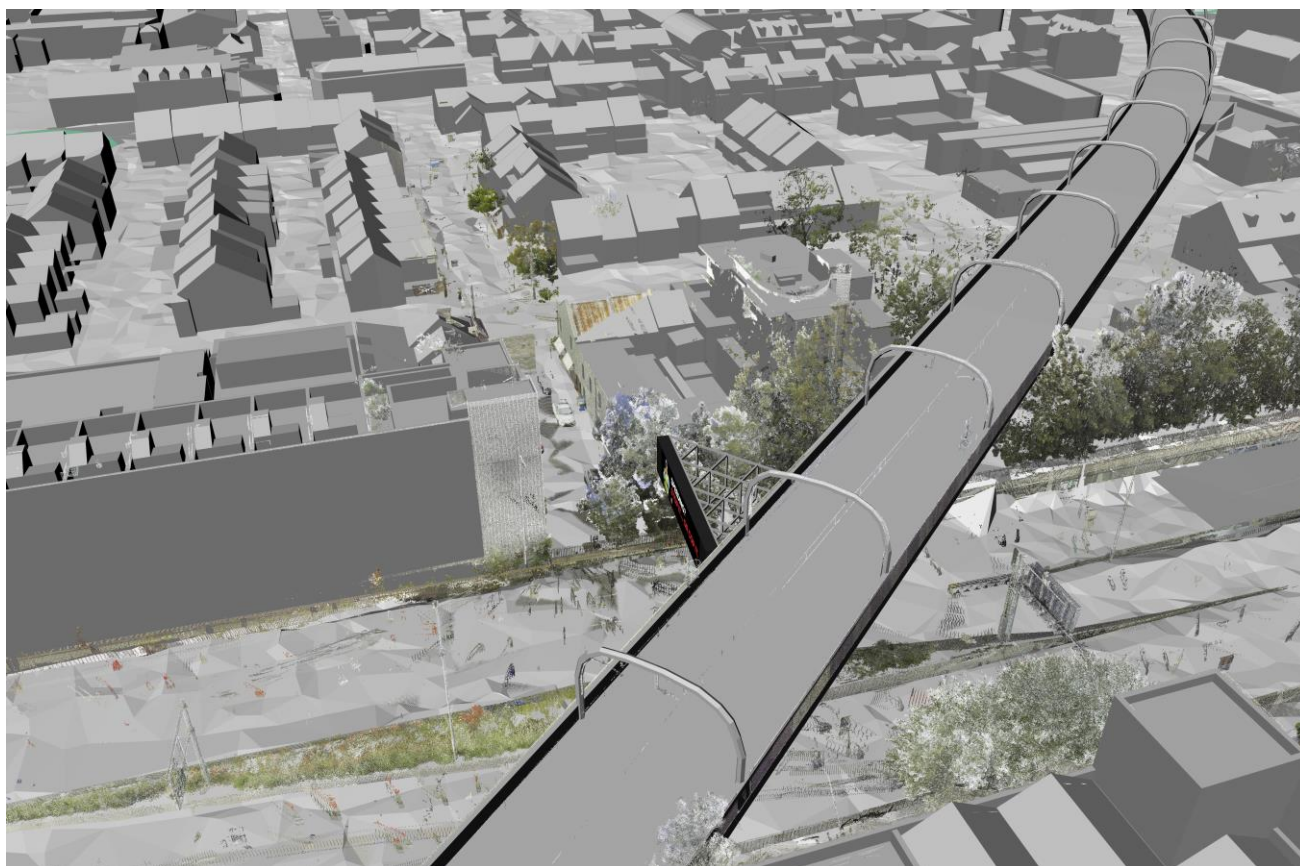


Figure 6 Viewpoint location 3

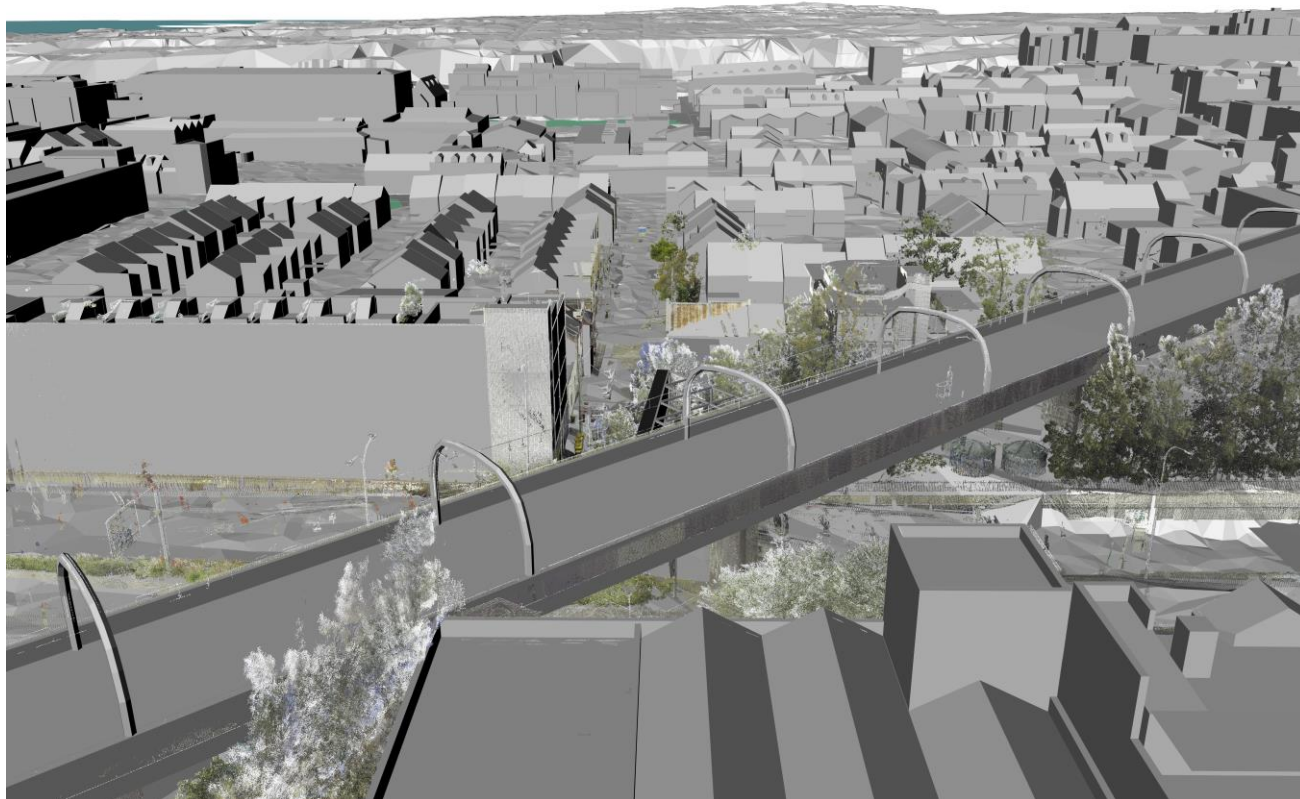


Figure 7 **Viewpoint location 4**

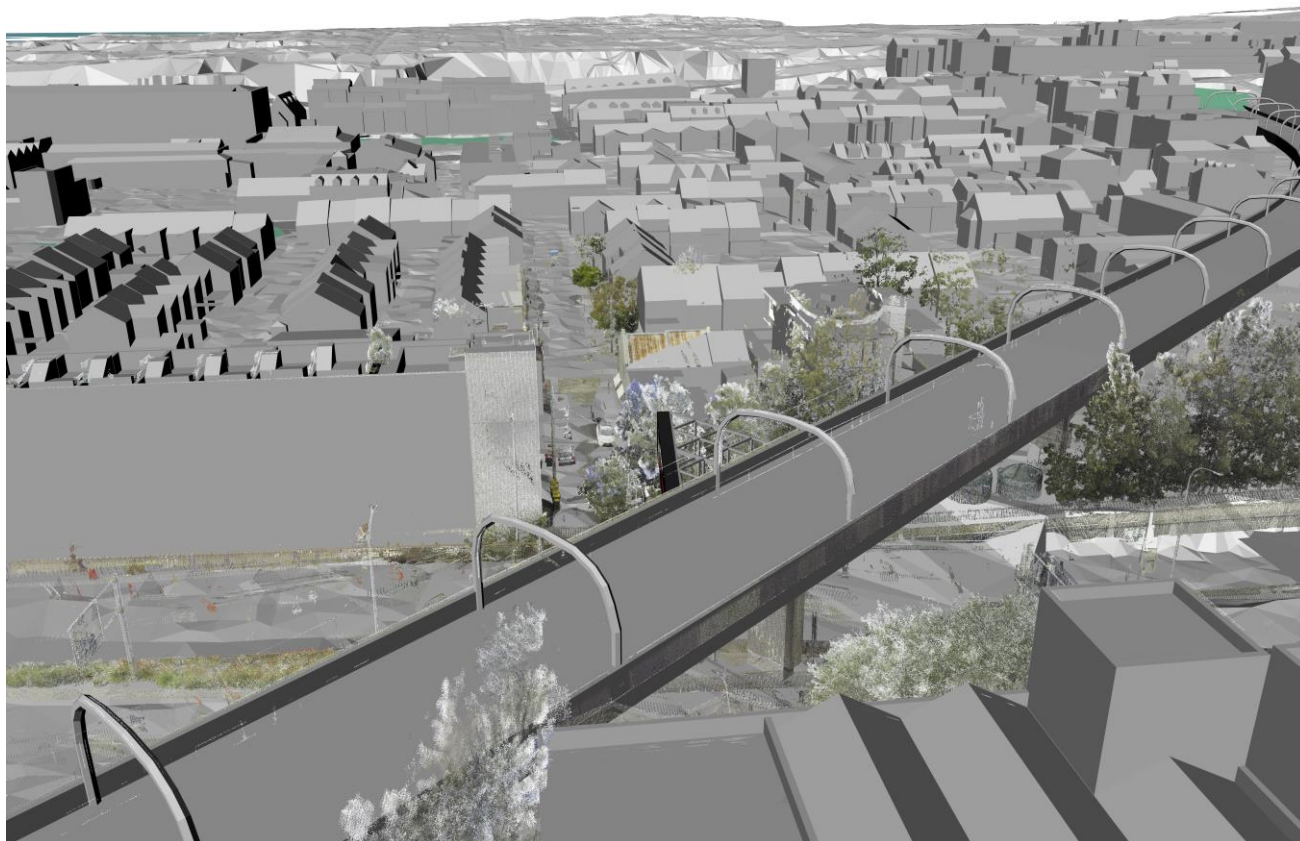


Figure 8 Viewpoint location 5

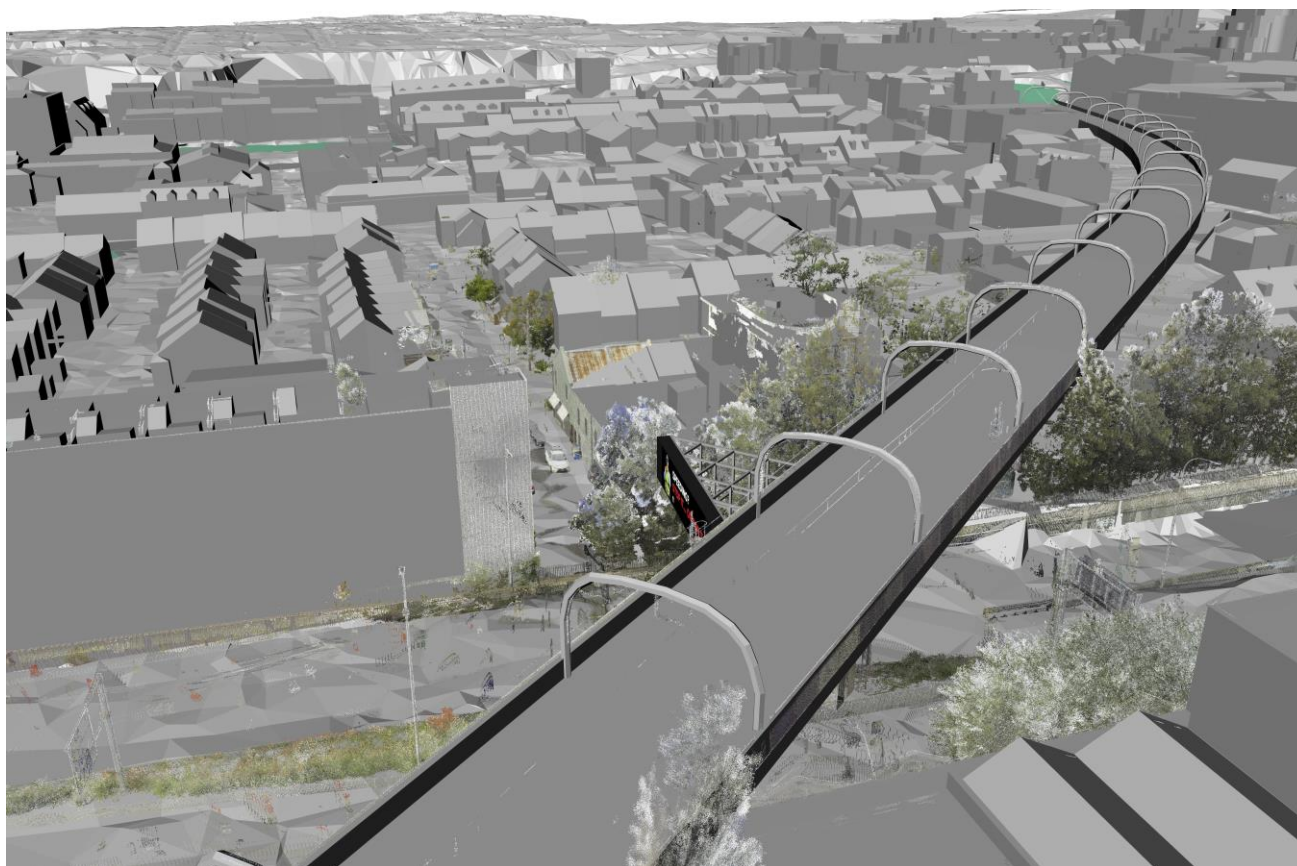


Figure 9 Viewpoint location 6

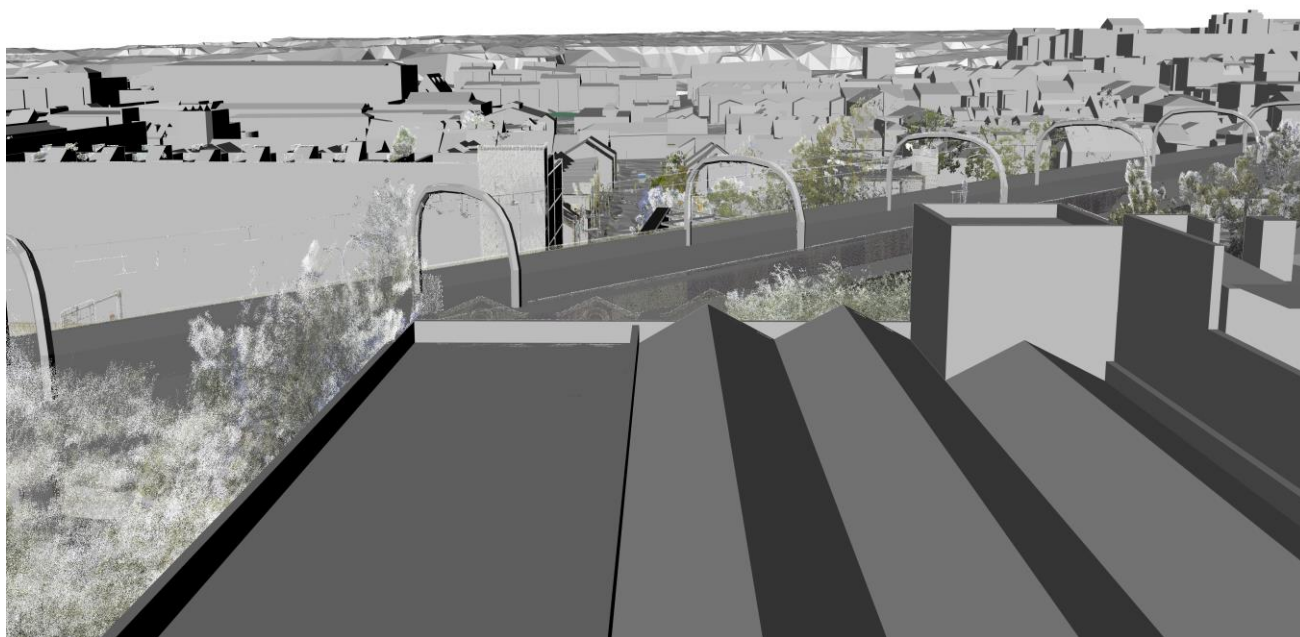


Figure 10 Viewpoint location 7



Figure 11 Viewpoint location 8



Figure 12 Viewpoint location 9

Appendix 3: visual evidence – The Domain and Botanic Gardens



Figure 13 Rear of Art Gallery photo

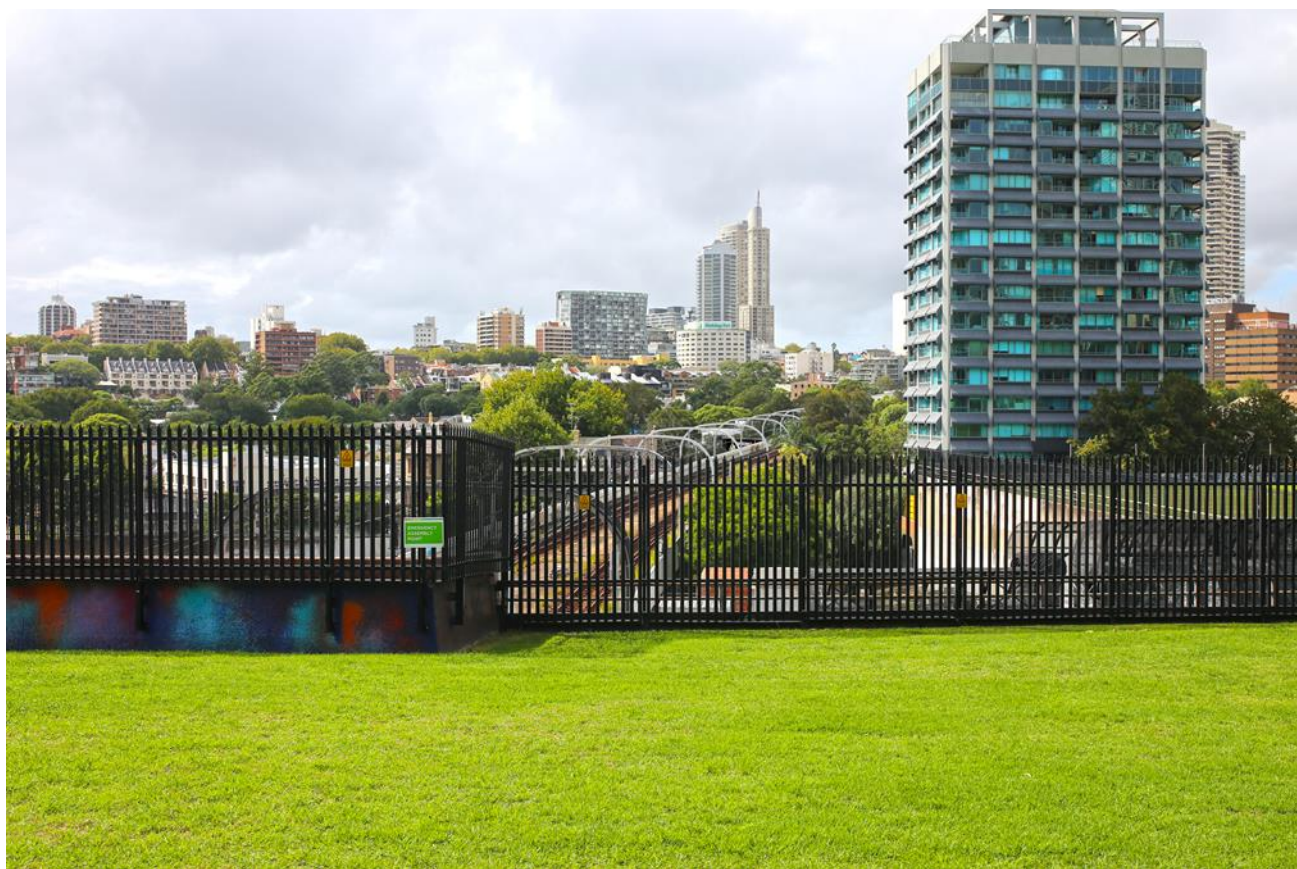


Figure 14 The Domain footpath photo



Figure 15 Art Gallery Road photo