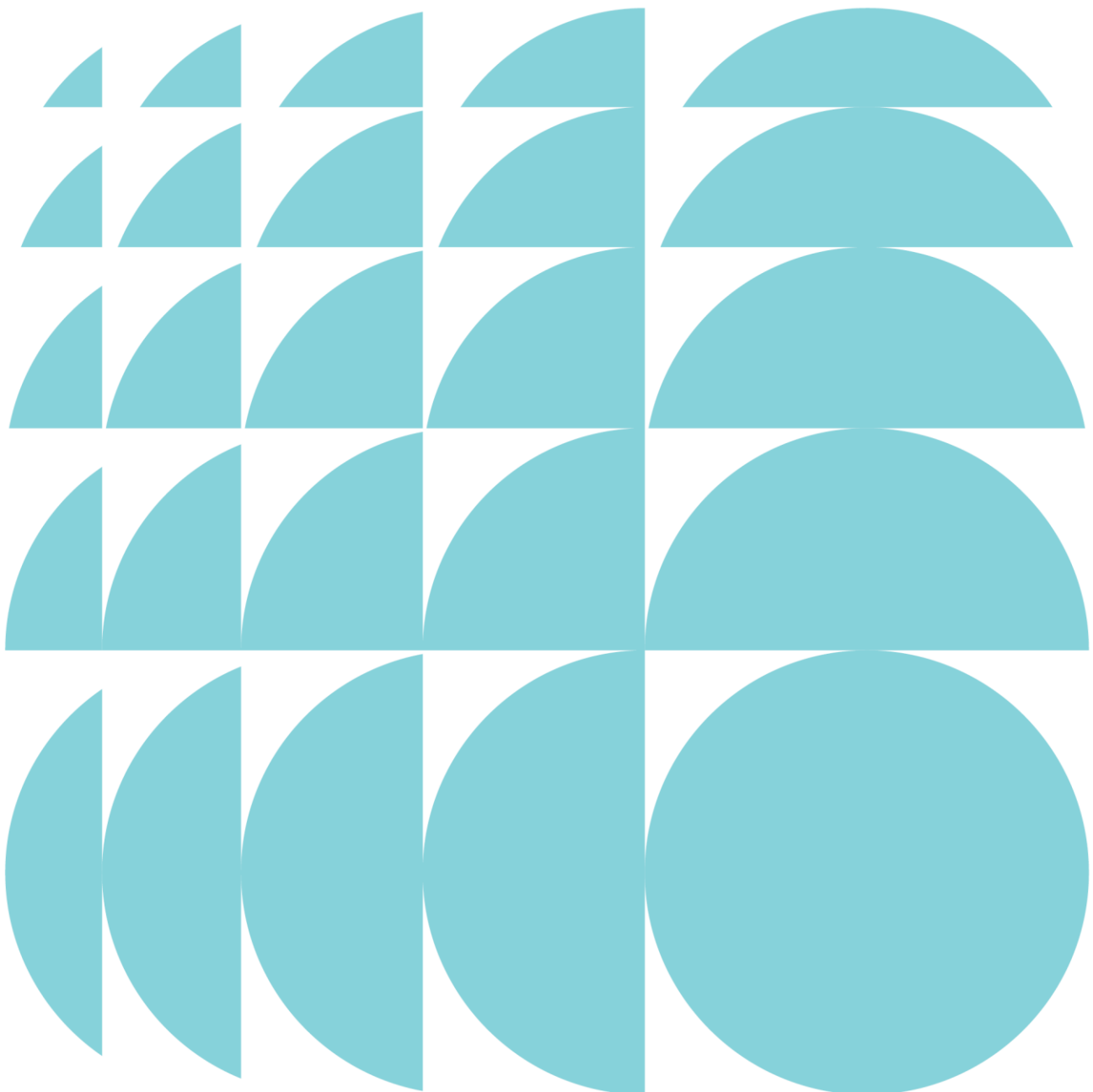


Visual Impact Assessment

Proposed Advertising Billboard Signage
on land located at Sussex Street

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

10 November 2020 | 2200449



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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
CoS	City of Sydney Council	N/a
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
Enhancement	Proposals that seek to improve the landscape resource and the visual amenity of the proposed development site and its wider setting, over and above its baseline condition	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
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

Key term or abbreviation	Meaning	Source
Landscape quality	A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements	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
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
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
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
ZTV	A map, usually digitally produced, showing areas of land within which a development is theoretically visible	GLVIA3

Executive summary

Sydney Trains has lodged a development application seeking consent for the erection of a sign on the south facing and north facing elevations of the Wynyard Walk pedestrian bridge over Sussex Street, Sydney.

The proposal has a largely localised viewshed, with its boundaries being contained to Sussex Street in the close range. The viewshed is not designated as a heritage conservation area or a special character area under the City of Sydney planning framework. There is no evidence of other relevant values such as tourist infrastructure. On this basis the overall value attached to the views is considered to be low.

A relatively high number of visual receptors will be exposed to views of the proposal. Most of these visual receptors will be people travelling through the viewshed on their way to other places either on foot or in private vehicles. Their level of attention or interest in views or visual amenity is likely to be relatively low.

Considering value and visual receptors, the sensitivity of the view to the nature of change proposed is considered to be low.

The proposal will appear as a relatively small, new element in the views. While as a sign it is designed to be inherently contrasting in nature, in particular in terms of colour, it will not result in change to any of the views composition and is of a scale, line and shape/form that integrates with the outline of the existing bridge. While ongoing, it is readily capable of being reversed. On this basis, the magnitude of impact is a moderate change over a restricted area, resulting in a noticeable magnitude of impact.

Consistent with much of Central Sydney, and in particular this part of Central Sydney, the existing visual environment does not comprise a single, intact or cohesive built form. This creates a visually rich, complex and dynamic visual environment. The proposal is not out of character in such a visual environment. The key specific issue for consideration is impact on the visual values of the adjoining Sussex Hotel. It is considered that the robust nature of the hotel, including its prominent corner location, scale, materiality and colour, makes it capable to accommodating the proposal in its visual setting without compromising its legibility.

Combining sensitivity and magnitude, the significance of visual impact is low.

It is not considered necessary to make fundamental or otherwise large-scale amendments to the proposal in its current form to satisfactorily manage visual impact.

On this basis and subject to the mitigation measures outlined in the document, it is considered that the proposal in its current form has acceptable visual impact and as such can be supported on visual grounds.

1.0 Introduction

This document is a visual impact assessment (VIA) that identifies, describes and assesses the potential visual impact of a proposal to erect advertising signage (the proposal) on the northern and southern sides of the Wynyard Walk pedestrian bridge that crosses Sussex Street (the site).

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: discussion of key issues** – considers the key issues raised by the VIA and assessment against the planning framework
- **Part 11: mitigation measures** – identifies any mitigation measures to address any adverse visual impacts
- **Part 12: 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 bridge forms that part of Wynyard Walk that crosses Sussex Street. The bridge was opened in 2015, is 6m in width and provides pedestrian access 24 hours a day, seven days a week.

Table 1 provides an outline of the visual characteristics of the bridge.

Table 1: Visual characteristics of the bridge

Element	Description
Line	Straight, horizontal lines dominate through a series of long, parallel lines marking the underside of the bridge, a cut out of the underside of the bridge, the base of the walkway and the roof. This is in part offset by curvature at its eastern end, and a smaller curve at its western end
Shape and form	Geometric, rectilinear shapes and forms dominate
Colour	Predominantly light grey with transparent, slightly tinted glass
Texture	Primality expressed as concrete and glass providing for a smooth texture

2.2 The context

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

Table 2: Surrounding land use

Direction	Land use	Built form	Public domain
North-west	Commercial offices (Barangaroo)	High rise tower	Sussex Street carriageway, wide, well paved public footpath, public plaza, high level of engagement with adjoining ground floor built form
North-east	Sussex Hotel	Low rise heritage	Sussex Street carriageway, on-road cycle path, narrow footpath, outdoor seating for hotel
South-east	Road	Elevated part of the Western Distributor	Sussex Street carriageway, indented bay for bus parking, narrow footpath
South-west	Commercial offices (Barangaroo)	High rise tower	Sussex Street carriageway, on-road cycle path, narrow footpath

3.0 The proposal

This part of the VIA describes the proposal

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

Table 3: The proposal

Matter	Description
Use	Advertising (outdoors)
Type	Advertising on a bridge
Format	Digital sign (static and non-static)
Mode	Fixed

Matter	Description
Size	Greater than 20sqm
Height	Less than 8m above ground
Direction of sign face	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: Key information on the development application

Matter	Key information
Applicant	Sydney Trains
Level of assessment	Development requiring consent
Assessment manager	NSW Department of Planning, Industry and Environment
Consent authority	Minister for Planning
Consultation	Design panel; council; relevant transport agencies
Public exhibition	Not

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

Table 5 identifies the applicable parts of the planning framework. 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
State environmental planning policy	State Environmental Planning Policy No 64—Advertising and Signage

Matter	Key information
Parts relevant to visual impact assessment	Clause 3 'Aims, objectives etc'
	Schedule 1 'Assessment criteria'
Policy and guidelines	Transport Corridor Outdoor Advertising and Signage Guidelines (NSW DPE, 2017)
Parts relevant to visual impact assessment	Part 2.3.1 'Sign placement in transport corridors in urban areas'
	Part 2.4 'Sign clutter controls'
	Part 2.5.1 'General criteria'
	Part 2.5.5 'Bridge signage criteria'

6.0 Methodology

This part of the VIA outlines the methodology used in this VIA, including how sensitivity and magnitude combine to determine significance of impact

There is currently no national level guideline document for VIA in Australia (AILA, 2018). However, there are a number of key international documents that are commonly referred to in Australian VIAs. One of these is the 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA3) published by the Landscape Institute and Institute of Environmental Management and Assessment in 2013. Unlike other documents which are largely focussed on natural and rural landscapes, the GLVIA provides more broadly applicable guidance that is able to be applied to urban contexts. On this basis, it has been adopted as the methodological basis for this VIA.

The methodology has also been 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
- NSW Land and Environment Court planning principles
- NSW Land and Environment Court policy.

The GLVIA methodology is broadly outlined in **Figure 5**. Further detail on the methodology is provided in **Appendix B**.

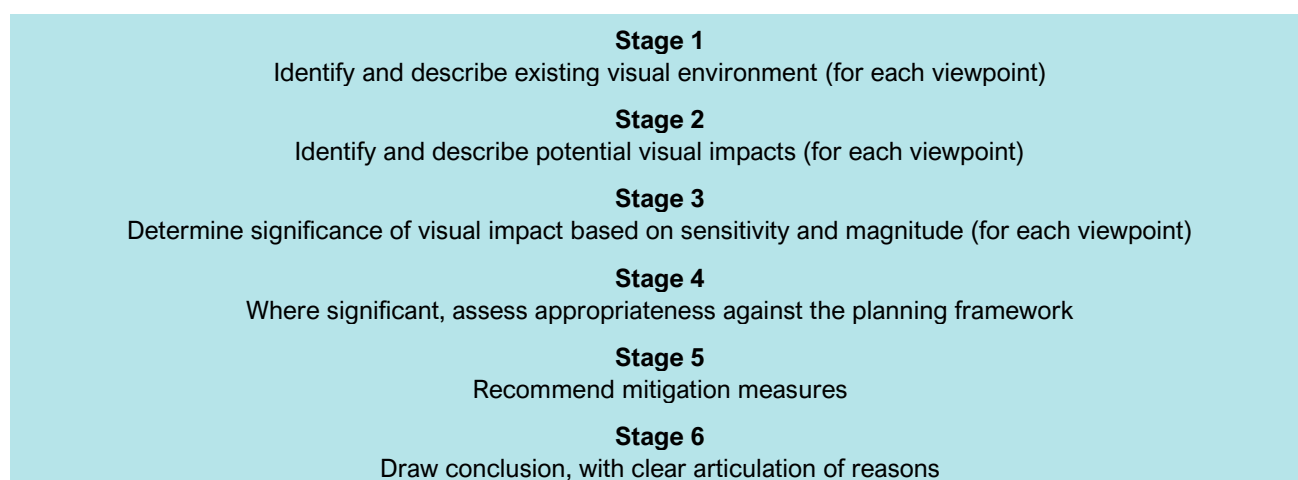


Figure 1: Methodology

Source: Ethos Urban, adapted from the GLVIA3

Due to its location proximate to a heritage item of note, further detail has been provided in this VIA compared to others in this overall set.

The following exclusions and limitations apply:

- the report was prepared by persons with qualifications and experience in urban planning
- consideration of heritage impact is outside the bounds of this VIA
- Aboriginal visual values or assessment of impact on Aboriginal cultural associations of landscape have not been considered. This work is only appropriately undertaken by an Aboriginal entity
- night-time scenarios have not been considered
- field work was undertaken during the declared COVID-19 pandemic. While observations provide an indication of the number, type and behaviour of visual receptors, it is possible that the number of people observed was less than ordinary conditions.

7.0 Visual catchment

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

7.1 Viewshed**Primary viewshed**

The primary viewshed is the area most exposed to views of the proposal.

The physical extent of the primary public domain viewshed will be relatively small and primarily contained to Sussex Street.

Table 6: Primary viewshed

Direction	Boundary	Distance (approx.)
North	Mercantile Walk pedestrian bridge	90m
South	Western Distributor elevated roadway	40m
East	Sussex Street eastern street wall	5m
West	Sussex Street eastern street wall	5m

Secondary viewshed

The secondary viewshed is the area where the proposal may be visible, however largely as a smaller element in the visual environment

Due to landform, a partial glimpse of the proposal may be visible travelling northbound on Sussex Street at its intersection with Erskine 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 Central 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 elevated roadway. The adjoining heritage item – the former “New Hunter River Hotel” – has a relatively large size and bulk
- **change:** the development of Barangaroo provides strong visual evidence of substantial change
- **contemporary:** the predominant era of buildings is contemporary. The “New Hunter River Hotel” (the Sussex Hotel) appear anomalous within this setting
- **commerciality:** the visual environment provides for a strong perception of commerciality
- **movement:** the narrow width and bus nature of Sussex Street, combined with the Western Distributor elevated roadways, the bridge itself, pedestrian crossings and the site location at the main south-east entry to Barangaroo provide for a perception of movement.

When considered against formal aesthetic attributes:

Element	Description
Line	Vertical lines dominate
Shape and form	Geometric, rectangular forms dominate
Colour	Lighter, neutral colour dominate. The dark brown of the Sussex Hotel is the exception
Texture	Smooth textures associated with concrete, metal and glass dominate. The brick of the Sussex Hotel is anomalous

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)
- City of Sydney Development Control Plan 2012 (SDCP2012).

City of Sydney Local Environmental Plan 2012

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

Table 7: City of Sydney Local Environmental Plan 2012 as it applies to the site

Locality	Zone	FSR	Height	Heritage
Central Sydney	B4 Mixed Use	Nil	Nil	No

City of Sydney Development Control Plan 2012

The bridge is not subject to provisions relevant to character under the City of Sydney Development Control Plan 2012. In particular, it is not located in a ‘special character area’ or a ‘signage precinct’.

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 8: City of Sydney Local Environmental Plan 2012 as it applies to surrounding land

Direction	Locality	Zone	FSR	Height	Heritage
North-west	Central Sydney	B4 Mixed Use	N/a	180RL	No
North-east	Central Sydney	B8 Metropolitan Centre	7.5:1	30m	Former “New Hunter River Hotel” including interiors
South-east	Central Sydney	SP 2 Infrastructure	8:1	80m	No
South-west	Central Sydney	B8 Metropolitan Centre	7.5:1	50m	No

City of Sydney Development Control Plan 2012

As with the bridge, the 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’)

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 9 identifies the main visual receptors in the viewshed.

Table 9: Visual receptors

Type	Activity	Relative numbers	Level of interest or attention in views and visual amenity
Travellers	People driving or passengers in cars or other private vehicles	Large	Low
	People as passengers in buses	Moderate	Low
	Pedestrians along Sussex Street or the Mercantile Walk pedestrian bridge	Large	Low
	Cyclists (northbound on Sussex Street)	Small	Low

7.5 Viewpoints

Table 10 identifies the viewpoints within the viewshed selected as the basis for assessment of visual impact.

Table 10: Viewpoints

Location	Type 1	Type 2	Visibility of proposal	Direction of view	Distance	Elevation	Type of visual receptors
Sussex Street: south-west footpath	Illustrative	Standard	Full	North	35m	Beneath	Travellers
Sussex Street: north-west footpath	Illustrative	Standard	Full	South	50m	Beneath	Travellers
Sussex Street: north-east footpath	Illustrative	Standard	Full	South	55m	Beneath	Travellers

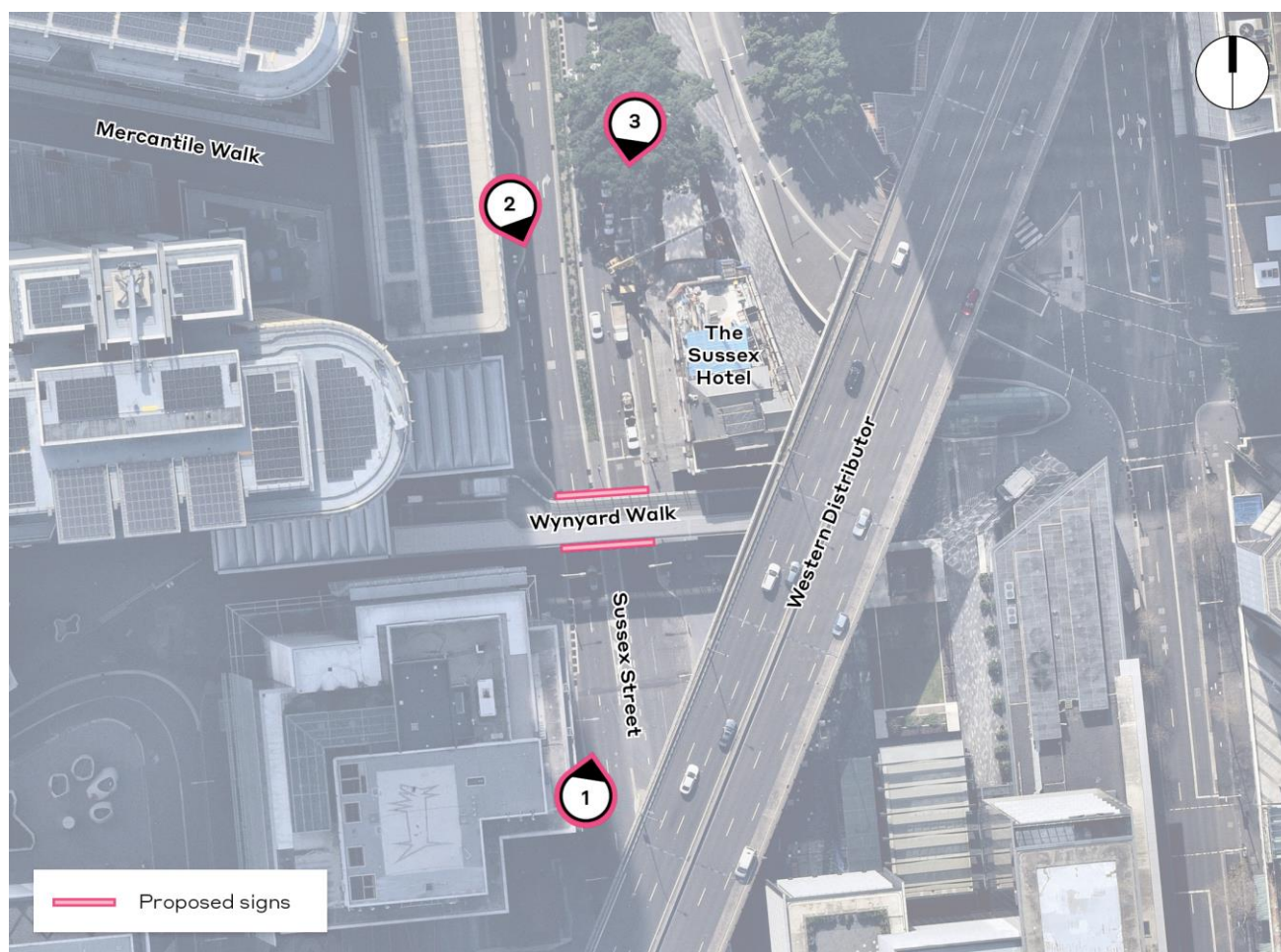


Figure 2: Viewpoints

8.0 Visual impact

This part of the VIA 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

8.1 View 1: Sussex Street south-west footpath

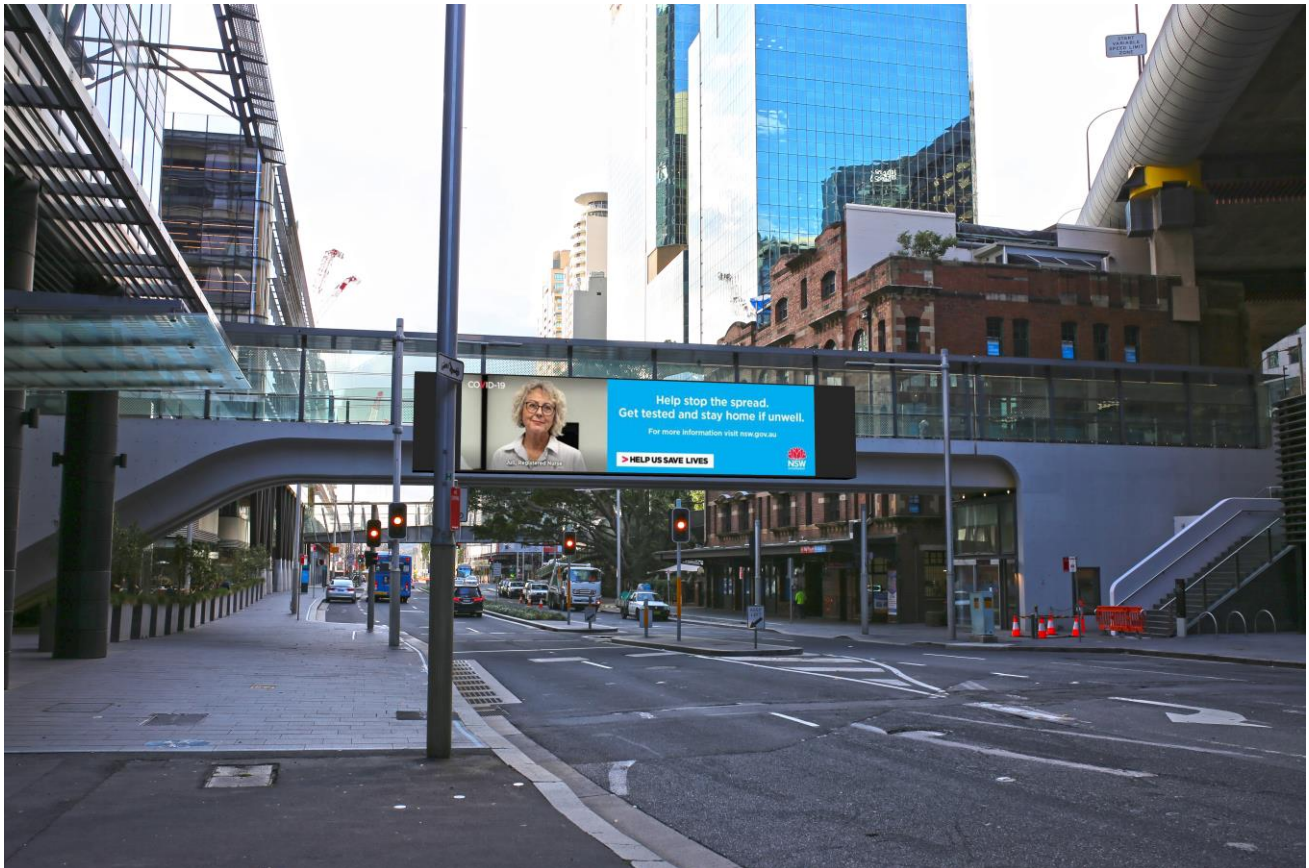


Figure 3: View 1: Sussex Street south-west footpath – proposed view

8.2 View 2: Sussex Street north-west footpath

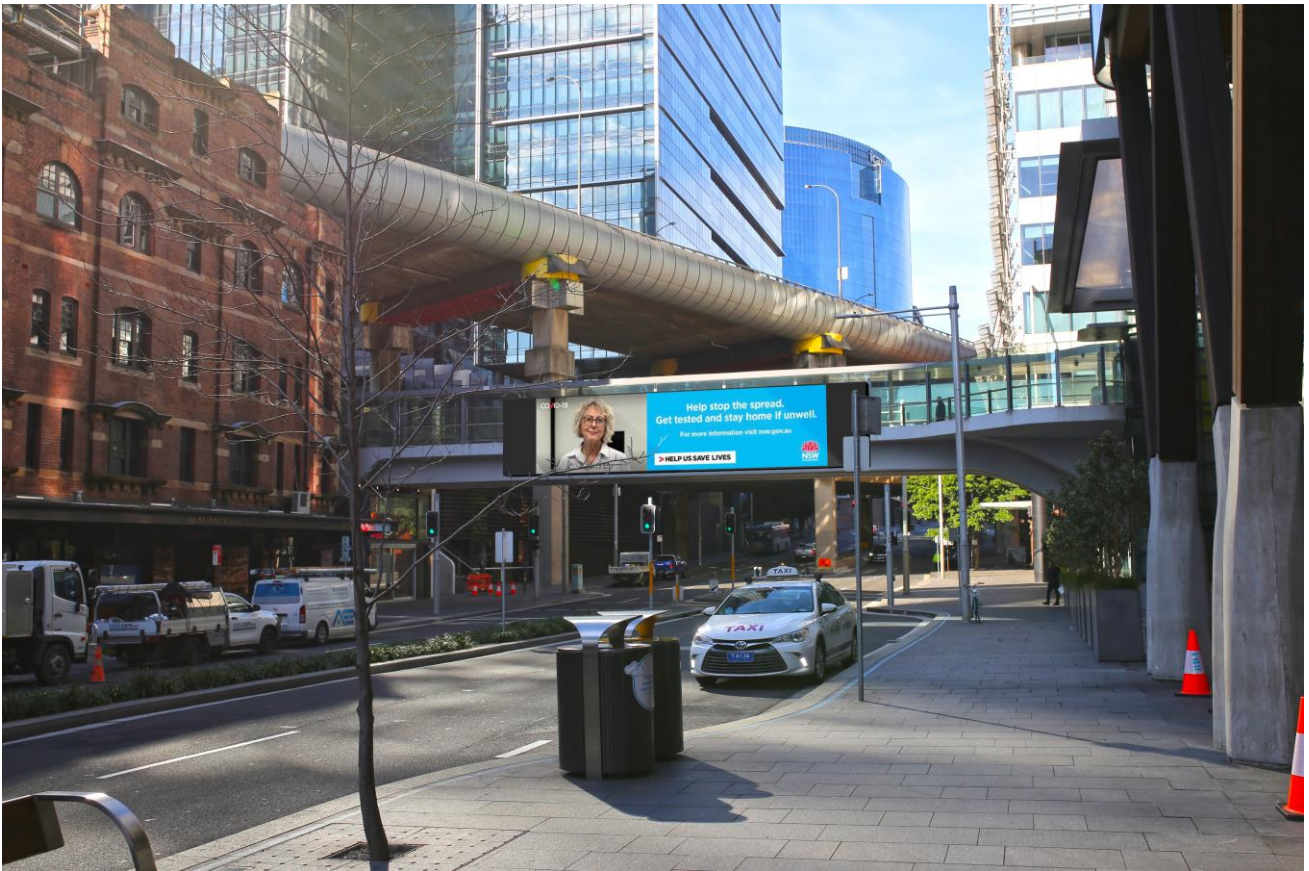


Figure 4: View 2: Sussex Street north-west footpath – proposed view

8.3 View 3: Sussex Street north-east footpath

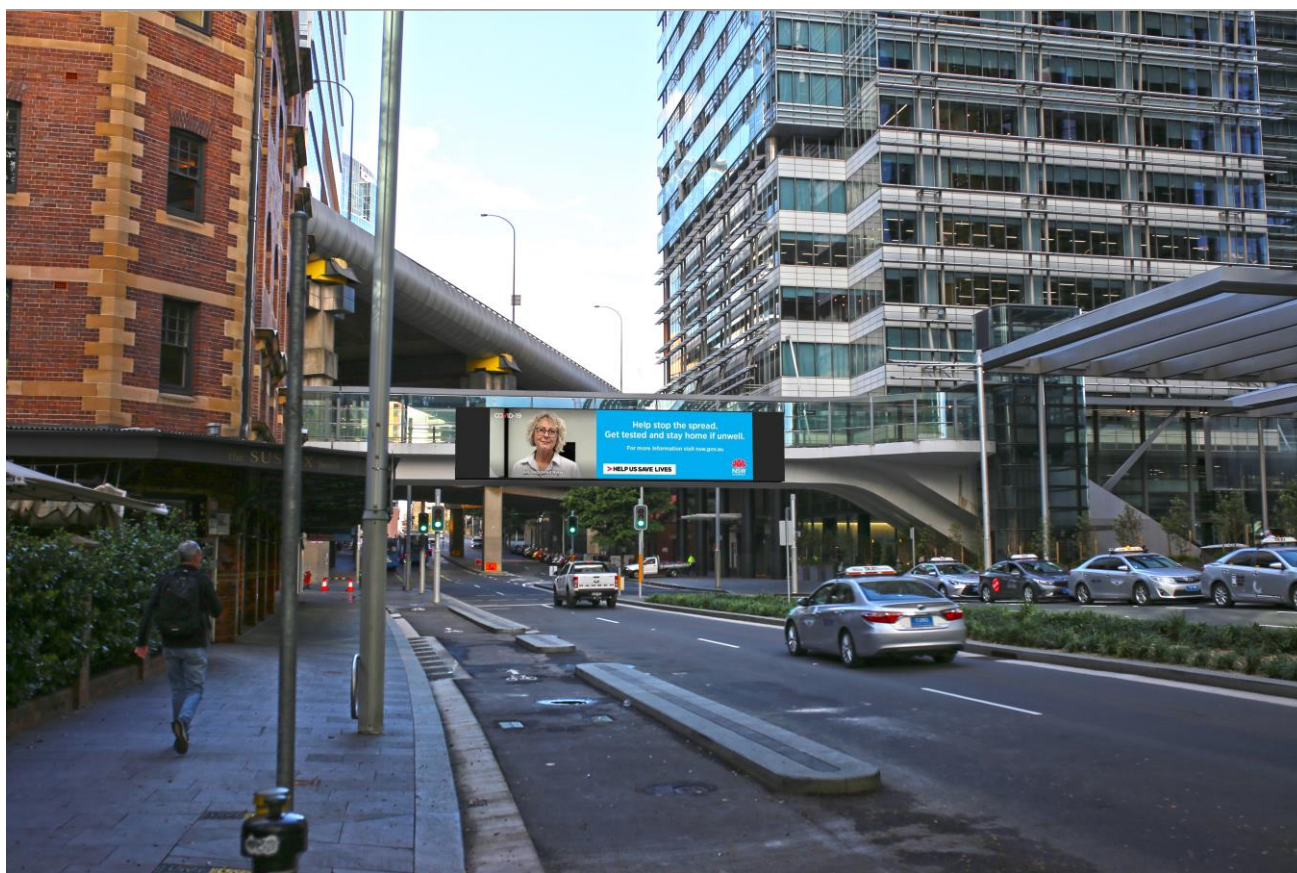


Figure 5: View 3: Sussex Street north-east footpath – proposed view

8.4 Sensitivity of the site and context to the nature of change proposed

The susceptibility of visual receptors to the nature of change proposed is considered to be low. Then value attached to the views is also considered to be low overall. The presence of a heritage item (Sussex Hotel) increases its value to a small degree.

On this basis, the level of sensitivity for all views is considered to be low – medium.

8.5 Magnitude of visual impact

The proposal will occupy a relatively small proportion of the midground of each view. When seen from the front of vehicles travelling along Sussex Street it will appear in the centre of the field of vision, above natural eye height. When seen by pedestrians, it will appear off centre, and in some instances peripheral, and above natural eye height.

Compared to the scale of its surrounds, the proposal will appear modest in scale.

It will not fundamentally alter the composition of any view.

While having reasonable length, the proposal will not have substantial height or depth. Consequently, it will not appear bulky. Rather, it will have a long, narrow visual profile.

While views will be obtained to the entirety of each side of the proposal, the duration of exposure will be low for vehicles and pedestrians.

While the proposal is ongoing, it is readily capable of being reversed without substantial remediation works being required to return the bridge to its prior condition.

Table 11: Consideration against key perceptual characteristics

Key visual characteristics		Comment
Complexity	As with much of Central Sydney, the area has a varied built form	The proposal will further add to the complexity of the visual environment
Scale	The dominant scale is substantial, not only including buildings but also the size and visibility of the Western Distributor elevated roadway. The adjoining heritage item – the former “New Hunter River Hotel” – has a relatively large size and bulk	The proposal will appear relatively small compared to the dominant scale of the area. For example, the large Sussex Hotel appears small compared to the International Towers and the elevated Western Distributor roadway
Change	The development of Barangaroo provides strong visual evidence of substantial change	The proposal will continue the narrative of change in the area
Contemporary	The predominant era of buildings is contemporary. The “New Hunter River Hotel” (the Sussex Hotel) appear anomalous within this setting	The proposal is of a contemporary LEP typology
Commerciality	The visual environment provides for a strong perception of commerciality	The proposal will be for a commercial nature
Movement	The narrow width and bus nature of Sussex Street, combined with the Western Distributor elevated roadways, the bridge itself, pedestrian crossings and the site location at the main south-east entry to Barangaroo provide for a perception of movement	The proposal will contribute to the sense of movement and dynamism in the area

Table 12: Consideration against key aesthetic characteristics

Key visual characteristics	The site	The context	Comment
Line	Straight, horizontal lines dominate through a series of long, parallel lines marking the underside of the bridge, a cut out of the underside of the bridge, the base of the walkway and the roof. This is in part offset by curvature at its eastern end, and a smaller curve at its western end	Vertical lines dominate	The proposal reflects the straight, horizontal lines of the bridge
Shape and form	Geometric, rectilinear shapes and forms dominate	Geometric, rectilinear shapes and forms dominate	The proposal is for a geometric, rectilinear shape and form
Colour	Predominantly light grey with transparent, slightly tinted glass	Lighter, neutral colour dominate. The dark brown of the Sussex Hotel is the exception	The proposal will include substantially more vivid colours than that of the bridge or the surrounding area

Texture	Primality expressed as concrete and glass providing for a smooth texture	Smooth textures associated with concrete, metal and glass dominate. The brick of the Sussex Hotel is anomalous	The proposal will be expressed as smooth textures
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Based on this, **table 13** provides an indication of the magnitude of visual impact.

Table 13: Magnitude of visual impact

		Duration and / or reversibility			
		Ongoing and irreversible	Ongoing capable of being reversed	Limited life (5 – 10 years)	Limited life (< 5 years)
Scale of change	Major change over wide area	Dominant	Considerable	Considerable	Noticeable
	Major change over restricted area, or Moderate change over wide area	Considerable	Considerable	Noticeable	Noticeable
	Moderate change over restricted area; or Minor change over a wide area	Considerable	Noticeable	Noticeable	Perceptible
	Minor change over a restricted area; or Insignificant change	Perceptible	Perceptible	Perceptible	Imperceptible
	Imperceptible change	Imperceptible	Imperceptible	Imperceptible	Imperceptible

8.6 Significance of visual impact

Table x provides an indication of the significance of visual impact.

Table 14: Significance of visual impact

		Magnitude				
		Dominant	Considerable	Noticeable	Perceptible	Imperceptible
Sensitivity	High	Major	High	Moderate	Low	Negligible
	Medium	High	Moderate	Low	Low	Negligible
	Low	Moderate	Low	Low	Negligible	Negligible
	Negligible	Low	Low	Negligible	Negligible	Negligible

9.0 Assessment against the planning framework

This part of the VIA assesses the appropriateness of the potential visual impacts against the planning framework

9.1 State Environmental Planning Policy No 64—Advertising and Signage

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

Table 15: 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, complex central business district. 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 CSPA and the SLEP2012, including the objectives for the B8 Metropolitan Centre zone, is for the area to evolve as a location for intense land uses business, office, retail, entertainment and tourist premises. The proposal is consistent with this intent.</p>	☑
(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.	☑
(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.	☑

Table 16: 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 Central Sydney as a major business precinct.	☑
1b 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.	☑
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 next to the Sussex Hotel, which is a State heritage item. The impact of the proposal on the heritage values of the hotel is addressed in the separate Heritage Report. The statement of significance for the hotel notes that it ‘the building has aesthetic significance for its prominent siting at the edge	☑

Provision		Response	Consistency
		of the waterfront dockyards on Sussex Street as well as for the strong contribution it makes to the character of the immediate area'. The robustness of the building, including through its corner location, scale, materiality and colour, as well its location in a highly urban, complex area, means that it is capable to accommodating change in its visual setting without this change significantly reducing the ability to see and appreciate the hotel as a distinct feature. The proposal is not considered to cross a threshold where this is no longer applicable. On this basis, it is considered not to significantly detract from the visual values of the hotel.	
Views and vistas			
3a	Does the proposal obscure or compromise important views?	The proposal does not obscure or compromise significant views identified for protection in the draft CSPS	☑
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	☑
3c	Does the proposal respect the viewing rights of other advertisers?	There are no other advertising signs in the vicinity of the proposal	☑
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 rectilinear form.</p>	☑
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.	☑
4c	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal does not rationalise or simplify existing advertising	☑
4d	Does the proposal screen unsightliness?	The proposal does not screen any unsightly existing elements	☑
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	☑
4f	Does the proposal require ongoing vegetation management?	The proposal does not require ongoing vegetation management	☑
Site and building			

Provision	Response	Consistency
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	<input checked="" type="checkbox"/>
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	<input checked="" type="checkbox"/>
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	<input checked="" type="checkbox"/>
Is merit based assessment required due to inconsistency?		No

9.2 Transport Corridor Outdoor Advertising and Signage Guidelines

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

Table 17: 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 within a major road in the equivalent of a commercial core zone (B8 Metropolitan Centre)	<input checked="" type="checkbox"/>
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 SLEP2012, signage is permitted with consent on the site and in the surrounding area	<input checked="" type="checkbox"/>
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>	<input checked="" type="checkbox"/>

Table 18: 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, north or south)	☑
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	☑
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	☑

Table 19: 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	☑
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	☑
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	☑
D The placement of the advertising structure should not require the removal of significant trees or other native vegetation	The proposal requires the removal of significant trees or other native vegetation	☑
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"> the development of a landscape management plan may be required as a condition of consent landscaping outlined within the plan should require minimal maintenance 	It is not necessary or appropriate in a highly urban visual setting such as this to incorporate landscaping	☑

Provision	Response	Consistency
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	☑
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	☑
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	☑

Table 20: 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	☑
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	☑
C The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m	The advertisement does not extend below the soffit of the superstructure of the bridge	☑
D On a road or pedestrian bridge, the advertisement must: <ul style="list-style-type: none"> i. not protrude above the top of the structural boundaries of the bridge ii. not block significant views for pedestrians or other bridge users (e.g. cyclists) iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users 	<p>The placement, scale, form and design of the proposal:</p> <ul style="list-style-type: none"> • does not protrude above the top of the structural boundaries of the bridge • not block significant views for pedestrians or other bridge users • does not reduce safety for drivers, pedestrians or other bridge users 	☑
Is merit based assessment required due to inconsistency?		No

10.0 Mitigation measures

This part of the VIA identifies any mitigation measures to address any adverse visual impacts

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. Principal amongst this is containing the bulk of the sign within the existing visual outline of the bridge

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 in its current form can be supported on visual impact grounds, and summarises the basis for this determination

The main findings of this VIA are:

- the proposal has a largely localised viewshed, with its boundaries being contained to Sussex Street in the close range
- the viewshed is not designated as a heritage conservation area or a special character area under the CoS planning framework. There is no evidence of other values such as tourist infrastructure. On this basis, while the presence of the Sussex Hotel provides a level of value, overall the value attached to the views is considered to be low
- a relatively high number of visual receptors will be exposed to views of the proposal
- most visual receptors will be people travelling through the viewshed on their way to other places either on foot or in private vehicles
- the level of attention or interest of most visual receptors in views or visual amenity is likely to be relatively low
- the proposal will appear as a new element in the visual landscape
- the magnitude of the visual impact is noticeable
- the significance of visual impact is low
- consistent with much of Central Sydney, and in particular this part of Central Sydney, the existing visual environment does not comprise a single, intact or cohesive built form. This creates a visually rich, complex and dynamic visual environment. The proposal is not out of character in such a visual environment
- it is not considered necessary to make fundamental or otherwise large-scale amendments to the proposal in its current form to satisfactorily manage visual impact.

On this basis and subject to the mitigation measures outlined in the document, it is considered that the proposal in its current form has acceptable visual impact and as such can be supported on visual grounds.