

21 May 2021

2200249

Anthony Witherdin
Director, Key Sites Assessments
Department of Planning, Industry and Environment
12 Darcy Street,
PARRAMATTA NSW 2150

Attention: Cameron Sargent (Team Leader, Key Sites Assessments)

Dear Cameron,

**RE: VISUAL IMPACT ASSESSMENT - DA 10662 FOR SEPP 64 ADVERTISING SIGNAGE
PROPOSED AT HELP STREET, CHATSWOOD**

The purpose of this Addendum is to provide further detail to the visual impact assessment (VIA) prepared by Ethos Urban on behalf of Sydney Trains (the applicant) to support development application (DA) 10662 made to the NSW Department of Planning, Industry and Environment (DPIE).

1.1 Project Context

DA 10662 is currently under assessment by DPIE and is part of a series of Crown Development Application's under Part 4 Division 4.6 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) submitted to DPIE.

During the exhibition period, a number of submissions were received by the relevant agencies including Willoughby City Council, as well as 66 public submissions. DPIE have specifically asked for a detailed response that clearly addresses all concerns raised in the submissions as part of their Response to Submissions (RTS) email dated 16 February 2021 and have also requested a formal Request for Further Information (RFI) in their letter dated 12 March 2021.

This Addendum Visual Impact Statement has been prepared in accordance with this request and **Table 1** below identifies the matters to be addressed by DPIE.

Table 1 Submissions relating to Visual Impact

| Submission | Matter Relevant to Visual Impact | Response |
|--------------------------------|--|---|
| DPIE RFI (dated 12 March 2021) | <p>The Department has further reviewed the proposal and the Visual impact Assessment is concerned with the following:</p> <p>The digital advertising is approximately 40m from windows and balconies of 140 units at 2A Help Street and the constantly changing illuminated imagery which is clear from habitable rooms and balconies will likely have adverse effects on the residents. The illumination levels and hours of operation should be reconsidered to reduce the impact on these residents.</p> <p>When considering the information provided against the assessment criteria in Schedule 1 of SEPP 64, particularly:</p> <ul style="list-style-type: none"> criteria no.2 - '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?', and <p>The Department is not satisfied the proposal is acceptable in terms of its design or public benefit as required by Clause 13(2)(b).</p> | <p>In response to concern regarding potential impact to windows and balconies of 140 units at 2A Help Street, the proposed digital signage on the eastern side of the railway corridor has been removed completely.</p> <p>Lighting is a complex field within its own highly specialised body of knowledge. To this effect, the Addendum Lighting Report supporting the RFI provides strategies to address lighting impacts. Hours of operation is not a matter of visual impact.</p> |
| Public submission | <p>The advertising screens would be unsightly and will not be aesthetically pleasing on Help Street.</p> | <p>The proposal is seen in a highly urban context that features a large scale railway overpass, major road intersection and ground and lower level signage (some of which is illuminated). This is not considered to be a highly sensitive visual context overall, and the magnitude of visual impact is not considered to cross a threshold of unacceptability.</p> |
| Public submission | <p>The VIA states that "the amenity of the area is consistent with that of a busy, complex business district". While the west side of the railway is predominately business, the east side is entirely residential. The VIA also has not considered the impact on private domain or the night-time impacts.</p> | <p>It is acknowledged that the eastern side of the rail line predominantly comprises residential uses. However, the updated DA completely removes the proposed digital signage from the eastern elevation of the rail corridor.</p> <p>More broadly, the proposed DA on the western elevation is perceived as part of the Chatswood centre, which is well known as a key, mixed use centre.</p> |

| Submission | Matter Relevant to Visual Impact | Response |
|-------------------|--|---|
| Public submission | Section 6.1 of the VIA specifically states that the assessment excludes any consideration on the impact of the signage on the 'private domain or of night time impact including lighting'. This confirms that there has been no consideration given to the potential visual impact of the signage on the Regency Apartments even though they are the closest building to the sign and contain 140 apartments that face directly onto the sign. | The Addendum Lighting Report supporting the RFI addresses lighting impact. This addendum provides further study of the likely visual impact on nearby residential premises. |
| Public submission | Section 9.2 Table 15 of the VIA assesses the proposed sign against the criteria within the Guidelines and states that 'the proposal will not be visible from sensitive uses such as residential premises' which is inaccurate and misleading | This addendum reflects the removal of the proposed digital signage from the eastern elevation. |
| Public submission | Section 9.2 Table 17 of the VIA states that light spillage will not occur into any residential properties, however, this position is strongly challenged given the VIA has been prepared based on public domain views only and not at night time. The VIA fails to identify the 140 residential units within the Regency Apartments which are within 40 metres of the sign and therefore the potential for impact is significant. | The Addendum Lighting Report supporting the RFI provides detail on the impact of light spillage at night. |

1.2 Additional Viewpoints

In light of the number of submissions received raising matters concerning visual impact, we understand DPIE have requested further analysis be undertaken on the Visual Impact Assessment (VIA).

This analysis reflects the updated DA, removing the proposed digital signage from the eastern elevation of the rail corridor.

An analysis has been prepared from one additional viewpoint from Help Street, on the western side of the rail corridor. The location of the additional viewpoint is illustrated in **Figure 1** and **Figure 2** shows the viewpoint to the proposed digital signage on the western elevation.

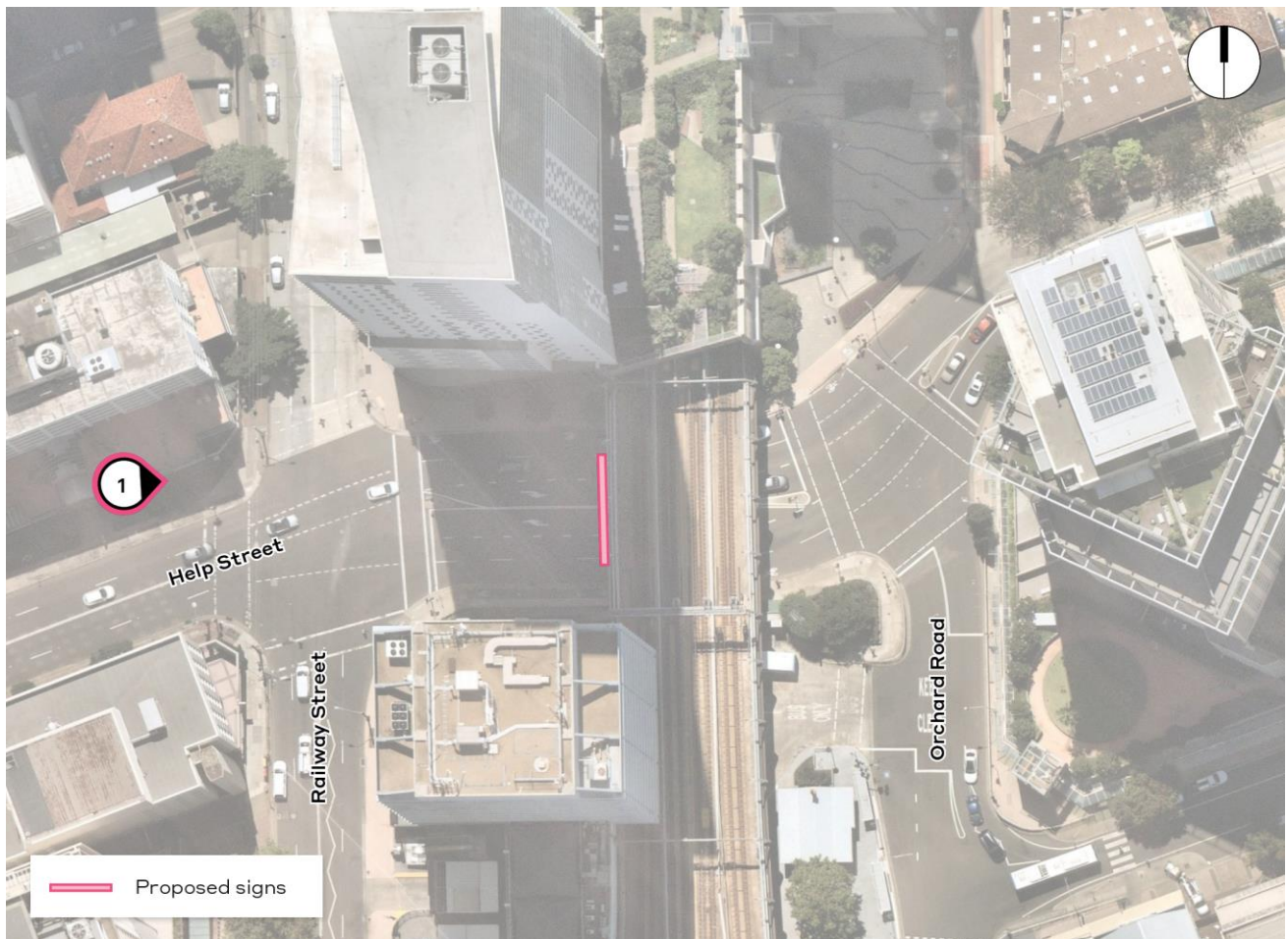


Figure 1 Location of additional viewpoint at Help Street, Chatswood (Western Side)

Source: Ethos Urban, 2021

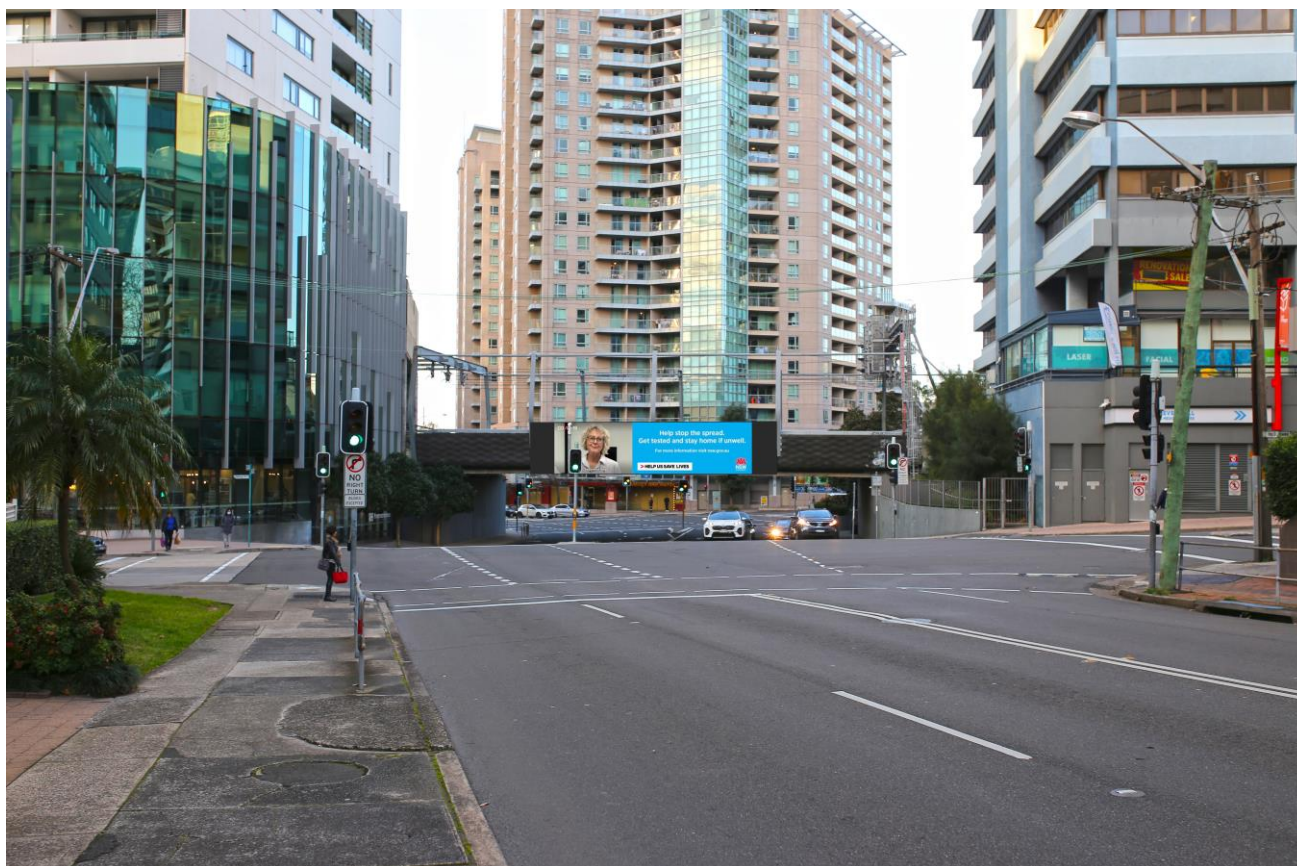


Figure 2 Additional viewpoint at Help Street, Chatswood (Western Side)

Source: Ethos Urban, 2021

1.3 Assessment

Table 2 below assesses the sensitivity, magnitude and significance of the DA within the context of place.

Sensitivity is considered low in light of the character and landscape of the visual setting. Land to which the proposal applies to is within Chatswood CBD, comprising a strong mix of high-density land uses, centred on rail infrastructure bridge, with road infrastructure below (Help Street).

The magnitude of change is determined by assessing the scale of change against the duration and/or reversibility of the change. The magnitude of change caused by the likely effects have been assessed against the sensitivity of the setting which the DA is proposed to take place. As such, the magnitude of change is considered noticeable. The nature of the DA is expected within the built form context of CBD's, particularly positioned on road or rail bridge infrastructure.

Table 2: Assessment of visual impact

| Viewpoint | Sensitivity | Magnitude | Significance |
|-------------|-------------|------------|--------------|
| Viewpoint 1 | Low | Noticeable | Low |

Yours sincerely,



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