

29 April 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 10646 FOR SEPP 64 ADVERTISING SIGNAGE PROPOSED AT SUSSEX STREET, SYDNEY

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 modification to development application (DA) 10646 made to the NSW Department of Planning, Industry and Environment (DPIE).

1.1 Project Context

DA 10646 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. A modification to the description of proposed development of this DA has recently been submitted.

The DA is proposed to be amended to remove the northern sign, and reduce the size of the southern sign. As such, the amended DA now only seeks approval for the installation of one digital advertising sign proposed at the southern elevation of the existing bridge. Signage supporting structure including framework, wiring, electrical and communications is also maintained as proposed for the southern sign.

The proposed amendment results in a reduction in size of the southern sign to comprise a visual display board of 8.3m in width and 2.2m in height (an area of 18.26m²). The revised visual display board will continue to sit atop an aluminium composite material (ACM) cladded backing, which is proposed to be revised to 8.4m in width and 2.3m in height.

The amended development described above has been expressed in **Table 1** below. The previous description of the development proposed to be deleted are shown in ~~bold strike through~~ and words to be inserted are shown in ***bold italics***.

Table 1 Description of Previous and Amended Development

| Location | Materiality and Construction | Proposed Dimensions | Illumination |
|---------------------------|---|---|--------------|
| Northern Elevation | Visual digital display board affixed onto an ACM cladded backboard | <ul style="list-style-type: none"> 12.4m (w) x 3.2m (h) visual display board 15.5m (w) x 3.3m (h) ACM cladded backboard support | Yes |
| Southern Elevation | Visual digital display board affixed onto an ACM cladded backboard | <ul style="list-style-type: none"> <i>12.5m 8.3m (w) x 3.3m 2.2m (h) visual display board</i> <i>15.5m 8.4m (w) x 3.3m 2.3m (h) ACM cladded backboard support</i> | Yes |

The proposed sign will comprise of a digital display board which will be used for the advertisement of third-party advertisers including Government agencies to display emergency information. The location of the sign is provided on the site aerial context map at **Figure 1**.



Figure 1 Location of proposed signage

Source: Nearmap / Ethos Urban

Photomontages of the previous proposal and the amended development are shown at **Figure 2** and **Figure 3**.

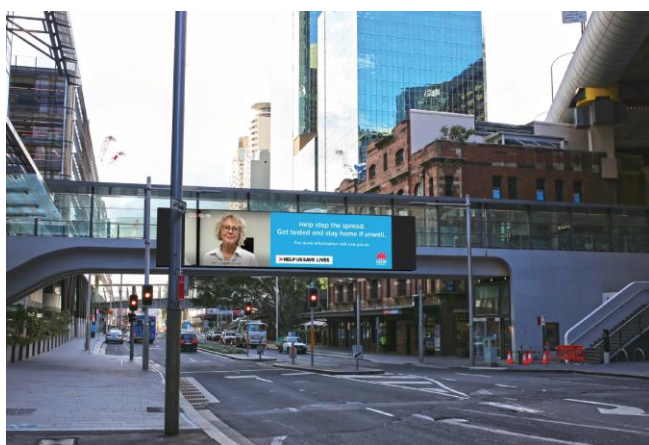


Figure 2 Photomontage of previous southern sign

Source: Ethos Urban



Figure 3 Photomontage of amended southern sign

Source: Ethos Urban

During exhibition of DA 10646, 27 submissions were received. This included two agency submissions, being Heritage Council NSW and the City of Sydney Council, and 25 public submissions.

With respect to the matter of visual impact, **Table 2** below identifies issues raised by agencies and members of the community (public submissions).

Table 2 Submissions relating to Visual Impact

| Submission | Matter Relevant to Visual Impact |
|--|--|
| Heritage Council NSW (18 March 2021) | Applicant's response to previous comments provided by Heritage NSW is noted. However, it is considered that the concerns related to visual impact of the digital advertising signage – i.e. the size of the panels, their relative proximity, method of illumination and subsequent light reflection upon the SHR listed item, as well as the increased visual clutter within the locality remain unresolved. |
| Heritage Council NSW (18 March 2021) | It is therefore, recommended that in finalizing its determination, the Department takes into consideration Heritage NSW's previous comments [refer below] on size, illumination and proximity of the proposed digital signs that may mitigate the visual impact of the proposal on the SHR item and its surrounding context. |
| Heritage Council NSW (29 January 2021) | The size of the digital illuminated signage panels measuring approximately 40sqm each are noticeably large and would add to the visual clutter of the locality and would also alter pedestrian experience. It is considered that the panel located on the northern face of the pedestrian bridge would have an adverse impact upon the setting and curtilage of the Former Big House Hotel, especially the reflected glare from the panel upon the elevation after sunlight hours. It is therefore, recommended that consideration should be given to making the signage panel along the northern face of the pedestrian bridge externally illuminated and reducing its size considerably. |
| Heritage Council NSW (29 January 2021) | The digital panel located to the southern face of the pedestrian bridge, may also result in an impact, however noting the streetscape and limited visual proximation and relationship with the hotel, it is considered that the proposed sign should be supported provided its size is reduced to limit its visual impact. |
| Public | The signs will most adversely affect my 3 level residential unit comprising the upper 3 to 5 of my 5 level building at 26 Sussex Street. It will be an eyesore from all of my western facing windows. These windows are the only ones to receive direct sunlight and the sign would constitute a major obstruction to the outlook from all these windows. |
| Public | The sign will adversely affect the amenity of the area and make my premises less attractive to customers. |
| Public | The huge northern sign is less than 9 metres horizontal distance from my shopfront door |

1.2 Additional Viewpoints

In light of the number of submissions received raising matters concerning visual impact and the proposed modification to DA 10646, we understand the Department of Planning, Industry and Environment (DPIE) have requested further analysis be undertaken on the Visual Impact Assessment (VIA).

Notably, this assessment includes additional viewpoints to the original Visual Impact Assessment produced for DA 10646.

Table 3 below lists the location for the four viewpoints informing the assessment. **Figure 4** below maps these locations.

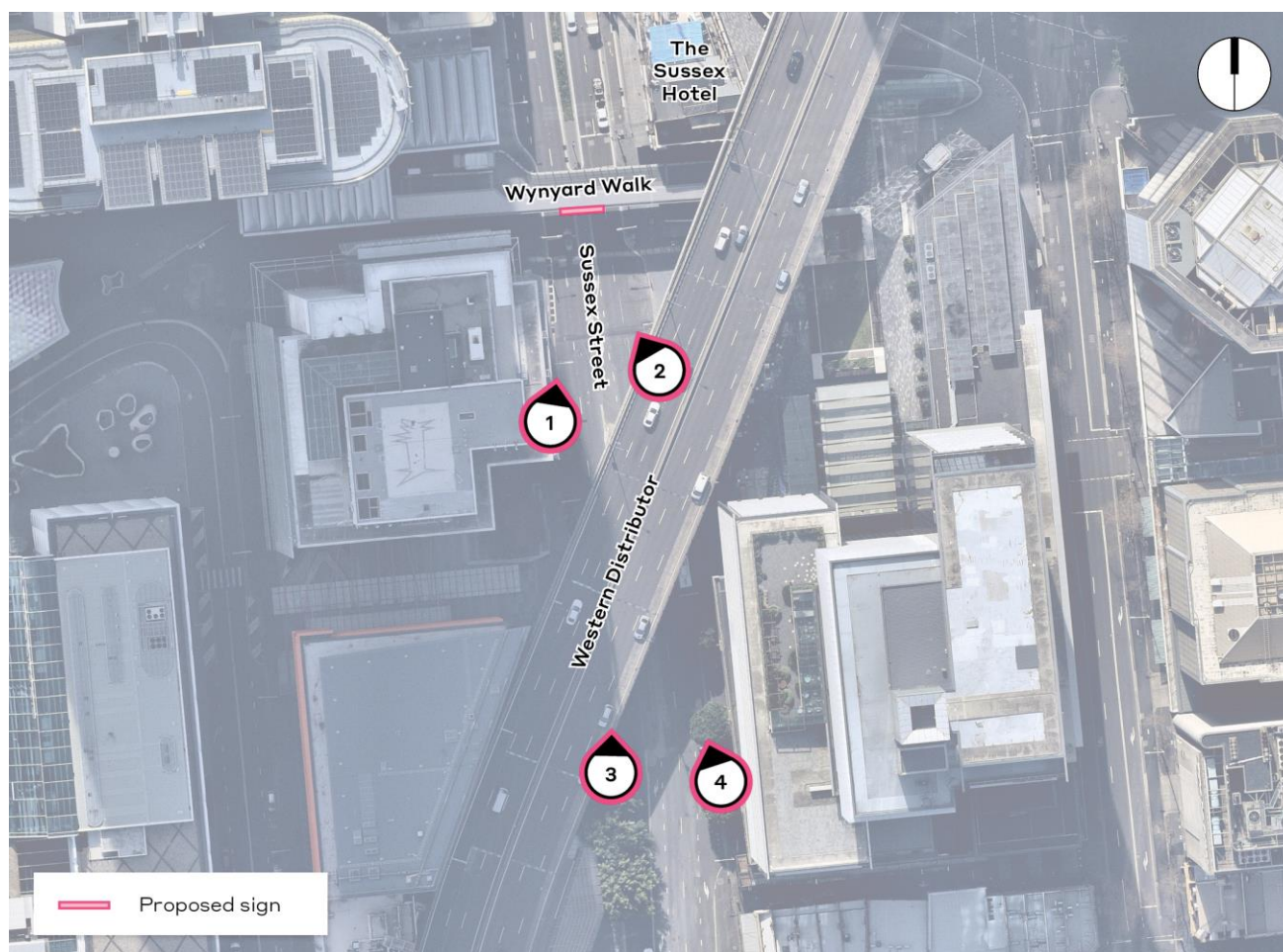
Table 3 Description of Previous and Amended Development

| View | Location | Field of View ¹ | Ground Level RL at camera location | AHD | MGA Zone 56 | |
|------|--|----------------------------|------------------------------------|--|----------------------|-----------------------|
| | | | | RL of Camera above ground ² | Easting ³ | Northing ³ |
| 1. | Sussex Street western footpath looking north 1 | 35mm | 3.389 | 4.989 | -33.865799 | 151.203159 |
| 2. | Sussex Street eastern footpath looking north 1 | 35mm | 3.600 | 5.200 | -33.865695 | 151.203388 |
| 3. | Sussex Street western footpath looking north 2 | 35mm | 6.474 | 8.074 | -33.866400 | 151.203263 |
| 4. | Sussex Street eastern footpath looking north 2 | 35mm | 6.911 | 8.511 | -33.866399 | 151.203499 |

¹ 35mm considered to capture perspective similar to the human eye.

² The height of camera is 1.6m above ground level.

³ Coordinates are approximate and for reference only.

**Figure 4** Location of viewpoints

Source: Nearmap / Ethos Urban

Viewpoint 1 (Sussex Street western footpath looking north)

The initial Visual Impact Assessment undertaken to support the DA considered this location as part of viewpoint 1 analysis. The purpose of this Addendum is to provide greater consideration to the level of visual impact, assessing the view impact from this location, with knowledge that the modification to the DA proposes a reduction in size to the visual display from 12.5m to 8.3m in width and 3.3m to 2.2m in height.

Figure 5 illustrates the view corridor from viewpoint 1 on the western footpath on Sussex Street looking north. The proposed sign on the southern side fits within the built form context of Wynyard Walkway and the scale of the high-density buildings on the northern side of Wynyard Walkway. As the modification proposes to reduce the sign on the southern side of Wynyard Walkway by 55%, from 40sqm to approximately 18sqm, it is considered that this will reduce the potential for impact on the view corridor facing north.

Introducing the proposed advertising (outdoors) at this location on Sussex Street is considered to have moderate visual impact on the view from this location.



Figure 5: Viewpoint 1 (Sussex Street western footpath looking north)

Source: Ethos Urban (2021)

Viewpoint 2 (Sussex Street eastern footpath looking north)

Viewpoint 2 is on the eastern footpath of Sussex Street, facing north (see **Figure 6**). The proposed digital signage has significantly reduced (approximately 55%) as part of the modification to DA 10646. The modified proposed digital sign sits within the strategic context of the built form, including the density of buildings in the background on the northern side of Wynyard Walkway, the surrounding road infrastructure including Sussex Street and Western Distributor and the pedestrian link via Wynyard Walk. The high density towers at Barangaroo are highly exposed on the western side of Sussex Street and the height of these buildings capture the view corridor of pedestrians at Sussex Street.

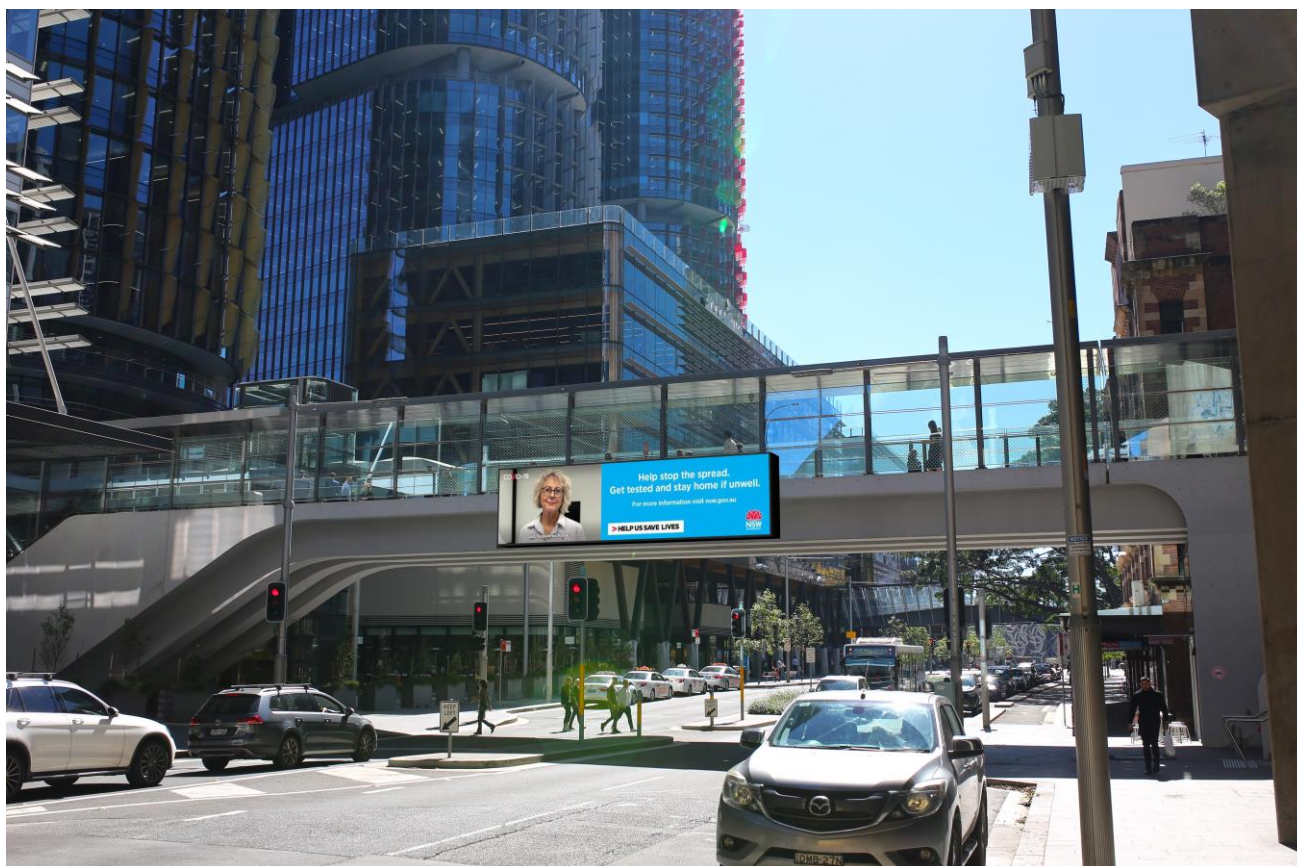


Figure 6: Viewpoint 2 (Sussex Street eastern footpath looking north)

Source: Ethos Urban (2021)

Viewpoint 3 (Sussex Street western footpath looking north)

As illustrated in **Figure 7**, the locational context of viewpoint 3 is an infrastructure setting, accommodating motorcycle parking, the Western Distributor bypass, Sussex Street. The view corridor towards the landmark to which the DA modification applies to is made up of infrastructure that guides the road traffic, including overpass pillars, road signage and traffic lights. There is a single storey red brick building with historic character in the forefront of this view corridor meaning the view to this building will not be impacted by the proposed modification. The proposed signage sits in the background of this infrastructure setting. The visual impact is considered minimal from this viewpoint.



Figure 7: Viewpoint 3 (Sussex Street western footpath looking north)

Source: Ethos Urban (2021)

Viewpoint 4 (Sussex Street eastern footpath looking north)

Viewpoint 4 from the eastern footpath of Sussex Street (refer to **Figure 8**) is positioned within a similar locational setting to Viewpoint 3 in that the view corridor looking north has an infrastructure setting. Viewpoint 4 has an access point to multi-storey parking, direct views to the Western Distributor overpass, telegraph poles and Sussex Street at the forefront of the view. The proposed DA modification is considered appropriate within the context of this setting and varying building densities in the location.



Figure 8: Viewpoint 4 (Sussex Street eastern footpath looking north)

Source: Ethos Urban (2021)

1.3 Assessment

The modification to the DA proposes a reduction in size to the visual display of the southern digital sign from 12.5m to 8.3m in width and 3.3m to 2.2m in height.

Table 4 below assesses the sensitivity, magnitude and significance of the DA modification within the context of place.

Sensitivity is considered low given the character and landscape of the visual setting. Land to which the proposal applies to is within the centre of the CBD with a strong mix of high-density land uses, centred on a pedestrian walkway, with road infrastructure below (Sussex Street) and the Western Distributor overpass within close proximity.

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 modification is proposed to take place. As such, the magnitude of change is considered to range across the viewpoints from noticeable to considerable. The nature of the DA modification is expected within the built form context of CBD's, particularly positioned on road, rail or pedestrian bridge infrastructure and therefore, this proposal aligns with the context of it's setting.

Table 4: Assessment of visual impact

| Viewpoint | Sensitivity | Magnitude | Significance |
|-------------|-------------|--------------|--------------|
| Viewpoint 1 | Low | Considerable | Low |
| Viewpoint 2 | Low | Considerable | Low |
| Viewpoint 3 | Low | Noticeable | Low |
| Viewpoint 4 | Low | Noticeable | Low |

Yours sincerely,



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