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To whom it may concern,

WESTERN DISTRIBUTOR SIGNAGE: ADDENDUM VIA LETTER

1. PURPOSE OF THIS ADDENDUM

Urbis has been engaged by JCDecaux to respond to a further RFI issued by the by the Department Planning and Environment (DPE) and City of Sydney (CoS), dated 17th July and 22nd June 2023, respectively.

These RFI's requested additional information in relation to potential visual impacts associated with a proposed third party digital advertising sign (the proposal). The proposal is located near the Fish Market Light Rail Station and Western Distributor, within the railway infrastructure reserve adjacent to Paradise Park in Pyrmont. For clarity, the digital display space and horizontal extent of the sign sits at a level elevated above the adjacent Western Distributor Road carriageway.

This addendum VIA letter has been prepared to address and respond to requests made by DPE (Section 3) and City of Sydney (Section 4), regarding production of photomontages and assessment of additional view locations.

2. BACKGROUND & PROJECT UNDERSTANDING

2.1. BACKGROUND

Urbis prepared a Visual Impact Assessment ('the VIA') for the proposal, dated February 2023 addressing potential impacts of the proposal on both public domain views and neighbouring private views. Analysis of public domain view impacts, relied on our established methodology which draws on published methods and best-practice industry standards, fieldwork observations, and production of photomontages prepared by Tzannes Architects. Potential view impacts on neighbouring private domain views were evaluated in response to an initial RFI issued by the City of Sydney, dated 20th September for the withdrawn DA (22/10079). The VIA (February 2023) was therefore based on based on fieldwork observations and photomontages in relation to public domain views and computer generated images (CGIs), also prepared by Tzannes, to represent potential private domain views.

For private domain views, in our opinion, an assessment of the effects of the proposal against *Tenacity* planning is not relevant or required given the quantum and quality of views likely to be lost due to the minor extent of the proposal, and the limited, oblique nature of potential views from the majority of locations assessed in relation to the proposal. This opinion is further explained in Section 3.2 and 3.4.

2.2. PURPOSE OF A VISUAL IMPACT STATEMENT

A key outcome of a VIA is to determine the external visibility of what is proposed and the quantum and significance of that visibility or in other words the visual effects of a proposal. The potential visual catchment is the theoretical area within which the proposal may be visible. The visibility of any proposed development varies depending on built form, vegetation, or topography.

Visibility refers to the extent to which the proposal would be physically visible and identifiable. How the proposal is perceived is contingent on multiple factors within the existing visual environment including scale, character and density of built form, presence of naturalistic elements including water, vegetation etc and capacity of the composition to physically and visually absorb the proposal. A proposed development could therefore be identifiable as new, novel, contrasting or alternatively as recognisable but still be a compatible feature within the immediate and surrounding visual context.

Public Domain Views

To be effective, the selection of public domain views included in a VIA should be representative of a wide range of locations, distances, view types and compositions. Where the proposal is limited in size and scale, the view places may be more localised where the potential visual catchment is constrained by vegetation and development, such as in this case.

Types of locations include but are not limited to, major intersections, public transport stops, public parks and recreational areas, or places that have a high number of users with potential views towards the site and or the proposal.

Private Domain Views

Private domain views refers to the likely level of private interest in views that would come to include the proposal, and the potential for viewers to perceive the visual effects of proposed development. Private domain view locations are those inside residential dwellings and are typically influenced by the spatial relationship (distance) between the dwelling and the proposal, the length of visual exposure, the composition of views to change and the viewing place within the dwelling. Views from commercially operated tenancies or buildings are not considered private domain views and are commonly excluded from analysis when assessing visual impacts on the public domain.

Urbis prepared a Visual Impact Statement, dated March 2023, (the VIA) which relied on accurately produced photomontages to determine visual effects and ultimately overall visual impact of the proposal on public domain view locations. In our opinion, a VIA should primarily focus on public domain view locations to understand the impact of the proposal within its visual catchment. Notwithstanding, the context of the site includes several residential flat buildings with potential view access to the proposal. For completeness, Urbis undertook a high-level review of access to views of the proposal from private domain view locations. Conclusions regarding impacts on private domain views were guided by Computer Generated Images (GCIs) prepared by Tzannes.

In summary, the assessment of public domain views included in the VIA relies on accurately prepared **photomontages** (Tzannes). The assessment of private domain view locations relies on **Computer Generated Images (CGIs)** prepared by Tzannes.

We have provided the below responses to requests from DPE and CoS.

2.3. BRIEF DESCRIPTION OF THE PROPOSAL

The proposed development is for a digital advertising sign elevated above the Fish Market light rail station within a vegetated infrastructure reserve, adjacent to Paradise Reserve, Pyrmont.

The base of the sign will be installed on a concrete plinth base and will include a fabricated steel 'exoskeleton' with a vertical planting system housed within the structure. The sign is oriented away from adjacent buildings with the digital display oriented towards west-bound traffic along the Western Distributor.

The proposal includes:

- A maximum crown height of RL30.135m and platform level of RL26.410,
- An overall height from base of concrete plinth to top of sign of 21.725m,
- Base width of 3.210m and screen width 1.870m; and
- Overall digital display dimensions of 12.48 x 3.2m, oriented south-east.

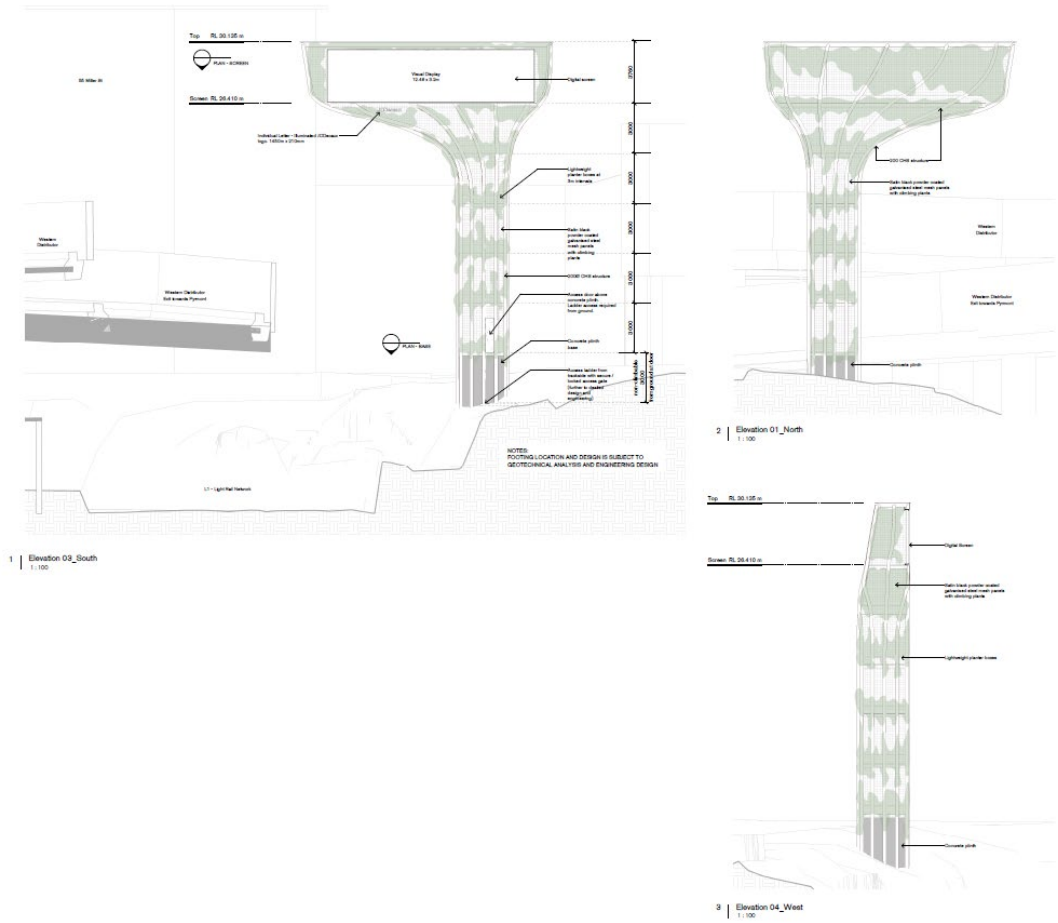

Figure 1 Elevations from architectural drawing documentation prepared by Tzannes.

Source: Tzannes

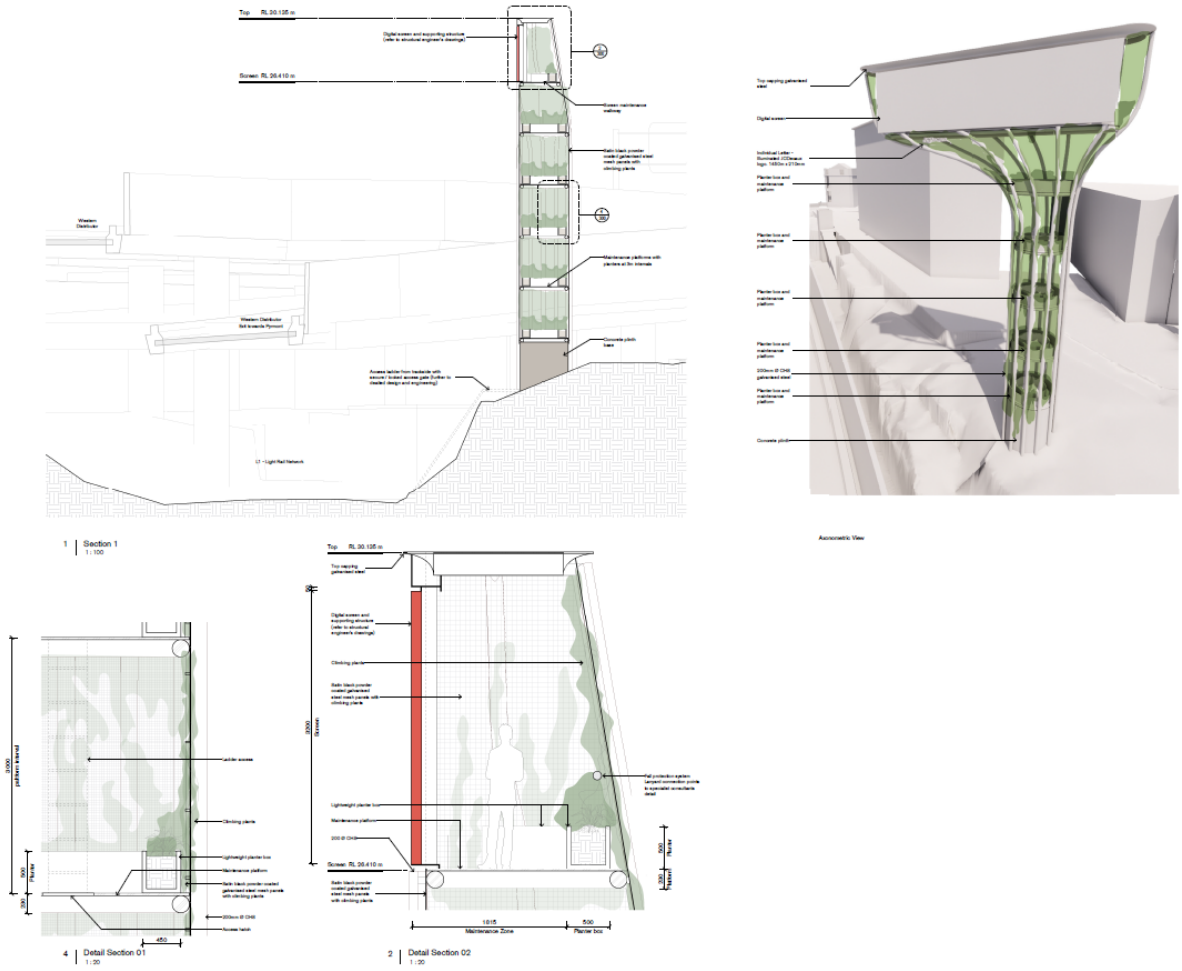

Figure 2 Sections and details prepared by Tzannes.

Source: Tzannes

3. RESPONSES TO DPE REQUESTS

3.1. TREE REMOVAL

DPE Request:

Provide an assessment of visual impacts with consideration of trees to be removed.

Urbis Response:

Three trees of low importance are proposed for removal as part of the proposal. Management of vegetation on the site is subject to the recommendations and advice provided by Andrew Scales (Arborist) of Naturally Trees. The three subject trees are small and situated within the rail corridor on rail-controlled land. Trees 13, 14 and 15 are located within, or very close to the footprint of the proposal location and are viewed as part of a dense canopy formed by trees within the rail corridor and Paradise Reserve.

The visual change caused by the removal of these trees will be difficult to distinguish from users of the Western Distributor, adjoining streets and close view locations from within the public domain. Visually, a consistent band of vegetation will remain and provide screening of the proposal in close view locations including from Bulwara Road and Miller Lane. Aside from the 'pole structure', visibility to the sign will be limited, and removal of the three trees will not generate any further significant viewing opportunities or visual access to the proposal.

3.2. PRIVATE DOMAIN VIEW IMPACTS

DPE Request:

Provide an assessment of visual impacts to private domain views for receivers (immediately surrounding the proposed structure) at both ground and upper levels.

Urbis Response:

The assessment of private domain views included in the VIA is based on the likely view access of dwellings in surrounding residential flat buildings. For the majority of view places analysed, this is from mid and upper level dwellings, given the high level of intervening vegetation and built form such as the fly over associated with the western distributor. In those instances where the proposal is visible from the ground floor, for example from 3-27 Griffin Road, Glebe, views have been assessed.

Additional views requested by DPE are addressed in Section 3.4 of this report.

3.3. SCALE

DPE Request:

Ensure scale of the structure is consistent in the photomontages. Inconsistencies noted in Figures 26 and 40 of the VIA, compared to other photomontages provided.

Urbis Response:

The scale of the proposal in the figures identified is consistent. The focal length used in both figures is 35mm and consistent with all public domain photos included in the report and used for the preparation of photomontages. In figure 40, the proposal's exoskeleton is shown as a white outline, to indicate its partial potential visibility within its immediate vegetated setting. The proposal in Figure 26, is shown at the correct height and scale, from a highly oblique angle, and as a red dotted outline with translucent red fill. The red colour is used to different its visibility, because it will be wholly obscured in this view. That is, no parts of the proposal will be visible due to dense intervening vegetation. In this regard 'red' indicates no visibility, and the white exoskeleton outline, indicates partial potential visibility or heavily filtered views to parts of the pole and potentially the rear of the sign structure.

Further we note that the viewing distance, relative level, and angle of view, may cause the proposal to appear to be different in scale. These differences do not reflect inconsistency of scale, but the rather the varied visual effects of the proposal on the existing visual environment, when viewed from a representative sample of public domain view locations.

3.4. ADDITIONAL VIEWS

DPE Request:

Assess views to and from 17 Jones Street, 63-79 Miller Street, 46-48 Pyrmont Bridge Road, 55 Pyrmont Bridge Road, 134-150 Bulwara Road, and 152-164 Bulwara Road.

Urbis Response:

Based on a second set of objections the DPE have requested additional information about potential view impacts for dwellings listed above. We provide the following high-level analysis of likely view access and potential impacts for the above locations, mapped below.

Figure 3 Additional view locations mapped (indicated by pink pins), proposal location indicated by blue pin.

Source: Google Earth

17 Jones Street, Pyrmont

17 Jones Street Pyrmont is a 5 storey residential flat building located at the corner of Jones Street and Miller Street, 140m north-west of the site, with a formal presentation east towards Jones Street. The building is characterised by a broadly rectangular floorplate, where the narrow southern end presents to Miller Street and includes one window, and external balconies oriented west towards vegetation along Saunders Street. The likelihood of potential southerly views towards the site from this building is extremely low or negligible. Potential views could only exist from the 3rd level (approximately at or above canopy height), but appear to be blocked by the intervening 7 storey building located at 55 Miller Street. Potential views from the south end of the balcony, would be highly oblique and via a side boundary. If such views exist,

to the proposal they would include a context of built form and vegetation, and would not block views characterised by features of high scenic quality.

The loss of such a vernacular city view would not attract any weight if assessed against any View Sharing Planning Principles.

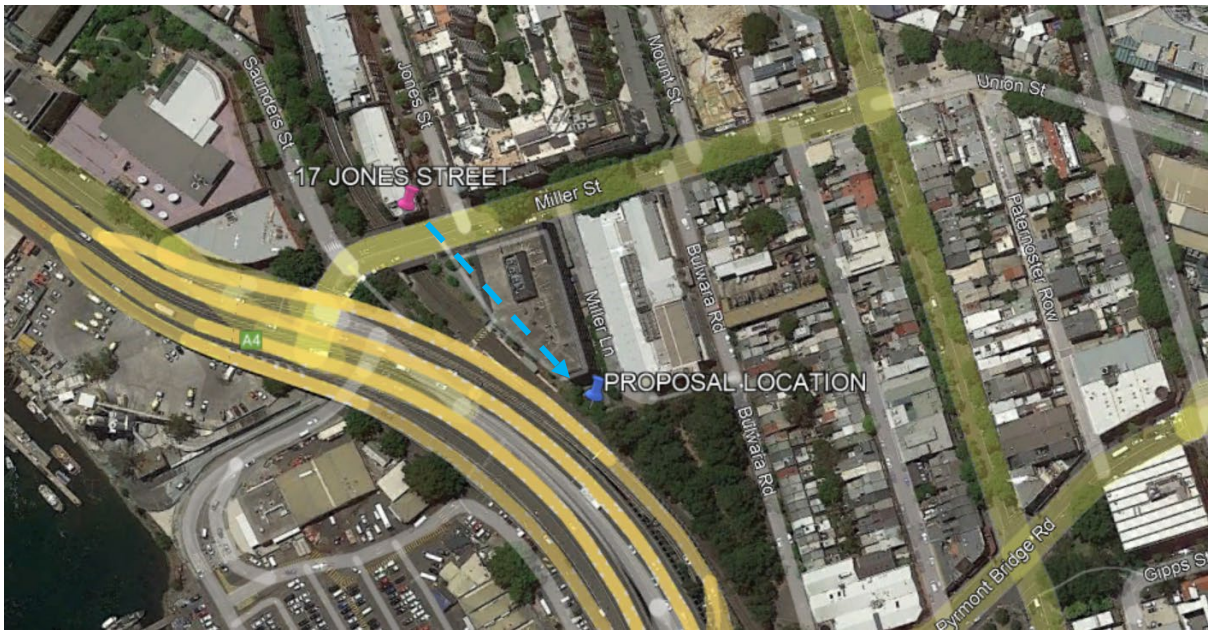

Figure 4 Potential visual access to the proposal from 17 Jones Street Pyrmont, are highly unlikely to be available (following the blue dotted line) given the intervening 6 storey built form at 55A Miller Street.

Figure 5 Eastern elevation 17 Jones Street, corner of Jones Street and Miller Street, Pyrmont.

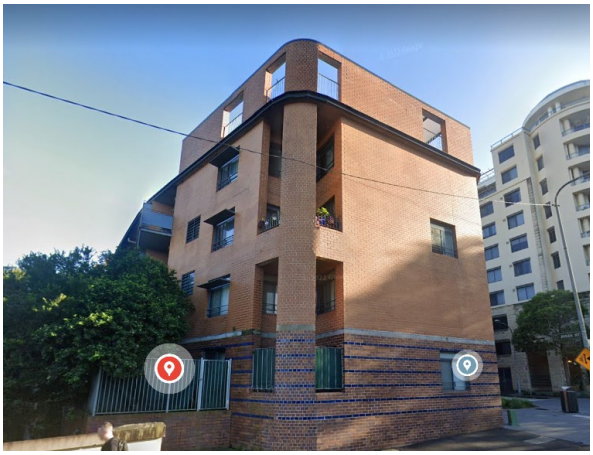

Figure 6 Southern and western elevation of 17 Jones Street.

63-79 Miller Street, Pyrmont

63-79 Miller Street is a 4-storey 1930s commercial building located at the corner of Bulwara Road and Miller Street. The building has a formal (historical) presentation to Bulwara Street identified by a projecting art-deco era awning in this direction. The building is characterised by a rectangular floorplate and large format windows across all facades. The building comprises the original part (two storeys) and a two storey addition to the rooftop, in-set from the north-eastern corner of the roof plane which functions as an external terrace. All windows across the northern, eastern, and western elevations and all external terrace areas are oriented away from the site.

The building includes an additional four-storey glass pavilion which houses fire stairs and adjoins the southern façade opposite Paradise Reserve. Potential views to the proposal's structure within its heavily vegetated setting are possible from within this enclosed, commercial stairwell area, at ground and lower levels.

The views would be predominantly characterised by tree canopy in Paradise Reserve and partial views of built form such as the fly over and concrete barriers that form part of the Western Distributor. Filtered views to the base of the pole, upon construction, may be visible from this commercial neighbour, but limited or no views to the display face or content would be available. Views from the upper level stairwell may include sections of land water interface and surrounding built form including the Western Distributor and Anzac Bridge, where form the upper two levels, the proposed development may be visible in downward views, but would not affect access to the scenic features.

Notwithstanding potential visibility of the proposal from the stairwell, from the commercial neighbour, the quantum and quality of the view loss, or extent of visual change is likely to be low and limited. The nature of this extent of view loss, when considered for the whole building would attract no weight in view sharing terms. This potential loss and overall view impact is inconsequential.

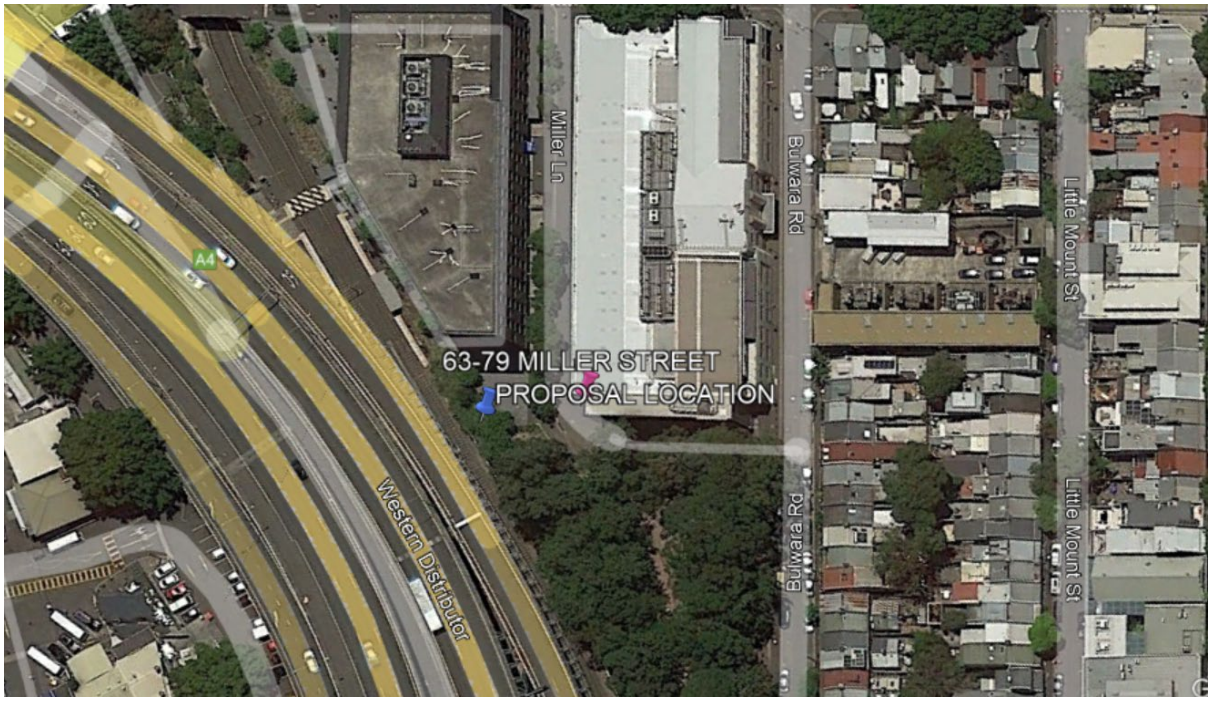

Figure 7 Potential visual access to proposal from 63-79 Miller Street.

Source: Google Earth

Figure 8 63-79 Miller Street, corner of Miller Street and Bulwara Road.

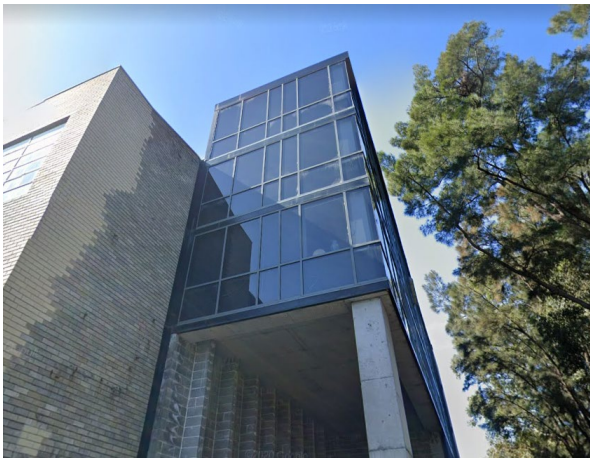

Figure 9 Glass enclosed addition, from Miller Lane.

46-48 Pyrmont Bridge Road, Pyrmont

46-48 Pyrmont Bridge Road is a double storey warehouse building located south-west of Paradise Reserve with a formal presentation south towards Pyrmont Bridge Road. The building is situated between Bulwara Road (west) and Little Mount Street (east).

The building is characterised by windows across the southern, eastern, and western facades. The western façade overlooks the southern part of Bulwara Road and Paradise Reserve. Potential views to the proposal from this building are highly constrained by the relative viewing level (two storey windows which appear to sit well below the height of intervening tree canopy) and highly oblique north-westerly angle of the view. We do not anticipate that any part of the proposal would be visible from this commercial building. Notwithstanding a limited but potential visibility to the proposal, views from these locations are not considered private views as they appear to be from a commercial tenancy. The nature of this extent of potential view loss, when considered for the whole building would attract **no weight** in view sharing terms. This potential loss and overall view impact is **negligible and inconsequential**.

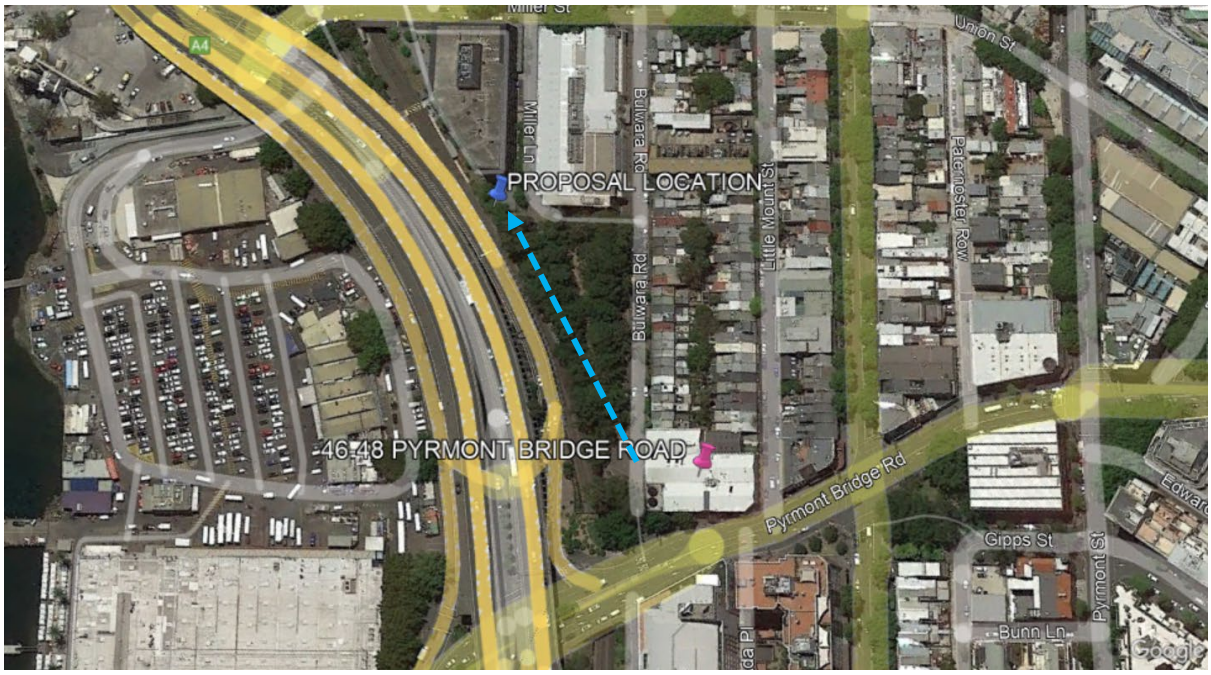

Figure 10 Potential visual access to the proposal from 46-48 Pyrmont Bridge Road.

Source: Google Earth

Figure 11 Southern elevation 46-48 Pyrmont Bridge Road.

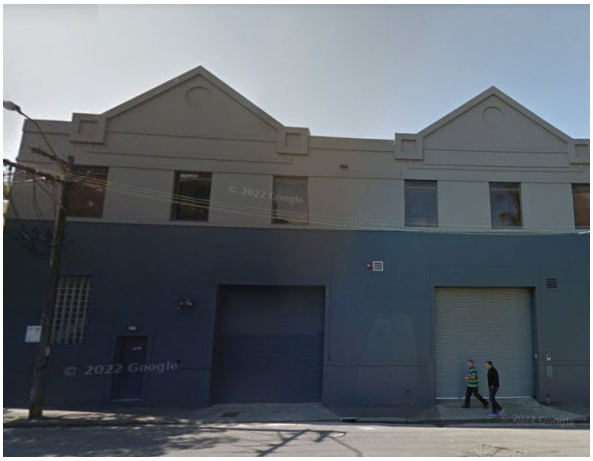

Figure 12 Western elevation 46-48 Pyrmont Bridge Road.

55 Pyrmont Bridge Road

55 Pyrmont Bridge Road is a multi-storey commercial building approximately 9 storeys in height, located south-west of Paradise Reserve. The building formally presents north towards Pyrmont Bridge Road and is characterised by a broadly rectangular floorplate. The building is situated between Ada Place (east) and Bulwara Road (west).

The building is characterised by large format windows across the northern façade overlooking Pyrmont Bridge Road, and includes a roof addition which is characterised by a wrap-around terrace oriented to the north and north-east. The eastern and western elevations are similarly characterised

by punched windows which overlook the Western Distributor to the west and equivalent built form to the east. Potential views to the proposal from this building are limited to highly oblique views from the western elevation.

Notwithstanding a limited but potential visibility to the proposal, including to the digital display space, views from these locations are not considered private views as they appear to be from a commercial tenancy. The nature of this extent of potential view loss, when considered for the whole building would attract **no weight** in view sharing terms. This potential loss and overall view impact is **negligible and inconsequential**.

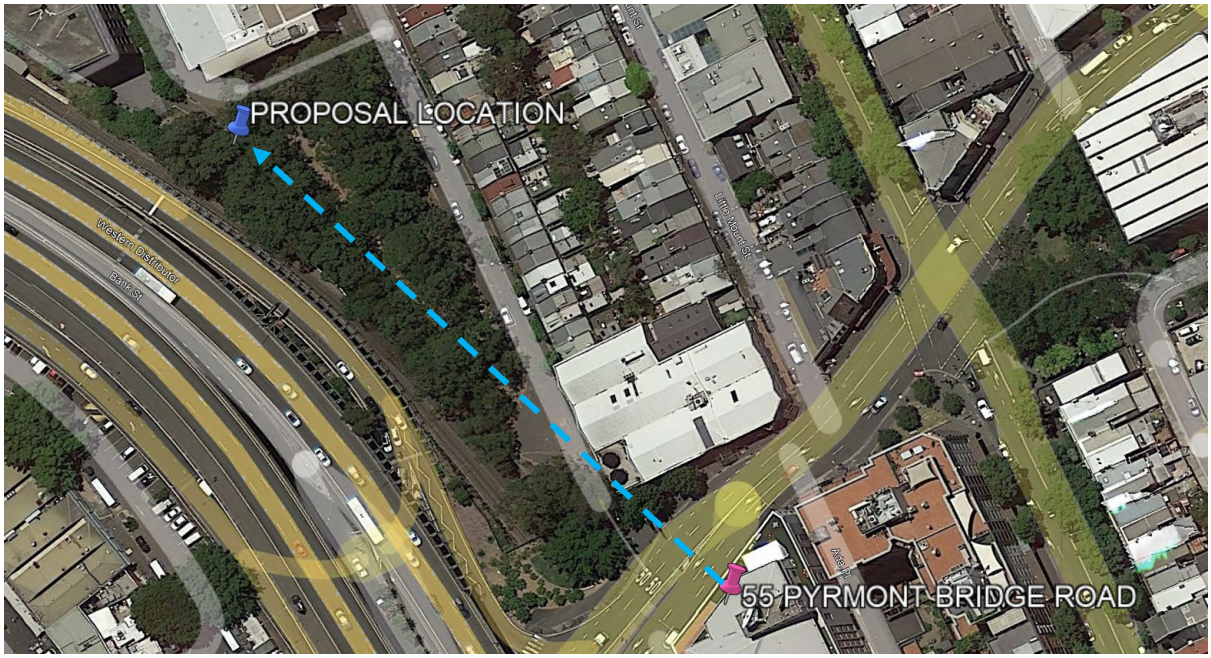

Figure 13 Potential visual access to the proposal from 55 Pyrmont Bridge Road.

Source: Google Earth

Figure 14 Northern elevation of 55 Pyrmont Bridge Road.

Figure 15 Western elevation of 55 Pyrmont Bridge Road.

134-150 Bulwara Road

134-150 Bulwara Road is a residential flat building approximately eight storeys in height located between Bulwara Road (west) and Ada Place (east) immediately south of 55 Pyrmont Bridge Road. Equivalent built form abuts the building to the north and south. The building formally presents to the west towards Bulwara Road, and occupies an irregular floorplate comprising two rectangles connected by two central lift cores. The eastern and western elevations are characterised by recessed balconies which overlook equivalent built form and the Western Distributor, respectively.

Potential views to the proposal from this building are limited only to highly oblique north-westerly views from the west elevation from mid and upper level dwellings may include the proposal (digital content display), in one direction and as a minor part of a much more expansive view orientated predominantly to the west. The proposal would be visible in the context of built form including the Western Distributor and adjacent development, and vegetation within Paradise Reserve. Notwithstanding the visibility of the proposal from these locations, residences are formally oriented to the south-west, away from the proposal. Masonry walls separate individual balcony spaces along the western elevation, further limiting potential views to the north-west. . From these locations it is unlikely the proposal would block views characterised by features of high scenic quality. Potential views to the proposal would include a context of built form, infrastructure and vegetation, where it would not block views characterised by features of high scenic quality, icons, or heritage items.

The loss of such a vernacular city view would not attract any weight if assessed against any View Sharing Planning Principles. The images below are representative views from upper level, west facing dwellings from 134-150 Bulwara Road.

Figure 16 Potential visual access to the proposal from 134-150 Bulwara Road.

Source: Google Earth

Figure 17 Western elevation of 134-150 Bulwara Road, view south-east.

Figure 18 Western elevation of 134-150 Bulwara Road, view north-east.

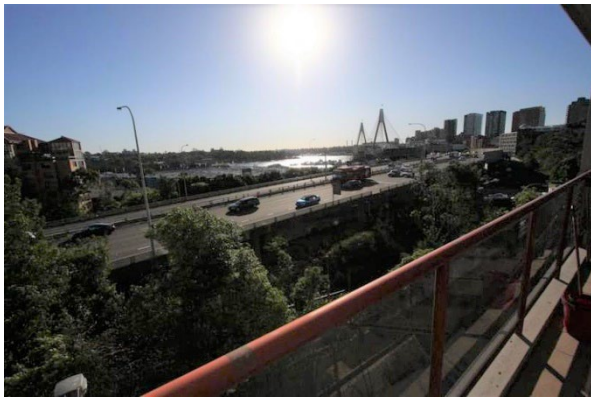

Figure 19 North-westerly view from upper level dwelling, west facing balcony.

Figure 20 North-westerly oblique view from upper level, west facing balcony.

Figure 21 North-westerly oblique view from mod-level dwelling, west facing balcony.

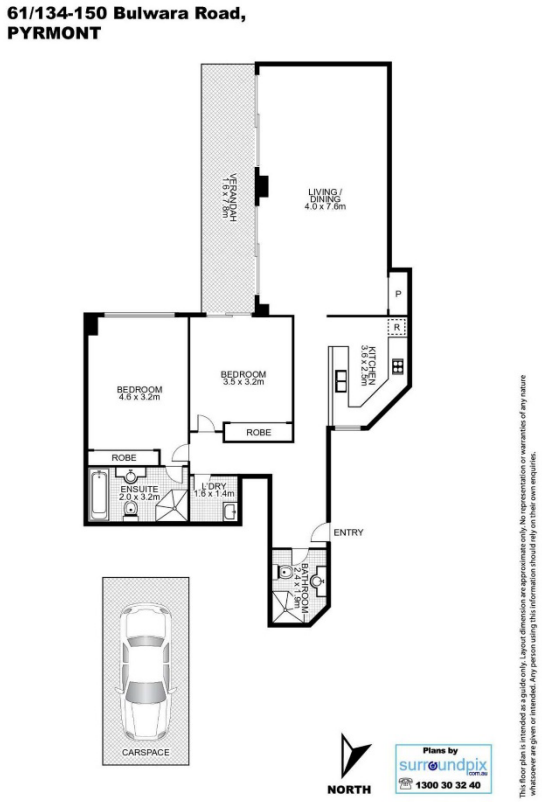

Figure 22 Sample floorplan from 134-150 Bulwara Road

152-164 Bulwara Road

152-164 Bulwara Road is an eight storey residential flat building adjoining 134-150 Bulwara Road approximately 300m south of the subject site. The building formally presents to the west towards Bulwara Road overlooking the Western Distributor. The western façade is similarly characterised by recessed balconies oriented to the south-west, away from the proposal.

Potential views to the proposal from this building are also constrained to the western elevation, where highly oblique north-westerly views from mid and upper level dwellings may include the proposal and part of the digital content display. The proposal would be visible in the context of built form including the Western Distributor and adjacent development, and vegetation within Paradise Reserve.

Masonry walls separate individual balcony spaces along the western elevation, further limiting potential views to the north-west. The northern end of approximately 6 balconies that form part of several mid and upper level west facing units, remains open to the north, from which there would likely be some visibility to the proposal, though partially blocked by the adjacent balconies of 134-150 Bulwara Road.

The proposal would be seen in the context of built form and vegetation, and would form a minor part of a much wider view composition available. From these locations it is unlikely the proposal would block views characterised by features of high scenic quality. The loss of such a vernacular city view would not attract any weight if assessed against any View Sharing Planning Principles.

Figure 23 Potential visual access to the proposal from 152-164 Bulwara Road.

Source: Google Earth

Figure 24 Western elevation of 152-164 Bulwara Road, view south-east.

Figure 25 Western elevation of 152-164 Bulwara Road, view north-west.

Summary & Discussion

Further to the above analysis we provide the below discussion points.

- The locations outlined by DPE are within the vicinity of both the private and public domain view locations assessed as part of the original VIA in support of the proposal. Based on an interrogation of aerial imagery, street view locations and a review of previously prepared photomontages and CGIs relative to the additional locations, in our opinion the proposal will generate a level of visual effects similar to or less than those previously identified and analysed in the VIA.
- Notwithstanding three of the six additional view locations appear to be from commercial tenancies, we have provided additional, evidence-based, logical analysis of potential visibility from all requested locations. Our research and analysis confirms that there is limited visual access to both the proposal, and views characterised by features of high scenic quality from all locations.
- Based on an analysis of road and building alignment, location and distance, access to views, and from where in the dwelling/tenancy views are available, as well as view composition, quantum of change and level of visual effects, we have determined that potential view impacts from the additional dwellings is minor (conservatively) to negligible (most probable).
- Following the guidance provided in *Tenacity*, we as experts believe there is no utility in both undertaking further analysis of the above identified locations, or in the preparation of CGIs or photomontages. Given the limited potential visibility of the proposal from the above locations, and the likely negligible view impacts, in our opinion additional visual aids would not provide meaningful additional information to change the conclusions beyond those determined in the VIA.
- Additional visual aids would make no material difference to the existing analysis, reporting and c opinion as to the likely public or private domain view impacts of the proposal.

3.5. VEGETATION

DPE Request:

Confirm timeframe for the vegetation to cover planter boxes on the structure façade.

Urbis Response:

Urbis has not been engaged to comment on the above request, we understand this has been addressed by the addendum prepared by green infrastructure specialist, Fytogreen dated 11 August 2023 (Appendix A).

4. RESPONSES TO CITY OF SYDNEY

We provide the below in response to City of Sydney formal correspondence dated 22 June 2023.

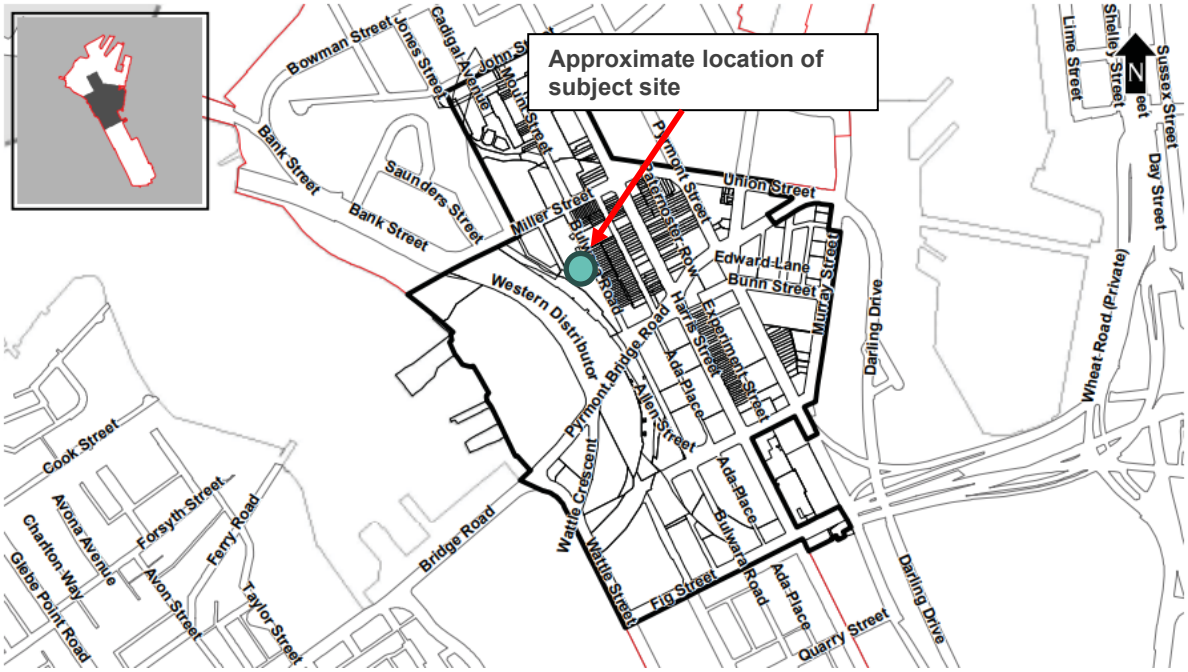

Figure 26 Map from Sydney DCP showing Pyrmont locality boundary, approximate location of subject site indicated.

Source: Sydney DCP

The *Pyrmont Locality Statement* and *Design Principle*s, which apply to the above mapped area, are included below for ease of reference.

Pyrmont Locality Statement

This locality is bounded by Fig Street to the south, Harris Street, Allen Street and Murray Street to the east and Union Street, Pyrmont Street and John Street to the north. The neighbourhood is bounded to the east by John Street in the north and the foreshore and Wattle Street in the south.

A strong physical definition of streets and public spaces by buildings is a predominant characteristic of the area and is to be maintained. New development is to align with the street, address the street and respond to the detail and character of existing historic buildings. A high quality public domain is encouraged with awnings and easily identifiable building entrances seen from the street. Driveways are to be minimised and located to not conflict with pedestrians[1].

Design Principles

(a) Development must achieve and satisfy the outcomes expressed in the character statement and supporting principles.

(b) Development is to respond to and complement heritage items and contributory buildings within heritage conservation areas, including streetscapes and lanes.

[1] Sydney DCP, Section 2 Locality Statements, 2.12.2 Pyrmont.

(c) Maintain views and vistas from the public domain to the harbour, Central Sydney and surrounding areas.

(d) Define and enhance the amenity of the public domain with awnings and buildings that align and address the street.

(e) Retain historical low scale housing and large scale industrial buildings.

(f) Use compatible materials including sandstone (where sustainable) and face brick.

(g) Encourage café and restaurant street dining where footpath width permits.

(h) Adaptively re-use historical buildings providing a mix of land uses in the distinctive built forms[2].

Table 1 Responses to City of Sydney

Schedule 5, Industry & Employment SEPP	
CoS	Urbis
Is not compatible with the existing or desired future character of the area of locality in which it is proposed to be located;	The desired future character principles for this area of Pyrmont relevant to visual impact (as outlined in the Sydney DCP), cites that views and vistas from the public domain to the harbour, Central Sydney and surrounding areas must be maintained. The proposal does not create a significant extent or adverse blocking effects from the public domain to the Harbour or Central Sydney, or in relation to HCAs, heritage items or iconic view or settings. In public views, the proposal blocks a short section of a much wider view composition available where views to the Harbour, Central Sydney and surrounding areas are maintained. More generally, the desired future character encourages a high quality public domain, sensitive responses to heritage elements and provision of a mix of land uses and distinctive built form including historical low scale housing and large scale industrial buildings. The proposal is a high quality architectural design response, by notable architects Tzannes, using unique, distinctive curved forms for example a lattice-style, exoskeleton and extensive planting which responds to and complements the scale and character of the adjacent streetscape and

[2] Sydney DCP, Section 2 Locality Statements, 2.12.2 Pyrmont.

Schedule 5, Industry & Employment SEPP	
	lane. The unique design response will generate visual interest within the public domain without impact to sensitive heritage buildings or streetscapes. The proposal is visually subservient to the scale and form of surrounding historical low scale housing and large-scale industrial buildings to the highly varied public domain character.
Is not consistent with a particular theme for outdoor advertising in the area or locality;	The predominant character for outdoor advertising in this area of Pyrmont is underpinned by its B4 Mixed Use and B3 Commercial Core zoning which includes a variety of signage typologies such as windows, pylon, top hamper, wall signs and digital signs. The mixed and highly varied nature of signage in this locality does not reflect a consistent or standardized theme for outdoor advertising. As such, the area both encourages and tolerates a breadth of different signage types and styles, and can effectively accommodate the proposal.
Detracts from the amenity and visual quality of the area, nearby heritage conservation areas, open space, nearby landscaping, and residential areas;	The scenic quality of the site is considered low, and is visually influenced by proximity to major transport routes, large scale infrastructure, and medium and high density built form. Areas of high visual quality including heritage conservation areas, do not form part of the visual catchment and as such the proposal (its most visible component being its digital display space) is not visible from the adjoining HCA and Paradise Reserve. The proposal is highly compatible with the scale, form and proportions of immediate sites and streetscape character, and is a feature routinely and typically seen and anticipated along transport corridors. For example, along Qantas Drive, Victoria and Parramatta Roads, Eastern Distributer and Pacific Highway. It is logical to locate and co-locate such features in transport corridors which are visual settings of lower scenic quality.

Schedule 5, Industry & Employment SEPP	
	Further such placement allows for the protection of other, more scenic, or sensitive locations.
Reduces the quality of vistas;	The quality of vistas is depended on the compositional elements, such as a predominance and /or combination of highly valued scenic features (land water interface, green spaces, iconic sites etc), or lower quality scenic features (transport corridors, major intersections). Where the proposal may form part of views that are predominantly characterised by highly valued scenic features, blocking effects are constrained to a short section and minor extent of a much wider view composition available. The proposal does not inhibit the interpretation, understanding or inherent quality of vistas that are available from surrounding areas in which it is visible.
Is not of a scale, proportion or form that is appropriate for the streetscape, setting or landscape;	The immediate visual context of the site is predominantly characterised by large scale built form including roadway and rail corridor infrastructure and industrial and commercial buildings. The proposal will be seen from the Western Distributor against a backdrop of built form including a ten storey building and multiple residential tower forms (approx. 20 storeys in height). Immediate close (transient and short - term) views will also include some tree canopy, which will provide some visual compatibility in relation to the proposed exoskeleton planting. The proposal is appropriate and compatible with the consistent predominant scale and proportions of surrounding built form.
Does not reduce clutter by rationalising and simplifying existing advertising;	The proposal cannot reduce visual clutter, rationalise, or simplify existing advertising signage as there is no outdoor large format advertising signage within the immediate visual catchment. By this logic, the proposal does not contribute to visual clutter. Notwithstanding the proposal is the first of its kind within this local visual catchment, we note the broader

Schedule 5, Industry & Employment SEPP	
	streetscape of this area of Pyrmont to be characterised by a variety of signage types and styles. The proposal is therefore appropriately located away from existing signage so as to not contribute to visual clutter and as such will preserve the existing rights of other third party advertising. In our opinion this isolated location and visual context is a locale that can accommodate and absorb this signage.
Does not screen unsightliness;	The existing signage precedent in this locality does not reflect a necessity to screen unsightliness. Comparable signs in this area of Pyrmont such as the large format billboard at the corner of Miller Street and Saunders Street blocks vegetation and built form, and does not appear to be for the purpose of screening unsightliness. The proposed sign provides a design solution to minimise visibility to all of its internal components and structures. The planting-clad exoskeleton represents a considered design response to the immediate visual context. No unsightly features will be screened or created as a result of this proposal.
Protrudes above tree canopies in the area; and	The VIA includes a representative sample of views in which the proposal is visible against a backdrop of continuous tree canopy within Paradise Park and other features including built form and sky. The viewing distance, relative level, and angle of the view may cause the proposal to appear to protrude above the tree canopy to a minor extent in views. Conversely due to relative viewing heights, the proposal may also appear to sit below the tree canopy in some views. In our opinion, the height of the display space relative to the tree canopy does not adversely affect the visual amenity of the public domain.
Requires ongoing vegetation management.	We understand vegetation maintenance will be undertaken as required with regular site inspections (every 6 months) to determine if any

Schedule 5, Industry & Employment SEPP	
	branches need to be pruned to ensure clear visibility of the digital signage content. It is unlikely the growth of vegetation as part of the proposal's exo-skeleton structure will create any adverse effects to visual amenity of the public domain, and will be largely imperceptible to pedestrians and road users alike.

Further Responses

CoS	Urbis
The height, size and scale of the sign is overbearing when viewed from the public domain, including from the Fish Market Station platform (View 02) and the forecourt (View 07). From these view locations, the sign clearly protrudes above the surrounding tree canopy and is of an inappropriate bulk and scale, which is partly made larger and more obtrusive by the shape of the sign and the proposed climbers.	See Section 3.3. With respect to View 02 specifically, the monopole and rear of sign would be visible in the context of built form of equivalent or greater height, bulk and scale including the fly over structure, stairs to the platform and sandstone retaining wall along the eastern extent of the platform. With respect to View 07 specifically, the monopole and rear of sign would be visible in the context of an eight storey building above the light rail stop along Miller Street, the lift overrun, large format road signage and fly over which includes comparable large format road signage. The visual context within these two views is highly varied, and predominantly characterised by large scale built form. The height, scale and size of the sign cannot be considered overbearing in the visual context observed, described, and captured in views in the VIA.
The VIA and supporting photomontages do not appear to consider the impact of the development when combined with the tree removal that is proposed. The photomontages must be updated to consider trees that are proposed for removal so that the impact can be accurately understood.	See Section 3.1.

CoS	Urbis
The VIA considers views from 280 Jones Street (View 10) and it is noted that this only considers view impacts to Level 6. Impacts from other levels of the building should also be considered. It is also noted that the impacts are based on CGIs and not actual views from these apartments. Photomontages should be provided to allow for a more realistic and accurate assessment of view impacts. The CGI provided on page 43 of the VIA clearly indicates that the proposed sign will result in a significant level of bulk above the tree canopy, which has a negative impact on the vistas obtained from this building.	The analysis and assessment including the CGI prepared from the relative viewing height of level 6, is the most useful to show potential view impacts to west facing dwellings at 280 Jones Street. Views to the proposal from lower relative viewing levels are partially screened by vegetation across the eastern half of the western elevation and, include the proposal as part of a view composition predominantly characterised by built form (including elevated road signage) as shown in Figure 43 of the VIA. In our opinion, the CGIs included in the VIA are sufficiently accurate in understanding potential view impacts of the proposal from 280 Jones Street, and there is no utility in preparing photomontages. Access to inspect views to record photographs in relation to medium and distant private views in our opinion, is not warranted. This is an onerous requirement which if undertaken is unlikely to provide any meaningful additional data to an extent that would change the conclusions regarding view impacts. Additional visual aids would not provide any further information to change the conclusions beyond those made in the VIA. The proposal is compatible with the predominant character of the majority of views available from 280 Jones Street. Perceived bulk above the tree canopy will be viewed in the context of built form, and is not considered to adversely affect views from this building.
Similarly to the above, the VIA considers views from 2-26 Wattle Street (View 11) but only considers views from Level 5 which is located behind a tree, as opposed to the upper level apartments which would have more of a direct line of sight to the sign. This is to be addressed.	Views from level 5, 2-26 Wattle Street were analysed due to the relative viewing level compared to the proposal in order to understand the actual potential view blocking effects. Views from levels 6-9 at a significantly higher elevation, would have the benefit of more expansive high-level views over, above and beyond the sign. Such views would place the proposal in the context of built form, blocking a narrow, minor and inconsequential section of a

CoS	Urbis
	much wider view composition available. The CGI demonstrates that the proposal in this view (and likely those from higher and surrounding locations) will not block access to scenic or highly valued features, heritage items, HCA, icons, and iconic views. The small scale and extent of the proposal will not dominate the view, or significantly de-value the scenic quality of what is essentially a vernacular district view.
The Department should ensure that the VIA is adequate in terms of the extent of private views that are assessed from nearby residential buildings, particularly upon review of public submissions received.	Refer to Section 3.2.

5. CONCLUSIONS

We believe, as experts the reasoning and justification outlined in this addendum sufficiently and addresses the issues raised by DPE, as summarised below.

- With respect to the clarification of public and private view places, and their role in determining the overall impact of a proposal, the VIA submitted as part of the DA package provides a comprehensive, evidence-based assessment, informed by accurate CGIs and photomontages.
- Urbis reviewed potentially affected private domain locations and incorporated a high-level assessment of likely private domain view impacts as part of the VIA, which including this additional analysis confirm, in our opinion that private domain view impacts for the closest and potentially most affected residents, are minor or most likely negligible, when considering all views available from each dwelling.
- Given the low level of likely visual effects and negligible view loss and over all view impact per dwelling, there is no utility in preparing additional visual aids.
- Urbis understands 3 trees of low importance are proposed for removal as part of the proposal, and that management of vegetation on the site is subject to the recommendations and advice provided by Andrew Scales (Arborist) of Naturally Trees. Removal of this small number of trees will not generate any further significant viewing opportunities or visual access to the proposal.
- We confirm the scale of the proposal as represented in all photomontages is consistent, and appears to vary due to other factors.
- In all visual aids and based on fieldwork observations and additional analysis of publicly available imagery it appears that, the proposal will not block access to scenic or highly valued features, heritage items, HCA, icons, or iconic views. The small scale and extent of the proposal will not dominate views, or significantly de-value the scenic quality of what is essentially a vernacular district view.

- Based on the previous Urbis view impacts reports (VIA and previous Addendum) and this additional information, the proposed development can be supported on view sharing and visual impacts grounds.

Yours sincerely,

Jane Maze-Riley
Director
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jmazeriley@urbis.com.au

URBIS

APPENDIX A FYTOGREEN ADDENDUM

Leading the way in an industry where nature & technology meet

GREEN INFRASTRUCTURE SPECIALISTS

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Fytogreen

Project: Signage Proposal at Western Distributor, Prymont
Client: Tzannes
Date: 11st August, 2023

Proposal: Planter box, mesh and climbing plants on a signage structure

Queries Raised by DPIE in blue. Queries Raised by Heritage NSW in green.

Timeframe for vegetation to cover the façade.

The plants would be pre-grown to a minimum of 1.8m high at install. The ideal low maintenance species would be Trachelopernmum jasminoides or Aphanopetalum resinosum (native option), as they will self twine. Based on the planter interval spacing shown, the façade would be 60% covered within 3 months of install and >90% covered within 12 months.

The process around the implementation and maintenance of planter boxes

For pre-construction off site, the planter boxes, irrigation, drainage and mesh could be fitted offsite for installation, the planting would occur once into position whilst the fit off of the connecting services was completed.
The mesh will need to be a webmesh type with an aperture of 200-300mm, so that the majority of the maintenance can be conducted from the inside of the structure via the platforms. There will need to be a provision at the top of structure for occasional external maintenance, such as belay points fixed to enable rope access.

Irrigation Control

The irrigation will be controlled by a Galcon GSI and flow meter allowing live flow data and alarms enabling remote monitoring and control. The irrigation will be adjusted for the seasonal conditions and can be linked to a rain sensor.

Vegetation impact on sandstone rock face

Neither plant species will impact the sandstone in their habit or growth. Drainage systems will be designed to conserve water and direct any run-off to stormwater outlets.

Please find Fytogreen Bio attached.

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Why work with us?

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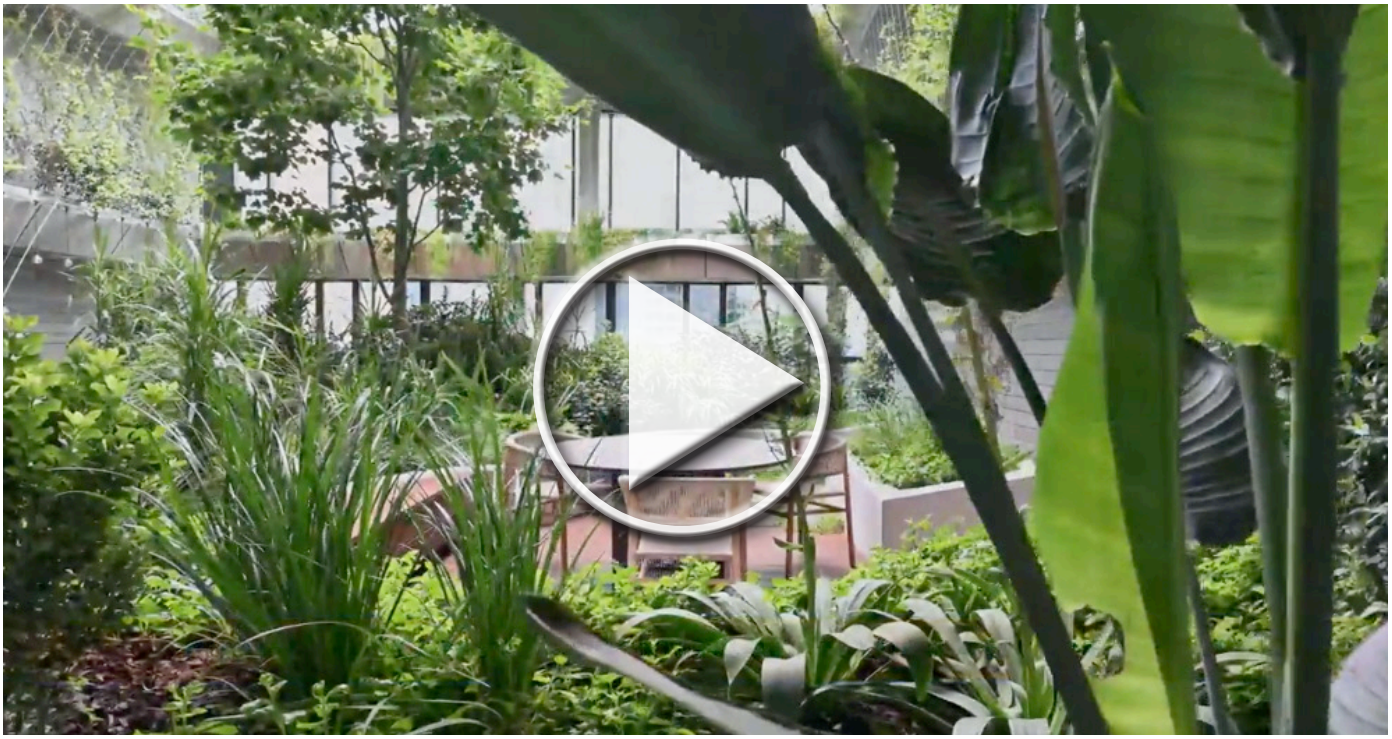
Fytogreen is a multi-award-winning innovator of green infrastructure solutions and Australia's leading specialist in roof gardens, green walls, planter boxes and elevated greening. We help government bodies, architects, landscape architects, developers, design managers and owners deliver resilient living architecture solutions that reconnect urban living with the restorative natural world.

Fytogreen is a full-service green infrastructure specialist that's been developing sustainable greening solutions since 2002. We lead the way in an industry where nature and technology meet.

Supplying more than 900,000m2 of greening across Australia, we have the horticultural knowledge, research focus and technical smarts to grow in every ecosystem and deliver on any scale.

From the largest roof garden in the southern hemisphere , to Australia's first indoor urban forest and living walls that add valuable appeal to residential homes, we have what it takes to transform even the most challenging environments into a vibrant and flourishing oasis of green.



EXPERTISE	CUSTOMISATION	DELIVERY	SCALE	RESULTS
Skilled experts across all project stages – design, technology, horticulture, construction and maintenance.	Bespoke products and services that respond to your needs and ecosystem with the right solution.	Senior project managers with advanced experience, insights and tools dedicated to your vision.	The necessary skill, experience and resources to handle any project, no matter how large or complex.	Quality results that meet and exceed expectations not just in the moment but in the long term.

GREEN INFRASTRUCTURE SPECIALISTS

Fytogreen

The Fytogreen Team

Fytogreen pride itself on its team of talented, experienced people committed to client service. With an experienced team of over 50 staff and a multi office network across Australia, Fytogreen have the knowledge and network to deliver green infrastructure on any scale.

" We believe in engaging the best talent to satisfy our clients' diverse requirements."
- Geoff Heard, Managing Director

KEY PERSONNEL	POSITION	CONTACT	QUALIFICATIONS & EXPERIENCE
Geoff Heard	Managing Director	0409 787 656 geoff@fytogreen.com.au	Bachelor of Commerce (Agriculture) 30 years horticultural experience 20 years as senior manager at Fytogreen on projects of extensive magnitude and complexity
David Moloney	General Manager	0418 127 570 dmoloney@fytogreen.com.au	Bachelor of Business (Accounting) Graduate Diploma of Manufacturing Management 17 years industry experience 12 years at Fytogreen
Mike Heard	QLD Manager	0417 622 228 mheard@fytogreen.com.au	19 years experience as senior manager at Fytogreen on projects of extensive magnitude and complexity
Erik van Zuilekom	In-house Botanist, Designer and Quality Manager	0414 978 794 erikv@fytogreen.com.au	Bachelor of Arts (Environmental Studies) Bachelor of Science (Botany) Diploma in Landscape Design 10 years experience at Fytogreen on projects of extensive magnitude and complexity
Mitchell Clouten	Project Co-Coordinator Designer, Horticulturist & Lighting Specialist	0499 499 050 mitchellc@fytogreen.com.au	Bachelor of Design, Master of Landscape Architecture 6 years experience at Fytogreen on projects of extensive magnitude and complexity
Angela Davenport	Greenhouse Manager & Plant Procurement	0435 749 956 angelad@fytogreen.com.au	Bachelor of Applied Science (Horticulture) 20 years experience retail / wholesale nursery industry and 4 years procurement and nursery manager at Fytogreen
N/A	Maintenance Department	0478 217 596 maintenance@fytogreen.com.au	

"Geoff is very personable, willing to share his knowledge and expertise, and the whole team clearly care about what they do. Fytogreen consistently met or exceeded our expectations. They were great to work with and the built outcomes are quite outstanding and continue to flourish as they mature"

- Wayne Sanderson, Regional Director Australia & New Zealand, Inhabit Group"

Key Personnel

GEOFF HEARD

Fytogreen Founder and Managing Director

The inspiration and creation of Fytogreen came from the persistence of Geoff, who has been personally responsible for the successful delivery of many of Australia's largest greening projects. Geoff provides superior horticultural knowledge and research proven technical smarts to transform even the most challenging environment into lush, sustainable ecosystems and deliver projects on any scale.

" Click to Read Geoff's full bio "

ERIK VAN ZUILEKOM

Designer, In-house Botanist & Quality Manager

Erik has a BA in Environmental Studies, Bachelor of Science in Botany and a Diploma in Landscape Design. Erik is responsible for the design concept development, plant selection, maintenance of all installations, nursery supervision and species research. Erik manages the prototype implementation and Quality Management.

" I would like to see green life ecologies deeply integrated into the urban fabric and psyche, not as passive claddings, rather as responsive technologies."

MITCHELL CLOUTEN

Project Coordinator, Designer, Lighting Specialist & Horticulturist

Mitchell has a Bachelor of Design, a Master of Landscape Architecture, and a horticultural career specialising in green infrastructure.

With a diverse and interdisciplinary background, Mitchell's role at Fytogreen is to assist and advance our horticultural applications in our emerging industry. He is driven to understand urban environmental conditions and horticultural lighting, which provides great confidence creating sustainable planting design for extremely difficult and low-light spaces.

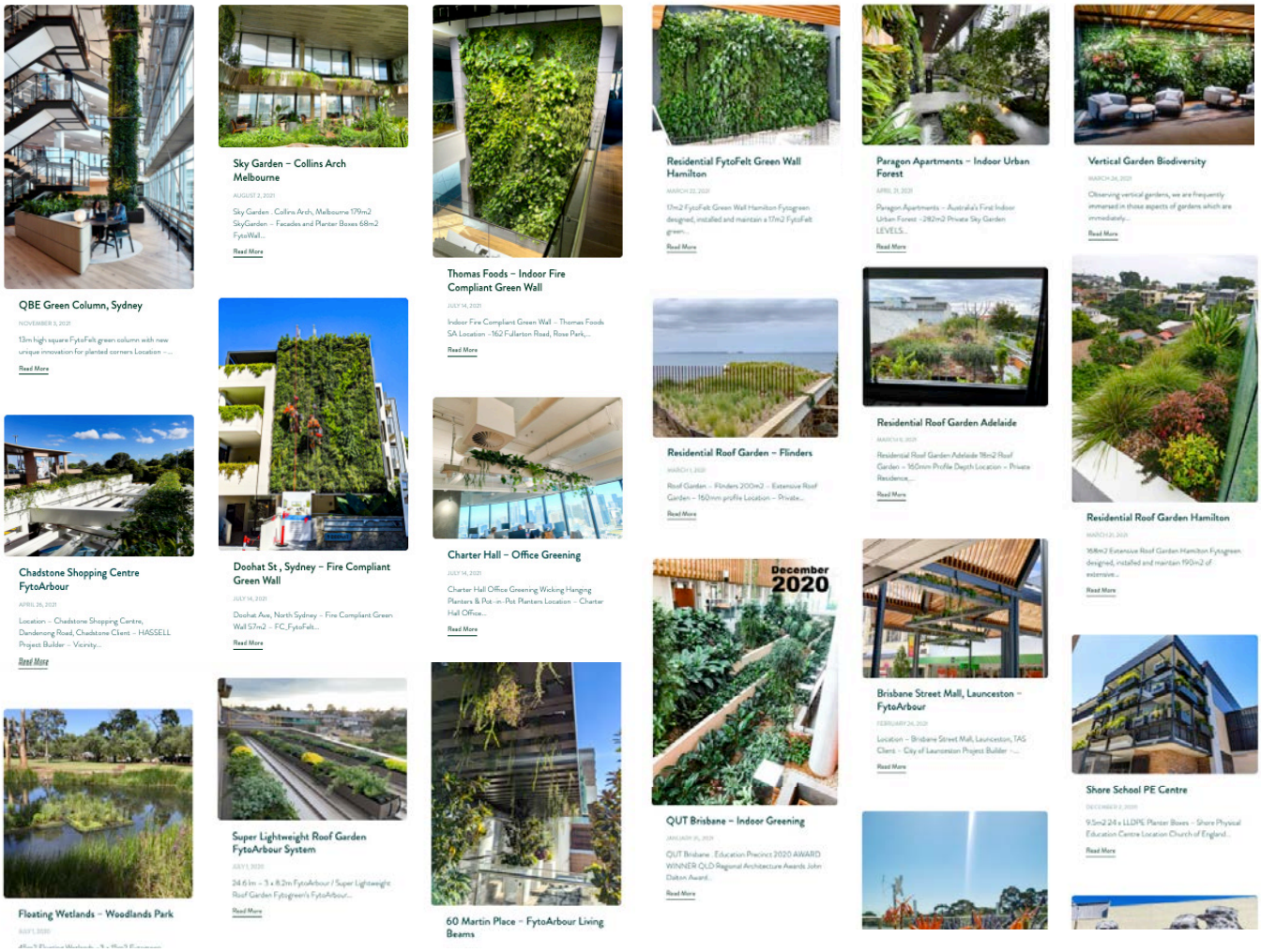
Explore our work

FYTOGREEN.COM.AU

Highly specialised, technically sophisticated, capable and confident with large scale projects...

Fytogreen are proactive and take a holistic approach, committed to solutions that are consistent with the design intent. Where challenges arise, which they inevitably do with living ecosystems, they focus on finding a solution.

CLICK HERE TO VIEW OUR PROJECTS



THE ONLY BUSINESS TO DEAL WITH IF YOU NEED TO GREEN ANY BUILT STRUCTURE

As an interior design with over thirty years of experience, it is seldom you work with a company that never ceases to deliver. With a standard second to none, Fytogreen staff are passionate about their business as well as their industry.

With a heart after sustainability & the environment, delivering builds, activations and education wrapped with premium customer service, They are the only business to deal with if you need to green any built structure.

- Deborah de Jong, Caroma Flagship Engagement Manager

GREEN INFRASTRUCTURE SPECIALISTS

Fytogreen

Product Range

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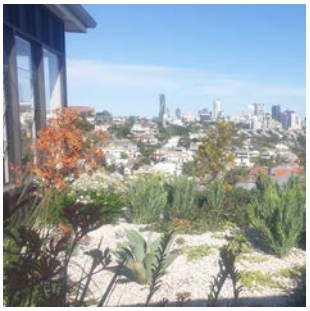

ROOF GARDENS

Intensive, Extensive and sloping sustainable living roofs for residential and commercial projects.

FC FYTOFELT

A fire-compliant (AS1530.3-1999) pocket system green wall system for indoor or outdoor applications.

FYTOFELT

A pocket green wall system suitable for commercial and residential projects. Available as design / install or DIY.

FYTOWALL

A soil-less panel vertical garden system suitable for commercial indoor and outdoor applications.

3D GARDENING

Curved walls, columns or double sided oscillating FytoBlades. We can create virtually any BESPOKE sizing.

FYTOARBOUR

Ultra-lightweight, self-contained hydroponic garden that can be mounted above the ground.

GREEN FACADES

Cost-effective vertical greening utilizing climber and creeper plants on wires and cables.

PRE-GROWN FACADES

This system provides great foliage cover at installation, instead of waiting up to 2-3 years for coverage.

FLOATING WETLANDS

Designed to vegetate water bodies for aesthetics, water clarification, safe habitat or water rehabilitation.

ARCHITECTURAL PLANTERS

Fire Compliant Aluminum, LLDPE, or GRC. Planter boxes are UV stable, stylish, versatile and cost effective.

PLANTER BOXES

Fytogreen's extensive range of custom planter boxes are suitable for nearly any indoor or outdoor application.

MAINTENANCE

Our specialist elevated horticultural maintenance service is recommended for all our unique greening projects.

Lets bring your vision to Life!

Fytogreen is a full-service green infrastructure specialist that's been developing sustainable greening solutions since 2002. We lead the way in an industry where nature and technology meet.

Fytogreen also provide **BESPOKE SOLUTIONS** to transform even the most challenging environments into a vibrant and flourishing oasis of green.

GREEN INFRASTRUCTURE SPECIALISTS

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CHAT TO THE FYTOGREEN TEAM

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