



URBIS

GEORGE STREET, THE ROCKS

ADDENDUM TO THE VISUAL IMPACT ASSESSMENT

PREPARED FOR
JCDECAUX
DECEMBER 2021
FINAL FOR SUBMISSION

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Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.

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1.0 INTRODUCTION

1.1 BACKGROUND

Urbis has been commissioned by JCDecaux to provide an addendum to an existing visual impact assessment report prepared in relation to the proposed digital advertising sign conversion of an existing general advertising sign on the railway overpass at George Street near the intersection with Alfred Street. The existing visual impact assessment is titled *Urban Design & Visual Impact Assessment Digital Signage Conversion, George Street - The Rocks* and was prepared by GMU, dated June 2014 (the existing VIA). The existing VIA assessed the visual effects and impacts of a previous proposed development which retained two signs. This addendum VIA assesses the visual effects and impacts on a new DA proposed for the consolidation of two signs to one sign.

The existing VIA concludes that the proposed signage would have nil to negligible impact on the existing public and private domain of areas and views immediately adjacent. Background information included in the existing VIA, provides useful and detailed baseline information about the sites visual context, potential visual catchment, visual character, and discusses the relevance of planning controls and objectives etc. In this regard the majority of information in the existing VIA remains relevant and is a reliable basis against which Urbis can determine and assess changes now proposed in the DA.

1.2 PROPOSAL

The proposed development is for a digital sign conversion on the south facing external side of the George Street railway overpass.

The proposed development includes the following:

- Removal of two existing large-format backlit paper advertising sign;
- Installation of a new digital advertising sign including 'monument' coloured exposed steel encasing with overall dimensions of 7.986m x 2.198m, with digital screen dimensions of 7.936m x 2.048m;
- Installation of a new JCDecaux logo with dimensions of 1.083m x 0.220m;
- Installation of new camera arm.

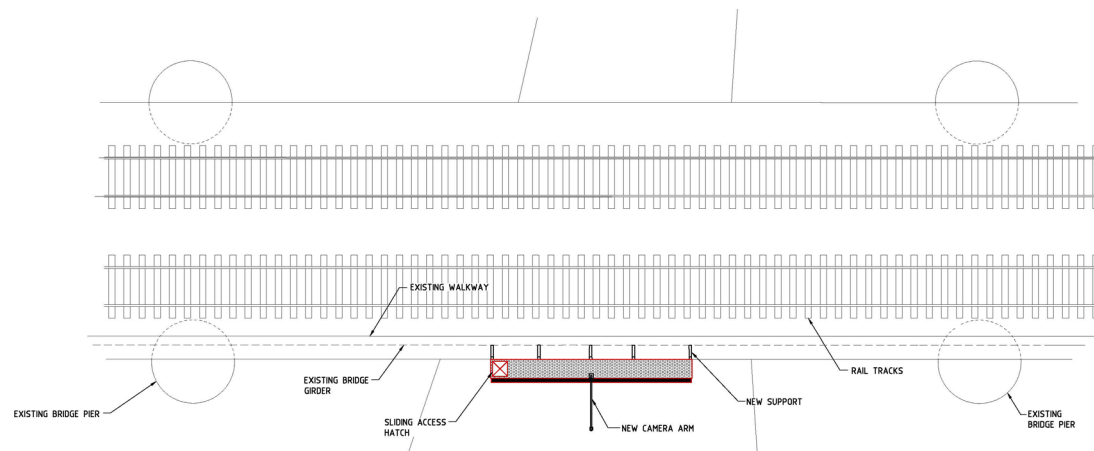


Figure 1 Site plan of proposed development
(Dennis Bunt Consulting Engineers, dated November 2021)

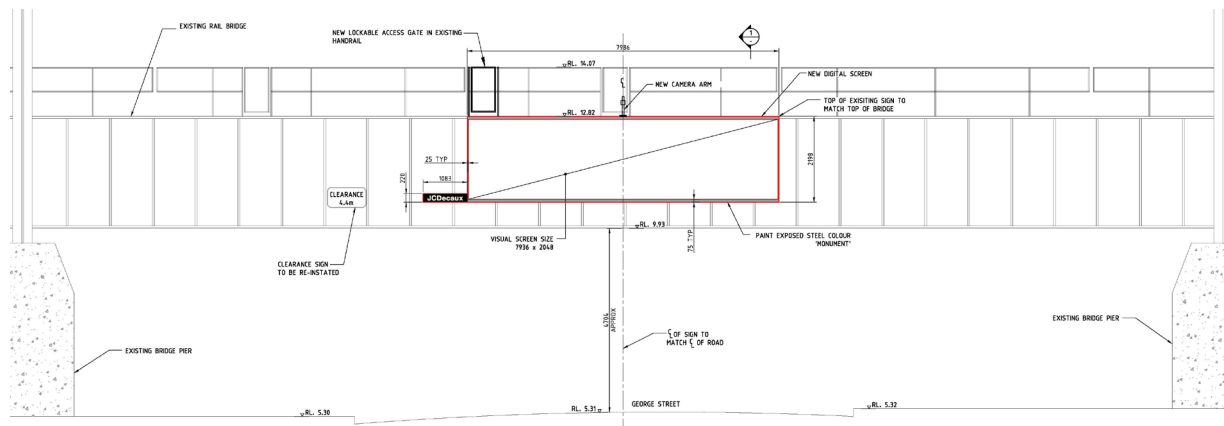


Figure 2 Southern elevation of proposed development
(Dennis Bunt Consulting Engineers, dated November 2021)

2.0 METHODOLOGY

2.1 RELEVANT CONTROLS, GUIDELINES AND POLICIES

The controls, guidelines and policies which are most relevant to the assessment of the visual impacts of signage are SEPP 64, the NSW Government Transport Corridor Outdoor Advertising and Signage Guidelines and the Sydney DCP 2012.

These are referenced in the existing VIA and were revisited as part of Urbis' due diligence to ensure that no amendments have been made.

2.2 ASSESSMENT OF EXISTING VISUAL CATCHMENT

The existing VIA focused on views from the public domain with only one view taken from the private domain and our fieldwork observations confirm that there are no existing private domain locations within the immediate visual catchment of the subject site. Therefore Urbis concurs with this assessment, however we note that areas of private domain are under development (refer to One Circular Quay comments).

The following key buildings and locations were identified in the existing VIA.

2.2.1 PUBLIC DOMAIN

The existing VIA identifies that the site is visible walking north along both sides of George Street towards Circular Quay, and at various points either walking or sitting on public benches across 'Herald Square' (public domain area south of Alfred Street), from where street trees obscure visibility of the site.

Comment: These comments are still relevant, however the east side of George Street is currently less accessible to pedestrians due to construction works for One Circular Quay. There is a construction canopy over part of the footpath and street trees have been removed and it is expected that the trees will be replaced once construction is complete. Current views from this side of George Street are therefore temporary – visibility of the site is likely to decrease once the trees are replaced.

2.2.2 FOUR SEASONS HOTEL – 199 GEORGE STREET

The Four Seasons Hotel at 199 George Street is the only building with habitable windows within the vicinity of the sign. The lower podium section of the building – ground and mezzanine level is occupied by hotel public areas including lobby space, conference space and meeting areas. The upper levels are occupied by hotel rooms.

Comment: These comments are still applicable, however it is noted that the One Circular Quay development will include a habitable space.

2.2.3 GOLDFIELDS HOUSE, 1 ALFRED STREET (ONE CIRCULAR QUAY)

Goldfields House at 1 Alfred Street was identified as the only other building within the immediate vicinity of the sign location, upon which an impact might be anticipated. This building is a commercial use and has an occupancy during general office hours.

Comment: This building has since been demolished and the site is being redeveloped (the development is known as One Circular Quay). The new development will consist of a 59 storey residential apartment tower and a 28 storey high-rise building incorporating a hotel. The base of the towers will include retail and public space uses.

2.2.4 ST GEORGE HOUSE, 178-182 GEORGE STREET

St George House at 178-182 George Street is located next to Goldfield House and opposite the Four Seasons. With its commercial use it has an occupancy during general office hours and is not considered to be impacted by the sign.

Comment: This building has since been replaced by a taller building, however it remains a commercial building and therefore the comments regarding occupancy still apply.

2.3 ASSESSMENT OF VISUAL CHARACTER

The existing VIA includes the following descriptions:

The [site is] within an important part of Sydney CBD, with importance on transport, commercial and cultural and tourist uses. With this in mind, it has a distinct urban character, offering a variety of activity extending from day through to night. It is also a well-used location for a number of events and festivals in the area. Advertising signage in this environment is an integral part of communication both from a commercial and cultural perspective, and so is in keeping with themes for outdoor advertising. [...] Within the immediate vicinity, the [site] is located adjacent to a range of buildings and spaces including Herald Square, the Four Seasons Hotel, the Cahill Expressway and Goldfields House, all contributing to a diverse, active character. The proposals for the new light rail station at Circular Quay, will only help to increase activity in the area. The incorporation of sensitively designed advertising signage as part of the streetscape is appropriate for the character and level of activity that it is intended in the future.

Comment: This description is still applicable and it is noted that the light rail has now been completed.

The proposed location of the sign does not obstruct or create any impacts to the visual amenity of the surrounding area, including Sydney Harbour, the Rocks, the Opera House and the north end of the Sydney CBD. The sign is not located within a conservation area under Sydney LEP 2012. It's location within the vicinity of a listed item, being the Tank Stream Fountain which is located within Herald Square, is not considered to have an impact on the significance of the fountain.

Comment: Further to the above, the Circular Quay Railway Station group state heritage item overlay extends to the area of the site. Impacts to the station are negligible however, given the size and location of the sign in relation to the station.

3.0 VISUAL EFFECTS

The locations identified in the table below were selected as part of the existing VIA to assess impacts to views as a result of the proposed development. Comments are provided in Table 1 relating to any changes to the view composition from these locations.

Urbis returned to these locations to inspect any changes in the visual environment and assess the rationale behind selecting these locations. It is agreed that these locations are the most appropriate for assessment.

Urbis has assessed photomontages prepared in locations approximate to View 2 and View 4 in the existing VIA, as these are representative of the main two view corridors to the site – facing north along George Street and facing northwest from Alfred Street.

3.1 PHOTOMONTAGE METHOD

Photomontages have been prepared by Bright Communication to show the proposed development in its visual context and supplied to Urbis. The base photographs were captured by Urbis in November 2021 using a full frame Canon EOS 6D Mark II camera and 50mm focal length lens.

The photomontage provider has inserted and aligned the image of the proposed development based on dimensions and development drawings prepared by DBCE and cross checked with survey data provided by C.M.S. Surveyors. Urbis is informed that the method of preparation for photomontages is accurate to an extent that it provides a faithful representation of the proposal and can be relied upon for the Visual Impact Assessment.

Name	Changes to View Composition
View 1 Herald Square from Pitt Street	A temporary structure for the Vivid festival was in place at the time of the existing VIA increasing visual clutter, however visibility of the site is still blocked to the same extent by trees which remain in situ.
View 2 Herald Square from Park Bench	Visibility of the site has increased marginally due to the permanent removal of a street tree and visual clutter has decreased following the removal of a public toilet building.
View 3 Herald Square from Goldfields House	View unchanged.
View 4 Four Seasons Covered Drop Off Space	View unchanged.
View 5 George Street East Side	Visibility from this location has changed because of ongoing and prolonged construction works. Access to this footpath is also currently limited due by construction hoarding, vehicles and traffic controllers. Street trees have been removed, however these will likely be replaced following the completion of construction.
View 6 George Street from Essex Street	View unchanged.

Table 1 Changes to view composition from the existing VIA

3.2 PHOTOMONTAGES

VIEW 01 - VIEW NORTH-WEST TO SIGN FROM HERALD SQUARE ON ALFRED STREET

Distance class

- Close view
- <100m



View 01 - View Location Map

Existing composition of the view

As described in the existing VIA:

This viewing location provides broad diagonal views looking west obliquely along Alfred Street towards the sign from one of the benches located parallel to Alfred Street. There are several benches located alongside Alfred Street and this is a typical view from the mid distance. A large evergreen street tree obscures part of the view of the sign. The visibility [of the existing sign] is negligible as the sign is perceived as part of the rail superstructure and within the general built environment with other signage along Alfred Street.

This description is still applicable, however of note is that the large tree in the centre of the view is no longer in situ, having been removed as part of the light rail installation.

The future buildings at One Circular Quay, which are south of this view, will include introduce habitable space, however the proposed sign will not be a prominent feature and will not impeded scenic views.

Visual effects of the proposed development on the composition as modelled

The proposed sign is of similar (slightly smaller) dimensions than the largest existing sign and will be fixed in broadly the same location. It therefore does not introduce any new visual elements into the view, nor increase any impediment to views of heritage items or scenic locations. Compared to the existing sign arrangement and previous proposal, the proposed development reduces visual clutter, given one sign is being removed altogether.

Visual effects of proposed development factors

Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on visual clutter	Low

Rating of visual effects on variable weighting factors

Public Domain View Place Sensitivity	Medium
Visual Absorption Capacity	Medium
Compatibility with Urban Context and Visual Character	High

Overall rating of significance of visual impact	LOW
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View 01 - Existing view

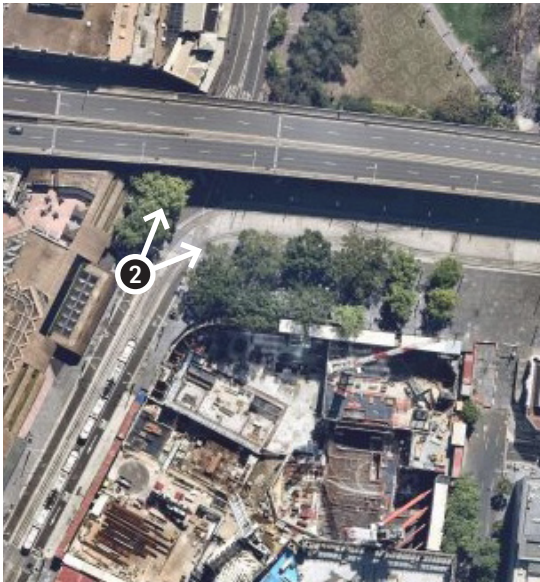


View 01 - Proposed view

**VIEW 02 - VIEW NORTH-EAST TO SIGN
FROM THE FOOTPATH NORTH-EAST OF THE
ENTRANCE TO THE FOUR SEASONS**

Distance class

- Close view
- <100m



View 02 - View Location Map

Existing composition of the view

View 4 in the existing VIA is from the Four Seasons hotel covered drop off space. It describes this location as being used by hotel guests and visitors leaving the Four Seasons Hotel Lobby. It provides views looking north-east across to the site.

The Urbis photo is from a similar location on the western side of George St, however the photo location is further north on the footpath where a wider view is available and where there are less blocking effects from trees.

Visual effects of the proposed development on the composition as modelled

The proposed sign is of similar (slightly smaller) dimensions than the largest existing sign and will be fixed in broadly the same location. It therefore does not introduce any new visual elements into the view, nor increase any impediment to views of heritage items or scenic locations. Compared to the existing sign arrangement and previous proposal, the proposed development reduces visual clutter, given one sign is being removed altogether.

Visual effects of proposed development factors

<i>Visual Character</i>	Low
<i>Scenic Quality of View</i>	Low
<i>View Composition</i>	Low
<i>Viewing Level</i>	No effect
<i>Viewing Period</i>	Medium
<i>Viewing Distance</i>	High
<i>View Loss & View Blocking Effects</i>	Low
<i>Effects on Visual Clutter</i>	Low

Rating of visual effects on variable weighting factors

<i>Public Domain View Place Sensitivity</i>	Medium
<i>Visual Absorption Capacity</i>	Medium
<i>Compatibility with Urban Context and Visual Character</i>	High

Overall rating of significance of visual impact	LOW
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View 02 - Existing view



View 02 - Proposed view

4.0 SUMMARY

Following a review of the methodology of the existing VIA, Urbis finds the methodology used in the VIA to be accurate and relevant and can be relied upon in assessing the visual impact associated with the proposed advertising sign installation. Urbis agrees with the findings that the proposed sign on the rail overpass at George Street will overall have nil to negligible impact on the existing public and private domain visual catchment.

Changes within the visual catchment of the site since the completion of the existing VIA include demolition and construction of buildings within the visual catchment, completion of the light rail infrastructure and associated removal of street trees and a toilet block, and temporary change in visibility on the eastern side of George Street due to construction hoarding and removal of street trees. None of these changes have a significant impact upon visibility of the site however.

The One Circular Quay development, currently under-development will introduce habitable space, however the proposed sign will not be a prominent feature and will not impeded scenic views.

The proposed sign is of similar (slightly smaller) dimensions than the largest existing sign and will be fixed in broadly the same location. It therefore does not introduce any new visual elements into the view, nor increase any impediment to views of heritage items or scenic locations. Compared to the existing sign arrangement and previous proposal, the proposed development reduces visual clutter, given one sign is being removed altogether. The proposed development is therefore considered acceptable from a visual impact perspective.

APPENDIX



DRAFT

URBAN DESIGN & VISUAL IMPACT ASSESSMENT DIGITAL SIGNAGE CONVERSION

GEORGE STREET - THE ROCKS

JUNE 2014





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Date: JUNE 2014

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I - INTRODUCTION AND METHODOLOGY

GMU

I.1 - INTRODUCTION

This report has been commissioned on behalf of APN Outdoor for the conversion of an existing sign at the rail overpass at George Street in the Rocks, Sydney.

The purpose of this report is to consider and assess the visual impacts of the proposal in relation to urban design matters in the public and private domain.

In preparing this report, GMU has reviewed the following documents prepared by other consultants in relation to the project proposals :-

- Proposed engineering drawings A02 and A03 May 2014 - Dennis Bunt Consulting Engineers
- Lighting Impact Assessment Outdoor Signage at George Street Overpass, The Rocks 28 January 2014 - Electrolight Sydney Pty Ltd
- George Street, The Rocks Signage Safety Assessment 22 May 2014 - GTA Consultants
- Heritage Impact Statement - Alterations to Signage Circular Quay Viaduct George Street Sydney May 2014 - Weir Phillips

GMU has identified and reviewed the following controls and relevant guidelines which are applicable to the project:-

- SEPP 64 – Advertising and Signage – NSW Government
- Sydney Cove Redevelopment Authority Scheme (SCRA Scheme)
- Transport Corridor Outdoor Advertising and Signage Guidelines – Assessing Development Applications under SEPP 64, NSW Department of Planning, July 2007 (incorporating Schedule 1)
- Proposed Update to the Transport Corridor Outdoor Advertising and Signage Guidelines (Schedule 3)
- AS4282 – Control of the Obtrusive Effects of Outdoor Lighting

In addition recent and proposed proposals in both the public and private domain, which may be impacted by the sign proposals have been identified and assessed. Amongst this assessment has been a review of the City of Sydney LEP 2012 and City of Sydney DCP 2012.

Site visits were conducted separately with the Client and the professional photographer on the 19th and 27th May, 2014 respectively.

I.2 - METHODOLOGY

The assessment and conclusions contained in this report have been developed based on the following methodology:

- Review of initial documentation and meeting with project team to develop an understanding of the proposal and applicable controls;
- Review of lighting report and impacts of luminance levels;
- Review of current developments in proximity
- Review of surrounding context and any future relevant desired future character considerations;
- Initial identification of likely view locations;
- Site visit to determine potential viewing points;
- Photography from identified viewing points;
- Draft review of likely visual impacts;
- Discussion of mitigation measures, as required;
- Preparation of draft visual assessment report and commentary including rating of view locations;
- Preparation of final report.

The approach for considering the views focuses predominantly on views from the public domain with only one view taken from the private domain. The impact of the new sign is considered based on assessing the current sign conditions and its impacts and whether the minimal changes created by the introduction of the proposed sign will create any visual impact or urban design impacts.

The view impacts for pedestrians and from vehicles has also been considered relative to the stated objectives of the applicable controls, planning instruments and strategic frameworks pertinent to the site and area.

The views are described in the report via photographs and base maps illustrating the viewing locations. If the impact is considered unacceptable, mitigation measures are proposed to improve or ameliorate the view impacts.



APN | OUTDOOR

0216302

George St Overpass

The Rocks
NSW 2000

Location	Roadside
Panel size	Super 8
Dimensions	8.30m x 2.20m
Illumination	No
Direction	Outbound

Description

In the heart of Sydney, this panel is located on a railway overpass at the entrance to the The Rocks, Sydney's premier tourist destination. There are dozens of bars, restaurants, 5 star hotels and boutique fashion stores within close proximity to this newly built display.

1.3 - PROPOSED PROJECT

The proposed sign conversion results in the replacement of the existing static sign with a digitally lit sign.

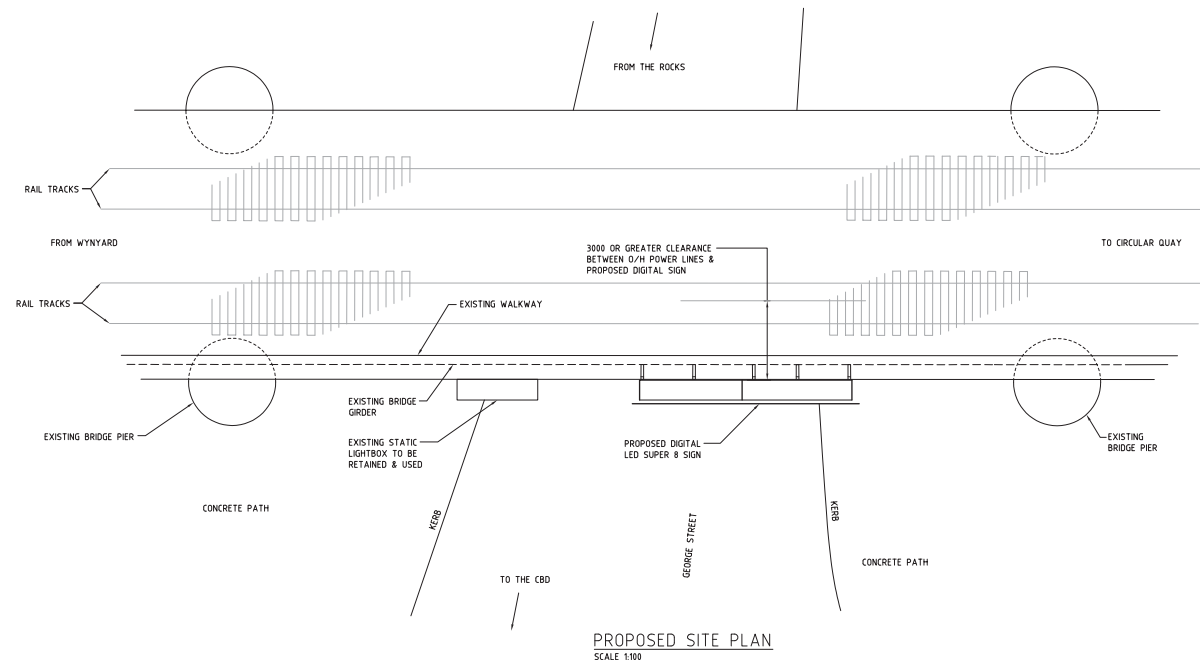
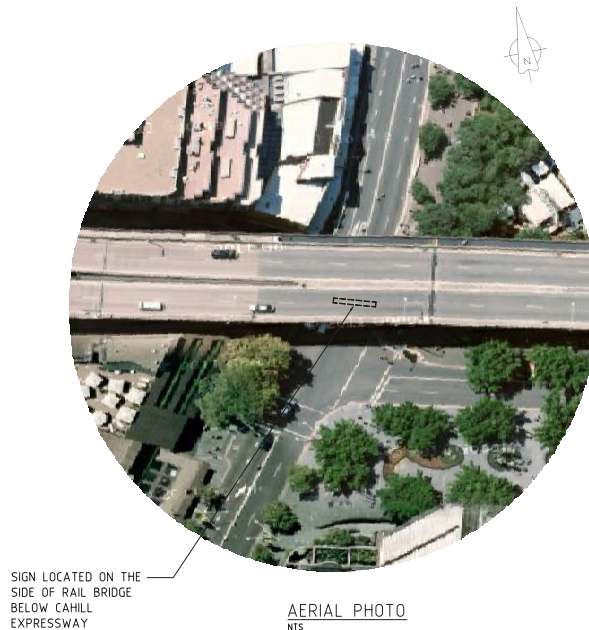
Physical description

The current sign is located within a frame which sits on the infrastructure of the overpass. The proposed sign frame sits in the same location, with dimensions which are marginally smaller than the current sign parameters. This includes a 330mm reduction in width, 170mm reduction in height and 64mm reduction in depth. The proposed frame is to be of the same colour as currently to blend with the rail overpass structure on which it sits. The total area of the proposed display is 18.26m².

Lighting

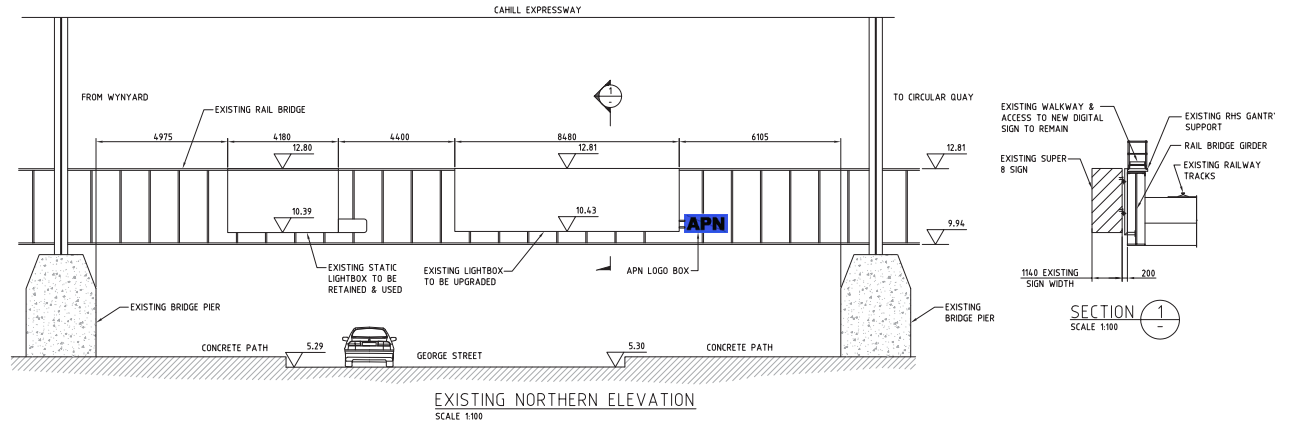
The current sign is not lit at night. The proposed sign is to be using LEDs installed within the face of the sign. The level of brightness can be controlled to adjust to ambient light conditions.

Drawing proposals by Dennis Bunt Consulting Engineers are included here for reference.

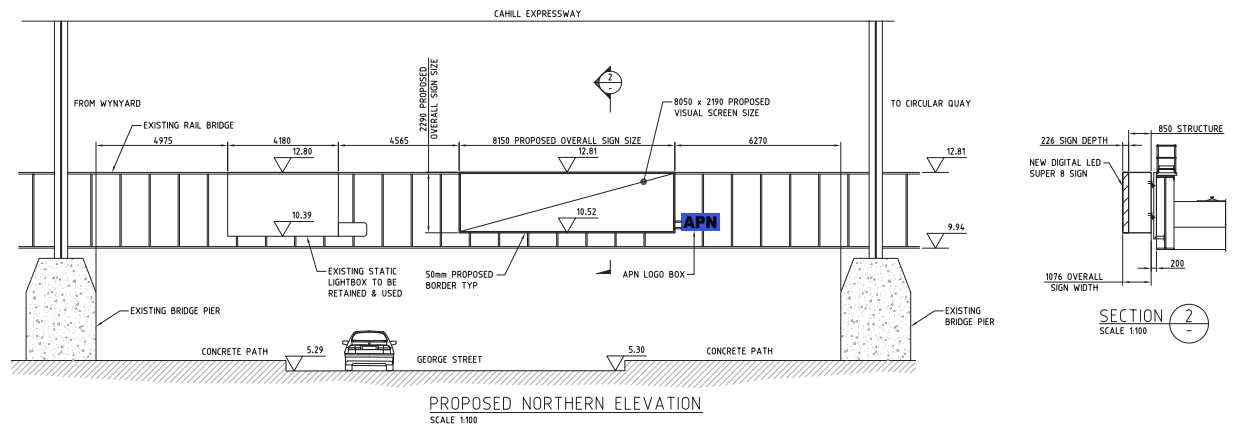




EXISTING STATIC BILLBOARD



PROPOSED DIGITAL BILLBOARD



NOT FOR CONSTRUCTION

Proposed sign (14024-DA03) - Dennis Bunt Consulting Engineers

DIGITAL SIGNAGE CONVERSION - GEORGE STREET, THE ROCKS

I.4 - EXISTING VISUAL ENVIRONMENT

THE SITE AND ITS CONTEXT

Current Sign and Immediate Context

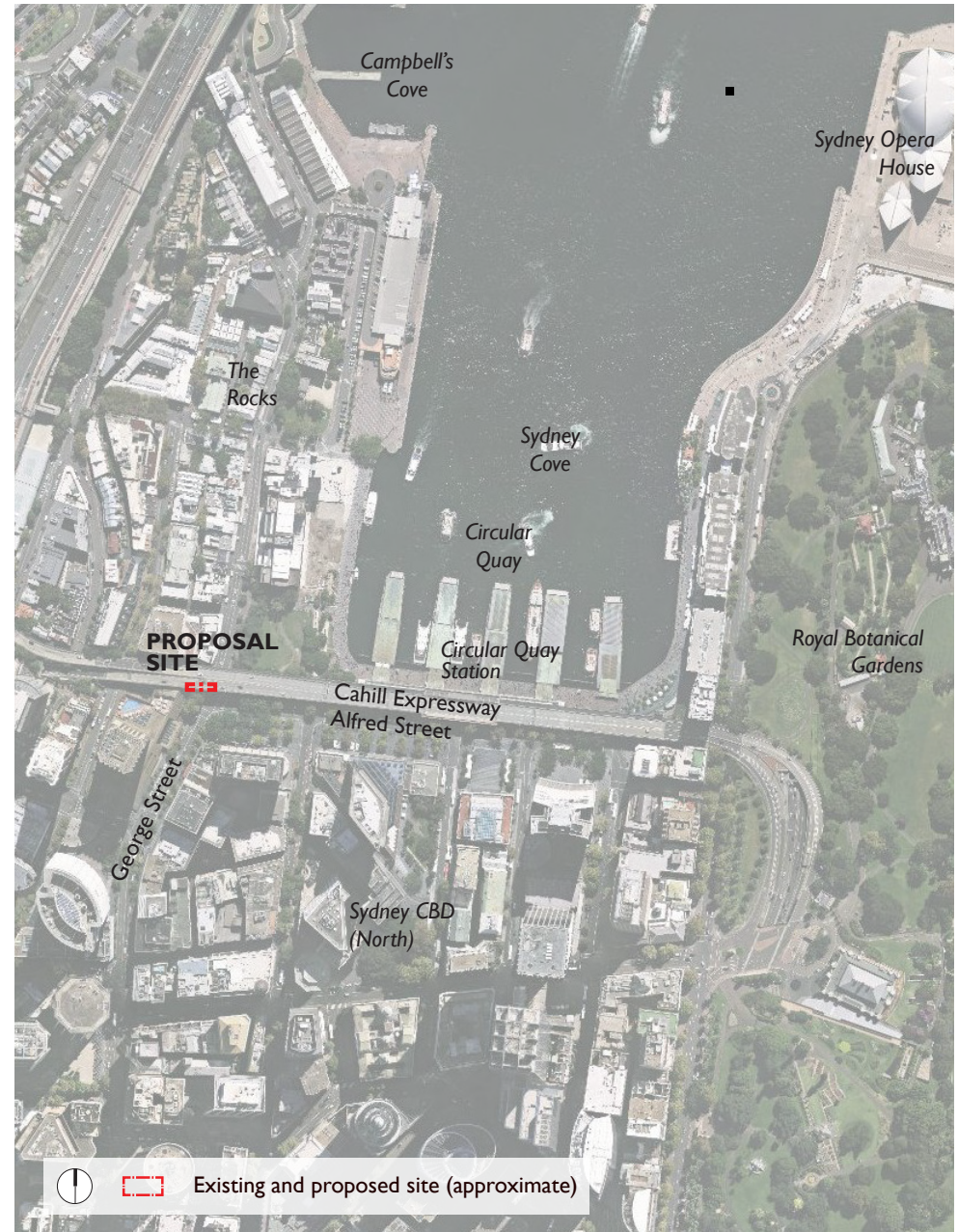
The existing sign is located on the southern side of the George Street Rail Overpass facing south over George Street where it meets Alfred Street. The Cahill Expressway sits over the overpass. The rail overpass passes over George Street near Alfred Street to in effect form a gateway from which traffic and pedestrians either move northwards to the Rocks beyond, or turn right into Alfred Street.

The sign is located on this gateway. The Cahill Expressway with the rail bridge the acts as a major visual barrier to this end of the city. The sign however, has been well-located by its placement within the physical extents of existing infrastructure, so is perceived as part of this structure and has never contributed to the obstruction of views.

Wider Context

The site is located in a very culturally significant part of the City of Sydney, adjacent to the north end of Sydney CBD, the Rocks and Circular Quay. To the south-east is Herald Square, which is a major public urban space in which public seating, kiosks and public art (sculpture) are located. At no. 1 Alfred Street, Goldfields House, a 25 storey commercial building addresses and is accessed from the square. To the north along George St, through the overpass, the important historic Rocks area is located. To the east along Alfred Street are the Circular Quay Railway Station and major bus stops and terminus for Sydney Buses. Beyond Circular Quay railway station, the Circular Quay passenger ferry wharves serving Sydney Ferries are located. The northern end of Sydney CBD sits within close proximity to both of these precincts.

Consequently the area has a high level of both vehicular (buses/private cars) and pedestrian activity, which is prevalent predominantly through the day and a reduced intensity at night. Herald Square is a major public space located which attracts a very high pedestrian footfall from both city workers in adjacent commercial buildings and tourists/visitors to the precinct and harbour foreshore area from the city.



Aerial showing the location of subject site in its wider context

EXISTING PUBLIC AND PRIVATE DOMAIN CONDITIONS

The sign is located amongst a range of uses, both within the public and private domain which have been identified and assessed to determine whether they are likely to be impacted by the new sign proposals. In terms of proximity, the majority of existing buildings are located some distance from the sign and are visually screened by existing street trees and other buildings. The key buildings and spaces which are identified are listed below and assessment provided in the next section.

Four Seasons Hotel – 199 George Street

The Four Seasons Hotel at 199 George Street is the only building with habitable windows within the vicinity of the sign. The lower podium section of the building – ground and mezzanine level is occupied by hotel public areas including lobby space, conference space and meeting areas. The upper levels are occupied by hotel rooms.

Goldfields House, 1 Alfred Street

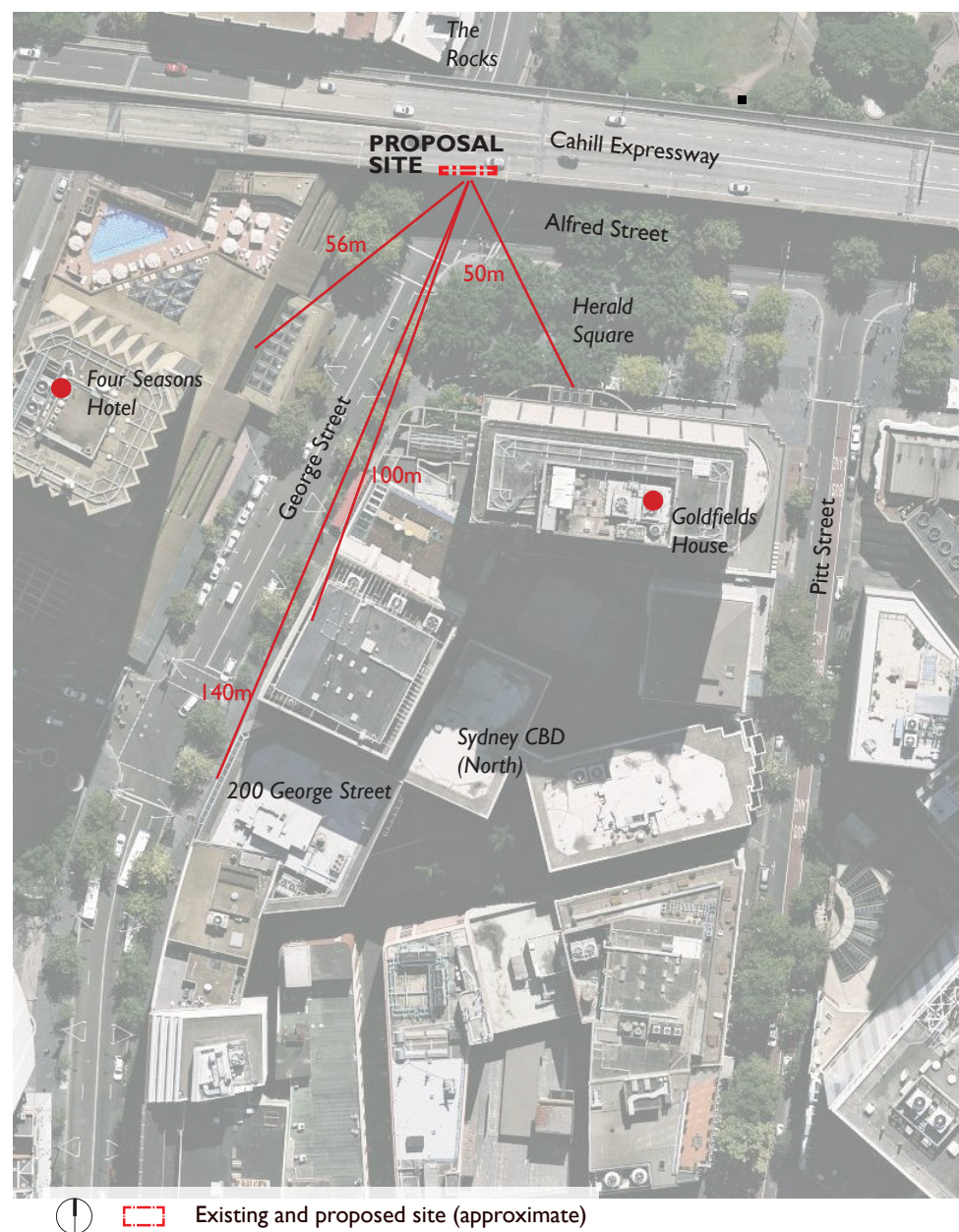
Goldfields House at 1 Alfred Street is the only other building within the immediate vicinity of the sign location, upon which an impact might be anticipated. This building is a commercial use, and has an occupancy during general office hours.

St George House, 178-182 George Street

St George House at 178-182 George Street is located next to Goldfield House and opposite the Four Seasons. With its commercial use it has an occupancy during general office hours and is not considered to be impacted by the sign.

Public Domain

The sign is visible from a number of different locations and angles from the public domain. This includes walking north down George Street on both left and right hand side of the road towards Circular Quay, and at various points either walking or sitting on public benches across Herald Square. Within these areas, there is a high intensity of pedestrian day and night time activity. In the visual field of the square and George Street there is extensive signage already within the streetscape, including illuminated restaurant and bar signs, illuminated retail signage, and street banners. At night, within the presence of other illuminated signage and ambient light levels, the subject sign has the capacity to blend into its surroundings.



Aerial showing the location of subject site in its immediate

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2 - STRATEGIC DIRECTION AND KEY VISUAL OBJECTIVES

2.1 - INTRODUCTION

This section identifies the key current planning instruments and controls as they relate to the site. Also referred to are the relevant guidelines relating to signage design.

Documentation and immediate context has been reviewed to identify any importance given to particular views on locations of surrounding heritage items, current and historic planning controls, and non-statutory documentation. An analysis and commentary of the proposed projects to the public and private domain which are located in the vicinity of the sign is also provided.

Section 3 provides a detailed urban design commentary based on the controls and guidelines listed under this Section.

2.2 - CURRENT CONTROLS AND GUIDELINES

The proposal has been reviewed against these key current planning instruments , controls and guidelines :-

1. Sydney Cove Redevelopment Authority Scheme (SCRA Scheme)

The proposal will need to ensure that it meets the requirements of the SCRA scheme. The site is located on Building Site Control Drawing XXXIX - A(2) of the SCRA scheme, which is illustrated below.

2. SEPP 64 – Advertising and Signage – NSW Government

The purpose of this SEPP is to introduce provisions to ensure that outdoor advertising is well located and minimises adverse impacts on the amenity of the built and natural environment and provides effective communication. Assessment in relation to the SEPP is described in the next section.

SEPP 64 applies to all signage, advertisements that advertise or promote any goods, services, or events and any structure that is used for the display of signage that is permitted under another environmental planning instrument.

3. Transport Corridor Outdoor Advertising and Signage Guidelines – Assessing Development Applications under SEPP 64, NSW Department of Planning, July 2007 (incorporating Schedule 1)

A review of SEPP 64 in 2007 resulted in the preparation of the Transport Corridor Outdoor Advertising and Signage Guidelines. These guidelines incorporate comprehensive assessment criteria to review design proposals. These are outlined below:-

- 1. Character of the area*
- 2. Special Areas*
- 3. Views or Visas*
- 4. Streetscape, setting or landscape*
- 5. Site and Building*
- 6. Associated devices and logos with advertisements and advertising structures*
- 7. Illumination*

4. Proposed Update to the Transport Corridor Outdoor Advertising and Signage Guidelines (Schedule 3)

The proposed update of the guidelines which have a draft status, and are due to be approved in May 2014, set design criteria for digital signs. In the context of this proposal, the sign must meet criteria for signs which are under 20m². The Signage Safety Assessment prepared by GTA Consultants, in association with the manufacturer, assesses the proposals under the 11 criteria set out under the guidelines, and ensures they are met.

5. AS 4282 Control of the Obtrusive Effects of Outdoor Lighting

AS 4282 ensures that measures are in place which will control the spill of outdoor lighting, and that there is a common basis for assessment where the provision of outdoor lighting is included. AS4282 specifically defers consideration of internally lit signs such as the one proposed, as extra assessment is required in relation to colour, movement and cyclic operation. However, in relation to this assessment and understanding of the urban design impacts that such an outdoor sign might have the following criteria are relevant and have been considered in the assessment:-

- Total Environmental Effects of a Development
- Potential Effects of Outdoor Lighting
- Influence on surrounding developments

This takes into account the effects on any potential residents in the area.

6. State Heritage Listings

The Circular Quay Viaduct - The viaduct is listed as part of the listing for Circular Quay Railway Station group on the *State Heritage Register* (Listing No. 01112). The viaduct is listed as a heritage item on the *State Railway Authority s170 Register*.

A detailed assessment of heritage items is provided in the report *Heritage Impact Statement - Alterations to Signage Circular Quay Viaduct George Street Sydney* prepared by Weir Phillips - May 2014.



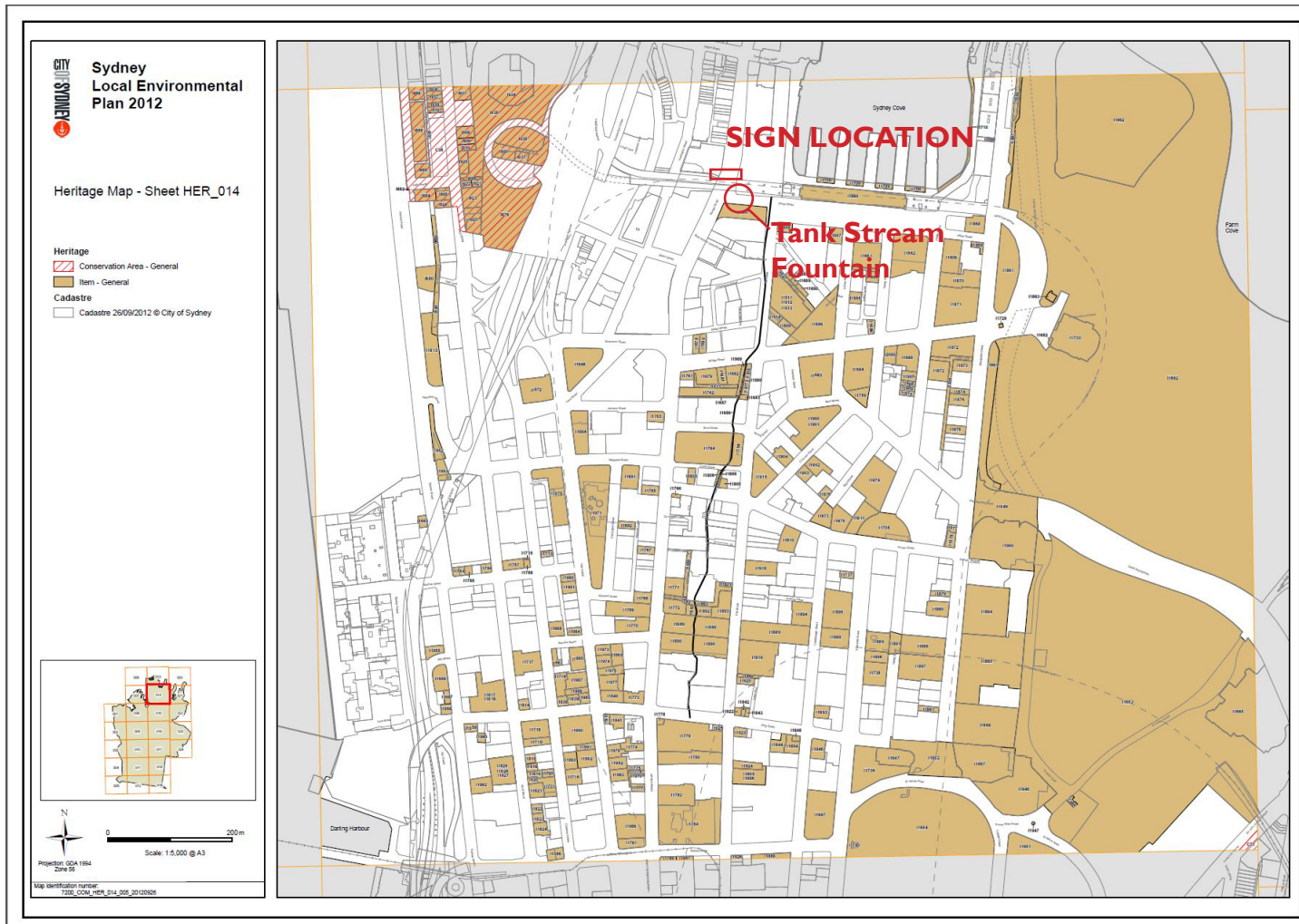
The subject site in the context of the Circular Quay Viaduct

2.2 - CURRENT CONTROLS (CONTD)

We note that the current LEP and DCP controls are not applicable to the site. However, for reference and in the context of future public domain proposals in the area, the following relevant controls are identified for information.

7. Sydney LEP 2012

The applicable control under the Sydney LEP 2012 is the Heritage control. Under the Sydney LEP 2012, the site is not identified as being located within a conservation area, however, the Tank Stream fountain, which is located in the centre of Herald Square is identified as a heritage item (No. 11807).



Sydney LEP 2013 - Heritage Map

6. City of Sydney Signage and Advertising Structures DCP 2012

Whilst not applicable to this site, it is noted that the provisions of the City of Sydney Signage and Advertising Structures Development Control Plan 2012 recognise that advertising is an important element of the environment of the City of Sydney. It seeks to ensure that:-

- Significant characteristics of buildings, streetscapes, vistas and the skyline are protected.
- Well designed and positioned signage is encouraged, recognising their role in contributing to the vitality and legibility of the City of Sydney

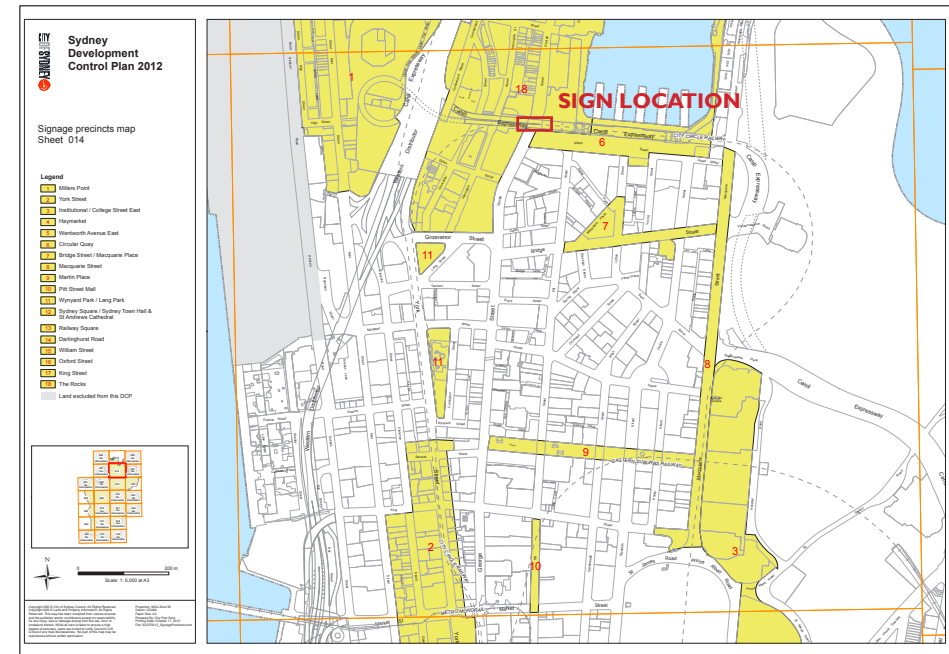
The site is located adjacent to two major signage precincts - The Rocks and Circular Quay, as identified in the DCP map on the facing page.

The following control maps are included for reference which identify the site in relation to special precincts and the strategy for active frontages.

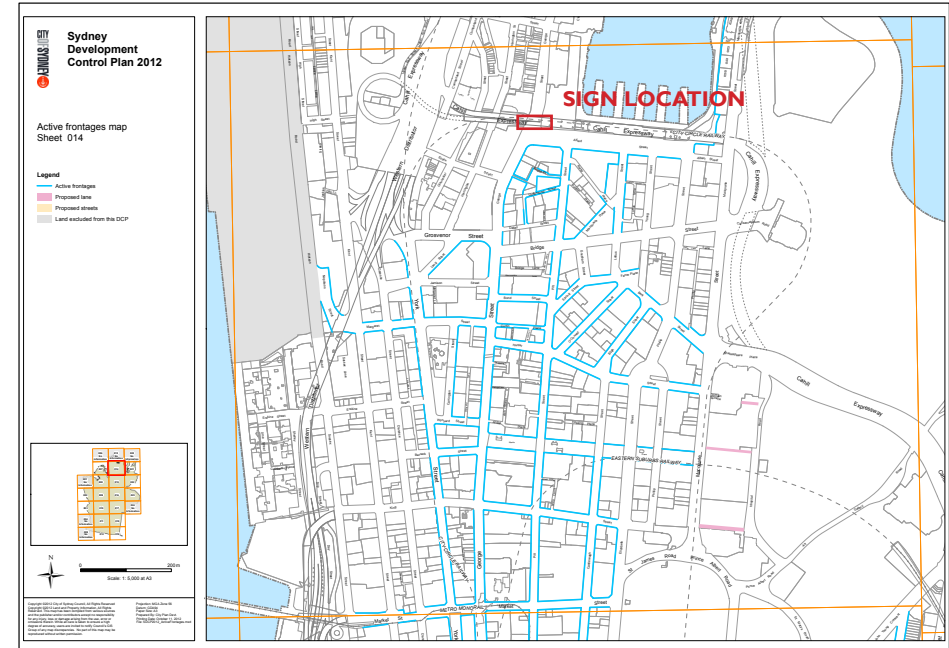
Sydney DCP 2012 Signage Precincts Map - The signage precincts map identifies the site as sitting adjacent to two precincts - the Rocks and Circular Quay.

Sydney DCP 2012 Active Frontages Map - Signage included within these areas assists in contributing to an active precinct.

Both maps highlight the importance of the area as an active, culturally significant part of the Sydney CBD.



Sydney DCP 2012 Signage Precincts Map



Sydney DCP 2012 Active Frontages Map

2.3 - PROPOSED PUBLIC DOMAIN PROPOSALS

Sydney Light Rail Project

The area in which the sign is located is one of the major key precincts within Sydney CBD, with proximity to major cultural and commercial areas such as the Rocks, Circular Quay and the northern end of the Sydney CBD.

The City of Sydney has established a clear future character for this area which is described in the Sustainable Sydney 2030 strategy.

One of the key catalyst projects as part of this strategy is the CBD and South East Light Rail project (CSELR). This project incorporates a new light rail scheme which is proposed to run down George Street connecting Circular Quay with Town Hall and Railway Square. A light rail stop is proposed at Circular Quay which, along with the Circular Quay ferry wharves and train station will become a key interchange at the end of the proposed route. The CBD and South East Light Rail project (CSELR) is expected to commence in 2014, taking up to six years to complete.

At this stage, concept plans of the masterplan and strategies George Street Concept Design (in three parts), as prepared by the City of Sydney in September 2013 are the known public documents. Also to be noted is the City of Sydney George Street Lighting Masterplan. Key diagrams of these documents are included on the facing page. The concept plans at this stage suggest the light rail stop will be located somewhere in the vicinity of Herald Square. Along with this, there is a suggestion that the proposals may result in the reconfiguration of traffic movements and the reconfiguration of Herald Square to accommodate light rail lines, including pedestrianisation of Alfred Street.

Alongside this, a comprehensive lighting masterplan will provide a strategy for lighting George and Alfred Street to accommodate pedestrians, vehicles and the new light rail.

Overall this project will enhance further enhance and activate the public domain of this area of Sydney CBD and create an area more vibrant in terms of pedestrian activity and connectivity. This is likely to incorporate a clear public domain strategy with improvements including possible new public spaces, paving,

trees, lighting and street furniture. In terms of the relationship of these proposals for light rail to the proposed sign, it will have a positive effect on signage. Firstly the increase in general activity to the area further supports a need for well designed advertising within this area. The current suggestion of pedestrianisation of Alfred Street and reconfiguration of traffic movement in this area will result in reduced visibility of the sign to cars.

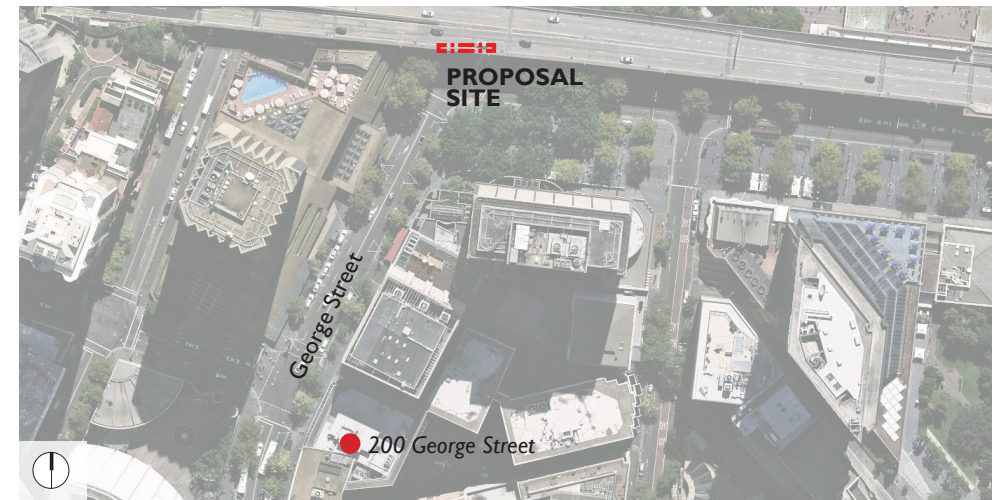
In addition, within this urban area, signage is able to sit in the background amongst a number of streetscape elements such as streetlighting, banners, smart poles, and also commercial and retail signage.

2.4 - APPROVED DAs & DEVELOPMENTS

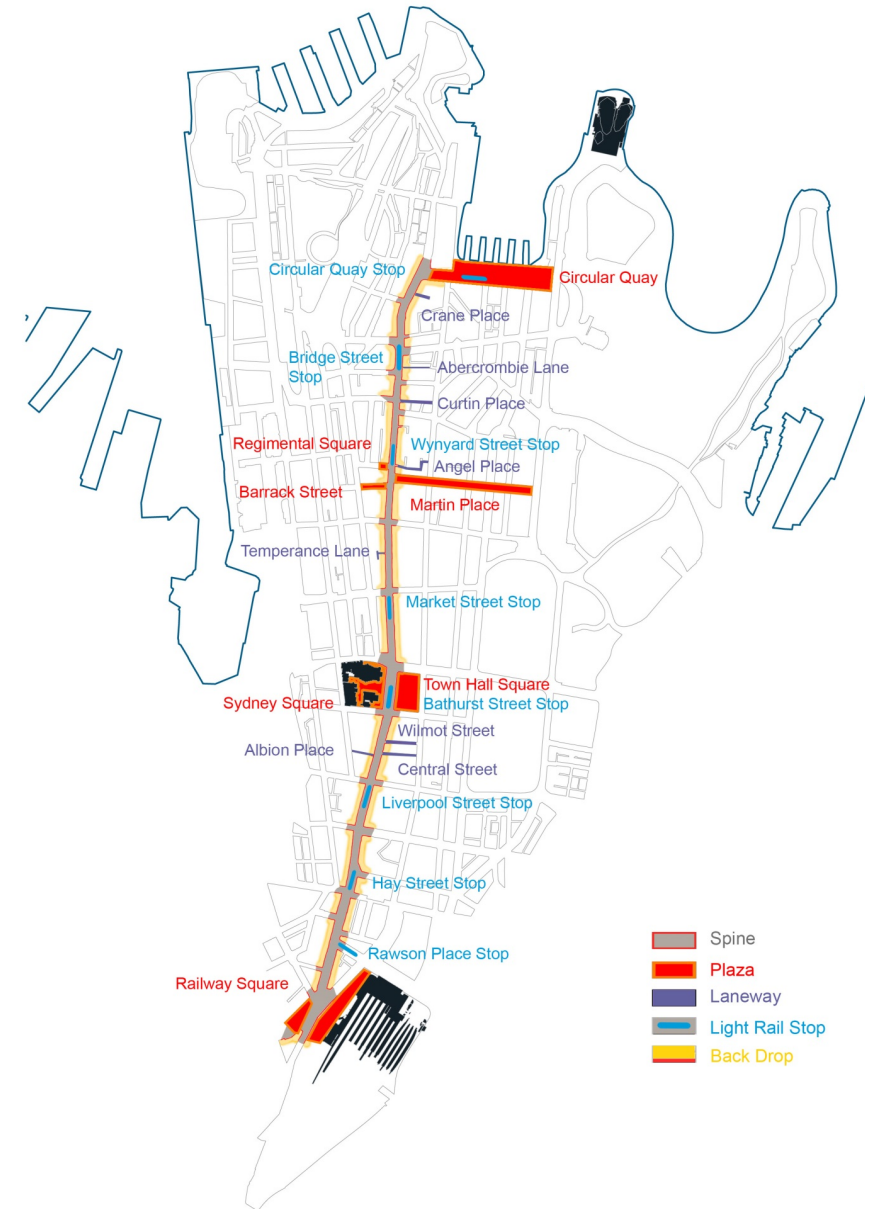
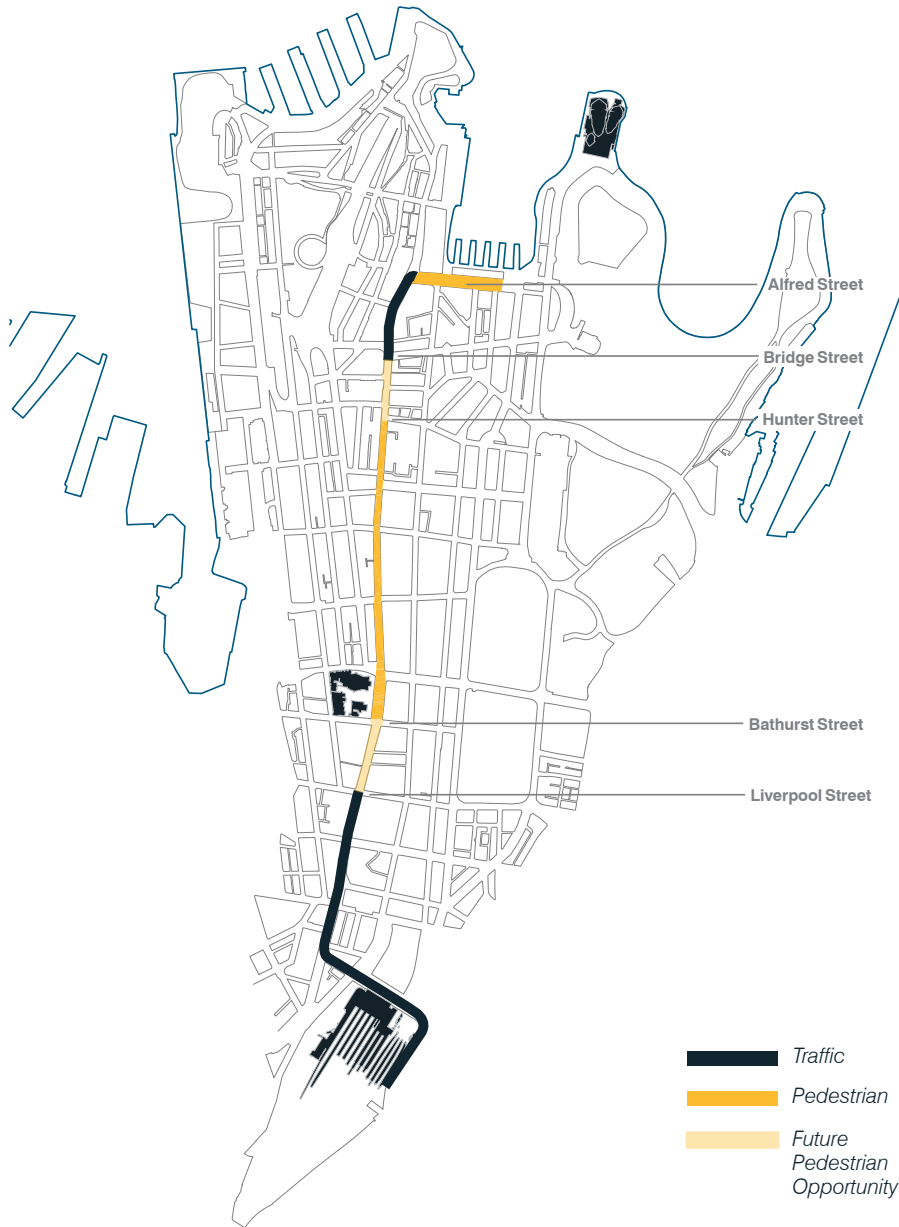
Investigation of approved DAs within the City of Sydney has identified that there are no approved DAs within the vicinity of the sign. One development which is currently under construction is described below.

200 George Street, Sydney

A major redevelopment of a key site along George Street, currently under construction providing 38,500 m² of office space. It is considered that that this scheme will not be impacted by the proposed sign due to a distance of 140 metres away from the site and due to its commercial use.



Aerial view - 200 George Street



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3 - URBAN DESIGN AND VIEW ASSESSMENT

3.1 - URBAN DESIGN ASSESSMENT

GMU has carried out an urban design assessment of the current and proposed signage to determine any impacts there may be to the public and/or private domain. This assessment is carried out in accordance with the guidelines and controls as identified within the previous section.

Siting

The current sign is located on the existing rail overpass which passes over George Street. It has overall dimensions of 8.48m x 2.46 m x 1.14m deep. Its siting is efficient within the extents of the existing rail structure. The proposed sign will have marginally smaller dimensions (8.15m x 2.29m x 1.076m) and is to be positioned in the same location.

Character of the Area

The current sign sits within an important part of Sydney CBD, with importance on transport, commercial and cultural and tourist uses. With this in mind, it has a distinct urban character, offering a variety of activity extending from day through to night. It is also a well-used location for a number of events and festivals in the area. Advertising signage in this environment is an integral part of communication both from a commercial and cultural perspective, and so is in keeping with themes for outdoor advertising. The proposed sign in the same location and overall dimensions of the current is considered to sit appropriately within the current character of the area. Within the immediate vicinity, the sign is located adjacent to a range of buildings and spaces including Herald Square, the Four Seasons Hotel, the Cahill Expressway and Goldfields House, all contributing to a diverse, active character.

The proposals for the new light rail station at Circular Quay, will only help to increase activity in the area. The incorporation of sensitively designed advertising signage as part of the streetscape is appropriate for the character and level of activity that it is intended in the future.



Goldfield House addressing Herald Square

Special Areas

The existing sign has a discreet location on the existing overpass infrastructure which is retained in the proposal. The proposed location of the sign does not obstruct or create any further impacts to the visual amenity of the surrounding area, which includes significant natural and built areas of Sydney Harbour, the Rocks, the Opera House and the north end of the Sydney CBD. The sign is not located within a conservation area under Sydney LEP 2012. Its location within the vicinity of a listed item, being the Tank Stream Fountain which is located within Herald Square, is not considered to have an impact on the significance of the fountain.



Tank Stream Fountain in Herald Square

Views and Vistas

As the existing sign is located within the physical extents of the existing infrastructure of the rail overpass, the proposal does not obscure or compromise any important views.

The sign is predominantly visible from the public domain and perceived as an oblique element on the Cahill Expressway infrastructure. Landscape between the sign and buildings reduces its visibility. Impact of the sign (given also slightly smaller and reduced in depth) is expected to be similar or slightly less. Currently the sign is not lit so the lux levels of the new sign will increase its night visibility. However, given the building use and general level of night time activity, there is considered to be no significant impact. The lighting report by Electro Light confirms these conclusions.

The sign is visible from a number of different angles from the public domain. This includes walking north down George Street on both left and right hand side of the road towards Circular Quay, and at various points either walking or sitting on public benches across Herald Square.

Private Domain Vistas

The Four Seasons Hotel at 199 George Street is the nearest building with habitable rooms. At ground level the sign is visible upon exiting from the lobby into the porte cochere. When viewed from the mezzanine level, the sign is screened by hedges on the podium terrace and is not visible. At the levels above mezzanine level, the only hotel rooms which would be able to view the sign are those on the north-east corner. However due to the nature of the occupancy movements of the rooms, with its use as a hotel, it is considered that any impact to these rooms would be minimal to the occupants. The hotel is located within one of the busiest precincts of the Sydney CBD, with high levels of vehicle movement, lighting at night, and general visual clutter, so that a level of visual 'business' within a busy precinct of the city is expected and accepted by occupants.



The Four Seasons Hotel



Mezzanine areas within the hotel

3.1 - URBAN DESIGN ASSESSMENT (CONTD)

Associated devices and logos with advertisements and advertising structures

The current sign sits adjacent to a smaller sign which is owned by Sydney Trains. The subject sign has a small logo to its right side advertising APN Outdoor. Neither of these two elements are considered to cause impacts.

Illumination

The current sign is not illuminated. The proposed sign conversion will result in the sign being lit using LED lights on a screen within the light box. The details of the light intensity has been assessed by Lighting Impact Assessment Report prepared by ElectroLight. Maximum lighting levels have been identified to meet the Transport Corridor Outdoor Advertising & signage Guidelines (SEPP 64). This level is required to ensure that there is no unacceptable glare either during the day or night and maintain safe levels when viewed by both pedestrians and vehicles. These light levels will ensure the sign does not detract from the amenity of hotel accommodation in the immediate vicinity.

The illumination intensity can be adjusted if required by the manufacturer.

Within these areas due to a CBD setting within vicinity of cultural and tourist precincts, with a high intensity of activity, there is extensive illuminated signage which already exists within the streetscape, including lit restaurant and bar signs, and lit retail signage. At night, with this presence of other illuminated signage and ambient lighting the proposed sign has the capacity to blend into its surroundings. In addition, the hotel rooms which are able to view the sign, would view it against the light and movement of the rail line and the Cahill Expressway and the visual attraction of the harbour and the Opera House.

The proposed illumination of the sign is considered to have negligible impact.

3.2 - VIEW ASSESSMENT

SITE VISIBILITY AND VISUALLY PROMINENT VIEWS

GMU has analysed the broader and local context and has considered the visual impact of the proposal from key locations within the public domain.

Six views have been taken of the sign in its existing context which give a good representation of how the sign is viewed from different angles.

FORMAT AND METHODOLOGY OF ASSESSMENT

FORMAT OF ASSESSMENT

For each view an initial summary of key features is shown, including:

- The approximate distance from the viewing location to the proposal;
- Whether the view is from an open space, a street, and a pedestrian or vehicular view;
- A rating of the location in terms of pedestrian activity and description of when such activity occurs; and

Following the initial summary, other features of the existing view are discussed. The outcome of this analysis is a preliminary conclusion based on the existing photograph only. This provides a broad categorisation of these issues using the following categories:

- View significance; and
- Potential visibility.

VIEW SIGNIFICANCE

The **view significance** is the importance of the view from the view location. Key factors which may influence the significance of the view location include:-

- Whether the view includes landmarks and iconic buildings;
- Whether the view includes water and/or land-water interfaces;
- Whether the view is open or enclosed;
- The level of visitation to the space, including its use during the day, at night

- and on weekends;
- Whether the view is appreciated from a static location or only in motion (for example from a moving vehicle); and
- Whether the space and location are used for large events and gatherings.

Six categories have been used in identifying view significance, as described below.

View significance	Description
NEGLIGIBLE	Glimpsed views from moving vehicles.
LOW	Views from service roads, spaces and streets with little pedestrian use.
LOW-MEDIUM	
MEDIUM	Views from streets and spaces or bridges with regular pedestrian traffic during the day and/or at night., including views from cars at traffic lights.
MEDIUM-HIGH	
HIGH	Views from landmark public open spaces and prominent locations around Sydney Harbour with high levels of pedestrian use and major events.

POTENTIAL VISIBILITY

The **potential visibility** is an assessment of the extent to which the proposal is likely to be seen within an existing view. Key factors which may influence the potential visibility of the proposal on a view include:-

- Overall potential visibility of the proposal within the view;
- The distance of the proposal from the view location;
- The elevation from the view location relative to the proposal;
- Whether the proposal is a major component within the view, or secondary to other elements;
- The context to which the proposal will be seen, whether this be part of an existing skyline silhouette, adjacent to neighbouring buildings or an object against the sky;
- Whether the proposal obstructs existing views to any key locations or icons.

The seven categories used to identify the extent of potential visibility are set out below:-

Potential visibility	Description
NIL	The proposal will not be visible.
NEGLIGIBLE	The proposal may be visible in part but to a very minor extent and blends with the view.
LOW	The proposal will be noticeable, however does not significantly change the view.
LOW-MEDIUM	
MEDIUM	The proposal may be reasonably visible and obscures a reasonable extent of the existing sky or reduces views to non-iconic built form or natural elements.
MEDIUM-HIGH	
HIGH	The proposal may be highly visible and may significantly change the scale of the view, or may obscure or significantly reduce views to landmark items or water.

IMPACTS

The **impact** of a proposal is a combination of the amount of change in the view and the quality of the changes within that view. Although similar to the 'potential visibility, the impact also takes into account the actual extent of change. Key factors which may influence the impact the proposal include:-

- Overall potential visibility of the proposal, including its distance and elevation from the view location as well as whether the proposal will be a primary visual element or a secondary element.
- The proposals detailed response to the view, whether it fits within its context or stands out as prominent, including the effects of its materiality, visual composition and overall appearance.
- Whether the proposal enhances the view
- The context within which the proposal will be seen, ie adjacent to neighbouring buildings, or as an object within space.
- Whether the proposal obstructs views to any key locations or icons.
- Whether luminescence at night time will impact.

Impact	Description
NONE/ NEGLIGIBLE	The proposal may be visible in part, however any change from the existing view is either unnoticeable or barely discernible.
MINOR	The proposal will be visible, however is not a prominent feature within the view.
MODERATE	The proposal does not substantially change the scale and quality of the view. The proposal may obscure some open sky or reduce views to less important visual elements.
SIGNIFICANT	The proposal may provide a change in scale from other elements within the view. The proposal may obscure view elements which are important but not iconic.
SEVERE	The proposal is prominent within the view, substantially changing its focus or character. It may obscure view elements which are important but not iconic.
DEVASTATING	The proposal is the most prominent element within the view, significantly changing the character and obscuring views of iconic elements.

ACCEPTABILITY

The **acceptability** is whether the impact of the proposal within the view is positive or adverse. It relates to the view significance and the impact of the view, as well as the quality of impact. A proposal is more likely to have a beneficial quality if it:

- Complements the character of its setting;
- Follows the relevant planning objectives;
- Does not materially change or improve.

The three categories used in defining acceptability of view are described below:-

Acceptability	Description
ACCEPTABLE	The impact of the proposal is beneficial, balanced, or in the case that it is adverse, the impact and the significance are low.
ACCEPTABLE WITH MITIGATION MEASURES	The proposal will have some adverse effects, however, these can be eliminated, reduced, or offset to a large extent by specific measures.
UNACCEPTABLE	The adverse effects are considered too excessive and are unable to be practically mitigated.

3.3 - THE VIEWS

Six views of the existing sign have been considered in order to carry out the view assessment and determine the overall suitability of the proposals, with a commentary on the reasons for their selection described below.

Views have been selected from locations which is significant from the public domain, and locations where members of the public are most likely to view the sign - for example, standing at a bus stop, sitting on a bench, walking along the dedicated footpath.

View 1 - This view is taken as viewed by a pedestrian entering westwards into Herald Square at the end from Pitt Street Pitt Street.

View 2 - This view is taken as viewed by a pedestrian from one of the street benches located along the Herald Square, addressing Alfred Street.

View 3 - This view is taken as viewed by a building visitor from the base of the entry steps to Goldfield House, upon leaving the building and entering the square.

View 4 - This view is taken as viewed by a hotel visitor from the porte cochere of the Four Seasons Hotel, upon exiting the lobby.

View 5 - This view is taken as viewed by a pedestrian walking north along the east side of George Street.

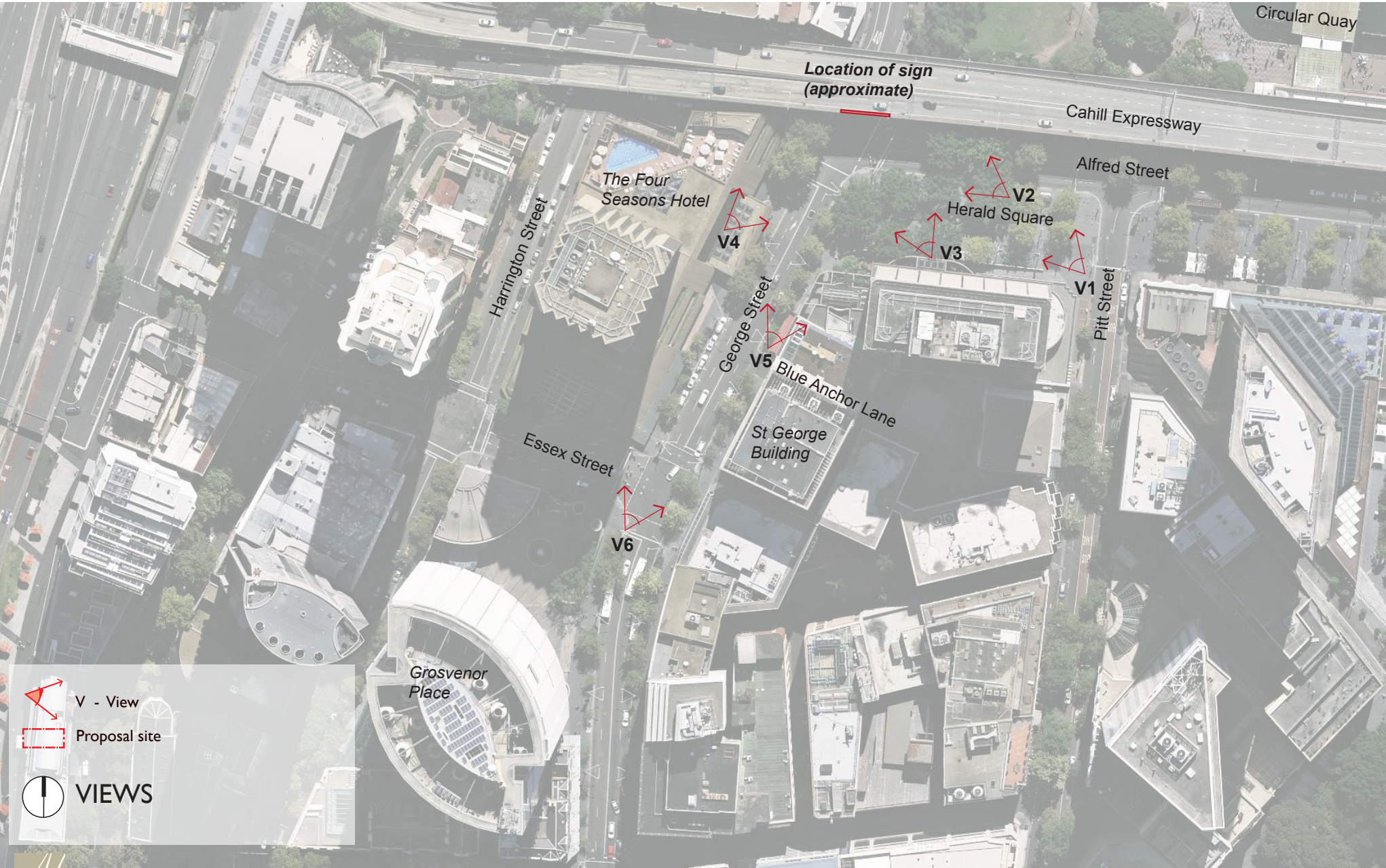
View 6 - This view gives a long view taken as viewed by a pedestrian waiting to cross at traffic lights on the west side of George Street near Essex Street.

The table below and the viewing map on the facing page provide the summary of all views taken for the assessment of the sign proposal. Detailed analysis of each of the views is then provided within the next section.

SUMMARY TABLE DESCRIBING THE VIEWS SELECTED FOR ANALYSIS, THE PROPOSAL'S IMPACT AND ACCEPTABILITY

View	Location Description	View Distance (approx. metres)	Significance of view	Impact	Impact acceptability
View 1	Public domain	85m	Medium	None / Negligible	Acceptable
View 2	Public domain	50m	Medium	None / Negligible	Acceptable
View 3	Public domain	50m	Medium	None / Negligible	Acceptable
View 4	Private domain	56m	Medium	None / Negligible	Acceptable
View 5	Public domain	80m	Medium	None / Negligible	Acceptable
View 6	Public domain	150m	Medium	None / Negligible	Acceptable

3.3 - THE VIEWS



Aerial photo identifying view locations and numbers

VIEW I - DAYTIME HERALD SQUARE FROM PITT STREET

Distance to site	85 m (approx.)
Category of view	Open space / street/ pedestrian view to sign
Pedestrian activity	High - (daytime on weekdays and weekends)

This viewing location provides broad diagonal views during daylight looking north west across Herald Square upon entering it at the end of Pitt Street. This view is typical of this approach into the square from this direction, with street trees obscuring part of the view of the sign. These trees are a combination of evergreen and deciduous so the view is partly obscured all year round. The sign is a secondary element to other streetscape elements such as the trees, light standards, traffic lights and street benches. On this basis the visibility is negligible. As the new sign will be in the same location, it will have no impact on how the current view is experienced. The impact is negligible and considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE

VIEW I - NIGHTTIME HERALD SQUARE FROM PITT STREET

Distance to site	85 m (approx.)
Category of view	Open space / street/ pedestrian view to sign
Pedestrian activity	Medium - (night time on weekdays and weekends)

This view is the night time view from the same location. During the evening, street lighting through the square illuminates the foreground of the view. The illuminated new sign will be a secondary element located amongst and beyond other lit streetscape elements within the area. On this basis the impact is negligible and the impact is considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE



View I - day



View I - night

VIEW 2 - DAYTIME

HERALD SQUARE FROM PARK BENCH

Distance to site	50 m (approx.)
Category of view	Open space / street / pedestrian view to sign
Pedestrian activity	High - (daytime on weekdays and on weekends)

This viewing location provides broad diagonal views looking west obliquely along Alfred Street towards the sign from one of the benches located parallel to Alfred Street. There are several benches located alongside Alfred Street and this is a typical view from the mid distance. A large evergreen street tree obscures part of the view of the sign. The visibility is negligible as the sign is perceived as part of the rail superstructure and within the general built environment with other signage along Alfred Street. As the new sign will be in the same location and of a similar size and elevation, it will have no impact on the current view. The impact is negligible and the impact is considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE

VIEW 2 - NIGHT TIME

HERALD SQUARE FROM PARK BENCH

Distance to site	50 m (approx.)
Category of view	Open space / street / pedestrian view to sign
Pedestrian activity	Medium - (night time on weekdays and weekends)

The night time view is combined with other ambient lighting such as street lighting. These elements light up the foreground of the view. The illuminated sign will be a secondary element located amongst and beyond other illuminated streetscape elements within the area. On this basis the impact is negligible and is considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE



View 2 - day



View 2 - night

VIEW 3 - DAYTIME

HERALD SQUARE FROM GOLDFIELDS HOUSE

Distance to site	50 m (approx.)
Category of view	Open space / street/ pedestrian view to sign
Pedestrian activity	High - (daytime on weekdays and weekends)

This viewing location is from the base of the entry steps to Goldfield House and provides direct views looking north across to the sign. This view is a typical view that visitors to Goldfiled House would see on leaving the building at the base of the steps. From this direction, a large evergreen street tree and smart light pole obscure part of the view of the sign. Within the foreground of this view is the listed Tank Stream Fountain which is a heritage item under the Sydney LEP 2012. The sign is a secondary element to the rail infrastructure, landscape and views of George Street beyond. On this basis the visibility is negligible. As the new sign will be in the same location, it will have no impact on the current view. The impact is negligible and is considered acceptable.

CONCLUSIONS:

View significance: HIGH

Potential visibility: NEGLIGIBLE

VIEW 3 - NIGHT TIME

HERALD SQUARE FROM GOLDFIELDS HOUSE

Distance to site	50 m (approx.)
Category of view	Open space / street/ pedestrian view to sign
Pedestrian activity	Medium - (night time on weekdays and weekends)

During night time, the proposed sign will be illuminated. Ambient lighting contributes to the view with due to street lights, traffic lights and the retail shop fronts beyond within the Rocks. In this context, the sign will not be a dominant visual element but will sit comfortably as a secondary element amongst other ambient lighting both in the foreground and background of the view. On this basis the impact is negligible and is considered acceptable.

CONCLUSIONS:

View significance: HIGH

Potential visibility: NEGLIGIBLE



View 3 - day



View 3 - night

VIEW 4 - DAYTIME

FOUR SEASONS COVERED DROP OFF SPACE

Distance to site	56 m (approx.)
Category of view	Undercover entry space within the private domain
Pedestrian activity	Medium - (daytime on weekdays and on weekends)

This viewing location from the covered entry drop-off space at the Four Seasons Hotel provides views looking north east across to the sign. This view is typical for hotel guests and visitors leaving the hotel lobby and entering the drop-off space for a taxi pick-up or walk into the city. From this viewpoint, a deciduous street tree obscure more than half the view of the sign. Other streetscape elements which don't obscure but contribute to the view include the Smart poles with traffic lights and banners. The sign is a secondary element behind the tree in the foreground and these other streetscape elements. The visibility is negligible. As the new sign will be in the same location, it will have no impact on the current view which is experienced. The impact is negligible and the impact is considered acceptable.

CONCLUSIONS:

View significance: HIGH

Potential visibility: NEGLIGIBLE

VIEW 4 - NIGHT TIME

FOUR SEASONS COVERED DROP OFF SPACE

Distance to site	56 m (approx.)
Category of view	Undercover entry space within the private domain
Pedestrian activity	Medium - (night time on weekdays and weekends)

During night time, the proposed sign is illuminated. The ambient lighting of the hotel porte cochere, along with the traffic lights and street lighting contributes considerable light spill to the foreground of the view. In this context, the sign will not be a dominant element but in fact is quite recessive amongst other ambient lighting both in the foreground and background of the view. On this basis the impact is negligible and the impact is considered acceptable.

CONCLUSIONS:

View significance: HIGH

Potential visibility: NEGLIGIBLE



View 4 - day



View 4 - night

VIEW 5 - DAYTIME GEORGE STREET EAST SIDE

Distance to site	80 m (approx.)
Category of view	Open space / street / pedestrian view to sign
Pedestrian activity	High - (daytime on weekdays and weekends)

This location provides a more direct longer view looking north along George Street towards the sign. Within the view, streetscape elements including deciduous trees, and Smart poles which obscure part of the view. As the new sign will be in the same location, it will have no impact on the current view which is experienced. The impact is negligible and the impact is considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE



View 5 - day

VIEW 5 - NIGHT TIME GEORGE STREET EAST SIDE

Distance to site	80 m (approx.)
Category of view	Open space / street/ pedestrian view to sign
Pedestrian activity	Medium - (night time on weekdays and weekends)

During night time the ambient lighting contributes significant illumination within the view due to the street lights, traffic lights and signage of the hotel and restaurants along George Steet, and lighting beyond the overpass in the Rocks. In this context, the sign will not be a dominant element but sit amongst built form and infrastrucutre elements as a less prominent light source. On this basis the impact is negligible and is considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE



View 5 - night

VIEW 6 - DAYTIME

GEORGE STREET FROM ESSEX STREET

Distance to site	150 m (approx.)
Category of view	Open space / street / pedestrian view to sign
Pedestrian activity	High - (daytime on weekdays and on weekends)

This location provides a direct long distance view looking north along George Street towards the sign. Within the view, streetscape elements including deciduous trees, and smart poles obscure part of the view. As the new sign will be in the same location, it will have no impact on the current view. The impact is negligible and the impact is considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE



View 6 - day

VIEW 6 - NIGHT TIME

GEORGE STREET FROM ESSEX STREET

Distance to site	150 m (approx.)
Category of view	Open space / street / pedestrian view to sign
Pedestrian activity	Medium - (night time on weekdays and weekends)

During the evening, the existing ambient lighting contributes a high level of illumination within the view that dominates the sign such that it is a recessive element almost lost within this overall visual field. On this basis the impact is negligible and is considered acceptable.

CONCLUSIONS:

View significance: MEDIUM

Potential visibility: NEGLIGIBLE



View 6 - night

5 - CONCLUSION AND RECOMMENDATIONS

CONCLUSION AND RECOMMENDATIONS

Based on GMU's assessment discussed in previous chapters of this report, this urban design and visual impact assessment shows that the proposed sign on the rail overpass at George Street will overall have nil to negligible impact on the existing public and private domain of areas and views immediately adjacent.

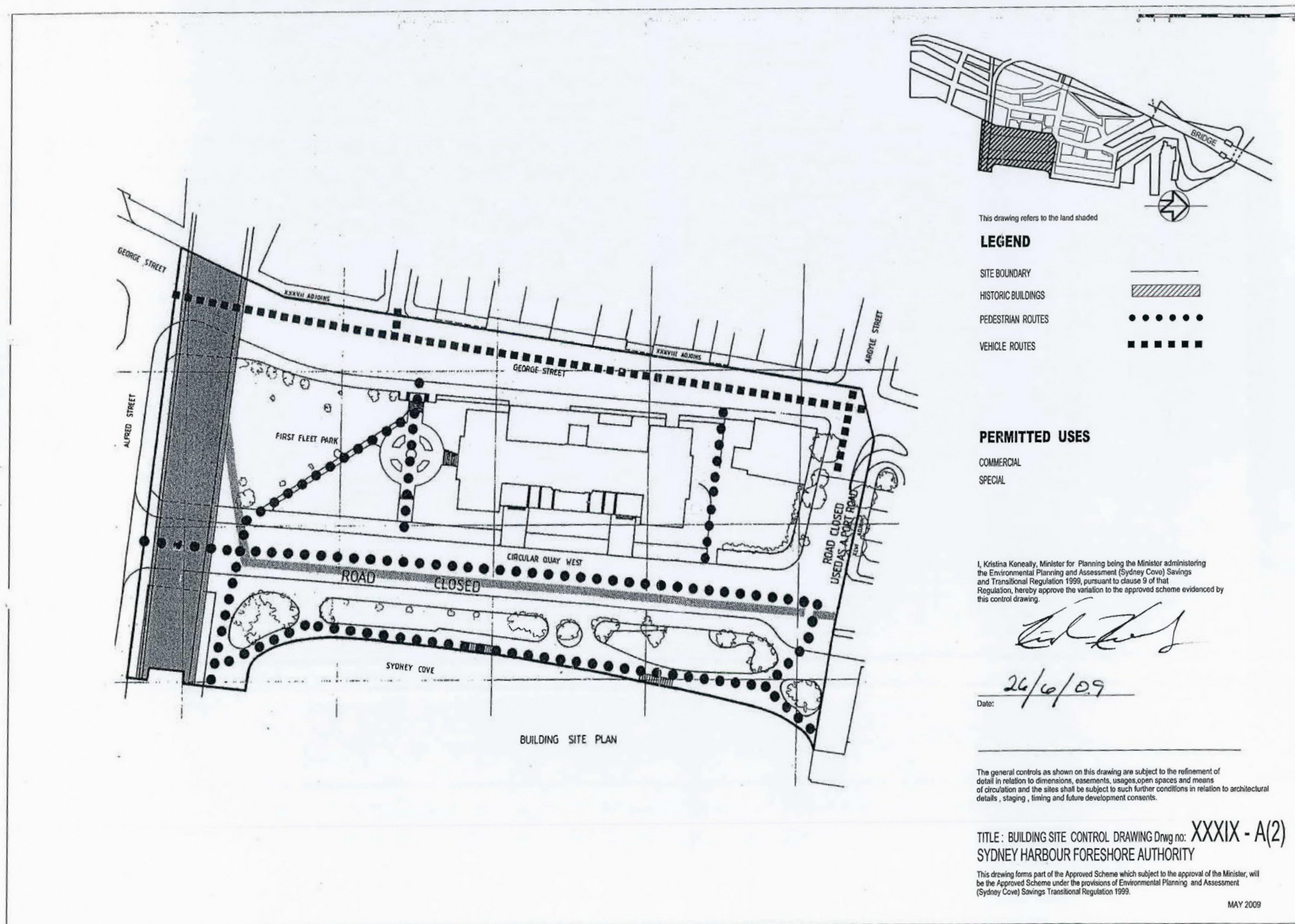
The reasoning for this conclusion is due to:-

- The proposed sign is to have the same physical dimensions (slightly smaller but negligible) and characteristics as the current sign so does not alter the current views that are experienced as the current sign does, nor block any significant views to iconic landmarks or water from the public domain.
- The sign is located within an area of high pedestrian activity, including tourist icons and general visual complexity. In such a context, signage forms an integral activity and visual interest element.
- The introduction of an internally illuminated sign is considered to be an element that is appropriate with such a visual context. It will sit as an appropriate part of the streetscape elements and feature lighting of retail shops and restaurants.
- The introduction of a new light rail route and stop within close proximity to the sign is conducive to the presence of well-designed advertising signage.

In considering the overall balance of the acceptability of the proposal, consideration of the benefits to the public also should be considered. As well as displaying items of commercial benefit, the sign also currently advertises items of benefit to the local and wider public, for example, major events in Sydney.



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Sydney Cove Redevelopment Authority Scheme (SCRA) - Building Site Control Drawing XXXIX

