



URBIS

SAUNDERS STREET AND MILLERS STREET, PYRMONT VISUAL IMPACT ASSESSMENT

PREPARED FOR
JCDECAUX
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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 prepare a Visual Impact Assessment relating to the proposed installation of a third-party digital advertising sign (the proposed sign) near the intersection of Miller and Saunders Street within Pyrmont (the site).

1.2 PROPOSED DEVELOPMENT

The proposed development is for the replacement of an existing static advertisement sign with a digital advertising sign. The proposed sign will be taller and narrower than the existing sign.

The base of the sign will be installed on a piled concrete pier column within the light rail corridor located adjacent to the intersection of Miller Street and Saunders Street. The display will be southwest facing and will project above a fence adjacent to the footpath on the north-eastern corner of the Miller Street and Cleveland Street intersection.

The proposed development includes the following:

- Removal of the existing JCDecaux static advertisement sign.
- Installation of a new digital advertising sign including stainless steel cladding with laser cut JCDecaux logo on the front and perforated mesh on the rear.
- The maximum dimensions of the sign (excluding pier) will be 8.290m x 3.172m.
- The digital screen dimensions will be 4.608m x 3.072m.

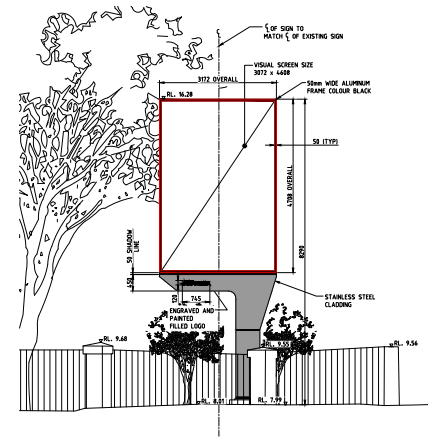


Figure 1 Proposed development (front elevation)
(DBCE, dated March 2022)

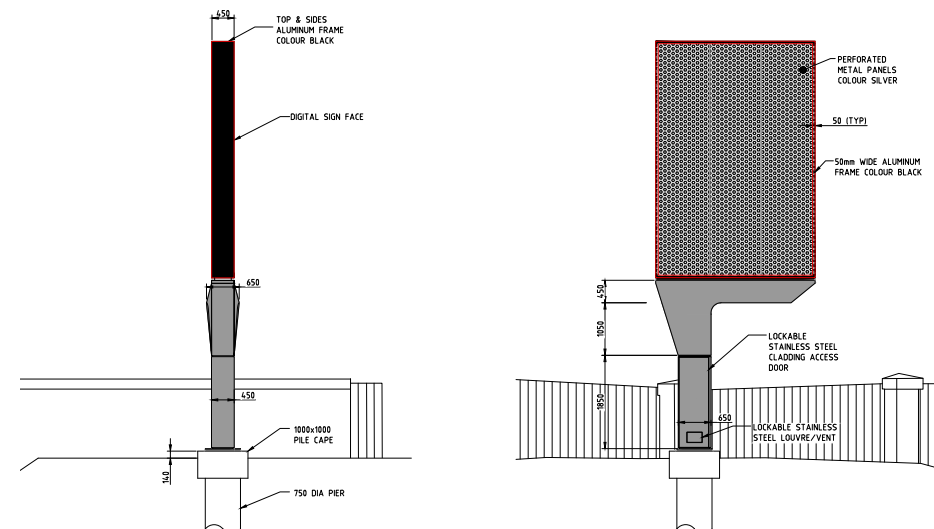


Figure 2 Proposed development (side and rear elevation)
(DBCE, dated March 2022)

2.0 METHODOLOGY

The methodology employed for this VIA is based on an analysis of a number of published methods including the Guidelines for Landscape and Visual Impacts Assessment 3rd edition, published by the Landscape Institute and Institute of Environmental Management and Assessment (GLVIA) and on experience gained by the project lead working at Richard Lamb and Associates (RLA), specialists in visual impact assessment.

This report also draws on the method outlined in the Guideline for landscape character and visual impact assessment, Environmental Impact Assessment practice note EIA-NO4 prepared by the Roads and Maritime Services December 2018 (RMS LCIA). Although the content and purpose of the RMS LCIA is to assess the impact on the aggregate of an area's built, natural and cultural character or sense of place rather than solely on views, it provides useful guidance as to the logic and process of visual impact assessment (VIA).

Regard has also been given to the requirements of State Environmental Planning Policy (Industry and Employment) 2021, the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 and the Sydney DCP 2012.

The Urbis methodology identifies objective information about the existing visual environment, analyses the extent of visual effects on those baseline characteristics and unlike other methods, considers the importance of additional layer of information such as view place sensitivity or compatibility with visual character or important features that may be present in the local visual context. Separating objective facts from subjective opinion provides a robust and comprehensive matrix for analysis and final assessment of visual impacts.

Reviewing and combining industry best practice, Urbis continually reviews and develops its VIA methodology so that it is appropriate for application across both rural and urban visual context.

The sequence of steps and flow of logic is shown in Figure 3.

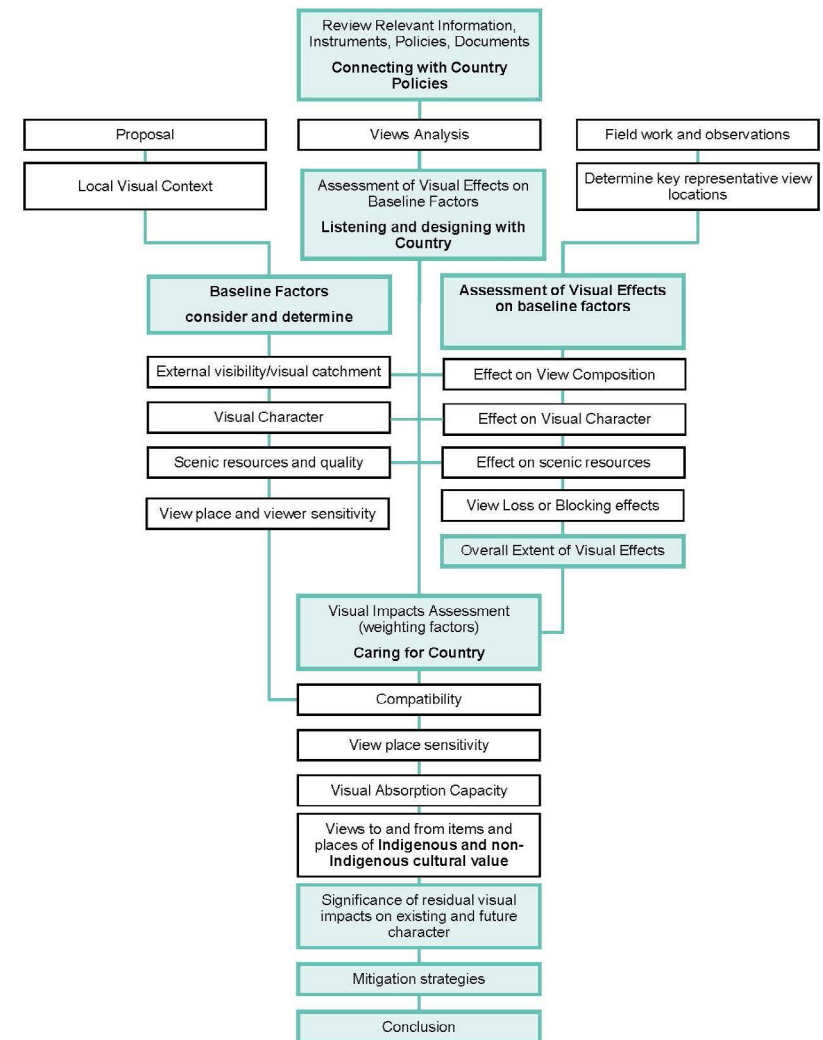


Figure 3 VIA Methodology Flowchart

3.0 BASELINE FACTORS

3.1 VISUAL CHARACTER

The subject site is located within a light rail corridor which passes in a cutting below Miller Street. The banks of the cutting are lined with trees and there is a small fence along the Miller Street and Saunders Street boundary. Between the fence and trees there is an existing advertisement sign (which will be replaced as part of this proposal). A cycle path and zebra crossing are immediately adjacent to the site.

The site has local and state heritage significance (refer to section 3.1.1 for further details). These heritage items are generally not visible from the public domain area on Miller Street and Saunders Street because they are located below street level where views towards these items are partially blocked by walls/fencing and existing mature vegetation.

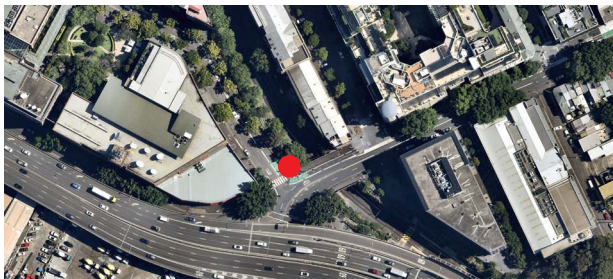


Figure 4 Site area with installation location indicated in red (Source: NSW Planning Portal)

3.2 SURROUNDING VISUAL CONTEXT

The wider area is characterised by mixed use, commercial and residential buildings of up to ten storeys for example to the east of the site at 102 Millers Street. The building opposite the site on Saunders Street at 140 Bank Street is two storeys and has minimal active frontage on the Saunders Street side. Bank Street, southwest of the site, is overshadowed by the Western Distributor which passes above.

3.3 POTENTIAL VISUAL CATCHMENT

The proposed sign has a small and localised visual catchment, being visible for less than 50m north and east from the intersection of Miller Street and Saunders Street, beyond which views to it are blocked by intervening street tree canopy and buildings. The sign will be visible to the southwest from parts of the wider Fish Market precinct and cement works land. Based on street scape observations we anticipate that the proposed sign will be of low or no visibility from private domain locations or public spaces other than from the immediately adjoining street scape.

3.4 SCENIC QUALITY

Scenic quality relates to the likely expectations of viewers regarding scenic beauty, attractiveness or preference of the visual setting of the subject site and is a baseline factor against which to measure visual effects. Criteria and

ratings for preferences of scenic quality and cultural values of aesthetic landscapes are based on empirical research undertaken in Australia by academics including Terrance Purcell, Richard Lamb, Colleen Morris and Gary Moore.

Therefore, analysis of the existing scenic quality of a site or its visual context and understanding the likely expectations and perception of viewers is an important consideration when assessing visual effects and impacts.

Comment: Low

The site itself, although a heritage item, is considered to be of low scenic quality being within a light rail corridor and being located in an urban area with no scenic or landscape features other than trees located on streets and within the light rail corridor.

3.5 VIEW PLACE SENSITIVITY

View place sensitivity refers to the importance of a view or view place in the public domain. View place sensitivity means a measure of the public interest in the view. The public interest is considered to be reflected in the relative number of viewers likely to experience the view from a publicly available location. Places from which there would be close or middle-distance views available to large numbers of viewers from public places such as roads, or to either large or smaller numbers of viewers over a sustained period of viewing time in places such as reserves, beaches and walking tracks, are considered to be sensitive viewing places.

Comment: Medium

A high number of viewers are likely to be exposed to views of the site and proposed sign by virtue of the site being within a mixed-use area and near a busy transport corridor. The sign faces towards the road intersection, rather than the core of the mixed-use area.

3.6 VISUAL CLUTTER

Road safety research in Australia refers to visual clutter as being a variety of forms, structures, images, moving, or static objects including signs, that may compete for visual prominence in a view or visual context. Visual clutter can be categorised as follows:

1. 'Situational clutter,' or traffic, includes all the moving objects on and next to the road that must be attended for safe driving (including pedestrians as well as other vehicles).
2. 'Designed clutter,' or signage, includes all those objects that road authorities use to communicate with the driver, such as road markings, traffic signs and signals; these items must also be attended for safe driving.
3. 'Built clutter' includes all other potential sources of visual clutter: buildings and other infrastructure, shop signage, and advertising billboards. These objects may distract attention from the driving task and/or make the background visually complex.

Sourced 2008 Australasia Road Safety Research, Policing and Education Conference, Adelaide South Australia.

Comment: Medium

Views in the vicinity of the site and proposed sign include street lights, traffic lights, small directional signs and a bus stop with a built-in advertisement. When facing west a Channel Ten sign is visible above the building line; however, this sign is significantly elevated above and spatially separated from the proposed sign such that it is not visible in the same composition. In close direct views from within the intersection there are no traffic lights immediately adjacent or included in views to the proposed sign.

The proposed sign replaces an existing sign so that no new additional features will be introduced into the composition of views and no additional visual clutter will be generated.

3.7 VIEWER SENSITIVITY

Viewer sensitivity is a judgement as to the likely level of private interest in the views that include the proposed development and the potential for private domain viewers to perceive the visual effects of the proposal. The spatial relationship (distance), the length of exposure and the viewing place within a dwelling are factors which affect the overall rating of the sensitivity to visual effects.

Comment: Low

All buildings east of the site are mixed use or residential, however no private domain locations in any of these buildings are expected to have access to views of the proposed sign because of the blocking effects of trees or other buildings. For example, all private views from residences at 102 Miller Street to the east are likely to be blocked by the building at 15 Jones Street.

The building at 15 Jones Street is directly to the east of the site and it has four habitable storeys with its wider western frontage facing the site, including balconies. There are potential views towards the site from these locations, however it is noted that potential views would be facing to the rear of the sign and would be heavily screened by mature, vegetation located within the light rail corridor.

4.0 RELEVANT CONTROLS, GUIDELINES AND POLICIES

4.1 STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021 AND TRANSPORT CORRIDOR OUTDOOR ADVERTISING AND SIGNAGE GUIDELINES 2017

The Industry and Employment SEPP sets out relevant rules in relation to permissibility of outdoor advertising and signage. The Guidelines complement the provisions of Industry and Employment SEPP under the Environmental Planning and Assessment Act 1979 (the EP&A Act).

An aim of the Industry and Employment SEPP is to ensure that signage (including advertising) is compatible with the desired amenity and visual character of an area.

The Industry and Employment SEPP prescribes the following requirements:

- Panoramic photographs of the proposed site are required, including when viewed from ground level within a visual catchment of 1km of the site and all critical viewpoints. Photographs should show any traffic control devices located within 100m of approaches to the proposed site, and any traffic control devices that would be visible beyond the proposed site. Accurate perspective photomontages of the proposed sign, at human eye level from the driver's perspective, taken from critical viewing points in advance of the sign in each approach direction are

required. Where view corridors or vistas are impacted by the proposed sign a photomontage should be included clearly demonstrating the sign's impact.

Comment: The above requirements have been adhered to as part of this assessment where possible and relevant and 50mm medium focal length photographs have been documented to show the visual setting of the subject site and the proposed development within it.

4.1.1 INDUSTRY AND EMPLOYMENT SEPP – SCHEDULE 5 ASSESSMENT CRITERIA

The matters relevant to visual impact are detailed below. A response is provided, where relevant to visual change and should be read in conjunction with other sections of this report. Other matters will be addressed by others including traffic and illumination consultants.

1 Character of the area

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

Comment: The site is located within a light rail corridor within a visual context that is predominantly characterised by mixed-use development. A future significant visual change to the area is considered unlikely and the visual character of the rail corridor itself is likely to remain as current for the long term.

In the Sydney DCP 2012, the Pyrmont Locality Statement is relevant and includes principles which seek to 'maintain views and vistas from the public domain to the harbour,

Central Sydney and surrounding areas, and conserve views and vistas within and beyond the neighbourhood, particularly from the public domain. The proposal does not impact views of any of these features and as such satisfies this principle.

2 Special areas

- Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

Comment: The light rail corridor within which the sign is placed includes the following local and state heritage designations:

- State: Pyrmont and Glebe Railway Tunnels
- Local: Escarpment face from former quarry
- Local: Rail cutting

The heritage items are of low visibility from the public domain locations on Miller Street and Saunders Street because they are located below street level and views to them are blocked by existing walls and vegetation. The proposed sign is located at higher elevation to the heritage items and spatially well separated from them. In this regard views to the heritage items if available, are unlikely to include the proposed sign and therefore the proposed sign is unlikely to block access to views to and from the heritage items. The proposed sign, which will replace an existing sign of comparable size in the same location, will therefore not significantly change the existing visual arrangement and will not significantly detract from

the visual appearance of setting in which these items are located.

There are no notable natural or open spaces at or near the site, including waterways and rural landscapes.

The nearest residential locations which have direct potential views towards the proposed sign are the apartment buildings at 17 Jones Street (20m northeast), 102 Miller Street (40m northeast) and 55 Miller Street (50m east). Access to potential views to the proposed sign will predominantly be blocked by trees in the rail corridor from these locations.

Therefore, the proposed sign which replaces an existing sign does not detract or significantly alter the existing levels of amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.

3 Views and vistas

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

Comment: There are no important views identified in this area or documented in the City of Sydney DCP 2012. Views in this area consist predominantly areas of mixed-use buildings, open sky and transport infrastructure.

The proposed sign will not dominate the skyline or reduce the quality of vistas given that it will not project above the tree line, similar to the existing sign which will be removed. There are no other advertisements in this location and therefore rights of other advertisers will not be impacted.

4 Street scape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

Comment: The proposed sign will not be out of character with the streetscape, which has an urban character and within which there is existing signage and lighting structures and will not be out of proportion to the wider area which contains buildings of up to ten storeys.

The proposed sign will generate visual interest within the area of the transport corridor without impacting upon the wider mixed-use character of the area. The sign is a bespoke design and is considered improvement on the existing static sign. The sign will be seen against trees (from the west and south) which it will not project above and will be concealed by trees (from the north and east).

Ongoing vegetation management will likely be required, but it would not be in excess of current requirements.

5 Site and building

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

Comment: There are no buildings within the site, which is a light rail corridor cutting located below street level. The proposed sign is comparable in scale to the existing sign which will be removed, though taller and narrower. The proposed sign is taller and narrower than the existing sign which will be removed, and so it is considered compatible with the scale and character of the site.

6 Associated devices and logos with advertisements and advertising structures

Comment: No safety devices, platforms, lighting devices are proposed and a JCDecaux logo is inconspicuous, being laser cut into the frame of the sign.

7 Illumination

Comment: A separate Lighting Impact Assessment has been prepared for this proposal and should be referred to regarding illumination impacts.

8 Safety

Comment: A separate Traffic Safety Assessment has been prepared for this proposal and should be referred to for details regarding traffic safety.

4.1.2 LAND USE COMPATIBILITY

The Transport Corridor Outdoor Advertising and Signage Guidelines state that the Minister may not accept a DA if the Minister determines that the display of the advertisement is not compatible with surrounding land use, taking into consideration the relevant provisions of these Guidelines.

The land use compatibility criteria in Table 1 of the Transport Corridor Outdoor Advertising and Signage Guidelines assist in determining whether proposed signs are incompatible with surrounding land use

The requirements of Table 1: Land Use Compatibility Criteria – Transport Corridor Advertising are summarised as follows:

- Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:
- Environmentally sensitive area
- Heritage area
- Natural or other conservation area
- Open space (excluding sponsorship advertising at sporting facilities in public recreation zones)
- Waterway

- Residential area (but not including a mixed residential and business zone, or similar zones)
- Scenic protection area
- National park or nature reserve.

Comment: The site has local and state heritage significance. These heritage items are of low visibility from the public domain in Miller and Saunders Streets because of its siting below street level and due to the screening effects of intervening walls and vegetation. The proposed sign replaces an existing sign of similar dimensions at the same location. As such the proposal will not significantly alter the visual context and setting of the heritage items. The proposed sign would have no significant impact on views to adjacent heritage items.

The remainder of the areas in the above list are not applicable.

- Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.

Comment: The proposed sign replaces an existing sign in the same location and will not protrude into the skyline or obscure or compromise any significant scenic views because of the trees and buildings situated immediately behind the sign.

- Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.

Comment: As stated previously in this section, the site has local and state heritage significance. These heritage items are of low visibility from the public domain in Miller and Saunders Streets because of its siting below street level and due to the screening effects of intervening walls and vegetation. The proposed sign replaces an existing sign of similar dimensions at the same location. As such the proposal will not significantly alter the visual context and setting of the heritage items. The proposed sign would have no significant impact on views to adjacent heritage items.

- Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.

Comment: The proposed sign will sit within a railway corridor in a locality with existing built structures which are larger scale compared to the existing and proposed sign. The design of the replacement sign is more visually interesting than the existing sign which will be removed and is therefore considered an improvement.

4.2 SYDNEY DCP 2012

Advertising structures with electronic screens are to be assessed against Section 3.16.7.2 of the Sydney DCP 2012 (Replacement, modification or conversion of an existing approved advertising structure to an electronic variable content advertising structure).

Section 3.16.7.2 states:

Electronic variable content advertising structures are not to result in a visual impact that detracts from the existing visual character of the site, streetscape or skyline. A visual impact assessment report is to be prepared in accordance with Council guidelines in Clause 11.1 of Schedule 11 (Electronic variable content advertising structures) of this DCP. The consent authority may waive the requirement for a visual impact assessment report where it is satisfied the proposal is minor in nature and satisfies the matters identified in this clause.

Guidelines for a Visual Impact Assessment report are detailed in Section 11.1 of Schedule 11 (Electronic variable content advertising structures) of the Sydney DCP.

Comment: The method utilised as part of the Visual Impact (as described in Section 3 of this report) was prepared with regard for Section 11.1 of Schedule 11 of the Sydney DCP (and the Industry and Employment SEPP) as well as the specifics of the proposed sign and area.

5.0 EFFECT ON BASELINE FACTORS

5.1 VIEW PLACE MAP AND DOCUMENTED VIEWS FROM THE VISUAL CATCHMENT

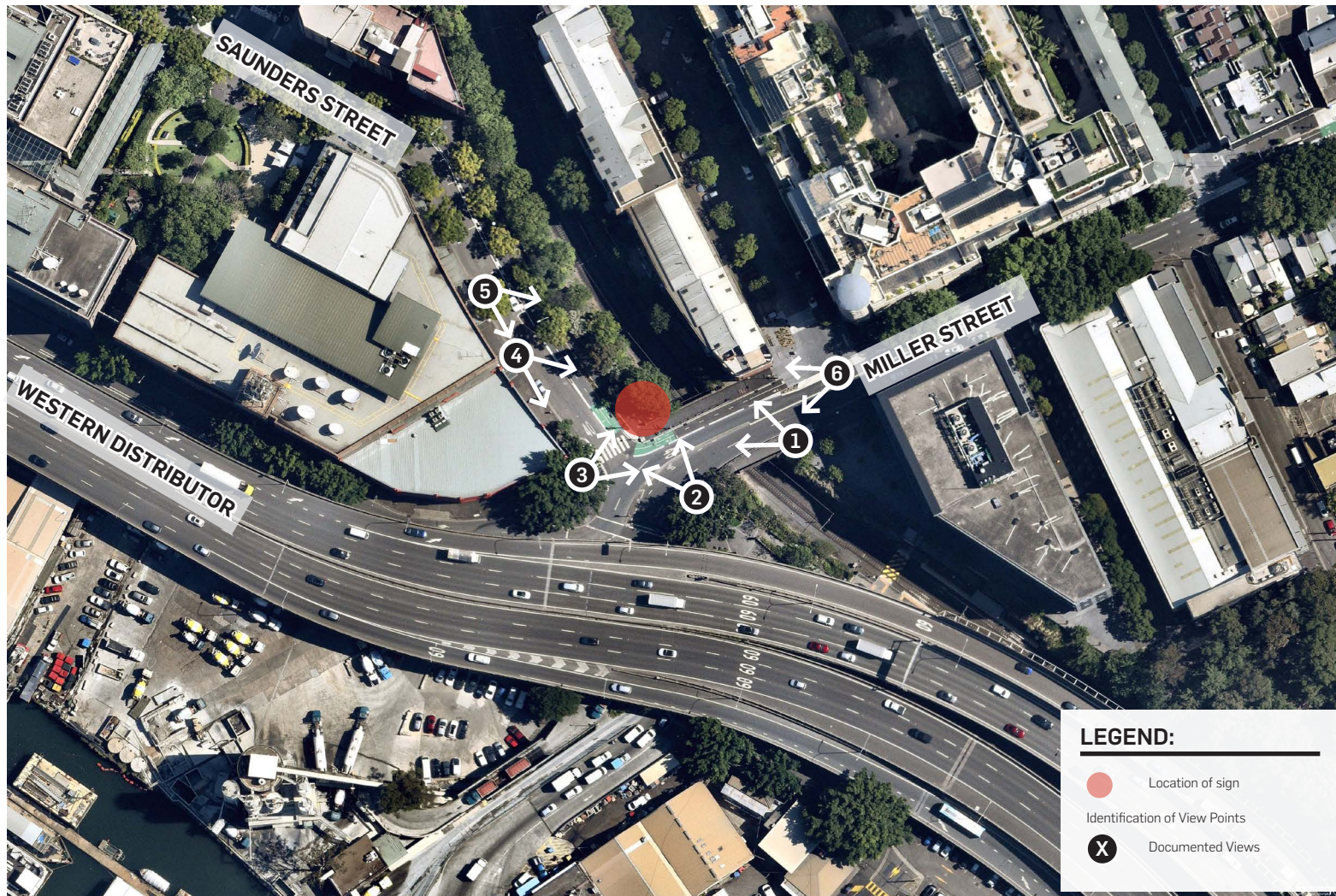




Plate. 1 View from the east to the rear of the sign near Miller Street.



Plate. 2 View of the sign from the south opposite Jones Street.



Plate. 3 Detail of existing static sign.



Plate. 4 View from the north-west on Jones Street.



Plate. 5 View from the west on Jones Street.



Plate. 6 View west along Miller Street.

5.2 PHOTOMONTAGE METHOD

Photomontages have been prepared by Bright Communication to show the proposed sign 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 sign 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.

5.2.1 VIEW / PHOTOMONTAGE 1

VIEW 01 - view from Miller Street south side footpath 25m south-southeast of the site.

Distance class

- Close view
- <100m

Existing view (description)

This view is to the north-northwest towards the site from a footpath on the south side of Miller Street (25m south-southeast of the site), with an unimpeded view of the sign except for passing and queueing vehicles.

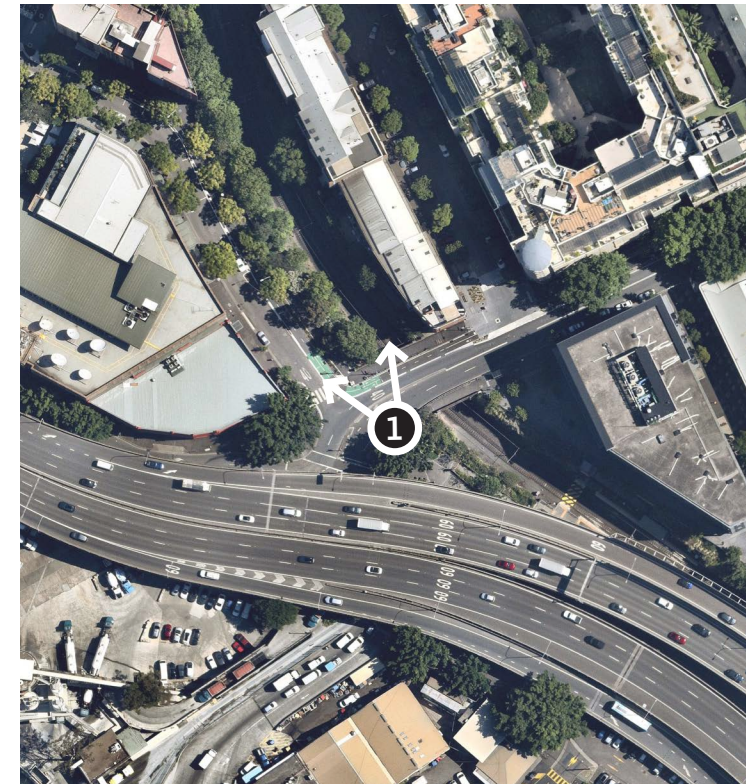
The existing advertisement sign is located behind fence wall preventing access to the light rail corridor, which passes under Miller Street in the centre of the view. Mature trees rooted in the railway corridor provide a backdrop to the sign and constrain views of open sky and buildings in the background.

The prime elements in this view are the transport infrastructure, including local roads, footpaths, cycle paths and road signage. Other than the sign and trees, transport infrastructure is a dominant element of the view, including local roads, cycle path and signage. On the left-hand side of the photo is a modern three storey commercial building, whilst sections of modern high rise apartment buildings are visible in the background.

Visual effects as modelled

The proposed sign replaces an existing sign at the same location and therefore will not introduce a new element into the view composition. The new sign will appear taller and notably narrower compared to the existing sign. The proposed sign does not block or screen any important views to scenic items and will be visible in all views against a background of mature vegetation.

Effect	Rating
<i>Visual Character</i>	Low
<i>Scenic Quality of View</i>	Low
<i>View Composition</i>	Low
<i>Relative Viewing Level</i>	No effect
<i>Viewing Period</i>	Medium
<i>Viewing Distance</i>	High (45m)
<i>View Loss & Blocking Effects</i>	Low
<i>Effects on Visual Clutter</i>	Low
Rating of visual effects on variable weighting factors	Rating
<i>Public Domain View Place Sensitivity</i>	Medium
<i>Visual Absorption Capacity</i>	Medium
<i>Compatibility with the existing visual environment</i>	High
Overall rating of significance of visual impact	LOW-MEDIUM





View 01 - Existing view from Miller Street south side footpath 25m south-southeast of the site.



View 01 - Proposed view from Miller Street south side footpath 25m south-southeast of the site.

5.2.2 VIEW / PHOTOMONTAGE 2

VIEW 02 - View from Miller Street north side footpath 25m southwest of the site

Distance class

- Close view
- <100m

Existing view (description)

This view faces northeast towards the site from a footpath 25m to the southwest (on the northern side of Miller Street) with an impeded view of the sign except for passing and queueing vehicles.

The existing advertisement sign is located behind a wall protecting the light rail corridor, which passes under Miller Street in the centre of the view. Mature trees rooted in the railway corridor and an apartment building situated on Miller Street comprise the background view.

There is substantial clutter in this view including the existing advertisement sign, vehicle, cycling and pedestrian signage; raised curbs and barriers and painted road surfaces.

Visual effects as modelled

The proposed sign replaces an existing sign at the same location and therefore will not introduce a new element into the view composition. The new sign will appear taller and notably narrower compared to the existing sign. The proposed sign does not block or screen any important views to scenic items and will be visible in all views against a background of mature vegetation.

Effect	Rating
<i>Visual Character</i>	Low
<i>Scenic Quality of View</i>	Low
<i>View Composition</i>	Low
<i>Relative Viewing Level</i>	No effect
<i>Viewing Period</i>	Medium
<i>Viewing Distance</i>	High (55m)
<i>View Loss & Blocking Effects</i>	Low
<i>Effects on Visual Clutter</i>	Low
Rating of visual effects on variable weighting factors	Rating
<i>Public Domain View Place Sensitivity</i>	Medium
<i>Visual Absorption Capacity</i>	Medium
<i>Compatibility with the existing visual environment</i>	High
Overall rating of significance of visual impact	LOW-MEDIUM





View 02 - Existing view from Miller Street north side footpath 25m southwest of the site.



View 02 - Proposed view from Miller Street north side footpath 25m southwest of the site.

6.0 VISUAL IMPACT CONCLUSION

Visibility of the proposed sign is restricted to a small and localised visual catchment of approximately 50m in an arc from north to south. Views will predominantly be of short duration from moving situations by people passing through the area. No views are expected from any private domain locations and there are no scenic views or significant views identified during site visits or in planning policy.

The proposed sign will replace an existing advertisement sign with one of improved design quality and greater visual interest resulting in improved visual outcome. Further, the area has a moderate level of existing clutter including street lights, traffic lights, small directional signs and a bus stop advertisement signage in the vicinity, which mitigate impacts of the existing and proposed signs.

The site has local and state heritage significance; however, these heritage items are of low visibility from the public domain area on Miller Street and Saunders Street because of its siting below street level and due to the screening effects of intervening walls and vegetation.

No private domain locations are expected to have access to views of the proposed sign because of the blocking effects of trees or other buildings.

The assessment of visual effects and impacts of the proposed sign has been informed by an analysis of photomontages. In all views the proposal was found to generate a medium level of visual effects on baseline factors and medium level of visual impacts. In the context of the site and area, the visual impacts of the proposal were found to be acceptable and can be supported from a visual impact perspective.

APPENDIX 1 DESCRIPTION OF VISUAL EFFECTS

Appendix 1 - Description of Visual Effects

Published on the NSW Department of Planning, Industry and Environment website via major projects tab (NSW DPIE). This information has been developed by RLA and is acknowledged as being a comprehensive summary of typical descriptions regarding visual effects. The descriptions below have been used as a guide to make subjective judgements in relation to the effects and impacts of the proposed development on each modelled view.

Factors	Low Effect	Medium Effect	High Effect
Scenic quality	The proposal does not have negative effects on features which are associated with high scenic quality, such as the quality of panoramic views, proportion of or dominance of structures, and the appearance of interfaces.	The proposal has the effect of reducing some or all of the extent of panoramic views, without significantly decreasing their presence in the view or the contribution that the combination of these features make to overall scenic quality	The proposal significantly decreases or eliminates the perception of the integrity of any of panoramic views or important focal views. The result is a significant decrease in perception of the contribution that the combinations of these features make to scenic quality
Visual character	The proposal does not decrease the presence of or conflict with the existing visual character elements such as the built form, building scale and urban fabric	The proposal contrasts with or changes the relationship between existing visual character elements in some individual views by adding new or distinctive features but does not affect the overall visual character of the precinct's setting.	The proposal introduces new or contrasting features which conflict with, reduce or eliminate existing visual character features. The proposal causes a loss of or unacceptable change to the overall visual character of individual items or the locality.
View place sensitivity	Public domain viewing places providing distant views, and/or with small number of users for small periods of viewing time (Glimpses-as explained in viewing period).	Medium distance range views from roads and public domain areas with medium number of viewers for a medium time (a few minutes or up to half day-as explained in viewing period).	Close distance range views from nearby roads and public domain areas with medium to high numbers of users for most the day (as explained in viewing period).
Viewer sensitivity	Residences providing distant views (>1000m).	Residences located at medium range from site (100-1000m) with views of the development available from bedrooms and utility areas.	Residences located at close or middle distance (<100m as explained in viewing distance) with views of the development available from living spaces and private open spaces.
View composition	Panoramic views unaffected, overall view composition retained, or existing views restricted in visibility of the proposal by the screening or blocking effect of structures or buildings.	Expansive or restricted views where the restrictions created by new work do not significantly reduce the visibility of the proposal or important features of the existing visual environment.	Feature or focal views significantly and detrimentally changed.
Relative viewing level	Elevated position such as ridge top, building or structure with views over and beyond the site.	Slightly elevated with partial or extensive views over the site.	Adjoining development, public domain area or road with view blocked by proposal.
Viewing period	Glimpse (e.g. moving vehicles).	Few minutes to up to half day (e.g. walking along the road, recreation in adjoining open space).	Majority of the day (e.g. adjoining residence or workplace).
Viewing distance	Distant Views (>1000m).	Medium Range Views (100- 1000m).	Close Views (<100m).
View loss or blocking effect	No view loss or blocking.	Partial or marginal view loss compared to the expanse/extent of views retained. No loss of views of scenic icons.	Loss of majority of available views including loss of views of scenic icons.

