

URBIS

# CLEVELAND STREET & REGENT STREET (SOUTH), REDFERN

## VISUAL IMPACT ASSESSMENT

PREPARED FOR

**JCDECAUX**

FEBRUARY 2023

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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## APPENDIX 1 - DESCRIPTION OF VISUAL EFFECTS

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# 1.0 INTRODUCTION

## 1.1 BACKGROUND

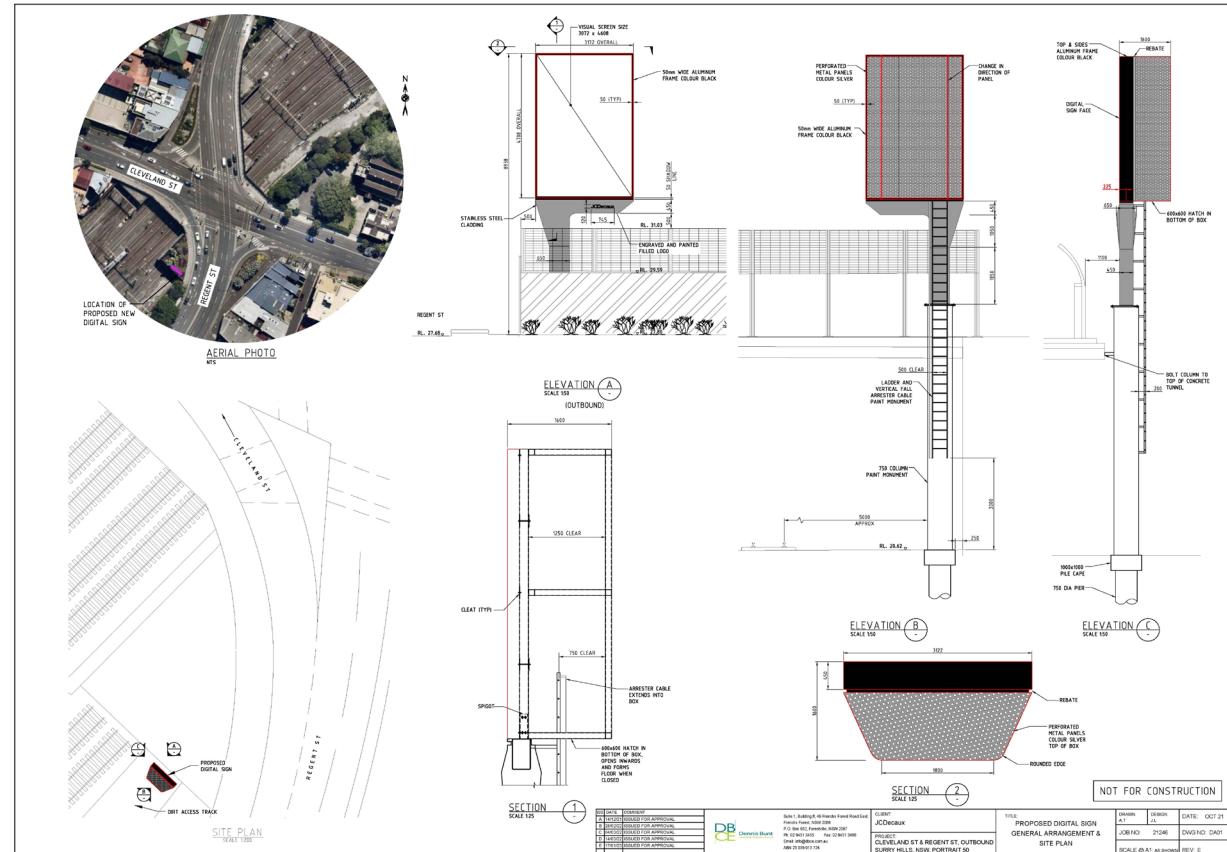
Urbis has been commissioned by JCDecaux to prepare a Visual Impact Assessment relating to the proposed installation of a third-party digital advertising sign (the proposed sign) near the intersection of Cleveland Street and Regent Street within Redfern (the site).

## 1.2 PROPOSED DEVELOPMENT

The proposed development is for a digital advertising sign. The base of the sign will be installed on a concrete column within the railway corridor located beneath the intersection of Cleveland Street and Regent Street. The display will be northeast facing and will project above a wall on the western side of Regent Street south of the junction with Cleveland Street.

The proposed development includes the following:

- Installation of a new digital advertising sign including stainless steel cladding and laser cut JCDecaux logo on the front and perforated mesh on the rear.
- The maximum dimensions of the sign measured from the top of the column will be 8.938 x 3.172m. The digital screen dimensions will be 4.608m x 3.072m.
- The maximum projection of the sign above the existing wall and metal safety screen will be 5.708m.





## 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 the Industry and Employment SEPP, 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.

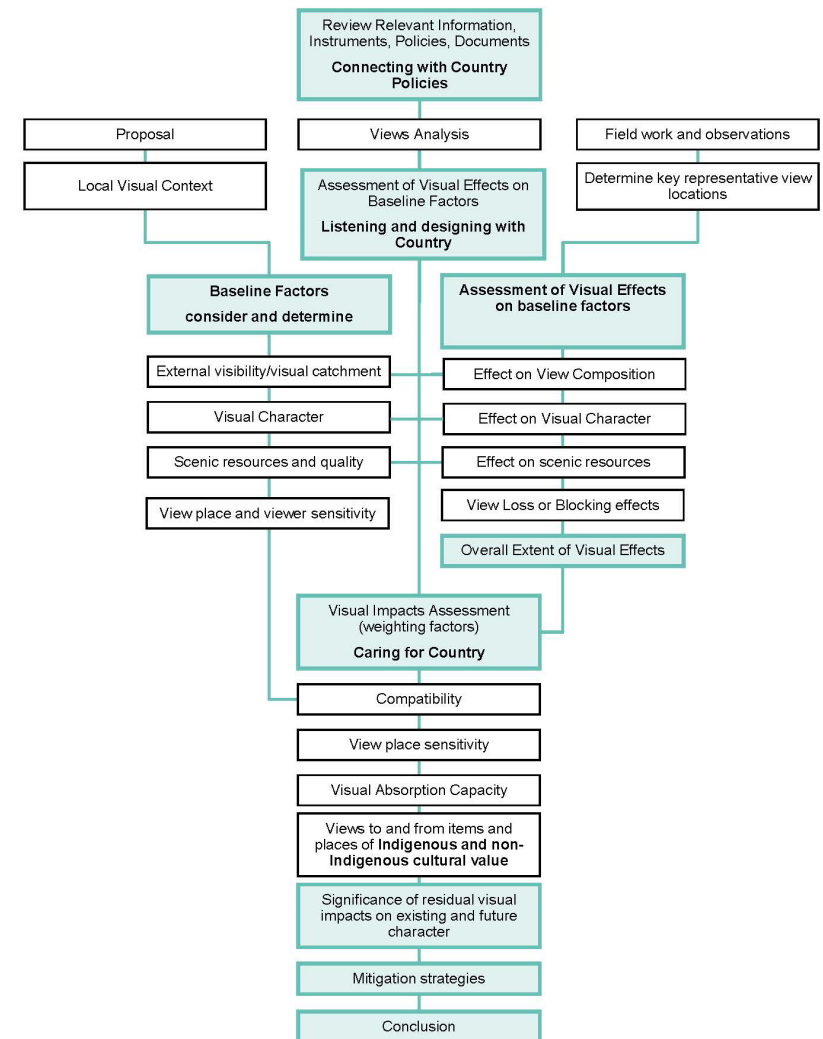


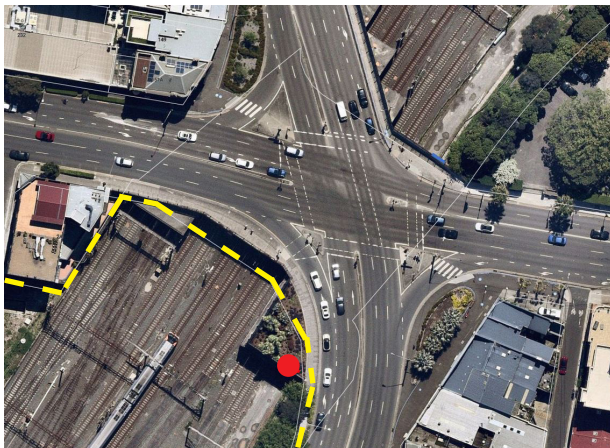
Figure 2 VIA Methodology Flowchart



## 3.0 BASELINE FACTORS

### 3.1 VISUAL CHARACTER

The subject site is part of the railway corridor between Central Station and Redfern Station. The railway corridor passes below the intersection at Cleveland Street and Regent Street. The sign is proposed to be installed in the railway corridor level with and adjacent to the existing railway track, projecting above the railway corridor to be visible at the road junction above adjacent to a footpath and landscaped area. The site is characterised by major road corridors, supporting elevated bridge sections and the rail transport corridor.



**Figure 3** Site area with installation location indicated in red (Source: NSW Planning Portal)

### 3.2 SURROUNDING VISUAL CONTEXT

The subject site is bound on its north and east sides by dual carriageway roads. The intersection of both carriageways is approximately 70m in length at its widest point. There are road signs, streetlights, banners and traffic lights around the intersection which are widely spaced in groups across the intersection as is typical within road corridors. The railway bridge wall is partially screened by ground vegetation and palm trees situated in a triangular landscaped area between the footpath and brick railway bridge wall. Further west there are existing individual small-scale advertisements signs affixed to the wall.

50 metres of railway corridor separates the site to Woodburn Street to the west, where there are terraced and converted warehouse residential buildings and commercial uses. Cleveland Street west of the site and intersection site falls in elevation to the west and is elevated in close proximity to the site as it passes over the railway before rising up over the elevated road bridge. Regent Street curves to the north-west and south-east of the site

To the south of the site is a sloping embankment and dense mature vegetation which runs along its ridgeline. The vegetation occupies a narrow linear strip which separates the rail corridor from Regent Street. East of the Regent Street corridor are two-storey commercial buildings which faces the site and in front of which is another landscaped road reserve area. Southeast of the site (50m away) are residential uses including terraces and an apartment building located within the Redfern Estate conservation

area. The railway passes under the road intersection to the south heading towards Redfern Station.

The rail corridor widens to the north towards Central Station and though site is designated a local and state heritage item, this designation relates to buildings at Central Station and none of the contributing features are in close proximity to the site. Owing to the open views available over the railway corridor distant buildings in the CBD and the Central Station Clock Tower are visible when facing north from the road junction. To the northwest on Regent Street are commercial buildings which are within the Chippendale heritage conservation area and on the corner of the block at 151 Regent Street 60m away is the Former Mercantile Bank Chambers local heritage item.

A main pedestrian entry to the southwest area of Prince Alfred Park is approximately 135m northeast of the site.

### 3.3 POTENTIAL VISUAL CATCHMENT

The visual catchment is small and constrained to the immediate intersection by intervening vegetation and buildings. The proposed sign will be visible to pedestrians and road users from south approaching Regent Street. Potential views may be available to occupants of the commercial buildings to the east and northwest of the site. From the east, views are constrained by buildings until upon the intersection. The sign may be visible up to 100m away along the Cleveland Street corridor to the west (which slopes upwards towards the site) and potentially up to 200m north along the Regent Street corridor.

Private residences with visibility of the site are expected to include north facing residences within 21-69 Regent Street and upper floors of the western frontage of 187-189 Cleveland Street. The immediate visual catchment therefore includes few residential locations directly orientated towards the proposed sign.

Views to the proposed development will therefore predominantly be experienced by road users from moving viewing situations for short periods of time or for slightly extended periods as road users and pedestrians wait for traffic signals to change.

### 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-Medium**

The site itself is considered to be of low scenic quality, being a road and rail transport corridor, however the wider visual setting and view compositions facing away from the site are expansive and arguably more scenic compared to the site. Southerly views to the site from the north include

glimpses of the Redfern Station Overhead Booking Office. The Greek Orthodox Church tower is a notable feature visible from locations west of the site on Cleveland Street. Northerly views approaching the site from Regent Street include partial views of the distant buildings in CBD and the Greek Orthodox Church. There are no areas of public open space proximate to the site, with the exception of Prince Alfred Park.

### 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: Low-medium**

A high number of viewers will be exposed to views of the site and proposed sign by virtue of the site being within a busy transport corridor, however the view would be available only for short durations and from moving viewing situations. There are no important public domain viewing locations identified in the vicinity of the site with the exception of Prince Alfred Park from which no views to the site are available.

## 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:** The intersection does not include any other large format signs, digital signs or visually significant proliferation of signage, however there are road signs, streetlights, traffic lights, banners, business display signs and small-scale advertisements signs placed around the intersection. It is considered that the visual context of the intersection, which will include the proposed sign, is not visually cluttered but includes features that are typical and expected within a major inner city road intersection.

## 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**

There are no residential locations adjacent to the site from which clear, direct views are likely. Views may be experienced by occupants of residential buildings in surrounding areas including at 21-69 Regent Street (50m southeast of the installation location) and 187-189 Cleveland Street (70m east), however views would be from the uppermost floors and from a higher elevation therefore the proposed sign is unlikely to be the main focus of views from these locations.



# 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 adjacent to a busy road intersection elevated above a railway corridor, with predominantly commercial premises around the intersection. The character of the area can therefore be described as a transport corridor and this is considered unlikely to change significantly in the future. In this regard the proposed development is compatible with the desired future character of the site and surrounds.

The Sydney DCP 2012 identifies the site as being on the border between multiple localities (2.3: Chippendale, Camperdown, Darlingtown, West Redfern and North Newtown; 2.11 Surry Hills; and 2.13 Waterloo and Redfern) and therefore it does not have any specific development controls relating to views and advertisement requirements.

#### 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 sign is not within any designated heritage areas. The Redfern Estate conservation area is located 10m from the proposed sign, however there are no contributing items near the site which would be impacted. The Redfern Station Booking Office is a State heritage item and is partially visible from locations north of the site facing south and these views may be partially blocked. The sign would not appear in front of the Greek Orthodox Church local heritage item from any viewpoints.

The proposed development does not block or significantly diminish views to or from the heritage items listed and as such does not cause any significant visual effects or impacts on such views that include the heritage items. The views to be potentially affected are from a transport corridor and the specific views impacted are not identified for protection in any identified planning policy.

There are no notable natural or open spaces at or near the site, including waterways and rural landscapes except for Prince Alfred Park which will not be affected by the

proposed development. Expansive views to towards the Sydney CBD will not be affected due to its placement on the southwestern side of the intersection.

The nearest residential locations are the apartment buildings at 21-69 Regent Street (50m southeast of the installation location) and 187-189 Cleveland Street (70m east). These are separated by buildings or vegetation and are at a higher elevation than the proposed sign would therefore not cause any amenity impacts.

### 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:** To the north of the site from footpaths and for a limited time from moving situations there are views of the Redfern Station Booking Office. The proposed sign will obscure a small and isolated part of this view, which is considered a glimpse rather than a clear view and is not identified for protection in planning policies. The proposed sign would not be seen in front of the Greek Orthodox Church from any viewpoint.

The sign will protrude above the existing wall and into the low immediate foreground in close views. It is low in height, being visible approximately 5.708m above the top of the wall. The structure will not dominate the skyline because it presents against a background of buildings and vegetation.

The proposed development will therefore not reduce the quality of vistas.

Existing signs within the same view composition, such as those included on the brick wall will not be blocked therefore the viewing rights of other advertisers will be respected.

### 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 be of a scale comparable to transport corridor signage and it will be located in an area with existing business signage, small-scale signage. The sign is not designed to screen unsightliness, rather it has a narrow design which does not impede views either side of the sign whilst also generating visual interest. The sign will project 5.708m above the existing wall and metal safety screen and will not protrude above any adjacent trees or buildings.

### 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 habitable buildings located at the site because the site is a railway corridor and the sign will be installed behind and project above a brick wall and a metal safety screen, which does not set any standards in terms of scale or proportion. The sign is considered compatible with the scale and character of the built form immediately adjacent to the site and within the visual context. The sign will be located and supported from within the rail corridor, thereby reducing risk of obstructing and cluttering the footpath and landscaped area.

### 6 Associated devices and logos with advertisements and advertising structures

**Comment:** No safety devices, platforms, lighting devices are proposed and the JCDecaux logo will be 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 advertisements 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:** No state or local heritage overlays apply to the site. The Redfern Estate heritage conservation area is adjacent to the site, however the items which contribute to this overlay are not located within the view catchment of the site, therefore there would be no detrimental impact upon the conservation area. The Redfern Station Overhead Booking Office is a heritage item which is partially visible from locations north of the site, views of which will likely be partially blocked, though no evidence was identified of this being document in policy as an important view. The Greek Orthodox Church local heritage item, which is located on the opposite site of Cleveland Street will not be blocked by the proposed sign from any view locations.

The nearest residential locations are the apartment buildings at 21-69 Regent Street (50m southeast of the installation location) and 187-189 Cleveland Street (70m east). These are separated by buildings or vegetation and are at a higher elevation than the proposed sign would therefore not cause any amenity impacts.

- 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 sign will protrude above the existing wall and into the low immediate foreground in close views. It is low in height being visible approximately 5.708m above the top of the wall where its scale and form will not dominate

the skyline because it presents against a background of other built form including streetlights, buildings or vegetation. From views to the north, high-rise buildings at 1 Lawson Square and 77 Eveleigh Street protrudes above the proposed sign location.

For a limited from footpaths and from moving situations in the road corridor from the north facing south there are views of the Redfern Station Overhead Booking Office. The proposed sign will obscure a small and isolated part of this view however the specific views impacted are not identified for protection in any identified planning policy. Potential blocking effects will be mitigated as the viewer moves across the intersection, where views to Redfern Station Overhead Booking Office will be available. The proposed development does therefore not significantly affect public domain views towards the Redfern Station Overhead Booking Office from the immediate visual catchment when considered across the whole intersection.

The Greek Orthodox Church tower will not be blocked by the proposed sign from any viewpoints.

- 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:** The sign is not within any designated heritage areas. The Redfern Estate conservation area is located 10m from the proposed sign, however there are no contributing items near the site which would be impacted. The Redfern Station Booking Office is a state heritage item and is partially visible from locations north of the site facing south and these views may be partially blocked. The sign would not appear in front of the Greek Orthodox Church local heritage item from any viewpoints.



The proposed development does not block or significantly diminish views to or from the heritage items listed and as such does not cause any significant visual effects or impacts on such views that include the heritage items. The views to be potentially affected are from a transport corridor and the specific views impacted are not identified for protection in any identified planning policy.

- 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 be placed in the context of existing built structures and will appear in front of distant buildings when viewed from the south. Specifically, the sign will be located within a railway corridor and will appear above and behind a brick wall and metal safety fence adjacent to a footpath and dual carriageway road. It is considered that the proposed sign will add visual interest to the surrounding built features.

## 4.2 SYDNEY DCP 2012

### Section 2: Locality statements

The Sydney DCP 2012 identifies the site as being on the border between multiple localities (2.3: Chippendale, Camperdown, Darlingtown, West Redfern and North Newtown; 2.11 Surry Hills; and 2.13 Waterloo and Redfern) and therefore it does not have any specific development controls relating to views and advertisement requirements.

### Section 3 General Provisions

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:

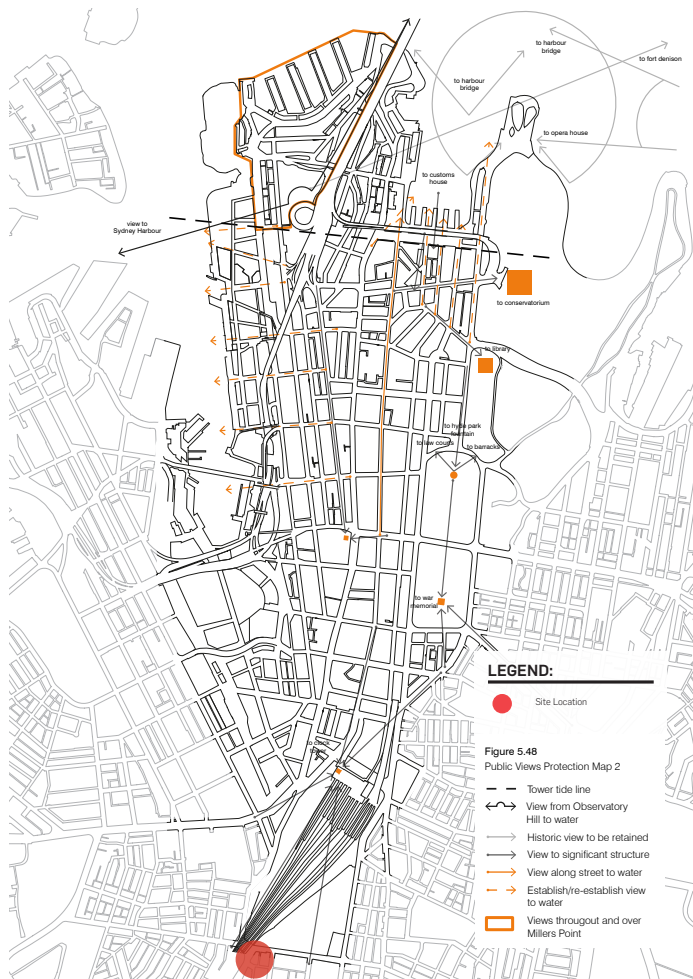
*Electronic variable content advertising structures are not to result in a visual impact that detracts from the existing visual character of the site, streetscape or skyline. A visual impact assessment report is to be prepared in accordance with Council guidelines in Clause 11.1 of Schedule 11 (Electronic 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 Industry and Employment SEPP) as well as the specifics of the proposed sign and area.

### Section 5: Specific Areas

The Public Views Protection Map 2 in Section 5.1 Central Sydney identifies views to Central Station Clock Tower from Cleveland Street approximately 50m west of the site and from Cleveland Street near Pitt St which is 250m east of the site. The proposed sign would not block views from either of these locations.



**Figure 4** Public Views Protection Map 2 (Sydney DCP 2012)

The provisions are:

*(1) Development must not encroach within any of the views nominated on the Public Views Protection Maps and where possible should improve the views to Sydney Harbour (surface of the water) through modulation of built mass.*

*(2) Development must minimise impact on existing public views to heritage items with significant architectural roof features (clock towers, spires, lanterns etc) through modulation of proposed built mass, to allow for clear air around the roof feature and legibility.*

*(3) Views nominated on the Public Views Protection Maps relate to significant vistas or silhouettes generated by existing built form. The location of public domain structures such as trees and banners are to be considered ephemeral and should not be used as parameters to obstruct or encroach into a protected public view.*

*(4) Views from Observatory Hill to the harbour, Millers Point, adjoining areas and distant views to the east, west and north should be maintained. New building in Millers Point and Walsh Bay should be limited. No new building should exceed the established patterns of scale and form, nor should it have an adverse impact on any identified views or the setting of Observatory Hill and Millers Point.*

*(5) Development that terminates a public view on the Public Views Protection Map must contribute to its quality through massing, high quality materials and demonstrated design excellence.*

*(6) Consideration should also be given to additional significant public views not mapped in the Public Views Protection Map but identified in the Special Character Area Locality Statements.*

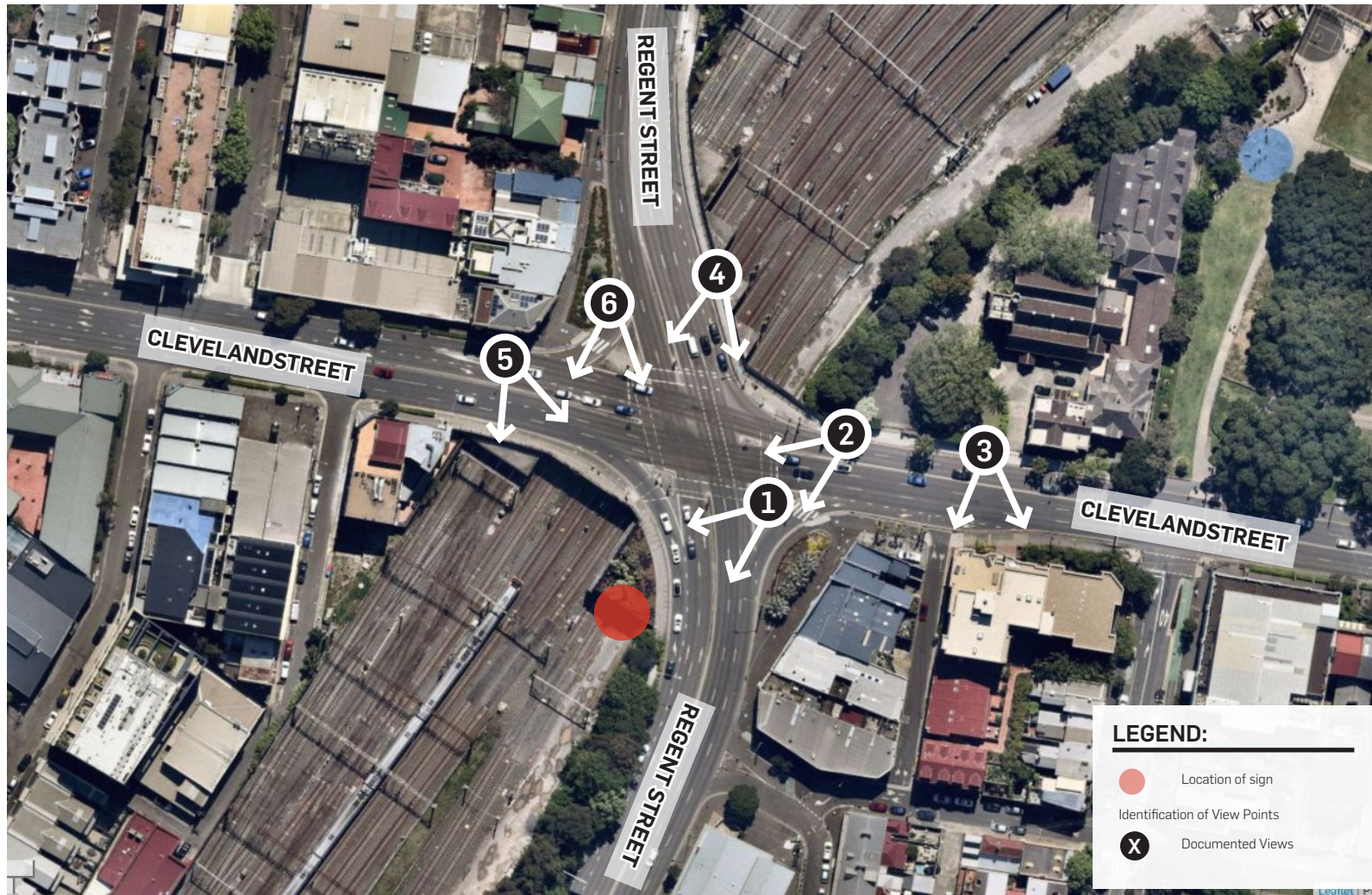
#### Comments:

1. The site is near to, but not within a nominated view to a significant structure. The Public Views Protection Map 2 in Section 5.1 Central Sydney identifies views to Central Station Clock Tower from Cleveland Street approximately 50m west of the site and from Cleveland Street near Pitt St which is 250m east of the site. The proposed sign would not block views from either of these locations.
2. It is unlikely that proposed sign would block views to the Central Station Clock Tower including when approaching the rear of the sign from the south on Regent Street, because of the angle of the road corridor, elevation difference and existing vegetation at the site
3. Public domain structures are not relied upon in isolation when assessing views to the Central Station Clock Tower. The Greek Orthodox Church is partially blocked by vegetation; however, the proposed sign would not block views of the tower because the tower is a taller structure.
4. The views listed in this provision are not relevant to the site.
5. The proposal does not terminate a public view on the Public Views Protection Map.
6. In the Locality Statements section of the Sydney DCP 2012 the site is identified as being on the border between multiple localities (2.3: Chippendale, Camperdown, Darlinghurst, West Redfern and North Newtown; 2.11 Surry Hills; and 2.13 Waterloo and Redfern) and there are no significant public views mapped. However, locations south of the site have been identified as locations with potential significant public views (i.e., towards the CBD skyline and Central Station Clocktower) and this has been considered throughout this Visual Impact Assessment.



# 5.0 EFFECT ON BASELINE FACTORS

## 5.1 VIEW PLACE MAP AND DOCUMENTED VIEWS FROM THE VISUAL CATCHMENT







**Plate. 1** View southwest from southeast corner of intersection.



**Plate. 2** View southeast from north side of Cleveland Street east of Regent Street.



**Plate. 3** Residential building at 187 Cleveland St with north, northwest and west facing units.



**Plate. 4** View south from Regent Street north of the site.



**Plate. 5** View southwest from north side of Cleveland Street West of Regent Street.



**Plate. 6** View south from west side of Regent Street North of Cleveland 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 southeast pedestrian refuge (40m northeast of the site)

**Distance class**

- Close view
- <100m

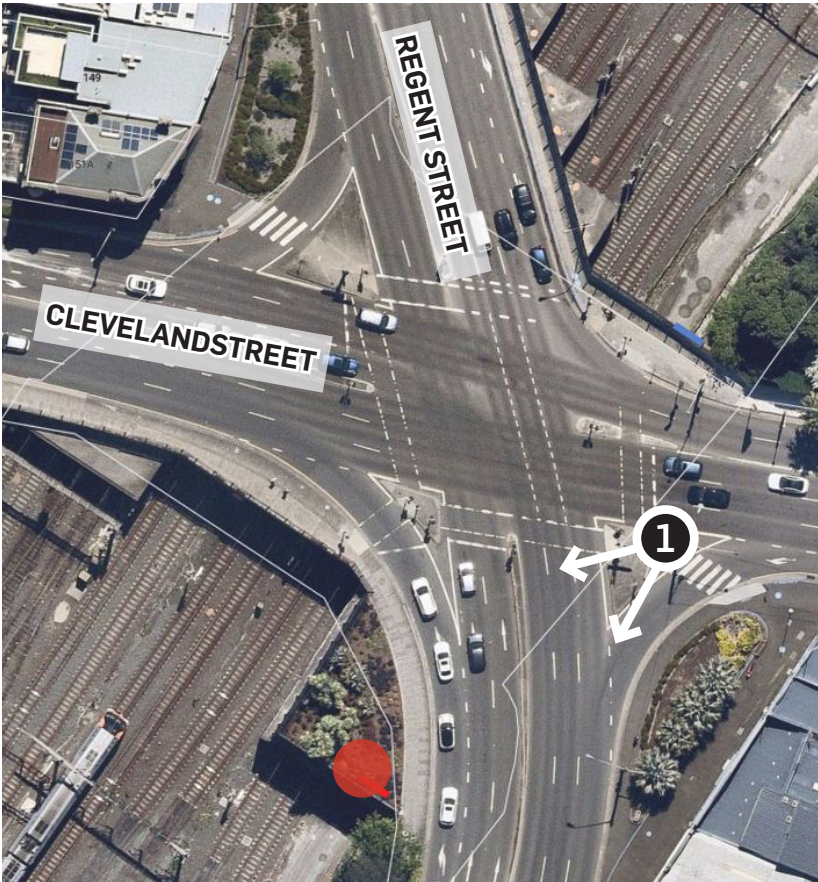
**Existing view (description)**

View southwest site from a pedestrian refuge 40m to the northeast of the site. The view is characterised by road carriageway, road bridge walls and screens, landscaped areas and embankment vegetation within the rail corridor. The Redfern Station Overhead Booking Office heritage item (though blocked by the metal safety screen) and a high-rise student accommodation building are seen in the background 350m away.

**Visual effects as modelled**

The proposed sign will introduce a new vertical element into the view composition. From this view location the sign will partially block views of the Redfern Station Overhead Booking Office and areas of open sky. The sign will be seen alongside and of lesser height than a high rise building in the background.

Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High (40m)
View Loss & Blocking Effects	Low
Effects on Visual Clutter	Low
Rating of visual effects on variable weighting factors	Rating
Public Domain View Place Sensitivity	Medium
Visual Absorption Capacity	Medium
Compatibility with the existing visual environment	High
Overall rating of significance of visual impact	MEDIUM







View 01 - Existing view from southeast pedestrian refuge (40m northeast of the site).



View 01 - Proposed view from southeast pedestrian refuge (40m northeast of the site).

## 5.2.2 VIEW / PHOTOMONTAGE 2

VIEW 02 - View from northeast footpath (60m north of the site)

### Distance class

- Close view
- <100m

### Existing view (description)

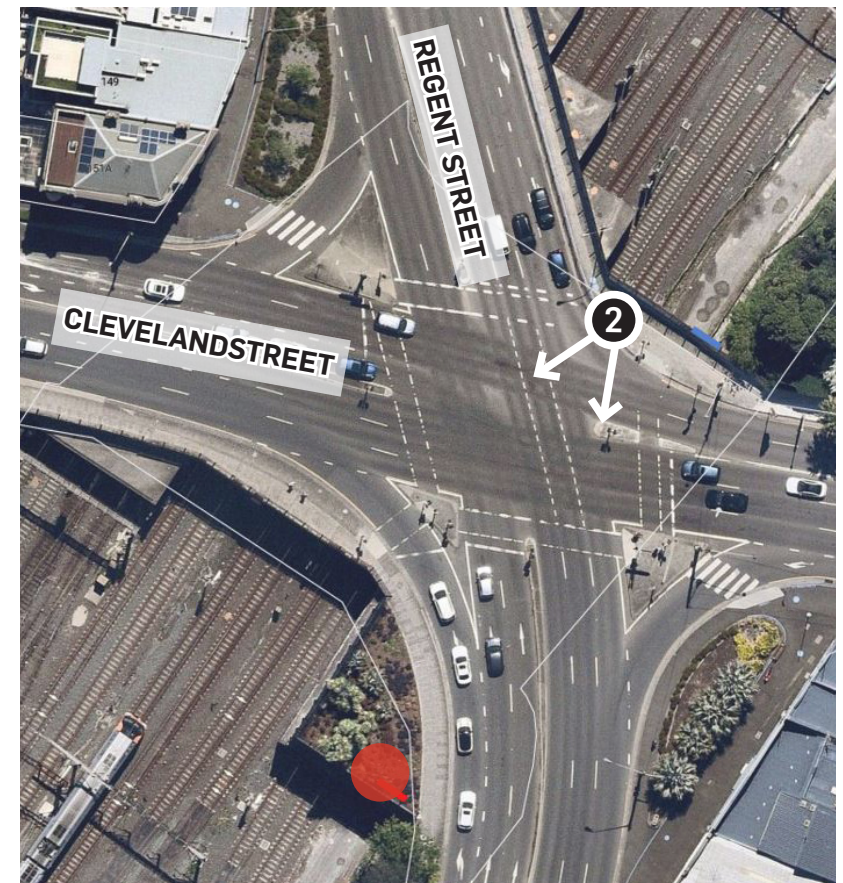
View south towards the site from a footpath north of the site on the opposing side of the intersection across a relatively open and expansive area of road carriageway. The view is predominantly characterised by road carriageway, road bridge walls and screens, landscaped areas, vegetation within the rail corridor, traffic lights, streetlights and existing advertisement signs and surrounding buildings.

The Redfern Station Overhead Booking Office heritage item is seen to the right of the landscape area partially blocked by the metal safety screen and traffic lights. Medium rise buildings are seen on the left of the view and high-rise buildings are seen in the background 350m away.

### Visual effects as modelled

The proposed sign will be seen in front of adjacent trees and high-rise buildings in the background. The proposed sign will therefore not be a contrasting feature when viewed from this location and will not block views of or scenic locations or icons.

Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High (60m)
View Loss & Blocking Effects	Low
Effects on Visual Clutter	Low
Rating of visual effects on variable weighting factors	Rating
Public Domain View Place Sensitivity	Medium
Visual Absorption Capacity	Medium
Compatibility with the existing visual environment	High
<b>Overall rating of significance of visual impact</b>	<b>MEDIUM</b>





View 02 - Existing view from northeast footpath (60m north of the site).



View 02 - Proposed view from northeast footpath (60m north of the site).



## 5.2.3 VIEW / PHOTOMONTAGE 3

VIEW 03 - View from pedestrian refuge (60m north of the site)

**Distance class**

- Close view
- <100m

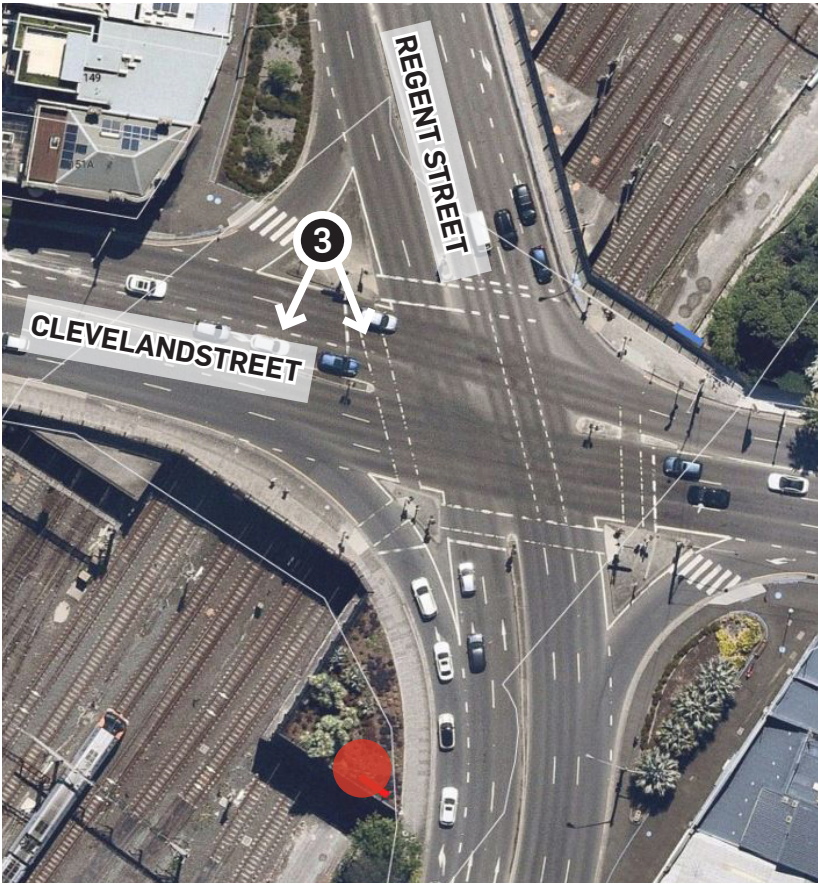
**Existing view (description)**

View south towards the site from a pedestrian refuge north of the site on the opposite side of the intersection. The view is predominantly characterised by road carriageway, road bridge walls and screen, and two storey and medium rise commercial and residential buildings. Other items in this view include traffic lights, streetlights and existing advertisement signs. Whilst the Redfern Estate conservation area is included in this view, there are no unique or significant individual icons or features present or protected in this view.

**Visual effects as modelled**

The proposed sign is seen at an oblique angle from this view location, and it will appear predominantly in front of adjacent trees and partially behind the safety screen and in front of open sky. It is likely that the display screen will be visible, but the support structure will likely be concealed by vegetation and the safety screen. The proposed sign will not protrude into the sky and will not block views of any important or scenic locations.

Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High (60m)
View Loss & 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 the existing visual environment	High
Overall rating of significance of visual impact	MEDIUM







View 03 - Existing view from pedestrian refuge (60m north of the site).



View 03 - Proposed view from pedestrian refuge (60m north of the site).

## 6.0 VISUAL IMPACT CONCLUSION

Visibility of the proposed sign is restricted to a small and localised visual catchment around the Cleveland Street and Regent Street junction. Views will predominantly be of short duration from moving viewing locations.

The proposed sign introduces a new vertical visual element to the area in a transport corridor with existing built form in the immediate vicinity including road carriageway, walls, road signs, streetlights, traffic lights and advertisements signs.

From locations to the north, the sign will predominantly appear in front of vegetation or distant buildings with no heritage or scenic significance. From the northeast, the sign will be seen in front of the Redfern Station Overhead Booking Office, a state heritage item which is partially visible in the background. This view is from a transport corridor rather than a public space or private residence however and is available for only short periods and is mitigated as the viewer moves across the intersection. The nearby Greek Orthodox Church tower heritage item is not blocked in the modelled views and there is no impact to surrounding heritage conservation areas.

For residential locations which may have views of the proposed sign it is unlikely to be the main focus of the view, as the views would be of the rear or side of the sign, and it would be partially blocked by intervening vegetation.

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
<b>Scenic quality</b>	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
<b>Visual character</b>	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.
<b>View place sensitivity</b>	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).
<b>Viewer sensitivity</b>	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.
<b>View composition</b>	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.
<b>Relative viewing level</b>	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.
<b>Viewing period</b>	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).
<b>Viewing distance</b>	Distant Views (>1000m).	Medium Range Views (100- 1000m).	Close Views (<100m).
<b>View loss or blocking effect</b>	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.



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