

# CLEVELAND STREET & REGENT STREET (SOUTH) DIGITAL ADVERTISING SIGN

## VISUAL IMPACT ASSESSMENT REPORT

SEPTEMBER 2023  
FINAL



**URBIS STAFF RESPONSIBLE FOR THIS REPORT:**

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# SECTION 1: INTRODUCTION







# SECTION 2: VIA METHODOLOGY



# 2.1 URBIS METHODOLOGY

The methodology employed by Urbis is based on a combination of established methods used in NSW. It includes concepts and terminology included in the Guidelines 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), and other more bespoke approaches developed over the last 30 years by industry leaders and academics at Sydney University.

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 relevant factors including view place sensitivity, compatibility with existing and desired future character and visual absorption capacity etc. Separating objective facts from subjective opinion provides a robust and comprehensive matrix for analysis and final assessment of visual impacts.

The sequence of steps and logic flow is shown graphically below in our method flow chart.

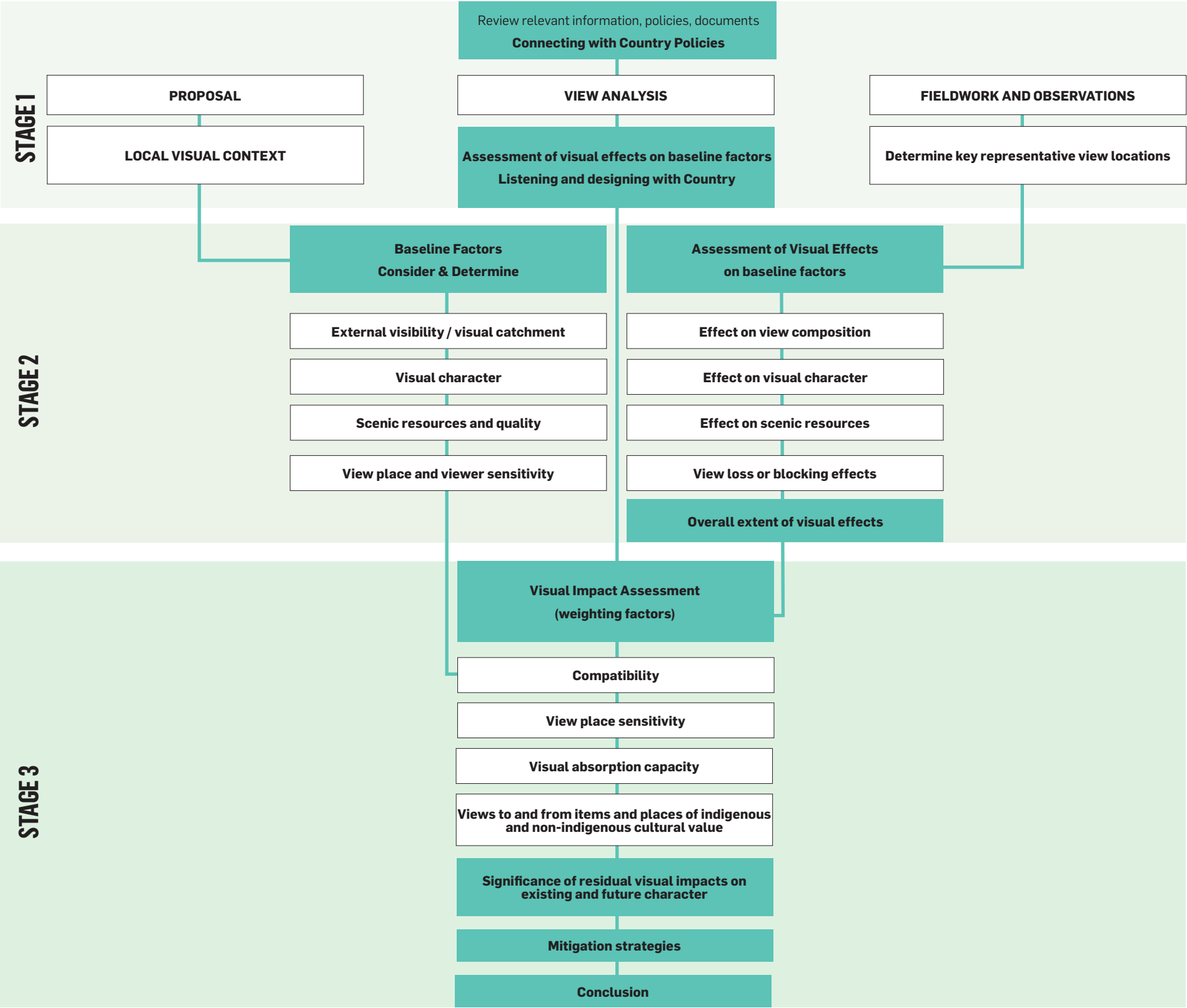


Figure 2 Methodology flowchart.



## 2.3 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 which are widely spaced in groups across the intersection as is typical within road corridors. The railway bridge wall is partially screened by low height vegetation and palm trees situated in a triangular landscaped area. Further west are existing individual small-scale advertisements signs affixed to the wall.

50 metres of railway corridor separates the site from Woodburn Street to the west, where there are terraced and converted warehouse residential buildings and commercial buildings. Cleveland Street west of the site and intersection site falls in elevation. 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 face 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. The heritage items are located approximately 1km north of the subject site. 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.

## 2.4 VISUAL CATCHMENT

The potential visual catchment is the theoretical area within which the proposal may be visible and, in this regard, the visual catchment is larger than the area within which there would be discernible visual effects of the proposal. The visibility of any proposed development varies depending on constraints such as the blocking effects of intervening built form, vegetation or topography.

- The **potential visual catchment** where the signs may be discernible in the composition is small and limited to an approximate 200m radius.
- **Effective visibility** where the sign is easily identifiable as a new novel feature, is limited to a small catchment of approximately 100m radius centred around the Cleveland and Regent Street intersection.
- The effective visibility is largely limited to the immediately adjacent road corridors, particularly Regent Street.
- Potential visibility from private domain dwellings is limited and restricted to a small number of residential flat buildings (RFB's) including upper levels of 187-189 Cleveland Street, 21 Regent Street, 6-8 Woodburn Street and 13-21 Renwick Street.
- Potential visibility from RFB's is limited to dwellings that have views towards the intersection which limits the potential number of dwellings affected for the RFB as a whole.
- Views of the sign are not possible from major public recreation space, including Prince Alfred Park.
- There is **potential visibility** along the rail corridor due to its open nature, however the **effective visibility** is limited as the rail corridor sits below the intersection and signs, and potential viewers are within an enclosed train carriage with limited views.





**Figure 3** Cleveland Street and Regent Street outbound sign visual catchment.



# **SECTION 3:** **RELEVANT** **CONTROLS,** **GUIDELINES &** **POLICIES**



## 3.1 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.

### 3.1.1 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, Darlington, 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 scale of the proposed sign is small in comparison to the width of the road and rail corridor and length of the overbridge brick wall.

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 building heights.

#### 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.

3.1.2 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 western edge of the Redfern Estate Heritage Conservation Area (HCA) 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 in 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 (a visual setting of low scenic quality) 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 visual context and in our opinion its placement better protects neighbouring visual contexts, HCA and more sensitive view places of higher scenic quality.



## 3.2 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, Darlington, 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 Assessment (as described in Section 2 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.

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 the 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, Darlington, 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.

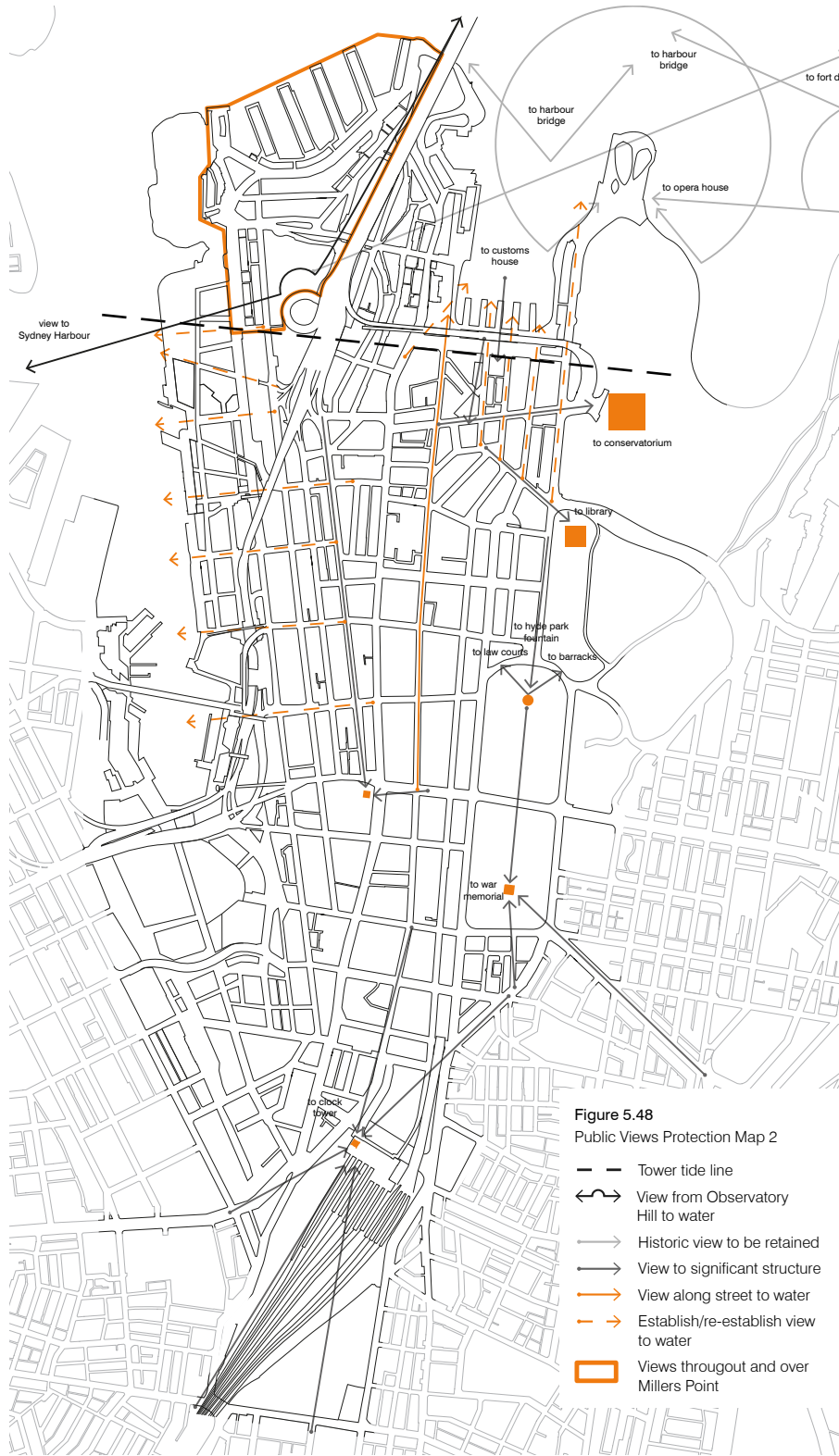


Figure 4 Public Views Protection Map 2 (Sydney DCP 2012)

# **SECTION 4:**

# **BASELINE VISUAL**

# **ANALYSIS**



## 4.1 VISUAL CHARACTER OF THE SITE

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.

## 4.2 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.

## 4.3 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.

## 4.4 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.

## 4.5 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.

# **SECTION 5:**

# **VISUAL EFFECTS**

# **ANALYSIS**



# 4.1 USE OF PHOTOMONTAGES

Prior to undertaking fieldwork, Urbis undertook a desktop review of all relevant statutory and non-statutory documents, an analysis of aerial imagery and topography and lidar data to establish the potential visual catchment to inform fieldwork inspections. Following fieldwork Urbis selected and recommended 8 public view locations which showed both proposed signs in the visual composition for further analysis.

View No.	VIEWPOINT LOCATION
View 01	VIEW FROM SOUTHEAST PEDESTRIAN REFUGE
View 02	VIEW FROM NORTHEAST FOOTPATH
View 03	VIEW FROM PEDESTRIAN REFUGE
View 04	VIEW SOUTH ALONG REGENT STREET OUTSIDE 119 REGENT STREET
View 05	VIEW NORTH FROM OUTSIDE 1-19 REGENT STREET
View 06	VIEW WEST ALONG CLEVELAND STREET OPPOSITE 187-189 CLEVELAND STREET
View 07	VIEW EAST OUTSIDE 232-236 CLEVELAND STREET
View 08	VIEW SOUTHEAST OUTSIDE 151 REGENT STREET

**Note:** 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 and August 2023 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.

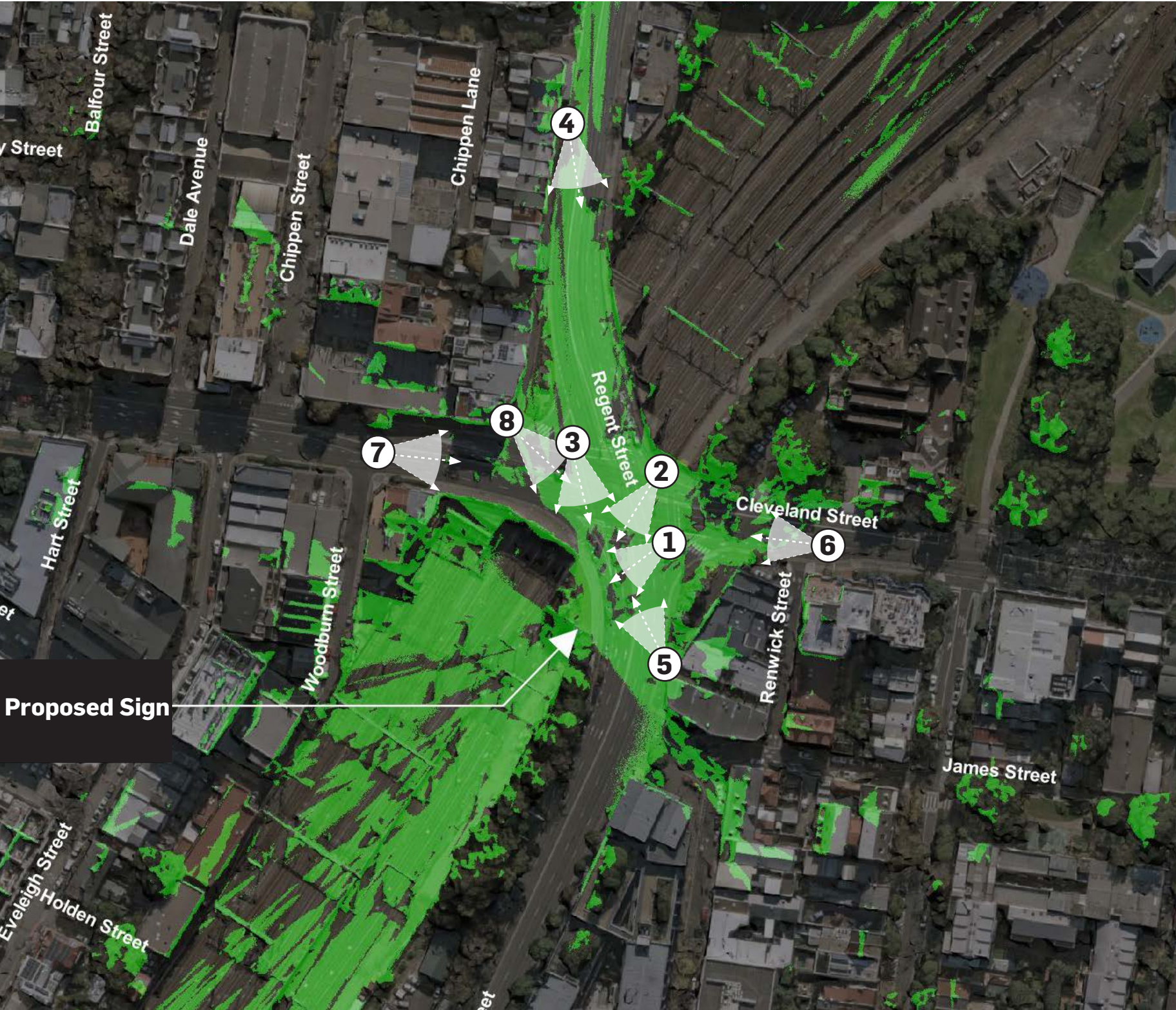


Figure 5 Visual catchment and viewpoint location map.



# VIEW 01

## VIEW FROM SOUTHEAST PEDESTRIAN REFUGE

DISTANCE CLASS

- Close
- 40m

EXISTING COMPOSITION OF THE VIEW

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 OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION 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.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (neutral)
Physical Absorption Capacity	Medium (neutral)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low

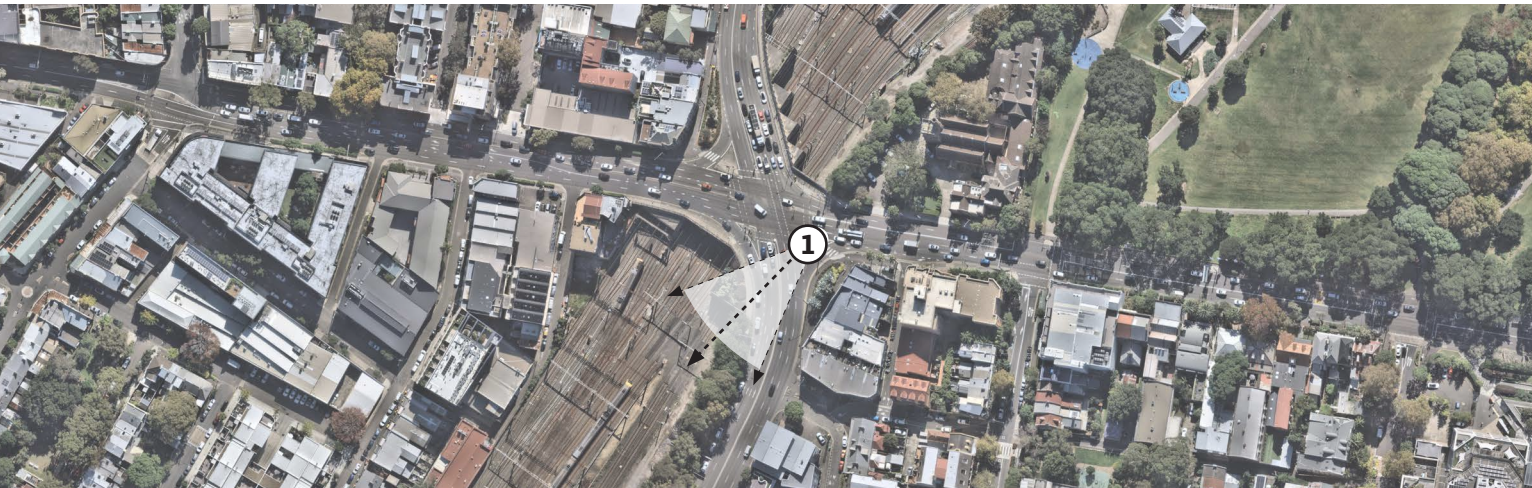


Figure 6 Viewpoint location.



Figure 7 Viewpoint 01 existing view.





**Figure 8** Viewpoint 01 photomontage.



# VIEW 02

## VIEW FROM NORTHEAST FOOTPATH

DISTANCE CLASS

- Close
- 60m

EXISTING COMPOSITION OF THE VIEW

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 OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION 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.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (neutral)
Physical Absorption Capacity	Medium (neutral)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low



Figure 9 Viewpoint location.



Figure 10 Viewpoint 02 existing view.





Figure 11 Viewpoint 02 photomontage.



# VIEW 03

## VIEW FROM PEDESTRIAN REFUGE

### DISTANCE CLASS

- Close
- 60m

### EXISTING COMPOSITION OF THE VIEW

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 OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION 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.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (neutral)
Physical Absorption Capacity	Medium (neutral)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low

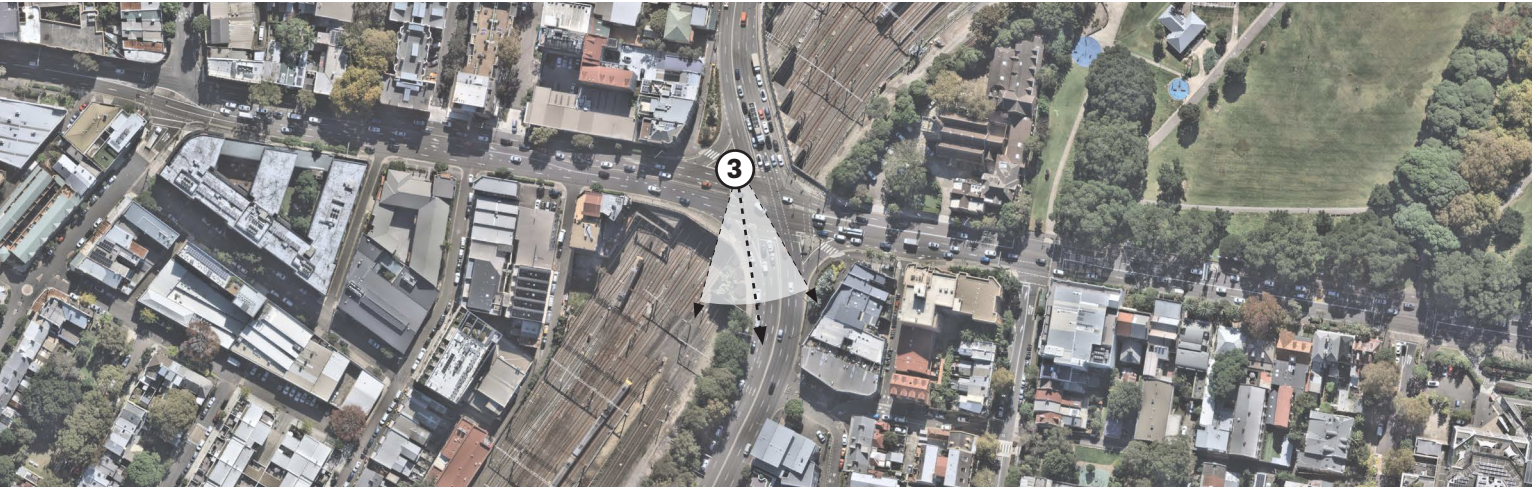


Figure 12 Viewpoint location.



Figure 13 Viewpoint 03 existing view.





Figure 14 Viewpoint 03 photomontage.



# VIEW 04

## VIEW SOUTH ALONG REGENT STREET OUTSIDE 119 REGENT STREET

DISTANCE CLASS

- Medium
- 175m

EXISTING COMPOSITION OF THE VIEW

The foreground composition includes the Regent Street carriageway with cement traffic barriers, pedestrian footpaths and rail corridor security fencing.

The mid-ground contains the Regent and Cleveland Street intersection and rail overbridge, with the mixed-use commercial and residential building at 21 Regent Street visible in the centre and rail corridor vegetation to the right.

Long distance views are almost entirely blocked by the mid-ground composition, with only partial visibility of mid and upper levels of towers visible.

There are no unique or significant individual icons or features present in this view, however 21 Regent Street is located in, and marks the north-western extent of the Redfern Estate Heritage Conservation Area (HCA).

VISUAL EFFECTS OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION AS MODELLED

The signs illuminated frontage is visible against a backdrop of tree canopy within the rail corridor.

The sign does not block views or vistas to unique features or heritage items. The digital frontages of both signs are not visible at the same time within the composition.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (down-weight)
Physical Absorption Capacity	High (down-weight)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low



Figure 15 Viewpoint location.



Figure 16 Viewpoint 04 existing view.





Figure 17 Viewpoint 04 photomontage.



# VIEW 05

## VIEW NORTH FROM OUTSIDE 1-19 REGENT STREET

DISTANCE CLASS

- Close
- 30m

EXISTING COMPOSITION OF THE VIEW

The foreground composition includes the Regent Street carriageway, with vegetation in the railway corridor to the left.

The mid-ground contains the Cleveland and Regent Street intersection, with two storey buildings including the locally listed heritage item 'Former Mercantile Bank Chambers' and rail overbridge wall and safety fencing.

There are partial long distance views to the mid and upper levels of commercial and residential tower forms within Broadway in the distance.

VISUAL EFFECTS OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION AS MODELLED

The lower section of the sign is blocked by vegetation and rail corridor fencing. Visibility of the mid and upper section of the sign is filtered by vegetation and blocks a small part of the 'Hotel Hacienda' at 179 Cleveland Street and sky.

The sign does not block views and vistas to unique features or heritage items including the 'Greek Orthodox Church group' or Central Station clock tower. The illuminated frontages of both signs are not visible at the same time within the composition.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (down-weight)
Physical Absorption Capacity	High (down-weight)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low

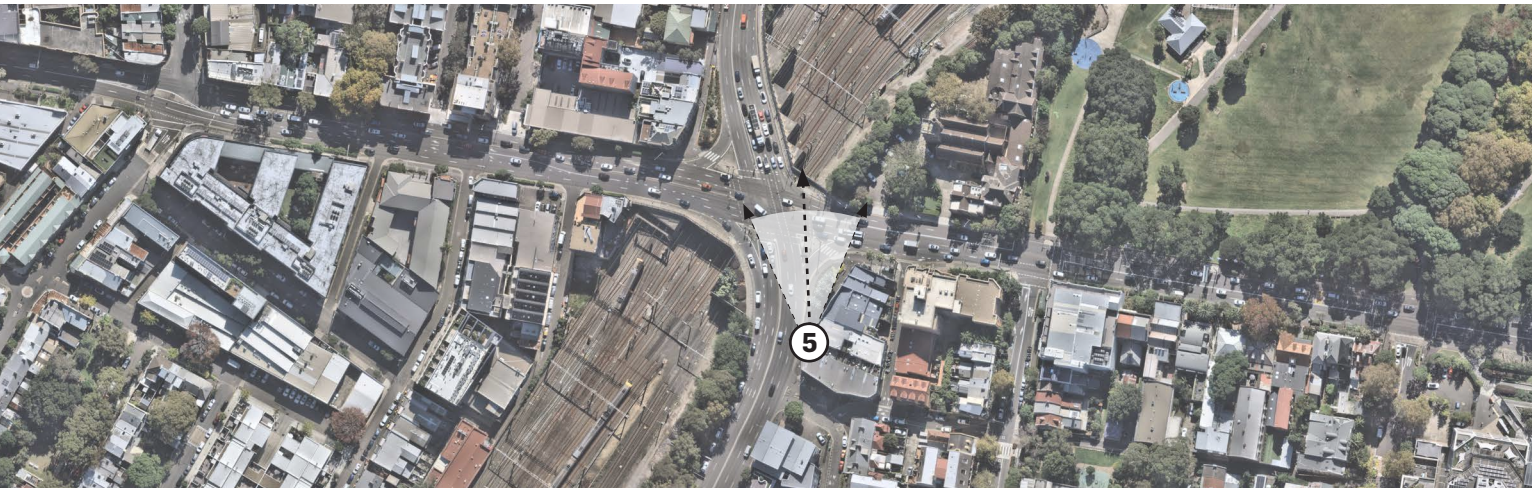


Figure 18 Viewpoint location.



Figure 19 Viewpoint 05 existing view.





Figure 20 Viewpoint 05 photomontage.



# VIEW 06

## VIEW WEST ALONG CLEVELAND STREET OPPOSITE 187-189 CLEVELAND STREET

### DISTANCE CLASS

- Close
- 95m

### EXISTING COMPOSITION OF THE VIEW

The view is west along Cleveland Street from the middle of the carriageway and is representative of views from vehicles. To the left, low height commercial built form is visible, with the southern boundary of the locally listed heritage item 'Greek Orthodox Church group' visible to the right.

The mid-ground contains the Regent and Cleveland Street intersection and rail overbridge, with two to four storey residential and commercial buildings beyond, including the locally listed heritage item 'Former Mercantile Bank Chambers'.

Long distance views are almost entirely blocked by the mid-ground composition, with only a small view along the carriageway to vegetation and the upper levels of distant buildings possible.

### VISUAL EFFECTS OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION AS MODELLED

The sign is almost entirely blocked from view by 1-19 Regent Street, with a small section filtered from view by Regent Street vegetation.

The sign does not block views or vistas to unique features or heritage items including the 'Greek Orthodox Church group' or 'Former Mercantile Bank Chambers.' Further, the illuminated frontages of both signs are not visible from this location.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (down-weight)
Physical Absorption Capacity	High (down-weight)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low

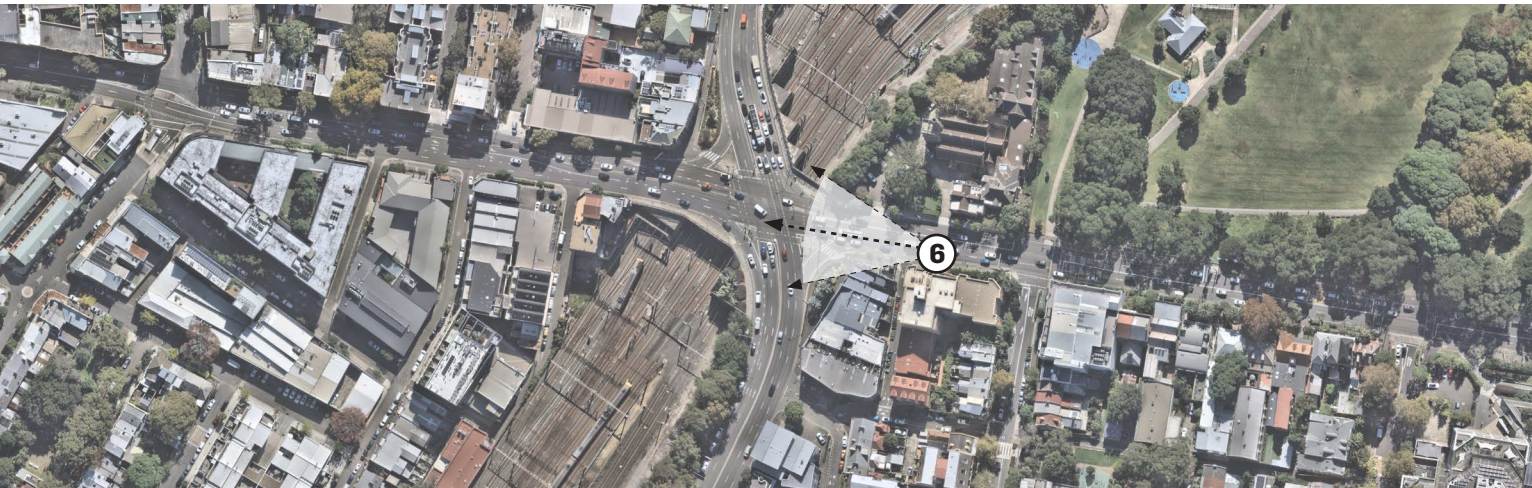


Figure 21 Viewpoint location.



Figure 22 Viewpoint 06 existing view.





Figure 23 Viewpoint 06 photomontage.



# VIEW 07

## VIEW EAST OUTSIDE 232-236 CLEVELAND STREET

### DISTANCE CLASS

- Close
- 85m

### EXISTING COMPOSITION OF THE VIEW

The foreground view includes the Cleveland Street road corridor, the locally listed heritage item 'Former Mercantile Bank building' to the left and rail overbridge safety fencing to the right.

The mid-ground contains the Regent and Cleveland Street intersection, with rail corridor vegetation and a partial view of the bell tower of the locally listed heritage item 'Greek Orthodox Church grouping' to the left of the intersection. To the right is commercial and residential buildings between two and six stories in height.

Long distance views are almost entirely blocked by the mid-ground composition, with only a partial view along Cleveland Street possible.

### VISUAL EFFECTS OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION AS MODELLED

The signs illuminated frontage is visible on an oblique angle and viewed through safety mesh fencing. The sign blocks a small section of the commercial building at 1-19 Regent Street and open sky beyond.

The sign does not block views or vistas to unique features or heritage items including the 'Greek Orthodox Church group' or 'Former Mercantile Bank Chambers'.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (down-weight)
Physical Absorption Capacity	High (down-weight)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low

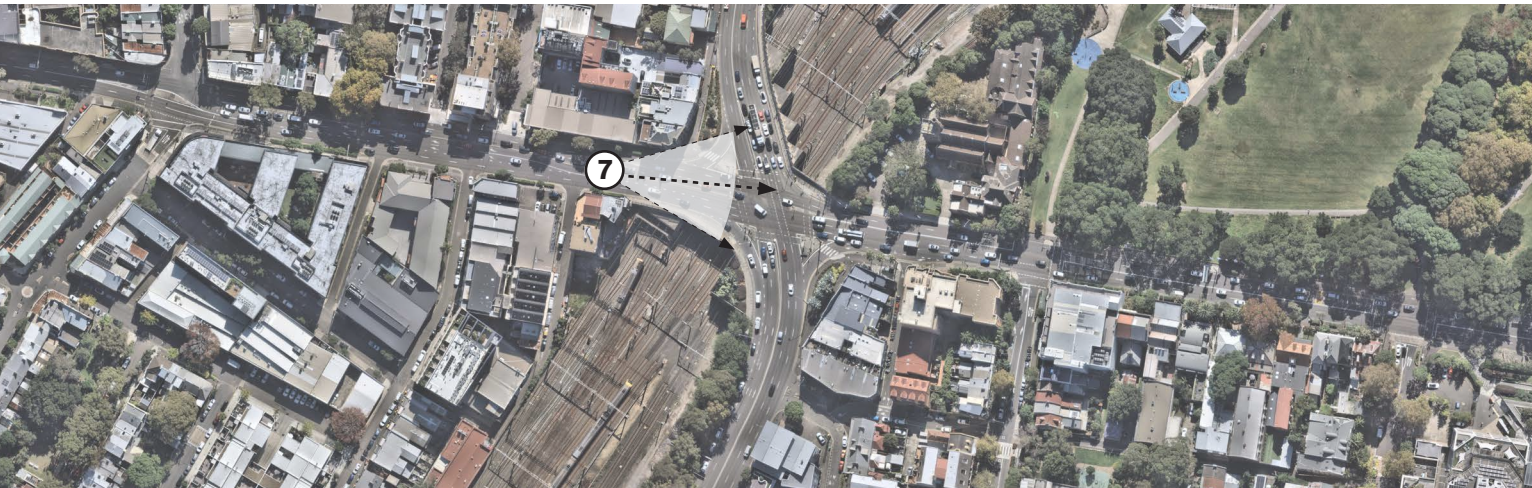


Figure 24 Viewpoint location.



Figure 25 Viewpoint 07 existing view.





Figure 26 Viewpoint 07 photomontage.



# VIEW 08

## VIEW SOUTHEAST OUTSIDE 151 REGENT STREET

### DISTANCE CLASS

- Close
- 68m

### EXISTING COMPOSITION OF THE VIEW

The foreground view includes the northern Cleveland and Regent Street pedestrian crossing and refuge and Cleveland Street road corridor.

The mid-ground contains the Regent and Cleveland Street intersection, with rail corridor vegetation blocking the locally listed heritage item 'Greek Orthodox Church grouping' from view to the left of the intersection. To the right is commercial and residential buildings between two and six stories in height.

Long distance views are blocked by the mid-ground composition.

### VISUAL EFFECTS OF THE PROPOSED DEVELOPMENT ON THE COMPOSITION AS MODELLED

The lower section of the sign is blocked by vegetation and rail corridor fencing. The signs illuminated frontage is visible at an oblique angle and a small section of the mixed use residential and commercial building at 21 Regent Street.

The sign does not block views or vistas to unique features or heritage items including the 'Greek Orthodox Church group'.

Visual effects of proposed development	
Visual Character	Low
Scenic Quality	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low
Effects on Visual Clutter	Low
Overall rating of effects on baseline factors	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low (down-weight)
Physical Absorption Capacity	High (down-weight)
Compatibility with Urban Context and Visual Character	High (down-weight)
Overall rating of significance of visual impact	Low



Figure 27 Viewpoint location.



Figure 28 Viewpoint 08 existing view.





Figure 29 Viewpoint 08 photomontage.



# SECTION 6:

# VISUAL IMPACT

# ASSESSMENT

VIEW REFERENCE	LOCATION	RATING OF VISUAL EFFECTS ON VARIABLE WEIGHTING FACTORS AS LOW, MEDIUM OR HIGH			OVERALL RATING OF SIGNIFICANCE OF VISUAL IMPACT
		Public Domain View Place Sensitivity	Physical Absorption Capacity	Compatibility with Urban Context and Visual Character	
VP1	View from southeast pedestrian refuge	Low	Medium	High	Low
VP2	View from northeast footpath	Low	Medium	High	Low
VP3	View from pedestrian refuge	Low	Medium	High	Low
VP4	View south along regent street outside 119 Regent Street	Low	High	High	Low
VP5	View north from outside 1-19 Regent Street	Low	High	High	Low
VP6	View west along Cleveland Street opposite 187-189 Cleveland Street	Low	High	High	Low
VP7	View east outside 232-236 Cleveland Street	Low	High	High	Low
VP8	View southeast outside 151 Regent Street	Low	High	High	Low

**Table 1**    Summary of ratings of visual effects on weighting factors.



Having determined the extent of the visual change based on the 8 representative modelled views (photomontages), Urbis have applied relevant weighting factors to determine the overall level of visual impacts or importance of the visual effects. The factors have been considered in relation to the visual effects to provide up-weight or down-weights and to determine a final impact rating.

The weighting factors include sensitivity, visual absorption capacity and compatibility with urban features.

## 6.1 SENSITIVITY

The overall rating for view place sensitivity was weighted according to the influence of variable factors such distance, the location of items of heritage significance or public spaces of high amenity and high user numbers.

The visibility of the proposal from sensitive viewing locations is limited and restricted to areas within a small visual catchment surrounding the proposal, including from a small section of the Redfern Estate Heritage Conservation Area (HCA) to the east along Regent Street and the south-eastern corner of the Chippendale HCA.

The proposal is not visible from surrounding public open recreation spaces, and the intrinsic character of the views from these locations is not impacted by the proposal.

## 6.2 PHYSICAL ABSORPTION CAPACITY

Physical Absorption Capacity (PAC) means the extent to which the existing visual environment can reduce or eliminate the perception of the visibility of the proposed redevelopment.

PAC includes the ability of existing elements of the landscape to physically hide, screen or disguise the proposal. It also includes the extent to which the colours, material and finishes of buildings and in the case of buildings, the scale and character of these allows them to blend with or reduce contrast with others of the same or closely similar kinds to the extent that they cannot easily be distinguished as new features of the environment.

Prominence is also an attribute with relevance to PAC. It is assumed in this assessment that higher PAC can only occur where there is low to moderate prominence of the proposal in the scene.

- Low to moderate prominence means:
  - Low: The proposal has either no visual effect on the landscape or the proposal is evident but is subordinate to other elements in the scene by virtue of its small scale, screening by intervening elements, difficulty of being identified or compatibility with existing elements.
  - Moderate: The proposal is either evident or identifiable in the scene, but is less prominent, makes a smaller contribution to the overall scene, or does not contrast substantially with other elements or is a substantial element, but is equivalent in prominence to other elements and landscape alterations in the scene.

The existing visual environment has a high capacity to absorb the visual changes as shown in the modelled views. Given the highly urbanised nature of the surrounding area, expansive views of the proposal are limited and restricted to close views where the proposal is viewed amongst other traffic and commercial signage and built form.

## 6.3 VISUAL COMPATIBILITY

Visual Compatibility is not a measure of whether the proposal can be seen or distinguished from its surroundings. The relevant parameters for visual compatibility are whether the proposal can be constructed and utilised without the intrinsic scenic character of the locality being unacceptably changed. It assumes that there is a moderate to high visibility of the project to some viewing places. It further assumes that novel elements which presently do not exist in the immediate context can be perceived as visually compatible with that context provided that they do not result in the loss of or excessive modification of the visual character of the locality.

A comparative analysis of the compatibility of similar items to the proposal with other locations in the area which have similar visual character and scenic quality or likely changed future character can give a guide to the likely future compatibility of the proposal in its setting.

The proposed development has a high level of visual compatibility with the surrounding visual character given the level of existing signage surrounding the intersection. Further, large format digital signs such as those proposed are not uncharacteristic of visual features typically found at major intersections and within transport corridors.

## 6.4 VIEWING PERIOD

Viewing period in this assessment refers to the influence of time available to a viewer to experience the view to the site and the visual effects of the proposed development. Longer viewing periods, experienced either from fixed or moving viewing places such as dwellings, roads or waterways, provide for greater potential for the viewer to perceive the visual effects.

Visual effects resulting from the proposal with regard to viewing periods are low. The majority of viewers will be pedestrians and vehicles using passing through the intersection, who will have views that are brief and transitory in nature.

## 6.5 VIEWING DISTANCE

Viewing distance can influence on the perception of the visual effects of the proposal which is caused by the distance between the viewer and the development proposed. It is assumed that the viewing distance is inversely proportional to the perception of visual effects: the greater the potential viewing distance, experienced either from fixed or moving viewing places, the lower the potential for a viewer to perceive and respond to the visual effects of the proposal.

The proposal is visible in close views within the immediate visual catchment, however the visibility of the proposal significantly decreases in the medium distance due to the underlying topography, presence of intervening buildings and vegetation and as such, the visibility and perceptibility of the proposal as a whole is reduced with increased distance.

## 6.6 SIGNIFICANCE OF RESIDUAL VISUAL IMPACTS

The final question to be answered after the mitigation factors are assessed, is whether there are any residual visual impacts and whether they are acceptable in the circumstances. These residual impacts are predominantly related to the extent of permanent visual change to the immediate setting.

In terms of the urban component of the development, residual impacts relate to individuals' preferences for the nature and extent of change which cannot be mitigated by means such as colours, materials and the articulation of building surfaces. These personal preferences are to, or resilience towards change to the existing arrangement of views. Individuals or groups may express strong preferences for either the existing, approved or proposed form of urban development.

In our opinion the permanent visual impacts are minimal due to the limited visibility of the proposal. Further, the level of visual effects are considered acceptable due to the existing visual character of the intersection and viewer's likely visual expectations of a major urban intersection where such signage would not appear as an unfamiliar item.

## 6.7 APPLYING THE 'WEIGHTING' FACTORS

To arrive at a final level of significance of visual impact, the weighting factors are applied to the overall level of visual effects.

The proposed development has been assessed against the weighting factors and was found to have a high level of visual compatibility with the surrounding area.

Further, given the limited visual catchment of the proposal from the neighbouring HCA's and heritage items, where visibility of the proposal is limited to partial views of sections of the sign, combined with the often transitory nature of many of the viewers, has a down weight on the visual effects.

## 6.8 OVERALL VISUAL IMPACTS

Taking into consideration the existing visual context and baseline factors against which to measure change, the level of visual effects of the proposed development and in the context of additional weighting factors, the visual impacts of the proposal were found to be acceptable.



# SECTION 7: 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.
- Of the eight viewpoints assessed all are rated as low impact.
- 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.
- Views to the sign will only be visible in close views due to surrounding buildings and vegetation blocking medium and long distance views to the signs.
- The sign is compatible with the visual character of the intersection which includes traffic signage and commercial signage visible at 1-19 Regent Street and on the overbridge walls.
- Large format digital signs such as those proposed are not uncharacteristic of visual features typically found at major intersections and within transport corridors.
- 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 sign does not affect or block views or vistas to unique features or heritage items including the locally listed 'Greek Orthodox Church group' or 'Former Mercantile Bank building' from the assessed viewpoints.
- In our opinion, the sign does not impact on the neighbouring Redfern Estate Heritage Conservation Area (HCA) as a result of the buildings in the north-western section of the HCA adjacent to the sign including contemporary RFBs and buildings with no individual heritage listings.
- The HCA listing identifies two locations on Cleveland and Regent Streets:
  - **Regent Street:** Group Victorian shops near Redfern Street
  - **Cleveland Street:** Park, 2-3 storey grand Victorian terraces
  - The sign is not visible from the identified locations and are unaffected by the signs.
- In our opinion, the visual effects and impacts of the sign are low and acceptable on visual impact grounds.



# SECTION 8: APPENDIX



# APPENDIX 1

## ANALYSIS 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.
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.

Table 2 Description of visual effects.

# APPENDIX 2

## ANALYSIS OF VISUAL IMPACTS

In order to establish an objective assessment of the extent and significance of the likely visual changes in each view, Urbis have used the following descriptions of visual impacts on baseline factors sourced from Richard Lamb and Associates (RLA).

Factors	Low Impact	Medium Impact	High Impact
Physical absorption capacity	Existing elements of the landscape physically hide, screen or disguise the proposal. The presence of buildings and associated structures in the existing landscape context reduce visibility. Low contrast and high blending within the existing elements of the surrounding setting and built form.	The proposal is of moderate visibility but is not prominent because its components, texture, scale and building form partially blend into the existing scene.	The proposal is of high visibility and it is prominent in some views. The project location is high contrast and low blending within the existing elements of the surrounding setting and built form.
Compatibility with urban/natural features	High compatibility with the character, scale, form, colours, materials and spatial arrangement of the existing urban and natural features in the immediate context. Low contrast with existing elements of the built environment.	Moderate compatibility with the character, scale, form and spatial arrangement of the existing urban and natural features in the immediate context. The proposal introduces new urban features, but these features are compatible with the scenic character and qualities of facilities in similar settings.	The character, scale, form and spatial arrangement of the proposal has low compatibility with the existing urban features in the immediate context which could reasonably be expected to be new additions to it when compared to other examples in similar settings.

Table 3 Indicative Ratings Table of Visual Impact Factors.