

The URBIS logo is located in the top right corner of the page. It consists of the word "URBIS" in a bold, white, sans-serif font, enclosed within a white rectangular border that is slightly offset to the right and top.The background image is a photograph of a tram track in Pyrmont, Australia. The tram tracks run along a road that is partially covered by a large, modern concrete bridge. The bridge has a curved, sculptural design. In the background, there are green hills and a clear blue sky. The image is overlaid with a semi-transparent green filter on the left side.

# WESTERN DISTRIBUTOR, PYRMONT VISUAL IMPACT ASSESSMENT

PREPARED FOR  
**JCDECAUX**  
JUNE 2022  
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 Fish Market Light Rail Station / Western Distributor, within the railway infrastructure reserve (the site).

A development application (DA 10665) was approved by the Department of Planning and Environment (DPE) on 1 April 2022 granting consent for erection of a monopole digital advertising billboard sign at Lot 9 in DP 870309.

It is the applicant's intention to surrender DA 10665 upon the granting of development consent to the subject DA (the proposed sign). The subject DA identifies the issues raised under DA 10665 and seeks to provide an improved environmental outcome within the same site.

## 1.2 PROPOSED DEVELOPMENT

The proposed development is for a digital advertising sign elevated above the Fish Market light rail station and within an vegetated infrastructure reserve.

The base of the sign will be installed on a concrete plinth base and is constructed with a fabricated steel 'exoskeleton' with a vertical planting system housed within the structure.

The sign is orientated away from adjacent buildings, with the digital display directed towards outbound (western) traffic on the expressway, with the structure as a whole visible from the surrounding area.

The proposal includes:

- the overall height from the base of concrete plinth to top of sign is 21.725m
  - the base has a width of 3.210m, and the screen has a width of 1.870m
  - the visual display measures 12.48 x 3.2m and is orientated south-east.
- a maximum crown height of RL30.135m and platform level of RL26.410



**Figure 1** DA 10665 LOCATION AND THE SUBJECT SITE



Figure 2 SITE PLAN (TZANNES ARCHITECTS MAY 2022)

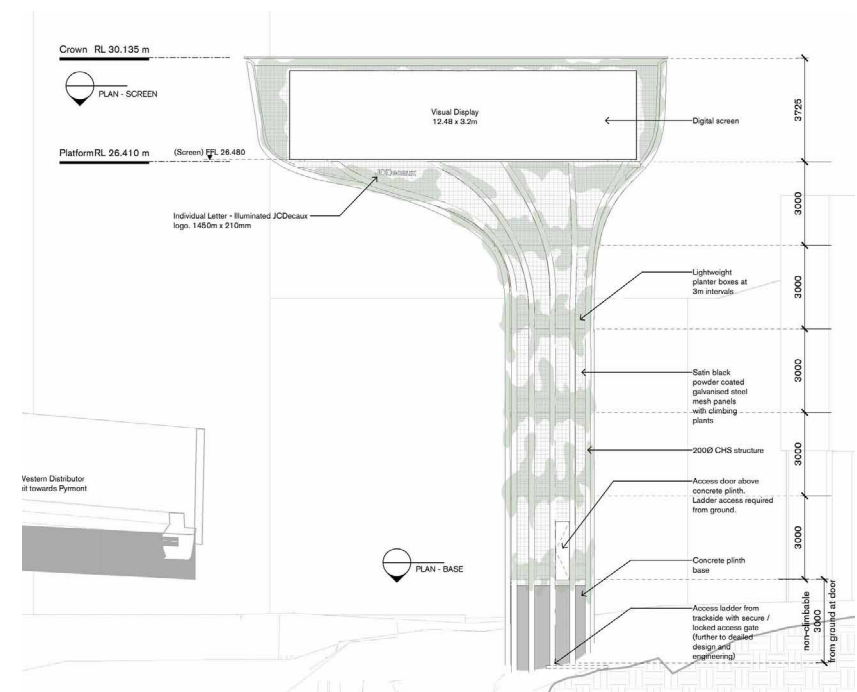
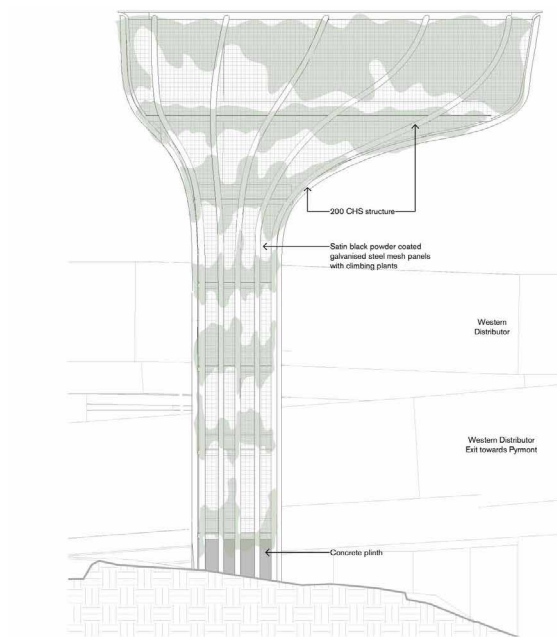
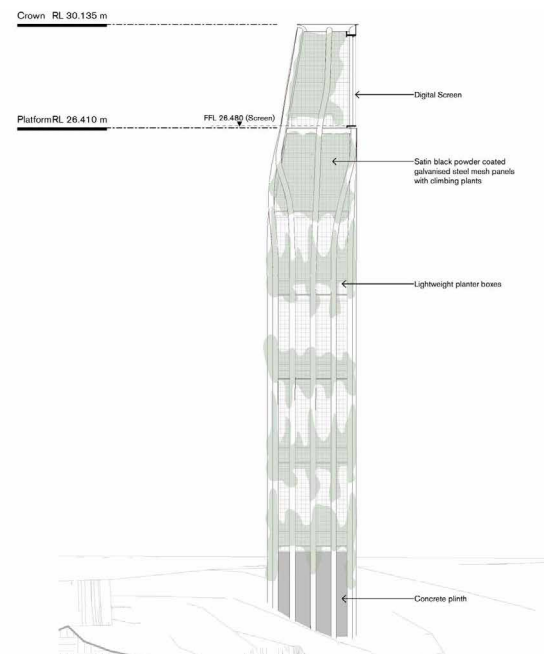


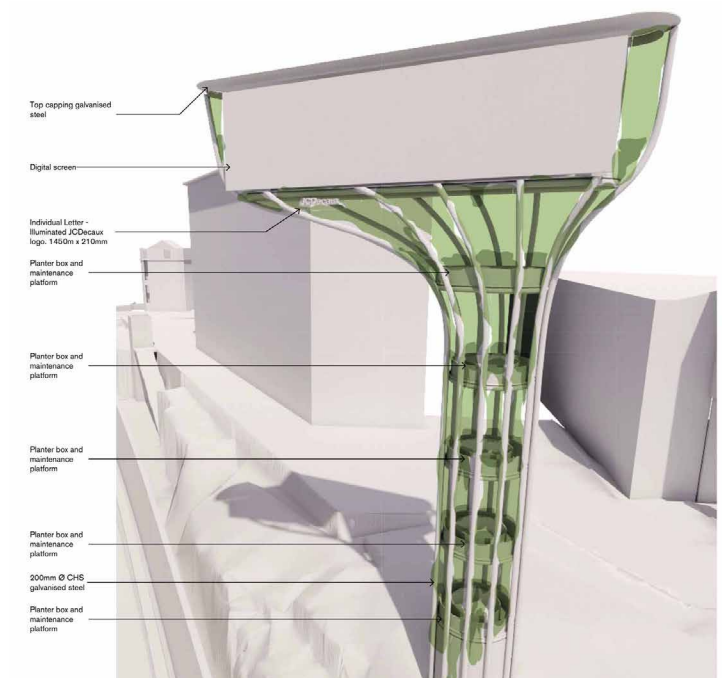
Figure 3 SOUTHERN ELEVATION (TZANNES ARCHITECTS MAY 2022)



**Figure 4** NORTHERN ELEVATION (TZANNES ARCHITECTS MAY 2022)



**Figure 5** WESTERN ELEVATION (TZANNES ARCHITECTS MAY 2022)



**Figure 6** AXONOMETRIC VIEW (TZANNES ARCHITECTS MAY 2022)

## 2.0 METHODOLOGY

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

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

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

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

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

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

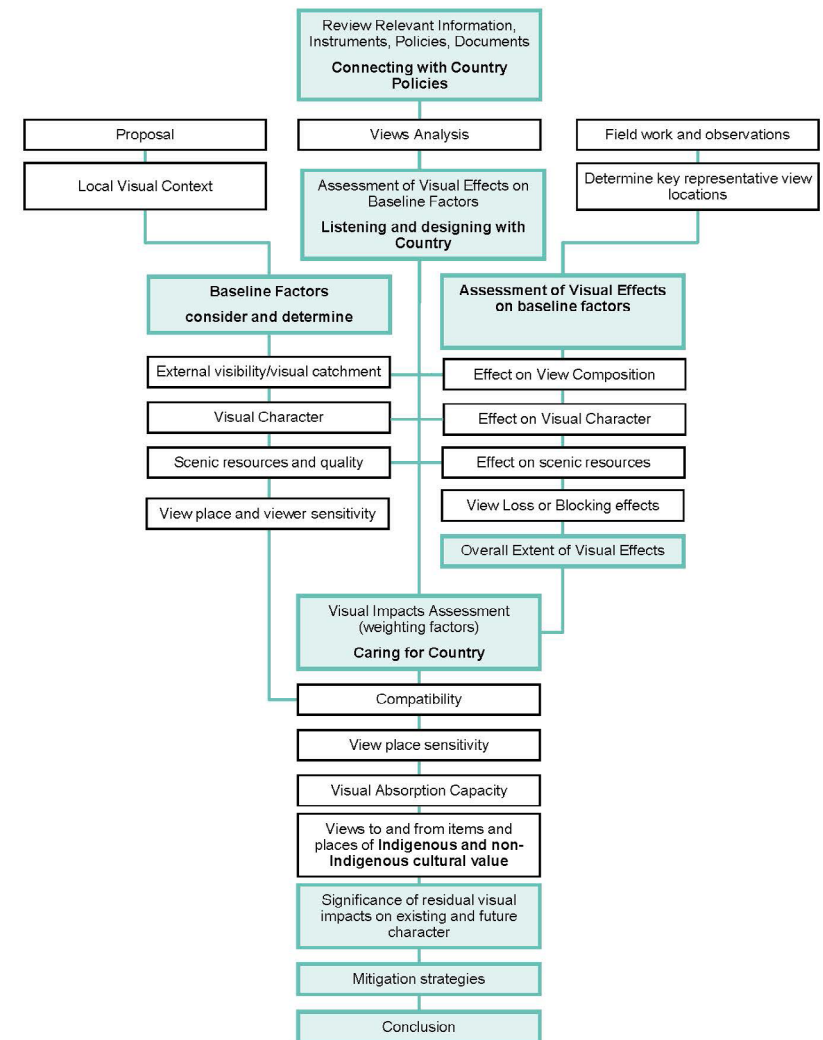


Figure 7 VIA Methodology Flowchart



# 3.0 BASELINE FACTORS

## 3.1 VISUAL CHARACTER

The site is zoned SP2 Infrastructure and is approximately 1,455 sqm. located within a light rail corridor infrastructure reserve which passes in a cutting below Miller Street. The site is heavily vegetated with a variety of species including shrub planting through to mature tree species.



Figure 8 PROPOSED SIGN LOCATION.

## 3.2 SURROUNDING VISUAL CONTEXT

The wider area is characterised by mixed use, commercial and residential buildings of up to ten storeys. The building opposite the site at 55 Miller Street is seven storeys and has active frontage on both Miller Street and Miller Lane.

The elevated Western Distributor directly adjacent the site is highly visible in the immediate surrounding area and adds a high level of visible infrastructure built-form to the area.

## 3.3 POTENTIAL VISUAL CATCHMENT

Potential visibility of the proposed sign is highly limited as a result of surrounding built-form and vegetation often filtering or entirely obstructing parts of the sign. The sign would be most visually accessible from the Western Distributor, however the views are generally limited in duration given that all visual receivers will be travelling in moving vehicles.

## 3.4 SCENIC QUALITY

Scenic quality relates to the likely expectations of viewers regarding scenic beauty, attractiveness or preference of the visual setting of the subject site and is a baseline factor against which to measure visual effects. Criteria and ratings for preferences of scenic quality and cultural values of aesthetic landscapes are based on empirical research undertaken in Australia by academics including Terrance Purcell, Richard Lamb, Colleen Morris and Gary Moore.

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

**Comment: Low**

The site itself is considered to be of low scenic quality being within a light rail corridor and being located in an urban area with no scenic or landscape features other than trees located within the infrastructure reserve and Paradise Reserve adjacent to it.

## 3.5 VIEW PLACE SENSITIVITY

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

**Comment: Medium**

A high number of viewers are likely to be exposed to views of the site and proposed sign by virtue of the site being within a mixed-use area and near a busy transport corridor.

## 3.6 VISUAL CLUTTER

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

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

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

**Comment: Medium**

Views in the vicinity of the site and proposed sign include street lights, motorway lights, small directional signs and large directional signs on the Western Distributor. Further signage is located in the Fish Market light rail forecourt marking the entry/exit and train schedules.

The proposed sign introduces a new element into the composition of views and some additional visual clutter will be generated.

## 3.7 VIEWER SENSITIVITY

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

**Comment: Low**

Buildings immediately surrounding the site are mixed use, and residential locations to the east of the site are generally single storey dwellings which will not have direct views of the site as a result of mature vegetation within Paradise Reserve blocking views.



# 4.0 RELEVANT CONTROLS, GUIDELINES AND POLICIES

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

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

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

The Industry and Employment SEPP prescribes the following requirements:

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

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

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

### 4.1.1 Industry and Employment SEPP – Schedule 5 Assessment criteria

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

#### 1 Character of the area

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

**Comment:** The site is located within a SP2 Infrastructure reserve within a visual context that is predominantly characterised by infrastructure elements such as the Western Distributor and Light Rail. A future significant visual change to the area is considered unlikely and the visual character of the rail corridor itself is likely to remain as current for the long term.

In the Sydney DCP 2012, the Pyrmont Locality Statement is relevant and includes principles which seek to 'maintain

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

#### 2 Special areas

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

**Comment:** The site is located in proximity to a Heritage Conservation Areas (HCA) to the east, however significant mature vegetation within Paradise Reserve obstructs or highly filters views to and from the HCA and the proposed sign is not anticipated to have an impact on the area.

There is one open spaces adjacent to the site, Paradise Reserve. Mature vegetation within the reserve and the proposal site, combined with the integration of vertical planting within the sign structure will help to integrate the proposed sign within the existing planting so that it visually recedes into its surroundings when viewed from the reserve and would be unlikely to detract from the overall amenity of the reserve from a visual perspective.

The nearest residential locations are located to the east of the site on Bulwara Road. Due to mature vegetation within Paradise Reserve, direct views of the proposed sign would be highly unlikely and any fleeting views would be highly filtered.

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

### 3 Views and vistas

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

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

### 4 Street scape, setting or landscape

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

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

The proposed sign will generate visual interest within the area of the transport corridor without impacting upon the wider mixed-use character of the area and will not protrude above buildings that it is immediately adjacent to, namely 55 Miller Street). The sign will be seen against trees (from which it will not project above). Ongoing vegetation management will likely be required, but it would not be in excess of current requirements.

### 5 Site and building

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

**Comment:** There are no buildings within the site, which is an infrastructure reserve. The proposed sign respects the site in which it is located by integrating vertical planting within its structure to integrate it with its surrounds and shows innovation in order to achieve integration.

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

**Comment:** No safety devices, platforms, lighting devices are proposed and a JCDecaux logo is inconspicuous.

### 7 Safety

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

#### 4.1.2 Land Use Compatibility

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

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

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

- Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:
- Environmentally sensitive area
- Heritage area
- Natural or other conservation area

- Open space (excluding sponsorship advertising at sporting facilities in public recreation zones)
- Waterway
- Residential area (but not including a mixed residential and business zone, or similar zones)
- Scenic protection area
- National park or nature reserve.

**Comment:** The site is located within SP2 infrastructure zoned land and in a locality with existing built infrastructure elements and structures which are larger scale compared to the proposed sign. It would not be visible from the HCA to the east and while it is adjacent to Paradise Reserve open space, the mature vegetation within the reserve and the proposed planting within the structure of the sign means that it is highly unlikely to have any significant impact on the amenity of the reserve.

## 4.2 SYDNEY DCP 2012

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

Section 3.16.7.2 states:

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

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

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







# 5.0 EFFECT ON BASELINE FACTORS

## 5.1 SURROUNDING VISUAL CONTEXT

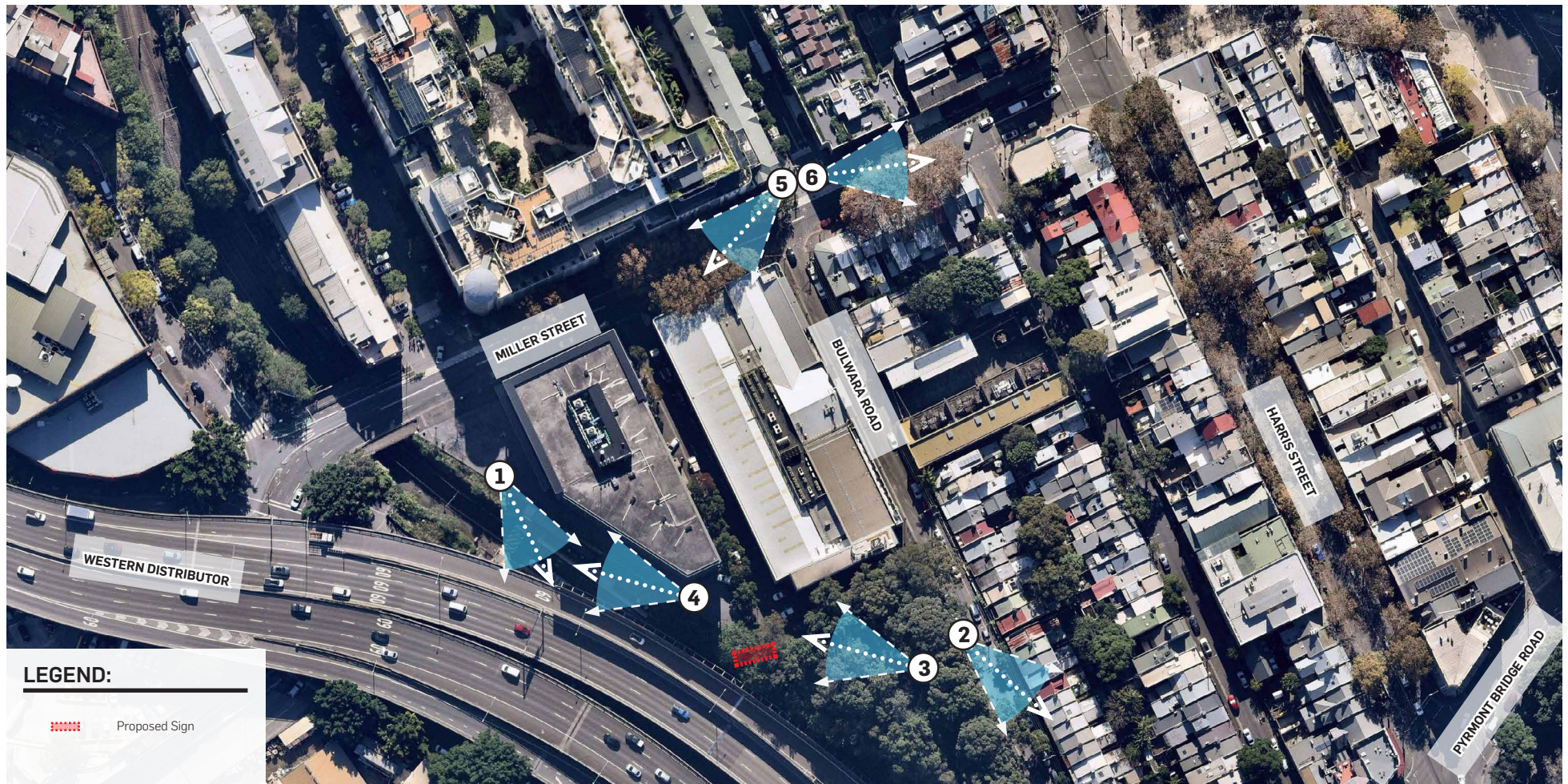


Figure 9 SURROUNDING VISUAL CONTEXT VIEWPOINT LOCATION MAP

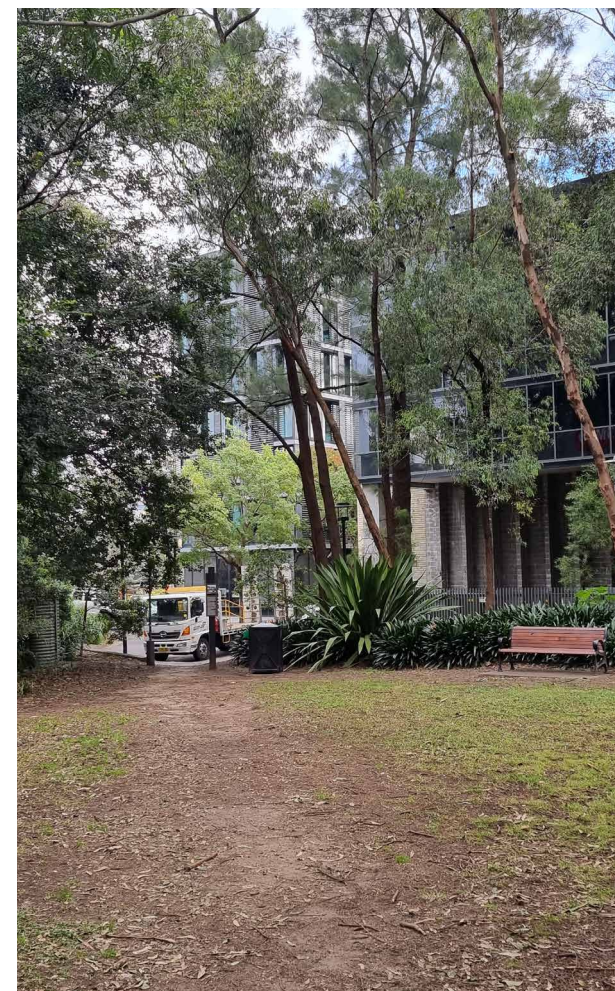




**Figure 10** View 1 - Fish Market Light Rail Station



**Figure 11** View 2 - Residential Dwellings Bulwara Rd

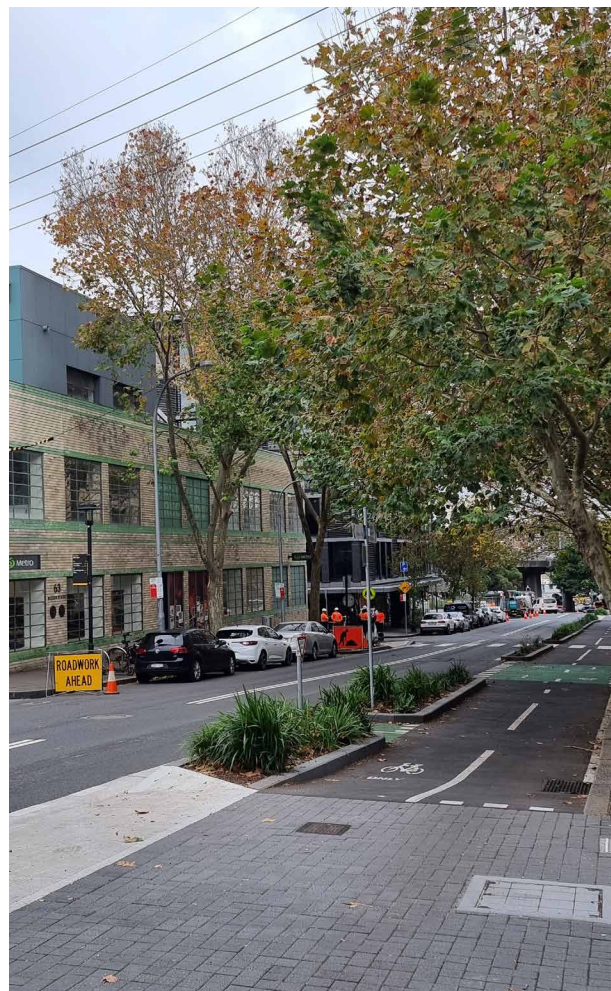


**Figure 12** View 3 - Paradise Reserve





**Figure 13** View 4 - Western Distributor and ANZAC Bridge



**Figure 14** View 5 - View South-west along Miller St



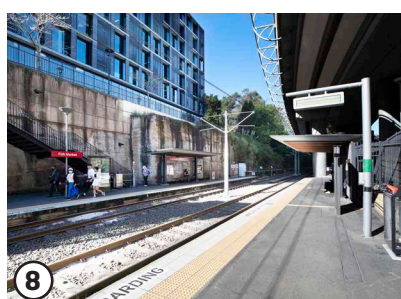
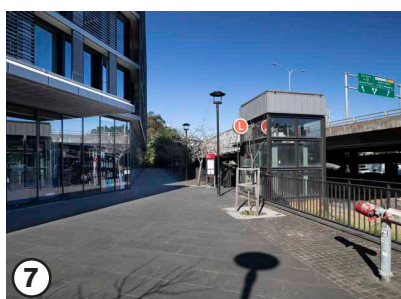
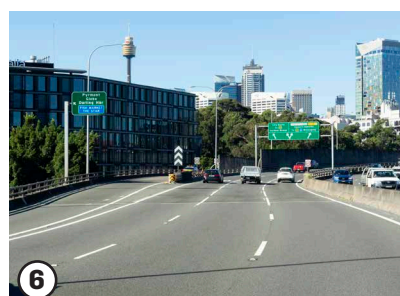
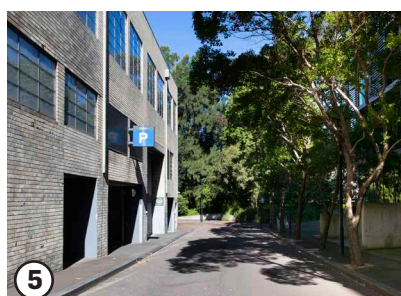
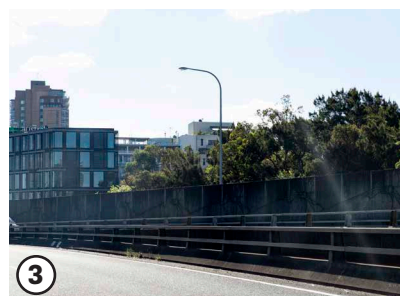
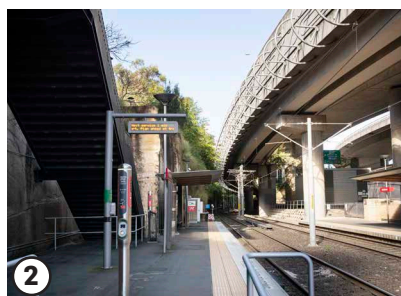
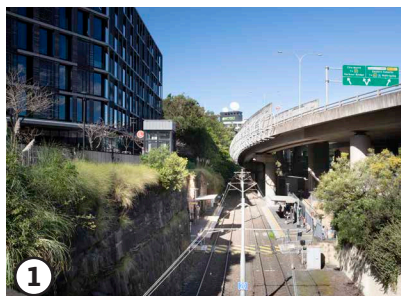
**Figure 15** View 6 - View North-east along Miller St





**Figure 16** PHOTOMONTAGE VIEWPOINT LOCATION MAP





## 5.2 PHOTOMONTAGE METHOD

The photomontage provider (Tzannes) has inserted and aligned the image of the proposed sign using the 3D CAD model produced for development applications drawings by Tzannes 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.

### PHOTOMONTAGE LOCATIONS

1. Miller Street Bridge (South-east view)
2. Fish Market Station Platform 1 (South-east view)
3. Western Distributor (North-west view)
4. Western Distributor (North-west view)
5. Miller Lane (South-east view)
6. Western Distributor (East view)
7. Fish Market Light Rail Forecourt (South-east view)
8. Fish Market Station Platform 2 (South-east view)



## 5.2.1 VIEW / PHOTOMONTAGE 1

### VIEW 01 - Miller Street Bridge (South-east View)

#### DISTANCE CLASS

- Medium View
- 100m - 1000m

#### EXISTING VIEW

Infrastructure elements are the primary components of the visual composition, with the light rail line and Fish Market Station clearly visible within the centre of the view from the elevated viewpoint. Above the rail line and to the right of the view is the Western Distributor and associated elements including signage and lighting, with the elevated motorway obstructing medium and long distance views. To the left of the view the sandstone cutting is visible which separates the rail line and the station forecourt, with the seven storey mixed use building at 55 Miller Street visible above the station. A significant level of vegetation is visible to either side of the rail line in the foreground, as well as in the medium distance in Paradise Reserve, adjacent to the site.

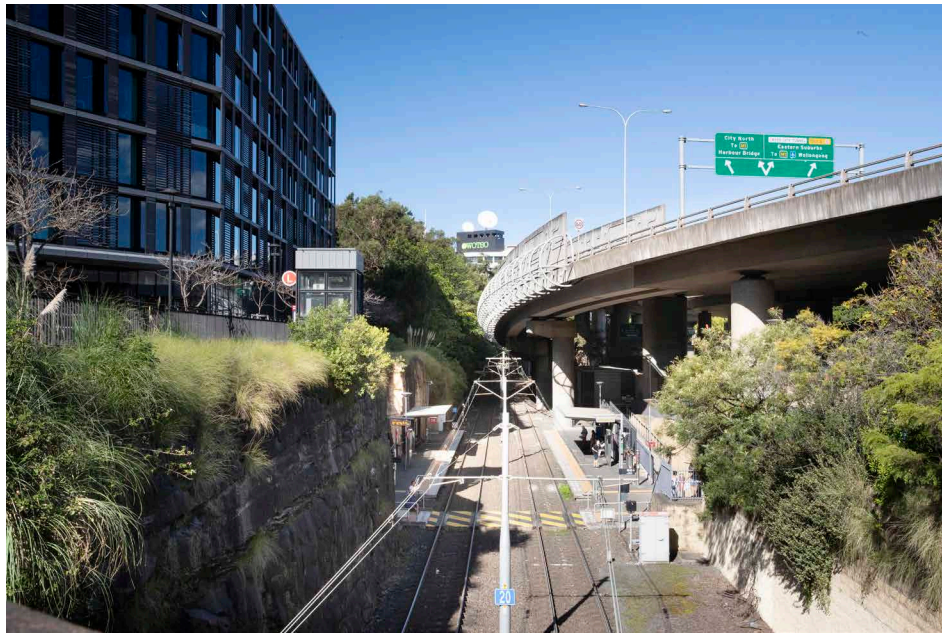
#### VISUAL EFFECTS AS MODELLED

The northern facade (back) of the proposed sign is clearly visible. As a result of the exoskeleton incorporating a vertical planting system which allows for climbing plants to largely cover the structure, and the digital display orientated to the motorway, much of the sign visually recedes into the backdrop of mature vegetation within the infrastructure reserve and Paradise Reserve, with the upper portion of the sign being the most visually prominent given the open sky backdrop. While the proposed sign introduces a new element into the view composition, it does not block or screen any important views to scenic items.

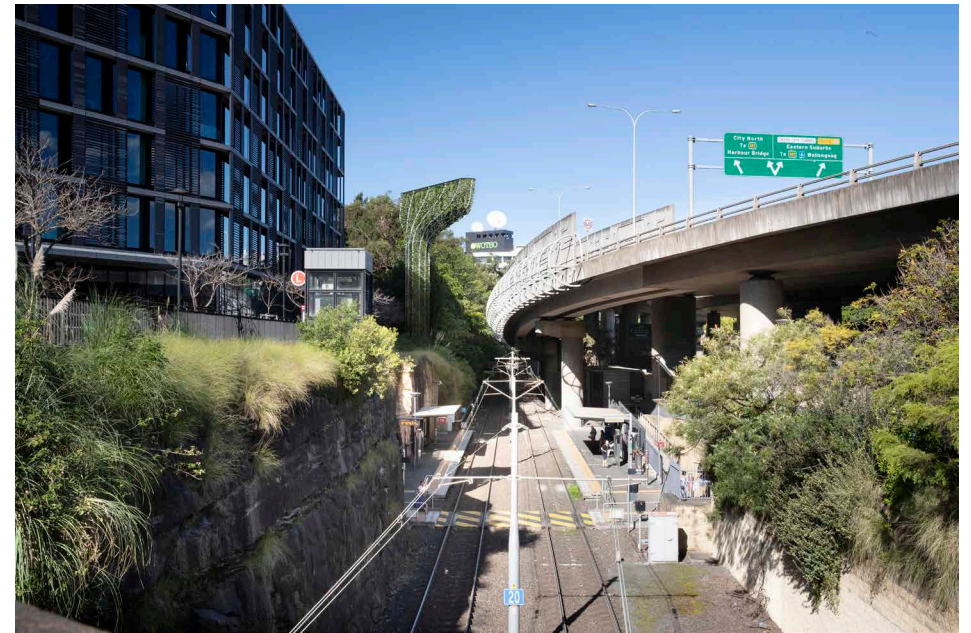
Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	Medium
View Loss & Blocking Effects	Low
Effects on Visual Clutter	Low
Rating of visual effects on variable weighting factors	Rating
Public Domain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



Figure 17 VIEWPOINT LOCATION



**Figure 18** EXISTING VIEW



**Figure 19** PHOTOMONTAGE OF PROPOSED VIEW



## 5.2.2 VIEW / PHOTOMONTAGE 2

### VIEW 02 - Fish Market Station Platform 1 (South-east View)

#### Distance class

- Close View
- <100m

#### Existing View

Infrastructure elements associated with light rail line and the Western Distributor dominate the view. In the immediate foreground Platform 1 the Fish Market is visible, with associated station elements clearly visible including electronic signage, tap on/off card readers, lighting and a shelter, with access stairs to the elevated forecourt on Miller Street visible to the left of the view. To the right of the view the rail line is clearly visible receding southwards, with Platform 2 visible beyond. Above the platform the underside of the Western Distributor is clearly visible also receding southwards, following the rail line. While built infrastructure elements are the dominant visual elements, a small portion of elevated vegetation is visible within infrastructure reserve to the centre left of the view. The station and motorway obstruct any medium or long distance views.

#### Visual Effects as Modelled

The upper portion of the northern facade (back) of the proposed sign is clearly visible, with the lower level obstructed as a result of its elevated position. As a result of the exoskeleton incorporating a vertical planting system which allows for climbing plants to largely cover the structure, and the digital display facing the motorway, the proposed sign largely presents as an extension of the existing vegetation that surrounds it as opposed to a digital sign, with only minor steel elements visible amongst the vegetation. While the proposed sign introduces a new element into the view composition, it does not block or screen any important views to scenic items.

Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High
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	High
Compatibility with the existing visual environment	High
<b>Overall rating of significance of visual impact</b>	<b>LOW</b>

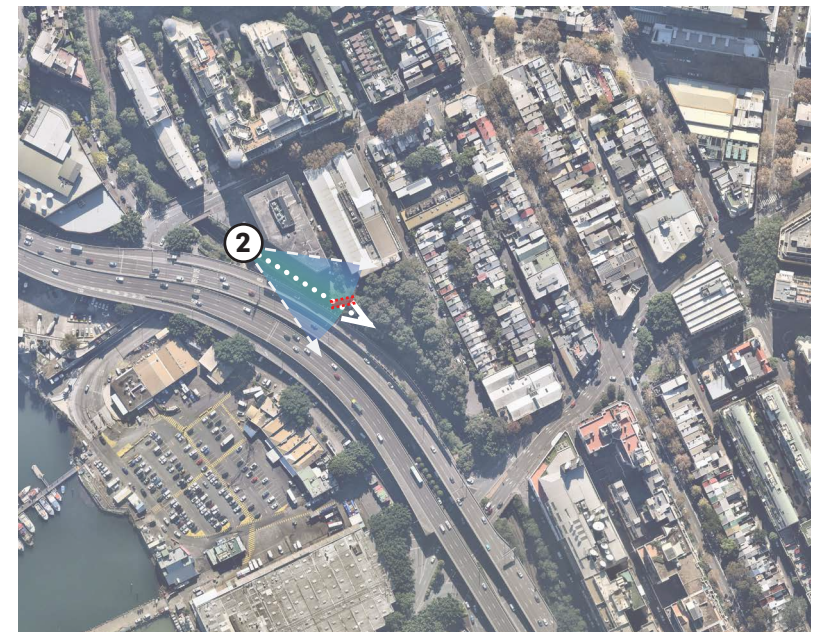
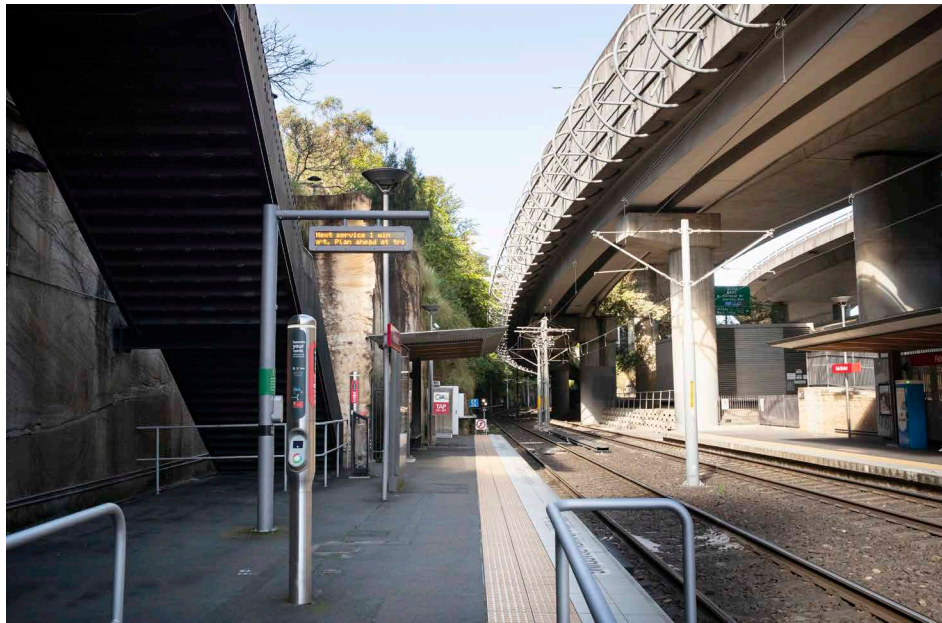
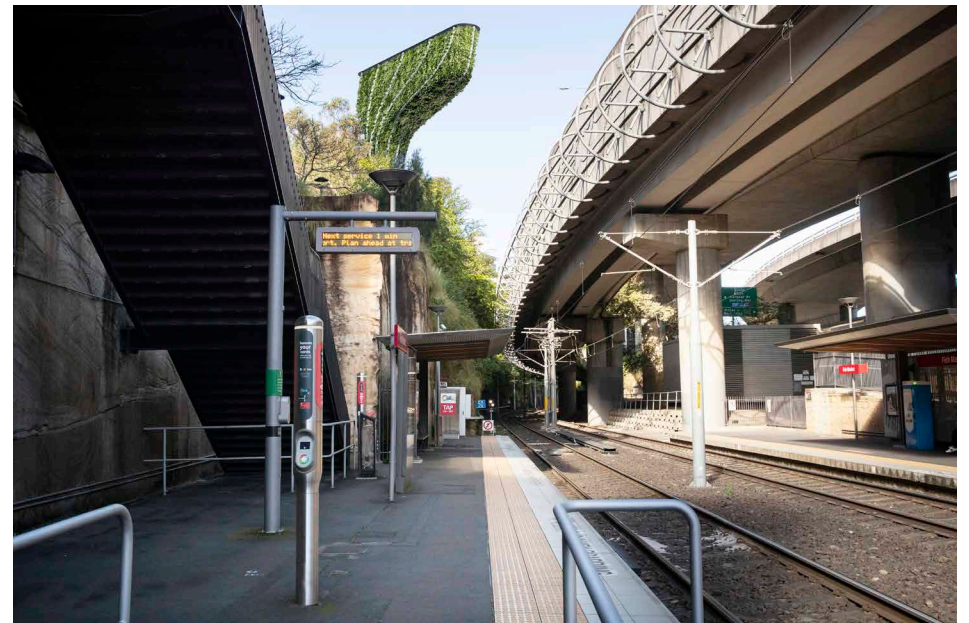


Figure 20 VIEWPOINT LOCATION



**Figure 21** EXISTING VIEW



**Figure 22** PHOTOMONTAGE OF PROPOSED VIEW



VIEW 03 - Western Distributor (North-west View)

Distance class

- Close View
- <100m

Existing View

The foreground of the view is entirely comprised of the elevated Western Distributor which obstructs views of the lower level surrounding streetscapes, rail station and public open space. Above the motorway wall the upper levels of mature canopy within the infrastructure reserve and Paradise Reserve is visible to the right of the view which obstructs medium and long distance views beyond. To the left the upper levels of the mixed-use building at 55 Miller Street is visible, with upper levels of a small number of buildings beyond visible.

Visual Effects as Modelled

The southern facade of the proposed sign and the digital display board is clearly visible. As a result of the exoskeleton incorporating a vertical planting system, much of the steel structure is covered in vegetation which allows it to the partially integrate with existing mature vegetation within the infrastructure reserve that it is located in. The proposed sign partially blocks view of a portion of the top storey of the mixed-use building at 55 Miller Street. While the proposed sign introduces a new element into the view composition and partially obstructs views of the building behind it, it does not block or screen any important views to scenic items.

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



Figure 23 VIEWPOINT LOCATION



**Figure 24** EXISTING VIEW



**Figure 25** PHOTOMONTAGE OF PROPOSED VIEW

**VIEW 04 - Western Distributor (North-west View)**

**Distance class**

- Medium View
- 100m-1000m

**Existing View**

The foreground of the view is comprised of the west bound lanes of the Western Distributor, with the east bound lanes visible beyond the low level safety barriers. Elements associated with the operation of the motorway are visible, including signage and lighting. As a result of the motorway being elevated, views of the lower surrounding streetscapes and public domain are obstructed. Beyond the concrete motorway wall the upper portion of mature canopy within the rail reserve and Paradise Reserve is visible, obstructing medium and long distance views beyond. To the centre left of the view the upper levels of a number of buildings of mixed architectural styles, construction dates and uses within Pyrmont are visible and obstruct long distance views. .

**Visual Effects as Modelled**

The southern facade of the proposed sign and the digital display board is clearly visible. As a result of the exoskeleton incorporating a vertical planting system, much of the steel structure is covered in vegetation which allows it to the partially integrate with existing mature vegetation within the infrastructure reserve that it is located in. The proposed sign partially blocks view of a portion of the top storey of the mixed-use building at 55 Miller Street. While the proposed sign introduces a new element into the view composition and partially obstructs views of the building behind it, it does not block or screen any important views to scenic items.

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



Figure 26 VIEWPOINT LOCATION





**Figure 27** EXISTING VIEW



**Figure 28** PHOTOMONTAGE OF PROPOSED VIEW



**VIEW 05 - Miller Lane (South-east View)**

**Distance class**

- Close View
- <100m

**Existing View**

The view is highly constrained in a south-east direction as a result of built-form and vegetation to either side of the lane. On the left the brick western facade of the Woolworths Metro is visible. To the right is a series of mature trees running parallel to the lane, with highly filtered views of the mixed-use building at 55 Miller Street visible behind the trees. The lane terminates at the northern corner of Paradise Reserve, where a significant number of mature vegetation species within the reserve is visible, which obstructs views into and beyond the reserve.

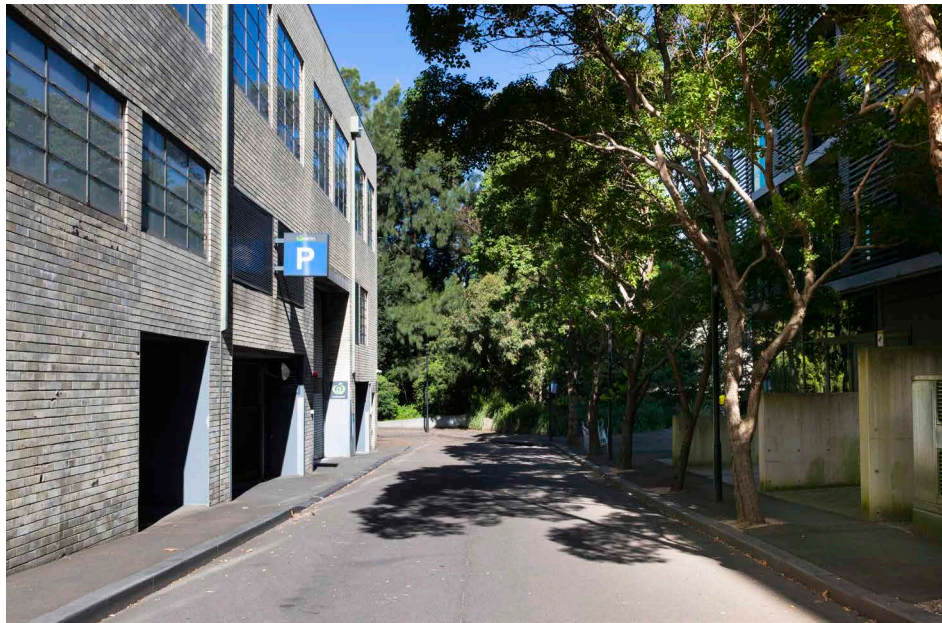
**Visual Effects as Modelled**

The existing vegetation within Miller Land and the infrastructure reserve obstruct views of the proposed sign and any fleeting views through the vegetation are not discernible as a result of the climbing vegetation throughout the exoskeleton.

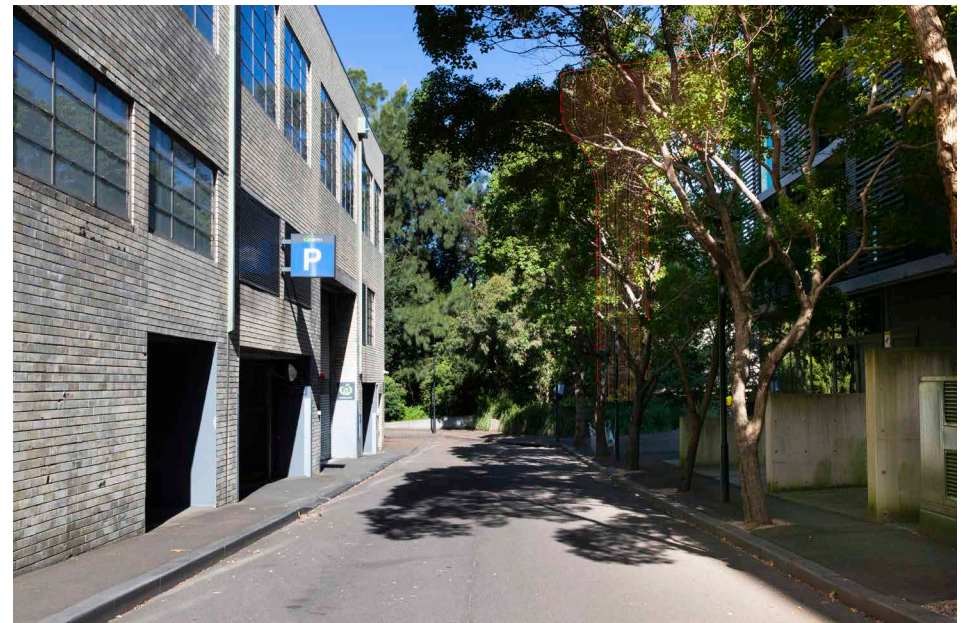
Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High
View Loss & Blocking Effects	Low
Effects on Visual Clutter	Low
Rating of visual effects on variable weighting factors	Rating
Public Domain View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



Figure 29 VIEWPOINT LOCATION



**Figure 30** EXISTING VIEW



**Figure 31** PHOTOMONTAGE OF PROPOSED VIEW



VIEW 06 - Western Distributor (East View)

Distance class

- Medium View
- 100m-500m

Existing View

The foreground of the view is entirely comprised of the Western Distributor, with the Darling Harbour exit to the left, east bound lanes in the centre and west bound lanes to the right, separated by a low concrete barrier. Elements associated with the operation of the motorway are clearly visible, including a number of signs and lighting. The upper levels of the mixed-use building at 55 Miller Street is visible to the left of the view adjacent to the motorway, and recedes eastwards towards Paradise Reserve. Within the infrastructure reserve and Paradise Reserve is a number of mature tree species, and the upper portion of their canopies are visible to the centre and centre right of the view running adjacent to the motorway. Beyond the canopy a number of CBD buildings are visible, including Sydney Tower. As a result of motorway being elevated, views of the surrounding streetscapes and public domain are obstructed.

Visual Effects as Modelled

The northern facade (back) of the proposed sign is partially visible on a highly oblique view. As a result of the exoskeleton incorporating a vertical planting system which allows for climbing plants to largely cover the structure, and the digital display facing the opposite direction, the sign largely recedes into the mature vegetation behind it, and is further reduced in visibility by being partially obstructed by motorway signage. While the proposed sign introduces a new element into the view composition, it does not block or screen any important views to scenic items.

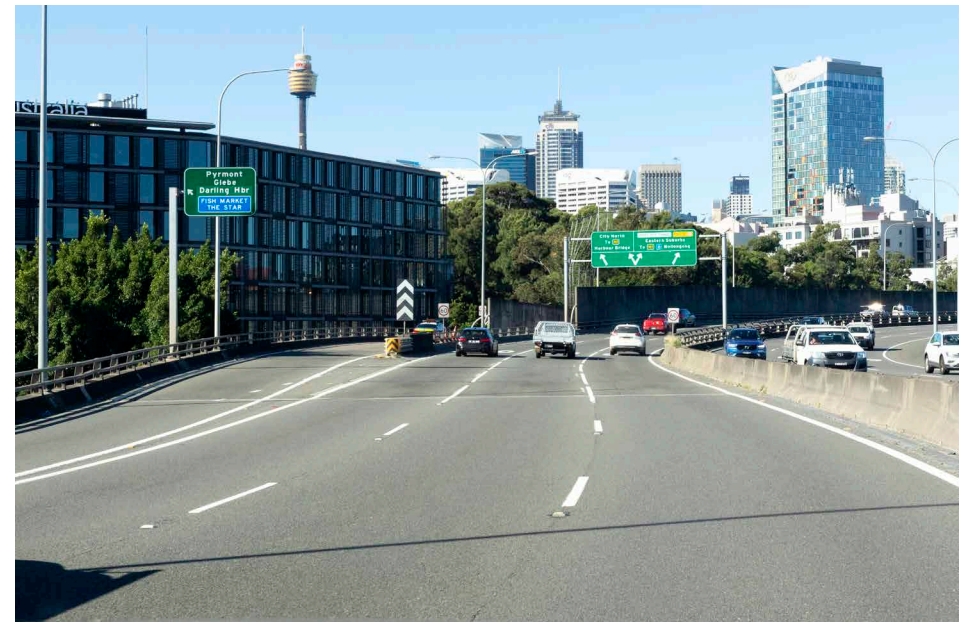
Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High (45m)
View Loss & Blocking Effects	Low
Effects on Visual Clutter	Low
Rating of visual effects on variable weighting factors	Rating
Public Domain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



Figure 32 VIEWPOINT LOCATION



**Figure 33** EXISTING VIEW



**Figure 34** PHOTOMONTAGE OF PROPOSED VIEW



**VIEW 07 - Fish Market Light Rail Forecourt (South-east View)**

**Distance class**

- Close View
- <100m

**Existing View**

The view is comprised of the elevated paved forecourt of the Fish Market light rail station. To the left of the view the ground and first two levels of the mixed use building at 55 Miller Street is visible, which recedes eastwards towards Paradise Reserve and the infrastructure reserve, where a small amount of mature vegetation can be seen to the centre left of the view. To the right of the forecourt is the entry/ exit to the station, with lift and stair access as well as signage and lighting visible. Beyond the station the elevated Western Distributor is visible, with associated elements such as signage and lighting visible. The motorway largely obstructs medium and long distance views, however glimpses of the Sydney Fish Market are visible between the motorway pylons.

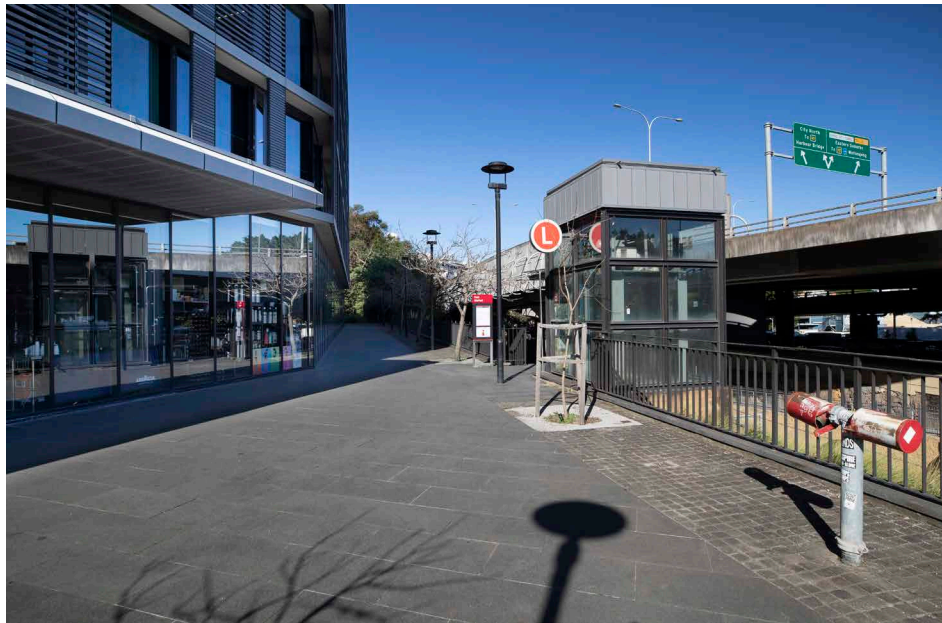
**Visual Effects as Modelled**

The northern facade (back) of the proposed sign is clearly on an oblique angle. As a result of the exoskeleton incorporating a vertical planting system which allows for climbing plants to largely cover the structure, and the digital display orientated to the motorway, the lower portion of the sign visually recedes into the backdrop of mature vegetation within the infrastructure reserve and Paradise Reserve, with the upper portion of the sign being the most visually prominent given the open sky backdrop. While the proposed sign introduces a new element into the view composition, it does not block or screen any important views to scenic items.

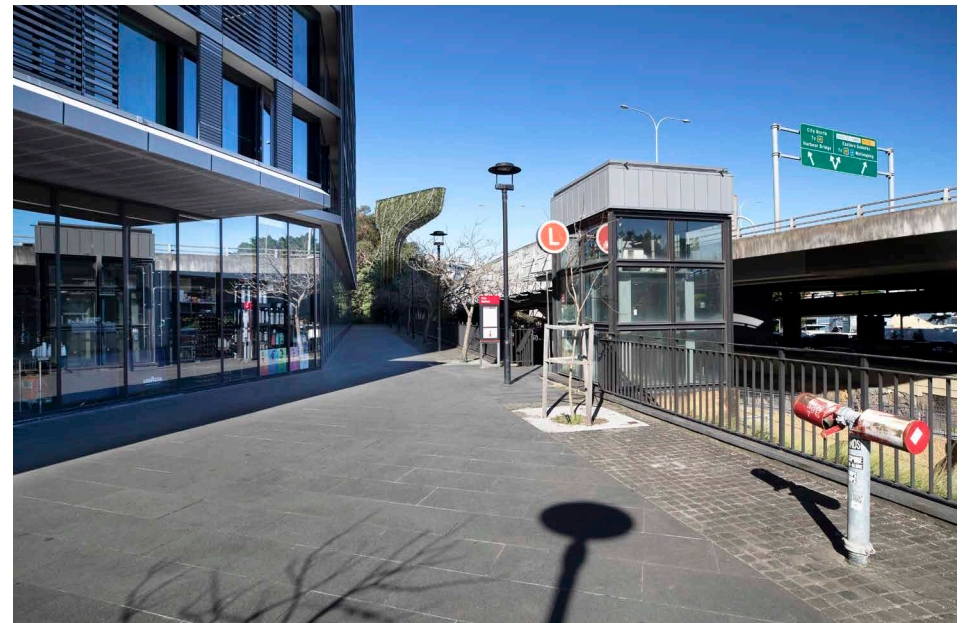
Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Low
Viewing Distance	High
View Loss & Blocking Effects	Low
Effects on Visual Clutter	Low
Rating of visual effects on variable weighting factors	Rating
Public Domain View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



**Figure 35** VIEWPOINT LOCATION



**Figure 36** EXISTING VIEW



**Figure 37** PHOTOMONTAGE OF PROPOSED VIEW



**VIEW 08 - Fish Market Station Platform 2 (South-east View)**

**Distance class**

- Close View
- <100m

**Existing View**

The view is largely comprised of elements of the Fish Market light rail station. In the immediate foreground is Platform 2 and associated elements including electronic signage, tap on/off card reader, lighting and a pedestrian shelter. The rail line is visible receding east, with Platform 1 visible beyond which is comprised of the same associated platform elements as Platform 2, with the addition of access stairs seen attached to the sandstone wall which separates the station and the station forecourt. Above the station to the left of the view the western facade of the mixed-use building at 55 Miller Street is visible which recedes south-east towards a mixture of vegetative species within the infrastructure reserve and Paradise Reserve. To the right of the view above the station the underside of the Western Distributor is visible.

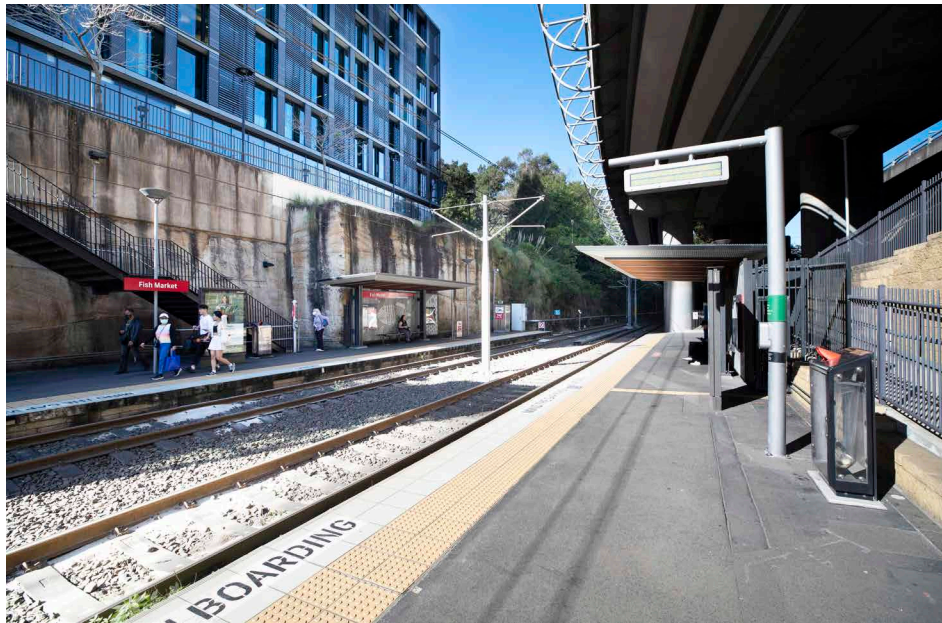
**Visual Effects as Modelled**

The northern facade (back) of the proposed sign is partially visible on an elevate and oblique angle. As a result of the exoskeleton incorporating a vertical planting system which allows for climbing plants to largely cover the structure, the lower portion of the sign visually recedes into the backdrop of mature vegetation within the infrastructure reserve and Paradise Reserve. A small part of the upper portion of the sign is visible and is more visually pronounced due to it appearing against a backdrop of open sky. While the proposed sign introduces a new element into the view composition, it does not block or screen any important views to scenic items.

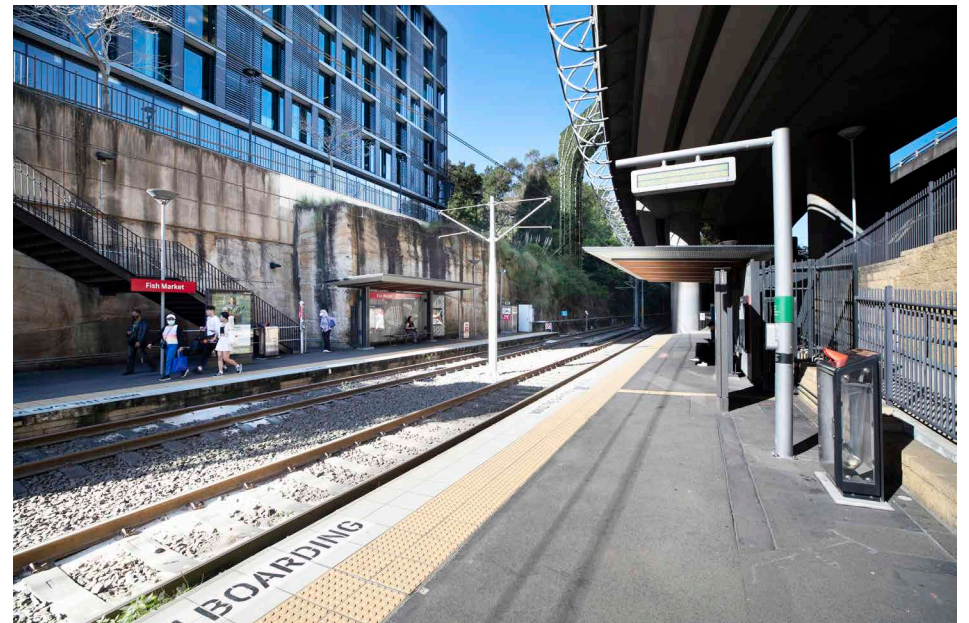
Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High
View Loss & Blocking Effects	Low
Effects on Visual Clutter	Low
Rating of visual effects on variable weighting factors	Rating
Public Domain View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



**Figure 38** VIEWPOINT LOCATION



**Figure 39** EXISTING VIEW



**Figure 40** PHOTOMONTAGE OF PROPOSED VIEW



## 6.0 VISUAL IMPACT CONCLUSION

- Visibility of the proposed sign is highly limited as a result of surrounding built-form and vegetation often filtering or entirely obstructing parts of the sign.
- The sign is most visually accessible from the Western Distributor, however the views are generally limited in duration given that all visual receivers will be travelling in moving vehicles.
- The sign differs in visual impact depending on viewing direction, with outbound (western) traffic having views of the structure and the digital advertising screen, whereas inbound (eastern) traffic views the back of the sign which does not have a digital screen and is covered by vegetation which helps it to visually recede into the vegetation behind it.
- The sign sits within a high level of existing infrastructure elements (the Fish Market Station and rail line and Western Distributor) and elements associated with them, limiting the visual impact that the sign has on its immediate surrounds due to the existing level of built-form.
- Residential dwellings in the immediate surrounding area are highly unlikely to have views of the proposed sign as a result of mature vegetation within Pacific Reserve and existing built-form.
- 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 low level of visual effects on baseline factors and a nil to 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 (Glances-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 of 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.



