

URBIS

CLEVELAND STREET & REGENT STREET (NORTH), CHIPPENDALE

VISUAL IMPACT ASSESSMENT

PREPARED FOR

JCDECAUX

FEBRUARY 2023

FINAL FOR SUBMISSION

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

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

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APPENDIX 1 - DESCRIPTION OF VISUAL EFFECTS

1.0 INTRODUCTION

1.1 BACKGROUND

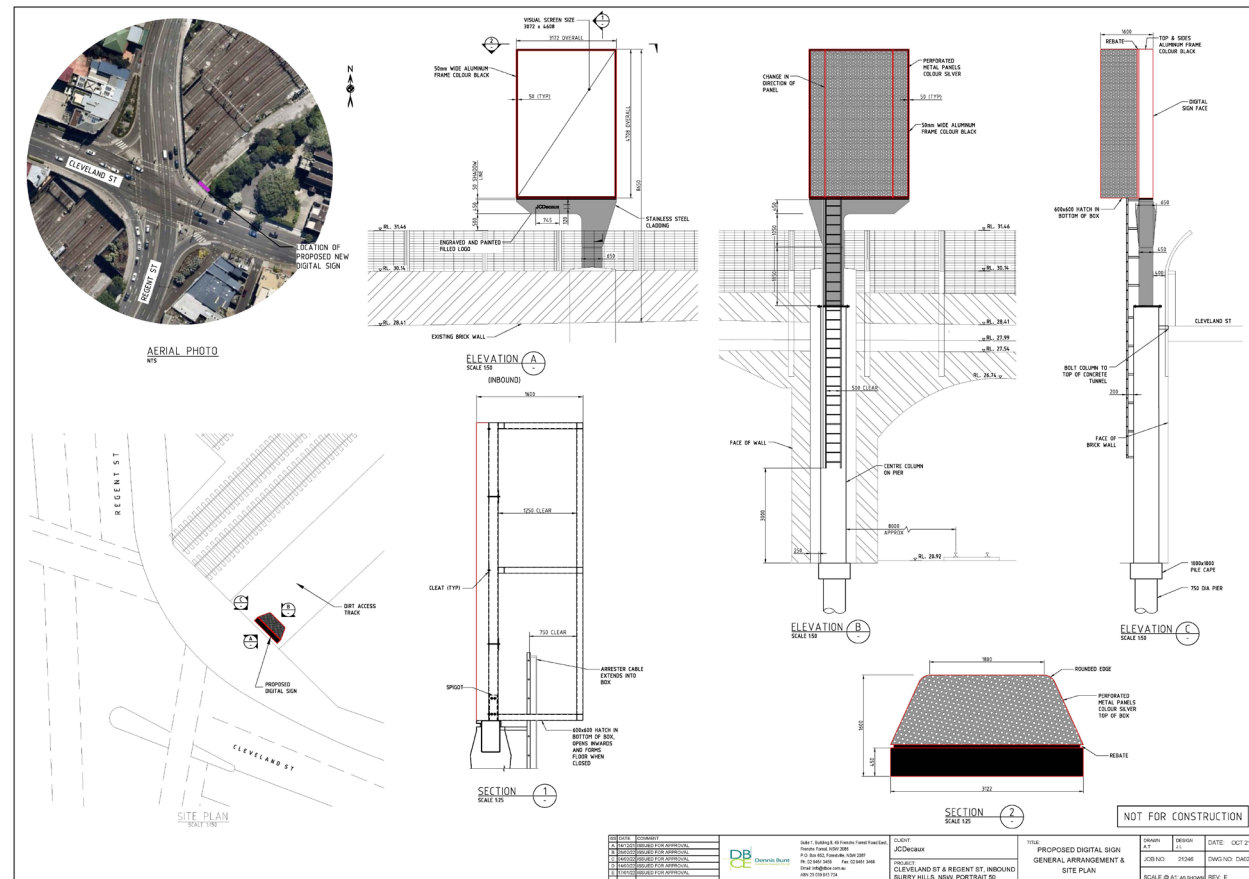
Urbis has been commissioned by JCDecaux to prepare a Visual Impact Assessment relating to the proposed installation of a third-party digital advertising sign (the proposed sign) near the intersection of Cleveland Street and Regent Street within Redfern (the site).

1.2 PROPOSED DEVELOPMENT

The proposed development is for a digital advertising sign. The base of the sign will be installed on a concrete column within the railway corridor located beneath the intersection of Cleveland Street and Regent Street. The display will be southwest facing and will project above a wall at the north-eastern corner of the Cleveland Street and Regent Street intersection.

The proposed development includes the following:

- Installation of a new digital advertising sign including stainless steel cladding and laser cut JCDecaux logo on the front and perforated mesh on the rear.
- The maximum width of the sign measured from the top of the column will be 8.650 x 3.172m. The digital screen dimensions will be 4.608m x 3.072m.
- The maximum projection of the sign above the above the existing wall and metal safety screen will be 5.708m.



2.0 METHODOLOGY

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

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

Regard has also been given to the requirements of the Industry and Employment SEPP, the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 and the Sydney DCP 2012.

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

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

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

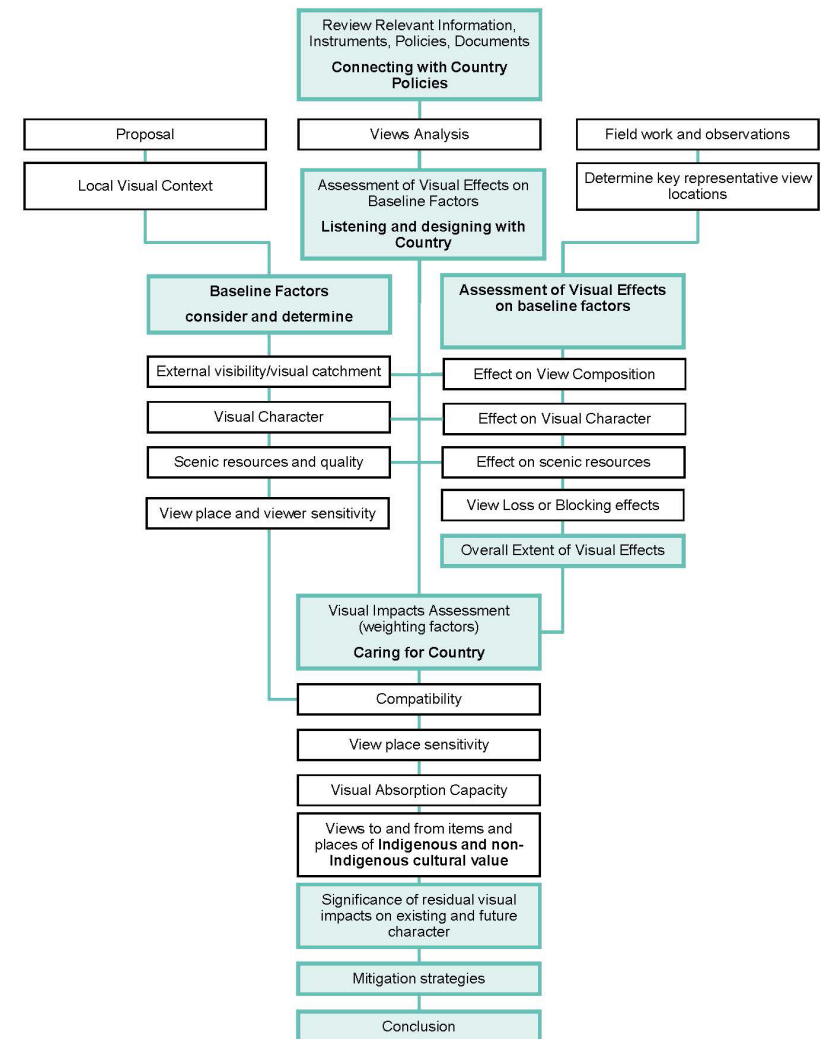


Figure 2 VIA Methodology Flowchart

3.0 BASELINE FACTORS

3.1 VISUAL CHARACTER

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

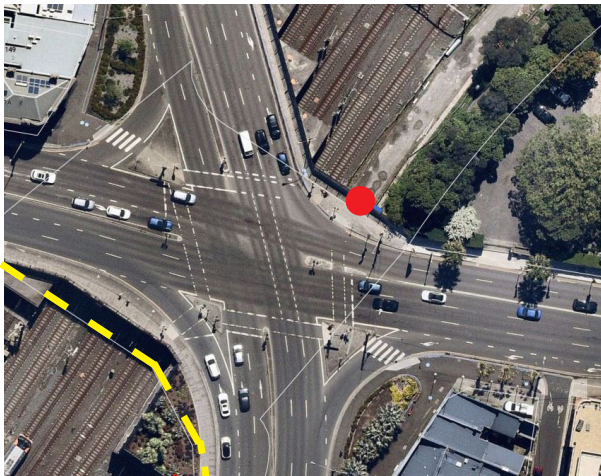


Figure 3 Site area with proposed sign location indicated red (Source: NSW Planning Portal)

3.2 SURROUNDING VISUAL CONTEXT

The subject site is bound on its south and west sides by a dual carriageway road. The intersection of both carriageways is approximately 70m in length at its widest point. Cleveland Street west of the intersection site falls in elevation to the west and is elevated in close proximity to the site as it passes over the railway before rising up over the elevated road bridge. Regent Street curves to the north-west and south-east of the site. There are road signs, streetlights, banners and traffic lights around the intersection which are widely spaced in groups across the intersection as is typical within road corridors. There are existing individual small-scale advertisements signs affixed to the brick railway bridge walls.

The east edge of the site is bound and characterised by a sloping embankment and dense mature vegetation which runs along its ridgeline. The vegetation occupies a narrow linear strip which separates the site from the Greek Orthodox Church to the east, a local and state heritage item. A main pedestrian entry to the southwest area of Prince Alfred Park is approximately 100m east of the site. This part of the park is spatially well separated from the site by buildings and vegetation within the Greek Orthodox Church site.

The rail corridor widens to the north towards Central Station and although site is designated a local and state heritage item, this designation relates to buildings at Central Station and none of the contributing features are in close proximity to the site. Owing to the open views available over the railway corridor distant buildings in the

CBD and the Central Station Clock Tower are visible when facing north from the road junction.

On the west side of 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.

50m southeast of the site at 187-189 Cleveland Street is an apartment building with north and west facing frontages, but it also has balconies facing northeast towards the site. To the south of the site is a two-storey commercial building, in front of which is a landscaped road reserve area. A residential apartment building is located 100m to the south at 21-69 Regent Street and surrounding which are terraced houses within the Redfern Estate conservation area. The railway passes under the road intersection to the south heading towards Redfern Station.

3.3 POTENTIAL VISUAL CATCHMENT

The visual catchment is small and constrained to the immediate intersection by intervening vegetation and buildings. The proposed sign will be visible to pedestrians and road users from the northwest on Regent Street after passing the fuel station. Potential views may be available to occupants of the commercial buildings to the northwest of the site. From the east, views are constrained by street trees and vegetation within the adjacent site. The sign may be visible up to 150m away on the Regent Street Road corridor to the south and the Cleveland Street Road corridor to the west.

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

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

3.4 SCENIC QUALITY

Scenic quality relates to the likely expectations of viewers regarding scenic beauty, attractiveness or preference of the visual setting of the subject site and is 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 above and beyond the site are expansive and arguably more scenic compared to the site. There are no areas of public open space proximate

to the site, with the exception of Prince Alfred Park. Northerly views to the site from the south are expansive and include the CBD skyline and the Central Station Clock Tower, and distinctive feature. The Greek Orthodox Church is a notable feature visible from adjacent locations on Cleveland Street and its tower is visible above trees from locations west of the site.

3.5 VIEW PLACE SENSITIVITY

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

Comment: Low-medium

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

3.6 VISUAL CLUTTER

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

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

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

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

3.7 VIEWER SENSITIVITY

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

Comment: Low

There are no residential locations adjacent to the site from which clear, direct views are likely, however views may be experienced by occupants of residential buildings in surrounding areas including 187-189 Cleveland Street (50m southeast) and 21-69 Regent Street (100m south). Views would be from the upper floors and would be partially blocked by trees therefore the site would unlikely be the main focus of the view.

4.0 RELEVANT CONTROLS, GUIDELINES AND POLICIES

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

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

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

The Industry and Employment SEPP prescribes the following requirements:

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

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

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

4.1.1 INDUSTRY AND EMPLOYMENT SEPP – SCHEDULE 5 ASSESSMENT CRITERIA

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

1 Character of the area

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

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

The Sydney DCP 2012 identifies the site as being on the border between multiple localities (2.3: Chippendale, Camperdown, 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 following heritage designations are relevant:

- The railway corridor is a designated heritage area (local and state) however no contributing features are in close proximity to the site of the proposed sign. The Central Station Clock Tower will be seen as a distant feature amongst other buildings in the CBD when facing the proposed sign from the south.
- Greek Orthodox Church (adjacent at 242 Cleveland Street) is a state and local heritage item and the tower may be blocked from certain viewing locations to the west.
- The Redfern Estate heritage conservation area is approximately 20m away however the items which contribute to this overlay are not located on Regent Street or Cleveland Street.

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 towards the Sydney CBD or the Central Station Clock Tower will not be significantly affected by placement, height, scale or form of the proposed signage, the sign being small, isolated and occupying only a small part of a wide expansive northerly view.

The nearest residential locations are the apartment buildings at 187-189 Cleveland Street (50m southeast); 21-69 Regent Street (100m south). These locations are at a higher elevation and there is intervening vegetation partially blocking views of the proposed sign, therefore there would be no 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 south of the site from footpaths and for a limited time from moving situations, views of the CBD skyline including the Central Station Clock Tower. The

proposed sign may obscure a small and isolated part of this view as the viewer moves across the intersection, however the proposed development will not significantly affect public domain views.

Potential blocking effects will be mitigated as the viewer moves across the intersection, where all of the view to the Clock Tower will be available. The proposed development does therefore not significantly affect public domain views towards the Clock Tower from the immediate visual catchment when considered across the whole intersection.

Northerly views from Regent Street, north-easterly views from the west side of the intersection and north-north-westerly views from the north side of the intersection will not be affected by any visual effects caused by the proposed development. The existing views towards the Greek Orthodox Church from the west are already partially blocked by trees east of the site.

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 other built form including buildings, streetlights and vegetation. The proposed development will therefore not reduce the quality of vistas.

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

4 Street scape, setting or landscape

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

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

5 Site and building

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

- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

Comment: There are no habitable buildings located at the site because the site is a railway corridor and the sign will be installed behind and project above a brick wall and a metal safety screen, which does not set any standards in terms of scale or proportion. The sign is considered compatible with the scale and character of the built form immediately adjacent to the site and within the visual context. As the site is within a transport corridor, the sign is considered compatible with the scale and character of the infrastructure associated with the road bridge, rail corridor and surrounding built form to the site. The sign will be located and supported from within the rail corridor, thereby reducing risk of obstructing and cluttering the footpath.

6 Associated devices and logos with advertisements and advertising structures

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

7 Illumination

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

8 Safety

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

4.1.2 LAND USE COMPATIBILITY

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

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

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

Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:

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

Comment: The site is within state and local heritage overlays however the overlays relate to buildings at Central Station of which only the Clock Tower is visible. Adjacent state and local heritage overlays apply to the adjacent site containing the Greek Orthodox Church, however given the intervening vegetation that the proposed sign would unlikely be visible. The proposed sign will therefore not generate any significant visual effects or impacts on these views.

Apartment buildings located at 187-189 Cleveland Street (50m southeast) and 21-69 Regent St (100m south) have frontage facing the site. It is considered that from both locations the sign would not be a main feature of the view given obstructions from intervening vegetation and due to the relative height difference.

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

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

Comment: The 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 footpaths for a limited time from moving situations from the south there are views of the CBD skyline including the Central Station Clock Tower. The proposed sign will obscure a small and isolated part of this view of the Central

Station Clock Tower 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 all of the view to the Clock Tower will be available. The proposed development does therefore not significantly affect public domain views towards the Clock Tower from the immediate visual catchment when considered across the whole intersection.

The Greek Orthodox Church tower will be seen above and will not be blocked by the proposed sign from viewpoints west of the site.

- 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 site is within a heritage overlay and adjacent to heritage sites however the specific views impacted are not identified for protection in any identified planning policy. The heritage items identified include the Greek Orthodox Church and the Central Station Clock Tower and these will not be diminished in heritage value and will still be visible from other viewpoints within the vicinity of the site.

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

4.2 SYDNEY LOCAL ENVIRONMENTAL PLAN 2012

The Sydney Local Environmental Plan (LEP) 2012 includes section 6.19, schedule 6B part 2 view plans. This section includes coordinates for a view including Central station Clock Tower. The coordinates below indicate the location and direction of the view plane.

This clause describes a view point on the centreline of Broadway on the western side of Regent Street.

- (1) X is a point at 333731.6E, 6249248.2N, RL17.5.
- (2) B1 is 55.46 degrees.
- (3) V1 is 2.89 degrees.
- (4) B2 is 66.82 degrees.
- (5) V2 is 2.89 degrees.

Comment: According to figure 5, this view plane is not affected by the proposed development.

Please note that part 1 interpretation of schedule 6B view planes LEP 2012 is irrelevant to this report.

4.2.1 SYDNEY DCP 2012

Section 2: Locality statements

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

Section 3 General Provisions

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

Section 3.16.7.2 states:

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

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

Comment: The method utilised as part of the Visual Impact (as described in Section 3 of this report) was prepared with regard to 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.

Section 5: Specific Areas

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

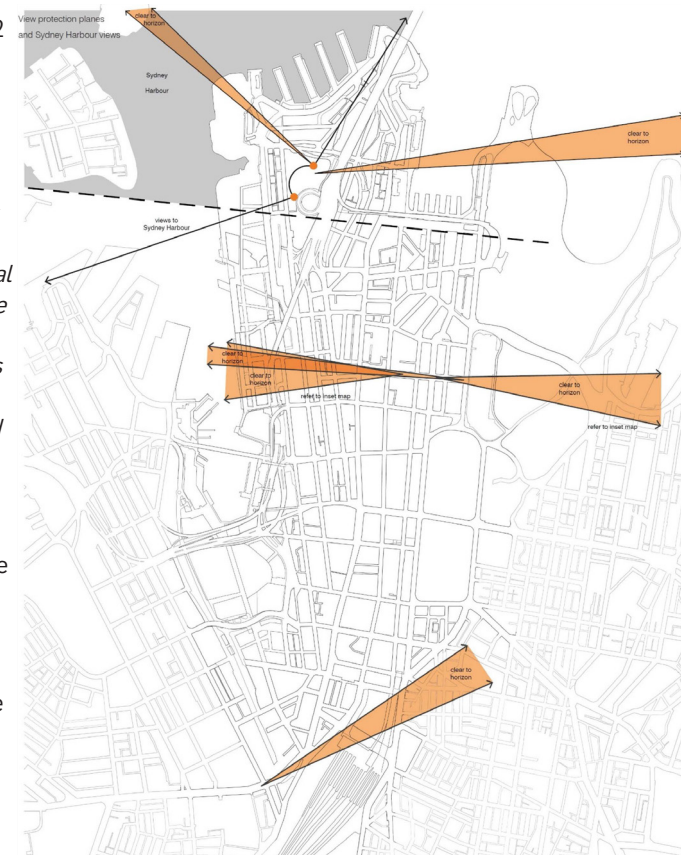


Figure 4 Public Views Protection Map 1 includes LEP view plane (Sydney DCP 2012)

The provisions are:

1. *(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. *(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. *(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. *(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. *(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. *(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. The proposed sign may be seen within the same view as the Central Station Clock Tower, however, as the viewer moves across the intersection, views to the Clock Tower will be revealed, mitigating potential impacts.
3. Public domain structures are not relied upon for 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 it 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 potentially significant public views (i.e., towards the CBD skyline and Central Station Clock Tower) and this has been considered throughout this Visual impact Assessment.

5.0 EFFECT ON BASELINE FACTORS

5.1 VIEW PLACE MAP AND DOCUMENTED VIEWS FROM THE VISUAL CATCHMENT

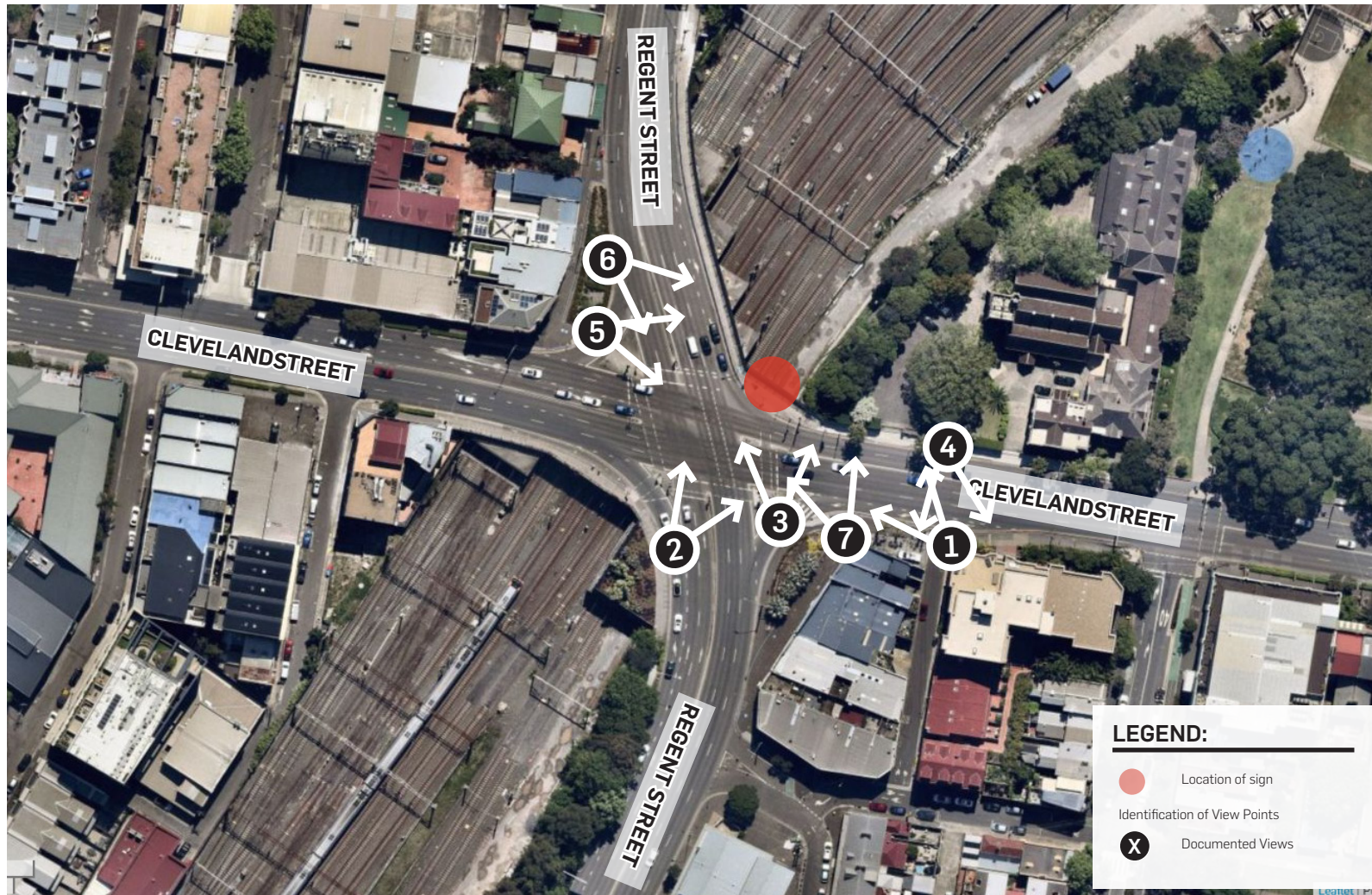




Plate. 1 View northwest from southeast side of Cleveland street.



Plate. 2 View north from the southwest corner of intersection.



Plate. 3 View north from pedestrian refuge, southeast side of the Cleveland Street.



Plate. 4 Residential building at 187 Cleveland St with north, northwest and west facing units.



Plate. 5 View east from northwest corner of intersection.



Plate. 6 View southwest from west side of Regent Street north of Cleveland Street.

5.2 PHOTOMONTAGE METHOD



Plate. 7 View northwest from east corner intersection of Regent Street and Cleveland Street.

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

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

5.2.1 VIEW 1 / PHOTOMONTAGE 1

VIEW 01 - View from footpath 55m west-southwest of the site

Distance class

- Close view
- <100m

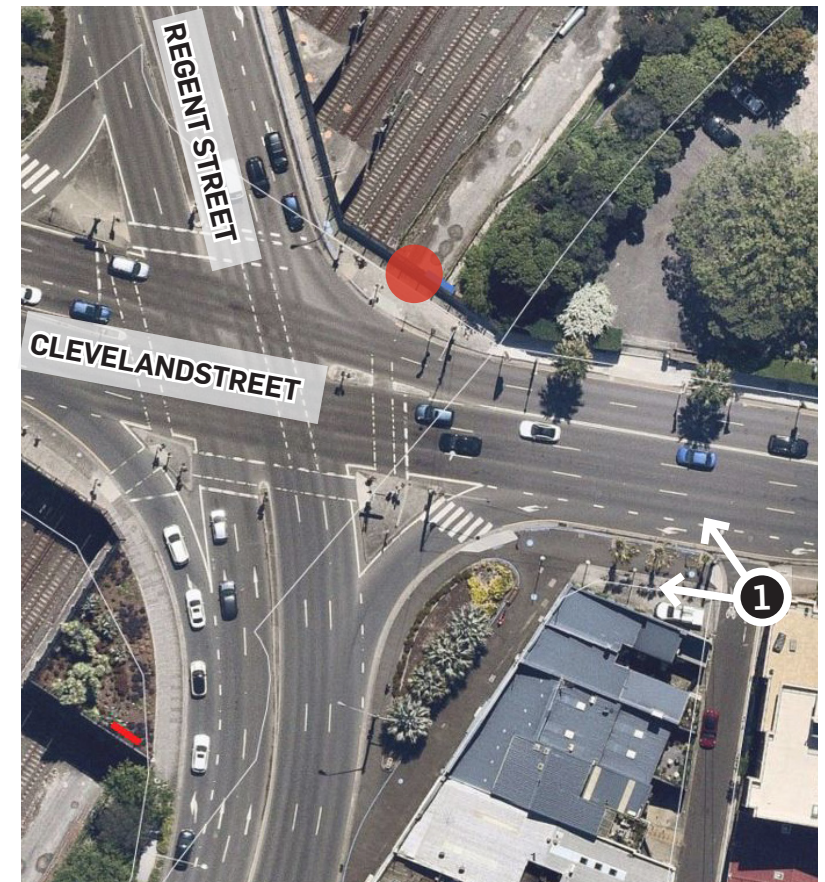
Existing view (description)

This view is northeast towards the site from a footpath 55m to the west-southwest on the southern side of Cleveland Street. The view includes traffic lights, streetlights, banners and existing advertisement signs. From this viewpoint road signage and streetlights protrude into the skyline. The Greek Orthodox Church is a prominent heritage item in this view which is partially blocked from view by vegetation within the rail corridor.

Visual effects as modelled

The proposed sign will introduce a new vertical element into the view composition at an elevation comparable to the existing road signs. From this angle, the sign will appear in front of trees but will not significantly affect or block, views, vistas including to unique features or heritage items including the Greek Orthodox Church heritage item.

Effect	Rating
Visual Character	Low
Scenic Quality of View	Low
View Composition	Low-medium
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High (55m)
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	Medium
Overall rating of significance of visual impact	Low





View 01- Existing view from footpath 55m west-southwest of the site.



View 01 - Proposed view from footpath 55m west-southwest of the site.

5.2.2 VIEW 3/ PHOTOMONTAGE 2

VIEW 02 - View from pedestrian refuge 25m south of the site

Distance class

- Close view
- <100m

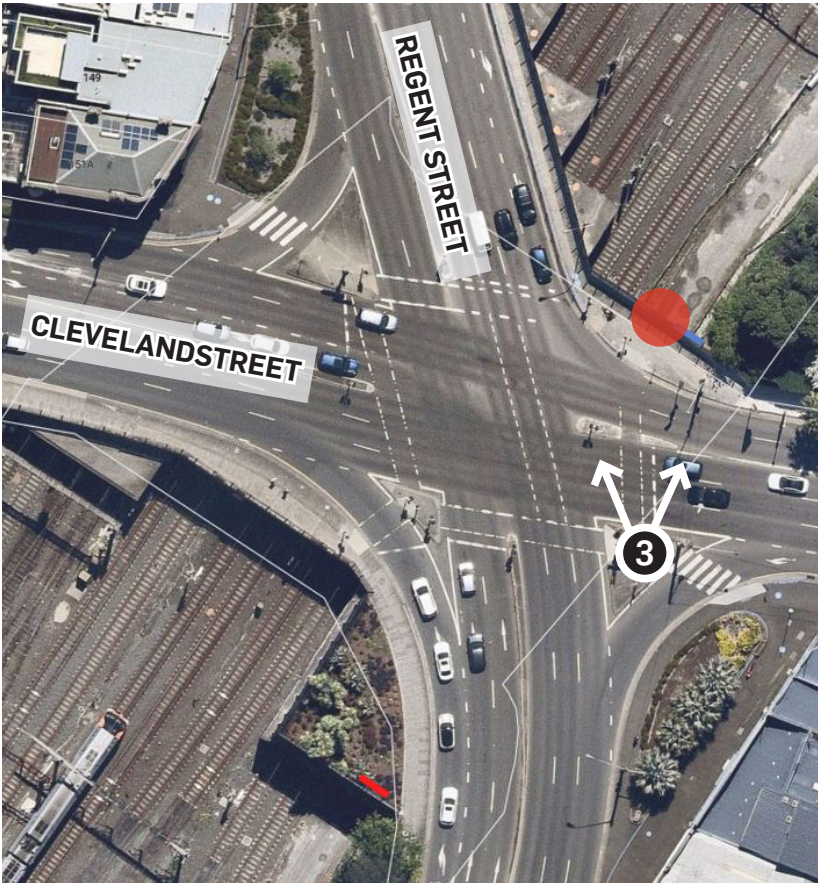
Existing view (description)

View south from a pedestrian refuge 25m south of the site. The view is predominantly characterised by road carriageway, road bridge walls and screen, and distant urban buildings. The view is framed on the right-hand side by trees located within the rail corridor and adjacent site. There are no unique or significant individual icons or features present or protected in this view. Other visual features including light poles, banners and traffic signals are grouped and spaced and as such do not create any significant or unusual levels of visual clutter.

Visual effects as modelled

The proposed sign will introduce a new vertical element into the view composition. From this angle it will appear in front of distant urban buildings and areas of open sky, but it will not block views of any significant views vistas, heritage items or unique features.

Effect	Rating
Visual Character	Low-medium
Scenic Quality of View	Low-medium
View Composition	Low-medium
Relative Viewing Level	No effect
Viewing Period	Medium
Viewing Distance	High (25m)
View Loss & Blocking Effects	Low-medium
Effects on Visual Clutter	Medium
Rating of visual effects on variable weighting factors	Rating
Public Domain View Place Sensitivity	Low-medium
Visual Absorption Capacity	Medium
Compatibility with the existing visual environment	High
Overall rating of significance of visual impact	Low





View 03 - Existing view from pedestrian refuge 25m south of the site.



View 03 - Proposed view from pedestrian refuge 25m south of the site.

5.2.3 VIEW 7/ PHOTOMONTAGE 3

VIEW 03 - View from east corner intersection of Regent Street and Cleveland Street-40 m east-southeast of the site

Distance class

- Close view
- <100m

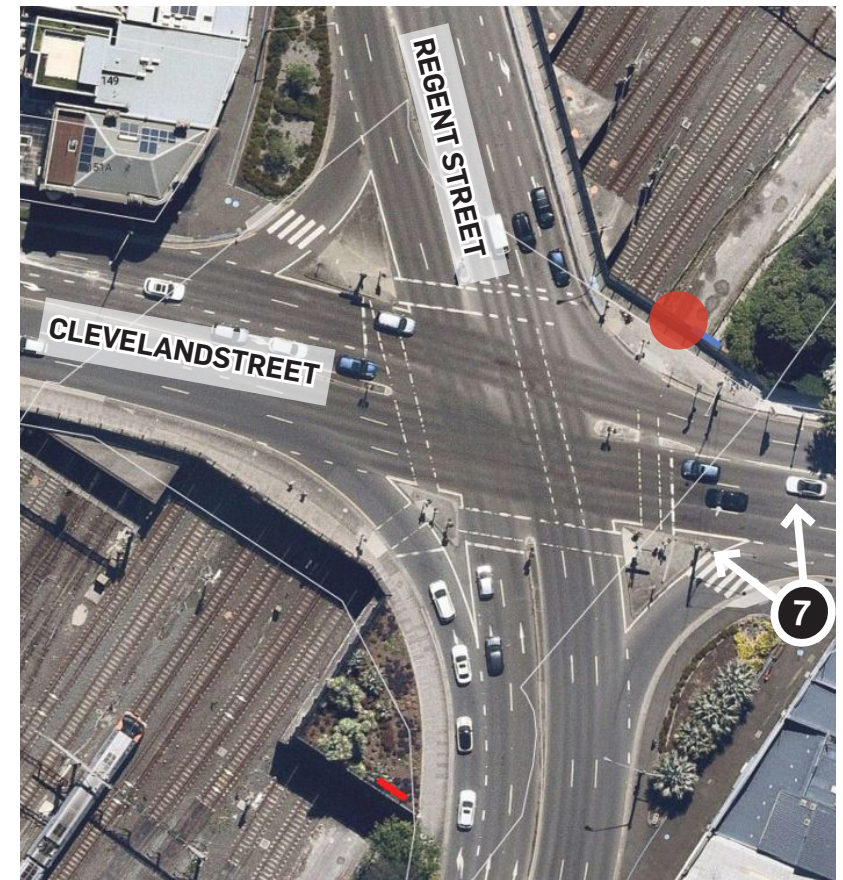
Existing view (description)

The view is northwest towards the site from southeast intersection of Regent and Cleveland Streets, from 40 m south. The view predominantly includes traffic and street lights, road bridge walls and screen, and distant urban development. The view is framed by vegetation to the east located within the rail corridor and adjacent site. There are no unique or significant individual icons or features present in this view. Other visual features including light poles, banners and traffic signals are grouped and spaced and as such do not create any significant or unusual levels of visual clutter.

Visual effects as modelled

The proposed sign will introduce a new vertical element into the view composition. From this angle the sign will appear in front of distant urban buildings and areas of open sky, but it will not block views of any significant views vistas, heritage items or unique features.

Effect	Rating
<i>Visual Character</i>	Low-medium
<i>Scenic Quality of View</i>	Low-medium
<i>View Composition</i>	Low-medium
<i>Relative Viewing Level</i>	No effect
<i>Viewing Period</i>	Medium
<i>Viewing Distance</i>	High (25m)
<i>View Loss & Blocking Effects</i>	Low-medium
<i>Effects on Visual Clutter</i>	Medium
Rating of visual effects on variable weighting factors	Rating
<i>Public Domain View Place Sensitivity</i>	Low-medium
<i>Visual Absorption Capacity</i>	Medium
<i>Compatibility with the existing visual environment</i>	High
Overall rating of significance of visual impact	Low





View 07 - Existing view northwest from east corner intersection of Regent Street and Cleveland Street.



View 07 - Proposed view northwest from east corner intersection of Regent Street and Cleveland Street.

6.0 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. There are potential views from two apartment buildings east and south of the site, however, the proposed sign would unlikely be the main focus of the view and would be seen from a higher elevation and behind vegetation.

The proposed development introduces a new vertical visual element into a transport corridor that is characterised by road carriageway and typical visual features associated with its function such as road signs, streetlights, traffic lights and small-scale wall mounted semi-permanent advertisement signs.

The proposed sign may be seen within the same view as distant buildings in the CBD including the Central Station Clock Tower, however, as the viewer moves across the intersection, views to the Clock Tower will be revealed, mitigating potential impacts. Further, these views are from a transport corridor rather than public spaces or private residences, and no specific view corridors identified for protection in any identified planning policy will be impacted.

The site itself has heritage overlays, however, these relate to items at Central Station which are spatially well separated to the proposed development. The adjacent Greek Orthodox Church tower heritage item is not blocked in the modelled views and there is no impact to surrounding heritage conservation areas. Views to and from adjacent heritage items will therefore not be significantly affected by the proposed development.

The assessment of visual effects and impacts of the proposed development has been informed by fieldwork and an analysis of photomontages. In all views the proposal was found to generate varying levels of visual effects on baseline factors and low level of visual impacts.

In the context of the site and area, the visual impacts of the proposal were found to be acceptable and can be supported from a visual impact perspective.

APPENDIX 1 DESCRIPTION OF VISUAL EFFECTS

Appendix 1 - Description of Visual Effects

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

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

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