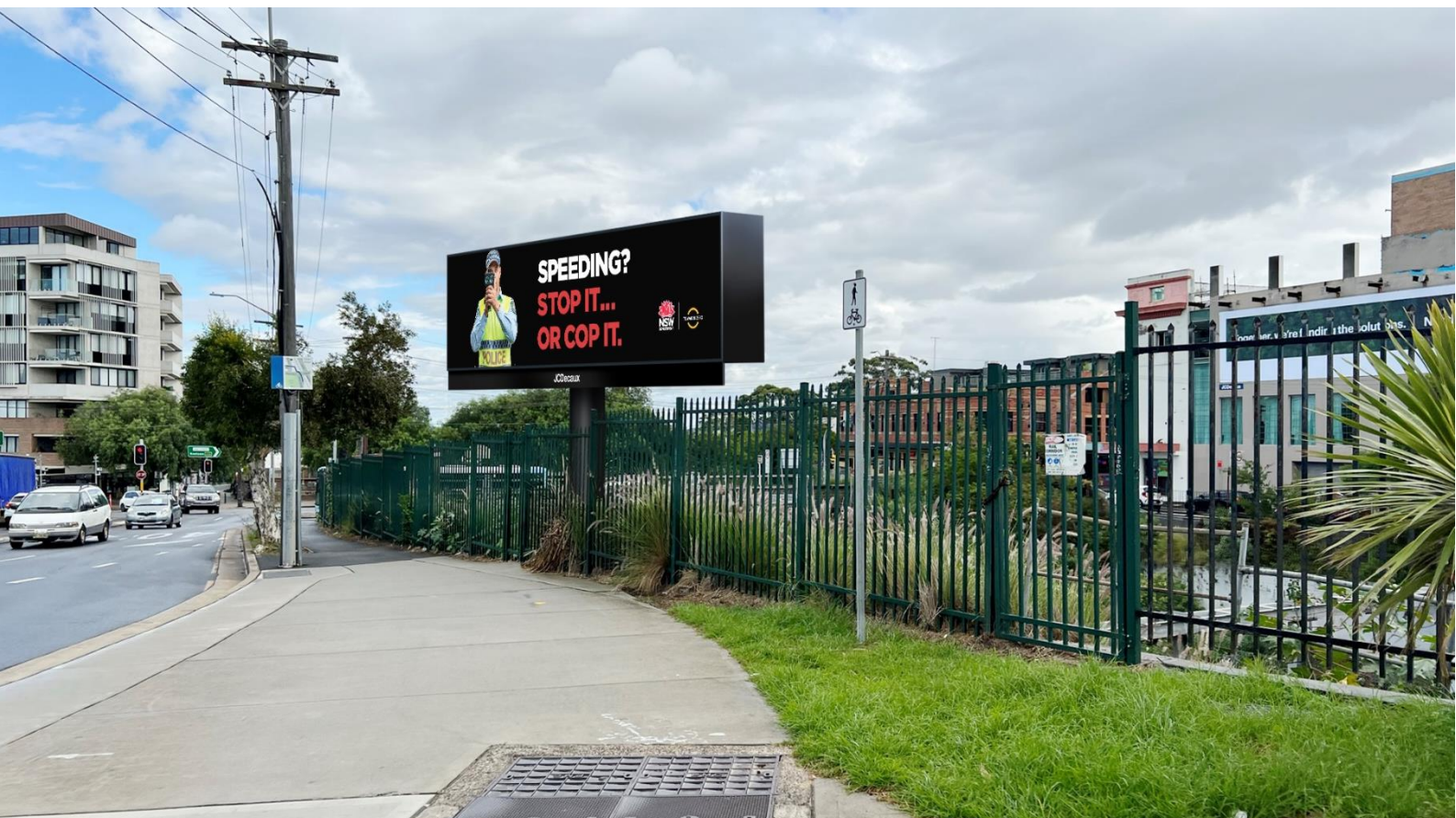


Visual Impact Assessment

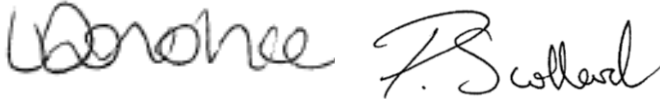
Digital Advertising Signage
Sydney Park Road, Erskineville



Prepared for JCDecaux on behalf of Sydney Trains
Submitted to the Department of Planning and Environment

October 2023

This report has been prepared by:



Lauren Donohoe BCP (Hons)
Senior Planner

E: lauren@keylan.com.au

Padraig Scollard BA MRUP
Associate

E: padraig@keylan.com.au

This report has been
reviewed by:



Michael Woodland BTP MPIA
Director

E: michael@keylan.com.au

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Revision	Prepared by	Reviewed by	Date	Revision Type
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1 Introduction

This Visual Impact Assessment (VIA) has been prepared by Keylan Consulting Pty Ltd (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Development Application (DA) for digital advertising signage at Sydney Park Road within the City of Sydney Local Government Area.

The proposed development comprises:

- an advertising display area of 21.15m²
- a visual screen size of 16.25m²
- the continued display of illuminated advertisements
- a 10 second dwell time for message changes
- a maximum night time luminance of 120 cd/m²

The VIA describes, analyses and assesses the potential visual impacts associated with the proposal. The relevant legislation and planning instruments are addressed in detail within the Statement of Environmental Effects (SEE) prepared to accompany the development application and have been informed by the findings of this VIA.

1.1 Report Structure

The VIA has been prepared in accordance with the following document structure:

Section	Overview
Executive Summary	An overarching summary of the findings and conclusions of the assessment contained within this VIA.
1 Introduction	Introduction to the VIA and the proposed development.
2 Site and Locality	A description of the site, the context and an assessment of the opportunities and constraints presented by the site.
3 The Proposal	A detailed description of the proposed development application
4 Methodology	A description of the methodology undertaken including any limitations encountered during the assessment.
5 Assessment	An in-depth visual impact assessment of the existing environment, proposal and potential impacts on the surrounding area.
6 Conclusion	A concluding statement taking into account the assessment of the proposal.

Table 1: Report Structure

2 The site and locality

2.1 Site description

The site is legally described as Lot 30 DP 1254499 and is located on the northern side of Sydney Park Road, Erskineville. The subject site is situated in between Sydney Park Road and the St Peters railway line.

Sydney Park Road is a state classified road (No. 528) that travels in a general east-west alignment. Approximately 40m west of the proposed site is the intersection of Sydney Park Road with the Princes Highway and King Street. There are pedestrian pathways either side of Sydney Park Road.

The surrounding locality consists of mixed use and low density residential on the northern side of the rail line and medium density residential to the east of the site. Sydney Park opposes the site, on the southern side of Sydney Park Road.

The subject site in context to the surrounding area is shown in **Error! Reference source not found.**

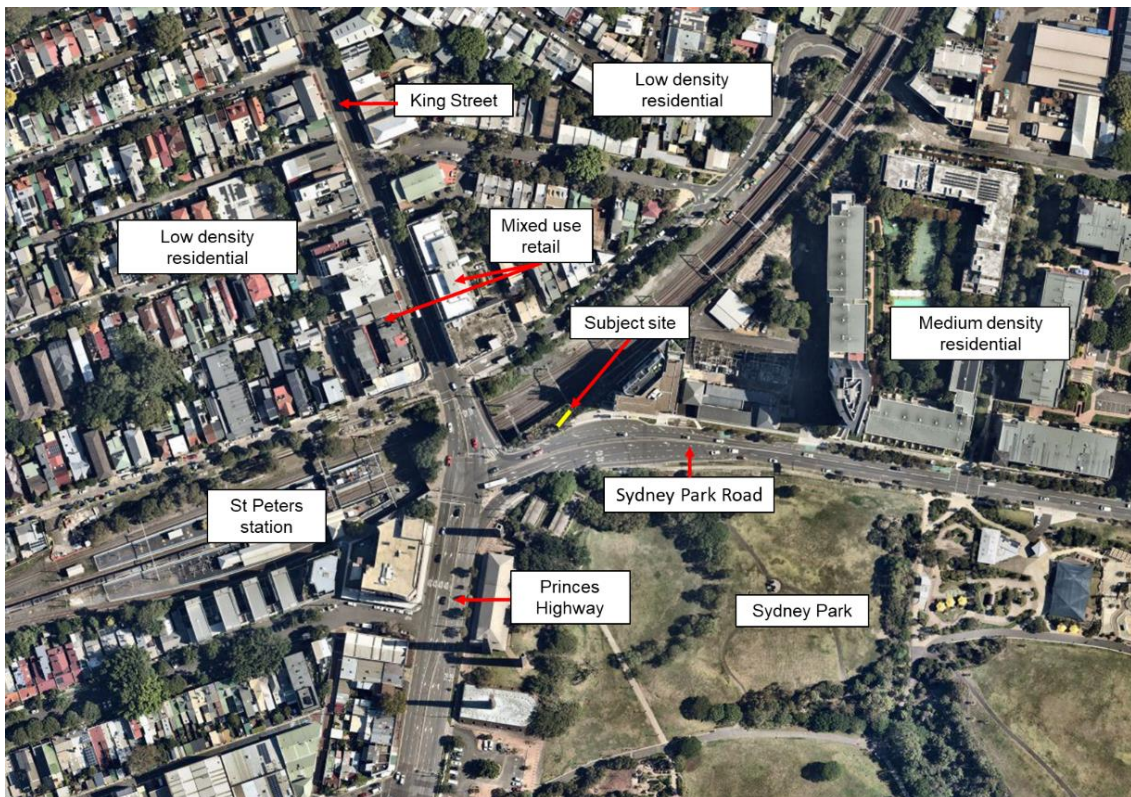


Figure 1: Site context (Source: Near Maps)



Figure 2: Existing Street view - eastbound (Source: Keylan)



Figure 3: Existing Street view - westbound (Source: Keylan)



Figure 4: Existing Street View – facing northwest (Source: Keylan)

2.2 Surrounding locality

The advertising sign will be located within an established Sydney Trains corridor and will be visible from an established TfNSW road corridor. Development surrounding the site and in proximity to the road corridor includes:

- low density residential development to the north-east of the railway line
- mixed use development to the north-west of the railway line
- St Peters Railway Station to the west
- medium density residential development located to the south-west on the opposite side of Princes Highway
- medium density residential development located to the east at 241 – 245 Sydney Park Road
- Sydney Park located to the south, on the opposite side of Sydney Park Road.

2.3 Existing Signage Environment

The surrounding locality comprises a variety of signage typologies and includes:

- static wall advertisements
- digital advertising signage
- transport and traffic related signage
- business identification signage

There is an existing wall sign located approximately 50m north-west from the proposed sign (across opposing rail line) at 672 King Street, Newtown (Figure 5). The sign faces south/south-east and is visible predominantly to northbound traffic on the Princes Highway and is also visible to westbound traffic on Sydney Park Road. There are also existing static wall advertisements on the Princes Highway rail overpass (Figure 6).

Transport and traffic related signage are scattered throughout the road environment. Most notably, the bus shelter located directly in front of the proposed sign features advertising (Figure 7).

Business identification signage is primarily located along the King Street commercial precinct.

The site and existing advertising structures are shown in Figure 5, 6 and 7 below.



Figure 5: Existing Street View – looking north-west towards existing static wall signage at 672 King Street
(Source: Keylan)



Figure 6: Existing Street View – looking west towards existing advertising posters on railway overbridge (Source: Keylan)



Figure 7: Existing Street View – looking west towards existing bus shelter advertising at Sydney Park Rd opposite Sydney Park (Source: Keylan)

3 The Proposal

The proposal involves the installation of a digital advertising sign on the northern side of Sydney Park Road, Erskineville. The sign is orientated south-east, facing westbound traffic. The development is summarised in the table below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> Installation of a new digital advertising sign
Signage location	<ul style="list-style-type: none"> Sign is proposed on the norther side of Sydney Park Road, Erskineville. The sign is oriented to face westbound traffic.
Advertising display area	<ul style="list-style-type: none"> 21.15m² (7.986m x 2.684m)
Visual Screen Size	<ul style="list-style-type: none"> 16.25m² (7.936m x 2.048m)
Dwell time	<ul style="list-style-type: none"> 10 seconds
Signage exposure	<ul style="list-style-type: none"> Visibility and readability is from a distance of 110 metres east of the sign
Illumination	<ul style="list-style-type: none"> The digital signage is illuminated using LEDs installed within the front face
Consent time period	<ul style="list-style-type: none"> 15 years
Existing signage	<ul style="list-style-type: none"> There is no existing signage at the site. As noted, there is some existing static signage within the vicinity of the site.

Table 2 Development summary

Indicative images of the proposed sign are provided below.

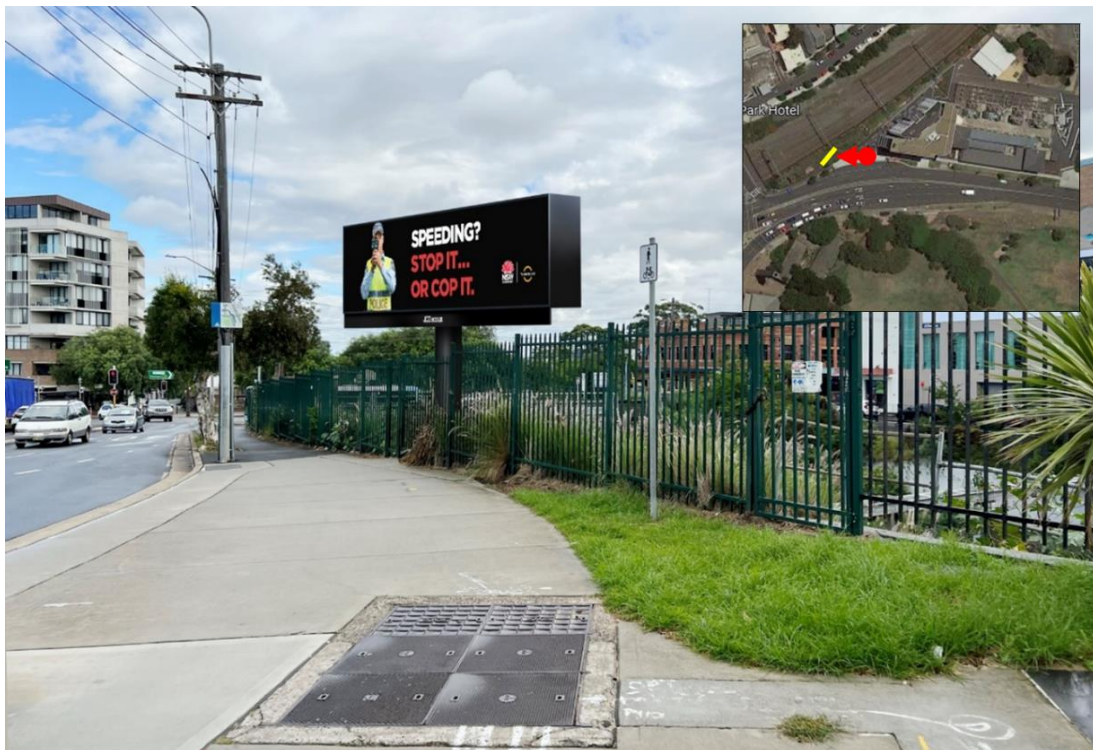


Figure 8: Indicative photomontage – looking west towards the site from the northern side of Sydney Park Road (Source: JCDecaux)

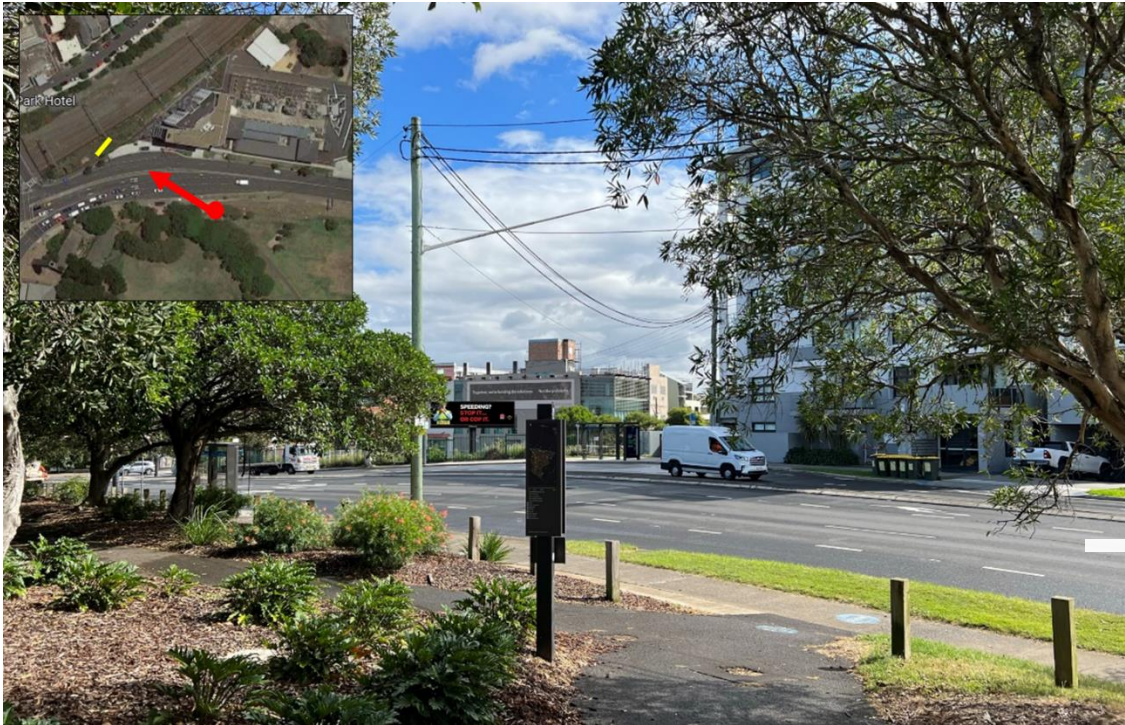


Figure 9: Indicative photomontage - looking north-west towards the site from Sydney Park Road (Source: JCDecaux)



Figure 10: Indicative photomontage - looking west towards the site from northern side of Sydney Park Road (Source: JCDecaux)

4 Methodology

This VIA has been informed by a site visit undertaken on 13 April 2023 and utilises photographs taken on this date. This VIA has been informed by the relevant Land & Environment Court Planning Principles relating to visual impacts.

The VIA identifies the visual catchment of the proposed sign and identifies the existing, emerging, and desired future character of the area to understand any sensitive receivers and likely visual impacts.

Several viewpoints have then been selected for detailed analysis based on their visibility to the proposal, the identification of key existing viewpoints and the sensitivity of each viewpoint. Each viewpoint has been assessed in accordance with the following points which are summarised in Section 5.4.

1. Existing visual character and likely extent of change to locality and surrounds.
2. Visual sensitivity, based on existing visual character, key views and other significant visual features.
3. Visual exposure of site under current situation and following development of the site.
4. Likely visibility of proposed development – including location, type and number of viewers and duration of impact.
5. Level of visual impact (low, moderate or high).

The following limitations have been encountered while preparing this VIA:

- the photographs taken cannot replicate the experience of viewing the proposal with the human eye
- photographs have only been able to be taken from public areas and therefore viewpoints cannot provide an exact analysis of impacts to private property

Additionally, as the DA is accompanied by a specialist Heritage Impact Statement (HIS), visual impacts on surrounding heritage items has not been considered as part of this VIA.

Furthermore, the DA is accompanied by a specialist Lighting Impact Assessment (LIA). As such, visual impacts associated with the illumination of the proposed sign have not been considered as part of this VIA.

5 Assessment

The assessment within this Section has been undertaken in accordance with the methodology outlined at Section 4.

5.1 State Environmental Policy (Transport and Infrastructure) 2021

Chapter 3 – State Environmental Planning Policy (Industry and Employment) 2021 (SEPP Industry and Employment) aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area and of high quality.

Schedule 5 of the Industry and Employment SEPP provides an assessment criterion which guides the assessment of visual impacts arising from signage. Schedule 5 of Industry and Employment SEPP is addressed in detail within the SEE. Key points from the Schedule 5 assessment relevant to the VIA include:

- the proposal is compatible with the character of the area as it is located within a railway and next to Sydney Park Road which is a highly frequently road corridor
- the visual catchment is mostly limited to the Sydney Park Road corridor as the sign will be orientated to the east/ south-east to present to vehicles travelling west
- the proposal will not obscure or compromise any important views
- the sign represents a contemporary form of digital advertising signage that is considered and creative ensuring a high-quality design outcome
- the LIA (Appendix 4) confirms that the proposed digital sign will not result in unacceptable glare or have any detrimental impacts to safety and that the sign complies with all relevant criteria for luminance of digital advertisements and is not expected to cause any reduction in visual amenity to nearby residences
- the

5.2 Visual Catchment

The visual catchment is mostly limited to westbound traffic travelling on Sydney Park Road as the proposed advertising panel will be orientated to the east/ south-east.

The existing visual catchment is displayed below.

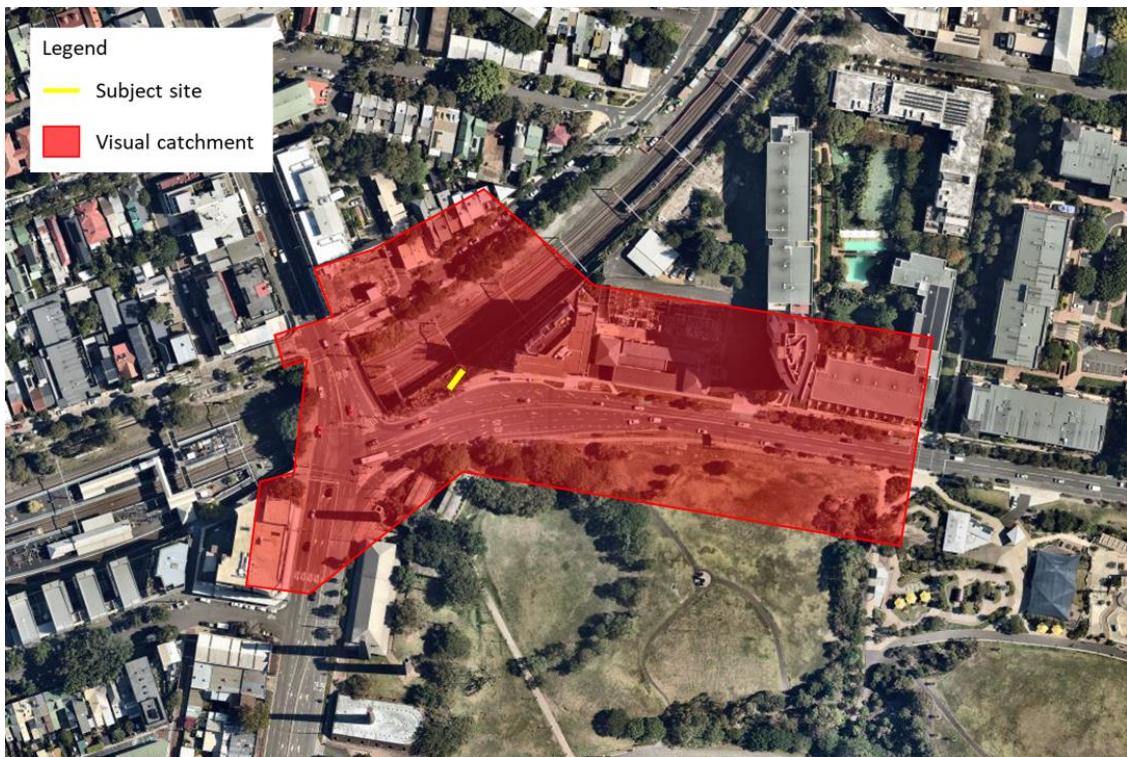


Figure 11: Visual catchment (Base source: Near Maps)

The character of the visual catchment can be described as:

- a transport corridor, being located on the northern side of a classified road (Sydney Park Road) and along the railway line
- low-medium density residential for areas within the visual catchment to the north
- medium-high density for areas within the visual catchment to the east
- public open space
- retail and commercial premises to the west along the Princes Highway

The proposal is considered to be consistent with the visual character of the area as it primarily consists of an established arterial road corridor. It is noted there are sensitive receivers within the visual catchment, however minimal adverse impacts are anticipated due to the orientation of the proposed sign and the presence of mature trees, vegetation and existing structures.

The viewpoints identified below have been used to assess visual impacts of the proposal.



Figure 12: Viewpoints (Base source: Near Maps)

5.3 Assessment of Viewpoints

View 1: 241 – 245 Sydney Park Road

View 1 was selected as it represents the view at the base of the closest sensitive receiver to the proposal on the northern side Sydney Park Road, and also establishes the view of pedestrians walking westbound along Sydney Park Road.

It is anticipated that the only residential receiver on the northern side of Sydney Park Road will be the 7-storey residential flat building at 241-245 Sydney Park Road, Erskineville. View lines from this residential building are considered acceptable for the following reasons:

- the sign is oriented towards the road corridor in a south-east direction
- majority of the units (including private open spaces) are oriented towards the north-west or south, with view lines towards the Newtown town centre, Sydney CBD and Sydney Park being prioritised

It is noted there are seven units which are oriented towards west which will have view lines towards the signage. However, it is anticipated the visual impacts on these units are acceptable as:

- given the location and orientation of the sign in relation to 241-245 Sydney Park Road, the subject apartments will not have direct view lines towards the sign but rather any view lines will be angled

- the ground level unit is obscured by a high retaining wall, which will restrict views towards the sign
- a small number of units (six) have balconies which are oriented to the west, however, given these units are located above ground level it is anticipated the view lines would be angled (i.e. occupants would need to look down towards the sign)
- internally within upper level apartments, including living rooms, will have largely limited view lines of the proposal as these would be angled (i.e. as internal occupants would be looking down towards the sign, the floor slab will likely preclude views)

Further, the LIA (Appendix 4). finds the proposed illumination is acceptable as it is well below with the AS4282 standards. In complying with the above requirements, the proposed signage should not result in unacceptable glare, nor should it adversely impact the safety of residents at 241-245 Sydney Park Road.

On the basis of the above, the potential visual impacts as a result of the proposed signage are considered low to medium.

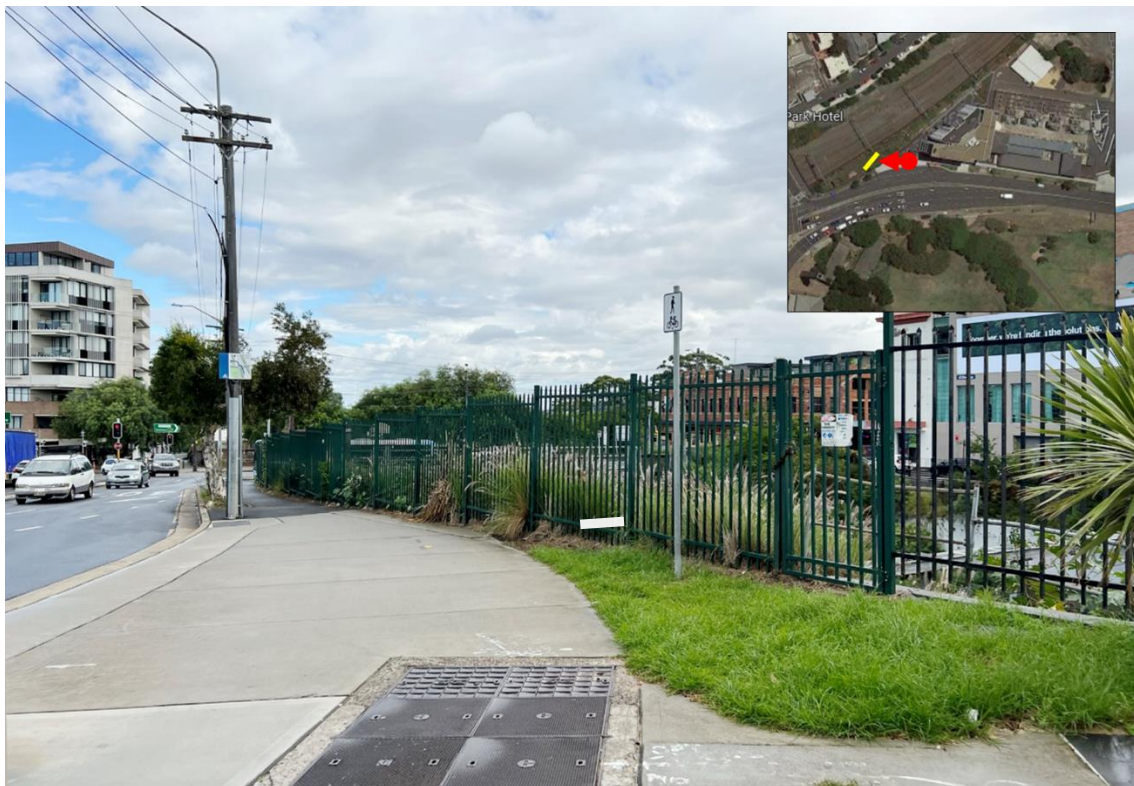


Figure 13: Existing view from the northern side of Sydney Park Road (Source: Keylan)

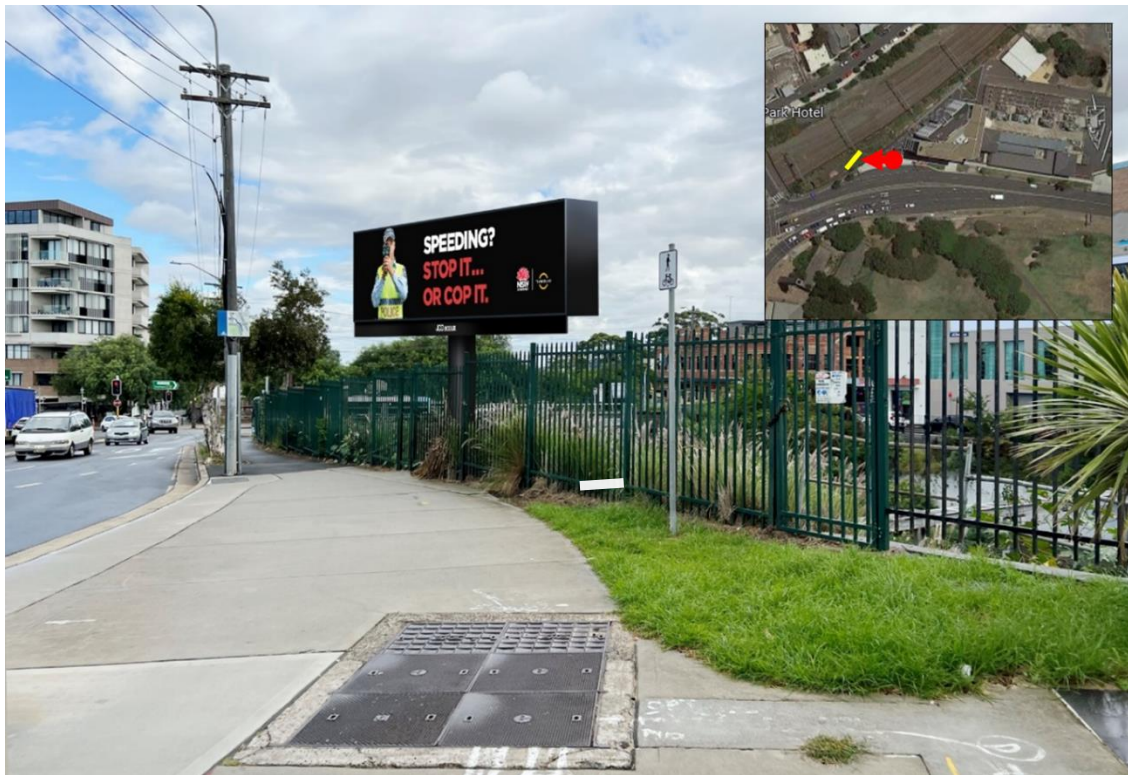


Figure 14: Proposed view from the northern side of Sydney Park Road (Source: JCDecaux)

View 2: Western interface of St Peters zone substation

View 2 was selected as it represents the view from pedestrians walking along the footpath on the northern side of Sydney Park Road.

The viewpoint also identifies the view from the St Peters substation. This site is an electrical substation under ownership of Ausgrid.

View impacts to pedestrians are considered to be negligible give the urban setting of the area. The view impacts on the substation are anticipated to be minimal as the substation buildings have no windows or openings towards the sign.

The proposed sign will be located next to a bus stop which also has an advertising sign. An assessment against the digital signage criteria and visual clutter controls as detailed within the signage guidelines has been provided at Appendix 1 of the SEE. This concludes that the presence of these two signs will not contribute to visual clutter in the area.

Furthermore, St Peters substation is not a sensitive receiver and views of the sign from this viewpoint will be partially blocked by the existing residential flat building at 241-245 Sydney Park Road.

On the basis of the above, the potential visual impacts as a result of the proposed signage are considered low.

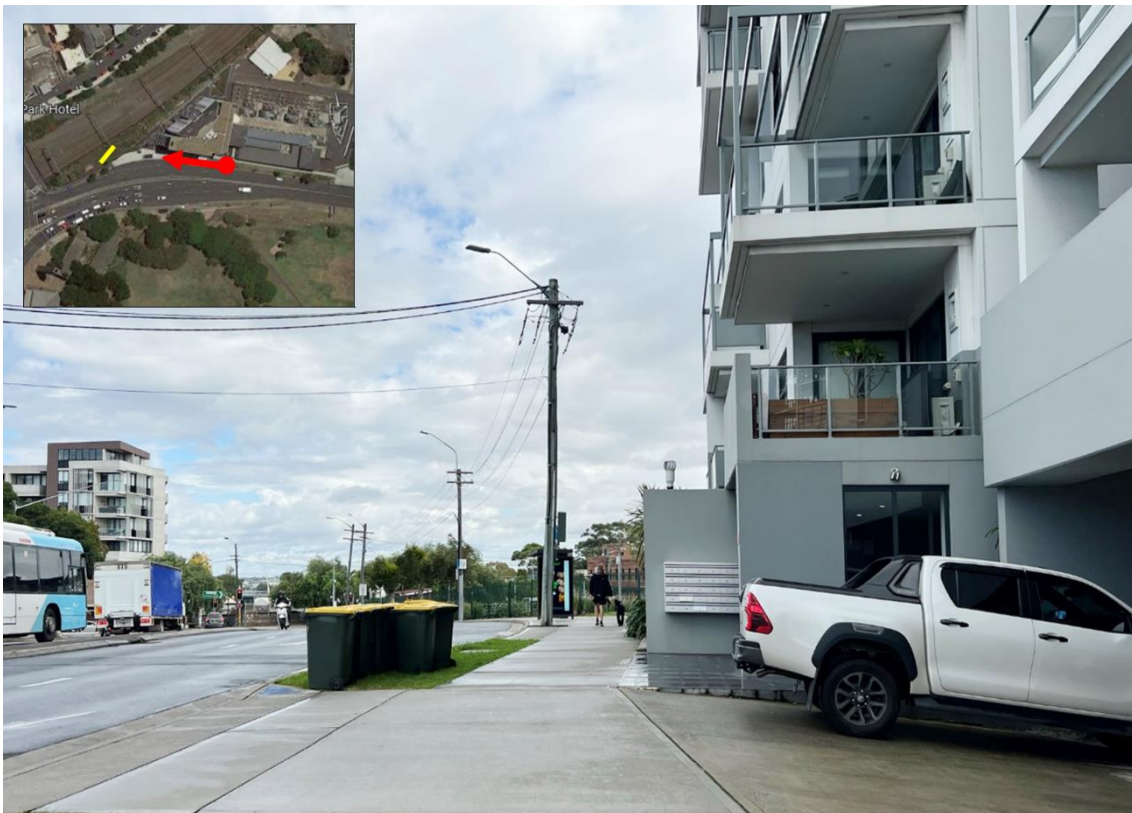


Figure 15: Proposed view from western interface of St Peters zone substation (Source: Keylan)



Figure 16: Proposed view from western interface of St Peters zone substation (Source: JCDecaux)

View 3: Southern side of Sydney Park Road adjacent to Sydney Park

View 3 is taken from the pedestrian footpath on the southern side of Sydney Park Road adjacent to Sydney Park.

The viewpoint represents the view of pedestrians walking westbound along Sydney Park Road. Additionally, this viewpoint is being relied upon to estimate the visual impacts on the part of the land identified as the 'Former Bedford Brickworks group including chimneys, kilns and grounds. This is a local heritage item (Item I27) as per the *Sydney Local Environmental Plan 2012* (SLEP 2012). It is noted that the Heritage Impact Statement (Appendix 8) confirms the proposed advertising sign will not have an adverse impact upon the heritage significance of heritage items in the vicinity.

The viewpoint shows Sydney Park Road in the immediate foreground and the residential flat building at 241-245 Sydney Park Road on the right. The existing static advertising sign on the southern façade of 672 King Street is also visible.

Though the proposed sign will be visible from the viewpoint, the visual impact to this viewpoint is considered to represent an acceptable outcome for the following reasons:

- pedestrians will only be temporarily exposed to this view as they continue to walk towards King Street/ St Peters train station
- there is existing mature vegetation in the area with trees lining the Sydney Park Road edge, obscuring some of the view towards the sign
- the siting and orientation of the proposed sign has been strategically chosen to minimise and mitigate heritage impacts associated with the proposal

Although this view line includes the sign on the southern elevation of 672 King Street, multi storey buildings along Sydney Park Road and the advertising sign on the bus shelter, the proposal will not result in visual clutter as, from this viewpoint, the proposed sign will visually integrate with the surrounding context. An assessment against the digital signage criteria and visual clutter controls detailed within the signage guidelines is provided at Appendix 1 of the SEE, concluding the proposed sign will not contribute to visual clutter in the area.

On the basis of the above, the potential visual impacts as a result of the proposed signage are considered low.



Figure 17: Existing view from southern side of Sydney Park Road adjacent to Sydney Park (Source: Keylan)



Figure 18: Proposed view from southern side of Sydney Park Road adjacent to Sydney Park (Source: JCDecaux)

View 4: Entrance to Sydney Park from southern side of Sydney Park Road

View 4 was selected as it provides context of the advertising sign south-east from Sydney Park, comprising large open recreational spaces. The viewpoint shows the view of pedestrians from the north-western entrance to Sydney Park from Sydney Park Road.

The visual impact to this viewpoint is considered to represent an acceptable outcome for the following reasons:

- pedestrians will only be temporarily exposed to this view as they continue to walk towards King Street/ St Peters train station
- the view from Sydney Park will be largely obscured due to the dense vegetation along the road frontage, in addition to vehicular traffic travelling along Sydney Park Road
- although the view contains the existing sign on the southern facade of 672 King Street and the bus shelter, as well as the multi storey buildings along Sydney Park Road, it will not contribute to visual clutter of the locality as the signs are oriented towards different receivers and are located within different corridors
- the proposed sign does not protrude above the dominant skyline and is consistent with the visual character of the area as it primarily consists of an established arterial road corridor

On the basis of the above, the potential visual impacts of the proposed sign are considered to be low from this viewpoint.



Figure 19: Existing view from entrance to Sydney Park from southern side of Sydney Park Road (Source: Keylan)

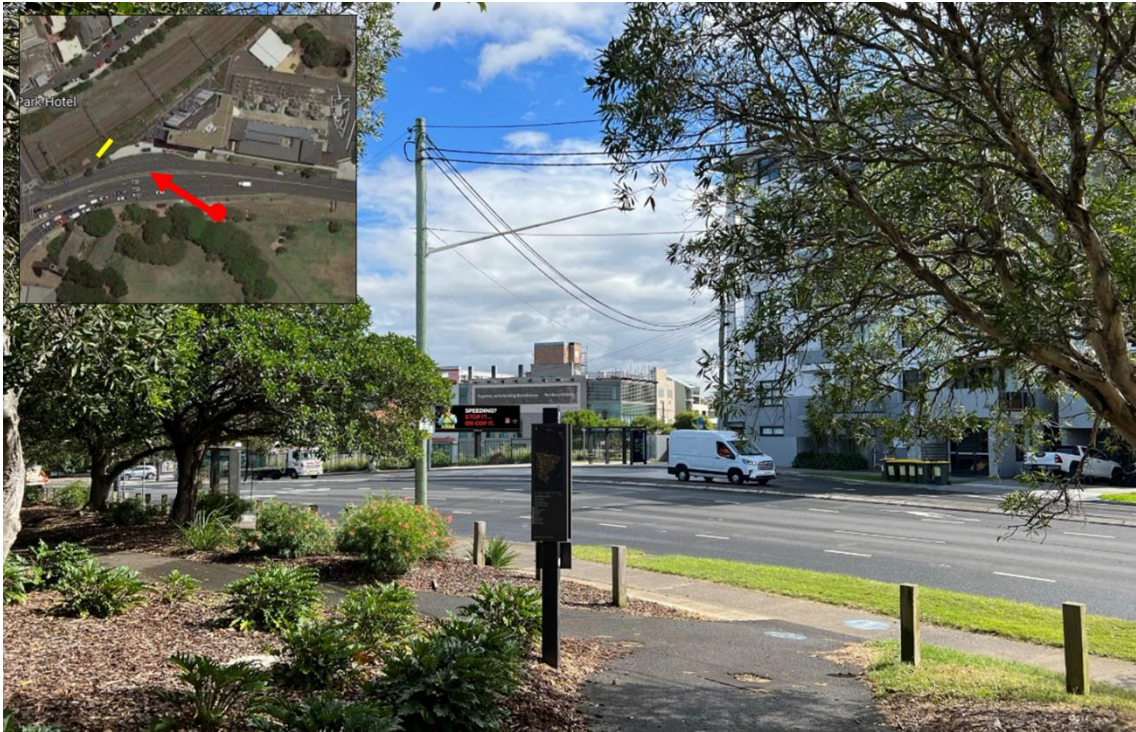


Figure 20: Proposed view from entrance to Sydney Park from southern side of Sydney Park Road (Source: JCDecaux)

View 5: Southern side of Sydney Park Road opposite 231-239 Sydney Park Road

View 5 is taken from the pedestrian path on the southern side of Sydney Park Road adjacent to Sydney Park.

The viewpoint represents the view of pedestrians and motorists travelling westbound towards the Princes Highway and King Street intersection.

There are no residential receivers from this viewpoint.

Though the proposed sign will be visible from southern side of Sydney Park Road, the impacts of the proposed advertising signage to this viewpoint are considered low as the view lines from this location are temporary in nature.

Furthermore, the advertisement does not impact the amenity of the locality or detract from important sightlines as it does not protrude above the dominant skyline and sits comfortably within the scale of surrounding buildings.

Potential impacts as a result of the illumination are limited to light spill which can be mitigated through baffles and adjustable illumination as detailed within the Lighting Impact Assessment (Appendix 4).

On the basis of the above, the potential visual impacts as a result of the proposed signage are considered low.



Figure 21: Existing view from southern side of Sydney Park Road opposite 231-239 Sydney Park Road (Source: Keylan)



Figure 22: Proposed view from southern side of Sydney Park Road opposite 231-239 Sydney Park Road
(Source: JCDecaux)

View 6: 645-655 King Street, St Peters

View 6 was selected as it represents the view at the base of a 8 storey mixed use building on the western side of King Street. This sensitive receiver comprises ground floor retail and 7 storeys of residential. The viewpoint also establishes the view of pedestrians walking northbound along the western pedestrian footpath adjacent to King Street.

It is anticipated that view lines from this sensitive receiver are considered acceptable for the following reasons:

- the sign is oriented in a south-east direction, in the opposite direction of the building.
 - views towards the proposed sign will be limited to the back of the sign, and as such, the screen is not expected to be visible from this viewpoint
- the proposed advertising sign is located at the top of the railway corridor embankment.
 - the scale of the sign is compatible with the existing character of the arterial road corridor.
 - views towards the proposed sign are obscured by surrounding built elements. Therefore, the proposal will visually integrate with the surrounding context from this viewpoint.
- pedestrians will only be temporarily exposed to this view as they continue to walk north towards St Peters train station and King Street
- the advertisement does not impact the amenity of the locality or detract from important sightlines as it does not protrude above the dominant skyline and is located within an established arterial road corridor

On the basis of the above, the potential visual impacts of the proposed sign are considered to be low from this viewpoint.



Figure 23: Existing view from 645-655 Princes Highway (Source: Keylan)



Figure 24: Proposed view from 645-655 Princes Highway (Source: JCDecaux)

View 7: St Peters Station Plaza

View 7 was selected as it represents the view of the proposed sign from the St Peters Station Plaza.

St Peters Station Plaza comprises landscaping and outdoor seating for residents of the adjacent building at 645 – 655 King Street and commuters accessing the train station.

Visually, the proposed advertising sign is positioned at the top of the embankment of the railway corridor. The existing views to the top of the embankment are of Sydney Park Road, the 7 storey residential flat building at 241-245 Sydney Park Road and traffic control devices. From this viewpoint, the proposed sign will visually integrate with the surrounding context.

Furthermore, it is noted, the proposed advertising sign is oriented south-east and views towards the sign will be limited to the back of the sign. As such, only a narrow view of the proposal from its side will be visible from this viewpoint, with no views of the actual advertising screen.

On the basis of the above, the potential visual impacts as a result of the proposed signage are considered low.



Figure 25: Existing view from St Peters station plaza (Source: Keylan)



Figure 26: Proposed view from St Peters station plaza (Source: JCDecaux)

View 8: Western side of King Street railway overpass

View 8 was selected as it represents the view from the western side of the King Street railway overbridge facing east towards the proposed advertising signage. The underpass is included within the 'St Peters Railway Station group' State heritage item (Listing no. 01250).

Although the viewpoint is located within the State heritage item curtilage, St Peters Railway Station is below the level of the surrounding streets. It is noted that the Heritage Impact Statement (Appendix 8) confirms the proposed advertising sign will not have an adverse impact upon the heritage significance of heritage items in the vicinity.

The signage structure will be visible from the King Street overbridge. However, views towards the sign are limited to the back of the signage structure only and there will be no views of the actual advertising screen itself.

Furthermore, the proposed advertisement structure is consistent with the bulk and scale of the surrounding locality. It is situated within an established arterial road corridor and does not protrude above the dominant skyline, ensuring its visual integration into the surrounding context.

Given the above, the proposed sign is not anticipated to reduce the quality of views from the overbridge and ensures the scale of the sign is in keeping with the surrounding development.

As such, the potential visual impacts as a result of the proposed signage are considered low.



Figure 27: Western side of King Street railway overpass (Source: Keylan)



Figure 28: Proposed view from western side of King Street railway overpass (Source: JCDecaux)

View 9: 672 King Street Erskineville

View 9 was selected as it represents the view from the southern boundary of the King Street Heritage Conservation Area, Newtown/Erskineville. This viewpoint also establishes the view from the 'Former St Peter's Theatre façade', listed as Item I614 under the SLEP 2012.

As detailed within the Heritage Impact Statement (Appendix 8), the proposal will not impact the heritage significance of the conservation area or the local heritage item as the historic buildings comprising the HCA are most significant for their elevations to King Street, and are not oriented towards the proposal.

Views towards the sign are limited to the back of the signage structure only and there will be no views of the actual advertising screen itself. Further, the sign is compatible with the scale of the surrounding built form and will sit comfortable in its location adjacent to a busy arterial road corridor.

Consequently, the visual impacts at this viewpoint are considered low.



Figure 29: Existing view from King Street HCA (Source: Keylan)



Figure 30: Proposed view from King Street HCA (Source: JCDecaux)

View 10: Low density residential dwellings on the northern side of the railway line, Concord Street

View 10 was selected as it represents the nearest residential receivers to the north of the proposed sign at Concord Street. The front of these residential receivers overlook the railway line and proposed sign.

The majority of dwellings located on this section of Concord Street will have minimal sightlines towards the proposed sign as existing mature vegetation is located on both sides of the street, minimising any direct views.

It is anticipated that 5 Concord Street is the only receiver with sightlines towards the proposed advertising sign. However, the anticipated impacts from this dwelling are considered minimal for the following reasons:

- the sign will be oriented to the south east in the opposite direction of the dwellings. Therefore, only the back of the sign will be visible
- the sign is consistent with the surrounding context as the bulk and scale of the structure is compatible with surrounding building elements and its location within a busy arterial road corridor
- the proposal will not detract from view lines towards the heritage item to the south
- existing views from the frontage of this property are of the railway corridor, the residential flat building and the chimney stacks, and as such, will not reduce the quality of views from the residential dwellings on Concord Street

Consequently, the visual impacts at this viewpoint are considered low.



Figure 31: Existing view from low density residential dwellings on the northern side of the railway line, Concord Street (Source: Keylan)



Figure 32: Existing view from low density residential dwellings on the northern side of the railway line, Concord Street (Source: JCDecaux)



Figure 33: View from southern side of Concord Street (Source: Keylan)



Figure 34: Existing street trees along Concord Street (Source: Keylan)

View 11: Sydney Park

View 11 was selected as it represents the view from the north-western quadrant of Sydney Park, which is the closest part of the park to the proposed sign.

Additionally, this viewpoint is being relied upon to estimate the visual impacts on the part of the land identified as the 'Former Bedford Brickworks group including chimneys, kilns and grounds'. This is a local heritage item (Item I27) under the SLEP 2012. It is noted that the Heritage Impact Statement (Appendix 8) confirms there will be no adverse impact upon the heritage significance of heritage items in the vicinity of the proposed sign.

The site visit confirmed that the proposed sign will largely not be visible from Sydney Park due to the substantial separation distances and existing mature vegetation bordering the park. Accordingly, the proposal will not result in any visual impacts from Sydney Park.



Figure 35: Existing view from Sydney Park (Source: Keylan)



Figure 36: Existing view from Sydney Park (Source: JCDecaux)

5.4 Assessment Matrix

Viewpoint	Distance of View	Visual Sensitivity	Level of Impact
View 1	20m	Residential – high sensitivity	Low to Medium
View 2	55m	Residential area – moderately sensitive	Low
View 3	50m	Heritage item – high sensitivity	Low
View 4	65m	Public open space – moderately sensitivity	Low
View 5	80m	Public open space – moderately sensitivity	Low
View 6	90m	Residential and retail/commercial premises – low to high sensitivity	Low
View 7	75m	Retail/commercial premises & road corridor – low sensitivity	Low
View 8	70m	Heritage item – high sensitivity	Low
View 9	60m	Heritage conservation area – high sensitivity	Low
View 10	80m	Residential – high sensitivity	Low
View 11	75m	Parklands – medium sensitivity	Low

Table 3: Assessment Matrix

Rating	Visual Sensitivity	Level of Impact
Low	Not a sensitive receiver	Little change to existing views
Medium	Moderately sensitive receiver (e.g. a park)	Somewhat impacted
High	Highly sensitive receivers (e.g. residential uses, childcare, or heritage item)	Highly impacted

Table 4: Rating definitions

6 Conclusion

The proposed advertising sign on the northern side of Sydney Park Road will result in limited visual impacts to the surrounding locality and to sensitive receivers such as heritage items, public open space and residential developments.

Following a detailed analysis of the proposal and the surrounding locality, this VIA has found the following:

- the surrounding area has a medium to high visual sensitivity due to heritage items, public open space and residential development located within the visual catchment
- notwithstanding the above, the views to the proposed sign from sensitive receivers will be obstructed by existing structures and street trees
- views to the proposed sign from some sensitive receivers is limited due to the visual display screen being oriented in the opposite direction
- the installed digital advertising sign will enhance the visual interest of Sydney Park Road for motorists and pedestrians travelling westbound through the presentation of high resolution static digital advertisements
- the signage is consistent with the character of the surrounding area
- the additional signage does not constitute of visual clutter
- the signs do not impact the viewing rights of others
- the proposed sign will be visible to a high number of pedestrians and motorists reflective of its location along a transport corridor
- the proposal does not impact upon any scenic views and will not protrude above the dominant skyline

Following consideration of the above, the proposal is considered to result in acceptable visual impacts.