GLEBE ISLAND SILOS
VISUAL IMPACT ASSESSMENT

PREPARED FOR
OOH! MEDIA
MARCH 2025
FINAL

URBIS

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We acknowledge Aboriginal and Torres Strait Islanders as the traditional custodians of all the lands throughout Australia. We recognise and respect the connection to their land, cultural heritage and community, and we pay respects to their Elders past, present and emerging.

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EXECUTIVE SUMMARY

The purpose of this Visual Impact Assessment (VIA) is to assess the potential visual impacts of a continuation of the existing effects of signage in-situ at Glebe Silos, Sommerville Road, Rozelle (the site).

The proposal seeks a s4.55 Modification to vary the duration of consent for a further three year term.

This report builds on Urbis knowledge of the site, visual analysis, observations and conclusions drawn by Urbis in relation to the existing consent and 2022 approval.

- View places inspected and analysed include sensitive and representative public domain views places from within the visual catchment including from along the Pyrmont and Glebe foreshores and the recently completed Rozelle Parklands.
- A high-level analysis of potential private domain impacts has also been undertaken based on fieldwork observations and supplementary desktop analysis.
- An analysis of high-resolution day and night time photographs using standardised focal lengths found that, the proposed retention of signs as an existing feature in views towards the Silos does not create additional visual clutter, and does not create any additional significant 'negative' visual effects in existing views. The proposed continuation of the existing level of visual effects does not degrade or dominate the scenic quality and character of views.
- No new visual effects, increased external visibility or visual impacts will be generated by the proposal in addition to those which already exist and have been approved.
- The existing day and night view compositions experienced in close and medium distance public domain views will remain unchanged.
- The retention of signs for an additional three year period, will not generate any additional visual effects or impacts on the existing character and scenic quality of public and private domain views, will not block access to and from the heritage item (Glebe Island Silos), will not increase the potential visual catchment, and will not create any additional impacts to those which currently occur.
- Directly aligned potential private domain views to the existing signs are constrained to a limited number of dwellings to the south and south-east, where the most affected views would be highly oblique from external balconies. Views from potentially affected private domain locations are likely expansive where the proposal would occupy a minor extent of the wider view available. The proposal would remain visible within its industrial maritime setting and visual context. The proposed s4.55 Modification will not generate any new private domain visual effects or impacts.
- The light measurement report prepared by Electrolight Australia (February 2025) confirms that all night illuminance measurements are close to zero, and well within the allowable limits under AS4282:2019.
- Given the low lying surrounding water body, the visual catchment is potentially wide. The views analysis demonstrates that the expansive and open nature of the foreground composition, is such that the Silos and existing signs occupy a minor part of the wider views available to the north from the visual catchment to the south-west, south and south-east. The s4.55 Modification will not alter or expand the existing visual catchment.
- The proposed s4.55 Modification is consistent and highly compatible with relevant environmental planning instruments and endorsed desired future character for Glebe Island and wider visual context.
- The visual context of the Glebe Island Silos has been in a constant state of visual change over the last century where industrial, maritime and commercial uses have evolved and now predominantly characterise the majority of views towards the Silos and existing signs. The composition of views towards the Silos that include the signs will continue to change into the future as the immediate and wider visual context transforms into the modern urbanised setting.
- The existing signs have been a local visual landmark and iconic way finding feature that punctuate this highly urbanised environment and are recognised as such within the Glebe Island Silos Advertising Signage Development Control Plan.
- In our opinion, the existing level of visual effects and impacts generated by the existing signs are reasonable and acceptable and as such the s4.55 Modification can be supported.

01 INTRODUCTION

1.1 PURPOSE OF THE REPORT

Urbis have been engaged by oOh! Media to re-inspect the visual context and catchment of the approved development and determine the visual impacts in relation to the continuing use of the signage both at day and night.

This report seeks to assess the potential visual impacts of a continuation of the existing effects of signage in-situ at Glebe Silos, Sommerville Road, Rozelle (the site).

This report builds on Urbis knowledge of the site, visual analysis, observations and conclusions drawn by Urbis in relation to the existing consent and 2022 approval.

The report includes documented views from locations using standardised focal lengths for day and night photographs. Photographs are captured using a mid-range panoramic 50mm focal lens (FL).

Views have been documented from a range of view places that, in our opinion, provide a representative sample of public and private domain compositions

1.2 DOCUMENTS REVIEWED

The following government policies, plans and strategies have been reviewed as part of this VIA:

- Industry and Employment SEPP (2021)
- Advertising and Signage and Transport Corridor Outdoor Advertising and Signage Guidelines (2017)
- Glebe Island Silos Advertising Signage Development Control Plan (2004)
- Glebe Island and White Bay Master Plan (2000)
- Bays West Place Strategy (2021)
- Draft Bays West Urban Design Framework (2021)
- Bays West Stage 1 Master Plan and Rezoning Finalisation Report (Dec 2022)
- Stage 1 Bays West - White Bay Power Station (and Metro) Design Guide (Dec 2022)
- Lighting Impact Assessment prepared by Electrolight (February 2025)
- Heritage Impact Statement prepared by NBRS (February 2025)
- Signage Traffic Safety Assessment Report prepared by Bitzios Consulting (February2025)

Figure 1 Site location.

1.0: INTRODUCTION

1.3 PROJECT BACKGROUND

oOh! Media enjoy Development Consent for signage affixed to the Glebe Island Silos, at White Bay. The signage occupies two elevations above the silos including a short section oriented to the north-west and a longer section that is oriented to the south-west.

The existing consent was granted by the Independent Planning Commission as delegate of the Minister for Planning to Development Application No. DA 21/13182 (the development consent).

The Development Consent permits the use of the site for the purposes of a billboard on the existing Silos, displaying third-party advertising. The Development Consent is for a term of three years and is due to expire 8th September 2025.

We understand that oOh! Media seek to modify the existing consent under Section 4.55 of the Environmental Planning Act 1979 (N&A Act).

1.4 PROPOSED DEVELOPMENT

The proposal seeks a s4.55 Modification Application to vary the duration of consent for a further 3 years term.

In visual terms, the proposal to extend the consent is appropriate in that the proposal is substantially the same as that approved. No new visual effects will be generated, no change in form, scale, visual appearance or extent of visibility will occur as a result of this application and subsequent approval.

The proposed s4.55 Modification does not seek any change to the physical extent or dimensions of the signage currently displayed, or changes to its location or associated infrastructure. In this regard, there are no visual changes that could be perceived in public or private views.

1.5 SIGNAGE OPERATING CONTEXT

The existing signage is located on the roof parapet of the southern and western elevations of the Glebe Island Silos and displays content related to third party goods and services. The advertising copy that is generated for these companies is purpose designed for the Silos. The copy is printed onto vinyl skins that are tensioned across the steel support structure. Advertising space on the Silos structure is sold in minimum 28-day cycles. Both the western and southern signs can be sold separately or purchased by the same advertiser. The signage structure is inspected on a monthly basis when the signage copy is rotated with maintenance being done as and when required using the steel gantry that is located along the rear of the sign. This s4.55 Modification does not propose any change to the maintenance platforms.

The signage is illuminated from dusk to an 11pm using a combination of top mounted floodlights that are aimed towards the signage face. The shorter western elevation contains six lights, and the longer southern elevation contains 43 lights. This application proposes no change to the existing illumination of the signage structure.

An overview of the existing signage as contained within the Statement of Environment Effects (SEE) prepared by Urban Concepts is provided in Table 2.

Statistics	Western sign	Southern sign
Dimensions of Silos	Approximately 6.1m width x 180m length x 50m height	
Dimensions of signage	6.1m height x 22.1m in length	6.1m height x 170m in length
Height of signage to top of sign	Height to top of Sign RL 52.391 is 48.437m Height to Bottom of Sign RL 46.291 is 42.331m Ground RL 3.960	
Advertising display area	134.8 sqm	1037 sqm
Form of illumination	External – 6 cantilevered down lights	External - 43 cantilevered down lights
Signage categorisation	General Advertising Roof Sign	

Table 2: Existing signage overview (Source: SEE, Urban Concepts 2025).

02 VIA METHODOLOGY

2.1 URBIS METHODOLOGY

The methodology employed by Urbis to assess visual impacts is based on a combination of established methods used in NSW. It is based on widely adopted concepts and terminology included in multiple Visual Impact Assessment (VIA) methods, guidelines and objectives.

In addition the Urbis VIA method draws on 30 years of academic research and publications by industry leaders who have considered a more tailored response to assess the visual impacts of built forms in urban settings rather than Landscape Character Visual Impacts Assessments (LCVIA).

Reviewing and combining industry best practice, Urbis continually refines its VIA methodology so that it is appropriate for application across an urban visual context. The Urbis methodology identifies objective 'visual baseline' information about the site and surrounds, analyses the extent of visual effects or quantum of change using visual aids from key locations, and considers the importance of that change. The significance of the extent of visual effects is explained and determined in the visual impact assessment section of the method and this report.

Our method also has regard to:

The Landscape Institute Technical Guideline Note- Visual Representation of Development Proposals (AILA 2019)

Guidance note for Landscape and Visual Assessment (AILA 2018)

Guidelines for Landscape Character and Visual Impact assessment, Environmental Impact Assessment practice note EIA -NO4 prepared by the Roads and Maritime Services 2018 (RMS LCIA)

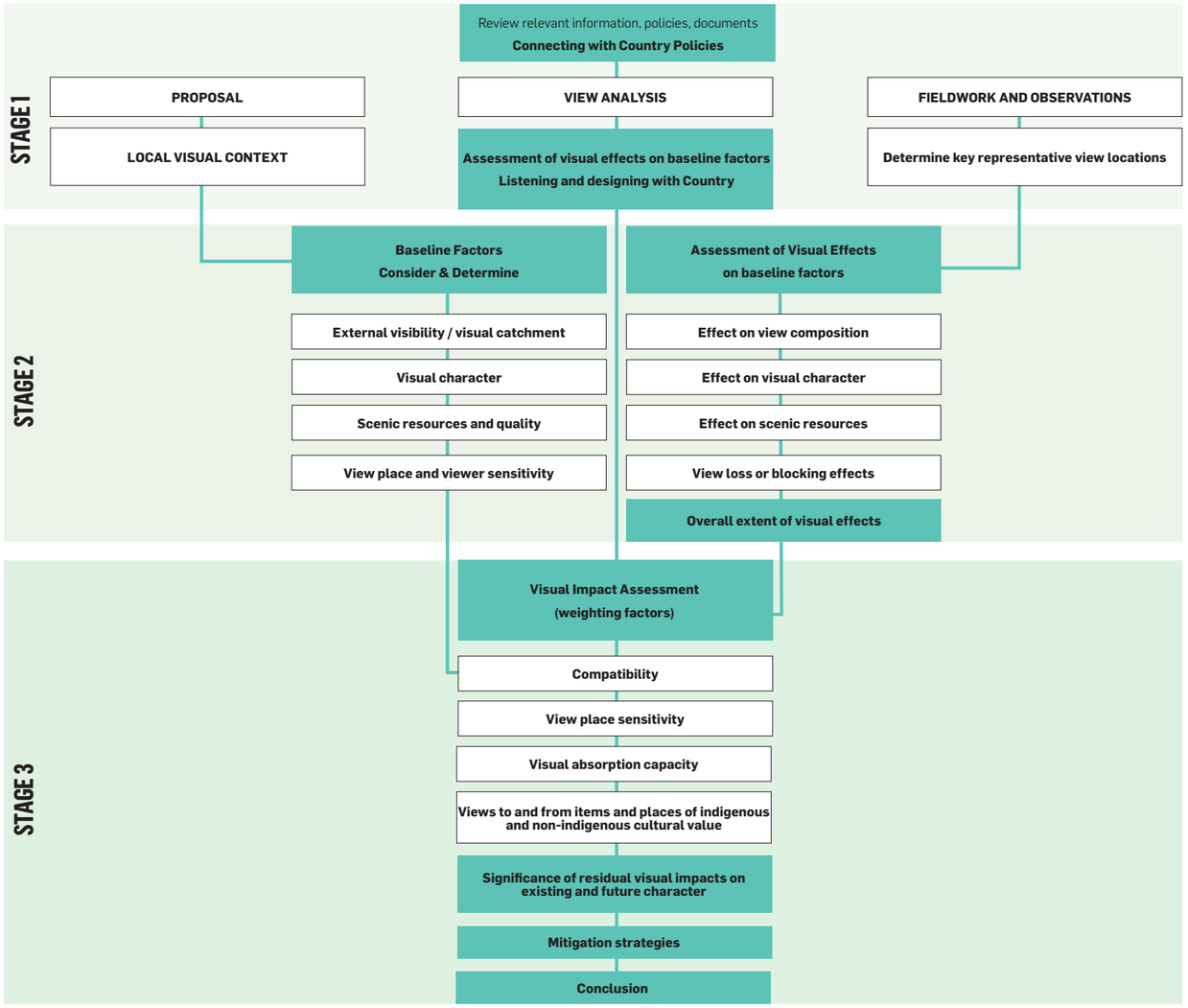

Figure 2 Methodology flowchart.

03 REGULATORY CONTEXT

3.1 RELEVANT PLANNING CONTEXT

3.1.1 STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY & EMPLOYMENT) 2021

The Industry and Employment SEPP sets out relevant rules in relation to permissibility of outdoor advertising and signage. The Guidelines complement the provisions of the 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.*

Urbis Response:

There is limited accessibility within 1km of the site due to the presence of immediately surrounding major road corridors. Close representative views have been provided above the road corridor (via pedestrian bridges) and close to road corridors from the new Rozelle Parklands.

The requirements of the Industry & Employment SEPP 2021 have been satisfied as part of this assessment where possible and relevant. A range of 50mm medium focal length photographs have been documented to show the existing site in situ and within its visual context. The locations of documented photographs are included at Figure 10.

3.1.2 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 including traffic and illumination will be addressed by the relevant consultants and are beyond the remit of this assessment.

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?*

Urbis Response:

The site is located on Glebe Island part of which is characterised by a working port, maritime and commercial operations. The immediate visual context includes port-related features, industrial structures associated with grain handling, a concrete batching commercial operation, long sections of constructed seawall and hardstanding around Glebe Island. The signage occupies a narrow horizontal section across the top of the silos, and appears visually integrated with the overall bulk and scale of the silo structure.

The endorsed Bays West Precinct Strategy (2021) proposes redevelopment of the Bays West Precinct around a proposed Metro station and other taller tower forms, immediately west of the Silos in the medium term and before 2030. The proposal is considered highly compatible with the existing and desired future character for the area and locality.

Advertising signage has been displayed on the Glebe Island Silos since 1992 – a period of 30 years. No physical change to the location or dimensions of the existing signage is proposed. The proposed development will not result in any visual change or additional visual effects, and given its historic, continual placement in-situ is considered to be consistent with the theme for outdoor advertising in the locality.

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?

Urbis Response:

The signage occupies a limited extent of the silo structure along the roof parapet of the southern and western elevations such that the heritage listed silos (Silos A, B and C) remain visible within their industrial setting.

The signage is visible from foreshore areas, including various public open spaces such as parklands and pedestrian ways within Pyrmont and Glebe. Views from waterways and adjacent foreshore areas are characterised by open sections of water, roadways, urban infrastructure and industry where the signage occupies a minor extent of the wider composition available.

New public spaces including Rozelle Parklands have recently been constructed from which there are part views (oblique in nature) are available to display content on the western elevation only. Views from Rozelle Parklands are characterised by sections of open playing fields and distant views towards the silos and Sydney CBD which include roadways, urban and maritime infrastructure. Views from Rozelle Parklands towards the silos include the western elevation only where the signage occupies a minor extent of a wider composition available.

The proposed signage does not dominate the wider view, block views to heritage items or significantly affect the visual quality or amenity of visually sensitive areas including water views or the curtilage of nearby heritage items.

The proposal will not generate any additional visual effects in night time views from residential locations or foreshore areas within Glebe or Pyrmont, or from Rozelle Parklands which are used during the day and night.

Notwithstanding visibility of the sign from the above locations, the proposed extended use (3 years) will have no adverse impact on the amenity or visual quality of special areas.

VIEWS & VISTAS

- *Does the proposal obscure or compromise important views?*

Urbis Response:

The signage located within the building envelope of the silos, below the line of the building parapet and does not obscure or compromise views including documented views or vistas included in relevant Local Environmental Plans or Development Control Plans.

The signage is confined to the west and southern elevations of the Silos, and as such it is not visible from the majority of the Balmain peninsula or adjoining suburbs Rozelle and Lilyfield.

Oblique views are available from Rozelle Parklands to the west facing elevation of the sign. Visibility of the sign from this public domain location is not significant in qualitative or quantitative terms and does not compromise the views or vistas available.

- *Does the proposal dominate the skyline and reduce the qualities of vistas?*

Urbis Response:

The scenic quality of views to the Balmain peninsular and its skyline from the Pyrmont and Glebe foreshore are considered low. The proposed s4.55 Modification will have no additional impacts to those which already occur in views of the Balmain peninsular from these locations.

Views of the Sydney CBD skyline from Rozelle Parklands include the western elevation of the silos only, where the west facing signage occupies a minor extent of an expansive view. The signage does not visually dominate or overwhelm the CBD skyline and does not block access to views of icons such as the Sydney Harbour Bridge.

The signage remains within the building envelope of the silo structure and does not degrade the quality of vistas which may include it.

- *Does the proposal respect the viewing rights of other advertisers?*

Urbis Response:

There are no other advertising signs of comparable scale within the immediate visual context in the majority of views to the silos. The proposal does not diminish the viewing rights of other advertisers.

STREETSCAPE, 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?*

3.0: REGULATORY CONTEXT

Urbis Response:

The signage complies with the design principles outlined in the Glebe Island Silos Advertising Signage Development Control Plan 2004 (the Glebe Island Silos DCP 2004), as discussed in Section 2.3 of this VIA.

The signage contributes to the visual interest of the Bays Precinct and can be considered a locally iconic billboard and visual landmark. The Glebe Island Silos DCP 2004 states that "the advertising on the top of the silos adds a point of visual interest and enhances the silo role as a landmark and reference point in the city. This is especially the case at night when the signs are illuminated. It is recognised that in many other world cities, signage (particularly night time signage) has become an iconic part of city's identity. Examples include New York City and London.

The proposal does not increase the number signs being displayed on the Silos or the location or arrangement of the existing signage.

The existing and proposed signage does not screen unsightliness and does not protrude above the Silos, tree canopies or any other structures in the area. Given the industrial nature of Glebe Island, including large hardstand areas required as part of the operation of the port, vegetation management is not required.

SITE & 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?*

Urbis Response:

The signage complies with the design principles outlined in the Glebe Island Silos DCP 2004, as discussed in Section 2.3 of this report. The proposal does not impede on the ability of Glebe Island to function as a working port. The Statement of Heritage Impact concludes that the signage has no adverse effects on the visual setting of the Silos, the Silos as an individual item or any other local heritage items. The signage demonstrates innovation as it comprises durable outdoor materials and the advertising copy is purpose designed for the Silos given their significant size.

ASSOCIATED DEVICES & LOGOS WITH ADVERTISEMENTS & ADVERTISING STRUCTURES

Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

Urbis Response:

The Silos have maintenance gantry walkways to assist with changing the signage and top mounted floodlights for night time illumination. This DA does not propose any changes to these features.

ILLUMINATION

- *Would illumination result in unacceptable glare?*
- *Would illumination affect safety for pedestrians, vehicles or aircraft?*
- *Would illumination detract from the amenity of any residence or other form of accommodation?*
- *Can the intensity of the illumination be adjusted, if necessary?*
- *Is the illumination subject to a*

Urbis Response:

A Lighting Impact Assessment has been prepared by Electrolight Australia (February 2025) and submitted as part of this application The report found that existing levels of illumination were compliant with relevant guidelines and policies including the Industry & Employment SEPP (2021), NSW Transport Corridor Outdoor Advertising and Signage Guidelines and AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting. The impact of illumination from the signage on private residential buildings is assessed and discussed in Section 6 of this VIA.

The Lighting Impact Assessment also considers the impact of illumination from the signage on potential future residential development in the White Bay Power Station (and Metro) sub-precinct of the Bays West Precinct which is proposed in the Bays West Precinct Strategy (2021) and the Draft Bays West Urban Design Framework (2021).

The Signage Traffic Safety Assessment prepared by Bitzios Consulting (February 2025) indicates there is no evidence that the signage has in the past reduced the safety of any vehicles, pedestrians or cyclist movements given their location within a driver's ordinary field of view approaching eastbound and westbound and only require glance appreciation with small vertical deviation from the vehicles ahead.

SAFETY

- *Would the proposal reduce the safety for any public road?*
- *Would the proposal reduce the safety for pedestrians or bicyclists?*
- *Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?*

Urbis Response: Refer to the comments on safety above.

3.1.3 LAND USE COMPATIBILITY

The Transport Corridor Outdoor Advertising and Signage Guidelines (2017) 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.

Urbis Response:

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.

Urbis Response:

The advertising structures are confined to the southern and western elevations of the Glebe Island Silos and the existing and proposed signage does not dominate or protrude above the skyline and is located wholly within the built form of the Silos. The signage does not obscure or compromise significant scenic views or views that add to the character of the area.

Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.

Urbis Reponse:

The Silos are identified as a heritage item under Schedule 4 of State Environmental Planning Policy (Precincts - Eastern Harbour City) 2021. The Silos are not listed as a heritage item on the Leichhardt Local Environmental Plan 2013 (LEP 2013) and do not have State heritage significance. The White Bay Power Station and Glebe Island Bridge are heritage items of State significance within proximity of the site. The Statement of Heritage Impact prepared by NBRS (February 2025) concludes that the retention of advertising for a period of three years will have no adverse effect on the identified heritage significance of the Glebe Island Silos and its maritime and industrial setting. The report notes that over half of the Silos remain in original visual condition and the general public can easily interpret the original and ongoing use of the Silos for storage of dry bulk product arriving by ship. The report also notes there will be no change to the physical and visual relationship between the nearby heritage items, including White Bay Power Station and Glebe Island Bridge.

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.

Urbis Response:

The existing signage is located on Glebe Island, which is part of a working port. The area surrounding the Silos, including Glebe Island and White Bay, are characterised as industrial areas. These areas comprise a range of port-related structures and hardstand areas. The Glebe Island Silos DCP 2004 notes that the signage is compatible with the existing and future character of Glebe Island and the surrounding area.

3.2 GLEBE ISLAND AND WHITE BAY MASTER PLAN (2000)

The Glebe Island and White Bay Master Plan provides an overarching strategic direction to guide the development of the area over a 20 year period. The master plan encompasses an area of approximately 40 ha which incorporates Glebe Island, White Bay and the south eastern side of the Balmain peninsula. The following sections of the Glebe Island and White Bay Master Plan are of relevance to this VIA.

3.2.1 VIEWS, BUILDING HEIGHTS AND BUILDING ZONES

Principles

- *Maintain the general view of the Pyrmont skyline and Anzac Bridge as seen from the Balmain residential area.*
- *Maintain the general view of the Pyrmont skyline and Anzac Bridge as seen from White Bay Park.*
- *Maintain existing views to landmarks to reinforce the diverse visual quality of the area.*
- *Ensure that the approach to the Old Glebe Island Bridge is upgraded to contribute to the quality of the public domain.*
- *Maintain and protect vistas where practicable along streets which terminate at the water.*
- *Provide flexibility for locating port facilities including buildings and silos.*

Comment: Section 2.4 of the Glebe Island and White Bay Master Plan outlines principles to protect view corridors and panoramas from key areas within the Bays Precinct. Figure 9 in the Master Plan (reproduced as Figure 6 in this VIA) outlines these views. The proposal satisfies the above principles and will not impede view corridors or panoramas as no change to the physical structure of the signage is sought.

3.2.2 ADVERTISING

Principles

- *Prepare signage and advertising guidelines with input from the following professional disciplines: architecture, advertising, landscape, graphics, heritage and traffic safety.*
- *Signage and advertising is not to obstruct views to heritage items and to landmarks and is not to interfere with, or adversely impact on views to and from the harbour and its foreshores;*
- *Signage and advertising is not to adversely affect the public domain, particularly with regard to lighting levels, visual impact and overshadowing;*
- *Signage and advertising is to be integrated with the architecture of the host / building /structure and must be contained within the existing profile of the host building / structure;*
- *Free standing, third party advertising structures are to be avoided in the plan area;*
- *Advertising and signage should be compatible with the design of the building / structure and the context of the site;*
- *Each sign and advertisement should be as simple in image as possible with few words; and,*
- *The guidelines should ensure that third party advertising is clearly differentiated from port and leaseholder signage.*

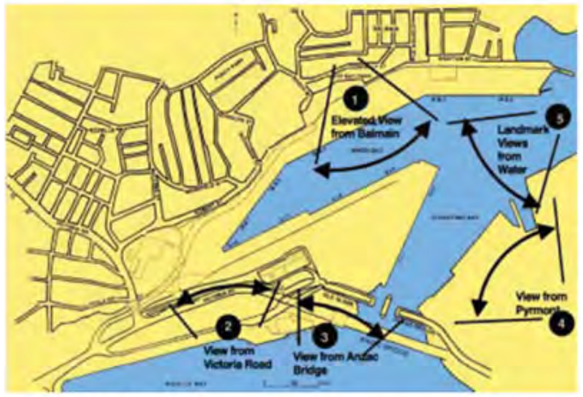

Figure 9: View Panoramas
1. Views over White Bay to Pyrmont, city skyline and Anzac Bridge.
2. Views from Victoria Road to the Heritage Silos and White Bay Power Station.
3. Views from Anzac Bridge across Glebe Island to Balmain skyline.
4. Views from Pyrmont across the water and the Port to the Balmain skyline.
5. Views from the water to landmarks including the Anzac Bridge, the White Bay Power Station and the Heritage Silos

Figure 3 View panoramas (Source: Glebe Island and White Bay Master Plan 2000, page 23).

3.2.3 THIRD PARTY ADVERTISING

Provisions

- *DUAP or the Minister for Urban Affairs & Planning is the consent authority for advertising.*
- *Development consent for advertising is limited to a period of 3 years.*
- *Encourage simple advertisements, reduced to a logo or simple image with one or three word phrase.*
- *Placement of advertising should consider existing signs on a building/structure or site so as to avoid physical and visual clutter.*

Urbis Response:

In response to the principles and provisions under Section 2.6 of the Glebe Island and White Bay Master Plan, the former Department of Infrastructure, Planning and Natural Resources prepared the Glebe Island Silos DCP 2004. This document established detailed design guidelines which are referenced in Section 2.6 of the Glebe Island and White Bay Master Plan. Under Section 3.43(2) of the EP&A Act, only one DCP may apply in respect of the same parcel of land. As the GISASDCP 2004 proceeded the Glebe Island and White Bay Master Plan, the advertising provisions that in the Glebe Island Silos DCP 2004 are the relevant controls that apply to advertising signage on the Silos. An assessment of the compliance of the proposal against these provisions follows in Section 2.3 of this VIA.

3.3 GLEBE ISLAND SILOS ADVERTISING SIGNAGE DEVELOPMENT CONTROL PLAN 2004

The Glebe Island Silos DCP 2004 contains design guidelines for advertisements on Silos. These guidelines are based on an analysis of the existing character of the local area, key features, desired future character and the role of outdoor advertising.

The general objectives of the Glebe Island Silos DCP 2004 are:

- To provide design guidelines for advertising on top of the existing Glebe Island Silos.
- To encourage advertising signage that is compatible with the heritage silos and the industrial character of the surrounding port (page 2).

The DCP notes that the "scale of the silos and the advertising structures are compatible with the oversized machinery, cargo ships and warehouse buildings located in the port area" and "the advertising on the top of the silos adds a point of visual interest and enhances the silo role as a landmark and reference point in the city. This is especially the case at night when the signs are illuminated." (page 11).

Figure 13 of the Glebe Island Silos DCP 2004 (reproduced as Figure 4 in this VIA) details the design specifications for an advertising structure on the Silos. The existing advertisements that were approved under the current DA (DA041-09-2011) comply with these requirements. This application proposes no change to the physical dimension of the signage display or its support structure.

3.0: REGULATORY CONTEXT

Other signage is within close proximity to the advertising on the Silos. This includes signage belonging to the Sydney City Marine. In this regard the existing signage proposed to be retained is well placed, spatially separated and appropriately located.

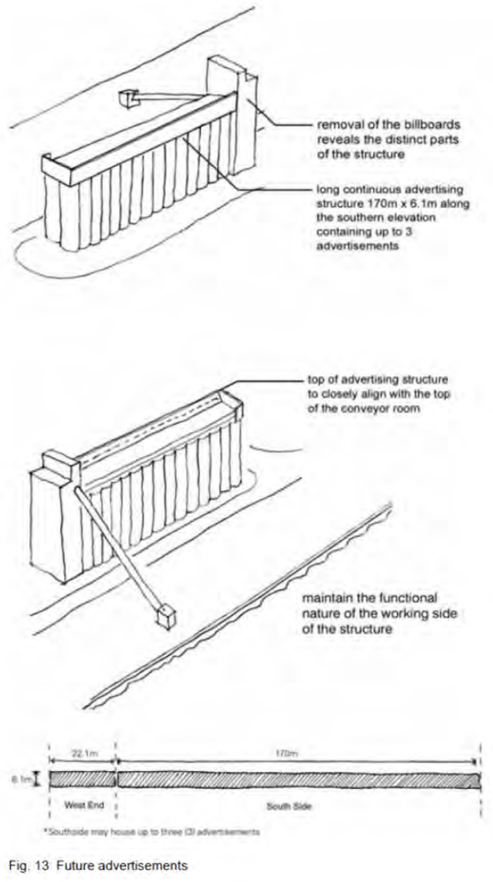

Fig. 13 Future advertisements

Figure 4 Diagram showing design specifications advertising signage on the Glebe Island Silos (Source: Glebe Island Silos DCP 2004, page 10).

11.0 Advertising structure

- Advertising is restricted to the southern and western sides where the decorative treatment relates to the busy, public nature of the main roads.
- Advertising to be removed from the vertical silo structure at the eastern end of the southern elevation.
- A continuous structure along the southern side (6.1m in height x 170m in length) and western side (6.1m in height and 22.1m in length) of the silo parapet and up to four separate advertisements, three on the southern side and one on the western side.
- The signage system is to be a stretched skin with no extraneous structures or fixings in view, apart from the necessary lighting fixtures.
- All access to the advertising panels for installation shall be made easily and safely in accordance with Occupational Health and Safety Guidelines.
- The view of the rear of the signs from the Balmain peninsula is to be finished appropriately to screen the working face of the sign panels.

Urbis Response: The current signage complies with all provisions under Section 11.0 of the Glebe Island Silos DCP 2004. This DA does not propose any changes to physical structure of the signage or the Silos.

11.2 Life of approval

Development consent for advertising is limited to a period of three years, consistent with the provisions of the Industrty & Employment SEPP (2021), and the Glebe Island and White Bay Master Plan.

Urbis Response: The proposal seeks a modification to the existing consent term of an additional three years. Pursuant to the provisions of Section 3.43(5) of the EP&A Act, a provision of a DCP (whenever made) has no effect to the extent it is:

(a) the same or substantially the same as a provision of an environmental planning instrument applying to the same land, or

(b) it is inconsistent or incompatible with a provision of any such instrument.

The three year term in the Glebe Island Silos DCP 2004 is inconsistent with the 10 year maximum consent term for roof and sky advertisements permitted under Chapter 3 of the Industry & Employment SEPP (2021). As the Glebe Island Silos DCP 2004 is not an environmental planning instrument (EPI) made under the EP&A Act, the Industry & Employment SEPP (2021) prevails over Section 11 of the DCP.

11.5 Development application requirements

Details of the sign structures dimensions, materials, finishes, servicing access and integration with the existing silos structure are to be submitted in scaled architectural drawings.

Details of illumination method and fixtures are to be provided with the development application.

Illumination levels (lux levels) are to be provided with the development application.

Urbis Response: The above requirements have been included in the relevant DA documentation submitted to DPE.

3.4 BAYS WEST PLACE STRATEGY (2021)

Bays West is a 77ha precinct encompassing Glebe Island (including the Glebe Island Silos and Glebe Island Bridge), White Bay (including the White Bay Power Station), Rozelle Bay and Rozelle Rail Yards.

The Bays West Place Strategy (the Strategy) builds upon previous urban renewal strategies for the wider Bays Precinct and creates a long-term vision for Bays West over time to include "innovation-led waterfront redevelopment, including mixed-used and ports and working harbour activities" (page 11). The Strategy at page 8 includes overarching directions which include proposed future land uses and built forms that would significantly change the predominant visual "industrial waterfront character" and setting of the existing heritage items in view compositions from many parts of the potential visual catchment (page 8).

Notwithstanding, the Strategy is not an EPI and as such has less statutory weight, nonetheless it sets out clear and wide ranging plans for the future of Bays West.

Sydney Metro West Station surrounded to the west by proposed taller building clusters (2030 Structure Plan) and the retention and adaptive reuse of heritage assets, including White Bay Power Station and Glebe Island Bridge, and the retention of existing uses or potential adaptive reuse of the Glebe Island Silos. The draft Strategy was placed on public exhibition between 22 March to 29 April 2021 by the DPE and has since been finalised.

Key Points –Relevant to Visual Effects & impacts

- Up to 2030, west and south-west of the Silos and sign location, development zones allow for greater height potential'
- Up to 2040, immediately east and adjacent to the Silos and sign location development zones allow for greater height potential.
- Significant visual change as proposed may begin to occur in relation to the existing visual character and setting of the Silos and sign within the next 8 years up to 2030.
- Zones of greater height development are endorsed in the strategy set out the clear intention for transformational medium and long term visual change to areas immediately adjacent to the subject site which will alter the quality, composition and character of the views to the Silos and sign.

3.5 DRAFT BAYS WEST URBAN DESIGN FRAMEWORK(2021)

The Draft Bays West Urban Design Framework (the Draft Bays West UDF) supports the Bays West Place Strategy and provides further detail on the delivery of the vision and directions for Bays West. The Draft Bays West UDF contains several principles to "enable a high amenity and place focused Precinct". Given the proposal relates to signage, the following principle should be considered:

Maintain Landmark Viewsheds

- Maintain existing signature views to WBPS, Glebe Island Silos and Anzac Bridge as the key built landmarks of this Country and signify its industrial, maritime and infrastructural role. These views are key to the deep connection between the sites its immediate neighbourhoods, surrounding district and the broader city in terms of navigation, stories, memory and identity.
- Gateway sequence – Retain the role of the three major landmarks as visual markers of the gateway sequence between the Inner West and Pyrmont/CBD by enabling these to be experienced together.
- Protect and retain important views along major movement corridors and consider new buildings impacts within this experience.

Prioritise Public Views – Prioritise the retention of public views to the precinct landmarks as well known and iconic features of the Bays West landscape. Public views to them from inside and outside the precinct must be maintained.

District Views – Protect the district views of landmark features which shift and change along public movement and open space areas. Retain their contribution to the place character and display symbolic way finding of the Sydney skyline. Protect the district views in line with the detailed viewshed studies and recommendations.

Local Views – Utilise views from surrounding suburbs to support the preservation of the character and grain of the place. Protect the local views in line with the detailed viewshed studies and recommendations.

Comment: The proposal does not impact on viewsheds with Bays West as it does not seek to change the physical structure of the signage.

Figure 5 Bays West Initial Stage Structure Plan up to 2030 (Source: Bays West Place Strategy 2021, page 59).

Figure 6 Bays West Initial Stage Structure Plan up to 2040 (Source: Bays West Place Strategy 2021, page 65).

3.6 ENDORSED FUTURE DESIRED CHARACTER

Following exhibition, the draft Strategy has been finalised. The Plan shows that up to 2030, land use changes will occur within the western sub-precincts surrounding the proposed Metro station (Figure 7). Therefore, the composition of views to the Silos and signage from parts of the visual catchment to the west, south-west and south will include the new land uses (and associated construction activities) including mixed use development, higher density and high rise buildings (likely concentrated to the west of the Silos and closer to the ANZAC Bridge approach / City West Link) and open space being planned for the White Bay Power Station (and Metro) sub-precinct. The visual context and compositions which include the existing sign (and the subject of this s4.55 Modification Application) is in effect, an environment subject to constant change and renewal.

Stage 1 Bays West Re-zoning

The Bays West Stage 1 Rezoning Proposal seeks to amend planning controls in the State Environmental Planning Policy (Precincts -Eastern Harbour City) 2021 to facilitate development of the site including:

- 78,000sqm of commercial floor space (5,412 jobs) including office and retail premises
- 23,900sqm residential floor space (250 dwellings)
- 41,650sqm of new public open and green space
- The revitalisation and protection of heritage-listed White Bay Power Station
- Supporting social infrastructure including a district multi-purpose community/ library hub, and
- Improved public and active transport, including cycleways.

The rezoning proposal builds on the Bays West Place Strategy which was adopted on 15 November 2021.

Stage 1 Bays West - White Bay Power Station (and Metro) Design Guide

The Stage 1 Bays West - White Bay Power Station (and Metro) Design Guide provides guidance for development within the site.

The Design Guide allows for a mix of land-uses that support a vibrant, mixed-use centre, thriving night time economy and connected open spaces. The extent of potential visual change is unknown at this time.

The Design Guide provides specific objectives across 4 Key Development Precincts, Sites A, B, C and D. With respect to the proposal's potential visual impact on future development, visibility to the proposal is unlikely from Sites C and D which are located west and north-west of the Silos, respectively. Potential visibility to the western elevation of the silos and proposal is possible from Sites A (Metro and Associated Development) and B (Southern Development Precinct).

The future desired character for Site A is predominantly influenced by its use and operation as a transit node, which will serve as the primary transport hub within the broader Bays West Precinct. Site A will include the Bays Metro Station, associated buildings that enable the operation and maintenance of the station and employment generating commercial and retail premises above and adjoining the station. Site A will also include the Bays Station Plaza, a new civic space located at the junction of

3.0: REGULATORY CONTEXT

primary pedestrian movement paths from the metro station and transport interchange to the White Bay Power Station and future park. The precinct is characterised by flexible, highly activated spaces that allow for movement, facilitating a high number of pedestrians, cyclists, public transports users and commuters.

Urbis Response: Potential visibility to the western elevation of the silos and sigange is likely from within Site A, including potential future civic spaces. We note the high compatibility of the signage with the future desired character of Site A and fleeting nature of visibility from within Site A as users move through the space in transit. We note the development time-frame for Precinct A is greater than the 3 year consent term sought by the proposed Modification Application.

Site B will include a vibrant, mixed-use destination providing retail, dining and recreation facilities. Desired future character for Site B be influenced by ground floor, fine grain uses to activate the streetscape with a mix of commercial and residential spaces above. The character of Site B will also include designed civic spaces to facilitate visible and physical connection between transport modes.

The northernmost lots within Site B will be characterised by two 4-storey commercial buildings that provide employment-generating uses in an area of high accessibility within the precinct. The lower heights relative to surrounding buildings, will allow views to the White Bay Power Station from the ANZAC Bridge to be protected. The rooftops of these buildings will be publicly accessible to allow people to experience Sky Country.

Urbis Response: Potential visibility to the western elevation of the silos and signage is likely from within Site B, including from future civic spaces, the planned 4-storey commercial buildings to the north, and planned residential floorspace. The extent and impact of visibility to the proposal is unknown at this time. We note the high compatibility of the signage with the future desired character of Site B as a diverse, highly activated and fine grain transit oriented development, where signage inevitably forms part of the visual context.

Notwithstanding the above, we note the development time-frame for Precinct A is greater than the 3 year consent term sought by the proposed Modification Application.

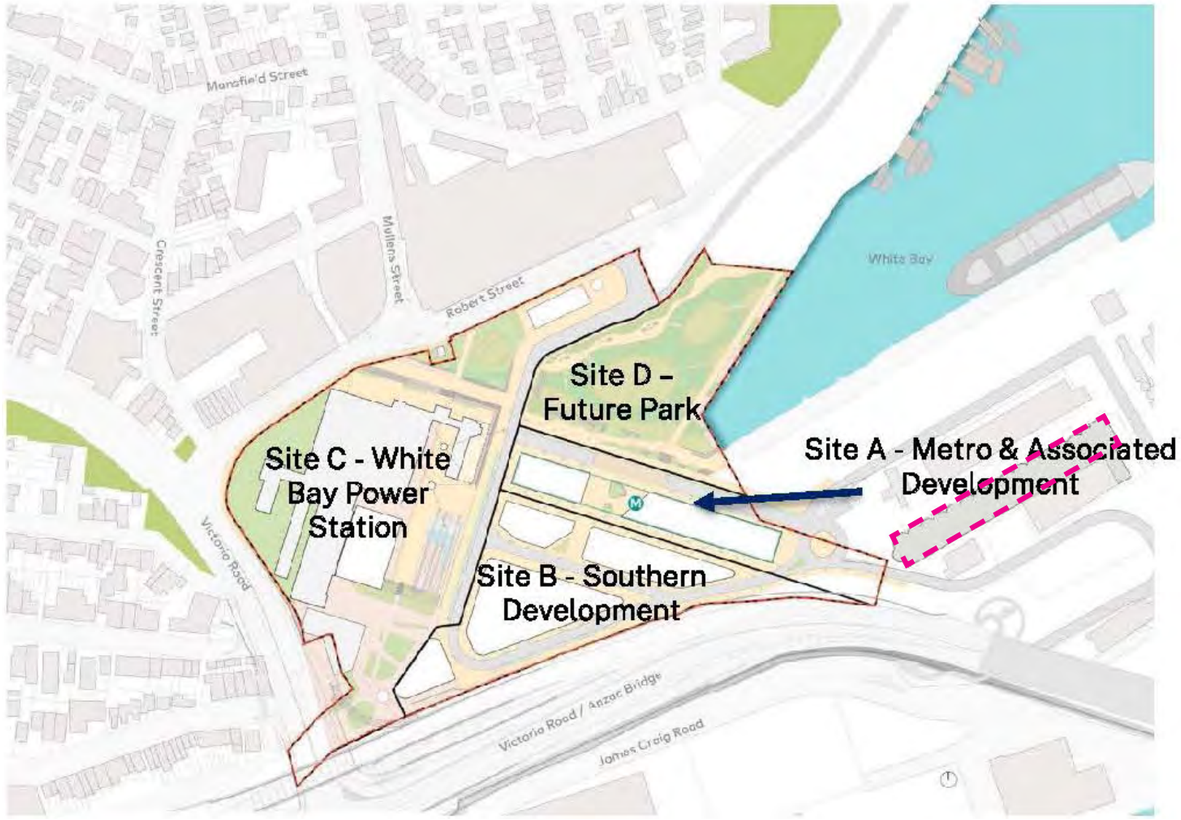

Figure 7 Key Development Precincts map, Stage 1 Bays West - White Bay Power Station (and Metro) Design Guide, December 2022. Silos indicated in pink.

04 BASELINE VISUAL ANALYSIS

4.1 VISUAL CHARACTER OF THE SITE

The Glebe Island Silos are located on Glebe Island in the Inner West local government area occupying part of a reclaimed peninsula south of Balmain.

Visual character is determined by the predominant visual features that are present in a view or across a site. In this case the site is occupied wholly by the existing 30 silos arranged in two rows of 15, which are tall, individual vertical structures, adjoined to form a double row approximately 180 metres long. The combined structures form a visual wall 22 metres wide and 50 metres high which combined give the appearance of a long horizontal built form

The silos are visually isolated from other heritage features for example the White Bay Power Station which stands approximately 330metre to the north-west and the ANZAC Bridge Piers and structures. The silos are immediately surrounded by a low linear shed structure to the north, miscellaneous low built forms, open areas of hard standing and former carparking areas, tall poles and flood lights defined by constructed sea walls. In other words other than the heritage item itself, the immediate visual context and visual character of the site is of low scenic quality and includes a variety of built forms and features that are vernacular to former wharfs and industrial settings.

The Silos are listed as a local heritage item under the Schedule 4 of State Environmental Planning Policy (Precincts - Eastern Harbour City) 2021 and are still operational are used for storage and handling of sugar, wheat and cement. The southern and western façades of the Silos are decorated with large murals depicting athletes competing in various Olympic sports. These murals were created in 1992 as part of the 'Olympic Look' program that was staged for the 2000 Sydney Olympic bid. Advertising signage is mounted on the upper parapet of the southern and western elevations of the silos group. A gantry forms part of the advertising structure and is used for maintaining the signage. The advertising panels on the western elevation measure 22.1m x 6.1m (134.8sqm advertising display area). On the southern elevation there are three panels which equate to a total advertising display area of 1,037sqm.

4.2 VISUAL CHARACTER OF THE SURROUNDING CONTEXT

Immediately north of Glebe Island are the berths and hardstand area of White Bay. This is operational port and working harbour land used for a variety of purposes including vessel loading/unloading, repairs, lay-ups, working harbour contractors, construction support. White Bay is also the location of the White Bay Cruise Terminal. Further north is the suburb of Balmain, which is predominantly characterised by low density attached housing with some older style walk up apartment buildings. Blackwattle Bay is located immediately south of Glebe Island and the suburb of Glebe is further south. The area of Glebe around Blackwattle Bay includes a mix of attached and detached houses, and residential flat buildings of up to three to four storeys. A public walking path is located along the foreshore and provides views of Blackwattle Bay and the ANZAC Bridge. Maritime businesses and industries occupy southern parts of Rozelle Bay.

Immediately east of Glebe Island is the ANZAC Bridge. Further east, across Johnstons Bay, is the suburb of Pyrmont. The western part of Pyrmont closest to Glebe Island is characterised by newer high density residential development. A public walking path is located along the Jones Bay foreshore which provides links to several public open spaces and offers views of Jones Bay and Glebe Island.

White Bay Power Station is located to the west of Glebe Island. The suburbs of Rozelle and Lilyfield are located further west. The newly constructed Rozelle Parklands extend in a linear fashion from Victoria Road (east) to approximately in line with Cecily Street (west), separating areas of residential development north of Lilyfield Road from the City West Link and ANZAC Bridge on-ramp. The parklands include playing fields, pedestrian walkways, playgrounds and amenities blocks and have expansive views towards the Sydney CBD. The south-western edge of the parklands is visually characterised by three tall exhaust stacks connected by an external skeleton. Pedestrian paths pass underneath the exhaust stacks and connect to the newly constructed pedestrian bridge which provides access over the City West Link, between the parklands and Rozelle Bay Light Rail Stop.

4.3 FUTURE VISUAL CHARACTER OF THE SITE & SURROUNDING CONTEXT

The endorsed future desired character outlined in the Bays West Place Strategy indicates that land use changes will occur within the western precincts surrounding the proposed Metro station between now and 2030. Therefore, the composition of views to the Silos and signage from parts of the visual catchment to the west, south-west and south will include the new land uses (and associated construction activities) including mixed-use development, higher density and high rise buildings (likely concentrated to the west of the Silos and closer to the ANZAC Bridge approach / City West Link) and open space being planned for the White Bay Power Station (and Metro) sub-precinct.

The Strategy and resultant Bays West Structure Plan (the Plan) includes the retention and adaptive reuse of heritage assets, such as the White Bay Power Station and Glebe Island Bridge, and the retention of existing uses or potential adaptive reuse of the Glebe Island Silos.

We note that the Bays West precinct has been subject to constant visual change over the last century where the largest and most visible of the precinct's industrial structures the White Bay Power Station (constructed 1917) power station stage 2 (constructed 1928), coal export loading facilities (constructed between 1945-1965) and construction of the Glebe Island Silos (1970's) have all created visual change and contributed to the areas 'industrial scale' visual character.

In this regard, the visual context and character of the wider Bays Precinct has been subject of significant, continual and cumulative visual change to form today's visual setting that is widely accepted as being unique and worthy of retention. Stages of development proposed in the Strategy including up to and beyond 2030 endorse further and ongoing transformational visual change for the wider the Bays west Precinct and wider Bays precinct.

4.4 VISUAL CHANGE

The visual setting west of Glebe Island has changed with the construction of Rozelle Parklands and pedestrian bridge, and the Rozelle Interchange and exhaust stacks. The visual context now includes a series of connected open spaces from Eastern Park (Lilyfield Road) through to Federal Park, Bicentennial Park and Glebe Foreshore Parklands and new large, urban infrastructure (pedestrian bridge and exhaust stacks).

Areas that were previously not accessible to the public have transitioned into places of high public use, from which there are now 'new' views to the Sydney CBD. Views towards the Sydney CBD from Rozelle Parklands are expansive, including parts of Rozelle Bay, the ANZAC Bridge, Glebe Island and the Sydney Harbour Bridge and a wide extent of the Sydney CBD skyline. New views include unique industrial features such as the dual exhaust stacks associated with the former White Bay Power Station, the silos and maritime elements associated with Glebe Island and Rozelle Bay. Notwithstanding this visual change, the visual context and character west of Glebe Island includes by large scale urban infrastructure elements and the industrial features of Rozelle Bay.

The immediate visual context of the Silos and signs is likely to undergo further, significant change within the next eight years. Closer to 2030, the composition of views to the heritage items including Silos and the signage from parts of the visual catchment to the west, south-west and south are likely to include taller built form, lighting and potentially signage. From 2040 and beyond, new land uses including mixed use development, higher density development and open space are proposed for the areas surrounding the Glebe Island Silos.

The existing signs have been part of this visual context for 30 years and as such have been present in view compositions towards the Silos for an extended period.

4.5 POTENTIAL VISUAL CATCHMENT

What Is a Visual Catchment?

The potential and actual visual catchment will not change in relation to the s4.55 Modification. Notwithstanding the extent of visibility remains the same, new areas within the visual catchment are now open and accessible to the public. In this regard some views to the west-facing sign will be possible from parts of the Rozelle Parklands and its connected open spaces.

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

Visibility refers to the extent to which the proposal would be physically visible and identifiable. For example, it could be identifiable as a new, novel, contrasting or alternatively as a recognisable but compatible feature.

We note that the s4.55 Modification is not a new or novel feature and will not be perceived as different in any way to the existing installation. In this regard the visual catchment has not changed with the exception of Rozelle Parklands where only the western elevation of the silos and signage is visible.

The potential visual catchment of the sigange was determined via a desktop review of the site using 3D aerial imagery, maps and client supplied information. Fieldwork observations and LiDar data across the potential visual catchment have been used to determine the extent of external visibility of the existing and proposed built forms on the site, from surrounding development.

LiDar data refers to Light Detection and Ranging which is technology used to create high-resolution models of the ground levels and underlying topography. In this case to predict the potential visual catchment we used the relative levels (RLs) of the proposed forms and mapped the heights of surrounding intervening built form, within 1 km of the site to be able to predict the external visibility of the upper storeys the towers.

Indicative visibility is shown in the map at Figure 8. The map shows the range of visibility in relation to the signage only (rather than the silo structure) and considers the extent of visibility relative to the southern facade (dark blue) and western facade (green) both individually and together (light blue). All three colours combined are representative of the total potential visibility to any part of the signage, noting that views which include both elevations of the sign are limited to the light blue section only.

It should be noted that this visibility does not take into account the presence of street tree vegetation which may be present and may further constrain potential views. Lidar mapping shows that the visual catchment is limited to predominantly the south, south-east and south-west. The visibility of Glebe Island Silos signage is likely to be different at night and day. Due to the location of the sign, which is facing south and southwest, residential developments, public open spaces and heritage items close to the sign in the south, southwest, and southeast of the proposed signage are assessed.

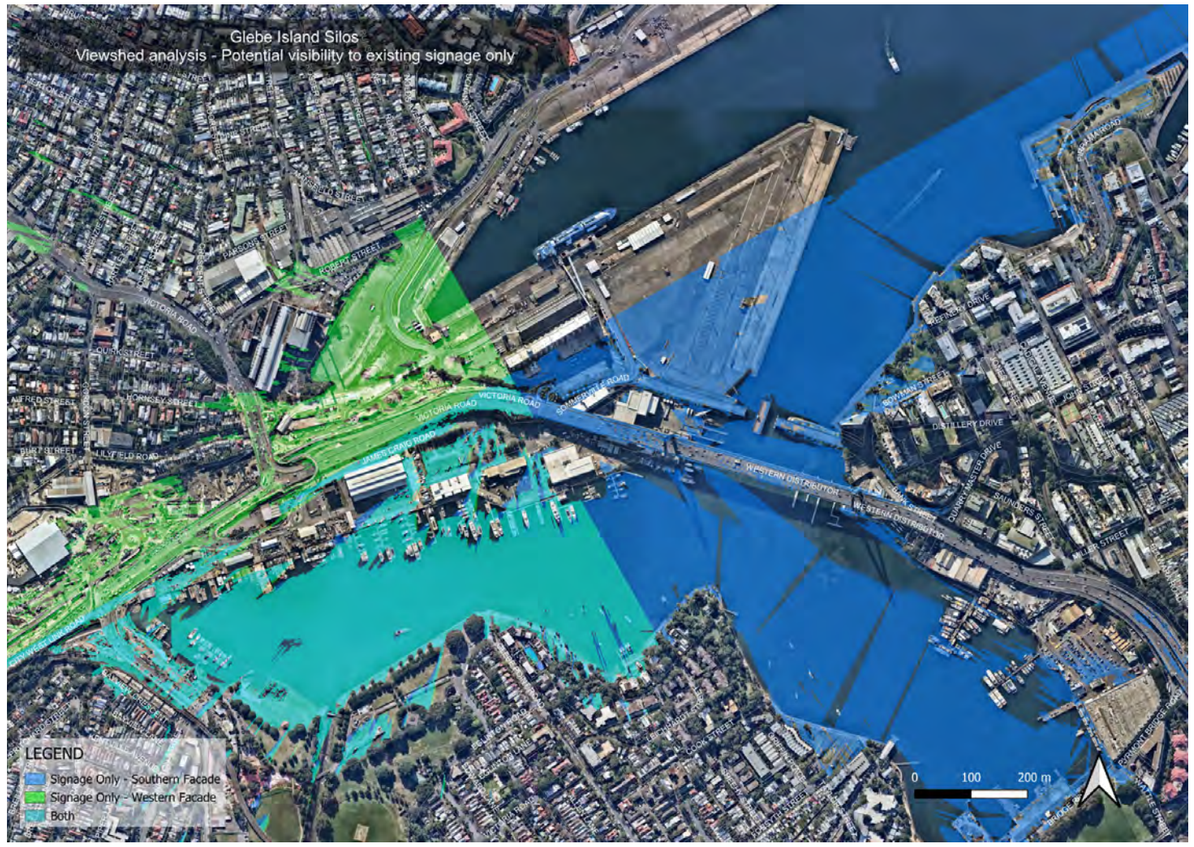

Figure 8 Viewshed mapping showing indicating visibility of the proposal.

05 RELEVANT ADDITIONAL FACTORS

5.1 VISUAL CLUTTER & POLLUTION

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.

Urbis Response: The proposed s4.55 Modification creates a low level of situational, designed and built clutter given that the west and south display areas are significantly set back from and spatially separated from surrounding road carriageways and light controls. The proposed development does not include any visual or physical change and will not add any additional built forms to the existing visual context of the site and views to the Silos.

Defining and assessing visual pollution is purely subjective and, therefore difficult to quantify. In our opinion visual pollution could be interpreted to mean, whether an existing or proposed visual feature creates any additional significant 'negative' visual effects to an extent which permanently degrades or dominates the scenic quality and character of views. The aesthetic interpretation and visual compatibility with the surrounding setting are important considerations regarding visual pollution and will vary depending on the natural and cultural features that exist and how various stakeholder groups value these. We comment that many viewers will find the inclusion of the existing signs (and retained signs) in views to be typical in highly urbanised settings including from or within main road corridors. Further some viewers may find that the illuminated signage to be an interesting night time feature provides interest and is aesthetically pleasing.

Taking a purely objective approach, the existing signs and proposed retention of signs are an existing feature in views towards the Silos. Therefore, they do not contribute to additional visual clutter or pollution.

The existing signage has been in-situ for over 30 years. Over time the signage has become an established, recognisable and familiar feature that contributes to a sense of 'place' and the way members of the public orient themselves in their physical surroundings. The signage is therefore seen by many as a positive contribution to the visual context.

Visual clutter is rated as **low.**

5.2 VIEWING PERIOD

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

The majority of views from close locations to the proposed development will be from moving viewing locations, or those of a short duration.

5.3 VIEWING DISTANCE

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

Most public and private domain locations with views to the site are between 500m and 800m away. These are considered as being of a medium distance range (close range = <100m, medium range = 100-1,000m, and distant = >1,000m).

5.4 SCENIC QUALITY

Most public and private domain locations with views to the site are between 500m and 800m away. These are considered as being of a medium distance range (close range = <100m, medium range = 100-1,000m, and distant = >1,000m).

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.

Scenic quality is rated as **medium.**

In our opinion, the scenic quality of the Silos within its industrial, maritime setting is medium. Extending the existing presence of the of the signage creates a neutral effect on the existing scenic quality of the Silos setting.

5.5 VIEW PLACE SENSITIVITY

For this report, public domain view place sensitivity and the likely private domain view place sensitivity have been assessed as there are residences located along the Pyrmont and Glebe foreshore.

PUBLIC DOMAIN VIEW PLACE SENSITIVITY

Assessment: **High**

Public domain view place sensitivity is considered high as the signage is visible from a large number of well-used public space locations along the Pyrmont and Glebe foreshore, and from the various water bodies within the Bays Precinct (Johnstons Bay, Rozelle Bay and Blackwattle Bay). These includes public foreshore paths, boardwalks, parks and reserves and informal seating areas. The signage is also visible from the recently completed Rozelle Parklands and pedestrian bridge between the parklands and Rozelle Bay Light Rail stop. These areas were formerly inaccessible to the public and now attract high user numbers including both users of the parklands which include playing fields, playgrounds, walkways and amenities blocks as well as members of the public (including daily commuters) using the new pedestrian route through parklands and over the pedestrian bridge to Rozelle Bay Light Rail. Public areas are considered to be of higher sensitivity given the likelihood of high user numbers, sustained viewing periods and the desire of users to enjoy views of high scenic quality, as compared to users of local streets or vernacular suburban views.

POTENTIAL PRIVATE DOMAIN VIEW PLACE SENSITIVITY

Assessment: **Low -medium**

Urbis undertook fieldwork and observed the location, spatial relationship and orientation of close and potentially affected dwellings including residential developments from which objections were received. Observations were made from external public domain locations and did not include individual residential inspections.

In this regard existing potential views to the signage and therefore proposed development are not known but have been interpreted and discussed below.

Our opinion, as to the severity and importance of the visual effects of the proposed signage is partly informed by formed by relevant Planning principals in relation to the views to the existing and proposed signage.

5.6 POTENTIAL PRIVATE DOMAIN IMPACTS SUMMARY

There are a limited number of residential areas from which views to the site are available. This includes residential flat buildings directly east of the silos in Pyrmont overlooking Johnstons Bay, single detached dwellings and residential flat buildings south of the silos in Glebe, overlooking Rozelle Bay, and dwellings along the Glebe foreshore to the south-east overlooking Blackwattle Bay.

East

Views of the proposal are likely available from outdoor balconies associated with tower dwellings in Pyrmont including but not limited to residential buildings at Refinery Drive and Bowman Street. Due top the orientation of residential towers, the majority of dwellings are unlikely to have direct axial views to the silos. Views from dwellings are likely expansive encompassing a wide arc of view where the proposal occupies a limited extent of the composition available.

No additional visual change to day or night views will occur in potential private domain views.

South

The location and orientation of dwellings south of the site along the Glebe foreshore are such that potential views are likely to include the silos and proposed signage. The most

affected potential views would be from external balconies that present to the north-east where the existing day and night view compositions would be retained.

Observations regarding the north-east elevations suggest that potential views from balconies will be expansive in a wide arc from the northwest to the east whereby the Silos and signage form a central feature and occupy only a minor section of the much wider view available. In this regard the proposed signage is unlikely to dominate the view, negatively impact on the existing scenic quality or character of the view or create any significant visual effects or view impacts for residents. The proposed development will not change the existing day or night composition.

South-east

South-east of the silo building, adjacent to Glebe Rowing Club are thirteen blocks of contemporary two-story townhouses, where all dwellings appear to include front elevations present to the southwest towards Griffin Place. Their 'rear elevations' present north-east towards the Anzac Bridge and Blackwattle Bay, overlooking sections of open parkland along the Glebe Foreshore.

The location and orientation of the townhouses is such that is unlikely that any views to the north (north-north-west) towards the Silos and signs are available from any internal rooms.

Figure 9 Streetscape detail showing residential flat buildings along Glebe foreshore (Blackwattle Bay).

Figure 10 Streetscape detail showing residential flat buildings along Glebe foreshore (Blackwattle Bay).

Figure 11 Streetscape detail showing residential flat buildings along Pyrmont foreshore (Johnstons Bay).

Figure 12 Streetscape detail showing residential flat buildings along Pyrmont foreshore (Johnstons Bay).

06 VISUAL EFFECTS ANALYSIS

6.1 INSPECTED FIELDWORK LOCATIONS

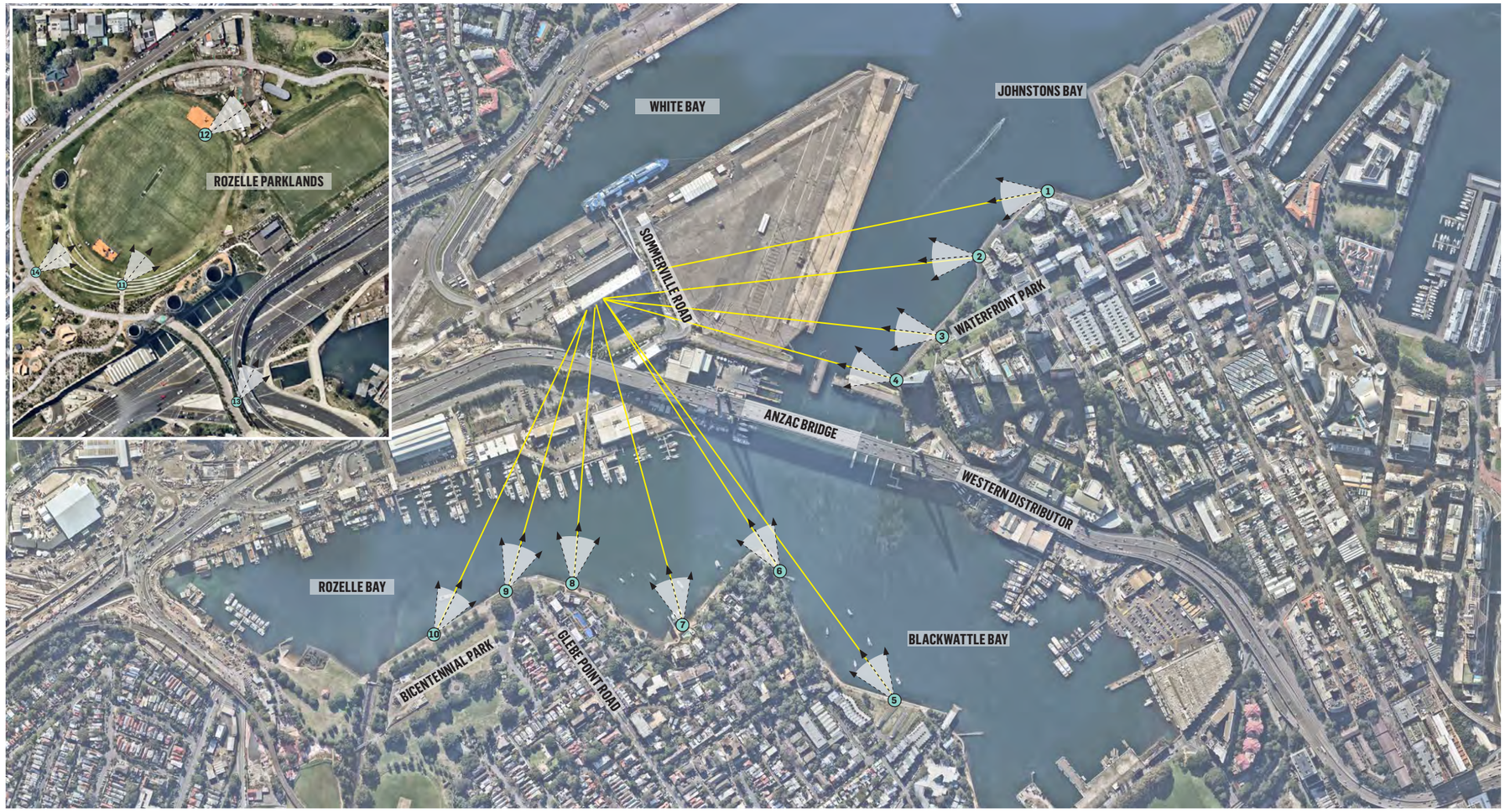

Figure 13 Locations inspected during fieldwork.

VIEW 01

VIEW WEST TOWARDS SITE FROM SEA WALL OF JONES BAY, PYRMONT

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This is a highly oblique north-westerly view to the silo structure and existing signage. The foreground view composition is predominantly characterised by a wide expanse of open water in Johnstons Bay.

The mid-ground includes port-related features, industrial structures associated with grain handling, a concrete batching commercial operation, and long sections of constructed seawall and hardstanding around Glebe Island. The Silos and existing signage occupy a small central part of the wider view, where the sign the existing occupies a minor extent of the composition.

The existing sign occupies a narrow horizontal band along the upper part and length of the Silos, which appears 'shorter' due the visual compression from this oblique viewing angle. The existing signage does not protrude above or beyond the Silo's form, and remains subservient to the scale of the Silos. The existing signage does not block or block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. The existing signage is visible in the context of other large-scale infrastructure including bulky long built forms within the Port site. Other large scale signs are present in this view, for example Sydney City Marine to the west. The background composition is characterised by residential and commercial development across low south-facing slopes.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard, there are no additional visual effects proposed in this night view, such as increased intensity of light, or lighting effects. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark. Further, the composition includes another industrial-scale lighting in close proximity to the Silos associated with the concrete batching plant and some lower height hard stand lighting within the Ports facility.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition and to this section of a much wider view.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 14 Viewpoint 01 location.

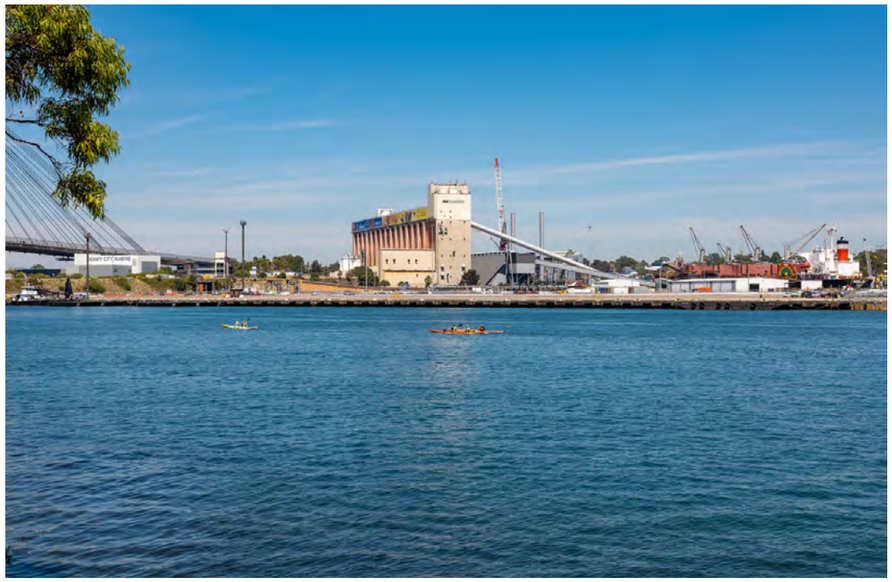

Figure 15 Viewpoint 01 day view.

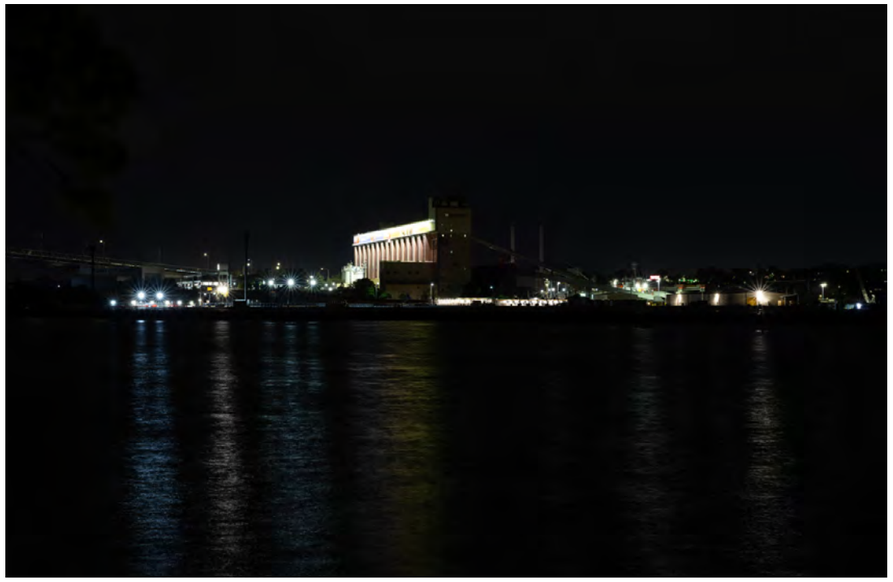

Figure 16 Viewpoint 01 night view.

VIEW 02

VIEW WEST TO SUBJECT SITE ADJACENT TO RESIDENTIAL FLAT BUILDINGS AT 32 REFINERY DRIVE, PYRMONT

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This is an oblique north-westerly view to the Silos and existing sign. The foreground composition is predominantly characterised by a wide expanse of open water in Johnstons Bay. The mid-ground includes port-related features, industrial structures associated with grain handling, a concrete batching commercial operation, and long sections of constructed seawall and hardstanding in Glebe Island. The Silos are central to the view where the existing signage occupies a narrow horizontal band along the upper part and length of the Silos, which is 'visually compressed' due to this oblique viewing angle. The existing signage does not protrude above or beyond the Silo's form, and remains subservient to the scale of the Silos. The existing signage does not block or block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. This view also represents an indicative potential view from dwellings located along the north-west corner of an adjacent residential flat building at 32 Refinery Drive.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard, there are no additional visual effects in this night view. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark. Further, the composition includes another industrial-scale lighting in the immediate visual context including associated with the concrete batching plant and some lower height hard stand lighting within the Ports facility.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition and to this section of a much wider view.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 17 Viewpoint 02 location.

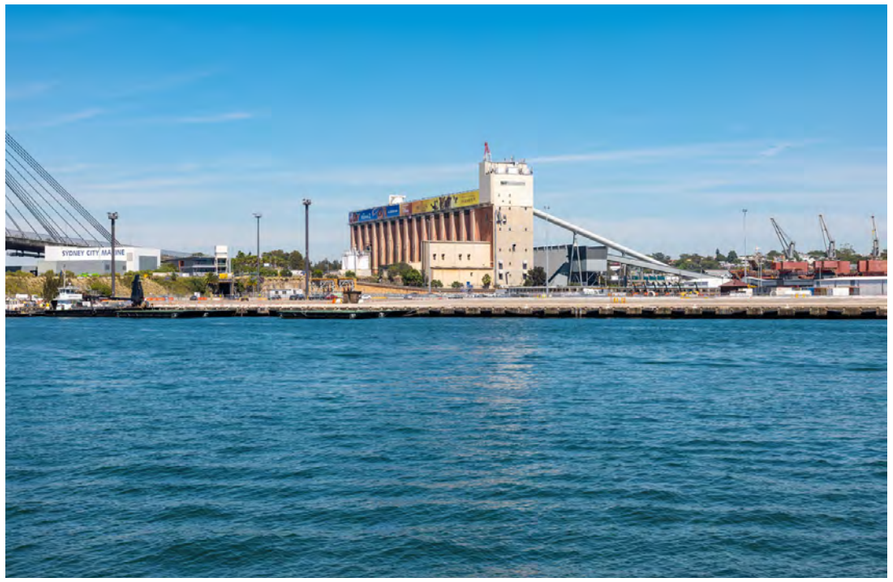

Figure 18 Viewpoint 02 day view.

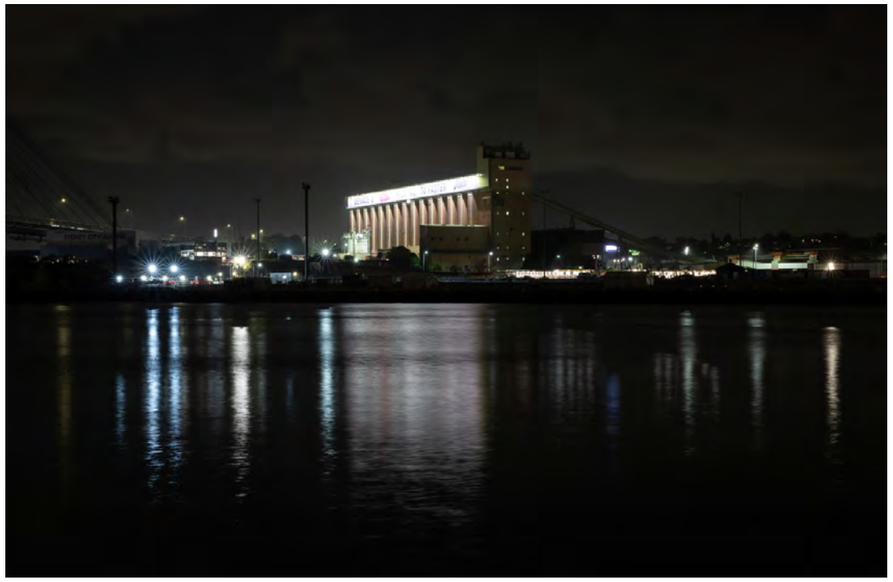

Figure 19 Viewpoint 02 night view.

VIEW 03

VIEW WEST TO SUBJECT SITE FROM PUBLIC FORESHORE PATH, MIDWAY ALONG WATERFRONT PARK, PYRMONT

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

The composition of this view is similar to View 2 but is marginally closer and less oblique in comparison. It is from a centrally located water-side promenade within Waterfront Park. The mid-ground includes port-related features, industrial structures associated with grain handling, a concrete batching commercial operation, and long sections of constructed seawall and hardstanding in Glebe Island. The Silos are central to the view and the existing signage occupies a narrow horizontal band along the upper part and length of the Silos, which is 'visually compressed' due the oblique viewing angle. The existing signage does not protrude above or beyond the Silo's form, and remains subservient to the scale of the Silos. The existing signage does not block or block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. The existing signage is visible in the context of other large-scale infrastructure including bulky long built forms within the Port site. Other large scale signs are present in this view, for example Sydney City Marine to the west. The background composition is characterised by residential and commercial development across low south-facing slopes.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard, there are no additional visual effects proposed in this night view, such as increased intensity of light, or lighting effects. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark. Further, the composition includes another industrial-scale lighting in close proximity to the Silos associated with the concrete batching plant and some lower height hard stand lighting within the Ports facility.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition and to this section of a much wider view.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 20 Viewpoint 03 location.

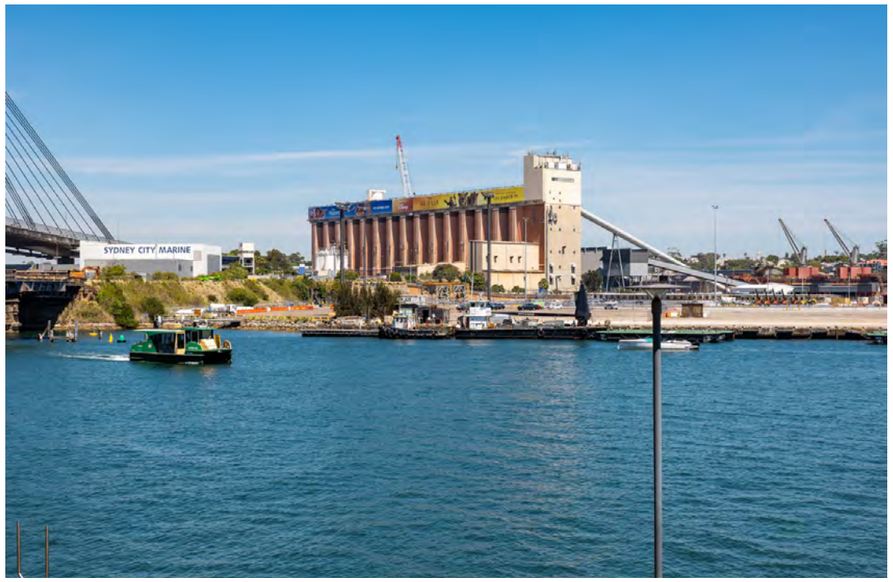

Figure 21 Viewpoint 03 day view.

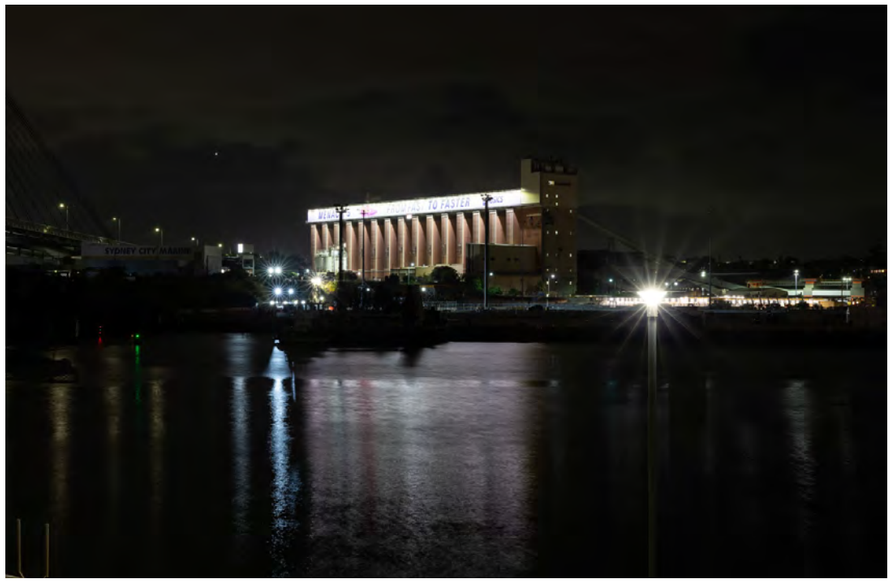

Figure 22 Viewpoint 03 night view.

VIEW 04

VIEW WEST TO SUBJECT SITE FROM PUBLIC FORESHOREPATH ADJACENT TO RFB AT 2 BOWMAN STREET

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This is a close and direct view to the majority of the south elevation of the Silos and existing signage from the end of the public foreshore path, close to the ANZAC Bridge. The composition includes Glebe Island Bridge and associated infrastructure included within the Ports facility such as tall light standards etc. The background composition of residential development across low south-facing slopes partly visible above the industrial and commercial mid-ground features. The existing signage does not protrude above or beyond the Silo's form or dominate the height, form, and scale of the Silos, or block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. This view place is from a public space adjacent to the north elevation of a residential flat building at 2 Bowman Street.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard, there are no additional visual effects proposed in this night view, such as increased intensity of light, or lighting effects. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark. Further, the composition includes another industrial-scale lighting in close proximity to the Silos associated with the concrete batching plant and some lower height hard stand lighting within the Ports facility.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition and to this section of a much wider view.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 23 Viewpoint 04 location.

Figure 24 Viewpoint 04 day view.

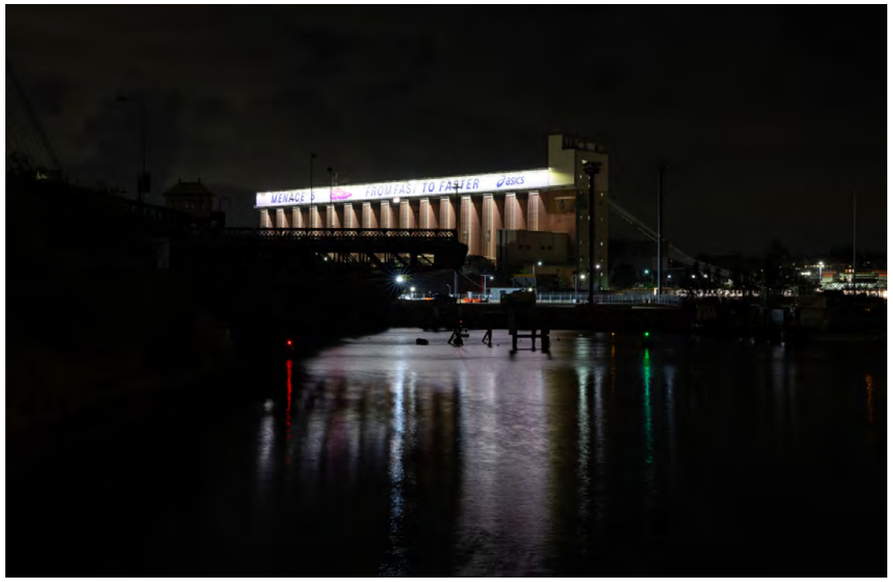

Figure 25 Viewpoint 04 night view.

VIEW 05

VIEW NORTH WEST TOWARDS SUBJECT SITE FROM FORESHORE PATH ADJACENT TO 3-27 GRIFFITH PLACE, GLEBE

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This view is representative of compositions available from the southern end of Blackwattle Bay and southern extent of the potential visual catchment. The foreground composition is predominantly characterised by Blackwattle Bay, vessels on swing moorings, maritime and industrial features. The mid-ground composition includes the Glebe Island Silos and existing signage, although partly blocked by the ANZAC Bridge.

These central features are set within a wider visual context which includes Blackwattle Park to the west and Sydney Ports Authority to the east. The existing signage does not protrude above or beyond the Silo's form, or dominate the height, form, and scale of the Silos including roof structures and telecommunications equipment. The existing signage does not block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the column artwork and shading effects support the horizontal form display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to this night view. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes, road lighting and feature lighting to the ANZAC Bridge supports. In time part of the composition above vegetation to the west, will include tower forms, associated lighting, and potentially signage (sky signs and building top) in line with the endorsed desired future character included in the Bays West Precinct Plan.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 26 Viewpoint 05 location.

Figure 27 Viewpoint 05 day view.

Figure 28 Viewpoint 05 night view.

VIEW 06

VIEW NORTH WEST TO SUBJECT SITE FROM BLACKWATTLE BAY WHARF GLEBE

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This view place is at low elevation compared to the existing signage, close to water level so that it represents a potential view available from a ferry or from Blackwattle Bay.

The view is predominantly characterised by parts of the Bay, maritime and commercial development, wharf cranes, and parts of the Ports Authority site. A significant extent of the heritage item and existing signage is blocked by ANZAC Bridge, balustrade, and steel support cables. The existing signage does not protrude above or beyond the Silo's form or dominate the view composition. The existing signage does not block access to views to any part of the heritage item or scenic features or compositions beyond the Silos.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to night views. . Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes road lighting and feature lighting to the ANZAC Bridge supports. In time the composition will change to include tower forms, associated lighting and potentially signage (sky signs and building top) in line with the endorsed desired future character included in the Bays West Precinct Plan. These forms may be adjacent to the west end of the Heritage Item and existing signage within the next 8 years.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 29 Viewpoint 06 location.

Figure 30 Viewpoint 06 day view.

Figure 31 Viewpoint 06 night view.

VIEW 07

VIEW NORTH TO SITE ALONG PUBLIC FORESHORE PATH BETWEEN PRIVATE JETTY AND RESIDENTIAL BUILDINGS AT 18 OXLEY STREET, GLEBE

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF THE VIEW

This is a public pathway view north-east from the Blackwattle Bay approximately adjacent to 18b Oxley Street Glebe. This composition is representative of views that may be available from east-facing dwellings at 18b Oxley Street. The foreground includes a private marina, moored vessels, and light poles. The mid-ground composition includes the south elevation of the sign which is partly blocked by the ANZAC Bridge. The sign within its heritage Silos structure, occupies a central part of a wider view which extends to the north and south and is a local focal point and landmark. The wider view is characterised by an industrial and maritime visual setting. The existing signage does not protrude above or beyond the Silo's form, or dominate the height, form, and scale of the Silos. The existing signage does not block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the columnar artwork and shading effects support the linear display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard, there are no additional visual effects proposed to night views. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes foreground marina security lighting that would be visible in residential views from adjoining dwellings as well commercial, road lighting and on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting, and potentially signage (sky signs and building top) in line with the endorsed desired future character included in the Bays West Precinct Plan.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 32 Viewpoint 07 location.

Figure 33 Viewpoint 07 day view.

Figure 34 Viewpoint 07 night view.

VIEW 08

VIEW NORTH TO SUBJECT SITE ALONG PUBLIC FORESHORE PATH ADJACENT TO RESIDENTIAL BUILDING AT 463 GLEBE POINT

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This is a waterside public pathway view north-east from the north edge of Federal Park adjacent to Glebe Point. The west and south elevations of the site are visible above the foreground harbour and maritime setting and ANZAC Bridge. The sign within its heritage Silos structure occupies a central part of a wider view that extends to the north and south and is a local focal point and landmark. The existing signage does not protrude above or beyond the Silos or dominate its form, scale, or visual prominence or block access to views to any part of the heritage item or scenic features or compositions beyond the Silos.

In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the column artwork and shading effects support the linear display space. This view composition approximately represents views that may be available from east-facing dwellings at 463 Glebe Point Road.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard, there are no additional visual effects proposed to night views. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes other commercial and road lighting as well as on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting, and potentially signage (sky signs and building top) in line with the endorsed desired future character included in the Bays West Precinct Plan.

In our opinion, the lighting effects of the existing sign make a minor contribution to the overall night time view composition and to the much wider view available.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 35 Viewpoint 08 location.

Figure 36 Viewpoint 08 day view.

Figure 37 Viewpoint 08 night view.

VIEW 09

VIEW NORTH EAST TO SUBJECT SITE ADJACENT TO FORESHORE STEPS FROM BICENTENNIAL PARK, GLEBE

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This is a waterside public pathway view north-east from the north-edge of Federal Park adjacent to Glebe Point. The west and south elevations of the site are visible above the foreground harbour and maritime setting and ANZAC Bridge. The sign within its heritage Silos structure occupies a central part of a wider view that extends to the north and south and is a local focal point and landmark. The existing signage does not protrude above or beyond the Silos or dominate its form, scale or visual prominence or block access to views to any part of the heritage item or scenic features or compositions beyond the Silos.

In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the column artwork and shading effects support the horizontal form display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to night views. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appears to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes other commercial and road lighting as well as on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting and potentially signage (sky signs and building top) in line with the endorsed desired future character.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 38 Viewpoint 09 location.

Figure 39 Viewpoint 09 day view.

Figure 40 Viewpoint 09 night view.

VIEW 10

VIEW NORTH-EAST TO SILOS FROM BICENTENNIAL PARK SCULPTURE

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This is a waterside public pathway view north-east from the south-western area of Bicentennial Park. The west and south elevations of the site are visible above the foreground harbour and maritime setting, and ANZAC bridge. The sign, within its heritage silos structure, occupies a central part of an expansive view available that extends north-east and north-west. The existing signage does not protrude above or beyond the silos, or dominate its form, scale or visual prominence. Its does not block access to any part of the heritage item, or scenic features and compositions beyond the silos. In our opinion, the existing signage appears to be visually integrated as part of the silo's structure where the column artwork and shading effects support the horizontal form display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to night views. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes other commercial and road lighting as well as on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting and potentially signage (sky signs and building top) in line with the endorsed desired future character.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 41 Viewpoint 10 location.

Figure 42 Viewpoint 10 day view.

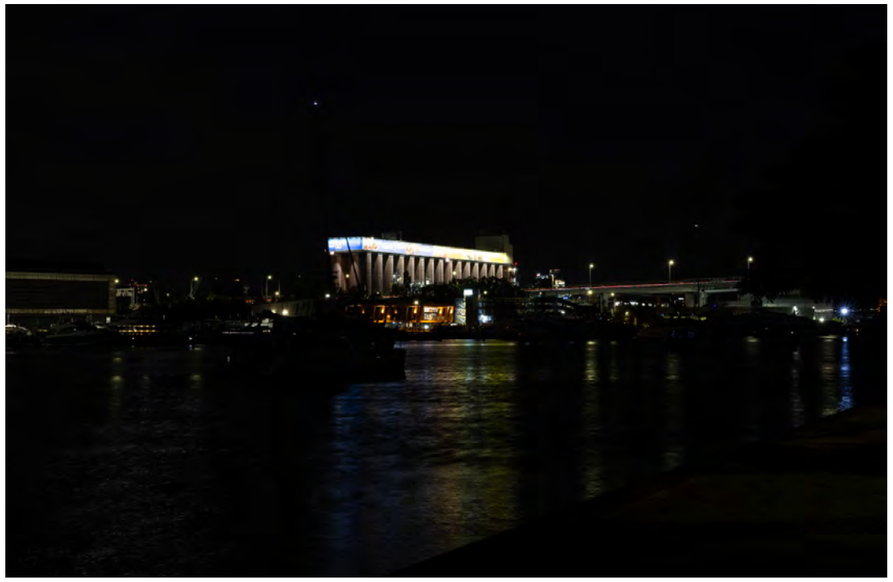

Figure 43 Viewpoint 10 night view.

VIEW 11

VIEW NORTH-EAST TOWARDS SITE FROM ROZELLE PARKLANDS

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This view is representative of compositions available from the southern edge of the central oval within Rozelle Parklands. The foreground composition is characterised by elements within the parklands including part of the open sportsfield and terraced concrete seating along the southern edge of the parklands. The mid-ground composition includes landscaping and vegetation associated with the parklands, background development along Lilyfield Road to the west and large scale infrastructure elements including part of the exhaust stacks south-east of the parklands, the A4/M4 on-ramp to the ANZAC bridge. The mid-ground skyline is characterised by unique, recognisable features and icons such as the duel smoke stacks associated with the former White Bay Power Station to the north, the Sydney Harbour Bridge and Glebe Island Silos, and Barrangaroo tower (One Barrangaroo) to the north-east. The existing signage does not protrude above or beyond the Silo's form or dominate the height, form, and scale of the Silos including roof structures and telecommunications equipment. The existing signage is of low visibility and does not block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the columnar artwork and shading effects support the horizontal form display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to this night view. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes other commercial and road lighting as well as on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting and potentially signage (sky signs and building top) in line with the endorsed desired future character.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 44 Viewpoint 11 location.

Figure 45 Viewpoint 11 day view.

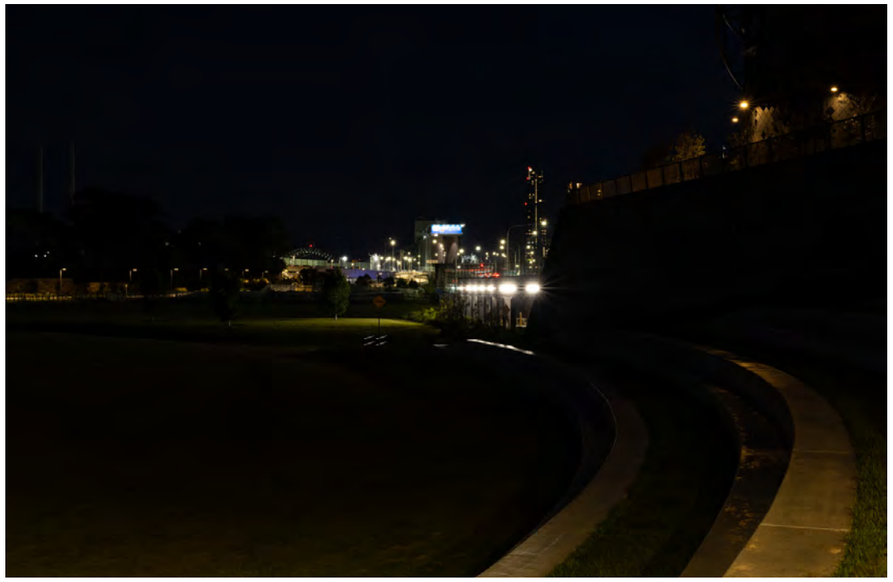

Figure 46 Viewpoint 11 night view.

VIEW 12

VIEW TOWARDS SITE FROM NORTH-EASTERN EDGE OF CENTRAL OVAL, ROZELLE PARKLANDS

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This view is representative of compositions available from the north-eastern edge of the central oval that forms part of Rozelle Parklands. The foreground composition of this view is characterised by an open expanse of the rectangular playing field which adjoins the main oval to the north-east. The mid-ground composition includes elevated development and vegetation along Lilyfield Road (NNE), road infrastructure, and a wide view of Sydney CBD towers and ANZAC Bridge to the north-east. The silos structure and western elevation of the signage occupies a central location within the mid-ground composition. The existing signage does not protrude above or beyond the Silo's form or dominate the height, form, and scale of the Silos including roof structures and telecommunications equipment. The existing signage does not block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the columnar artwork and shading effects support the horizontal display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to night views. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes other commercial and road lighting as well as on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting and potentially signage (sky signs and building top) in line with the endorsed desired future character.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 47 Viewpoint 12 location.

Figure 48 Viewpoint 12 existing view.

Figure 49 Viewpoint 12 existing view.

VIEW 13

VIEW TOWARDS SITE FROM PEDESTRIAN BRIDGE BETWEEN ROZELLE PARKLANDS & ROZELLE BAY LIGHT RAIL STOP

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This view is representative of views north-east towards the site from the pedestrian bridge over the A4/M4 motorway between Rozelle Parklands and Rozelle Bay Light Rail (Railway Parade). The view includes roadways, maritime infrastructure, ANZAC bridge and Sydney CBD which are filtered by mesh screening and planting along the eastern side of the bridge.The silos and western elevation of the sign occupy a central location within the mid-ground composition. The existing signage does not protrude above or beyond the Silo's form or dominate the height, form, and scale of the Silos including roof structures and telecommunications equipment. The existing signage does not block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the columnar artwork and shading effects support the horizontal form display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to night views. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes other commercial and road lighting as well as on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting and potentially signage (sky signs and building top) in line with the endorsed desired future character.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 50 Viewpoint 13 location.

Figure 51 Viewpoint 13 day view.

Figure 52 Viewpoint 01 existing view.

VIEW 14

VIEW NORTH-EAST TOWARDS SITE FROM WESTERN EDGE OF OVAL (ROZELLE PARKLANDS)

DISTANCE CLASS

- Medium
- 100-1000m

EXISTING COMPOSITION OF DAY VIEW

This view is representative of compositions available from the western edge of the sports oval within Rozelle Parklands and is indicative of views from the western-most extent of the potential visual catchment. The foreground composition is characterised by juvenile trees, terraced concrete seating and the rectangular playing field to the north-east.

The mid-ground composition includes elevated parts of Lilyfield (NNE) where the exhaust stacks associated with White Bay Power Station protrude significantly above the building and vegetation line, and a wide view of the Sydney CBD and Anzac Bridge to the north-east. The silos and western elevation of the signage occupy a central location within the mid-ground composition. The existing signage does not protrude above or beyond the Silo's form or dominate the height, form, and scale of the Silos including roof structures and telecommunications equipment. The existing signage does not block access to views to any part of the heritage item or scenic features or compositions beyond the Silos. In our opinion, the existing signage appears to be visually integrated as part of the Silo's structure where the columnar artwork and shading effects support the horizontal form display space.

EXISTING VISUAL EFFECTS IN NIGHT VIEW

No physical or visual change is proposed to the existing signage or lighting. In this regard there are no additional visual effects proposed to night views. Uplights that highlight the form of the Silos and artwork combine the sign and silo structure as one visual feature within the composition. The dispersement of light onto the silo structure reduces the visual prominence of the sign which may otherwise be intensified by a more condensed lighting scheme. In this way, the item and existing signage appear to be integrated and present in the composition as one illuminated focal point or landmark, which has been in-situ for approximately 30 years. The composition includes other commercial and road lighting as well as on the ANZAC Bridge. We note that in time the composition will change to include tower forms, associated lighting and potentially signage (sky signs and building top) in line with the endorsed desired future character.

Visual effects of proposed development on the composition (quantum of change)	
Visual Character	Nil
Scenic Quality	Nil
View Composition	Nil
Viewing Period	Nil
Viewing Distance	Nil
View Blocking of Scenic Elements	Nil
Overall rating of effects on baseline factors	Nil
Weighting Factors	
Public Domain View Place Sensitivity	High
Likely Private Domain Viewer Sensitivity	Low
Physical Absorption Capacity	High
Compatibility with Regulatory Frameworks	High
Compatibility with Desired Future Character	High
Overall Visual Impact Rating	**Low**

Figure 53 Viewpoint 14 location.

Figure 54 Viewpoint 14 day view.

Figure 55 Viewpoint 14 night view.

07 VISUAL IMPACT ASSESSMENT & CONCLUSIONS

- This visual impact assessment considers the effects of the s4.55 Modification Application, being retention of the installation of the signage for a further 3 years.
- The effects and potential visual impacts of the proposal have been assessed from public domain locations but considered broadly from the closest areas of residential development.
- The qualitative effects of retention and use of the existing, approved signage, in public and private day and night views cannot be explicitly answered by the application of a typical VIA.
- Urbis applied additional relevant weighting criteria as a guide to assesses the visual effects and impacts of the existing view compositions noting that the same level will be retained, subsequent to the approval of this application.
- Following a VIA method alone proves the logical and obvious fact that there are no additional visual effects, no greater extent of visibility or expanded visual catchment, and therefore no visual impacts will be generated by the approval of s4.55 Modification Application, compared to the existing situation, which has existed continuously for more than 30 years.
- The existence of the sign and its day and night visual catchment pre-date the construction of the majority of the closest residential dwellings, and the development of open space at Rozelle Parklands.
- We have selected a range of close and medium distant views from sensitive public domain locations to help analyse the effects of the existing signage in existing day and night views.
- 14 views were used as a representative sample of the likely views and compositions available from across the wider potential visual catchment. The potential visual catchment is relatively limited and constrained to parts of Johnstons Bay, Glebe and Blackwattle Bay and a limited section of Rozelle Parklands.
- The west façade smaller sign is visible form a limited section and south-west areas of the new Rozelle Parkalnds, where is occupies only a minor extent of a wide and expansive view and as such does not significantly impact the scenic quality of views from this public domain.
- Beyond the immediate foreshore areas and Rozelle Parklands there are limited locations form which direct public domain views towards the existing and proposed signage are available, due to the blocking effects of street tree vegetation, intervening built form, tower developments and infrastructure and further limited due to road alignments.
- View places are constrained predominantly to the water side pathways around Johnstons Bay, Federal Park, Glebe Point and Blackwattle Bay. These have been conservatively rated as view places of high sensitivity.
- Other views from approach roads from the City West Link and ANZAC Bridge and new pedestrian infrastructure associated with Rozelle Parklands have been inspected, documented and considered as far as practicable.
- We acknowledge high visibility to the signage from limited sections of close road carriageways. Notwithstanding this, such views are only available for a short duration and would be seen from moving viewing situations. Large format signs are typical and common features within road corridors and highly urbanised visual settings. The local visual prominence of the existing sign provides a 'landmark feature' where the signage and silos are perceived as a singular focal point which has been in-situ for more than 30 years.
- Potential visual effects and impacts of the sign in relation to future potential development within Sub Precinct 1 of the Bays West Place Strategy 2021 are likely to be low and limited. Future public and private development with the potential to increase viewer numbers within the precinct is unlikely over the next 3 years.
- We have undertaken baseline research to determine the predominant visual character, scenic resources of the site and determined that in all views, in all cases that the existing signage generates a low level of visual effects on view composition, visual character, visual resources of the site (the heritage item itself and its industrial maritime setting). The existing signage does not create any view blocking or view loss effects.
- Visual effects on all baseline factors were rated at **LOW.**
- In all views, the public domain view place sensitivity was rated as **HIGH**, likely private domain views as **LOW** (given the distance, orientation, whole views available, potential access to views and that no visual change is proposed) and visual absorption capacity as **HIGH**.
- The s4.55 Modification Application will not generate any visual clutter.
- In addition, there is **HIGH** compatibility of the proposed development with existing compositional features, **HIGH** Compatibility with the regulatory framework (relevant objectives and controls) and **HIGH** Compatibility with endorsed desired future character for the immediate environs of the site.
- The low level of visual effects and high level of up-weight in relation to relevant factors (with the exception of view place sensitivity) result in overall reduce the overall visual impact of the sign in views to **LOW**.
- In our opinion, the existing level of visual effects and impacts generated by the existing signage are reasonable and acceptable and as such the proposed s4.55 Modification Application to retain the existing situation for an additional three years is supported.

08 APPENDIX

APPENDIX 1
ANALYSIS OF VISUAL EFFECTS

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

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

Table 1 Description of visual effects.

APPENDIX 2
ANALYSIS OF VISUAL IMPACTS

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

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

Table 2 Indicative Ratings Table of Visual Impact Factors.