

visual analysis

2-4 tench avenue, jamisontown



table of contents

overview	3
introduction	4
methodology	4
viewpoints	5
view analysis commentary	20

overview

The proposed development scheme for the site is consistent with Council's vision for the locality, which is to provide for tourist-oriented development and related uses that are compatible with the promotion of tourism in Penrith and reinforcing Penrith's goal of being the "adventure capital".

This visual analysis of the proposal considers the way in which view corridors from major roads and other public places will be affected by the proposal, in particular views from the east of the site to the Nepean River, views to the Blue Mountains Escarpment, views from Emu Plains across the Nepean River, and north-south views in the locality.



site analysis plan

introduction

This report aims to review and define the view points along the road corridor and assess the visual impacts of the proposal on the community and landscape of the area.

The Environmental Impact Assessment Practice Note: Guidelines for Landscape Character and Visual Impact Assessment ("EIA No. 4 Guidelines", March 2013, RMS) sets out two main purposes of landscape character and visual impact assessment:

1. "To inform the development of the preferred route and concept design so that the proposal can avoid and minimise impacts upfront.
2. To inform Council, other agencies and the community about the character and visual impact of the proposal and what avoidance, management and mitigation strategies would be implemented."

The EIA No.4 Guidelines describe the landscape character assessment and visual impact assessment as follows:

"Landscape character and visual assessment are equally important. Landscape character assessment helps determine the overall impact of a project on an area's character and sense of place. Visual impact assessment helps define the day to day visual effects of a project on people's views."

This dual assessment helps differentiate options, improve route alignment decisions and improve design outcomes.

Landscape character assessment sums up an area's sense of place including all built, natural and cultural aspects, covering towns, countryside and all shades between. Visual assessment addresses people's views of an area from their homes or other places of value in the community."

methodology

The methodology used for the visual impact assessment is described below.

The Visual Impact Assessment of the proposal involves the assessment of the visibility of the proposal, the identification of key existing view points and their sensitivity followed by the assessment of their visual impact.

In terms of this project the visual impact is based on the following:

Visibility and the type of receptor – Visibility of a road corridor is based on static (generally long term) and mobile (generally short term) receptors. The impact varies based on the type of receptor.

Static receptors are generally people with views of the proposal from their dwellings and places of work. Mobile receptors include commuters, shoppers, pedestrians and those using the lake or the park for recreation.

The methodology employed produce this series of images that show the maximum height of the proposed structure from various viewpoints was as follows;

- The maximum height was represented by the outer end of the jib of a crane extended to 54m.
- The height was confirmed by the crane's operator and independently by sighting from a drone positioned at 54m above ground level.
- Banners were hung from the crane to ensure visibility from a distance.
- Each image was captured with a Nikon D810 camera body and a Nikon AF-S Nikkor 24-70mm f2.8G ED lens. The lens was set to a focal length of 50mm.
- Viewpoints were deliberately chosen that ensured the top of the crane was visible.
- The GPS co-ordinates of each image were transferred to the camera file from a track recorded with the smartphone app , Pocket Earth Pro.
- A compass bearing and distance can be calculated from image co-ordinates overlayed on a digital satellite image.

These photos and data sets were then matched to produce provide accurate view point locations for the photomontages. The highest point of Winter Sports World, the round lift column, was then paired with the outer end of the jib of the crane, using the sketch up model.

▼ Where the crane is just visible it has been indicated with a small magenta triangle arrow at the tip of the crane.

determination of impacts

The determination of the impacts is based on two criteria – the sensitivity and the magnitude.

Sensitivity is defined as "The sensitivity of a landscape character zone or view and its capacity to absorb change. In the case of visual impact this also relates to the type of viewer and number of viewers.

Magnitude is defined as "The measurement of the scale, form and character of a development proposal when compared to the existing condition. In the case of visual assessment this also relates to how far the proposal is from the viewer.

EIA No4 Guidelines, 2013, RMS

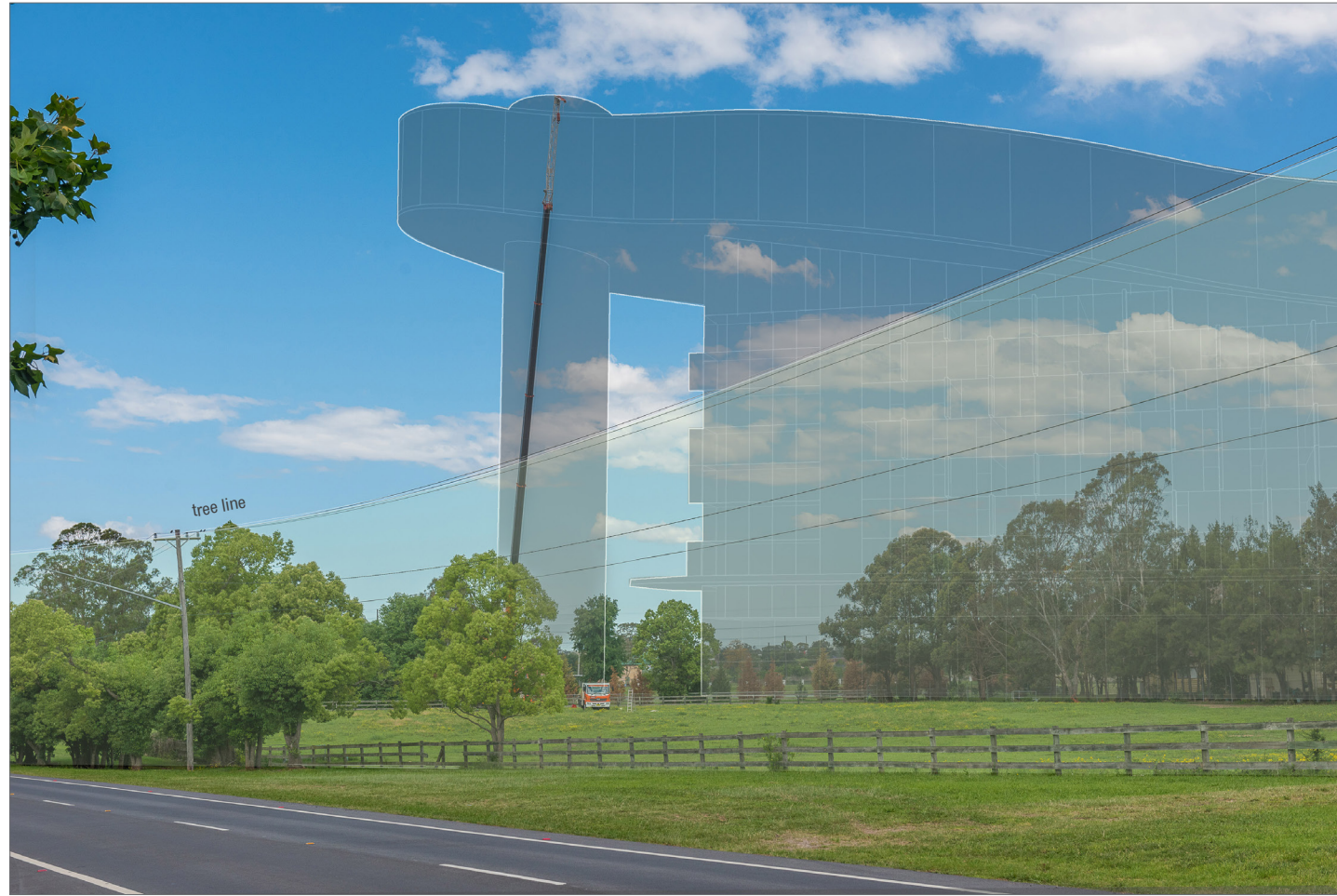
scenic + landscape values map



viewpoints

viewpoint 01 - facing south, jamison road
viewpoint 02 - facing west, jamison road
viewpoint 03 - facing west, jamison road
viewpoint 04 - facing west, corner jamison road + blaikie
viewpoint 05 - facing west, corner jamison road + blaikie
viewpoint 06 - facing west, corner jamison road + harris street
viewpoint 07 - facing west, corner jamison road + mulgoa road
viewpoint 08 - facing west, corner jamison road + york road
viewpoint 09 - facing west, corner jamison road + rawson avenue
viewpoint 10 - facing south-west mercure penrith carpark
viewpoint 11 - facing south, green bridge
viewpoint 12 - facing south, nepean avenue + captains road
viewpoint 13 - facing south, nepean avenue
viewpoint 14 - facing south-west, penrith westfield carpark rooftop
viewpoint 15 - facing south, river road
viewpoint 16 - facing south, corner river road + waring avenue
viewpoint 17 - facing east, river road
viewpoint 18 - facing east, corner river road + hunter street
viewpoint 19 - facing north-east, western motorway
viewpoint 20 - facing north-east, western motorway
viewpoint 21 - facing east, knapsack viaduct
viewpoint 22 - facing north-east, tench avenue
viewpoint 23 - facing north-east, tench avenue
viewpoint 24 - facing north-east, tench avenue
viewpoint 25 - facing east, corner tench avenue + jamison road
viewpoint 26 - facing south, jamison road/ tench reserve
viewpoint 27 - facing south, jamison road/ tench reserve
viewpoint 28 - facing north east, jamison road opposite entry to gateway lifestyle development

nb: the mount portal viewpoint in the blue mountains national park was unable to be accessed due to road closures.



viewpoint 01 - facing south, jamison road

Description of existing view: Viewpoint 01 is from the northern side of Jamison Road and looks over a vacant portion of the existing allotment. The view is of an open field surrounded by trees and is unobstructed by any buildings. The view does not contain any iconic built or natural features.

Extent of obstruction: The proposed building will obstruct near and distant views of vegetation and will introduce a new structure that interrupts views of the sky.

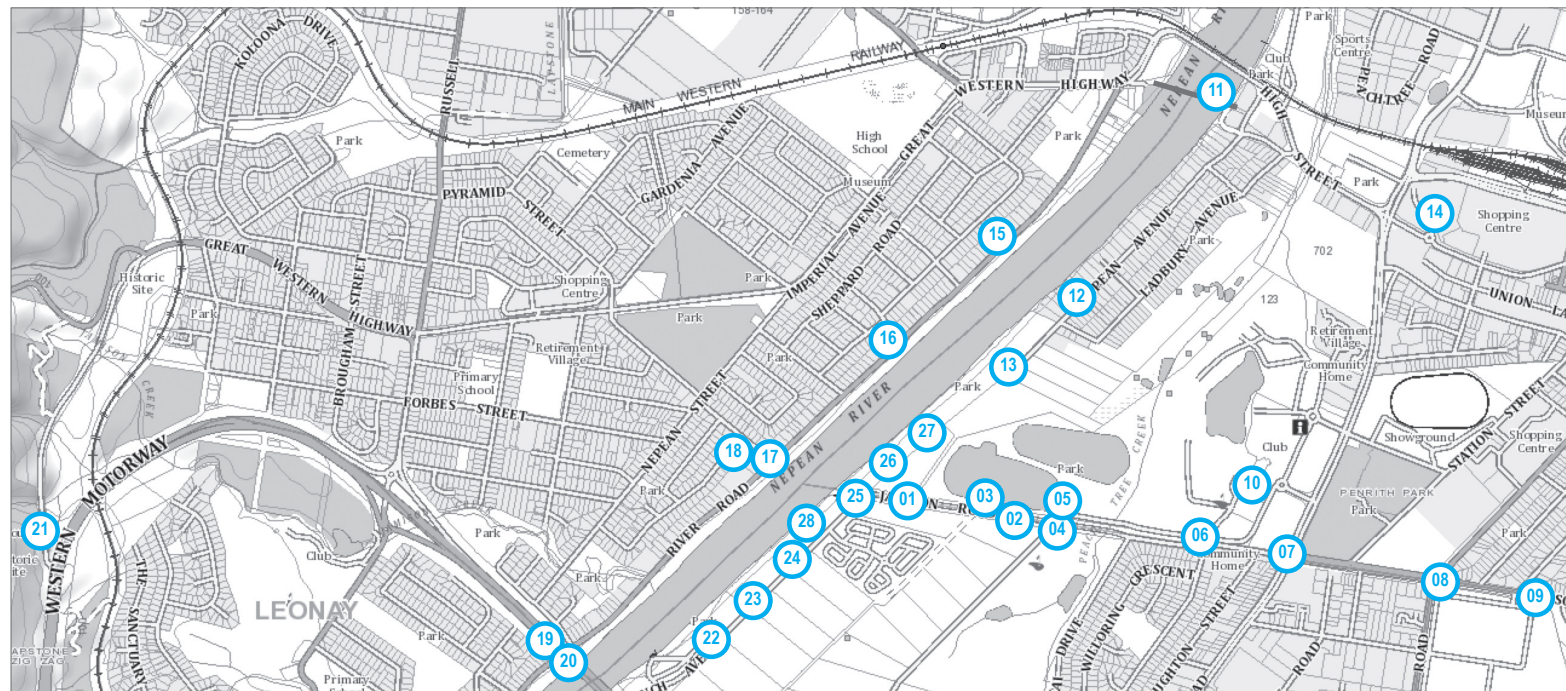
The view is a side view for pedestrians and bike riders moving along the footpath and bike path in an easterly direction. Views directly to the east will not be impacted by the proposal. As pedestrians move further east along the path side views of vegetation and an unobstructed skyline will return.



viewpoint 02 - facing west, jamison road

Description of existing view: Viewpoint 02 is from the northern side of Jamison Road and looks to the west over Jamison Road. The view includes vegetation along the southern side of Jamison Road and a distant view of the Blue Mountains is in the background.

Extent of obstruction: The proposed structure will obstruct part of the distant view of the Blue Mountains from this location. The setback to the structure from the northern boundary provides sufficient area to provide a continuous strip of vegetation to be provided in the setback of the building to maintain a green corridor along the southern side of Jamison Road.





viewpoint 03 - facing west, jamison road

Description of existing view: Viewpoint 03 is from the bike/pedestrian path on the northern side of Jamison Road. A distant view of the Blue Mountains is available to the west.

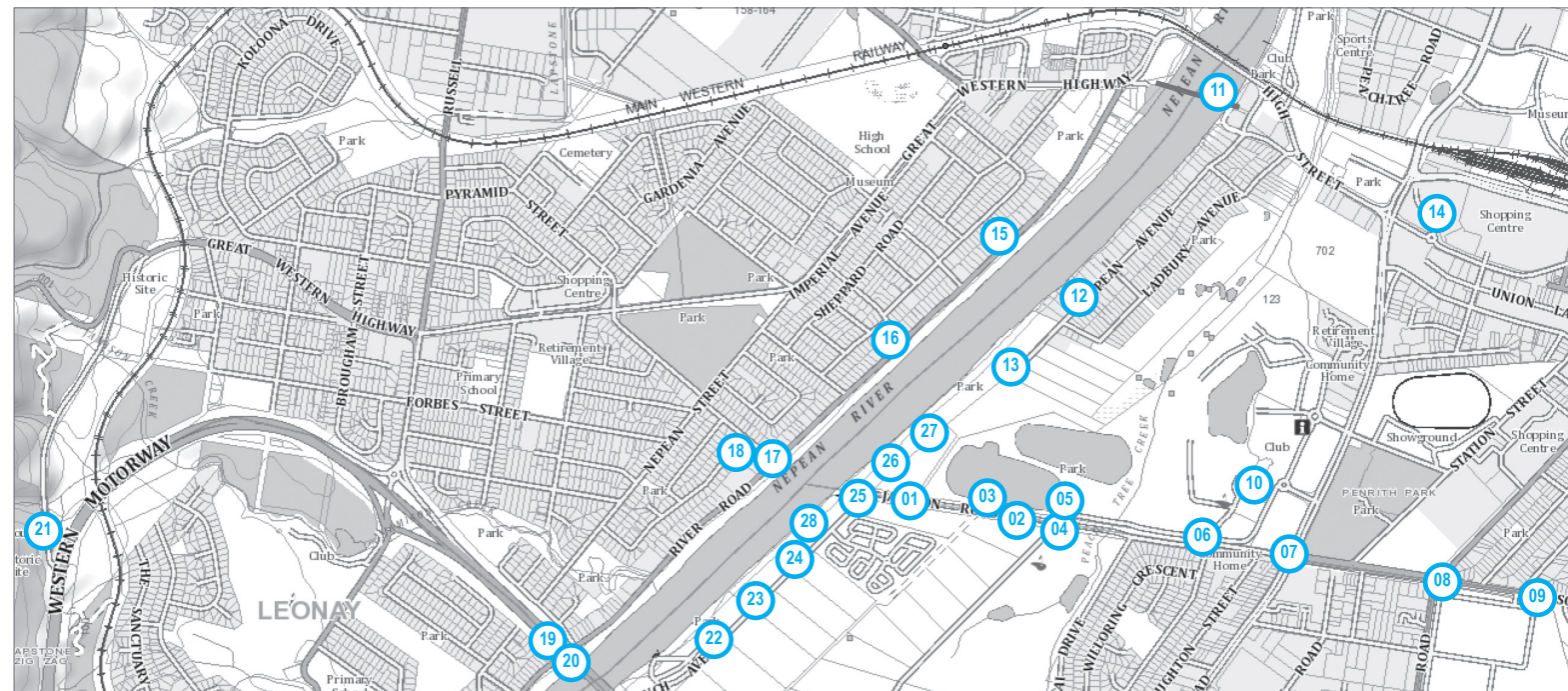
Extent of obstruction: The majority of the building will be screened by existing vegetation along Jamison Road. A small part of the highest point of the building will be visible from this point and will obstruct a small portion of the existing views to the sky. The narrow view of the Blue Mountains to the west will not be impacted by the building.



viewpoint 04 - facing west, corner jamison road + blaikie

Description of existing view: Viewpoint 04 is from the northern side of Jamison Road. The view is not taken from the pathway. The view contains vegetation along Jamison Road and includes a distant view to the Blue Mountains in the background.

Extent of obstruction: The building will be clearly visible from this point with the lower levels screened by existing and new vegetation. Part of the distant view to the Blue Mountains and the sky will be impacted by the building. A narrow view to the Blue Mountains will remain visible.





viewpoint 05 - facing west, corner jamison road + blaikie

Description of existing view: Viewpoint 05 is from the northern side of Jamison Road. The view is taken from the northern side of pathway and is adjacent to the Cables Wake Park. The view includes trees and vegetation, a narrow view to the Blue Mountains to the west and a more extensive view to the Blue Mountains to the north-west over the Cables Wake Park site.

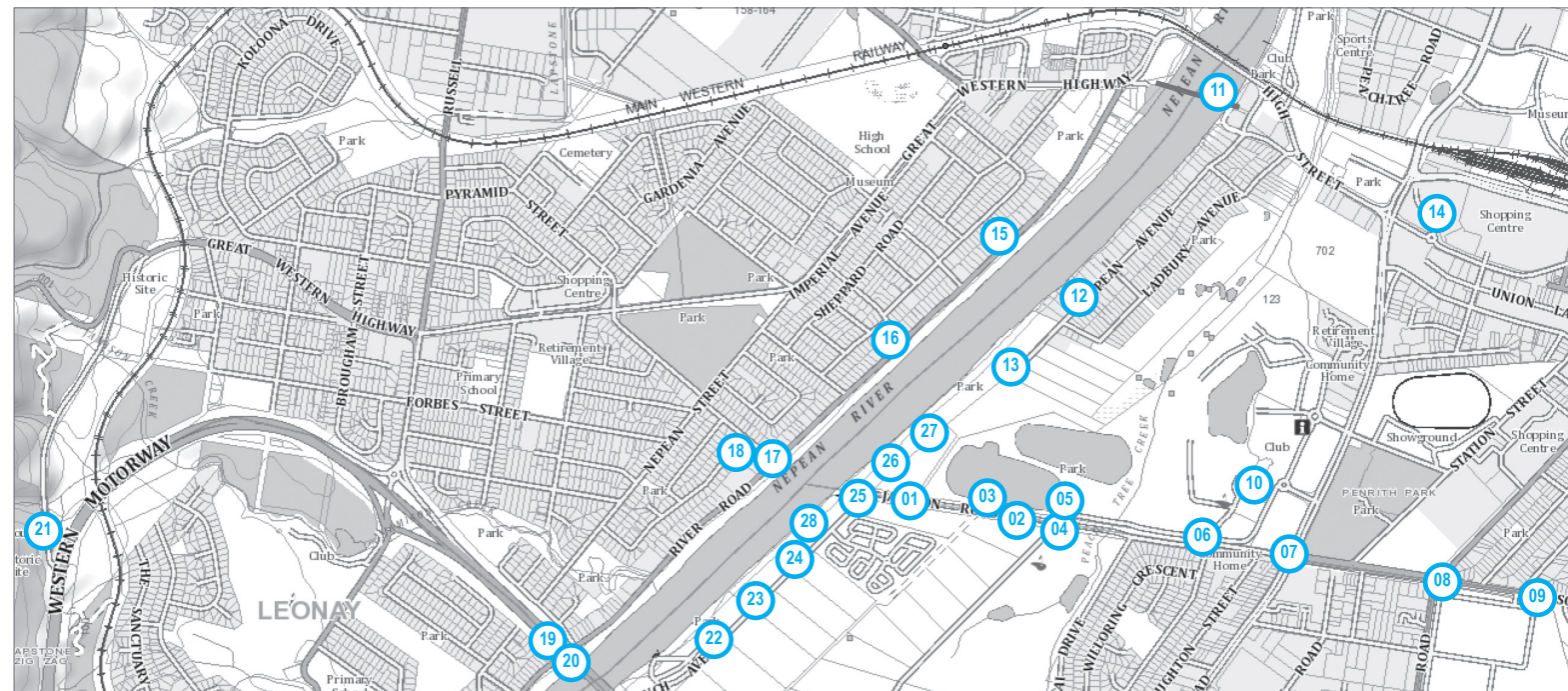
Extent of obstruction: The structure will have no impact on the views to the Blue Mountains at this point. The structure will generally be screened by views of the existing vegetation along Jamison Road.



viewpoint 06 - facing west, corner jamison road + harris street

Description of existing view: Viewpoint 06 is taken from the roadway at the corner of Jamison road and Harris street. The view is primarily available to vehicles travelling west at this point. The view is a wide view containing the roadway, bike path and vegetation in the foreground and the Blue Mountains in the background.

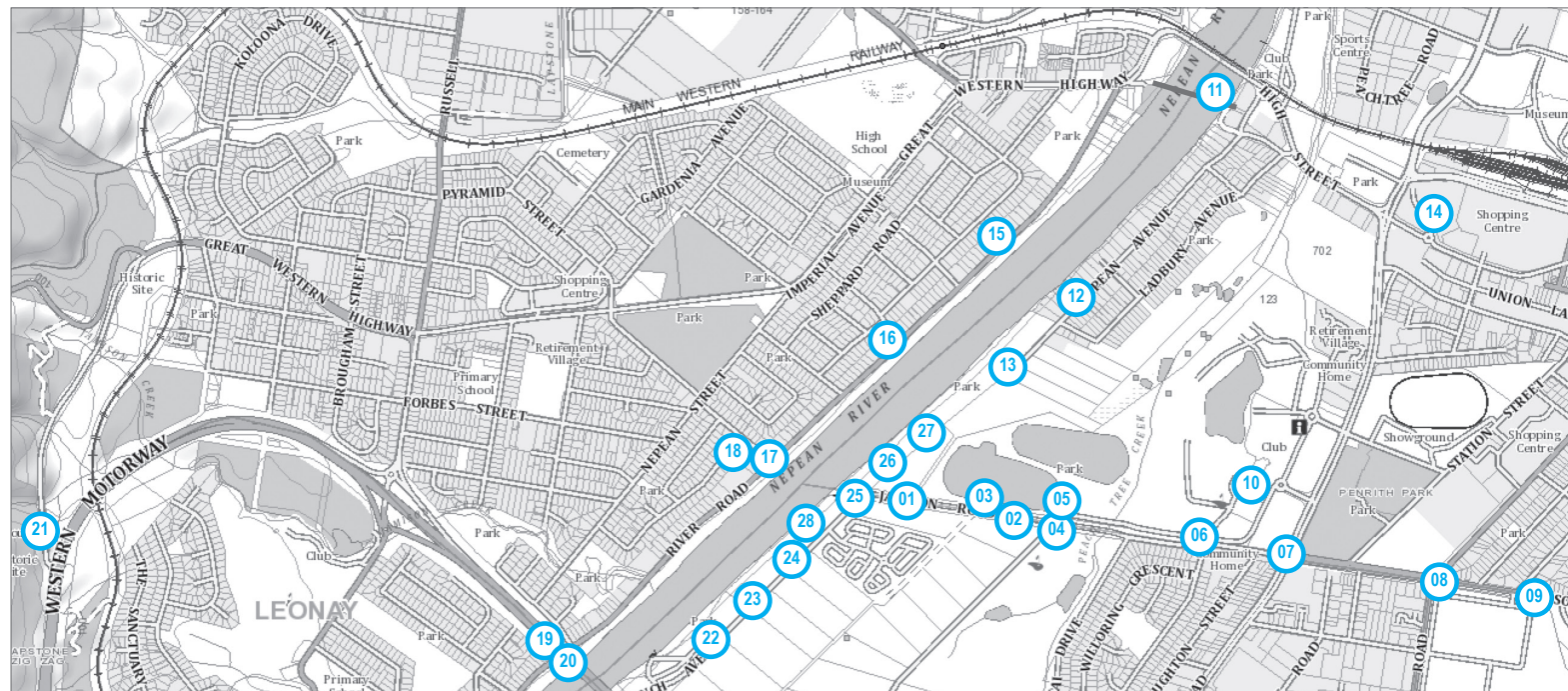
Extent of obstruction: The structure will be visible from this point however the building will only be a small part of this view with extensive views to the Blue Mountains remaining.



Extent of obstruction: The existing structures on the northern side of Jamison Road obstruct views to the north-west from the intersection. The building will be clearly visible and interrupt a view towards to Blue Mountains. The Blue Mountains will however be still visible on either side of the building.



Extent of obstruction: The building is visible at this point however the building forms such a small and distant part of the view that it will not result in any significant change to the view.





viewpoint 09 - facing west, corner jamison road + rawson avenue

Description of existing view: Viewpoint 09 is a west facing view from Jamison Road. This view includes the four-lane roadway with and the landscaped road reserve. Open fields are visible on the southern side of the road and small-scale development is visible on the northern side of the view. The Blue Mountains sits in the background of this view.

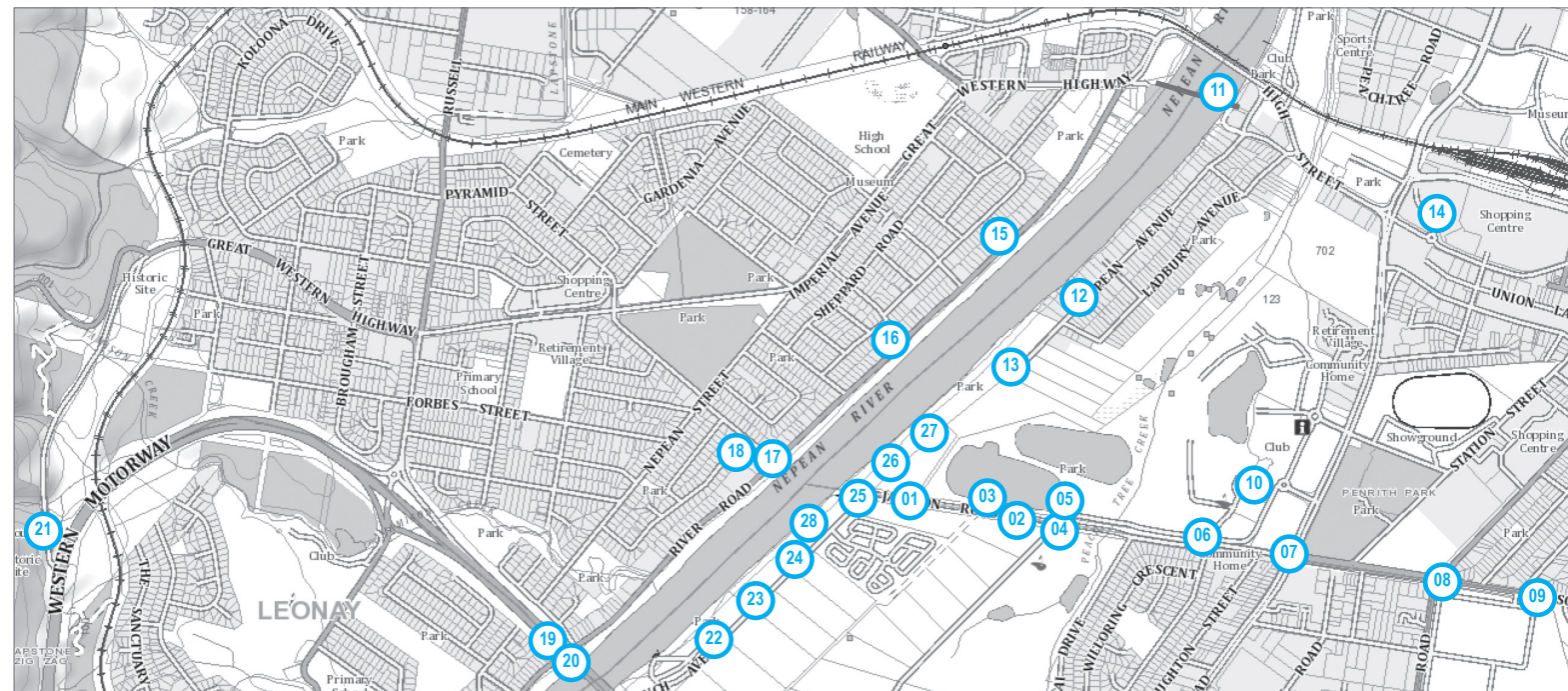
Extent of obstruction: The building will be visible from this point but will have a minimal impact on the view available to the Blue Mountains.



viewpoint 10 - facing south-west mercure penrith carpark

Description of existing view: Viewpoint 10 is from the Mercure Penrith Carpark. The view is of open grass fields and vegetation in the foreground and the Blue Mountains in the background. The view is to the south-west but extensive views of the Blue Mountains to the west and north-west are available from this location.

Extent of obstruction: The building will be visible from this point. The existing vegetation screens much of the view with only the very top of the building able to be seen. The building will not result in any significant impact on the extensive views of the Blue Mountains available at this point.





viewpoint 11 - facing south, nepean green bridge

Description of existing view: This view is a scenic view to the south from the Nepean Green Bridge. The view is along the Nepean River to the Blue Mountains. Limited development is visible in the view with only small scale residential development visible in the foreground.

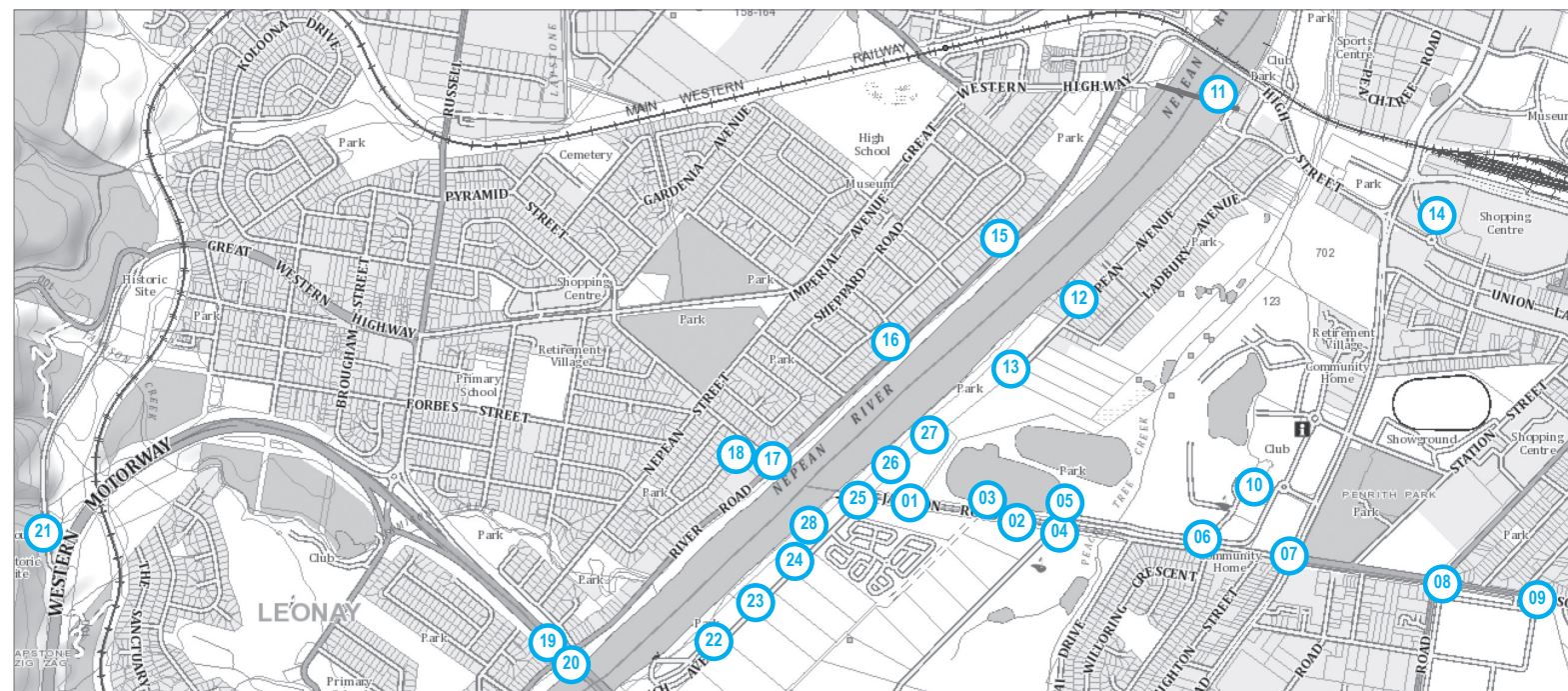
Extent of obstruction: The building will be visible from this location however it will only be a small part of the eastern side of the view and blends in with the existing vegetation along the eastern side of the river.



viewpoint 12 - facing south, nepean avenue + captains road

Description of existing view: Viewpoint 12 is from a residential subdivision over 700 metres north of the site.

Extent of obstruction: Views to the west towards the Blue Mountains will not be affected. Whilst the building may be visible in the skyline from some locations within this subdivision the extent of the impact is minor.





viewpoint 13 - facing south, from adjacent to heritage site

Description of existing view: Viewpoint 13 is within the public domain on the western side of Madang Park. The views from this location are of existing vegetation and the sky.

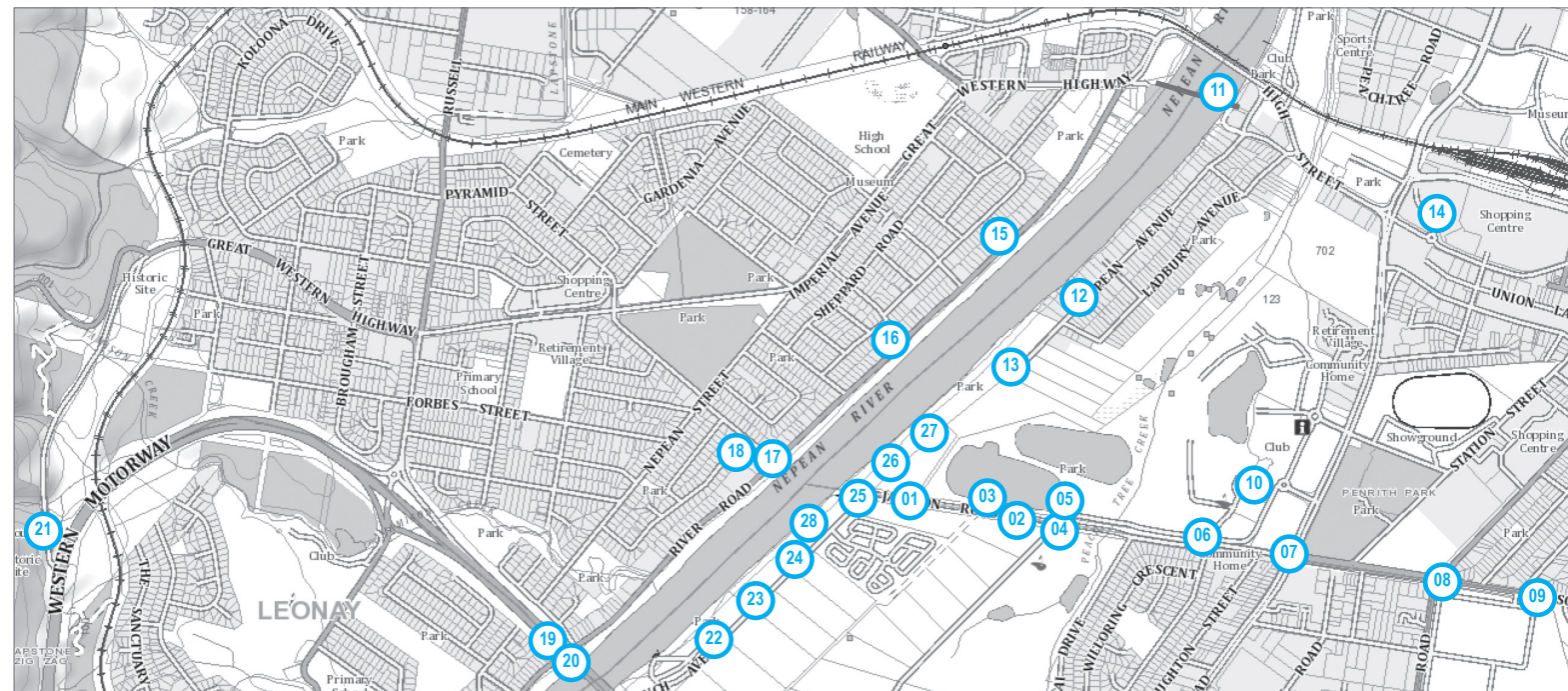
Extent of obstruction: The building will be visible from the Madang Park site when looking south as shown above. The building does not obstruct views of any iconic built or natural features. Views to the west towards the Blue Mountains will be unaffected.



viewpoint 14 - facing south-west, penrith westfield carpark rooftop

Description of existing view: Viewpoint 14 is from the roof level of the Westfield Penrith car park. The view includes development in the Penrith Centre with the Blue Mountains in the background.

Extent of obstruction: The building will not be visible from this location.





viewpoint 15 - facing south, river road

Description of existing view: Viewpoint 15 is from the River Road on the western side of the Nepean River. Viewpoint 15 is to the north of the site.

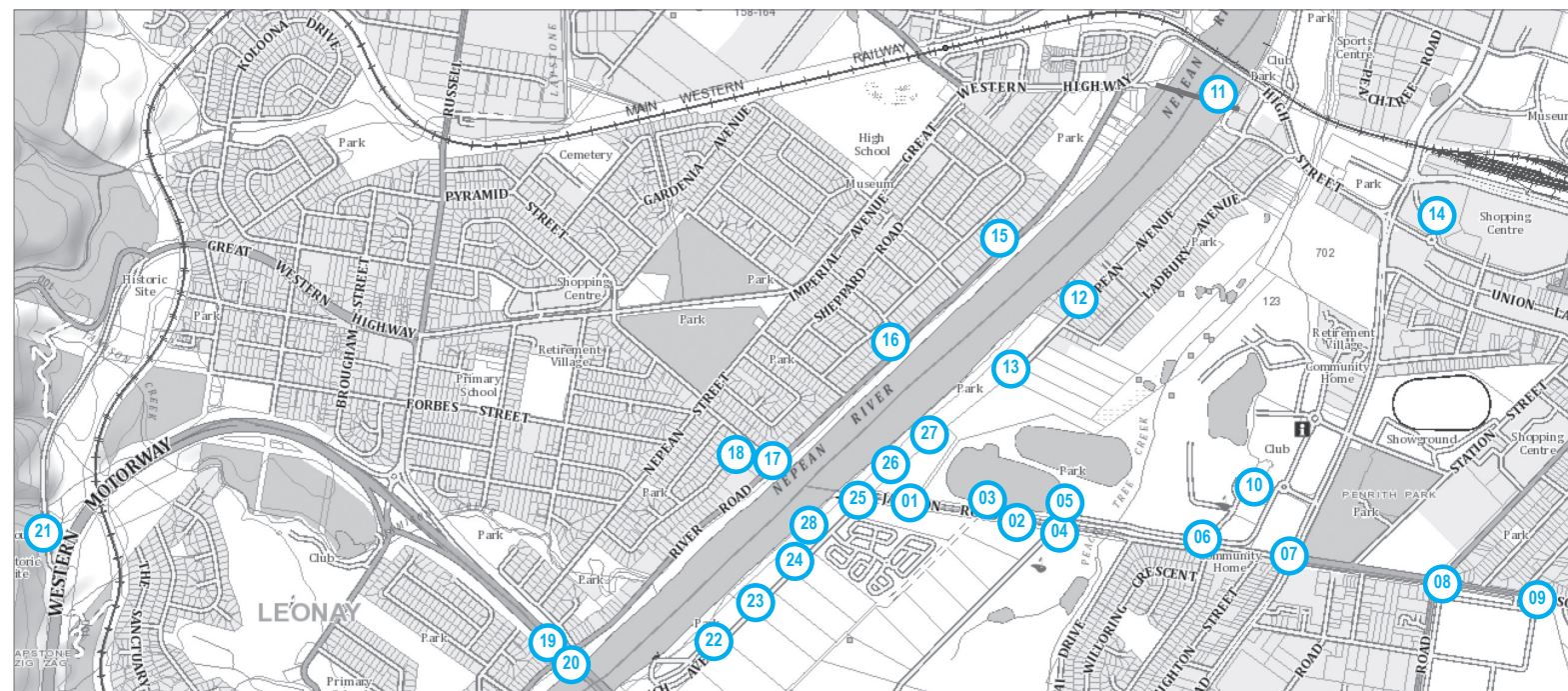
Extent of obstruction: The top of the building will be evident in the skyline from River Road. The existing vegetation will screen the majority of the building from River Road.



viewpoint 16 - facing south, corner river road + waring avenue

Description of existing view: View point 16 is from the River Road on the western side of the Nepean River. Viewpoint 16 is to the north of the site.

Extent of obstruction: The top of the building will be evident in the skyline from River Road. The existing vegetation will screen the majority of the building from River Road.





viewpoint 17 - facing east, river road

Description of existing view: This view includes the Nepean River and the vegetation along the River. No buildings are currently visible from this location.

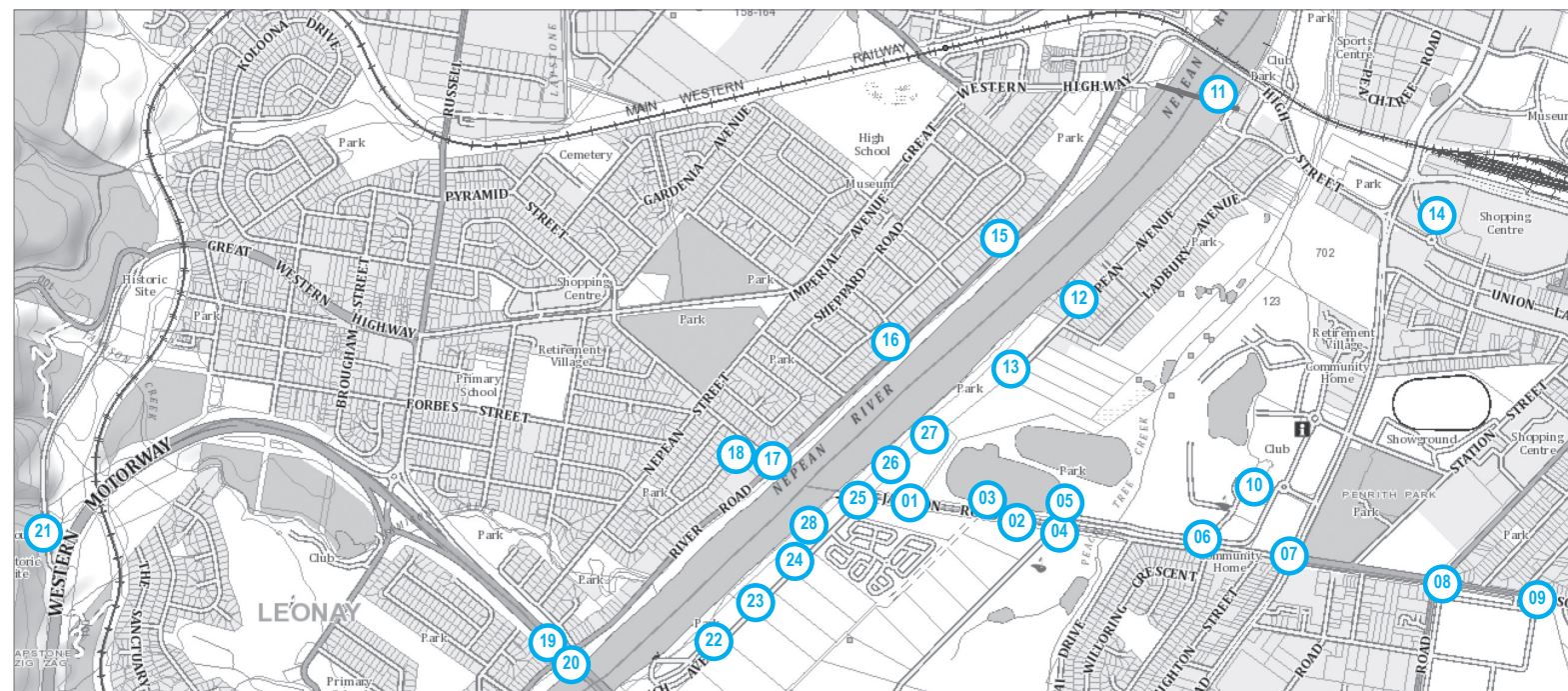
Extent of obstruction: The building will form a small part of this view as the highest point of the building sits over the vegetation. The primary view of the river and vegetation along the river will be retained.



viewpoint 18 - facing east, corner river road + hunter street

Description of existing view: Viewpoint 18 is a view to the east from the corner of Rover Road and Hunter Street.

Extent of obstruction: The building will not be visible from this location.





viewpoint 19 - facing north-east, western motorway

Description of existing view: Existing vegetation screens views to the Penrith Centre from the western motorway.

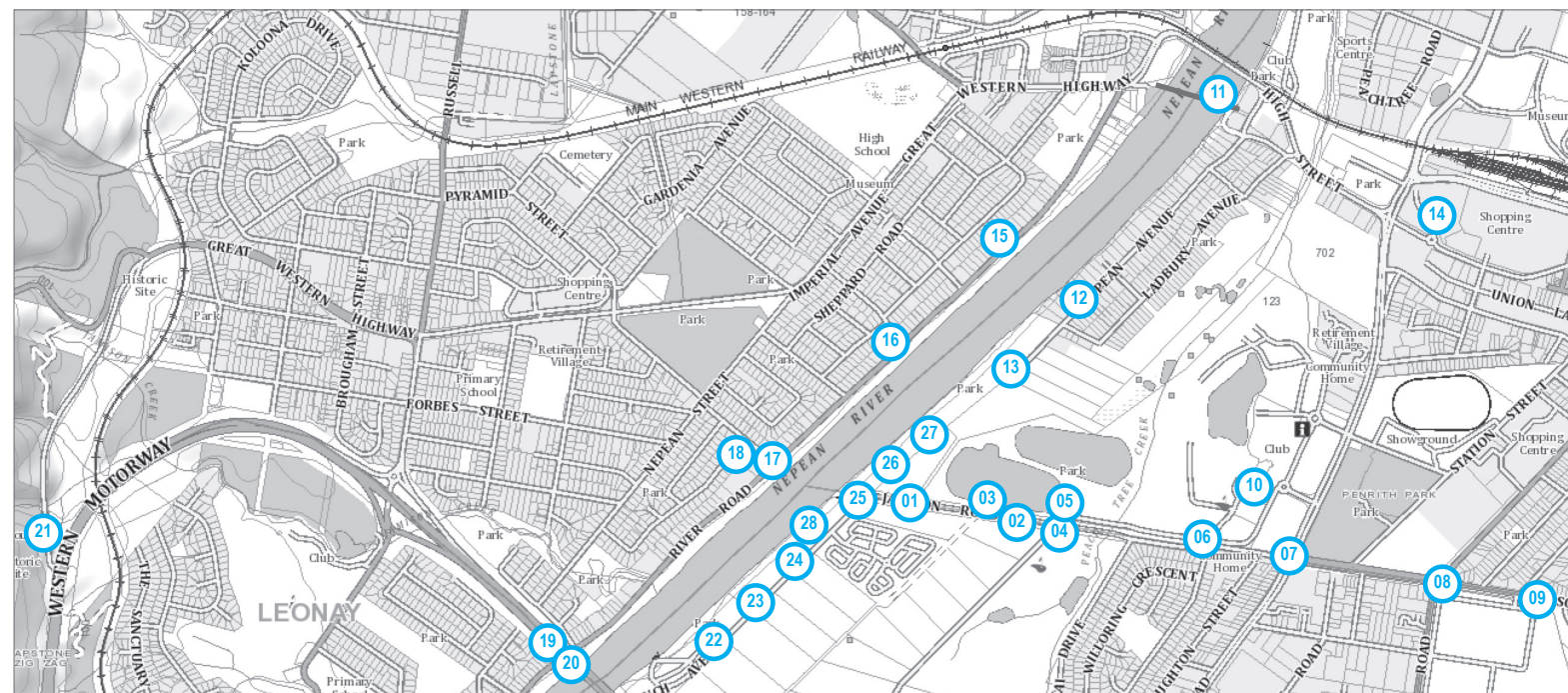
Extent of obstruction: The top of the building will be evident from this location, sitting just above the top of the tree canopy. The building will have a negligible impact on the view available from this location.



viewpoint 20 - facing north-east, western motorway

Description of existing view: This view is a scenic view of the Nepean River and the vegetation along the river. No buildings are able to be viewed to the north-east.

Extent of obstruction: The top of the building will be visible, sitting just above the top of the tree canopy. The top of the building forms only a small part of the view and will not significantly impact on the full extent of the view.





viewpoint 21 - facing east, knapsack viaduct

Description of existing view: Views over existing vegetation and district views are available from the Knapsack Viaduct.

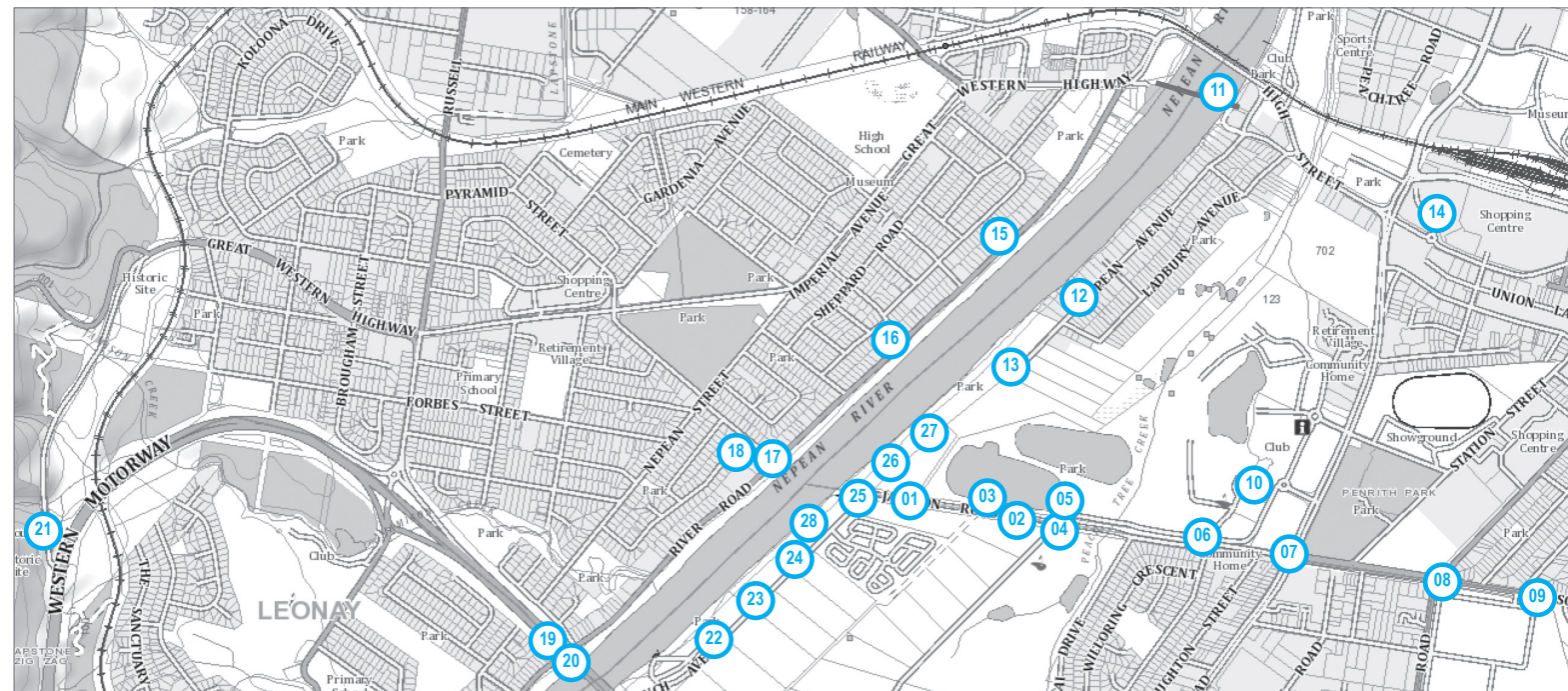
Extent of obstruction: The building is not able to be viewed from this location.



viewpoint 22 - facing north-east, tench avenue

Description of existing view: This view is of the existing low scale development on the eastern side of Tench Avenue and the angled car parking on the western side of Tench Avenue. A key element of this view is the vegetation on both sides of Tench Avenue.

Extent of obstruction: The building will be visible from Tench Avenue when looking to the north-east. The highest point of the building will be visible above the existing vegetation. The building forms only a small part of the entire view and outlook at this location. Future development in the SP3 zone on the eastern side of Tench Avenue will provide a more compatible development context and may obscure views of the building from this location.





viewpoint 23 - facing north-east, tench avenue

Description of existing view: This view is of the existing low scale development on the eastern side of Tench Avenue.

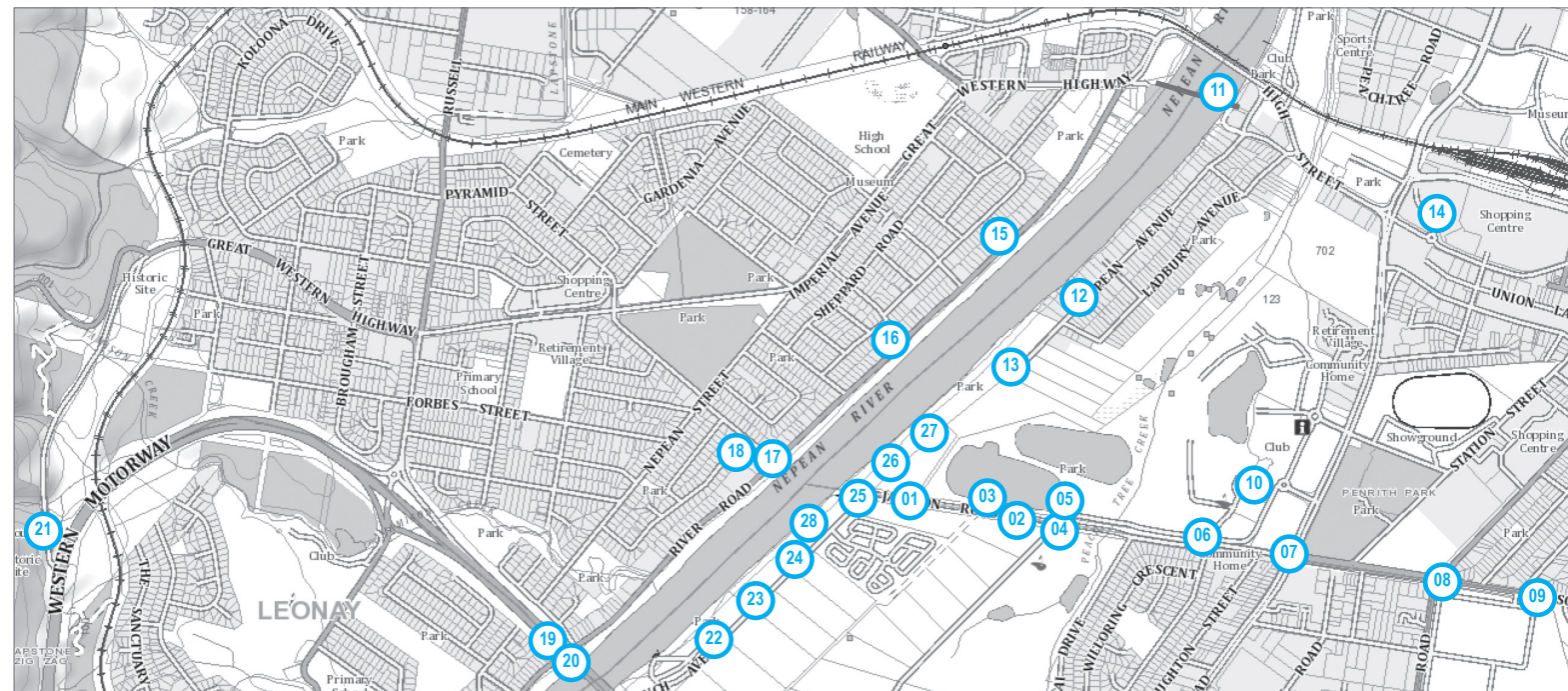
Extent of obstruction: The building will be visible from Tench Avenue when looking to the north-east. The highest point of the building will be visible above the existing vegetation and the roof tops of the existing buildings. The building forms only a small part of the entire view and outlook at this location and will have a negligible impact on the view available from this location. Future development in the SP3 zone on the eastern side of Tench Avenue will provide a more compatible development context and may obscure views of the building from this location.



viewpoint 24 - facing north-east, tench avenue

Description of existing view: The existing view to the north-east is of the low scale development on the eastern side of Tench Avenue and the vegetation on the sites in the foreground.

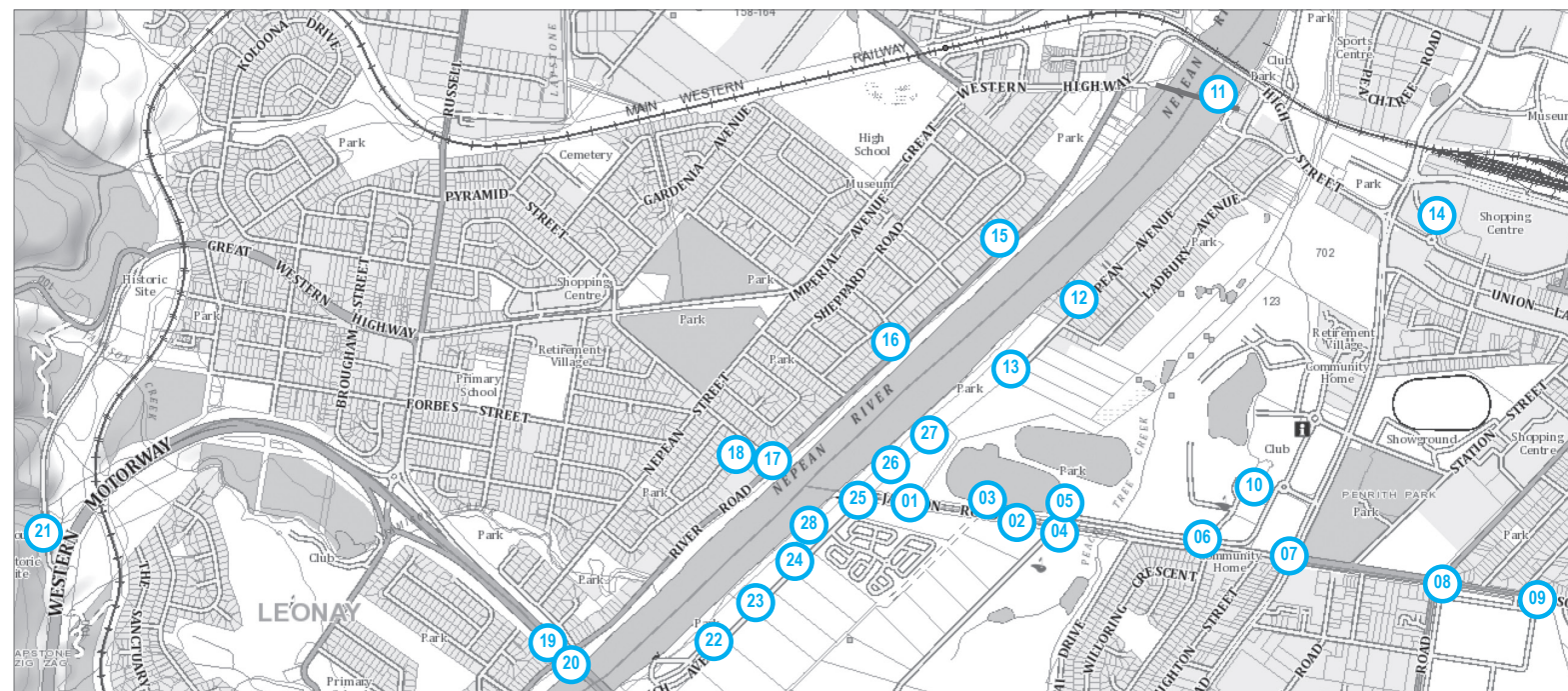
Extent of obstruction: The building will be visible from Tench Avenue when looking to the north-east however the impact on the view from this location does not impact on any important built or natural features. The building will be a visually interesting addition to the streetscape at this point. Future development in the SP3 zone on the eastern side of Tench Avenue will provide a more compatible development context and may partially obscure views of the building from this location.



Extent of obstruction: The building will be a prominent feature in the streetscape when looking east from this view point. The building will not obstruct views to any iconic natural or scenic features. Views to the River and the Blue Mountains to the west will be unaffected by the building at this point. The lower height of the building on the western side of the site is evident from this viewpoint and demonstrates a human scale is proposed adjacent to the River and within area identified as having 'scenic and landscape values'.



Extent of obstruction: The building will be a prominent feature of the skyline when viewed from this location. The building does not however obstruct any significant natural or scenic features.





viewpoint 27 - facing south, jamison road / tench reserve

Description of existing view: The view is over the open fields and vegetation of Madang Park.

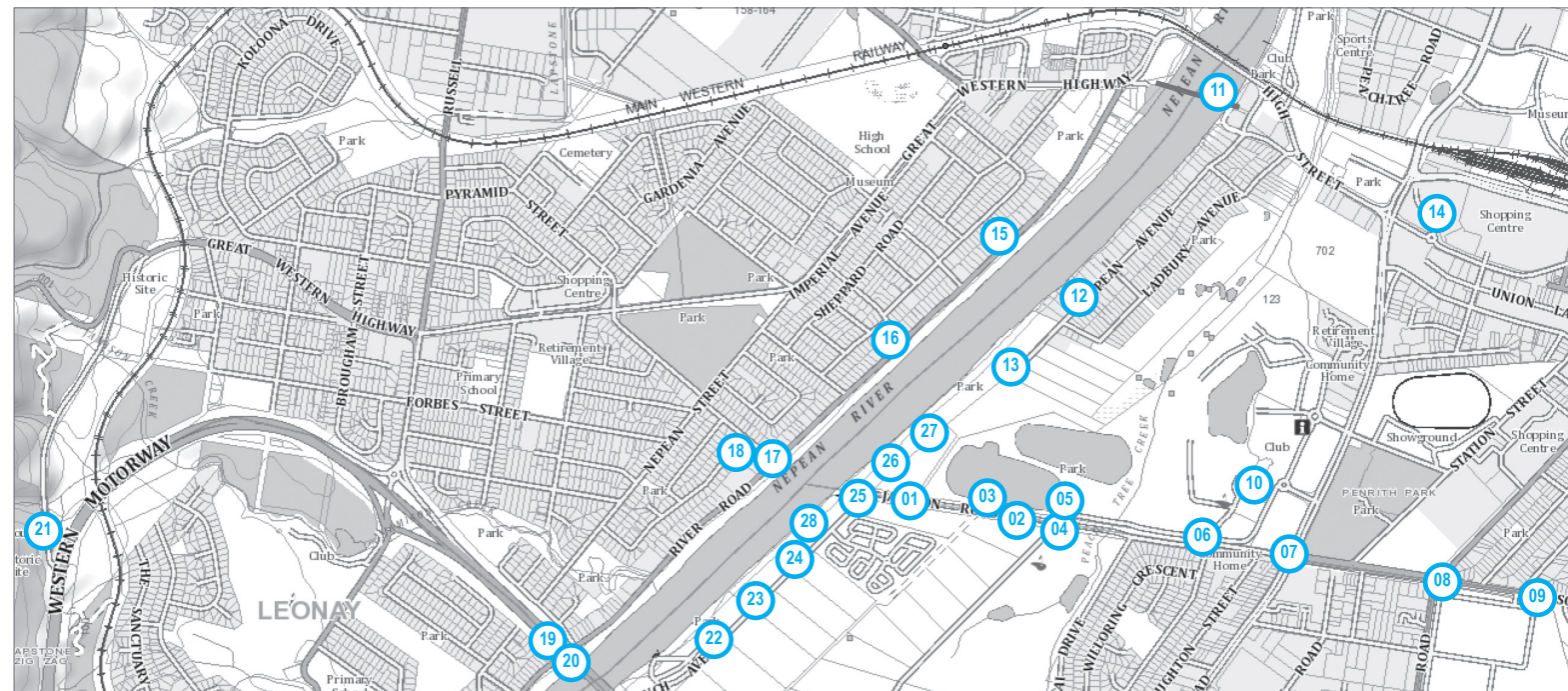
Extent of obstruction: The highest point of the building will be able to be seen above the tree canopy. The building does not obstruct any views of significant natural or scenic features at this point. The overall impact on the view from this location is minor.



viewpoint 28 - facing north east, jamison road opposite entry to gateway

Description of existing view: The existing view to the north-east over from the entry to the Gateway Lifestyle development. The view shows the low scale development on the adjoining property to the south.

Extent of obstruction: The building will be a prominent feature when looking east from this view point. The building will not obstruct views to any iconic natural or scenic features.



view analysis commentary

View Analysis Commentary

Tenacity Consulting v Warringah [2004] NSWLEC 140 established a planning principle for view sharing based on a clause of the Warringah Local Environmental Plan 2000 which requires development to allow for the reasonable sharing of views.

At paragraph 39 of the judgement for *Rose Bay Marina Pty Ltd v Woollahra Municipal Council and anor* [2013] NSWLEC 1046 the planning principle for Tenacity is described as a principle for considering the acceptability of the impact of a proposed development on the views enjoyed from private property in the vicinity of the development.

The proceedings for *Rose Bay Marina Pty Ltd v Woollahra Municipal Council and anor* [2013] NSWLEC 1046 were used to develop a planning principle for assessment the acceptability of the impact of private developments on views from the public domain. The framework for the planning principle established by *Rose Bay Marina Pty Ltd v Woollahra Municipal Council and anor* is broadly consistent with (but not identical to) the matters raised in *Tenacity*.

As this visual impact analysis is generally based on views available from the public domain and having regard to the similarities between the two planning principles, this view analysis follows the process outlined in *Rose Bay Marina Pty Ltd v Woollahra Municipal Council and anor* [2013] NSWLEC 1046.

The planning principle for public domain views in *Rose Bay Marina Pty Ltd v Woollahra Municipal Council and anor* consists of two stages. The first stage is factually based and involves identifying the nature and scope of existing views from the public domain. The second stage is an analytical stage where the impacts are analysed. The impact of the proposed building height on the views available from the public domain is considered using the framework of the relevant planning principle in the following table.

Steps outlined in the planning principle	Comment
Identification Stage	
1. Identify the nature and scope of the existing views from the public domain. <ul style="list-style-type: none">The nature and extent of any existing obstruction of the view;Relevant compositional elements of the views (such as is it static or dynamic and, if dynamic, the nature and frequency of changes to the view);What might not be in the view – such as the absence of human structures in the outlook across a natural area;Is the change permanent or temporary; orWhat might be the curtilages of important elements within the view.	Each view, and the nature and extent of any existing obstruction of the view, is shown in the series of viewpoint images included in this report. The impact is static and the change to each view will be permanent.
2. Identify the locations in the public domain for which the potentially interrupted view is enjoyed.	This report selects views from a number of locations in the surrounding area to show how the proposed building height impacts on existing views. Whilst this report identifies locations where the building may be able to be viewed from the public domain, and particularly where the building may impact on views to the Blue Mountains, it should be noted that views to west of the Blue Mountains are available from many public areas and private properties throughout the local government area and these views will not be impacted by the proposal.
3. Extent of the obstruction at each relevant location. Unlike Tenacity the impact on appreciation of a public domain view should not be subject to any eye height constraint.	Images are presented in this view analysis to show the extent of the obstruction from specific viewpoints. The extent of the obstruction is described below each image.
4. Identify the intensity of public use of those locations where that enjoyment will be obscured, in whole or in part by the proposed private development.	Generally, the locations where the proposed height will impact on views to the Blue Mountains are not locations in the public domain where people will congregate to enjoy local scenic views. The images included in the view analysis show that the greatest impact will be on views to the west from the road and bike path and pedestrian pathway along the northern side of Jamison Road. Where the building will impact on views to the west from the bike/pedestrian path along the northern side of Jamison Road, the building will only interrupt a portion of the view of the Blue Mountains as views to the west and north-west will be maintained. The impact on the view is also limited as generally pedestrians and vehicles will be moving and not congregating at specific places along Jamison Road. The building will not impact on views from the congregation area at the Nepean Green Bridge. Viewpoint 11 included in the visual analysis was deliberately taken at a point on the Nepean Green Bridge where the building will be visible. Where the building is within views from the public domain to the east, such as the M4 Western Motorway, local roads and along the Nepean River, the building will not impact on any iconic views. Whilst the building may be within views from the west to the east from certain locations in the public domain the building will provide a visually striking and interesting addition to the local skyline that is appropriate to the zoning of the site and the scale of nearby developments in the Panthers Precinct.
5. Whether or not there is any document that identifies the importance of the view to be assessed.	There are no planning documents which identify any specific views that are to be retained or protected. Instead, the planning documents make general statements about maintaining views to the Blue Mountains and the Nepean River, as discussed below under 'Objectives to be satisfied'.

Steps outlined in the planning principle	Comment
Analysis of Impacts	
Objectives to be satisfied	<p>There are several strategic plans that express the importance of maintaining views and scenic landscapes. Including the following:</p> <p>A Metropolis of Three Cities Objective 28 of the Greater Sydney Region Plan – A Metropolis of Three Cities is that scenic and cultural landscapes are protected. The Plan specifically notes that views to the escarpment of the Blue Mountains to the west can be highlighted by retaining or creating vistas along east/west road links.</p> <p>Western City District Plan Planning Priority W16 of the Western City District Plan is 'Protecting and enhancing scenic and cultural landscapes'.</p> <p>Penrith Local Environmental Plan 2010 The site is zoned SP3 Tourist pursuant to the Penrith Local Environmental Plan 2010 (PLEP). The third objective of the zone is:</p> <p>To create an appropriate scale that maintains important views to and from the Nepean River as well as to the Blue Mountains escarpment, while also improving important connections to the Penrith City Centre and the Nepean River.</p> <p>Clause 7.5 of the PLEP applies to land identified as "Land with scenic and landscape values" on the Scenic and Landscape Values Map.</p> <p>A portion of the western side of the site falls within this area. The lowest part of the building is within the area identified as "Land with scenic and landscape values".</p> <p>Penrith Development Control Plan 2014 The provisions for the Tourism and Recreation Precinct within Riverlink Precinct. An objective for the precinct is to encourage views of the Blue Mountains from the public domain.</p> <p>Commentary</p> <p>Maintaining and encouraging views to the Blue Mountains from the public domain is the key objective of the relevant strategic planning documents. Maintaining views to and from the Nepean River is also an important planning objective.</p> <p>The east-west alignment of Jamison Road provides a vista to the Blue Mountains. As the site is located on the southern side of western end of Jamison Road the proposed building will form part of westerly views from Jamison Road. The images in this view analysis demonstrate that important views to the Blue Mountains will be retained. The view of the Blue Mountains along Jamison Road will be retained with the structure generally only interrupting a small part of the views to the Blue Mountains available from the public domain.</p> <p>It is important to note that views to the west of the Blue Mountains are available from many locations with the local area and the images included in this report only represent a small number of view points showing potential locations from which the view will be affected.</p> <p>The views of the Blue Mountains that will remain will be extensive and sufficient to allow for the appreciation of the Blue Mountains.</p> <p>The significant views of the Blue Mountains from the parkland along Nepean River will be retained.</p>

Steps outlined in the planning principle	Comment
<p>Weight of document containing objective and terms in which the objective is expressed.</p>	<p>The objectives of the Metropolitan Plan, District Plan, LEP and DCP relating to the maintenance of views to the Blue Mountains and the Nepean river are relevant considerations however these objectives are not to be considered in isolation. All other relevant objectives should also be given due consideration, including those objectives which seek to encourage diverse tourist activities in the SP3 zone that are compatible with the promotion of tourism in Penrith.</p> <p>Other relevant objectives of the Greater Sydney Region Plan – A Metropolis of Three Cities include Objective 24 which is that economic sectors are targeted for success. Tourism is identified in the Plan as a key economic sector which is to be supported and developed.</p> <p>The Plan notes that Destination NSW has developed the Western Sydney Visitor Economy Strategy and will continue to secure and grow events in Western Sydney. The Plan also recognises that the Western Sydney Airport creates opportunities for the Western Parkland City to become an alternative to the Eastern Harbour City for international tourists. Alliances between councils and key industry stakeholders are encouraged to create opportunities to cross-promote events, develop and support a wider range of activities and importantly, realise the opportunities as the Western Sydney Airport and Badgerys Creek Aerotropolis develops. (p140)</p> <p>Strategy 24.2 of the Plan relates to Tourism. Strategy 24.2 is to consider the following issues when preparing plans for tourism and visitation:</p> <ul style="list-style-type: none"> • Encouraging the development of a range of well-designed and located facilities • Enhancing the amenity, vibrancy and safety of centres and township precincts, • Supporting the development of places for artistic and cultural activities • Improving public facilities and access • Protection heritage and biodiversity to enhance cultural and eco-tourism, • Supporting appropriate growth of the night-time economy/ • Developing industry skills critical to growing visitor economy • Incorporating transport planning to service the transport access needs of tourists. <p>The Planning Proposal will facilitate the development of a use that supports the Greater Sydney Region Plan's strategy for Tourism as follows:</p> <ul style="list-style-type: none"> • The proposed 'Winter Sports World' facility is located on land that is already zoned for tourist-oriented development and related uses. The proposed use is therefore in an appropriate location. • The 'Winter Sports World' will stimulate and support tourism related development in the Riverlink Precinct. • The Western Sydney Airport is located approximately 20 kilometres driving distance from the site. The recreation facility is therefore ideally located to take advantage of improved access to domestic and international visitor markets and the population growth in Western Sydney that will be driven by the new airport. <p>The zoning of the site and provisions of DCP 2014 are consistent with and support the Economic Development Strategy (EDS) for Penrith. The EDS sets a goal for Penrith of an increase in total local jobs of up to 55,000 by 2031. At least 2,000 of these jobs are expected to come from the tourism sector. The Economic Development Strategy notes that there is significant potential to grow the visitor economy in Penrith. At the time of writing the Strategy Penrith had 1.3 million annual visitors who inject \$231 million into the local economy annually. The target is to double this figure by 2025.</p> <p>There is currently no appropriately zoned land in the Penrith local government area that has a height limit capable of accommodating an indoor ski centre, despite the permissibility of the use in the SP3 zone and the consistency of the proposal with the strategic direction for the Precinct.</p> <p>Relevant Planning Priorities or objectives of the Western City District Plan include W8 Leveraging industry opportunities from the Western Sydney Airport and Badgerys Creek Aerotropolis</p> <p>The Western City District Plan recognises that the District's visitor economy has grown from 7.5 million visitors in 2006 to 12.4 million visitors each year. The Plan acknowledges that sporting venues and recreational assets (including adventure tourism) contribute to the diversity of tourist attractions in the District. Planning Priority W8 seeks to further grow the visitor economy by capitalising on the significant opportunities created by the Western Sydney Airport.</p>

Steps outlined in the planning principle	Comment
Weight of document containing objective and terms in which the objective is expressed. (cont...)	<p>The proposed development will provide a new and unique addition to the adventure tourism market that will attract around 231,000 visitors per year. There are no similar facilities in Australia. The facility is expected to attract a range of visitors including residents, daytrip visitors, domestic visitors and international visitors.</p> <p>The facility will be located approximately 20 kilometres drive from the new Western Sydney Airport. The facility is therefore ideally located to take advantage of improved access to domestic and international visitor markets and the population growth in Western Sydney that will be driven by the new airport.</p> <p>In summary, the minor impact on the views available of the Blue Mountains should be balanced against the valuable contribution the proposed Winter Sports World facility will make to the local economy and the stimulus it will provide to the SP3 Tourism zone that is currently failing to attract developments that are compatible with the objectives and vision for the Precinct expressed through planning documents ranging from the Greater Sydney Metropolitan Plan to the DCP and the plans and strategies for the Riverlink Precinct.</p>
Qualitative Assessment	
<ul style="list-style-type: none"> Assessment of the aesthetic and other elements of the view. <p>A high value is to be placed on iconic views (major landmarks or major physical features)</p>	<p>The proposed development does not impact on any iconic views when viewed from west (looking east).</p> <p>Views to the Blue Mountains are valued and are encouraged to be retained by the relevant planning documents. The images in this visual analysis clearly show the impact the building will have on views available to the Blue Mountains. Whilst the proposal will partially obstruct some views towards the Blue Mountains from Jamison Road the impacts are limited. The proposal does not impact on any public places that offer an important vantage point or viewing location of the Blue Mountains. All views to the west from the public domain along the Nepean River will be maintained.</p> <p>It should be noted that other developments in Penrith have resulted in similar interruptions to views of the Blue Mountains (KFC, McDonalds and Panthers). The new ESQ development will obstruct views to the Blue Mountains from Mulgoa Road (having heights of up to 50 metres). It is unreasonable and unrealistic to expect all existing views of the Blue Mountains be protected in an expanding and developing major centre.</p>
<ul style="list-style-type: none"> Is any significance attached to the view likely to be altered? 	<p>The significance attached to views of the Blue Mountains is unlikely to be altered by the building. The building only forms a small part of the total views available to the Blue Mountains.</p>
<ul style="list-style-type: none"> Is the present view regarded as desirable and would the change make it less so (and why) 	<p>The Blue Mountains forms a visual interesting backdrop to the Penrith Local Government Area. The proposed building provides a striking addition to the local skyline that does not interrupt all views to the Blue Mountains from the area nor does it completely obstruct views from a particular important vantage point. In this regard the proposed impact on the existing views is not considered to be particularly undesirable.</p>
<ul style="list-style-type: none"> Should any change to whether the view is a static or dynamic one be regarded as positive or negative and why? 	<p>Not applicable.</p>
<ul style="list-style-type: none"> If the present view attracts the public to specific locations, why and how will that attraction be impacted? 	<p>The proposed building height will not impact on any views to the Blue Mountains from any important locations. The building will be visible from vantage points to the east however the structure will not result in an adverse visual impact but rather will add a visually striking, iconic building to the skyline that will attract people to the tourism and recreation zone along the Nepean River.</p>

Steps outlined in the planning principle	Comment
<ul style="list-style-type: none">Is any present obstruction of the view so extensive as to render preservation or the existing view merely tokenistic? If the present obstruction of the view is extensive, does that which remains nonetheless warrant preservation?	The impact on the views to the Blue Mountains is extremely limited with extensive views maintained from various locations in the public domain throughout Penrith.
<ul style="list-style-type: none">If the change to the view is this alteration by the insertion of some new element(s), how does that alter the nature of the present view?	The proposed building will be an iconic building that contributes visual interest to the skyline without overwhelming significant scenic views to the Blue Mountains. The scale of the building is appropriate to the site's location at the gateway to Tourism and Recreation Precinct (as identified in Part 13.4.2 of the PDCP). The scale of the building provides a physical landmark that will identify and attract people to the tourism precinct.
Conclusion and Summary	
	<p>Views to the Blue Mountains are valued and are encouraged to be retained by the relevant planning documents. The images in this visual analysis clearly show the impact the building will have on views available to the Blue Mountains. Whilst the proposal will partially obstruct some views towards the Blue Mountains from Jamison Road, the impacts are limited. The proposal does not impact on views available from any public places that offer an important vantage point or viewing location of the Blue Mountains. All views to the west from the public domain along the Nepean River will be maintained. The proposed development does not impact on any iconic views when viewed from west (looking east).</p> <p>Whilst the planning documents do include objectives related to the maintenance of views to the Blue Mountains, the minor impact on the views available of the Blue Mountains should be balanced against the valuable contribution the proposed Winter Sports World facility will make to the local economy and the stimulus the development will provide to the SP3 Tourism zone. This is particularly important given the SP3 zone along the Nepean River is currently failing to attract developments that are compatible with the objectives and vision for the Precinct.</p> <p>In conclusion, the impact of the proposed building height is reasonable given the limited impact of the building on existing views, the extensive views of the Blue Mountains available from the public domain that will not be affected by the proposal, the similar impacts of other developments in the area and the significant contribution the proposal will make to the success of the zone and the local economy.</p>