

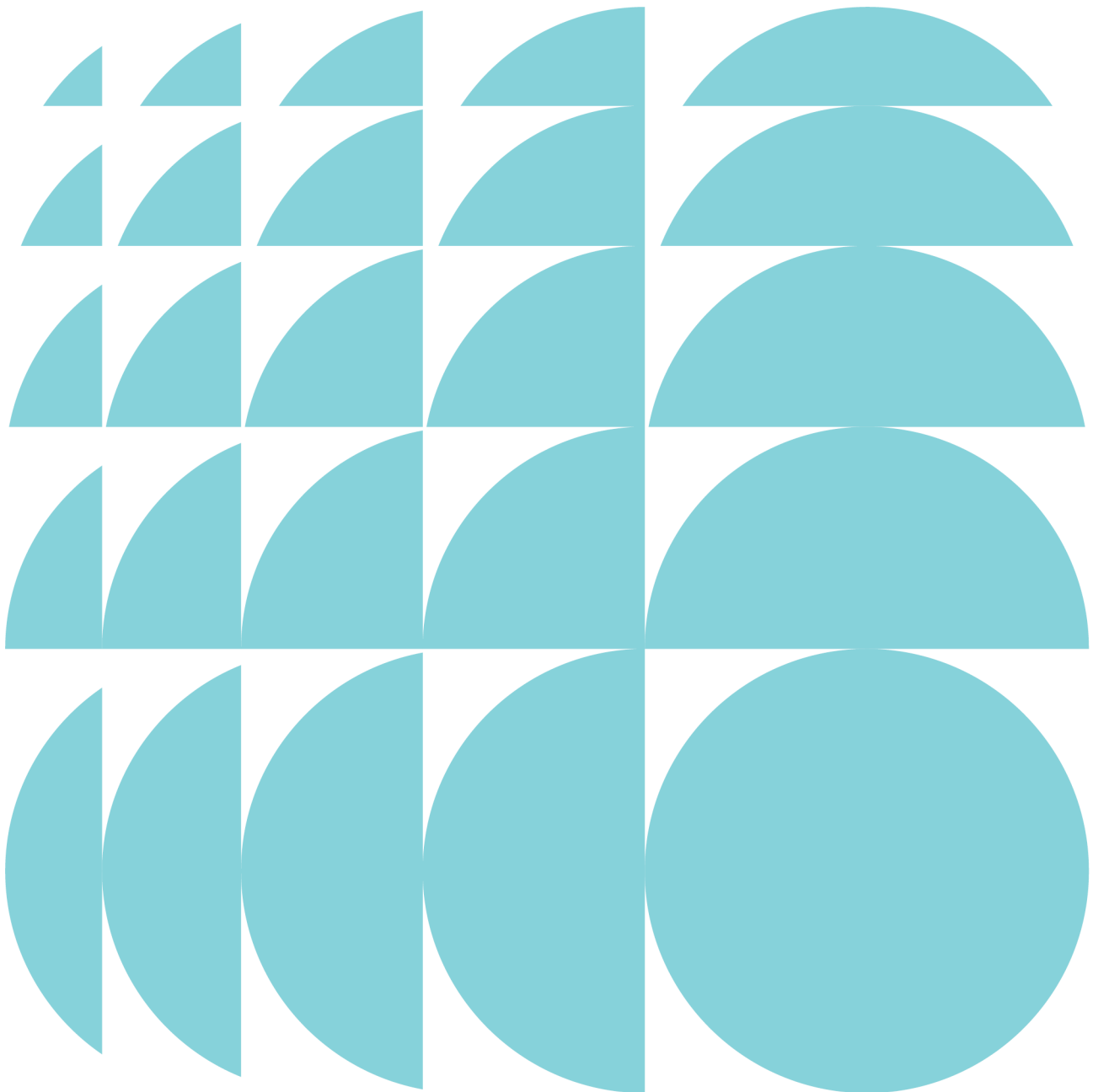
## Visual Impact Assessment

Proposed advertising billboard signage on land located  
at Pymble

Submitted to Department of Planning, Industry and  
Environment

On behalf of Sydney Trains

12 December 2020 | 2200249



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VERSION NO.	DATE OF ISSUE	REVISION BY	APPROVED BY
1	12.12.2020	YL / AS	CB

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## Terms and abbreviations

**Table 1** Terms and abbreviations

Key term or abbreviation	Meaning	Source
<b>Characteristics</b>	Elements, or combinations of elements, which make a contribution to distinctive landscape character	GLVIA3
<b>Council</b>	Ku-ring-gai Council	N/A
<b>DA</b>	Development application	EP&A Act
<b>DCP</b>	Development control plan	EP&A Act
<b>Designated landscape</b>	Areas of landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans or other documents	GLVIA3
<b>Elements</b>	Individual parts which make up the landscape, such as, for example, trees, hedges and buildings	GLVIA3
<b>Feature</b>	Particularly prominent or eye-catching elements in the landscape, such as tree clumps, church towers or wooded skylines OR a particular aspect of the project proposal	GLVIA3
<b>Filtered glimpse</b>	A glimpse that is partially obscured by vegetation, often the leaves of trees, between the viewer and the target of the view. See also - glimpse	Ethos Urban
<b>Glimpse</b>	A highly constrained, partial view of an element or feature or a view of an element or feature that is either in the long range or not prominent relative to other elements in the view. See also – filtered glimpse	Ethos Urban
<b>Key characteristics</b>	Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place	GLVIA3
<b>Landform</b>	The shape and form of the land surface which has resulted from combinations of geology, geomorphology, slope, elevation and physical processes	GLVIA3
<b>Landscape</b>	An area, as perceived by people, the character of which is the result of the action and interaction of natural and/or human factors	GLVIA3
<b>Landscape character</b>	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse	GLVIA3
<b>Landscape character areas</b>	These are single unique areas which are the discrete geographical areas of a particular landscape type	GLVIA3
<b>Landscape character types</b>	These are distinct types of landscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic attributes.	GLVIA3
<b>Landscape value</b>	The relative value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a whole variety of reasons	GLVIA3
<b>LEP</b>	Local environmental plan	EP&A Act
<b>Magnitude</b>	A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration	GLVIA3
<b>Narrow view</b>	View of a narrow area in the horizontal field of view created by the combination of negative space at the ground level (often a road or path) adjoined by elements (often closely spaced) in the vertical plane such as building or trees that constrain the natural field of view and direct the eye to a single point in the distance. The view may take in a large area in the vertical field of view, such as in a highly urban setting. Synonym – focal view	Ethos Urban

Key term or abbreviation	Meaning	Source
<b>Perception</b>	Combines the sensory (that we receive through our senses) with the cognitive (our knowledge and understanding gained from many sources and experiences)	GLVIA3
<b>Sensitivity</b>	A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor	GLVIA3
<b>Significance</b>	A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic	GLVIA3
<b>Vista</b>	A view that is considered to have high visual amenity	Ethos Urban
<b>Visual amenity</b>	The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area	GLVIA3
<b>Visual impacts</b>	Effects on specific views and on the general visual amenity experienced by people	GLVIA3
<b>Visual receptor</b>	Individuals and/or defined groups of people who have the potential to be affected by a proposal	GLVIA3
<b>Wide view</b>	View of a wide area, often long range, in the horizontal field of view enabled by an absence of obstructing elements in the foreground or midground and elements in the vertical plane that constrain the natural field of view The view may also take in a large area in the vertical field of view. Synonyms – panorama, prospect	Ethos Urban

## Executive summary

Sydney Trains proposes to erect advertising (outdoors) on the railway overpass in Pymble. The advertising comprises a single digital billboard advertising sign, located on the eastern/northern face of the railway overpass overlooking A3 Mona Vale Road, near its intersection with the A1 Pacific Highway. In accordance with *State Environmental Planning Policy No. 64 – Advertising and Signage* (SEPP 64), a Visual Impact Assessment (VIA) of this proposal has been undertaken.

The proposal will be visible from a relatively small area of the public domain (the viewshed) mainly confined to the Mona Vale Road corridor and immediate adjoining areas. The viewshed is generally suburban in nature, with the surrounding area generally comprising low to medium density residential dwellings. Mona Vale Road forms part of the A3 highway, which is one of Sydney's most trafficked arterial routes. The sign is also located in close proximity to the A1 Pacific Highway, another major arterial route. Therefore, the visual character of the area does not exhibit significant visual complexity.

People exposed to the view will mainly be travellers heading southwest-bound from points to the northeast along the A3/Mona Vale Road, and/or approaching the intersection with the A1 Pacific Highway (where they may then head northwest or southeast). Due to the significant role of Mona Vale Road in Sydney's road hierarchy, it is likely that a large proportion of viewers are travelling for other than local trips. Only a very small number of people will be exposed to the proposal from nearby residential streets.

Three (3) viewpoints were selected to give an indication of sensitivity, magnitude, and significance of visual impact:

- Mona Vale Road
- Mandalay Place
- Kirby Park

As aforementioned, Mona Vale Road is a major arterial corridor and the primary component of the viewshed. Mandalay Place is a small residential street that branches off the Mona Vale Road onramp. Kirby Park is a small neighbourhood park along Mona Vale Road. From all viewpoints, the proposal is considered to represent a minor to moderate change over a restricted area. The proposal is considered to be an ongoing change that is able to be easily reversed. On this basis, the magnitude of the impact is assessed as ranging from perceptible to noticeable.

**Table 2** Perceptibility of proposed advertising

Viewpoint	Sensitivity	Magnitude	Significance
1. Mona Vale Road	Low	Noticeable	Low
2. Mandalay Place	Low	Noticeable	Low
3. Kirby Park	Moderate	Perceptible	Low

When assessed against SEPP 64 and its supporting Transport Corridor Outdoor Advertising and Signage Guidelines (the guidelines), the proposal is considered:

- to be compatible with the existing prevailing visual character of the viewshed
- not to obscure or compromise important views
- not to dominate the skyline or reduce the quality of vistas
- not to adversely impact the viewing rights of other advertisers
- to enable continued visual appreciation of the surrounding area.

On this basis, the significance of the proposal's visual impact is considered to be low and the proposal is assessed as being consistent with SEPP 64 and the guidelines.

The proposal can therefore be supported on visual impact grounds.

## 1.0 Introduction

This report is a Visual Impact Assessment (VIA). The purpose of this report is to identify, describe, analyse and assess the acceptability of the likely visual impact of a proposal by Sydney Trains (the applicant) to erect advertising (outdoors) comprising a single digital billboard advertising sign on land located next to the existing rail line and roadway in Pymble.

This report has been prepared by Ethos Urban on behalf of Sydney Trains to support a Development Application (DA) made to the NSW Department of Planning (the consent authority) seeking development consent for the proposal.

The document is structured as follows:

- **Part 1: Introduction** – identifies the nature of this document
- **Part 2: The site and its context** – identifies and describes the site and its context
- **Part 3: The proposal** – describes the proposal
- **Part 4: The development application** – describes the development application and its assessment and determination process
- **Part 5: The planning framework** – identifies the relevant parts of the planning framework applicable to the assessment of visual impact
- **Part 6: Methodology** – outlines the methodology used in this VIA, including how sensitivity and magnitude combine to determine significance of impact
- **Part 7: Visual catchment** – identifies and describes the existing visual environment, including viewshed, visual receptors, viewpoints, and overall visual character
- **Part 8: Visual impact** – identifies and describes the potential visual impact of the proposal on views obtained from the viewpoints, and assesses the significance of these impacts against the factors of sensitivity and magnitude
- **Part 9: Assessment against the planning framework** – assesses the appropriateness of the potential visual impacts against the planning framework
- **Part 10: Mitigation measures** – identifies any mitigation measures to address any adverse visual impacts
- **Part 11: Conclusion** – identifies whether the proposal in its current form can be supported on visual impact grounds, and summarises the basis for this determination.

## 2.0 The site and its context

### 2.1 The site

The site is located on the eastern face of the rail overpass crossing Mona Vale Road. Mona Vale Road forms part of the A3 highway corridor and at this location comprises a four lane road (two in each direction) travelling from the northeast to the southwest, in addition to four additional lanes (two in each direction) of offramp/onramp onto the A1 Pacific Highway intersection.

Under the proposal, the railway overpass will only receive new signage on its eastern face. At the site, the railway travels in a northwest to southeast direction, being at an acute angle to Mona Vale Road. There are two (2) existing advertising billboards on the western face of the overpass. The site is owned and managed by Sydney Trains.

**Table 3** provides an overview of the site details, and **Table 4** outlines the visual characteristics of the railway overpass. The site's aerial and locational context is shown in **Figure 1** and **Figure 2** respectively. Photographs of the development site are provided in **Figure 3 – 4**.

**Table 3** Overview of the site

Matter	Description
Address	Railway overpass above the A3 Mona Vale Road in Pymble
Landform	The bridge is at an even level
Vegetation	The bridge does not contain vegetation
Existing use	The site is currently used as a railway bridge. There two existing advertising billboards on the western face of the bridge, and none on the eastern face
Local government area	Ku-ring-gai Council

**Table 4** Visual characteristics of the bridge

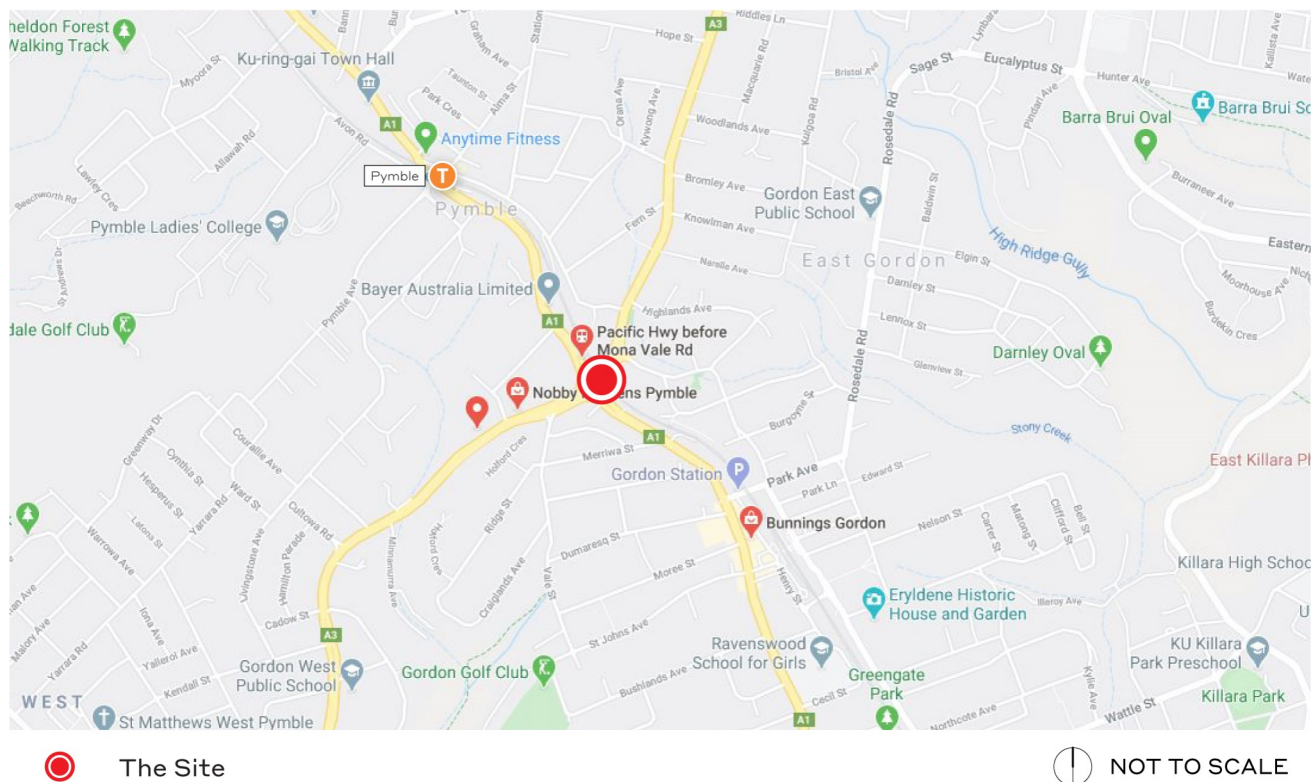
Element	Description
Line	Straight, horizontal lines dominate through a series of long, indented parallel lines marking the underside of the railway bridge
Shape and form	Geometric, rectilinear shapes and forms dominate
Colour	Predominantly light grey
Texture	Primarily coarse due to its concrete materiality





**Figure 1** Site aerial, showing location of proposed sign

Source: Nearmap, edits by Ethos Urban



**Figure 2** Site locational context

Source: Google Maps, edits by Ethos Urban





**Figure 3** View of the railway overpass from the Ryde Road and Carlotta Avenue intersection, looking southwest

Source: Sydney Trains



**Figure 4** View of the existing signs on the western face of the railway overpass, from the Pacific Highway looking north

Source: Sydney Trains

### 3.0 The proposal

The associated Statement of Environmental Effects (SEE) to which this VIA is attached outlines the proposal. The following table identifies key information relevant to visual impacts.

**Table 5** Proposed development visual impact overview

Matter	Description
Demolition	No
Construction	Yes
Use	Advertising (outdoors)
Type	Advertising on rail line overpass
Format	Digital sign (static and non-static)
Mode	Fixed
Size	Greater than 20sqm
Height	Less than 8m above ground
Direction of sign face	Faces northeast

### 4.0 The development application

Table 6 below identifies key information associated with the Development Application.

**Table 6** Key information on the Development Application

Matter	Key information
Applicant	Sydney Trains
Level of assessment	Development requiring consent (SEPP64, part, 3, division 12, clause 12)
Assessment manager	NSW Department of Planning, Industry and Environment
Consent authority	Minister for Planning (SEPP64, part, 3, division 12, clause 12)
Consultation	Design panel; council; relevant transport agencies
Public exhibition	No

## 5.0 The planning framework

### 5.1 Applicable planning framework

The following table identifies the applicable parts of the planning framework relevant to the assessment of visual impact. It is noted that:

- Pursuant to SEPP64, as the consent authority is the Minister for Planning, Local Environmental Plans and Development Control Plans are not applicable; and
- As the planning framework provides sufficient guidance for the assessment of the proposal, it is not considered necessary to consider Land and Environment Court planning principles for views.

**Table 7** Applicable parts of the planning framework

Matter	Key information
Acts	<i>Environmental Planning &amp; Assessment Act 1979</i> (EP&A Act)
Strategic plans	N/A
Environmental planning instruments	<i>State Environmental Planning Policy No 64—Advertising and Signage</i> (SEPP64)

### 5.2 Relevant parts

The table below identifies the relevant parts of the applicable planning framework.

**Table 8** Relevant parts of applicable planning framework

Matter	Key information
EP&A Act	Part 4, division 4.3, section 4.15
SEPP 64	<ul style="list-style-type: none"> <li>• Part 1, clause 3 (1) (a) – objectives</li> <li>• Schedule 1 – assessment criteria</li> </ul>
<i>Transport Corridor Outdoor Advertising and Signage Guidelines</i>	<ul style="list-style-type: none"> <li>• Part 2.4 ‘Sign clutter controls’</li> <li>• Part 2.5.1 ‘General Criteria’</li> <li>• Part 2.5.5 ‘Bridge signage criteria’</li> </ul>

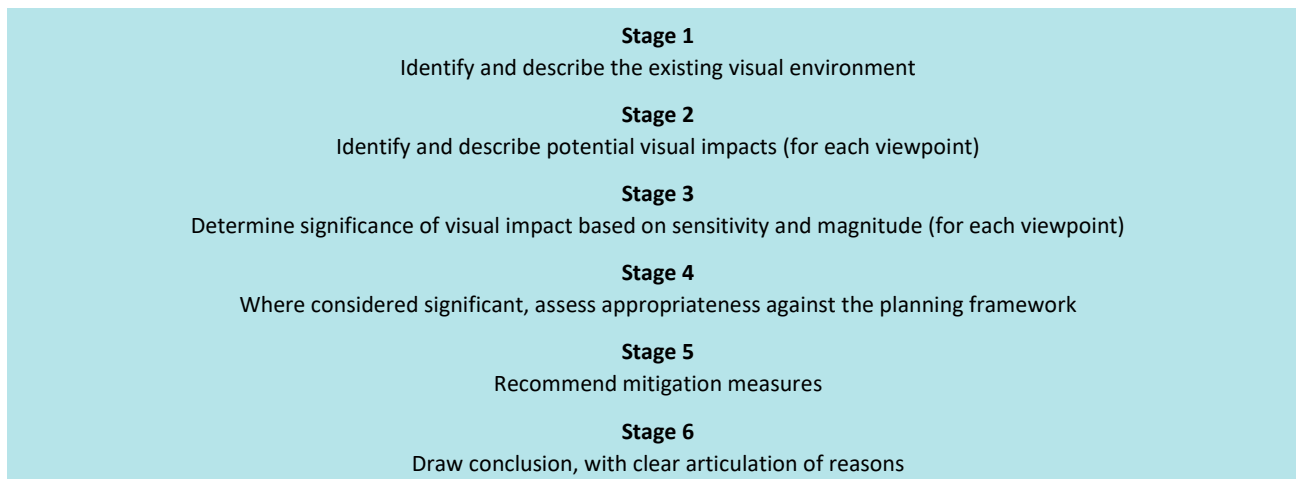


## 6.0 Methodology

The methodology undertaken by this VIA is generally in accordance with that set down in the 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA3) published by the Landscape Institute and Institute of Environmental Management and Assessment in 2013, adjusted to better reflect the local NSW context by including consideration of:

- The requirements of the NSW planning system under the *Environmental Planning & Assessment Act 1979*; and
- NSW Land and Environment Court planning principles.

The GLVIA3 methodology is outlined below.



### 6.1 Assumptions, limitations and exclusions

The following assumptions apply to this VIA:

- Development will occur generally in accordance with plans provided in the associated Statement of Environmental Effects (SEE).

The following limitations apply to this VIA:

- The proposal is represented by photomontages prepared in accordance with Land and Environment Court photomontage policy. While such photomontages provide an indication of likely future visual environment, they can only provide an approximation of the rich visual experience enabled by the human eye. As they are based on photographs, the same limitations that apply to photography, including optical distortion, apply.

The following exclusions apply to this VIA:

- Consideration of impact on the private domain is excluded;
- Consideration of night-time impact, including lighting, is excluded;
- Detailed consideration of heritage matters is excluded; and
- Consideration of impact on Aboriginal cultural heritage values associations with landscape is excluded. This is only appropriately undertaken by a member or qualified representative of the Aboriginal community.

## 7.0 Visual catchment

### 7.1 Viewshed

The viewshed is that part of the public domain most exposed to views of the proposal. The physical extent of the viewshed will be relatively small and primarily contained to Mona Vale Road.

The following table identifies the viewshed for the proposal. The subsequent figures indicate the visibility of the eastern face of the rail overpass from the viewshed.

**Table 9 Viewshed**

Direction	Boundary	Distance (approx.) from site
North	Mona Vale Rd at Grandview St	230m
East	Carlotta Ace, near intersection with Mount William St	200m
South	N/A	N/A
West	Mandalay Place	50m



**Figure 5 Viewshed – northern extent (Mona Vale Road at Grandview Street)**

Source: Google Maps





**Figure 6** Viewshed – eastern extent (Carlotta Avenue, near Mount William Street)

*Source: Google Maps*



**Figure 7** Viewshed – western extent (Mandalay Place)

*Source: Google Maps*



## 7.2 Existing visual character

The existing visual character of the viewshed can be considered to exhibit the following perceptual attributes:

- Suburban residential in nature
- Dominance of main roads
- The overpass is the only elevated structure.

The following table provides a high level consideration against formal aesthetic attributes:

**Table 10 Aesthetic attributes**

Heading	Description
Line	Horizontal and vertical lines dominate
Shape and form	Geometric, rectangular forms dominate
Colour	A variety of colours, including natural vegetation and housing brickwork of a variety of colours.
Texture	A variety of softer natural vegetative textures and coarser artificial textures from concrete and brickwork

## 7.3 Preferred future visual character

While under SEPP64, local environmental plans and development control plans are not applicable to the assessment of the proposal, they nonetheless provide an indication of the preferred future visual character of the site and area.

As the site is located within the Ku-ring-gai Local Government Area, it is subject to the:

- Ku-ring-gai Local Environmental Plan 2015 (KLEP2015); and
- Ku-ring-gai Development Control Plan 2015 (KDCP2015).

### 7.3.1 Ku-ring-gai Local Environmental Plan 2015

Under the KLEP 2015, the railway bridge is subject to the following provisions relevant to character:

**Table 11 Ku-ring-gai Local Environmental Plan 2015 – the site**

Matter	Key information
Zoning	SP2 – Infrastructure
Floor space ratio	N/A
Height	N/A
Heritage	N/A
Other	N/A

### 7.3.2 Surrounding land

Under the KLEP 2015, land surrounding the site is subject to the following provisions relevant to character:

**Table 12 Ku-ring-gai Local Environmental Plan 2015 – context**

Direction	Zone	Floor space ratio	Height	Heritage	Other
North	R4	0.4:1	9.5m	N/A	N/A
South	B5, B4	1:1, 2.3:1	11.5m, 26.5m	N/A	N/A
East	R4	1.3:1	17.5m	N/A	N/A
West	B7	3.5:1	32.5m	I593 – 3M Building (former)	N/A

### 7.3.3 Ku-ring-gai Development Control Plan 2015

As with the bridge, the site is not subject to provisions relevant to character under the Ku-ring-gai Development Control Plan 2015 (including with regards to a special character area or signage precinct).

## 7.4 Visual receptors

The below table identifies the visual receptors exposed to views of the proposal.

**Table 13** Visual receptors

Direction	Close range (<150m)	Medium to long range (150m and greater)
North	Travellers on Mona Vale Road	Kirby Park
South	N/A	N/A
East	Residents of Carlotta Avenue	Residents of Carlotta Avenue
West	Residents of Mandalay Place	Residents of Grandview Street

## 8.0 Visual impact

### 8.1 Viewpoints

Figure 8 below identifies the viewpoints within the viewshed selected as the basis for assessment of visual impact.



**Figure 8** Selected viewpoints for this VIA

Source: Nearmap, edits by Ethos Urban





**Figure 9** Viewpoint 1 (Mona Vale Road) – visual impact

Source: Sydney Trains



**Figure 10** Viewpoint 2 (Mandalay Place) – visual impact

Source: Sydney Trains





**Figure 11 Viewpoint 3 (Kirby Park) – visual impact**

Source: Sydney Trains

## 8.2 Assessment

From all viewpoints, the proposal is considered to represent a minor to moderate change over a restricted area. The proposed signage is to be directly affixed to the existing railway bridge and generally does not protrude above it, and therefore will not result in any adverse disruptions to existing site lines or visual amenity. The signage is compatible with the currently bare concrete façade of the eastern face of the bridge and will improve visual interest.

Kirby Park is considered to be a more sensitive viewpoint than that of Mona Vale Road or Mandalay Place by virtue of its nature as a neighbourhood park where members of the local community congregates. Nevertheless, as shown in **Figure 11**, the signage is located distance away from the park and will not disrupt or alter any sightlines from Kirby Park, or adversely affect residents' ability to enjoy the local park.

The proposal is considered to be an ongoing change that is able to be easily reversed. On this basis, as shown in the below table, the magnitude of the impact is assessed as ranging from perceptible (at Kirby Park) to noticeable (at Mona Vale Road and Mandalay Place).

**Table 14 Assessment of visual impact**

Viewpoint	Sensitivity	Magnitude	Significance
1. Mona Vale Road	Low	Noticeable	Low
2. Mandalay Place	Low	Noticeable	Low
3. Kirby Park	Moderate	Perceptible	Low



## 9.0 Assessment against the planning framework

### 9.1 State Environmental Planning Policy No. 64 – Advertising and Signage

The proposed development is consistent with the aims and objectives of SEPP 64 in that:

- The size and scale of the signage is appropriate for the broader context in which the sign is located;
- It does not block any significant views and will not adversely impact the amenity of future character of the surrounding area;
- It does not block any road signs or signals;
- It is of a high-quality design and finish, in an orientation that is unusual and visually appealing for advertising signage; and
- It will provide a public benefit through the revenue generated from the advertising sign which will contribute to improving services and rail infrastructure by Sydney Trains.

An assessment against Schedule 1 ‘Assessment criteria’ of the SEPP is provided in **Table 15** below.

**Table 15 SEPP 64 Assessment**

Objective	Assessment	Compliance
<b>1 Character of the Area</b>		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The surrounding area is characterised by a mixed use setting as well as residential zones on the eastern boundary that is screened by acoustic fencing and vegetation. In light of this, the proposal has adopted an appropriate level of advertising signage for the existing and desired future character of the area. The proposal reflects the importance of providing high quality signage structures that is integrated appropriately with the asset on which its affixed to.	✓
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Yes, the proposal is considered consistent with particular themes for outdoor signage relating to outdoor advertising structures in that it will be able to be utilised for displaying emergency messages or threat-to-life alerts by NSW Government	✓
<b>2 Special Areas</b>		
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?	The proposal does not detract from the visual quality of the area and is not within any environmentally sensitive area, natural conservation area, open space areas, waterway, rural landscape, not in direct proximity to residential development. The scale and design of the signage will ensure that it does not detract from heritage items within the precinct.	✓
<b>3 Views and Vistas</b>		
Does the proposal obscure or compromise important views?	The proposal does not obscure or compromise important views. It does not protrude above any structure or block any existing vista.	✓
Does the proposal dominate the skyline and reduce the quality of vistas?	No, the proposal is not protruding above any structure into the skyline.	✓
Does the proposal respect the viewing rights of other advertisers?	The proposed signage is of a scale that will respect the viewing rights of other signage.	✓
<b>4 Streetscape, setting or landscape</b>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposal is considered appropriate as it responds to the overall size of the overpass bridge and reflects the scale of similar advertising signage on roadways within the broader LGA.	✓
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposal will improve the visual interest of the roadway by facilitating high quality advertising signage that integrates with the architectural characteristics of the existing overpass bridge.	✓

Objective	Assessment	Compliance
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	There is no existing signage on the eastern elevation of the overpass (the subject site).	✓
Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	✓
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The advertising sign structure does not protrude above the pedestrian bridge on which it is affixed to.	✓
Does the proposal require ongoing vegetation management?	The proposal does not require any ongoing vegetation management.	✓
<b>5 Site and Building</b>		
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?	The proposal has been carefully designed to be compatible with the scale, proportions, and presentation of the railway overpass at Mona Vale Road. The scale of the proposal is considered to be appropriate for the context of the site and will support the mixed-use character of the area.	✓
Does the proposal respect important features of the site or building, or both?	The proposal is respectful in its design and will not dominate the surrounding locality or detract from any of the important features of the overpass.	✓
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	Yes. The proposal is considered to exemplify innovation in regard to the digital display board allowing a reel of display advertisements and other important civic messages including emergency responses or tourism and events advertising. The proposal has been specifically designed to recognise the importance of displaying accurate information and events that will contribute to the area.	✓
<b>6 Associated devices and logos with advertisements and advertising structures</b>		
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?	The visual display screen is central to the design of the proposed advertising signs. The proposed signage will be mounted directly to the side elevations of the existing railway overpass bridge, affixed to an ACM clad backboard but does not rely on any additional external structures or platforms.	✓
<b>7 Illumination</b>		
Would illumination result in unacceptable glare?	The proposed signage does not result in unacceptable glare.	✓
Would illumination affect safety for pedestrians, vehicles or aircraft?	The illumination will not affect safety for pedestrians, vehicles or aircraft. The visual display board will be static and non-moving.	✓
Would illumination detract from the amenity of any residence or other form of accommodation?	The illumination will not detract from the amenity of any residence or other form of accommodation.	✓
Can the intensity of the illumination be adjusted, if necessary?	Yes, the intensity of the illumination can be adjusted if it is found necessary.	✓
Is the illumination subject to a curfew?	The proposal does not include an illumination curfew.	✓
<b>8 Safety</b>		
Would the proposal reduce safety for any public road?	The proposed visual display board will not display any flashing, moving or distracting content to road traffic. It will be a static image that is illuminated only, consistent with other advertising signs along road corridors within the LGA.	✓
Would the proposal reduce safety for pedestrians/cyclists?	The proposal is not considered to reduce safety for pedestrians or cyclists as it is not positioned to interfere with any existing footpath or cycleway.	✓
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposal is considered unlikely to pose a safety threat for pedestrians or children as it does not block any significant sightlines from public areas of key importance.	✓

Additionally, it is important to note that Clause 16(1) of SEPP 64 states that the display of an advertisement on transport corridor land is permissible with development consent if it is the display of an advertisement by or on behalf of RailCorp, NSW

Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor. Or, if it is the display of an advertisement by or on behalf of the RMS on a bridge constructed by or on behalf of RMS on any road corridor, or if it is on land that is owned, occupied or managed by RMS and that is within 250 metres of a classified road.

## 9.2 Transport Corridor Outdoor Advertising and Signage Guidelines

**Table 16** provides an assessment of the proposal against the *Transport Corridor Outdoor Advertising and Signage Guidelines*.

**Table 16** Assessment against section 2.3.2 'Sign placement in transport corridors in urban areas'

Provision		Response	Consistency
A	Advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads within or adjacent to strategic transport corridors passing through enterprise zones, business development zones, commercial core zones, mixed use zones or industrial zones	Signage is permitted with consent on the site and in the surrounding area. The proposed signage is associated with a major arterial road corridor (A3 Mona Vale Road), that is also in close proximity to the A1 Pacific Highway.	Yes
B	Advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads within or adjacent to strategic transport corridors passing through entertainment districts or other urban locations identified by the local council in a relevant strategy as being appropriate for such advertising		Yes
N/a	Consideration must be given to the compatibility of advertising development with surrounding land uses and whether such advertising will impact on sensitive locations. For instance, placement of advertising along transport corridors should not result in increased visibility of signage in adjacent or surrounding residential areas	As demonstrated above, the proposed signage is compatible with surrounding land uses and will not adversely impact on surrounding sensitive receivers.	Yes

**Table 17** Assessment against section 2.4 'Sign clutter controls'

Provision		Response	Consistency
A	Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter	Although the western face of the bridge currently contains two existing signs, there are no advertising elements on the eastern face where the proposed signage is to be located.	Yes
B	Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.	There is no advertising clutter in the area.	Yes
C	In rural areas, and along freeways and tollways, no more than one advertising structure should be visible along a given sightline	The site is not located in a rural area.	Yes

**Table 18** Assessment against section 2.4 'Sign clutter controls'

Provision		Response	Consistency
A	The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure	Refer to the associated SEE – the proposed structure is considered to demonstrate design excellence.	Yes
B	The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located	The placement, scale and proportions of the sign enable it to integrate into the overall outline of the bridge.	Yes

Provision		Response	Consistency
C	The advertising structure should be in keeping with important features of the site, building or bridge structure	Further to item (B) above, the sign will enable continued appreciation of the bridge as a distinct element.	Yes
D	The placement of the advertising structure should not require the removal of significant trees or other native vegetation	The proposal does not require the removal of trees or vegetation.	Yes
E	The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor the development of a landscape management plan may be required as a condition of consent landscaping outlined within the plan should require minimal maintenance	It is not appropriate for the proposed signage to incorporate landscaping elements.	Yes
F	Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed	These elements will be designed as an integral part of the signage or structure on which it is to be displayed.	Yes
G	Illumination of advertisements must comply with the requirements in Section 3.3.3	Illumination is capable of complying with the requirements in Section 3.3.3.	Yes
H	Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves	Light spillage will not occur into any of these areas.	Yes

**Table 19** Assessment against section 2.5.5 'Bridge signage criteria'

Provision		Response	Consistency
A	The architecture of the bridge must not be diminished	The sign will enable continued appreciation of the bridge as a distinct element.	Yes
B	The advertisement must not extend laterally outside the structural boundaries of the bridge	The proposal does not extend laterally outside the structural boundaries of the bridge.	Yes
C	The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m	The advertisement does not extend below the soffit of the superstructure of the bridge.	Yes
D	On a road or pedestrian bridge, the advertisement must: <ul style="list-style-type: none"> <li>i. not protrude above the top of the structural boundaries of the bridge</li> <li>ii. not block significant views for pedestrians or other bridge users (e.g. cyclists)</li> <li>iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users</li> </ul>	The placement, scale, form and design of the proposal: <ul style="list-style-type: none"> <li>• does not protrude above the top of the structural boundaries of the bridge</li> <li>• not block significant views for pedestrians or other bridge users</li> <li>• does not reduce safety for drivers, pedestrians or other bridge users</li> </ul>	Yes
<b>Is merit based assessment required due to inconsistency?</b>			No

## 10.0 Mitigation measures

Under the GLVIA3, there are three broad types of mitigation measures:

- Avoid;
- Minimise; and
- Offset.

There are a number of stages in the development process when mitigation measures should be considered. Of relevance to this proposal are the following:

- Primary measures: considered as part of design development and refinement; and
- Secondary measures: considered as part of conditioning a development consent.

As has been outlined in the associated SEE, the proposal has been the subject to a technical process that has included consideration of visual impact matters. This has resulted in the incorporation of a number of primary measures that seek to avoid and minimise any potential significant adverse visual impacts.

As has been determined by this VIA, the incorporation of these mitigation measures have been critical to the determination of acceptable visual impact. On this basis, it is not considered necessary to make further fundamental or otherwise large-scale amendments to the proposal in its current form to satisfactorily manage visual impact.

## 11.0 Conclusion

The significance of the proposal's visual impact is considered to be negligible to low and the proposal is assessed and being consistent with SEPP64 and the guidelines.

The proposal can therefore be supported on visual impact grounds.