

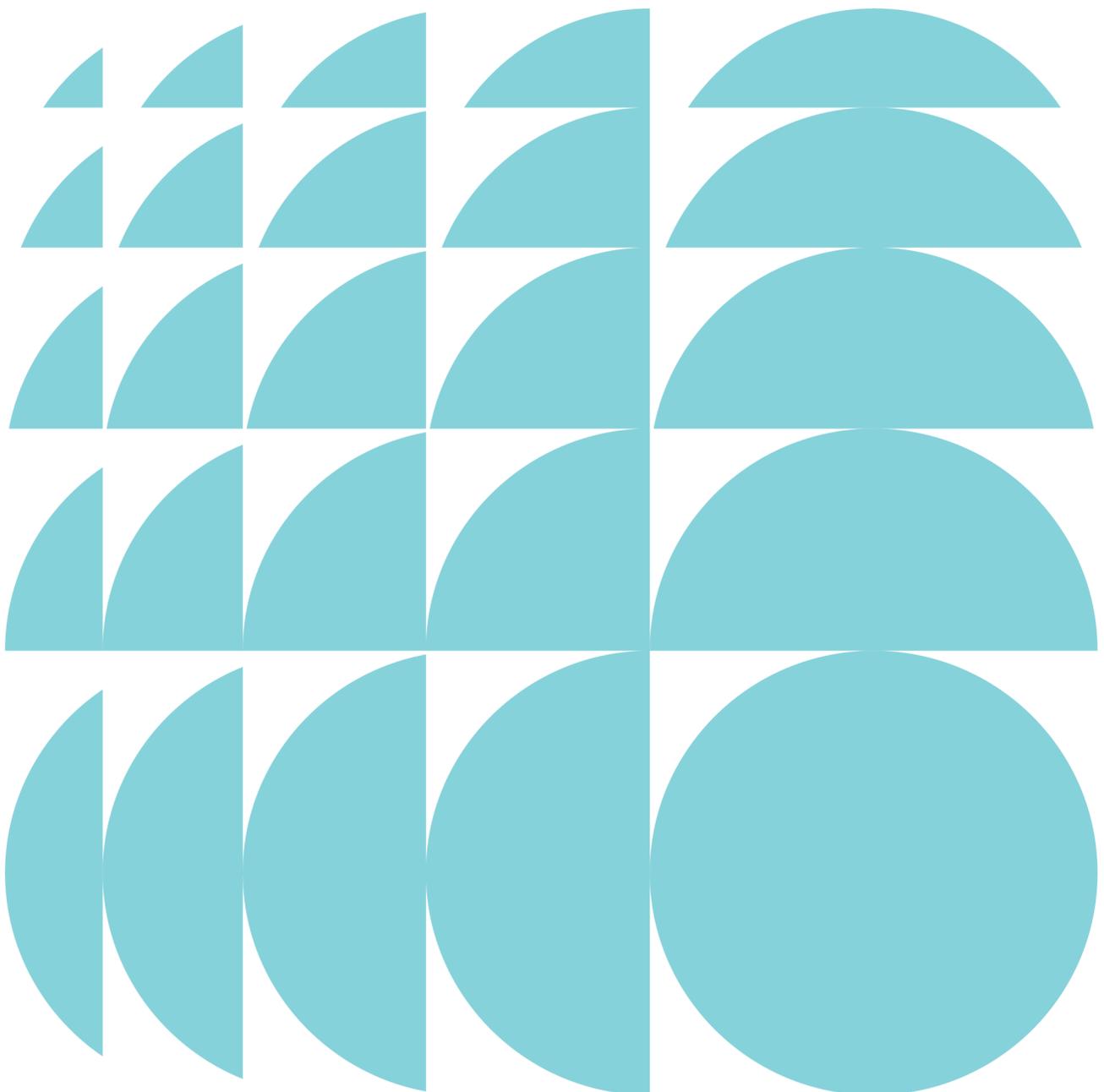
# ETHOS URBAN

## Visual Impact Assessment

Proposed Advertising Billboard Signage on land located at Woodville Road, Granville.

Submitted to Department of Planning,  
Industry and Environment  
On behalf of Sydney Trains

14 December 2020 | 2200249



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14 December 2020

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Ethos Urban	

## 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>	Parramatta City 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

Key term or abbreviation	Meaning	Source
<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
<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 both the northern and southern sides of the Woodville Road rail overpass in Granville.

In accordance with State Environmental Planning Policy No 64—Advertising and Signage (SEPP64), a visual impact assessment of this proposal was undertaken.

The proposal will be visible from a relatively small area of the public domain (the viewshed) mainly confined to Woodville Road and immediate adjoining areas. The viewshed is located between the residential land uses located to the south and light industrial uses located to the north. To the north of the site, Woodville Road is crossed by the Western Motorway providing essential connection between Western Sydney and the CBD. Clusters of vegetation surround the rail overpass and provide a level of visual relief from the urbanity of the visual context.

Due to the role of Woodville Road in the road hierarchy and its connection to Parramatta, a regional attractor, a large proportion of people exposed to the view are reasonably considered to be travellers heading north and south.

Four (4) viewpoints were selected to give an indication of sensitivity, magnitude and significance of visual impact:

1. Woodville Road (Southern side)
2. Wallace Street
3. Woodville Road (Northern side)
4. Tram Terminus Memorial Park

On a balance of matters, the viewpoints can be considered to have a low sensitivity due to the nature of change proposed. Key factors influencing this include:

- The visual catchment is dominated by Woodville Road and the existing railway overpass.
- Despite the Tram Terminus Memorial Park containing a general heritage item (being the Railway Centenary Monument), proposed impacts are minor as the proposed signage is situated between columns supporting the railway overpass and which obstruct parts of the views from the Memorial Park.
- The main visual receptors will be people travelling in vehicles, with a consequent reduced level of interest or attention in views and visual amenity.
- The bridge is currently not well kept which has led to visible vandalism. The proposed signage will provide modern signage which is anticipated to detract from the existing graffiti.

For all viewpoints, the scale of change represents a moderate change over a restricted area. Combined with signage of this nature being ongoing but readily able to be reversed without the need for major restoration or other measures, the magnitude of visual impact is noticeable. Informing this decision are the following general observations:

- From viewpoint 4, the proposal is unlikely to be viewed as it is occluded by the supporting columns associated with the railway bridge.
- From viewpoint 3, 2 and 1, the proposal will be seen together with the rail overpass.

Viewpoint 4 is located at Terminus Memorial Park which contains the Railway Centenary Monument and as such is of the highest level of cultural and social value. This is reflected in the Monument's listing in the Holroyd LEP 2013 as a local heritage item. Review of its statement of significance shows that much of its value derives from its intrinsic association with remembrance.

The following table provides an overview of sensitivity, magnitude and significance of visual impact.

Viewpoint	Sensitivity	Magnitude	Significance
1 - Woodville Road (Southern Side)	Low	Noticeable	Moderate
2 - Wallace Street	Low	Perceptible	Low
3 - Woodville Road (Northern Side)	Low	Noticeable	Low
4 - Tram Terminus Memorial Park	Low	Considerable	Low

When assessed against SEPP64 and its supporting Transport Corridor Outdoor Advertising and Signage Guidelines (the guidelines), the proposal is considered:

- to be consistent 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
- enable continued appreciation of the bridge.

On this basis, 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.

## 1.0 Introduction

This report is a visual impact assessment (VIA). Its purpose 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) on land located on the existing rail bridge which crosses over Woodville Road, Granville.

It has been prepared by Ethos Urban on behalf of Sydney Trains (the applicant) 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: existing visual environment** – 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: mitigation measures** – identifies any mitigation measures to address any adverse visual impacts
- **Part 10: 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

This part of the VIA identifies and describes the site and its context

### 2.1 The site

The site is a railway overpass running over Woodville Road and runs in an east to west direction. The site is surrounded by a mix of single-storey housing and businesses to the south, and the train line, Western Motorway and a small business park to the north.. The Parramatta Train Terminus Memorial Park and statue sits to the immediate northwest of the site. Woodville Road is 3 lanes each way travelling north to south and is approximately 18 metres in width. The road is managed by Cumberland City Council on behalf of RMS.

The railway overpass travels in a north/south direction and services the T2 and T7 lines. The overall dimensions of the railway overpass bridge are approximately 20m in length and 35m in width.

There is one existing sign on the southern side of the overpass that sits 15 metres in front of the bridge. There is also a small height warning sign on the northern side of the overpass bridge.

**Table 1** provides an overview of the site details and **Table 2** outlines the visual characteristics of the rail overpass.

The site’s aerial and locational context is shown in **Figure 1** and **Figure 2**. Photographs of the development site are provided in subsequent figures.

**Table 1: The site**

Matter	Description
Address	Rail overpass above Woodville Road.
Legal description	Lot 1 DP1185001
Landform	The bridge is at an even level.
Vegetation	Sparse vegetation is located on either end of the rail bridges.
Existing use	The site is currently used as a railway bridge. There are no existing advertisements on the bridge.

**Table 2: Visual characteristics of the bridge**

Element	Description
Line	Straight, horizontal lines dominate the bridge formation.
Shape and form	Geometric form dominates.
Colour	Predominantly dark grey.
Texture	Primarily expressed as concrete.



 Indicative Proposed Signage Location

 NOT TO SCALE

**Figure 1: The site**

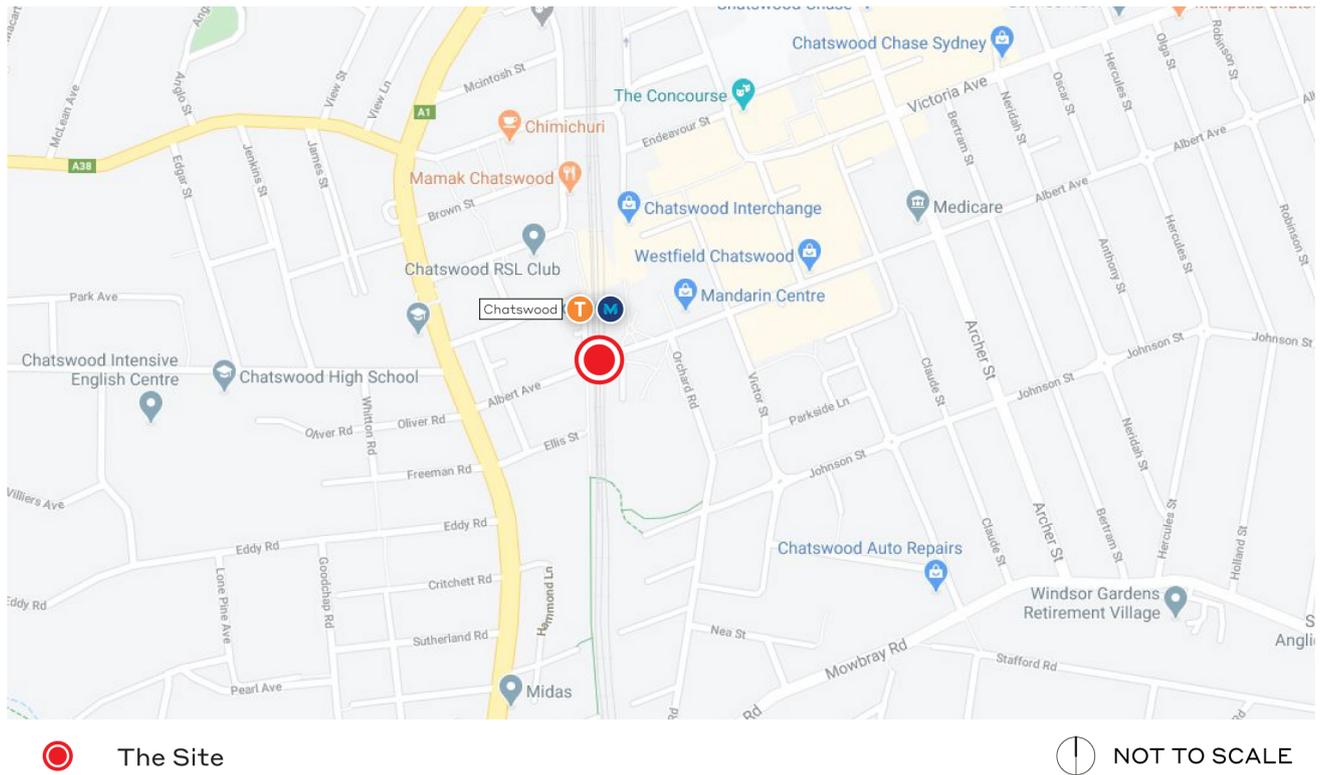


Figure 2: Locational context



Figure 3: View of the northern side of Woodville road, eastern sign location on the northern side of the bridge looking west



Figure 4: View of the southern side of the Woodville road rail overpass of the eastern sign location from the southern side of the bridge looking north



Figure 5: View of the southern sign location from the southern side of the bridge



Figure 6: View of the western sign location and Thomas Lane from the southern side of the bridge looking north.

## 2.2 The context

Table 3 identifies and describes surrounding land use, built form and public domain.

Table 3: The context

Direction	Use	Built form	Public domain
North	Light industrial	Low-rise warehouses	Narrow public footpath, streets are car dominated streets.
South	Residential	Low-rise bungalow cottages	Limited access to footpaths. Streets are car dominated and include driveways to access residences.
East	Businesses, rail line	Low-rise warehouses	Limited to no public domain works.
West	Memorial Park, recreational	Large lot industrial	Limited to no public domain works.

## 3.0 The proposal

This part of the VIA describes the proposal and the development application

### 3.1 The proposal

The associated Statement of Environmental Effects outlines the proposal. Table 4 identifies key information relevant to visual impacts.

Table 4: The proposal

Heading	Description
Demolition	No
Construction	Yes
Use	Advertising (outdoors)
Type	Advertising on a railway bridge
Format	Digital sign (static and non-static)

Heading	Description
Mode	Fixed
Size	Greater than 20sqm
Height	Less than 8m above ground
Direction of sign face	East and west

## 4.0 The development application

This part of the VIA describes the development application and its assessment and determination process

Table 5 provides key information on the development application.

**Table 5: The development application**

Matter	Key information
Applicant	Sydney Trains
Level of assessment	Development that needs 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

This part of the VIA identifies the relevant parts of the planning framework applicable to the assessment of visual impact

### 5.1 Applicable parts

The following tables identify 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
- 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 6: Applicable parts of the planning framework**

Matter	Key information
Acts	Environmental Planning Act 1979
Strategic plans	N/A
Environmental planning instruments	State Environmental Planning Policy: State Environmental Planning Policy No 64—Advertising and Signage (SEPP64)
Guidelines, policies or other planning documents	Transport Corridor Outdoor Advertising and Signage Guidelines

## 5.2 Relevant parts

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

**Table 7: Relevant parts of the planning framework**

Matter	Key information
Environmental Planning Act 1979	Part 4, division 4.3, section 4.15
State Environmental Planning Policy No 64—Advertising and Signage	<ul style="list-style-type: none"> <li>Part 1, clause 3 (1) (a) – objectives</li> <li>Schedule 1 – assessment criteria</li> </ul>
Transport Corridor Outdoor Advertising and Signage Guidelines	<ul style="list-style-type: none"> <li>Section 3 – Advertisements and Road Safety</li> <li>Section 4 – Public Benefit Test for Advertisement Proposals</li> </ul>

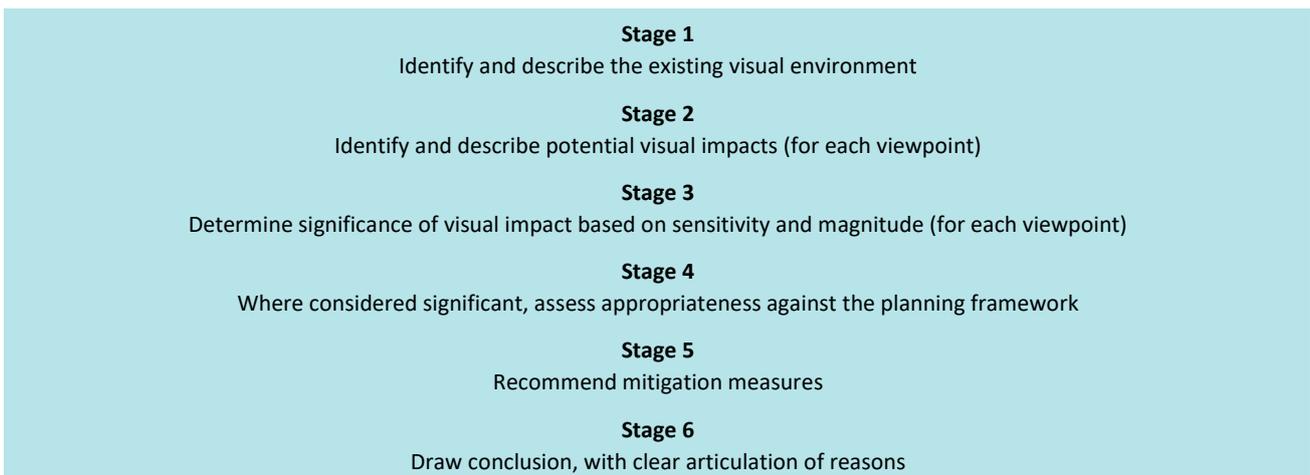
## 6.0 Methodology

This part of the VIA outlines the methodology used, including how sensitivity and magnitude combine to determine the significance of the likely visual impact on the existing visual environment

The methodology undertaken by this VIA is generally 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 and Assessment Act 1979; and
- NSW Land and Environment Court planning principles.

The GLVIA methodology is broadly outlined in **Figure 7**.



**Figure 7: Methodology**

### 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
- 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

This part of the VIA identifies and describes the existing visual environment, including the viewshed and visual receptors

### 7.1 Viewshed

Table 8 identifies the viewshed for the proposal. The subsequent figures indicate the visibility of the bridge from parts of the viewshed.

Table 8: Viewshed

Direction	Boundary
North	Woodville Road
North - Western	Tran Terminus Memorial Park
South	Woodville Road



Figure 8: Viewshed – northern extent



Figure 9: Viewshed – north western extent (captured from Tram Terminus Memorial Park)



Figure 10: Viewshed – southern extent

## 7.2 Existing visual character

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

- busy road corridor
- the road itself drops down to fit beneath the subject and another overhead bridge
- land uses to the south are elevated above the height of the road
- land uses to the north are industrial in nature.

It is not considered that the visual catchment exhibits a high level of visual amenity when considered against typical value considerations.

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

**Table 9: Aesthetic attributes**

Heading	Description
Line	Horizontal and vertical lines dominate
Shape and form	Geometric, rectangular forms dominate
Colour	Predominantly dark grey, with green from surrounding natural vegetation.
Texture	Largely coarse from a range of construction materials, including bitumen and concrete.

## 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.

### 7.3.1 The site

As the land is located in the City of Parramatta local government area which is currently operating under multiple Local Environmental Plans. The site falls between the former Parramatta and Holroyd LGAs and is subject to the following plans:

- North:
  - Holroyd Local Environmental Plan 2013 (HLEP2013); and
  - Holroyd Development Control Plan 2013 (HDCP2013).
- South:
  - Parramatta Local Environmental Plan 2011 (PLEP2011); and
  - Parramatta Development Control Plan 2011 (PLEP2011).

### Parramatta Local Environmental Plan 2011 and Holroyd Local Environmental Plan 2013

Under the PLEP2011 and the HLEP 2013, the railway bridge is subject to the following provisions relevant to character:

**Table 10: Parramatta and Holroyd Local Environmental Plans – the site**

Matter	PLEP2012	HLEP2013
Zone	SP2 – Classified Road	SP2 – Infrastructure
Floor space ratio	N/A	N/A
Height	N/A	N/A
Heritage	N/A	Item – General (I23): Railway Memorial
Other	N/A	N/A

### 7.3.2 Surrounding land

Under the PLEP2012 and HLEP2013, the surrounding land is subject to the following provisions relevant to character:

**Table 11: Parramatta and Holroyd Local Environmental Plans – the context**

Direction		Zone	Floor space ratio	Height	Heritage	Other
North	HLEP 2013:	SP2 Classified Road	1:1	N/A	Item – General (I11): Vauxhall Inn, circa 1938-9 & (I23): Railway memorial	N/A
	PLEP 2012:	B6 Enterprise Corridor	1.5:1	12m	Item General (I214): Conjoined residences & (I215): Single storey residence	N/A
East	HLEP2013:	B5 Business Development	1:1	15m	N/A	N/A
	PLEP2012:	B6 Enterprise Corridor	1.5:1	12m	N/A	N/A
West	HLEP2013:	B5 Business Development	1:1	15m	N/A	N/A
	PLEP2012:	R2 Low Density Residential	0.5:1	9m	N/A	N/A

### 7.3.3 North sign – Holroyd Development Control Plan

Under the HDCP 2013, the northern portion of the site is subject to the following provisions relevant to character:

**Table 12: Holroyd Development Control Plan – the site and context**

Matter	Applicability	Provision	Compliance
General Controls	No	N/A	-
Residential Controls	No	N/A	-
Commercial, Shop Top Housing and Mixed Use Development Controls	No	N/A	-
Industrial Controls	No	N/A	-
Public Participation	No	N/A	-
Advertising and Signage Controls	Yes	<p>5. Signs in Open Space and Infrastructure Zones</p> <p>C2. Signs on land within the SP2 Infrastructure Zone must be located to minimise their visual impact when viewed from adjoining residential land or open space.</p> <p>C3. Signs on land within the SP2 Infrastructure Zone must address the relevant roadway or railway and not address adjoining land or open space.</p> <p>C4. Signs on land within the SP2 Infrastructure Zone must not impair drivers' vision or distract drivers' attention. Animated, rotating or mechanised signs for the purpose of moving displays or variable messages must not be used other than for the provision of road information to drivers.</p>	✓
Places of Public Worship Controls	No	N/A	-
Heritage and Conservation Controls	Yes	<p>4. Specific controls for development in the vicinity of a heritage item</p> <p>C5. New development should be compatible with heritage items in terms of its scale and massing-overall bulk and arrangement of parts.</p>	✓
Child Care Centres Controls	No	N/A	-
Site Specific Controls	No	N/A	-
Holroyd Gardens	No	N/A	-
Town Centre Controls	No	N/A	-
Merrylands Centre Controls	No	N/A	-
Transitway Station Precinct Controls	No	N/A	-

Matter	Applicability	Provision	Compliance
Guild Pipehead Site Controls	No	N/A	-
Pemulwuy Residential Controls	No	N/A	-
Pemulwuy Northern Employment Lands Controls	No	N/A	-
Tamplin Road Reserve	No	N/A	-

### 7.3.4 South sign – Parramatta Development Control Plan

Under the PDCP 2011, the southern portion of the site is subject to the following provisions relevant to character:

**Table 13: Parramatta Development Control Plan – the site and context**

Matter	Applicability	Provision
Site Planning	No	N/A
Development Principles	No	N/A
Town and Neighbourhood Centres	No	N/A
Special Character Areas	No	N/A
Strategic Precincts	No	N/A
Heritage Areas	No	N/A
Other Provisions	No	N/A

### 7.4 Visual receptors

Table 14 identifies the visual receptors exposed to views of the proposal.

**Table 14: visual receptors**

	Close range (<150m)	Medium to long range (150m and greater)
North	Woodville Road	Woodville Road, Western Motorway onramp,
South	Woodville Road	Woodville Road, private housing
East	Business Park, Train line	Business park, Train line
West	Parramatta Train Terminus Memorial Park, Train line	Parramatta Train Terminus, A’becketts Creek, Western Motorway

## 8.0 Visual impact

This part of the VIA identifies, describes and analyses the likely visual impact of the proposal on the existing visual environment based a selection of viewpoints and assesses the significance of these impacts against the factors of sensitivity and magnitude

### 8.1 The viewpoints

The following figure identifies the viewpoints within the viewshed selected as the basis for assessment of visual impact.



Figure 11: Viewpoints



Figure 12: Viewpoint 1 (Woodville Road Southern Side) - visual impact



Figure 13: Viewpoint 2 (Wallace Street) - visual impact



Figure 14: Viewpoint 3 (Woodville Road – Northern Side) - visual impact



Figure 15: Viewpoint 4 (Tram Terminus Memorial Park) – visual impact

## 8.2 Assessment

On a balance of matters, the viewpoints can be considered to have a medium to low sensitivity to the nature of change proposed. Key factors influencing this include:

- The visual catchment is dominated by the existing rail bridges when viewed from all viewpoints.
- The location of the signs on the lower rail bridge provides a more discrete location when compared to the higher bridge which possesses greater visual dominance.
- Directional signage already exists on the southern side of the railway bridge. Clearance signs are provided on both sides which are fixed to the bridge.
- The main visual receptors will be commuters travelling in vehicles heading north and south bound into and out of the Parramatta City Centre, with a consequent reduced level of interest or attention in views and visual amenity.
- The new sign additions will contribute to the renewal of the bridge appearance and will revitalise the key commuter gateway into Parramatta.
- Viewpoint 1 exemplifies a low impact as the visual catchment does not include any receptors that would be compromised due to the sign. The sign is fixed to the existing lower railway bridge and does not protrude above the second railway bridge located above.
- Viewpoint 2 is located further away from viewpoint 1 showing the sign in the context of the existing topography of the site. The view continues to exemplify a low impact.
- Viewpoint 3 represents a low impact as similarly, to viewpoint 1, the visual catchment does not include any receptors that would be compromised due to the sign. The sign on the northern side of the bridge is also fixed to the lower railway bridge and does not protrude above the second railway bridge located above.
- Viewpoint 4 is located at Terminus Memorial Park which contains the Railway Centenary Monument and as such is of the highest level of cultural and social value. This is reflected in the Monument’s listing in the Holroyd LEP 2013 as a local heritage item. Review of its statement of significance shows that much of its value derives from its intrinsic association with remembrance.

Combining sensitivity with magnitude, the significance of visual impact is considered low from all viewpoints.

**Table 15: Assessment of visual impact**

Viewpoint	Sensitivity	Magnitude	Significance
1 - Woodville Road (Southern Side)	Low	Noticeable	Moderate
2 - Wallace Street	Low	Perceptible	Low
3 - Woodville Road (Northern Side)	Low	Noticeable	Low
4 - Tram Terminus Memorial Park	Low	Considerable	Low

When assessed against SEPP64 and its supporting Transport Corridor Outdoor Advertising and Signage Guidelines (the guidelines) (in the SEE), the proposal is considered:

- to be consistent with the existing prevailing visual character of the viewshed
- not to obscure or compromise important views
- not to unreasonably dominate the skyline or reduce the quality of vistas
- not to adversely impact the viewing rights of other advertisers

On this basis, the significance of the proposal’s visual impact is considered to be low and can therefore be supported on visual impact grounds.

## 9.0 Mitigation measures

This part of the VIA identifies and describes mitigation measures considered appropriate to address likely visual impact

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

1. avoid
2. minimise
3. 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
- 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.

## 10.0 Conclusion

This part of the VIA identifies whether the proposal can be supported on visual impact grounds

The significance of the proposal's visual impact is considered to be low in the context of the identified viewpoints. The proposal includes new advertising signage and has been designed to be noticeable to be able to raise revenue to fund further transport offerings provided by Sydney Trains and is supported by a Public Benefit Statement as provided with this DA.

The proposal can therefore be supported on visual impact grounds.