

311 SOUTH STREET, MARSDEN PARK VISUAL IMPACT ASSESSMENT

PREPARED FOR

DEXUS WHOLESALE MANAGEMENT PTY LTD

FOR SUBMISSION MAY 2022

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APPENDIX 1 : VISUAL EFFECTS AND IMPACTS DESCRIPTIONS

APPENDIX 2 : PHOTOMONTAGE PREPARATION AND METHOD

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URBIS STAFF RESPONSIBLE FOR THIS REPORT

Project Lead/Manager: Jane Maze-Riley

Visualisation Lead: Ashley Poon

Consultant: Bethany Lane

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EXECUTIVE SUMMARY

The potential visual catchment of the subject site was identified through fieldwork observations and analysis of aerial and topographical mapping and was found to be limited in extent and constrained to immediately surrounding roads, by existing building development and vegetation.

The immediate visual context is characterised by industrial-scale warehouse buildings of varying height, bulk and scale. Larger scale built forms exist immediately south and south-east of the site. These facilities include buildings which occupy the majority of their sites and include visible areas of hardstanding and limited screen or ameliorative planting.

Four views were selected for analysis and modelling to show the likely visual effects of the proposed development. The 3D architectural model of the proposed development and indicative planting forms and locations were included in block-model photomontages.

These accurate objective visual aids satisfy the requirements outlined in the Land and Environment Court of NSW practice note for the use of visual aids to be relied on in Court.

The photomontages show that in close views the proposed built form will create significant visual change to the existing composition and character of views largely due to the placement of built form where there is currently open space or semi-rural character.

Visual effects of the proposal were assessed against our methodology criteria including view place sensitivity, viewer sensitivity, viewing period and scenic quality etc.

A large extent of visual change of high levels of visual effects does not in our opinion, necessarily equate to a high visual impact.

The application of variable impact weighting factors such as compatibility with the existing visual character and scenic quality of immediate visual context, physical absorption capacity (PAC), compatibility with desired future character and compliance with land-use zone objectives; served as 'down-weights' to the level of visual effects.

The inclusion of landscaped setbacks, separation of the built form into two long linear forms orientated diagonally across the site and the surrounding industrial area characterised by large bulky warehouse forms provides visual permeability and is compatible with the visual character of the area and creates a further down-weight to the overall level of visual impacts.

Therefore taking all relevant factors into consideration, the visual impacts of the proposed development on the existing visual context were found to be low and acceptable.

The proposed development can be supported on visual impacts grounds.

1.0 INTRODUCTION

This Visual Impact Assessment (VIA) report supports a State Significant Development Application (SSDA) submitted to the Department of Planning, Industry and Environment (DPIE) pursuant to Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act), for the staged development of land within the Marsden Park Industrial Precinct at 311 South Street, within the Blacktown City Council LGA.

This application is SSD by way of Schedule 1 under *State Environmental Planning Policy (State and Regional Development) 2011*. The application seeks approval for a Concept Master Plan and Stage 1 Development Application comprising earthworks, infrastructure and services, and construction and use of two (2) warehouse and distribution centre buildings proposed on the site.

This report has been prepared for Dexux Wholesale Management Ltd Pty having regard to the Secretary's Environmental Assessment Requirements (SEARs) issued for the project by DPIE, ref no SSD-29668076 issued on 15 October 2021.

This VIA includes a certification statement regarding the accuracy of the preparation of photomontages prepared by Urbis, which are included in this report and form the basis of our analysis of visual impacts that are assessed within this report.

1.1 COMPLIANCE WITH SEARS

This report has been prepared to address the SEARs for SSD-29668067 which are relevant to views and visual impacts as outlined in Key Issues section: Urban Design and Visual. These are included below;

5. Visual Impact

- Provide a visual analysis of the development from key viewpoints, including photomontages or perspectives showing the proposed and likely future development.
- Where the visual analysis has identified potential for significant visual impact, provide a visual impact assessment that addresses the impacts of the development on the existing catchment.

1.2 THE SITE

The site is located at 311 South Street, Marsden Park and is broadly triangular in shape. South Street wraps around the site to form its northern boundary. The two longer lengths of the site are bordered by large lot properties with a warehouse development to the south-west and a new entry road and what appears to be land allotted for medium density residential development to the east, where infrastructure for a residential subdivision has been constructed.

PROJECT DESCRIPTION

- Master Plan**
 - Principal site access and key estate road alignment;
 - Core development controls; and
 - Staged delivery of the estate aligned with infrastructure and service delivery.
- Development and Operation of the Master Plan**
 - Bulk and detailed earthworks including cut and fill, fill and import site, dam dewatering and construction of benched pads with associated retaining walls;
 - Construction of internal public estate roads and with access provided off the north-south Collector Road off South Street;
 - Stormwater and drainage work including stormwater detention and bio-retention system;
 - Landscaping of bio-retention basin and street verges;
 - Provision of site servicing infrastructure to allow the 24hr operation of the industrial unit for warehouse and distribution uses and light industries;
 - Provision for a portion of the north-south Collector Road off South Street;

- Construction and use of two (2) warehouses and distribution centres with a GFA of 15,950m² and 24,950m² and associated office spaces with a GFA of 390m² and 1,710m², for Warehouse 1 and 2 respectively.
- Construction of associated communal areas and landscaping which make up a total area of 4,080m² and 7,690m² respectively
- Construction of associated carparking and heavy vehicle hardstand areas, vehicle crossings/driveways, soft and hard landscaping, perimeter security fencing;
- Estate signage and tenant building signage.



Figure 1 Proposed site plan Source: Site Image 2022

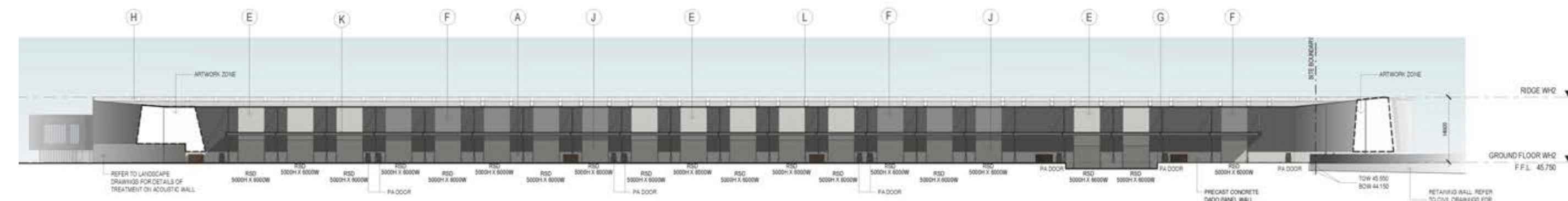
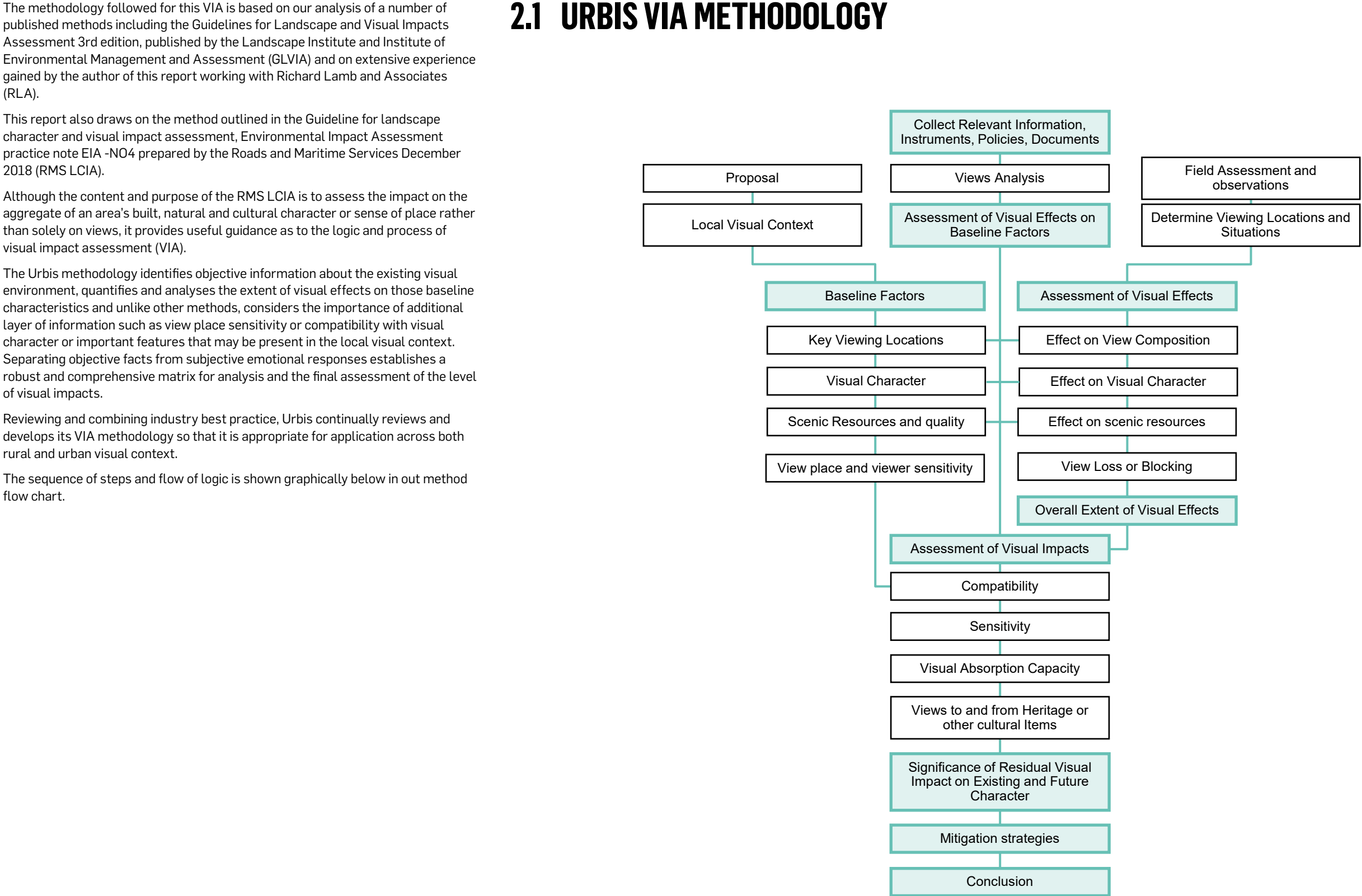


Figure 2 Proposed west elevation warehouse 2 Source: Watson Young 2022

2.0 METHODOLOGY

2.1 URBIS VIA METHODOLOGY



3.0 BASELINE VISUAL ANALYSIS

3.1 VISUAL CHARACTER

The site occupies a long broadly triangular block of land bounded to the north by South Street, east by a new internal collector road adjacent to the proposed Duckworth Street, and to the south and west by large lots which include warehouse and industrial uses.

The site is approximately 10.2 hectares and is characterized by areas of open space, vegetation and freestanding residential and agricultural buildings massed in two main locations. A wide transmission easement crosses the site near its north-western corner and will remain undeveloped. The site has a new access road under construction on the eastern boundary. Two single story residential dwellings are massed at the north-eastern corner and present towards South Street. The dwellings have a series of smaller garage and shed structures towards the south. Ornamental vegetation associated with the existing dwellings on the site is visible along the north site boundary and approximately within the centre of the site is a group of small to medium scale shed structures.

The site is relatively flat with a gentle south-west to north-east crossfall, with two local crests towards the south-western boundary. The north-western edge of the site is elevated 4m above the surrounding road reserves which increases its visibility in close views. This north-west corner currently acts as an on-site detention (OSD) basin. Built form is concentrated towards the eastern boundary with the north-western corner free of built form that presents to the western bend of South Street near its intersection with Glengarrie Road.

3.2 SURROUNDING VISUAL CONTEXT

The site is west of Richmond Road and bounded by South Street to the north and west. A large IKEA warehouse and distribution centre is located to the south, and large adjacent lots are located to the east and south-east which are relatively devoid of built form and appear semi-rural in character.

The site is approximately 1.3 kilometres west of Richmond Road which sits at a lower elevation relative to development to its west. The visual context of the Richmond Road corridor closest to the subject site includes large scale warehouse and distribution centres.

Built forms located to the south-west, south and south-east of the subject site are long, large scale bulky structures . For example, the warehouse and distributing facility at 30 Astoria Street (IKEA warehouse) immediately south-west of the subject site is characterised by a rectangular floor plate, is simply massed, clad in contemporary materials and has an approximately 400m long continuous façade and long continuous pitched roof. A second mass sits above the roof level of the main building making the entire development appear to be approximately equivalent to 5 to 6 residential stories in height.

This warehouse is separated from the subject site and from South Street by a wide stand of vegetation adjacent to its north-western and northern elevations. The vegetation contributes positive visual amenity to the streetscape and wider site context. The building is surrounded by minimal ornamental planting on its southern boundary so that it is highly visible from the immediate visual catchment to the south and south-west.



Figure 3 Location Map of Documented Views

DOCUMENTED VIEWS FROM THE VISUAL CATCHMENT

A residential subdivision is located south-west on the opposite side of South Street and includes individual one and two storey dwellings. The closest street in a north-south alignment is Dortmund Crescent, where a limited number of residences are orientated east towards South Street and the subject site. The south-west edge of south Street, south of the site, is occupied by an open area characterized by mature vegetation that appears to adjoin a large natural reserve to the west in Shane Park, and does not appear to be publicly accessible.

We note that expansive residential subdivision development Newpark is currently under construction north of the site which extends to Richmond Road. Part of this development is accessed by Glengarrie Road (currently closed to public access) which intersects with South Street opposite the subject site.

Land east of the site that extends to Fulton Road is currently characterized by open space, including two externally visible stands of vegetation to the south and south-eastern edges of the site. The site is bordered to the east by Fulton Road that veers towards the south-east and includes an expanse of visually significant vegetation. We understand that this land includes an approved development for residential subdivision, where residences will potentially adjoin the eastern site boundary.

The south apex of the site adjoins the expansive Blacktown Waste Services recycling centre. This site includes elevated mounded landforms, sheds and extends to the south to Astoria Road.

Development to the east along South Street includes smaller lots of rural land holdings and scattered single story residential dwellings interspersed with relatively open spaces that include scattered low scale and height shed structures, and low scale long linear built forms for commercial and distribution centres.

The visual context north of the site is generally characterized by open space and relatively devoid of built form. There is a single residential development at 306 South Street north of the site that presents towards South Street and is approximately opposite the new accessway known as Duckworth Street. This dwelling is part of an established poultry production facility that includes 5 long low sheds to the north of the property. The site is zoned R3 Medium Density Residential and has an approved development application for subdivision and the construction of residential dwellings.

Approximately 800 metres south of the subject site along the south side of Astoria Street is Igenia Lifestyle Stoney Creek, a retirement village that includes a band of established vegetation along its north-west to north-eastern boundaries. We note the presence of residential development in Marsden Park (approximately 700 metres north-west) and in Bidwill (approximately 1.3 kilometres south).

There are no heritage items present, or sensitive view locations such as public reserves within the immediate visual context of the subject site to which views are available from it or from South Street. The immediate site context does not include areas or places which we consider to be of high scenic value quality.



View 1 View north from the southern end of South Street



View 2 Detail of western elevation of the IKEA warehouse and distribution centre



View 5 View south to north-east corner of site down new accessway, Duckworth Avenue



View 6 View east from the western corner of Fulton Road and South Street



View 7 View east to warehouse development on Astoria Street



View 3 View to vegetation adjacent to the south-western boundary of the site



View 4 View west to western end of Astoria Street



View 8 View to natural reserve and detail of residential development on Vevers Avenue



View 9 Detail of single dwelling at 306 South Street adjacent to the north-east corner of the subject site



View 10 View north-west to site from entrance to Igenia Lifestyle Stoney Creek

3.3 VISUAL CATCHMENT

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

Visibility refers to the extent to which the proposal would be visible, identifiable for example as a new, novel, contrasting or alternatively as a recognisable but potentially compatible feature. Various features affect the extent of visibility for example intervening buildings, the presence of vegetation, infrastructure and underlying changes in topography.

Fieldwork observations and an analysis of aerial imagery across the potential visual catchment have been used to determine the extent of external visibility of the site and proposed built forms on the site, from surrounding areas. The relatively flat surrounding topography to the north, west and south, and lack of local highpoints in the surrounds, limits potential views towards the site. In addition, the large scale bulky built forms of warehouse and distribution centre development to the south and east further limits visibility towards the site.

Based on fieldwork observations the potential visual catchment of the subject site is limited and constrained to the closest surrounding streets and adjacent lots by large scale intervening development, road alignment and established vegetation.

Direct views to parts of the site including the hard standing and warehouse forms are available from South Street from the north, north-east and north-west, and from the western end of Hawthorne Avenue.

From the east the development site would be visible in medium distant views from the western end of Hawthorne Avenue from near Blacktown Waste Services. Large scale development including large bulky warehouse forms limit visibility from further south-east. Views from residential development within Ingenia Lifestyle Stoney Creek estate south of the site is limited by the undulating topography within the Blacktown Waste Services site and established vegetation along the northern edge of the estate.

From the west the development site would be visible from the intersection of South Street and Glengarrie Road. Views from further north-west from new residential development within Marsden Park are likely to be limited to those closest that present to the site, by distance, underlying relatively flat terrain and established vegetation which will filter and block the majority of views to the south-east and south.

The proposed development may be partially visible in north-easterly views from residential development at the north end of Dortmund Crescent. Views from the closest residences to the north and north-east are likely to be limited and partially screened, due to the formal presentation of dwellings and the presence of vegetation. These views will have limited oblique visibility towards the subject site due to the filtering effects of intervening vegetation.

Views from the south-west are generally constrained to moving viewing situations along the South Street road corridor and are constrained by the natural reserve on the western side of South Street, the large scale IKEA warehouse and the stands of screening vegetation within its western and northern setbacks.

Fieldwork observations confirm that the site's visual catchment extends to the east along South Street. Notwithstanding, approach views from the east along South Street are restricted east of Fulton Road near Marsden Central by the alignment of the road corridor which broadly veers towards the south. Lots immediately north of the site are predominantly open spaces with minimal built form and public domain viewing places. The visual catchment immediately north includes 306 South Street where a new residential subdivision is planned.

There may be potential views west to the site from the proposed residential development between the east of the subject site and Fulton Road.

An analysis of aerial imagery indicates that there are currently no public domain spaces in proximity to the site which would be significantly affected by visual impacts generated by the proposed development.

3.4 SCENIC QUALITY

Scenic quality relates to the likely expectations of viewers regarding scenic beauty, attractiveness or, preference of the visual setting of the subject site and is a baseline factor against which to measure visual effects. Criteria and ratings for preferences of scenic quality and cultural values of aesthetic landscapes are based on empirical research undertaken in Australia by academics including Terrance Purcell, Richard Lamb, Colleen Morris and Gary Moore.

Therefore, analysis of the existing scenic quality of a site or its immediate visual context are considerations and form part of the understanding of the likely expectations and perception of viewers. The site would be considered in isolation and within its visual setting as having a moderate scenic quality due to the existing undeveloped open spaces and given its appearance as a semi-rural/pastoral landscape on the site.

3.5 VIEW PLACE SENSITIVITY

View place sensitivity refers to the importance of a view or view place in the public domain. View place sensitivity means a measure of the public interest in the view. The public interest is considered to be reflected in the relative number of viewers likely to experience the view from a publicly available location. Places from which there would be close or middle distance views available to large numbers of viewers from public places such as roads for example Richmond Road, or to either large or smaller numbers of viewers over a sustained period of viewing time in places such as reserves, beaches and walking tracks, are considered to be sensitive viewing places.

There are no sensitive or important public domain view locations within the immediate visual catchment of the subject site, from which sustained views to the proposed development are available. In our opinion views from all roads and intersections would be exposed to views of the proposed development for short time periods and from moving view situations.

3.6 VIEWER SENSITIVITY

Viewer sensitivity is a judgement as to the likely level of private interest in the views that include the proposed development and the potential for private domain viewers to perceive the visual effects of the proposal. The spatial relationship (distance), the length of exposure and the viewing place within a dwelling are factors which affect the overall rating of the sensitivity to visual effects.

The closest private dwelling to the site is near its north-east corner, which has a wide setback to South Street that includes established vegetation and a solid brick wall that are likely to block or filter visibility of the proposed development. In this regard the viewer sensitivity is considered to be moderate to low from south facing rooms inside the dwelling.

Residential development south-west of the subject site on the opposite side of South Street likely have limited views access toward the site due to the road arrangement, settlement pattern of the housing estate and established vegetation within the South Street road curtilage.

Given the spatial separation, the presence of established vegetation and relatively flat topography, views from residential development north-west in Marsden Park and Bidwill to the south, is likely to be limited if available.

Further, we do not anticipate that the potential visual catchment of the site will increase significantly given the height and scale of the proposed warehouses.

4.0 ADDITIONAL FACTORS

4.3 VIEWING PERIOD

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

Repeated viewing period events, for example views experienced from roads as a result of regular travelling, are considered to increase perception of the visual effects of the proposal.

4.4 VIEWING DISTANCE

Viewing distance influences the perception of the visual effects of the proposal that is the perception of colour, detail and materiality. It is assumed that the viewing distance is inversely proportional to the perception of visual effects: the greater the potential viewing distance, experienced either from fixed or moving viewing places, the lower the potential for a viewer to perceive and respond to the visual effects of the proposal.

The potentially for the subject site the visual catchment is limited due to the bulk and height of neighboring built forms proposed, and surrounding topography and alignment of South Street that has local crests and changes in road orientation which block visibility towards the subject site, the majority of the views modelled fall into the close and medium distance ranges. Ranges are as follows; close range (<100m), medium range (100-500m) and distant (>500m).

4.5 VIEW LOSS OR BLOCKING EFFECTS

4.5.1 RELEVANT REGULATORY FRAMEWORK

The site is subject to the planning controls of the State Environmental Planning Policy (Sydney Region Growth Centres) 2006. Under this policy the site is within Appendix 5 Marsden Park Industrial Precinct Plan.

Development objectives that relate to site within this Plan include Section 2 Subdivision and Planning Design of Schedule 3 Marsden Park Industrial Precinct of the Blacktown City Council Growth Centre Precinct Development Control Pan 2010, which states:

Industrial land will form the majority of the precinct. It is intended to support a range of light and general industrial uses from large floor-plate warehousing and storage facilities which capitalise on the precinct's location near Richmond Road.... buildings are to be appropriately designed to address the street and other public domain areas, and all street frontages will contain quality landscaping that establishes a high standard of character and design.

The proposed warehouse and distribution centre development is in line with the aims of the precinct and provides landscaped setbacks to South Street. The development is located diagonally across the site which allows for the built form to address the street as separate forms rather than a continuous block, allowing for greater visual permeability into and through the site. There are no important domain areas within the immediate surrounds of the site that may have visibility of the proposed development.

5.0 PHOTOMONTAGES

The following pages undertake a detailed analysis of 4 views. These 4 modelled views represent a range of view points from which the proposed development may have a visual effect or impact.

Photomontages were prepared for these 4 views by Urbis visualisation specialist (please see Appendix 2) and are analysed against descriptions which have been used to make judgements in relation to the effects and impacts of the proposed development on each of the modelled views. Please refer to Appendix 1 for details on the descriptions and their ratings.

The photomontages are designed to inform an analysis of the height and scale of the built forms proposed on the existing visual environment. The photomontages do not include any ameliorative planting, architectural detailing, materiality or colours all of which will serve to soften the appearance of the built form. Detailing and planting also contribute a likely down weight to the overall visual impacts. Detailed architectural renders of the proposed development are not relevant to the VIA and will be prepared by others.



Figure 4 Photomontage View Location Map

VIEW 01
VIEW NORTH-WEST FROM RESIDENTIAL DEVELOPMENT ON
THE NORTHERN END OF DORTMUND CRESCENT

Distance class

- Close view
- <100m

Existing composition of the view

The foreground of this view includes a section of South Street that is of semi-rural character with an unformed road verge, and the eastern part of the site which is characterised by mature vegetation including canopy trees. The background composition is largely screened by vegetation so that there is limited access to direct views of the site from this subdivision and no potential views to areas of scenic quality, unique items or heritage items.

Visual effects of the proposed development on the composition as modelled

The proposal introduces new built form into the mid-ground composition. The built form is heavily screened by the existing tall canopy vegetation. The foreground of the composition remains unchanged. The proposed warehouse forms do not block iconic views, views to individual icons or scenic or highly valued compositions. The built forms proposed are not dissimilar in character or height to those that are present in the wider visual context.

Visual effects of proposed development factors

Visual Character	Low
Scenic Quality of View	Low
View Composition	Low
Viewing Level	Low
Viewing Period	Medium
Viewing Distance	High
View Loss & View Blocking Effects	Low

Rating of visual effects on variable weighting factors

Public Domain View Place Sensitivity	Low
Visual Absorption Capacity	High
Compatibility with Urban Context and Visual Character	Medium
Compatibility/compatibility with regulatory framework and DCP objectives	High

Overall rating of significance of visual impact

LOW



Figure 5 View 1 - Existing



Figure 6 View 1 - Existing conditions with 3D point cloud for accurate alignment of model overlay on photograph



Figure 7 View 1 - Proposed without vegetation



Figure 8 View 1 - Proposed with vegetation at 7 years

VIEW 02

VIEW EAST FROM NEAR NORTH-WESTERN CORNER OF SOUTH STREET AND GLENGARRIE ROAD

Distance class

- Close view
- <100m

Existing composition of the view

The foreground of this view includes a section of South Street that is of semi-rural character with an unformed road verge, and the eastern part of the site which is characterised by mature vegetation and by an open expanse of rural appearance. Transmission lines and a pylon traverse the site and are visible in the mid-ground composition, and the background includes low shed structures and some vegetation. There is no access to views of high scenic quality, unique items, or heritage items.

Visual effects of the proposed development on the composition as modelled

The proposal introduces new built form into the foreground composition. The built form in the view is a long linear form that has a wide spatial setback from the western boundary of the site. The north-western corner of the site is relatively devoid of built form to accommodate the electrical easement and as such there is visual permeability in the view through the site towards the south. Tall canopy vegetation to the eastern and southern boundaries of the site is visible on either side of the proposed warehouse forms. The proposed warehouse forms do not block iconic views, views to individual icons or scenic or highly valued compositions. The built forms proposed are not dissimilar in character or height to those that are present in the wider visual context.

Visual effects of proposed development factors

Visual Character	Medium
Scenic Quality of View	Medium
View Composition	Low
Viewing Level	Low
Viewing Period	Low
Viewing Distance	High
View Loss & View Blocking Effects	Low-medium

Rating of visual effects on variable weighting factors

Public Domain View Place Sensitivity	Low
Visual Absorption Capacity	Low (increasing to High over time as built form is constructed in the wider environment as planned/or approved)
Compatibility with Urban Context and Visual Character	Low (increasing to High over time as built form is constructed in the wider environment as planned/or approved)
Compatibility/compatibility with regulatory framework and DCP objectives	High

Overall rating of significance of visual impact **MEDIUM**



Figure 9 View 2 - Existing



Figure 10 View 2 - Existing conditions with 3D point cloud for accurate alignment of model overlay on photograph



Figure 11 View 2 - Proposed without vegetation



Figure 12 View 2 - Proposed with vegetation at 7 years

VIEW 03

VIEW WEST FROM INTERSECTION OF SOUTH STREET AND FULTON ROAD

- Distance class
- Medium view
 - 100-500m

Existing composition of the view

The foreground composition includes disturbed land within the approved residential subdivision and is predominantly characterised by a semi-rural pastoral landscape. The midground and background composition includes isolated trees and groves of vegetation in the midground and includes filtered views of sky. There is no access to views of high scenic quality, unique items or heritage items.

Visual effects of the proposed development on the composition as modelled

The proposal introduces new built form into the mid-ground composition. The built form in the view appears as a long linear form. The built form sits below the height of the warehouse form visible on the left side of the view composition. The isolated groves of vegetation in the background are blocked from view by the proposed built form. The foreground of the view remains unchanged. The proposed warehouse forms do not block iconic views, views to individual icons or scenic or highly valued compositions. The built forms proposed are not dissimilar in character or height to those that are present in the wider visual context.

Visual effects of proposed development factors	
Visual Character	Medium
Scenic Quality of View	Low-medium
View Composition	Low
Viewing Level	Low
Viewing Period	Low
Viewing Distance	Medium
View Loss & View Blocking Effects	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low
Visual Absorption Capacity	Low (increasing to High over time as built form is constructed in the wider environment as planned/or approved)
Compatibility with Urban Context and Visual Character	Low (increasing to High over time as built form is constructed in the wider environment as planned/or approved)
Compatibility/compatibility with regulatory framework and DCP objectives	High
Overall rating of significance of visual impact	MEDIUM



Figure 13 View 3 - Existing



Figure 14 View 3 - Existing conditions with 3D point cloud for accurate alignment of model overlay on photograph



Figure 15 View 3 - Proposed without vegetation



Figure 16 View 3 - Proposed with vegetation at 7 years

VIEW 04

VIEW NORTH-WEST FROM WESTERN END OF HAWTHORNE AVENUE

- Distance class**
- Medium view
 - 100-500m

Existing composition of the view
This is a distant view north-west from a proposed road adjacent to the Blacktown Waste Recovery Centre. The foreground is characterised by disturbed ground in relation to infrastructure works, and an open former pastoral landscape, including some vegetation. There is no access to views of high scenic quality, unique items or heritage items.

Visual effects of the proposed development on the composition as modelled
The proposal introduces new built form into the mid-ground composition. The built form in the view appears as a long low linear form that sits within the gently undulating landscape. Bands of vegetation to the south-west and north-east remain visible in the view adjacent to the short ends of the warehouses. The foreground of the view remains unchanged. The proposed warehouse forms do not block iconic views, views to individual icons or scenic or highly valued compositions. The built forms proposed are not dissimilar in character or height to those that are present in the wider visual context.

Visual effects of proposed development factors	
Visual Character	Low-medium
Scenic Quality of View	Low
View Composition	Low
Viewing Level	Low
Viewing Period	Low
Viewing Distance	Medium
View Loss & View Blocking Effects	Low
Rating of visual effects on variable weighting factors	
Public Domain View Place Sensitivity	Low
Visual Absorption Capacity	Low (increasing to High over time as built form is constructed in the wider environment as planned/or approved)
Compatibility with Urban Context and Visual Character	Low (increasing to High over time as built form is constructed in the wider environment as planned/or approved)
Compatibility/compatibility with regulatory framework and DCP objectives	High
Overall rating of significance of visual impact	LOW



Figure 17 View 4 - Existing



Figure 18 View 4 - Existing conditions with 3D point cloud for accurate alignment of model overlay on photograph



Figure 19 View 4 - Proposed without vegetation



Figure 20 View 4 - Proposed with vegetation at 7 years

6.0 VISUAL IMPACT ASSESSMENT

Having determined the level of extent of the visual change based on the 4 representative modelled views (photomontages) Urbis have applied relevant weighting factors to determine the overall level of visual impacts or importance of the visual effects. Descriptions of relevant factors to be considered are outlined below, reproduced with the permission of Dr Richard Lamb, who has developed these descriptions over the last 20 years as part of his research in visual perception and the assessment of visual impacts.

The weighting factors most relevant for consideration are sensitivity, visual absorption capacity and compatibility with urban features.

6.1 SENSITIVITY

The overall rating for view place sensitivity was weighted according to the influence of variable factors such distance, the location of items of heritage significance or public spaces of high amenity and high user numbers.

This report addresses potential visual impacts on close views given the limited extent of the potential visual catchment of the existing site and proposed development. Views from four locations were assessed, with the sensitivity of 4 locations were rated as low. Notwithstanding these ratings in our opinion there are no other factors that would render these view places as being of moderate or high sensitivity for example its use as an important public reserve, elevated local knoll or visually prominent location or a places of high cultural value (both Indigenous or non-Indigenous).

6.2 PHYSICAL ABSORPTION CAPACITY

Physical Absorption Capacity (PAC) means the extent to which the existing visual environment can reduce or eliminate the perception of the visibility of the proposed redevelopment.

PAC includes the ability of existing elements of the landscape to physically hide, screen or disguise the proposal. It also includes the extent to which the colours, material and finishes of buildings and in the case of boats and buildings, the scale and character of these allows them to blend with or reduce contrast with others of the same or closely similar kinds to the extent that they cannot easily be distinguished as new features of the environment.

- *Prominence is also an attribute with relevance to PAC. It is assumed in this assessment that higher PAC can only occur where there is low to moderate prominence of the proposal in the scene.*
- *Prominence is also an attribute with relevance to PAC. It is assumed in this assessment that higher PAC can only occur where there is low to moderate prominence of the proposal in the scene.*
- *Low to moderate prominence means:*
 - *Low: The proposal has either no visual effect on the landscape or the proposal is evident but is subordinate to other elements in the scene by virtue of its small scale, screening by intervening elements, difficulty of being identified or compatibility with existing elements.*
 - *Moderate: The proposal is either evident or identifiable in the scene, but is less prominent, makes a smaller contribution to the overall scene, or does not*

contrast substantially with other elements or is a substantial element, but is equivalent in prominence to other elements and landscape alterations in the scene.

The existing visual environment has a medium-low capacity to absorb the visual changes proposed. Notwithstanding that the immediate context includes several bulky, tall warehouse forms, the location of the subject site and surrounding adjacent lands currently under development or in approval processes means that immediately surrounding lots are relatively devoid of built form, however new built form approved for medium density residential development estates to the north and east of the sites will in time provide a higher PAC for the development. Views where the built form proposed is highly visible (low PAC) includes in immediate views from South Street, when the viewer is virtually upon the site.

Two views were rated as medium PAC and one view as having a high PAC, which provides an 'down-weight' to the level of visual effects, reducing their importance. Views 2 was rated as having a low PAC, increasing the level of impact.

6.3 VISUAL COMPATIBILITY

Visual Compatibility is not a measure of whether the proposal can be seen or distinguished from its surroundings. The relevant parameters for visual compatibility are whether the proposal can be constructed and utilised without the intrinsic scenic character of the locality being unacceptably changed. It assumes that there is a moderate to high visibility of the project to some viewing places. It further assumes that novel elements which presently do not exist in the immediate context can be perceived as visually compatible with that context provided that they do not result in the loss of or excessive modification of the visual character of the locality.

A comparative analysis of the compatibility of similar items to the proposal with other locations in the area which have similar visual character and scenic quality or likely changed future character can give a guide to the likely future compatibility of the proposal in its setting.

The proposed development has high compatibility with the existing visual character of the immediate and wider visual context. We note that the land is within land allocated for the Marsden Park Industrial Precinct and as such we recognise that the form and scale of the proposed buildings are consistent with what is anticipated for the site. The visual context surrounding the subject site is characterised by built forms that are not dissimilar in form, scale, size and materiality as that proposed and others that are proposed and likely to be approved. In this regard the proposed development would not be out of place visually or constitute an unexpected feature for viewers travelling within the immediate visual catchment.

All views were rated as having a **HIGH** compatibility which provides a 'down-weight' to the level of visual effects, reducing their importance.

6.4 REGULATORY CONTEXT COMPATIBILITY

Compatibility with desired future character and objectives of the industrial zone in all views were found to be high.

This provided a 'down-weight' in relation to the overall rating of visual impacts.

6.5 SIGNIFICANCE OF RESIDUAL VISUAL IMPACTS

Residual effects are discussed by Dr Lamb as follows:

The final question to be answered after the mitigation factors are assessed, is whether there are any residual visual impacts and whether they are acceptable in the circumstances. These residual impacts are predominantly related to the extent of permanent visual change to the immediate setting.

In terms of the urban component of the development, residual impacts relate to individuals' preferences for the nature and extent of change which cannot be mitigated by means such as colours, materials and the articulation of building surfaces. These personal preferences are to, or resilience towards change to the existing arrangement of views. Individuals or groups may express strong preferences for either the existing, approved or proposed form of urban development.

In our opinion visual impacts on the views modelled are anticipated by the planning controls and the effects are not dissimilar to those of similar warehouse development in the immediate surrounds.

Notwithstanding, the retention of the stands of vegetation, such as that to the south-west edge of the site and the proposed plating in the landscaped setbacks to the northern boundary towards South Street will in time will help to create filtering effects to the lower parts of the built form proposed and will serve to reduce the initial level of visual impacts over time. In our opinion, this provides a down-weight to the overall level of visual impacts.

6.5.1 APPLYING THE 'WEIGHTING' FACTORS

To arrive at a final level of significance of visual impact, the weighting factors are applied to the overall level of visual effects.

Assess against relevant information/planning instruments/policies and master plans

The proposed development has been assessed against provisions relevant to character and design that are included in the Marsden Park Industrial Precinct DCP and the aims of the *State Environmental Planning Policy (Sydney Region Growth Centres) 2006*. In this regard the level of visual effects generated were found to be compatible and consistent with the level of visual effects contemplated by the controls for the growth precinct of predominantly industrial land. Results of this section provided a 'down-weight' to the level of visual impacts.

Overall visual impacts

Taking into consideration the level of visual effects of the proposal on baseline characteristics, and application of impact weighting factors, the visual impacts of the proposed development were found to be low and acceptable.

7.0 CERTIFICATION

7.1 USE OF PHOTOMONTAGES OR OTHER VISUALISATIONS

The Landscape Institute (UK) provides the following guidance:

Visual representations or 'visualisations' must fairly represent what people would perceive in the field. The sophistication of visualisation technique needs to be proportionate to factors such as purpose, use, user, sensitivity of the situation and magnitude of potential effect.

The use of the most appropriate type of visualisation requires an understanding of the landscape and visual context within which the development may be seen, knowledge regarding the type of development proposed, its scale and size, and an understanding of the likely effect of introducing the development into the existing environment.

Photomontages were selected as being an appropriate means to model the potential visual effects of the proposed SSD DA, given that the subject site is located in an area where access to scenic views is likely to be highly contested. This analysis required only block-model photomontages as a means to show the extent of the built form proposed. Other graphic aids which include fine-grained level of architectural detail and a more photo-realistic image of the built forms proposed will be provided by others.

7.2 PHOTOMONTAGES IN THE LAND & ENVIRONMENT COURT OF NSW

The preparation of photomontages has been undertaken to comply with the practice direction for the use of photomontages in the Land and Environment Court of New South Wales which in NSW is the most conservative standard to follow in the absence of any statutory guidelines. This involves following a number of steps as outlined below.

Any photomontage proposed to be relied on in an expert report or as demonstrating an expert opinion as an accurate depiction of some intended future change to the present physical position concerning an identified location and is to be accompanied by:

- A photograph showing the current, unchanged view of the location depicted in the photomontage from the same viewing point as that of the photomontage (the existing photograph);
- A copy of the existing photograph with the wire frame lines depicted so as to demonstrate the data from which the photomontage has been constructed. The wire frame overlay represents the existing surveyed elements which correspond with the same elements in the existing photograph; and
- A 2D plan showing the location of the camera and target point that corresponds to the same location the existing photograph was taken.
- Survey data.
- Confirmation that accurate 2D/3D survey data has been used to prepare the Photomontages. This is to include confirmation that survey data was used: for depiction of existing buildings or existing elements as shown in the wire frame; and to establish an accurate camera location and RL of the camera.
- Any expert statement or other document demonstrating an expert opinion that proposes to rely on a photomontage is to include details of:
 - The name and qualifications of the surveyor who prepared the survey information from which the underlying data for the wire frame from which the photomontage was derived was obtained; and
 - The camera type and field of view of the lens used for the purpose of the photograph in (1)(a) from which the photomontage has been derived.

7.3 CERTIFICATION OF ACCURACY OF PHOTOMONTAGES

The method of preparation is outlined in Appendix 2 of this report, prepared by Urbis' visualisation - lead, Ashley Poon.

The accuracy of the locations of the 3D model of the proposed development with respect to the photographic images was checked by Urbis in multiple ways:

1. The model was checked for alignment and height with respect to the 3D survey and adjacent surveyed reference markers which are visible in the images.
2. The location of the camera in relation to the model was established using the survey model and the survey locations, including map locations and RLs. Focal lengths and camera bearings in the meta data of the electronic files of the photographs are known.
3. Reference points from the survey were used for cross-checking accuracy in all images.
4. No significant discrepancies were detected between the known camera locations and those predicted by the computer software. Minor inconsistencies due to the natural distortion created by the camera lens, were reviewed by myself and were considered to be within reasonable limits.

I am satisfied that the photomontages have been prepared in accordance with the Land and Environment Court of New South Wales practice direction.

I certify, based on the methods used and taking all relevant information into account, that the photomontages are as accurate as is possible in the circumstances and can be relied upon by the Court for assessment.

8.0 CONCLUSIONS

The level of visual effects caused by the proposed development has been assessed against a robust methodology, based on a review of objective and certifiable visual aids.

The VIA methodology followed and use of accurate photomontages satisfies the SEARs.

The overall level of visual impacts is derived by considering various relevant factors as to how a proposed development of this size and scale will affect its existing visual context and character. The built forms proposed are not dissimilar in character or height to those that are present in the wider visual context.

Of the four views analysed two were found to have low effects and two had medium effects.

The assessment shows that notwithstanding a medium level of visibility and extensive changes to the existing visual character of the site, in our opinion the effects do not directly equate to a high level of visual impact.

The built form proposed is highly compatible with the immediate and wider visual context and reflects the underlying land-use zone for the site.

Further, the level of visual effects and impacts are contemplated by controls included in the SEPP.

In our opinion taking all relevant factors into consideration, the impact weighting factors reduce the significance of visual effects and as a result reduce the overall visual impacts to low.

The visual impacts that would be caused by the approval and subsequent construction of the proposed development would be low and acceptable.

APPENDIX 1

DESCRIPTIONS OF VISUAL EFFECTS AND IMPACTS

The following definitions are well established in relation to VIAs in NSW. They were originally developed by Dr Richard Lamb and are publicly available. .

The descriptions below have been used as a guide to make judgments in relation to the effects and impacts of the proposed development on each modelled views.

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

Table 3: Description of Visual Effects

APPENDIX 2

PHOTOMONTAGE PREPARATION AND METHOD BY URBIS

Table 4: Description of Visual Impacts

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

311 SOUTH STREET, MARSDEN PARK, NSW

VISUAL ASSESSMENT | PHOTO-SIMULATIONS

PREPARED FOR
ARCHILE PROJECTS
MAY 2022

PHOTO-SIMULATIONS PREPARED BY:

Urbis, Level 10, 477 Collins Street, MELBOURNE 3000.

DATE PREPARED :

7 May 2022

VISUALISATION ARTIST :

Ashley Poon, Urbis – Lead Visual Technologies Consultant

Bachelor of Planning and Design (Architecture) with over 20 years' experience in 3D visualisation

LOCATION PHOTOGRAPHER :

Jane Maze-Riley, Urbis - Associate Director, National Design

CAMERA :

Canon EOS 6D Mark II - 26 Megapixel digital SLR camera (Full-frame sensor) - with GPS enabled

CAMERA LENS AND TYPE :

Canon EF24-105mm f/3.5-5.6 IS STM

SOFTWARE USED :

- 3DSMax 2023 with Arnold 5.0 (3D Modelling and Render Engine)
- AutoCAD 2021 (2D CAD Editing)
- Globalmapper 23 (GIS Data Mapping / Processing)
- Photoshop CC 2022 (Photo Editing)

DATA SOURCES :

- Point cloud and Digital Elevation Models from NSW Government Spatial Services datasets - Penrith 2019-06 to 2019-07
- Aerial photography from Nearmap - 2021-11-06
- Site feature survey received via client - survey dated 2021-05-07
- Proposed architectural drawings received from Architect - 2022-04-07
- Proposed 3D model received from Architect - 2022-04-07
- Proposed landform received from Civil Engineers- 2022-04-12
- Proposed landscape plan received from Landscape Architects - 2022-04-28

METHODOLOGY :

Photo-simulations provided on the following pages have been produced with a high degree of accuracy to comply with the requirements as set out in the practice direction for the use of visual aids in the Land and Environment Court of New South Wales.

The process for producing these photo-simulations are outlined below:

- Photographs have been taken on site using a full-frame GPS enabled digital camera coupled with a quality lens in order to obtain high resolution photos whilst minimising image distortion. Photos are taken hand-held and at a standing height of 1.6m above natural ground. Photos have generally been taken at 35mm to cover a wider context, with a 50mm reference window provided to assist with standardising the set for a standard view. A photo taken using the 50mm focal length on a full-frame camera (equivalent to 40° horizontal field-of-view / 46.8° diagonal field-of-view) is an accepted photographic standard to approximate human vision.
- Using available geo-spatial data for the site, including independent site surveys, aerial photography, digital elevation models and LiDAR point-clouds, the relevant datasets are validated and combined to form a geo-referenced base 3D model from which additional information, such as proposed architecture, landscape and photographic viewpoints can be inserted.
- Layers of the proposed development are obtained from the designers as digital 3D models and 2D plans. All drawings/models are verified and registered to their correct geo-location before being inserted into the base 3D model.
- For each photo being used for the photo-simulation, the GPS location, camera, lens, focal length, time/date and exposure information is extracted, checked and replicated within the 3D base model as a 3D camera. A camera match is created by aligning the 3D camera with the 3D base model against the original photo, matching the original photographic location, orientation.
- From each viewpoint, a reference 3D model camera match is generated to verify an accurate match between the base 3D model (existing ground survey/vegetation etc) and original photo. A 3D wireframe image of the 3D base model is rendered in the 3D modelling software and composited over the original photo using the photo-editing software.
- From each viewpoint, the final photo-simulation is then produced by compositing 3D rendered images of the proposed development into the original photo with editing performed to sit the render at the correct view depth. Photographic elements are cross-checked against the 3D model to ensure elements such as foreground trees and buildings that may occlude views to the proposed development are retained. Conversely, where trees/buildings may be removed as part of the proposal, these are also removed in the photo-simulation.







DISTANCE TO PROJECT - 225M
DISTANCE TO PROPOSED BUILDING - 270M
ORIGINAL PHOTO EXTENT - 35MM STANDARD VIEW



ORIGINAL PHOTO EXTENT - 24MM WIDE ANGLE VIEW



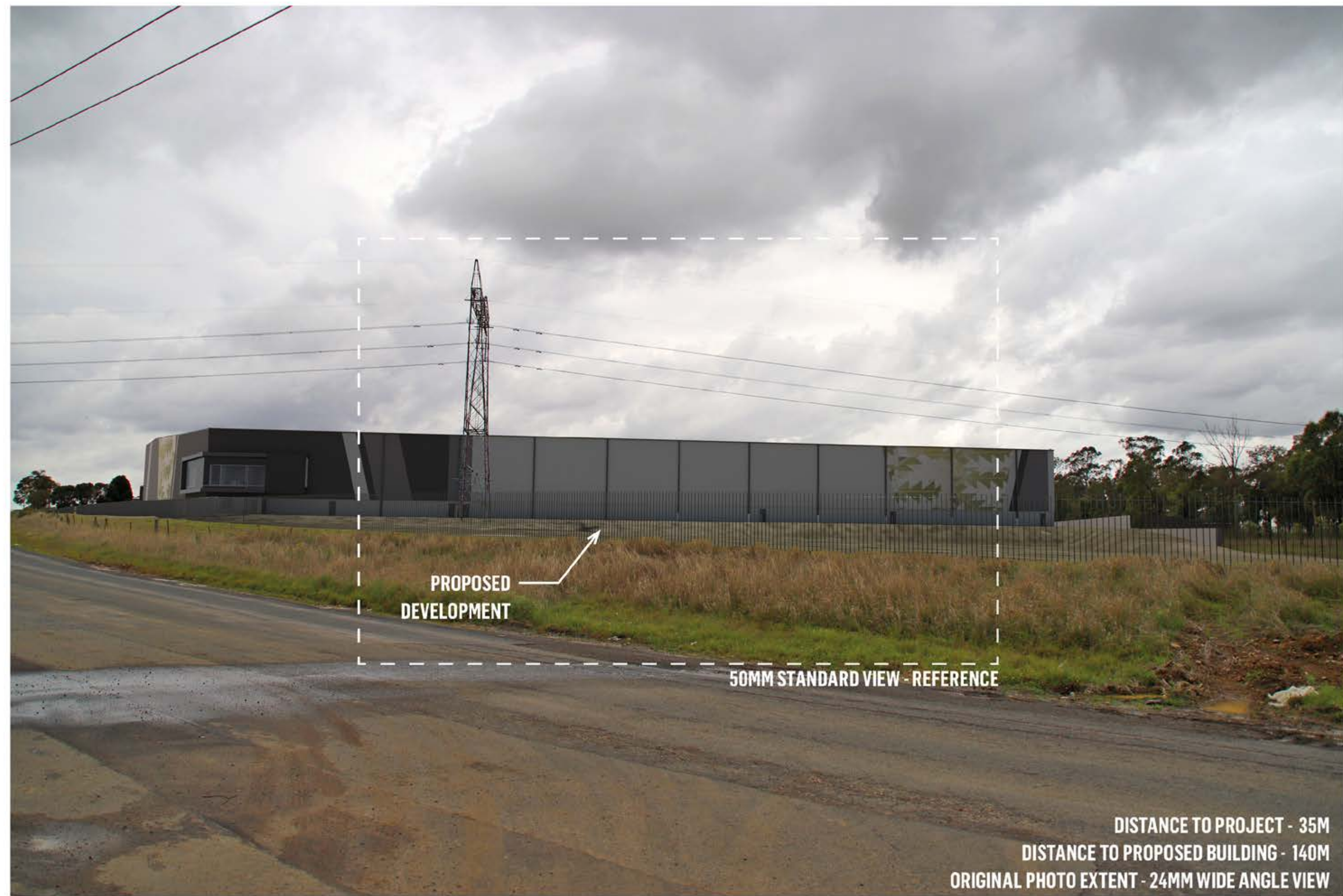
311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT
VP1 : (PHOTO 4485) LOOKING ENE, DORTMUND CRESCENT | PHOTO-SIMULATION WITH VEGETATION AT 7 YEARS

DATE: 2022-05-07
JOB NO: P0037189
DWG NO: VP_1C
REV: -



311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT
VP2 : (PHOTO 4496) LOOKING ESE, INTERSECTION GLENGARRIE ROAD & SOUTH STREET | EXISTING PHOTO : 2021-11-05 10:48 AEDT

DATE: 2022-05-07
JOB NO: P0037189
DWG NO: VP_2A
REV: -





311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT

VP2 : (PHOTO 4496) LOOKING ESE, INTERSECTION GLENGARRIE ROAD & SOUTH STREET | PHOTO-SIMULATION WITH VEGETATION AT 7 YEARS

DATE: 2022-05-07
JOB NO: P0037189
DWG NO: VP_2C
REV: -



311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT

VP3 : (PHOTO 4507) LOOKING WSW, INTERSECTION FULTON ROAD & SOUTH STREET | EXISTING PHOTO : 2021-11-05 11:08 AEDT

DATE: 2022-05-07
JOB NO: P0037189
DWG NO: VP_3A
REV: -



311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT
 VP3 : (PHOTO 4507) LOOKING WSW, INTERSECTION FULTON ROAD & SOUTH STREET | REFERENCE 3D MODEL - CAMERA MATCH

DATE: 2022-05-07
 JOB NO: P0037189
 DWG NO: VP_3B
 REV: -



311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT
 VP3 : (PHOTO 4507) LOOKING WSW, INTERSECTION FULTON ROAD & SOUTH STREET | PHOTO-SIMULATION

DATE: 2022-05-07
 JOB NO: P0037189
 DWG NO: VP_3C
 REV: -



311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT

VP3 : (PHOTO 4507) LOOKING WSW, INTERSECTION FULTON ROAD & SOUTH STREET | PHOTO-SIMULATION WITH VEGETATION AT 7 YEARS

DATE: 2022-05-07
JOB NO: P0037189
DWG NO: VP_3C
REV: -



311 SOUTH STREET, MARSDEN PARK, NSW - VISUAL ASSESSMENT

VP4 : (PHOTO 4511) LOOKING WNW, HAWTHORNE AVENUE | EXISTING PHOTO : 2021-11-05 11:22 AEDT

DATE: 2022-05-07
JOB NO: P0037189
DWG NO: VP_4A
REV: -





