Campbell's Stores

Visual Impact Assessment

October 2015

urbis

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1 Introduction

Urbis was commissioned by AltusPageKirkland on behalf of Tallawoladah Pty Ltd to undertake an assessment of the visual impact of the Remediation, Renewal and Adaptive Re-Use of Campbell's Stores (the project), The Rocks.

This report describes the site, its environs, the proposed development, and provides a visual impact assessment of the proposal in accordance with the Secretary's Environmental Assessment Requirements issued for the project.

This report should be reviewed in conjunction with the Environmental Impact Statement (EIS) prepared by Urbis on behalf of Tallawoladah Pty Ltd (the proponent) and in association with the SSD application. The EIS provides a comprehensive description of the site, the proposed works and an assessment of the proposal in accordance with the Secretary's Environmental Assessment Requirements (SEARs) issued for the project.

1.1 BACKGROUND

Tallawoladah Pty Limited (Tallawoladah) has entered into an Agreement for Lease with the *Sydney Harbour Foreshore Authority* (SHFA) for the remediation, restoration and adaptive re-use of the Campbell's Stores. Tallawoladah has committed to undertake remedial works in accordance with an agreed preservation solution to address the deterioration of the existing sandstone building, which is owned by SHFA. The agreement facilitates the restoration and adaptive re-use of the building, including the licensed area, and the construction of a new building to the north of the Campbell's Stores (referred to as Bay 12).

SHFA is also proposing to undertake works on land surrounding the Campbell's Stores which will complement the remedial works being undertaken by Tallawoladah in accordance with the preservation solution. These works are likely to include the lowering of the promenade and realignment of the public foreshore access to mitigate the inundation of seawater at high tide and at certain times of the year. These works are proposed to avoid the ponding of seawater which has contributed to the deterioration of the foundations and sandstone masonry walls of Campbell's Stores.

The Agreement for Lease includes provisions for Tallawoladah and SHFA to undertake a coordinated approach to the detailed design, documentation preparation and approvals processes to complete the works associated with the preservation solution in an efficient and logical manner.

1.2 PURPOSE AND SCOPE

The purpose of this visual impact assessment is to provide an assessment of the Project as proposed and detailed within the Environmental Impact Statement, to consider the impact of the proposal on the existing character of The Rocks precinct and the impact on views within the precinct.

The assessment process also provides principles to help mitigate potential landscape character and visual impacts.

This report has five main sections.

1. Introduction that outlines the purpose and structure of the report and assessment methodology.
2. The site, the study context and components of the project design proposals.
3. The Landscape character impact assessment.
4. The Visual impact assessment.
5. Summary of urban design and landscape recommendations and principles to minimise landscape character and visual impacts.

1.3 VISUAL IMPACT ASSESSMENT SCOPE AND METHODOLOGY

While there are no specific legislative requirements for the methodology of an assessment such as this in New South Wales, the industry typically refers to the guidance offered by:

- Guidance note EIA-N04 Guidelines for Landscape Character and Visual Impact Assessment, NSW State Government, Roads and Maritime Services (2013)

- The Guidance for Landscape and Visual Impact Assessment (GLVIA), Third Edition, Landscape Institute and Institute of Environmental Management & Assessment (2013)

The methodology used for this proposal is described below, and conforms generally to the direction offered by these guidelines.

The report differentiates between landscape character assessment (the overall impact of a project on an area's character and sense of place) and visual impact assessment (the day to day visual effects of a project on people's views). Assessment methodology is further outlined in Section 4 of the Guidance note EIA-N04 (RMS 2013).

Landscape character impact and visual impact of the proposal are separately assessed. The method to measure impact is based on the combination of the sensitivity of the existing area or view to the proposed change and the magnitude of the proposal on that area or view.

1.3.1 EXISTING ENVIRONMENTAL VALUES

The methodology for the identification of the existing environmental values of the area surrounding the site and the identification of the viewpoints is detailed below:

- The use of aerial photography to generate a visual catchment map. This identifies the area within which the Project can potentially be seen;

- Identification of potentially affected receptors and viewpoints which are accessible to the public using aerial photography;

- Site verification of publicly accessible and representative viewpoints with photographic recording to provide a representation of typical views possible from that locality to the Project. These viewing situations reflect particular landscape and / or visual features of importance within the visual environment and local landscape character. Generally, they represent views from key visual receptors (visitors, tourists, residents and recreation users) where a potentially significant change in view may occur; and

- Review of existing information and collation of relevant background information including planning, land use and regional landscape characteristics.

1.3.2 ASSESSMENT OF IMPACTS

A qualitative assessment of landscape and visual impacts forms the second component of the assessment. The significance of impacts has been evaluated using a combination of landscape character impacts and visual impacts, as defined below.

Landscape Character Assessment

The assessment of the landscape character involves a number of tasks. This analysis is undertaken to obtain an understanding of the character of the context and the sensitivity of the area's landscape character.

Landscape character is defined as:

The combined quality of built, natural and cultural aspects that make up an area and provide its unique sense of place. (EIA No4 Guidelines, 2013, RMS)

Impacts have been assessed from identified viewpoints and consider (through professional judgement) the scale of change including:

- The extent to which the change (modification, removal and / or addition) of landscape features alters the existing landscape character;
- The extent of area from which the effect is evident;
- The duration of the effect (short/medium/long term, permanent/temporary);
- The physical state (or condition) of the landscape and its intactness from visual, functional, and ecological perspective. This includes consideration of the condition of landscape elements (eg. groups of features within the soft landscape including roadside planting, open space, recreational facilities, creek lines, tree, bush blocks), or features (eg. prominent eye-catching elements such as a distinctive building and/or its setting, significant mature specimen tree, lookout point, etc) and their contribution to landscape character. Individual features and elements make up the character of a place and influence how the landscape is experienced; and
- The effectiveness of any proposed mitigation.

Visual Impact Assessment

The Visual Impact Assessment of the proposal involves the assessment of the visibility of the proposal, the identification of key existing view points and their sensitivity followed by the assessment of their visual impact. Visual impact is determined through the subjective assessment of sensitivity of the visual receptors (i.e. site visitors, tourist, outdoor recreational users) and the magnitude (scale) of the change in view. Sensitivity is dependent upon receptors' location; the importance of their view; their activity (i.e. working, recreational, or travelling through); expectations; available view; and the extent or angle of this view.

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

- Visibility and the type of receptor – Visibility of the proposal is based on static (generally long term) and mobile (generally short term) receptors. The impact varies based on the type of receptor.
- Static receptors are generally people with views of the proposal from their places of congregation such as plazas and seating areas. Mobile receptors include commuters, shoppers, pedestrians and those using the foreshore for recreation.

1.3.3 SIGNIFCANCE OF IMPACTS

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

Visual Sensitivity

Visual sensitivity refers to how sensitive the landscape character zone is to the proposed change, relating to natural environment, scale and its capacity to absorb change. In the case of visual impact this also relates to the type of viewer and number of viewers.

Visual sensitivity also depends on a range of user group characteristics and the author's knowledge or public perception of the quality of particular land uses and landscapes. The characteristics considered in this study are:

- The perceived cultural value of the visual environment and elements within it;
- User groups (residents, pedestrians, recreation users etc);
- Frequency (the number of viewers or the frequency of views for an individual);
- Duration of views, and
- The distance of the proposed development from viewers.

Magnitude

Magnitude is the measurement of the scale, form and character of a development proposal and the degree of intrusion when compared to the existing condition. All elements of the proposal need to be considered. Critical issues include:

- Changes to the built environment within the occupied field of view;
- Changes to materials and patterns, and
- The nature, density and scale of existing and proposed works.

For visual assessment, the rating for magnitude also includes consideration of the distance of the proposal from the viewer and for sensitivity the direction and composition of the view.

Based on these two assessment criteria a judgement must be made as to the quality of design outcome, and the strategies for mitigating and balancing the objectives of the project with its impact on its setting. The impact is calculated using the landscape character and visual impact grading matrix provided in the Roads and Maritime Services practice note (refer Table 1), which provides consistent terminology for the study.

TABLE 1 – IMPACT GRADING MATRIX

		MAGNITUDE			
		High	Moderate	Low	Negligible
SENSITIVITY	High	High	High - Moderate	Moderate	Negligible
	Moderate	High - Moderate	Moderate	Moderate - Low	Negligible
	Low	Moderate	Moderate -Low	Low	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible

1.4 POLICY FRAMEWORK

The following documents provide a policy framework for the area and have been used to inform the landscape and visual impact assessment:

- Sydney Cove Redevelopment Authority Scheme;
- Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005;
- NSW 2021;
- A Plan for Growing Sydney;
- Sydney's Cycling Future;
- Sydney's Walking Future;
- Sydney City Centre Access Strategy; and
- Sydney Development Control Plan 2012.

Refer to *Section 5 Planning Framework Assessment* within the EIS for a detailed assessment of the relevant policies.

1.5 LIMITATIONS OF THE VIA

There are the following limitations associated with this assessment:

- There is no guidance on the assessment of landscape and visual impacts specific to Australia. Additionally, as mentioned above, there are no specific legislative requirements for the methodology

of an assessment such as this in New South Wales. Therefore the Guidance note EIA-N04 Guidelines for Landscape Character and Visual Impact Assessment prepared by Roads and Maritime Services (2013) and the Guidance for Landscape and Visual Impact Assessment (GLVIA), Third Edition prepared by Landscape Institute and Institute of Environmental Management & Assessment (2013) has been as a basis for the methodology for this assessment.

- The VIA process aims to be objective and, as such, seeks to describe any changes factually. Potential changes as a result of the project have been defined; however, the significance of these changes requires qualitative (subjective) judgements to be made. Therefore the conclusions to this assessment combine both objective measurement and subjective professional interpretation. This assessment has attempted to be objective, however it is recognised that visual assessment can be highly subjective and individuals are likely to associate different visual experiences to the study area.

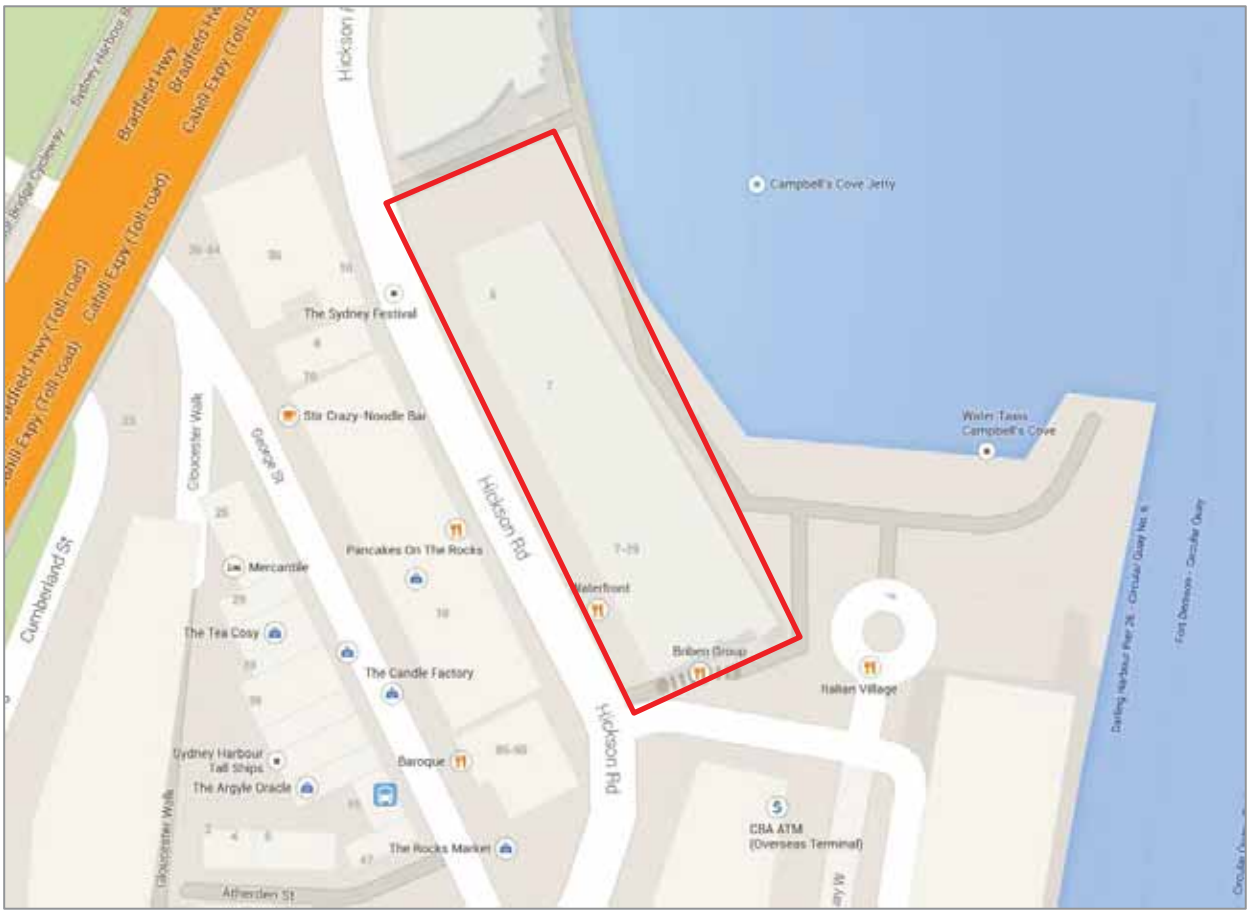
2 Project Description

2.1 THE SITE

The site is the Campbell's stores. The street address for the Campbell's Stores is 7-27 Circular Quay West, The Rocks. The legal description of the site (as defined by the Agreement for Lease) is provided within the EIS.

The general location of the site is shown in Figure 1. The Sydney Harbour Foreshore Authority is the owner of the land described within the Agreement for Lease. The City of Sydney owns the land within the road reserve of Hickson Road, including the tunnel servicing the restaurants.

FIGURE 1 – THE SUBJECT SITE (SOURCE: WWW.GOOGLE.COM.AU/MAPS)



The Campbell's Stores comprise a historic sandstone and brick warehouse building, which appears as a three storey building when viewed from Sydney Harbour and the foreshore promenade (**Picture 1**) and a two storey building when viewed from Hickson Road (**Picture 2**).

The original sandstone building has been modified on a number of occasions since its initial construction in the 1850s. The modifications include the addition of the third level which is constructed of brickwork (**Picture 2**) and the extension of the existing building in the late 1800s and early 1900s which is also of brickwork construction (**Picture 3**).

The building has been used for restaurant purposes since the 1970s and currently accommodates four large restaurants - Waterfront, Wolfie's, Imperial Peking and the Italian Village. Openings have been made within the original sandstone walls to amalgamate the original warehouse bays into larger tenancies. Other internal modifications have been made to allow for vertical access and the fit-out for both front and back-of- house facilities (i.e. dining areas, amenities, commercial kitchens, etc.).

Each of the restaurants includes an outdoor dining area along the eastern frontage of the building, overlooking Sydney Harbour and Sydney Opera House. Awnings have been installed along the full frontage of the building to provide weather protection. Non-heritage decorative elements (e.g. boat masts) have also been located along this frontage.

An additional standalone building has been constructed to the north of the Campbell's Stores building between Hickson Road and the significant tree located adjacent to the foreshore promenade (**Picture 4**). This building is of single storey construction and predominantly sits below the existing footpath levels along Hickson Road (**Picture 5**).

The existing development does not include any on-site car parking, nor is there any potential or car parking to be provided based on the heritage listing of the building and the physical constraints of the site. However, excellent access is available by foot, cycling and public transport. Clear and definable pedestrian links are located to the north and south of the building, including ramp access from the north and stairs to the south. The site is located within easy walking distance of Circular Quay railway station, ferry wharf and bus services.

A loading dock is located to the south of the sandstone building, below the access driveway to the Overseas Passenger Terminal (**Picture 6**). The loading dock connects to the back-of-house for the restaurants via a service tunnel below the footpath on Hickson Road.

FIGURE 2 – EXISTING DEVELOPMENT (SOURCE: URBIS, 2015)

PICTURE 1 – OUTDOOR DINING AREA ALONG FORESHORE PROMENADE

PICTURE 2 – HICKSON ROAD FRONTAGE AND FOOTPATH (WITH TUNNEL BELOW)

PICTURE 3 – NORTH WESTERN CORNER OF BUILDING ON HICKSON ROAD

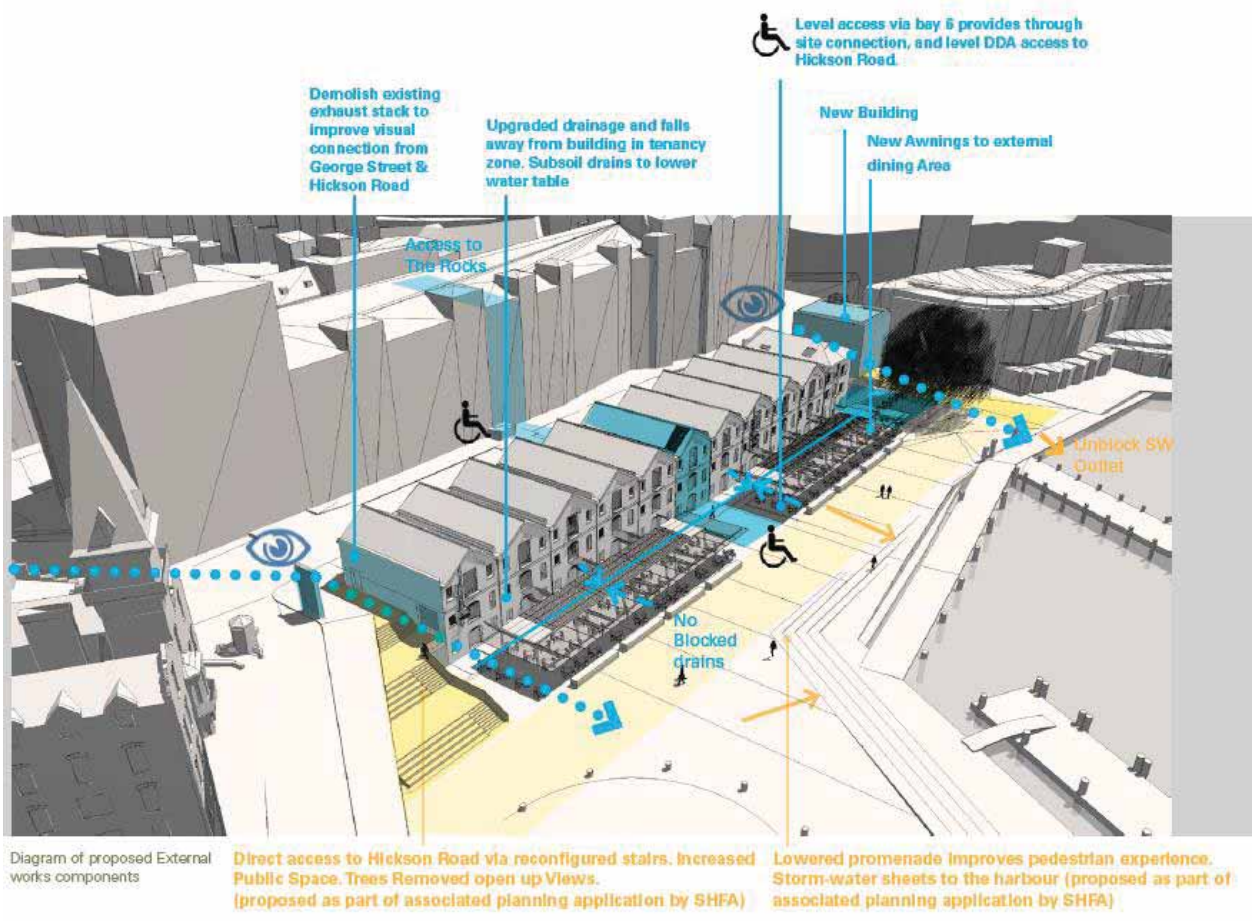
PICTURE 4 – SIGNIFICANT TREE ON FORESHORE PROMENADE

PICTURE 5 – EXISTING STANDALONE BUILDING TO NORTH OF CAMPBELL'S STORES BUILDING

PICTURE 6 –LOADING DOCK IN CIRCULAR QUAY WEST

2.2 COMPONENTS OF THE PROJECT

FIGURE 3 – DIAGRAM OF PROPOSED EXTERNAL WORKS (SOURCE: CAMPBELL'S STORES DESIGN STATEMENT, JPW, 2015)



From a visual perspective, the primary components of the Project are associated with the external building alterations. The proposed alterations to the exterior of the building are primarily designed to improve the appearance and heritage qualities of the building and enhance its connection to and relationship with The Rocks precinct. The proposed works include:

- **Bay X:** Removal of the existing brick stack ventilation riser, located within Bay X at the southern end of the Stores. This will enable better visibility to the harbour by creating a wider pedestrian area and will expose the original heritage fabric of the building. A new contemporary LED signage element, visible from George Street, is proposed to announce the precinct. The signage will be integrated with the architecture and interpretation strategy and sensitively designed to meet the heritage objectives of the project, and relevant guidelines (refer Figure 4).

- **Hickson Road:** In order to improve pedestrian access on Hickson Road and provide connections between Campbell's Stores and The Rocks precinct it is proposed to modify the existing openings on the western elevation of the building, modify levels along Hickson Road, widen the kerb along the Stores side of the road, and provide a new pedestrian crossing near Bay 6. An area for external café seating is also proposed on Hickson Road (refer Figure 5).

- **External Dining Area:** Reconfiguration and upgrade of the existing external dining area, including removal of the existing awnings and intrusive elements (e.g. boat masts). Installation of new awnings, setback 3 metres from the façade of the building and from the north and south side, with a wide opening to Bay 6 to allow good visual connection. The awnings are designed as contemporary, robust structures in steel, glass and precast, which frame the Bay entrances. Horizontal, retractable blinds are provided for sunny days, while vertical, retractable glass screens are provided to protect against adverse winds (refer Figure 6).

- **Building additions:** It is proposed to demolish the existing lightweight structure to the north of the Campbell's Stores and replace it with a new structure. The new Bay 12 building will provide for a physical connection to the existing sandstone building (as noted above) and will be located and designed to avoid potential impacts on the significant tree and maintain views from Hickson Road to the harbour (refer Figure 7).

FIGURE 4 – BAY X (SOURCE: JPW)

FIGURE 5 – HICKSON ROAD (SOURCE: JPW)

FIGURE 6 – EXTERNAL DINING (SOURCE: JPW)

FIGURE 7 – BAY 12 BUILDING ADDITION (SOURCE: JPW)

Figure 8 – Site Development Plan (Source: JPW)

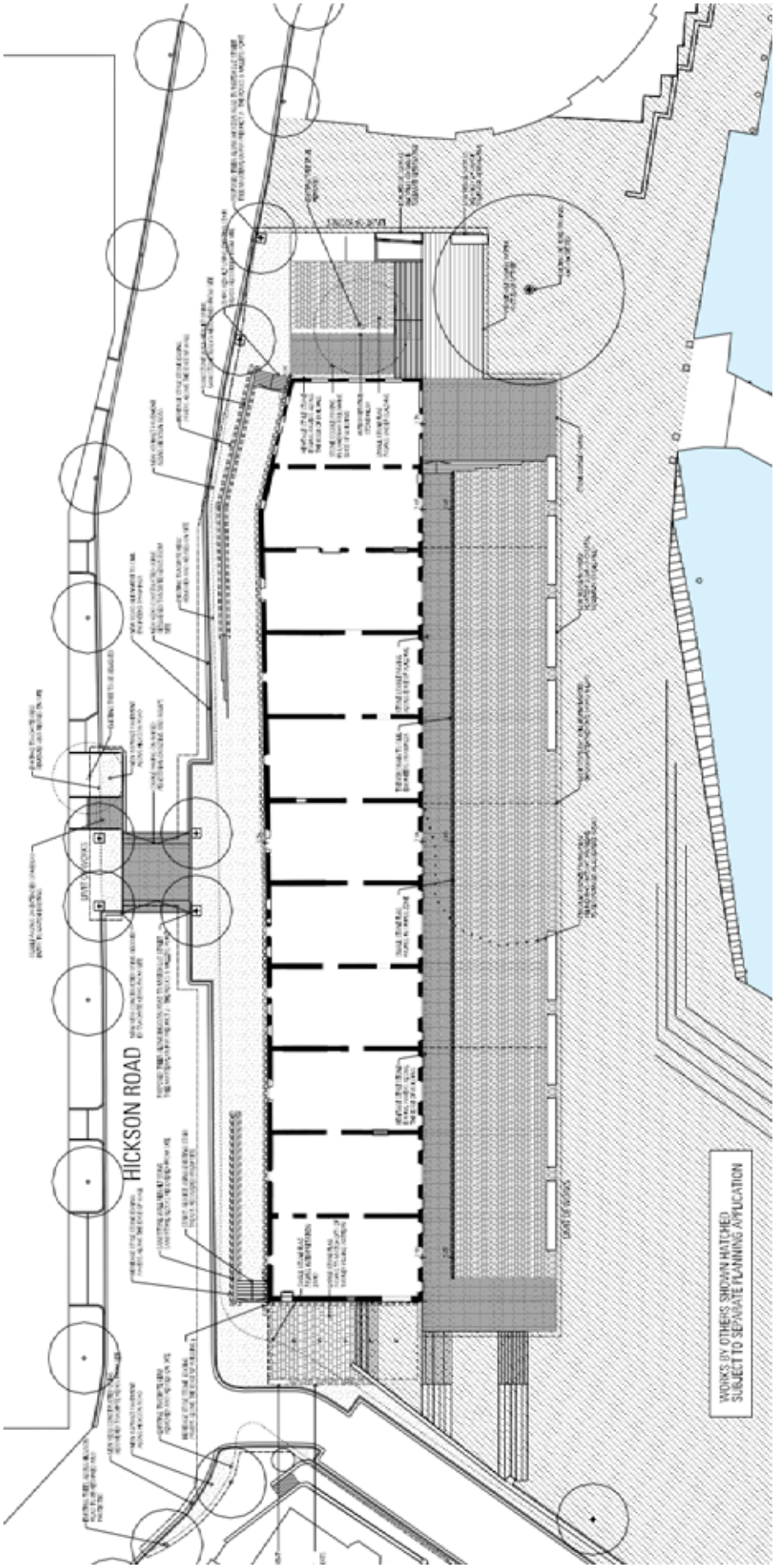
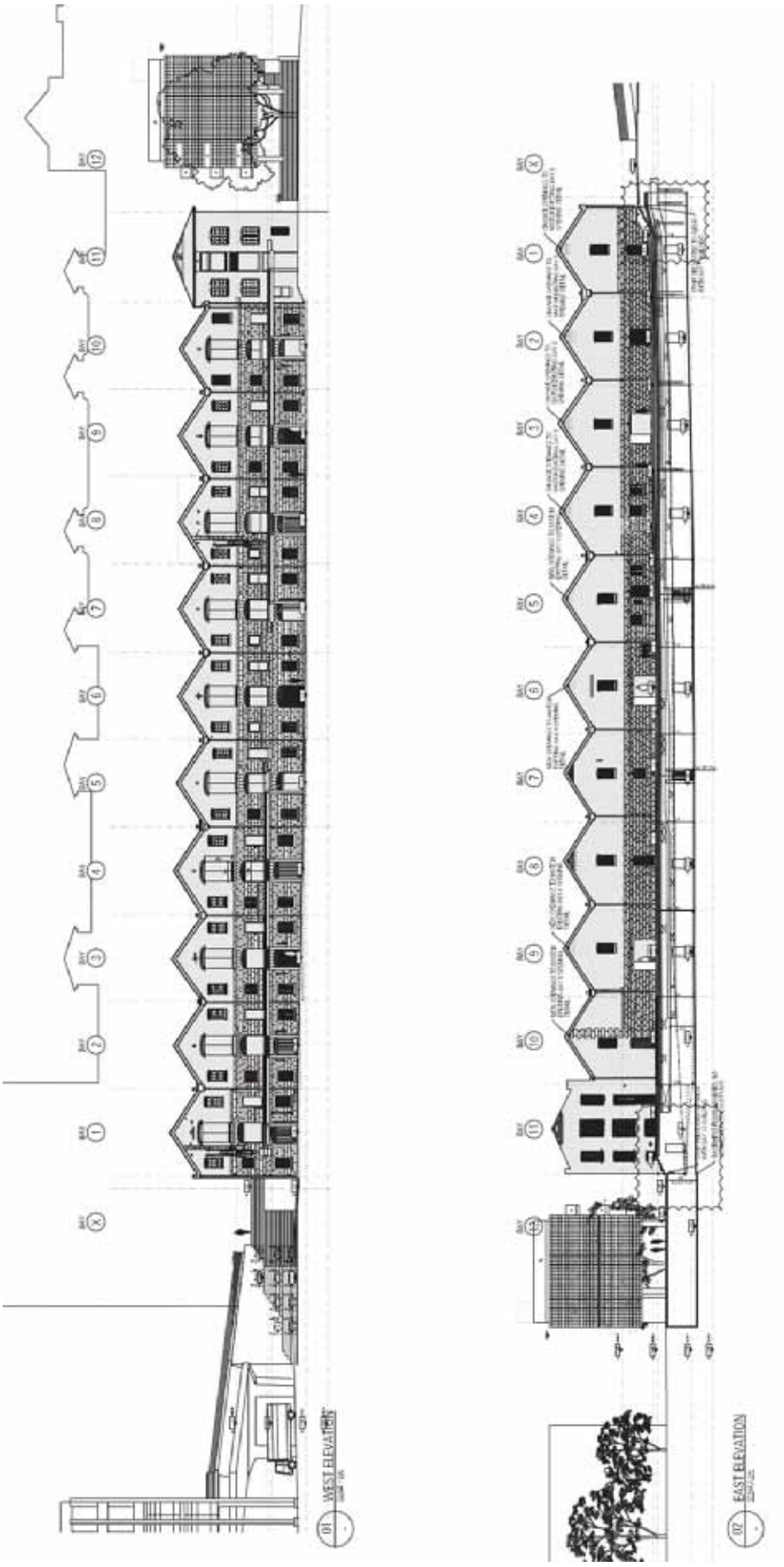


FIGURE 9 – DEVELOPMENT ELEVATIONS (SOURCE: JPW)



3 Landscape Character Assessment

3.1 EXISTING LANDSCAPE CHARACTER AND SENSITIVITY

Campbell's Stores are located within the Campbell's Cove precinct in West Circular Quay (Figure 10). The site is within the northern end of The Rocks and benefits from a spectacular outlook across Sydney Harbour, with views of the Sydney Harbour Bridge to the north and the world heritage listed Sydney Opera House to the east. The Campbell's Stores are also highly visible from water vessels that regularly enter and leave Sydney Cove, including passenger ferries and sightseeing cruise ships.

FIGURE 10 – SITE CONTEXT (SOURCE: NEARMAPS.COM)

The site enjoys excellent levels of accessibility, being located within approximately 500 metres of Circular Quay railway station, ferry wharf and bus services. It is also located within walking distance of the Sydney Central Business District and key pedestrian destinations for both Sydney locals and domestic and international tourists, including The Rocks, the Sydney Opera House, Walsh Bay and (in the future) Barangaroo.

The key character features of the immediately surrounding development are described below. An aerial photograph of the locality is provided as Figure 11 with photographs of the surrounding development provided at Figure 12.

- Campbell's Cove and Jetty is located to the east of Campbell's Stores. Public access is provided along the foreshore, adjacent to the outdoor dining area and a stepped area providing informal seating adjacent to the harbour (**Picture 7**).

- The Overseas Passenger Terminal is located south-east of the Campbell's Stores (**Picture 8**). The terminal has recently been refurbished to meet the ongoing needs of the cruising industry. It generally accommodates larger cruise ships which cannot be berthed at the White Bay Terminal.

- The area between the Overseas Passenger Terminal and Campbell's Stores provides a large space for events, as well as views and photographs of the Sydney Opera House (**Picture 9**). Pedestrian access is provided from Hickson Road via stairs to the south of Campbell's Stores (**Picture 10**).

- The Park Hyatt is located to the north of Campbell's Stores and comprises a five storey hotel building with high quality accommodation, waterfront restaurants and bar, day spa and recreational facilities (**Picture 11**). The foreshore promenade extends along the frontage of the hotel to Hickson Road Reserve, Millers Point and Barangaroo. An access-way between the hotel and Campbell's Stores provides pedestrian access from Hickson Road to the foreshore promenade (**Picture 12**).

- The ASNCo (Australian Steam Navigation Company) building is located to the south of Campbell's Stores, on the opposite side of the access driveway to the Overseas Passenger Terminal (**Picture 13**). It accommodates a range of commercial and educational land use activities.

- The Metcalfe Bond Stores are located to the west on the opposite side of Hickson Road (**Picture 14**) These buildings have a height of five and six storeys and currently accommodate a range of retail, commercial and residential uses.

- The Campbell's Stores are located within walking distance of key points of local and tourist interest, including The Rocks historic precinct (**Picture 15**) and the Museum of Contemporary Art (**Picture 16**).

FIGURE 11 – LOCALITY PHOTOGRAPH (SOURCE: JPW, 2014)

FIGURE 12 – SURROUNDING DEVELOPMENT (SOURCE: URBIS, 2015)

PICTURE 7 – CAMPBELL'S COVE FORESHORE PROMENADE AND STEPS

PICTURE 8 – OVERSEAS PASSENGER TERMINAL AND SERVICE VEHICLE DRIVEWAY

PICTURE 9 – PUBLIC DOMAIN AT END OF CIRCULAR QUAY WEST AND SYDNEY OPERA HOUSE

PICTURE 10 – EXISTING STEPS FROM HICKSON ROAD ON SOUTHERN SIDE OF CAMPBELL'S STORES

PICTURE 11 – PARK HYATT SYDNEY

PICTURE 12 – ACCESS FROM HICKSON ROAD ON NORTHERN SIDE OF CAMPBELL'S STORES

PICTURE 13 – ASNCO BUILDING ON HICKSON ROAD

PICTURE 14 – METCALFE BOND STORES ON WESTERN SIDE OF HICKSON ROAD

PICTURE 15 – GEORGE STREET, THE ROCKS

PICTURE 16 – MUSEUM OF CONTEMPORARY ART

3.2 HERITAGE

The subject site at 7-27 Circular Quay West is listed as a heritage item under the NSW Heritage Act 1977:

- Campbell's Stores, State Heritage Register of New South Wales (Item 01536).
- Campbell's Stores, Section 170 of the SHFA Heritage Register as an agency of the NSW Government.

The Campbell's Stores are contained within:

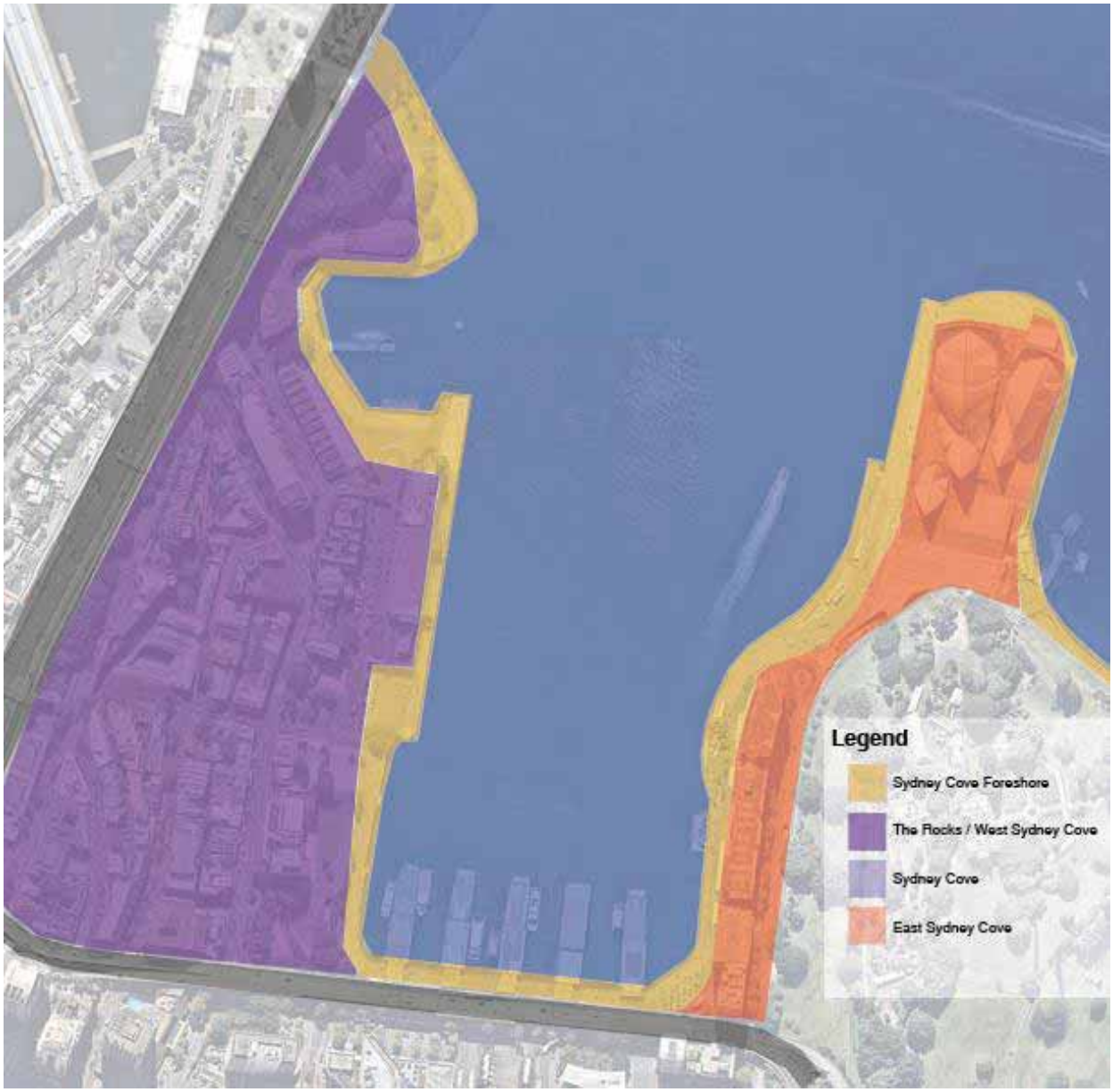
- The Rocks Conservation Area, Section 170 of the SHFA Heritage Register

The subject item is not listed on Schedule 5 of the Sydney LEP 2012 as an item of local heritage significance. Accordingly the Minister of Planning is the consent authority, however SHFA are to be consulted, as the property owner, for any proposed DA submissions.

The property is a State Significant Development (SSD 7056) and is subject to the heritage provisions of the NSW Heritage Act, under the Environmental Planning and Assessment Act 1979. The consent authority must take into consideration the potential impact of any proposed development on the heritage significance of the heritage item.

For a full assessment of the heritage aspects of the site refer to Appendix F1, Statement of Heritage Impact by Graham Brooks & Associates Pty Ltd.

FIGURE 13 – LANDSCAPE CHARACTER ZONES (SOURCE: URBIS, 2015)



3.3 LANDSCAPE CHARACTER ZONES

The study are has been divided into four different character zones of broadly homogenous character or strongly defined spatial qualities, within reasonable vicinity of the project, refer Figure 13.

The project context is divided into the following character zones:

- Character Zone 01: Sydney Cove Foreshore
- Character Zone 02: The Rocks / West Sydney Cove
- Character Zone 03: Sydney Cove
- Character Zone 04: East Sydney Cove

01 Sydney Cove Foreshore

The Sydney Cove Foreshore is a linear promenade at the harbour's edge. The length of the foreshore promenade is generally defined by the world heritage Sydney Opera House at the east end and Hickson Road Reserve/Sydney Harbour Bridge to the west. The depth of the foreshore character area is generally defined by the horizontal walking surface and the vertical built form of the harbour buildings and infrastructure. This foreshore area is a significant contributor to the Sydney tourism and visitor economy by hosting major events throughout the year.

02 The Rocks / West Sydney Cove

The Rocks offers an unparalleled combination of the old and new; from heritage architecture and cobblestoned laneways, to modern expansion of the Museum of Contemporary Art, which opened in 2012. The original buildings were made mostly of local sandstone, from which the area derives its name. The Rocks is a very popular tourist attraction because of its close proximity to Circular Quay and the views of the iconic Harbour Bridge, as well as the historic nature of many of the buildings. This character area is generally bounded by roadway infrastructure to the south and west and the Sydney Cove Foreshore promenade to the east and north.

03 Sydney Cove

Sydney Cove is a small bay on the southern shore of Sydney Harbour. This area is the water vessel hub of Sydney. It is also consider the founding site for Sydney. The area is world renowned for its collection of the iconography that often defines Australia; the Sydney Opera House, the Sydney Harbour Bridge, Circular Quay ferry terminals, and The Rocks are among these icons.

04 East Sydney Cove

The landscape character zone identified as East Sydney Cove is predominately comprised of five buildings (the Sydney Opera House, the Bennelong Apartments, and the former Coca Cola Amatil Building) located at the eastern edge of Sydney Cove

3.4 LANDSCAPE CHARACTER IMPACTS

The impact of the proposal on each character zone was assessed. Impacts were based on both the sensitivity of the character zone and magnitude of the proposal in that zone, with an overall impact recorded.

CHARACTER ZONE 01: SYDNEY COVE FORESHORE			
Sensitivity	**HIGH**	<u>Sensitivity</u> With regard to how sensitive the character zone is to the proposed change and its capacity to absorb change, the zone has been rated as having a HIGH sensitivity due to: ▪ The Sydney Cove Foreshore as a significant destination for tourist and residents alike. It plays an important role interfacing the built form to the harbour's edge. ▪ The continuously evolving nature of the soft (café dining, outdoor seating, shade umbrellas, etc) and hard (MCA building addition, Sydney Opera House forecourt improvements, Circular Quay public domain improvements, etc.) treatments of the surround built environment ▪ The composition of the built environment that is the foreshore is a mix of public and private buildings and architectural design styles/periods. This eclectic arrangement is part of the area's vibrancy and what draws the visitor along the foreshore.	<u>Magnitude</u> The magnitude of the development proposal and the degree of intrusion when compared to the existing condition has been rated LOW for the following reasons: ▪ The proposed changes to the eastern façade of the Campbell's Stores remove a fair amount of visual and physical clutter to further expose the sandstone façade of the building which is keeping in character of the foreshore. ▪ The proposed new building at Bay 12 is a clear, contemporary counterpoint to the original heritage. Like the highly contemporary extension at the Museum of Contemporary Art, the Bay 12 building adds to the visual variety and interest that occurs along the Sydney Harbour Foreshore. ▪ While the proposed changes will have a dramatic effect on the character of the immediate area and by extension the foreshore promenade, the changes are very much in keeping with character and style as proposal will reveal more of the materials and patterns that define the character of The Rocks precinct.
Magnitude	**LOW**		
Overall impact	**MODERATE**		

CHARACTER ZONE 02: THE ROCKS / WEST SYDNEY COVE			
Sensitivity	**HIGH**	<u>Sensitivity</u> With regard to how sensitive the character zone is to the proposed change and its capacity to absorb change, the zone has been rated as having a HIGH sensitivity due to: ▪ The settlement history and the heritage designation of The Rocks area. ▪ The importance of the area as outlined in The Rocks Heritage Management Plan. ▪ The rich collection of built form elements; from the small terraces and merchants' houses of the 1840s and 1850s to the high-rise apartment blocks and offices of the 1990s. ▪ The user and the user expectation of the area as a culturally significant destination.	<u>Magnitude</u> The magnitude of the development proposal and the degree of intrusion when compared to the existing condition has been rated LOW for the following reasons: ▪ The proposed changes to the eastern façade of the Campbell's Stores remove a fair amount of visual clutter to further expose the sandstone façade of the building. ▪ The proposed new building at Bay 12 is a clear, contemporary counterpoint to the original heritage. Like the highly contemporary extension at the MCA, the Bay 12 building adds to the visual variety that occurs along the Sydney Harbour Foreshore. ▪ While the proposed changes will have a dramatic effect on the character of the immediate area, the changes are very much in keeping with character and style as proposal will reveal more of the materials and patterns that define the character of The Rocks precinct.
Magnitude	**LOW**		
Overall impact	**MODERATE**		

CHARACTER ZONE 03: SYDNEY COVE			
Sensitivity	**MODERATE**	<u>Sensitivity</u> With regard to how sensitive the character zone is to the proposed change and its capacity to absorb change, the zone has been rated as having a MODERATE sensitivity due to: ▪ Given the variety of built form elements that compose the landscape of the Sydney Harbour. ▪ Approaching Circular Quay by	<u>Magnitude</u> The magnitude of the development proposal and the degree of intrusion when compared to the existing condition has been rated NEGLIGIBLE for the following reasons: ▪ The proposed changes to the eastern façade of the Campbell's Stores remove a fair amount of visual clutter to further expose the sandstone façade of the
Magnitude	**NEGLIGIBLE**		
Overall impact	**NEGLIGIBLE**		

CHARACTER ZONE 03: SYDNEY COVE			
		ferry, both locals and visitors see the Opera House, high-rise office blocks and an extraordinary landscape of unusual structures behind and above the Overseas Passenger Terminal. Tiny terrace houses, sandstone bond stores, and panoply of roofing styles confront the eye. (Source: The Rocks Heritage Management Plan)	building, which allows the building to further integrate within The Rocks heritage setting. ▪ The proposed new building at Bay 12 is primarily obscured from view by the adjacent Fig tree thus limiting its degree of intrusion to the character of this zone. ▪ The proposal further reinforces the character of the area and would likely not be perceived by a future visitor or tourist.

CHARACTER ZONE 04: EAST SYDNEY COVE			
Sensitivity	**HIGH**	<u>Sensitivity</u> With regard to how sensitive the character zone is to the proposed change and its capacity to absorb change, the zone has been rated as having a HIGH sensitivity due to: ▪ World heritage status of the Sydney Opera House. ▪ The prominence of the area as a main attraction for both locals and tourists.	<u>Magnitude</u> The magnitude of the development proposal and the degree of intrusion when compared to the existing condition has been rated NEGLIGIBLE for the following reasons: ▪ Part of the built form frame that borders the character zone of East Circular Quay. ▪ The proposal further reinforces the character of the area and would likely not be perceived by a future visitor or tourist. ▪ The proposed exterior changes/addition have no influence on this character area.
Magnitude	**NEGLIGIBLE**		
Overall impact	**NEGLIGIBLE**		

4 Assessment of Potential Visual Impacts

4.1 VISIBILITY OF THE PROPOSAL

The viewshed or Visual Catchment is the area from which views of a particular proposed development may be possible. The Visual Catchment of the study area and fourteen significant viewer locations within reasonable distance of the project identified in consultation with the project team is shown in Figure 14.

The prominent visibility of the proposed exterior modifications, and the proposed new building located at the north of the project, are generally contained within the immediate context of the project. Those viewpoints being from Hickson Road, directly to the west, and the foreshore promenade, directly to the east.

However, given the close proximity of the surrounding buildings, the winding alignment of Hickson Road and the fortunate location of mature vegetation (primarily the fig tree located to the east of the new proposed building), more distant views of the project are either partially obscured or the composition of the proposed modifications blend almost entirely with the surrounding built environment.

Therefore, depending on location and angle of view, the existing surrounding built environment has significant impact on the visibility of the proposal.

4.2 VIEWPOINT LOCATIONS

The viewpoint locations that are included in this assessment are from places which are publically accessible; public places with a high degree of human activity such as parks, plazas, footpaths, gathering area where full or partial views of the project can be seen.

4.3 VISUAL SIMULATIONS

Visualisations of the proposed external alterations and new building at Bay 12 were prepared by Virtual Ideas, to assist in the impact assessment of the proposal, conveying the final visual image from identified viewpoints. Virtual Ideas is a highly experienced 3D visualisation company which commonly prepares material for court use, and is familiar with the court requirements to provide 3D visualisation media that will communicate the design and visual impact. Our methodologies and results have been inspected by various court appointed experts in a variety of cases and have always been found to be accurate and acceptable.

The general process in creating accurate photomontage renderings involves the creation of an accurate, real world scale digital 3D model. Virtual Ideas then takes site photographs and places the viewpoints in the 3D model that match the real world position that the photographs were taken on site.

By matching the real world camera lens properties to the camera properties in our software, and rotating the camera so that surveyed points in 3D space align with the corresponding points on the photograph, Virtual Ideas can create a rendering that is correct in terms of position, scale, rotation, and perspective. The rendering can then be superimposed into the real photo to generate an image that represents accurate form and visual impact.

The visualisations have been prepared in respect of Land and Environment Court proceeding no. 10884/14 in accordance with the Land and Environment Court's practice directions. Refer to **Error! Reference source not found.**.

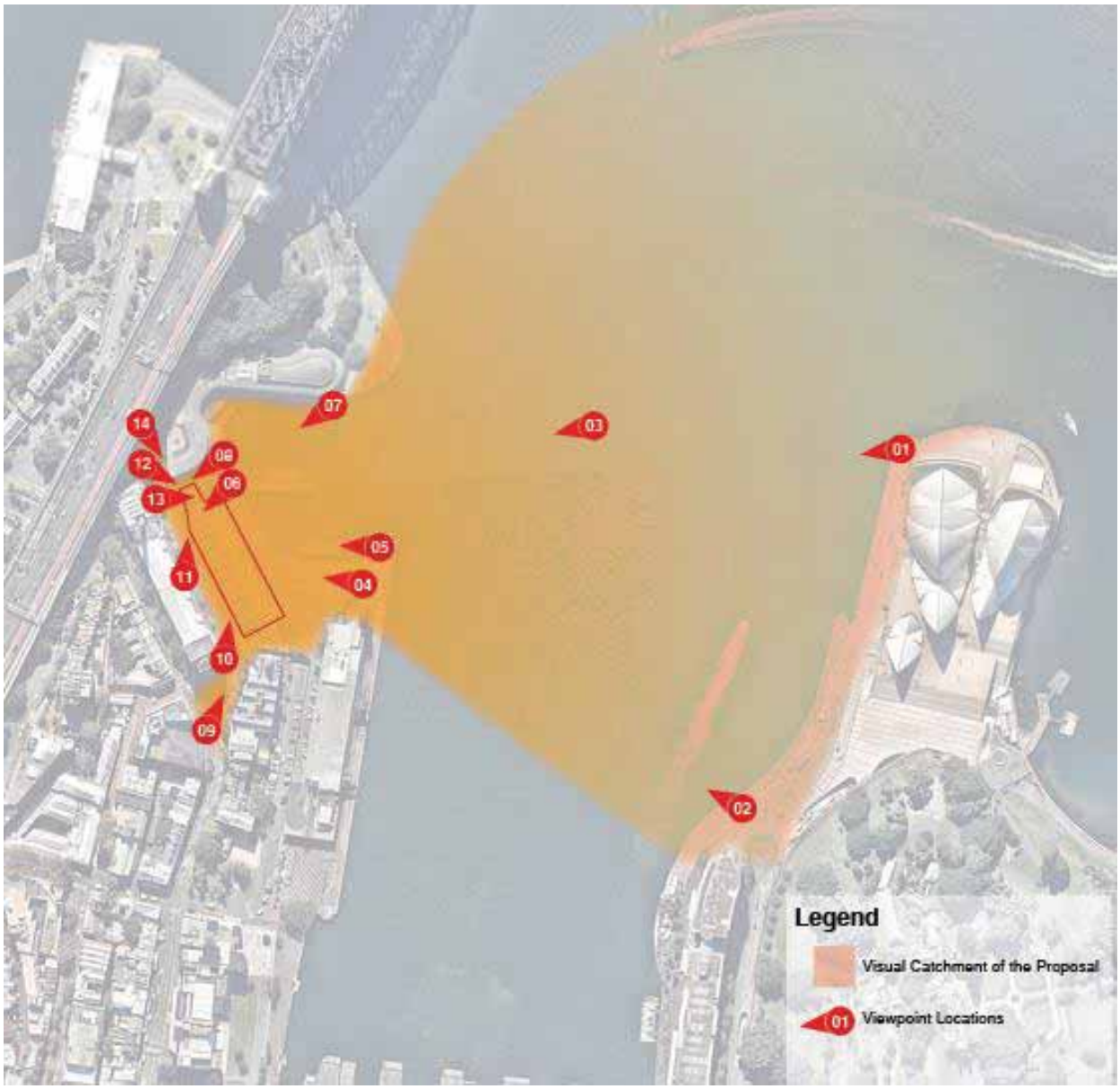
4.4 VISUAL IMPACT ASSESSMENT

This section includes a detailed assessment of the proposal from the selected viewpoints, with a rating given for magnitude and sensitivity, which provides the overall visual impact assessment for each viewing location.

To assist in making the visual assessment process easier to comprehend and more accurate, assessment of the project includes an existing image of the viewpoint. A visualisation is also provided to illustrate the location, scale and form of the proposal in its setting. Large-scale, A3-sized copies of the visualisations have also been provided in Appendix A.

These visualisations are subject to further design development and refinement.

FIGURE 14 – VISUAL CATCHMENT AND KEY VIEWPOINTS LOCATIONS



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VIEWPOINT 01 – SYDNEY OPERA HOUSE NORTH, BENNELONG POINT	
Viewing Location	Western edge of Bennelong Point at approximately the northwest corner of the Sydney Opera House.
Viewing Distance	500 m to the Project.
Duration of View and Frequency of View	Typically stationary for long periods. Its frequency of views is high.
Sensitivity	**HIGH**
Magnitude	**LOW**
Overall impact	**MODERATE**
Visual Sensitivity	Views from this location will be high in frequency and high in duration, generally experienced by a large number of Sydney Opera House visitors and tourists, and pedestrians walking along the foreshore. Sensitivity of view is determined by the world heritage status of the Sydney Opera House and unobstructed open views across the harbour to The Rocks and the Sydney Harbour Bridge, resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	While the project proposes modifications to the awnings at the eastern façade of the Campbell's Stores, the visual perception of those changes is very minimal given the viewing distance. Additional, the proposed new building is almost completely obscured by the existing fig tree. As a result, it is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the viewing distance, oblique viewing angle, and lack of visibility of the project it is anticipated that the potential visual impact will be MODERATE.

FIGURE 15 – VIEWPOINT 01 – SYDNEY OPERA HOUSE NORTH, BENNELONG POINT – EXISTING VIEW

FIGURE 16 – VIEWPOINT 01 – SYDNEY OPERA HOUSE NORTH, BENNELONG POINT – VISUALISATION

VIEWPOINT 02 – SYDNEY OPERA HOUSE SOUTH, BENNELONG POINT	
Viewing Location	Western edge of Bennelong Point at approximately the southwest corner of the Sydney Opera House.
Viewing Distance	445 m to the Project.
Duration of View and Frequency of View	Typically stationary for long periods. Its frequency of views is high.
Sensitivity	**HIGH**
Magnitude	**LOW**
Overall impact	**MODERATE**
Visual Sensitivity	Views from this location will be high in frequency and high in duration, generally experienced by a large number of Sydney Opera House visitors and tourists, and pedestrians walking along the foreshore. Sensitivity of view is determined by the world heritage status of the Sydney Opera House and unobstructed open views across the harbour to The Rocks and the Sydney Harbour Bridge, resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	While the project proposes modifications to the awnings at the eastern façade of the Campbell's Stores, the visual perception of those changes is very minimal given the viewing distance and the oblique angle of the view. With regard to the proposed new building at the north end of the site, it is more visible from this viewpoint than from viewpoint 1. However the transparency and lightly reflective quality of the façade mimics the surrounding heritage sandstone buildings allowing it to blend into the surrounding built environment. As a result, it is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the viewing distance, oblique viewing angle, and lack of visibility of the project it is anticipated that the potential visual impact will be MODERATE.

FIGURE 17 – VIEWPOINT 02 – SYDNEY OPERA HOUSE SOUTH, BENNELONG POINT – EXISTING VIEW

FIGURE 18 – VIEWPOINT 02 – SYDNEY OPERA HOUSE SOUTH, BENNELONG POINT – VISUALISATION

VIEWPOINT 03 – SYDNEY HARBOUR FERRY	
Viewing Location	On the Sydney Harbour at the northern end of Sydney Cove. The Viewpoint is from the deck of a harbour ferry.
Viewing Distance	Approximately 225 m to the Project.
Duration of View and Frequency of View	Typically transient for short periods. Its frequency of views is moderate.
Sensitivity	**HIGH**
Magnitude	**LOW**
Overall impact	**MODERATE**
Visual Sensitivity	Views from this location will be high in frequency but generally short in duration, experienced by passengers on watercraft within Sydney Cove; predominantly harbour ferries and water taxis. Sensitivity of this view is determined by the world iconic status of the harbour, Sydney Cove and the unobstructed open views across the harbour to Sydney Opera House, The Rocks the Sydney Harbour Bridge, and the Sydney skyline, thus resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	While the project proposes modifications to the awnings at the eastern façade of the Campbell's Stores, the visual perception of those changes is very minimal given the viewing distance and the continuously changing angle of the view. As the duration of the view is relatively short and set within the broader context of the iconic composition of the harbour, the viewer's eye is drawn across the skyline, focusing on and around the various icons of Sydney and Australia, thus the proposed modifications become a part of the visual supporting context. With regard to the proposed new building at the north end of the site, it is more visible from this viewpoint. However the transparency and lightly reflective quality of the façade mimics the surrounding heritage sandstone buildings allowing it to blend into the surrounding built environment. It is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the viewing distance, continuously changing viewing angle, and composition of the built environment around the project it is anticipated that the potential visual impact will be MODERATE.

FIGURE 19 – VIEWPOINT 03 – SYDNEY HARBOUR FERRY – EXISTING VIEW

FIGURE 20 – VIEWPOINT 03 – SYDNEY HARBOUR FERRY – VISUALISATION

VIEWPOINT 04 – NORTH END OF OVERSEAS PASSENGER TERMINAL, SYDNEY FORESHORE	
Viewing Location	North End of Overseas Passenger Terminal, Sydney Foreshore
Viewing Distance	Approximately 75 m to the Project.
Duration of View and Frequency of View	Typically stationary for long periods. Its frequency of views is high.
Sensitivity	**HIGH**
Magnitude	**MODERATE**
Overall impact	**HIGH-MODERATE**
Visual Sensitivity	Views from this location will be high in frequency and high in duration, generally experienced by locals, overseas visitors and tourists, and pedestrians that are walking/jogging along the foreshore. Sensitivity of this view is determined by its close proximity, high number of viewers, and long duration of view; thus resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The project proposes modifications to the awnings at the eastern façade of the Campbell's Stores, the visual perception of those changes will be evident, particularly when compared against the existing condition, given the viewing distance and the direct angle of the view. However, the proposal removes a significant amount of visual clutter that currently detracts from the character of the area. With regard to the proposed new building at the north end of the site, it is more visible from this viewpoint. However the transparency and lightly reflective quality of the façade mimics the surrounding heritage sandstone buildings allowing it to blend into the surrounding built environment. It is anticipated that the magnitude of impact from this viewpoint will be MODERATE.
Potential Visual Impact	Given the viewing distance, viewing duration, number of viewers, and the direct angle of view, it is anticipated that the potential visual impact of the proposed project will be HIGH-MODERATE.

FIGURE 21 – VIEWPOINT 04 – NORTH END OF OVERSEAS PASSENGER TERMINAL, SYDNEY FORESHORE – EXISTING VIEW

FIGURE 22 – VIEWPOINT 04 – NORTH END OF OVERSEAS PASSENGER TERMINAL, SYDNEY FORESHORE – VISUALISATION

VIEWPOINT 05 – SOUTHEAST CORNER OF CAMBELL'S COVE, SYDNEY FORESHORE	
Viewing Location	Southeast Corner of Cambell's Cove, Sydney Foreshore
Viewing Distance	Approximately 85 m to the Project.
Duration of View and Frequency of View	Typically stationary for long periods. Its frequency of views is high.
Sensitivity	HIGH
Magnitude	MODERATE
Overall impact	HIGH-MODERATE
Visual Sensitivity	Views from this location will be high in frequency and high in duration, generally experienced by locals, overseas visitors and tourists, including pedestrians that are walking/jogging along the foreshore. Sensitivity of this view is determined by its close proximity, high number of viewers, and long duration of view; thus resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The project proposes modifications to the awnings at the eastern façade of the Campbell's Stores, the visual perception of those changes will be evident, particularly when compared against the existing condition, given the viewing distance and the direct angle of the view. However, the proposal removes a significant amount of visual clutter that currently detracts from the character of the area. With regard to the proposed new building at the north end of the site, it is more visible from this viewpoint. However the transparency and lightly reflective quality of the façade mimics the surrounding heritage sandstone buildings allowing it to blend into the surrounding built environment. It is anticipated that the magnitude of impact from this viewpoint will be MODERATE.
Potential Visual Impact	Given the viewing distance, viewing duration, number of viewers, and the direct angle of view, it is anticipated that the potential visual impact of the proposed project will be HIGH-MODERATE.

FIGURE 23 – VIEWPOINT 05 – SOUTHEAST CORNER OF CAMBELL'S COVE, SYDNEY FORESHORE – EXISTING VIEW

FIGURE 24 – VIEWPOINT 05 – SOUTHEAST CORNER OF CAMBELL'S COVE, SYDNEY FORESHORE – VISUALISATION

VIEWPOINT 06 – WEST EDGE OF CAMPBELL'S COVE, SYDNEY FORESHORE	
Viewing Location	West Edge of Campbell's Cove, Sydney Foreshore
Viewing Distance	Approximately 20 m to the Project.
Duration of View and Frequency of View	Typically stationary for long periods. Its frequency of views is high.
Sensitivity	**HIGH**
Magnitude	**MODERATE**
Overall impact	**HIGH- MODERATE**
Visual Sensitivity	Views from this location will be high in frequency and high in duration, generally experienced by locals, overseas visitors and tourists, including pedestrians that are walking/jogging along the foreshore. Sensitivity of this view is determined by its close proximity, high number of viewers, and long duration of view; thus resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The project proposes modifications to the awnings at the eastern façade of the Campbell's Stores, the visual perception of those changes will be evident, particularly when compared against the existing condition, given the viewing distance and the direct angle of the view. However, the proposal removes a significant amount of visual clutter that currently detracts from the character of the area. With regard to the proposed new building at the north end of the site, it is more visible from this viewpoint. However, from this viewpoint the proposed new building is almost completely obscured by the existing fig tree. It is anticipated that the magnitude of impact from this viewpoint will be MODERATE.
Potential Visual Impact	Given the viewing distance, viewing duration, and number of viewers, it is anticipated that the potential visual impact of the proposed project will be HIGH-MODERATE

FIGURE 25 – VIEWPOINT 06 – WEST EDGE OF CAMPBELL'S COVE, SYDNEY FORESHORE – EXISTING VIEW

FIGURE 26 – VIEWPOINT 06 – WEST EDGE OF CAMPBELL'S COVE, SYDNEY FORESHORE – VISUALISATION

VIEWPOINT 07 – NORTH EDGE OF CAMPBELL'S COVE, SYDNEY FORESHORE	
Viewing Location	North Edge of Campbell's Cove, Sydney Foreshore
Viewing Distance	Approximately 125 m to the Project.
Duration of View and Frequency of View	Typically stationary for long periods. Its frequency of views is moderate.
Sensitivity	**HIGH**
Magnitude	**LOW**
Overall impact	**MODERATE**
Visual Sensitivity	Views from this location will be high in frequency and high in duration, generally experienced by locals, overseas visitors and tourists, including pedestrians that are walking/jogging along the foreshore. Sensitivity of this view is determined by its close proximity, high number of viewers, and long duration of view; thus resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	While the project proposes modifications to the awnings at the eastern façade of the Campbell's Stores, the visual perception of those changes is very minimal given the viewing distance. Additional, the proposed new building is almost completely obscured by the existing fig tree. As a result, it is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the viewing distance, viewing duration, and number of viewers, it is anticipated that the potential visual impact of the proposed project will be MODERATE

FIGURE 27 – VIEWPOINT 07 – NORTH EDGE OF CAMPBELL'S COVE, SYDNEY FORESHORE – EXISTING VIEW

FIGURE 28 – VIEWPOINT 07 – NORTH EDGE OF CAMPBELL'S COVE, SYDNEY FORESHORE – VISUALISATION

VIEWPOINT 08 – EAST BAY 12	
Viewing Location	East Bay 12, northeast of the existing fig tree to remain
Viewing Distance	Approximately 10 m to the Project.
Duration of View and Frequency of View	Typically stationary for long periods. Its frequency of views is high.
Sensitivity	**HIGH**
Magnitude	**MODERATE**
Overall impact	**HIGH-MODERATE**
Visual Sensitivity	Views from this location will be high in frequency and high in duration, generally experienced by locals, overseas visitors and tourists, including pedestrians that are walking/jogging along the foreshore. Sensitivity of this view is determined by its close proximity, high number of viewers, and long duration of view; thus resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The proposed new building at Bay 12 replaces the existing light weight structure at the north end of the Campbell's Stores as well as replaces the canvas covered outdoor dining space. The scale and proportions of the building are designed to be sympathetic and comparable to the existing store bays and continue and complete the rhythm of the stores. However, from this viewpoint the proposed new building is almost completely obscured by the existing fig tree. As a result, it is anticipated that the magnitude of impact from this viewpoint will be MODERATE.
Potential Visual Impact	Given the viewing distance, viewing duration, and number of viewers, it is anticipated that the potential visual impact of the proposed project will be HIGH-MODERATE

FIGURE 29 – VIEWPOINT 08 – EAST BAY 12 – EXISTING VIEW

FIGURE 30 – VIEWPOINT 08 – EAST BAY 12 – VISUALISATION

VIEWPOINT 09 –INTERSECTION OF HICKSON ROAD AND GEORGE STREET	
Viewing Location	South of the Intersection of Hickson Road and George Street, from the western footpath of George Street in the public domain.
Viewing Distance	Approximately 85 m to the Project.
Duration of View and Frequency of View	Typically transient in nature lasting for short periods of time. Its frequency of viewers is moderate.
Sensitivity	MODERATE
Magnitude	LOW
Overall impact	MODERATE-LOW
Visual Sensitivity	Views from this location are typically transient in nature lasting for short periods of times. The views are generally experienced locals, overseas visitors and tourists, including pedestrians who are traveling within The Rocks precinct. Sensitivity of this view is determined by its close proximity, moderate number of viewers, and short duration of view; thus resulting in a MODERATE level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The nature of the view of the proposal is that of a partial view. The viewer experiences only a minor part of the overall modifications. Additionally the viewing distance and angle of view further restrict the magnitude the proposal has on the view setting. As a result, it is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the viewing distance and angle, short viewing duration, and number of viewers, it is anticipated that the potential visual impact of the proposed project will be MODERATE-LOW

FIGURE 31 – VIEWPOINT 09 – INTERSECTION OF HICKSON ROAD AND GEORGE STREET – EXISTING VIEW

FIGURE 32 – VIEWPOINT 09 – INTERSECTION OF HICKSON ROAD AND GEORGE STREET – VISUALISATION

VIEWPOINT 10 – WEST OF HICKSON ROAD AT BAY X	
Viewing Location	West of Hickson Road, at the southwest corner of the intersection of Hickson Road and the access drive to the Overseas Terminal
Viewing Distance	Approximately 15 m to the Project.
Duration of View and Frequency of View	Typically transient for short periods. Its frequency of viewers is moderate.
Sensitivity	MODERATE
Magnitude	LOW
Overall impact	MODERATE-LOW
Visual Sensitivity	Views from this location are typically transient in nature lasting for short periods of times. The views are generally experienced locals, tourists, and pedestrians who are traveling within The Rocks precinct. Sensitivity of this view is determined by its close proximity, moderate number of viewers, and short duration of view; thus resulting in a MODERATE level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The nature of the view of the proposal is that of a near full view. The viewer experiences most of the overall modifications; however, the proposed new building at Bay 12 is obscured from view given the oblique angle of the project. Additionally, the proposed changes to the Hickson Road side of the project are minor in magnitude. As a result, it is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the short viewing duration, number of viewers, and proposed minor modifications, it is anticipated that the potential visual impact of the proposed project will be MODERATE-LOW

FIGURE 33 – VIEWPOINT 10 – WEST OF HICKSON ROAD AT BAY X – EXISTING VIEW

FIGURE 34 – VIEWPOINT 10 – WEST OF HICKSON ROAD AT BAY X – VISUALISATION

VIEWPOINT 11 – WEST OF BAY 6	
Viewing Location	West of Bay 6 on the western side of Hickson Road public domain
Viewing Distance	Approximately 15 m to the Project.
Duration of View and Frequency of View	Typically transient for short periods. Its frequency of viewers is moderate.
Sensitivity	MODERATE
Magnitude	LOW
Overall impact	MODERATE-LOW
Visual Sensitivity	Views from this location are typically transient in nature lasting for short periods of times. The views are generally experienced locals, tourists, and pedestrians who are traveling within The Rocks precinct, to the Park Hyatt Sydney, to Hickson Road Reserve or beyond. Sensitivity of this view is determined by its close proximity to the project, moderate number of viewers, and short duration of view; thus resulting in a MODERATE level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The nature of the view of the proposal is that of a near full view. The viewer experiences most of the overall modifications including the proposed new building at Bay 12. However, the view angle of the new building is oblique; allowing the semi-translucent and lightly reflective quality of the façade to mimic the surrounding heritage sandstone buildings. As such, it blends into the surrounding built environment. As a result, it is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the short viewing duration, the angle of the view, the number of viewers, and the proposed minor modifications to the western façade, it is anticipated that the potential visual impact of the proposed project will be MODERATE-LOW

FIGURE 35 – VIEWPOINT 11 – WEST OF BAY 6 – EXISTING VIEW

FIGURE 36 – VIEWPOINT 11 – WEST OF BAY 6 – VISUALISATION

VIEWPOINT 12 – SOUTHWEST CORNER OF PARK HYATT	
Viewing Location	At the southwest corner of the Park Hyatt Sydney on the western side of Hickson Road at the
Viewing Distance	Approximately 45 m to the Project.
Duration of View and Frequency of View	Typically transient for short periods. Its frequency of viewers is moderate.
Sensitivity	MODERATE
Magnitude	LOW
Overall impact	MODERATE-LOW
Visual Sensitivity	Views from this location are typically transient in nature lasting for short periods of times. The views are generally experienced by locals, tourists, and pedestrians who are traveling within The Rocks precinct, to the Park Hyatt Sydney, to Hickson Road Reserve and/or beyond. Sensitivity of this view is determined by its close proximity to the project, moderate number of viewers, and short duration of view; thus resulting in a MODERATE level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The nature of the view of the proposal is that of a near full view. The viewer experiences most of the overall modifications including the proposed new building at Bay 12. While, the visual bulk and scale of the new building at Bay 12 appears slightly greater than that of the Campbell's Stores it is a result of lifting the building to provide a high degree of physical and visual connectivity from Hickson Road to the Harbour at the ground plane. The use of a semi-translucent building material helps to mitigate the perceived bulk and scale. Additionally, the view angle of the new building from this viewpoint is oblique; allowing the semi-translucent and lightly reflective quality of the façade to mimic the colour and texture of the surrounding heritage sandstone buildings. As such, it blends into the surrounding built environment. As a result, it is anticipated that the magnitude of impact from this viewpoint will be LOW.
Potential Visual Impact	Given the short viewing duration, the angle of the view, the number of viewers, and the proposed minor modifications to the western façade, it is anticipated that the potential visual impact of the proposed project will be MODERATE-LOW

FIGURE 37 – VIEWPOINT 12 – SOUTHWEST CORNER OF PARK HYATT – EXISTING VIEW

FIGURE 38 – VIEWPOINT 12 – SOUTHWEST CORNER OF PARK HYATT – VISUALISATION

VIEWPOINT 13 – WEST OF BAY 12	
Viewing Location	West of Bay 12 on the western footpath of Hickson Road.
Viewing Distance	Approximately 20 m to the Project.
Duration of View and Frequency of View	Typically transient for short periods. Its frequency of viewers is moderate.
Sensitivity	**HIGH**
Magnitude	**HIGH**
Overall impact	**HIGH**
Visual Sensitivity	Sensitivity of the view is determined by the direct angle of view, the close proximity of the proposed new building at Bay 12, views through the site to the harbour, moderate number of viewers, and moderate duration of view; thus resulting in a HIGH level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	A large portion of the proposed new building at Bay 12 is visible within this immediate foreground view. While the new building will be respectful to the existing heritage block and brick buildings but using a contemporary material, it will be visually apparent given its adjacent proximity to the public domain. The proposal will form a large change to the existing streetscape condition from close proximity, resulting in a HIGH impact.
Potential Visual Impact	Given the moderate viewing duration, the direct angle of the view, the number of viewers, and the visibility of the proposed new building at Bay 12, it is anticipated that the potential visual impact of the proposed project will be HIGH.

FIGURE 39 – VIEWPOINT 13 – WEST OF BAY 12 – EXISTING VIEW

FIGURE 40 – VIEWPOINT 13 – WEST OF BAY 12 – VISUALISATION

VIEWPOINT 14 – SYDNEY HARBOUR BRIDGE	
Viewing Location	From the eastern footpath on the Sydney Harbour Bridge above the southwest corner of the Park Hyatt Sydney
Viewing Distance	Approximately 55 m to the Project.
Duration of View and Frequency of View	Typically transient for short periods. Its frequency of viewers is moderate.
Sensitivity	**LOW**
Magnitude	**MODERATE**
Overall impact	**MODERATE - LOW**
Visual Sensitivity	Views from this location are typically transient in nature lasting for short periods of times. The views are generally experienced by pedestrians who are traveling across the Harbour Bridge. Sensitivity of this view is determined by its close proximity to the project, moderate number of viewers, and short duration of view. However, the panoramic nature of the viewpoint provides the viewer with an expansive perspective capturing the Sydney Opera House, the Sydney skyline and other iconic elements in the landscape, thus resulting in a LOW level of sensitivity.
Magnitude of impact to the visual setting (viewpoint)	The nature of the view of the proposal is that of a partial view. The viewer experiences some of the overall modifications including the proposed new building at Bay 12. However, the view angle and the elevated position of the view results that is primarily composed of a roofscape; thus limiting the viewer's perception of the proposed modifications. As such, the proposal adds a new element to the visual setting but it generally blends into the surrounding built environment. As a result, it is anticipated that the magnitude of impact from this viewpoint will be MODERATE.
Potential Visual Impact	Given the short viewing duration, the angle of the view, the number of viewers, and and the elevated position of the view, it is anticipated that the potential visual impact of the proposed project will be MODERATE-LOW.

FIGURE 41 – VIEWPOINT 14 – SYDNEY HARBOUR BRIDGE – EXISTING VIEW

FIGURE 42 – VIEWPOINT 14 – SYDNEY HARBOUR BRIDGE – VISUALISATION

5 Conclusion

This report has been prepared in accordance with the Secretary's Environmental Assessment Requirements (SEARs) issued for the project

The proposed external modifications as outlined in the EIS will have a positive overall impact on its character zone. And while the visual impact assessment indicates that the proposal will, on average, have a MODERATE impact to the viewer, this should not necessarily be understood as a negative outcome. For example, the removal of the opaque canvas awning on the east elevation, which completely obscures direct visual access to all of the ground level façade of the Campbell's Stores, will have a significant impact to the viewer when the proposed improvements are compared to the existing condition. But the considered new building at Bay 12 and the horizontal design of the proposed permanent awnings and its resulting exposure of the heritage sandstone of the Campbell's Stores to all viewers within the visual catchment results not just in a MODERATE impact to the views but an improved impact to the views.

Additionally, other recently completed projects which have similar significant positive impacts within the Sydney Cove / The Rocks precinct include:

- Bennelong Apartments, 1998;
- Museum of Contemporary Art Australia Expansion, 2012; and
- Park Hyatt Sydney Renovation, 2012;

In summary, it is considered that although the project will be a visible element from numerous viewpoints it does not result in a negative or detracting visual impact to the existing public domain and the landscape character of the setting.

Disclaimer

This report is dated September 2015 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd's (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Tallawoladah Pty Limited (**Instructing Party**). To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

Appendix A Visual Impact Assessment by Virtual Ideas

Visual Impact Assessment

Campbell's Stores, Sydney Harbour

BACKGROUND

This document was prepared by Virtual Ideas to describe the processes used to create the visual impact photomontages and illustrate the accuracy of the results.

Virtual Ideas is a highly experienced 3D visualisation company which commonly prepares material for court use, and is familiar with the court requirements to provide 3D visualisation media that will communicate the design and visual impact. Our methodologies and results have been inspected by various court appointed experts in a variety of cases and have always been found to be accurate and acceptable.

OVERVIEW

The general process in creating accurate photomontage renderings involves the creation of an accurate, real world scale digital 3D model. We then take site photographs and place cameras in the 3D model that match the real world position that the photographs were taken on site.

By matching the real world camera lens properties to the camera properties in our software, and rotating the camera so that surveyed points in 3D space align with the corresponding points on the photograph, we can create a rendering that is correct in terms of position, scale, rotation, and perspective. The rendering can then be superimposed into the real photo to generate an image that represents accurate form and visual impact.

The following photomontages have been prepared in respect of Land and Environment Court proceeding no. 10884/14 in accordance with the Land and Environment Court's practice directions.

DESCRIPTION OF COLLECTED DATA

To create the 3D model and establish accurate reference points for alignment to the photography, a variety of information was collected. This includes the following:

1) Architectural design of new building
   - Created by: Johnson Pilton Walker
   - Format: DWG model

2) Surveyed data (Appendix A)
   - Created by: Scott Deveridge, Director/Registered Land Surveyor|Project Surveyors
   - Format: DWG file

3) Site photography
   - Created by: Virtual Ideas (VI Photos)
   - Format: JPEG file

METHODOLOGY

Site Photography

Site photography was taken from predetermined positions as instructed by JPW Architects and confirmed by Jennifer Calzini (Urbis). All photographs were taken using a NIKON D810 digital camera, using a 24mm lens. The positions of the photographs were surveyed and then added into the existing site survey.

3D model

Using the imported surveyed data into our 3D software (3DS Max), we then imported supplied 3D model of the proposed building.

Alignment

The positions of the real world photography were located in the 3D scene. Cameras were then created in the 3D model to match the locations and height of where the photographs were taken from, and aligned in rotation so that the points of the 3D model aligned with their corresponding objects that are visible in the photograph.

Renderings of the building with realistic textures and lighting were then created from the aligned 3D cameras and montaged into the existing photography at the same location.
This produces an accurate representation of the scale and position of the new design relative to the existing built form.

In conclusion, it is my opinion as an experienced, professional 3D architectural and landscape renderer that the images provided accurately portray the level of visibility and impact of the built form.

Opinions expressed in this verification report are made with regard to Division 2 of Part 31 of the Uniform Civil Procedure Rules and the Expert Witness Codes of Conduct in Schedule 7 of the Uniform Civil Procedure Rules, which I have read and agree to be bound by.

Yours sincerely
Grant Kolln

CV OF GRANT KOLLN, DIRECTOR OF VIRTUAL IDEAS

Personal Details

Name:	Grant Kolln
DOB:	07/09/1974
Company Address:	Suite 71, 61 Marlborough St, Surry Hills, NSW, 2010
Phone Number:	02 8399 0222

Relevant Experience

2003 - 2015	Director of 3D visualisation studio Virtual Ideas. During this time I have worked on many visual impact studies for legal proceedings in various different types of industries including architectural, industrial, mining, landscaping, and several large public works projects. This experience has enables us to create highly accurate methodologies for the creation of our visual impact media and report creation.
1999 - 2001	Project manager for global SAP infrastructure implementation - Ericsson, Sweden
1999 - 1999	IT consultant - Sci-Fi Channel, London
1994 - 1999	Architectural Technician, Thomson Adsett Architect, Brisbane QLD.

Relevant Education / Qualifications

1997	Advanced Diploma in Architectural Technology. Southbank TAFE, Brisbane, QLD


Cam 7 - A
Cam 4 - B
Cam 6 - A
(6A_2 in survey drawing)
Cam 4 - C (4C_1 in survey drawing)
Cam 4 - A
Cam 2
Cam 1 - A
Cam 6 - B
(6B_2 in survey drawing)
Cam 3 - B
(B1 in survey drawing)
Cam 5 - C
Cam 3 - A
(3A_1 in survey drawing)
Cam 5 - B
(5B_3 in survey drawing)
Cam 5 - A
Cam 1 - C
Google earth

Camera Position 1A - er ie

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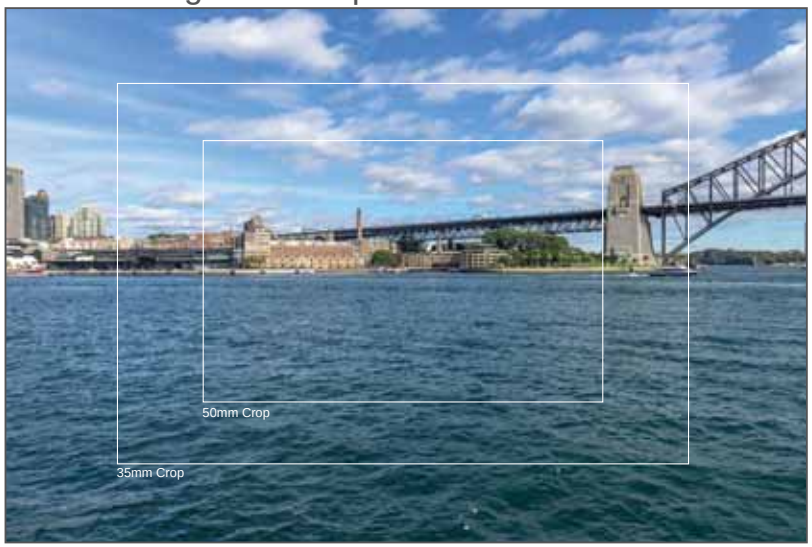

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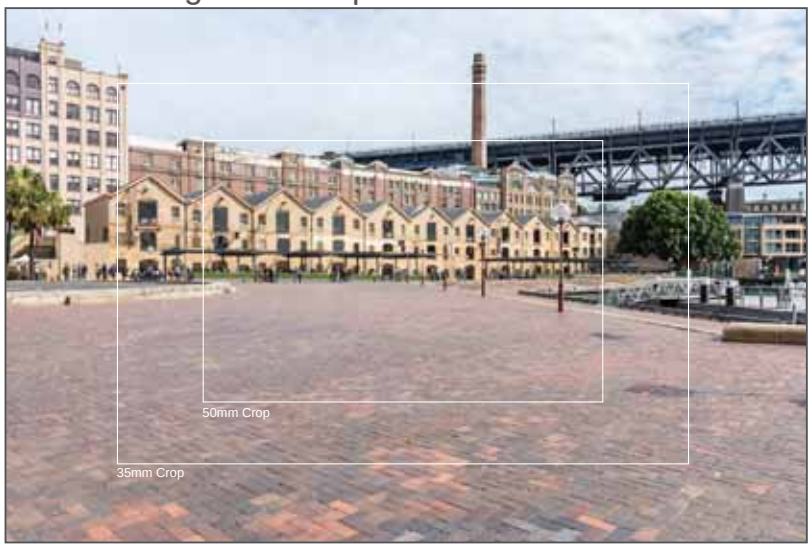


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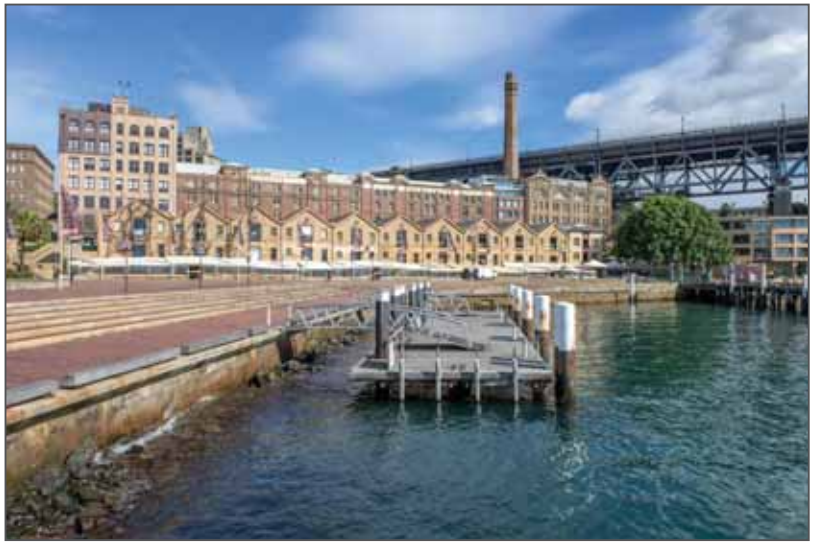

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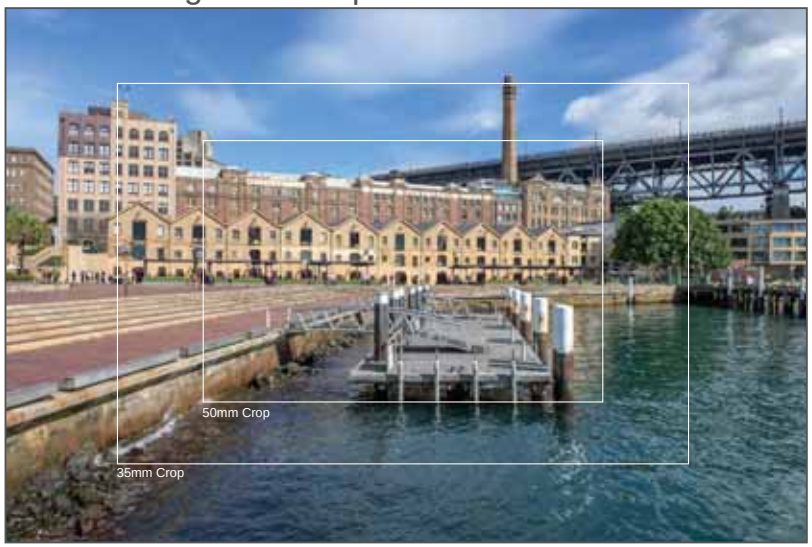

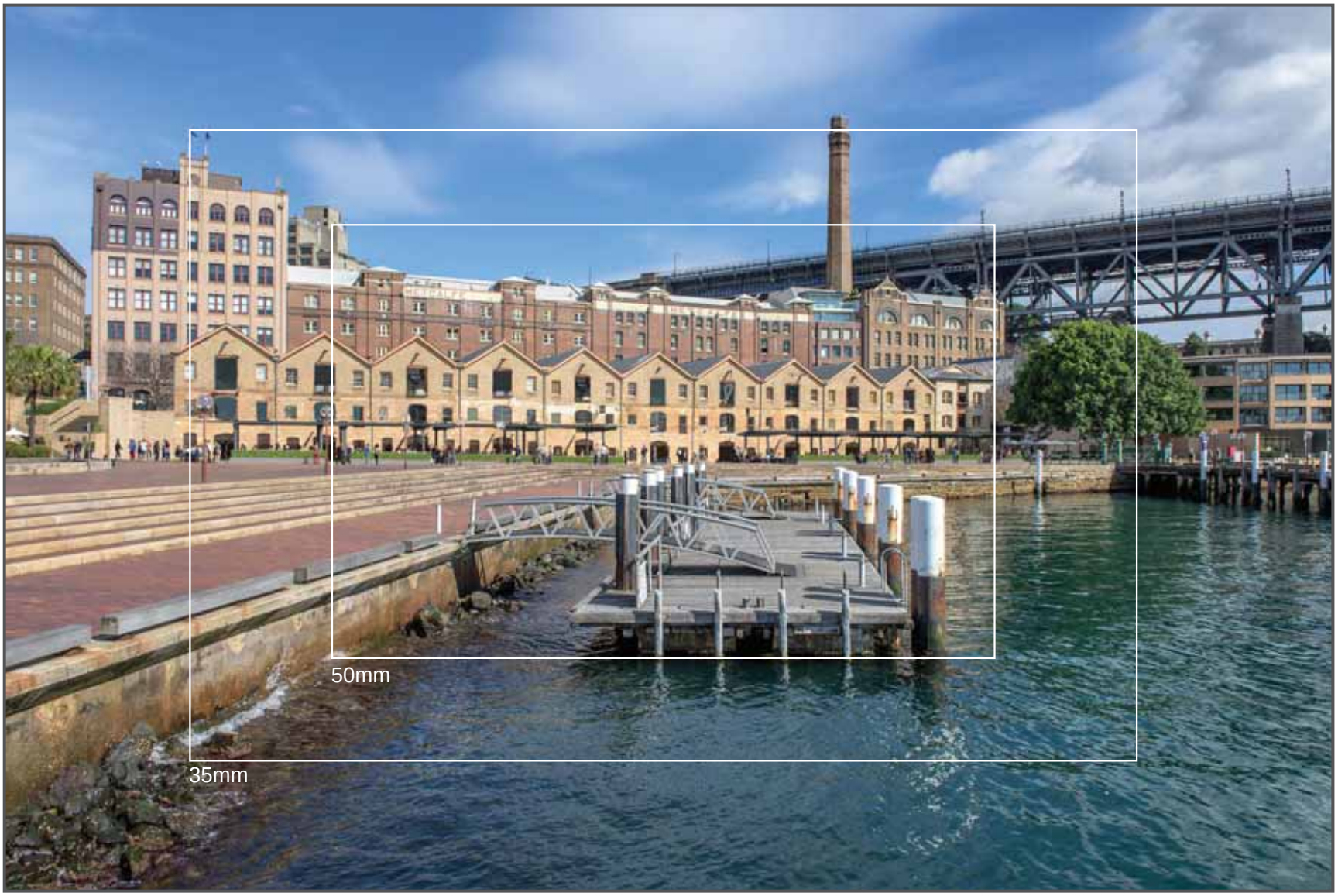
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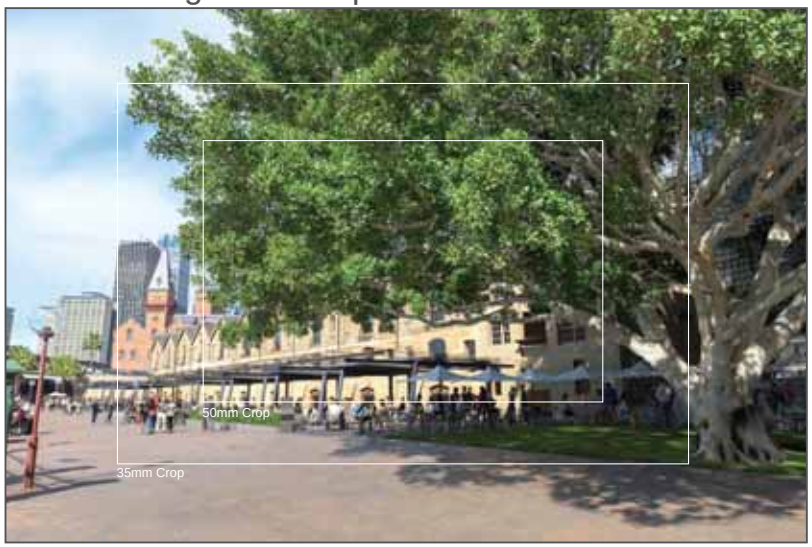

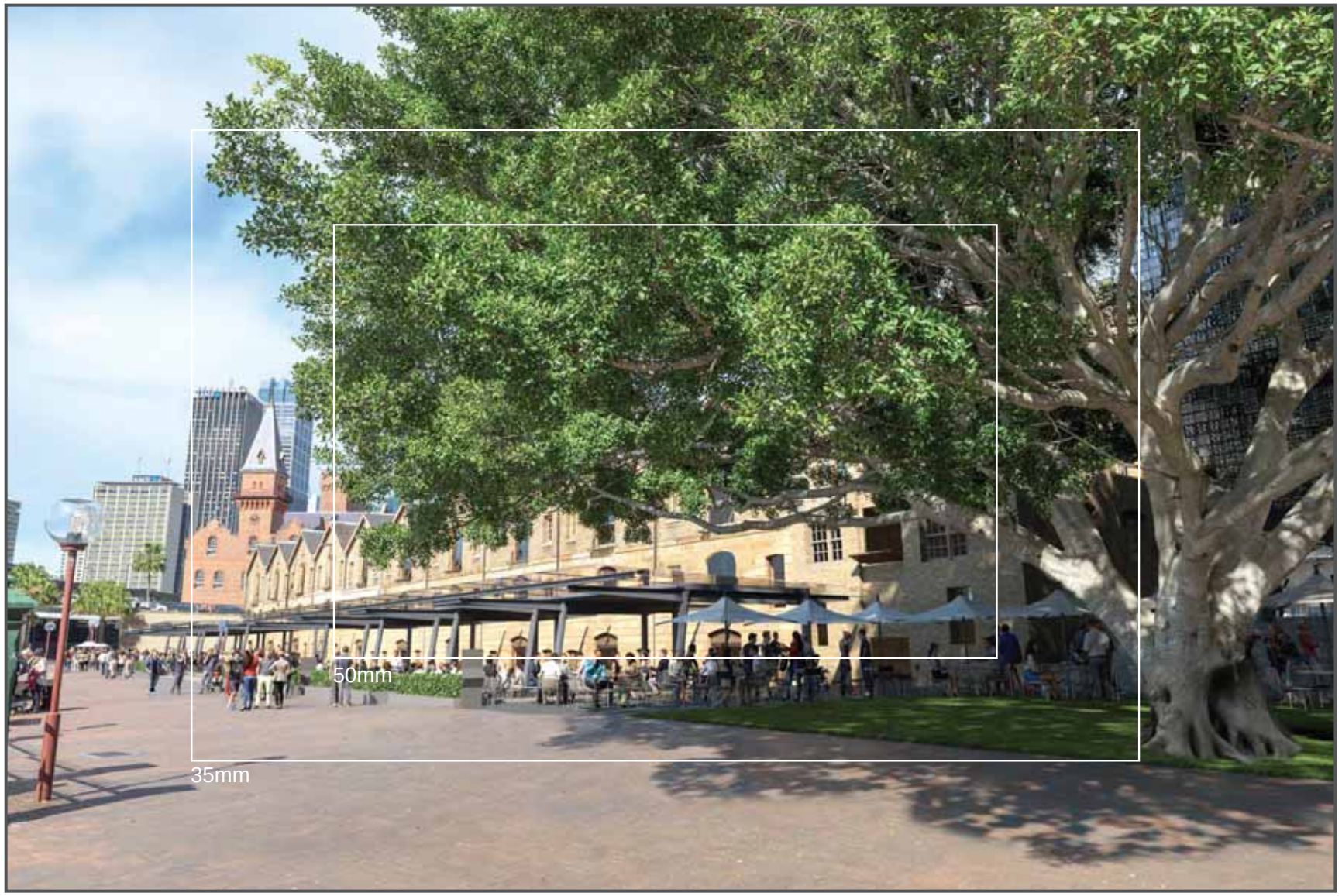
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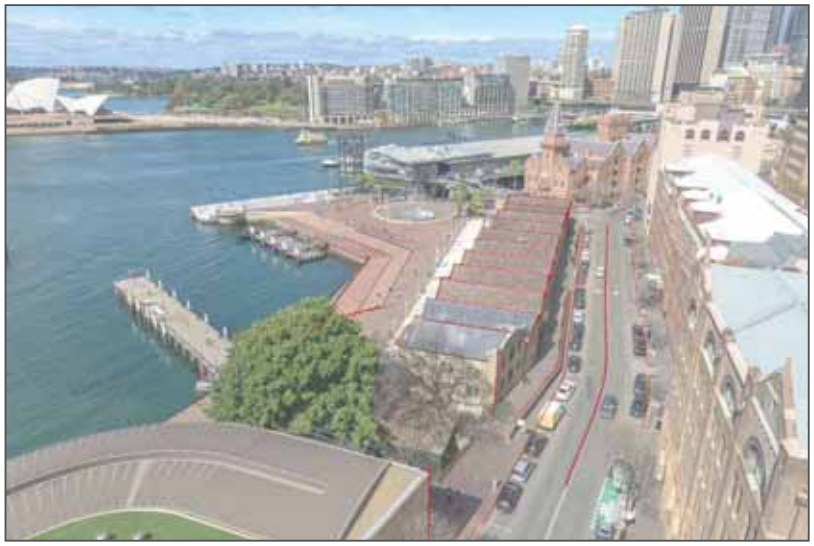

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