

# 806 - 812 Windsor Road, ROUSE HILL

VISUAL IMPACT ANALYSIS

10 — 2025

## Acknowledgment of Country

Fuse Architects would like to acknowledge the traditional custodians of the land on which we live and practice, and pay our respects to elders, past, present and future. In particular, we would like to acknowledge the 60,000+ years of continuous engagement of this land by Aboriginal and Torres straight culture.

The journey of Aboriginal and Torres Strait islander people and their knowledge of this land is incredibly rich - its importance to the future of our country should never be underestimated.

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**Project Address** 806 -812 Windsor Road  
Rouse Hill, NSW 2155  
**Project Number** 2202  
**Phase** Housing Delivery Authority Application  
**Version** -  
**Date Issued** 30.10.2025  
**Prepared by** CH  
**Checked by** AA

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Version	Amendment	Date
-	For HDA Submission	30.10.2025

# INTRODUCTION

# 1.1 PURPOSE OF THIS REPORT

Application number: SSD-82943710  
Project name: Windsor Road Rouse Hill  
Location: 806 - 812 Windsor Road, Rouse Hill, NSW, 2155  
Applicant: Fuseland

## Introduction

This Architectural Design Report has been prepared by Fuse Architects to accompany a detailed State Significant Development Application (SSDA) to the Housing Delivery Authority (HDA) for the development of a mixed use residential development with infill affordable housing at 806-812 Windsor Road, Rouse Hill, NSW 2155.

The application seeks consent for the demolition of existing structures on the site, construction and dedication of roads and infrastructure works, and subdivision creating five lots and the development of three residential apartment buildings (including affordable housing) with servicing areas and parking contained within the building's basement across three of the proposed new lots. A publicly accessible landscaped link is also proposed along Windsor Road.

Specifically, the SSDA seeks development consent for:

- Demolition of existing buildings, structures and trees.
- Excavation of the site to a basement depth of RL
- Construction of three building ranging in height from 7 to 8 storeys comprising residential uses.
- The development of 700 apartments (with in-fill affordable housing units) with residential amenities and services.

## Description

The proposal is for three buildings ranging in height from 7 to 8 storeys with up to three levels of basement below across three of the five new lots to be created on the site. The development contains the following uses:

- Residential apartments: A total of 700 apartments (with in-fill affordable housing units) comprising 52 x 1 bed apartments, 492 x 2 bed apartments, 140 x 3 bed and 16 x 4 bed apartments
  - Building A - 192 apartments
  - Building B - 192 apartments
  - Building C - 316 apartments;
- Communal open space on ground level and level 7;
- Basement parking;
- Servicing and plant equipment; and
- Publicly accessible through site link.

The gross floor area (GFA) for the proposed development is described below:

- Total Residential GFA: 68,906m<sup>2</sup>
  - Building A: 19,914 m<sup>2</sup>
  - Building B 19,914 m<sup>2</sup>
  - Building C: 29,078 m<sup>2</sup>

The purpose of the project is to provide a high-quality residential development in an accessible location close to Rouse Hill Town centre and Rouse Hill Metro Station that also provides much needed infill affordable housing.

## The Site

The site is known as 806-812 Windsor Road, Rouse Hill. The site is within the suburb of Rouse Hill, located at the north eastern corner of the Blacktown local government area (LGA).

The area was identified as a growth centre release area and was rezoned in 2011 by the Minister for Planning and Infrastructure for urban development and has been referred to as 'Area 20' and more recently 'Cudgegong Road Station'. This area was ear marked to deliver approximately 2,500 new dwellings to accommodate 6,400 new residents, and is currently undergoing rapid transformation with the former rural residential, animal and agricultural activities largely replaced by high density residential development.

The subject site is located approximately 550 metres to the north-west of the Rouse Hill shopping centre and metro station. The Rouse Hill Village Shops are located opposite the site on the eastern side of Windsor Road. The site is also located approximately 1.3 kilometres from the recently completed Tallawong Town Centre and metro station.

The area surrounding the site has become a vibrant residential and mixed use neighbourhood characterised by high quality development and access to public transport, various amenities and outdoor recreation opportunities.

The site location is identified in Figure 1 below



**Figure 1 Aerial Image of the Site**

Source: Nearmaps

# KEY VIEW POINT SELECTION

# OVERVIEW OF THE PROPOSAL

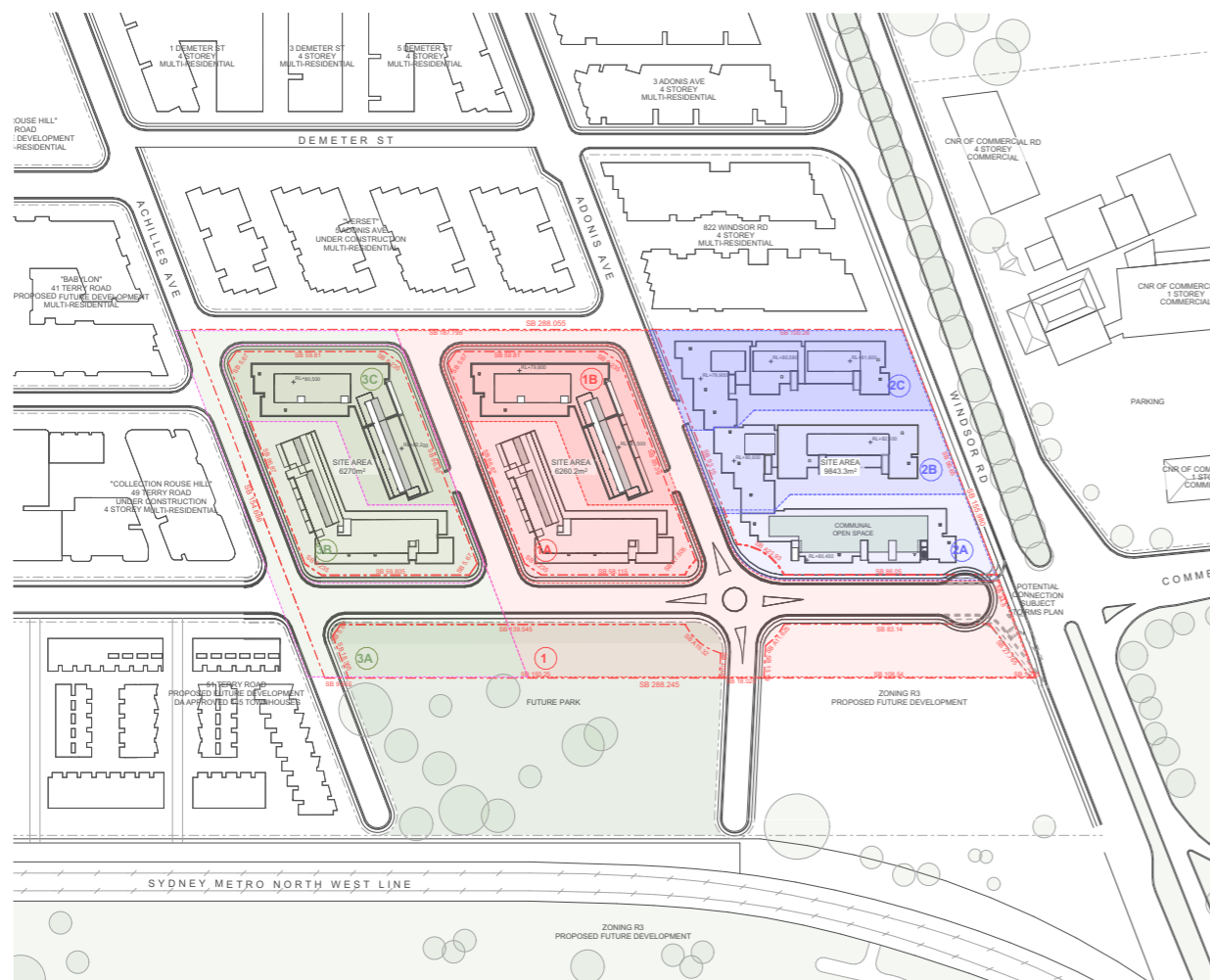
Rouse Hill is a vibrant, multicultural suburb located in Western Sydney that continues to evolve, undergoing significant transformation with recent high-density developments and urban renewal initiatives that align with broader metropolitan planning objectives for more housing.

The proposal is for 7 buildings ranging in height from 7 to 8 storeys with between 2-3 levels of basement below. The development contains a total of 700 residential apartments, with infill affordable housing.

The visual impact of the proposed development was determined by evaluating its visual effect in the context of the visual sensitivity of the surrounding land use areas from which the proposed development is visible.

The report provides an outline of the existing visual character of the Precinct and the anticipated changes following development. The Comparison is provided as a 'proposed' scenario based on the impact of proposal only.

We also note that Council's recent changes to the planning controls for surrounding areas envisage greater intensification of the surrounding context for the land opposite the site on Windsor Road.



# 2.3 PLANNING CONTEXT

## SEPP (Sydney Region Growth Centres) 2006



### LAND ZONING

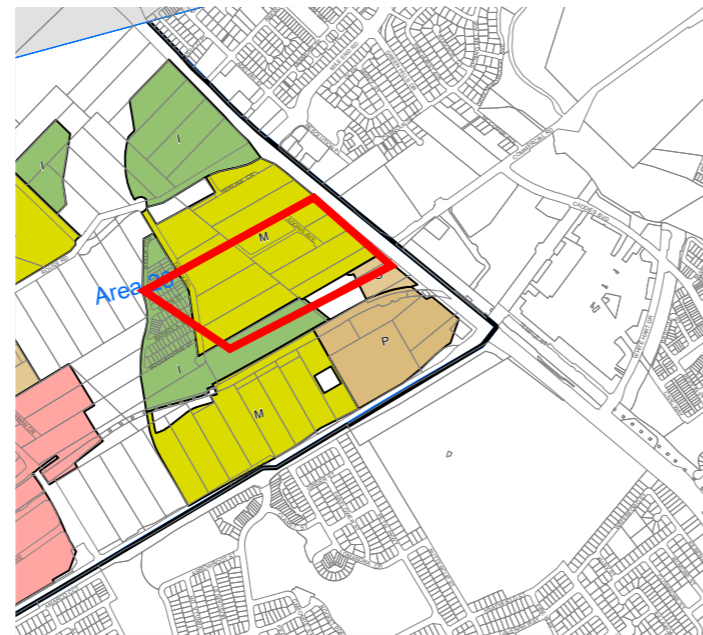
Site is zoned R3

The objectives of this zone are as follows:

- To strengthen the role of the commercial centre as the centre of business, retail, community and cultural activity.
- To encourage investment in commercial development that generates employment opportunities and economic growth.
- To encourage development that has a high level of accessibility and amenity, particularly for pedestrians.
- To enable residential development only if it is consistent with the Council's strategic planning for residential development in the area.
- To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.

#### Legend

E1 Local Center	R4 High Density (R)
SP2 Infrastructure	RE1 Public Rec.
R2 Low Density (R)	MU1 Mixed Use
R3 Medium Density (R)	



### HOB

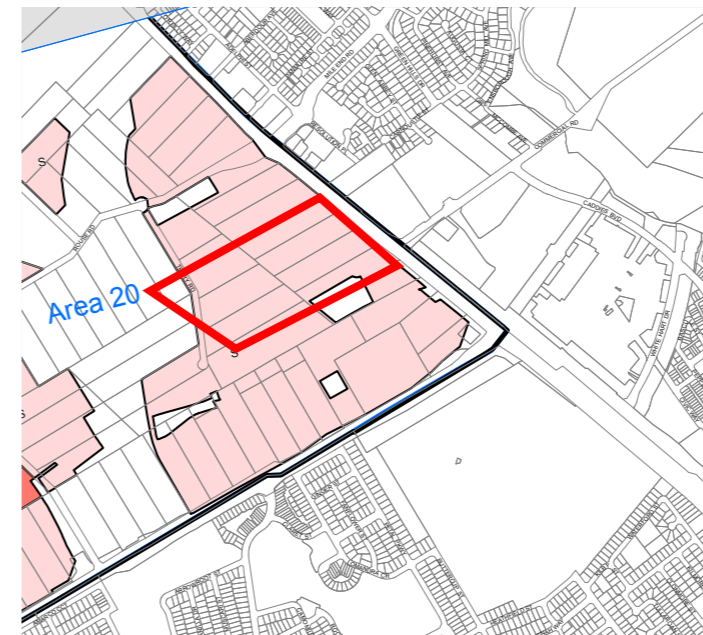
The site has a base height of 12m

The objectives of this zone are as follows:

- To establish a maximum height of buildings to enable appropriate development density,
- To ensure that the height of buildings is compatible with the character of the locality,
- To minimise the visual impact of development,
- To ensure sufficient solar access and privacy for neighbouring properties.

#### Legend

7m	23m	53m
8m	26m	59m
11m	32m	60m
12m	41m	68m
21m	44m	90m



### FSR

The site has a base FSR of 1.75 : 1

The objectives of this zone are as follows:

- (a) to establish a maximum floor space ratio to enable appropriate development density,
- (b) to ensure that development intensity reflects its locality.

#### Legend

FSR 0.4	FSR 3.2	FSR 4.5
FSR 0.9	FSR 3.5	FSR 5
FSR 1.75	FSR 3.6	FSR 6
FSR 2.5	FSR 3.7	FSR 7
FSR 2.7	FSR 4	FSR 11

# EXISTING VISUAL CHARACTER

The site is located at 215, 229-239 Pitt Street, Merrylands, in the local government area of City of Cumberland Council. The site comprises multiple allotments and provides a site area of approximately 2,077m<sup>2</sup>. An aerial depicting the site and its immediate surrounding context is provided in Figure 1.

The site provides primary frontages to Pitt Street to the east and MacFarlane Street to the north. Secondary frontages are provided to Milne Lane to the west and Reyes Lane to the south.

The site is relatively flat and is currently developed with low-rise commercial buildings comprising of restaurants, office, retail and business premises.



# POTENTIAL FUTURE VISUAL CHARACTER

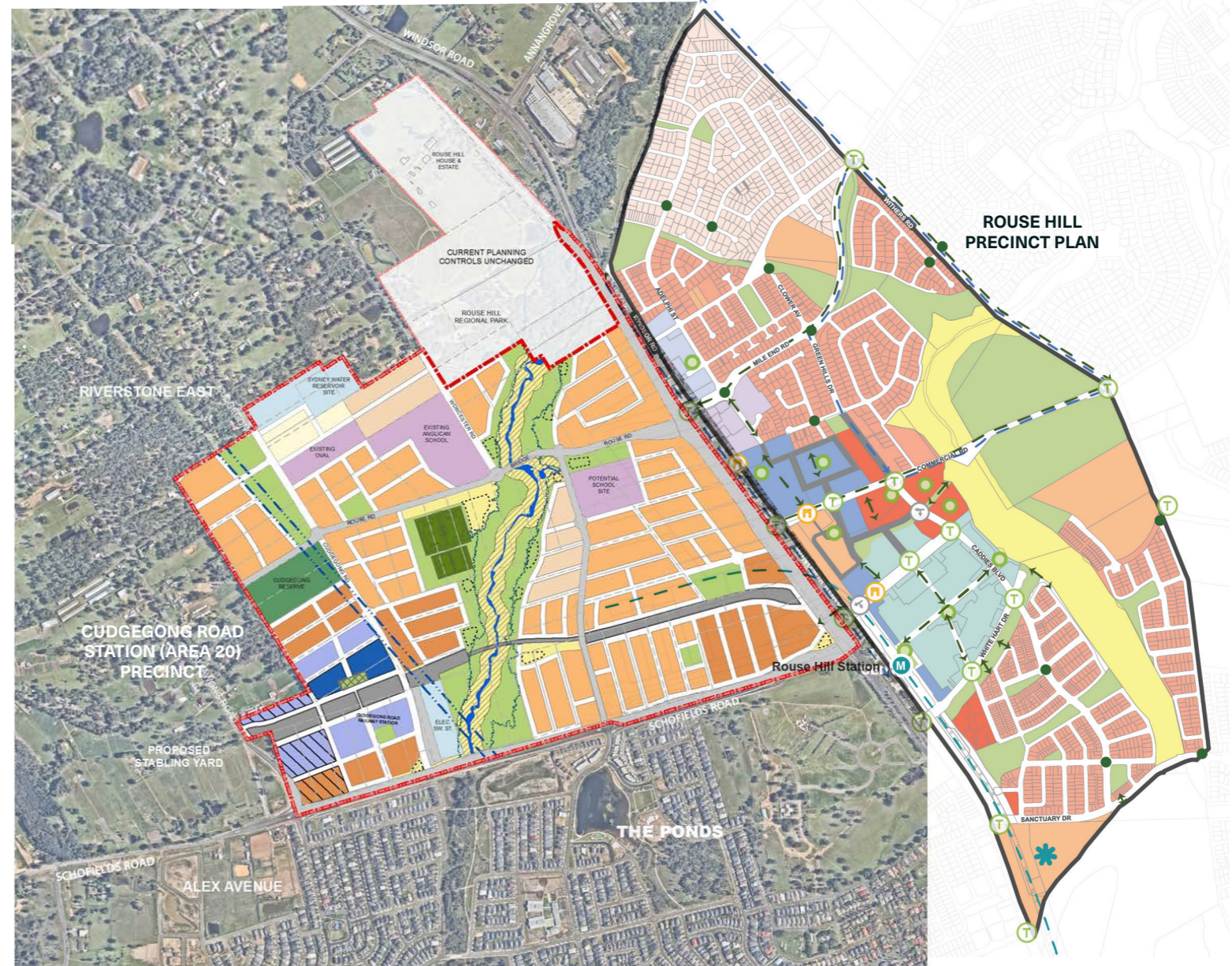
## Cudgegong Road Station (Area 20) Precinct

The site is located within the Cudgegong Road Station (area 20) Precinct to deliver the state's strategic vision to cater for the increasing needs of the local community and for Western Sydney. The vision is to support vibrant centres and create a range of active and liveable spaces that provide an appropriate mix of uses, facilities and infrastructure with integrated transport linkages. As part of that vision, the building height controls were reviewed and amended to provide flexibility to achieve the floor space potential. Outside the boundaries of the Precinct, building height controls have also been amended.

## Rouse Hill Precinct Plan

The Rouse Hill precinct plan is a framework to develop Rouse Hill into a thriving regional center with a mix of residential, commercial, and health uses, focusing on the area north of the existing town center and around the new Metro station and hospital. Key features include capacity for 8,800 new jobs, 2,750 homes, new public open space, and improved pedestrian and road infrastructure to connect the growing center. The plan aims to create a walkable, vibrant, and accessible area for residents, workers, and visitors.

The proposed development is consistent with the vision for the site and within the Precinct. The proposal delivers a built form that provides a height transition from the lower scale on the edges of the Precinct to the future higher scale of the Northern Precinct towards Rouse Hill Town Centre, to reinforce the legibility of the centre.



# KEY VIEW POINTS SELECTION

## SITE VISIT AND CONTEXTUAL ANALYSIS

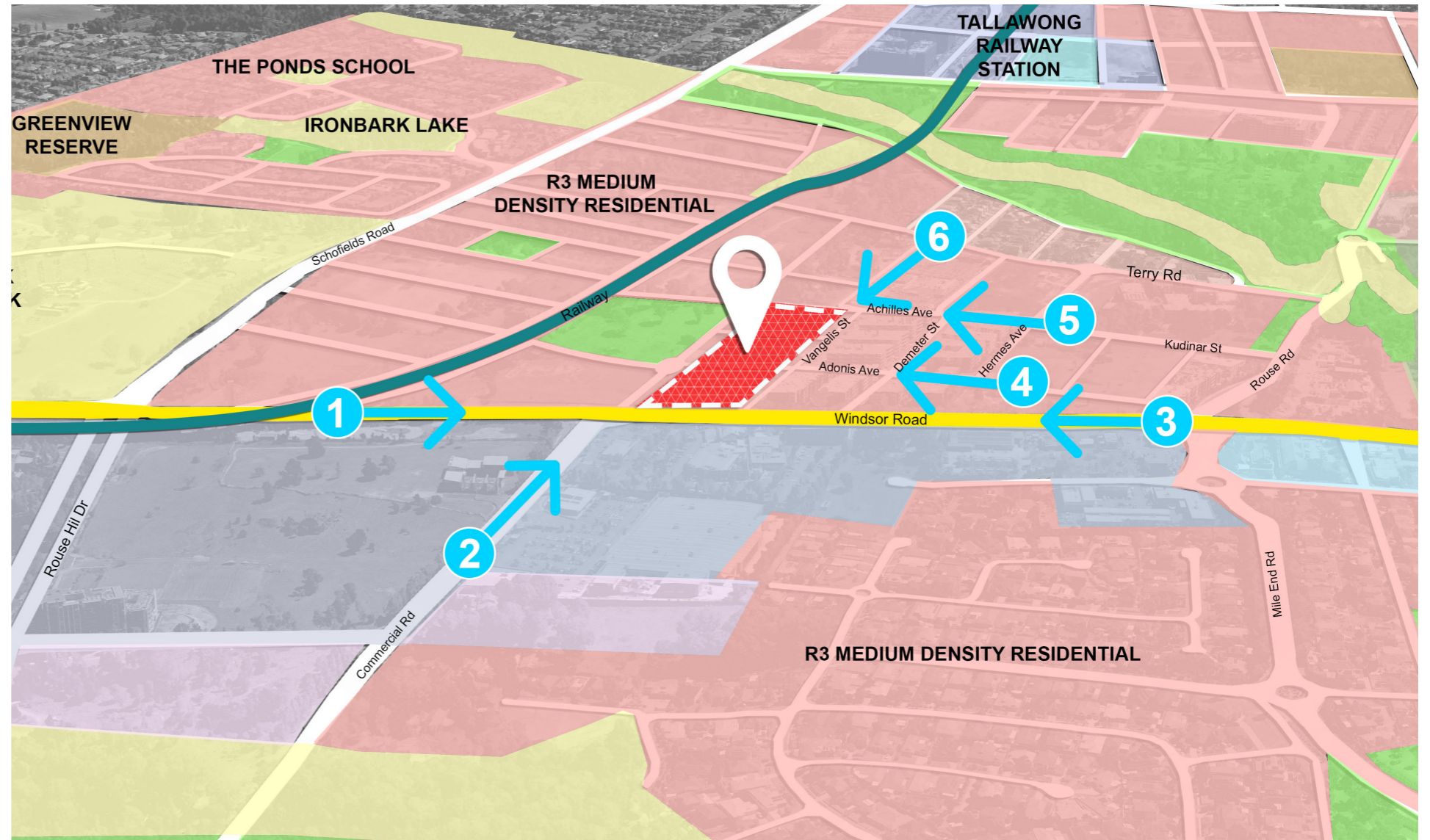
Fuse Architects inspected a number of locations to understand the key street views and visual prominence of the site and cross reference these locations with aerial photography to identify areas from which the proposed development could potentially be seen.

Identification of the visual catchment, defined as the potentially affected areas and vantage points which are accessible to the public including surrounding and adjoining public spaces, key streets and site access points

Site verification of a publicly accessible visual catchment with photographic documentation to provide a representation of typical views from identified areas to the site. The vantage points were chosen due to the significant use and exposure of the areas, as well as, the need to understand and document any potential changes to the view and/ or experience of these sites;

The vantage points were chosen because they provide assessment from at least one, if not more, of the following view categories from:

- Publicly accessible areas and public recreation spaces;
- Key public transport nodes with high pedestrian affluence; and
- Key streets and vistas
- The photos labelled 'existing' were captured during a number of site visits by both Fuse Architects and ArchImage, taken between July - September 2025.



- Site
- ➡ Key view assessed with low impact
- ➡ Key view to be assessed further
- R4 High Density Residential
- Mixed Use
- Open Space
- Educational Uses
- Community Uses

# VISUAL IMPACT ANALYSIS

A qualitative assessment of the visual impacts and changes to landscape has been undertaken with reference on the RMS Environmental Impact Assessment Guidance Note: Guidelines for landscape character and visual impact assessment (EIA-N04, version 2.3, dated 8 June 2023).

The determination of the impacts is based on the following criteria:

## Sensitivity

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

## Magnitude

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

The combined assessment of the sensitivity and magnitude provides the rating for the visual impact and justification is provided for each visual assessment and a summary of the outcomes is provided upon completion of the impact analysis.

## CONCLUSIONS

The conclusions of the report are based on the relationship between the visual impact assessment method, as per the EIA-N04, 2023 and how the design outcome reflects upon the future vision for the Precinct.

Although the existing context is largely low to medium rise in scale, there are planning controls in place for both the Cudgegong Road Station (Area 20) Precinct and the Rouse Hill Precinct Plan that allow for increases in density and height

Since the proposal is only seeking to modify the existing planning controls to align with the future density envisaged for the area, the balance of the report compares the vantage points as 'proposed' photomontages. The 'proposed' photomontage depicts the proposal.

The main aim of the Visual Impact Analysis Report is to study the visual impacts of the proposal to the planning controls on key view points. Our findings revealed that the proposal results in visual impacts considered to be in the moderate to low ranges.

		MAGNITUDE					
		High	High to Moderate	Moderate	Moderate to Low	Low	Negligible
SENSITIVITY	High	High impact	High Impact	Moderate High	Moderate High	Moderate	Negligible impact
	High to Moderate	High Impact	Moderate High	Moderate High	Moderate	Moderate	Negligible impact
	Moderate	Moderate High	Moderate High	Moderate	Moderate	Moderate-low	Negligible impact
	Moderate to Low	Moderate	Moderate	Moderate	Moderate-low	Moderate-low	Negligible impact
	Low	Moderate	Moderate	Moderate-low	Moderate-low	Low impact	Negligible impact
	Negligible	Negligible impact	Negligible impact	Negligible impact	Negligible impact	Negligible impact	Negligible impact

The Visual Impacts Assessment table correlates Magnitude and Sensitivity.



# KEY VIEW POINT ANALYSIS

## VISUAL IMPACT ANALYSIS

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### 806 - 812 Windsor Road, Rouse Hill Development Application

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# METHODOLOGY

## 1.0 INTRODUCTION

The methodologies described in this document are based on current best practice and follow the Environmental Impact Assessment Practice No. 4 Guidelines, March 2013, RMS and the requirements of the Land and Environment Court and relied on as or as part of expert evidence in Class 1 appeals that apply for proceedings commenced on or after 1 October, 2013.

Archimages 3D have extensive experience in producing visual impact analysis for development proposals for local councils, government planning authorities, and the Land & Environmental court for the past 18 years.

## 2.0 VISUAL ASSESSMENT METHODOLOGY

The methodology used for the analysis is described below.

### 2.1 CRITERIA FOR ANALYSIS

The Visual Impact Analysis involves the visual assessment of the proposed from 6 different view points (below). These have been selected by the planner to provide a representative sample of key vantage points to the site, including nearby residential, commercial, and recreational areas.

- View 1: Windsor Road (near Metro North West Line) Streets looking north west.
- View 2: Commercial Road Road looking south west.
- View 3: Windsor Road looking south east.
- View 4: Adonis Avenue looking south east.
- View 5: Demeter Street looking south east.
- View 6: Boolavogue Street looking north east.



# METHODOLOGY

## 3.0 VISUAL MATERIAL

The visual material provided in this report are based on current best practice and follow the requirements of the Land and Environment Court and relied on as or as part of expert evidence in Class 1 appeals that apply for proceedings commenced on or after 1 October, 2013. It was assumed that all the information including the architectural drawings, 3D CAD model, and survey data supplied by the relevant project team were correct and accurate.

## 3.1 SUPPORTING EVIDENCE

### Photography

The background photography used for the photomontage images was derived from a digital Canon EOS 5D 12.8 Megapixel resolution camera with a full size sensor / 1:1 lens conversion ratio. A Canon EF, L series 17-40mm lens was used. The methodology used in the production of the photographic images form the pictorial basis for the creation of the photomontage/ view impact analysis.

The photography has not been altered or corrected other than minimal exposure and colour correction for optimal viewing. All photography was taken with the lens height centred at 1500mm to simulate standard eye-height. The final camera positions/ view points (6) were nominated by the planner.

### Survey

Site and surrounding area survey data and site plan provided represents the terrestrial, and building structures in a CAD format. All levels are located to relevant AHD. The survey works were undertaken using GPS equipment together with a long range reflector less electronic distance measuring equipment. An accuracy of + or – 45mm to Ordnance Survey grid/datum was achieved.

### 3D Model

The three-dimensional computer model of the development was supplied by Fuse Architects and then adapted by Archimages 3D for the purposes of generating the Visual Impact Analysis.

### Camera Matching

This process is used by setting up a wire frame CAD structure and superimposing into the existing photography using the software 3D Max. Relevant survey data is located in the digitalised photograph for each view is then calculated and imported into 3D Studio Max as a backdrop to the 3D model.

The survey data and the specifications of the lens type relating to each existing view are also entered into 3D Studio Max. The survey points of the camera position and those relating to specified objects within each particular image are then highlighted on the digitised image. Once the process of camera matching is complete, the 3D model of the proposed development is accurately positioned within each of the existing photographs.

### Camera Information

Camera Information			
Name	Focal Length	Camera Height (RL)	Date
View 1 MG 8268	27 mm	58.8	1/10/2025
View 2 MG 8271	36 mm	55.0	1/10/2025
View 3 MG 8275	19 mm	58.4	1/10/2025
View 4 MG 8278	17 mm	52.8	1/10/2025
View 5 MG 8284	17 mm	54.2	1/10/2025
View 6 MG 8264	40 mm	52.00	23/09/2025

### Software

The following software products were used to produce the photomontage images.

#### 3D Studio Max

Application: to camera match the wire frame CAD model into the existing photography.

#### VRAY Renderer

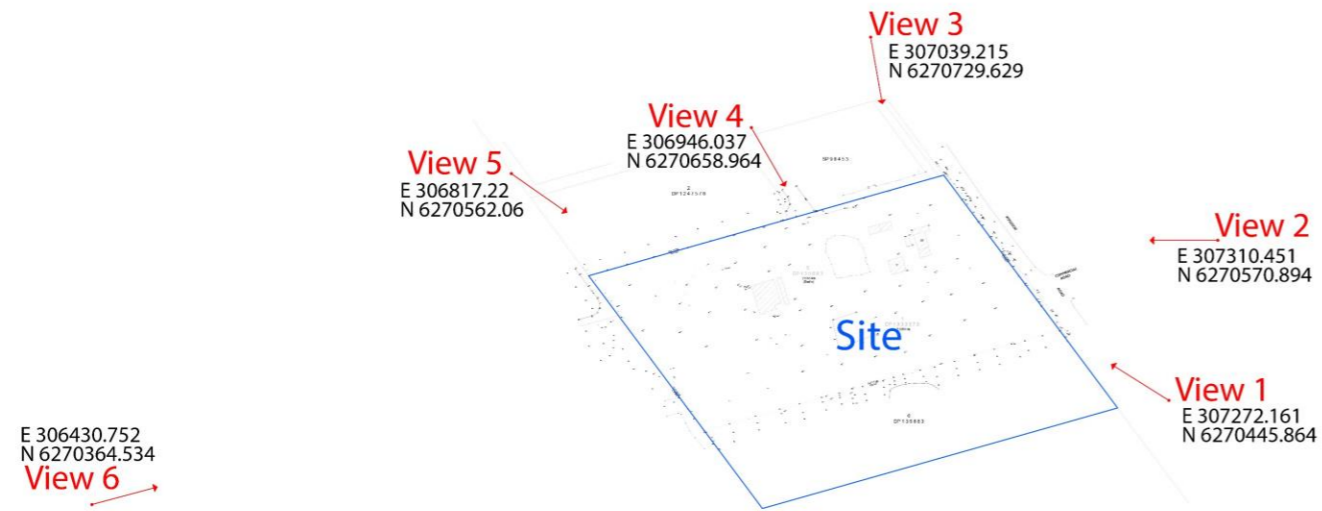
Application: to render out each photomontage image.

#### Adobe Photoshop

Application: to compose the final montage by placing the rendered image accurately into the background photography.

# METHODOLOGY

## 3.2 SURVEY OF CAMERA LOCATIONS



# KEY VIEW 1



View 1 \_MG\_8268 - Existing



View 1 \_MG\_8268 - Proposed



# KEY VIEW 1



View 1 \_MG\_8268 - Proposed with Wire Frame

View 1 \_MG\_8268 - Survey Reference Points



# KEY VIEW 2



View 2\_MG\_8271 - Existing



View 2\_MG\_8271 - Proposed



# KEY VIEW 2



View 2\_MG\_8271 - Proposed with Wire Frame

View 2\_MG\_8271 - Survey Reference Points



# KEY VIEW 3



View 3\_MG\_8275 - Existing



View 3\_MG\_8275 - Proposed



# KEY VIEW 3

View 3\_MG\_8275 - Proposed with Wire Frame



View 3\_MG\_8275 - MG\_8015 - Survey Reference Points



# KEY VIEW 4



View 4\_MG\_8278 - Existing



View 4\_MG\_8278 - Proposed



# KEY VIEW 4



View 4\_MG\_8278 - Proposed with Wire Frame



View 4\_MG\_8278 - Survey Reference Points



# KEY VIEW 5



View 5\_MG\_8284 - Existing



View 5\_MG\_8284 - Proposed



# KEY VIEW 5



View 5\_MG\_8284 - Proposed with Wire Frame



View 5\_MG\_8284 - Survey Reference Points



# KEY VIEW 6



View 6\_MG\_8264 - Existing

View 6\_MG\_8264 - Proposed



# KEY VIEW 6



View 6\_MG\_8264 - Proposed with Wire Frame



View 6\_MG\_8264 - Survey Reference Points



# CONCLUSIONS

# CONCLUSIONS

## View 1

**Extent of the impact:** Low

**Reasonableness of proposal:** Acceptable within the context of the location. The proposal is of an appropriate scale, particularly when assessed within the context of the Council's vision for the area

Existing



Proposed



## View 2

**Extent of the impact:** Low

**Reasonableness of proposal:** Acceptable within the context of the location. The proposal is of an appropriate scale, particularly when assessed within the context of the Council's vision for the area

Existing



Proposed



## View 3

**Extent of the impact:** Moderate

**Reasonableness of proposal:** Acceptable within the context of the location. The proposal is of an appropriate scale, particularly when assessed within the context of the Council's vision for the area

Existing



Proposed



# CONCLUSIONS

## View 4

**Extent of the impact:** Low

**Reasonableness of proposal:** Acceptable within the context of the location. The proposal is of an appropriate scale, particularly when assessed within the context of the Council's vision for the area

### Existing



### Proposed



## View 5

**Extent of the impact:** Moderate

**Reasonableness of proposal:** Acceptable within the context of the location. The proposal is of an appropriate scale, particularly when assessed within the context of the Council's vision for the area

### Existing



### Proposed



## View 6

**Extent of the impact:** Low

**Reasonableness of proposal:** Acceptable within the context of the location. The proposal is of an appropriate scale, particularly when assessed within the context of the Council's vision for the area

### Existing



### Proposed



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