

# WOOLWORTHS FACILITY VISUAL ASSESSMENT REPORT

74 EDINBURGH ROAD, MARRICKVILLE, NSW 2204

SEPTEMBER 2020

Title: Marrickville Woolworth Visual Impact Assessment  
Prepared for: Woolworths Limited  
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# **INTRODUCTION AND METHODOLOGY**

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# INTRODUCTION

## PURPOSE OF THIS REPORT

RobertsDay has been commissioned by Woolworths Group Limited (the Applicant) to prepare this report in accordance with the technical requirements of the Secretary's Environmental Assessment Requirements (SEARs), and in support of the SSD- 10468 for the design, construction and operation of a warehouse and distribution centre with associated offices at 74 Edinburgh Road, Marrickville (the Site).

The warehouse will be fitted out for the purposes of a speculative warehouse(s) and Customer Fulfilment Centre which will service the inner west and city suburbs.

The VA investigates on the possible visual impacts that proposed building may have on the surrounding and adjacent publicly accessible areas, and provides detailed assessment of the sensitivity and magnitude of the changes from different vantage points in comparison to the existing.

## PROPOSAL OVERVIEW

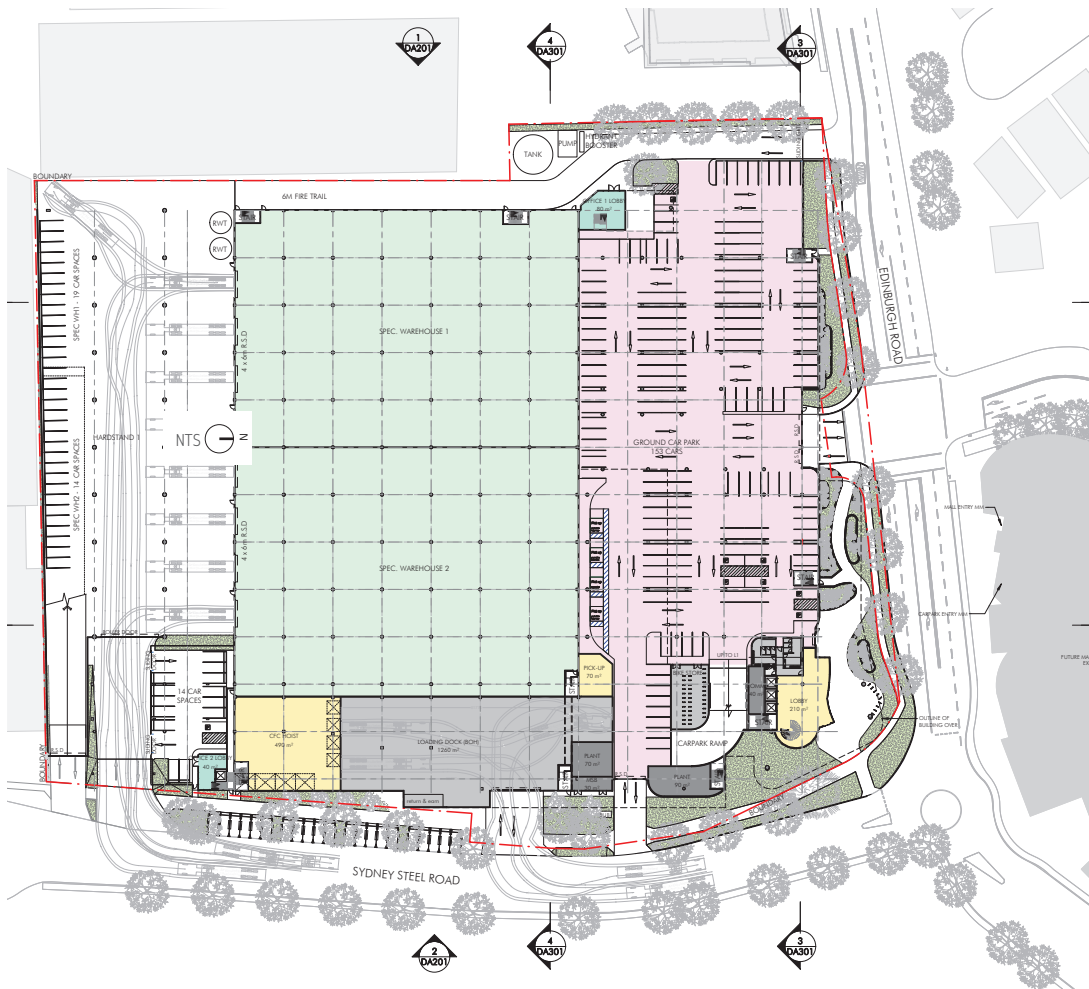
The proposed site is legally described as Lot 202 in DP 1133999, Lot 3 in DP 318232 and Lot 3 in DP 180969, commonly known as 74 Edinburgh Road, Marrickville. The proposed site has an area of approximately 27,315sqm and has frontages to both Edinburgh Road (north) and Sydney Steel Road (east).

The key elements within and surrounding the proposed site include:

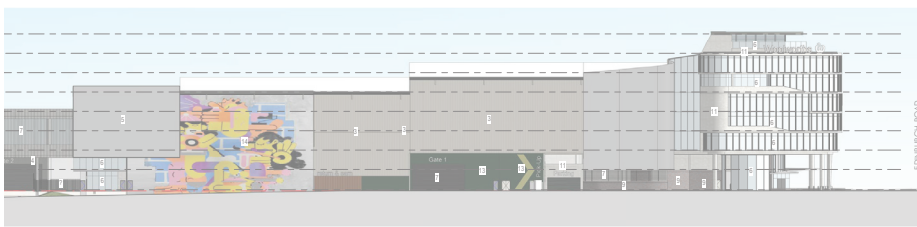
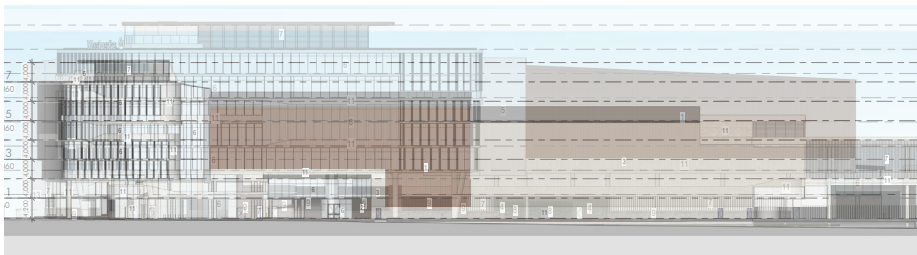
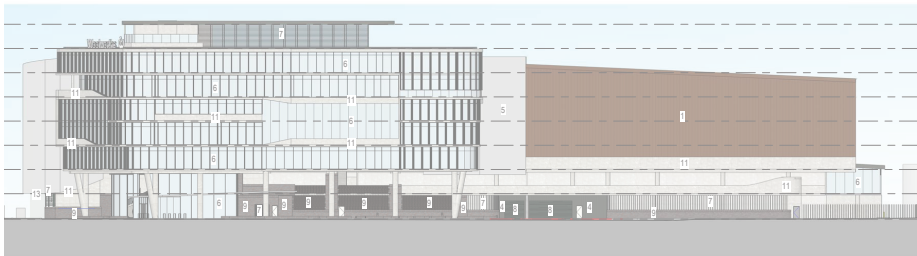
- The proposed site is located within the industrial area of Marrickville and currently accommodates several large freestanding industrial buildings and associated car parking and loading areas;
- Vehicular access to the Site is via an existing entry and exit driveway at the Edinburgh Road frontage. Access is also available from Sydney Steel Road;
- The proposed site contains minimal vegetation which is fragmented by buildings and areas of hardstand surfaces. Vegetation is limited to scattered trees and shrubs within the Site and planted within the nature strip;
- Is located within 1km of Sydenham Railway Station, which is currently being upgraded as part of the Sydney Metro Chatswood to Bankstown metro line; and
- The proposed site is well positioned in terms of access to arterial and main roads, public transport modes of bus and rail, Sydney Airport and the retail centre of Marrickville.



Proposal (Source: Nettleton tribe)



Overall Site Plan (Source: Nettleton tribe)



Elevations (Source: Nettleton tribe)

# ASSESSMENT METHODOLOGY

## CONTEXTUAL ANALYSIS

RobertsDay carried out site inspections on the 29th July 2020 at 3:00 pm to better understand the results of desktop studies and the existing visual character of the area. The team inspected a number of locations to evaluate the scenic qualities and visual prominence of the site and cross referenced these locations with aerial photographs, land topography and panoramic photographs to identify potential vantage viewpoints.

## DETAILED ASSESSMENT METHODOLOGY

A qualitative assessment of the visual impacts and changes to landscape has been undertaken based on the following guidelines:

- RMS Environmental Impact Assessment Guidance Note: Guidelines for landscape character and visual impact assessment (2013)
- The Guidance for Landscape and Visual Impact Assessment (GLVIA), Third Edition (2013) prepared by the Landscape Institute and Institute of Environmental Management and Assessment; and Visual Representation of Development Proposals, Technical Guidance Note 02 (2017)
- The guidelines describe the assessment as a way to define the changes to the physical landscape and day to day visual effects of a project on people's views. The determination of the impacts is based on the following criteria:

**Sensitivity** is defined as "The sensitivity of a landscape character zone or view and its capacity to absorb change" (EIA No4 Guidelines, 2013, RMS).

The visual sensitivity of a view is defined by the nature of the view and its duration. A higher visual sensitivity is given to views which would be seen for longer, by a higher numbers of potential viewers and where visual amenity is important to viewers. The context of the view and the distance from the views are also used to determine the visual sensitivity level of the landscape.

**Magnitude** is defined as "The measurement of the scale, form and character of a development proposal when compared to the existing condition" (EIA No4 Guidelines, 2013, RMS).

It reflects the degree of visual contrast between the proposal and the existing landscape setting. In the case of visual assessment this also relates to how far the proposal is from the viewer.

For the purposes of this assessment the criteria listed in the following tables have been specifically defined for sensitivity and magnitude of change for both the assessment of landscape character and the visual impact to viewpoints. The combined assessment of sensitivity and magnitude provides an overall rating of the visual impact, as shown in the Impact Level table.

## PHOTOGRAPHIC RECORDING

Photographs were taken from the selected viewpoints using Nikon D7500 DSLR camera and a 18-140mm lens. Photographs were stitched together using an automated software process,

however, no perspective fixing was used. The location of viewpoints was recorded using GPS tracking software.

## VISUALISATION OF THE DEVELOPMENT AND PROPOSED SCENARIOS

Finalisation of the design and supporting technical documentation enabled the selected vantage points to be realistically documented.

The accuracy of the existing and proposed images is based on the following process and information:

- Creating a 3D model of the terrain
- 3D massing model of the proposed built forms provided by the project architect
- 3D massing model of the existing context
- Digitally linking the coordinate data into Google Earth (GE)
- Positioning camera in 3D software to prepare proposed scenarios from vantage points based on existing coordination and reference points
- Photo matching and rendering to reflect landscaping, intended materials and lighting

Photomontages are intended to be printed at A3 and to be viewed at a distance of 300mm. That is the distance between the eye and the image and will enable the viewer to experience an approximation of what the proposed view would look like in the real world.

		MAGNITUDE					
		Very High	High	Moderate	Low	Very Low	Negligible
SENSITIVITY	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None

Table 1. Impact Level (Matrix of Sensitivity & Magnitude)

Sensitivity	Criteria
<b>Very High</b>	Nationally designated landscape with high conservation or heritage value and absence of landscape detractors. Protected views identified in planning policy designation, State designated publicly accessible landscape or heritage assets.
<b>High</b>	Locally designated valued landscape with many distinctive characteristics and very few landscape detractors. Public views with a high visual prominence and a high number of users in close proximity, private views in close proximity, passive recreational receptors where the landscape has a high visual value.
<b>Moderate</b>	Landscape with some distinctive characteristics and few landscape detractors. Public views with a moderate visual value and a moderate number of users in close proximity, active recreational receptors where the landscape has little visual value.
<b>Low</b>	Landscape with few distinctive characteristics and presence of landscape detractors. Public views with a little visual value and a low number of users, where receptors are mostly road users in motor vehicles or passers-by, people at their work place or views from commercial buildings where the landscape has some visual value.
<b>Very Low</b>	Landscape with no distinctive characteristics and presence of many landscape detractors. Public views with none visual value and a limited number of users not in close proximity, people at their work place or views from commercial buildings where the landscape has little or no visual value.

Table 2. Sensitivity Ranking Criteria

Magnitude	Criteria
<b>Very High</b>	Total loss or major change to key characteristics of the existing landscape. The proposal forms a significant and immediately apparent part of the scene. It significantly contrasts in scale and character (either existing or planned). It is severely detrimental to the quality of the scene.
<b>High</b>	Notable loss or change to key characteristics of the existing landscape. The proposal forms a dominant feature of the scene to which other elements become subordinate. It contrasts in scale and character (either existing or planned). It is reducing the quality of the scene.
<b>Moderate</b>	Partial loss or change to key characteristics of the existing landscape. The proposal forms a visible new element within the overall scene, yet one that is relatively compatible with the surrounding character (either existing or planned) and view's composition. It is possibly reducing the quality of the scene.
<b>Low</b>	Minor loss or change to key characteristics of the existing landscape. The proposal constitutes only a minor component of the wider view, that is compatible with the surrounding character (either existing or planned) and view's composition.
<b>Very Low</b>	Limited or no loss or change to key characteristics of the existing landscape. The proposal constitutes only a minor component of the wider view, which might be missed by the casual observer or receptor. Awareness of the proposal would not have an effect on the overall quality of the scene.
<b>Negligible</b>	No change in the landscape or view.

Table 3. Magnitude Ranking Criteria

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# **SITE ANALYSIS**

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# LOCAL CONTEXT

## LOCAL CONTEXT

The proposed site is located on the northern periphery of the Sydenham Precinct which is part of the Sydenham to Bankstown Urban Renewal Corridor, earmarked for significant employment growth.

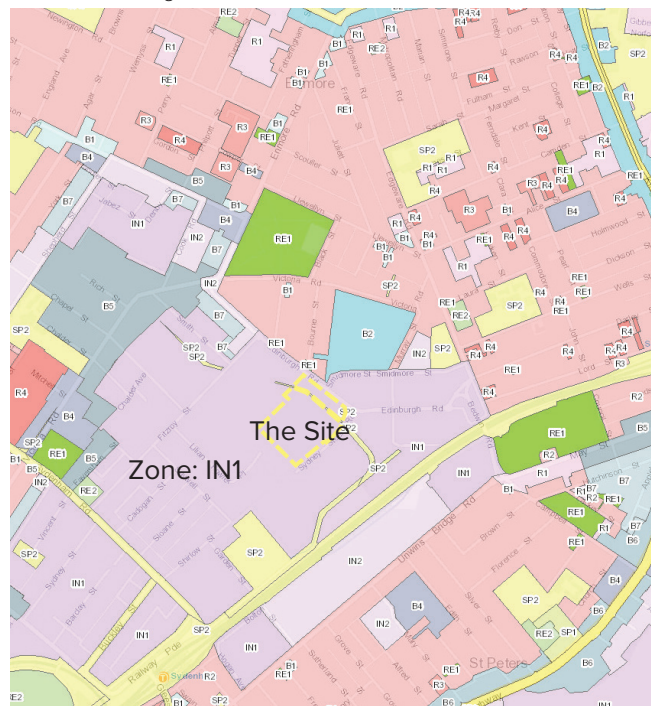
The proposed site is located within Inner West Local Government Area and is zoned IN1 (General Industrial) in Marrickville Local Environmental Plan 2011. It forms part of a large industrial precinct bounded by Edinburgh Road to the north, Railway Parade and the railway line to the east, Marrickville Road/the railway line to the south and Meeks Road/Farr Street/Shepherd Street to the west. The Industrial precinct includes:

- Large free stranding industrial buildings;
- Industrial estates including smaller individual warehouse buildings to the south and east;
- Manufacturing, freight and logistics uses and includes storage facilities, car smash repairs, warehousing and factories.

The landscape character of the surrounding area is primarily industrial built forms with the Marrickville Metro Shopping Centre located to north of the site. Existing low density residential uses are well separated from the site to the south and east.



Industrial buildings



Land Zoning Map, Marrickville Local Environmental Plan 2011



Marrickville Train Station

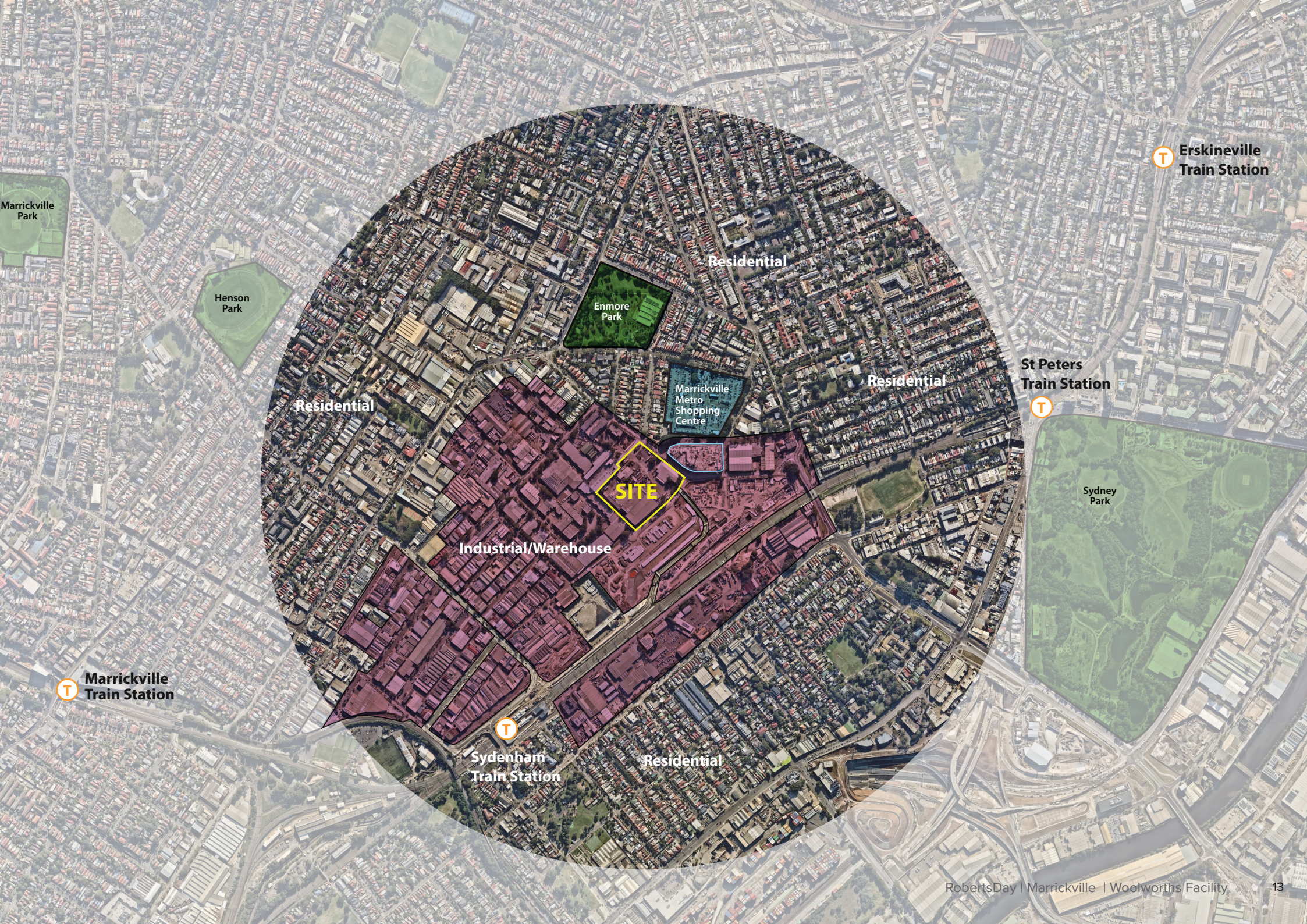


Enmore Park



Marrickville Metro Shopping Centre





Marrickville Park

Henson Park

Enmore Park

Marrickville Metro Shopping Centre

Sydney Park

Residential

Residential

Residential

Industrial/Warehouse

**SITE**

Residential

**T** Marrickville Train Station

**T** Sydenham Train Station

**T** St Peters Train Station

**T** Erskineville Train Station



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# VISUAL ANALYSIS

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# VANTAGE POINTS

## PHYSICAL ABSORPTION CAPACITY

Physical Absorption Capacity means the extent to which the existing visual environment can reduce or eliminate the perception of the visibility of the proposed development or its effects, such as view blocking. It includes the ability of the existing and future elements of the landscape setting to physically hide, screen or disguise the proposed development.

Physical Absorption Capacity also includes the extent to which the material and finishes of the proposal blend with others of the same or closely similar kinds, to the extent that they cannot be easily perceived as new elements of the environment. The following factors provide some physical absorption capacity for the proposal and reduces the visibility of the site:

- The compact configuration of industrial precinct with limited open views and publicly accessible areas facing the proposed site
- Train line and existing infrastructure in south
- Existing street pattern restricting the visual exposure of the proposal
- Mature trees along Edinburgh Rd and Sydney Steel Rd

## SELECTION OF VANTAGE POINTS

The key vantage points for the purpose of visual impact assessment have been determined through identification of physical absorption capacity and visibility of the site as well as focus on the areas that are more likely to be affected by the proposal. This includes nearby public and private receivers and significant vantage points in the broader public domain. Some viewpoints have been intentionally chosen to demonstrate and provide evidence that there will be no visual impacts at all.

The key vantage points analysed include:

- 56 Victoria Rd, Marrickville
- 80 Victoria Rd, Marrickville
- 80 Edinburgh Rd, Marrickville
- 54 Edinburgh Rd, Marrickville
- 12 Murray St, Marrickville
- Sydney Steel Road, Marrickville

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*Landscape and Visual Assessment (LVA) is an essential tool of reconciling development with landscape and scenic values and promoting better outcomes for our communities.*

Guidance Note for Landscape and Visual Assessment, 2018





Enmore Park

View 2

View 1

Victoria Rd

View 5

Edinburgh Rd

Leicester St

Bourne St

Murray St

View 3

Edinburgh Rd

View 4

Sydney Street Rd

View 6





# VISUAL IMPACT ASSESSMENT

## VIEW POINT 1 - 56 VICTORIA RD, MARRICKVILLE



Google Earth Coordinate: 33°54'20.1"S 151°10'13.2"E

		MAGNITUDE					
SENSITIVITY		Very High	High	Moderate	Low	Very Low	Negligible
	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None

Impact Level (Matrix of Sensitivity & Magnitude)

### Viewpoint 1

The aim of assessing the view is:

- To understand the visual impact of proposed built forms viewed from Enmore Park and residential area
- To assess to what degree the existing structure and buildings screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view

### Sensitivity

The sensitivity of view from 56 Victoria Rd factors:

- There is already a general cluster of structures along the road, including buildings, cable lines, utilities and landscape detractors
- Public view has limited visual value
- Proposal is not in close proximity

However, there is higher pedestrian activity due to the existing low density dwellings and Enmore Park. Therefore, the sensitivity of the viewpoint is considered MODERATE.

### Magnitude

The magnitude of the proposal in this view is considered LOW due to:

- Proposal is largely screened by existing structure and vegetation
- Proposal constitutes only a minor component of the view which might be missed by the casual receptor
- No effect on the overall quality of the scene

The visual impact for this view is assessed as LOW, which is the combination of the sensitivity and magnitude of impact.





Existing



Proposed



# VIEW POINT 2 - 80 VICTORIA RD, MARRICKVILLE



Google Earth Coordinate: 33°54'19.7"S 151°10'09.5"E

		MAGNITUDE					
SENSITIVITY		Very High	High	Moderate	Low	Very Low	Negligible
	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None

Impact Level (Matrix of Sensitivity & Magnitude)

## Viewpoint 2

The aim of assessing the view is:

- To understand the visual impact of proposed built forms viewed from Enmore Park and residential area
- To assess to what degree the existing structure and buildings screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view

## Sensitivity

The sensitivity of view from 56 Victoria Rd factors:

- There is already a general cluster of structures along the road, including buildings, cable lines, utilities and landscape detractors
- Public view has limited visual value
- Proposal is not in close proximity

However, there is higher pedestrian activity due to the existing low density dwellings and Enmore Park. Therefore, the sensitivity of the viewpoint is considered MODERATE.

## Magnitude

The magnitude of the proposal in this view is considered NEGLIGIBLE, due to:

- Proposal is in the distance and completely screened by the existing buildings and vegetation
- No change in the view

The visual impact for this view is assessed as NONE, which is the combination of the sensitivity and magnitude of impact.





Existing



Proposed



# VIEW POINT 3 - 80 EDINBURGH RD, MARRICKVILLE



Google Earth Coordinate: 33°54'25.3"S 151°10'08.7"E

		MAGNITUDE					
SENSITIVITY		Very High	High	Moderate	Low	Very Low	Negligible
	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None

Impact Level (Matrix of Sensitivity & Magnitude)

## Viewpoint 3

The aim of assessing the view is:

- To understand the visual impact of proposed built forms viewed from the main road
- To assess to what degree the existing buildings/ vegetation screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view

## Sensitivity

The view from 80 Edinburgh Rd is considered to have LOW sensitivity due to:

- Receptors are mostly motorists that are passing through, therefore have short term views and are less likely to notice, appreciate or be concentrating on views
- There are landscape detractors including utility poles and structures
- Public view has limited visual value

## Magnitude

The magnitude of the proposal in this view is considered MODERATE, due to:

- Proposal is partly screened by existing vegetation and mature trees along Edinburgh Rd
- Whilst the proposal forms a visible new element, it is consistent with the existing industrial character of the precinct

The visual impact for this view is assessed as LOW, which is the combination of the sensitivity and magnitude of impact.





Existing



Proposed



# VIEW POINT 4 - 54 SMIDMORE ST, MARRICKVILLE



Google Earth Coordinate: 33°54'31.0"S 151°10'25.7"E

		MAGNITUDE					
		Very High	High	Moderate	Low	Very Low	Negligible
SENSITIVITY	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None

Impact Level (Matrix of Sensitivity & Magnitude)

## Viewpoint 4

The aim of assessing the view is:

- To understand the visual impact of proposed built forms viewed from the main road
- To assess to what degree the existing buildings/ vegetation screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view

## Sensitivity

The view from 54 Smidmore Street is considered to have LOW sensitivity due to:

- Receptors are mostly motorists that are passing through, therefore have short term views and are less likely to notice, appreciate or be concentrating on views
- There are landscape detractors including utility poles and structures
- Public view has limited visual value

## Magnitude

The magnitude of the proposal in this view is considered MODERATE, due to:

- Proposal is partly screened by existing vegetation and mature trees along Smidmore Street
- Whilst the proposal forms a visible new element, it is consistent with the existing industrial character of the precinct

The visual impact for this view is assessed as LOW, which is the combination of the sensitivity and magnitude of impact.





Existing



Proposed



# VIEW POINT 5 - 12 MURRAY ST, MARRICKVILLE



Google Earth Coordinate: 33°54'23.7"S 151°10'23.6"E

		MAGNITUDE					
SENSITIVITY		Very High	High	Moderate	Low	Very Low	Negligible
	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None

Impact Level (Matrix of Sensitivity & Magnitude)

## Viewpoint 5

The aim of assessing the view is:

- To understand the visual impact of proposed built forms viewed from the main road
- To assess to what degree the existing buildings/ vegetation screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view

## Sensitivity

The view from 12 Murray Street is considered to have LOW sensitivity due to:

- Receptors are mostly motorists that are passing through, therefore have short term views and are less likely to notice, appreciate or be concentrating on views
- There are landscape detractors including utility poles and structures
- Public view has limited visual value

## Magnitude

The magnitude of the proposal in this view is considered NEGLIGIBLE, due to:

- Proposal is in the distance and completely screened by the existing vegetation
- No change in the view

The visual impact for this view is assessed as NONE, which is the combination of the sensitivity and magnitude of impact.





Existing



Proposed



# VIEW POINT 6 - SYDNEY STEEL RD, MARRICKVILLE



Google Earth Coordinate: 33°54'35.9"S 151°10'11.4"E

		MAGNITUDE					
SENSITIVITY		Very High	High	Moderate	Low	Very Low	Negligible
	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None

Impact Level (Matrix of Sensitivity & Magnitude)

## Viewpoint 6

The aim of assessing the view is:

- To understand the visual impact of proposed built forms viewed from nearby road
- To assess to what degree the existing buildings/ vegetation screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view

## Sensitivity

The view from Sydney Steel Rd is considered to have LOW sensitivity due to:

- Cul-de-sac with limited number of receptors
- Existing industrial character
- There are landscape detractors including utility poles and existing warehouses
- Public view has limited visual value

## Magnitude

The magnitude of the proposal in this view is considered MODERATE, due to:

- Proposal is largely screened by existing vegetation and mature trees along Sydney Steel Rd
- Whilst the proposal forms a visible new element, it is consistent with the existing industrial character of the cul-de-sac

The visual impact for this view is assessed as LOW, which is the combination of the sensitivity and magnitude of impact.





Existing



Proposed



# CONCLUSION

## SUMMARY OF FINDINGS

This Visual Impact Assessment report has reviewed and assessed the sensitivity and magnitude of the proposed changes on the landscape and from various key locations.

Overall, the visual impacts assessed from multiple viewpoints surrounding the site result in impacts considered to be **low/ none**. This is mostly due to highly industrial nature of the surrounding areas as well as compact urban configuration with limited open views towards the site.

Where visible, the proposal is consistent with the surrounding character and has a positive

visual impact due to its site coverage, generous setbacks, location of car parking and open space, high quality landscaping along public roads, façade design with articulation, materials, signage and lighting. The proposed architectural design helps integrate the proposal into its setting and make it visually attractive.

## MITIGATION MEASURES

Producing a good design can significantly reduce the visual impact and create a positive outcome. Our findings revealed that the proposal incorporates a number of key measures designed to mitigate the potential visual impacts:

- High quality landscaping and well located screen planting to reduce the visual impact in close proximity
- Use of native planting to reinforce the character of the existing vegetation
- Facade treatment and articulation to reduce the height impact.
- Material and colour selection that blend with the surrounding environment and reduce the visual impact

Viewpoints	Visual Sensitivity	Magnitude of Visual Change	Impact Level
<b>Viewpoint 1</b> 50 Victoria Rd	Moderate	Low	Low
<b>Viewpoint 2</b> 80 Victoria Rd	Moderate	Negligible	None
<b>Viewpoint 3</b> 80 Edinburgh Rd	Low	Moderate	Low
<b>Viewpoint 4</b> 54 Edinburgh Rd	Low	Moderate	Low
<b>Viewpoint 5</b> 12 Murray St	Low	Negligible	None
<b>Viewpoint 6</b> Sydney Steel Rd	Low	Moderate	Low

Summary of Visual Impact to Key Viewpoints



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