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Our Reference: KA-230

Odette Ferreira
Planning & Development Manager
ooh!media
c/o Gyde Consulting
Debrah Barr
Level 6, 120 Sussex Street,
Sydney NSW 2000

5th March 2024

Dear Ms Barr,

Re: Aboriginal Heritage Advice –Consent for new advertising signage on the existing billboard at Great Western Highway, Huntingwood

Kayandel has been engaged by Gyde Consulting to prepare this letter to assess the potential for Aboriginal heritage to be impacted by new advertising signage (replacement of advertising skins) on an existing billboard structure situated along the Great Western Highway at Huntingwood (refer to Figure 1).

Kayandel's desktop review of background information has identified that no Aboriginal sites have been recorded within the Subject Area (refer to Figure 4).

The installation of new advertising signage on an existing billboard structure will not impact any Aboriginal sites. It is recommended that the proposal can proceed with caution (refer to Section 6).

1. Subject Area

The Subject Area is located on the southern side of the Great Western Highway, approximately 340m northwest of Reservoir Road, Huntingwood, NSW. The site is located within Lot 19 DP 1024111 (refer to Figure 1).

The Subject Area consists of an existing billboard sign, oriented both east and west directions along the A44 Great Western Highway. The billboard is a freestanding advertising structure with one large metal pole in the centre of the structure that holds 2 billboard signs, having a width of 12.66m width and a height of 3.35m. The advertising content is static, not containing flashing or flickering motion, and is illuminated externally by 4 downward facing lights that extend from the top of the billboards.

Around the base of the signage structure is some low-lying shrubs and overgrown grass, with some existing trees located directly to the south. The structure itself is approximately 12m from the road boundary to the north (Great Western Highway) and about 5.5m from the road boundary to the south, an unnamed security gated access road leading to industrial buildings. A metal fence surrounds the structure ensuring that public access cannot be gained from the roadside (see Plate 1 and Plate 2).

2. Proposal

oOh!media on behalf of Transport for New South Wales (TfNSW) is preparing a Development Application (DA) to the Department of Planning and Environment (DPE) for new advertising signage (replacement of advertising skins) on an existing billboard structure in-situ (see Figure 2).

The DA relates to the existing billboard structure and seeks approval for new advertising signage (replacement of advertising skins) on an existing billboard structure in-situ, previously approved by the Minister for Planning and Public Spaces under DA 6-1-2008 and DA 6-1-2008 MOD1 (Modification Application). This application is not proposing any modifications to the existing structure or signage.



Plate 1: Looking southwest towards the Subject Area from the Great Western Highway (c. September 2023) (source: Google 2024)

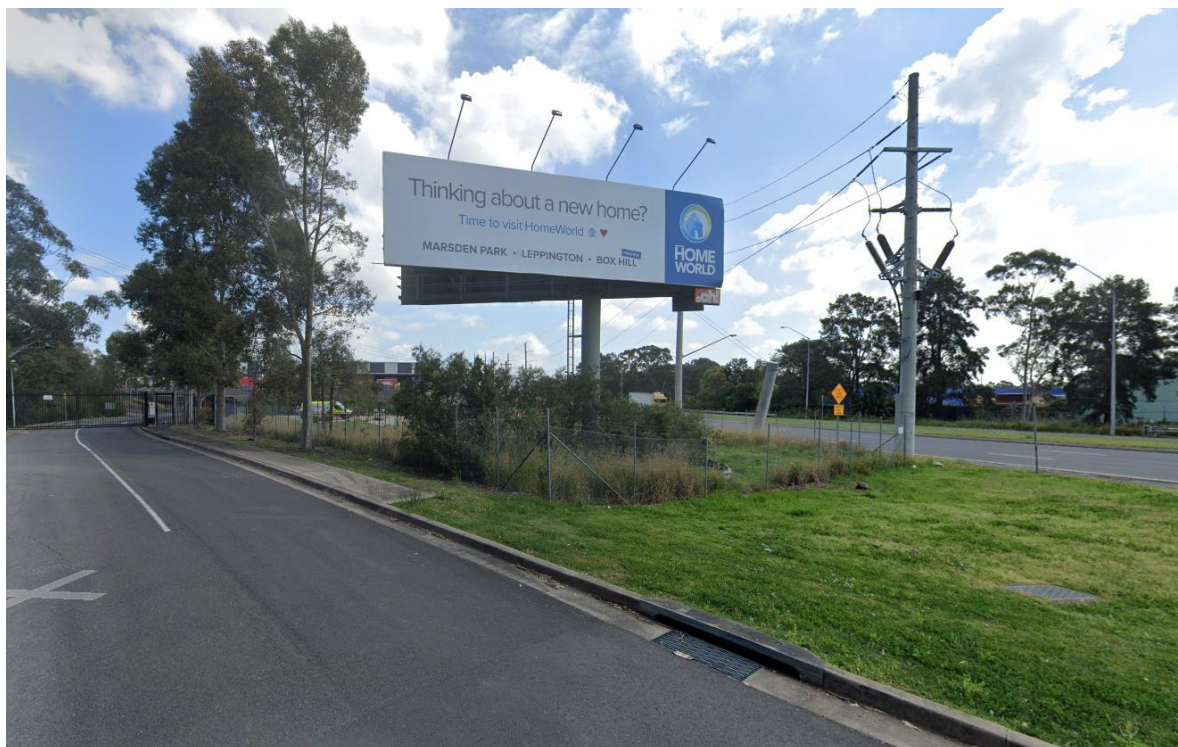


Plate 2: View of the Subject Area (c. September 2020) (source: Google 2024)



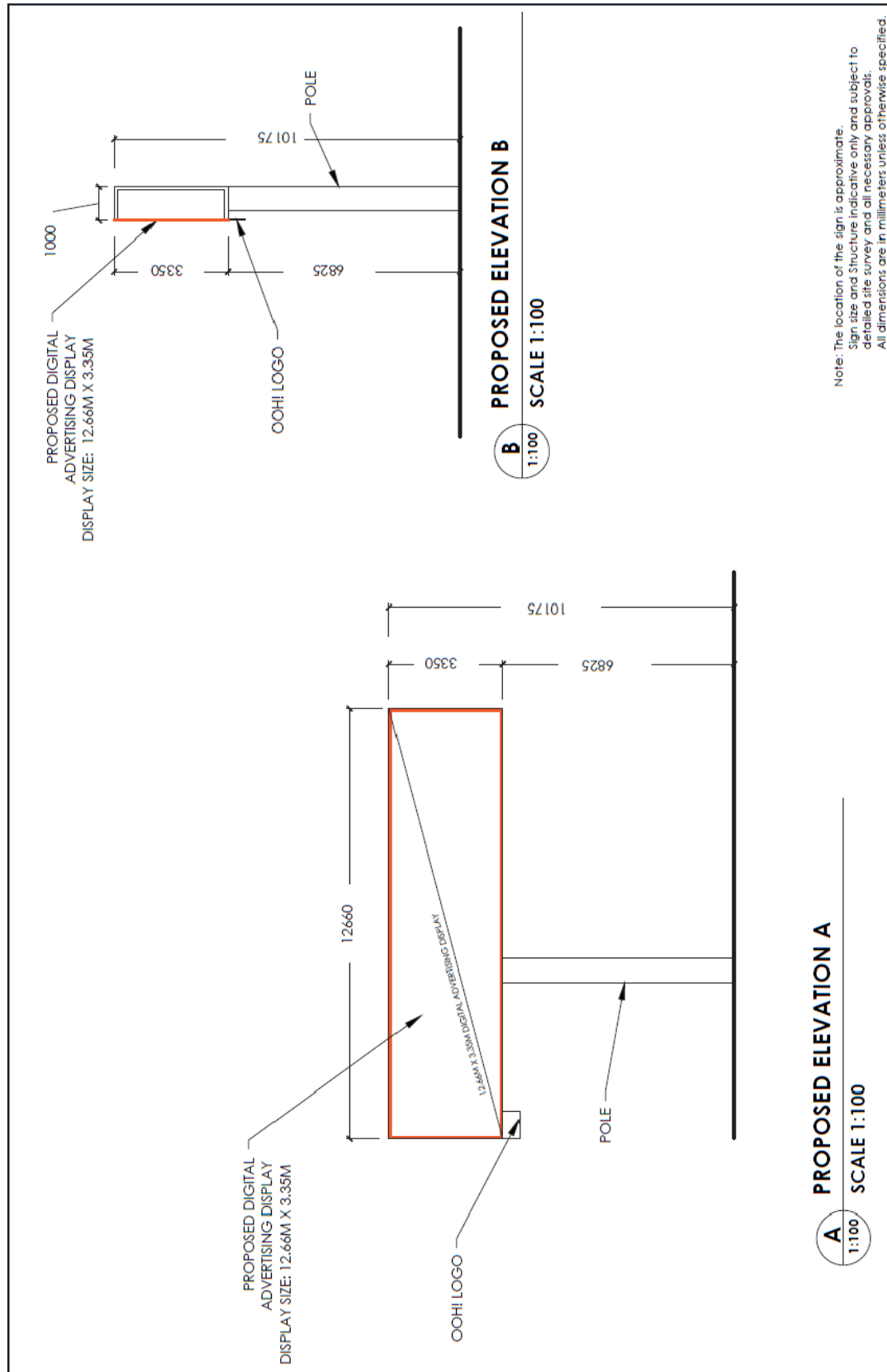


Figure 2: Proposed elevation of the billboard and advertising signage structure (source: oOh!media)

3. AHIMS Search

The locations and details of Aboriginal sites are considered culturally sensitive information. It is recommended that this information, including the AHIMS data and GIS imagery, is removed from this report if it is to enter the public domain.

Kayandel carried out a search of the AHIMS database on the 26th February 2024 using the Client Service ID 867385 with the coordinates set out in Table 1 below.

| GDA94 Zone 56 | Easting | Northing |
|---------------|---------|----------|
| Minimum | 302464 | 6255843 |
| Maximum | 307464 | 6260843 |

Table 1: AHIMS Database Search Criteria

The search area was a 5km square centred upon the Subject Area (see Figure 3). The results of the AHIMS search are presented in Table 2. A total of seventy-eight (78) Aboriginal sites have been registered within the search area.

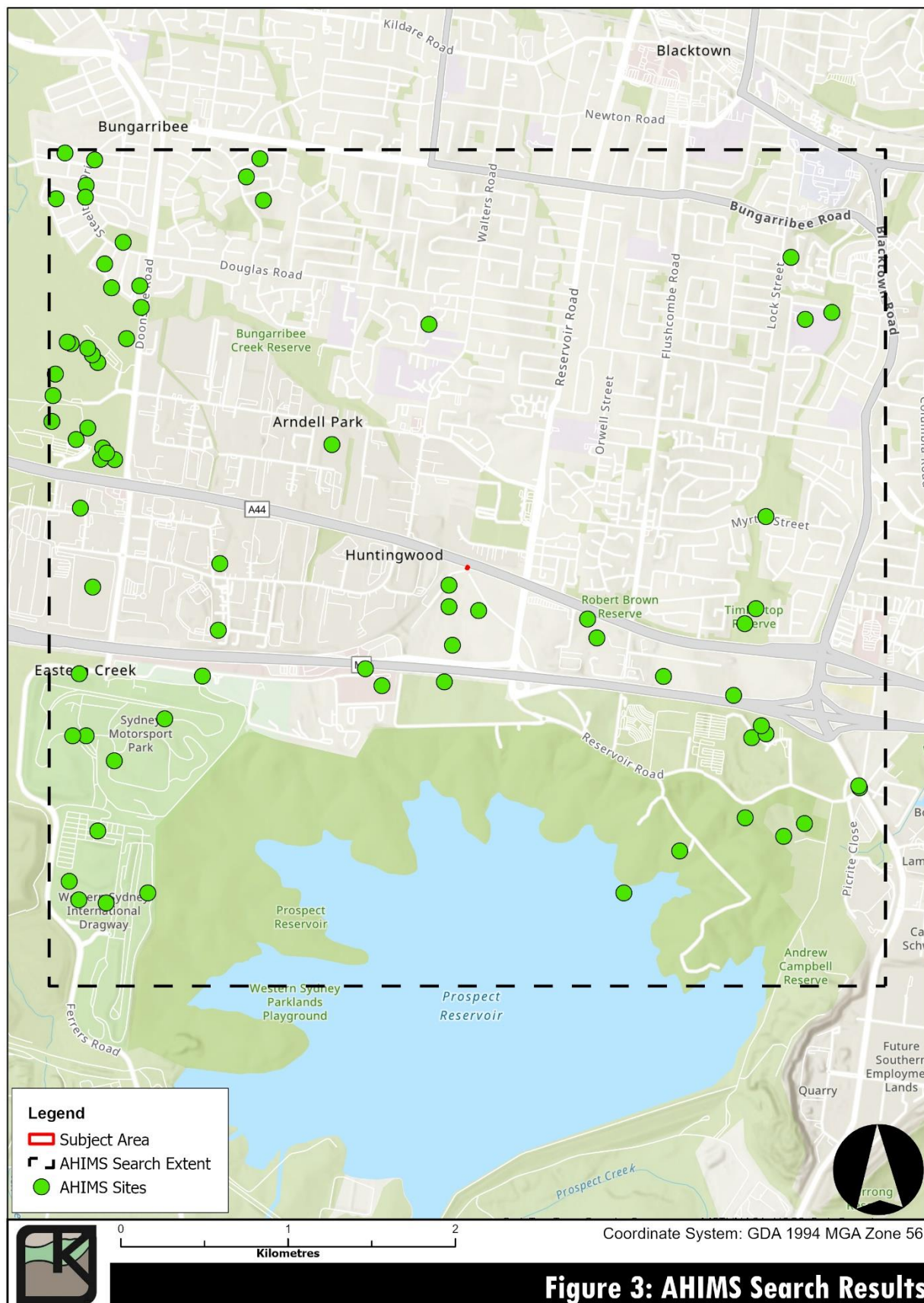
It should be noted that the distribution of sites in the AHIMS database tends to reflect where site surveys have been conducted, the types of predictive models being considered when examining landforms, where exposure and visibility conditions have enabled the detection of sites, and where sites have survived modern land disturbance. The distribution of sites from AHIMS may not be a true reflection of the existing Aboriginal sites in an area.

The AHIMS search indicates that sixty-four (64) of the 78 recorded sites were Open Camp Sites – accounting for over 80% of the identified sites in the search area (see Table 2). The results are indicative of the number of archaeological assessments that have occurred within the local region, as well as the nature of the landscape, with an abundance of permanent freshwater to facilitate habitation.

The AHIMS search has identified that no Aboriginal sites have been recorded within the Subject Area (see Figure 4).

| Site types | Total | % |
|--|-----------|-------------|
| Open Camp Site | 64 | 82% |
| Isolated Find | 5 | 6% |
| Duplicate Entry | 3 | 4% |
| Potential Archaeological Deposit (PAD) | 3 | 4% |
| Not an Aboriginal site | 1 | 1% |
| Open Camp Site with a Quarry | 1 | 1% |
| Scarred Tree | 1 | 1% |
| Total | 78 | 100% |

Table 2: Site types from AHIMS search (Client Service ID 867385)





4. Previous Aboriginal Heritage Investigations of the Subject Area

As part of the background research for the Subject Area, Kayandel could not identify any previous Aboriginal heritage assessments of the Subject Area.

5. Historic Aerial Photographs

Historical aerials and satellite images dating 1965-2010 were reviewed as part of preparing this Aboriginal heritage advice letter (see Plate 1 to Plate 7). These aerials provide a summary of development at the site and within the surrounding area (refer to Table 3). Overall, disturbance in the Subject Area is assessed as being high.

| Date | Description |
|------|--|
| 1965 | This is the earliest aerial of the Subject Area. The site is on the northern side of the original alignment of the Great Western Highway. The location of the Subject Area is vegetated and appears to be undeveloped. |
| 1978 | The alignment of the Great Western Highway has been altered, and part of the original road has been removed to allow for the construction of new roads. The location of the Subject Area is vegetated and appears to be undeveloped. |
| 1986 | The Subject Area is unchanged from earlier aerial photographs. |
| 1998 | The Subject Area is unchanged from earlier aerial photographs. |
| 2010 | The billboard structure has been erected, and there appears to be landscaping at the base of the structure. |

Table 3: Summary of Historic Aerial Photographs



Plate 3: 1965 aerial photograph of the Subject Area (approximate location is circled) (source: NSW Historical Imagery)

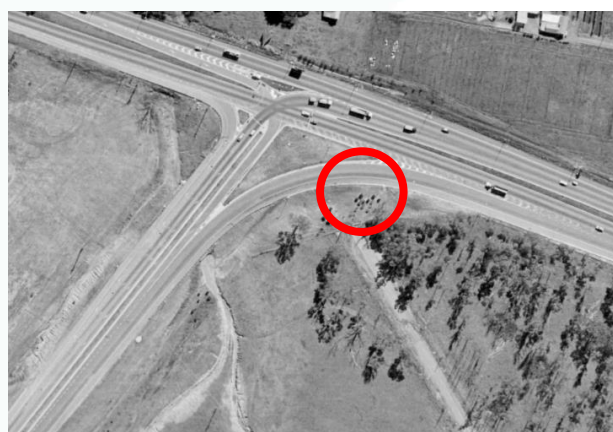


Plate 4: 1978 aerial photograph of the Subject Area (approximate location is circled) (source: NSW Historical Imagery)



Plate 5: 1986 aerial photograph of the Subject Area (approximate location is circled) (source: NSW Historical Imagery)



Plate 6: 1998 aerial photograph of the Subject Area (approximate location is circled) (source: NSW Historical Imagery)



Plate 7: 2010 aerial photograph of the Subject Area (source: Nearmap)



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6. Conclusion

As noted in Section 2, the proposal will not disturb the ground surface. The location was disturbed as part of installing the existing billboard.

This desktop assessment did not identify any Aboriginal sites recorded within the Subject Area.

The installation of new advertising signage on an existing billboard structure will not impact any Aboriginal sites. It is recommended that the proposal can proceed with caution.

Should you have any further questions regarding this matter, please do not hesitate to contact me on (02) 4637 8622.

Yours sincerely,

Natalie Stiles
Team Leader – Heritage
B Arts (Arch/Paleo)
Grad Cert. Arts (Arch)
MGIS&RemoteSens
Associate Member International Council on Monuments and Sites