

HERITAGE IMPACT STATEMENT



Development Application

King Street, Newtown

December 2023 | J5413F

**Weir
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Heritage
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1 INTRODUCTION

1.1 Preamble

This updated Heritage Impact Statement (HIS) has been prepared in conjunction with a Development Application for the removal of existing static signage and the installation of new digital signage at the intersection of King Street and Enmore Road, Newtown, New South Wales. The proposal is for one new digital sign. The site lies within an area managed by Sydney Trains.

An Integrated Development Application was previously submitted on 23 November 2022 but was refused by Heritage NSW on 4 January 2023. This statement has been updated in accordance with updated plans responding to the feedback provided by Heritage NSW.

The site is located within the Inner West Council. The principal planning control for the site is the *Inner West Local Environmental Plan 2022 (LEP 2022)*. The site is located within the King Street and Enmore Road Heritage Conservation Area as defined by Schedule 5 Part 2 of the *LEP 2022*. The site is also located adjacent to an item listed on the State Heritage Register under the *NSW Heritage Act 1977* and the Transport Asset Holding Entity S.170 Register. The site is located within the vicinity of items listed by Schedule 5 Part 1 of the *LEP 2011* and within the vicinity of items and a Conservation Area listed by Schedule 5 Part 2 of the *Sydney LEP 2012*.

This updated statement has been prepared at the request of JCDecaux and accompanies updated plans prepared by Dennis Bunt Consulting Engineers Pty Ltd.

1.2 Authorship and Acknowledgements

This HIS was prepared by Elliot Nolan, B.A. (Anc.Hist.Hons), M. Mus.Herit.Stud., Grad.Dip.Herit.Cons., and James Phillips, B.Sc. (Arch.), B.Arch., M.Herit.Cons. (Hons), of Weir Phillips Heritage and Planning.

1.3 Limitations

The heritage listing sheets provided by the State Heritage Inventory were relied on.

No Aboriginal or historical archaeology was carried out on the site.

1.4 Methodology

This assessment has been prepared with reference to the *NSW Heritage Manual* update *Statements of Heritage Impact* (2023) and with reference to the Council planning controls listed under Section 1.6.

1.5 Physical Evidence

This report is based on a desktop study only. All photographs were supplied by the client.

1.6 Documentary Evidence

1.6.1 Heritage Listing Sheets

- 'Bank Hotel including interior', Heritage NSW State Heritage Inventory ID No. 2420858.
- 'Bedford Street retail group, including interiors', Heritage NSW State Heritage Inventory ID No. 2030081.
- 'Commercial building including interior', Heritage NSW State Heritage Inventory ID No. 2420856.
- 'Commercial building including interior', Heritage NSW State Heritage Inventory ID No. 2420857.

- 'King Street and Enmore Road Heritage Conservation Area', Heritage NSW State Heritage Inventory ID No. 2030501.
- 'King Street Heritage Conservation Area', Heritage NSW State Heritage Inventory ID No. 2421485.
- 'Newtown Railway Station group and Former Newtown Tramway Depot', Heritage NSW State Heritage Register ID NO. 5012123.
- 'Newtown Town Hall, including interiors', Heritage NSW State Heritage Inventory ID No. 2030085.

1.6.2 Planning Documents

- *Marrickville Development Control Plan 2011.*
- *Inner West Local Environmental Plan 2022.*
- NSW Government Department of Planning, *Transport Corridor Outdoor Advertising and Signage Guidelines* (November 2017).
- *State Environmental Planning Policy (Industry and Employment) 2021.*
- *Sydney Development Control Plan 2012.*
- *Sydney Local Environmental Plan 2012.*

1.7 Site Location

The site is located on the north side of Enmore Road, near the intersection with King Street, Newtown (Figure 1). The site is legally identified as Lot 3, Deposited Plan 239081.

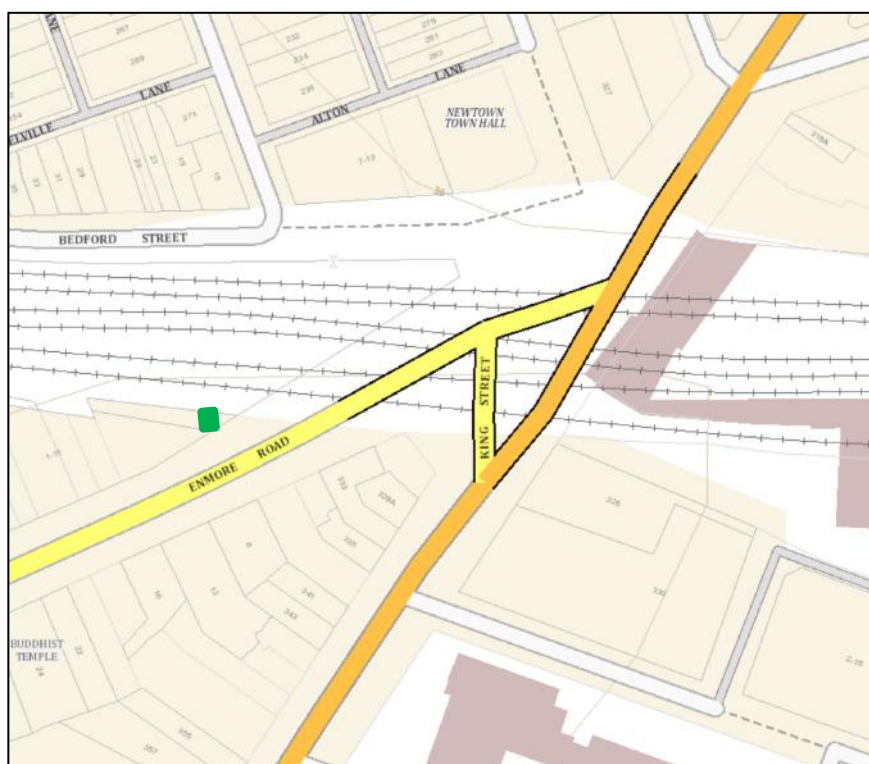


Figure 1: Site location (indicated approximately by the green rectangle).
SIX Maps, 2023

2 BRIEF HISTORICAL OUTLINE OF THE SITE

2.1 Aboriginal History

While an Aboriginal history is not provided, it is acknowledged that the traditional custodians of the Inner West Council are the Gadigal and Wangal peoples of the Eora nation.

2.2 Early European History

The following history of the area is obtained from the listing sheet for the King Street and Enmore Road Heritage Conservation Area as provided by the State Heritage Inventory:

The King Street/Enmore Road Heritage Conservation Area formed part of the land grants offered by Governor Phillip between 1793 and 1810. The largest owners of the lands that are part of the conservation area are Nicholas Devine and Thomas Rowley. Originally granted 100 acres in 1793, Rowley's grant, known as Kingston Farm, was enlarged twice, in 1800 and 1803, to 240 acres. By July 1841 Kingston Farm was being subdivided, when Samuel Lyons advertised a portion of the estate, the house "erected thereon, together with the several detached buildings, namely, Cooking-house, Servants' Rooms, Gig-house, Stables, &Co." (Sydney Gazette, 20 July 1841, p. 3). This area was north of Enmore Road. In 1854 a portion of Kingston Farm, south of the proposed railway line from Sydney to Parramatta and close to the site of Newtown Railway Station, was purchased by Thomas Holt, Thomas Ware Smart, Thomas Sutcliffe Mort and George Wigram Allen. The railway opened in September 1855 and in 1857 the land was subdivided into 370 allotments as the Kingston South Estate. The subdivision was not a great success and in 1861, after four years, only 16 lots had been sold and the unsold lots were distributed among the partners. It was then re-subdivided in 1863 and became the first subdivision under the provisions of the Real Property Act of 1862 (now known as Torrens Title) on 24 December 1863 as 'Holt, Smart and Mort's Subdivision of South Kingston', Deposited Plan 1.

The early surveyors used the ridgeline as the boundary between grants and their point of convergence is now the open space at Newtown Bridge.

From the 1830s onwards many wealthy families moved to the suburb of "New Town" to build large villas and estates. Among those in this area were Mary Reiby's 1840s "Reiby House" and the 1835 John Verge-designed villa of Captain Sylvester Browne (best known as the father of novelist T.A. Browne, "Rolf Boldrewood") called "Enmore House". Both of these villas were just south of Enmore Road. A later owner of Enmore House estate, Isaac Simmons, subdivided part of the property as the "Beautiful Village of Enmore" in about 1841. In about 1847 "Stanmore House" (between Simmons Street and Reiby Street), probably designed by architect Henry Robertson, was also built for Mary Reiby.

"Enmore Road was an Aboriginal walking track and was known as Josephson's Track in the 1850s. Enmore Ward was created in 1862; the name is taken from the estate owned by Captain Sylvester Brown from 1835 and the Josephsons from 1838 to 1883. Enmore is the name of a small millennium-old town in Somerset near Cornwall; Brown took the name of his employer's estate in British Guiana or Barbados in the West Indies. Following the renaming of a section of Cooks River Road as King Street in 1877, Alderman Melville proposed that Enmore Road be renamed Chelsea Street and Alderman Cozens recommended Queen Street instead. Queen Street was used from 1879 until after 1880." (Newtown Project website "Streets/Enmore Road notes: http://cityofsydney.nsw.gov.au/newtownproject/History_of_the_Streets_of_Newt/history_of_the_streets_of_newt.html)

"King Street (see Cooks River Road) was also called 'the Newtown Road' in the 1870s; the section between Bligh Street and Parramatta Road was named City Road in the 1920s. Cooks River Road extended

from Parramatta Road to Cooks River. It was previously known as Bulanaming Road until the 1820s and informally known as Newtown Road in the latter half of the 19th century. The section between Bligh Street and St. Peters Station was renamed as King Street in October 1877." Newtown Project website "Streets/King Street notes: http://cityofsydney.nsw.gov.au/newtownproject/History_of_the_Streets_of_Newt/history_of_the_streets_of_newt.html)

The introduction of the railway line in 1855 with a railway station at Newtown led to increased urban development of the area. The King Street/Enmore Road area became a commercial and retail hub with increasing development from the 1860s. The 1879 Sand's Directory still shows vacant sites along Enmore Road, however by 1880 all sites are built on, generally with retail buildings but with some residences. The residences are gradually replaced after 1880 with new retail buildings.

Development continued into the 20th century with construction of a few interwar buildings such as the Enmore Theatre, and later infill development (particularly between Reiby Street and Newtown Bridge on Enmore Road).¹

3 SITE ASSESSMENT

3.1 The Site

For the following, refer to Figure 2, an aerial photograph of the site.



Figure 2: Aerial photograph of site. The green rectangle indicates the location of the proposed signage.
SIX Maps 2023

¹ 'King Street and Enmore Road Heritage Conservation Area', Heritage NSW State Heritage Inventory ID No. 2030501.

The proposed signage is located adjacent to the northwest side of the King Street Overbridge which extends across the full width of the railway corridor. The bridge is constructed of brick and reinforced concrete supported on a combination of wrought iron, steel girders and concrete beams. At street level is a high painted brick wall with painted sandstone capping with existing static signage.

Refer to Figures 3 and 4 which illustrate the site of the proposed signage.



Figure 3: Looking towards the site from the east on King Street. The green arrow indicates the approximate location of the proposed signage.
Provided by the client.



Figure 4: Looking towards the site from the east on Enmore Road. The green arrow indicates the approximate location of the proposed signage.
Provided by the client

3.2 The Surrounding Area

3.2.1 The General Area

For the following, refer to Figure 5, an aerial photograph of the surrounding area.

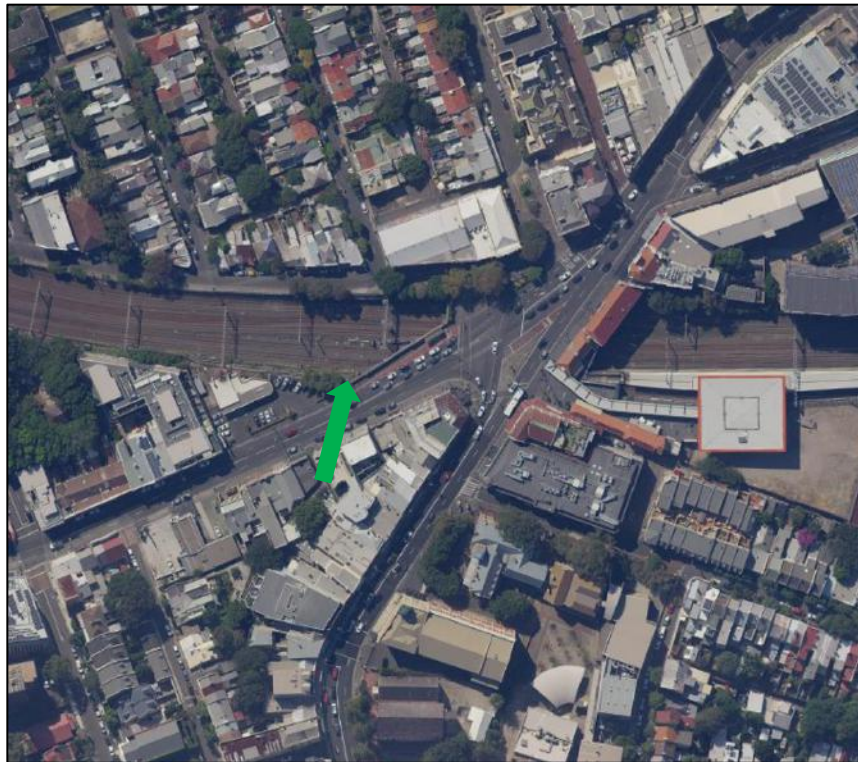


Figure 5: Aerial photograph of site and surrounding area. The green arrow indicates the location of the proposed signage.

SIX Maps 2023

The *Marrickville Development Control Plan 2011* provides the following character statement for the King Street and Enmore Road precinct, of which the site forms part:

This precinct is located along the eastern boundary of the Marrickville local government area adjoining the City of Sydney LGA. It consists of the western side of King Street between Church Street in the north and Lord Street in the south and both sides of Enmore Road from the King Street intersection to the intersection with Stanmore Road and a small section of properties fronting Stanmore Road. The precinct contains the retail strips of Enmore and Newtown and is largely commercial in nature.

Both King Street and Enmore Road carry large volumes of traffic. King Street in particular is a busy and restricted thoroughfare that connects Parramatta Road beyond the precinct to the north with the Princes Highway to the south. As a consequence, King Street conveys trucks and other large vehicles as well as cars and buses. King Street and Enmore Road are major routes for buses travelling to areas of the Inner West and the southern suburbs of Sydney.

The precinct has traditionally been a civic, retail and entertainment hub and remains largely so today. It contains the King Street and Enmore Road Heritage Conservation Area, which is recognised for being a remarkably intact area from the late 19th and early 20th centuries containing a variety of original facades, interesting architectural features, vistas and landmarks. Buildings are mostly 2 to 3 storeys in height and form a continuous scale along the footpath

edge that hug the street curves. The historical nature of the shopping area and building form creates a unique streetscape with high aesthetic values.

The precinct also contains a number of heritage items including include the Enmore Theatre, Dispensary Hall, Marie Louise shopfront and salon, the Sly Fox Hotel and the former Enmore Post Office on Enmore Road. King Street contains the former CBC and ANZ banks, former “Molloys” shop, Botany View Hotel and St Peters Hotel. Other heritage items include the Courthouse Hotel and the courthouse and former police station on Australia Street, Newtown.

Retail activities, food outlets, pubs/hotels, office premises and services dominate the precinct. The large number of Art Deco and Inter-War period hotels demonstrate the highly populated working class nature of the suburb in the early part of the 20th century. Other key land uses include Enmore Theatre, community buildings including the Newtown Neighbourhood Centre, Newtown Police Station and Newtown Fire Station. Many buildings contain shop-top housing above the ground floor level. The area is bustling and includes fashion boutiques, second hand book stores and furniture stores, cafes and historic pubs which contribute to an eclectic vibe. The precinct is also home to the well known historical “I have a dream” mural and painted Aboriginal flag located on the eastern wall of 305 King Street and is a listed Heritage Item. It is also home to the “We have the dreaming” mural within Telstra Plaza which acts as a comment on the “I have a dream” mural and links the message to the Aboriginal Australian experience.

Pedestrian amenity is very good due to the busy active commercial frontages, ease of pedestrian manoeuvrability within the precinct via signalised and non-signalised pedestrian crossings and relatively slow vehicular speed. Within the City of Sydney LGA, Newtown station is located centrally to the precinct near the King Street/Enmore Road junction and draws in a large volume of pedestrian traffic. Restricted on-street car parking is also available however some of this is limited during peak commuter times due to the provision of clearways. Parking is restricted on both sides of King Street and Enmore Road to encourage a higher turnover. Street parking is heavily utilised and can spill onto adjacent streets.²

3.2.2 King Street

King Street runs between City Road and Princes Highway. The road carries two-way traffic with limited provision for street parking on either side. Concrete footpaths line both sides of the road. The section of King Street in which the site is located is commercial. It is characterized by two and three-storey buildings ranging from the Victorian through to Federation and Inter-War periods.

Refer to Figure 6 which illustrates the streetscape in the vicinity of the site.

² Marrickville Development Control Plan 2011, Section 9.37 Strategic Context: King Street and Enmore Road (Commercial), p. 1.



Figure 6: The streetscape along King Street to the east of the site.
Provided by the client

3.2.3 Enmore Road

Enmore Road runs between King Street and Victoria Road. The road carries two-way traffic with limited provision for street parking on either side. Concrete footpaths line both sides of the road. The section of Enmore Road in which the site is located is commercial. It is characterized by two to four-storey buildings ranging from the Victorian through to Federation and Inter-War periods, as well as later infill.

Refer to Figure 7 which illustrates the streetscape in the vicinity of the site.



Figure 7: The streetscape along Enmore Road to the west of the site.
Provided by the client

4 ASSESSMENT OF SIGNIFICANCE

4.1 Statutory Listings

The site:

- Is located within the King Street and Enmore Road Heritage Conservation Area by Schedule 5 Part 2 of the *Inner West LEP 2022*.
- Is not listed as a heritage item by Schedule 5 Part 1 of the *Inner West LEP 2022*.
- Is not listed as an item on the State Heritage Register under the *NSW Heritage Act 1977*.

The State Heritage Inventory provides the following Statement of Significance for the King Street and Enmore Road Heritage Conservation Area:

The King Street and Enmore Road retail strip is of state historical, social and aesthetic significance as it provides an evocative physical record of significant historical phases which shaped the "New Town" from the late 19th to the early 20th Century, and has high regard in the community. The retail strip provides evidence of the economic boom of the late 1870s/1880s, exemplified by the quality and quantity of late-Victorian period building stock. Many of the buildings are impressive reminders of the area's role as a civic, retail and entertainment hub. The continuous 2 and 3 storey facades and the general uniformity of scale in King Street and Enmore Road create a distinct visual impression and outstanding townscape qualities. The consistency and relative intactness of the late 19th and early 20th century building stock is unique in the Sydney region and the State as a whole. A large number of Art Deco and Interwar period hotels demonstrate the highly populated, working class nature of the suburb in the early 20th century. The streetscapes of King Street and Enmore Road have high aesthetic value which is enhanced by the closed vistas created by street curves and by the views over the surrounding areas afforded by the alignment following the ridge line. Mixed retail uses, including delicatessens, and changes to shopfronts dating from the 1950s and 1960s reflect the strong influence of post-war migrants on the area. The area has social significance due its high regard in the community arising from its vibrant mix of retail and community uses.³

This Statement is adopted for the purposes of this assessment.

4.2 Heritage Items Within the Vicinity of the Site

For the following, 'within the vicinity' has been determined with reference to physical proximity, existing and potential view corridors and the nature of the proposed works. In this plan, local heritage items are coloured brown and numbered; Conservation Areas are hatched red and numbered; and State Heritage items are hatched blue and numbered. The approximate location of the subject site is indicated by the green rectangle and the green arrow.

³ 'King Street and Enmore Road Heritage Conservation Area', Heritage NSW State Heritage Inventory ID No. 2030501.

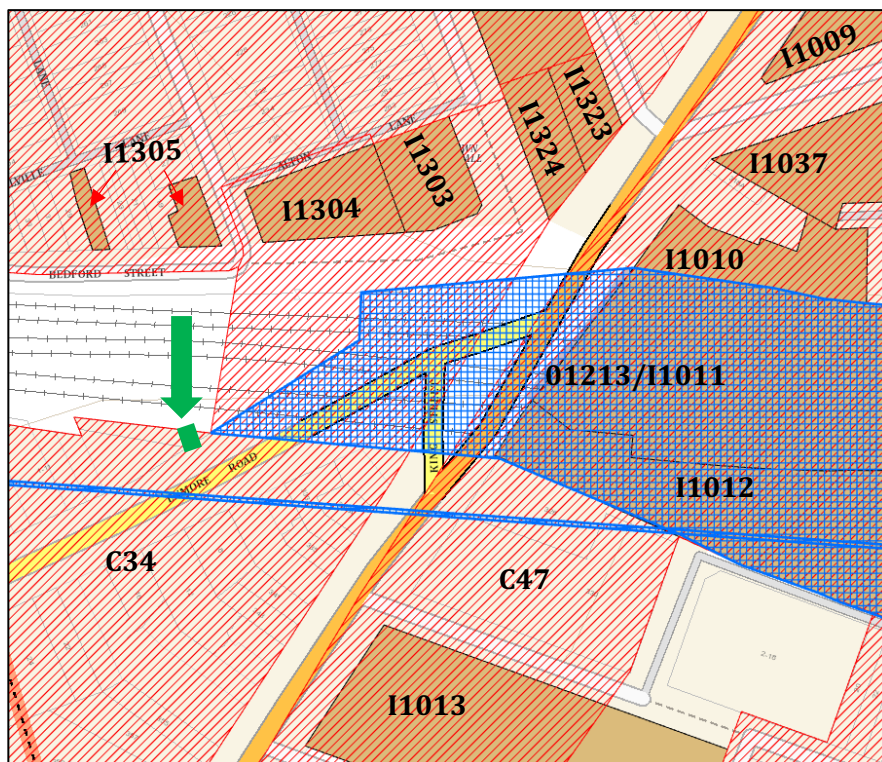










Figure 8: Detail, map showing State Heritage Register items in the vicinity of the site. Local heritage items are coloured brown; Conservation Areas are hatched red; and State Heritage items are hatched blue. The subject site is indicated by the green rectangle and green arrow.

NSW Planning Portal, 2023; overlay by Weir Phillips Heritage and Planning

Refer to the table below which lists heritage items and Conservation Areas in the vicinity of the site.

State Listing: NSW State Heritage Register		
Listing	Description	Photograph
<p>'Newtown Railway Station group and Former Newtown Tramway Depot', Great Southern and Western Railway, Newtown</p> <p>Listed on the State Heritage Register, Listing No. 01213.</p>	<p>This item is located adjacent to the east of the site. The closest element that forms part of the item is the King Street Overbridge, which is a highly visible element in the public domain. The subject site is generally visible from the item.</p>	
Local Listing: Inner West LEP 2022		
Listing	Description	Photograph

<p>Newtown Town Hall, including interiors', No. 1 Bedford Street, Newtown</p> <p>Listed on the <i>Inner West LEP 2022</i>, Item No. 11303.</p>	<p>This item is located to the north of the site and separated from it by approximately 90m.</p> <p>The principal view corridor towards this item is from directly outside on Bedford Street. Vegetation generally conceals it from view, however, particularly on approach from the east on King Street. The subject site is generally visible from the item.</p>	
<p>Bedford Street retail group, including interiors', Nos. 15, 27 and 37 Bedford Street and No. 167 Probert Street, Newtown</p> <p>Listed on the <i>Inner West LEP 2022</i>, Item No. 11305.</p>	<p>This item is located to the north of the site and is separated from it by approximately 50m.</p> <p>The item is highly visible from the public domain, within significant view corridors obtained from Bedford Street. The subject site is generally obscured from view from the item by dense vegetation and metal security fencing along the railway corridor.</p>	
<p>'The Hub Theatre, including interiors', Nos. 7-13 Bedford Street, Newtown</p> <p>Listed on the <i>Inner West LEP 2022</i>, Item No. 11304.</p>	<p>This item is located to the north of the site and is separated from it by approximately 50m.</p> <p>The principal view corridor towards this item is from directly outside on King Street, although it is obscured by vegetation within these view corridors. This same vegetation obscure view of the subject site from the item.</p>	
<p>Local Listings: <i>Sydney LEP 2012</i></p>		
Listing	Description	Photograph
<p>'Commercial building including interior', Nos. 1-15 Wilson Street, Newtown</p>	<p>This item is located to the northeast of the site and is separated from it by approximately 150m.</p> <p>The item is highly visible within the streetscape, where viewed from King</p>	

Listed on the <i>Sydney LEP 2012</i> , Item No. I1041.	Street, as a significant view corridor. The subject site is visible from the item.	
'Commercial building including interior', Nos. 304-314 King Street, Newtown Listed on the <i>Sydney LEP 2012</i> , Item No. I1009.	This item is located to the east of the site and is separated from it by approximately 170m. The item is highly visible within the streetscape, where viewed from King Street. The subject site is visible from the item.	
Bank Hotel including interior', No. 324 King Street, Newtown Listed on the <i>Sydney LEP 2012</i> , Item No. I1010.	This item is located to the east of the site and is separated from it by approximately 125m. The item is highly visible within the streetscape, where viewed from King Street. The subject site is visible from the item.	
Former Newtown Tram Depot group including interiors', No. 326A King Street, Newtown Listed on the <i>Sydney LEP 2012</i> , Item No. I1012.	This item is located to the east of the site. It is noted that the State Heritage Register listing for the site includes the tram depot within its curtilage. As such, it is no longer considered individually for the purposes of this assessment.	
King Street Heritage Conservation Area', Newtown and Erskineville Listed on the <i>Sydney LEP 2012</i> , Listing No. C47.	This Conservation Area is located opposite the site to the east. The photographs above should be referred to provide an understanding of view corridors to and from the item and subject site.	

5 View Corridors

The principal view corridor towards the site is from directly outside on either King Street or Enmore Road. As demonstrated by the photomontages below, the signage will be largely concealed from view on approach from the west on Enmore Road due to vegetation and other structures. The signage will be partly visible on approach from the east on King Street.

Refer to Figures 9 to 11 which illustrate view corridors towards the site of the proposed signage.



Figure 9: Looking towards the site of the proposed signage from the west on Enmore Road.
 Provided by the client



Figure 10: Looking towards the site of the proposed signage from the east at the intersection of King Street and Enmore Road.
 Provided by the client



Figure 11: Looking towards the site of the proposed signage from the west on Enmore Road.
Provided by the client

6 THE PROPOSAL

The following should be read in conjunction with the plans prepared by Dennis Bunt Consulting Engineers Pty Ltd:

It is proposed to remove existing static signage on the King Street Overbridge and install a new single-sided LED signage facing outbound traffic. The proposed signage, measuring 3.172m x 4.708m, will be located next to the railway corridor and will require a new concrete pier and support. Refer to Figures 12 to 14 which reproduce the plans.

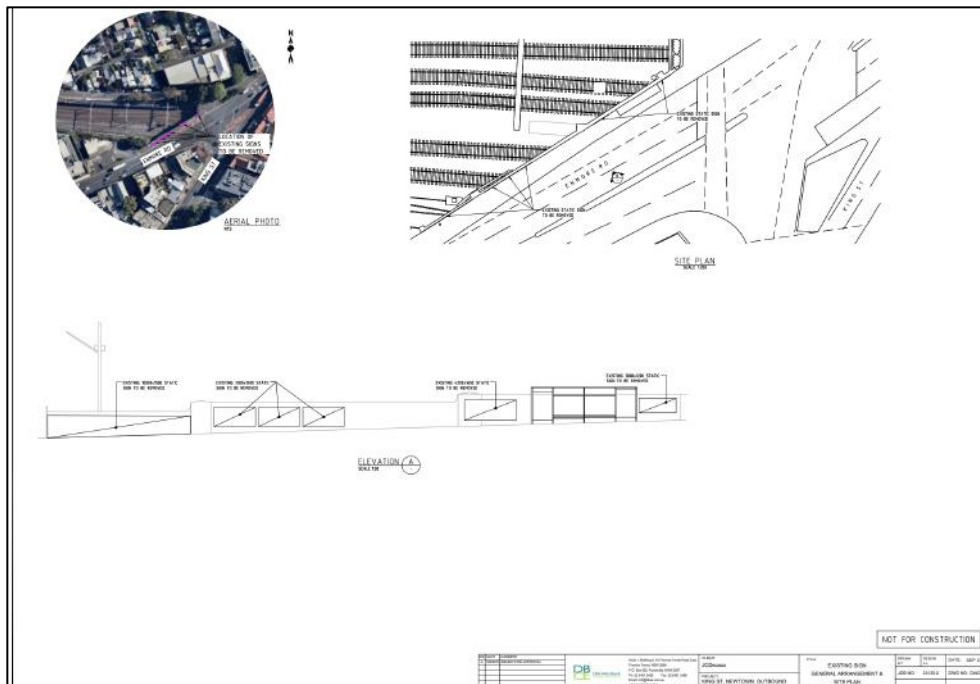


Figure 12: Plans showing existing signage to be removed.
Dennis Bunt Consulting Engineers Pty Ltd

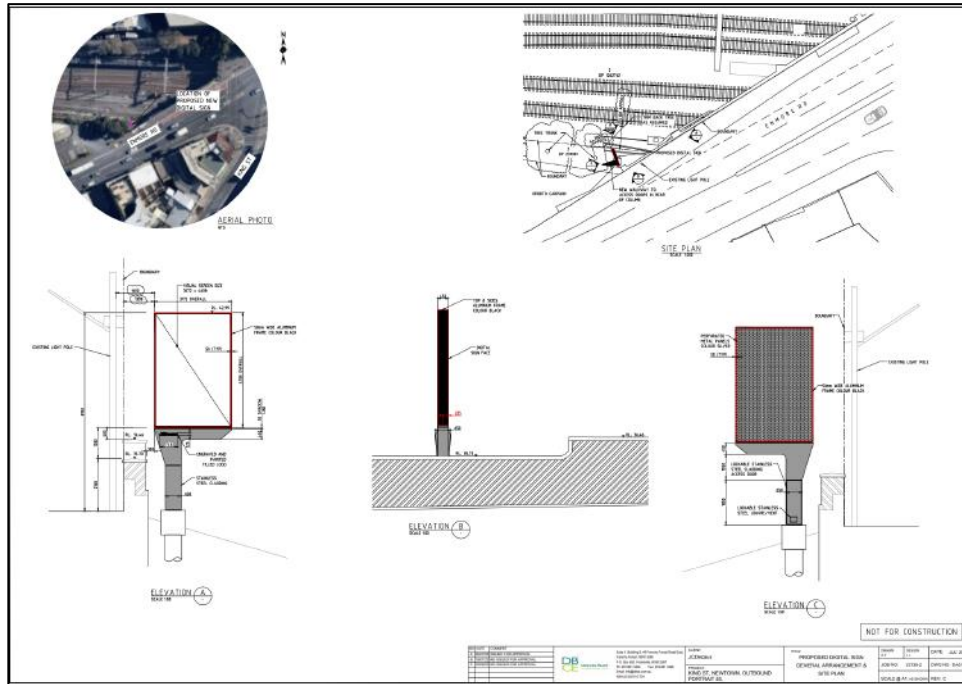


Figure 13: Proposed plans showing elevations.
Dennis Bunt Consulting Engineers Pty Ltd

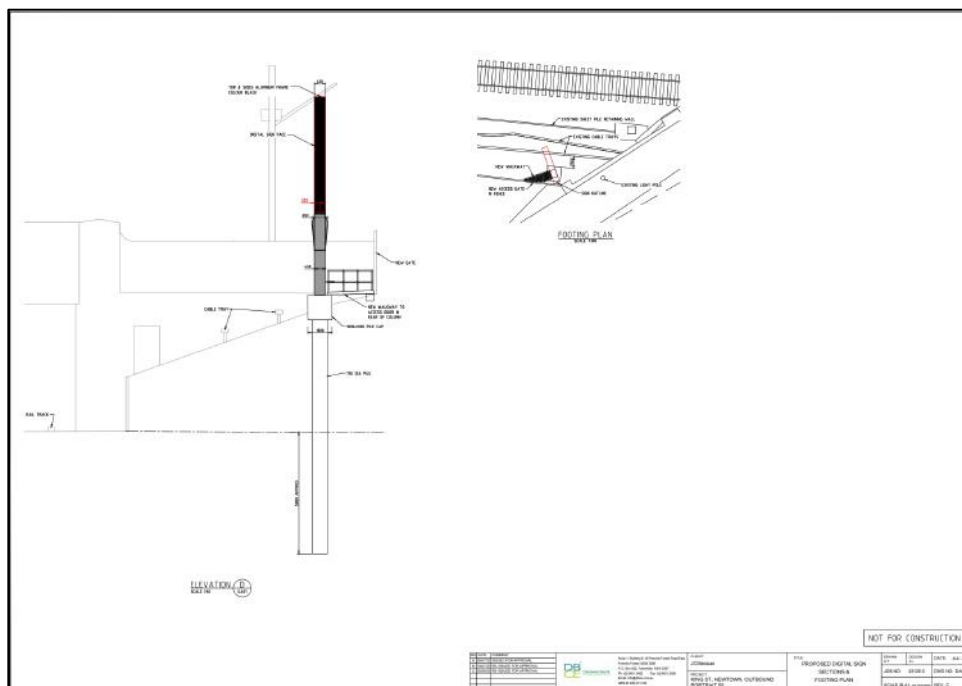


Figure 14: Proposed plans showing sections and footing.
Dennis Bunt Consulting Engineer Pty Ltd

7 EFFECT OF WORK

7.1 Response to Heritage NSW

The following responds to the comments made by Heritage NSW in their refusal of the Integrated Development Application submitted on 9 September 2022.

Heritage NSW	Weir Phillips Heritage and Planning response
<i>The Newtown Railway Station group and Former Newtown Tram Depot is a place of State heritage significance that is protected on the State Heritage Register for its historical, associative, aesthetic, technical, social, representative and rarity values. The proposed LED-illuminated signage will have a detrimental impact on its aesthetic and social values.</i>	The amended proposal has relocated the proposed signage so that it now lies outside of the curtilage of this State Heritage item. The proposed signage is now in an unobtrusive spot and will read, where visible in conjunction with the item, as a background element that is neither detracting from the streetscape, or prominent in any way.
<i>The proposed signage produces unequivocal visual clutter to its surrounding environment.</i>	The amended proposal will result in the complete removal of all existing static signage on the King Street Overbridge, which will substantially reduce the visual clutter in the surrounding environment. The proposal will also move the proposed signage to a more discreet location that does not contribute visual clutter to the surrounding environment.
<i>It is inappropriate in size and scale and dominates and detracts from the aesthetic character of the SHR Item and its surrounding historical setting.</i>	The proposed signage, while already relatively small compared to other streetscape elements, has been reduced in depth and bulk. The impact has been further mitigated by relocating the signage outside the curtilage of the State Heritage item.
<i>It alters the sense of place of the locality as it negatively impacts the views and vistas created towards the SHR item along the Kings Street and Enmore Road streetscapes.</i>	The amended proposal has relocated the signage to an unobtrusive spot which lies outside the curtilage of the State Heritage item. The signage will be visible, however, will be visible in conjunction with the numerous other elements that form part of the views and vistas towards the item along the King Street and Enmore Road streetscape, which is a busy commercial corridor already characterised by existing advertising signage.
<i>It is not possible to mitigate or minimise these impacts through conditions of approval.</i>	The amended proposal has mitigated these impacts by relocating the proposed signage so that it does not impact on the fabric of, or significant view corridors towards, the State Heritage item.
<i>The application will result in a permanent detrimental impact to the overall significance of the SHR item.</i>	The amended proposal will no longer result in a permanent detrimental impact to the overall significance of the item due to its removal to a more considered, discreet location that does not impact on

	the fabric of the item, or on significant view corridors towards it.
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7.2 Methods of Assessment

The following is a merit-based assessment. It does not consider compliance or otherwise with Council's numerical controls except where non-compliance would result in a heritage impact. Refer to the Statement of Environmental Effects that accompanies this application. The following assessment is made with an understanding of the objectives and controls provided by the following:

- *Marrickville Development Control Plan 2011.*
- *Inner West Local Environmental Plan 2022.*
- NSW Government Department of Planning, *Transport Corridor Outdoor Advertising and Signage Guidelines* (November 2017).
- *State Environmental Planning Policy (Industry and Employment) 2021.*

7.3 Effect of Work on Conservation Area

The proposed works will have an acceptable impact on the King Street and Enmore Road Heritage Conservation Area for the following reasons:

- The proposed digital signage will be located within a busy commercial corridor already characterised by existing advertising signage.
- The proposed digital signage will come less than 5m above the street and will be visible within significant view corridors. This will have an acceptable impact because the signage is minor in scale so will not be overly prominent and will not block view of contributory buildings within the Conservation Area.
- The proposed digital signage will provide for a visually interesting element within the public domain without detracting from the character of the surrounding streetscape.
- The images will be static and not animated, as is consistent with the provisions provided by Part 2 of the *DCP 2011*.
- The proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the Conservation Area.

7.4 Effect of Work on Adjacent Heritage Item

Newtown Railway Station group and Former Newtown Tramway Depot', Great Southern and Western Railway, Newtown

The proposed works will have a minimal and acceptable impact on this item for the following reasons:

- The removal of the existing static signage on the King Street Overbridge will have a positive impact as it is intrusive in the setting of the item and degrades from the visual appearance of this component.
- There will be no impact on the fabric of this item. The proposed signage lies outside of the curtilage of this item and will not impact on the King Street Overbridge, which is the nearest element to the proposal.
- The proposed digital signage will be located within a busy commercial corridor and will come less than 5m above the street so that it is visible from Enmore Road

and King Street without being overly prominent.

- Part 2 of the *Marrickville DCP 2011* permits illuminated signage in this context provided it is a static image, as is proposed.
- The proposed digital signage will not require the removal of any vegetation, excluding minor pruning of the nearest trees as required. The existing vegetation will help to integrate the new signage into the streetscape.
- The proposed digital signage will provide for a more visually interesting element within the public domain without detracting from the character of the item or the surrounding streetscape. The images will continue to be static and not animated.
- The proposed digital signage enables the change-over of advertisements without requiring physical intervention.
- The proposed works will, overall, have a minimal and acceptable impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the item.

7.5 Effect of Work on Heritage Items Within the Vicinity

'Newtown Town Hall, including interiors', No. 1 Bedford Street, Newtown;
'Bedford Street retail group, including interiors', No. 15, 27 and 37 Bedford Street and No. 167 Probert Street, Newtown;
'The Hub Theatre, including interiors', Nos. 7-13 Bedford Street, Newtown;
'Commercial building including interior', Nos. 1-15 Wilson Street, Newtown;
'Commercial building including interior', Nos. 304-314 King Street, Newtown; and
'Bank Hotel including interior', No. 324 King Street, Newtown

The proposed works will have a minimal and acceptable impact on these items for the following reasons:

- There will be no impact on the fabric of the items. The proposed signage is sufficiently separated from the items.
- There will be no impact on significant view corridors towards the items. The proposed signage is located well outside these view corridors and is otherwise minor in scale. It will not be overly prominent, where viewed from the items.
- The proposed signage will be visible from the items. This will have a minimal and acceptable impact because it is consistent with the setting of the items, as a busy commercial corridor already characterised by existing advertising signage.
- The proposed signage will provide high quality images which, where visible, create a visually interesting element within the public domain without detracting from the character of the items or the surrounding streetscape.
- The images will be static and not animated as is consistent with the provisions provided by Part 2 of the *Marrickville DCP 2011* and Part 3.16 of the *Sydney DCP 2012*.
- The proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of these items.

7.6 Effect of Work on Conservation Areas Within the Vicinity

'King Street Heritage Conservation Area', Newtown and Erskineville

The proposed works will have a minimal and acceptable impact on this Conservation Area for the following reasons:

- There will be no impact on the fabric of any of the buildings that make up this Conservation Area. The proposed signage is sufficiently separated from the Conservation Area.
- There will be no impact on significant view corridors towards the Conservation Area. The proposed signage is located well outside these view corridors and is otherwise minor in scale. It will not be overly prominent, where viewed from the Conservation Area.
- The proposed signage will be visible from the Conservation Area. This will have a minimal and acceptable impact because it is consistent with the setting of the Conservation Area, as a busy commercial corridor already characterised by existing advertising signage.
- The proposed signage will provide high quality images which, where visible, create a visually interesting element within the public domain without detracting from the character of the Conservation Area or the surrounding streetscape.
- The images will be static and not animated as is consistent with the provisions provided by Part 2 of the *Marrickville DCP 2011* and Part 3.16 of the *Sydney DCP 2012*.
- The proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the Conservation Area.

8 CONCLUSION

This Heritage Impact Statement has been prepared in conjunction with a Development Application for new digital advertising signage at the intersection of King Street and Enmore Road, Newtown, New South Wales. The site is located within the King Street and Enmore Road Heritage Conservation Area as defined by Schedule 5 Part 2 of the *LEP 2022*. The site is also located adjacent to an item listed on the State Heritage Register under the *NSW Heritage Act 1977* and the Transport Asset Holding Entity S.170 Register. The site is located within the vicinity of items listed by Schedule 5 Part 1 of the *LEP 2011* and within the vicinity of items and a Conservation Area listed by Schedule 5 Part 2 of the *Sydney LEP 2012*.

The proposed digital signage will have a minimal and acceptable impact on the Conservation Area and on heritage items/Conservation Areas within the vicinity as it is sufficiently separated from these for there to be no impact on significant view corridors or their fabric. The proposed signage is already consistent with the setting of the items and Conservation Area, within a busy commercial corridor characterised by existing signage. Where visible, the proposed signage will provide for a visually interesting element that will not detract from the character of the items.

The proposed works fulfil the aims and objectives of the *Inner West LEP 2022* and the *Marrickville DCP 2011*.