

HMS ID: 6009

Your ref: CNR-43393-A-66505-DA

Daniel Neely
Inner West Council
PO BOX 14
PETERSHAM NSW 2049
By email: daniel.neely@dpie.nsw.gov.au

Dear Mr Neely

DEVELOPMENT APPLICATION REFERRAL HERITAGE NSW COMMENT

Address: Great Southern and Western Railway NEWTOWN NSW 2042
Development CNR-43393-DA22/7946
Application no: Installation and use (for a period of 15 years) of a new freestanding digital advertising sign with east facing panel, located on the northern side of the intersection of Enmore Road and King Street.

I refer to your submission received by Heritage NSW on 14 March 2024 referring the above-named development application (DA) for comment.

Heritage NSW has assessed this application and issued General Terms of Refusal on 4 January 2023 and 22 June 2023. The applicant has since updated the documents and resubmitted the application to the Department of Planning.

It is understood the following changes have been made:

- Relocation of the sign 30m west outside the state heritage curtilage and installed into the ground by a concrete pile and pile cap.
- Reorientation of the sign to face east towards westbound traffic.
- Removal of 6 existing static signs on the inside of Enmore Road railway bridge.
- Increase to dwelling time from 15 seconds to 60 seconds (exceeding the 10 seconds required).

The following key documents provided in the application were subject to review:

- Report titled, *Statement of Environmental Effects (Amended DA) Digital Advertising Signage Enmore Road, Newtown*, prepared by Keylan, dated 10 January 2024.
- Report titled, *Development Application King Street, Newtown*, prepared by Weir Phillips Heritage and Planning, dated December 2023.
- Architectural drawings prepared Dennis Bunt Consulting Engineers:

Drawing No	Drawing title	Date	Rev
DA01	Proposed Digital Sign General Arrangement and Site Plan	03.08.23	C
DA02	Proposed Digital Sign Sections & Footing Plan	03.08.23	C
DA03	Existing Sign General Arrangement and Site Plan	19.09.23	A

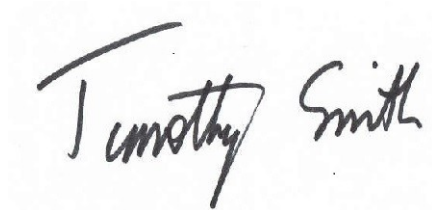
As this proposal is now located outside the state heritage curtilage, this application is no longer an Integrated Development Application and Heritage NSW is not required to issue General Terms.

However, the following comments are provided under delegation from the Heritage Council of NSW in relation to the proposal:

- The adjacent state heritage register item, Newtown Railway Station group and Former Newtown Tram Depot, is protected 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.
- The amended proposed signage continues to produce unequivocal visual clutter to its surrounding environment.
- It continues to be inappropriate in size and scale and dominates and detracts from the aesthetic character of the SHR Item and its surrounding historical setting.
- 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.
- It is not possible to mitigate or minimise these impacts through conditions of approval.
- The application will result in a permanent detrimental impact to the overall significance of the SHR item.

If you have any questions about this correspondence, please Caitlin Stevens, Senior Assessments Officer, at Heritage NSW on (02) 9873 8500 or heritagemailbox@environment.nsw.gov.au

Yours sincerely



Tim Smith OAM

Director, Heritage Assessments
Heritage NSW
Department of Climate Change, Energy, the Environment and Water
As Delegate of the Heritage Council of NSW

16 April 2024