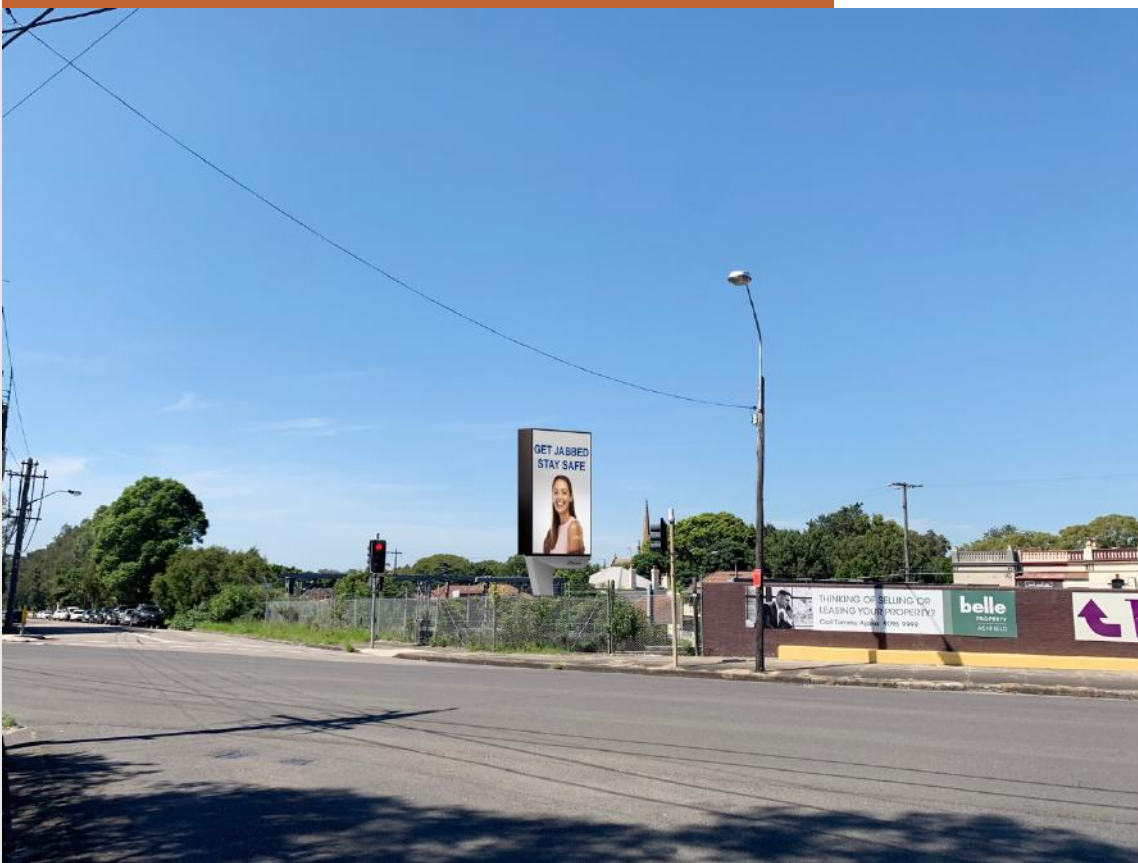


HERITAGE IMPACT STATEMENT



Hume Highway, Ashfield

May 2022 | J5413H

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1 INTRODUCTION

1.1 Preamble

This Heritage Impact Statement (HIS) has been prepared in conjunction with a Development Application for new digital advertising signage at Hume Highway, Ashfield, New South Wales. The site lies within an area managed by Sydney Trains.

The site is located within the Inner West Council. The principal planning control for the site is the *Ashfield Local Environmental Plan 2013 (LEP 2013)*. The site has no statutory heritage listings, however, lies within the vicinity of heritage items and a Conservation Area as defined by Schedule 5 Parts 1 and 2 of the *LEP 2013*.

This statement has been prepared at the request of JCDcaux and accompanies 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., M.Herit.Cons. (cand.), and James Phillips, B.Sc. (Arch.), B.Arch., M.Herit.Cons. (Hons), of Weir Phillips Heritage and Planning.

1.3 Limitations

As the site is not subject to any statutory heritage listings, no heritage assessment has been carried out.

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* (2002) 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. Unless otherwise stated, all photographs were supplied by the client.

1.6 Documentary Evidence

1.6.1 Heritage Listing Sheets

- 'Federal-Fyle Conservation Area', Heritage NSW State Heritage Inventory ID No. 1020755.
- 'House', Heritage NSW State Heritage Inventory ID No. 1020092.
- 'Three houses', Heritage NSW State Heritage Inventory ID No. 1020411.

1.6.2 Planning Documents

- *Ashfield Local Environmental Plan 2013 (LEP 2013)*.
- *Inner West Comprehensive Development Control Plan 2016 (CDCP 2016)*.
- NSW Government Department of Planning *Transport Corridor Outdoor Advertising and Signage Guidelines* (November 2017).
- *State Environmental Planning Policy (Industry and Employment) 2021*.

1.7 Site Location

The site is located on the south side of Hume Highway, Ashfield (Figure 1).

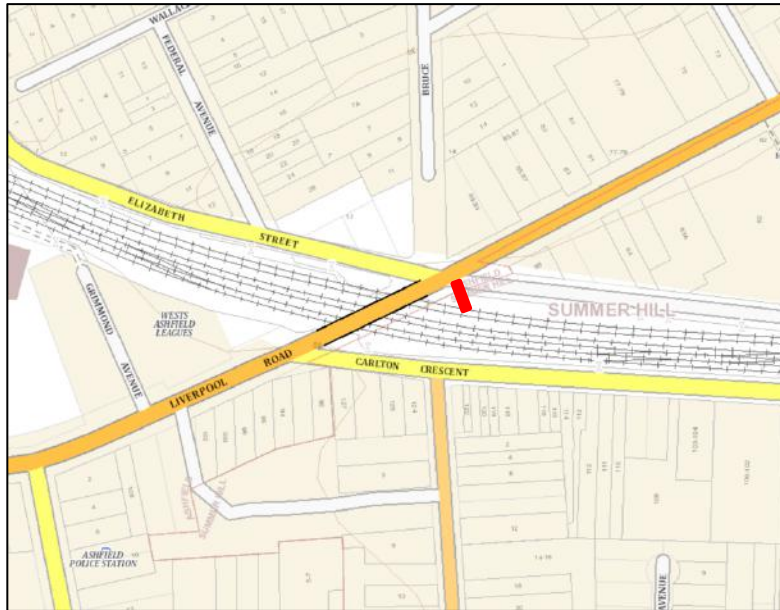


Figure 1: Site location (indicated by the red rectangle).
SIX Maps, 2022

2 SITE ASSESSMENT

2.1 The Site

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



Figure 2: Aerial photograph of site. The yellow rectangle indicates the location of the proposed signage.
SIX Maps, 2022

The site of the proposed signage is located on an access track adjacent to the railway corridor and is roughly level with the street. The site is separated from Grosvenor Crescent by a metal wire fence and from Hume Highway by a painted brick wall. It is noted that this brick wall is currently used for static advertising.

Refer to Figures 3 and 4 which illustrate the site.



Figure 3: Looking towards the site of the proposed signage behind the fence.
Provided by the client



Figure 4: Looking towards the railway corridor and the site of the proposed signage.
Provided by the client

2.2 The Surrounding Area

2.2.1 The General Area

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

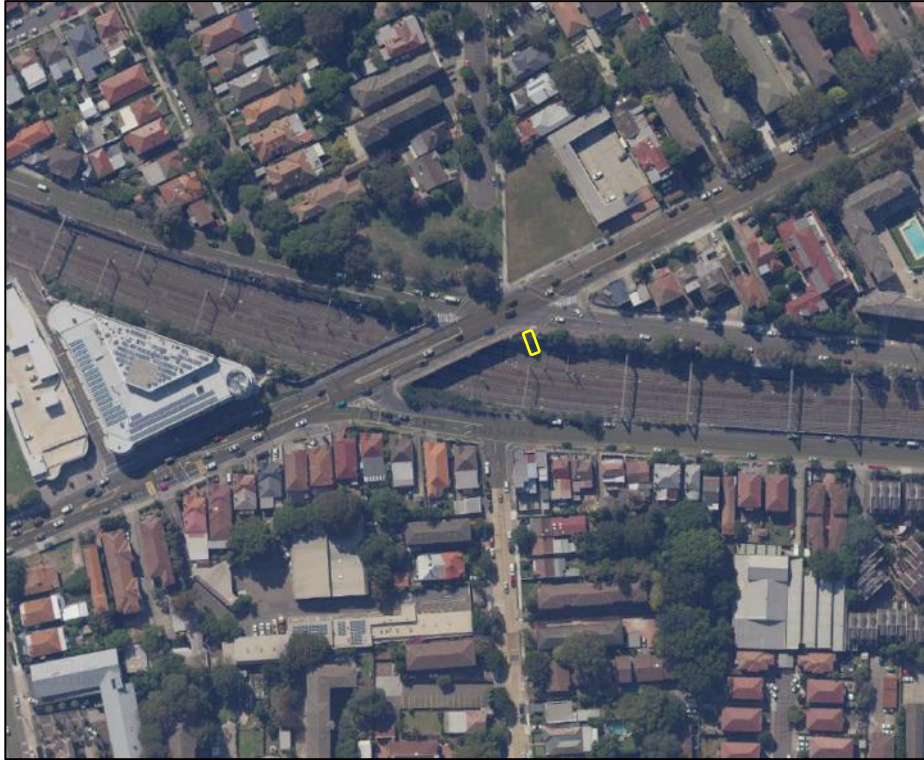


Figure 5: Aerial photograph of site and surrounding area. The site is indicated by the yellow rectangle.

SIX Maps 2022

The site is located on the Hume Highway, which forms part of a busy commercial road corridor which provides access to different parts of the Inner West. Summer Hill Railway Station lies to the east; Ashfield Railway Station to the west; Parramatta Road to the north; and Sydney Airport to the southeast.

2.2.2 Hume Highway

Hume Highway is a major road corridor. The section of road in which the site is located carries two-way traffic with no provision for street parking. Concrete footpaths line either side of the road. This part of Hume Highway is characterised by two-storey Victorian period dwellings, single-storey Inter-War period dwellings, three-storey late 20th century period residential flat buildings and two and three-storey commercial infill development.

Refer to Figures 6 and 7 which illustrate the streetscape.



Figure 6: Looking west on Hume Highway. The site of the proposed signage is indicated by the red arrow.
 Provided by the client



Figure 7: Looking east on Hume Highway. The site of the proposed signage is indicated by the red arrow.
 Provided by the client

3 ASSESSMENT OF SIGNIFICANCE

3.1 Statutory Listings

The site:

- Is not listed as a heritage item by Schedule 5 Part 1 of the *Ashfield LEP 2013*.
- Is not located in a Heritage Conservation Area by Schedule 5 Part 2 of the *Ashfield LEP 2013*.
- Is not listed as an item on the State Heritage Register under the *NSW Heritage Act 1977*.

3.2 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.

3.2.1 NSW Heritage Act 1977

There are no items listed on the State Heritage Register under the *NSW Heritage Act 1977* within the vicinity of the site.

3.2.2 Ashfield LEP 2013

Refer to Figure 8, which shows a heritage map. In this plan, local heritage items are coloured brown and Conservation Areas are hatched red. The site is indicated by the red rectangle.

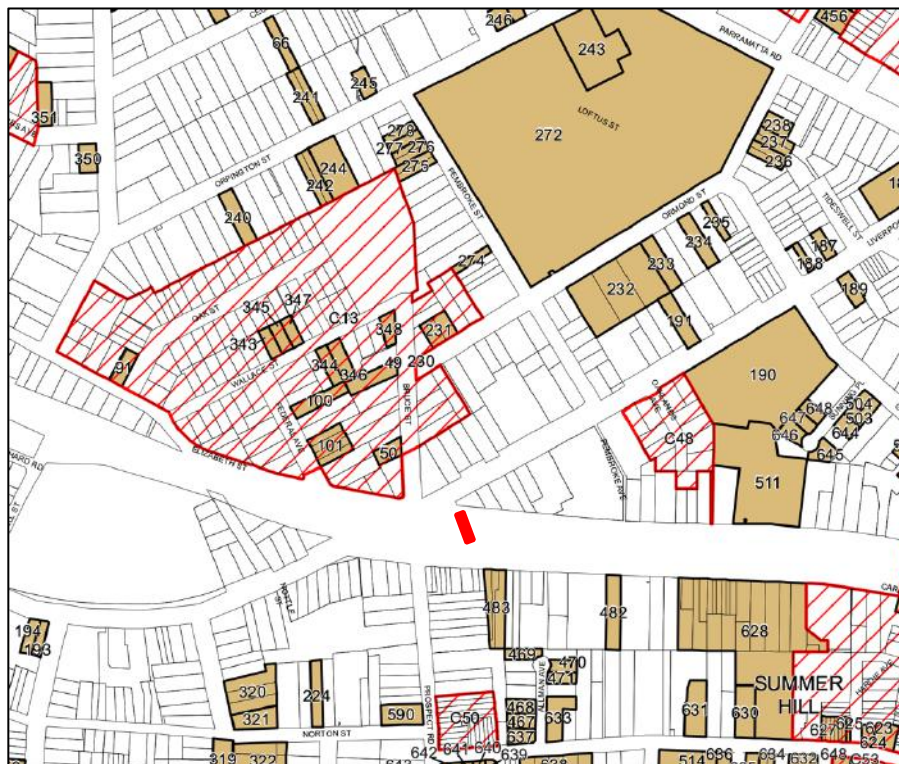


Figure 8: Detail, map showing heritage items and Conservation Areas in relation to the site. The approximate location of the site is indicated by the red rectangle.
Ashfield LEP 2013

There are two heritage items and one Conservation Area within the vicinity of the site as listed by Schedule 5 Parts 1 and 2 of the *Ashfield LEP 2013*:

- **'House', No. 11 Bruce Street, Ashfield**

This item is located to the northwest of the site and is identified as '50' in Figure 8 above. There is limited visibility between the item and site due to vegetation and fencing.

The State Heritage Inventory provides the following Statement of Significance for this item:

An unusual transitional version of the Arts-&-Crafts and California Bungalow styles of architecture, with some distinctive detailing such as roughcast cylindrical columns. It is modest in scale and makes a positive contribution to the streetscape. It characterises the

expansion of Ashfield in the early years of the 20th Century, including the early erection of a motor car garage.¹

Refer to Figure 9 which illustrates the item.



Figure 9: No. 11 Bruce Street.
Google Maps

- **‘Three houses’, Nos. 112, 113 and 114 Carlton Crescent, Summer Hill**

This item is located to the southeast of the site and is identified as ‘483’ in Figure 8 above. There is limited visibility between the item and site due to vegetation and fencing. Nos. 114 and 116 Carlton Crescent have little or no visibility from the public domain due to dense vegetation within their boundaries.

The State Heritage Inventory does not provide a Statement of Significance for this item. It likely has historic and aesthetic significance as an intact group of three Victorian period and style dwellings.²

Refer to Figure 10.

¹ ‘House’, Heritage NSW State Heritage Inventory ID No. 1020092.

² ‘Three houses’, Heritage NSW State Heritage Inventory ID No. 1020411.



Figure 10: Looking towards the item. No. 112 Carlton Crescent is the only dwelling with visibility from the public domain.
Google Maps

- **'Federal-Fyle Heritage Conservation Area, Ashfield**

This Conservation Area is located to the northwest of the site and is identified as 'C13' in Figure 8 above. The Conservation Area is highly visible from the site and vice versa. The most immediate element located within the vicinity of the site is Bruce Street Reserve, to the northwest, which is characterised by established native trees and lawn. Vegetation within the reserve effectively block view from the site of any built structures that make up the Conservation Area.

The State Heritage Inventory provides the following Statement of Significance for this Conservation Area:

The Federal-Fyle Heritage Conservation Area is of local heritage significance.

The area is of historical significance as an area developed after 1879, predominantly in the Federation to Inter-war period, with its variety of housing periods and styles reflecting the different subdivisions and periods of subdivision during its development, some of which involved building covenants to ensure development of higher quality housing.

The area is of aesthetic significance for its varied streetscapes within the development period 1879-1940s encompassing predominantly detached single storey houses in Victorian Filigree, Federation Queen Anne and Inter-war California Bungalow styles, however also including Federation period semi-detached and detached weatherboard houses and one 2-storey Inter-war Art Deco style flat building. The early 20th century street tree plantings of brush box in the carriageways of Oak Street and Federal Avenue increase the aesthetic appeal of these streetscapes.³

³ 'Federal-Fyle Conservation Area', Heritage NSW State Heritage Inventory ID No. 1020755.

Refer to Figure 11 which illustrates the Conservation Area.



Figure 11: Looking towards Bruce Street Reserve, which is the closest element of the Conservation Area to the site.

Google Maps, 2021

3.3 View Corridors

The principal view corridor towards the site is from directly outside on either Grosvenor Crescent or Hume Highway. Views on approach from Hume Highway decrease with distance due to intervening buildings and the curve of the road to the northeast. The surrounding area is, however, more open to the southwest due to low-density structures and ensures the site remains highly visible with increasing distance. The site has limited visibility on approach from the east on Grosvenor Crescent due to vegetation, particularly a row of established trees on the south side of the street. The site has limited visibility on approach from the west on Elizabeth Street. Refer to Figures 12 to 14.



Figure 12: Looking towards the site on approach from the west on Hume Highway.

Provided by the client



Figure 13: Looking towards the site on approach from the west on the intersection of Carlton Crescent and Hume Highway.
Provided by the client



Figure 14: Looking towards the site on approach from the north within Bruce Street Reserve.
Provided by the client

4 THE PROPOSAL

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

It is proposed to install a new monopole single-sided LED signage facing citybound traffic. The proposed signage, measuring 3.172m x 4.708m will be located behind the existing metal chain fence and will require a new concrete pier and support. Refer to Figure 15 which reproduces the proposed plans.

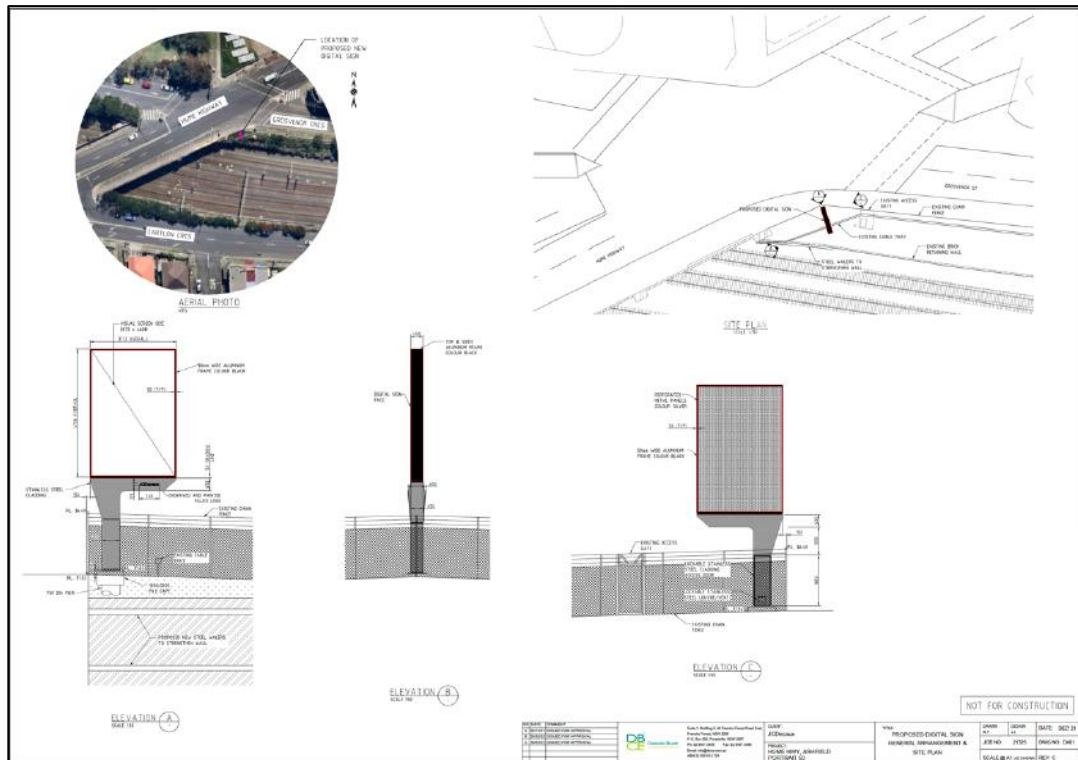


Figure 15: Proposed plans.
Dennis Bunt Consulting Engineers Pty Ltd

5 EFFECT OF WORK

5.1 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:

- *Ashfield Local Environmental Plan 2013 (LEP 2013).*
- *Inner West Comprehensive Development Control Plan 2016 (CDCP 2016).*
- *NSW Government Department of Planning Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017).*
- *State Environmental Planning Policy (Industry and Employment) 2021.*

5.2 Effect of Work on Heritage Items Within the Vicinity

'House', No. 11 Bruce Street, Ashfield

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

- There will be no impact on the fabric of the item. The site lies well outside the curtilage of the item.
- The proposed signage will be sufficiently separated from the item so that it is not viewed, from the public domain, as being in conjunction with it.
- The proposed signage will not block significant view corridors towards this item, which are obtained from Bruce Street. The site is located well outside these view corridors.
- The proposed signage will be consistent with the setting of the item, as a busy commercial corridor with existing advertising signage.

- Where visible from the item, the proposed signage will provide for a more visually interesting element within the public domain without detracting from the character of the item.
- The images will be static and not animated, which is consistent with Part 10 of the *Inner West Comprehensive Development Control Plan 2016* which permits illuminated signage.
- 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 item.

‘Three houses’, Nos. 112, 113 and 114 Carlton Crescent, Summer Hill

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

- There will be no impact on the fabric of the item. The site lies well outside the curtilage of the item.
- The proposed signage will be sufficiently separated from the item so that it is not viewed, from the public domain, as being in conjunction with it.
- The proposed signage will not block significant view corridors towards this item, which are obtained from Carlton Crescent. The site is located well outside these view corridors.
- The proposed signage will be consistent with the setting of the item, as a busy commercial corridor with existing advertising signage.
- Where visible from the item, the proposed signage will provide for a more visually interesting element within the public domain without detracting from the character of the item.
- The images will be static and not animated, which is consistent with Part 10 of the *Inner West Comprehensive Development Control Plan 2016* which permits illuminated signage.
- 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 item.

5.3 Effect of Work on Conservation Areas Within the Vicinity

‘Federal-Fyle Heritage Conservation Area’, Ashfield

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

- There will be no impact on the fabric of any of the buildings that make up this Conservation Area. The site lies well outside the curtilage of the Conservation Area.
- The proposed signage will be sufficiently separated from the Conservation Area so that it is not viewed, from the public domain, as being in conjunction with it.
- The proposed signage will not block significant view corridors towards this Conservation Area as the signage is located outside these view corridors and is otherwise minor in scale.
- The proposed signage will be consistent with the setting of the items, as a busy commercial corridor with existing advertising signage.
- Where visible from the Conservation Area, the proposed signage will provide for a more visually interesting element within the public domain without detracting from the character of the Conservation Area.
- The images will be static and not animated, which is consistent with Part 10 of the *Inner West Comprehensive Development Control Plan 2016* which permits illuminated signage.
- 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.

6 CONCLUSION

This Heritage Impact Statement has been prepared in conjunction with a Development Application for new digital advertising signage at Hume Highway, Ashfield, New South Wales. The site has no statutory heritage listings; however, it lies within the vicinity of items and a Conservation Area as defined by Schedule 5 Parts 1 and 2 of the *Ashfield LEP 2013*.

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