

# Digital Advertising Sign

Sydney Park Road, Erskineville

## Statement of Heritage Impact

For JCDecaux

### 1. Executive Summary

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A digital advertising sign is proposed to be located on railway land just inside the fence facing Sydney Park Road approximately 34 metres from the King Street railway overbridge in Erskineville. The digital screen will be 7936mm x 2048mm x 170mm and will face Sydney Park Road. The sign will be mounted on a central column and a below ground pile. The top of the sign will be 5600mm above the top of the embankment.

The proposed digital advertising sign is not located within the curtilage of any heritage item. The proposed sign location is within the vicinity of the following heritage items and heritage conservation areas:

- Former St Peter's Theatre façade, 672 King St, Erskineville
- Former Bedford Brickworks group including chimneys, kilns and grounds, 2 Princes Highway, Alexandria
- St Peters Railway Station group, including interiors, King Street and Princes Highway, St Peters
- Sydney Park Hotel, including interiors, 631 King Street, Newtown
- King Street Heritage Conservation Area, Newtown/Erskineville
- King Street and Enmore Road Heritage Conservation Area, Newtown

The proposed sign will not have an adverse impact upon the heritage significance of heritage items in the vicinity.

The proposed sign will not have an adverse impact upon the heritage significance of heritage conservation areas in the vicinity.

#### *Recommendation*

The proposed advertising sign is recommended for approval as there will be no adverse impact on the heritage significance of heritage items or heritage conservation areas in the vicinity.

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## Table of Contents

1. EXECUTIVE SUMMARY .....	1
2. INTRODUCTION .....	3
Location.....	3
3. HERITAGE LISTINGS .....	4
4. SIGNIFICANCE OF HERITAGE CONTEXT.....	8
Historical notes .....	11
5. PROPOSED DEVELOPMENT .....	12
6. HERITAGE IMPACT ASSESSMENT .....	16
Conclusions from Heritage Impact Analysis.....	18
7. RECOMMENDATION .....	19
Recommendation.....	19
8. TABLE OF FIGURES.....	20
9. REFERENCES.....	21
APPENDIX ONE – MONTAGES .....	22

## 2. Introduction

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### *Report Objectives and Methodology*

This report provides an assessment of the impact of a proposed digital commercial advertising sign upon the heritage significance of St Peters Railway Station Group and other heritage items and heritage conservation areas in the vicinity. Recommendations will be provided as they arise out of the impact assessment.

The methodology for this assessment is drawn from guiding documents published by Heritage NSW and Australia ICOMOS.<sup>1</sup>

### *Authorship*

This report was prepared by Louise Thom, director of Louise Thom Heritage.

### *Report limitations*

No community consultation has been undertaken for this report. This report does not assess historical archaeology or Aboriginal cultural heritage. This report is a desktop study, no site inspection was undertaken.

### *Documents used in this assessment.*

Site Plan by CMS Surveyors drawing title *22346sitePlan*, sheets 1 and 2 dated 5/04/2023

Drawing by Dennis Blunt Consulting Engineer dated 07/09/2023

Photos and Photo Montages provided by JCDecaux

### *Location*

The proposed advertising sign is to be located on land owned by Transport Asset Holding Entity NSW inside the railway corridor on Lot 30 DP1254499 Sydney Park Road, Erskineville. The sign is to be located at the top of the railway embankment adjacent to the fence. The closest building to the proposed location of the sign is 241-245 Sydney Park Road, Erskineville.

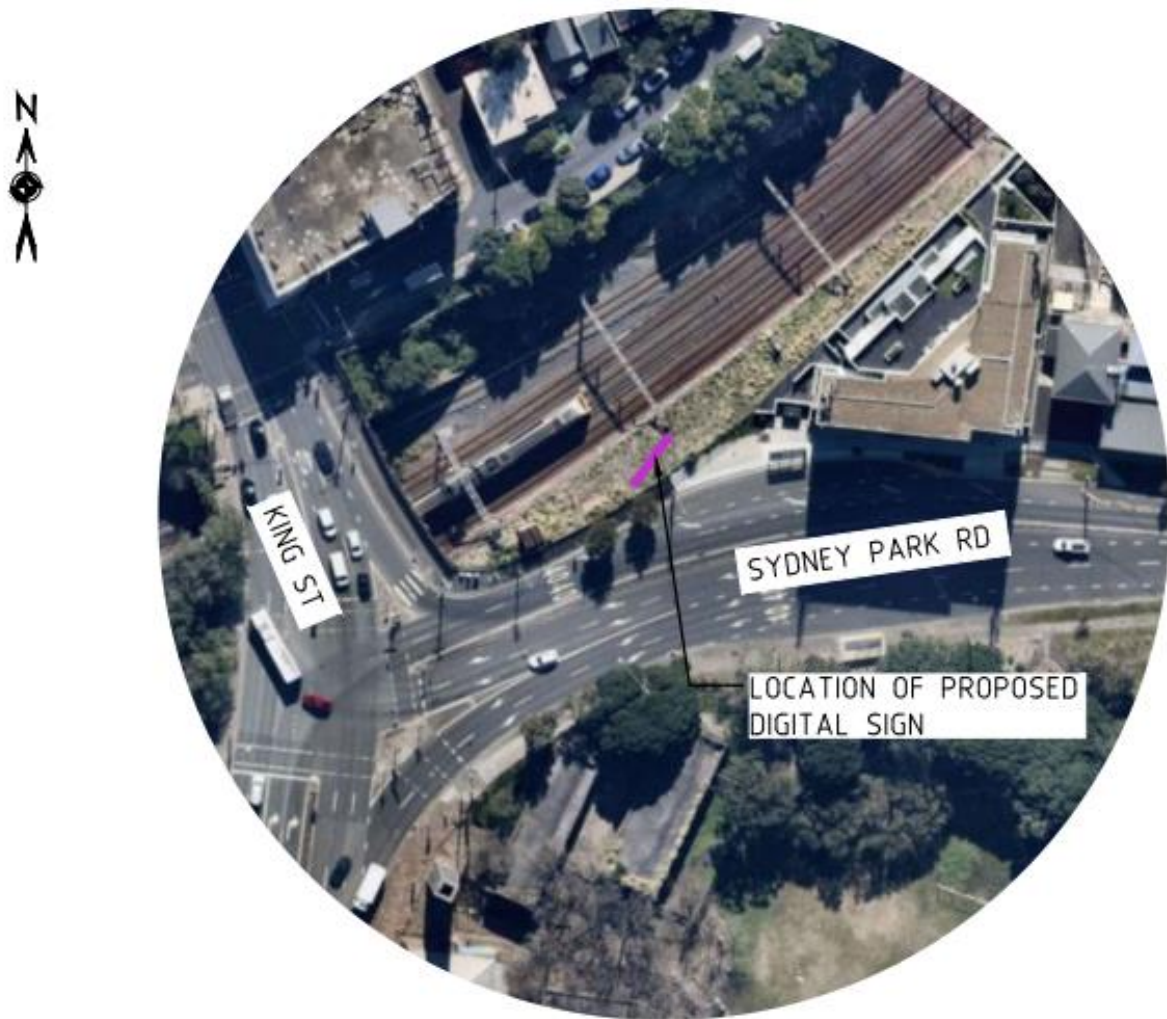
The sign location is in the City of Sydney Local Government Area.

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<sup>1</sup> *Assessing Heritage Significance, NSW Heritage Manual*, NSW Heritage Office, 2001

*The Burra Charter, The Australia ICOMOS Charter for Places of Cultural Significance*, Australia ICOMOS 1999

*Guidelines for preparing a Statement of Heritage Impact*, NSW Department of Planning and Environment 2023



*Figure 1. The proposed sign is located within the railway corridor at the top of the railway embankment near the corner of King Street and Sydney Park Road, Erskineville. (Dennis Blunt Consulting Engineer, 2023)*

### 3. Heritage Listings

The proposed digital sign is outside the heritage curtilage of St Peters Railway Station Group which is listed on the State Heritage Register of the Heritage Act 1977 (NSW) SHR: 01250 Plan: 2593. The sign is to be located to the east of the SHR curtilage. (Figure 3)

St Peters Railway Station Group is also listed on the Transport for NSW Heritage and Conservation Register (s.170) of the Heritage Act 1977 (NSW) #4801153. The proposed development is outside the s170 curtilage to the east of Strathfield Railway Station Group. (Figure 2)

The proposed sign is in the vicinity of heritage items and heritage conservation areas listed in Schedule 5 of Sydney Local Environmental Plan 2012 and Schedule 5 of Inner West Local Environmental Plan 2022. (Figure 4)

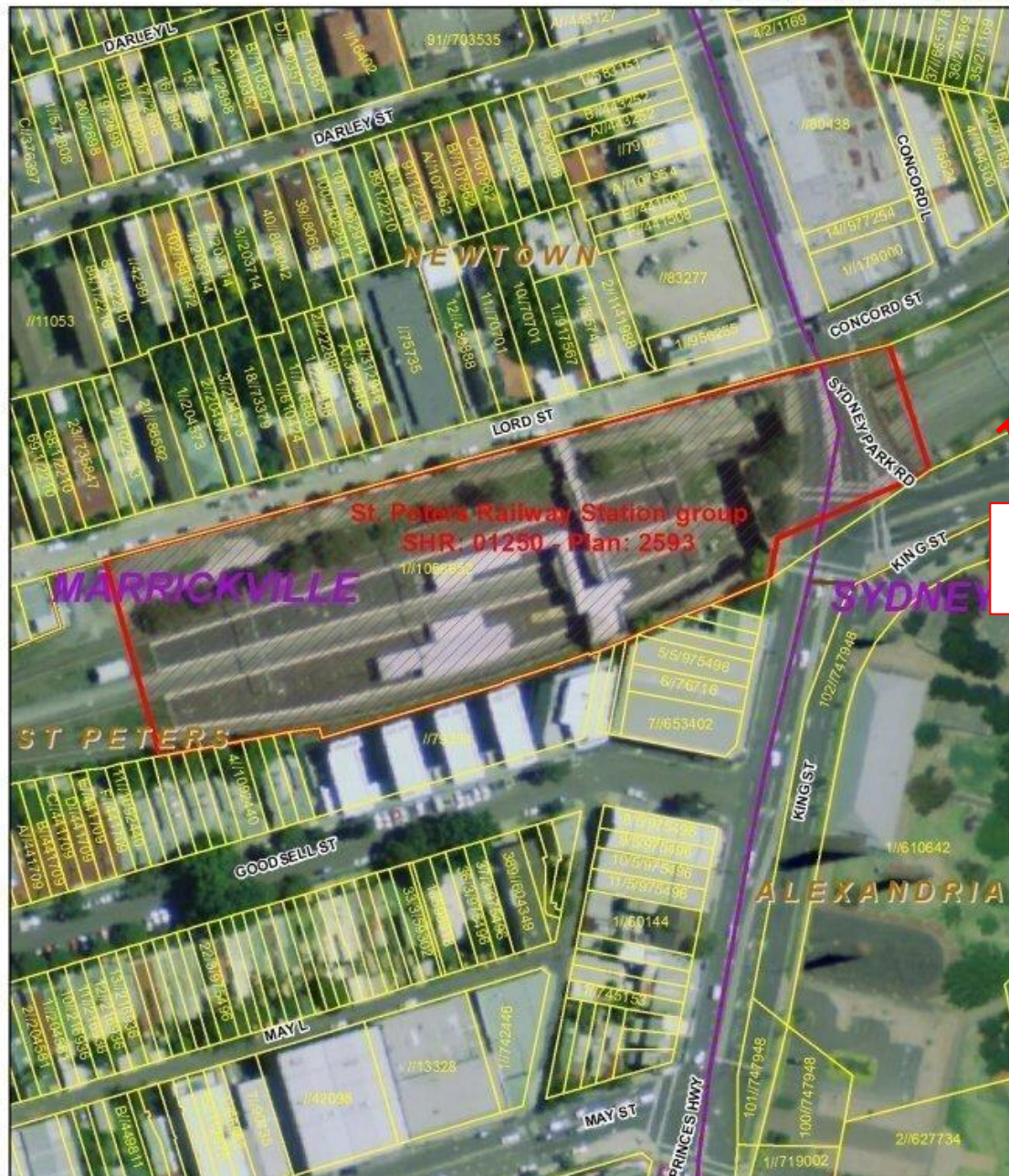




Figure 2. Heritage curtilage of St Peters Railway Station Group on the s.170 heritage and conservation register of Transport for NSW. The proposed sign location is outside the curtilage to the east.



## Heritage Council of New South Wales



Sign location  
is outside the  
SHR curtilage

### State Heritage Register

Gazettal Date: 2 April 1999

0 12.5 25 50 75 100 Metres

Scale: 1:1,500

Produced by: Michelle Galea

#### Legend

- SHR Curtilage
- Land Parcels
- LGAs
- Suburbs

Figure 3. St Peter's Railway Station Group SHR curtilage. The sign is outside the SHR curtilage.

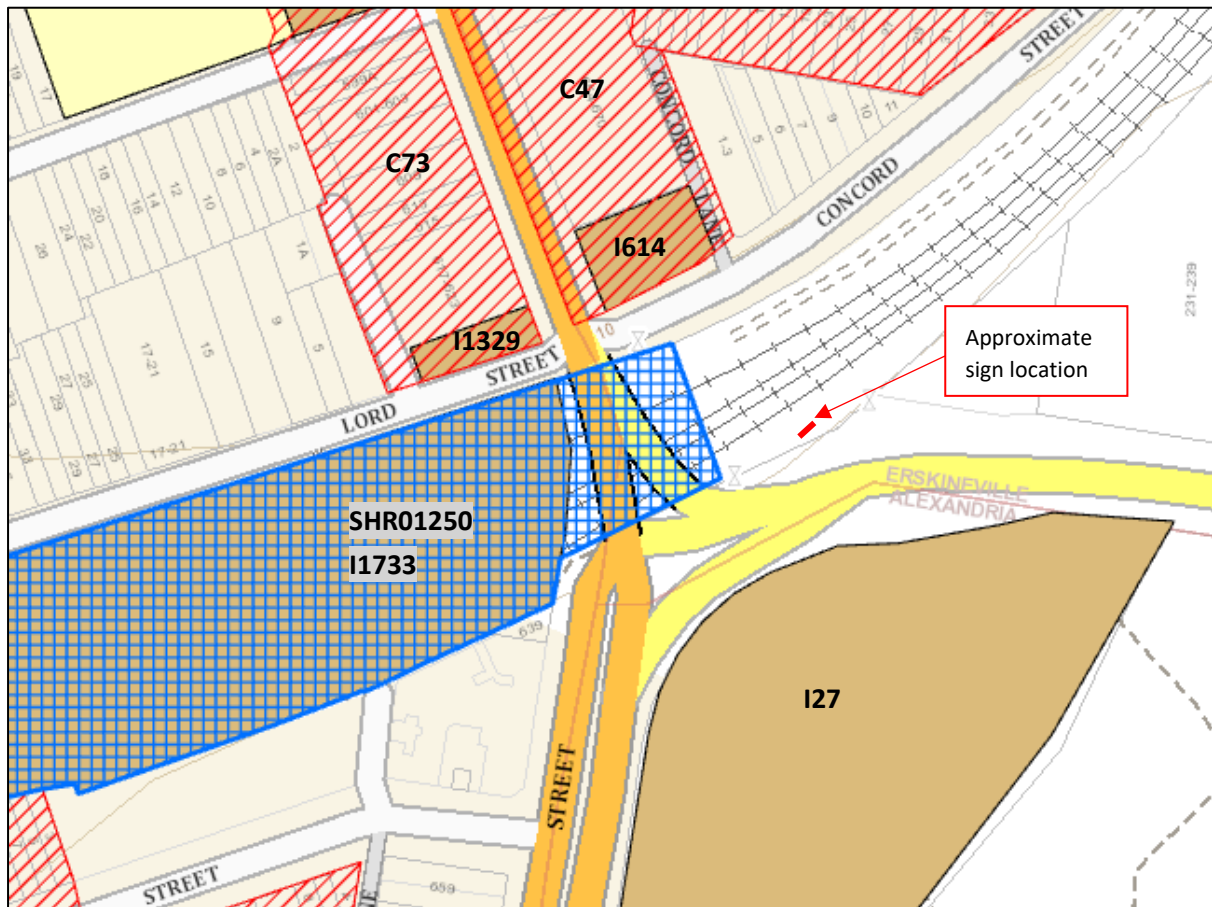


Figure 4. Map from the Planning Portal of NSW showing the overlay of heritage maps from Sydney LEP2012 and Inner West LEP2022 heritage items and the SHR. (NSW Government, 2023)

#### Inner West Local Environmental Plan 2022, Schedule 5

Suburb	Item name	Address	Property description	Significance	Item no
St Peters	St Peters Railway Station group, including interiors	King Street and Princes Highway	Part Lot 1, DP 1056652	State	I1733
Newtown	Sydney Park Hotel, including interiors	631 King Street	Lot 1, DP 956255	Local	I1329
Suburb	Description	Identification on Heritage Map		Significance	
Newtown	King Street and Enmore Road Heritage Conservation Area	Shown by red hatching and labelled "C73"		Local	



*Sydney Local Environmental Plan 2012, Schedule 5*

Suburb	Item name	Address	Property description	Significance	Item no
Erskineville	Former St Peter’s Theatre facade	672 King St	Lots 14–16, Section 2, DP 1169	local	I614
Alexandria	Former Bedford Brickworks group including chimneys, kilns and grounds	2 Princes Highway	Lot 1, DP 610642	local	I27
Suburb		Name of heritage conservation area	Significance		Map reference
Newtown/Erskineville		King Street	Local		C47

## 4. Significance of heritage context

### *Significance of St Peters Railway Station Group*

*This is a good example of a standard early second class building and forms part of a group of structures in the area that indicate the early history of the station. It also demonstrates adaptability with the original small 2 bay awning on one face and the later cantilevered awning to the rear or former street facade of the building. It is the last remnant at the site of the early period of railway development.* (NSW Heritage, 2023)

One of the heritage features of the St Peters Railway Station Group are the brick retaining walls which extend along both sides of the railway station and extend to the eastern side of the brick overbridge. Another significant feature is the King Street brick railway overbridge. Brick retaining walls are a significant part of railway heritage as railway builders sought to locate lines in restricted space without resuming too much property. The brick retaining walls extend along the railway line outside the boundaries of the heritage listings.



Figure 5. View to brick retaining wall alongside the railway tracks (JCDecaux)





Figure 6. Brick railway overbridge that carries King Street (NSW Heritage, 2023)



Figure 7. The brick balustrades of the overbridge are lined with advertising posters (Google, 2023)

#### *Significance of Former Bedford Brickworks group including chimneys, kilns and grounds*

*The Bedford Brickworks site is a significant component of one of Sydney's oldest and most important industries. It retains sufficient material, and occupies an appropriate site to present a clear indication of the working of the site. The Brickworks formed a vital component of the labour force of the St Peters district for several generations and contributed largely to the construction of the district itself. The Brickworks, in its Sydney Park setting, reveals the relationship between several types of industrial activity and between the structure and urban open space.*

*The entire site constitutes a landmark that contributes to the stark industrial character of the streetscape. Significant views and vistas that contribute to enhance the significance of the site include the views and vistas along the Princes Highway; along Sydney Park Road; to the site from Sydney Park hills; and from Sydney Park Road to the city to the north and to Sydney Airport to the south. (NSW Heritage, 2023)*



Figure 8. View to the former Bedford Brickworks on the corner of King Street and Sydney Park Road (Google, 2023)

### *Significance of Former St Peter's Theatre Façade*

*The façade has historic and aesthetic significance. It was built as part of the former St Peters Theatre, one of several former theatres in King Street all of which are from different periods of development and all differing in architectural style. It is a fine example of the Federation Romanesque style and demonstrates many of the key characteristics of the style. It was designed by prominent architect Emile Sodersten and is a dominant element at the southern end of King Street where the commercial buildings diminish at the railway line overpass. (NSW Heritage, 2023)*



Figure 9. The façade of the former St Peter's Theatre faces King Street and does not have a view to the sign location. (Google, 2023)

### *Significance of Sydney Park Hotel*

*This hotel, displaying Art deco influence, is an unusual and visually arresting starting point for the King Street Retail Precinct. (NSW Heritage, 2023)*



Figure 10. Sydney Park Hotel, 631 King Street (Google, 2023)

### *Significance of heritage conservation areas C47 and C73*

These two conservation areas comprise the east and west sides of King Street. The SHI Data significance assessment for the two HCA is similar. The emphasis is on the period buildings and intact streetscape. The significance of this beyond the boundaries of the HCA is not defined. The buildings have a strong urban streetscape and form facing King Street.



*The retail strip provides evidence of the working class residential boom of the late 1870s -1880s, and the economic boom of the late nineteenth century, 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 two and three storey facades and the general uniformity of scale in the area create a distinct visual impression and outstanding townscape qualities, particularly in the central King Street precinct. (NSW Heritage, 2023)*



Figure 11. View from the southern end of HCA C73 and C47 to the railway overbridge and the Bedford brickworks. (Google, 2023)

### Historical notes

King Street formed part of the land grants offered by Governor Phillip between 1793 and 1810. The early surveyors used the ridgeline as the boundary between the grants and their point of convergence is now the open space at the Railway Bridge.

St. Peters was named by Alexander Brodie (A.B.) Spark (a merchant who arrived in the colony in 1823. St. Peters church was established in 1835 on the Cooks River Road (now the Princes Highway) around which the suburb was developed. Development remained semi-rural until the late 19th century. The discovery of vast deposits of clay in the area led to it becoming the chief brickmaking centre of Sydney. The first section of the double track Illawarra Line from Eveleigh to Hurstville was opened in 1884. St Peters was one of the more substantial stations of the eight built in 1884 reflecting the importance of the locality for industry and residential development.

In 1887 Josiah Gentle moved the Bedford Brickworks (established 1877 in Alexandria) to St Peters (located opposite the station on land which is now Sydney Park). This was one of the most important brickworks in Sydney in the late 19th century. The brickworks continued to operate at St Peters until the 1970s.

in 1900, when the line was quadrupled, brick retaining walls were built along the station side boundaries and an overbridge was constructed to carry King Street.



## 5. Proposed Development

A digital advertising sign is proposed to be located on railway land just inside the fence facing Sydney Park Road approximately 34 metres from the railway overbridge. The sign will be mounted on a central column and a below ground pile. There will be a walkway and ladder to access the sign, as well as a new gate in the existing fence. Refer to scale drawings by Dennis Blunt Consulting Engineer. Extracts from drawings are included in this report for reference only.

The proposed digital sign will have the following dimensions:

Element	Dimensions
Visual Screen	7936mm x 2048mm x 170mm
Screen box frame	7986mm x 2198mm x 1050mm
Black sheet below the screen	7986mm x 450mm
JCDecaux logo on black sheet	880mm x 140mm
Column	610mm diameter
Pile cap	1500mm x 1500mm
Pile to bedrock	750mm diam
Distance to railway overbridge	34 metres

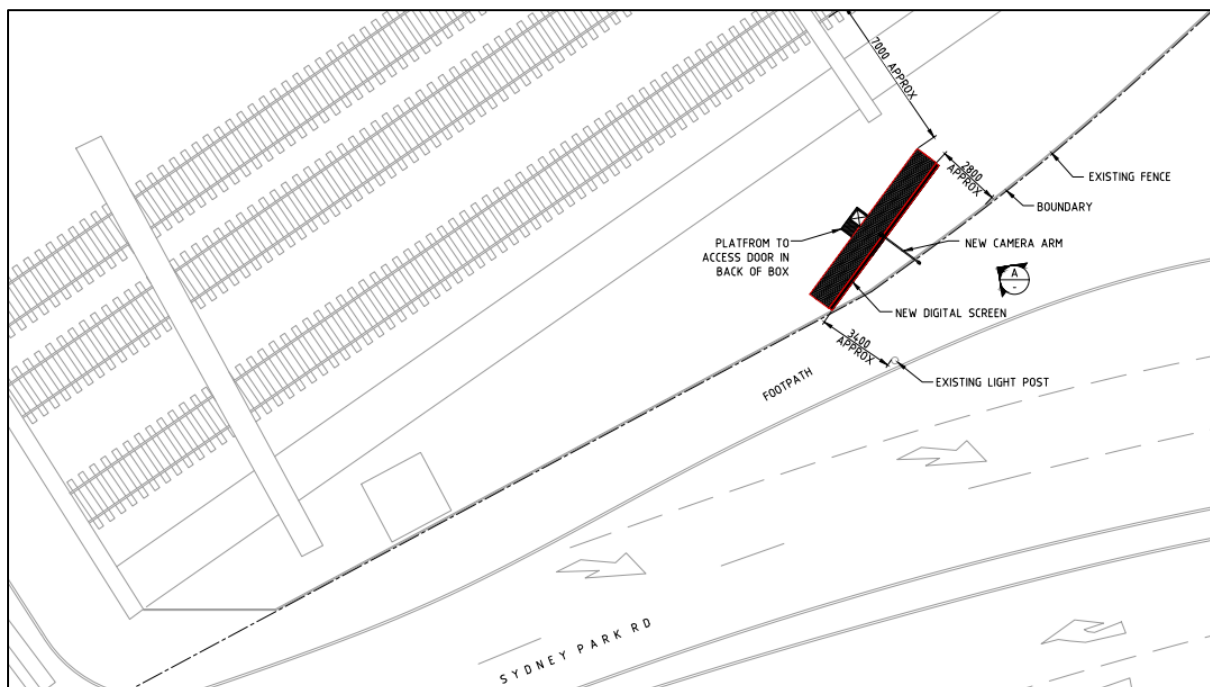


Figure 12. Site plan (Dennis Blunt Consulting Engineer, 2023)

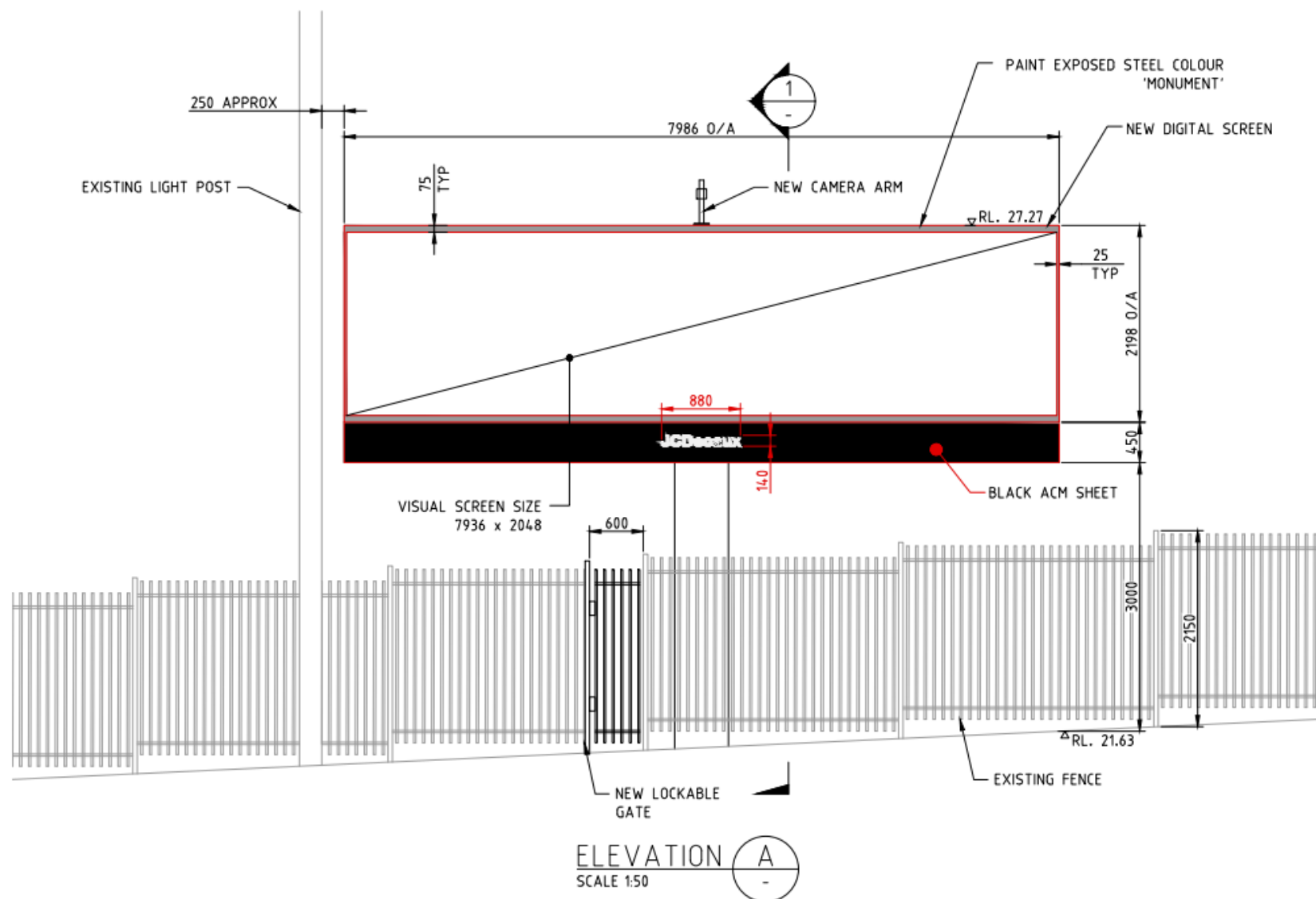


Figure 13. Elevation (Dennis Blunt Consulting Engineer, 2023)

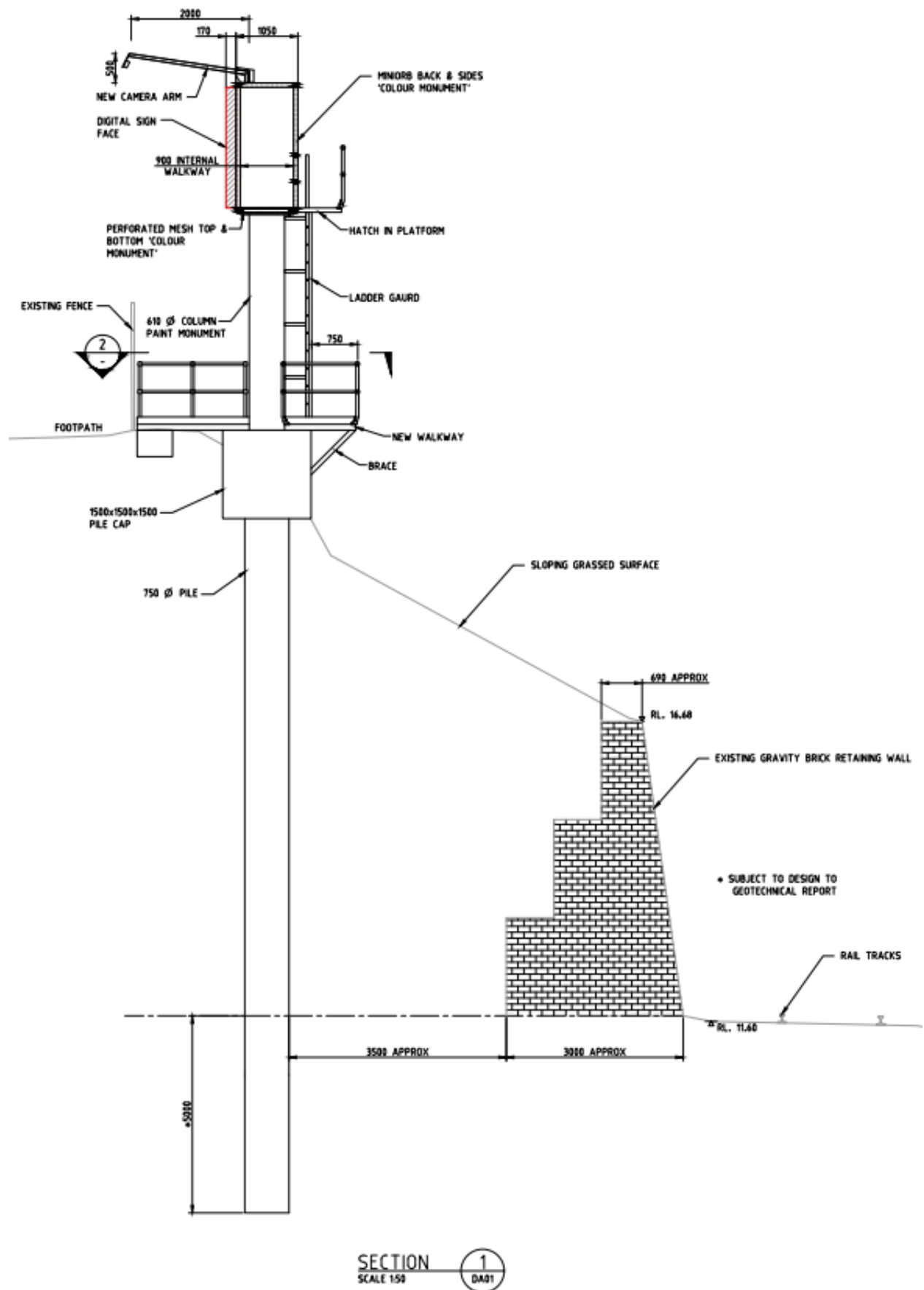


Figure 14. Section (Dennis Blunt Consulting Engineer, 2023)





Figure 15. The site of the proposed sign



Figure 16. A montage showing the proposed sign in-situ

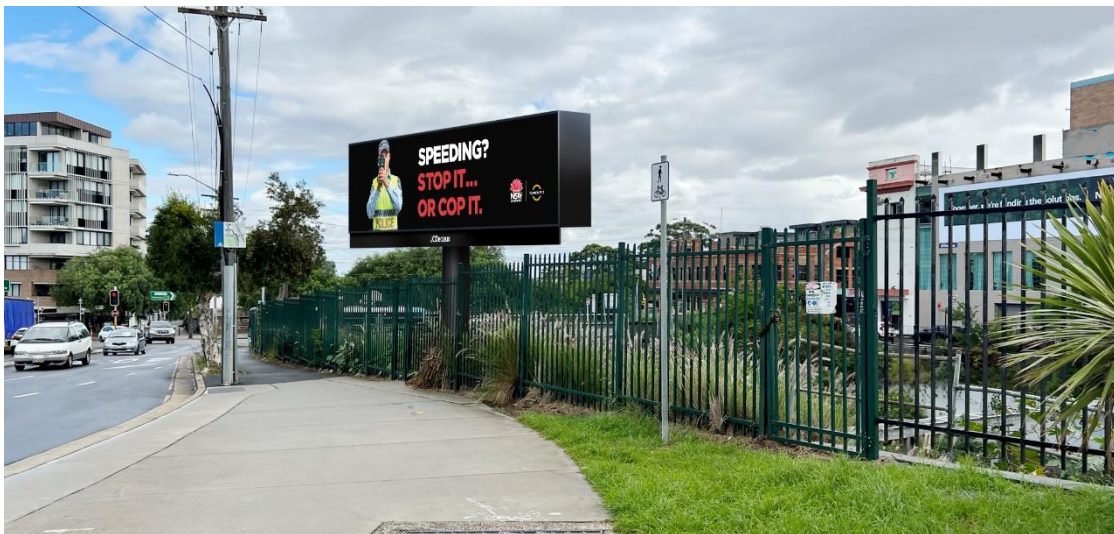


Figure 17. A montage showing the digital advertising sign

More montages can be found in Appendix One.

## 6. Heritage Impact Assessment

### *Impact of proposed works on significance criteria of SHR listed St Peters Railway Station Group*

Significance Criteria (NSW Heritage, 2023)	Discussion of Impact on significance criteria
<p>Criteria a) Historical significance</p> <p><i>St. Peters Railway Station is of historical significance as one of the earliest stations on the Illawarra Line and for its role in the development of the St Peters/Newtown area since 1884. Developed from 1884 to the present, St. Peters Railway Station demonstrates its development over time, retaining an 1884 platform building on Platform 3/4 and 1884 brick faced platforms; brick retaining walls and overbridge (1900) and Dorman Long &amp; Co steel footbridge and stairs (1914).</i></p>	<p>St Peters Railway Station is below the level of the surrounding streets. The proposed sign will not be visible from the station. The station will retain its historic significance.</p> <p>The sign will be visible from the 1900 railway overbridge and brick retaining walls east of the bridge but their historic significance will be unchanged.</p>
<p>Criteria b) Historical association</p> <p><i>The steel footbridge and stairs have historical association with the renowned engineering firm Dorman Long &amp; Co. which designed and manufactured these structures.</i></p>	<p>The historical association values will not be impacted.</p>
<p>Criteria c) Aesthetic significance</p> <p><i>St. Peters Railway Station, with its platform building, brick retaining walls, brick overbridge and steel footbridge and stairs is of aesthetic significance as a collection of late 19th to early 20th century railway station structures.</i></p> <p><i>The fine third class Platform 3/4 building is of aesthetic significance as a simple late Victorian station building with awnings which demonstrate adaptability, having an original small 2 bay awning on Platform 3, and a later cantilevered awning to Platform 4 (the former street façade), demonstrating trends in Railway architecture in this time period.</i></p> <p><i>The 1914 haunched beam steel footbridge structure and stairs designed and manufactured by renowned engineers Dorman Long &amp; Co is of aesthetic/technical significance as a well designed engineering structure of this period and for its decorative features such as stair railings and star pattern newel posts.</i></p>	<p>The sign is only visible from the overbridge and eastern brick retaining walls. The overbridge balustrades are lined with commercial advertising posters. The advertising is attached to the brick balustrade and obscures the brickwork.</p> <p>The proposed digital advertising sign is located 34 metres from the overbridge and only the back of the sign will be visible from the bridge (Figure 20).</p> <p>The sign will be mounted on a pile which will be driven into the ground approximately 7 metres behind the brick retaining wall. Engineering specifications are to be prepared to ensure there will be no physical impact on the retaining wall.</p> <p>Visually the sign will sit at the top of the embankment. The existing views to the top of the embankment are of Sydney Park Road and the 7 storey building at 241-245 Sydney Park Road (Figure 18). Only the back of the sign will be visible from this view point.</p>

Significance Criteria (NSW Heritage, 2023)	Discussion of Impact on significance criteria
<p>Criteria d) Social significance</p> <p><i>The place has the potential to contribute to the local community's sense of place and can provide a connection to the local community's past.</i></p>	<p>Social values will not be impacted.</p>
<p>Criteria e) Research significance</p> <p>Not included in the SHI data sheet</p>	<p>Not applicable</p>
<p>Criteria f) Rarity</p> <p><i>The surviving interior and exterior detailing of the 1884 Platform 3/4 building and its awnings is considered rare on the Illawarra Line (one of only five stations on the Illawarra line with 3rd class platform building).</i></p>	<p>The significance of the 1884 platform buildings will be unchanged.</p>
<p>Criteria g) Representativeness</p> <p><i>The 1884 Platform 3/4 building is representative of 1880s railway station platform building design, being a standard third class platform building. It is very intact, including interiors. The 1914 footbridge is one of a number of examples of Dorman Long &amp; Co steel footbridges of this period on the Illawarra Line (other examples at St. Peters, Erskineville).</i></p>	<p>The representative value of the platform design and the footbridge will not be impacted by the proposal.</p>

#### *Impact of proposed works on significance of Sydney Park – Former Bedford Brickworks site*

The former Bedford brickworks site is dominated by the chimneys and kilns which are highly visible from some distance. The scale of these ensures that they remain dominant in the urban landscape. The significant views to the brickworks site noted in the statement of significance are discussed in the table below.

Significant views and vistas to the former Brickworks	Impacts
Along the Princes Highway	Views along the Princes Highway travelling north are dominated by the former brickworks. The proposed sign is not highly visible from this direction until the intersection with Sydney Park Road. The scale of the built environment diminishes the scale of the sign, although its digital screen will make it more visible.
Along Sydney Park Road;	The sign will be most visible when viewed from the east travelling west. The brickworks structures are not as visible along Sydney Park Road where Sydney Park is an open landscape with trees lining the road edge. The sign



Significant views and vistas to the former Brickworks	Impacts
	will be seen next to a bus stop which also has an advertising sign.
To the site from Sydney Park hills;	The proposed sign would be visible from the edge of Sydney Park between the trees. It would also be visible at some points from an open grassy hill beside Sydney Park Road however the trees on the western side of the hill obscure some of the view. The view is also dominated by the sign on the side of 672 King Street and the multi storey buildings along Sydney Park Road. The brickworks chimneys are not part of this view.
From Sydney Park Road to the city to the north and to Sydney Airport to the south.	This view is directed away from the location of the proposed sign.

#### *Impact of proposed works on significance of the Former St Peter's Theatre façade*

The façade is the remains of the former St Peters Theatre. The ornate façade faces west and addresses King Street. The rest of the theatre building is no longer extant. There is no visual connection between the sign and the façade facing King Street. The proposed sign would not be visible from King Street in front of the façade.

A large addition has been constructed behind the façade and this building has an advertising sign along the length of on its side wall facing the railway line. This sign is highly visible from the Princes Highway as well as from the location of the proposed digital sign.

#### *Impact of proposed works on significance of Sydney Park Hotel*

The back of the proposed sign will be visible from the hotel however it is far enough away that it will not be highly visible. There is a distant view to the hotel from Sydney Park Road and the sign will be part of the context of this view.

#### *Impact upon the significance of heritage conservation areas C47 and C73*

The significance of the King Street streetscape is expressed in the urban form and historic buildings fronting the street. These buildings are aesthetically most significant for their elevations to King Street.

### Conclusions from Heritage Impact Analysis

The digital advertising sign will be located in a mixed urban environment characterised by tall contemporary apartment buildings, industrial and railway heritage. Nearby heritage conservation areas have self-contained linear Victorian Streetscapes. Significant values of individual heritage items within the conservation areas are contained within the historic streetscape. Views to the sign from the conservation areas, the hotel and former theatre will be to the back of the sign which will be far enough away to not make an impact. There will be no views from the significant railway platforms.

The historic significance of the railway overbridge together with its aesthetic value will be retained. The fabric of the overbridge won't be impacted by the proposed sign which will be situated 34 metres away. There is existing advertising signage on the overbridge so in this context the back of a sign located away from the bridge will not impact its aesthetic value.

The visual impact of the sign from Sydney Park Road is lessened by the existing environment of advertising signs. There is a large billboard located on the side of the addition to the former St Peter's Theatre. This sign is visible from the Princes Highway and from Sydney Park Road. There is advertising signage on the bus stop immediately adjacent to the proposed sign location. There is signage on both sides of the railway overbridge.

The proposed digital sign will be in keeping with the character of its context.

No fabric of significance will be impacted by the sign.

## 7. Recommendation

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The proposed digital advertising sign is not located within the curtilage of any heritage item. The proposed sign location is within the vicinity of the following heritage items and heritage conservation areas:

- Former St Peter's Theatre façade, 672 King St, Erskineville
- Former Bedford Brickworks group including chimneys, kilns and grounds, 2 Princes Highway, Alexandria
- St Peters Railway Station group, including interiors, King Street and Princes Highway, St Peters
- Sydney Park Hotel, including interiors, 631 King Street, Newtown
- King Street Heritage Conservation Area, Newtown/Erskineville
- King Street and Enmore Road Heritage Conservation Area, Newtown

The proposed sign will not have an adverse impact upon the heritage significance of heritage items in the vicinity.

The proposed sign will not have an adverse impact upon the heritage significance of heritage conservation areas in the vicinity.

### Recommendation

The proposed advertising sign will not have an adverse heritage impact and is therefore recommended for approval.

## 8. Table of Figures

Figure 1. The proposed sign is located within the railway corridor at the top of the railway embankment near the corner of King Street and Sydney Park Road, Erskineville. (Dennis Blunt Consulting Engineer , 2023) .....	4
Figure 2. Heritage curtilage of St Peters Railway Station Group on the s.170 heritage and conservation register of Transport for NSW. The proposed sign location is outside the curtilage to the east. ....	5
Figure 3. St Peters Railway Station Group SHR curtilage. The sign is outside the SHR curtilage.....	6
Figure 4. Map from the Planning Portal of NSW showing the overlay of heritage maps from Sydney LEP2012 and Inner West LEP2022 heritage items and the SHR. (NSW Government, 2023).....	7
Figure 5. View to brick retaining wall alongside the railway tracks (JCDecaux) .....	8
Figure 6. Brick railway overbridge that carries King Street (NSW Heritage, 2023).....	9
Figure 7. The brick balustrades of the overbridge are lined with advertising posters (Google, 2023) ..	9
Figure 8. View to the former Bedford Brickworks on the corner of King Street and Sydney Park Road (Google, 2023).....	9
Figure 9. The facade of the former St Peter's Theatre faces King Street and does not have a view to the sign location. (Google, 2023).....	10
Figure 10. Sydney Park Hotel, 631 King Street (Google, 2023).....	10
Figure 11. View from the southern end of HCA C73 and C47 to the railway overbridge and the Bedford brickworks. (Google, 2023) .....	11
Figure 12. Site plan (Dennis Blunt Consulting Engineer , 2023).....	12
Figure 13. Elevation (Dennis Blunt Consulting Engineer , 2023).....	13
Figure 14. Section (Dennis Blunt Consulting Engineer , 2023).....	14
Figure 15. The site of the proposed sign.....	15
Figure 16. A montage showing the proposed sign in-situ .....	15
Figure 17. A montage showing the digital advertising sign .....	15
Figure 18. The site viewed from the railway corridor.....	22
Figure 19. A montage of the sign as view from the railway corridor. The face of the sign is not visible from this viewpoint.....	22
Figure 20. The site viewed from the western side of the railway overbridge. ....	23
Figure 21. Montage showing the back of the sign viewed from the western side of the railway overbridge.....	23
Figure 22. Site of sign from Sydney Park Road .....	24
Figure 23. Montage of sign from Sydney Park Road.....	24
Figure 24. Montage of sign with advertising from Sydney Park Road.....	24
Figure 25. View to the sign location looking east at intersection of King Street and Sydney Park Road. ....	25
Figure 26. Montage of sign viewed from the corner of Sydney Park Road and King Street looking east. Only the back of the sign is visible. ....	25
Figure 27. View to site from front of 241-245 Sydney Park Road .....	26
Figure 28. Montage of sign from front of 241-245 Sydney Park Road .....	26



Figure 29. Montage of sign with advertising from front of 241-245 Sydney Park Road .....	26
Figure 30. The site viewed from Sydney Park Road outside Sydney Park .....	27
Figure 31. Montage of the sign viewed from Sydney Park Road outside Sydney Park .....	27
Figure 32. Montage of the sign with advertising viewed from Sydney Park Road outside Sydney Park .....	27

## 9. References

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## Appendix One – Montages



Figure 18. The site viewed from the railway corridor.



Figure 19. A montage of the sign as view from the railway corridor. The face of the sign is not visible from this viewpoint.



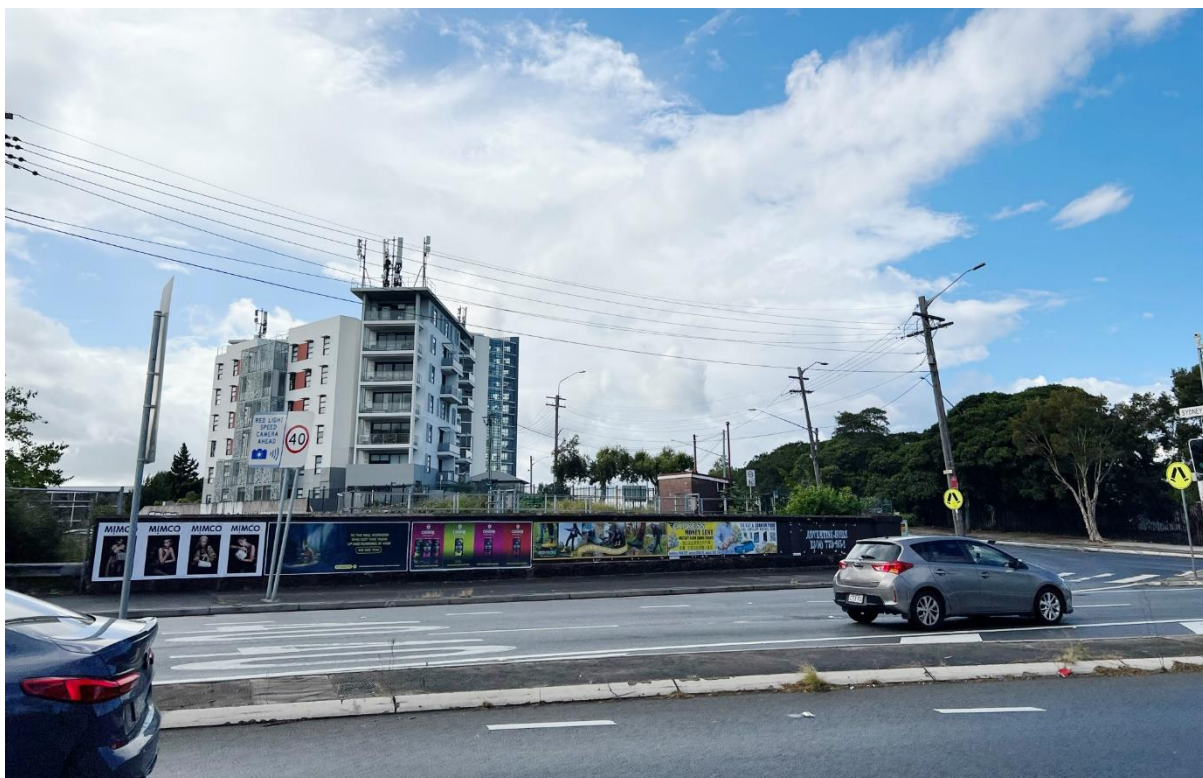


Figure 20. The site viewed from the western side of the railway overbridge.



Figure 21. Montage showing the back of the sign viewed from the western side of the railway overbridge.





*Figure 22. Site of sign from Sydney Park Road*



*Figure 23. Montage of sign from Sydney Park Road.*



*Figure 24. Montage of sign with advertising from Sydney Park Road.*





Figure 25. View to the sign location looking east at intersection of King Street and Sydney Park Road.



Figure 26. Montage of sign viewed from the corner of Sydney Park Road and King Street looking east. Only the back of the sign is visible.



*Figure 27. View to site from front of 241-245 Sydney Park Road*



*Figure 28. Montage of sign from front of 241-245 Sydney Park Road*



*Figure 29. Montage of sign with advertising from front of 241-245 Sydney Park Road*





*Figure 30. The site viewed from Sydney Park Road outside Sydney Park*



*Figure 31. Montage of the sign viewed from Sydney Park Road outside Sydney Park*



*Figure 32. Montage of the sign with advertising viewed from Sydney Park Road outside Sydney Park*