

Parramatta Road Pedestrian Overbridge, Auburn

Statement of Heritage Impact for Continuation of existing advertising sign

For Transport for NSW and JCDecaux

1. Executive Summary

This report is in support of the continuation of two existing internally illuminated advertising signs located on the Parramatta Road Pedestrian Overbridge at Auburn. The existing signs were originally approved by the Minister for Planning in 2008. No physical works or changes to the existing signs are proposed.

The two signs are within the vicinity of three heritage items listed on Cumberland Local Environmental Plan 2021 (CLEP2021), one item which is also listed on the State Heritage Register of the Heritage Act 1977 (NSW)(SHR) and one draft heritage item which has been included in the Cumberland Heritage Study. Two items are also listed on State Agency s170 registers (s170). See table below.

Item Name	Address	Significance	Instrument No.
Auburn North Public School and Ficus macrophylla, Moreton Bay Fig Tree	153–159 Parramatta Road	Local Significance	CLEP2021: #115 S170: SHI ID #5063894
Electricity Substation No 167	93 Parramatta Road and 2 Silverwater Road	State Significance	CLEP2021: #11790 SHR: #01790 s.170: #3430412
Parramatta Road Milestone	South side of Parramatta Road between Dartbrook and Station Roads	Local Significance	CLEP2021: #A2
Melton Hotel	135 Parramatta Road	Draft local	CHS: #HS22

This report has assessed the impact upon the heritage significance of these items and found that there will be no adverse impact upon significance as a result of continuation of the existing signs.

Recommendation

The continuation of the existing advertising signs on the Auburn pedestrian bridge over Parramatta Road will not have an adverse heritage impact upon the significance of any heritage items or draft heritage items within the vicinity and is recommended for approval.

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2. Introduction

Report Objectives and Methodology

This report provides an assessment of the impact upon the heritage significance of heritage items in the vicinity of Parramatta Road Pedestrian Overbridge, Auburn as a result of the continuation of existing advertising signs on the bridge.

The methodology for this assessment is drawn from guiding documents published by Heritage NSW and Australia ICOMOS.ⁱ

Authorship

This report was prepared by Louise Thom, Heritage Consultant.

Report limitations

No community consultation has been undertaken for this report. This report is a desktop study, no site inspection was undertaken.

Location

The existing advertising signs are located on the Parramatta Road Pedestrian Overbridge at Auburn, Lot 3 DP 1040643 and Lot 2 DP 1031576.

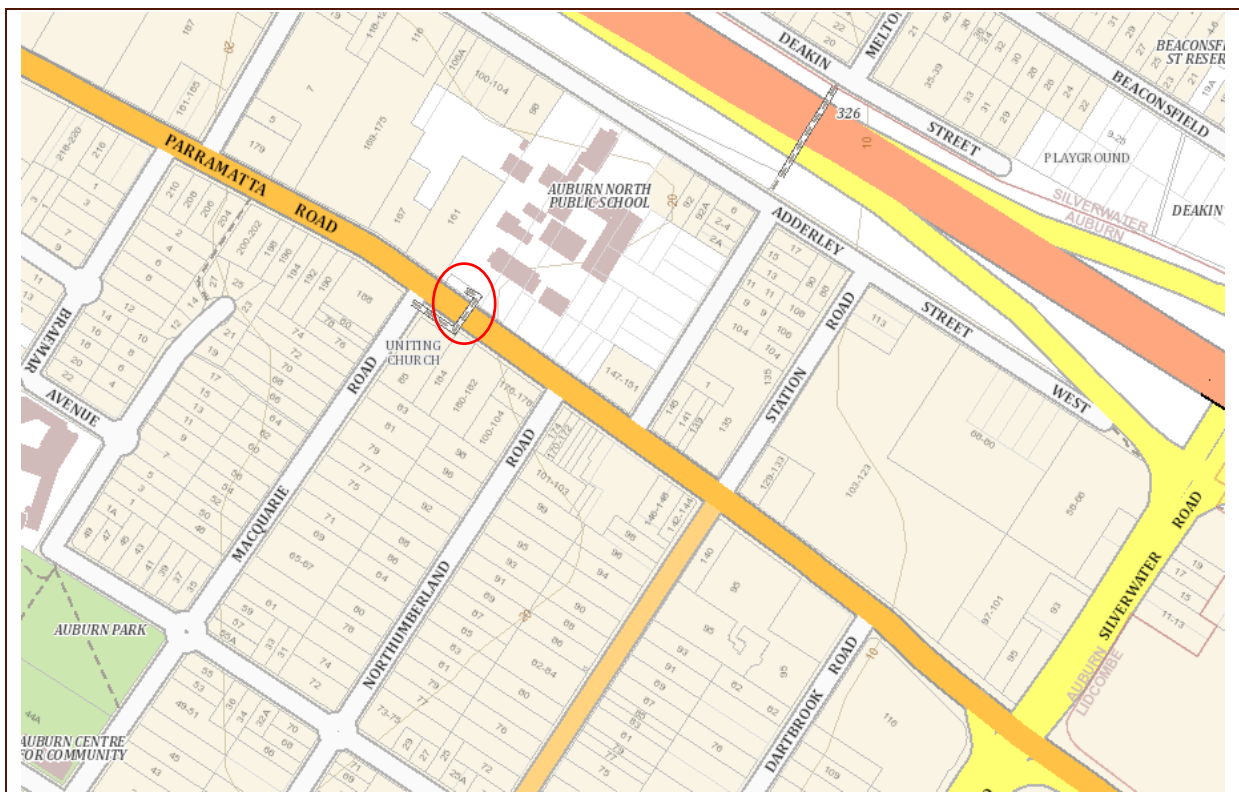


Figure 1. The advertising signs are located on the pedestrian overbridge adjacent to Auburn North Public School. (SIX Maps, 2023)



Figure 2. Aerial view of location (SIX Maps, 2023)

3. Heritage Listings

The Parramatta Road Pedestrian Overbridge is not listed as a heritage item in any local heritage schedules or state heritage registers.

The Parramatta Road Pedestrian Overbridge is in the vicinity of heritage items on Cumberland Local Environmental Plan 2021. One of the heritage items is also listed on the State Heritage Register under the Heritage Act 1977 (NSW) as well as the Ausgrid State Agency s. 170 register. One is listed on the State agency heritage register of the Department of Education under s.170 of the Heritage Act 1977 (NSW). There is also a property in the vicinity which is a draft heritage item under Cumberland Heritage Study.

Table 1. Cumberland Local Environmental Plan 2021 Schedule 5 Heritage Items in the vicinity

Suburb	Item name	Address	Property	Significance	Item no
Auburn	Auburn North Public School and Ficus macrophylla, Moreton Bay Fig Tree	153–159 Parramatta Road	Lot 1, DP 631976; Lots 1–4, DP 782325; Lot 416, DP 821067; Lots 7–18, DP 9688; Lots 1–4, DP 182006; Lots 11 and 12, DP 1127373; Lot 2, DP 706849	Local	I15
Auburn	Electricity Substation No 167	93 Parramatta Road and 2 Silverwater Road	Lot 167, DP 610769; Lots A and C, DP 347473	State	I1790

Suburb	Item name	Address	Property	Significance	Item no
Auburn	Parramatta Road Milestone	South side of Parramatta Road between Dartbrook and Station Roads		Local	A2



Figure 3 Heritage map from Cumberland Local Environmental Plan 2021.

The pedestrian overbridge is in the vicinity of three heritage items. See Table 1. The bridge is immediately adjacent to Auburn North Public School, a heritage item of local significance on the northern side of Parramatta Road. Auburn North Public School – Buildings B00F, B00G, B00H and B00I and Significant Trees is also listed on the State agency heritage register of the Department of Education under s.170 of the Heritage Act 1977 (NSW).

In the distance on the corner of Parramatta Road and Silverwater Road is Electricity Substation No. 167 a heritage item of state significance which is also listed on the State Heritage Register under the Heritage Act 1977 (NSW). Substation 167 is also listed on the State agency heritage register of the Ausgrid under s.170 of the Heritage Act 1977 (NSW). The pedestrian over bridge is outside the SHR and s170 curtilages of the Electricity Substation.

To the south east of the bridge is the Parramatta Milestone, an archaeological item of local significance.

There are no Heritage Conservation Areas within the vicinity of the pedestrian overbridge.

Auburn North Public School (I15)

Statement of Significance (SHI)¹

The Auburn North Public School buildings have local historic and social significance as having served as a community resource since the early twentieth century. The buildings are also significant for the evidence they provide of the nature of suburban development in the Federation period. In particular they provide evidence of the development of local social and cultural institutions to accompany the notable residential growth of the period.

Architecturally, the School buildings are representative examples of well detailed Federation, suburban school buildings of the period and externally they may appear to retain much of their original character and fabric. The siting of the group and the integrity of its aesthetic qualities also make it a notable and attractive landmark in its local area. (NSW Heritage, 2023)

Description

1889 - 1891

External Materials: Face brick, corrugated iron, roughcast rendered brickwork, timber joinery.

Internal Materials: Unseen.

Styles: Federation

The Auburn North Public School comprises a large two storey building, constructed in brick with gabled rooves and situated adjacent to large outdoor play areas and yards. The building is face brick, with a corrugated iron roof, exposed rafters, regular roughcast rendered masonry chimneys and regular fenestration. The window heads are cement rendered. The windows are timber framed, double hung, sash configurations.

The Adderley Street facade of the main building features the gable end of the main roof, with a prominent verge and simple, taper cut barge boards. The first storey contains three small square paned windows with arched heads. The name of the school and date of construction has been fixed onto the wall below these windows. The ground storey forms an annex with a smaller gabled roof. It is partially clad in weatherboard.

The School was enlarged in 1924 when over an acre was purchased and more land was acquired later in 1925. (NSW Heritage, 2023)

The 1891 School building is located in the centre of the school site. From Parramatta Road it is behind the 1924 building and can only be viewed across the fence of neighbouring property 161 Parramatta Road and alongside the pedestrian ramp to the bridge. The 1919 school building faces Adderley Street West and is not visible from Parramatta Road.

¹ The State Heritage Inventory (SHI) holds information about most statutory protected heritage items in NSW. It includes the State Heritage Register and State agency register data.



Figure 4. The 1891 Auburn North Public School building is visible from the ramp of the pedestrian bridge (Google, 2023)



Figure 5. The 1924 Auburn North Public School building viewed from Parramatta Road. (Google, 2023)



Figure 6. The 1919 Auburn North Public School building viewed from Adderley Street West with mature trees (Google, 2023)

Parramatta Road Milestone (A2)

Statement Of Significance

The milestone is one of a group of milestones on Parramatta Road, the earliest example in sandstone, the later ones in concrete. They indicate the continuing importance of Parramatta Road first as a turnpike or toll road and later as a main highway between Sydney, Parramatta and the west.



Figure 7. Milestone on Parramatta Road between Dartbrook and Station Roads (Google, 2023)

Milestones were part of the road wayfinding network. The milestone is listed in Cumberland LEP 2021 as an archaeological item (A2).

Electricity Substation No 167 (I1790)

Statement Of Significance

Auburn Zone Substation No. 167 is significant at state level as the main high voltage electricity distribution point for this part of Sydney when constructed in 1924 by the Municipal Council of Sydney.

It is representative of the Municipal Council's extension of its role as a regional electricity supplier to what were then outlying areas of Sydney. Auburn marks the western extent of the Council's network, with power further west being supplied from a private company based in Parramatta.

Auburn Zone Substation No. 167 was the most substantial piece of early electrical infrastructure constructed in western Sydney in the 1920s and is the only one which remains in service for its original purpose. It was integral to the development of the Auburn area as a major industrial area in the mid- to late-20th century.

Auburn Zone Substation No. 167 is significant at state level as a large and attractive industrial structure which features Art Nouveau and Art Deco detailing to the street facade. Stylistically, the substation is a grand example of this type of substation architecture, which is generally characterised by smaller buildings. It is the largest of this style of substation and externally retains its character as an early 20th century industrial building.

The building was substantially and sympathetically extended in the late 1920s by the Municipal Council of Sydney in response to the rapid growth of the Auburn area and increased demand for electricity. (NSW Heritage, 2023)

There is no visual connection between the substation and the advertising sign on the pedestrian bridge.



Figure 8. The distance from the substation to the sign prevents any meaningful visual connection

Cumberland Council Comprehensive Heritage Study

The Cumberland LGA Comprehensive Heritage Study reviewed the status of existing heritage items and identified new potential heritage items. On the 21 April 2021 Council carried a motion to proceed with a Planning Proposal to reflect the findings of the Heritage Study.

A Planning Proposal involving an amendment to Parts 1, 2 and 3 of Schedule 5 of the Cumberland Local Environmental Plan 2021 and adjustment to the Heritage Map series has received gateway determination from the Department of Planning (PP-2023-158).

The Planning Proposal seeks to add heritage items to Part 1, Schedule 5 of Cumberland LEP2021. A heritage item has been nominated in the vicinity of the pedestrian overbridge – ‘Melton Hotel’, 135 Parramatta Road, Auburn. Shown as HS22 on the proposed heritage map.

Melton Hotel HS22

Statement of Significance

The Melton Hotel is of local significance for its historic, aesthetic, social, rarity and representative values. Historically, the hotel was built in c.1928 for Albert James Martineer in the vicinity of his father’s hotel of the same name which had been forced to close in 1914. It is historically significant as one of the few hotels servicing both the north of Auburn and Silverwater at the time. The location of the hotel is historically linked commercial and residential development that Auburn experienced throughout the early twentieth century and into the Inter-War Years. The Melton Hotel is likely of social significance to the local community as a popular place of gathering and meeting which is

demonstrated through its continued use. The building is of high aesthetic value as an intact Inter-War period hotel designed in the with reference to an earlier architectural style known as the Federation Anglo-Dutch Style. This is demonstrated through the retention of much of the original fabric and detailing, and enhanced by the remnant Federation features, Anglo-Dutch styled motifs and prominent corner location within the urban landscape. The hotel demonstrates representative qualities of an intact and well-maintained Anglo-Dutch style hotel and is considered a rare example of this architectural style in the Cumberland LGA. (Cumberland City Council, 2020)

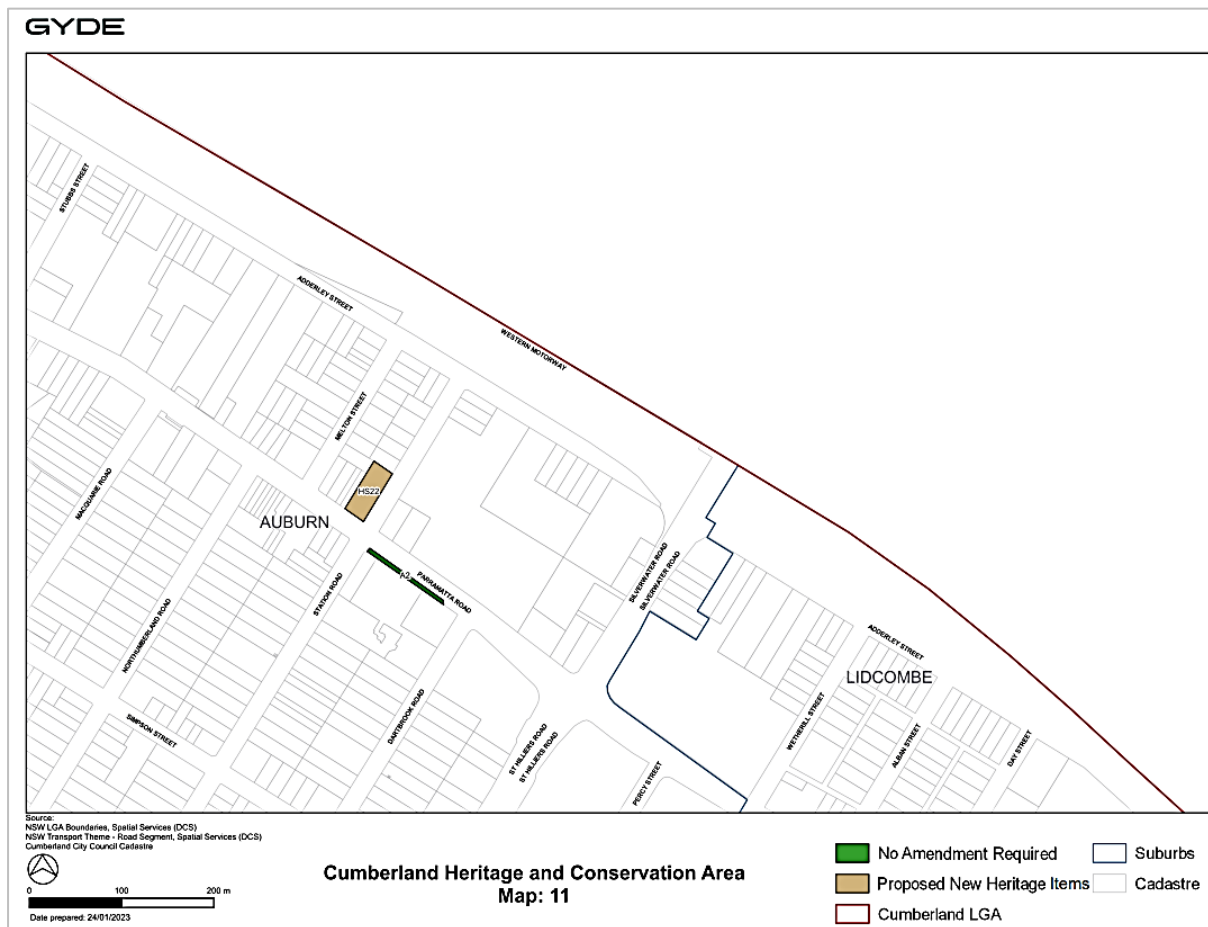


Figure 9. HS22 'Melton Hotel' is a proposed heritage item



Figure 10. Melton Hotel, 135 Parramatta Road, Auburn (Google, 2023)



Figure 11. Melton Hotel has a large set back from Parramatta Road.

Due to the set back from Parramatta Road the Melton Hotel has no visual connection with the pedestrian bridge and the advertising signs.

4. Background

History

Auburn The land which forms part of the modern suburb of Auburn was first developed the 1790s when a track from Sydney to Parramatta was first developed and early land grants were given to free settlers and ex-convicts in the area. Most early land grants were small, measuring between 30-100

acres and were awarded to people such as Edward Gould, Henry Marr, Thomas Bates and John O'Donnell. Larger grants were given to established merchants and officials, such as James Chisholm, a merchant, who received a 600-acre grant, and Joseph Hyde Potts, who was given 410 acres. In 1855, the first railway line from Sydney to Parramatta Junction allowed for suburban development around the area. The suburb of Auburn developed in the 1860s-80s from the subdivisions by John Yelverton Mills near the railway station. Mills named the suburb after the village in Oliver Goldsmith's poem 'The Deserted Village'. During this period, several main roads were built through the area and by 1880 it was reported that there were about 40 residences and a population of 200 people living in Auburn. By 1912–13, Auburn had established itself as suburb with the 11th largest number of new buildings in the metropolitan area for that year, with 268 approvals. (Cumberland City Council, 2020)

Parramatta Road Pedestrian Overbridge, Auburn

When Auburn North Public School was built in the late 19th century Sydney Road (later known as Parramatta Road) was relatively quiet. Increasing amount of traffic in the early twentieth century led to requests for a safe means for students to pass from the school to the other side of the busy thoroughfare.

Representations to the Minister for Transport made on behalf of Auburn Council by Mr J.T. Lang MLC finally bore fruit in January 1938 when the Minister informed Auburn Council that the department had given approval to the provision of an overhead bridge for the use of pedestrians crossing Parramatta Road at North Auburn². Although church authorities originally opposed alienation of their land by November 1939 the Department of Main Roads had acquired land from the Methodist Church property opposite Auburn North Public School. The purchase included 71 feet frontage with a depth of 4 feet 6 inches to complete a pedestrian overbridge.³

Auburn Council lobbied for a subway in rather than a bridge however plans were already underway with the tender for the bridge construction accepted by 20 December 1939. The following notification of the acceptance of the tender was advertised by NSW Department of Main Roads:

State Highway No.5—Great Western Highway—Municipality of Auburn—Construction of pedestrian over-bridge at North Auburn Public School—W. B. Dawes, 22 Gibbons St., Auburn, £1,259.⁴

The stairway on the northern side of Parramatta Road was to be within the school grounds, while the southern side would be within lands purchased from the Methodist Church.

In the 1960's the footbridge was completely meshed over to improve pupil safety.

Physical Description

The pedestrian overbridge is a concrete pier and beam design with a set of concrete ramps and stairs at either end. The bridge is supported on two tapered concrete piers with a reinforced concrete girder spanning the distance across the 4 lanes of Parramatta Road, a central safety island

² *Overhead Bridge for Paramatta Road*, The Cumberland Argus, 27/1/1938, p6

³ *Parramatta-Road Bridge*, The Cumberland Argus, 22/11/1939, p 5

⁴ *NSW Main Roads Department (Tenders Accepted)*, Construction, 20/12/1939, p16

with metal fence and two footpaths. A barrel vaulted steel safety cage has been constructed over the length of the bridge. Advertising signage is suspended on both sides of the bridge.

5. Proposed continuation of existing signs

The proposal is for the continuation of use of the existing signage structures on either side of the Auburn pedestrian overbridge. No physical works or changes to the signage structures are proposed. The advertising structures face north west and south east and are internally illuminated. The signs each have a display area of 20 metres x 1.8 metres. The structure of each advertising sign is 1.2 metres deep.

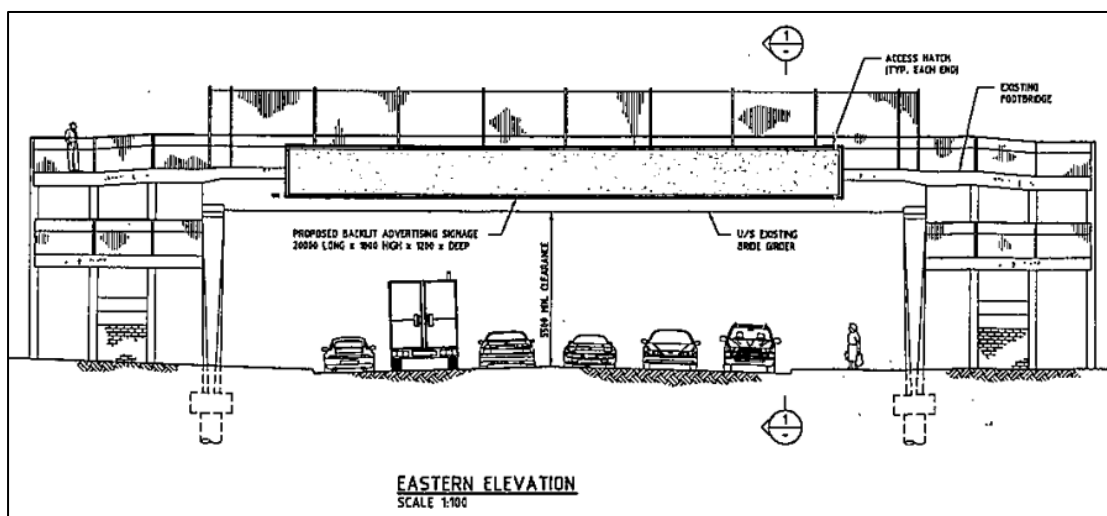
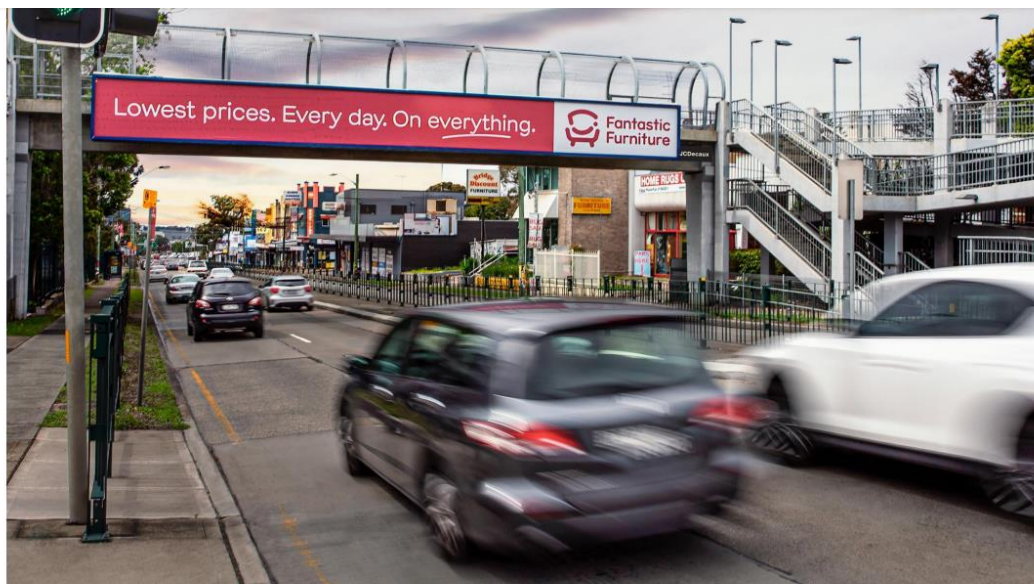


Figure 12. Elevation from DA-63-7-2008 approved by Minister for Planning 1/12/2008 (Department of Planning, 2008)



Figure 13. Aerial view of the pedestrian bridge over Parramatta Road and the connecting ramps and stairs. The existing sign structures are highlighted in yellow. (SIX Maps, 2023)



Auburn NSW 2144

Parramatta Rd Overpass

Inbound | 20.00m x 1.80m

This backlit lightbox spans all lanes and is located on busy Parramatta Road. This major western arterial connects commuters travelling from the densely populated suburbs in the west to the CBD of Sydney.

JCDecaux # | 02175.01.01

Figure 14. The existing sign on the western side of the pedestrian overbridge (JCDecaux)

6. Heritage Impact Assessment

6.1. Impact on significance of Auburn North Public School

Significance	Discussion
<p><i>Criteria a) Historical significance</i></p> <p><i>The Auburn North Public School buildings have local historic and social significance as having served as a community resource since the early twentieth century. The buildings are also significant for the evidence they provide of the nature of suburban development in the Federation period.</i></p> <p><i>In particular they provide evidence of the development of local social and cultural institutions to accompany the notable residential growth of the period.</i></p>	<p>Auburn North Public School has historic value to Cumberland LGA which is demonstrated by the historic evolution and growth of the school buildings and its site on Parramatta Road. The historic significance of the school has not been impacted by the installation of advertising signs on the pedestrian bridge.</p> <p>The installation of the pedestrian footbridge in 1940 is an indicator of the historic development of Auburn and the wider region. The advertising signage on the bridge has not adversely impacted the ability to interpret the historic significance of the school or the bridge.</p>
<p><i>Criteria c) Aesthetic significance</i></p> <p><i>Architecturally, the School buildings are representative examples of well detailed Federation, suburban School buildings of the period and externally they may appear to retain much of their original character and fabric. The siting of the group and the integrity of its aesthetic qualities also make it a notable and attractive landmark in its local area.</i></p>	<p>The architectural qualities of the 1891, 1919 and 1924 school buildings in their setting with mature trees are retained. The character and fabric of the Auburn North Public School buildings and trees within their curtilage is intact.</p> <p>The view to the school from Parramatta Road commences from diagonally opposite Northumberland Road. At the eastern end facing Parramatta Road is a large open grassed area and a 21st century school building. Then a late 20th century building sits alongside the 1924 school building. The site has a high steel palisade fence and there are trees along the boundary with the road. The 1924 building is set back 29 metres from the Parramatta Road boundary. A car parking area is located between the 1924 building and Parramatta Road. The 1890 school building is only visible in glimpses from Parramatta Road or from on the over bridge.</p> <p>The existing advertising signs on the eastern and western sides of the over bridge are visible within the view along Parramatta Road. Further discussion about the impact on these views follows Figure 16 and Figure 17.</p>

Further discussion about the aesthetic impact of the signs on the 1924 School building



Figure 16. View to the eastern advertising sign showing the 1924 school building.



Figure 17. View to the western sign with the 1924 school building on the left of the bridge.

Travelling east and west along Parramatta Road the Auburn pedestrian overbridge is a significant structure which is highly visible with or without advertising signage.

On the south eastern side, the environment around the bridge is highly urbanised with other competing signs. The school itself uses a permanent sign at its entry which utilises internal illumination for special announcements.

On the north western side, the structure of the bridge is more dominant due to the ramps and stairs and the appearance of the sign is less conspicuous.

Whilst the existing advertising signs on the pedestrian overbridge do draw attention away from the landmark value of the Auburn North Public School, this is mitigated against by existing dominance of the bridge structure which has historic value in relation to the significance of the school. On the south eastern approach, it is further mitigated against by the scale and bulk of the 1924 school building together with its 29 metre set back from Parramatta Road and the trees along the Parramatta Road frontage.

Summary

The proposed continuation of the two existing advertising signs on the Auburn pedestrian overbridge will not adversely impact the heritage significance of Auburn North Public School.

6.2. Impact on significance of Parramatta Road Milestone

Criteria a) Historical significance

They indicate the continuing importance of Parramatta Road first as a turnpike or toll road and later as a main highway between Sydney, Parramatta and the West.

The historic significance of Parramatta Road milestones will not be changed or adversely impacted by the continuation of the two signs on the Auburn pedestrian overbridge.

Criteria d) Research significance

The milestone is listed in Cumberland LEP 2021 as an archaeological item, however this criterion is not included in the State Heritage Inventory data sheet.

As an archaeological item the milestone retains its ability to demonstrate past practices. This will not be altered by the continuation of the signs.

Summary

The heritage significance of the Parramatta Road Milestone, Archaeological Item A2, will not be adversely impacted by the proposed continuation of the two existing advertising signs on the Auburn pedestrian overbridge.

6.3. Impact on significance of Electricity Sub Station No.167

Significance	Discussion
<p><i>Criteria a) Historical significance</i></p> <p><i>Auburn Zone Substation No. 167 is significant at state level both for its association with a significant historical phase, in the expansion of electricity provision to outlying areas of Sydney in the 1920s, and as demonstration of the continuity of historical activity in the provision of electricity to this area.</i></p> <p><i>Electricity Zone Substations are the critical backbone of the electricity network and serve as the points where the high voltage power supplied from the generation system is received and transformed for distribution to the network of small distribution substations and thence to customers.</i></p> <p><i>Auburn Zone Substation No. 167 was the major high voltage distribution point for this area of Sydney during the 1920s and was a key piece of infrastructure in the expansion and development of industry in the Auburn area in the mid to late 20th century.</i></p> <p><i>This zone substation is the largest piece of electrical infrastructure that was built by the Municipal Council of Sydney in western Sydney.</i></p>	<p>The ability of Substation 167 to demonstrate the expansion of electricity to outlying areas of Sydney in the 1920s, and as the major high voltage distribution and a key piece of infrastructure in the expansion and development of industry in the Auburn area in the mid to late 20th century will not be impacted by the continuation of the two advertising signs on the pedestrian overbridge at Auburn.</p>

Significance	Discussion
<p><i>Auburn Zone Substation No. 167 has been continually upgraded over the intervening years and continues to serve its original function as an item of critical infrastructure within Sydney's electricity network (2007).</i></p>	
<p><i>Criteria b) Historical Association</i></p> <p><i>Auburn Zone Electricity Substation No. 167 is significant at state level for its association with the work of Walter Frederick White (ARIA) from c. 1924 to 1947 at the City Architect's Office, Municipal Council of Sydney and its successor organisation, Sydney County Council. While White did not design the original building, he was responsible for its 1929 extensions.</i></p> <p><i>Other electricity substations that White is also known to have designed are No. 269, Bondi (1928) and No. 349, Randwick (1930), both of which were prestige structures in the Mediterranean/Spanish Mission styles designed to complement the building stock of these suburbs.</i></p> <p><i>Further research should reveal additional surviving substations built by the Municipal Council of Sydney and Sydney County Council that can be attributed to WF White.</i></p>	<p>Historic associations will be unchanged by the proposed continuation of the signs.</p>
<p><i>Criteria c) Aesthetic significance</i></p> <p><i>Auburn Zone Substation No. 167 is significant at state level for its size and style.</i></p> <p><i>Electricity zone substations were considerably larger structures than ordinary substations. No. 167 is a large and attractive structure which features Art Nouveau and Art Deco detailing to the street facade. It is the largest of this style of substation constructed by the Municipal Council of Sydney, a style that was typically characterised by much smaller buildings.</i></p> <p><i>Auburn Electricity Substation No. 167 is significant at state level as typical, in scale and function, of the high voltage substations built throughout Sydney in the 1920s and 1930s for the expansion of the electricity network.</i></p>	<p>Auburn Zone Substation No. 167 is too far removed from the Auburn pedestrian overbridge for there to be a visual connection.</p> <p>The Substation will retain its aesthetic values and will not be impacted by the continuation of the signs.</p>

Significance	Discussion
<p><i>It is the largest and most intact example of its style. The high standard of electricity substation design of the 1920s and 1930s demonstrates the undertaking of the Municipal Council of Sydney (and later the Sydney County Council) to apply architectural design to utilitarian structures.</i></p>	
<p><i>Criteria f) Rarity</i></p> <p><i>Auburn Zone Substation No. 167 is significant at state level as the largest and most intact of the zone substations constructed by the Municipal Council of Sydney in the Interwar Art Nouveau style.</i></p> <p><i>It shares stylistic similarities with two other similar period and style zone substations, but is the best example of the type.</i></p> <p><i>Zone Substation No. 80, Chatswood (1923) is a smaller example of the style which has had a greater degree of modification than the Auburn Zone Station.</i></p> <p><i>Zone Substation No. 129, Hunters Hill (1928, located in Gladesville), is another smaller example of the style which was originally of a similar design to Auburn Zone Substation No. 167. No. 129 has, however, been considerably altered, including the demolition of a two-storey portion of the building on the front facade which has been replaced with a brick wall.</i></p> <p><i>Both Zone Substations No. 80 and No. 129 have been assessed by EnergyAustralia for its s. 170 Heritage and Conservation Register as having local significance.</i></p>	<p>The rarity of Auburn Zone Substation No. 167 will not be impacted by the continuation of the existing signs on the Auburn pedestrian overbridge.</p>
<p><i>Criteria g) Representativeness</i></p> <p><i>Auburn Electricity Substation No. 167 is significant at state level as typical, in scale and function, of the high voltage substations built throughout Sydney in the 1920s and 1930s for the expansion of the electricity network.</i></p> <p><i>It is the largest and most intact example of its style.</i></p>	<p>The representative value of Auburn Zone Substation No. 167 will not be impacted by the continuation of the existing signs on the Auburn pedestrian overbridge.</p>

Summary

The heritage significance of the Auburn Zone Electricity Substation No. 167 will not be adversely impacted by the proposed continuation of the two existing advertising signs on the Auburn pedestrian overbridge.

6.4. Impact on significance of draft heritage item – Melton Hotel

The Heritage Inventory Sheet for the Melton Hotel describes the car parking area in front of the building facing Parramatta Road as an element that detracts from the overall cultural significance of the place (Cumberland City Council, 2020).

Significance (Cumberland City Council, 2020)	Discussion
<p><i>Historic a)</i></p> <p><i>The hotel was built in 1928 for Albert James Martineer in the vicinity of his father's hotel of the same name which had been forced to close in 1914. It is historically significant as one of the few hotels servicing both the north of Auburn and Silverwater at the time. The location of the hotel is historically linked commercial and residential development that Auburn experienced throughout the early twentieth century and into the Inter-War Years.</i></p>	<p>The historic significance of Melton Hotel will not be impacted by the continuation of existing signs on the Auburn pedestrian overbridge.</p>
<p><i>Aesthetic c)</i></p> <p><i>The building is of high aesthetic value as an intact Inter-War period hotel designed in the with reference to an earlier architectural style known as the Federation Anglo-Dutch Style. This is demonstrated through the retention of much of the original fabric and detailing, and enhanced by the remnant Federation features, Anglo-Dutch styled motifs and prominent corner location within the urban landscape.</i></p>	<p>Melton Hotel is set back 10 metres from Parramatta Road. In front of the building is a car parking area which is a detracting element. From the significant hotel building views to the north west are obstructed by the building at 137 Parramatta Road which is built to its front boundary with Parramatta Road. From the first floor windows views are obstructed by buildings at 139 and 141 Parramatta Road.</p> <p>The hotel building and eastern sign on the pedestrian over bridge can be seen together from Parramatta Road, however the bridge is quite distant and has no impact upon the aesthetic appreciation of the hotel. See Figure 18.</p>
<p><i>Social d)</i></p> <p><i>The Melton Hotel is likely of social significance to the local community as a popular place of gathering and meeting which is demonstrated through its continued use.</i></p>	<p>The social value Melton Hotel will not be impacted by the continuation of existing signs on the Auburn pedestrian overbridge.</p>
<p><i>Rarity f)</i></p>	<p>The hotel will retain its rarity.</p>

Significance (Cumberland City Council, 2020)	Discussion
<i>The hotel is considered a rare within the Cumberland LGA as an InterWar period hotel heavily influenced by the Federation Anglo-Dutch style</i>	
<i>Representativeness g) The hotel demonstrates representative qualities of an intact and well maintained Anglo-Dutch style hotel.</i>	The representative value of Melton Hotel will not be impacted by the continuation of existing signs on the Auburn pedestrian overbridge.



Figure 18. The Melton Hotel viewed from Parramatta Road, with a distant view to the pedestrian overbridge.

Summary

The heritage significance of the Melton Hotel will not be adversely impacted by the proposed continuation of the two existing advertising signs on the Auburn pedestrian overbridge.

7. Recommendation

The continuation of the existing advertising signs on the Auburn pedestrian bridge over Parramatta Road will not have an adverse heritage impact upon the significance of any heritage items or draft heritage items within the vicinity.

The continued use of the existing signs is recommended for approval on heritage grounds.

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