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HERITAGE INTERPRETATION STRATEGY

11-13 Columbia Lane, Homebush

Prepared for
COLUMBIA LANE DEVELOPMENT PTY LIMITED
9 July 2020

Draft

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EXECUTIVE SUMMARY

Urbis has been engaged by Columbia Lane Development Pty Ltd. to prepare the following Heritage Interpretation Strategy for the site located at 11-17 Columbia Lane, Homebush (herein referred to as the subject site). This Strategy has been prepared in response to condition of consent 1.2 Heritage Interpretation Plan that has been recommended by the Heritage officer at Strathfield Council. The condition is outlined below.

1.2 Heritage Interpretation Plan

- (a) An interpretation plan for the park, new street and commercial area must be submitted to and approved by Council's Heritage Advisor prior to a Construction Certificate being issued. The plan is to be prepared by a suitably qualified and experienced heritage practitioner or historian.*
- (b) The interpretation plan must detail how information on the history and significance of this particular area in relation to the Baker House Quarter and how the local heritage items in this area are linked to the Baker House Quarter will be provided for the public and make recommendations regarding the landscape plan, public accessibility, signage and lighting. Public art, details of the heritage landscape design such as a pergola entrance to park and street names in pavement, display of artefacts from the site or related to the Bakerhouse quarter are some of the means that can be used.*
- (c) Interpretation plan must consider introduction of public linkages through the site to link heritage areas such as Homebush Train Station and to establish connections between heritage items in the areas and establish better consistency with the Parramatta Road Corridor Urban Transformation Planning and design Guidelines Implementation Tool Kit November 2016 Figure 7.4 Homebush Structure Plan.*
- (d) The plan must specify the location, type, making materials and contents of the interpretation device being proposed.*
- (e) Prior to the occupation certificate being issued the approved interpretation plan must be implemented to the satisfaction of the Heritage Advisor.*

This Strategy highlights the history of the subject site and industrial development of the area in section 4. This history has then informed the nominated themes and narratives identified in section 5.4. In summary the subject site is located adjacent to Powell's Creek and remained undeveloped until the beginning of the twentieth century. After Arnott's opened their factory on the northern side of Parramatta Road in 1907, the area soon became an industrial precinct. The subject site was used for manufacturing and distributing goods and produce from the c.1930s. In addition, the site is located in the vicinity of the Homebush Station and the northern line which travels north over two streets, one being Parramatta Road and the other, the entrance to the railway yard. These bridges were constructed in c.1914 to replace level crossings. The bridge that runs over Parramatta Road began to display Arnott's advertisements from the 1930s. The area has a rich industrial history throughout the twentieth century.

To interpret this industrial history, recommendations for appropriate interpretation media have been outlined in section 5.5. These recommendations have been informed by the history of the site, the proposed development and changes to the immediate area and suggestions made by Strathfield City Council (letter dated 9 March 2020). Recommendations have been made for the following interpretation elements to be considered during future design development of the proposed:

- Heritage Interpretation Signage within the park/open area.
- Through site links that respond to the Parramatta Road Corridor Urban Plan.
- Built form response to the industrial character of the area.
- Lighting Strategy.

These elements should all be investigated during future development of the project and adapted where possible. Confirmation of the materiality, content and locations of the proposed elements should also be documented and sent to Council's heritage officer for review prior to implementation. It is also standard that the condition of consent will require implementation prior to the issue of an Occupation Certificate.

Next steps for the interpretation have been outlined in section 6.1.

1. INTRODUCTION

1.1. BACKGROUND

Urbis has been engaged by Columbia Lane Development Pty Ltd. to prepare the following Heritage Interpretation Strategy for the site located at 11-17 Columbia Lane, Homebush (herein referred to as the subject site). This Strategy has been prepared in conjunction with condition of consent 1.2 Heritage Interpretation Plan. This condition was recommended by the Heritage Officer at Strathfield Council to ensure the connections of the site to the vicinity heritage items are acknowledged within the new development.

1.2 Heritage Interpretation Plan

- (a) An interpretation plan for the park, new street and commercial area must be submitted to and approved by Council's Heritage Advisor prior to a Construction Certificate being issued. The plan is to be prepared by a suitably qualified and experienced heritage practitioner or historian.*
- (b) The interpretation plan must detail how information on the history and significance of this particular area in relation to the Baker House Quarter and how the local heritage items in this area are linked to the Baker House Quarter will be provided for the public and make recommendations regarding the landscape plan, public accessibility, signage and lighting. Public art, details of the heritage landscape design such as a pergola entrance to park and street names in pavement, display of artefacts from the site or related to the Bakehouse quarter are some of the means that can be used.*
- (c) Interpretation plan must consider introduction of public linkages through the site to link heritage areas such as Homebush Train Station and to establish connections between heritage items in the areas and establish better consistency with the Parramatta Road Corridor Urban Transformation Planning and design Guidelines Implementation Tool Kit November 2016 Figure 7 .4 Homebush Structure Plan.*
- (d) The plan must specify the location, type, making materials and contents of the interpretation device being proposed.*
- (e) Prior to the occupation certificate being issued the approved interpretation plan must be implemented to the satisfaction of the Heritage Advisor.*

This Strategy has highlighted the history of the subject site and outlined appropriate themes and narratives to inform the content for the interpretation media. In addition, this Strategy has made recommendations for media and locations for interpretation elements that should be incorporated into the new development. Prior to manufacture the content, materiality and final locations of the interpretation elements should be determined during detailed design.

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1.2. SITE LOCATION

The subject site is located at 11-17 Columbia Lane, Homebush. The legal definition of the site is Lots 5 and 4 of Deposited Plan 261926 as shown in the map at Figure 1.

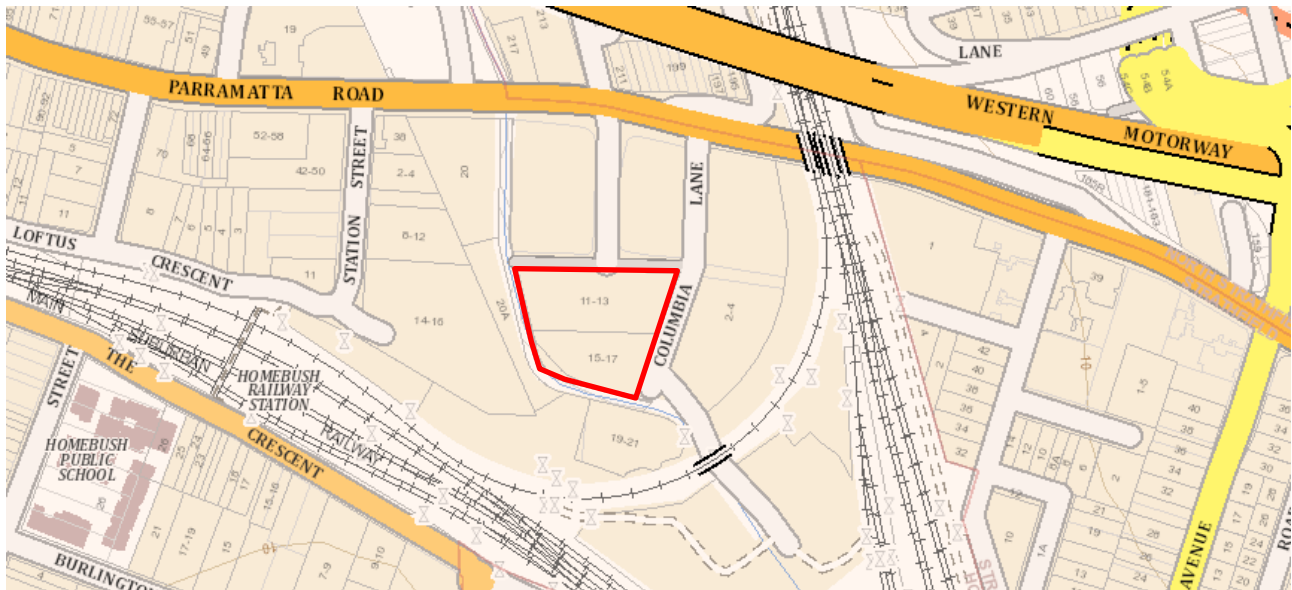


Figure 1 Location Map showing the subject site outlined in red.

Source: Six Maps, 2020.

1.3. HERITAGE LISTING AND VICINITY HERITAGE ITEMS

The subject site is not identified as an item of heritage significance under any statutory legislation. However, it is located within the vicinity of the following items of local heritage significance from the Strathfield Local Environmental Plan (LEP) 2012 and the Canada Bay LEP 2013:

Strathfield LEP

- Item 29, “Railway Bridge with Arnott’s sign”, Parramatta Road, Homebush.
 - Also registered on the *Transport Section 170 Heritage and Conservation Register*, “Homebush (Parramatta Road) railway Underbridge”, SHI 4800290.
- Item 34, “Railway Viaduct over Powell Creek”, Railway land, Homebush.

Canada Bay LEP

- Item 541, “Bakehouse Quarter, Former Arnott’s complex”, 20-22 George Street, North Strathfield.
- Item 212, “Shops”, 16-18 George Street, North Strathfield.
- Item 213, “Substation”, 40A George Street, North Strathfield.

These items are shown on the heritage map included below at Figure 2.

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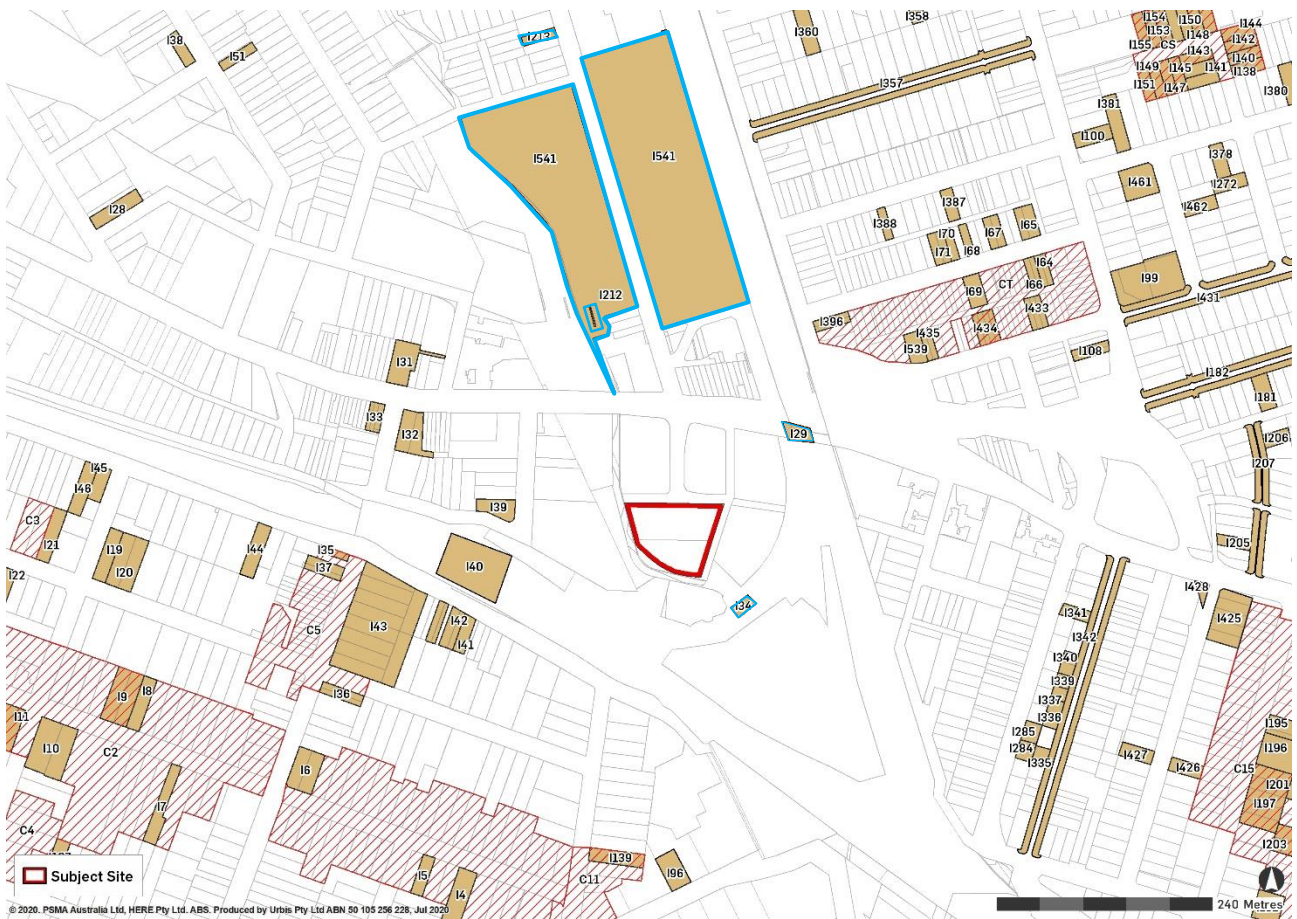


Figure 2 Heritage Map, the subject site is outlined in red and the vicinity heritage items are outlined in blue.

Source: PSMA Australia Ltd, HERE Pty Ltd, Produced by Urbis with overlay.

1.4. METHODOLOGY

Heritage conservation seeks to sustain the values of heritage landscapes, places and objects, individually and collectively, so that the community and visitors can continue to appreciate, experience and learn from them and about them, and that they may be passed on to future generations. Interpretation is an integral part of the experience of significant heritage places and the conservation and management of heritage items and is relevant to other aspects of environmental and cultural management and policy. Interpretation also incorporates and provides broad access to historical research and analysis.

This Interpretation Strategy has been prepared in accordance with the *NSW Heritage Manual*, the NSW Heritage Branch *Interpreting Heritage Places and Items: Guidelines* (August 2005) and the NSW Heritage Branch's *Heritage Interpretation Policy* (endorsed by the Heritage Council August 2005) as well as the conditions of the Minister's consent as outlined above in section 1.1. The general philosophy and process adopted is guided by the Australia ICOMOS *Burra Charter* 1999.

The Burra Charter defines interpretation as "all the ways of presenting the *cultural significance* of a place" and it may be a combination of the treatment of the fabric; the use of and activities of the place; and the use of introduced material (Article 1.17).

Interpretation should provide and enhance understanding of the history, significance and meaning of the building. Interpretation should respect and be appropriate to the cultural significance of the building (Article 25).

The NSW Heritage Branch *Interpreting Heritage Places and Items: Guidelines* lists the following best practice "ingredients" for interpretation:

- 1) Interpretation, People and Culture – Respect for the special connections between people and items

- 2) Heritage Significance and Site Analysis – Understand the item and convey its significance
- 3) Records and Research – Use existing records of the item, research additional information and make these publicly available (subject to security and cultural protocols)
- 4) Audiences – Explore, respect and respond to the identified audience
- 5) Themes – Make reasoned choices about themes, stories and strategies
- 6) Engaging the Audience – Stimulate thought and dialogue, provoke response and enhance understanding
- 7) Context – Research the physical, historical, spiritual and contemporary context of the item, including related items, and respect local amenity and culture
- 8) Authenticity, Ambience and Sustainability – Develop interpretation methods and media which sustain the significance of the items, its character and authenticity
- 9) Conservation Planning and Works – Integrate interpretation in conservation planning and in all stages of a conservation project
- 10) Maintenance, Evaluation and Review – Include interpretation in the ongoing management of an item; provide for regular maintenance, evaluation and review
- 11) Skills and Knowledge – Involve people with relevant skills, knowledge and experience
- 12) Collaboration – Collaborate with organisations and the local community

1.5. AUTHOR IDENTIFICATION

The following report has been prepared by Bernice Phillips (Heritage Consultant). Ashleigh Persian (Senior Heritage Consultant) has reviewed and endorsed its content.

Unless otherwise stated, all drawings, illustrations and photographs are the work of Urbis.

1.6. THE AIMS OF THIS INTERPRETATION STRATEGY

Heritage Interpretation is the art of explaining the significance of a place to the people who visit it, with the objectives of promoting an understanding of its heritage values and the need to conserve it. Interpretation also involves conveying messages including the presentation of particular points of view about places and history. Interpretative methods might include, but are not limited to, conservation, built form strategies, signage, publications, mixed media and websites.

This Strategy will outline opportunities and recommendations for interpretation of the site and its history. The report has been informed largely by recommendations from Strathfield Council (Heritage Officer) in addition to independent research and assessment.

1.7. RESOURCES

The resources used for the preparation of this report and content for the proposed interpretation were sourced from the following repositories:

- Strathfield Local Studies
- Canada Bay Local Studies
- State Library NSW

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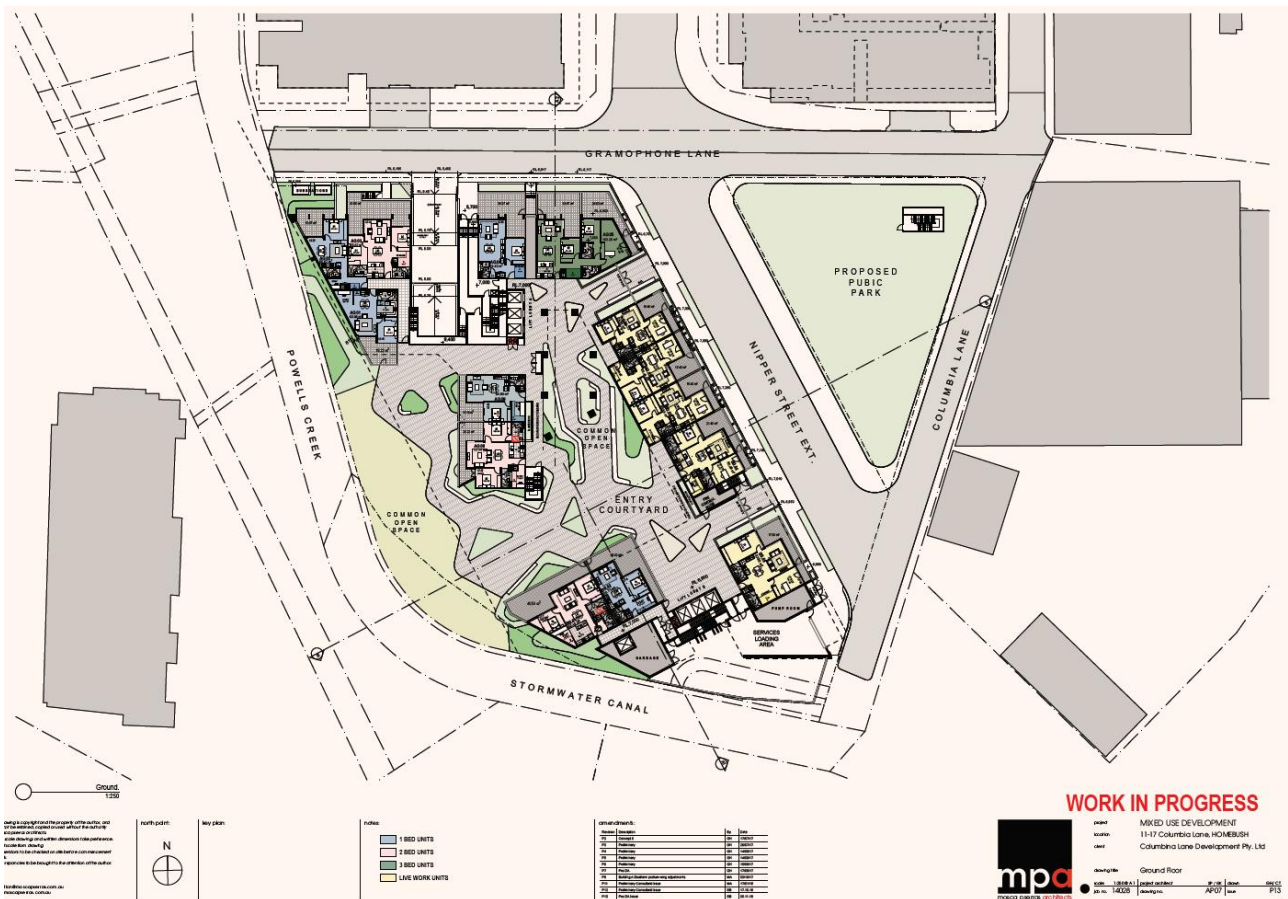


Figure 4 Plan showing the proposed footprint and location of the open space in the north-east corner of the site.

Source : Mosca Pserras Architects, "Ground Floor", AP07, Issue P13, 05.11.18.

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3. VICINITY HERITAGE ITEMS

As outlined in section 1.3, the subject site is located within the vicinity of the following local heritage items:

Strathfield LEP

- Item 29, “Railway Bridge with Arnott’s sign”, Parramatta Road, Homebush.
 - Also registered on the *Transport Section 170 Heritage and Conservation Register*, “Homebush (Parramatta Road) railway Underbridge”, SHI 4800290.
- Item 34, “Railway Viaduct over Powell Creek”, Railway land, Homebush.

Canada Bay LEP

- Item 541, “Bakehouse Quarter, Former Arnott’s complex)”, 20-22 George Street, North Strathfield.
- Item 212, “Shops”, 16-18 George Street, North Strathfield.
- Item 213, “Substation”, 40A George Street, North Strathfield.



Figure 5 Aerial showing the locations of the vicinity heritage items in conjunction with the subject site (outlined in red). The vicinity items considered in this report are outlined in blue.

Source: PSMA Australia Ltd. HERE Pty Ltd, Produced by Urbis with overlay.

The following descriptions have been sourced from the Heritage NSW online database.

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3.1. BRIEF DESCRIPTIONS

3.1.1. Railway Bridge with Arnott's Sign – I29

The underbridge at Parramatta Road is a simple single span web girder through bridge which carries four rail tracks of the Main North Line. It is made up of three individual spans placed side by side. Each span comprises two steel web girders at each edge which are connected by a series of internal lateral web girders with diagonal steel bracing. The easternmost span is not used. The structure is a through bridge, with the main girders sitting up above the level of the railway tracks. A distinctive feature of the bridge is the large painted Arnott's advertisement at the exposed western and eastern ends. The steel girders bear upon red face brick abutments at each side of Parramatta Road and which carry three equally spaced horizontal projecting bands of brickwork four courses high, the top course being a splayed brick.¹



Figure 6 Arnott's advertisement on the railway bridge crossing Parramatta Road.

Source: Flickr, Image by Paul Leader, taken 17 May 2020.

3.1.2. Railway Viaduct over Powell Creek – I34

The Railway Viaduct is a masonry structure with arched openings to provide vehicle access beneath the railway line. In addition, Powell's Creek runs through the western opening. The bridge was constructed at the beginning of the twentieth century and carries the northern line that travels north from Homebush Station (refer to Figure 11).

The bridge provides access to the railway yard located between the northern line and the western and inner-west lines.

¹ Heritage NSW, "Homebush (Parramatta Road) Railway Underbridge", <https://www.heritage.nsw.gov.au/search-for-heritage/search-for-nsw-heritage/>.



Figure 7 Railway Viaduct over Powell Creek (view south).

Source: Heritage NSW, "Strathfield railway Triangle and Flyover"

3.1.3. Bakehouse Quarter – I541

The former Arnott's factory site extends most of the length of George Street, North Strathfield between Parramatta Road and Allen Street. Most of the surviving factory buildings are two to three storey buildings on the east side of George Street, between George Street and the Great Northern Railway line. Another substantial building survives on the west side of George Street and is linked to the main factory buildings by a pedestrian bridge.

Note: the following building descriptions are generally based on an external inspection only.

The original 1907 factory building is located on the eastern boundary of the site (Building 1). It is a two storey building with loadbearing brick walls and a metal clad sawtooth roof. The external walls are divided into structural bays by brick pilasters. Contrasting brickwork has been used to create brick arches over the windows. Dentil brickwork provides relief to the brickwork at parapet level.

The original factory was extended to the George Street boundary of the site by 1909. The extension (Building 5) continued the style of the original building. Its two storey façade is divided into bays by engaged pilasters. Near the centre of the George Street façade the parapet has an arch, mirroring the parapet of the 1907 building facing the railway. Windows are double hung multi-paned sashes (replaced in the 2000s). Some openings at ground floor have been enlarged and a modern awning has been fitted on the George Street façade.

The 1909 part of the building was extended to the north in the 1940s (Building 17) with a three storey addition. This extension continued the use of load bearing brickwork for the external walls. Engaged pilasters divide the facades into bays. The openings have multi-pane windows in a variety of arrangements. Rendered bands between the engaged pilasters mark the lintels. Awnings built since 2000 are on the George Street façade. Modern cantilevered balconies are on the north façade.

South of the main factory building and contemporary with the 1907 factory is the former tin wash building (Building 2). It was extended to the east (railway line) boundary in 1909 (Building 9). A new wing fronting George Street was built in 1915 (Building 10). This was extended to the north (Building 11) then to the south (Building 12) and finally, the space between the George Street wings and building 2 was infilled (Building 19). This is a two to three storey building with loadbearing masonry internal walls and steel

framing internally supporting concrete floors. The George Street façade of Building 11 is two storey and has an art deco influence in its design. Its façade is divided into bays by engaged pilasters with a vertical emphasis created by having narrower bays at the centre of the façade than at the sides. Bands of render between the pilasters form lintels to the windows and create a frieze panel at higher level. Building 10 and 12 has a unified façade to George Street. The engaged pilasters extend to the top of the parapet. Each bay of the façade has two multi-pane windows to the first and second floor levels. The walls between the pilasters have been rendered. Part of the infill building 19 includes a metal clad tower with the illuminated signs of "ARNOTTS" and "SAO" that are highly visible from the M4 motorway and in more distant views of the complex.

The southern group of buildings on the east side of George Street originated with the 1907 stables (Building 3). This is a single storey building built on the George Street boundary. It is built with loadbearing brickwork external walls and has a gabled roof now clad in Colourbond steel. Paired multi-pane windows are in arched openings along the George Street elevation. Contrasting bricks are used for the brick arches and continue in a band along the elevation. The general scale and design of the George Street elevation of the former stable has continued into 1909 extensions on the south (Building 9) and east (Building 8). The space between building 8 and 3 was infilled in 1945 (Building 16).

Immediately to the north of the stables group is the former dispatch area (Building 7). This building was completed in two stages, the eastern part being built in c.1910 and the western part being built in the 1930s. This is a three-storey building of external loadbearing brickwork. Engaged pilasters divide the north and west (George Street) façade into bays. Each bay has double hung windows at first and second floor level with a rendered band between the pilasters marking the lintels. The central three pilasters on the George Street elevation are terminated before the top of the parapet to allow for the sign "WILLIAM ARNOTT LIMITED".

On the south side of the 1907 dispatch building is a c.1945 addition with covered loading areas (Building 15). The building has a saw tooth roof and external walls of load bearing brickwork. The south façade is divided into bays by engaged pilasters. Window openings have rendered lintels; the window sashes have been removed on the south elevation and some openings enlarged.

At the north end of the site is the former powerhouse, boiler house and cool room (Building 4). It is a four to five storey building, extended from its original three storeys. The building is constructed of load bearing brickwork to the external walls with the upper additions being steel clad. Engaged pilasters form bays which have multi-paned windows. A gabled part of the building at the northwest corner has louvred vents.

North of Building 4 is the former Fitters' and Machinists' Workshop (Building 18) built in the 1950s. It is a single storey parapeted building with four roller shutters opening to George Street. The south façade has a series of window openings under a concrete hood.

On the western side of George Street, the main building that survives from the Arnott's complex is the 1922 former Laboratory and Storerooms and Staff Canteen (Building 27). This is a three storey building with a brick façade to George Street. The southernmost bay of the George Street façade has a large arched window extending over the first and second floor to light a stairwell. Either side of the arch, near the top of the walls are plaster motifs of parrots, the logo of Arnotts. The remainder of the George Street facade has square headed openings to the first and second floor between engaged pilasters with rendered lintels. The top of the parapet has a broad rendered band. A pedestrian bridge over George Street links this building to Building 5. An addition at the north end of the west side of the building in the 1960s provided a loading bay and goods lift (Building 28). Building 27 now has modern additions to the south and west.

On the western side of George Street is a late Federation pair of shops (16-18 George Street). They are typical commercial buildings of their period with shopfronts on the ground floor and residential or office quarters on the upper floor. The original shopfronts have been reconstructed between 2008 and 2009 with some original joinery incorporated. The awning was rebuilt at a different level around this time.

Buildings that have been demolished since Arnotts relocated from the site include:

- The former sales office (Buildings 21 and 23)
- Ancillary building (Building 30)
- Carpenters' Shop (Building 31)
- Paint Shop (Building 32)

- Fabrication Workshop (Building 33)
- Old Paint Shop (Building 34)
- Carport (Building 35)
- Water storage shed (Building 36)
- Tennis pavilion (Building 26)

Two of three timber framed cottages on the western side of George Street were relocated between 2000-2003. The third cottage was demolished.

The 1977 research centre at the corner of George Street and Hamilton Street is now visually isolated from the main factory buildings.

Lawn bowls facilities on the western side of the Powells Creek Channel appear to survive on a separate landholding (within Strathfield Municipal Council area). The lawn bowling area is connected to the main complex by a pedestrian bridge (also referred to as "Arnott's pedestrian bridge") which forms another component of this significant place.



Figure 8 View south along George Street between two of the former Arnott's warehouse buildings. Looking at the

Source: Google Street View, July 2019.

3.1.4. Shops – I212

Double-fronted brick shops in Free Classical Style. Curved parapets, pilastered facades, round headed windows, splayed entry recesses, and original shopfront fenestration.

They are typical commercial buildings of their period with shopfronts on the ground floor and residential or office quarters on the upper floor. The original shopfronts have been reconstructed between 2008 and 2009 with some original joinery incorporated. The awning was rebuilt at a different level around this time.

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Figure 9 16-18 George Street, North Strathfield, Heritage item 212.

Source: Google Street view, July 2019.

3.1.5. Substation – I213

Symmetrical Spanish Mission style sub-station in brown brick. Features Spanish tiles and cordova corbelled brick ornamentation to parapet. Twin arched roller shutter entrances and matching brick fence.²

² Heritage NSW, "Sub-Station", <https://www.heritage.nsw.gov.au/search-for-heritage/search-for-nsw-heritage/>.



Figure 10 Sub-Station, 40A George Street, North Strathfield.

Source: Google Street view, July 2019.

3.2. STATEMENTS OF SIGNIFICANCE

The following statements have been sourced from Heritage NSW online database.

3.2.1. Railway Bridge with Arnott's Sign – I29

Parramatta Road Railway Underbridge at Homebush has significance as a representative example of a common type of steel web girder bridges constructed by NSW Railways up until the 1960s. It is a fine example of its type and has landmark qualities because of its high visibility from Parramatta Road, its imposing size and the large Arnott's advertisement at each end which is associated in turn with Arnott's biscuit factory which was once located nearby.³

3.2.2. Railway Viaduct over Powell Creek – I34

No statement of significance was available to reproduce. However, the Railway viaduct is significant as an example of an early twentieth century railway bridge of masonry arched construction. The railway bridge was constructed to replace the level crossings that were likely present in this location from when the railway was established in 1886.

³ Heritage NSW, "Homebush (Parramatta Road) Railway Underbridge)".

3.2.3. Bakehouse Quarter – I541

The Bakehouse Quarter includes the former Arnotts biscuit factory and related buildings that are of substantial historic importance to the local area. The establishment of Arnotts at the North Strathfield site in 1907 provided an industry that was a significant impetus for local development in the area.

While the manufacturing equipment has been removed from the buildings, the surviving buildings still provide substantial evidence of the growth and development of Australia's best recognised biscuit manufacturer in the twentieth century. This factory was their main base from 1907 to 1996 and the progressive expansion of the complex shows the continued growth of the business over nearly ninety years. The association of the complex with the company is clear in the surviving buildings and most obviously in the surviving signage and logos.

The former Arnotts factory buildings of the Bakehouse Quarter are representative of industrial buildings of the first half of the twentieth century. The loadbearing masonry facades divided into structural bays by engaged pilasters and trimmed with either contrasting brickwork or rendered bands is typical of such buildings. The consistency of design and detailing and the siting of the buildings on the street boundaries of the site is important in creating a cohesive streetscape and gives the group a notable presence in the local townscape. The adjacent Arnott's bowling lawn and its associated pedestrian bridge present part of the setting of this item.⁴

3.2.4. Shops – I212

Intact, twin Federation shops in Free Classical style. Intact examples are now rare.⁵

3.2.5. Substation – I213

The Lemnos Street substation is a good example but typical example of a Spanish Mission style substation. Historically it was associated with the expansion of the electricity network into the suburbs of Sydney in the 1920s and 1930s.⁶

⁴ Heritage NSW, "Bakehouse Quarter", <https://www.heritage.nsw.gov.au/search-for-heritage/search-for-nsw-heritage/>.

⁵ Heritage NSW, "Shops", <https://www.heritage.nsw.gov.au/search-for-heritage/search-for-nsw-heritage/>.

⁶ Heritage NSW,

4. HISTORICAL OVERVIEW

4.1. AREA HISTORY

The subject site is located within the suburb of Homebush. Homebush Municipal Council was formed in 1906 and contained considerable land dedicated to commercial and industrial use. Homebush and Strathfield Council were amalgamated in 1947. Prior to this, Strathfield Council had remained largely free of industry and commercial structures and were primarily a residential suburb. However, when Homebush and Strathfield Council amalgamated, this included the large areas of industry that made up Homebush. Including the location of the subject site.

Homebush was also known for Homebush Bay and Powell's Creek that ran through the suburb. Powell's Creek runs close to the location of the subject site and can be seen on all historic maps as early as 1810. Historically, sites in proximity to Powell's Creek and Homebush Bay remained undeveloped due to constraints caused by the environment. As such much of the wetlands were filled and used as rubbish and tipping sites or were left undeveloped during the nineteenth century. The former tips were made into parks such as Bressington Park.⁷

The railway located just over 60 metres from the subject site was established in 1855. The northern line (travelling north from Homebush Station) was established in 1886 however the two bridges, the viaduct bridge (located 60 metres south-east from the subject site) and the railway underbridge (located across Parramatta Road), were constructed c.1914. Prior to this, level crossings were used for the rail lines to cross Parramatta Road.

It was not until the 1930s that the railway underbridge carried the Arnott's advertisement sign that remains today.

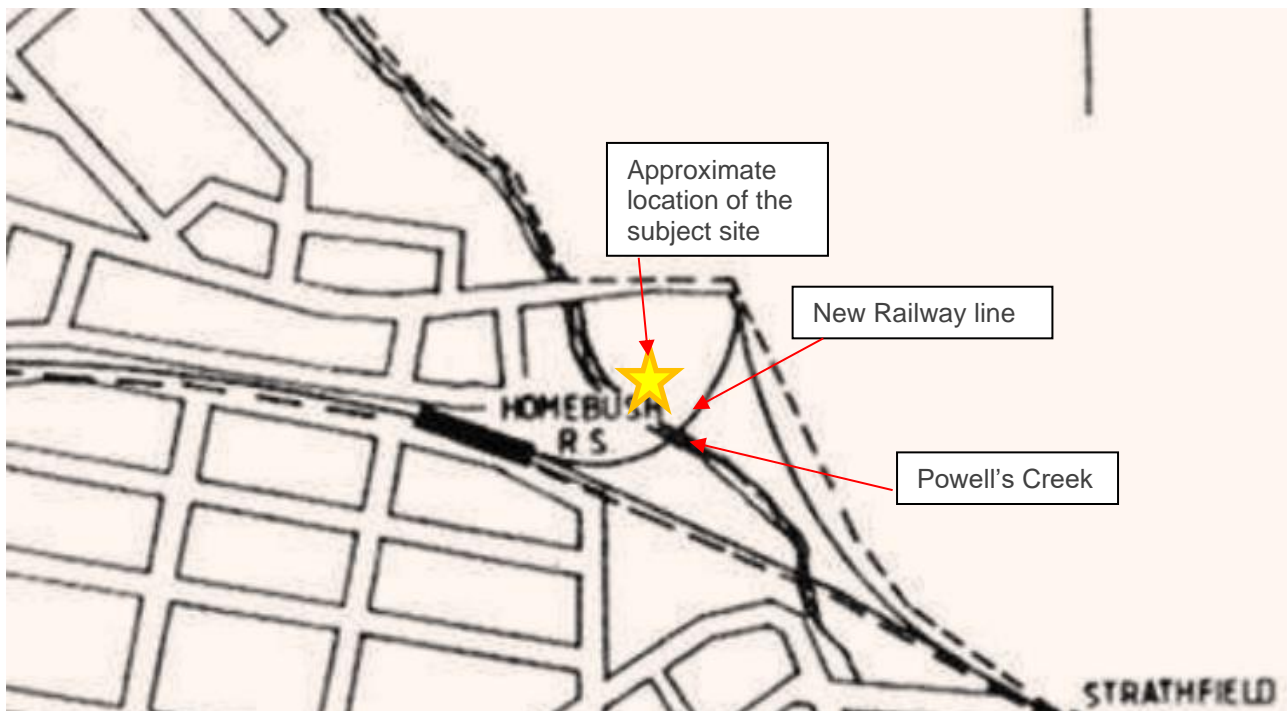


Figure 11 Detail of a 1910 map showing the addition of a the railway line travelling north and Powell's Creek in conjunction with the subject site.

Source: NSW Spatial Services, Historic Imagery 1940s.

⁷ Cathy Jones, "Industry and Commerce" *Strathfield Heritage* (2006) <https://strathfieldheritage.org/industry-commerce/>.

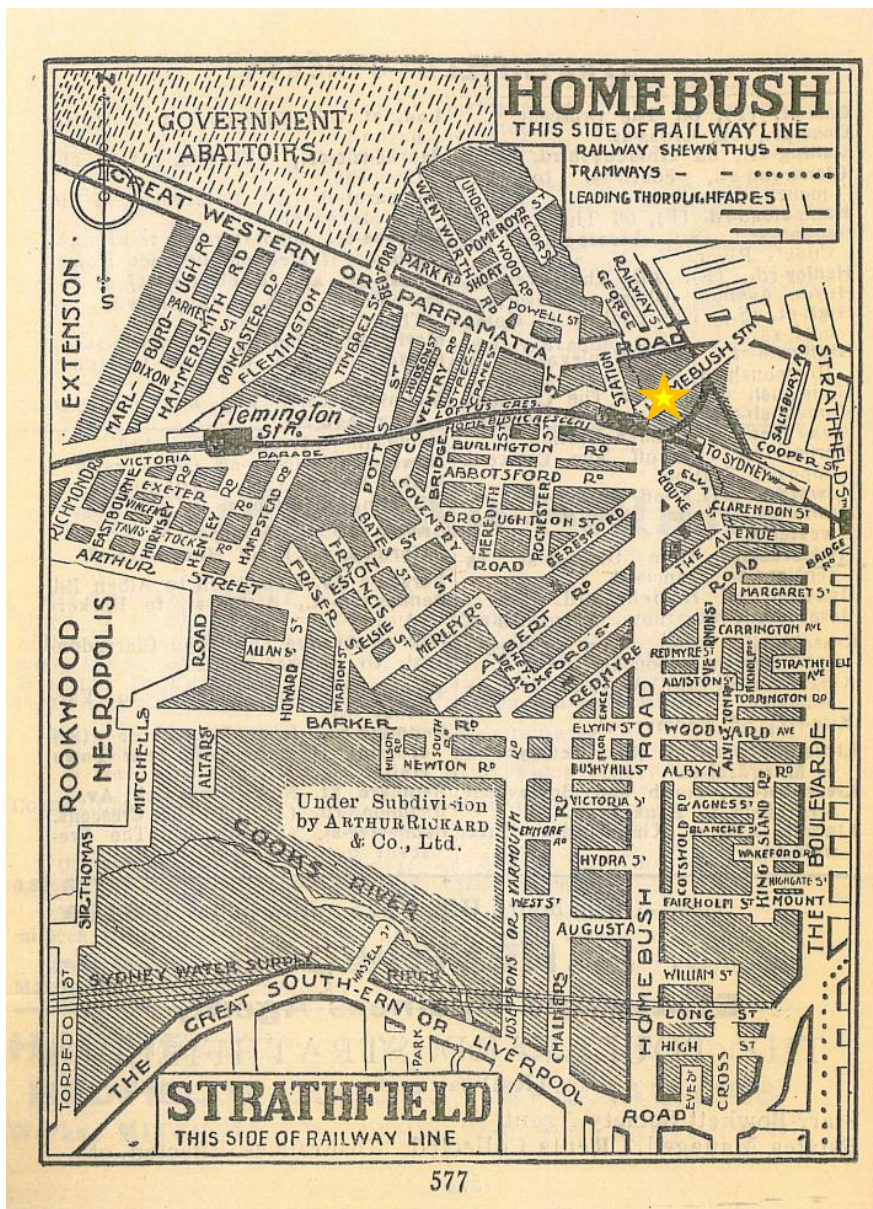


Figure 12 1926, Wilson's Sydney & Suburban Street Directory, Homebush and Strathfield. The location of the subject site is approximately indicated.

Source: Strathfield Heritage, "Historic Maps" <https://strathfieldheritage.org/maps/>.

Prior to the twentieth century, the Homebush area was considered isolated. However, at the beginning of the twentieth century, the Arnott family relocated their warehouses to Homebush (on the northern side of Parramatta Road) and the area was redeveloped as an industrial precinct.

The Arnott family purchased a 6.5 acre site in Homebush in 1906 to construct a larger factory with proximity to the Railway. The factory was designed by Charles Slatyer and constructed in 1907. This site of the Arnott's factory is located approximately 260 metres north-east from the subject.

The Arnott's factory quickly expanded with the addition of a new building on the western side of George Street. The two factories were connected by an overhead walkway which is still present.

The Arnott's factory was relocated to Huntingwood in 1997 and the Homebush factory was closed and converted into a mixed use commercial and retail precinct known as the Bakehouse Quarter. Many references to the history of the site have been incorporated into the redevelopment. Arnott's head office is still located within the Bakehouse Quarter retaining their historic connection to the site.



Figure 13 1936 Advertisement for Arnott's showing the extent of the factory site.

Source: Strathfield Heritage, <https://strathfieldhistory.files.wordpress.com/2014/11/arnotts-advertisement-of-factory.jpg>. Originally published in 'The Centenary Chronicle', October 5, 1936.

4.2. THE SUBJECT SITE

The subject site remained undeveloped until the early twentieth century. As stated above, this was likely due to its close proximity to Powell's Creek.

The subject site was part of 750 acres of land granted to Thomas Rowley (granted in 1803). The site was formed in 1891 when it was sold to Eustace Edmund Fosbery of the City of Sydney Solicitor (Figure 14). Other than the sale of a small portion of the land to Public Works for an easement (shown in blue) in 1913, Fosbery owned the site until it was purchased by George Robert Knight of Homebush in 1914. During which the site remained unoccupied.

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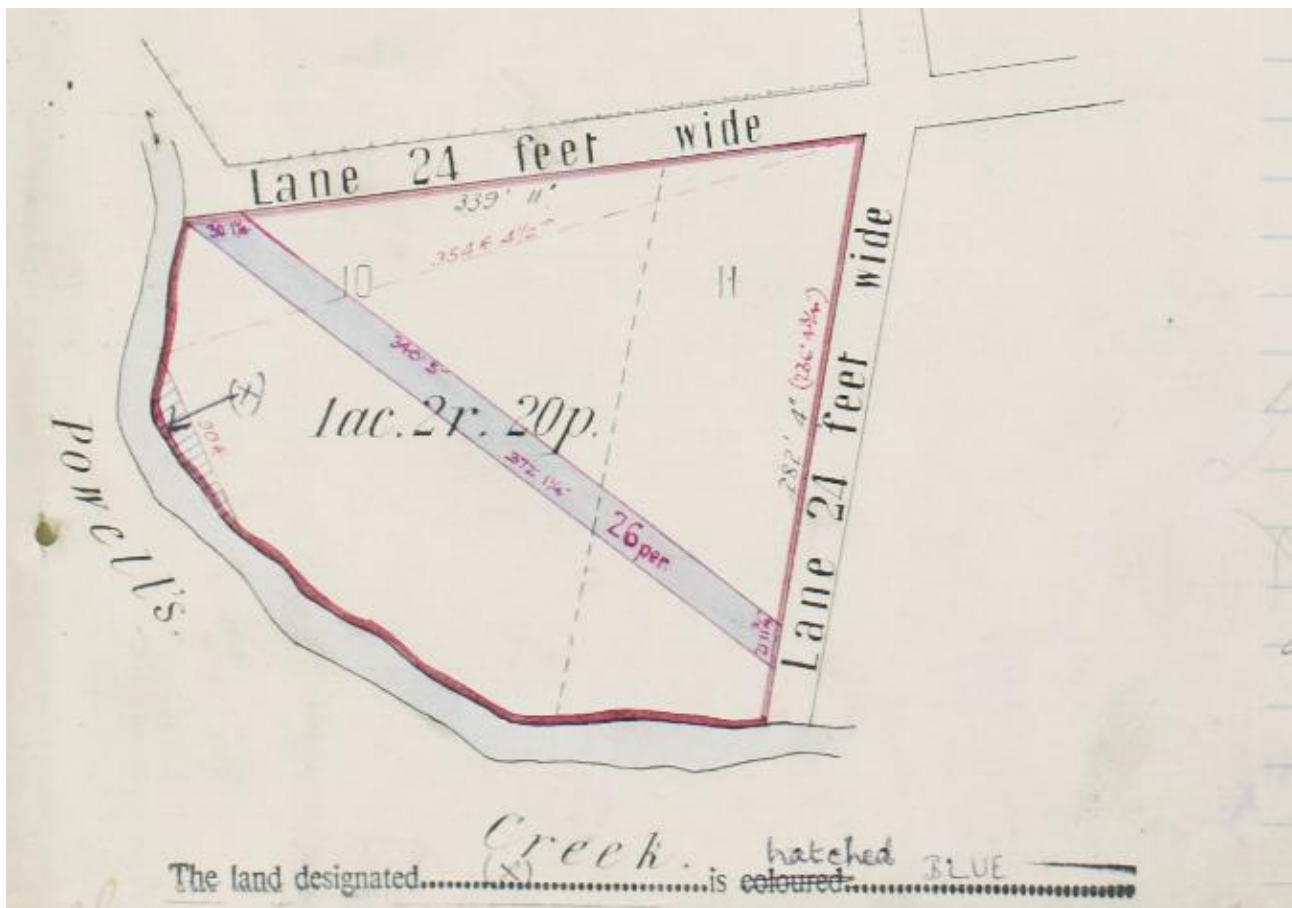


Figure 14 1891 land title showing the subject site as sold to Eustace Edmund Fosbery. The plan also shows the location of the creek along the edge of the original landform.

Source: NSW Land & Titles, Vol 1034 Folio 105.

The site was then purchased by Independent Manufacturing property Limited in 1936. Newspaper articles between 1936-1940 refer to the Independent Manufacturing premises in Columbia Lane illustrating that by the mid-1930s industrial buildings had been constructed on the site. In addition, the 1940 aerial shown below also shows a small factory building on the north-east corner of the site. Over the years, other buildings were added to the site as shown in the aerials included at Appendix A.



Figure 15 c.1940 showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, Historic Imagery 1940s.

In 1943 Barrett's food company took over ownership of the site continuing the use of the site for industrial purposes. Barrett's food company remained on the site until c. 1966 when the site was sold to Mauri Brothers & Thomson (Aust.) Pty Ltd, a large business established in 1872 in England that expanded to Australia and New Zealand during the mid-20th century. The company was known for food production, manufacturing equipment and machinery and equipment wholesales.⁸

In 1952, the land was subdivided. Based on the historic aerials (Appendix A) the southern lot remained vacant until the late 1960s-early 70s when a carpark was constructed on the site (shown in Figure 16).



Figure 16 1971 aerial showing the location of the subject site in red. Industrial buildings can be seen on the northern lot, while a recently constructed carpark can be seen on the southern lot.

Source: NSW Spatial Services, *Historic Imagery 1971*.

In 2016 the entire site was cleared, and it has remained vacant since.

⁸ Australian National University Archives, "Mauri Brothers and Thomson Limited"; Delisted Australia, <http://www.delisted.com.au/company/mauri-brothers-and-thomson-limited> (accessed on 2 April 2012) Jobson's Year Book of Public Companies of Australia & New Zealand 1963, 1982

5. HERITAGE INTERPRETATION STRATEGY

The following Heritage Interpretation Strategy draws on information outlined in section 4 with specific reference to stakeholder engagement, the intended audience profile and available resources and recommended forms of heritage interpretation media. The interpretation detailed herein outlines recommendations for the potential locations, themes, key messages and interpretive devices that may be used and/or incorporated into the new development. Implementation of the interpretation media is subject to future detailed design.

5.1. STAKEHOLDER ENGAGEMENT PROGRAM

In addition to reviewing the feedback provided by the Heritage Officer at Strathfield Council, Urbis has liaised with the following stakeholders to inform the following interpretation Strategy:

- Columbia Lane Development Pty Ltd.
- Mosca Pserras Architects.
- Clouston Associates, Landscape Designers.

Ongoing engagement with the Heritage Officer at Strathfield Council will also be sort beginning with a review of this Interpretation Strategy.

5.2. AUDIENCE ANALYSIS

The Interpretation aims to reveal meanings and connections to the subject site. To effectively achieve this, interpretation is predicated on identifying audiences and using appropriate media. It is important to identify specific audiences so that interpretation responds to the audience needs and takes into consideration literacy levels, accessibility, gender, ethnicity and age. Accessible interpretation of historic themes and values associated with a site ensures these values of the site in general are appreciated by the occupants of the new development and wider community.

The subject site is proposed to be a new mixed-use retail and residential precinct. Therefore, the prospective audience is anticipated to be diverse. The audience of the interpretation elements may fall into the following categories:

- Residents of the new development.
- Visitors of the residents (particularly using the outdoor spaces).
- Local community, accessing retail and commercial tenants and using through site links.
- Visitors from out of town, potentially visiting local community members.

5.3. COUNCIL'S COMMENTS

This Interpretation Strategy has been prepared in response to comments received by Strathfield City Council's Heritage officer (dated 9 March 2019).

In response to the comments the highlighted vicinity heritage items have been incorporated into this Strategy in addition to an overview of the history of the site. Recommendations for proposed media (section 5.5) has considered the history of the subject and surrounding area (particularly the industrial heritage and vicinity heritage items). In addition, existing interpretation within the Bakehouse Quarter that provides an overview of the occupation of Arnott's has also been considered to ensure no duplication of information.

The recommendations provided below have aimed to focus on the immediate subject site and its relationship to the industrial development of the area (including the construction of the Arnott's factories and extension of the railway line). The Interpretation recommended below includes built form responses to the industrial history and character of the area in addition to interpretation signage within the public areas to ensure the relationship between the Bakehouse Quarter to the north and the subject site is interpreted. In addition, recommendations that encourage movement and exploration of the area have also been made.

The condition, drafted by Council includes the following recommendations for the Heritage Interpretation Plan to consider:

- History and significance of the area in relation to the Baker House Quarter (refer to section 4).
- Relationship to the vicinity heritage items (refer to section 4).
- Heritage Interpretation Plan should make recommendations for the incorporation of Interpretation elements within the landscape plan and public areas in the form of (refer to section 5.5);
 - Heritage Interpretation Signage
 - Lighting
 - Public Art
 - Landscape design and elements
 - Display of artefacts
 - Street names in pavement
- The Interpretation Plan must consider introduction of public linkages through the site to link heritage areas such as Homebush Train Station and the vicinity heritage items (refer to section 5.5.1).

It is considered that the recommendations made below will satisfy the intent of Council's feedback and suggestions.

5.4. THEMES AND NARRATIVES

The themes and narratives recommended for interpretation within the subject site focus on the industrial character and history of the area as recommended by Council's heritage officer. It is recommended that these themes and narratives should be further investigated during detailed design to inform content of the interpretation media.

The interpretation themes and narratives have been developed from the information supplied in section of this report and the historic themes outlined by the Heritage Council of NSW as shown in the table below.

Table 1 Identified themes and narratives for interpretation.

Australian Theme	NSW Theme	Notes	Relevance to the site
Developing local regional and national economies	Environment – cultural landscape	Activities associated with the interactions between humans, human societies and the shaping of their physical surroundings.	<p>The western boundary of the subject site is located adjacent to the Powell's Creek which runs south from the Parramatta River to the lake reserve on the southern side of the railway tracks.</p> <p>The Creek is believed to be the reason that the subject site remained unoccupied until the early twentieth century.</p>
Developing Local regional and national economies	Industry	Activities associated with the manufacture, production and distribution of goods.	<p>In the early twentieth century the subject site was developed for industrial use and manufacture and distribution of goods. Specifically, from the Barrett's Food Company and Mauri Brothers and Thomson Pty Ltd.</p> <p>The development of a largely industrial area was formed during the early twentieth century due to the</p>

Australian Theme	NSW Theme	Notes	Relevance to the site
			relocation of Arnott's to the area (on the northern side of Parramatta Road). Prior to this, Homebush was considered an isolated area.
Developing local, regional and national economies	Transport	Activities associated with the moving of people and goods from one place to another, and systems for the provision of such movements.	<p>The subject site is located approximately 60 metres from Homebush Station. Homebush Station and the railway line were established in 1855.</p> <p>The Northern Line that travels over Parramatta Road to the north was established in 1886. Originally a level crossing was present across Parramatta Road. In c.1914, the level crossing was removed and a three-steel double-track webplate girder bridge was constructed.</p> <p>It was during the 1930s that this bridge carried advertisements for Arnott's which was located to the north-west of the railway.</p>

5.5. INTERPRETATION MEDIA

5.5.1. Interpretation and Wayfinding Signage

Heritage Interpretation Signage

Interpretative signage can take a variety of different forms and may feature text, images, drawings or digitally rendered images. Signage is particularly useful to clearly interpret the history of the site and the relationship with the broader area. It is recommended that historical aerials or maps are considered to show the locations of key items (such as the Bakehouse Quarter, the Arnott's advertisement on the railway bridge and the viaduct railway bridge). Information on the industrial character of the area should also be highlighted.

It is proposed that the signage be incorporated into the landscape design of the resident's park on the north-eastern corner of the subject site. All interpretation signage should be designed to complement other signage proposed for the new development to ensure a consistent design language. It can also be considered that the interpretation content is incorporated into any wayfinding signage proposed. Precedent examples of appropriate forms of signage have been included below.

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Figure 17 Pedestal signage located within the landscape and boundary fence.

Source: Designed by Urbis.



Figure 18 Small heritage marker with text and imagery.

Source: Designed by Nutshell.

The final detailed design of the signage must be designed with regard to durability, installation and maintenance while location of signage should consider safety within children's play areas, accessibility, presentation, historical accuracy/relevance and compatibility with the proposed development. Signage should not be visually or otherwise intrusive.

The content of the signage should provide an overview of the history of the subject site and the relationship to the industrial history of the area.

Through site links

It has been recommended by Council's heritage officer that through site links that respond to the Homebush Structure Plan (shown below) be investigated in the overall development. If achievable, these site through links will encourage movement towards the vicinity heritage items and Homebush Station.



Figure 19 New Parramatta Road Corridor, new links shown in dotted lines.

Source: New Parramatta Road Corridor, Figure 7.4 – Homebush Structure Plan.

It is recommended that these suggestions be considered and adapted to the design where possible. An extension to Nipper Street has been incorporated that will provide pedestrian access through to the southern portion of the site and to the railway bridge. However, due to the size of the lot and no existing direct or clear links between the subject site, Homebush Station or the Bakehouse Quarter to the north it is recommended that a clearly defined map of the area that shows the location of the Station and Bakehouse Quarter is adapted instead. This will create a visual representation of the relationship between these spaces.

5.5.2. Built Form Interpretation

“Every built form is a system of connecting links. Architecture, in this context is the application of a number of spatial and temporal metaphors projected from bodily based experiences.”⁹ Interpretation in the built form thus refers to the treatment of the built form (being existing and adaptively reused buildings, new structures and streetscape elements) to interpret the site’s significant values. A built form interpretive strategy is generally a more subtle response which emphasises and compliments the more overt interpretive media. Built form interpretation can be used to interpret specific events, uses, former structures and subdivision patterns, as well as cultural uses and activities including those associated with social welfare and religious communities.

Brickwork

As a response to the industrial character of the area, the proposed development has incorporated a brickwork façade along the podium level. In addition to this, it is recommended that brickwork is also incorporated into the landscape design (potentially as the base for the fence/gate proposed). It is also recommended that the chosen brick match or compliment the colour to other brick structures within the area. Including the railway bridges (shown in Figure 6 and Figure 7) or the industrial buildings on the northern side of Parramatta.

Street names in pavers

It is also recommended that street names be incorporated into the pavers around the park area or at the entrance(s) to the park to complement the heritage interpretation signage and enhance wayfinding and links to the general area.

The location and design of this element should be confirmed during detailed design in conjunction with the detailed design of the wayfinding and interpretation signage. Possible methods for this element include etched or sandblasted letters into the sidewalk as shown in the precedent images below. However, this should be confirmed during detailed design.



Figure 20 Sandblasted text into paver.

Source: Deuce Designs.



Figure 21 Etched text into paver.

Source: Hornsbergs Strandpark.

⁹ Snodgrass and Coyne, page 201.

5.5.3. Lighting

Lighting can be used effectively within public areas to highlight through site links and interpretation elements. Including the use of lighting to highlight the masonry façade/features within the new development, public through site links and interpretation and wayfinding signage.

This can be achieved through strategically placed LED lights or pin lights to illuminate the interpretation features.

It is recommended that a lighting strategy considers and incorporates the heritage interpretation elements including signage and masonry features of the new development.

5.6. MAINTENANCE OF INTERPRETATION ELEMENTS

It is recommended that the maintenance of the interpretation elements be incorporated into the general maintenance schedule for the landscaping and general upkeep of the building. This will ensure the interpretation elements are maintained and enhances longevity.

As stated above, all interpretation elements should be manufactured in good quality materials to ensure durability however, costs for general upkeep and maintenance of the interpretation media must be incorporated into future management of the site.

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6. CONCLUSION AND RECOMMENDATIONS

Urbis has been engaged by Columbia Lane Development Pty Ltd. to prepare the following Heritage Interpretation Strategy for the site located at 11-17 Columbia Lane, Homebush (herein referred to as the subject site). This Strategy has been prepared in response to condition of consent 1.2 Heritage Interpretation Plan that has been recommended by the Heritage officer at Strathfield Council.

This Strategy highlights the history of the subject site and industrial development of the area in section 4. This history has informed the nominated themes and narratives identified in section 5.4. In summary the subject site is located adjacent to Powell's Creek and therefore remained undeveloped until the beginning of the twentieth century. After Arnott's opened their factory on the northern side of Parramatta Road in 1907, the area soon became an industrial precinct. The subject site was used for manufacturing and distributing goods and produce from c.1930s. In addition, the site is located in the vicinity of the Homebush Station and the northern line which travels north over two Streets, one being Parramatta Road. These bridges were constructed in c. 1914 to replace level crossings. The bridge that runs over Parramatta Road began to display Arnott's advertisements from the 1930s. The area has a rich industrial history throughout the twentieth century.

To interpret this industrial history, recommendations for appropriate interpretation media have been outlined in section 5.5. These recommendations have been informed by the history of the site, the proposed development and changes to the immediate area and suggestions made by Strathfield Council's heritage officer (dated 9 March 2020). Recommendations have been made for the following interpretation elements to be considered during future design development of the proposed:

- Heritage Interpretation Signage within the park/open area.
- Through site links that respond to the Parramatta Road Corridor Urban Plan.
- Built form response to the industrial character of the area.
- Lighting Strategy.

These elements should all be investigated during future development of the project and adapted where possible. Confirmation of the materiality, content and locations of the proposed elements should also be documented and sent to Council's heritage officer for review prior to implementation. It is also standard that the condition of consent will require implementation prior to the issue of an Occupation Certificate.

6.1. NEXT STEPS

The following next steps should be incorporated into the project's ongoing program.

- Post approval and prior to CC, this Strategy should be updated to incorporate commitments to the heritage interpretation elements. These decisions must be made in consultation with Urbis, Columbia Lane Development Pty Ltd, Mosca Pserras Architects and Clouston Associates, Landscape Designers during detailed design. All elements should then be incorporated into future architectural drawings and designs.

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7. BIBLIOGRAPHY

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APPENDIX A HISTORIC AERIALS

The following details from historic aerials have been sourced from the NSW Spatial Services, Historic Imagery. The subject site has been outlined in red in each aerial.

The following aerials have been included below:

- C.1940
- 1951
- C.1960
- 1978
- C.1980
- 1990
- 2000

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Figure 22 c.1940 showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, *Historic Imagery 1940s*.

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Figure 23 1951 aerial showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, *Historic Imagery 1950s*.

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Figure 24 c.1960 aerial showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, *Historic Imagery 1960s*.

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Figure 25 1978 aerial showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, *Historic Imagery 1970s*.

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Figure 26 1980 aerial showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, *Historic Imagery 1980s*.

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Figure 27 1990 aerial showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, *Historic Imagery 1990s*.

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Figure 28 2000 aerial showing the location of the subject site in red and the heritage items in green.

Source: NSW Spatial Services, *Historic Imagery 2000s*.

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