

HUNTERS HILL SIGNAGE HERITAGE IMPACT STATEMENT

4 SEPTEMBER 2019
P10644
FINAL
PREPARED FOR JCDECAUX

URBIS

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EXECUTIVE SUMMARY

Urbis has been engaged by JCDecaux to prepare the following Heritage Impact Statement to accompany a development application for digital signage mounted on the overhead bridge located at Church Street, Hunters Hill, over Burns Bay Road.

The subject site is not listed as a heritage item in *Hunters Hill Local Environmental Plan 2012*, Schedule 5 Environmental heritage. The subject site is located within the “Hunters Hill Conservation Area No 1 – The Peninsula” (C1). It is also located in close proximity to three heritage items as follows:

- Hunters Hill, Stone walls – Item no: I287;
- 64–68 Gladesville Road, Hunters Hill (Hotel) – Item no: I479; and
- Nemba Street, corner Reiby Road, Hunters Hill (Site of Nemba) – Item no: I462;

Proposed Works

Arcadis, engineers, has been engaged by JCDecaux to provide drawing documentation for the development application for installation of two (2) digital illuminated signs on the overbridge above the centre line of Burns Bay Road on the Northbound (outbound) and Southbound (inbound) sides.

Heritage Impact

The Heritage Impact Statement has assessed the proposed signage will have a minimal negative visual impact on the “Hunters Hill Conservation Area No 1 – The Peninsula” (C1) and heritage items in the vicinity identified above.

Existing views to the subject site from the HCA and the heritage items are minimal due to screening by established mature tree plantings along the Burns Bay Road corridor and adjoining streets. In addition, existing views from heritage items located to the north of the overbridge are minimal because they are located within the slopes leading to the Lane Cove River and screened by the steep embankments along the Burns Bay Road corridor.

Urbis has determined that the proposed signage will not generate any adverse impacts on the heritage significance of the HCA and heritage items in the vicinity due to the siting of the signs.

For the reasons stated above, Urbis recommends the heritage aspects of this development application be approved by Department of Planning, Industry & Environment (DPIE).

INTRODUCTION

1.1. BACKGROUND

Urbis has been engaged by JCDecaux to prepare the following Heritage Impact Statement for the proposed signage to the overhead bridge located at Burns Bay Road/Church Street, Hunters Hill, herein referred to as the 'subject site'.

1.2. SITE LOCATION

The Burns Bay Road, Hunters Hill site is located at the intersection of Burns Bay Road (passing under the bridge structure in a north-south direction), Church Street to the east and Gladesville Road to the west (see Figure 1). Burns Bay Road is located approximately 10km northwest of the Sydney CBD and is a major arterial roadway connecting Gladesville Bridge, Huntley Point, to Longueville Road, Lane Cove.

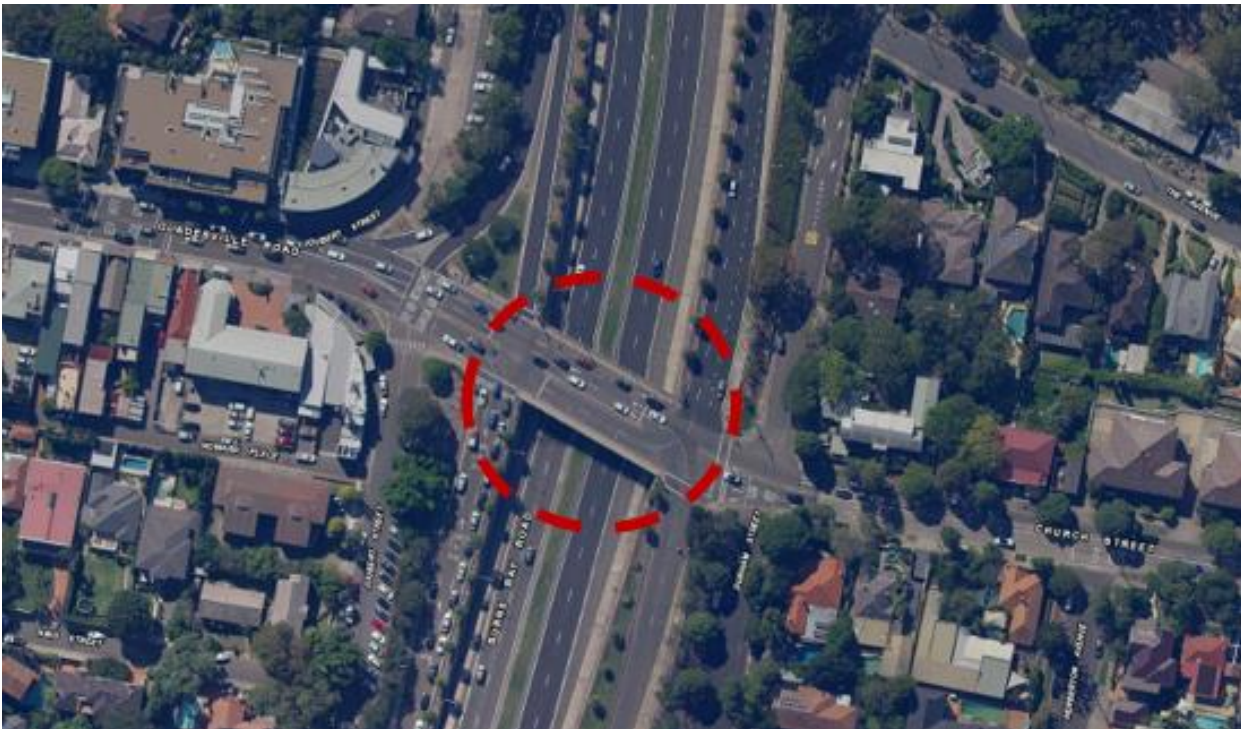


Figure 1 – Aerial map showing the location of the proposed signage – on the bridge structure over Burns Bay Road
Source: NSW LRS, Six Maps

1.3. METHODOLOGY

This Heritage Impact Statement has been prepared in accordance with the NSW Heritage Division guidelines 'Assessing Heritage Significance', and 'Statements of Heritage Impact'. The philosophy and process adopted is that guided by the *Australia ICOMOS Burra Charter 1999* (revised 2013).

1.4. AUTHOR IDENTIFICATION

The following report has been prepared by Léonie Masson (Senior Consultant, Historian) and Lynette Gurr (Associate Director, Heritage).

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

1.5. THE PROPOSAL – HUNTERS HILL SIGNAGE

JCDecaux (JCD) is instructed by Roads & Maritime Services (RMS) to install new road signage on a bridge structure (owned and managed by RMS) at Burns Bay Road, Hunters Hill.

JCD is proposing to erect Northbound and Southbound digital / static and illuminated signs (both 12.6 m x 3.3m), in accordance with drawings DA.01 and DA.02 (Figure 2 and Figure 3). Each of the signs is to be mounted on the concrete structure of the bridge above the centre line of the Northbound (inbound) and Southbound (outbound) lanes of Burns Bay Road. The top of the signs aligns with the existing pedestrian railing to a depth of 3,350mm and aligns with the underside of the concrete overbridge. The minimum distance from the underside of the signage box to the roadway is 5,110mm. A webcam is mounted on the top of each digital screen in the centre.

Existing Church Street road signs are to be relocated on both sides of the overbridge. Existing Optus panel antennas on the inbound (northern) side are to be decommissioned and removed in February 2020. No other changes are proposed to the overbridge.

Details of fixings and fittings are to be provided at a later date.

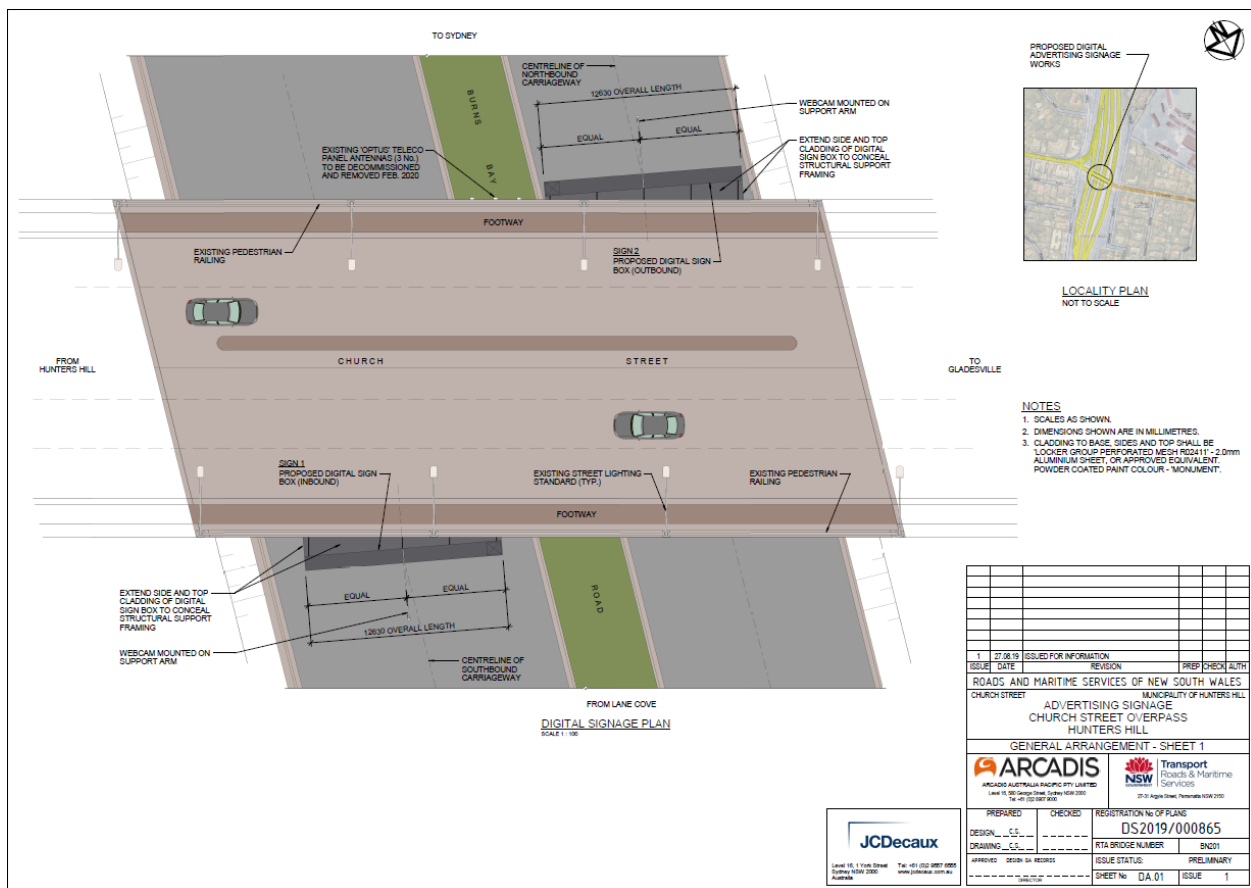


Figure 2 – Advertising signage Church Street Overpass Hunters Hill: General Arrangement – Sheet 1 (DA.01), 27 August 2019

Source: Arcadis Australia Pacific Pty Limited, DS2019/000865

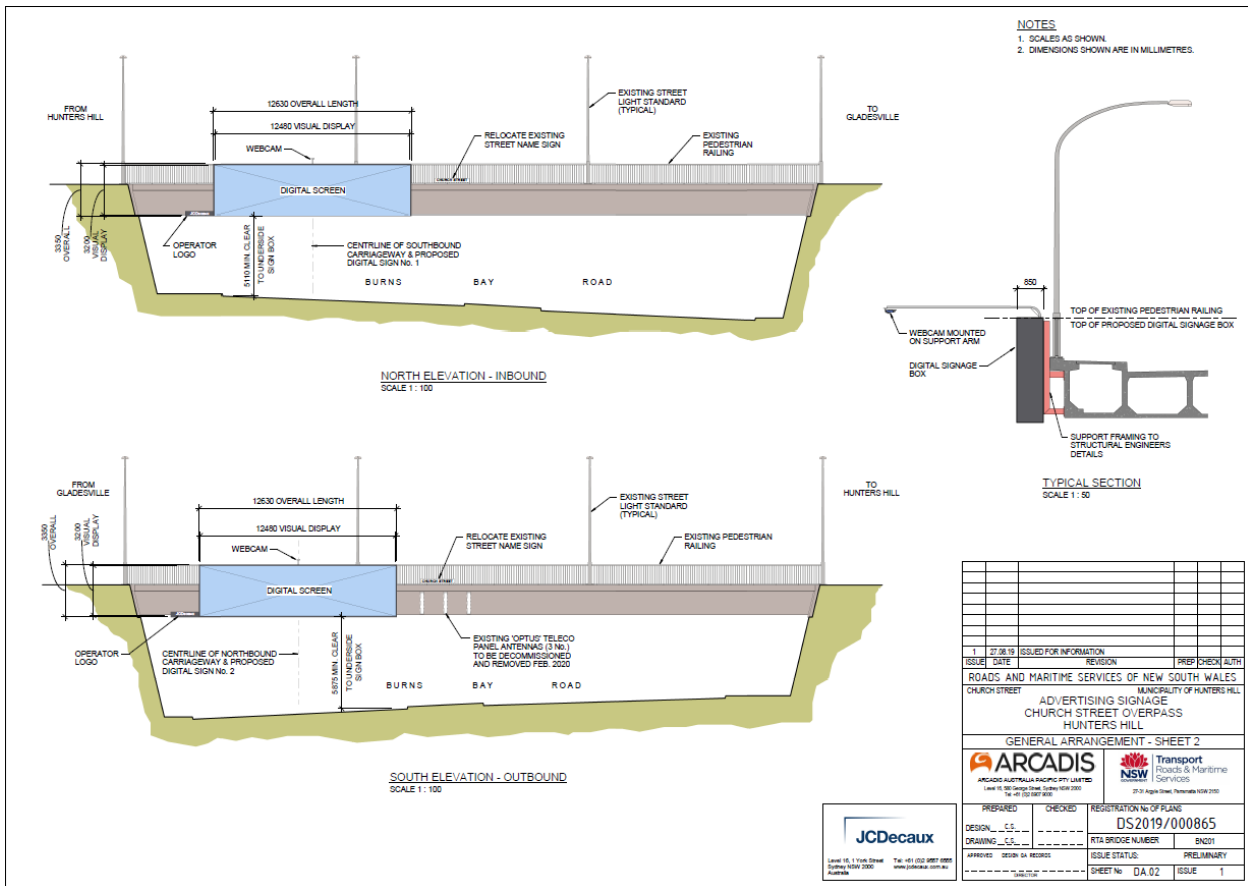


Figure 3 - Advertising signage Church Street Overpass Hunters Hill: General Arrangement – Sheet 2 (DA.02), 27 August 2019

Source: Arcadis Australia Pacific Pty Limited, DS2019/000865



Figure 4 – Burns Bay Road Hunters Hill Outbound Supersite Montage, 2 August 2019.

Source: JCDecaux



Figure 5 – Burns Bay Road Hunters Hill Inbound Supersite Montage, 6 August 2019.

Source: JCDecaux

2. SITE DESCRIPTION

The subject site comprises a five-lane vehicular and pedestrian overbridge spanning Burns Bay Road, Hunters Hill within the Hunters Hill Local Government Area (LGA). The subject site is a prestressed concrete bridge with bitumen paving. The bridge connects Gladesville Road on the west with Church Street on the east. The bridge infrastructure includes on and off ramps to Burns Bay Road in both directions, and two sets of traffic lights.

The entire area east of the subject site is located within the Hunters Hill Conservation Area No. 1—The Peninsula. This HCA also extends west and north-west of the subject site (excluding part of the precinct south of Gladesville Road) Reiby Street is situated well below a retaining wall sloping steeply away from Burns Bay Road towards the Lane Cove River. Durham Street is elevated above Burns Bay Road and views to the subject site are obscured by a screening of trees.

Immediately adjacent west of the subject site is a mixed retail/residential area. The Gladesville Hotel (heritage item I479) is located at the north-west intersection of Gladesville Road and Joubert Street. The Figtree Heritage Conservation Area C450 adjoins Burns Bay Road to the west. The topography of this area, combined with roadside plantings, generally screens views of Burns Bay Road and the subject site.



Figure 6 – Burns Bay Road off-ramp and overbridge from south.

Source: Urbis, May 2019



Figure 7 – Burns Bay Road off-ramp and overbridge from north.

Source: Urbis, May 2019



Figure 8 – View south in Reiby Street showing stone walls, heritage item I287, at foot of embankment of Burns Bay Road off-ramp.

Source: Urbis, May 2019



Figure 9 – View in Reiby Street showing stone walls, heritage item I287, at foot of embankment of Burns Bay Road off-ramp.

Source: Urbis, May 2019



Figure 10 – View north to Hunters Hill Hotel, heritage item I479 from Joubert Street, south east corner with Ryde Road.

Source: Urbis, May 2019



Figure 11 – View north to Hunters Hill Hotel, heritage item I479 from Joubert Street, south east corner with Ryde Road.

Source: Urbis, May 2019



Figure 12 – View north along Joubert Street from corner of Ryde Road showing 2 Avenue Road, Hunters Hill, located within the Figtree Heritage Conservation Area C450.

Source: Urbis, May 2019



Figure 13 – View south west in Joubert Street to Burns Bay Road overbridge from corner of Joubert Street and Avenue Road,

Source: Urbis, May 2019



Figure 14 – View south-east from Figtree Heritage Conservation Area C450 looking towards Burns Bay Road overbridge.

Source: Urbis, May 2019



Figure 15 – View north in Durham Street from the Hunters Hill Conservation Area No 1 looking towards Burns Bay Road overbridge.

Source: Urbis, May 2019



Figure 16 – View south in Nemba Street, heritage item I462 to Reiby Street.

Source: Urbis, May 2019



Figure 17 – View south in Reiby Street towards Burns Bay Road overbridge from The Avenue.

Source: Urbis, May 2019



Figure 18 – View north to Burns Bay Road overbridge from Wandella Avenue pedestrian footpath adjoining Tarban Creek Bridge. Hunters Hill Conservation Area No 1 to right out of view.

Source: Urbis, May 2019



Figure 19 – View west in Church Street to Burns Bay Road overbridge.

Source: Urbis, May 2019

3. HISTORICAL OVERVIEW

The Burns Bay Road Bridge (Church Street interchange and overbridge) forms part of the first stage of the North Western Expressway which included the Gladesville, Figtree and Burns Bay Road bridges over Tarban Creek and Lane Cove River. This expressway was intended to be part of the F3 Freeway, taking traffic from Sydney CBD to Newcastle and beyond. Construction of the overpass at Church Street, Hunters Hill was completed by the end of 1963.¹ The 1943 aerial survey (Figure 20) shows the study site prior to resumption of property for the construction of the overhead bridge and expressway linking Drummoyne to Lane Cove. Several buildings were resumed and demolished to make way for bridge construction, including St Anne's Church of England, Church Street.



Figure 20 – Detail from 1943 aerial survey of Sydney showing the orientation of roads, subdivisional pattern and development in the vicinity of the subject site.

Source: NSW LRS, SIX Maps

The Commissioner for Main Roads reported in the 1963/64 Annual Report that “with the opening to traffic of the new Gladesville Bridge over the Parramatta River in October 1964, further progress was made with the construction of the length of the North-Western Expressway between Victoria Road, Drummoyne and Burns Bay Road, Lane Cove. Completion of the bridge over Tarban Creek by September 1965, will enable the full length of this section of the expressway to be brought into use”.

The group of roads and bridges making up this section of freeway opened to traffic in December 1965 and received several awards for its design and environmental management. No other sections of the freeway

¹ *Main Roads*, December 1963, p57

were constructed as the Government cancelled the North Western and Lane Cove Valley Expressways in the late 1970s.²

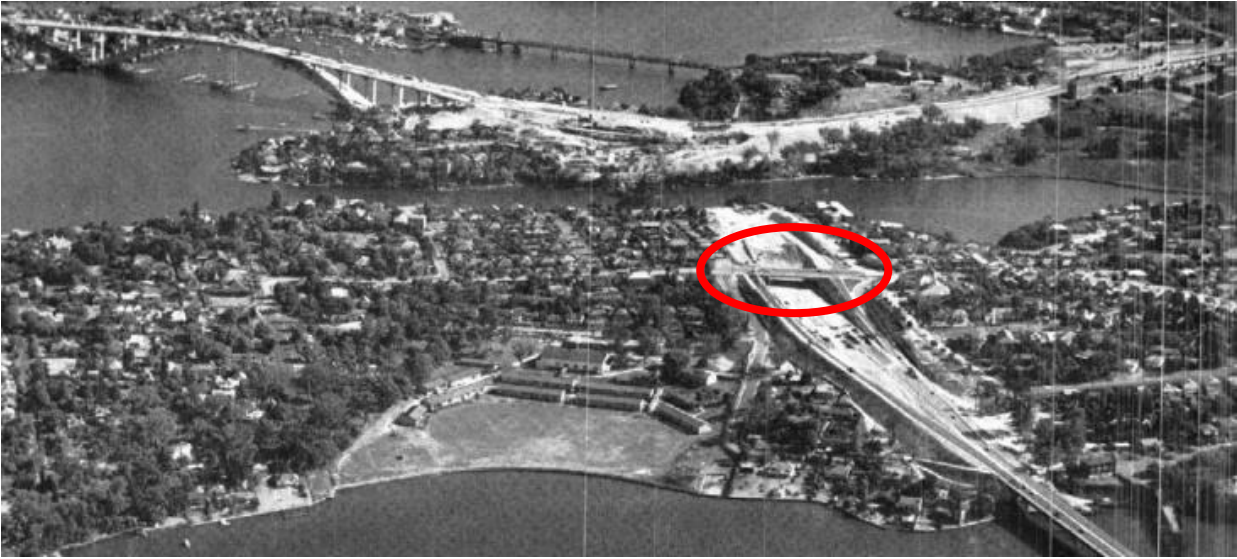


Figure 21 – “Recent aerial photographs of the new Gladesville Bridge over the Parramatta River and the associated works forming part of the North-Western Expressway. The bridge is expected to be ready for traffic by October 1964, and the full section of the Expressway early in 1965”. Burns Bay Road Overbridge circled red.

Source: *Main Roads March 1964 p92*

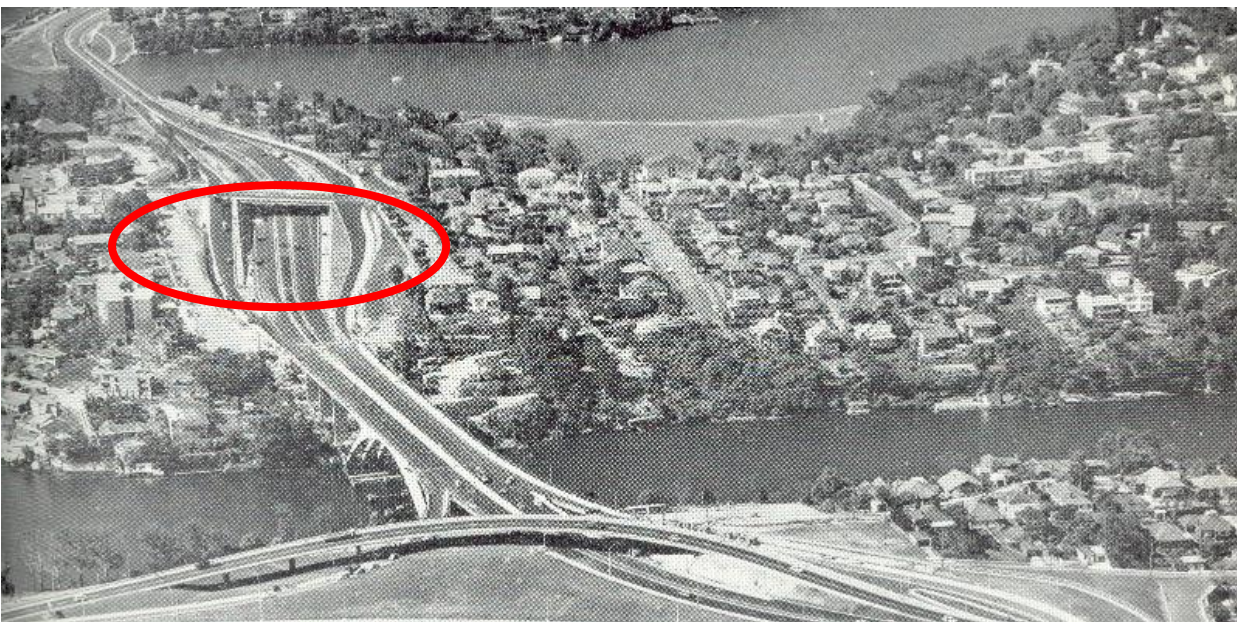


Figure 22 – Aerial view over the Tarban Creek bridge and the Hunters Hill Interchange during 1965. Burns Bay Road Overbridge circled red.

Source: *Main Roads Journal, undated*

² “Gladesville Bridge & the Drummoyne to Lane Cove section of the North Western Freeway”, <https://www.ozroads.com.au/NSW/Freeways/GladesvilleBr/gladesvillebr.htm>, accessed 5 June 2019



Figure 23 – “The North Western Expressway at Gladesville, Tarban Creek and Figtree Bridges. Tarban Creek Bridge, as completed, differs slightly in constructional detail from this artist’s impression”. Burns Bay Road Overbridge circled red.

Source: *Main Roads, September 1965 p12*

3.1. DATE OF CONSTRUCTION

The Burns Bay Road Bridge (Church Street Hunters Hill Overpass) was constructed in 1963.

4. HERITAGE SIGNIFICANCE

4.1. WHAT IS HERITAGE SIGNIFICANCE?

Before making decisions to change a heritage item, an item within a heritage conservation area, or an item located in proximity to a heritage listed item, it is important to understand its values and the values of its context. This leads to decisions that will retain these values in the future. Statements of heritage significance summarise the heritage values of a place – why it is important and why a statutory listing was made to protect these values.

4.2. SIGNIFICANCE ASSESSMENT

The Heritage Council of NSW has developed a set of seven criteria for assessing heritage significance, which can be used to make decisions about the heritage value of a place or item. There are two levels of heritage significance used in NSW: state and local. The following assessment of heritage significance has been prepared in accordance with the 'Assessing Heritage Significance' guides.

Table 1 – Assessment of Heritage Significance

Criteria	Significance Assessment
<p>A – Historical Significance</p> <p><i>An item is important in the course or pattern of the local area's cultural or natural history.</i></p>	<p>The Burns Bay Road overbridge was constructed in 1963 as part of the first (and only) stage of the North Western Expressway which included the Gladesville, Figtree and Burns Bay Road bridges over Tarban Creek and Lane Cove River.</p> <p>It does not meet the threshold for listing as a local heritage item.</p>
<p><u>Guidelines for Inclusion</u></p> <ul style="list-style-type: none"> • shows evidence of a significant human activity <input type="checkbox"/> • is associated with a significant activity or historical phase <input type="checkbox"/> • maintains or shows the continuity of a historical process or activity <input type="checkbox"/> 	<p><u>Guidelines for Exclusion</u></p> <ul style="list-style-type: none"> • has incidental or unsubstantiated connections with historically important activities or processes <input checked="" type="checkbox"/> • provides evidence of activities or processes that are of dubious historical importance <input type="checkbox"/> • has been so altered that it can no longer provide evidence of a particular association <input type="checkbox"/>
<p>B – Associative Significance</p> <p><i>An item has strong or special associations with the life or works of a person, or group of persons, of importance in the local area's cultural or natural history.</i></p>	<p>The subject site has no known associative significance.</p>

Criteria	Significance Assessment
<p><u>Guidelines for Inclusion</u></p> <ul style="list-style-type: none"> • shows evidence of a significant human occupation <input type="checkbox"/> • is associated with a significant event, person, or group of persons <input type="checkbox"/> 	<p><u>Guidelines for Exclusion</u></p> <ul style="list-style-type: none"> • has incidental or unsubstantiated connections with historically important people or events <input type="checkbox"/> • provides evidence of people or events that are of dubious historical importance <input checked="" type="checkbox"/> • has been so altered that it can no longer provide evidence of a particular association <input type="checkbox"/>
<p>C – Aesthetic Significance</p> <p><i>An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in the local area.</i></p>	<p>The Burns Bay Road overbridge is representative of the type of road bridges built by the DMR in this period. It does not meet the threshold for local listing under this criterion.</p>
<p><u>Guidelines for Inclusion</u></p> <ul style="list-style-type: none"> • shows or is associated with, creative or technical innovation or achievement <input type="checkbox"/> • is the inspiration for a creative or technical innovation or achievement <input type="checkbox"/> • is aesthetically distinctive <input type="checkbox"/> • has landmark qualities <input type="checkbox"/> • exemplifies a particular taste, style or technology <input type="checkbox"/> 	<p><u>Guidelines for Exclusion</u></p> <ul style="list-style-type: none"> • is not a major work by an important designer or artist <input type="checkbox"/> • has lost its design or technical integrity <input type="checkbox"/> • its positive visual or sensory appeal or landmark and scenic qualities have been more than temporarily degraded <input type="checkbox"/> • has only a loose association with a creative or technical achievement <input checked="" type="checkbox"/>
<p>D – Social Significance</p> <p><i>An item has strong or special association with a particular community or cultural group in the local area for social, cultural or spiritual reasons.</i></p>	<p>The Burns Bay Road overbridge is a utilitarian structure providing physical access between the two halves of the Hunters Hill LGA. It does not warrant listing as a local heritage item under this criterion.</p>
<p><u>Guidelines for Inclusion</u></p> <ul style="list-style-type: none"> • is important for its associations with an identifiable group <input type="checkbox"/> • is important to a community's sense of place <input type="checkbox"/> 	<p><u>Guidelines for Exclusion</u></p> <ul style="list-style-type: none"> • is only important to the community for amenity reasons <input checked="" type="checkbox"/> • is retained only in preference to a proposed alternative <input type="checkbox"/>

Criteria	Significance Assessment
<p>E – Research Potential</p> <p><i>An item has potential to yield information that will contribute to an understanding of the local area’s cultural or natural history.</i></p>	<p>The item does not warrant listing under this criterion.</p>
<p><u>Guidelines for Inclusion</u></p> <ul style="list-style-type: none"> • has the potential to yield new or further substantial scientific and/or archaeological information <input type="checkbox"/> • is an important benchmark or reference site or type <input type="checkbox"/> • provides evidence of past human cultures that is unavailable elsewhere <input type="checkbox"/> 	<p><u>Guidelines for Exclusion</u></p> <ul style="list-style-type: none"> • the knowledge gained would be irrelevant to research on science, human history or culture <input type="checkbox"/> • has little archaeological or research potential <input checked="" type="checkbox"/> • only contains information that is readily available from other resources or archaeological sites <input checked="" type="checkbox"/>
<p>F – Rarity</p> <p><i>An item possesses uncommon, rare or endangered aspects of the local area’s cultural or natural history.</i></p>	<p>The Burns Bay Road overbridge represents a common type of bridge structure constructed in the 1960s by the DMR. It is neither exceptional in design nor rare. It therefore does not possess significance warranting heritage listing at a local level.</p>
<p><u>Guidelines for Inclusion</u></p> <ul style="list-style-type: none"> • provides evidence of a defunct custom, way of life or process <input type="checkbox"/> • demonstrates a process, custom or other human activity that is in danger of being lost <input type="checkbox"/> • shows unusually accurate evidence of a significant human activity <input type="checkbox"/> • is the only example of its type <input type="checkbox"/> • demonstrates designs or techniques of exceptional interest <input type="checkbox"/> • shows rare evidence of a significant human activity important to a community <input type="checkbox"/> 	<p><u>Guidelines for Exclusion</u></p> <ul style="list-style-type: none"> • is not rare <input checked="" type="checkbox"/> • is numerous but under threat <input type="checkbox"/>
<p>G – Representative</p> <p><i>An item is important in demonstrating the principal characteristics of a class of NSWs (or the local area’s):</i></p> <ul style="list-style-type: none"> • <i>cultural or natural places; or</i> • <i>cultural or natural environments.</i> 	<p>The DMR erected many such overbridges in the 1960s during a major road building phase in New South Wales history. However, it does not possess significance under this criterion to warrant listing at a local level.</p>

Criteria	Significance Assessment
<u>Guidelines for Inclusion</u>	<u>Guidelines for Exclusion</u>
<ul style="list-style-type: none"> • is a fine example of its type <input type="checkbox"/> 	<ul style="list-style-type: none"> • is a poor example of its type <input type="checkbox"/>
<ul style="list-style-type: none"> • has the principal characteristics of an important class or group of items <input type="checkbox"/> 	<ul style="list-style-type: none"> • does not include or has lost the range of characteristics of a type <input type="checkbox"/>
<ul style="list-style-type: none"> • has attributes typical of a particular way of life, philosophy, custom, significant process, design, technique or activity <input type="checkbox"/> 	<ul style="list-style-type: none"> • does not represent well the characteristics that make up a significant variation of a type <input checked="" type="checkbox"/>
<ul style="list-style-type: none"> • is a significant variation to a class of items <input type="checkbox"/> 	
<ul style="list-style-type: none"> • is part of a group which collectively illustrates a representative type <input checked="" type="checkbox"/> 	
<ul style="list-style-type: none"> • is outstanding because of its setting, condition or size <input type="checkbox"/> 	
<ul style="list-style-type: none"> • is outstanding because of its integrity or the esteem in which it is held <input type="checkbox"/> 	

Following an assessment of significance, Urbis finds that the subject site does not meet the threshold for heritage listing.

5. IMPACT ASSESSMENT

5.1. HERITAGE LISTING

The subject site is not listed as a heritage item in *Hunters Hill Local Environmental Plan 2012*, Schedule 5 Environmental heritage. The subject site is located within the “Hunters Hill Conservation Area No 1 – The Peninsula”. It is also located in close proximity to three heritage items as follows:

- Hunters Hill, Stone walls – Item no: I287);
- 64–68 Gladesville Road, Hunters Hill (Hotel) – Item no: I479;
- Nemba Street, corner Reiby Road, Hunters Hill (Site of Nemba) – Item no: I462.

This heritage impact statement is therefore required to assess the potential impact of the proposed works on the conservation area and heritage items in the vicinity to accompany the Development Application to DPIE.



Figure 24 - Extract from heritage map showing the location of the subject site circled in hatched blue line

Source: *Hunters Hill LEP 2012, Heritage Map - Sheet HER_002C*

The Hunters Hill Council have not been able to supply Urbis with a statement of significance or Area Character Statement for the Hunters Hill Heritage Conservation Area No. 1 – The Peninsula (C1).

5.2. STATUTORY CONTROLS

5.2.1. Local Environmental Plan

The proposed works are addressed in the table below in relation to the relevant clauses in the LEP.

Table 2 – Hunters Hill Local Environmental Plan 2012

Clause	Discussion
<p>(1) Objectives</p> <p>The objectives of this clause are as follows:</p> <p>(a) to conserve the environmental heritage of Hunters Hill,</p> <p>(b) to conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, settings and views,</p> <p>(c) to conserve archaeological sites,</p> <p>(d) to conserve Aboriginal objects and Aboriginal places of heritage significance.</p>	<p>The subject site is located within the following heritage conservation area listed in the Hunters Hills Local Environmental Plan 2012, Schedule 5 Environmental heritage:</p> <p>Hunters Hill Conservation Area No 1 – The Peninsula (C1)</p> <p>The subject site is located in close proximity to heritage items of local significance listed in Hunters Hills Local Environmental Plan 2012, Schedule 5 Environmental heritage as follows:</p> <ul style="list-style-type: none"> • Hunters Hill, Stone walls – Item no: I287) • 64–68 Gladesville Road, Hunters Hill (Hotel) – Item no: I479; • Nemba Street, corner Reiby Road, Hunters Hill (Site of Nemba) – Item no: I462; <p>This Heritage Impact Statement seeks to provide the consent authority with the necessary information to confirm the proposed development on the subject site meets the objectives of this clause.</p>
<p>(2) Requirement for consent</p> <p>Development consent is required for any of the following:</p> <p>(a) demolishing or moving any of the following or altering the exterior of any of the following (including, in the case of a building, making changes to its detail, fabric, finish or appearance):</p> <p>(i) a heritage item,</p> <p>(ii) an Aboriginal object,</p> <p>(iii) a building, work, relic or tree within a heritage conservation area,</p>	<p>This Heritage Impact Statement and accompanying documentation seeks to provide the consent authority with the necessary information required to satisfy this clause of the LEP.</p> <p>The subject site is not a heritage item. There are three heritage items in close proximity to the subject site. The subject site is located within the Hunters Hill Conservation Area C1</p> <p>The proposed works are associated with a development application for signage only.</p> <p>This report assesses the visual impact of the proposed signage on the heritage conservation area and heritage items.</p>
<p>(4) Effect of proposed development on heritage significance</p> <p>The consent authority must, before granting consent under this clause in respect of a heritage item or heritage conservation area, consider the effect of the proposed</p>	<p>This Heritage Impact Statement seeks to provide the consent authority with the necessary heritage assessment the proposed development will have on the heritage conservation area</p>

Clause	Discussion
<p>development on the heritage significance of the item or area concerned. This subclause applies regardless of whether a heritage management document is prepared under subclause (5) or a heritage conservation management plan is submitted under subclause (6).</p>	<p>This report seeks to satisfy this clause of the LEP.</p>
<p>(5) Heritage assessment</p> <p>The consent authority may, before granting consent to any development:</p> <p>(a) on land on which a heritage item is located, or</p> <p>(b) on land that is within a heritage conservation area, or</p> <p>(c) on land that is within the vicinity of land referred to in paragraph (a) or (b),</p> <p>require a heritage management document to be prepared that assesses the extent to which the carrying out of the proposed development would affect the heritage significance of the heritage item or heritage conservation area concerned.</p>	<p>The subject site is located within the following heritage conservation area listed in the Hunters Hills Local Environmental Plan 2012, Schedule 5 Environmental heritage:</p> <ul style="list-style-type: none"> • Hunters Hill Conservation Area No 1 – The Peninsula (C1) <p>The subject site is located in close proximity to heritage items of local significance listed in Hunters Hills Local Environmental Plan 2012, Schedule 5 Environmental heritage as follows:</p> <ul style="list-style-type: none"> • Hunters Hill, Stone walls – Item no: I287) • 64–68 Gladesville Road, Hunters Hill (Hotel) – Item no: I479; • Nemba Street, corner Reiby Road, Hunters Hill (Site of Nemba) – Item no: I462; <p>This Heritage Impact Statement assesses the visual impact of the proposed signage on the three heritage items and within the HCA.</p>
<p>(6) Heritage conservation management plans</p> <p>The consent authority may require, after considering the heritage significance of a heritage item and the extent of change proposed to it, the submission of a heritage conservation management plan before granting consent under this clause.</p>	<p>The subject site is not a heritage item. A conservation management plan (CMP) is not required for the subject site.</p>

5.2.2. Development Control Plan

The proposed works are addressed in the table below in relation to the relevant provisions in the Hunters Hill Consolidated DCP 2013.

Table 3 – Hunters Hill Consolidated Development Control Plan, 2013

Clause	Discussion
<p>Part 2.4.5 — Detailed Requirements for Heritage Conservation Areas</p> <p>Proposals for redevelopment of a property that is located within a heritage conservation area also should address the following requirements:</p> <p>(a) Primary aims are to maintain and enhance qualities that have been documented by a heritage impact statement.</p> <p>(b) Proposed works should neither destroy nor detract from qualities which are influenced by elements of the area's existing character which include:</p> <p>(i) Streetscape character and amenity.</p> <p>(ii) Topography and established gardens.</p> <p>(Note. It is likely that Hunter's Hill Council will not support development proposals which involve substantial or total demolition of a building that is located within a heritage conservation area.</p>	<p>The proposed digital advertising signage is affixed to the Church Street overbridge above the centreline of the northbound and southbound carriageways. The overbridge is not a listed heritage item, nor is it considered a contributory item within the HCA.</p> <p>The sign will project above the Burns Bay Road overbridge. The proposed signage but will not be visible from Church Street and Ryde Road.</p> <p>The signs do not have any detrimental heritage impact on the HCA and adjoining heritage items.</p>
<p>Section 5.5.— Signage & Advertising Structures</p> <p>General objectives for development of signage or advertising structures are:</p> <p>(a) Ensure that advertising structures and signage do not detract from existing scenic qualities, or heritage significance, or neighbourhood character, or residential amenity which are characteristics of the Hunters Hill Municipality.</p> <p>(b) Encourage advertising structures and signage that harmonise with the form and design of buildings to which they are attached.</p> <p>(c) Prevent excessive signage which contributes to visual clutter.</p>	<p>The sign is attached to bridge in line with the top of the existing pedestrian railing, extending to an overall depth of 3350mm with an overall length of 12630mm.</p> <p>Existing Optus telco panel antennas on both the northbound and southbound sides of the bridge are to be decommissioned and removed in February 2020. This will assist in removing visual clutter on the overbridge.</p> <p>The Church Street name signs affixed to the foot of the pedestrian railing on both sides of the overbridge will be retained but relocated from their present position.</p> <p>No other changes are proposed to the Burns Bay Road overbridge.</p> <p>As stated above, street plantings alongside the freeway substantially screen views to and from the overbridge. Residents in the vicinity of this site are unlikely to be impacted by the proposed digital advertising signs.</p>

5.3. HERITAGE DIVISION GUIDELINES

The proposed works are addressed in relation to relevant questions posed in the Heritage Division’s ‘Statement of Heritage Impact’ guidelines.

Table 4 – Heritage Division Guidelines

Question	Discussion
<p>The following aspects of the proposal respect or enhance the heritage significance of the item or conservation area for the following reasons:</p>	<p>The proposed digital signage is positioned on the overbridge to maximise visibility to vehicular transport on Burns Bay Road. Existing signs and structures are attached to the overbridge and some are scheduled for removal in 2020, thus reducing visual clutter.</p> <p>There will be minimal impact on the HCA as views to and from the overbridge are obscured by existing tree plantings along the Burns Bay Road corridor.</p> <p>There will be minimal impact to heritage item (I479) as this building is situated above the overbridge with no views to or from the location of the proposed signage. There is no detrimental heritage impact on the two heritage items in Nemba Street (I287 and I462) as these are situated below the Burns Bay Road embankment sloping steeply away from Burns Bay Road towards the Lane Cove River.</p> <p>Existing signs and structures are attached to the concrete overbridge and balustrade/railing. The telecommunications antenna array on the northbound (outbound) side of the overbridge is scheduled for removal in 2020. This will have the effect of reducing visual clutter adjoining the location of the proposed signage.</p>
<p>The following aspects of the proposal could detrimentally impact on heritage significance.</p> <p>The reasons are explained as well as the measures to be taken to minimise impacts:</p>	<p>The proposed digital advertising sign measures 1,2630mm x 3,350mm (width x height) and projecting from the overbridge various distances above the centre line of the northbound (outbound) and southbound (inbound) lanes of Burns Bay Road. The signs are designed to maximise exposure to vehicular traffic on the Gladesville to Lane Cove freeway.</p> <p>Because the signage aligns with the balustrade/railing, signage will partially obscure views of drivers and pedestrians on the overbridge. The proposed signs will have a minor negative visual impact on the HCA generally.</p> <p>Other specialist reports will consider view impacts of the proposed signage.</p>
<p>The following sympathetic solutions have been considered and discounted for the following reasons:</p>	<p>Changing the dimensions of the signs is not possible.</p>
<p>New signage</p> <p>How has the impact of the new signage on the heritage significance of the item been minimised?</p>	<p>The client has commissioned this Heritage Impact Statement to understand the impact of the new digital advertising sign on the Hunters Hill HCA.</p>

Question	Discussion
<p>Have alternative signage forms been considered (e.g. free standing or shingle signs). Why were they rejected?</p>	<p>The signage has been designed in accordance with the Transport Corridor and Advertising and Signage Guidelines prepared by the Department of Planning and Environment 2017.</p>
<p>Is the signage in accordance with section 6, Areas of Heritage Significance', in Outdoor Advertising: An Urban Design-Based approach? (1) How?</p>	<p>It is proposed to affix the signs on the existing built structure of the Burns Bay Road overbridge. Fixing and fitting details to be provided at a later date.</p>
<p>Will the signage visually dominate the heritage item/ heritage conservation area or heritage streetscape?</p>	<p>The overbridge provides a physical connection between Church Street and Ryde Road above the Burns Bay Road corridor. This structure is not in sympathy with the character of the Hunters Hill Conservation Area. The overbridge forms part of the southern alignment of the HCA.</p>
<p>Can the sign be remotely illuminated rather than internally illuminated?</p>	<p>Digital signage of the type proposed at the Burns Bay Road overbridge is in wide use by RMS. Such signs are affixed to a range of structures spanning State owned road corridors such as overbridges and pedestrian walkways. There is no alternative location for the proposed signage. Other sites in the vicinity of Burns Bay Road would have a greater detrimental impact on the HCA and adjoining heritage items at Hunters Hill.</p>

6. CONCLUSION

The subject site has not been identified to be an item of local heritage significance under Schedule 5 of the *Hunters Hill Local Environmental Plan (LEP) 2013*. It does, however, fall within the boundaries of the 'Hunters Hill Conservation Area – The Peninsula' (HCA) and is located within the vicinity of three heritage items of local significance.

Existing views to the subject site from the HCA and the heritage items are minimal due to screening by established mature tree plantings along the Burns Bay Road corridor and adjoining streets. In addition, existing views from heritage items located to the north of the overbridge are minimal because they are located within the slopes leading to the Lane Cove River and screened by the steep embankments along the Burns Bay Road corridor.

Urbis has determined that the proposed signage will not generate any adverse impacts on the heritage significance of the HCA and heritage items in the vicinity due to the siting of the signs.

For the reasons stated above, we recommend this development application be approved by DPIE.

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