



17 December 2019

Ms Rebecka Groth
Senior Planner
Keylan Consulting Pty Ltd
Suite 2, Level 1
1 Rialto Lane
Manly NSW 2095

Dear Rebecka,

RMS STAGE 1 ADVERTISING SIGNAGE, HUNTERS HILL

Urbis Heritage responses to public and government/agency submissions respecting heritage issues for the proposed signs on the Church Street bridge, Hunters Hill are outlined in two tables below.

Table 1 – Public Submissions – RMS Signs on the Church Street overpass, Burns Bay Road, Hunters Hill

Item No.	Name / Address	Comment	Heritage Response - Urbis
1	Angus McCaffrey of Hunters Hill	I do not believe this LED billboard is in keeping with Hunters Hill as a historic village. The Hunters Hill council does not allow advertising to ensure the integrity of the suburb and this would be contrary to that vision.	The subject signs will have negligible impact on the established character of Hunters Hill. The Church Street bridge and Burns Bay Road form part of the road corridor within the locality. The proposed signs do not alter the heritage significance of the Hunters Hill Village. The signs are screened by trees and not visible from the residential sections of the area.
3	Brigid Dowsett of Gladesville	As a member of an organisation devoted to preserving the heritage of Hunters Hill, I object to the disruption of the aesthetic appeal	The proposed location of signage is on the Church Street bridge above the Burns Bay Road corridor. The bridge is not

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		<p>of the Gladesville, Tarban Creek and Fig Tree Bridges, shared by drivers travelling this route, and the crass ugliness of illuminated commercial billboards.</p>	<p>a heritage item. It forms the southern boundary of the Hunters Hill Conservation Area No 1 – The Peninsula (C1). The site adjoins the Figtree Subdivision, DP 988 (C450).</p> <p>The proposed signs on the Church Street bridge do not interrupt or detract from existing views to and from the Gladesville, Tarban Creek and Fig Tree Bridges.</p>
4	Caroline Lloyd of Hunters Hill	<p>I strongly object to the erection of LED advertising boards in Hunters Hill. This will create an eyesore and will destroy the historic value of hunters hill...Hunters hill should be maintained as a historic village - a peaceful tree lined sanctuary for its residents.</p>	<p>The Church Street bridge is not a heritage item. The proposed signs are located on a major road corridor within the Hunters Hill HCA.</p> <p>The proposed location of signage is on the Church Street bridge above the Burns Bay Road corridor. The Church Street bridge forms the southern boundary of the Hunters Hill Conservation Area No 1 – The Peninsula (C1). The site adjoins the Figtree Subdivision, DP 988 (C450).</p> <p>A visual assessment was undertaken in the HIS. It was determined the tree-lined verge along the Burns Bay Road corridor screens views to and from the subject signage. Existing views to and from the</p>

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			conservation areas and proximate heritage items are retained.
6	Lindsay Holliday of Woolwich	I object to the LED billboard proposed to be put on Church Street bridge - Hunters Hill states it is a heritage leafy suburb and has a low key image - this billboard flies in the face of this image/reputation which is what the residents are proud of.	See Heritage Response to Item No 4.
7	Maureen Flowers of Hunters Hill	I object to the intrusion of bright, ever-changing lights in a Conservation Area and the blight it will cause on the current tranquil view of treetops and Riverview College.	There are no views to and from Riverview College and the subject signage.
8	Name Withheld Name Withheld	What an eye sore particularly as I live in a conservation area that I think should be kept this way. These signs are so huge and ugly and spoil the ambience of a historical suburb like Hunters Hill.	See Heritage Response to Item No 4.
9	Name Withheld	This is a suburban area with heritage characteristics, not a high rise busy commercial zone where large advertising would be less offensive.	Transport Corridor Outdoor Advertising and Signage Guidelines (2007) states that “ <i>iv. Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance</i> ”. Urbis assessed the heritage impacts of the proposed signs



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			in the HIS. There is screening by native trees along the road corridor. The proposed signage will not be visible from suburban residential development of the Hunters Hill HCA – The Peninsula (C1).

Table 2 – Agency/organisation submissions – RMS signage on the Church Street overpass – Burns Bay Road, Hunters Hill

Item No.	Agency/organisation	Comments to Item No.	Heritage Response - Urbis
10	Hunters Hill Trust	As an organisation devoted to preserving the heritage of Hunters Hill, we object to the 'mis-match' between the simple beauty of the Gladesville, Tarban Creek and Fig Tree Bridges and their peaceful environment, which is shared by drivers travelling this route, and the crassness of illuminated commercial billboards.	<p>The proposed illuminated signs will not detract from the present oblique distant views to the Gladesville, Tarban Creek and Fig Tree Bridges.</p> <p>The proposed signage will have a negligible detrimental impact on existing views.</p>
11	Hunters Hill Council	<p>More particularly, we object to the installation of commercial signage within the Hunters Hill General Conservation Area.</p> <p>2. The proposed LED advertising signs will have adverse impacts on the character of the conservation area and the setting of the heritage items within the vicinity through the introduction of dynamic commercial advertising during both daytime and night time.</p>	<p>The proposed illuminated signs are not defined in the DA as commercial signage.</p> <p>There is no Statement of Significance for the Hunters Hill Conservation Area – The Peninsula (C1) and Figtree Subdivision, DP 988 (C450), only general statements indicating the Hunters Hill LGA “has a special character that is emphasised by the numerous and mature trees, its stone walls, natural landscape and foreshore, including heritage listing reserves and the numerous state and local heritage listed buildings”.</p> <p>The HIS discusses in detail the heritage impact of the proposed LED signs on proximate heritage items and conservation areas.</p>

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			<p>The proposed signs on the Church Street bridge have minimal detrimental visual impact on the Hunters Hill Hotel (I479) , a heritage item of local significance.</p> <p>The signs are proposed to be placed at an oblique angle to the building in line with the upper bar of the present railing. Furthermore, roadside plantings in Joubert Street. opposite the hotel, screen views to and from the subject site.</p> <p>A visual analysis was undertaken in the HIS to assess the impacts of the proposed signs on proximate heritage items. The analysis found there was minimal visual impact.</p>
12	Hunters Hill Council	<p>Since the overpass bridge and Burns Bay Road are appurtenant structures and part of the "way" associated with the State Heritage Register (SHR) listed Gladesville Bridge, the impacts on the setting of this item are detrimental. Despite the fact that the signs will not be within the SHR curtilage of the Bridge and indicated on State Heritage Register Plan 2625, they will nonetheless be visibly intrusive within the setting of the State Heritage listed Gladesville Bridge.</p>	<p>As the Council affirms in its submission, the subject site is distant from the SHR listed Gladesville Bridge (Listing Number 01935). The Church Street overpass is also distant from the northern boundary of the defined curtilage of the SHR. (See Figure 1). The Statement of Significance for Gladesville Bridge makes no reference to the appurtenant structures and roadways and are not included as part of the curtilage.</p> <p>There is no sight line from the identified northern boundary of the curtilage of the SHR item to the subject site. There is no view of the outward bound (south) side of the Church Street bridge</p>

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13	Hunters Hill Council	<p>The LED signs will intrude into views to and from the Gladesville Bridge when travelling along Burns Bay Road in both southbound and northbound directions and will have adverse impacts on the setting of the Bridge and the associated way. In this regard, the "...historical and contemporary relationships..." with the bridge and "... views to and from.. ." the bridge will suffer adverse setting impacts.</p>	<p>approach along the Burns Bay Road on the outward run until Tarban Creek Bridge.</p> <p>The proposed signage on the Church Street bridge will have no detrimental impact on the heritage significance of the SHR item and its curtilage and setting.</p> <p>As the Gladesville Bridge, an SHR item, is some distance from the subject site this was not included in the HIS.</p> <p>There are only distant views to and from the Gladesville Bridge an SHR item and the proposed signage.</p> <p>Statement of Significance: "<i>Gladesville Bridge has state heritage significance as the longest concrete arch span bridge in the world at the time of its completion in 1964 (1000 feet). One of only two of its type in NSW, Gladesville Bridge is considered to be a leading example of technical and engineering achievement on the international stage.</i></p> <p><i>An innovative design that set new global standards for design and construction, Gladesville Bridge was one of the first bridges in the world (if not, the first) to utilise computer programming in its construction.</i></p> <p><i>With particular social significance and an important association with a number of internationally acclaimed engineers and engineering firms (including G.</i></p>

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			<p><i>Maunsell & Partners and Eugene Freyssinet), Gladesville Bridge is one of the landmark engineering achievements of the world.”</i></p> <p>See Heritage Response to Item No 12.</p>
14	Hunters Hill Council	It is considered that the proposal is contrary to Regulation 17(3)(a) of SEPP No.64 - Advertising and Signage in that the proposal is not acceptable in terms of its impacts not being compatible with the amenity and visual character of the surrounding area and, hence, is not permitted in this location.	<p>See Heritage Response to item Nos 12 and 13.</p> <p>The planner will comment further on this item.</p>
15	Hunters Hill Council	The illuminated advertising sign that is proposed to be installed on the southern side of the overpass will detrimentally appear in the foreground views to Hunters Hill (Heritage Item No.1479 - the Hunters Hill hotel), when viewed from Durham Street, which provides pedestrian egress from the nearby Tarban Creek bridge.	<p>The Urbis view analysis concludes there is no sight line to the Hunters Hill Hotel (Item I479) from Durham Street. A visual assessment was undertaken in the preparation of the HIS. Views were examined from the adjoining roads and pedestrian pathways north and south of the Church Street bridge. Mature tree plantings along the Burns Bay Road corridor screen views to and from the subject site.</p> <p>Urbis assesses there is minimal detrimental visual impact on views of the Hunters Hill Hotel (I479) from the proposed signs</p>
16	Heritage NSW	The signs proposed for either side of the Church Street overpass are not considered to have any adverse impact on the	See Heritage Response to Item no's 12 and 13.

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		<p>identified State values of the Gladesville Bridge as they would be too distant, except potentially in glimpses when travelling across the bridge, to generate a negative visual impact.</p> <p>Similarly, the cultural landscape of The Priory is separated from the Church Street overpass and the identified values are unlikely to be impacted by the proposed signs. Whilst the signs may be partially visible from some parts of the curtilage, they will not obstruct significant views to important elements within the SHR curtilage.</p> <p>The signs would have no physical impacts on either SHR items in the vicinity.</p>	<p>As, The Priory, a SHR cultural landscape, is some distance from the subject site this was not included in the HIS.</p>

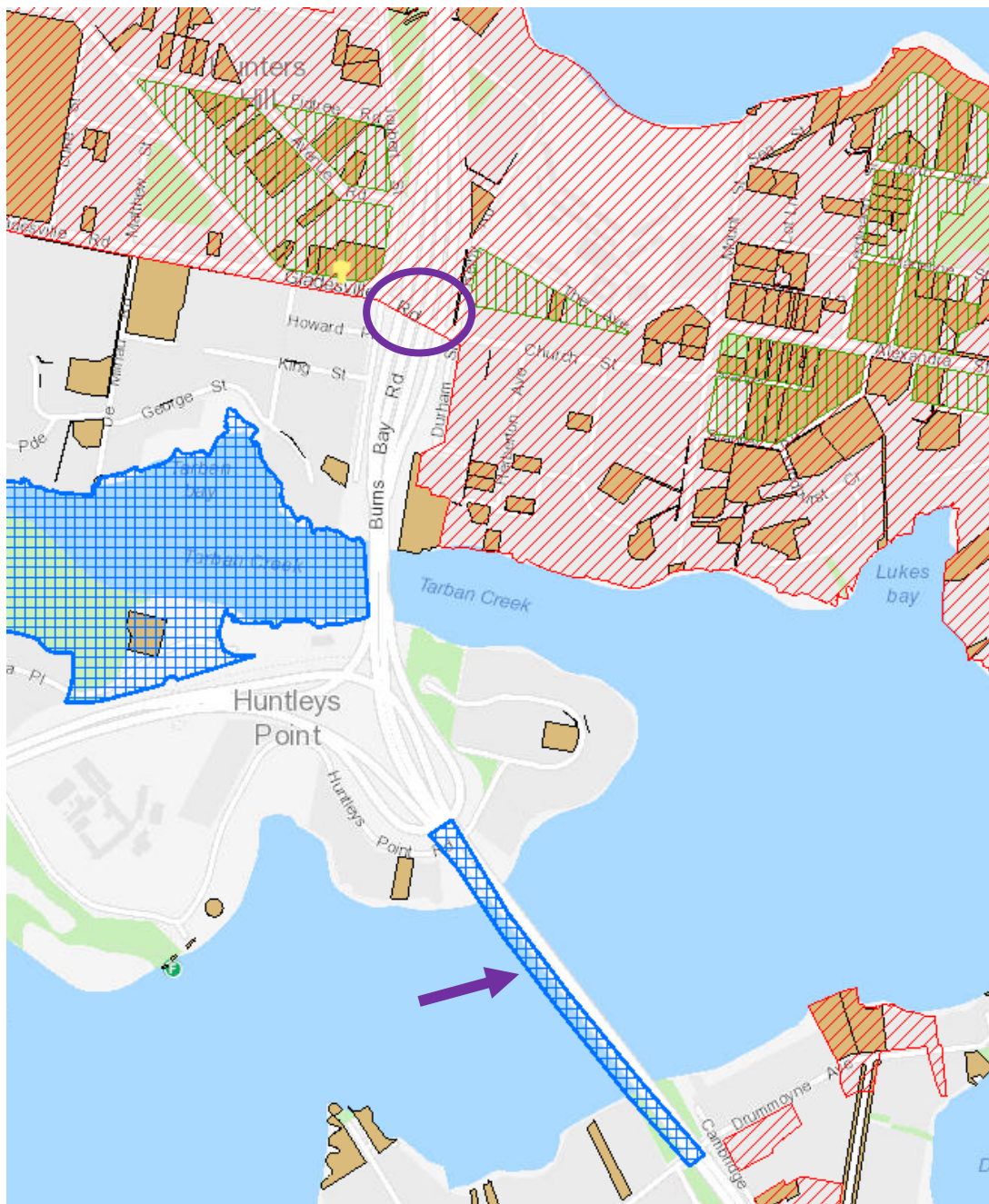


Figure 1 - State Heritage Register Curtilage for Gladesville Bridge (indicated by purple arrow) and proximate heritage items (local) coloured in ochre, heritage conservation hatched in red and landscape conservation areas hatched in green. Subject site circled purple.

Source: planning.portal.nsw.gov.au



Should you have any comments or queries on this matter, please do not hesitate to contact me on (02) 8424 5128.

Yours sincerely,

A handwritten signature in cursive script that reads "L. Masson".

Leonie Masson
Senior Consultant, Historian /Heritage