

HOLDMARK PLANNING PROPOSAL MELROSE PARK SOUTH

Melrose Park, NSW

Heritage Assessment & Heritage Impact Statement



Prepared to accompany Planning Proposal
by COX Architecture
for Holdmark Property Group

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Report Register

The following table is a report register tracking the issues of the *HOLDMARK PLANNING PROPOSAL MELROSE PARK SOUTH, Heritage Assessment & Heritage Impact Statement* prepared by Tropman & Tropman Architects. Tropman & Tropman Architects operate under a quality management system, and this register is in compliance with this system.

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Abbreviations:

TTA: Tropman & Tropman Architects
 COX: Cox Architecture
 CPC: City of Parramatta Council
 CRC: City of Ryde Council
 PP: Planning Proposal
 DA: Development Application

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1.0 INTRODUCTION

1.1 Brief

Holdmark Property Group is in the process of preparing documentation for lodgement and approval of a Planning Proposal (PP) for the Holdmark sites (Holdmark East & Holdmark West sites) within the Melrose Park South Precinct in the City of Parramatta Council – refer to Figure 1.

The purpose of the Planning Proposal is to:

- To recommend appropriate locations, heights and densities for urban renewal and specifically residential and employment development;
- To outline the infrastructure required to support an intensification of land uses eg open space, educational establishments, roads etc.

The Melrose Park South Structure Plan has been adopted by the City of Parramatta Council to assist in guiding and informing current and future Planning Proposals (PP) (rezoning applications) within the precinct.

The aim of this report is to identify and assess the heritage elements of the subject site precinct and review the proposed Planning Proposal for the Holdmark East and Holdmark West sites only, to produce a statement of heritage impact relating to heritage opportunities and constraints within the Melrose South Precinct. This document consists of Part 1: Heritage Assessment and Part 2: Heritage Impact Statement.



Figure 1: Holdmark sites within Melrose Park South Precinct & adjacent Melrose Park North Precinct
Source: Google Maps

1.2 Study Area

For the purposes of this report the *place*, as defined in the Burra Charter is to be known as the subject site or study area.

The Holdmark Sites, Holdmark West and Holdmark East are located within the precinct, known as Melrose Park South, which is bound by Hope Street to the north, Wharf Road to the east, Atkins Road to the west and the Parramatta River to the South. The heritage buildings on and adjacent to the subject site are identified in Item 2.2 Heritage Listing.

1.3 Methodology

The method follows the New South Wales Department of Planning Heritage Office publication Assessing Heritage Significance July 2001 and guidelines provided by the NSW Heritage Office publication Statements of Heritage Impact (2002).

1.4 Limitations

This report is limited to a Heritage Assessment of the existing subject site and heritage items within and adjacent site and a Heritage Impact Statement of the proposed Planning Proposal on the subject site. Limited historical research was undertaken. An analysis of condition of the fabric of the subject property was limited to visual inspection undertaken by the author during one site visit. No intervention to fabric was undertaken.

1.5 Author Identification

This report has been prepared by:

John Tropman	Director, Heritage Conservation Architect
Scott Murray	Senior Project Architect, Urban Designer
Wan Hoe Goh	Project Architect

Note: Unless otherwise stated, all images are by the authors and were taken during the course of this study.

1.6 Previous reports, available information and background material

This report has been prepared with the use of the following references:

- *Melrose Park Southern Structure Plan, HA & HIS, 1st November 2017, prepared by Tropman & Tropman Architects;*
- *Melrose Park Northern Structure Plan, 11 Sept 2017, prepared by Payce;*
- *HIA Lot 100 DP 853170, Lot 1 DP 519737, Lot 6 and 7 DP 511531, Lot 1,2 and 3 DP127049, Wharf Road Melrose Park, May 2016, prepared by Hector Abrahams;*
- *HIA Wharf Road, Melrose Park (Item 311), Feb 2016, Geoffrey Britton.*
- *Melrose Park Urban Design Report: Planning Proposal for Mixed Use Development Holdmark Pty Ltd, Cox Architects, 16.05.16;*
- *Melrose Park Planning Proposal, COX Architecture, May 2022.*



Figure 2: Subject site – Holdmark sites within Melrose Park South Precinct. Source: Google Maps

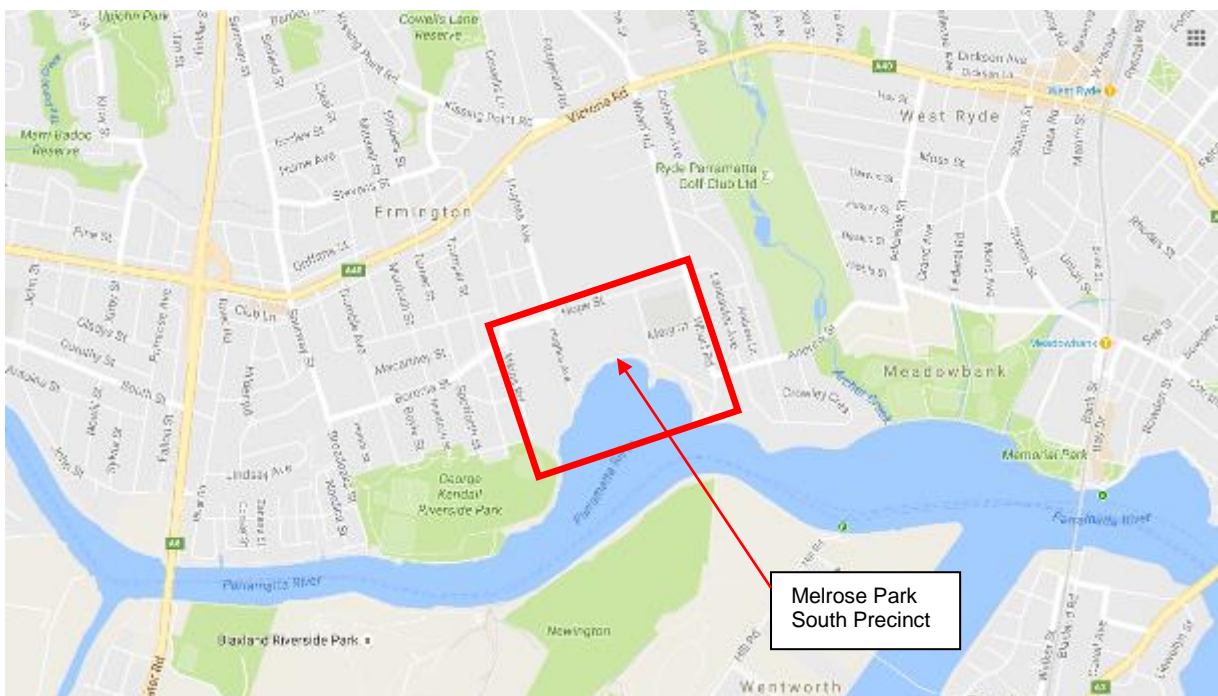


Figure 3: Subject site – Melrose Park South Precinct within City of Parramatta Council LGA. Source: Google Maps

PART 1: HERITAGE ASSESSMENT

2.0 DOCUMENTARY EVIDENCE

2.1 HISTORY

Prior to the arrival of the First Fleet in 1788, the Wallumedegal or Wallumede clan of the Darug people were the traditional owners of present-day Melrose Park, which they called Wallumetta.

Melrose Park is located within the parish of Field of Mars, which was part of the eight grants given in 1792 to former marines that arrived on the First Fleet. In 1803, the former marines subsequently sold the present-day subject site to prominent colonial figure, Reverend Samuel Marsden who was a chaplain and magistrate.

He was also a well-known farmer where at one-point Governor Philip King referred Marsden as “the best practical farmer in the colony”. His ability and success in agriculture and wool production established the farming and agricultural development in the region till mid-20th century.

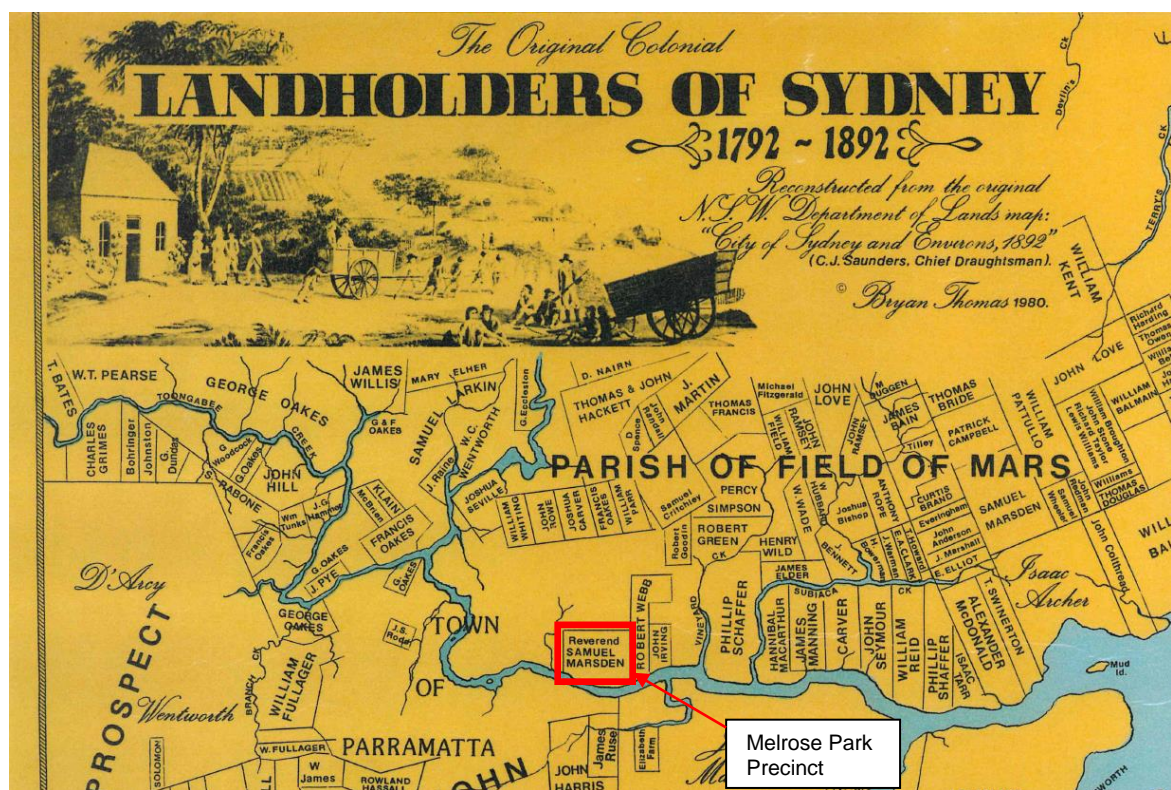


Figure 4: The Original Colonial Landholders of Sydney 1792-1892, note location of Melrose Park. (Source: Parramatta Heritage Centre Map Collection)

Reverend Samuel Marsden owned the land (part of subject site) on the west side of present-day Wharf Road where as the eastern side was owned by Major Edmund Lockyer. Lockyer acquired the land from Isaac Archer (part of the eight grants to former marines) in 1826.



Figure 5: Old Wharf Road during c.1819 prior to the establishment of present-day Wharf Road.
(Source: State Library NSW Mitchell Map Collection Maps/0033)

During c.1817, Governor Lachlan Macquarie expanded the public works programme where many new buildings were built for Sydney and Parramatta such as Hyde Park Barracks. Most of the materials especially timber was supplied from Pennant Hills and transported to Sydney. This led to the construction of present-day Wharf Road (formerly known as Pennant Hills Road) and Ermington Wharf (formerly Pennant Hills Wharf).

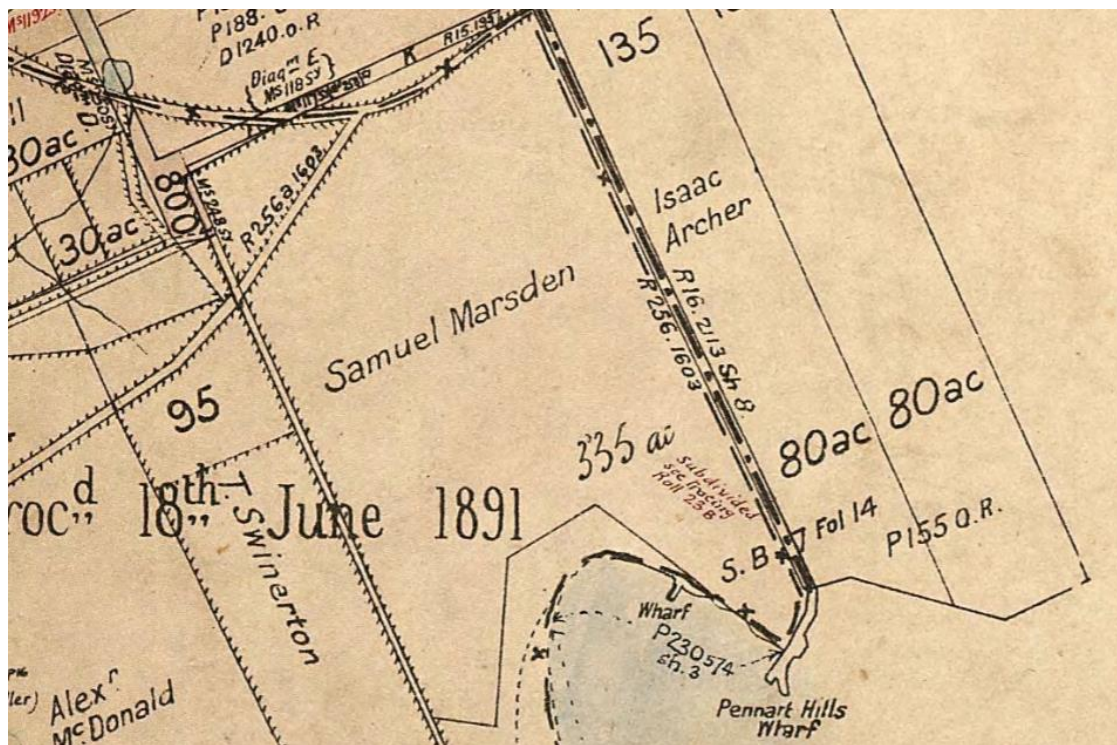


Figure 6: Wharf Road alignment to Marsden's 335 acre boundary and Pennant Hills Wharf
(Source: NSW Land Registry)

The alignment of present-day Wharf Road is consistent with the boundaries of the landholders, Reverend Samuel Marsden on the west and Major Edmund Lockyer in the east (formerly Issac Archer). The establishment of this vital transportation route allowed the huge timber logs to be transported with bullock carts to the Pennant Hill Wharf.

Pennant Hills Wharf played a vital economic role in the region for transportation of timber at Pennant Hills and other produce to Sydney Harbour via Parramatta River. It was also known as the Government Wharf due to its importance and contribution to the region. Major Edmund Lockyer even constructed his two-storey Georgian mansion (Errington House) adjacent to the Wharf as he acquired and consolidated more land in this region.

Several other private wharves like Lockyer's Wharf (c.1926) were also constructed to meet the growing demand of transportation of goods via Parramatta River.



Figure 7: 1841 Subdivision Plan showing multiple wharves on the Parramatta River.
Source: State Library of NSW M Z/M2 811.1423/1841/1

By early 1840s, Lockyer and Elizabeth Marsden (daughter of Reverend Samuel Marsden) acquired large portions of land now known as the village of Ermington. The economic depression during that period initiated the sale and subdivision of the estate into multiple farm and orchard estates. This was also the period where the large estate was cut into two districts where it was incorporated into both the City of Parramatta and City of Ryde Councils.



Figure 8: 1858 Subdivision Plan showing farming & agricultural activity including water dams.
Source: State Library of NSW Subdivision Plans.

The transition of Ermington Village into a rural farming area established well known poultry farms, orchards and plant nurseries such as the Swane Brothers, Lindsay's dairy, Vines' Riding School, Rogers' Riding School, Dovgan's Poultry Farm, Southeron's Nursery, Edwards' Rose Nursery, Cahill's Nursery, Palmer's Nursery and a Chinese market garden.

The close proximity of Pennant Hills Wharf allowed the fresh produce to be transported with steamers to Sydney quickly and Ermington village quickly became a significant site for farming and agriculture.



Figure 9: Ermington House and Pennant Hills Wharf, steamers and the Wetlands c.1854.
(Source: SLNSW SSV/25)

Pennant Hills Wharf subsequently continued to play an important transportation role from the mid-19th century into early 20th century for the growing rural farming activity in the region.

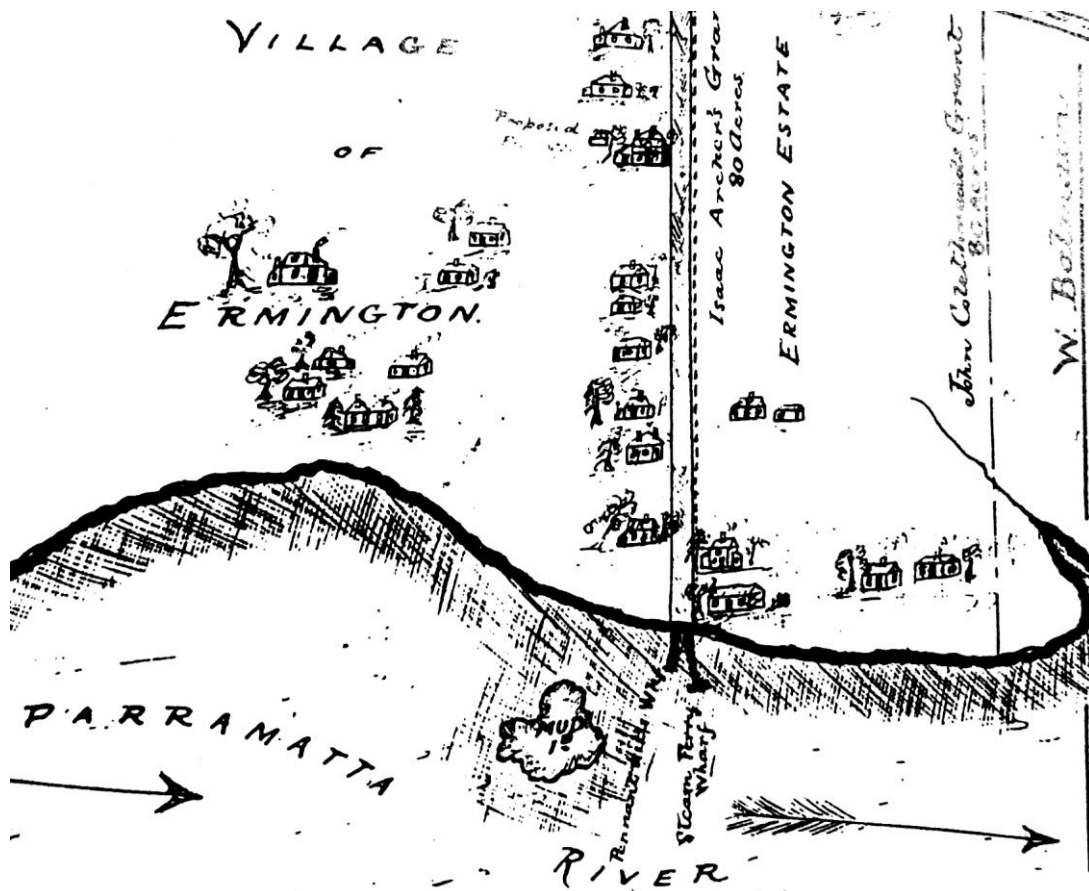


Figure 10: A growing Village of Ermington, c.1880
(Source: Parramatta, A Past Recorded, Kass, Liston, McClymont, 1996)



Figure 11: Early historical image of the Former Pennant Hills Wharf, also known as the Ermington Wharf. (Source: Hornsby Shire Recollects, Item 1250)

Even until the early 1940s, the western part of Wharf Road largely remained a rural farming area despite the growing number of housing estates on the eastern side (City of Ryde), as seen from the aerial photograph of Melrose Park c. 1943.



Figure 12: 1943 aerial map of the rural farming activity in Melrose Park South
Source: SIX MAPS

However, after World War I, with the available space, Ermington became a growth centre for employment and population growth due to its strategic central proximity to both the City of Parramatta and City of Sydney. Proposed planning of industrial areas and community living in Ermington began as early as 1919, as shown in the proposed subdivision plans below.

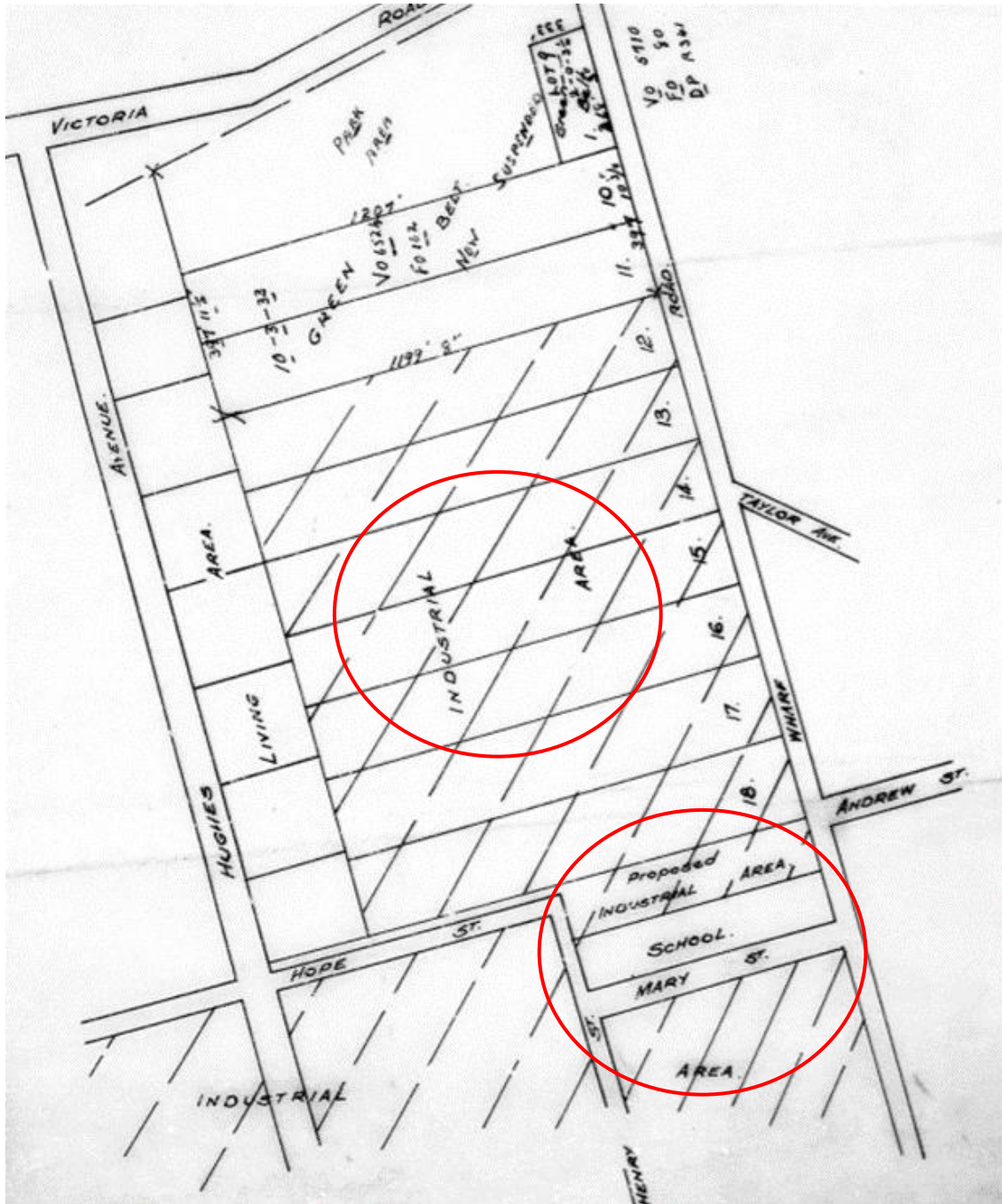


Figure 13: Ermington Subdivision Plan of 1919 showing the proposed planning of industrial areas
Source: State Library of NSW Z/SP/E11/7

The sudden escalation of World War 2 disrupted these plans for growth as noted in the aerial photograph of Melrose Park in c.1943 shown in Figure 12. After World War 2, the planning proposal resumed and Ermington / Melrose Park established food processors, cosmetic and pharmaceutical factories and warehouse, most notably British and American companies such as Pfizer, GlaxoSmithKline and Eli Lilly.



Figure 14: 1959 Subdivision Plan of Melrose Park
Source: NSW Land Titles

By 1959, the transformation of rural farming Ermington Village into an industrial area was completed. The establishment of adjacent housing estates and community school (Melrose Park Public School in c.1944) created enormous growth in population due to the close proximity of employment opportunities and community living.

This subsequently led to the creation of new social routes between neighbouring suburbs and further establishment of more industrial areas in the region.

2.2 Heritage Listings

The Holdmark sites are not located within a Conservation Area. The heritage item buildings on and adjacent to the subject site are identified on City of Parramatta Council and City of Ryde's heritage map and historical maps – refer to Figures 15 & 16 and Table 1, 2 & 3.

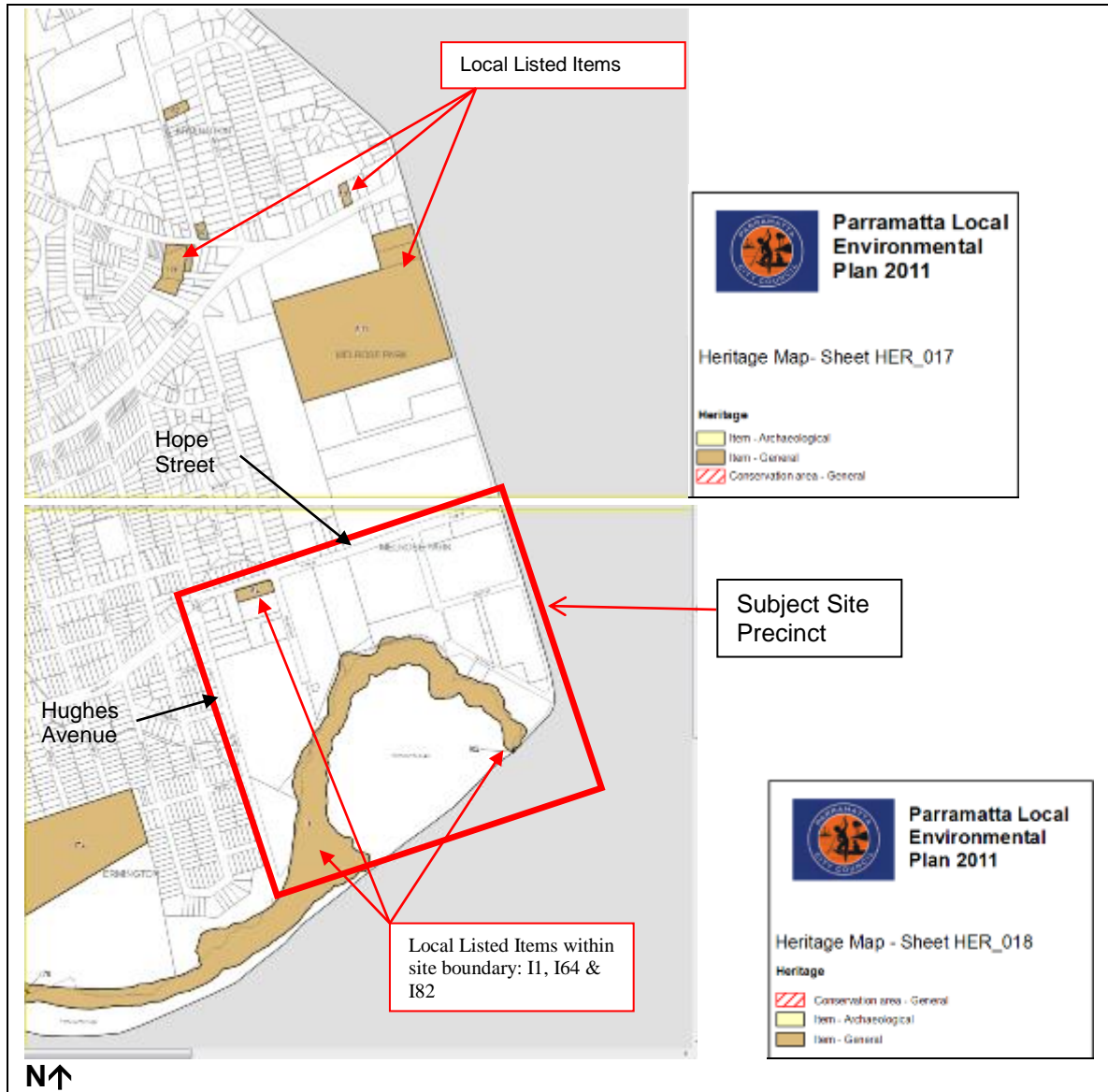





Figure 15: Heritage Map from Parramatta Local Environmental Plan 2011, (Current version for 23 September 2016 to date (accessed 10 November 2016 at 12:47)

TABLE 1: Parramatta Local Environmental Plan 2011: Schedule 5 Environmental heritage					
Suburb	Item name	Address	Property description	Significance	Item no
Camellia (& Ermington; Parramatta; & Rydalmere)	Wetlands	Parramatta River		Local	I1
Ermington	Bulla Cream Dairy	64 Hughes Avenue	Lot 1, DP 128574	Local	I64

Ermington	Single storey residence	400 Kissing Point Road	Lot 2, DP 502823	Local	I68
Ermington	St Mark's Church of England Church	471 Kissing Point Road	Lots 1 and 2, DP 997077; Lot 2, DP 523071	Local	I69
Ermington	Single storey residence	473 Kissing Point Road	Lot 21, Section A, DP 2916	Local	I70
Ermington	Well	38A Spofforth Street (George Kendall Reserve)	Lot 7313, DP 1157169	Local	I74
Ermington	Ermington Wharf	Wharf Road (end of)		Local	I82
Granville	Conjoined residences	28 and 30 Spring Garden Street	Lots 12A and 12B, DP 447591	Local	I181
Melrose Park	Landscaping (including millstones at Reckitt)	8 and 38-42 Wharf Road	Lots 8 and 9, DP 111186; Lot 10, DP 1102001	Local	I311



Heritage Map
 Sheet HER_003

- Heritage**
-  Conservation Area - General
 -  Item - General
 -  Item - Archaeological

Cadastral
 Base data 01/01/1999. © Land and Property information (LPI) Addendum data 04/08/2016.
 © City of Ryde.

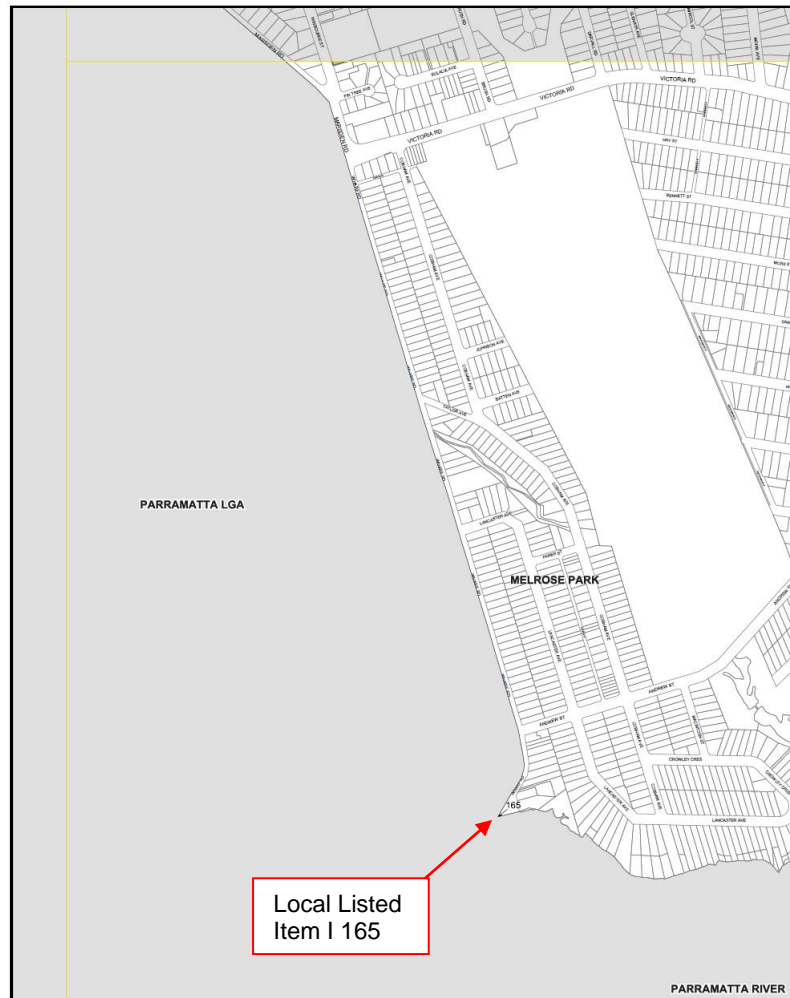


Figure 16: Heritage Map from City of Ryde Local Environmental Plan 2014, note item I 165.

TABLE 2: Parramatta Local Environmental Plan 2014: Schedule 5 Environmental heritage					
Suburb	Item name	Address	Property description	Significance	Item no
Melrose Park	Wharf	Wharf Road		Local	I 165

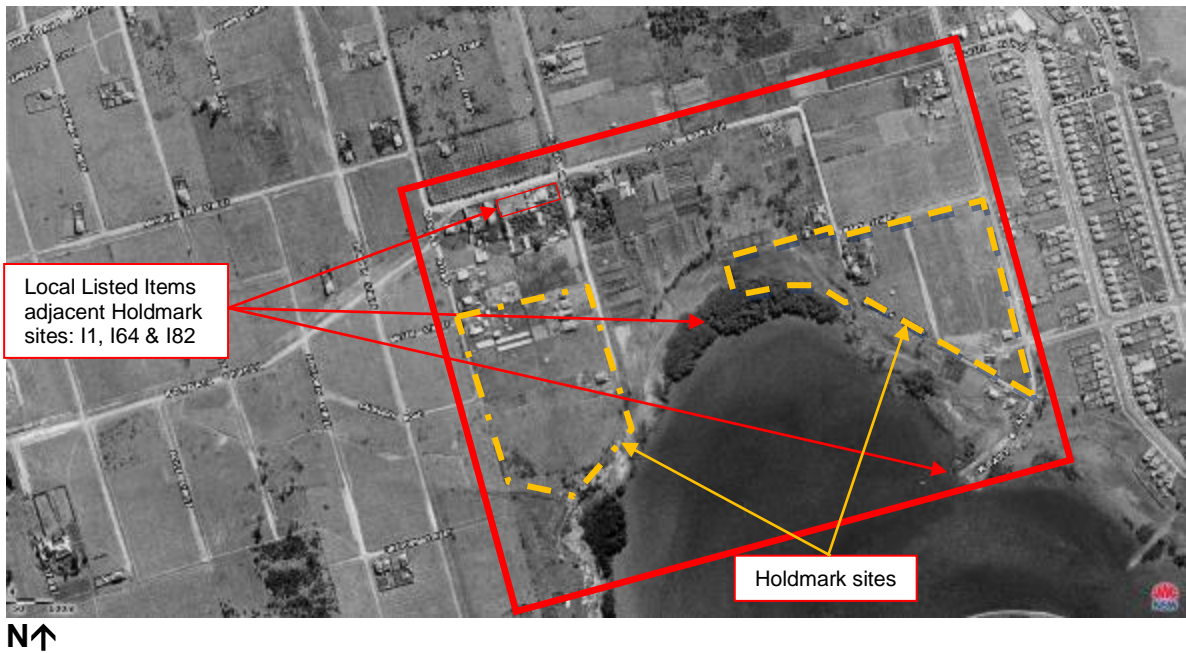


Figure 17: 1943 Aerial Image (Source: Six Maps NSW Planning)

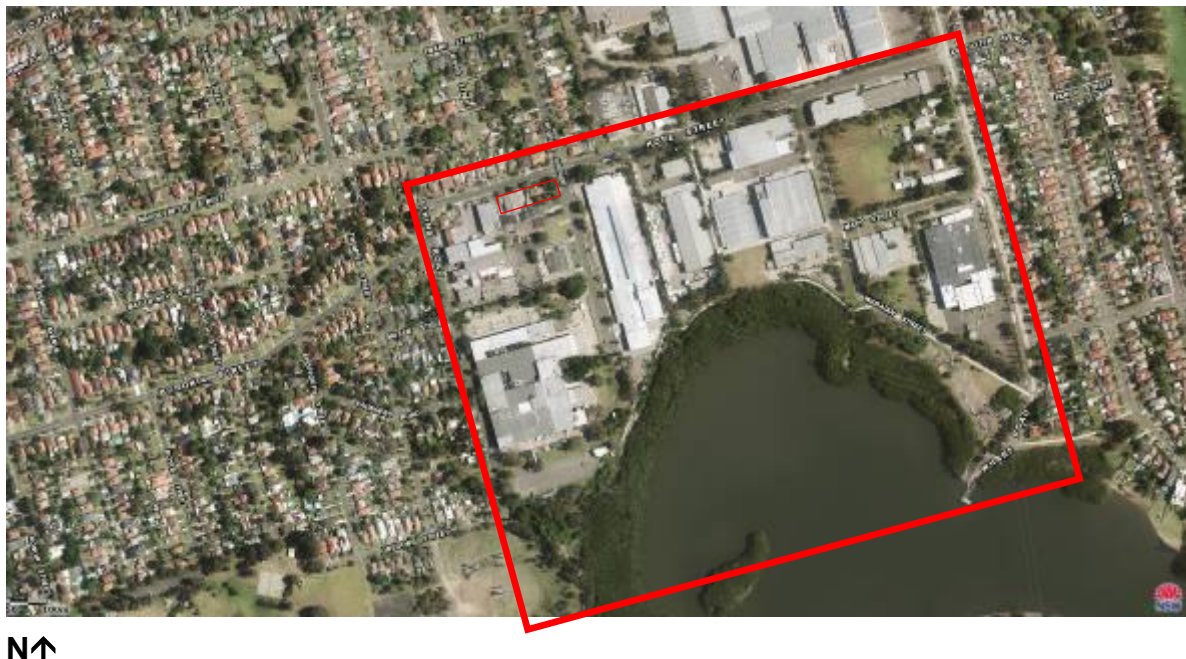
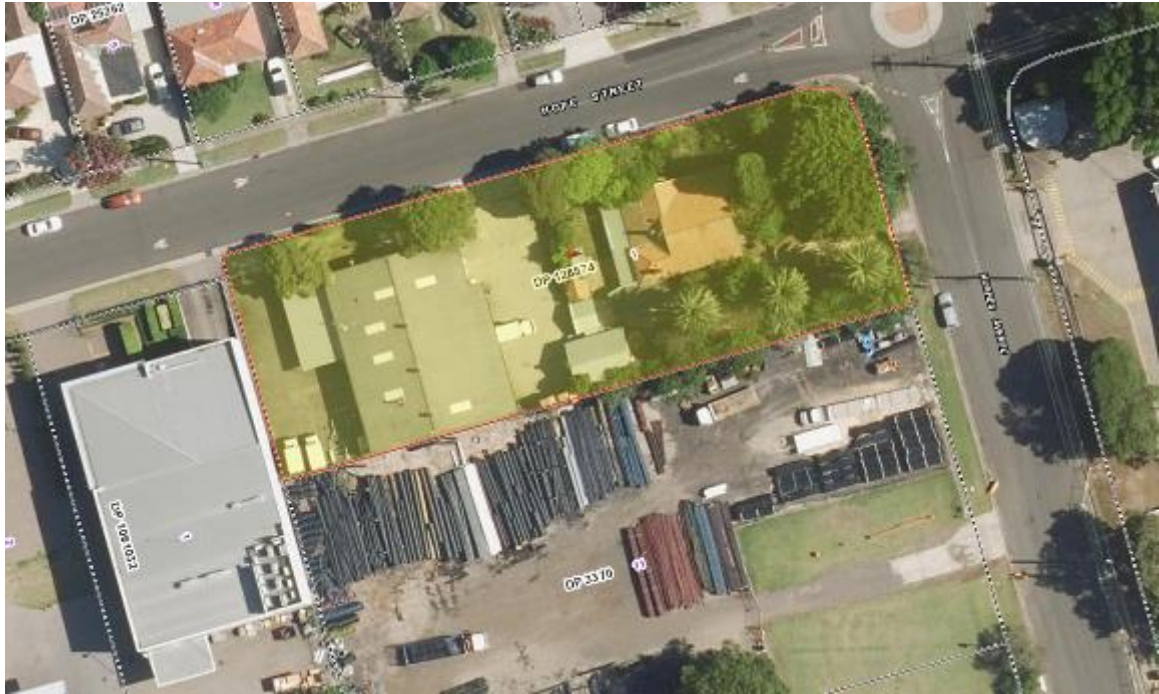


Figure 18: Recent Aerial Image (Source: Six Maps NSW Planning)



N↑
Figure 19: Curtilage of Item 64: Bulla Cream Dairy, 64 Hughes Avenue, Ermington
(Source: Six Maps NSW Planning)



N↑
Figure 20: 1943 aerial image of Item 64: Bulla Cream Dairy, 64 Hughes Avenue, Ermington
(Source: Six Maps NSW Planning)

The Ermington wharf, formerly known as the Pennant Hills Wharf and other adjacent heritage items are also identified in the Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005 – Schedule 4, as shown in Table 2 below.

TABLE 3: Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005 Schedule 4 – Heritage Items				
Part 1 – Heritage Items in Parramatta River Area				
Item No.	Local Government Area	Name or description of heritage item	Address	S = State Significance
39	Parramatta	Wharf and Reserve	George Kendall Reserve, Ermington	blank
40	Parramatta	Former Pennant Hills Wharf	Wharf Road, Ermington	blank
41	Ryde	Former Log Road and Private Wharf	Continuation of Cobham Street, Melrose Park, West Ryde	blank



Figure 21: 1943 aerial image of Heritage Item: Ermington Wharf / Former Pennant Hill Wharf
 (Source: Six Maps NSW Planning)

2.3 Other Surviving Heritage Elements

The subject site has a number of surviving built heritage elements, possibly since the 19th century rural farming period through the industrial period in c.1950s until today, such as the cottage on 61 Atkins Road.

Cottage - 61 Atkins Road

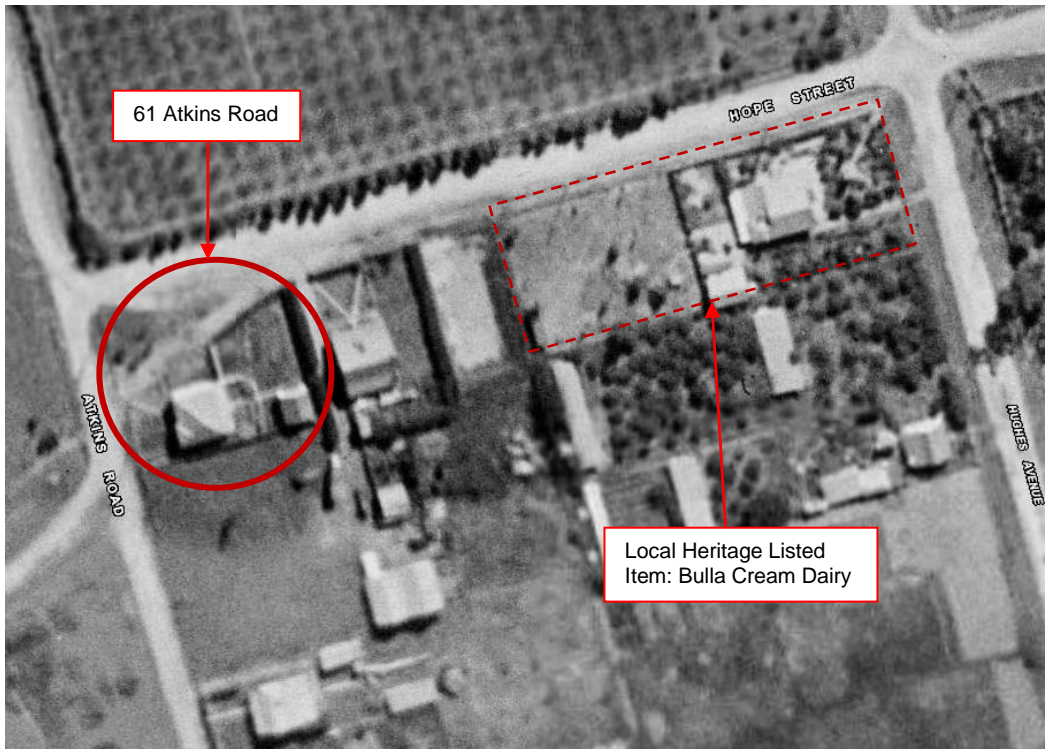


Figure 22: Early historical image c.1943 of the cottage adjacent to the Bulla Cream Dairy.
(Source: Six Maps NSW Planning)



Figure 23: Current image of the surviving cottage adjacent to the Bulla Cream Dairy.
(Source: Six Maps NSW Planning)

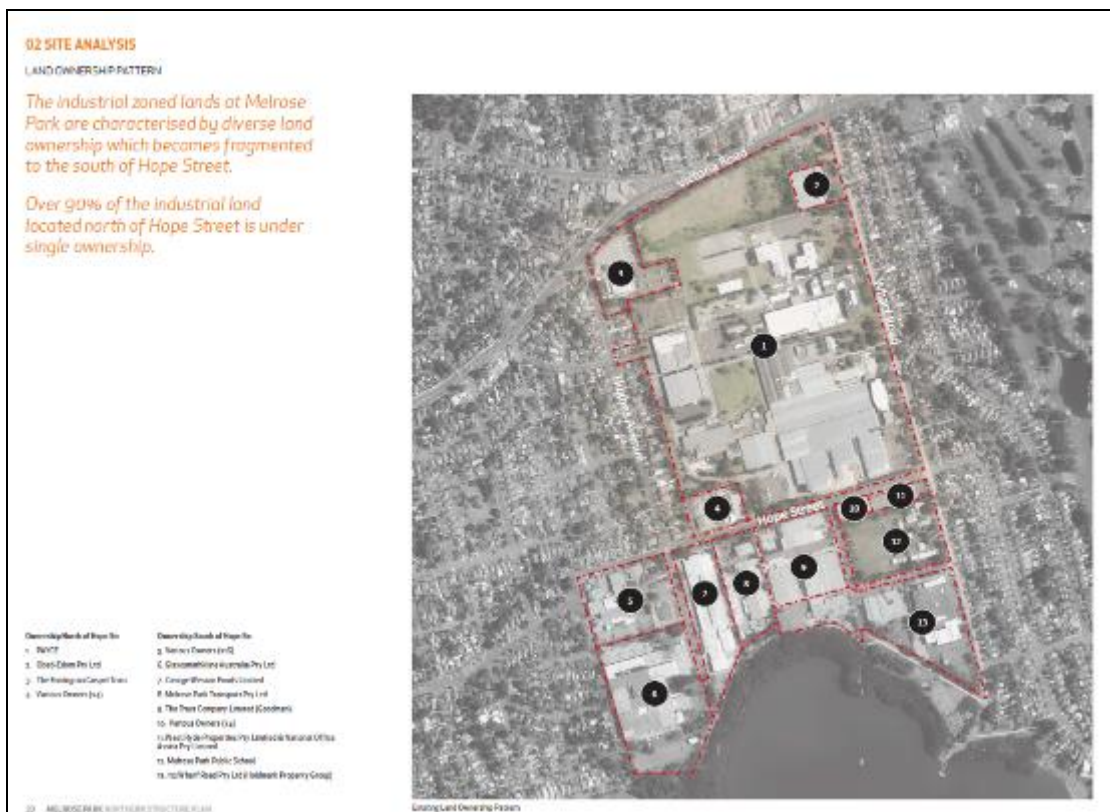
3.0 PHYSICAL EVIDENCE

The following photographs give a brief inventory of the Melrose Park South precinct and adjacent streetscape physical features. The physical evidence of the subject site was investigated through non-intrusive observation of the fabric.

3.1 Subject Site Precinct

Melrose Park is currently an industrial precinct zoned IN1 General Industrial – Figure 15. Figure 16 indicates a spatial analysis of the large-scale building footprints created by the industrial building complexes. In July 2016, Council adopted an Employment Lands Strategy (ELS). The ELS outlined that the Melrose Park precinct, given a restructure in the pharmaceuticals industry, was well suited to accommodate urban renewal development and recommended that one Structure Plan be prepared to guide future and current Planning Proposals (rezoning applications).

The Melrose Park South Structure Plan has been adopted by the City of Parramatta Council to assist in guiding and informing current and future Planning Proposals (PP) (rezoning applications) within the precinct.



N↑
 Figure 24: Site Analysis: Land ownership

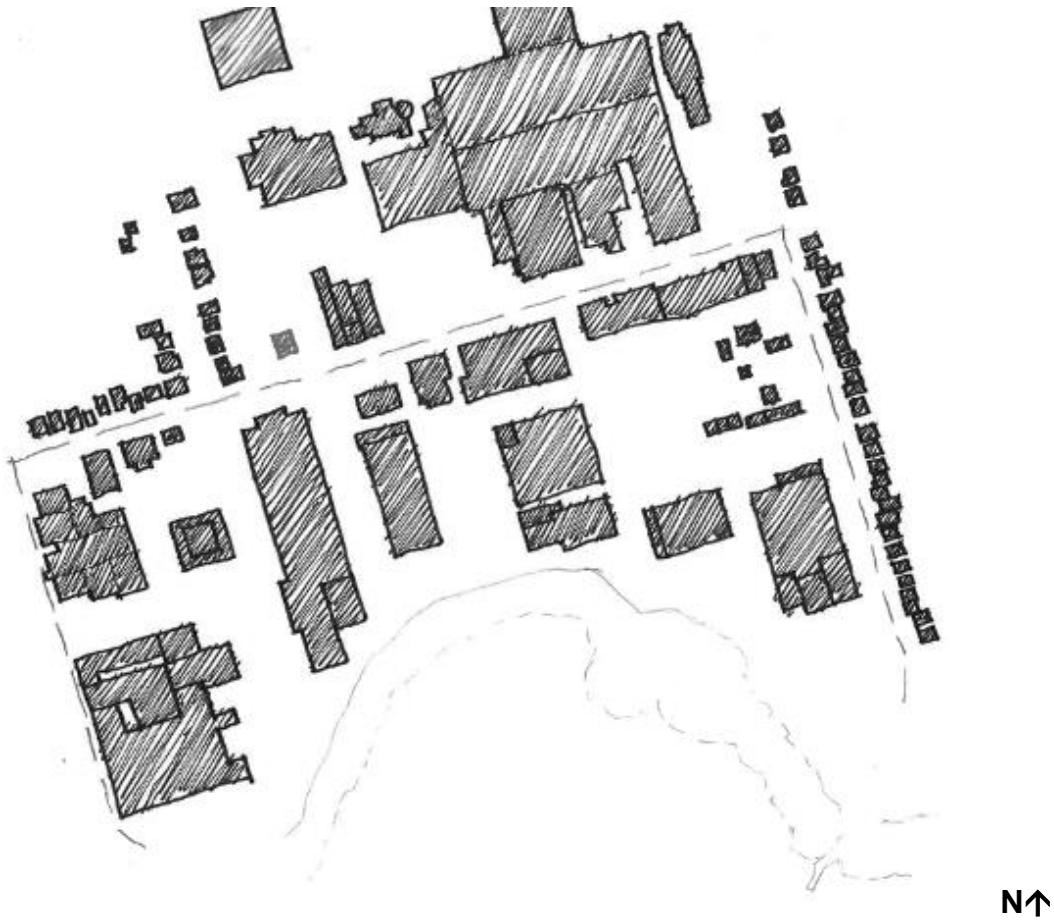


Figure 25: Site Analysis: Figure Ground Analysis of Building Footprints in subject South Precinct



Figure 26: Site Analysis: Birds eye view of Wetlands within South Precinct (Source: <https://www.bing.com/maps>)



Figure 27: Site Analysis: Birds eye view of Wetlands within South Precinct and adjacent Parramatta River
(Source: <https://www.bing.com/maps>)

3.2 Existing Landscapes & Streetscapes

3.2.1 Existing Landscapes

The existing wetland is a dominant element located on the southern edge of the South Precinct. The Ermington Wharf (formerly Pennant Hills Wharf) provides a significant public connection with the wetlands, Parramatta River and the associated ferry service. The associated wharf ramp provides public access for boats to Parramatta River – refer to Figures 19 & 20. Both wetland and Ermington Wharf are of heritage significance.



Fig. 28: Commemorative Plaque



Fig. 29: Ermington Wharf (Heritage Item 82) – Wharf Rd



Fig. 30: Wetlands (Heritage Item 1) – Parramatta River & Wharf Rd.



Fig. 31: Wetlands (Heritage Item 1) – Wharf Rd.

3.2.2 Wharf Road, Waratah Street & Mary Street

The existing streetscape of the subject site is characterised by a mix of large footprint, low scale light industrial warehouse buildings adjacent and suburban single storey residential dwellings – refer to Figures 22-27

Note the row of mature Eucalyptus trees along the south of Wharf Road and southern end of the Eli Lilly factory. It is consistent with the 19th century rural character of the landscape in this precinct.

Wharf Road is a major traffic route, connecting main traffic from Victoria Road to Ermington Wharf (Heritage Item), Hope Street and Andrew Street. Wharf Road is also the boundary line for City of Ryde Council where there is a number of surviving 19th to 20th century cottages along Wharf Road.



Fig. 32: Looking onto Wharf Road from Andrew Street. Note the row of Eucalyptus trees along Wharf Road.



Fig. 33: Looking south of Wharf Road with the row of Eucalyptus trees on the right. Note the towering development at Wentworth Point in the horizon.



Fig. 34: At the corner of Waratah Street and Wharf Road. Note the row of Eucalyptus trees.



Fig. 35: Looking North West towards Waratah Street which is partially a shared pedestrian and bike path.



Fig. 36: Austral Engineering, a c.1950s factory on Mary Street, opposite the Melrose Park Public School.



Fig. 37: Eli Lilly Australia, a c.1960s factory on Wharf Road

3.2.3 Hope Street, Hughes Avenue & Atkins Road

The existing streetscape of the subject site is characterised by a mix of large footprint, low scale light industrial warehouse buildings adjacent and suburban single storey residential dwellings – refer to Figures 28-47. Street edges are generally lined with a grassed verge and established trees are located within property boundaries.

The local heritage item, Bulla Cream Dairy is located along Hope Street.



Fig. 38: Existing Industrial



Fig. 39: Existing Industrial



Fig. 40: Existing Industrial



Fig. 41: Existing Industrial



Fig. 42: Existing Industrial



Fig. 43: Bulla Cream Dairy (Heritage Item 64) – Hughes Street



Fig. 44: Bulla Cream Dairy (Heritage Item 64) – Hughes Street



Fig. 45: Bulla Cream Dairy (Heritage Item 64) – Hughes Street



Fig. 46: Bulla Cream Dairy (Heritage Item 64) – Hope St



Fig. 47: Bulla Cream Dairy (Heritage Item 64) – Hope St



Fig. 48: Existing Industrial



Fig. 49: Existing Industrial



Fig. 50: 61 Atkins Road, surviving early cottage

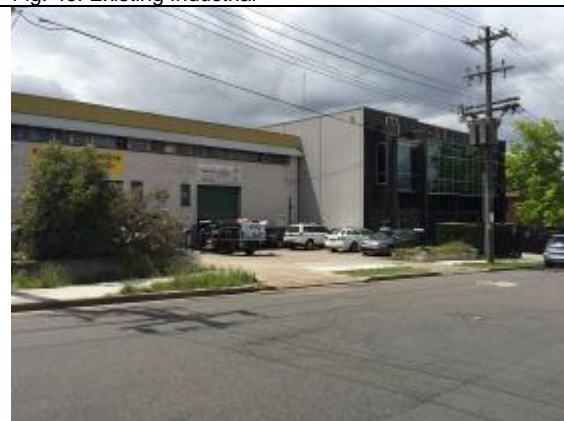


Fig. 51: Existing Industrial



Fig. 52: Typical adjacent suburban residential



Fig. 53: Typical adjacent suburban residential



Fig. 54: Typical adjacent industrial



Fig. 55: Existing Industrial



Fig. 56: Existing Industrial



Fig. 57: Existing Industrial

4.0 ASSESSMENT OF SIGNIFICANCE

4.1 Assessment of Melrose Park South Precinct & associated Heritage Items

This assessment of heritage significance is for the Heritage items surrounding the subject site precinct (Melrose Park South Planning Proposal) has been based on the criteria and guidelines contained in the NSW Heritage Manual *Assessing Heritage Significance* produced by the NSW Heritage Office.

State significance means significance to the people of NSW. **Local** significance means significance within the local government area.

Legend:

- ✓ Guideline applicable
- Guideline not applicable

4.1.1 Criterion (a)

An item is important in the course, or pattern, of NSW's cultural or natural history (or the cultural or natural history of the local area).

	Guidelines for inclusion		Guidelines for exclusion
—	<ul style="list-style-type: none"> • shows evidence of a significant human activity 	—	<ul style="list-style-type: none"> • has incidental or unsubstantiated connections with historically important activities or processes
✓	<ul style="list-style-type: none"> • is associated with a significant activity or historical phase 	—	<ul style="list-style-type: none"> • provides evidence of activities or processes that are of dubious historical importance
—	<ul style="list-style-type: none"> • maintains or shows the continuity of a historical process or activity 	—	<ul style="list-style-type: none"> • has been so altered that it can no longer provide evidence of a particular association

Comment

The surrounding Heritage Listed Items have historical value, for example The Wetlands, Bulla Cream Dairy and Ermington Wharf in relation to the early rural farming activities, subdivision of land and transportation of goods from the rural farms to Sydney via Parramatta River.

4.1.2 Criterion (b)

An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (or the cultural or natural history of the local area).

	Guidelines for inclusion		Guidelines for exclusion
✓	<ul style="list-style-type: none"> • shows evidence of a significant human occupation 	—	<ul style="list-style-type: none"> • has incidental or unsubstantiated connections with historically important people or events
—	<ul style="list-style-type: none"> • is associated with a significant event, person, or group of persons 	—	<ul style="list-style-type: none"> • provides evidence of people or events that are of dubious historical importance
		—	<ul style="list-style-type: none"> • has been so altered that it can no longer provide evidence of a particular association

Comment

Prominent colonial figure, Rev Samuel Marsden developed the site since early 19th century Bulla Cream Dairy and Ermington Wharf both show evidence of a significant human occupation where the early rural farming activities, subdivision of land and transportation of timber from Pennant Hills contributed to the construction of Ermington Wharf and other private wharves to connect with Parramatta River.

4.1.3 Criterion (c)

An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area).

	Guidelines for inclusion		Guidelines for exclusion
—	<ul style="list-style-type: none"> shows or is associated with, creative or technical innovation or achievement 	—	<ul style="list-style-type: none"> is not a major work by an important designer or artist
—	<ul style="list-style-type: none"> is the inspiration for a creative or technical innovation or achievement 	—	<ul style="list-style-type: none"> has lost its design or technical integrity
✓	<ul style="list-style-type: none"> is aesthetically distinctive 	—	<ul style="list-style-type: none"> its positive visual or sensory appeal or landmark and scenic qualities have been more than temporarily degraded
—	<ul style="list-style-type: none"> has landmark qualities 	—	<ul style="list-style-type: none"> has only a loose association with a creative or technical achievement
—	<ul style="list-style-type: none"> exemplifies a particular taste, style or technology 		

Comment

The row of mature Eucalyptus trees on the south of the Eli Lilly site has significant aesthetic value and contribution to the Wharf Road streetscape. The topography of the site including landform and natural features such as watercourses and steep decline towards Parramatta River and Wetlands has significant contribution to the overall characteristic of the region.

4.1.4 Criterion (d)

An item has strong or special association with a particular community or cultural group in NSW (or the local area) for social, cultural or spiritual reasons.

	Guidelines for inclusion		Guidelines for exclusion
—	<ul style="list-style-type: none"> is important for its associations with an identifiable group 	—	<ul style="list-style-type: none"> is only important to the community for amenity reasons
✓	<ul style="list-style-type: none"> is important to a community's sense of place 	—	<ul style="list-style-type: none"> is retained only in preference to a proposed alternative

Comment

Parramatta River & Wetlands have a strong association with the natural environment and community.

4.1.5 Criterion (e)

An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (or the cultural or natural history of the local area).

	Guidelines for inclusion		Guidelines for exclusion
✓	<ul style="list-style-type: none"> has the potential to yield new or further substantial scientific and/or archaeological information 	—	<ul style="list-style-type: none"> the knowledge gained would be irrelevant to research on science, human history or culture
—	<ul style="list-style-type: none"> is an important benchmark or reference site or type 	—	<ul style="list-style-type: none"> has little archaeological or research potential
—	<ul style="list-style-type: none"> provides evidence of past human cultures that is unavailable elsewhere 	—	<ul style="list-style-type: none"> only contains information that is readily available from other resources or archaeological sites

Comment

There is potential for archaeological evidence in certain parts of the site, most notably the southern part of Eli Lilly site. This area appears to be potentially undisturbed since the removal of the previous farm cottage in the mid-19th century.

4.1.6 Criterion (f)

An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (or the cultural or natural history of the local area).

	Guidelines for inclusion		Guidelines for exclusion
✓	<ul style="list-style-type: none"> provides evidence of a defunct custom, way of life or process 	—	<ul style="list-style-type: none"> is not rare
—	<ul style="list-style-type: none"> demonstrates a process, custom or other human activity that is in danger of being lost 	—	<ul style="list-style-type: none"> is numerous but under threat
—	<ul style="list-style-type: none"> shows unusually accurate evidence of a significant human activity 		
—	<ul style="list-style-type: none"> is the only example of its type 		
—	<ul style="list-style-type: none"> demonstrates designs or techniques of exceptional interest 		
—	<ul style="list-style-type: none"> shows rare evidence of a significant human activity important to a community 		

Comment

The associated Parramatta River & Wetlands and use of Wharves demonstrates a strong contribution to the cultural and natural history and community in the region and New South Wales. The use of the River for transportation of goods and the natural landscape of the River and Wetlands were the way of life and process in the early 19th century.

4.1.7 Criterion (g)

An item is important in demonstrating the principal characteristics of a class of NSW's (or the local area's):

- Cultural or natural places; or
- Cultural or natural environments.

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

Comment

The surrounding local heritage listed items are a significant element to the Melrose Park streetscape built during the Federation period.

4.2 Statement of Heritage Significance

The Melrose Park Precinct has strong historical significance, in particular from the land development throughout the 19th century where rural farming activities and subdivision of land contributed to the transportation routes to carry timber and goods to Sydney via Parramatta River.

The three local heritage listed items (Ermington Wharf, Wetlands & Bulla Cream Dairy) adjacent to and within the precinct that contribute to the character of Melrose Park and assist interpretation of the heritage values of the neighbourhood.

The Bulla Cream Dairy (I64) is a local item within Melrose Park South Precinct; below is an extract from the heritage listing of Bulla Cream Dairy on NSW Heritage;

“The property Willowmere, 64 Hughes Avenue, Ermington constructed in c1924, is of historical significance on a Local level, for being built and resided in by the Swane family for a period over 40 years. The house and garden were the domestic centre of the Swane families’ horticultural and commercial operations and the garden and former paddock (western half of the allotment) were both used at one time for the propagation of plants sold at the adjacent nursery, Swane Bros. Enterprise Nursery on Hope Street. The original house, garage and laundry (albeit altered) and the early addition billiards room, all built for Ted (Edgar Norman) Swane, survive together with a garden that contains plantings associated with the establishment period of the house. The Phoenix canariensis Canary Island date palms located along its southern boundary are of historical value for their association with the period the Swane family lived at the property.

As the Swane family home, the place is associated with notable members of the Swane family including Ben Swane, who “raised” the Swane’s Golden Cypress Pencil Pine, a popular domestic garden plant in the late 20th century and a founding and life member of the International Plant Propagators’ Society in Australia; and with Valerie Swane, who was an extremely influential horticulturalist and the first woman President of the NSW Association of Nurserymen.

Although a representative example of a suburban Californian Bungalow style residence, the house is of some significance for being largely intact and unusual in configuration, designed to be viewed from two street frontages. The weatherboard billiards room is also of significance as a rare, surviving early structure. The place also contains three historically significant Canary Island Phoenix palms that date to the establishment period of the 1920s and make a strong visual contribution in the broader landscape, clearly identifying the location of the Swane’s family home.

The place is one of a very small number of properties surviving in the local area known to be associated with the historically significant period of development that occurred from the mid 19th to mid 20th century in Ermington, when the area was dominated by orchards, plant nurseries and fruit growers, making No. 64 Hughes Avenue rare on a Local level.”

The continuation of land development from a rural farming region to establishing a pharmaceutical industrial zone was possible due to the abundant of land in the region. Melrose Park Public School was established in 1945 for the community of Melrose Park.

Archaeological Significance

There is potential for archaeological evidence in Melrose Park South as there are areas that may have relatively minimal disturbance and may hold archaeological interest prior to the industrial development. The 1943 aerial photograph shows a number of early farm cottages along Wharf Road and Waratah Street. While the cottages were demolished by c.1960s, there may be remaining evidence of early structures along Wharf Road and Waratah Street due to the set back of the new industrial development.

In addition, the southern part of the Eli Lilly site and Austral may be undisturbed as there are no structures on it. There was evidence of former farming cottages that were previously on the same areas which may provide some archaeological evidence.

Further investigation should be undertaken by Development Application Stage to determine the possible significance of the site’s archaeological potential before any excavation is undertaken.

Potential Indigenous archaeological evidence within the built industrial area may be low due to the huge impact of disturbance from the development of the site for farming and agriculture. However, there may be Indigenous archaeological potential within the Wetlands area.

5.0 RECOMMENDATIONS & STRATEGIES

5.1 Generally

- 5.1.1 Any heritage conservation associated with natural and cultural significance is to be undertaken in accordance with accepted heritage practices, in particular the Australia ICOMOS Burra Charter and NSW Heritage Council guidelines.
- 5.1.2 Conserve the original street layouts, wherever possible, to enhance interpretation of the former Melrose Park street patterns. The reinstatement of historic streets or trails should be considered in future urban and landscape design and interpretation to enhance the cultural and heritage significance.
- 5.1.3 Any new buildings, services, streetscape and landscaping or activities in or in the vicinity of the whole precinct should have regard to the existing scale, style and character of the site and context of heritage landscapes and heritage buildings, including the adjacent low-rise residential properties.
- 5.1.4 Undertake a Heritage Interpretation Strategy and Heritage Implementation Plan to highlight the natural and former development of the land from the rural farming activity to the industrial buildings and uses previously occupying the precinct. This should include historic and natural elements such as the historic former private wharf adjacent to Waratah Street. Ideally, this should be part of the broader program of the cultural and heritage of the greater Melrose Park precinct and Parramatta.
- 5.1.5 Undertake archaeological research and studies by DA stage and ensure monitoring during excavation, especially in identified areas having archaeological potential.
- 5.1.6 The topography of the site, including landform and natural features such as watercourses and steep declines should be considered and maintained where possible.
- 5.1.7 Further detailed heritage studies and assessments should be undertaken to fully assess the level of significance of the surviving heritage elements in Melrose Park South.
- 5.1.8 The row of mature Eucalyptus trees to the south of Wharf Road should be retained to ensure the setting of Wharf Road is minimally impacted by the proposed development.

5.2 Parramatta River & Wetlands (CPC Heritage Item No. I1)

- 5.2.1 Ensure an appropriate buffer zone between the Parramatta River & Wetlands and any future developments to maintain an appropriate Heritage Curtilage. Further refinement of the curtilage could be considered at Development Application Stage. An appropriate Heritage Curtilage is required around the heritage item to ensure the bulk and height of any new adjacent development is acceptable and subservient to the item.
- 5.2.2 Any new adjacent development should consider the natural environmental impact to the Wetlands to ensure no adverse impact, in particular ecological elements such as sunlight, stormwater runoff, watercourses, flora and fauna. An ecological report is essential to manage this highly sensitive zone.
- 5.2.3 Undertake further investigation on potential Indigenous archaeology in the Wetlands to fully assess the level of significance and impact.
- 5.2.4 A detailed heritage study and assessment should be undertaken to fully assess the level of significance of the historic former private wharf c.1841 within the Wetlands.
- 5.2.5 The views and the vistas towards the River & Wetlands should be retained and conserved from any adjacent development.



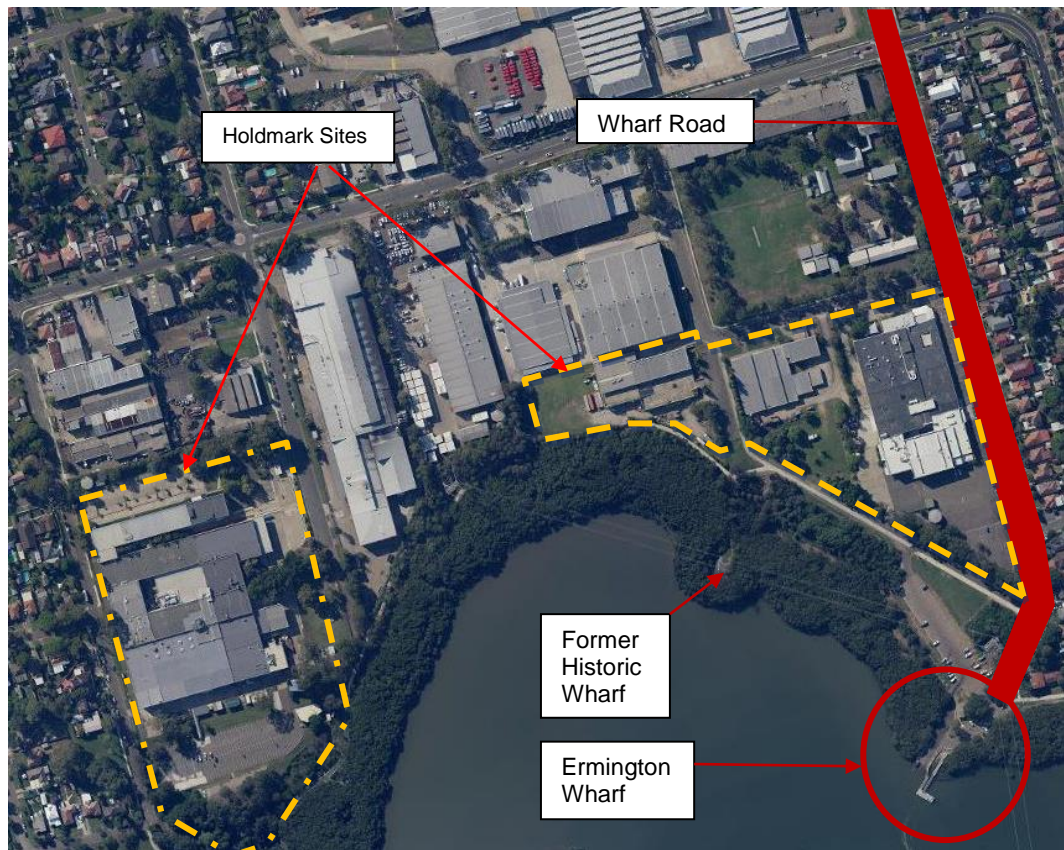
N↑ Figure 58: CPC Heritage Listed Item No. I1 Wetlands (Source: Six Maps)

5.3 Ermington Wharf (CPC Heritage Item No. I82)

- 5.3.1 Ensure an appropriate buffer zone between Ermington Wharf and any future developments to maintain an appropriate Heritage Curtilage. Further refinement of the curtilage could be considered at Development Application Stage. An appropriate Heritage Curtilage is required around the heritage item to ensure the bulk and height of any new adjacent development is acceptable and subservient to the item.
- 5.3.2 The views and the vistas towards Ermington Wharf should be retained and conserved from any adjacent development.

5.4 Wharf Road (CRC Heritage Item No. I65)

- 5.4.1 Ensure an appropriate buffer zone between Wharf Road and any future developments to maintain an appropriate Heritage Curtilage. Further refinement of the curtilage could be considered at Development Application Stage. The built form and height of any adjacent development to Wharf Road should consider the scale at the edge to reduce the impact to the adjacent low rise-residential neighbourhood.
- 5.4.2 There may be archaeological potential from undisturbed remaining early structures along the edge of Wharf Road due to the set back of the industrial development off Wharf Road. Ensure monitoring during excavation, especially in identified areas of archaeological potential.
- 5.4.3 Further landscaping strategies should be explored to enhance Wharf Road and contribute to the cultural significance and amenity of Wharf Road streetscape.
- 5.4.4 The views and the vistas towards Wharf Road should be retained and conserved from any adjacent development.



N↑ Figure 59: CRC Heritage Listed Item I65 Wharf and Wharf Road (Source: Six Maps)

5.5 Bulla Cream Dairy (CPC Heritage Item No. I64)

- 5.5.1 Conserve and adaptive reuse the c.1924 building fabric of the Bulla Cream Dairy. A detailed heritage report should be prepared at Development Application Stage to determine the possible adaptive reuse potential for the local heritage item. There are successful examples of commercial adaptations of buildings which have incorporated the existing fabric of industrial buildings such as the former Jimmy Barnes site (known as 'The Grounds') at Alexandria.
- 5.5.2 Conserve the existing boundary of the Bulla Cream Dairy brick bungalow and the adjacent associated factory buildings located on the site to maintain an appropriate Heritage Curtilage. Further refinement of the curtilage could be considered at Development Application Stage. An appropriate Heritage Curtilage is required around the heritage items to ensure the bulk and height of any new adjacent development is acceptable and subservient to the items.



Figure 60: Heritage Listed Item I64 Bulla Cream Dairy (Source: Six Maps)

5.6 Old Wharf Road c.1819

- 5.6.1 Investigate and consider the reinstatement of Old Wharf Road. This provides an opportunity to reinstate or interpret the Old Wharf Road (similar to Melrose Park trail for Errington house) during the significant period when Reverend Samuel Marsden acquired the land. The Old Wharf Road may have existed prior to the pre-European landscape as an Indigenous access way to the river. This is based on the development of the road with the contours and topography of the landscape.
- 5.6.2 There may be archaeological potential for Indigenous and non-Indigenous along Old Wharf Road. Ensure monitoring during excavation, especially in identified areas of archaeological potential.



Figure 61: Old Wharf Road c.1819 prior to the establishment of present-day Wharf Road. (Source: State Library NSW Mitchell Map Collection Maps/0033)

5.7 Other Heritage Elements

- 5.7.1 A detailed heritage study and assessment should be undertaken to fully assess the level of significance of the cottage at 61 Atkins Road. This could possibly be included as part of the heritage curtilage for Bulla Cream Dairy.
- 5.7.2 The view corridor from Andrew Street towards Wharf Road landform terminating at the line of mature Eucalyptus trees should be retained and conserved from any adjacent development. At present, the view corridor does not seem to appear to extend to Parramatta River and Wetlands as it terminates at the line of mature Eucalyptus trees. The line of mature Eucalyptus trees form part of the aesthetic of the 19th century Melrose Park South landform.

This is an established transportation and social route with historical, social and aesthetic significance that contributes to the value of the community between Melrose Park and adjacent neighbouring suburbs.



Figure 62: View Corridor from Andrew Street towards Wharf Road
(Source: SIXMAPS)

- 5.7.3 The existing Melrose Public School site should retain its current use as it has historical and social significance to the local community. The school was established during the transitional period from rural farming to industrial land, as noted in the subdivision plan in c.1922.
- 5.7.4 Investigate and consider reinstatement of former Henry Street and realignment of Waratah Street as part of future development. This is historically significant as it signifies the establishment of transportation routes in the early 19th century to access the wharfs built along Parramatta River.

This would also restore significant views from the site to Parramatta River and Wetlands.

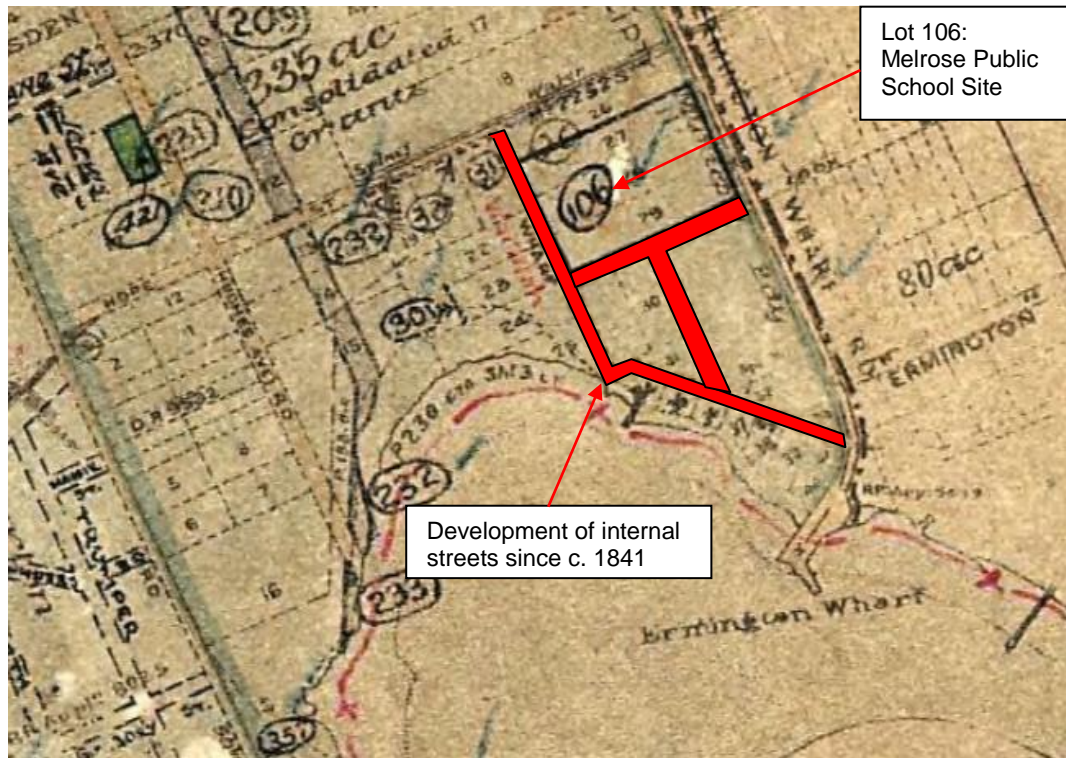


Figure 63: Subdivision plans c.1922 of Melrose Park Public School Lot 106 and internal streets.
(Source: Land Registry Service)

PART 2: HERITAGE IMPACT STATEMENT

6.0 PROPOSED PLANNING PROPOSAL

The Planning Proposal does not propose any physical work and is consistent with the adopted Structure Plan. The Planning Proposal for the Holdmark sites (Holdmark East & Holdmark West) proposes to provide the general planning principles to inform the future redevelopment of the precinct for residential, commercial and retail purposes.

Based on the Heritage Assessment, we note that there are no known heritage elements within the Holdmark sites. There are however a number of local listed heritage items located adjacent to the Holdmark sites and within the Melrose Park South Precinct.

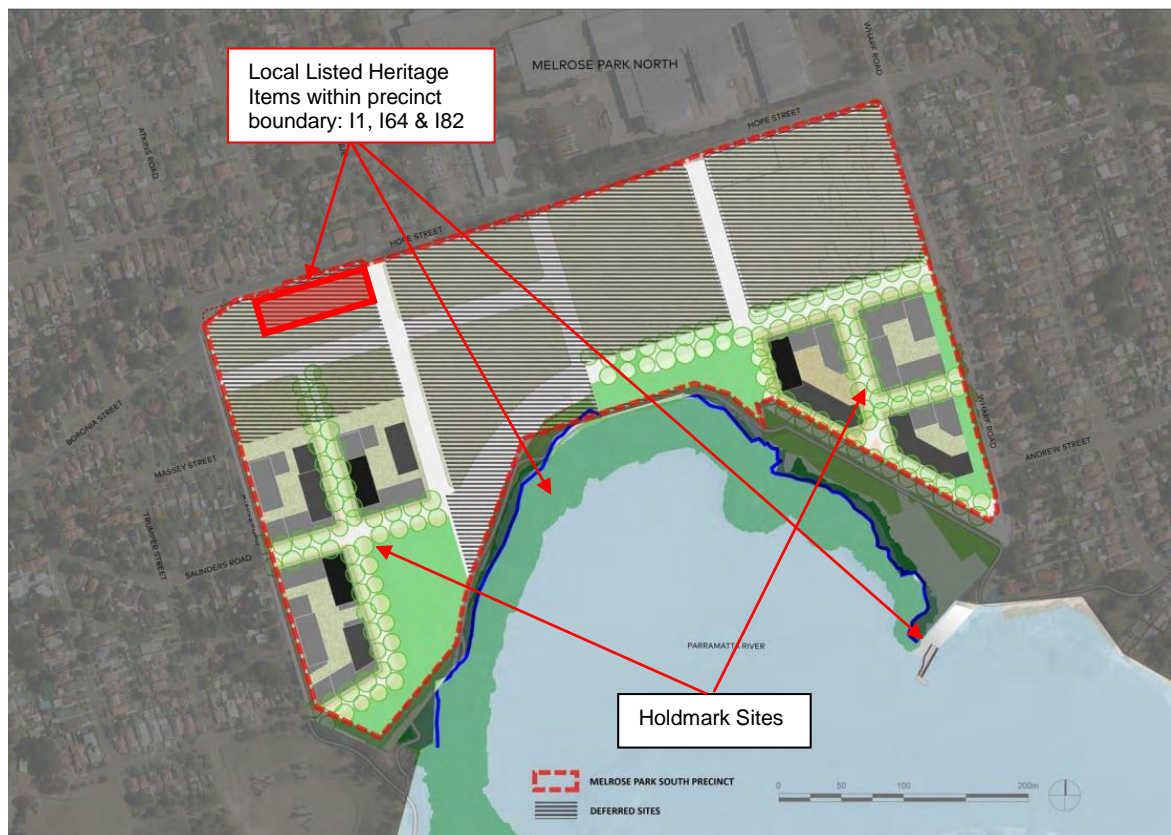


Figure 64: Planning Proposal for Holdmark sites. (Source: COX)

6.1 Proposed Land Use

The following are the proposed land use objectives for Holdmark sites, extracted from COX Architecture Planning Proposal:

- *“Respond to the opportunity for new residential uses on the riverfront location*
- *Provide local services and employment relative to the location of the site and proximity to public transport*
- *Provide convenience retail to activate the main open spaces that services the emerging community and new park users.*
- *Consider opportunities for second level restaurants and bars looking over the mangroves*
- *Provide opportunities for professional suites with a range of tenancy sizes to encourage local business development*
- *Design apartments to provide SOHO opportunities*
- *Provide a range of apartment types to respond to different needs”*

6.2 Proposed Built Form

The following are the proposed built form details for Holdmark sites, extracted from COX Architecture Planning Proposal:

- “Streets are defined by built form
- A range of building heights are introduced to create variety in the urban form
- A human scale of generally 3-4 storeys is created at the street interface
- A continuous 7-8 storey general scale is established along the waterfront
- Maximum height 22 storeys
- Flexible building envelopes are identified with adequate separation between buildings
- Appropriate setbacks at street level ensure transition zones between apartments and the street.
- The amenity of future residents (solar access, open space and public domain) is reflected in the planning
- Key landscape elements are retained
- A network of new public open spaces complements private and communal open space
- The road network and permeability of the built form allows views through the precinct to the water from sites to the north.”

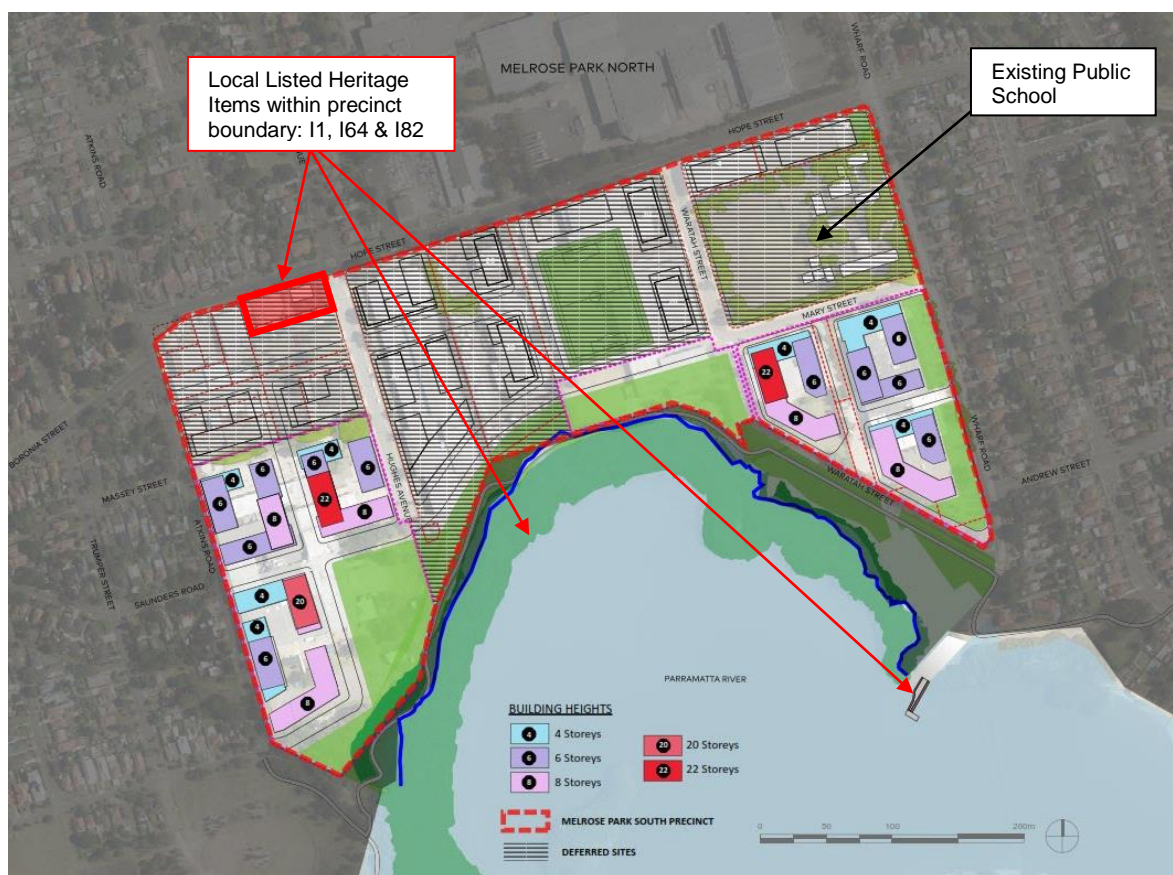


Figure 65: Proposed Built Form and Heights for Holdmark sites. (Source: COX)

6.3 Proposed Access

The following are the proposed access and setback details for Holdmark sites, extracted from COX Architecture Planning Proposal:

- *Extension of Mary Street to form a new waterfront that extends to Saunders Road at Atkins Rd.*
- *The reopening of Waratah Street to link to Wharf Road as a one-way street. This anticipates the future delivery of Stage 2 Parramatta Light Rail*
- *A new north-south parkside road on the Holdmark West site*
- *New local streets on both the east and west sites to provide development frontages.*
- *The proposed extension of Massey Street (a minor local road that runs for one block between Atkins Road and Trumper Street) or one block between Atkins Road and Hughes Avenue has not been adopted in order to preserve major trees along the northern boundary of the Holdmark West site.*
- *A new east-west street is anticipate to the north, with a north-south road linking to the park.*

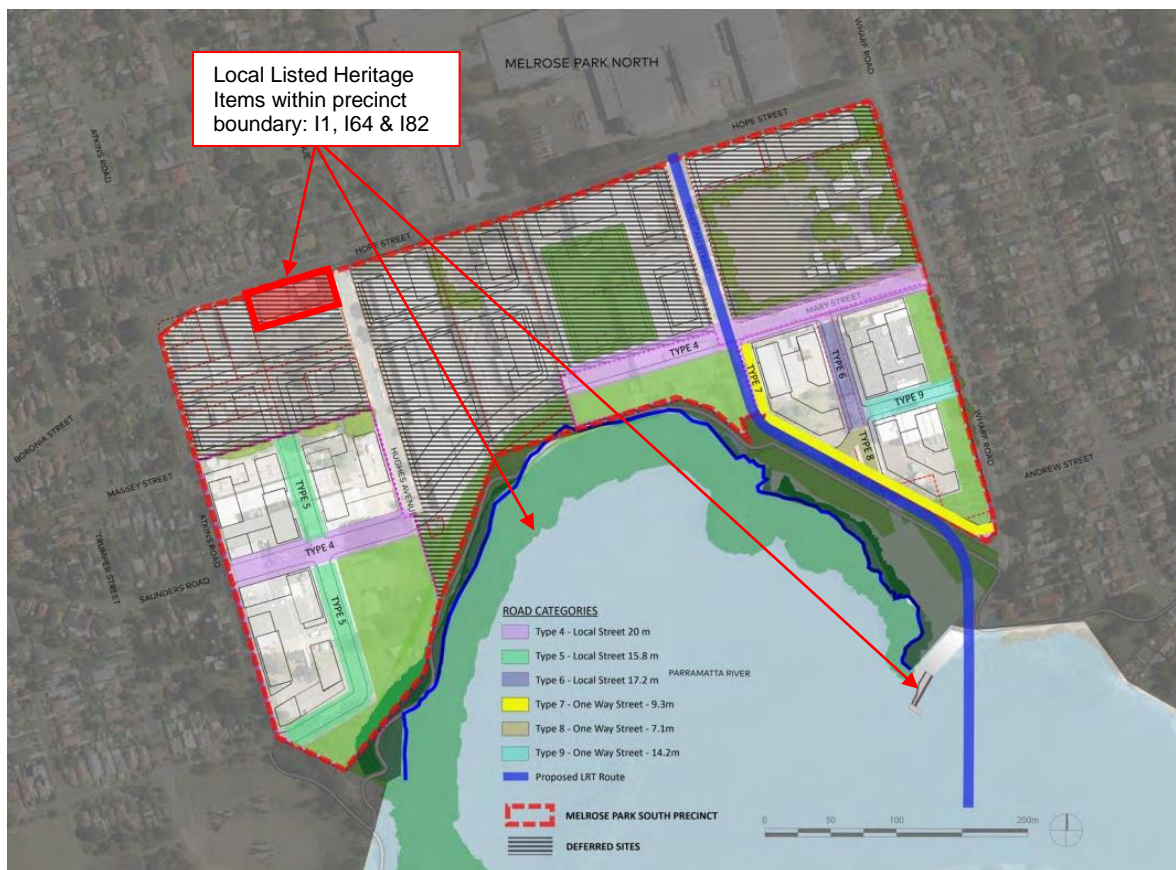


Figure 66: Proposed access and road categories within Holdmark sites. (Source: COX)

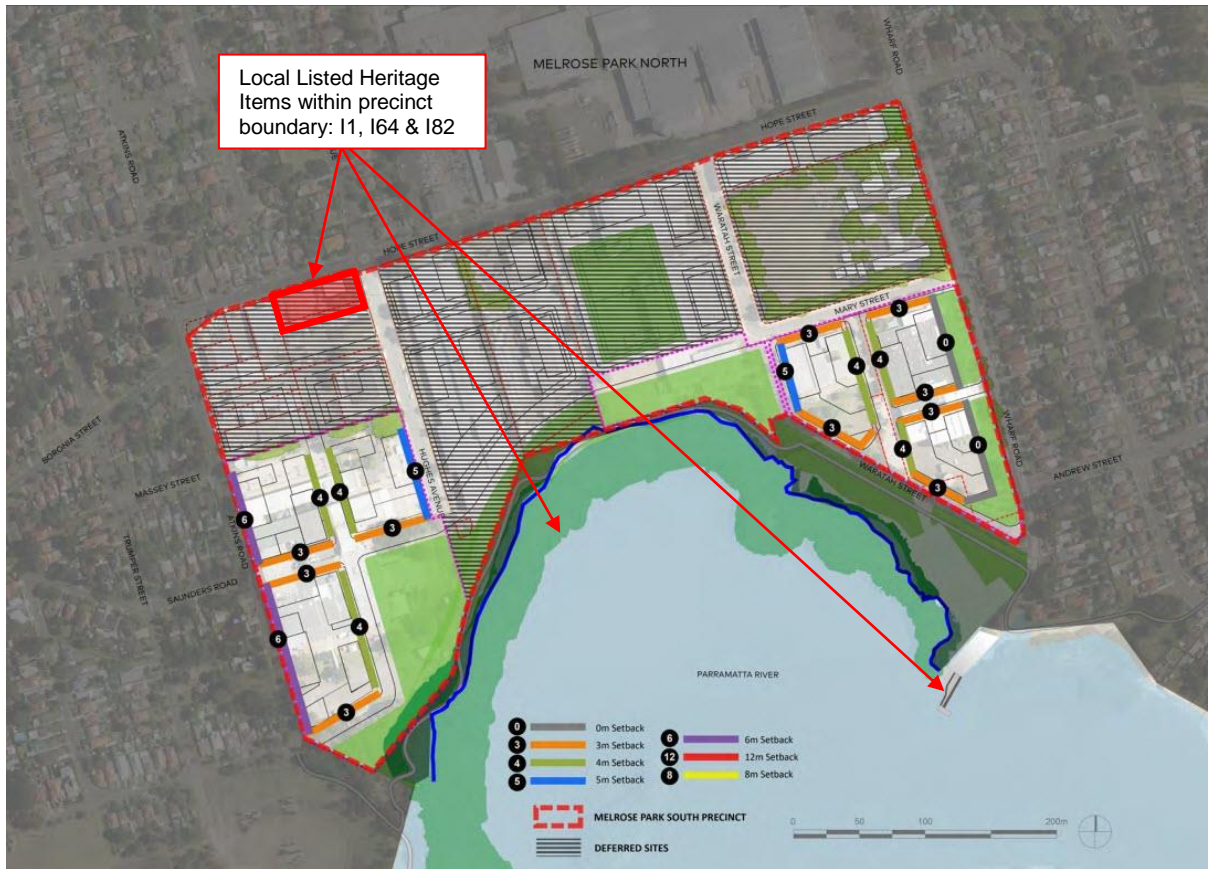


Figure 67: Proposed setbacks within Holdmark sites. (Source: COX)



Figure 68: Proposed Foreshore Road and Open Space Interface. (Source: COX)

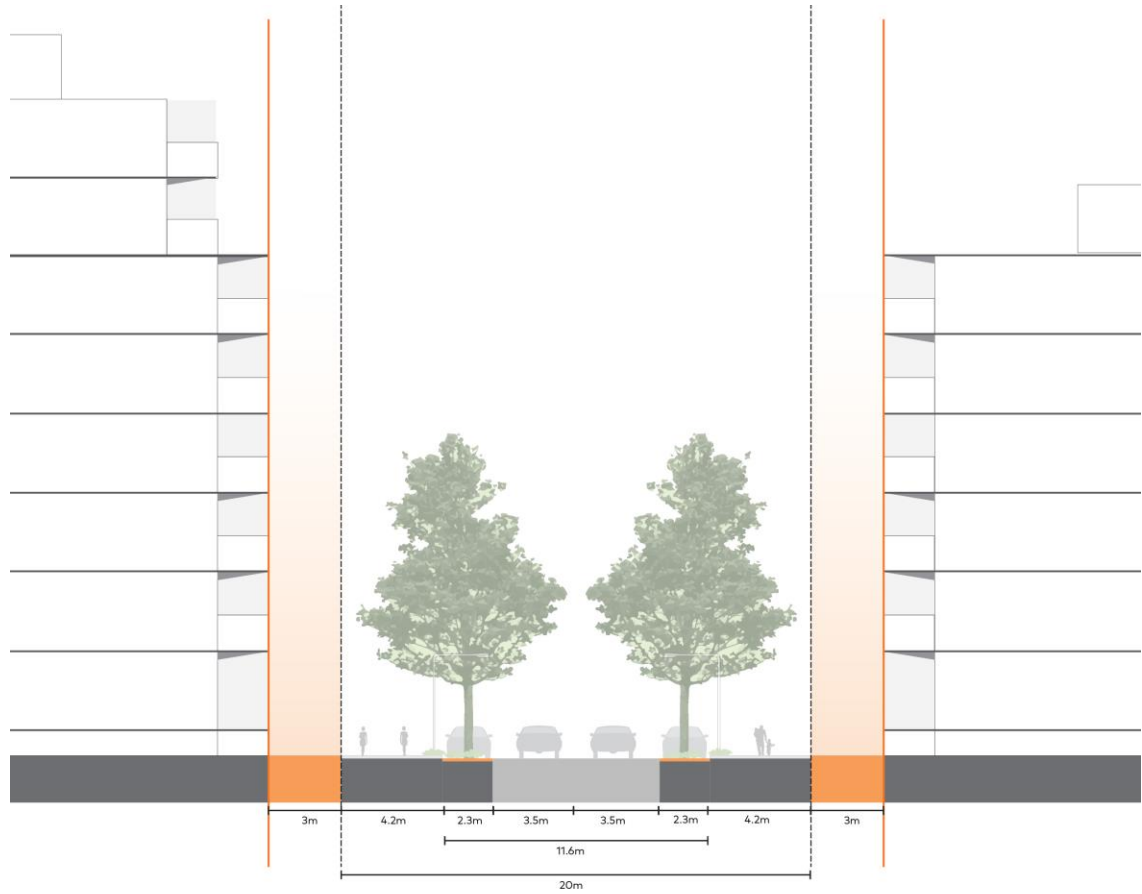


Figure 69: Setbacks from 20m road reserve within the proposed local roads. (Source: COX)



Figure 70: Setbacks from 14.2m road reserve within the proposed local roads. (Source: COX)

6.4 Solar Access Analysis

The following are the solar access analysis and open park spaces for Holdmark sites, extracted from COX Architecture Planning Proposal:

“The site lies on the southern extent of the Melrose Park precinct and as such, there will have limited overshadowing of other development.

The north-south arrangement of towers and the limiting of heights on Wharf Road and Atkins Road adjacent to existing residential sees minimal overshadowing in the mid-winter afternoon. In excess of 3 hours sunlight will be available to existing residences.

Overshadowing of the mangroves is minimised by the creation of new open spaces along the southern edge of the development. Assessment by the environmental consultant suggests limited impact by overshadowing of the new development. Endangered saltmarsh mangroves within the wider mangrove forest, should have full sun from 9am-3pm at mid-winter.

Good solar access in open spaces is a major determinant of built form. Development of the planning proposal built form has tested overshadowing impacts using parametric modelling.

Potential heights have been modelled and adjusted to ensure good solar access. Key principles are:

- *Parks – no more than 50% of parks should be overshadowed between 10am and 2-pm mid-winter (22 June)*
- *Saltmarsh - to generally receive full sun throughout the year. Minimum solar access should not be reduced than 3 hours between 9am and 3pm on shortest day of the year (mid-winter)*

A buffer in the open space zone along the waterfront will create a transition to the mangrove forest.

A 17m landscaped setback is proposed along Wharf Road where existing trees will be preserved.

Major trees along the northern boundary of the Holdmark West site (including a significant fig tree on Hughes Avenue) are proposed to be retained. Retention of trees on other locations will be investigated during detailed design.”



Figure 71: Parks & open spaces within Holdmark sites (Source: COX)

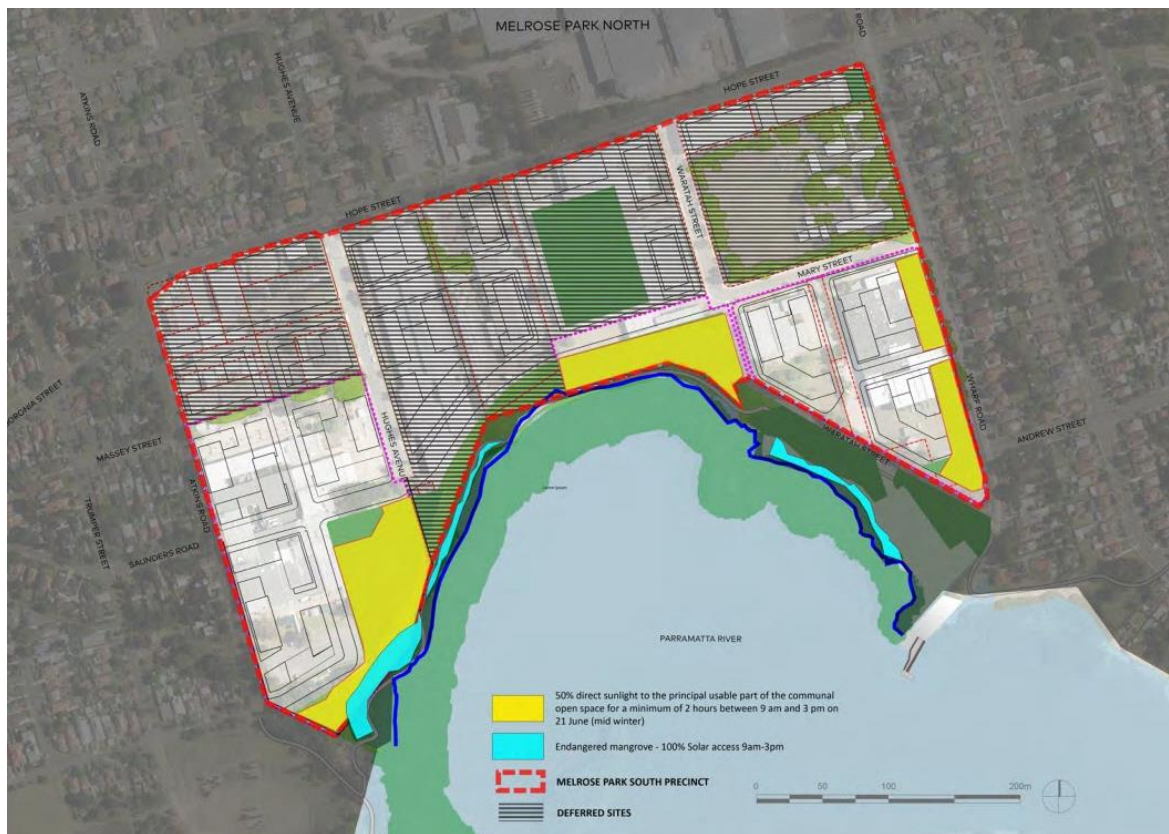


Figure 72: Solar access analysis (Source: COX)



Figure 73: Proposed Planning Perspectives (Source: COX)

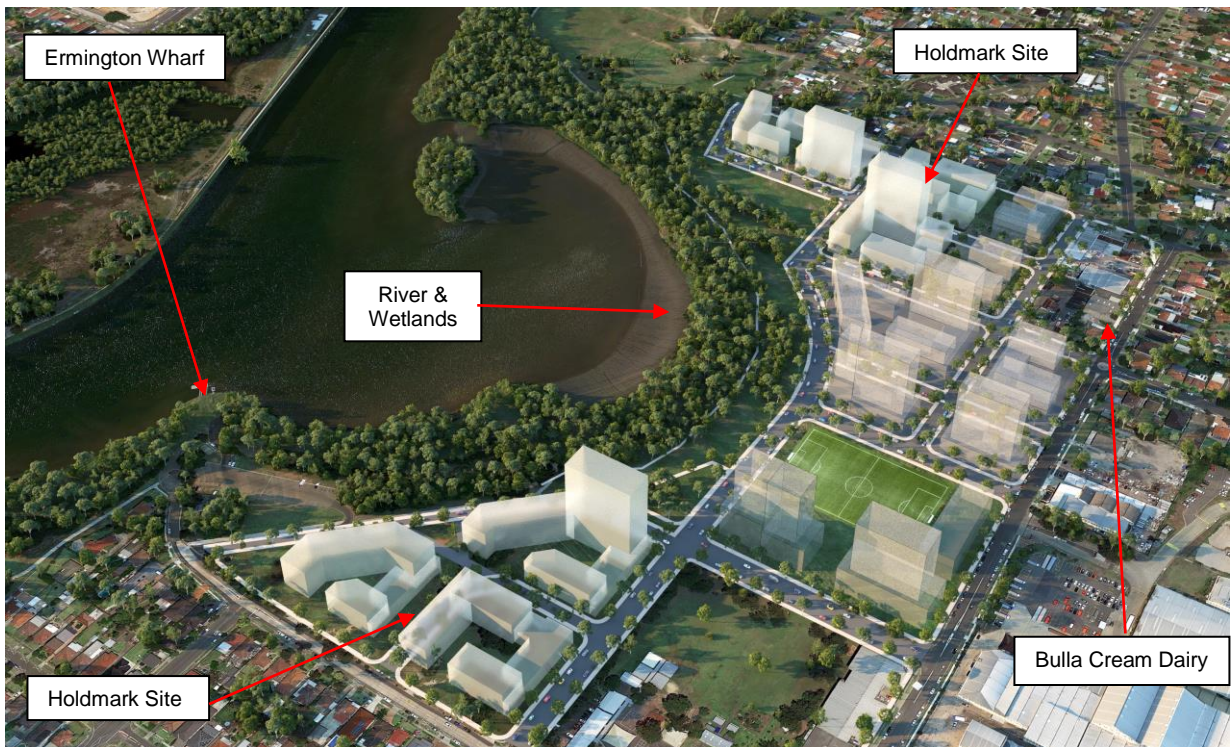


Figure 74: Proposed Planning Perspectives (Source: COX)

6.5 Planning Principles Statement

The following Planning Principles is an extract taken from Cox Architecture Planning Proposal.

Planning Principles Statement

Planning Principles Statement Holdmark Sites in Melrose Park South Precinct

The location on the Parramatta River means that there are excellent water views available. The redevelopment of the Holdmark sites responds to the waterfront opportunities and the unique environment of this quiet mangrove lined bay on the Parramatta River.

The plan is consistent with the adopted Structure Plan and seeks to achieve a number of specific objectives:

- *Maximise views and take advantage of river and long fetch water views and views to the CBD to the east*
- *Facilitate future roads within the precinct that improve access to the water and new open spaces*
- *Use built form to define open spaces*
- *Reduce the impact of buildings by avoiding continuous walls of buildings*
- *Provide a datum line at four storeys to respond to the existing streetscape*
- *Set towers back from the waterfront where possible*
- *Internal courtyards to provide communal open space and building separation*
- *Locate taller buildings to minimise overshadowing of open space and areas of endangered salt march mangrove*
- *Develop a range of building scales to create variety and interest*
- *Create a human scale at ground level to internal and external spaces and maximise solar access throughout the site*
- *Create a design framework that facilitates compliance the Apartment Design Guide*

7.0 IMPACT ON HERITAGE VALUES

7.1 Heritage NSW Guidelines

The following table discuss questions and response from the Heritage NSW “Statements of Heritage Impact” guidelines.

Proposed Change to Heritage Item	Questions	Discussion
<p>New development adjacent to a heritage item (including additional buildings and dual occupancies)</p>	<p>a) How is the impact of the new development on the heritage significance of the item or area to be minimised?</p>	<ul style="list-style-type: none"> Careful consideration has been given to the form and height of the proposed built form to minimise the impact on the skyline when viewing from the heritage items. In particular, the taller structures are located further away and not adjacent to the heritage items like the Bulla Cream Dairy, Wetlands and Ermington Wharf. There may be some impact to the Wetlands due to environment and solar access however acceptable due to overall proposal. The proposal includes activating adjacent public open space and increasing the number of public links to the Parramatta River and Heritage listed Wetlands (I1), Bulla Cream Dairy (I64) and Wharf (I82), thereby improving visual and physical accessibility.
	<p>b) Why is the new development required to be adjacent to a heritage item?</p>	<ul style="list-style-type: none"> Heritage items Wetlands I1, Bulla Cream Dairy I64 & Wharf I82 are located on the perimeter boundaries of the development site. Redevelopment of the precinct for mixed use purposes is encouraged as the demand for employment generating land uses in this location has decreased. This is supported by Council’s adopted Employment Lands Strategy.
	<p>c) How does the curtilage allowed around the heritage item contribute to the retention of its heritage significance?</p>	<ul style="list-style-type: none"> The curtilage of each heritage item (Wetlands I1, Bulla Cream Dairy I64 & Wharf I82) does contribute to the retention of the heritage significance by providing a zone of separation. Further, each item is located on the perimeter of the development site and therefore, the impact upon significance of each will be minimal. A suitable buffer is to be provided around the Bulla Cream Dairy (I64) site which provides adequate separation from any future redevelopment.
	<p>d) How does the new development affect views to, and from, the heritage item? What has been done to minimize negative effects?</p>	<ul style="list-style-type: none"> Any future development can be seen in the distant skyline to and from some heritage listed items. However, future developments will not be visible from all views to and from each item. Therefore, the impact will vary. Any future redevelopment could however incorporate adequate spacing between buildings to reduce the weight of its presence in the skyline. Generally, the lower building heights are located immediately adjacent to the heritage items (Wetlands I1, Bulla Cream Dairy I64 & Wharf I82), thus screening the higher building forms.

Proposed Change to Heritage Item	Questions	Discussion
		<ul style="list-style-type: none"> In particular, the scale of the wetlands (Item I1) assists to reduce any visual impacts.
	<p>e) Is the development sited on any known or potentially significant archaeological deposits? If so, have alternative sites been considered? Why were they rejected?</p>	<ul style="list-style-type: none"> There may be possible archaeological potential and an archaeological monitoring during construction should be considered and undertaken for confirmation.
	<p>f) Is the new development sympathetic to the heritage item? In what way (e.g. form, siting, proportions, design)?</p>	<ul style="list-style-type: none"> The Planning Proposal and the proposed building forms do not detract and as a result are generally sympathetic to the heritage listed items (Wetlands I1, Bulla Cream Dairy I64 & Wharf I82). Generally, the lower building heights are located immediately adjacent to the heritage items, thus screening the higher building forms. In particular, the scale of the Wetlands Item I1 assists to reduce any visual impacts.
	<p>g) Will the additions visually dominate the heritage item? How has this been minimised?</p>	<ul style="list-style-type: none"> The proposed building forms have been spaced so that the visual impact on the skyline is minimised. The proposed Planning Proposal could incorporate slender building forms.
	<p>h) Will the public and users of the item, still be able to view and appreciate its significance?</p>	<ul style="list-style-type: none"> Yes - the occupants and members of the public will still be able to access and appreciate the significance of each heritage item (Wetlands I1, Bulla Cream Dairy I64 & Wharf I82).
<p>New landscape works and features (including carpark and fences)</p>	<p>a) How has the impact of the new work on the heritage significance of the existing landscape been minimised?</p>	<ul style="list-style-type: none"> There will be minimal impact as the previous use of land has been extensively altered due to industrial and agricultural use.
	<p>b) Has evidence (archival and physical) of previous landscape work been investigated? Are previous works being reinstated?</p>	<ul style="list-style-type: none"> No physical and limited archival work have been investigated. Further landscaping investigation is recommended.
	<p>c) Has the advice of a consultant skilled in the conservation of heritage landscapes been sought? If so, have their recommendations been implemented?</p>	<p>NA</p>
	<p>e) Are any known or potential archaeological deposits affected by the landscape works? If so, what alternatives have been considered?</p>	<ul style="list-style-type: none"> There may be potential archaeological deposits within Holdmark East; further archaeological investigation is recommended by DA stage.

Proposed Change to Heritage Item	Questions	Discussion
	f) How does the work impact on views to, and from, adjacent heritage items?	<ul style="list-style-type: none"> Minimal impact as detailed landscaping work has yet to be finalised.
Tree removal or replacement Note: Always check the tree preservation provisions of your local council when proposing removal of trees	a) Does the tree contribute to the heritage significance of the item or landscape?	<ul style="list-style-type: none"> The row of mature Eucalyptus tree line on the southern end of Wharf Road is consistent with the 19th century rural character of the landscape in this precinct.
	b) Why is the tree being removed?	NA
	c) Has the advice of a tree surgeon or horticultural specialist been obtained?	NA
	d) Is the tree being replaced? Why? With the same or a different species?	NA
New signage Note: Check whether the local council has a signage policy or design guidelines	a) How has the impact of the new signage on the heritage significance of the item been minimised?	NA
	b) Have alternative signage forms been considered (e.g. free standing or shingle signs). Why were they rejected?	NA
	c) Is the signage in accordance with section 6 , 'Areas of Heritage Significance', in <i>Outdoor Advertising: An Urban Design-Based Approach?</i> (1) How?	NA
	d) Will the signage visually dominate the heritage item/ heritage conservation area or heritage streetscape?	NA
	e) Can the sign be remotely illuminated rather than internally illuminated?	NA

7.2 Parramatta Development Control Plan (DCP) 2011

The following discuss and respond the following clause from Parramatta Development Control Plan 2011 “Development near Heritage Items” from the City of Parramatta Council.

“3.5.1 Development near Heritage Items

C.3 Where development is proposed that adjoins a heritage item identified in the Parramatta LEP 2011 or Parramatta City Centre LEP 2007, the building height and setbacks must have regard to and respect the value of that heritage item and its setting.”

This is in response to the heritage item within the proposed site (Bulla Cream Dairy) and adjacent heritage items such as Wetlands and Ermington Wharf. The proposed planning proposal has minimal impact on the heritage value of the Bulla Cream Dairy and Ermington wharf in relation to building height and setbacks.

However, there may be some impact to the Wetlands from Holdmark East’s 22 storey development. This impact is acceptable due to the overall proposal with the adequate setback of the development including orientation and thin edged profile which limits overshadowing.

The reinstatement of Henry Street as a local street is positive as it also reinstates the significant view from within the site towards Parramatta River, Wetlands and Ermington Wharf.

The green space buffer between the Holdmark sites and the heritage items, Wetlands and Ermington Wharf is positive and enhances the heritage curtilage around these heritage items.



Figure 75: Proposed green space buffer between Holdmark sites and heritage items, Wetlands & Ermington Wharf. (Source: COX)

8.0 RECOMMENDATIONS & STRATEGIES

The proposed Planning Proposal for the Holdmark East & the Holdmark West sites is generally acceptable, provided the recommendations are carefully considered as follows.

8.1 Holdmark East & Holdmark West Sites

- 8.1.1 Any heritage conservation associated with natural and cultural significance is to be undertaken in accordance with accepted heritage practices, in particular the Australia ICOMOS Burra Charter and NSW Heritage Council guidelines.
- 8.1.2 Consider and respect the original street layouts, wherever possible, to enhance interpretation of the former Melrose Park street patterns. The interpretation of historic streets or trails could be considered in future urban and landscape design to enhance the cultural and heritage significance.
- 8.1.3 Any new buildings, services, streetscape and landscaping or activities in or in the vicinity of the whole precinct should have regard to the existing scale, style and character of the site including context of heritage landscapes and heritage buildings.
- 8.1.4 Undertake archaeological research and studies by DA Stage and ensure monitoring during excavation, especially in identified areas of archaeological potential.
- 8.1.5 The topography of the site, including landform and natural features such as watercourses and steep declines should be considered and maintained where possible.
- 8.1.6 The row of mature Eucalyptus trees to the south of Wharf Road should be retained, wherever possible, to ensure the setting of Wharf Road is minimally impacted by the proposed development.
- 8.1.7 Consideration should be undertaken to celebrate the rural farming & industrial activities as part of an interpretation strategy within an appropriate public precinct in the development such as reusing the names of former landowners or activity like Marsden Lane and Market Gardens. This provides an opportunity for the redevelopment to engage with its future communities through historical interpretation.



Figure 76: Consideration to reuse historical names and activity in the precinct.

- 8.1.8 Undertake a Heritage Interpretation Strategy and Heritage Implementation Plan to highlight the natural and former development of the land from the rural farming activity to the industrial buildings and uses previously occupying the precinct. This should include historic and natural elements such as the historic former private wharf adjacent to Waratah Street. Ideally, this should be part of the broader program of the cultural and heritage of the greater Melrose Park precinct and Parramatta.
- 8.1.9 The proposed local street of former Henry Street and realignment of Waratah Street as part of the Holdmark East site is positive and will enhance heritage interpretation of the site. Consideration should be undertaken to interpret the alignment of the southern end of Waratah Street. This is historically significant during the development of transportation routes in the 19th century to access the wharves on Parramatta River.

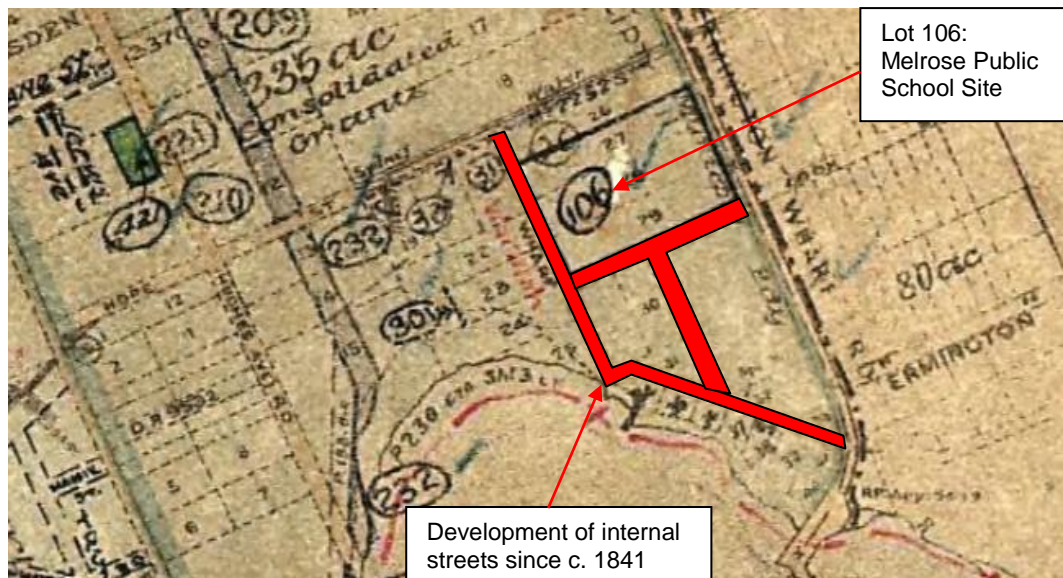


Figure 77: Subdivision plans c.1922 of Melrose Park Public School Lot 106 and internal streets. (Source: Land Registry Service)

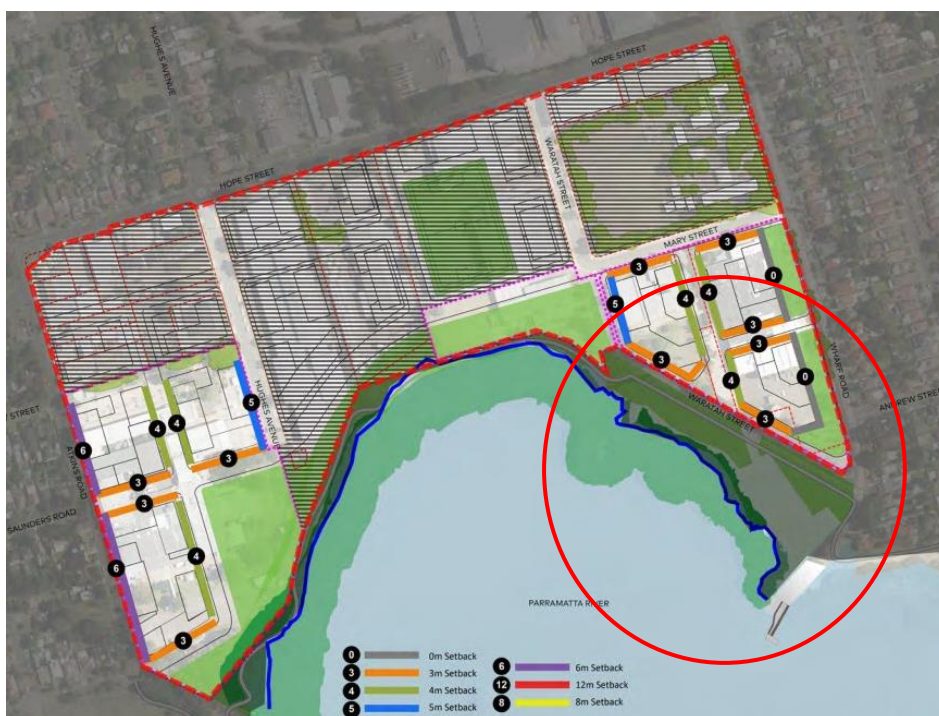


Figure 78: Proposed Waratah Street & Henry Street as part of Holdmark East site. (Source: COX)

8.1.10 Further detailed heritage studies and assessments should be undertaken to fully assess the level of significance of the surviving heritage elements in Melrose Park South.

8.2 Parramatta River & Wetlands (CPC Heritage Item No. I1)

8.2.1 The proposed green spaces as a buffer zone between the Parramatta River & Wetlands and proposed Holdmark sites is positive and should be maintained as an appropriate Heritage Curtilage. The curtilage should continue to be considered at Development Application Stage to ensure the bulk and height of any new adjacent development is acceptable and subservient to the heritage item.

8.2.2 Any new adjacent development should consider the natural environmental impact to the Wetlands to ensure no adverse impact, in particular ecological elements such as sunlight, stormwater runoff, watercourses, flora and fauna. An ecological report is essential to manage this highly sensitive zone.

8.2.3 Undertake further investigation on potential Indigenous archaeology in the Wetlands to fully assess the level of significance and impact to Parramatta River & Wetlands.

8.2.4 A detailed heritage study and assessment should be undertaken at DA Stage to fully assess the level of significance of the historic former private wharf c.1841 within the Wetlands.

8.2.5 The views and the vistas towards the River & Wetlands should be retained and conserved from any adjacent development.

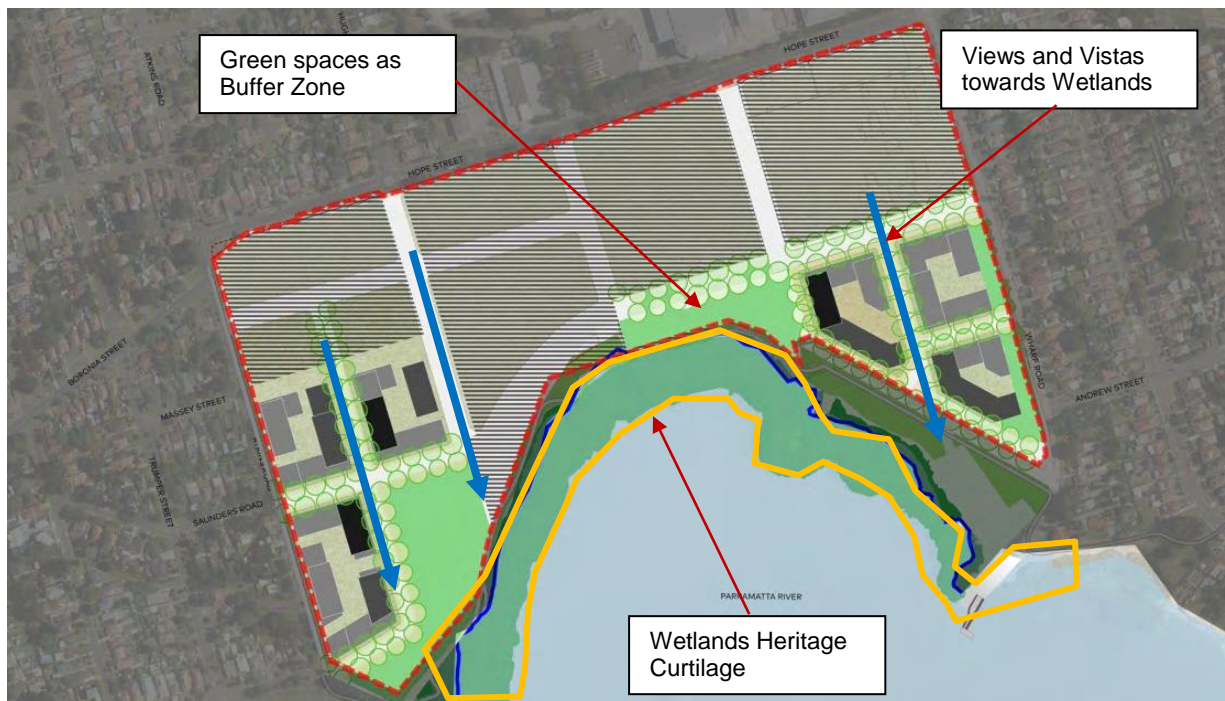


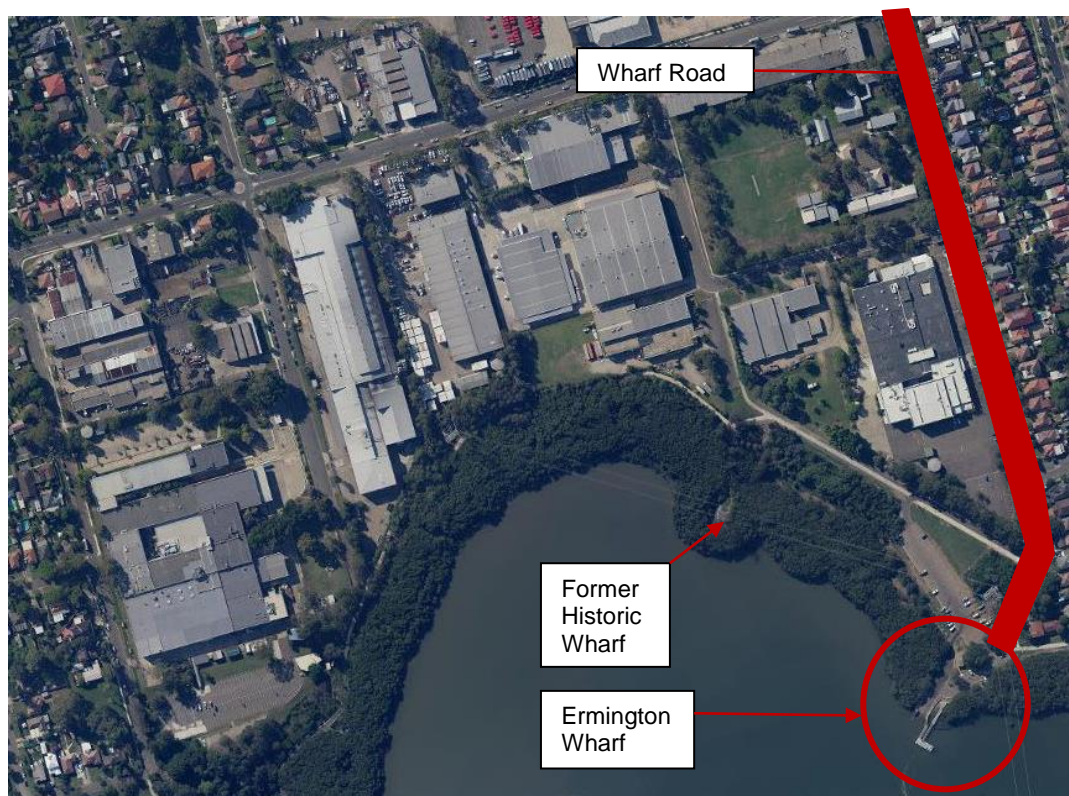
Figure 79: Buffer Zone and Heritage Curtilage Wetlands

8.3 Ermington Wharf (CPC Heritage Item No. I82)

- 8.3.1 The proposed green spaces as a buffer zone between Ermington Wharf and proposed Holdmark sites is positive and should be maintained as an appropriate Heritage Curtilage. The curtilage should be considered at Development Application Stage to ensure the bulk and height of any new adjacent development is acceptable and subservient to the heritage item.
- 8.3.2 The views and the vistas towards Ermington Wharf should be retained and conserved from any adjacent development.

8.4 Wharf Road (CRC Heritage Item No. I65)

- 8.4.1 The proposed setback within the Holdmark East site as a buffer zone between Wharf Road and adjacent proposed development is appropriate and positive to minimise the impact of the proposed development to the adjacent (East of Wharf Road) low-rise residential. The curtilage should continue to be considered at Development Application Stage to ensure the bulk and height of any new adjacent development is acceptable and subservient to the heritage item.
- 8.4.2 There may be archaeological potential from undisturbed remaining early structures along the edge of Wharf Road due to the set back of the industrial development off Wharf Road. Ensure monitoring during excavation, especially in identified areas of archaeological potential. The proposed setback within the Holdmark East site facing Wharf Road is positive and should be carefully considered in design stage to minimise heritage impact.
- 8.4.3 Further landscaping strategies should be explored to enhance Wharf Road and contribute to the cultural significance and amenity of Wharf Road streetscape.
- 8.4.4 The views and the vistas towards Wharf Road should be retained and conserved from any adjacent development.



N Figure 80: CRC Heritage Listed Item I65 Wharf and Wharf Road (Source: Six Maps)

8.5 Bulla Cream Dairy (CPC Heritage Item No. I64)

- 8.5.1 The proposed Holdmark West site is not directly adjacent to the Bulla Cream Dairy and have considered the impact to the heritage item with proposed landscape design (such as retention of *Ficus* spp. trees and associated boundary planting) and lower height development to the northern edge of the site. This is a positive and appropriate outcome.
- 8.5.2 The curtilage of the Bulla Cream Dairy should continue to be considered at Development Application Stage to ensure the bulk and height of any new adjacent development is acceptable and subservient to the heritage item.

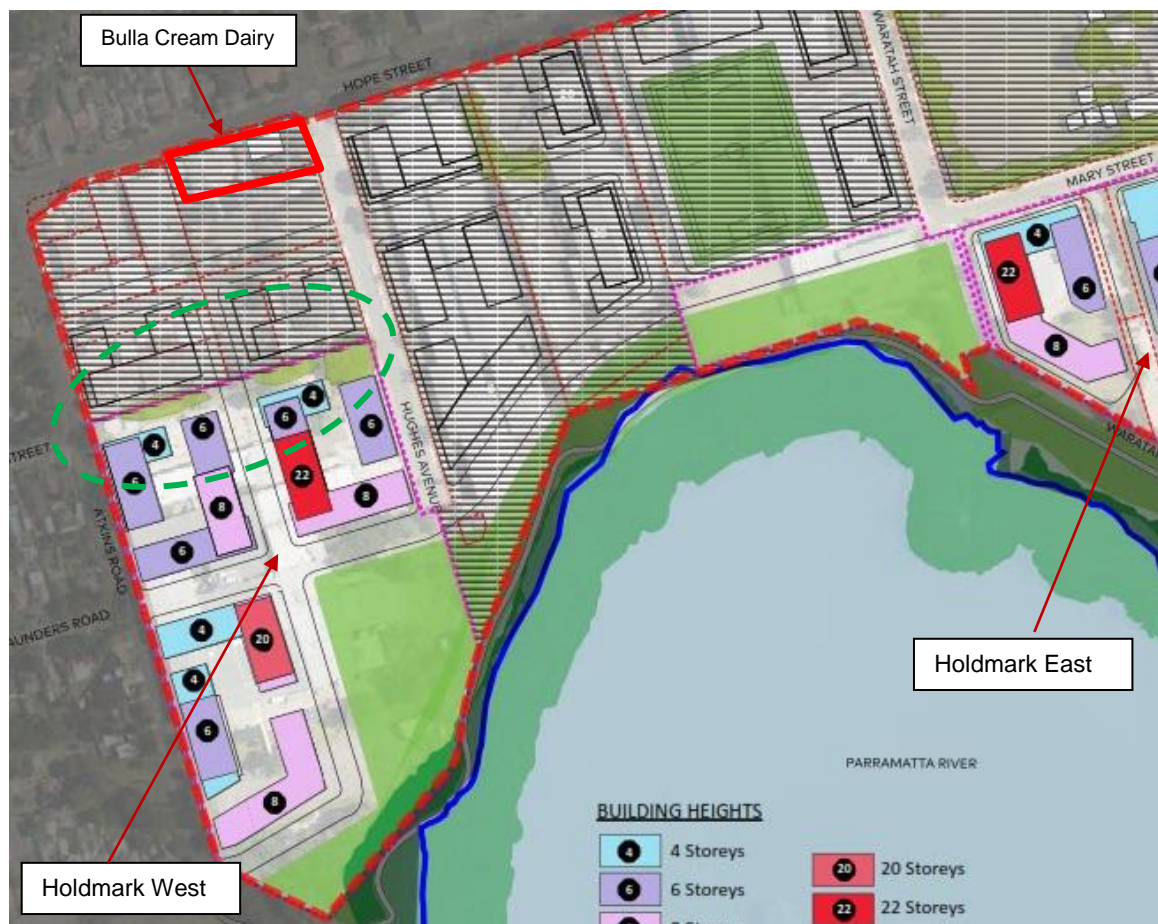


Figure 81: Proposed Northern edge of the Holdmark West site to Bulla Cream Dairy

8.6 Old Wharf Road c.1819

- 8.6.1 Investigate and consider the interpretation of Old Wharf Road as part of Holdmark's proposed development. This provides an opportunity to interpret the Old Wharf Road (similar to Melrose Park trail for Ermington house) during the significant period when Reverend Samuel Marsden acquired the land. The Old Wharf Road may have existed prior to the pre-European landscape as an Indigenous access way to the river. This is based on the development of the road with the contours and topography of the landscape.
- 8.6.2 There may be archaeological potential for Indigenous and non-Indigenous along Old Wharf Road. Ensure monitoring during excavation, especially in identified areas of archaeological potential.



Figure 82: Old Wharf Road c.1819 prior to the establishment of present-day Wharf Road.
(Source: State Library NSW Mitchell Map Collection Maps/0033)

8.7 Other Heritage Elements

8.7.1 The view corridor from Andrew Street towards Wharf Road landform terminating at the line of mature Eucalyptus trees is retained and conserved in the proposed Holdmark East site. This is positive as it retains the strong visual connection with the landform of Melrose Park and adjacent suburb.

At present, the view corridor does not seem to extend to Parramatta River.

This is an established transportation and social route with historical, social and aesthetic significance that contributes to the value of the community between Melrose Park and adjacent neighbouring suburbs.



Figure 83: View Corridor from Andrew Street towards Melrose Park (Source: SIXMAPS)

9.0 CONCLUSION

The proposed Planning Proposal for the Holdmark East & Holdmark West sites for Melrose Park South is an acceptable development, provided all recommendations are carefully considered.

Although the proposed future development at Holdmark Planning Proposal will have some visual impact on views to and from the adjacent heritage listed items, this impact, in the case of Parramatta River Wetlands (I1) and Ermington Wharf (I82), is mitigated by the large scale of the wetlands and consistent with the overall landform.

The Holdmark West site has minimal impact to the Bulla Cream Dairy (I64) as it is not directly adjacent to the heritage item.


The proposed green spaces in between the Parramatta River Wetlands (I1) and the proposed Holdmark sites development is positive as it creates an appropriate buffer zone as part of the heritage curtilage of the heritage item.

Further investigation to identify potential archaeological significance within the Holdmark East & Holdmark West sites should be undertaken by Development Application stage, to assess the level of significance, in particular within the Holdmark East site and Wetlands. Archaeological monitoring during excavation should be implemented for identified areas of archaeological potential.

The impact of the proposed Holdmark Planning Proposal, on the heritage listed items will be minimal and will not detract further from the overall heritage significance of the listed items.

Tropman & Tropman Architects believe the proposal is generally considered and respectful.


APPENDIX A: HERITAGE INVENTORY SHEETS

Wetlands NSW Environment & Heritage		http://www.environment.nsw.gov.au/heritageapp/		ViewHeritageItem...	
					
Home > Topics > Heritage places and items > Search for heritage					
<h3>Wetlands</h3>					
Item details					
Name of item:	Wetlands				
Type of item:	Landscape				
Group/Collection:	Landscape - Natural				
Category:	Wetland or river				
Primary address:	Parramatta River, Camella, Clyde, Rydalmere, Ermington, NSW				
Local govt. area:	Parramatta				
All addresses					
Street Address	Suburb/town	LGA	Parish	County	Type
Parramatta River	Camella, Clyde, Rydalmere, Ermington	Parramatta			Primary Address
System	Camella, Clyde, Rydalmere, Ermington	Parramatta			Alternate Address
Statement of significance:					
The wetlands along Parramatta River are of significance for Parramatta area as remnant representative areas of mangroves and salt marshes which once extensively lined the foreshores and tidal water flats of the region.					
<i>Note: There are incomplete details for a number of items listed in NSW. The Heritage Division intends to develop or upgrade statements of significance and other information for these items as resources become available.</i>					
Description					
Physical description:	This item consists of remnant wetland vegetation, characterised by mangrove and saltmarsh complex, located along the foreshores of Parramatta and Duck rivers and their tributaries, Vineyard and Subiaco creeks.				
Further information:	Parramatta Regional Environmental Study, Open Space and Recreation Heritage Study Department of Environment and Planning Sydney, 1986				
Assessment of significance					
SHR Criteria g) [Representativeness]	This item is representative.				
Assessment criteria:	Items are assessed against the - State Heritage Register (SHR) Criteria to determine the level of significance. Refer to the Listings below for the level of statutory protection.				
Listings					
Heritage Listing	Listing Title	Listing Number	Gazette Date	Gazette Number	Gazette Page
Local Environmental Plan		429	21 Feb 97	20	673
Study details					
Title	Year	Number	Author	Inspected by	Guidelines used
City of Parramatta Heritage Study	1993	429	Meredith Walker		y e s
1 of 2		21/11/2016 12:30 PM			
Wetlands NSW Environment & Heritage		http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItem			

Wetlands | NSW Environment & Heritage <http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItem>

Parramatta Heritage Review 2004	National Trust (Parramatta Branch)	N 0
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References, internet links & images
None
Note: internet links may be to web pages, documents or images.



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Home > Topics > Heritage places and items > Search for heritage

Ermington Wharf

Item details

Name of item: Ermington Wharf
Type of item: Built
Group/Collection: Transport - Water
Category: Wharf
Primary address: 114 Wharf Road, Ermington, NSW 2115
Local govt. area: Parramatta

All addresses

Street Address	Suburb/town	LGA	Parish	County	Type
114 Wharf Road	Ermington	Parramatta			Primary Address

Statement of significance:

The Ermington Wharf is of significance for Parramatta local area for historical reasons and as a representative example of this type of structure in the 19th Century. The Wharf demonstrates the importance of the river as an early transport route. The site also possesses potential to contribute to an understanding of traditional wharf construction techniques.

Date significance updated: 07 Mar 02

Note: There are incomplete details for a number of items listed in NSW. The Heritage Division intends to develop or upgrade statements of significance and other information for these items as resources become available.

Description

Physical description: The Ermington Wharf was built of stone walls with an infill of earth. The walls were constructed of double rows of dressed stones with cross members of stone blocks. Originally it had a rectangular arrangement which lead out from the bank and opened out into a 'diamond' shape. This open end and the major part of the remainder was destroyed during the 1990s construction of a boat ramp. Two timber mooring dolphins remain near the wharf.
Further information: PRS

History

Historical notes: Pennant Hills blue stone was shipped by the government to Sydney from this site. from the 1830's. A timber and earth wharf may have preceded the present one. National Trust (Parramatta Branch): Pennant Hills blue stone was shipped by the government to Sydney from this site in the 1830s. A timber earth wharf may have preceded the present one. | |

Assessment of significance

SHR Criteria a) [Historical significance] This item historically significant.

SHR Criteria g) [Representativeness] This item is representative.

Assessment criteria: Items are assessed against the State Heritage Register (SHR) Criteria to determine the level of significance. Refer to the Listings below for the level of statutory protection.

Listings

Heritage Listing	Listing Title	Listing Number	Gazette Date	Gazette Number	Gazette Page
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Ermington Wharf | NSW Environment & Heritage <http://www.environment.nsw.gov.au/heritageapp/View> HeritageItem. ...

Local Environmental Plan 611 21 Feb 97 20 873

Study details

Title	Year	Number	Author	Inspected by	Guidelines used
City of Parramatta Heritage Study	1993	611	Meredith Walker		Y e s
Parramatta Heritage Review	2004		National Trust (Parramatta Branch)		N e

References, internetlinks & images

None

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Bulla Cream Dairy | NSW Environment & Heritage http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItem



Heritage NSW
 Department of Environment and Heritage

Home > Topics > Heritage places and items > Search for heritage

Bulla Cream Dairy

Item details

Name of item: Bulla Cream Dairy
Type of item: Built
Group/Collection: Manufacturing and Processing
Category: Dairy
Primary address: 64 Hughes Avenue, Ermington, NSW 2115
Local govt. area: Parramatta

Property description

Lot/Volume Code	Lot/Volume Number	Section Number	Plan/Folio Code	Plan/Folio Number
LOT			DP	128574

All addresses

Street Address	Suburb/town	LGA	Parish	County	Type
64 Hughes Avenue	Ermington	Parramatta			Primary Address

Statement of significance:

64 Hughes Avenue, a.k.a. Bulla Cream Dairy, is of significance for the local area for historic, associative and aesthetic reasons, and as a representative example of Interwar Bungalow houses in the area. The house was built c. 1925 for Edgar Swane of the nursery firm Swane Brothers, a notable local figure. The house is readily identifiable as part of the historic building stock in the area and strongly contributes to the character of the streetscape albeit set in mature vegetation that partly obscures its features.

Note: There are incomplete details for a number of items listed in NSW. The Heritage Division intends to develop or upgrade statements of significance and other information for these items as resources become available.

Description

Construction years: 1925-

Physical description: The Bulla Dairy complex includes a 1920s brick bungalow with timber detailing on gable ends that remains in use as manager's residence, and several buildings at the rear, including a c. 1960 dairy attached at rear. The main residence is an archetypal Californian Bungalow with vertically battened gable ends of fibro cement/shingles, terra cotta roof, enclosed front balcony, and tucked front wall on rendered/ruled base. The property grounds feature Cypresses (Ilex) and large palms, a cyclone mesh security fence, and a notable sign at front "Bulla Cream".

Physical condition and/or Archaeological potential: National Trust (Parramatta Branch): Good.

Modifications and dates: National Trust (Parramatta Branch) supplied Year Started.

History

Historical notes: In December 1920, this land with the allotment behind was transferred to Edgar Swane, of the nursery firm, Swane Brothers. They operated their nursery on this site and on adjacent land. After transferring the allotment behind to his brother, in May 1925, Edgar Swane took out a mortgage for £750 from the Government Savings Bank in December 1925 to erect the brick cottage on this land. He was listed as living at this address in the Sands Directory, along with the nursery. The cottage is visible on an aerial photograph of March 1930.

Assessment of significance

1 of 2
21/11/2016 12:28 PM

- SHR Criteria a)** (Historical significance) This item is historically significant
- SHR Criteria b)** (Associative significance) This item has a significant level of association
- SHR Criteria c)** (Aesthetic significance) This item is aesthetically significant
- SHR Criteria g)** (Representativeness) This item is representative
- Assessment criteria:** Items are assessed against the – **State Heritage Register (SHR) Criteria** to determine the level of significance. Refer to the Listings below for the level of statutory protection.

Listings

Heritage Listing	Listing Title	Listing Number	Gazette Date	Gazette Number	Gazette Page
Local Environmental Plan	Amendment No. 2		20 Apr 01	71	1979

Study details

Title	Year	Number	Author	Inspected by	Guidelines used
Paramatta Heritage Review	2004		National Trust (Paramatta Branch)		N/A

References, internet links & images

None

Note: internet links may be to web pages, documents or images.



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