

## Heritage Referral Response

Application Number:	DA2020/1322
Date:	20/11/2020
To:	Thomas Prosser
Land to be developed (Address):	Lot 1 DP 7022 , 29 Moore Road FRESHWATER NSW 2096 Lot 2 DP 7022 , 29 Moore Road FRESHWATER NSW 2096 Lot 3 DP 7022 , 29 Moore Road FRESHWATER NSW 2096 Lot 4 DP 7022 , 29 Moore Road FRESHWATER NSW 2096 Lot 5 DP 7022 , 29 Moore Road FRESHWATER NSW 2096

### Officer comments

HERITAGE COMMENTS		
Discussion of reason for referral		
<p>This proposal has been referred to Heritage as it is a listed heritage item, being <b>Item 174 - Harbord Beach Hotel</b>, at 29 Moore Road, Freshwater, which is listed in Schedule 5 of Warringah Local Environmental Plan 2011.</p>		
Details of heritage items affected		
<p>Details of this heritage item, as contained within the Warringah Heritage Inventory, are:</p> <p><b>Item 174 - Harbord Beach Hotel</b>  <u>Statement of Significance:</u>  A rare example of an Inter-war hotel building which shows influences of the Californian bungalow style. Historically provides evidence of the early development of social &amp; recreational facilities to serve the growing population. Local landmark.  <u>Physical Description:</u>  Two storey building with rendered masonry walls. Tiled hipped, jerkin headed &amp; gabled roof. Terrace on first floor supported by arcaded verandah. A number of modifications include surrounding wall, beergarden, bottle shop extension &amp; window modifications.</p>		
Other relevant heritage listings		
Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005	No	
Australian Heritage Register	No	
NSW State Heritage Register	No	
National Trust of Aust (NSW) Register	No	
RAIA Register of 20th Century Buildings of Significance	No	
Other	No	
Consideration of Application		
The proposal seeks consent for replacing the existing signage with the new signage including the		

replacement of the 3D lettering above the main entry, replacement of the existing pole signage in front of the Bottle Shop, replacement of the existing hamper sign near Charles Street entry and hand painted sign to replace existing wall mounted signs either side of the vehicular access to the bottle shop and patrons' car park. The proposed new signage includes; a new mural to the Bottle Shop glazing; illuminated acrylic lettering to the bottle shop awning; a new freestanding decorative partition signage located within the beer garden and a new hand painted signage to the top of the gable facing Charles Street.

A general conservation policy for new signs on heritage buildings is to minimise their impact on the cultural significance of the heritage buildings and conservation areas, and consideration should be given to the location and design of new signs, so that they do not intrude upon the visual quality of the building or its setting.

It is understood that all existing signage will be removed, some of them will be replaced and there is one new sign to the top of the gable facing Charles Street and a free standing new sign in the beer garden.

Overall, it is considered that generally the proposed signage is compatible with the general conservation policy and the low scale character of Freshwater, however, it is recommended to lower the height of the proposed pylon signage in front of the bottle shop, to be the same height as existing pylon.

Therefore, no objections are raised on heritage grounds subject to two conditions.

Consider against the provisions of CL5.10 of WLEP 2011.

Is a Conservation Management Plan (CMP) Required? No

Has a CMP been provided? No

Is a Heritage Impact Statement required? Yes

Has a Heritage Impact Statement been provided? Yes

Further Comments

COMPLETED BY: Oya Guner, Heritage Advisor

DATE: 20 November 2020

The proposal is therefore unsupported.

Note: Should you have any concerns with the referral comments above, please discuss these with the Responsible Officer.

**Recommended Heritage Advisor Conditions:**

### **CONDITIONS TO BE SATISFIED PRIOR TO THE ISSUE OF THE CONSTRUCTION CERTIFICATE**

#### **Height of the pylon signage**

Height of the proposed pylon sign, replacing the existing pylon, should match existing.

Reason: To preserve the existing setting and the significance of the heritage item.

## CONDITIONS TO BE COMPLIED WITH DURING DEMOLITION AND BUILDING WORK

### **Existing signage to be removed**

All existing signage should be removed and only the signage shown on the architectural drawings should be placed.

Reason: To avoid excessive signage and preserve the significance of the heritage item.