

STATEMENT OF HERITAGE IMPACT

The Ivanhoe Hotel – Shopfront Alterations



23-27 The Corso, Manly

21 FEBRUARY 2019

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HERITAGE IMPACT STATEMENT FOR THE IVANHOE HOTEL AT 23-27 THE CORSO, MANLY

1.0 INTRODUCTION

1.1 BACKGROUND

This Heritage Impact Statement has been prepared in accordance with the standard guidelines of the NSW Heritage Division to accompany an application for proposed minor works to the ground floor façade of the Ivanhoe Hotel, The Corso, Manly. The hotel occupies a three storey Federation building, along with ground floor spaces in the adjacent buildings either side facing onto The Corso.

The proposal involves alterations to the ground floor shopfronts across the Ivanhoe Hotel building and the adjacent properties, and associated signage.

Details of the development proposal have been prepared by Alexander & Co.

The subject property is listed as an item of local heritage significance on Schedule 5 of the *Manly Local Environmental Plan (LEP) 2013*, as part of the group of building identified in item I106 *Group of Commercial Buildings, The Corso*. It is also located within the C2 – Town Centre Conservation Area and is in the vicinity of a number of other listed items.

Accordingly, this Heritage Impact Statement reviews the proposal in terms of the relevant heritage provisions of the *Manly LEP 2013* and the requirements of the *Manly Development Control Plan (DCP) 2013*, and the Impact Assessment Criteria guidelines endorsed by the NSW Heritage Council.

1.2 METHODOLOGY

This Heritage Impact Statement has been prepared in accordance with the guidelines set out in the *Australia ICOMOS Charter for Places of Cultural Significance*, 2013, known as The Burra Charter, and the New South Wales Heritage Office (now the Heritage Division of the NSW Office of Environment and Heritage) publication, *NSW Heritage Manual*.

The Burra Charter provides definitions for terms used in heritage conservation and proposes conservation processes and principles for the conservation of an item. The terminology used, particularly the words *place*, *cultural significance*, *fabric*, and *conservation*, is as defined in Article 1 of The Burra Charter. The NSW Heritage Manual explains and promotes the standardisation of heritage investigation, assessment and management practices in NSW.

1.3 SITE LOCATION

The site at 23-27 The Corso, Manly, is located on the north western side of The Corso, between Sydney Road and Whistler Street, with the site running through to Market Place at the rear. The site is described by the NSW Land Registry Services (LRS) as

- 19-23 The Corso, Manly | Strata Common Property | SP12989
- 25 The Corso, Manly | Lot 2 | DP877793
- 27 The Corso, Manly | Lot 1 | DP877793
- 31 The Corso, Manly | Lot 910 | DP875567 – (Note: 29 The Corso is known as 31 The Corso).

For the purposes of this report 'the site' refers to all included buildings.



Figure 1: Aerial map with the subject site circled red. (Source: NSW LPI, SIX Maps, maps.six.nsw.gov.au)



Figure 2: Street map with the subject site circled red. (Source: NSW LPI, SIX Maps, maps.six.nsw.gov.au)

1.4 HERITAGE MANAGEMENT FRAMEWORK

The subject site is listed as an item of local heritage significance on Schedule 5 of the *Manly LEP 2013* as a component part of item I106 – *Group of Commercial buildings* and is located within the Town Centre Conservation Area.

Other heritage listed items in the vicinity of the subject site are visually and physically separated from the site by intervening development, and as the proposed works only affect the ground floor shopfronts of an already altered series of facades, they do not warrant assessment as part of this report.

1.5 AUTHORSHIP

This report was prepared by Samantha Polkinghorne, Director of **NBRS**ARCHITECTURE.

1.6 LIMITATIONS

This report is limited to the assessment of potential impacts on the European cultural heritage values of the site and does not include Aboriginal and Archaeological assessment. This report only addresses the relevant planning provisions that relate to heritage.

1.7 COPYRIGHT

Copyright of this report remains with the author, **NBRS**ARCHITECTURE. Unless otherwise noted, all images are by the author.

2.0 DOCUMENTARY EVIDENCE

2.1 SUMMARY HISTORY OF THE SITE CONTEXT

The subject site is located on Lots 6, 7 and 8 of Section B of the Brighton Estate, which was originally part of 100 acres granted to John Thompson on 13 April 1842.

In 1853, Henry Gilbert Smith purchased John Thompson's 100-acre grant in Manly, bounded on the south by the present alignment of The Corso, for the sum of £800. Smith then set about turning the little village of Manly into his grandiose vision for a beachside resort town to be called, "New Brighton". The subject property lies partly within this grant and was included in the land purchased by Gilbert Smith on 9 March 1853.¹

The following year, Gilbert Smith built a small pier at Manly Cove and instigated his own regular boat service to Circular Quay. Opposite the pier he constructed the neat Italian-style Pier Hotel with an adjoining public "Pleasure Garden" for walks. A visitor on Boxing Day 1888 recorded how he sat on the verandah of the Pier Hotel, amid the tinkle of barrel organs and "oompahs" of a German Band, watching the streams of day trippers file off the paddle-steamboats.²



Figure 3 - Brighton Manly Beach, 1855. (Source: National Library of Australia: MAP F 642A, nla.obj-229982496)

As Smith purchased more and more land in the Manly area, his ideas for the area's development grew. In 1856, Smith cleared a wide street between the harbour and the ocean frontage which he named 'The Corso' after a street he remembered from Rome. He laid the foundation stone for the first Church of England, St Matthew's in 1858 and gave land for other public buildings and public parks.

The Norfolk pines along the ocean front are said to have been planted by Smith who also established trees on the harbour foreshores and established the concept of planting trees in Manly's streets. He built a public bath house where the Manly Art Gallery would open in 1930, and erected various statues including the famous stone kangaroo (1857) which he

¹ NSW LRS, Old Systems Title Bk 25 No. 609

² Sharp Alan, *Pictorial Memories of Manly to Palm Beach*, 1983, p8

considered would attract visitors to the area, and a "Camera Obscura" for the entertainment of day trippers.

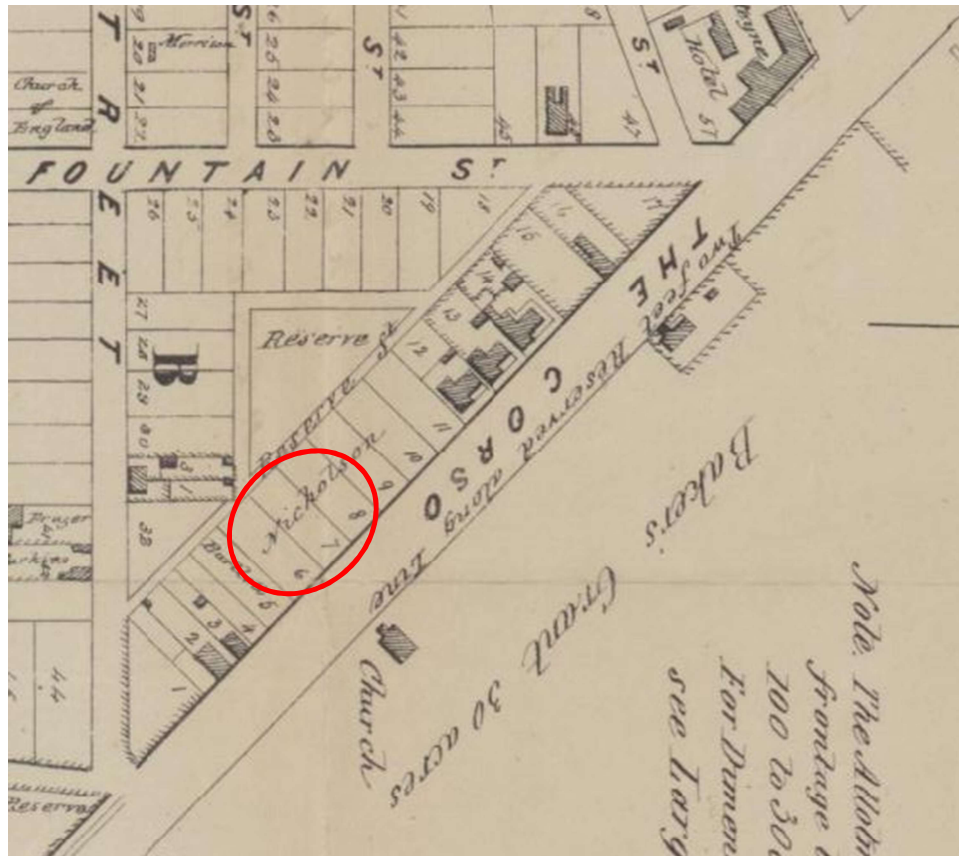


Figure 4 – Detail from Brighton Manly Beach, 1855. Approximate location of subject site circled in red. (Source: NLA, MAP F 642A, nla.obj-229982496)

The earliest hotels on the Corso included the Pier Hotel and the Steyne, and a few weatherboard cottages, a grocery shop and post office, two other shops and a house known as 'Bolton's Cottage' were located on the north side of the Corso, together with some other small shops.³ The south side contained even fewer buildings, including the Church of England on the opposite side of the subject site.

2.2 19-23 THE CORSO

19-23 The Corso contains the four storey Exeter Flats which were built in 1922, and a double storey building located adjacent to the east that predated the flats but was later extensively altered.⁴ Exeter Flats was built on a site which contained a chemist since 1896, when C. J. Carroll opened a pharmacy and dentist shop.⁵ Photographs of the premises were published in the *Australian Town and Country Journal* in 1899 (Figure 5-Figure 6).

³ Manly Municipal Jubilee, *Sydney Mail*, 2 February 1927, p9

⁴ Manly Library Local Studies, 'Corso, [no 19-23] Exeter Flats'

⁵ Pandora Archive, 'Peninsula Historian – When Chemists Processed your Snaps', www.mphs.com.au (accessed October 2018)



Figure 5 – 1899, C. J. Carroll Chemist at 19-21 The Corso, Manly. (Source: Manly – The Queen of Australian Watering Places, Australian Town and Country Journal, 25 February 1899, p34)



Figure 6 – 1899, Interior view of C. J. Carroll Chemist at 19-21 The Corso, Manly. (Source: Manly – The Queen of Australian Watering Places, Australian Town and Country Journal, 25 February 1899, p34)

Mr Carroll sold his chemist business to W. G. Fegent Ltd during World War II and a chemist has subsequently been located at the site until today.⁶ By World War II, the original chemist building had been replaced by the Exeter Flats, which were nearing completion in October 1922. The front flats each contained three rooms and a kitchen, while the rear flats contained two rooms and a kitchen.

⁶ If not otherwise noted, the following is based on Manly Library Local Studies, 'Corso, [no 19-23] Exeter Flats'

Exeter Flats only extended over part of the allotment, being located at 19-21 The Corso, with the older, separate building remaining at 23 The Corso. This building had an awning over the shop front and an upper floor balcony with two doors. It contained a decorative parapet with gabled end. The building was occupied by the late 1930 by Dickinson, photographers, while W. G. Fegent was still shown as the occupant of the adjacent chemist shop on ground floor level (at 19-21 The Corso).



Figure 7 – Late 1930s, photograph showing the 1922 Exeter Flats (misleadingly, a section of the building is duplicated on the right), with the ground floor occupied by chemist W. G. Fegent. The adjacent double-storey building at 23 The Corso (on right) was occupied by Dickinson, photographers. (Source: Manly Library Local Studies, 'Corso, [no 19-23] Exeter Flats')

23 The Corso was later occupied by Norton-Trevaire, a 'great name in photography' (cf. Figure 10). The business, which had another shop in the 'Strand Arcade' in the city, specialised in exclusive wedding portraiture and in reproductions of photographs in oils in various sizes.⁷ A photograph dated 1970 shows the building still occupied by Trevaire (Figure 18).

In August 1989, the shops at 19-23 Corso were offered for sale at auction.⁸ It is likely that the double-storey building at 23 The Corso was altered shortly after the transfer to the new owners, as by 1999 the building's elevation had changed dramatically, with the original parapet removed and the gabled roof replaced by a flat roof, and the two upper floor windows replaced by a horizontal aluminium framed window.

The ground floor shops of the combined site at 19-23 The Corso subsequently became part of the same occupancy by Soul Pattinson Chemist, with connected surgery.⁹

⁷ Advertising, *Catholic Weekly*, 9 May 1946, p17

⁸ Manly Library Local Studies, 'Corso, [no 19-23] Exeter Flats'

⁹ Manly Library Local Studies, 'Corso, [no 19-23] Exeter Flats'



Figure 8 – 1999, Exeter Flats, with a small portion of the heavily altered double storey building at 23 The Corso just visible on the right. Soul Pattinson Chemist occupied the ground floor at that time. (Source: Manly Library Local Studies, 'Corso, [no 19-23] Exeter Flats')



Figure 9 – 2009, Exeter Flats on the left, with the extensively altered 23 The Corso visible on the right. (Source: Manly Library Local Studies, 'Corso, [no 19-23] Exeter Flats')

2.3 25 THE CORSO

A double storey building with a gabled roof, parapet and cantilevered awning was located at the site by the 1930s at the latest (Figure 14). This was part of a separate development until the building's replacement by a new bank building which was later altered again to become part of the Ivanhoe Hotel site. The roof slope of the early building at 25 The Corso was facing the street and the upper floor contained three sash windows.

In 1924, additions were carried out at 25 The Corso by B. A. Pickersgill.¹⁰ By 1949, the building contained a cake shop (Figure 16), and by 1953 it contained the 'Nursery Nook', a baby and children's clothing shop.¹¹ The 'Nursery Nook – Mary Martin' is also shown in a c1960s photograph (Figure 10). On 26 March 1954, the *"Two Brick Shops, with 8 rooms over, tenanted, adjoining hotel, 1st-class position in this great shopping area, Land 25x100 approx., Lane at rear"*, were part of an auction sale.¹² In the 1970s, a real estate agency was located at the site (Figure 18).

By 2009, the building had been demolished and a new double-storey building added for the St George Bank (see Figure 9 and Figure 19).



Figure 10 – 25 The Corso, Manly, at centre right, occupied by the 'Nursery Nook – Mary Martin', said to be dated c1960s. (Source: Manly Library Local Studies, File 009642)

¹⁰ Building & Construction, *Daily Telegraph*, 21 May 1924, p3

¹¹ Advertising, *The Sun*, 18 September 1953, p18

¹² Advertising, *Sydney Morning Herald*, 6 March 1954, p36



Figure 11 – Undated, rear of 25 The Corso, Manly.
(Source: Manly Library Local Studies, File 009642)

2.4 27 THE CORSO – THE IVANHOE HOTEL

The Ivanhoe Hotel was previously the Colonnade Hotel, built by John Farrell (the second) by November 1875.¹³ The frontage of the double storey Colonnade Hotel had a timber verandah and balcony structure, and two gables. Located opposite the church, it was noted in 1882 that “the sweet music” of the Sunday school children opposite did “not reach the bar of the hotel”, where business was going strong.¹⁴

John Farrell was noted as the licensee of the Colonnade Hotel from 1876 until 1881, and Samuel Bloomfield took over in 1882-83.¹⁵ When John Farrell died in 1889, the hotel went to his son, John Farrell the third, who had to mortgage the hotel to his sister, Hannah Malcolm, in 1894, during the depression. She foreclosed on him but never occupied the hotel, instead renting it to the Adrians.



Figure 12 – Undated photograph of the Ivanhoe Hotel, originally known as the Colonnade Hotel, built by John Farrell in c1875. (Source: Manly Library Local Studies Collection, MAN07030)

¹³ Manly Library Local Studies, 'Ivanhoe Hotel, Corso'; Advertising, *Sydney Morning Herald*, 6 November 1875, p16

¹⁴ The Slanders about Manly, *Sydney Daily Telegraph*, 11 November 1882, p6

¹⁵ Manly Library Local Studies, 'Ivanhoe Hotel, Corso'

In 1884, Thomas Adrian took over the Colonnade Hotel and renamed it the Ivanhoe Hotel.¹⁶ Adrian had previously established the Ivanhoe Park Hotel on the grounds of Ivanhoe Park by the early 1870s, but moved out when the Ivanhoe Park Hotel was being converted into the Manly Council Chambers in 1877.¹⁷ A big sale of both the Colonnade Hotel household furniture and the Ivanhoe (Park) Hotel surplus furniture was held on 23 May 1884 "on the Premises, Colonnade Hotel and Ivanhoe Hotel, Manly".¹⁸ By 1885, Thomas Adrian's wife Emma Adrian had taken over the hotel by which time it was known as the Ivanhoe Hotel.¹⁹ Emma Adrian continued to run the hotel until 1919, when it was transferred to Frank Dimond.²⁰

By 1919, the hotel had appeared in the newspapers a number of times, mostly in relation to reports of accidents and incidents. In 1905, for instance, John Adrian fell from the balcony of the hotel onto the roadway below, fracturing his skull and leaving the 38-year old son of Emma Adrian in a critical condition.²¹ In May 1906, 22-year old barmaid Mary Ann Rootes was shot dead at the bar of the hotel by her estranged husband who subsequently committed suicide.²² The balcony of the hotel was sometimes used by politicians to address the crowds, and the sources suggest that the building still had a balcony by 1924.²³

In 1911, architect F Trenchard Smith had designed additions to the hotel, carried out by builder Frank Tolhurst (Figure 13).²⁴ These additions appear to have been limited to the public bar area of the building and do not seem to have been extensive.

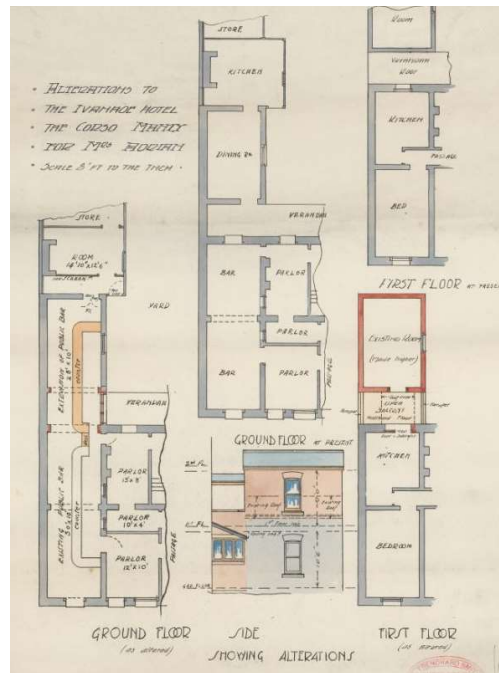


Figure 13 – 1911 - Ivanhoe Hotel, The Corso, Manly, Present and proposed ground and first floor plans, side elevation, Applicant/owner, Mrs Adrian, Architect F Trenchard Smith, Pitt Street, Manly, Signed 25 May 1911. (Source: NSW State Records and Archives, Digital ID 9590_62825)

¹⁶ *Ibid.*

¹⁷ One of Manly's Landmarks to be Removed, *Evening News*, 8 February 1922, p1

¹⁸ Advertising, *Sydney Morning Herald*, 22 May 1884, p10

¹⁹ Police, *Sydney Morning Herald*, 9 December 1885, p8

²⁰ After 45 Years, *The Sun*, 6 November 1919, p7; Licensing Court, *Sydney Morning Herald*, 28 November 1919, p5

²¹ Casualties, *Sydney Morning Herald*, 7 October 1905, p14

²² The Tragedy at Manly, *The Age*, 10 May 1906, p6; Tragedy at Manly, *The Peak Hill Express*, 18 May 1906, p9

²³ Advertising, *The Australian Star*, 21 August 1907, p2; Mr E. M. Clark at Manly, *Evening News*, 7 March 1893, p2; Rally at Manly for 'Labor Daily', *Labor Daily*, 13 October 1924, p1

²⁴ Contracts, *Sydney Morning Herald*, 13 June 1911, p5

From 1919, Frank Dimond ran the hotel but was later sued by his business partner, Patrick White, for letting the business go downhill.²⁵ The licence was transferred to J. Studd Price in May 1921, and later licensees included John Everett and John Joseph Kelly.

Ivy May Curran ran the hotel from March 1930. A photograph dated 1930 shows the Ivanhoe Hotel at that time (Figure 14). The photograph suggests that by then the original Colonnade Hotel building had undergone major alterations, if not complete rebuilding. A third floor with an oriel window had been added and the verandah structure had been removed. It is unclear when and by whom these alterations had been carried out but given that the building still had a balcony by 1924, at least some modifications were carried out to the building in the late 1920s, involving the removal of the balcony.

Shortly after taking over the licence of the Ivanhoe Hotel, Ivy May Curran applied for permission to erect a cantilever awning.²⁶ By that time, the building was still owned by Hannah Malcolm, however, she died on 25 January 1934, aged 80. By that time, Ivy Curran was still the licensee.



Figure 14 – Photograph of the Ivanhoe Hotel, dated August 1930. (Source: Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 2 Side 2, N60-YC-533)

²⁵ Manly Library Local Studies, 'Ivanhoe Hotel, Corso'

²⁶ Manly Library Local Studies, 'Ivanhoe Hotel, Corso'

The hotel was purchased by Tooth & Co in November 1934.²⁷ In March 1935 it was reported that Copeman Lemont and Keesing, architects, had let a contract to builders Paynter and Dixon for alterations to the Ivanhoe Hotel, Corso, Manly.²⁸ That year the architects were also responsible for rebuilding the Criterion Hotel and alterations to the Empire Hotel in Sydney for Tooth & Co.²⁹

A photograph dated June 1936 (Figure 15) shows that the building had an awning above the ground floor by then. It appears that the ground floor façade received new tiling and the ground and first floor fenestration was altered, likely as part of the alterations by Copeman Lemont and Keesing, including replacement of the first floor casement windows with sash windows (see Figure 15 - Figure 16).



Figure 15 – Photograph of the Ivanhoe Hotel, dated June 1936, after Tooth's took over the hotel. (Source: Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 2 Side 2, N60-YC-533)

²⁷ Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 4 Side 2, N60-YC-533

²⁸ Contracts Let, *Sydney Morning Herald*, 5 March 1935, p3; Cf. Manly Library Local Studies, 'Ivanhoe Hotel, Corso'

²⁹ Contracts Let, *Sydney Morning Herald*, 17 September 1935, p3

In August 1938, the Ivanhoe Hotel was declared a 'gaming house', as part of a police campaign to suppress illegal SP bookmaking at the premises.³⁰ In 1940, an application to install new fittings at the hotel was approved.³¹ By the 1940s, the three-storey hotel had a saloon bar, a public bar and a lounge in the trading quarters, and the private quarters contained a lounge, offices, separate bathrooms and toilets, as well as 13 double rooms, including a staff room.³²



Figure 16 – Photograph of the Ivanhoe Hotel, dated 1949. (Source: Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 4 Side 2, N60-YC-533)

The Ivanhoe Hotel underwent various internal alterations over time and was renamed Plaza Hotel (or Ivanhoe Plaza Hotel)³³ in 1978, after it had been sold to J.E. & E. J. Investments Pty Ltd and Stannian Pty Ltd in 1975.³⁴ In 1985, the hotel was sold to the Petersen family who reinstated the old name 'Ivanhoe Hotel'.³⁵

In 1993, it was reported that the Ivanhoe hotel had won Council approval for the addition of a balcony over the awning to create an outdoors entertainment area.³⁶ Council had decided to allow such balconies over awnings in 1991, with the Ivanhoe Hotel being the first to apply for this.

³⁰ Manly Hotel 'Declared', *The Labor Daily*, 30 August 1938, p2; Manly Library Local Studies, 'Ivanhoe Hotel, Corso'

³¹ Manly Library Local Studies, 'Ivanhoe Hotel, Corso'

³² Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 4 Side 2, N60-YC-533

³³ Advertisements, *Sydney Morning Herald*, 7 December 1984, p42

³⁴ Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 5 Side 2, N60-YC-533

³⁵ Broadsheet Sydney, 'The Ivanhoe Hotel reopens', by Brittany Lee Waller, 28 March 2013, <https://www.broadsheet.com.au/sydney/food-and-drink/ivanhoe-hotel-reopens> (accessed September 2018); A long drink, *Sydney Morning Herald*, 16 October 1994, p153

³⁶ Manly Library Local Studies, 'Ivanhoe Hotel, Corso'



Figure 17 – 1960 photograph of the Ivanhoe Hotel. (Source: Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 5 Side 2, N60-YC-533)



Figure 18 – 1970 photograph of the Ivanhoe Hotel and adjacent premises. The double storey building to the west was by that time in use as a real estate agency. (Source: Australian National University, Noel Butlin Archives Centre, Tooth's Yellow Cards, 'Plaza Hotel (ex Ivanhoe Hotel to 1978), The Corso, Manly', Card 7 Side 2, N60-YC-533)

It may have been as part of these works that the two side windows on the second floor were altered (Figure 19).



Figure 19 – 2009 photograph of the Ivanhoe Hotel and adjacent premises, showing the hotel with a new balcony structure and altered side windows on the first floor. By that time the adjacent property had been altered extensively for use as a bank. (Source: Flickr, photograph by Ian Sanderson, dated 24 May 2009, <https://www.flickr.com/photos/iansand/3557799145>, accessed September 2018)

After a planning phase of 10 years, the Petersen family extensively redeveloped the Ivanhoe Hotel in 2012-13, which also included extensive alterations to the premises adjacent to the west of the hotel, which had been in use as a bank.³⁷

The redevelopment cost \$3.3 million and was given approval after a Land and Environment Court appeal in 2008.³⁸ The redeveloped building, which provided space for 900 patrons, included a new rooftop dining area, coffee shop and pizza kitchen, a balcony on the Corso, bottle shop, poker machines and TAB. The hotel was still owned by the Peterson family and Hilrok Properties Pty Ltd.

2.5 29-31 THE CORSO – COMMONWEALTH BANK

By the early 20th Century, 29-31 The Corso contained two semi-detached brick buildings which occupied the site from the Corso frontage to Market Lane at the rear.³⁹ Each comprised a large shop and dwelling with 4 bedrooms, dining-room, kitchen, bathroom and laundry. The group was fronted by a verandah and balcony structure over the footpath, with a separate balcony roof below the decorative parapet (Figure 20).

The building was possibly constructed in c1901, with the *Sydney Sands Directory* of 1902 listing Mrs Atkinson, refreshment rooms, at No. 29.⁴⁰ In 1907, tobacconist A A Robison was

³⁷ Broadsheet Sydney, 'The Ivanhoe Hotel reopens', by Brittany Lee Waller, 28 March 2013, <https://www.broadsheet.com.au/sydney/food-and-drink/ivanhoe-hotel-reopens> (accessed September 2018); A long drink, *Sydney Morning Herald*, 16 October 1994, p153

³⁸ This and the following is based on Manly Library Local Studies, 'Ivanhoe Hotel, Corso'

³⁹ Advertising, *The Sun*, 8 December 1922, p11

⁴⁰ If not otherwise noted the following is based on Manly Library Local Studies, 'Corso no 29-31'

listed at No. 31 for the first time. A refreshment room and tobacconist were still located at the site when it was advertised for sale in December 1922 as a 'valuable shop investment'.⁴¹

The site was acquired by the Commonwealth Bank of Australia in April 1923, at £200 per foot of frontage, and opened a branch at 31 The Corso in June 1923, replacing Robison.⁴² The refreshment rooms at No. 29 were replaced by a chemist, 'Dobson and Moase', as shown in Figure 20.

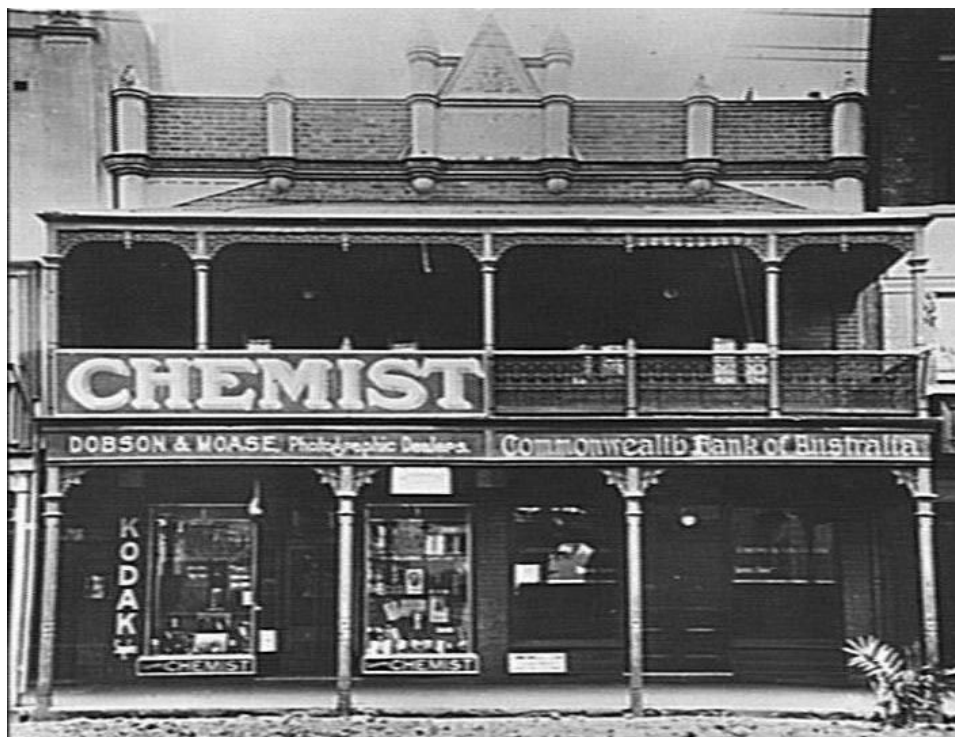


Figure 20 – c1923 photograph showing 29-31 The Corso, Manly after the Commonwealth Bank of Australia had established a branch at 31 The Corso, opening in June 1923. A Chemist, 'Dobson and Moase' was located at 29 The Corso by then. (Source: Manly Library Local Studies Collection, MAN06663)

By August 1930, however, the Commonwealth Bank had replaced the earlier building by new, larger bank premises, part of which are shown in a photograph dated August 1930 (Figure 14). This building appears to have been built in 1930, as the *Sydney Sands Directory* still listed a chemist and bank at 29 and 31 The Corso, respectively, in 1929, while there was no entry for either in 1930. By 1931, only the Commonwealth Bank of Australia was listed, at 31 The Corso, suggesting that the bank now was the sole occupant of its new premises.

The building stood at the site for several decades before being replaced by the current building sometime before 2009 (see Figure 19). The adjacent multi-storey building at 33-35 The Corso, sold in 1939 as the Stewart Building, was later known as the Commonwealth Bank Chambers, as shown in photographs included below (Figure 21-Figure 23).⁴³

⁴¹ Advertising, *The Sun*, 8 December 1922, p11

⁴² Advertising, *The Sun*, 17 June 1923, p9; *The Suburbs, Sydney Morning Herald*, 6 April 1923, p4

⁴³ Recent Sales, *Sydney Morning Herald*, 9 August 1939, p8



Figure 21 – February 1965, photograph taken during maintenance work carried out by Membranes NSW Ltd. (Source: State Library of NSW, Digital Order No. d7_18595r)



Figure 22 – February 1965, photograph taken during maintenance work carried out by Membranes NSW Ltd. (Source: State Library of NSW, Digital Order No. d7_18493r)



Figure 23 – February 1965, photograph taken during maintenance work carried out by Membranes NSW Ltd. This shows the Commonwealth Banking Chambers at 33-35 The Corso. (Source: State Library of NSW, Digital Order No. d7_18596r)

3.0 PHYSICAL EVIDENCE

3.1 SITE CONTEXT AND VIEWS

The Corso is a paved pedestrian mall space, characterised by typically two and three storey commercial development built out to the edge of the pavement. The range of architectural styles along The Corso represent a wide range of the phases of development of the place since it was first laid out in the late 1850's.

The north western side of The Corso, containing the subject site, is characterised by a distinctly varied group of buildings. The facades of the buildings in the immediate vicinity of The Ivanhoe Hotel include a modern Commonwealth Bank to the east, a two storey Victorian style reconstructed façade to a commercial building immediately to the south, and further south again a heavily modified building which has not retained any distinct architectural character.

Views of the facades are limited to those available from The Corso, and as the buildings are all built hard to their boundaries it is only of the south eastern elevation.



Figure 24 - View north along The Corso, the Ivanhoe Hotel is indicated by the red arrow.



Figure 25 - View of the Ivanhoe Hotel just beyond the Commonwealth Bank building.



Figure 26 - View looking towards the Esplanade down The Corso, the subject shopfront is indicated by the red dashed line (Source: Google Streetview)

3.2 DESCRIPTION

The Ivanhoe Hotel has undergone several phases of development which have resulted in the addition of two new oriel windows and a substantial first floor verandah. At ground level the shopfront has lost all of its original fabric and detail, with the current shop windows employing an aluminium glazing system.

The two-storey shopfront to the south has also been significantly altered from the original design; with the ground floor shopfront being a continuation of the main Ivanhoe shopfront design and materials.

To the east of the Ivanhoe Hotel lies the Commonwealth Bank building, where currently the space adjacent the Hotel is being used as the Ivanhoe Sports Bar. This use includes a façade and fitout that reflects the style of the hotel set within the prominent granite clad columns of the bank building.

There are no original building or design components to the ground floor facades which will be affected by the proposed works.



Figure 27 - View of the main façade facing the Corso.



Figure 28 - View of the adjacent Commonwealth Bank building, with a portion of the ground floor currently occupied by the Sports Bar of the Ivanhoe Hotel.



Figure 29 - View of a portion of the current shopfront.



Figure 30 - Ground level shopfront to the Hotel is a later addition, and is generally constructed of powder coated aluminium framing.



Figure 31 - This view shows the later threshold tiling and the curved windows to the later shop front glazing.



Figure 32 - View of the shopfront to the sports Bar contained within the adjacent granite faced Commonwealth Bank building.

The interiors of the buildings, as commercial and retail spaces, have been subject to numerous refurbishments in response to changing tenants, styles and ways of using the buildings.

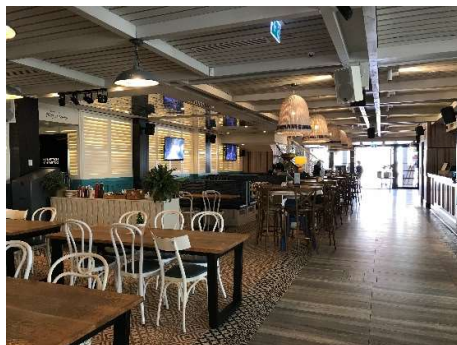


Figure 33 - View looking back towards the main entry off The Corso showing the later fitout throughout.



Figure 34 - View of the later bar fitout.



Figure 35 - View of the later fitout in the seating area adjacent Market Lane.

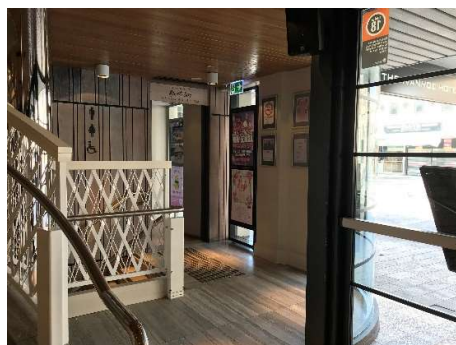


Figure 36 - View of the later connection between the main hotel and the Sports Bar in the bank building adjacent.



Figure 37 - Image describing the character of the current fitout. This image is at the main entry door showing the later shopfront and finishes.



Figure 38 - Image describing the character of the existing non-significant hotel fitout.

4.0 ESTABLISHED HERITAGE SIGNIFICANCE

4.1 HERITAGE STATUS

The subject site is listed as an item of local heritage significance on Schedule 5 of the *Manly LEP 2013* as a component part of item I106 – *Group of Commercial buildings* and is located within the Town Centre Conservation Area.

Other heritage listed items in the vicinity of the subject site are visually and physically separated from the site by intervening development, and as the proposed works only affect the ground floor shopfronts of an already altered series of facades, they do not warrant assessment as part of this report.

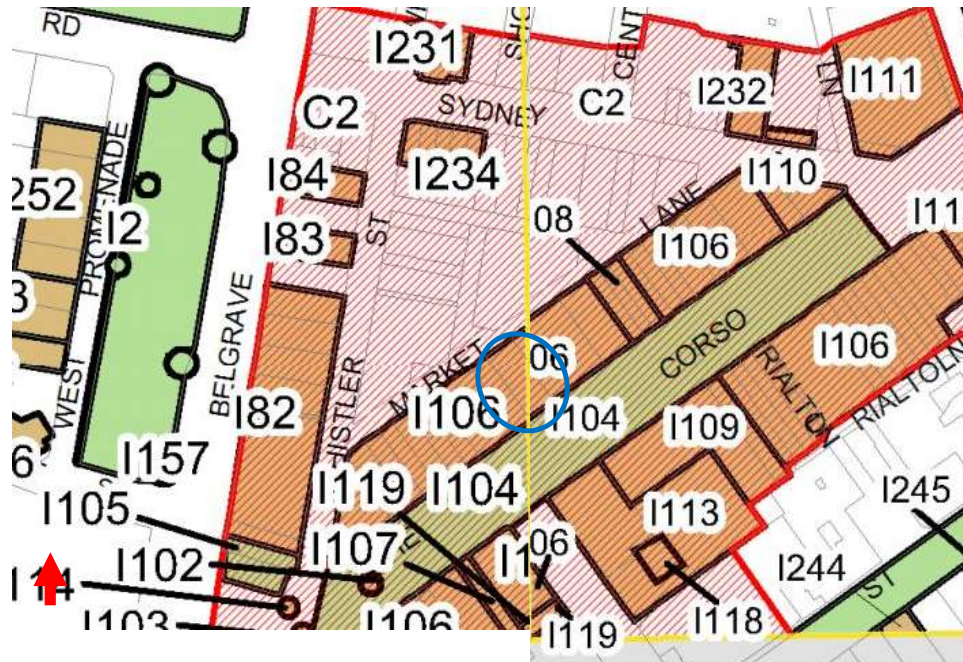


Figure 39: Excerpt from the Manly LEP 2013 heritage map. Heritage items are shown brown and the Town Centre Conservation Area is hatched red. The subject site is circled blue. (Source: Manly LEP 2013, Heritage Map HER_003 and HER_005)

4.2 SIGNIFICANCE OF THE SUBJECT SITE

23-27 The Corso is identified as Item I106 *Group of Commercial buildings (All numbers) The Corso* in section 5 of the *Manly Development Control Plan 2013*.

There is no individual Statement of Significance for this group of buildings that comprise the site in the NSW Office of Environment and Heritage, Heritage Inventory.

4.3 SIGNIFICANCE OF THE TOWN CENTRE CONSERVATION AREA

23-27 The Corso is situated within the Manly Town Centre Conservation Area and is identified as a Special Character Area in section 5 of the *Manly Development Control Plan 2013*.

The Statement of Significance contained in the *Manly Development Control Plan 2013, Amendment 9 – last amended 8 July 2017* for the Manly Town Centre Conservation Area is accepted as the basis of this assessment of potential heritage impacts. It states:

The Manly Town Centre Conservation Area is of local heritage significance as a reflection of the early development of manly as a peripheral harbor and beachside village in the fledgling colony of New south Wales. This significance is enhanced by its role as a day-trip and holiday destination during those early years, continuing up to the present time, and its association with HG Smith, the original designer and developer of the Manly Town Centre Conservation Area as it is today. The physical elements of the Manly Town Centre Conservation Area reflect this early development and its continued use for recreational purposes, most notably the intact promenade quality of The Corso and its turn of the century streetscape, as well as key built elements such as hotels, and remaining original commercial and small scale residential buildings.

The beautiful natural setting of the Manly Town Centre Conservation Area has provided a solid foundation for its picturesque qualities. The cultural landscape, including plantings, monuments and open spaces, reflects the continued enhancement of the Manly Town centre Conservation Area over time, in order to attract and sustain visitors to the area, which in turn has provided great support to the local economy. The many historic vistas which remain to this day enhance the visitor experience in the Manly Town Centre Conservation Area and assist with providing an interpretation of the Manly Town Centre Conservation Area as it has changed over time.

The Manly Town Centre Conservation Area maintains a high level of social significance, as a popular destination for local, national and international tourists, as well as through its encapsulation of the Australian beach culture.

The following relevant excerpt has been sourced from the description of the Town Centre Conservation Area contained in the NSW Office of Environment and Heritage, Heritage Inventory, reference 2020838:

The second zone comprises The Corso, which is the iconic focus for the Manly Town Centre Conservation Area. Extending from Manly Wharf north-east to Ocean Beach, The Corso is a grand promenade, now primarily pedestrian, lined with predominantly low-rise commercial buildings. The majority date to the late Nineteenth Century through to the 1930s and are generally on narrow allotments. Most of the original ground floor shop fronts have been altered; however, the first floors facades and parapets are generally intact, presenting a uniform streetscape and skyline. The street trees make a strong contribution to the character of The Corso, in particular the two mature Moreton Bay Fig Trees in the civic square at the south-western termination of The Corso, in front of the Council Chambers. The north-eastern end of The Corso is more sparsely planted, primarily with palms, though this provides for the striking open vista towards Ocean Beach, bound by the buildings on either side of the Corso. It is noted that a number of pedestals from one of the earlier lighting systems, possibly dating to around the turn of the Twentieth Century, remain in situ at the south western end of The Corso.

4.4 SIGNIFICANCE OF ITEMS IN THE VICINITY

The subject site is located in close proximity to the following heritage items listed in Schedule 5 of the *Manly LEP* 2013:

- Item: I102 2 cast iron pedestals (former street lights) The Corso
Central reservation between the Esplanade and Darley Road

- Item: I104 Street Trees
The Corso from Whistler Street to Sydney Road
- Item: I113 St Mathews Church and Church Hall
44 The Corso (Cnr Darley Road and The Corso)
- Item: I118 St Mathews Anglican Rectory
44 The Corso (Cnr Darley Road and The Corso)

Other heritage listed items in the vicinity of the subject site are visually and physically separated from the site by intervening development, and as such are not addressed further in this report.

5.0 THE PROPOSAL

The proposed development, designed by Alexander & Co, includes the following:

- Removal of the existing non-significant shopfront fitouts to The Ivanhoe Hotel and the adjacent bank building (Ivanhoe Sports Bar);
- Construction of new shopfront fitouts at ground level to the Ivanhoe Hotel and Sports Bar; and
- Provision of replacement signage to The Corso and Market Place frontages, including hand painted signage, backlit and suspended awning signage.

The proposed finishes and signage are in line with The Ivanhoe Hotel as a hospitality venue and are appropriate to the architectural character of the building.

The aim of the proposal is to upgrade the façade as part of improvements to the hotel services and facilities provided at ground level.

There is no application for a change of use as part of this application.



Figure 40 - Elevation of the facades with those areas of the shopfronts proposed to be altered shown coloured. (Source: Alexander & Co)

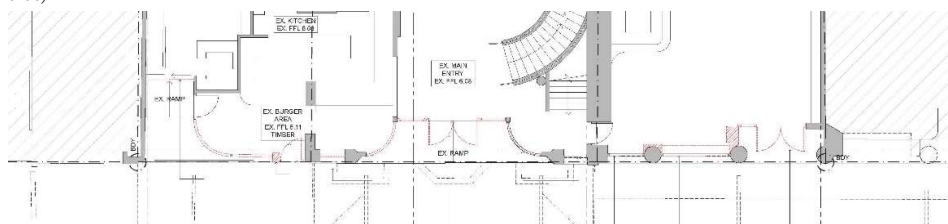


Figure 41 - Extent of demolition works proposed shown in red. (Source: Alexander & Co)

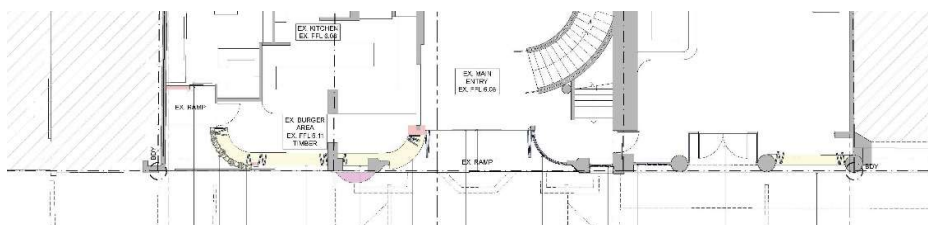


Figure 42 - Extent of new works to the shopfronts proposed shown coloured. (Source: Alexander & Co)

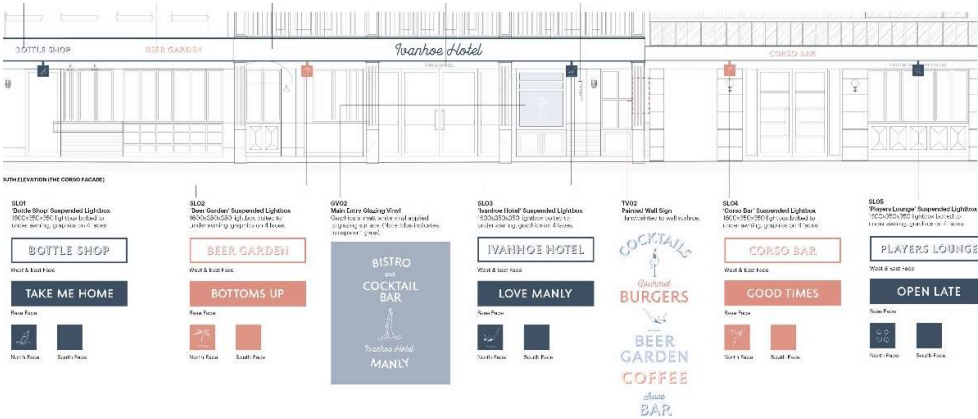


Figure 43 - Proposed style and graphic character of The Corso signage. Generally, the proposed signage replaces existing signage. Existing signage includes the awning fascia, the under awning,

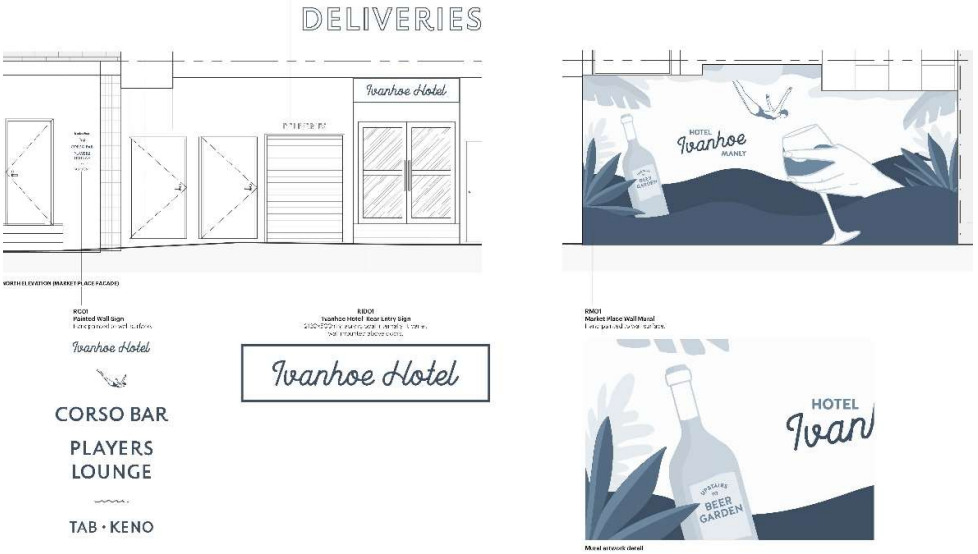


Figure 44 - The proposed style and character of the Marketplace Wall mural.

5.1 DOCUMENTATION EVALUATED

The following documentation, prepared by Alexander & Co, was reviewed for the preparation of this report:

DRAWING NO.	DRAWING TILE	ISSUE	DATE
DA-AXX-001	Existing and Proposed Site, Roof and Demolition Plan	A	15.02.19
DA-A00-001	Ground Floor Existing and Demolition Plan	A	15.02.19
DA-D00-011	Ground Floor Proposed General Arrangement Plan	A	15.02.19
DA-EXX-001	Overall Building – Proposed South Elevation The Corso	A	15.02.19
DA-EXX-002	Overall Building – Proposed North Elevation Market Place	A	15.02.19
DA-03941H-WXX-001	Materials Palette	A	15.02.19

6.0 ASSESSMENT OF HERITAGE IMPACT

6.1 INTRODUCTION

This Heritage Impact Statement has been prepared in relation to the following impact assessment criteria: The *Manly Local Environmental Plan (LEP) 2013*, the *Manly Development Control Plan (DCP)* and the New South Wales Heritage Office (now NSW Heritage Division) guidelines, *Altering Heritage Assets* and *Statements of Heritage Impact*, contained within the NSW Heritage Manual.

6.2 EVALUATION OF THE GUIDELINES OF THE NSW HERITAGE DIVISION

The following assessment is based on the assessment criteria set out in the NSW Heritage Office (now Heritage Division) publication 'Statements of Heritage Impact', contained within the NSW Heritage Manual. The standard format has been adapted to suit the circumstances of this application.

The following aspects of the proposal respect or enhance the heritage significance of the item or conservation area for the following reasons:

- The existing shopfronts are not original in either fabric nor design, and as such their removal is acceptable and replacement is acceptable.
- The installation of new, contemporary styled shopfronts is sympathetic to the historic and ongoing use of the place.
- The proposed design and choice of materials is in keeping with the existing Ivanhoe Hotel, and as such contributes to a high quality of facade addressing The Corso, and as such supports the desired character of the place as an attractive public destination.
- The contemporary design, materials and finishes reflect current fitout trends and levels of expectation from both operators and patrons of hospitality facilities.
- The proposed signage to both The Corso and Market Place frontages is sympathetic to the character of the Ivanhoe Hotel as well as to the wider Corso environment, in both the selected graphic design as well as colorways.

The following aspects of the proposal could detrimentally impact on heritage significance. The reasons are explained as well as the measures to be taken to minimise impacts:

- The locating of Ivanhoe Hotel shopfront fitouts in the adjacent ground floor space of the bank building, is acceptable for the following reasons:
 - this action does not obscure an understanding of the bank building façade allowing it to continue to contribute to the character of The Corso;
 - the use of this space has already been altered and the proposed upgrading of the shopfront does not alter the existing understanding of the use behind.

6.2.1 MINOR PARTIAL DEMOLITION (INCLUDING INTERNAL ELEMENTS)

- *Is the demolition essential for the heritage item to function?*
- *Are important features of the item affected by the demolition (eg fireplaces in buildings)?*
- *Is the resolution to partially demolish sympathetic to the heritage significance of the item (eg creating large square openings in internal walls rather than removing the wall altogether)?*

- *If the partial demolition is a result of the condition of the fabric, is it certain that the fabric cannot be repaired?*

Comment:

The proposed demolition of the shopfronts is acceptable as they are not original fabric, nor do they reflect the original character of the earlier Ivanhoe Hotel facades. The decision to demolish is not a reflection of the condition of the shopfronts, rather a desire to upgrade the facilities in line with contemporary expectations. This action has been repeated many times over the history of the place.

6.2.2 MINOR ADDITIONS

- *How is the impact of the addition on the heritage significance of the item to be minimised?*
- *Can the additional area be located within an existing structure? If not, why not?*
- *Will the additions visually dominate the heritage item?*
- *Is the addition sited on any known, or potentially significant archaeological deposits? If so, have alternative positions for the additions been considered?*
- *Are the additions sympathetic to the heritage item? In what way (eg form, proportions, design)?*

Comment:

The installation of new, contemporary styled shopfronts is sympathetic with the existing building and is consistent with its history of modifications. The new work will not visually dominate the heritage item with the detailed design supporting the historic and ongoing use of the place. There are no subsurface works proposed and as such no potential archaeological issues. The new fitout supports the pattern of ongoing change to the commercial character of The Corso and is in keeping both with The Ivanhoe Hotel and the surrounding area in terms of contemporary fashion and level of expectation.

6.2.3 NEW DEVELOPMENT ADJACENT TO A HERITAGE ITEM (INCLUDING ADDITIONAL BUILDINGS AND DUAL OCCUPANCIES)

- *How is the impact of the new development on the heritage significance of the item or area to be minimised?*
- *Why is the new development required to be adjacent to heritage item?*
- *How does the curtilage allowed around the heritage item contribute to the retention of its heritage significance?*
- *How does the new development affect views to, and from, the heritage item? What has been done to minimise negative effects?*
- *Is the development sited on any known, or potentially significant archaeological deposits? If so, have alternative sites been considered? Why were they rejected?*
- *Is the new development sympathetic to the heritage item? In what way (eg form, siting, proportions, design)?*
- *Will the additions visually dominate the heritage item? How has this been minimised?*
- *Will the public, and users of the item, still be able to view and appreciate its significance?*

Comment:

The proposed works are contained within the existing ground floor shopfront 'zone' of the site and as such do not alter how the buildings are understood. These works will be read in the wider context of the shopfronts to the adjacent heritage items, identified as a group of commercial buildings. The nature of shopfronts is that they are changed on a regular basis, and as such whilst there is a change it is sympathetic with the historic and ongoing use of the place. There are no changes to the existing views to and from the group of heritage items.

There are no impacts on the heritage items in the vicinity, including items in The Corso reserve and the St Mathews group, directly across The Corso from the site. As noted above, the upgraded shopfronts do not alter how the site buildings are understood, nor how they relate to the nearby heritage items.

6.2.4 NEW SIGNAGE

- *How has the impact of the new signage on the heritage significance of the item been minimised?*
- *Have alternative signage forms been considered (eg free standing or shingle signs). Why were they rejected?*
- *Is the signage in accordance with Section 6, 'Areas of Heritage Significance', in Outdoor Advertising: An Urban Design-Based Approach?⁴⁴ How?*
- *Will the signage visually dominate the heritage item/heritage conservation area or heritage streetscape?*
- *Can the sign be remotely illuminated rather than internally illuminated?*

Comment:

The proposed signage upgrading has been developed in line with the desired character and clientele of the Ivanhoe Hotel. The choice of contemporary graphic style and character as well as the muted colour scheme is sympathetic to the character of the heritage item, as well as the wider Corso precinct.

The existing signage is proposed to be upgraded with the new hotel branding, and for back of house and general operations signage to be renewed/refreshed.

Existing signage includes:

- Awning fascia
- Suspended light box signs to the underside of the awning
- Sign above the main entry doors
- Signage to the curved glazing (currently posters)
- The deliveries sign to the rear
- The sign above the entry doors to the rear

The existing signage takes a number of forms, including painted signage, LED lit signage to the awning fascia and under awning lightbox style signage. The signage is located at ground level and is visually contained within the zone of the shopfront, as so is read alongside other commercial signage along The Corso.

The proposed wall mural fronting Market Lane upgrades the presentation of this elevation, which is required to consist of required back of house activities, and so improves the visual environment and amenity of this laneway.

6.3 HERITAGE OBJECTIVES OF THE MANLY LEP 2013

The proposed development is considered to be acceptable, from a heritage perspective, for the following reasons:

- Retains views to and from the heritage items in the vicinity, as well as along The Corso.

⁴⁴ A joint publication by the Department of Planning (NSW) & Department of Planning and Housing (Vic). Published by the Department of Planning (NSW), Sydney, 1991

- The Ivanhoe Hotel façade will be retained and conserved.
- There will be no adverse impact on the established heritage significance of the *Town Centre Conservation Area*.
- There will be no change to the appreciation or interpretation of the group of commercial buildings identified as a heritage item, nor to their contribution to the Town Centre Conservation Area.

The proposal is, therefore, considered to be consistent with the relevant heritage objectives of the *Manly LEP 2013*, which are:

5.10 Heritage conservation

(1) Objectives

The objectives of this clause are as follows:

- (a) to conserve the environmental heritage of Manly,*
- (b) to conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, settings and views,*

6.4 HERITAGE GUIDELINES OF THE MANLY DCP 2013

The *Manly DCP 2013* supports the *Manly LEP 2013* by providing additional objectives and development standards for heritage items and those properties within Heritage Conservation Areas.

3.2 Heritage Considerations

3.2.1 Consideration of Heritage Significance

3.2.2 Alterations or Additions to Heritage Items or Conservation Areas

Comment:

The proposed development is consistent with the general objectives of the *Manly DCP 2013* that relate to heritage.

4.4.3.2 Signage on Heritage listed items and in Conservation Areas

- a) *Advertising signs should be designed and located in a manner which preserves and enhances Heritage listed items and Conservation Areas*

Sign Locations

- b) *Signs should be discreet and should complement the building and surrounding uses. The architectural features of the building or listed item should always dominate. Advertising should preferably be placed in locations on the building or item which would traditionally have been used as advertising areas. Opportunities for advertising, therefore, may be somewhat limited. Generally sign panels can be determined by dividing a building into a grid and identifying locations on:*
 - i) *a solid parapet above a cornice;*
 - ii) *the horizontal panel below a cornice;*
 - iii) *verandas or awning fascia;*
 - iv) *ground floor windows;*
 - v) *notice boards or plaques on ground floor piers;*
 - vi) *small signs on individual architectural elements such as rendered blocks;*
 - vii) *under awning signs;*
 - viii) *small not illuminated free standing pole signs; and*
 - ix) *side walls (carefully considered).*

Other Guidelines for Heritage Items and Conservation Areas

- c) *In addition to the requirements for the particular zoning, and matters listed above, the following matters must be taken into consideration:*
- i) *Signs on shop windows should not exceed 25 percent of the window area;*
 - ii) *As the external colours applied in different historical periods varied, and were more muted in range than today, it is wise to research appropriate colour ranges for buildings in heritage areas. Generally however, the following dark or muted colours are suggested: Maroon, dark green, terracotta, brown, charcoal, etc. highlighted with creams, ochres, pinks and earth tones;*
 - iii) *Heritage lettering styles may involve shaded letters, the mixing of sizes and styles of letters, and ornamental scrolls relevant to the period of the building;*
 - iv) *Signs are preferably illuminated by floodlighting, with the source of the illumination being suitably concealed;*
 - v) *Modern standardised "trademarks" advertising will not usually be appropriate. This however, could be compromised by placing the modern sign in a panel with a perimeter margin and surrounding wall surface, printed in sympathetic heritage colours.*

Comment:

The design character of the proposed signage to The Corso frontage is of a contemporary graphic design style with a muted colour selection that is sympathetic to the existing building in its current form. The signage is generally proposed to replace existing signage with upgraded components with new branding, and as such is not an adverse heritage impact.

The proposed wall mural fronting Market Lane upgrades the presentation of this elevation, which is required to consist of required back of house activities, thereby improving the visual environment of this laneway.

7.0 CONCLUSION

The proposed alterations to the shopfronts of the properties at 27 The Corso, Manly, will have a minor and acceptable impact on the heritage significance of the heritage item, the heritage items in the vicinity and the surrounding Town Centre Conservation Area.

All existing views to and from the heritage item, the heritage items in the vicinity, and the character of the Conservation Area will be retained and conserved.

New shopfront detailing, and signage are sympathetic to the character of the Ivanhoe Hotel, are of high quality, and support the desired character of The Corso as a desirable tourist destination.

The proposed minor alterations and upgrading of the shopfront is consistent with the heritage objectives of the *Manly LEP 2013* and the *Manly DCP 2013*.

In our view, the consent authority should have no hesitation, from a heritage perspective, in approving this application.


Samantha Polkinghorne
Director
NBRSARCHITECTURE

8.0 APPENDICES

8.1 STATE HERITAGE INVENTORY LISTING: TOWN CENTRE CONSERVATION AREA

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Town Centre Conservation Area

Item details

Name of item: Town
Centre Conservation Area

Other name/s: The Corso Conservation Area

Type of item: Conservation Area

Group/Collection: Urban Area

Category: Townscape

Primary address: , Manly, NSW 2095

Local govt. area: Manly

All addresses

Street Address	Suburb/town	LGA	Parish	County	Type
	Manly	Manly			Primary Address

Statement of significance:

The Manly Town Centre Conservation Area (TCCA) is of local heritage significance as a reflection of the early development of Manly as a peripheral harbor and beachside village in the fledgling colony of New South Wales. This significance is enhanced by its role as a day-trip and holiday destination during those early years, continuing up to the present time, and its association with H G Smith, the original designer and developer of the TCCA as it is today. The physical elements of the TCCA reflect this early development and its continued use for recreational purposes, most notably the intact promenade quality of The Corso and its turn of the century streetscape, as well as key built elements such as hotels, and remaining original commercial and small scale residential buildings.

The beautiful natural setting of the TCCA has provided a solid foundation for its picturesque qualities. The cultural landscape, including plantings, monuments and open spaces, reflects the continued enhancement of the TCCA over time, in order to attract and sustain visitors to the area, which in turn has provided great support to the local economy. The many historic vistas which remain to this day enhance the visitor experience of the TCCA and assist with providing an interpretation of the TCCA as it has changed over time.

The TCCA maintains a high level of social significance, as a popular destination

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for local, national and international tourists, as well as through its encapsulation of the Australian beach culture.

Date significance updated: 28 Aug 15

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

Designer/Maker: Various

Builder/Maker: Various

Physical description: The boundary of the Manly Town Centre Conservation Area (TCCA) is defined by, and is inclusive of, the following:

- the properties on the northern side of Sydney Road, between Belgrave Street and North Steyne; (NB Current GIS mapping needs to be amended to include all of SP61679, and exclude the small part of SP61139 – property to the north)
- the properties on North Steyne, including the Hotel Steyne, south to, and including 35 South Steyne; (NB Current GIS mapping needs to be amended to include all of Lot 2 DCP 861591 – 35 South Steyne)
- the properties on the southern side of the Corso, west to, and including St Matthew's Church;
- the properties on the north eastern side of Darley Street to Ashburner Street, including Manly Village Public School, and 14-20 Victoria Parade; (NB Current GIS mapping needs to be amended to exclude all of Lot 1 DCP 99913 – 10 Wentworth St, and Lot 1 DP999135);
- the properties on the south west of Darley Street from Ashburner Street to The Corso, including 13 Ashburner Street and 9-13 Victoria Parade; (NB Current GIS mapping needs to be amended to include all of Lot B DCP 337685 – 10 Victoria Parade)
- The properties on the southern side of The Corso from Darley Street to East Esplanade, including 46-53 East Esplanade;
- The properties on the eastern side of Belgrave Street from East Esplanade to the northern side of Sydney Road, including the vacant area of 21 Belgrave Street.

The Manly
TCCA has a mixed character and comprises three key zones. The triangular zone north-west of The Corso, bound by Belgrave Street and Sydney Road, including Market Square, generally comprises small scale commercial buildings. The street alignments, particularly the laneways around Market Square tend to be narrower, creating a more enclosed character, particularly when compared with the adjoining areas, such as The Corso, which has a much more open character, as well as the Belgrave Street streetscape, incorporating the larger civic buildings at the southern end (Manly Council Chambers, Manly Courthouse and Manly Police Station), and their orientation towards Gilbert Park and the Civic Square and proximity to Ivanhoe Park.

The buildings fronting Whistler Street and Sydney Road are primarily two stories with awnings, with those intact heritage items and contributory buildings dating from the late Nineteenth and early Twentieth Century. There have been numerous infill developments of varying levels of sympathy with the original heritage built form. Of particular interest is the Manly Library building on Market Lane, constructed in 1995, which was designed by Feiko Bouman, a prominent architect who is responsible for many civic buildings throughout Australia including the Stockman's Hall of Fame in Longreach, Queensland.

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The second zone comprises The Corso, which is the iconic focus for the Manly Town Centre Conservation Area. Extending from Manly Wharf north-east to Ocean Beach, The Corso is a grand promenade, now primarily pedestrian, lined with predominantly low rise commercial buildings. The majority date to the late Nineteenth Century through to the 1930s, and are generally on narrow allotments. Most of the original ground floor shop fronts have been altered; however the first floors facades and parapets are generally intact, presenting a uniform streetscape and skyline. The street trees make a strong contribution to the character of The Corso, in particular the two mature Moreton Bay Fig Trees in the civic square at the south-western termination of The Corso, in front of the Council Chambers. The north-eastern end of The Corso is more sparsely planted, primarily with palms, though this provides for the striking open vista towards Ocean Beach, bound by the buildings on either side of the Corso. It is noted that a number of pedestals from one of the earlier lighting systems, possibly dating to around the turn of the Twentieth Century, remain in situ at the south western end of The Corso.

The third zone, which lies south east of The Corso along Darley Road is predominantly mixed development progressing south eastward into residential, and is quite diverse with regard to building form. In the area between The Corso and Victoria Parade, the building stock tends to be medium density, 3-4 storey mixed development, much of which has been constructed in recent decades. Key built features include St Matthews Church, Manly Village School, and the inter-war flat building on the corner of Darley and Victoria Parade. Further south east of Victoria Parade, the character of the Manly TCCA becomes predominantly smaller scale residential houses, tending towards Edwardian and Federation in style, interspersed with small residential flat buildings.

Vistas and views within the Manly TCCA make a substantial contribution to its heritage significance, and the character of the various zones. Key vistas include:

- Vista east along Sydney Road, from Belgrave Street, including open view of the Congregational Church due to open space/park to the west;
- Vista south west along Market Lane from Sydney Road, which is indicative of the intimate street layout and mixed use of space (service area/pedestrian);
- Vista north east along The Corso, towards Ocean Beach, framed by the small scale late Nineteenth and early Twentieth Century commercial buildings;
- Vista south west along The Corso, towards Manly Cove and Manly Wharf, through Civic Park;
- Vista north west along Darley Road, from Ashburner Street (low scale residential streetscape, with significant street trees).

Significant vistas adjacent to the boundary of the Manly TCCA include:

- Vistas north east and south west along Victoria Parade from Darley Road. Despite various unsympathetic infill developments along Victoria Parade, the wide boulevard style street width, the street plantings and medium scale residential buildings reminiscent of historical use primarily as holiday accommodation, all add to the significance of the precinct.
- Vistas north and south along North and South Steyne from the north eastern end of The Corso;
- Vista south along Belgrave Street towards Manly Wharf;
- Vista north along Belgrave Street from Manly Wharf;
- Vista north west along West Esplanade.

Cultural plantings and landscaping elements also make an important contribution to the significance of the Manly Town Centre Conservation Area. Plantings of note include the mature Moreton Bay Fig trees in Civic Square in front of the Council Chambers, the street trees along Sydney Road, The Corso, Darley Road, Victoria Parade, North and South Steyne, and East and West Esplanade. The following open spaces, reserves, parks and squares are also considered to be cultural landscape elements which are contributory to the character and significance of the

Town Centre Conservation

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- Area:
- The open area at the corner of Belgrave Street and Sydney Road, adjacent to the telephone exchange building, allowing open views of the Congregational Church;
 - The open area adjacent to the library building at the junction of Market Lane and the service laneway running perpendicular westward;
 - The Corso's open pedestrian thoroughfare;
 - The open area at the junction of The Corso and Sydney Road;
 - Civic Square (in front of Manly Council Chambers)

Associated contributory cultural landscape elements adjoining the boundary of the Manly TCCA include:

- Beach Reserve, including Merrett Park, and The Steyne (North and South)
- The water front parks along East and West Esplanade
- Gilbert Park
- Ivanhoe Park

These open spaces act as a green space buffer zone around the boundary of the Manly TCCA, contributing major iconic panoramas and also emphasising its sense of containment on the isthmus between Manly Cove and the Pacific Ocean.

This listing also includes any significant interior elements (including original room layout, decorative elements, finishes, fittings and fixtures) of all buildings within the Manly TCCA.

History

Historical notes:

Manly and The Corso
Manly Cove was one of the earliest sites of contact between the Aboriginal people and European settlers. The area was low lying and scrubby and at times of high water the North Head was almost completely cut off from the mainland by water. Due to the isolated geography of the area and to poor access, Manly remained reasonably undeveloped, with only a few isolated huts. Early development of the area was a direct result of access by ferry boat leading to the establishment of some of the first villa homes in the area.

There were scant development in the area before 1840. In 1810, two grants for Crown land were made. Gilbert Baker was granted 30 acres of land south of the present day Corso and extended to the current Ashburner Street. Richard Cheers was granted 100 acres of land to the south adjoining Baker's grant, from Ashburner Street to the Patrick's College land. Most of the North Head had been reserved for defence purposes and the Quarantine Station. D'Arcy Wentworth purchased both the Baker and Cheers grants prior to his death in the 1820s but the area remained relatively undeveloped up until the 1880s. In 1836, there were only 43 people living in the Manly district, 13 of them "government men".

To the north of the area now known as The Corso, John Thompson was granted 100 acres in 1842. Thompson's grant was purchased in the early 1850s by an enterprising gentleman named Henry Gilbert Smith. Smith made several purchases in the area including 20 acres at North Steyne. He then set about planning his grand scheme for the private village that was to become Manly. Smith initially called the area Ellensville, then Brighton after the similarly named seaside resort in England.

Smith had visions of a great Marine Retreat and health resort, inspired by the concerns of a health-conscious community that still laid blame for ill health on miasma rather than direct contact with bacteria. In 1855 Smith prepared several plans for his marine retreat. One was for Ellensville, encompassing the area from The Corso, north to the current Pine Street. The southern portion from The Corso to Ashburner Street was named Montpellier. Every

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aspect was well considered, down to the plantings and manipulated views. Smith stated:

The object has been to give such a character to these marine Retreats that they may become the favourite resorts of the colonists. The promenades and Squares indicated on the plan will be the means of ensuring the health and amusement to residents and visitors and that the spaces thus reserved to recreation may be laid out and embellished, the proprietor undertakes to devote for this purpose one-sixth of the proceeds of all sales by him during the ensuing ten years.

In 1855, Smith built a pier in Manly Cove and began a ferry service between Sydney and Manly. Initially difficult to access by land, transport from Sydney by ferry was vital to the future development of Manly. Smith then set about developing one of the few private townships in New South Wales, one of the first suburbs to develop outside the walking boundary of Sydney. Smith's plan for Ellensville was centred around a grand thoroughfare which he named The Corso, after a famed street in Rome.

The Corso was initially a sandy track cleared by Smith in 1855, and ran on a diagonal between the ferry wharf at Manly Cove and the ocean beach to the east. It is likely to have followed an original Aboriginal pathway. It was about this time that the first Norfolk Island pines were planted by Smith. Along Manly Cove he planned an esplanade separated from the harbour by a tree lined reserve. A similar esplanade, The Steyne, was planned at the eastern end of The Corso. Smith also laid out a street running directly west, the future Sydney Road. It was intersected by a major divided road, East Promenade and West Promenade, later known as Pittwater Road, and eventually, Belgrave Street. Sydney Road to the west of the promenade was known as Sebastapol Street and to the east was known as Fountain Street. Sebastapol Street was named in reference to the Crimean War, along with several other proposed names that did not proceed.

In the triangular shaped area formed by The Corso and Fountain Street, Smith set aside a Market Square. Between Market Square and the future Belgrave Street, he laid out a street running directly north to the future Pine Street. This was named Whistler Street. Almost without exception, the pattern of streets and allotments set out in Smith's plan of Ellensville (later Brighton) remain today.

At first catering to the day tourist trade, H G Smith constructed the Pier Hotel in 1856 on the north-west corner of The Corso, opposite the ferry wharf, and the Steyne Hotel in 1859 on the ocean beachfront. In 1857 he built the Clarendon Hotel also on North Steyne facing the ocean. Smith leased these buildings and other buildings he constructed, as well as substantial portions of his land. Smith also donated land and money towards the establishment of churches, a school and a School of Arts. Subdivision of the land north of The Corso occurred in 1858, resulting in the first development of Manly.

By this time D'Arcy Wentworth had died and the land south of The Corso had been bequeathed to his daughter Katherine. Smith leased Baker's 30 acres from Katherine in 1853 for 21 years. Katherine married Benjamin Darley and following Darley's death, she married Thomas Bassett. Due to some doubt arising as to the legal title of the lands arising from Wentworth's will, it became necessary to pass an Act of Parliament in 1877, empowering the Trustees to sell the land. This gave rise to the Bassett-Darley Estate and it was not until after this time that the area south of The Corso developed.

Smith set out plans for the area south of The Corso in 1855, which he called Montpelier. The land immediately to the south and adjacent to The Corso he reserved as Victoria Park. Two rows of allotments were laid out either side of the park facing onto the Esplanade on the south-west and onto East Steyne on the north-east. Provision was made for a road to North Head slightly east of the current Darley Road, referred to on the plan as Victoria Road. Only one cross street was planned, that being Pacific Street, running between the Esplanade and East Steyne. This became the future Victoria Parade. Further allotments and roads were set out on the Montpelier plan on the land south of the current Ashburner Street, above the escarpment. This was on the Cheers grant but leased from Katherine Darley (nee Wentworth) by Charles Hemington until 1875. Local folk lore states that there were in fact two creeks (both now piped), one flowing into the ocean (where the South Steyne Surf Club is now located) and one into the harbour (opposite Ashburner Street). These two creeks never joined, but were divided by higher ground near what is now Darley Road (which has been lowered to facilitate access and traffic flow).

Apart from St Matthews Church, first constructed in 1863 on the south side of The Corso near the corner

of the future Darley Road, this side remained mostly vacant. One of Smith's first sub-leases was to George Birch in 1856, for part of Lot 10 (on the Montpelier plan), on the site of the present day Coles Store. Birch opened refreshment rooms. John Oatley took the other half of the allotment. In 1859 Lots 8 and 9 were leased to A W Smith, a prime site opposite the wharf but with the stipulation that no wines or spirits were to be sold from the premises. This later became the site of the Temperance Hotel. Despite these leases on The Corso, the rest of the area south of The Corso failed to develop until after the expiry of Smith's lease of the land from the Wentworth Estate. New subdivisions followed the sale of land after 1877, much of it acquired by the Anglo Australian Investment Company.

Early pictures and plans of The Corso show the majority of development along the northern side. Apart from St Matthews Church and the adjacent timber school house on its west, the southern side remained mainly wooded. The Aboriginal people are reported to have been still holding occasional corroborees on the land east of the church, in the vicinity of the current Galleria Arcade, up until the 1870s. The focus of development on the north side of The Corso occurred between Whistler Street and Fountain Street. Part of Lot 7, facing onto The Corso, with rear lane access to Market Square, was purchased by John Farrell in 1873. The other portion was purchased by Sarah Savage where she conducted a fruit shop. Farrell soon after purchased Lot 6 and by 1874 had constructed an eight room stone house and a four room cottage. Farrell also operated a butcher's shop. These were adjacent to the Colonnade Hotel. The post office was also in this area. Similar sales resulted in the mixture of private residences and shops that was to remain the character of The Corso into the 1880s.

In 1877 Manly was gazetted a Municipality. By this time H G Smith had returned to England and the well-to-do were coming to Manly for holidays not just day trips. Hotels and boarding house proliferated during the 1870s. The first ideas of beautification arose following local residents' appeals to Council to promote the area as a "resort". This resulted in the planting of trees along The Corso following Council seeking advice from experts at the Botanic Gardens.

It was recommended that Moreton Bay fig trees, Norfolk Island pines and pinus insignis (radiata pines) be planted along the sides rather than down the center of The Corso. This last recommendation was rejected and the first Norfolk Island pines were planted along The Corso, Steyne and the Esplanade. In the late nineteenth century Manly experienced a substantial increase in population, in addition to tourists. In 1871, the population of Manly was estimated to be about 500 residents. This had increased to 3,000 by 1887 and by 1901 was over 5000. Public bathing had become popular and tourism flourished resulting in the construction of numerous boarding houses, refreshment rooms and premises for local shops and trades. Although halted by the economic depression of the 1890s, by the turn of the century, the area was flourishing once again.

Mr W H

Rolfe, a successful timber merchant, built a substantial two storey villa on the corner of The Corso, between Whistler Street and current Belgrave Street in 1877. This became the Town Hall in 1907 and remained so until the 1937 when the current Council Chambers were constructed. Prior to this Council used the original Ivanhoe Park Hotel, constructed in Ivanhoe Park in 1875. In 1885 the Anglo-Australian Investment Company subdivided the Cavendish Park Estate, the land bounded by Addison Road, Marshall Street, Stuart Street and Osborne Street. By the early 1900s most of the land along the South Steyne had been sold and developed. A horse-drawn tram had started in Manly in 1903, running from the harbour wharf up The Corso and along the Steyne to Carlton Street before turning back towards Pittwater Road, then north to Manly Lagoon.

This encouraged further development along "The Flat", towards the lagoon and corresponded with a shift towards the establishment of Manly as a residential suburb. Trams ceased to run down The Corso in 1914.

The population of Manly had doubled in the first decade of the twentieth century and Manly continued to grow steadily until the 1930s, although at a slower pace. The 1920s and 1930s saw a proliferation of "flats", a new mode of dwelling for the suburban commuter. This is evidenced by the large number of new residential flat buildings and throughout Manly in the Interwar period, and the conversion of many larger houses into flats. Manly continued as a popular holiday destination through the twentieth Century, particularly for those from the country.

In 1988 The Corso was redesigned by well-known landscape architect Bruce McKenzie, including part-closure to vehicles. Some of the original pines in The Corso were replaced at this

time by palms and figs, to some of the remaining specimens date to from the 1920s.

Sydney Road

The eastern section of Sydney Road, between Belgrave Street and The Corso was known up until the late nineteenth century as Fountain Street. Fountain Street was laid out as part of H G Smith's 1855 plan for Ellensville, the future Manly Village. In the early days of Manly, The Corso and the street now known as Sydney Road, were the major streets. The importance of Fountain Street is reflected in the development that occurred there.

In 1866 Smith donated land on the south-east corner of Fountain Street and The Corso for the construction of a Police lock-up. The building was constructed of stone and had two cells as well as living quarters for the constable and his family. Horses were kept behind the Steyne Hotel. The building was demolished in 1928 following construction of the current Police Station in Belgrave Street.

In 1880 Charles Eastes established Manly's first chemist in Sydney Road opposite the north-west corner of Belgrave Street. In the absence of a medical practitioner, Eastes assisted with many medical emergencies and moved his shop to the Post Office Villas in The Corso in 1885.

Opposite the Police Station in Fountain Street, Manly's first purpose-built Fire Station was constructed by McKellar and Wilson in 1898. In 1902 the Metropolitan Fire Board purchased a further 3 blocks of land extending up to Norton Street, now known as Central Avenue. The site was sold following construction of a new Fire Station at Fairlight in 1920.

Sydney Road was occupied at first by Victorian period houses until they were gradually demolished to make way for shops. The future Manly Daily began from premises at the corner of Norton Street (now Short Street). This corner was occupied by a row of three, two storey terraced buildings prior to demolition in the late twentieth century. On the north-western corner of Short Street was a substantial single storey residence with the Congregational Church on its west, at the corner with Whistler Street. The church was constructed in 1863 and is the oldest remaining building in Manly. On the northern corner of Belgrave Street (known previously as the East Promenade and then Pittwater Road) was the Post Office and Telegraph Office. This was later demolished and a substantial two storey building was constructed for the Commonwealth Bank on the site in the 1930s. The Post Office had served as an agent for the bank for many years, as was common at the time. This site is now vacant and provides a visual corridor to the Congregational Church opposite.

Adjacent to the fire station on the south east, the Eulin Flats were constructed c. 1922 with shops at street level. Next door to that was the Britannia Theatre, constructed in 1915 by Hassall and Stockham, and later renamed the Olympic, in honour of Manly athletes representing Australia at the 1924 Paris Olympics. Market Square was always the back end of the surrounding streets. Early photographs show it provided access to stables (later garages) and storage for surrounding businesses. It later served as a car parking area until the current car park (1968) and library (1995) were constructed.

Assessment of significance

SHR Criteria
a)
[Historical
significance]


The Manly Town Centre Conservation Area (TCCA) is of local significance as a reflection of the original development pattern created when Manly was established as a viable village in the mid Nineteenth Century. The original layout of Manly's commercial centre, including The Corso, as designed by H G Smith, as well as the earliest residential subdivision pattern, remains in situ today.

The TCCA also has broader significance as the centre of the one of Sydney's first tourism destinations, which began to flourish from the mid-1800s. Accessible primarily by ferry, the area within the TCCA, particularly The Corso, provided the services and facilities which supported the many tourists who visited the area. Reminiscent of Brighton in England, the original intention of the development of Manly as a pleasure ground continues to be its primary use to this day.

The residential developments south east of The Corso reflect the increasing popularity of apartments, often

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	for holiday letting. The smaller scale residences at the south eastern end of the TCCA reflect the early growth of Manly "village", combining permanent residents and accommodation for tourists and holiday makers.
SHR Criteria b) [Associative significance]	<p>The Manly Town Centre Conservation Area (TCCA) has local significance for its association with H G Smith, the 'creator' of Manly, with his vision of the locality as a holiday destination for those looking to escape the dust and grime of colonial Sydney town.</p> <p>The TCCA also has significant associations with the Australian beach culture, and surfing in particular, as being one of the first places where surfing was attempted in Australia.</p>
SHR Criteria c) [Aesthetic significance]	<p>The Manly Town Centre Conservation Area (TCCA) has aesthetic significance at a local level, for its unique urban design, incorporating a street layout sympathetic to the natural environment, as well as the beauty of the natural environment itself.</p> <p>Design elements such as The Corso, successfully created a grand promenade, funneling visitors from Manly Cove toward Ocean Beach. Its level of intactness means that visitors to Manly today experience a very similar passage, transitioning from the enclosure of Manly Cove, past the historic streetscape, through to the open vista of Ocean Beach at the north eastern termination of The Corso.</p> <p>An important element contributing to the aesthetic significance of the TCCA are the many vistas afforded to pedestrians moving throughout the area. These vistas enhance the pedestrian experience of those visiting the TCCA, and contribute to their historical understanding of the place, as many of the vistas remain as they were originally designed.</p> <p>The natural beauty of Manly Cove and Ocean Beach, as well as the cultural plantings, open spaces, and those adjoining the TCCA, all contribute to its picturesque and aesthetically unique character.</p>
SHR Criteria d) [Social significance]	<p>The Manly Town Centre Conservation Area (TCCA) has social significance to the local community as the focal point for commercial and community activities in Manly for over 150 years.</p> <p>The TCCA also has significance to the broader population of NSW as a well utilised and popular day-trip and holiday destination. This is true not only for residents of the greater Sydney area, but also the people living in rural NSW, and their associated community organisations, who often visited Manly for recreation purposes as a respite from life in the Bush.</p>
SHR Criteria f) [Rarity]	<p>The Manly Town Centre Conservation Area (TCCA) is a unique commercial centre, utilising a subdivision and road layout which maximises the picturesque beauty of the natural environment. This natural beauty is emphasised by cultural plantings and contrived open spaces, which all contribute to the distinctive character of the TCCA.</p>
SHR Criteria g) [Representativeness]	<p>The Manly Town Centre Conservation Area (TCCA) is representative of a Victorian era beachside tourist village and health resort, as originally envisaged by H G Smith when he laid out the original plan for Manly.</p>
Assessment criteria:	<p>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.</p>

Recommended management:

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Item

Classification In order to assist with ongoing management of the Manly Town Centre Conservation Area's heritage significance, an analysis has been made of all built elements within its boundary. Each element has been assessed as falling into one of the following categories: Listed - Included as an item in Schedule 5 "Items of Environmental Heritage" in the Manly Local Environment Plan 2013 as amended. Contributory - Not individually listed on Schedule 5, but is considered to be an item which contributes to the significance of the Manly Town Centre Conservation Area, through its aesthetic characteristics and streetscape value. These items should be retained and conserved, particularly from a public domain perspective. Council does not support demolition of Contributory Items. Neutral - Of minor historical and aesthetic note, or a recent sympathetic in-fill development, that does not detract from the character of the Manly Town Centre Conservation Area. Uncharacteristic/Intrusive - Intrusive items which detract from the significance of the Manly Town Centre Conservation Area. They are often unsympathetic in bulk and scale, and utilise materials and finishes which are not in keeping the characteristics of the Conservation Area. (*SB 01/08/14 - Need to devise a way to attach the table outlining all items and their classification)

Listings

Heritage Listing	Listing Title	Listing Number	Gazette Date	Gazette Number	Gazette Page
Local Environmental Plan	Town Centre Conservation Area	C2	05 Apr 13		

References, internet links & images

Type	Author	Year	Title	Internet Links
Written	Manly Council	1986	Manly Heritage Inventory Listing: The Corso Conservation Area	
Written	Manly Council	1986	Manly Heritage Inventory Listing: Vista: The Corso	
Written	Manly Council	1986	Manly Heritage Inventory Listing: Streetscape - Street Trees: Victoria Parade, Manly	
Written	Manly Library Local Studies		The Corso, Manly, 1855-2000	
Written	The Corso Conservation Area Review: Report	2002	Design Plus Consultancy	

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



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Data source

The information for this entry
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Database
number: 2020838

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