

From: DYPXCPWEB@northernbeaches.nsw.gov.au
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To: "DA Submission Mailbox" <DASubmission@northernbeaches.nsw.gov.au>
Subject: Online Submission

26/05/2022

MR Athas Holdings Pty Ltd
82 - 84 The Corso ST
Manly NSW 2095

RE: DA2022/0662 - 1 / 63 - 67 The Corso MANLY NSW 2095

Athas Holdings Pty Ltd
82-84 The Corso
Manly NSW 2095
Postal address: PO Box 843, Manly, NSW 1655

26 May 2022

General Manager
Northern Beaches Council
council@northernbeaches.nsw.gov.au

Attention: Lashta Haidari

RE: OBJECTION TO DA2022/0662
Lot 1, 63-37 The Corso Manly - Applicant: Huang Property Group

Dear Lashta,

I represent Athas Holdings Pty Ltd - the owner of 82-84 The Corso, in my capacity as Partnerships Manager. We are actively engaged with the Manly Business Chamber and have been involved in the working group which commissioned the Chamber's Commercial Vision Document (CVD), delivered by Right Angle Studio - considered one of the world's most influential urban strategy and placemaking companies. At the very heart of this document lies the argument that Manly is no longer just a sleepy seaside village, with its progressive commercial tenants, its eclectic retailers - both independents and national brands - along with an ever-growing collection of great food & beverage (F&B) operators. The CVD supports and promotes the vision that Manly can be more than just fast food and surf shops, and instead be a community that offers fine-grain retail and interesting offerings that can help Manly improve its branding and elevate it to a destination that supports the local community while attracting visitors who want to visit Manly for its uniqueness - not a tired and overly commercialised brand that Hard Rock Café and all its incarnations is.

In addition to Hard Rock Live not aligning with the CVD, we are also concerned by several other points which we consider valid and in the best interests of Manly. They include:

- A 3am liquor licence which will only further increase the number of intoxicated patrons leaving the venue in a concentrated area with three already established large pubs
- The possibility that the venue will only operate in the later part of the day, leaving a wide-street frontage of The Corso under-activated, thus losing some street activation and creating 'dead-space'
- The waste management of this venue, as proposed in its DA, will further exacerbate the current localised waste management issues already keenly felt in Market Lane

Overall, Athas Holdings Pty Ltd strongly believes that Hard Rock Live is not the right fit for Manly, nor will

it help attract the right retail and F&B mix that The Corso needs. We support the activation of great experiential venues and offerings that can enhance and support the Manly community. Unfortunately, we don't believe that Hard Rock Live can achieve this.

Kind regards,
Tracey Mietzke
Partnerships Manager
Athas Holdings Pty Ltd.