

6 April 2024

General Manager
Northern Beaches Council
PO Box 82
Manly NSW 1655

HERITAGE MEMORANDUM—63-67 The Corso, Manly

This heritage memorandum has been prepared on behalf of Initium Management for 63-67 The Corso, Manly (subject place), a highly modified former retail premise constructed for Woolworths in 1935. My office previously prepared a short-form HIS, dated 20 April 2023, to accompany a scheme for ground-floor/shop-front alterations and additions (DA2023/0849), from which this document draws. This memorandum accompanies a development application (DA) for the installation of three under-awning signs to The Corso frontage of the building, as set out in drawings prepared by Antoniades Architects, dated 19 March 2024.

The subject place is identified as part of a serial heritage listing (*Group of commercial buildings*) known as item I106 under Part 1, Schedule 5 of the MLEP. It is also included in the Town Centre HCA (C2) and adjacent to the *New Brighton Hotel* (I110). Refer to HER_005 (MLEP) for heritage mapping.

No Statement of Significance for the subject building is known to have been prepared, but as part of the aforementioned HIS, the following discussion of the place's heritage value was provided:

As a former purpose-built retail premise for Woolworths—an important local commercial venture—constructed to what was then the district's preeminent commercial strip, the subject building would likely satisfy the requisite threshold for historical significance (Criterion A). Its scale and original, exuberant architect-prepared design expression (albeit diminished by modifications) attest to the liveliness of interwar trade conducted along The Corso and contemporary shopping patterns at the local level. The subject building is a good and prominent example of a late interwar period commercial building; however, accumulative alterations to the upper façade and the complete replacement of the original facade shopfront have dramatically reduced its intactness and integrity. The loss or obfuscation of its original pared-down and sleek Moderne/Art Deco-influenced detailing and changes to the stepped parapet, in particular, have diminished its finesse and aesthetic or representative potential. Further consideration and a municipality-wide comparative study would be required to establish whether the place still meets the requisite threshold for the aesthetic (Criterion E) significance.

As the signage proposal is non-exempt work and would affect an individual heritage item and a property situated in a HCA, the MLEP at cl. 5.10(2)(a)(i)(iii) requires that the consent authority 'consider' the impact of the new work on the identified

significance of the relevant heritage listings, particularly their 'associated fabric, settings and views', cl. 5.10(1)(b). The overall objective is to 'conserve the environmental heritage' of the municipality, cl. 5.10(1)(a).

This heritage memorandum, prepared by an independent heritage specialist, constitutes the required expert material and opinion to support the Council in understanding the new work's heritage impact and making informed, substantiated decisions.

Turning to the impact of the three under-awning signs, it is noted that these elements would not interface with any original fabric. While the suspended awning could be original (or a generally sympathetic replacement), its extant soffit is plain contemporary sheeting. The original pressed metal soffit depicted in early photographs has been removed. Refer to Appendix A.

Considering the relevant MDCP heritage policy, particularly Section 4.4.3, I view the proposal as consistent with the articulated performance measures, being logically and traditionally positioned and of an appropriate scale with a restrained character. Viewed against the commercial context of The Corso, where similar under-awning signage exists, the scheme presents itself as readily supportable.

Having regard to the above discussion, it is the view of this document that the proposal complies with the MLEP and MDCP and would not have a negative heritage impact.

Please contact this office if you have any queries in relation to the above.

Yours faithfully,

Patrick Wilson

PATRICK WILSON

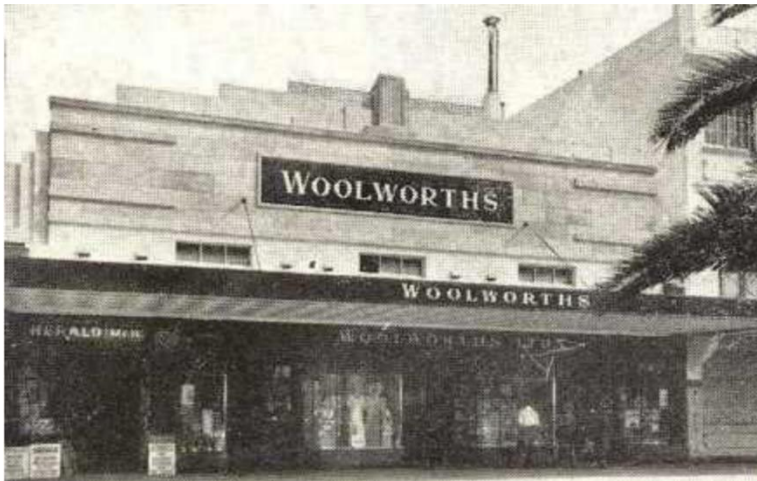
Director—Principal Heritage Consultant and Professional Historian

Touring the Past Pty Ltd

B.A (Hist Hons), M. Cult Heritage

M. ICOMOS, Pro Hist PHA (NSW & ACT + VIC), SAHANZ, APT, IAIA, Interps Aus, Nat Trust (NSW)

APPENDIX A—PHOTOGRAPHS



Close-up of the subject façade from The Corso, interwar years. Note what appears to be a pressed metal soffit to the underside of the awning. (Source: *Wool's, Corso, no 63-67*, Manly Local Studies via History hub)



Subject site from The Corso. (Source: Touring the Past, November 2021)



The subject frontage, since altered, shows plain contemporary sheeting on the soffit of the suspended awning. (Source: Touring the Past, November 2021)