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Sent: 25/05/2022 10:13:04 AM
To: DA Submission Mailbox
Subject: Online Submission

25/05/2022

MRS Klaudia Brown
15 Sydney Rd RD
Manly NSW 2095

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

The true passion of Belle Commercial team is to see Manly as a location of a high demand and retail destination. In saying that, this does not happen overnight. The biggest challenge we are currently experiencing in convincing quality retail businesses in coming to Manly Corso is the fact, that most of the existing brands are mediocre operators. Just as an example - there will never be a Gucci store next to \$2 shop or tobacconists.

Our vision is that we are still long way away from transforming the Corso into a buzzing and premium retail strip. We love that the proposal for Manly Hard Rock Cafe is very different. Hard Rock Live has a different focus. The Live version has not been executed outside of the USA before and this would be a first. The concept will be redesigned the old image into a beautifully designed casual dining with a state of the art live entertainment offering. The venue will play host to national and international touring artists, as well as celebrate local musicians. The idea of the standard 'RSL' vibe will not be a part of this proposed venue at all and the approach will be to ensure the design, product offering, and the standard is world class, and fit for Manly.

We look forward to having Hard Rock entertainment venue in Manly. It will be a huge step towards achieving our ultimate goal. Quality attracts quality and we believe that this venue will only contribute to the existing businesses.

The positives are:

- Attracting more tourists and visitors to Manly
- Being entertainment venue, Manly offering will expand from just beach, food and drink.
- Before/After performances customers will still shop, eat, drink, spend money with local retail operators also.
- It's not a pub or a nightclub, it's a venue that will host high calibre artists across many genres including music, theatre, & comedy.
- It will attract more quality brands to Manly, helping our retail to recover post Covid and bringing it to the level we should expect to see on Manly Corso.

Manly is a tourist destination, and a beachside village. It's important we have offering to complement both, by providing activity, vibrancy, entertainment for people to enjoy both day and night.