

Statement of Environmental Effects

Temporary Signage

63-67 The Corso, Manly
Construction Hoarding

Submitted to Initium Management
on behalf of Gyde Consulting

15 February 2024

The logo for Gyde Consulting, featuring the word "GYDE" in a bold, white, sans-serif font. The letters are set against a dark green background that transitions into a lighter green diagonal shape at the bottom left corner of the page.

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Acknowledgment of Country



Towards Harmony by Aboriginal Artist Adam Laws

Gyde Consulting acknowledges and pays respect to Aboriginal and Torres Strait Islander peoples past, present, Traditional Custodians and Elders of this nation and the cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander people. We recognise the deep and ongoing connections to Country – the land, water and sky – and the memories, knowledge and diverse values of past and contemporary Aboriginal and Torres Strait communities.

Gyde is committed to learning from Aboriginal and Torres Strait Islander people in the work we do across the country.

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 Project: Temporary Signage
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Disclaimer

This report has been prepared by Gyde Consulting with input from a number of other expert consultants (if relevant). To the best of our knowledge, the information contained herein is neither false nor misleading and the contents are based on information and facts that were correct at the time of writing. Gyde Consulting accepts no responsibility or liability for any errors, omissions or resultant consequences including any loss or damage arising from reliance in information in this publication.

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Appendices

The following plans and technical reports accompany the development application. Gyde has relied on the information in these reports, prepared by professionals in their field, for the preparation of this statement of environmental effects.

Appendix	Document	Prepared by
A	Architectural Plans	Antoniades Architects
B	Cost Estimate Report	Initium Management

1. Introduction

This Statement of Environmental Effects (SEE) has been prepared for Initium Management to accompany a development application (DA) to Northern Beaches Council.

The development application relates to the construction hoarding on The Corso road reserve adjoining 63-67 The Corso, Manly (the **site**) and seeks approval for temporary signage. (the **proposal**).

The signage will contain advertisements for the 3 new retail tenancies approved under DA2023/0849. This signage will be temporary, remaining on site until the construction stage is finished.

This SEE has been prepared pursuant to Section 4.12 of the *Environmental Planning and Assessment Act 1979* (the **EPA Act**) and Clause 24 of the *Environmental Planning and Assessment Regulation 2021* (the **EPA Reg**). The purpose of this SEE is to:

- describe the proposed development and its context
- assess the proposal against the applicable planning controls and guidelines, and
- assess the potential environmental impacts and mitigation measures.

2. Site Analysis

2.1 Local Context

The site is located in the suburb of Manly, within the Northern Beaches Local Government Area (LGA). Manly is located approximately 15 kilometres north of the Sydney Central Business District. A location map and an aerial view of the site can be viewed at Figure 1 and Figure 2, respectively.

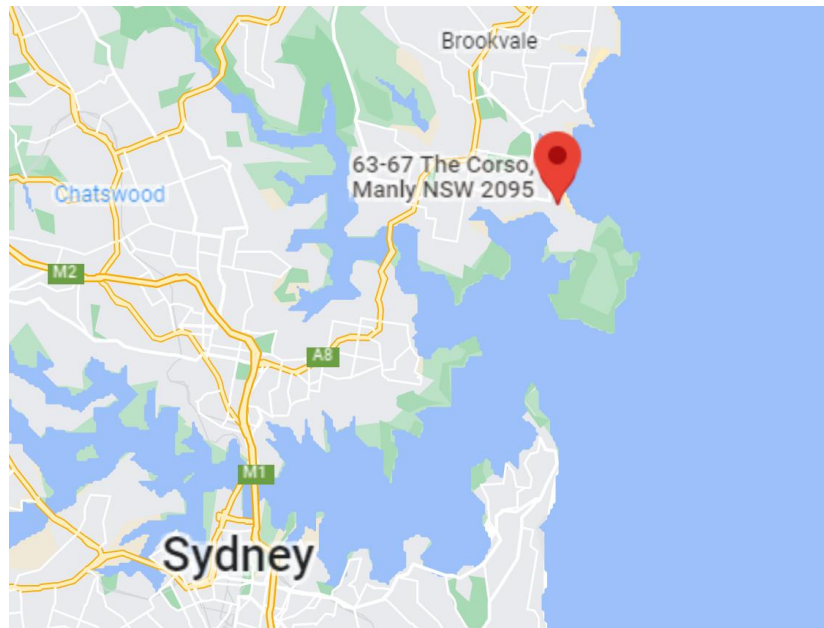


Figure 1: Locational context map, site identified by red marker (Source: Google)



Figure 2: Aerial view, with site outlined in yellow (Source: Nearmaps)

The Corso functions as local centre but also attracts visitors from across Sydney and the world who wish to enjoy the amenity offered by the harbour, beaches and local services. The predominant land uses in the immediate locality of the site are mixed-use buildings with ground floor commercial and tourism and business services above. Examples of these include the New Brighton Hotel, Market Lane Café, Manly Greenhouse, Bluewater Cafe.

2.2 The Site

The site is located on the road reserve adjoining 63-67 The Corso, Manly.

The site has frontage to both The Corso and Market Place.

To the north of the site are Market Place and Sydney Road. Surrounding uses include retail, commercial and residential

To the east the site is adjoined by the New Brighton Hotel, which has frontages to Sydney Road and The Corso.

To the south of the site is The Corso, which is a unique public place in Sydney, which links Sydney Harbour and Manly Beach. It is a pedestrianised space and includes significant landscape features. A mix of retail, commercial and some residential uses front onto it.

To the west the site is adjoined by the ANZ Bank which is located at 59 - 61 The Corso.

Refer to figure 3 for the location of surrounding developments. Photos of the locality are provided in Figures 4 - 6.



Figure 3: Surrounding development (Source: Nearmap)



Figure 4: View of site from The Corso



Figure 5: Neighbouring property, New Brighton Hotel



Figure 6: Neighbouring property, ANZ Bank

2.3 Relevant Planning History

A development application (DA2023/0849) was approved by Northern Beaches Council on 22 November 2023 for *'alterations and additions to a commercial premises'*.

This development application relates to the provisions of signage on the hoarding required for construction of DA2023/0849.

A hoarding permit application was lodged and approved by Northern Beaches Council on 8 January 2024 (HP2023/0042), giving permission for the construction hoarding to be located within The Corso road reserve/footpath.

3. Description of Development

3.1 The Development

Development consent is sought for the provision of 3 advertising panel signs on the construction hoarding of 63-67 The Corso, Manly facing The Corso (figure 7). The advertising includes business identification signage for the 3 future tenancies being built on the site. The signage will only be displayed temporarily during the construction stage of approved fit out of the retail tenancies.

The details of the signage include:

Signage	Length and Width	Area
Miniso Store	1.9m x 3.95m	7.5sqm
Convenience Store	1.9m x 2.885m	5.5sqm
Skin Bar	1.9m x 1.98m	3.8sqm

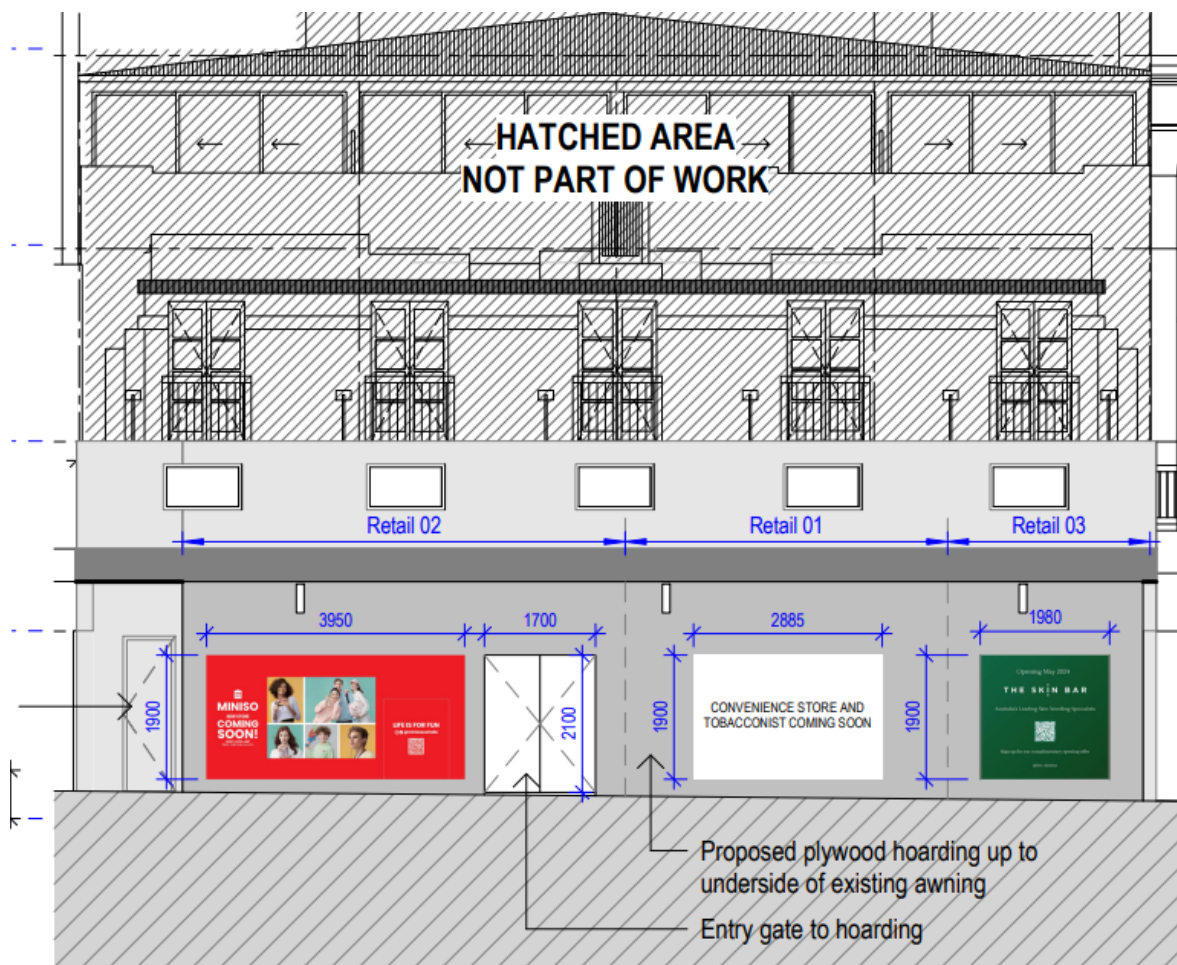


Figure 7: Signage details (Source: Antoniades Architects)

3.2 Capital Investment Value

The capital investment value (CIV) of the project is estimated at \$4,620.00. Refer to the QS Report provided at Appendix B.

4. Statutory Planning Considerations

4.1 Overview

The relevant statutory framework considered in the preparation of this report comprises:

Environmental Planning and Assessment Act 1979;

State Environmental Planning Policy (Industry and Employment) 2021

Manly Local Environmental Plan 2013.

Where relevant, these are addressed below.

4.2 Environmental Planning and Assessment Act 1979

4.2.1 Section 4.15 of EP&A Act 1979

Section 4.15(1) of the EPA Act specifies the matters which a consent authority must consider when determining a development application. The relevant matters for consideration under Section 4.15 of the EPA Act are addressed in the table below.

Table 1 Section 4.15 of EP&A Act 1979

SECTION	COMMENT
Section 4.15(1)(a)(i) Any environmental planning instrument	Consideration of relevant instruments is discussed in Section 3.
Section 4.15(1)(a)(ii) Any draft environmental planning instrument	Not relevant to this application.
Section 4.15(1)(a)(iii) Any development control plan	Consideration of relevant the development control plan is discussed in Section 4.5.
Section 4.15(1)(a)(iiia) Any planning agreement	N/A
Section 4.15(1)(a)(iv) Matters prescribed by the regulations	Refer to the SEE. .
Section 4.15(1)(b) - (e)	Refer to Section 4 of this SEE for consideration of (b), (c) and (e). Matter (d) relates to submissions and is a matter for the consent authority following public exhibition of the development application.

4.3 State Environmental Planning Policies

4.3.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 of the SEPP (Industry and Employment) applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The development proposes to provide 3 advertising panels to reflect the branding of the 3 new tenants.

An analysis of the signage against Schedule 5 of the SEPP is provided in the table below:

Table 2: Assessment of Schedule 5

SEPP PROVISION	COMMENTS
Character of the area	The proposed signage is temporary and will display advertising relating to the 3 new tenancies on the site. The signage will make the site and The Corso more visually appealing during the construction stage as it will ensure there are no blank hoarding walls in a highly trafficable area.
Special areas	The temporary nature of the signage ensures it will not have any major disruptions on the heritage significance of the conservation area. Like surrounding properties, the signage provides identification of the future retail tenancies approved at the site. It will also ensure there are no blank walls on The Corso for an extended period of time.
Views and vistas	The signage will not compromise any views of vistas.
Streetscape, setting or landscape	The signage provides an informative advertising visual for patrons of The Corso. Instead of a blank construction hoarding wall, the signage will provide business identification for the future retail tenancies.
Site and building	The signage will be located on the temporary construction hoarding and will not disrupt the architectural features of the building.
Associated devices and logos with advertisements and advertising structures	No signage devices or logos are proposed.
Illumination	No illumination is proposed.
Safety	The proposed signage will not reduce the safety of any public road, pedestrians or cyclists. The signage is situated as a panel on the construction hoarding and will not project into the public domain.

4.4 Manly Local Environmental Plan 2013

4.4.1 Zoning and Permissibility

As shown in 8 below, the site is zoned E1 Local Centre under the provisions of the Manly Local Environmental Plan 2013 (the **LEP**). The proposal is characterised as a 'signage' according to the dictionary to the LEP. Signage is permissible with development consent in the E1 Zone.

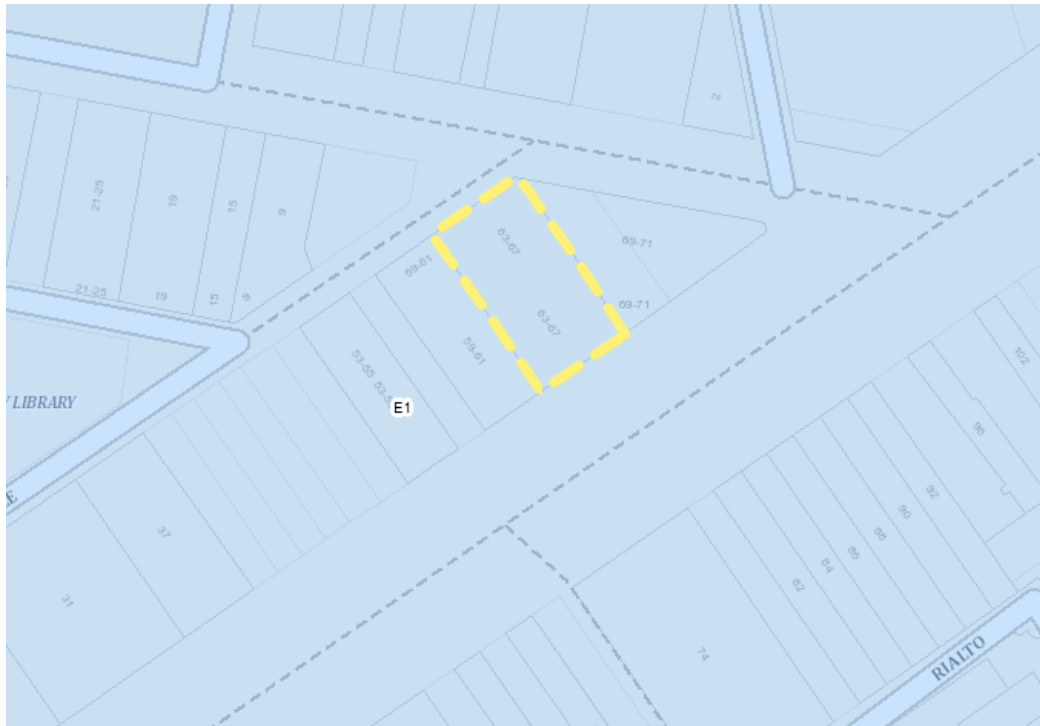


Figure 8: Zoning map (Source: NSW Legislation)

4.4.2 Relevant Clauses

An assessment of the proposal against the relevant provisions of the **LEP** is set out in the following table.

Table 3 Assessment against relevant provisions of Manly Local Environmental Plan 2013

Clause	Provision	Assessment
5.10 Heritage Conservation	The site is identified as a heritage item (I106 – Group of commercial buildings) and is located within a heritage conservation area.	The signage is temporary and will not have any major impacts on the heritage significance of the heritage item and conservation area. The signage is located on the construction hoarding and will not alter the characteristics of the existing building.
6.9 Foreshore Scenic Protection	The site is located within the foreshore scenic protection area.	The proposed development will not have any impacts on the visual amenity of the foreshore area.

Clause	Provision	Assessment
6.11 Active Street Frontages	The site is identified as an active street frontage.	The signage will provide patrons with information regarding the new retail tenancies approved for the site. These tenancies will contribute to an active street frontage.

4.5 Manly Development Control Plan 2013

It is specified in section 3.42 of the EPA Act, that the purpose of a DCP is to provide guidance on:

- giving effect to the aims of the MLEP
- facilitating development that is permissible under the MLEP, and
- achieving the objectives of the E1 Zone applying to the site.

The provisions of a development control plan made for that purpose are not statutory requirements.

Within this context it is useful to consider the relevant provisions of the Manly Development Control Plan 2013 (the **MDCP**).

An assessment of the proposal against the relevant provisions of the MDCP is set out in the following table. In any instances where the proposal departs from a numerical requirement this is assessed in the context of the objectives or aims of the numerical requirement (where available) and the principal purpose of the MDCP as noted above.

Table 4 Assessment against relevant provisions of Manly Development Control Plan 2013

Clause	Provision	Assessment
4.4.3.1 Controls for all Development Types	3 temporary signs are proposed along the construction hoarding to advertise the 3 new tenancies being constructed. Due to the temporary nature of the signage and the location of the signage on the construction hoarding, it is considered that the exceedance of the maximum number of signs is appropriate. The signage is not excessive and clearly identifies the future businesses. As the signage is located on the construction hoarding, the design is simple and does not disrupt the architectural style and finishes of the building. Refer to 4.3.1 for further discussion.	Complies on merit
4.4.3.2 Signage on Heritage listed items and in Conservation Areas	The proposed signage will be temporary and will only be displayed during the construction stage of the development. The signage is not located on the building and as such will not have any impact on the architectural value of the site.	Complies
4.4.3.3 Controls for Particular Development Types	The proposed temporary signage can be defined as an 'Advertising Panel'. The signage complies with the relevant provisions required for advertising panels. The signage will be located on the	Complies

Clause	Provision	Assessment
	construction hoarding and will not project above the top of the wall or more than 0.2m from the wall.	

5. Assessment of Likely Impacts

This section identifies and assesses the impacts of the development with specific reference to the heads of consideration under Section 4.15 of the Act.

5.1 Natural Environment

The proposed temporary signage will not result in any adverse impacts on the natural environment. The signage is located on the construction hoarding which is required during the construction stage.

5.2 Built Environment

The temporary signage will not project onto the public domain and remains entirely on the construction hoarding wall. The hoarding is located 1.2m from the shop frontage, maintaining adequate space for pedestrian throughfare in The Corso.

The proposal will have no physical impacts on any original or significant fabric of the site or the town centre heritage conservation area. The location of the signage on the construction hoarding and the temporary nature of the signage ensures there are no adverse or long term impacts on the heritage significance of the site.

The signage will contribute to the visual interest of highly pedestrian trafficked Corso by providing informative business identification advertising for the future tenancies. The signage will ensure the construction hoarding is not left as a blank wall throughout the construction stage.

5.3 Social and Economic Impacts

The temporary signage will provide patrons and residents of The Corso and Manly identification and information on the 3 future tenancies on the site. This will assist in enhancing future economic benefits within the locality.

5.4 Public interest

According to Brown C in *Ex Gratia Pty Limited v Dungog Shire Council [2005] NSWLEC 148*, a development proposal is in the public interest when the public advantages of the proposal outweigh the public disadvantages.

There are no unreasonable impacts that will result from the proposed development, therefore the proposed temporary signage will have an overall public benefit.

6. Conclusion

This SEE has undertaken an environmental assessment of the proposal for construction hoarding temporary signage on the construction hoarding adjoining 63-67 The Corso, Manly..

This assessment found that the proposal is compatible with the existing and future character of the locality and has no adverse environmental impacts.

Given the findings of this assessment, we consider that the proposal is in the public interest and merits approval.