

# Statement of Environmental Effects

Business Identification  
Signage Content  
63-67 The Corso, Manly  
Signage

Submitted to Northern Beaches Council  
on behalf of Initium Management

9 April 2024

**GYDE**

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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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 Report Version: Final

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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
C	Heritage Memorandum	Touring the Past
D	Waste Management Plan	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 seeks approval for business identification signage content at 63-67 The Corso, Manly (the **site**).

The signage will contain advertisements for the 3 new retail tenancies approved under DA2023/0849. This signage will be located on the 3 under awning signage boxes already approved as part of DA2023/0849.

This SEE has been prepared pursuant to Section 4.12 of the *Environmental Planning and Assessment Act 1979* (the **EPA Act**), Clause 24 of the *Environmental Planning and Assessment Regulation 2021* (the **EPA Reg**), and State Environmental Planning Policy (Industry and Employment) 2021 in particular. 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.

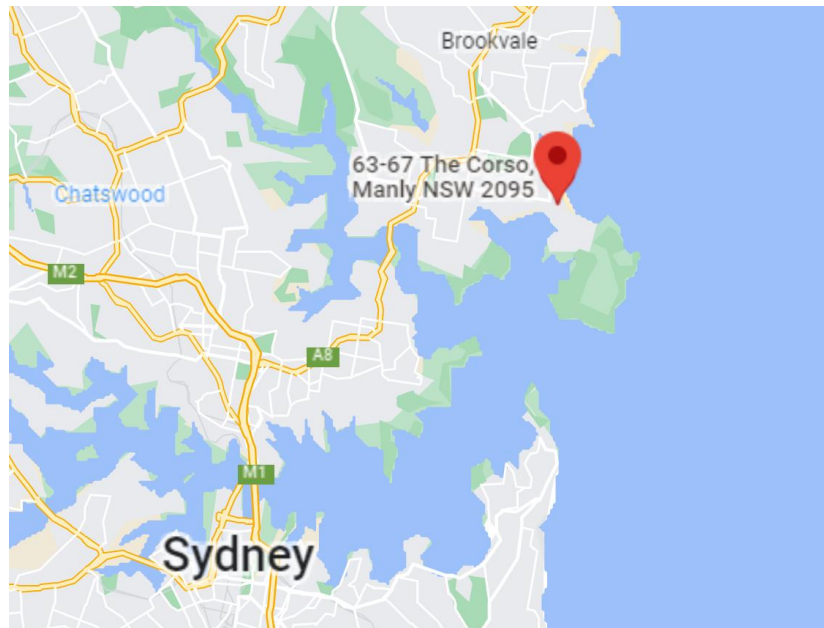


Figure 1: Locational context map, site identified by red marker (Source: Google)



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 provision of business identification signage content on the under awning signage boxes approved under DA2023/0849. For clarity, the proposal is for signage to already approved under awning signs, and does not seek approval for any further signage structures.



### 3. Description of Development

#### 3.1 The Development

Development consent is sought for the provision of signage content on the 3 under awning signage boxes at 63-67 The Corso, Manly (figure 7). The advertising includes business identification signage for the 3 future tenancies being built on the site.

The details of the signage include:

<b>Signage</b>	<b>Length and Width</b>	<b>Area</b>
Miniso Store	450mm x 1850mm	0.83sqm
Convenience Store	450mm x 1850mm	0.83sqm
Skin Bar	450mm x 1850mm	0.83sqm

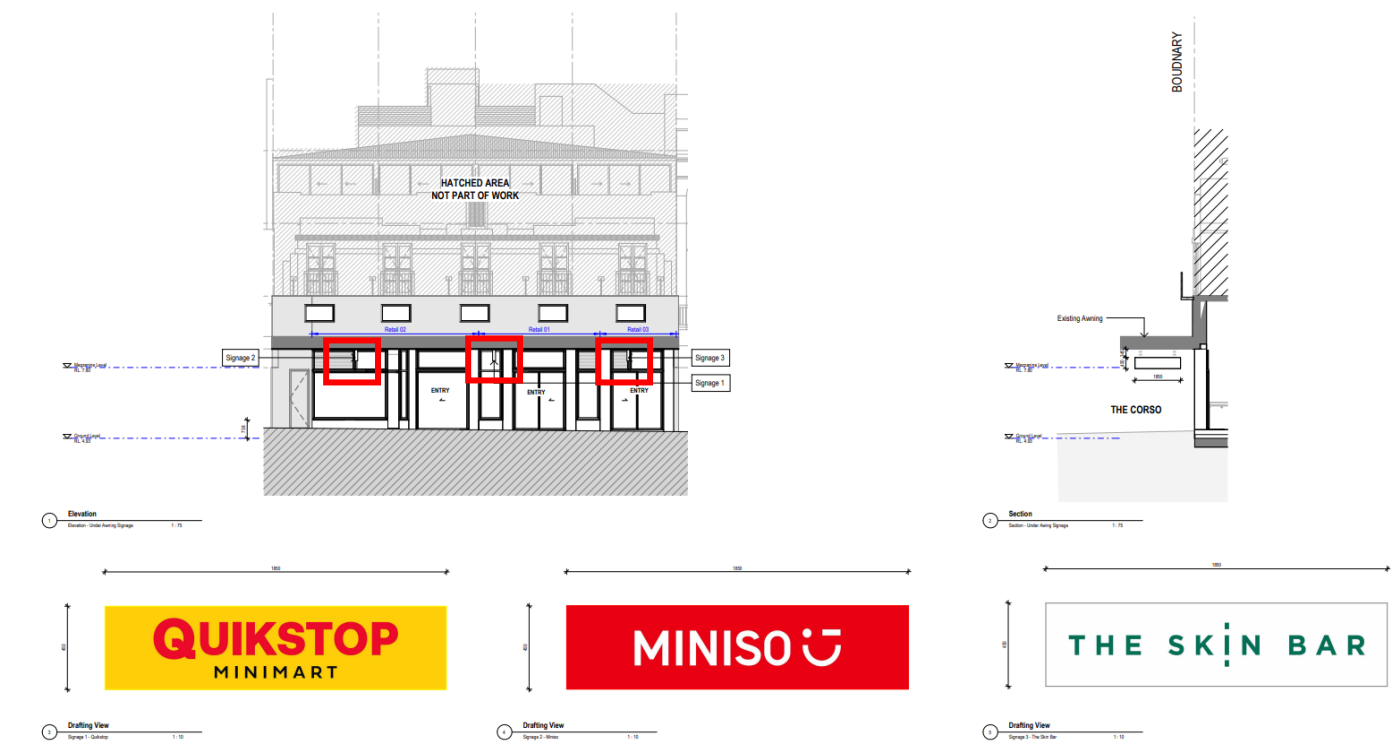


Figure 7: Signage details (Source: Antoniadis Architects)

#### 3.2 Estimated Development Cost

The estimated development cost (EDC) of the project is estimated at \$7,986.00. Refer to the Cost Summary 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 5 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.

The aims and objectives of the chapter are:

- (a) to ensure that signage (including advertising)—
  - (i) is compatible with the desired amenity and visual character of an area, and
  - (ii) provides effective communication in suitable locations, and
  - (iii) is of high quality design and finish, and
- (b) to regulate signage (but not content) under Part 4 of the Act, and
- (c) to provide time-limited consents for the display of certain advertisements, and
- (d) to regulate the display of advertisements in transport corridors, and
- (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.

The proposed signage satisfies the objectives of this chapter as it:

- Is compatible with the desired amenity and visual character of the area as it is consistent with the surrounding signage theme within The Corso.
- Provides effective business identification in a suitable location for the 3 tenancies at the site.
- Is designed with high quality finishes and colours to best represent the 3 businesses.

The proposed signage can be defined as ‘business identification signage’ under clause 3.2 of the Industry and Employment SEPP. Business identification signage means a sign:

- (a) that indicates—
    - (i) the name of the person or business, and
    - (ii) the nature of the business carried on by the person at the premises or place at which the sign is displayed, and
  - (b) that may include the address of the premises or place and a logo or other symbol that identifies the business,
- but that does not contain any advertising relating to a person who does not carry on business at the premises or place.

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
<p><b>Character of the area</b></p>	<p>The proposed signage is compatible with the existing character of the area. The under-awning signage is consistent with the existing theme of outdoor advertising along The Corso as shown in figure 8.</p>



**Figure 8: Advertising in The Corso (Source: Google Maps)**

<p><b>Special areas</b></p>	<p>The signage will not result in any disruptions on the heritage significance of the conservation area. The heritage characteristics of the site remain the focus point of the building. Like surrounding properties, the signage provides identification of the retail tenancies approved at the site.</p>
<p><b>Views and vistas</b></p>	<p>The signage will not compromise any views of vistas. The signage will be placed in the existing and approved under awning signage boxes at the site.</p>
<p><b>Streetscape, setting or landscape</b></p>	<p>The signage provides an informative advertising visual for patrons of The Corso, similar to surround retail tenancies.</p>
<p><b>Site and building</b></p>	<p>The signage is located on the existing and approved under awning signage boxes which are compatible with the architectural features of the building. The proposed signage is contained to these boxes to respect the important features of the building.</p>
<p><b>Associated devices and logos with advertisements and advertising structures</b></p>	<p>No signage devices or logos are proposed.</p>
<p><b>Illumination</b></p>	<p>The signs are proposed to be internally illuminated. This illumination will only occur during the approved operating hours of the 3 retail tenancies. The illumination will not result in an unacceptable glare. The location of the signage under the awning will reduce any impacts the illumination may have onto the tourist and visitor accommodation above the site.</p>

<p><b>Safety</b></p>	<p>The proposed signage will not reduce the safety of any public road, pedestrians or cyclists. No sightlines will be obscured from public areas.</p>
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## 4.4 Manly Local Environmental Plan 2013

### 4.4.1 Zoning and Permissibility

As shown in figure 9 below, the site is zoned E1 Local Centre under the provisions of the Manly Local Environmental Plan 2013 (the **MLEP**). The proposal is characterised as 'signage' according to the dictionary to the MLEP. Signage is permissible with development consent in the E1 Zone.

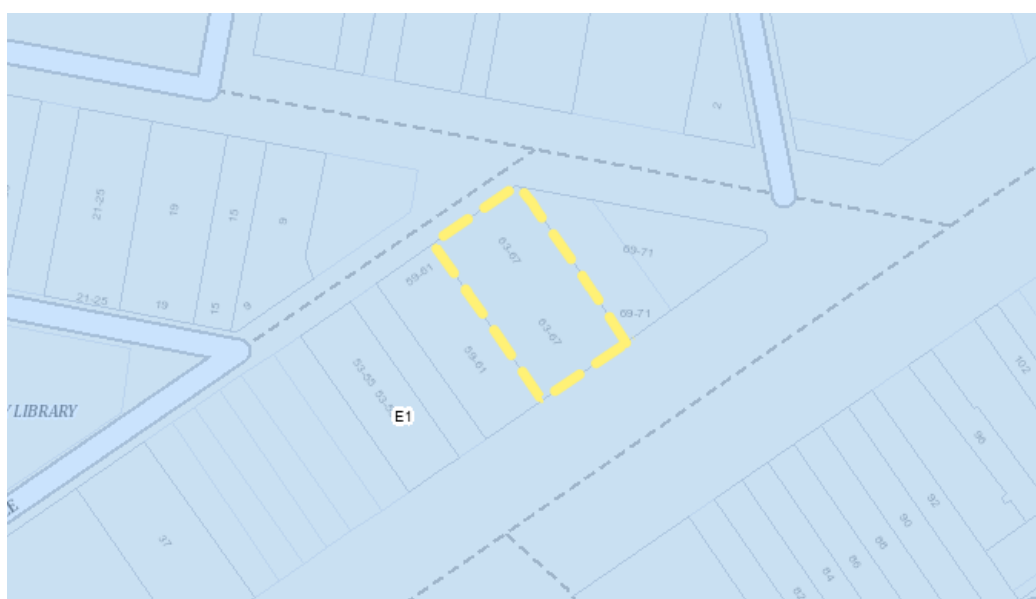


Figure 9: Zoning map (Source: NSW Legislation)

### 4.4.2 Relevant Clauses

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

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

Clause	Provision	Assessment
<p>5.10 Heritage Conservation</p>	<p>The site is identified as a heritage item (I106 – Group of commercial buildings) and is located within a heritage conservation area.</p>	<p>The proposed signage is similar to signage located on other heritage items and buildings within the heritage conservation area within Manly. The proposal is sympathetic to the heritage significance of the area and will not alter the characteristics of the existing building. It's also important to recognise that the proposal is for content only, and relates to</p>

Clause		Provision	Assessment
			previously approved under awning signs. Refer to heritage memorandum in appendix C for further details.
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.
6.11	Active Street Frontages	The site is identified as an active street frontage.	The signage will provide patrons with information regarding the 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	The proposal involves adding advertising content to the already approved signage boxes. The content relates to goods and services being sold within the 3 tenancies in a simple, clear and efficient design. The proposed illumination will only occur during the operating hours of the tenancies to limit potential impacts on surrounding residences. The Corso is already a highly trafficked area with significant commercial activity and illuminated signage. It is therefore considered that the signage will have a negligible impact on the streetscape.	Complies
4.4.3.2	Signage on Heritage listed items and in Conservation Areas	The proposed signage content is located in the under awning sign boxes to remain discrete and complement the building and surrounds. The proposed colours are to match the branding of the retail tenancies, similar to surrounding signage. The location of the signage away from the façade of the building ensures there will be no impact on the architectural value of the site.	Complies

Clause	Provision	Assessment
4.4.3.3 Controls for Particular Development Types	The proposal involves adding content into the 'Under-awning signs'. The signage boxes comply with the relevant controls and the content of these signs is compatible with the site and surrounds.	Complies

## 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 signage will not result in any unreasonable impacts on the natural environment. At most, the impacts are negligible.

### 5.2 Built Environment

The signage will not project onto the public domain and remains entirely within the existing and approved under awning signage boxes. The signage will contribute to the visual interest of highly pedestrian trafficked Corso by providing informative business identification advertising for the retail tenancies.

#### Heritage

The proposal will arguably 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 content on the previously approved under awning signage boxes ensures there are no adverse or long term impacts on the heritage significance of the site.

### 5.3 Social and Economic Impacts

The signage will provide patrons and residents of The Corso and Manly identification and information on the 3 tenancies on the site. This will assist in enhancing future economic benefits within the locality, particularly the business operators to which the signage will relate.

### 5.4 Suitability of the Site

The subject site is not affected by any policy that restricts development because of the likelihood of land slip, bush fire, subsidence or acid sulphate soils. Whilst the site is located in a flood planning area, the proposed signage content will have a negligible impact upon the site and the site surroundings. It is therefore considered that the site is suitable for the proposed development.

### 5.5 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 signage content on the 3 under awning signage boxes at 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 unreasonable environmental impacts. In fact, any impacts are mostly positive.

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