

Heritage Referral Response

Application Number:	DA2022/0662
Date:	23/05/2022
To:	Lashta Haidari
Land to be developed (Address):	Lot 1 SP 67337 , 1 / 63 - 67 The Corso MANLY NSW 2095

Officer comments

HERITAGE COMMENTS
Discussion of reason for referral
<p>The proposal has been referred to heritage as the subject property is a heritage item, being a part of Item I106 - Group of commercial buildings - All numbers, The Corso and sits within the C2 - Manly Town Centre Conservation Area. It is also within the vicinity of a number of heritage items:</p> <p>Item I110 - New Brighton Hotel - 69–71 The Corso</p> <p>Item I233 - Commercial and residential building - 12 Sydney Road</p> <p>Item I104 - Street trees - The Corso (from Whistler Street to Sydney Road)</p>
Details of heritage items affected
<p>Details of the heritage items as contained within the Manly Heritage inventory are as follows:</p> <p>Item I106 - Group of commercial buildings <u>Statement of significance:</u> The streetscape and its special qualities are of major significance to the state. The Corso has important historical links to the development of tourism and recreation which is still present and likely to continue. It's role as the pedestrian link between harbour and ocean, city and sea - for the tourist, is fundamental to Manly's status as a resort.</p> <p><u>Physical description:</u> The Corso acts as a low scale horizontal corridor which steps down from the harbour to the ocean. The atmosphere of The Corso is of a 19th century place. Its special qualities include the contrasts of horizontal (low scale architecture) and vertical (planting) dimensions, and urban and natural elements.</p> <p>C2 - Manly Town Centre Conservation Area <u>Statement of significance:</u> The Manly Town Centre Conservation Area (TCCA) is of local heritage significance as a reflection of the early development of Manly as a peripheral harbor and beachside village in the fledgling colony of New South Wales. This significance is enhanced by its role as a day-trip and holiday destination during those early years, continuing up to the present time, and its association with H G Smith, the original designer and developer of the TCCA as it is today. The physical elements of the TCCA reflect this early development and its continued use for recreational purposes, most notably the intact promenade quality of The Corso and its turn of the century streetscape, as well as key built elements such as hotels, and remaining original commercial and small scale residential buildings.</p> <p>Item I110 - New Brighton Hotel <u>Statement of significance:</u></p>

This building is an example of exotic Egyptian-like motifs and Inter-war Free Classical style. The hotel is of major significance due to its contribution to the streetscape, its visual/textural interest and its association with early 20th century development of the resort. An unusual design utilising exotic Egyptian-like motifs appropriate to the resort location such as columns faintly reminiscent of the Brighton Pavilion. The building is an important feature on the corner of Sydney Rd and the Corso and its eclectic design contributes to the rich collection of architectural styles in the streetscape of the Corso.

Item I233 - Commercial and residential building

Statement of significance:

The building reflects its former use as a fire station. It has a strong presence in the Sydney Road streetscape and contributes to the overall cultural heritage significance and character of the Town Centre Conservation Area.

Physical description:

Two storey, brick rendered building with parapet. The former Fire Station was designed in Federation Free style. The building, although now redeveloped, retains its picturesque facade that features a curved parapet, heavily moulded entablature and group of three arch headed, elongated windows. The words 'Metropolitan Fire Brigade 1897' are embossed on the parapet with 'Manly' below. The windows are timber framed double hung with round headed highlight and multiple small sashes. The face brickwork is now painted but highly contrasted with render, especially the detail such as voussoirs. The adjoining wing to the south-east appears to have been a later addition of face brickwork with similar style windows and entablature but without a high parapet.

Item I104 - Street trees

Statement of significance:

Part of earliest planting on The Corso c.1850's by H.G. Smith. Historic and aesthetic importance to the streetscape.

Physical description:

Centre planting of Ficus Macrophylla (Moreton Bay Fig) Remnant Palm planting (Phoenix Canariensis) of 1928.

Other relevant heritage listings

Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005	No	
Australian Heritage Register	No	
NSW State Heritage Register	No	
National Trust of Aust (NSW) Register	No	
RAIA Register of 20th Century Buildings of Significance	No	
Other	N/A	

Consideration of Application

The proposal is seeking consent for alterations and additions to the existing building to facilitate a change the use of the existing ground floor retail at Unit 1 / 63-67 The Corso, Manly to a pub and live entertainment venue, with associated building works and business identification signage, including a 9.6m high and 5.2m wide steel structured illuminated LED Guitar Sculpture, projecting from the existing awning face, both upwards to the roof parapet of the original building and into the public domain on the ground level.

The proposed identification signage and the illuminated guitar sculpture are both inconsistent with the relevant controls of the Manly DCP 2013:

4.4.3.2 Signage on Heritage listed items and in Conservation Areas

a) Advertising signs should be designed and located in a manner which preserves and enhances Heritage listed items and Conservation Areas

Sign locations

b) Signs should be discreet and should complement the building and surrounding uses. The architectural features of the building or listed item should always dominate. Advertising should preferably be placed in locations on the building or item which would traditionally have been used as advertising areas. Opportunities for advertising, therefore, may be somewhat limited. Generally sign panels can be determined by dividing a building into a grid and identifying locations on:

Other Guidelines for Heritage Items and Conservation Areas

c) In addition to the requirements for the particular zoning, and matters listed above, the following matters must be taken into consideration:

ii) As the external colours applied in different historical periods varied, and were more muted in range than today, it is wise to research appropriate colour ranges for buildings in heritage areas. Generally however, the following dark or muted colours are suggested: Maroon, dark green, terracotta, brown, charcoal, etc. highlighted with creams, ochres, pinks and earth tones;

iii) Heritage lettering styles may involve shaded letters, the mixing of sizes and styles of letters, and ornamental scrolls relevant to the period of the building;

iv) Signs are preferably illuminated by floodlighting, with the source of the illumination being suitably concealed;

v) Modern standardised "trademarks" advertising will not usually be appropriate. This however, could be compromised by placing the modern sign in a panel with a perimeter margin and surrounding wall surface, printed in sympathetic heritage colours.

5.1.2 The Corso

The existing positive qualities of The Corso, comprising both the public area of the roadway and the private properties that front it all contribute to making it a special street. Although some more recent development, and some maintenance practices on older buildings, are unsympathetic to these qualities, the overall integrity of the structure - and hence significance - of the street continues. This significance has been recognised via listings as Items of the Environmental Heritage in the LEP including the listing of all buildings as whole, individual and groups of buildings with additional individual merit as well as various streetscape elements such as parks and monuments. These listings place a responsibility on Council, land owners and applicants to maintain the significance of the 'greater whole' of both The Corso and the Manly Town Centre Conservation Area.

5.1.2.13 Shop-fronts are to be Reinstated

a) Where shop-fronts have been removed and replaced with shuttered openings, the reinstatement of shop-fronts is supported for aesthetic and historic reasons. New Shuttered openings will not be permitted.

b) New shop-fronts should comprise a 'frame' established by masonry ends read as vertical continuations of the façade above, and by a solid horizontal plinth between the ground and the window sill. The design of the space within this frame can reflect the use of the premises, and utilise contemporary design. See Figure 51 - Shop-fronts within a masonry frame.

5.1.2.17 External details for plant, exhausts, ducts and other services as part of the overall building structure

A number of buildings are already disfigured by the addition of air conditioners, other mechanical services, kitchen exhausts, downpipes and the like without adequate thought as to their integration.

All DAs are to include provision for such services and show how they are to be integrated into the overall structure and/or disguised from public view.

Schedule 6 - The Corso: Site Specific Controls

63-67 The Corso:

- *re-paint façade to highlight the Art Deco detailing.*
- *reconstruct ground floor shops as opportunity arises.*

Considerations must be given to the context and any new work should be designed to respect the scale and character of The Corso and should not overpower it. In this respect the proposed signage must be retained within the existing awning. The illuminated guitar sculpture should be deleted, it is completely unacceptable in the context of The Corso as it does not recognise and support the heritage significance of the place and the context. The proposed services fronting The Corso are also to be integrated into the overall structure and/or disguised from public view.

Therefore, Heritage recommend refusal of the application due to its impacts upon the character of The Corso, Manly Town Centre Conservation Area and the heritage items within the vicinity.

Consider against the provisions of CL5.10 of Manly LEP 2013.

Is a Conservation Management Plan (CMP) Required? No

Has a CMP been provided? No

Is a Heritage Impact Statement required? Yes

Has a Heritage Impact Statement been provided? Yes

Further Comments

COMPLETED BY: Oya Guner, Heritage Advisor

DATE: 23 May 2022

The proposal is therefore unsupported.

Note: Should you have any concerns with the referral comments above, please discuss these with the Responsible Officer.

Recommended Heritage Advisor Conditions:

Nil.