

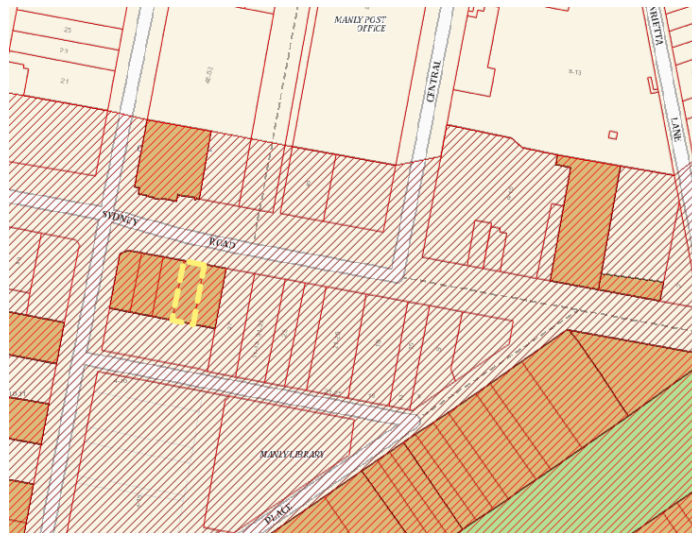
**HERITAGE IMPACT STATEMENT
CHANGE OF USE, FIT OUT AND SIGNAGE
41 SYDNEY ROAD, MANLY**

Site Description

The site is identified as Lot 2 in DP 445942 which is known as No. 41 Sydney Road, Manly. The site is generally rectangular in shape and is located on the southern side of Sydney Road, to the east of its intersection with Whistler Street.

This portion of Sydney Road is for pedestrian traffic only and provides access to The Corso. The site currently comprises a two storey attached building. The site was previously occupied by take away food shop, with the most recent Development Consent (DA 55/2010) being for the fit out of a take away food shop and signage.

The site is located within the Manly Town Centre with this portion of Sydney Road characterised by predominantly two storey shop top housing style buildings. The site is part of a group of buildings identified as No. 39-47 Sydney Road and which are collectively identified as a local heritage item (Item No. I234). The site is also located within the Town Centre Conservation Area (C2).



Extract of Heritage Map

The building is consistent with the Art Nouveau style which was popular within the Federation era. The building would have most likely provided commercial space for businesses. The ground floor of the group fronting Sydney Road are comprised of modern glazed shopfronts with modern awnings.

The property, No. 41, has brick to the lower section of the first floor and stucco with timber detailing to the upper section with art nouveau influence. The upper level windows are projecting bays with pressed metal hoods. The building comprises a tiled hipped roof.

A Heritage Exemption has been issued by Northern Beaches Council (Ref: 2024/842758) for the fit out of the subject site. A copy of this Exemption is included with the application.

Heritage Significance

The Statement of Significance for the Item is as follows:

39-45 Sydney Road is considered to demonstrate Historic, Aesthetic, Rarity, and Representative Heritage Significance.

The building has historical significance for its ability to demonstrate the growth of Manly during the Federation era. The building was constructed during a residential boom arising from the desire to holiday and retire within Manly. The building would have provided commercial space for businesses who services this clientele.

The buildings are consistent with the Art Nouveau style which was popular within the Federation era. Restorations works to the first and second floor of this building have the potential to further enhance the aesthetic significance of the building.

The building has the potential to yield further information about this era of Manly's history by means of recording, architectural investigation and analysis of contemporaneous documentation.

The site is located within the Town Centre Conservation Area (C2) and the statement of significance states:

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.

The beautiful natural setting of the TCCA has provided a solid foundation for its picturesque qualities. The cultural landscape, including plantings, monuments and open spaces, reflects the continued enhancement of the TCCA over time, in order to attract and sustain visitors to the area, which in turn has provided great support to the local economy. The many historic vistas which remain to this day enhance the visitor experience of the TCCA and assist with providing an interpretation of the TCCA as it has changed over time.

The TCCA maintains a high level of social significance, as a popular destination for local, national and international tourists, as well as through its encapsulation of the Australian beach culture.

This Statement of Heritage Impact has been prepared in accordance with the *Statement of Heritage Impact Guidelines* issued by the NSW Heritage Office and Council's guidelines.



Dept of Lands, 1943 aerial imagery

Proposed Development

This proposal seeks approval for the change of use, signage and fit out of the existing ground floor level. It proposed to change the approved take away food premises to a retail premises.

The fit out does not alter the existing floor plan nor provide for any structural changes. The fit out provides for removable counters, shelving, racking and curtain for a change room. New lighting and electrical outlets are proposed internally.

The proposal also provides for a new sign to be provided within the existing below awning lightbox. A new non-illuminated sign is also proposed on the existing fascia to replace existing signage.

NSW Heritage Guidelines

In accordance with the Guideline prepared by NSW Department of Planning and Environment the following information is provided:

Does the existing use contribute to the significance of the heritage item? Why is the change of use proposed?

The approved use is for a take away food premises and the site was previously occupied by Domino's. They have since vacated the premises hence this application. The change of use enables the continued occupation of the heritage item and ensures its retention.

Will the change of use have an impact on the significance of the heritage item?

The change of use will not impact on the significance of the heritage item. The proposal does not incorporate changes to the front façade or building envelope. The fit out comprises of removable/demountable fixtures only and there is no change to the existing floor plan.

Will the change of use require changes to the fabric or significant elements? How does that impact significance of the heritage item?

The proposal does not require any change to original fabric or significant elements.

How has the impact of the new signage on the significance of the heritage item been minimised?

The proposed signage merely seeks to replace the existing 'Domino's' signage. The signage is limited to replacing the wording of the existing under awning light box and the existing non-illuminated fascia. The signage is simple and clearly identifies the usage without resulting in unreasonable clutter.

Have alternative signage forms been considered (e.g. freestanding)? Why were these alternatives rejected?

The proposal merely seeks to utilise the existing signage. Alternative signage would result in additional clutter.

Is the signage in accordance with required local planning provisions?

Yes, the proposal replaces existing signage.

Will the signage visually dominate or obscure the heritage item or streetscape of a heritage area?

No, the proposed signage replaces the existing approved signage.

Can the signage be externally illuminated rather than internally illuminated?

Existing illumination remains unchanged.

Conclusion

The proposal provides for change of use, fitout and replacement signage only.. There is no change to the existing external fabric of the heritage building. The works do not detract from the significant of the heritage item nor the streetscape and will not have any detrimental impact on the conservation area.

Council should accept that the proposed development does not impose any unreasonable or unacceptable impacts on the elements or structures embodied in the heritage significance of the item or Town Centre Conservation Area.

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