

## Heritage Referral Response

<b>Application Number:</b>	DA2024/0148
<b>Proposed Development:</b>	Construction of temporary advertising signage
<b>Date:</b>	13/03/2024
<b>To:</b>	Kye Miles
<b>Land to be developed (Address):</b>	Lot 1 SP 67337 , 1 / 63 - 67 The Corso MANLY NSW 2095

### Officer comments

<b>HERITAGE COMMENTS</b>
<b>Discussion of reason for referral</b>
<p>The proposal has been referred to heritage as the subject property is a heritage item, being a part of a group listed 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><b>Item I110 - New Brighton Hotel</b> - 69–71 The Corso</p> <p><b>Item I233 - Commercial and residential building</b> - 12 Sydney Road</p> <p><b>Item I104 - Street trees</b> - The Corso (from Whistler Street to Sydney Road)</p>
<b>Details of heritage items affected</b>
<p>Details of the heritage items as contained within the Manly Heritage inventory are as follows:</p> <p><b>Item I106 - Group of commercial buildings</b>  <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.  <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><b>C2 - Manly Town Centre Conservation Area</b>  <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><b>Item I110 - New Brighton Hotel</b></p>

**Statement of significance**

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**

SEPP (Biodiversity and Conservation) 2021	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	No	

**Consideration of Application**

The proposal is seeking consent for approval for temporary signage, containing advertising panels for 3 tenancies located on the hoarding which will remain on site until the construction stage is finished.

It is noted that the dimension of approved recess to the entry doors have been shown different in the current application. Heritage require the retention of the approved recess dimension to the entry

doors, and shown correctly on the construction drawings.

Given the proposed signage is temporary and located on the hoarding that is to be removed when the construction stage is finished, the impact of the signage upon the heritage items, HCA and The Corso is considered manageable.

Therefore, no objections are raised on heritage grounds and no conditions required.

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

The proposal is therefore supported.

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

**Recommended Heritage Advisor Conditions:**

Nil.