

HERITAGE IMPACT STATEMENT



Signage Development Application

Harbord Beach Hotel No. 29 Moore Road, Freshwater

September 2020 | J4146

**Weir
Phillips**
Heritage
and Planning

Level 19, 100 William Street, Woolloomooloo NSW 2011
Phone: (02) 8076 5317

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1 INTRODUCTION

1.1 Preamble

This Heritage Impact Statement (HIS) has been prepared in conjunction with a Signage Development Application for the Harbord Beach Hotel located at No. 29 Moore Road, Freshwater, New South Wales. This Signage Development Application has been prepared to accompany the approved works detailed in DA 2020/0468 for alterations and additions to No. 29 Moore Road, Freshwater, New South Wales.

The site is located within the Northern Beaches Council Local Government Area (formerly Manly, Warringah and Pittwater Councils). The principal planning control for the site is the *Warringah Local Environmental Plan 2011 (LEP 2011)*. The site is listed as a heritage item by Schedule 5 the *LEP 2011*. Under Part 5.10 of the *LEP 2011*:

(4) Effect of proposed development on heritage significance

The consent authority must, before granting consent under this clause in respect of a heritage item or heritage conservation area, consider the effect of the proposed development on the heritage significance of the item or area concerned. This subclause applies regardless of whether a heritage management document is prepared under subclause (5) or a heritage conservation management plan is submitted under subclause (6).

(5) Heritage assessment

The consent authority may, before granting consent to any development:

- (a) on land on which a heritage item is located, or
 - (b) on land that is within a heritage conservation area, or
 - (c) on land that is within the vicinity of land referred to in paragraph (a) or (b),
- require a heritage management document to be prepared that assesses the extent to which the carrying out of the proposed development would affect the heritage significance of the heritage item or heritage conservation area concerned.

The appropriate heritage management document in this instance is a Heritage Impact Statement (HIS).

This statement has been prepared at the request of the owners of the site and accompanies plans prepared by Alexander & Co.

1.2 Authorship

This statement has been prepared by Louise Doherty, B.Sc.(Hons), Bldg Cons., and James Phillips, B.Sc.(Arch), B.Arch, M.Herit.Cons.(Hons), of Weir Phillips Heritage.

1.3 Limitations

A detailed history of the site and a full assessment of significance to Heritage NSW standards were not provided for. The history contained in this statement has been prepared from the readily available resources listed under Section 1.6 below.

An Aboriginal history and assessment was not provided for. No historical archaeology was carried out on the site.

1.4 Methodology

This HIS has been prepared with reference to the Heritage NSW publication *Statements of Heritage Impact* (2002 update) and with reference to the Council planning documents listed under Section 1.5 below.

1.5 Physical Evidence

An inspection of the property and the surrounding streetscape took place in April 2020. The photographs contained within this statement were taken at this time.

1.6 Documentary and online Evidence

1.6.1 General References

- 'Advertising', *Daily Advertiser (Wagga Wagga, NSW: 1911 - 1954)*, 2 December, 1936 p. 7. <http://nla.gov.au/nla.news-article144614135>
- John Sands Ltd, *John Sands Sydney and Suburban Directories*, NSW, John Sands Ltd, various years
- Northern Beaches Local studies Library information cards:
 - Harbord Beach Hotel
 - Freshwater History of name
 - Freshwater Harbord History
- Noel Butlin Archives Centre, Australian National University: Tooth and Company yellow cards, various records.

1.6.2 Historic Maps, Plans, Photographs

- *(Aerial Photograph over Freshwater)* 1943. NSW Lands Department.

1.6.3 Council Planning Documents

- *Warringah Development Control Plan 2011.*
- *Warringah Local Environmental Plan 2011.*

1.6.4 Heritage Inventory Listing Sheets

- *Harbord Beach Hotel*, 29 Moore Road, Freshwater. Heritage Act, SHI Database No. 2610063.
- *'Freshwater' Restaurant*, 80 Undercliff Road, Freshwater. Heritage Act, SHI Database No. 2610064.

1.6.5 Other

- NSW Heritage Office and DUAP, *Statements of Heritage Impact*, NSW, Heritage Office and DUAP, 2002 (update).

1.7 Site Location

No. 29 Moore Road, Freshwater is located on the southern side of Moore Road. The western boundary of the site addresses Charles Street and Undercliff Road is located to the rear. The site is identified as Lots 1-5 Section 1 of D.P. 7022.



Figure 1: The location of the subject site.

SIX Maps.

2 HISTORICAL DEVELOPMENT

2.1 Aboriginal Occupation

Although an Aboriginal Heritage was not provided for the traditional owners who lived, fished and gathered food right across the Northern Beaches for thousands of years are acknowledged as traditional custodians of the land.

2.2 European development of the area

The first European exploration of the Northern Beaches area was led by Governor Arthur Phillip. The expedition is said to have travelled followed Manly Creek towards Manly Dam then towards Frenches Forest terminating at Middle Harbour where a waiting boat took them back to Sydney Cove.

Phillip determined that the land was unsuitable for farm pasture and turned his attention to other areas which may be more suited to providing food security to the fledgling colony.

The coast line from Manly to Palm Beach was surveyed in 1815 by Government Surveyor James Meehan. The first land grant in the area comprising 50 acres was made to Thomas Bruin to the immediate north of Freshwater Beach near to the current day location of the Harbord Diggers RSL Club. Bruin sold his grant to D'Arcy Wentworth in 1818. The surrounding area along Freshwater Beach was designated as Crown Land.

Transport to the area did not develop until the late 1870s when Harbord Road was constructed and the steps over Queenscliff headland built in the following decade. ¹

The present-day suburb of Freshwater was surveyed in 1886 by W.M. Gordon and prepared for subdivision. The Harbord Estate was named in honour of the governor of NSW Sister in Law Judith Harbord. Harbord was accompanying the Governor-General and his wife Lady Carrington around NSW and was earning publicity at the time in the social pages. ²

¹ Northern Beaches Local Studies Library, Freshwater Harbord History information sheet.

² Northern Beaches Local Studies Library, Freshwater History of name. information sheet.

However, the Crown land surrounding Freshwater Beach was remained un-subdivided until the late 1890s when it was offered for sale by the Minister of Lands as detailed in Figure 2.

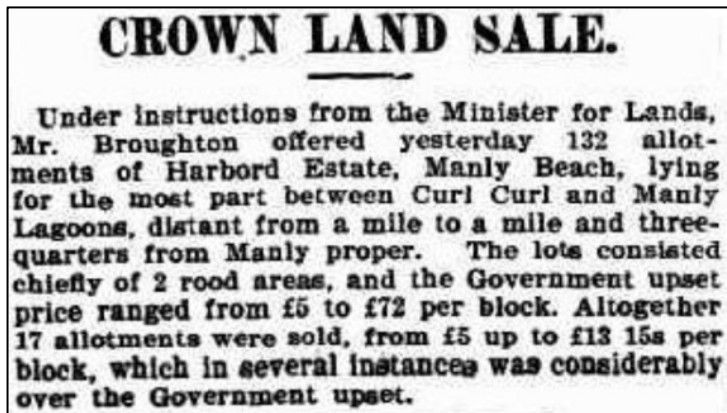


Figure 2: Newspaper article advertising the 1899 sale of land at Freshwater 'CROWN LAND SALE.', Evening News (Sydney, NSW: 1869 - 1931), 20 October, 1899 p. 3., viewed 21 Apr 2020, <http://nla.gov.au/nla.news-article113690428>

The earliest European name for the suburb was Freshwater, this is believed to have derived from the fresh water stream that ran to the beach.

Freshwater's popularity grew as a holiday destination for workers from the inner western suburbs of Sydney grew after the legalisation of sea bathing in 1903. Early camps were established with tents and weatherboard huts providing weekend holiday accommodation. The 'Camps' were for men only; women were permitted to visit on Sunday.



Figure 3: Jolly Boys Camp Freshwater.
Source Northern Beaches Council Library



Figure 4: Dollar Princess Camp Freshwater.
Source Northern Beaches Council Library

Other businesses were established to support the camps including stores and eventually a tearoom.



Figure 5: Randells Store c.1910
Source Northern Beaches Council Library

Further services emerged in 1908 with the establishment of the Freshwater Surf Life Saving club and the Freshwater Restaurant (now Pilu Restaurant). In its early days the building was known as 'The Kiosk' was used as a venue for afternoon tea parties, meetings and dances as well as providing accommodation



Figure 6: The kiosk is shown to the centre of the image. A camp site can be seen to left of the image and small houses or huts in the distance.
Source Northern Beaches Council Library

Other early services including St Marks Anglican Church which opened in 1911, and Freshwater Public School which opened the following year. The school was later renamed Harbord Public School.

In the early 20th century many of the estates were subdivided and prepared for residential development. A significant event for Freshwater and Australia's surf culture occurred in 1914 when Hawaiian Duke Kahanamolu stayed at Boomerang Camp and demonstrated Hawaiian style surfing at Freshwater Beach on a board made from local timber.



Figure 7: Duke Kahanamolu
Source: SurferToday

From 1925-1939 a tramline operated from Pittwater Road terminating at Moore Street to the immediate north of the 'Freshwater Restaurant'.

The camps at Freshwater had a rough and rowdy reputation. Many of the local residents were concerned that this reputation was negatively impacting the impression of their suburb and they successfully petitioned for the name to be changed to Harbord in recognition of one of the earliest subdivisions in the area. Not everybody agreed with the name change and the Freshwater SLSC refused to change their name resulting in the Beach and the Surf Life Saving Club bearing different names until 1980s when the Geographical Names Board was successfully petitioned by the community, Manly Warringah and Pittwater Historical Society and Warringah Council to change the name of the beach back to Freshwater. The suburb of Harbord was officially re-named Freshwater on 12 January 2008. ³

During the late 1920s – 1930s two important social venues were established in the suburb: The Harbord Beach Hotel, refer to Section 2.3, and the The Harbord Legion of Ex-Diggers (known as Harbord Diggers). The Diggers opened in 5 June 1930 as a social club for returned servicemen. The first building was a hut near Freshwater Beach. The club raised money for members in distress and their families by serving billy teas to holiday makers. When the hut was washed away during a storm in 1933, it was moved to the first of several temporary sites until finally relocating to its current headland location in the late 1950s.

From the 1960s the population of Harbord increased greatly as strata title legislation was introduced resulting in smaller residential dwellings being demolished and replaced with residential flat buildings. This continued until 1973 when a resident action group petitioned Council to restrict home unit development. Planning Controls were introduced after this time to curb the development. ⁴

2.3 Development history of the subject site

Harbord Beach Hotel opened on 24th December 1928. The owner and first publican, Mr Hope-Catlin is said to have modelled the building on a design he brought back from South Africa.⁵

The 1928 image of the Hotel, (Figure 8), shows the original form of the building. The two storey rendered building was set beneath a wide hipped roof with a large street facing half hipped gable and smaller complete gable addressing Moore Street.

A two storey concrete verandah wrapped around the eastern end of the building. The solid concrete base of the verandah topped with a decorative band of concrete blocks, this detail is seen to both the ground and first floor balustrades. The verandah is separated into a series of bays by evenly spaced wide concrete posts. The ground floor openings are topped by arches set between the posts. The posts extend above the top of the first-floor balustrade.

The centre of the principal elevation was defined by a concrete porch supported by wide concrete posts. The building was accessed via a central set of steps within the porch.

The land to the front of the building, now enclosed courtyards, was open and elevated above the road height.

³ Northern Beaches Local Studies Library, Freshwater History of name information sheet.

⁴ Northern Beaches Local Studies Library, Freshwater Harbord History information sheet.

⁵ Gordon G, 2000, *Harbord Queenscliff and South Curl Curl 1788-2000*, p24



Figure 8: Harbord Beach Hotel soon after completion in 1928.
Source: Northern Beaches Council Library

Figure 9, dating from 1930, depicts the building as viewed from the west. The two-storey verandah did not extend to the full extent of the principal elevation instead terminating one bay past the front porch. A set of steps is shown leading from Charles Street to the front entry. The entry to the steps is flanked by a pair of rectangular posts which have a hole in the top where a plant can be placed.

The Charles Street elevation is set beneath a half-hipped gable. The upper level contains three metal framed casement windows. This style of window can also be seen to the first floor of the Moore Street elevation. The ground floor contains a large metal framed window to the north and a pair of entry doors to the south set beneath a cantilevered awning.



Figure 9: The western elevation of the Harbord Beach Hotel in August 1930
Source: Noel Butlin Archives

The hotel was purchased by Tooth and Co. in February 1935. The records kept by the brewery indicate that £906 was spend on constructing new garages and alterations to the public and salon bars in the following year. There were 15 bedrooms (7 single, 6 double and 2 triple) a saloon bar, a public bar, lounges and a bottle store.⁶

As shown in Figure 10, a 1936 advertisement for the Harbord Beach Hotel run in several regional newspapers boast details the hotel as having Tennis Courts, Garages and Good Tables.



Figure 10: 1936 Advertisement for the Harbord Beach Hotel

'Advertising', *Daily Advertiser (Wagga Wagga, NSW: 1911-1954)*, 2 December, 1936 p. 7.
<http://nla.gov.au/nla.news-article144614135>

Figure 11 provides an aerial photograph over the site and the immediate surrounding area in 1943. The roof form does not appear to have changed since this image was taken. In addition to the main hotel there are structures to the south and east of the building. It is not clear where the tennis courts (Figure 10), are located or if they had been removed by this time. The character of the area is noted as being sparsely developed. Note also the verandahs to either side of the front porch have not yet been built.

⁶ Noel Butlin Archives Harbord Beach Hotel, Card 3 side 2



Figure 11: Aerial photograph over the site and surrounding area in 1943. The subject site is indicated by the red arrow.

SIX Maps

By 1949, (Figure 12), The building appears to have undergone little external change particularly when viewed from the west. The photo does show the lintels above the windows matching those on the Porte Cochere. Painted signage was added to the Porte Cochere and a large freestanding Tooth's sign was installed at the street edge. Also noted is the addition of blinds to the ground floor verandah area. These were externally mounted and gave the appearance of rectangular opening where they had previously been arched.

Tooth's records for the building note that the ground floor public bar and saloon bar were tiled. Bedrooms were shown as being for staff and public with additional private quarters containing three twin rooms. The district was described by Tooth's as:

*'Residential. Large holiday trade and weekday and weekend surfers'*⁷

⁷ Noel Butlin Archives Harbord Beach Hotel card 4 side 2



Figure 12: The Harbord Beach Hotel in 1949

Noel Butlin Archives Harbord Beach Hotel card 4 side 2

A significant phase of alteration, both internally and externally occurred in the late 1950s the changes included:

- Enclosing verandah forming new servery.
- Construct shelters, beer garden and paving to the front of the Hotel.
- Construct new bottle dept.
- the conversion of the lounge bar to act as an extension of the saloon bar.
- Enlarging the saloon bar lavatories and women's toilet block.
- Forming a lounge bar by provision of a folding screen in the dining room and other minor alterations.
- Provision of an acoustic ceiling to the lounge bar.
- Clearing of land at the rear of hotel, form ramp, construct gutter crossing and cover area with hard ashes for car parking area.⁸

The image of the building dating from 1960, refer Figure 13, clearly demonstrates the extent of the above external alterations. The area to the front of the hotel had been extended to the road and enclosed to create the beer garden, pergola structures were provided for shade, a small rectangular flat roofed building, accessed from Charles Street, acted as a bottle shop. The enclosure of the ground floor verandah area is also evident. Other changes include illuminated external 'saloon bar' sign, the tudor-esque painting of the gable infill and an external blind to the Charles Street window.

⁸ Noel Butlin Archives Harbord Beach Hotel card 5 side 2



Figure 13: Harbord Beach Hotel 1960.

Noel Butlin Archives Harbord Beach Hotel card 5 side 2

By 1982, only cosmetic changes had been made to the exterior of the property, refer to Figure 14. The changes included the external painting, external awnings were mounted above the windows, additional signage installed to the Moore Street elevation and signwriting to the Charles Street awning. Also noted are the doors addressing Charles Street which are still shown in place.

In 1982, the current bottle shop was constructed to the immediate east of the property addressing Charles Street, refer to Figure 15.



Figure 14: Harbord Beach Hotel, 1982

Northern Beaches Local Studies ref: 40\WAR40550



Figure 15: Construction of the bottleshop, 1982
Northern Beaches Local Studies ref: 40\WAR40544

By 2020, several significant alterations had been undertaken to the exterior of the building these included:

- Removal of the Charles Street bottleshop.
- Conversion of the Charles Street door to windows
- Replacement of the first-floor metal casement windows with sliding aluminium framed windows
- Extension of the former saloon bar to the line of the ground floor verandah,
- Removal of Charles Street steps,
- Extension of the second-floor verandah to the full width of the Moore Street elevation.
- Addition of a glazed extension to the top of the perimeter walls.



Figure 16: Current external appearance of the building April 2020.



Figure 17: Appearance of the 1982Bottle shop in April 2020.

3 PHYSICAL ANALYSIS

3.1 The Site

For the following, refer to Figure 18, an aerial photograph over the site, and to the survey that accompanies this application. To match the accompanying plans Moore Road is referred to as being to the north, Charles Street to the west and Undercliffe Road to the south.



Figure 18:An aerial photograph showing the subject site and its surrounds.

SIX Maps.

The site is located on the southern corner of the intersection of Moore Road and Charles Street. The site is approximately 63m in length and 39m in width. The eastern and western boundaries, addressing King Street and the rear laneway respectively, are approximately 9m wide. The overall site area comprises approximately 4500 sq. metres. The building is located to the northern portion of the site and the southern section is used as a hard stand car park.

3.2 The Building

The principal elevation, addressing Moore Road, is typical of an extensively modified and extended two storey, Inter-War Era Hotel. The building presents a side elevation to Charles Street.

The painted concrete rendered building is set beneath a wide half hipped gable roof clad with terracotta tiles. There is a street facing gable located over the centre of the principal elevation. The gables have timber batten infills. An open concrete verandah runs across the full width of the first floor. The balustrade is separated into a series of bay with masonry posts which extend above the balustrade. The front porch to the centre of the elevation remains evident and bears signage reading 'Harbord Beach Hotel'.

The ground floor of the principal elevation has been glazed and enclosed. A single storey addition extends from the eastern elevation.



Figure 19:
The front
(southern) elevation
of No. 29 Moore
Road, Freshwater.

The Charles Street elevation is constructed of painted concrete set beneath a hipped gable end. The sliding windows are set in aluminium frames.

The ground floor windows are set beneath fabric shade hoods. The northern most window is located within an extension added to the building after 1982. The former Charles Street entry doors located to the southern end of the building has converted to window openings.



Figure 20:
Charles Street
elevation.

3.3 The Surrounding Area

For the following, refer to



Figure 21, an aerial photograph over the site and the surrounding area.

3.3.1 The General Area

The subject building is located on the southern corner of the junction of Moore Road and Charles Street within an established residential precinct. Alfred Street to the west is the commercial hub of Freshwater Village. To the east is Freshwater Beach.



Figure 21: Aerial photograph over the site and the surrounding area. The site is highlighted in yellow.
SIX Maps.

3.3.2 Moore Street

Moore Street runs from Albert Street in the northwest and to the southernmost Freshwater Beach car park in the south east. The built form is predominantly residential and comprises of a mix of three and four storey residential flat buildings and detached two storey dwellings. The building date from the inter-war era to the present day.

As noted above, the subject building is located on the southern corner of the junction of Moore Road and Charles Street. The building to the east is the single storey bottle shop attached to the hotel. Further east the buildings are three storey residential flat buildings. Directly opposite the subject building, on the northern side of Moore Road, is a group of detached two storey dwellings all of which date from the modern era.

Figure 22-Figure 24 illustrate the general character of the street in the vicinity of the site.



Figure 22:
General character of Moore Street to the east of the hotel.



Figure 23:
Typical built form of
Moore Road.



Figure 24:
Residential buildings
Directly opposite the
Hotel.

3.3.3 Charles Street

The subject property is located to the eastern side of Charles Street. Directly opposite on the western side of the street are two single storey brick cottages and the side elevation of the residential flat building known as No. 27 Moore Street, Freshwater.

Figure 25 illustrates the general character of Charles Street in the vicinity of the site.



Figure 25:
General
character of
Charles Street.

3.3.4 Undercliff Road

The subject property is located to the northern side of Undercliff Road. Several free-standing residential dwellings are located to the southern side of the street directly opposite the site. The residential buildings are constructed of a range of materials and are orientated towards the ocean views to the east.

Figure 26 illustrates the general character of Undercliff Road Street in the vicinity of the site.



Figure 26:
General
character of
Undercliff Road.

3.4 Integrity

The current building on site has been substantially altered since its 1928 construction era. The external alterations are most prominent to the Moore Street elevation, the notable changes include: the internalisation of the ground floor verandah, the extension of the first floor verandah, the construction of the perimeter walls to create internal courtyards, the removal of the original windows and the conversion of the Charles Street entry to windows. The building has also undergone significant internal change including the removal of the majority of the original fabric, enclosure of the stairwell and reconfirmation of the bar area. Other changes include the kitchen and bathroom upgrades.

The building demonstrates a moderate degree of architectural integrity and externally retains some key aspects of its original decorative characteristics which are predominantly exhibited through the remnant detailing to the first floor, roof scape and Charles Street elevation. Despite the diminished integrity, the building is well maintained.

3.5 View Corridors

Views to the building are uninhibited. The principal view corridors are obtained are from Moore Road and Charles Street in front of the site. Secondary views to the rear of the building are obtained from Undercliff Street.

The building is a visual landmark in close proximity to Freshwater Beach.

Refer to Figure 27- Figure 30



Figure 27:
View of the
subject site
from Moore
Road.



Figure 28
View of the
building
from the
west.



Figure 29
View of the building from the Charles Street.



Figure 30
View of the building from the Undercliff Road.

4 ASSESSMENT OF SIGNIFICANCE

4.1 Summary of Existing Citations and Listings for the Site

4.1.1 Summary of Statutory Heritage Listings

No. 29 Moore Road, Freshwater:

- Is is listed as an item of local heritage significance by Schedule 5 Part 1 of *Warringah LEP 2011*.
- Is not located within a Conservation Area as defined by Schedule 5 Part 2 of the *Warringah LEP 2011*.
- Is not listed as a heritage item on the State Heritage Register under the auspices of the *NSW Heritage Act 1977*.

The State Heritage Inventory Listing Sheet provides the following statement of significance for the subject property known as Harbord Beach Hotel, 29 Moore Street, Freshwater:

A rare example of an inter-war hotel building which shows influences of the Californian bungalow style. Historically provides evidence of the

early development of social & recreational facilities to serve the growing population. Local landmark.⁹

This statement is adopted for the purposes of this report.

4.2 Heritage Items in the Vicinity of the Site

For the following 'in the vicinity' is determined by the distance between the site and heritage items, the nature of the proposed works, the character of the area and existing and potential view corridors. In Figure 31, a detail from the *Warringah LEP 2011* heritage plan, heritage items are coloured brown and numbered. Conservation Areas are hatched in red. The site is indicated by the blue arrow.

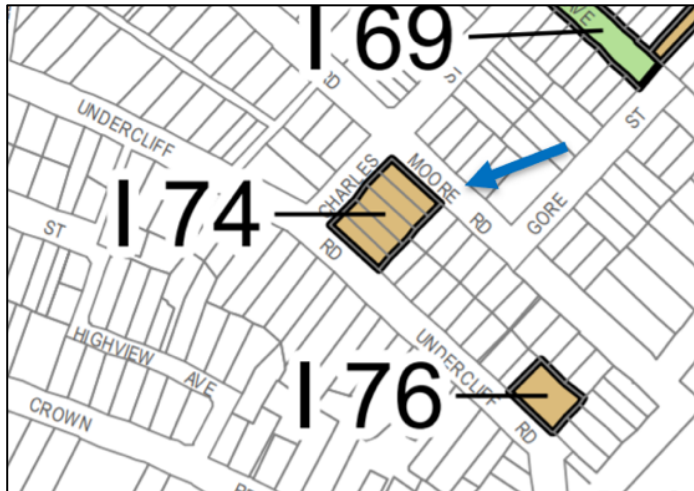


Figure 31 Detail from the Heritage Plan, Warringah Local Environmental Plan 2011

Heritage Map - Sheet HER_010.

The subject site is located within the vicinity of the locally listed 'Freshwater' Restaurant, 80 Undercliff Road, Freshwater (I76).

4.2.1 'Freshwater' Restaurant, 80 Undercliff Road, Freshwater (I76).

'Freshwater' Restaurant is located to the east of the subject property on the neighbouring Undercliff Road. The Restaurant addresses Freshwater Beach and is located to the eastern end of the Freshwater Beach car park, formerly the Moore Street tram terminal. The restaurant is not visible from the subject property nor does it share any significant view corridors with the subject property.

The State Heritage Inventory Listing Sheet provides the following statement of significance for this item:

A building with great social & historical significance as an early meeting place & recreation venue for the first settlers in Freshwater. Representative of the federation style, with high integrity. Prominent local landmark located above Freshwater Beach.¹⁰

⁹ *Harbord Beach Hotel*, 29 Moore Road, Freshwater. Heritage Act, SHI Database No. 2610063

¹⁰ *'Freshwater' Restaurant*, 80 Undercliff Road, Freshwater. Heritage Act, SHI Database No. 2610064.



Figure 32:
No. 80 Undercliff
Road, Freshwater.



Figure 33:
The Harbord beach
Hotel is not visible
from No. 80
Undercliff Road,
Freshwater

Figure 34, provided below, demonstrates the location of the No. 80 Undercliff Road, indicated by the yellow arrow, and the location of the subject property, indicated by the blue arrow. This figure clearly demonstrates that there no visual links between the neighbouring heritage item and the subject property due to their location and the intervening neighbouring properties.

No historical links between the neighbouring restaurant and the subject property have been determined during the preparation of this report.



Figure 34: There are no visual links between No. 80 Undercliff Road, indicated by the yellow arrow, and the subject property, indicated by the blue arrow.
Six Viewer Annotated by Weir Phillips Heritage and Planning

5 SCOPE OF WORKS

The following should be read in conjunction with the plans prepared by Alexander & Co that accompanies this Application.

The current proposal seeks to add the following signage to the Moore Street elevation:

- Replacement of LED back lit 3D lettering above main entry.
- Hand painted signage to a freestanding decorative partition located within the beer garden.
- New signage mounted on a post to replace existing.
- Graphic mural to Bottle Shop glazing.
- Illuminated acrylic letting to bottle shop awning.

The following signage is proposed to the Charles Street elevation:

- Hand painted signage to the top of the gable.
- Proposed hamper sign near Charles Street entry.
- Soft awning with printed signage above Charles Street entry.
- Hand painted sign to replace existing wall mounted signs either side of the vehicular access to the bottle shop and patrons' car park.

6 METHOD OF ASSESSMENT

The following considers heritage related issues only. It does not consider compliance or otherwise with numerical controls unless non-compliance will result in an adverse heritage impact. Refer to the Statement of Environmental Effects (SEE) that accompanies this application.

The proposal is assessed with a full understanding of the requirements for Heritage Impact Statements provided by the Heritage NSW's publication *Statements of Heritage Impact* (2002 update).

The potential impact of the proposed works to the identified heritage values of the subject property and neighbouring heritage item is assessed against the relevant clauses of the *Warringah Development Control Plan* (WDCP), refer to section 5.0 of this report.

7 EFFECT OF WORK

The *Warringah Development Control Plan 2011* supplements the provisions and controls of the *Warringah LEP 2011*. The WDCP **does not** contain any objectives and controls for the development and conservation of buildings within Heritage Conservation Areas and Heritage Items.

7.1 Assessment of heritage Impact

In the absence of any local controls, the proposed development is assessed in accordance with guidance provided in the Heritage NSW publication *Statements of Heritage Impact* (2002 update). The following questions relate to 'New Signage':

New signage

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

The proposed new signage is sympathetic and well considered. New signage has been proposed to the bottle shop including illuminated signage above the entry door and a mural to the glazed Moore Street elevation. As shown in Figure 15 and Figure 17 of this report, the bottle shop was added to the site in the 1980s. The proposed signage, to both the bottleshop and the post signage, is considered to be acceptable and similar to its current signage. The proposed signage to the bottleshop and the proposed post signage will not impact the heritage values of the Harbord Beach Hotel.

Where signage is proposed, to the Hotel, care has been taken to ensure that it can be safely removed in the future. This has been achieved by means of hand painted signage or by location of the signage on non-original fabric such as fabric awnings.

Furthermore, the proposed signage to the gable end is historically appropriate, Figure 9, Figure 10 and Figure 11 demonstrate that this location was previously used as for a hand painted sign bearing the name of Hotel.

This proposed re-use of the gable infill for a hand painted sign will ensure that original fabric remains unaltered and the proposed location of the sign is appropriate to the age and character of the building.

Signs on the Hotel will not be illuminated from within and will either be back, or externally, lit. The signs have also been designed to be in keeping with the style and age of the building.

- *Have alternative signage forms been considered (e.g. free standing or shingle signs). Why were they rejected?*
The proposed signs have been developed after a great deal of consideration and no signs of greater sympathy were considered and rejected.
- *Is the signage in accordance with section 6, 'Areas of Heritage Significance', in Outdoor Advertising: An Urban Design-Based Approach? How?*
The proposed signage is in accordance with 'Areas of Heritage Significance', in *Outdoor Advertising: An Urban Design-Based Approach*. The proposed signage is sympathetic to the style of the building, traditional locations for the signs have been selected and consideration has been given to the future removal of the signs. Many of the signs are proposed to be painted directly onto the building which can be changed or removed without impacting the significance of the building.
- *Will the signage visually dominate the heritage item/heritage conservation area or heritage streetscape?*
The signage will not visually dominate the heritage item. The scale, style and method of illumination of the signs is appropriate for the building.
- *Can the sign be remotely illuminated rather than internally illuminated?*
All signs on the Hotel building will be remotely illuminated. The only proposed internally illuminated sign is proposed to the bottle shop. The bottle shop sign is considered to be appropriate due to the age of the building. The proposed bottle shop sign is of a modest size and scale and will not impact the heritage significance of the Hotel.

7.2 Effect of work on the subject property

In summary, the proposed signs will have a minimal and acceptable impact on the significance of the Harbord Beach Hotel. The proposed works will have no impact on the historic, aesthetic, social significance of the building and its landmark qualities.

It is further noted that the proposed works assist in the continuation of the use of the item as a hotel which is its original and best use.

7.3 Effect of Work on Heritage Items Within the Vicinity

The proposed works will not impact on the significance of the 'Freshwater' Restaurant as the proposed works will not impact the ability to view and understand the neighbouring heritage item and views to and from the neighbouring item will not be affected by the proposed works.

8 CONCLUSIONS

This Heritage Impact Statement has been prepared in conjunction with a DA for signage to No. 29 Moore Road, Freshwater. The existing building on the subject site is a two storey Inter-War era hotel. The building is a locally listed heritage item.

The proposed works are minor in nature and will have no impact on the significance of the nearby heritage listed Freshwater Restaurant.

The proposed works fulfil the objectives for alterations and additions to a heritage listed item, in the vicinity of heritage items set out by the *Warringah LEP 2011* and the *Warringah DCP 2011*.