

Statement of Environmental Effects

The Manly Civic Club is located a 1 West Promenade Manly. It is part of a new mixed use development approved under DA 176/2016. The site is located in the B2 Local Centre zoning.

The Club proposes to install a discrete sign adjacent to the entrance of the Club on West Promenade to enable club patrons to identify with the new club entrance.

The sign is located at the northern most end of the site.

The proposed entry sign is shown below.



THE MANLY CLUB

ON GILBERT PARK

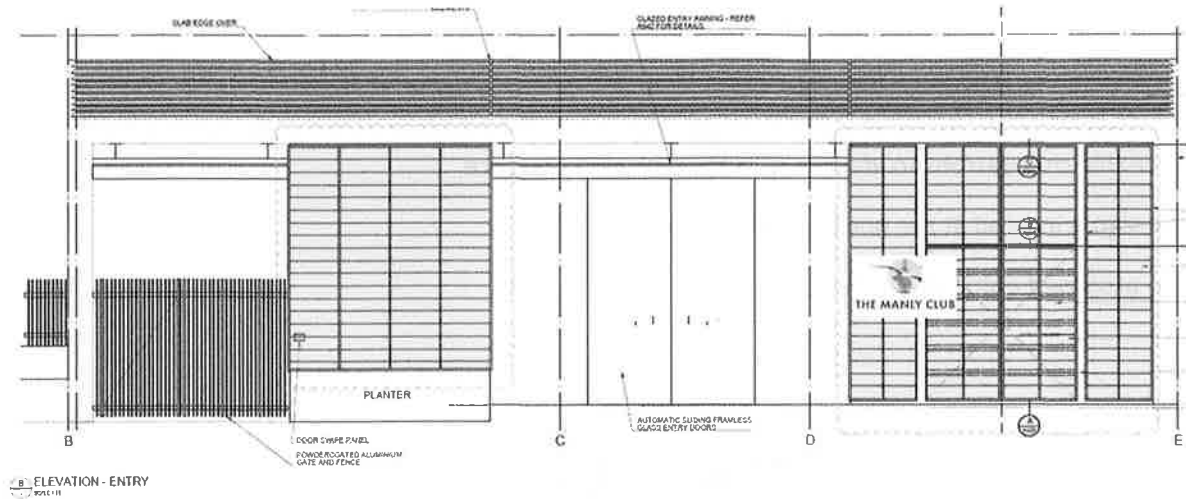
The logo and the letters "THE MANLY CLUB" will be backlit.

Streetscape impact

Below is the ground level elevation showing the club entrance and the proposed location of the sign. We note that the white surround shown around the proposed sign will not part of the actual sign. The logo and the letters will be individually cut out and fixed to the existing "terracade" façade treatment. The size of the sign is quite small in order for it to fit in the space between the glass entry doors and the fire booster assembly cupboard. The sign itself blends into the façade treatment with the logo colours complementing those of the façade. The lettering will be cutout black stainless steel lettering.

We do not believe there will be any negative impact to the surrounding streetscape as a result of the proposed sign.

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Heritage impact

The project's heritage consultant, NBR Architects, has reviewed the proposed sign and has concluded that the sign presents no impact to the heritage aspects of the site. Attached is a copy of the heritage impact statement form NBR Architects.

MDCP Part 4 Section 4.4.3 Signage objectives compliance

Relevant DCP objectives in this plan to be met in relation to these paragraphs include:		OUTCOME
Objective 1)	To ensure that advertising does not detract from the scenic beauty and amenity of the Municipality; harmonises with its surroundings and the buildings to which they are attached.	The proposed sign is not an advertising sign, it is the club identity and branding. The proposed sign is discrete and blends in with its surrounds by the choice of colours and the size of the sign.
Objective 2)	To minimise the visual impact by encouraging fewer more effective signs that may otherwise degrade the existing and likely future quality of residential environments or result in excessive, unnecessary signage, visual clutter and confusion caused by a proliferation of signs in local and neighbourhood centres.	There is only one external sign proposed for the Club.

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Objective 3)	To permit building and business identification signs which communicate the facilities (including tourist facilities), amenities, goods and services in local and neighbourhood centres which do not interfere with the streetscape or amenity of residents.	The proposed sign is the club's brand and identification. It is discrete and blends in with its surrounds by the choice of colours and the size of the sign. It's location is set back from the boundary and as such does not interfere with the streetscape or amenity of the residents.
Objective 4)	signs should enhance the distinctive urban character and scenic amenity of the Municipality and contribute to the atmosphere of the streets in local and neighbourhood centres and should be designed in sympathy with both the building to which it is attached and any adjoining buildings, taking into account the architectural styles and finishes of buildings in local and neighbourhood centres.	The proposed sign has been specifically designed to fit with the Manly environment and culture. The colours and the inclusion of the Norfolk pine with a flying seagull epitomises the local environment. The sign also compliments the colouring and finish of the existing building façade.
Objective 5)	To prevent <u>signage</u> from impacting on the presentation of the heritage item or area to the general public on heritage items and conservation areas.	Heritage consultant NBRS Architects has provided an heritage impact assessment in relation to the proposed sign. The statement is included with the application. There are no impacts on heritage aspect of the site.
Objective 6)	To ensure all <u>signage</u> is of high standards of graphic and textural content.	The proposed sign has been carefully designed to fit with the locality and surrounds. It is discrete and design to blend in and complement its surrounds.
Objective 7)	To encourage co-ordinated advertising in the Industrial Zone by the use of appropriately sized street numbers and complex names, and the use of directory boards to identify multiple unit complexes, so as to reduce adverse impact on the streetscape and confusion to traffic.	Not applicable.

Attached are the following documents in support of the application-

- MCC 18-002-WD 100 Plan-09 Sign location plan
- MCC BB A704 (B) The Manly Club Sign Elevation
- The Manly Club on Gilbert Park Entry sign Concept

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- Supporting letter from heritage consultant NBRS Architects in relation to heritage impacts

The above modifications are considered minor in nature with little or no impact to surrounding properties nor the heritage conservation aspects related to the site and as such do not see any reason the proposed changes cannot be approved by Council.

26 February 2020

Manly Civic Club
C/O Kimmo Pitkanen
PBDT Project Services

Dear Kimmo,

RE: Manly Civic Club - 2 West Promenade, Manly – Statement of Heritage Impact

This concise letter Statement of Heritage Impact has been prepared in accordance with the standard guidelines of the NSW Heritage Division to accompany an application for proposed signage at 2 West Promenade, Manly. The former garage building is subject to an approval for the wider development of the site.

The proposal that is the subject of this Statement of Heritage Impact involves the addition of signage to the West Promenade frontage at the northern end of the heritage item. The *Conservation Management Plan for the Former Auckland Garage, 2 West Promenade, Manly* (CMP) was prepared by NBRS + Partners in March 2017.

Details of the development proposal have been prepared by Fremont Bergstrom ARCHITECTS and Mijollo International.

This report is limited to the assessment of potential impacts on the European cultural heritage values of the site and does not include Aboriginal and Archaeological assessment. This report only addresses the relevant planning provisions that relate to heritage.

1.1 SITE LOCATION

Located on the south-east corner of the site is the small brick and stucco, former garage structure which is listed as a local heritage item. The building is located on a diagonal across the corner of the site fronting Eustace Street and West Promenade.



Figure 1: Street map of the subject site, outlined in purple. (Source: Sixmaps)



Figure 2: Aerial view of the subject site, outlined in purple. (Source: Sixmaps)

1.2 HERITAGE LISTINGS AND SIGNIFICANCE

The site is identified as a heritage item on Schedule 5 of the *Manly Local Environmental Plan 2013* where it is identified as 'Auckland Garage building (former service station)' item no. I156. It is also located in the vicinity of the following listed items:

- Residential flat buildings, 3, 5, 7 and 8 West Promenade, Manly, Item I252.

Notwithstanding that the entire lot is listed on the Schedule, the Heritage Map graphically describes only the structure and not the surrounding land.

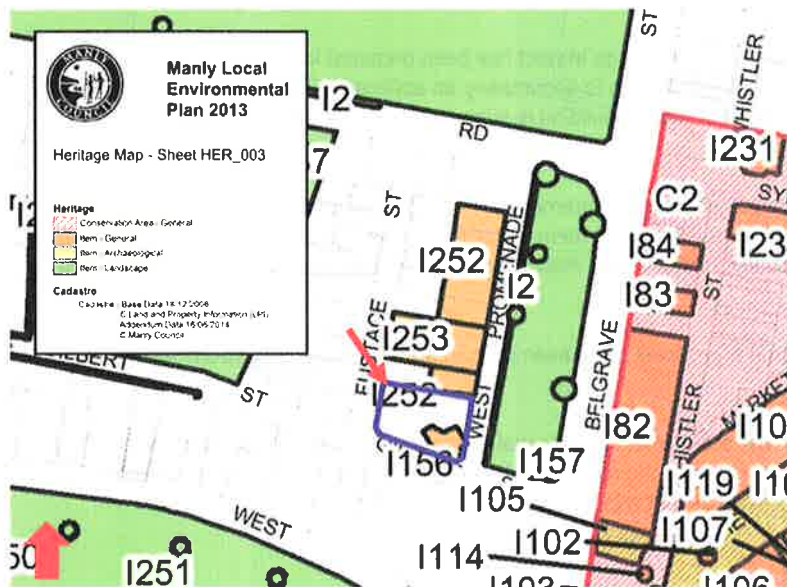


Figure 3: Extract of Heritage Map of Manly Local Environmental Plan 2013 with the heritage item identified as item I156. Notwithstanding that the map indicates only the building as the item, Schedule 5 includes the whole of the lot as the listed item (Source Manly LEP 2013).

The NSW Heritage Database contains the following Statement of Significance for the 'Auckland Garage Building (Former Service Station)', at Gilbert Street cnr West Promenade, Manly, database entry number 2020196:

A well preserved and rare example of a petrol service station in the Inter War Spanish Mission style dating from the 1930s.

1.2.1 SIGNIFICANCE OF ITEMS IN THE VICINITY

The NSW Heritage Database contains the following Statement of Significance for the 'Residential flat buildings,' at 3, 5, 7 and 8 West Promenade, Manly database entry number 2020521:

Significance in terms of building mass and scale but major significance as a backdrop to Gilbert Park.

1.3 HISTORY OF THE BUILDING

For historical information pertaining to the building, refer to Section 3.0 of the CMP, which contains a detailed historical summary for the site, the development of the building and the surrounding area.

1.4 SITE DESCRIPTION

The NSW Heritage Database contains the following physical description of the 'Auckland Garage Building (Former Service Station)', at Gilbert St cnr West Promenade, Manly, database entry number 2020196:

Single storey rectangular building in Inter War Spanish Mission style with roofed forecourt and garage attached at the rear. Gabled tiled roof with slightly off centre gabled bay to the façade., brick walls with white painted stucco. The building is set at a diagonal to the two streets, the forecourt forming a triangle at the street corner. The gabled bay to the façade and the end walls feature stepping brickwork, windows and doors have semi-circular fanlights, and windows are 12-paned timber framed. double hung.

For a more detailed site description of the building prior to the approved works being commenced, refer to Section 4.0 of the CMP.

The following photographs were taken by Don Wallace of NBRSARCHITECTURE in February 2017.



Figure 4: Front view of former garage prior to the approved works being undertaken.



Figure 5: – View of the eastern side of former garage prior to the approved works being undertaken.

1.5 THE PROPOSAL

The proposal is to add signage to the new building along the West Promenade frontage, at the northern end of the new façade, located directly north of the heritage item. No signage is proposed for the heritage building; the proposed signage is in the general area of the retained portion of the heritage building.

The signage includes the following wording - "THE MANLY CLUB" and "ON GILBERT PARK". Only "The Manly Club" sign will be backlit.



Figure 6: Sign location plan, sign indicated by the red arrow, the heritage item is indicated by the blue dashed line. (Source: Bergstrom Architects)

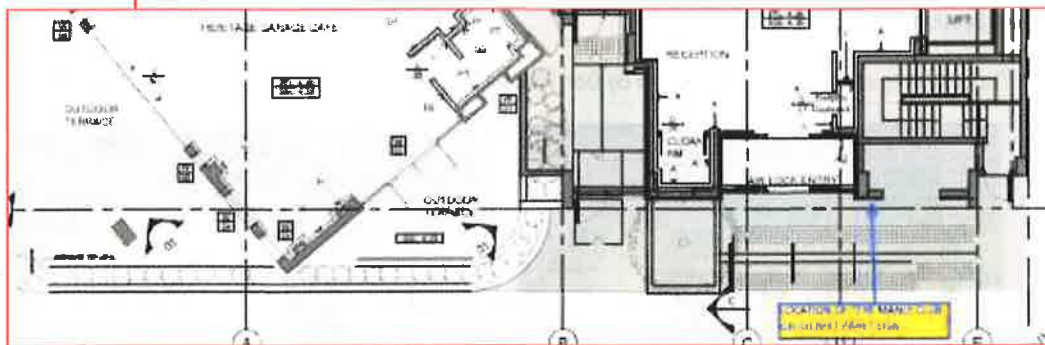


Figure 8 - Graphic showing the design of the proposed signage. (Source: Fremont)

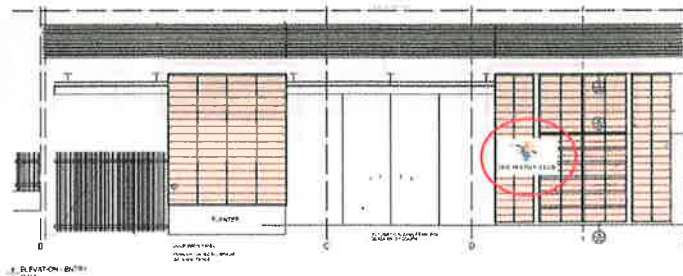


Figure 7 - Elevation of the portion of all supporting the proposed signage. (Source: Mijollo International)

The following documentation, prepared by Bergstrom ARCHITECTS, Mijollo International and Fremont, were evaluated for this assessment

Author	Drawing No.	Title	Revision
Bergstrom ARCHITECTS	WD-100	Proposed ground floor plan	09
Mijollo International	A704-B	Assembly façade detail 2	-
Fremont	ENTRY SIGNAGE – ITEM 1 – MM2647	Exterior sign for approval. Note "on gilbert park" not shown.	-

1.6 ASSESSMENT OF HERITAGE IMPACT

This concise Heritage Impact Statement has been prepared in relation to the following impact assessment criteria: the *Manly Local Environmental Plan (LEP) 2013*, the *Manly Development Control Plan (DCP) 2013* and the New South Wales Heritage Office (now NSW Heritage Division) guidelines, *Altering Heritage Assets and Statements of Heritage Impact*, contained within the NSW Heritage Manual. This report also assesses the proposal against the policies established in the Conservation Management Plan (CMP) for the site, prepared by NBRS + Partners, dated 2017.

1.6.1 EVALUATION OF THE GUIDELINES OF THE NSW HERITAGE DIVISION

The following assessment is based on the assessment criteria set out in the NSW Heritage Office (now Heritage Division) publication 'Statements of Heritage Impact', contained within the NSW Heritage Manual. The standard format has been adapted to suit the circumstances of this application.

The following aspects of the proposal respect or enhance the heritage significance of the item or conservation area for the following reasons:

- The proposed signage is not affixed to any original heritage fabric, nor does it alter how the retained heritage fabric of the former garage building is understood.
- The proposed signage is required to support the identification of the club.
- The proposed signage is discrete and does not alter any appreciation or understanding of heritage items in the vicinity.

The following aspects of the proposal could detrimentally impact on heritage significance. The reasons are explained as well as the measures to be taken to minimise impacts:

- There are no aspects of the proposal which have an adverse physical or visual impact on the nearby heritage item.

NEW SIGNAGE

- *How has the impact of the new signage on the heritage significance of the item been minimised?*
- *Have alternative signage forms been considered (e.g. free standing or shingle signs). Why were they rejected?*
- *Is the signage in accordance with section 6, 'Areas of Heritage Significance', in Outdoor Advertising: An Urban Design-Based Approach? How?*
- *Will the signage visually dominate the heritage item/heritage conservation area or heritage streetscape?*
- *Can the sign be remotely illuminated rather than internally illuminated?*

Comment:

There will be no visual change to the original West Promenade façade as the proposed signage will be positioned on modern, non-significant fabric and involves an unobtrusive design, colour, scale, height and size in proportion to the building. It will be appropriately positioned and scaled so as not to alter any appreciation of the façade of the original building, nor diminish the legibility of its significant features. The sign will be internally illuminated, there will be no

penetrations into significant fabric made to accommodate the electrical wiring. The signage is therefore acceptable from a heritage perspective.

1.6.2 EVALUATION AGAINST CMP POLICIES

The proposal is assessed below against the relevant policy set out in the Conservation Management Plan (CMP) for the site, prepared by NBRSARCHITECTURE, dated March 2017, and included in italics below:

Recommendation 39

Signage on the gable of the porte-cochere may be reconstructed or similar new signage associated with new compatible uses put in place.

Comment:

Recommendation 39 relates to signage proposed to be fixed to the former garage building, in this instance the signage is proposed to be fixed to the approved new building adjacent.

The proposed new signage will not affect the aesthetic significance of the external facades of the original building. It is therefore consistent with the overall intent of the CMP of conserving the heritage significance of 2 West Promenade, Manly.

1.6.3 HERITAGE OBJECTIVES OF THE MANLY LEP 2013 AND MANLY DCP 2013

For the reasons discussed above, the proposal is acceptable from a heritage perspective and is therefore consistent with the relevant heritage objectives of the *Manly LEP 2013*, which are:

5.10 Heritage conservation

(1) Objectives

The objectives of this clause are as follows -

- (a) to conserve the environmental heritage of Manly,*
- (b) to conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, settings and views.*

The proposed development is also generally consistent with the objectives of the *Manly DCP 2013* that relate to heritage and are set out in the following DCP Sections;

3.0 General Principles of Development

3.2 Heritage Considerations

4.4.3 Signage

4.4.3.3 Signage on Heritage listed items and in Conservation Areas.

1.7 CONCLUSION

The subject property is listed as an item of local heritage significance on Schedule 5 of the *Manly Local Environmental Plan (LEP) 2013* as 'Auckland Garage building (former service station),' 2 West Promenade, Manly, item no. I156. The site is also in the vicinity of Residential flat buildings, 3, 5, 7 and 8 West Promenade, Manly, Item I252.

The proposed alterations are minor in scope and limited to the addition of signage to the approved new building along the West Promenade frontage, which is located directly north of the heritage item.

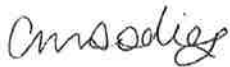
The overall external form of the building, its aesthetic significance and legibility, will not be altered or obscured.

The established cultural significance of the subject heritage item and the heritage item in its vicinity will be retained.

The proposed addition of signage is consistent with the heritage objectives of the *Manly LEP 2013* and the *Manly DCP 2013*.

In our view, the consent authority should have no hesitation in approving this application from a heritage perspective.

Yours faithfully,
NBRSARCHITECTURE.



Christiane Moodie
Heritage Consultant