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STATEMENT OF ENVIRONMENTAL EFFECTS

FOR SIGNAGE AND WORKS TO THE FAÇADE

**AT
THE IVANHOE HOTEL
25-31 THE CORSO
MANLY**

**PREPARED FOR THE APPLICANT
HILROK PROPERTIES PTY LTD**

**MARCH 2019
Ref: 181121.3S**

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ANNEXURE 2	SIGNAGE PLANS PREPARED BY THE BAR BRAND PEOPLE DATED 13 FEBRUARY 2019
ANNEXURE 3	STATEMENT OF HERITAGE IMPACT BY NBRS & PARTNERS PTY LTD DATED FEBRUARY 2019
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1. INTRODUCTION

This Statement of Environmental Effects accompanies an application that seeks consent for signage and alterations to the existing hotel façade known as the Ivanhoe Hotel (*the Hotel*) at 25-31 The Corso, Manly (25-31) (*the Application*).

The Hotel currently occupies 25, 27 and part 31 The Corso as seen in Figure 1 below. 31 The Corso is a two storey commercial building with two tenancies. The Hotel occupies the western part of 31 that adjoins the Hotel at 25-27.

There are no proposed changes to the operational conditions including hours and capacity of the Hotel.



Figure 1: Indication of Subject Site (Images by Alexander & Co)

The proposed works include the following:

- Remove existing windows and entrance doors along the ground floor façade.
- Install automatic sliding door, bi-fold windows, metal framed glazing, decorative timber cladding and planter box at 25;
- Install new awning, bi-fold windows, bi-fold doors, metal framed glazing and decorative timber cladding at 27;
- Install bifold windows, bifold doors and metal framed glazing at 31; and
- New signage at front and rear facades including a new wall mural proposed at the rear of the Hotel.

All of the above changes have no impact on the existing openings of the Hotel and is essentially a replacement of existing doors, windows and glazing.

This Application is supported by Architectural Plans (**Annexure 1**), Signage Plans (**Annexure 2**), Heritage Impact Statement (**Annexure 3**) and Acoustic Report (**Annexure 4**).

This Statement describes the site and surrounding area, the nature of the proposed modifications and sets out the statutory and policy context. It addresses the requirements for an application and undertakes an assessment of the application under the heads of consideration in s.4.15 of the Environmental Planning and Assessment Act, 1979.

2. SITE AND SURROUNDING AREA

The Hotel occupies 25 The Corso (Lot 2 DP877793), 27 The Corso (Lot 1 DP877793), and one out of two retail tenancies on the ground level of 31 The Corso (Lot 910 DP875567). The street numbers of The Corso are marked on **Figure 2** below.

The Hotel currently has a 33m frontage on both The Corso and Market Place with an approximately land size of 1045sqm.



Figure 2: Location of the Hotel (Source: nearmap)

The Hotel is located within the centre of Manly at The Corso. The Corso is a pedestrian only main shopping strip with the majority of businesses at Manly located on or around the Corso, and along Manly beach to the east. The majority of buildings along The Corso are two to three storey commercial buildings with retail on ground level and offices on upper levels.

The nearest noise sensitive receivers are the residential apartments at the adjoining mixed use building at 19-23.

To the north of the Hotel is a multi storey Council owned carpark named Whistler. This car park provides 311 car parking spaces and is open between 6:30am and midnight Monday to Thursday, and 24 hours Friday and Sundays.

To the east of the Hotel is the Henry Roth Arcade, a small three storey arcade with retail and restaurants on the ground level and offices above.

To the south of the Hotel is St Matthew's Anglican Church across The Corso.

To the west of the Hotel is a multi-storey mixed use building. At 19-21 The Corso the ground floor is occupied by a chemist and residential apartments above. 23 The Corso contains a two story commercial building with retail at ground level and office above.

2.1 RELEVANT SITE PLANNING HISTORY

A modification application for DA 196/2008 was approved on 20 July 2009. The modification application included updated plans and further works to the Hotel. The application sought to delete the previous change of use from a chemist to Hotel (for use as a bottle shop) and the bottle shop was relocated to 25.

DA 196/2008 was refused on 9 October 2008 for alterations and additions to the Hotel and extension to adjoining premises including new façade, coffee shop, poker machine area, bottle shop and TAB. The Applicant appealed through Land and Environment Court and the application was upheld on 17 December 2008.

3. PROPOSED MODIFICATIONS

The Application seek consent for signage and works to the ground level façade of the Hotel located at 25-31 The Corso. No operational changes are proposed as part of this Application. Proposed works are as follows:

- Remove existing windows and entrance doors along the ground floor façade.
- Install automatic sliding door, bi-fold windows, metal framed glazing, decorative timber cladding and planter box at 25;
- Install new awning, bi-fold windows, bi-fold doors, decorative timber cladding at 27;
- Install bifold windows and new doors at 31; and
- New signage at front and rear facades including a wall mural at the rear of the Hotel.

All of the above changes do not impact on the existing openings of the Hotel and is essentially a replacement of existing doors, windows and glazing.

Details of the works are illustrated in the Architectural Plans (**Annexure 1**) and Signage Plans (**Annexure 2**). The Heritage Impact Statement (**Annexure 3**) concludes that the works would have no adverse impact to the heritage significance to the Hotel or to the heritage items within proximity. The existing shopfronts are not original in fabric or design and the replacement material would be compatible with the existing design of the Hotel.

The Acoustic Report (**Annexure 4**) demonstrates that the proposed works would have no change to the existing noise emission from the Hotel therefore no additional adverse impact as a consequence of the Application.

4. ASSESSMENT OF THE APPLICATION

This section undertakes an assessment of the Applications under the heads of consideration in Section 4.15 of the Environmental Planning and Assessment Act, 1979. The relevant planning controls are as follows.

- State Environmental Planning Policy No 64 – Advertising and Signage (*SEPP 64*)
- Manly Local Environmental Plan 2013 (*the LEP*); and
- Manly Development Control Plan 2013 (*the DCP*).

4.1 ENVIRONMENTAL PLANNING INSTRUMENTS

4.1.1 State Environmental Planning Policy No 64 – Advertising and Signage

The aim of SEPP 64 is to ensure that proposed signage is compatible with its surroundings, provides effective communication in suitable locations and is of high quality design and finish.

The Application complies with the controls in that the signage is of high quality and can assist with wayfinding for pedestrians and passing traffic.

The proposed signage includes suspended under awning lightbox signs, fascia sign, vertical light box mounted next to the entrance, hand painted signs above the entrance and a mural as illustrated in the Signage Plans (**Annexure 2**). The majority of the signage are essentially replacements of existing signage as part of the Hotel upgrade. The main business identification signage “Ivanhoe Hotel” is a lit 3D acrylic letters fixed to the awning surface on The Corso. The under awning signs are suspended light boxes with graphics on all four faces and identify different areas of the Hotel. All proposed signage is for the purpose of business identification and is compatible with the character of the area.

All signage are painted or fixed on the walls of the Hotel therefore would not obscure views or compromise important views.

The scale, proportion and form of the proposed signage is appropriate for the building and would not impact on the streetscape, setting or landscape. The proposed signage would be of positive influence to the building and would not contribute to visual clutter in that the design respects the heritage building by using a simple font in a monotone colour. The colour scheme is compatible with the heritage building and contributes to the visual attractiveness and vitality of the streetscape, especially on the Market Place frontage.

The display of the proposed signs would not impose a threat to road users as they do not protrude from the building. All lighting from the signage will be set at a reasonable intensity to ensure that they do not impose a threat to pedestrians or road users.

4.1.2 Manly Local Environmental Plan 2013 (*the LEP*)

Part 1 Preliminary

- Clause 1.2 - Aims of Plan

The relevant aims are as follows:

(a) *in relation to all land in Manly:*

(i) *to promote a high standard of urban design that responds to the existing character of areas, and*

(ii) *to ensure all development appropriately responds to environmental constraints and does not adversely affect the character, amenity or heritage of Manly or its existing permanent residential population,*

(c) *in relation to business and the economy:*

(i) *to recognise that tourism is a major industry and employer in Manly and to encourage its growth and continuing viability while protecting the needs of the local community,*

(e) *in relation to heritage – to identify, protect, sustain, manage and conserve all heritage, including archaeological relics, sites and resources, places of Aboriginal heritage significance, heritage items (and their curtilages), heritage conservation areas and the cultural (natural and built) environmental heritage of Manly,*

The Application complies with the aims for Manly in the LEP. The signage and alterations to the façade would be consistent with the existing Hotel's high standard of design. The minor works to alter the entrances and windows are to improve on customer experience within a tourist area and does not have any adverse impact on the character, amenity or heritage of Manly. This is confirmed by the Acoustic Report (**Annexure 4**) and the Heritage Report (**Annexure 3**) that the proposed minor works would not have any adverse impact on the amenity or heritage significance of the Hotel or surrounding area.

Part 2 Permitted or prohibited development

The Hotel is located within a B2 Local Centre. *Commercial premises* are permitted with consent in this zone, therefore *food and drink premises* must also be permitted with consent.

Part 5 Miscellaneous provisions

- Clause 5.10 - Heritage Conservation

Under Schedule 5 of the LEP, the Hotel is listed as part of item I106 (Group of commercial buildings) and is of local heritage significance. The Hotel is also located within the Town Centre Conservation Area.

The Heritage Report (**Annexure 3**) concludes that the Application would have no adverse impact to the heritage significance of the Hotel for the following reasons:

- The existing shop fronts are not original in either fabric nor design, and as such their removal and replacement is acceptable.

- The installation of new, contemporary styled shopfronts is sympathetic to the historic and ongoing use of the place.
- The proposed design and choice of materials is in keeping with the existing Ivanhoe Hotel, and as such contributes to a high quality of façade addressing The Corso, and such supports the desired character of the place as an attractive public destination.
- The contemporary design, materials and finishes reflect current fitout trends and levels of expectation from both operators and patrons of hospitality facilities.
- The proposed signage to both The Corso and Market Place frontages is sympathetic to the character of the Ivanhoe Hotel as well as to the wider Corso environment, in both the selected graphic design as well as colour choice.
- The location of Ivanhoe Hotel shopfront fitouts in the adjacent ground floor space of the bank building, is acceptable for the following reasons:
 - This action does not obscure an understanding of the bank building façade allowing it to continue to contribute to the character of The Corso.
 - The use of this space has already been altered and the proposed upgrading of the shopfront does not alter the existing understanding of the use behind.

4.2 DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS

There is no draft Environmental Planning Instrument relevant to the Hotel.

4.3 DEVELOPMENT CONTROL PLANS

4.3.1 Manly Development Control Plan (*the DCP*)

- Control 1.7 Aims and Objectives of this Plan

The objective of this plan is to encourage development that contribute to the quality of streetscapes and townscapes, and to ensure that the development has considered the community needs, positively responds to the qualities of the site, heritage and character of the surrounding area. The proposed façade is different at each address (25, 27 and 31) and contributes to a more fine-grained urban area in the city centre.

The Application complies with the controls in that the use as a hotel is located with the town centre and is compatible with surrounding land uses. The Application will enhance customer experience at the Hotel and pedestrian view on The Corso with no operational changes. The Heritage Report (**Annexure 3**) concludes that the proposed work has no adverse impact to the heritage significance of the Hotel.

- Control 3.1.3 Townscape (Local and Neighbourhood Centres)

The proposed works will maintain and enhance the townscape of the former Manly Council's area. The proposed façade would contribute to a more fine grain urban area on The Corso as the design of the façade varies between 25, 27 and 31.

The proposed works are consistent with the townscape. The important corner sites, pedestrian links and vista sites are not impacted as a result of the Application.

The Heritage Report (**Annexure 3**) concludes that the proposed changes to the ground floor shop front would not impact on the heritage significance of the buildings as the fabric and design are not original.

- Control 3.4.2.3 Acoustic Privacy (Noise Nuisance)

The control is to ensure that noise impacts are considered for alterations and additions to existing premises. The Acoustic Report (**Annexure 4**) demonstrates that the works would not have any additional adverse impact to the surrounding sensitive land uses.

- Control 3.6 Accessibility

The objective of this control is to ensure that any refurbishments to existing buildings provide improved levels and facilities for people with disabilities, and ensure connectivity and flexibility for all people.

The Application complies with the control in that proposed works will double the width of the main Hotel entrance to 4m. The works also involve three new timber counters with bi-fold windows that would enhance connectivity with the street and increase flexibility for the Hotel. All others entry points will remain the same width.

- Control 3.6.2.4 Access to heritage items

The proposed works are accompanied by a Heritage Report (**Annexure 3**) that confirms the works have no adverse impact on the heritage significance of the Hotel.

- Control 3.6.3.6 Shopfronts on The Corso, Manly

The Hotel achieves accessibility to and within the premises. The proposed works will maintain accessibility with a 4m wide main entrance as illustrated in the Architectural Plans (**Annexure 1**). The different design of the façade at 25, 27 and 31 contributes to a more fine grain urban area at the centre of Manly.

- Control 4.2.5.1 Design for Townscape

The Hotel is located on The Corso in the Manly Town Centre. The proposed works are minor works to the façades along The Corso and Market Place, and would not have any adverse impact on the design of the townscape. The different design of the façade at 25, 27 and 31 contributes to a more fine grain urban area at the centre of Manly. The new signage, especially the proposed mural at the rear, as illustrated in **Annexure 4**, ensure a consistent design throughout the Hotel and significantly improves the visual appearance of Manly.

- Control 4.4.3 Signage

The objectives of this control is to ensure that advertising does not detract from the amenity of the surrounding, to minimise visual clutter, to permit business identification

signs which communicate the facilities and amenities to users. Signs should be of high quality, enhance the urban character and be compatible with its distinctive urban character. It should not detract from the heritage significance of the building or the conservation area.

The control permits a maximum of two identification signs per frontage. While it is noted that there are more than two proposed identification signs for the Hotel, it must be taken into consideration that a typical frontage in Manly Town Centre is about five metres wide. The Hotel has a wide frontage of over 30 metres therefore should be considered as six frontages, permitting up to 12 identification signs for the Hotel on The Corso frontage.

Furthermore, the majority of the proposed signage are to renew existing signage with replacements similar in size and scale. New signage is limited to the vertical lightbox (VL02), the main entry glazing vinyl (GV02) and the painted wall sign (TV02) as illustrated in the Signage Plans (**Annexure 2**).

Similarly, the proposed signage at the rear of the Hotel should be permitted as the frontage is wider than a typical frontage within the Manly Town Centre. All proposed signage, except the mural, will replace existing signage as part of the Hotel upgrade.

The new mural at the rear will significantly enhance the visual appeal over a blank wall and also create a welcoming entrance into the laneway. The mural is unobtrusive and consistent with other frontages along Market Place. The artwork as illustrated on the Signage Plan (**Annexure 4**) is well designed yet simple and clean. Furthermore, the mural is in line with Council's Manly Mural Project to create welcoming laneway spaces that encourages use and feeling of safety.

The main signage that carries "Ivanhoe Hotel" will be illuminated on both frontages. The frontage signage will be Lit 3D acrylic letters fixed to the awning surface, and the rear signage will be an internally lit panel wall mounted above the doors. Both signage will be illuminated at a reasonable intensity and would not be a nuisance to pedestrian and motorists.

- 4.4.3.2 Signage on Heritage listed items and in Conservation Areas

All signage are well considered and located in a manner that preserves and have no adverse impact on the hotel or heritage items within close proximity.

As mentioned above, the majority of the signage are a replacement of existing signs as part of the Hotel upgrade.

The main colour scheme for the signage is a combination of blue and red monotone. This compliments the existing colour scheme of blue, white and grey therefore is appropriate. The signage involves shaded letters, mixing of sizes and styles of letters, consistent with Council controls.

- 4.4.3.3 Controls for Particular Development Types

Under Awning signs

As mentioned previously, it must be taken into consideration that a typical frontage in Manly Town Centre is about five metres wide. The Hotel has a wide frontage of over 30 metres therefore should be considered as six frontages. There are five under awning signs, each more than 4m away from another under awning sign and 2.6m above the footpath. There are currently four under awning lightboxes installed at the Hotel. The majority of the proposed under awning signage utilises existing signage locations except for the two at 31.

The size of the under awning signs in the form of lightboxes are 1600mm by 350mm by 350mm and does not project beyond the edge of the awning. It will be erected at right angles to the building and bolted under the awning.

Flush wall and end wall advertising

There are no controls for a wall mural and therefore it is assessed against the most relevant definition, which is the flush wall and end wall advertising in this case.

The mural is an artwork consistent with Council's 'More to Manly Safer Laneways' Project which seeks to activate laneway spaces with unique street art murals to create welcoming laneway spaces to encourage use and improve feeling of safety within the area. The mural will generate interest and contribute to activating the laneway at the rear of the Hotel.

As stated in the control, "*consideration must be given to design and aesthetics, so as to harmonise with the nature of the streetscape and townscape*". The mural is well designed and will be hand painted to the wall surface fronting the laneway. In addition, the proposed mural is attractive and compatible with the streetscape with many of them placing artwork or have murals painted onto the buildings along Market Place.

Fascia Signs

The Fascia signs does not project above or below the fascia or return end of the awning to which it is attached. It does not extend more than 0.3m from the fascia end of the awning, and does not project beyond 0.6m within the vertical projection of the kerb line.

- Control 5.1.2 The Corso

The objective of this control is to ensure that new development fronting The Corso contribute to make it a special street. The different design of the façade at 25, 27 and 31 contributes to a more fine grain urban area at The Corso.

The proposed works including installing new windows and doors are minor and is only to improve the accessibility of the Hotel.

The Heritage Report (**Annexure 3**) demonstrates that the proposed works would have no impact on the heritage significance of the Hotel and the conservation area.

- Control 5.1.2.1 The Corso

The Application is only to seek minor works on the façade and not redevelopment.

Notwithstanding, redevelopment for 25 to 31 may be considered subject to heritage assessment under Schedule 6 of the DCP. The proposed works are only of a minor nature and the Heritage Report (**Annexure 3**) has confirmed that it would have no impact on the heritage significance of the Hotel therefore this control is not a hinderance to the Application.

- Control 5.1.2.8 Windows and balconies open to the street

The Application would remove enclosed windows to install new bi-fold windows and doors on the ground level of the Hotel. Although not on the upper floors, the bi-fold windows and doors would encourage interaction between the building and the public street nonetheless.

- Control 5.1.2.12 Street Level Uses to Encourage Activity

The Application complies with this control in that the Application would remove enclosed windows to install new bi-fold windows and doors on the ground level of the Hotel. New timber counters are also proposed to be installed along the shop front on The Corso to maximise their contribution to the liveliness and safety of the street at all times as per Council controls.

The difference design of the façade at 25, 27 and 31 is more likely to trigger visual interest of pedestrians on The Corso and therefore encourage activity.

- Control 5.1.2.15 External building colours are important to the overall presentation of The Corso

The Application would have consistent colours and tones with the existing Hotel as illustrated in the Architectural Plans (**Annexure 1**) and will not detract from the existing streetscape.

4.4 ANY PLANNING AGREEMENT OR DRAFT PLANNING AGREEMENT

There is no Planning Agreement that has been entered into under Section 7.4, nor is there any Draft Planning Agreement that the applicant is offering to enter into under Section 7.4.

4.5 THE REGULATIONS

There is understood no matter prescribed by the Regulations relevant to the subject site or Application.

4.6 THE LIKELY IMPACTS

The Application is to update the shop front and improve access to the Hotel with widened entrance and new window openings that increase interaction between the Hotel and the street.

There is no proposed operational change regarding hours, capacity or management therefore it is highly unlikely to have any potential adverse impact on the surrounding amenity.

4.7 THE SUITABILITY OF THE SITE FOR DEVELOPMENT

The Subject Site had been operating as a pub for many years with all utilities connected therefore is suitable for the proposed development.

4.8 ANY SUBMISSIONS MADE

Public consultation is expected to be carried out by Council on the submitted development application and accompanying documentation during the standard neighbour notification and advertising process. Any submissions received as a result are for the Council's consideration in its assessment of the application against applicable Plans and Policies.

4.9 THE PUBLIC INTEREST

The Application seeks to upgrade the shop front and would have widened entrance and new timber counters. This Application is in public interest as it increases the accessibility of the Hotel and enhances interaction between the Hotel and the street and at the same time enhancing the heritage significance of The Corso.

No operational changes are proposed as part of the Application therefore there would be adverse impacts on the surrounding amenity as a result of approval of this Application.

5. CONCLUSION

The Application seeks consent for works to the ground floor façade of the Hotel at 25-31 The Corso. The proposed works are supported by the Heritage Report and Acoustic Report and would not have any adverse impact to the heritage significance and the amenity of the surrounding area. No operational changes are proposed as part of the Application.

As demonstrated above in this Statement, the Application is consistent with the objectives and development standards of Council's relevant Statutory and Policy planning controls.

Moreover, the environmental assessment in this Statement demonstrates that there will be no unacceptable adverse impact on the amenity of the surrounding area as a consequence of the Application.

Under these circumstances, the Application is considered to be acceptable with regard to all relevant town planning and environmental issues.

It is therefore concluded that there are no valid town planning reasons why development consent should not be granted to the Application as proposed.