

26th September 2020

The General Manager
Northern Beaches Council
PO Box 82
Manly NSW 1655

Dear Sir,

**Statement of Environmental Effects
Proposed Signage
Harbord Beach Hotel
29 – 31 Moore Road, Freshwater**

1.0 Introduction

On 24th June 2020 Northern Beaches Council granted development consent DA2020/0468 for alterations and additions to the existing hotel. This application seeks to upgrade the existing signage in line with the rebranding and upgrade works currently being undertaken to the hotel premises with such signage sympathetic to the heritage listed building as detailed within the accompanying Heritage Impact Statement prepared by Weir Phillips Heritage.

The proposed signage succeeds when assessed against the Heads of Consideration pursuant to section 4.15(1) of the Environmental Planning and Assessment Act, 1979 as amended (the Act). It is considered that the application, the subject of this document, is appropriate on merit and is worthy of the granting of development consent.

2.0 Site description, Location and Context

The subject site is legally described as Lots 1 - 5, DP 7022, No 29 Moore Road and Lot 13, DP 7022, No 31 Moore Road, Freshwater. The site is “L” shaped having primary frontage and address to Moore Road of approximately 54 metres, secondary frontage to Charles Street of approximately 56 metres, tertiary frontage to Undercliff Road and a total area of approximately 2641.2 square metres. The site and its location are depicted in Figure 1 over page.



Source: SIX Maps

Figure 1 – Aerial location/ context photograph

The subject property is occupied by a 2 storey hotel known as the Harbord Beach Hotel. The State Heritage Inventory Listing Sheet provides the following statement of significance for the subject property:

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.

The hotel building is located on the north western corner of the site with at-grade parking adjacent to the Undercliff Road frontage. A drive-thru bottle shop is located on the eastern portion of the site with vehicular access from Charles Street and egress via Moore Road. The main entry to the hotel for patrons is from the Moore Road frontage.



Source: Heritage Impact Statement prepared by Weir Phillips Heritage and Planning
Figure 2 – Subject property as viewed from Moore Road.

Immediately surrounding development is residential in nature comprising a mixture of detached dwelling houses interspersed by dual occupancy and residential flat development. Freshwater Local Centre and Freshwater beach are located within short walking distance of the site.

3.0 Development Proposal

This application seeks to upgrade the existing signage in line with the rebranding and upgrade works currently being undertaken to the hotel premises with such signage sympathetic to the heritage listed building as detailed within the accompanying Heritage Impact Statement prepared by Weir Phillips Heritage.

The proposed signage is depicted on plans DA-DXX-001(A), DA-EXX-001(A), DA-GXX-001(A) and DAGXX-002(A) prepared Alexander and Co. Specifically, the following signage is proposed 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.

4.0 Statutory Planning Framework

4.1 General

The following section of the report will assess the proposed development having regard to the statutory planning framework and matters for consideration pursuant to Section 4.15 of the Act. Those matters which are required to be addressed are outlined together with any steps to mitigate against any potential adverse environmental impacts.

4.2 Warringah Local Environmental Plan 2011

4.2.1 Zone and zone objectives

The site is zoned R2 Low Density Residential pursuant to the provisions of Warringah Local Environmental Plan 2011. Whilst pubs are prohibited in the zone Schedule 1 – Additional permissible uses of WLEP contains the following provisions:

14 Use of certain land at 29 Moore Road, Freshwater

(1) *This clause applies to land at 29 Moore Road, Freshwater, being Lots 1–5, Section 1, DP 7022 and Lot 13, Section 1, DP 7022, shown as “Area 14” on the Additional Permitted Uses Map.*

(2) *Development for the purposes of pubs is permitted with consent.*

A pub is defined as follows:

pub means licensed premises under the Liquor Act 2007 the principal purpose of which is the retail sale of liquor for consumption on the premises, whether or not the premises include hotel or motel accommodation and whether or not food is sold or entertainment is provided on the premises.

The existing premises is appropriately defined as a pub and therefore permissible with consent in the zone. The proposed signage is ordinarily ancillary and incidental to the existing hotel/ pub use and as such are permissible in the zone with development consent.

4.2.2 Height of buildings

Pursuant to clause 4.3 WLEP 2011 the site has a maximum building height limit of 8.5 metres with all proposed signage sitting comfortably below the height standard.

4.2.3 Heritage Conservation

Pursuant to clause 5.10 WLEP 2011 development consent is required for any of the following:

- (a) *demolishing or moving any of the following or altering the exterior of any of the following (including, in the case of a building, making changes to its detail, fabric, finish or appearance):*
 - (i) *a heritage item,*
 - (ii) *an Aboriginal object,*
 - (iii) *a building, work, relic or tree within a heritage conservation area,*

The stated 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,*
- (c) *to conserve archaeological sites,*
- (d) *to conserve Aboriginal objects and Aboriginal places of heritage significance.*

The accompanying Heritage Impact Statement prepared by Weir Phillips Heritage confirms that the existing hotel is identified within Schedule 5 of WLEP as an item of Local significance with the State Heritage Inventory Listing Sheet containing the following statement of significance for the subject property:

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.

The accompanying Statement of Heritage Impact contains the following summary having regard to an assessment against the applicable statutory considerations:

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.

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.

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.

4.3 Warringah Development Control Plan

The following section of this report assesses the performance of the development against the applicable provisions of WDCP.

D23 - Signs

As previously indicated, the application proposes both illuminated and non-illuminated signage including building façade (wall) and replacement pylon signage. We are of the opinion that the proposed signage appropriately responds to the relevant provisions of D23 – Signs. The following aspects of the proposal are noted in response to the signage typology specific DCP provisions:

Wall signage

The proposed wall signage:

- Does not extend within 200mm of the top and sides of the wall,
- Does not cover any window or architectural projections,
- Is of a size and shape both individually and collectively that relates to the architectural design of the building to which it is attached,
- Where illuminated, is not less than 2.7 metres above the existing natural ground level ground; and
- Does not project more than 300mm from the wall.

Replacement pylon signage

The proposed replacement pylon signage:

- Is not less than 2.6 metres above ground level;
- Does not exceed 6 metres in height above the existing natural ground level;

- Does not have an area of more than 4sqm on each face,
- Does not project beyond the boundary of the premises, and
- Is the only pole/pylon sign proposed on the property.

In relation to the broad consideration we respond as follows:

- The proposed signage is sited and designed to not adversely impact on the amenity of the streetscape and the surrounding locality with the majority of signage orientated to the street.
- The proposed signage will not dominate or obscure other signs or result in visual clutter.
- The proposed signage is compatible with the design, scale, architectural character and heritage significance of the building on which it is to be placed.
- The proposed signage will not obscure views of vehicles, pedestrians or potentially hazardous road features or reduce the safety of all users of any public road (including pedestrians and cyclists).
- The proposed signage will not be capable of being confused with, or reduce the effectiveness of, traffic control devices.
- The proposed signage will not emit excessive glare or cause excessive reflection.
- The proposed signage will not obscure or compromise important views.

The nature scale and extent of signage satisfies the DCP's objectives and requirements as outlined.

5.0 Conclusion

This application seeks to upgrade the existing signage in line with the rebranding and upgrade works currently being undertaken to the hotel premises with such signage sympathetic to the heritage listed building as detailed within the accompanying Heritage Impact Statement prepared by Weir Phillips Heritage.

The proposed signage is permissible with consent and complies with the applicable statutory planning framework including the signage typology specific WDCP provisions.

The proposal succeeds when assessed against the Heads of Consideration pursuant to section 4.15 of the Act. Under such circumstances the public interest is best served through the facilitation of the development proposed.

It is considered that the application, the subject of this document succeeds on merit and is worthy of the granting of development consent.

Yours faithfully
Boston Blyth Fleming Town Planners

A handwritten signature in black ink, appearing to read 'Greg Boston', written in a cursive style.

Greg Boston
B Urb & Reg Plan (UNE) MPIA
B Env Hlth (UWS)
Director