

STATEMENT OF HERITAGE IMPACT

Proposed signage, external works and internal fit
out at

29-33 The Corso, MANLY



Job No. 8592
September 2019

Heritage 21
CULTURAL BUILT HERITAGE IN THE 21ST CENTURY

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Cover page: Subject site at 29-33 The Corso, Manly, looking north-west to front façade. (Source: Heritage 21, 13.09.19)

The following Table forms part of the quality management control undertaken by Heritage 21 regarding the monitoring of its intellectual property as issued.

Issue	Description	Date	Written by	Reviewed by	Issued by
1	Draft report (D1) issued for comment.	19.09.19	MB	MN	MB
2	Draft report (D2) issued for comment	25.09.19	MB	PR	MB
3	Report Issued	26.09.19	MB	PR	MB

1.0 INTRODUCTION

1.1 Background

This Statement of Heritage Impact ('SOHI' or 'report') has been prepared on behalf of Mecone, the project managers, who have been engaged by Woolworths Australia to submit a Development Application regarding external works and signage to the subject site, 29-33 The Corso, Manly. This SOHI has been updated to include an assessment to the impact of change of use to the building and internal fit out works.

1.2 Site Identification

The site is located at 29-33 The Corso, Manly which falls within the boundaries of the Northern Beaches local government area and it comprises Lot 910/-/ DP 875567. As depicted in Figure 1, the site is located on the north-west side of the pedestrian retail strip, The Corso.

To the southwest is Danley Road with St Matthew's Anglican Church on the corner. Market Street runs parallel with The Corso to the north west. The Corso is mainly a pedestrian thoroughfare with limited access to vehicular traffic. The setting and topography of the site will be more fully described in Section 3.

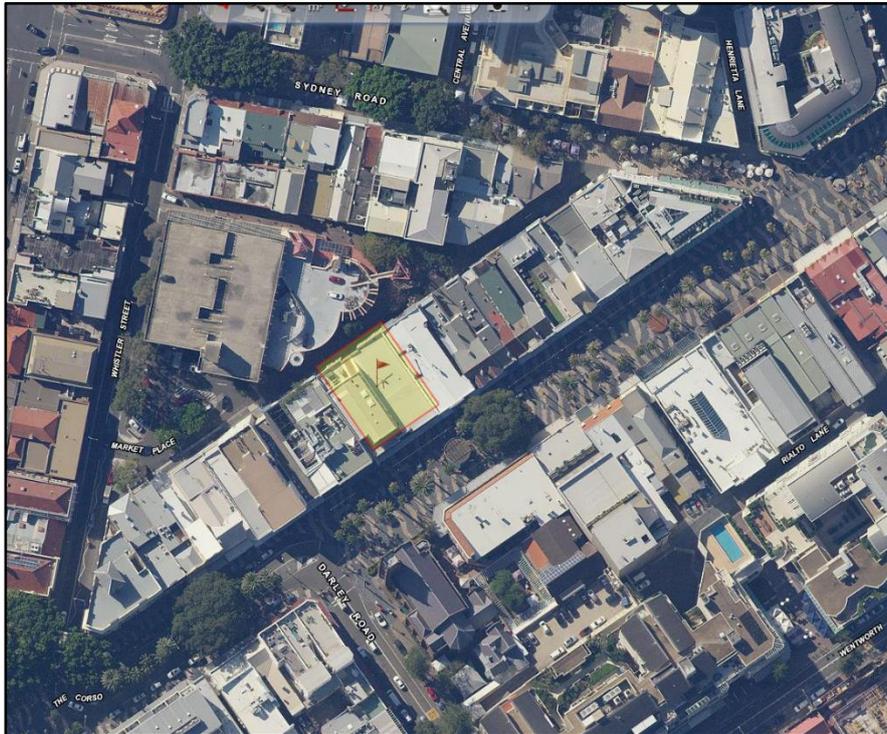


Figure 1. Aerial view of locality with approximate boundaries of the subject site outlined in red.¹

¹ NSW Land and Property Information, 'SIX Maps', n.d., <http://maps.six.nsw.gov.au/>.

1.3 Heritage Status

The subject site is listed as an item of environmental heritage in the Manly Local Environmental Plan 2013 ('MLEP'). It is not listed on the NSW State Heritage Register, the National Heritage List, the Commonwealth Heritage List, the National Trust Register (NSW), and/or the former Register of the National Estate.²

The subject site is located within the boundaries of the Town Centre Heritage Conservation Area ('HCA'), listed under the MLEP.

Properties located within the HCA fall into one of the three following classifications:

- Contributory Item – the property makes a positive contribution to the character and heritage significance of the HCA.
- Neutral Item – the property does not contribute nor detract from the character and heritage significance of the HCA.
- Non-Contributory Item – the property detracts from the character and heritage significance of the HCA.

The site is a contributory item within the Town Centre HCA.



Figure 2. Heritage map showing the location of subject site (outlined in blue) within the Town Centre Heritage Conservation Area 2015. (Source: OEH website)

The subject site is one of the buildings listed as the Group of Commercial Buildings – I106 – in the MLEP. The Corso at Manly includes multiple buildings of heritage significance. Thus, the building lies within the visual catchment of several items of significance mainly St Matthew's Anglican Church,

² The Register of the National Estate ceased as a statutory heritage list in 2007; however it continues to exist as an inventory of Australian heritage places.

41-45 The Corso, 46-64 the Corso and number 36 which is the only building that remains in its original configuration.

However, due to the linear arrangement of the Corso, the subject building would not be visible from the entire length of the listed Group of Commercial Buildings located beyond its immediate vicinity.

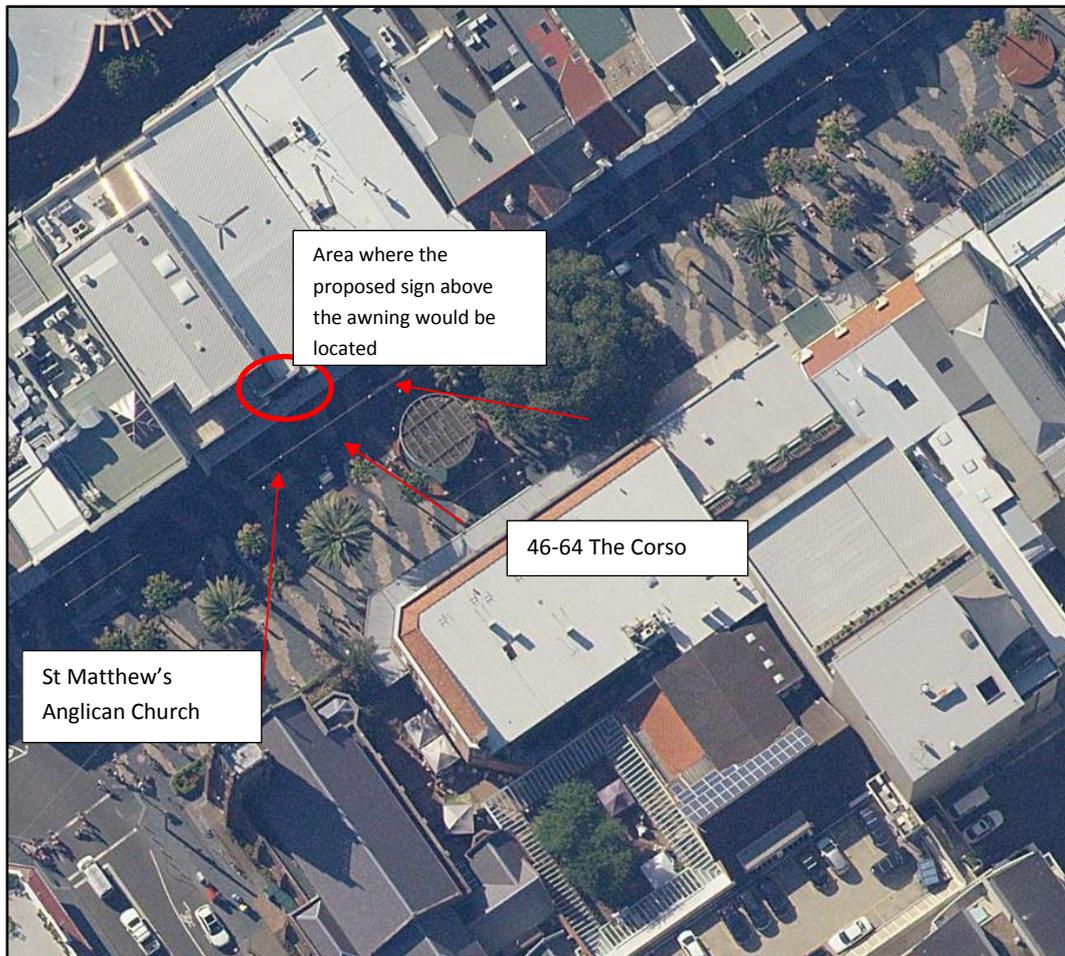


Figure 3. Example of view lines from items in the vicinity

Accordingly, the discussion in Section 6.0 of this SOHI of the potential heritage impact of the proposal on heritage items in the vicinity is limited to the buildings identified above.

1.4 Purpose

The subject site is a heritage item, is located within the Town Centre Heritage Conservation Area and is located in the vicinity of a number of heritage items all of which are listed under Schedule 5 of the MLEP. Sections 5.10(4) and 5.10(5) of the MLEP require Northern Beaches Council to assess the potential heritage impact of non-exempt development, such as the proposed works (refer to Section 5.0), on the heritage significance of the abovementioned heritage items and heritage conservation area and, also, to assess the extent (whether negative, neutral or positive) to which the proposal

would impact the heritage significance of those heritage items and heritage conservation area. This assessment is carried out in Section 6.0 below.

Accordingly, this SOHI provides the necessary information for Council to make an assessment of the proposal on heritage grounds.

1.5 Methodology

The methodology used in this SOHI is consistent with *Statements of Heritage Impact and Assessing Heritage Significance* published by the Heritage Division of the NSW Office of Environment and Heritage and has been prepared in accordance with the principles contained in the most recent edition of *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance*.

1.6 Authors

This Statement of Heritage Impact ('SOHI' or 'report') has been prepared by Michelle Blake and overseen by Paul Rappoport, of Heritage 21, Heritage Consultants.

1.7 Limitations

- This SOHI is based upon an assessment of the heritage issues only and does not purport to have reviewed or in any way endorsed decisions or proposals of a planning or compliance nature. It is assumed that compliance with non-heritage aspects of Council's planning instruments, the BCA and any issues related to services, contamination, structural integrity, legal matters or any other non-heritage matter is assessed by others.
- This SOHI essentially relies on secondary sources. Primary research has not necessarily been included in this report, other than the general assessment of the physical evidence on site.
- It is beyond the scope of this report to address Indigenous associations with the subject site.
- It is beyond the scope of this report to locate or assess potential or known archaeological sub-surface deposits on the subject site or elsewhere.
- It is beyond the scope of this report to assess items of movable heritage.
- Heritage 21 has only assessed aspects of the subject site that were visually apparent and not blocked or closed or to which access was not given or was barred, obstructed or unsafe on the day of the arranged inspection.

1.8 Copyright

Heritage 21 holds copyright for this report. Any reference to or copying of the report or information contained in it must be referenced and acknowledged, stating the full name and date of the report as well as Heritage 21's authorship.

2.0 HISTORICAL CONTEXT

2.1 General Historical Development

The following had been excerpted from information provided by the Office of Environment and Heritage.³

Due to the isolated geography of the area and to poor access, Manly remained reasonably undeveloped, with only a few isolated huts. Early development of the area was a direct result of access by ferry boat leading to the establishment of some of the first villa homes in the area. There was scant development in the area before 1840. In 1810, two grants for Crown land were made. Gilbert Baker was granted 30 acres of land south of the present-day Corso and extended to the current Ashburner Street. Richard Cheers was granted 100 acres of land to the south adjoining Baker's grant, from Ashburner Street to the Patrick's College land. D'Arcy Wentworth purchased both the Baker and Cheers grants prior to his death in the 1820s but the area remained relatively undeveloped up until the 1880s. In 1836, there were only 43 people living in the Manly district, 13 of them "government men".

To the north of the area now known as The Corso, John Thompson was granted 100 acres in 1842. Thompson's grant was purchased in the early 1850s by an enterprising gentleman named Henry Gilbert Smith. Smith made several purchases in the area including 20 acres at North Steyne. He then set about planning his grand scheme for the private village that was to become Manly. Smith had visions of a great Marine Retreat and health resort, inspired by the concerns of a health-conscious community that still laid blame for ill health on miasma rather than direct contact with bacteria.

In 1855, Smith built a pier in Manly Cove and began a ferry service between Sydney and Manly. Initially difficult to access by land, transport from Sydney by ferry was vital to the future development of Manly. Smith then set about developing one of the few private townships in New South Wales, one of the first suburbs to develop outside the walking boundary of Sydney. Smith's plan for Ellensville was centred around a grand thoroughfare which he named The Corso, after a famed street in Rome.

The Corso was initially a sandy track cleared by Smith in 1855 and ran on a diagonal between the ferry wharf at Manly Cove and the ocean beach to the east. It is likely to have followed an original Aboriginal pathway. Subdivision of the land north of The Corso occurred in 1858, resulting in the first development of Manly.

One of Smith's first sub-leases was to George Birch in 1856, for part of Lot 10 (on the Montpelier plan), on the site of the present-day Coles Store. Birch opened refreshment rooms. John Oatley took the other half of the allotment. In 1859 Lots 8 and 9 were leased to A W Smith, a prime site opposite the wharf but with the stipulation that no wines or spirits were to be sold from the premises. This later became the site of the Temperance Hotel. Despite these leases on The Corso, the rest of the

³ New South Wales Office of Environment and Heritage, 'Town Centre Conservation Area', <https://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=2020838> retrieved 16 September 2019.

area south of The Corso failed to develop until after the expiry of Smith's lease of the land from the Wentworth Estate. New subdivisions followed the sale of land after 1877, much of it acquired by the Anglo Australian Investment Company.

In 1877 Manly was gazetted a Municipality.

The first ideas of beautification arose following local residents' appeals to Council to promote the area as a "resort". This resulted in the planting of trees along The Corso following Council seeking advice from experts at the Botanic Gardens.

A horse-drawn tram had started in Manly in 1903, running from the harbour wharf up The Corso and along the Steyne to Carlton Street before turning back towards Pittwater Road, then north to Manly Lagoon.

The 1920s and 1930s saw a proliferation of "flats", a new mode of dwelling for the suburban commuter. This is evidenced by the large number of new residential flat buildings and throughout Manly in the Interwar period, and the conversion of many larger houses into flats. Manly continued as a popular holiday destination through the twentieth Century, particularly for those from the country.

In 1988 The Corso was redesigned by well-known landscape architect Bruce McKenzie, including part-closure to vehicles.

On the northern corner of Belgrave Street (known previously as the East Promenade and then Pittwater Road) was the Post Office and Telegraph Office. This was later demolished, and a substantial two storey building was constructed for the Commonwealth Bank on the site in the 1930s. The Post Office had served as an agent for the bank for many years, as was common at the time. This site is now vacant and provides a visual corridor to the Congregational Church opposite.



Figure 2. Map of Ellensville 1833 (Source: OEH)

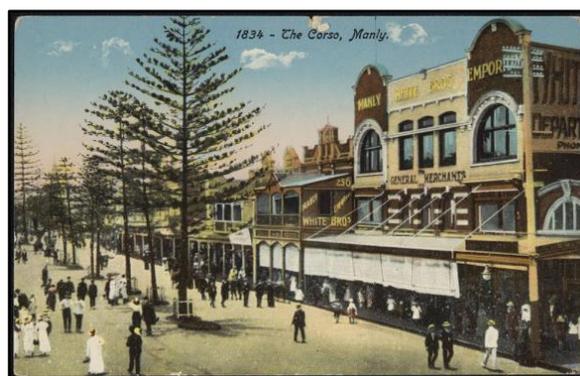
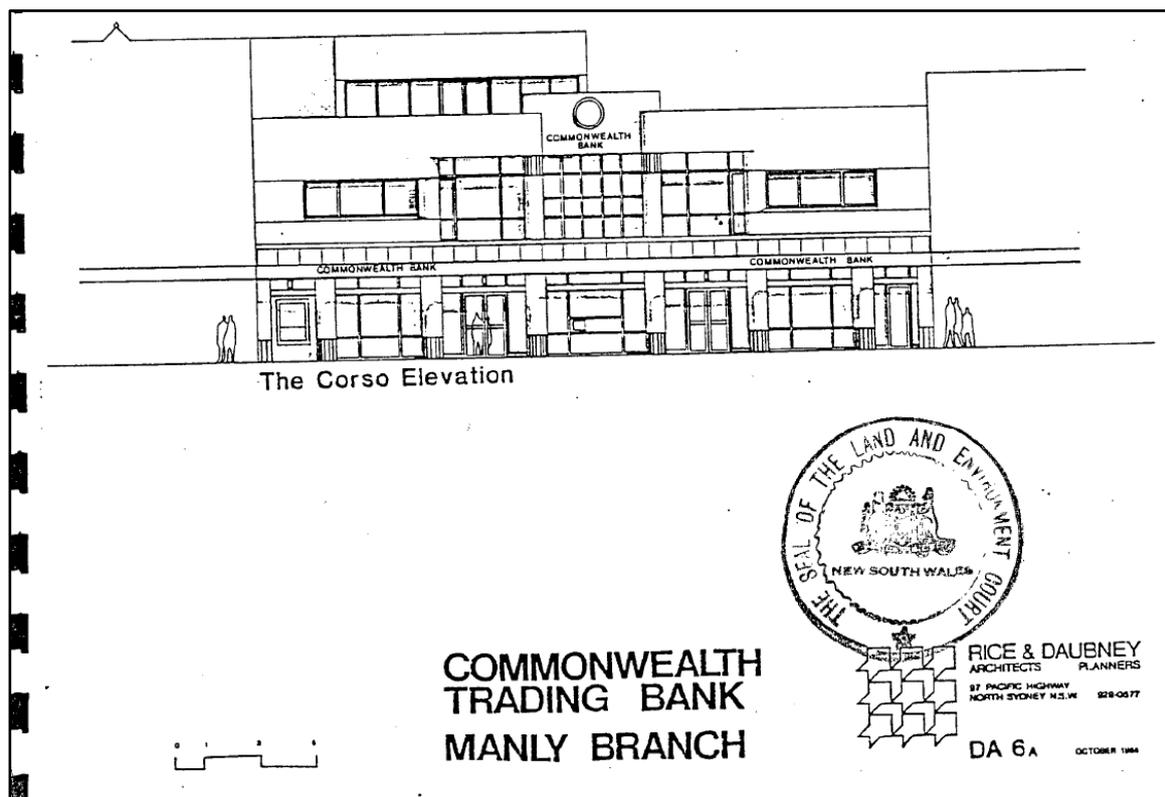


Figure 3. Postcard of The Corso 1834 (Source: National Museum of Australia/Trove)

2.2 Specific Historical Development

The site at 29-33 The Corso Manly dates back to 1875 when it was the location of the Government Savings Bank of NSW Postal Agency. This became a branch of the Government Savings Bank of NSW in 1912 and was changed to a Commonwealth Savings Bank Postal Agency in 1913. The Commonwealth Bank of Australia was founded under the Commonwealth Bank Act in 1911 and began operating in 1912. The Commonwealth Bank absorbed the Government Savings Bank in 1931. This site became a Commonwealth Bank branch in 1923. Around the 1930s the previous building was demolished, and another was built in its place to continue as a CBA branch. It is not currently known who the designers or builders were. The first ATM was installed in 1981.

A Development Application was submitted to the Manly Municipal Council in 1984 and was approved for the demolition of the 1930s building of the Commonwealth Bank and the construction of a 'Part Two, Part Three Storey premises for Bank with Commercial Tenancy'.⁴ The works at this time were undertaken by Rice & Daubney Architects and Planners. Rice Daubney was established in 1976 by Kevin Rice and John Daubney. They are known for pioneering the use of a new glazing system for multi-story buildings and foresaw the shift away from high-rise office towers to low-scale, more personalised buildings.⁵ They worked on notable buildings such as the 1986 renovation/restoration of the Queen Victoria Building.



⁴ Manly Municipal Council, 'Notice to Applicant of Determination of Development Application No. 1365/84', 29 November 1984.

⁵ Wikipedia, 'Rice Daubney', https://en.wikipedia.org/wiki/Rice_Daubney retrieved 20.09.2019.

Figure 4. The Corso Elevation for the Manly Branch of the Commonwealth Trading Bank designed by Rice & Daubney Architects and Planners, October 1984

The site has undergone a number of other alterations since the 1990s. Around 1991 The CBA undertook re-branding, and this was reflected in the installation of new signage at this time. Other Development Applications for this site include proposals for:

- 1995 the installation of a satellite dish to the building
- 2000 the installation of skylights to the building
- 2002 Application for change of use
- 2005 alterations and additions to existing building including new ground floor sub-tenancy
- 2006 Alterations to existing building including new stairways and alterations to the adjoining building, Ivanhoe Hotel and part of 29-35 The Corso for Extension of Hotel use
- 2008 Refurbishment of the existing CBA/ including an ATM foyer and external access foreign exchange office
- 2009 Alterations and additions to the Ivanhoe Hotel and extend to adjoining premises including new façade, coffee shop, poker machine area, bottle shop and TAB
- 2011 Advertising Structure (signage) Automatic Teller Machine (ATM)
- 2017 Alterations and additions includes the removal of the existing cash transfer exchange

The Commonwealth Bank vacated the building on the 17th June 2019.⁶



Figure 5. Aerial view in 1943 (Source: Six Maps)



Figure 6. Front façade in 1988 (Source: Commonwealth Bank Archives)

⁶ Information supplied by the Commonwealth Bank of Australia Archives

3.0 PHYSICAL EVIDENCE INCLUDING SETTING

The site is located at 29-33 The Corso, Manly. The suburb of Manly is located 17 kilometres northeast of the Sydney central business district.

The Corso is a broad pedestrian mall in Manly, with most of the street having no vehicular traffic. It connects the Manly ferry wharf in the south-west, to Manly Beach to the north-east, on the Pacific Ocean side of the Manly peninsula. The Corso runs parallel with Market Street to the north west and intersects with Whistler Street to the south west.

The site at 29-33 The Corso is a part two story/ part three story modern commercial building. It has a granite and tile façade and was constructed in 1984, as a branch of the Commonwealth Bank of Australia. It was designed by Rice & Daubney Architect and Planners to replace the previous 1930s building located on this site. An awning overhangs between the ground floor and first floor of the building to provide cover and shade for pedestrians. The roof is flat with part of the third story being visible though set back.

The site is situated among two storey terrace commercial buildings with retail outlets on the ground floor. To the northeast of the subject building is 41-51 The Corso built in 1886, designed by architects Richard Loweish and Frederick Moorhouse.

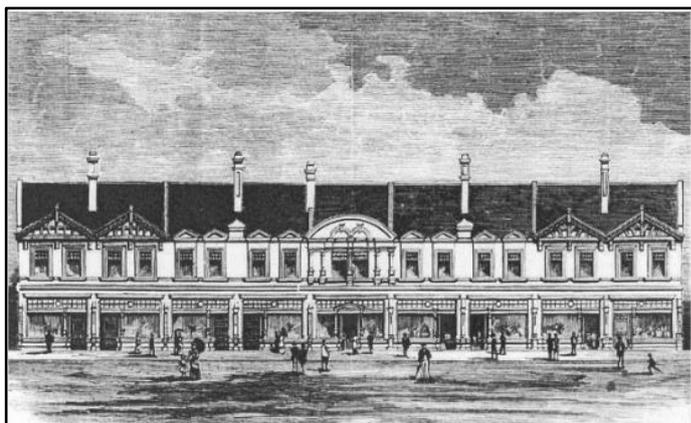


Figure 7. 41-51 Corso 1886, architects Richard Loweish and Frederick Moorhouse in Illustrated Sydney News of the 15 March 1886, p. 20. (Source OEH)

Opposite the subject site, to the southeast, is St Matthew's Anglican Church, an inter-war gothic church built in 1929, which replaced the Blacket church of 1864.

The surrounding streetscape includes a series of palm trees and fig trees running the length of The Corso and a children's play area is located directly opposite the subject site. The trees block direct views to and from the ferry terminal and Manly beach.

3.1 Images

The following photographs, taken by Heritage 21, unless stated otherwise, on 13th September 2019, provide a visual survey of the site and its setting.



Figure 8. Front façade north-west side of The Corso



Figure 9. Front façade north-west side of The Corso



Figure 10. Front façade north-west side of The Corso



Figure 11. Front façade north-west side of The Corso



Figure 12. View of streetscape towards northeast



Figure 13. View of streetscape towards southwest

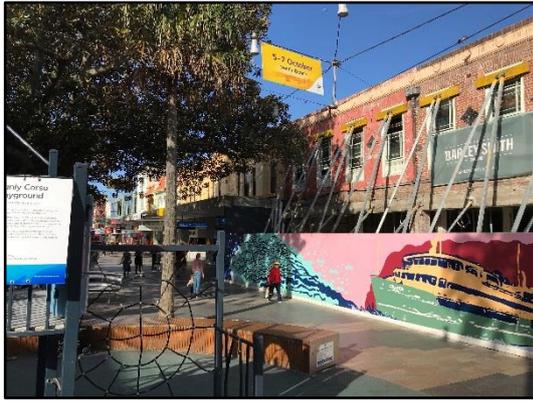


Figure 14. View from the subject site facing southeast



Figure 15. View of street scape facing northeast towards Manly Beach



Figure 16. View of street scape facing south west towards Manly Ferry terminal, including St Matthew's Anglican Church



Figure 17. View of street scape facing northeast towards Manly Beach



Figure 18. View of The Corso facing south west from Steyne, Manly beach promenade.

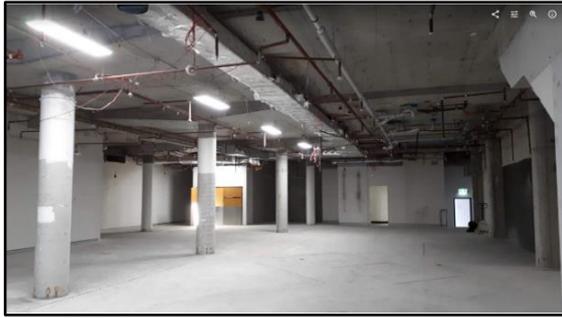


Figure 19. View of internal ground floor facing north west
(Source: mecone, received 23.09.19)



Figure 20. View of internal ground floor facing south east.
(Source: mecone, received 23.09.19)

4.0 HERITAGE SIGNIFICANCE

4.1 Established Significance

The following Statement of Significance is available for the site on the State Heritage Inventory for the Town Centre Conservation Area:⁷

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.

The beautiful natural setting of the TCCA has provided a solid foundation for its picturesque qualities. The cultural landscape, including plantings, monuments and open spaces, reflects the continued enhancement of the TCCA over time, in order to attract and sustain visitors to the area, which in turn has provided great support to the local economy. The many historic vistas which remain to this day enhance the visitor experience of the TCCA and assist with providing an interpretation of the TCCA as it has changed over time.

The TCCA maintains a high level of social significance, as a popular destination for local, national and international tourists, as well as through its encapsulation of the Australian beach culture.

It is noted in the State Heritage Inventory that Manly Council is in the process of updating the inventory sheets for places listed as items of Environmental Heritage on the Manly Local Environmental Plan 2013 and the statement of significance for the Group of Commercial Buildings is incomplete at this time.⁸

Item 5.1.2 The Corso of the Manly Development Control Plan 2013 provides a Statement of Heritage Significance for The Corso, which provides the reasoning behind the LEP heritage listing of The Corso it is as follows⁹:

- i) *The Corso is a most impressive formal street, with a central avenue planting of mature Phoenix palms and Moreton Bay figs. It has its own unique streetscape shaped by an uncommon grouping of fine late 19 century to early 20 century buildings. Despite varying*

⁷ NSW Office of Environment and Heritage, 'State Heritage Inventory', *Search for NSW Heritage*, n.d., <http://www.environment.nsw.gov.au/heritageapp/heritagesearch.aspx>.

⁸ Ibid

⁹ Northern Beaches Council, 'Manly Development Control Plan 2013 – Amendment 11', 28 August 2017, pp.128-129, https://www.northernbeaches.nsw.gov.au/sites/default/files/Manly_Development_Control_Plan_2013_Amendment_11.pdf

levels of intactness and some less aesthetic and sympathetic development, the group as a collective whole contributes to the historic streetscape. The overall character is created by a wide vista defined on either side by pleasantly low-scaled and detailed buildings; the vertical emphasis of the plantings; monuments; pedestrian arcades; shop awnings; and framed views of the sea. The Corso has additional social significance generated by a strong collective community experience and memory of it as a visitor destination, linked to Manly's historical function as a resort.

- ii) *ii) The nature of The Corso as an important public pedestrian space means it is invariably experienced in 'serial vision' from eye-height level as one walks through the street. This experience reveals particular important attributes: an overall change in building scale from higher to lower as one moves from Manly Cove to the Ocean Beach; the particular scale and character generated by the ability to read the parapet details of the street façades (or, in some cases the related roof form) as silhouetted against the sky and background trees rather than against other buildings; and then, looking closer, building facades that are restrained but finely-detailed.*
- iii) *St Matthew's Church, located on the intersection of Darley Road with its tower as a focal point, together with the oblique intersection of Sydney Road are important interruptions to the linear form of The Corso.*

At each end The Corso is open and merges into spaces with good outward views. The gradual visual progression from Manly Cove to the Ocean Beach with the surf revealed behind a screen of Norfolk Pines is the essence of Manly's unique quality.

4.2 Assessment of Significance

In order to make an assessment of whether or not the proposed development to the subject site would have either a negative, neutral or positive impact upon the significance of the subject place it is necessary first to ascertain the significance of the subject site. The assessment is based upon criteria specified by the NSW Office of Environment and Heritage.¹⁰

Criterion	Assessment
<p>A. Historical Significance</p> <p>An item is important in the course, or pattern, of NSW's cultural or natural history (state significance); OR it is important in the course, or pattern of the local area's cultural or natural history (local significance).</p>	<p>The subject site at 29-33 The Corso was formerly a branch of the Commonwealth Bank (CBA). The current building was constructed in 1985 and was designed by Rice & Daubney Architects and Planners. They are known for pioneering the use of a new glazing system for multi-story buildings during the 1980s and 1990s and foresaw the shift away from high-rise office towers to low-scale, more personalised buildings. The site has been associated with banking since 1875.</p>

¹⁰ NSW Office of Environment and Heritage, 'Statements of Heritage Impact' (Heritage Office and Department of Urban Affairs & Planning, 1996), NSW Heritage Manual, <http://www.environment.nsw.gov.au/resources/heritagebranch/heritage/hmstatementsofhi.pdf>.

Criterion	Assessment
	<p>This demonstrates a strong association with the development of banking at this site.</p> <p>This meets the criteria for Historical Significance.</p>
<p>B. Associational Significance</p> <p>An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (state significance); OR it has strong or special association with the life or works of a person, or group of persons, of importance in the cultural or natural history of the local area (local significance).</p>	<p>The subject site at 29-33 The Corso, Manly has a strong association with Rice Daubney Architects who designed the current building in 1984 as a branch of the Commonwealth Bank of Australia. Rice Daubney was established in 1976 by Kevin Rice and John Daubney. They are known for pioneering the use of a new glazing system for multi-story buildings and foresaw the shift away from high-rise office towers to low-scale, more personalised buildings. In 2013 the firm merged with HDR Inc, a US based architectural, engineering and consultation firm.</p> <p>This demonstrates a strong association with architects with a reputation for low-scale, more personalised buildings in Sydney. Therefore, this meets the criteria for Associational Significance.</p>
<p>C. Aesthetic Significance</p> <p>An item is important in demonstrating aesthetic characteristics and/or high degree of creative or technical achievement in NSW (state significance); OR it is important in demonstrating aesthetic characteristics and/or high degree of creative or technical achievement in the local area (local significance).</p>	<p>The site at 29-33 The Corso is a two story, modern commercial building with a granite and tile façade constructed in the 1985 as a branch of the Commonwealth Bank of Australia. Its symmetrical façade and round granite columns add to the geometric design of the building. An awning overhangs above the ground level supplying shade and cover to pedestrians. The building does not exhibit any creative or technical innovation.</p> <p>The building is situated among two storey terrace commercial buildings with retail outlets on the ground floor, therefore it contributes to the general architectural significance in scale and style of The Corso as a pedestrian retail district.</p> <p>This does not meet the criteria for Aesthetic Significance.</p>
<p>D. Social Significance</p> <p>An item has a strong or special association with a particular community or cultural group in NSW for social, cultural or spiritual reasons (state significance); OR has strong or special association with a particular community or cultural</p>	<p>The subject site at 29-33 The Corso was formerly a branch of the Commonwealth Bank (CBA). Built in the 1985 it remained a branch of the CBA until June 2019.</p> <p>The subject site would only be important to the community for amenity reasons and therefore does not meet the criteria for Social Significance.</p>

Criterion	Assessment
group in NSW for social, cultural or spiritual reasons (local significance).	
<p>E. Technical/Research Significance</p> <p>An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (state significance); OR has potential to yield information that will contribute to an understanding of the area's cultural or natural history (local significance).</p>	<p>There is no evidence to suggest that the building demonstrates construction techniques other than those commonly employed at the time.</p> <p>The subject site therefore does not meet the requirements of this criterion.</p>
<p>F. Rarity</p> <p>An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (state significance); OR possesses uncommon, rare or endangered aspects of the area's cultural or natural history (local significance).</p>	<p>The geometric and rounded form of the subject site is common with buildings of this era. Buildings of this architectural style are not currently rare in Sydney.</p> <p>Accordingly, the subject item does not attain the requisite standard of significance under this criterion.</p>
<p>G. Representativeness</p> <p>An item is important in demonstrating the principal characteristics of a class of NSW's cultural or natural places or cultural or natural environments (state significance); OR is important in demonstrating the principal characteristics of a class of the area's cultural or natural places or cultural and natural environments (local significance).</p>	<p>The geometric and rounded form of the subject site is common with modern/International styles of architecture during the 1980s.</p> <p>The intactness and integrity of the item shows principal characteristic of this class of building.</p> <p>Therefore, this does meet the criteria for Representative Significance.</p>

4.3 Statement of Cultural Significance

The subject site at 29-33 The Corso, Manly demonstrates Historical and Associative Significance. It exhibits historical significance as the site has been connected with banking since 1875. The current building was constructed in 1985 as a branch of the Commonwealth Bank of Australia (CBA) and

remained so until June 2019. A previous Commonwealth Bank building was constructed on this site in the 1930s. As a two story, modern, commercial building with a granite and tile façade it exhibits features that are representative of buildings of this type, such as the symmetrical façade and round granite columns that add to the geometric design of the building. The building demonstrates associative significance as it was designed by Rice Duabney Architects in 1984. The firm was known for their pioneering the use of a new glazing system for multi-story buildings and foresaw the shift away from high-rise office towers to low-scale, more personalised buildings.

The cultural significance of the item is related to the surrounding retail buildings along The Corso and cannot be considered outside of this context.

5.0 DESCRIPTION OF PROPOSAL

Heritage 21 understands from the drawings provided that the following works are proposed:

- A 3 dimensional internally illuminated 3D Woolworths icon located above the awning and on the rear of the building;
- New individual internally illuminated 3D letters and icon on the awning, (signage to be centered horizontally on the entry door);
- Frontage of existing canopy to be clad in aluminium composite panels: colour anthracite, cladding to continue to side of canopy where visible;
- New gloss green ceramic tiles to the façade;
- New stacked white tiles to the façade;
- New precision cut vinyl signage to coffee window;
- Clean, repair and provide white cement render to the façade;
- New internally LED illuminated double-sided sign case with applied vinyl cut block-out graphics under awning;
- New precision cut vinyl signage to glazing, to the front entry door;
- New 3.6m x 2.2m signage to the wall at the rear of the building;
- Remove existing rear roller shutter and replace with new; and
- Addition of completely reversible and removable fit-out to the ground floor including water-loop condensing units, refrigeration units, shelving, work station, self-checkout; and
- Team room fit-out to the basement including removal of ceiling for installation of pipework and cables for air conditioning, air lock amenities, and new team room design as part of smart initiative.

Specific details of the proposed signage are shown in drawings by The Retail Group, dated 03.09.2019, received by Heritage 21 on 05.09.2019. These are partly reproduced in Figure 19, at small scale for reference purposes; the full-size drawings accompanying the application should be referred to for any details.

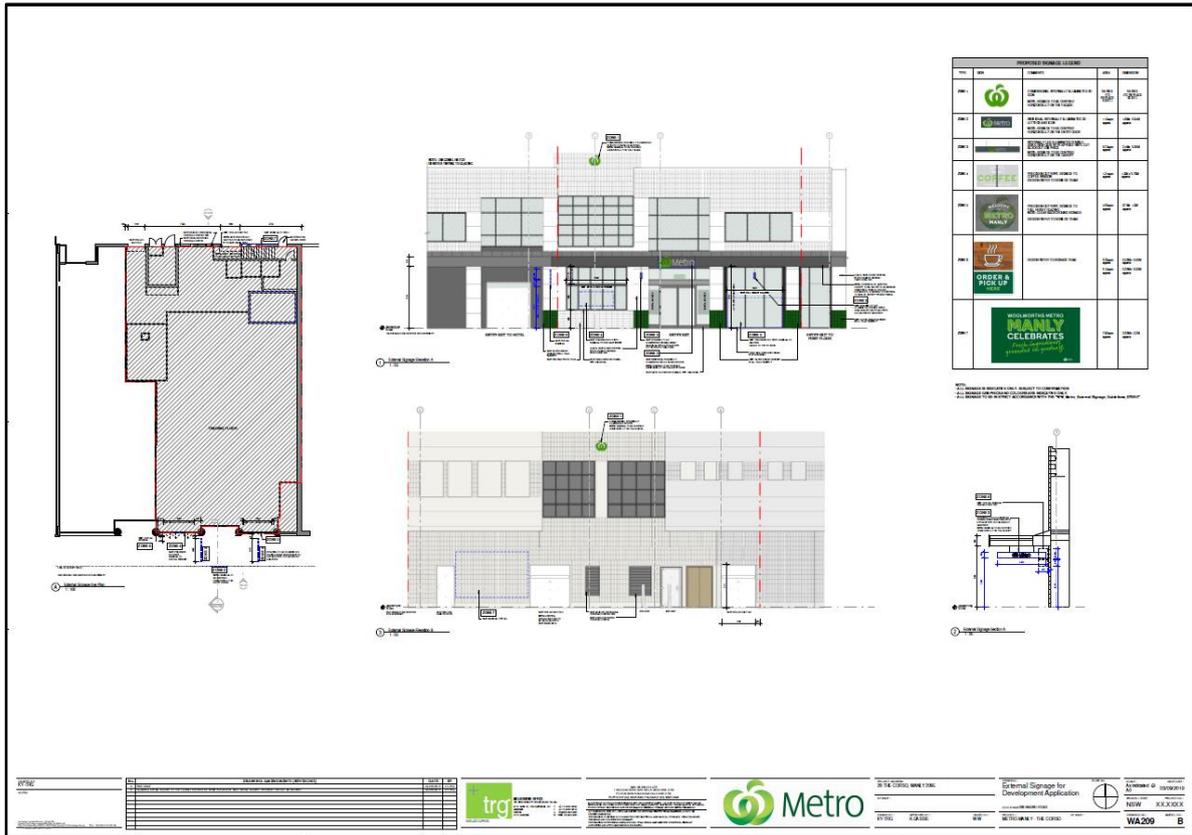


Figure 21. Proposed External Signage for Development Application

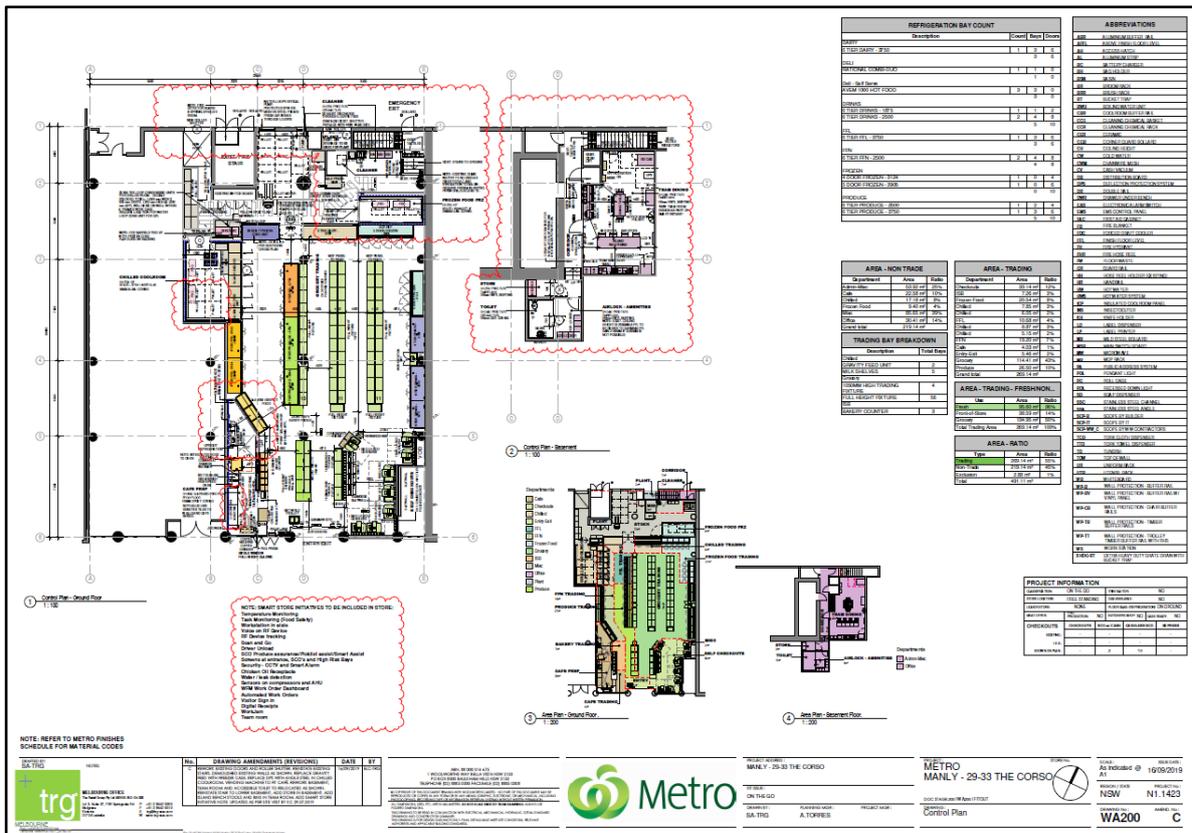


Figure 22. Proposed Control Plan

6.0 ASSESSMENT OF HERITAGE IMPACT

6.1 Heritage Management Framework

Below we outline the heritage-related statutory and non-statutory constraints applicable to the subject site including the objectives, controls and considerations which are relevant to the proposed development as described in Section 5.0 above. These constraints and requirements form the basis of this Heritage Impact Assessment.

6.1.1 Manly Local Environmental Plan 2019

The statutory heritage conservation requirements contained in Section 5.10 of the Manly Local Government Area LEP 2013 are pertinent to any heritage impact assessment for future development on the subject site. The relevant clauses for the site and proposal are outlined below:

- (1) Objectives
- (2) Requirements for consent
- (4) Effect of proposed development on heritage significance
- (5) Heritage assessment

6.1.2 Manly Development Control Plan 2013¹¹

Our assessment of heritage impact also considers the heritage-related sections of the Local Government Area Development Control Plan (MDCP) 2013 that are pertinent to the subject site and proposed development. These include:

1.7 Aims and Objectives

3 General Principles of Development

3.1 Streetscapes and Townscapes

3.2 Heritage Considerations

3.2.1 Consideration of Heritage Significance

3.2.2 Alterations or Additions to Heritage Items or Conservation areas

4 Development Controls and Development Types

4.2 Development in Business Centres (LEP Zones B1 Neighbourhood Centres B2 Local Centres)

4.2.5 Manly Town Centre and Surrounds

4.4 Other Development (all LEP Zones)

4.4.2 Alterations and Additions

4.4.3 Signage

¹¹ Northern Beaches Council, Manly Development Control Plan 2013 Amendment 11 – 28 August 2017, https://www.northernbeaches.nsw.gov.au/sites/default/files/Manly_Development_Control_Plan_2013_Amendment_11.pdf

5 Special Character Areas and Sites

5.1 Manly Town Centre Heritage Conservation Area and The Corso

Schedule 6

6.1.3 NSW Office of Environment & Heritage guidelines

In its guidelines for the preparation of Statements of Heritage Impact, the NSW Office of Environment & Heritage provides a list of considerations in the form of questions aiming at directing and triggering heritage impact assessments.¹² These are divided in sections to match the different types of proposal that may occur on a heritage item, item in a heritage conservation area or in the vicinity of heritage. Below are listed the considerations which are most relevant to the proposed development as outlined in Section 5.0 of this report.

Change of use

- *Has the advice of a heritage consultant or structural engineer been sought? Has the consultant's advice been implemented? If not, why not?*
- *Does the existing use contribute to the significance of the heritage item?*
- *Why does the use need to be changed?*
- *What changes to the fabric are required as a result of the change of use?*
- *What changes to the site are required as a result of the change of use?*

Minor additions (see also minor partial demolition)

- *How is the impact of the addition on the heritage significance of the item to be minimised?*
- *Can the additional area be located within an existing structure? If no, why not?*
- *Will the additions visually dominate the heritage item?*
- *Is the addition sited on any known, or potentially significant archaeological deposits? If so, have alternative positions for the additions been considered?*
- *Are the additions sympathetic to the heritage item? In what way (e.g. form, proportions, design)?*

New services (e.g. air conditioning, plumbing)

- *How has the impact of the new services on the heritage significance of the item been minimised?*
- *Are any of the existing services of heritage significance? In what way? Are they affected by the new work?*

¹² Ibid.

- *Has the advice of a conservation consultant (e.g. architect) been sought? Has the consultant's advice been implemented?*
- *Are any known or potential archaeological deposits (underground and under floor) affected by the proposed new services?*

Repainting (using new colour schemes)

- *Have previous (including original) colour schemes been investigated? Are previous schemes being reinstated?*
- *Will the repainting effect the conservation of the fabric of the 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?*

6.2 Heritage Impact Assessment

Below we assess the impact that the proposed development would have upon the subject site, the conservation area and the heritage items in the vicinity. This assessment is based upon the Site Investigation (refer to Section 3.0), Heritage Significance (refer to Section 4.0), the Proposal (refer to Section 5.0), a review of the Heritage Management Framework (refer to Section 6.1) and the assessment of the impact of the proposal on the relevant heritage items and heritage conservation areas situated in the vicinity of the site (refer to Section 1.3).

6.2.1 Response to Manly Local Environmental Plan 2019

CLAUSE	ASSESSMENT
(1) Objectives	<p>The proposed signage would not, in our opinion, detract from or otherwise impact the significance of the local heritage item or the heritage items in the vicinity. No works are proposed to the heritage item in a location which would impact its external fabric.</p> <p>The proposal would not result in any alteration or obscuring of existing views to or from the local heritage listed item. The proposed signage is within scale and would be in keeping with the former signage of the subject site. It would not be detrimental to the environmental heritage or the street character of The Corso.</p> <p>The internal works and fit out would not alter the heritage significance of the item or the heritage significance of the conservation area, include fabric or setting. The internal fit-out would be completely reversible and removable. The previous use of the item as a bank and the proposed change of use of the item as a metro supermarket would be in keeping with the retail setting of The Corso.</p> <p>Accordingly, there would be no negative impact on the associated fabric, settings or views to the heritage listed item.</p>
(2) Requirement for consent	This Development Application is lodged to Council to gain consent for proposed altering of the exterior of a heritage item listed under Schedule 5 of the Manly LEP 2013.
(4) Effect of proposed development on heritage significance	This Statement of Heritage Impact accompanies the Development Application in order to enable the Northern Beaches Council, as the consent authority, to ascertain the extent to which the proposed signage would affect the heritage significance of the local heritage item and items in the vicinity.
(5) Heritage assessment	

6.2.2 Response to Manly Development Control Plan 2013

OBJECTIVE / CONTROL	ASSESSMENT
1.7 Aims and Objectives (a) <i>Ensure that development contributes to the quality of the natural and built environment.</i>	The heritage item is considered in the context of all heritage items along The Corso with a mix of retail signage. The proposed signage would be respectful of

<p><i>(b) Encourage development that contributes to the quality of our streetscapes and townscape</i></p>	<p>the architectural character of the heritage item and the items in the vicinity and would be in line with size and scale of previous signage to the building.</p> <p>The proposed internal works would contribute to the quality of the streetscape and townscape by continuing the historic character of The Corso as a retail strip.</p>
<p>3.1 Streetscape and Townscape 3.1.2.1 Development is to be of a high visual quality, particularly at corner locations.</p>	<p>The proposed internal works would not be visible to the street. The proposed signage and external works would not interfere with the streetscape character.</p>
<p>3.2 Heritage Considerations <i>Objective 2) To ensure modification to heritage items, potential heritage items or buildings within conservation areas is of an appropriate design that does not adversely impact on the significance of the item or the locality.</i></p> <p><i>Objective 3) To ensure that development in the vicinity of heritage items, potential heritage item and/or conservation areas, is of an appropriate form and design so as not to detract from the significance of those items.</i></p>	<p>The subject site was the location of the Manly branch of the Commonwealth Bank until June 2019. The proposed internal fit out and change of use to a Woolworths metro supermarket is considered to be in keeping with the heritage significance of the Conservation Area as an important public pedestrian space.</p> <p>The proposed internal fit out and change of use to a Woolworths metro supermarket is considered to be appropriate in form and design. The ground level and basement would be adapted to suit the function of the change of use and would not detract from the significance of the item as an outlet in the retail precinct.</p>
<p>3.2.1.1 Development in the vicinity of heritage items, or conservation areas <i>(a) In addition to LEP listings of Environmental Heritage (LEP Schedule 5), this DCP requires consideration of the effect on heritage significance for any other development in the vicinity of a heritage item or conservation area</i> <i>(b) proposed development in the vicinity of a heritage item or conservation area must ensure that:</i></p> <p><i>i) it does not detract or significantly alter the heritage significance of any heritage items, conservation area or place;</i> <i>ii) the heritage values or character of the locality are retained or enhanced</i></p>	<p>The effect of the proposed internal fit out and change of use on heritage significance to the heritage items in the vicinity and the conservation area would be neutral as the majority of works are internal. The proposed works do not detract from or significantly alter the heritage significance as the heritage significance of the item is connected with The Corso as a historic pedestrian retail strip. Therefore, the heritage values and character of the locality would be retained</p>
<p>3.2.2 Alterations or Additions to heritage Items or Conservation area</p>	<p>The proposed internal works would not be visible to the street therefore this criterion has been acknowledged but is not applicable. External alterations would include proposed signage, new tiles and painting would be complementary to and consistent with the heritage architectural style of the building.</p>

4.2.5 Manly Town Centre and Surrounds

Objective 1) To consolidate, promote and strengthen both retail activity in the Manly Town Centre as well as townscape in accordance with the townscape requirements of this plan.

The proposed Woolworths metro supermarket would promote and strengthen the retail activity along the retail strip of The Corso by giving alternative refreshment options. The proposed signage and external works are in keeping with suggested design and colour features and not structural changes would be made to the façade. The proposed works would be in keeping with the heritage values of The Corso as a historic retail strip

4.4.3.2 Signage on Heritage listed items and in Conservation Area

(b) Signs should be discreet and should complement the building and surrounding uses. The architectural features of the building or listed item should always dominate. Advertising should preferably be placed in locations on the building or item which would traditionally have been used as advertising areas. Opportunities for advertising, therefore, may be somewhat limited.

(c) ii. As the external colours applied in different historical periods varied, and were more muted in range than today, it is wise to research appropriate colour ranges for buildings in heritage areas. Generally however, the following dark or muted colours are suggested: Maroon, dark green, terracotta, brown, charcoal, etc. highlighted with creams, ochres, pinks and earth tones;

The proposed signs would be similar in size and scale to those of the retail outlets in the surrounding area of The Corso. Signs would be located on the building in areas where previous signage has existed. The signage above the awning would utilize the same fittings to the previous sign in the same location.

The proposed gloss green ceramic wall tiles ‘subway’ is within the suggested colour range. The proposed stacked white tiles would complement the colours of the retail outlet. The proposed choice of tiles would be easier to keep clean which allows the shopfront to retail a high level of presentation.

4.4.3.3 Controls for Particular Development Types

Signs above awning height

(d) Council will consider on merit, exceptions for signs above awning height applications which are ii). Proportionate to the scale and size and height of the host building and adjoining buildings; iv). Considerate of the form and appearance of existing advertising and the shape and compactness of the proposed signage

The proposed sign above the awning height would be in the same location as the CBA sign before it and the same size and scale. The proposed sign would use the remaining fittings, where possible, which lowers the impact to the heritage fabric of the building.

Schedule 6

31 The Corso, Commonwealth Bank:

- *redevelopment may be considered.*
- *new development or alterations to the existing building should articulate the earlier subdivision pattern – or even re-subdivide the property.*

Redevelopment and alterations in subdivision are not being considered in the proposed internal works, change of use, signage or external alterations.

6.2.3 Response to NSW Office of Environment & Heritage guidelines

Change of use

Heritage 21 has considered the proposed change of use of 31 The Corso from a branch of the Commonwealth bank to a Woolworths metro supermarket and finds it is in keeping with the heritage significance of the site as a retail outlet situated on the historic retail strip, The Corso. The site ceased being a branch of the Commonwealth Bank in June 2019. The change of use from a bank to a metro supermarket would continue the significance of the site as a retail outlet. The internal fit out would change the fabric required for a different retail business.

Minor additions (see also minor partial demolition)

The impact of the internal fit out on the heritage significance of the item has been minimised by keeping the use of the item consistent with heritage significance of the site and the area. The internal works would not visually dominate the heritage item as they would be located inside the building and not be visible from along The Corso. There are no known archaeological deposits on the site.

- *Are the additions sympathetic to the heritage item? In what way (e.g. form, proportions, design)?*

New services (e.g. air conditioning, plumbing)

The proposed internal works would include the installation of new services of air conditioning. This would be located in the ceiling space if the basement where the ceiling would contain pipework and cables associated with the installation. The impact on the heritage significance has been minimised by the significance being related to the history of the site and its location rather than the building itself.

The Commonwealth Bank vacated the site in June 2019 and removed all internal fittings associated with the brand. The internal fit-out for the proposed Woolworths metro supermarket would include the installation of all related machinery such as refrigeration units, shelving and work stations which would be completely removable and reversible.

Repainting (using new colour schemes)

The proposed colour scheme of white and dark green would complement the mostly glass fronted building. The choice of colours would be in line with those suggested in the Manly DCP 2013 and the choice of tiles would allow for the surface to be easily cleaned and maintained to a high level of presentation. The proposed areas of the façade that would be cleaned, repaired and rendered with white cement would cover the current shade of grey to the front cladding.

New Signage

The impact of the new signage on the heritage significance has been minimised by using the existing fittings and areas where signage has been previously located. Other forms of signage have not been

considered as alternatives would not be supported by the DCP for the area, as The Corso requires consistency to retain the heritage significance for the conservation area. The proposed signage would be within the same size and scale as previous signage that existed on the subject site and would not visually dominate the heritage item, heritage conservation area or heritage streetscape.

7.0 CONCLUSION & RECOMMENDATIONS

7.1 Impact Summary

The NSW Office of Environment & Heritage's guidelines require the following aspects of the proposal to be summarised.¹³

7.1.1 Aspects of the proposal which respect or enhance heritage significance

In our view, the following aspects of the proposal would respect the heritage significance of the subject site, the Town Centre Heritage Conservation Area and heritage items in the vicinity:

- The reuse of the remaining fitting from previous signage where possible;
- The size and scale of proposed signage is in proportion of the subject site;
- The proposed colours are in line with suggested colours in the Manly DCP 2013;
- The use of the site is consistent with the nature of The Corso as an important public pedestrian space and retail strip;
- The internal fit-out would be completely reversible and removable.

7.1.2 Aspects of the proposal which could have detrimental impact on heritage significance

In our view, there are no aspects of the proposal which could be detrimental to the significance of the subject site, the Town Centre Heritage Conservation Area and heritage items in the vicinity. The neutral impacts of the proposal have been addressed above in Section 7.1.1. Recommendations are provided in Section 7.3 below as further mitigation measures.

7.1.3 Sympathetic alternative solutions which have been considered and discounted

Heritage 21 was not involved in the design process of the proposed development. Notwithstanding, no solutions of greater sympathy with the significance of the subject site, heritage conservation area or heritage items in the vicinity are known to us.

7.2 General Conclusion

The proposed signage to the Woolworths Metro store to be located at 29-33 The Corso would be in accordance with items regarding signage in the Manly DCP 2013. The proposed signage would utilise existing fittings from previous signage to this site where possible, would be in proportion in size and scale to the building and not overwhelm the subject site. The proposed colours for the external tiles

¹³ NSW Office of Environment and Heritage, 'Statements of Heritage Impact' (Heritage Office and Department of Urban Affairs & Planning, 1996), <http://www.environment.nsw.gov.au/resources/heritagebranch/heritage/hmstatementsofhi.pdf>.

and painting are in line with those suggested in the Manly DCP 2013 and would be consistent with the colours of the Town Centre Heritage Conservation Area.

Heritage 21 recommends that any work to the heritage fabric on façade of the subject site should be carried out by suitably qualified heritage professionals and tradesmen.

The proposed internal fit-out and change of use would have minimal impact on the heritage significance of the heritage item. The current building was constructed in 1985 therefore the heritage significance is related to the history of the site and its association with banking since 1875. The Commonwealth Bank vacated the building in June 2019 removing all internal fittings and related branding leaving a concrete shell. The proposed internal fit-out and change of use from a bank to a Woolworths metro supermarket would be in keeping with the heritage significance of The Corso as a historic retail strip and would not impact any heritage fabric.

Heritage 21 is therefore confident that the proposed development complies with relevant heritage controls and would have minimal/neutral/positive impact on the heritage significance of the subject site, heritage conservation area or heritage items in the vicinity.

7.3 Mitigation Measures

To ensure maximum conservation of significance of the subject site, heritage conservation area and heritage items in the vicinity, Heritage 21 also recommends the following:

7.3.1 Heritage Tradesmen

Any works onto the heritage fabric of the subject site should be carried out by suitably qualified heritage professionals and tradesmen. The heritage fabric includes the granite and tiles to the façade.

7.3.2 Photographic Archival Recording

A Photographic Archival Recording (PAR) should be prepared by a suitably qualified Heritage Consultant prior to any development being carried out on the site.

The building was constructed in 1985 and designed by Rice & Daubney who foresaw the shift away from high-rise office towers to low-scale, more personalised buildings. This building is an example of buildings of this time and ideal, and a record of the façade and streetscape should be prepared for future reference.

The report must consist of an archival standard photographic record of the site and buildings externally including the existing character of the streetscape and the views to and from the subject site and heritage items in the vicinity.

The recording shall be undertaken in accordance with the guidelines for Photographic Recording of Heritage Items Using Film or Digital Capture (2006) prepared by the NSW Office of Environment & Heritage and copies should be retained in Council's Archives and Local Studies collection.

8.0 SOURCES

- Apperley, Richard, Robert Irving, and Peter Reynolds. *A Pictorial Guide to Identifying Australian Architecture Styles and Terms from 1788 to the Present*. Sydney: Angus & Robertson, 1994.
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