

Heritage Referral Response

Application Number:	DA2024/1297
Proposed Development:	Alterations and additions to a building and use as recreational facility (indoor) including signage
Date:	24/10/2024
To:	Jordan Howard
Land to be developed (Address):	Lot A DP 962291 , 3 - 5 Pittwater Road MANLY NSW 2095 Lot B DP 962291 , 3 - 5 Pittwater Road MANLY NSW 2095

Officer comments

HERITAGE COMMENTS
Discussion of reason for referral
The proposal has been referred to Heritage as the subject site is adjacent to a heritage item and located within the Pittwater Road Conservation Area, listed under Schedule 5 of MLEP 2013. Item I196 - Baby health care centre building - 1 Pittwater Road, Manly
Details of heritage items affected
Details of the heritage item and the HCA, as contained within the Heritage Inventory, are: Item I196 - Baby health care centre building <u>Statement of Significance</u> This item is of local cultural heritage significance for its ability to demonstrate the pattern of Manly's development and that of Government utilities. The building is an example of a Baby Health Clinic constructed in the mid Twentieth Century in response to the development of the care for children's health. It is a fine and intact example of Post War International style of architecture. <u>Physical Description</u> The building is a single storey face brickwork structure with flat roof, strong cubic form and contrasting textures. The building features highly textured brickwork, rendered details and large glazed panels in aluminium frames. The building is well designed addressing its prominent corner location on an elongated site. Pittwater Road Conservation Area <u>Statement of Significance</u> This street pattern is distinctive and underpins the urban character of the area. The streets remain unaltered in their alignment, although the names of Malvern, Pine and North Steyne are now names for what were Whistler, Middle Harbour and East Steyne respectively. <u>Physical Description</u> The streetscape of Pittwater Road is a winding vista of late 19th and early 20th century commercial and residential architecture of generally one or two floors - although there are exceptions such as the four storey private hotel. The streetscape provides a 19th century atmosphere due to its scale, width and the number of extant Victorian structures. Within the streetscape there are a number of individually significant buildings which are listed separately. Adjacent streets generally comprise a consistent pattern of one and two story residential cottages, with the occasional terrace. Some

streets have intermittent street plantings and remnant stone kerbs. The flat topography is accentuated by the escarpment to the west which provides an important visual, vertical and vegetated backdrop.

Other relevant heritage listings

SEPP (Biodiversity and Conservation) 2021	No	
Australian Heritage Register	No	
NSW State Heritage Register	No	
National Trust of Aust (NSW) Register	No	
RAIA Register of 20th Century Buildings of Significance	No	
Other	No	

Consideration of Application

The proposal seeks consent for internal alterations and extension to the adjacent ground floor tenancy and associated business identification signage for an existing gymnasium facility - "Anytime Fitness". The signage involves 3 types of signs;

- Sign 1 - internally illuminated wall sign on the first floor level of the southern facade
- Sign 2 - internally illuminated wall sign on the first floor level of the eastern facade
- Sign 3 - transparent graphic vinyl artwork applied to the internal glazing surface of the exterior windows along the Eastern façade for privacy

Signs should generally be designed in sympathy with both the building to which they are attached and any adjoining buildings, considering their architectural style and finishes, and should comply with the requirements of Manly Development Control Plan (DCP) 2013 – in particular, *Section 4.4.3.2 Signage on Heritage listed items and in Conservation Areas*:

a) Advertising signs should be designed and located in a manner which preserves and enhances Heritage listed items and Conservation Areas

Sign locations

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.

Other Guidelines for Heritage Items and Conservation Areas

c) In addition to the requirements for the particular zoning, and matters listed above, the following matters must be taken into consideration:

i) Signs on shop windows should not exceed 25 percent of the window area;

Additionally, the controls of *Section 4.4.3.1 Controls for all Development Types* under *Section 4.4.3 Signage*, also applies to the proposal. In accordance with these controls the maximum number of Signs must be limited to 2 identification signs per frontage (for example 1 fascia and 1 hamper sign), in any 2 of the preferred locations as outlined in the DCP. It is considered that excessive signage usually has an opposite effect to its original intention and the cluttering causes visual pollution. Having fewer, but clearer advertising assists not only the advertiser, but also the appearance of the building and the overall streetscape. Therefore, where the maximum number of signs is achieved in locations in accordance with the above controls, further signs, particularly above the awning are not permitted.

The HIS by PTP, submitted with this application, states that "The proposed illumination of the signage is further of great importance to the safety and security of the building and will enhance the

visual interest of the main entrance to the proposed facility.", however, there are already two existing illuminated signs (one horizontal projecting sign and one top hamper sign) enhancing the entry to the subject building. The proposal involves another two additional illuminated wall signs which are located at the first floor walls. Generally illumination is not allowed for any signs above the ground floor level in the heritage conservation area. The proposed signage on the southern side wall facing Raglan Street, above the heritage listed item "Baby health care centre building"- Sign 1 - is not acceptable, as it is considered to dominate and detract from the significance of the heritage item. Sign 2 is also not acceptable as it is considered to be inconsistent with the character of the conservation area, therefore, it is recommended to have another top hamper sign, similar to the existing one on the Pittwater Road facade. The proposed window signage is recommended to not exceed 25 percent of the window area to be consistent with the above DCP control. It is also not clear if the proposal involves any changes to the external materials and colours, and the details of any external colour scheme must be provided.

Therefore, Heritage require amendments to the proposal.

Consider against the provisions of CL5.10 of MLEP 2013.

Is a Conservation Management Plan (CMP) Required? No

Has a CMP been provided? No

Is a Heritage Impact Statement required? Yes

Has a Heritage Impact Statement been provided? Yes

The proposal is therefore unsupported.

Note: Should you have any concerns with the referral comments above, please discuss these with the Responsible Officer.

Recommended Heritage Advisor Conditions:

Nil.