

# **Attachment A2**

**Urban Design Study – Part 1**

# 169-173 Victoria Street & 92-98 Brougham Street Potts Point, Sydney

The Piccadilly Hotel, Brougham St Terraces

29/05/2020



**WOODS  
BAGOT**

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## Referenced Documentation

Please read this report in conjunction with the following documents.

Planning cover letter to Council -  
Prepared by Knight Frank

Heritage Impact Statement -  
Prepared by Urbis

Transport and Traffic Report -  
Prepared by GTA Consultants

Contamination Report -  
Prepared by Douglas Partners

# Introduction

## Report

This document has been prepared for council to make planning changes to 92-98 Brougham Street to facilitate the future use of 169-171 Victoria Street and 92-98 Brougham Street as a boutique hotel.

Whilst the Planning Proposal relates to an additional land use only, this Urban Design Report has been prepared to demonstrate how the combined sites could be developed if the use is permitted.

The submission has been revised as a wholly hotel proposal with no additional stories of accommodation. It sets out the key principles of the proposal to allow discussion and agreement prior to the development of a detailed design.

In particular the following items are raised:

1. LEP Height control - No additional storeys are proposed.
2. Conservation Management Plan - the CMP is currently being developed and will inform the design.
3. Car parking - there will be no parking on site.
4. Brougham Street - the subdivision pattern will be retained in any future design development.

## Previous Consultation

### Pre-Development Applications

- June 13th, 2017

Entitled - 171-173 Victoria Street, Potts Point the first Pre development submission was made. It outlined a 8 storey mixed use building. Submitted with Fender Katsilidis

- Submission on the 13th of May 2019.

Mixed use residential and food and beverage proposal, with additional storey of accommodation. Total of 4 Storeys.

Written response received 4th June 2019 and is included in the Appendix for reference.

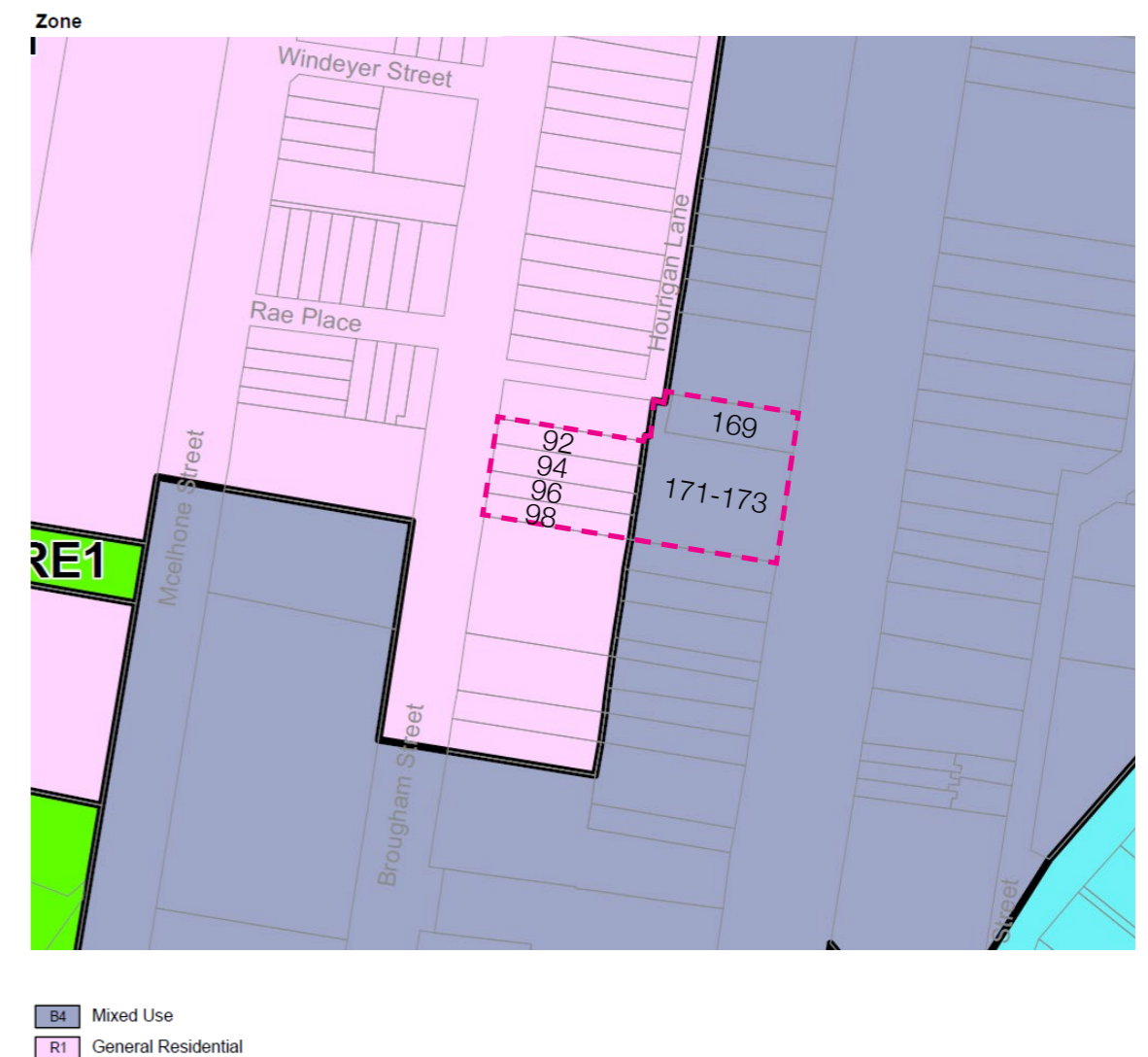
- Submission dated 21st of February 2020

The submission has been revised as a wholly hotel proposal with **no additional stories of accommodation**. Written response received 30th April 2020 and is included in the Appendix for reference.

## Additional Permitted Use

The planning proposal is to allow hotel accommodation at 92-98 Brougham Street, Potts Point as an additional permitted use in Sydney Local Environment Plan 2012 (Schedule 1).

### Land Zoning Map - Sheet LZN\_022



# Site and Location



# Context

## Site location

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**171-173 Victoria Street**

- Constructed in 1939 for brewers, tooth and company 'Austral Club Hotel'.
- Current Music + Club venue (disused)
- Three storey plus one basement
- Brick faced building in Moderne Style.
- DA submitted 2001 for 'Internal renovations & refurbishment of an existing Hotel', Alongside Soho Hotel Heritage Impact Statement



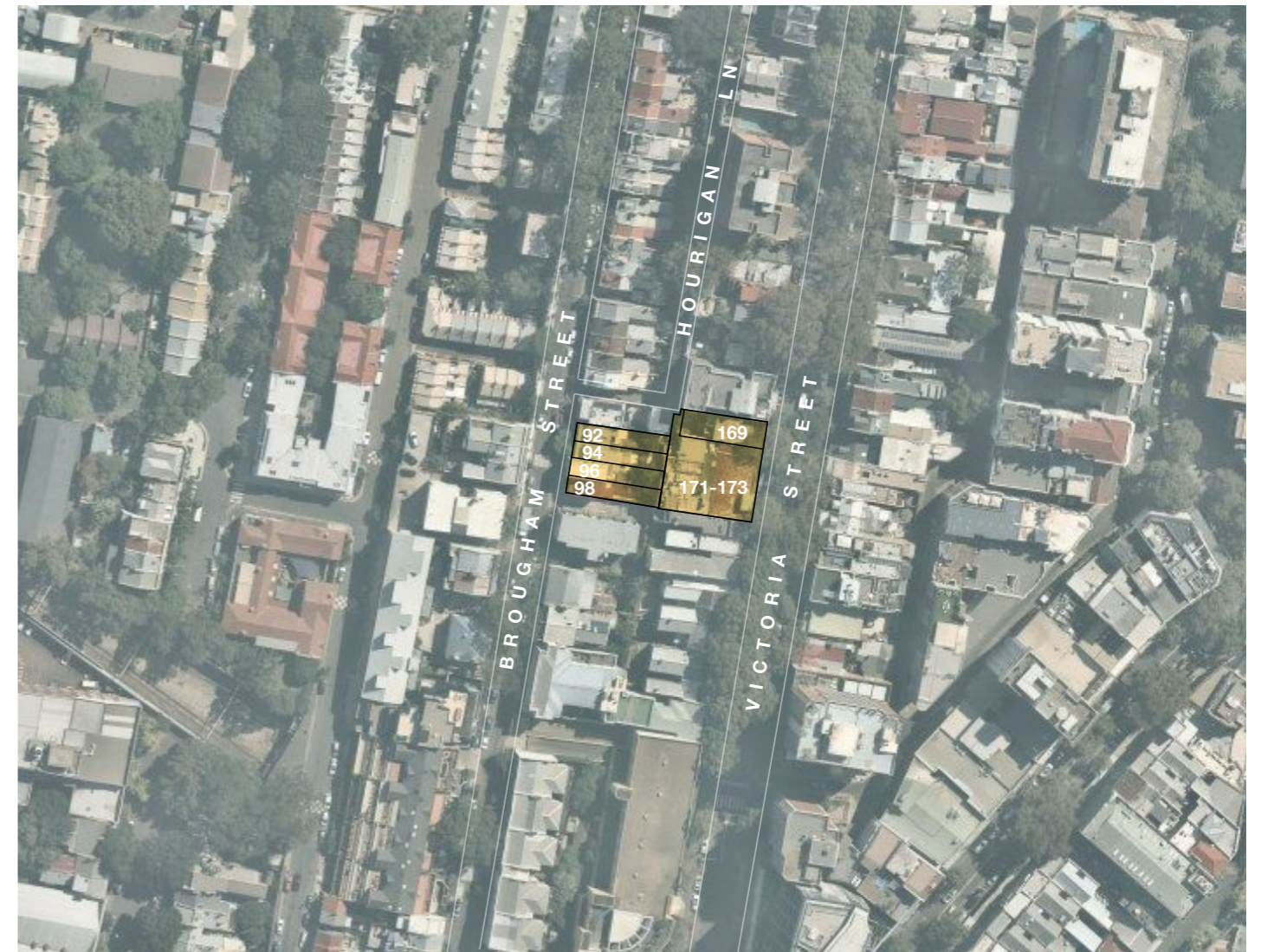
**169 Victoria Street**

- Only remaining section of original sandstone structured terrace.
- Internal layout changed for current brothel (disused)
- Strata Plan Completed 1982.
- Later additions to the rear on Hourigan Lane have distorted appreciation of this aspect.



**92-98 Brougham Street**

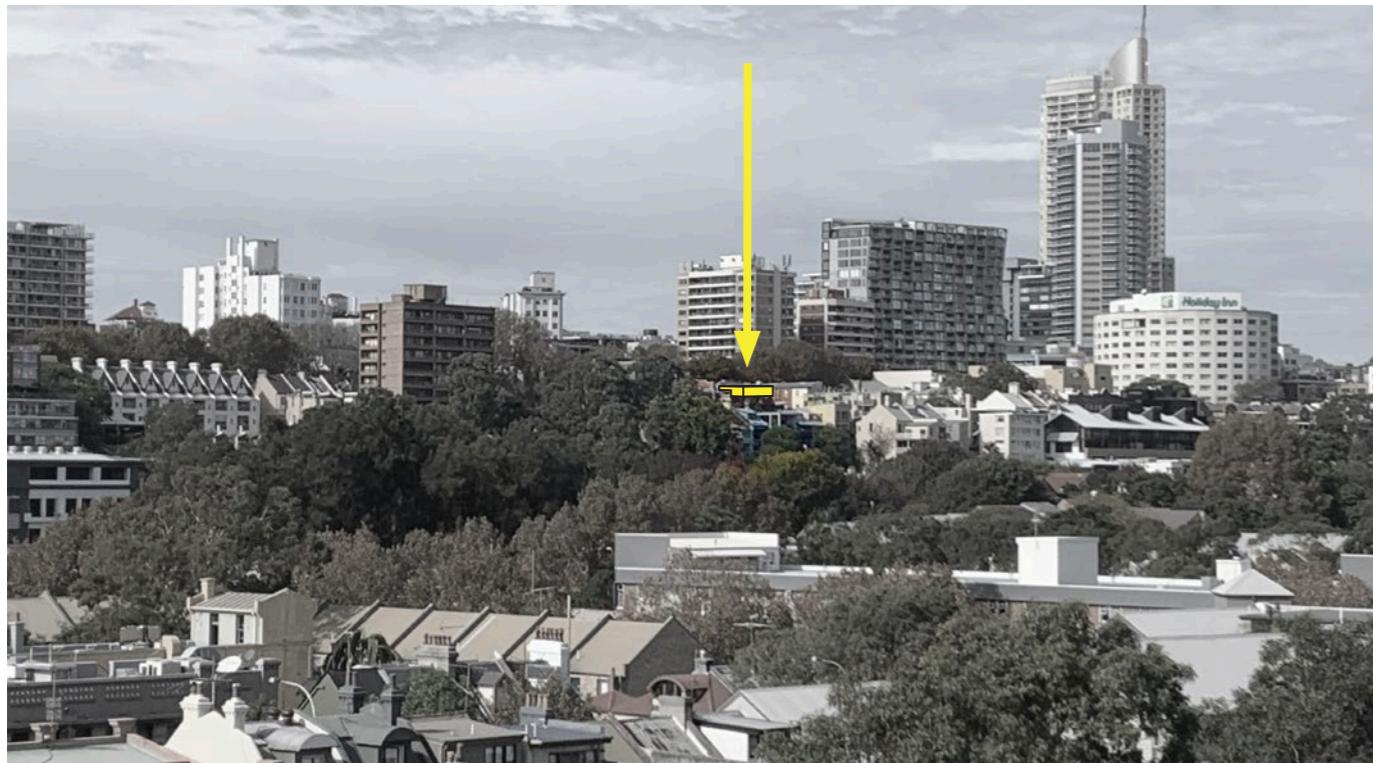
- Remaining group of four Victorian terraces.
- no.96 appears to be mid-century structure, but on internal inspection the original terrace sits within this more recent encasement.
- Internally there has been extensive remodelling.
- Rear outbuildings of varying ages and forms have been added to all the original structure.
- Residential use to all four.
- Single family unit to 92, 94 and 98, and three unit split to no.96.



# Context

## Site topography

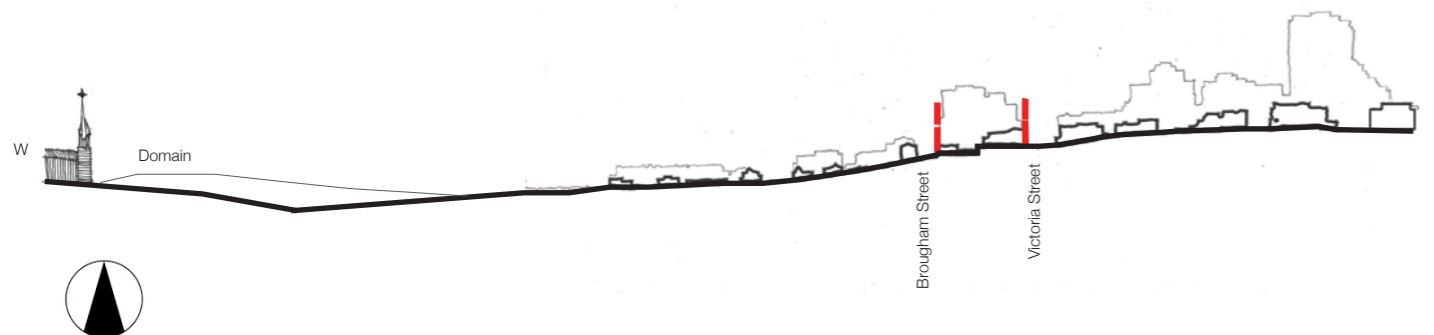
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### View from the Domain

The topography naturally falls towards the west, due to multiple cliff edges between Victoria, Brougham and McElhone Street.

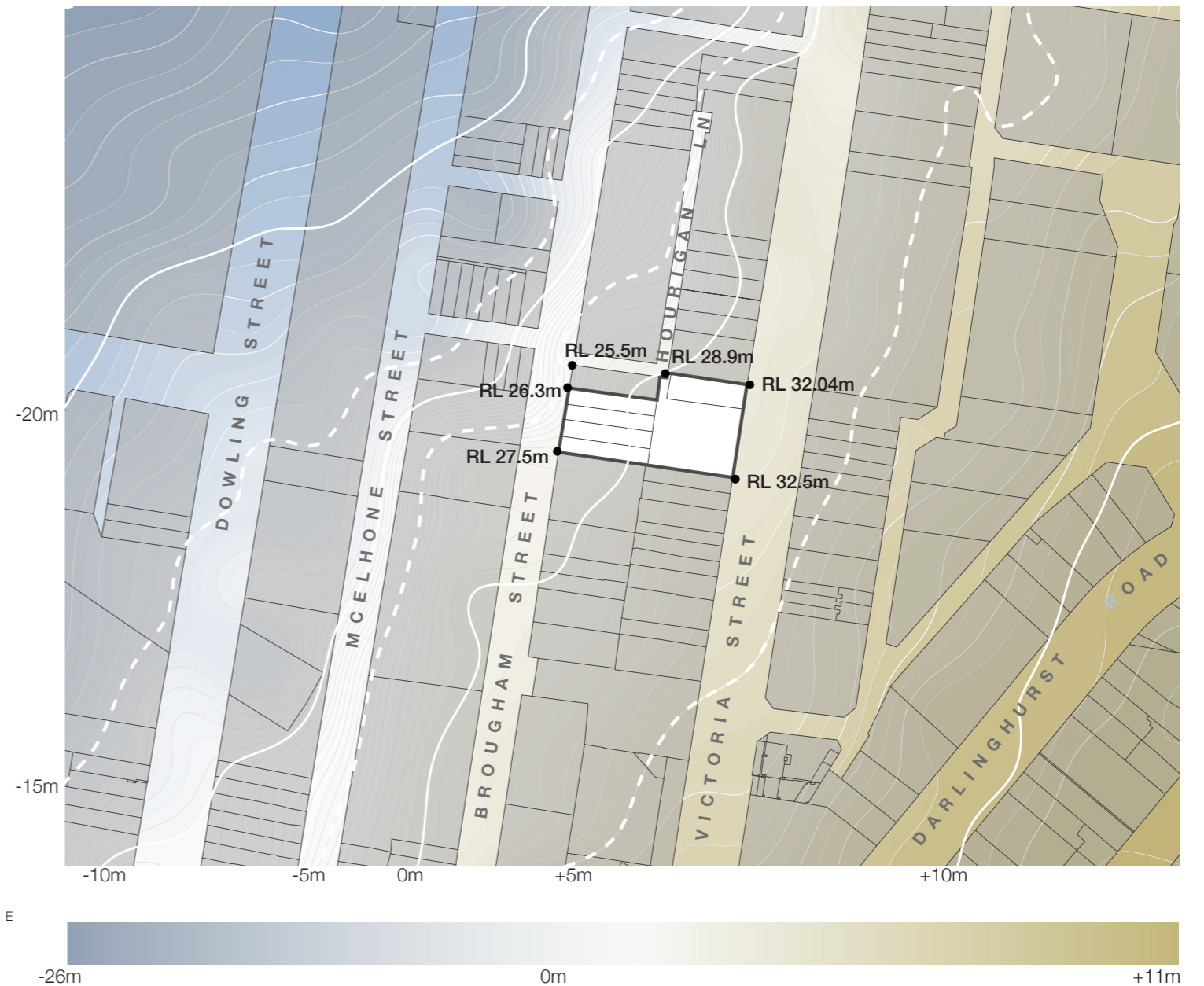
These cliff edges allow the western facade of the Potts Point buildings to enjoy a spectacular and iconic view of the city skyline.



### Site

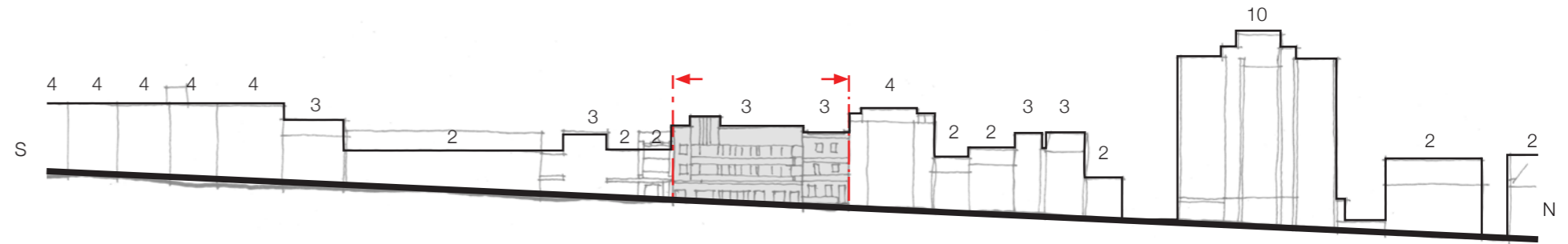
There is a primary fall of 5.0-5.5m across the site descending from east to west, with a secondary fall to the north along the streets.

- Victoria Street has a level of RL 32.5m at the southern corner of the subject site and falls to RL 32.04m to the north.
- Brougham Street falls to the north, with RL27.5m to RL26.3m at the southern corner of the site and RL25.5m to the corner junction of Hourigan Lane.
- Hourigan Lane sits at RL 28.9m to the northern corner of the site and middle of the cross-fall.



# Street character

## Victoria Street



Victoria Street west elevation

### Lot size

- Lot areas vary in size but are generally consistent on the eastern side of Victoria.
- There are two or three particularly larger consolidated lots where mixed-use developments contain residential apartments.

### Street definition

- The original terraces set back from the street for access to the lower ground service areas.
- Later buildings built out to the street boundary clearly and strongly defines the street.

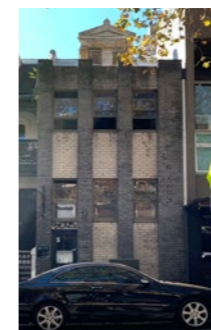
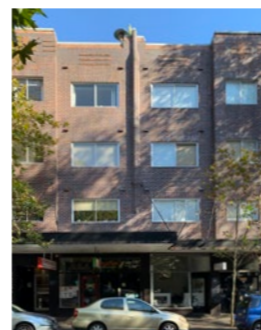
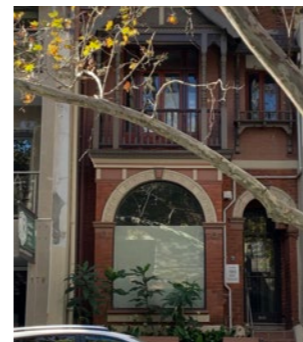
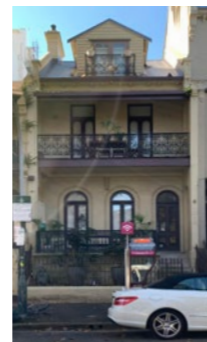
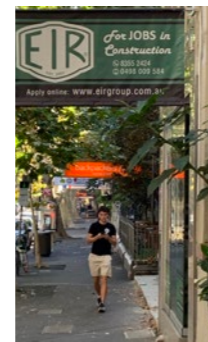
### Building storeys

- Western side of Victoria Street comprises primarily of 2-4 storey buildings.
- This contrasts within a series of taller residential buildings on the eastern side towards Darlinghurst Road.

### Building height

- There is a constant variation in building heights, creating an undulating frontage to Victoria Street.

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### Building use

- The mid-southern portion of Victoria Street is primarily zoned as mixed use.
- There is an uneven quality of street activation.

### Street activation

- At-grade retail shops and cafes inhabit both sides of Victoria Street. It creates an important spine of street activation, positively contributing to the character and amenity of the street.
- Victoria Street west is predominantly retail and cafes. The east side of the street has more commercial offices and disengaged backpacker entries.

### Architectural style

- Diverse range of styles give Victoria Street a dynamic quality.
- Brick and stucco finishes dominate as facing materials.
- Both traditional brick construction and Victorian buildings sit alongside C20th structures along both sides of the street.
- Some older terrace-style buildings appear to have been adapted and extended, with changes in expression.

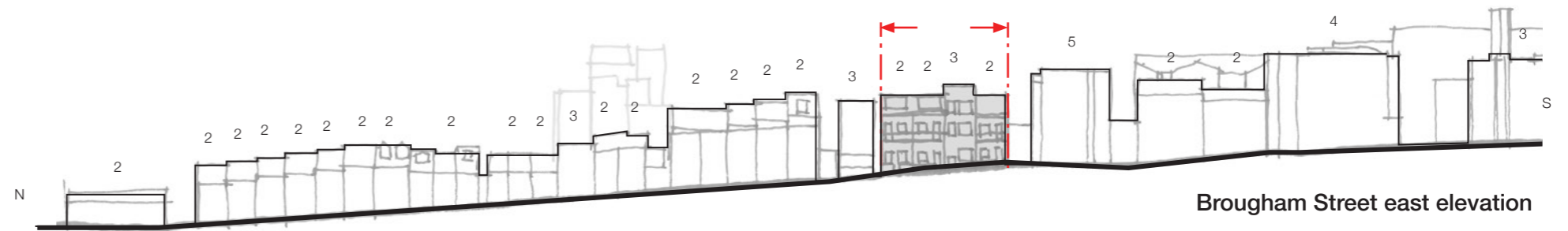
### Street trees / two-way street

- Beautiful setting with two rows of mature trees on either side of the street, creating a sense of enclosure.
- Wide two-way road with two rows of parallel parking cater for the busy nature of this street.
- Street parking dominates both street kerb edges.

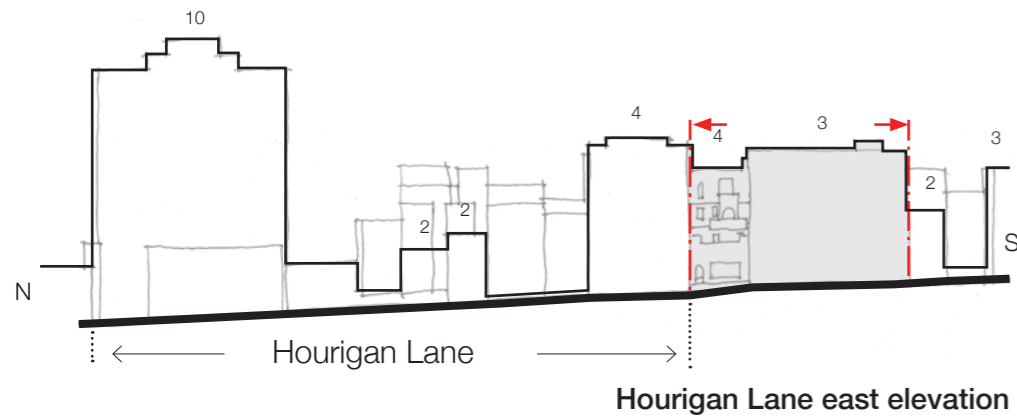


# Street character

## Brougham Street & Hourigan Lane



Brougham Street east elevation



Hourigan Lane east elevation

### Building storeys

- Majority of the Terraces are comprised of 2-storeys, with an exception on residential apartments along the street where 4-5 storeys are visible.
- Roof extensions with dormer windows are common to the original terraces.

### Building height

- The building heights along Brougham Street is fairly consistent as a uniform language of Victorian Terraces, mostly built around the same time, falls down the hill.
- Inconsistency occurs when buildings have been refurbished and/or redeveloped into an apartment building.



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### Lot size

- Original regular terraces plots are visible but have been successively amalgamated to build apartments.



### Building use

- Brougham Street is primarily zoned with low-density residential.
- Some buildings towards the south are zoned as mixed use but are currently built and occupied as residential apartments.

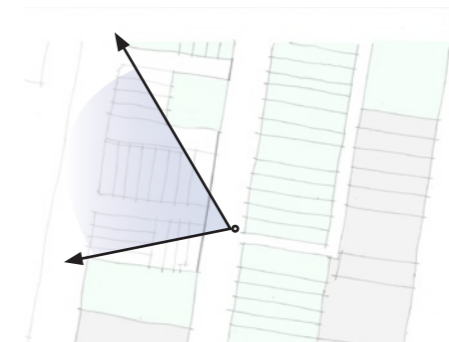
### Street character

- Typically used as back lane access to all Victoria Street buildings.
- Not activated street.
- Glimpse of a spectacular city skyline view towards the west from the narrow slot of Hourigan Lane.



### Architectural style

- Victorian terrace buildings dominate the lower (northern) portion of the street.
- Mixture of Victorian and contemporary architecture style towards the south (top) with some significant heritage buildings.
- Traditional Brick and/or Sandstone construction buildings, primarily for residential with contemporary buildings largely in concrete



### Street view

- There is a break in development on the west section of Brougham Street facing the site. This creates a framed view to the CBD and Harbour Bridge.
- This is formed by an abrupt change and drop on the topography.

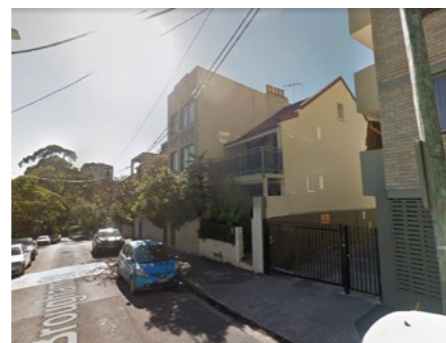
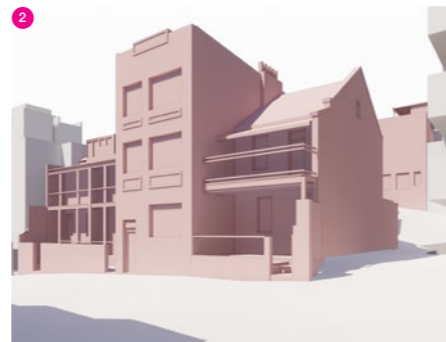
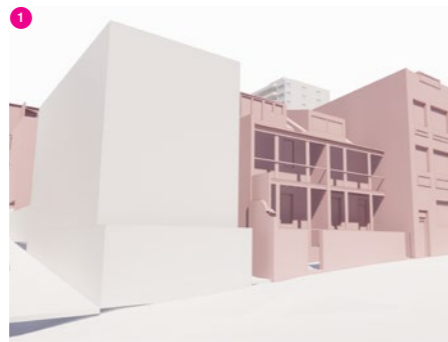


### One-way street

- Steep Gradient - Brougham Street has limited space for manoeuvring as it is also narrowed by the two sides of parallel parking.
- Due to lack of parking within many original buildings, it is likely the street is predominantly used for local parking with pressures at the weekend and evenings.

# Street character

## Existing street views



**Brougham Street view from north**

- View from Brougham Street on the lower and higher end into the site is generally restricted by
  1. Narrow width of the street.
  2. Height of no.90
  3. Deep plot depth of terraces
  4. Rising gradient of street

**Brougham Street view from south**

- View north is generally restricted by
  1. Narrow width of the street.
  2. Flanking gable wall of no.98
  3. Height of no.96
  4. Deep plot depth of terraces

**Victoria Street view from north**

- Set back of 169 from street edge provides a prominent building expression.
- 171 is a local landmark due to form, size and former use.
- High and mature street trees create a second layer in front of the buildings, making it difficult to perceive the full buildings in detail behind.

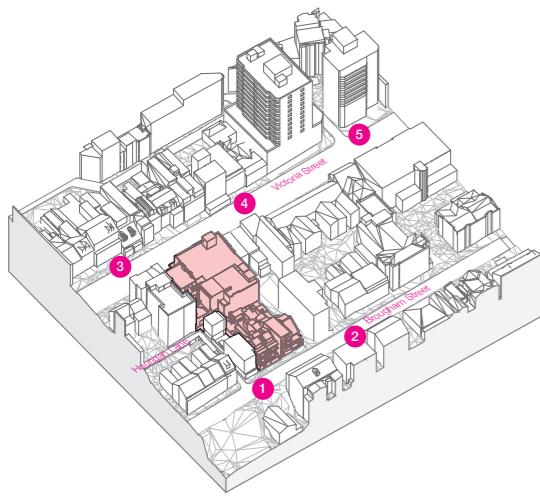
**Victoria Street view from south**

- Deeply recessed veranda and cantilevered awning.
- Strong simple form of 171 visually holds this section of Victoria Street.

**Victoria Street view Long view from south**

- 171 locks into streetscape, with undulating building heights and articulated silhouette.

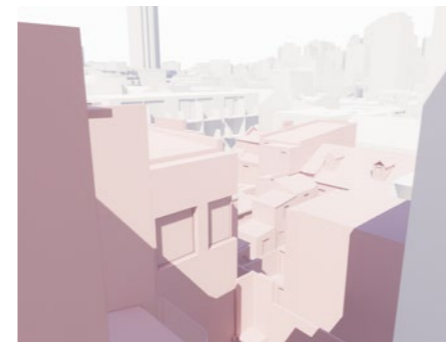
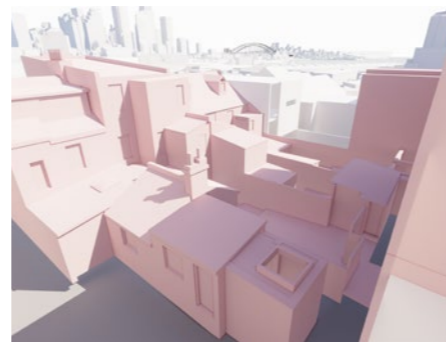
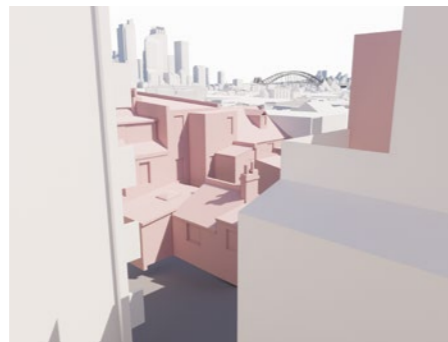
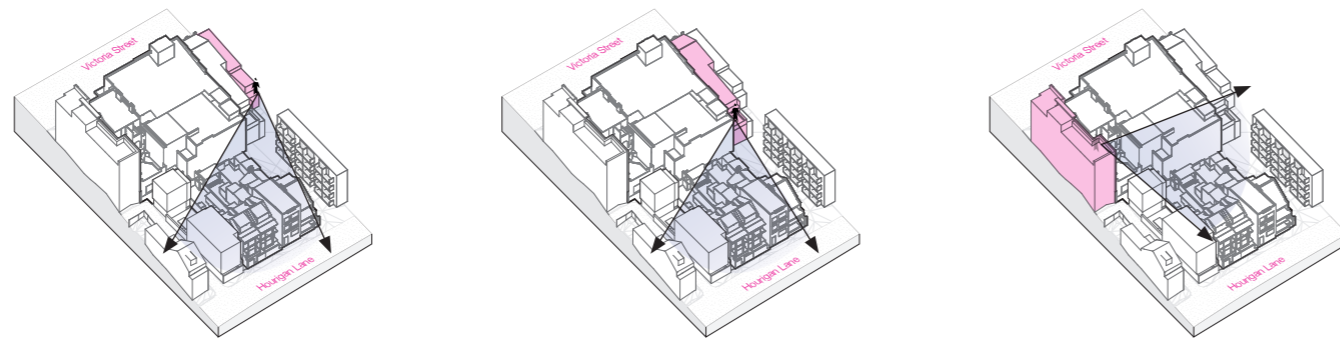
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# Street character

## Neighbouring properties and residential amenity

### Victoria Street west



#### 183 Victoria Street

- 2-storey (1x commercial; 1x residential)
- Existing views into the back of 92-98 Brougham Street buildings create privacy issues for the residents



#### 175 Victoria Street

- 2-storey (1x commercial; 1x residential)
- Existing views into the back of 92-98 Brougham Street buildings create privacy issues for the Brougham Street residents.

(back of building)

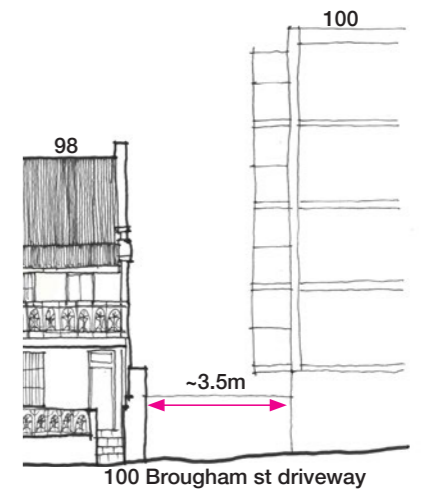
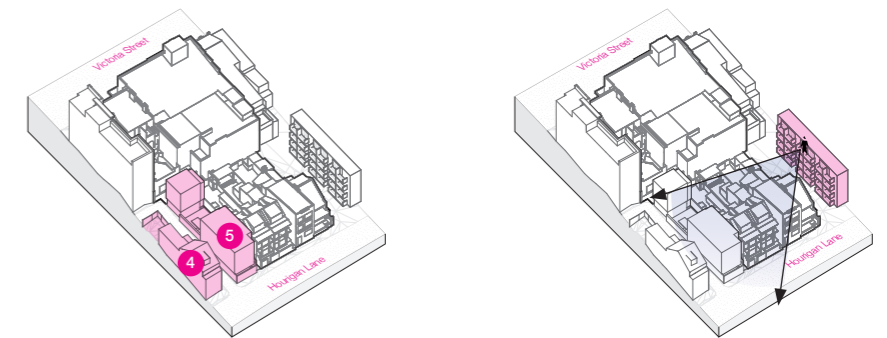


#### 165-167 Victoria Street

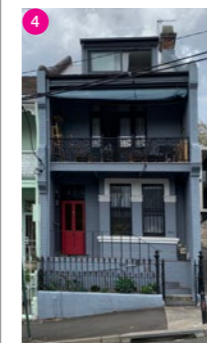
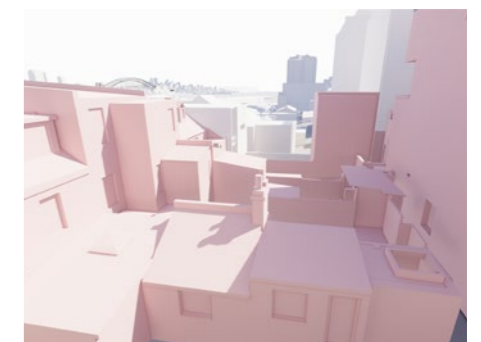
- 4-storey (1x commercial; 3x residential)
- It is important that any future development considers the existing overlooking windows from this property to minimize or avoid any impact on views and amenity.

(back of building)

### Brougham Street east



100 Brougham st driveway



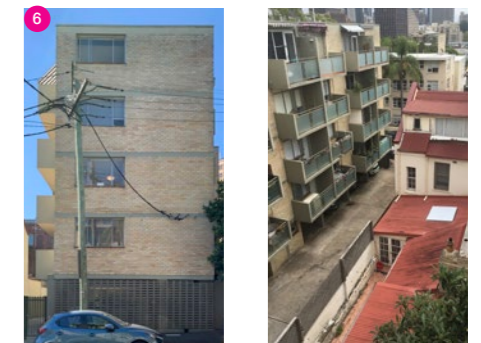
#### 88A Brougham Street

- 2-storey terrace
- Residential



#### 90 Brougham Street

- 3-storey terrace
- Residential
- 3 storey garage and apartment to rear



#### 100 Brougham Street

- 5-storey (1x carparking; 4x residential)
- Similar to the 165-167 Victoria Street building, consideration for privacy / overlooking from 100 Brougham is important.

(side of building)

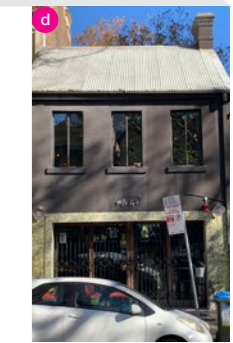
# Street character

## Heritage listed buildings



Brougham Street west

Victoria Street west



### 1. 141-145 Brougham Street

- Late Victorian terrace
- Residential
- 1880

### 3. 171 Victoria Street

- Moderne building, initially designed as the Austral Club Hotel.

### 4. 155-163 Victoria Street

- a. 163
- Late Victorian terrace
- 3 apartments
- 1880's (at most 1984)

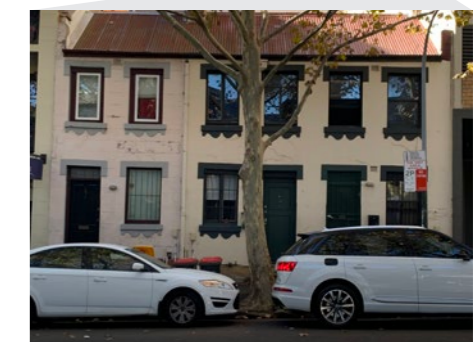
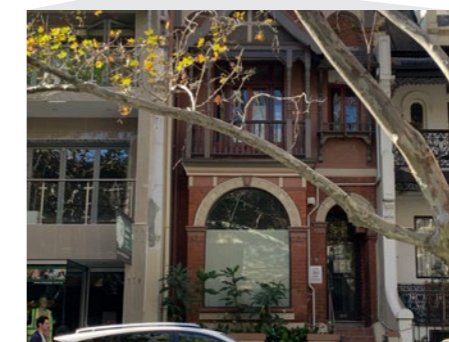
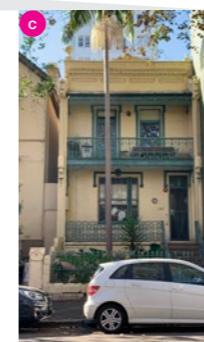
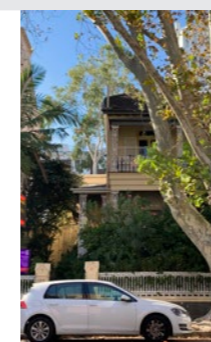
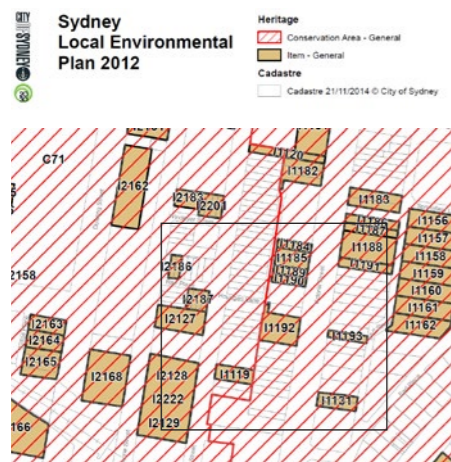
- b. 161
- Victorian terrace
- Residential
- Year unknown

- c. 157 & 159
- Victorian Italianate terrace pair
- Residential
- Erected circa 1872

- d. 155
- Victorian terrace
- F&B
- Year unknown

Brougham St east

Victoria St east



### 2. 106 Brougham Street

- Victorian terrace house, heavily remodelled.
- Residential
- Year unknown

### 5. 158-164 Victoria Street

- a. 158
- Victorian terrace
- Backpackers
- Year unknown

- b. 160-162
- Victorian terrace
- Original backpackers Sydney
- Year unknown

- c. 164
- Victorian Italianate
- Residential
- Year unknown

### 6. 180 Victoria Street

- Federation free terrace
- Historical associations to Edward Hallen, surveyor and architect.
- Year unknown

### 7. 202 Victoria Street

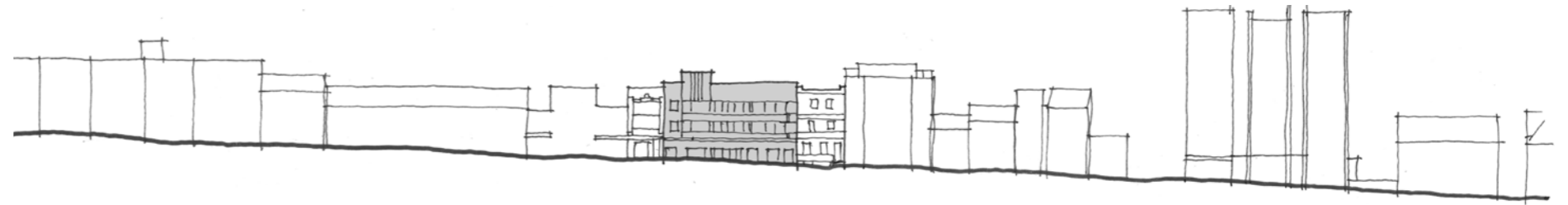
- NSW Heritage act listed\*
- Residential
- A group of 3 terraces erected 1855

According to the DCP, all of our buildings are classified as 'Contributing' buildings to heritage conservation except for 96 Brougham, which is neutral. (see 3.9.8)

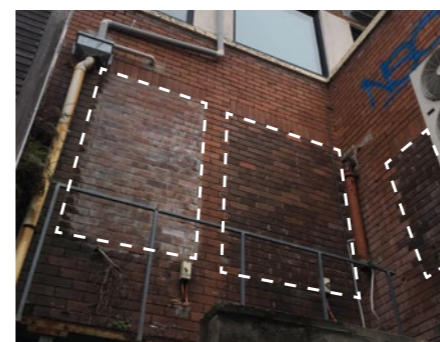
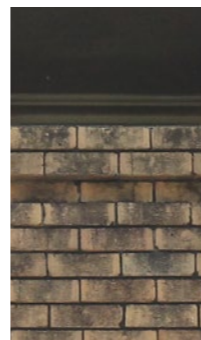
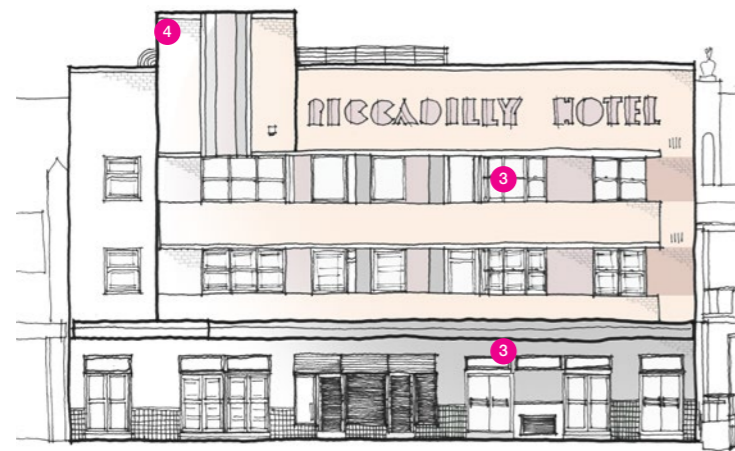
# 171- 173 Victoria Street

## The Piccadilly Hotel

External expression



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- Constructed in 1939 for brewers, Tooths and Company which replaced a previous hotel on the site called the Austral Club Hotel.
- Moderne style building designed by prominent architects Provost and Anchor.
  1. Formal expression
  2. Functional western facade
  3. Art deco features - underside of awning, font type of 'Piccadilly Hotel', balcony details
  4. Iconic parapet

### Formal expression

- The massive masonry box with a robust brick facade expression consistent to all elevations, characterised by curving and deeply recessed verandahs.
- Extant typography to the front and rear.

### Functional western facade

- The rear west facade housed original servicing entry, as well as an outdoor terrace looking over the city.
- Many original windows are bricked in, presumably to reduce sound when operating as a club.

### Art deco detailing

- Original features include
  1. Piccadilly typography
  2. Metal panels to awning underside
  3. Original windows
  4. Internal joinery and tiling

### Roofscape

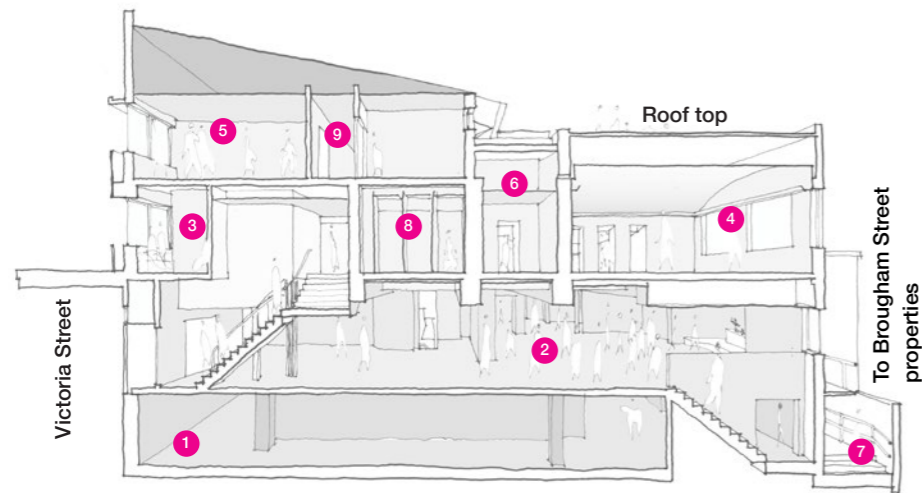
- The parapet extends past the level 02 roof.
- The rooftop is used as a service deck with HVAC systems and flues.

# 171- 173 Victoria Street

## The Piccadilly Hotel

Building evolution

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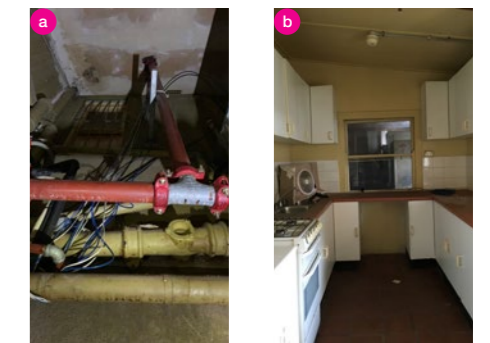
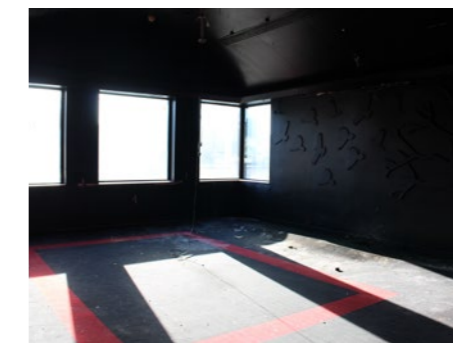
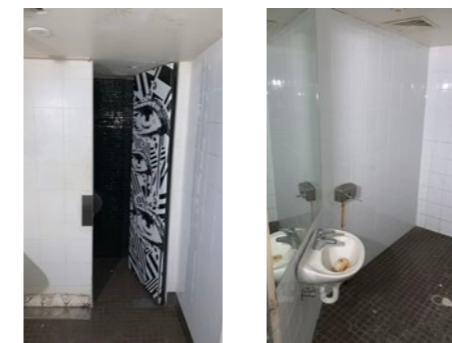
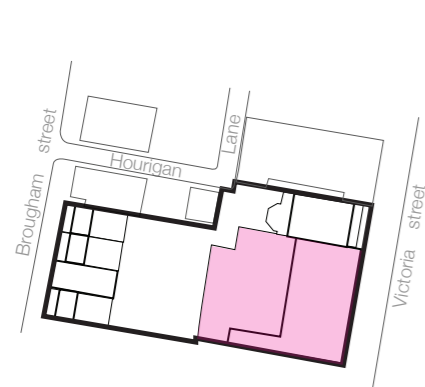


Basement

Ground

Level 01

Level 02



- Recently renowned as the Soho Club, the club has undergone a number of transformations.
- Despite this it is still possible to discern elements of the original form and layout.

1. Basement
2. Main dancefloor
3. Sub rooms
4. Secondary dancefloor
5. Offices
6. Old lightwell
7. Connection to rear
8. Original toilets with timber framed detail
9. Corridor

- Access from the back lane was provided through Hourigan Lane, sized for carts & vehicles of that time.
- It has since been filled with bricks and a fire exit
- External and internal views are shown above.

- Stairwell additions and new toilet facilities were introduced to provide enough amenities to the 3000 capacity users of the building.

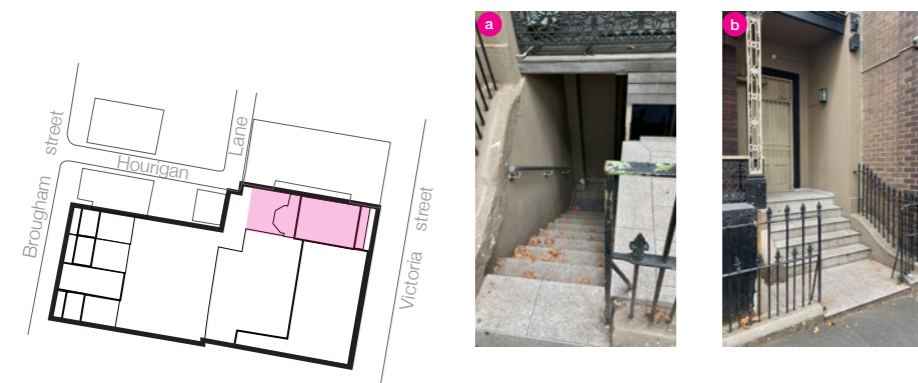
- Former outdoor terrace was transformed into an indoor club area and bar.

- Former light wells that used to bring light into the building are now utility spaces like the kitchen on the roof level (a) or toilets on 1st and risers of light well (b)
- Other lightwells have been in-filled to extend club spaces.

# 169 Victoria Street Former Golden Apple



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## Proportion and detail

Despite works to form the brothel, a number of original details and form remain

- Internal staircase
- Sandstone walls
- External facade detail
- External ironwork
- Generous ceiling heights

## Golden Apple additions (1985)

- Veranda & building additions to west housing garage, terrace & bigger spa.
- Additional internal staircase
- Spa baths
- Bathrooms
- Mirrored Windows, internally to block up windows to street.

The terrace was set back in 1980 after eventual additions filled the volume to the footpath. See Appendix B.

## Recent rear extension (1985)

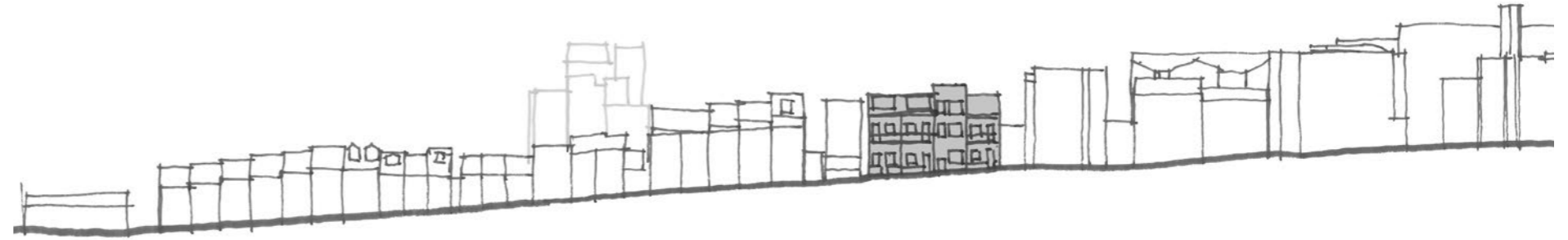
- Verandahs, formed as projecting bay windows in front of the original sandstone flat front
- Garage
- Outdoor Terrace
- Feature parapet

## Original form

- The original building was a simple well-proportioned sandstone terrace, with two rooms per floor and a generous stair.
- The extensions built out to the west boundary in the 1980's, distorting the proportions of the original structure.

# 92-98 Brougham Street

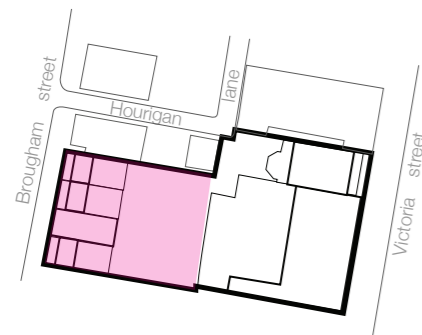
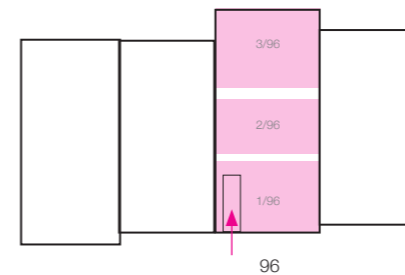
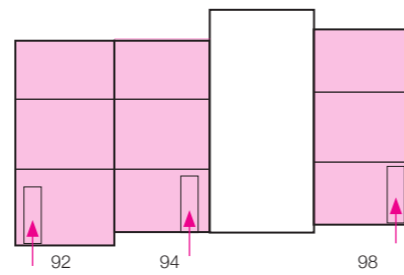
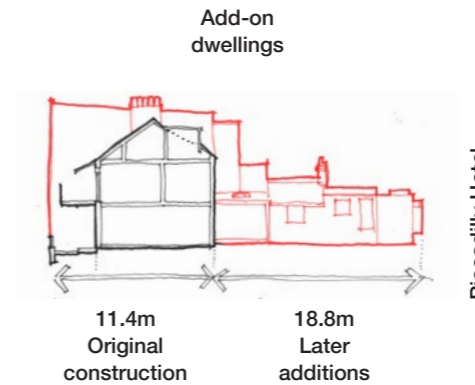
## The terraces



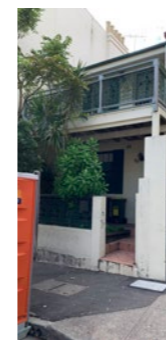
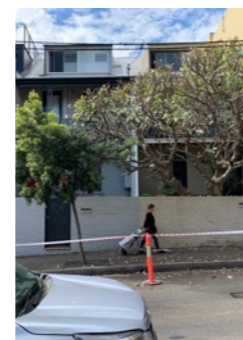
Brougham Street elevation

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- All the terraces have adapted the roof level to residential use, adding dormers to give light and additional space.
- The stairs have been extended to service this floor.



- Directly behind The Piccadilly Hotel on Brougham Street are 4 terraces. The terraces have a small footprint and a much tighter grain in comparison to Piccadilly and Golden Apple.
- The terrace numbers are 92, 94, 96 & 98, built circa 854.
- 90 Brougham is a new house by Smart Design.
- 100 Brougham, a Post-war apartment building is split from 98 by a driveway to service its apartments.



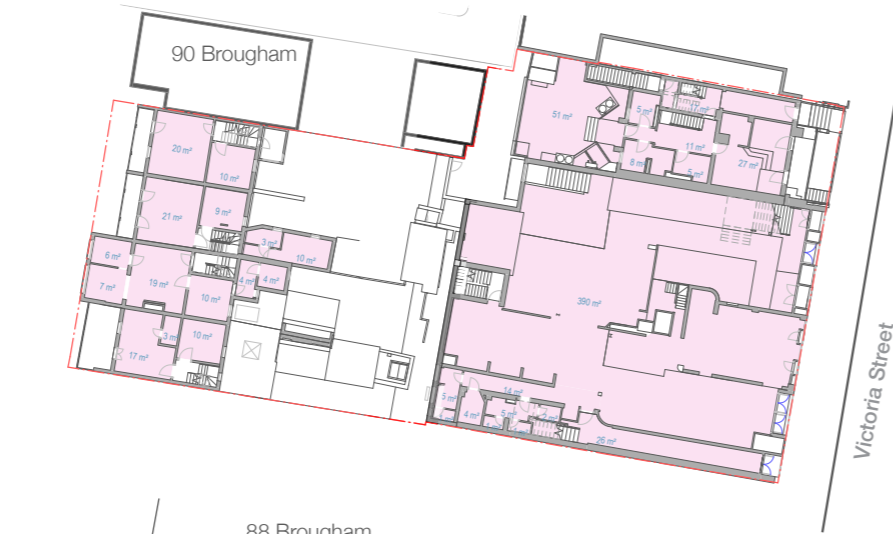
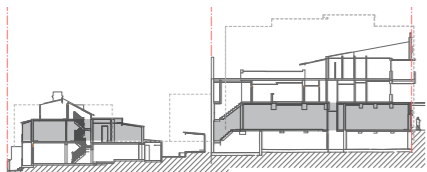
- Original terraces at nos. 92, 94 & 98, all single dwelling and accessed directly from the street.
- Externally the original form is still visible, but there have been a number of changes such as walls to the front gardens and extended first floor verandahs.
- The original terrace at no. 96 was encased mid-century to appear like a new building. At this time it was split into 3 apartments including one per floor. The original stair was retained and the floors extended out to the boundary.

- All terraces extend out beyond their original form.
- Site inspections revealed no consistent forms to these, and it would appear they were added later to the original.
- The forms continue to evolve in an adhoc mixture of metal roof and masonry.

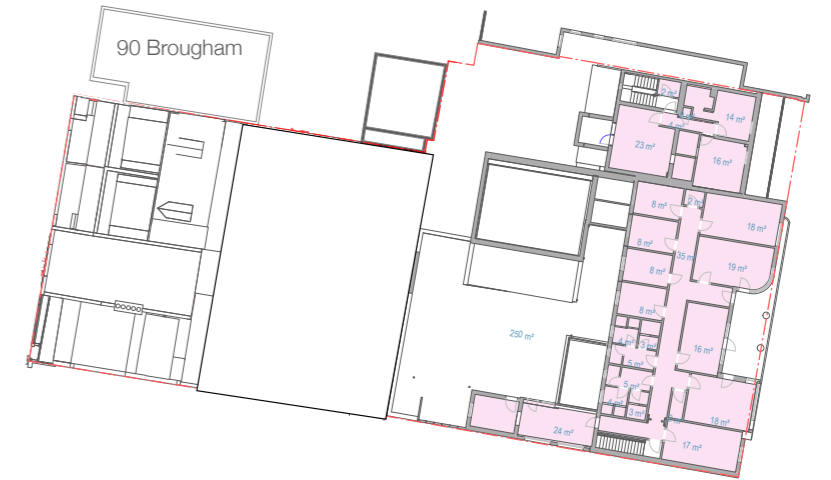
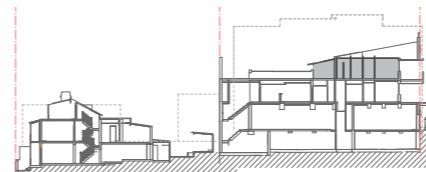


# Existing area plans

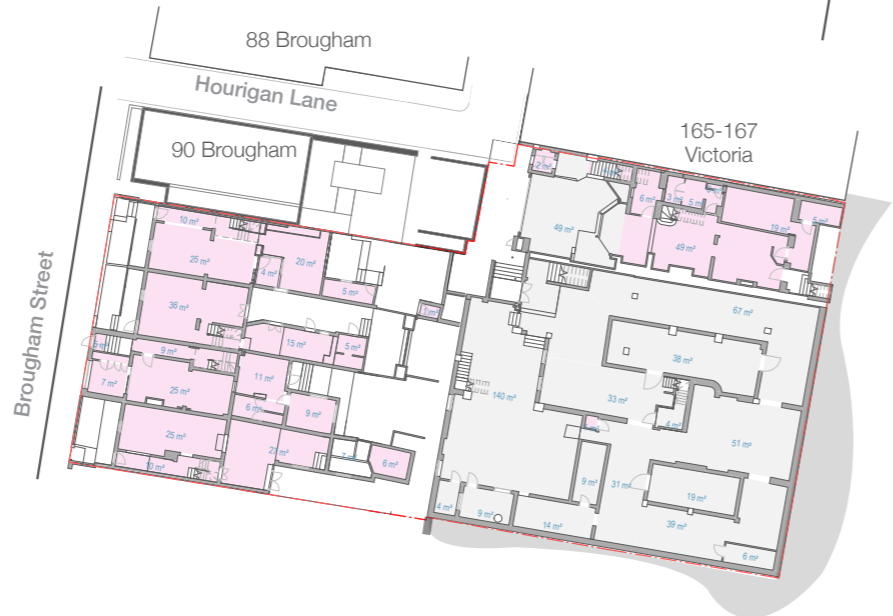
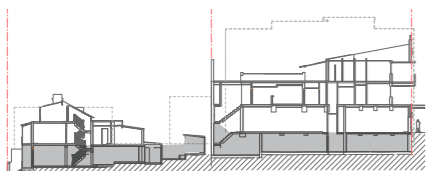
**RL 32.60**  
Victoria Street ground plan



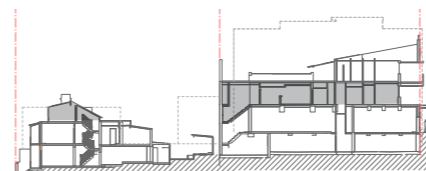
**RL 39.35**  
Victoria Street level 03 plan



**RL 28.00**  
Brougham Street ground plan  
(Victoria Street basement plan)



**RL 36.25**  
Victoria Street level 01 plan



Internal - Built GFA (total: 1911m<sup>2</sup>)  
Internal - Non-GFA



# Proposal



# Vision

## Precedents

Celebrating the identity and history of the Piccadilly Hotel - from Pre Existing origins to today.

- Heritage as foundation, informing the diverse character of space.
- Retaining and enhancing local street character and amenity.
- An adaptive re-use of structures demonstrating social, environmental and economic sustainability.



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Adaptive re-use of Piccadilly Hotel and 169 Victoria Street into world class hotel and F&B destination, securing and preserving fabric and soul

Transformation of Brougham Street residential buildings into a boutique hotel, restoring terrace group and enhancing street and urban character.

Reconceiving the residential outbuildings as fine grain garden pavilions connecting all buildings, respecting and enhancing amenity on site and within neighbourhood.

Re-engaging Victoria Street with high quality activated F&B, raising aspirations for future development and rebirth of neighbourhood amenity.



### Adaptive reuse of the Piccadilly Hotel

Hotel Esplanade, Melbourne

### Transformation of Residence to Hotel

Soho Hotel, Shoreditch

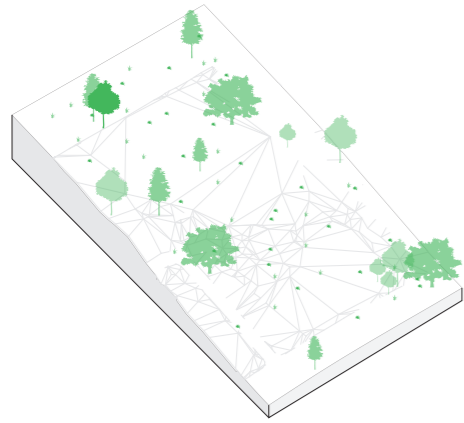
### Garden Rooms

Garden by William Dangar

### High Quality Food and Beverage

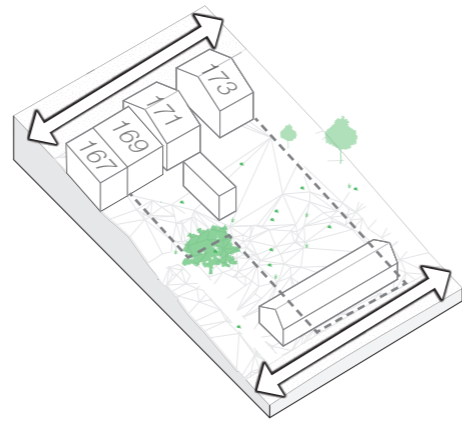
Cecconi's Restaurant, Miami

# Evolution of Site



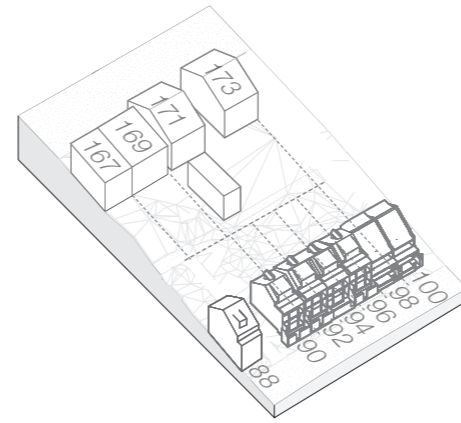
## Pre-European

Native landscape



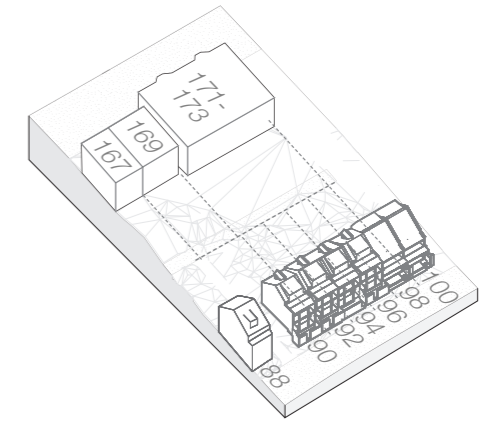
## Potts Point

19th century  
Introduction of Victoria and Brougham Street  
Sandstone terraces to Victoria with garden over city  
Service building to Brougham St



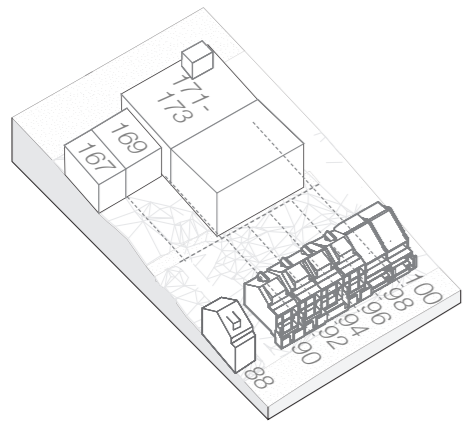
## Brougham St Terraces

Site Subdivided



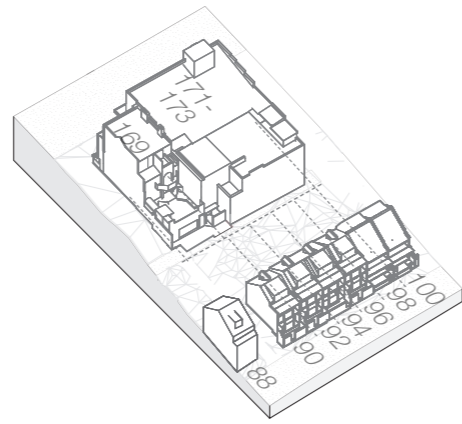
## The Austral Club

20th century  
The Austral Club



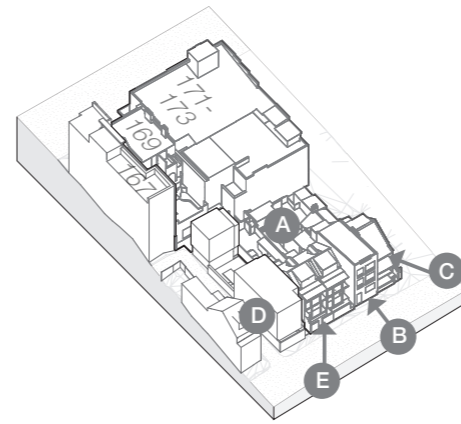
## The Piccadilly Hotel

20th century  
Views to city  
Built to boundary  
The Piccadilly hotel was constructed in 1939 to replace previous hotel



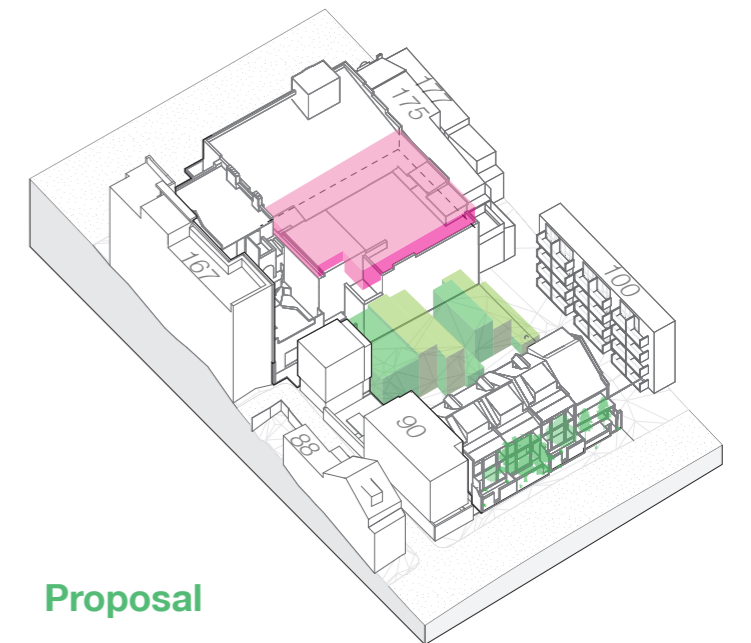
## Soho

The Austral Club becomes The Piccadilly Hotel  
Windows blocked in  
24 hour venue  
169 - Golden Apple - Brothel  
Private access from the rear of Golden Apple  
Service access from Victoria and Street and Hourigan Lane.



## Additions

- A. Outbuildings continue to be erected in adhoc manner.
- B. 96 encased in 1940's structure
- C. 98 balcony extended
- D. 90 demolished
- E. Boundary wall - railings to flat wall



## Proposal

- Brougham Terrace restored
  - building form
  - street perimeter
- Soho restored
- 169 restored
- Existing roof extension completed
- Gardens reinstated