

## **PART D –SPECIFIC SITES**

### **SECTION 1 ALFRED STREET PRECINCT**

#### **1.1 INTRODUCTION**

The Alfred Street Precinct is located in between the North Sydney CBD (across Warringah Freeway to the west) and the Whaling Road Heritage Conservation Area (to the north and east) which incorporates low scale residential dwellings being 1- 2 storeys in height.

The most visible element of the Precinct is the “highly visible” and “unattractive” 18 storey building at 275 Alfred Street (as noted by the Sydney North Planning Panel) and Bayer rooftop signage. This building is commonly known as the Bayer Building which is located along the eastern side of the Warringah Freeway; and is a key, but obtrusive component of North Sydney’s skyline. Immediately to the west is the Cahill Expressway.

As noted by the Sydney North Planning Panel, *“the site is well-located to public transport and services; therefore additional development potential is appropriate. In addition, the Panel sees strategic merit in the change of the site’s visual impact”*.

Furthermore, the Sydney North Planning Panel noted that the Precinct also has site-specific merit and provides the potential for redeveloping a block on which the existing development is ripe for replacement without major adverse impacts on its surroundings.

As a result of this proposed Site Specific Development Control Plan for The Precinct, new development within the Precinct should result in:

- A new modern Iconic Tower at 275 Alfred Street which will represent a significant improvement in the Architecture and Urban Design compared to the existing “unattractive” building and Bayer rooftop signage. Furthermore, the development under this Site Specific DCP would not have unreasonable adverse impacts on the adjoining Heritage Conservation Area.
- A vibrant mixed use Precinct which will incorporate retail uses to activate Alfred Street, Whaling Road and the pedestrian arcade; commercial floor space to provide areas for small businesses, start ups and creative uses (which will play a supportive role to the North Sydney CBD) and residential accommodation;
- Improved permeability in between the North Sydney CBD and Heritage Conservation Area with a pedestrian arcade through the Precinct;
- Improved ground floor plane with the widening of footpaths and increase of landscaping along the street frontages;
- A high quality built form which transitions down to the Heritage Conservation Area; and

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- To minimise the amenity impacts to the adjoining residential dwellings in the Heritage Conservation Area; and
- A Voluntary Planning Agreement (VPA) is to be prepared which offers a range of public domain works as reflected in Section 1.1.9 entitled “Public Domain Works” and provision of affordable housing (either as a monetary contribution and/or to be provided within the development).

#### 1.1.1 Land to which this Section Applies

This section of the DCP applies to the Alfred Street Precinct which is illustrated in Figure 1 and outlined below:

- 283 Alfred Street being Lot 14 DP67882; Lot 15 DP67882; Lot 16 DP67882; Lot 3 DP554750; and Lot 1 DP554749 (Site/Building A);
- 275 Alfred Street being Lot 1 DP54856 (Site/Building B);
- 271-273 Alfred Street being Lot 1 DP532504 and SP6830 (Site/Building C); and
- 263-269 Alfred Street/4 Little Alfred Street being SP71563 and SP71454 (Site/Building D).

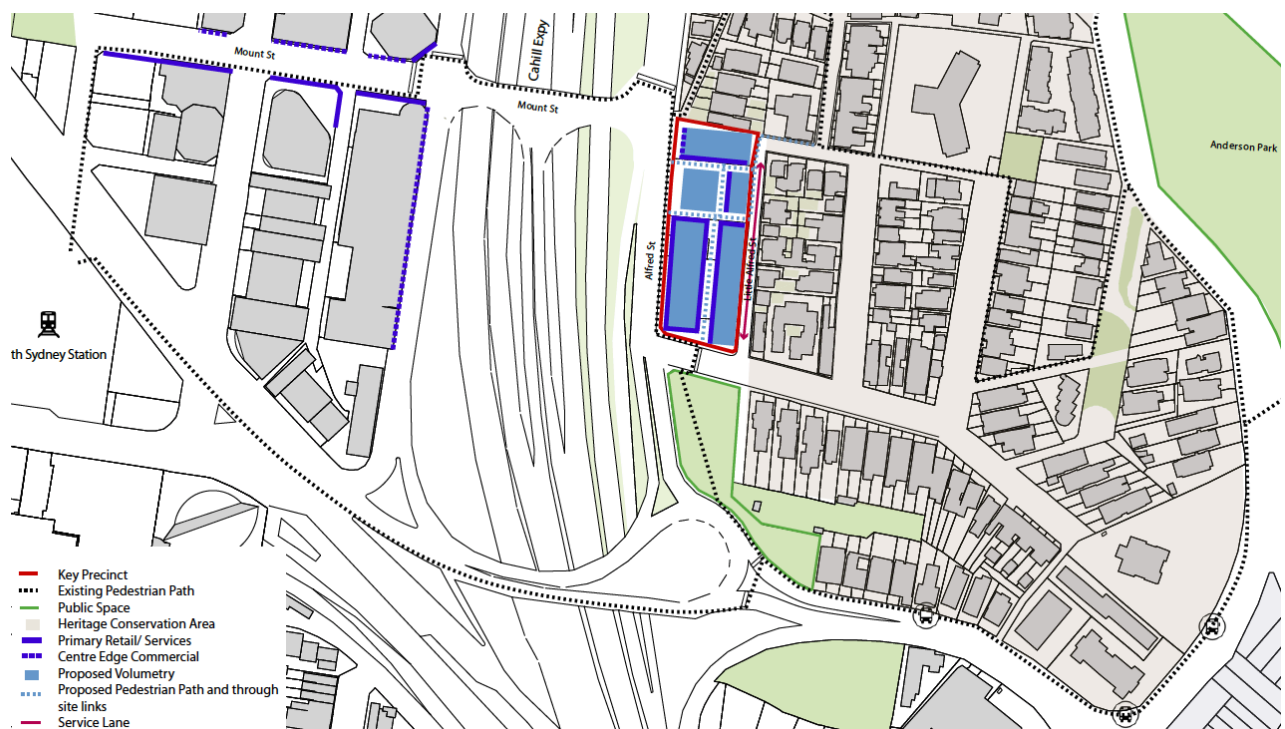


Figure D-1.1: Alfred Street Precinct

#### 1.1.2 Relationship to other sections

Where relevant this section of the DCP should be read in conjunction with the following Sections of the DCP:

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- (a) Part A: Section 3 – Submitting an Application;
- (b) Part B: Section 1 – Submitting an Application;
- (c) Part B: Section 2 – Commercial and Mixed Use Development;
- (d) Part B: Section 8 – Outdoor Dining and Display of Goods on the Footpath;
- (e) Part B: Section 9 – Advertising and signage;
- (f) Part B: Section 10 – Car Parking;
- (g) Part B: Section 11 – Traffic Guidelines for Development;
- (h) Part B: Section 12 – Access;
- (i) Part B: Section 13 – Heritage;
- (j) Part B: Section 14 – Contamination and Hazardous Building Materials;
- (k) Part B: Section 16 – Tree and Vegetation Management;
- (l) Part B: Section 15 – Bushland;
- (m) Part B: Section 17 – Erosion and Sediment Control;
- (n) Part B: Section 18 – Stormwater Drainage;
- (o) Part B: Section 19 – Waste Management;
- (p) Part B: Section 20 – Public Infrastructure; and
- (q) Part C: Section 2 – North Sydney Planning Area.

### **1.1.4 Relationships to other documents and planning policies**

Where relevant, this section of the DCP should be read in conjunction with the following:

- (a) SEPP No.65 – Design Quality of Residential Flat Development and Apartment Design Guide;
- (b) SEPP (Affordable Rental Housing) 2009; and
- (c) SEPP (Building Sustainability Index: BASIX) 2005.

### **1.1.5 General Objectives**

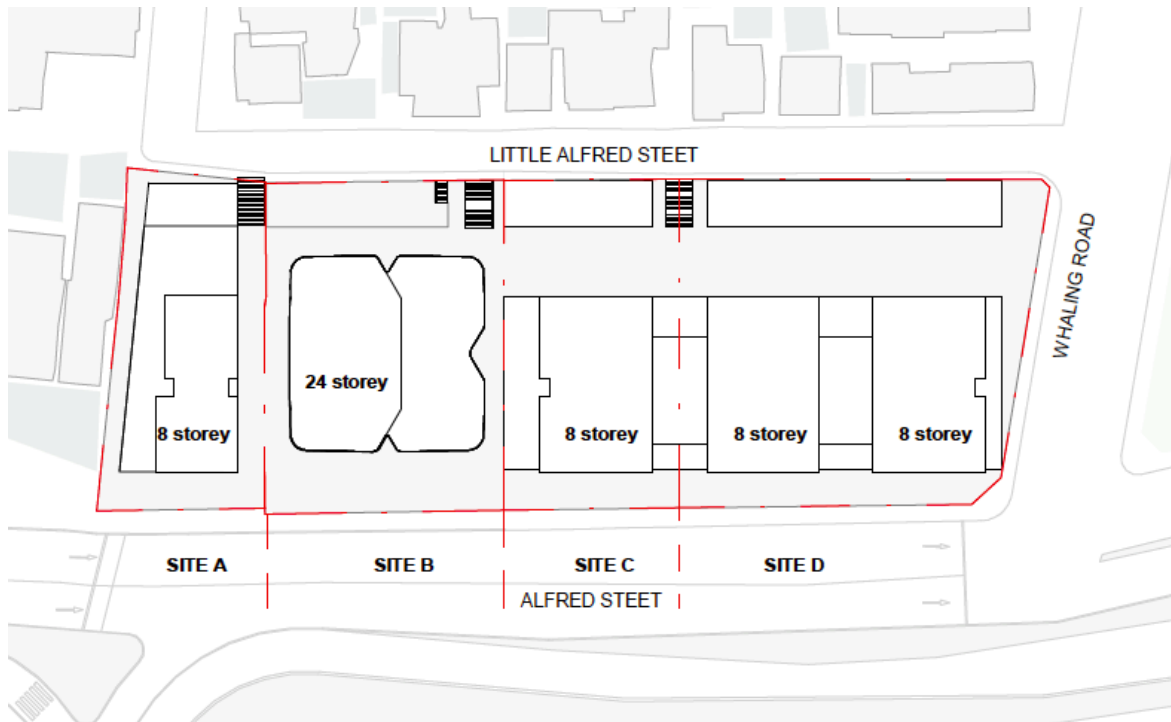
- A new modern Iconic Tower at 275 Alfred Street which will represent a significant improvement in the Architecture and Urban Design compared to the existing “unattractive” building and Bayer rooftop signage.
- To provide a planning and urban design framework that guides the future redevelopment of the Alfred Street Precinct;
- To enable the redevelopment of the Alfred Street Precinct as a vibrant and liveable mixed use Precinct which integrates retail, commercial and residential uses close to public transport;
- To improve permeability within and around the Precinct to allow for better connections between the North Sydney CBD and Heritage Conservation Area;

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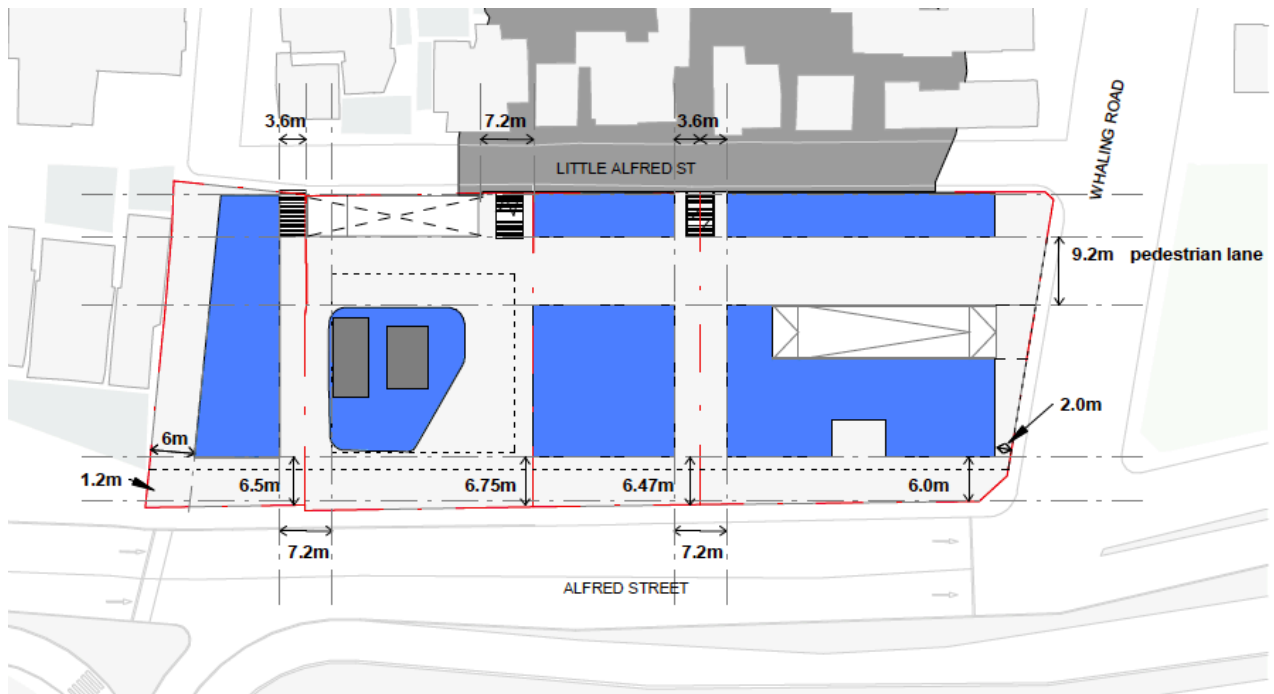
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- To improve the ground floor plane and public domain for a better pedestrian experience and promote social interaction;
- To upgrade existing outdated commercial floor space and provide employment opportunities and areas for commercial uses that play a supportive role to the North Sydney CBD;
- To promote housing diversity through a mix of dwelling types;
- To minimise the amenity impacts to the adjoining residential dwellings in the Heritage Conservation Area, and
- A Voluntary Planning Agreement (VPA) is to be prepared which offers a range of public domain works as reflected in Section 1.1.9 entitled “Public Domain Works” and provision of affordable housing (either as a monetary contribution and/or to be provided within the development).

**1.1.6 Layout and Massing**



**Figure D-1.2: Number of storeys**



**Figure D-1.3: Ground Floor setbacks**

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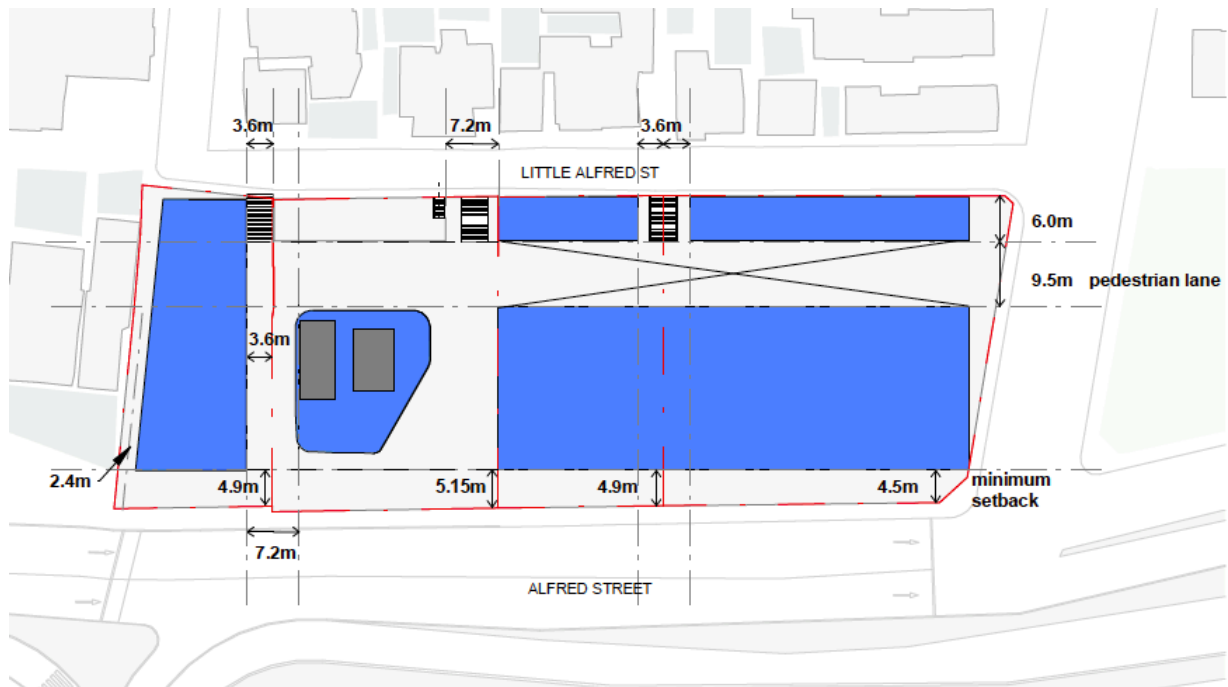


Figure D-1.4: Level 1 setbacks



Figure D-1.5: Level 7 setbacks

Provisions

- P1 The layout and massing of each proposed development site is to be generally consistent with Figures D – 1.2 to D-1.5 above and to be redeveloped generally in accordance with the Amalgamated Pattern in Figure D1.8.

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- P2 In relation to 275 Alfred Street, any proposed new tower shall comprise of a “slimmer” profile at its topmost levels as recommended by the Sydney North Planning Panel.
- P3 The built form within the podium along Little Alfred Street is to incorporate fine grain residential accommodation to create an appropriate transition with the adjoining Heritage Conservation Area.
- P4 The ground floor setbacks along Little Alfred Street, Alfred Street and the northern boundary are to incorporate landscaping where possible.
- P5 Limit the overshadowing to the surrounding neighbours within the Heritage Conservation Area and to the Alfred Street North Park.

### 1.1.7 Pedestrian Arcade

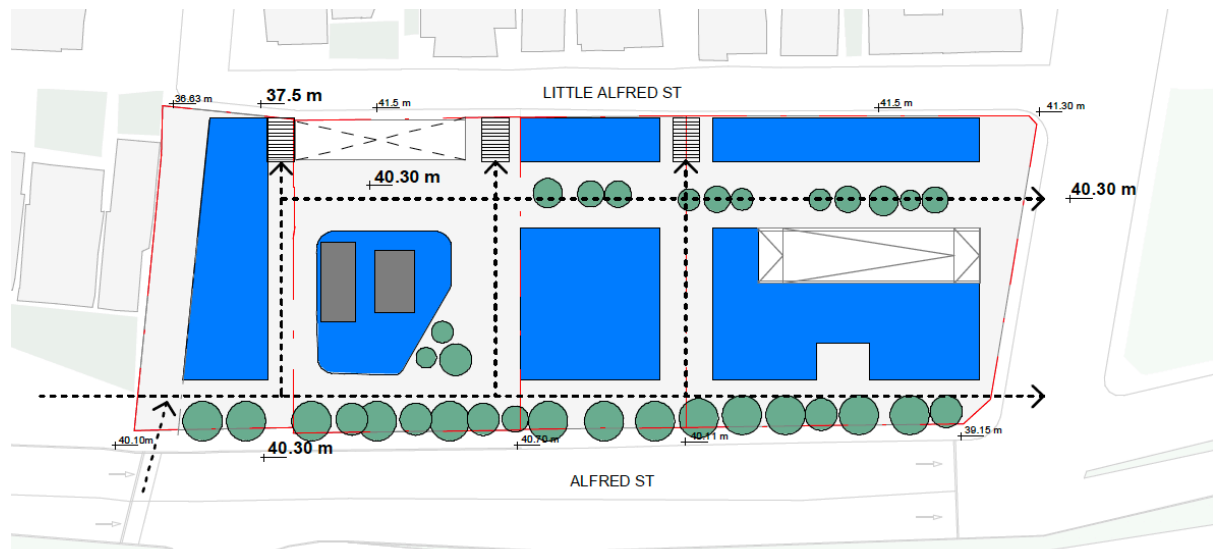


Figure D-1.6: Ground floor pedestrian arcade

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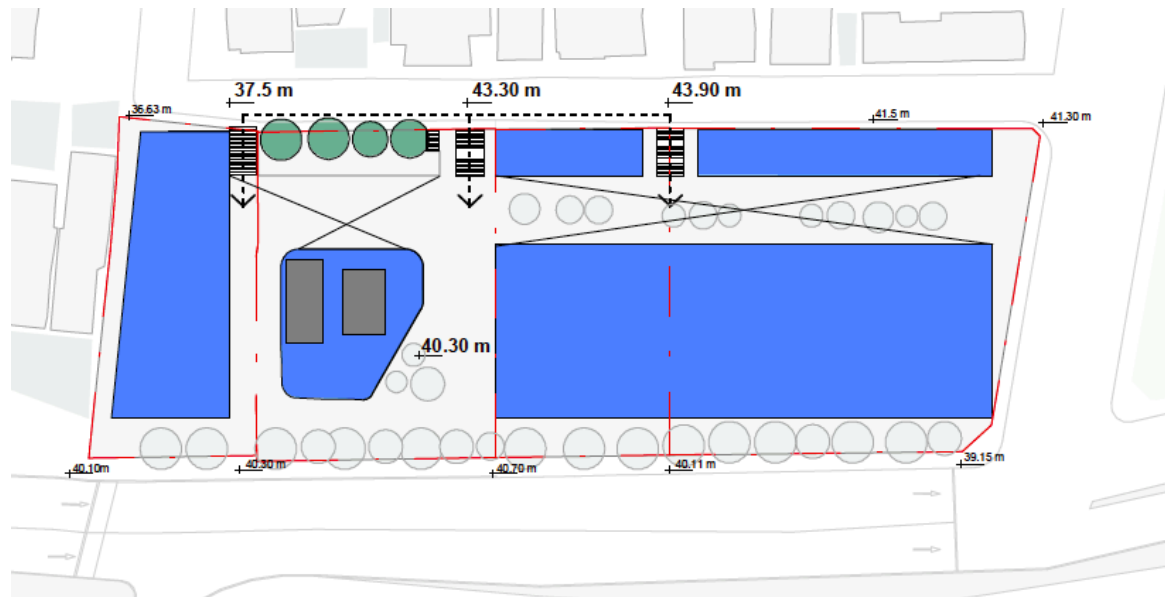


Figure D-1.7: Level 1 pedestrian arcade

### Provisions

- P1 Create a pedestrian arcade which is generally consistent with Figures D-1.6 to D-1.7 above which will provide connections between Little Alfred Street, Alfred Street and Whaling Road.
- P2 The pedestrian arcade is to be activated by retail shops and create places for social interaction.
- P3 The pedestrian arcade is to provide some covered areas for weather protection.



### 1.1.8 Amalgamations

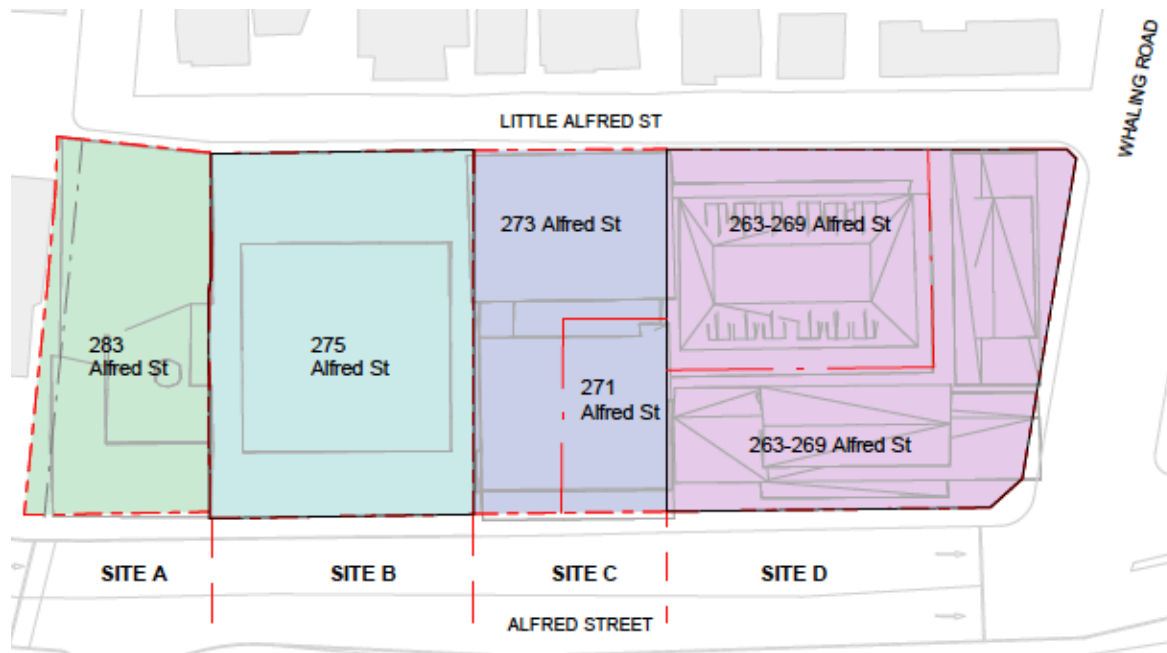


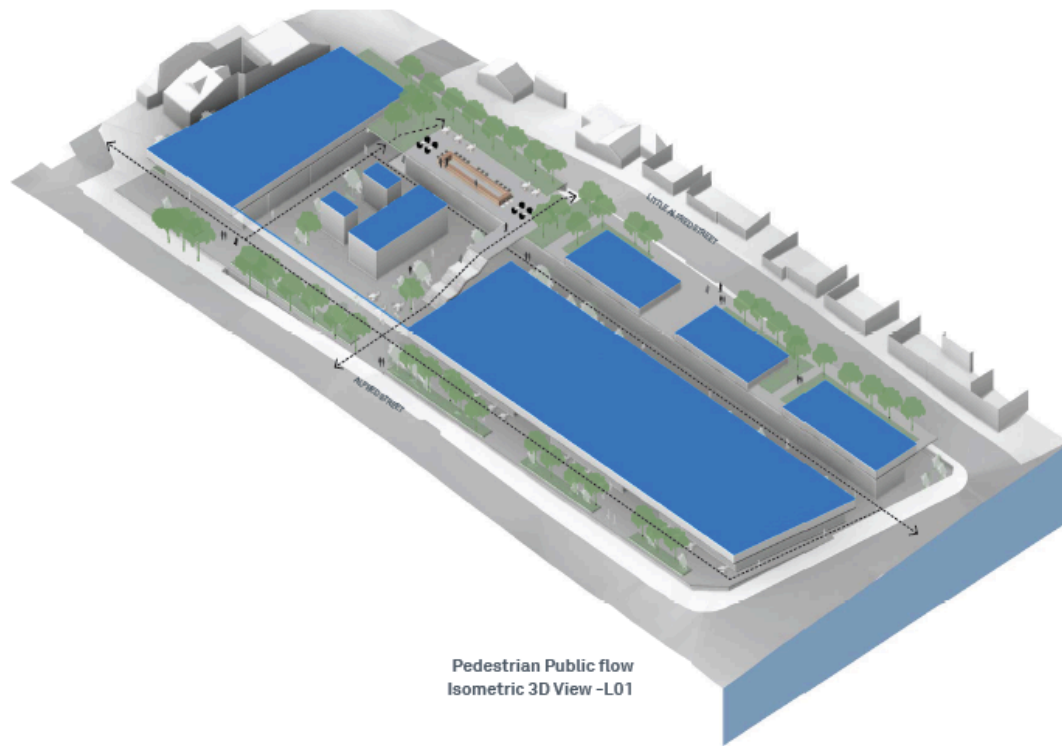
Figure D-1.8: Amalgamation pattern

### Provisions

P1 The redevelopment is to be amalgamated in 4 individual sites which is consistent with Figure D-1.8 and outlined below:

- **Site A** (283 Alfred Street): no amalgamations required;
- **Site B** (275 Alfred Street being): no amalgamations required;
- **Site C**: amalgamation of 271 and 273, Alfred Street, and
- **Site D**: amalgamation of 263-269 Alfred Street and 4 Little Alfred Street.

### 1.1.9 Public Domain Works



**Figure D-1.9:** Public domain works

### Provisions

- P1 Provide new public domain and improvements to the existing pedestrian infrastructure including the following:
- Increase landscaping along Little Alfred Street and Alfred Street to create a landscaping buffer;
  - Increase setbacks along Whaling Road, Little Alfred Street and Alfred Street to improve the pathways with some kerb build outs along Alfred Street generally consistent with Figure D-1.3 above; and
  - Upgrade and reconfigure the Mount Street overpass to improve pedestrian amenity (including potential weather protection and plantings) and to optimise for access to public transport;
  - Potential upgrade to the Alfred Street North Park.

1.1.8 Vehicle access

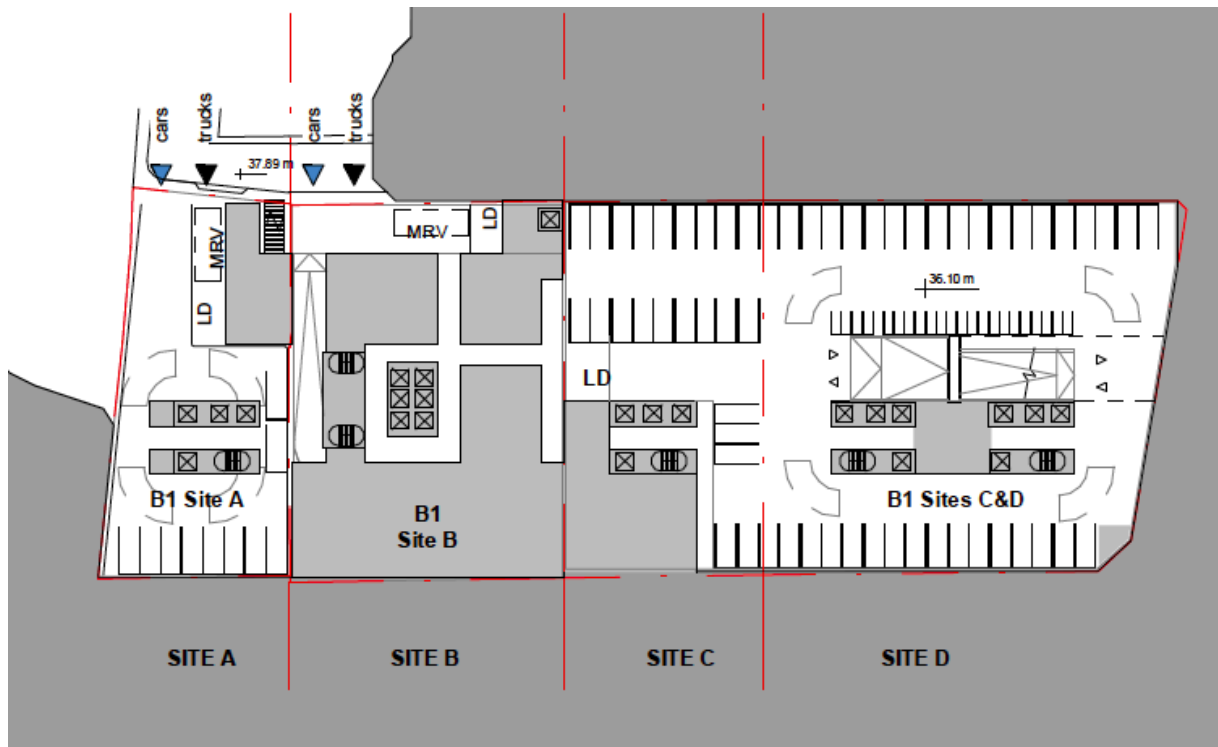


Figure D-1.10: Indicative Basement 1 illustrating vehicle access

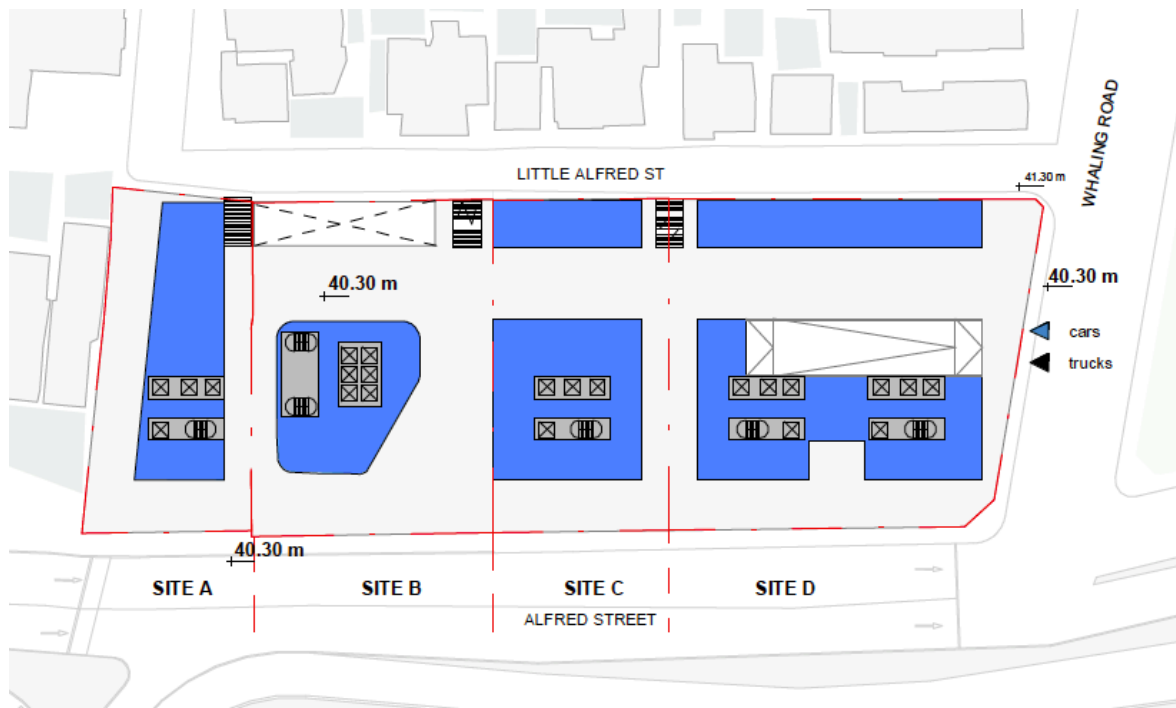


Figure D-1.11: Indicative Ground floor illustrating vehicle access

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#### **Provisions**

- P1 Vehicle access for the Precinct is to be provided along Little Alfred Street and Whaling Road which is generally consistent with Figures D-1.10 to D-1.11.

## **9.2 Advertising Design Analysis**

### **9.2.2 B4 - Mixed Use Zone**

#### **(e) Alfred Street Precinct**

The Alfred Street Precinct is located in between the North Sydney CBD and the Whaling Road Heritage Conservation Area (being an comprised of low scale residential development). The Precinct currently comprises both commercial and residential uses however future redevelopment will incorporate a mixed use Precinct with retail, commercial and residential uses. As previously advised, the Precinct also includes a highly visible and unattractive 18 storey building and signage on the roof, commonly known as the Bayer Building (275 Alfred Street) which is located along the eastern side of the Warringah Freeway; and is a key component of North Sydney's skyline.

Signage within the Precinct comprises of a variety of advertising (including both wall and rooftop advertisements) and business identification signs.

To minimise the impacts to the Heritage Conservation Area and surrounding locality, signage is to be restricted to the following:

- No advertising or signage structures should be located along the ground floor of Little Alfred Street or Whaling Street;
- Business and or building identification signage along Alfred Street is to be limited to small scale signage at ground floor;
- Given the prominent location of the Precinct adjacent to the Bradfield Highway and views from Sydney Harbour large wall signs should be limited to the northern and western elevations;
- Business/building identification signs and rooftop advertisements should be limited to the north, west and south elevations and no larger than as is presently existing; and
- All such signs should be incorporated into the overall design of the building(s).