



EDGECLIFF COMMERCIAL CENTRE PLANNING AND URBAN DESIGN STRATEGY

Endorsed by Council on 29 April 2024



Acknowledgement of Country

Woollahra Council acknowledges that we are on the land of the Gadigal and Birrabirragal people, the Traditional Custodians of the land. We pay our respects to Elders past, present and emerging.

Contents

Executive Summary	4	6. Strategies	21
1. Introduction	5	6. 1 Land use	21
1. 1 About this plan	5	6. 2 Building heights	21
2. Local context	5	6. 3 Floor space	22
2. 1 Study area	5	6. 4 Amalgamation	22
2. 2 Topography	6	6. 5 Built form	24
2. 3 Views	6	6. 6 Active street frontages	28
2. 4 Existing built form	7	6. 7 Design excellence	28
2. 1 Movement network	7	6. 8 Community infrastructure	28
3. Strategic context	8	6. 9 Affordable housing	28
3. 1 Metropolitan plans	8	6. 10 Public domain	29
3. 2 Woollahra Local Environmental Plan 2014	9	6. 11 Transport	31
3. 3 Woollahra DCP 2015	11	7. Implementation	32
3. 4 Council plans & policies	12		
4. Analysis	14		
4. 1 Recent activity	14		
4. 2 What we heard	16		
4. 3 Constraints	17		
4. 4 Opportunities	17		
5. Vision	18		
5. 1 Vision statement	18		
5. 2 Desired future character	19		
5. 3 Illustrative masterplan	20		





Executive Summary

The Edgecliff Commercial Centre is an important local hub, providing a range of opportunities for shopping and services, living and working, transport, and recreation. Public transport and proximity to the Sydney Commercial Business District are the foundations for transport oriented development that can incorporate modern living and working space, a well-designed public domain, and a vibrant economy.

Council prepared the *Edgecliff Commercial Centre Planning and Urban Design Strategy* to guide the centre's revitalisation and maximise living, working and leisure space within walking distance of the Edgecliff Station and bus interchange. The key objectives of the Strategy are to:

- *Grow the centre* – Facilitate uplift on appropriate sites and encourage more retail, employment, residential and community space.
- *Create a true mix* – With non-residential uses on lower levels, residential above, and integrated community infrastructure. Focusing employment around Edgecliff Station, and shops along New South Head Road.
- *Accentuate the core* – Reflect the topography, with the tallest buildings on the hill around Edgecliff Station and reduce building height as New South Head Road descends east and west.
- *Preserve the Western Basin* – Keep building heights lower west of Mona Road and Glenmore Road, to maintain the visual and physical relationship between the Paddington slopes and Rushcutters Bay Park, enhance the landscape character, and retain housing diversity in the area.
- *Protect heritage and amenity* – Introduce built form measures that respond to heritage and amenity, such as lower street wall heights, locating vehicle entries on secondary streets, and ensuring solar access standards are met.
- *Design excellence* – Require advice on significant new building proposals from an expert design advisory panel so that new development exhibits excellent urban, architecture, and internal design.
- *Enhance community infrastructure* – Require new development to contribute toward the provision of new and upgraded community infrastructure.
- *Affordable housing* – Require new development to provide affordable housing as a percentage of the additional residential floor space achieved.
- *Diverse housing* – maintain the existing apartment buildings that contribute to housing diversity
- *Improve the public domain* – Improve liveability via public domain improvements including new public spaces, urban greening, street furniture and lighting, pedestrian paths, cycleways and public art.
- *Mitigate traffic impacts* – Upgrade traffic and transport infrastructure, encourage active transport use, and manage car parking requirements.

1. Introduction

1.1 About this plan

The *Edgecliff Commercial Centre Planning and Urban Design Strategy* (ECC Strategy) establishes a vision for the Edgecliff Commercial Centre (ECC), and provides guidance for future development regarding planning controls, urban design, public domain, community infrastructure, and transport.

Council initiated the ECC Strategy following the Woollahra Urban Planning Committee’s resolution on 16 November 2015 that a strategic review of planning controls for the ECC be carried out.

The ECC Strategy seeks the ECC’s revitalisation via a coordinated development framework to facilitate:

- Transport oriented development
- A mix of uses to support community need
- Design excellence
- Public domain upgrade and activation
- Active transport use
- Affordable housing
- Delivery of community infrastructure.

In support of these aims, the ECC Strategy requires community infrastructure and public domain improvements in conjunction with any increase in density, to enhance the ECC’s long term liveability and sustainability.

Public domain includes new public spaces, landscaping with lighting, greenery and street furniture, wayfinding signage, and creating visual interest, with building design and public art.

Community infrastructure includes footpaths and cycle ways, community centres, libraries, recreation facilities and improved access to public transport.

Council commissioned the following consultant studies to assess planning controls, identify opportunities for future uplift, and inform the ECC Strategy:

- JLL Market Analysis (2017)
- SJB Planning and Urban Design Study (2018)
- SCT Transport Analysis (updated 2024)
- GTA Transport Assessment
- Draft Edgecliff Commercial Centre Heritage Study (2023).

Council prepared the *Edgecliff Commercial Centre Public Domain Plan* (ECC Public Domain Plan) to document how the ECC’s public domain could be upgraded to support the potential growth identified in the ECC Strategy.

The ECC Strategy is consistent with the Woollahra:

- Urban Forest Strategy (2023)
- Active Transport Plan (2023)
- Community Strategic Plan (2022)
- Local Housing Strategy (2021)
- Integrated Transport Strategy (Draft 2021)
- Local Strategic Planning Statement (2020)
- Community Facilities Study (2020)
- Voluntary Planning Agreement Policy (2020)
- Social and Cultural Plan (November (2018)
- Disability Inclusion Action Plan (2017)
- Street Tree Master Plan (2014)
- Public Art Policy (2009).

2. Local context

2.1 Study area

This Strategy applies to the ECC as shown in Figure 1. The ECC runs along both sides of New South Head Road, from its intersection with New Beach Road in the west and its intersection with Ocean Avenue in the east.

The main road network in and around the ECC connects the Woollahra Local Government Area (LGA) to the Sydney Central Business District (Sydney CBD) and facilitates access between the eastern suburbs, the Sydney CBD, and beyond.

Edgecliff Station is a key transport interchange for the eastern suburbs. It connects the Woollahra LGA to Bondi Junction, the Sydney CBD and Sydney’s extensive rail network. The bus interchange associated with the station provides regular bus connection to Bondi, Rose Bay, Watsons Bay, the Sydney CBD, and the North Shore.

The ECC’s public transport capacity and its proximity to the Sydney CBD makes it an excellent location for promoting transport oriented development (TOD) supported by well-designed public spaces, community facilities and a vibrant local economy.

The ECC contains a mix of homes, shops, offices, and urban services. A hub at Edgecliff Station includes Eastpoint Food Fair (235-285 New South Head Road, above the station) and the Edgecliff Centre (203-233 New South Head Road, adjacent to the station). Each has a supermarket, specialty shops, cafes, parking, and pedestrian access through to Edgecliff Station and bus interchange.

There are a mix of active commercial uses in the Edgecliff Centre. Further down New South Head Road, there are urban services including a petrol station, carwash, and tyre service.

Parts of the ECC offer panoramic views towards Sydney Harbour, the CBD, and the Harbour Bridge, especially from the upper floors of buildings.

There are several heritage items within and on the boundaries of the ECC area. The Paddington Heritage Conservation Area (HCA) adjoins to the south, the Mona Road HCA adjoins to the north, and the Woollahra HCA is to the southeast (refer to Figure 10). At the time of preparing this Strategy, Council had commissioned a draft Edgecliff Commercial Centre Heritage Study (2023) which recommends new listing of eight local heritage items and one HCA in the ECC (more detail in Section 4.1).

There are nearby public open spaces including Rushcutters Bay Park, Trumper Park and Trumper Oval, providing a range of sporting and recreational facilities.

Several schools are located within walking distance of the ECC, including Ascham, Sydney Grammar, Edgecliff Preparatory and Double Bay Public School. The ECC also has access by bus and road to several tertiary educational institutions, including COFA (UNSW College of Fine Arts) and the National Art School.

The Double Bay Commercial Centre is located within a 15 minute walk from Edgecliff Station and complements the ECC by providing a range of community services, local businesses, and dining opportunities.

The ECC has access to other nearby centres and precincts that offer shopping and entertainment, including Bondi Junction; Kings Cross; Oxford Street and Darlinghurst; Woolloomooloo; Surry Hills; Moore Park Entertainment Quarter; and Centennial Park.

2.2 Topography

The topography in the ECC rises from west to east along New South Head Road to Edgecliff Station near the top of the ridgeline, and then falls down the hill to Double Bay in the east. The land falls steeply into Trumper Park.

The topography can make walking or cycling in the area difficult where the incline gets steep. This is particularly notable heading west from Double Bay along New South Head Road and heading up from Trumper Oval towards New McLean Street.



Figure 2. View from Trumper Park looking towards Ranelagh tower (Source: SJB 2018)



Figure 3. Existing street view facing West from New South Head Road looking East (Source: SJB 2018)

2.3 Views

The ECC can be seen from nearby ridgelines and the taller buildings are visible from lower land, such as from Trumper Oval and Rushcutters Bay Park. The buildings at the top of the ridge are visually imposing in views from the Paddington HCA.

Whilst the ECC is often identified with the Ranelagh and the Edgecliff Centre building, other elements such as the Edgecliff Rushcutters Bay Viaduct and the Morton Bay Fig trees in Rushcutters Bay Park are also highly visible and associated with the ECC.

Due to the topography and presence of street trees, it is difficult to perceive a full or direct view towards the ECC from street level. However, the upper levels of buildings surrounding the ECC have views towards and beyond the ECC to the Sydney CBD or Harbour.

There are views of the city skyline from points along New South Head Road, and another glimpse of the skyline from Ocean Street across the road entry to the bus interchange.

Some apartment units in taller buildings in and around the ECC have varying views, of the CBD skyline and Harbour Bridge to the west, the Harbour to the north, district views to the east, or regional views towards Centennial Park, Paddington and Darlinghurst to the south.

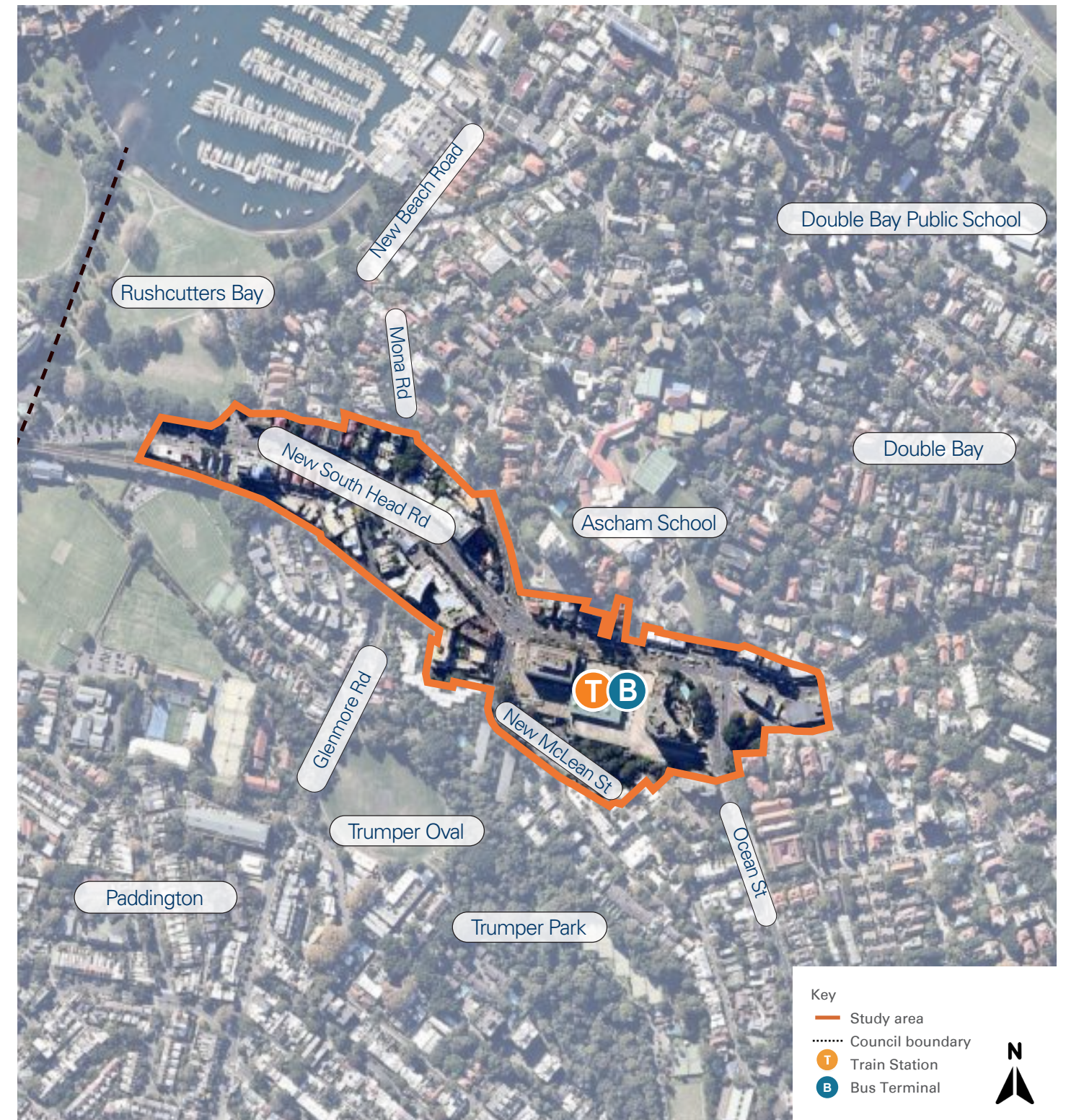


Figure 1. Study Area: Edgecliff Commercial Centre (SJB 2018)

2.4 Existing built form

The eclectic style and character of the built form in the ECC reflects the varied land use comprising a mix of services, commercial, retail, residential and educational. Building age varies, generally from the early to late twentieth century. Building height varies significantly from 1 to 16 storeys. The three to four storey built form elevation along New South Head Road is punctuated by several taller buildings that are generally of later construction.

The suburb of Edgecliff has a high percentage of apartments in medium and high rise buildings —70% of dwelling stock (ABS 2021). All dwellings within the ECC are apartments. Consequently, a significant number of properties within and surrounding the ECC have been strata subdivided.

Some of these older apartment buildings contain smaller units, have no parking or on-site facilities and are a type of housing that is unlikely to be facilitated in today's market. These buildings make an important contribution to housing diversity in the ECC.



Figure 4. Existing street view showing Cadry's building (Source: Google maps 2021)

The surrounding residential neighbourhoods have a range of building styles and typologies and benefit from street tree planting, with many streets having extensive tree canopies.

The Paddington HCA adjoining to the south has a predominantly 19th century residential character, represented by late-Victorian terrace houses, modest workers' cottages (including single-storey timber and masonry houses) and former mansions. Trumper Park and Trumper Oval, within the HCA, is a large open space, comprising informal and formal recreation areas, and mature trees.

The Cadry's building, a three-storey former pub, is within the Paddington HCA and has high social and historical significance that reflects the neighbourhood evolution of the area (see Figure 4).

New South Head Road is a wide arterial road with six lanes of vehicular traffic. The footpaths have been narrowed in places and, while there are a number of retail frontages, many of the buildings do not have active use at the street frontage and the street has relatively low footpath activity.

A number of streets in the ECC, e.g. New Mclean Street, have service entrances and driveways for certain buildings fronting New South Head Road. Subject to the arrangement, this can compromise pedestrian amenity and safety.

A number of sites within the immediate study area are serviced from New South Head Road. Waste collection for many of these sites is from the footpath which interrupts the pedestrian traffic and detracts from the visual presentation of the ECC.

2.1 Movement network

Pedestrian movement in the ECC varies in amenity, safety, and connectivity. There are limited pedestrian crossings in the north-south direction which reduces accessibility to surrounding areas.

A number of densely vegetated paths connect New McLean Street with Trumper Park. However, due to the topography, the paths are not easily accessible for people with different mobility needs.

The bus interchange, above the station, provides to a number of public bus routes and can be accessed from the retail levels above Edgecliff Station. Buses enter the bus interchange from Ocean Street and exit through a tunnel under Ocean Street, merging onto New South Head Road below the Ocean Street intersection (see Figure 5).

Car ownership in Edgecliff suburb is relatively high, with 73% of households owning a car, and a ratio of 1.43 cars per dwelling (compared to 89% and 1.59% respectively in Greater Sydney). However, only 26.417% use a car to travel to work (ABS 2021). This indicates that the majority of residents use public or active transport during their commute.

The majority of the traffic on New South Head Road is through- traffic. New South Head Road has steady traffic between early morning and late evening, with congestion during peak hours.

Clearway and T2 transit lane restrictions apply along New South Head especially between Darling Point Road and New McLean Street.



Figure 5. Existing street view facing West from the intersection of New South Head Road and Ocean Street (Source: SJB 2018)

3. Strategic context

3.1 Metropolitan plans

The Greater Sydney Region Plan, A Metropolis of Three Cities (Region Plan), establishes a vision of three cities: the Western Parkland City, the Central River City, and the Eastern Harbour City. Woollahra is within the Eastern Harbour City, which is envisioned to become a more innovative and globally competitive city. Key directions for the Eastern Harbour City include improving infrastructure, strengthening and supporting the 'Harbour CBD', and increasing housing supply in the right location to support the aspirational '30 minute city'.

The Eastern City District Plan (District Plan) provides the planning priorities and actions for implementing the Region Plan at a district level and is a link between regional and local planning.

The Region and District plans establish a three-level hierarchy of centres – metropolitan, strategic, and local – reflecting each centre's role in the social and economic geography of Greater Sydney. As an identified local centre, Edgecliff provides jobs and services for the local catchment (in contrast to larger strategic or metropolitan centres, which serve wider catchments).

The Region Plan aims to ensure all workers in the Greater Sydney Region can access jobs within 30 minutes' of where they live. The District Plan aims to improve the 30 minute access to jobs by enhancing east/west connectivity via a potential rapid bus service between Sydney City and Bondi Junction and several walking and cycling infrastructure commitments.

The Eastern City is being planned to accommodate a population increase of 325,000 by 2036, to be achieved via housing targets for each local government area (LGA). The 2016-2021 housing target for Woollahra was 300 net new dwellings, which was met.

Woollahra's targets for the 2021-2036 are documented in the Woollahra Local Housing Strategy (Woollahra LHS) as an increase of 500 net new dwellings between 2021 and 2026, and another 400 between 2026 and 2036.

As of 1 May 2023, 215 net additional dwellings have commenced or completed construction. This represents 43% of the housing target.

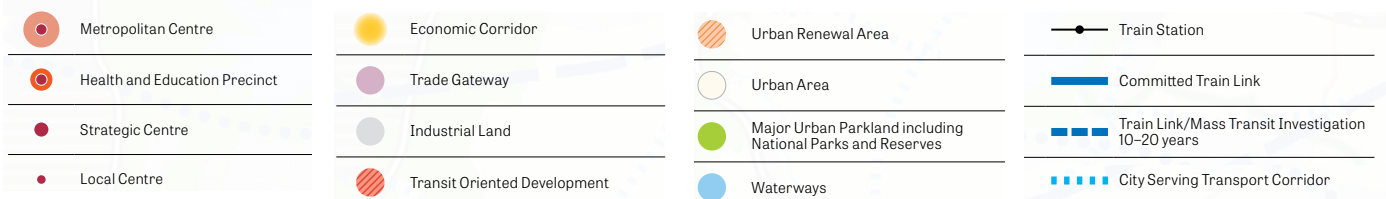
The District Plan encourages urban renewal in existing centres that have frequent high capacity public transport. The aim is to enable more people to live in areas that provide access to jobs and services without the need to drive or drive long distances.

The District Plan also identifies an unmet need for diverse housing. It recommends providing a range of different housing types, sizes and price points to help improve affordability, and suggests that 5-10% of new residential floor space is affordable rental housing.

The District Plan further identifies several sustainability measures including to combat the urban heat island effect, protecting biodiversity, delivery of the green grid and enhancing urban tree canopy.



Figure 6. Structure Plan for the Eastern City District (Source: Eastern City District Plan 2018, p11)



3.2 Woollahra Local Environmental Plan 2014

Land Use Zones

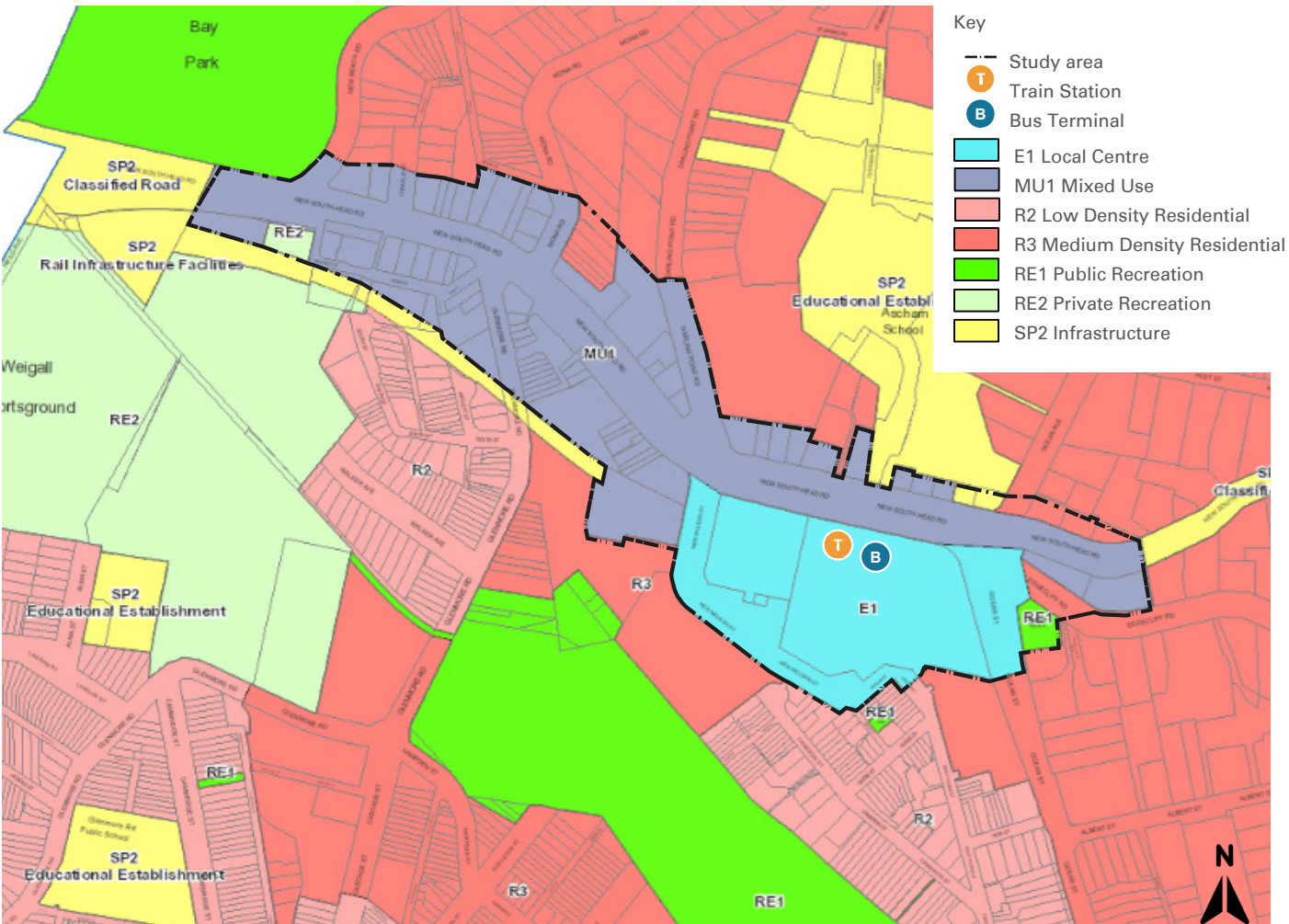


Figure 7. Woollahra LEP 2014 Land Use Zones map extract

The ECC is predominantly zoned E1 Local Centre (formerly B2 Local Centre) and MU1 Mixed Use (formerly B4 Mixed Use).

The site at 81-83 New South Head Road is zoned RE2 Private Recreation and is occupied by a car wash facility.

The Edgecliff Square Reserve located at the intersection of Edgecliff Road and Ocean Street is zoned RE1 Public Recreation.

Surrounding the study area are predominantly residential or recreation zones, with the Ascham School (SP2 Special Infrastructure) located to the north.

Height of Buildings

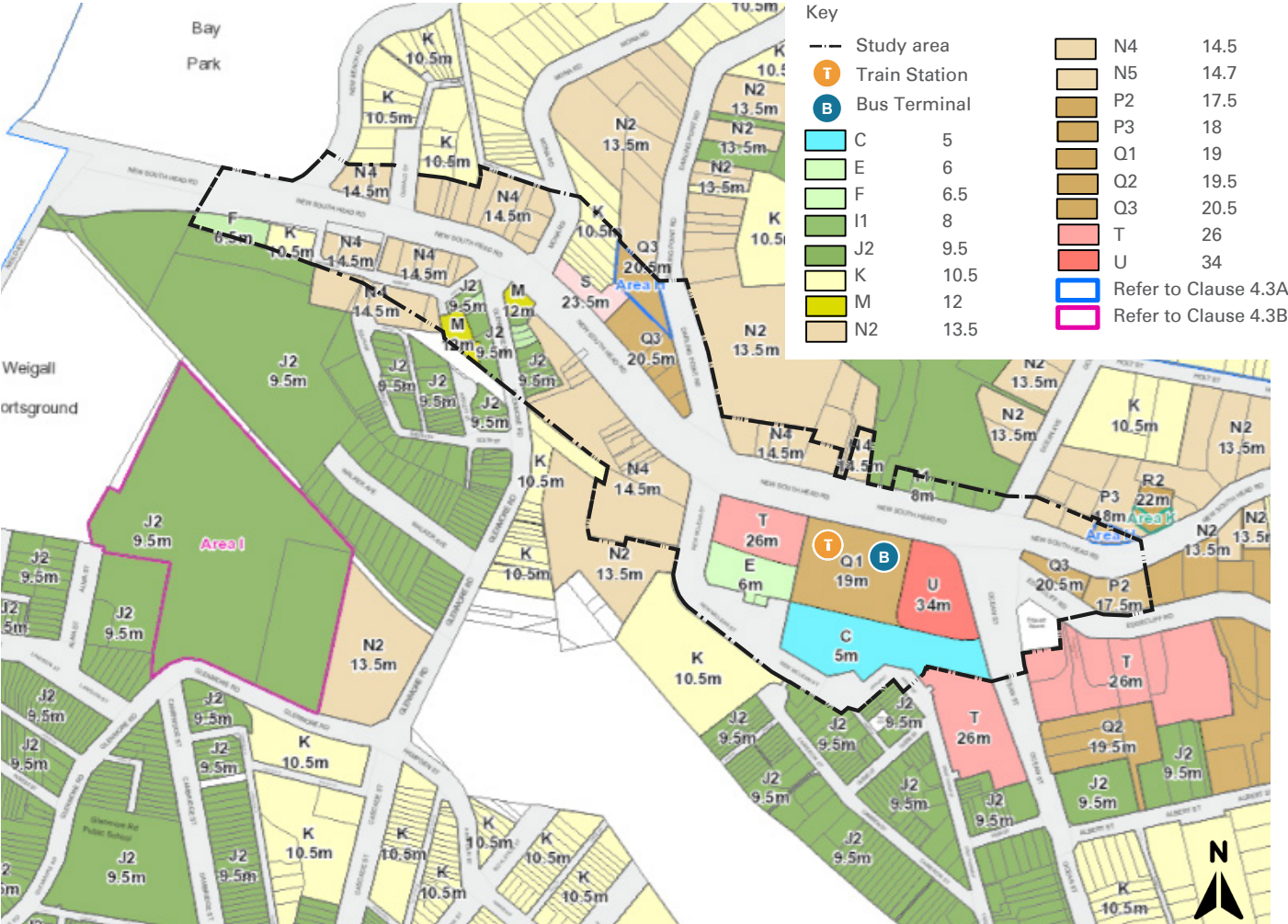


Figure 8. Woollahra LEP 2014 Height of Buildings map extract

The maximum Height of Buildings (HOB) for land within the ECC ranges from 5m to 34m.

The distribution of the maximum HOB generally follows the topography. The highest HOB is focused around Edgecliff Station (a high point on the ridgeline) and transitions down the hill towards Rushcutters Bay and Double Bay.

Some development in and near the ECC that has a greater height than is permitted by the current maximum HOB standard, was built before the introduction of the Woollahra LEP 2014.

Floor Space Ratio

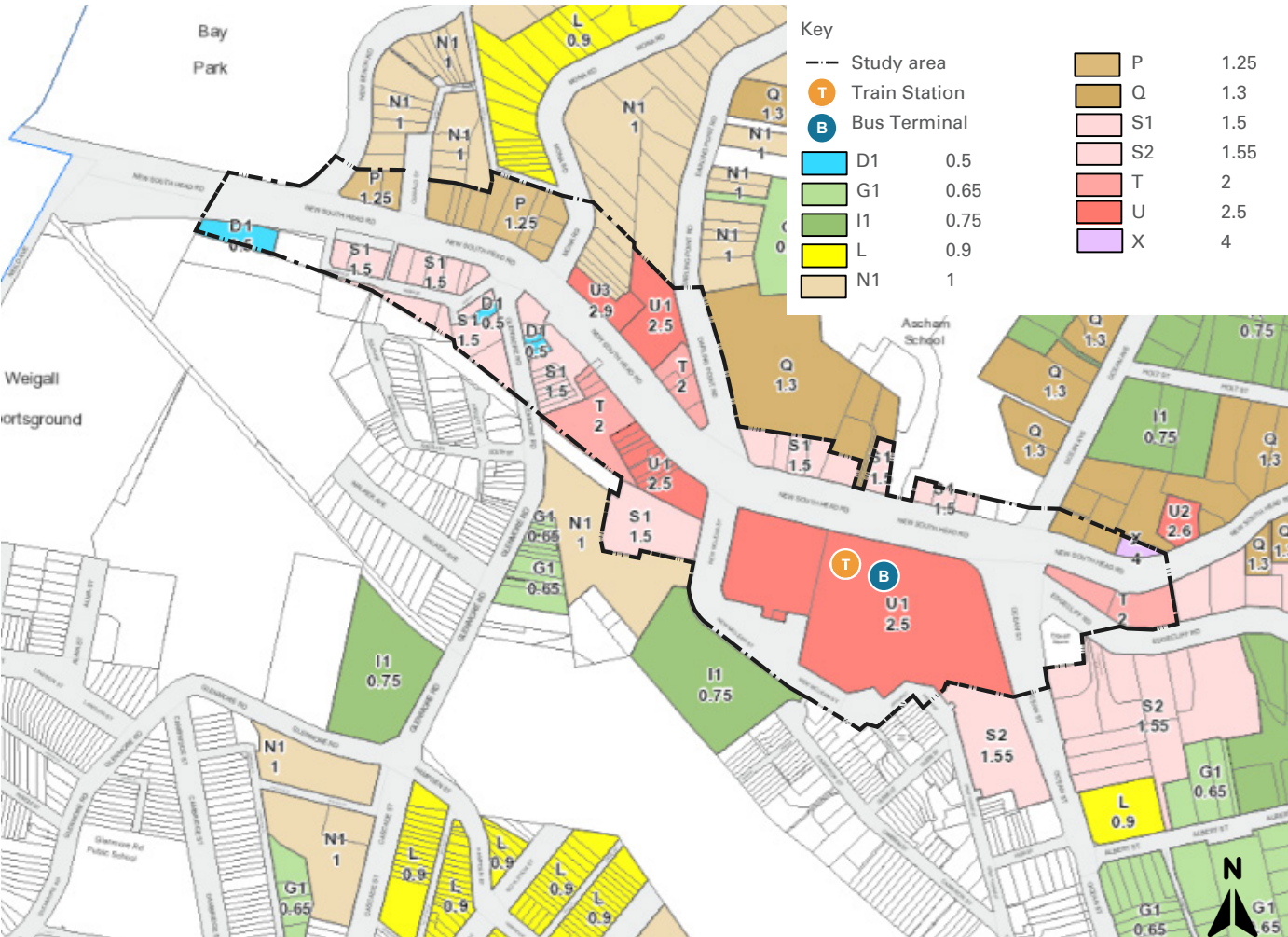


Figure 9. Woollahra LEP 2014 FSR map extract

The maximum floor space ratio (FSR) for land within the ECC ranges from 0.5:1 to 4:1.

The distribution of the maximum FSR generally follows the topography. The highest FSR is focused around Edgecliff Station and transitions down the hill towards Rushcutters Bay and Double Bay.

Some development in and near the ECC that has a greater height than is permitted by the current maximum FSR standard, was built before the introduction of the Woollahra LEP 2014.

Heritage

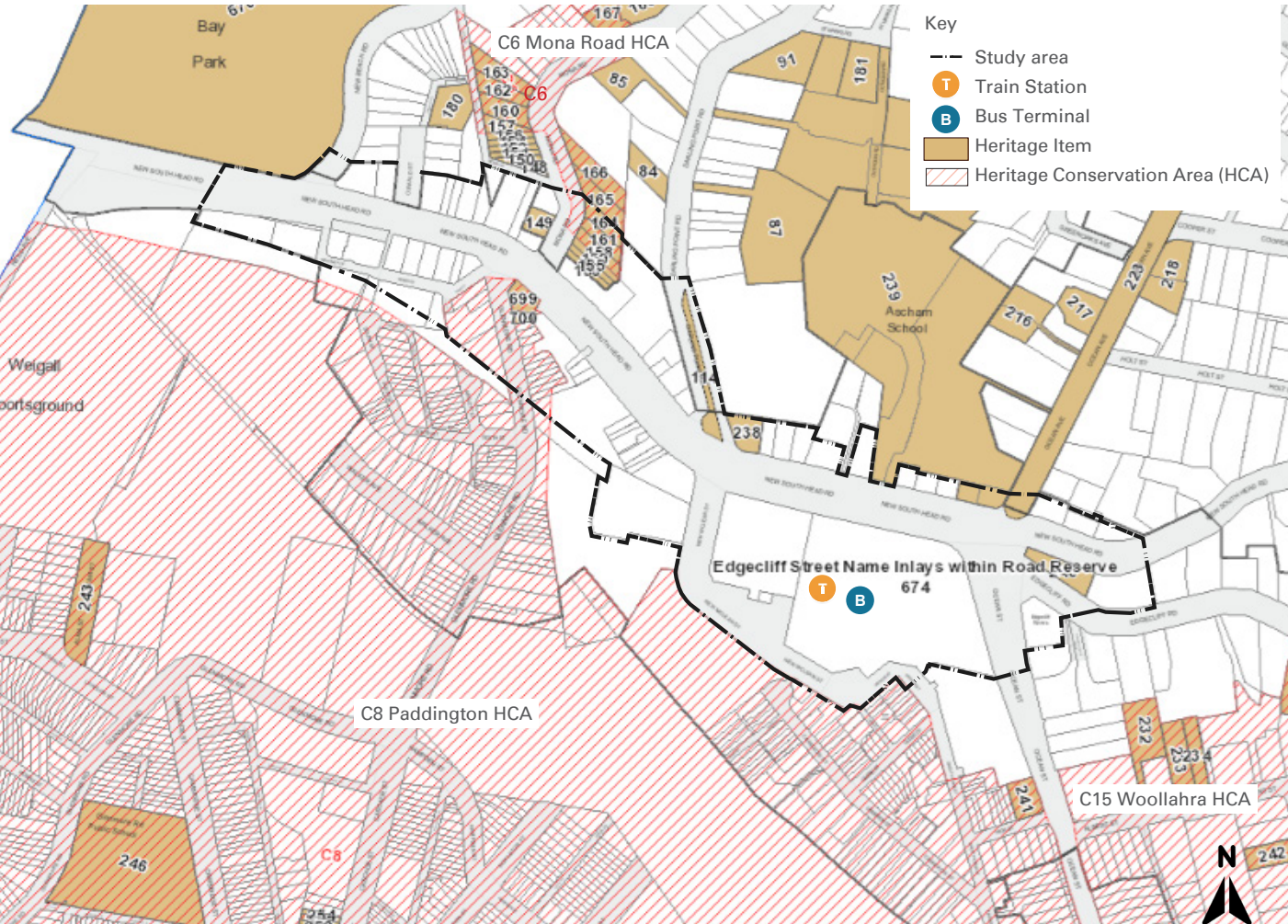


Figure 10. Woollahra LEP 2014 Heritage map extract

Local heritage items within the ECC (on New South Head Road) include the former bank building at 136, Ascham School at 188 and the former Post Office at 287–289 New South Head Road.

Rushcutters Bay Park (adjoining the ECC to the northwest) and the Fenton residential building at 8 Albert Street (to the south-east) are listed as state heritage items.

The Paddington HCA and Mona Road HCA adjoin the ECC (both having a small number of properties inside the ECC), and the Woollahra HCA is to the south-east.

Edgecliff Station and the Edgecliff (Rushcutters Bay) Viaduct are heritage items under Section 170 of the Heritage Act 1977.

The draft Edgecliff Commercial Centre Heritage Study (2023) also recommends new listing of eight local heritage items and one HCA in the ECC.

3.3 Woollahra DCP 2015

The *Woollahra Development Control Plan 2015* (Woollahra DCP 2015) establishes detailed planning and design guidelines for development across the LGA. Key chapters that apply to the ECC include:

Part B: General Residential

Sites in the ECC that are zoned R3 Medium Density Residential are subject to the provisions in Chapters B1, B2 and B3. Certain residential sites in the ECC are located in the Darling Point Precinct and the Mona Road HCA.

Part C: Heritage Conservation Areas (HCAs)-

Chapter C1 Paddington HCA

The Paddington HCA is a unique urban area that has historical, aesthetic, technical and social significance at a national and state level. Chapter C1 provides detailed controls on development in the Paddington HCA with regards to built form, open space and public domain.

Chapter C2 Woollahra HCA

The Woollahra HCA comprises a broad triangular plateau, sloping gently down from the ridge that forms its southern and western boundaries to the escarpment above Double Bay.

Part B: Neighbourhood Conservation Areas-

Chapter B2.4 Mona Road HCA

The Mona Road HCA comprises dwelling houses, semi-detached houses, and flat buildings that demonstrate characteristics of the Victorian, Federation Arts and Crafts and Federation Queen Anne styles.

The relevant chapters provide detailed controls on development in the HCAs regarding built form, open space, and public domain.

The DCP also identifies that some 1950 towers (such as Ranelagh at 3-17 Darling Point Road) are intrusive and should not be replicated.

The impact of uplift in the ECC on the HCAs is a consideration for the ECC Strategy and the above DCP chapters will apply to future development in the vicinity of the HCAs.

Chapter D2 Mixed Use Centres
D2.2 New South Head Road Corridor

Chapter D2.2 establishes the desired future character and objectives for sites zoned MU1 (formerly B4) Mixed Use in the ECC and includes a range of residential and commercial land uses within four to six storey mixed use buildings fronting New South Head Road.

- Relevant controls relating to the built form include:
- C1- The ground level contains active uses, preferably specialty retailing and personal services that do not generate high parking demand.
 - C2- Offices and residential uses are generally located above street level.
 - C11- Awnings are provided for mixed use and commercial buildings.
 - C16- At ground level, the building may have a zero setback to side and rear boundaries.
 - C20- Development on land in proximity to the adjoining heritage conservation area is in architectural harmony with the adjoining historical buildings in respect of massing, modelling of facades, fenestration and external materials, colours and finishes.

Chapter D3 General Controls for Neighbourhood and Mixed Use Centres

Chapter D3 applies to the sites zoned MU1 (formerly B4) Mixed Use in the ECC.

Chapter D3 includes general controls on land use; street character; built form; building articulation; heritage and contributory buildings; acoustic and visual privacy; landscaped area and private open spaces; car parking and vehicular access; and site facilities.

For the ECC, the relevant controls include:

- C5- Development provides a range of residential accommodation types and forms (such as multi-level dwellings on the upper storeys).
- C5- Vehicle access is not off the active street frontage. Vehicular entries are from a secondary street, are discrete and minimise conflicts with pedestrians.
- C16- Development protects existing street trees and includes streetscape improvements.
- C14- Development maintains the significant views and vistas identified on the maps for the centres in Chapter D1 and D2.
- C1- Deep soil landscaped area comprises at least 10% of the site area.

Chapter D4 Edgecliff Centre

Chapter D4 establishes the desired future character and objectives for land at 203-233 New South Head Road and 235 New South Head Road. These sites are zoned E1 (formerly B2) Local Centre.

The future built form includes increased residential and commercial land uses. Buildings up to eight storeys are indicated along New South Head Road, with ten storeys at the corner of Ocean Street, transitioning down to one and two storeys at the New McLean Street frontage.

- Relevant controls relating to the built form include:
- C1- The ground floor of the building on New South Head Road is setback 3m.
 - C3- The design of the lower part of the street façade relates to the scale of pedestrians.
 - C18- Development provides an active frontage to New South Head Road, New McLean Street and Arthur Street.
 - C27- Solar access to the Trumper Park Oval is provided between the hours of 10am and 2pm on 21 June. Where existing overshadowing is greater than this, sunlight is not to be further reduced.

Part E: General Controls for All Development
Chapter E1 provides requirements for parking and vehicular access, general provisions for stormwater management, tree management, contaminated land, waste management, sustainability, signage, and adaptable housing.

Chapter E1 includes a requirement to provide appropriate electrical infrastructure to facilitate the installation of electric vehicle charging points, and green travel plans to encourage active and public transport.

3.4 Council plans & policies

Woollahra Community Strategic Plan (Woollahra CSP)



Woollahra 2032 is Council's Community Strategic Plan. It identifies the strategic direction and integrated planning framework for the Woollahra LGA as required by the *Local Government Act 1993*.

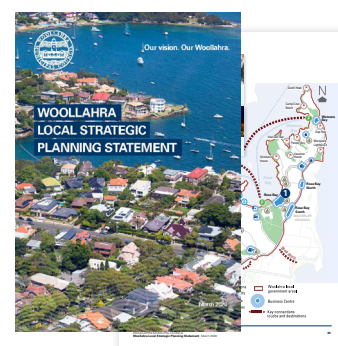
The CSP outlines five themes that summarise what the community values. These themes are community wellbeing, quality places and spaces, a healthy environment, local prosperity, and community leadership and participation.

Each theme sets goals for Council to facilitate and deliver in partnership with community and other government agencies.

Specifically, the ECC Strategy strives to achieve the following CSP goals:

- *Goal 4: Well planned neighbourhoods*
- *Goal 5: Liveable places*
- *Goal 9: Community focused economic development*

Woollahra Local Strategic Planning Statement (Woollahra LSPS)



The Woollahra LSPS sets out a 20-year land use vision and planning priorities to help ensure the Woollahra LGA continues to be a great place to live, work, play and visit.

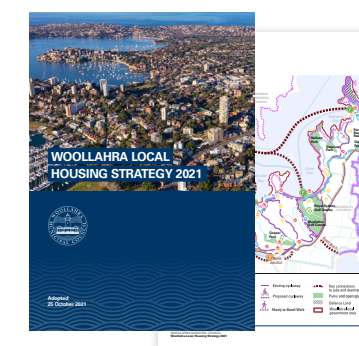
The Woollahra LSPS 2020 encourages a diverse range of housing choices in well-planned locations that are the right fit for our area and have easy access to public transport, jobs, and community services. Under the vision, new housing should enhance the vibrancy and attractiveness of our villages and destinations whilst protecting our distinctive village character through fine-grain human scale design.

The ECC Strategy responds to Action 38 of the Woollahra LSPS 2020 which states: '*Undertake community consultation on the Edgecliff Commercial Centre Planning and Urban Design Study (due 2020).*'

The ECC Strategy strives to achieve a number of the Woollahra LSPS planning priorities including:

- *Planning Priority 2: Planning for a community supported by infrastructure that fosters health, creativity, cultural activities and social connections*
- *Planning Priority 3: Working in collaboration with our community, government, businesses and organisations.*
- *Planning Priority 4: Supporting diverse housing choices in planned locations that enhance our lifestyles and fit in with our local character and scenic landscapes*.*
- *Planning Priority 5: Conserving our rich and diverse heritage.*
- *Planning Priority 6: Placemaking supports and maintains the local character of our neighbourhoods and villages, whilst creating great places for people.*
- *Planning Priority 8: Collaborating to achieve great placemaking outcomes in our local centres which are hubs for jobs, shopping, dining, entertainment, and community activities.*
- *Planning Priority 13: Improving the sustainability of our built environment, businesses, transport and lifestyles by using resources more efficiently and reducing emissions, pollution and waste generation.**

Woollahra Local Housing Strategy 2021 (Woollahra LHS)



The Woollahra LHS establishes objectives and actions for future housing in the LGA. It outlines housing constraints in the LGA, and our long history of residential development, to explain how our housing targets are established.

The Woollahra LHS is the basis for strategic planning for housing and residential development in the LGA. The Woollahra LHS identifies that Woollahra's housing targets will be primarily met in the ECC, it being the only area within the LGA that is capable of accommodating growth without State Government investment in major infrastructure and services. It is anticipated that most of the 400 net new dwellings for the 2026 and 2036 period will be achieved in the ECC.

The Woollahra LHS includes an aspirational target of 5% affordable housing. The ECC Strategy sets an affordable housing contribution (for uplift sites) that has been determined to be feasible.

Woollahra Voluntary Planning Agreement Policy 2020

This policy relates to planning agreements which are legally established under the *Environmental Planning and Assessment Act 1979* and the *Environmental Planning and Assessment Regulation 2021*. The policy applies to planning agreements where Woollahra Council is or will be a party.

Planning agreements are a way of obtaining community benefit in tandem with significant uplift in the planning controls applying to land.

As part of the future development envisioned for the ECC, Council may consider entering into a planning agreement with developers to provide a way for the local community to secure public benefits in addition to measures which are required to address the impact of development on private and public lands.

Woollahra Affordable Housing Policy 2021

This policy provides direction for Council, the community and applicants regarding Council’s commitment to protect existing housing supply as well as increase affordable housing supply for key and essential workers on low and moderate incomes. This Policy sets an aspiration target for affordable housing of 10% of new dwellings.

The policy includes actions and timeframes which will be applied through the *Woollahra: Delivery Program and Operational Plan*. The specific actions relevant to the ECC strategy include: preparing an affordable housing contributions scheme for development in uplift areas, supporting contribution reforms that permit affordable housing for new apartment developments, investigating suitable planning controls that allow high quality co-living and/or micro-housing types near hospitals and tertiary education, investigating unit mix planning provisions so that a diverse range of housing sizes are included in new developments, and considering contributions for affordable housing when negotiating Voluntary Planning Agreements for planning proposals.

Woollahra Active Transport Plan (Woollahra ATP)

The Woollahra ATP aims to make active transport a safe, easy and healthy option for as many people as possible and to meet Council’s emission reduction targets. The Active Transport Plan will guide Council’s investment and design decisions for our walking and cycling networks across 10-15 years.

The vision is to make walking and cycling or ‘active transport’ the most convenient, comfortable and safe choice for short trips in Woollahra. To achieve this, Council will invest in safe, accessible and attractive pedestrian paths, crossings, cycleways, bicycle parking and supporting infrastructure. The plan includes short-term priority projects and a longer-term plan for the growth and development of the walking and cycling networks.

The objectives supporting Council’s long-term vision include:

- Deliver attractive, vibrant and safe walking areas for pedestrians.
- Develop, design and deliver pedestrian and cycling networks focused on the centres in Woollahra that connect to the City of Sydney and to Waverley.
- Make our roads safer for pedestrians and cyclists- supporting Transport for NSW’s vision for zero deaths and serious injuries on the road network.
- Improve the pedestrian accessibility, inclusivity and amenity at parks and reserves, the harbour and the ocean front.

The priority cycling projects relevant to the ECC Strategy include:

- Rushcutters Bay to Edgecliff Station Interchange (Project 1a)
- Edgecliff Station Interchange to Double Bay (Project 1a)
- Edgecliff Road- Edgecliff to Queen Street (Project 2)

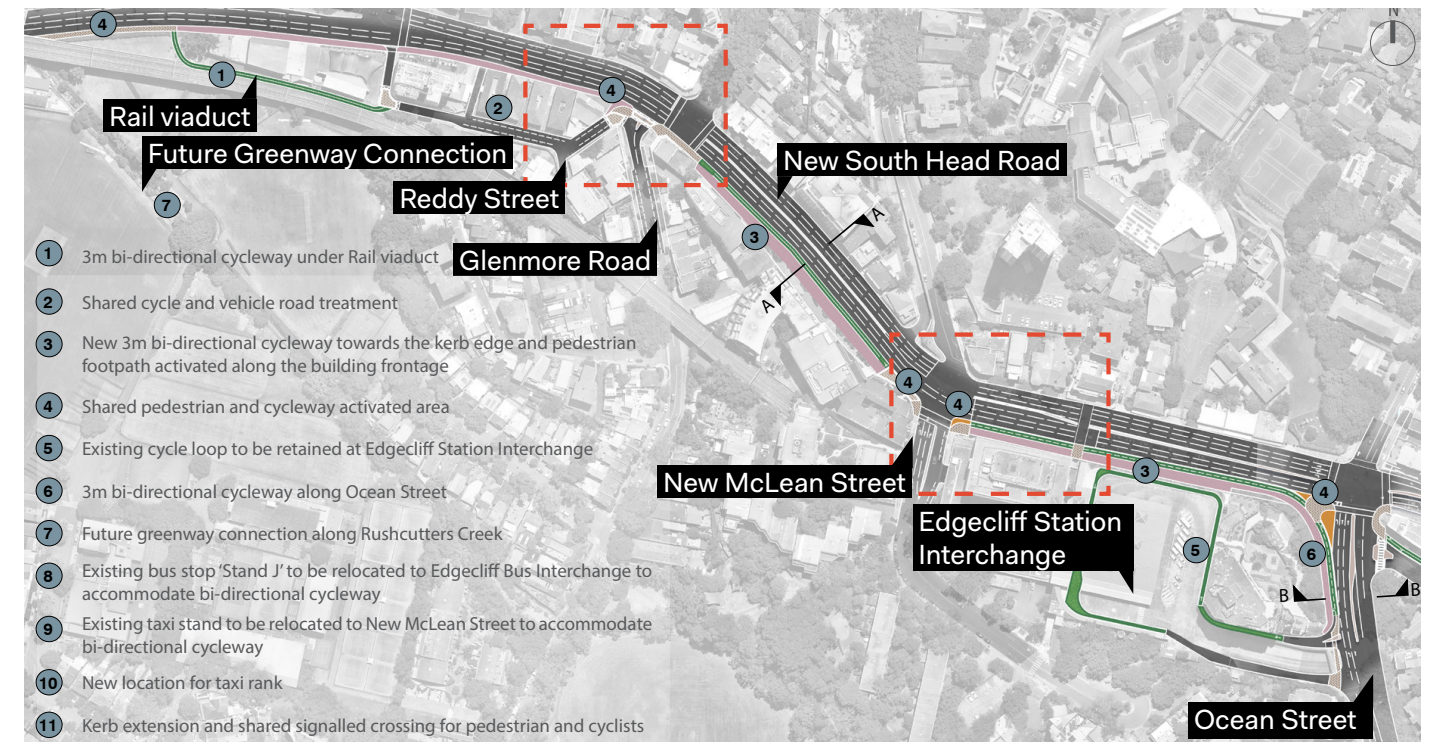


Figure 11. Details of Cycling Priority Project 1a (Source- Woollahra Active Transport Plan)

4. Analysis

4.1 Recent activity

Planning proposals and development applications

Figure 12 shows sites for which development applications for substantial redevelopment have been lodged, and sites for which enquiries or requests for planning proposals have been lodged.

Owners wishing to increase the maximum HOB and FSR standards to facilitate mixed use buildings with a significant residential component have made enquiries, and some formally lodged requests for planning proposals.

A number of recent development applications in the ECC involved substantial redevelopment. Some of these have proposed additional storeys that exceed the permissible maximum building height on the site.



Figure 12. Recent key proposals in and around the ECC

1. 77-83 New South Head Road (Discontinued)	Recent development applications
2. 2-14 New South Head Road (Potential)	i. 73-79 New South Head Road (Approved in 2018)
3. 529-539 Glenmore Road (Discontinued)	ii. 81-83 New South Head Road (Approved in 2019)
4. 80-84 and 90 New South Head Road (Approved)	iii. 502 Glenmore Road (Withdrawn)
5. 203-233 New South Head Road (Potential)	iv. 1 Mona Road, formerly 80-84 and 90 New South Head Road (Approved)
6. 136-148 New South Head Road (Exhibited)	v. 114-118 New South Head Road (Approved)
7. 240-246 New South Head Road (Approved)	vi. 135-153 New South Head Road (Withdrawn)
8. 8-10 New McLean Street (Under assessment)	vii. 230-238 New South Head Road (Approved)
9. 252-254 New South Head Road (Approved)	viii. 240-246 New South Head Road (Approved)
	Recent planning proposal enquiries or requests

Heritage investigations

In 2022, Woollahra Council engaged GML Heritage to undertake a heritage study of buildings in and around the Edgecliff Commercial Centre. The purpose of the study was to consider and identify places with local heritage value that meet the criteria for listing on the Woollahra LEP 2014. The study also aimed to inform the future progress of the ECC Strategy with consideration to the protection of heritage values in the area.

The recommendations in the report identify the properties shown in Figure 13 as meeting the threshold for local heritage listing on the Woollahra LEP 2014, Schedule 5. If supported, Council staff will pursue the recommendations through a planning proposal. Heritage listing aims to provide the ongoing protection and recognition of the heritage significance of this site.

Implications for uplift sites

Significance assessment for the heritage listing of Cadry’s and the adjacent stone cottage at 549 Glenmore Road recommends that there be no substantial addition or alteration to the New South Head Road or Glenmore Road elevations (except if to return the buildings to a prior known state). The properties, therefore, have no uplift potential.

The assessed heritage significance of Glenmore Cottages at 543–547 Glenmore Road, Edgecliff supports the heritage protection of Cadry’s and the stone cottage at 549 Glenmore Road, making the immediate area unsuitable for uplift.

Two of the recommended heritage listings (Winston House and Portland Hall) are not recommended for uplift due to their heritage significance.



Figure 13. Recommended heritage items

The heritage significance of Gruzman House, Winston House and the adjacent Phoenix Palms make Oswald Street unsuitable for uplift.

Restricting uplift west of Glenmore Road and Mona Road (identified as the Western Basin), and focusing growth around the Edgecliff Station helps to preserve the heritage significance of the above sites and the Paddington HCA, and maintains the visual and physical relationship between the Paddington slopes and Rushcutters Bay Park.

Recommended Heritage Items	Recommended HCA
1. 'Winston House', 20 New South Head Road, Edgecliff	A. Brantwood Estate HCA, which includes the following sites:
2. Phoenix Palms at Oswald Street Reserve, Darling Point (Landscape item)	i. 'Ruskin', 156–164 New South Head Road, Edgecliff
3. 'Gruzman House', 6–8 Oswald Street, Darling Point	ii. 'Cobham', 166 New South Head Road, Edgecliff
4. 'Portland Hall', 48 New South Head Road, Edgecliff	iii. 'Brantwood Court', 168 New South Head Road, Edgecliff
5. 'Glenmore cottages', 543–547 Glenmore Road, Edgecliff	iv. 'Brantwood Hall', 170 New South Head Road, Edgecliff
6. 'Cobham', 166 New South Head Road, Edgecliff	v. 'San Remo', 172–180 New South Head Road, Edgecliff.
7. 'Brantwood Court', 168 New South Head Road, Edgecliff	
8. 'Brantwood Hall', 170 New South Head Road, Edgecliff.	

4.2 What we heard

Exhibition and summary of submissions

The draft ECC Strategy was exhibited alongside the draft Edgecliff Commercial Centre Public Domain Strategy and other supporting studies, from 31 May 2021 to 30 September 2021. Council received 125 individual and nine group submissions of which 65 objected, 39 provided comments and 33 supported the Strategy. Sixteen consultant/owner submissions made in relation to uplift (or development potential) on specific private properties, are recorded as requests and not included in the objection, support, or comment counts.

Figure 14 shows the sites that were identified for uplift within the exhibited ECC Strategy

Summary of issues raised in support

Submissions received in support of the ECC Strategy, specifically supported the need for upgrade in the centre and for transit oriented development.

Supporters (as well as a few objectors) agree that the ECC is outdated and run down, with difficult access due to traffic and topography, and highlight the need for new housing, community infrastructure, including community facilities and public domain improvements. It is also acknowledged that the role of the ECC as an important local hub for services, employment, and shopping, could be enhanced.

Summary of issues raised in objections/ comments

Of the submissions in objection or as comment, the most common issue raised was the recommended scale of built form (raised in 33% of objections/ comments), the subsequent increase in density and its impact on parking and traffic congestion along New South Head Road (raised in 19% of objections/ comments). Other concerns included the loss of amenity (particularly solar access and views), lack of community infrastructure and negative impacts to the area's character and to sites with heritage significance.

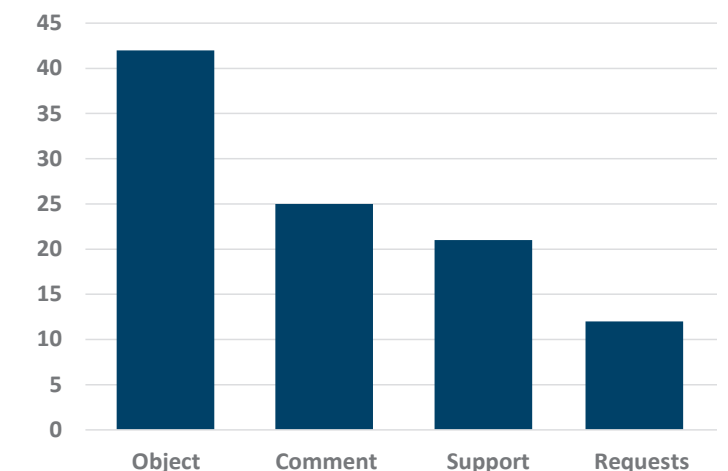
While some accept the recommended height at Edgecliff Station as reasonable, they expressed concerns about the spread of additional height down the hill to the west, particularly as it could interrupt the visual/physical connection from the Paddington slopes to Rushcutters Bay Park – 4 to 6 storeys is a popular maximum height, with some requesting limiting to the viaduct height in the basin to preserve the 'basin view'.

Response to community feedback

In response to the community feedback received, the ECC Strategy was updated, with additional studies and information considered by Council. The updates include:

- Preservation of the entrance to Woollahra LGA and the ECC as the Western Basin.
- Amend review sites with a focus for uplift around Edgecliff Station. The updated ECC Strategy recommends refocusing the additional height and FSR on sites that:
 - Are closer to Edgecliff Station
 - Have frontage to New South Head Road
 - Have potential for higher housing yield
 - Have no identified heritage or character value
 - Will not interrupt the basin view.
- Review built form controls: height, FSR & uses
- Inclusion of Edgecliff Centre principles and built form measures
- Implications of proposed heritage listings

Summary of submission type (% of all submissions)



Key submission themes

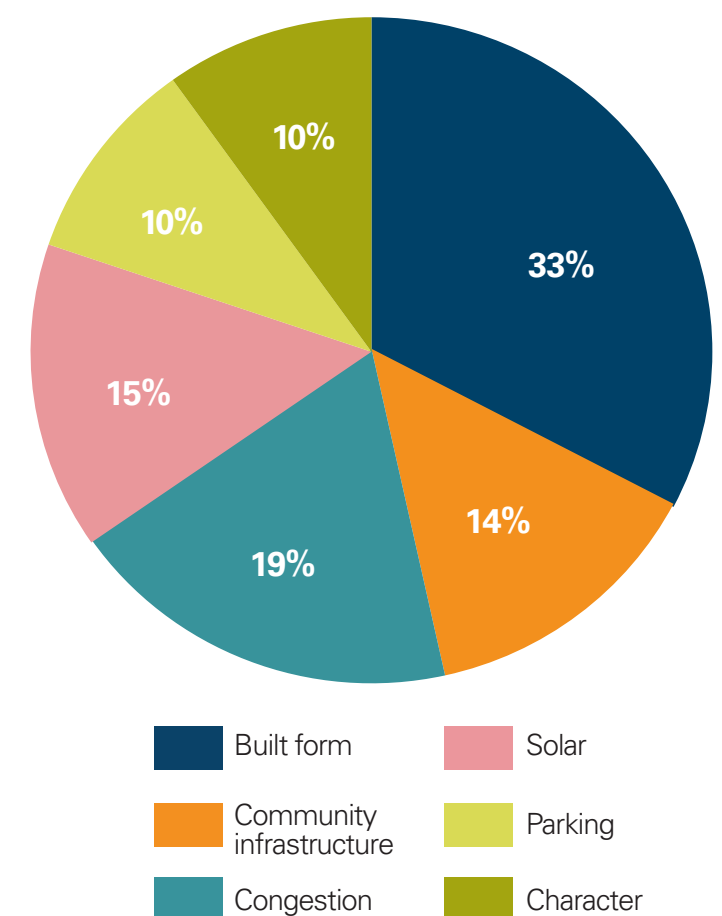


Figure 14. Sites identified for uplift in the draft ECC Strategy (2021)

4.3 Constraints

The Strategy has identified the following constraints that would impact the development potential of some sites within the ECC.

Built form constraints

- Recently developed sites have already achieved their maximum development potential. These sites are not expected to be redeveloped in the short to medium term.
- The western basin* is a valued visual, physical and cultural connection that warrants protection.
- Limited housing diversity in recent development.
- Heritage listed items, those recommended for listing, and buildings located in a HCA should be retained.
- Sites fronting New South Head Road with no secondary street access have restricted servicing arrangements.

- Existing residential zones limit the opportunity for a diverse range of uses that are needed to strengthen the economic role of the ECC.

Public domain and movement network constraints

The key public domain and movement constraints in the ECC include:

- Traffic along New South Head Road, including school and retail traffic, has a negative effect on pedestrian amenity and movement.
- Steep topography can be challenging for some pedestrians and cyclists.

**Note: The land in Paddington generally slopes down from Oxford Street towards the Harbour, and the 'basin' is formed by the lower Paddington slopes – and Rushcutters Bay Park).*

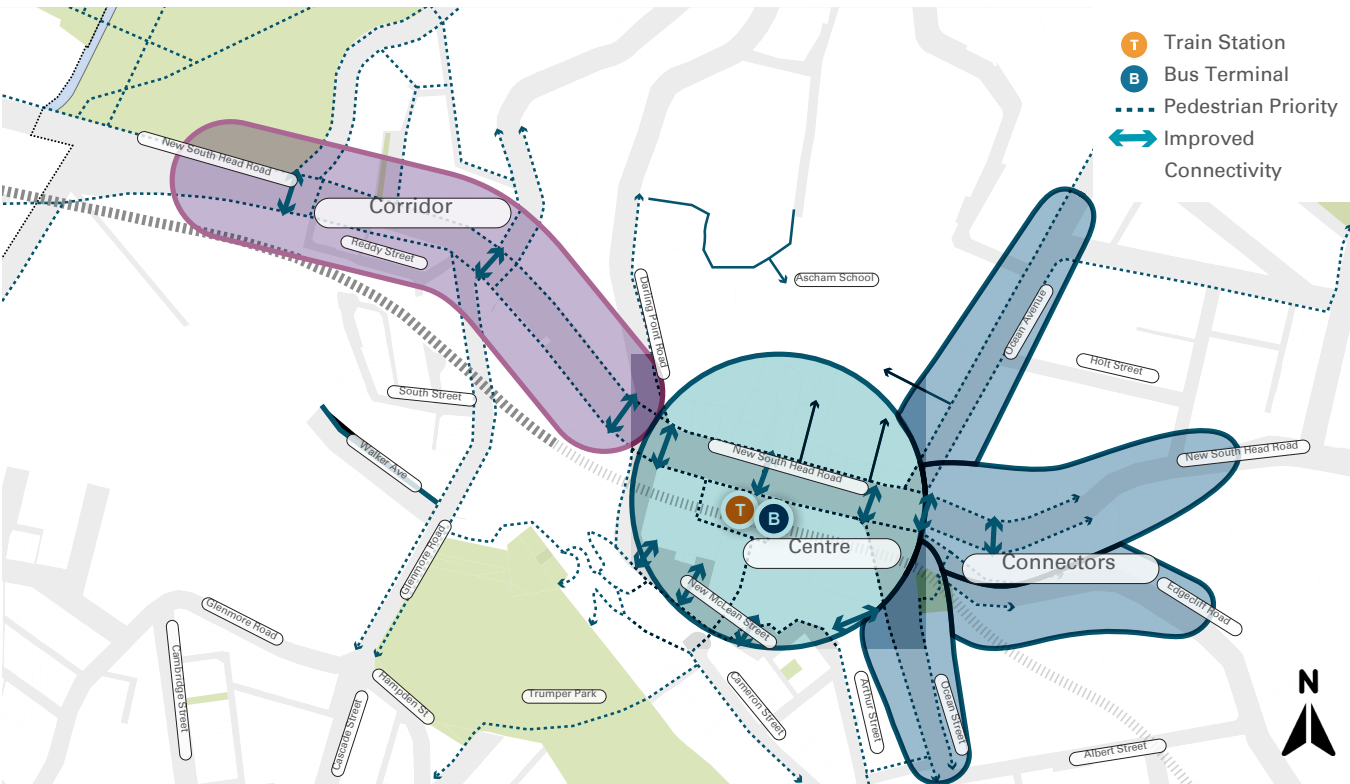


Figure 15. Opportunities in the ECC based on movement

4.4 Opportunities

The strategy provides an opportunity to develop a clear and coordinated approach to growth within the ECC.

Due to one or more of the reasons listed in the previous section, some sites have limited redevelopment potential. Figure 16 identifies those sites with development potential under the ECC Strategy.

Appropriate uplift and revitalisation in the ECC provides the following key opportunities:

- Strengthen the centre's civic and employment role through delivery of enhanced floor space, built form stock, and community infrastructure (Subject to appropriate mechanisms).
- Enable a mix of uses to support community needs.
- Facilitate housing growth in line with the Woollahra LSPS and LHS.

- Retention of diverse housing west of Glenmore/Mona Roads.
- Facilitate affordable housing.
- Delivery of design excellence.
- Improve pedestrian amenity and connectivity in the centre by exploring new locations for crossings and through-site links (see Figure 15).
- Create a sense of identity along New South Head Road.
- Improve the quality of public domain and identify opportunities for urban greening.
- Create public spaces for gathering.
- Identify opportunities for public art.
- Investigate new urban technologies such as smart poles or sustainability measures to improve the environmental and social qualities of the ECC.



Figure 16. Sites that provide an opportunity for future uplift

5. Vision

5.1 Vision statement

The Edgecliff Commercial Centre is a key local centre and community hub, well-located and supported by public transport. The centre will continue to serve an important economic function offering diverse services and employment.

Residents, owners, and visitors form part of a vibrant and contemporary urban place that comprises apartments, community spaces, and a range of businesses.

Enhance the centre's access to the harbour-side and parklands that adds to its liveability. Transport facilitates connectivity with the Eastern Suburbs, the Sydney CBD, and other employment, service, and entertainment centres.

The centre's built form emulates the topography, shows respect for heritage and parklands, and achieves design excellence. Sustainability and liveability are promoted in buildings, public spaces, and community infrastructure. Existing housing diversity is retained.

The centre's qualities and location make it one of Sydney's most liveable local centres.

Figure 17. Artist's impression indicating the potential built form under the preferred development scenario as viewed from New South Head Road opposite the intersection with Glemore Road looking East (Source: SJB 2024)



5.2 Desired future character

The ECC is a local hub for employment, businesses, services, and community activity, and has a mix of apartment living in proximity to the Edgecliff Station and bus interchange. There are four precincts identified in the ECC. Each precinct varies in scale and uses. The desired future character for each precinct is described on this page.

1. Western Basin

This precinct is one of the main entrances to the Woollahra LGA and is the western entrance to the ECC. Some of the most diverse housing in the ECC is located in this precinct.

The mature Moreton Bay Figs along the northern side of New South Head Road, and the wide central landscaped median, are fundamental to the precinct's character. To the south, the Edgecliff (Rushcutters) Viaduct is revealed and street trees in a linear park (adjacent to 73-85 New South Head Road) reinforce the landscape character.

Landscaping frames views into the ECC and building height responds to the height of the trees. Vehicular entry from the rear of buildings, and gardens at the New South Head Road frontage, reinforce the primarily residential and generously landscaped character of the precinct.

The visual relationship across the precinct, between the Paddington slopes and Rushcutters Bay, is retained.

2. Mixed Use Corridor

This precinct contains a mix of retail, services, and residential uses. Retail activates the New South Head Road frontage and continuous awnings provide pedestrian protection.

A two storey street wall height enables shops on the New South Head Road frontage and reinforces the residential character and lower scale of non-residential activity.

An extended linear park along the southern side New South Head Road, continues the landscape character of the Western Basin Precinct. Shady seating in Oswald Park provides some respite from the busyness of New South Head Road and enhances the pedestrian access to through to Mona Lane and New Beach Road.

Articulated facades and upper storey setbacks reduce the apparent bulk and scale of buildings. Street trees and landscaping, contemporary footpath paving, public transport and wayfinding enhance the public domain.

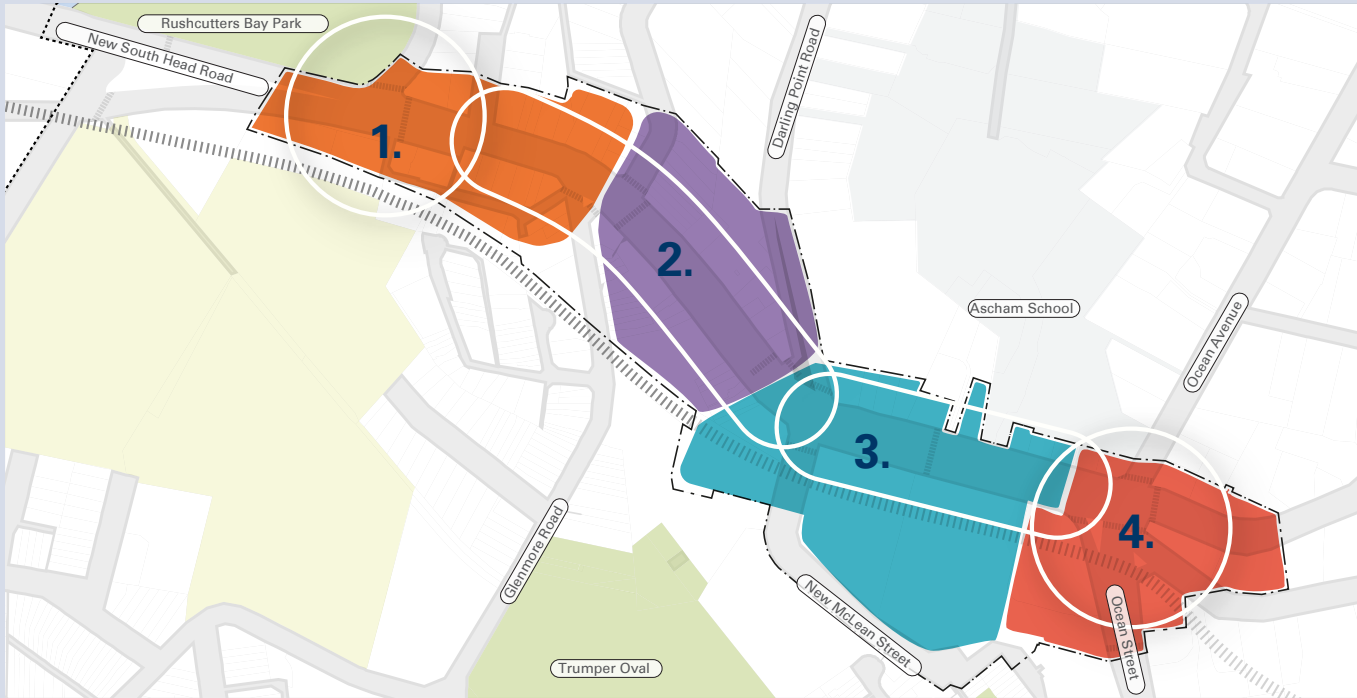


Figure 18. Character areas

3. Local Commercial Core

Modern apartments and employment space support this precinct's economic importance and enhance its role as a community hub and focus for employment, shopping, and living. This precinct's status is boosted by design excellence in architecture and urban design. Active frontages, modern public spaces, urban greening and public art contribute to liveability.

A four storey street wall height accommodates additional employment space while maintaining a human scale for pedestrians.

New McLean Street provides a transition to the Paddington HCA, and Trumper Park and Oval. Solar access impacts to existing public open spaces, streets and residential areas are to be minimised.

4. Eastern Edge

This precinct is the eastern entrance to the ECC and a connection to Double Bay. Public art, urban greening, wayfinding and contemporary pedestrian infrastructure mark this threshold. The Edgecliff Square Reserve is an opportunity for passive recreation.

5.3 Illustrative masterplan

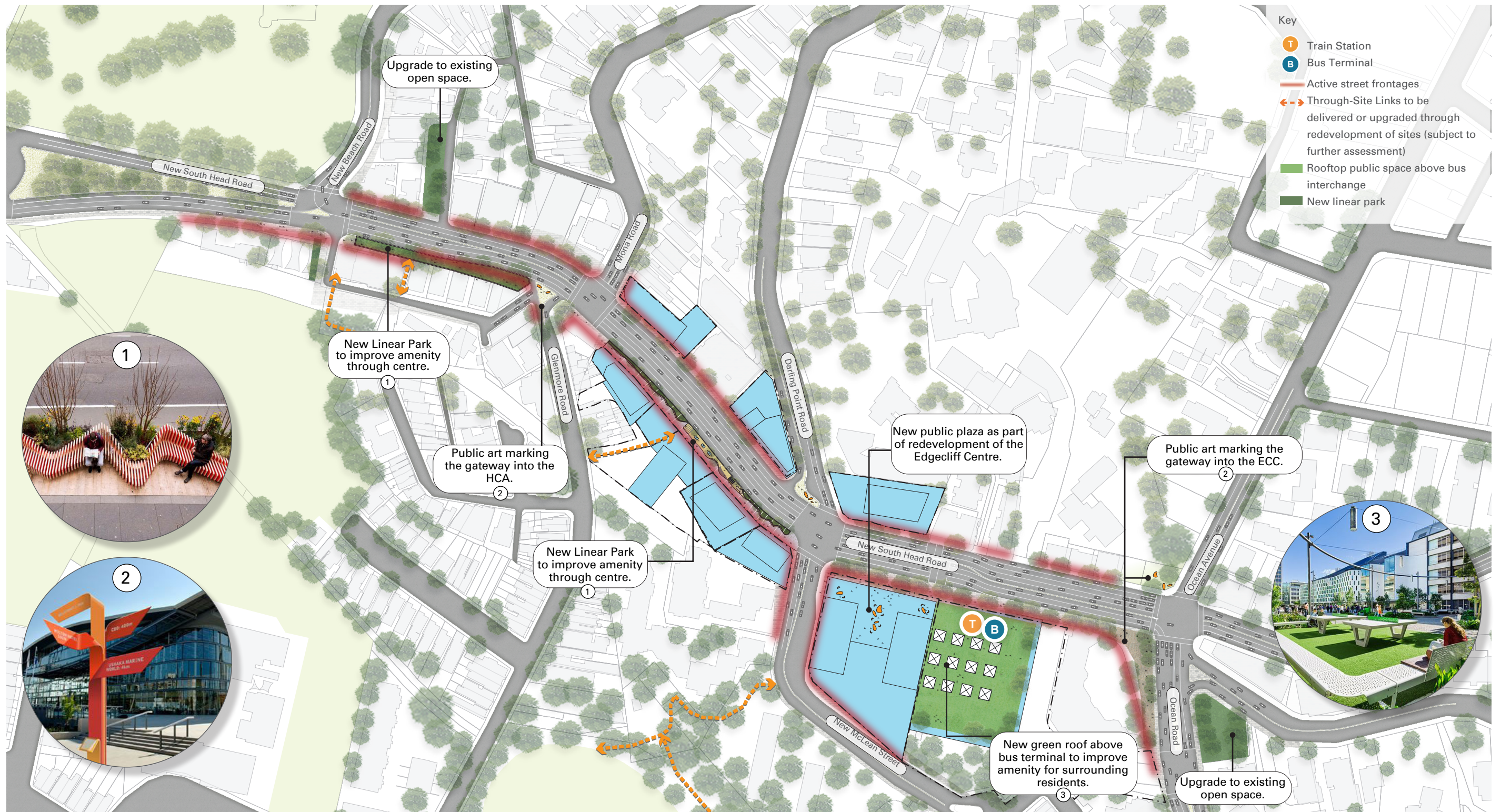


Figure 19. Illustrative masterplan

6. Strategies

6.1 Land use

The illustrative masterplan (Figure 19) outlines the indicative built form envisioned for the ECC.

The existing zoning will be maintained- MU1 Mixed Use (formerly B4) and E1 Local Centre (formerly B2) zoning. The Local Commercial Core (E1 Zone) will be promoted as the focus for business, employment, community space, and apartment living. Commercial uses will be focused around the transport hub at Edgecliff Station.

The Mixed Use Corridor will be primarily residential consisting of lower scale buildings (than the commercial core), with ground level retail accommodating local services such as neighbourhood shops and cafes (refer to Figure 22).

The Western Basin lower scale residential buildings will be maintained with or without ground floor retail. Lower heights will be retained to preserve the ‘basin view’ and physical connection between the Paddington slopes and Rushcutters Bay Park.

Residential uses will be encouraged to be located above other uses, and setback, to improve residential amenity (that will be supported by building design).

6.2 Building heights

Uplift Sites

Identified uplift sites will contribute to achieving the Vision for the ECC. Exceptions to the maximum height of buildings and maximum floor space ratio controls will be available on uplift sites (refer to Figure 19) subject to specified requirements being met, including:

- Site amalgamation where appropriate
- Design excellence
- Contribution toward affordable housing
- Consistency with desired future character
- Net increase in dwellings
- Adds to housing diversity

An exceptions clause in the Woollahra LEP 2014 will set the maximum height of buildings and maximum floor space ratio permitted under the exceptions clause for each uplift site, together with the specific requirements for the site.

Uplift will be facilitated by increased building height on the identified sites. Surrounding context, amenity and views from public spaces, including views across the Paddington basin, were some of the considerations for the proposed building heights.

This Strategy recommends concentrating taller buildings around the Edgecliff Station and retaining the existing building heights in the 'Western Basin'. The built form should reflect the landform and mark the ridge in the vicinity of the station and preserve the lower scale at Rushcutters Park.

Support height controls with DCP controls aimed at achieving a transition in height down to lower scale development adjacent to the ECC, and to maintain solar access to dwellings and outdoor spaces.

Building heights on uplift sites range from 24 to 89 metres (7 storeys to 26 storeys) based on individual site merit, urban design testing, and context. The building heights for each uplift site are shown in Figure 22.

The height and FSR for the Edgecliff Centre site is based on a combination of unique feasibility, urban design, environmental considerations and amenity outcomes. The height proposed will facilitate the delivery of public benefits such as an affordable housing contribution, an enhanced public domain, retention of employment and retail space, and significant residential yield).

Street wall heights

Require four storey street wall heights for sites surrounding Edgecliff Station to allow for additional commercial floorspace within podium levels, in proximity to public transport. Transitioning away from the station, reduce the street wall height to two storeys (see Figure 20).

The distribution of street wall heights marks the focal point near Edgecliff Station and the more residential scale of development heading away from the station.

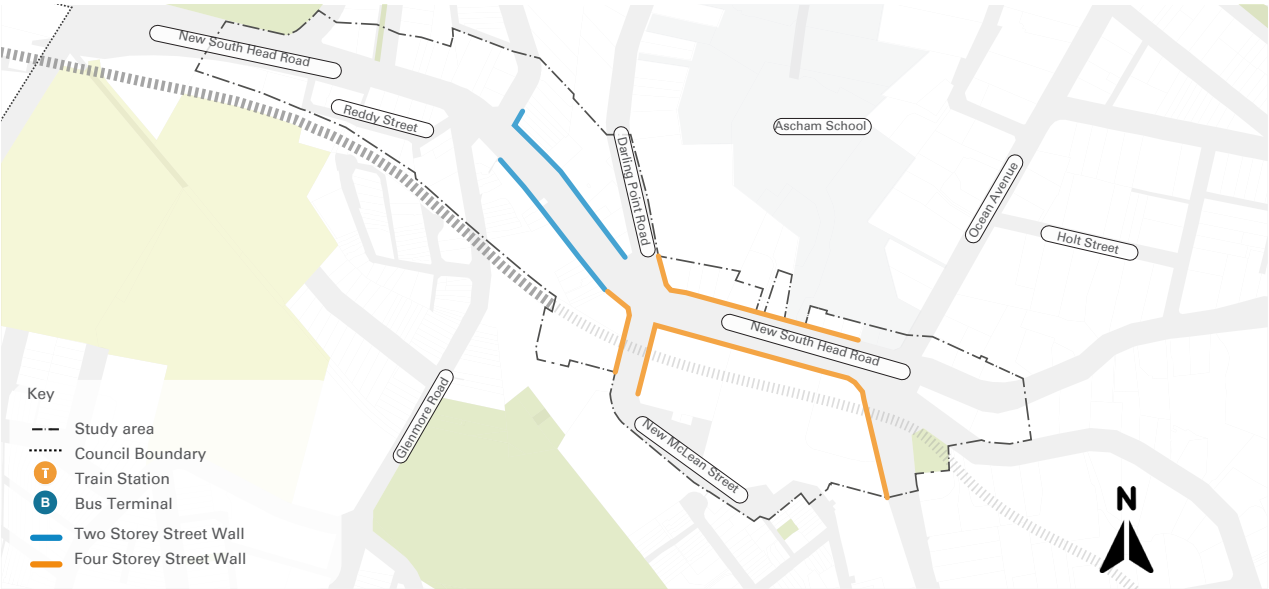


Figure 20. Proposed street wall heights (SJB 2018)

6.3 Floor space

Uplift and the proposed increased building heights are facilitated by increased FSRs. The proposed FSRs are based on economic modelling, extensive urban design testing and analysis of amenity impacts.

The highest density is proposed around the Edgecliff station to match with recommended taller buildings.

Maximum FSRs on uplift sites range from 2.5:1 to 7.5:1 based on individual site merit and context. The recommended maximum FSR for each of the uplift sites is identified in Figure 22.

The Strategy recommends all mixed use sites are to have one or more levels of non-residential uses, with residential uses above.

An FSR has not been identified for the Edgecliff Station site (235-287 New South Head Road) due to a number of site constraints. Any development on this site will need to overcome these constraints and ensure consistency with the vision for the ECC.

Non residential floor space

As a minimum, the existing amount of commercial floor space in the ECC will need to be maintained.

Additional commercial floor space is encouraged by requiring uplift sites to have a minimum non-residential component of between 1:1 and 3:1, to ensure the ECC continues to function as a local employment centre.

6.4 Amalgamation

Encourage amalgamation of sites to avoid site isolation and ensure that development has:

- Functional retail floor spaces at ground level
- Flexibility for a range of non-residential uses
- Efficient residential floor plates
- Efficient parking layout
- Minimised vehicular and service entrance
- Internal loading and waste management areas.

The recommended site size is two to five lots combined to create an adequate site area with an average minimum street frontage of approximately 20 metres to 30 metres (see Figure 21).

Table 1. Approximate indicative yield based on 100% uptake

Land Use	Approximate existing GFA (m²)	Indicative GFA (m²)	Increase from existing GFA (m²)
Residential uses	60,500 (600-750 dwellings)	109,800 (1050-1370 dwellings)	+49,300 (490-615 dwellings)
Non-residential uses	53,700	58,000	+4300
Total	114,200	167,800	+53,600

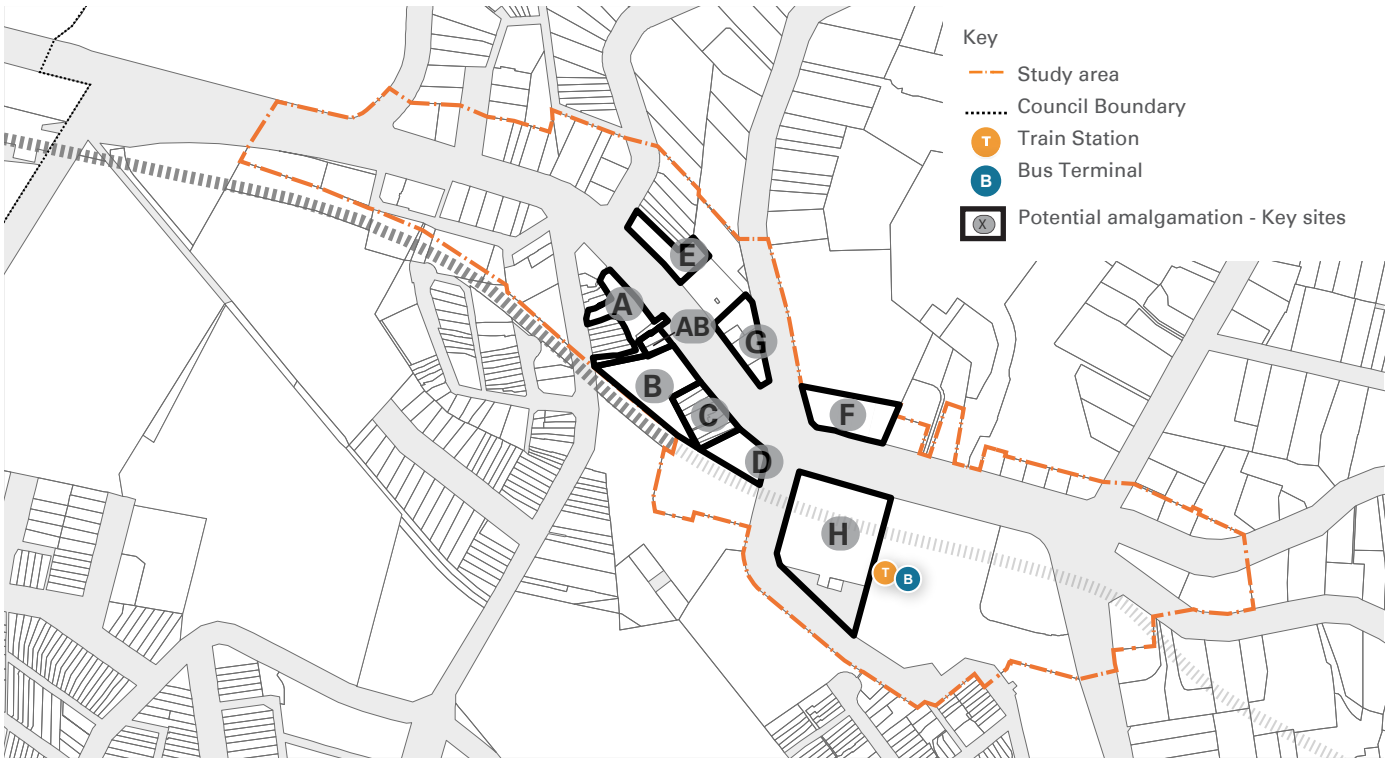


Figure 21. Proposed amalgamation pattern

This model is indicative only and illustrates the potential overall bulk and scale for the ECC. It does not set the built form outcomes of this Strategy.

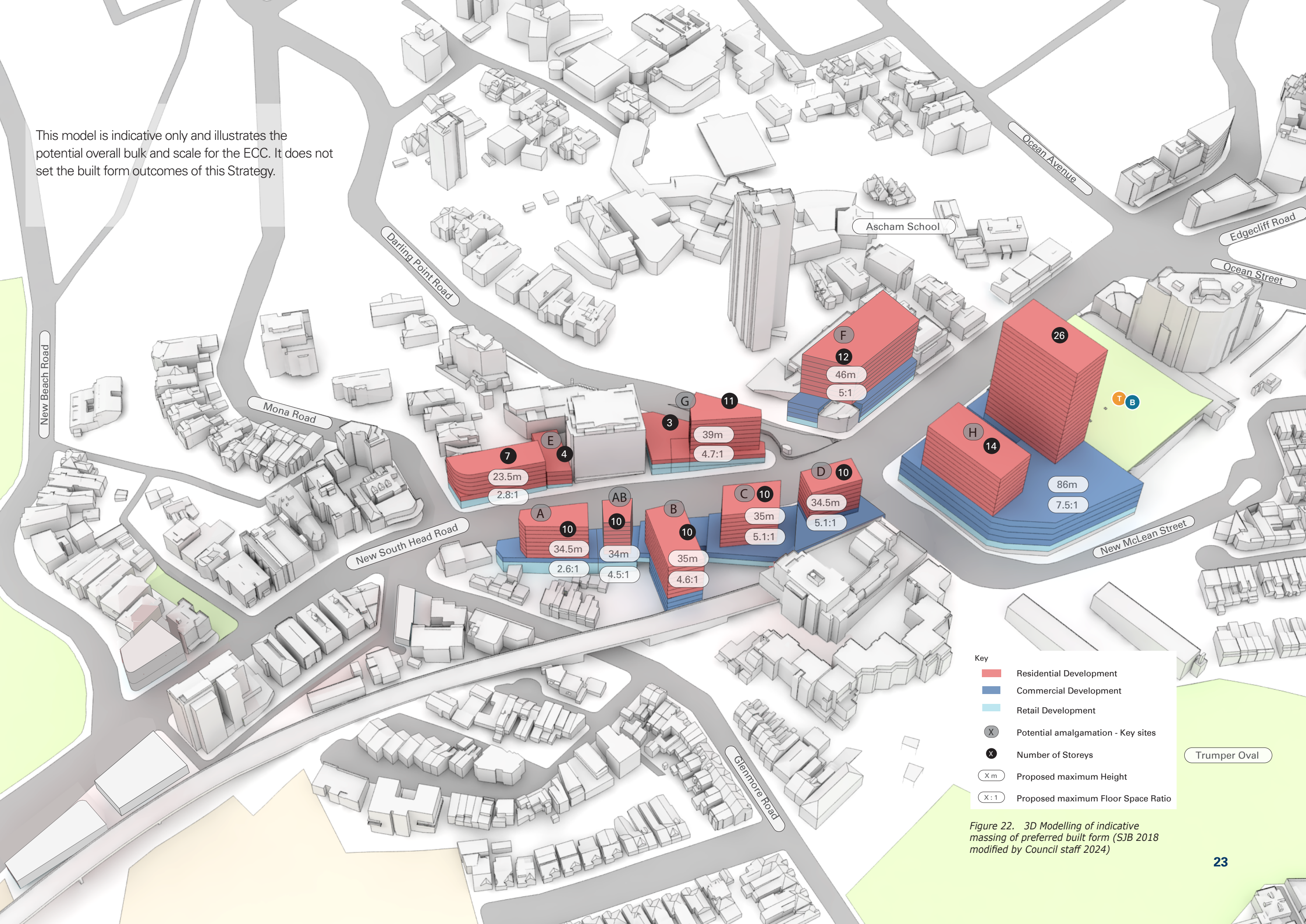


Figure 22. 3D Modelling of indicative massing of preferred built form (SJB 2018 modified by Council staff 2024)

6.5 Built form

The built form strategy for the ECC is informed by the SJB Planning and Urban Design Study preferred scenario that is based on an extensive analysis of the urban characteristics of the ECC. The recommended building envelopes are appropriate to its location and role in the strategic centre hierarchy.

The recommended built form will generally follow the sloping topography of the ECC with the tallest buildings around Edgecliff Station. Current building heights within the Western Basin precinct will be preserved (refer to Figure 23). This will enable retention of the apartment buildings that contribute to housing diversity.

New vehicle entries will be restricted to secondary streets, away from New South Head Road, to minimise congestion and improve public domain and street activation.

Future development will be subject to a design excellence process to achieve the best built form outcomes.

An artist's impression of the indicative potential development in the ECC is provided in Figure 24.

Sensitive response to heritage

- Built forms will respond to heritage significance by:
- retaining all heritage items and buildings in the HCAs
 - transitioning to lower street wall heights around heritage items and HCAs
 - providing active frontages and public domain improvements to showcase the heritage significance of the ECC.

The Cadry's building at the corner of Glenmore Road and New South Head Road marks the entrance to the Paddington HCA. The proposed two storey street wall in this section of the ECC will create an appropriate interface with Cadry's.

New McLean Street will be a transition between the Local Commercial Core and the Paddington HCA and Trumper Park. The street will be enhanced through active frontages, rationalised vehicular access, urban greening and a sensitive built form transition to the Paddington HCA.

Solar access

The proposed built form will ensure that solar access to Trumper Park and Oval, the Paddington HCA and existing dwellings is maintained. At a minimum, development will be required to allow two hours of direct sunlight between 10am and 2pm on 21 June. Narrow floorplates will be encouraged, wherever possible, to facilitate fast-moving shadows and minimise impacts on existing solar access.

Guiding Principles

The Guiding Principles in Table 2 are aimed at ensuring amenity is maintained in future development, public open spaces, existing residential areas and HCAs.

Table 2. Guiding Principles	
1	Development must provide a mix of uses with active street frontages on the ground level along the length of New South Head Road.
2	Development must ensure that the character of the HCAs is not negatively impacted by the bulk and scale of the built form.
3	Development must demonstrate design excellence.
4	Development must contribute towards enhancing the public domain and active transport network.
5	Development must comply with the <i>State Environmental Planning Policy No 65 — Design Quality of Residential Apartment Development</i> and the <i>Woollahra DCP 2015</i> where relevant.
6	Development must ensure that surrounding residential areas continue to receive 2 hours of direct sunlight to private open spaces on 21 June.
7	Development must ensure that existing public open spaces (including Trumper Park and Oval) and new public open spaces must achieve adequate solar access between the hours of 10am and 2pm on 21 June.



Figure 23. Built form section (SJB 2018 modified by Council staff)

Figure 24. Artist's impression of indicative potential development in the ECC (Source: SJB 2024)



Edgecliff Centre site

The existing Edgecliff Centre building (203-233 New South Head Road) is a key site in the ECC due to its size, its location next to the Edgecliff Station, and its relative elevation (the site is near the top of the ridge).

In regard to urban design, the height provides for a landmark development at the core of the ECC marking the top of the hill and Edgecliff Station, while not overwhelming surrounding residential areas and nearby public spaces. The scale of the built form proposed is appropriate to its location and role in the strategic centre hierarchy.

The ECC Strategy indicates a maximum building height of 86 metres (26 storeys). Figure 27 illustrates a section of the potential development compared to the Ranelagh building. A maximum FSR of 7.5:1 (see Table 3) and a minimum non-residential FSR of 3:1 is recommended to help retain and enhance the role of the Local Commercial Core.

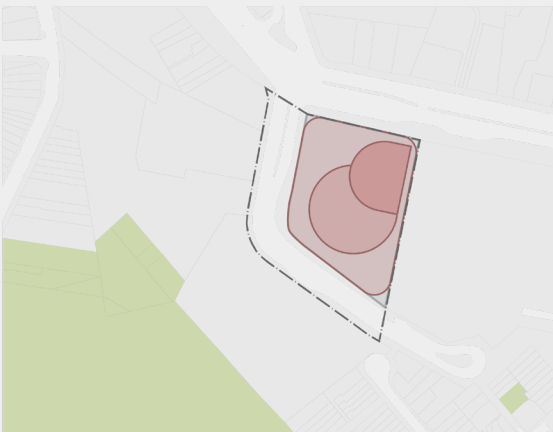
A development measuring 26 storeys on the Edgecliff Centre site would result in the tallest building within the ECC. However, it will not produce any unreasonable environmental planning impacts. For instance, solar analysis indicates development on the Edgecliff Centre site would not produce excessive overshadowing. Trumper Oval would receive no additional shadowing after 10am in mid-winter. Dwellings south of the ECC will also be capable of receiving at least two hours of sunlight to their private open spaces.

Any development on this site will need to consider the following urban design principles.



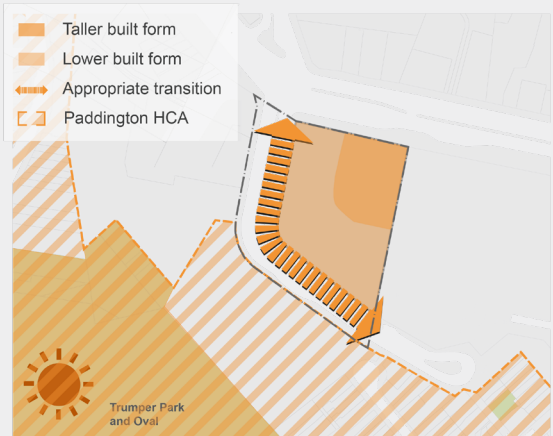
01

Integrated built form responds to context



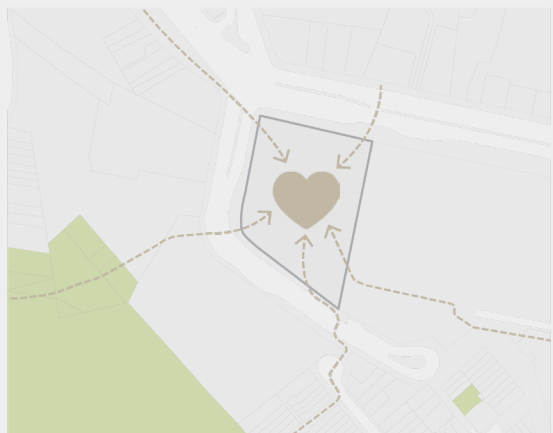
02

Responsive to Country place & heritage



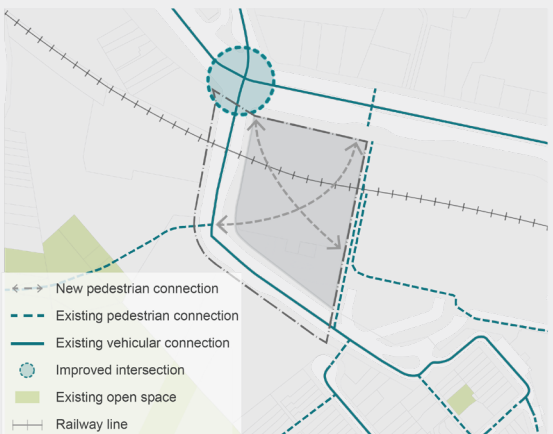
03

High amenity, quality design & sense of place



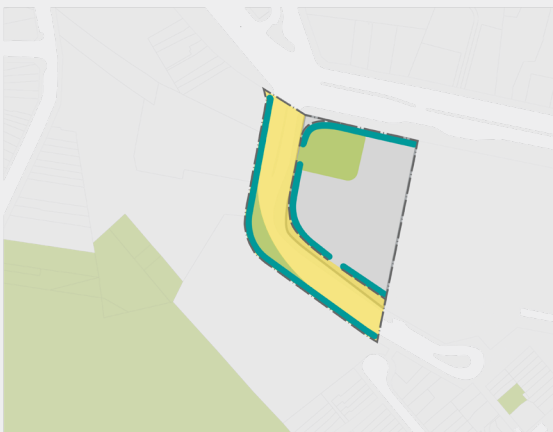
04

Improve accessibility to, from and within the site



05

Enhance and expand the public domain and community infrastructure



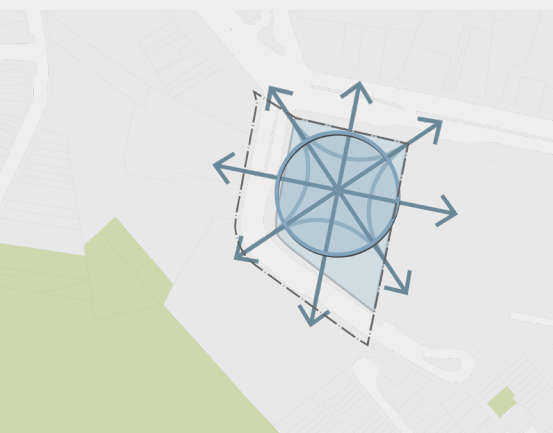
06

Integrate open space and expand tree canopy



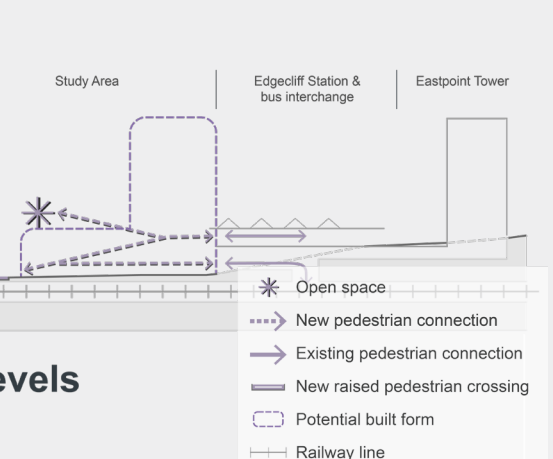
07

Sustainable, adaptable and diverse



08

Work with landform and levels of adjacent development



A key component of the vision for this site is a public plaza with pedestrian connections to New South Head Road and New McLean Street, that will provide a much-needed public gathering space for residents, workers and visitors (see Figures 25 to 28). The site is also large enough to accommodate a significant indoor community and recreation space.

Table 3. Indicative maximum FSR for 203-233 New South Head Road based on feasibility target provided by JLL (SJB 2018)

	Proposed GFA	Proposed FSR
Retail	2,893m ²	75:1
Commercial	17,642m ²	
Residential	22,275m ²	
Total	42,810m²	
Site Area	5,867m²	



Figure 27. Concept section of envisioned development at 203-233 New South Head Road (SJB 2018)

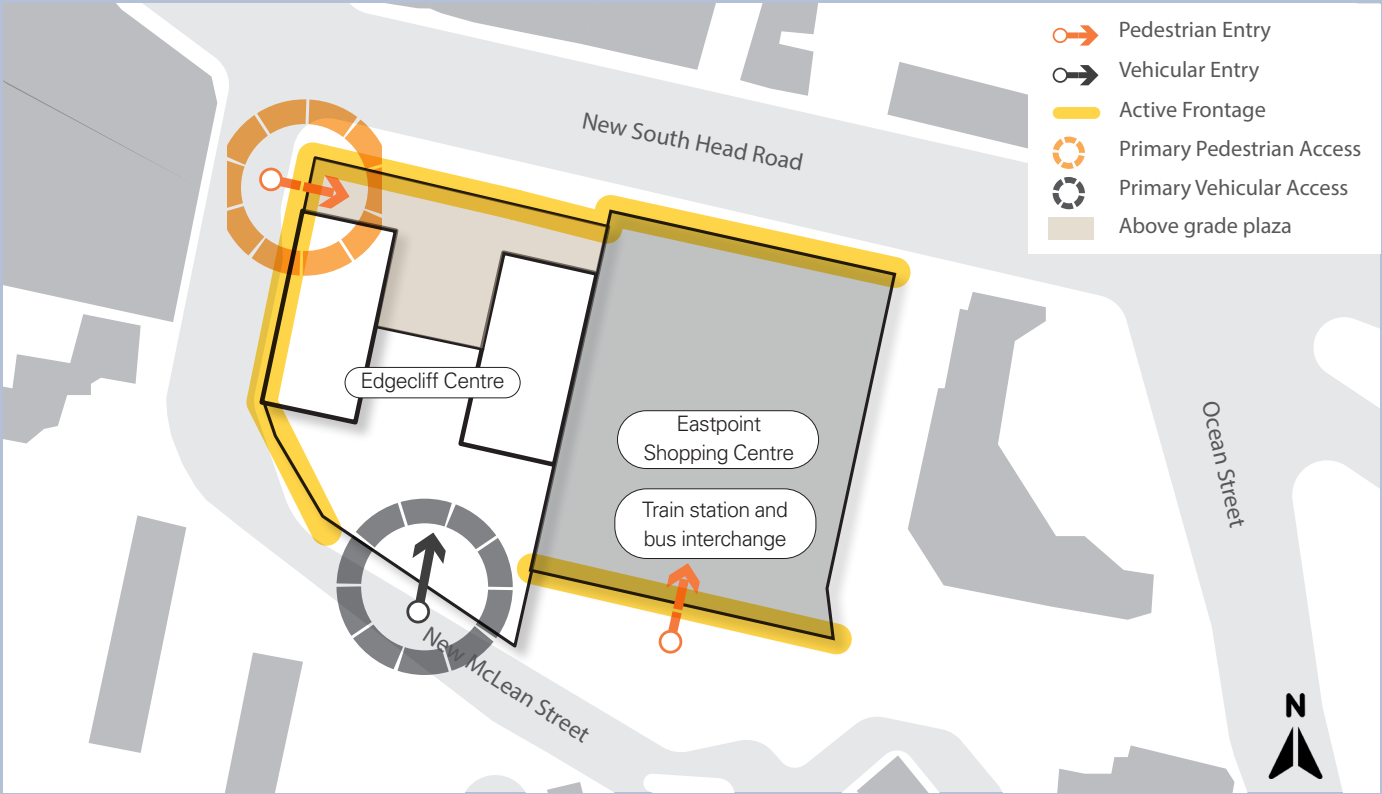


Figure 28. Concept plan of envisioned development at 203-233 New South Head Road(SJB 2018)



Figure 25. Artist's impression of the Edgecliff Centre site viewed from New South Head Road looking South-East (SJB 2024)



Figure 26. Artist's impression indicating the potential public plaza on the Edgecliff Centre site as viewed from New South Head Road looking South (SJB 2024)

6.6 Active street frontages

To improve the public domain and reinforce the economic and civic role of the ECC, active street frontages will be encouraged along the length of New South Head Road and, where possible, along New McLean Street.

The location of active street frontages is identified in Figure 29 below.

Active street frontages will enhance the public domain, improve pedestrian amenity and increase passive surveillance in the area.

Active frontages will be achieved by minimising residential uses at ground level along New South Head Road and encouraging vehicular access from the side streets.

Awnings

To support active ground floor uses and improve pedestrian amenity, awnings will be required along the length of New South Head Road.

Where awnings cannot be provided along New South Head Road, where possible the urban tree canopy will be increased through street tree planting to create shade and pedestrian amenity.

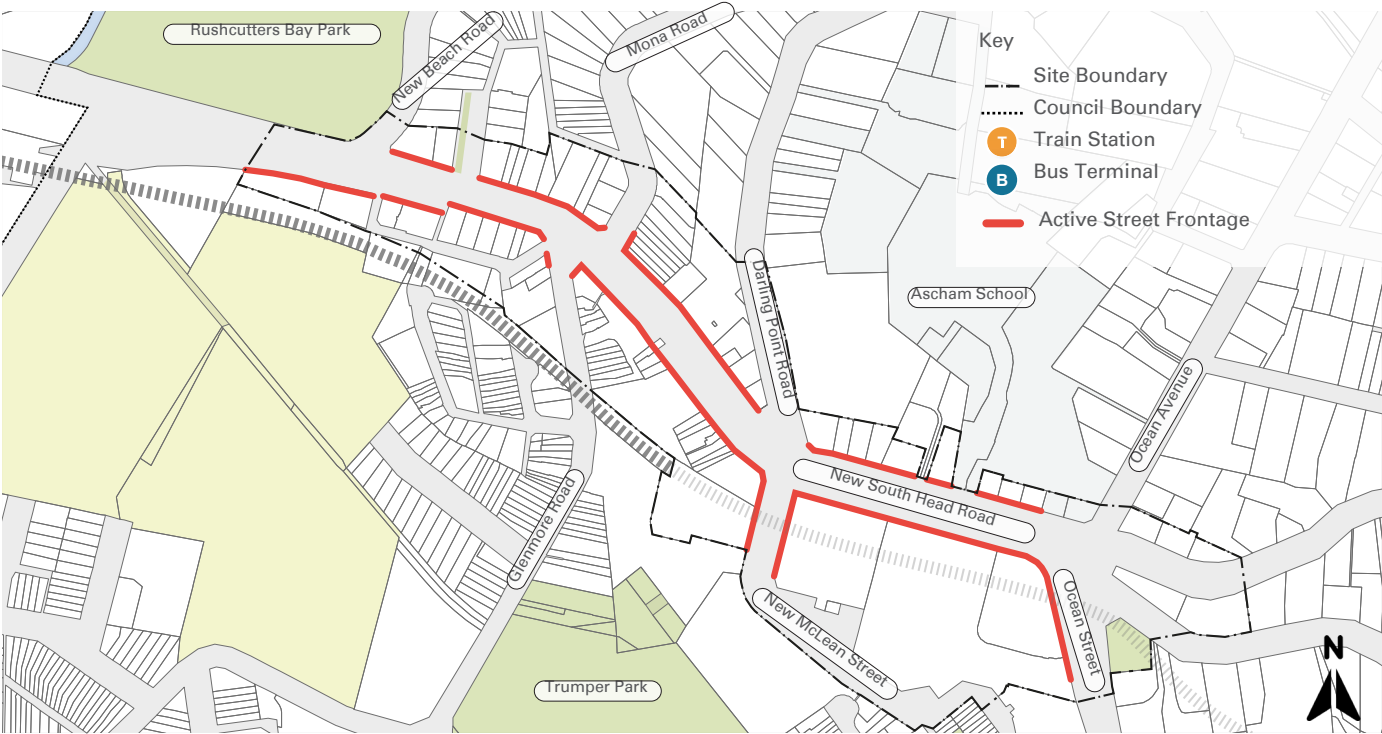


Figure 29. Recommended Active Street Frontages map

6.7 Design excellence

Where development uplift is proposed, design excellence will be required. The design excellence process will require developers to consider:

- standard of architectural design, materials and detailing,
- improvement to the public domain improvements
- sustainability initiatives
- impact on view sharing, view corridors and landmarks
- heritage constraints and streetscape constraints
- relationship with surrounding development
- improvement to pedestrian, cycle, vehicular and service access and circulation
- mix of retail, commercial and residential uses, housing diversity

Mechanisms to encourage design excellence such as a new clause in the Woollahra LEP 2014 and a Design Advisory Panel will be investigated.



Figure 30. Public domain improvements will be encouraged as part of the design excellence process (SJB 2018)

6.8 Community infrastructure

Under the exceptions clause, uplift sites will be required to enhance community infrastructure as works associated with development.

The recommendations of the *Woollahra Community Facilities Study* (adopted September 2020) will be considered when determining the types of community facilities required for the ECC.

Council will investigate a range of mechanisms to facilitate delivery of community infrastructure in other areas of the ECC. This may include Voluntary Planning Agreements and/or s7.11 and s7.12 Contribution Plans (made under the *Environmental Planning and Assessment Act 1979*).

6.9 Affordable housing

Under the exceptions clause, uplift sites will be required to contribute to the provision of affordable housing. The contribution will be a percentage of new residential floor space and will be based on feasibility.

Mechanisms to encourage affordable housing such as a new clause in the Woollahra LEP 2014 will be investigated.

Maintaining the diverse housing west of Glenmore/Mona Road will also help to retain some relatively more affordable housing in the ECC.

6.10 Public domain

The *Draft Edgecliff Commercial Centre Public Domain Plan* identifies opportunities to facilitate a range of public domain improvements in the ECC. The plan responds to the desired future character of each precinct and recommends a range of projects on public and private land (see Figure 31).

In summary, the plan identifies opportunities to:

- Reinforce the characteristics of entries through public art.
- Facilitate vibrant and inclusive public spaces that enhance the mixed use and civic characteristics of the ECC.
- Support walking in the ECC by upgrading pathways and urban furniture.
- Enhance active transport connections along New South Head Road as identified in the Woollahra ATP.
- Encourage pedestrians to spend time in the ECC by creating opportunities for activation.
- Enhance urban greening in the ECC and encourage environmental sustainability through high quality landscape.
- Enhance the amenity of existing parks and provide better connections to open spaces.

The following page highlights the key opportunities for public domain improvements in the four precincts in the ECC.

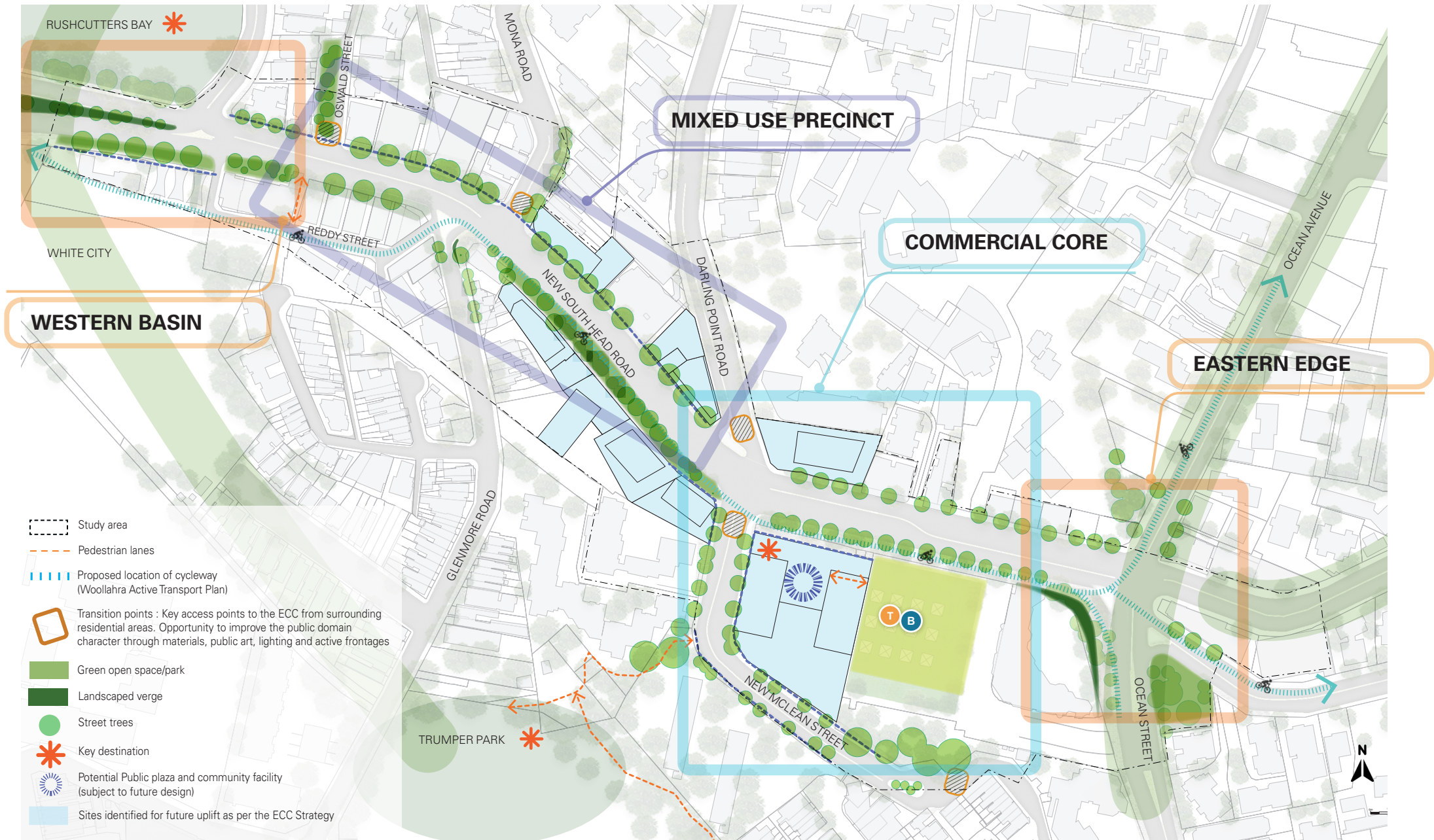


Figure 31. Public Domain Structure Plan (Draft Edgecliff Commercial Centre Public Domain Strategy 2021)

Western Basin Precinct

Some of the key opportunities in this precinct are:

- Public art and feature lighting to emphasise the open character of the precinct.
- Pedestrian lighting to enhance amenity and safety.
- Upgrade the existing linear park adjacent to 85-97 New South Head Road with street trees, landscaped verges, urban furniture and wayfinding elements.
- Pedestrian improvements along the Mahoney lane in line with the recommendations of Woollahra ATP.

Mixed Use Corridor

Some of the key opportunities in this precinct are:

- New linear park along the south side of New South Head Road to enhance urban greening and active transport (see Figure 32).
- Pocket Park at Oswald Avenue to provide a child-friendly public space complemented by traffic calming.
- Footway upgrades and widening along the north side of New South Head Road.
- Additional street trees and upgrades to the existing planter boxes.
- Consistent awnings.
- Public art, wayfinding features and special lighting elements to enhance the gateway character of Glenmore Road.

Commercial Core Precinct

Some of the key opportunities in this precinct are:

- New public plaza as part of the redevelopment of the Edgecliff Centre (203-233 New South Head Road) providing outdoor dining, landscaping, seating and gathering spaces, lighting and water features.
- Investigating potential for an accessible rooftop public open space above the bus interchange to provide a range of active and passive activities.
- Outdoor dining along New McLean Street with improved footways, street trees and urban furniture.
- Public art at the intersection of New South Head Road and Darling Point Road to mark the entrance to the ECC from the north.

Eastern Edge Precinct

Some of the key opportunities in this precinct are:

- Landscape upgrade to Edgecliff Square Reserve.
- Footway upgrade on the southern side of New South Head Road.
- Incorporating aspects of *Cycling Priority Project 1a* as proposed in the Woollahra ATP.
- Public art to enhance the visual character of the precinct.



Figure 32. Artist's impression indicating the potential linear park with active frontages along the south side of New South Head Road (Edgecliff Commercial Centre Public Domain Strategy 2024)

6.11 Transport

The *ECC Transport Study* by SCT Consulting provides an extensive analysis of the existing network and the future capacity within the ECC. The report identifies a number of potential traffic and transport solutions to ensure that ECC's existing public transport, active transport infrastructure and road network will be capable of accommodating the scale of the potential uplift recommended by this Strategy.

The recommended strategic policy directions include:

Reduce existing parking controls

- Cap parking for the Commercial Core to be no more than currently provided.
- Evaluate current parking provision rates and parking multipliers within the Woollahra DCP 2015 in view of considering a reduction, particularly for residential uses.
- Implement use of priced on-street parking to support local businesses

Introduce green travel plan program

- Ensure travel plans are effectively delivered by development proponents with an aim to redistribute a proportion of the private vehicle trips to alternate transport modes.

Support additional car share

- Amend the Woollahra DCP 2015 to require the allocation of one on-site car space for shared vehicles to offset 10 on-site parking spaces in new developments.
- Investigate the use of car share schemes for new development to reduce dependence on street parking permits.

Pedestrian wayfinding and safety

- Prepare a pedestrian wayfinding strategy for the ECC, in line with the Woollahra Active Transport Plan 2023 recommendations.
- Work with Transport for NSW for pedestrian safety upgrades at identified locations.

Monitor public transport patronage

- Regularly monitor public transport patronage to determine the needs of residents and evaluate the success of public transport improvements;
- Lobby TfNSW to continue reviewing rail service demand, providing additional capacity as demands increase.

Infrastructure improvements

In addition to the policy directions, SCT recommended infrastructure upgrades to improve the operation of the road network in the ECC for public transport, active transport, road network and parking. Figure 33 highlights SCT's recommendations to the transport infrastructure in the ECC. The key recommendations include:

- Introduce new signalised pedestrian crossings at the north-western slip lane. of New South Head Road and New Beach Road intersection.
- Straighten the pedestrian crossing on the southern side of the New South Head Road / Darling Point Road / New McLean Street intersection (across New McLean Street) to improve safety for pedestrians crossing the road.
- Formalise the pedestrian crossing at the southern leg of the Glenmore Road/ New South Head Road intersection to improve Glenmore Road configuration for pedestrian safety.
- Investigate optimisation of the signal phasing at all signalised intersections.

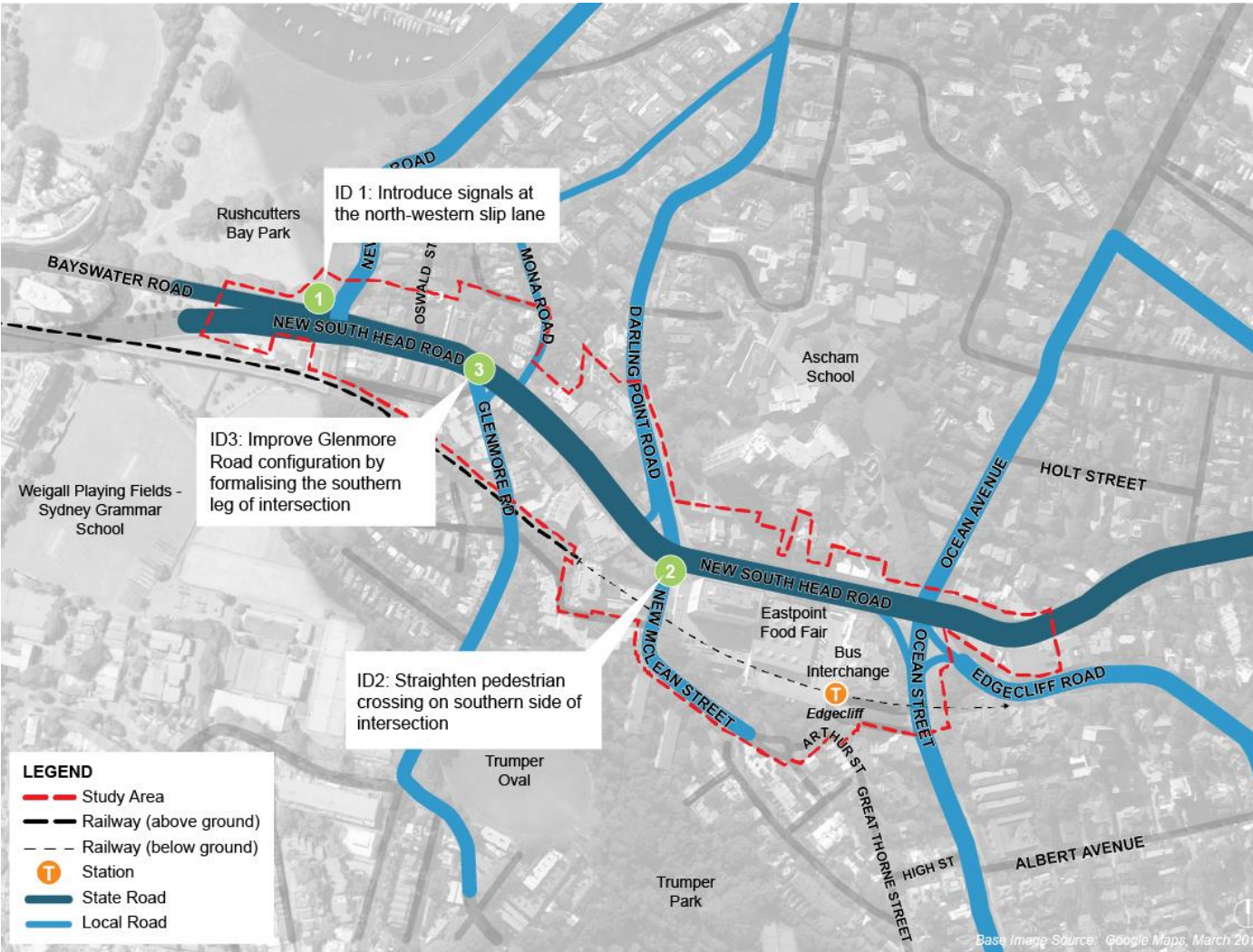


Figure 33. Proposed infrastructure improvements (SCT 2024)



Figure 34. Artist's impression of linear park along New South Head Road facing South (Source: SJB 2024)

7. Implementation

The recommendations in this Strategy will inform future amendments to the Woollahra LEP 2014 and the Woollahra DCP 2015.

Suggested LEP amendments

The suggested amendments to the Woollahra LEP 2014 will address matters including:

- A new local provision to facilitate higher density development, with regard to the Height of Buildings and Floor Space Ratio, only if development meets certain criteria:
 - Suitable site amalgamation
 - Design excellence
 - Delivery of community infrastructure
 - Consistency with the Edgecliff Planning and Urban Design Strategy
 - Contribution towards provision of affordable housing.
- Introduction of a minimum non-residential FSR for certain sites in the ECC
- Delivery of affordable housing at a minimum rate as specified for each uplift site.
- Mechanisms to encourage design excellence.
- A new local provision to facilitate active street frontages.

A summary of the proposed amendments to the Woollahra LEP 2014 is provided in Table 4.

Suggested DCP amendments

Amendments to the Woollahra DCP 2015 will address matters including:

- Incorporating existing and desired future character statements for the ECC (or in a Local Character Statement).
- Street wall heights to ensure that new development in the ECC is at a human scale.
- Street setbacks and upper storey setbacks to allow for the provision of public domain elements.
- Provision of awnings above active street frontages.
- Strengthen existing overshadowing controls relating to Trumper Park and Oval.
- Requirement for a public plaza as part of any redevelopment of the Edgecliff Centre site (203-233 New South Head Road).

Developer contributions

All redevelopment in the ECC must contribute to the delivery of community infrastructure, public open space, public domain and community facilities.

Council will investigate the most appropriate development contributions mechanism to facilitate improvements in the ECC that increase amenity, facilities, services, and liveability for current and future residents and works.

This may include Voluntary Planning Agreements and/or s7.11 or s7.12 contributions plans under the *Environmental Planning and Assessment Act 1979*.

Summary of suggested LEP amendments

The following table (Table 5 identifies the indicative maximum building height, maximum FSR, minimum non-residential FSR and street wall height for the suggested amalgamated sites (Figure 35).

Disclaimer: The values in Table 4 are indicative only. Any increase in density on these sites will be subject to the development meeting the criteria identified in Chapter 6 of this report.



Figure 35. Suggested amalgamation pattern for the ECC

Table 4. Indicative maximum building heights and FSRs

Site	Existing HOB	Existing HOB in storeys (indicative)	Proposed HOB incentive*	Proposed building height in storeys	Existing FSR	Proposed FSR incentive	Proposed non-residential FSR
A	14.5m	4 storeys	34.5m	10 storeys	1.5:1	2.6:1	0.7:1
AB	14.5m	4 storeys	34m	10 storeys	1.5:1	4.5:1	2.0:1
B	14.5m	4 storeys	35m	10 storeys	2.0:1	4.6:1	1.6:1
C	14.5m	4 storeys	35m	10 storeys	2.5:1	5.1:1	2.0:1
D	14.5m	4 storeys	34.5m	10 storeys	2.5:1	5.1:1	2.2:1
E	23.5m	7 storeys	23.5m	7 storeys	2.0:1	2.8:1	0.5:1
F	14.5m	4 storeys	46m	12 storeys	1.5:1	5:1	1.6:1
G	20.5m	6 storeys	39m	11 storeys	2.0:1	4.7:1	0.4:1
H	Part 6m Part 26m	2 storeys 7 storeys	Part 48 Part 86m	14 storeys 26 storeys	2.5:1	7.5:1	3.0:1

* Any increase in density will be subject to the development meeting the criteria identified in Chapter 6 of this report.



Woollahra
Municipal
Council



536 New South Head Road,
Double Bay NSW 2028
woollahra.nsw.gov.au
T: 02 9391 7000
F: 02 9391 7044
E: records@woollahra.nsw.gov.au