

122 BRONTE ROAD BONDI JUNCTION

PLANNING JUSTIFICATION REPORT

FINAL
PREPARED FOR RIMON FIELD PTY LTD

URBIS

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TABLE OF CONTENTS

1.	Introduction	1
1.1.	Overview	1
1.2.	Report Structure.....	1
2.	Site and Locality.....	3
2.1.	Regional Context	3
2.2.	Local Context	3
2.3.	The Site.....	4
3.	Strategic Planning Context	6
3.1.	A Plan for Growing Sydney.....	6
3.2.	Draft Greater Sydney Region Plan	7
3.3.	Draft Eastern City District Plan	8
3.4.	Waverley Community Strategic Plan 2013-2025	9
3.5.	NSW State Priorities	10
4.	Statutory Planning Context	11
4.1.	Waverley Local Environmental Plan 2012	11
4.1.1.	Zoning	11
4.1.2.	Height of Building.....	11
4.1.3.	Floor Space Ratio	12
4.1.4.	Heritage	12
5.	The Indicative Design Concept.....	13
6.	Planning Proposal.....	15
6.1.	Overview	15
6.2.	Part 1 – Objectives and Intended Outcomes	15
6.3.	Part 2 – Explanation of Proposed Provisions	15
6.4.	Part 3 – Justification of Proposal	15
6.4.1.	Section A – Need for the Planning Proposal	15
6.4.2.	Section B – Relationship to Strategic Planning Framework	16
6.4.3.	Section C – Environmental, Social and Economic Impacts.....	23
6.4.4.	Section D – State and Commonwealth Interests	27
6.5.	Part 4 – Mapping.....	28
6.6.	Part 5 – Community Consultation	30
6.7.	Part 6 - Timeline.....	30
7.	Conclusion	32
	Disclaimer	34
Appendix A Urban Design Report		
Appendix B Heritage Impact Assessment		
Appendix C LEP Mapping		

FIGURES:

Figure 1 – Location of Site.....	3
Figure 2 – Aerial Photograph of the Site	4
Figure 3 – Survey Plan Extract.....	4
Figure 4 – Photographs of the Site and Surrounds	5
Figure 5 – The Global Economic Corridor	6

Figure 6 – A Metropolis of Three Cities	7
Figure 7 – Eastern City District.....	9
Figure 8 – Massing Concept.....	11
Figure 9 – WLEP Heritage Map Extract	12
Figure 10 – Photomontage Image from Junction of Bronte Road and Birrell Street.....	14
Figure 11 – Photomontage Image Looking West along Birrell Street	14
Figure 12 – Maintaining Solar Access.....	24
Figure 13 – Bondi Junction Heritage and Height of Building LEP Map Extract.....	26
Figure 14 – Proposed Updated Zoning Map	28
Figure 15 – Proposed FSR Map	29
Figure 16 – Proposed Height of Building Map.....	29

PICTURES:

Picture 1 – View north from opposite side of Birrell Street	5
Picture 2 – View looking west along Birrell Street	5
Picture 3 – View looking east along Birrell Street.....	5
Picture 4 – View looking south along Bronte Road	5
Picture 5 – Heritage Map	26
Picture 6 – Height of Building Map	26

TABLES:

Table 1 – Summary of Proposed Zoning and Development Controls	1
Table 2 – Eastern District Job Target	8
Table 3 – Strategic Plan Merit Test	16
Table 4 – Site Specific Merit Test.....	20
Table 5 – Relevant SEPPs Applicable to the Planning Proposal	21
Table 6 – Consistency with Section 117 Directions	22

1. INTRODUCTION

1.1. OVERVIEW

This Planning Justification Report has been prepared by Urbis on behalf of Rimon Field Pty Ltd (the “Applicant”) who are prospective purchasers of the site from the owners Telstra Corporation Limited. The site is located at 122 Bronte Road, Bondi Junction, NSW 2022 (the “Site”). The legal description of the site is Lots 5-7 Section 2 DP185, and the site area extends to 657.9sqm.

The Applicant seeks to initiate the preparation of an amendment to the Waverley Local Environmental Plan 2012 (WLEP) as it applies to the Site. This Report is intended to assist Waverley Council (the “Council”) in preparing a Planning Proposal to rezone the land and introduce new planning controls at the Site in accordance with Section 55 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The intended outcome of the Planning Proposal is to amend the WLEP as follows:

- Land Zoning: Rezone the land to Zone **B4 Mixed Use**
- Floor Space Ratio: Introduce a new maximum allowable floor space ratio (FSR) of **5:1**
- Height of Buildings: Introduce a new maximum allowable building height of **28m**

These proposed amendments are detailed in Table 1 below:

Table 1 – Summary of Proposed Zoning and Development Controls

Development Standard	Present WLEP Control	Proposed Amended Control
Zoning	SP2 - Infrastructure	B4 Mixed Use
Floor Space Ratio	2:1	5:1
Height of Building	15m	28m

The purpose of the amended zoning and controls is to facilitate the redevelopment of the site to accommodate a new mixed use serviced apartment scheme with retail/café use at the ground floor.

At this stage the design concept is for a 7-storey tower, comprising up to approximately 62 serviced apartments, along with the adaptive re-use of the existing heritage building on site to contain ground floor reception uses, along with an ancillary café/retail use and associated car parking for staff.

At this stage, it is anticipated that the proposal would contain approximately 3,288sqm Gross Floor Area (GFA).

A development application containing further worked-up details of the scheme would be lodged with the Council, following the gazettal of the amended controls sought within this Planning Proposal.

1.2. REPORT STRUCTURE

Planning Proposals should be prepared in accordance with NSW Department of Planning and Environment (the “DPE”) documents ‘A Guide to Preparing Planning Proposals’ and ‘A Guide to Preparing Local Environmental Plans’ published in August 2016.

This stipulates that the following information is required for a Planning Proposal:

1. A statement of the objectives and intended outcomes of the proposed instrument;
2. An explanation of the provisions that are to be included in the proposed instrument;
3. The justification for those objectives, outcomes and the process for their implementation;

4. Where relevant identify the intent of the Planning Proposal and the area to which it applies;
5. Details of community consultation that is to be undertaken on the Planning Proposal; and
6. A project timeline to detail the anticipated timeframe for the plan making process.

The level of detail required for a Planning Proposal should also be proportionate to the complexity of the proposed LEP amendment.

It is considered that this Planning Justification Report contains sufficient information relating to the above bullet points to address the relevant environmental, social, economic and other site specific considerations.

This Report is supported by the following documentation:

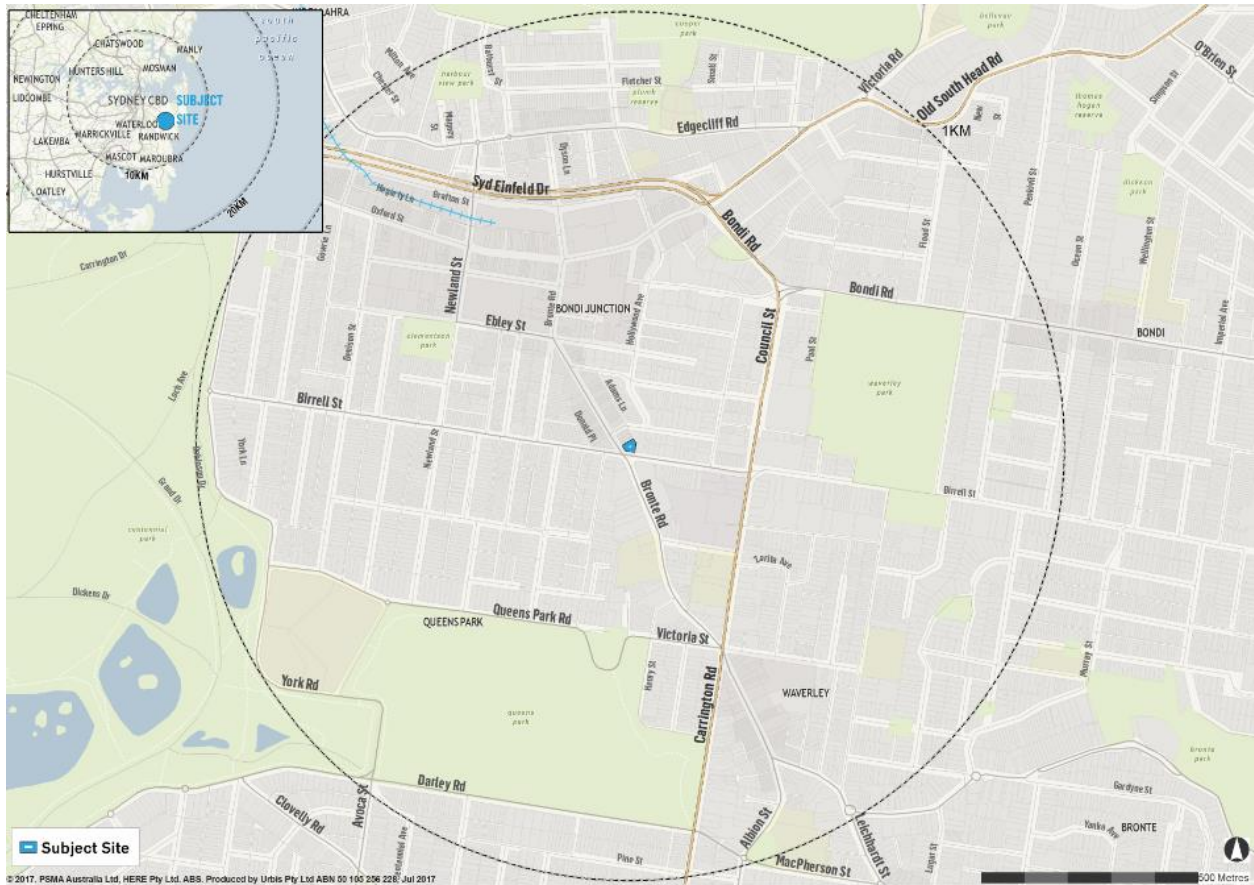
- An Urban Design Report prepared by MHN Design Union Architects (Appendix A).
- Heritage Impact Assessment prepared by Urbis (Appendix B).
- LEP Maps prepared by Urbis (Appendix C).

2. SITE AND LOCALITY

2.1. REGIONAL CONTEXT

The site is located within Bondi Junction within the Waverley Council Local Government Area. This is located within eastern Sydney, some 5km south east of the Sydney CBD. Bondi Junction is situated between coastal areas of Bondi and Tamarama to the east, the residential areas of Woollahra to the north and Centennial Park to the west. The wider location of the site is identified in Figure 1 below.

Figure 1 – Location of Site



Source: Urbis

2.2. LOCAL CONTEXT

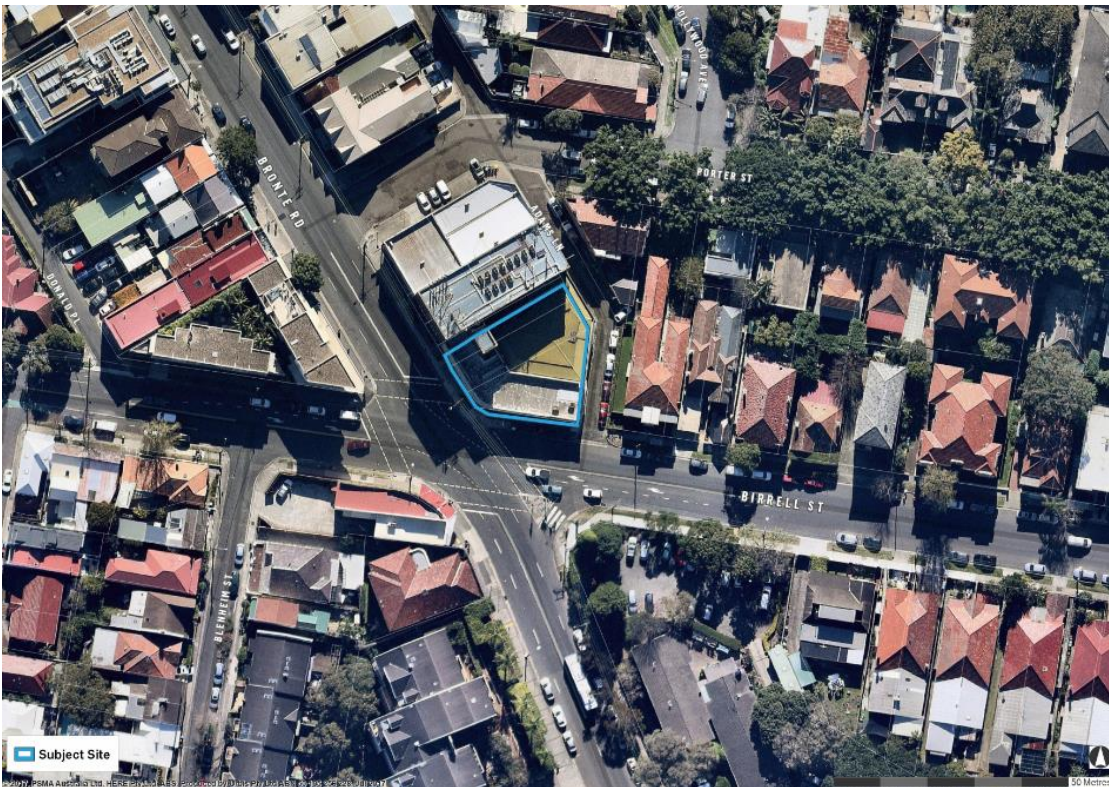
The site is positioned on the north-east side of the Bronte Road and Birrell Street intersection. The site represents a strategic location as it forms the south-eastern entrance to Bondi Junction, one of four main vehicular access routes to the centre.

There are a variety of land uses surrounding the site, including the Edina Nursing Home and Uniting War Memorial Hospital to the south, whilst detached 2/3 storey residential properties and residential flat buildings lie to the east of the site. A modern 4 storey shop-top housing development is situated to the west of the site on the opposite side of Bronte Road, and adjoining the site to the north is the existing brick built Waverley Telephone Exchange Offices.

Other uses in the area include a single storey electronic component retailer 'Jaycar' on the south west corner of the Bronte/Birrell intersection. There are a range of building heights and mix of residential and commercial uses further north on Bronte Road, with the heights of building increasing towards the centre of Bondi Junction.

An aerial photograph of the site is included at Figure 2 below.

Figure 2 – Aerial Photograph of the Site



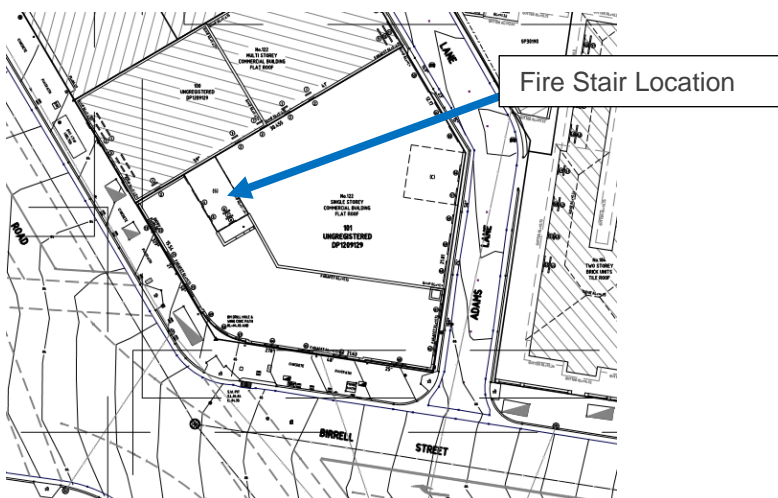
Source: Urbis

2.3. THE SITE

The site comprises a single storey brick building to the corner of Bronte Road and Birrell Street with a masonry parapet and flat roof beyond. The building is the former Waverley Post Office Building, built in c1887, which was converted to Waverley's first Telephone Exchange around 1893.

A more modern three storey building adjoining the site to the rear, and over time both buildings have comprised the former Waverley Telephone Exchange. This approximately six-storey building does not form part of the site for this Planning Proposal. However, the existing fire stairs which form part of the office building falls within the proposal site as identified in Figure 3 below. These are intended to be retained, whilst accommodating development above.

Figure 3 – Survey Plan Extract



Source: SurvPlan

Photographs of the site are contained in Figure 4 below.

Figure 4 – Photographs of the Site and Surrounds



Picture 1 – View north from opposite side of Birrell Street

Source: Google Earth



Picture 2 – View looking west along Birrell Street

Source: Google Earth



Picture 3 – View looking east along Birrell Street

Source: Google Earth



Picture 4 – View looking south along Bronte Road

Source: Google Earth

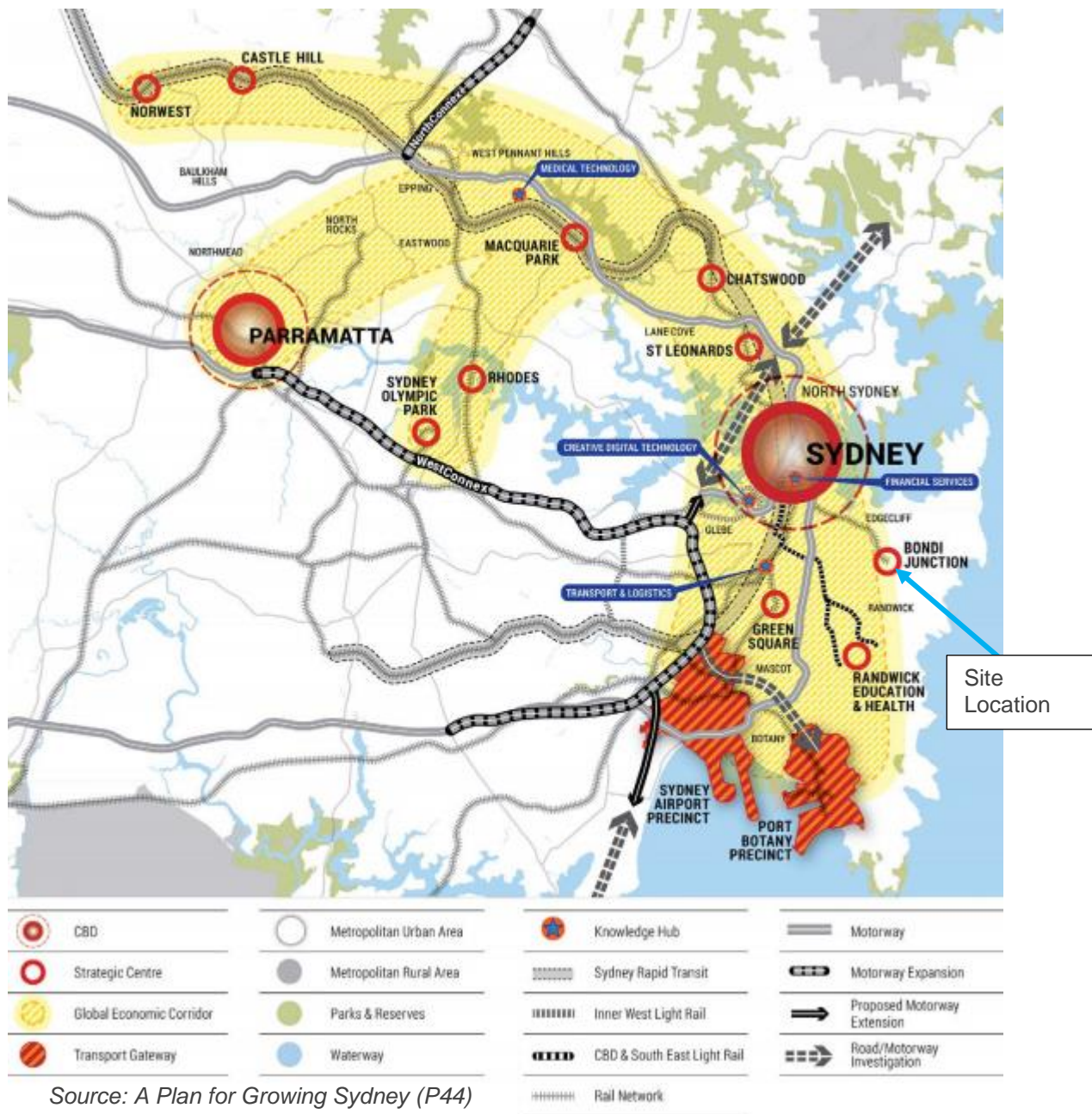
3. STRATEGIC PLANNING CONTEXT

3.1. A PLAN FOR GROWING SYDNEY

A *Plan for Growing Sydney* was published in 2014 and is the Greater Sydney Regional Plan. It seeks to guide land use planning decisions over a 20-year period within Greater Sydney. The Greater Sydney Commission intend to undertake a comprehensive review of the Regional Plan during 2017, however this section sets out the latest position in terms of the strategic planning context.

The Plan identifies a 'Global Economic Corridor' which extends from Macquarie Park, through the Sydney CBD to Port Botany and Sydney Airport. It is estimated that this area generates over 41% of the NSW Gross State Product. This economic corridor includes Bondi Junction as shown in Figure 5 below

Figure 5 – The Global Economic Corridor



Among the 'priorities' which the Plan promotes for this corridor (Global Sydney Priorities P110), is to provide capacity for additional mixed-use developments for a range of uses including tourism. The Plan also provides support for Sydney's arts and culture, tourism and entertainment industries.

Bondi Junction is identified as a Strategic Centre, and within the locations Direction 1.7 seeks to create vibrant hubs of activity which helps to increase job opportunities, which are vital to a productive economy. As such, the future redevelopment of the site would support this approach and contribute towards the priorities of the Plan.

3.2. DRAFT GREATER SYDNEY REGION PLAN

The Draft Greater Sydney Region Plan 'Our Greater Sydney 2056 – A Metropolis of Three Cities' was published by the Greater Sydney Commission (GSC) in October 2017 for exhibition. The draft Plan outlines how Greater Sydney will manage growth and change and guide infrastructure delivery.

It sets the vision and strategy for Greater Sydney, to be implemented at a local level through District Plans. For the first time, the Plan has been prepared in conjunction with the *NSW Government's Future Transport 2056 Strategy* and informs Infrastructure NSW's State Infrastructure Strategy providing full integration of land use, transport and infrastructure planning.

The GSC has a bold vision for the future of Greater Sydney with a 'once-in-a-lifetime' opportunity to rebalance the city into a metropolis of three unique and connected cities; a 'Western Parkland City' west of the M7, a 'Central River City' around Greater Parramatta and an Eastern Harbour City focussed around the CBD and coastal areas, where the proposal is situated. This is illustrated in Figure 6 below:

Figure 6 – A Metropolis of Three Cities



Source: Draft Greater Sydney Region Plan

The draft Plan includes four main themes which focus on the following areas:

- Infrastructure and Collaboration;
- Liveability;
- Productivity; and
- Sustainability.

It will be explained further in this Report that the proposal will assist in achieving these themes along with 10 key directions which support the delivery of the draft Plan.

3.3. DRAFT EASTERN CITY DISTRICT PLAN

The site is situated within the area covered by the Revised Draft Eastern City District Plan, released in October 2017. This 'draft District Plan' has been developed by the Greater Sydney Commission and outlines the priorities and actions for the District which includes the Waverley Council Local Government Area. The Eastern City District encompasses the areas identified within the red line in Figure 7 below.

The draft District Plan identifies that Bondi Junction is a high amenity centre providing retail and local services to Greater Sydney's Eastern Suburbs. The centre is well connected to the Harbour CDB, the eastern beaches and other amenities including Queens Park and Centennial Park.

The draft District Plan indicates that the centre has opportunities to attract more A-Grade office tenants, medical services, education, cultural and creative spaces and to improve connections with other centres such as the Randwick Health and Education Precinct. Future growth will need to ensure the capacity for jobs growth and provision of a diverse mix of uses across the centre. It is evident that the proposal will help to achieve these objectives, and this will be discussed further in this report.

The stated Actions for Bondi Junction include:

- *Protect capacity for job targets and a diverse mix of uses to strengthen and reinforce the economic role of the centre.*
- *Expand the function and type of land uses in the centre including attracting A-Grade office tenants and knowledge-intensive jobs*
- *Recognise the centre's health attributes to support the Randwick health and education precinct and mechanisms for increasing floor space for health uses, including a health focused business incubator."*

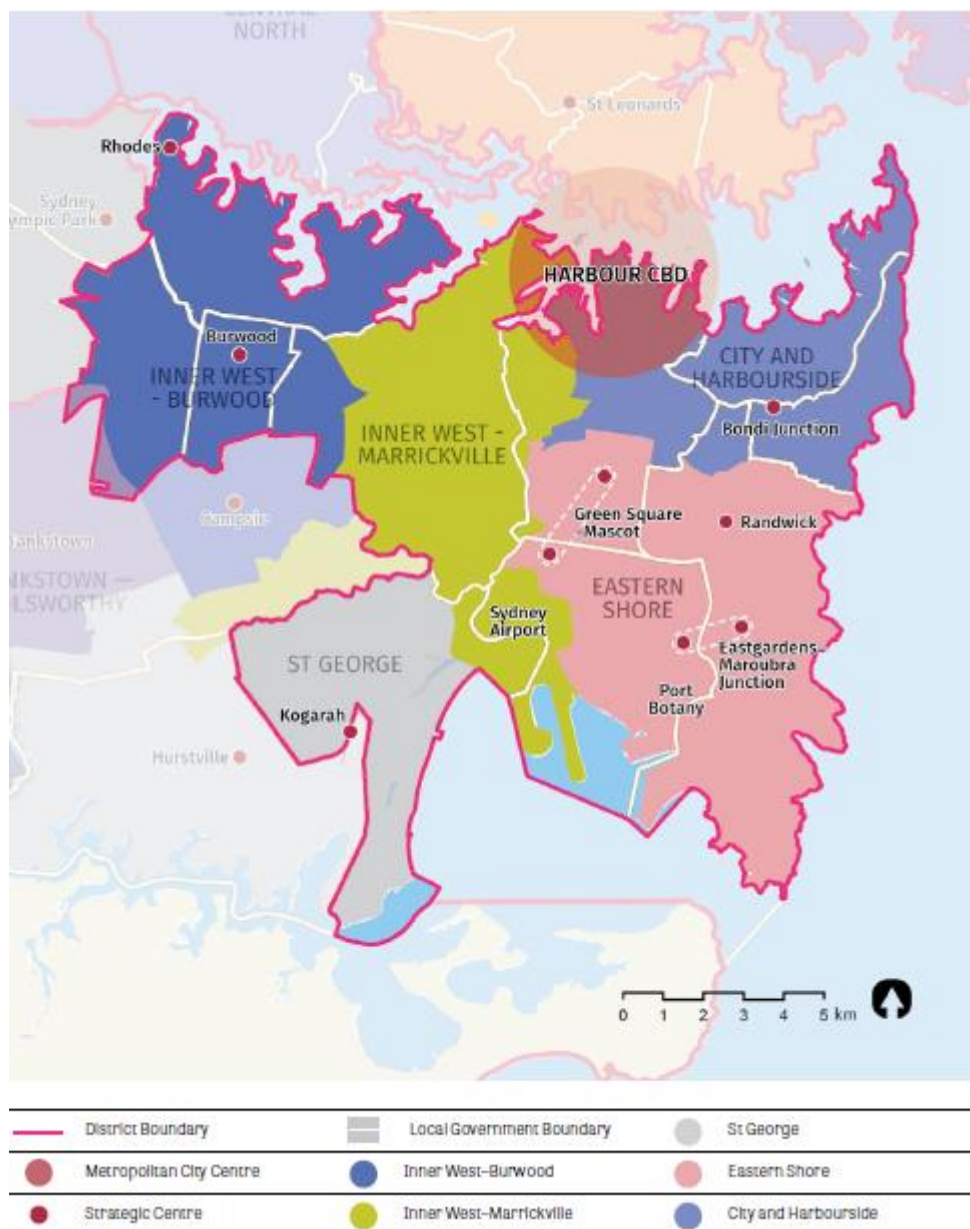
The Draft District Plan identifies Bondi Junction as a Strategic Centre, the jobs target for the centre is set out in Table 2 below.

Table 2 – Eastern District Job Target

Centre	2016 Estimate	2036 Baseline Target	2036 Higher Target
Bondi Junction	13,800	17,000	20,500

These job targets are intended to provide guidance to Councils and government agencies as to the likely scale of employment growth, whilst also helping to inform land use and infrastructure planning. The reason a range is provided is to account for varying economic conditions, and the higher growth scenario would reflect further investment in the centres. It is evident that Bondi Junction will grow over the plan period and the provision of additional facilities such as serviced apartments will be critical to support this growth.

Figure 7 – Eastern City District



Source: Draft Eastern City District Plan

The draft Plan also identifies that the Eastern District's global tourism brand makes an important economic contribution, with a range of tourist attractions including the District's world-recognised beaches and high-profile art and cultural events that attract national and international visitors. A stated action within the Plan is to "Enhance the tourist and visitor economy in the District, including a co-ordinated approach to tourist activities, events and accommodation".

Evidently the provision of additional visitor accommodation at this site within a key Strategic Centre will assist in meeting the strategic aims of this draft Plan, through supporting international tourism, providing jobs and opening new services to support Strategic Centres.

3.4. WAVERLEY COMMUNITY STRATEGIC PLAN 2013-2025

Waverley's 12-year community strategic plan, Waverley Together 3, reflects the Waverley community's long-term priorities and aspirations for the future. These are captured in the community's Vision, which sets the strategic direction that all Council operations work towards.

The main part of the plan focusses on the concept of the quadruple bottom line, which sets out the specific directions, strategies, targets and indicators necessary for the community to achieve the Vision. The quadruple bottom line is organised into:

- Sustainable Community.
- Sustainable Living.
- Sustainable Environment.
- Sustainable Governance.

The Sustainable Living strategy refers to initiatives which support the liveability and economic viability of the Waverley area. This includes strategies to implement tourism initiatives to benefit the local economy and communities, whilst working with NSW Tourism.

As mentioned above, it is clear that the establishment of a new short term accommodation facility in Bondi Junction will assist both tourism and economic initiatives, with these being specifically identified in 'Waverley Together'.

3.5. NSW STATE PRIORITIES

In September 2015, NSW Premier Mike Baird unveiled 12 personal priorities and 18 state priorities to grow the economy, deliver infrastructure, protect the vulnerable, and improve health, education and public services across NSW.

These priorities were to set the agenda for the NSW Government Sector over the coming years and included the following:

- Creating jobs; and
- Encouraging business investment.

The proposed development will ultimately help to create jobs and encourage the business economy in Bondi Junction by providing additional facilities and bed spaces which can be utilised by business travellers to Sydney.

4. STATUTORY PLANNING CONTEXT

4.1. WAVERLEY LOCAL ENVIRONMENTAL PLAN 2012

The Waverley Local Environmental Plan 2012 (WLEP) is the principal environmental planning instrument applicable to the site. The zoning of the site, along with the building height and FSR controls set out within the WLEP need to be amended for the site to ultimately facilitate the proposed development.

4.1.1. Zoning

The site is currently zoned as 'SP2 Infrastructure'. This reflects the previous use as part of the Telstra Telephone Exchange.

The only uses which are permitted within the zone are roads and any development ordinarily incidental or ancillary to development for that purpose.

It is evident that rezoning is needed to facilitate the redevelopment of the site, particularly given the building is now surplus to the requirements of Telstra. It is therefore proposed to rezone the site as B4 Mixed Use.

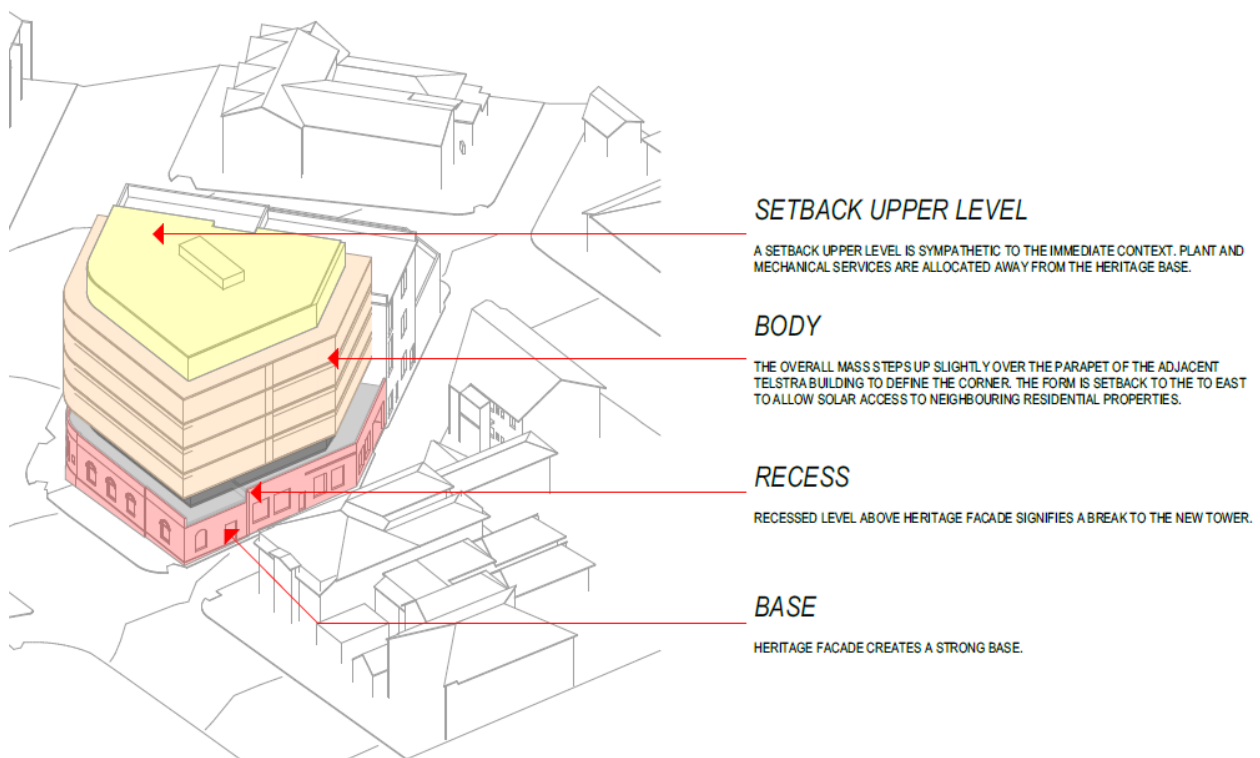
4.1.2. Height of Building

The current maximum height of building shown for the site within the WLEP Height of Building Map is 15m. This is proposed to be amended to facilitate a maximum height of building for the site of 28m.

It is proposed that this new maximum height of building will facilitate a building of approximately 7 storeys to be constructed at the site.

This massing concept design which could be achieved following the amendment to the controls is illustrated in Figure 8 below:

Figure 8 – Massing Concept



Source: MHN Design Union Architects

4.1.3. Floor Space Ratio

The amendment to the FSR control is required to facilitate the development of the proposal.

It is proposed to increase the FSR control from 2:1 to 5:1. There is a market need and demand for the scale and type of proposal in Bondi Junction given the changing demographics and growing market in this area. This site represents an ideal development opportunity of this strategic site situated in a highly desirable location.

The amended LEP mapping for Zoning, FSR and Height of Building control is included at Section 6.5 and Appendix D of this Report.

4.1.4. Heritage

The building on site is the former Waverley Telephone Exchange Building, a locally listed heritage item (No I246) under the Waverley Local Environmental Plan (LEP) 2012, as illustrated in Figure 9 below.

Figure 9 – WLEP Heritage Map Extract



Source: WLEP 2012

In addition, it is noted that the subject site is located adjacent to the Botany Street Conservation Area which is illustrated by the red hatching in Figure 9 above.

Given these heritage concerns which affect the site, a detailed Heritage Impact Report has been prepared to support the proposal and this is attached at Appendix B.

5. THE INDICATIVE DESIGN CONCEPT

At present the current built form on the site fails to respond positively to the opportunities provided by such a strategic location at this entrance to Bondi Junction. Within this context, the site is underdeveloped and lacks an appropriate form of development for the strategic direction of the local area.

The design concept for the site includes the following key principles:

- To create a new identity for the site with a new modern building as an entry point into Bondi Junction;
- Achieving the future redevelopment of the site to provide a high quality, serviced apartment development, which provides a critical mass and assists in meeting the current and future market requirements;
- Promoting an adaptive re-use of the existing heritage building, whilst retaining the heritage facade to create a strong base and podium that contributes a richness in materiality, juxtaposing the retention of the heritage with a contemporary proposal;
- The body of the tower addresses the alignment to the street frontages at Birrell Street, Bronte Road and Adams Lane;
- Creating active frontages at the ground plane, including the main pedestrian entry on Bronte Road / Birrell Street;
- Ensuring suitable solar access is maintained at surrounding properties, whilst limiting any shadow impacts;
- Potential to achieve vehicular access to small car park via Adams Lane, using existing roller door location; and
- Retaining existing external stair within the proposal, to facilitate its continued use for adjoining Telstra Exchange building.

Photomontage images of the potential future built form are illustrated in Figure 10 and Figure 11 below.

Figure 10 – Photomontage Image from Junction of Bronte Road and Birrell Street



Figure 11 – Photomontage Image Looking West along Birrell Street



6. PLANNING PROPOSAL

6.1. OVERVIEW

This Planning Justification Report is intended to inform the preparation of a Planning Proposal which can be prepared in accordance with Section 55 of the Environmental Planning and Assessment Act 1979, for consideration by the Department of Planning and Environment (DPE).

Accordingly, this Report addresses in the following parts:

- Part 1: A statement of the objectives or intended outcomes of the proposed amendment;
- Part 2: An explanation of the provisions that are to be included in the proposed amendment;
- Part 3: The justification for those objectives, outcomes and the process for their implementation;
- Part 4: The supporting maps which identify the aspects of the Planning Proposal;
- Part 5: Details of community consultation that is to be undertaken for the Planning Proposal; and
- Part 6: The prospective timeline.

Discussion for each of the above parts is outlined in the following sections which are structured in accordance with the document 'A Guide to Preparing Planning Proposals' (August 2016), published by DPE.

6.2. PART 1 – OBJECTIVES AND INTENDED OUTCOMES

To amend the Waverley Local Environmental Plan 2012 to enable the redevelopment of part of the former Waverley Telephone Exchange at No.122 Bronte Road, for a mix of uses including ground level retail/café and serviced accommodation on the upper floors.

To achieve the desired outcome, the Zoning, FSR and Height of Building controls within the WLEP will need to be amended, such that the future development can address the strategic qualities of the site and provide a suitable built form response. This will enable the achievement of a range of local and regional strategic planning objectives.

6.3. PART 2 – EXPLANATION OF PROPOSED PROVISIONS

The purpose of the Planning Proposal is to amend the Waverley Local Environmental Plan 2012 in the following manner:

- **Zoning:** To rezone the site from Zone SP2 Infrastructure to **Zone B4 Mixed Use**
- **Floor Space Ratio:** To introduce a new maximum allowable FSR of **5:1**
- **Height of Building:** To introduce a new maximum allowable building height of **28m**

Amended LEP mapping to illustrate these changes are provided in Appendix D of this Report.

6.4. PART 3 – JUSTIFICATION OF PROPOSAL

6.4.1. Section A – Need for the Planning Proposal

Q1. Is the planning proposal a result of any strategic study or report?

No - it is not the result of a strategic study or report.

However, a comprehensive evaluation of the site's physical and strategic attributes has been undertaken to inform the potential redevelopment. This includes feedback from Council following the lodgement and withdrawal of a previous Planning Proposal at the site.

This analysis includes the preparation of indicative design concepts and an urban design analysis to arrive at an appropriate massing, bulk and height scenario which is responsive to the strategic context of Bondi Junction, which is identified as a Strategic Centre in the draft Eastern City District Plan.

The proposal also responds positively to the Waverley Community Strategy.

Q2. Is the planning proposal the best means of achieving the objectives or intended outcomes, or is there a better way?

The Planning Proposal is the best means for achieving the objective and intended outcomes identified earlier in this Report. The amendments to the WLEP will ensure the orderly and economic expansion of this part of Bondi Junction, a district that is rapidly increasing in demand and density.

Without an amendment to the planning controls the development of this site, which is now surplus to Telstra's requirements, will be lost. The site is a logical and appropriate place to concentrate future growth within the Waverley LGA given it forms an entrance to the centre of Bondi Junction. This site adjoins the mixed-use area of the centre, which comprises local services, shopping and benefits from well-established public transport links.

6.4.2. Section B – Relationship to Strategic Planning Framework

Q3. Is the planning proposal consistent with the objectives and actions of the applicable regional, sub-regional or district plans of strategy (including any exhibited draft plans or strategies)?

The *Guide to Preparing Planning Proposals* published by DPE advises of the assessment criteria for this stage of the Planning Proposal process. This is split into two stages as outlined below.

a) Does the proposal have strategic merit? Is it:

- *Consistent with the relevant regional plan outside of the Greater Sydney Region, the relevant district plan within the Greater Sydney Region, or corridor/precinct plans applying to the site, including any draft regional, district or corridor/precinct plans released for public comment; or*
- *Consistent with a relevant local council strategy that has been endorsed by the Department; or*
- *Responding to change in circumstances, such as the investment in new infrastructure or changing demographic trends that have not been recognised within existing planning controls'.*

It goes on to indicate that there will be a presumption against a Rezoning Review request that seeks to amend LEP controls that are less than five years old, unless the proposal can clearly justify that it meets the Strategic Merit Test. Given the WLEP was gazetted in 2012, it is evidently over five years old.

b) "Does the proposal have site-specific merit? Having regard to the following:

- *The natural environment (including known significant environmental values, resources or hazards); and*
- *The existing uses, approved uses, and likely future uses of land in the vicinity; and*
- *The services and infrastructure that are available to meet the demand arising from the proposal and any proposed financial arrangement for infrastructure provision."*

The following Tables assess the proposal against these criteria.

a) Does the proposal have strategic merit?

Table 3 – Strategic Plan Merit Test

Criteria	Planning Proposal Response
<i>Consistent with the relevant district plan, or corridor/precinct plans applying to the site, including any draft regional, district or corridor/precinct plans released for public comment.</i>	<p>The intended outcome of the Planning Proposal is to facilitate the redevelopment of the site to accommodate new serviced accommodation with complementary ground floor activation uses such as a retail or café use, in a location designated as a Strategic Centre.</p> <p>In doing so, the proposal will respond to the key priorities, directions and objectives which underpin the <i>Draft Greater Sydney Region Plan and the Revised Draft Eastern City District Plan</i>. The key priorities directions and objectives of relevance to the Planning Proposal are outlined below.</p>

Criteria	Planning Proposal Response	
	Priorities and Directions	Planning Proposal
	Draft Region Plan: <i>Objective 24 – Economic Sectors are Targeted for Success</i>	<p>The draft Region Plan seeks to drive key industry and economic development activities that will create a future where Greater Sydney has a highly skilled workforce that is able to access high-quality jobs in their local area. This includes planning for an increasing number of jobs and services that area accessible to high growth companies which locate in Greater Sydney.</p> <p>The proposal seeks to provide additional short term accommodation facilities in Bondi Junction, which will help to support visitors wishing to utilise accommodation in the local area for business trips or tourism purposes. The visitor economy is recognised as a key economic sector in the Eastern Harbour City.</p> <p>The proposal will also help to secure additional jobs at the site in both the operation of the serviced apartments and the ground floor retail or café uses.</p>
	Draft Region Plan: <i>Strategy 24.2 - Tourism</i>	<p>The draft Region Plan recognises the importance of the tourism industry to the economy, with visitor experiences shaped by the places they visit and the facilities available. The Strategy encourages the development of well-designed and located facilities.</p> <p>This proposal will help to achieve this strategy given that it will facilitate the development of a well-located and designed short term accommodation scheme to assist in meeting the needs of visitors to this part of the Eastern City.</p>
	Draft Region Plan: <i>Objective 13 – Environmental Heritage is Conserved and Enhanced</i>	<p>The draft Region Plan promotes the sympathetic adaptive re-use of heritage items as an important way to conserve significance. Respectfully combining history and heritage with modern design achieves an urban environment that demonstrates history, whilst also contributing to a sense of place and identity. The illustrative concept identified in the proposal indicates how the existing heritage item can be adaptively re-used in an appropriate manner.</p>
	Draft District Plan: <i>Planning Priority E11 – Growing Investment, Business Opportunities and</i>	<p>The draft District Plan identifies Bondi Junction as a Strategic Centre within the Eastern City centre hierarchy. The Plan indicates that there will be a need to grow existing centres, particularly strategic centres.</p> <p>In order to strengthen Bondi Junction, and Action is to promote a diverse mix of uses to strengthen the economic role of the centre. It is clear that this Priority seeks to</p>

Criteria	Planning Proposal Response	
	<p><i>Jobs in Strategic Centres.</i></p>	<p>enhance commercial activity in the centre as well as promoting development to support the nearby Randwick Health and Education Precinct.</p> <p>The Planning Proposal would promote the redevelopment of a site which is surplus to the requirements of Telstra, and in turn would provide additional facilities within Bondi Junction which can support tourism, commercial and health activities in and nearby the centre.</p> <p>The development would also create additional new jobs at the site, including both part time and full time staff. The proposed development on the subject site will therefore result in an increase in both direct and indirect employment and economic activity.</p>
	<p>Draft District Plan: <i>Planning Priority E13 – Supporting the Growth of Targeted Industry Sectors</i></p>	<p>The draft District Plan identifies that tourism needs to be a sector of focus for the Eastern City District, given its potential to be globally competitive and create additional, resilient jobs.</p> <p>It states that Sydney is Australia's prime international gateway, with strong growth in the visitor economy across all facets including business, leisure and visiting friends and family.</p> <p>The Eastern City District is noted as one of the world's premier tourism and major events destinations. Domestic and overseas visitors are attracted by the District's harbour and beaches, shopping, food, arts and culture. These same elements also attract global talent and encourage businesses to invest.</p> <p>The Planning proposal responds to the growing tourism and visitation to the District and seeks to provide new serviced accommodation provision for the short stay market. This would address the demand for accommodation and serve to grow this sector, thereby also creating jobs. It will therefore serve to address this Planning Priority and Action 53 which seeks the provision of well-designed and located facilities.</p>
	<p>Draft District Plan: <i>Planning Priority E6 – Creating and Renewing Great Places and Respecting the District's Heritage</i></p>	<p>The draft District Plan promotes the sympathetic adaptive re-use of heritage items as an important way to conserve heritage significance.</p> <p>The proposal will retain and adaptively reuse the heritage item which was formerly a 1920's Post Office. The concept design incorporates local heritage listed item and its associated significant fabric into a new base/podium.</p>

Criteria	Planning Proposal Response
	<p>The indicative building form will have a setback above at the level of the existing parapet height to provide a distinct shadow line which emphasises the clear separation between old and new fabric. It will also maintain the visual prominence of the heritage item in the streetscape.</p> <p>This approach to the adaptive reuse of the building will therefore meet this priority identified in the draft District Plan.</p>
<i>Consistent with a relevant local council strategy that has been endorsed by the Department.</i>	<p>Waverley's 12-year community strategic plan, 'Waverley Together 3', reflects the Waverley community's long-term priorities and aspirations for the future. These are captured in the community's Vision, found at the beginning of the plan, which sets the strategic direction that all council operations work towards.</p> <p>The sustainable living strategy refers to initiatives which support the liveability and economic viability of the Waverley area. This includes strategies to implement tourism initiatives to benefit the local economy and communities working with NSW Tourism.</p> <p>The planning proposal clearly supports this tourism initiative through facilitating the development of a modern serviced accommodation development to meet market demands.</p>
<i>Responding to a change in circumstances, such as the investment in new infrastructure or changing demographic trends that have not been recognised by existing planning controls.</i>	<p>The site is presently zoned as SP2 infrastructure due to its historic use as a Telstra Telephone Exchange and Offices.</p> <p>This proposal responds to the change in circumstances at the site, as the building is no longer needed for Telstra's operation requirements and can be redeveloped. The site represents a significant opportunity to provide a new marker building at this entrance to Bondi Junction, whilst also addressing the demand for serviced accommodation as part of the increasing tourist attraction of Sydney.</p>

It is considered that the Planning Proposal meets the relevant criteria of the Strategic Plan test as it is entirely consistent with the existing Metropolitan Strategy, Draft Region Plan and Draft Eastern City District Plan.

Furthermore, the Planning Proposal is a clear response to a change in circumstances as the existing provisions do not align with the potential to redevelop the site through the adaptive reuse of the heritage building; along with the provision of a new short stay accommodation facility close to other services and public transport in Bondi Junction District Centre.

b) Does the proposal have site-specific merit?

In addition to meeting at least one of the strategic merit criteria, a Planning Proposal is required to demonstrate site-specific merit against the following criteria:

Table 4 – Site Specific Merit Test

Criteria	Planning Proposal Response
Does the planning proposal have site specific merit with regard to: <i>the natural environment (including known significant environmental values, resources or hazards)?</i>	There is no environmentally sensitive land, or land with significant biodiversity value on or surrounding the subject site, that will be affected by the proposed rezoning. Furthermore, there are no environmental constraints or hazards of such significance that would preclude the redevelopment of the site for serviced apartment and ancillary purposes.
Does the planning proposal have site specific merit with regard to: <i>the existing uses, approved uses and likely future uses of land in the vicinity of the land subject to a proposal?</i>	<p>The existing use at the site for Telstra offices will not continue as the building is now surplus to requirements. As such, an opportunity is presented to redevelop the site which will provide site specific merits as follows:</p> <ul style="list-style-type: none"> • The proposal will promote the adaptive reuse of the building. • The proposed amendment to the LEP controls will facilitate the provision of new serviced accommodation to support the local tourism industry. • The indicative built form layout will provide a new marker building on this entrance to Bondi Junction and will help to grow the district centre and respond increase in economic activity in the area. • It will provide additional active frontage at ground level, further strengthening the centre.
Does the planning proposal have site specific merit with regard to: <i>the services and infrastructure that are or will be available to meet the demands arising from the proposal and any proposed financial arrangements for infrastructure provision?</i>	<p>It is anticipated that there would be sufficient future infrastructure to support the proposed development given its location within a district centre.</p> <p>Due to the proximity of the site to public transport connections and the limited car parking provided on site, it is not expected that the development would have an adverse impact on the local road network.</p>

Q4 Is the planning proposal consistent with a council's local strategy or other local strategic plan?

The Waverley Community Strategic Plan 2013-2025 (as referred to in Section 3.4 above) contains a Sustainable Living Strategy which refers to initiatives that support the liveability and economic viability of the Waverley area. This includes strategies to implement tourism initiatives to benefit the local economy and communities working with NSW Tourism.

It is evident that the proposal will help to support these initiatives to leverage economic benefits from the short stay and tourist visitations to the local area and Sydney in general. It is therefore considered that the proposal is consistent with the Council's Strategic Plan.

Q5 Is the planning proposal consistent with applicable State Environmental Planning Policies?

The proposal is consistent with the relevant State Environmental Planning Policies (SEPPs). The relevant SEPPs are identified in Table 5 below.

Table 5 – Relevant SEPPs Applicable to the Planning Proposal

Policy	Details
SEPP (State and Regional Development) 2011	<p>The aims of this policy are to identify development that is State Significant Development, State Significant Infrastructure and Critical State Significant Infrastructure. It confers functions on Sydney Planning Panels and Joint Regional Planning Panels to determine development applications.</p> <p>The proposal is not currently identified within any of the relevant schedules of the SEPP nor is it identified as State or Regional Development.</p>
SEPP 65 – Residential Flat Design Quality	<p>SEPP 65 raises the design quality of residential apartment development across the state through the application of a series of design principles.</p> <p>The proposal is not for residential apartments and as such this SEPP does not apply to the proposal.</p>
SEPP (Infrastructure) 2007	<p>This SEPP provides a consistent planning regime for infrastructure and the provision of services across NSW, along with providing for consultation with relevant public authorities during the assessment process.</p> <p>While not specifically relevant to this Planning Proposal, future infrastructure works may require development consent in accordance with the SEPP.</p>
SEPP 55 Remediation of Land	<p>SEPP 55 introduces state-wide planning controls for the remediation of contaminated land. The policy states that land must not be developed if it is unsuitable for a proposed use because it is contaminated. If the land is unsuitable, remediation must take place before the land is developed.</p>

Policy	Details
	Given historic uses at the site, and the retention of the existing building, it is not envisaged that a remediation strategy will be necessary.

In view of the above, it is demonstrated that the Planning Proposal is consistent with applicable State Environmental Planning Policies.

Q6. Is the planning proposal consistent with applicable Ministerial Directions (s.117 directions)?

Table 6 – Consistency with Section 117 Directions

Direction	Planning Proposal
3.4 Integrating Land Use and Transport	
<p>The objective of this direction is to ensure that urban structures, building forms, land use locations, development designs, subdivision and street layouts achieve the following planning objectives:</p> <p>(a) improving access to housing, jobs and services by walking, cycling and public transport, and</p> <p>(b) increasing the choice of available transport and reducing dependence on cars, and</p> <p>(c) reducing travel demand including the number of trips generated by development and the distances travelled, especially by car, and</p> <p>(d) supporting the efficient and viable operation of public transport services, and</p> <p>(e) providing for the efficient movement of freight.</p>	<p>The proposal is consistent with the direction for the following reasons:</p> <ul style="list-style-type: none"> • The site supports the principle of integrating land use and transport. • The site exhibits good access to public and private transportation use. • The site's proximity to public transport will provide a range of non-car mode opportunities for visitors and staff to access the site.
6.3 Site Specific Provisions	
<p>A planning proposal must not contain or refer to drawings that show details of the development proposal.</p>	<p>This Planning Proposal refers to an indicative design concept only. The design concept has the role of displaying what is potentially achievable with the proposed changes to WLEP 2012. Detailed design will be subject of a future development application.</p>

Direction	Planning Proposal
7.1 Implementation of <i>A Plan for Growing Sydney</i>	
The objective of this direction is to give legal effect to the planning principles; directions; and priorities for subregions, strategic centres and transport gateways contained in <i>A Plan for Growing Sydney</i> .	The Planning Proposal is consistent with the aims of <i>A Plan for Growing Sydney</i> as detailed previously within this Report.

6.4.3. Section C – Environmental, Social and Economic Impacts

Q7 Is there any likelihood that critical habitat or threatened species, populations or ecological communities, or their habitats, will be adversely affected as a result of the proposal?

The site is fully developed, situated within an urban context and comprises no vegetation. The site is previously developed and therefore it is expected that the Planning Proposal will not affect any critical habitat or threatened species, populations or ecological communities.

Q8 Are there any other likely environmental effects as a result of the planning proposal and how are they proposed to be managed?

Given the proposed uplift in building height and density, the potential environmental effects that are relevant to the Planning Proposal are addressed below.

6.4.3.1. Bulk, Scale and Massing of Indicative Design Concept

Various design options have been considered for the proposal, which included a previous scheme lodged with Council which included a more slender, but taller tower is proposed which would provide a recognisable building on the entry to Bondi Junction. This was not thought to be appropriate by Council, such that this proposal provides a shorter bulkier tower on site that follows the height of the existing Telstra Exchange on the neighbouring site.

It is considered that the new design with the recessed upper level promotes a form of development which is compatible with the local streetscape and surrounding land uses, whilst also developing a marker building on this prominent site, to maximise development potential and contribute to the local serviced apartment market.

This scheme will be located within an area which is identified for growth and is rapidly increasing in demand and density. The scheme is designed to retain the heritage façade at the base with a recess above which signifies the break to the new tower. The overall mass of the building steps up slightly over the parapet of the adjacent Telstra building to define the corner, with the form setback to the east to allow solar access to neighbouring properties.

The upper level is setback to ensure it is sympathetic to the immediate context, with plant and mechanical services located away from the heritage base of the building.

The bulk, scale and massing of the proposed building envelope is therefore consistent with the urban design principles associated with a corner gateway site.

6.4.3.2. Impact on Surrounding Properties and Residential Amenity

Ultimately the final design of the proposal will be brought forward through the DA process, and will carefully manage and provide a response to the existing built form context.

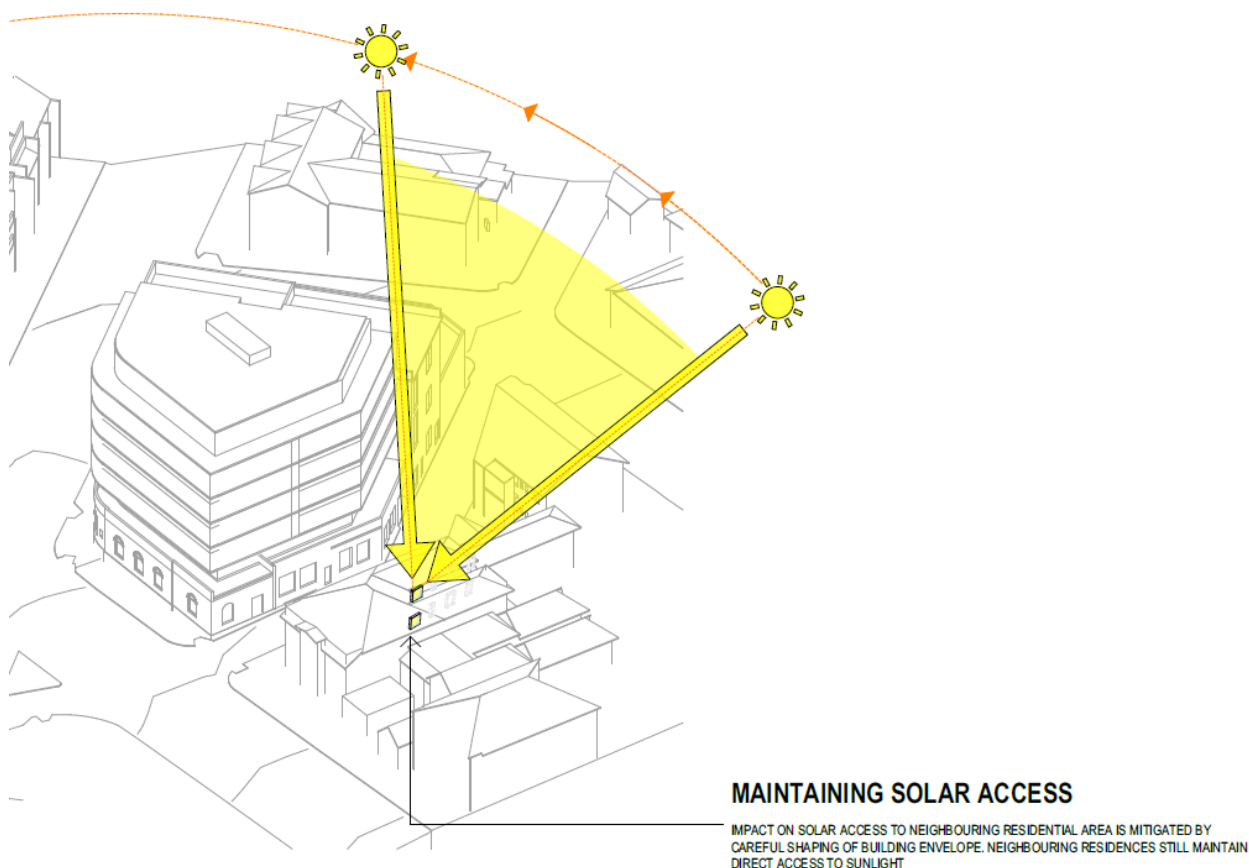
However, the indicative building envelope would allow serve to maintain solar access to neighbouring properties, as follows:

- Unobstructed solar access to the two-storey residential units at 127 Bronte Road;
- Significant solar access to the Uniting site to the south;

- Significant solar access maintained to the one-storey cottage at 99 Birrell Street; and
- Two hours' solar access maintained to the windows in the western façade of 184 Birrell Street, as illustrated in Figure 12 below.

The above points are further illustrated in the 'Views from the Sun' Section within the Urban Design Report attached at Appendix A.

Figure 12 – Maintaining Solar Access



Source: MHND Union Architects

The site is located on a major route at the entrance to Bondi Junction, meaning that many of the properties along Bronte Road are commercial properties. The proposal has the potential to provide a positive impact on these premises given there would be a new visiting and tourist population staying within the proposed serviced apartments. This would serve to increase footfall in this location and has the propensity to enhance spending to support these local shops and services.

6.4.3.3. Heritage Conservation and Adaption

The site contains the former Waverley Telephone Exchange building which is a locally listed heritage item (No. I246) under the WLEP. The site is also adjacent to a heritage listed two-storey residential flat building at 1 Porter Street (No. I225) and the Botany Street Conservation Area.

A Heritage Impact Assessment is attached at Appendix B which identifies that the historic significance of the site is vested specifically in its previous function as a telephone exchange. This historic use has already terminated at the site. Further, the site is void of any fabric which indicates the previous use, and there is never likely to be a need for it to be reinstated.

The site has been left underutilised and the Heritage Assessment indicates that the best opportunity for the conservation of the heritage item is its incorporation into a new development and meaningful adaptive reuse. The new land use zoning facilitates the concept proposal which indicates the retention of the building to the streetscape and its reuse as retail tenancies and serviced apartment entrance. Therefore, the land zoning would encourage appreciation of the fabric through its reinvigoration which would activate the surrounding area.

In light of this, it is not considered that there is any requirement to retain the existing infrastructure land use zoning associated with the site. The proposed rezoning to mixed use allowing serviced accommodation and retail would not have a detrimental heritage impact on the significant fabric, conversely it would facilitate the ongoing relevance of the building, facilitate public access to the heritage building and encourage appreciation of its significant values. The design to alter the heritage building and to provide for its adaptive reuse under the future development application would be developed in consultation with the heritage architects/consultant to ensure that physical impacts on significant fabric are mitigated and appropriate uses sought.

Whilst it is appreciated the proposed alterations to the existing site controls facilitate development which is larger than that within the conservation area adjacent. It should be recognised that the subject site was consciously not included within the boundaries of the conservation area, likely because it was already of a notably different typology and style, and because it relates to a different context, being the Bronte Road streetscape which flanks a main arterial road and comprises a number of multi storey development.

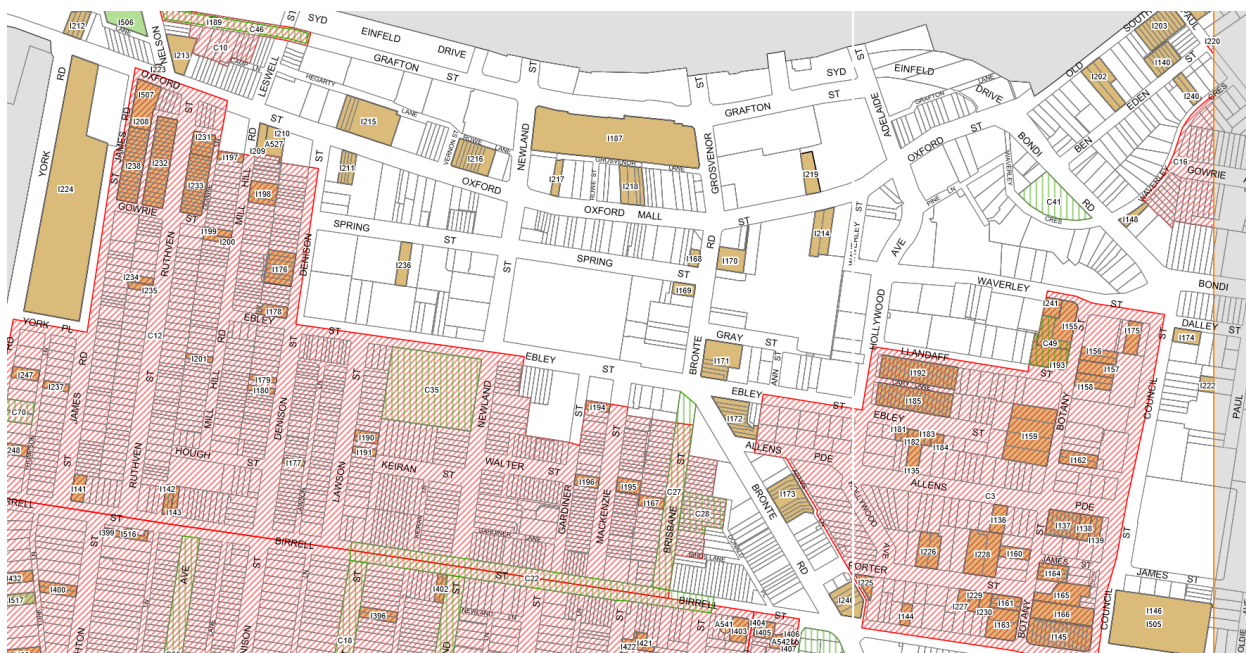
Therefore, it is considered that there was never real potential for the development on the subject site to be referential to the proximate low density residential areas in terms of typology. There is recognised scope for a different type of development on the subject site, with any future scheme being read in the context of Bronte Road rather than the conservation area.

The conservation area is dominated by lower density forms which are complimentary to each other in their range of early residential architecture styles. Future development facilitated by the planning proposal would have no impact on the consistent streetscape character as the subject site is located outside the western boundary of the area and would not truncate any existing cohesive rows of development.

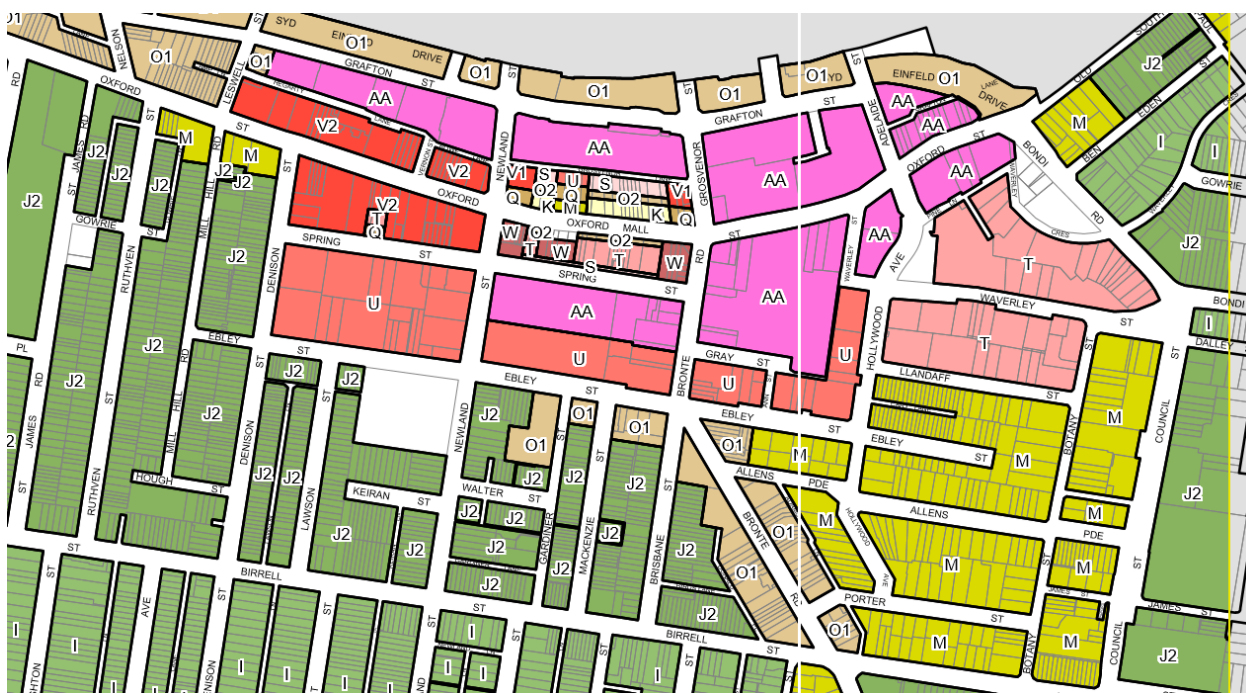
It is also the case that much of the land which surrounds Bondi Junction Centre comprises existing conservation areas, which are situated opposite larger scale development within the centre. Consequently, this serves to accommodate two different forms and scales of development which are often separated by a single road. The two extracts from the LEP mapping for the centre in Figure 13 demonstrates this point, as the Heritage Map illustrates the red 'hatched' areas as the conservation areas, which surround the principally 'white' areas of the centre located between Syd Enfield Drive to the north and extending southward from Ebley Street down Bronte Road.

When this is viewed opposite the Height of Buildings LEP Map, it is clear that the conservation areas are generally the low scale green ('J2' on the Map) with building heights of circa 9.5m; whereas the centre contains much taller building heights of often 32m ('U' on the Map) directly opposite the conservation area, and up to 60m ('AA' on the Map) often one block further back. It is therefore evident that there are many circumstances in Bondi Junction where taller buildings sit comfortably opposite lower scale buildings which are located within conservation areas.

Figure 13 – Bondi Junction Heritage and Height of Building LEP Map Extract



Picture 5 – Heritage Map



Picture 6 – Height of Building Map

The Heritage Assessment also includes examples of a number of successful developments which have sympathetically incorporated heritage items as podium while increasing density above to achieve contemporary mixed use developments. It is considered that subject to rigorous and sympathetic design development, future proposed development facilitated by the planning proposal could have a similar, successfully integrated outcome.

It should also be noted that there are three other key entry points to the District Centre. All three of these points comprise development which is higher than the residential development outside of the centre. It is inevitable that a contemporary overlay of higher development will be concentrated around district centres in the highly populated eastern suburbs and that the scale of the outlook from these residential areas is likely to

change. Even so, it is considered that the conservation area is of such a substantial size, that it will retain its character as a low-density pocket and its significance would not be compromised by surrounding higher density developments.

Further, the proposed maximum heights are appropriate in ensuring that the scale of development is consistent with the existing building stock along Bronte Road. Specifically, development would be minimally higher than the Telstra building adjacent to the north, creating a stepping up towards the corner. It would also retain some relationship with the existing scale of the development on the west side of Bronte Road.

Finally, given the position of the site in at one of four identified entrances to the district centre, it is considered that the increased density on the subject site is appropriate in its context and would not detrimentally impact on identified heritage items subject to sympathetic design development.

6.4.3.4. Traffic and Parking

The proposed use at the site is situated within 800m distance of Bondi Junction Railway Station, where the rate of parking provision required is 'low' as identified within the Waverley Development Control Plan 2012 (DCP). Within the DCP, serviced accommodation is not identified as a use which would need to provide car parking. There will however be the potential for small commercial uses at ground floor to further activate the street frontages.

Given this, there is potential to provide up to seven car parking spaces at the ground floor level within the present concept design. These will be located at the ground floor level and potentially accessed through the existing roller shutter access off Adams Lane. It is likely that these spaces would be used by staff working at the building, or possibly provision for disabled visitors at the serviced accommodation.

Q9 Has the planning proposal adequately addressed any social and economic impacts?

The outcomes of this Planning Proposal will be overwhelmingly positive, including both social and economic impacts on the local community.

The provision of a new serviced apartments scheme is a direct response to *A Plan for Growing Sydney, the Draft Greater Sydney Region Plan* and the *Draft District Plan* which provide a strong policy emphasis on urban renewal opportunities close to public transport, strengthening and growing centres, and promoting higher density, and mixed use development in areas where there is strong demand.

All of these factors will serve to enhance the local economy and meet the demand for this type of use.

In terms of social impacts, the proposal will serve to adaptively re-use an important heritage item within the local community, which will preserve its history and character whilst revitalising the building through a new use.

The future use will also provide new additional jobs in the area during both the construction and operational stages. The potential for a new café at ground level can provide a new hub at this location for social interaction, and the increased visitations and footfall derived from the serviced apartment use can assist with maintaining the vitality and viability of shops and services in this location.

6.4.4. Section D – State and Commonwealth Interests

Q10 Is there adequate public infrastructure for the planning proposal?

The Planning Proposal does not alter the public transport requirements at the site, and is within walking distance of public transport, and recreational facilities within Bondi Junction

Any required upgrades to infrastructure arising from the development of the site, such as water or electricity would be assessed during the development application process. However, given the central and urban nature of the site it is anticipated that existing infrastructure either has the capacity to accommodate the development or to be upgraded accordingly.

Q11 What are the views of the State and Commonwealth public authorities consulted in accordance with the Gateway Determination?

The Planning Proposal is still in a preliminary stage. Appropriate consultation with relevant State and Commonwealth Government agencies would be undertaken following a gateway determination.

6.5. PART 4 – MAPPING

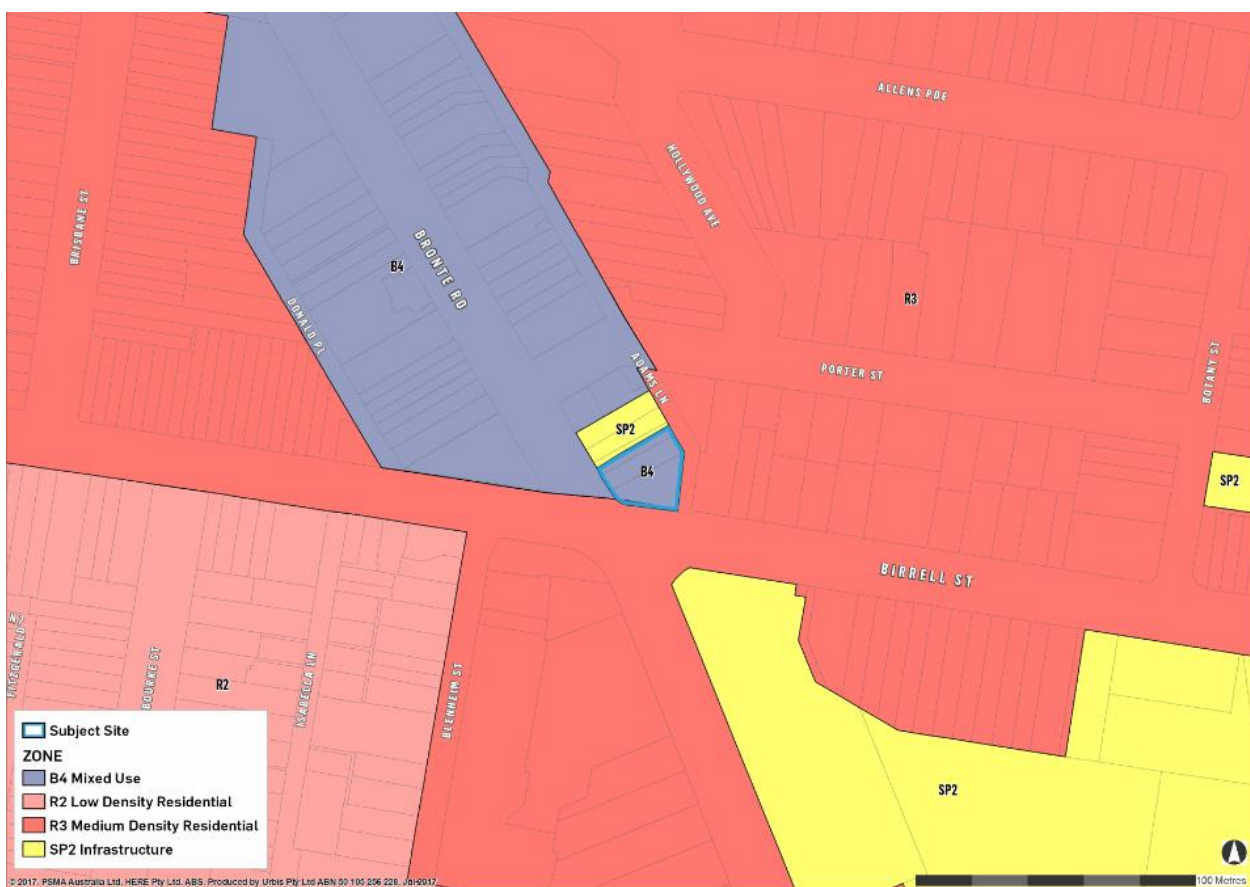
The Waverley Local Environmental Plan incorporates Zoning, Height of Building and Floor Space Ratio Maps which are sought to be altered through the Planning Proposal process. Figures 14, 15 and 16 below illustrate the LEP amendments.

To confirm the intended outcome of the Planning Proposal, the above maps illustrate the following amendments to the LEP controls:

- **Zoning:** To rezone the site from Zone SP2 Infrastructure to **Zone B4 Mixed Use**
- **Floor Space Ratio:** To introduce a new maximum allowable FSR of **5:1**
- **Height of Building:** To introduce a new maximum allowable building height of **28m**

The proposed updated Zoning FSR and Height of Building Maps are contained in Figures 14, 15 and 16 below.

Figure 14 – Proposed Updated Zoning Map



Source: Urbis (Site outlined in blue)

Figure 15 – Proposed FSR Map



Source: Urbis (Site outlined in blue)

Figure 16 – Proposed Height of Building Map



Source: Urbis (Site outlined in blue)

6.6. PART 5 – COMMUNITY CONSULTATION

The proponent has undertaken ongoing engagement with Officers at Waverley Council. The first meeting was in April 2017 with the Executive Manager of Strategic Planning, along with Strategic Planning, Design and Heritage Officers.

Since this date a previous Planning Proposal was lodged with Council where Officers expressed a concern regarding the height of the building. As a result of this dialogue, the proposal was withdrawn and further design development has occurred.

This has led to the overall extent of the proposed building envelope being reduced, along with the height of the indicative design concept building. A further meeting was held with Strategic Planning Officers on 8th November 2017 where Officers were more receptive to the proposal, and recommended that the application is resubmitted.

The Officers recognises positives from the proposal including the adaptive re-use of a heritage building and the activated street frontage. It was also recognised that a B4 zone is an appropriate zone for the proposed use.

The proponent also undertook consultation with the Department of Planning and Environment on 5th June 2017, with the Team Leader for Strategic Planning in the Sydney East Region, along with a Senior Planner in the same division.

The feedback from this meeting confirmed that the District Plans were seeking additional provision in centres, and there was also some support for a slenderer building over a shorter and more bulky building. The recommendation was to work up the scheme and associated justification, then lodge with the Council for assessment.

In terms of community consultation, Clause 57 of the EP&A Act requires the relevant planning authority to consult with the community in accordance with the Gateway determination.

It is therefore anticipated that the Planning Proposal will be required to be publicly exhibited for 28 days in accordance with the requirements of the DPE guidelines *A Guide to Preparing Local Environmental Plans* and dependent on the outcome of the Gateway determination.

It is anticipated that the public exhibition would be undertaken by the Council by way of:

- A public notice in the local newspaper(s).
- A notice on the Council website.
- Written correspondence to adjoining and surrounding landowners.

The Planning Proposal would be publicly exhibited at Council's offices and any other locations considered appropriate to provide interested parties with the opportunity to view the submitted documentation.

In light of the above, the direction as to the nature and extent of the necessary public consultation will be decided after receiving Gateway determination to ensure the State Government supports the merit of the proposal before opening wider community feedback.

6.7. PART 6 - TIMELINE

The 'Guide to Preparing Planning Proposals' published by DPE indicates that the following details should be provided, with our estimated dates for each stage in *italics*:

- Anticipated commencement date (date of Gateway determination) – *Q2 2018*.
- Anticipated timeframe for the completion of required technical information – *Q2 2018*.
- Timeframe for government agency consultation (pre-and post-exhibition as required by Gateway determination) – *Q2 2018*.
- Commencement and completion dates for public exhibition period – *Q2 2018*.

- Dates for public hearing (if required) – *Not proposed to be required.*
- Timeframe for consideration of submissions – *Q3 2018.*
- Timeframe for the consideration of a proposal post exhibition –*Q3 2018.*
- Date of submission to the Department to finalise the LEP –*Q4 2018.*
- Anticipated date RPA will make the plan (if delegated) –*Q4 2018.*
- Anticipated date RPA will forward to the Department for notification. – *Q4 2018.*

The above information will be crystallised by the Relevant Planning Authority following the issue of the Gateway determination and through the production of the formal Planning Proposal.

However, it is considered that this would be a straightforward Planning Proposal, and based upon other similar proposals which are compliant with strategic policy, it is expected that the process can be finalised within 12 months and the consequential LEP amendments gazetted within this timeframe.

7. CONCLUSION

This Report supports a Planning Proposal which seeks amendments to Waverley LEP 2012 to amend the Zoning, Height of Building and Floor Space Ratio development standards applicable to the site, which will ultimately facilitate the development of a new high quality serviced apartment scheme, , along with new uses at ground level to activate the street frontage.

The Planning Proposal has been prepared in accordance with Section 55 of the Environmental Planning and Assessment Act 1979 (the EP&A Act) and the relevant guidelines prepared by the NSW Department of Planning and Infrastructure including 'A Guide to Preparing Local Environmental Plans' and 'A Guide to Preparing Planning Proposals'.

The Planning Proposal seeks to introduce the following amendments to the WLEP:

- **Zoning:** To rezone the site from Zone SP2 Infrastructure to **Zone B4 Mixed Use**
- **Floor Space Ratio:** To introduce a new maximum allowable FSR of **5:1**
- **Height of Building:** To introduce a new maximum allowable building height of **28m**

The Planning Proposal provides a comprehensive justification of the proposed amendment to the WLEP 2012. The proposal is consistent with the objectives and actions contained within 'A Plan for Growing Sydney', the draft Greater Sydney Region Plan, the Revised Draft Eastern City District Plan and Council's Strategic Plan. It is also consistent with applicable State Environmental Planning Policies and Section 117 Directions.

With reference to the relevant controls of the WLEP 2012, it has been determined that the planning proposal will not facilitate development that would have an adverse impact on the adjoining Heritage Conservation Area or the subject heritage item. The historic use as a telephone exchange has terminated and the site remains underutilised.

The rezoning and amending of the controls would ensure the ongoing relevance of the building, whilst the concept design of the proposal will adaptively reuse the building and seeks to retain the heritage façade, to create a strong podium that contributes a richness in materiality, juxtaposing the retention of the heritage with a contemporary proposal. This will ensure the heritage character of the existing building is maintained for future generations.

It has been demonstrated that the proposed amendment to the WLEP 2012 has strategic merit because:

- The scheme would be consistent with the aims of the draft Eastern City District Plan, including supporting international tourism, providing new short stay accommodation and creating new jobs, meaning the proposal accords with the policy;
- The proposal seeks to adaptively re-use an existing heritage building, whilst maintain the visual prominence of the heritage item in the streetscape;
- The proposal accords with the Community Strategic Plan by supporting tourism initiatives; and
- The proposal also responds to a change in circumstances locally as the building is no longer required for uses within the SP2 Zone. It thereby provides the opportunity for additional development at this strategically important site.

It has been demonstrated that the proposed amendment to the WLEP 2012 has site specific merit because:

- The site is not sensitive in respect of the natural environment;
- The proposal will facilitate the redevelopment of the site to provide new short stay accommodation within a defined Strategic Centre, which is well positioned in terms of public transport accessibility and local shop and services;
- The concept proposal incorporates a design that will accommodate a serviced apartments scheme, whilst maintaining surrounding amenity;
- It will provide active frontages at ground level which are entirely appropriate for the site and will support the vitality and viability of Bondi Junction Centre; and

- There is sufficient infrastructure to accommodate the proposal and the development will not result in an increased demand within the local road network.

As such, there is a clear public benefit for proceeding with this Planning Proposal and it should be favourably considered by the Council. We further seek that the Council resolve to forward it to the Department of Planning and Environment, to allow the Department to consider the Planning Proposal for Gateway Determination, under Section 56 of the *Environmental Planning and Assessment Act 1979*.

DISCLAIMER

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All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

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This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

APPENDIX A URBAN DESIGN REPORT

APPENDIX B HERITAGE IMPACT ASSESSMENT

APPENDIX C LEP MAPPING



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