



URBAN DESIGN REPORT - PLANNING PROPOSAL FOR NO. 252-254 NEW SOUTH HEAD ROAD, DOUBLE BAY

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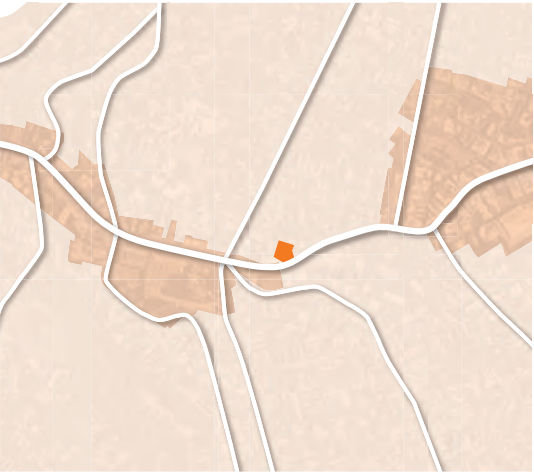
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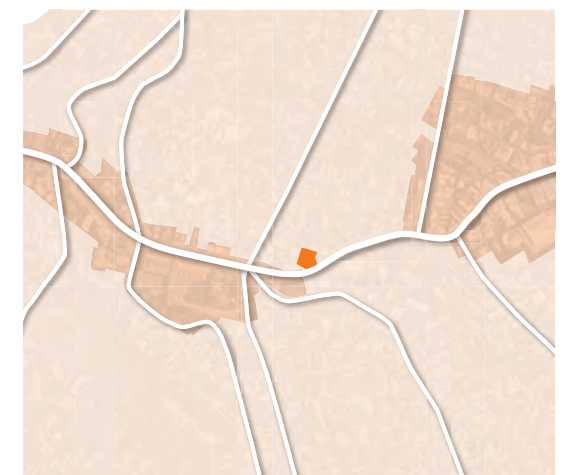
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1. INTRODUCTION



1.1 INTRODUCTION

GM Urban Design and Architecture (GMU) have been appointed by Penoh Capital Land Pty Ltd to undertake an independent Urban Design Study for the future development potential of the subject site located at No. 252-254 New South Head Road, Double Bay. The study has been prepared to inform a Planning Proposal for the redevelopment of the subject site.

GMU's report presents an analysis of the subject site within its broader strategic & local context to ensure the built form strategy considered for the site, responds appropriately to the existing and future desired character of the surroundings.

The main purpose of this study is to develop built form principles to inform a better built form outcome, consistent with the future growth of Edgecliff, Double Bay and the wider area. We consider the proposed massing will also maintain and enhance the character of the site as well as the local area.

Our study has considered the broader planning framework for the area including the Eastern District Plan by the Greater Sydney Commission, recent studies, recent approvals in the area and the underlying objectives of Council's controls.

In preparing this report, GMU have worked with the following consultant team:

Town Planners - GSA

Architects - Antoniades Architects

Traffic Consultant - TTPA Traffic

Arborist Consultant- Advanced Treescape Consulting

Perspective Artist - Antoniades Architects

Methodology

In undertaking this study, GMU have conducted extensive analysis to understand the subject site within the context. In arriving at the views and conclusions expressed in this report, GMU have:

- Visited the site and its immediate and broader context.
- Reviewed Greater Sydney Region Plan - A Metropolis of Three Cities.
- Reviewed Our Greater Sydney 2056 - Eastern District Plan.
- Woollahra Local Strategic Planning Statement (Draft September 2019).
- Reviewed the current development controls under Woollahra LEP 2014 and DCP 2015 for the site and the wider area.
- Reviewed Council's website and information about the area.
- Council's Pre-Application Consultation response, 15th September 2019.
- Reviewed recent development applications and Planning Proposal approvals in the vicinity of the subject site.
- Considered the site survey by project surveyors.
- Reviewed the planning advice by GSA Planning.
- Reviewed the Traffic and Parking Impact Assessment by TTPA.
- Reviewed the Arboricultural Impact Assessment by Advanced Treescape Consulting.
- Reviewed the indicative scheme by Antoniades Architects.
- Analysed the site, desired future character intended for the surrounding context, opportunities and constraints of the subject site and its immediate existing context.
- Created urban design principles and height strategies for the subject site.
- Coordinated with the project team to provide on-going advice in the formulation of design guidelines for the indicative architectural scheme and the preferred masterplan.

We have undertaken an evidence-based approach to urban design analysis, the streetscape and the wider area to understand the existing and future urban fabric and the role of the site within it.

As discussed in this report, GMU and the project team have also undertaken testing of massing options to arrive at a place-based strategy for the site, taking into account the site constraints and key character elements of the area.



Figure 1. The subject site, looking north from the driveway of No. 250.

1.2 THE SITE

The subject site is located on New South Head Road within the R3 (Medium Density Residential) zoned lands in Double Bay. It is in proximity to both Edgecliff and Double Bay Local Centres. The site is irregular in shape and has a total area of approximately 934.9 sqm. The site has a frontage of approximately 19 metres to New South Head Road.

It is currently occupied by a 4-storey residential flat building with a tiled roof. The surrounding properties predominantly include residential, commercial, educational uses and as well as community services.

The site has good connectivity to and from the surrounding areas. It is located within walking distance of a number of facilities, including:

- Bus services along New South Head Road (approximately 2-min walk)
- Double Bay Wharf and Steyne Park (11-min walk)
- Trumper Oval, Park and Tennis Centre (11-min walk)
- A range of community facilities (400-800 walking catchments)
- Coles Supermarket located in the Edgecliff Centre and a range of retail offerings (4-min walk)
- Ascham School & Double Bay Public School (4-10-min walk)
- Double Bay Village and Shops (approximately 350m)
- Martin Place Train Station (approximately 5-min via train)
- Edgecliff Station (approximately 5-min walk)
- Edgecliff Bus Interchange (approximately 5-min walk)



Figure 2. Site Survey (Cibar Surveying Pty Ltd dated 23.09.19).



Figure 4. The subject site viewed from New South Head Road. The driveway to No. 250 is visible in the foreground (Google Streetview).



Figure 3. Aerial photo showing the site in context.

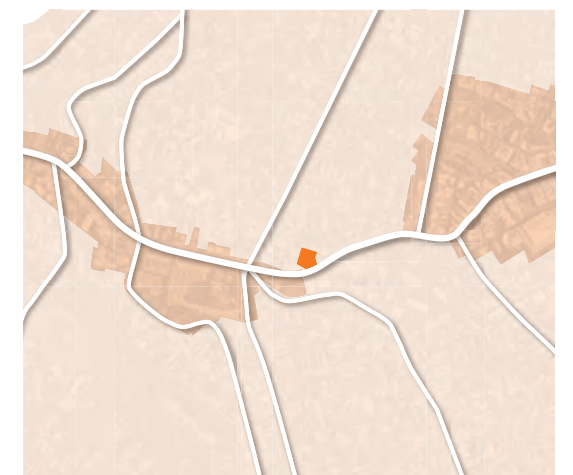
B2 Centre

Edgecliff Mixed Use Corridor (B4)

The subject site

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2. STRATEGIC CONTEXT ANALYSIS



2.1 EDGECLIFF WITHIN THE STRATEGIC CONTEXT

This chapter analyses the role of Edgecliff, Double Bay and surrounding areas within the broader strategic framework to understand the direction the NSW State Government intends for the locality.

A Metropolis of Three Cities

The plan aims to achieve a ‘30-minute’ City where people can live and work within 30-minute distance of the strategic centres and job hubs using primarily public transport for daily commutes.

The area is located less than a 30-minute distance from strategic centres and major job hubs including Sydney’s CBD, Bondi Junction and the Randwick Health and Education Precinct.

From Edgecliff Train Station, the journey to Sydney’s CBD and Bondi Junction takes approximately 5 minutes by train. Train services are frequent.

The site is located within short walking distance from Edgecliff Train Station and bus interchange and it is well placed to provide housing close to a transport node to meet the strategic aims of A Metropolis of Three Cities.

The Eastern City District Plan

The Eastern City District Plan identifies Edgecliff as a Local Centre in proximity to Double Bay which is also nominated as a Local Centre. Bondi Junction is identified as a Strategic Centre and is located approximately 2km south of the site. Edgecliff centre is identified as having potential housing, retail and commercial growth opportunities within 800m walking catchment focusing on its public transport node. The subject site is located approximately 200m to the east of the transport node.

Planning Priorities:

- Creating and renewing great places and local centres, and respecting the District’s heritage
- City supported by infrastructure
- Housing Supply and Choice

Principles for local centres:

- Will be appropriate to accommodate additional housing as part of their housing strategy.
- Will need to grow to provide for the required goods and services of the community.
- May also need to grow to deliver other roles for the community, such as recreation, cultural, arts and community hubs.

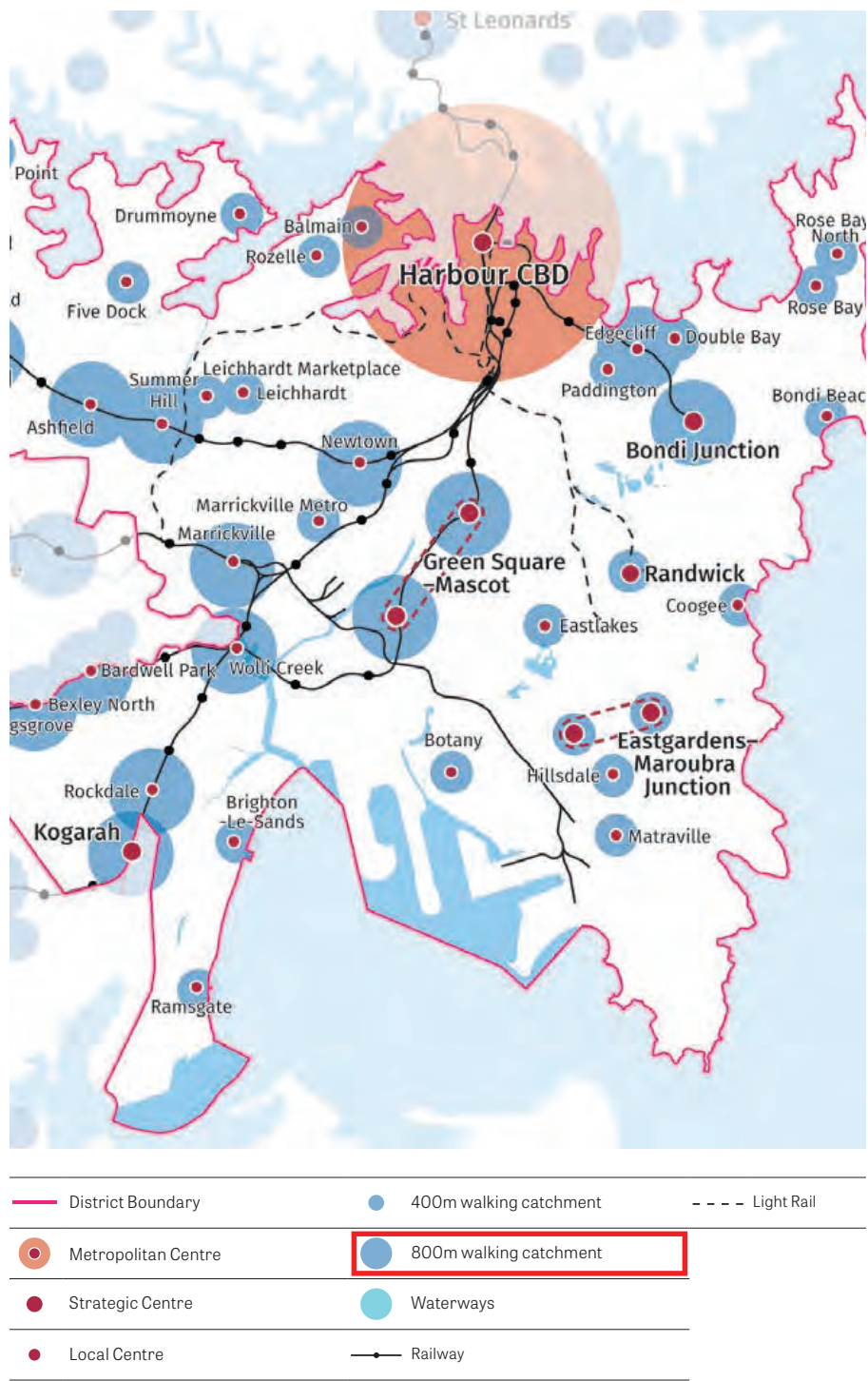


Figure 5. Eastern District Plan centres (Eastern City District Plan, March 2018).

The Eastern City District Plan identifies local centres as playing an important role in providing local employment and community facilities. In addition to housing, the centre’s primary role is to provide goods and services, and the opportunity for growing its employment function over time.

The Eastern District Plan identifies assets such as Sydney Harbour, the eastern beaches, Centennial Park, creative and night-time activities of Sydney’s CBD, Darlinghurst/Kings Cross/Potts Point as the prominent tourist destinations in the district. This is one of the reasons why the area is a well-known location along with the scenic qualities and open space amenity of the area.

Edgecliff Centre is a well-established local centre located along New South Head Road, which is a state arterial road in proximity to public open spaces, parks and waterfront areas. The area provides the retail/commercial strip for the local community and the general public.

The Centre is strategically located close to:

- Sydney’s CBD and other strategic centres including Bondi Junction and the Randwick Health and Education Precinct.
- Local and international destinations including the eastern beaches and cultural centres.
- Job hubs, educational/community facilities, services and public transport corridors.

This provides an opportunity to contribute to the future growth of the district and revitalise the local centres by creating additional infrastructure such as services and accommodations as predicted by the strategic policies.

The subject site is located within walking distance of the Edgecliff Centre, the train station and the bus interchange which reinforces the District Plan’s aim for a ‘30-minute city’ and supports sustainable public transport use.

As part of our strategic review, GMU have reviewed the Draft Local Strategic Planning Statement (LSPS) published by Woollahra Council in September 2019.

Woollahra Local Strategic Planning Statement

The document sets out a 20-year land use vision, nominating a series of planning priorities for the LGA. The document includes a local vision to guide future development, nominating local planning priorities and associated strategies and actions. Planning priorities set out in the LSPS include Infrastructure and Collaboration along with an ambitious active transport vision nominated for the area. We understand Council is seeking to implement the following strategies to further the transport network including:

- Continue to encourage use of active transport;
- Deliver improved cycle way connections;
- Advocate for increasing the role of Edgecliff as a key transport in the area;
- Promote increased walkability and pedestrian safety.

GMU understand that Council advocates for improved connections and interchange upgrades to improve the connectivity of the area and continue to provide convenient access to Sydney’s CBD and other major job hubs.

The subject site is located approximately 200m from the Edgecliff Centre, conveniently located to facilitate housing consistent with Council’s nominated planning strategies.

Planning priorities for livability focus and emphasize the following:

- Diverse range of housing choices in well-planned locations with easy access to high-frequency public transport, local villages, job services, and open spaces;
- Diverse housing choices in planned locations that enhance our life styles and fit in with local character and scenic landscapes.

The subject site is well-placed for providing development in accordance with the nominated priorities for the area due to its proximity to public transport, village locations and the site and context’s natural features.

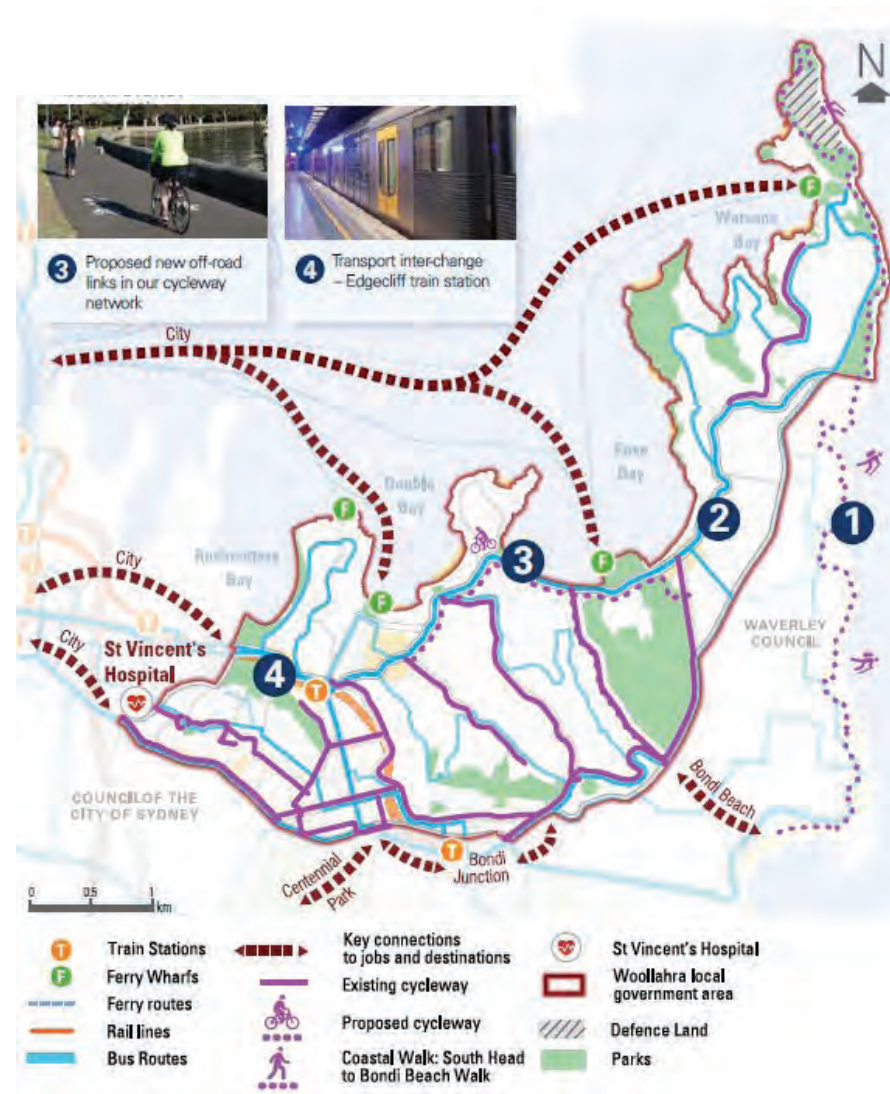


Figure 6. Connectivity diagram (Woollahra LSPS).

The Structure Plan (Figure 7) nominates Edgecliff and Double Bay as the Key Local Centres within the LGA which is also consistent with the centres hierarchy nominated in the Eastern City District Plan. The subject site is located within walking distance of both local centres. The Structure Plan also shows the Edgecliff Centre as having the only rail connection within the LGA. Edgecliff bus interchange is also located within the Edgecliff Centre site. Within minutes, commuters can travel by train from Edgecliff to Sydney’s CBD.

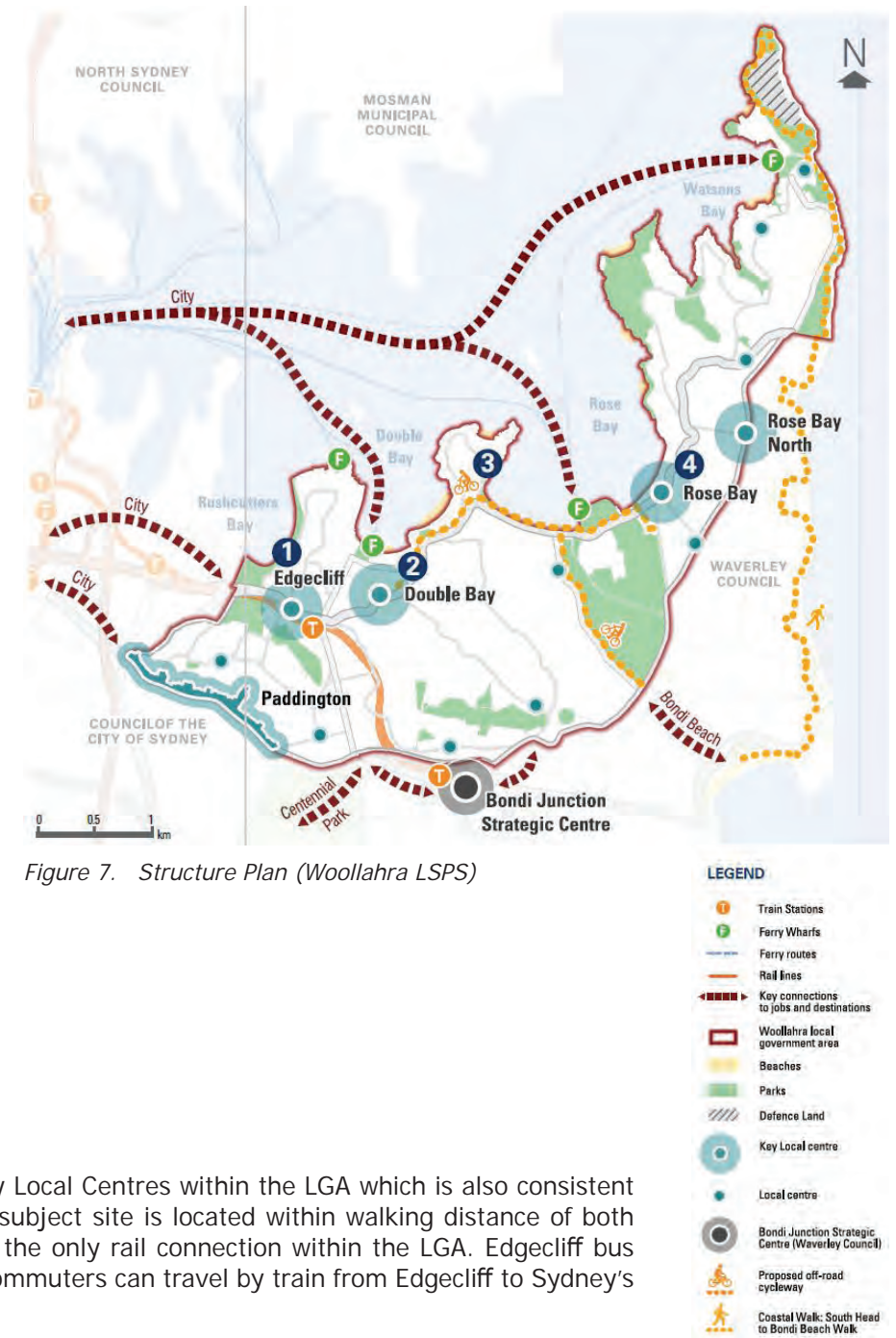


Figure 7. Structure Plan (Woollahra LSPS)

2.2 TRANSPORT LINKS AND URBAN PROFILE

Development heights along the eastern railway corridor

Similar to other centres, development heights in Edgecliff and Double Bay are likely to increase over time. To understand the urban profile of the area it is important to consider the existing heights along the railway corridor.

The height and urban structure characteristics of numerous Sydney transport corridors show a height concentration of 10-27 storeys around the centres and along the transport corridors. The future urban profile of Edgecliff should respond to the character of the CBD edge and be informed by the proximity to major job hubs in accordance with the strategic aims. We believe proximity should be considered as well as travel time using public transport. Development heights in Double Bay should transition to lower scale developments further east.

The main link from the city for vehicular movements through Kings Cross is William Street, the road underpass and Victoria Street. William Street has been reinforced with a variety of scales from 3-4 storey heritage items as street wall buildings to high rise towers of 100m (33-35 storeys). Upon approach to Kings Cross, a tower cluster clearly demonstrates the entry to Kings Cross and Darlinghurst with towers in the order of 50-110m (15-35 storeys), both over the station and on the intersection corners. The scale reduces to buildings of 22-40m (6-11 storeys) along William Street. The transition from Elizabeth Bay/Kings Cross is punctuated by Rushcutters Bay Park and lower development along Neild Avenue. The approach to Edgecliff & Rushcutters Bay is announced by two taller buildings (up to 32-storeys). As discussed later in this report, existing development heights vary along New South Head Road. East of Bay Street developments are generally lower scale (2-5 storeys) at the lowest point of the topography.

Increased heights tend to be focused on or close to the ridge line as seen in figure 8. Based on street hierarchy, height profile and a height range of 20-70 storeys from Hyde Park towards the city, 12-20 storeys occur along William Street and up to 35 storeys on Kings Cross.

Future heights for the Edgecliff Centre would be modest if anticipating a height range of 18-20 storeys. This range still maintains its lower centre hierarchy compared to other major centres along the Eastern Railway Corridor. Development heights are likely to transition to the edges of centre areas along New South Head Road where the subject site is located. The subject site and surrounding area is likely to provide heights of 4-8 storeys (fronting New South Head Road). Later chapters of this report examine development heights in greater detail.

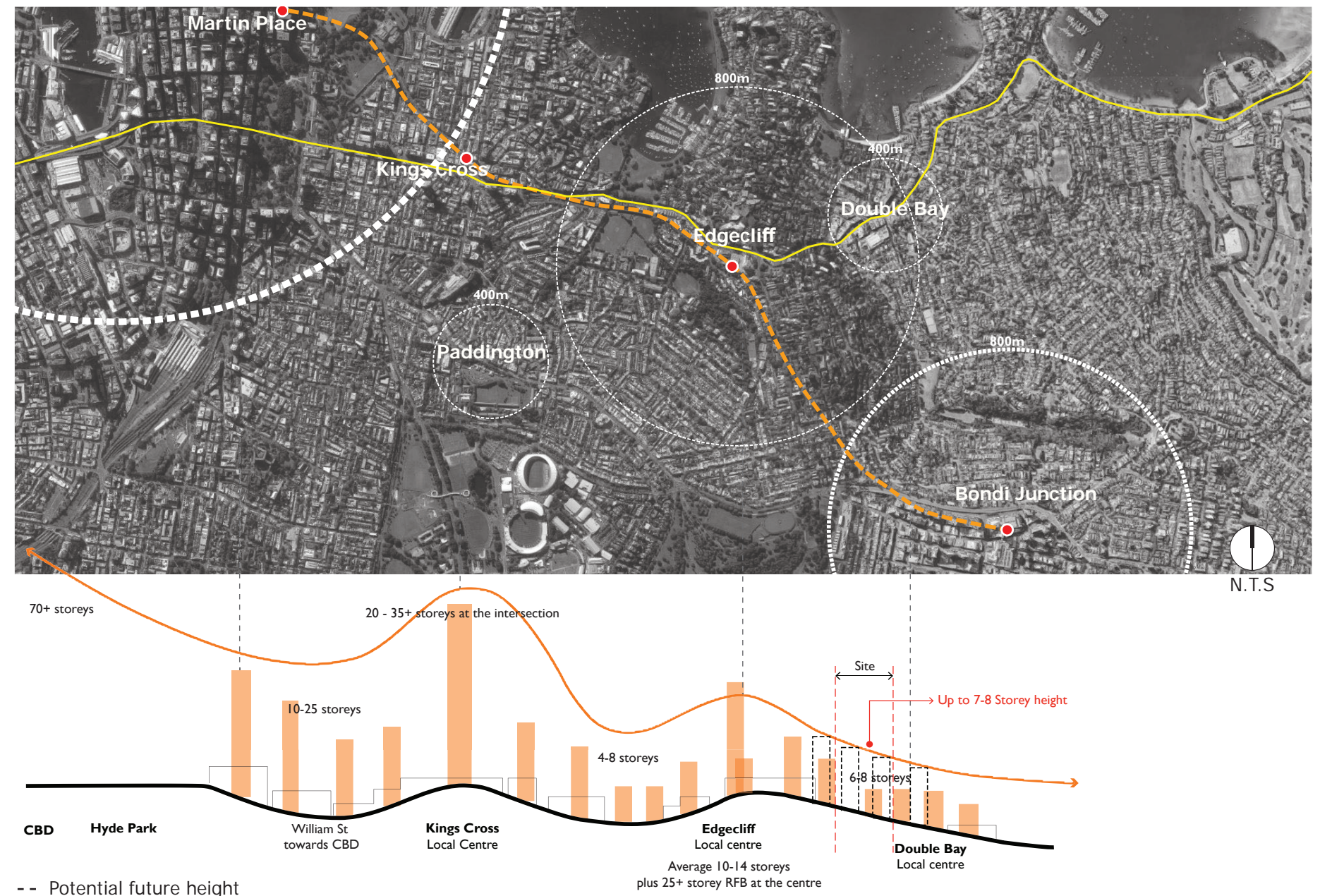


Figure 8. Height profile diagram.