

OXFORD STREET CREATIVE LIVE/WORK

47-49, 53-57 Oxford St, Bondi Junction

PLACE DESIGN JUSTIFICATION REPORT

FOR PLANNING PROPOSAL

September 2020



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EXECUTIVE SUMMARY

A local family proposes a vision – beginning with the creation of a stronger visitor economy and the diversification of housing – designed to unlock the full potential of Bondi Junction's West End.

47-57 Oxford Street Creative Live/Work will help Council to enhance Bondi Junction's experience economy, deliver a 'complete street' on Oxford Street, deliver housing diversity and the missing middle, and tackle the affordability crisis for the creative sector.

Oxford Street Creative Live/Work is a vision for a vibrant and green place that will unlock the potential of Bondi Junction's West End. This Planning Proposal comprehensively demonstrates how a human-scale and place-specific design strategy can enable a seven-fold employment uplift while also creating a new active public space fronting Oxford Street. These actions are aligned with strategic and local planning strategies for amenity, employment, housing diversity and affordability, and the night time economy in Bondi Junction.

THE CHALLENGE

Located in Bondi Junction's west end, this underutilised site currently accommodates a single-storey warehouse and workshop and two-storey heritage building. These low intensity facilities on site have a limited and waning lifespan, and as a result, there is strong potential to revitalise this site.

Positioned adjacent to both existing and new towers, a rational planning approach for this site would be to propose a correspondingly tall building type. The increased intensity of use that would be enabled by such a high-rise development would be justified by this site's walkable connections to Bondi Junction's high quality transport infrastructure and its urban amenities.

However, this tall approach would likely be concerning to the local community, and would have negative impacts on neighbouring sites.

THE OPPORTUNITY

As a result of these challenges, an alternative solution can reinvigorate this site with sensitivity to its context. This is an opportunity to reinforce Bondi Junction's role as a Strategic Centre, reconnect people on Oxford Street, and create a new greener place in an area with relatively few public spaces.

While a tower proposal would be meritorious from a strategic planning standpoint, this proposal adopts a compromised solution. A mid-rise form is recommended in recognition of the local urban context and in consideration for the community's sensitivity to high-rise development.

A PLACE-LED PLANNING PROPOSAL

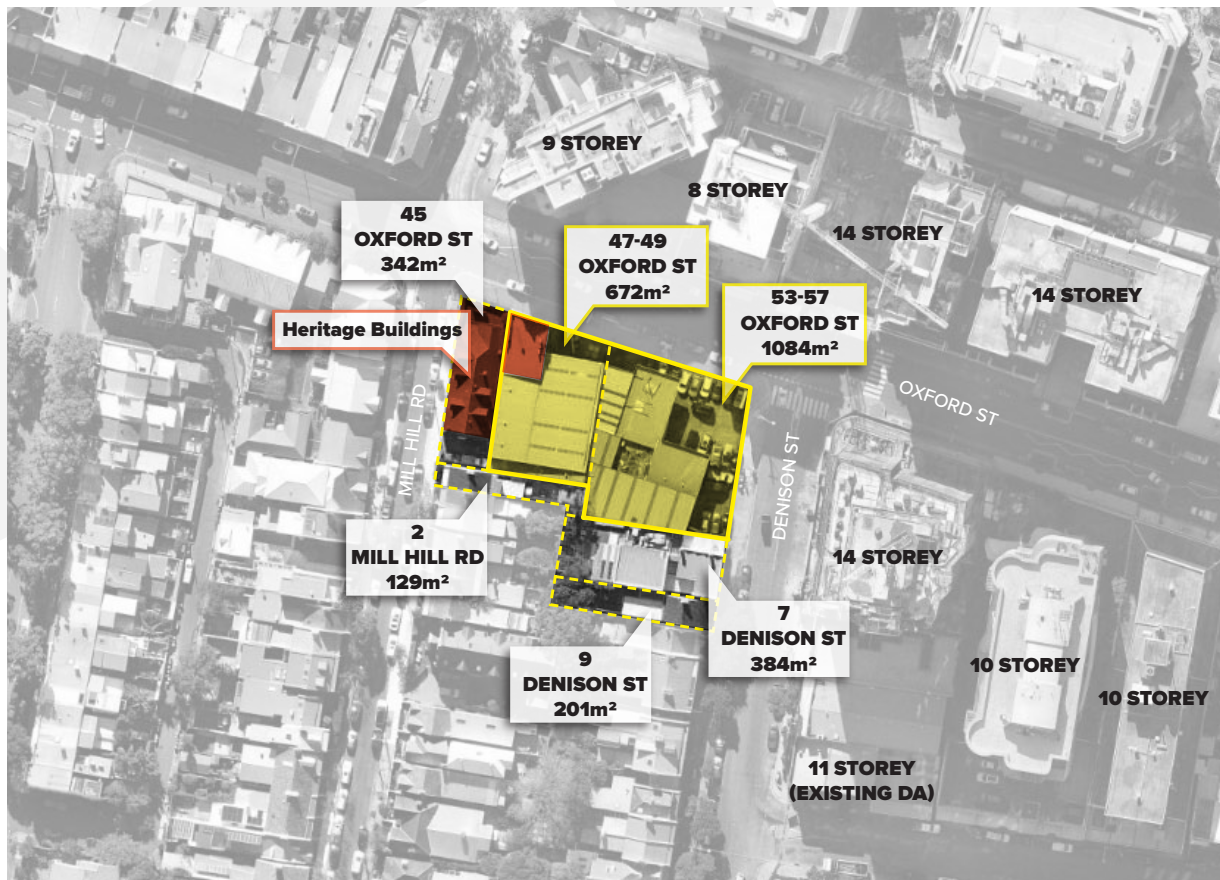
The adopted place-led design approach of this modestly scaled scheme has a mix of both employment and residential spaces creating an enlivened frontage to Oxford Street, while a massing concession avoids adverse visual, solar, or privacy impacts.

This design will enhance the local place character of both its Strategic Centre and its residential neighbourhood urban contexts.



On behalf of Evolve Project Consulting P/L, this Planning Proposal outlines a shared vision to create a thriving place for people in the heart of Bondi Junction's west end. It will enliven this site, its neighbourhood, and Bondi Junction; creating opportunities for living and working in a green coastal environment.



The Site today.



Site location plan.

-  Site Boundary
-  Lots in Common Ownership



CREATIVE LIVE/WORK OUR VISION

47-57 Oxford Street Creative Live/Work will mediate the transition from Oxford Street's Centennial Park 'green gateway' to Bondi Junction with the intensity of the centre of Bondi Junction itself.

The development will also explore retaining and integrating heritage features on the site, and will create a sensitive interface with the Heritage Conservation Area to the south of the site. The built form relationship to the existing mixed-use development along Oxford Street will reinforce the key role that this street plays in Bondi Junction's strategic significance as an urban centre.

Following a place-led design process, the proposed floor space targeted for this site is approx. 2.5:1. This includes approx. 2,200 sqm GFA of retail and commercial space, representing an uplift of approx. 200% relative to the existing employment space currently on site.

This proposal envisions creating an active and sustainable urban environment that supports local opportunities for living, working, shopping, community activities, and recreation.



Oxford Street Creative Live/Work will be a vibrant, creative, and sustainable medium-rise development that activates Oxford Street and invigorates Bondi Junction's west end.

WHAT WE ARE ASKING FOR

ZONE: **B4 (NO CHANGE)**

FSR: **1 : 2.5**

HEIGHT: **26m**

VISION HIGHLIGHTS



PEOPLE

A new public space, laneway and arcade, active frontages, landscaping, public art, and night-time activation.



PLACE

A place-specific and human-scale design activates a neglected part of Oxford Street in the centre of Bondi Junction.



ECONOMY

Employment on site increases seven-fold (from 22 to 152 jobs) from 3,000m² of retail and employment space, including a new subsidised creative start-up hub.



INNOVATION

A medium-rise built form of "missing middle" type dwellings developed under a build-to-rent model with reduced car parking rates.



COMMUNITY

An opportunity for community uses and events, an increase to local housing diversity, and 5-10% affordable housing.



CHARACTER

Heritage features are retained and incorporated into the design, which draws upon local character features, and has minimal impact on neighbours.

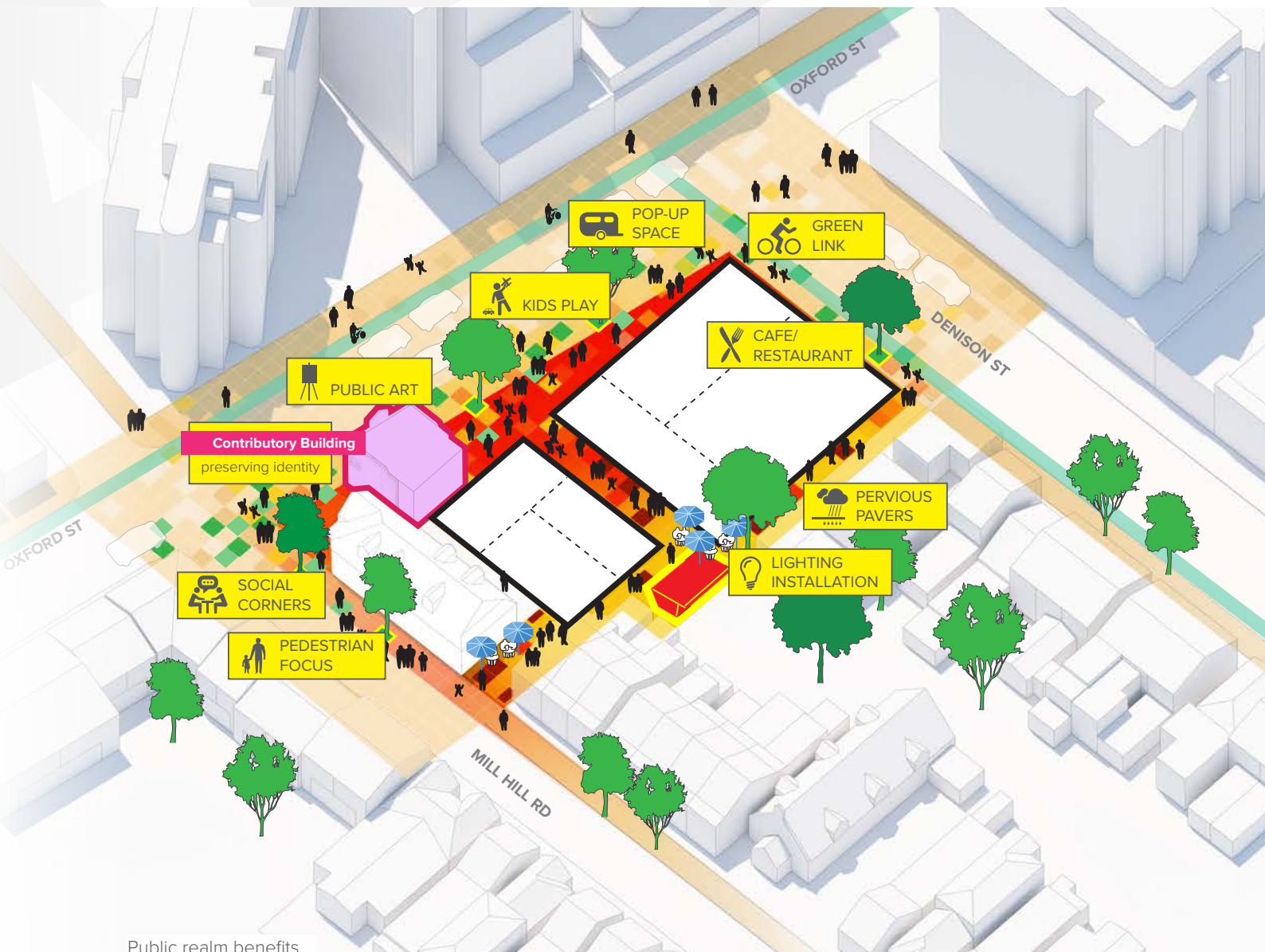


LOCATION

A prominent corner fronting Oxford Street, only 350m walk from Bondi Junction Station, and 250m from Centennial Park.

PUBLIC BENEFIT

Public Plaza	100 sqm
Trough site link	200 sqm
Street frontages	150 linear metre
Heritage	1 Retained Building
Jobs	130 new jobs





STRATEGIC MERIT

BREADS BAKERY



Maple Tiramisu	\$12.95
Maple Tiramisu (Serves 2)	
Maple Tiramisu (Serves 4)	\$24.95
Maple Tiramisu (Serves 6)	\$37.95
Maple Tiramisu (Serves 8)	\$50.95
Maple Tiramisu (Serves 10)	\$63.95
Maple Tiramisu (Serves 12)	\$76.95
Maple Tiramisu (Serves 14)	\$89.95
Maple Tiramisu (Serves 16)	\$102.95
Maple Tiramisu (Serves 18)	\$115.95
Maple Tiramisu (Serves 20)	\$128.95
Maple Tiramisu (Serves 22)	\$141.95
Maple Tiramisu (Serves 24)	\$154.95
Maple Tiramisu (Serves 26)	\$167.95
Maple Tiramisu (Serves 28)	\$180.95
Maple Tiramisu (Serves 30)	\$193.95
Maple Tiramisu (Serves 32)	\$206.95
Maple Tiramisu (Serves 34)	\$219.95
Maple Tiramisu (Serves 36)	\$232.95
Maple Tiramisu (Serves 38)	\$245.95
Maple Tiramisu (Serves 40)	\$258.95
Maple Tiramisu (Serves 42)	\$271.95
Maple Tiramisu (Serves 44)	\$284.95
Maple Tiramisu (Serves 46)	\$297.95
Maple Tiramisu (Serves 48)	\$310.95
Maple Tiramisu (Serves 50)	\$323.95
Maple Tiramisu (Serves 52)	\$336.95
Maple Tiramisu (Serves 54)	\$349.95
Maple Tiramisu (Serves 56)	\$362.95
Maple Tiramisu (Serves 58)	\$375.95
Maple Tiramisu (Serves 60)	\$388.95
Maple Tiramisu (Serves 62)	\$401.95
Maple Tiramisu (Serves 64)	\$414.95
Maple Tiramisu (Serves 66)	\$427.95
Maple Tiramisu (Serves 68)	\$440.95
Maple Tiramisu (Serves 70)	\$453.95
Maple Tiramisu (Serves 72)	\$466.95
Maple Tiramisu (Serves 74)	\$479.95
Maple Tiramisu (Serves 76)	\$492.95
Maple Tiramisu (Serves 78)	\$505.95
Maple Tiramisu (Serves 80)	\$518.95
Maple Tiramisu (Serves 82)	\$531.95
Maple Tiramisu (Serves 84)	\$544.95
Maple Tiramisu (Serves 86)	\$557.95
Maple Tiramisu (Serves 88)	\$570.95
Maple Tiramisu (Serves 90)	\$583.95
Maple Tiramisu (Serves 92)	\$596.95
Maple Tiramisu (Serves 94)	\$609.95
Maple Tiramisu (Serves 96)	\$622.95
Maple Tiramisu (Serves 98)	\$635.95
Maple Tiramisu (Serves 100)	\$648.95

STRATEGIC CONNECTIONS

A STRONG VISITOR ECONOMY

Bondi Junction's continued economic success will largely be driven by its visitor economy and its role as a transport node between Sydney's suburbs and the eastern beaches.

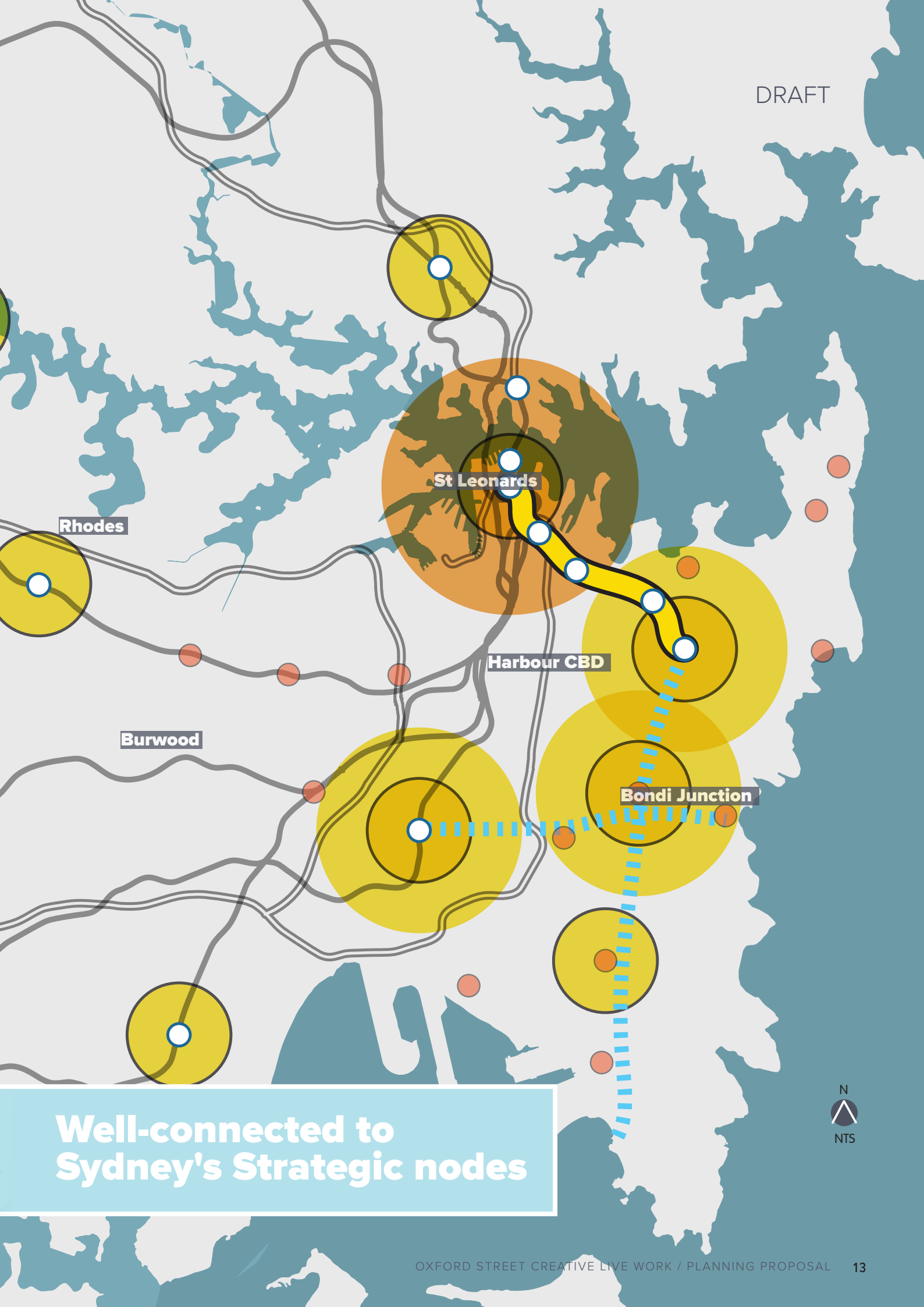
A well-connected Strategic Centre, Bondi Junction's role in the Greater Sydney Region Plan, A Metropolis of Three Cities, is to continue to attract business activity to ensure that jobs, goods, and services are available to local populations within 30 minutes of their home.

The travel catchment around Bondi Junction covers the entirety of Sydney's Eastern Suburbs. A number of other Metropolitan and Strategic Centres are also located within 30 minutes of Bondi Junction; including the Harbour CBD, Randwick, Green Square – Mascot, and St Leonards.

As such, Bondi Junction has a high degree of connectivity with Sydney's major corporate centres and commercial office precincts. Bondi Junction's strong connectivity with wider Sydney has enabled it to grow into a successful commercial and retail precinct, contributing \$4.3 billion to the Australian economy.

The economic success of major landowners such as Westfield Shopping Centre is largely dependant on the the Centre's connectivity, which is expected to further strengthen as further investment in public transport infrastructure is made, including the future potential of light rail running along Oxford Street.





**Well-connected to
Sydney's Strategic nodes**



IDENTIFIED STRATEGIC CENTRE FOSTERING ECONOMIC GROWTH





Bondi Junction contributes \$4.3 billion in economic output annually. It benefits from significant investment in public transport infrastructure, as well as a residential population comparable to Potts Point - a vibrant village with strong night time economy.

Bondi Junction currently serves as a major commercial centre, with an independent retail, major shopping centre and commercial office space, contributing \$4.3 billion in economic output. It benefits from its regional position in the Sydney Metropolitan Area's Global Economic Corridor. It is well connected to other Strategic Centres by rail and bus transport.

Specific actions are identified for Bondi Junction as part of the strategies for planning for productivity for the Eastern City District. The District Plan notes the concentration of commercial and retail activities around Bondi Junction Station, and identifies opportunities to attract a greater diversity of professional activities, including cultural and creative industries and an invigorated night time economy. The District Plan also expresses the need to maintain a diverse mix of uses to ensure employment growth can continue across the centre.

As employment is the key driver of a strategic centre's economy, Bondi Junction will need to support an ongoing increase in and greater diversity of retail, commercial, and creative spaces.

LEGEND

-  The Site
-  Bondi Junction Strategic Centre Proposed
-  Eastern Suburbs Railway Line
-  Oxford Street



The Bondi Junction Strategic Centre.



POLICY ALIGNMENT

DELIVERING STRATEGIC OBJECTIVES

The development of this proposal's design framework has been informed by local, regional and state planning policy and guidance, and in particular, seeks to enhance the liveability of Bondi Junction by renewing an existing place within the local centre in line with Eastern City District Plan.

The planning policy analysis in the Appendix provides the strategic and local planning context for the Planning Proposal. The document highlights the proposal's context and how the precinct provides opportunities for a relevant response.

A comprehensive assessment of the proposal in planning terms has been developed by Willowtree Planning and will be submitted along this Place Design Justification Report.

Specific benefits that the proposal will bring to Bondi Junction as envisaged by the Eastern City District Plan and Draft LSPS across Infrastructure, Liveability, Productivity and Sustainability including are listed below.

INFRASTRUCTURE AND COLLABORATION

Oxford Street Creative is a significant site that fronts Oxford Street and sits within the Bondi Junction Strategic Centre. It will support the increasing intensity of activity in the centre. The proposal is located in close walking distance of train and bus transport services and will offer local residents the opportunity to enjoy 30-minute city lifestyles. It incorporates new public spaces, laneways, and links that increase pedestrian accessibility in the wider community.

Strategy alignment: Eastern City District Plan E1; Waverley LSPS Priority 1; and Waverley Bike Plan (2013).

LIVEABILITY

There is an opportunity to foster healthy, creative and culturally rich communities, and create and renew great places through the development of a creative start-up hub, new public space, laneway and public art. The redevelopment of the existing light industrial uses and the retention of heritage features will strengthen the place

value of this part of Bondi Junction. Furthermore, the development of new build-to-rent housing within the Strategic Centre, only 350m walking distance from Bondi Junction Station will provide new housing choice with access to jobs, services and public transport.

Oxford Street Creative arises from a place-focused process, creating a sensitive response to both its taller and shorter scale neighbours. The design therefore optimises the use of this strategic centre site while maintaining the solar access and privacy of its neighbours. The human-scale building creatively adapts features of the local built form character to create a design that is distinctive and sensitively embedded in its place.

Strategy alignment: Eastern City District Plan E3, E4, E5, E6; Waverley LSPS Priority 2; and Better Placed Objective 1, 2, 3, 4, 5, 6, 7; and Mill Hill Urban Conservation Area.

PRODUCTIVITY

This highly walkable location in Bondi Junction supports a 30-minute city strategy for Bondi and for the Harbour CBD, and with a seven-fold increase in jobs and a new subsidised start-up space on the site it will create new business opportunities and support Bondi Junction's 2036 jobs target. New day and night-time activation of this site will support visitation to the Centre.

Strategy alignment: Eastern City District Plan E10, E11, E13 and Waverley LSPS Priority 3.

SUSTAINABILITY

Oxford Street Creative will increase tree canopy cover in Bondi Junction and contribute to active travel and landscape on Oxford Street to reinforce its role in the Green Grid. By delivering new public space on the site, which supports local social activity. The development targets a 6-Star Green Star Design. A green roof, green wall, tree canopy coverage, passive solar architecture features, and water sensitive urban design elements will assist in the adaption to the impacts of urban and natural hazards and climate change.

Strategy alignment: Eastern City District Plan E17, E18, E19, E20; Waverley LSPS Priority 4; Greener Places Principles 1, 2, 3 and 4; and Bondi Junction Green Infrastructure Masterplan.

DELIVERING ON KEY PRIORITIES

Increased **urban tree canopy** and **vegetation**.

152 future **full-time workers**

Diversified **night-time economy** with more dining options.

More space for **community uses and events**.

Innovative **mid-rise** development.

Retention of **heritage** features.

Improved **pedestrian experience** and **sense of place**.



LOCAL MERIT



BONDI JUNCTION TODAY

A LOVEABLE PLACE?

Oxford Street Creative is located in Bondi Junction's West End - between a conservation neighbourhood to the south, and high rise mixed use buildings to the east. It is within a walking distance to the major strategic transport hub at Bondi Junction Station.

Despite its latent potential, the centre does not function as a coherent people place due largely to past decisions giving priority to big box shopping centres, cars and over-engineering.

However, the opportunity to positively address this challenge is already underway and evident at Oxford Street's West End.

At the heart of Bondi Junction Oxford Street's Complete Streets project will upgrade the street into a higher quality environment that supports walking and cycling. This site will play a significant role in activating this part of Oxford Street - creating a more active, green, and vibrant street environment can support bicycle connectivity in this key West End location.

KNOWLEDGE HUB

Bondi Junction Library

WEST END

High rise, mixed-use buildings.

OS CREATIVE LIVE/WORK

Mid-Rise, Mixed Use



N
NTS

Bondi Junction's existing Character Precincts.

BIG BOX RETAIL
Eastgate Shopping Centre

RETAIL STRIP
Oxford St Shopping Promenade

TRANSPORT HUB
Bondi Junction
Over-station Development

BIG BOX RETAIL
Bondi Junction Westfield
Shopping Centre



HEIGHT PROFILE A SENSITIVE RESPONSE

Bondi Junction has a dense urban centre with a significant number of commercial and residential tower buildings. This is a key element in the centre's character as it is viewed on its ridgeline location from other parts of Sydney.

Bondi Junction's tower buildings are a prominent feature along Oxford Street, as shown in the image above. The tallest towers are in the centre of the precinct, but these towers are situated some distance back from the edge of Oxford Street. At both the east and west ends of the strategic centre, groups of towers are situated closer to Oxford Street. This creates an experience of compression-expansion-compression as one walks along the entirety of the street, and there is an opportunity to maintain this character in the future, in recognition of this centre's urbanity.



LEGEND

- Existing 2-3 storey street frontage element
- Recently development/ Under construction

STARGATE

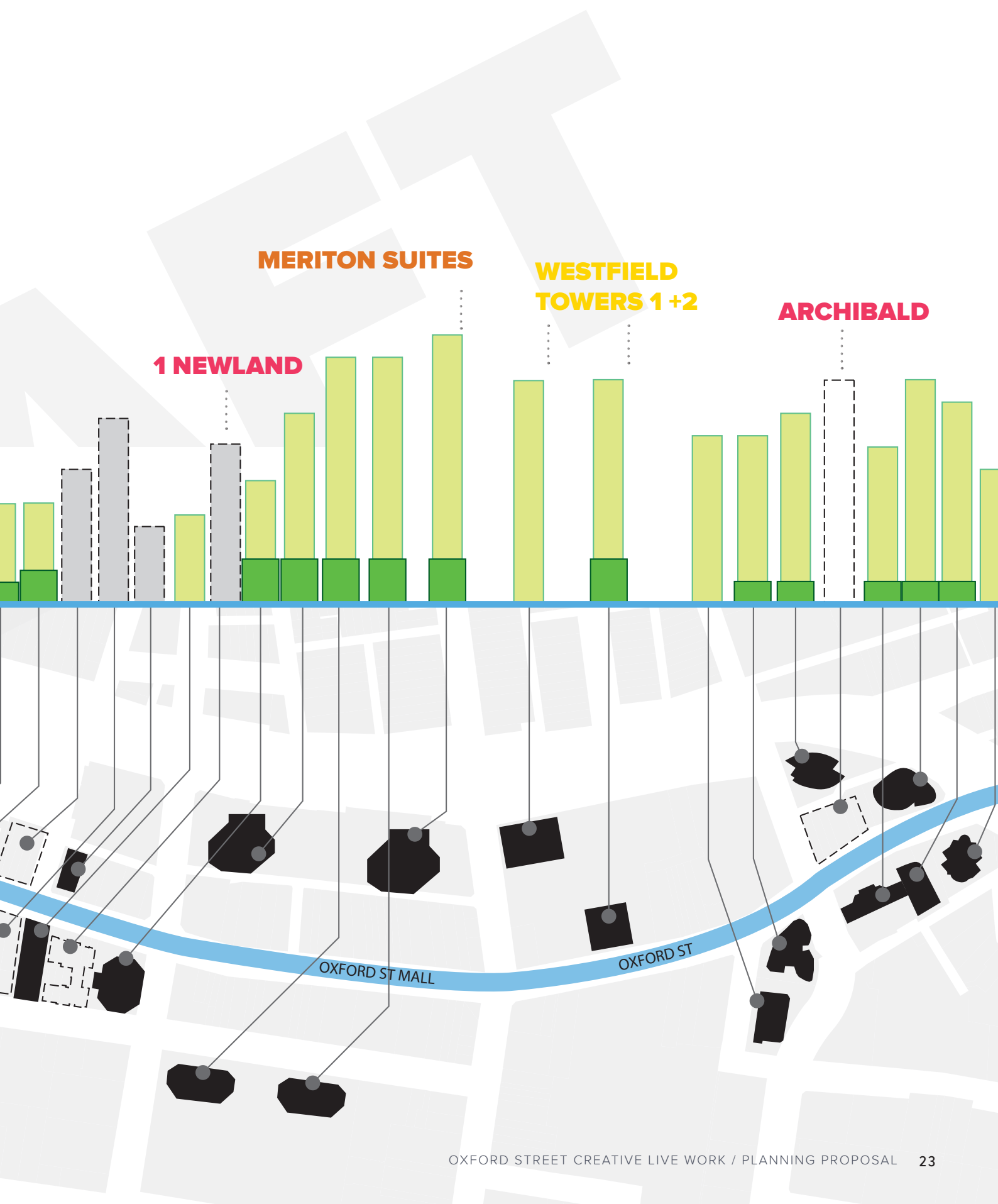
**OS CREATIVE
LIVE/WORK**

Mid-Rise, Mixed Use

EAST

OXFORD ST





GRAIN ANALYSIS

HISTORICALLY RICH TAPESTRY OF ACTIVITY AND FABRIC

Whilst large floor plate offices and big-box retail dominate parts of Bondi Junction, its fine-grain fabric remains an important character attribute which promotes walkability and places for people.

Whilst the centre of Bondi Junction is defined by podium and tower built form typologies, much of the centre remains defined by narrow streets, fine grained blocks, terrace heritage buildings and character frontages.

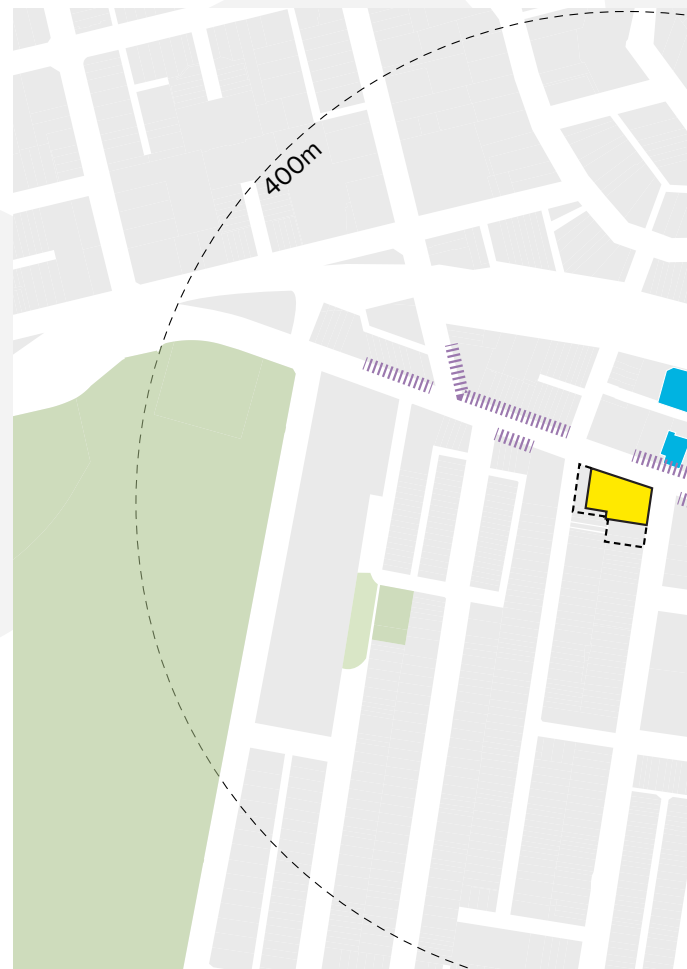
Terrace houses are a key element of Waverley's and Bondi Junction's character. Whole streets and blocks of existing terraces feature a rhythmic pattern to their street frontages and front door entrances, continuous footpaths (with few driveway crossings), and green streets with well-established street trees.

The residential neighbourhoods around Bondi Junction have predominant terrace house forms. This includes expansive heritage conservation areas, which have a strong historic character.

Oxford Street Creative Live/Work sensitively responds to the existing fine grain and terraced neighbourhoods, particularly where conservation considerations are paramount, ensuring the attractive fine-grained character of these housing areas will remain a key feature in the future.

LEGEND

- ||||| Fine grain retail street frontages
- Big-box retail shops and malls
- Commercial towers



Bondi Junction's existing physical character and cultural attributes.



Active, character frontages are an important attribute of Bondi Junction.



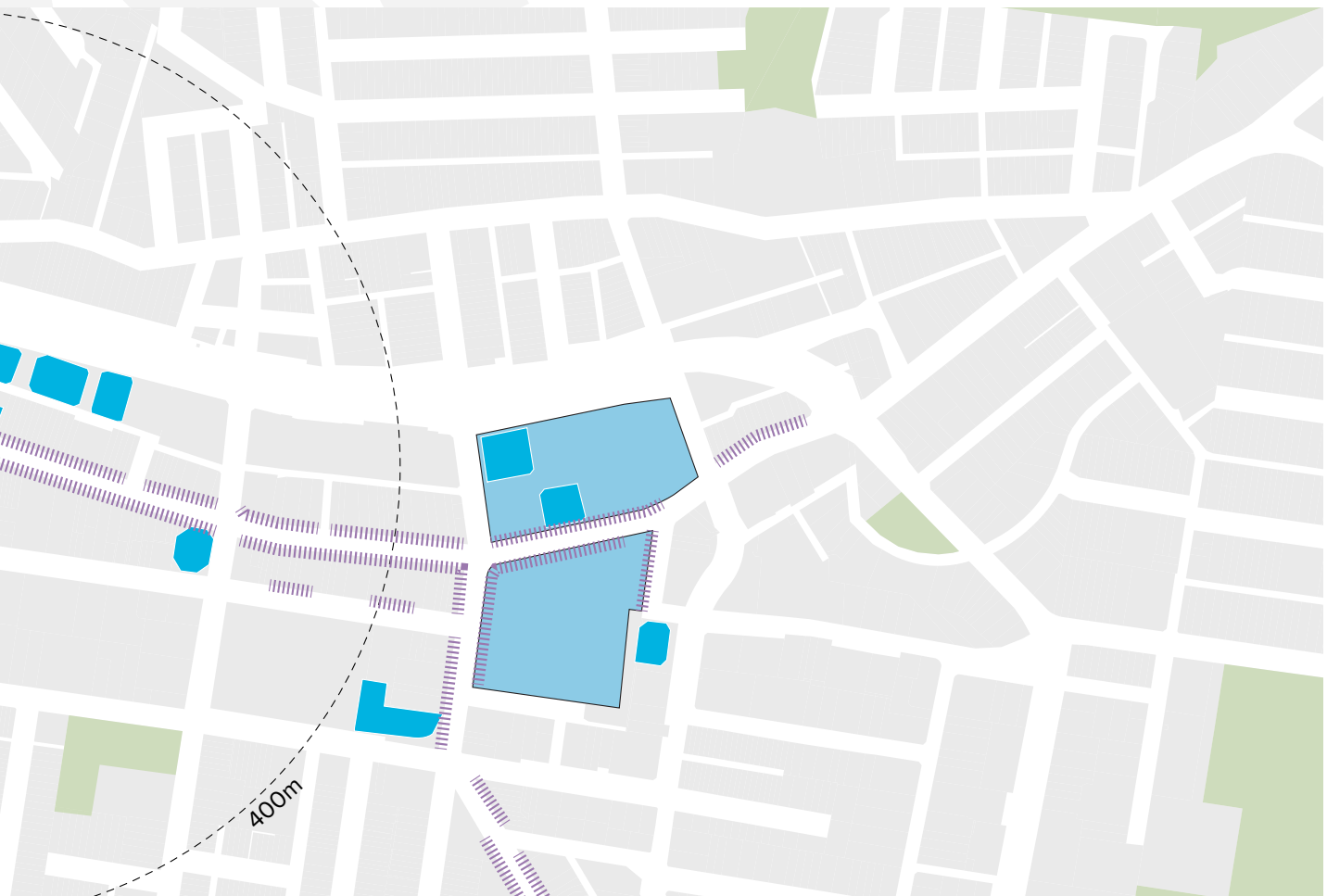
Narrow shopfront in Oxford Street Mall.



Terraced housing.



Narrow street and fine block fabric.



DEMOGRAPHIC SNAPSHOT

YOUNG + UPWARDLY-MOBILE

Bondi is experiencing a growing population of young and upwardly mobile individuals. The largest age group within the area are those between 25 to 29 years, and therefore there is a demand for services and infrastructure that support this community of young adults.

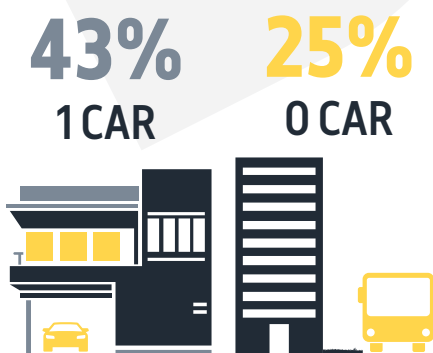
72% of millennials would prefer to spend more on experiences as opposed to material things. Additionally, over 80% of millennials seek unique travel experiences and say that the best way to learn about a place is to live like locals do. In saying this, there is an opportunity for increased retail and residential offerings that caters for this demographic.

POPULATION

AGE STRUCTURE



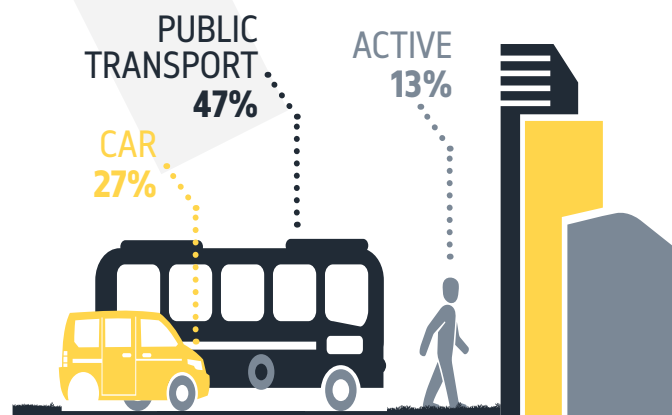
CAR OWNERSHIP



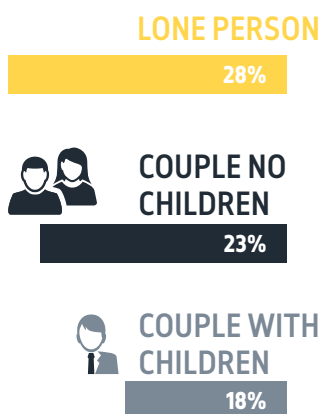
CURRENT POPULATION



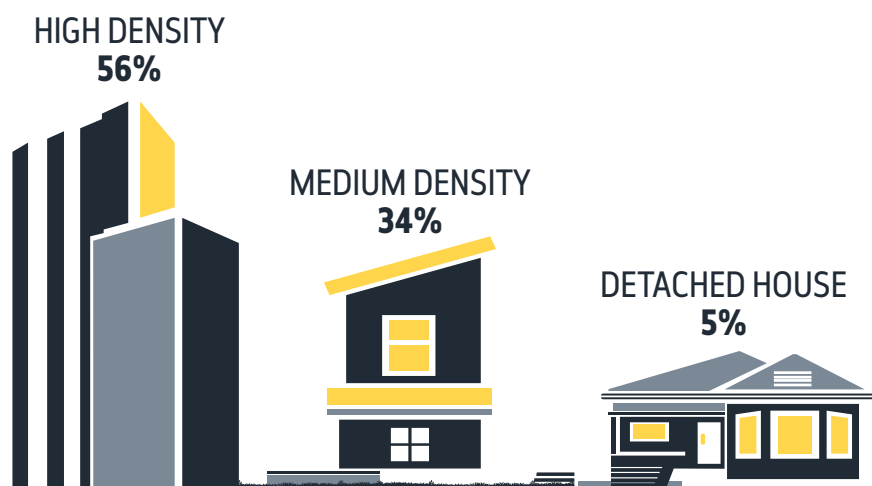
WORK

MOST POPULAR
OCCUPATIONSMETHOD OF
TRANSPORT TO WORK

LIVE

HOUSEHOLD
STRUCTURE

DWELLING TYPES



LOCAL CONTEXT

THE SITE TODAY

Although the 47-57 Oxford Street site is zoned for Mixed Use development, its current automotive and wholesale uses detract from Oxford Street's and Bondi Junction's ability to function as a walkable and active urban centre.

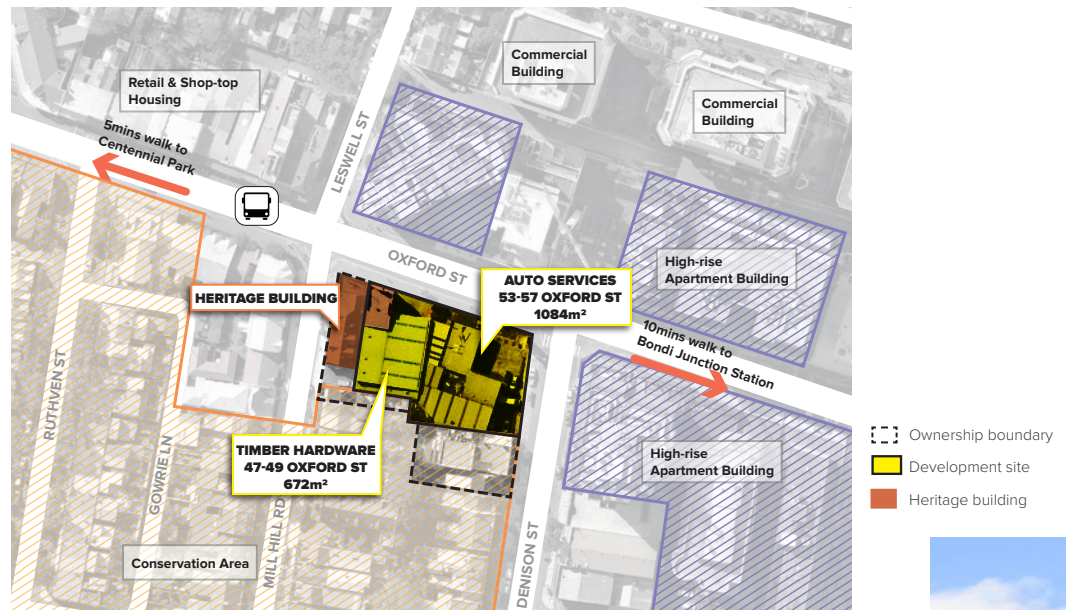
There is a two-storey heritage shop fronting Oxford Street that can be retained and incorporated into the design proposal.

The redevelopment of this site can create a continuous active frontage along Oxford Street and enhance the place quality of Bondi Junction's west end.



The site's current light industrial use does little to contribute to Bondi Junction as a Strategic Centre.

A key site in Bondi Junction's east-west transition










Elements of the site make an important contribution to local character.

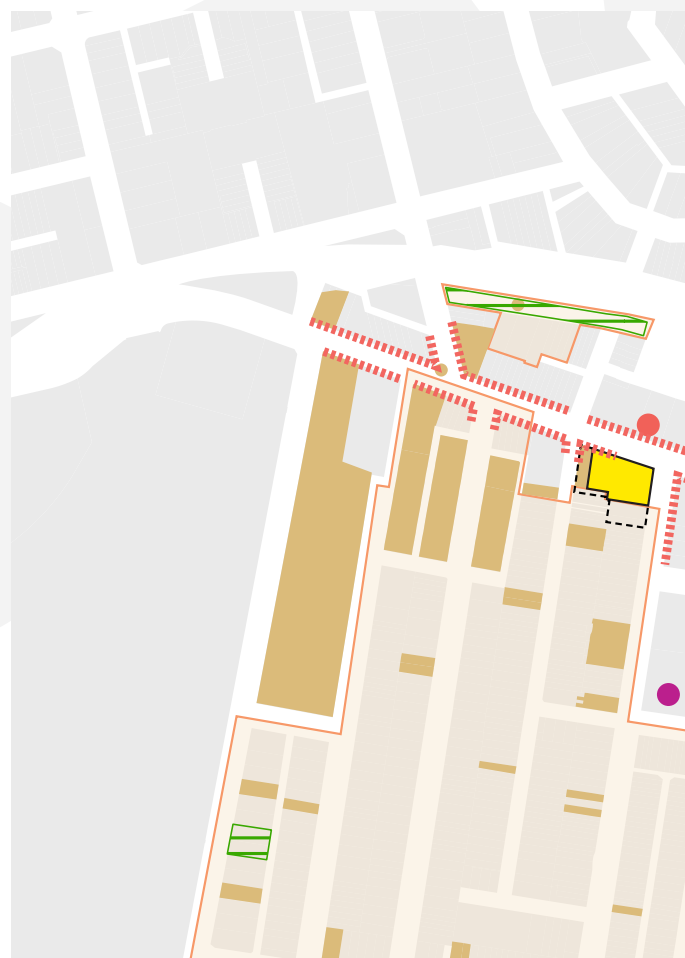
LOCAL CONTEXT

HERITAGE

xx

LEGEND

-  Site
-  Conservation area
-  Heritage building
-  Conservation landscape
-  Character frontages
-  Art installation
-  Art/gallery event



Bondi Junction's existing physical character and cultural attributes.



Active, character frontages are an important attribute of Bondi Junction.



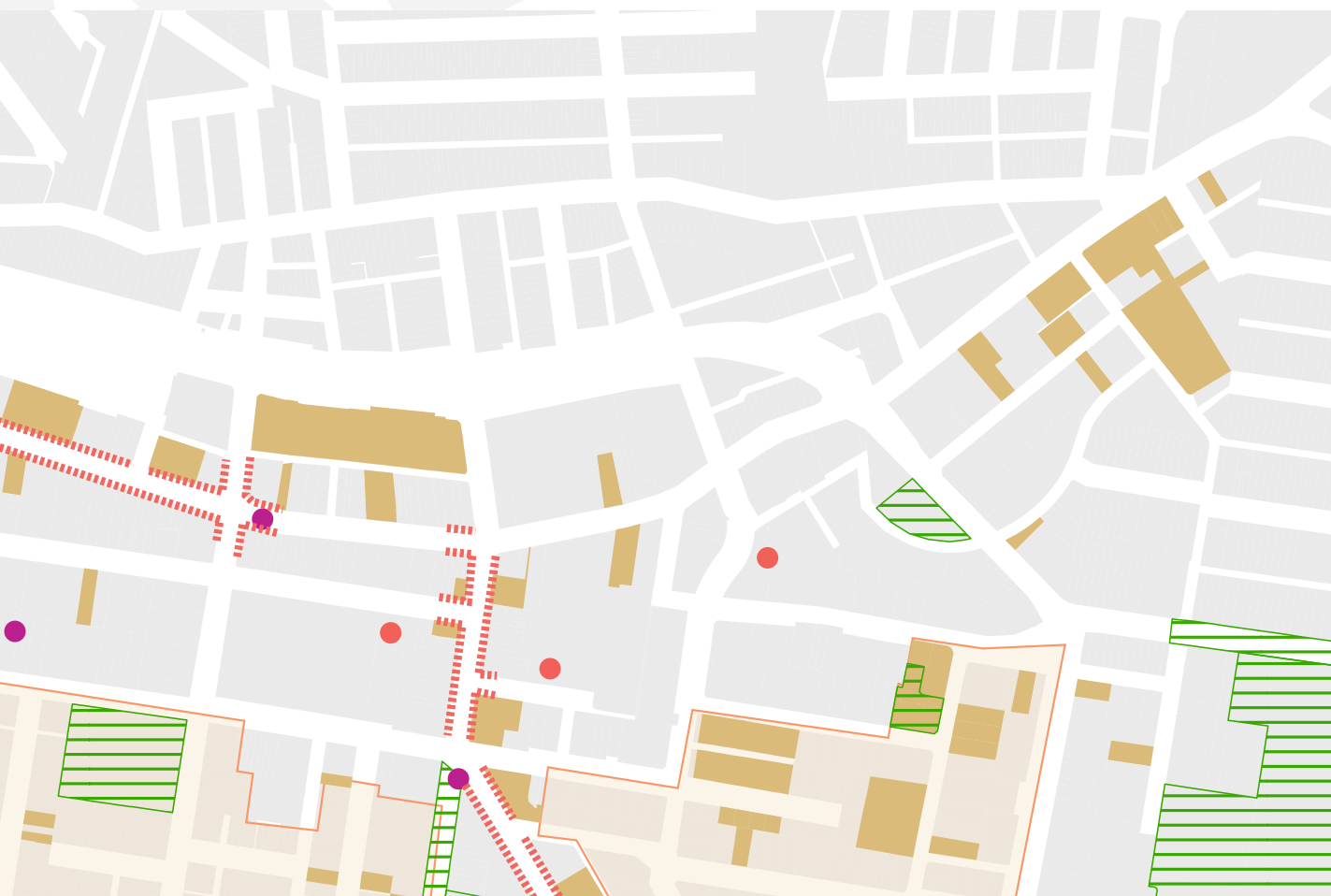
Narrow shopfront in Oxford Street Mall.



Terraced housing.



Narrow street and fine block fabric.





DELIVERING BEST PRACTICE

DRAFT



DELIVERING WORLD'S BEST PRACTICE

This proposal adopts a range of innovative best practice strategies to maximise the infrastructure, liveability, productivity, and sustainability opportunities that this site presents.



CONTRIBUTE TO 'COMPLETE STREETS'

Rather than a binary provision of road and footpath, Oxford Street is to be reimaged as a "complete street" that also accommodates public and active transport networks while also making space for people, furnishing, and landscaping.

ENHANCE THE EXPERIENCE ECONOMY

The promotion of the experience economy requires the fundamentals of good design, but also an appreciation of heritage context, cultural uses, place narrative and activation.



TACKLE THE CREATIVE SECTOR AFFORDABILITY CRISIS

A new subsidised creative start-up hub will help to tackle Sydney's creative sector affordability crisis, helping creatives and entrepreneurs bring their business ideas to fruition through subsidised spaces and a network of innovators.



CREATE HOUSING DIVERSITY

A local pilot of the build-to-rent model enables an increase in housing diversity, quality, and sustainability. A 5-10% affordable housing component increases opportunities to provide housing that supports the broader community interest. Furthermore, the built form produces the "missing middle" housing type - a segment of the market between terraces and apartments.

A. CONTRIBUTE TO 'COMPLETE STREETS'

A city's greatest civic space is its streets. A Complete Streets approach considers these spaces holistically, across all disciplines, to develop an over arching Complete Streets Framework for the city centre, as well as specific Complete Street designs for each street.

Waverley Council commissioned RobertsDay to create a Complete Streets study for Bondi Junction – a holistic approach to the planning and design of the public realm for this Strategic Centre.

This strategy recommends a people-first prioritisation of public spaces and movement networks to create streets that are safe, healthy, and vibrantly active.

Bondi Junction Complete Streets is in the process of being delivered across the Centre. A new separated cycling network on this section of Oxford Street which will join Denison Street will provide a continuous route to the eastern side of Bondi Junction.

How does OS Creative Live/Work facilitate the delivery of Complete Streets?

Key features of the complete streets strategy that this redevelopment will provide include:

- A new public space fronting onto Oxford Street.
- Footpath and bicycle upgrades on Oxford and Denison Street frontages.
- Active frontages along Oxford and Denison Streets, as well as along a new laneway and arcade space.
- New street trees, public art, and street furnishings on Oxford and Denison Street frontages.

Collectively, the creation of a high quality place on this site will contribute greatly to people's journeys east into Bondi Junction as well as west to Centennial Park.



Proposed view of Denison St from Oxford St, Bondi Junction Complete Streets 2013, p97

B.

ENHANCE THE EXPERIENCE ECONOMY

Across the world cities are seeing the rise of the 'experience economy', embedding culture into cycles of placemaking and urban development.

The development of the experience economy has become critical for the activation and place branding of Sydney's Strategic Centres, and their ability to attract visitors and investment.

The experience economy places a premium on high emotional connection with Place. The promotion of the experience economy requires the fundamentals of good design, but also an appreciation of heritage context, cultural uses, place narrative and activation.

How does OS Creative Live/Work enhance the experience economy?

Key features of the proposal that will enhance the experience economy, include:

- Adaptable basement car parking spaces that can be used for retail and entertainment uses - either now or in the future. This progressive strategy enables the building to respond to the substantial changes predicted in car technology and ownership, and to provide a greater intensity of social activity to support the local economy.
- A new laneway and arcade space that foster social connectivity.
- Public art.
- Subsidised start-up hub is incorporated to provide an affordable space for new local creative industries to emerge in a supportive environment.



A basement level night-time use in Sydney.

C.

SUPPORTING SYDNEY'S CREATIVE SECTOR

Sydney currently has a shortage of affordable creative spaces due to the disappearance of industrial buildings, and rising rents and property prices.

A recent report “Culture and Value of Place” produced by renowned urbanist, Geoff Clarke, on behalf of Create NSW has undertaken an analysis of Sydney’s arts and culture. It notes that Sydney’s artists and those in cultural sectors are experiencing “an affordability crisis” which is primarily due to housing costs, high costs of living, lack of affordable workspaces, and wider costs associated with taxation and regulation.

How does OS Creative Live/Work support Sydney's creative sector?

Oxford Street Creative Live/Work will help tackle the creative sector affordability crisis and support Sydney's creative sector through:

- The delivery of a new subsidised, creative start-up hub. This hub will helping creatives and entrepreneurs bring their business ideas to fruition through subsidised spaces and a network of innovators.
- The delivery of live/work units. These will help relieve financial pressure on entrepreneurs, creatives and those working in the 'gig economy'.
- Job creation across a range of sectors, including those working in the night-time economy, retail and creative industries.



Live/Work Space. Imaged sourced: TNN.org.au.

PRODUCTIVITY CONTRIBUTION



22 Full-time workers currently employed on-site



152

Future full-time workers enabled by this proposal



Creative start-up hub. Image: CreativeCommons.

D. DELIVER HOUSING DIVERSITY

In the last two decades Sydney has experienced falling home ownership affordability, and rising rental stress. Diversifying housing options through the delivery of Missing Middle, Build-to-Rent and Affordable Housing is therefore an important step in improving housing stress in the city.

The Waverley community's aspirations for housing in the area are to support sustainable growth and development, to protect heritage, to see more social and affordable housing, and to avoid high-rise development and short-term letting (Waverley Community Strategic Plan p28).

Build to Rent

'Build to Rent' is a financial model whereby housing is developed for long-term ownership and rental letting. It is relatively common overseas, such as in North America and the United Kingdom. Although it is emerging in Australia, there is significant interest in it from property and investment sectors, and some build to rent projects are already underway.



393 Macaulay Road build-to-rent development, Kensington VIC, by Fieldwork. Image: Architecture AU

Build to Rent offers a number of advantages, as it:

- Broadens housing diversity by introducing a new housing product,
- Incentivises high build quality and durability,
- Incentivises sustainable design features that reduce long-term operation costs,
- Provides higher management standards and security of rental tenure that is generally experienced with rental housing owned by private landlords, and
- Caters to stable growth in rental demand relative to traditional speculative development models.

These features are likely to make this system of housing an attractive one for the Waverley community. A successful build to rent development on this site could also help propagate other Build to Rent developments in the area.

Affordable Housing

Affordable housing can be included in housing developments to help address this key concern. This component is a vital element to support Waverley's employment in essential services and to support local living opportunities for Waverley's younger, older, or less able people.

The Missing Middle

Well-designed 'Missing Middle' buildings unify the walkable streetscape as they greatly diversify the choices available for households of different age, size, and income.

The NSW Department of Planning, Industry and Environment defines the scale of the "missing middle" in two different ways; "Medium Density", "Low Rise" (built form).

The various building types that broadly support this medium density and low rise model are desperately needed to address the significant population and congestion pressures in Sydney's sprawling urban environments.

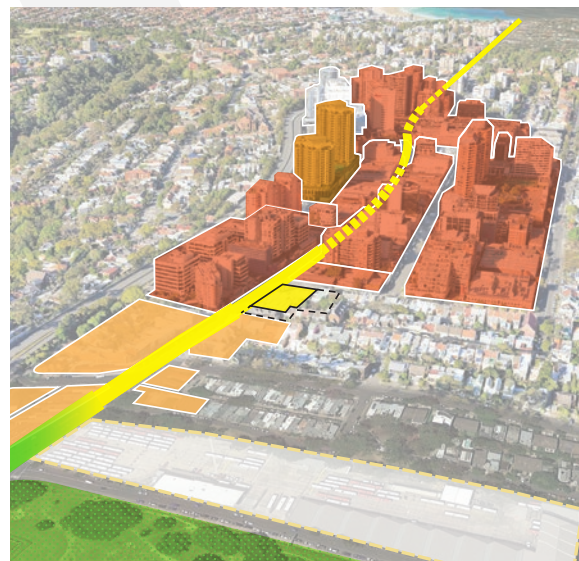
Currently, aside from residential or mixed-use apartments, there is very limited housing diversity in Sydney's Strategic Centres, including Bondi Junction. In part, this is due to a void in NSW planning policy for medium density developments that are at a medium scale of form.

How does OS Creative Live/Work deliver Housing Diversity?

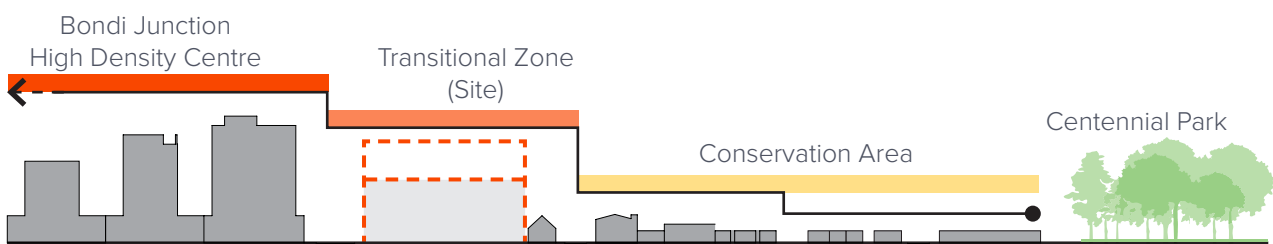
This proposal aspires to a 100% Build to Rent provision with 5-10% Affordable Housing component, creating high quality dwellings that diversifies the local housing offering for the long-term benefit of Waverley's current and future residents.

This design concept also delivers a 'missing middle' development featuring the mid-rise

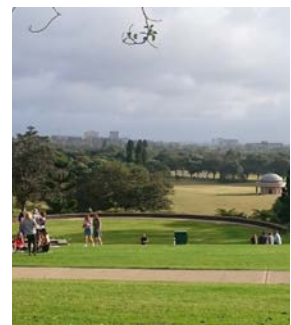
stacking of courtyard houses and private open spaces. A sensitive built medium density response increases density of people close to the Bondi Junction Strategic Centre supports the local economy and conveniently links people to a range of public transport options.



The Oxford Street transition from high rise to missing middle, low rise, and finally - Centennial Park.



Oxford street South elevation.

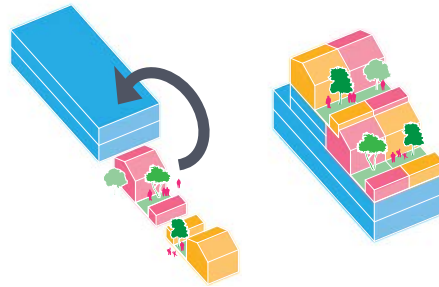


A photographic representation of the transition from high rise to parkland across the Oxford Street transect.

D.

DELIVER HOUSING DIVERSITY

The following diagrams illustrate how the concept delivers a 'missing middle' development by featuring the mid-rise stacking of courtyard houses and private open spaces.



1. Typical strategic centre and terrace housing



2. Stacked courtyard houses and private open space



3. Stacked courtyard houses and private open spaces



4. A unified mid-rise housing concept with no shadow or privacy impacts upon neighbours



Terrace houses on Mill Hill Road, Bondi Junction



Terrace houses on Denison Street, Bondi Junction

ARCHITECTURE AND DESIGN

LOCAL PRECEDENTS

These precedents explore visionary design concepts for mid-rise developments that incorporate a mix of uses and enliven the neighbourhood. The ideas in these projects have informed the design development of this proposal.

CASBA

The outstanding feature of this Waterloo precedent is the active pedestrian link through the retail ground floor, creating an attractive internal courtyard. The textured materials and landscaping provide a sense of comfortable domesticity in this human-scale development.



Casba by Billard Leece Partnership and SJB
Image: Arch Daily



Short Lane by Woods Bagot
Image: Arch Daily

SHORT LANE

This mixed used development features a scale and materiality that reflect its urban Surry Hills context. An existing terrace building has been retained and incorporated into the new development as a small food and art precinct alongside a new double-height retail space. The facade design incorporates abundant and thriving plantings.

STUDIOS 54

A tiny 126m2 site supports a ground floor commercial space and four apartments above. The open and uncomplicated floor plans can accommodate various configurations of living and working functions. Located in the highly walkable Surry Hills, this colourful building supports an urban active travel lifestyle.



Studios 54 by Hill Thalys Architecture and Urban Projects
Image: Arch Daily

ARCHITECTURE AND DESIGN INTERNATIONAL PRECEDENTS

MOUNTAIN DWELLINGS

Taking Jørn Utzon's courtyard house type and stacking it diagonally, this Copenhagen apartment building's roof is composed entirely of outdoor living spaces and landscaping. However, the inactive edges to this building do little to contribute to a lively urban realm.



Mountain Dwellings by BIG
Image: Dirk Verwoerd

SØRENGA BLOCK 6

Courtyards and landscaping line the roof of this Oslo apartment block. The sloping roof profile also allows light into and views out of the block's internal courtyard.



Sørenga Block 6 by MAD Arkitekter
Image: Arch Daily

KLENCKE

The stepped profile of this apartment building in Amsterdam maximises the amenity of the large outdoor living spaces on each floor. These balconies link the building with the green environment on this side, while the other side of the building has active urban frontage.



Klencke by NL Architects
Image: Arch Daily



DESIGN FRAMEWORK



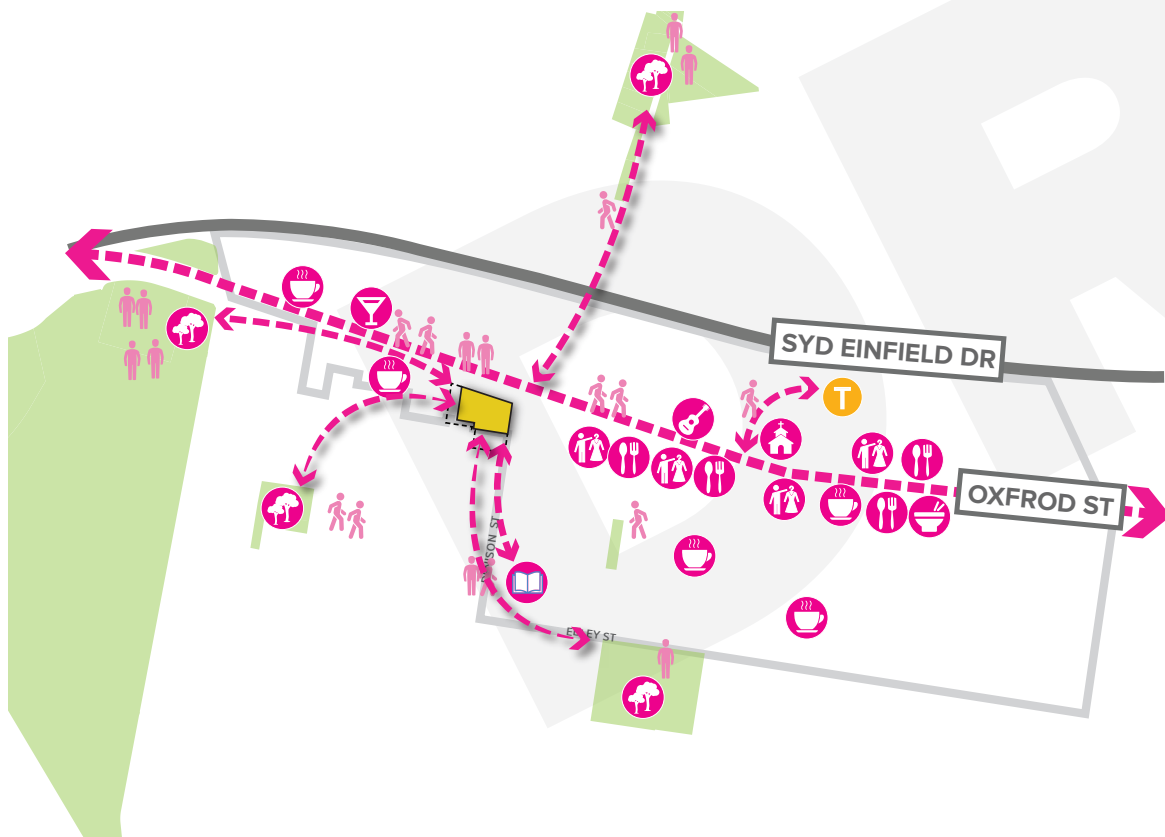
OPPORTUNITIES

LOCAL FRAMEWORK

A local character analysis was conducted for the subject site, and from this, key opportunities were identified in relation to social, economic and environmental character. These opportunities have informed the place design framework to ensure that the character of Oxford Street is not only maintained, but enhanced.

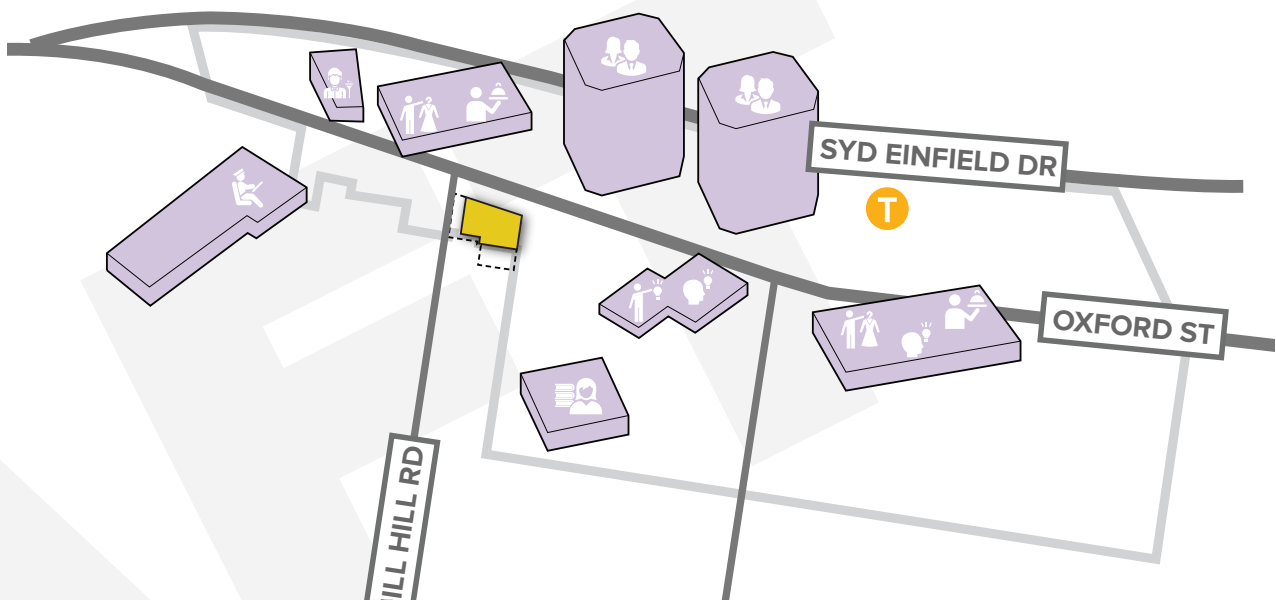
SOCIAL CHARACTER

Bondi Junction has a dense and vibrant character, with built form respectful of heritage features. Creating and enlivening public domain, street amenities, and active frontages on Oxford Street is a practical way to reinforce this main street. New developments can incorporate existing heritage elements, address the character features of their local context, and managing interfaces to existing neighbouring buildings with sensitivity.



ECONOMIC CHARACTER

A strong place economy underpins Bondi Junction's activity. There is an opportunity to provide diverse new employment spaces at a scale that sits in-between Bondi Junction's existing office towers and big-box retail spaces. This can also include day and night time activation that will realise further economic and safety benefits.



ENVIRONMENTAL CHARACTER

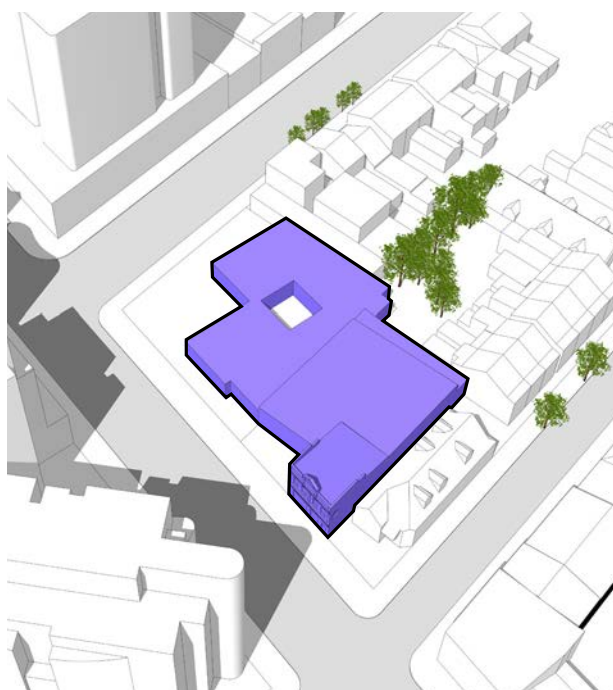
Bondi Junction is a reasonably walkable centre with access to significant regional parks and beaches. However, a redesign of local streets can create more comfortable conditions for people and landscaping. This Oxford Street Creative Live/Work site can contribute to Oxford Street's upgrade as a major green grid connection, with significant street trees, a bicycle path under development, and increased walking amenity.



DESIGN FRAMEWORK

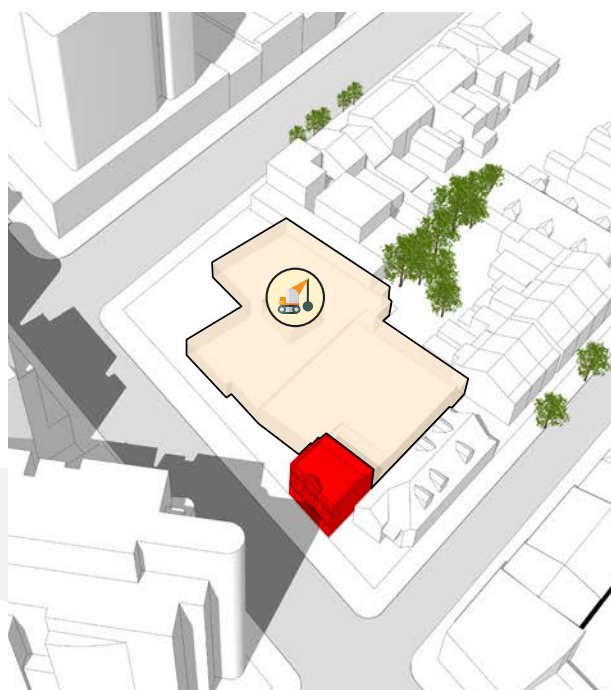
A PLACE-LED APPROACH

A place design process has produced an innovative proposal. This design concept connects with the local character of this place, and features a direct response to its urban context.



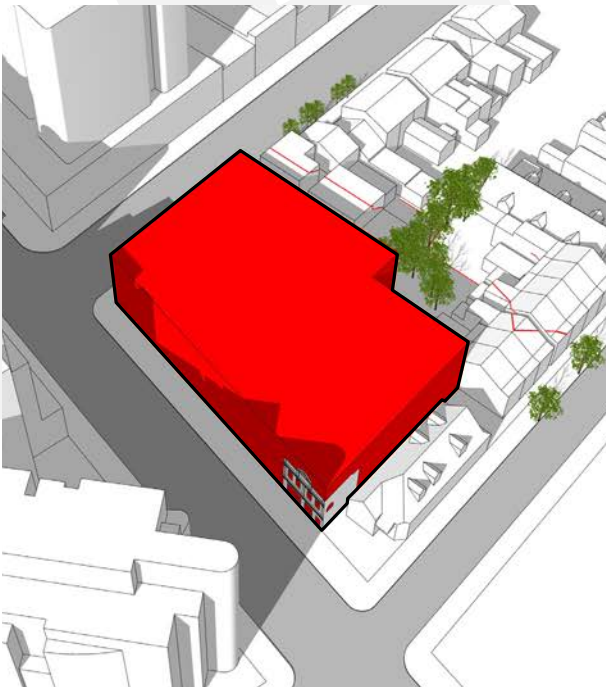
1 THE SITE TODAY

This site is underutilised. It features a two-storey heritage building fronting Oxford Street, but is otherwise composed of single-storey light industrial buildings or hard scape. 100% of the site area is currently sealed – there are no trees or landscape features.



2 RETAIN HERITAGE

The heritage feature is to be retained, with the remainder of the light industrial buildings and hard scape demolished.



3 ENVELOPE

A building envelope is drawn based on the current planning controls. These controls are not conducive of a high quality nor financially viable redevelopment outcome.

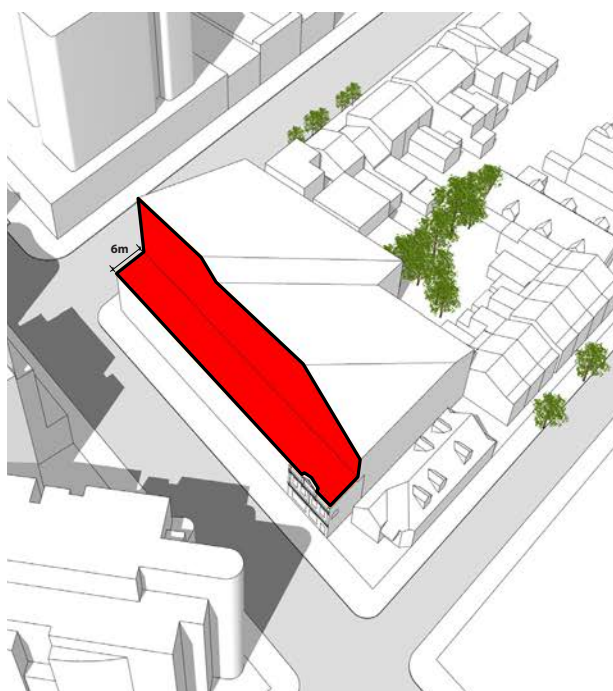


4 SENSITIVE MASSING

Using a shadow analysis framework, additional mass can be added onto the envelope to enable a mid-rise built form outcome. This human-scale form avoids any additional shadow impacts relative to the current planning control envelope.

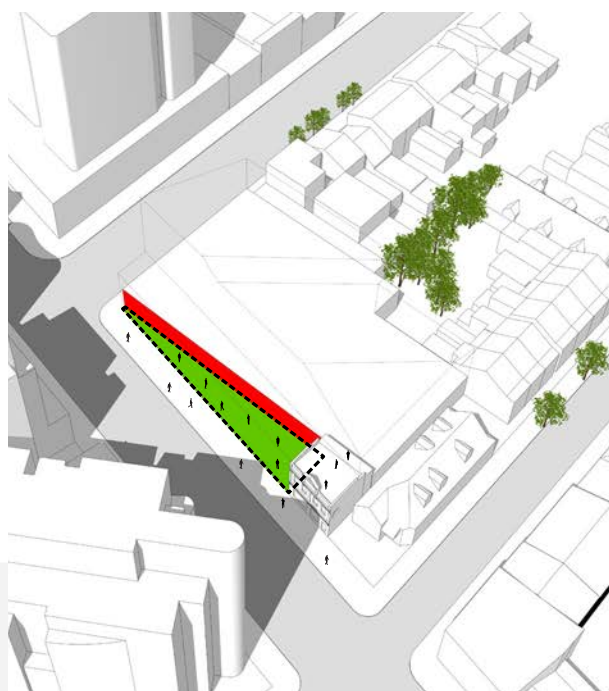
DESIGN FRAMEWORK

A PLACE-LED APPROACH



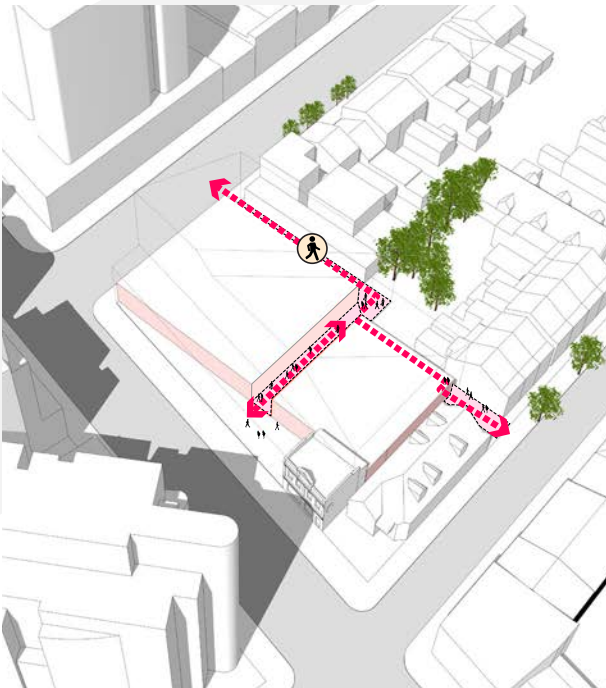
5 FRONT UPPER LEVEL SETBACK

A 6m upper level setback is proposed on the Oxford Street (north) frontage. This creates a two-storey street wall that is consistent with the many existing two-storey shop frontages along Oxford Street, preserving the built form character of this streetscape.



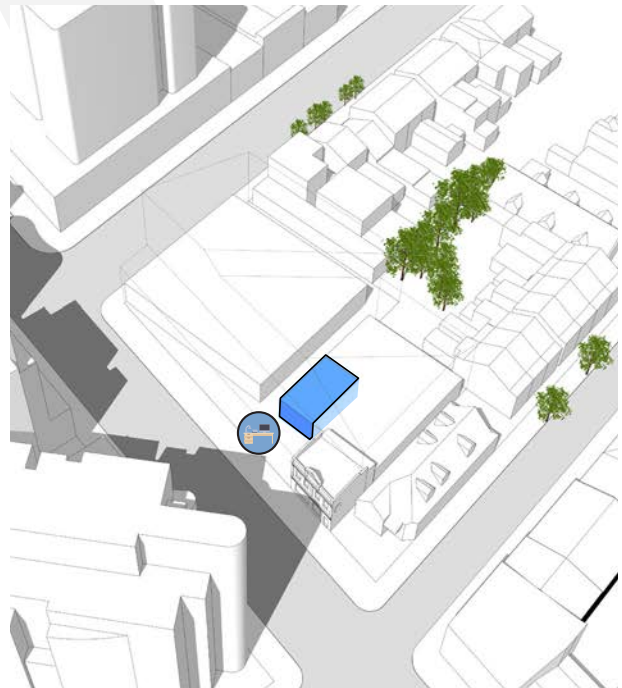
6 NEW PUBLIC SPACE

A new public space is created in the most valuable place for the community – fronting Oxford Street. This space has abundant solar access due to its northerly orientation, and its shape accentuates the visual prominence of the heritage building.



7 NEW LANEWAY AND ARCADE

A new rear laneway and an arcade are inserted as two-storey corridors for pedestrian access, circulation, and retail activity.

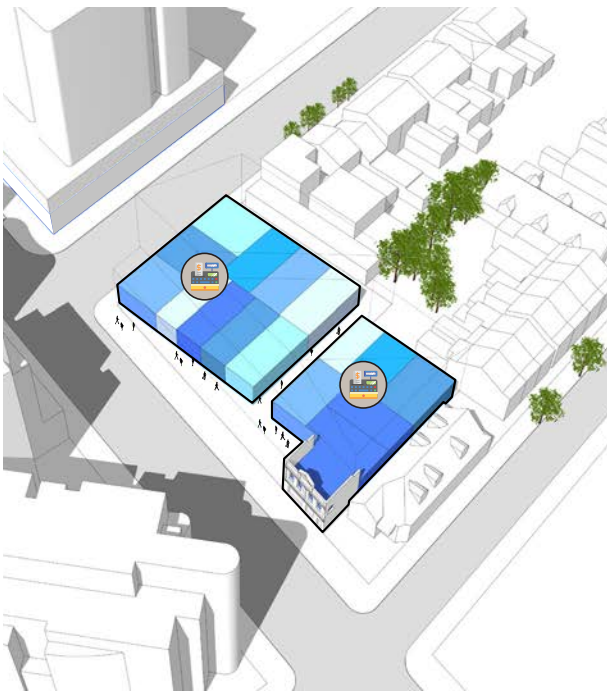


8 SUBSIDISED START-UP HUB

A subsidised start-up hub is incorporated to provide an affordable space for new local creative industries to emerge in a supportive environment.

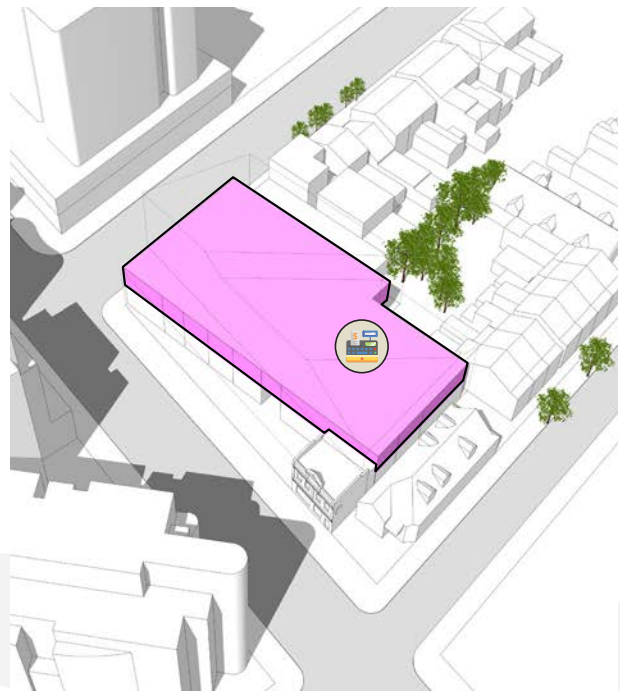
DESIGN FRAMEWORK

A PLACE-LED APPROACH



9 GROUND FLOOR RETAIL

A variety of retail spaces are included at ground floor level for shops, bars, and restaurants, providing active frontages as well as day and night time activation.



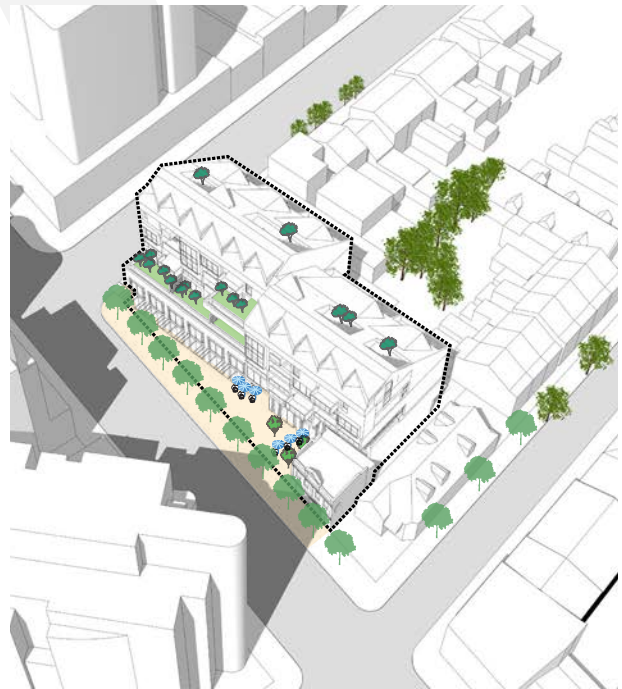
10 FIRST FLOOR COMMERCIAL

A combination of live/work, commercial, and community spaces can be included to encourage local employment opportunities and provide local amenities.



11 STACKED COURTYARD HOUSING

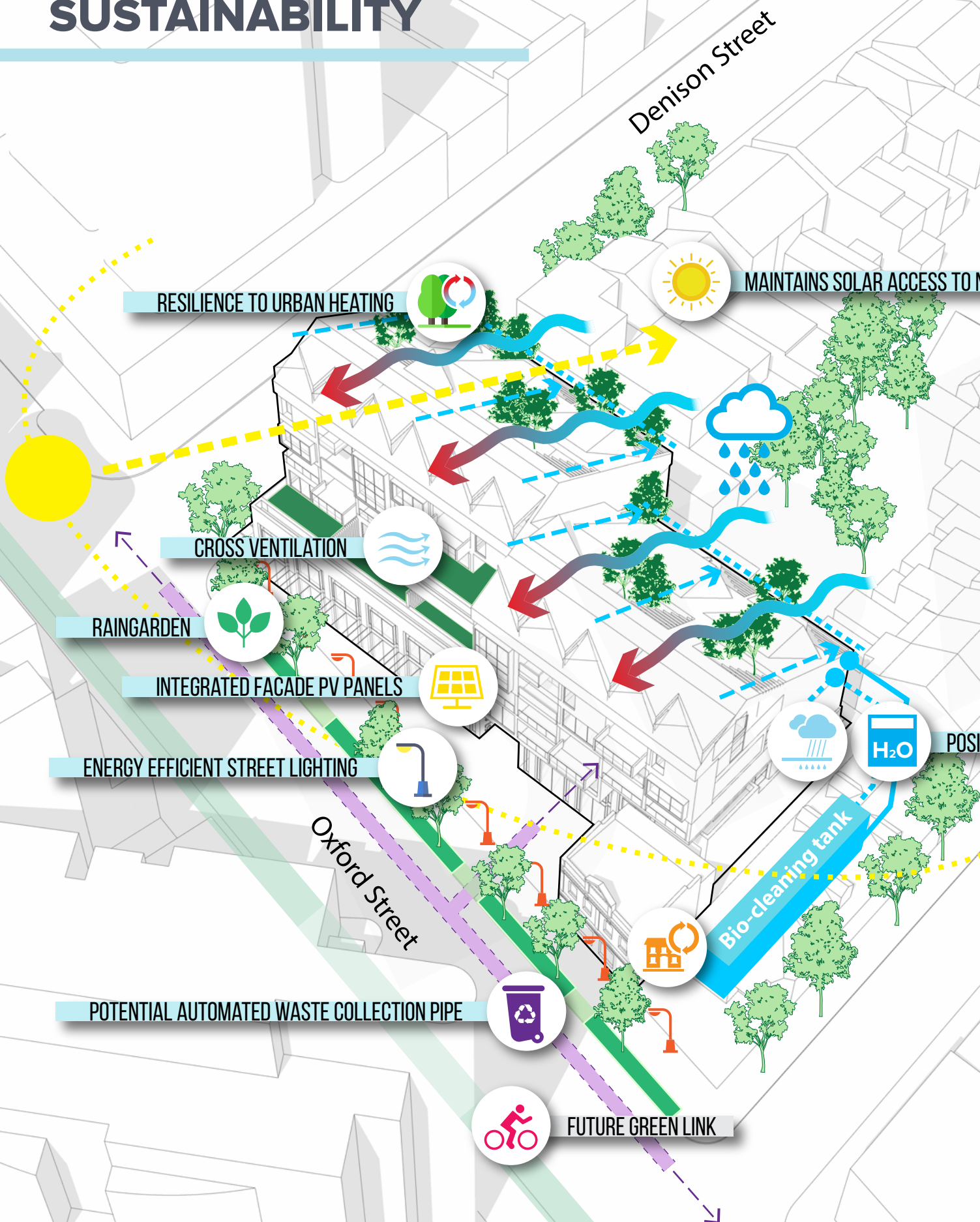
An innovative design concept for stacked courtyard housing creates high quality dwellings that expand local housing diversity while maintaining the terraced and green character of this local area.



12 ARCHITECTURAL EXPRESSION

The human-scaled form is articulated to reinforce the vibrancy of Oxford Street and the pleasant urbanity of the Mill Hill Urban Conservation Area.

DESIGN FRAMEWORK SUSTAINABILITY



NEIGHBOURS

POSITIVE WATER IMPACT

Mill Hill Rd

**SOLAR DESIGN**

Passive solar design strategies support thermal comfort. Photovoltaic cells generate energy sustainably, and solar access is maintained to neighbours.

**GREEN ROOFS**

A combination of rooftop courtyards and green roofs provide outdoor space for residents' wellbeing, reduces water run-off, and mitigates against the heat island effect.

**SUSTAINABLE MOBILITY**

Footpaths and cycle paths along active frontages create comfortable conditions for active travel. The site will connect to the future cycle path.

**WATER SENSITIVE URBAN DESIGN**

Rain gardens and footpaths with porous surfaces support plant life and soil ecology while reducing stormwater run-off.

**NATURAL VENTILATION**

Utilising natural air movement can passively cool and ventilate a building, creating a comfortable environment for people while reducing energy use.

**STREET TREES**

Street trees increase local tree canopy cover, reducing the heat island effect, improving streetscapes for people's enjoyment.

**WATER HARVESTING**

Harvesting of rainwater from rooftops reduces demand for fresh water and reduces stormwater runoff.

**HERITAGE ADAPTIVE RE-USE**

Retaining and re-using the heritage building on site maintains this character element while reducing the use of new materials.

A NEW MID-RISE HOUSING CONCEPT

COMPLIANT - FAILING TO DELIVER OPPORTUNITIES

The existing compliant massing form an abrupt end to the taller western components and does not allow for the realisation of the opportunities for greater employment, activity, public space, housing diversity in the Bondi Junction Strategic Centre.



Compliant

BUSINESS-AS-USUAL - TOWER

The WDCP 2012 recommends tower building forms for Oxford Street to maintain this development intensity. Although a tower could be a justifiable proposal for the site given its walkable location close to transport, and its ability to contribute to social and economic activity on Bondi Junction's main street, it is not considered an appropriate transition to the surrounding low-rise neighbours.



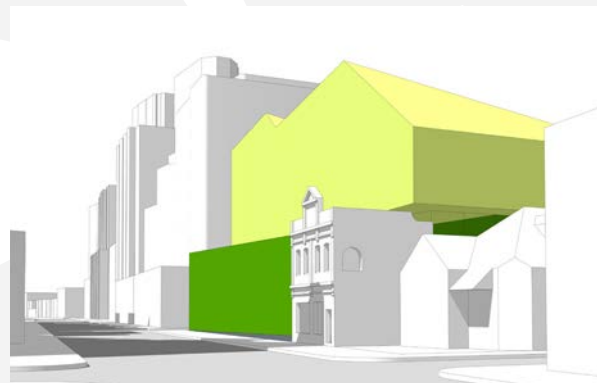
Business-as-usual

PROPOSED CONCEPT - MEDIUM-RISE

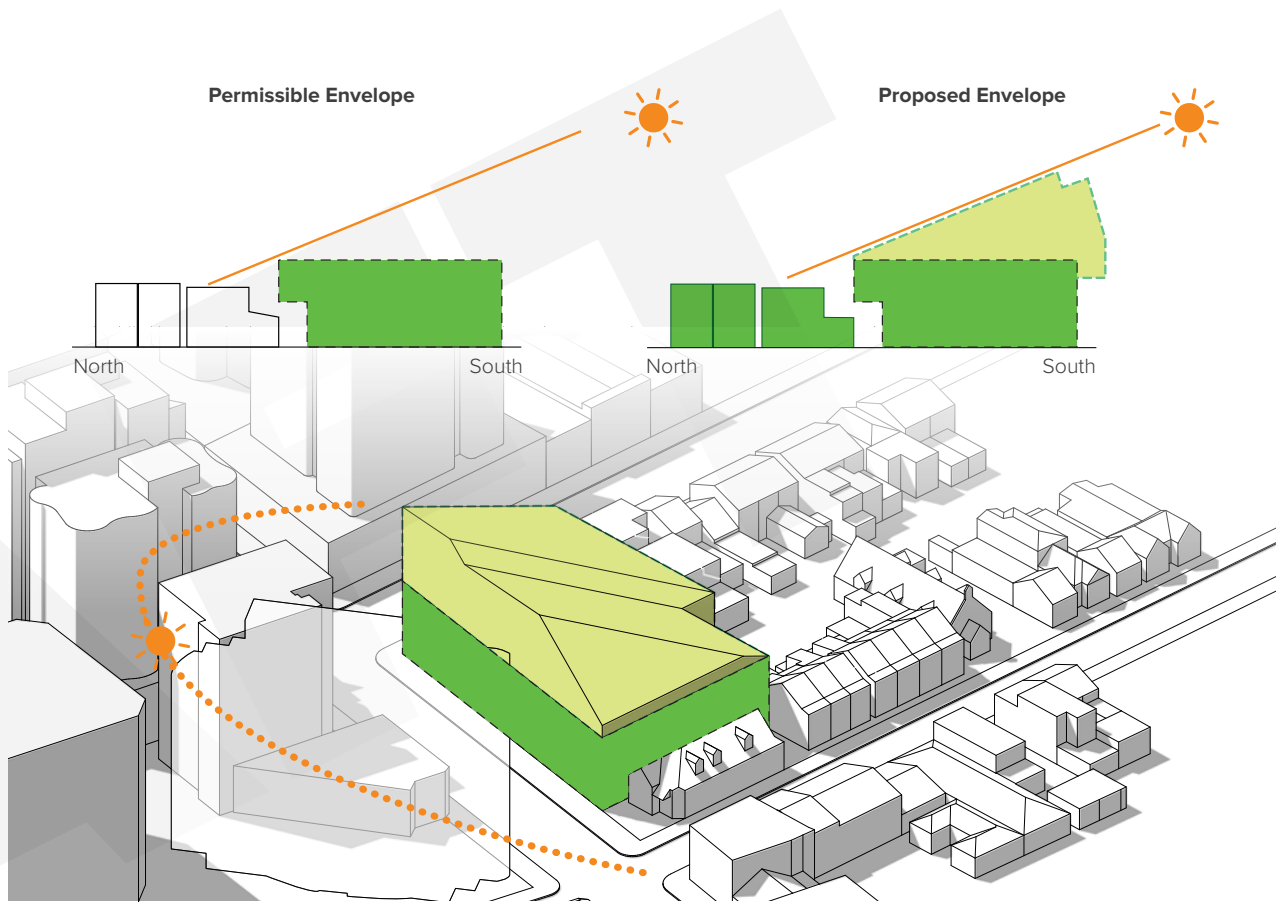
An intermediate height is proposed for the Oxford Street Creative Live/Work site. This will provide a transition from a tall tower character to its low-rise terrace house neighbours.

Above the recommended two storey podium fronting Oxford Street, a further four storeys present as a setback and architecturally differentiated tower form. This six storey frontage then falls to three storeys at the rear of the site in order to avoid overshadowing its neighbours.

The concept recognises the interests of the local community and adopts a place-specific design solution to sensitively contribute to the characters of both Oxford Street and the terrace house neighbourhood.



Concept



PUBLIC DOMAIN

Bondi Junction's consistent street walls generally support comfortable environmental conditions for people in the public domain by admitting sun into these spaces while encouraging stronger winds to pass overhead above podium level.

The Oxford Street Creative Live/Work proposal is formed where it can accept cooling summer sea breezes from the north-east while sheltering Oxford Street from the blustery southerly winds that bring wet weather. This is consistent with the WDCP 2012 wind mitigation recommendations.

PRIVATE DOMAIN

The massing of the proposed building provides no additional overshadowing impact of its southern neighbours (1.13d) relative to the permissible 3 storey envelope. This is shown in the above images, with shadows at noon during the midwinter solstice.

ENVIRONMENTAL CHARACTER INTERFACE AND TRANSITION

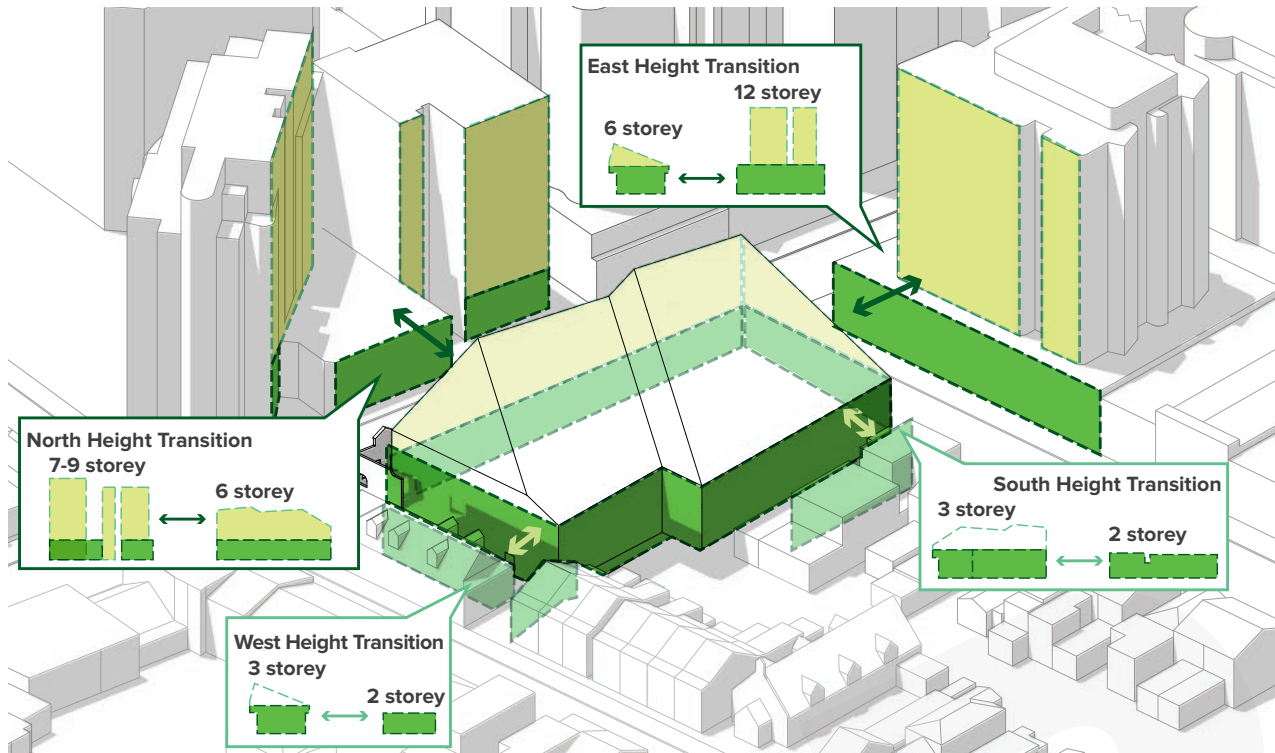


Diagram of the interfaces between this site and its neighbours

HEIGHT AND TRANSITION

The WDCP 2012 specifies heights of up to 19 storeys throughout large areas of the centre (1.13a), although several existing buildings are taller than this. The west end of Bondi Junction steps down to 12 storeys, and down again to 3-4 storeys. These significant scale steps create sharp interfaces between existing 'tall' and 'short' built form characters when viewed from eye-level in the streets. Although Bondi retains a human scale from its consistent street wall heights, there is an opportunity for a more sensitive tower massing to be developed in the future that can make these urban environments less overwhelming for the community.

The Oxford Street Creative Live/Work site is located with a challenging 12 to 2 storey transition between its neighbouring buildings, as shown in the image above. This proposal moderates this abrupt height transition by adopting a 6 storey frontage to Oxford Street to reinforce the dense character of this place, while falling to a 3 storey rear edge to create a sympathetic transition to its terrace house neighbours.

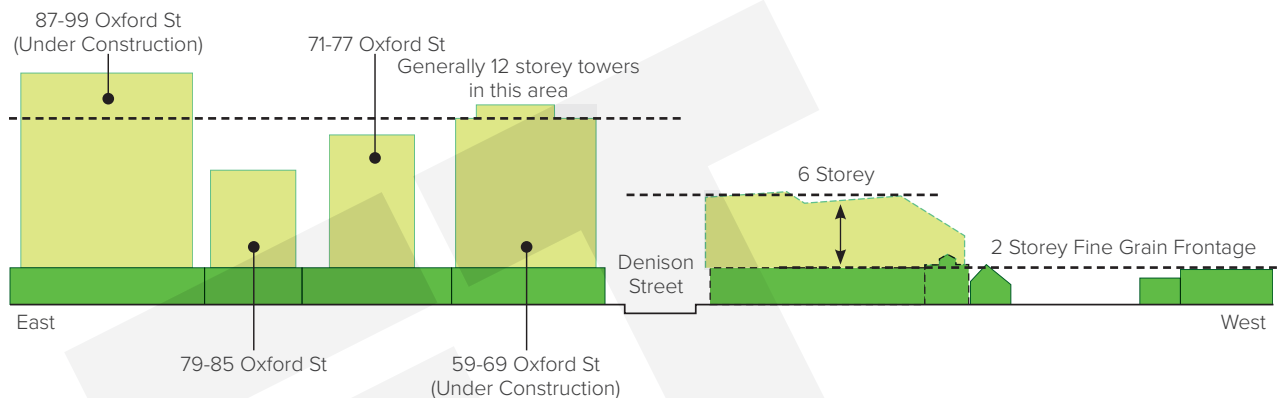


A 2 storey shop building is located south of the site at 5 Denison St

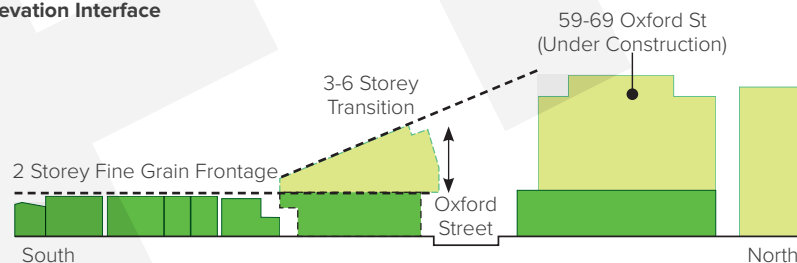


This Surry Hills Library (FJMT) precedent demonstrates successful resolution of a 2 to 3 storey height transitions between old and new

Oxford Street South Elevation Interface



Denison Street West Elevation Interface



FINE-GRAIN INTERFACE

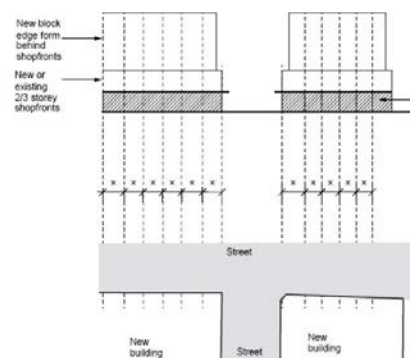
The Oxford Street Live/Work site sits at the interface between Bondi Junction's tall centre and low-rise neighbourhood characters. It can play an important role in transitioning between these opposite typologies, and will help define Oxford Street's west end as a vibrant gateway to Bondi Junction. This proposal for the Oxford Street Creative Live/Work site expresses strong consistency with the WDCP 2012 recommendations:

- A 2-3 storey podium and street wall with active frontages to Oxford and Denison Streets (1.2a, 1.7a, 1.8a, and 1.9e).
- A fine-grain street wall frontage respective of the historic small lot subdivision pattern which generally follows a 6m grid (1.5c,d).
- Upper levels are oriented to the front and rear of the site for activation and privacy reasons (1.8b).

Although the upper levels of the building are positioned closer to the Oxford Street podium edge than the DCP's recommended 6m setback (1.9f,h), this proposed massing to the front of the site minimises massing to the rear of the site where it would create overshadowing impacts (1.13d).



WDCP 2012 Part E, Figure 12 - Street Alignment





TECHNICAL ANALYSIS

BY TEAM 2 ARCHITECT



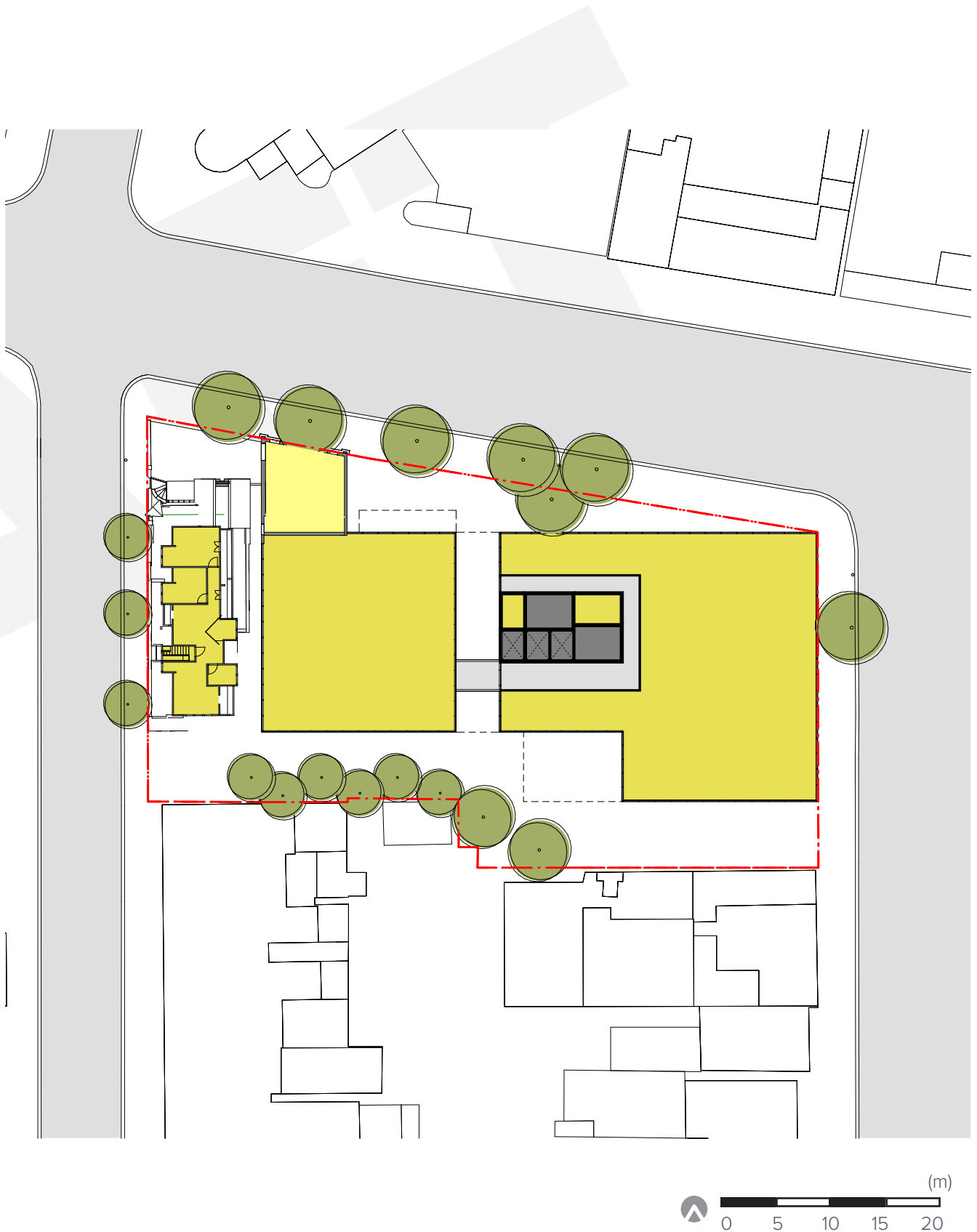
DESIGN PROPOSAL

GROUND FLOOR PLAN



DESIGN PROPOSAL

FIRST LEVEL PLAN



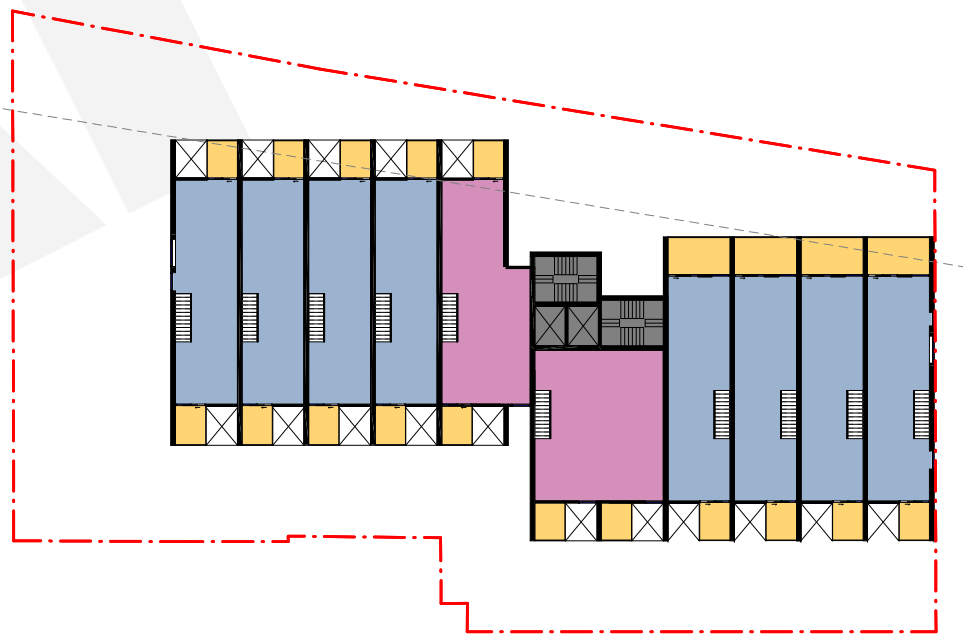
DESIGN PROPOSAL

SECOND LEVEL PLAN



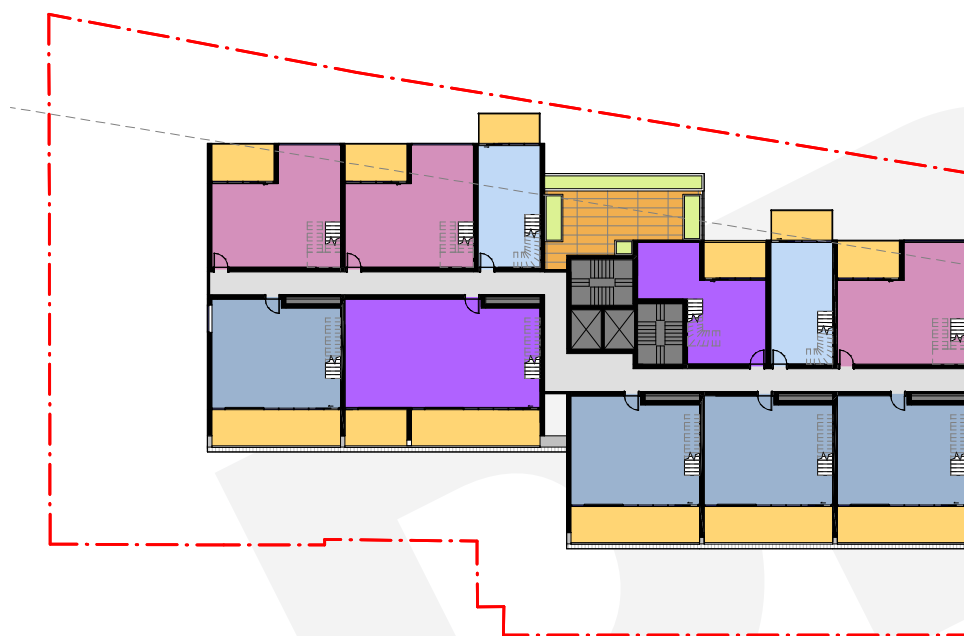
DESIGN PROPOSAL

THIRD LEVEL PLAN



DESIGN PROPOSAL

FORTH LEVEL PLAN



LEGEND

Studio Unit

1 Bed / 1 Bed + Study Unit

2 Bed / 2 Bed + Study Unit

3 Bed / 3 Bed + Study Unit

4 Bed

Retail

Commercial

Min. Cross Ventilation Achieved



Landscape/ Deep Soil

Private Open Space

Communal Open Space

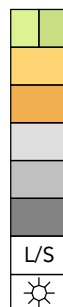
Lobby/ Common Areas

Parking

Plant/ Ancillary

Laundry / Storage

Min. Solar Access Achieved



L/S



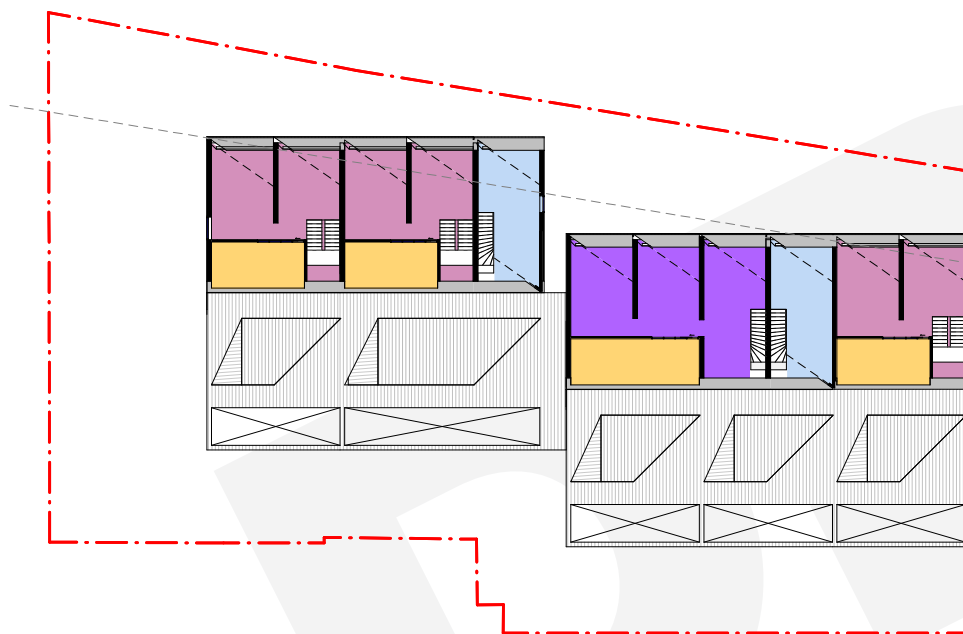
DESIGN PROPOSAL

FIFTH LEVEL PLAN



















DESIGN PROPOSAL

ATTIC LEVEL PLAN



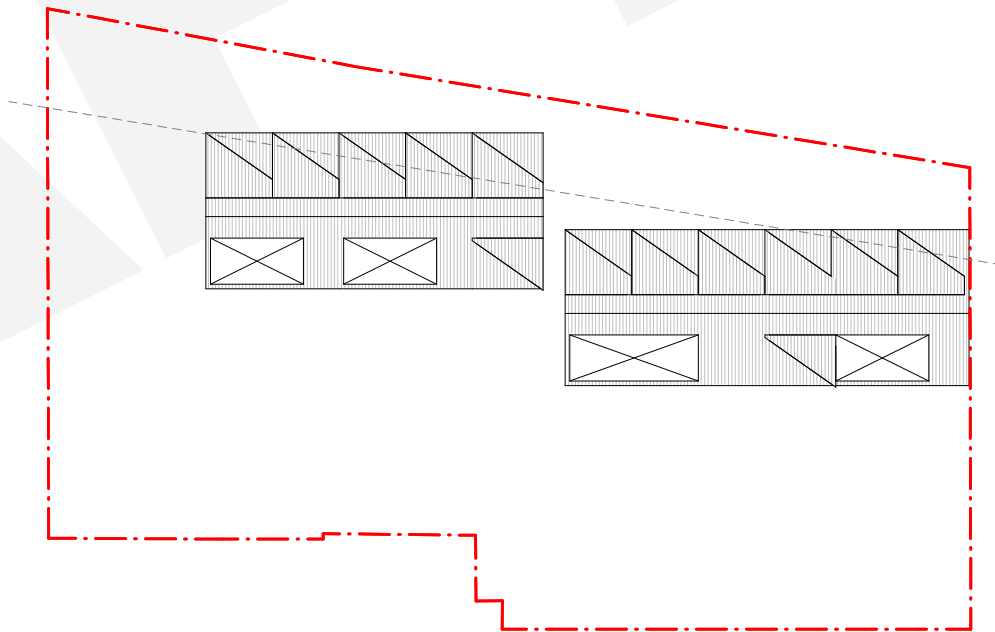
LEGEND

Studio Unit		Landscape/ Deep Soil	
1 Bed / 1 Bed + Study Unit		Private Open Space	
2 Bed / 2 Bed + Study Unit		Communal Open Space	
3 Bed / 3 Bed + Study Unit		Lobby/ Common Areas	
4 Bed		Parking	
Retail		Plant/ Ancillary	
Commercial		Laundry / Storage	
Min. Cross Ventilation Achieved		Min. Solar Access Achieved	



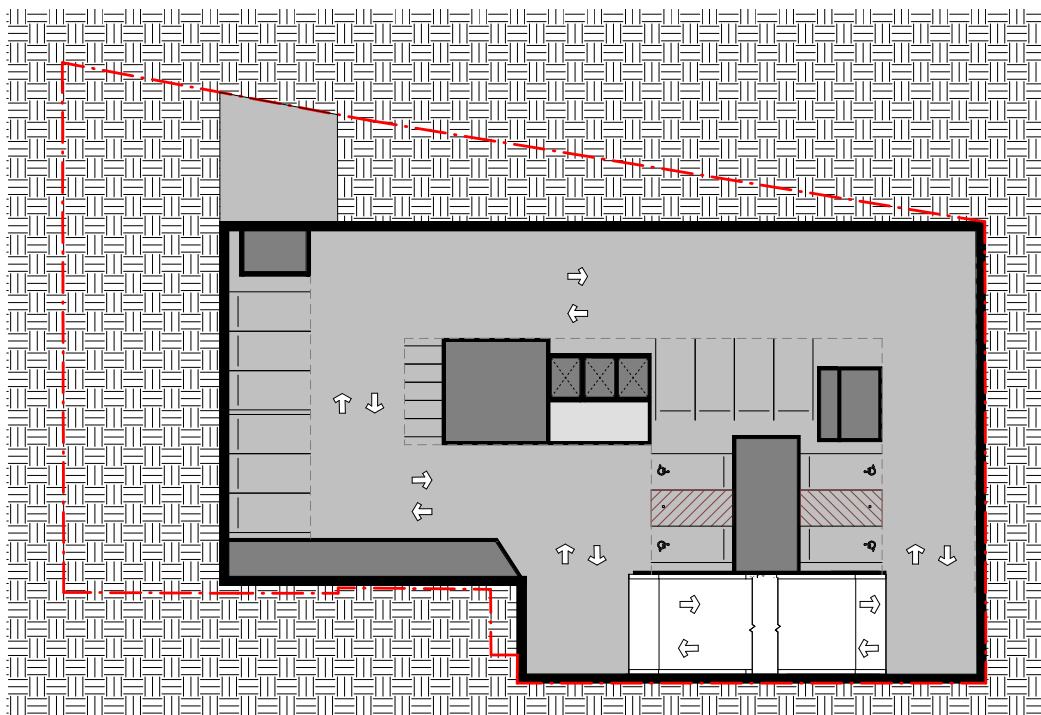
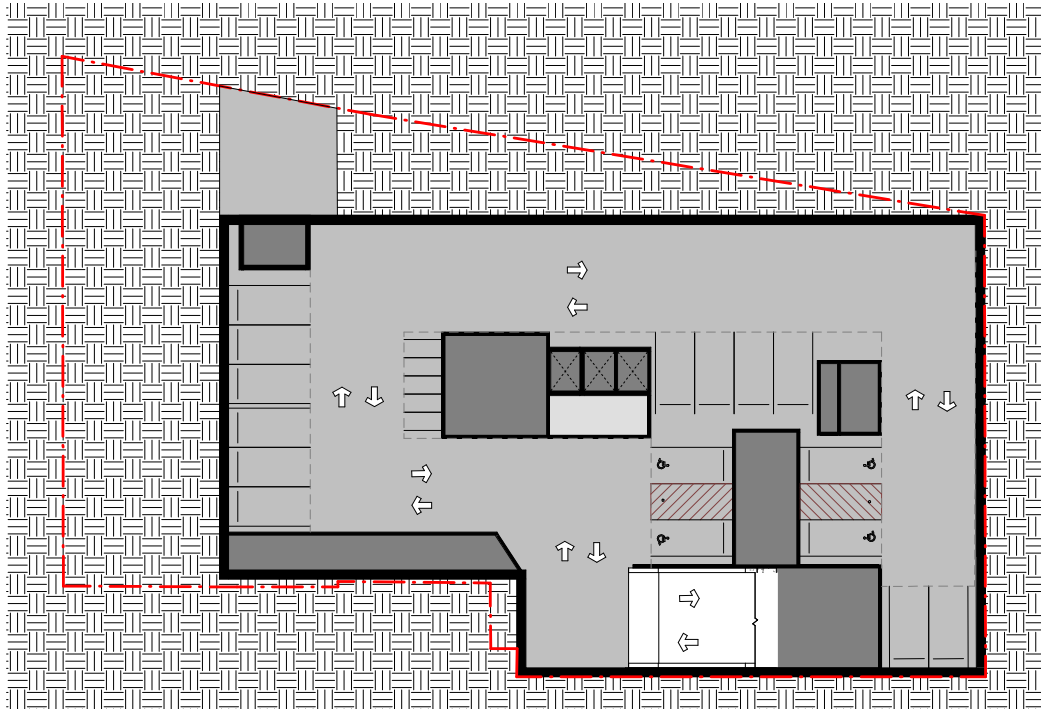
DESIGN PROPOSAL

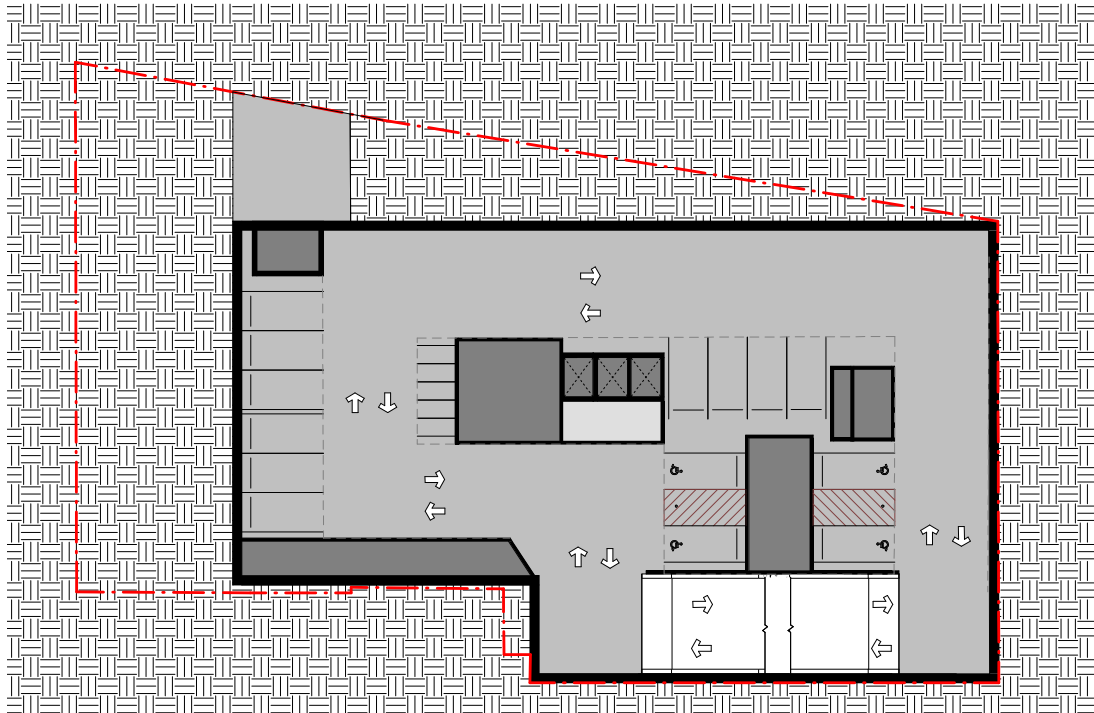
ROOF PLAN



















DESIGN PROPOSAL

BASEMENT PLAN



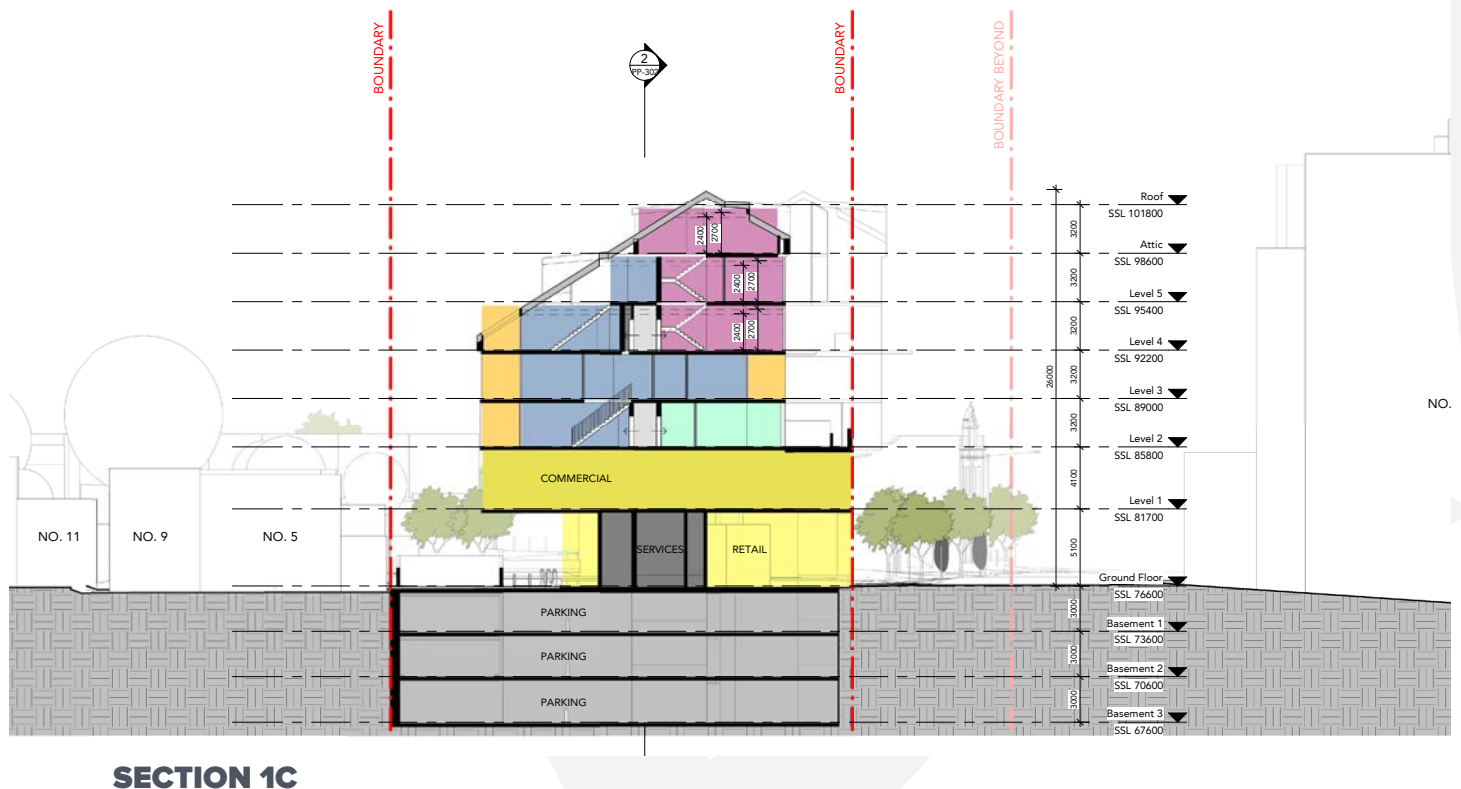
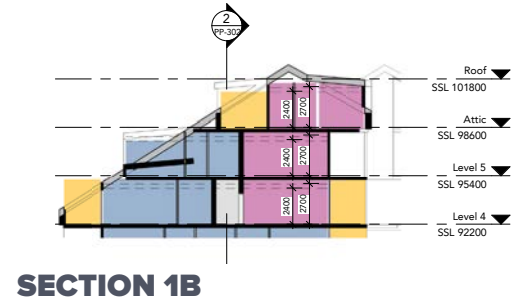
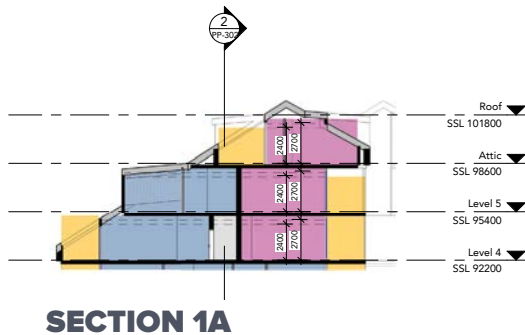


LEGEND

Studio Unit		Landscape/ Deep Soil	
1 Bed / 1 Bed + Study Unit		Private Open Space	
2 Bed / 2 Bed + Study Unit		Communal Open Space	
3 Bed / 3 Bed + Study Unit		Lobby/ Common Areas	
4 Bed		Parking	
Retail		Plant/ Ancillary	
Commercial		Laundry / Storage	
Min. Cross Ventilation Achieved		Min. Solar Access Achieved	

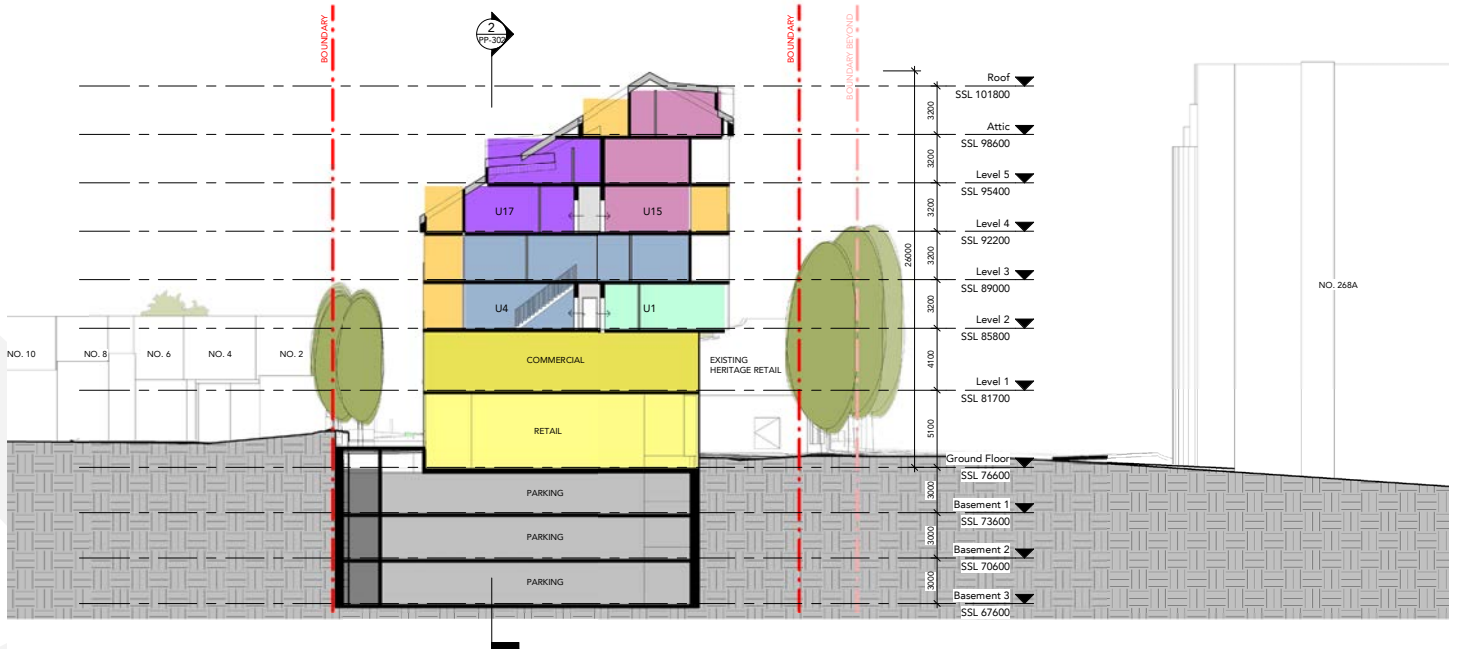
DESIGN PROPOSAL

SECTIONS

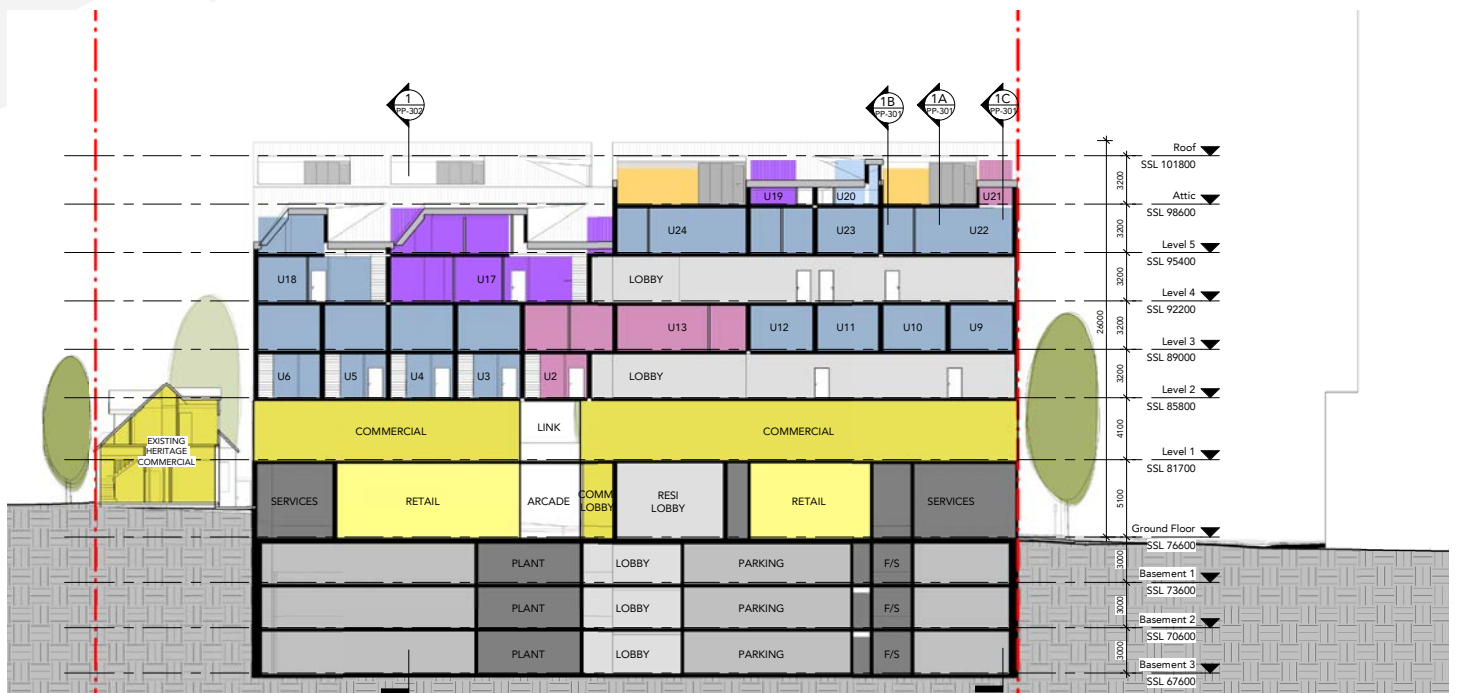


LEGEND

Studio Unit		Landscape/ Deep Soil	
1 Bed / 1 Bed + Study Unit		Private Open Space	
2 Bed / 2 Bed + Study Unit		Communal Open Space	
3 Bed / 3 Bed + Study Unit		Lobby/ Common Areas	
4 Bed		Parking	
Retail		Plant/ Ancillary	
Commercial		Laundry / Storage	
Min. Cross Ventilation Achieved		L/S	
		Min. Solar Access Achieved	



SECTION 2



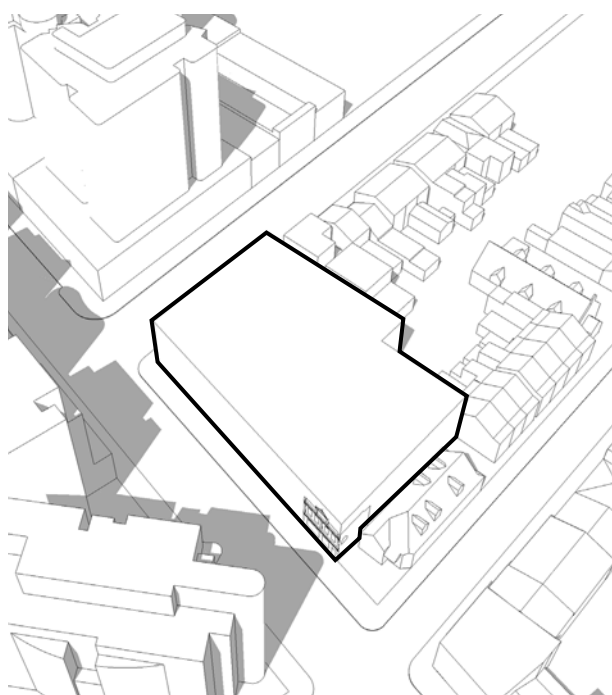
SECTION 3

TECHNICAL ASSESSMENT

SOLAR IMPACT

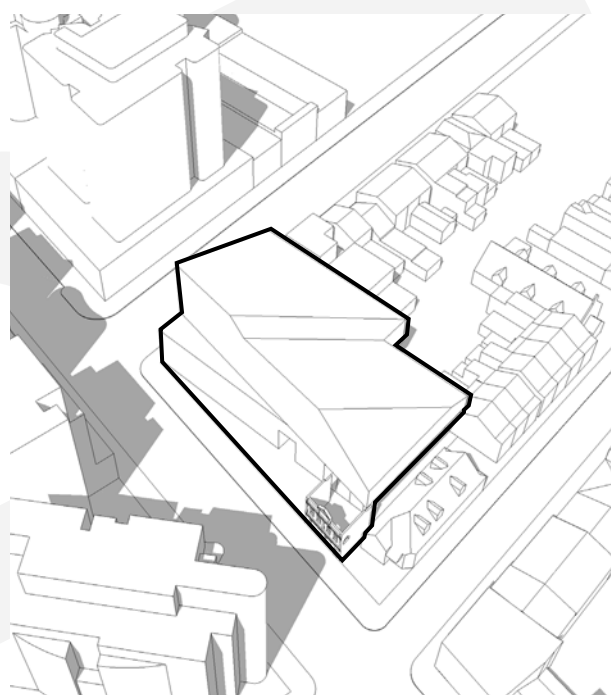
The adjacent diagrams illustrate solar amenity for mid-winter between 9am-3pm on 21 June, detailing the shadow cast by the proposed development.

We have compared the shadows cast by the proposed development relative to the permissible 3 storey envelope as reference design, to demonstrate that the proposed medium-rise built form has no additional solar impacts on its neighbours beyond that of the current planning envelope.



PERMISSIBLE ENVELOPE

Current planning envelope.



PROPOSED DEVELOPMENT

Proposed medium-rise built form.

PERMISSIBLE ENVELOPE

9 am



12 pm



3 pm



PROPOSED DEVELOPMENT

9 am



12 pm



3 pm



TECHNICAL ASSESSMENT

SOLAR ACCESS AND VENTILATION

UNIT MIX				
TYPE	COUNT	COMPLIANCE		
		SOLAR	VENTILATION	ADAPTABILITY

1 Bed	3	3	3	3
2 Bed	2	2	2	0
2 Bed + Study	12	9	12	0
3 Bed + Study	5	4	5	0
4 Bed	2	1	2	1

Total: 24 19 24 4

100% apartments are cross ventilated

79% apartments receive >2 hrs sun per day

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PROPOSED PLANNING CONTROLS

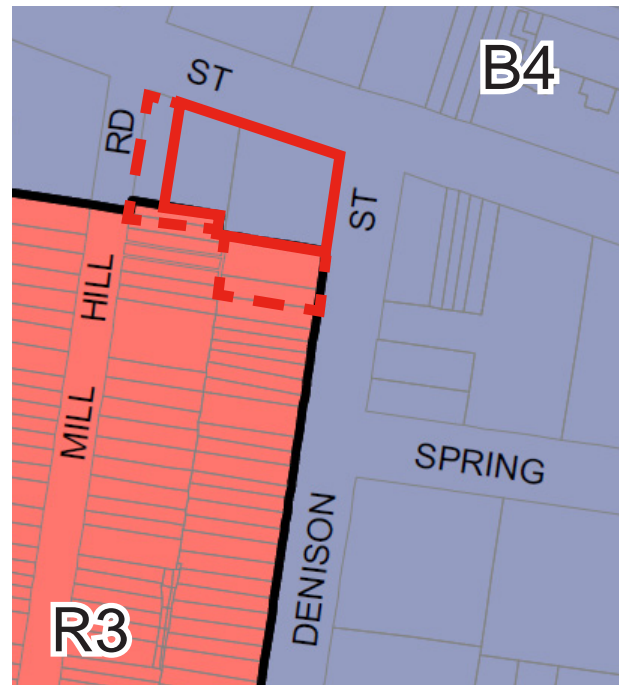
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THE PROPOSAL

EXISTING PLANNING CONTROLS

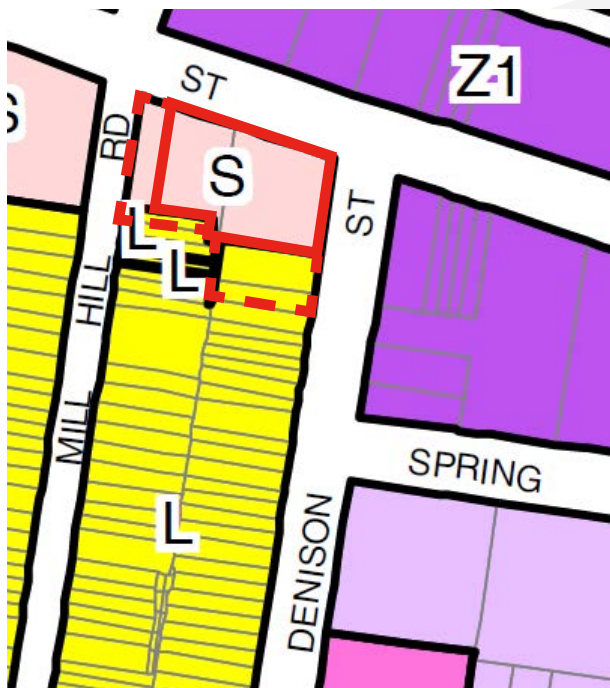
The existing planning controls do not allow the site to maximise the opportunities for the Bondi Junction Strategic Centre for greater employment, activity, public space, housing diversity close to the commercial centre and major transport hub.



ZONE

Current

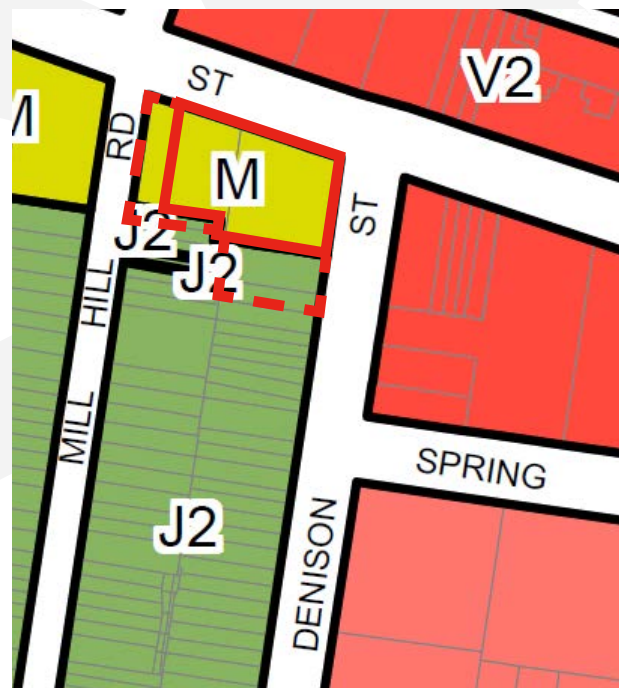
B4 Mixed Use



FLOOR SPACE RATIO

Current

1.5 : 1 (S)



HEIGHT OF BUILDING

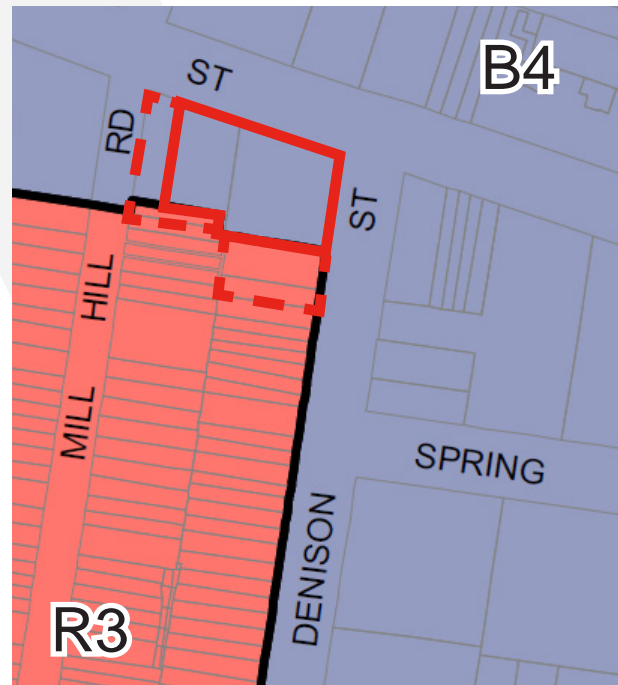
Current

12.5 (M)

PROPOSED PLANNING CONTROLS

On behalf of Evolve Project Consulting P/L, we propose the following changes to floor space ratio and height of building for this site. The existing B4 Mixed Use Zone is proposed to remain unchanged.

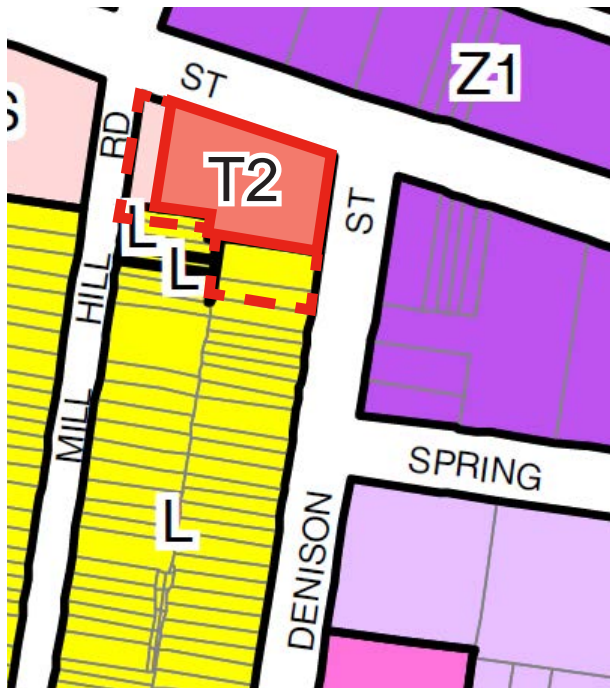
As the adjacent sites under common ownership are not part of this proposal, they will retain their current planning controls.



ZONE

Proposed

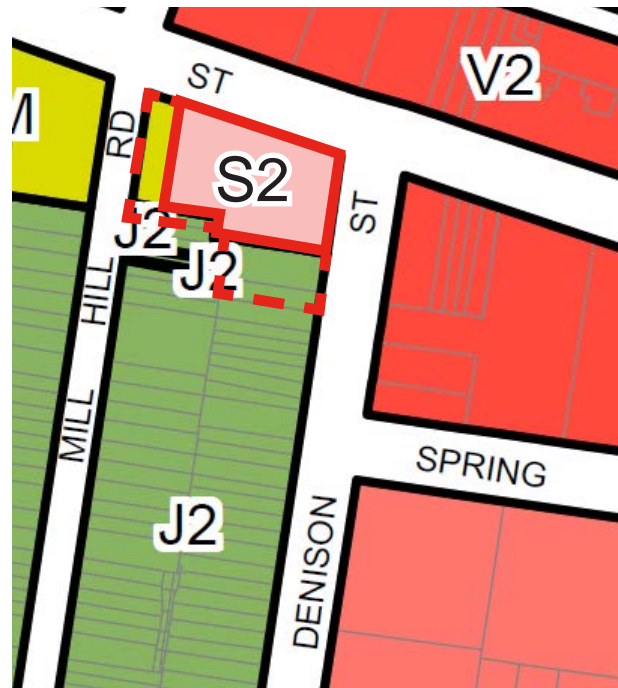
B4 Mixed Use (No Change)



FLOOR SPACE RATIO

Proposed

2.5 : 1 (T2)



HEIGHT OF BUILDING

Proposed

26m (S2)



CONCLUSION

CONCLUSION

Bondi Junction is a Strategic Centre experiencing significant revitalisation, but this site fronting Oxford Street in Bondi Junction's West End cannot feasibly contribute to this enlivenment due to inconsistent planning controls. It currently retains its light industrial uses that are incompatible with its increasingly lively urban context of podium and tower forms. This change in circumstances necessitates this Planning Proposal for a place-led design that negotiates its complex context by being modest in scale but highly invested in its urbanity.

The proposed development is consistent with strategic and local planning strategies for Bondi Junction, and is highly considerate of its local place character. It will present an active and consistent podium frontage to Oxford Street while sensitively maintaining solar access and the privacy of its southern neighbours. The extensive public benefits from this renewal opportunity include new high quality public space, a significant uplift in employment, and new diverse housing. This will help revitalise Oxford Street's west end and reconnect Bondi Junction with Centennial Park.

Adopting a range of innovative best practice strategies, the proposal ensures that all opportunities can be satisfied on site. These include re-imagining Oxford Street as a 'complete street', enhancing the experience economy, creating housing diversity, including the missing middle, and helping to tackle the affordability crisis for creatives. On behalf of Evolve Project Consulting P/L, this Planning Proposal outlines a shared vision to create a thriving place for people in the heart of Bondi Junction's west end. It will enliven this site, its neighbourhood, and Bondi Junction; creating opportunities for living and working in a green coastal environment.

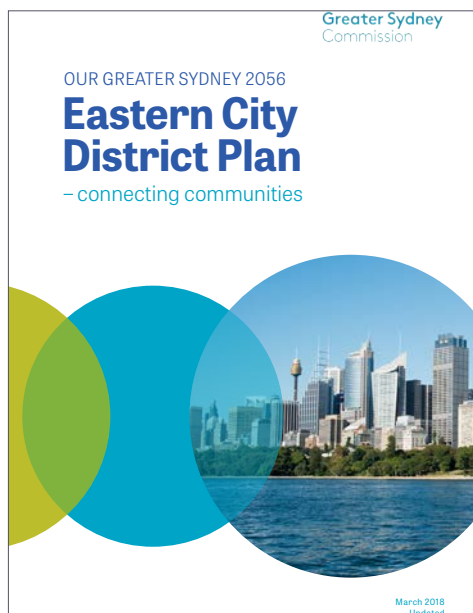


APPENDIX A



PLANNING POLICY MERIT

STRATEGIC PLANNING MERIT EASTERN CITY DISTRICT PLAN



Eastern City District Plan, GSC, 2018

OVERVIEW

The Greater Sydney Commission's Eastern District Plan, which sits within the Metropolis of Three Cities strategy, sets out priorities and actions for Greater Sydney's Eastern District. This district includes Sydney's Eastern Harbour City and the Waverley Local Government Area.

The District Plan identifies liveability priorities for infrastructure and collaboration, liveability, productivity, and sustainability.

The District Plan informs the Waverley Draft Local Strategic Planning Statement and will, in turn, inform Waverley's Local Environmental Plan, the assessment of planning proposals, and community strategic plans and policies.

KEY STRATEGIES FOR OXFORD STREET CREATIVE LIVE/WORK

- Bondi Junction is identified as a Strategic Centre.
- Bondi Junction is linked directly to the Harbour City CBD by the Eastern Suburbs rail line.
- Centennial Park, located to the immediate west of Bondi Junction, is identified as a Green Grid Priority Corridor.

PRODUCTIVITY CONTRIBUTION



22 Full-time workers currently employed on-site



152

Future full-time workers enabled by this proposal

RESPONSE TO THE EASTERN CITY DISTRICT PLAN

1. INFRASTRUCTURE AND COLLABORATION

E1	A city supported by infrastructure	This significant site fronts onto Oxford Street and is located inside Bondi Junction's Strategic Centre, and will support the increasing intensity of activity in the centre.
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2. LIVEABILITY

E3	Services and social infrastructure to meet people's changing needs	There is an opportunity for community uses on site. Existing light industrial uses on-site do not contribute to Bondi Junction's role as a strategic centre.
E4	Fostering healthy, creative, culturally rich and socially connected communities	A subsidised creative start-up hub, new public space, laneway, and public art will reinforce local social activity.
E5	Providing housing supply, choice and affordability with access to jobs, services, and public transport.	Diverse new build-to-rent housing will be created in Bondi Junction's Strategic Centre only 350m walking distance along Oxford Street from Bondi Junction Station.
E6	Creating and renewing great places and local centres, and respecting the District's heritage	The redevelopment of existing light industrial uses and the retention of heritage features will strengthen the place value of this part of Bondi Junction.

3. PRODUCTIVITY

E10	Delivering integrated land use and transport planning and a 30-minute city	This highly walkable location in Bondi Junction supports a 30-minute city strategy for Bondi and for the Harbour CBD.
E11	Growing investment, business opportunities and jobs in strategic centres	A seven-fold increase in jobs and a new subsidised start-up space on this site will create new business opportunities and support Bondi Junction's 2036 jobs target.
E13	Supporting growth of targeted industry sectors	New day and night time activation of this site will support visitation to Bondi Junction.

4. SUSTAINABILITY

E17	Increasing urban tree canopy cover and delivering Green Grid connections	This redevelopment will increase tree canopy cover on site and contribute to active travel and landscape on Oxford Street to reinforce its role in the Green Grid.
E18	Delivering high quality open space	New public space will be created on site, supporting local social activity and helping connect people to nature.
E19	Reducing carbon emissions and managing energy, water and waste efficiently	This development targets a 6-Star Green Star Design and As-Built certification in recognition for its environmentally sustainable design features.
E20	Adapting to the impacts of urban and natural hazards and climate change	Green roof, green wall, tree canopy coverage, and water sensitive urban design elements will locally reduce vulnerability to natural hazards.

STRATEGIC CONTEXT

BETTER PLACED



Better Placed, Government Architect NSW, 2017

OVERVIEW

Better Placed provides clarity on good design, from beyond how a place looks to how it works and feels for people, and it outlines processes for achieving this. It has been created to assist everyone involved in design projects or the development assessment process, and advocates that we all have a role in ensuring our cities and towns are better places.

KEY STRATEGIES FOR OXFORD STREET CREATIVE LIVE/WORK

- High quality design helps new developments provide broader public benefits to people and to local places.
- An iterative design process helps in the discovery, creation, and delivery of good design outcomes.
- Seven objectives demonstrate the dimensions through which good design creates responsive, integrated, equitable, and resilient places.

“

Better Placed has been developed by the Government Architect to deliver the strategic approach needed to ensure that as our cities and towns grow bigger they get even better. ”

RESPONSE TO BETTER PLACED DESIGN OBJECTIVES

1	Better fit: contextual, local, and of its place	This proposal arises from a place-focussed process, and the design creates a sensitive response to both its taller and shorter scale neighbours.
2	Better performance: sustainable, adaptable, and durable	A 6-Star Green Star Design and As-Built certification is targeted, demonstrating the sustainability credentials of this proposal.
3	Better for community: inclusive, connected, and diverse	New public space fronting Oxford Street creates space for social activity, while active frontages and footpath spaces promote local walkability.
4	Better for people: safe, comfortable, and liveable	A range of comfortable and sheltered spaces for people, each with natural features always close by, are provided on site. This includes a new public space on Oxford Street, an arcade, a laneway, and private open spaces.
5	Better working: functional, efficient, and fit for purpose	The design optimises the use of this strategic centre site while maintaining the solar access and privacy of its neighbours.
6	Better value: creating and adding value	New retail spaces and a subsidised creative start-up hub will provide an uplift in employment while supporting both the local day and night time economies.
7	Better look and feel: engaging, inviting, and attractive.	This human-scale building creatively adapts features of the local built form character to create a design that is distinctive and yet sensitively embedded in its place.



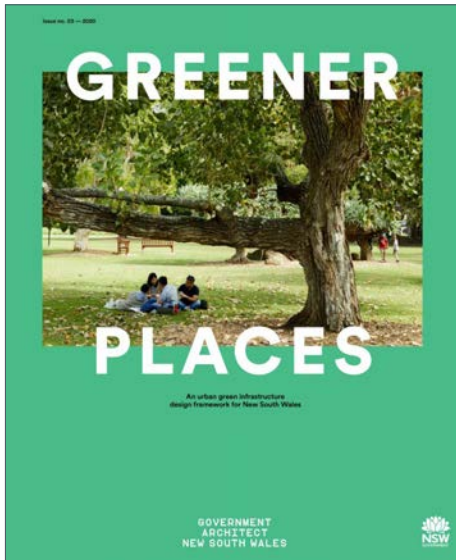
Oxford Street is being reinterpreted as a place for people, and these amenity upgrades may extend westward to Centennial Park in the future.



This existing heritage building on site is retained in the proposed design.

STRATEGIC CONTEXT

GREENER PLACES



Greener Places, Government Architect NSW, 2020

OVERVIEW

The Government Architect NSW has released a policy to guide the planning and design of Green Infrastructure in urban environments. This policy along with design guidelines to support, advises the implementation of a wide range of green elements to support the ecological, recreational, and hydrological networks proposed in the Sydney Green Grid. Individual development proposals can now contribute to broader ambitions for a greener Sydney, and the many liveability benefits that this will provide for people.

KEY STRATEGIES FOR OXFORD STREET CREATIVE LIVE/WORK

- Green Infrastructure elements at a range of scales provide both environmental, health, social, climate, and resilience benefits.
- Our increasing and ageing population requires improvements in access to high quality green spaces and natural features.
- Green Infrastructure provides a multiplicity of value when delivered as part of an interconnected system.

“

Greener Places is an overarching scheme for ensuring connection and integration of our green assets, ensuring their contribution to quality of life, and that the environment and the economy are maximised, rendering a working whole that is far greater than the sum of its parts. ”

RESPONSE TO GREENER PLACES

PRINCIPLES OF GREEN INFRASTRUCTURE

1	Integration	<p>This proposal will integrate Green Infrastructure systems including:</p> <ul style="list-style-type: none"> – Solar: architecture features passive solar design systems while the built form maintaining solar access to neighbours – Water: rain water harvesting and water recycling systems, and – Nature: trees and planting elements throughout the site.
2	Connectivity	<p>The design addresses and reinforces Oxford Street's role as a Green Grid link, and therefore helps connect the centre of Bondi Junction with the regionally significant green spaces in Centennial Park.</p>
3	Multifunctionality	<p>New public space on site features trees, plantings, social spaces, and public art features to deliver a comfortable and attractive environment for people throughout the day and night.</p>
4	Participation	<p>New public space on site is opened to the community, as are arcade and laneway spaces enhance walking connectivity for this local area.</p>



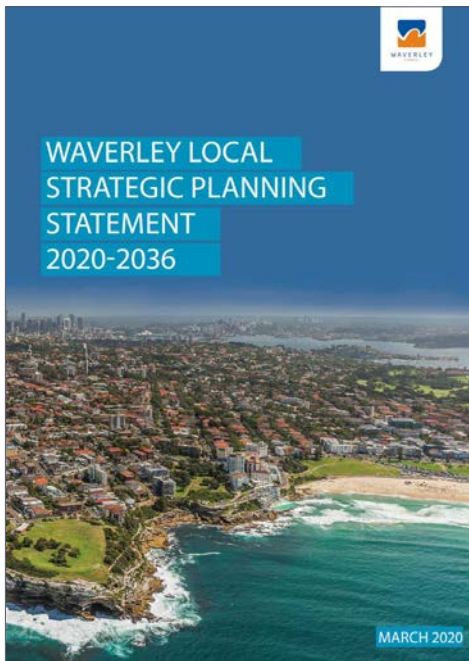
This redevelopment proposal offers the opportunity to substantially enhance Green Infrastructure provisions on this central Bondi Junction site.



Denison Street features a number of street trees. This green quality is proposed to be extended around onto Oxford Street.

LOCAL PLANNING MERIT

WAVERLEY LSPS



Waverley Local Strategic Planning Statement,
Waverley Council, 2019

OVERVIEW

The Waverley Local Strategic Planning Statement (LSPS) provides local-level strategic guidance based on the Greater Sydney Commission's District Plan for the Eastern City. Waverley's vision is to connect the city with the sea, creating a more sustainable coastal community.

KEY STRATEGIES FOR OXFORD STREET CREATIVE LIVE/WORK

- Bondi Junction plays key economic and social roles in Waverley's strategy as its Strategic Centre.
- The local community seeks increasingly vibrant centres, urban tree canopy, and access to transport and amenities.
- Proposed developments should address sensitive local issues including the perception of overdevelopment, increasing traffic congestion, and impacts on place values.

This proposed development is highly considerate of the LSPS strategies, but from a planning consistency point of view, will focus primarily on its alignment with the formally endorsed District Plan vision and planning strategies.

“

Waverley will contribute to the Eastern City District with vibrant and sustainable places that provide opportunities for a prosperous and diverse local economy, a protected and celebrated a stunning natural environment and rich cultural heritage, and a range of housing to accommodate our whole community. ”

RESPONSE TO THE WAVERLEY LSPS PLANNING PRIORITIES

1	INFRASTRUCTURE + COLLABORATION	This proposal is located in close walking distance of existing train and bus transport services and will offer local residents the opportunity to enjoy 30-minute city lifestyles. It incorporates new public spaces, laneways, and links that increase pedestrian accessibility in the wider community.
2	LIVEABILITY	<p>An extensive array of active and green elements are incorporated into this proposal, including:</p> <ul style="list-style-type: none"> – Street trees – Green roof elements – Public art – Outdoor play spaces <p>The design also features a mixture of retail, employment, and diverse housing uses that support Bondi Junction's role as a Strategic Centre.</p>
3	PRODUCTIVITY	This scheme will provide an uplift of 130 new jobs on this site, and features a subsidised start-up hub to facilitate local innovative business opportunities.
4	SUSTAINABILITY	This scheme, which targets a 6-Star Green Star Design and As-Built certification, provides a strong environmental design to support Oxford Street's role as a proposed green grid connection, and incorporates green features in its roof, facade, and new public domain.



Bondi Junction Station is 350m walking distance east from the site via Oxford Street.



Centennial Park is 250m walking distance west from the site via Oxford Street.

LOCAL PLANNING MERIT WAVERLEY LSPS

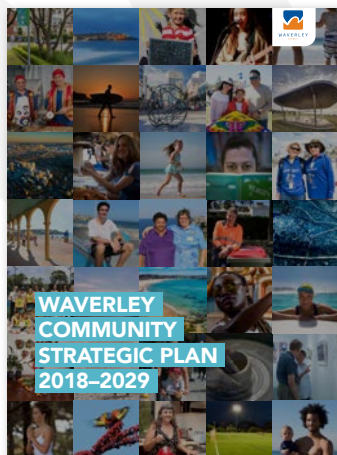
LOCAL SITE-SPECIFIC PRINCIPLES FOR CHANGE

1	Proposals should locate development within reasonable walking distance of public transport that has capacity (assuming development capacity will be delivered) and is frequent and reliable.	Conveniently located 350m walking distance from Bondi Junction transport interchange, this development provides exceptional ease of access to local surrounding centres, the city and the South Coast.
2	Proposals should meet high sustainability standards, improve urban resilience, and mitigate negative externalities. Proposals can satisfy these high standards by committing all development on the subject site to achieve a 5+ Green Star rating with the Green Building Council of Australia or equivalent.	The Oxford Street development adopts high sustainability standards to meet the targets set out in the 6-Star Green Star Design and sets out to achieve an As-Built certification. This is achieved via features such as Water Sensitive Urban Design, adaptive heritage re-use, passive solar design and 'greening' initiatives.
3	This proposal acknowledges Council's intentions to set a minimum non-residential floor space ratio provision applying to the B4 Mixed Use zone in Bondi Junction. Responding to this, Oxford Street Creative Live/Work is successful in providing a mix of retail, commercial, and public space that ensures no loss of existing commercial floor occurs.	This proposal acknowledges Council's intentions to set a minimum non-residential floor space ratio provision applying to the B4 Mixed Use zone in Bondi Junction. Responding to this, Oxford Street Creative Live/Work is successful in providing a mix of retail, commercial, and public space that ensures no loss of existing commercial floor occurs.
4	Proposals should create demonstrable public benefit.	Public benefit is one of the core principles in the design outcomes for this proposal. This is achieved by providing new public realm provisions on this site, generating a network of active and attractive links and spaces for the benefit of the broader user groups of this space, beyond the occupants within the development.
5	Proposals should be supported by an infrastructure assessment and demonstrate any demand for infrastructure generated can be satisfied, assuming existing development capacity in the area will be delivered.	The assessment undertaken, which also includes an analysis of Place and Local Character, ensures that our proposal for a medium density development will create a new vibrant place for the benefit of local residents and is deemed beyond satisfactory for the development capacity in the area.
6	Proposals should make a positive contribution to the built environment and result in an overall better urban design outcome than existing planning controls.	The proposal for Oxford Street Creative Live/Work acknowledges that the current FSR and HOB controls are quite restricting in achieving the most ideal outcome for this site. The proposal evaluates best-practice outcomes and balances controls in order to encourage positive built environment solutions that could not previously have been achieved.
7	Proposals should result in high amenity for occupants or users.	High amenity for occupants of the Oxford Street Creative Live/Work development are accomplished within this proposal from an environmental perspective and in terms of a user-based experience. Comfort is provided through enhancing solar access retention and maximised through the creation of enjoyable microclimates.
8	Proposals should optimise the provision and improvement of public space and public connections.	This proposal acknowledges that the site is extremely underutilised as a one-storey light industrial building. A revitalisation of the site, which will bring with it an activated public realm, will contribute to vibrancy of the area and enhanced connectivity. This will be achieved through a newly developed public plaza with active street frontages and through-site arcade and rear laneway.

LOCAL PLANNING MERIT OTHER RELEVANT POLICY

WAVERLEY COMMUNITY STRATEGIC PLAN 2018-2029 (2018)

The document captures the community's priorities and aspirations for the future of Waverley, ensuring a transparent process between council, state agencies, community groups and individuals. The document summarises the methodology that is used and analyses the findings of the engagement process.



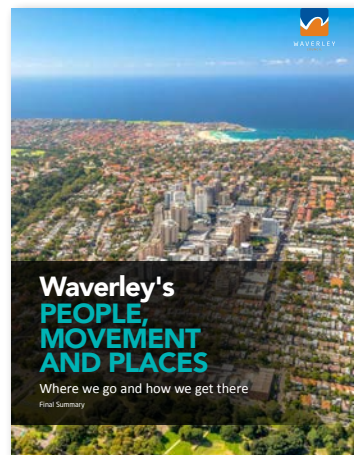
RELEVANCE

- 11 themes demonstrate the most significant areas that should be focussed on in the next 11 years. Each theme is broken down into goals and their corresponding strategies.
- The proposed development should take into consideration the aspirations and desires of the local community for the future, and address a broad range of issues that are relevant to the whole community.

WAVERLEY'S PEOPLE, MOVEMENT AND PLACES (2017)

Waverley's Transport Plan identifies current issues as well as opportunities to best meet future demands.

It provides Council with recommendations to improve the full range of transport options for the community. It includes Signature Projects as well as short, medium and long term actions that Council can undertake between now and 2030, in collaboration with the community and state government agencies.



RELEVANCE

- Bondi Junction is a major bus and rail interchange accommodating 86,500 passengers a day, totalling 3 million passengers a year.
- Proposed developments should take advantage of the range of transport options by encouraging pedestrian accessibility and integrating mixed use land use patterns and local attractions.
- 12 Signature Projects are identified by Waverley Council that can be undertaken in order to improve current transport networks.

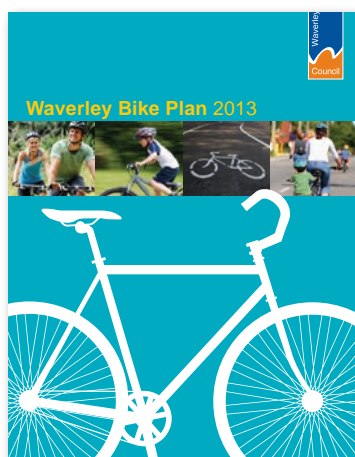
LOCAL PLANNING MERIT

OTHER RELEVANT POLICY

WAVERLEY BIKE PLAN (2013)

The Waverley Bike Plan 2013 has been developed to increase the proportion of trips made by bicycle, with the aim to reduce traffic congestion and parking pressure in Waverley while helping to improve community health and amenity.

The plan recommends the upgrade of priority routes and proposes increased separation on selected routes in order to promote using bikes for short trips.



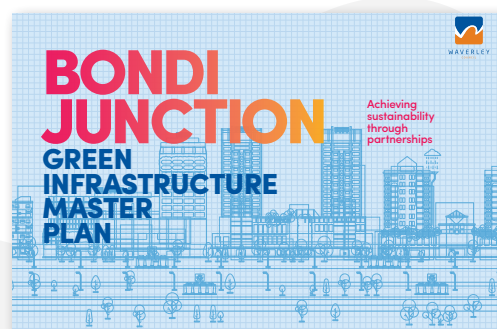
RELEVANCE

- Bondi Junction has a relatively high residential density with residents in proximity to parks, shops, beaches and the Sydney CBD.
- There is significant bicycle usage by residents, workers and visitors in Waverley, despite the presence of hills and traffic.
- Proposed developments should have the potential to incorporate bicycle/shared paths to facilitate the reduction of traffic congestion and parking pressure, as well as the improvement of health and amenity.

WAVERLEY BONDI JUNCTION GREEN INFRASTRUCTURE MASTER PLAN

The Green Infrastructure Master Plan is Waverley Council's plan to create a sustainable future for Bondi Junction. It is based on data and modelling, as well as collaboration with a range of stakeholders.

The plan provides a vision for low carbon, energy efficient, sustainable water and waste management solutions for existing and new buildings as well as the public realm in Bondi Junction.

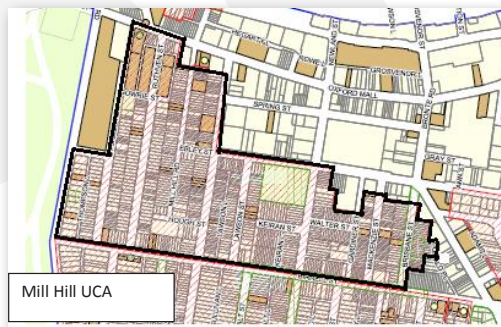


RELEVANCE

- Bondi Junction is a hub of commercial, residential and retail activities, and is Council's focus for environmentally sustainable growth and renewal.
- Bondi Junction currently represents a significant proportion of Waverley's environmental footprint.
- Solutions for waste, energy, and water have the potential to be integrated with broader local area systems and initiatives.

MILL HILL URBAN CONSERVATION AREA

The Mill Hill area features a characterful network of tree-lined streets and terrace houses. A variety of heritage items are located in this area.



CENTENNIAL PARK MASTER PLAN (2013)

The park is planned to become a major destination, while responding to its intensifying urban context.



RELEVANCE

- This site is located immediately north of the Mill Hill Urban Conservation Area boundary.
- This proposal can express sensitivity toward its neighbours by avoiding solar, privacy, and visual impacts that would detract from the place character of the Urban Conservation Area.

RELEVANCE

- The proposed development is situated 250m from the park via Oxford Street.
- New skate and amenities facilities are proposed in the north-east corner of the Park closest to Oxford Street and Bondi Junction.
- A more active and attractive frontage to Oxford Street is an opportunity for this site to help connect the centre of Bondi Junction to Centennial Park with high quality walking and cycling links.
- More activity in an upgraded Centennial Park will support a more lively urban environment on Oxford Street.



APPENDIX B

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LOCAL CHARACTER ASSESSMENT

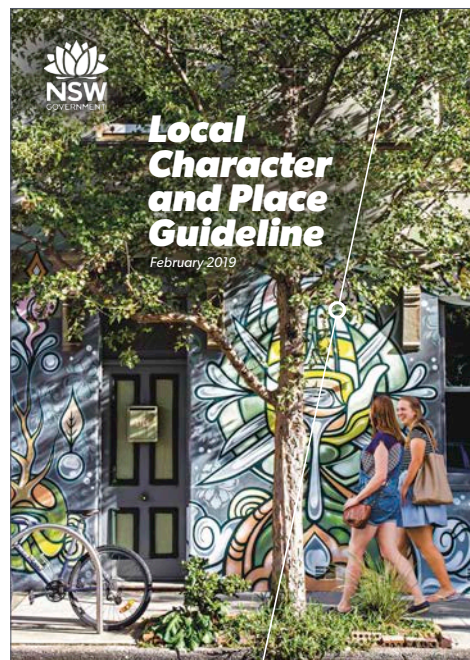
LOCAL CHARACTER AND PLACE INTRODUCTION

LOCAL CHARACTER AND PLACE

The NSW Department of Planning, Industry, and Environment's Local Character and Place Guideline 2019 is a significant initiative within a broader concerted effort to elevate consideration for distinctive local place character in planning. It covers social, economic, and environmental aspects to local character, includes a toolkit for local character assessment, and outlines how this approach can reinforce place qualities within planning frameworks.

We have considered this policy in detail, and although a Local Character Assessment has not yet been developed for Waverley, we have used our place expertise to develop a deep understanding of our site in its urban context. We have also incorporated relevant local place and character guidelines from the Waverley DCP 2012. We have followed the recommended process in the guidelines, have addressed key characteristics in depth, have briefly explored the remainder of the characteristics, and have produced a Local Character and Place Assessment and Response.

The following analysis draws upon the Local Character and Place Guideline, and demonstrates that this Planning Proposal is consistent with the distinct qualities of this place. This ensures the development will maintain and enhance the evolving character of the West End of Oxford Street as a key place within this strategic centre.



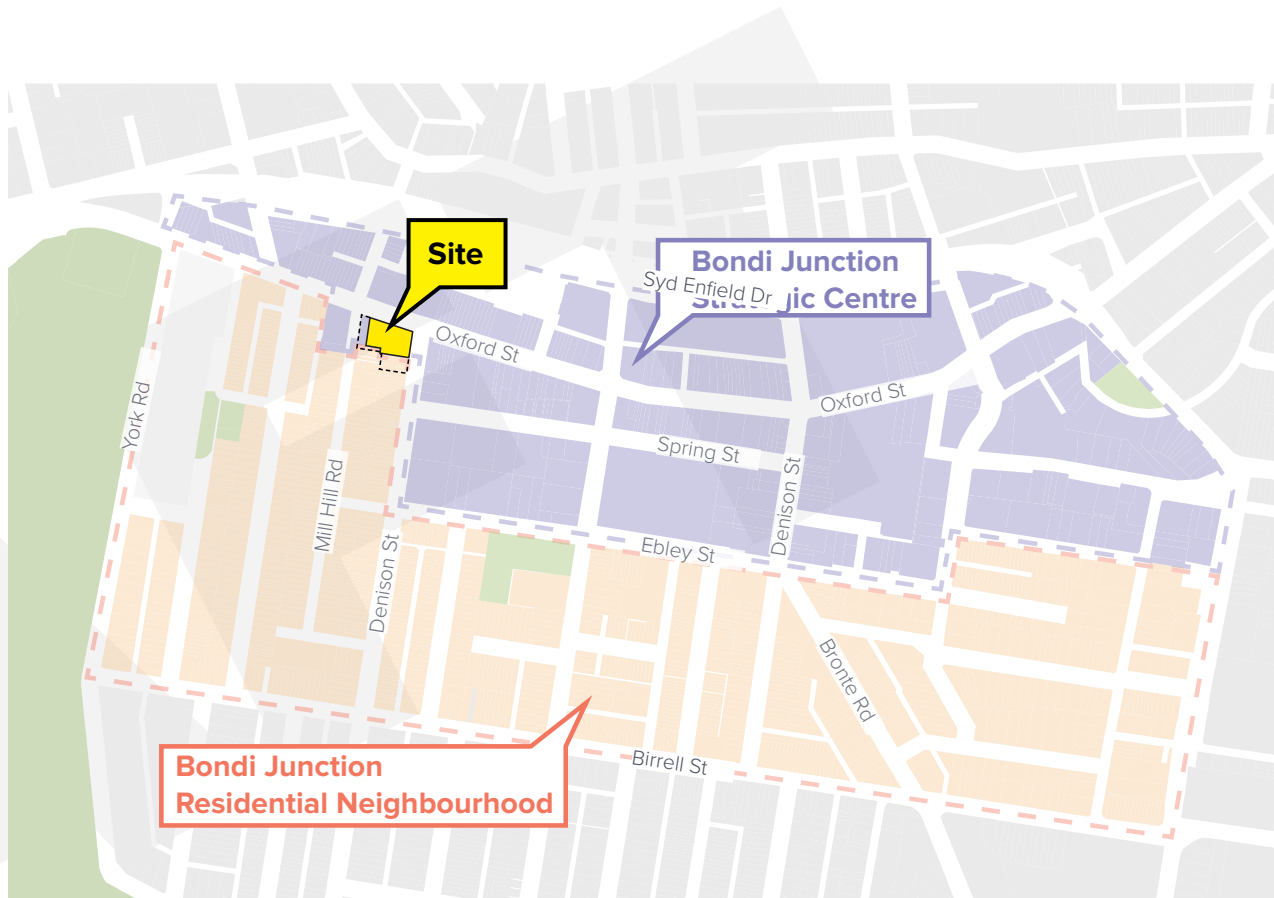
Local Character and Place Guideline,
NSW DPE, 2019

STEP 1: COMMUNITY ENGAGEMENT

The first stage of understanding character is to engage with the community. Our project team has developed a Community Engagement Strategy for this proposal, and is currently coordinating discussions with the Bondi Junction community on an ongoing basis. We have also reviewed Waverley's Community Strategic Plan 2018-2029 (see chapter 2) to ensure our proposal is aligned with the local community's established vision.

LOCAL CHARACTER AND PLACE

CHARACTER AREAS



STEP 2: IDENTIFY LOCAL CHARACTER AREAS

We have identified two local character areas of primary significance in the context of this proposal:

1. Bondi Junction Strategic Centre
2. Bondi Junction Residential Neighbourhood

These local character areas are intended to be broadly representative of the Bondi Junction centre and its immediate urban context. However, there are some sites that sit in-between this dichotomy in their location or current use. (For example, the Bronte Road shops between Ebley and Birrell Streets are more of a local neighbourhood centre form relative to the bolder podium and tower forms in the strategic centre.) It is noted that the character areas identified above have some differences with local planning maps, such as Bondi Junction's site-specific DCP area (WDCP 2012 e1.1) on this basis.

The Oxford Street Creative Live/Work site is located inside Bondi Junction's Strategic Centre. The lots in common ownership lie in the adjacent Residential Neighbourhood. This proposal must therefore consider both character areas in its design response.

STEPS 3-4: EXAMINE LOCAL CHARACTER

The following characteristics have particular relevance for this proposal, and are covered in detail on the following pages:

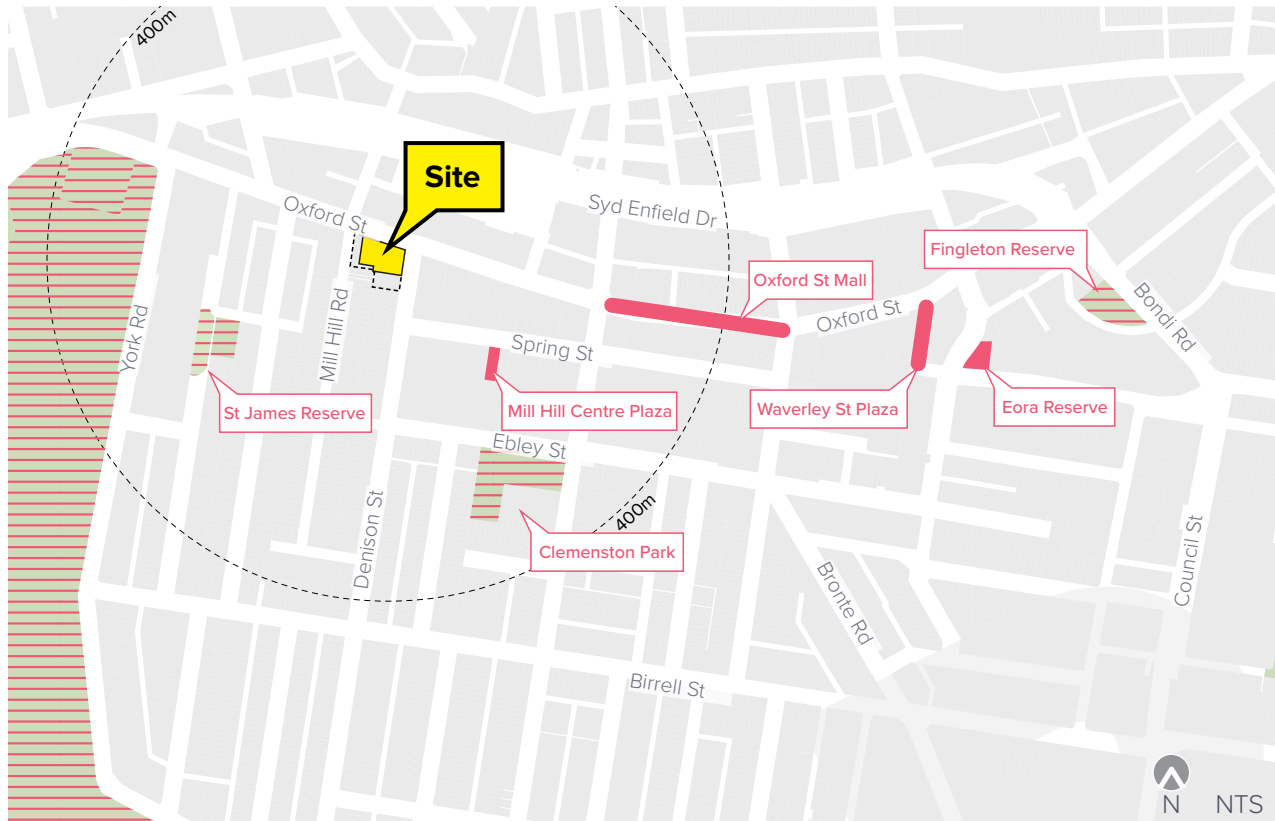
- Social Character
 - Public Space
 - Transport
 - Housing
 - Heritage and Culture
- Economic Character
 - Local Economy and Employment
 - Retail
- Environmental Character
 - Density and Height
 - Interface and Transition
 - Comfort
 - Active Transport and Tree Canopy

The study includes a characterisation of each of these key aspects under the guideline's recommended criteria of "change, maintain, and enhance".

SOCIAL CHARACTER

PUBLIC SPACE

CHANGE



PUBLIC SPACE

The pedestrian-only block of Oxford Street is the primary public space in Bondi Junction. It features high quality paving, landscaping, shade structures, furniture, lighting, art, and heritage interpretation features. It is lined with active retail frontages, and is busy with people during the day but is quiet at night. The main street character of Oxford Street extends both west and east, and the west in particular has a lack of public spaces and public domain diversity. Waverley Street also has a pedestrian-only space, forming a secondary public space for the centre.

Current green space provisions include the civic but relatively passive Clemenston Park, the bushy St James Reserve, and the urban Eora Reserve and roadside Fingleton Reserve pocket parks. All these spaces have mature trees and basic playgrounds. There is an opportunity for more greener places in this area, and for greater green space quality.

There is a small public plaza outside the Mill Hill Centre. There is an opportunity to provide a new public plaza on the Oxford Street Creative Live/Work site as this will be a safe, active, and accessible space as is allowed in the WDCP 2012 (1.15b).

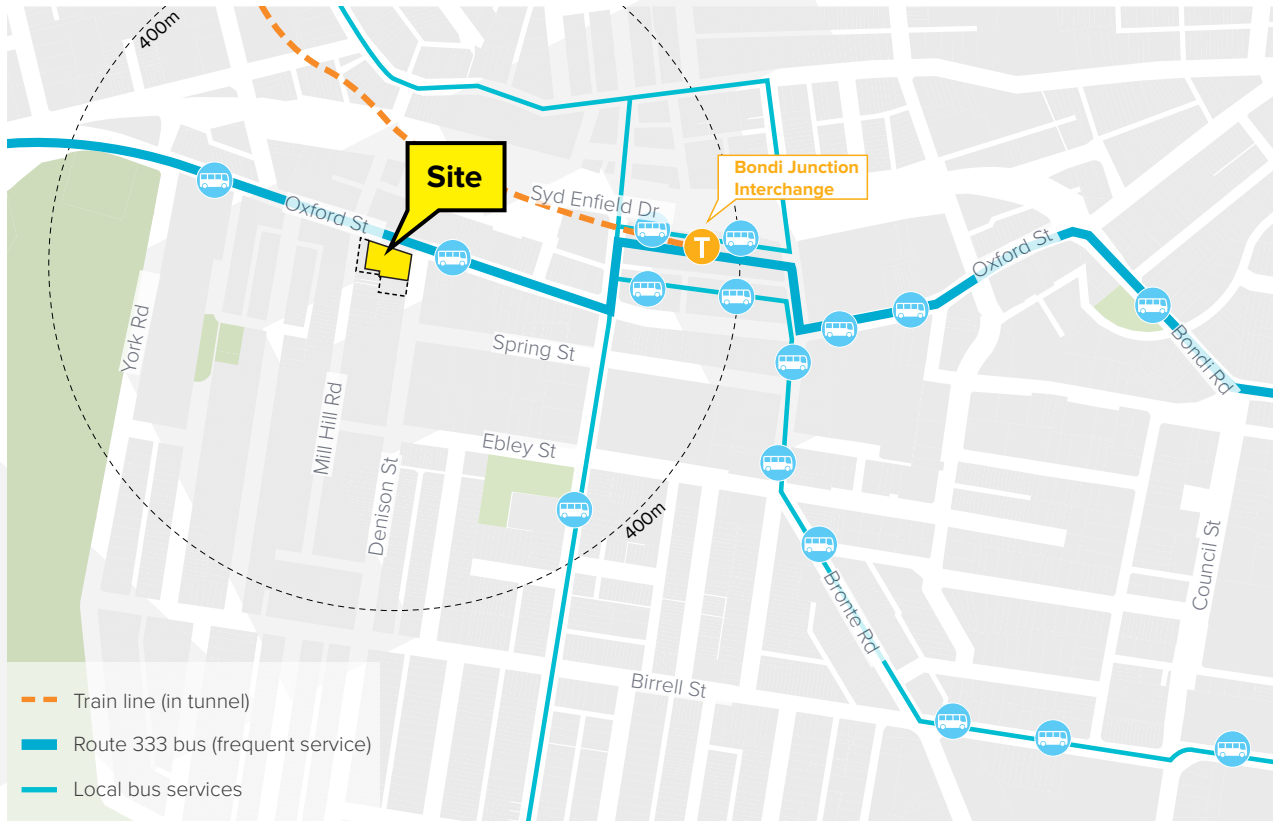


Oxford Street Mall

SOCIAL CHARACTER

TRANSPORT

ENHANCE



TRANSPORT

A defining feature of this centre's character is its "Junction" role as a busy transport interchange. Train and bus links connect this place with the Sydney CBD, regional and local centres, and neighbourhoods. The transport interchange is relatively centrally located in Bondi Junction, enabling walking distance access from the dense urban core, including from the Oxford Street Creative Live/Work site.

Council has identified an opportunity to enhance streetscapes and the walking environment through a Complete Streets plan. This, combined with Council's Transport Plan, is likely to reinforce Bondi Junction's character as a place for easy and abundant active and public transport activity.

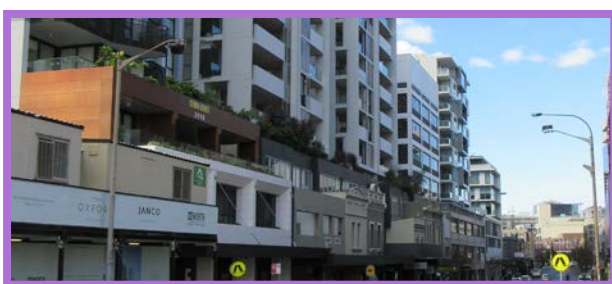
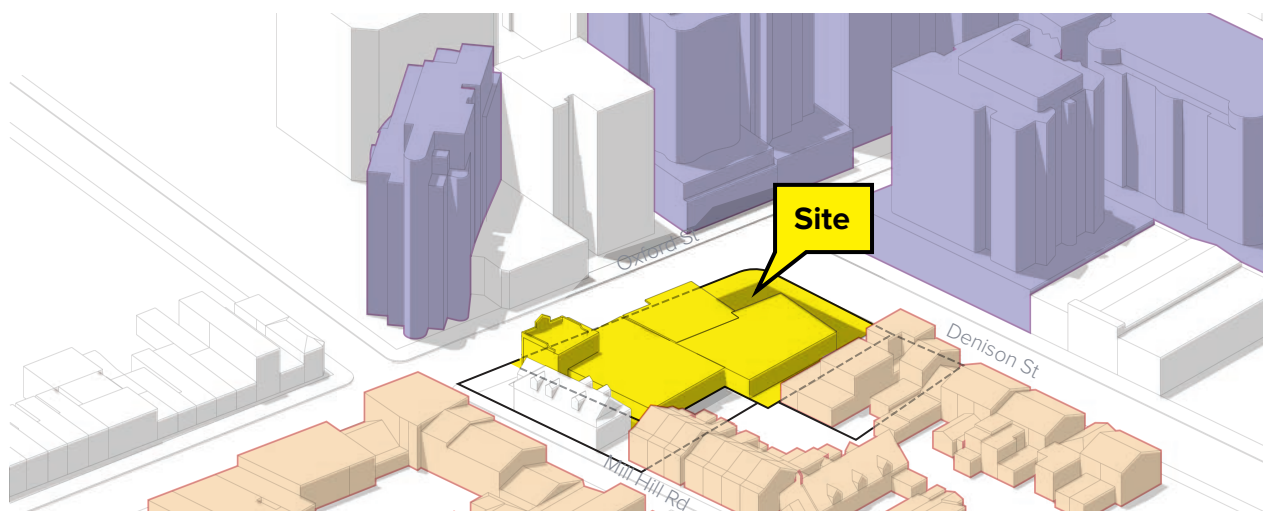


Bondi Junction Interchange

SOCIAL CHARACTER

HOUSING

ENHANCE



Apartment towers above a fine grain street wall

BONDI JUNCTION CENTRE

The centre of Bondi Junction is defined by podium and tower built form typologies. An increasing number of these towers are residential, providing apartment living close to transport and amenities. Although there may be various apartment sizes available, there isn't a significant offering of more diverse housing types or ownership structures. Like most other parts of Sydney, Bondi Junction has affordability challenges, which may restrict opportunities for local young, old, or disadvantaged people.

As Bondi Junction is a well-established centre, there are limited opportunities for further housing redevelopment. Where development is achievable, the WDCP 2012 has recommendations for the appropriate massing of tower forms, and includes references to the Apartment Design Guide (1.10). These controls will help to maintain the amenity and character of this area.



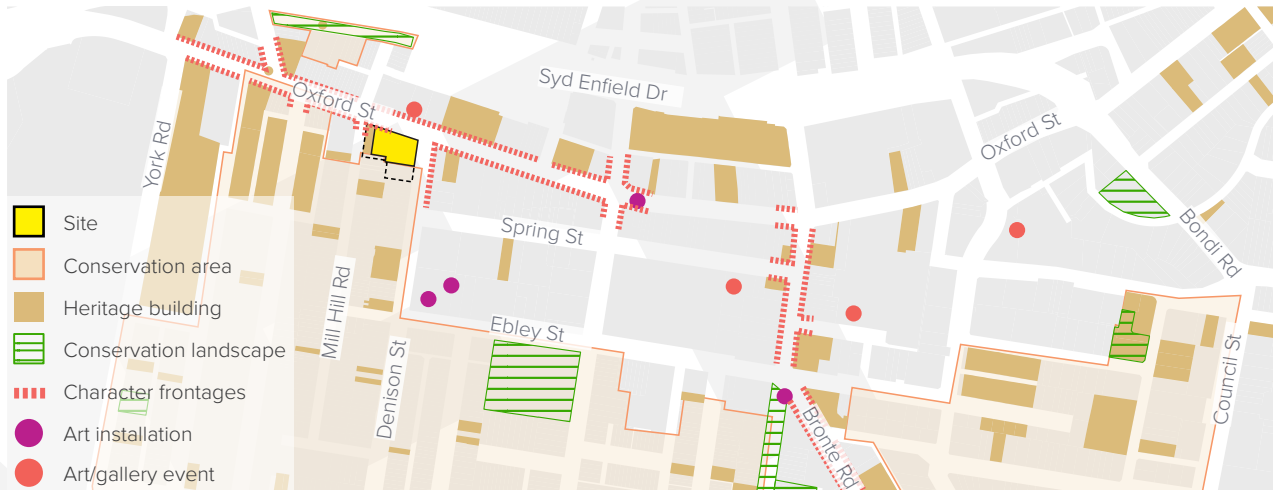
2 storey terraces in residential neighbourhood

RESIDENTIAL NEIGHBOURHOODS

The residential neighbourhoods around Bondi Junction have predominant terrace house forms. This includes expansive heritage conservation areas, which have a strong historic character. Redevelopment opportunities are limited in these neighbourhoods, particularly where conservation considerations are paramount, because the attractive fine-grained character of these housing areas will remain a key feature in the future.

SOCIAL CHARACTER HERITAGE AND CULTURE

ENHANCE



Mill Hill Road streetscape and heritage building



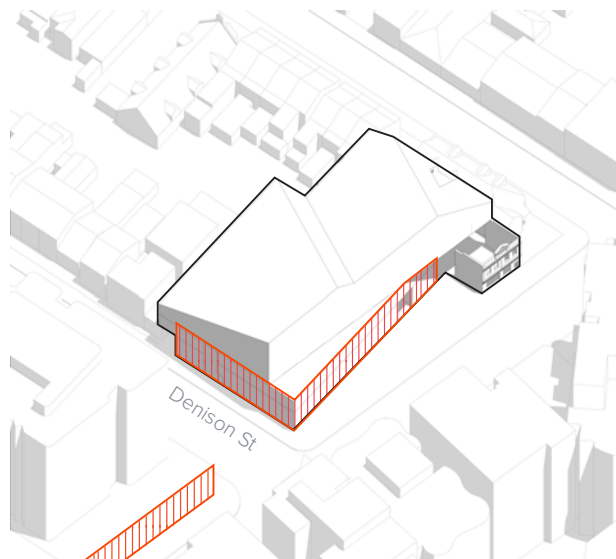
Art installation on Bondi Junction local street

HERITAGE

Bondi Junction features a number of heritage items as well as extensive heritage conservation areas. The WDCP 2012 seeks to maintain the fine-grained heritage character of Oxford Street by recommending 2-3 storey street frontages with towers set back (1.6.2a). The Oxford Street Creative Live/Work proposal is consistent with this street wall character recommendation while also proposing a new plaza with a wholly public character that maintains the existing exposed side elevation of the heritage building (1.9c). The Oxford Street frontage also features recessed balconies and relief architecturally expressed in facades (1.6.2b and 1.16a-p). This proposal will reinforce the local heritage built form character with a sympathetically scaled and detailed street wall.

CULTURE

The Waverley Library is an important community facility that also features a gallery. Outside, there is a public art walk through Bondi Junction, and the artistic reinterpretation of tram tracks along Oxford Street provide a link to the past. There is an opportunity for further artistic expression of local place values in Bondi Junction.



SOCIAL CHARACTER

OTHER CHARACTERISTICS

SAFETY

Bondi Junction is has the character of a reasonably safe place during the day, with clear sightlines and activity on the street. There is an opportunity for the place to feel more safe at night, when limited evening activity and limited passive surveillance (in areas with only retail and commercial frontages that are closed at night) can create conditions that are less inviting.

With a high number of people on foot and frequent bus movements, there is potential for some conflict around the transport interchange. Pedestrian fencing in this area is an unwelcoming response. There is an opportunity to create safer and more comfortable street environments for people with Bondi Junction's Complete Streets strategy.

ACCESS

Bondi Junction has good regional and local connectivity. A range of high quality public transport options are located close by, and the generally flat topography facilitates easy accessibility.

LEISURE

Oxford Street is Bondi Junction's main street for shopping and social activity, with Waverley Street a similar secondary pedestrian street. A small number of parks offer limited opportunities for active and passive recreation (see Public Space section).

Located immediately east of the regional-scale Centennial Park, north of Queen's Park, and west of Bondi Beach, Bondi Junction has relatively close and convenient active and public transport access to significant green and blue spaces.

EDUCATION

No schools within the identified character area, although there are a range of public and private schools in the surrounding Waverley suburbs, with several located in close walking distance of Bondi Junction. Several of Sydney's universities are accessible using public transport.

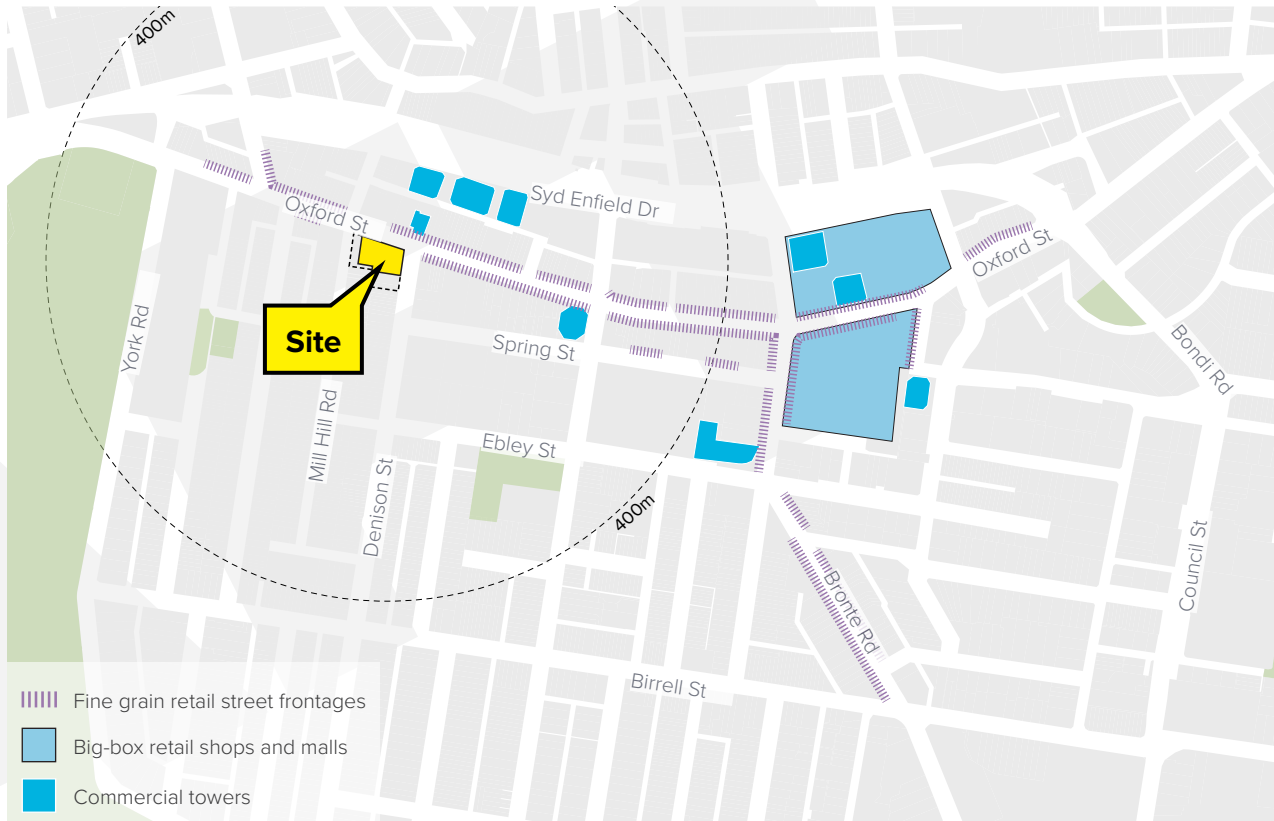
COMMUNITY FACILITIES

The Waverley Library on Dension Street and the Mill Hill Centre are significant community facilities located in Bondi Junction. The Oxford Street Creative Live/Work proposal will involve the development of a subsidised start-up hub, providing new opportunities for local entrepreneurs to network and learn together.

ECONOMIC CHARACTER

LOCAL ECONOMY AND EMPLOYMENT

ENHANCE



LOCAL ECONOMY

Bondi Junction has flourished as a strategic centre with quick and easy connectivity to the Sydney CBD. Retail and commercial activities predominate in the local place economy, and are a primary driver of everyday activity in the area. These uses form a strong urban character consisting primarily of:

1. Fine-grain retail street frontages
2. Big-box retail shops and shopping malls
3. Commercial offices and towers.

The Bondi and Districts Chamber of Commerce operates as a network and facilitator of local businesses. The local place economy can be encouraged to become more diversified in the future to offer new economic opportunities in emerging sectors, and to expand and intensify Bondi Junction's night time economy.



Bondi Junction Westfield

EMPLOYMENT

As the major centre in Sydney's east, Bondi Junction is a significant employment hub for locals in this region. The centre of Bondi Junction features a largely office and retail workforce alongside civic activities, with some service and automotive activities existing around the periphery of the centre.

ECONOMIC CHARACTER

RETAIL

ENHANCE



Cafe with active and passive frontage



Oxford Street Mall



Outdoor seatings for a cafe on Oxford Street



Outdoor seatings for a cafe under a new development

RETAIL

Bondi Junction's shopping malls and big-box shops generally present inactive frontages to streets. In contrast, Bondi Junction's most vibrant streets, including Oxford Street and Bronte Road, are identified in the WDCP 2012 as Primary Shopping Streets (1.3a). These are to be designed for retail uses on the ground floor (1.3b), and commercial uses on the first floor (1.3c). These podium levels are also to be designed to permit adaptation to other uses in the future (1.17a). Given current planning efforts to promote place quality, it is likely that Bondi Junction's future retail offerings will be increasingly provided along active street frontages than in private, large scale indoor environments.



WDCP 2012 Part E, Figure 2 - Street Hierarchy

ECONOMIC CHARACTER

OTHER CHARACTERISTICS

ROAD NETWORK

Bondi Junction has a functional street and laneway network providing access to public and private buildings. The Syd Enfield Drive and Oxford Street provide regional vehicle access into Sydney.

Neighbouring suburbs beyond Bondi Junction's rail terminus are relatively car-dominated places, leading to traffic congestion on roads in the area.

PARKING

With a number of large lot retail, commercial, and residential developments, Bondi Junction has a significant number of car parks in the private domain. Some of these are multi-storey lots located at or above street level, creating poor quality frontages and limiting passive surveillance.

Lots located in walkable distance to Bondi Junction Station can utilise reduced car parking rates. Where car parking is provided, the WDCP 2012 specifies that it is to be located underground (1.4.4a). The Oxford Street Creative Live/Work site conforms to this requirement, and advocates utilising some basement space for higher value uses that can contribute more to the area's economic character.

It is noted that the WDCP 2012 recommends car park access is not allowed on Primary Streets (1.4.2a,b). However, a single vehicle, service, and car park access location is proposed on Denison Street as the least impact option relative to Oxford Street, even though Denison Street is also a Primary Street. Mill Hill Road is not a viable alternative as it is considered constrained by a heritage site on this frontage and by this street's narrow one-way layout.



WDCP 2012 Part E, Figure 4 - Vehicular and service access

ENVIRONMENTAL CHARACTER

DENSITY AND HEIGHT

ENHANCE

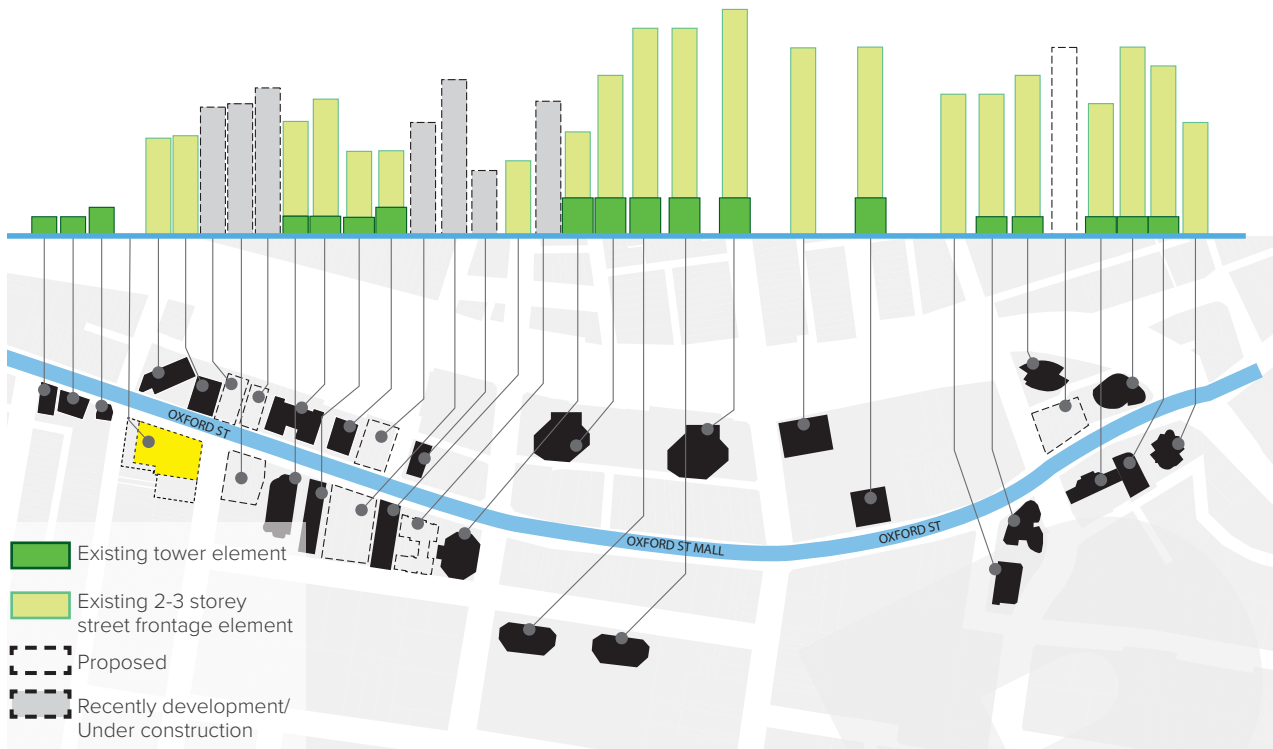


Diagram of the relative height of tower buildings along Oxford Street

BONDI JUNCTION PROFILE

Bondi Junction has a dense urban centre with a significant number of commercial and residential tower buildings. This is a key element in the centre's character as it is viewed on its ridgeline location from other parts of Sydney.

Bondi Junction's tower buildings are a prominent feature along Oxford Street, as shown in the image above. The tallest towers are in the centre of the precinct, but these towers are situated some distance back from the edge of Oxford Street. At both the east and west ends of the strategic centre, groups of towers are situated closer to Oxford Street. This creates an experience of compression-expansion-compression as one walks along the entirety of the street, and there is an opportunity to maintain this character in the future, in recognition of this centre's urbanity.



Bondi Junction Skyline (Source: Ray White Double Bay)

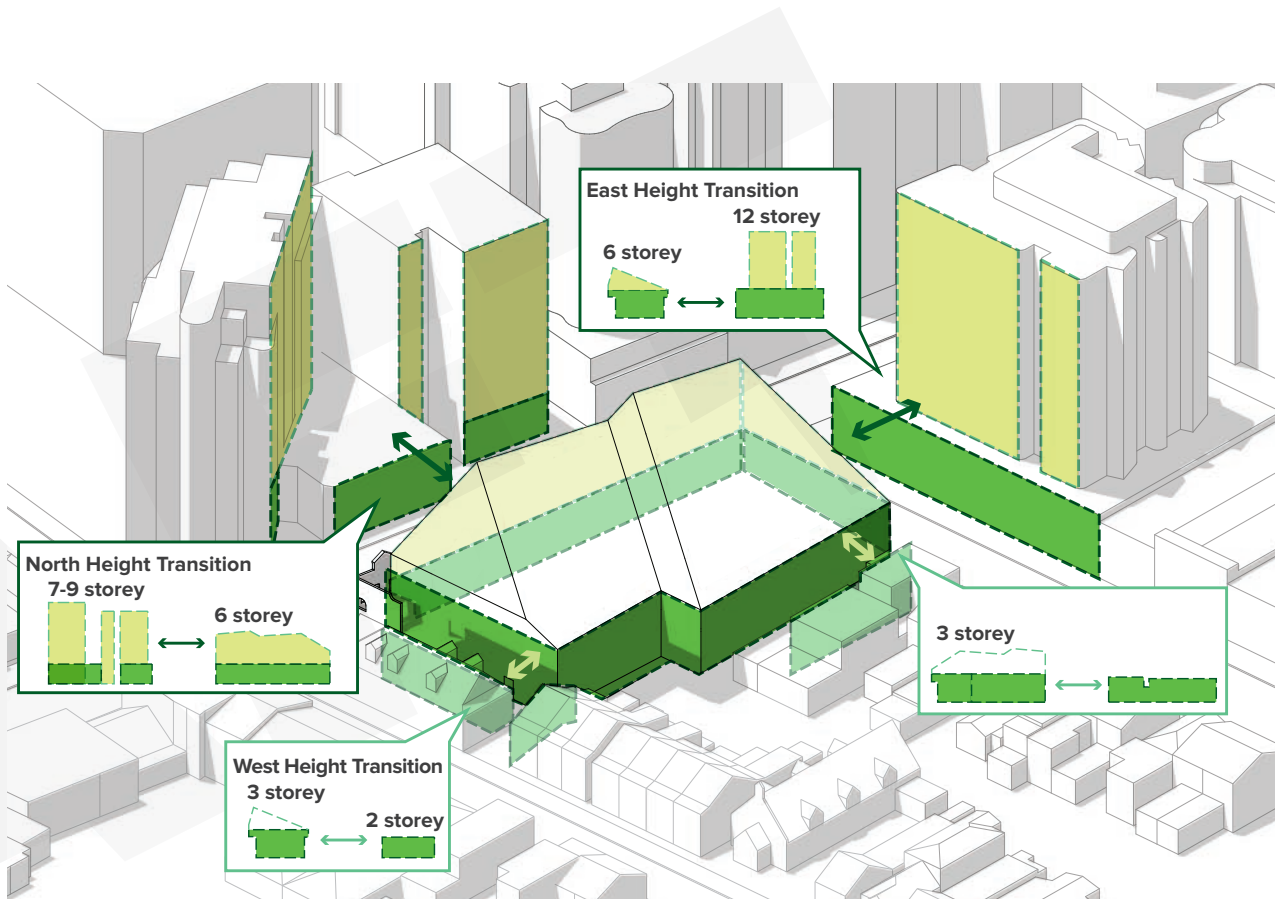


Diagram of the interfaces between this site and its neighbours

HEIGHT AND TRANSITION

The WDCP 2012 specifies heights of up to 19 storeys throughout large areas of the centre (1.13a), although several existing buildings are taller than this. The west end of Bondi Junction steps down to 12 storeys, and down again to 3-4 storeys. These significant scale steps create sharp interfaces between existing 'tall' and 'short' built form characters when viewed from eye-level in the streets. Although Bondi retains a human scale from its consistent street wall heights, there is an opportunity for a more sensitive tower massing to be developed in the future that can make these urban environments less overwhelming for the community.

The Oxford Street Creative Live/Work site is located with a challenging 12 to 2 storey transition between its neighbouring buildings, as shown in the image above. This proposal moderates this abrupt height transition by adopting a 6 storey frontage to Oxford Street to reinforce the dense character of this place, while falling to a 3 storey rear edge to create a sympathetic transition to its terrace house neighbours.



A 2 storey shop building is located south of the site at 5 Denison St



ENVIRONMENTAL CHARACTER INTERFACE AND TRANSITION

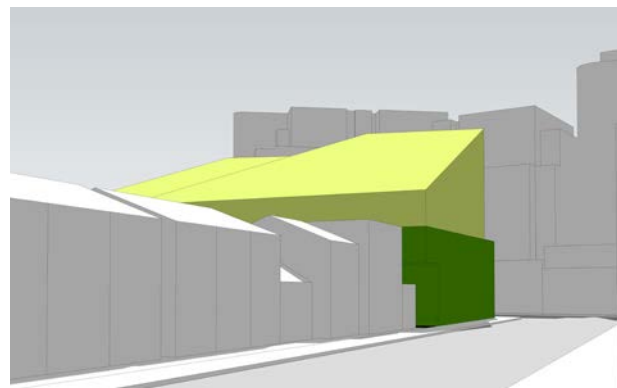
ENHANCE



TOWER OPTION (NON-PREFERRED)

Oxford Street has a lively character that arises from its dense urban forms of continuous podiums and frequently spaced towers. The WDCP 2012 recommends tower building forms for Oxford Street (1.2b) to maintain this development intensity.

A tower would be a justifiable proposal for the Oxford Street Creative Live/Work site, given its walkable location close to transport, and its ability to contribute to social and economic activity on Bondi Junction's main street. However, as this site has existing low-scale light industrial uses, it currently detracts from the desired character for Oxford Street. Moreover, a three storey height limit (1.13c) will not enable this site to redevelop and to contribute to the character of this place.

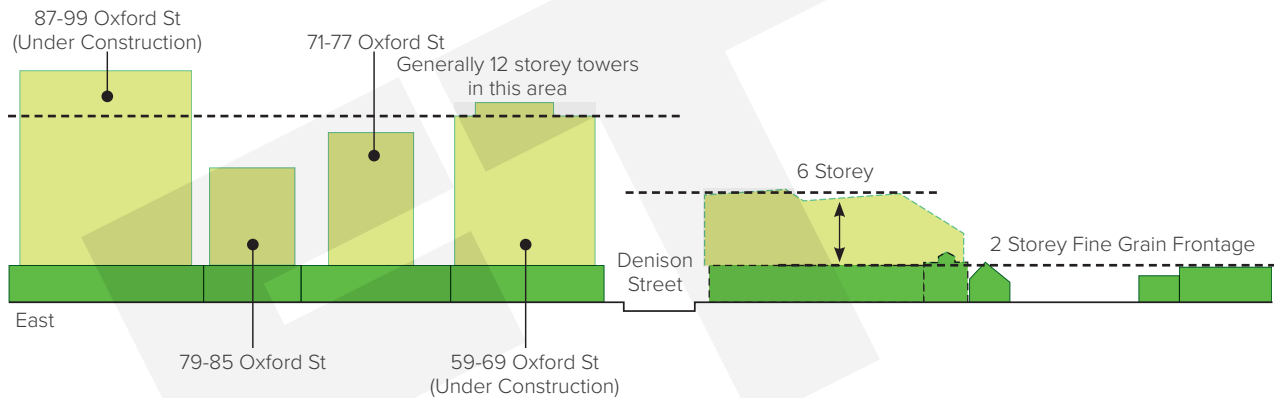


MEDIUM-RISE OPTION (PREFERRED)

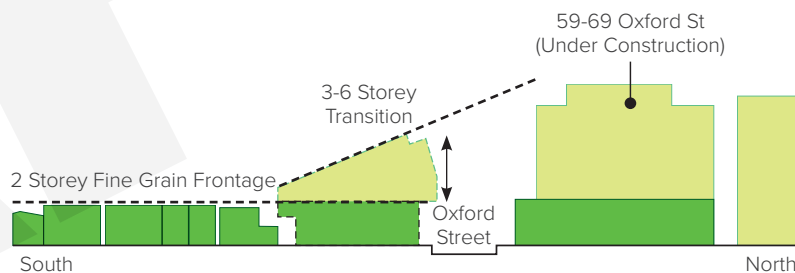
An intermediate height is proposed for the Oxford Street Creative Live/Work site. This will provide a transition from a tall tower character to its low-rise terrace house neighbours.

Above the recommended two storey podium fronting Oxford Street (WDCP 2012 1.2a), a further four storeys present as a setback and architecturally differentiated tower form (1.2b,c). This six storey frontage then falls to three storeys at the rear of the site (1.13c) in order to avoid overshadowing its neighbours (1.13d). This compromise solution recognises the interests of the local community and adopts a place-specific design solution to sensitively contribute to the characters of both Oxford Street and the terrace house neighbourhood.

Oxford Street South Elevation Interface



Denison Street West Elevation Interface



FINE-GRAIN INTERFACE

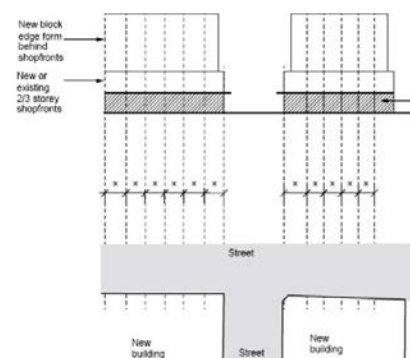
The Oxford Street Live/Work site sits at the interface between Bondi Junction's tall centre and low-rise neighbourhood characters. It can play an important role in transitioning between these opposite typologies, and will help define Oxford Street's west end as a vibrant gateway to Bondi Junction.

This proposal for the Oxford Street Creative Live/Work site expresses strong consistency with the WDCP 2012 recommendations:

- A 2-3 storey podium and street wall with active frontages to Oxford and Denison Streets (1.2a, 1.7a, 1.8a, and 1.9e).
- A fine-grain street wall frontage respective of the historic small lot subdivision pattern which generally follows a 6m grid (1.5c,d).
- Upper levels are oriented to the front and rear of the site for activation and privacy reasons (1.8b).
- Although the upper levels of the building are positioned closer to the Oxford Street podium edge than the DCP's recommended 6m setback (1.9f,h), this proposed massing to the front of the site minimises massing to the rear of the site where it would create overshadowing impacts (1.13d).



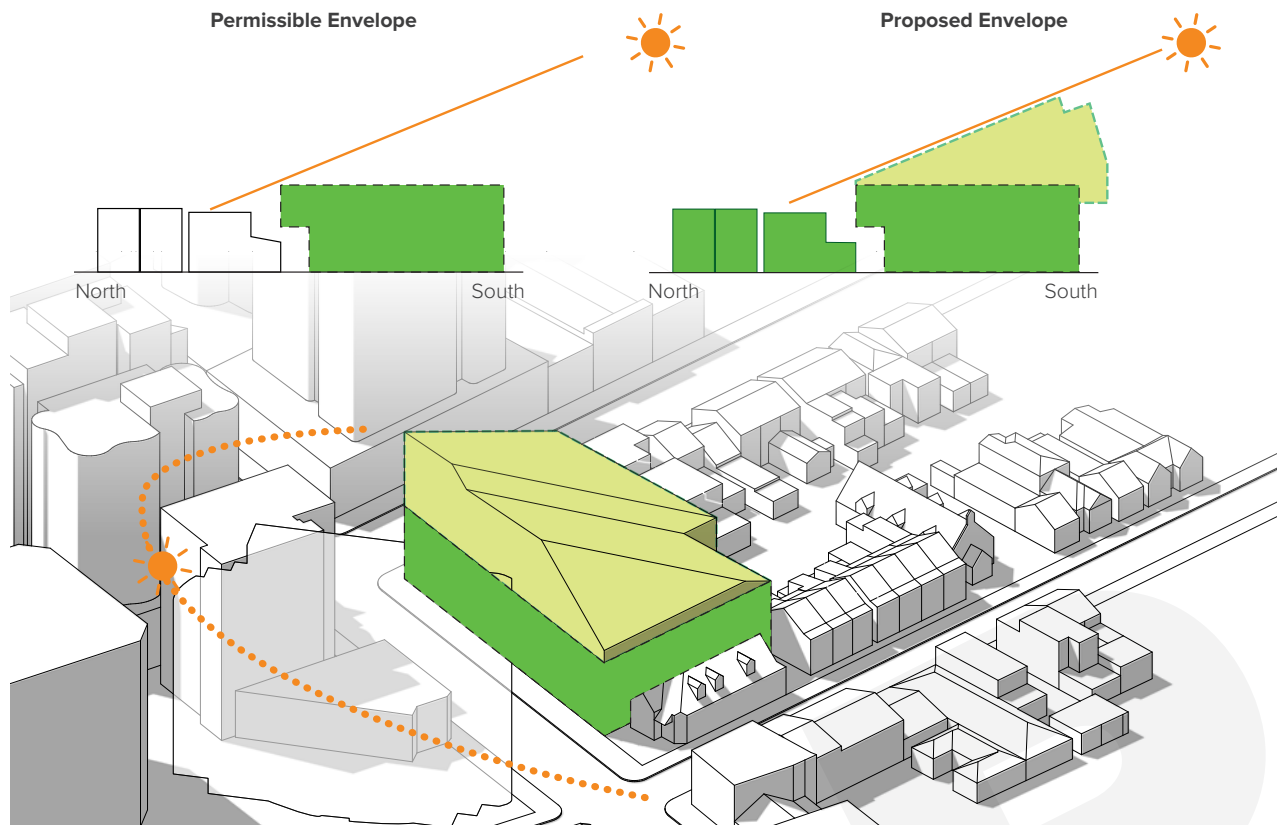
WDCP 2012 Part E, Figure 12 - Street Alignment



WDCP 2012 Part E, Figure 5 - Interpretation of the patterns of small lot fronts

ENVIRONMENTAL CHARACTER COMFORT

MAINTAIN



PUBLIC DOMAIN

Bondi Junction's consistent street walls generally support comfortable environmental conditions for people in the public domain by admitting sun into these spaces while encouraging stronger winds to pass overhead above podium level.

The Oxford Street Creative Live/Work proposal is formed where it can accept cooling summer sea breezes from the north-east while sheltering Oxford Street from the blustery southerly winds that bring wet weather. This is consistent with the WDCP 2012 wind mitigation recommendations (1.20a).

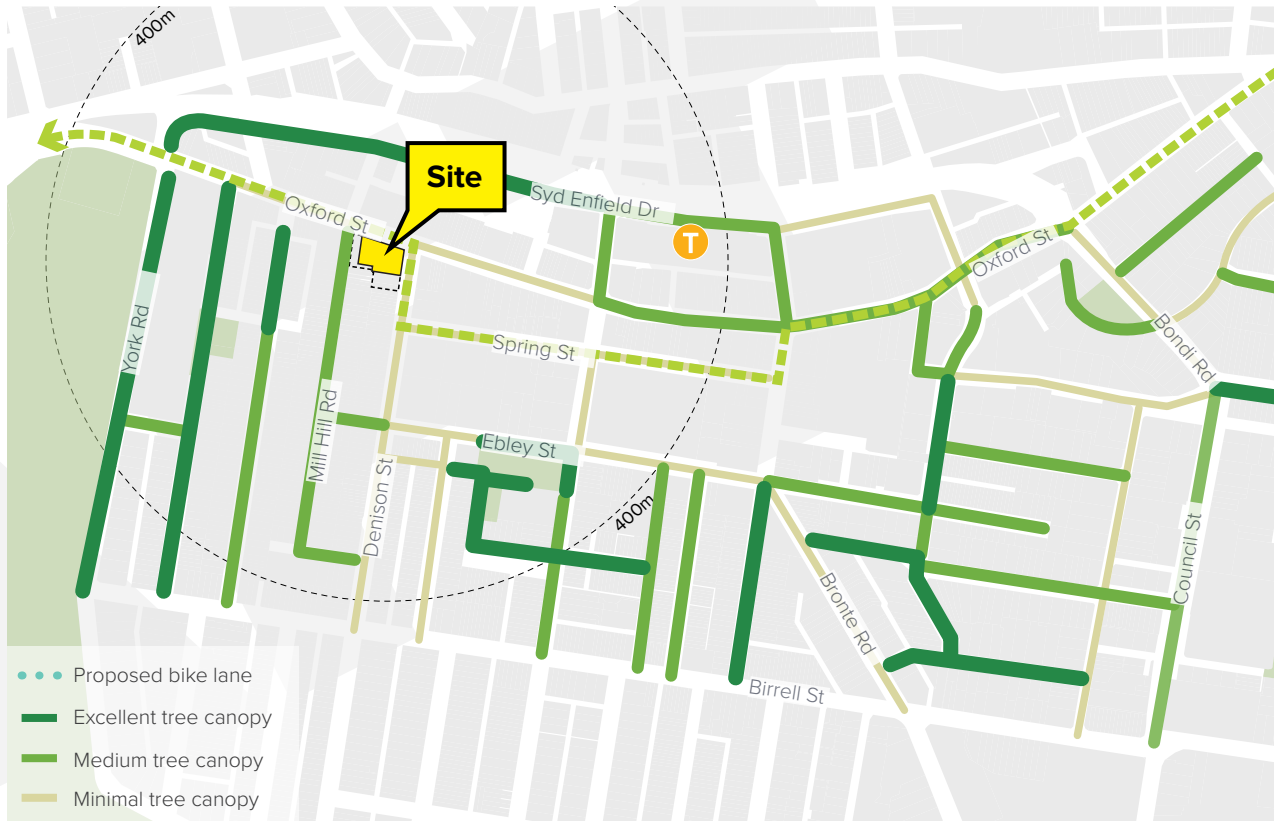
PRIVATE DOMAIN

The massing of the proposed building provides no additional overshadowing impact of its southern neighbours (1.13d) relative to the permissible 3 storey envelope. This is shown in the above images, with shadows at noon during the midwinter solstice.

ENVIRONMENTAL CHARACTER

ACTIVE TRANSPORT AND TREE CANOPY

ENHANCE



ACTIVE TRANSPORT

Footpaths extend along mostly large scale blocks throughout the centre. As such, walking mobility is enabled, but can involve moving longer distances along passive frontages on some Bondi Junction streets. New arcades and through site links are encouraged for Bondi Junction in the WDCP 2012 (1.4.1c) as these can provide a finer grain of walking connectivity.

The centre currently has very limited bicycle infrastructure, and is planning a new regional-scale priority link on Oxford and Spring Streets.

There are no skate parks in the local vicinity.

The Oxford Street Creative Live/Work site can contribute to walkability on Oxford and Denison Streets by providing new active frontages and arcades. There is also an opportunity to promote active travel use for building occupants and visitors by providing high quality active travel facilities and by offering alternatives to private car ownership.

TREE CANOPY

Bondi Junction's centre features small groupings of tall mature trees that create pleasant pockets of green around the streets. However, many of the streets in the centre have only small street trees (including the pedestrian section of Oxford Street), while some streets have no trees at all. Very few lots in the centre have any trees in the private domain. The expanse of hard and dark surfaces in this area risks reinforcing the heat island effect.

The residential neighbourhood around Bondi Junction has a greener character than the centre, with some outstanding examples such as Brisbane Street's beautiful rows of figs. There are also rows of trees across the backyards of the terrace housing.

The west end of Oxford Street is relatively bereft of street trees, although this is planned to be improved with Bondi Junction's Complete Streets Strategy. The Oxford Street Creative Live/Work site can contribute to a greener character for the west end by planting new street trees along the footpath and new shade trees in the public plaza.

ENVIRONMENTAL CHARACTER

OTHER CHARACTERISTICS

CONFIGURATION

Bondi Junction's centre has a consistent configuration of 2-3 storey podiums at ground level, with towers set back. The surrounding neighbourhoods are also consistent with 1-2 storey terraces predominant. Both these built form types feature party walls on side boundaries, with frontages front and back. This form enables a variety of uses to be provided, sometimes side by side, as the party walls limit the potential for conflict between neighbours (relative to open spaces along side setbacks that can create noise or privacy impacts). This built form configuration should continue to be encouraged in Bondi Junction to maintain opportunities for a variety of uses to be accommodated in the future.

PUBLIC / PRIVATE DOMAIN

With limited public open spaces, public activity in Bondi Junction is focused around the pedestrian block of Oxford Street. Fine-grain active retail frontages feature 'third places' such as cafes that provide social activity in the private domain. New high quality public domain in Bondi Junction would enliven this place by creating more opportunities for more spontaneous and free social activities.

OPEN SPACE

Private open spaces in Bondi Junction are often communal in the centre, and small private backyards in the residential neighbourhoods. There is an opportunity for more courtyard-style developments in this area to create more open space diversity.

For public open spaces, refer to the Public Space section.

TOPOGRAPHY

Bondi Junction is visually prominent as a hilltop strategic centre. The profile of Bondi Junction's towers are clearly visible from other parts of Sydney. The ridge is relatively flat around the centre, and falls away gradually on each side.

LOCAL CHARACTER AND PLACE ASSESSMENT AND RESPONSE

STEP 5: CHARACTER ASSESSMENT

As a result of this Local Character and Place study, our assessment and response is to maintain and enhance the local character of the West End of Oxford Street. As referenced in our submission for Council's Draft LSPS, we are seeking to contribute to the rapid urbanisation of this place with lively new public space, revitalised employment opportunities, and an environmentally sensitive design.

SOCIAL CHARACTER

Bondi Junction has a dense and vibrant character, with built form respectful of heritage features.

Creating and enlivening public domain, street amenities, and active frontages on Oxford Street is a practical way to reinforce this main street.

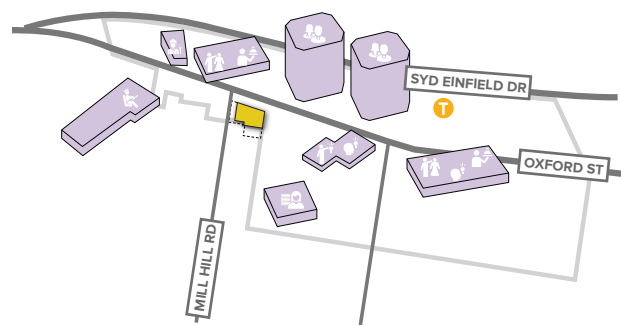
New developments can incorporate existing heritage elements, address the character features of their local context, and managing interfaces to existing neighbouring buildings with sensitivity.



ECONOMIC CHARACTER

A strong place economy underpins Bondi Junction's activity.

There is an opportunity to provide diverse new employment spaces at a scale that sits in-between Bondi Junction's existing office towers and big-box retail spaces. This can also include day and night time activation that will realise further economic and safety benefits.



ENVIRONMENTAL CHARACTER

Bondi Junction is a reasonably walkable centre with access to significant regional parks and beaches. However, a redesign of local streets can create more comfortable conditions for people and landscaping.

This Oxford Street Creative Live/Work site can contribute to Oxford Street's upgrade as a major green grid connection, with significant street trees, a bicycle path under development, an increased walking amenity.





