



DESIRED FUTURE CHARACTER REPORT  
FOR THE EDGECLIFF CENTRE

June 2020



Prepared by GM URBAN DESIGN & ARCHITECTURE PTY LTD  
Studio 803, Level 8  
75 Miller Street  
North Sydney NSW 2060

Tel (02) 8920 8388

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Nominated Architect - Ms Gabrielle Morrish  
Registered Architect with NSW Architects Registration Board - Reg Number 5572  
Registered Architect with Architects Registration Board UK - Reg Number 060492E

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# 1. INTRODUCTION



## 1.1 INTRODUCTION

GM Urban Design and Architecture (GMU) have been appointed by Longhurst Group to undertake an independent Urban Design Study for the desired future character of Edgecliff and develop a set of Urban Design Principles for the Edgecliff Centre site located at No. 203-233 New South Head Road, Edgecliff. GMU's study is intended to inform further built form studies for the redevelopment of the subject site.

GMU's report summarises our analysis undertaken of the strategic context of Edgecliff as well as analysis of the subject site within its local context, to inform later built form studies undertaken for the site by the project architects. GMU's report and findings are intended to guide the built form testing to respond appropriately to the existing and future desired character of the area. Furthermore, the purpose of this study is to develop urban design principles for the subject site to ensure that future outcomes may contribute to the future growth of Edgecliff while also responding in a compatible manner to the existing character of the area.

As part of our evidence based approach to urban design analysis, we have considered the broader planning framework for the area including the **Metropolis of Three Cities and the Eastern District Plan** by the Greater Sydney Commission to understand the wider framework. We have also carefully examined Council's recently adopted Local Strategic Planning Statement (LSPS) to understand local aims and underlying objectives for the role of Edgecliff within Woollahra Local Government Area (LGA).

In preparing this report, GMU have reviewed information from the following consultants:

View analysis - Richard Lamb and associates

Survey - Survey by Linker Surveying;

Arborist - Preliminary Tree Assessment by Truth About Trees;

Traffic - Edgecliff Centre and Transport Accessibility Assessment by PTC;

Preliminary Structural input by Aurecon.

## 1.2 METHODOLOGY

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

- Visited the site and its immediate and broader context.
- Reviewed Greater Sydney Region Plan - A Metropolis of Three Cities.
- Reviewed Our Greater Sydney 2056 - Eastern District Plan.
- Woollahra Local Strategic Planning Statement which came into effect March 2020.
- Reviewed the current development controls under Woollahra LEP 2014 and DCP 2015 for the site and the wider area.
- Reviewed Council's website and information about the area.
- Reviewed recent development applications and Planning Proposal approvals in the vicinity of the subject site.
- Considered the site survey by project surveyors.
- Analysed strategic plans for the area to understand the current and likely future role of Edgecliff with the context of Sydney's Metropolitan Area and Woollahra LGA.
- Analysed existing development patterns in the area surrounding the site and analysed controls applying to the area to understand the desired future character for the site and context.
- Analysed opportunities and constraints of the subject site and its immediate existing context.
- Created urban design principles for the developable areas for the subject site.
- Coordinated with the project team to understand technical constraints and general requirements for the existing retail uses on the site.

GMU adopt an evidence-based approach to urban design analysis to understand the existing and future urban fabric, key character elements of the area and the role of the site within it to guide how future development may achieve contextual fit and enhance the existing qualities of the area.

### 1.3 THE SITE

The subject site is located at the intersection of New South Head Road and New McLean Street. The site is zoned B2 under Woollahra LEP and has an area of approximately 4,900m<sup>2</sup>. The site is generally rectangular in shape and adjoins the East Point Fair Centre to the eastern boundary. The adjacent site incorporates the transport interchange for bus & rail services for the area and a retail mall. Further east within the block, residential and commercial uses as well as associated car parking are all accommodated within a stratum arrangement.

Currently, the subject site is occupied by a 2 storey podium form and a 7 storey building above (along the northern boundary) with a further 2 storey car park accommodating 254 car spaces. The site includes retail and commercial uses. Below grade, the site is traversed by the Eastern Suburbs Railway line which is a commuter rail line completed in June 1979. The railway tunnel is located directly below the lowest level of basement parking at the centre within an easement.

According to survey information, the site has a frontage of approximately 69.7m to New South Head Road (north), 63.4m to New McLean Street (west) and a boundary length of approximately 71.66m to New McLean Street (south). The site is known as Lot 203 in Deposited Plan 1113922. GMU understand Lot 5 in Deposited Plan 243380 accommodates an existing substation and is also part of the site area. The site adjoins an irregular shaped portion of land to the south which is owned by Woollahra Council. The area is currently occupied by a loading dock for the Edgecliff Centre and several car park entries.

The surrounding properties to the west predominantly include medium density residential and some commercial uses. The areas to the north and east include retail, commercial, residential and educational uses as well as community services. The site has good accessibility to and from the surrounding areas. It is located within walking distance of a number of facilities, including:

- Bus services along New South Head Road and connection to and from the interchange at the upper level of the East Point Fair Centre
- Double Bay Wharf and Steyne Park (6 minutes by bus)
- Trumper Oval, Park and Tennis Centre (5 minutes walk)
- A range of community facilities (400m-800m walking catchments)
- Coles Supermarket and a range of retail facilities (2 minutes walk)
- Ascham School & Double Bay Public School (2-10 minutes walk)
- Martin Place Station (5 minutes by train)
- Edgecliff Station and Edgecliff Bus Interchange (2 minutes walk)

The site's central location within the Mixed Use Corridor immediately next to Edgecliff Station, along with the visually prominent location at the intersection of New South Head Road and Darling Point Road provides a unique opportunity for the site to contribute to the future desired character of Edgecliff Centre, marking the heart of the town centre.

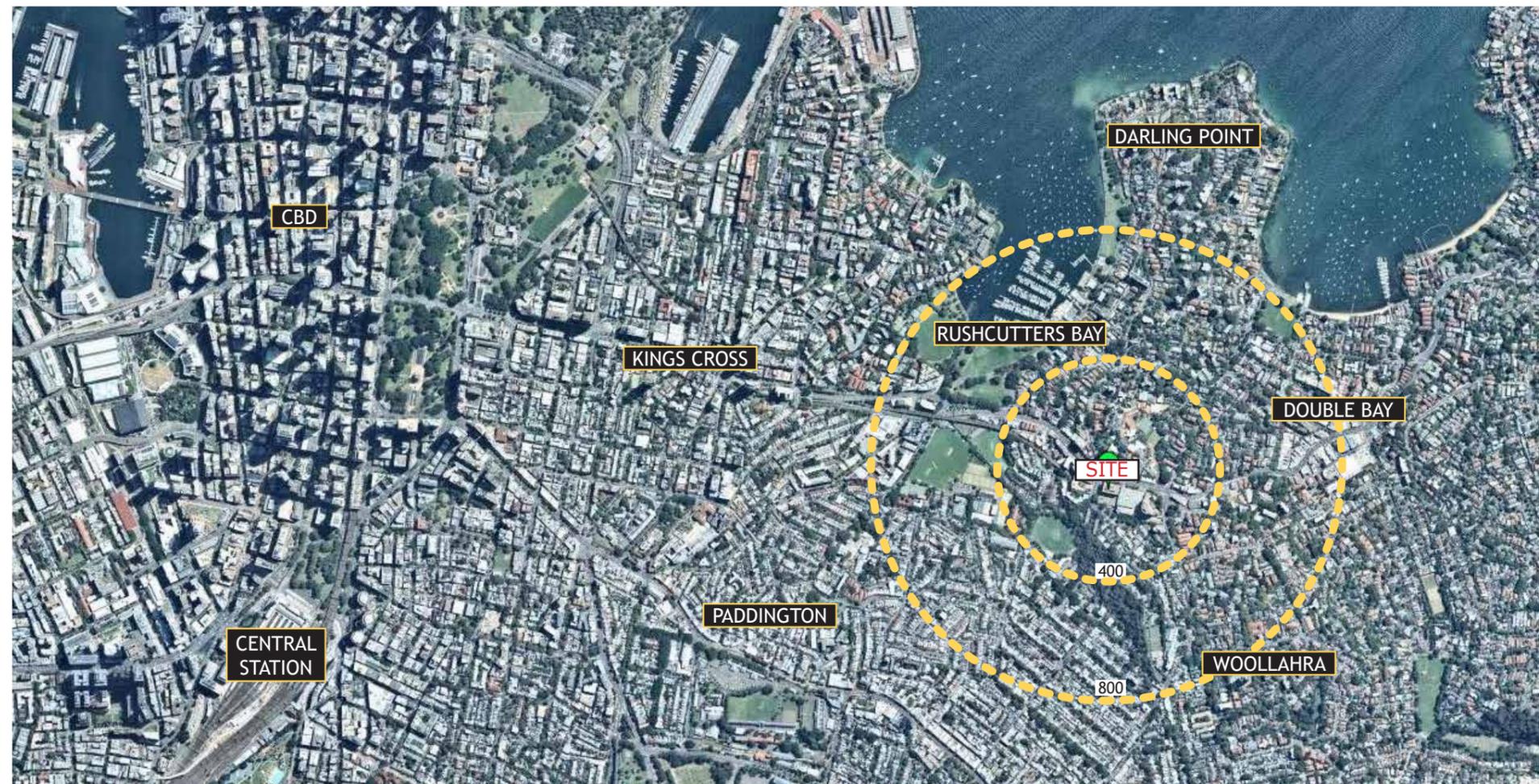


Figure 1. Aerial photo showing the site in context.

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## 2. STRATEGIC ANALYSIS



## 2.1 A METROPOLIS OF THREE CITIES

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

### A Metropolis of Three Cities

A Metropolis of Three Cities strategic plan (the plan) is developed by the Greater Sydney Commission setting a 40-year vision (to 2056). The plan establishes a 20-year strategic structure to manage growth and change for the Greater Sydney Region. The plan is also a tool to inform district and local planning frameworks as well as the assessment of planning proposals.

The Plan outlines directions established for delivering integrated planning outcomes and directions for how priorities may be implemented. Strategic aims for 2036 includes increased density with little change in the outward spread of the urban fabric of Sydney's Metropolitan area (Urban Sprawl). Urban areas within the metropolis are expected to increase in intensity of development within existing centres and the existing urban areas.

Directions for Infrastructure and Collaboration nominate increased 30-minute access to a metropolitan centres as a mechanism to accommodate future growth. The plan nominated a number of priorities which are pivotal in understanding the future role of Edgecliff within the metropolitan context and the site within it.

Objective 14 for Integrated land use and Transport sets out how walkable and '30-minute cities' are created emphasising the delivery of a '30-minute city' where most residents can access their metropolitan centre or cluster within 30 minutes using public transport. The objective also nominates:

- The need for co-locating activities in metropolitan, strategic and local centres and attract housing in and around centres to create walkable, cycle-friendly neighbourhoods;
- Priorities to develop more efficient public transport interchanges to enable people to reach more destinations by transferring between different services;
- The importance of enhancing walkability in and around metropolitan, strategic and local centres is a priority. Direct, safe and accessible routes to local destinations and services should be prioritised within a 10-minute walk of centres (refer Objective 12). This may require improvements to the street environment to encourage walking and cycling through place-based planning principles.

The diagrams summarising Greater Sydney's changing urban form since 1996, clearly shows that Sydney's inner east and the areas around Double Bay, Edgecliff and Woollahra have substantially increased in density compared to other areas of the metropolitan area as seen in Figure 1.

### A vision for a 30 Minute City

According to the plan, the Future Transport 2056 vision for a 30-minute city is one where people can access jobs and services in their nearest metropolitan and strategic centre within 30 minutes by public transport to improve the quality of life for the urban population (Livability), reducing commuting time (Productivity) and reducing average journey lengths as well as increasing the proportion of trips by public transport, walking and cycling (sustainability).

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

The vision is to ensure maximum 30-minute distance from strategic centres and major job hubs including Sydney's CBD, Bondi Junction and the Randwick Health and Education Precinct.

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

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

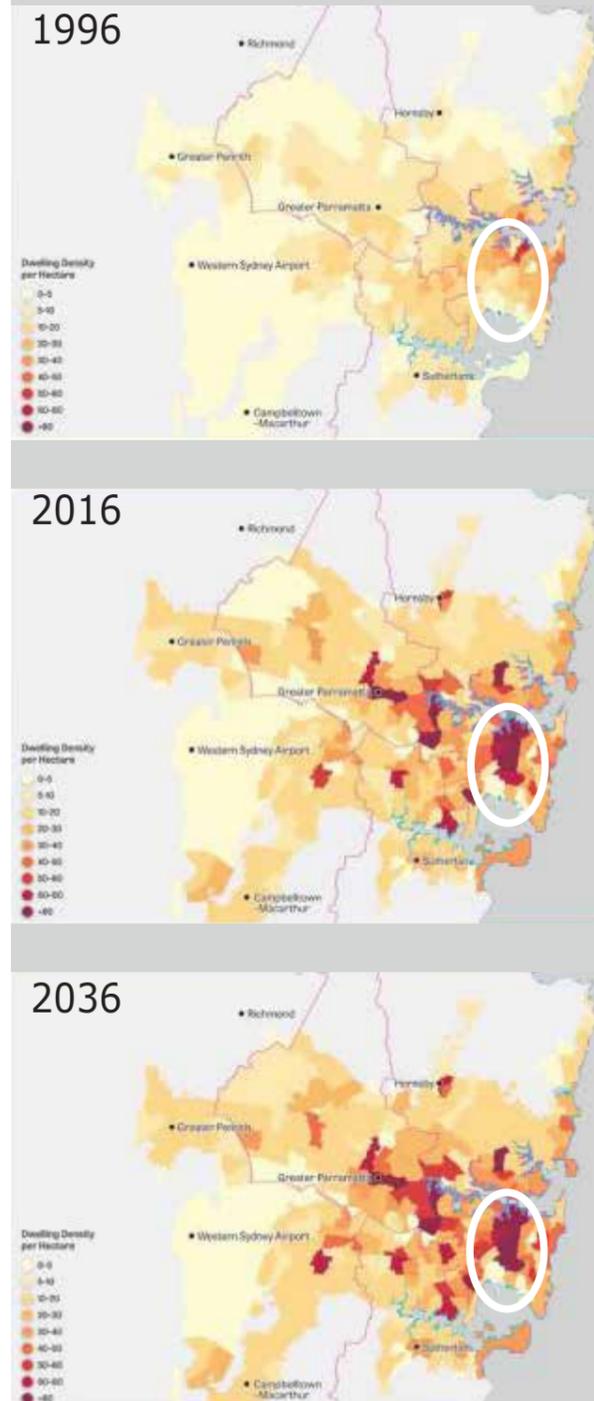


Figure 2. Greater Sydney's Changing Urban Form 1996 - 2036. Adapted from A Metropolis of Three Cities.

The plan nominates Edgecliff as a local centre in the Eastern District Plan. Objective 22 (A Metropolis of Three Cities strategic plan) relates to Investment and business activity in centres and states the following for Local centres:

- Increasing the level of residential development within walking distance of centres with a supermarket is a desirable livability outcome.

The Edgecliff Center is a bus and rail transport interchange. According to the plan, Future Transport 2056 identifies the importance of transport interchanges as places which offer a high level of accessibility as service frequencies and travel times are improved. There will be potential for interchanges to deliver mixed-use, walkable, cycle friendly centres and neighbourhoods. The plan requires that Councils consider local conditions through place-based planning that provides for centres around interchanges to grow and evolve over time and potentially become strategic centres.

A complex suite of parameters impact urban expansion. As part of our analysis, we have compared travel times to the CBD vs geographical distance to understand what the strategic directions may mean for the future of Edgecliff and found that the Edgecliff has a potential role to play in the future as part of the CBD edge.

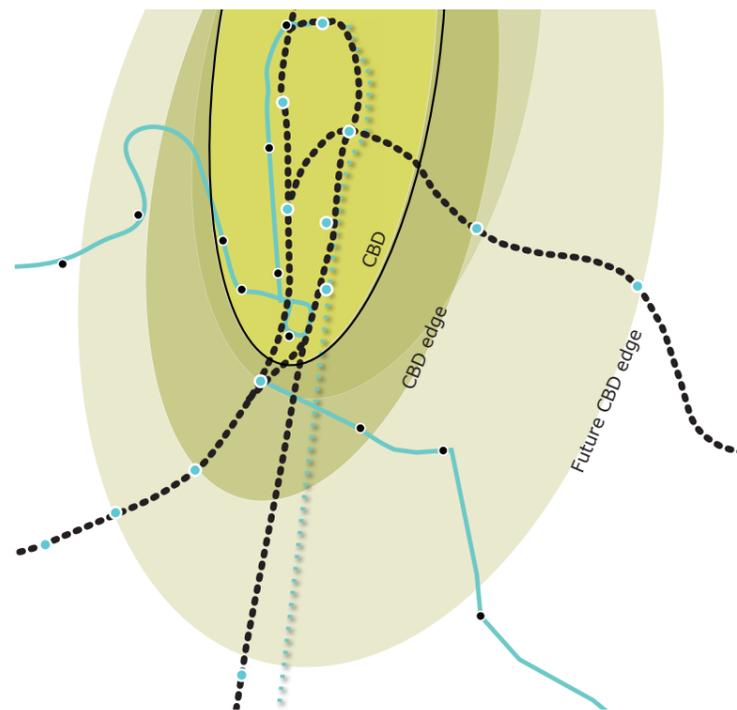


Figure 3. Principle diagram for Sydney's CBD current edge and its potential future expansion.

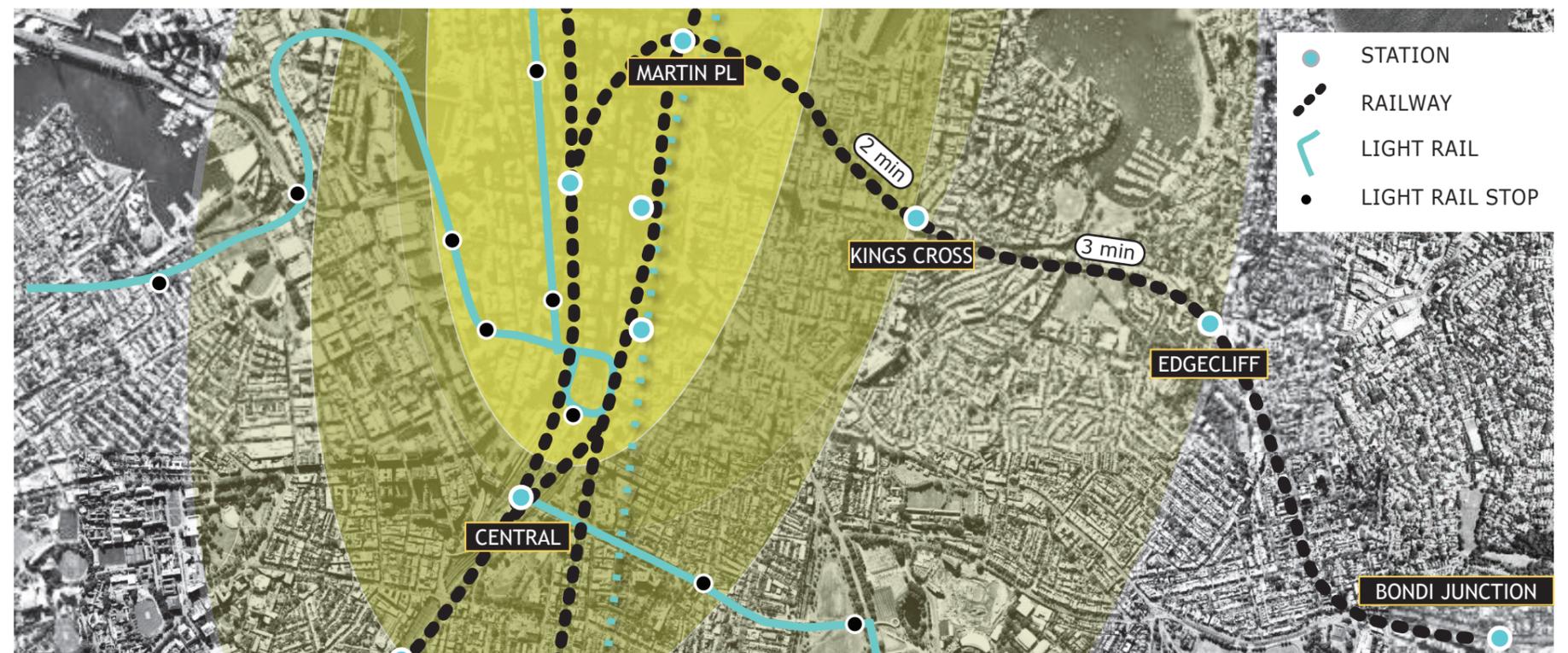


Figure 4. Map showing train travel times to the CBD from Edgecliff and translation of the city edge onto a current aerial photograph.

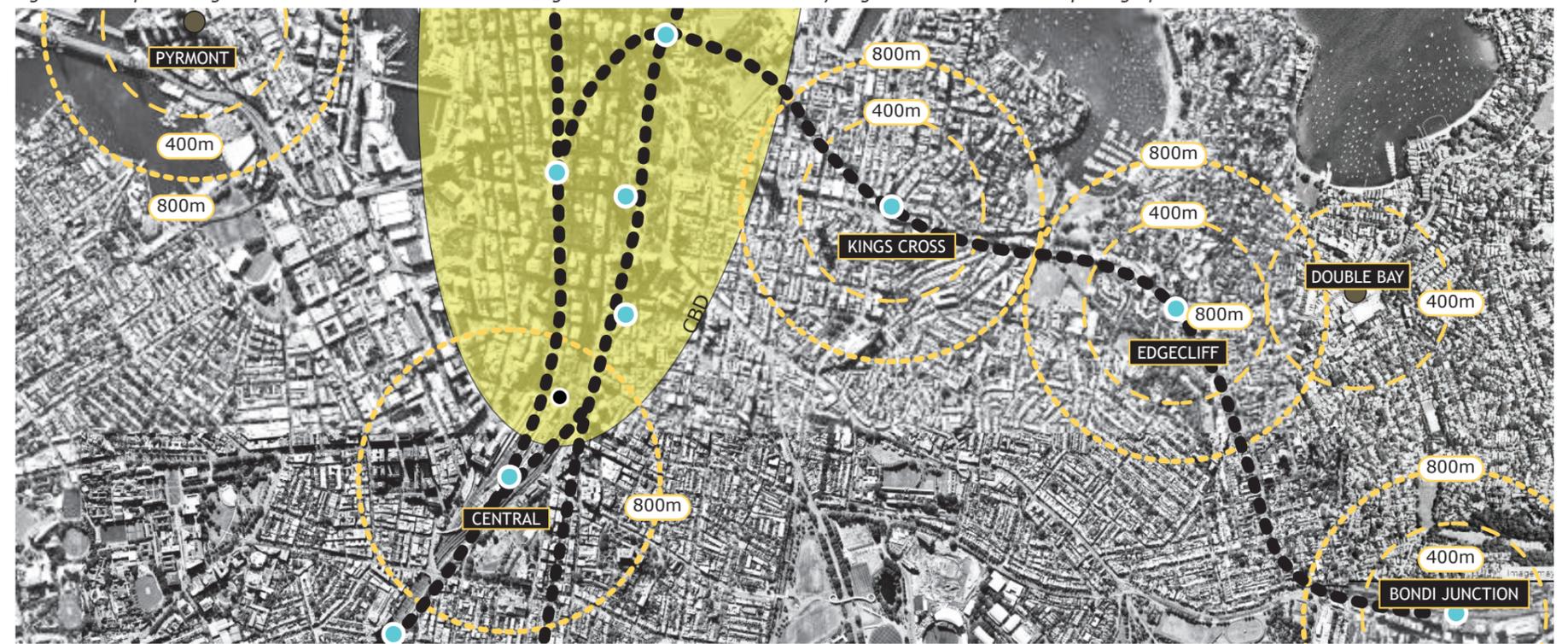


Figure 5. Map showing travel times to the CBD from Edgecliff including travel by train and walkable catchments.

## 2.2 THE EASTERN CITY DISTRICT PLAN

The Eastern City District Plan currently identifies Edgecliff as a Local Centre in proximity to Double Bay which are also nominated as a Local Centres. Bondi Junction is identified as a Strategic Centre and is located approximately 2km southeast of the site. Edgecliff is identified as having potential housing, retail and commercial growth opportunities within 800m walking catchment focusing on the public transport node. The subject site is directly adjacent to the transport interchange (Train and Bus services). Planning Priorities identified include:

- Creating and renewing great places and local centres and respecting the District's heritage

- City supported by infrastructure
- Housing Supply and Choice

Principles for local centres include:

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

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

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

Edgecliff is a well-established local centre located along New South Head Road. This is a state arterial road servicing the surrounding neighbourhoods, centres, public open spaces, parks and waterfront areas. Edgecliff includes a retail and commercial strip identified in Figure 7.

The Centre is strategically located close to:

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

This provides an opportunity for the centre to better contribute to the future growth of the district and revitalise the local centres and increase patronage of the existing railway connection allowing commuters to reach the CBD within minutes.

Further emphasis on the planning priorities and more detailed strategic aims are found in local strategic policies as discussed in the following pages.

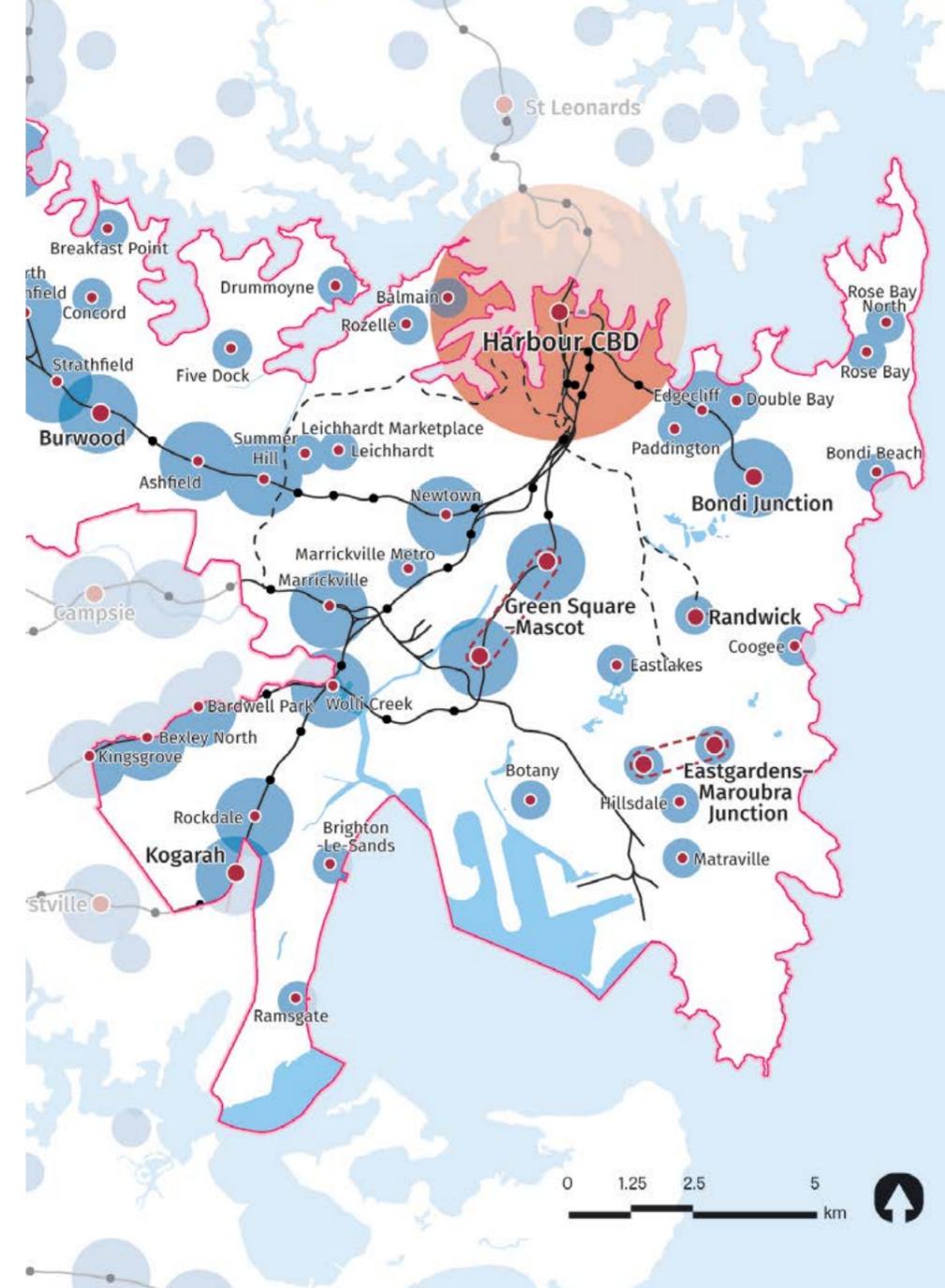


Figure 6. Eastern District Plan centres (Eastern City District Plan).



## 2.3 LOCAL STRATEGIC CONTEXT

As part of GMU's strategic review, we have reviewed the Local Strategic Planning Statement (LSPS) prepared by Woollahra Council. We understand the statement was approved by Council at the meeting of 24 February 2020 and was commenced 31 March 2020.

### Woollahra Local Strategic Planning Statement

The document sets out a 20-year land use vision, nominating a series of planning priorities for the LGA. The document includes a local vision to guide future development, nominating local planning priorities and associated strategies and actions.

Planning priorities set out in the LSPS include Infrastructure and Collaboration and we understand Council is seeking to implement the following strategies to further the transport network including:

1. Planning for integrated land use and transport for a healthy, sustainable, connected community and a 30-minute city to ensure convenient access to Sydney City, Bondi Junction and the rest of the eastern suburbs. According to Principle No 1, Council will also support access to a range of sustainable transport options that contribute to achieving a 30-minute city.

Nominated actions under Principle No 1 includes:

- 3) Support implementation of the Woollahra Integrated Transport Strategy (due 2020) to increase integration of transport infrastructure and services across the Eastern City District;
- 6) Work with our community and government agencies to increase the role of Edgecliff as a key transport interchange.

Guiding principles for planning integrated land-use and transport provided in the LSPS include the 30-minute City which is consistent with the 40-year strategic plan for the Sydney Metropolitan area (A Metropolis of Three Cities strategic plan).

The LSPS goes on to nominate the vision for Greater Sydney where most people live within 30 minutes travel time of jobs, education, health facilities, day-to-day services, retail, fresh food and great places. It is based on access to the nearest metropolitan and strategic centres within 30 minutes, seven days a week by public transport. As discussed in the previous chapter of this report, Edgecliff is especially well-placed to achieve outcomes in accordance with the district and local strategic aims as it is located only minutes from both the CBD and Bondi Junction and benefits from high amenity through proximity to facilities, open space and views.

As discussed in a previous chapter of this report, GMU note Objective 22 of the Metropolis of Three Cities strategic plan nominates that Councils are to consider local conditions through place-based planning that provides for centres around interchanges to grow and evolve over time and potentially become strategic centres. We note that local nominated actions (Principle No 1) seeks to further increase Edgecliff's role as a key transport interchange. This direction is likely to impact on Edgecliff's strategic position in the future.

## 2.4 TRANSPORT INTERCHANGE

### Edgecliff Transport Interchange

GMU commend Woollahra Council's determination to prioritise improved connections and interchange upgrades, improving the connectivity of the wider area providing convenient access to Sydney's CBD and other major job hubs. We therefore consider the re-development of the Edgecliff Centre site to be a unique contributor for Council to achieve the short to medium term action (6) nominated under Planning Principle No. 1 in accordance with strategic aims for the Greater Sydney Region.

The LSPS connectivity diagram (Figure 7) illustrates how the Edgecliff Centre block is the transport interchange for various modes of transport including rail connections, existing cycle ways and bus routes servicing the peninsular and areas to the south.

The bus interchange is located adjacent to the Edgecliff Centre site at the roof top level of the East Point Fair. It allows commuters to travel by train from and to Sydney's CBD. For residents and visitors to Double Bay, Darling Point, Point Piper and Paddington, Edgecliff Interchange is the nearest major public transport hub providing fast access to major employment opportunities in the CBD. This makes Edgecliff a key element for the LGA in meeting local strategic aims to further implementation of the 30 Minute City.



Figure 7. Connectivity diagram (Woollahra LSPS).

## 2.5 LOCAL CONTROLS - LEP

GMU have reviewed the current applicable controls for the area and the site. The applicable controls are summarised below including zoning, Height of Building and FSR. The subject site is located within the B2 zone (Local Centre) along New South Head Road adjoining the B4 (Mixed use) B4 corridor to the north and west of the site. To the south of New McLean Street the land is zoned R3 (Medium Density Residential).

On the following pages is a brief summary of the local controls applying to the site and surrounding areas.

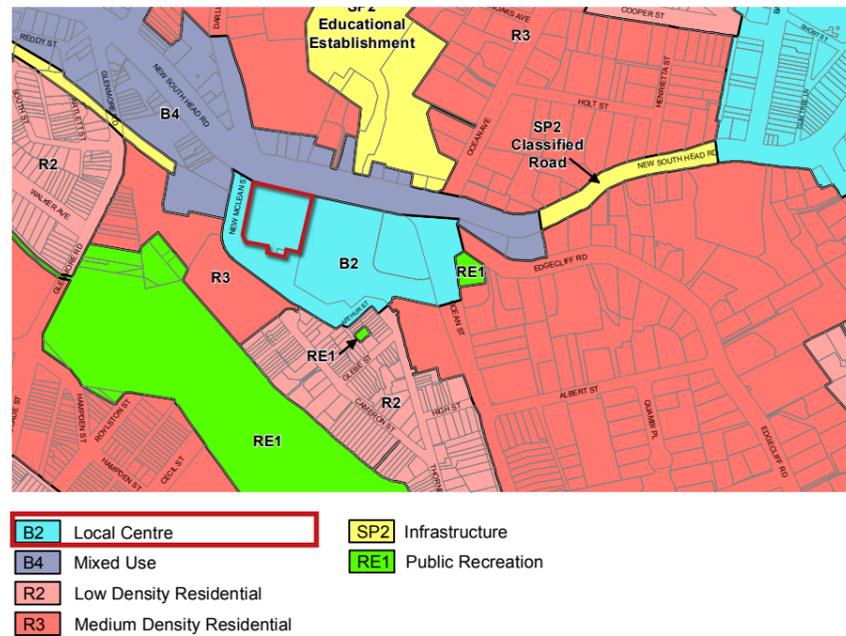


Figure 8. LEP Zoning Map (Woollahra LEP 2014 - Map 003).

The objectives of the B2 Local Centre zone (Woollahra Local Environmental Plan 2014) are:

- To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area.
- To encourage employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.
- To attract new business and commercial opportunities.
- To provide active ground floor uses to create vibrant centres.
- To provide for development of a scale and type that is compatible with the amenity of the surrounding residential area.
- To ensure that development is of a height and scale that achieves the desired future character of the neighbourhood.

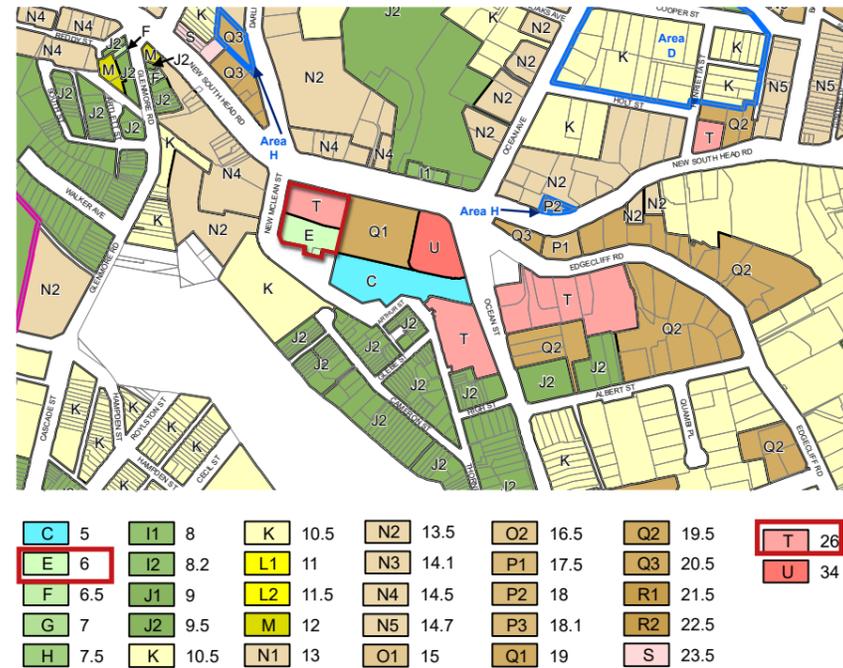


Figure 9. LEP HOB Map (Woollahra LEP 2014- Map 003).

The aims and objectives for height of buildings as per Cl. 4.3 in WLEP 2014 aim to:

- To establish building heights that are consistent with the desired future character of the neighbourhood,
- To establish a transition in scale between zones to protect local amenity,
- To minimise the loss of solar access to existing buildings and open space,
- To minimise the impacts of new development on adjoining or nearby properties from disruption of views, loss of privacy, overshadowing or visual intrusion,
- To protect the amenity of the public domain by providing public views of the harbour and surrounding areas.

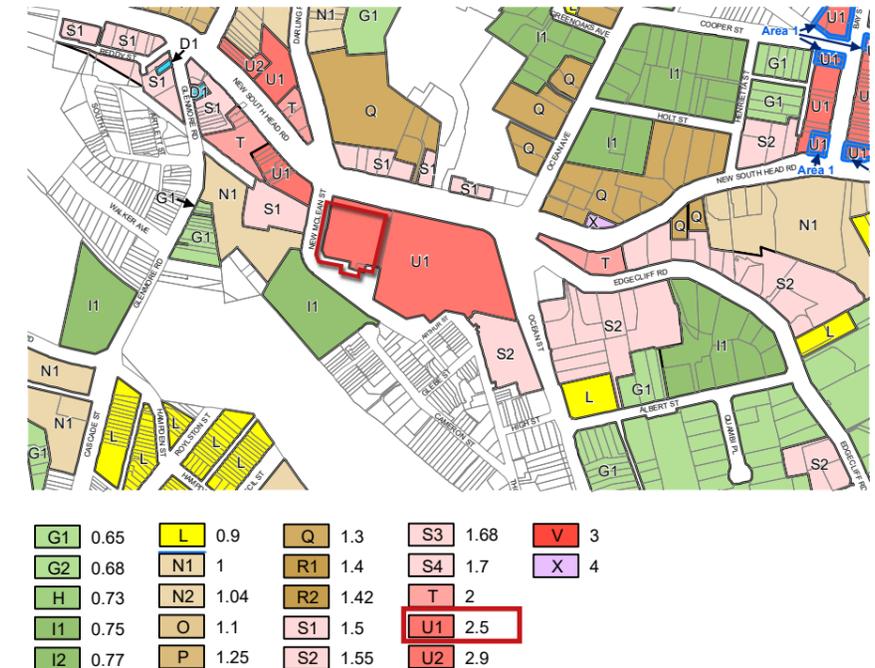


Figure 10. LEP FSR Map (Woollahra LEP 2014 - Map 003).

The aims and objectives for the floor space ratio (FSR) as per Cl. 4.4 in WLEP 2014 aim to:

- For buildings in Zone B1 Neighbourhood Centre, Zone B2 Local Centre, and Zone B4 Mixed Use—to ensure that buildings are compatible with the desired future character of the area in terms of bulk and scale.
- The maximum floor space ratio for a building on any land is not to exceed the floor space ratio shown for the land on the Floor Space Ratio Map.

We understand the site does not contain any heritage items but local item 674 (local street name inlays) is located to the south along New McLean Street. A heritage conservation area is located south of McLean Street.

## 2.6 LOCAL CONTROLS - DCP

Woollahra DCP 2015 currently applies to the subject site providing a suite of development controls to guide future development for the area nominated as the Edgecliff Mixed Use Centre (Figure 11). Key controls within the relevant chapters are summarised in the following.

### D2.2 New South Head Road corridor, Edgecliff

The key current development controls applicable to the New South Head Road corridor, Edgecliff are summarised below. This part of the DCP provides a Character Statement, Desired Future Character Statement and objectives to guide development within the precinct and ensure key character elements are appropriately considered.

**Chapter D2.2.2 Desired Future Character Statement** includes the following character observations:

- This mixed use corridor is a highly urban environment and it is important that it meets high standards of visual quality and pedestrian amenity.
- This part of New South Head Road is a main entry point to the Municipality and it is important that the experience and journey through the centre makes a positive impression. Everything that can be seen and experienced in the street is therefore relevant.
- Development fronting New South Head Road will generally contain four to six storey mixed use buildings. Building facades, in terms of detailing and building materials, should be well designed, with particular consideration to how the buildings are interpreted from moving vehicles, so that the view driving along New South Head Road contributes to the public domain. At street level, buildings should respond to pedestrians by providing human scale design elements, interesting frontages and awnings for protection.
- Development within this corridor must consider its impact on the adjoining Paddington heritage conservation area, including Glenmore Road, which is an important gateway entry to Paddington. Development should protect and respond to the character and scale of the heritage conservation area.
- The New South Head Road mixed use corridor permits a range of residential and commercial land uses, including restaurants and cafes which should contribute to a more vibrant centre, particularly at night. Though certain types of convenience retailing opportunities are constrained by the restricted parking, it is expected that comparison specialist retailing, such as homewares and furniture shops, and complementary offices, such as medical suites, will capitalise on the excellent access to public transport, high visual exposure and proximity to the Sydney CBD.

Chapter D2.2.2 includes a number of development controls applying to sites located within the New South Head Road Corridor.

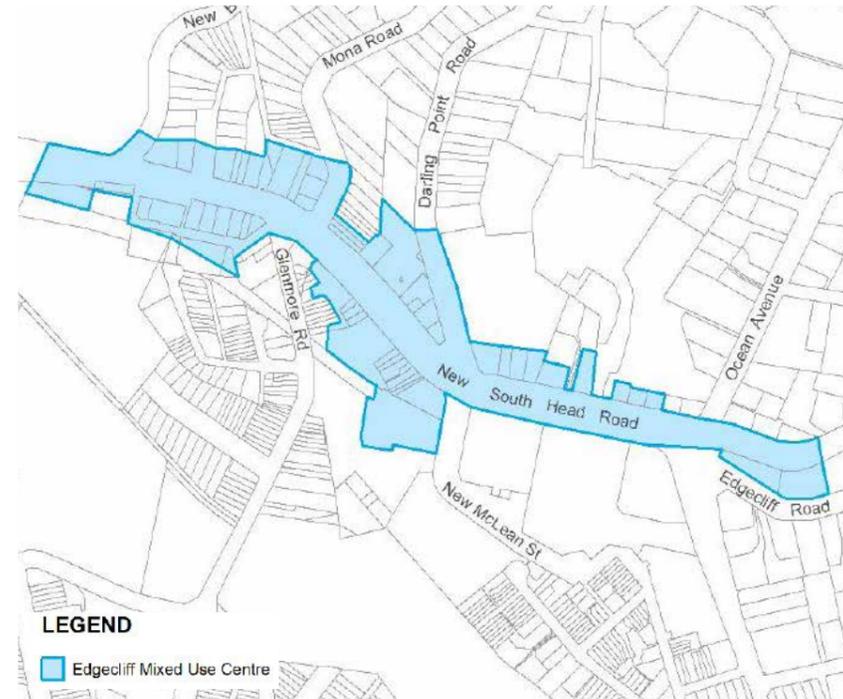


Figure 11. Edgecliff Centre Map (Woollahra DCP).

### Chapter D4 Edgecliff Centre

The chapter contains controls for the Edgecliff Mixed use Centre. The land is zoned B2 Local Centre under the Woollahra Local Environmental Plan 2014 (LEP).

This chapter of the DCP seeks to ensure that development has regard to its context and is compatible with the desired future character for the Edgecliff Centre.

The objectives of the chapter includes:

- To encourage a high standard of architectural and landscape design in any new development within the centre.
- To protect the amenity of residential and commercial development.
- To protect the amenity of adjoining residential areas.
- To improve connections within the centre and into the surrounding commercial and residential areas.
- To enhance the way development contributes to a sense of place. To encourage a diverse mix of uses in the centre whilst maintaining its role of providing medical services. To activate the frontage to New McLean Street and Arthur Street.

Chapter D4.1.5 states the following:

Applicants need to demonstrate how their development fulfils the relevant objectives and preserves or enhances the important character elements for the precinct, having particular regard to:

- Surrounding building height, bulk and scale
- any predominant architectural styles, roof forms, materials and colours
- Prevailing building lines
- Existing and proposed uses
- Landscape and vegetation features
- Topography
- View corridors
- Pedestrian access and amenity
- Interface between the private and public domain
- Adjacent residential areas.

#### D4.2.1 Precinct character statement

The statement includes the following for the Edgecliff Centre site:

The Edgecliff Centre is part of the wider Edgecliff commercial area which includes the land zoned B4 Mixed Use along New South Head Road. New South Head Road is a major State road linking the Eastern Suburbs to the city and is the primary route for vehicles to the Edgecliff Centre.

The Edgecliff Centre comprises three main sites: two contain a multi-storey retail and commercial buildings. The centre provides a good range of convenience retailing opportunities, including supermarkets and speciality stores and services the surrounding residential suburbs including, Edgecliff, Elizabeth Bay, Darlinghurst, Darling Point, Kings Cross, Paddington, Potts Point, and Woollahra. The centre also has a high proportion of medical services and experienced a 40% increase in health care related jobs from 2006 to 2011.

The Edgecliff Bus and Rail Interchange also form part of the centre. Local and regional bus routes service the bus interchange which is located above the East Point Shopping Centre.

The statement goes on to describe the existing built form including how the centre primarily addresses New South Head Road. On New McLean Street, car park entries and loading bays dominate the streetscape, and the landscaping is sparse and uncoordinated. This creates an unwelcoming pedestrian environment with little visual interest and provides a harsh transition to the residential land opposite.

The statement also nominates that connectivity across the centre is restricted as the Eastpoint Shopping Centre and Edgecliff Centre car parks are separate despite being located next to each other. This also unnecessarily increases the number of vehicle crossings on the New McLean Street frontage.

Views and vistas are described including significant views from existing buildings to Port Jackson in the north, Sydney CBD to the west and generally within the region. From street level views of the local region, CBD and Harbour Bridge are possible. The key views and vistas are identified in Figure 12.

The statement also outlines that from the residential tower and commercial offices at either end of the centre, iconic views are possible, such as to the Opera House and Harbour Bridge.

#### D4.2.2 Desired future character

The DCP states that the Edgecliff Centre will reinforce its role as the focus of retail and business activity and continue to be convenient place for people to meet, work, shop and use services.

The built form will promote an urban environment which meets high

standards of visual quality and pedestrian amenity.

Buildings will be up to eight storeys on New South Head Road and transition down to one to two storeys at New McLean Street frontage. At the corner of Ocean Street and New South Head Road buildings up to 10 storeys are permitted.

New McLean Street will have an active street frontage and parking and servicing arrangements will be reconfigured to be less visually intrusive. The amenity will be improved by including streetscape works, landscaping and reducing the frontage dedicated to vehicle movements.

Pedestrian links across the centre and through the centre to the bus interchange and railway station, will be enhanced. The connections to the surrounding New South Road commercial corridor and nearby residential land will increase pedestrian activity and convenience. Where commercial development addresses a street, awnings will be provided at street level for weather protection.

Given the excellent public transport access, the centre is ideally located for increased residential and commercial land uses. Retailing, medical and health related services and professional services will continue to cater for the needs of the local community.

#### D4.2.3 Objectives and controls

This chapter nominates a suite of built form controls for the Edgecliff Centre site however, only key controls are summarised below. Detailed controls relating to future architectural solutions are not relevant to this report or it's conclusions relating to the desired future character for the area. Relevant controls include:

Objectives -

- To promote an attractive street wall.
- To ensure building articulation makes a significant contribution to the design of buildings.
- To improve the relationship of buildings to the public domain.
- To ensure that development enhances the visual quality and identity of the centre through well considered design, high quality materials and facade colours that do not dominate the street.
- To improve pedestrian access between the commercial buildings in the centre.
- To use public art to facilitate a connectedness between the development and the public domain.
- To ensure that mixed use developments are designed to minimise conflict between different uses on the site.
- To protect the amenity of adjoining residential zoned land.

- Minimise overshadowing of adjoining

Key controls -

- The ground floor of the building on New South Head Road is setback 3m.
- The building at 203-233 New South Head Road addresses New McLean Street, is related to the scale of pedestrians and provides visual interest. This may be achieved by:
  - a) providing an active frontage to New McLean Street;
  - b) reconfiguring the parking and servicing arrangements so these do not dominate the streetscape; and
  - c) reducing the number and width of vehicle cross overs.
- The design of the lower part of the street facade relates to the scale of pedestrians.
- To ensure the permeability and connectivity of the centre is improved. For example, by providing north-south thoroughfares and improving links between the retailing spaces and the public transport facilities.
- Design Quality of Residential Flat Development (SEPP 65) is a mandatory consideration for all applications for a residential flat building that is three or more storeys and contains four or more self-contained dwellings. This includes mixed use development with a residential component.
- Ensure solar access to the Trumper Park Oval is provided between the hours of 10am and 2pm on 21 June. Where existing overshadowing is greater than this, sunlight is not to be further reduced.

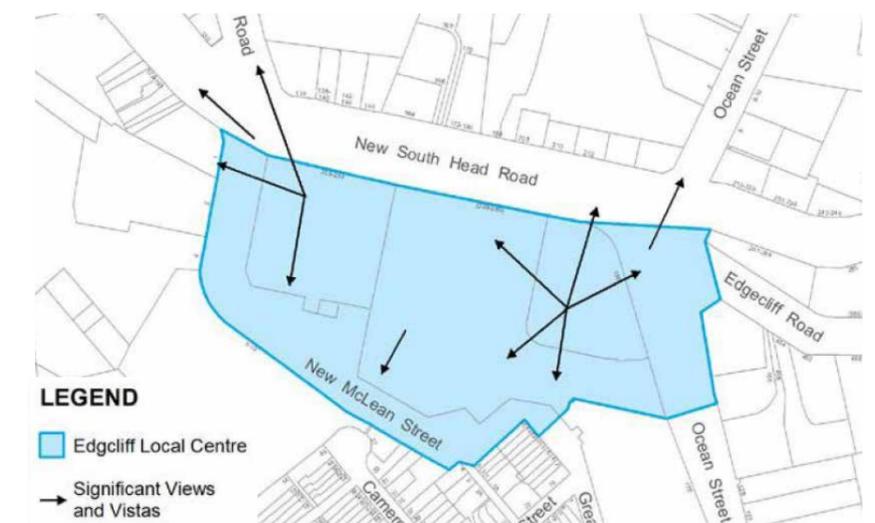


Figure 12. Edgecliff Centre (Woollahra DCP).

## 2.7 OPPORTUNITY SITES IN EDGECLIFF

As part of the Opportunity Sites Document prepared by Woollahra Council (dated June 2010), 26 locations were identified as 'opportunity sites' to increase dwelling capacity and meet the housing targets set out by the NSW Government in the East Subregional Strategy in 2010.

According to information sources from Council's website, the opportunity sites were identified following planning analysis of all land within the Woollahra Local Government Area (LGA), and are estimated to yield 1,000 new dwellings. Each of these sites has an increased development potential through increased maximum building height and floor space ratio and in some instances by rezoning to allow residential flat buildings or mixed use developments. For the Edgecliff Centre area, 4 sites were identified including:

- 1. Edgecliff Centre: 203-233 and 235-285 New South Head Road
- 2. Western Gateway: 73-79 New South Head Road (service station site)
- 3. Western Gateway: 2-14 New South Head Road
- 4. Eastern Gateway: 240-246 New South Head Road

These sites are identified on the adjacent diagram.

The key justifications nominated by Council for planning changes for the subject site were:

### 1- Edgecliff Centre: 203-233 and 235-285 New South Head Road

- The need to increase the development potential in centres to promote more sustainable and public transport oriented development.
- Potential to meet 40% of the growth required.
- Protection of residential areas from significant change.
- The benefit of uniting two sites that currently function separately, improving the retail experience and customer amenity.
- An increase to the site's FSR up to 6.05:1.
- An increase to the site's height up to 53m (17 storeys).

Other than the site located at the eastern gateway, the remaining three sites have been deferred by Council subject to further investigation and 'strong and supportable reasons'. We understand that Council is currently undertaking an analysis of both local centres which includes these opportunity sites in Edgecliff. However, progress on this work is not yet evident and conclusions have not yet been exhibited.

The main reasons why these selected specific sites were nominated for future growth, was that the study focused on transit oriented development and accentuating prominent locations such as arrival points and core areas. This strategy is still relevant and should be considered as part of the analysis of the existing and future development scales and densities along New South Head Road. GMU note that the Edgecliff Commercial Centre Planning and Urban Design Study is nominated in the LSPS as expected for completion in 2020.

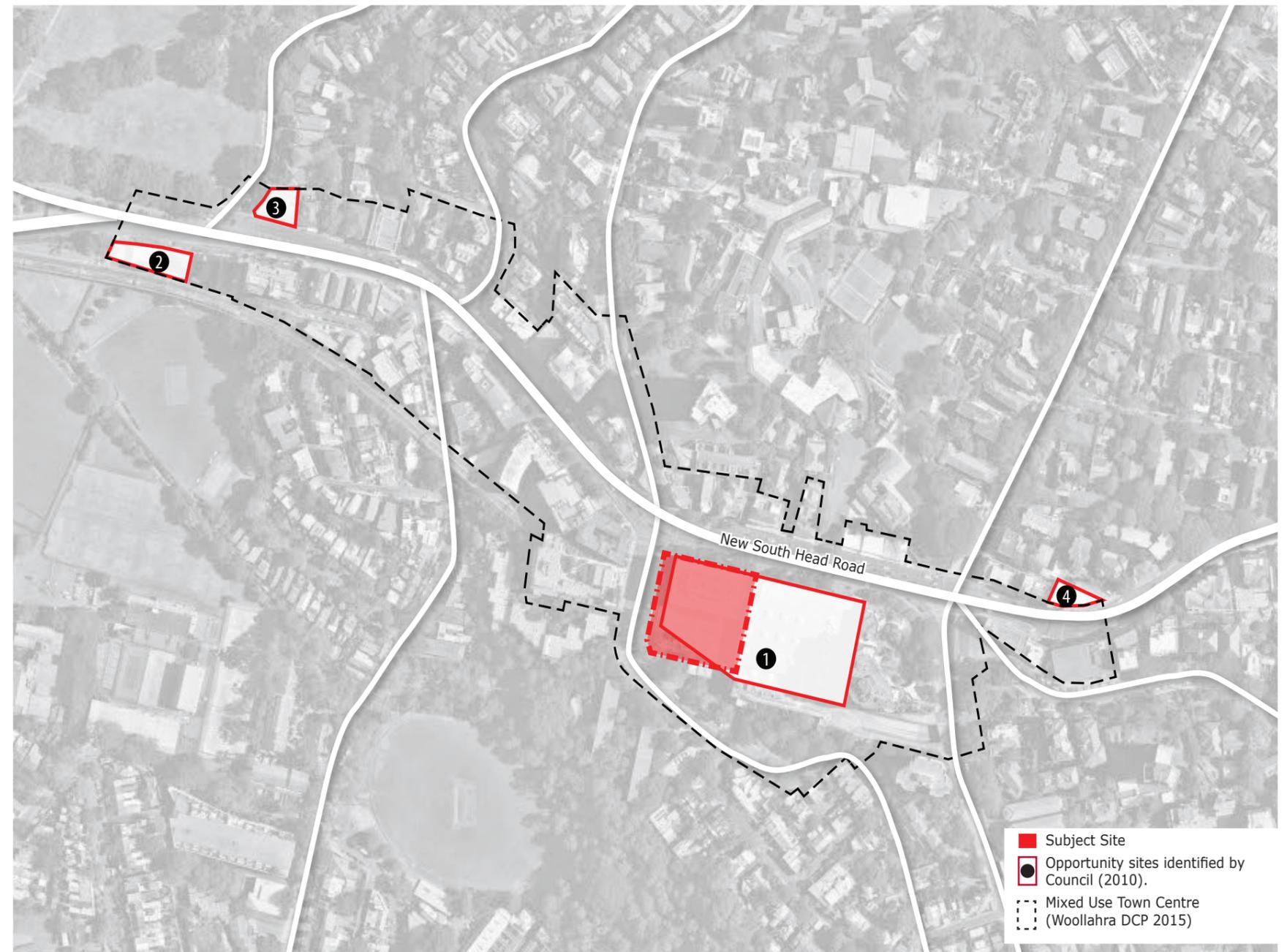


Figure 13. Diagram showing the location of opportunity sites according to Council's study.

## 2.8 URBAN PROFILE

As part of our strategic analysis, GMU have investigated development heights in other areas within similar proximity Sydney's CBD. These areas are expected to increase in height over coming years to accommodate increased densities. To understand the likely future urban profile of Edgecliff, we have also investigated the scale distribution along railway corridors in and outside Sydney's CBD.

### Development heights along railway corridors

The height and urban structure characteristics along Sydney transport corridors show a height concentration within centres and along the transport lines. In suburban areas outside the CBD, the height increase is often gradual with greatest scale at train stations and centre locations and then transitioning to the residential neighbourhoods as illustrated in the examples of Caringbah, Rockdale and Banksia. However, closer to the CBD edge, abrupt height differences are more characteristic with taller forms up to 30-45 storeys in clusters as discussed on the following pages.

### Urban structure of Edgecliff and its transport corridor

The main link from the CBD to Edgecliff for vehicular movements through Kings Cross is via William Street, the road underpass and Victoria Street. A variety of scales from lower heritage items as street wall buildings to high rise towers of in excess of 40 storeys is found along William Street with groupings of tower forms focused along the ridge line, in particular close to train station and marking the major intersections. This arrangement is similar to the subject site.

The future urban profile of Edgecliff should be informed by an understanding of development patterns found around the CBD edge to reflect the urban character of the locality and the proximity to Central Sydney. Edgecliff and Double Bay are both nominated as Local Centres in the strategic hierarchy similar to the suburban examples analysed by GMU. However, other parameters impact the development pattern and character of these local centres; Double Bay is located near the coast at the lowest elevation and has conservation areas with views over it with a historic small lot pattern prevailing. Edgecliff is located along the ridge line and is part of the major transport interchange nominated as part of the City-Serving Corridor (Future Transport 2056) minutes from the CBD. This and other local character elements should be carefully considered to arrive at a Desired Future Character for Edgecliff.

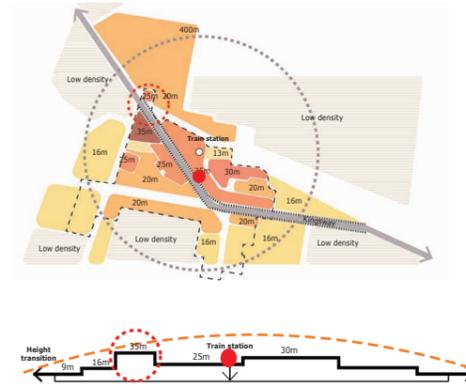


Figure 16. Caringbah Local Centre height distribution.

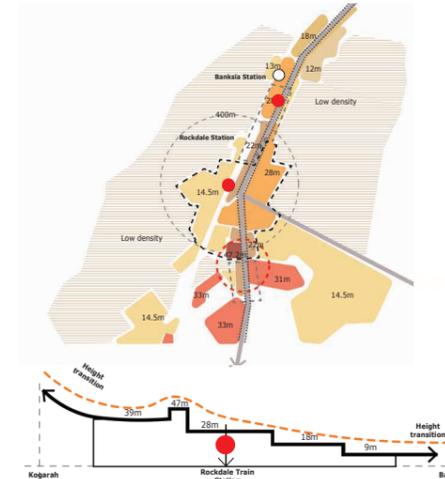


Figure 18. Rockdale Local Centre height distribution.

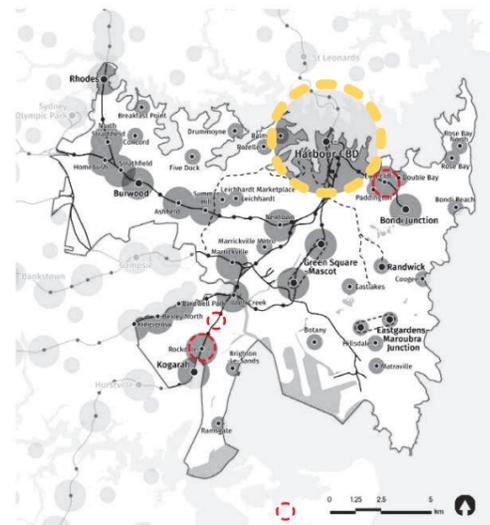


Figure 14. Adapted from Eastern District Plan.

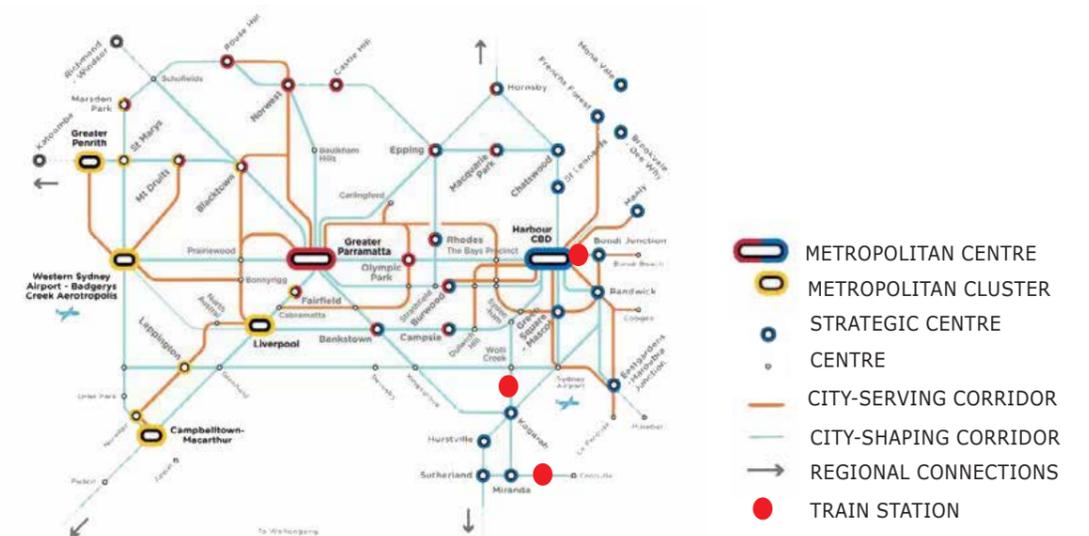


Figure 15. City-serving network diagram (Future Transport 2056).

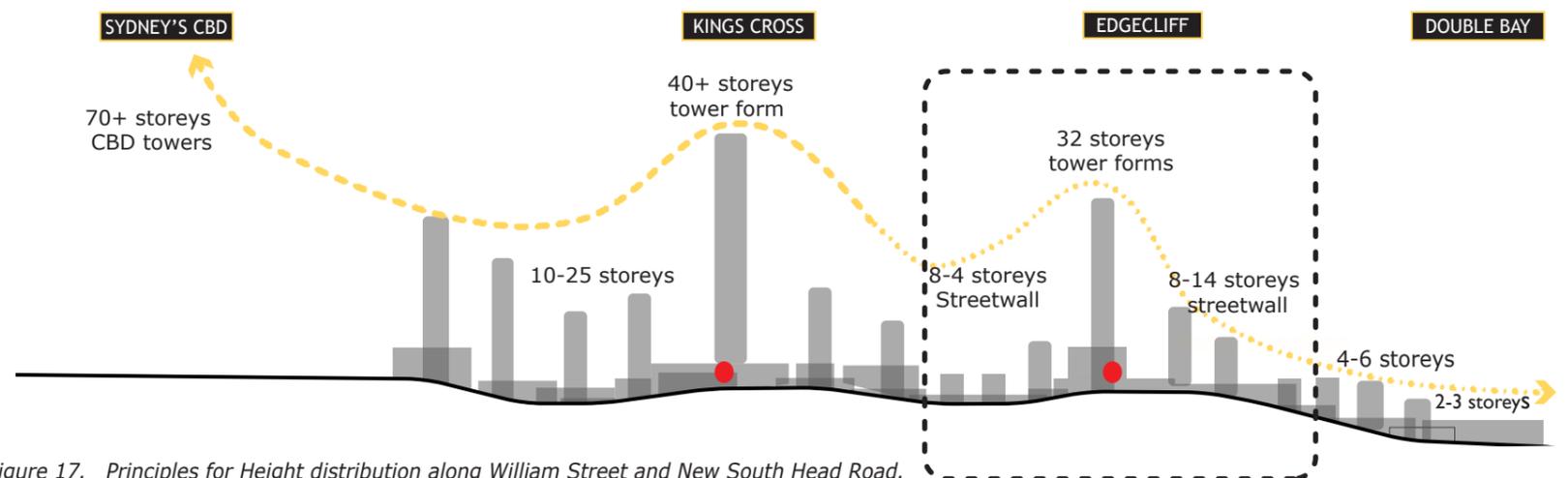


Figure 17. Principles for Height distribution along William Street and New South Head Road.

## 2.9 TOWER CLUSTERS

The future urban profile of Edgecliff should respond to the character of the CBD edge which will expand over time to meet strategic aims for increased density in and around the Harbour CBD.

### Tower clusters close to the Harbour CBD edge

Currently Kings Cross creates the eastern CBD edge. It's form gives clues and guidance to the possible future of Edgecliff. It exhibits a local example of a tower cluster which marks the entry to Kings Cross and Darlinghurst and the railway station with tower forms (up to 43 storeys) located close to the intersection and within proximity to the train station. Currently the entry to Edgecliff is announced by one taller buildings (32-storeys well away from the station) and a number of 10-12 storey towers setback from New South Head Road.

GMU's analysis shows an existing development pattern of tower clusters found around the CBD edge such as the Redfern Centre precinct, Central Park. Many of these clusters present a clearly defined grouping announcing a prominent location. Many of the tower clusters are located close to either an existing train station, light rail connections or an intended future metro station.

Cluster formations range in configuration and height with towers east of Redfern station of 18 storeys to towers in Bays Precinct (masterplan) of 40+ storeys. GMU note that Edgecliff currently only has two towers over 14 storeys at the centre whereas most other clusters include more than two towers and greater height.



Figure 19. Principle diagram showing existing and planned tower clusters.



## 2.10 SECTION CONCLUSION

Following our strategic analysis, it is clear the Edgecliff Centre site is ideally placed to deliver outcomes consistent with the 30-minute City vision A Metropolis of Three Cities located within short walking distance from the Station and bus interchange. Local strategic aims prioritise upgrades to the Transport hub and current DCP local character statements in for the mixed use centre and the site itself nominates a number of poor and unwelcoming outcomes resulting from the current arrangement on site.

The site was nominated as having redevelopment potential in Council's previous study and GMU's analysis of the urban profile of the context and the Sydney Metropolitan area indicates that future redevelopment of the site presents an opportunity to contribute to the sense of place by providing a built form announcing Edgecliff, the station and the eastern suburbs peninsular.

### 3. LOCAL CONTEXT ANALYSIS



### 3.1 LOCAL AREA CHARACTERISTICS

#### Topography and Connectivity

The Edgecliff Centre is located at the heart of the suburb of Edgecliff. Edgecliff is the gateway to the peninsular and the eastern suburbs. The area is well connected through the existing street structure and numerous public transport services within the local area including bus, train and ferry services.

According to Transport NSW's website, more than 16 bus routes connect the Edgecliff Centre to nearby suburbs and the wider area to the east and southeast. The main bus corridor along New South Head Road connects Edgecliff to Sydney's CBD and other destinations such as Centennial Park, Watsons Bay, Bondi Junction and Waterfall/Cronulla. Bus services also include regular school bus routes transporting local students as well as students arriving via Edgecliff Train station from the greater metropolitan area.

The mixed use corridor follows the alignment of New South Head Road and ridge lines. The station block core is located close to the peak of the ridge. This provides an opportunity for extended city, district and water views as seen in the images below. The topography accentuates the centre location and is unique to the area, adding to the character of the villages and the relationship between them i.e. Edgecliff is located on the ridge line whereas Double Bay is located on the valley floor further east as illustrated in Figure 19.

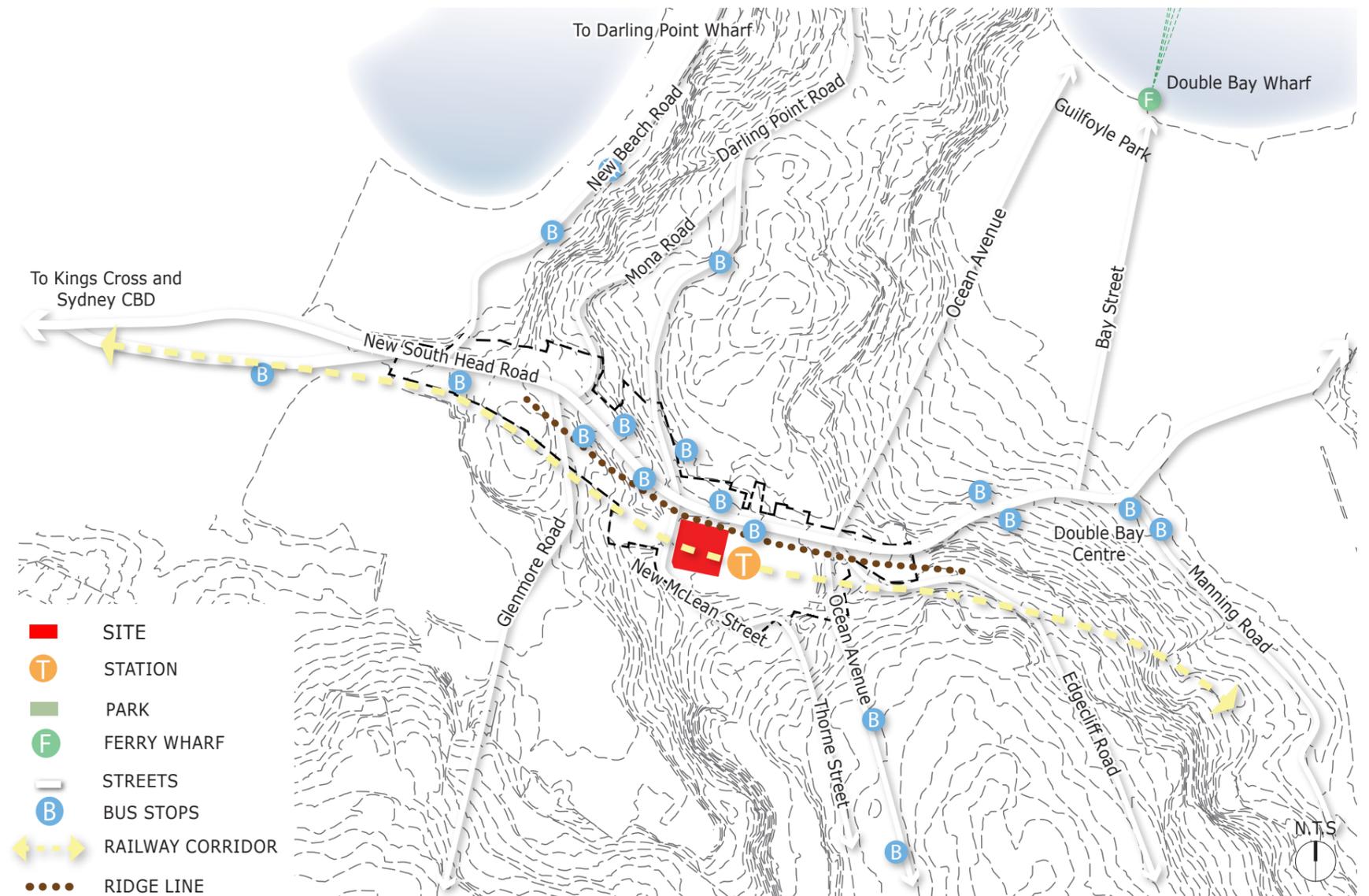


Figure 20. Topography and connectivity.



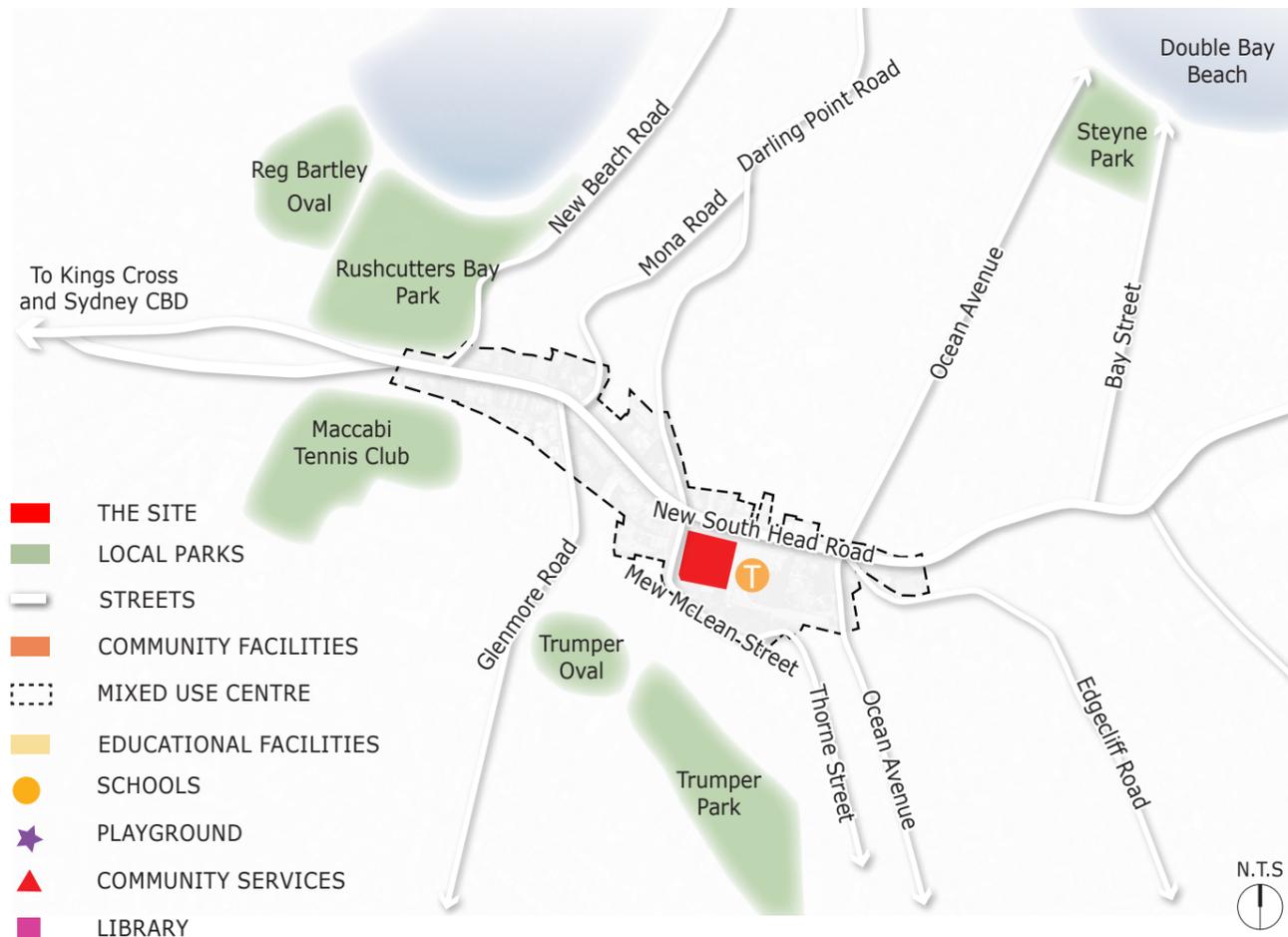


Figure 21. Open space amenity.

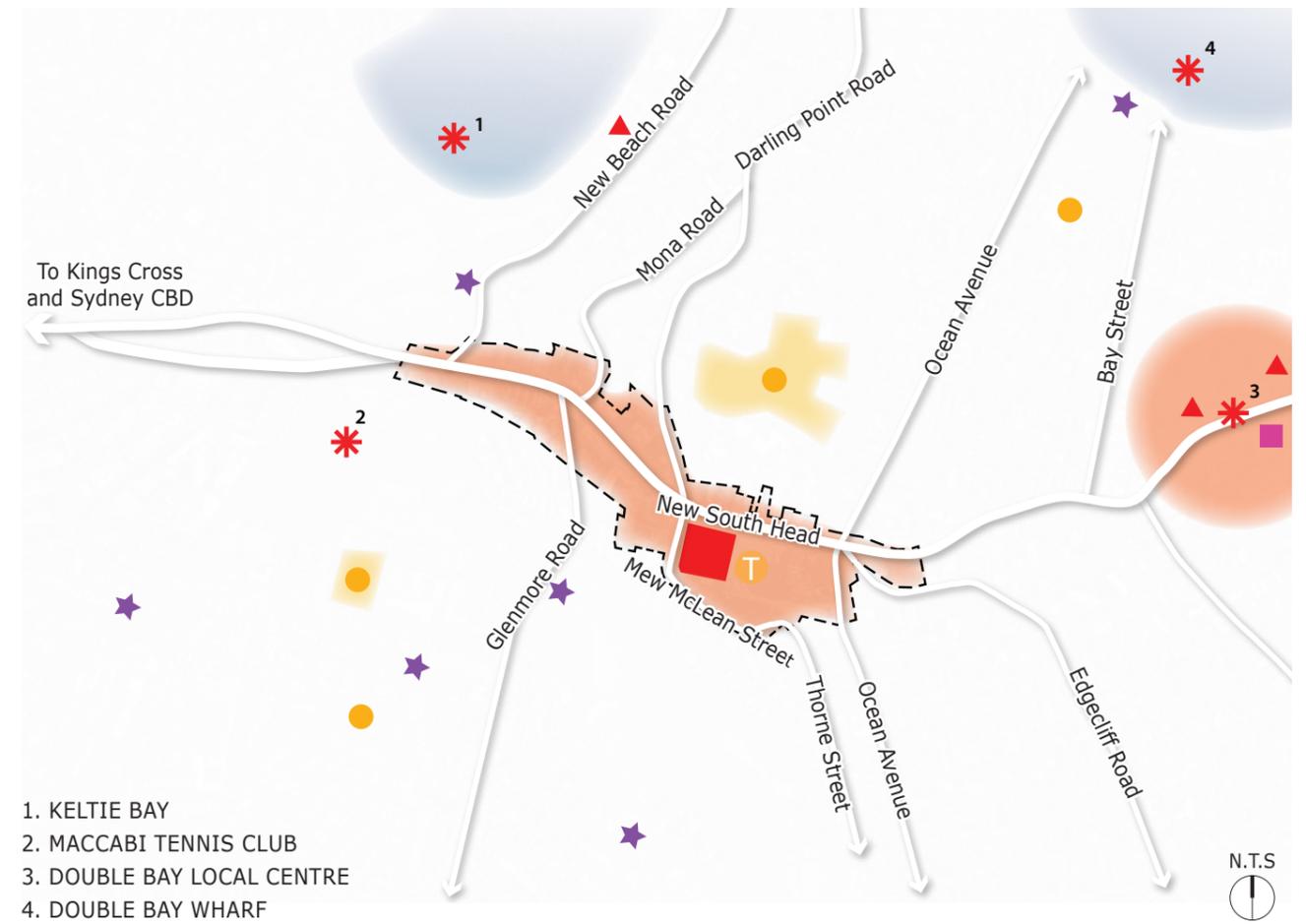


Figure 22. Local destinations and amenities.

### Local destinations and amenity

The site is surrounded by a number of local destinations and community facilities. The area includes unique open space amenity including scenic landscapes and generous parklands. Four council-managed swimming areas are located in proximity to Edgecliff including in Double Bay, Watsons Bay and Vaucluse along with a number of public swimming beaches.

Edgecliff Village and Double Bay includes a wide selection of urban and cultural attractions, business and services and easy access to further retail offerings in Kings Cross/Darlinghurst Area and Sydney CBD via the frequent public transport services. The Edgecliff Centre and adjacent East Point Fair Centre include grocery stores, speciality retail and a wide selection of dining and other food services. Other services such as medical, wellness and legal services are also located in and around Edgecliff and Double Bay.

Edgecliff and Double Bay are well known destinations not least due to the neighbourhood village character of the main streets with galleries, boutique stores and heritage buildings. The areas surrounding Edgecliff also accommodate 3 libraries, historic gardens, foreshore parks, playgrounds and bushland reserves as well as sports fields, community gardens, playgrounds, tennis courts and a golf course.

Many of the local destinations are within walking distance of the Edgecliff Centre as illustrated in Figure 21-22 and a number of educational facilities are located nearby. The proximity to Sydney's CBD, unique open space amenity and the village life style is the reason why the area is highly desirable.

### Street trees and vegetated corridors

Clusters of mature street trees are another characteristic element along the New South Head Road corridor. Mature and younger trees line parts of the northern and southern side of the street with denser clusters of vegetation marking street corners and providing definition to the streetscape. Further east towards Double Bay and along smaller residential streets, the canopy coverage increases. Further west, open playing fields on either side of New South Head Road define the termination of the Edgecliff Town Centre area providing views to Rushcutters Bay. To the south of the site, Trumper Park presents unique pocket of bushland setting bounded by the urbanised environment. A number of existing trees existing on and around the subject site. These are discussed in later parts of this report as part of the constraints and opportunity analysis.



VIEW FROM THE SUBJECT SITE



OCEAN STREET



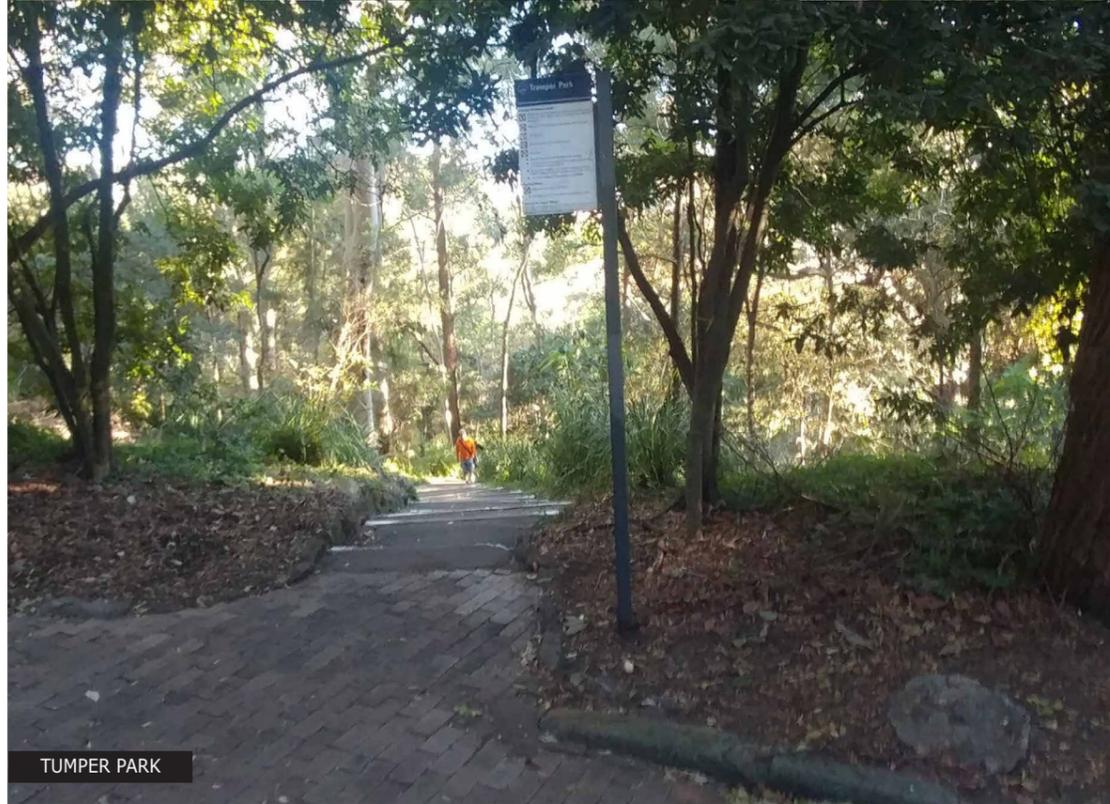
NEW MCLEAN STREET CYCLING ROUTE TO DARLING POINT



NEW MCLEAN STREET



CAMERON STREET



TUMPER PARK



TRUMPER OVAL

### 3.2 EXISTING DEVELOPMENTS HEIGHTS

GMU have reviewed existing development heights within the New South Head Corridor.

Existing development along New South Head Road offers a diverse mix of architectural styles and building heights ranging from 2 to approximately 30+ storeys. GMU's study of the existing building heights within the centre and its fringe areas has the following character:

- 3-12 storey residential and mixed use developments within Edgecliff Centre along New South Head Road.
- Existing higher density developments at the eastern and western arrival points of the Edgecliff centre.
- The existing 7-storey commercial building on the subject site and a 32-storey residential building located at No. 1-3 Darling Point Road.
- Development at No. 6-10 & No. 51 Darling Point Road are 7-13 storeys.
- Recent DA approval at Nos. 80-84 & 90 New South Head Road will deliver 7 storeys.
- No. 311 New South Head Road comprises an 8-storey residential flat building (Edgecliff Towers).
- No. 240 New South Head Road a recently developed contemporary residential flat building with a flat roof presents as part 5, part 6 storeys.
- We understand a Planning Proposal was recently approved for the site located at No. 374 and 376-382 enabling a 6 storey development.

Our analysis shows an inconsistent height character for the Edgecliff and Double Bay area along New South Head Road, due to the low-scale older stock and heritage items adjacent to newer higher density development.

Overall, a street wall height of 3-12 storeys exists along New South Head Road. Taller streetwall developments are primarily found at the arrival points, on corner sites and around the station (shown in Figure 19). Furthermore, some instances of existing isolated large towers are located in close proximity to the subject site.

GMU have also analysed the local development pattern which is discussed on the following pages.

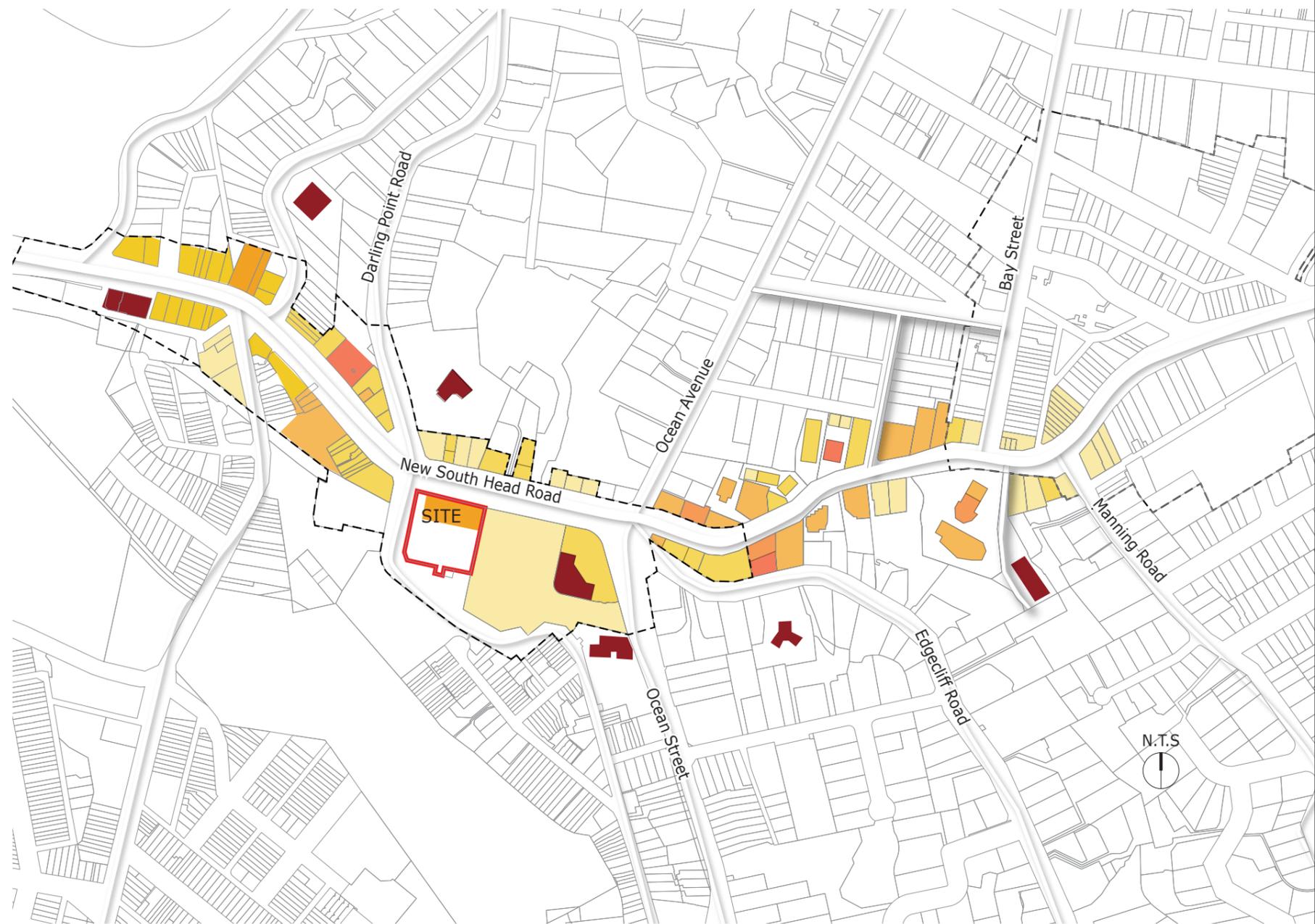
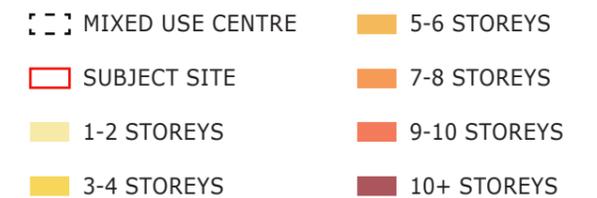


Figure 23. New South Head Road Corridor - Existing and approved development heights.





12 STOREY DEVELOPMENT AT NO. 85-97 NEW SOUTH HEAD ROAD



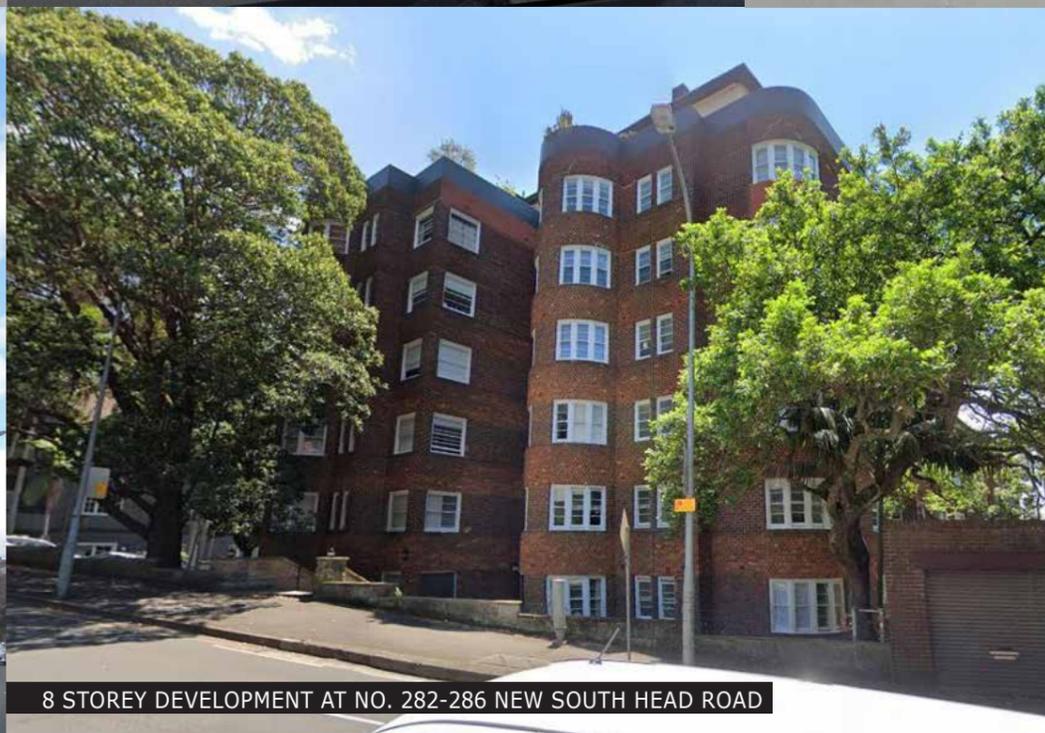
32 STOREY DEVELOPMENT AT NO. 1-3 DARLING POINT ROAD



14 STOREYS AT NO. 251-285 NEW SOUTH HEAD ROAD (RIGHT)



10 STOREY DEVELOPMENT AT NO. 100 NEW SOUTH HEAD ROAD



8 STOREY DEVELOPMENT AT NO. 282-286 NEW SOUTH HEAD ROAD



8-10 STOREY DEVELOPMENT AT NO. 311 NEW SOUTH HEAD ROAD.

### 3.3 URBAN ANALYSIS

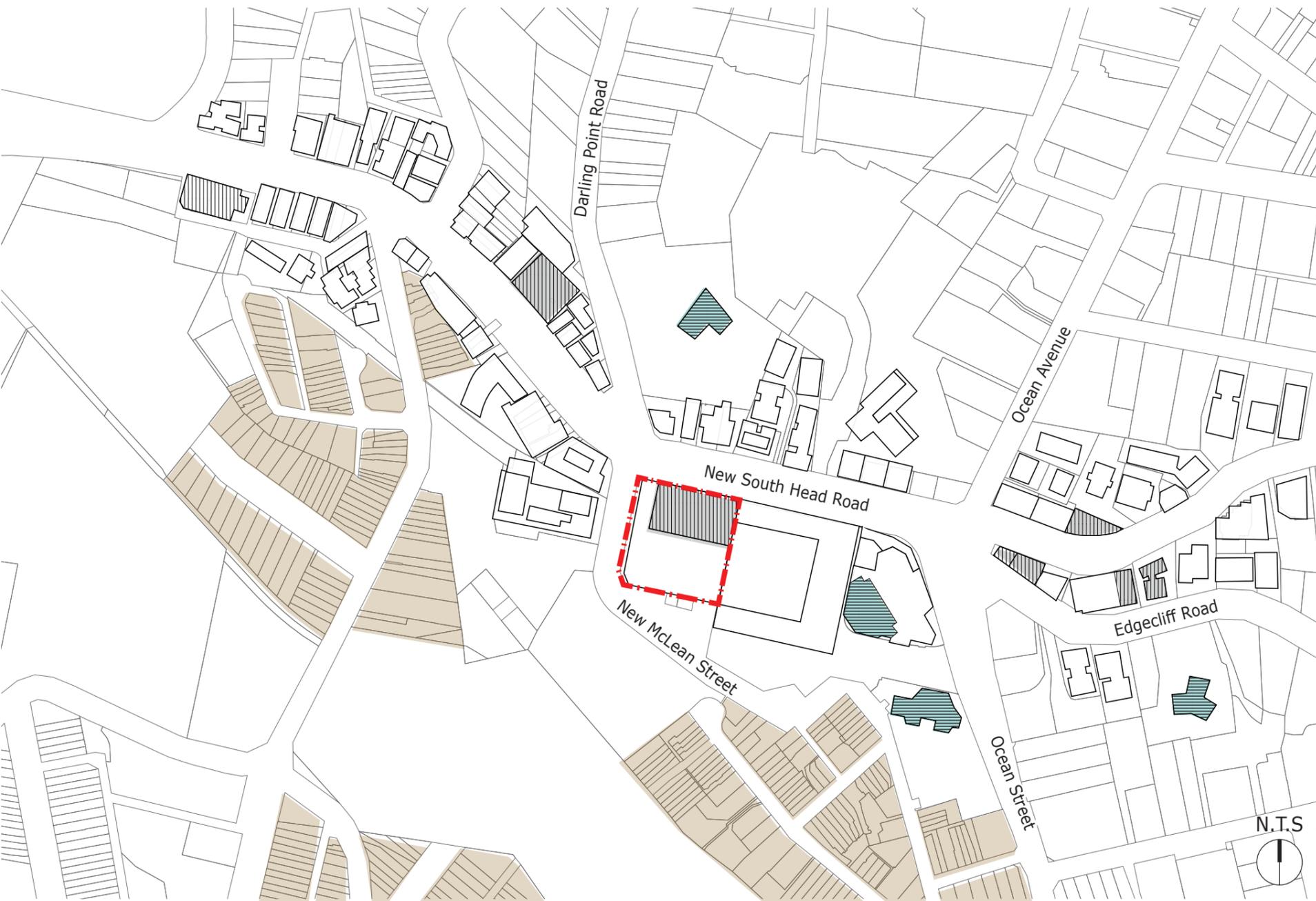


Figure 24. Existing development pattern.

- SUBJECT SITE
- POINT FORM TOWERS
- TALLER STREETWALL BUILDINGS
- FINE GRAIN LOT PATTERN

#### Development pattern & grain

Larger lots are generally found in and around the Town Centre area of Edgecliff whereas Double Bay includes a 'finer-grain' subdivision pattern with smaller lot frontages fronting New South Head Road. We note that the development pattern within the large HCA to the south and west of the site along with areas around Paddington further east, predominantly consists of small lots and traces of the historic subdivision pattern are evident within the streetscapes.

In and around Edgecliff, taller building forms typically present either as a taller streetwall building (up to 10 or 12 storeys) fronting New South Head Road, resulting in an abrupt change in scale for a defined part of the streetwall. Alternatively, point form towers are generally located deeper within the block as illustrated in the Figure 26.

#### Streetscape Definition and Profile

The streetwall buildings contribute to the definition of the street alignment celebrating corners and the curvilinear street sequence. Vegetation and canopy coverage also provides definition to the streetscape as illustrated in Figure 27 on the following page.



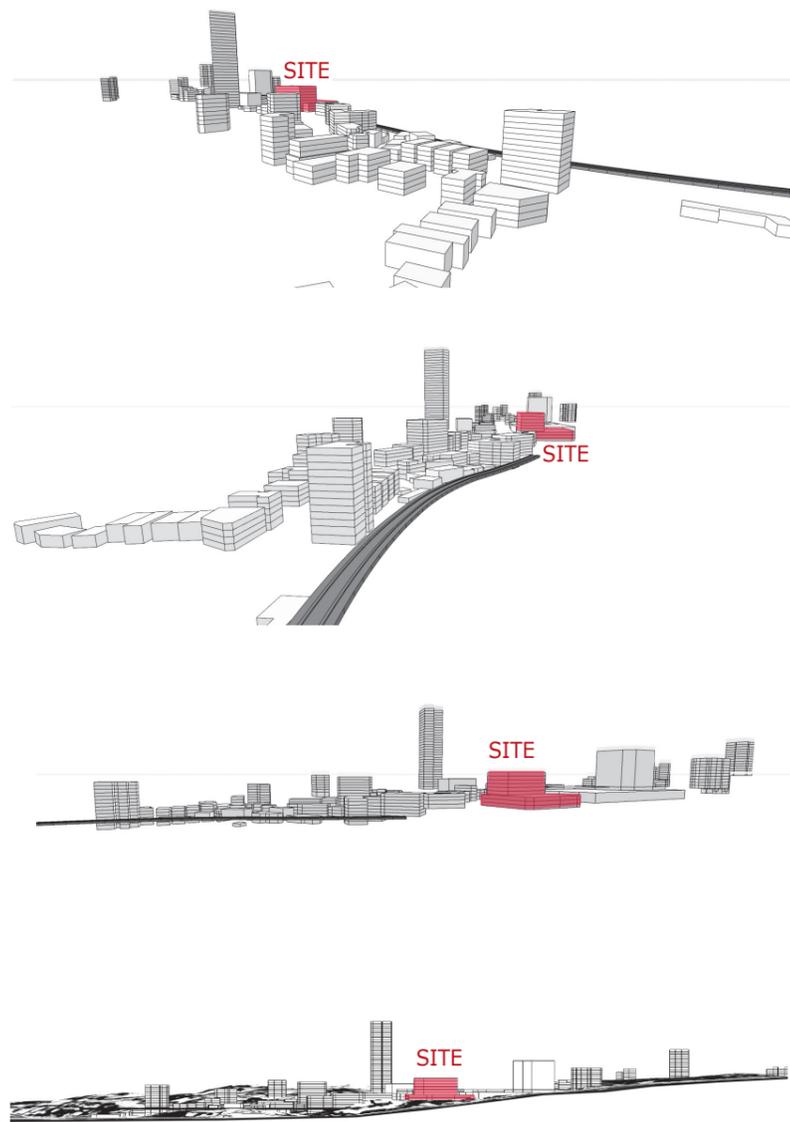


Figure 25. Birds-eye views and sections showing the existing profile along New South Head Road.

- SUBJECT SITE
- POINT FORM TOWERS
- TALLER STREETWALL BUILDINGS
- STREETWALL HEIGHT IN STOREYS



Figure 26. Diagram showing existing heights and the pattern of streetwall developments and point form towers.



Clusters of mature vegetation and large trees provide strong definition to the streetscapes not least due to the curvilinear alignment of the road, where some lots are irregular in shape and orientation. For many of these lots, mature trees and the landscaped setting constitutes the street presentation.

Figure 27. Diagrams showing how streetscape definition is provided by built form (top) and vegetation (bottom).

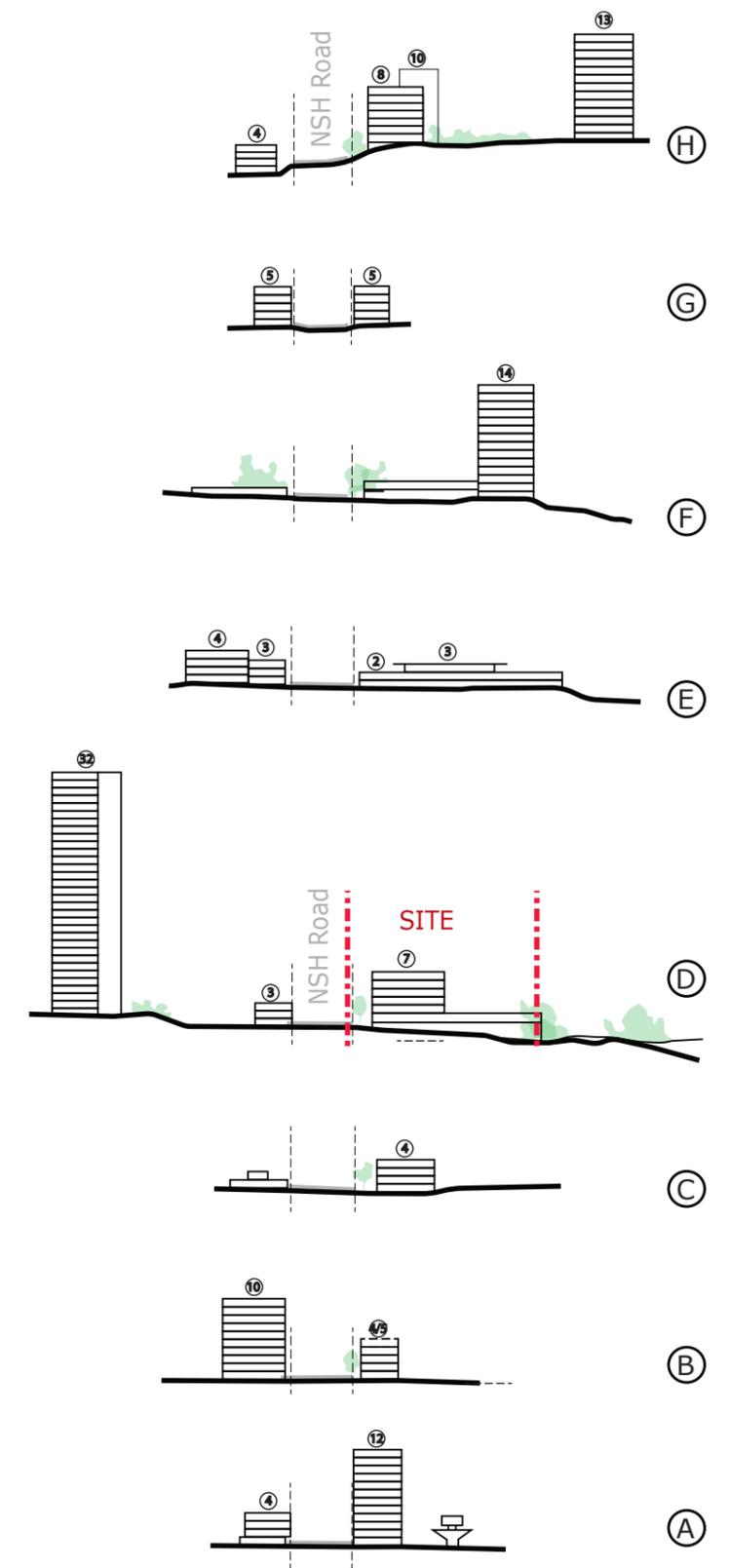
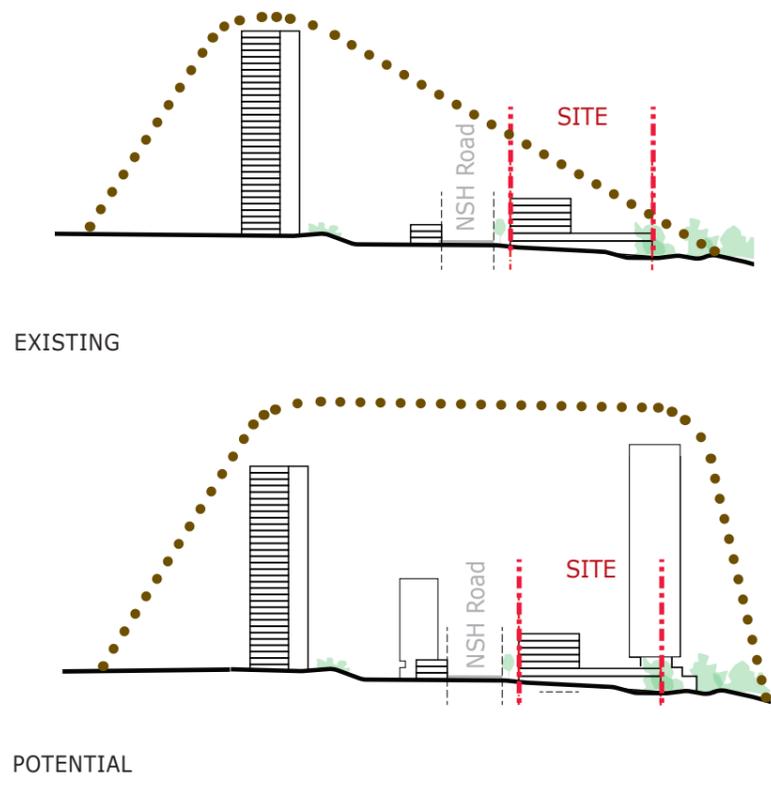


Figure 28. Principle sections through the sequence along New South Head Road with streetwall buildings and tower forms setback from street alignment.



GMU's analysis indicates that there is currently an imbalance in the profile along New South Head Road close to the station. The diagrams above indicate a potential for a taller tower form in this location in principle.

- SUBJECT SITE
- STREETWALL DEFINITION (BUILT FORM)
- STREETWALL DEFINITION (VEGETATION)
- TALLER STREETWALL ELEMENT
- CURRENT TOWER CLUSTER
- POTENTIAL FUTURE TOWER CLUSTER

Figure 29. Principle sections through the subject site showing existing (top) and potential future condition (bottom).

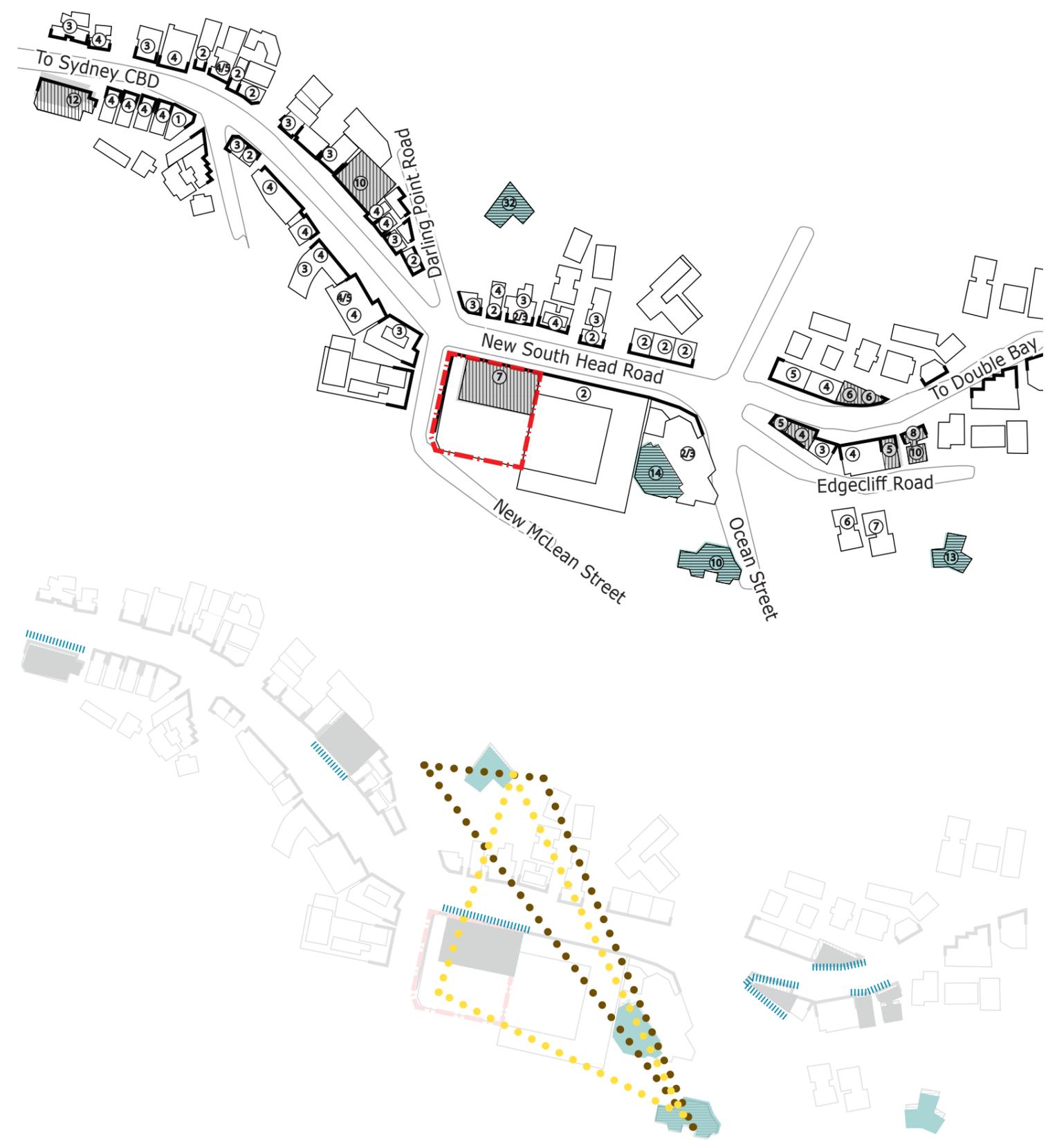


Figure 30. Principle diagrams showing how the taller streetwall developments along New South Head Road establish a rhythm whereas the towers do not form a cluster at present.

### 3.4 VIEWS

Local and district views are available throughout the area and are key characteristic that should inform Desired Future Character as well as design principles for the site.

#### Public Domain Views

As part of the site and context review and analysis, we have reviewed the preliminary Impact Assessment by Dr. Richard Lamb and RL prepared in September 2018. The assessment nominates the visual catchment for the site including 4 areas found to include sensitive locations for public domain views to the site, including:

- Rushcutters Bay
- Weigall Oval
- Trumper Oval
- Ocean Street

As part of GMU's context analysis, we have also visited the views nominated by RL to understand how the site presents within its context and investigated how the terrain informs these views to the site. We have undertaken photographic studies and modelled the existing developments on site using Google Terrain as seen in examples below.

RLa's advice nominates key views available from public parks or sports fields whereas other views are from mid-slope locations for example from road intersections. However, the report states that most affected public domain views are found those closer to the site such as from the corner of Ocean Street and New South Head Road and from within the heritage precinct immediately south in Herbert Street.

GMU have undertaken preliminary investigations to understand potential private domain view impacts as described on the following pages.



Figure 31. Principle diagrams showing iconic views from the site and key locations from where the site is visible.

#### KEY VIEWS FROM AND TO THE SITE

- ① SYDNEY OPERA HOUSE
- ② HARBOUR BRIDGE
- ③ CENTRE POINT TOWER
- ④ GENERAL WATER VIEWS
- ⑤ FROM RUSHCUTTERS BAY
- ⑥ FROM WEIGALL PLAYING FIELDS
- ⑦ FROM TRUMPER OVAL
- ⑧ FROM HERITAGE AREAS
- ⑨ ON APPROACH FROM CBD

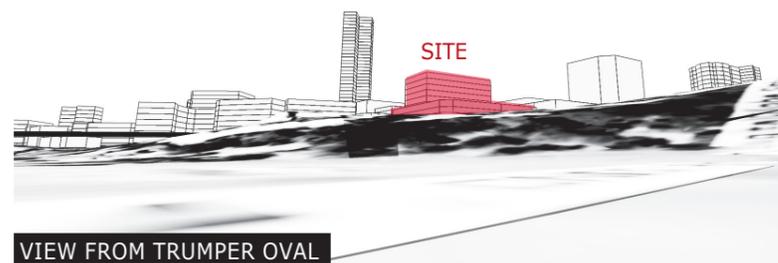


Figure 32. Examples of high-level testing prepared by GMU to understand the visual presence of the site from a number of vantage points.



Figure 33. Views (across subject site) available to neighbouring towers - Ground Floor Level.



Figure 35. Views (across subject site) available to neighbouring towers above Level 7.



Figure 34. Views (across subject site) available to neighbouring towers Levels 2 - 6.



Figure 36. Diagram showing area least affected by cross-site views from neighbouring residential towers.

- ① SITE
- ① NO. 170 OCEAN STREET
- ② NO. 442-446 EDGECLIFF ROAD
- ③ 285 NEW SOUTH HEAD ROAD
- ④ 3-17 DARLING POINT ROAD

### 3.5 THE SITE AND ITS IMMEDIATE CONTEXT

The main characteristics of the subject site and its immediate surrounding context are summarised below:

- The subject site is located approximately 2 km east of the Sydney CBD. It is located in the New South Head Road Corridor, within the Woollahra Local Government Area (LGA).
- The subject site is located on the southern side of New South Head Road and is known as No. 2203-233 New South Head Road, Edgecliff (The Edgecliff Centre).
- The lot is described as Lot 203 in Deposited Plan 1113922 and the site area is nominated as 4,900m<sup>2</sup>.
- The site is zoned B2 Local Centre adjoining the B4 Mixed use corridor to the north and west of the site.
- To the south of New McLean Street the land is zoned R3 (Medium Density Residential). A large Heritage Conservation area (HCA) is located to the south of the site known as Paddington Heritage Conservation Area (C8). GMU understand no heritage items are found on the site however, a number of buildings with contributory character are located in the area. Two local items are located directly opposite the site at the northern side of New South Head Road at the intersection of Darling Point Road. The Items are known as local item Nos 238 and 114. To the north east of the site, local item No 239 is fronting New South Head Road known as Ascham School.
- Many of the residential areas adjoining the commercial core have a distinct fine grain character.
- Double Bay Village with an outdoor dining strip and boutique retail offerings is located within walking distance approximately 500m east of the site.
- The site is located along the ridge line with the terrain descending to the north, south, east and west of the site. The sloping topography is a key character element of the area and the undulating street pattern found in some parts of the area contributes to the unique character with retaining walls and exposed rock faces visible along parts of New South Head Road. The topography and evidence of natural features are reflected in much of the urban fabric both in historic and contemporary developments.
- Local vistas and district views are available throughout the area including from the subject site with unique city skyline and water views. A number of iconic public domain vistas are available in Edgecliff including from the corner of New South Head Road and New McLean Street where the view of the bridge arch of Sydney Harbour Bridge terminates the vista looking north along the street.
- Diverse vegetation and clusters of mature trees are important character elements of the area, forming 'green gateways' along major roads providing containment to the street and canopy coverage to both the street and pedestrian environment.

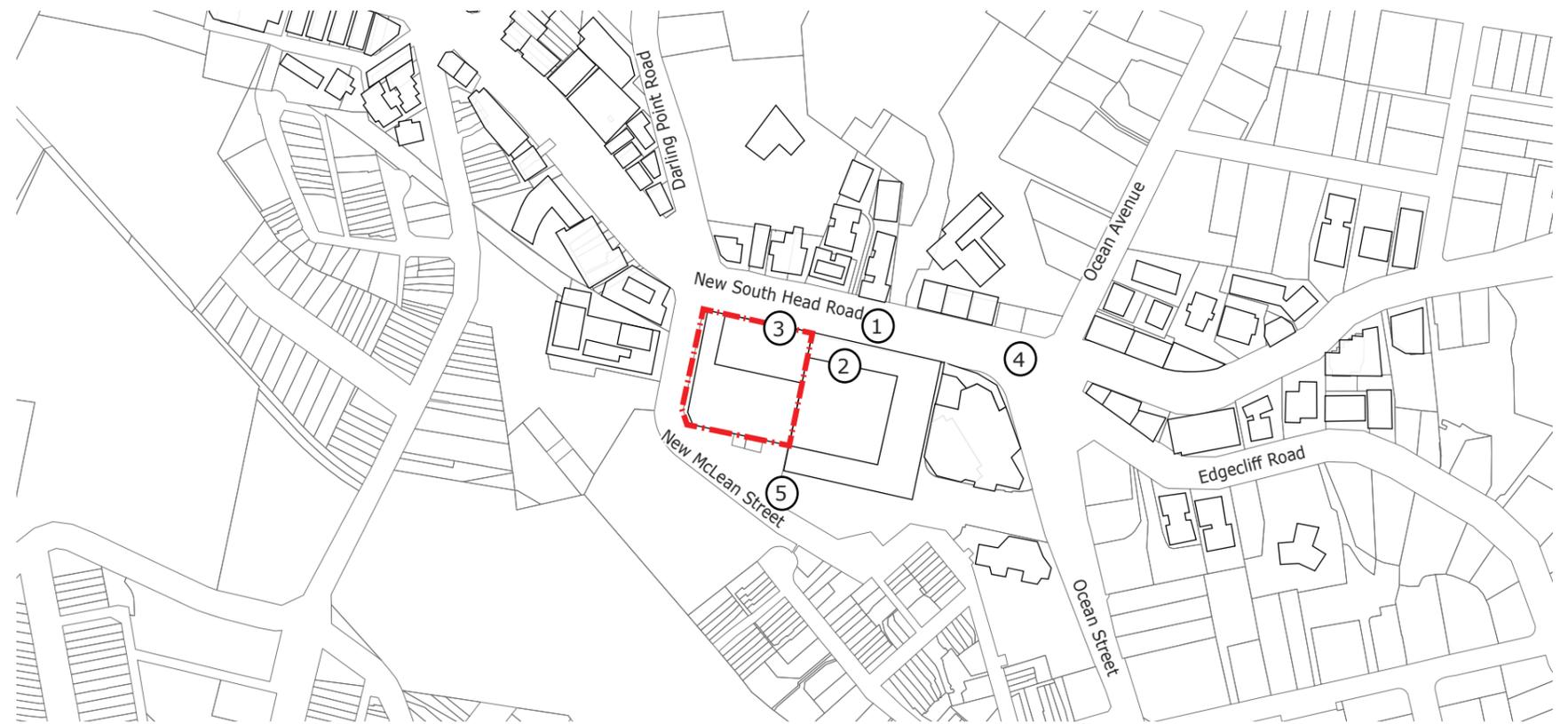


Figure 37. Map showing location of photographs on the following page.

- Filtered canopy views are available throughout the area with view corridors to the rear of the lots available between some buildings.
- The existing 7 storey building located on the site accommodates a 7 storey retail and commercial development approximately with 254 car spaces.
- The site is located above the Eastern Suburbs Railway line, a commuter railway line completed in June 1979. The tunnel sits at a relatively shallow depth and is located directly below the lowest level of basement parking at the centre.
- The Edgecliff Bus Interchange is located at the rooftop level of the adjacent site to the east The East Point Fair. The current connection points from the train platform to the concourse and the bus interchange is poorly defined.
- An existing bicycle shed is located adjacent to the Bus interchange.
- The complex nature of the existing stratum configuration is a substantial constraint applying to the redevelopment of the land containing the station.
- To the southern site edge, a pedestrian access ramp provides access to the train station, local shops and bus connections for commuters and residents to the south through the North-South site through link. The ramp does not contribute positively to the visual presentation to the south and substantial upgrades to the accessible path of travel from the station concourse to the new interchange facilities is needed.
- Adjoining the site to south is council owned road reserve which currently acts as a vehicular access way to The Edgecliff Centre and the adjoining East Point Centre. The area is dominated to vehicular and loading access and contributes the poor visual presentation to the southern interface. Future redevelopment of the subject site will need to maintain the operational requirements in any temporary (during construction) and permanent (final design) state to ensure full compliance with the requirements of the neighbouring buildings. Traffic and Access arrangements will be a key consideration for future redevelopment of the site.



### 3.6 STREETScape CHARACTER

The character of New South Head Road is informed by the varied architectural styles and street wall heights and the development pattern as previously discussed in this report but also by the development grain, vegetation and vistas.

The variation in development scale and setback alignments is characteristic for this part of New South Head Road whereas 'finer grain' low scale developments are found further east in Double Bay. The eastern end of this block is predominantly characterised by two-storey late 20th century retail and commercial development whereas older interwar or post-war era developments are found to the east and west along New South Head Road.

Large historic properties such as the Ascham School to the north of the site also contribute to the visual character of the streetscape with stone retaining walls and large mature trees breaking up the wall of development.

Large footprint tower forms are found to the east of the site along Ocean Road and as previously discussed, these are typically recessed form streetwall alignment.

To the south and south-west of the site, the along New McLean Street 2-3 storey residential development present to the street including two rectangular residential flat buildings alongside commercial developments further west. To the southeast of the site along Herbert Road, Cameron Road and Arthur Street terrace house developments are the predominant typology with a mix of historic and newer developments, providing the streetscapes with a distinct 'fine grain' historic character.

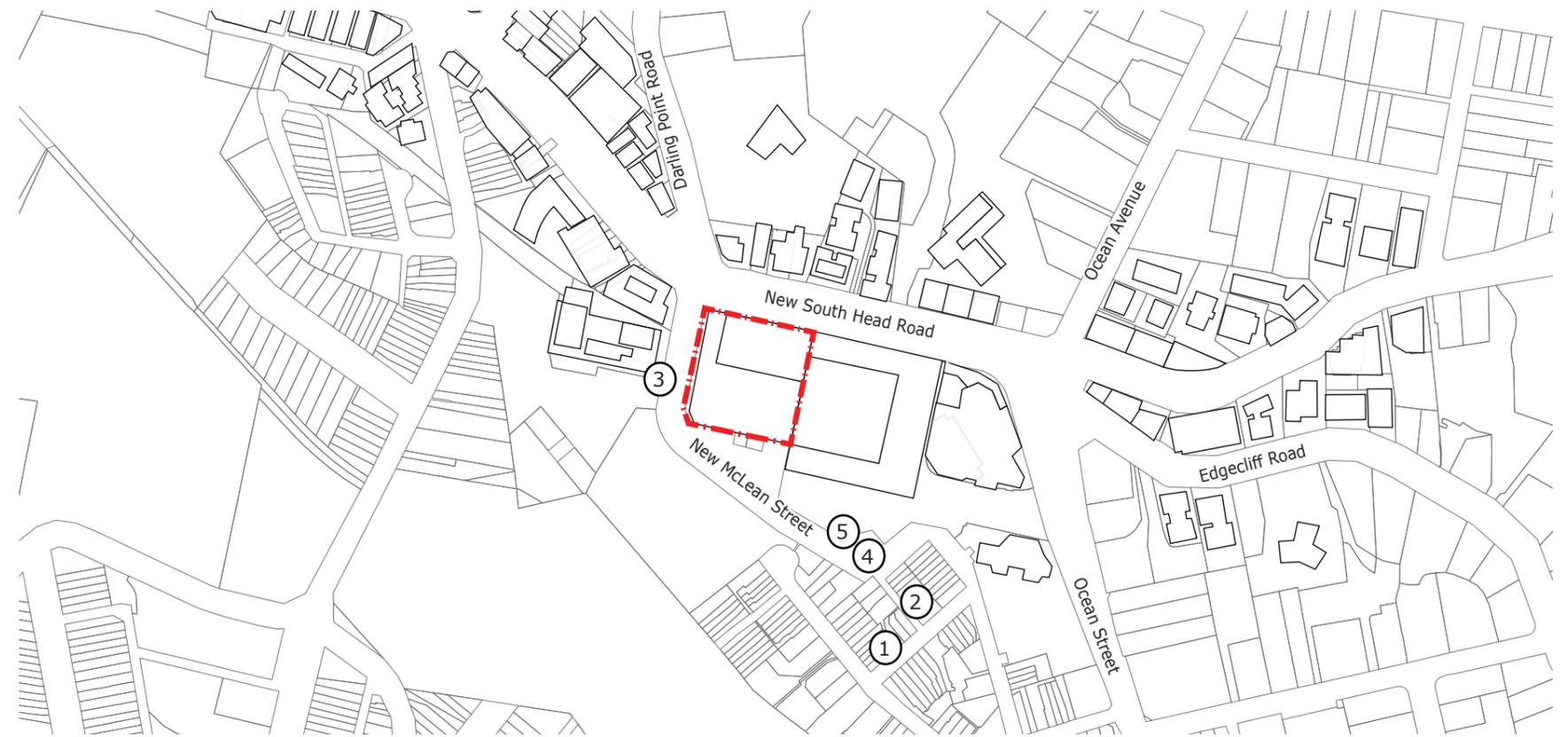
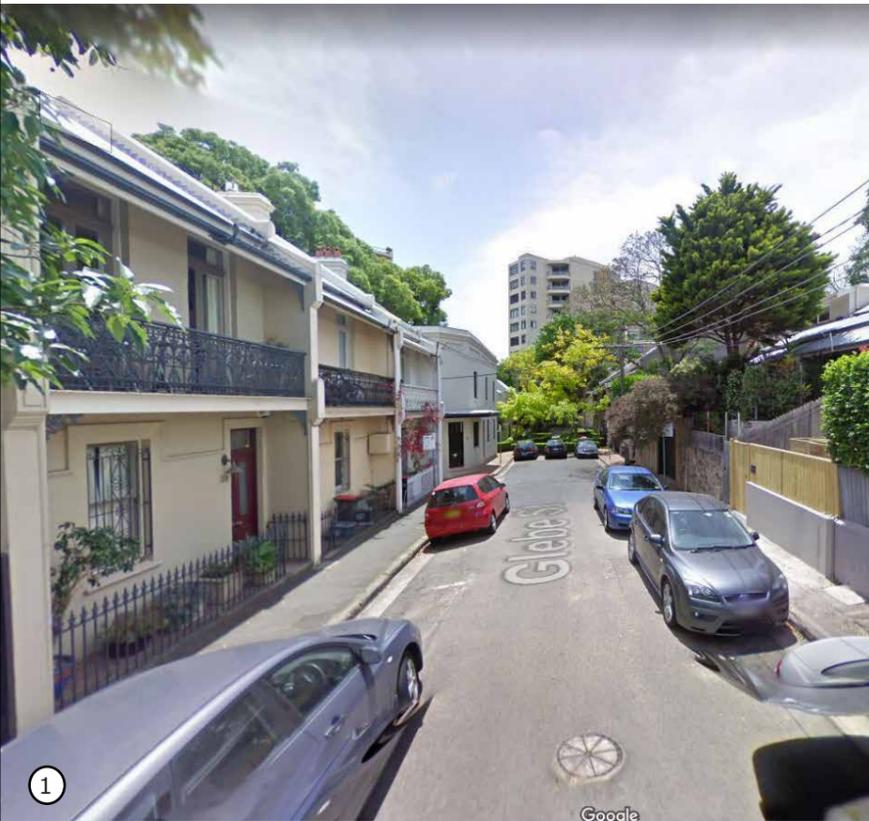


Figure 38. Map showing location of photographs on the following page.



### 3.7 KEY SITE CONSTRAINTS

GMU has investigated the main constraints of the subject site. The key constraints include the following:

- The site fronts New South Head Road which is an arterial road with significant traffic volumes and associated acoustic impacts.
- Edgecliff Train Station is located directly below the existing car parking resulting in technical and structural constraints relating to the existing tunnel easement.
- A complex stratum configuration applies to adjoining sites within the block.
- The site adjoins the East Point Fair development to the east with nil setback for the podium levels
- The Edgecliff Bus Interchange adjoins the site resulting in frequent traffic movements and associated acoustic issues at the upper podium level.
- The topography results in the land sloping to the south.
- A number of heritage items are found in the area and a large heritage conservation area is located to the south of the site.
- Contorted access and loading arrangements to the southern site edge on Council's land.
- Vehicular access including loading cannot occur from New South Head Road.
- Existing vegetation along site boundaries which includes mature trees.
- Poor connectivity between the northern and southern side of New South Head Road with only one pedestrian crossing near the site.
- No active frontages are provided to New McLean Street. The street is dominated by the large number of vehicular entries.
- Poor visual presentation and no passive surveillance to the eastern southern interface at pedestrian level.
- The dilapidated state of the existing development including the commercial tower which is not considered contributory to the visual catchment.
- The entry to Edgecliff Train Station and the adjoining shopping Centre is poorly defined in terms of architectural presentation and way-finding.
- Poor connectivity across the block including the pedestrian North-South through-site link which is poorly defined and does not provide a good solution for an accessible pathway to the Train Station, bus interchange, shops or to New South Head.
- Residential towers to the north and east currently enjoy views across the site.
- The site is visible from a number of public domain vantage points due to the topography of the area.
- Potential overshadowing to areas to the south.

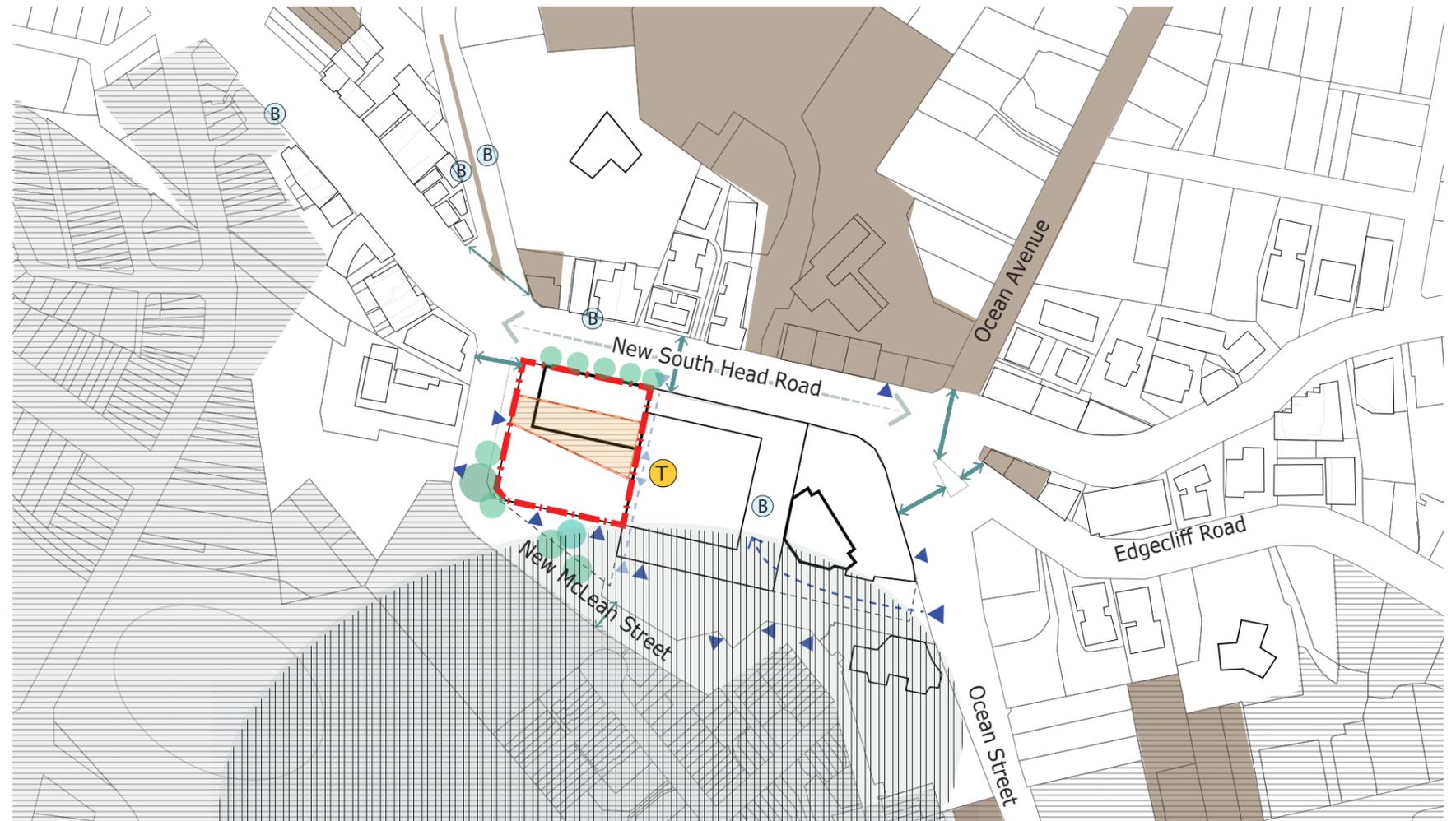


Figure 39. Key site constraints.

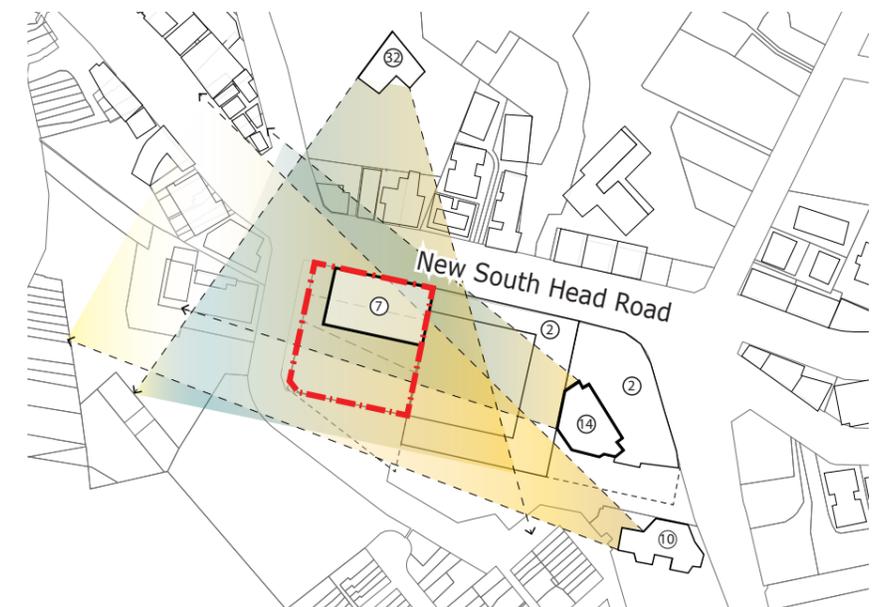
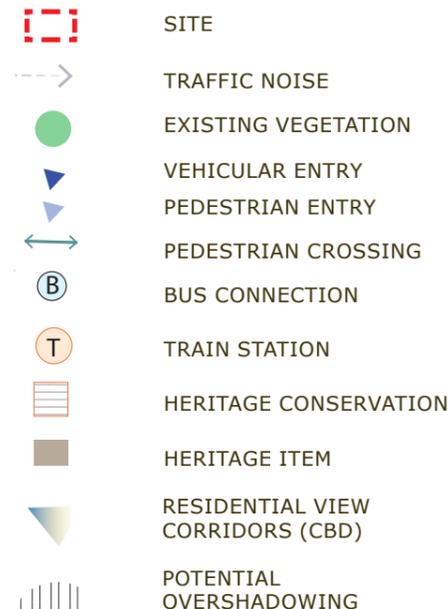


Figure 40. Key residential views across the site.

### 3.8 KEY SITE OPPORTUNITIES

GMU consider that the site has the ability to:

- Significantly improve the character and response of a key site within the locality, informed by detailed understanding of parameters such as the development pattern, streetscape definition, rhythm and scale, views and vistas, sensitive interfaces and consideration for minimised amenity impacts.
- Benefit from excellent public transport connectivity only minutes travel time to Sydney's CBD and other major employment hubs.
- Take advantage of proximity to and respond and improve retail and local shops in the centre.
- Improve activation to and the quality of the main street and ensure improved outcomes such as passive surveillance.
- Capture the view opportunities available to the site being city skyline views to the west as well as water and district views to the north, east and south.
- Upgrade and improve the retail experience on the site, the entry to the train station and the connection to the Bus Interchange.
- Provide improved character and activation of all site edges and improve the architectural quality of the existing development.
- Provide integrated high-quality landscape outcomes to improve on-site amenity and visual amenity to adjoining sites including the roofscape presentation when viewed from taller developments nearby.
- Provide appropriate scale fronting New South Head Road, responding to the scale and grain of adjoining properties.
- Provide improved arrangements to vehicular access and loading and minimise adverse visual and acoustic impacts.
- Consolidate vehicular entries where possible.
- Carefully consider and test potential site configurations to minimise impacts to public and private views.
- Provide a sculpted built form to mark the station block whilst minimising overshadowing impacts to adjoining properties.
- Contribute to improved bicycle and active transport opportunities in the area.
- Provide design excellence and high-quality outcomes to compliment the character of the area and elevate the architectural quality and presentation of the Edgecliff Centre.



Figure 41. Key site opportunities.



Figure 42. Key residential views across the site.

### 3.9 SECTION CONCLUSION

Through our analysis of the local context, we consider redevelopment of the subject site presents an opportunity to elevate the profile of both the site and Edgecliff Town Centre. Through its central location and B2 zoning the site is ideally placed to accommodate a contemporary mixed use development and deliver improved outcomes for the centre overall, the transport interchange and integrated retail offerings to serve the local community in accordance with strategic aims.

GMU's analysis concludes that a future re-development of the site will be an opportunity to greatly improve the visual character of the site to the public domain and the pedestrian environment and deliver much needed benefits to site edge conditions, site access and pedestrian connectivity.

Providing the site configuration and architectural design is informed by careful consideration of the diverse character of surrounding areas and key characteristics of the development pattern and surrounding streetscapes, GMU consider the redevelopment of the site will be a positive contribution to the locality.



## 4. SITE CONFIGURATION AND DESIGN PRINCIPLES



## 4.1 SITE CONFIGURATION

### Developable areas

As discussed in previous chapters of this report, a number of constraints apply to the site. We have tested a number of responses to streetscape massing and tower positions and forms to understand the developable areas available on the site. Our analysis is informed by the findings of the streetscape and grain studies as well as our high-level analysis of amenity impacts (summarised on pages 22-29 of this report).

The options tested reveal that the following parameters should guide the configuration of built form on the site:

- the tunnel easement;
- lower streetwall scale to New McLean Street (west);
- built form definition to New South Head Road;
- minimised view affectation to residential developments to the east;
- view impacts to key public domain vantage points;
- and view capture opportunities.

Selected examples are summarised including:

**Option 1** Explores retention of the existing 7 storey commercial development and a lower streetwall scale. The option leaves insufficient area for a viable tower footprint to the southern of the site.

**Option 2** Investigates opportunities for a centrally located tower form providing a lower streetwall scale to all boundaries. This option would fail to provide sufficient definition to New South Head Road and the option would be structurally challenging due to the easement. Finally, it would result substantial residential view impacts.

**Option 3** Is similar to Option 2 but provides an increased building footprint area extending to New South Head Road to ensure definition to New South Head Road to celebrate the prominent location of the site on approach from the CBD.

**Option 4** Explores a more fragmented form with building footprints parallel to New McLean Street concentrated to the northern part of the site, providing a greater setback to the southern interface and the lower scale areas to the south. This option would result in substantial view impacts to adjacent residential towers.

**Option 5** Provides two built forms above podium. A sculpted tower form to the south of the site and a lower streetscape. To achieve a reasonable building footprint area, the option relies on the tower form encroaching onto Council owned land to the south of the site. Challenges include technical solutions for spanning across the tunnel easement and achieving adequate building separation for residential uses.

**Option 6** This option also explores two built forms above podium located on either side of the easement however, the limited depth of the northern building footprint is not considered to be viable.



Figure 43. Diagrams showing examples of site configurations tested by GMU.

### Site configuration

The findings of GMU's testing conclude that the preferred site configuration includes the following:

1. A podium form built aligned to all site boundaries;
2. A streetwall form along the northern site edge fronting New South Head Road;
3. A lower streetwall scale to New McLean Street in response to the fine grain lot pattern to the west and the street hierarchy;
4. A taller tower form to the southern part of the site reflecting the typical tower development pattern within the area where point towers are typically set back from street alignment;
5. A transitional form above the tunnel easement. In this location built form should be carefully sculpted to consider and maximise view opportunities to the CBD skyline for existing residential developments to the east.

Based on our comprehensive analysis, GMU have developed a Desired Future Character Statement for the Edgecliff Centre site followed by a set of Urban Design Guidelines to assist the project team and guide further design development. This is summarised on the following pages of this report.

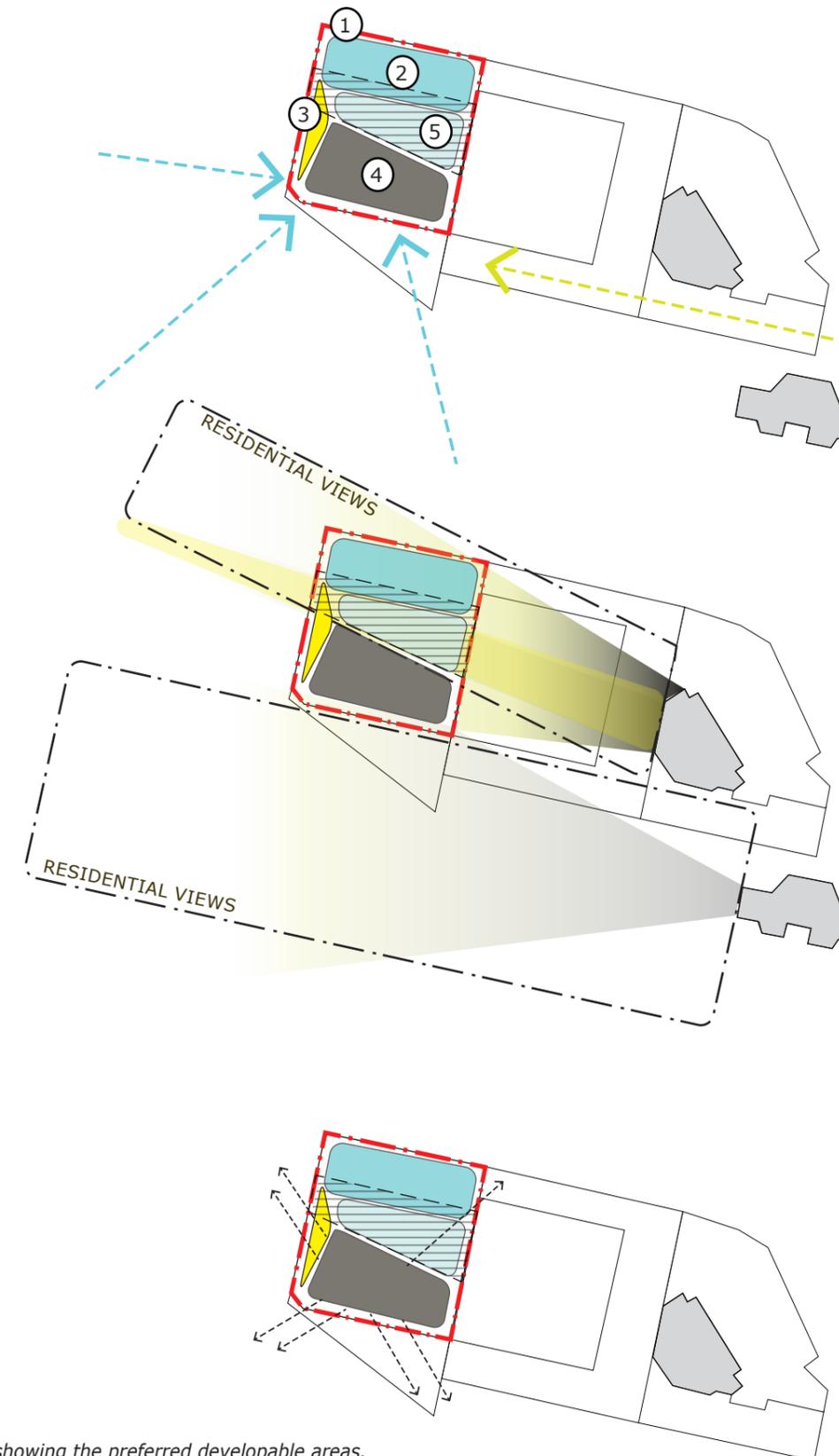
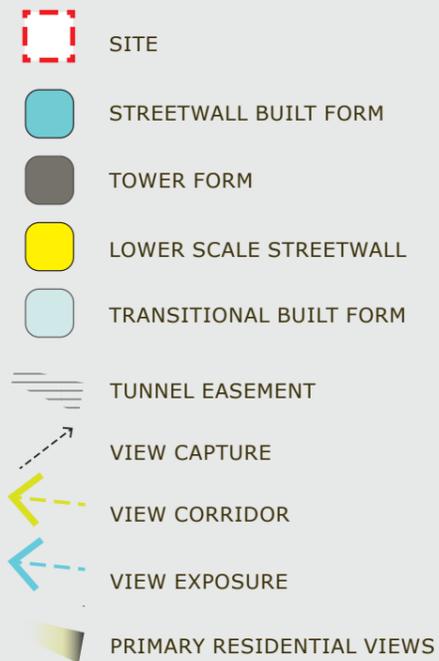


Figure 44. Diagrams showing the preferred developable areas.

## 4.2 DESIRED FUTURE CHARACTER STATEMENT

The Edgecliff Centre will elevate its role within the its regional and local context and strengthen the role of Edgecliff as the link between Sydney's CBD edge and the leafy character of the eastern suburbs. Future development will be instrumental in achieving strategic aims for the suburb and neighbouring area through provision of a high-quality development driven by the 30-minutes city vision where residents can work, live and have access to retail and other services within 30-minutes of their home. The station block will define and mark the centre and station and acknowledge the likely future role as part of the future city edge.

Future redevelopment of the site will improve the facilities and the experience for commuters using the public transport interchange and provide upgraded ancillary retail premises to complement the commuter destinations for residents, workers and visitors using the public transport network.

Future development will incorporate major upgrades to commercial and retail premises and create a delightful shopping, office and services destination for locals and commuters. Future development will provide contemporary and diverse retail and dining offerings to complement the selection provided in Double Bay to cater for the increasing population and to become a day-time and night-time economy destination serving the greater metropolitan area.

Future development on the site will improve connections into and from the station and the quality of character of the journey to and from the adjacent bus station as well as to Paddington.

Future development will provide architectural outcomes responding to key character elements of the area and improve outcomes to pedestrian environment and surrounding streetscapes with increased activation and passive surveillance. It will capture and respond to the diverse character of the surrounding streets and the presentation to adjoining areas.

New development will exhibit design excellence and enhance long-medium and short distance views to the site.

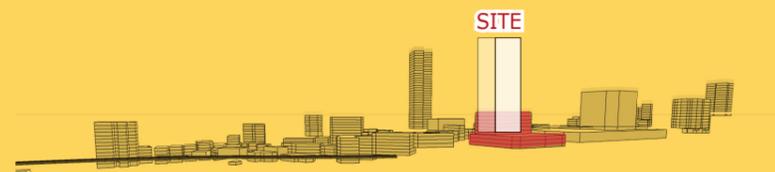
Given the site's prominent location, new development will be designed to celebrate the central location within the locality, providing a landmark to enhance the skyline of Edgecliff.



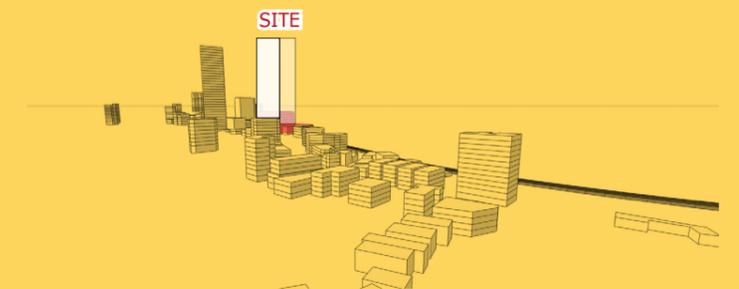
## 4.3 URBAN DESIGN PRINCIPLES

Based on GMU's analysis to date, the following 'place-based' urban design principles are provided to guide future development on the site. The principles are informed by the existing and future desired character for the locality and by the constraints and opportunities applicable to the site. The principles aim to:

- Provide a contemporary high-quality mixed use development on the site to elevate the status of the Edgecliff Centre to complement the central location.
- Respond to the existing development pattern which is characteristic of the area by the provision of a lower scale streetwall building to New South Head Road to define the street alignment.
- Provide a lower scale streetwall height to New McLean Street (west) responding to the existing streetwall scale.
- Improve the streetscape presentation to surrounding streets, replacing the current poor arrangements around vehicular access and loading facilities.
- Improve the site permeability and provide improved outcomes for accessible pathways and the north-south pedestrian through site link.
- Provide improved and more legible outcomes to the train station entry from New South Head Road, announcing the Edgecliff Centre as the Transport Interchange and the retail hub at the centre of the suburb.
- Provide improved commercial and retail facilities to elevate the commercial status of Edgecliff.
- Provide a high-quality residential component within the development to meet growing demand for housing in proximity to public transport, unique outdoor amenity and the village neighbourhood, in accordance with strategic aims and the '30-minute city' vision.
- locate and sculpt taller built form to minimise impacts to adjoining residential properties including view impacts to the adjoining developments to the east and minimised overshadowing to the south including to Trumper Oval.
- Ensure the design of any future development on the site clearly defines the station block as the core of Edgecliff and improves the architectural quality of the centre.



- Any taller form should be informed by an understanding of how the form presents within the visual context including impacts to the skyline profile from public domain vantage points.
- Provide appropriate outcomes to the pedestrian interface in response to the heritage conservation area to the south and west.
- Provide increased activation to site edges including improved passive surveillance to new McLean Street.
- Provide improved connectivity within the development including a well integrated solution for the Rail and Bus services as well as the retail component.
- Institute a design excellence process to ensure the highest quality outcomes.
- Improve the landscape treatment to the western and southern streetscapes.
- Provide a diverse apartment mix.
- Improve the vehicular access, loading and car parking arrangement and minimise adverse visual impacts.
- Provide public open space to benefit commuters and the local community.
- Provide improved connectivity between the public domain and the bus and rail Transport Interchange.



## 4.4 CONCLUSIONS

Based on GMU's detailed analysis of strategic frameworks and the context of the site, a taller tower form is justified within the Edgecliff Centre block to shift the height emphasis to the appropriate location and recognise the future role of the centre relative to its proximity to Sydney's CBD as other similar locations have done.

GMU recommend that development of the site takes full advantage of the opportunity to deliver improved outcomes for the site and the urban context.

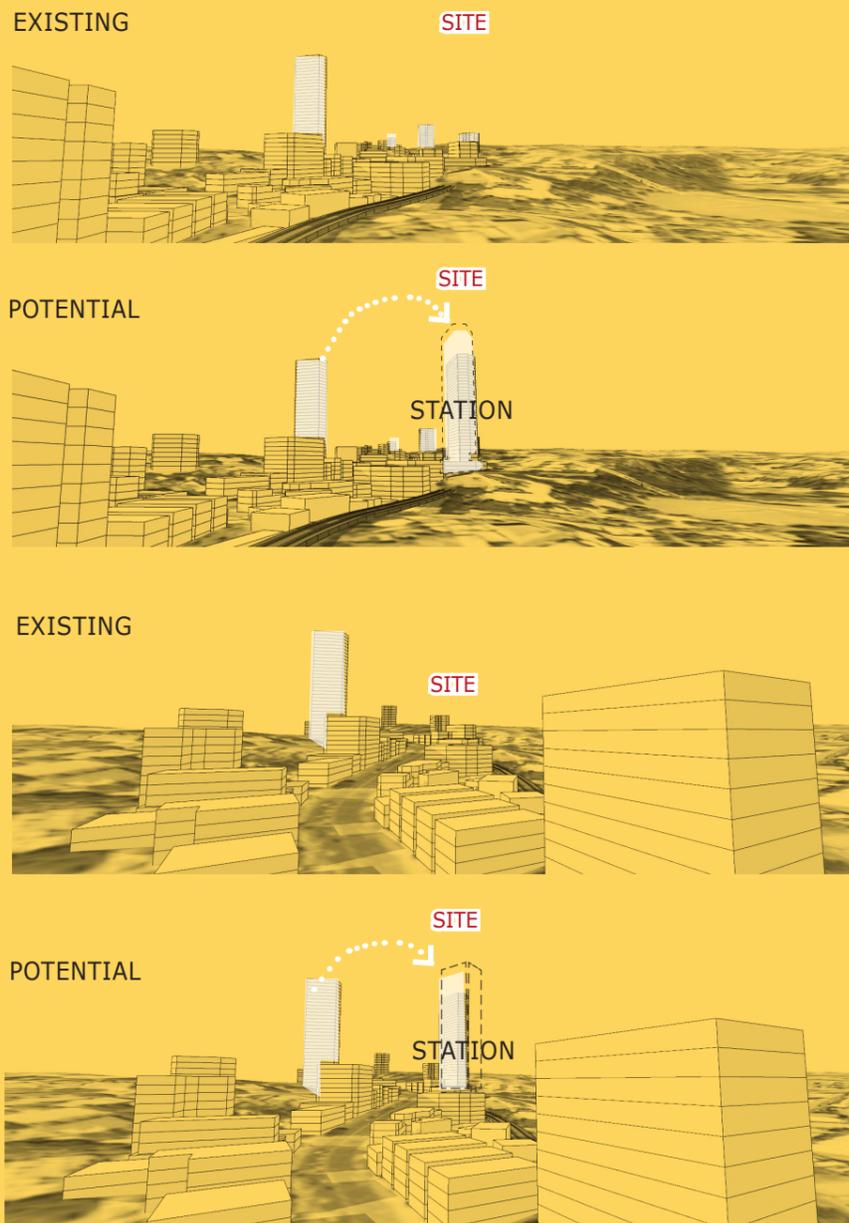


Figure 45. Diagrams showing how height emphasis should shift to the appropriate location



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## 5. RECOMMENDATIONS





### 5.1 RECOMMENDATIONS

GMU recommend that any future proposal for development is informed by the Future Character Statement and responds to the Urban Design Principles presented in this report, to complement the character of the area to benefit residents, workers, commuters and the local community.

We recommend a comprehensive built form study and detailed testing is undertaken for the site, informed by evidence-based analysis and technical studies and expert advice on issues such as heritage.

Given the site’s strategic position, the limited opportunities provided and substantial constraints due to the existing stratum on the station site itself, GMU consider that this site is suitable for a tower form and greater density than the current controls envisage to deliver improvements and high-quality outcomes to benefit the area.

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