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Executive Summary

Purpose of the Report

This document is to support a Planning Proposal lodged with Woollahra Council for the land located at 203-233 New South Head Road, Edgecliff, and part of the Council-owned road reserve fronting New McLean Street, known as The Edgecliff Centre.

The proposal offers a single opportunity to reinvigorate and rejuvenate the wider Edgecliff Town Centre and increase accessibility to the Transport Interchange at no cost to Government. The Edgecliff Centre is uniquely placed as one of the most strategically located sites within Edgecliff and the wider LGA.

Site

The planning proposal relates to the Edgecliff Centre at 203–233 New South Head Road and part of the adjoining Council-owned road reserve fronting New McLean Street (herein collectively identified as the site).

The site sits above the Eastern Suburbs Railway line, adjacent to the Edgecliff Railway Station

The Edgecliff Centre is located just over 2km from the eastern edge of the Sydney CBD (measured from Hyde Park).

Edgecliff has evolved into a largely transitional corridor forming the gateway of the Eastern Suburbs and is under-utilised for its role and potential of a town centre for surrounding businesses and residents. The Edgecliff Precinct is largely characterised as a more modern, contrasting mixed used and commercial corridor with key access points for both vehicle and public transport.

Vision

The project vision for Edgecliff Centre is of a mixed use development that evokes a sense of destination, a place where people come to live, work, and play.

It is a vision of a “Vertical Village” that embraces the modernity and vibrancy of urban living while maintaining a connection to nature and community.

The Centre is envisioned as a dynamic hub that fosters creativity, innovation, and collaboration.

Introduction

Introduction

Site Location

The subject site stands out as the sole remaining large and unrestricted parcel of land in the Edgecliff Centre corridor. Its unique positioning is above and adjacent to Woollahra's only transport interchange, which sets it apart from the rest of the LGA in terms of character. This distinct location allows it to accommodate higher density development without encroaching upon lower density residential or conservation areas.

The existing centre is outdated and approaching the end of its functional life. The subject site, with an expansive area of approximately 4,910 sqm and a frontage of about 69.5m along New South Head Road, strategically adjoins the main pedestrian entry to the Edgecliff Station and Bus Interchange. Identified by the legal description of Lot No. 203 in DP1113922, it is one of the largest and most significant sites within the Edgecliff area. This site is part of the broader 'core' of the local centre, encompassing the neighbouring Eastpoint complex, which includes a shopping centre, residential flat building, and transportation concourse.

Crucially, the Edgecliff Centre site does not face major environmental planning constraints such as heritage, flooding, or contamination issues. Currently occupied by the Edgecliff Centre, a medium-rise office building with active street-facing ground floor uses, it was constructed in the 1970s and is approaching the end of its economic viability. However, considering the site's attributes, it is evident that the current use is not maximizing its potential, leading to suboptimal urban design outcomes, particularly concerning pedestrian movement.



Google Maps

Introduction

Design Principles

“Edgecliff is a key local hub for our community. It is the gateway that links Sydney’s eastern suburbs and CBD along a vital transit corridor and a key piece of public transport infrastructure.”

Edgecliff Commercial Centre, Planning and Urban Design Strategy

Vertical Village

The project vision for Edgecliff Centre is one that evokes a sense of destination, a place where people come to live, work, and play. It is a vision of a vertical village that embraces the modernity and vibrancy of urban living while maintaining a connection to nature and community. The Centre is envisioned as a dynamic hub that fosters creativity, innovation, and collaboration.



Diversity of Use & Form

To create a place that is more than just a building. It is a space that inspires and connects people, providing a platform for shopping, dining, working and living. The Centre will be a place that celebrates the diversity of the community, offering a range of cultural and educational experiences that enrich the lives of residents and visitors alike.



Accessible Open Space

A vision rooted in a deep sense of place. The Centre will reflect the unique character of Edgecliff, embracing its history and natural beauty while also embracing the future. The Centre will be a place of vitality and sustainability, designed to minimise its impact on the environment while also providing a high-quality living and working environment for its residents.



Bringing Community Together

A place centred on creating a dynamic space that celebrates community, creativity, and innovation. It is a vision that embraces the present while looking towards the future. It is a place where people can come together to work, learn, live and play.



Introduction

Public Domain Vision

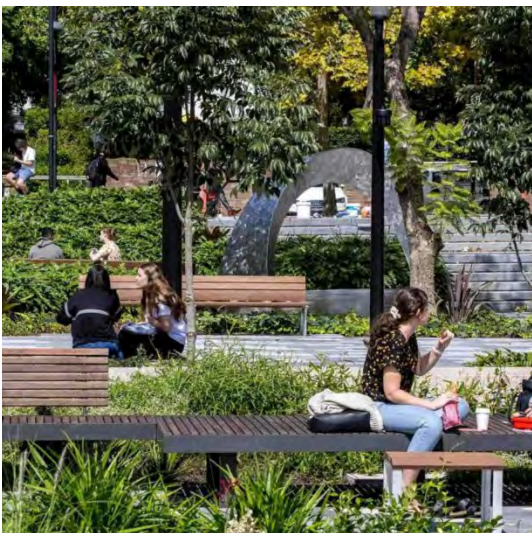
Gathering Areas

The public domain vision for Edgecliff Centre is one that priorities the community, promoting a sense of belonging and accessibility for all. It is a vision that celebrates the unique character, beauty and views of the surrounding area, enhancing the natural environment while creating a space for people to gather, connect and thrive. The Centre will provide outdoor space to meet, dine and relax.



Sense of Community

At the heart of the public domain vision for Edgecliff Centre is the desire to create a sense of community. It will be a place where residents and visitors alike can connect with each other and with the local culture, creating a vibrant and dynamic atmosphere that reflects the energy and diversity of Edgecliff.



Connectivity and Accessibility

Accessibility is also a key component of the public domain vision for Edgecliff Centre. The ground plane and podium will be highly porous both in plan and section, allow resident, works and visitors opportunity to explore and find space to gather. The Centre will be easily accessible by public transport, encouraging sustainable and eco-friendly modes of transportation. The proposals seek to improve and supplement the existing connections to public transport.



Sustainability

The public domain vision for Edgecliff Centre is rooted in a commitment to sustainability. The Centre will be designed to minimise its impact on the environment, incorporating green spaces, renewable energy sources, and sustainable building practices. The Centre will be a model for sustainable urban development, showcasing how we can build and live in harmony with the natural world.



Introduction

Community Vision

Fostering Relationships

The community vision for Edgecliff Centre is all about connection and engagement. The proposal will be a place where people come together to build relationships and celebrate community spirit. The sports space as proposed for the south of the site will be a hub of activity, offering a space for recreation, fitness and social interaction.



Community Offering

The Centre will be designed to facilitate connectivity and accessibility, with a focus on promoting inclusivity and engagement. The community offering will be accessible to all members of the community, regardless of age, ability, or socio-economic status. The Centre will be a safe and welcoming space, promoting social interaction and building a sense of belonging among residents.



Sustainability

The community vision for Edgecliff Centre also includes a strong emphasis on sustainability and environmental responsibility. The Centre will be designed to minimise its impact on the environment, incorporating green spaces, renewable energy sources, and sustainable building practices. The Centre will be a model for sustainable urban development, showcasing best practice.



Healthy Living

The community vision for Edgecliff Centre is focused on promoting innovation and creativity. The Centre will be a space that inspires and connects people, encouraging experimentation and fostering a culture of innovation. The community offering will be a platform for creativity and self-expression, enabling residents to explore their interests and passions and share them with others.



Site Context

Site Context

Site Context

The Edgecliff Centre is situated in Edgecliff, a suburb in the eastern region of Sydney, New South Wales. It is positioned at the intersection of New South Head Road and New McLean Street, with New McLean Street bordering the western side of the site.

On the southern side of the location lies a council-owned road reserve, which is an extension of New McLean Street and forms part of the proposed site for the purpose of this Planning Proposal. Going further south, one can find Trumper Park & Trumper Park Oval. To the north of the site is New South Head Road, a significant arterial road that serves the broader LGA (Local Government Area). Additionally, a couple of small parks, including Yarranabbe Park and Steyne Park, are situated to the north of the site.

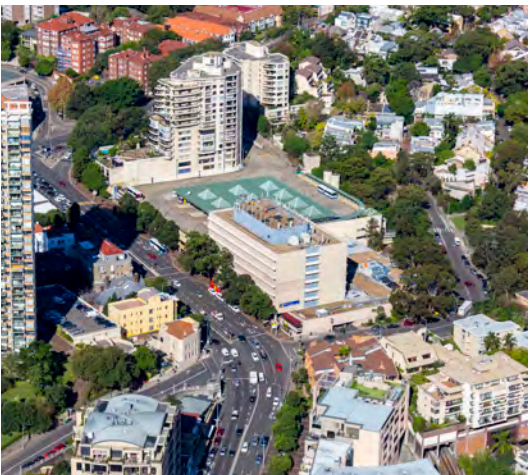
Directly east of the Edgecliff Centre is the Edgecliff Train Station & Bus Interchange, which serves as the sole transport node within the LGA. As one moves further east, the land slopes down towards Double Bay. On the western side of the site, the land gently slopes downwards towards Rushcutters Bay, a small bay that forms part of Sydney Harbour. Rushcutters Bay Park and marina are within walking distance in this area. Further west, one can find the City of Sydney LGA, with the CBD being just 3km away.



Edgecliff Centre from New South Head Road



Edgecliff Centre from New McLean Street



Aerial View from NW



Aerial View

Site Context

Local Urban Context

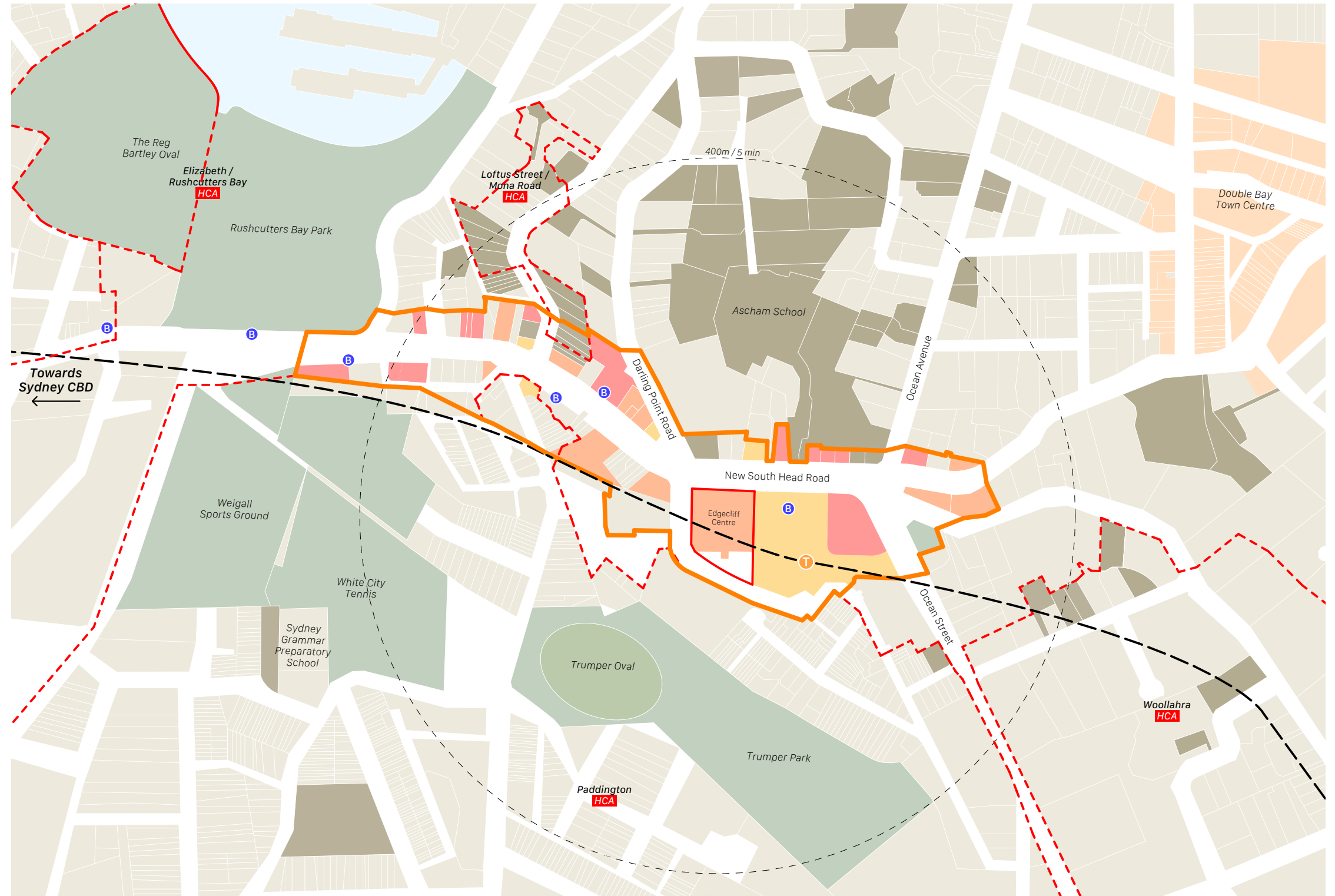
The subject site is situated at the junction of New South Head Road, New McLean Street and Darling Point Road.

New South Head Road is a significant thoroughfare that divides Edgecliff and poses challenges to pedestrian movement in the north-south direction.

Located within the Edgecliff Commercial Centre, the site holds strategic importance as a gateway to the Woollahra Local Government Area (LGA). It serves as a crucial connection between the Woollahra LGA, the Sydney Central Business District (CBD), and the eastern suburbs.

In close proximity to the site, the Edgecliff train station acts as a major public transport interchange for both the Edgecliff Commercial Centre and the eastern suburbs. It provides essential links to Bondi Junction and the Sydney CBD along the Illawarra train line. Additionally, the Edgecliff bus interchange situated above the train station offers regular bus services to Bondi, Rose Bay, Watsons Bay, the Sydney CBD, and the North Shore.

Given its easy access to the Edgecliff public transport interchange and its close proximity to the Sydney CBD, the site presents an ideal location for promoting transit-oriented development (TOD). This can be achieved through well-designed public spaces and fostering a vibrant local economy. Such a development approach would encourage the use of public transportation, supporting sustainable and efficient urban mobility in the area.



Site Context

Transport and Connectivity

Edgecliff enjoys excellent transport and connectivity to various parts of Sydney, making it a highly convenient location for residents and visitors alike.

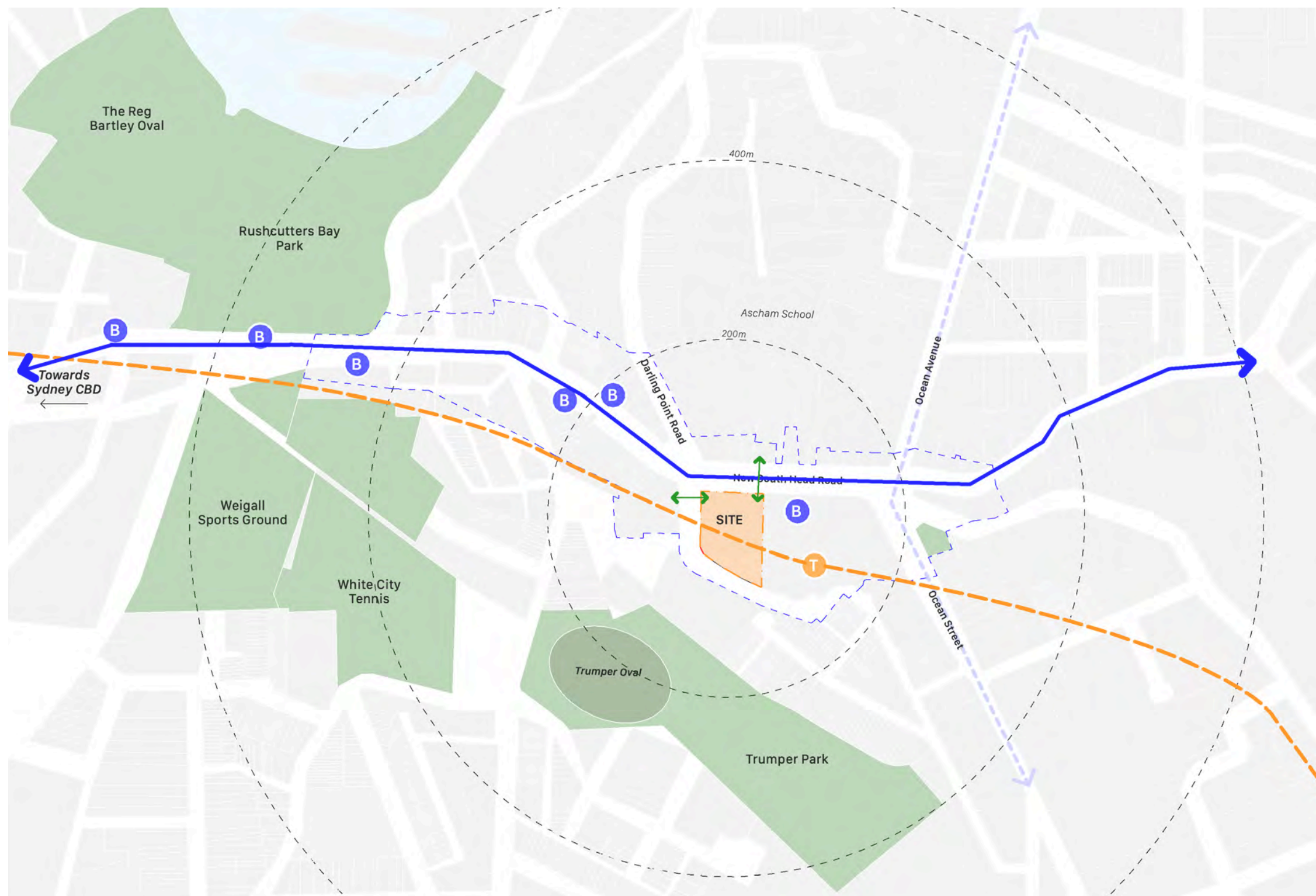
The suburb is served by the Edgecliff Train Station & Bus Interchange, acting as a vital transport node within the Eastern Suburbs and providing seamless connections to the Sydney CBD.

With frequent train services and a well organised bus network, commuters can easily access the heart of the city within a short journey.

Moreover, New South Head Road, a major arterial road running through Edgecliff, ensures smooth connectivity to the wider LGA and neighbouring areas. There is also close proximity to the Cross City tunnel, Eastern Distributor and Sydney Harbour Tunnel.

The proximity to the CBD, being only 3km away, allows for a quick and hassle-free commute to the central business district, while the surrounding Eastern Suburbs are easily accessible, offering residents the convenience of exploring nearby attractions and amenities.

Overall, Edgecliff's exceptional transport links contribute significantly to its appeal as a well-connected and vibrant hub within Sydney's bustling landscape.



Site Context

Heritage Context

The site does not consist of any heritage significant items, nor is it within a heritage conservation area. However, it is located in the vicinity of the 'Paddington, including parts of Woollahra and Edgecliff' heritage conservation area. As identified in the LEP, the subject site is nearby heritage listed items of varying ages, types and significance. In particular, Ascham school precinct, "Glenrock", the Dower House and, related items "The Octagon", (Octagon Road), "Yeomerry" (1 St Mark's Road) and "Duntrim" (37 Darling Point Road) which are also part of Ascham school.

The site is also located above the subterranean Eastern Suburbs Railway and Edgecliff Railway Station which listed under Sydney's Trains Section 170 Register.

The proposal as outlined in this submission have been crafted to ensure a positive heritage interface with the surrounding area. The building's bulk, scale and proportion have been planned to reflect the existing heritage scale, seamlessly blending the new development into the historical context of the area.

View from Edgecliff Centre across New South Head Road towards Ascham school precinct. Sandstone school gates visible in right of image.



View from Edgecliff Centre across New South Head Road towards Ascham school precinct. Sandstone school gates visible in right of image.



View from Edgecliff Centre across New South Head Road towards Ascham school precinct. Sandstone school gates visible in right of image.



Existing and Future Planning Framework

Existing Planning Framework

State Planning Policy

There are a variety of documents that form the State Planning context.

The **Greater Sydney Region Plan** is a strategic document developed by the New South Wales Government in Australia. It outlines the long-term vision and directions for the growth and development of the Greater Sydney region over a 20-year period. The plan addresses various aspects of urban planning, including housing, transportation, infrastructure, environment, economy, and social aspects.

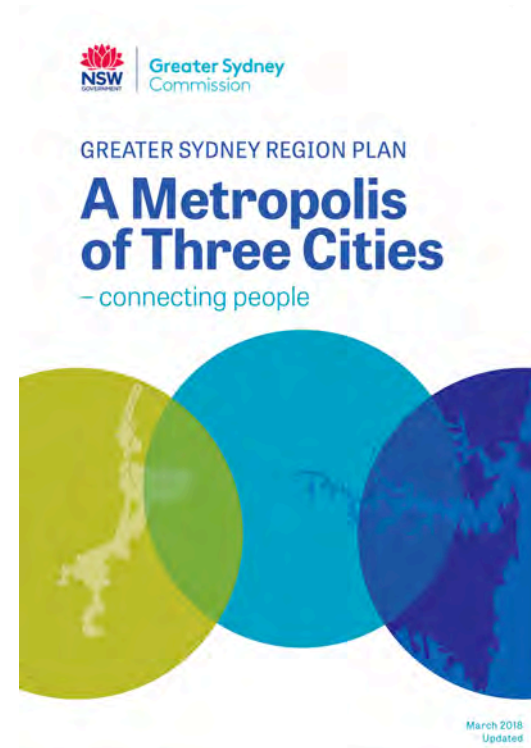
The purpose of the **Eastern City District Plan** is to provide a long-term vision and strategic framework for managing growth, development, and infrastructure investment within the district. It typically addresses key issues related to housing, transportation, infrastructure, economy, environment, and community well-being, tailored to the specific characteristics and needs of the Eastern City District.

Better Placed: Connecting with Country encourages planners, policymakers, developers, and communities to engage with Indigenous knowledge systems, cultural practices, and traditional land management approaches. This can involve consultation and collaboration with local Indigenous communities to ensure that development projects respect and reflect Aboriginal values, aspirations, and priorities.

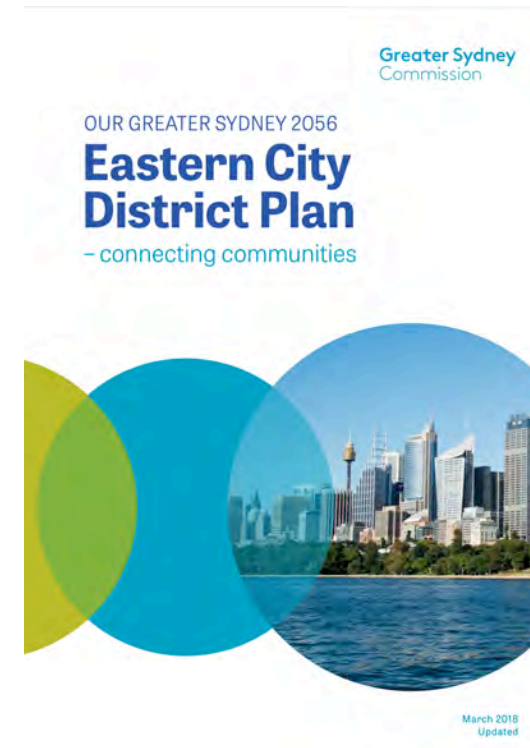
The **Apartment Design Guide** is a resource in NSW aimed at enhancing the planning and design of residential apartment developments. It replaces the Residential Flat Design Code introduced in 2002 and is used alongside State Environmental Planning Policy No 65 (SEPP 65) to set the government's policy direction for such developments. By providing benchmarks for designing and assessing residential apartment projects, this guide contributes to achieving improved design and planning outcomes.

Better Placed is a state-mandated document that outlines seven principles to promote good design in architecture, public places, and environments. These principles emphasize contextual and local fit, sustainability and adaptability, inclusivity and connectivity, safety and comfort, functionality and efficiency, value creation and enhancement, as well as engaging and attractive aesthetics.

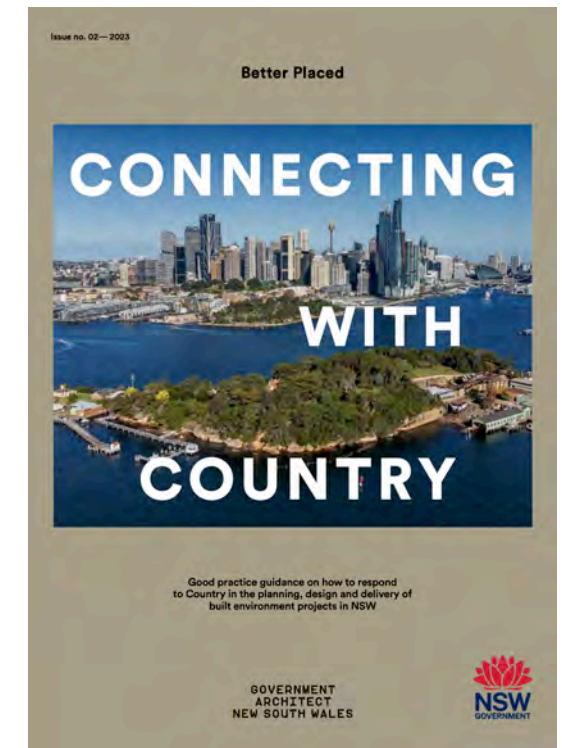
The **Future Transport Strategy** outlines a 40-year vision and outcomes framework for customer mobility in NSW, guiding transport investment. Supporting plans will facilitate its implementation, with a focus on transport's role in delivering movement and place outcomes that align with future community aspirations.



Greater Sydney Region Plan



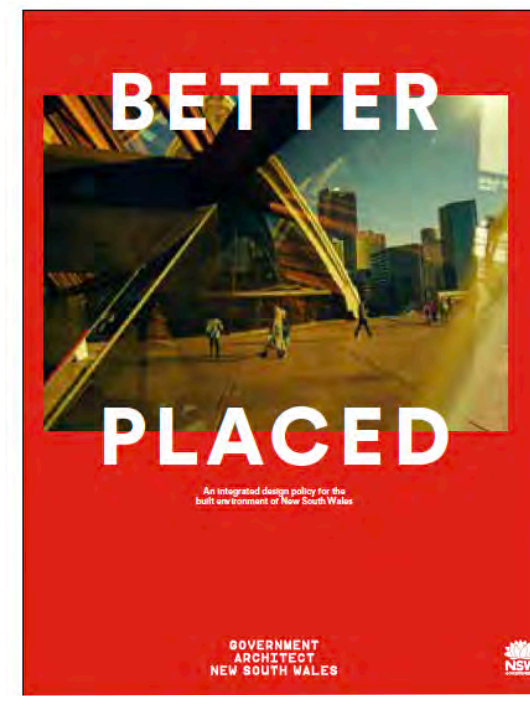
Eastern City District Plan



Connecting with Country



Apartment Design Guide



Better Placed



Future Transport Strategy 2056

Existing Planning Framework

Local Planning Policy

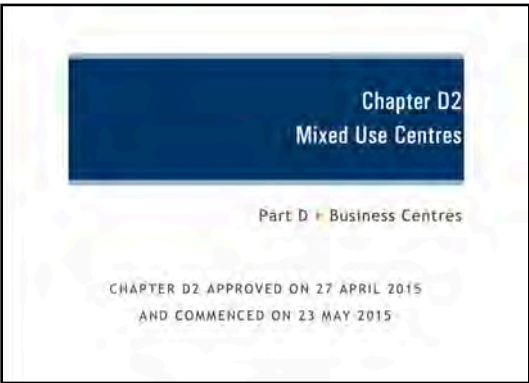
The **Woollahra LEP** is the principal environmental planning instrument applying to the site.

The **Woollahra DCP** builds upon the Woollahra LEP and provides more fine-grain design and development controls applicable to the site. The site is located on land within the Edgecliff Centre which is subject to a precinct specific DCP (Chapter D4 of Part D).

The scale of redevelopment permitted under the existing controls is not commensurate with the current strategic planning of Wollahra including the LSPS, Housing Strategy and Draft ECC which have all identified future uplift on the site.

The DCP envisages that the development within Edgecliff Centre is to contribute to the desired future character and includes the following aspirations:

- Reinforce the role of Edgecliff Centre 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.



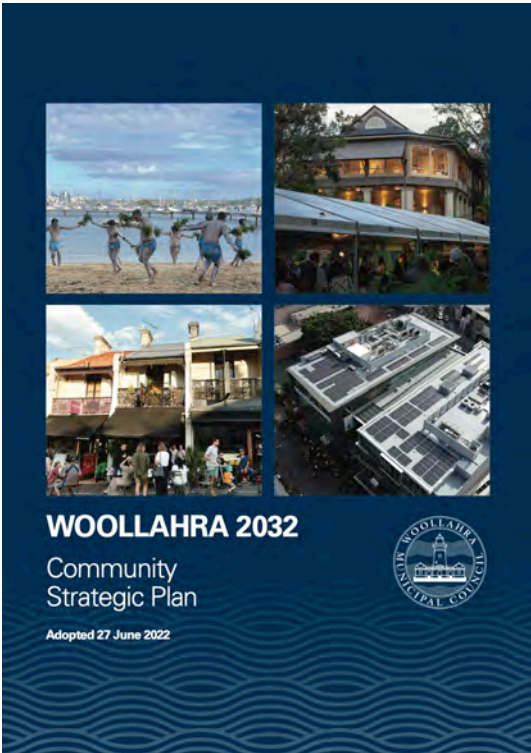
Woollahra DCP 2015



Woollahra Community Facilities Study



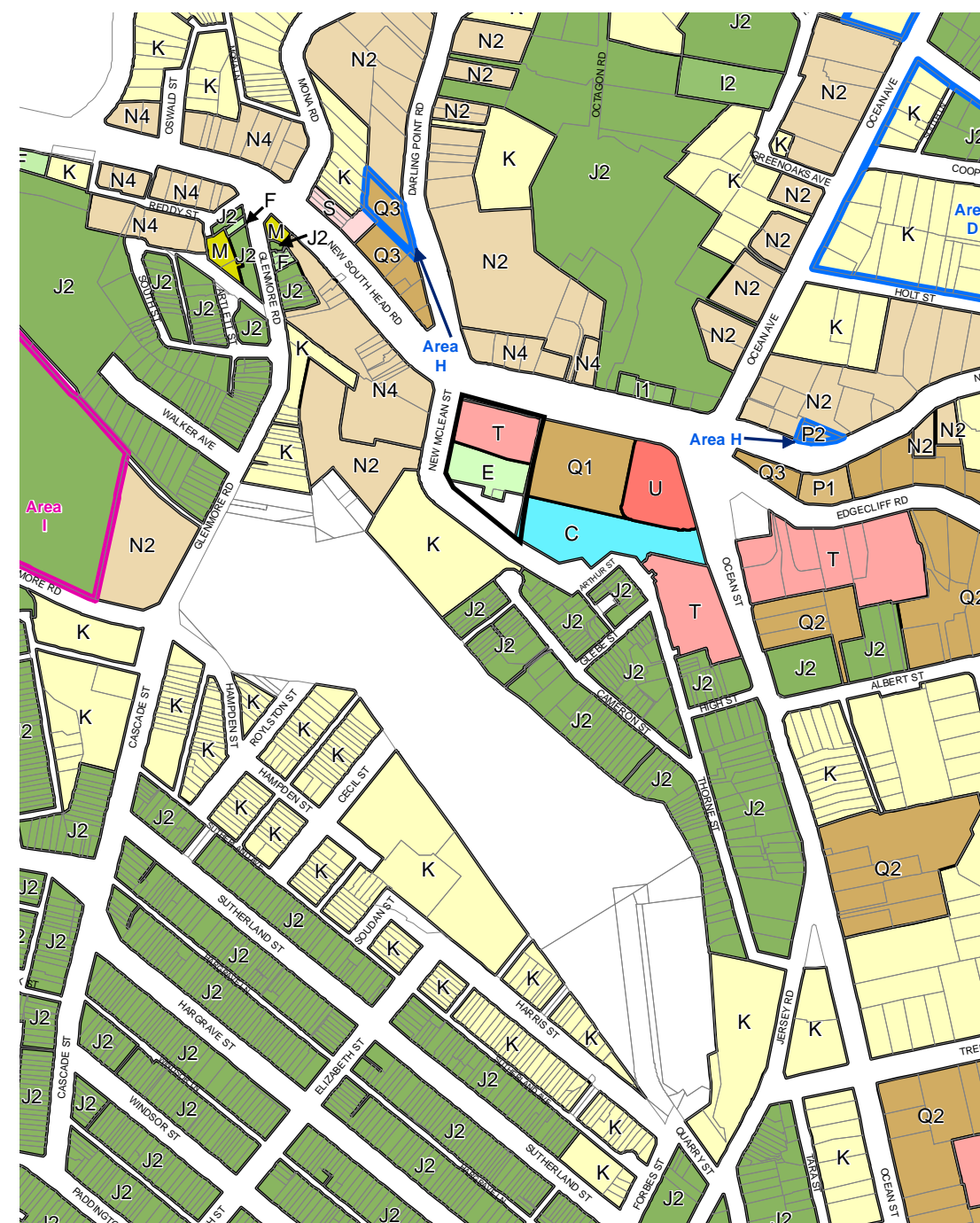
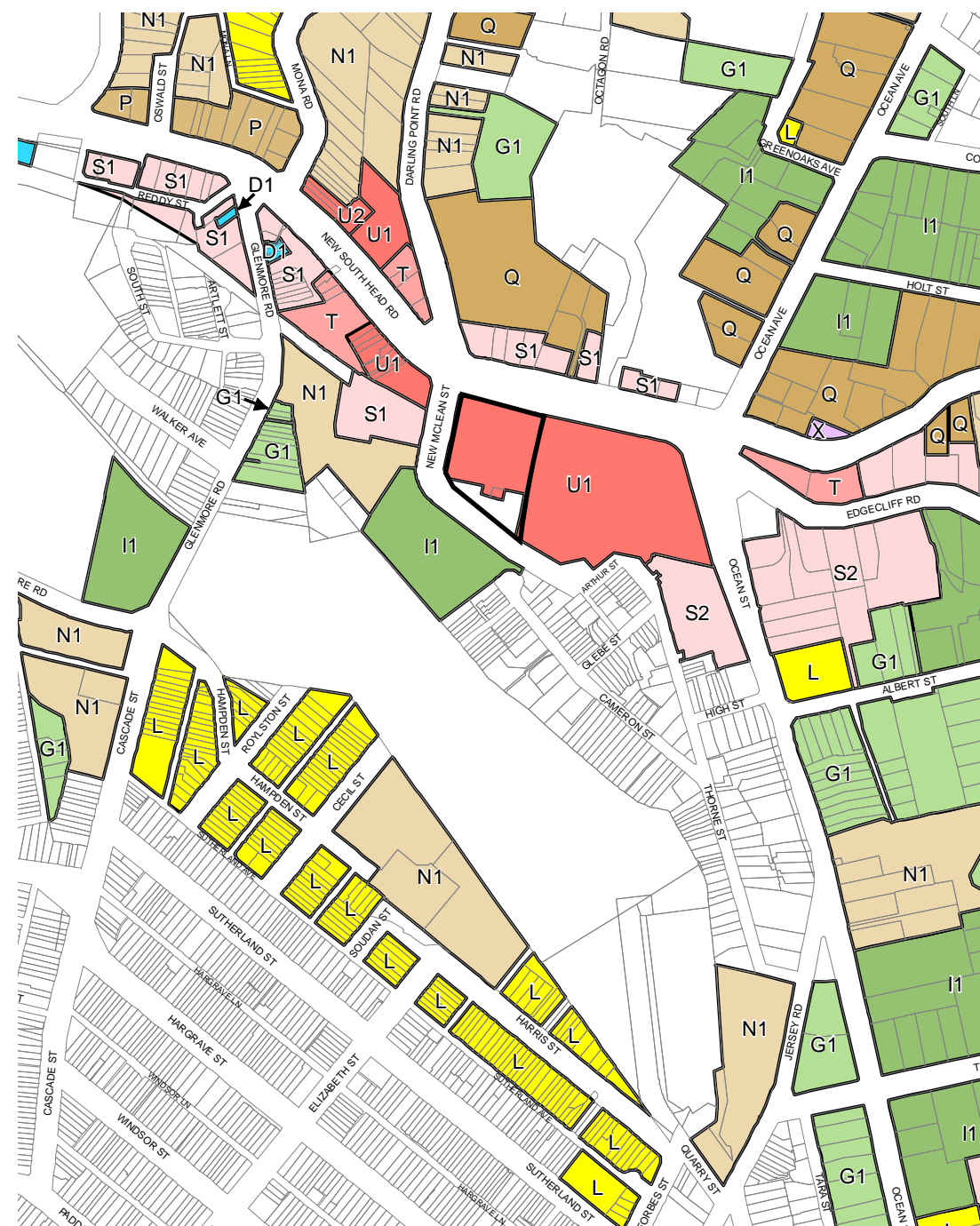
Draft Woollahra Integrated Transport Strategy



Woollahra 2032 Community Strategic Plan

Local Environmental Plan

B2 Local Centre



A1	0.21	F1	0.6	N1	1	S1	1.5
A2	0.37	F2	0.63	N2	1.04	S2	1.55
B1	0.4	G1	0.65	O	1.1	S3	1.68
B2	0.43	G2	0.68	P	1.25	S4	1.7
C	0.46	H	0.73	Q	1.3	T	2
D1	0.5	I1	0.75	R1	1.4	U1	2.5
D2	0.52	I2	0.77	R2	1.42	U2	2.9
D3	0.53	L	0.9			V	3
						X	4

C	5	K	10.5	N4	14.5	Q3	20.5
E	6	L1	11	N5	14.7	R1	21
F	6.5	L2	11.5	O1	15	R2	22.5
G	7	M	12	O2	16.5	S	23.5
H	7.5	N1	13	P1	17.5	T	26
I	8	N2	13.5	P2	18	U	34
I2	8.2	N3	14.1	P3	18.1		
J1	9			Q1	19		
J2	9.5			Q2	19.5		

Existing Planning Framework

Local Environmental Plan

The Woollahra Local Environment Plan 2014 controls that govern the site are shown to the right and are as summarised:

Floor Space Ration

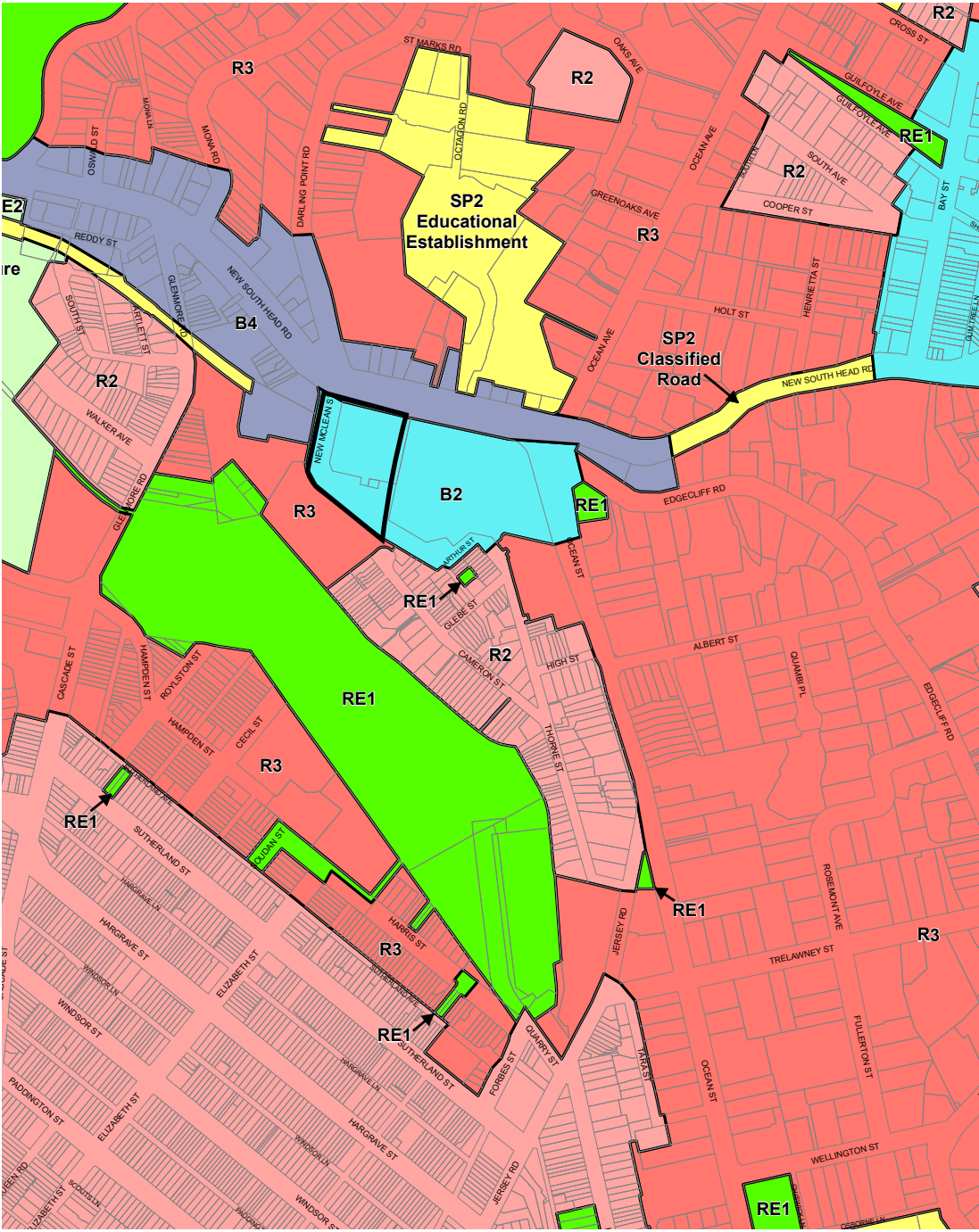
2.5:1

Height of Buildings

26 / 6m

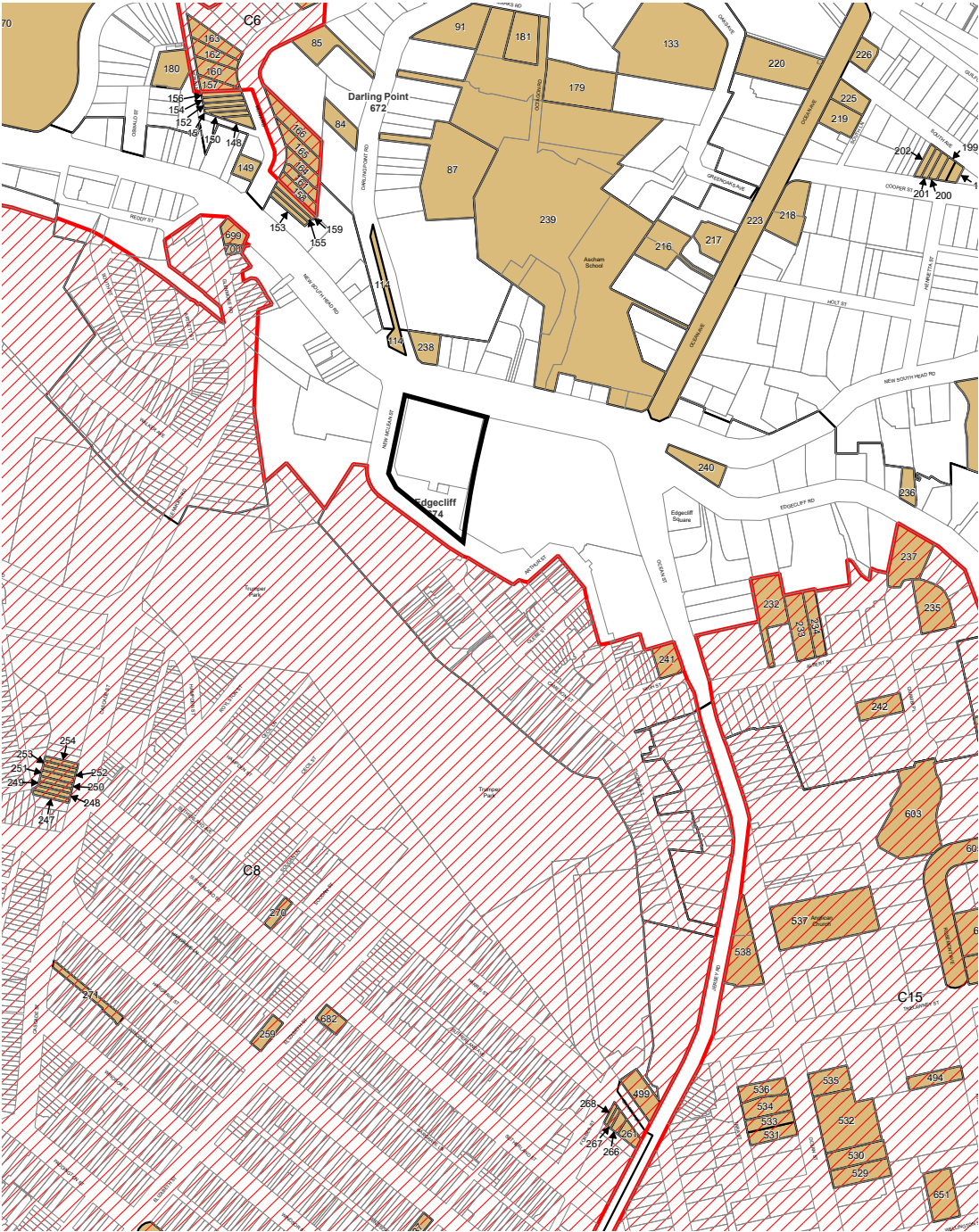
Land Zoning

B2 Local Centre



Land Zoning

B1 Neighbourhood Centre	RE1 Public Recreation
B2 Local Centre	RE2 Private Recreation
B4 Mixed Use	SP2 Infrastructure
C1 National Parks and Nature Reserves	SP3 Tourist
C2 Environmental Conservation	
R2 Low Density Residential	
R3 Medium Density Residential	



Heritage

Heritage
Conservation Area - General
Item - General
Item - Archaeological
Item - Street Name Inlays e.g. Rose Bay 675

Existing Planning Framework

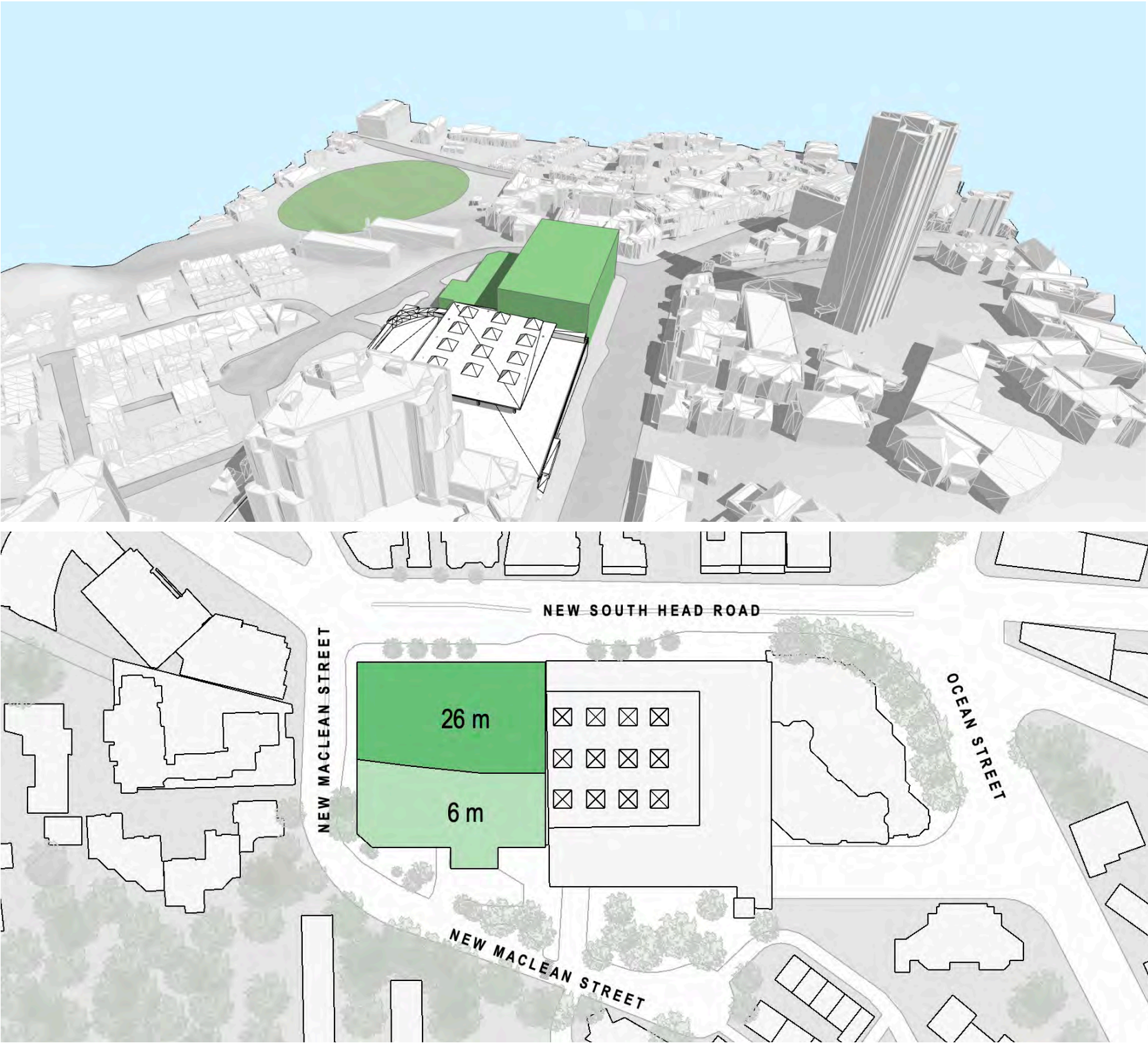
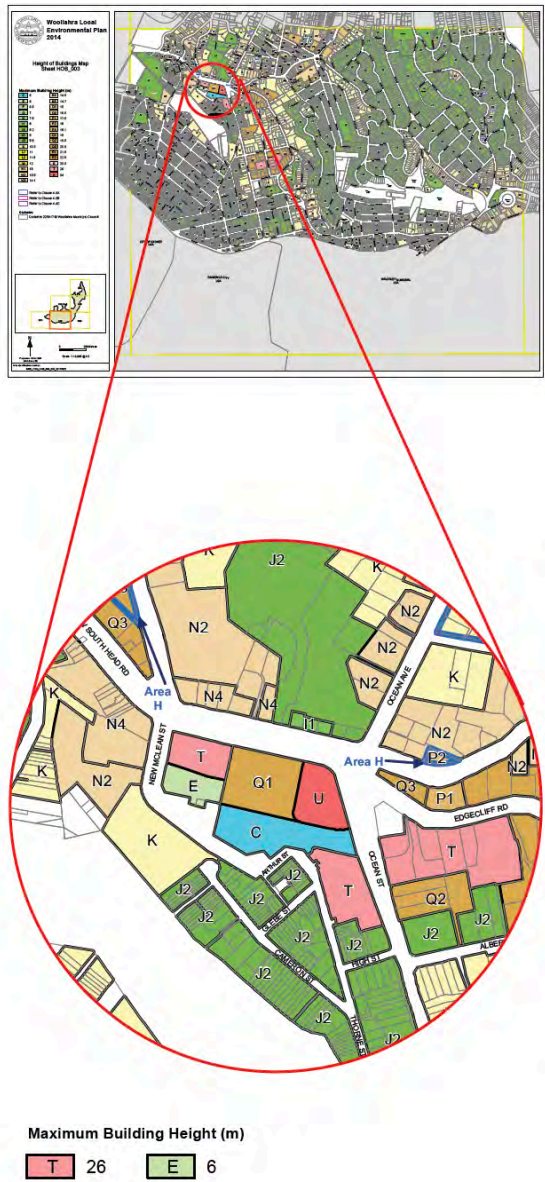
Local Environmental Plan

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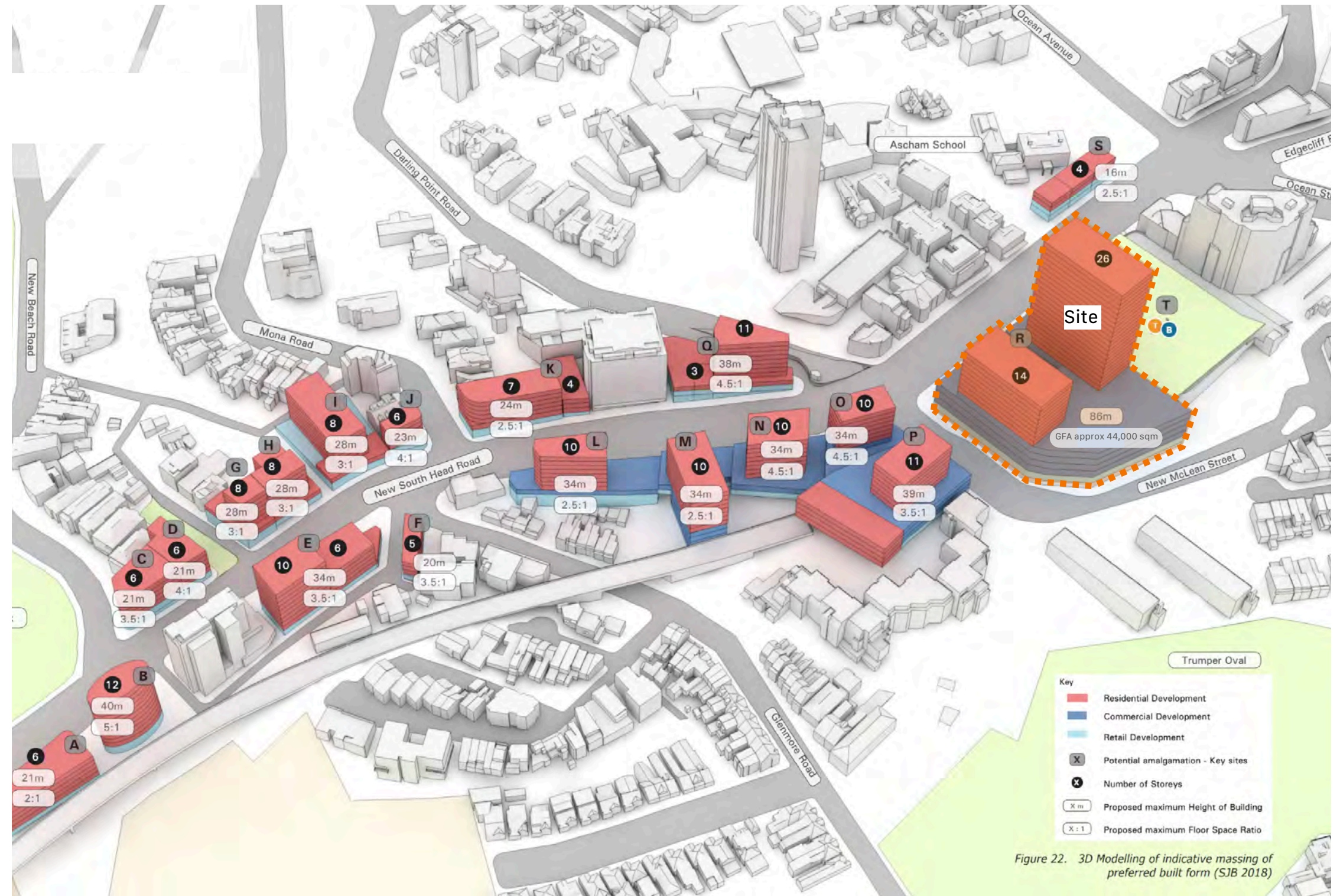
Future Planning Framework

Edgecliff Commercial Centre - Draft Edgecliff Commercial Centre Planning and

As previously outlined there has been a draft strategy released for the wider corridor. Ongoing collaboration has occurred with the council to ensure the proposal adopts the principles of the strategy whilst ensuring compliance with ADG.

The proposed built form as illustrated in the Draft Edgecliff Commercial Centre Planning and Urban Design Strategy will generally follow the sloping topography of the ECC and locate the tallest buildings around the Edgecliff train station.

The proposed built form for the ECC has been informed by the SJB Planning and Urban Design Study. The multiple scenarios tested suggested that a GFA of approximately 44,000sqm is the appropriate level of density for the site.



Edgecliff Commercial Centre Planning and Urban Design Strategy Woollahra Municipal Council

Future Planning Framework

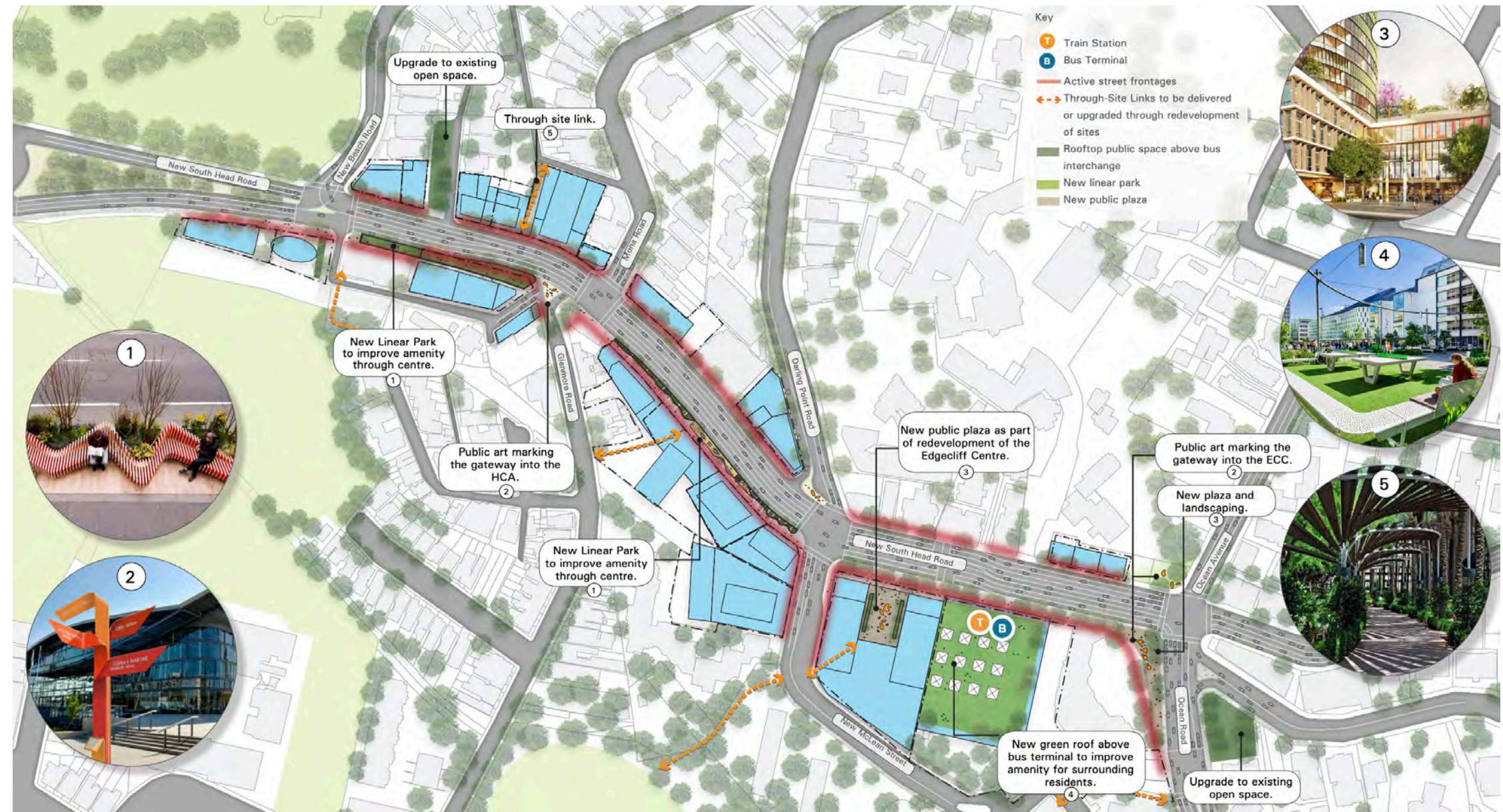
Edgecliff Commercial Centre - Planning and Urban Design Strategy

The draft strategy sets a new vision for the ECC and makes recommendations on key built form outcomes including land uses, heritage conservation, maximum building heights, active street frontages, affordable housing, design excellence, community infrastructure and transport.

To achieve the desired future character for the ECC, the existing B4 Mixed Use and B2 Local Centre zoning in the centre will be retained. These zones are consistent with the future vision for the ECC.

Commercial uses will be concentrated around the Edgecliff train station. Non-residential uses will be located along the length of New South Head Road.

To ensure that New South Head Road is functional and vibrant and that all residents have adequate amenity, residential uses will be located above other uses with sufficient setbacks. The illustrative masterplan outlines the indicative built form envisioned for the ECC.



Edgecliff Commercial Centre Planning and Urban Design Strategy Woollahra Municipal Council

Future Planning Framework

Surrounding Local Centre Analysis

The Edgecliff Centre sits at an important node on the transport spine running from the Eastern Suburbs towards the CBD.

Similarly to Darlinghurst and the Sydney CBD, topographically Edgecliff sits at the top of a crest that slopes down towards Sydney Harbour at the North.

These Local Centre are characterised by towers and taller buildings clustered around the transport nodes, and graduating down towards the harbour in the North.

In the local urban morphology, there is an east-west corridor aligned with William Street and its extension New South Head Road, and a two complementary north south spines, the first of which stretching from the end of Potts Point to Kings Cross Train Station and the second stretching from the end of Darling Point towards the Edgecliff Centre. The site is at a logical end of these two main linear corridors of point and cluster towers which terminate at their intersection above transport.

This development typology demonstrates the suitability for increased density and height of development around the Edgecliff Centre, commensurate with the development density of adjacent centres.



Future Planning Framework

Eastern Harbour Ridgeline

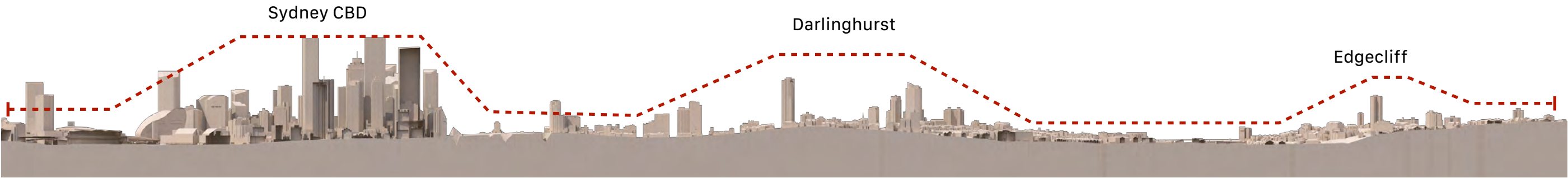
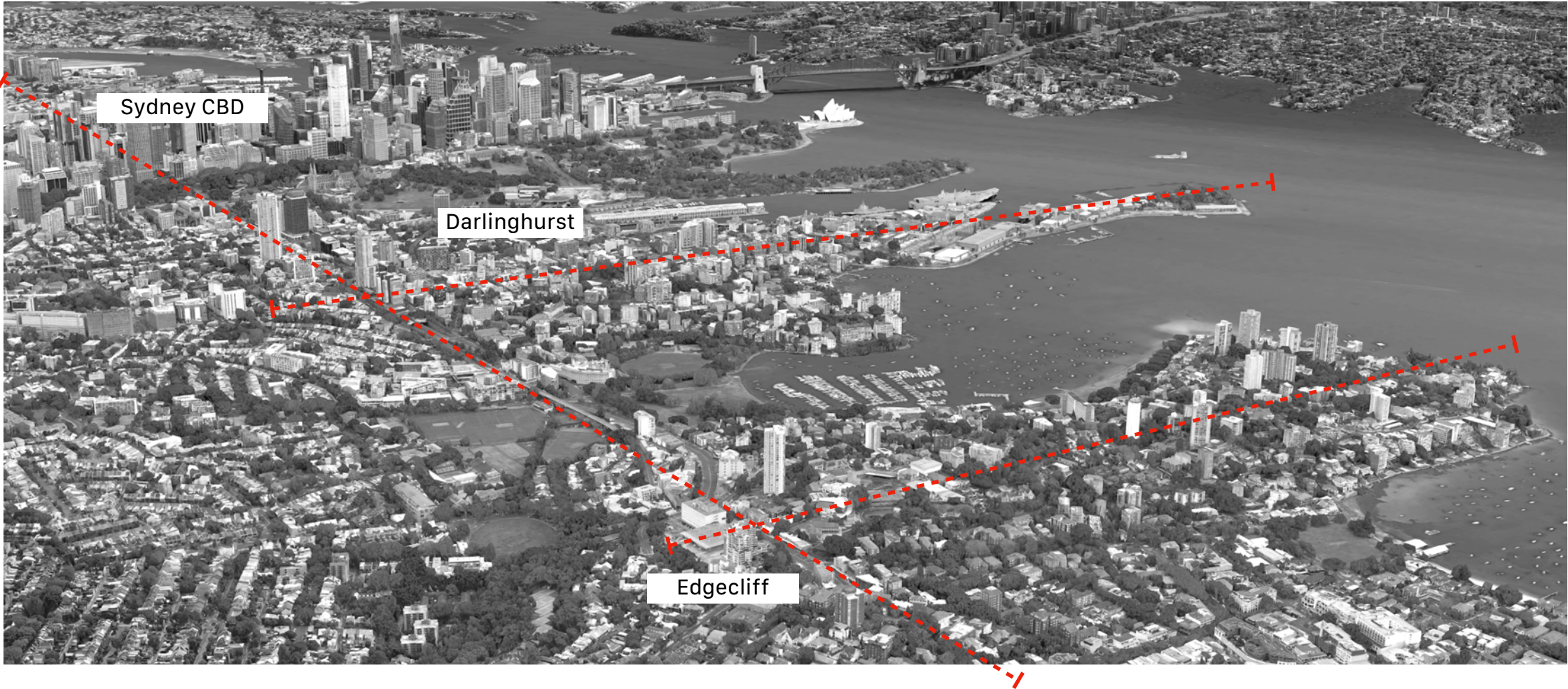
The proposal aims to contribute significantly to the future skyline character of Edgecliff, solidifying its role as the gateway to the Eastern Suburbs and along New South Head Road.

The site itself offers a chance to create a visually striking focal point at this prominent intersection, marking the entrance to Darling Point Road, which serves as the primary spine of the Darling Point Peninsula.

The incorporation of high-density residential and commercial spaces in the development aligns with the projected growth of the district and bolsters the tourism economy by providing essential infrastructure such as services and accommodations, as outlined in strategic policies.

Leveraging the proximity to Edgecliff Centre, within 400-800m of the station along New South Head Road, offers an opportunity to enhance Sydney's transformation into a true 30-minute city by fostering greater density.

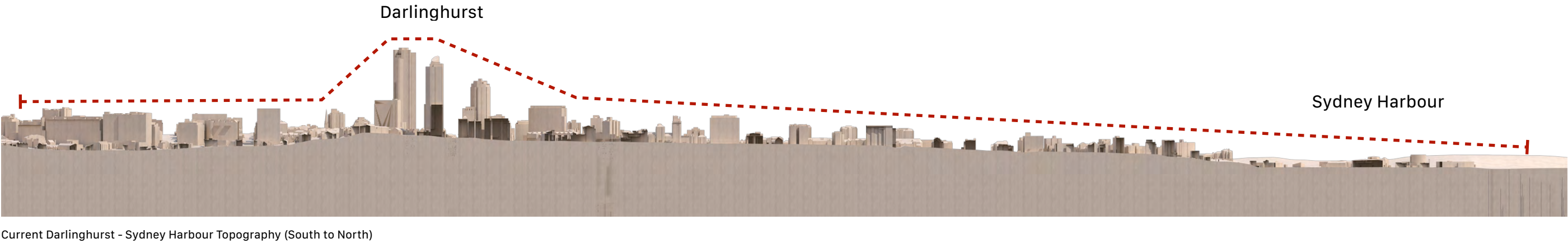
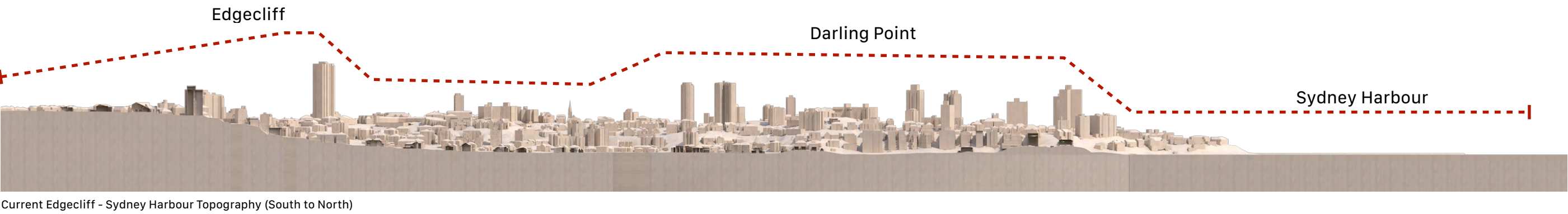
The location of the centre, its close proximity to the CBD, and its role as a gateway to the Eastern Suburbs, including Kings Cross and Bondi Junction, justify and appropriately support the proposed increased height and density, aligning with the overall vision of the project.



Sydney CBD - Current Edgecliff Topography (West to East)

Future Planning Framework

Eastern Harbour Ridgeline



Urban Analysis

Urban Analysis

Existing Street Wall Heights - New South Head Road (North)

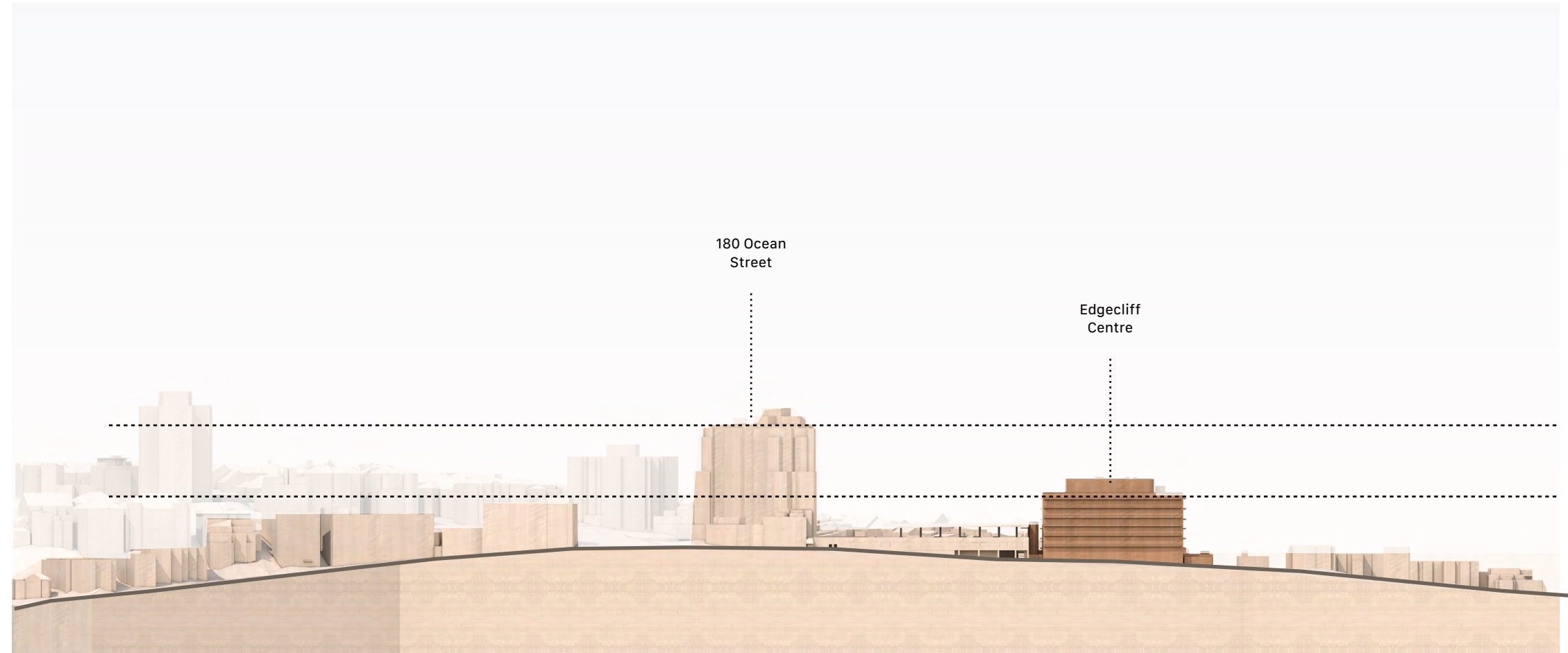
The streetscape in the area is disjointed and impermeable, characterised by a mix of large format commercial centres, high rise residential, small heritage buildings, and various additions.

On the southern side of New South Head Road, multi-storey mixed-use developments dominate, featuring concealed and set-back ground floor interfaces, blank walls, and inconsistent facades.

These large lots often have vast expanses of unrelieved walls, creating a harsh environment for pedestrians at street level.

A lack of awnings or interruptions in the facade further contributes to the pedestrian movement challenges. The congestion and traffic buffer along the multi-lane road hinder pedestrian flow.

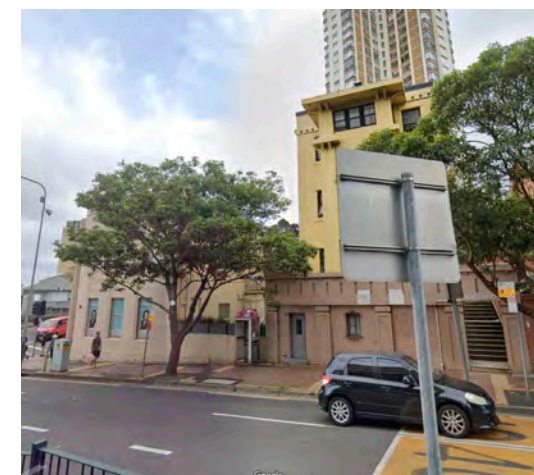
The Edgecliff Centre, being a significant transit-oriented development on this side of the street, suffers from compromised access and arrival due to disconnected pedestrian pathways and defensive built form.



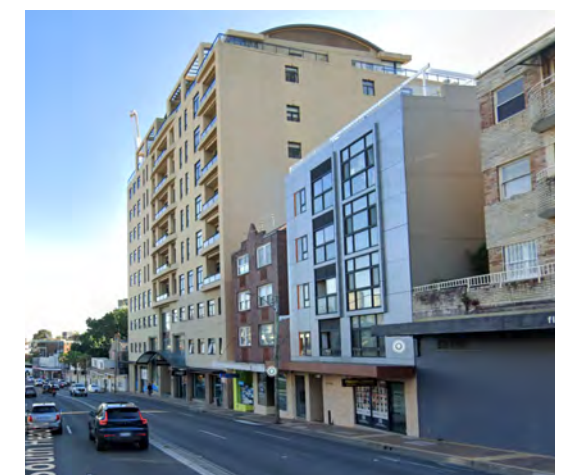
Looking East along New South Head Road



Looking South on New South Head Road towards site



Looking North on New South Head Road towards heritage building



Looking West along New South Head Road

Urban Analysis

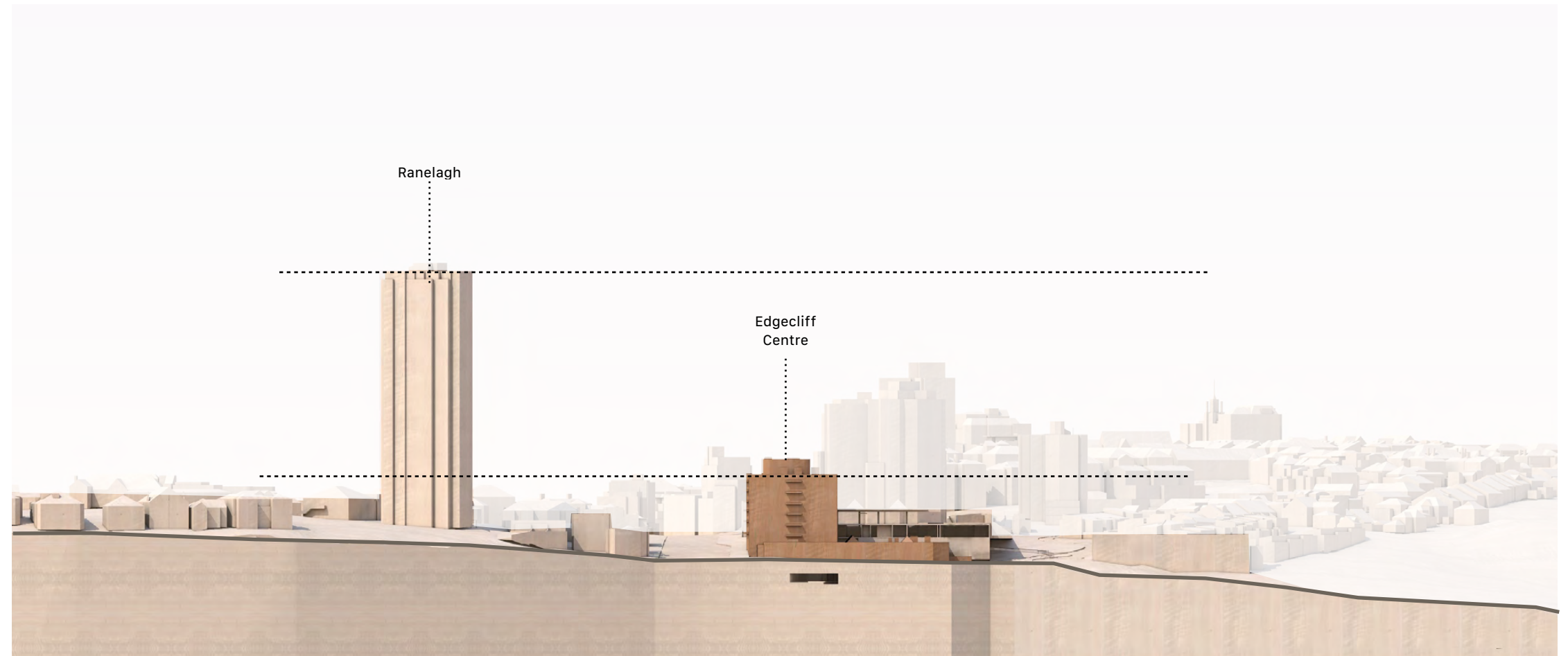
Existing Street Wall Heights - New McLean Street (West)

Much like the New South Head Road, there is no consistent streetscape, building height or design language along New McLean Street.

The facade of Edgecliff Centre itself is largely blank, only punctuated by carpark entries and a small strip of windows.

The podium presents as 2-3 storey, with the commercial centre itself set further back.

Across New South Head Road, there is a highly fragmented scale, varying between 3-6 storey residential developments and the 32 storey tall Ranelagh tower.



Looking North along West of New McLean Street towards Ranelagh Tower



Looking East on West of New McLean Street towards site



Looking West on West of New McLean Street



Looking South along West of New McLean Street

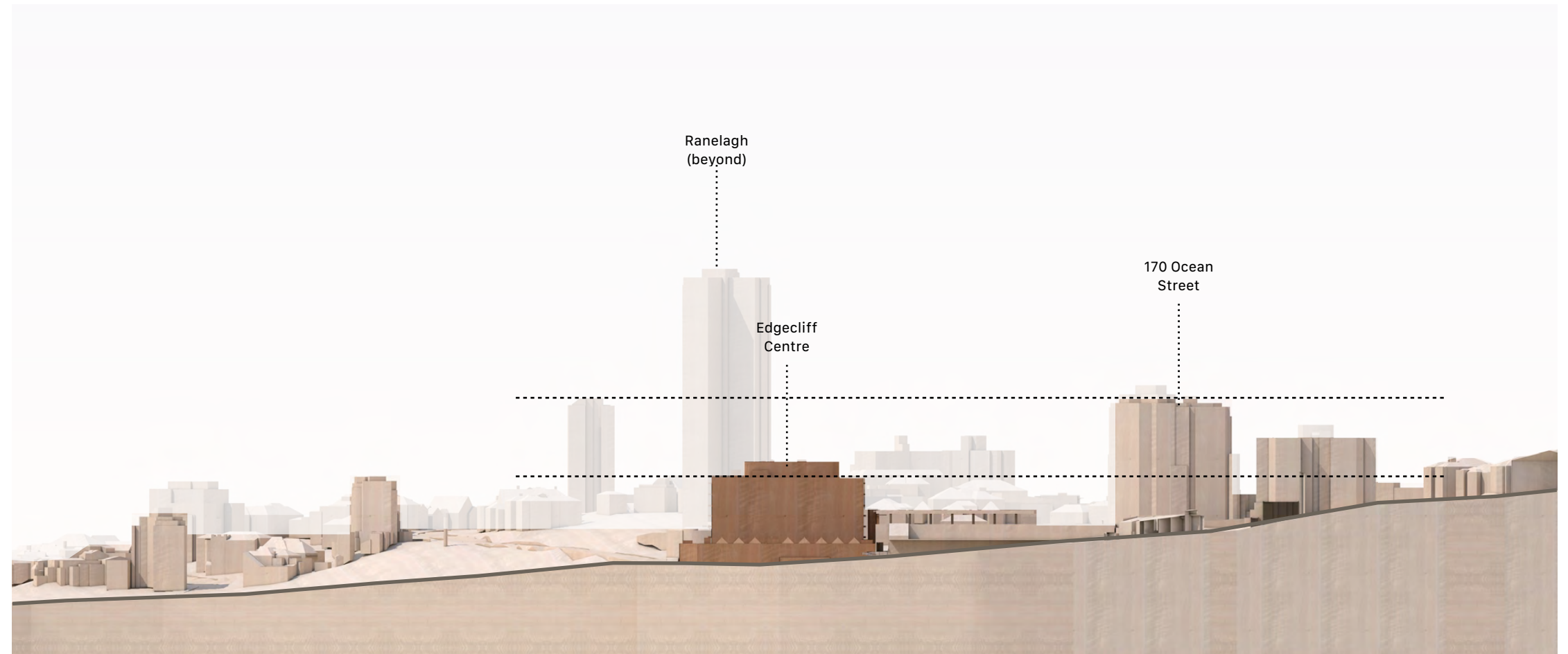
Urban Analysis

Existing Street Wall Heights - New McLean Street (South)

The rear of the site is characterised on one hand by a leafy residential setting, and on the other by a jarring and brutal concrete podium to the Edgecliff Centre and adjacent Eastpoint development.

Further along, 170 and 180 Ocean street rise above the tree canopy to introduce a sense of height and scale within the context.

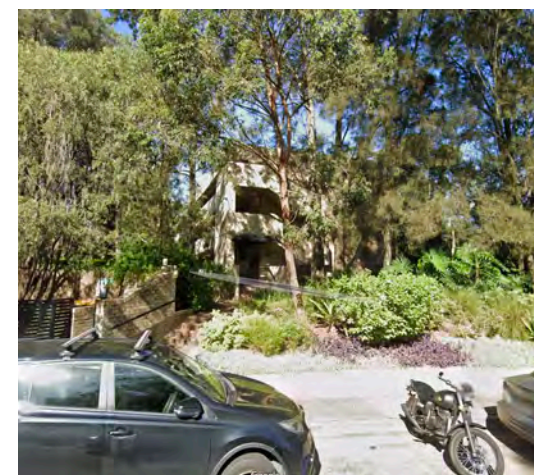
To the South, the residential heritage context drops away towards Trumper Park and Trumper oval beyond.



Looking West along South of New McLean Street



Looking North on South of New McLean Street towards site



Looking South on South of New McLean Street towards HCA



Looking East along South of New McLean Street

Urban Analysis

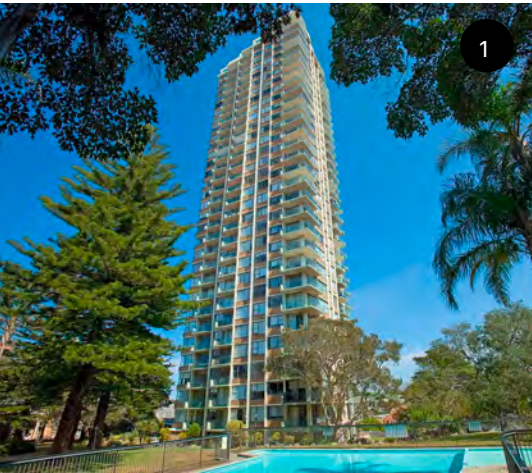
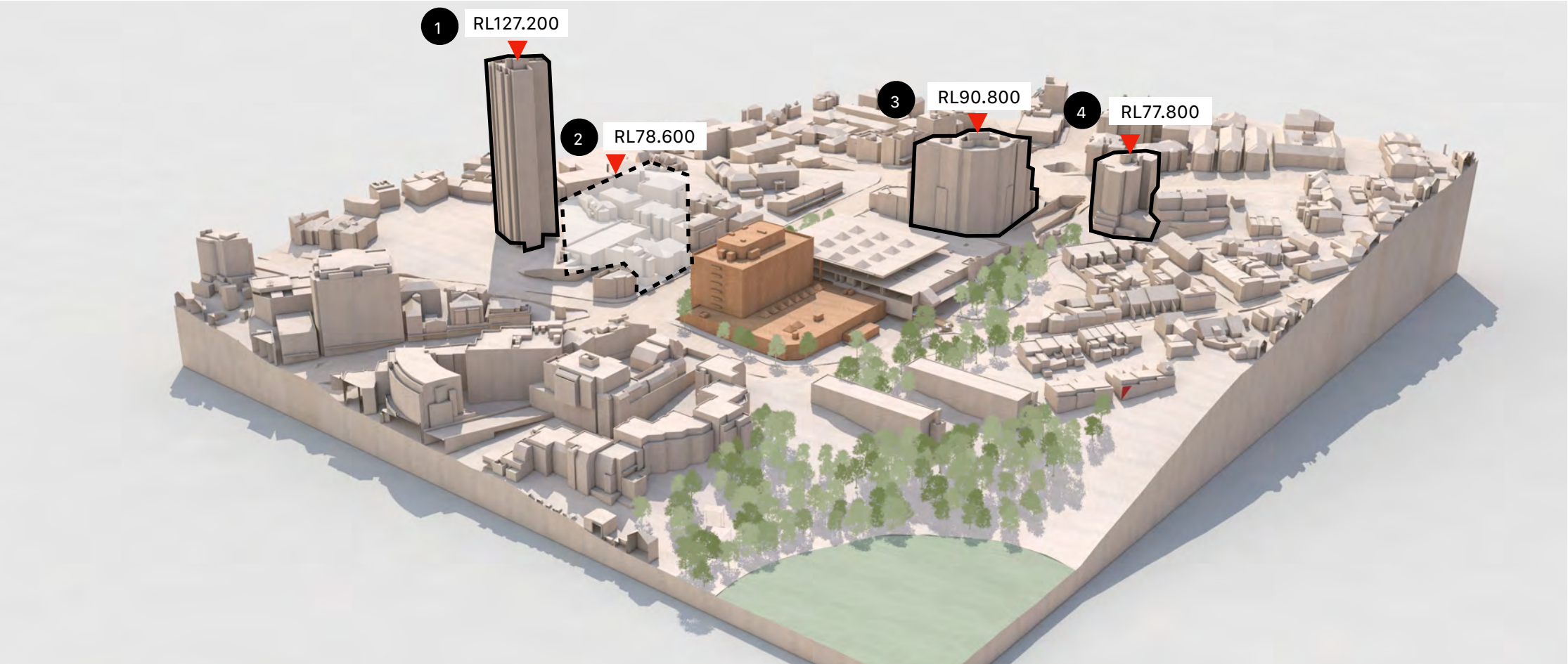
Existing Tall Buildings

The Edgecliff Centre site is surrounded by a number of existing and proposed tall buildings.

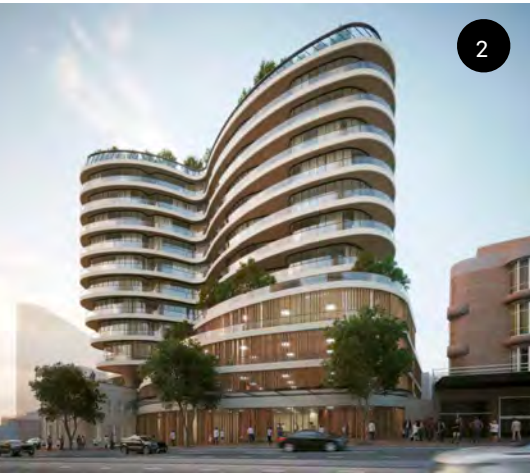
These include 3 Darlington Point (Ranelagh) with an RL of 127.200, the approved planning proposal at 136-148 New South Head Road with an RL of 78.600. These are both located immediately to the North of the site over New South Head Road, and together with the Edgecliff Centre form the gateway to the Edgecliff Commercial Centre, and to the greater Eastern Suburbs.

Additionally, to the East of the site along Ocean street, there are two existing residential buildings at 180 and 170 Ocean street with RLs of 90.800 and 77.800 respectively.

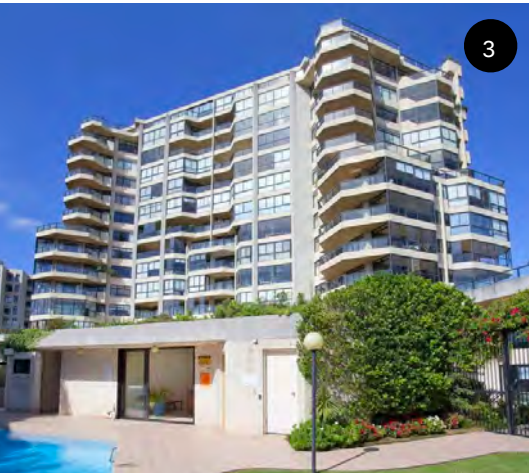
Along with informing the context for building height in the area, the consideration of the view sharing corridors for these existing residents forms an important part of the envelope development for the Edgecliff Centre site.



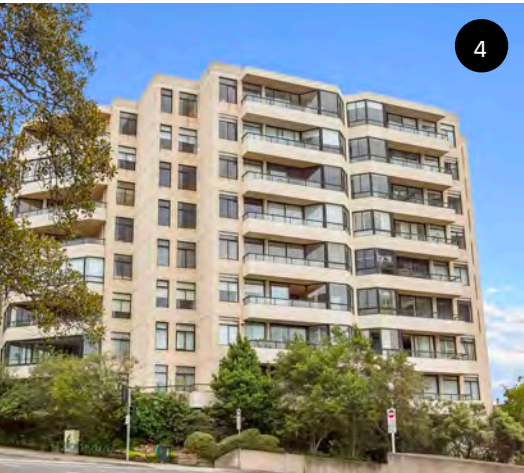
3 Darlington Point - Ranelagh



136-148 New South Head Road (Planning Proposal)



180 Ocean Street Apartment



170 Ocean Street Apartment

Urban Analysis

Surrounding View Impact

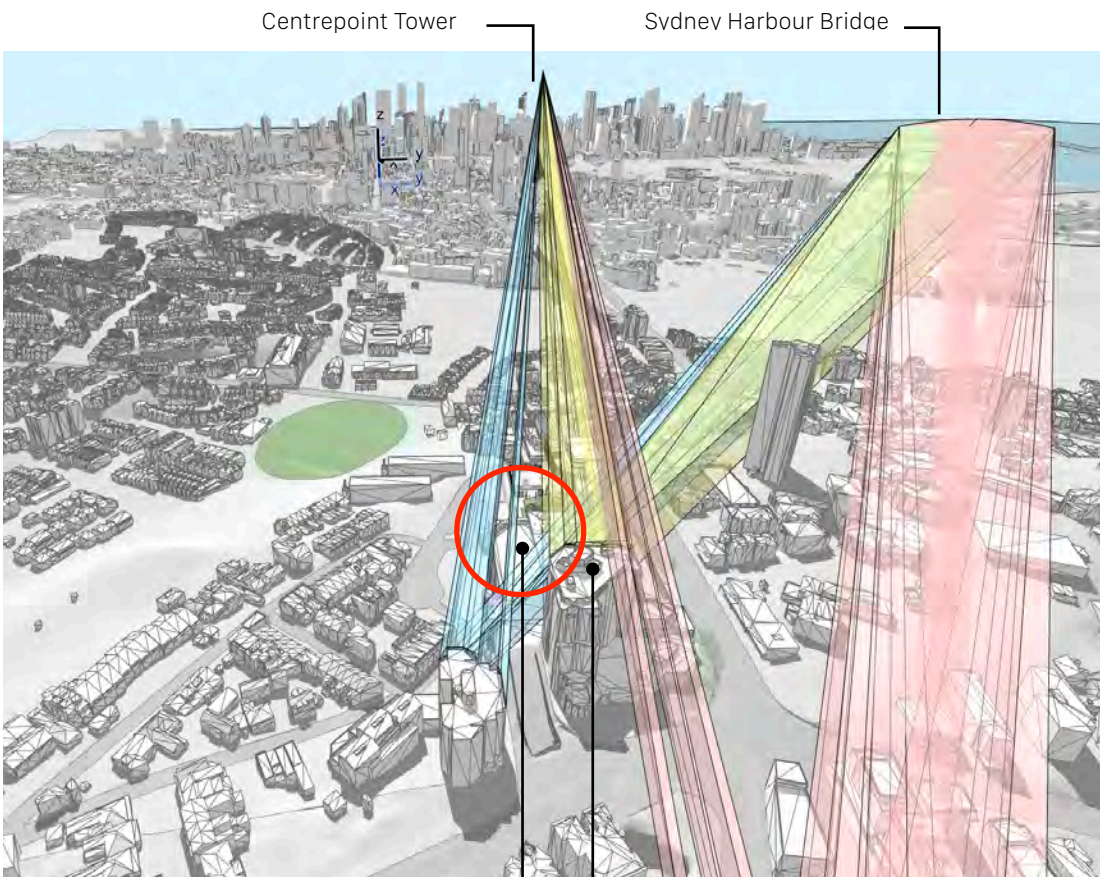
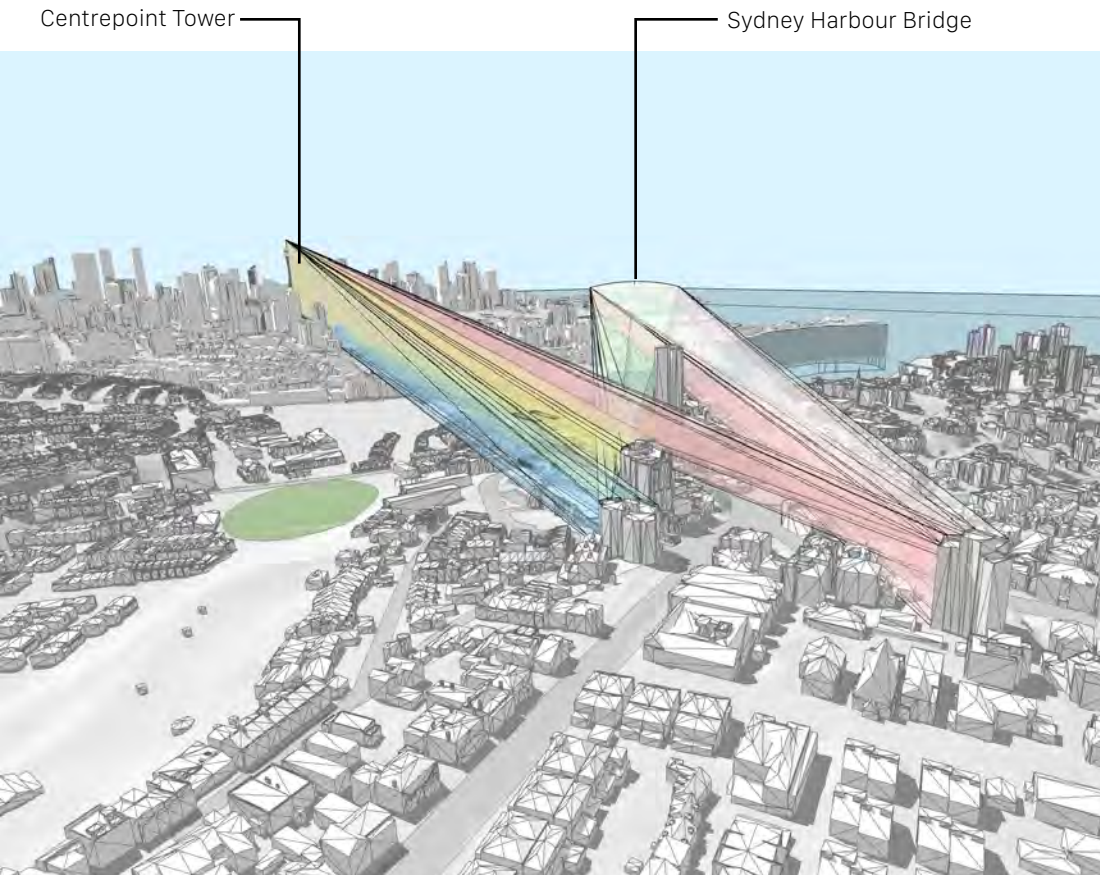
The proposal maximises the preservation of the views of existing residential developments including but not limited to;

- / Karoola Tower
- / 170 Ocean Street
- / 180 Ocean Street
- / Ranelagh Tower

Significant landmarks of the CBD Skyline (Sydney Tower & Sydney Harbour) were selected as the key elements of the skyline.

View corridors were then created as a tool to inform the design envelope.

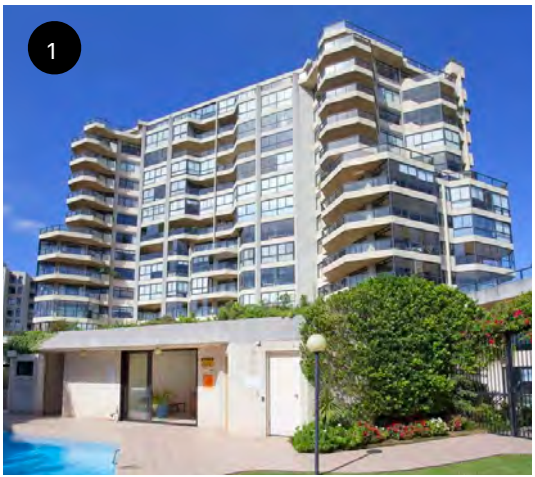
Rules of Tenacity are considered to determine built form.



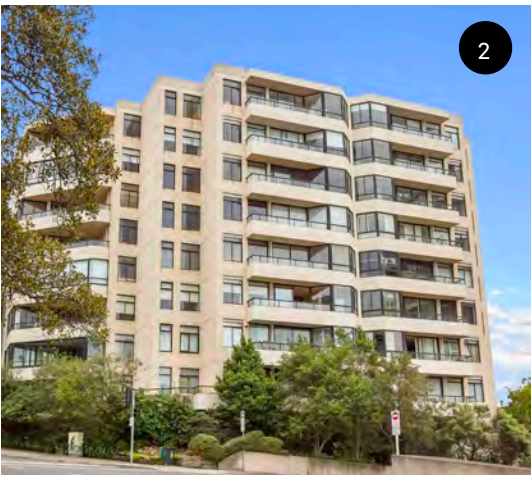
Limited View sharing impacts 180 Ocean Street

As highlighted above, the two existing residential buildings at 180 and 170 Ocean street enjoy views to the Sydney CBD and Sydney Harbour.

In developing an appropriate envelope for the future redevelopment of the Edgecliff Centre site, the proposal aims to maintain the appropriate levels of view sharing to these two residential buildings.



180 Ocean Street Apartment



170 Ocean Street Apartment

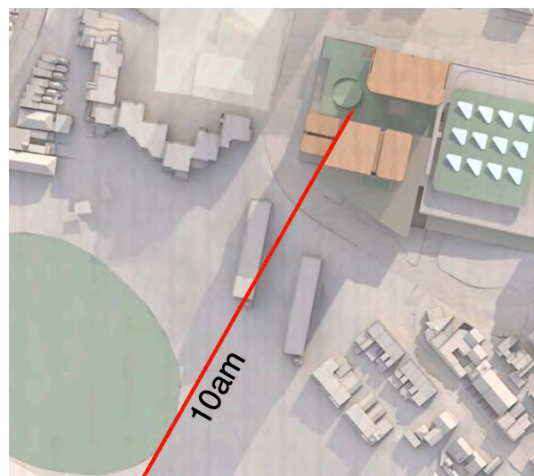
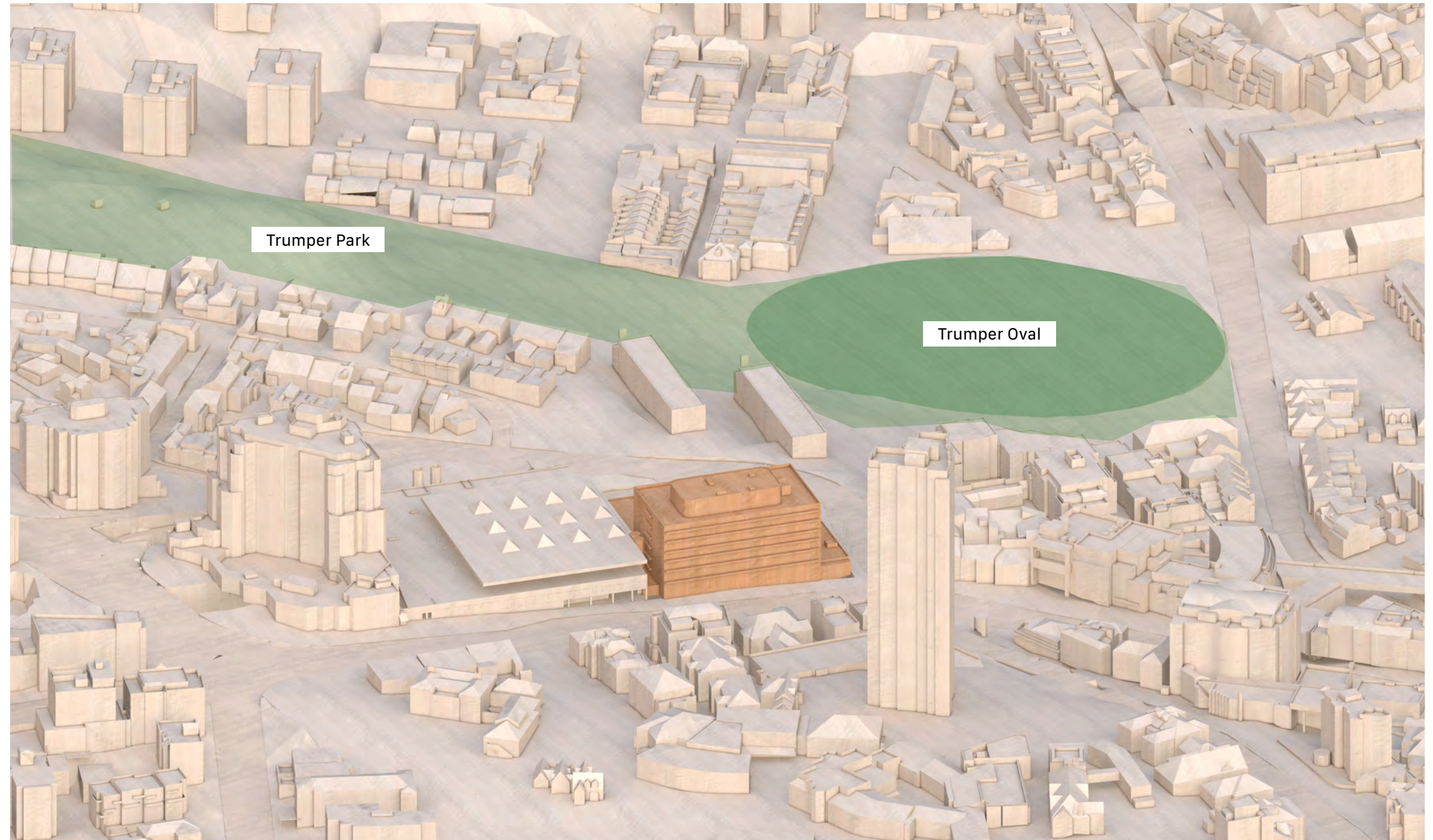
Urban Analysis

Trumper Park Oval

Trumper Park Oval is located approximately 125m south-west of the site.

The Woollahra DCP (WDCP) looks to protect the amenity to the Oval by way of control that protects solar access to the Oval between 10am and 2pm on 21 June.

Any envelope proposal must ensure that this control is respected, and this overshadowing issue provides an important consideration.



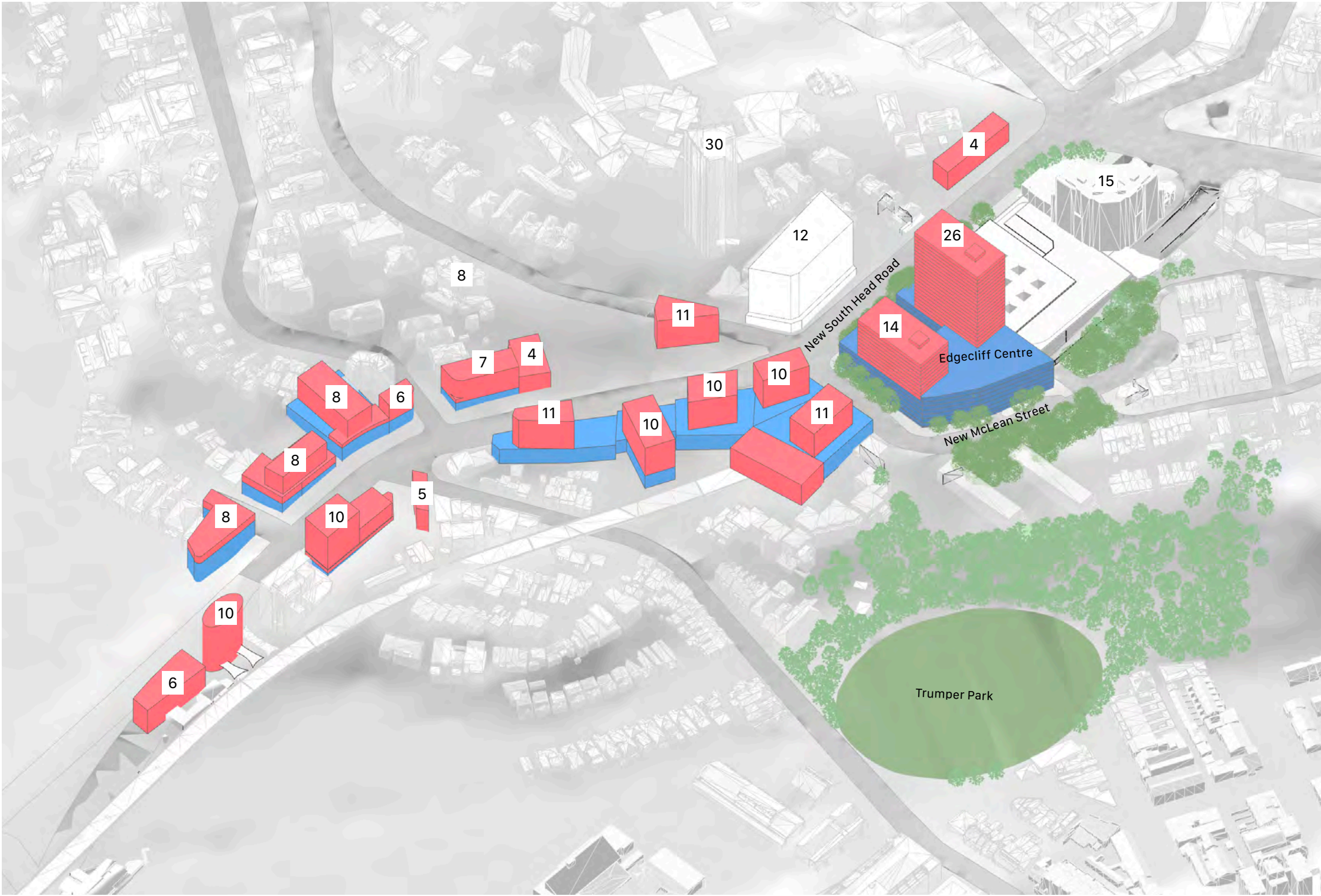
Edgecliff Commercial Centre - Analysis

Edgecliff Commercial Centre - Analysis

Draft ECC Context

The Draft Edgecliff Commercial Centre strategy proposes maximum building heights across the ECC to range from 17 to 89 metres (4 - 26 storeys), with the greatest height being focused around the Edgecliff train station in the Local Commercial core.

The Strategy clearly identifies the Edgecliff Centre site as being capable of supporting increased height and density and is the marquee site designated for the tallest built form.



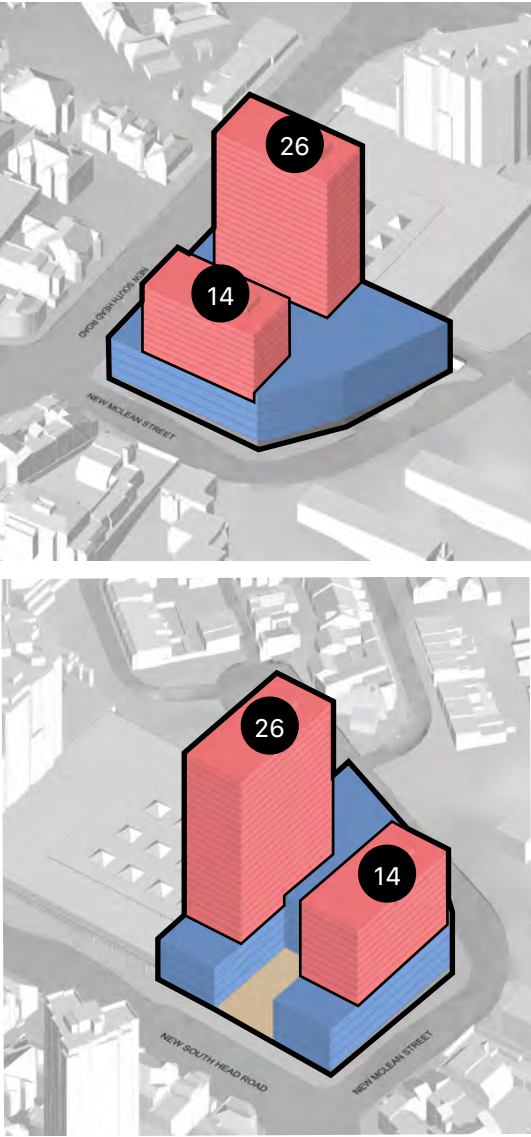
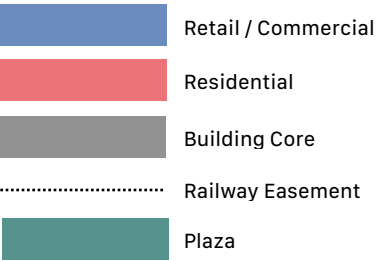
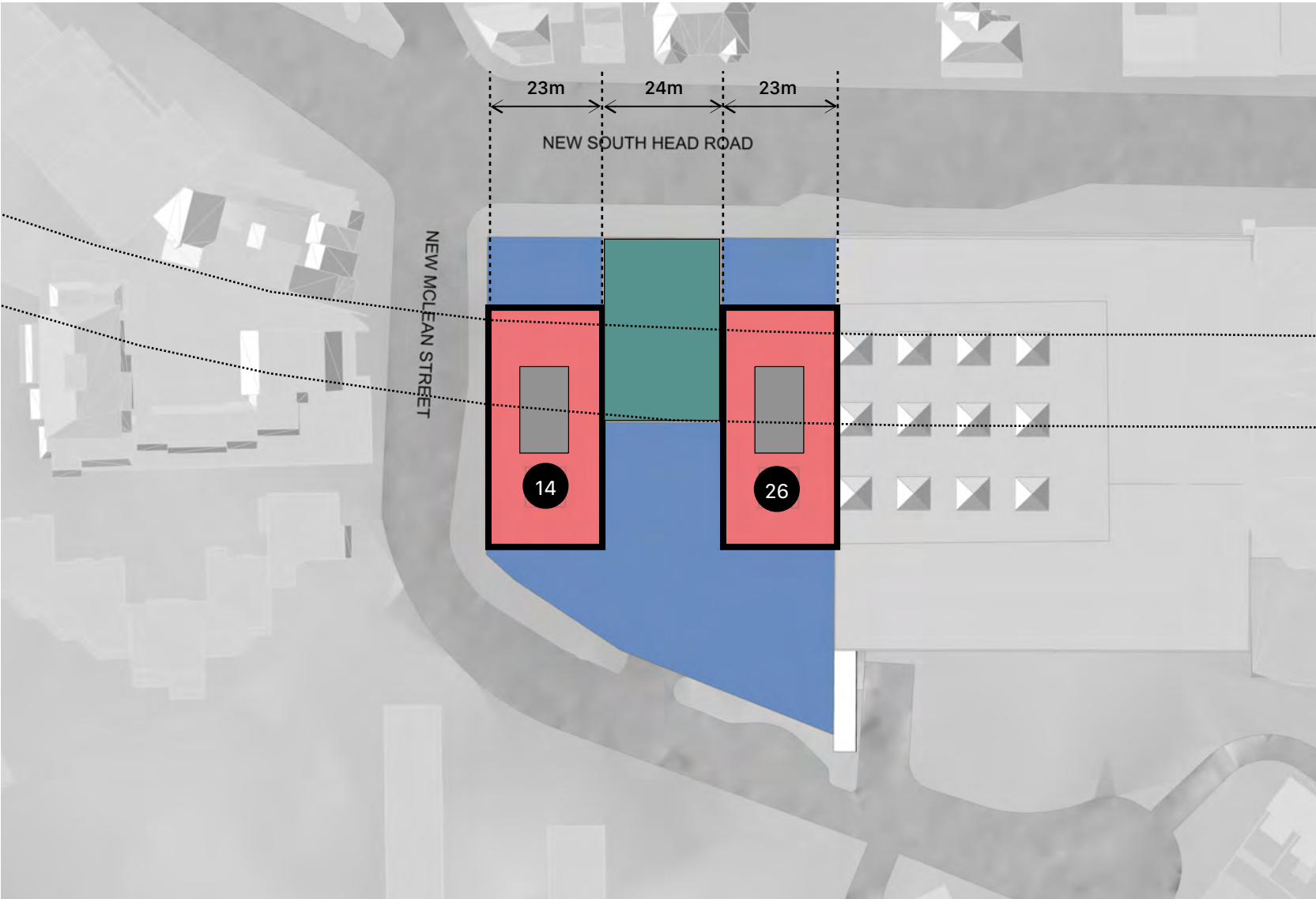
Edgecliff Commercial Centre - Analysis

Massing Strategy - ECC Draft Strategy

Residential

The design of the ECC strategy development comprises of two residential towers of 26 and 14 storeys with a 24m separation between them sitting atop a 4-5 storey podium with a ground floor plaza/open space at its centre along New South Head Road.

- ✗ Insufficient building setbacks
- ✗ Not compliant with ADG setbacks
- ✗ Impact on Rail Tunnel
- ✗ Overshadowing Trumper Park Oval



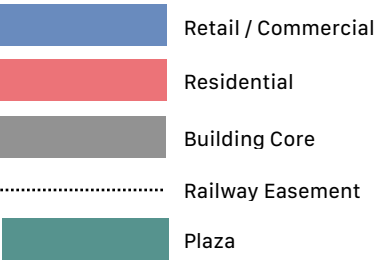
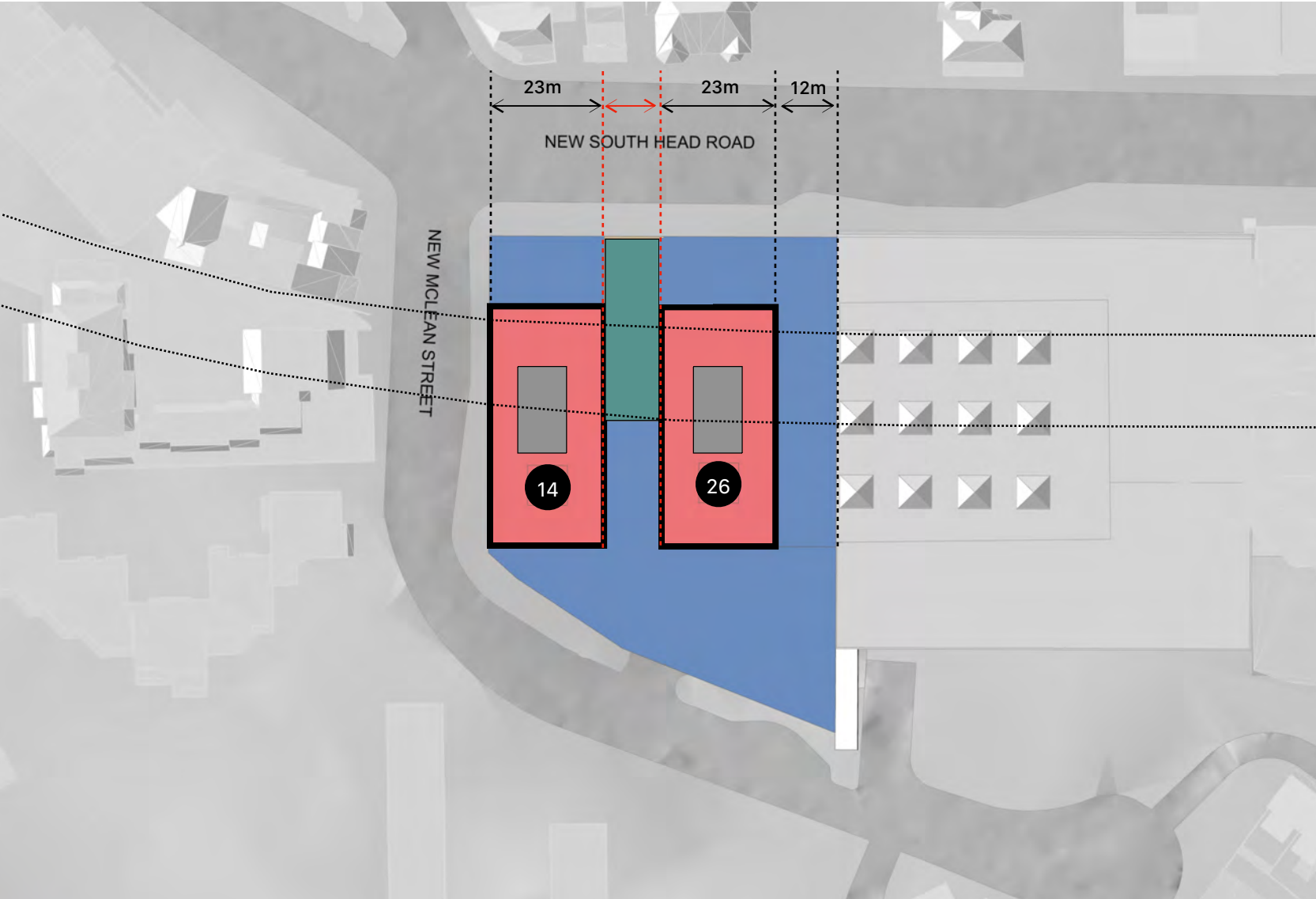
Edgecliff Commercial Centre - Analysis

Massing Strategy - Applying ADG Principles

Seeking to apply ADG compliance with building setback from neighbouring buildings the eastern residential tower has been pushed west by 12m to provide separation ensuring compliance for future development opportunity to the east.

As a result the building separation between the two residential tower reduced to 12m which creates a new non compliant criteria according to the ADG and significantly impacts on the delivery of a public open space which has already been identified as problematic due to the vehicle dominated nature of its location.

- ✗ Non Compliant Building Separation
- ✗ Not compliant with ADG solar access and privacy
- ✗ Significant Impact on Key Public Amenity
- ✗ Impact on Rail Tunnel
- ✗ Overshadowing Trumper Park Oval

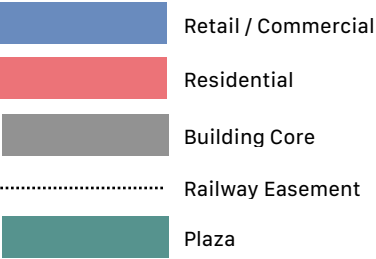


Edgecliff Commercial Centre - Analysis

Massing Strategy - Applying ADG Principles

Seeking to apply suitable setbacks and building separation criterion to the design the building forms results in significant GFA loss.
Furthermore the built forms created are narrow and inefficient with overlaying requirements for the rail corridor below will result in further inefficiencies and GFA loss and result in a further net decrease in GFA.

- ✗ Inefficient floor plate
- ✗ Unable to accomodate appropriate floor space
- ✗ Impact on Rail Tunnel
- ✗ Overshadowing Trumper Park Oval



Edgecliff Commercial Centre - Analysis

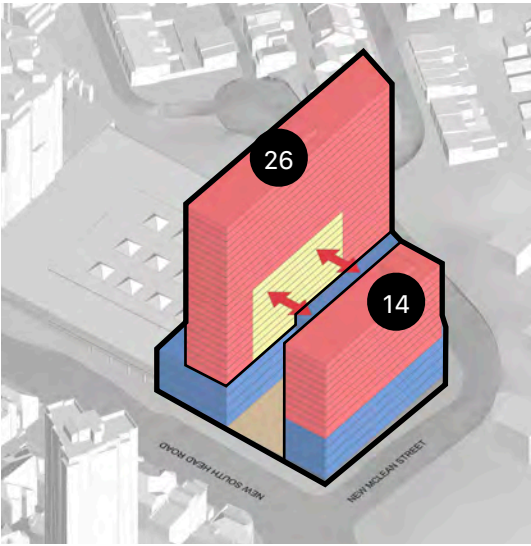
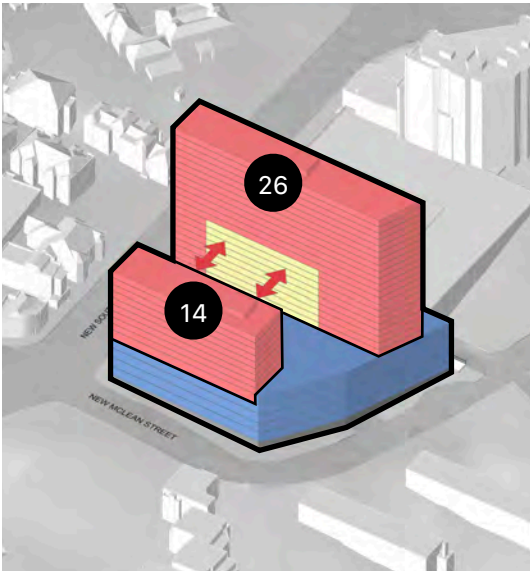
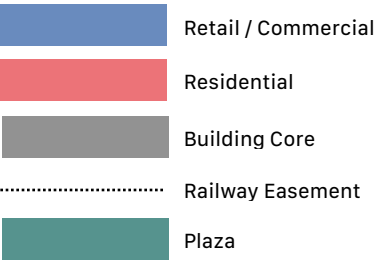
Massing Strategy - Redistribution Option 1

In considering alternate options to redistribute the displaced GFA within the scheme, concepts were developed to extend the forms across the site (similarly to the 2010 Opportunity Site Study).

However these resulted in increased environmental impacts such as view loss to the eastern neighbours at 170 and 180 Ocean Street and overshadowing to existing residences along New McLean Street.

The urban form was also inconsistent with developing street walls and an appropriate transition South towards the HCA.

- ✗ Inefficient floor plate
- ✗ Inappropriate built form
- ✗ Greater Environmental Impacts (view Loss and Overshadowing)



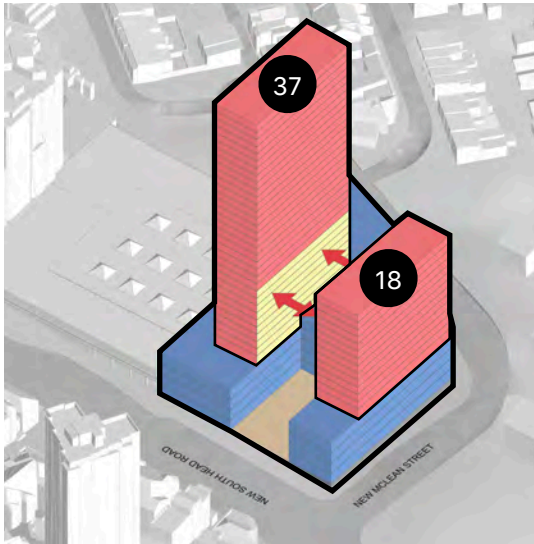
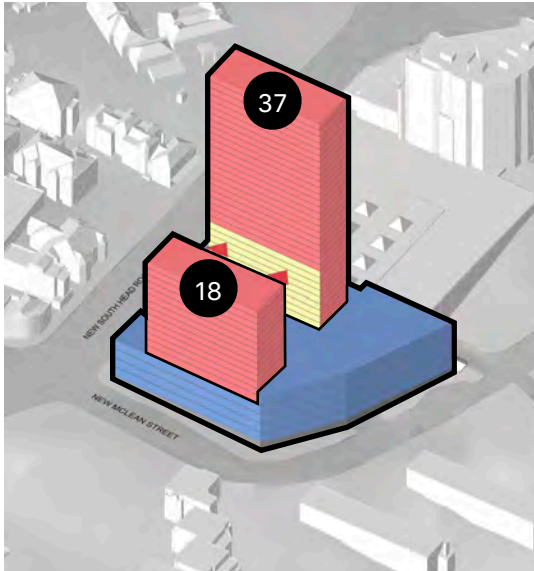
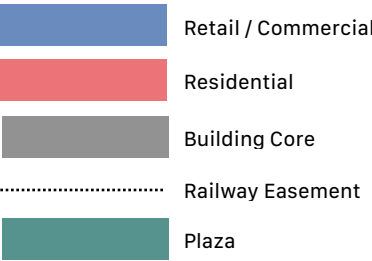
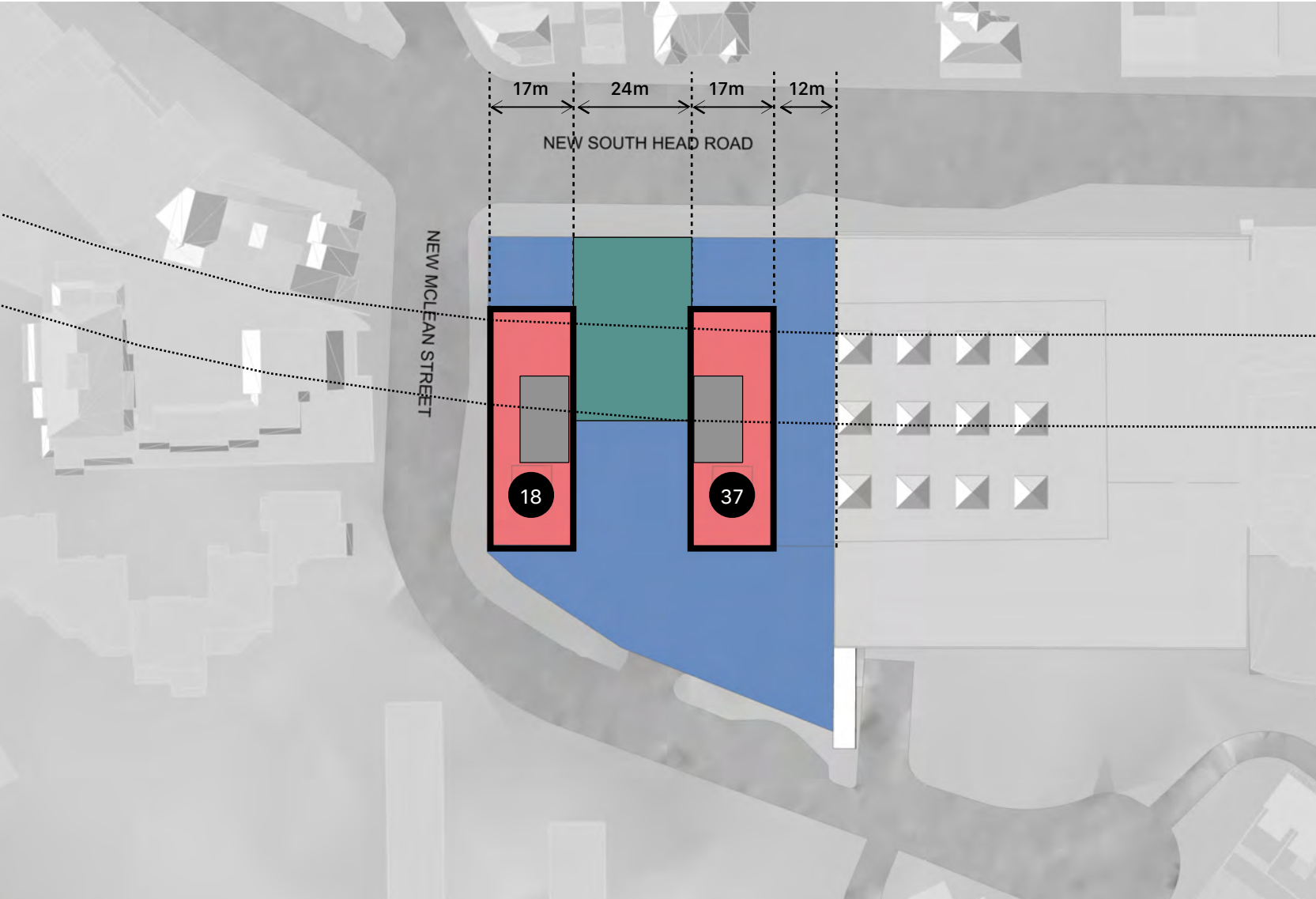
Edgecliff Commercial Centre - Analysis

Massing Strategy - Redistribution Option 2

In a second redistribution option scheme developed the design explored increased height on the ADG compliant forms.

This scheme achieved the displacement of GFA limiting view loss similarly to the Draft ECC however further overshadows onto Trumper Park oval.

- ✗ Inefficient floor plate
- ✗ Built form not designed to accomodate view sharing
- ✗ Impact on Rail Tunnel
- ✗ Overshadowing on Trumper Park



Edgecliff Commercial Centre - Analysis

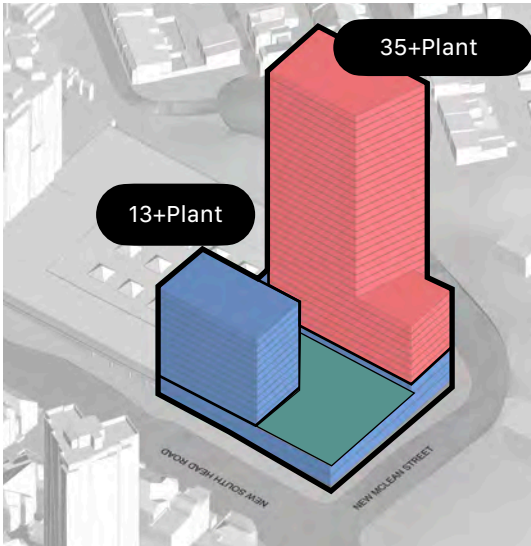
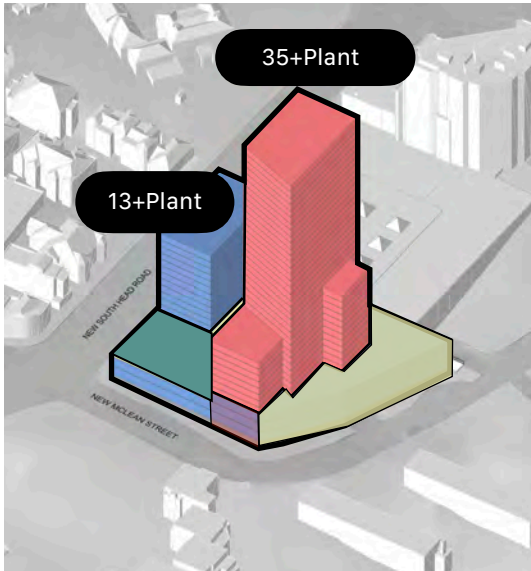
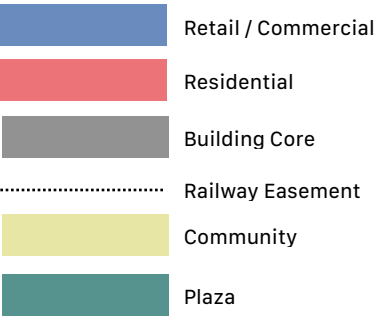
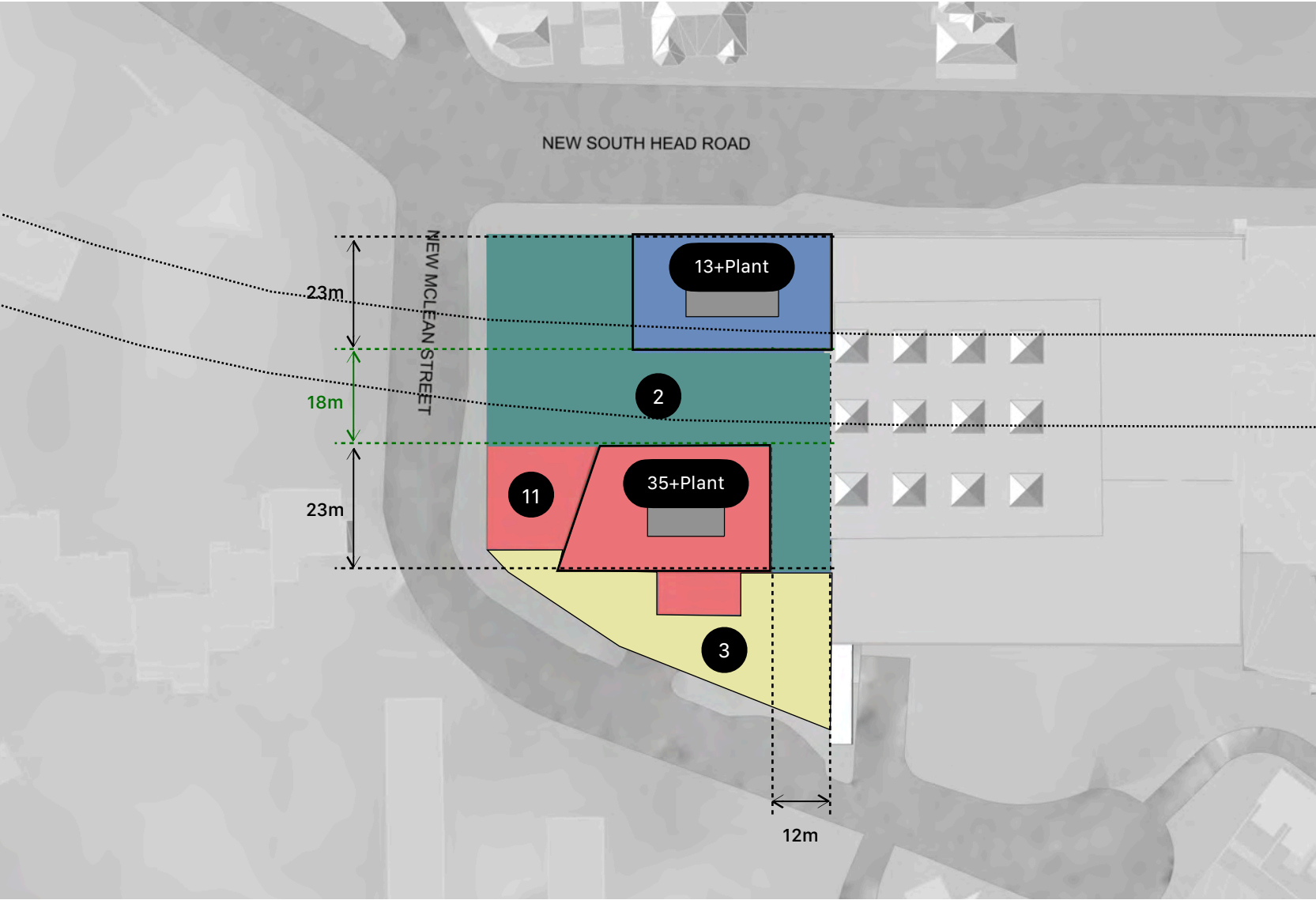
Massing Strategy - Alternate Scheme

In council workshops it was discussed to explore alternate forms which improve the public interface with New Mclean Street to the south and provide opportunity to readdress open space within the site.

The workshops also explored the previous planning proposal's solution for view sharing and overshadowing.

The alternate scheme developed subsequently re-orientated the built forms, created a dedicated commercial building, lowered the podium along the south and introduced a community facility, lowered the podium in the iconic North West corner to introduce a public stair leading to an elevated open space commensurate to the heritage building adjacent.

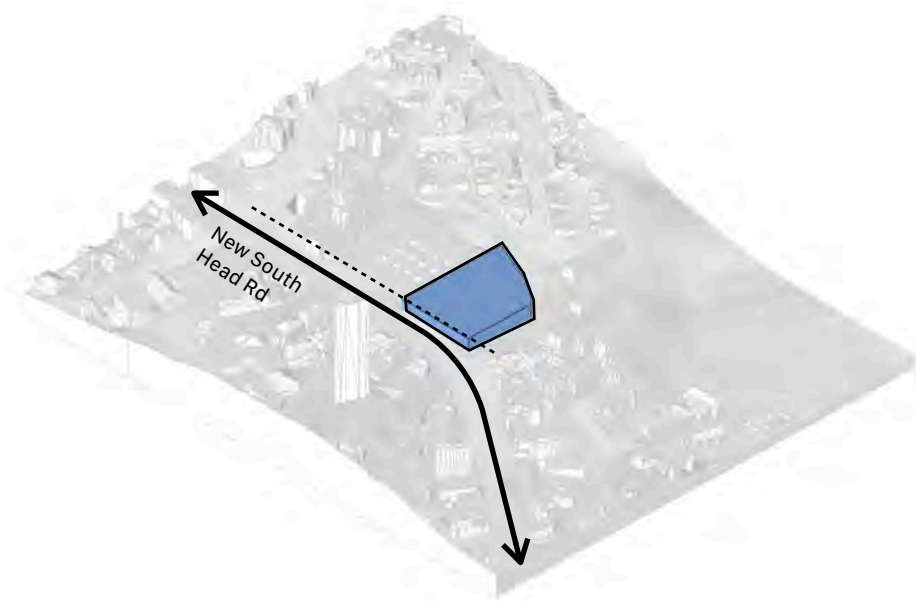
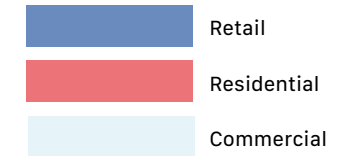
- ✓ Minimising overshadowing of Trumper Park Oval
- ✓ Creating iconic view sharing corridors
- ✓ Pedestrianising the interface towards the HCA and along New McLean St
- ✓ Creating an activate public use along New McLean Street
- ✓ Delivering an open space with Iconic views & vistas
- ✓ ADG Compliance
- ✓ Dedicated commercial building addressing New South Head Road



Envelope & Massing Development

Design Principles

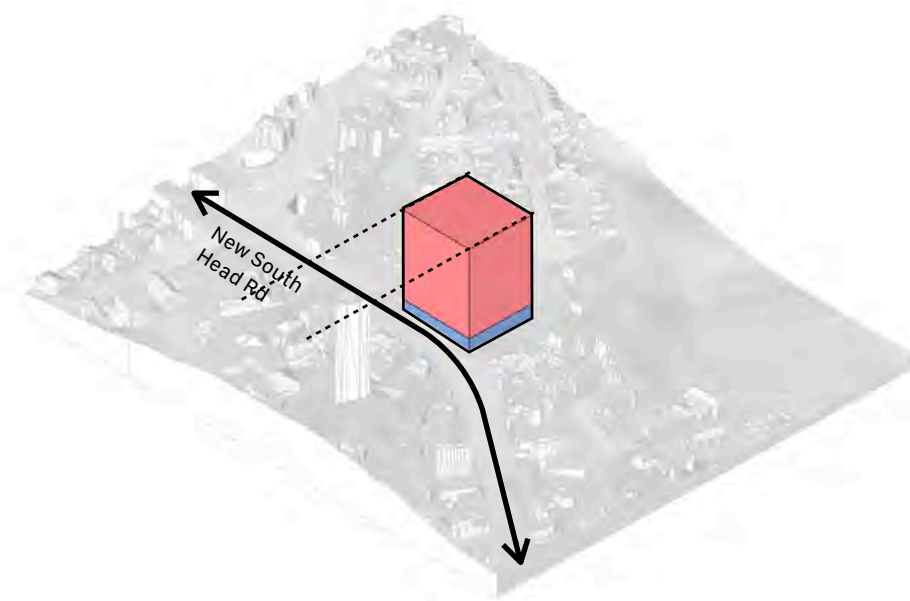
Envelope Development



Podium Height

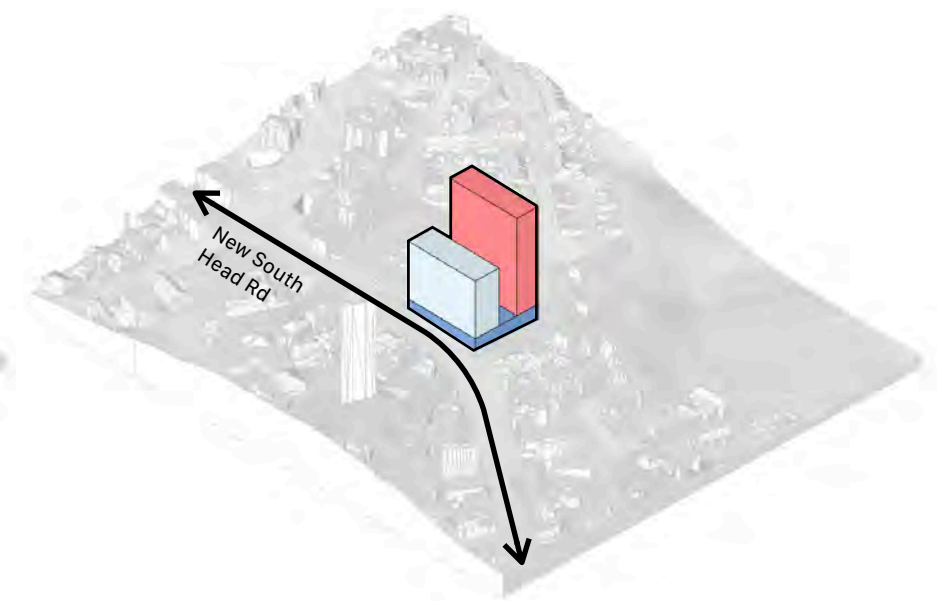
The site footprint is extruded to form a podium height commensurate with the adjacent Eastpoint and rooftop bus interchange.

This podium form also facilitates an improved transition towards the residential development south of the site and provides for a more human scale built form along New McLean Street.



Height of Adjacent Building

A Tower footprint is extruded to match the adjacent height of the Ranelagh development which it aligns with, creating a cluster of towers that form a gateway for the Eastern Suburbs.



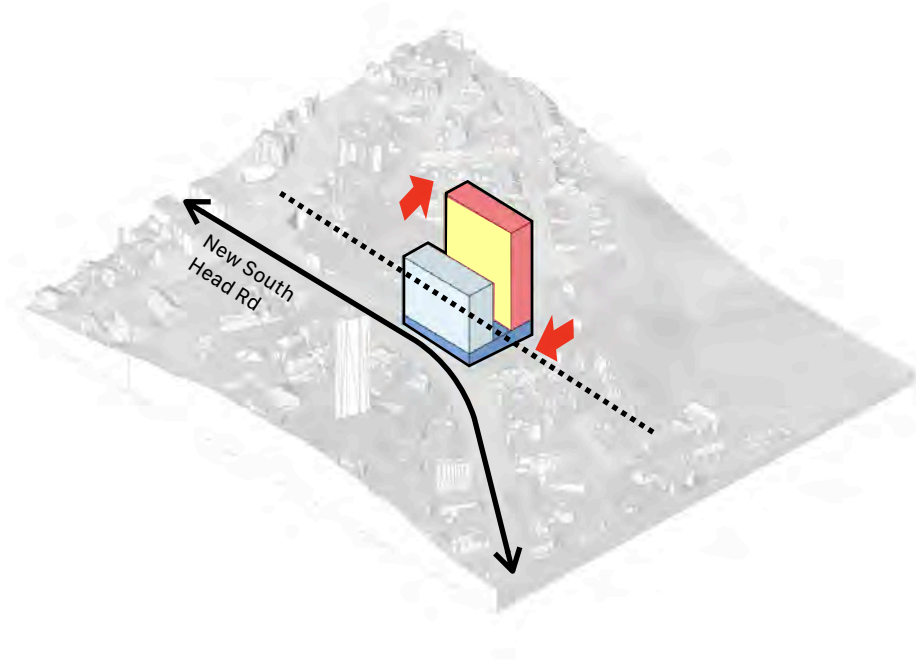
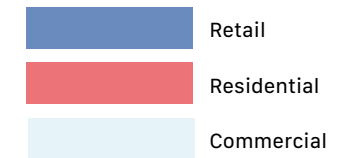
Tower Development

A building separation is introduced between the East and West tower forms, with the form fronting New South Head lowered to more closely align with the adjacent residential developments along Ocean Street and New South Head Road.

The introduction of this separation provides view sharing corridors and creates an opportunity for a standalone commercial building addressing New South Head Road.

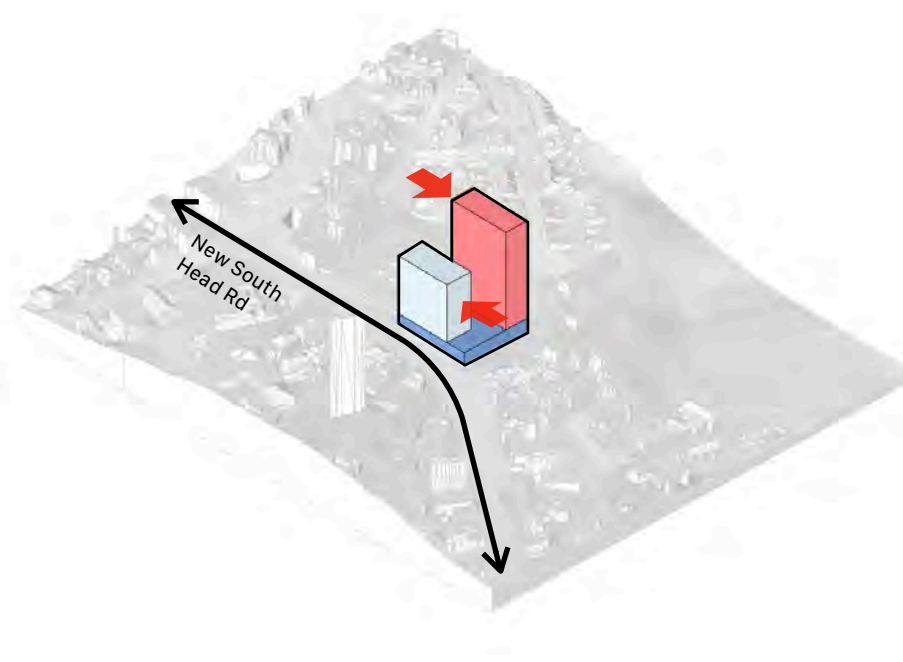
Design Principles

Envelope Development



Rail Corridor

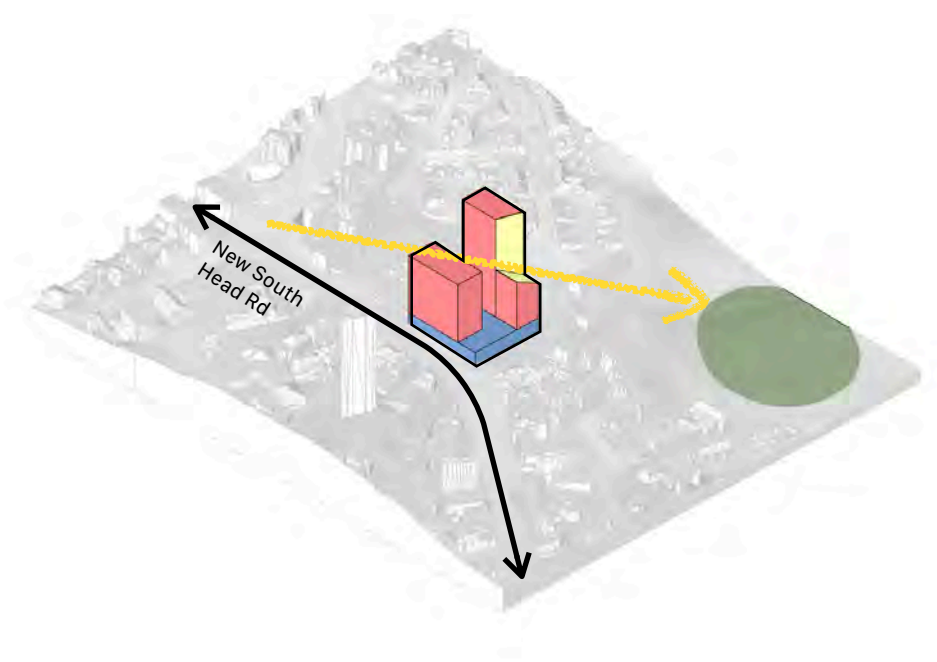
The bulk of the envelope has been designed to allow the future structure of the building to miss the rail infrastructure below the site to avoid bridging structure and construction complications.



Building Separation

A 12m ADG setback is introduced to the rear tower form to allow for its use as residential space.

A corner setback is introduced to the form fronting New South Head Road to provide visual relief to the corner of the site as viewed when approaching up the hill from the Sydney CBD direction and to allow for a significant Urban Green space to be introduced at podium level.

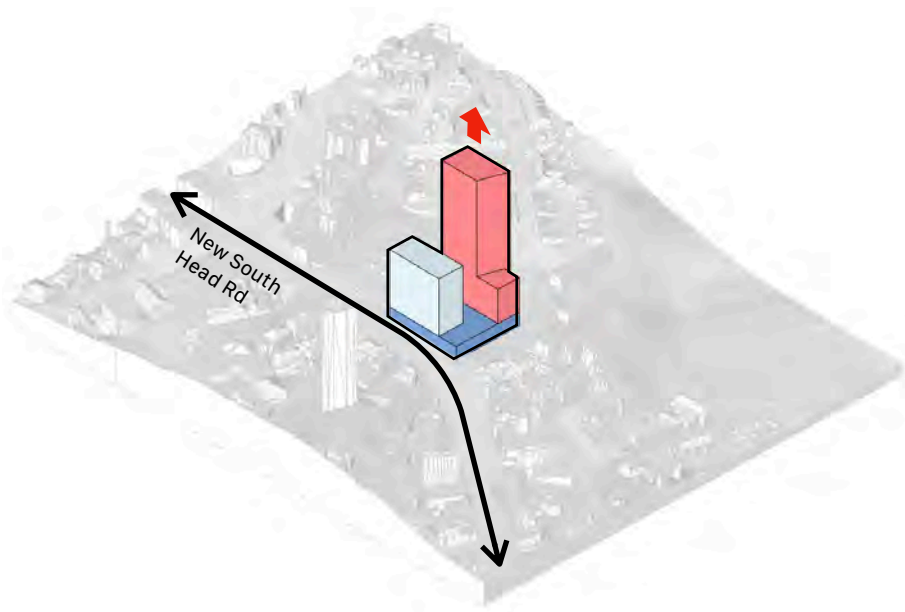
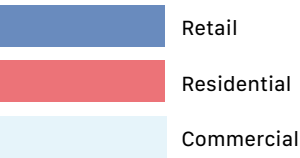


Solar Controls

The tower form is further sculpted to ensure that there is no additional overshadowing to Trumper Oval between 10:00am and 2:00pm in mid-winter, as per the controls within the WDCP 2015.

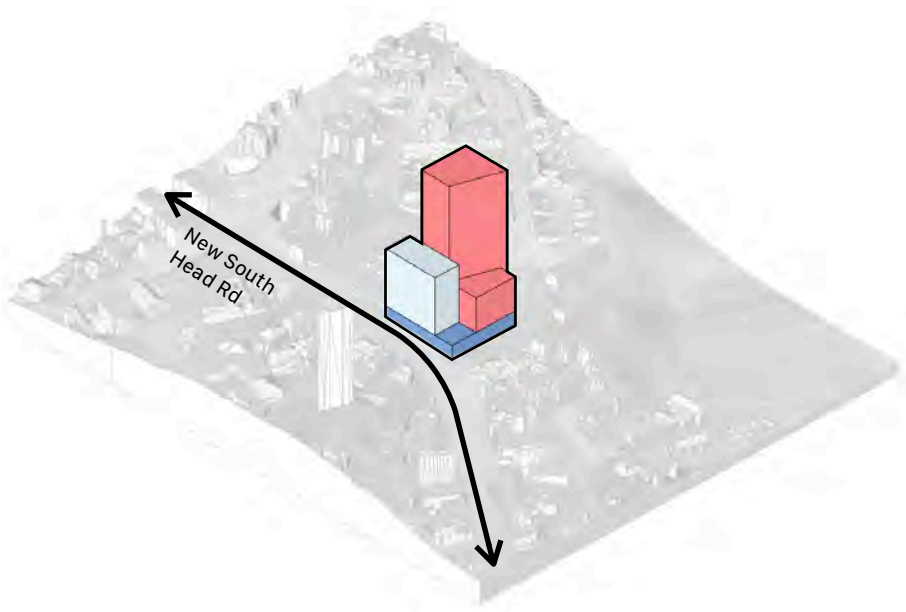
Design Principles

Envelope Development



Residential Form Refinement

The residential tower form is refined to accommodate the identified density as part of the Draft ECC which was displaced when applying the appropriate setbacks and building separation.



Final Envelope

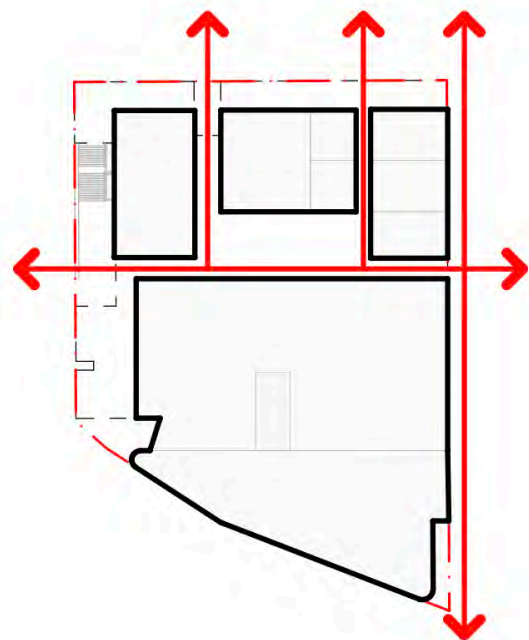
The final envelope is crafted to facilitate the appropriate levels of design articulation as part of any design development as requested by Council staff within the Pre-Planning Proposal Scoping Report.

It is proposed that the relevant planning principles (Such as view corridors, building separation etc) are identified within a site specific DCP or alike.

Design Principles

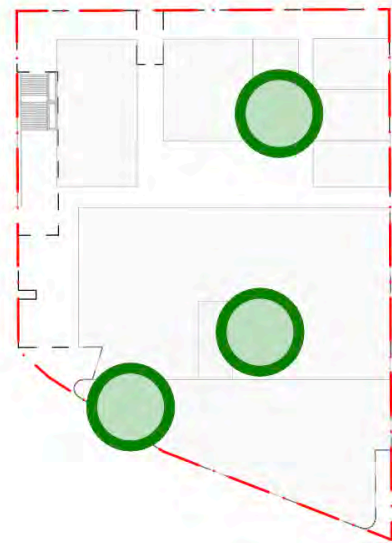
Improve Through-site Connectivity

The public domain concept for the Edgecliff Centre aims to create a welcoming and accessible space for the public that blurs the boundary between the indoors and outdoors. To achieve this, the design incorporates multiple entry points and highly activated laneways that encourage pedestrian flow, high quality retail and create a permeable sound place with clear and legible connections to the upper levels.



Improve Vertical Connections

Accessibility is a key design principles of Edgecliff Centre. The building features numerous design elements that ensure residents and visitors with disabilities can easily navigate and enjoy the facility. The design features include easily accessible entrances, wide corridors and doorways, elevators and lifts that provide easy access to all levels. This is especially important given the aspiration to create multi level offering that builds upon the wish to connect to the elevated bus interchange and provide high quality public space that takes advantage of the city views.



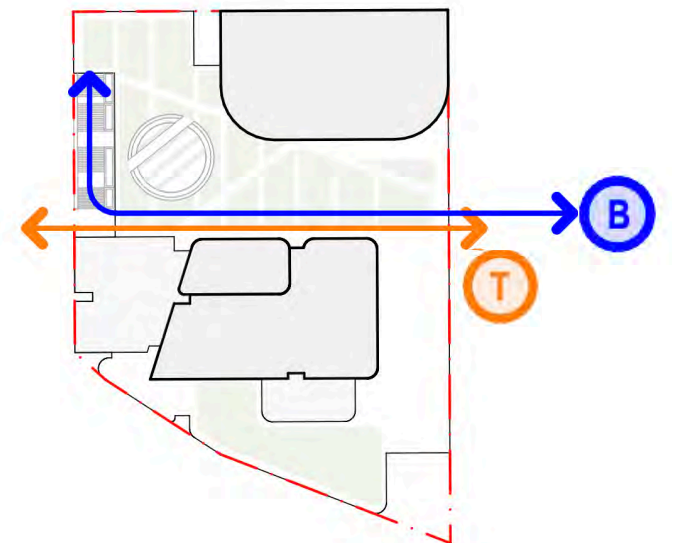
Activate the Streetscape

The building's design is focused on creating a welcoming, vibrant street presence that integrates seamlessly with the surrounding context. Along the north and west the proposal includes ground-level retail spaces, outdoor seating areas, and ample pedestrian walkways, all of which promote a lively, engaging streetscape. The west is further activated via a generous and inviting residential lobby and arrival space. Along the southern road reserve, where the ground level activation is restricted by easement and access requirement, activation is provided via the elevated community offering which comes to ground along the south western edge. This ensures that New McLean Street remains highly active despite the site constraints.



Connect to Transport

The podium level is designed to have a direct and convenient connection to the nearby transport interchange, providing easy access to public transportation for the residents, workers and visitors of Edgecliff Centre. The transport interchange is afforded direct access to the elevated public park with panoramic views to the west over the CBD.



Design Principles

Share Views

The project has been designed to enhance and maintain key views into and from the site. The built form is broken into a series of elements, that together form a collection of well composed parts each with a clear primary function, ie: retail / commercial podium, commercial building along new South Road and a stepped tower form that responds to solar access requirements, and urban design considerations.

Urban Greening

The project has been designed to incorporate a significant amount of green space, with landscaped gardens, communal spaces and courtyards throughout the development. The intention is to create a sense of tranquillity and provide a welcome respite from the hustle and bustle of city living. The use of greenery also helps to promote a sense of community and connectedness among residents, workers and community creating spaces for social interaction and fostering a sense of shared ownership of the environment.

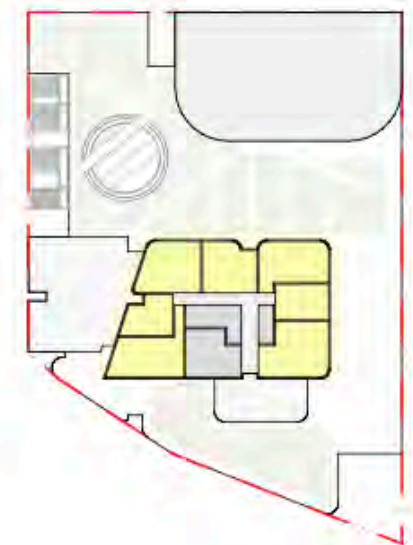
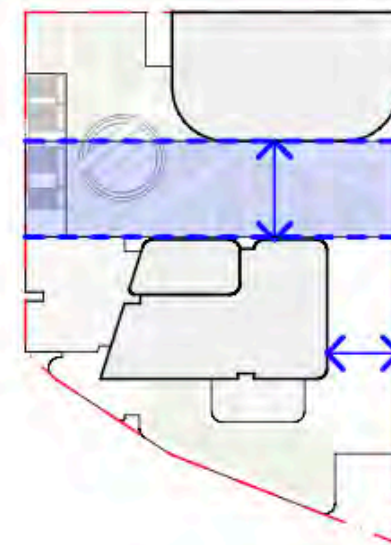
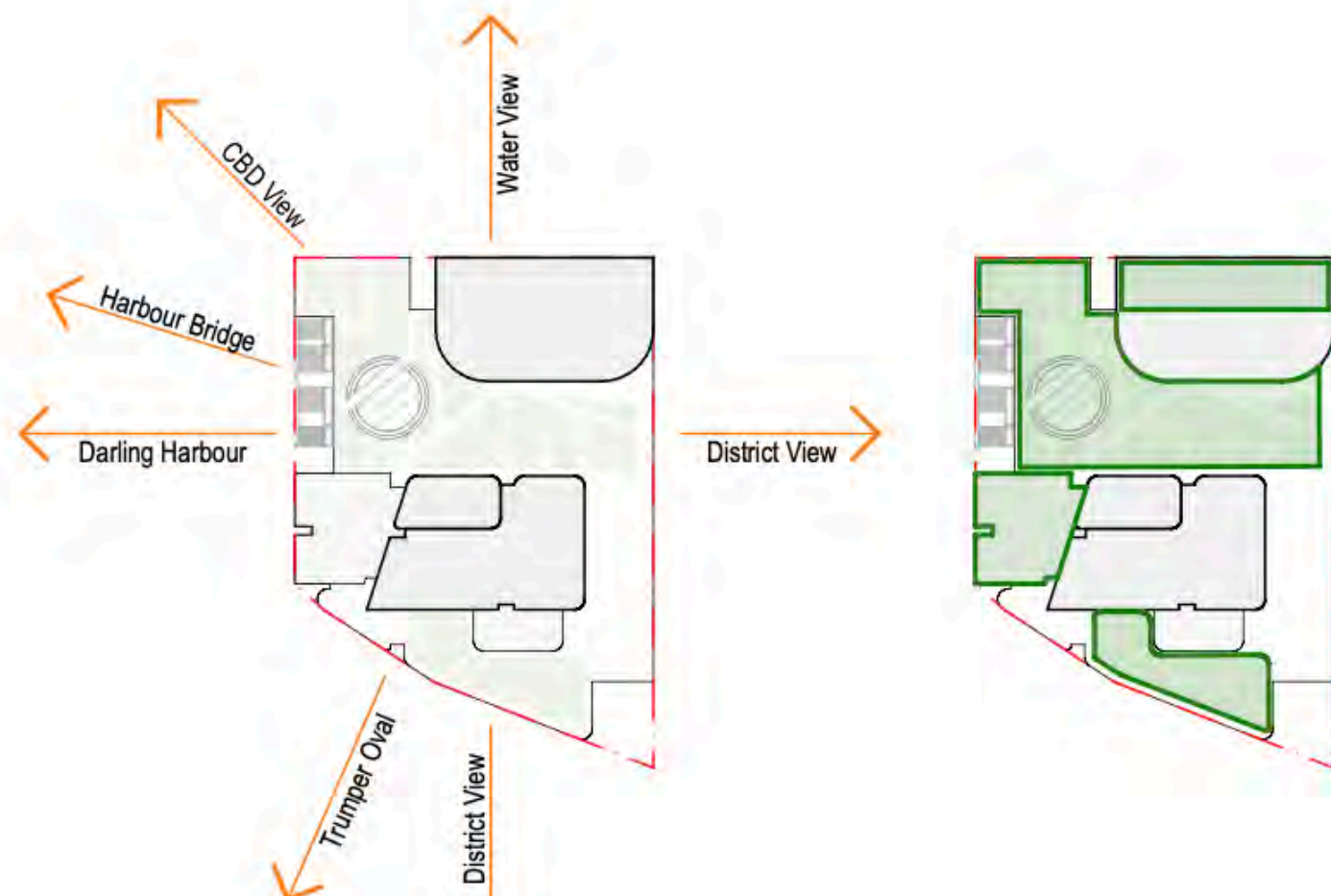
Maintain Privacy

Each apartment has been designed to provide a private and secure space for residents, with carefully considered layouts and thoughtful placement of glazing and balconies to ensure maximum privacy. This sense of seclusion is balanced by the communal spaces and amenities of the development, which provide residents with opportunities for social interaction and engagement. The commercial component responds to the adjacency of the apartments to the south through form and internal planning.

Maintain Solar Access

The overall built form has been developed to ensure solar access is maintained to Trumper Park Oval at 10.00am in mid winter.

The illustrative designs have carefully considered the placement and orientation of each building to ensure that natural light floods each apartment, creating bright and airy living spaces. The result will be homes that feel open, spacious and full of natural light, providing a sense of warmth and comfort to residents. ADG solar compliance requirements are exceeded.



Design Principles

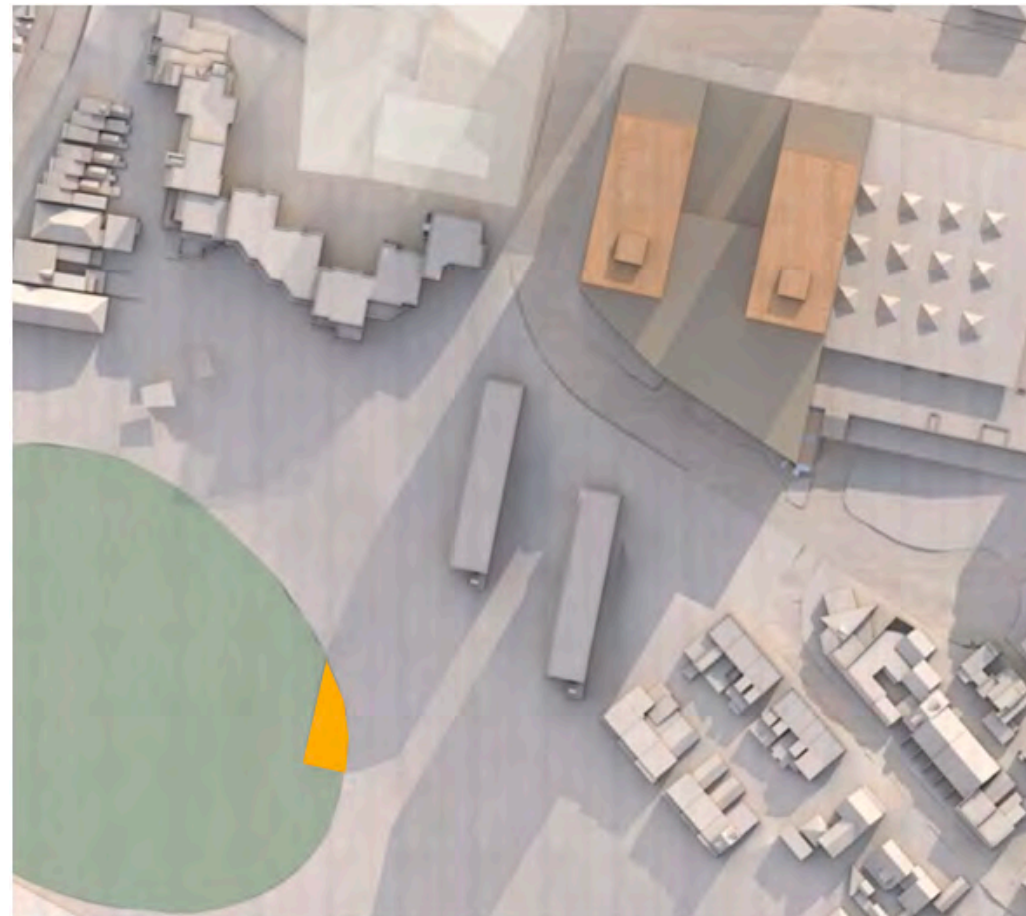
Maximising Sun to Trumper Park Oval

The Edgecliff Centre proposal has taken into consideration the need to provide solar access to Trumper Park Oval.

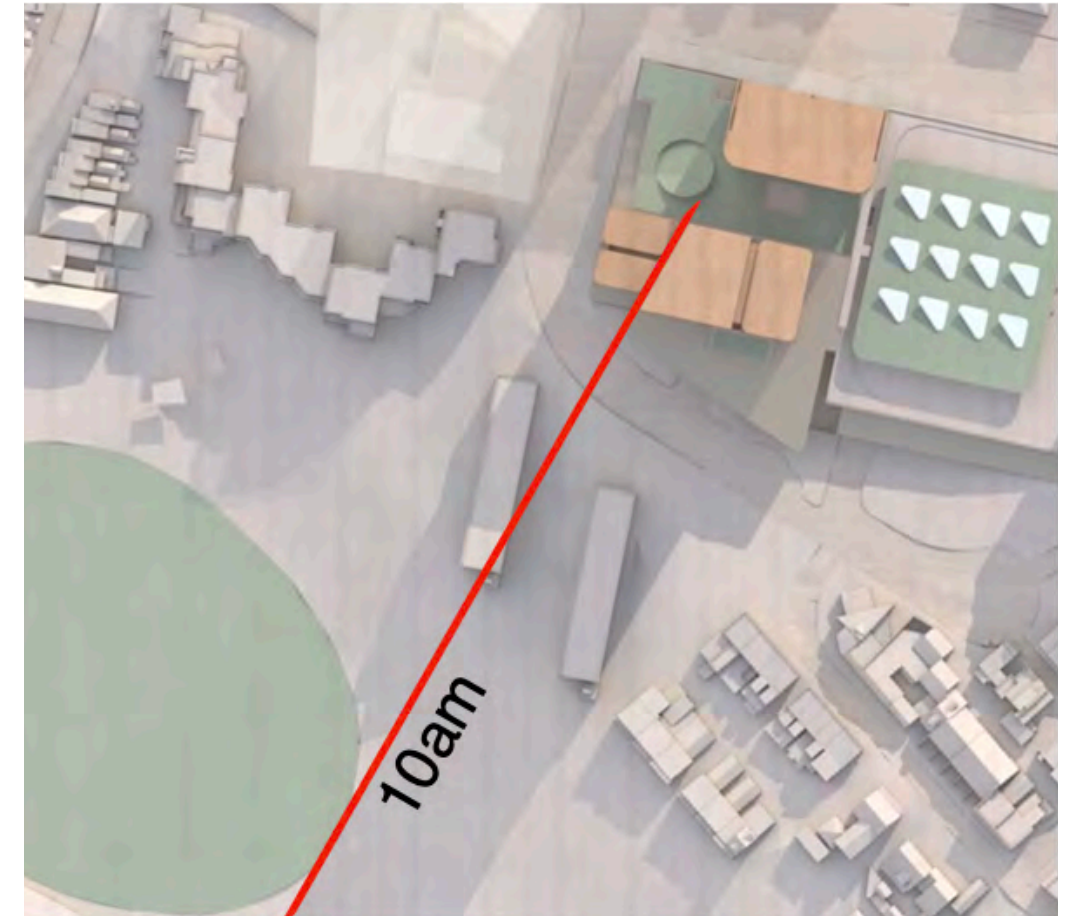
Through careful planning and analysis, the building has been positioned and shaped in a way that avoids any overshadowing of the oval at 10.00am during mid winter. This aligns with the DCP and protects this crucial time for natural sunlight exposure.

This approach not only ensures that the park remains an inviting and functional space but also promotes a healthy and sustainable lifestyle for the community.

Draft ECC Massing



Proposed Envelope Massing



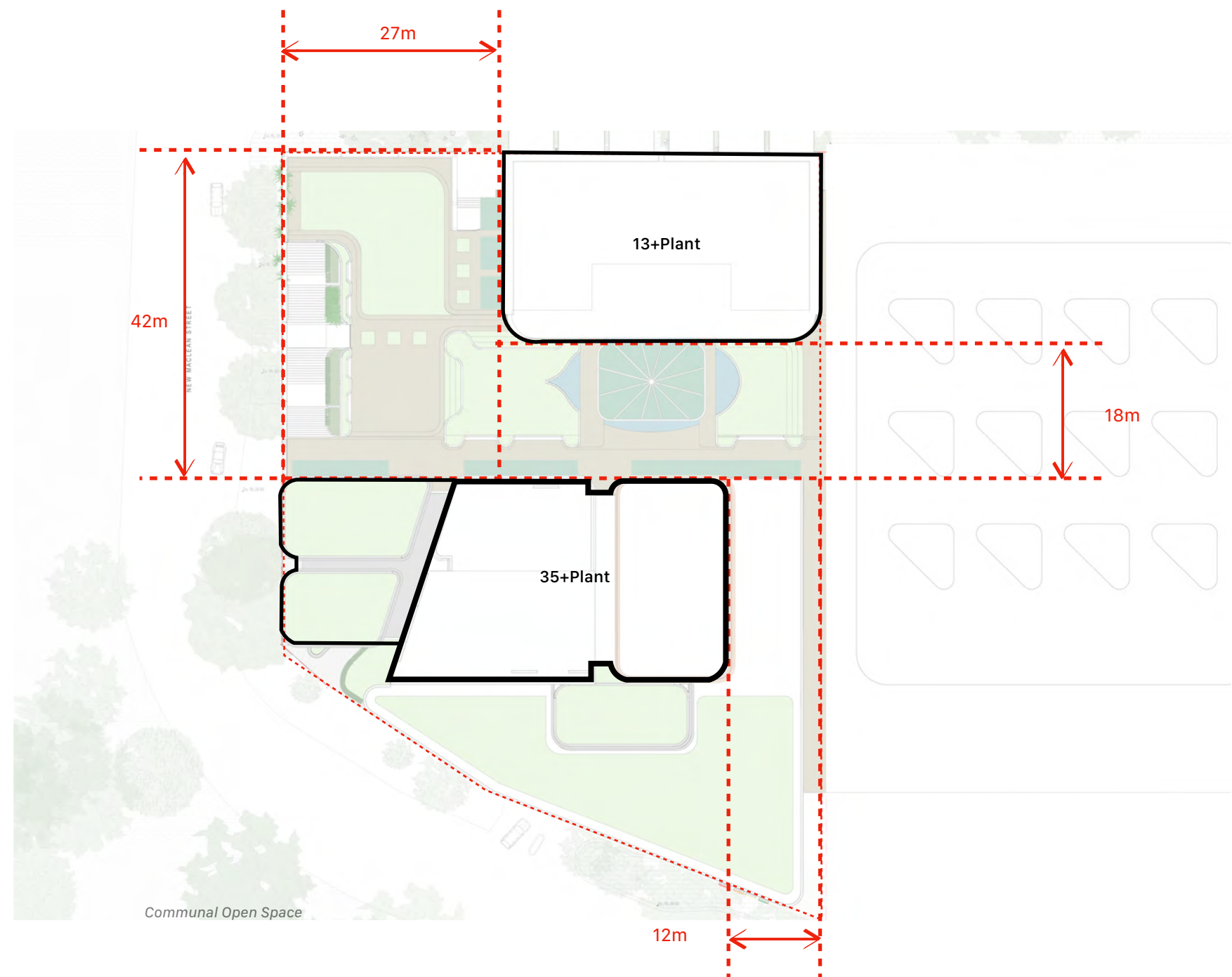
Design Principles

Setback & Building Separation

An 18-metre building separation is proposed between the residential and commercial buildings, which helps to minimise the impact of noise, light, and privacy issues for residents. 18m is deemed appropriate given the internal planning and organisation of the commercial building with the core to the south.

Additionally, there is an ADG compliant 12-metre building separation for the residential tower to the eastern boundary, which is designed to enhance the residential amenity. The indicative massing in the Draft Edgecliff Commercial Centre Planning and Urban Design Strategy has nil setback which was deemed unworkable and would result in a non-compliant development.

Further refinement of the built form setback and separation as envisaged within the planning proposal has created an opportunity to create a void space at the iconic intersection responding to the form of the heritage building across New South Head Road creating a public plaza and open green space for the community to gather.



Proposed Envelopes

Podium Forms - New South Head Road (North)

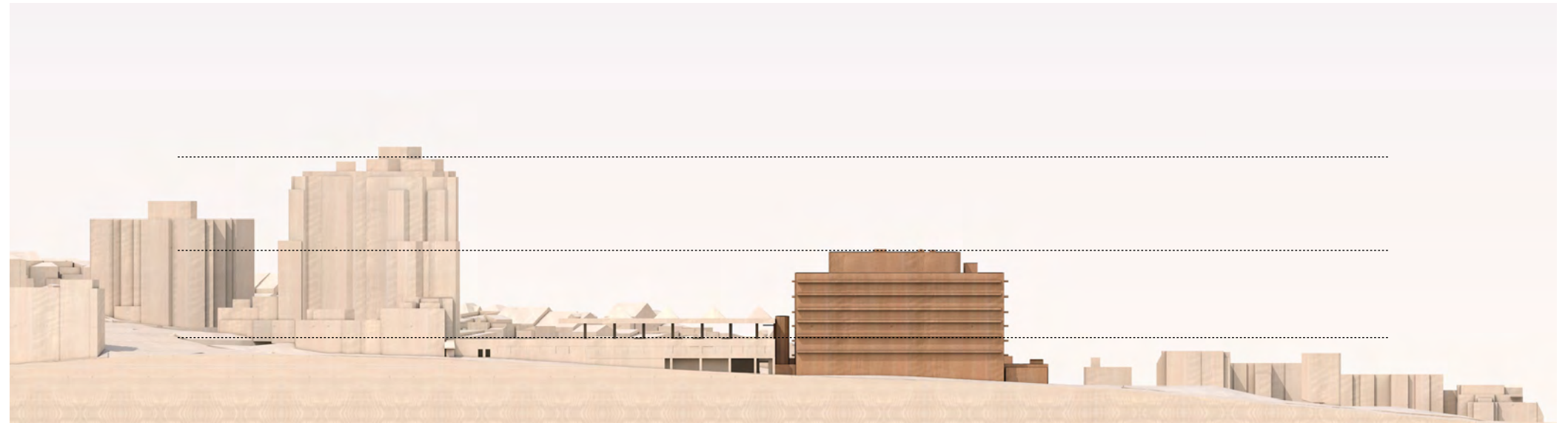
The proposed podium forms of the New South Head Road facade have been developed to relate to the adjacent context.

The podium predominately relates to the parapet height of the adjacent Eastpoint, with the upper level of the colonnade relating to the height of the existing Bus Station Roof.

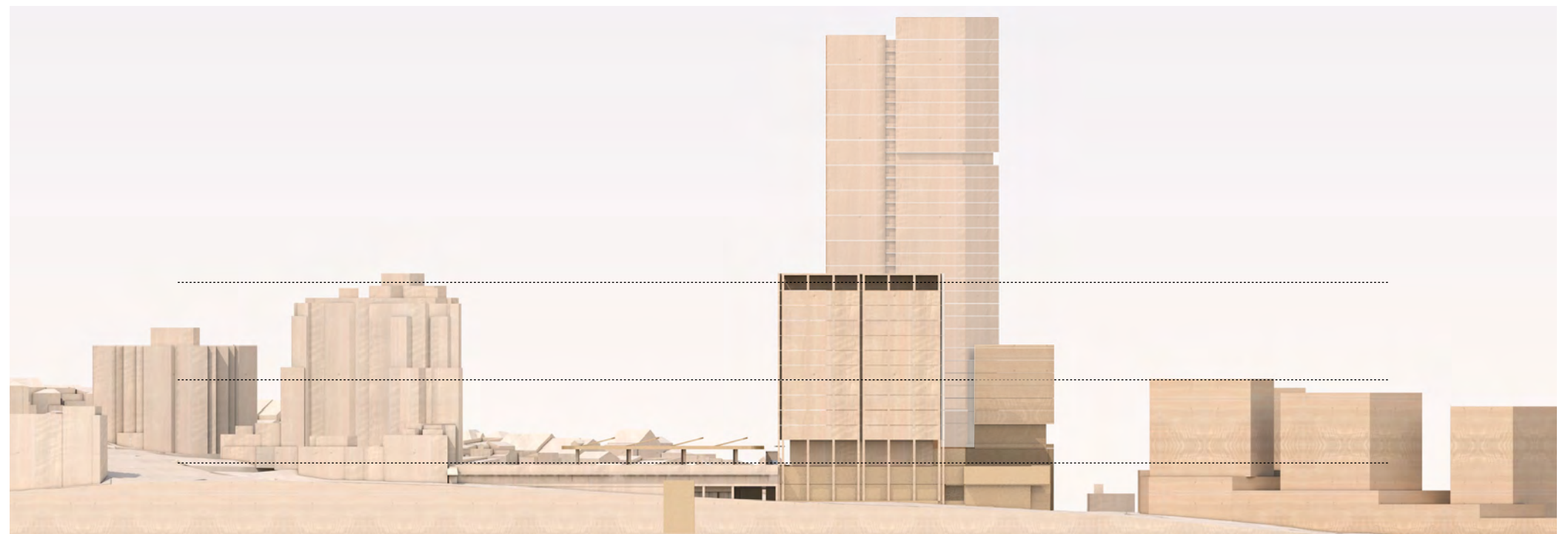
The upper level of the commercial building relates to the height of the existing 180 Ocean Street building whilst the set back for the residential building relates to the proposed heights envisaged within the Draft ECC study for the neighbouring buildings..



Keyplan



Existing Streetscape



Future Streetscape