

- 05 To enhance the way development contributes to a sense of place.
- 06 To encourage a diverse mix of uses in the centre, whilst maintaining its role of providing medical services.
- 07 To activate the frontage to New McLean Street and Arthur Street.

D4.1.4 Relationship to other parts of the DCP

This chapter is to be read in conjunction with the other parts of the DCP that are relevant to the development proposal, including:

- ▶ Part E: General Controls for All Development - this part contains chapters on Parking and Access, Stormwater and Flood Risk Management, Tree Management, Contaminated Land, Waste Management, Sustainability, Signage and Adaptable Housing.
- ▶ Part F: Land Use Specific Controls - this part contains chapters on Child Care Centres, Educational Establishments, Licensed Premises and Telecommunications.

D4.1.5 How to use this chapter

The controls for the Edgecliff Centre comprise the following elements:

- ▶ map showing the extent of the centre;
- ▶ a precinct character statement, providing a brief description of the centre;
- ▶ desired future character, establishing the direction and outcomes required to be achieved through development in the centre; and
- ▶ a list of controls relating to uses, built form, building articulation and streetscape, and amenity. The controls represent specific ways in which a development proposal can meet the objectives.

Applicants need to demonstrate how their development fulfills 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 Edgecliff Centre controls

D4.2.1 Precinct character statement

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 Eastpoint Shopping Centre.

Edgecliff bus and rail interchange and the Edgecliff Centre building



The Edgecliff Centre building

Historical development and transport

Early photographs from the 1860s reveal clusters of dwellings and business along the southern side of New South Head Road. During that era, there was a toll for using New South Head Road.

In September 1894 a cable tram service opened operating from King Street in the city to Ocean Street in Edgecliff.

In the 1960s, the shop top houses on the southern side of New South Head Road were demolished to make way for Edgecliff Station. Edgecliff railway station and bus interchange opened in 1979 when the Illawarra line was extended from Town Hall railway station to Bondi Junction.

Built form

The built form consists of:

- a building called the Edgecliff Centre—a seven storey building over one level of car parking, located at the western end of the centre, containing retail, business and office uses;
- the Eastpoint Shopping Centre—a three storey building containing retail and business uses and a car park. The railway station and bus interchange are also accessed from this building; and
- Eastpoint Tower—a 2 to 14 storey mixed use residential and commercial building on Ocean Street, located at the eastern end of the centre.

The centre primarily addresses New South Head Road, or 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.

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.

Heritage and contributory buildings

There are no heritage items or contributory buildings in the Edgecliff Centre.

Public parks

There are no public parks in the Edgecliff Centre. However, Edgecliff Square is located on the eastern side of Ocean Street and Trumper Park is 100m to the south.

Views and vistas

Due to its position on top of a hill, there are 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 Map 1 above.

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 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

Objectives		Controls	
O1	To promote an attractive street wall.	C1	The ground floor of the building on New South Head Road is setback 3m.
O2	To ensure building articulation makes a significant contribution to the design of buildings.	C2	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:
O3	To improve the relationship of buildings to the public domain.		
O4	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.	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.
		C3	The design of the lower part of the street facade relates to the scale of pedestrians.
		C4	Facades are richly articulated and express the different levels of the building and/or its functions.
		C5	Facade design incorporates similar proportions of glazed and non-glazed surfaces and achieves a balance between vertical and horizontal divisions. The extensive use of glass is avoided.
		C6	Facade elements are generally contained in vertical planes aligned with the street. Sloping facades are avoided.
		C7	Where visible from the public domain, party walls include articulation. Blank party walls are avoided.
		C8	Large expanses of highly reflective, brightly coloured surfaces or black shading are not used on facades.
		C9	New buildings and facades do not result in glare that causes discomfort or

Objectives		Controls	
			<p>threatens safety of pedestrians or drivers.</p> <p>Note: A reflectivity report analysing potential glare from the proposed new development on pedestrians or motorists may be required to be submitted with the DA.</p>
05	To ensure that the colour of the building facade is not intrusive or unreasonably dominant within the streetscape, and is compatible with the desired future character of the centre.	C10	The external painting of a building in bright colours, corporate colours or fluorescent colours is avoided.
		C11	Any individual business branding and identity in external painting and colour schemes is subordinate to the main colour schemes in the street.
			Note: Also refer to the signage controls in Part E7 of the DCP, Section 7.2.2 When external painting of a building constitutes a wall sign.
06	To improve pedestrian access between the commercial buildings in the centre.	C12	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.
		C13	Access to public car parking areas from the different buildings in the centre is integrated to improve connectivity.
07	To require the provision of public art in significant or large-scale developments.	C14	Development with a capital investment value of \$15M or more includes public art.
08	To integrate the public art so it is a cohesive part of the building design, interior or landscaping of the development.	C15	The public art is installed on the development site or in the immediate vicinity of the site.
09	To design and locate the public art so that the aesthetics and amenity of the art can be appreciated by people within and outside the development.	C16	The public art is located so that it is not unreasonably inaccessible or obscured by a building element which makes it impossible to see in full by the building occupants and the general public.

Objectives	Controls
<p>O10 To enhance the experience of the occupants of the development and their relationship with the development through public art.</p> <p>O11 To use public art to facilitate a connectedness between the development and the public domain.</p>	<p>C17 The public art is prepared and undertaken in accordance with the Woollahra Public Art Guidelines for Developers.</p>
<p>O12 To provide an attractive and comfortable pedestrian environment.</p>	<p>C18 Development provides an active frontage to New South Head Road, New McLean Street and Arthur Street.</p> <p>C19 Development provides a continuous awning to New South Head Road and New McLean Street.</p> <p>C20 Awnings are designed and constructed to:</p> <ul style="list-style-type: none"> a) provide continuity and complement the facade and adjoining awnings; b) follow the street grade; and c) be of sufficient depth to provide good shade and shelter to pedestrians. <p>C21 Where under awning lighting is included, the lighting is either recessed into the soffit of the awning or wall mounted on the building.</p> <p>C22 Public domain improvements, including street tree planting and pavement upgrading, are consistent and unify the centre and improve pedestrian amenity.</p>
<p>O13 To ensure that signage and structures do not compromise the visual amenity of the streetscape.</p>	<p>Refer to Part E of the DCP, Chapter E7 Signage.</p> <p>Note: Advertising signage is not permitted.</p>
<p>O14 To ensure that mixed use developments are designed to minimise conflict between different uses on the site.</p>	<p>Note: <i>State Environmental Planning Policy No. 65 - Design Quality of Residential Flat Development (SEPP 65)</i> is a mandatory consideration for all applications for a</p>

Objectives	Controls
<p>O15 To ensure that building design and layout provides quality residential living environments.</p>	<p>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.</p> <p>C23 The internal layout of rooms, courtyards, terraces and balconies, the use of openings, screens and blade walls, and choice of materials, is designed to minimise the transmission of noise externally.</p> <p>C24 Visual privacy is protected by providing adequate distance between opposite windows of neighbouring dwellings where direct view is not restricted by screening or planting.</p>
<p>O16 To protect the amenity of adjoining residential zoned land.</p> <p>O17 Minimise overshadowing of adjoining properties and Cooper Park Oval.</p>	<p>C25 The building design minimises overlooking into the habitable rooms and open space areas of adjoining residential uses.</p> <p>C26 Development maintains solar access to existing adjoining dwellings for a period of two hours between 9am and 3pm on 21 June to existing north facing windows of habitable rooms, and for at least two hours to at least 50% of the private open space. Where existing overshadowing is greater than this, sunlight is not to be further reduced.</p> <p>C27 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.</p>