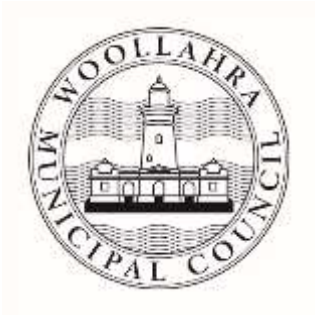


Urban Planning Committee Agenda



Agenda: *Urban Planning Committee*

Date: *Monday 10 October 2016*

Time: *6.00pm*

Outline of Meeting Protocol & Procedure:

- The Chairperson will call the Meeting to order and ask the Committee/Staff to present apologies or late correspondence.
- The Chairperson will commence the Order of Business as shown in the Index to the Agenda.
- At the beginning of each item the Chairperson will ask whether a member(s) of the public wish to address the Committee.
- If person(s) wish to address the Committee, they are allowed four (4) minutes in which to do so. Please direct comments to the issues at hand.
- If there are persons representing both sides of a matter (eg applicant/objector), the person(s) against the recommendation speak first.
- At the conclusion of the allotted four (4) minutes, the speaker resumes his/her seat and takes no further part in the debate unless specifically called to do so by the Chairperson.
- If there is more than one (1) person wishing to address the Committee from the same side of the debate, the Chairperson will request that where possible a spokesperson be nominated to represent the parties.
- The Chairperson has the discretion whether to continue to accept speakers from the floor.
- After considering any submissions the Committee will debate the matter (if necessary), and arrive at a recommendation (R items which proceed to Full Council) or a resolution (D items for which the Committee has delegated authority).

Recommendation only to the Full Council:

- Such matters as are specified in Section 377 of the Local Government Act and within the ambit of the Committee considerations.
- Broad strategic matters, such as:-
 - Town Planning Objectives; and
 - major planning initiatives.
- Matters not within the specified functions of the Committee.
- Matters requiring supplementary votes to Budget.
- Urban Design Plans and Guidelines.
- Planning Proposals and Local Environment Plans.
- Residential and Commercial Development Control Plans.
- Rezoning applications.
- Heritage Conservation Controls.
- Commercial Centres Beautification Plans of Management.
- Matters requiring the expenditure of moneys and in respect of which no Council vote has been made.
- Matters reserved by individual Councillors in accordance with any Council policy on "safeguards" and substantive changes.

Delegated Authority:

- To require such investigations, reports or actions as considered necessary in respect of matters contained within the Business Agendas (and as may be limited by specific Council resolutions).
- Confirmation of the Minutes of its Meetings.
- Any other matter falling within the responsibility of the Urban Planning Committee and not restricted by the Local Government Act or required to be a Recommendation to Full Council as listed above.
- Statutory reviews of Council's Delivery Program and Operational Plan.

Committee Membership: 7 Councillors

Quorum: The quorum for a Committee meeting is 4 Councillors.

Woollahra Municipal Council

Notice of Meeting

6 October 2016

To: Her Worship the Mayor, Councillor Toni Zeltzer ex-officio
Councillors Katherine O'Regan (Chair)
Ted Bennett (Deputy Chair)
Luise Elsing
James Keulemans
Matthew Robertson
Jeff Zulman

Dear Councillors

Urban Planning Committee – 10 October 2016

In accordance with the provisions of the Local Government Act 1993, I request your attendance at Council's **Urban Planning Committee** meeting to be held in the **Thornton Room (Committee Room)**, 536 New South Head Road, Double Bay, on **Monday 10 October 2016 at 6.00pm.**

Gary James
General Manager

Meeting Agenda

Item	Subject	Page
1.	Leave of Absence and Apologies Note: Leave of absence has previously been granted to ● Councillor Jeff Zulman for the period from 15 August 2016 to 14 November 2016	
2.	Late Correspondence	
3.	Declarations of Interest	

Items to be Decided by this Committee using its Delegated Authority

D1	Confirmation of Minutes of Meeting held on 26 September 2016 - 16/139582.....	7
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Items to be Submitted to the Council for Decision with Recommendations from this Committee

R1	Revised planning proposal for 374 and 376-382 New South Head Road. Double Bay (SC2873) - 16/134983.....	9
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Item No: D1 Delegated to Committee
Subject: **CONFIRMATION OF MINUTES OF MEETING HELD ON 26 SEPTEMBER 2016**
Author: Sue O'Connor, Secretarial Support - Governance
File No: 16/139582
Reason for Report: The Minutes of the Urban Planning Committee of 26 September 2016 were previously circulated. In accordance with the guidelines for Committees' operations it is now necessary that those Minutes be formally taken as read and confirmed.

Recommendation:

That the Minutes of the Urban Planning Committee Meeting of 26 September 2016 be taken as read and confirmed.

Item No: R1 Recommendation to Council
Subject: **REVISED PLANNING PROPOSAL FOR 374 AND 376-382 NEW SOUTH HEAD ROAD. DOUBLE BAY (SC2873)**
Author: Brendan Metcalfe, Strategic Planner
Approvers: Anne White, Acting Team Leader - Strategic Planning
Chris Bluett, Manager - Strategic Planning
Allan Coker, Director - Planning & Development
File No: 16/134983
Reason for Report: To resubmit the planning proposal for 374 and 376-382 New South Head Road, Double Bay.
To recommend the deferral of the revised planning proposal until the review of planning controls for Double Bay is complete.

Recommendation:

That consideration of the revised planning proposal for 374 and 376-382 New South Head Road, Double Bay, as reported to the Urban Planning Committee of 23 May 2016, remain deferred until the review of planning controls in the Double Bay Centre is complete.

1. Background:

In June 2015 a request for a planning proposal (hereafter called the original planning proposal) related to the land at 374 and 376-382 New South Head Road, Double Bay (the site) was submitted to Council by Eeles Trelease Pty Ltd Architects in association with Tony Moody, Consultant Planner and Hill Thalix Architecture + Urban Planning Pty Ltd on behalf of the owner Fivex Pty Ltd. The original planning proposal facilitated a seven storey mixed use development this site which comprises Lot B in DP 162458 and Lot 11 in DP 608859.

The site is located in Double Bay at the western corner of New South Head Road and Knox Street, as shown below in Figure 1: *Local area map*. An aerial of the site is shown in Figure 2.

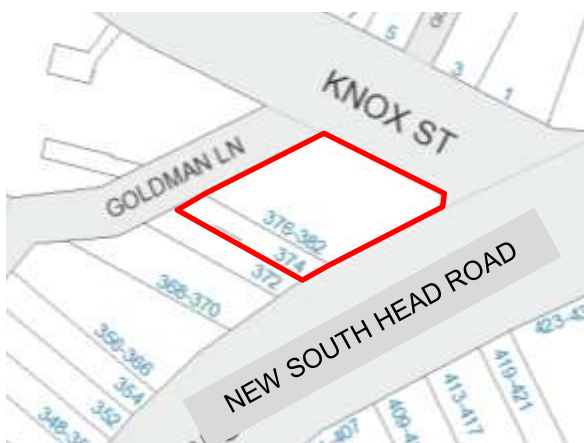


Figure 1: Local area map



Figure 2: Aerial

The original planning proposal was to amend the height and floor space ratio (FSR) controls applying to the site under Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014) by:

- Increasing the maximum FSR from 2.5:1 to 5:1 on 374 New South Head Road
- Increasing the maximum FSR from 3:1 to 5:1 on 376-382 New South Head Road
- Increasing the maximum building height from 14.7m (4 storeys) to 26m (7 storeys) over the site.

On 2 November 2015 the Urban Planning Committee (UPC) considered a report on the original planning proposal. The staff recommendation did not support the planning proposal because it:

- sought height and floor space ratio controls that are inconsistent with the strategic review of controls in the Double Bay Centre being carried out by the Council,
- was inconsistent with the desired future character of the Double Bay Centre that is defined by objectives and development standards in Woollahra Local Environmental Plan 2014 and Chapter D5 Double Bay Centre of the Woollahra Development Control Plan 2015,
- would facilitate development that would have unacceptable shadowing impacts to the south side of New South Head Road,
- results in a building envelope which is inconsistent with building separation distances for 5 to 8 storey apartment development identified in the Apartment Design Guide (Department of Planning and Environment 2015) which supports State Environmental Planning Policy 65 – Apartment Design Quality (SEPP 65).

The UPC recommended that a decision on the planning proposal be deferred. At the Council meeting of 16 November 2015 Council considered the UPC recommendation and resolved:

That a decision on the planning proposal for 374 and 376-382 New South Head Road, Double Bay be DEFERRED until March 2016, in order to allow sufficient time for the Hill PDA report to be considered fully by Council and for further discussion to take place between Council Officers and the Applicant.

2. Hill PDA report and the review of planning controls in the Double Bay Centre

On 7 September 2015 the UPC considered a report on the Double Bay Economic Feasibility Study (the Study) prepared by Hill PDA. Hill PDA recommended that Council consider a review of the planning controls to permit an FSR of between 3:1 and 3.5:1. The appropriate FSR, within this range, would be dependent on urban design testing and other environmental considerations.

On 28 September 2015 Council resolved in part:

- B. THAT a further report be presented to the Urban Planning Committee, no later than the end of March 2016, containing the review of the planning controls to the Double Bay Centre, which is based on the recommendations and policy options presented to the Urban Planning Committee by Hill PDA Consulting on 7 September 2015.*

Based on Hill PDA's recommendations, Council's planning and urban design staff have been assessing the appropriateness of increasing the FSR controls in Double Bay to between 3:1 and 3.5:1. This has involved a fine-grain urban design review of the whole centre. The review has modelled building envelopes on a block by block basis to assess the built form implications, as some areas, locations or sites may be more suitable for increased FSRs.

On 29 March 2016 staff briefed the Mayor and UPC councillors on potential building envelope options which would accommodate an increased FSR. In response to councillor feedback the 3D modelling was further refined and additional options were prepared.

On 26 April 2016 the UPC considered a report on a communication and engagement strategy for the Double Bay Economic Feasibility Study. At the Council meeting of 9 May 2016 Council resolved:

- A. *That a community engagement program, generally as set out in part 4 of the report to the Urban Planning Committee on 26 April 2016, be adopted.*
- B. *That proposed urban development options for the Double Bay Commercial Centre be the principal subject of the community engagement program, which will include a community impact statement and the options be presented to a future meeting of the Urban Planning Committee in the form of 3D simulation models.*
- C. *That the residents of Double Bay be given the opportunity to comment on the Hill PDA recommendations and policy options by the end of June 2016, including the opportunity to put forward expert material and alternative recommendations. The staff report to be provided to Council shall include a review of any such comment, material and alternative recommendations.*
- D. *That Council endorse the urban development options, for the purpose of community engagement, prior to commencing the community engagement program.*

In response to part C of this resolution, the HillPDA economic study was placed on public exhibition from 25 May 2016 to 30 June 2016. On 8 August the UPC considered a report on the public exhibition and at the Council meeting of 22 August 2016 Council resolved:

- A. *THAT Council note the report to the Urban Planning Committee of 8 August 2016 about the submissions which were received in response to the exhibition of the Hill PDA Double Bay Economic Feasibility Study July 2015.*
- B. *THAT Council continue with the process it has adopted in relation to the review of the planning controls for the Double Bay commercial centre. The review is to be focussed on increasing the vitality and life of the centre and on increasing housing opportunities and housing choice within the centre without compromising village character and urban amenity.*
- C. *THAT a fine grained urban design analysis and urban design options be undertaken to achieve increased housing opportunities and housing choice within the centre and continue to be informed by the Hill PDA report. Particular emphasis is to be placed on mixed housing that will enable a younger demographic to enter the Double Bay market.*
- D. *THAT urban design options, illustrated by 3D visualisation tools, be presented to the Double Bay Working Party for review and consideration prior to referral to the Urban Planning Committee.*
- E. *THAT all submitters be thanked for their submissions and advised of the Council's decision and next steps, including the community engagement process.*
- F. *The Recommendations above recognise that:*
 - a) *There is no current proposal to change bulk and height controls by 20%-40%.*
 - b) *The Hill PDA report recognises that its recommendations to increase FSR will need to be tested from urban design, environmental and amenity perspectives.*
 - c) *Options for changing height and bulk controls have not been presented by Hill PDA or by staff to Council.*
 - d) *Council has not decided that a further 1,000 people should live in 50m² apartments in Double Bay but it is an option under investigation.*
 - e) *Any changes to height and bulk controls will be presented to Council prior to commencing a community engagement process.*

In response to part D of this resolution, staff presented the 3D urban design options to the Double Bay Working Party on the 6 September 2016.

Having considered the feedback from the Double Bay Working Party members, the next steps are for staff to finalise the building envelopes and report the review of the planning controls to an UPC meeting. It is anticipated that this report will be available in the near future.

3. Revised planning proposal

On 1 March 2016 the proponent submitted a revised planning proposal request (**Annexure 1**) for the site (hereafter called the revised planning proposal) which sought a maximum building height of 23.5m and a maximum FSR of 4.5:1. On 15 March 2016 staff wrote to the proponent and advised that in light of Council's resolution from 16 November 2015, the assessment of any planning proposal for the site should be deferred until the review of the planning controls for Double Bay has been completed. Staff also requested that further documentation be submitted to support the revised planning proposal.

The final documentation for the revised planning proposal was submitted on 27 April 2016. The revised planning proposal seeks to amend the height and FSR controls applying to the site under Woollahra LEP 2014 by:

- Increasing the maximum FSR from 2.5:1 to 4.5:1 on 374 New South Head Road
- Increasing the maximum FSR from 3:1 to 4.5:1 on 376-382 New South Head Road
- Increasing the maximum building height from 14.7m (4 storeys) to 23.5m (6 storeys) over the site.

On 23 May 2016 the UPC considered a report on the revised planning proposal where staff, again, recommended deferring consideration until the review of planning controls in Double Bay was complete. The UPC adopted this recommendation and at the Council meeting of 14 June 2016 Council resolved:

That consideration of the revised planning proposal for 374 and 376-382 New South Head Road, Double Bay as reported to the Urban Planning Committee of 23 May 2016 be deferred until the review of planning controls in the Double Bay Centre is complete.

On 12 August 2016 the proponent submitted revised shadow diagrams (**Annexure 2**) and formally submitted a community attitude survey conducted by Kato Holdings (**Annexure 3**). On 26 September 2016 Council adopted the following Notice of Motion:

That the Council refer the revised Planning Proposal for 374 and 376-382 New South Head Road, Double Bay to the next Urban Planning Committee.

Although the work on the Double Bay planning controls is nearing completion, it is premature to provide a recommendation on the merit of the site-specific planning control changes and the revised planning proposal. Any planning controls changes should be considered in the context of the review of the whole of the Double Bay commercial centre.

We recommend that the revised planning proposal not be determined until:

- Proposals for the planning control review for the whole of the Double Bay commercial centre have been endorsed by Council for the purpose of community engagement
- The community engagement process, as resolved by Council on 9/5/16, is completed, and
- Council has prepared revised planning controls for the Double Bay Centre.

We recommend this approach because:

- We are well advanced with our strategic review of FSR and height controls for the whole commercial centre
- Council has resolved that proposals for change should be the subject of community engagement (additional to the minimum statutory consultation) before decisions are made
- A decision to proceed with this site specific proposal could be seen to pre-empt strategic decisions which are yet to be made about future planning controls for the centre
- This site specific planning proposal should be informed by the outcome of our strategic review and community engagement.

4. Conclusion

A revised planning proposal request for 374 and 376-382 New South Head Road, Double Bay has been received, which seeks to amend the planning controls applying to the site under Woollahra LEP 2014 by:

- Increasing the maximum FSR to 4.5:1
- Increasing the maximum building height to 23.5m (6 storeys).

We are currently finalising urban design options to inform the review of planning controls in the Double Bay Centre, and a report is being prepared for a future meeting of the UPC. As the urban design options have not been endorsed by Council nor have they been subject to a community engagement process, it is premature to provide a recommendation on the site-specific planning proposal.

We recommend that consideration of the revised planning proposal remains deferred until the review of the planning controls for the whole of the Double Bay commercial centre has been completed.

Annexures

1. Revised Planning Proposal for 374 & 376-382 New South Head Road, Double Bay [↓](#)
2. Revised Shadow Diagrams [↓](#)
3. Community attitude survey prepared by Katos Holdings [↓](#)

**Revised Planning Proposal
No. 374 and Nos. 376-382 New South Head Road,
Double Bay**

15th MAY, 2015

AMENDED 1st MARCH, 2016

AMENDED 29th MARCH, 2016

Eeles Trelease Pty Ltd architects

3/11 Mt. St. James, New South Head, NSW 1585, Australia. Tel: 02 9390 1044 Fax: 02 9390 1044 www.eeles.com

374-376-382 New South Head Road, Double Bay

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2.1 Subject Precinct		5.3.7 Privacy	
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job ref: 0412

Eeles Trelease pty ltd

1.0 INTRODUCTION

1.1 INTRODUCTION

This report dated 1st March 2016 is a revision of the Planning Proposal for 7 levels dated May 2015. The Applicant has decided to proceed with a 6 Level Revised Planning Proposal. Eeles Trelease does not reside from its support of the 7 Level Proposal, but acknowledges that the Revised Planning Proposal for 6 Levels is in response to a concern by the Officers of Woollahra Council.

This report has been prepared on behalf of the owner of No. 374 and Nos. 376-382 New South Head Road, Double Bay (subject sites), First Pty Ltd, for consideration by Woollahra Council for a Revised Planning Proposal to amend the Woollahra Local Environment Plan 2014 (WLEP).

This report has been prepared by Eeles Trelease Pty Ltd Architects and Tony Moody, Consultant Planner with expert opinion by Philip Thralls of Hill Thralls Architecture + Urban Planning. Refer to Appendix B for Curriculum Vitae.

The Revised Planning Proposal seeks amendment of the WLEP in terms of Height and FSR over the subject sites.

This report supports a Revised Planning Proposal for the subject site as reflected in the concept plans attached to this report.

The report examines the impacts future development of the combined sites, No. 374 and Nos. 376-382 New South Head Road, Double Bay (subject sites), will have on the Double Bay Commercial Centre in terms of:

- Streetscape
- Social
- View Loss
- Overshadowing

A range of documents have been considered in the preparation of this revised report including, but not limited to, the following:

- Woollahra Local Environment Plan 2014 (WLEP)
- Woollahra Development Control Plan 2015 - Double Bay Centre
- State Environmental Planning Policy 65 (SEPP65)



NO. 374 + NOS. 376-382 New South Head Road, Double Bay.

2.0 PRECINCT STUDY

2.1 SUBJECT PRECINCT

No. 374 and Nos. 376-382 New South Head Road, Double Bay are located within the heart of the Double Bay Commercial Centre on the corner of New South Head Road and Knox Street.

The area is mixed with commercial, retail and residential varying from 2 storeys to 8 storeys, with taller (10+ storeys) buildings on the surrounding slopes of Edgecliff and Bellevue Hill.

The Double Bay Commercial Centre is well serviced by buses along New South Head Road, Edgecliff Train Station, a 15 minute walk from the Commercial Centre and ferries from Double Bay Wharf. The Kesera Lurde development (Item D on Study Area Image) houses a large supermarket with additional on site parking.

Open green space is a seven minute walk from the subject site. Stihyri Park, which has a large playing field, playground and access to the Harbour and Double Bay ferry wharf, and Guilfoyle Park on Bay Street, which provides a quiet sitting place within the Centre.

The subject precinct therefore enjoys a very high amenity.



job ref: 0412

Eeles Trelease pty ltd

/02

NO. 374 + NOS. 376-382 New South Head Road, Double Bay.

PRECINCT STUDY

2.2 THE SUBJECT SITES

No. 374 + Nos. 376-382 New South Head Road are located on the North side of New South Head Road within the Double Bay Commercial Centre. Nos. 376-382 New South Head Road are noted within the Woollahra DCP 2015 - Double Bay Centre as highly visible and (an) opportunity for notable design solutions, (refer 5.6.3.6 Corner Buildings, Figure 27).

No. 374 New South Head Road is the eastern half of a set of single storey shops, currently occupied by the pizzeria "Crust". At the rear of No. 374 New South Head Road is a substitution 'space' accessed off Goldsmid Lane.

Nos. 376-382 New South Head Road contain a 4 storey retail and commercial building on the corner of Knox Street and New South Head Road wrapping around in to Goldsmid Lane.

The building has been awarded for architectural excellence and sustainability: RANA NSW Commercial Award, RANA NSW Sustainable Architecture Commendation and AP1 NSW Environmental Development Award, among others. The building has also been referred to by numerous Councils throughout Sydney as an excellent example of treatment of the corner position.

Nos. 376 + 382 New South Head Road enjoy an active Development Consent, 500/2013, which allows for the conversion of the current L4 commercial floor to residential and an additional floor of studio and 1 bed apartments with no on site parking.

NO. 374 NEW SOUTH HEAD ROAD



FRONT NO. 374 NEW SOUTH HEAD ROAD

NO. 376-382 NEW SOUTH HEAD ROAD



REAR NO. 376-382 NEW SOUTH HEAD ROAD

NOS. 376-382 NEW SOUTH HEAD ROAD



NOS. 376 + 382 NEW SOUTH HEAD ROAD
VIEW TO THE CORNER OF NEW SOUTH HEAD ROAD AND
KNOX STREET



NOS. 376 + 382 NEW SOUTH HEAD ROAD
VIEW FROM KNOX STREET TO GOLDSMIDLANE

job ref: 0412

Eeles Trelease pty ltd

/03

NO. 374 + NOS. 376-382 New South Head Road, Double Bay
3.0 COUNCIL CONTROLS

3.1 WOOLLAHRA LOCAL ENVIRONMENT PLAN 2014 (WLEP)

The WLEP has been gazetted and came into force on 23rd May 2016. Under WLEP the following controls apply:

- Allowable FSR
 - No. 374 New South Head Road - 2.5:1
 - Nos. 376 - 382 New South Head Road (item 4) 3:1 if the consent authority is satisfied that the development will be compatible with the desired future character of the zone in terms of building bulk and scale.
- Allowable Building Height
 - No.374 + Nos.376-382 New South Head Road - 14.7m

The existing building currently occupying Nos.376 - 382 New South Head Road already exceeds the newly gazetted controls for Building Height and FSR

- Height - 16.3m
- FSR - 3.12:1

The Development Consent 568/2013 granted on 7 July 2014 for Nos.376-382 New South Head Road further exceeds these controls:

- Height - 19.4m
- FSR - 3.8:1

The Development Consent 568/2013 granted on 7 July 2014 for Nos.376-382 New South Head Road further exceeds these controls:

- Height - 19.4m
- FSR - 3.8:1

WLEP does not acknowledge the current approved envelopes for Double Bay Commercial Centre.

3.2 WOOLLAHRA DEVELOPMENT CONTROL PLAN 2015 - DOUBLE BAY CENTRE

The Woollahra Development Control Plan 2015 - Double Bay Centre acknowledges the importance of corner sites within the Centre.

5.6.3.5 Corner buildings

Corner buildings are highly visible and provide the opportunity for notable design solutions. Strong corner buildings can provide valuable street definition.

Objective 01 - Encourage building massing and articulation that creates strong corner buildings.

To achieve the desired streetscape outcome, additional height (should be granted in the WLEP to the significant corner sites. There are a range of authoritative Planning and Architectural publications which stress the guideline of strong building elements on corner sites contained with the local Planning Controls.

SUBJECT SITE
LBP HEIGHT LINES
NEW SOUTH HEAD ROAD
KNOW STREET

SUBJECT SITE
LBP HEIGHT LINES
KNOW STREET

SIGNIFICANT CORNERS - MAKE DOUBLE BAY CENTRE - PREVIOUS DEVELOPMENT CONTROL PLAN

JOB REF: 0412

Eeles Trelease pty ltd

/04

NO. 374 + NOS. 376-382 New South Head Road, Double Bay
 4.0 PLANNING PROPOSAL

4.1 THE REVISED PLANNING PROPOSAL

The Revised Planning Proposal for No. 374 and Nos. 376-382 New South Head Road recognises the accepted guidelines to strengthen built form on commercial streets and establish a mixed use precinct comprising of both residential and commercial developments.

The Revised Planning Proposal seeks to add an additional storey to Nos. 376-382 New South Head Road above the approved 5-storey and extend that access to the adjoining property, No. 374 New South Head Road, to create a combined 6-storey mixed use building. The ground floor across both sites would remain retail, the new L1 - L4 of No. 374 would remain commercial extending the floor plate of Nos. 376 - 382 and covering internal walls. The additional L5 and L6 is to be residential L5 with 6 studios/beds with balconies along all street frontages, L6 with 5 studios/beds with balconies and plant room, L6 would have the building bulk set against Goodwin Lane and the corner of Knox Street taking advantage of northern orientation and views to Sydney Harbour. The prominent corner of New South Head Road and Knox Street would be highlighted by a roof garden on L6, with a catwalk roof allowing views through the corner to the sky.

The Revised Planning Proposal will create an iconic corner building in the heart of the Double Bay Commercial Centre.



NO. 374 + NOS. 376 - 382 NEW SOUTH HEAD ROAD
 PHOTOGRAPHIC OF PROPOSED VIEW TO THE CORNER OF NEW SOUTH HEAD ROAD



NO. 374 + NOS. 376 - 382 NEW SOUTH HEAD ROAD
 PHOTOGRAPHIC OF PROPOSED VIEW ADDRESS NO. 374

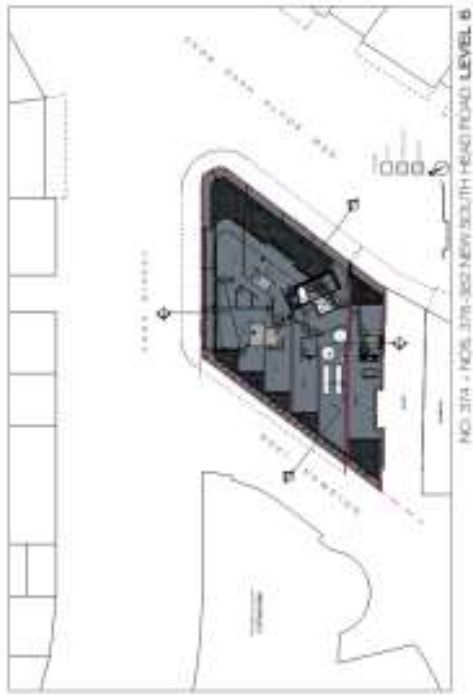
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Eeles Trelease pty ltd

/05



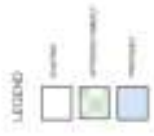
NO. 374 + NO. 376-382 New South Head Road, Double Bay.
PLANNING PROPOSAL PLANS LEVEL 5 - ROOF



NO. 374 + NO. 376-382 NEW SOUTH HEAD ROAD LEVEL 5



NO. 374 + NO. 376-382 NEW SOUTH HEAD ROAD LEVEL 5



LEGEND

- White box
- Light green box
- Light blue box



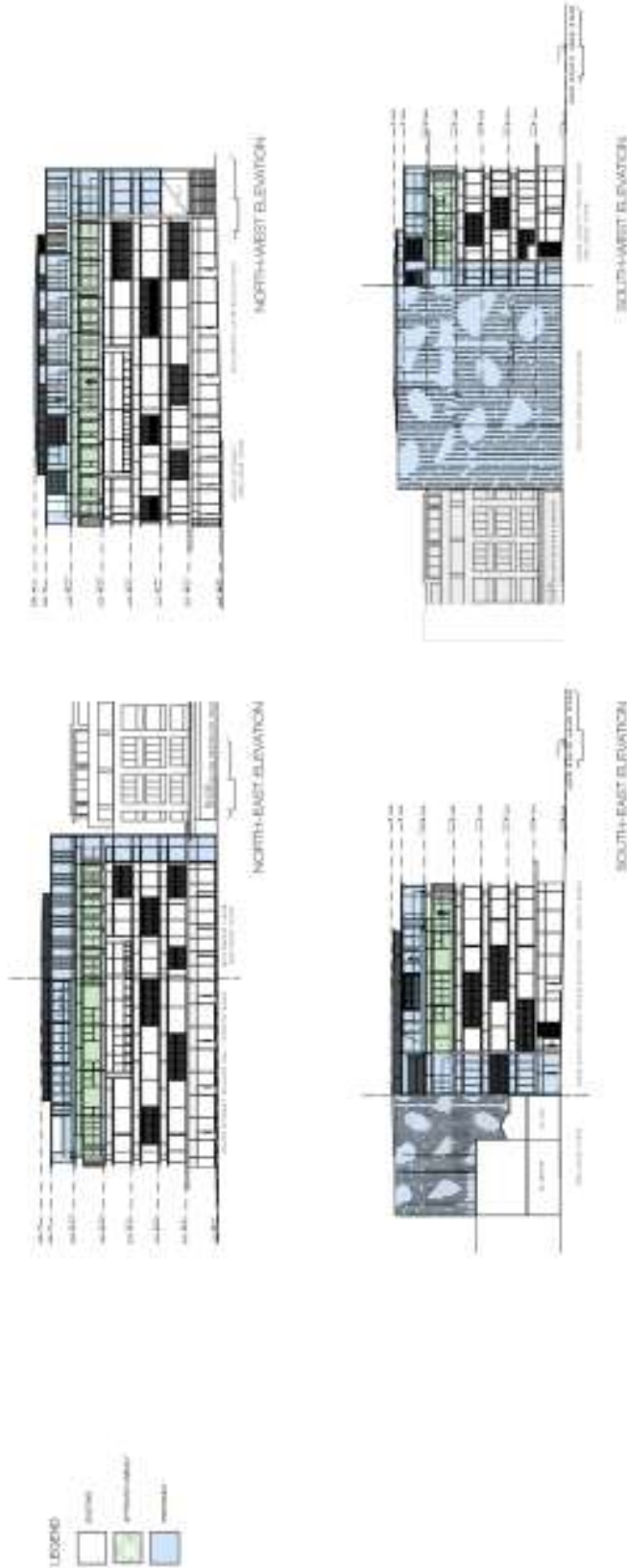
NO. 374 + NO. 376-382 NEW SOUTH HEAD ROAD ROOF

job ref: 0412

Eeles Trelease pty ltd

/07

NO. 374 + NO. 376-382 New South Head Road, Double Bay.
PLANNING PROPOSAL ELEVATIONS



job ref: 0412

Eeles Trelease pty ltd

/08

4.2 TERMS OF REVISED PLANNING PROPOSAL

The objective of the Revised Planning Proposal is to amend WLEP to grant additional height and FSR across the subject sites. It is proposed that a site specific clause be inserted in WLEP reflecting the Height and Floor Space Ratio of the Revised Planning Proposal. By amending these controls, the Revised Planning Proposal establishes a building envelope which will reflect the significance of the subject sites and the intent of the Woollahra Development Control Plan 2015 Double Bay Centre. "Our vision for Double Bay is as a vibrant centre that offers a unique living, working and shopping experience within a picturesque, friendly and attractive built environment".

The following clauses and maps are proposed to be amended: Height of Buildings and Floor Space Ratio

4.34 Exemptions to building height (Areas A - J)

- (1) The objective of this clause is as follows:
 - (a) to ensure new development is consistent with the desired future character of the neighbourhood
 - (b) to ensure new development is consistent with the surrounding buildings and the streetscape
 - (c) to protect visual and urban form that are in the public domain
- (2) This clause applies to and is identified as 'Area A', 'Area B', 'Area C', 'Area D', 'Area E', 'Area F', 'Area G', 'Area H' and 'Area J' on the attached Building Map.

(3) Despite clause 4.3, the height of a building and/or when the clause applies, in an Area indicated in Column 1 of the table to this clause, or the height of any part of the site (inclusive of any access roads), must not exceed the height as set opposite that Area in column 2.

Column 1	Column 2
Area A	3.0 metres
Area B	4.0 metres
Area C	6.5 metres
Area D	7.5 metres
Area E	11.0 metres
Area F	10.5 metres
Area G	11 metres
Area H	14 metres
Area J	22.5 metres

refer to amended Height of Buildings Map

4.44 Exemptions to floor space ratio (Area 14 - Double Bay)

- (1) The objective of this clause is to encourage the development of prominent corner buildings in Double Bay.
- (2) This clause applies to that identified as 'Area 14' on the Floor Space Ratio Map.
- (3) Despite clause 4.4, development consent may be granted to development on land for which this clause applies that results in floor space ratio that does not exceed 3.7 (Area 14, 4.5, 7, Area 15) if the consent authority is satisfied that the development will be compatible with the desired future character of the zone in terms of building bulk and scale.

refer to amended Floor Space Ratio Map.

NO. 374 + NO'S. 376-382 New South Head Road, Double Bay.
 AMENDED HEIGHT OF BUILDINGS MAP



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NO. 374 + NO. 376-382 New South Head Road, Double Bay.
 AMENDED FLOOR SPACE RATIO (FSR) MAP



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job# ref: 0412

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5.1 REVISED PLANNING PROPOSAL REQUIREMENT

The Revised Planning Proposal is required to seek the appropriate development of three bay sites with the Double Bay Commercial Centre. The Applicant discussed the possibility of the sites with Senior Council staff and the Mayor before preparing the Planning Proposal.

This Revised Planning Proposal is supported by the:

- Proposed Development, No. 374 + Nos. 376 + 382 New South Head Road, Double Bay Urban Design Opinion Report 12 May 2015 by Urban Design Consultant, Philip Thiele, with Addendum to Urban Design Opinion of 12 May 2015, dated 16th February 2016, (Appendix A)
- The Planning Report by Consultant Town Planner, Tony Moody (under separate cover)

5.2 RELATIONSHIP TO STRATEGIC PLANNING FRAMEWORK

5.2.1 SYDNEY METROPOLITAN STRATEGY

A Plan for Growing Sydney
 Issued by the NSW Planning and Environment

The Revised Planning Proposal is consistent with the directions of the NSW Planning Environment Plan for land use over the next 20 years. Double Bay Commercial Centre is within a nominated 'Urban Renewal Corridor' and Woollahra Council Municipality is nominated within the 'Central' sub-region.

The Urban Renewal Corridors are nominated as essential areas required to meet the demand for new housing in Sydney over the next 20 years. The locations for urban renewal are located 'in or near the public transport network' with new housing being supported by 'social infrastructure' and by providing a 'variety of housing...that suits (their) lifestyles, household size and their budget'.

Woollahra Council sits within Central subregion which is 'a desirable place to live, work and visit'. The Revised Planning Proposal supports the directions of Urban Renewal and sub regions by creating a truly mixed use development; retail, three levels of commercial space and three levels one studio and one bed apartments in the heart of Double Bay commercial centre.

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5.2.2 WOOLLAHRA 2025 - OUR COMMUNITY OUR PLACE, OUR PLAN

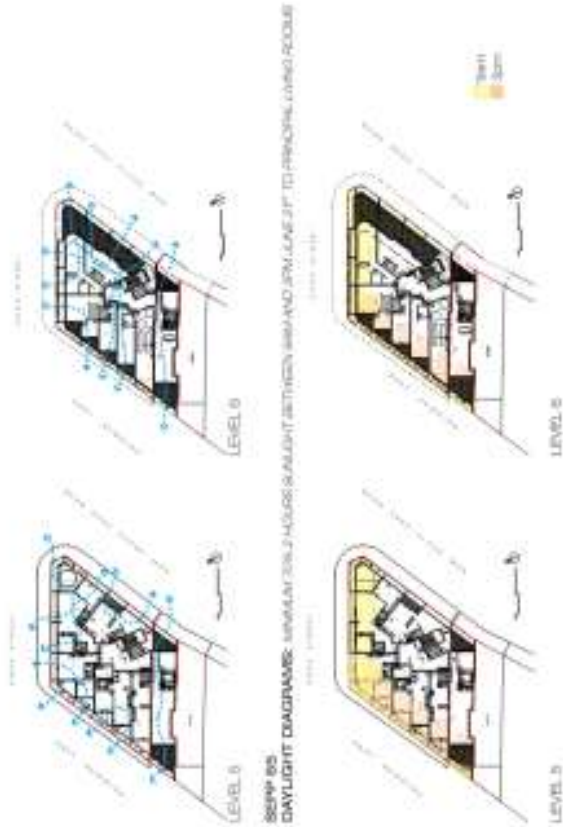
The Woollahra Council's Community Strategic Plan is the long term vision for the Municipality. The Planning Proposal is consistent with the outcomes of Goal 4 - Well Planned Neighbourhoods:

- 4.4 Encourage diversity in housing choice to suit a changing population.

5.2.3 SEPP 65 - DESIGN QUALITY OF RESIDENTIAL FLAT DEVELOPMENT 2022

The Revised Planning Proposal will meet the requirements of SEPP 65 in terms of design quality.

SEPP 65 CROSS VENTILATION DIAGRAMS: MAXIMISATION OF CROSS VENTILATION/PATHWAYS



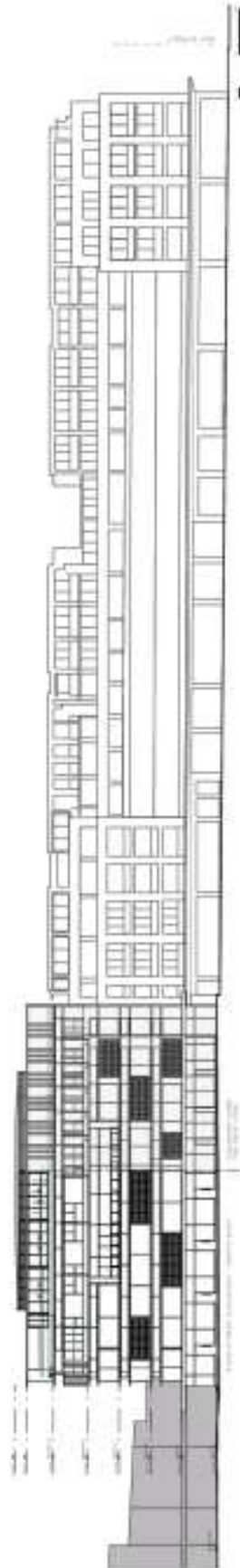
5.3 ALIENITY IMPACTS

5.3.1 STREETScape

The Revised Planning Proposal for the subject sites will allow an appropriate building to be built on this key corner location in the Double Bay Commercial Centre.

It should be noted that proportionally the new height proposal for the subject sites would assist the existing streetscape already established by the 2-22 Knox Street Cosmopolitan Shopping Centre, where the bulk of the building will be offset by Cosmopolitan Centre, as demonstrated in the Knox Street Elevation diagram below. The taller levels of the Revised Planning Proposal will also reflect the more significant importance of the subject sites compared to the Cosmopolitan Centre site.

The additional height sought in the Revised Planning Proposal will allow this corner site to remain a prominent feature within the Commercial Centre and into the future as surrounding buildings are developed under the Woollahra DCP 2015 - Double Bay Centre. Refer to Appendix A for opinion of Philip Traill.



KNOX STREET ELEVATION

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NO. 374 + NO5, 376-382 New South Head Road, Double Bay.
 PRECINCT CHARACTER ANALYSIS

5.3.2 ASSESSMENT OF EXISTING CHARACTER OF THE CENTRE

Clause 5.3.2 (f) in Woollahra DCP 2015 - Double Bay Centre states the aim to 'reinforce the presence of corner buildings addressing the public domain, recognising their importance in the centre in terms of street vistas, urban scale and identity'. It is considered that the current New South Head Road and Knox Street corner condition lacks the presence and prominence to reflect the above aim. The current building sits modestly within its immediate context, and does not take the opportunity to enhance the corner and strengthen the position of the Double Bay Commercial Centre.

This is further echoed by reviewing the future streetscapes envisaged by the construction of the new Double Bay Library. The corner site runs the risk of failing to provide a strong definition of the New South Head Road curvature as well as a strong corner identity.

5.3.3 ASSESSMENT OF PROPOSED IMPACT ON THE CHARACTER OF THE CENTRE

The Revised Planning Proposal for the subject sites complements the Klaus Lands development in its siting, form and defining the corner of New South Head Road. Strengthening the visual appeal of the Commercial Centre as a 'go-to' destination for both locals and visitors as noted on the Woollahra Council vision for the Double Bay Commercial Centre.

The development of Woollahra Council Library on New South Head Road and the volume of the Cosmopolitan Centre at 2-22 Knox Street, already establish a higher built form on adjoining properties which further supports a higher built form on the subject site in recognition of this key corner site.



EXISTING CHARACTER
 NEW SOUTH HEAD ROAD



EXISTING CHARACTER
 KNOX STREET



PROPOSED CHARACTER
 NEW SOUTH HEAD ROAD



PROPOSED CHARACTER
 KNOX STREET

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NO. 374 + NOS. 376-382 New South Head Road, Double Bay.
 PRECINCT CHARACTER ANALYSIS



FIGURE 1: NEW SOUTH HEAD ROAD



FIGURE 2: KNOX STREET

5.3.4 FUTURE PRECINCT ANALYSIS

The Revised Planning Proposal for No. 374 and Nos. 376-382 New South Head Road has a positive impact on the future character of the Centre. The proposed scale of the Revised Planning Proposal assist in labring the future proportions of New South Head Road and Knox Street, as determined by the Woollahra DCP 2015 - Double Bay Centre and WLEP Height and Setback Controls, refer to Figure 1 and Figure 2.

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NO. 374 + NO. 376-382 New South Head Road, Double Bay.
 SHADOW STUDIES WINTER SOLSTICE

JUNE 21ST 9AM



APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

4.1.6 OVERSHADOWING

Due to the orientation of subject sites and New South Head Road, the additional overshadowing created by proposed height and bulk primarily falls across New South Head Road.

Compared to the 5 Level approved scheme at this location, there is some additional over shadowing of the southern footpath of New South Head Road after 2:30pm.

In mid Winter, the over shadowing of the south side of New South Head Road commences approximately 60mins earlier than the approved 5 storey scheme. At all times, daylight access is maintained to the surrounding properties for a minimum of 2 hours between 9am and 3pm throughout the year. Refer to the Shadow Diagrams

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NO. 374 + NO. 376-382 New South Head Road, Double Bay.
SHADOW STUDIES WINTER SOLSTICE

JUNE 21ST 12PM



APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

job ref: 0412

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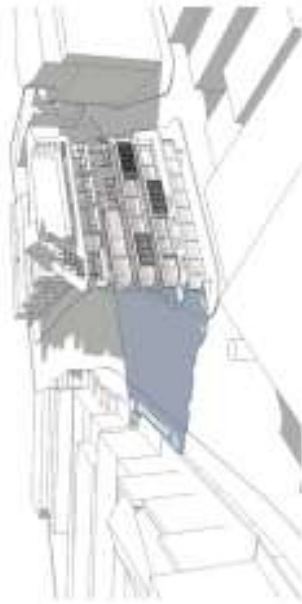
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NO. 374 + NO'S. 376-382 New South Head Road, Double Bay
SHADOW STUDIES WINTER SOLSTICE

JUNE 21ST 1PM



APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

job ref: 0412

Eeles Trelease pty ltd

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NO. 374 + NO. 376-382 New South Head Road, Double Bay.
SHADOW STUDIES WINTER SOLSTICE

JUNE 21ST 2PM



APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

job ref: 0412

Eeles Trelease pty ltd

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NO. 374 + NO. 376-382 New South Head Road, Double Bay
SHADOW STUDIES WINTER SOLSTICE

JUNE 21ST 3PM



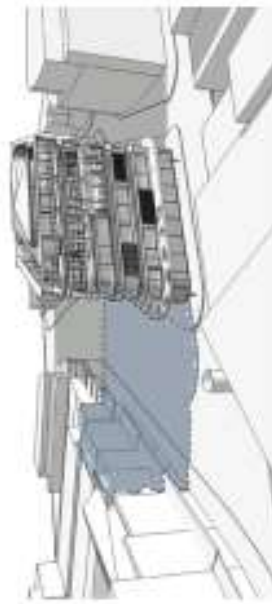
APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

job ref: 0412

Eeles Trelease pty ltd

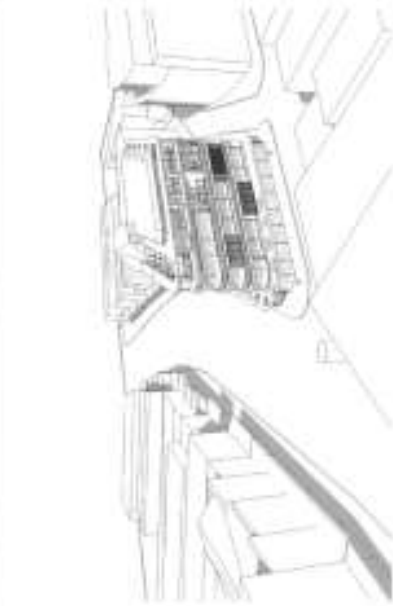
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NO. 374 + NO'S. 376-382 New South Head Road, Double Bay.

MARCH & SEPTEMBER 22 9AM



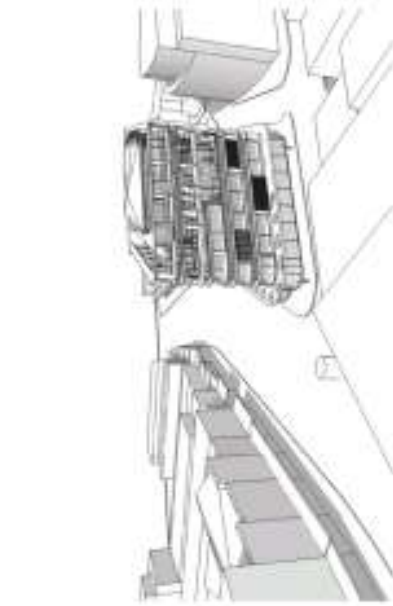
APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

job ref: 0412

Eeles Trelease pty ltd

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NO. 374 + NOS. 376-382 New South Head Road, Double Bay
SHADOW STUDIES EQUINOX

MARCH & SEPTEMBER 22 12PM



APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

job ref: 0412

Eeles Trelease pty ltd

/22

NO. 374 + NOS. 376-382 New South Head Road, Double Bay.
SHADOW STUDIES EQUINOX

MARCH & SEPTEMBER 22 3PM



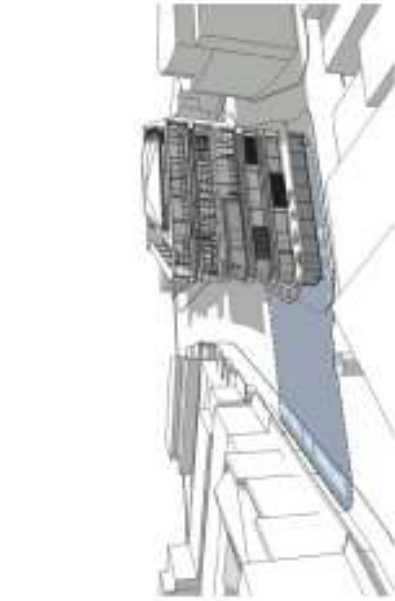
APPROVED 5 STOREY



APPROVED 5 STOREY



PROPOSED 6 STOREY



PROPOSED 6 STOREY

job ref: 0412

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NO. 374 + NO5, 376-382 New South Head Road, Double Bay.
 CONTROL 5.5.3 SOLAR ACCESS: COMPLYING HEIGHT CONTROL LEP 2014

5.5.3 NEW SOUTH HEAD ROAD SOLAR ACCESS

Solar access to the southern side of New South Head Road is expressed in clause 5.5.3.1 C1 of Woollahra DCP 2015 - Double Bay Centre which states '...preserve solar access to the footpath on the south side New South Head road between 10 noon and 2pm on 21 June'

An analysis of the overshadowing created by Woollahra DCP 2015 - Double Bay Centre and WLEP Height Controls, the approved development for the subject sites and the Revised Planning Proposal reveals that the overshadowing of the southern side of New South Head Road within the Double Bay Commercial Centre is over 75% of New South Head Road.

This overshadowing will not have a detrimental effect on the properties along New South Head Road and is within expectations for established City Centres.

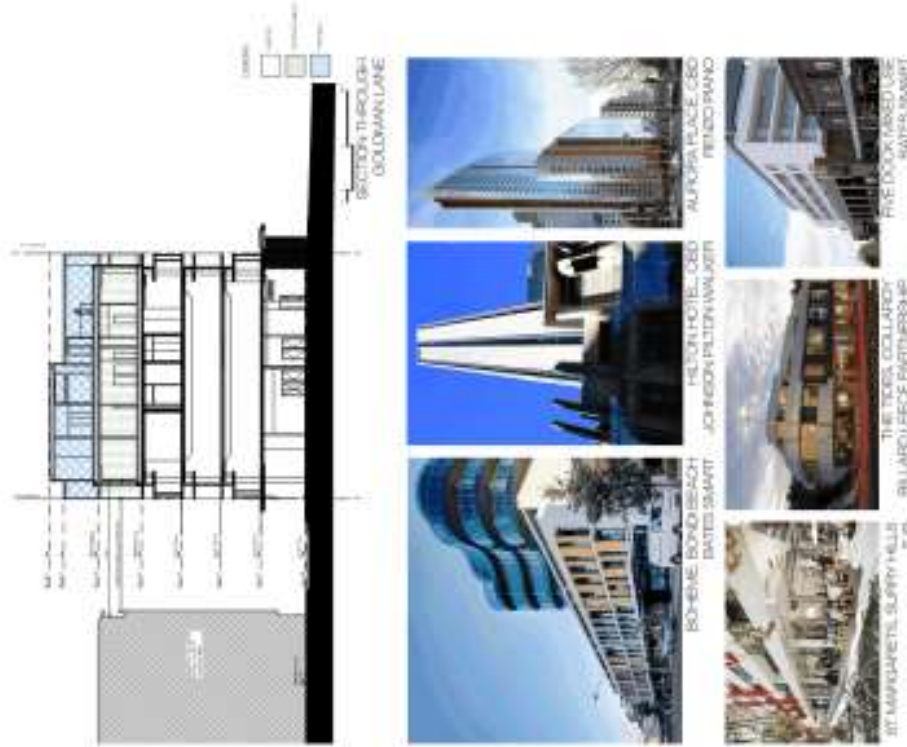


job ref: 0412

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NO. 374 + NOs. 376-382 New South Head Road, Double Bay.

SOCIAL IMPACT



5.3.7 PRIVACY

Visual privacy between the subject sites and its closest residential neighbour, No 2-22 Knox-Street is maintained by the physical separation of 75m between the main living areas and backrooms and the inclusion of obscure privacy screens along the western boundary.

5.3.8 SOCIAL

Double Bay Commercial Centre has the potential to be a vibrant working and living hub. The development of the subject sites as a truly mixed use building, ground floor retail, 3 levels of commercial and 2 levels of housing, provides this opportunity. By providing studio and 1 bed apartments within the Centre, large plate commercial floor plates and retail opportunities the Revised Planning Proposal can be a positive addition to the Commercial Centre. The development will assist in providing a unique opportunity for cultivating variety and density within the Double Bay Centre, strengthening the "viable communities" concept outlined in the Woollahra 2035. Our community, our place, our plan. Already in close proximity to existing infrastructure, hospitals, public transport and shopping centres, the additional residents would benefit local businesses that would now be readily accessed on a daily basis.

The Revised Planning Proposal will also complement the Kissara Landis Redevelopment project. By establishing housing in the Double Bay Centre, the Revised Planning Proposal will provide an immediate community to foster the growth of the commercial hub, and an increase in pedestrian use in the heart of the Commercial Centre would favour the use of the intimate ground level networks, activating the existing and developing lane ways.

Examples like the Five-Dock Mixed Use Development, Bohemia at Bond Beach (by Bates Smart), St Margaret's redevelopment at Surry Hills (SJB) and The Toles in Collaroy provide precedents to the steps other Sydney Villages are taking in re-routing density and improving the fabric of the Urban Centre context. On a larger scale, this could be noted in the mixed use developments in the CBD such as the Hilton Hotel (Johnson Pilton Walker) and Aurora Place (Renzo Piano) which improves and regenerates the character of their site through transient building use.

job ref: 0412

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NO. 374 + NOS. 376-382 New South Head Road, Double Bay.

6.0 VIEW LOSS

6.1 VALLEYS AND RIDGES

Situated in a large natural amphitheatre, the relevant consideration would be the roof structure forming a foreground and obstructing Harbour views. However, as can be demonstrated in the diagram on this page, the scale of the Revised Planning Proposal is not significant enough to obstruct any views, either from the primary ridge locations, or at ground level.

Due to its positioning along the curvature of New South Head Road and at the base of the amphitheatre, the Revised Planning Proposal complies with the Woollahra DCP 2015 - Double Bay Centre 5.3.2 (ii), which requires the retention of views to large vegetation existing beyond Balgownie Road and Manning Road, and does not impede on the strategy to retain green vistas at each end of New South Head Road.



VIEW FROM RIDGE LOCATION
 (looking South from the ridge)



DOUBLE BAY SITE MAP



VIEW FROM RIDGE LOCATION
 (looking North from the ridge)



VIEW FROM RIDGE LOCATION
 (looking South from the ridge)



VIEW FROM RIDGE LOCATION
 (looking North from the ridge)

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NO. 374 + NOS. 376-382 New South Head Road, Double Bay.

VIEW LOSS



PANORAMIC VIEW FROM ROOF LEVEL 4 OF SUBJECT SITE



VIEW CORRIDORS OF PROPOSED SITE



6.1.2 NEIGHBOURING VIEWS

There are no significant or direct views to Sydney Harbour from the subject sites or its immediate surroundings. In addition, the neighbours assumed to be most affected by the development, No. 2-22 Knox Street, have their primary orientation directed away from the subject sites as demonstrated by the diagram on this page. As such the development assumes no affected neighbouring view loss.

Additionally views to the subject sites are obscured by the curvature of New South Head Road and the bulk of Commercial Shopping Centre 2-22 Knox Street and other buildings.

proj ref: 04112

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VIEW ANALYSIS: PROMINENT NEIGHBOUR VIEWS / 27

NO. 374 + NO5, 376-382 New South Head Road, Double Bay.

7.0 CONCLUSION

The Original Planning Proposal sought approval for a 7 level development. Following a concern expressed by Council Officers, the Applicant has decided to seek a revised Planning Proposal for only 6 levels. The following comments in the Original Planning Proposal can be equally applied to the Revised Planning Proposal.

The Revised Planning Proposal is consistent with the relevant outcomes encouraged in the Sydney Metropolitan Strategy "A Plan for Growing Sydney" issued by the NSW Planning and Environment and the anticipated future growth of the Double Bay Commercial Centre.

The Revised Planning Proposal has given due consideration to the Woollahra Council Koori Lands development, other adjoining developments and the opportunities the corner site provides.

The merits of the Revised Planning Proposal include, but are not limited to, the following:

- The development will be a truly mixed-use building which will contribute to the variety of building types of a vibrant centre.
- The increase in density created by the Revised Planning Proposal will provide increased economic activity, including after hours, in the immediate neighbourhood, particularly encouraging the use of the Koori Lands Development.
- It will generate strong pedestrian traffic and an incentive to use the local ways.
- The Revised Planning Proposal would result in strengthening and defining the corner of New South Head Road and Knox Street, resulting in an improvement in the visual balance of the precinct.



job ref: 0412

Eeles Trelease pty ltd

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12 May 2015
20:00 - 21:00

**PROPOSED DEVELOPMENT 374 + 376-382 NEW SOUTH HEAD ROAD, DOUBLE BAY
URBAN DESIGN OPINION**

1.0 BACKGROUND

The report provides an urban design opinion in support of Planning Proposal 12/14/2014 - 382 New South Head Road in Double Bay. The proposal is to modify an approved and constructed retail/office building on the site. Designed by John Tweedie Pty Ltd Architects, the building is a high quality building, notable for its architectural and environmental details. It is often cited as an example of a well-considered urban architecture.

The interview has been prepared by Hill Thais Architects in collaboration with Urban Project Pty Ltd based on information provided by John Tweedie Pty Ltd Architects, in parallel of their Pty Ltd.

It provides an urban design opinion in support of both the original DA and the approved DA zoning scheme.

1.1 Background

Under my direction, my practice prepared the Double Bay Development Control Plan 2002 for submission to Council. The DCP and other subsequent documents received an Urban Design Award from the Planning Institute of Australia. There has been interest by Council in terms of the following projects in Double Bay:

- 374 Double Bay - Council Design Review Panel meeting
- 376-382 New South Head Road - Council Design Review Panel meeting
- 376-382 New South Head Road - Council Design Review Panel meeting

Interview with architect: Council in terms of other projects has provided me with a very good understanding of Double Bay's urban form and potential.

I also co-authored the book Public Places: Drawing the City published in 2013.

My AEC Curriculum Vitae is attached.

2.0 THE PROPOSAL

The proposal is to add to the existing 4 storey commercial building at 374 + 382 New South Head Road to add a 5th floor. It is important to note that Woollahra Council has already approved an additional 5th floor addition on the subject site. The 5th floor has not yet been constructed, but it will be subject to an Active Development Consent.

The site is an irregularly shaped corner block, with three street frontages. The entrance would be from West to the north, incorporating the existing entrance at 374 New South Head Road, with additional levels on the north side. The building is a high quality building, notable for its architectural and environmental details. It is often cited as an example of a well-considered urban architecture. The proposal is to add a 5th floor to the lower floor with the retained and extended levels into the 27.5m New South Head Road site.

HILL THAIS ARCHITECTS
100/101 NEW SOUTH HEAD ROAD
DOUBLE BAY NSW 1541
T 02 9314 4338 F 02 9391 3111
E info@hillthais.com.au
www.hillthais.com.au
JOHN TWEEDIE 0412 538172

3.0 THE PROPOSAL'S QUALITIES

I have reviewed the architect's plans, sections, elevations, urban context (1949 2D views, and colourfully support the following aspects of the proposal:

3.1 Architectural Quality

The architecture of the addition is very compatible with the existing structure, being the work of the same distinguished architectural practice (John Tweedie Architects). The building work is made of professional materials, including high quality materials and finishes.

A number of elements of the building have been investigated, including the last 100 years. It is only when detracting from the building, if only then, that you can appreciate the quality of the building. The building is a high quality building, notable for its architectural and environmental details. It is often cited as an example of a well-considered urban architecture. The proposal is to add a 5th floor to the lower floor with the retained and extended levels into the 27.5m New South Head Road site.



Source: Hilary Hume for Urban Project Pty Ltd. Photo: Hilary Hume for Urban Project Pty Ltd.

In addition to the aspects of public buildings situated in the Public Realm, these have also been more prominent commercial buildings in the area.

3.2 Key Corner Site in the Heart of Double Bay Centre

The site occupies the most visible prominent corner location in Double Bay, being at the corner angle of New South Head Road and Knox Street, the very heart of Double Bay. As a result it is a prominent site, being very clearly visible along New South Head Road.

The site has long been recognized in the DCP as a prominent corner that requires a strong architectural response.

The New South Head Road's corner geometry further amplifies the prominence of the building when looking through Double Bay. The building corner presents differently when approaching from east

NO. 374 & NOS. 376-382 New South Head Road, Double Bay.

hill thalis

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and west, primarily from the east and is profile from the west. The responsiveness to pass further adds to its existing identity.

The approach here takes full account of the importance of the context, and develops a distinctive and distinguished proposal of distinguished by its subtlety and elegance. The architectural qualities of such a project can only be fully appreciated when the building is seen in its context, and the surrounding urban fabric. Such a building is a work of art, and its success is measured by its ability to blend with its surroundings, rather than stand out as a separate entity. The building is a work of art, and its success is measured by its ability to blend with its surroundings, rather than stand out as a separate entity.

Proposed building includes the Central Hall, on Elizabeth Street, the former bank building from the former Royal Mail Office on New South Head Road, and the former bank building from the former Royal Mail Office on New South Head Road, and the former bank building from the former Royal Mail Office on New South Head Road.



Central Building in New York



Building on Regent Street in London



View from the Hilltop across Victoria Street and Darlinghurst Road

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Photo: Richard Brindley Architects



Former Regent Mail Office in London

The building celebrated its 100th anniversary. The tower rooftop garden would form a complete alternative square for the city, and the highly visible work will link New South Head Road and Elizabeth Street in the commercial centre of Double Bay.

It is a clear vision of a new era in the heart of Double Bay Centre. There are many relevant starting points for the architectural proposals, which are the incorporation of historic street architecture such as the former corner shop. For example, 100% of the historical foot design for the building. The building for Design Centre and the apartment prepared by the architect for Design Advisory Service relating to the building. Some of the highlights of the project are the urban scheme, and the integration of the building into the existing urban fabric. The building will have a high level of visibility, particularly when they are in the area.

The proposed building will be a positive model for the nearby other corner sites in the Double Bay Centre, which are nominated in the DCP.

3.3 An Appropriate Street Scale

It is a clear vision of a new era in the heart of Double Bay Centre. There are many relevant starting points for the architectural proposals, which are the incorporation of historic street architecture such as the former corner shop. For example, 100% of the historical foot design for the building. The building for Design Centre and the apartment prepared by the architect for Design Advisory Service relating to the building. Some of the highlights of the project are the urban scheme, and the integration of the building into the existing urban fabric. The building will have a high level of visibility, particularly when they are in the area.

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NO. 374 + NO. 376-382 New South Head Road, Double Bay.

hill thalis

ARCHITECTS + DESIGN PRACTISE



PHOTOGRAPHY: JAMES HARRISON, SYDNEY

It is often important to note that the DCP envisages significant changes to the urban urban form, changes which will take a few decades to materialise. The focus is on 'redevelopment', which is to be done in a new urban context, and point to a much more urban fringe to New South Head Road (not a percentage of the New South Head Road). The focus is on 'redevelopment' in the sense, because it is a more realistic to note that the proposed 2 story development is a more integrated low and mid scale, on existing processes, given the Double Bay Centre DCP's commitment to higher building forms on these adjoining parcels.

The proposed work is not intended to be a 'one-off' construction project in heritage terms.

3.4 A Model of Mixed Use

The mix of uses at ground floor 3 stories of office, surrounded by 2 stories of smaller apartments would make it a more realistic of the genuine mixed use building in Sydney. As opposed to the dated approach of exclusivity of zoning, based on heritage grounds, this building would bring a mix of residential and office uses to the 7 story 4 storey cycle, both morning throughout the day into the night.

Along the above the car parking, bike parking and numerous other environmental attributes, the proposal is one of the most significant in terms of being a genuine model for a sustainable future practice.

In the experience a greater residential density on the subject site and other corner sites would contribute to the vitality and jobs in the Double Bay Centre. The Double Bay Centre is a more vibrant place with a mix of uses, including a component and their vibrant contribute to the street life and economic vitality of both centres.

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ARCHITECTS + DESIGN PRACTISE

4.3 REVIEW OF BIRBAH DEBSON ISSUES ASSOCIATED WITH THE SITE

4.3.1 Individual taller buildings in the vicinity

The area around Double Bay Centre already has many taller buildings, although almost all of these are associated with the current land proposed centre (see document below).

The attached schedule (see figs 1, 1 and 1, 2) shows the distribution and heights of these buildings. Many are in direct adjacency to the proposed taller buildings, without undue setbacks. Some have very large footprints, while others are set back up to 15 - 18 metres in height. The attached schedule shows the location in relation to other taller buildings. Some of the buildings are very prominent in location, some with visibility.

The Double Bay Centre occupies the valley floor and a travelway heavily overlooked from public spaces on the street level of Double Bay, Darling Point, Edgecliff, and the road junction. The development of neighbouring sites such as the St James and Road junction, the Double Bay Centre, and the Double Bay Centre, the Double Bay Centre, the Double Bay Centre is not easily seen from the public domain of these upper levels, with the exception of direct views from certain points in and around Bond Junction and 3rd Street Drive.

It is worth highlighting that Double Bay Centre is not a tall building, it is a tall building across the site. Against the background of which will become a mass of taller buildings, an important building, these occasional taller buildings have the effect of uncluttering the skyline, an important consideration in an area that is so overlooked. The active end location of the proposed taller sites from this attitude and distance would not be of an obstacle, in the attraction, in the attraction.

See attached schedule (figs 1, 1 and 1, 2).

4.3.2 Analysis of other comparable Centres, which may influence Sydney

It is clear that Double Bay Centre is not a tall building, it is a tall building compared to many comparable centres across metropolitan Sydney, by way of analysis (see figs 1, 1 and 1, 2 attached), we have tabulated a comparison of other centres in terms of:

- their total physical area
- the range of heights that apply
- the range of 23rd Street apply

The centres have been selected to cover centres in size and visible and visibility. Some benefit from existing history and patterns, which contribute to their importance. Double Bay enjoys frequent bus services, it has a wide walking distance of Edgecliff Station, which is only 2 minutes from Moore Park, and has a good road and walking link to the Double Bay. The Centre has two major public car pools, which are located on the pool in comparison to other parts of Sydney. The area is very walkable due to a very compact street and site layout.

A comparison of the centres (revised) shows:

	Distance to city	Height (m)	Area	Light rail
Berwick	10km	100	YES	
Boscobel	10km	100	YES	
Marsfield Junction	10km	100	partially	
Pygmy	10km	100	YES	
Pennington	4km	100	partially	Light rail
Double Bay	10km	100	partially	
Marsfield Junction	10km	100	partially	



It is also possible that making the established higher, or denser (in other words) (higher density) (double bay) will be above the current planning controls. The lack of consensus between working densities and height and the controls can give rise to complex problems with even minor applications for such proposals. In the architect's experience, this is not the best for either client or projective planning.

5 ALTERNATIVE APPROACH – IPTA'S FOR PUBLIC BENEFIT

While there is nothing in the current planning controls, there is an existing use of progressive mechanisms such as Voluntary Planning Agreements (VPAs) and individual planning to achieve a balance of policy outcomes. Mechanisms such as additional height control for specific areas through being tied to a defined number of public benefits, such as:

- creation of new public domain elements, such as footways, pathways, street widening, pocket parks and tree pits
- upgrading of existing public spaces, usually in the vicinity of the site – either by temporary construction or permanently related works in kind
- provision of public facilities, rooms and services, such as libraries, community work, social facilities, fitness and the like
- provision of social or affordable housing, usually granted as leased (preferably for 10 years) as a measure for a recognised Community Housing Requirement
- provision of subsidised or affordable work places, studios or creative spaces

Due to its design and location, one or more of such public benefits could potentially be associated with or associated with the proposal.

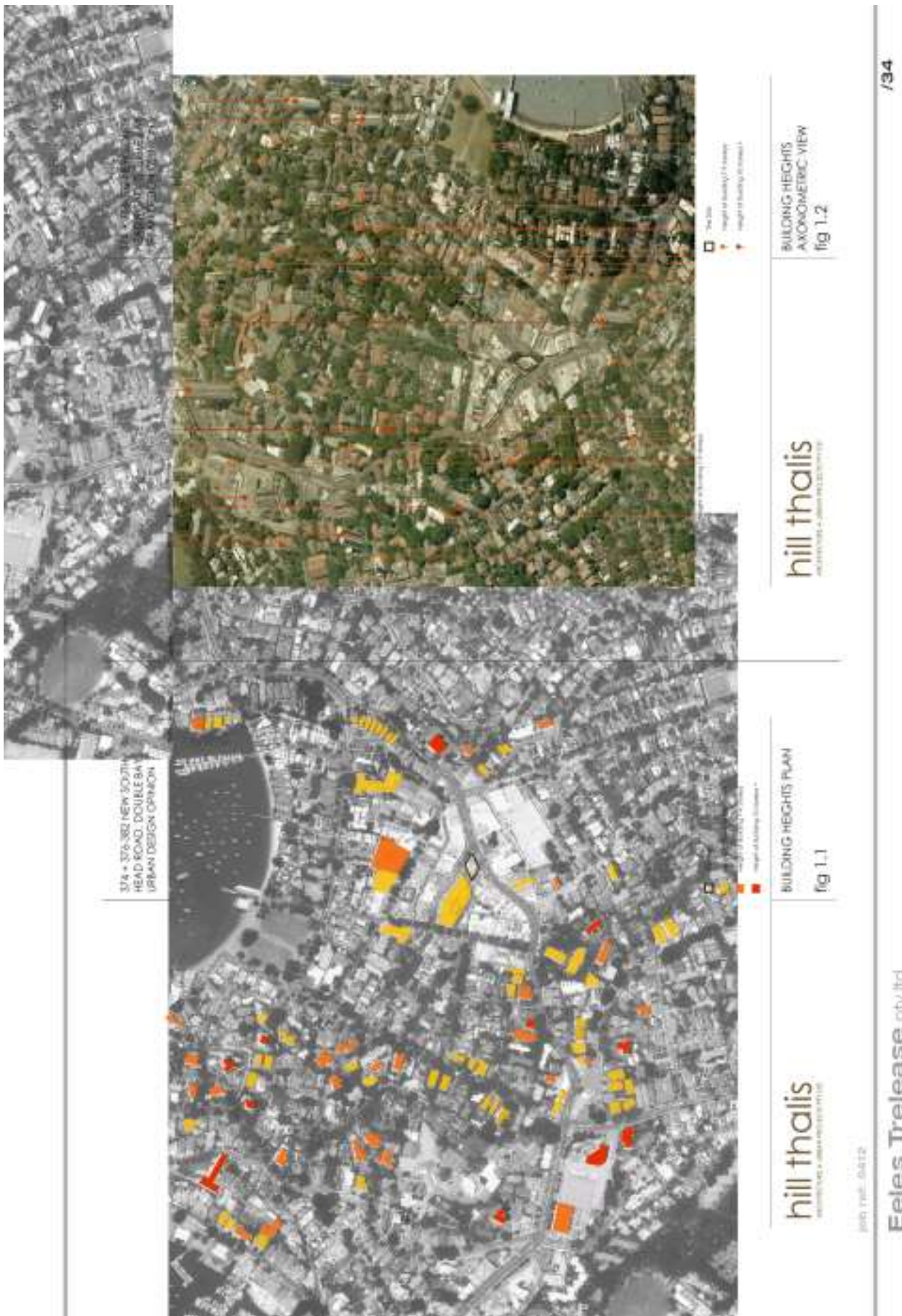
4 CONCLUSION

The subject site has unique characteristics, being a 'key corner site in the heart of Double Bay' and approval of the Planning Proposal for the subject site would not constitute a precedent for allowing the most desired outcomes in the future (due to the fact that the subject site has the specific benefits that are not available in the remaining properties in the 'key corner').

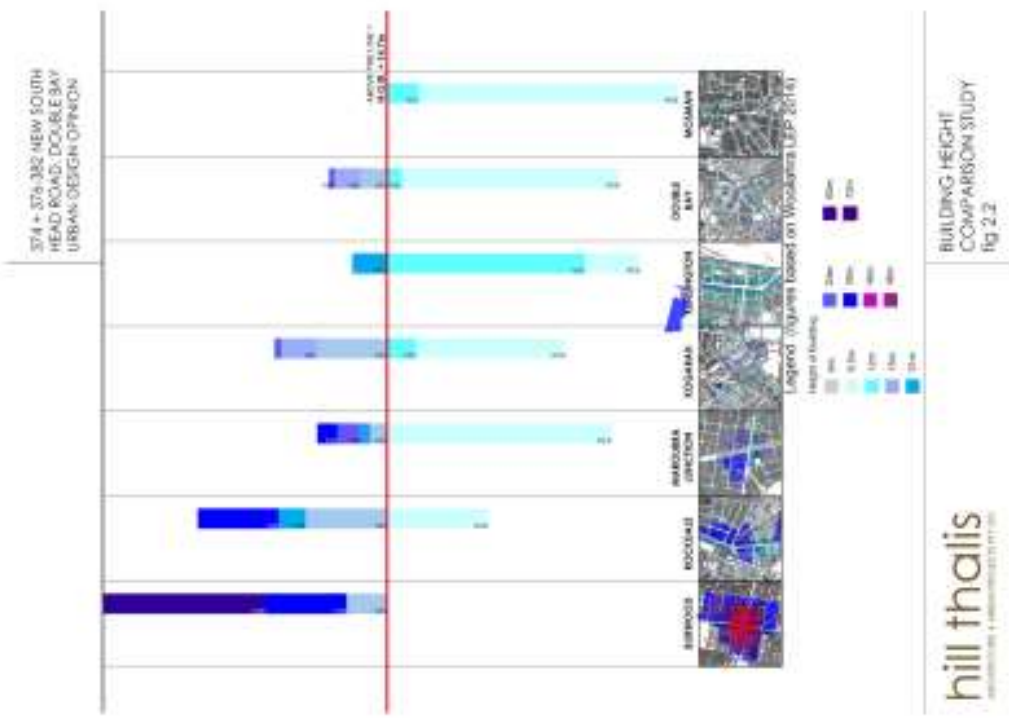
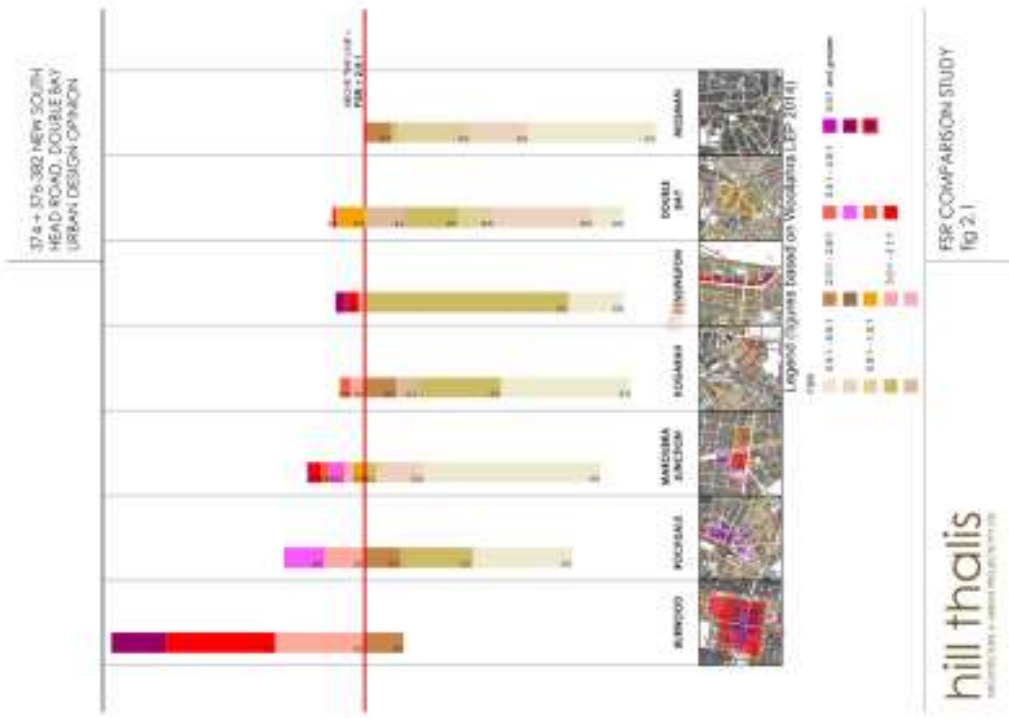
Given the Australian and New Zealand Design award, the proposal, (if approved by the site) will be a landmark for Woollahra Council. It is recommended that Woollahra Council should consider the Planning Proposal application because it is not possible to conduct a more appropriate further information.

Yours faithfully,

HILL THALIS
Principal
HILL THALIS ARCHITECTURE & URBAN PROJECTS PTY
LTD
Address:
Pty Ltd, 12, 13 & 14 Hill Thalis Dr



NO. 374 + NO5, 376-382 New South Head Road, Double Bay



Eeles Trelease pty ltd

/35

NO. 374 + NO. 376-382 New South Head Road, Double Bay

hill thalis
ARCHITECTS + DESIGN PRACTICE PTY LTD

1000/18th February 2016
08:00 AM (AEST)

**PROPOSED DEVELOPMENT: J14 + J16 + J18 NEW SOUTH HEAD ROAD, DOUBLE BAY
APPROXIMATE TO ARMAN OFFICE COMPLEX ON 13 MAR 2016**

16 Purpose of the memorandum

The objectivity to our Urban Design (Quality) report is to support the society and the community to make a decision on the proposed development. The purpose of this memorandum is to provide an overview and context of the proposed development.

No document has been provided by the Applicant, Director of Urban Planning & Development, provided by the Urban Planning & Development, on behalf of Hill Thalis.

20 An appropriate urban scale (see clause 3.3 An Appropriate Urban Scale)

The proposed development is a new building complex located on the corner of New South Head Road and Arman Office Complex. The proposed development will be a building complex with a height of 15-18 storeys and a total floor area of approximately 10,000 square metres. The proposed development is located on the corner of New South Head Road and Arman Office Complex.



Looking east along New South Head Road

Hill Thalis Pty Ltd
1000/18th February 2016
New South Head Road
J14 + J16 + J18 New South Head Road
1000/18th February 2016
1000/18th February 2016
1000/18th February 2016
www.hillthalis.com.au

081 438 1212

Eeles Trelease Pty Ltd

hill thalis
ARCHITECTS + DESIGN PRACTICE PTY LTD

It is also important to note that the DCP envisages significant changes to the street urban form, changes which will only be made if the proposed development is approved. The proposed development is located on the corner of New South Head Road and Arman Office Complex. The proposed development will be a building complex with a height of 15-18 storeys and a total floor area of approximately 10,000 square metres. The proposed development is located on the corner of New South Head Road and Arman Office Complex.



Looking east along New South Head Road

The proposal would not provide any new amenity to or have a net loss of amenity to the area.

3 Recommendations

The applicant has provided a detailed and comprehensive report which supports the proposed development. The proposed development is a building complex with a height of 15-18 storeys and a total floor area of approximately 10,000 square metres. The proposed development is located on the corner of New South Head Road and Arman Office Complex.

Given the Architectural and Urban Design report submitted in the proposal, appropriate to the site and location, the Architectural and Urban Design report, the proposed development is recommended for approval.

The proposed development is recommended for approval.

[Signature]
Philip Smith
Hill Thalis Architects + Design Practice Pty Ltd

Hill Thalis Architects + Design Practice Pty Ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay.

APPENDIX B.2 EELES TRELEASE CV
 profile



Olympic apartments, Newington

Waterfront houses, Caberfafa

Eeles Trelease is a broad-based architectural practice with nearly 30 years experience in delivering residential, commercial, educational and assisted living projects. The principles of passive sustainable design have been integral to Eeles Trelease's design approach since the company began in 1984 and remain fundamental to every scheme.

Our recent focus has been implementing active sustainable design in our commercial and residential projects, as demonstrated in the commercial/retail building at Double Bay and the apartments at Woolloomooloo. This work has been developed from the principles established at the Newington apartments (RAIA NSW Building of the Decade, 1990's) and Mount Tomah Botanic Garden Visitors Centre.

Inherent in all our work is a strong and clear concept which is followed throughout the project to the last detail. Together with our emphasis on client focussing and seeking innovation in all aspects of the project our aim is to deliver a cohesive and value-added outcome.

Some of our best known projects are:

- Cardita Apartments, Little Bay
- Randwick City Urban Design Award 2008 - Residential, Multi Unit Housing
- Randwick City Urban Design Award 2008 - Sustainability
- Envision BPN Sustainability Awards 2008 - Low to Medium Density Residential
- Commercial/Retail Building Environmentally Sustainable Design (ESD), Double Bay
- RAIA NSW Commercial Building Architecture Award 2007
- RAIA NSW Sustainable Architecture Commendation 2007
- Edgewater Apartments, Caberfafa
- UDIA Small Residential Projects Award 2003
- Olympic Apartments, Newington
- RAIA National Architecture Award 2000
 The finished development has become one of Sydney's most successful lifestyle housing developments.
- Botanic Gardens Trust - Mount Tomah Botanic Garden - ongoing client since 1985
 Visitor Centre (Stage 1 & 2), Kiosk, Education Centre & World Heritage Exhibition Centre

job ref: 0412

Eeles Trelease pty ltd

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NO. 374 + NO5, 376-382 New South Head Road, Double Bay.

APPENDIX B.2 EELES TRELEASE CV

DIRECTORS

Bruce Eeles

B. Arch. University of NSW, 1968 L.F.R. A.I.A.
 Registered Architect, APB No. 2886
 Life Fellow Australian Institute of Architects



Bruce Eeles



Kathy Trelease

Bruce's vast experience is a unique combination of landscape, heritage, private and public commissions. He has worked across all cost plan ranges and with many major developers. This has enabled him to acquire a rare skill set, an ability to combine urban design expertise with innovative architecture, and to deliver it within the demands of budget constraints.

Kathryn Trelease

B. Arch. University of Adelaide, 1980
 Registered Architect, APB No. 6318

Kathryn is Practice Manager and provides the depth of professional practical experience to each project. Her experience in large projects in London, Düsseldorf and China as well as her strength in interiors brings a strong design foundation to all projects. In 1989 became a director of Bruce Eeles and Associates / Eeles Trelease Pty Ltd. Sydney.

SENIOR ASSOCIATE

Robin Yeap

M.Sc. Architecture and Building Design, Columbia University, 1999
 B. Arch. University of Sydney, 1983
 B.Sc. Arch. University of Sydney, 1980
 Registered Architect, APB No. 5918
 Level 1 Member, Australian Institute of Architects



Robin Yeap

Robin brings over 25 years experience in a wide variety of building types ranging from residential to commercial and institutional. He augments his residential experience with aged care design and takes active role in sustainable design research. Robin gained his Masters degree from Columbia and returned to Eeles Trelease after working in New York on multi-purpose complex buildings in Barcelona and Washington DC. As Team leader on various projects he brings his depth of experience to all stages of architectural delivery.

job ref: 0412

Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay.

APPENDIX B.2 EELES TRELEASE CV

awards

- Randwick City Urban Design Award 2008 - Residential Multi Unit Housing
 Caridia Apartments, Little Bay
- Randwick City Urban Design Award 2008 - Sustainability
 Caridia Apartments, Little Bay
- Environ BPN Sustainability Awards 2008 - Low to Medium Density Residential
 Caridia Apartments, Little Bay
- PCA Rider Levett Bucknall High Commendation 2008
 Commercial Retail Building, Double Bay
- RAVA NSW Commercial Award 2007
 Commercial Retail Building, Double Bay
- RAVA NSW Sustainable Architecture Commendation 2007
 Commercial Retail Building, Double Bay
- Australian Property Institute, NSW, Environmental Development Award, 2007
 Commercial Retail Building, Double Bay
- RAVA Architecture Bulletin 2004
 Buildings of the Decade 1980's Apartments-Newington
(in association with RAVA Architects and Partners & Vias Associates)
- UDIA Small Residential Projects Award 2003
 Whitford Houses, Cabarrup (with RAVA Architects)
- RAVA National Special Jury Award 2000
 Apartments Newington (in association with RAVA Architects and Partners & Vias Associates)
- RAVA NSW Single & Multiple Housing Award 2000
 Apartments Newington (in association with RAVA Architects and Partners & Vias Associates)
- RAVA NSW Merit Award 1992
 Apartment - Bondi Beach
- RAVA NSW Merit Award 1989
 Offices - Crown Street, East Sydney
- Wollongong City Council Building Commendation Award 1987
 Wollongong Fishermen's Co-op
- RAVA NSW Merit Award 1985
 Forestry Commission Offices - Albury (priv)
- RAVA NSW Commendation Award 1985
 Houses - Mackensie Beach
- RAVA NSW Merit Award 1980
 Royal National Park Visitor Centre, Audrey
- RAVA NSW Merit Award 1980
 Restoration Courthouse and Prosbatory - Harbly
- RAVA NSW Merit Award 1978
 Mt. Kaputar Amenity Building, Mt Kaputar
- RAVA NSW Merit Award 1975
 Mount St. Reservoir (with Harry Howard and Associates)
- Asia Pacific Eldercare Innovation Best Facility Award 2014
 Aged Care Alternations and Adjuctions, Mark Moran - Little Bay
- PCA Rider Levett Bucknall Innovation & Excellence Awards Winner 2014
 The Atbour Development Application - Birry



Commercial Retail Building, Double Bay



Caridia Apartments - Little Bay



job ref: 0412

Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay.

APPENDIX B.2 EELES TRELEASE CV

CONTRIBUTIONS

 <p>Winner - Dusseldorf Olympic Village</p>	<p>Limited Competition for Olympic Village, Dusseldorf Olympic 2012 Bld, 2002 (other houses were: Hamann-Hauszempel, Otto-Bauak, Michalis-Grenshaus and Rob-Klein)</p> <p>Limited Competition for Housing Project for Shenzhen Baocheng Real Estate Development Co. Ltd, Shenzhen, China, 2003 (with Lynzee Wong, David Wilson, Lorna Harbert)</p> <p>Limited Competition for Apartments at Pymont City West Development Corporation 1996 (with Phoebe & Simon)</p> <p>Limited Competition for Housing Project Kingsford Group at Guangzhou, China, 1998 (with Lynzee Wong, David Wilson and Howard Gray)</p> <p>Limited Competition for Reflections Restaurant / Guest House Palm Beach, 1995</p>
 <p>House - Mitchell (Bauert)</p>	<p>MEMBERSHIP OF AWARD & COMPETITION JURIES</p> <p>Bruce Eagles - Jury Chairman for the RMA NSW Chapter Awards, 1996 Bruce Eagles - Jury Chairman for the RMA NSW Chapter Awards, 1983</p> <p>WORK PUBLISHED IN THE FOLLOWING</p> <p>Architecture Australia Architectural Review (UK) Monument Builder Sydney Morning Herald</p> <p>Architecture Bulletin Bulletin Magazine i-Design Elle Vogue Living</p> <p>Olympic Architecture 2000, Patrick Bingham-Hall 2000 Thinking Architecture, Andrew Metcalf 1995 Picturing Architecture, Desley Luscumbie 1992 Architecture in Steel, Alan Ogg RAA, 1987 Details in Australian Architecture 2, Roger Pegrum RAA 1987 Details in Australian Architecture, Roger Pegrum RAA 1984</p>

job ref: 0412

Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay.

APPENDIX B.2 EELES TRELEASE CV

design review panels	
<p>Urban Design Review Panel, Design Excellence Panel, National Parks and Wildlife Service, Heltono Houses Trust Executive Members Committee, DUAP Advisory Committee, Heltono Houses Trust Exhibitors Committee, Royal Acad. Institute of Architects National Trust (NSW), Tuboulum Building Committee RIAA, National Parks and Wildlife Service</p>	<p>City of Ryde Council North Sydney Council External Design Review Panel 2005-2007 (Rhodes Peninsula) 2000 - 2004 1992 - 1997 (NSW Chapter Council) 1990 - 1992 Architectural Advisory Panel 1987 - 1988 Architectural Advisory Panel 1977 - 1979</p>
<p>ACADEMIC POSITIONS</p> <p>Bruce has tutored at all NSW Universities and at the University of Adelaide from 1972 to the present and Kathryn has tutored in each of Sydney's architecture schools and at the University of Adelaide.</p> <p>Robin Yeap has tutored at UNSW and been invited to be guest critic at University of Sydney, UNSW and Pratt University in New York.</p>	<p>2010 - 2012 2008 - 2009 2005 2001 2000 - 2004 1992 - 1997 1990 - 1992 1987 - 1988 1986 - 1987 1977 - 1979</p>
<p>EXHIBITIONS</p> <p>Venice Biennale Supermobile Travelling Exhibition</p> <p>Rex Irwin Gallery Australia Council Travelling Exhibition Australia Council Travelling Exhibition</p> <p>Rex Irwin Gallery</p>	<p>Abundant Object Gallery, Sydney 'Light house' an exhibition of Contemporary Australian Lightweight Houses '10 Architects' Exhibition at Rex Irwin Gallery Australian Built Old Continent, New Building Exhibited in Paris, London, Geneva, Bonn, Milan, Los Angeles, Chicago San Francisco, Washington DC Architecture in a Gallery</p>
<p>Our high archways APARTMENT DESIGN Sydney Morning Herald, Domain</p>	<p>Commercial Building Double Bay NSW - Sydney Morning Herald, Essentia</p>
<p>Hydrogen Apartments NSW - Sydney Morning Herald, Domain</p>	<p>1991 1985 1983 1982</p>

job ref: 0412

Eeles Trelease pty ltd

NO. 374 + NO. 376-382 New South Head Road, Double Bay
REVISED PLANNING PROPOSAL MATRIX

Revised Planning Proposal Match Components	Response	Refer to
Part 1 Objectives / Intended Outcome	To amend the MUP in terms of Height and FFR for the purpose of increasing residential development within the Double Bay Commercial Centre	3.1 Introduction
Part 2 Explanation of Provisions	The additional local provisions 4-3A and 4-4A are proposed	4.2 Terms of Revised Planning Proposal
Part 3 Justification		
A: Need for the planning proposal		
Q1 Is the planning proposal a result of any strategic study or report?	The Revised Planning Proposal is a response to the acknowledgement of the inconsistency of corner sites within the Double Bay Centre, as identified in WDCP 2015	3.2 Woollahra Development Control Plan 2015 - Double Bay Centre
Q2 Is the planning proposal the best means of achieving the objectives or intended outcomes, or is there a better way?	Alternative proposals have been tested (a 6 storey building has been approved by Council, a 7 storey building is under consideration by council). This Revised Planning Proposal incorporates assessed design elements of each.	3.3 Aesthetics
B: Relationship to strategic planning framework		
Q3 Is the planning proposal consistent with the objectives and actions of the applicable regional or sub-regional strategy (including the Sydney Metropolitan Strategy and selected draft strategies)?	The Revised Planning Proposal is consistent with a Plan for Growing Sydney, with the Sydney Metropolitan Strategy	5.2 Relationship to Strategic Planning Framework 5.2.1 Sydney Metropolitan Strategy
Q4 Is the planning proposal consistent with a Council's local strategy or other local strategic plan?	The Revised Planning Proposal is consistent with Goal 4 - Well Planned Living - Bourhoods of Woollahra 2025 - Our Community, Our Place, Our Plan	5.2 Relationship to Strategic Planning Framework 5.2.2 Woollahra 2025 - Our Community, Our Place, Our Plan
Q5 Is the planning proposal consistent with applicable SPPs?	The Revised Planning Proposal will meet the design quality requirements of SPP 315	5.2 Relationship to Strategic Planning Framework 5.2.3 SPP 15 - Design Quality of Residential Flat Development 2002 (Height, Ventilation) 5.3.7 Privacy (Separation, Section Through, Goodman Layout)
Q6 Is the planning proposal consistent with Applicable National Directions (S12 proposed)?	N/A	N/A
C: Environmental, social and economic impact		
Q7 Is there any livelihood that is critical habitat threatened, social, economic or ecological communities, or those habitats will be adversely affected as a result of the proposal?	The Revised Planning Proposal will not likely adversely affect critical habitat or threatened species, populations or ecological communities, or their habitats	N/A
Q8 Are there any other likely environmental effects as a result of the planning proposal and how are they proposed to be managed?	The Revised Planning Proposal will not likely produce any other environmental effects. It demonstrates that its overshadowing will not have a detrimental effect on solar access to New South Head Road	5.3.6 New South Head Road Solar Access
Q9 Has the planning proposal adequately addressed any social and economic effects?	The Revised Planning Proposal strengthens the "liveable communities" concept of Woollahra 2025 - Our Community, Our Place, Our Plan, and complements neighbouring developments	5.3.6 Social
D: State and Commonwealth Interests		
Q10 Is there any state public infrastructure for the planning proposal?	Adequate public infrastructure exists for the Revised Planning Proposal	5.1 Subject Property
Q11 What are the views of State and Commonwealth public authorities consulted in accordance with the gateway determination?	N/A	N/A
Part 4 Mapping	The Revised Planning Proposal contains revised mapping detail throughout	5.0 7.0
Part 5 Community consultation	A Community Survey has already been undertaken and a further survey is proposed to be undertaken during future iterations of the Revised Planning Proposal	N/A
Part 6 Project Time line	The project timeline will document a time period required to be undertaken for processing of the Revised Planning Proposal and subsequent Development Application	N/A

job ref: 0412

Eeles Release pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay.
REVISED PLANNING PROPOSAL MATRIX

Revised Planning Proposal Match Components	Response	Refer to
Part 1 Objectives / Intended Outcome	To amend the MUP in terms of Height and FSR for the purpose of increasing residential development within the Double Bay Commercial Centre	3.1 Introduction
Part 2 Explanation of Provisions	The additional local provisions 4-3A and 4-4A are proposed	4.2 Terms of Revised Planning Proposal
Part 3 Justification		
A: Need for the planning proposal		
Q1 Is the planning proposal a result of any strategic study or report?	The Revised Planning Proposal is a response to the acknowledgement of the inconsistency of corner sites within the Double Bay Centre, as identified in WDCP 2015	3.2 Woollahra Development Control Plan 2015 - Double Bay Centre
Q2 Is the planning proposal the best means of achieving the objectives or intended outcomes, or is there a better way?	Alternative proposals have been tested (a 6 storey building has been approved by Council, a 7 storey building is under consideration by council). This Revised Planning Proposal incorporates assessed design elements of each.	3.3 Aesthetics
B: Relationship to strategic planning framework		
Q3 Is the planning proposal consistent with the objectives and actions of the applicable regional or sub-regional strategy (including the Sydney Metropolitan Strategy and selected draft strategies)?	The Revised Planning Proposal is consistent with a Plan for Growing Sydney, with the Sydney Metropolitan Strategy	5.2 Relationship to Strategic Planning Framework 5.2.1 Sydney Metropolitan Strategy
Q4 Is the planning proposal consistent with a Council's local strategy or other local strategic plan?	The Revised Planning Proposal is consistent with Goal 4 - Well Planned Living - Bourhoods of Woollahra 2025 - Our Community, Our Place, Our Plan	5.2 Relationship to Strategic Planning Framework 5.2.2 Woollahra 2025 - Our Community, Our Place, Our Plan
Q5 Is the planning proposal consistent with applicable SPPs?	The Revised Planning Proposal will meet the design quality requirements of SPP 315	5.2 Relationship to Strategic Planning Framework 5.2.3 SPP 15 - Design Quality of Residential Flat Development 2002 (Height, Ventilation) 5.3.7 Privacy (Separation, Section Through, Goodman Layout)
Q6 Is the planning proposal consistent with Applicable National Directions (S12 proposed)?	N/A	N/A
C: Environmental, social and economic impact		
Q7 Is there any livelihood that is critical habitat threatened, social, economic or ecological communities, or those habitats will be adversely affected as a result of the proposal?	The Revised Planning Proposal will not likely adversely affect critical habitat or threatened species, populations or ecological communities, or their habitats	N/A
Q8 Are there any other likely environmental effects as a result of the planning proposal and how are they proposed to be managed?	The Revised Planning Proposal will not likely produce any other environmental effects. It demonstrates that its overshadowing will not have a detrimental effect on solar access to New South Head Road	5.3.6 New South Head Road Solar Access
Q9 Has the planning proposal adequately addressed any social and economic effects?	The Revised Planning Proposal strengthens the "safer communities" concept of Woollahra 2025 - Our Community, Our Place, Our Plan, and complements neighbouring developments	5.3.6 Social
D: State and Commonwealth interests		
Q10 Is there any state public infrastructure for the planning proposal?	Adequate public infrastructure exists for the Revised Planning Proposal	5.1 Subject Precinct
Q11 What are the views of State and Commonwealth public authorities consulted in accordance with the gateway determination?	N/A	N/A
Part 4 Mapping	The Revised Planning Proposal contains revised mapping detail throughout	5.0 7.0
Part 5 Community consultation	A Community Survey has already been undertaken and a further survey is proposed to be undertaken during future iterations of the Revised Planning Proposal	N/A
Part 6 Project Time line	The project timeline will document a time period required to be undertaken for processing of the Revised Planning Proposal and subsequent Development Application	N/A

job ref: 0412

Eeles Release Pty Ltd

REVISED PLANNING PROPOSAL

**PPTIES: 374 AND 376-382 NEW SOUTH HEAD ROAD
DOUBLE BAY**

MOODY & DOYLE PTY LTD

Town Planners

Level 4, 66 Berry Street

NORTH SYDNEY NSW 2060

Mobile: 0414 330 807

Email: mdplanning@mdplanning.com.au

Ref: 09319TM

1.0 INTRODUCTION, SUBJECT SITE AND ADJOINING LOCALITY



The subject site is known as 374 and 376-382 New South Head Road, Double Bay.

The subject site is at the intersection of Knox Street and New South Head Road, Double Bay within the Double Bay Town Centre.

Erected on that part of the subject site known as 376-382 New South Head Road is an existing 4 storey commercial building.

I note that Woollahra Council (Council) has already approved an additional 5th storey on the existing building. This approved 5th storey has not yet been constructed, but the Development Consent is still active.

As noted by Mr Philip Thalys, Architect and Urban Design Consultant the *“site is an irregularly shaped parallelogram, with 3 street frontages.”*

By any measure, the subject site is one of the most important sites within the Double Bay Town Centre from a Planning and Urban Design perspective for a number of reasons including, but not limited to, the following;

- The subject site fronts New South Head Road which is a main Arterial Road within Sydney’s road hierarchy.
- The subject site has a triple frontage to 3 roads.

- The subject site is on a prominent corner site.
- The subject site is located approximately in the centre of the main commercial strip fronting New South Head Road.

Due to the abovementioned features of the subject site, I consider that the subject site demonstrates somewhat unique positive features which are not readily evident in the great majority of other Business zoned land within the Double Bay Town Centre. In other words, a decision to support the current Revised Planning Proposal for the subject site would not result in a 'precedence' to justify a similar Planning Proposal on the great majority of properties in the Double Bay Town Centre. There would be only a very limited number of similar corner sites fronting New South Head Road in the Double Bay Town Centre. Accordingly, support for the current Revised Planning Proposal would not "*open the floodgates*" for a multitude of similar proposals as Council can legitimately argue that the great majority of adjoining properties do not exhibit similar features as the subject site.

Not only does the subject site demonstrate somewhat unique features, it can be fairly said that the Double Bay Town Centre also demonstrates positive features. On this point, I note the following previous comments from Eeles Trelease, Architects:

"The Double Bay Commercial Centre is well serviced by buses along New South Head Road, Edgecliff Train Station, a 15min walk from the commercial centre and ferries from Double Bay Wharf... 7min walk from the subject site is open green space, Steyne Park which has a large playing field, playground and access to the Harbour and Double Bay Ferry Wharf, Guilfoyle Park on Bay Street provides a quiet sitting place within the centre... The subject precinct therefore enjoys a very high amenity."

In other words, both the subject site and the Double Bay Town Centre itself have positive Urban Design and Planning merits.

2.0 REVISED PLANNING PROPOSAL

I note that an **Original** Planning Proposal was previously lodged with Council which sought to amend the Planning Controls of Council to *“lift the scale from a 4 to a 7 storey height”* (in the words of Philip Thalís). The 3 additional stories (comprising the approved 5th level and proposed 2 additional levels) had been proposed to comprise future residential units. The retail and commercial tenancies on the lower floor were to be retained and *“extend laterally into the 374 New South Head Road site”* (in the words of Philip Thalís).

I fully supported the Original Planning Proposal and I noted that the Original Planning Proposal was also supported by the following experts;

- Philip Thalís, Architect and Urban Designer. A report on the Original Proposal had been prepared by Philip Thalís who is an acknowledged eminent expert in Urban Design and Architecture. In fact, Philip Thalís is a co-author of the Double Bay Development Control Plan (Double Bay DCP) which was adopted by Council and has been in place over a number of years. The Double Bay DCP received an Urban Design Award from the Planning Institute of Australia. In support of the current Revised Planning Proposal, Philip Thalís has prepared a document entitled *“Addendum to Urban Design Opinion of 12 May 2015”*.
- Eeles Trelease, Architects. A report on the Original Planning Proposal had been prepared by Eeles Trelease which is an eminent firm of Architects who were the Architects for the existing building. By any measure, the design of the existing building has made a very positive contribution to the Double Bay Town Centre and the existing building has also been the subject of numerous awards for its high Architectural, Energy Efficiency and Planning elements. In support of the current Revised Planning Proposal, Eeles Trelease has prepared a further report including a document entitled *“Revised Planning Proposal Matrix”*.

Following discussions with Council’s Officers, the Applicant agreed to lodge this Revised Planning Proposal which now seeks to amend the Planning Controls of Council to permit a 6 storey development on the subject site. Thus, the current Revised Planning Proposal

Revised Planning Proposal	374 and 376-382 New South Head Road, Double Bay	09319TM
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represents an increase in only 1 storey above the Council approved 5th storey (not yet constructed) on the subject site.

For the reasons outlined in this document, I support the Revised Planning Proposal. A significant portion of the following document replicates my comments contained in my previous report in support of the Original Planning Proposal.

3.0 PROPOSED AMENDMENTS TO WOOLLAHRA LOCAL ENVIRONMENTAL PLAN 2014 (WLEP 2014)

The Revised Planning Proposal seeks a site specific clause under WLEP 2014 which would reflect the proposed 6 storey development on the subject site.

It is a common provision under various Environmental Planning Instruments to provide Site Specific Planning Controls due to the unique nature of individual properties.

If Council ultimately expresses support for the proposed 6 storey development, it is proposed to amend WLEP 2014 to have a site specific clause contained therein reflecting the height and floor space ratio of the proposed 6 storey development. Discussions can be held with Council Officers to formulate a new clause to reflect the proposed 6 storey development.

4.0 POINTS IN SUPPORT OF THE REVISED PLANNING PROPOSAL

In support of the Original Planning Proposal, there had been comprehensive reports prepared by Philip Thalís and Eeles Trelease. Accordingly, I had considered that it was unnecessary to provide an extensive Planning Report in support of the Original Planning Proposal in circumstances where the various Urban Design, Traffic, Parking and Planning considerations arising under the Original Planning Proposal had already been canvassed in the reports of Philip Thalís and Eeles Trelease.

For the reasons outlined in my Planning Report in support of the Original Proposal, I had considered that the proposed 7 storey development on the subject site was most reasonable.

I also professionally support the current Revised Planning Proposal for a 6 storey development on the subject site.

Briefly, I strongly consider that the Revised Planning Proposal is eminently reasonable and is worthy of support of Council and the Minister for Planning for a range of reasons including, but not limited to, the following;

- As noted by Philip Thalís, the subject site has unique characteristics, being a “*key Corner Site of Double Bay Town Centre*”. Approval of the Revised Planning Proposal for the subject site would not constitute a precedence for approving increased densities elsewhere in the Town Centre due to the fact that the subject site has site-specific attributes not evidenced in the significant majority of the remaining properties in the Town Centre.
- I note that Philip Thalís previously supported the Original Planning Proposal for a 7 storey development on the subject site by way of an advice dated 12 May, 2015. Recently, Philip Thalís has prepared a document entitled “*Addendum to Urban Design Opinion of 12 May 2015*”, in support of the Revised Planning Proposal. In his Addendum, Mr Thalís concludes as follows:
“Given the Architectural and Urban Design merit embodied in the proposal, appropriate to the site and locality, I recommend that Woollahra Council favourably

consider this Planning Proposal application”.

I fully agree with the comments of Philip Thalís.

- Support for the Revised Planning Proposal would not, in any way, compromise any long term strategic planning reviews/studies for the Double Bay Town Centre due to the fact that the subject site has somewhat unique features which are not evidenced in the great majority of adjoining properties in the Double Bay Town Centre. In other words, support for the current Revised Planning Proposal would not *“open the floodgates”* for numerous similar Planning Proposals.
- The subject site has unique locational attributes for the reasons outlined in the reports of Philip Thalís and Eeles Trelease. Furthermore, Double Bay Town Centre also has positive locational attributes.
- The introduction of additional housing in the Double Bay Town Centre is a highly desirable Planning outcome as it will encourage increased vitality in the Town Centre and encouragement for retail and other uses.
- As noted by Philip Thalís and Eeles Trelease in their reports on the Original Planning Proposal, the subject site *“occupies the most visually prominent corner location in Double Bay... the site has long been nominated in the DCP as a prominent corner that requires a strong architectural response.”* In his report, Philip Thalís notes numerous corner sites in Sydney and overseas wherein strong buildings have been erected to reflect the corner site characteristics. On this point, Philip Thalís also states that *“there are many relevant Planning authorities and Planning publications which stress the importance of stronger street edges on such prominent corner sites.”* In fact, these Planning publications encourage stronger corner buildings by way of increased height and floor space ratio bonuses.
- The Urban Planning Committee (UPC) of Council recently considered a report entitled *“Double Bay Economic Feasibility Study”* prepared by Hill PDA Consulting, which, in effect, recommends increased development yield for properties within the Double Bay Town Centre to encourage increased growth. At its meeting held on Monday 7 September, 2015, Council’s UPC resolved, inter alia, that *“a further report be presented to the Urban Planning Committee... which is based on the recommendations and policy options presented to the urban Planning Committee*

by Hill PDA Consulting on 7 September, 2015.” On this point, it should be noted that Hill PDA is a consulting firm which was appointed by Council itself. Clearly, Hill PDA and Council’s UPC support increased development yields in the Double Bay Town Centre to encourage growth.

- Council, over a number of recent years, has allowed variation of its Planning Controls, particularly in relation to Height and FSR Standards, over properties which do not have the same unique positive attributes as the subject site. For example, Council supported increased Height and FSR bonuses on the adjoining development site at 2 Knox Street, Double Bay and also the Kiaora Lands redevelopment site (in which Council was a part owner). Neither of these development sites are strong corner sites, nonetheless, Council resolved to grant them additional bonuses. The past Council decisions are not intended to be a criticism of Council. I merely raise these decisions to demonstrate that the subject site has even stronger justification for increased yields.
- The Revised Planning Proposal contemplates increased housing in the proposed additional level and such housing would add to the vitality and economic impetus to the Town Centre.
- The future proposed units in the additional level would add to the diversity of housing stock, particularly as the units would not have carparking facilities due primarily to the high level of public transport to the subject site and the Town Centre generally. By not requiring on-site carparking, the proposed units would have a purchase price less than is evident in the great majority of home units with carparking facilities in the immediate locality. Accordingly, the proposed units would be sold to a wider range of the housing market because its purchase price would be lower than if the units had car parking facilities.
- In terms of potential amenity impacts, the following points are noted;
 - i. On the issue of Visual Appearance, the report of Eeles Trelease strongly commends the design of the proposed 6 storey building.
 - ii. In terms of Privacy Impact, appropriate measures can be provided to ensure no unreasonable Privacy Impact.

- iii. In terms of Overshadowing Impact, the current Double Bay Town Centre DCP raises an issue of potential overshadowing onto the public footpath on the southern side of New South Head Road. The Shadow Diagrams prepared by Eeles Trelease in support of the Revised Planning Proposal evidence the fact that the extent and duration of potential overshadowing onto the adjoining public footpath to the south would be very limited in terms of its length of shadow and the time of shadow. On this point, I note that the Revised Planning Proposal reduces the overshadowing onto the opposite public footpath compared to the Original Planning Proposal for 7 storeys. Furthermore, I note that WLEP 2014 has increased the maximum allowable Height Standard for the properties on the northern side of New South Head Road (including the subject site) up to 14.5 metres. The Shadow Diagrams indicate that future buildings built on the northern side of New South Head Road up to a height of 14.5 metres would increase the overshadowing onto the public footpath on the southern side of New South Head Road. In other words, WLEP 2014 by its increased Height Standard has accepted the fact that the public footpath on the southern side of New South Head Road will be overshadowed in the future.
- iv. In terms of View Loss, the report of Eeles Trelease in relation to the Original Planning Proposal for 7 storeys assessed this potential impact and found that there would be no unreasonable View Loss. The Revised Planning Proposal for 6 storeys further reduces any potential View Loss.

5.0 RESPONSE TO POINTS RAISED BY COUNCIL OFFICERS

At a meeting with Council Officers to discuss the Original Planning Proposal for a 7 storey development, a number of points were raised for discussion purposes. The points discussed at the abovementioned meeting and my responses are provided below. Equivalent responses can be provided to the Revised Planning Proposal for 6 storeys.

- **Compatibility of proposed 7 storeys height with remainder of Double Bay Town Centre.**

Response

In terms of the test of “compatibility”, I considered that the proposed 7 storeys height foreshadowed under the Planning Proposal would be eminently reasonable for the following reasons;

- Adopting the Planning Principle of the Land and Environment Court relating to “compatibility,” it is generally accepted that “*buildings can exist together in harmony without having the same density, scale or appearance, though as a difference in these attributes increases, harmony is harder to achieve.*”
Furthermore, the Court has advised that there are 2 questions to be asked. Firstly, are the physical impacts on surrounding developments acceptable? Secondly, is the proposal’s appearance in harmony with the buildings around it and the character of the street?
- In terms of physical impacts, I consider that there will not be unreasonable impacts on adjoining properties for the reasons outlined in the reports of Philip Thalys, Eeles Trelease and this Planning Report.
- The appearance of a 7 storey development would be consistent with the architectural appearance of the existing building in terms of its main features and materials of construction.
- When one undertakes the test of compatibility, one must place significant weight on the likely future built form on adjoining properties based on Council’s Planning Controls. On this point, I particularly note the fact that many of the adjoining buildings are considerably underdeveloped compared to the bulk,

scale and height of future buildings contemplated under Council's Planning Controls.

- I also wish to reiterate the advice of Philip Thalys that there are authoritative publications which endorse the principle that corner sites require strong corner buildings above the prevailing Planning Controls.
- Due to the somewhat unique characteristics of the subject site, the foreshadowed 7 storey building reflects the unique characteristics of the site.

My abovementioned grounds in support of the previously proposed 7 storeys development equally apply to the proposed 6 storey development under the Revised Planning Proposal.

- **Precedent impact of Planning Proposal on long term strategic Planning reviews/studies.**

Response

For the reasons outlined in this report, approval of the current Planning Proposal would not result in a "precedent" to justify similar proposals on the great majority of properties in the Double Bay Town Centre. There would only be a very limited number of similar sites fronting New South Head Road. I consider that the subject site demonstrates somewhat unique positive features which are not readily evident in the great majority of other Business zoned land within the Double Bay Town Centre. Accordingly, support for the current Planning Proposal would not "open the flood gates" for a multitude of similar Planning Proposals.

My abovementioned grounds in support of the previously proposed 7 storeys development equally apply to the proposed 6 storey development under the current Revised Planning Proposal.

- **Adequacy of setbacks to adjoining “Cosmopolitan” development.**

Response

The issue of SEPP 65 would be the subject of further assessment under a future Development Application, but the following points should be noted;

- i. There is an intervening laneway which provides spatial separation between the subject site and the adjoining ‘Cosmopolitan’ development.
- ii. The issue of Privacy Impact, which is a relevant consideration under SEPP 65, can be resolved by appropriate privacy measures.
- iii. The issue of Overshadowing Impact is resolved in favour of the proposal given that adjoining units will still retain a level of sun in excess of Council’s Planning Controls.
- iv. The issue of Loss of Views is resolved in favour of the proposal given my inspection of the adjoining top floor unit in the adjoining ‘Cosmopolitan’ development. My inspection revealed that this adjoining unit enjoys expansive north facing views which would not be impacted by the proposal.

- **Overshadowing of Council footpath on southern side of New South Head Road.**

Response

For the reasons outlined in my report in relation to the Original Planning Proposal for 7 storeys, I had considered that there will not be unreasonable Overshadowing Impact on the public footpath on the southern side of New South Head Road arising from the Original Planning Proposal for 7 storeys.

The Revised Planning Proposal for 6 storeys would further reduce any Overshadowing Impact on the public footpath on the southern side of New South Head Road.

Revised Planning Proposal

374 and 376-382 New South Head Road, Double Bay | 09319TM

6.0 CONCLUSION

For the reasons outlined in the reports of Philip Thalys, Eeles Trelease and this Planning Report, I consider that the Revised Planning Proposal is to be commended and is worthy of support of Council and the Minister for Planning.

A handwritten signature in dark ink that reads "Tony Moody". The signature is written in a cursive style with a horizontal line underneath the name.

TONY MOODY

BTP (UNSW), LL.B (UTS)(Hons.), MPIA

CONSULTANT TOWN PLANNER AND SOLICITOR

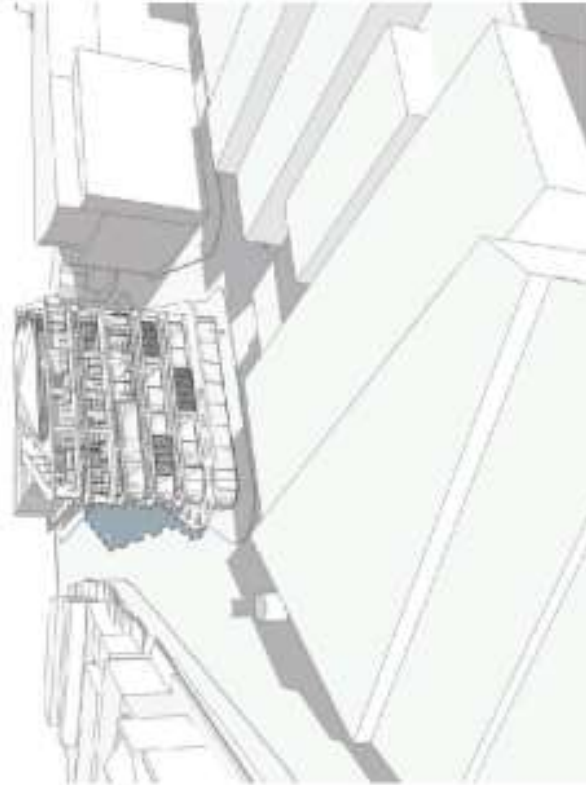
Dated: 27 April, 2016.

NO. 374 + N05, 375-382 New South Head Road, Double Bay.

SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgell)

9am
21 June

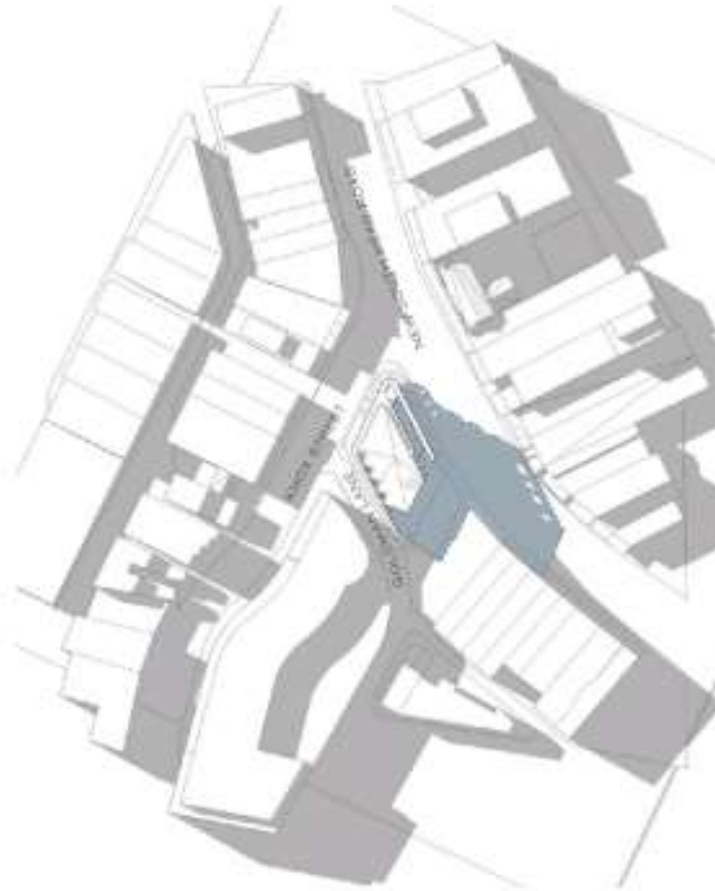
Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

job ref: 0412

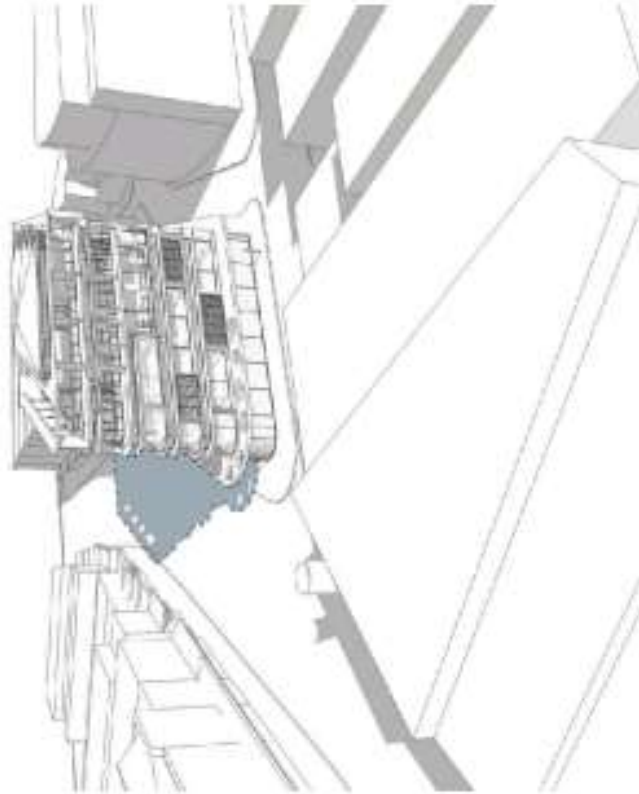
Eeles Trelease pty ltd

NO. 374 + N05. 375-382 New South Head Road, Double Bay.

SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgell)

10am
21 June

Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

job ref: 0412

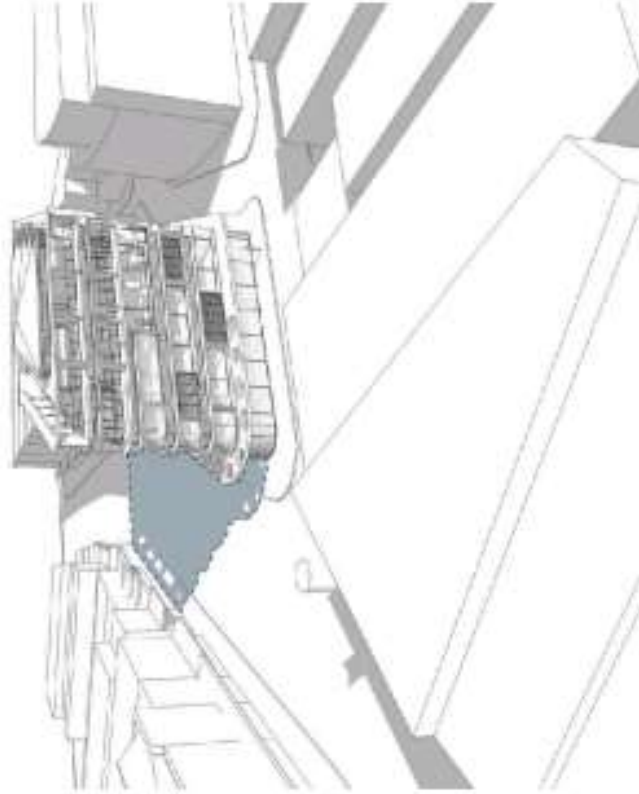
Eeles Trelease pty ltd

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SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgecliff)

11am
21 June

Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

job ref: 0412

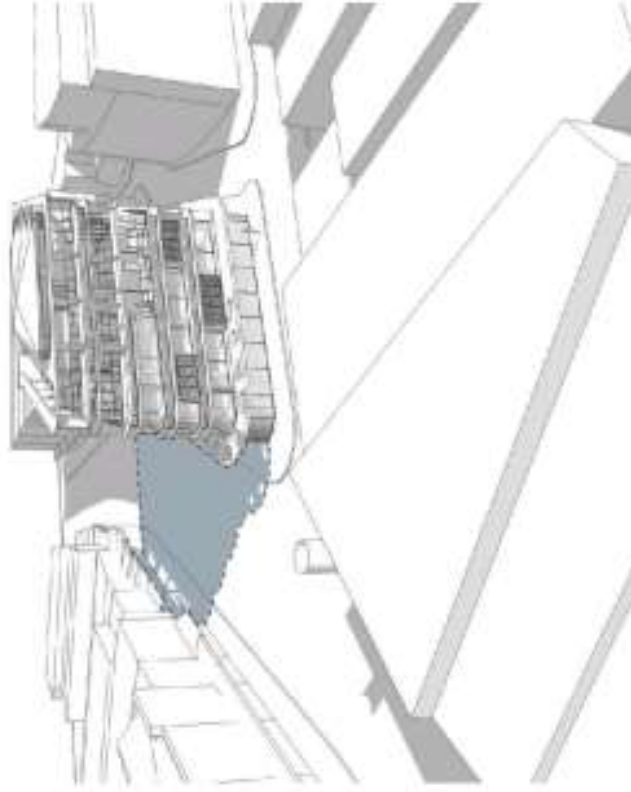
Eeles Trelease pty ltd

NO. 374 + NO5. 375-382 New South Head Road, Double Bay.

SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgecliff)

12pm
21 June

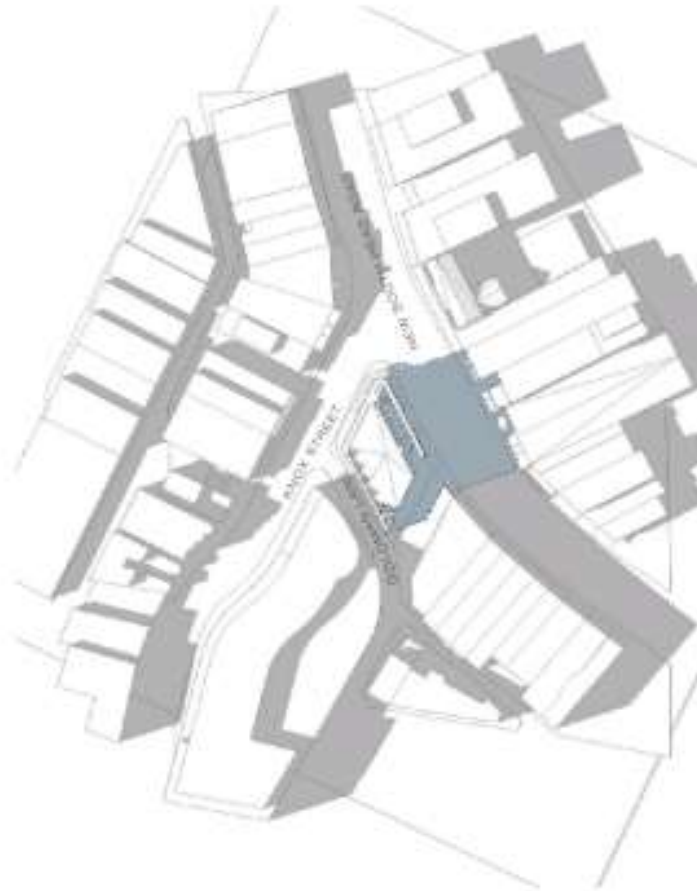
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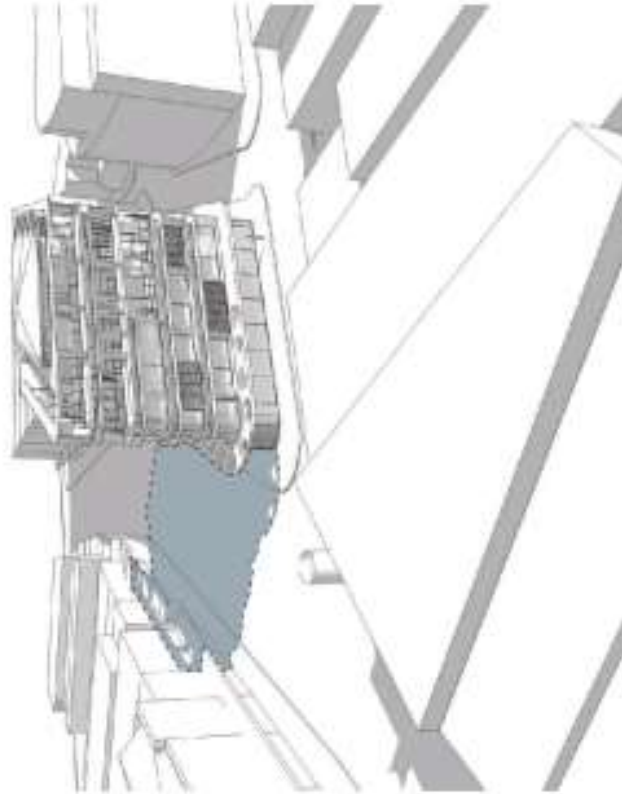
Eeles Trelease pty ltd

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SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5.6.1.1 C1



Plan View



South-west view down New South Head Road (towards Edgell)

1pm
21 June

Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

job ref: 0412

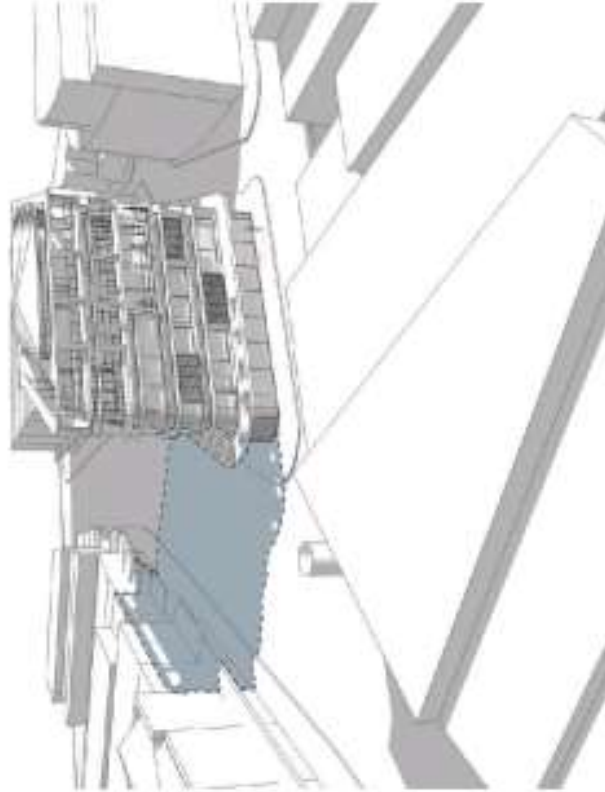
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SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgell)

2pm
21 June

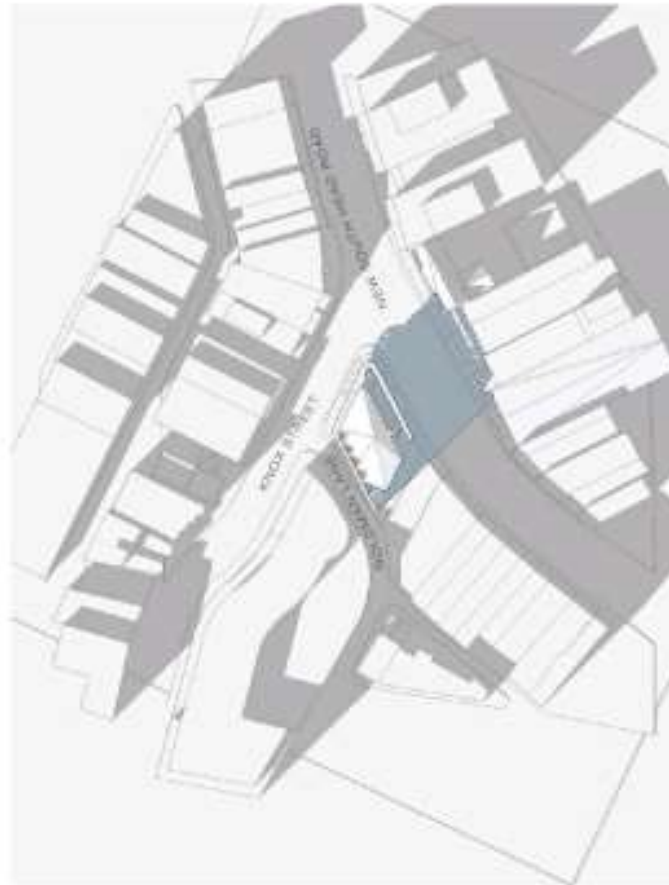
Note:
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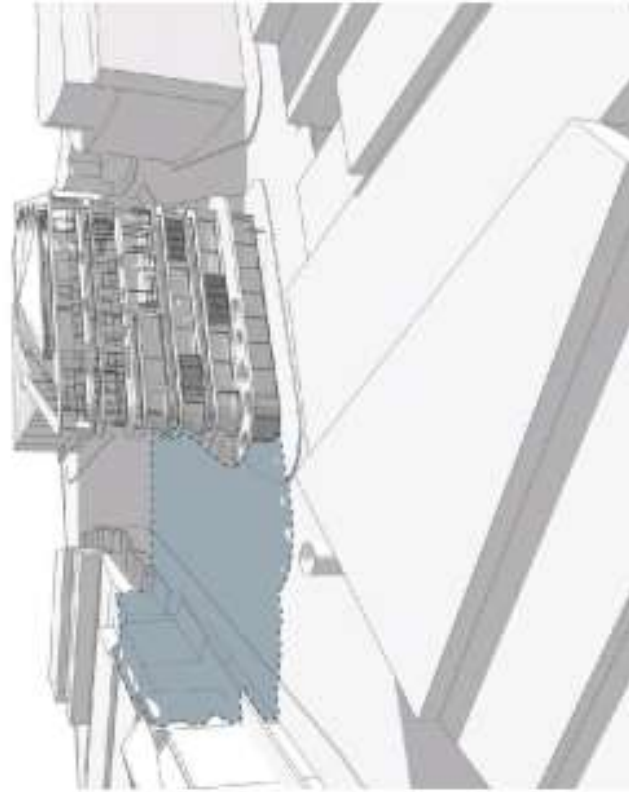
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SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgcliff)

3pm
21 June

Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

job ref: 0412

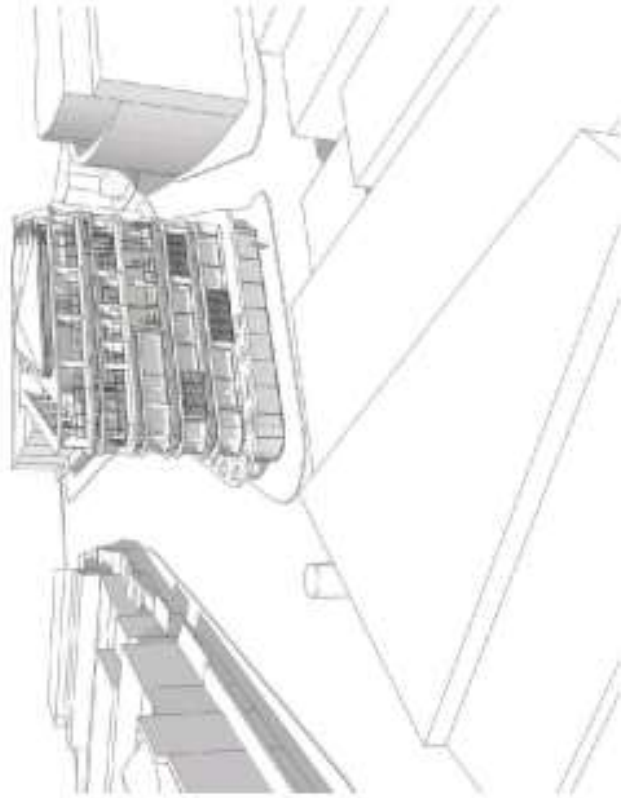
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SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgell)

Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

9am

22 Mar/ Sept.

job ref: 0412

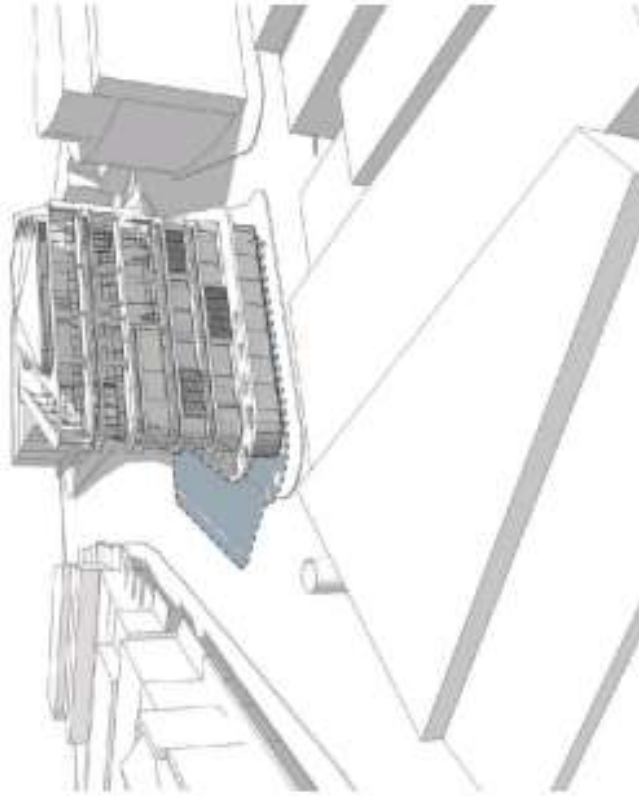
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SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5/6/1 C1



Plan View



South-west view down New South Head Road (towards Edgecliff)

Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

12pm

22 Mar/ Sept.

job ref: 0412

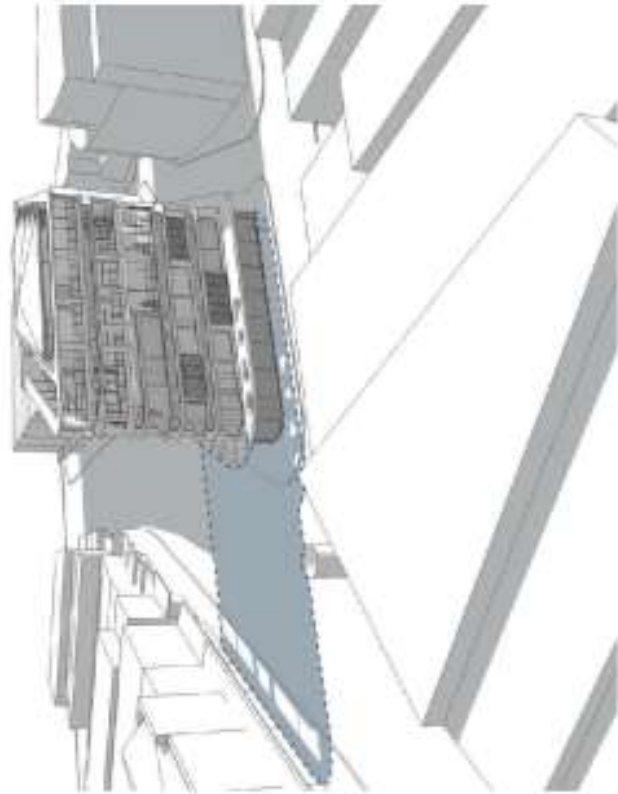
Eeles Trelease pty ltd

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SHADOW ANALYSIS OF 6 STOREY PROPOSAL AND 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 D5.6/6.1 C1



Plan View



South-west view down New South Head Road (towards Edgell)

Note:
The height of all adjacent buildings on the northern side of New South Head Road is 14.7m

3pm

22 Mar/ Sept.

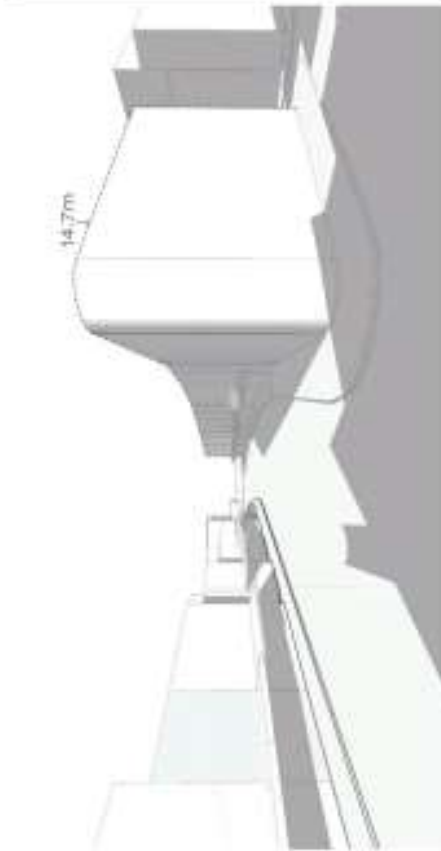
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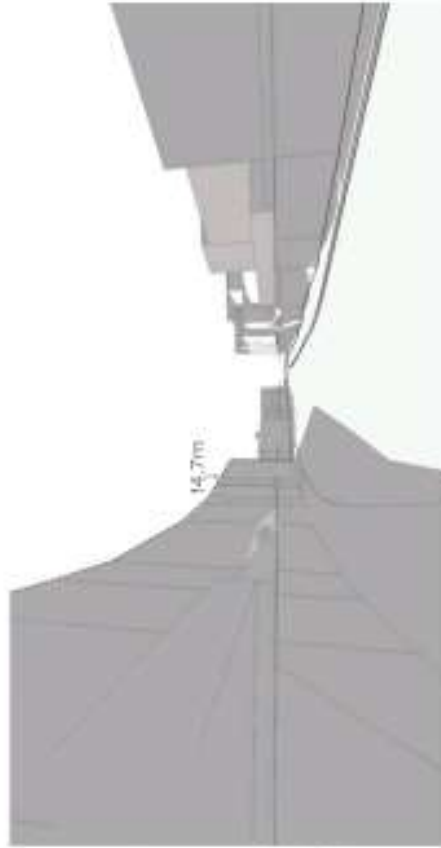
NO. 374 + NO5, 376-382 New South Head Road, Double Bay

SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 55.6.6.1 C1

376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.



South-West View
 (towards Edgediff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

9am
 21 June

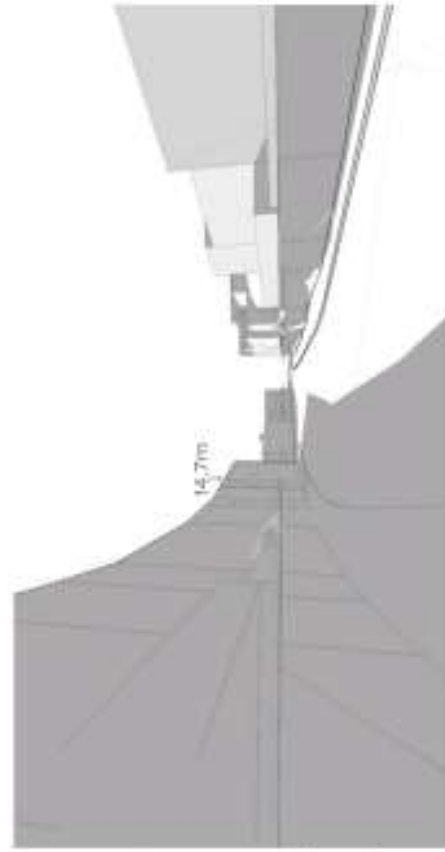
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Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 55.6.6.1 C1

376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.



North-East View
 (towards Woollahra)



South-West View
 (towards Edgediff)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

10am
 21 June

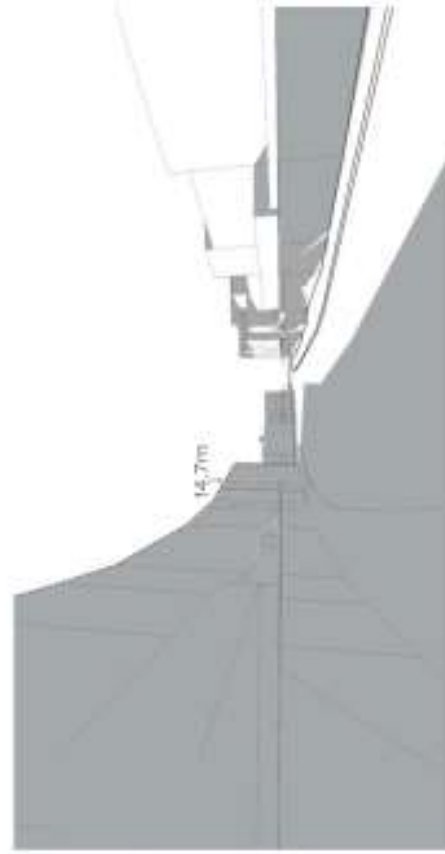
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376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.



North-East View
(towards Woollahra)



South-West View
(towards Edgecliff)

Note:
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The analysis does not include the approved 5 storey building at 376-382 New South Head Road

11am
21 June

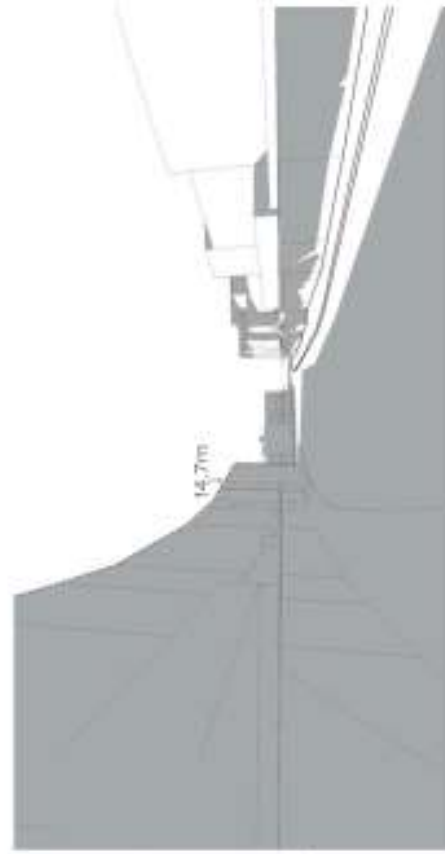
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376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.



North-East View
 (towards Woollahra)



South-West View
 (towards Edgediff)

Note:
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The analysis does not include the approved 5 storey building at 376-382 New South Head Road

12pm
 21 June

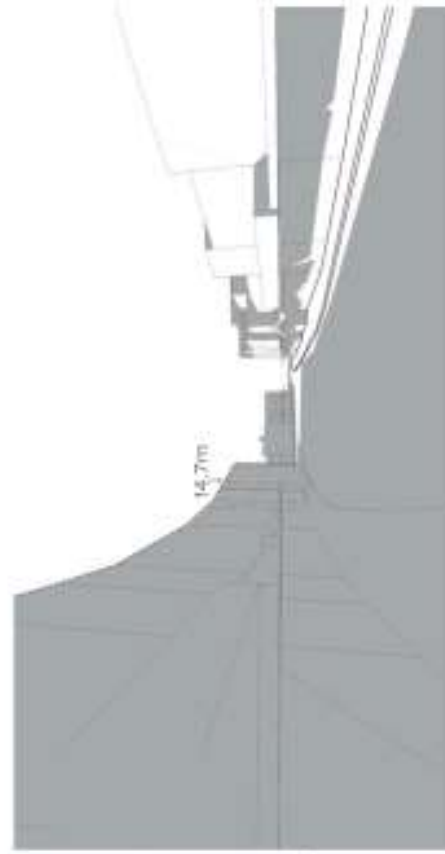
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376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.



North-East View
(towards Woolahra)



South-West View
(towards Edgediff)

Note:
The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

12.30pm
21 June

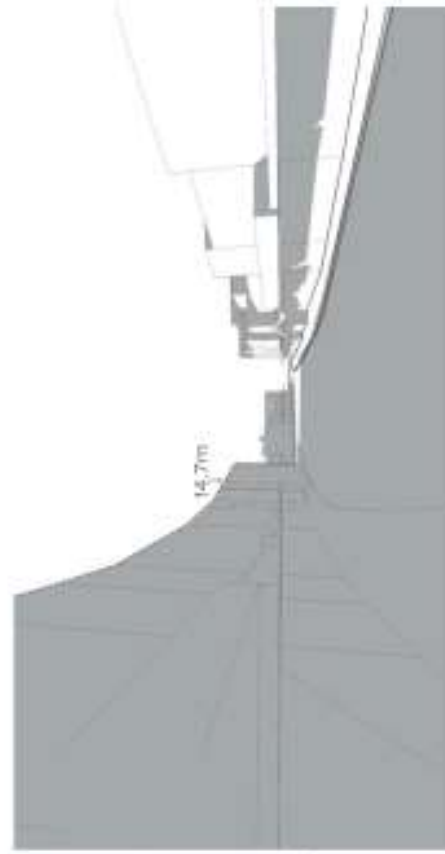
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Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 05/6/6.1 C1

376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.



North-East View
 (towards Woollahra)



South-West View
 (towards Edgediff)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

1pm
 21 June

job ref: 0412

Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

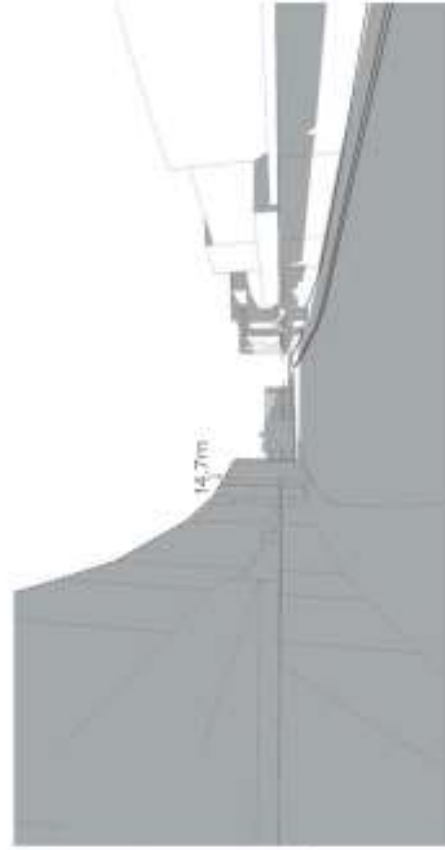
SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 55.6.6.1 C1

376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.

100% of the length of the New South Head Road footpath is covered by the shadow of the 14.7m high buildings



South-West View
 (towards Edgecliff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

1.30pm
 21 June

job ref: 0412

Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

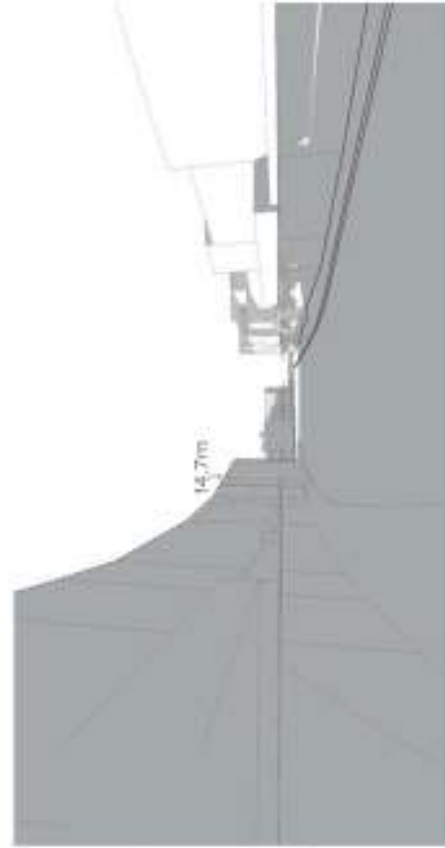
SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 05/6/6.1 C1

376-382 New South Head Road is modelled with a 14.7m height in accordance with the LEP/DCP control in these diagrams.

100% of the length of the New South Head Road footpath is covered by the shadow of the 14.7 high buildings



South-West View
 (towards Edgecliff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

2pm
 21 June

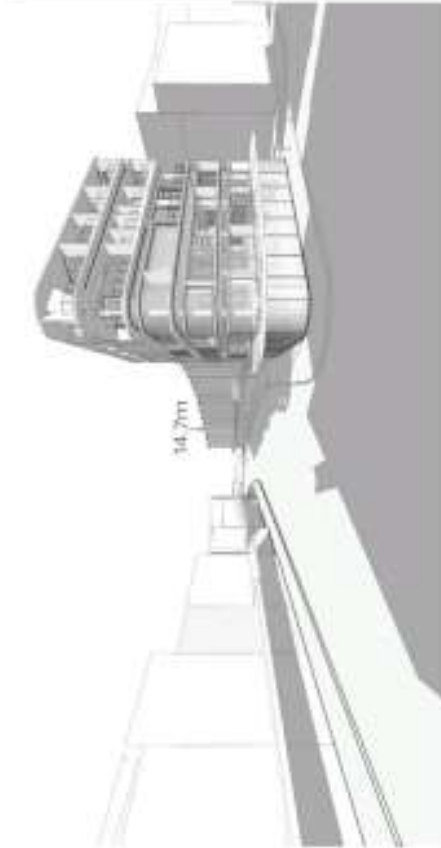
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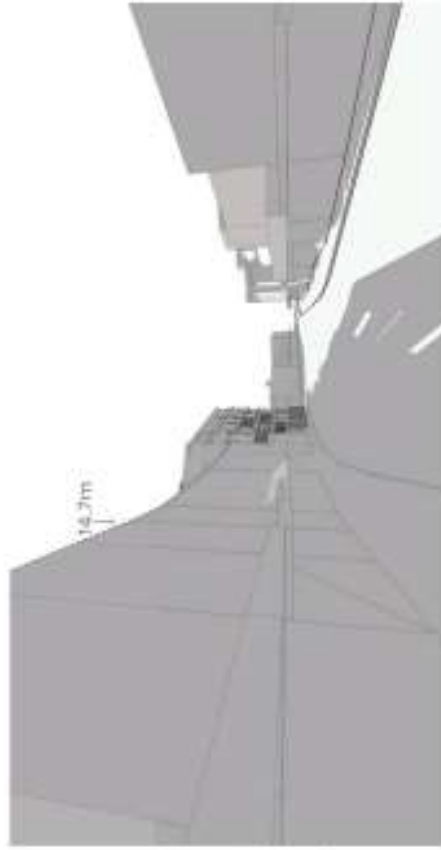
NO. 374 + NO5, 376-382 New South Head Road, Double Bay

SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 05.6.6.1 C1

376-382 New South Head Road is modelled with the 6 storey proposal in these diagrams



South-West View
 (towards Edgecliff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

9am
 21 June

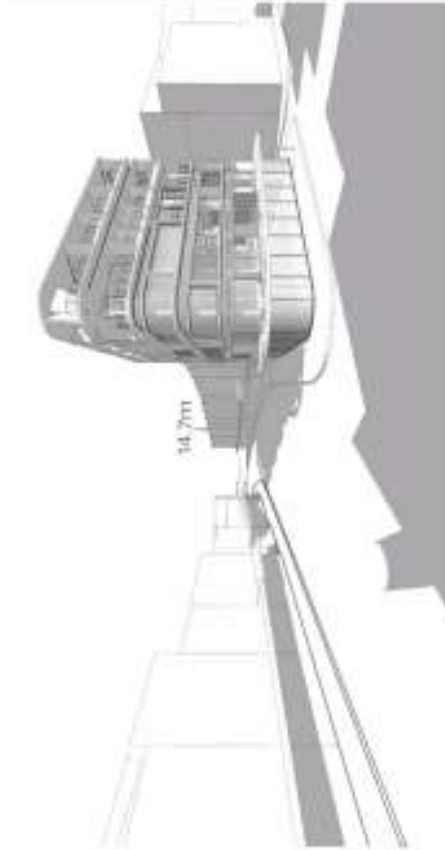
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Eeles Trelease pty ltd

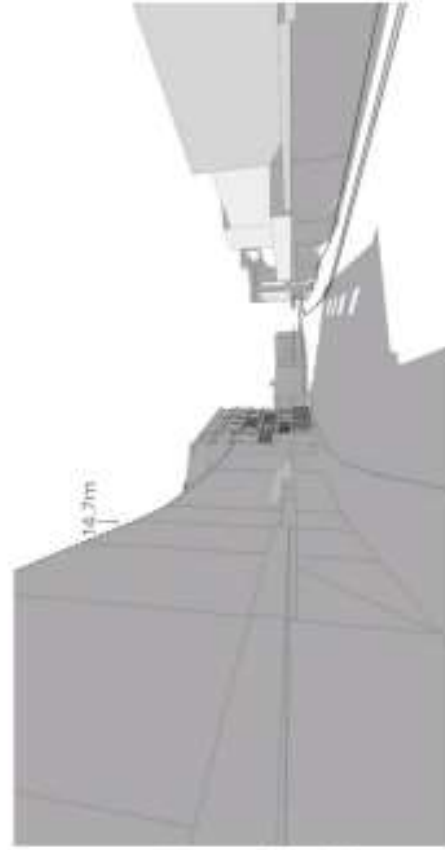
NO. 374 + NO5, 376-382 New South Head Road, Double Bay

SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 55.6.6.1 C1

376-382 New South Head Road is modelled with the 8 storey proposal in these diagrams



South-West View
(towards Edgecliff)



North-East View
(towards Woollahra)

Note:
The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

10am
21 June

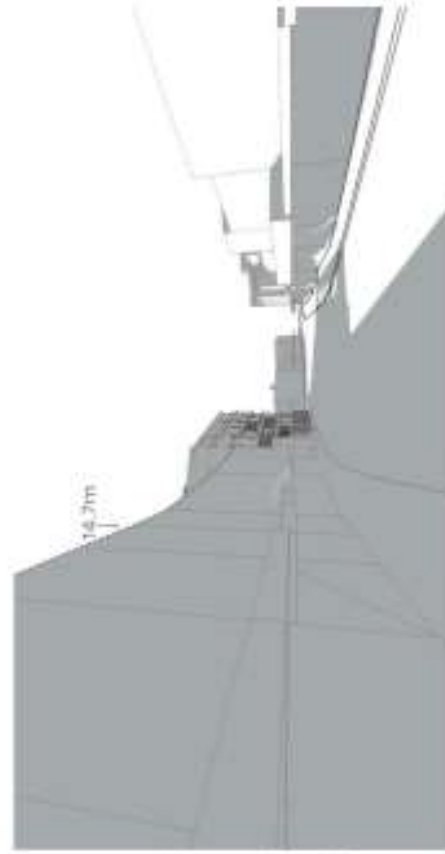
job ref: 0412

Eeles Trelease pty ltd

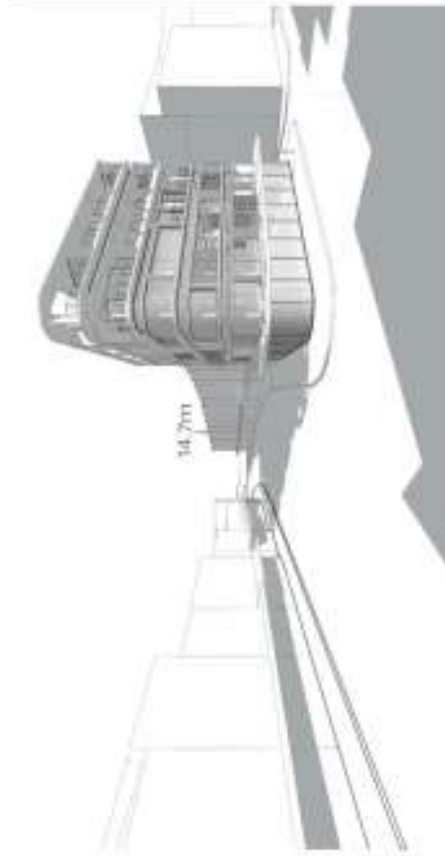
NO. 374 + NO5, 376-382 New South Head Road, Double Bay

SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 55.6.6.1 C1

376-382 New South Head Road is modelled with the 8 storey proposal in these diagrams



North-East View
(towards Woolahra)



South-West View
(towards Edgecliff)

Note:
The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

11am
21 June

job ref: 0412

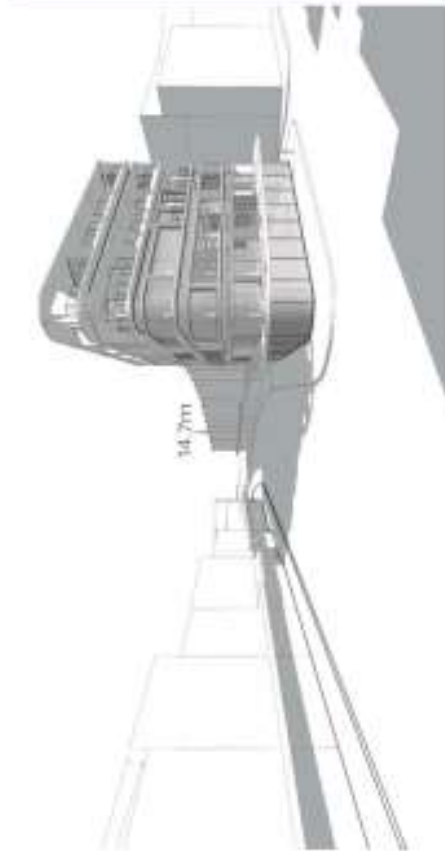
Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

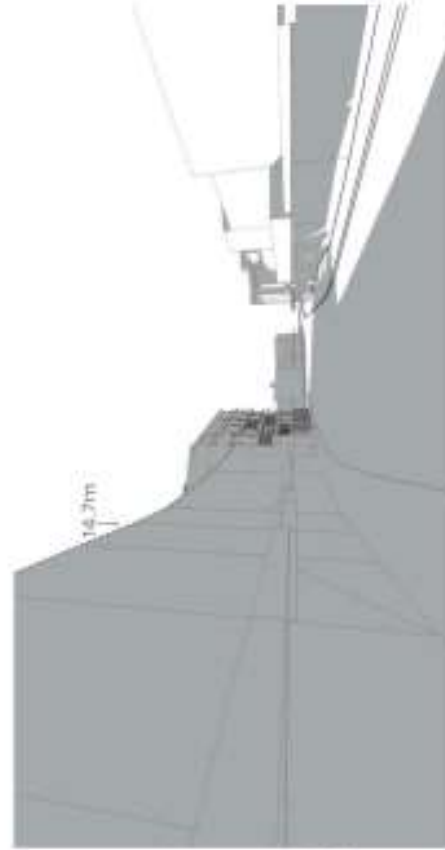
SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 05.6.6.1 C1

376-382 New South Head Road is modelled with the 6 storey proposal in these diagrams

5.9% of the length of the New South Head Road footpath is covered by the shadow of 6 storey proposal.



South-West View
 (towards Edgcliff)



North-East View
 (towards Woolahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

12pm
 21 June

job ref: 0412

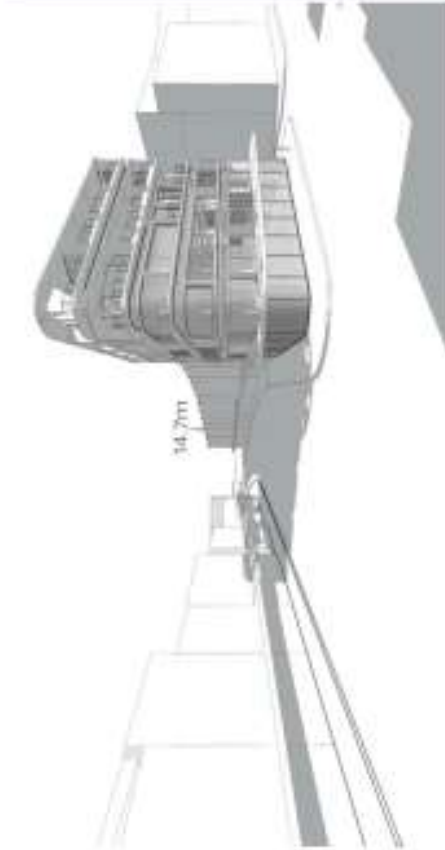
Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

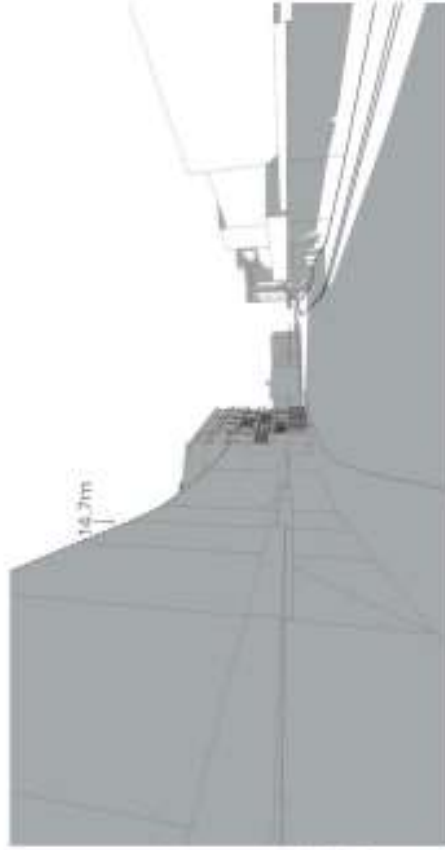
SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 05.6.6.1 C1

376-382 New South Head Road is modelled with the 6 storey proposal in these diagrams

6.4% of the length of the New South Head Road footpath is covered by the shadow of 6 storey proposal.



South-West View
 (towards Edgecliff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

12.30pm
 21 June

job ref: 0412

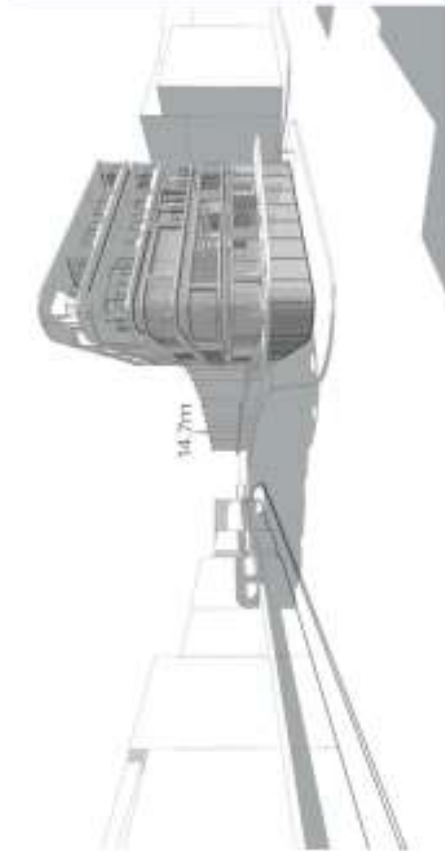
Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

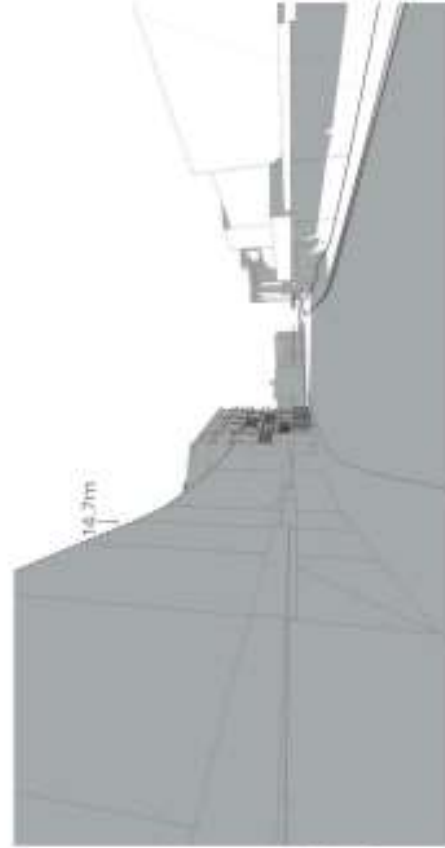
SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 05.6.6.1 C1

376-382 New South Head Road is modelled with the 6 storey proposal in these diagrams

6.5% of the length of the New South Head Road footpath is covered by the shadow of 6 storey proposal.



South-West View
 (towards Edgecliff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

1pm
 21 June

job ref: 0412

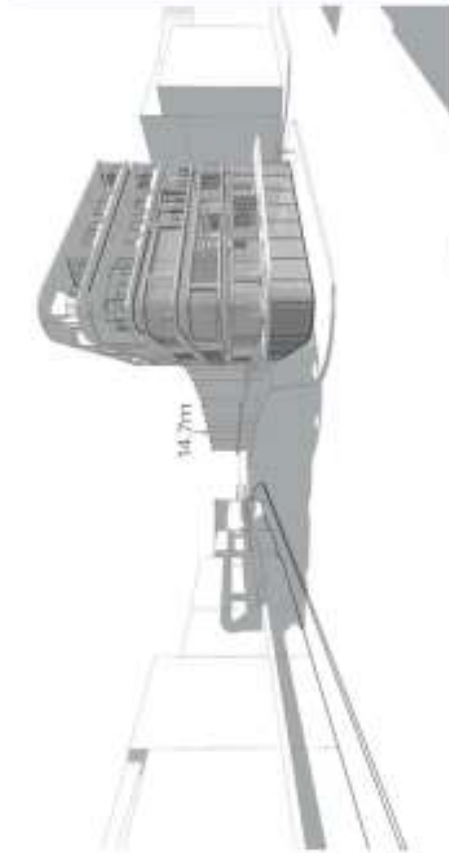
Eeles Trelease pty ltd

NO. 374 + NO5, 376-382 New South Head Road, Double Bay

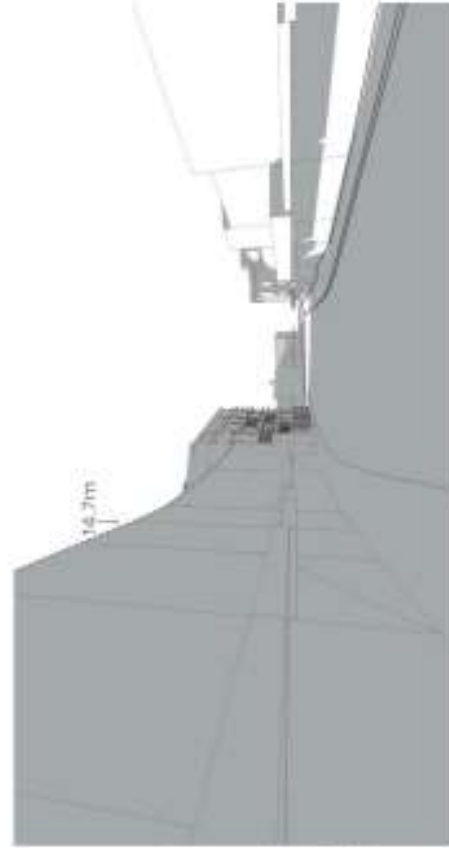
SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 55.6.6.1 C1

376-382 New South Head Road is modelled with the 6 storey proposal in these diagrams

100% of the length of the New South Head Road footpath is covered by the shadow of the 6 storey proposal and 14.7m high adjacent buildings



South-West View
 (towards Edgecliff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

1.30pm
 21 June

job ref: 0412

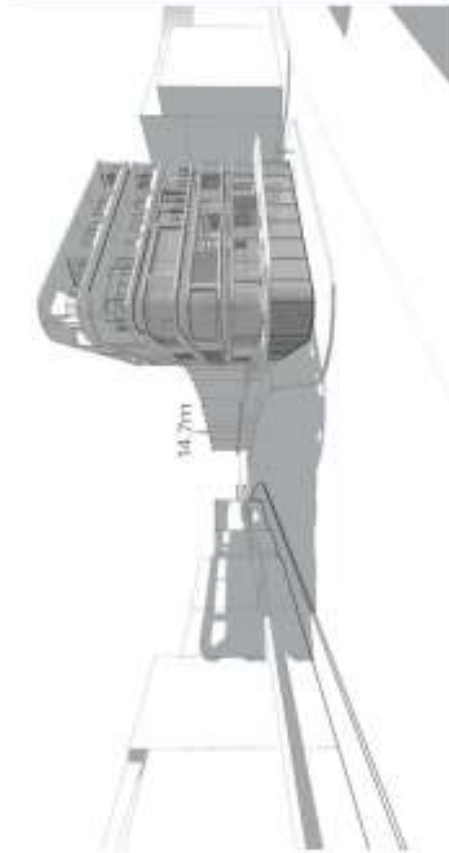
Eeles Trelease pty ltd

NO. 374 + N05, 376-382 New South Head Road, Double Bay

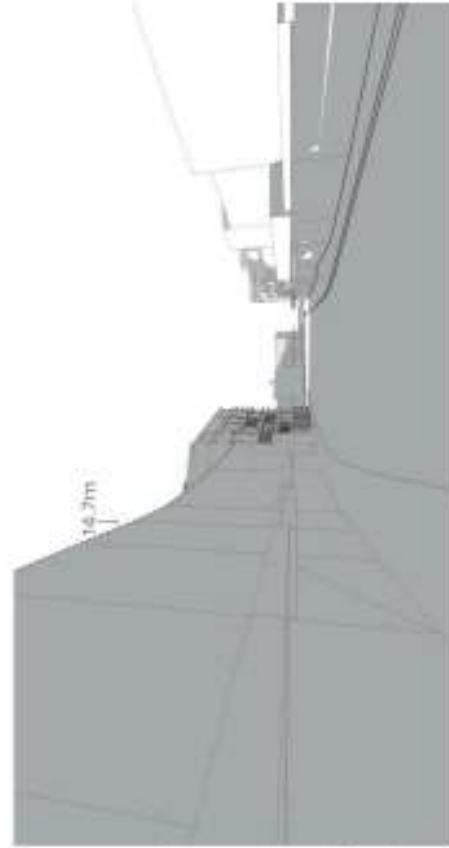
SHADOW ANALYSIS OF 14.7m HIGH BUILDINGS ON THE NORTH SIDE OF NEW SOUTH HEAD ROAD IN ACCORDANCE WITH LEP & DCP 2015 05.6.6.1 C1

376-382 New South Head Road is modelled with the 6 storey proposal in these diagrams

100% of the length of the New South Head Road footpath is covered by the shadow of the 6 storey proposal and 14.7m high adjacent buildings



South-West View
 (towards Edgecliff)



North-East View
 (towards Woollahra)

Note:
 The height of the adjacent buildings on the northern side of New South Head Road is modelled at 14.7m as per LEP/ DCP 2015 Height Controls.

The analysis does not include the approved 5 storey building at 376-382 New South Head Road

2pm
 21 June

job ref: 0412

Eeles Trelease pty ltd

KATOS HOLDINGS

1a Powells Road
Brookvale NSW 2100

**DOUBLE BAY
COMMUNITY ATTITUDE
SURVEY**

Prepared by George Katos
Katos Holdings
November 2015

INTRODUCTION

Fivex, owner of 374 and 376-382 New South Head Road, Double Bay, commissioned independent research firm Katos Holdings to consult local residents and gauge the community's attitude to the need of further revitalisation in Double Bay and more specifically, the community's attitude to increased development potential in Double Bay.

Fivex decided to appoint Katos Holdings, a company that has a strong history of research in the field of urban development, to undertake two surveys, telephone and in-person, as a result of Fivex's decision to submit a planning proposal to Woollahra Council.

The first market research survey conducted was a telephone survey in April 2015 of a representative sample of 179 Double Bay residents by age and gender. The second phase of the market research was a face-to-face survey of also a representative sample of 93 residents by age and gender in Double Bay's town centre in August 2015.

EXECUTIVE SUMMARY

Fivex has presented a proposal to Woollahra Municipal Council to extend its four storey commercial property at 376-382 New South Head Road to a seven story mixed use property, and neighbouring property one storey No. 374 New South Head Road to seven storeys.

As part of its consultation commitment, it undertook a series of market research surveys to gain valid and reliable understanding and an impartial view of the community's reaction. The surveys included a statistically representative sample of Double Bay residents by age and gender. The sample size of residents included in the research is deemed appropriate, given the relatively small size of the local population targeted. The statistical accuracy for the survey results is +/-7%.

The proposed development received significant community support, with almost three quarters of those surveyed face-to-face supporting it upon being shown it in context.

The community supports increasing height restrictions

Four in ten (39%) residents surveyed by phone support increasing building heights along New South Head Road, based on a development proposal 'site unseen'. Support levels peak at 62% among Double Bay residents surveyed in person (again based on 'site unseen'). When surveyed face-to-face, and provided with photomontages to depict what an increase to seven storeys would look like on Fivex's building, community support rises to 74% of residents interviewed.

There is a groundswell of opinion that Double Bay needs to be revitalised

The market research found that an overwhelming majority of people interviewed would like to see Double Bay revitalised with a sustainable thriving commercial precinct and strong sense of community (87% of residents interviewed by phone and 90% of residents surveyed in person).

Residents are seeking action to make Double Bay a more attractive place to live

Three in four (74%) residents surveyed by phone would also welcome a range of initiatives being undertaken in Double Bay to make it a more attractive place to live. Only 30% of residents surveyed by phone feel Double Bay 'is fine as it is'. A clear majority of phone survey respondents disagree (65%) feel more needs to be done, with this view consistent among males and females and different age groups. The remaining 5% surveyed had no opinion.

A greater mix of uses in Double Bay is supported

Seven in ten (72%) residents interviewed face-to-face strongly feel Double Bay would benefit from a greater mix of residential, retail and commercial uses, while a majority of phone survey residents (51%) are also strongly in favour. Four in ten (40%) residents surveyed by phone also believe more affordable housing development can be accommodated in Double Bay to cater for an increased population. A majority (51%) support low cost and environmentally sustainable residential development in the town's centre.

The gateway to Double Bay, New South Head Road, needs a facelift

A very high 87% of Double Bay residents surveyed by phone agreed that the buildings along New South Head Road need a 'facelift', peaking at 93% among residents surveyed face-to-face.

SURVEY FINDINGS

Background

This Top-Line Report presents the key findings of the Double Bay Community Attitudes Phone and Face-to-Face Surveys designed and administered independently by Katos Holdings, on behalf of Fivex.

Katos Holdings is a market research agency with extensive experience determining and validating the attitudes of residents (across NSW) relating to a range of small, medium and large-scale urban development projects proposed in local communities. The agency's principal, George Katos has 30 years experience in the market research industry designing, administering and analysing surveys with various population groups covering a diverse range of issues impacting their local community. (See [Appendix A](#) for his CV)

What we did

A two-stage research project was adopted.

Stage 1

An eight minute telephone survey (see [Appendix B](#) for full survey questions) was initially administered to a random and representative sample of Double Bay residents aged 18+ years old during April 2015. A total of 179 interviews were conducted. The telephone numbers sourced were current Double Bay residents, which respondents confirmed at the outset of the survey.

The first research stage sought general views into the revitalisation of Double Bay amongst its residents and sought to gain high level views of what development would be acceptable to residents. There were no plans or artist impressions provided nor were any details provided about specific development proposals. The results for all survey questions are reported in this document.

Table 1 (overleaf) provides a breakdown of the gender and age of Double Bay residents surveyed. As with all market research surveys, there are typically a greater proportion of females and older residents willing to participate.

A good cross-section of the Double Bay community was interviewed. Survey results, however, have been slightly adjusted as is standard in survey results, to more accurately reflect the true population profile in terms of gender and age. This adjustment has only changed the results to most survey questions by 1 to 2 percentage points.

Table 1: Demographics for Phone Survey

Q1. Gender	Male	30%	Based on the latest 2013 population data available for the Double Bay area, 45% of residents are male and 55% female. In terms of age, 33% of the population is 18 to 34 years old, 30% is aged 35 to 54 and the remaining 37% aged 55+. The survey data was adjusted to reflect this.
	Female	70%	
Q2. Age Group	18 to 34 years	21%	
	35 to 54 years	22%	
	55 plus years	57%	
Q3. Years Lived in Double Bay	10 years or less	32%	
	11 to 20 years	29%	
	More than 20 years	39%	

The average number of years lived in Double Bay according to survey respondents is 18. Both recent and long-standing residents have been captured in the survey. One in ten respondents has lived in Double Bay for more than 30 years.

Nearly one in five (18%) residents interviewed also claim to work in Double Bay.

Stage 2

A similar eight minute face-to-face survey was administered in August 2015 to a random and representative sample of 93 Double Bay residents aged 18+ years old in the town centre. (See [Appendix D](#) for full survey questions).

The primary aim of the second research phase was to establish the impact of showing photomontages of the proposed extension of 374 and 376-382 New South Head Road, Double Bay on resident views.

A good cross-section of residents was interviewed; Males 38%, Females 62%; 18-34 year olds 26%, 35-54 age group 33%, 55+ age group 41%; 32% of respondents work in Double Bay

Note: Only statistically significant differences across respondent profiles are highlighted in this report.

Key survey findings

The key insights across both phone and face-to-face surveys are reported as follows.

There is widespread support for revitalising Double Bay...

Residents surveyed were initially asked for their opinion towards a number of attitudinal statements relating to living in Double Bay.

When asked, a very high 87% of people interviewed by phone would like to see Double Bay revitalised with a sustainable thriving commercial precinct and strong sense of community, peaking at 90% among residents surveyed in person (Q5 of face-to-face survey). This belief is consistently high across all age groups. Only 9% of those interviewed disagree.

Three in four (74%) residents surveyed by phone would also welcome a range of initiatives being undertaken in Double Bay to make it a more attractive place to live. This is more noticeable among males and people also working in Double Bay, but a sentiment shared across the different age groups. This question was not asked to face-to-face survey respondents.

Q5. Current Mindset of Double Bay Residents Towards Statements Asked (Phone Survey)	% answering YES
Would like to see a more vibrant and revitalised Double Bay	87%
Range of initiative needed to make Double Bay a more attractive place to live	74%
Double Bay is <u>not</u> fine as it is (reverse of the statement asked)	65%

Only 30% of residents surveyed by phone feel Double Bay 'is fine as it is'. The table above reveals that a clear majority disagree (65%) and feel more needs to be done, with this view consistent among males and females and different age groups. The remaining 5% surveyed on this question had no opinion.

Residents were also asked what specifically council needs to do, to further enhance and revive Double Bay (from a list a prompted responses in Q6). The table below shows that most of the Double Bay community surveyed by phone, 76% and 66% supports increasing retail and commercial opportunities respectively.

Q6. How Council can Further Enhance & Revive Double Bay (Prompted Responses – Phone Survey only)	% AGREEING
Increase retail opportunities	76%
Increase commercial opportunities	66%
Increase housing opportunities	32%
Increase population in the town centre	18%

A significant one in three (32%) Double Bay residents surveyed by phone would like to see more housing opportunities in their suburb, while a lower 18% support the concept of more people living in the town centre.

Unprompted, 6% of phone survey respondents would also like to see the addition of a movie theatre and 5% more parking available, while 2% highlighted cleaner streets and the removal of parking meters.

On a separate survey question, 51% of Double Bay residents surveyed by phone feel the suburb needs a greater mix of residential, retail and commercial uses, peaking at 74% among those who work in Double Bay. Support for a greater mix of uses in Double Bay peaks at 72% of residents surveyed in person (Q6 of face-to-face survey).

There is considerable support for more affordable housing in Double Bay...

When asked specifically, a significant 40% of residents interviewed by phone feel more affordable housing development is needed in Double Bay to cater for an increased population. However, over half (53%) disagree, while the remaining 7% have no opinion. The definition of ‘affordable housing’ was not spelt out to respondents, but purely based on their own interpretation.

Support for More Affordable Housing in Double Bay (based on statements read out to phone survey respondents only)	% answering YES	
More affordable housing development is needed in Double Bay to cater for an increased population (Q5)	40%	Support is highest among people also working in Double Bay (64%) and males (60%) and the 18-34 age group (54%). Of note, 31% of residents aged 55+ are in favour of more affordable housing in Double Bay.
Support low cost and environmentally sustainable residential development in Double Bay’s town centre (Q10)	51%	

The table above shows that one half (51%) of residents surveyed by phone support low cost and environmentally sustainable residential development in Double Bay’s town centre – 30% are definite in their support, while 21% would be open to the idea.

Support appears highest among males (65%) and 18 to 34 year olds (66%). The remaining half of those interviewed opposes residential development in the town centre, more so older residents aged 55+ (63% oppose).

When asked, 79% of residents surveyed by phone highlighted a concern with more affordable residential development in Double Bay, peaking at 88% among females. However, this result is typical of most community surveys relating to new urban development projects undertaken by Katos Holdings. Residents will voice a concern of some sort from the outset, especially when there is no specific development proposal or photomontages to base their responses on.

Q11. Specific concerns phone survey residents have with more affordable residential development developed in Double Bay	% answering unprompted (n=179)
Change look / feel of area	37%
Traffic congestion / traffic related	22%
Overpopulation / crowding	13%
Exceed height / density levels	8%
Reduction in property values in area	5%
No room / infrastructure to support dev't	4%
Increase crime in area	3%
Won't end up being affordable	3%
No concerns	21%

'Stand out' concerns highlighted by phone survey residents relate to a perceived change in the look and feel of the suburb and traffic congestion. Residents in virtually all community surveys undertaken by Katos Holdings commonly raise these as their top two concerns when asked about new developments, site unseen.

A small minority of residents raised the issue of potential over crowding and increased building heights resulting. Concerns relating to falls in property values are almost non-existent.

There is strong acknowledgement in the community that New South Head Road needs as 'facelift' with support for a greater mix of residential, retail and commercial...

A very high 87% of Double Bay residents surveyed by phone agree that the buildings along New South Head Road need a 'facelift'. Only 10% disagree, while the remaining 3% had no opinion. This positive sentiment is shared across all age groups and peaks at 93% among residents surveyed in person (Q 7 of face-to-face survey).

Telephone and face-to-face survey respondents were asked their willingness to accept a greater mix of residential, retail and commercial uses in Double Bay, if it meant increasing the current building heights only along New South Head Road from the existing 4 level maximum.

The table overleaf reveals sizeable support exists for this occurring, especially given residents had no specific development proposal or photomontages to base their responses on (when the question was asked). That is, the development scenario was a 'site unseen'.

Would accept a greater mix of uses in Double Bay, if it meant increasing current building heights only along New South Head Road...	% answering YES
From 4 levels to a maximum of 6 levels (Q8. phone survey)	46%
From 4 levels to a maximum of 6 levels (Q10. face-to-face survey)	78%
From 4 levels to a maximum of 7 levels (Q9. phone survey)	39%
From 4 levels to a maximum of 7 levels (Q8. face-to-face survey)	62%

Nearly half (46%) of residents interviewed by phone would accept the current building heights increasing to 6 levels (21% answering definitely, 25% maybe). This figure is significantly higher among residents surveyed in person, at 78%.

Support for existing building heights increasing to 7 levels only along New South Head Road under these circumstances remains sizeable ('site unseen'), although lower at 39% among phone survey respondents (27% answering definitely, 13% maybe), but somewhat higher among face-to-face survey respondents at 62%.

Based on our experience, we would expect support for lifting building height limits along New South Head Road for the sole purpose of achieving greater multi-use developments to increase, once Double Bay residents are presented with a specific development proposal or photomontages to assess. Development proposals which present the benefits to local residents and address their main concerns often leads to greater support within the broader community.

This was certainly the case, when face-to-face respondents were presented with photomontages of the new development proposal based on 7 levels to respond to. Support increases to 74% of residents compared to 62% of the same residents when asked 'site unseen' (See [Appendix C](#) for raw data from the survey and [Appendix D](#) for survey questions). Winning over the remaining 26% of residents who oppose this increased building height will rely on having their main concerns addressed by Fivex.

Securing strong community support for the Fivex development proposal requires resident concerns being addressed...

Most urban development proposals typically spark concerns from a proportion of local residents relating to the potential visual and aesthetic impacts to the area and increased traffic congestion. The Fivex development proposal is no different.

Strengthening community support for increasing existing building heights relies on the following key issues raised being addressed (ranked in order, as highlighted by the 48 people surveyed face-to-face asked this question).

1. Not destroying or decreasing the village feel / atmosphere / charm in town centre.

2. Concern increased building heights will apply to entire suburb and cause over-development e.g. Bondi.
3. Loss / blocking of sunlight by new development / overshadowing on road / causing wind tunnel effect.
4. Providing adequate parking, solving current parking shortage / traffic congestion in town centre.
5. Adopting a more environmentally friendly visual building design / less artificial looking.
6. Restricting increased building levels to residential uses only.
7. Demonstrating how will benefit the local community and why the need, why the increased building height limits and how the local community will be better off with such a larger development

At the completion of the phone survey, interviewers were asked to sum up the mood of respondents towards making Double Bay a more appealing place to live.

Although a subjective self-assessment exercise, the results reinforce that most residents interviewed by phone acknowledge the need for improvement, with seven in ten respondents (69%) rated to be very positive or positive to the need for enhancements in Double Bay. Only 17% were rated as being negative about the need for change, while the remaining 13% were observed to have no strong opinion either way, peaking at 24% among residents aged 55+.

APPENDICES

APPENDIX A: GEORGE KATOS CV

George Katos

Contact Details

t: 0419 569483

e: george.katos@bigpond.com

linked in www.linkedin.com/in/georgekatos

Qualifications

1990 Graduate Diploma Humans Services Research (LaTrobe University)

1987 Graduate Diploma Social Research & Planning (RMIT University)

1984 Bachelor of Arts Urban Studies (Victoria University)

Previous Employment History

2012 July – current Katos Holdings (Interim Company Name), Director

Katos Holdings is qualitative and quantitative research agency based in Sydney, with genuine Australia wide and Asia Pacific capabilities. As a very 'hands on' Company Director, our company caters for the diverse needs of micro, small and larger businesses, including multinational companies based in Australia and overseas. A key specialty of our agency is determining and validating community, business and government acceptance of small and large scale public and private infrastructure projects. We specialise in the conduct of telephone and face to face surveys, focus groups, in-depth interviews home visits and shopper interviews.

Our research team has many years of experience successfully servicing market research agencies, consulting firms, marketing consultancies, advertising and PR agencies, service providers, manufacturers, government bodies and institutions, industry groups and non-profit organisations.

We pride ourselves on being a truly independent and trusted consulting and support agency. Locally we support end clients and research agencies in Sydney, Melbourne, Canberra and Brisbane. Our international client base is located in South Korea, Japan, India, Germany, the UK and USA.

2008 Oct to 2012 June MRA Research – Research Director

MRA Research was owned by Daemon Group, a communications agency. I began in October 2008 and headed up the market research part of the business managing the qualitative and quantitative needs of local and overseas clients. My role was very 'hands on' involving the design, conduct, analysis and reporting of research projects. The MRA team currently consists of three researchers, one assistant, one data analyst and a team of face-to-face and telephone interviewers.

Key clients over the past three years have included Samsung, LG, Microsoft, WebEx, Adobe, Aspen Medical, Cobra Group, EPA Victoria, Defence Force Recruiting, Hasbro, Shell, Nokia,

Lend Lease (Aged Care), Woolworths and Konica Minolta, as well as boutique and multi-national market research agencies worldwide.

2008 Mar – Aug Australian Fieldwork Solutions – Business Strategy Consultant

2005 – 2007 Ipsos Australia – National Director, Sustainable Communities Unit

1997 – 2004 TQA Research – Equity Partner & Director of Research

1996 – 1997 Frank Small & Associates – Divisional Director

1994 – 1996 Sutherland Smith – Senior Research Consultant

1990 – 1994 AGB McNair / Spectrum – Research Executive

1988 – 1989 Brian Sweeney & Associates – Research Executive

1984 – 1988 City of Melbourne – Strategic Research Planner

1983 – 1984 Telephone / FTF Interviewer (Part-Time)

Key Areas of Specialisation

- Community attitude surveys
- Community and stakeholder engagement
- Communications strategy development
- Corporate image and performance tracking
- New product development / concept testing
- Market demand estimation / new technology adoption
- Market needs scoping and segmentation studies
- Behavioural change studies
- Buyer behaviour studies

APPENDIX B: DOUBLE BAY COMMUNITY ATTITUDES SURVEY

Introduction

Hello, my name is (insert) from Katos Holdings, an independent market research company.

We are conducting a short, but important community survey with residents of Double Bay aged 18+ to capture their opinions about living in the area, as part of the Future Cities Program.

We would greatly appreciate your honest feedback in this survey and your answers will remain confidential.

IF NOT AGED 18+, ASK TO SPEAK TO SOMEONE IN THE HOUSEHOLD THAT IS

Firstly, I would like to ask some background questions about yourself.

Q1. RECORD GENDER

Q2. What is your age?

Q3. How many years have you lived in Double Bay?

Q4. Do you also work in Double Bay?

Q5. Please answer YES, NO, No OPINION or CAN'T SAY to the following statements about living in Double Bay.

A range of initiatives should be undertaken to make Double Bay a more attractive place to live

I would like to see a more vibrant and revitalised Double with a sustainable thriving commercial precinct and strong sense of community

Buildings along New South Head Road need a facelift

Double Bay is fine as it is

More affordable housing development is needed in Double Bay to cater for an increased population

Q6. Which of the following do you feel Council needs to do to further enhance and revive Double Bay Bay?

Increase housing opportunities

Increase population in the town centre

Increase retail opportunities

Increase commercial opportunities

Other (specify) _____

None of the Above

Q7. Do you feel Double Bay needs a greater mix of residential, retail and commercial uses?

Yes, definitely

Yes, maybe

No

Q8. Would you be willing to accept a greater mix of residential, retail and commercial uses in Double Bay, if it meant increasing the current building heights only along New South Head Road from 4 levels to a maximum of 6 levels?

Yes, definitely

Yes, maybe

No

Q9. ASK ONLY IF ANSWERED YES IN Q8: OTHERS GO TO Q10

Would you be willing to accept increasing the current building heights along New South Head Road for this purpose to a maximum of 7 levels?

Yes, definitely

Yes, maybe

No

Q10. Would you support local cost and environmentally sustainable residential development in Double Bay's town centre?

Yes, definitely

Yes, maybe

No

Q11. What, if any, concerns do you have with more affordable residential development being developed in Double Bay? DO NOT READ OUT, MULTIPLE RESPONSES ACCEPTED, RECORD BELOW

Won't end up being affordable

Traffic congestion / Traffic related

Reduction of property values in area

Change look / feel of area

Other (specify) _____

No concerns

Thank you for your feedback.

For Surveyor

Q12. How would you sum up the mood of this respondent towards making Double Bay a more appealing place to live?

Very Positive

Positive

Negative

Very Negative

Neutral

**APPENDIX C: DOUBLE BAY COMMUNITY ATTITUDES SURVEY II RAW DATA
AUGUST 2015**

Survey Question	Question Responses	No. Respondents (n=93)	% Respondents 100%
Q2. Gender	Male	35	38%
	Female	58	62%
Q3. Age	18-34	24	26%
	35-54	31	33%
	55+	38	41%
Q4. Work in Double Bay	Yes	30	32%
	No	63	68%
Q5. Like to see vibrant Double Bay	Yes	84	90%
	No	9	10%
Q6. Double Bay needs greater mix of uses	Yes, definitely	67	72%
	Yes, maybe	9	10%
	No	17	18%
Q7. New South Head Rd buildings need facelift	Yes	86	93%
	No	7	8%
Q8. Accept 7 levels (no photomontages)	Yes, definitely	45	48%
	Yes, maybe	13	14%
	No	35	38%
Q9. Accept 7 levels (with photomontages) ALL RESPONDENTS	Yes, definitely	50	54%
	Yes, maybe	19	20%
	No	24	26%
Q10. Accept 6 levels (no photomontages) ALL RESPONDENTS	Yes, definitely	50	54%
	Yes, maybe	22	24%
	No	21	23%

APPENDIX D: SURVEY AND IMAGES SHOWN

Introduction

Hello, my name is (insert) from Katos Holdings, an independent market research company.

We are conducting a short, but important community survey with residents of Double Bay aged 18+ to capture their opinions about living in the area and gain valuable feedback on a new development proposal to rejuvenate Double Bay, in line with Council's support of the Future Cities Program. Your answers will remain confidential.

[FOR INTERVIEWER] If refused, then thank them for their time.

SHOWCARD 1: (Site Location) The development proposal is located here.

Firstly, please provide us with some important information about yourself.
Thinking about living in Double Bay...

- Q1. Do you live in Double Bay? If no, thank & end
- Q2. Do you also work in Double Bay?
- Q3. What is your age
- Q4. Do you also work in Double Bay

SHOWCARD 2 (Existing)

This image shows how North South Head Road in Double Bay looks today. The current building height for Double Bay is a maximum of 4 levels

- Q5. Would you like to see a more vibrant and revitalised Double Bay with a sustainable thriving commercial precinct and strong sense of community?
- Q6. Do you feel Double Bay needs a greater mix of residential, retail and commercial uses?
- Q7. Do you feel the buildings along New South Head Road need a facelift?
- Q8. Would you be willing to accept a greater mix of residential, retail and commercial uses in Double Bay, if it meant increasing the current building heights only along New South Head Road from 4 levels to a maximum of 7 levels?

IF ANSWERED 'YES, MAYBE' OR 'NO' IN Q8, THEN ASK Q9.

Q9. SHOWCARD 3 (Future 7 levels) What if increasing the current building heights only along New South Head Road from 4 levels to a maximum of 7 levels looked like this for the development proposal in question? Compare this with SHOWCARD 2 (Existing) shown earlier. What would your answer be now? SHOWCARDS 4 & 5 (Existing vs development if required)

IF ANSWERED 'NO' IN Q9, THEN ASK Q10.

Q10. What if the maximum building height for the development proposal in question was 6 levels? What would your answer be now?

IF STILL ANSWERED 'NO' IN Q10, THEN ASK Q11.

Q11. What specific concerns do you have relating to increasing the building heights along North South Head Road? Please be as specific as possible.

Thank you for your valuable time and feedback.

SHOWCARD 1:



SHOWCARD 2



SHOWCARD 3



SHOWCARD 4



SHOWCARD 5



Political Donations – matters to be considered by Councillors at Meetings

