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Woollahra Municipal Council

Rose Bay Centre

UDS

Urban Design Study

(as exhibited 1999)



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P A R T

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# Preliminary

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**1.1** INTRODUCTION

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**1.2** URBAN DESIGN METHODOLOGY

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**1.3** ACKNOWLEDGEMENTS

# Preliminary

## PART 1

### 1.1 INTRODUCTION

Woollahra Municipal Council has recently established the *Woollahra Planning Program* as a broad strategic planning exercise to identify specific areas within the Municipality for their distinctive and varying characteristics. The program aims to produce a series of area specific planning documents, based on a thorough investigation of the urban structure of each distinct area.

This Urban Design Study forms the basis for guidelines used in the preparation of the Rose Bay Centre Development Control Plan and the Rose Bay Centre Public Domain Improvements Plan.

The Rose Bay Centre Urban Design Study was undertaken by a multi-disciplinary consultant team, selected by Council through public tender. A community reference group was formed to provide local input, with representatives from the Chamber of Commerce, the RSL, local residents, Council staff and Rose Bay Ward Councillors. The consultants worked with the reference group at a series of workshops, and through a public meeting open to the general community.

The study covers a wide range of issues pertinent to Rose Bay such as the topography, public facilities, landscape, pedestrian amenity, parking, traffic, social and economic context, drainage, heritage and built form. Information from this detailed study and input from the reference group were consolidated to form guidelines for the Rose Bay Centre Development Control Plan and Public Domain Improvements Plan, which the consultant team also prepared.

## 1.2

URBAN DESIGN  
METHODOLOGY

The methodology employed for this study seeks to analyse the existing urban structure by investigating its particular physical characteristics, such as local vegetation or building height, as discrete elements. This involves the detailed mapping of each element on separate drawings, using a consistent range of scales to allow comparison. The drawings provide a legend for interpretation, and a written summary.

The analysis drawings cover urban design, landscape, hydrology, transport, traffic and parking, and economic issues. It was prepared using a combination of cadastral information supplied by Council and Sydney Water, aerial photographs, historical maps, and written histories, supplemented by field study carried out by the consultant team, and valuable input from the community reference group.

Information from the analysis is synthesised to derive the Centre's urban potential. Whereas the analysis investigates each element of urban structure separately, the urban potential explores design strategies which bring these elements together to make positive changes to the urban form.

**AERIAL PHOTOGRAPH OF  
ROSE BAY CENTRE**





### 1.3 ACKNOWLEDGEMENTS

This Urban Design Study and accompanying Rose Bay Development Control Plan and Rose Bay Centre Public Domain Improvements Plan, have been prepared for Woollahra Municipal Council, by the following consultants;

<i>Hill Thalys Architecture + Urban Projects</i>	Philip Thalys Rachel Neeson Laura Harding Jesse McNicoll Clinton Yabuka
<i>Jane Irwin Landscape Architecture</i>	Jane Irwin David Duncan John Blakeney
<i>JBA Urban Planning Consultants</i>	Deb Sutherland
<i>Craig McLaren Traffic Engineering</i>	Craig McLaren
<i>Acor Consultants (hydraulics)</i>	Michael Goodwin
<i>Hill PDA (land economists)</i>	Martin Hill

The authors wish to acknowledge the valuable assistance of Woollahra Council.

<i>Planning and Development Services</i>	Garry Fielding Margaret Zulaikha Chris Bluett Scott Pedder
<i>Technical Services</i>	Greg Stewart

The involvement of the community reference group was instrumental in preparation of these documents. The authors wish to thank all its participants.

<i>Councillors</i>	Cr Andrew Briger AM (Chairman) Cr John Comino MP
<i>Rose Bay Chamber of Commerce</i>	Malcolm Kofsky (President) Bill Graves Maureen Mastellone
<i>Community representatives</i>	Michael Bennett Francine Redstone John Hagon
<i>Rose Bay RSL</i>	Vince Marinato
<i>State Member for Vaucluse</i>	Peter Debnam MP



# PART 2

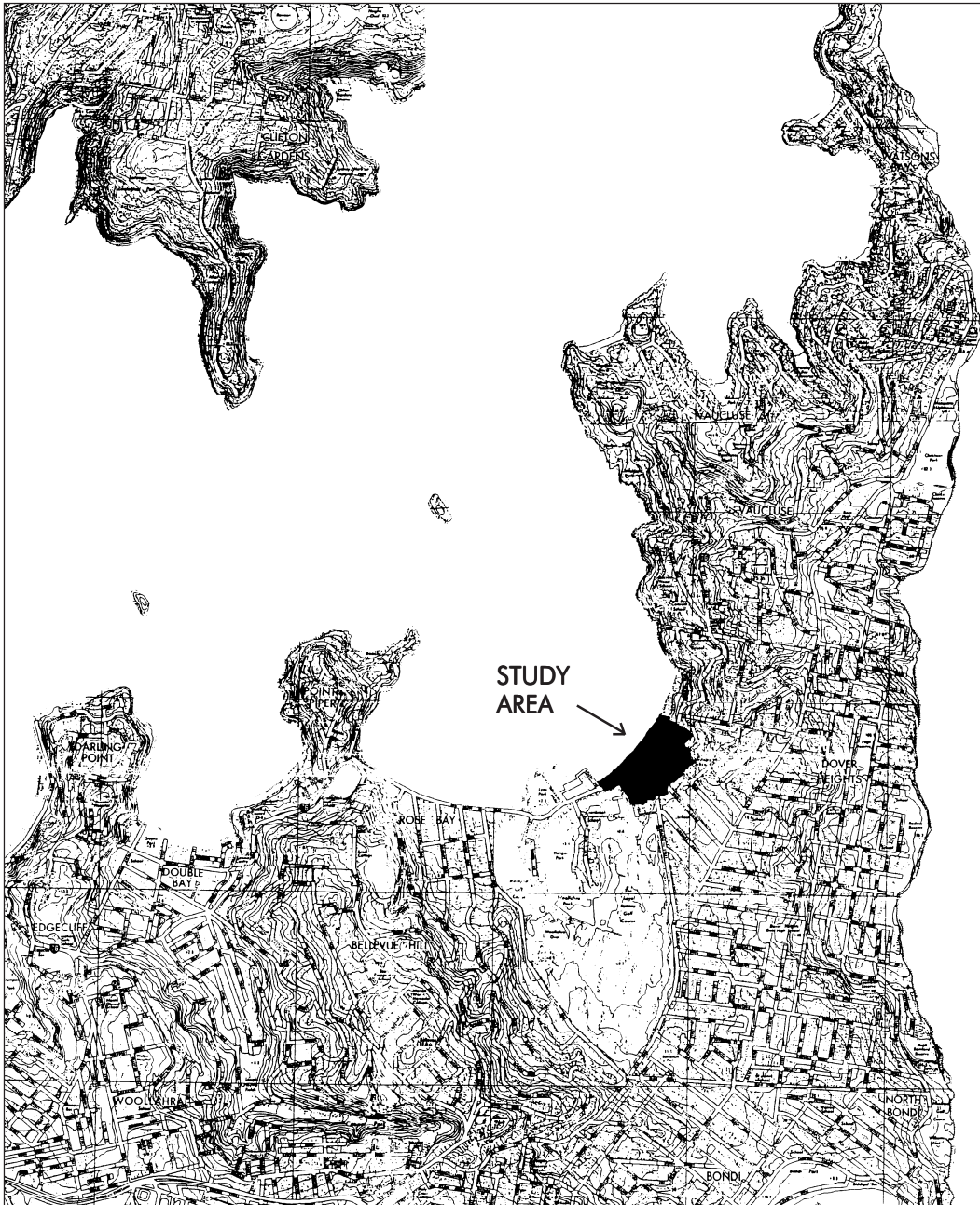
# Analysis

- 2.1 LOCATION PLAN
- 2.2 HISTORICAL ANALYSIS
- 2.3 URBAN STRUCTURE
- 2.4 PUBLIC AND COMMUNITY FACILITIES
- 2.5 LOCAL VEGETATION
- 2.6 CATCHMENT AREA
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# Analysis

## PART 2

### 2.1 LOCATION PLAN



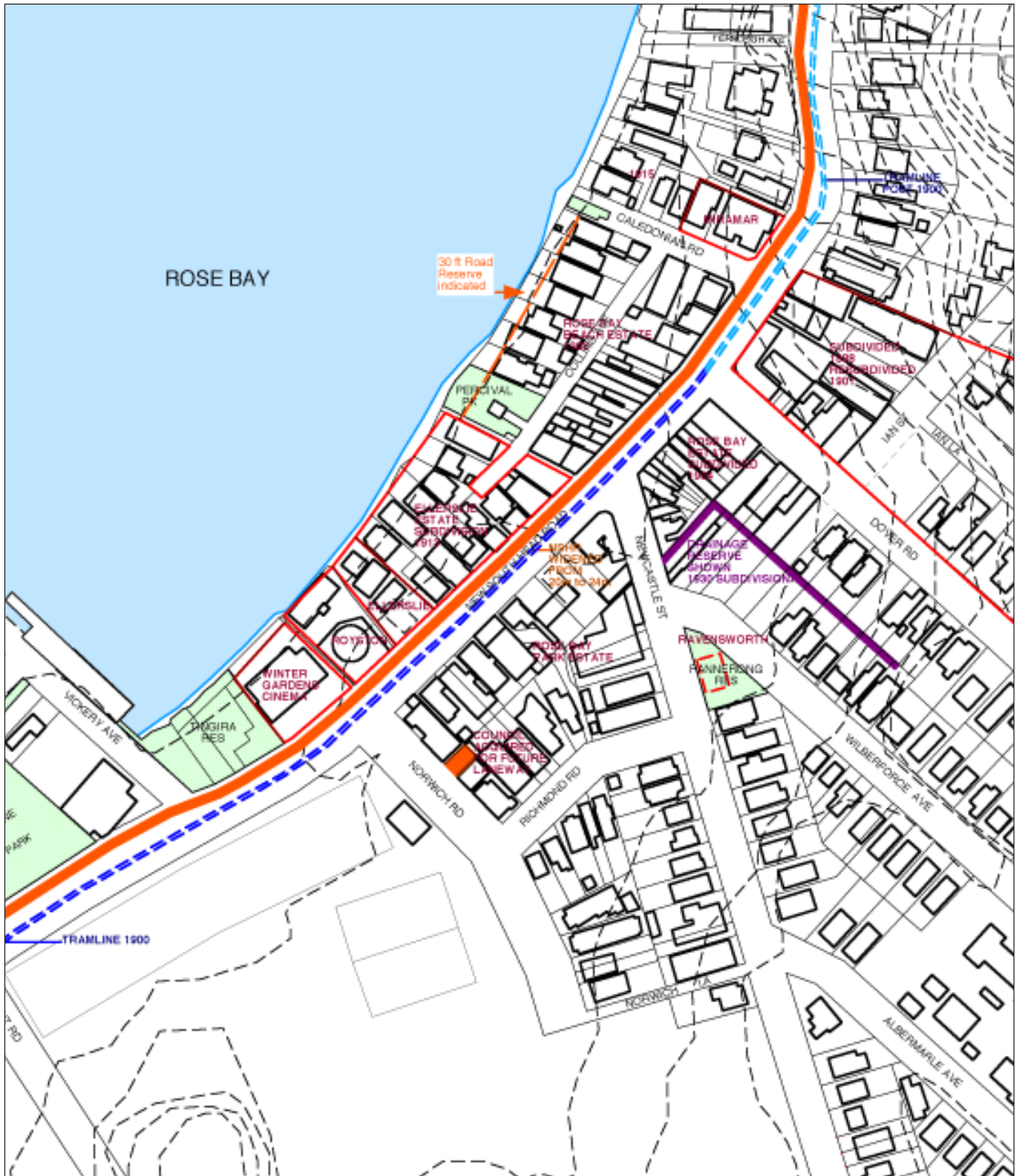
The Rose Bay Centre enjoys a privileged position adjacent Sydney harbour. It is strategically located at the neck of the Eastern suburbs peninsula, just north of the large park system and recreational area which occupies the lowest part of the Rose Bay basin.

## 2.2

## HISTORICAL

## ANALYSIS

Originally part of a series of large private land grants, Rose Bay's early urban development intensified with the extension of the tramline along New South Head Road after 1898. The estates were subdivided and resubdivided between 1900 and 1930. Today the building stock in and around the centre represents a cross section of C20th architecture, with no predominating period.



## 2.3

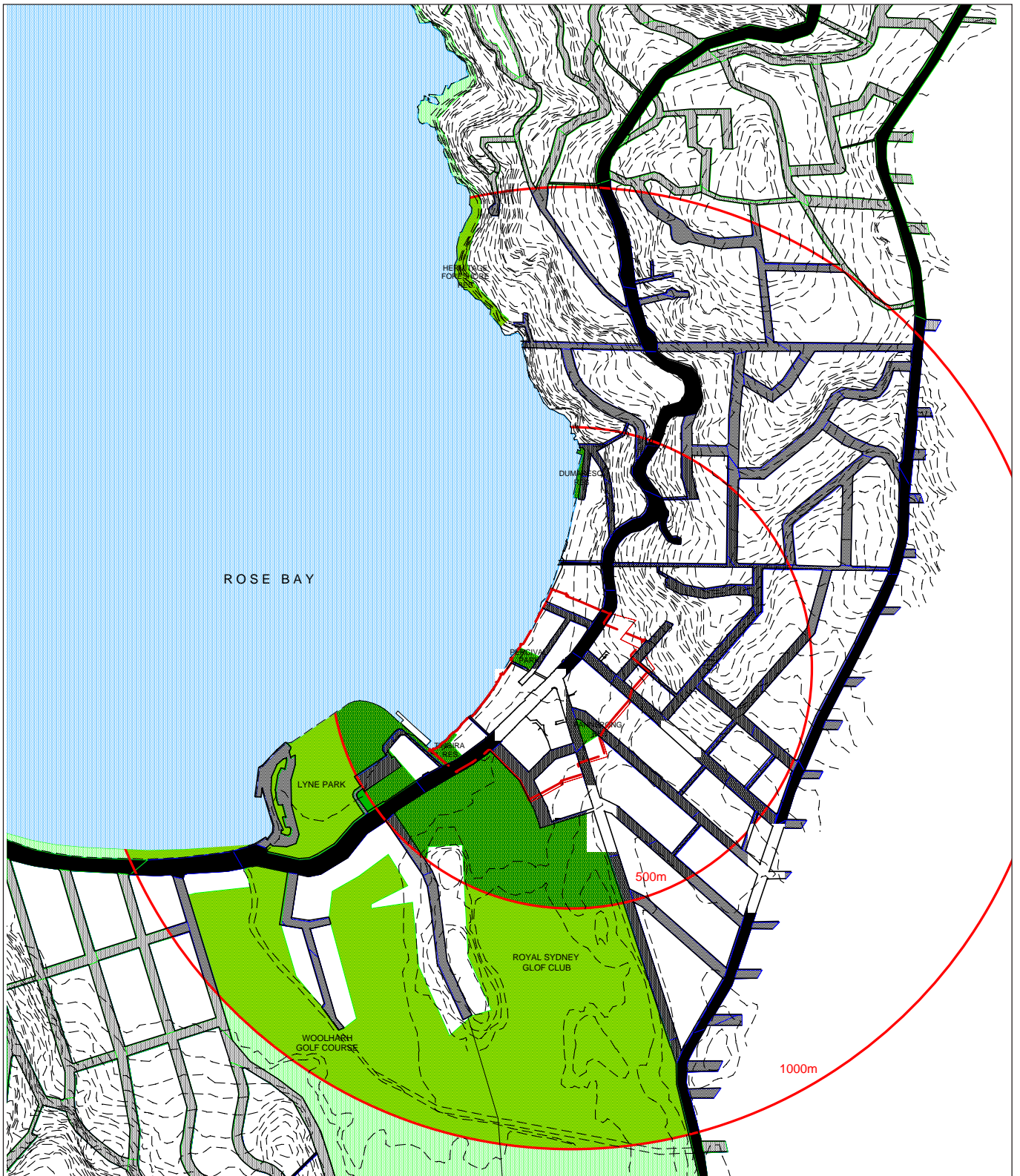
## URBAN STRUCTURE

The Rose Bay commercial area is located on New South Head Road, around its significant intersections with Dover Road and Newcastle Street. These main streets link two important urban connectors, New South Head and Old South Head Roads, just north of the large park system and recreational area which occupies the lowest part of the Rose Bay basin. This significant concentration of open space includes Lyne Park, Woollahra Golf Course, Woollahra playing fields, Dangar Oval, Cranbrook Sportsground and the Royal Sydney Golf Course.

Pocket parks are scattered throughout the area, predominantly located along the harbour foreshore.

**URBAN CONNECTOR****New South Head Road****Old South Head Road****MAIN STREETS****Dover Street****Newcastle Street****LOCAL STREETS****Ian Street****Caledonian Road****Collins Avenue****Norwich Road****Wilberforce Avenue****Vickery Avenue****LANES****Ian Lane****Norwich Lane**





## 2.4

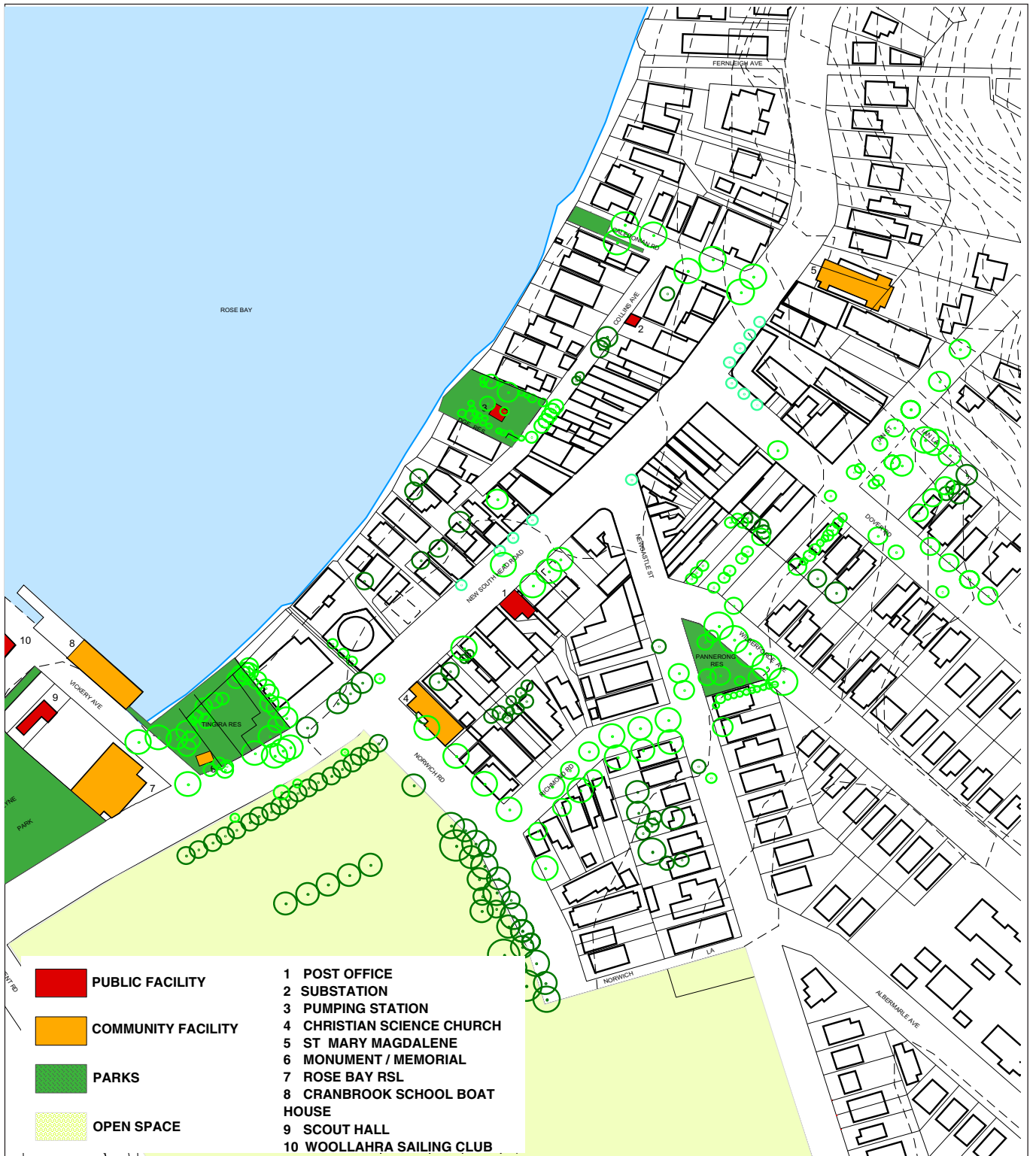
## PUBLIC &amp;

## COMMUNITY

## FACILITIES

There are relatively few public buildings in the commercial area. Leisure oriented community facilities predominate around Lyne Park, while there are three churches around the centre.

Four local parks provide small-scaled public open space. There are currently no urban squares in the study area.



## 2.5

## LOCAL VEGETATION

**NEW SOUTH HEAD ROAD**

Species: *Flindersia australis*, *Euc. ficifolia*, *e. microcorys*, *E. robusta*  
Generally plantings are mostly thin, patchy and in poor health.

**NORWICH ROAD**

Species: *Lophostemon confertus*, *Melaleuca quinquenervia*.  
Brush Box line the northern side with a strong planting of Paperbarks on RSC land.

**RICHMOND ROAD**

Species: *Lophostemon confertus* and *Cinnamomum camphora*.  
The strongest street planting in the precinct.

**NEWCASTLE STREET**

Species: Mixed planting of *Cinnamomum*, *Lophostemon* and *Eucalyptus*  
A fairly weak planting especially close to New South Head Road.

**WILBERFORCE STREET**

Species: Dominated by *Cinnamomum* in Pannnerong Reserve  
otherwise scant.

**DOVER ROAD**

Species: *Flindersia* and *Lophostemon*  
Strong planting of *Lophostemon* away from commercial centre.

**IAN STREET**

Species: *Lophostemon confertus* and *Cinnamomum camphora*  
Consistent planting on western side with Camphor Laurels damaging road.

**CALEDONIAN ROAD**

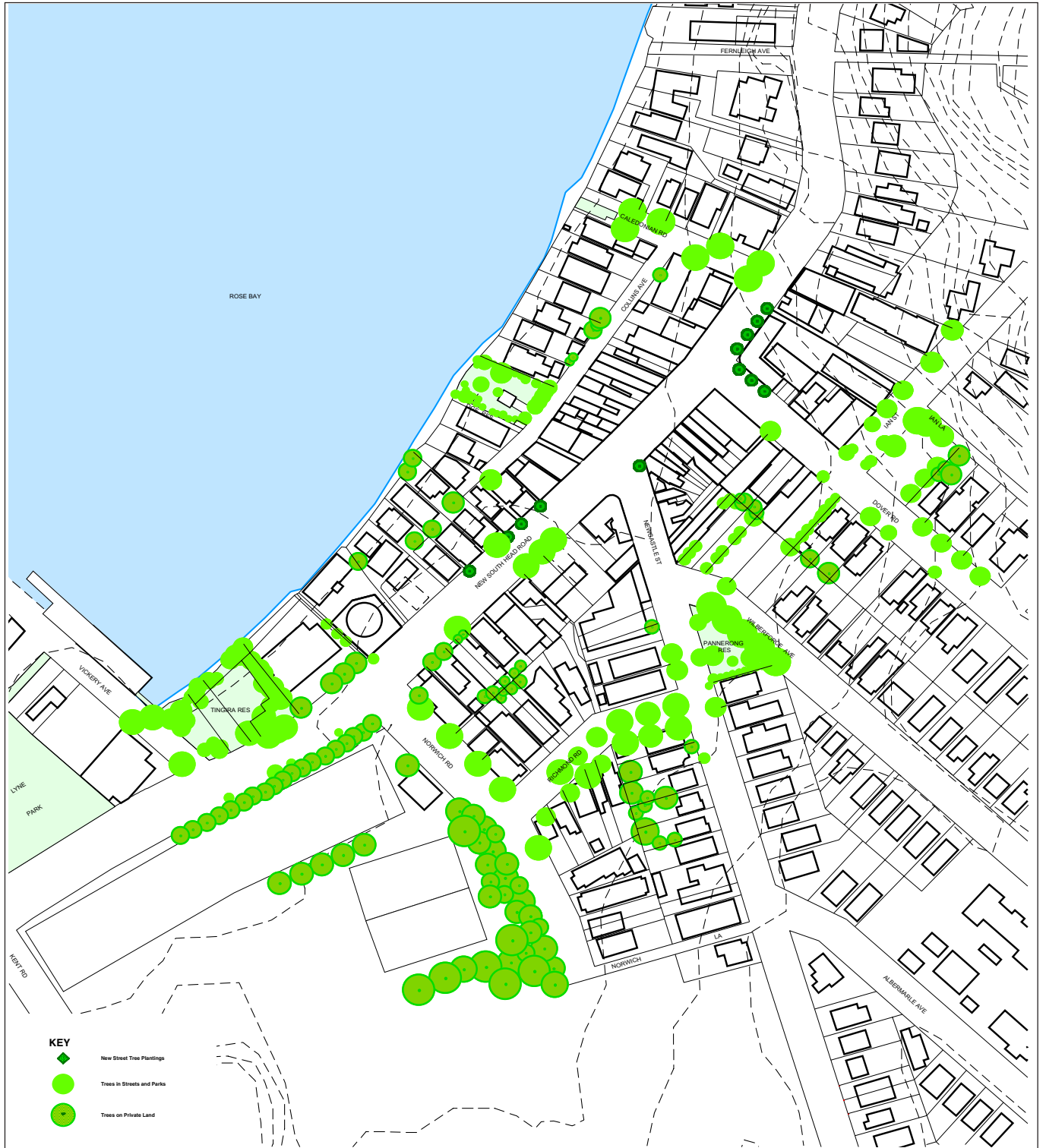
Species: *Ficus microcarpa* var. *hillii*  
Very strong planting of mature figs infilled with *Robinia*, *Banksia* and *Arbutus*.

**COLLINS AVENUE**

Species: *Cedrus deodara*, *Euc. microcorys*, *Nagiea falcatus*, *Persea americana*, *Araucaria heterophylla*  
Strong character provided by private plantings with this contrasted by Percival Park plantings.

**VICKERS AVENUE**

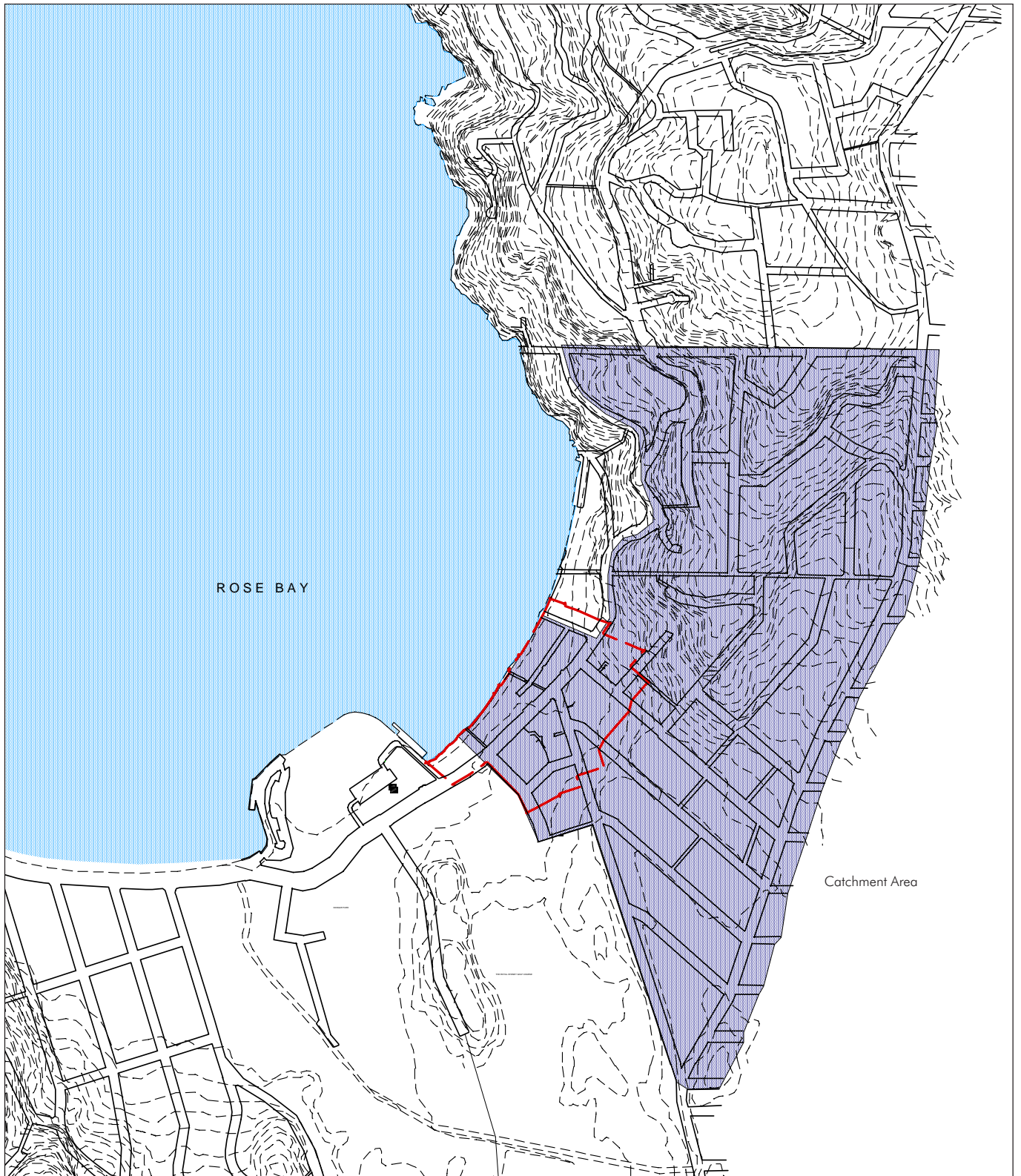
Species: *Araucaria heterophylla*, *Banksia integrifolia*, *Cupaniopsis anacardioides*  
Strong planting of Norfolk Is pines near New South Head Road followed by *Baksias* and *Tuckeroos* to the waters edge



## 2.6

## CATCHMENT AREA

The Rose Bay Centre is the focus for a large water catchment area that extends eastward beyond Old South Head Road.





## 2.7

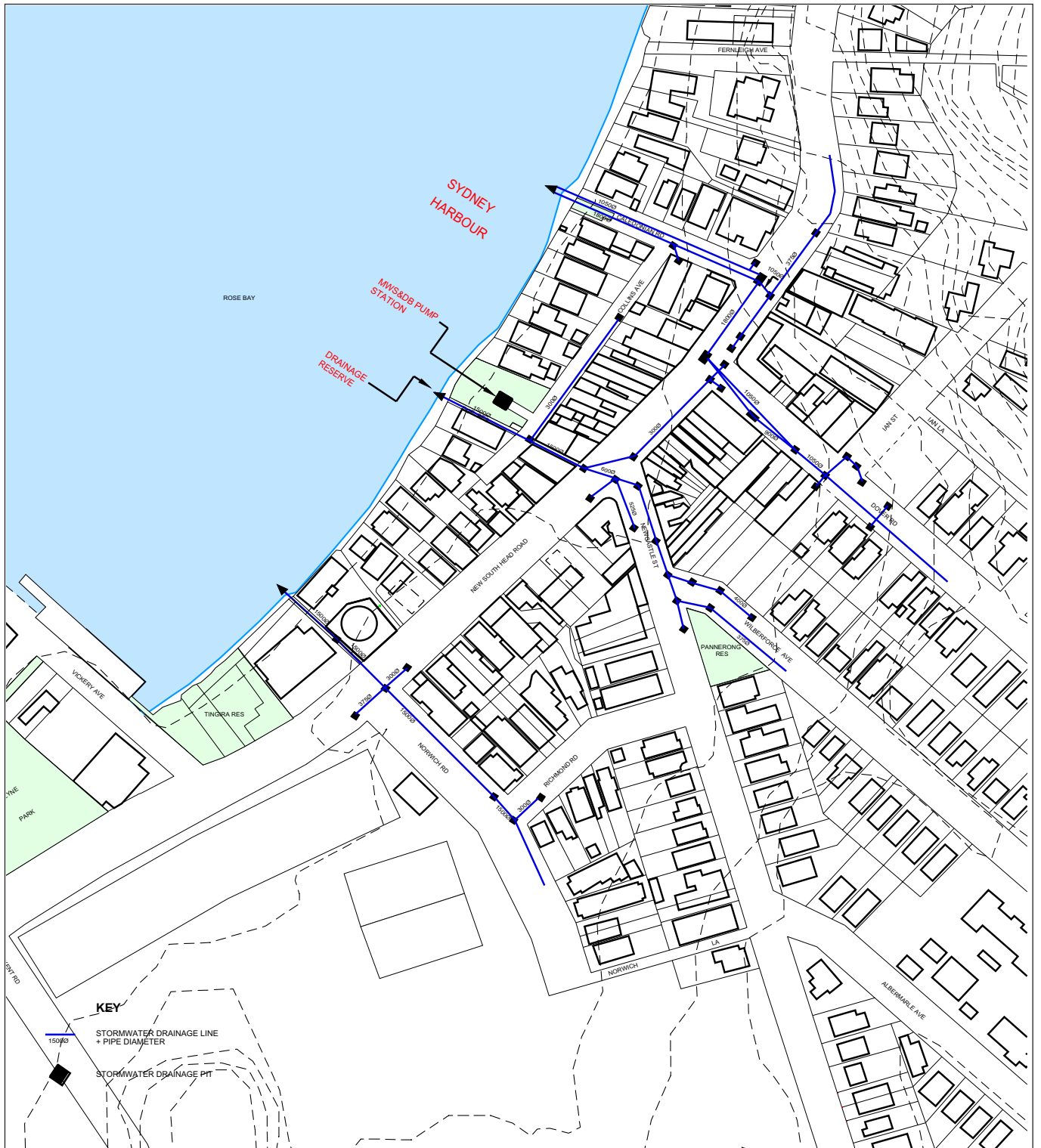
## STORMWATER

## DRAINAGE

There are three main pipe routes which drain the catchment.

- Via Caledonian Road
- Via Wilberforce Avenue, Newcastle Street and Worth Arcade
- Via Norwich Road

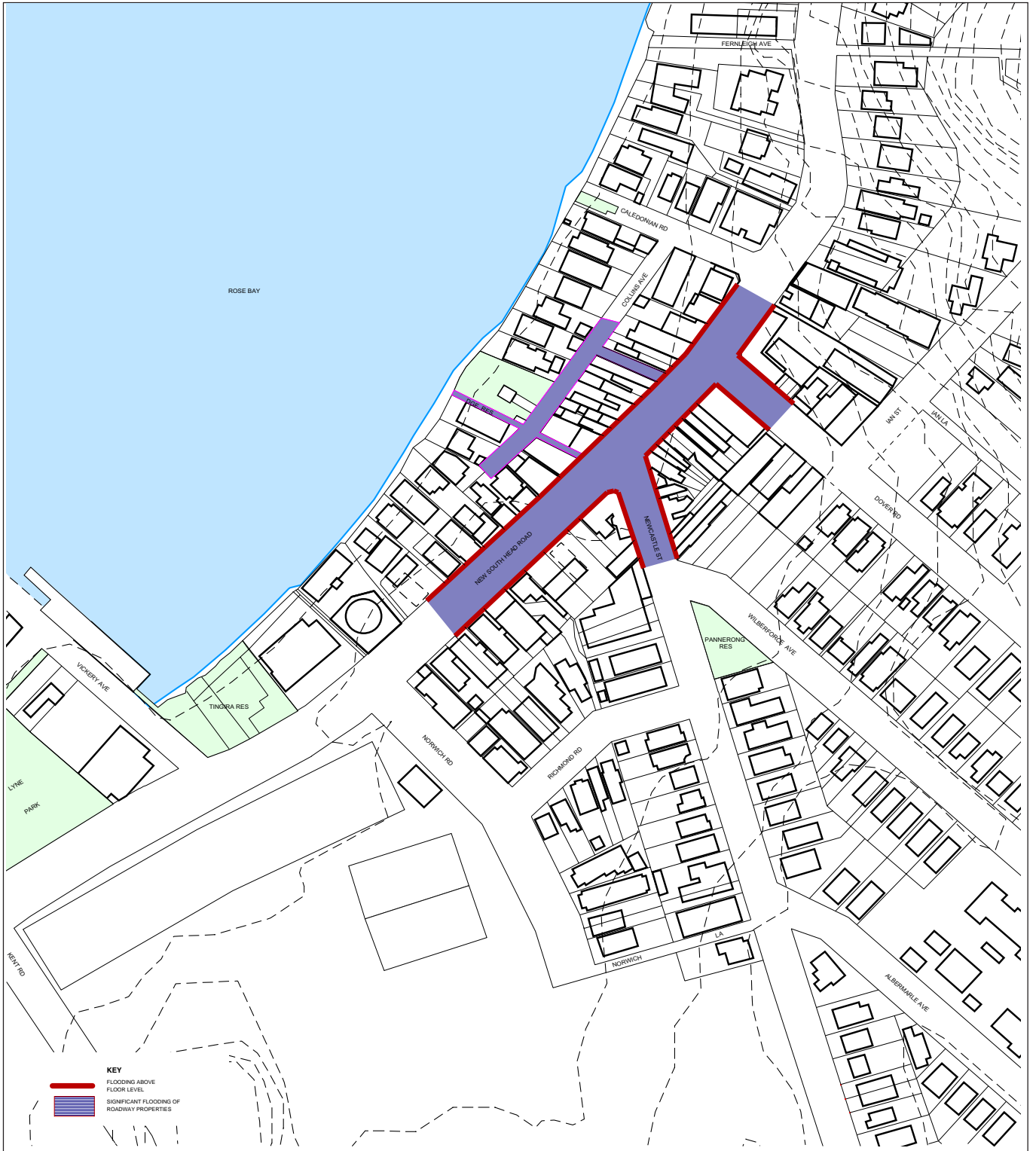




## 2.8

**EXTENT OF  
FLOODING**

Many properties in the centre, particularly those in the vicinity of Worth Arcade, are subject to flooding along New South Head Road.



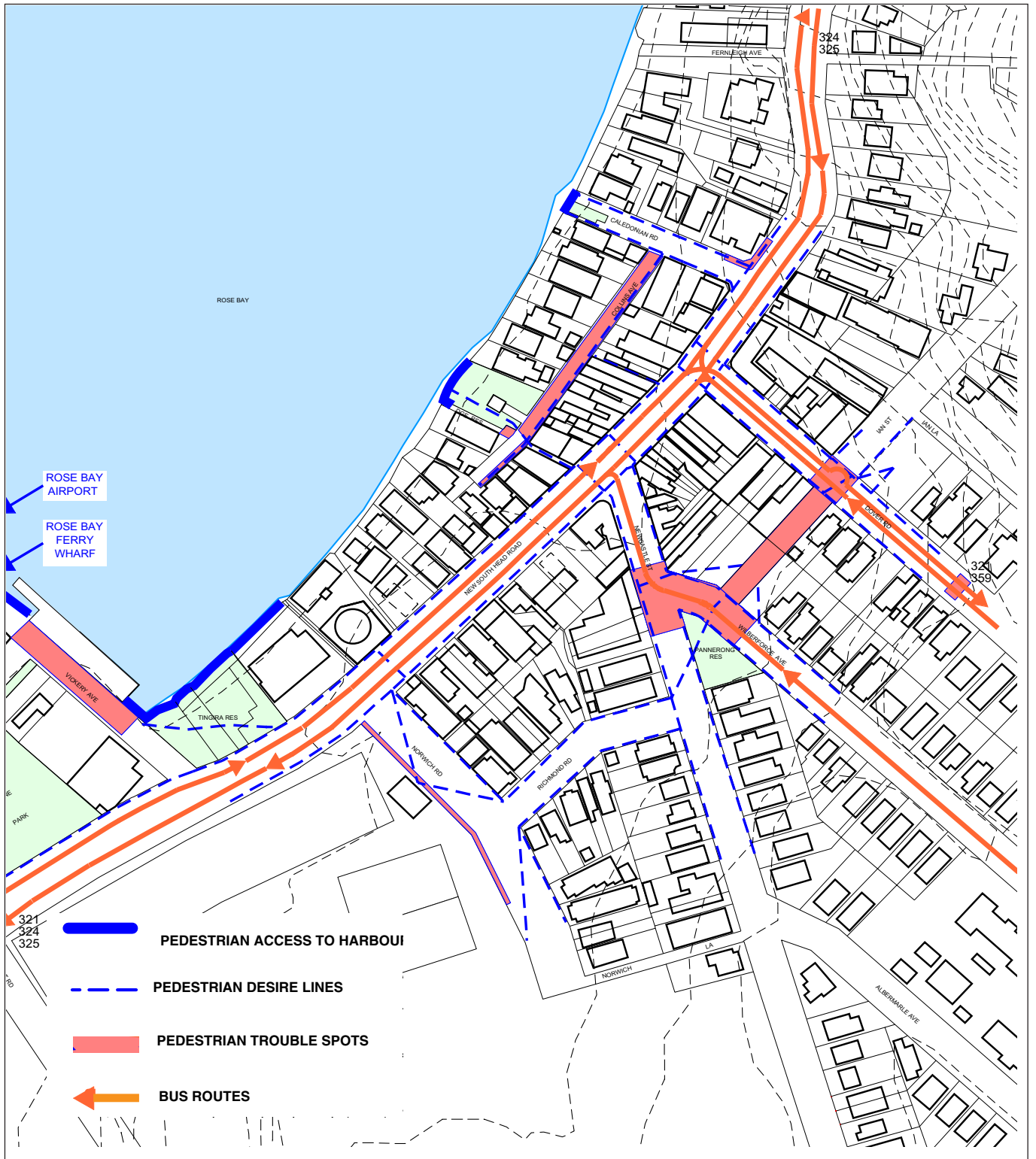
## 2.9

## PEDESTRIAN ACCESS

## PUBLIC TRANSPORT

The study area is well serviced by buses along New South Head Road. Services along Dover Road and Wilberforce Street are less frequent. The public ferry wharf is a ten minute walk from the commercial centre across Lyne Park.

There are several hazardous areas of potential pedestrian and traffic conflict, particularly around the carpark between Wilberforce Street and Dover Road. There is no footpath on the south-western side of Norwich Road. Pedestrian amenity in Collins and Vickery Avenues is especially poor.



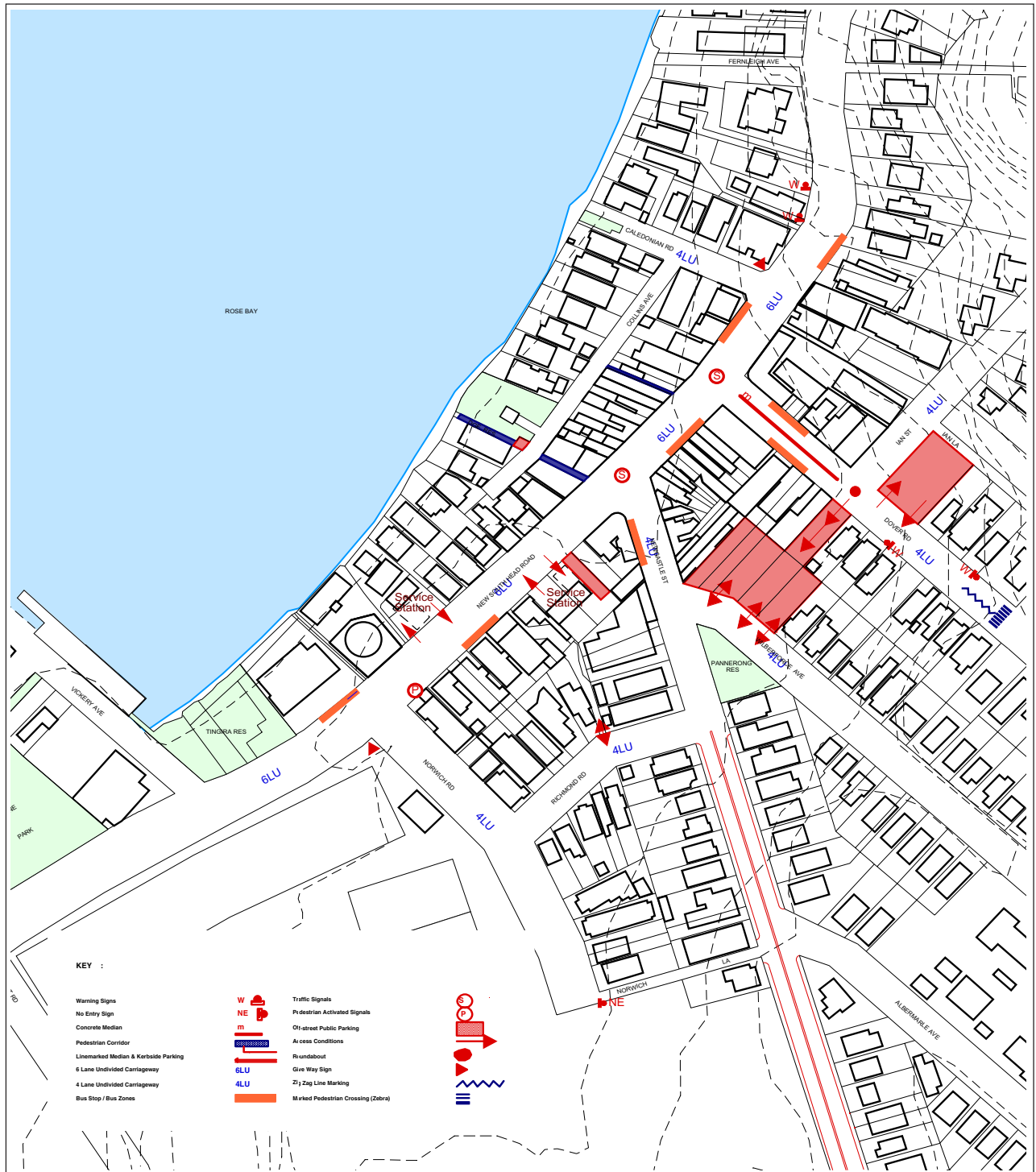
**2.10****TRAFFIC****MANAGEMENT**

The volume of traffic along New South Head Road was calculated at 27000 per day in 1993. This volume is expected to have stabilised and no significant increase is likely. The prevailing lane arrangement is adequate for the volume of traffic, however road safety enhancement is needed.

Speed management is required along Newcastle Street and Dover Road to improve pedestrian safety and comfort.

It is difficult to circulate in the centre whilst searching for parking.

The Rose Bay Centre is the focus for a large water catchment area that extends eastward beyond Old South Head Road.



## 2.11

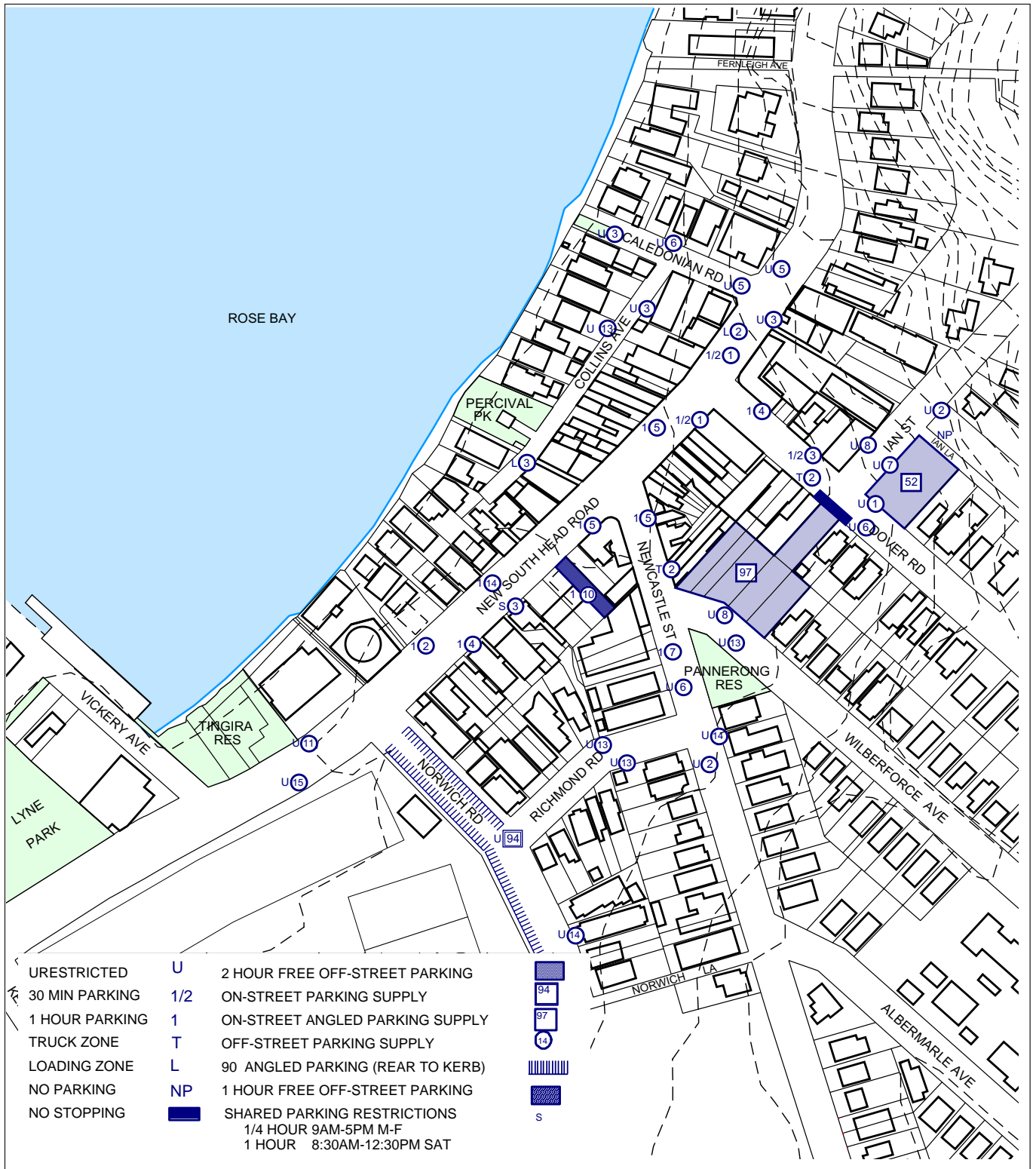
## PARKING INVENTORY

Application of Council's parking code suggests that there is adequate on-street and public parking in the Rose Bay commercial area. Taking into consideration demand by retail and the additional demand by local residents, tennis courts and professional and medical services nearby, there is a shortfall of 36 spaces. Parking management in the study area is poor. The centre lacks adequate short term parking restrictions close to business operations, and there is no protection of resident parking areas. Improvements to the layout of the Wilberforce Street parking area is also required. The commercial area lacks adequate loading zones for its servicing needs.

**Total public parking  
within commercial area**

<b>U</b>	<b>265</b>
<b>2</b>	<b>149</b>
<b>1</b>	<b>56</b>
<b>1/2</b>	<b>4</b>
<b>1/4</b>	<b>3</b>
<b>T</b>	<b>4</b>
<b>L</b>	<b>5</b>
<b>TOTAL</b>	<b>486</b>

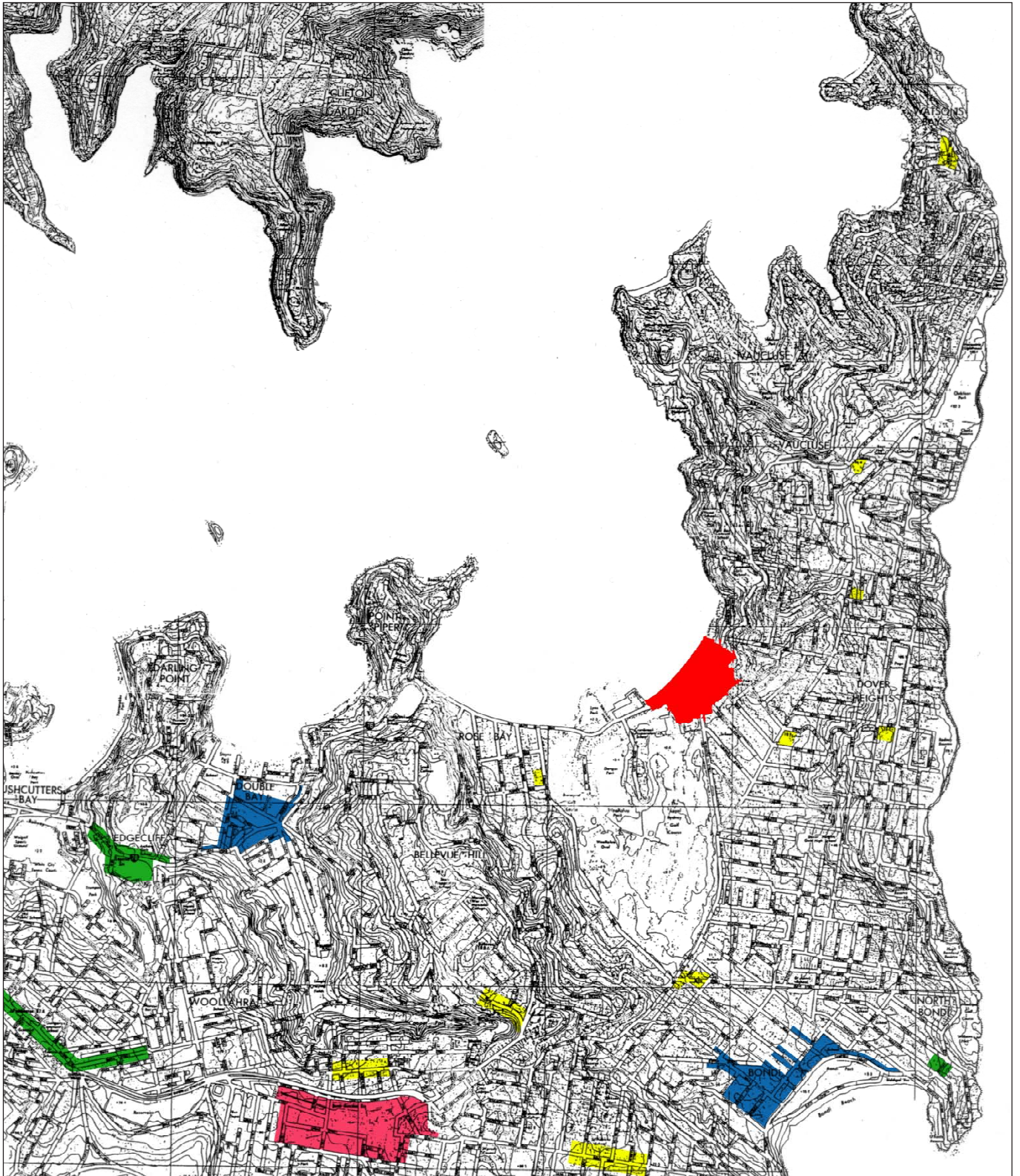




## 2.12

## RETAIL HIERARCHY

1	Edgecliff Centre	Neighbourhood
2	Double Bay	District / Boutique Designer Fashion
3	Paddington	Strip Boutique Designer Fashion
4	Bondi Junction	Regional (Westfield Shoppingtown)
5	Queen Street	Strip Boutique
6	Bondi Junction North	Local
7	Bellevue Hill	Corner
8	Bondi Road	Neighbourhood Strip
9	Bondi Beach	District/ Regional Tourism
10	Old South Head /Blair	Corner Local
11	Rose Bay	Community/ Neighbourhood
12	Plumer Road Rose Bay	Local Corner
13	North Bondi	Corner Local
14	East Rose Bay	Strip Local
15	Dover Heights	Corner Local
16	North Rose Bay	Local
17	Vaucluse	Local
18	Old & New South Head	Corner Local
19	Watson Bay	Local

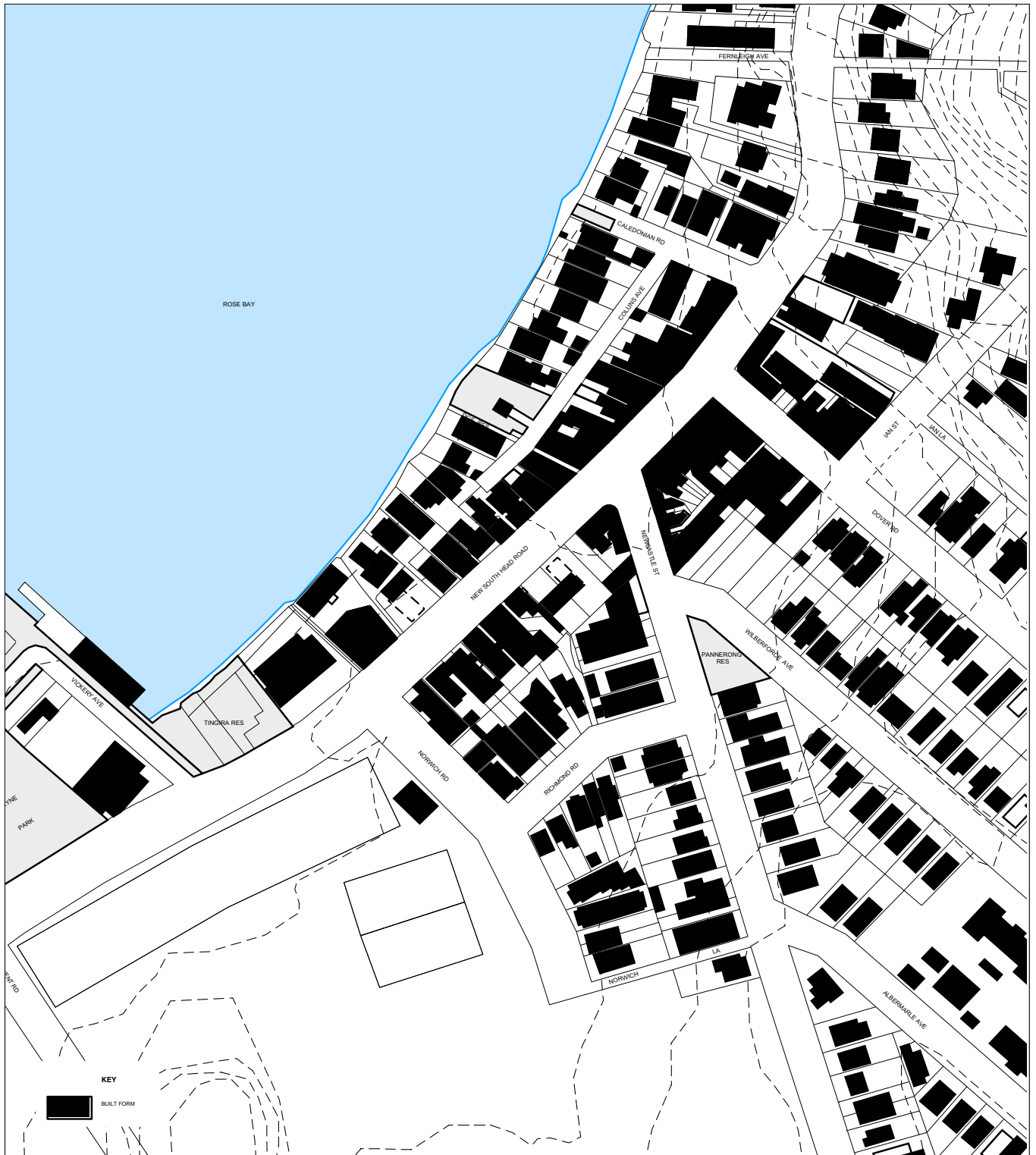




## 2.13 BUILT FORM

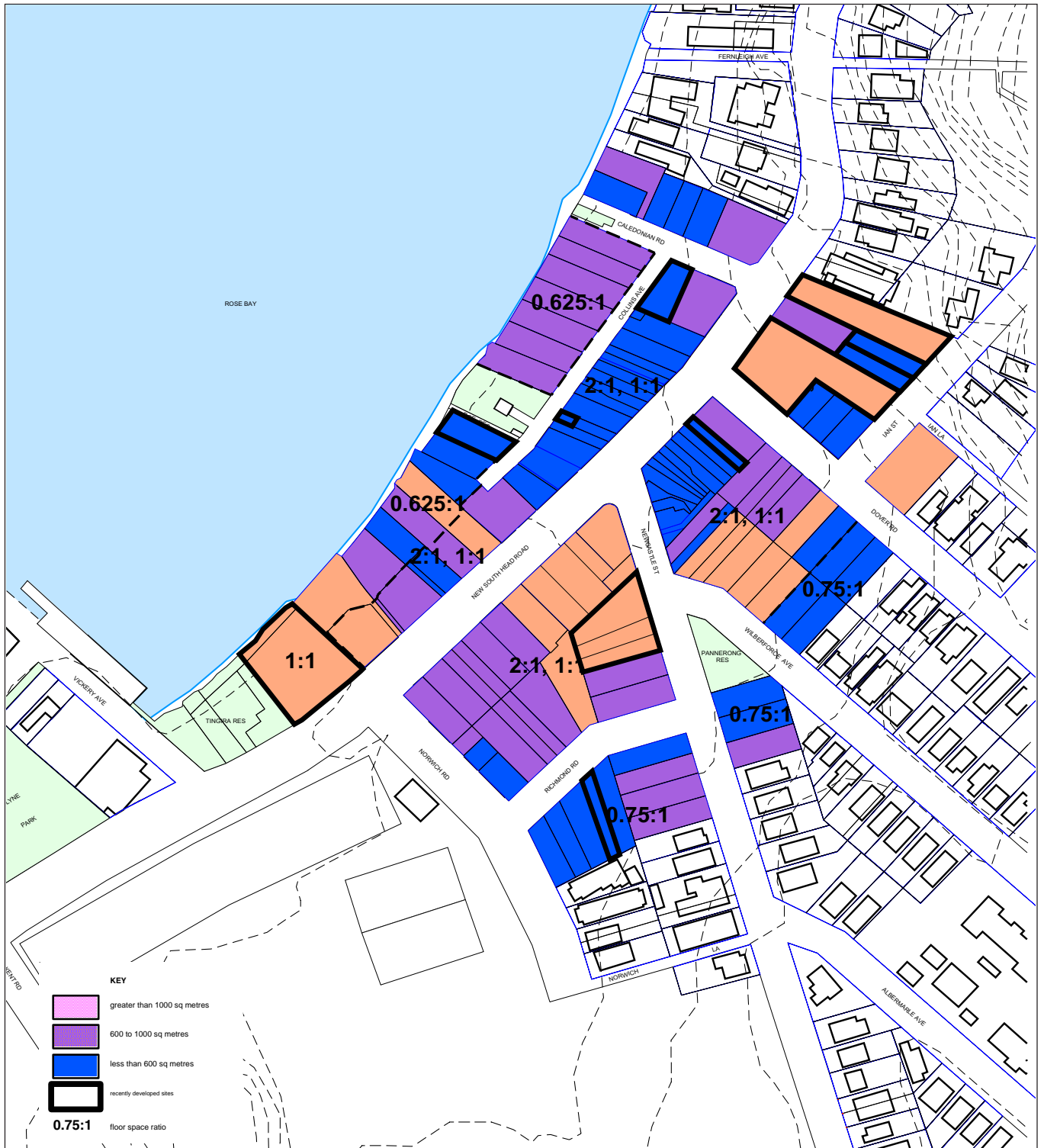
Buildings in the retail strip around the New South Head Road / Dover Road / Newcastle Street intersections, generally have narrow frontages. While the retail strip has continuous buildings, the freestanding buildings around the commercial core are generally apartment buildings, such as in Richmond Road, and single houses.

Larger footprints characterise the newer developments such as Mariner, Wintergarden, apartments at 833 New South Head Road and the recently approved DA at 11-19 Newcastle Street.



**2.14****LOT SIZE/RECENT  
DEVELOPMENTS**

Lot size varies considerably in the study area. Small lots dominate the strip retail area, with a range of between 130 square metres and 500 square metres. Larger sites generally occur at the fringe of the commercial centre where there have been amalgamations, ranging in area between 130 square metres and 2000 square metres.

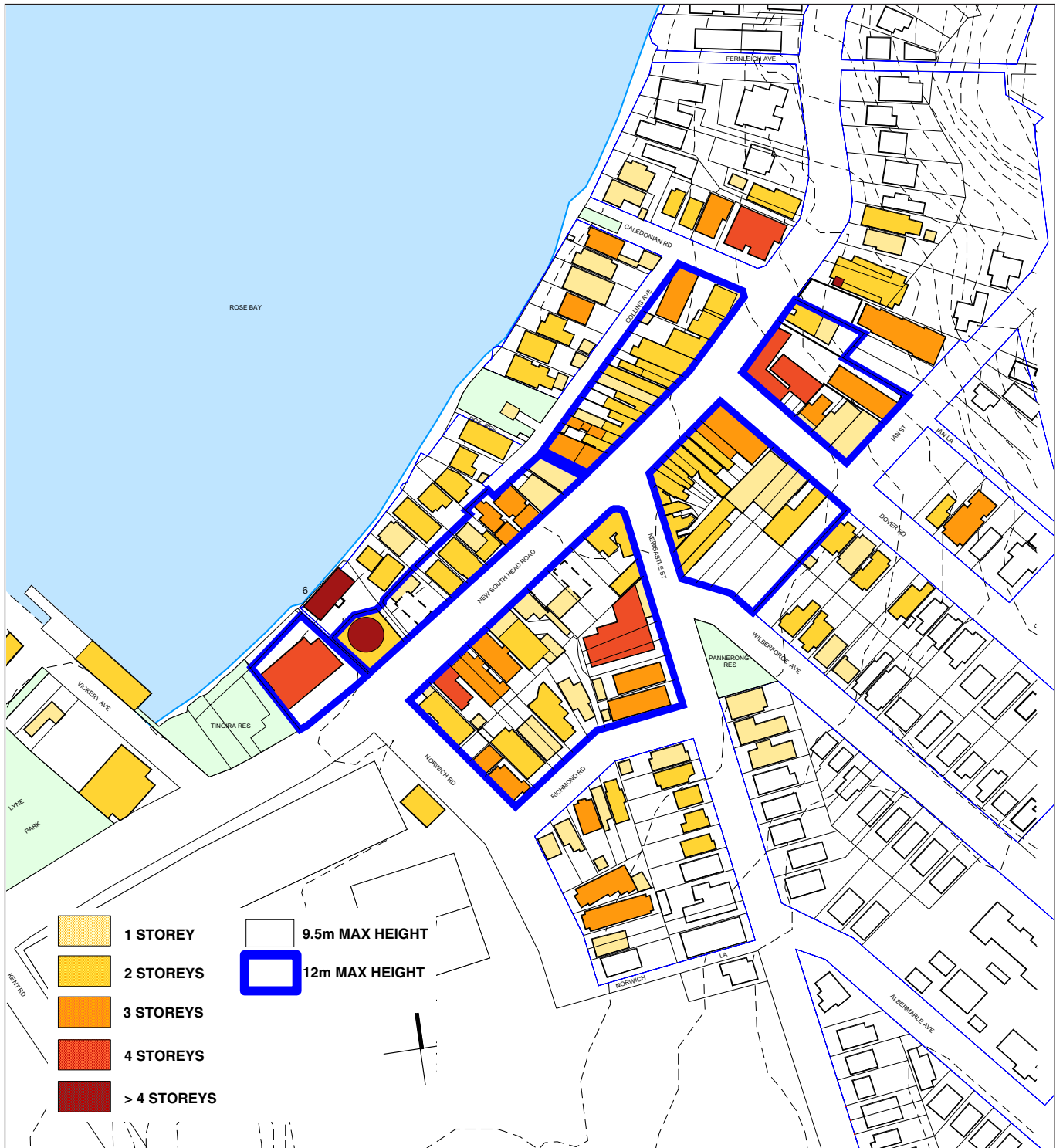


## 2.15

**BUILDING HEIGHT/  
HEIGHT CONTROLS**

The statutory height limit varies from 12m in the commercial area to 9.5m on the periphery. Given the allowable heights, there are a surprising number of single storey and two storey buildings in the study area. With few exceptions the four storey buildings are relatively new. There are two residential towers, developed in the 1960's and 1970's, of six and eight storeys between New South Head Road and the Harbour. The only other tall building element is the tower of St Mary Magdalene Church on New South Head Road.



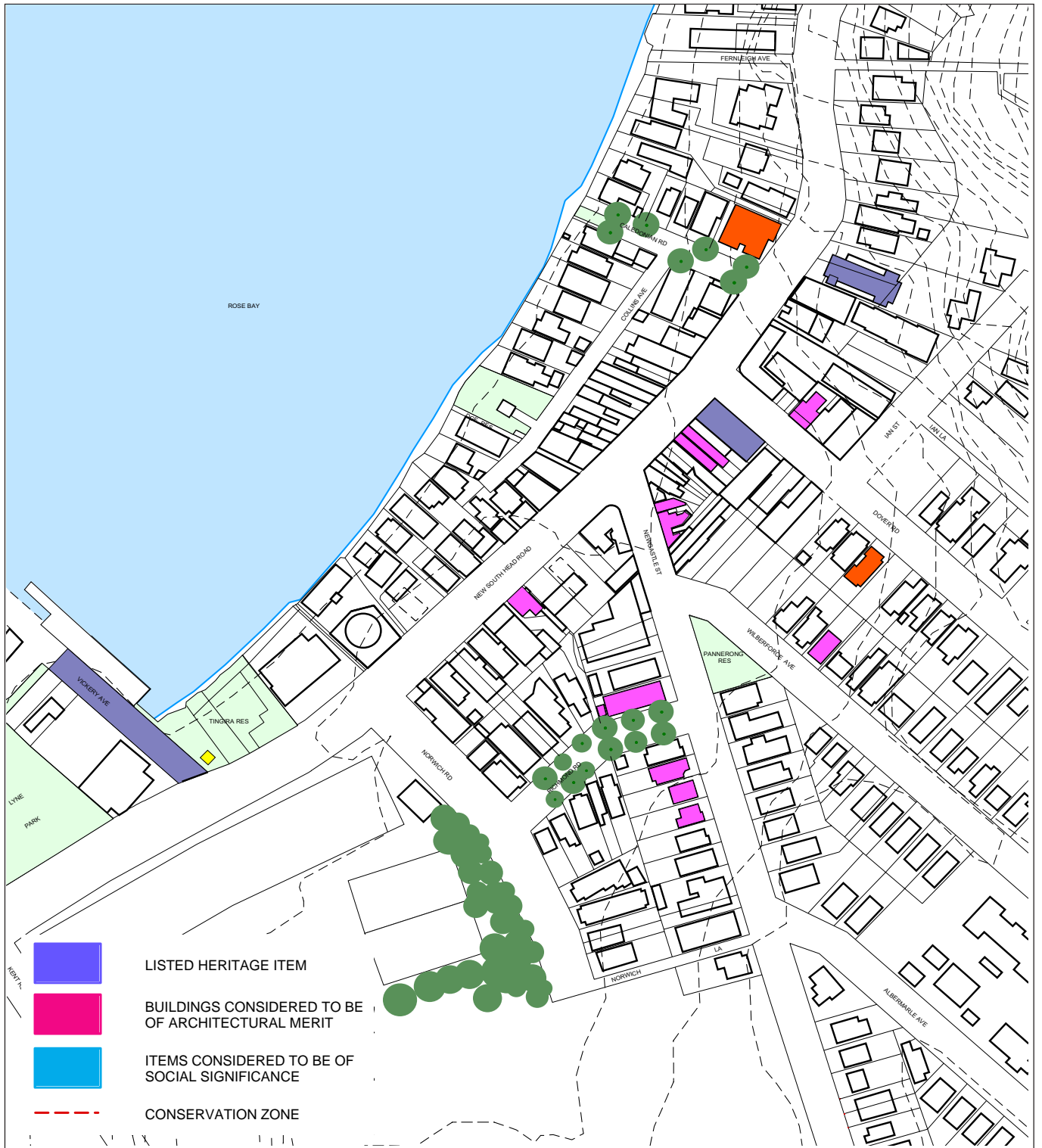


## 2.16

**CONSERVATION  
ZONES &  
HERITAGE ITEMS**

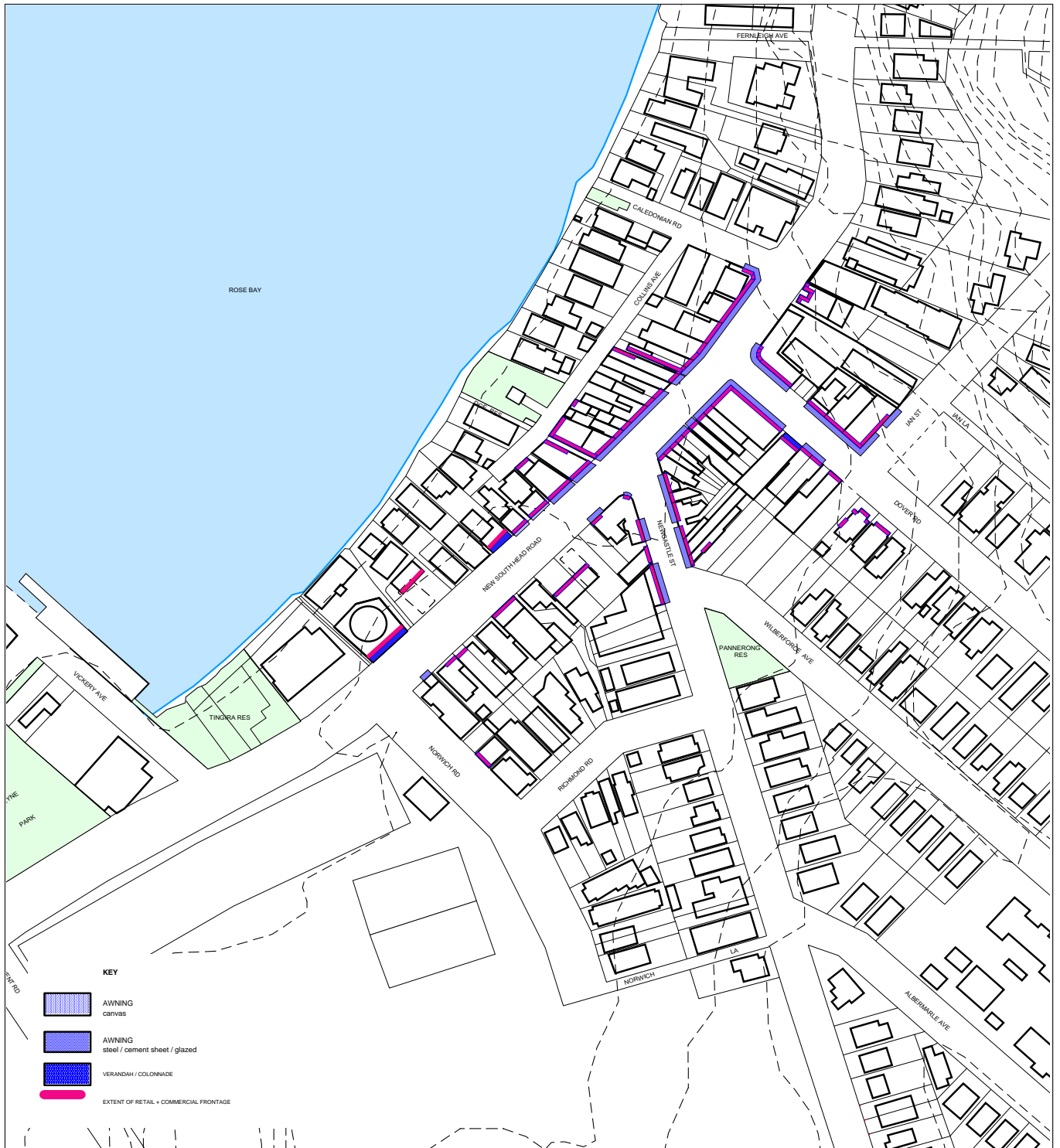
The few heritage items around the commercial core nonetheless contribute strongly to the area's character. St Mary Magdalene Church and tower and the Rose Bay Hotel on the corner of Dover Road help form the established image of Rose Bay.

There are also several buildings of some architectural merit which contribute to the urban form and streetscape.



**2.17****STREET AWNINGS/****RETAIL FRONTAGE**

Awning cover in Rose Bay is varied and discontinuous. Retail frontage is primarily along New South Head Road, Dover Road and Newcastle Street. There is some retail frontage onto Collins Avenue and along the arcades. The poor location of carpark entries in some new developments interrupts the continuity of retail frontage. The service stations on New South Head Road also break the pattern of retail frontage and alignment of buildings along the street.





# PART 3

# Hydraulic Summary

**3.1** PROBLEMS

**3.2** POTENTIAL



# Hydraulic Summary

## PART 3

The Rose Bay catchment covers a large area of approximately 140 hectares. There are three main pipe routes which drain the catchment in the vicinity of the Centre; via Caledonian Road, Worth Arcade and Norwich Road.

### 3.1 PROBLEMS

There are several problems with the existing stormwater system.

Extensive flooding occurred during several large storms in the 1980s, in particular the storm that occurred on the night of 8/9th of November 1984, which resulted in the flooding of 63 properties in the Centre.

A study was carried out in 1987 to assess the existing system and to present proposals to combat the problem. The existing system comprises an underground piped system fed by surface inlet pits and an overland flow system for events exceeding the capacity of the piped system. The study estimated the existing below ground stormwater system would surcharge in an event exceeding the 1 in 2 year ARI Storm.

Three preferred proposals were presented in this study to reduce the frequency of flooding in the Centre.

- Amplification of the Sydney Water line (\$1.125M 1987 dollars)
- Provision of a floodway at Worth Arcade (9m wide)
- Provision of a separate major line and additional inlets in the vicinity of Worth Arcade to act as an escape route for flood waters arriving at the Centre in a flood situation. (Note that this is not fail safe, as it depends on inlets being unblocked in a storm situation.)

A hydologic and hydraulic study has not been carried out to determine the additional flood protection that these works provide to the Centre.

An 1800mm diameter pipe was laid in 1989-90 in Caledonian Road to reduce flooding. This has reduced flooding somewhat since construction. (No details of the exact nature of this upgrading are available. It is unknown whether additional inlets were placed near Worth Arcade.)

All of the existing stormwater outlets that enter the harbour are large and unsightly.

It is difficult to provide basement car parking in the Rose Bay Centre due to the level of the groundwater table and the physical construction difficulties that arise.

### 3.2 POTENTIAL

There is potential to provide a fail safe system by providing a 9m wide floodway through Worth Arcade. This would allow safe overland surcharge via Worth Arcade and Percival Park if the whole system blocks. The potential magnitude of reduction in flood levels needs to be investigated.

There is potential to reduce the visual impact of the existing stormwater outlets and improve the amenity on the waterfront. In line with environmentally sustainable development principles, the use of gross pollutant traps will reduce pollutants such as silt, litter and to a smaller extent oils from entering and polluting the harbour.

Any development that proposes below ground parking should seek professional advice to ensure that:

- The groundwater table level is not affected by the development;
- The basement is not affected by the local area flooding;
- The groundwater table adjacent the proposed development is not altered in any way. Any changes in water level may result in the settlement of foundations.

# PART 4

## Parking Summary



# Parking Summary

## PART 4

There is a perceived shortfall in public parking on a demand basis although the actual quantity of public parking satisfies Councils's restrictive parking code rates. The Centre lacks improved circulation of parking areas and regular enforcement of time restricted spaces.

The Retail Summary showed that the Rose Bay Centre has the following capacities.

<b>Retail</b>	<b>10 000 to 11 000 m<sup>2</sup></b>
<b>Commercial</b>	<b>5 000 to 6 000 m<sup>2</sup></b>
<b>Residential</b>	<b>51 450 m<sup>2</sup> (510 x 2 bed apartments)</b>

Based on these figures in relation to the existing context, the net increases predicted are:

<b>Retail</b>	<b>1 164 m<sup>2</sup></b>
<b>Commercial</b>	<b>1 324 m<sup>2</sup></b>
<b>Residential</b>	<b>assume 300 x 2 bed apartments</b>

Hence the required additional parking using Council's existing code is as follows.

<b>Retail</b>	<b>27 spaces</b>
<b>Commercial</b>	<b>17 spaces</b>
<b>Residential</b>	<b>600 spaces &amp; 100 visitor spaces</b>

It is recommended that 80% to 100% of the retail parking demand should be made by an off-site contribution. The 80/20 split for private versus public parking is acceptable for commercial uses. However, for residential development the resident demand should be fully provided on-site with justification for any variance from the code specified in a traffic study with the DA. The visitor demand however, could be provided using the 80/20 principle.

It is relevant to note that the 1991 ABS Census data indicates rates of 0.9 cars per 2 bedroom unit within 3 and 4 storey developments, and 0.5 to 0.6 per 1 bedroom unit. Accordingly, it may be possible for developers to seek a 50% reduction in the parking requirement for 2 bedroom units. Council should also actively encourage 1 bedroom studio apartment style developments by using the rate of 0.5 spaces per unit in order to activate development, which will add life to the village and increase public transport usage.



# PART 5

## Economic Summary

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**5.1** RETAIL HIERARCHY

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**5.2** SUPPLY

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**5.3** RETAILING TRENDS

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**5.4** DEVELOPMENT FEASIBILITY

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# Economic Summary

## PART 5

### 5.1 RETAIL HIERARCHY

The retail industry classifies retail centres by their retail floor space size and the type of retailing contained within the centre as follows:

Centre Category	Catchment (Population)	Tenancies	GLA of Retail Per Centre
Super Regional Centres	200,000+	2 DS, 2 DDS, 2+SM, 100+SS	100,000+
Regional Centre	70,000 +	1 DS, 1 DDS, 2 SM, 60+SS	35,000 - 60,000
Sub Regional Centre	30,000 – 60,000	1 DDS, 2 SM, 20-60 SS	24,000 – 35,000
District or Community Centre	15,000 – 30,000	2 SM, 20 -40 SS	10,000 – 30,000
Neighbourhood Centre	10,000 – 20,000	1SM, 5 -30 SS	3,000 – 8,000
Local Centre	<10,000	3 -20 SS	< 5,000

DS Department Store  
 DDS Discount Department Store  
 SM Supermarket  
 SS Speciality Stores

Source: Consultant Research

The retail hierarchy of commercial centres in Woollahra is as follows:

1	Edgecliff Centre	Neighbourhood
2	Double Bay	District / Boutique Designer Fashion
3	Paddington	Strip Boutique Designer Fashion
4	Bondi Junction	Regional (The Rose Westfield Shoppingtown)
5	Queen Street	Strip Boutique
6	Bondi Junction North	Local
7	Bellevue Hill	Corner
8	Bondi Road	Neighbourhood Strip
9	Bondi Beach	District/ Regional Tourism
10	Old South Head /Blair	Corner Local
11	Rose Bay	Community/ Neighbourhood
12	Plumer Road Rose Bay	Local Corner
13	North Bondi	Corner Local
14	East Rose Bay	Strip Local
15	Dover Heights	Corner Local
16	North Rose Bay	Local
17	Vaucluse	Local

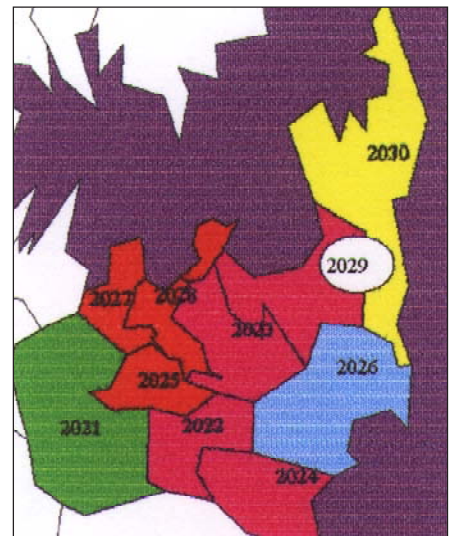
Rose Bay commercial centre is classified as a neighbourhood or community convenience centre with an estimated 9,364m<sup>2</sup> of retail floor space and 4,848 m<sup>2</sup> of commercial space<sup>1</sup>. Please refer to appendix 1 for further details of the Rose Bay floor space survey.

The primary trade area includes a population of 8,939 in Rose Bay and 13,052 in Dover Heights, Vaucluse and Watson Bay. Bellevue Hill with a population of 9,277 falls within the secondary trade area (See appendix 2).

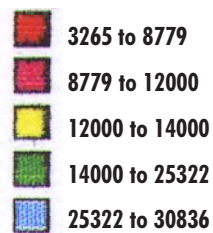
Adjusting catchment boundaries to take into account the shopping centres of Rose Bay East, Rose Bay North and Vaucluse, it is estimated that the primary trade area for the Rose Bay commercial centre has a population of around 18,000 - 20,000. The retail floor space is around 9,000 to 10,000 square metres of which about 4,000 to 6,000 sqm are in food and beverage retailing.

**AREA CORRELATED WITH POPULATION**

Postcode	Name	Population
2030	Dover Heights/ Vaucluse	13,052
2029	Rose Bay	8,939
2028	Edgecliff Double Bay	3,265
2027	Darling Point	7,663
2026	Bondi	30,836
2025	Woollahra	7,308
2024	Waverley	10,986
2023	Bellevue Hill	9,277
2022	Bondi Junction	10,382
2021	Paddington	15,704
	<b>TOTAL</b>	<b>117,412</b>



**POSTCODE/POPULATION DISTRIBUTION**



In 1991 the average shop front floor space per capita in the Sydney Metropolitan Area was 1.87sqm. In LGA of Woollahra, the amount of retail floor space was 150,000sqm with a population of 51,700. This equates to 2.90sqm of floor space per capita. This unusually high supply figure indicates:

- high disposal income of the local catchment area
- impact of tourism to supply
- Regional role of boutique/designer retail outlets

Even when the bordering local government areas of Waverley with Woollahra are combined the amount of retail floor per capita is still a high 2.36sqm per capita.

Double Bay, Paddington Shops and Bondi Junction have expenditure capture beyond their LGA boundaries reflecting their high fashion, household goods and designer content. Rose Bay on the other hand has a more localised capture, in effect reflecting its village role as a neighbourhood centre.

Rose Bay has 0.06sqm of supermarket floor space per capita which is well below the Sydney Metropolitan average of 0.22 - 0.3sqm per capita. This would indicate a desire for operators to increase floor space provision but the high cost of land is most likely the factor limiting this achievement. The quantum of commercial space to retail space is typical of neighbourhood centre - 1 sqm of commercial per 2 sqm of retail.

It should be noted that even with a stable or slightly declining population base, there is likely to be increased demand for retail space with continued growth in household incomes and growth in tourism expenditure.

A growth rate of approximately 1% to 1.5% per annum can be expected over the next ten years. This equates to 1,000 to 1,500 sqm of retail space.

## ROSE BAY RETAIL SURVEY

Code	Usage Classification	Number	Gross Floor Area (m <sup>2</sup> )	Average GFA (m <sup>2</sup> )
	<b>Food Retailing</b>			
5110	Supermarket and Grocery Stores	2	890	445
5121	Fresh Meat, Fish and Poultry Retailing	3	396	132
5122	Fruit and Vegetable Retailing	2	727	364
5123	Liquor Retailing	2	349	174
5124	Bread and Cake Retailing	4	364	91
5125	Takeaway Food Retailing	4	410	102
5126	Milk Vending	-	-	-
5129	Specialised Food Retailing	6	602	100
	<b>Personal and Household Goods Retailing</b>			
5210	Department Stores	-	-	-
5221	Clothing Retailing	6	291	49
5222	Footwear Retailing	1	38	38
5223	Fabrics and Other Soft Good Retailing	3	203	68
5231	Furniture Retailing	1	134	134
5232	Floor Covering Retailing	-	-	-
5233	Domestic Hardware and Houseware Retailing	2	371	186
5234	Domestic Appliance Retailing	-	-	-
5235	Recorded Music Retailing	-	-	-
5241	Sport and Camping Equipment Retailing	-	-	-
5242	Toy and Game Retailing	1	218	218
5243	Newspaper, Book and Stationary Retailing	1	134	134
5244	Photographic Equipment Retailing	3	232	77
5245	Marine Equipment Retailing	-	-	-
5251	Pharmaceutical, Cosmetics and Toiletry Retailing	3	395	132
5252	Antique and Used Goods Retailing	-	-	-
5253	Garden Supplies Retailing	1	305	305
5254	Flower Retailing	1	205	205
5255	Watch and Jewellery Retailing	4	236	59
5259	Retailing n.e.c.	6	472	79
5261	Household Equipment Repair Services (electrical)	1	67	67
5269	Household Equipment Repair Services n.e.c.	-	-	-
	<b>Selected Personal Services</b>			
5730	Cafes and Restaurants	4	472	118
pub	Pubs	1	685	685
8632	Optometry and Optical Dispensing	1	179	179
9511	Video Hire Outlets	1	448	448
9520	Tailors & Dressmakers	3	77	26
9521	Laundries and Dry Cleaners	2	106	53
9522	Photographic Film Processing	1	46	46
9526	Hairdressing and Beauty Salons	9	785	87
	<b>Retail Totals</b>	<b>79</b>	<b>9,836</b>	<b>125</b>
	<b>Commercial</b>			
R/E	Real Estate Agents	-	-	-
com	Commercial Space	2	592	296
prof	Professionals (eg solicitor, accountant)	1	134	134
edu	Education	-	-	-
bank	Bank & Credit Union	5	1,460	292
gov	Government	1	381	381
med	Medical	8	1,360	170
charity	Charity Organisation	-	-	-
?	Unclassified	2	749	374
	<b>Commercial Total</b>	<b>19</b>	<b>4,676</b>	<b>246</b>
	<b>Motor Vehicle Retailing Services</b>			
5311	Car Retailing	1	448	448
5312	Motor Cycle Dealing	-	-	-
5313	Trailer and Caravan Dealing	-	-	-
5321	Automotive Fuel Retailing	2	2,006	1,003
5322	Automotive Electrical Services	-	-	-
5323	Smash Repairing	-	-	-
5324	Tyre Repairing	-	-	-
5329	Automotive Repair and Services n.e.c.	-	-	-
	<b>Other</b>			
vac	Vacant	8	464	58

*In the past 20-30 years the social and economic trends that have impacted on retail development include the following:*

- Increase in the proportion of working women;
- Increase in the proportion of part-time and casual employment and reduction in full-time employment;
- Reduction in the proportion of households that match the 'traditional family' model and an increase in the number of single persons and single parent households;
- Increase disparity of household income, ranging from high double income households to households that rely on welfare;
- Ageing of the population;
- Increasing working hours for those in full-time employment.

*The growth in cash rich / time poor shoppers has lead to changes in the retail industry – namely the introduction and growth in:*

- the 'super-regional centre' (such as Westfields) which incorporates a large diversity of shops complemented by leisure activities and other facilities with an extensive trade area;
- convenience community centres' usually dominated by a supermarket to meet daily and weekly shopping needs;
- stand alone supermarkets' offering a just-in-time 'one stop shop' (petrol, video, pharmacy, groceries, fast food, etc);
- power centres' and 'category killers' offering extensive range of goods in low cost buildings;
- bulky goods retailing integrating warehousing with retailing;
- catalogue, mail order and internet shopping;
- fast food or just-in-time meals shopping.

These trends are polarising the retail hierarchy with the larger regional centres positioning themselves for a more dominant role in the provision of entertainment and customer services matched with increased retail floor space. Meanwhile the smaller local centres have made a comeback focusing on convenient access for "time poor" shoppers with increased supermarket store sizes and trading hours but with reduced numbers of speciality retailers. The less successful neighbourhood and district centres have lost trade resulting in higher vacancies, declining rental levels and the conversion or redevelopment of old strip shops.

Regional centres are too large to focus on the issue of quick convenience. A market niche has therefore emerged for smaller centres to provide this convenience of quick in and quick out shopping. Furthermore, many people find the larger malls impersonal and they seek a sense of community with the smaller convenience centres. Such smaller neighbourhood centres can incorporate community services and facilities, integrated residential development and restaurants to provide an urban village that the community can identify as their local community.

The Rose Bay commercial centre as a “Village” is ideal to satisfy demand. In a retailing sense its success is dependent upon:

- access to modern food and beverage operations,
- an appropriate retail mix of other speciality food, necessity items and local services,
- provision of conspicuous, convenient car access and parking,
- better pedestrian access between car park, shops and public transport,
- a community focal point or square that captures the identity of the centre, and
- improved car accessibility.

It is recognised that over the next two decades significant change will occur in the retail industry, shaped by new technologies, an ageing population, increased female participation in the workplace and changing consumer preferences. This will place increased pressure on the existing retail hierarchy to adapt or otherwise lose market share. The outlook suggested by many industry experts include:

- expansion of the regional centres with a stronger element of leisure,
- continued suburbanisation of office space,
- strong growth in the bulky retailing centres with the ‘big box’ retailers looking to capture market share from the department stores,
- growth in the size of supermarket floor sizes, extended trading hours and market share of the food and beverage household expenditure,
- pressure from supermarket and big box retailers to develop outside commercial centres for economic and operational reasons,
- loss of many traditional speciality retailers, and
- potential rise in electronic shopping.

A masterplan and its implementation strategy needs to recognise the dynamics of the above changes and the nature of consumer demand, while also being mindful of the issues of landowner’s equity and the economic impact such change will bear upon the retailers and employees within the established commercial centres.

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*Market*

Land values in the commercial centre are

2-\$3,000/sqm for land values.

Availability of sites

Interpretation of planning law

Only two new developments - need 2:1 residential to make it viable

Plus parking under code

Need to consolidate sites, cash contribution in lieu of on-site parking

## 5.4

## DEVELOPMENT

## FEASIBILITY

Unimproved land values in the retail centre are currently around \$2,000 to \$3,000 per square metre. There is stronger interest amongst developers in residential development than retail and commercial. Partly this is due to lower risk and partly due the adequate supply of retail space for the trade area. There has only been one recent development in the retail centre - corner of Dover Road and New South Head Road and there is one current development application for a mixed-use development in Newcastle Street. Both developments had sought a SEPP 1 variation to the planning instrument to permit a higher proportion of residential space and a proportion of retail space considerably lower than the allowable 1:1. Further development is constrained in the following ways:

- The local planning instrument only allows residential floor space to site area at a ratio of 1:1. For full residential projects this translates to a land cost of over \$200,000 per 2-bedroom unit which is considered too high for the market. A 2:1 FSR translates to a land cost of \$100,000 to \$150,000, which is considered feasible.
- Ownership is fragmented in small parcels and any reasonable sized development will generally require amalgamations of 2 or more sites. Availability of sites is limited.
- Council's car parking code requires on site parking which is difficult to achieve cost effectively with ground floor retail space. The provision of a cash contribution in lieu of directly providing on-site parking would improve the feasibility of development.



# PART 6

# Urban Potential

- 6.1 INTRODUCTION
- 6.2 PUBLIC DOMAIN POTENTIAL
- 6.3 POTENTIAL FOR A ROSE BAY VILLAGE CENTRE
- 6.4 FORESHORE CONNECTIONS
- 6.5 STORMWATER STRATEGIES
- 6.6 PARKING STRATEGIES
- 6.7 POTENTIAL DEVELOPMENT SITES

# Urban Potential

## PART 6

### 6.1

#### INTRODUCTION

Urban potential synthesises the analysis information to explore a range of strategies for the future urban form of the Centre. It is organised within the broad categories of public domain potential and private domain potential.

Public domain potential looks at the publicly accessible places, and explores the potential for a village Centre and foreshore connections. It also includes stormwater and parking strategies.

Private domain potential investigates private development potential, focusing on issues such as height.

The format utilises sketch plans, sections and photographs, with written summaries and captions.

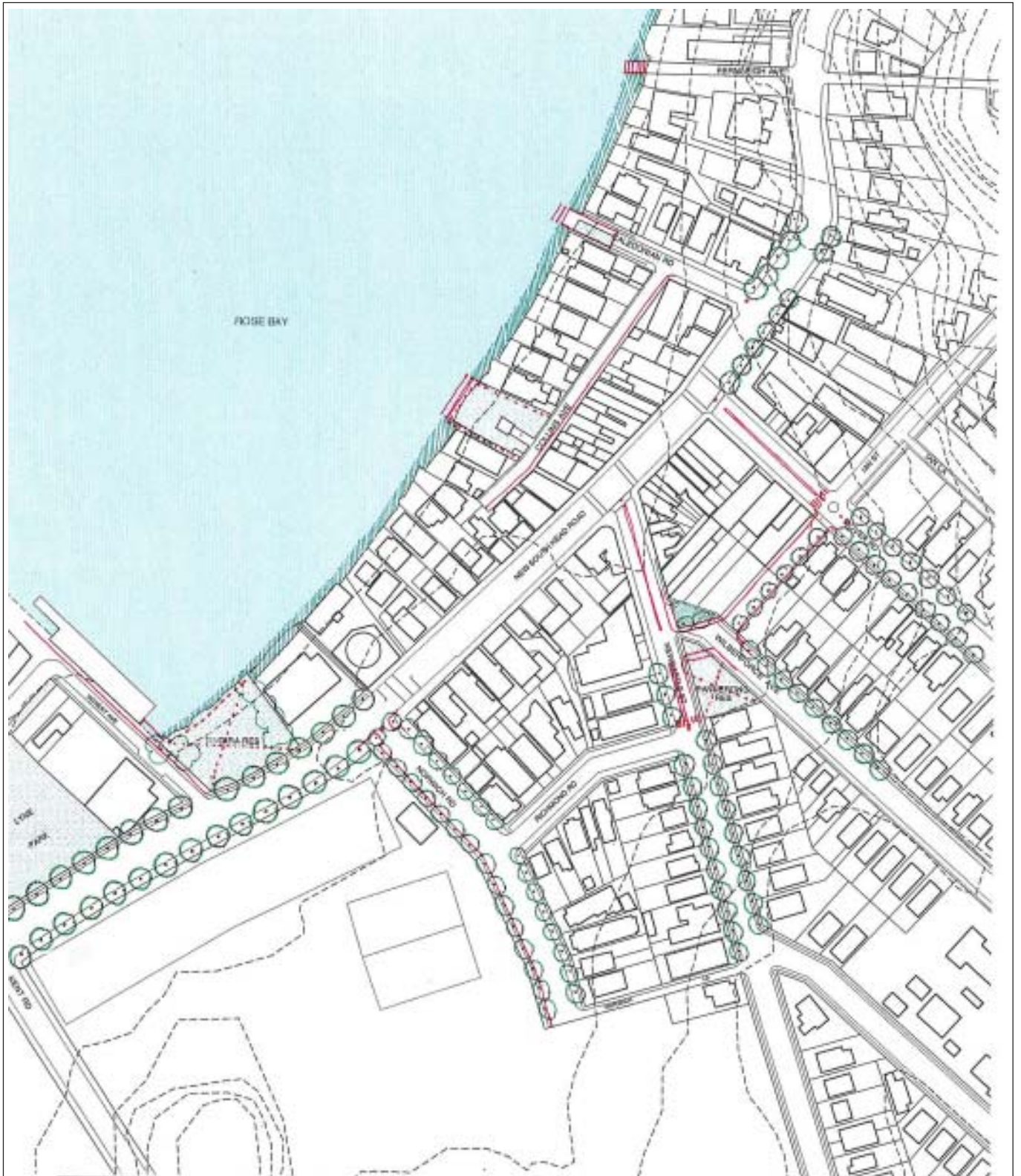
## 6.2

## PUBLIC DOMAIN

## POTENTIAL

There are opportunities to significantly improve Rose Bay's Public Domain by;

- upgrading existing parks and places, by improving paving, landscape and street furniture to create a coordinated series of open spaces catering to a large range of uses and special characters.
- upgrading existing waterfront access points to take better advantage of Rose Bay Center's proximity to the harbour.
- improve streetscapes in and around the centre, taking account of the particular character of each street. Design elements can include improved medians, kerb and intersection designs and a coordinated street tree planting program.



## 6.3

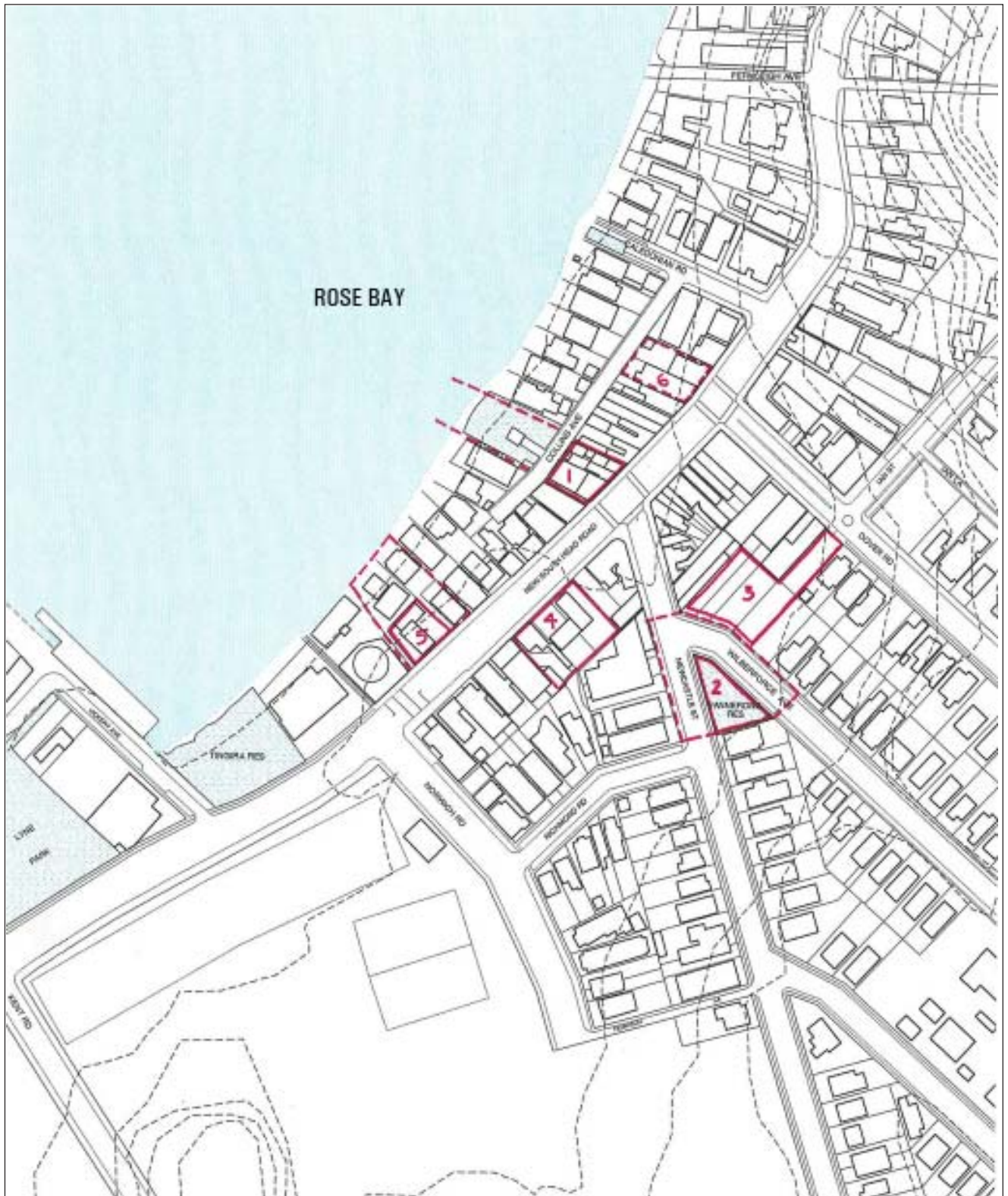
**POTENTIAL FOR A  
ROSE BAY VILLAGE  
CENTRE**

Rose Bay Centre lacks a specific spatial, social, visual or functional focus.

Examination of comparable local centres indicates that a range of possibilities for an enhanced public focus exist, including a square / park / mall / arcade / landmark building or public community building.

With some amalgamation of lots, a number of strategically located sites, in both public and private ownership, have the potential to become such centres.





## 6.4

## FORESHORE

## CONNECTIONS

Rose Bay is one of the few local centres sited adjacent to the Sydney Harbour. Major opportunities exist to better relate the centre to the waterfront, and connecting existing existing foreshore public facilities into a coherent network.

There are three existing public places in the study area that provide access points to the Harbour foreshores. These are Tingara Reserve, Percival Park and Caledonian Road.

In addition there are a number of other public places adjoining the centre that could be better connected to the create a more public foreshore, including Lyne Park to the west, and Fernleigh Avenue and Dumaresq Reserve to the east.



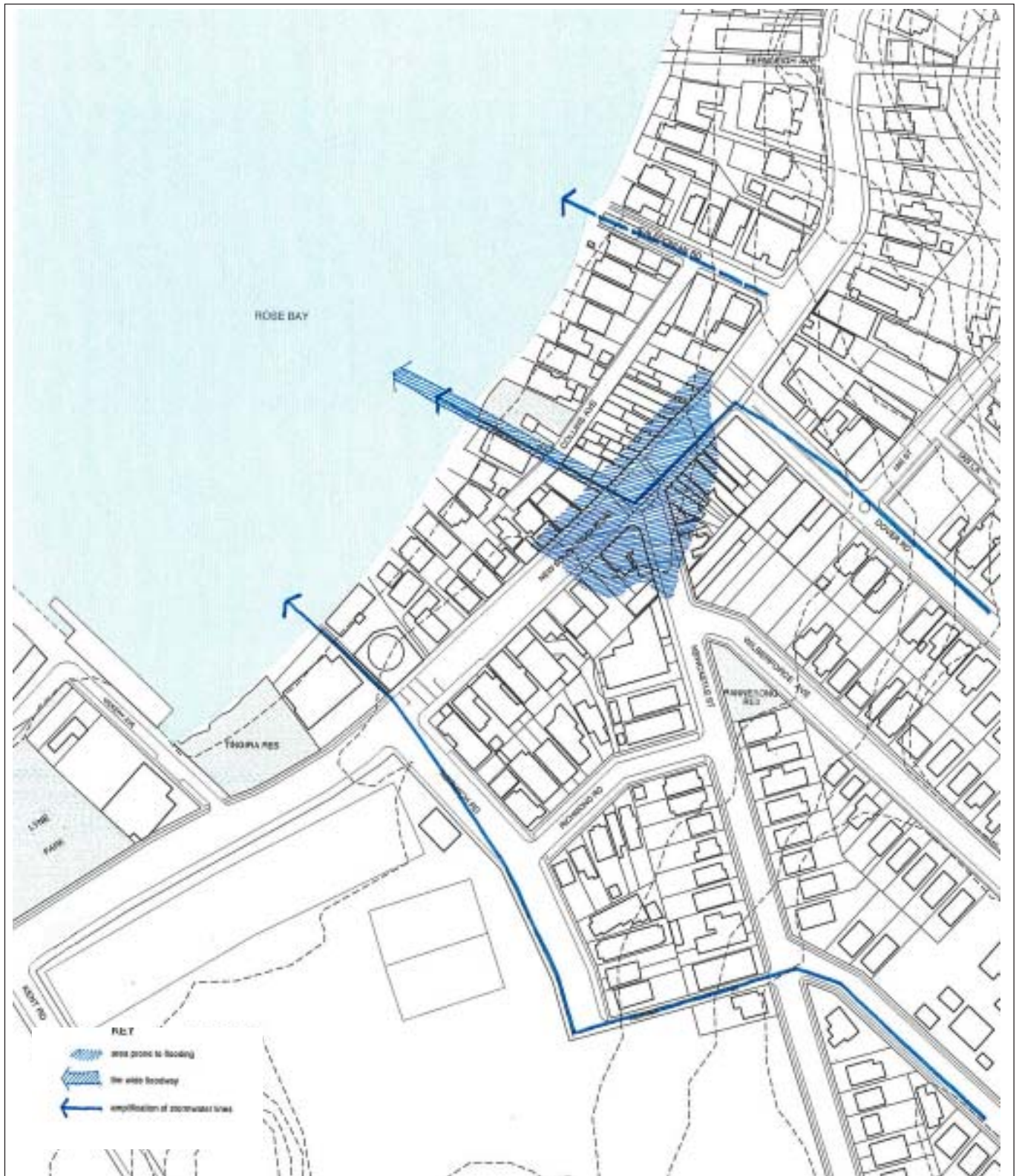


## 6.5 STORMWATER STRATEGIES

Given the intensity of the 1984 floods, the possibility of flash flooding affecting the shopping strip along New South Head Road continues to be a risk. The stormwater management advice proposes the augmentation of the existing narrow overland flow paths to achieve a nine meter total width to allow stormwater discharge to the harbour.

The natural low point is in the vicinity of Worth Arcade, which desirably should be enlarged to allow the overland flow to continue via Percival Park to the Harbour.

Existing below ground pipe systems, well maintained and amplified if necessary, provide discharge for rainfall of lesser intensity



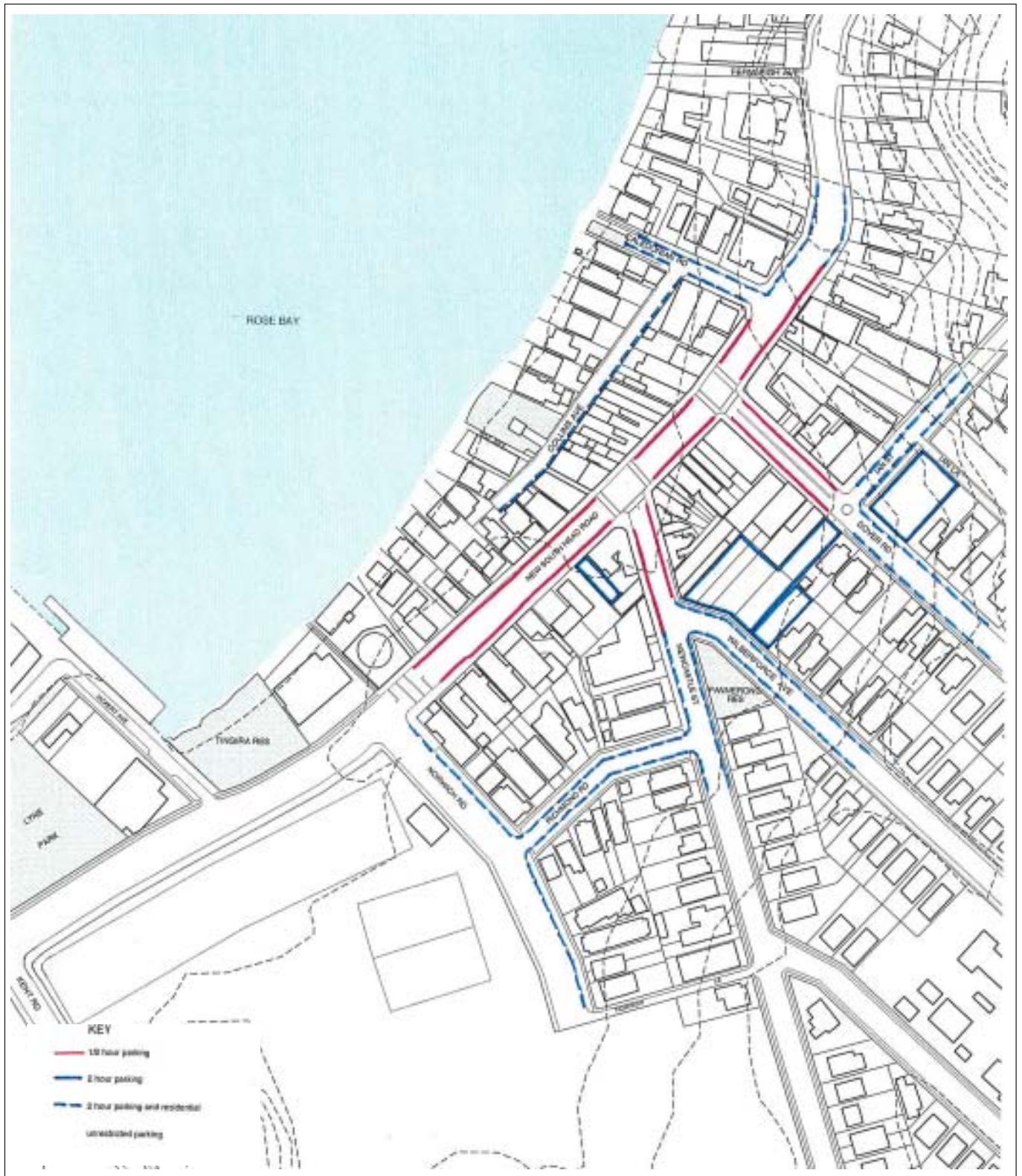
## 6.6

**PARKING STRATEGIES**

It is possible to better manage existing parking resources to better serve the needs of Rose Bay shopkeepers, residents and visitors.

Short stay (half hour) parking can be concentrated on the core area. The dedicated off-street parking areas can have two hour parking. A resident parking scheme with 2 hour time limit can be instituted at the fringe of the commercial parking areas while unrestricted parking can remain further from the centre and on the west side of Norwich Road





## 6.7

## POTENTIAL

## DEVELOPMENT SITES

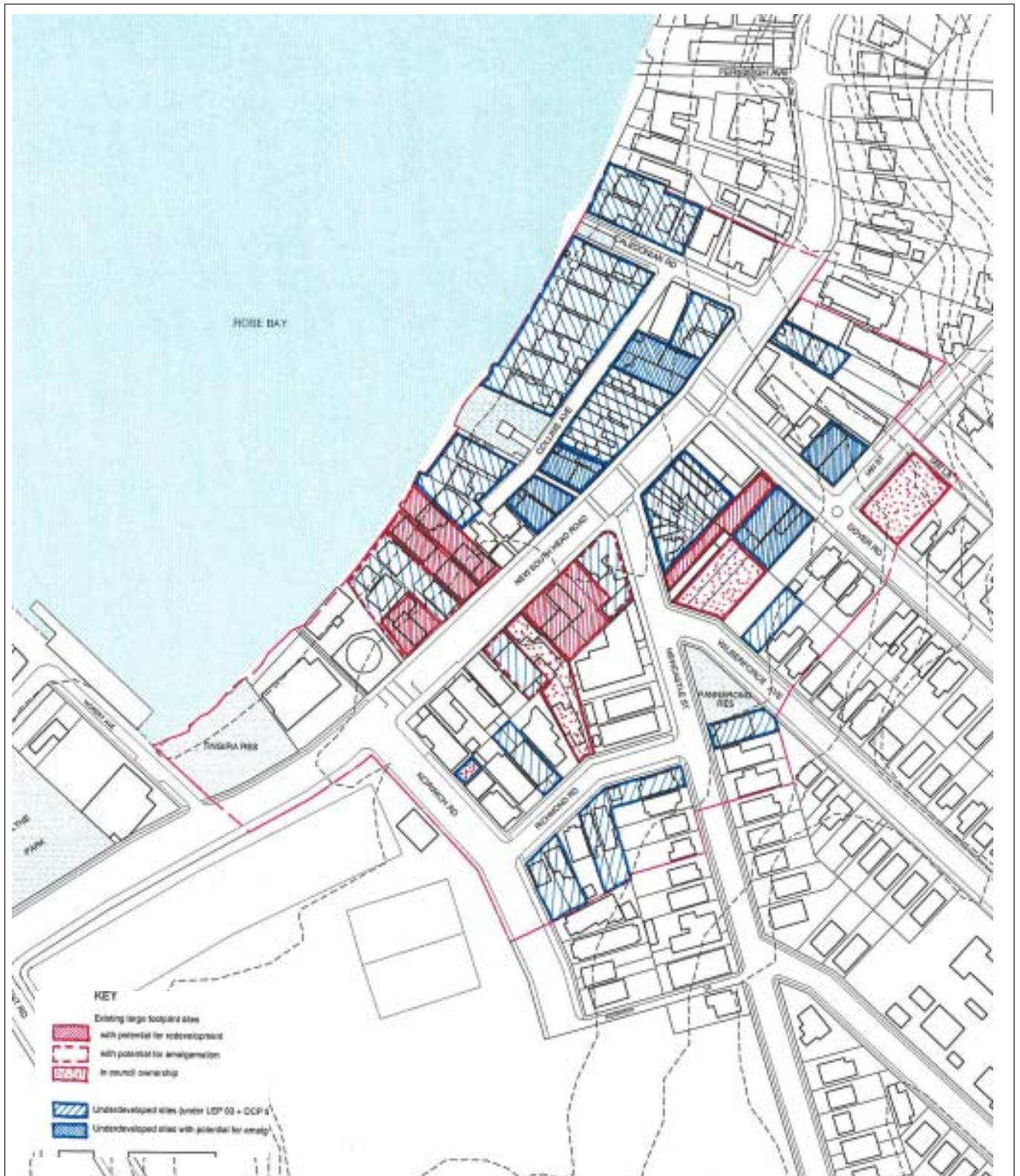
Most recent developments in Rose Bay have been of two types:

- redevelopment on larger sites, sometimes formed by amalgamation
- smaller scale or incremental additions on smaller lots

Given the centre's subdivision pattern and the development framework of the LEP 1995, it is likely that this pattern will continue for the foreseeable future.

Accordingly, a new Rose Bay Centre DCP must formulate the controls that take account of the area's specific characteristics. Larger developments need to be integrated into the fine grain and village-like scale of the of the centre while smaller sites need controls that provide incentives for upgrading.









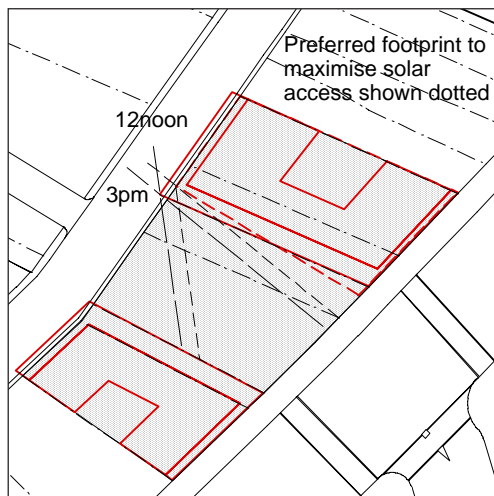
# Appendix

## ROSE BAY CENTRE SQUARE - CONCEPT DESIGNS

The area in the vicinity of Worth Arcade is considered an ideal location for a Rose Bay Village Centre, in the form of a new square. A square in this location has the potential to create a memorable focus for the Centre, linking the centre visually and physically to the harbour foreshore, thereby taking advantage of its unique setting.

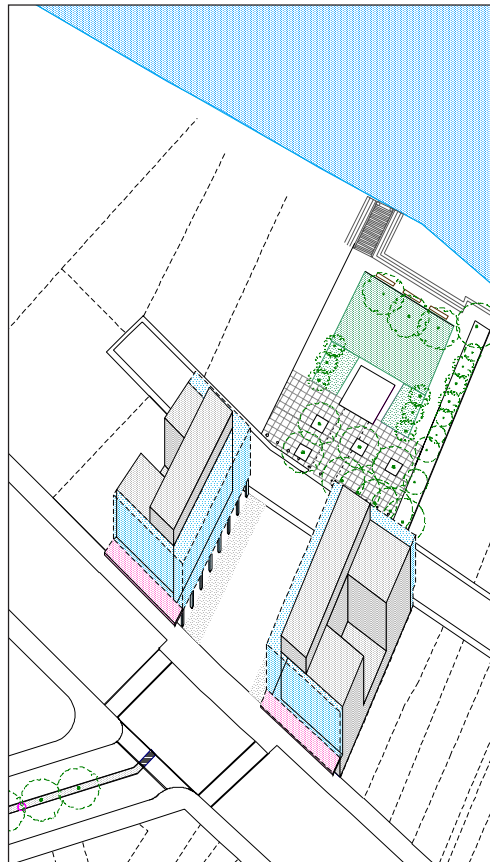
The following investigations indicate the location of the proposed square and provide concept designs.

Solar access diagrams demonstrate that a square in this location can be designed to be sunny from about midday mid-winter. Indicative floor space calculations have been prepared to determine the feasibility of providing a public square as part of a private development. They assist in the drafting of bonuses, guidelines and controls in the Rose Bay Centre Development Control Plan, which encourage this public benefit.



### INDICATIVE DEVELOPMENT CALCULATIONS

<b>SITE AREA</b>	<b>1650sqm</b>
<b>MAXIMUM FLOOR AREA</b> (based on FSR 2:1)	<b>3300sqm</b>
<b>ENVELOPE AREA</b> (includes area for building articulation)	<b>3245sqm</b>

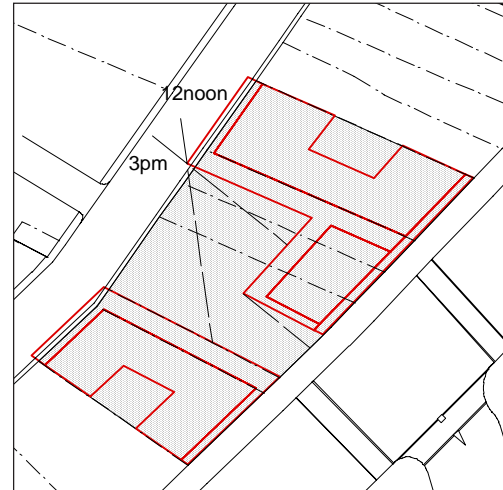
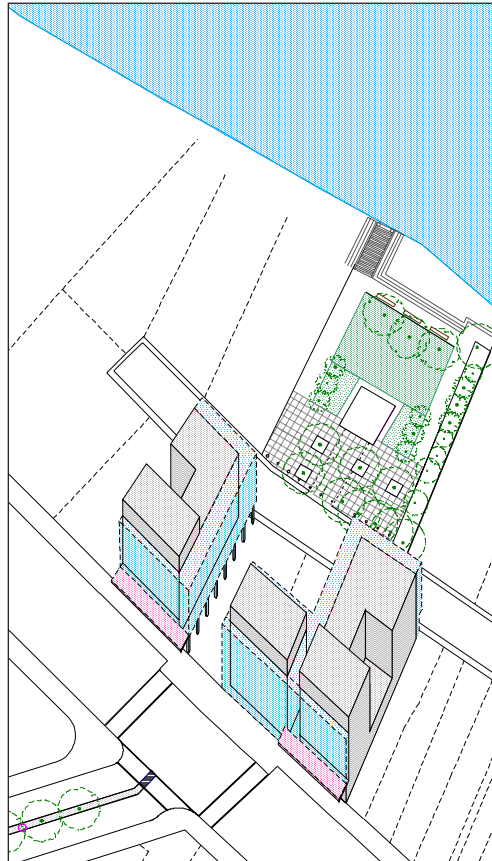


### ROSE BAY CENTRE SQUARE DESIGN CONCEPT 1

Generous square creating a strong link at the end of Newcastle Street between the Centre and the harbour foreshore. Colonnades provide protected edges to the square.

**ROSE BAY CENTRE SQUARE  
DESIGN CONCEPT 2**

North facing square  
overlooking Percival Park.



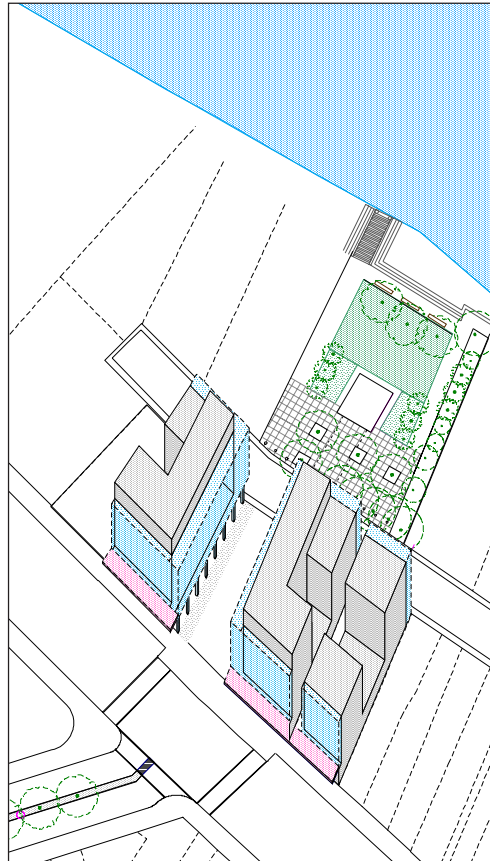
**INDICATIVE DEVELOPMENT CALCULATIONS**

<b>SITE AREA</b>	<b>1650sqm</b>
<b>MAXIMUM FLOOR AREA</b>	<b>3300sqm</b>
<b>ENVELOPE AREA</b>	<b>3565sqm</b>



#### INDICATIVE DEVELOPMENT CALCULATIONS

<b>SITE AREA</b>	<b>1235sqm</b>
<b>MAXIMUM FLOOR AREA</b>	<b>2470sqm</b>
<b>ENVELOPE AREA</b>	<b>2660sqm</b>

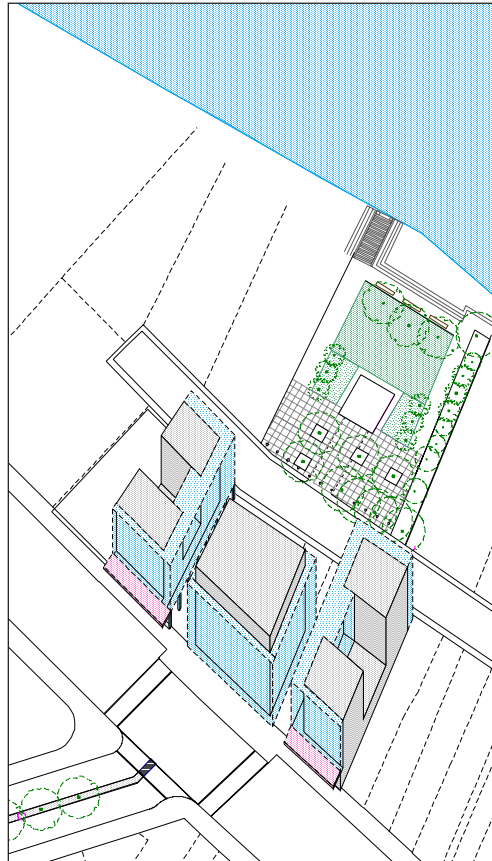


#### ROSE BAY CENTRE SQUARE DESIGN CONCEPT 3

Square linking New South Head Road with Percival Park and the harbour foreshore.

# ROSE BAY CENTRE SQUARE DESIGN CONCEPT 4

North facing square with  
landmark building at the  
end of Newcastle Street.



## INDICATIVE DEVELOPMENT CALCULATIONS

SITE AREA	1650sqm
MAXIMUM FLOOR AREA	3300sqm
ENVELOPE AREA	3417sqm