



Environmental Planning Committee



Agenda

Tuesday 15 June 2021

6.00pm

Compliance with social distancing requirements to limit the spread of COVID-19 virus at Council and Committee Meetings:

Amendments have been made to the *Local Government Act 1993* to allow councils to meet remotely to reduce the risk of COVID-19 and ensure compliance with the Public Health Order.

In line with social distancing requirements to limit the spread of the COVID-19 virus Woollahra Council will be webcasting Council (i.e. Ordinary and Extraordinary) and Committee meetings (i.e. Environmental Planning (EP), Finance, Community & Services (FC&S) and Strategic & Corporate (S&C) (until further notice).

The Mayor, Councillors and staff will be participating in meetings by **attending in person**, however given social distancing requirements members of the public are unable to attend meetings in person. Members of the public are invited to watch and/or listen to Council meetings live by either using conferencing technology or by teleconference. Public participation online or by phone will be managed in accordance with meeting procedures.

Meetings will be webcast and member of the public can watch and listen to meetings live (via Council's website) or dial in to listen to the meetings using a telephone.

You may also submit late correspondence. Instructions on how to do this are provided below:

- **To watch the meeting live (from 6.00pm)**
Details on how to watch the meeting live will be available at Environmental Planning Committee Agendas, Audio Recordings and Minutes – https://www.woollahra.nsw.gov.au/council/meetings_and_committees/committees/environmental_planning_committee_ep/ep_agendas_and_minutes
- **To submit late written correspondence (submit by 12noon on the day of the meeting)**
Members of the public may submit late written correspondence on an agenda item being considered at the Council meeting. If you wish to make a written submission on an item on the agenda, please email your submission to records@woollahra.nsw.gov.au by 12noon on the day of the meeting.
- **To register to address the meeting (submit by 12noon on the day of the meeting)**
Members of the public may register to speak on an agenda item being considered at the Finance, Community & Services Committee meeting, by registering via email records@woollahra.nsw.gov.au by 12noon on the day of the meeting. Following your registration you will be emailed the details and instructions on how to join the meeting.

If you are experiencing any issues in joining the meeting please call (02) 9391 7001.

An audio recording of the meeting will be uploaded to Council's website following the meeting by 5.00pm on the next business day.

Disclaimer:

By using conferencing technology or by teleconference, listening and/or speaking at Council or Committee Meeting members of the public consent to their voice and personal information (including name and address) being recorded and publicly available on Council's website. Councillors, staff and members of the public are advised that meeting are being lived streamed, accessible via a link from Council's website.

By addressing and/or listening to a Council or Committee meeting, members of the public consent to their voice and personal information (including name and address) being recorded and publicly available on Council's website.

Accordingly, please ensure your address to Council is respectful and that you use appropriate language and refrain from making any defamatory statements or discriminatory comments.

Woollahra Council does not accept any liability for statements, comments or actions taken by individuals during a Council or Committee meeting.

Any part of the meeting that is held in closed session will not be recorded.

People connecting to this meeting by conferencing technology or teleconference are reminded that under the *Local Government Act 1993*, the recording of meetings by a member of the public using any electronic recording device including a mobile phone or video camera is not permitted. Any person found recording without the permission of Council may be expelled from the meeting.

The audio recording of each meeting will be retained on Council's website for a minimum period of 6 months. After that period has passed, recordings of meetings may be disposed of in accordance with the *State Records Act 1998*.

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For further information please visit www.woollahra.nsw.gov.au

Recommendation only to the Full Council ("R" Items):

- Such matters as are specified in Section 377 of the Local Government Act and within the ambit of the Committee considerations.
- Broad strategic planning matters including those initiated at State and Federal Government level.
- Urban design studies.
- Planning proposals and local environment plans.
- Development control plans and guidelines.
- Development contribution plans.
- Heritage conservation studies, assessments and controls.
- Commercial centres' studies.
- Residential studies and strategies.
- Parks and Reserves Plans of Management (Strategies, Policies and Objectives).
- Flood Management Strategies.
- Recreation Policies and Strategies.
- Sustainability Policies and Strategies.
- Transport Strategies.
- Tree Policies and Strategies.
- Matters requiring the expenditure of moneys and in respect of which no Council vote has been made.
- Matters requiring supplementary votes to Budget.
- Matters not within the specified functions of the Committee.
- Matters reserved by individual Councillors in accordance with any Council policy on "safeguards" and substantive changes

Delegated Authority to be determined at Committee level ("D" Items):

- 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.
- Statutory reviews of Council's Delivery Program and Operational Plan.
- Any other matter falling within the responsibility of the Environmental Planning Committee and not restricted by the Local Government Act or required to be a Recommendation to Full Council as listed above.

Environmental Planning Committee Membership:

7 Councillors

Quorum:

The quorum for Committee meeting is 4 Councillors

Woollahra Municipal Council

Notice of Meeting

10 June 2021

To: Her Worship the Mayor, Councillor Susan Wynne, ex-officio
Councillors Mary-Lou Jarvis (Chair)
Nick Maxwell (Deputy Chair)
Luise Elsing
Matthew Robertson
Isabelle Shapiro
Mark Silcocks
Toni Zeltzer

Dear Councillors,

Environmental Planning Committee – 15 June 2021

In accordance with the provisions of the Local Government Act 1993, I request your attendance at Council's **Environmental Planning Committee** meeting to be held in the **Thornton Room (Committee Room), 536 New South Head Road, Double Bay, on Tuesday 15 June 2021 at 6.00pm.**

Members of the public are advised that you may watch the meeting live via Council's website using conferencing technology. If you would like to register to address the Environmental Planning Committee meeting please email records@woollahra.nsw.gov.au by 12noon on the day of the meeting.

Watch and listen to the meeting live via Council's website:

https://www.woollahra.nsw.gov.au/council/meetings_and_committees/committees/environmental_planning_committee_ep/ep_agendas_and_minutes

A audio recording of the meeting will be uploaded to Council's website following the meeting by 5.00pm on the next business day.

The safety of our community, Councillors and our staff is Council's number one priority and we thank you for your patience and understanding at this time.

If you have any difficulties accessing the meeting please contact (02) 9391 7001.

Craig Swift-McNair
General Manager

Meeting Agenda

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| 1. | Leave of Absence and Apologies | |
| 2. | Late Correspondence | |
| 3. | Declarations of Interest | |

Items to be Decided by this Committee using its Delegated Authority

| | | |
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| D1 | Confirmation of Minutes of Meeting held on 10 May 2021 - 21/91839 | 7 |
| D2 | Ecological Sustainability Taskforce Minutes - 17 May 2021 - 21/104289 | 19 |
| D3 | Double Bay Working Party Minutes - 25 May 2021 - 21/107004..... | 33 |
| D4 | Oxford Street & Paddington Working Party Minutes - 27 May 2021 - 21/107063..... | 41 |
| D5 | Small Business Working Party minutes - 28 May 2021 - 21/107174..... | 49 |

Items to be Submitted to the Council for Decision with Recommendations from this Committee

| | | |
|----|---|-----|
| R1 | Planning Proposal - Heritage Listing of the Cadry's building at 133 New South Head Road, Edgecliff & Planning Proposal - Removal of the land reserved for acquisition along New South Head Road, Edgecliff - 21/73189 | 57 |
| R2 | Draft DCP to Enhance the Neighbourhood Heritage Conservation Areas Controls - 21/87548..... | 177 |
| R3 | Draft Local Housing Strategy, Draft Affordable Housing Policy and Discussion Paper: Local Character in Woollahra - 21/99771 | 299 |
| | Note: Annexures Circulated Under Separate Cover | |
| R4 | Paddington Marketing Strategy - 21/107300 | 309 |

Item No: D1 Delegated to Committee
Subject: **CONFIRMATION OF MINUTES OF MEETING HELD ON 10 MAY 2021**
Author: Sue O'Connor, Governance Officer
File No: 21/91839
Reason for Report: The Unconfirmed Minutes of the Environmental Planning Committee of 10 May 2021 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 Environmental Planning Committee Meeting of 10 May 2021 be taken as read and confirmed.

Annexures

1. Unconfirmed Minutes - Environmental Planning Committee - 10 May 2021 [↓](#) 



Environmental Planning Committee



Minutes

Monday 10 May 2021

Environmental Planning Committee Minutes

Monday 10 May 2021

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| R2 | Review of Planning Controls to Address Hydrogeological and Geotechnical Impacts | 217 |
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Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021



**Minutes of the Meeting held
using teleconferencing technology on
10 May 2021 at 6.00pm.**

Present: Councillors: Mary-Lou Jarvis (Chair)
Nick Maxwell
Luise Elsing (D1, D2, R1 to R4)
Matthew Robertson
Mark Silcocks
Toni Zeltzer

Staff: Nick Economou (Acting Director – Planning & Place)
Micaela Hopkins (Team Leader – Environment & Sustainability) – via zoom
Robert Lam (Team Leader – Engineering) – via zoom
Carolyn Nurmi (Governance Officer)
Sue O'Connor (Governance Officer)
Anne White (Manager – Strategic Planning)
Flavia Scardamaglia (Strategic Heritage Planner) – via zoom
Neda Vandchali (Strategic Planner) – via zoom

Also in Attendance: Nil

Note: Item D3 (Register of Current Land and Environment Court Matters - Details of the Appeals relating to 20 The Crescent, Vacluse) was considered last.

Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021

Leave of Absence and Apologies

An apology was received and accepted from Councillor Isabelle Shapiro & The Mayor Councillor Wynne and leave of absence granted.

Late Correspondence

Late correspondence was submitted to the committee in relation to Items: R1 & R2

Declarations of Interest

Nil

Unconfirmed

Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021

Items to be Decided by this Committee using its Delegated Authority

Item No: D1 Delegated to Committee
Subject: **CONFIRMATION OF MINUTES OF MEETING HELD ON 12 APRIL 2021**
Author: Sue O'Connor, Governance Officer
File No: 21/72296
Reason for Report: The Minutes of the Environmental Planning Committee of 12 April 2021 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.

(Elsing/Silcocks)

Resolved:

THAT the Minutes of the Environmental Planning Committee Meeting of 12 April 2021 be taken as read and confirmed.

Item No: D2 Delegated to Committee
Subject: **RECOGNITION FOR BUSINESS SUSTAINABILITY IN WOOLLAHRA**
Author: Micaela Hopkins, Team Leader Environment & Sustainability
Approvers: Paul Fraser, Manager - Open Space & Trees
Tom O'Hanlon, Director - Technical Services
File No: 21/52679
Reason for Report: To report to Council about the development of a recognition program for businesses taking sustainability action in Woollahra.

(Elsing/Zeltzer)

Resolved:

THAT the report about the development of a recognition program for business sustainability in Woollahra be received and noted.

Note: In accordance with section 375A of the Local Government Act a Division of votes is recorded on this planning matter.

For the Motion

Against the Motion

Councillor Elsing
Councillor Jarvis
Councillor Maxwell
Councillor Robertson
Councillor Silcocks
Councillor Zeltzer

Nil

6/0

Page 214

Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021

Item No: D3 Delegated to Committee

Subject: **REGISTER OF CURRENT LAND AND ENVIRONMENT COURT MATTERS - DETAILS OF THE APPEALS RELATING TO 20 THE CRESCENT, VAUCLUSE**

Author: George Fotis, Acting Manager Development Control

Approver: Nick Economou, Acting Director Planning & Place

File No: 21/81872

Reason for Report: To respond to a resolution adopted by Council's Environmental Planning Committee (EPC) on 12 April 2021 which required a further report highlighting the Appeal details relating to 20 The Crescent, Vacluse.

Note: This matter was considered last in the Agenda.

(Robertson/Maxwell)

Resolved:

The Committee resolve to enter into Closed Session with the press and public excluded to consider the confidential annexures on this matter in accordance with the provisions of Section 10A(2)(g) of the Local Government Act 1993.

In Closed Session

Note: The Committee discussed the confidential annexures.

(Robertson/Silcocks)

Resolved:

Moved into open Session.

In Open Session

(Silcocks/Robertson)

Resolved:

THAT the report highlighting the Appeal details relating to 20 The Crescent, Vacluse be received and noted.

Note: *In accordance with section 375A of the Local Government Act a Division of votes is recorded on this planning matter.*

For the Motion

Against the Motion

Councillor Jarvis
Councillor Maxwell
Councillor Robertson
Councillor Silcocks
Councillor Zeltzer

5/0

Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021

**Items to be Submitted to the Council for Decision with
Recommendations from this Committee**

Item No: R1 Recommendation to Council

Subject: **REQUEST FOR A PLANNING PROPOSAL - HERITAGE LISTING OF SUNNY BRAE AT 40 FITZWILLIAM ROAD, VAUCLUSE**

Author: Flavia Scardamaglia, Strategic Heritage Officer

Approvers: Anne White, Manager - Strategic Planning
Nick Economou, Acting Director Planning & Place

File No: 21/74156

Reason for Report: To present the heritage significance assessment prepared by GBA Heritage for Sunny Brae at 40 Fitzwilliam Road, Vacluse.
To recommend that Council resolves to prepare a planning proposal to list Sunny Brae, including interiors at 40 Fitzwilliam Road, Vacluse as a heritage item in Schedule 5 of the Woollahra Local Environmental Plan 2014.

Note: Late correspondence was tabled by Harry Matsoukas.

Note: Graham Brooks & George Murrell, addressed the Committee.

(Robertson/Zeltzer)

Recommendation:

- A. THAT a planning proposal be prepared to list Sunny Brae, including interiors at 40 Fitzwilliam Road, Vacluse as a local heritage item in Schedule 5 of the *Woollahra Local Environmental Plan 2014*.
- B. THAT the planning proposal be referred to the Woollahra Local Planning Panel for advice.
- C. THAT the advice of the Woollahra Local Planning Panel be reported to the Environmental Planning Committee.

Note: *In accordance with section 375A of the Local Government Act a Division of votes is recorded on this planning matter.*

For the Motion

Against the Motion

Councillor Elsing
Councillor Jarvis
Councillor Maxwell
Councillor Robertson
Councillor Silcocks
Councillor Zeltzer

Nil

6/0

Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021

Item No: R2 Recommendation to Council
Subject: **REVIEW OF PLANNING CONTROLS TO ADDRESS
HYDROGEOLOGICAL AND GEOTECHNICAL IMPACTS**
Author: Neda Vandchali, Strategic Planner
Approvers: Anne White, Manager - Strategic Planning
Nick Economou, Acting Director Planning & Place
File No: 21/73541
Reason for Report: To respond to a Council resolution from 26 April 2021 to expand the application of draft amendments to Chapter E2 Stormwater and Flood Risk Management of the Woollahra DCP 2015. To obtain Council's approval to exhibit a draft development control plan to amend the Woollahra DCP 2015.

Note: Late correspondence was tabled by Mary Fisher.

(Silcocks/Zeltzer)

Recommendation:

- A. THAT the report on the review to expand the application of draft amendments to Chapter E2 Stormwater and Flood Risk Management of the Woollahra Development Control Plan 2015 be received and noted.
- B. THAT Council resolve to exhibit Draft Woollahra Development Control Plan 2015 (**Amendment No 18**) as contained in **Annexure 2** of the report to the Environmental Planning Committee on 10 May 2021.

Note: *In accordance with section 375A of the Local Government Act a Division of votes is recorded on this planning matter.*

For the Motion

Against the Motion

Councillor Elsing
Councillor Jarvis
Councillor Maxwell
Councillor Robertson
Councillor Silcocks
Councillor Zeltzer

Nil

6/0

Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021

Item No: R3 Recommendation to Council
Subject: **RESPONSE TO NOTICE OF MOTION - SINGLE USE PLASTICS**
Author: Micaela Hopkins, Team Leader Environment & Sustainability
Approvers: Paul Fraser, Manager - Open Space & Trees
Tom O'Hanlon, Director - Technical Services
File No: 21/52543
Reason for Report: To update Council about the review of the Single Use Plastics Policy.

(Zeltzer/Silcocks)

Recommendation:

- A. THAT the report on the review of the Single Use Plastics Policy be received and noted.
- B. THAT the revised Single Use Plastics Policy be adopted by Council.

Note: In accordance with section 375A of the Local Government Act a Division of votes is recorded on this planning matter.

For the Motion

Against the Motion

Councillor Elsing
Councillor Jarvis
Councillor Maxwell
Councillor Robertson
Councillor Silcocks
Councillor Zeltzer

Nil

6/0

Woollahra Municipal Council
Environmental Planning Committee Minutes

10 May 2021

Item No: R4 Recommendation to Council
Subject: **DRAFT WOOLLAHRA SECTION 7.12 DEVELOPMENT CONTRIBUTIONS PLAN 2021**
Author: Anne White, Manager - Strategic Planning
Approver: Nick Economou, Acting Director Planning & Place
File No: 21/77927
Reason for Report: To propose a new Section 7.12 Development Contributions Plan to reflect updates to the Environmental Planning and Assessment Act 1979, an updated schedule and indexing. To obtain Councils approval to exhibit a draft development contributions plan.

(Silcocks/Zeltzer)

Recommendation:

- A. THAT the report on the *Draft Woollahra Section 7.12 Development Contributions Plan 2021* be received and noted.
- B. THAT Council resolve to exhibit the *Draft Woollahra Section 7.12 Development Contributions Plan 2021* as contained in **Annexure 2** of the report to the Environmental Planning Committee of 10 May 2021, subject to switching the definitions of Current CPI and Base CPI in part 2.13 of the Draft Plan.

Note: In accordance with section 375A of the Local Government Act a Division of votes is recorded on this planning matter.

For the Motion

Against the Motion

Councillor Elsing
Councillor Jarvis
Councillor Maxwell
Councillor Robertson
Councillor Silcocks
Councillor Zeltzer

Nil

6/0

There being no further business the meeting concluded at 7.15pm.

We certify that the pages numbered 211 to 219 inclusive are the Minutes of the Environmental Planning Committee Meeting held on 10 May 2021 and confirmed by the Environmental Planning Committee on 15 June 2021 as correct.

Chairperson

Secretary of Committee

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Item No: D2 Delegated to Committee
Subject: **ECOLOGICAL SUSTAINABILITY TASKFORCE MINUTES - 17 MAY 2021**
Author: Micaela Hopkins, Team Leader Environment & Sustainability
Approver: Tom O'Hanlon, Director - Infrastructure & Sustainability
File No: 21/104289
Reason for Report: To circulate the minutes of the Ecological Sustainability Taskforce meeting held on 17 May 2021.

Recommendation:

THAT Council receive and note the minutes of the Ecological Sustainability Taskforce meeting held on 17 May 2021.

Background:

In 2009 Council established the Ecological Sustainability Taskforce (EST). The role of the EST is to review and recommend Council strategy in relation to sustainability initiatives and policy. Membership of the EST consists of at least four Councillors, including the Chair, as appointed by the Mayor, and staff.



The following Councillors are current members of the Taskforce:

- Cr Toni Zeltzer – Chair
- Cr Anthony Marano
- Cr Megan McEwin
- Cr Mark Silcocks
- Cr Matthew Robertson

Proposal:

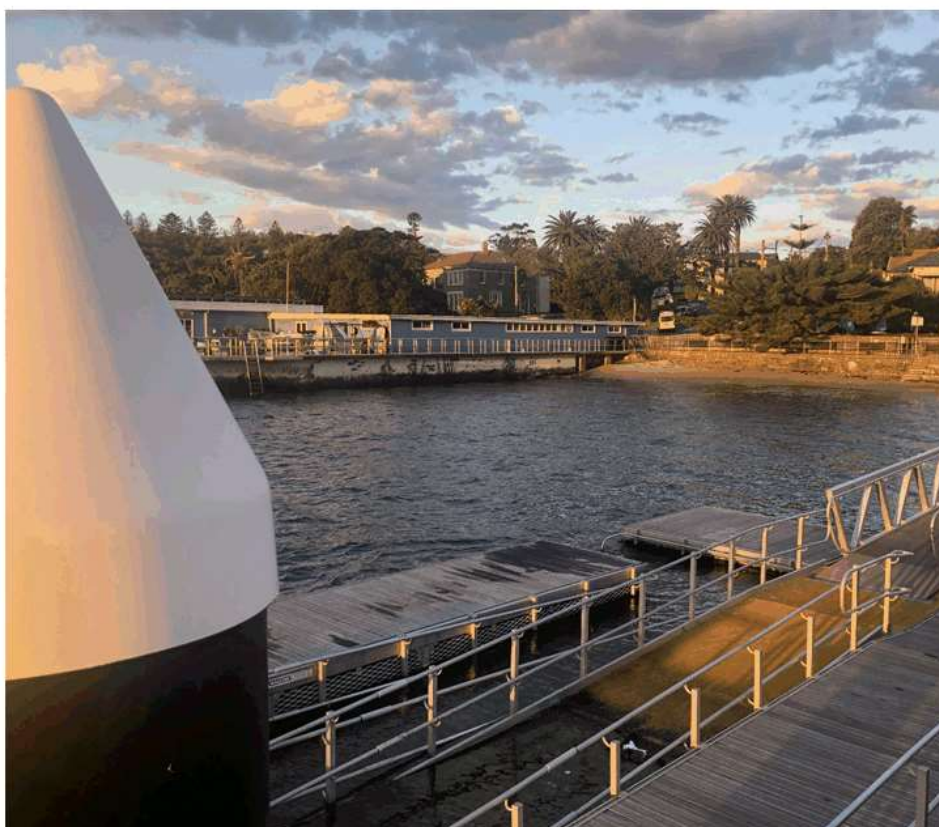
That Council receive and note the minutes of the Ecological Sustainability Taskforce meeting held on 17 May 2021. The minutes and presentation slides have been attached to this report.

Annexures

1. Ecological Sustainability Taskforce - Minutes 17 May 2021 [!\[\]\(1f101ad452ef9a3f01bb1e89af34fc34_img.jpg\)](#) 
2. Ecological Sustainability Taskforce - Presentation Slides 17 May 2021 [!\[\]\(4dcb2e0a5dd4ebc9597cee4f5b07c053_img.jpg\)](#) 



Ecological Sustainability Taskforce



Minutes

Monday 17 May 2021

Ecological Sustainability Taskforce Minutes

Monday 17 May 2021

| | | |
|------------------------------|----------------------|--|
| Present: Councillors: | Toni Zeltzer (Chair) | |
| | Anthony Marano | |
| | Megan McEwin | |
| | Mark Silcocks | |
| Staff: | Tom O'Hanlon | (Director Infrastructure & Sustainability) |
| | Micaela Hopkins | (Team Leader Environment & Sustainability) |
| | Michelle Rose | (Environmental Education Officer) |
| | Jimmy Thomas | (Sustainability Projects Officer) |

Woollahra Municipal Council

Ecological Sustainability Taskforce Minutes

1. Opening

2. Acknowledgement of Country

3. Apologies

Councillor Matthew Robertson

Staff apologies: Craig Swift-McNair (General Manager)

4. Declarations of Interest

Nil

5. Late Correspondence

Nil

6. Confirmation of Minutes

Confirmation of Minutes

Item No: 6.1
Subject: **ECOLOGICAL SUSTAINABILITY TASKFORCE MINUTES - 15 FEBRUARY 2021**
Author: Micaela Hopkins, Team Leader Environment & Sustainability
Recommendation:

THAT the Minutes of Ecological Sustainability Taskforce of 15 February 2021 be received and noted.

7. Items for Discussion

Item No: 7.1
Subject: **GREEN ROOFS AND LIVING ARCHITECTURE**
Author: Micaela Hopkins, Team Leader Environment & Sustainability
Recommendation:

THAT the Ecological Sustainability Taskforce receive and note the presentation from Alexander Georgouras. Key points as follows:

Alexander Georgouras, a Researcher and Sessional Academic from the Department of Landscape Architecture at the University of New South Wales, was invited to present to the Taskforce his research about green-roofs and living architecture.

Alexander's research is centred on the barriers, opportunities and benefits of green roofs, with a focus on retrofitting and adaptive reuse of existing roof space.

The presentation addressed:

1. Trends impacting cities relating to urban greening
 - The urban heat issue has attracted increasing media attention over the last year, particularly relating to heatwave conditions in January 2021. In 2020 Penrith became the hottest place on Earth.
 - Playgrounds with 'softfall' made from rubber are up to 85 degrees Celsius.
 - Installing greening on roof tops is a way to reduce heat. The majority of building stock is old, hence the need to retrofit existing spaces.
2. The SkyPark Project – NSW DPIE & Waverley Council
 - State Government grant to pilot rooftop greening – retrofits of existing rooftops.
 - Pilot is being installed at Westfield Bondi Junction – three locations including the Goodstart Early Learning Centre.
3. Opportunities for Woollahra to incorporate these initiatives
 - Potential opportunities in commercial centres where the urban heat index is highest e.g. Edgecliff, Double Bay.

Woollahra Municipal Council

Ecological Sustainability Taskforce Minutes

- Research has shown that installing rooftop greening alongside solar can improve the efficiency of the solar panels.

Item No: 7.2

Subject: **ENVIRONMENT AND SUSTAINABILITY UPDATE**

Author: Micaela Hopkins, Team Leader Environment & Sustainability

Recommendation:

THAT the Ecological Sustainability Taskforce receive and note the Environment and Sustainability Update as follows.

Kiaora Solar Installation

The installation of rooftop solar on the Kiaora Lands building is complete. 63.4kW has been installed which will generate 80,747kWh per year (approximately 18% of the building's electricity use). The project will result in a saving of \$20,000 per year.

Paddington EV Charger & EV Policy Statement

Following the last meeting, staff have progressed the on street EV charger in Goodhope Street Paddington.

The site at the top of Goodhope Street near Five Ways was listed as a priority site by the 3 Council Regional Environment Program in 2015. This is due to the lack of off-street residential parking in the area and the proximity to a shopping strip which has short stay visitors for 1-2 hours. This maximises charger use. Further site selection criteria include proximity of electrical services and rear to kerb parking to enable dual charging.

The proposed change in parking conditions was advertised to the local community and then reported to the Traffic Committee. Community submissions were received in support of the EV charger and submissions were also received objecting to the EV charger.

There was discussion at the Finance and Community Services Committee Meeting regarding whether Council needs a policy to guide installation of public charging. The Ecological Sustainability Taskforce members agreed that, as Council was installing very few public on-street chargers at this time, lack of a specific policy or strategy should not delay rollout of the Goodhope Street charger. The Traffic Committee recommendation is being reported to Council on 24 May.

EV rates of ownership continue to grow, use of the 3 Council charging network is strong, and staff are observing more illegal and dangerous DIY charging solutions – cords from houses crossing footpaths, cords in gutters, cords in trees. Access to adequate charging facilities is increasingly becoming an issue. Council should consider whether an EV charging policy is needed.

In the next two months the 3 Councils Regional Environment Program will be undertaking a community survey about charging needs, EV purchasing decisions, preferred locations of chargers. The findings will be used to inform further charging installations.

Woollahra Municipal Council

Ecological Sustainability Taskforce Minutes

It noted that, although public EV charging has been discussed at length over a number of years by the Ecological Sustainability Taskforce and the minutes reported through the Environmental Planning Committee, Councillors not sitting on the EST or EP committee report that they were not aware of the outcomes of the Ecological Sustainability Taskforce meetings. Staff will work to address this.

Community Survey – Emissions Reduction

The Environment and Sustainability Team is conducting a community survey to gauge local views about setting a proactive zero community emissions target. The survey also asks questions to help us understand how we can support the community to reduce their emissions.

The survey is on Council's 'Your Say' platform and is open until 30 June.
<https://yoursay.woollahra.nsw.gov.au/zero>

8. General Business

Nil

9. Advising

10. Next Meeting

The next meeting is scheduled for Monday 16 August 2021.

There being no further business the meeting concluded at 6pm.

Ecological Sustainability Taskforce

17 May 2021



Agenda

- Welcome – Cr Zeltzer (5 min)
- Green Roofs and Living Architecture – Alex Georgouras (25 min)
- Environment & Sustainability Update - Staff (10 min)
 - Kiaora Solar Installation
 - Paddington EV Charger
 - EV Policy Statement
 - Community Survey – Emissions Reduction
- General Business (5 min)



Kiaora Solar

- 63.4 kW capacity
 - 29.7kW Commercial side
 - 33.7kw Library side
- 80,747 kWh generated/year
 - 18% of building electricity use
- 70,250 kg CO₂/year reduction
 - = to powering 15 houses for a year
- \$20,000 savings/year



Paddington EV Charger

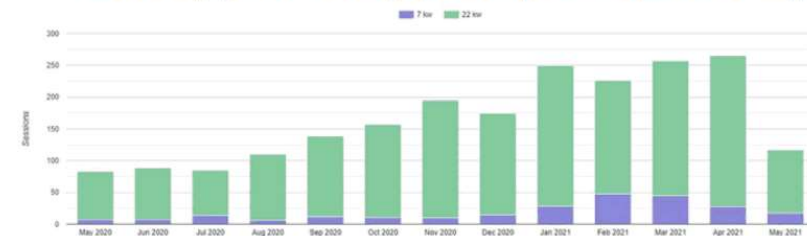
- Site selected based on:
 - Proximity of electrical services
 - Rear to kerb parking to enable dual charging
 - Low level of residential off-street parking – enables overnight charging for residents
 - Close to cafes – enables short term visitor use
- Community notification & consultation period completed.
- Reported to Traffic Committee & FCS, Council 24/5.



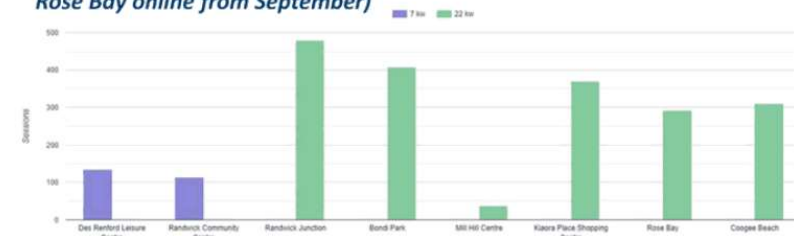
EV Policy Statement

- 3-Council public EV charging network arose from the Eastern Suburbs Low Carbon Future Plan.
- 2016 survey: availability of public charging a barrier to EV uptake.
- 2019 DCP changes to require electrical infrastructure in new builds. Access to charging an issue for older properties.
- More illegal and dangerous DIY solutions: cords across footpaths.
- EV registrations doubled between 2019 and 2020. Eastern suburbs has a high rate of EV ownership.
- Usage of public charging network is strong.
- 2021 3-Council EV community survey: focus on identifying preferred public charging locations, as well as gauging general attitudes and purchasing decisions.
- Discussion: need for an EV Policy Statement.

Public Charging Network: charging sessions per month (last 12 months)



Public Charging Network: charging sessions by location (last 12 months. NB. Rose Bay online from September)



Community Survey – Emissions Reduction



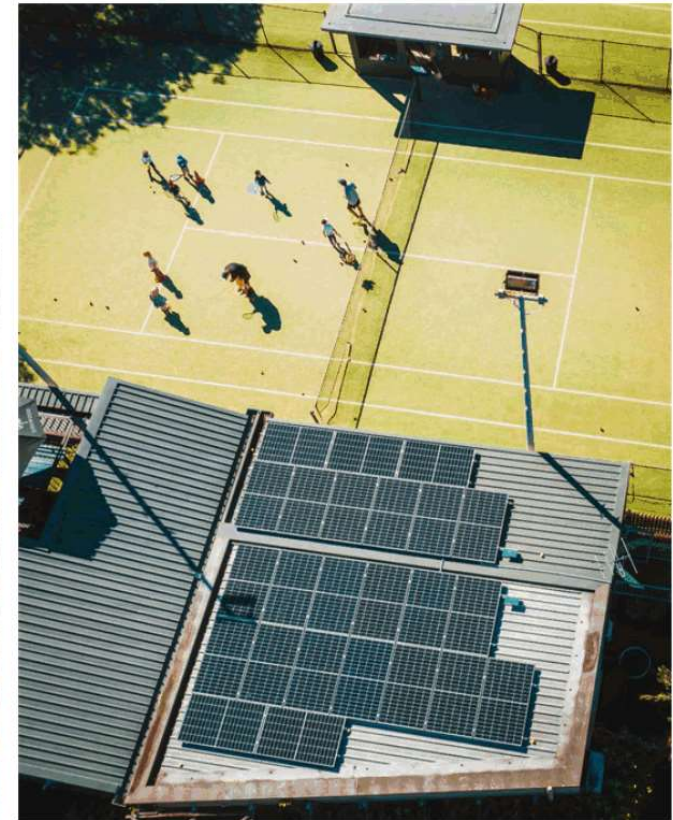
- <https://yoursay.woollahra.nsw.gov.au/zero>
- Help us understand how we can support our residents, schools and businesses to reduce their emissions
- Tell us local views on setting proactive zero community emissions target



General Business



White's Seahorse, John Turnbull, Marine Explorer



Lyne Park Tennis Club Solar Installation



Item No: D3 Delegated to Committee

Subject: **DOUBLE BAY WORKING PARTY MINUTES - 25 MAY 2021**

Author: Kate Burgess, Temp Coordinator Placemaking

Approver: Matthew Gollan, Manager - Placemaking

File No: 21/107004

Reason for Report: To report the minutes of the Double Bay Working Party meeting that took place on 25 May 2021.

Recommendation:

THAT the Minutes of the Double Bay Working Party meeting from 25 May 2021 be received and noted.

Background:

The purpose of the working party is to oversee the preparation and implementation of the Double Bay Place Plan for the Double Bay commercial centre. The Double Bay Place Plan contains an impressive but challenging array of interventions identified to revitalise, activate and energise Double Bay as a vital public destination.

The Double Bay Working Party (DBWP) is advisory only and has no delegation. Accordingly, the minutes of the Group are to be reported to the Environmental Planning Committee.

Meeting of 25 May 2021:

The second meeting of the DBWP of 2021 took place on 25 May. A copy of the meeting minutes are attached at **Annexure 1**. A summary of the key issues discussed at the meeting is provided below:

| Agenda item | Summary |
|---|--|
| <ul style="list-style-type: none">• Update on Council funding for Sydney East Business Chamber | Staff provided the Working Party with an update on the recent resolution of Council regarding funding of Sydney East Business Chamber. |
| <ul style="list-style-type: none">• Double Bay Place Plan update | A report providing an update on Operational Plan Actions as identified in the Double Bay Place Plan. |
| <ul style="list-style-type: none">• Spendmapp update | Staff provided an update on the spending trends in Double Bay and the Woollahra area based on Spendmapp data analysis. |
| <ul style="list-style-type: none">• Small business support initiatives update | A report providing an update on Council's small business support initiatives. |

As a consequence of this meeting, the following key actions are to be undertaken:


- Staff to provide Working Party members with an update on the current timeline of the Cross Street car park refurbishment project.
- Staff to provide a report on foot traffic trends in Double Bay as advised by Rukus SPoT data at the next DBWP meeting.

Conclusion:

The DBWP held its second meeting of 2021, which provided staff with the opportunity to update the members of a number of different projects.

Staff recommend that the minutes of the meeting of the DBWP of 25 May 2021 are received and noted.

Annexures

1. Minutes of Double Bay Working Party - Tuesday, 25 May 2021 [↓](#) 



Double Bay Working Party



Minutes

Tuesday 25 May 2021

Double Bay Working Party Minutes

Tuesday 25 May 2021

Present: Councillors: The Mayor, Cr Susan Wynne (ex-officio)
Cr Mark Silcocks (Double Bay Ward)
Cr Anthony Marano (Cooper Ward)

Business: Deidre O’Loughlin (Double Bay Networking Group)

Property owners: Eduard Litver (Cosmopolitan Centre)

Residents: Anthony Tregoning

Staff: Craig Swift McNair – General Manager
Matthew Gollan – Manager Placemaking
Jin Young Kim – Economic Development Officer
Kate Burgess – Temporary Coordinator Placemaking

Meeting opened: 5.00pm (held using teleconferencing technology)

Woollahra Municipal Council

Double Bay Working Party Minutes

1. Opening

2. Acknowledgement of Country

3. Apologies

Cr Richard Shields (Double Bay Ward)
Cr Megan McEwin (Cooper Ward)
Sydney East Business Chamber
Zena K'Dor (Trader)

Staff apologies: Tom O'Hanlon

4. Declarations of Interest

Nil

5. Late Correspondence

Nil

6. Confirmation of Minutes

Item No: 6.1
Subject: **CONFIRMATION OF THE MINUTES OF DOUBLE BAY
WORKING PARTY MEETING HELD ON 23 FEBRUARY 2021**
Author: Kate Burgess, Temp Coordinator Placemaking
Recommendation:

Silcocks/Marano

THAT the Minutes of the Double Bay Working Party held on the 23 February 2021 be confirmed.

7. Items for Discussion

Item No: 7.1
Subject: **UPDATE ON COUNCIL FUNDING FOR SYDNEY EAST
BUSINESS CHAMBER**
Author: Kate Burgess, Temp Coordinator Placemaking

Note: Matthew Gollan, Manager – Placemaking provided an update to the Working Party on the recent resolution of Council following a report to the Finance, Community & Services Committee regarding Council funding of Sydney East Business Chamber (SEBC). The Working Party were also advised that representatives of SEBC had been consulted following the Council resolution. A Business Chamber Funding Policy was due to be presented to the Small Business Working Party for consideration, to ensure a clear & consistent approach to funding of all business chambers.

The Working Party discussed the history of SEBC and the intention of the organisation and its initiatives to become self-funded and self-liquidating. It was also noted that Council should

Woollahra Municipal Council

Double Bay Working Party Minutes

ensure fair & equitable funding for all local chambers of commerce as well as making sure businesses are and feel supported and that there is a plan in place moving forward.

Recommendation:

Silcocks/Marano

THAT the Double Bay Working Party note the resolution of Council regarding funding for the Sydney East Business Chamber.

Item No: 7.2

Subject: **DOUBLE BAY PLACE PLAN UPDATE**

Author: Kate Burgess, Temp Coordinator Placemaking

Recommendation:

Silcocks/Marano

THAT the Working Party note the update on Operational Plan Actions as identified in the Double Bay Place Plan.

Item No: 7.3

Subject: **SPENDMAPP DATA UPDATE**

Author: Jin Young Kim, Economic Development Officer

Note: Staff provided an update on the spending trends in Double Bay and the Woollahra area based on Spendmapp data analysis.

The Working Party discussed the impact of the COVID-19 pandemic in that it allowed the community to discover and spend locally. Council encouragement of small business tenants was also discussed in relation to reliance on development.

Staff advised how the Placemaking Team would leverage economic data to inform future placemaking projects.

Recommendation:

Marano/Silcocks

THAT the Double Bay Working Party note the update on Spendmapp data.

Item No: 7.4

Subject: **SMALL BUSINESS SUPPORT INITIATIVES UPDATE**

Author: Kate Burgess, Temp Coordinator Placemaking

Woollahra Municipal Council

Double Bay Working Party Minutes

Cr Wynne commended the staff resources and financial investment made by Council in support of local small businesses.

Recommendation:

Silcocks/Marano

THAT the Small Business Working Party note the update on Council's small business support initiatives.

8. General Business

Item No: 8.1

Subject: GENERAL BUSINESS

Author: Kate Burgess, Temp Coordinator Placemaking

Anthony Tregoning noted that the road safety issue at the intersection of New South Head Road and Kiaora Road continues to cause community concern. The General Manager advised that staff continue to raise this issue with Transport for NSW.

Cr Marano noted that the previously raised issue of delivery timings on Kiaora Lane was being investigated by Staff.

Anthony Tregoning noted that the eastern footway Bay St was being blocked by footway dining and people standing. The General Manager advised that the Director of Planning & Place was investigating enforcement of footway dining agreements.

Eduard Litver requested an update on the Knox Street Pedestrianisation Project. The General Manager advised that Council has been approved for \$4.75mil funding from NSW Government, to be spent by Dec 2022.

Eduard Litver requested an update on the refurbishment of the Cross Street car park. Staff took the request on notice to provide the current timeline.

Cr Silcocks requested a Rukus SPoT update on foot traffic through Double Bay, to be provided at the next meeting. Ruckus Smart Positioning Technology location engine generates location data that can be used to analyse footfall, track assets and provide other location-based services. Council subscribe to this service which is connected to the public wifi system in Double Bay.

9. Next Meeting

The next meeting is to be confirmed.

There being no further business the meeting concluded at 6:02pm.

Item No: D4 Delegated to Committee

Subject: **OXFORD STREET & PADDINGTON WORKING PARTY MINUTES - 27 MAY 2021**

Author: Kate Burgess, Temp Coordinator Placemaking

Approver: Matthew Gollan, Manager - Placemaking

File No: 21/107063

Reason for Report: To report the minutes of the Oxford Street & Paddington Working Party that took place on 27 May 2021.

Recommendation:

THAT the Minutes of the Oxford Street & Paddington Working Party meeting held on 27 May 2021 be received and noted.

Background:

The purposes of the Oxford Street & Paddington Working Party (OS&PWP) is to:

- Support and drive the implementation of the strategies, actions and projects under the Place Plan
- Engage with stakeholders
- Advise on the priority of specific actions and projects under the Place Plan
- Monitor progress and identify roadblocks to the implementation of strategies, actions and projects under the Place Plan
- Identify new opportunities for Placemaking initiatives
- Make recommendations to Council for consideration on any refinements to the Place Plan that may be considered appropriate by the Working Party.

The OS&PWP is advisory only and has no delegation. Accordingly, the minutes of the group are to be reported to the Environmental Planning Committee.

Meeting of 27 May 2021

The second meeting of the OS&PWP of 2021 took place on 27 May 2021. A copy of the meeting minutes are attached at **Annexure 1**. A summary of the key issues discussed at the meeting is provided below:

| Agenda item | Summary |
|--|---|
| • Update from City of Sydney Council | City of Sydney Council representative, Victoria Moxey, provided the Working Party with an update on recent and current activities affecting Oxford Street and Paddington. |
| • Update from the Paddington Business Partnership | Michael Fegent, President – Paddington Business Partnership, provided the Working Party with an update on recent and current activities. |
| • 2021 Paddington Marketing Campaign | Temporary Coordinator - Placemaking provided an update on the campaign initiatives that have been completed and are being proposed. |
| • Spendmapp data update | Staff provided an update on the spending trends in Paddington and the Woollahra area based on Spendmapp data analysis. |

| Agenda item | Summary |
|--|---|
| <ul style="list-style-type: none">• Small business support initiatives update | A report providing an update on Council's small business support initiatives. |

As a consequence of this meeting, the following key actions are being undertaken by Council staff:

- A report on the value of in-kind support provided to facilitate the *A 2021 Night Out* event to be presented at the next OSPWP meeting.
- A report providing an analysis of Oxford St retail vacancies.

Conclusion

The OS&PWP held its second meeting of 2021, which provided staff with the opportunity to update the members of a number of different projects.

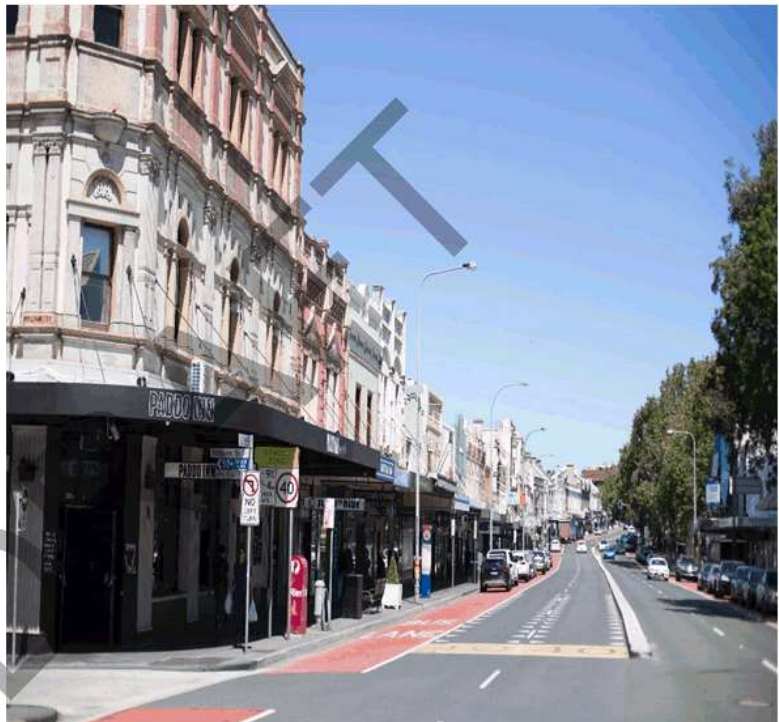
Staff recommend that the minutes of the meeting of the OS&PWP of 27 May 2021 are received and noted.

Annexures

1. Minutes of Oxford Street & Paddington Working Party - Thursday, 27 May 2021 [↓](#) 



Oxford Street & Paddington Working Party



Minutes

Thursday 27 May 2021

Oxford Street & Paddington Working Party Minutes

Thursday 27 May 2021

Present: Councillors: Cr Peter Cavanagh (Paddington Ward)
Cr Luise Elsing (Cooper Ward)
Cr Anthony Marano (Cooper Ward)
Cr Harriet Price (Paddington Ward)

City of Sydney: Cr Phillip Thalys
Victoria Moxey (City Business Manager)

**Member of the Paddington
Business Partnership:** Michael Fegent

Residents: Keri Huxley
Andrew Moss

Staff: Craig Swift-McNair – General Manager
Matthew Gollan – Manager Placemaking
Jin Young Kim – Economic Development Officer
Kate Burgess – Temporary Coordinator Placemaking

Meeting opened: 6.00pm (held using teleconferencing technology)

Woollahra Municipal Council

Oxford Street & Paddington Working Party Minutes

1. **Opening**
2. **Acknowledgement of Country**
3. **Apologies**

Cr Matthew Robertson (Paddington Ward)
Sam Egerton (Merivale)
Robby Ingham (Trader)

Staff apologies: Craig Swift-McNair – General Manager

4. **Declarations of Interest**

Nil

5. **Late Correspondence**

Nil

6. **Confirmation of Minutes**

Item No: 6.1
Subject: **CONFIRMATION OF THE MINUTES OF OXFORD STREET & PADDINGTON WORKING PARTY MEETING HELD ON 18 FEBRUARY 2021**
Author: Kate Burgess, Temp Coordinator Placemaking

Note:

The Working Party requested an amendment to the minutes of the 18 February meeting, regarding the wording of the recommendation relating to item 7.5 Updates on the Ganda Apps & Wayfinding.

The replacement wording was suggested as follows:

THAT the Working Party raised concerns relating to the information contained in the report on the GANDA Apps and recommend not to proceed with the GANDA App program.

Recommendation:

Marano/Cavanagh

THAT the Minutes of the Oxford Street & Paddington Working Party held on the 18 February 2021 be confirmed.

7. Items for Discussion Items for Discussion

Item No: 7.1

Subject: CITY OF SYDNEY COUNCIL UPDATE

Author: Kate Burgess, Temp Coordinator Placemaking

Note: Victoria Moxey, City of Sydney Council - City Business Manager, provided an update to the Working Party on:

- City Business Programs including precinct promotion & media partnerships, research, upskilling programs
- Grants programs
- Business events

Cr Phillip Thalys advised the Working Party on updates relating to:

- Strategic and development changes
- Oxford St Cycleway

The Working Party requested more information on the status of the Oxford Street Cycleway and that an update be provided at every meeting ongoing.

Recommendation:

Marano/Elsing

THAT the Oxford St & Paddington Working Party note the update given by the representative from the City of Sydney Council on the activities and plans of City of Sydney Council regarding Oxford St and Paddington.

Item No: 7.2

Subject: PADDINGTON BUSINESS PARTNERSHIP UPDATE

Author: Kate Burgess, Temp Coordinator Placemaking

Note: Michael Fegent, Paddington Business Partnership President, provided an update to the Working Party on:

- *A 2021 Night Out* – second event to be held February 2022
- *Summer Solstice Five Ways Festival* – 19 June 2021
- *William Street Festival* – 16 October 2021

Cr Price congratulated Visit Paddington and Council staff on the success of *A 2021 Night Out*.

Recommendation:

Cavanagh/Elsing

THAT the Oxford St & Paddington Working Party note the update given by Michael Fegent, President – Paddington Business Partnership, on the activities and plans of the Paddington Business Partnership.

Item No: 7.4

Subject: 2021 PADDINGTON MARKETING CAMPAIGN UPDATE

Author: Kate Burgess, Temp Coordinator Placemaking

Note: Kate Burgess, Temporary Placemaking Coordinator, provided an update on the 2021 Paddington Marketing Campaign including:

- Positive Spendmapp data trends relating to *A 2021 Night Out*
- The decision of the Finance, Community & Services committee to defer consideration of the Paddington Marketing Strategy

Keri Huxley noted that future events should be more directly communicated with residents.

Cr Elsing requested that the value of in-kind support provided to facilitate *A 2021 Night Out* be provided at the next meeting.

Recommendation:

Fegent/Cavanagh

THAT the Oxford Street & Paddington Working Party note the initiatives outlined in the 2021 Paddington Marketing Campaign.

Item No: 7.4

Subject: SPENDMAPP DATA UPDATE

Author: Jin Young Kim, Economic Development Officer

Note: The Working Party agreed that the *A 2021 Night Out* event had a very impressive impact in relation to spending during the event.

Recommendation:

Marano/Cavanagh

THAT the Oxford Street & Paddington Working Party note the update on Spendmapp data.

Item No: 7.5

Subject: SMALL BUSINESS SUPPORT INITIATIVES UPDATE

Author: Kate Burgess, Temp Coordinator Placemaking

Note: Working Party members discussed a number of initiatives presented in the update including:

- Keri Huxley noted her concern about the condition of the median strip in Five Ways.
- Michael Fegent notes that the Paddington business Partnership have endorsed an architect to develop a Five Ways alfresco dining design.
- Outdoor dining fee waiver: members of the Working Party discussed the merit of extending the fee waiver and the related financial impacts on Council

Woollahra Municipal Council

Oxford Street & Paddington Working Party Minutes

- Christmas decorations: the Working Party would like to improve the annual William Street Christmas decorations. Staff advised this was being considered as part of the LGA-wide 2021 Christmas decorations program

Recommendation:

Marano/Cavanagh

THAT the Small Business Working Party note the update on Council's small business support initiatives.

8. General Business

Item No: 8.1

Subject: GENERAL BUSINESS

Author: Kate Burgess, Temp Coordinator Placemaking

- Cr Elsing requested Staff provide an analysis of Oxford St retail vacancies
 - Cr Elsing noted that underutilised areas such as car parks could be used as potential outdoor dining sites. Staff notes that the Placemaking Team are conducting an audit of underutilised public and private spaces within the LGA.
 - Michael Fegent noted that Council could consider using footway dining fees to capital works and improvements in the area
-

9. Next Meeting

The next meeting is to be confirmed.

There being no further business the meeting concluded at 7:03pm.

Item No: D5 Delegated to Committee
Subject: **SMALL BUSINESS WORKING PARTY MINUTES - 28 MAY 2021**
Author: Kate Burgess, Temp Coordinator Placemaking
Approver: Matthew Gollan, Manager - Placemaking
File No: 21/107174
Reason for Report: To report the minutes of the Small Business Working Party meeting that took place on 28 May 2021

Recommendation:

THAT the Minutes of the Small Business Working Party meeting held on 28 May 2021 be received and noted.

Background:

The Small Business Working Party (SBWP) was established by Council resolution on 30 October 2017 with the aim of focussing on small business and start-ups.

The purpose of the SBWP is to promote and support small business and start-ups within the Woollahra Local Government Area (LGA).

The SBWP is advisory only and has no delegation. Accordingly, the minutes of the Group are to be reported to the Environmental Planning Committee.

Meeting of 28 May 2021

The second meeting of the SBWP in 2021 was held on 28 May. A copy of the meeting minutes are attached at **Annexure 1**. A summary of the key issues discussed at the meeting is provided below:

| Agenda item | Subject |
|--|--|
| • Business Chamber Funding Policy | A report on the proposed funding policy to local business chambers was presented to the Working Party. |
| • Placemaking Grants Policy review update | Staff advised the Working Party that the Placemaking Team are in the process of revising the Woollahra Placemaking Grants Policy and Guidelines. |
| • Spendmapp data update | Staff provided an update on the spending trends in the Woollahra area based on Spendmapp data analysis. |
| • Small business support initiatives | A report providing an update on Council's small business support initiatives. |

As a consequence of this meeting, the following key actions are being undertaken by Council staff:

- Prepare a Business Chamber Funding Policy for consideration by Council, to assist Council in its assessment of future funding requests and proposals from local business chambers within the Woollahra Local Government Area.

Conclusion

The SBWP held its second meeting in 2021, which provided staff with the opportunity to update the members on a number of different projects.

Staff recommend that the minutes of the meeting of the SBWP of 28 May 2021 be received and noted.

Annexures

1. Minutes of Small Business Working Party - Friday, 28 May 2021 [↓](#) 



Small Business Working Party



Minutes

Friday 28 May 2021

Small Business Working Party Minutes

Friday 28 May 2021

Present: Councillors: Cr Nick Maxwell (Chair)
Cr Mark Silcocks

Staff: Matthew Gollan – Manager Placemaking
Kate Burgess - Temporary Coordinator Placemaking
Jin Young Kim – Economic Development Officer

Meeting opened: 1.00pm held using teleconferencing technology

DRAFT

Woollahra Municipal Council

Small Business Working Party Minutes

- 1. Opening**
- 2. Acknowledgement of Country**
- 3. Apologies**

Cr Susan Wynne
Cr Mary-Lou Jarvis

Staff apologies: Craig Swift McNair – General Manager

- 4. Declarations of Interest**

Nil

-
- 5. Late Correspondence**

Nil

-
- 6. Confirmation of Minutes**

Item No: 6.1
Subject: CONFIRMATION OF THE MINUTES OF SMALL BUSINESS
WORKING PARTY MEETING HELD ON 5 FEBRUARY 2021
Author: Kate Burgess, Temp Coordinator Placemaking
Recommendation:

Silcocks/Maxwell

THAT the Minutes of the Small Business Working Party held on the 5 February 2021 be confirmed.

Woollahra Municipal Council

Small Business Working Party Minutes

7. Items for Discussion Items for Discussion

Item No: 7.1
Subject: **BUSINESS CHAMBER FUNDING POLICY**
Author: Jin Young Kim, Economic Development Officer

Note: Cr Silcocks noted that Council support for business chambers should be funding initiatives not organisations.

The Working Party also noted that the proposed funding policy's selection criteria be updated to include requirements around inclusivity & accessibility of businesses to chamber membership.

Recommendation:

Silcocks/Maxwell

- A. THAT the report on the proposed funding policy to local business chambers be received and noted.
- B. THAT Council consider a Business Chamber Funding Policy to assist Council in its assessment of future funding requests and proposals from local business chambers within the Woollahra Local Government Area.

Item No: 7.2
Subject: **PLACEMAKING GRANTS POLICY REVIEW UPDATE**
Author: Kate Burgess, Temp Coordinator Placemaking

Note: Matthew Gollan, Placemaking Manager, advised the Working Party that the Placemaking Team are in the process of revising the Woollahra Placemaking Grants Policy and Guidelines.

Staff advised that the Placemaking Team are exploring how available funding can be utilised to respond to recommendations of the 2014 Road Map and the 2019 Place Plan. Therefore, the Woollahra Placemaking Grants Program would be replaced with a targeted program supporting key strategic projects.

Recommendation:

Silcocks/Maxwell

THAT the Small Business Working Party note the update provided on the review of the Placemaking Grants Policy.

Item No: 7.3
Subject: **SPENDMAPP DATA UPDATE**
Author: Jin Young Kim, Economic Development Officer

Woollahra Municipal Council

Small Business Working Party Minutes

Note: Staff provided the Working Party with an update on spending trends in the Woollahra LGA using Spendmapp data analysis.

Recommendation:
Silcocks/Maxwell

THAT the Small Business Working Party note the update on Spendmapp data.

Item No: 7.4
Subject: **SMALL BUSINESS SUPPORT INITIATIVES UPDATE**
Author: Kate Burgess, Temp Coordinator Placemaking

Recommendation:
Silcocks/Maxwell

THAT the Small Business Working Party note the update on Council's small business support initiatives.

8. General Business

Item No: 8.1
Subject: **GENERAL BUSINESS**
Author: Kate Burgess, Temp Coordinator Placemaking
Nil

9. Next Meeting

The next meeting is scheduled for TBC.

There being no further business the meeting concluded at 1:40pm.

Item No: R1 Recommendation to Council

Subject: **PLANNING PROPOSAL - HERITAGE LISTING OF THE CADRY'S BUILDING AT 133 NEW SOUTH HEAD ROAD, EDGECLIFF & PLANNING PROPOSAL - REMOVAL OF THE LAND RESERVED FOR ACQUISITION ALONG NEW SOUTH HEAD ROAD, EDGECLIFF**

Author: Kristy Wellfare, Strategic Heritage Officer

Approvers: Anne White, Manager - Strategic Planning
Nick Economou, Acting Director Planning & Place

File No: 21/73189

Reason for Report: To present the heritage significance assessment prepared by Council's Strategic Heritage Officer: Kristy Wellfare for the Cadry's building at 133 New South Head Road, Edgecliff.
To recommend that Council resolves to prepare a planning proposal to list the Cadry's building (including interiors) as a heritage item in Schedule 5 of the Woollahra Local Environmental Plan 2014.
To recommend that Council resolves to prepare a planning proposal to remove the land reserved for acquisition along New South Head Road and Glenmore Road in Edgecliff.

Recommendation:

- A. THAT a planning proposal be prepared to list the Cadry's building, including interiors at 133 New South Head Road, Edgecliff as a local heritage item in Schedule 5 of the *Woollahra Local Environmental Plan 2014*.
- B. THAT a planning proposal be prepared to remove the land reserved for acquisition along New South Head Road and Glenmore Road in Edgecliff.
- C. THAT these planning proposals are referred to the Woollahra Local Planning Panel for advice.
- D. THAT the advice of the Woollahra Local Planning Panel be reported to the Environmental Planning Committee.
- E. THAT the heritage significance of the properties at 543-549 Glenmore Road be assessed and recommendations provided regarding the listing of these properties in Schedule 5 of the Woollahra LEP 2014 and on the State Heritage Register.

1. The Cadry's Building

On 10 February 2020 Council resolved the following:

THAT Council requests our heritage staff research the property located at 133 New South Head Road Edgecliff known as the Cadry's Building, to see if it is worthy of a permanent heritage listing.

The following information was included as background on the relevant Council agenda:

I request our heritage staff research the property located at 133 New South Head Road Edgecliff known as the Cadry's Building, to see if it is worthy of a permanent heritage listing.

This building was constructed in 1856 and operated as a hotel for many years. Since 1952, the building has been owned and operated by the Cadry's family who have restored some of the building back to its original state over the years.

This includes removing the pub tiles on the outside walls that would have been added in the 1930's to reveal the original sandstone walls.

The building is located in a highly visible spot and sits at the gateway to Woollahra. It is unique and I strongly believe that it should have a permanent heritage listing to save it for future generations.

1.1. The Site

The subject site features the three storey building known as the Cadry's building located at 133 New South Head Road, Edgecliff, on the corner of Glenmore Road. Existing development on the site comprises a three storey commercial building with basement, of sandstone and rendered masonry construction. The ground and first floors are of sandstone wall construction that is partially rendered and painted. These levels originally date from the early 1850s, and the uppermost floor is comprised of rendered and painted masonry construction added in 1909 to a design by E. Lindsay Thompson that was added during the period the site operated as the Rushcutters Bay Hotel.



Figure 1: Cadry's Building, 133 New South Head Road, Edgecliff

The site is legally known as Lot 1 in DP: 255233. The site is irregular in shape and approximately 403m² in area with a frontage of 23.98m to New South Head Road, and an irregular frontage to Glenmore Road of 27.66m.

Development on adjoining sites includes a three storey mixed use building with basement parking at 135 New South Head Road of rendered masonry construction with a curved metal roof constructed circa mid-1980s, and a group of early Victorian era buildings at 543-549 Glenmore Road comprising a two storey sandstone cottage (No. 549) and three single storey brick cottages (Nos 543-547). As demonstrated in **Figure 2** below, the subject site and the adjoining sites at 543-549 Glenmore Road are located within the Paddington Heritage Conservation Area (HCA).

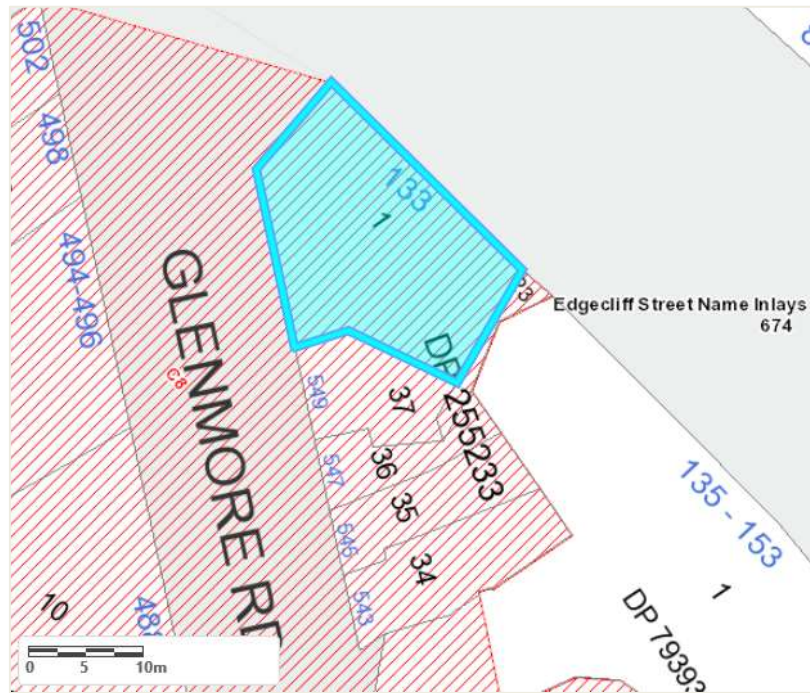


Figure 2: Cadastral map of the subject site (highlighted in blue) and the adjoining sites along Glenmore Road (HCA shown in red hatch)

As shown in **Figure 3** below, the subject site, along with the neighbouring sites at 543-549 Glenmore Road, is affected by the *Land Reserved for Acquisition Map* in the *Woollahra Local Environmental Plan 2014* (Woollahra LEP 2014). The effect of the Land Reserved for Acquisition affectation is to enable the acquisition of these sites by a public agency for a specific purpose, which, if exercised, would result in the demolition of the buildings to facilitate that purpose.

2. Assessment of heritage significance

An assessment of heritage significance was carried out by Council's Strategic Heritage Officer: Kristy Wellfare, which was informed by site visits which took place on 20 March 2020, 9 June 2020 and 12 May 2021. The assessment of heritage significance was undertaken in accordance with the document titled *Assessing heritage significance*, published by the NSW Heritage Office in 2001.

The building was assessed against the seven criteria in the guidelines. Each criterion has inclusions and exclusions guidelines which are used to assist in the assessment process. If an item meets one of the seven heritage criteria at a local level, and retains the integrity of its key attributes, it can be considered to have local heritage significance. To be assessed for State significance an item will meet more than one of the seven heritage criteria at a State level, or if an item satisfies only one of the criteria, the item is of such particular significance to NSW that it should be listed. A copy of the assessment which includes the assessment against all criteria, is attached as **Annexure 1**.

Table 1 below provides a summary of the assessment of the heritage significance of the Cadry's building at 133 New South Head Road, Edgecliff against the seven criteria, at the local and State levels, and demonstrates that the site meets five of the seven criteria for local listing, with potential to fulfil two additional criteria.

Table 1: NSW Heritage assessment criteria summary

| Criteria | | Meets criteria for heritage listing and grading of significance | |
|----------|--|---|-------|
| | | Local | State |
| (a) | An item is important in the course, or pattern, of NSW's cultural or natural history (or the cultural or natural history of the local area) | ✓ | ✗ |
| (b) | An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (or the cultural or natural history of the local area) | ✓ | ✗ |
| (c) | An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area) | ✓ | ✗ |
| (d) | An item has strong or special association with a particular community or cultural group in NSW (or the local area) for social, cultural or spiritual reasons | ✗ | ✗ |
| (e) | An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (or the cultural or natural history of the local area) | May fulfil criterion | ✗ |
| (f) | An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (or the cultural or natural history of the local area) | ✓ | ✗ |
| (g) | An item is important in demonstrating the principal characteristics of a class of NSW's <ul style="list-style-type: none"> • cultural or natural places; or • cultural or natural environments. or a class of the local area's <ul style="list-style-type: none"> • cultural or natural places; or • cultural or natural environments. | ✓ | ✗ |

The heritage significance assessment provides the following statement of significance:

The building known as the Cadry's building at 133 New South Head Road, Edgecliff is a rare and representative example of an early Victorian era (c.1856) former hotel building with a distinctly legible Federation era free classical style second storey addition located within the former St James' Glebe lands administered by the Church of England. The site is historically significant as it has been in almost continuous use as a commercial premises for over 160 years – first as the Rushcutters Bay Hotel and then as a retail Persian carpet traders run by the Cadry family continuously on the site since 1967.

The Cadry's building is of aesthetic significance as a rare example of an early Victorian era hotel building that evolved through the early 20th century to accommodate the demand for hotel accommodation in the locality. The building has landmark qualities on New South Head Road and in Edgecliff due to its prominent corner position, elevated situation above the Glenmore Street frontage, and three storey scale with basement that responds to the site topography. The building remains legible as a mid 19th century building that has been the subject of Federation era additions due to the exposed sandstone walling at ground and part of the first floor level.

As the Rushcutters Bay Hotel, the Cadry's building is associated with Tooth & Co, who owned and operated pubs and hotels throughout Australia. The site's association with Tooth & Co is well documented archivally in local, state and national repositories.

The Cadry's building also has associational significance with Jacques Cadry (1910-2003), who began the Cadry's rug trading business in 1952 before commencing trading at the site in the mid-1950s. Jacques Cadry is identified as the first Persian Jew to be given permanent residency in Australia, in 1952, and to be naturalised, in 1955. He was a prominent member of the Persian Jewish community and the Cadry family has featured in the Sydney Jewish Museum exhibition, "Jews from Islamic Lands".

The interiors have been remodelled to respond to the changing trends for hotel arrangements through the first half of the 20th century, and in response to the use of the site as a Persian carpet retailer from the mid-1960s. However, the building retains substantial internal and external fabric and detailing that demonstrates these phases of development

The site may have research potential for underfloor deposits as the age of the original building predates the use of tongue-and-groove flooring.

2.1. Recommendations of the Assessment of Heritage Significance report

The heritage significance assessment report has assessed the heritage significance of the Cadry's building at 133 New South Head Road, Edgecliff in accordance with the NSW Heritage Manual. It has concluded that, based on the information available at the time of writing, the building meets the threshold for listing as an item of local heritage significance. The Cadry's building fulfils the criteria for listing for its historical, aesthetic, associational, rarity and representative significance. This report has concluded that the Cadry's building at 133 New South Head Road, Edgecliff does not meet the threshold for State heritage significance.

Through the historical investigations undertaken as part of the Heritage Significance Assessment for the Cadry's building, it was noted that the adjacent buildings at 543-549 Glenmore Road are contemporaneous with the subject site and appear to be relatively unchanged externally. As such, the heritage significance assessment has also recommended that the buildings at 543-549 Glenmore Road be investigated to determine whether these building fulfil the criteria for heritage listing.

3. Land Reservation Acquisition map

The Woollahra LEP 2014 identifies land reserved for acquisition on the *Land Reservation Acquisition Map*. By including these parcels (and part of parcels) in the Woollahra LEP 2014, this land may be acquired in the future by public agencies for a specific purpose. The purpose for which the land is to be acquired is identified on the Map, and this includes uses such as "road widening" and "open space". By being identified as land reserved for acquisition in the Woollahra LEP 2014 there is an implication that current development on that parcel (or part of parcel) will at some point be the subject of demolition to make way for the public purpose.

3.1. Land reserved for acquisition in Edgecliff

The Woollahra LEP 2014 currently identifies land reservation acquisition for road widening affecting a number of properties along New South Head Road and Glenmore Road in the Edgecliff Centre. **Figure 4** below identifies the three Areas in the Edgecliff Centre that are subject to a reservation for road widening. The properties affected in each Area, and what currently exists on the site is then summarised in **Table 2** below. This table also describes the significance of the properties affected (where applicable). It is noted that Chapter C1 Paddington HCA of the *Woollahra Development Control Plan 2015* (Woollahra DCP 2015) identifies that all properties located in the Paddington HCA are contributory items.

As identified in the maps and table, the affected areas include properties located in the Paddington heritage conservation area (C8), listed heritage items, contributory items and the Cadry's building at 133 New South Head Road.

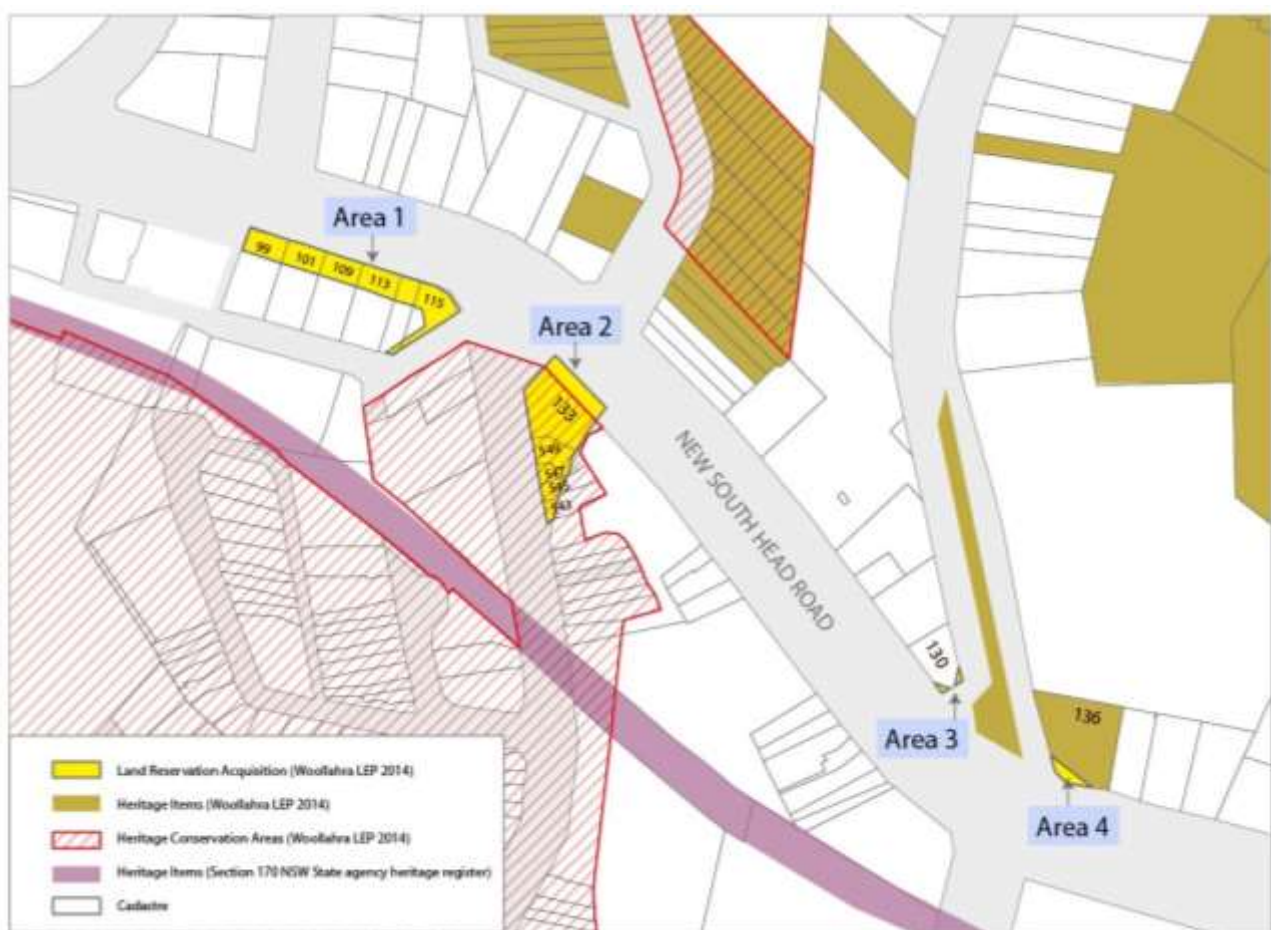


Figure 3: Land reserved for acquisition in the Edgecliff Centre, and relevant heritage affectations

3.2. Relevant acquisition authority

The relevant acquisition authority for these reservations is the Roads and Maritime Services (RMS), which forms part of Transport for NSW. These parcels were previously reserved for acquisition under the Woollahra LEP 1995, and at the time the land was identified for road widening purposes as part of the 1958 Road Alignment project. This project was superseded by the Cross City Tunnel project which was completed in 2005.

When Council staff prepared the current LEP, we consulted with the RMS about the need to retain the reservation provisions in the LEP. The advice, at that time, was that we had to retain these parcels on the Land Reservation Acquisition Map. This was despite the fact that the RMS has no plans to acquire the land and no proposal to carry out road improvement works on these parcels.

Table 2: Individual parcels affected by the land reserve for acquisition in the Edgecliff Centre, and relevant heritage affectations

| Area | Property details | Property Description | Significance |
|-----------------------------|------------------------------|--|--|
| Area 1: (Fig. 5) | • Part 99 New South Head Rd | Four-storey Interwar residential flat building | Identified as significant in the Woollahra DCP 2015 |
| | • Part 101 New South Head Rd | Four-storey strata titled interwar residential flat building (15 units) | Identified as significant in the Woollahra DCP 2015 |
| | • Part 109 New South Head Rd | Four-storey strata titled interwar residential flat building (containing 15 units) | Identified as significant in the Woollahra DCP 2015 |
| | • Part 113 New South Head Rd | Four-storey strata titled interwar residential flat building (containing 16 units) | Identified as significant in the Woollahra DCP 2015 |
| | • Part 115 New South Head Rd | Car service Centre | |
| Area 2: (Fig. 6) | • 133 New South Head Rd | Three-storey corner sandstone and masonry building “Cadry’s” | Contributory item in Woollahra DCP 2015 & the subject of this report |
| | • 549 Glenmore Rd | Two-storey sandstone workers’ cottage | Contributory item in Woollahra DCP 2015 |
| | • Part 547 Glenmore Rd | Single storey brick workers’ cottage | Contributory item in Woollahra DCP 2015 |
| | • Part 545 Glenmore Rd | Single storey brick workers’ cottage | Contributory item in Woollahra DCP 2015 |
| | • Part 543 Glenmore Rd | Single storey brick workers’ cottage | Contributory item in Woollahra DCP 2015 |
| Area 3: | • 130 New South Head Rd | Three-storey corner shop-top housing building | |
| Area 4:¹ | • 136 New South Head Rd | Two-storey historic bank building and interiors | Local Heritage Item Woollahra LEP 2014 |

3.3. Purpose of the land reserved for acquisition

Since the land was identified for realignment in 1958, important changes have occurred to traffic management and to the nature of transport across our city. Substantial improvements to public transport have been made, notably through the opening of the Eastern Suburbs railway with its two bus and rail interchanges at Edgecliff and Bondi Junction. Additionally, the Cross City Tunnel was completed superseding intentions to direct traffic through Paddington which would have been partly facilitated by the New South Head Road widening. In summary, these land reservations are now superfluous.

¹ The concrete balustrade and retaining wall located at the intersection of Darling Point Road and New South Head Road is a Local Heritage Item in Woollahra LEP 2014. Whilst it is not identified on the Land Reserved for Acquisition Map, given its location within the southernmost tip between Areas 3 and 4 as identified in **Figure 4** above, this item is also at risk from any road widening activities carried out in this part of New South Head Road.

The unique heritage significance of Paddington has been acknowledged at local, State and National levels. Paddington has been protected as a Heritage Conservation Area under Woollahra LEPs for over 35 years. Having land identified for acquisition (and ultimately demolition) is in conflict with the LEP objective to conserve the built and environmental heritage of Woollahra, which includes conserving the significance of the Paddington HCAs and heritage items. Should Council resolve to endorse the planning proposal to list the Cadry's building at 133 New South Head Road, Edgecliff as a local heritage item, the land reservations at this site will be in direct contradiction to Council's intention to protect the heritage significance of this building.

Additionally, with the NSW Government's increased emphasis on the importance of planning for place, these road reservations constrain Council's ability to invest in the long-term place making of Edgecliff, with the risk that any works undertaken by Council may be removed for unnecessary road widening purposes. Accordingly, there are strong and compelling reasons to remove the four areas of land along New South Head Road, Edgecliff, that are identified for road widening.

Since the implementation of Woollahra LEP 2014, Council staff have been continuing to liaise with *Transport for NSW* (TfNSW) and the *Department of Planning, Industry and Environment* seeking support for the removal of the road reservations affectations. However, we have been unable to gain support from TfNSW. Furthermore, TfNSW have been unable to provide a clear or compelling reasons that would prevent the removal of these land reservations.

Staff recommend preparing a planning proposal to remove the land reserved for acquisition along New South Head Road and Glenmore Road in Edgecliff from the *Land Reservation Acquisition Map*.

Further discussions with relevant staff from TfNSW can occur once the planning proposal has been placed on public exhibition. It is anticipated that these discussions will be facilitated by representatives from the DPIE and the *Greater Sydney Commission*.

4. Woollahra Local Planning Panel advice

Section 2.19 of the *Environmental Planning and Assessment Act 1979* sets out the functions of local planning panels. One of those functions is "to advise the council on any planning proposal that has been prepared or is to be prepared by the council under section 3.33 and that is referred to the panel by the council".

Additionally, the *Local Planning Panel Direction – Planning Proposals* which was issued by the Minister for Planning on 27 September 2018 identifies the types of planning proposals that are to be referred to a local planning panel for advice prior to a planning proposal being sent to the *Department of Planning, Industry and Environment* for a gateway determination.

Under the terms of the Direction, should Council resolve to prepare a planning proposal this must be referred to the Woollahra LPP for advice. This step will be undertaken at the next available meeting of the Woollahra LPP should Council decide to prepare one or both of these planning proposals.

5. Next steps

If Council supports the recommendations of this report, the next steps are:

- Prepare a planning proposal under section 3.33 of the Act to
 - list the Cadry's building, including interiors at 133 New South Head Road, Edgecliff, as an item of local heritage significance in the Woollahra LEP 2014,
 - remove the land reserved for acquisition along New South Head Road and Glenmore Road in Edgecliff.
- Refer the draft planning proposals to the Woollahra LPP for advice,
- Report the advice received from the Woollahra LPP to the Environmental Planning Committee.

6. Conclusion

The heritage significance of the Cadry's building, including interiors at 133 New South Head Road, Edgecliff has been assessed in accordance with the NSW Heritage guidelines. The assessment concludes that the Cadry's building, including interiors at 133 New South Head Road, Edgecliff Hillcrest, has local heritage significance and should be listed in Schedule 5 of the Woollahra LEP 2014.

Having recommended the listing of the Cadry's building as a local heritage item, staff also recommend removing the land identified for road reservation in the Edgecliff Centre. Having this land reserved for acquisition (and ultimately demolition) is in conflict with the recommendation to list the Cadry's building (including interiors) as a local heritage item. It is also in conflict with the Woollahra LEP 2014 objective to protect the significance of the Paddington HCA and heritage items.


To progress these two matters, planning proposals should be prepared to

- amend Schedule 5 of the Woollahra LEP 2014 by adding the Cadry's building, including interiors at 133 New South Head Road, Edgecliff to the list of heritage items, and
- remove the land reserved for acquisition along New South Head Road and Glenmore Road in Edgecliff.

These two planning proposals should be referred to the Woollahra LPP for advice.

Staff also recommend that the heritage significance of the properties at 543-549 Glenmore Road be assessed, and recommendations provided to Council regarding the listing of these properties.

Annexures

1. Draft Heritage Significance Assessment - 133 New South Head Road, Edgecliff - June 2021 [↓](#) 



Assessment of Heritage Significance
Cadry's Building
133 New South Head Rd, Edgecliff

June 2021

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Part 1 Introduction

1.1 Overview

This Heritage Significance Assessment (HSA) has been prepared to provide the basis for a Council decision on the heritage significance and potential heritage listing of the Cadry's Building located at 133 New South Head Road, Edgecliff as a local heritage item in Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014) and/or as an item of State significance in the State Heritage Register (SHR) under the *NSW Heritage Act 1977*.

On 10 February 2020 Council resolved:

THAT Council requests our heritage staff research the property located at 133 New South Head Road Edgecliff known as the Cadry's Building, to see if it is worthy of a permanent heritage listing.

The following information was included as background on the relevant Council agenda:

I request our heritage staff research the property located at 133 New South Head Road Edgecliff known as the Cadry's Building, to see if it is worthy of a permanent heritage listing.

This building was constructed in 1856 and operated as a hotel for many years. Since 1952, the building has been owned and operated by the Cadry's family who have restored some of the building back to its original state over the years.

This includes removing the pub tiles on the outside walls that would have been added in the 1930's to reveal the original sandstone walls.

The building is located in a highly visible spot and sits at the gateway to Woollahra. It is unique and I strongly believe that it should have a permanent heritage listing to save it for future generations.

In response to the notice of motion, this heritage assessment has been prepared for the property known as the Cadry's Building located at 133 New South Head Road, Edgecliff. The property is not currently included in the State Heritage Register (SHR) nor in the Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014). The property is located in the Paddington Heritage Conservation Area (C8). The site is in the vicinity of several listed heritage items, being the dwelling houses at the southern end of Mona Road (Items 149-166), and the Mona Road Heritage Conservation Area (C6). The subject site is not listed by the National Trust of Australia (NSW).

This Heritage Significance Assessment (HSA) has been prepared in order to establish whether the site fulfils the criteria for listing as a heritage item of local or State significance, and to make recommendations as to the ongoing management of the site.

1.2 Project methodology

This HSA has been prepared in accordance with the heritage significance assessment guidelines published by the NSW Heritage Office in 2001.¹ It is also consistent with the relevant principles and guidelines of the *Australia ICOMOS Charter for Places of Cultural Significance 2013* (the Burra Charter).²

The following steps were undertaken in the preparation of this report:

- A search of the following relevant State and federal statutory and non-statutory heritage registers:
 - State Heritage Register
 - Woollahra Local Environmental Plan 2014 (WLEP 2014)
 - NSW State Heritage Inventory database
 - National Trust of Australia
 - Register of the National Estate
- Historical research
- Site inspection of the property and surrounding area
- Building fabric analysis
- Comparative analysis of pre-1860s buildings in the Woollahra Local Government Area (LGA).
- Assessment of heritage significance
- Recommendations
- Completion of a Heritage Inventory sheet

1.3 Authors and acknowledgements

This report was prepared by Kristy Wellfare (Strategic Heritage Officer) of Woollahra Municipal Council. It was reviewed by Anne White (Manager - Strategic Planning).

The author acknowledges the assistance provided by Barbara Swebeck and Jane Britten (Local History Librarians, Woollahra Council), Dr. Louise Trott (Anglican Church of Australia Sydney Diocesan Archives) and the staff at the Noel Butlin Archives at the Australian National University in the preparation of this report.

1.4 Limitations

This report provides an assessment of non-Aboriginal (historical) built heritage only, and does not provide an archaeological or Aboriginal heritage assessment.

¹ NSW Heritage Office, 2001. *Assessing Heritage Significance*.

² Australia ICOMOS Inc, 2013. *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance*.

Part 2 Background

2.1 Site identification

The subject site is located at 133 New South Head Road, Edgecliff, in the Woollahra Local Government Area (LGA). The site is located on the corner of Glenmore Road and is legally identified as Lot 1 in Deposited Plan 255233 (Figure 1). The site is irregular in shape, approximately 403m² in area, with a street frontage of 23.98m on the north-western boundary to New South Head Road, an irregular secondary street frontage of 27.66m to Glenmore Road to the west and south-west, an irregular rear southern boundary of 16.946m, and an eastern side boundary of 7.79m.

Existing development on the site comprises a three storey commercial building with basement, of sandstone and rendered masonry construction. The ground and first floors are of sandstone wall construction that is partially rendered and painted. These levels originally date from the early 1850s, and the uppermost floor is comprised of rendered and painted masonry construction added in 1909 to a design by E. Lindsay Thompson.

Development on adjoining sites includes a three storey mixed use building with basement parking at 135 New South Head Road of rendered masonry construction with a curved metal roof constructed circa mid-1980s, and a group of early Victorian era buildings at 543-549 Glenmore Road comprising a two storey sandstone cottage (No. 549) and three single storey brick cottages.



Figure 1: Cadastral map of site (Source: Woollahra Council GIS Maps)

2.2 Site use

The site contains a three storey commercial building with basement that is currently used for retail purposes. The building comprises showrooms at ground floor and first floor level and associated offices, workrooms and storage on the second floor level. The site and the neighbouring sites are zoned B4 Mixed Use under the Woollahra LEP 2014. The Objectives for the B4 zone are:

- *To provide a mixture of compatible land uses.*
- *To integrate suitable business, office, residential, retail and other development in accessible locations so as to maximise public transport patronage and encourage walking and cycling.*
- *To provide active ground floor uses to create vibrant centres.*
- *To provide for development of a scale and type that is compatible with the amenity of the surrounding residential area.*
- *To ensure that development is of a height and scale that achieves the desired future character of the neighbourhood.³*

The site and adjoining sites along Glenmore Road are identified as land reserved for acquisition for the purposes of road widening of the classified road (New South Head Road). The acquisition authority is identified in Clause 5.1 of the Woollahra LEP as Transport for NSW.

2.3 Heritage listings

2.3.1 Statutory

The Cadry's building is not identified as a heritage item on the NSW State Heritage Register (SHR). The site is not identified as a local heritage item, however, the site is located in the Paddington Heritage Conservation Area (C8), under Schedule 5 of the *Woollahra Local Environmental Plan 2014* (Woollahra LEP 2014).

2.3.2 Non-statutory

The Cadry's Building is not listed on the NSW National Trust of Australia Register or on the Register of the National Estate.

2.4 Heritage in the vicinity

There are several listed heritage items in the vicinity of the site, including the Edgecliff Street Name Inlays (Item 674) and the houses at the southern end of Mona Road. There are no items of State heritage significance within the immediate vicinity of the site. The following locally significant Woollahra LEP 2014 heritage items are in the general locality

³ Woollahra Local Environmental Plan 2014

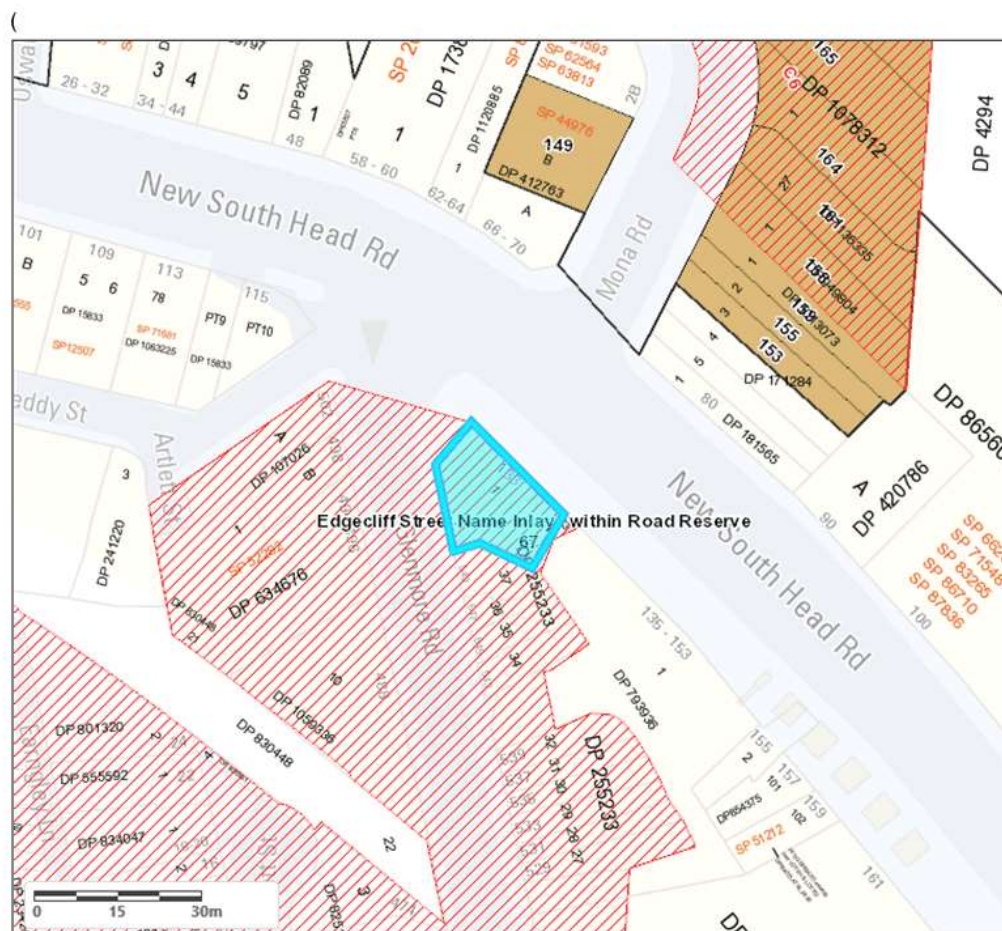


Figure 2).

- *Mona Terrace— building and interiors (Item 149), 2A Mona Road*
- *Terrace house and interiors, front fencing, steps and balustrade (Item 153) - 9 Mona Road*
- *Terrace house and interiors, front fencing, steps and balustrade (Item 153) - 11 Mona Road*
- *Semi-detached house and interiors, grounds, and sandstone retaining wall to street— Mona Road heritage item group (see also 17 Mona Road) (Item 158) - 15 Mona Road*
- *Terrace house and interiors, front fencing, steps and balustrade (Item 159) - 15A Mona Road*
- *Semi-detached house and interiors, grounds and sandstone retaining wall to street—Mona Road heritage item group (see also 15 Mona Road) (Item 161) - 17 Mona Road*
- *“Greycliffe Flats”—house and interiors, grounds and sandstone retaining wall to street (Item 164) - 21 Mona Road*
- *“Greycliffe Flats”—house and interiors, grounds and sandstone retaining wall to street (Item 165) - 23 Mona Road*

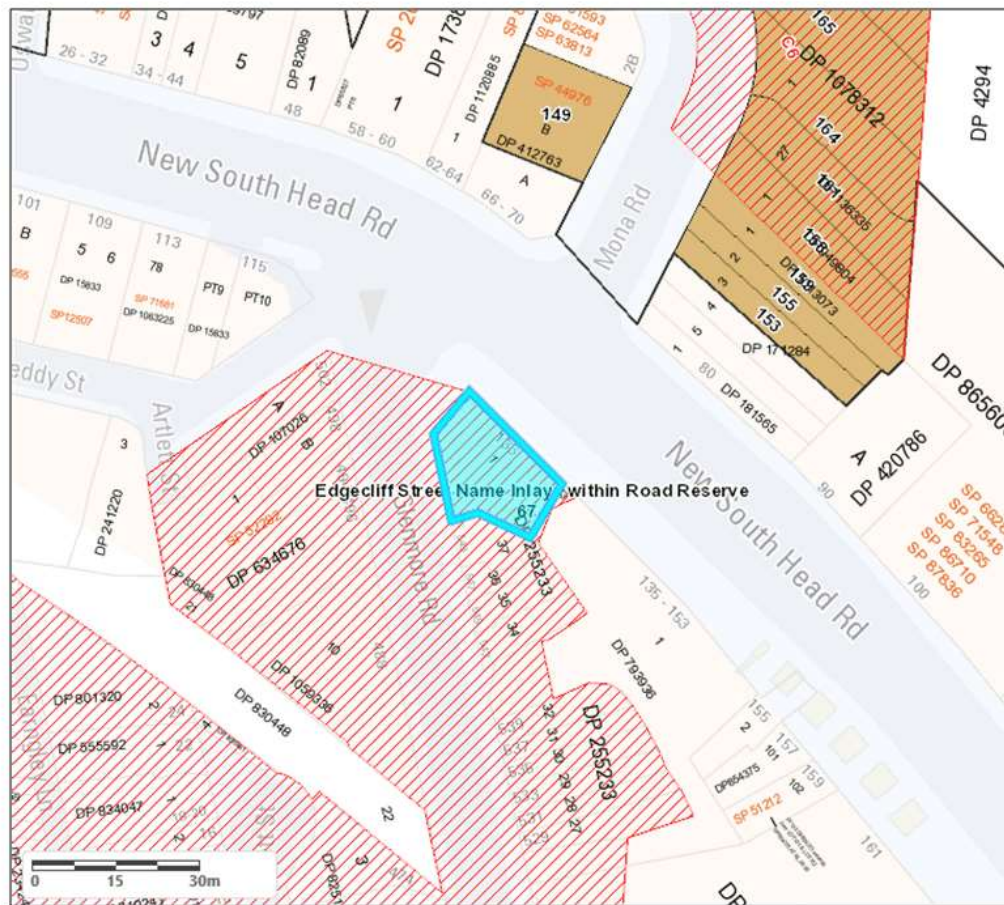


Figure 2: LEP Heritage items and conservation areas in the vicinity of the site (shown highlighted in blue). (Source: Woollahra Council GIS Maps)

Part 3 Historical context

3.1 Introduction

This section provides a historical context of the Cadry's building located at 133 New South Head Road, Edgecliff. It provides an overview of the history of Edgecliff, and a history of the development of the site in its context.

3.2 Edgecliff & Paddington

The site of this assessment is located in the suburb of Edgecliff. A suburb in eastern Sydney located approximately 4km east of the CBD in the Woollahra Local Government Area (LGA). Historically, the site was located within the suburb and municipality of Paddington.

The original inhabitants of much of the land of the Woollahra LGA were the Gadigal (Cadigal) clan. The estate that covered Paddington was known as the *Cadi*, located on the southern side of Port Jackson, extending from South Head to Darling Harbour and covering most of the Eastern Suburbs of Sydney. The people with rights to those lands were known as the *Cadigal*, meaning people of the Cadi.⁴ The local aboriginal people maintained connection with country following the seizure of their lands by the British colonisers. However, an aboriginal heritage assessment of the site has not been undertaken.

The name Paddington came about when James Underwood subdivided his land in October, 1839, 50 acres of the 100 acres granted to him, Robert Cooper and Francis Forbes for the purpose of setting up a distillery. Underwood called his subdivision the Paddington Estate after the London Borough of that name and it covered the land from Oxford Street down to present day Ocean Street.⁵

The name 'Edgecliff' is derived literally from its topography, with the name being given by a pair of surveyors appraising the land for potential housing subdivision in 1857. Edgecliff became an official postal district in 1877 and a post office was built there in 1894.⁶

Woollahra and Paddington Municipalities

A petition for the creation of a municipality of Paddington was signed by 172 local residents in 1859. The Municipality of Paddington was proclaimed on 20 April 1860. The first meeting of the Paddington Council was held at the Paddington Inn, on the corner of Oxford and William Streets, on 25 May 1860 when William Perry was elected the first mayor (then chairman). A purpose built council chambers designed by architect Thomas Rowe was built on Oxford Street between Brodie and Young Streets in 1864. A new town hall, designed by architect John Edward Kemp, was built at 247 Oxford Street in 1891.

The municipality of Paddington was absorbed into the City of Sydney Council in 1948 as part of the NSW Government's plans for a decreased number of local government areas. A portion of the

⁴ Irish, Paul "Aboriginal Paddington" in *Paddington: A History* p.19-20

⁵ Woollahra Library Local History Centre and the Woollahra History and Heritage Society. N.d. *Local History Fast Facts - P* https://www.woollahra.nsw.gov.au/library/local_history/local_history_fast_facts/p

⁶ Sharpe, Alan. & Lawrence, Joan. 1999, *Pictorial history Eastern Suburbs* / edited by Joan Lawrence and Alan Sharpe Kingsclear Books Crows Nest, N.S.W p.14

old Paddington municipality, being that section north of Oxford Street, was transferred back to Woollahra municipality in June 1968.⁷

Grants and the Rushcutters Valley Gentry

Over 200 acres were granted by the Crown in the Paddington area between 1810 and 1822 for industrial purposes. William Thomas' 1817 grant was the second in the area, the first being to Captain John Piper in 1816.⁸ Thomas' grant occupied a frontage to Rushcutters Bay and extended across the swamplands up toward the subject site with an irregular, trapezoidal shape. Such was the abundance of space that each of the early grants took its own form, with little regard to access or the spaces in between.⁹ The odd shape of the St James' Glebe¹⁰ grant on which the subject site stands was dictated by the early land grants in the area that were laid out in an ad-hoc manner.

William Thomas' 1817 grant boundaries were not altogether clear or accurate and relied on a shoreline rock for a bearing point on its eastern boundary.¹¹ This lack of precision in the early grants of the area was borne out in the case of Thomas West, where the title of the land and the actual extent were only confirmed many years later after several extended court battles.¹²



Figure 3: Extract from Mrs Darling's Point to South Head Road [cartographic Material] : Property Map. 1833-1837. Print. (Source: State Library NSW Mitchell Map Collection item M2 811.1811/1837/1)

New South Head Road and Glenmore Road

The site is located on the corner of Glenmore Road where it meets New South Head Road. Initially a foot track known as the 'Maroo' that led to South Head, New South Head Road was designed by Surveyor-General Thomas Mitchell as an alternative shorter route to South Head than the Old South Head Road. Mitchell also saw it as a scenic drive that would 'open a constant

⁷ Woollahra Library Local History Centre and the Woollahra History and Heritage Society. N.d. *Local History Fast Facts - P* https://www.woollahra.nsw.gov.au/library/local_history/local_history_fast_facts/p

⁸ Griffin, Robert "Early Paddington" in *Paddington: A History* p105

⁹ Morrison, Bill "Mapping Paddington" in *Paddington: A History* p.42

¹⁰ In the Roman Catholic and Anglican Church traditions, a "glebe" is land, in addition to or including the parsonage house/rectory and grounds, which was assigned to support the priest. Source: The Glebe Society Website, "What does 'Glebe' mean?", <https://www.glebesociety.org.au/about-glebe/history-heritage/what-does-glebe-mean/> accessed 2 June 2021

¹¹ Morrison, Bill "Mapping Paddington" in *Paddington: A History* p.42

¹² Morrison, Bill "Mapping Paddington" in *Paddington: A History* p.42

succession of the most beautiful and picturesque scenery of Port Jackson'. The road is shown as unformed on the 1833-7 plan in Figure 3, and was built from 1834.¹³

The development of Glenmore Road was to serve the distillery on the Cooper, Forbes and Underwood grant, and, at its northernmost end, generally followed the line of Thomas' grant (Figure 4). Glenmore Road was formed from an on-grade track formed by bullock drays leading from the Distillery to Oxford Street in 1824.¹⁴ The formation of Glenmore Road allowed for a further phase of land grants in the area from 4 to 8 acres (1.6-3ha), mostly with frontages to Glenmore Road, that would transform the valley with gentry villas and estates for the wealthy administrators of the colony.¹⁵

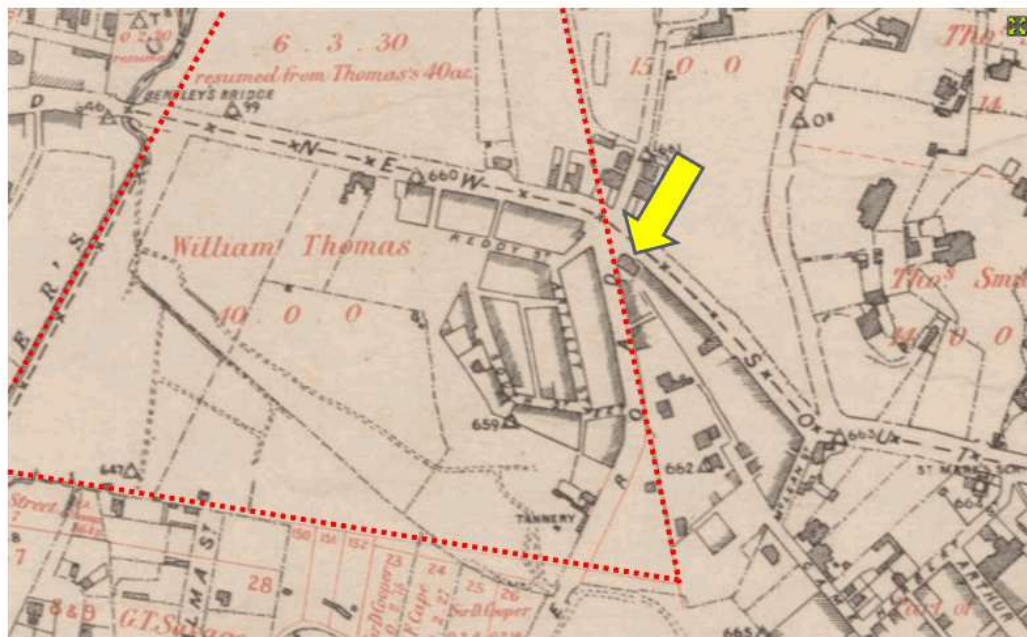


Figure 4: Extract from 1888 General Survey of the Colony, County of Cumberland, Parish of Alexandria. The site is shown by the arrow, with the line of Thomas' grant shown dashed in red. (Source: New South Wales, Surveyor-General. (1888). *General survey of the Colony, County of Cumberland, Parish of Alexandria* Retrieved March 6, 2020, from <http://nla.gov.au/nla.obj-229915560>)

¹³ Woollahra Library Local History Centre and the Woollahra History and Heritage Society. N.d. *Local History Fast Facts - N* https://www.woollahra.nsw.gov.au/library/local_history/local_history_fast_facts/n

¹⁴ Conybeare Morrison & Partners, 1997. *Paddington Townscape Study*

¹⁵ Morrison, Bill "Mapping Paddington" in *Paddington: A History* pp.42-45

3.3 St James' Glebe

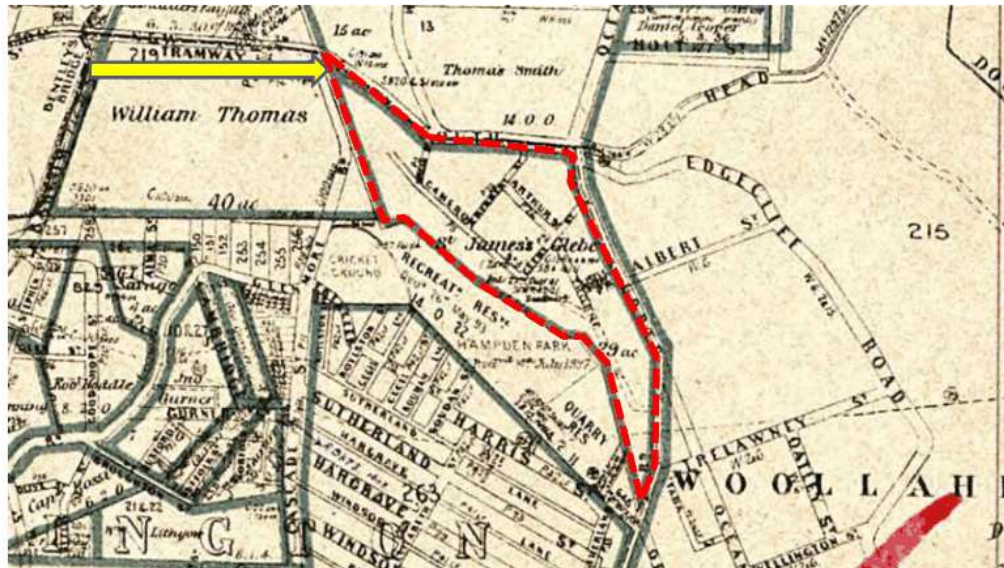


Figure 5: Extract from the Parish of Alexandria Map dated 15 May 1900, with St James's Glebe shown bounded by red. The location of the subject site is shown with an arrow. (Source: NSW Historic Land Records Viewer, <https://hlrv.nswlrs.com.au/>)

The Cadry's building stands on land that formed part of the St James's Glebe lands. The St. James Glebe Grant consisted of 29 acres granted to the Church of England in 1842 in lieu of payment by the government for their services in providing schools.¹⁶ The notice of the grant (No. 42) was advertised in the Government Gazette of 19 July 1842.¹⁷ The Glebe Lands were subdivided into 34 leasehold allotments and offered for sale in 1842 and again in 1848, this time further subdivided into 47 allotments with a lease term of 28 years (Figure 6).¹⁸

The St James' Glebe Lands were developed from the 1850's on the leasehold allotments. Some remaining examples of those early leasehold developments remain in Herbert Rd, Cameron and Great Thorne Streets and are mostly original terrace and free standing houses built in the latter half of the 19th century. The Edgecliff Preparatory School was also originally located in the St James' Glebe lands. The St James' Glebe lands were also directly affected by the construction of the Eastern Suburbs Railway, which destroyed the commercial streetscape including the Horbury Hunt McLean's Butchery previously on the corner of McLean Street.¹⁹

¹⁶ Paddington History and Heritage: A Theme History (1997) p.20

¹⁷ CHURCH GRANTS. (1842, July 19). *New South Wales Government Gazette* (Sydney, NSW : 1832 - 1900), p. 1028. Retrieved March 6, 2020, from <http://nla.gov.au/nla.news-article230357298>

¹⁸ "Advertising" *The Sydney Morning Herald* (NSW : 1842 - 1954) 15 November 1848: 4. Web. 11 Sep 2020. <<http://nla.gov.au/nla.news-article12910617>>.

¹⁹ Woollahra Library Local History Centre and the Woollahra History and Heritage Society. N.d. *Local History Fast Facts - 5* https://www.woollahra.nsw.gov.au/library/local_history/local_history_fast_facts/5

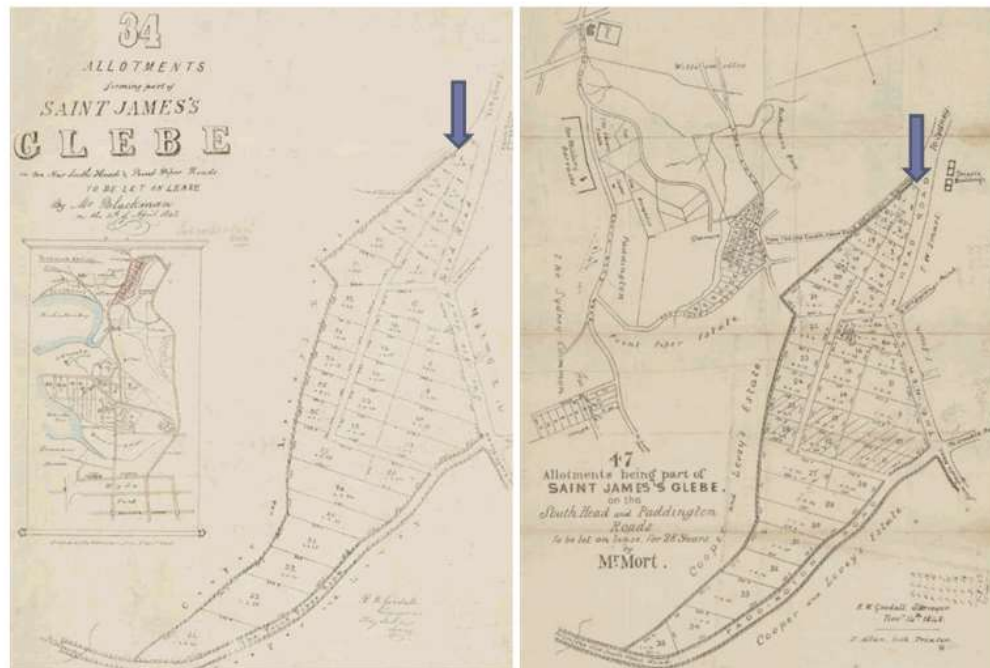


Figure 6: Leasehold subdivisions of the St James' Glebe in 1842 (L) and 1848 (R) with the location of the subject site identified by an arrow. (Source: (L) Goodall, R. H. 34 Allotments Forming Part of Saint James's Glebe on the New South Head & Point Piper Roads to Be Let on Lease by Mr. Blackman on the 4th of April 1842 [cartographic Material] / R. H. Goodall, Surveyor ... Sydney, NSW]. Mitchell Map Collection, State Library of New South Wales. (R) Goodall, R. W & Allan, John & Mort & Co. (1848). 47 allotments being part of St. James Glebe on the South Head and Paddington Roads, to be let on lease for 28 years, by Mr. Mort Retrieved February 28, 2020, from <http://nla.gov.au/nla.obj:229949703> [note: Paddington Road as shown on these plans is now known as Ocean Street].

The subject site is located on part of Lot 1 of the St James's Glebe lands. The records held in the Anglican Archdiocese of Sydney Archives confirm that the trustees of the site, the Bishop of Sydney, The Reverend Robert Allwood Clark, Charles Nathan, Surgeon, John Piper MacKenzie, Official Assignee, and William Hemmery, Gentleman leased the site to John Walton, freeholder, of Sydney for a term of 99 years from 1 January 1866. John Walton subleased the site to Snowden McBurney and Nicholas McBurney, thus starting a long history of lease and sublease of the site for the 99 year terms of the leasehold.

The Glebe Administration Board of the Church of England (now Anglican Archdiocese of Sydney) maintained ownership of the subject site, on behalf of the Bishop of Sydney, until after the close of the 99 year lease in 1966. The site was eventually sold to Sterling Agencies P/L, a Cadry family company, in the early 1970s who remain the current owners and occupiers of the site. A search was undertaken by the Anglican Archdiocesan Archives for the site, with the following lease details provided in a 1958 deed of assignment:


| <u>THE SCHEDULE REFERRED TO.</u> | |
|--|---|
| (1) 30/8/1866 | <u>Lease</u> Bishop of Sydney (1) Bishop of Sydney R. Allwood, C. Nathan, J.P. Mackenzie and W. Hemmery (2) and J. Walton (3). Regd. No. 949 Book 99. |
| (2) 30/8/1866 | <u>Lease</u> Bishop of Sydney (1) Bishop of Sydney R. Allwood, C. Nathan, J.P. Mackenzie and W. Hemmery (2) and J. Walton (3). Regd. No. 950 Book 99. |
| (3) 3/8/1869 | <u>Mortgage</u> J. Walton (1) W.B. Walford and W.E. Spark (2). Regd. No. 585 Book 115. |
| (4) 1/8/1873 | <u>Surrender</u> endorsed thereon. Regd. No. 93 Book 137. |
| (5) 1/8/1873 | <u>Mortgage</u> J. Walton (1) H.T. Rouse and R. Rouse (2). Regd. No. 94 Book 137. |
| (6) 11/11/1882 | <u>Discharge</u> endorsed. Regd. No. 83 Book 261. |
| (7) 6/12/1878 | <u>Indenture of Assignment</u> E.K. Holroyd (Walton (1) M. Holroyd (2) J. Tayler (3). Regd. No. 399 Book 186. |
| (8) 12/6/1869 | <u>Lease</u> W.B. Walford & W.E. Sparke (1) J. Walton (2) and S. McBurney & N. McBurney (3). Unregistered. |
|  | |
| (9) 28/12/1862 | <u>Lease</u> E.K. Holroyd & H.W. Walton (1) M. Holroyd (2) and J. McInerney (3). Unregistered. |
| (10) 15/1/1883 | <u>Indenture of Assignment</u> H.W. Walton & E.K. Holroyd (1) M. Holroyd & E.K. Holroyd (2) J. Tayler (3) R.A.E. Cooper and A. Cooper (4) H.W. Walton (5) The Commercial Building and Investment Co. Ltd. (6) T. Moore (7) Regd. No. 878 Book 262. |
| (11) 31/5/1915 | <u>Indenture of Assignment</u> J.M. Moore & W.E. Smyth King (Executors T. Moore) (1) and V.H. Moore (2). Regd. No. 690 Book 1057. |
| (12) 19/8/1955 | <u>Deed of Assignment</u> V.H. Shawe (Moore) (1) and J.A. Black & J. Black (2). Regd. No. 101 Book 2343. |

Figure 7: Schedule of land dealings for the subject site as itemised in the 18th June 1958 Deed of Assignment. (Source: Anglican Archdiocesan Archives)

3.4 Rushcutters Bay Hotel (c.1856-1964)

This section provides an outline of the history of the site and its development in the time that it operated as the Rushcutters Bay Hotel.

3.4.1 Early years (c.1856-1930)

The building formerly known as the Rushcutters Bay Hotel is likely to have been constructed on the site within the St James' Glebe in the mid-1850s. The earliest mention of the Rushcutters Bay Hotel found in the Publican's Licenses Index dates from 5 December 1856 when a license for the Rushcutters Bay Hotel was granted to Mary Clarke, who held the license for several years.²⁰ Following the death of her husband, Daniel Clarke, in 1857,²¹ the license was transferred from Mary Clarke to John Eustace on 12 March 1858.²² The 1858 Sands Directory confirms John Eustace as the occupier of the Rushcutters Bay Hotel.²³ The license for the premises transferred many times throughout the use of the premise as a hotel between the mid-1850s and 1966. A chronology of the licensees based on the information available is provided in Appendix A.

The general form and materiality of the building as shown in the historic images and contemporary paintings such as the watercolour of George Martin (Figure 8) concur with this estimated date of construction. It is noted that the two storey sandstone building at 549 Glenmore Road and the two brick workers cottages at 545 and 547 Glenmore Road are also identifiable in this watercolour and indicate these buildings are also some of the oldest extant buildings in the locality.

Following the proclamation of Paddington Council in April 1860, the Paddington Assessment book for 1860 describes the site as a Public House with 10 rooms over 3 floors and being of stone construction with a shingle roof. William Watkinson was identified as the person rated, with Catherine Clarke nominated as the Land Owner. The building is described as being of Stone construction with a shingle roof, three storeys in scale and comprising 10 rooms.²⁴

1860



1863



In the 1872 the Paddington Assessment Book, the site is identified as being occupied by Henry Nicholson, Leased to Walton and the owner is noted as "Glebe".²⁵ It also indicates the site as

²⁰ Publicans' Licenses Index 1830-1861 NSW State Archives NRS 14403 [7/1507]; Reel 1239

²¹ ECCLESIASTICAL JURISDICTION. (1857, April 28). *New South Wales Government Gazette* (Sydney, NSW : 1832 - 1900), p. 996. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article229956768>

²² PUBLICANS' LICENSES. (1858, March 13). *The Sydney Morning Herald* (NSW : 1842 - 1954), p. 5. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article13007473>

²³ John Sands Ltd, *Sands Sydney, Suburban and Country Commercial Directory, 1858* (01/01/1858 - 31/12/1858), [A-01136294]. City of Sydney Archives, accessed 07 May 2021, <https://archives.cityofsydney.nsw.gov.au/nodes/view/1898994>

²⁴ Paddington Rate Book; Assessment Book (01/01/1860 - 31/12/1866), [A-00491848]. City of Sydney Archives, accessed 29 Apr 2021, <https://archives.cityofsydney.nsw.gov.au/nodes/view/1069342>

²⁵ Paddington Assessment and Rate Book (01/01/1872 - 31/12/1873), [A-00491857]. City of Sydney Archives, accessed 29 Apr 2021, <https://archives.cityofsydney.nsw.gov.au/nodes/view/1069367>

being occupied by a dwelling house, albeit of 3 storeys of stone and shingle construction consistent with the previous rate book entries, although this is considered to be an administrative error in the rate book.



Figure 8: Watercolour by George Roberts, c.1859-63. The view looks down the Glenmore Road toward the site, which is shown within the square. The magnified inset of the site indicates the building and the three immediately adjacent buildings were present at the time. (Source: "Views mainly of the Eastern Suburbs of Sydney" Mitchell Library, State Library of NSW)

Recently, Woollahra Council commissioned Robert Allan Moore, Heritage Architect to undertake a study to assess the heritage significance of several pubs in Paddington, known as the Paddington Pubs Study. The study provided the following general information about the evolution of pubs within the Paddington area that was included in the inventory sheets for the listed items that is also relevant to the subject site:

"By 1880 there were 21 hotels listed in the Sands Directory in Paddington, rising to 29 by 1900. Paddington had one of the highest resident-to-hotel ratios for any suburb in Sydney (Kelly, M., Paddock Full of Houses : Paddington 1840-1890, Doak Press, Sydney 1978, pp.180-181). Such was the place of the hotel in the suburb, that during the enacting of the Local Option Clause in 1882, whereby ratepayers could vote Yes or No to two questions, whether any new publicans license's should be granted in the coming three years, and if any should be removed from the area, Paddington, while voting to not allow any new licences, also voted not to remove any (Kelly, op cit p.181). The area known as Paddington has changed over the years with Council redistributions, so direct comparisons are not possible.

In NSW, an early closing time of six o'clock was introduced in 1916 and lasted until 1955, when a referendum was narrowly won for extended trading hours until 10pm. The six o'clock closing time, introduced with the intention of improving public morals and getting men home to their families earlier, had the unintended consequence of fostering an endemic culture of daily binge-drinking, which came to be known as the "Six O'Clock Swill" (from Wikipedia http://en.wikipedia.org/wiki/Australian_pubs and http://en.wikipedia.org/wiki/Six_o%27clock.swill). Around the same time, the three large breweries that dominated the Sydney market, Tooth & Co, Resch's and Toohey's, began to buy the freehold or leasehold of many of Sydney's hotels in order to secure an exclusive market for their products. The hotels were "tied" to the brewery, selling only their beers and preferred wines or spirits. Tooth's and Resch's breweries dominated the Paddington hotel trade from the turn of the 20th century until the 1920s, after which Tooth's took over Resch's and with it most of their hotel properties.

Following the introduction of early closing time, many of the brewery-owned hotels were altered to extend the small parlours, saloons and bars that had characterised the 19th century hotel into larger Public Bars and ladies' lounges, and new dining areas. Every possible area that could be spared and still receive the approval of the licensing courts was converted to bar space. The intention was to maximise the length of the Public Bar to accommodate the drinks and the area available for patrons for the intense hour prior to closing. Generally, Public Bars were designed with the serving bar running the length of the two principal facades with additional doors added, opening onto the footpath. The bar counters were modified by removing the uprights that held upper shelves and the counter top was covered with linoleum, as it was soft and easy to clean (Freeland J M The Australian Pub, MUP, 1996, p176).

External change to the appearance of hotels was also common during the first decades of the 20th century. The breweries used either in-house architects, or prominent architectural firms, to redesign their older hotels to modernise their appearance. New buildings reflected modern architectural styles, and the classic Sydney pub, with sleek lines, wall tiles and art deco or modern features dates from this period. For those hotels that were not totally redeveloped, new building and licensing laws prohibiting verandah posts along the footpath edge, that were now considered hazardous to ever increasing numbers of cars on the road, saw the old-style verandahs replaced by light steel-framed awnings, hung on steel tension rods anchored back to the upper masonry walls. The external façade beneath the awning was often clad in vitreous tiles to a height of 5 feet, above which the wall was plastered and painted. Many pubs were extended during this period with sleeping and dining accommodation as well as bar space, also the result of the requirements of the licensing authorities."²⁶

The internal and external changes to the building demonstrated in the available images of the site are consistent with the general types of works described above, with an additional storey added to the building from 1909, and subsequent changes made to the internal bar arrangements occurring in the early 1910s which predate the introduction of the 6pm closing time. A suspended awning was added in 1932, with external tiling carried out beneath the awning. Refer to Section 3.7 for further detail regarding works carried out on the site over time.

The prominence of the local hotel within society of the era, and the location of the site on New South Head Road has resulted in images being available that serve to document the changes to the building over time. In particular, the images of the *American & Australasian Photographic Company* give a detailed understanding of the form and materiality of the building in its early

²⁶ Heritage NSW (2020) State Heritage Inventory entry - "Bellevue Hotel"
<https://apps.environment.nsw.gov.au/dpcheritageapp/ViewHeritageItemDetails.aspx?ID=5067644>

arrangements, and provide the context of its setting - with the vacant fields in the background being what would become the fine grain terrace development Paddington is known for. Furthermore, the location of the site on New South Head Road, a major arterial road controlled by the former Department of Main Roads, and the site's proximity to the Eastern Suburbs Railway project in the 1970s has provided images for the site and its context at several points throughout its history, shown in Figure 9 to Figure 14.



Figure 9: Nicholson's Hotel on the south-eastern corner of New South Head Road & Glenmore Roads, Rushcutters Bay (with adjacent Billiard Bagatelle Room and William Harris's produce store). c1870-1875 (Source: American & Australasian Photographic Company via Mitchell Library, SLNSW <https://archival.sl.nsw.gov.au/Details/archive/110040845>)

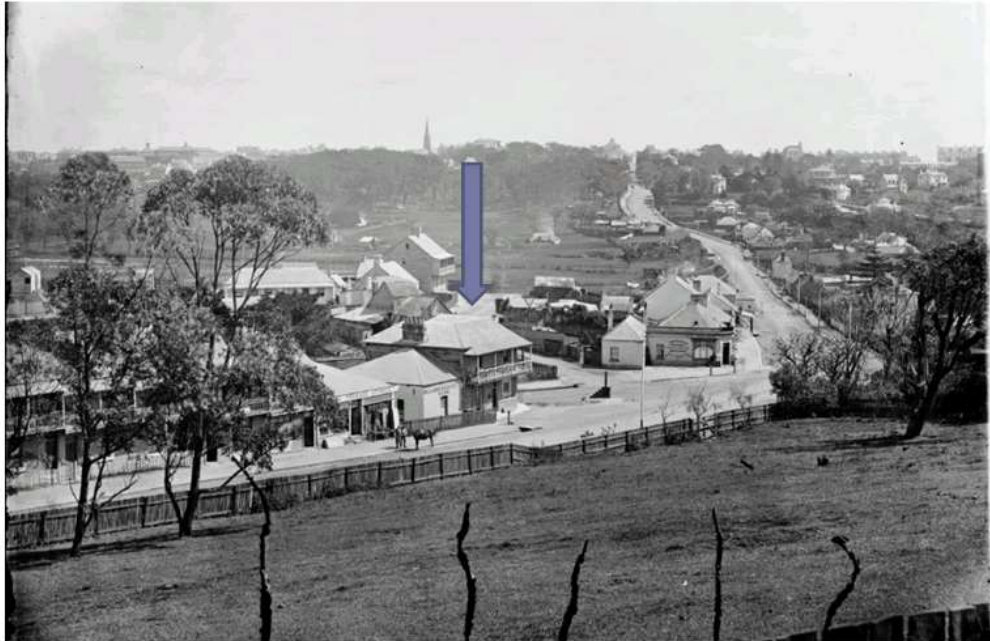


Figure 10: Toll road New South Head Road, looking west to Darlinghurst c.1870-1875, with subject site shown with an arrow. (Source: American & Australasian Photographic Company via Mitchell Library, State Library of New South Wales
<https://archival.sl.nsw.gov.au/Details/archive/110041330>)

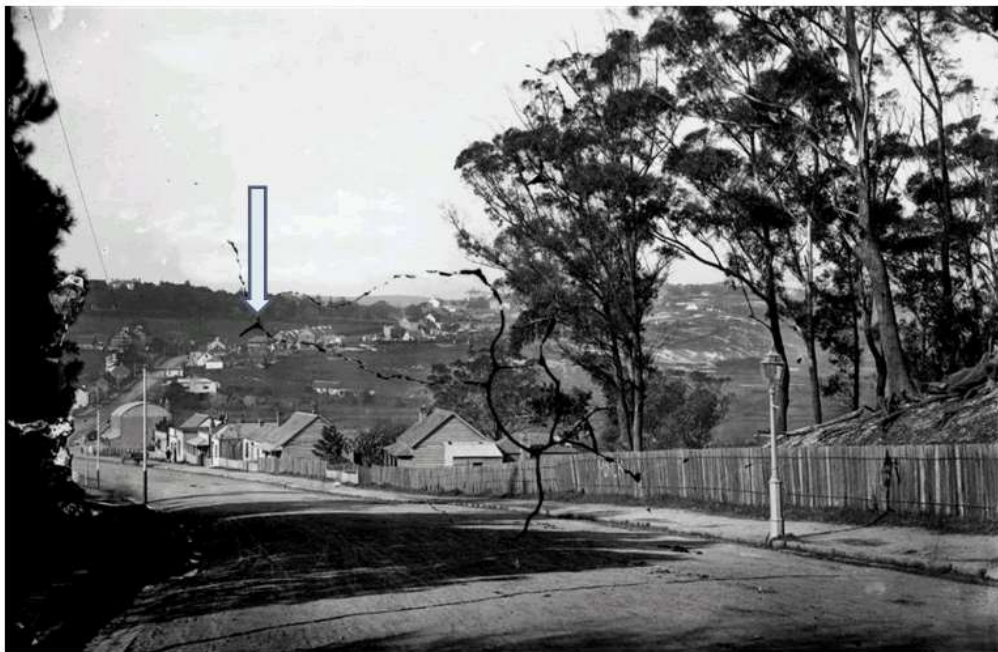


Figure 11: Toll road, Bayswater-New South Head Roads, Rushcutters Bay, c.1870-1875, with site identified with an arrow. (Source: American & Australasian Photographic Company via Mitchell Library, State Library of New South Wales
<https://archival.sl.nsw.gov.au/Details/archive/110041310>)

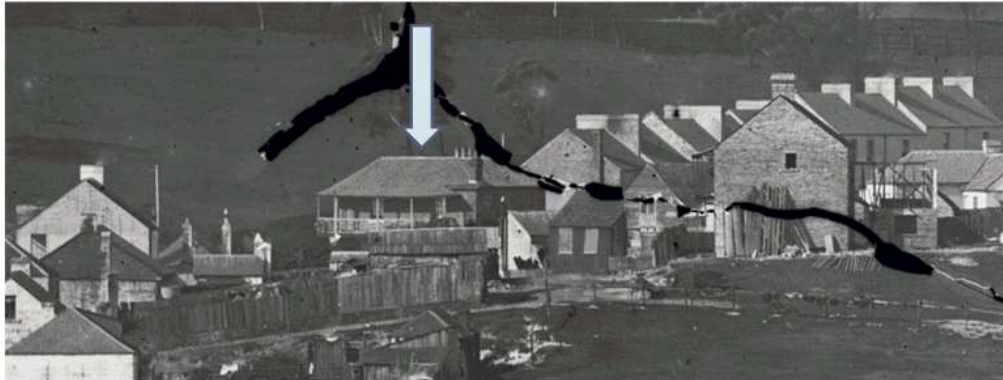


Figure 12: Detail of Figure 11, with site identified with an arrow. (Source: American & Australasian Photographic Company via Mitchell Library, State Library of New South Wales)



Figure 13: New South Head Road, between Mona Road and Darling Point Road, looking east, 1919. Part of the Rushcutters Bay Hotel is visible on the right of the picture, indicated with an arrow. It is noted that the semi-circular element above the parapet shown on the proposed in the 1909 plans and as existing on the 1912 plans, which should be located where the arrow is shown, is not apparent on this 1919 photo. (Source: Woollahra Local History Library).



Figure 14: NRS-20224-1-[18/3067]-H1_H257-4 | H9 - M.R. 173 (Main Road) Near Rushcutters Bay. 1929. From the series "Photographs of metropolitan, country roads ferries etc., and miscellaneous operations, New South Wales. 01-01-1926 to 31-12-1946". (Source: State Records and Archives Authority)

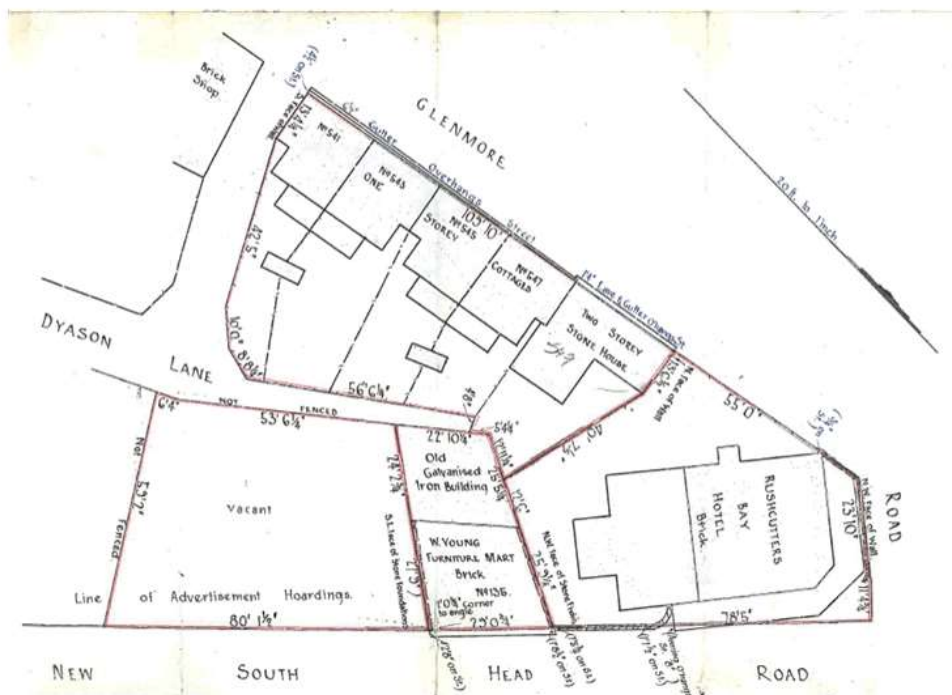


Figure 15: Survey certificate, Rushcutters Bay Hotel 133 New South Head Road, 541-549 Glenmore Road, 18 May 1955, showing the 8" encroachment over the New South Head Road road reserve. (Source: Anglican Archdiocese of Sydney)

3.4.2 Tooth & Co

Records held at the Noel Butlin Archives indicate that Tooth & Co. took over the Rushcutters Bay Hotel in 1931 when Resch's became insolvent. Tooth's operated the hotel from 2 July 1931 until the closure of the Rushcutters Bay Hotel on 30 December 1965. From 10 February 1933, the underlease for the property was vested in Tooths Ltd., with many licensees overseeing the everyday operation of the hotel.²⁷ Upon taking over the hotel, Tooth & Co. undertook renovation of the hotel, spending several hundred pounds within the first two years of possession, including replacing the 1912 posted awning with a new suspended awning and tiling the exterior.²⁸

| Date | Description | Contractor | Cost (£) |
|------------|--|-------------------------|----------|
| 14/10/1931 | Floodlighting, concealed in ceiling of awning | | |
| Undated | Exterior painting, interior renovations. Repairs to boundary fence, roofs, smoke stacks and gas stove, renewing bar sink and ice chest | | 91.1.0 |
| 7/6/1932 | Providing and fixing bar sinks and other minor repairs | Mssrs J Stubbe & Sons | 14.10.01 |
| 15/12/1932 | Erecting new suspended awning and tiling the underside of the awning | Mr S. Featherstone | 358.0.0 |
| 24/9/1934 | Renewing whole of iron roof renewing box gutter and ridge capping, repairing flashing, covering flat roof with bituminous felt, & renewing eaves gutter on main roof | Messrs Blundell & Brown | 49.10.0 |

This was the beginning of a documented history of works to the site that mostly involved cyclical maintenance of elements such as the exterior and interior painting, roof repairs and maintenance, and maintenance and upgrading of equipment and services within the building. A full list of these works is provided in Appendix 2.

Folders in the Tooth & Co. Archives indicate that in 1940, following a notice of intention to serve an order from the Licensing sergeant, Tooth's investigated options for rebuilding the Rushcutters Bay Hotel on the present site and/or relocating the hotel to an alternative location. Sites at 3-9 Mona Road and 498-502 Glenmore Road were considered but the hotel ultimately remained on the site due to the limitations of the alternative sites to provide appropriate cellar accommodation. The hotel remained on the site through to its eventual closure in 1965.

²⁷ Tooth & Co File archive folder N60/2422. Accessed via Noel Butlin Archives at the Australian National University, October 2020.

²⁸ Tooth & Co File archive folder N60/2422. Accessed via Noel Butlin Archives at the Australian National University, October 2020.



Figure 16: Rushcutters Bay Hotel 1949. (Source: Tooth & Co, Rushcutters Bay Hotel - card 4 side 2, accessed via Noel Butlin Archives <https://openresearch-repository.anu.edu.au/handle/1885/105406>)

In 1916 six o'clock closing was introduced for licensed premises, and remained in place in New South Wales until 1954. This ushered in a period where the exteriors of pub buildings were tiled and their internal arrangements reconfigured into more spartan interiors designed for maximum dispensing of beer but with "little in the way of civilised comforts".²⁹ Geoffrey Scharer, was the son of Bernie Scharer, Licensee of the Rushcutters Bay Hotel, himself a fourth-generation publican, was born in 1940 and recounted spending his early teenage years in his father's pub during the last days of the six o'clock swill:

"My old man ran an incredibly busy pub at Rushcutters Bay. The public bar had 12 different beer taps and they all poured the same beer - Reschs Draught - and there were no seats or stools in the bar at all. Everyone stood at the bar five and six deep and there was sawdust on the floor.

*My brother and I had the job of sweeping up the sawdust after closing. Dad would 'salt' it with two-bob coins which was our payment - and the sawdust was full of cigarettes and p*** and vomit. We swept it up with two broad brooms and Dad came behind us with a hose and then squeegeed the water out until the bar was all nice and clean and ready for opening the next day."*³⁰

²⁹ Sydney Living Museums, 2018. *Sydney's Pubs: liquor, larrikins & the law* <https://sydneylivingmuseums.com.au/stories/sydneys-pubs-liquor-larrikins-law>

³⁰ Sydney Living Museums, 2018. *Sydney's Pubs: liquor, larrikins & the law* <https://sydneylivingmuseums.com.au/stories/sydneys-pubs-liquor-larrikins-law>

The busy nature of the Rushcutters Bay Hotel during Scharer's time as licensee is evidenced by the petition received by Tooth & Co. on 11 March 1952 with patron signatures seeking an increase in the beer quota for the hotel, due to "the present quota not being sufficient for the number of patrons".³¹



Figure 17: Rushcutters Bay Hotel, 1960. (Source: Tooth & Co, Rushcutters Bay Hotel - Card 5 side 2 - accessed via Noel Butlin Archives <https://openresearch-repository.anu.edu.au/handle/1885/105404>)

The Anglican Church noted its intention to close the Rushcutters Bay Hotel (and others) in 1964 "The Church is not concerned or interested in the sale of liquor"³² The lease of John Antill Black and Jean Black held since August 1955 expired on 1/1/1965. The Rushcutters Bay Hotel ceased trading on 30/12/1964 with the final order for the removal of the license from the premises granted 26/9/1966. The license was relocated to the Taren Point Hotel-Motel on Parraweena Road Taren Point.³³

³¹ Tooth & Co. Archive folder, Rushcutters Bay Hotel N60/2423. Accessed via Noel Butlin Archive at ANU, October 2020.

³² Church closes Sydney hotels (1964, September 8). *The Canberra Times* (ACT : 1926 - 1995), p. 6. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article131747682>

³³ Tooth & Co Building Card - Card 5, Side 1. Accessed via Noel Butlin Archive, Australian National University. <https://openresearch-repository.anu.edu.au/handle/1885/105405>



Figure 18: Aerial view of New South Head Road, Edgecliff, noon, 11/6/1967, with the subject site shown with an arrow. (Source: Woollahra Library Local History Digital Archive)

3.4.3 Community and Characters

The Rushcutters Bay Hotel, like many of the pubs in Paddington at this time, was used as a venue for many different aspects of community life, from the holding of coronial inquests, sporting club board meetings, to Old Boys' reunions, to the staging of political rallies. A selection of examples is provided below:

WINDEYER will address the Electors of PADDINGTON at the following places and dates. **THIS (Thursday) EVENING, May 31st,** at Mr. Eli Bunting's Behive Hotel, Waterloo Estate. **WEDNESDAY EVENING,** at 7 o'clock, at Mr. Edmond's, Water Bays Hotel, Double Bay Hotel. **WEDNESDAY EVENING,** at 8 o'clock, at Mr. Eustace's, Rushcutters' Bay Hotel.

PADDINGTON MUNICIPALITY.—Mr. SAMUEL HUGHES MOORE respectfully solicits the attendance of the Electors of the municipality, to meet him at Mr. Henry Nicholson's, Rushcutters' Bay Hotel, on **WEDNESDAY (this day),** at 8 p.m., for the purpose of securing his return as member of the council at the ensuing election.

ALEXANDRIA CRICKET CLUB.—A MEETING of the members of the above club will be held at the Club Rooms, Rushcutters' Bay Hotel, on **MONDAY, 8th** instant, to elect officers for ensuing season. A full attendance of members is requested. **J. RANDLE, hon. sec.**

WOOLLAHRA ELECTORATE.
ALDERMAN J. T. GANNON'S CANDIDATURE.
Alderman J. T. Gannon, one of the candidates contesting this electorate, on Saturday addressed a meeting of the electors from the balcony of the Rushcutters Bay Hotel, Rushcutters Bay. Mr. J. Mildwater occupied the chair. The candidate spoke at length on the political situation, and his remarks were well received.

Paddington.

Mr. R. T. Kirby, a protectionist candidate contesting the Paddington electorate, addressed a gathering of the electors at Scholes's Rushcutters Bay Hotel, Paddington, on Monday night. Mr. J. J. Curran occupied the chair. Mr. Kirby received a vote of confidence on the motion of Mr. W. Meacie, seconded by Mr. Donaldson.

RUSHCUTTERS BAY FOOTBALL CLUB.

A meeting was held at the Rushcutters Bay Hotel on the 14th inst. for the purpose of forming a Rugby League Football Club. About 50 members were present. Mr. Frank Dwyer was elected for the chair. It was decided to play two teams, and enter the Eastern Suburbs Junior Competition. Several donations were handed to the secretary, and every promise of success for the season. Being the first football club formed in Rushcutters Bay, great enthusiasm prevails, which augurs well for the success of the club.

WENTWORTH.

MR. VERNON'S CANDIDATURE.

The selected Labor candidate for Wentworth, Mr. A. J. L. Vernon, addressed the electors at the Rushcutters' Bay Hotel, Glenmore-road and New South Head-road on Wednesday night. The chair was taken by Mr. R. Brown, who made a vigorous speech in support of the Labor platform.

WOODFORD ACADEMY

OLD BOYS' UNION.

On Monday, May 28, a meeting was held at Rushcutter's Bay Hotel, Sydney, where Mr. Maguire had been kind enough to lend a meeting room, to institute a Woodford Academy Old Boy's Union. There were a considerable number of old boys present. Mr. J. F. McNamery B.A., was elect-

Table 1, L-R, top-bottom: (1) Advertising (1859, May 31). *Empire* (Sydney, NSW: 1850 - 1875), p. 1. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article60401411>; (2) Advertising (1862, September 6). *The Sydney Morning Herald* (NSW: 1842 - 1954), p. 1. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article13233865>; (3) Advertising (1863, February 25). *The Sydney Morning Herald* (NSW: 1842 - 1954), p. 1. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article13074769>; (4) WOOLLAHRA ELECTORATE. (1895, July 23). *The Sydney Morning Herald* (NSW: 1842 - 1954), p. 4. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article13981200>; (5) Paddington. (1894, July 11). *The Australian Star* (Sydney, NSW: 1887 - 1909), p. 3. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article227497813>; (6) WENTWORTH. (1910, March 18). *The Daily Telegraph* (Sydney, NSW: 1883 - 1930), p. 8. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article238354947>; (7) RUSHCUTTERS BAY FOOTBALL CLUB. (1912, March 20). *Sydney Sportsman* (Surry Hills, NSW: 1900 - 1954), p. 6. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article168587373>; (8) WOODFORD ACADEMY (1915, June 10). *Western Champion* (Parkes, NSW: 1898 - 1934), p. 33. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article112307183>

In addition to the venue being important within the community, some of the licensees were notable characters and became heavily involved in the broader community. This included Henry Nicholson, an early licensee who was granted an absolute pardon on 1 July 1842³⁴ before becoming the licensee of

the Rushcutters Bay Hotel in 1866.³⁵ Henry Nicholson went on to become an Alderman for the Glenmore Ward of the Borough of Paddington Council in 1868.³⁶ On 14 May 1873 Henry Nicholson died suddenly aged 44 at his residence, the Rushcutters Bay Hotel.³⁷ His death was reported in several publications and his funeral notice appeared in the *Sydney Morning Herald* on 19 May

BOROUGH OF PADDINGTON.

NOTICE is hereby given, that Mr. Henry Nicholson, of Rushcutter's Bay, has been elected an Alderman of this Borough, for the Glenmore Ward.

W. TAYLOR,
Returning Officer.

6354 8s.

³⁴ PARDONS. (1843, August 11). *New South Wales Government Gazette* (Sydney, NSW: 1832 - 1900), p. 1022. Retrieved March 4, 2020, from <http://nla.gov.au/nla.news-article230126223>

³⁵ Government Gazette Notices (1866, August 7). *New South Wales Government Gazette* (Sydney, NSW: 1832 - 1900), p. 1876. Retrieved March 4, 2020, from <http://nla.gov.au/nla.news-article225470295>

³⁶ BOROUGH OF PADDINGTON. (1868, December 18). *New South Wales Government Gazette* (Sydney, NSW: 1832 - 1900), p. 4559. Retrieved March 4, 2020, from <http://nla.gov.au/nla.news-article225581627>

³⁷ Family Notices (1873, May 19). *Empire* (Sydney, NSW: 1850 - 1875), p. 1. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article63230506>

1873³⁸ He was survived by his wife and two sons.³⁹ His widow, Jessie Nicholson, took over the operation of the hotel, continuing the history of female licensees of the venue that started with Mary Clarke and continues through the records where women were a party to the license, took over the licence from family members when they passed away like Julia Scholes in 1908 or, in the case of Ellen Mary Lyon in 1964, when her husband had sought leave to pursue other ventures as the closure of the hotel became imminent.

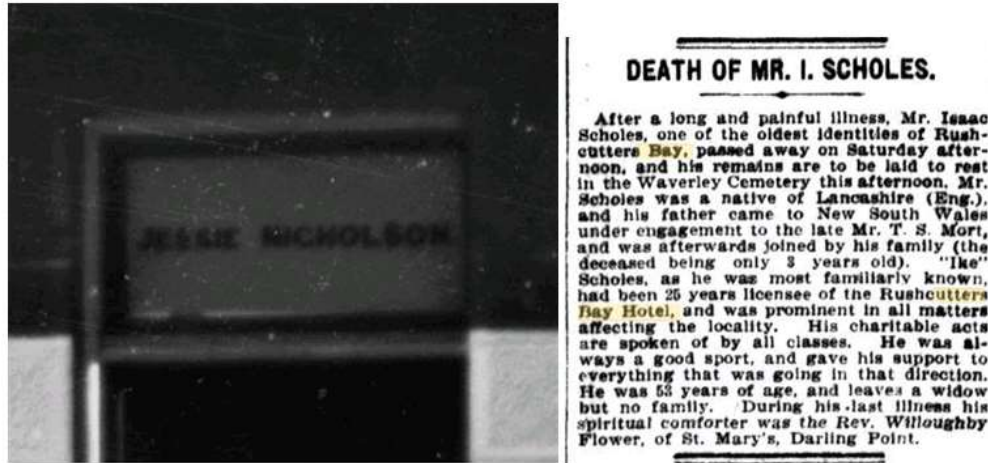


Figure 19 (L): Detail of fanlight above the main entry door on the splay corner of the Rushcutters Bay Hotel (shown in full in Figure 9), with the name "Jesse Nicholson" visible. (Source: American & Australasian Photographic Company. Nicholson's Hotel on the South-Eastern Corner of New South Head & Glenmore Roads, Rushcutters Bay (next to Billiard Bagatelle Room and William Harris's Produce Store), 1870). Figure 20 (R): DEATH OF MR. I. SCHOLLES. (1905, October 2). The Australian Star (Sydney, NSW : 1887 - 1909), p. 7 (LATE SPORTS). Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article228738403>

A full list of licensees is provided in Appendix 1. Among those is Bernard Geoffrey Scharer, the licensee for the majority of years from 1936-1956 and whose son is quoted in Section 3.4 above. The site card for the Rushcutters Bay Hotel for the 1940s indicates that the licensee, Bernard G Scharer, had an eventful decade, with convictions for carrying away liquor, and a good behavior bond for failing to close the bar (Figure 21). Another Licensee is Stanley Kelly, a colourful character who came to notoriety when attempting to lasso a shark in Rushcutters Bay (Figure 22). During his tenure as licensee, the hotel was known as Kelly's Hotel (Figure 23).

³⁸ Family Notices (1873, May 19). *The Sydney Morning Herald* (NSW : 1842 - 1954), p. 8. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article13315476>

³⁹ Family Notices (1873, May 20). *The Sydney Morning Herald* (NSW : 1842 - 1954), p. 1. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-article13319668>

| LICENSEE | LATE ADDRESS | TERM OF ORIGINAL LEASE | DATE OF SALE | TERM RE-SOLD | BONUS | RENT | LOAN BALANCE | DATE S'L SALE REGD. |
|---------------------|--------------|------------------------|--------------|--------------|-------|---|--------------|---------------------|
| SCHARER, BERNARD C. | | | 20.4.38 | 25 | 3374 | £12PW, 799 | | 3.5.38. |
| " " | | | 10.7.39 | | | DISCHARGED ON 6 MONTHS BOND, CARRYING AWAY LIQUOR. | | |
| " " | | | W.T. 2.11.40 | EXT. | | £30PW | | |
| " " | | | 12.2.41 | | | RENT REDUCED TO £27.8W. Placed on £10 bond - good behaviour 6 months failing to close bar. Conviction not recorded. | | |
| " " | | | 19/4/44 | | | S-b-lease rental increased to £32 p.w. | | |
| " " | | | 26.4.44 | | | " " reduced to £30 p.w. | | |
| " " | | | 13/11/44 | W.T. | | " INCREASED TO £32 p.w. | | |
| " " | | | 12.5.47 | | | RENT INCREASED TO £40 PW. | | |
| " " | | | | | | SEE PARAGRAPH RE HOA (OVER). | | |
| " " | | | H/L To Coy | | | 1.1.48. RENT INCR. TO £44PA LANDLORD & TENANT (AMD) ACT NOT EXTENDED. | | |
| " " | | | | | | 2.9.48 RENT INCR. TO £60PW. | | |

Figure 21: The site card for the Rushcutters Bay Hotel for the 1940s with noted describing the matters arising during the decade.(Source: Rushcutters Bay Hotel card 3 side 1, Noel Butlin Archive, ANU)

IN WATER WITH TWO SHARKS

Man Tries to Lasso a Man-eater

When Stan Kelly, owner of the Rushcutters' Bay Hotel, drove up to his inn yesterday and heaved a 7ft. tiger shark on to the footpath, some hundreds crowded into the bar to hear the "fish tale."

[I]t was a true one. Stan had been fishing with Charlie Messenger and W. B. Harris. It was his first experience in a launch outside the Heads.

When Charlie hooked a 15-footer Stan lost it in the excitement. Next thing, a 7-foot tiger shark poked its wicked snout in sight.

Harris tried to tie a rope round the lashing tail of the brute. The rope slipped—and into the ocean went Harris, still making desperate efforts to lasso the shark!

Like a Whiting!

Meantime the 15ft. monster was crisscrossing about in a bad temper. The 7-footer and Harris were persuaded into the launch. Neither wanted to go!

On shore the inimitable Stan Kelly bundled the catch into his car, and took it home like a nice whiting.

A great day's fishing!



A SAVAGE MAW rendered harmless for ever yesterday when this shark was dragged from the deep by Mr. Stan Kelly.

HOW GOOD IS EMILY HOOD?

Tennis Stars Sit in Judgment

Figure 22: "In water with two sharks – Man Tries to Lasso a Man-eater (1930, February 6). Daily Pictorial (Sydney, NSW : 1930 - 1931), p. 2. Retrieved March 10, 2020, from <http://nla.gov.au/nla.news-page27026001>



Figure 23: "Kelly's Hotel", August 1930. (Source: Rushcutters Bay Hotel Card 2, Side 2. Accessed via Noel Butlin Archive)

3.5 Cadry's

Following the closure of the hotel, the City of Sydney Planning cards indicate that development applications were lodged for a boarding house (110/65), and a retail store (general)(905/65). A development application was lodged with the City of Sydney in 1967 (DA1014/67) to "use premises for selling carpets and floor coverings". The applicant was Sterling Agency P/L, a Cadry family company and the current listed owners of the site. The subject site has been in continuous use for these retail purposes since this date, originally as a tenant of the Glebe Administration Board and then as owner-occupiers following the purchase of the site from the church in the late 1960s.⁴⁰ Figure 24 shows the site in 1982 as documented in the Paddington Field Survey.

⁴⁰ Email from Robert (Bob) Cadry, 21 April 2021 (HPE21/75587)



Figure 24: Paddington Field Survey 1982, 133 New South Head Road, Edgecliff. (Source: Woollahra Library Local History Digital Archive)

HPE: 20/47416

▶ 31

Jacques Cadry (1910-2003)

Jacques Cadry, first arrived in Sydney in 1951. He was born in Tehran, Iran, and descended from Hajji Israel Cadry who started the family business during the 1860s in Tehran.⁴¹ Following the arrival of his wife and children in Australia in 1952, Cadry's was established at another site before moving to the New South Head Road premise in the late 1960s.



Figure 25: The Cadry family with Iraqi Jewish Friend Morris Joseph, rug in hand in Centennial Park, 1953. (Source: 'Tehrani tradition in Sydney', Sydney Jewish Museum website <https://sydneyjewishmuseum.com.au/news/tehrani-tradition-in-sydney/>)

The Cadry collection of historic and portrait carpets held on the site included at one time a portrait carpet of Kemal Ataturk at the Dardanelles. Jacques Cadry lent an image of his historic Gallipoli carpet, made for Enver Pasha to celebrate the Turkish victory in 1916, to historian Dr Kevin Fewster for use as endpapers for a new edition of *Gallipoli: The Turkish Story*. In the 1990s, there were exhibitions of his treasures at the State Library of NSW, the Wollongong City Gallery, St Mary's Chapter Hall Museum, the Garvan Institute and Government House. The 50th anniversary of the Cadry's business was celebrated in 2002 with an exhibition of the family's collection of rugs and antiquities in the Hordern Pavillion, Sydney.⁴²

Jacques Cadry is also described as a collector of people, welcoming a constant stream of artists, philosophers, judges, children of friends long passed for whom he acted as mentor, archbishops of obscure Eastern rite Christians, rabbis from Jerusalem universities, a catholic priest who was a leading Islamic scholar, as well as historians, museum curators, Francophones, Francophiles, and carpet lovers.⁴³ A notable visitor was renowned Australian designer Florence Broadhurst.⁴⁴

⁴¹ Antiques and Art in NSW p.110

⁴² Antiques and Art in New South Wales, December 2010-May 2011 p110 <https://issuu.com/worldantiquesart/docs/aaa-nsw-dec-2010/112>

⁴³ Christine Hogan, 2003. "People were his greatest treasures" in *The Sydney Morning Herald* February 8, 2003. <https://www.smh.com.au/national/people-were-his-greatest-treasures-20030208-gdg8ma.html>

⁴⁴ Antiques and Art in New South Wales, December 2010-May 2011 p110 <https://issuu.com/worldantiquesart/docs/aaa-nsw-dec-2010/112>

Jacques Cadry was able to share his passion and expert knowledge and is credited with almost single-handedly introducing the Australian public to the beauty, artistic merit, lasting quality and value of Persian and Oriental rugs, creating awareness and appreciation that is credited to his perseverance and integrity.⁴⁵

He was legendary in the industry not only for his mastery of the craft, scholarly knowledge of the history and artistry of rugs, but his integrity and his concern for the artisans who made the rugs.⁴⁶ This concern for the artisans is followed through with the Cadry business practices, and Cadry's is a member of GoodWeave, an organization aimed at ending child labour in the production of handwoven rugs.⁴⁷ He has left a lasting legacy that continues to be carried on by his children and grandchildren.

Cadry's today is led by his son, Robert, along with his sons, Ari and Jared. Cadry have amassed Australia's largest collection of collectible and decorative antique rugs from Persian, Anatolian, Caucasian and European origins.⁴⁸

Upon his death in 2003, tributes to Jacques Cadry were published widely, including in the *Sydney Morning Herald* and *Antiques and Art in New South Wales*. The Cadry family are prominent within the Jewish community, as evidenced by their feature in the Sydney Jewish Museum exhibition, *Jews from Islamic Lands*.⁴⁹

The following series of images are dated from the time that Jacques Cadry owned and operated from the building.

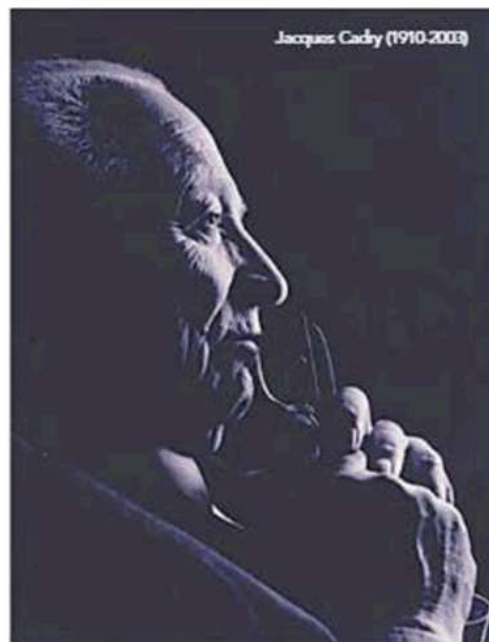


Figure 26: Jacques Cadry, undated. (Source: *Antiques and Art in New South Wales*, p110)

⁴⁵ Sydney Jewish Museum, undated. *Tehrani tradition in Sydney*, <https://sydneyjewishmuseum.com.au/news/tehrani-tradition-in-sydney/>

⁴⁶ Sydney Jewish Museum, undated. *Tehrani tradition in Sydney*, <https://sydneyjewishmuseum.com.au/news/tehrani-tradition-in-sydney/>

⁴⁷ Cadry's website (2020) *The Cadry's Story*

⁴⁸ Cadry's website *The Cadry's Story*

⁴⁹ Sydney Jewish Museum, undated. *Tehrani tradition in Sydney*, <https://sydneyjewishmuseum.com.au/news/tehrani-tradition-in-sydney/>



Figure 27: New South Head Road, Edgecliff looking east from Oswald Street, showing the Cadry's building c. 1970s. Part of the Edgecliff Glebe survey during the construction of the Eastern Suburbs Railway (Source: Woollahra Local History Library)



Figure 28: Glenmore Road, Edgecliff c.1970s, looking north from the railway overpass, with site shown. Part of the Edgecliff Glebe survey during the construction of the Eastern Suburbs Railway (Source: Woollahra Local History Library)



Figure 29: Photos of the subject site viewed from the corner of Mona Road and New South Head Road, 1987. (Source: Woollahra Library Local History Digital Archive)

3.6 543-549 Glenmore Road

The research undertaken to inform this heritage significance assessment has established that the properties to the south of the site along Glenmore Road are historically contemporaneous with the Cadry's building. This is demonstrated in the George Martin watercolour and the photos of the site taken by the American & Australasian Photographic Company in Figure 8 and Figure 9 respectively.

The building at 549 Glenmore Road is a two storey sandstone cottage with a metal roof (Figure 31). Access was granted to the property at 549 Glenmore Road at the time of the site visit to the subject site, as it is within the same ownership. The building appears to be externally in relatively good condition, with some use of cement render on the northern elevation to create an ashlar scored panel (Figure 32). Internally, the building elements are in good to poor condition, with the internal flooring at first floor level having collapsed. This building was used as offices by Cadry's until the floor collapse (Figure 33).

The buildings at 543-547 Glenmore Road are single storey Victorian-Georgian era workers cottages of brick

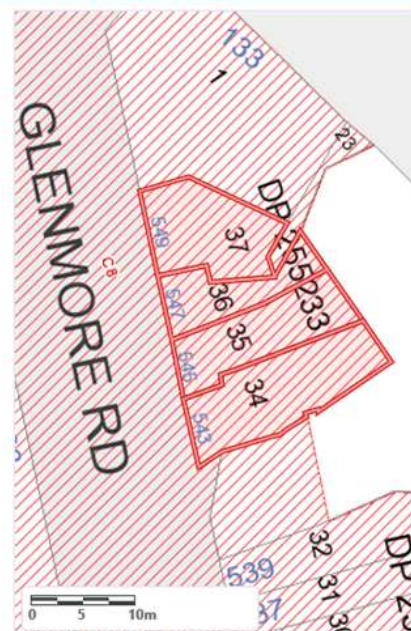


Figure 30: 543-549 Glenmore Road, shown bounded by red. (Source: Woollahra Maps)

construction arranged in a 1+1 English bond pattern with a low metal pitched roof. The window openings feature curved soldier course and sandstone sills, wooden shutters and some remnant shutter stays. These buildings feature several original elements (Figure 37 to Figure 39), and also feature mortar that includes shell pozzolans in the same manner as the Cadry's building and corroborates the approximate age of the buildings as c.1860 (Figure 35 and Figure 38). 545 Glenmore Road has been the subject of substantial alterations and additions approved in 2003.

Given the age and style of these buildings, they may have potential to fulfil the criteria for heritage listing and warrant further assessment. This may be carried out as part of a future heritage study.



Figure 31: 549-543 Glenmore Road, November 2020. (Source: Google Street View)

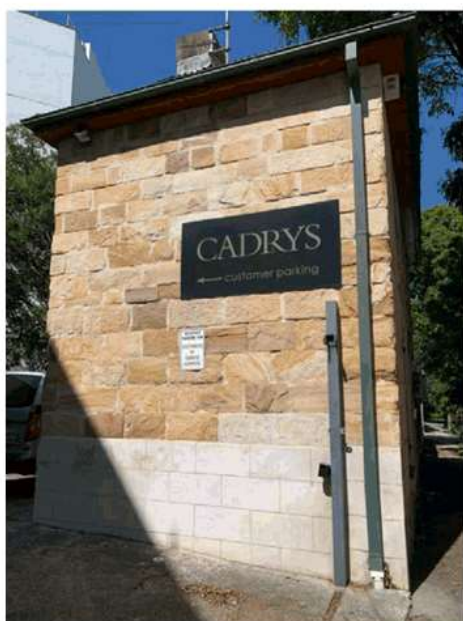


Figure 32: Northern elevation of 549 Glenmore Road



Figure 33: Interior, looking up at the first floor level.



Figure 34: Northern elevation of 549 Glenmore Road



Figure 35: Shell pozzolans visible in the mortar of 549 Glenmore Road



Figure 36: 549 (obscured) to-543 Glenmore Road, May 2021.



Figure 37: 547 Glenmore Road entry door with curved soldier course, May 2021



Figure 38: Shell pozzolans visible in the mortar of 549 Glenmore Road



Figure 39: Weathered sandstone windowsill of 545 Glenmore Road, March 2020.

Part 4 Physical analysis

4.1 Site inspection

A site inspection of the general setting of the site visible from the street was conducted by Kristy Wellfare (Strategic Heritage Officer) on 20 March 2020. An additional site inspection was carried out on 9 June 2020 where access was granted to the interior of the building and on 12 May 2021 to take updated photos of the building exterior following minor works and painting.

4.2 The building

The subject site is located on the intersection of New South Head Road and Glenmore Road. The building is part single storey and part three storey, with the single storey element forming a split-level arrangement with the ground and first floor level showrooms. The building also features a basement level accessible from the Glenmore Road frontage. The site falls sharply away from the New South Head Road frontage and the building responds to the fall in the land through the elevated area around the ground floor level which continues around the Glenmore Road elevation and relates to the internal floor level of the ground floor and is significantly above the Glenmore Road footpath level. The building is of stone and brick masonry construction, rendered for the majority of the second floor level, with the basement, ground floor and first floor level having had the pub tiles and most of the previous surface render removed to expose the sandstone beneath. The second storey is constructed of brick masonry with an applied rendered and painted finish.

The ground floor consists of an open-plan carpet showroom with differing internal floor levels, with offices, and service areas located on the southern side of the building. The first floor consists of gallery and storage areas for carpets within the existing spaces of differing sizes. The second floor level consists of a work rooms, offices and amenities rooms. The basement level consists of a loading dock, storage rooms and strong rooms, including a Chubb strong room.

Two main sets of stairs are present within the building. One which accesses the basement level from the northern site of the ground floor level showroom and one at the rear of the building which services all levels. The eastern showroom is set at a relative level that lies between the ground and first floor levels of the sandstone core of the building, and two additional, smaller, stair flights are present connecting the eastern showroom to the ground floor level and first floor level showrooms with the sandstone core.

4.3 Exterior

The exterior of the building is made up of three distinct elements: the sandstone core comprising the two storey plus basement sandstone element, the second storey Federation free style addition c.1909, and the c.1980s showroom at ground floor level addressing New South Head Road. The building was inspected on 9 June 2020 and 12 May 2021. Exterior photos date from May 2021 unless otherwise stated.

The building features a parapet wall addressing the New South Head Road (northern) and Glenmore Road (western) frontages, with a skillion metal roof behind. It is noted that the curved decoration shown on the 1909 plans does not appear to have been constructed and thus is present

on the Glenmore Road frontage only (Figure 40, Figure 41). The exterior finishes of the building vary due to the different stages of construction for the ground and first floor compared with the second floor level, and following the removal of the rendered finish and tiling. The basement, ground floor and first floor level in the original pub section are comprised of sandstone that is mostly exposed, with the eastern part of the showroom on ground floor level being of rendered and painted concrete construction following alterations and additions in the 1980s.

The openings in the building vary from modern fixed glazing at ground floor level, to original double hung sash windows. Openings on the ground floor level are mostly comprised of full length modern fixed glazing, however, the location of these openings is consistent with that of the early window and door openings shown on the photographs from the 1860s. Ground floor level openings on the rear (southern) elevation are mostly original, with the recent removal of the previous rendered layer revealing two patches of rendered brickwork that are likely to have been window openings to the basement level (Figure 44). First floor level openings are mostly original, with the exception of the window opening to the splay corner which occupies a wider opening due to it being a former doorway to the original balcony. Second floor level openings are mostly original and are as per their original location and detailing as shown on the 1909 plans, however, some openings have accretions of services such as window-mounted air conditioning units.



Figure 40: Cadry's building viewed from the corner of New South Head Road and Glenmore Road, opposite the subject site, May 2021.



Figure 41: View of the site from the western corner of New South Head Road and Mona Road, May 2021.

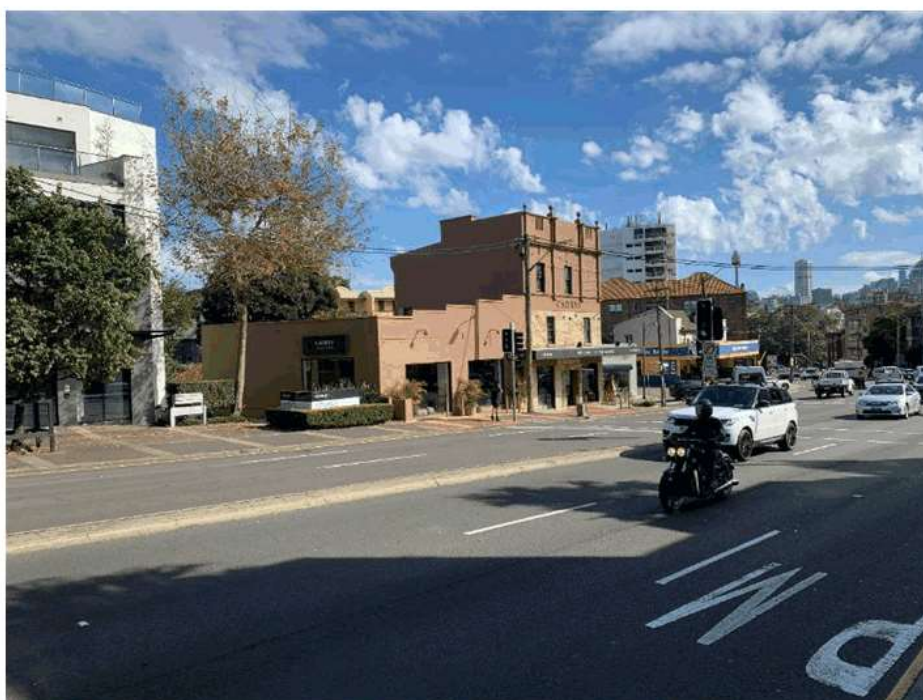


Figure 42: Oblique view of the subject site from New South Head Road to the east of the site, May 2021



Figure 43: Cadry's building (right) as viewed from New South Head Road, looking towards the Edgecliff Commercial Centre



Figure 44: Southern (rear) elevation as viewed from Glenmore Road



Figure 45: Northern elevation, as viewed from Mona Road.



Figure 46: Ground floor level corner splay.



Figure 47: Eastern elevation of the 1980s showroom



Figure 48: Door opening to 1980s showroom and transition from sandstone to modern fabric, New South Head Road elevation.



Figure 49: Rear elevation window openings showing the original window arrangements of the basement, ground and first floor level, with some openings retaining their 4 pane glazing arrangements despite the addition of security bars. Second floor level windows show the 9 + 1 glazing of the c.1909 scheme.



Figure 50: Rear elevation of the 1980s showroom and transition from sandstone to modern fabric, as viewed from the car parking area.



Figure 51: Detail of the change in construction material and finishes between first floor and second floor levels



Figure 52: Glenmore Road frontage, including underside of awning and downpipe detail, and intrusive services such as air conditioning units, May 2021.



Figure 53: Detail of first floor level front elevation window openings, including on the splay corner (right) above the later awning.

4.4 Interior

The interiors of the building were inspected on 9 June 2020 and 12 May 2020 and this forms the basis of the description of the interiors in this section. All photographs in this section date from 9 June 2020 unless otherwise identified.

The interior of the building has been subject of several phases of development, with the interiors having been reconfigured, opened up and extended over time to accommodate the use of the site as a showroom, offices, repair workshop and storage rooms for high quality rugs.

The ground floor level comprises an open showroom on the northern side of the building, and offices on the southern side within the sandstone core of the building. The main entry showroom features low pressed metal ceilings, exposed sandstone walls and modern timber flooring. To the east of the core is an open showroom that dates from the 1980s and replaced the former structure on the site that likely dated from c.1870s.

The first floor level spaces feature exposed stone walls, egg and dart cornices and decorative plaster ceilings. Rails have been installed along the upper section of the interior walls on the first floor level to allow for gallery display of rugs (Figure 62 - Figure 64). The former fireplaces remain legible, although they are not in use and the flooring has been extended to cover the hearth (Figure 65). Some spaces have had ceilings and cornices replaced with modern fabric (Figure 63). Modern lighting, fire safety and security systems have been installed throughout with installation of cameras, heat and smoke detectors visible.

The second floor level retains much of its interior fabric, detail and configuration and is recognisable as pub accommodation from the early 20th Century. Features include skirtings and architraves, door openings with fanlights above, stair balustrade and turned newel posts, egg and dart cornices, decorative wall vents with waratah and feathers decorative ceilings with waratah and flannel flower motifs. Some ceilings include art nouveau and art deco motifs. Some changes have occurred to this level over time, but these changes are minor and do not alter the overall understanding of the space. (Figure 54 to Figure 61)

Basement level features a mix of interior finishes, with mass stone, painted brick, and concrete all present. The stone waling is in good condition despite some intrusive elements being introduced such as the exhaust fan shown in (Figure 77). The visible mortar present in this stone walling shows evidence of shell pozzolans consistent with the early mortars used in the 1850s. (Figure 82) There is a strong room in the basement level that was not able to be closely inspected, however this likely predates the use of the site by Cadry's and may date from the 1930s.

Some spaces have been converted to service areas, such as the kitchenette present at the base of the stairs (Figure 72). The southern stairway has a number of floor coverings present, from wide timber boards overlain with more than one layer of linoleum. The stair features simple low timber balustrade and newel posts. The ceiling above the stair void features geometric patterns arranged in panels with flower bosses with egg and dart cornices.



Figure 54: Level 2 workroom with original window and later air conditioning unit visible



Figure 55: Decorative plaster ceilings, level 2.



Figure 56: Decorative ceiling on Level 2. Prior water damage to the ceiling is evident in this space.



Figure 57: Level 2 decorative ceiling with waratah and flannel flower motifs. Accretion of modern fittings including fluorescent lighting and ceiling fans occur throughout.



Figure 58: Level 2 stair landing and hallway., with geometric patterned ceiling visible. Joinery, including fanlights, appear original to the c.1909 scheme.



Figure 59: Level 2 decorative ceiling and cornice elements, with water damage visible



Figure 60: Level 2 c.1909 door, with fanlight and joinery with original window also visible



Figure 61: Level 2 feathered room vent and egg and dart cornice.



Figure 62: First floor level decorative plaster ceilings



Figure 63: First floor level room with modern flat ceiling and standard curved cornice



Figure 64: First floor level exposed sandstone walls, with gallery rug display rails affixed to the top part of the wall



Figure 65: First floor level fireplace, with hearth covered by timber flooring



Figure 66: Pressed metal ceiling at ground floor level to the principal showroom space, formerly the main bar.



Figure 67: Pressed metal ceiling detail at ground floor level to the principal showroom space, formerly the main bar.



Figure 68: View from the ground floor level eastern showroom into the sandstone core, May 2021



Figure 69: Multiple floor finishes visible on the southern stair landing



Figure 70: Stair balustrade



Figure 71: Base of the southern stairwell



Figure 72: Service areas at the base of the southern stair



Figure 73: Ground floor level opening to the Glenmore Road frontage



Figure 74: Ground floor level opening to the New South Head Road frontage



Figure 75: Northern stair at the ground floor level showroom leading down to the basement level



Figure 76: Stair detail



Figure 77: Basement level walls and support columns, mix of materials present, with services and intrusive exhaust fan element shown.

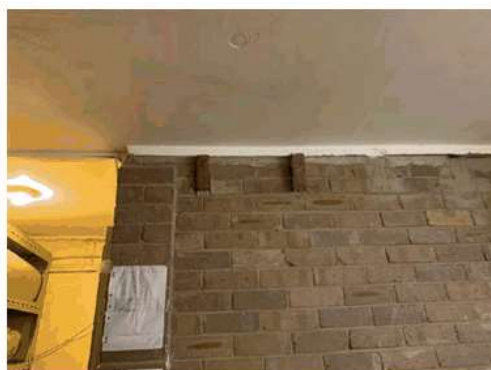


Figure 78: Basement level brick supporting walls



Figure 79: Tiled walls in the basement level, likely c.1930s



Figure 80: Basement level Chubb safe, likely c.1930s



Figure 81: Basement level mass stone walling



Figure 82: Detail of existing mortar in the sandstone walling, with shell pozzolans visible

4.5 Moveable heritage items

A collection of historic rugs is held on site in secure storage. This collection may be found to be of heritage significance, whether in individual pieces or in its entirety and should be assessed by an appropriately experienced textiles expert. There was no indication from the inspection of the site that there were any other potential items of moveable heritage present.

4.6 Setting

The Burra Charter (Article 1.12) defines the setting of an item as “the immediate and extended environment of a place that is part of or contributes to its cultural significance and distinctive character.”⁵⁰

The setting of the building is constrained due to the presence of modern development on the sites to the immediate east on New South Head Road that extends through to Glenmore Road. The building takes up much of the allotment and thus the setting is largely defined by the site boundaries. However, the setting is enhanced by the presence of the neighbouring buildings on Glenmore Road, comprising the two storey Sandstone cottage (also owned by the Cadry family) and the three single storey brick workers cottages that are shown in the very early images of the site. These buildings also help establish the scale of the development surrounding the former hotel building and reinforce its landmark presence on the corner of New South Head Road and Glenmore Roads.

Significant views of the site are available from New South Head Road to the west of the site, looking up at the prominent corner building that forms part of the gateway to the Edgecliff commercial centre. Other significant views of the site are available from Mona Road, with the subject site forming the termination of views south along Mona Road, and from Glenmore Road, where the fall of the land promotes the landmark qualities of the building.

⁵⁰ ICOMOS, 2013. *Burra Charter*

4.7 Intactness

As identified in Section 4.9, the building has undergone several phases of development in addition to the cyclical maintenance carried out during its time as an operational hotel managed by Tooths & Co. The c.1856 sandstone core of the building remains readily legible, however, the intactness of the internal and external arrangements varies due to the phases of works carried out over time. The bar arrangements from the 1911 plans remain legible through the reflected decoration in the pressed metal ceilings in the showroom area above the former bar.

When compared with the historic photos of the site, the c.1856 core of the building remains legible both internally and externally, despite alterations over time and changes to the length of the ground floor level openings and their modern fixed glazing. The 1909 second storey addition is legible as a discrete phase of development on the site and is intact both internally and externally, with little change from the original plans observed. The modern eastern extension to the showroom at ground floor level is similarly legible as a discrete element.

Windows at first and second floor levels are mainly original or date from early alterations to the building. While the ground floor level openings in the sandstone core of the building remain in their original positions, they have been altered over time in their length and glazing to their current arrangement of full-length fixed glazing. The original entry doorway to the Glenmore Road splay corner remains, although today it is a full-length, fixed pane window.

Many of the key elements of the federation era development phases remain, both internally and externally, including decorative ceilings and cornices, pressed metal ceilings at ground floor level above the former bar area in what is now the corner showroom. The interior joinery, fittings and fixtures at the second-floor level are mostly intact. The eastern portion of the showroom at ground floor level is of modern construction and connects to the first-floor level of the historic core by way of an internal stair on the southern side of the building.

While the building has undergone a series of alterations and additions over time, many of these phases contribute to the understanding of the building as a former corner pub in a prominent setting. The amendments made through the use of the building by the Cadry family have resulted in the loss of fabric on the eastern side through the construction of a new ground floor level showroom, however, works has also been undertaken to peel back the layers of development at the ground floor and first floor level to expose the original sandstone walls and permit a greater understanding of the phased history of the building. The building is well documented in its early years and where elements have been removed or otherwise altered, there is physical and/or documentary evidence that could inform its restoration or construction in accordance with Burra Charter principles.

4.8 Condition

Externally, the building appears to be in good and sound condition and has been recently painted (May 2021). The condition of the interiors varies on each level, with the ground floor and first floor in good condition and the second floor being fair to poor condition with evidence of water damage in most of the rooms.

4.9 Modifications and dates

The original plans for the building could not be located. However, it is likely that the building was originally constructed as a 2-storey building with basement level of sparrow pecked

sandstone masonry construction with a hipped timber shingle roof, splayed at the north western corner to address the intersection of Glenmore Road.

Photographs of the site from c.1870s (Figure 9, Figure 10) indicate the building featured a substantial 5-pot chimney on the eastern side and a second, smaller, 2 pot chimney on the southern side. These images also indicate the building featured window and door openings at ground floor level that consisted of two entry doors with fanlights above (one on the New South Head Road frontage and one to the splay corner), shuttered French doors with fanlight above, and double hung timber windows. The upper level openings consisted of double hung 6+6 pane timber windows and a French door to the splay corner, leading to the cantilevered timber balcony that wrapped around the New South Head Road and Glenmore Road frontages at the first floor level. The 1870s images of the site indicate the balustrade is of timber with simple detailing and decoration to the timber posts (Figure 83).



Figure 83: Magnified detail of the first floor level singled balcony support post from Nicholson's Hotel on the south-eastern corner of New South Head Road & Glenmore Roads, Rushcutters Bay (with adjacent Billiard Bagatele Room and William Harris's produce store). c1870-1875 (Source: American & Australasian Photographic Company via Mitchell Library, SLNSW <https://archival.sl.nsw.gov.au/Details/archive/110040845>)

Alterations and additions

The site has had several phases of alterations and additions carried out to extend and modify the existing arrangements and was the subject of several applications to carry out works through its time as both the Rushcutters Bay Hotel and the subsequent use of the site by the Cadry family. While the additions have involved some large changes such as the second storey added in c.1909, the internal reconfigurations have largely been confined to the ground floor level.

1909-1912

The distinctive Federation era parapet on the building is a result of the addition of a second storey in 1909, designed by E. Lindsay Thompson, a prominent architect. The plans for these additions and the later 1912 scheme were available via the State Records and archives, however, a search of the City of Sydney archives was unable to locate the approval. Other works shown on the plans) include:

- Removal of existing hipped roof and construction of a new second floor level with parapet and skillion roof form accommodating four bedrooms, linen storage, bathroom and w.c.
- Alterations to the first-floor level verandah to include a new metal roof
- Filling in of window to accommodate new stairs to level 2
- Creation of new ground floor level parlour

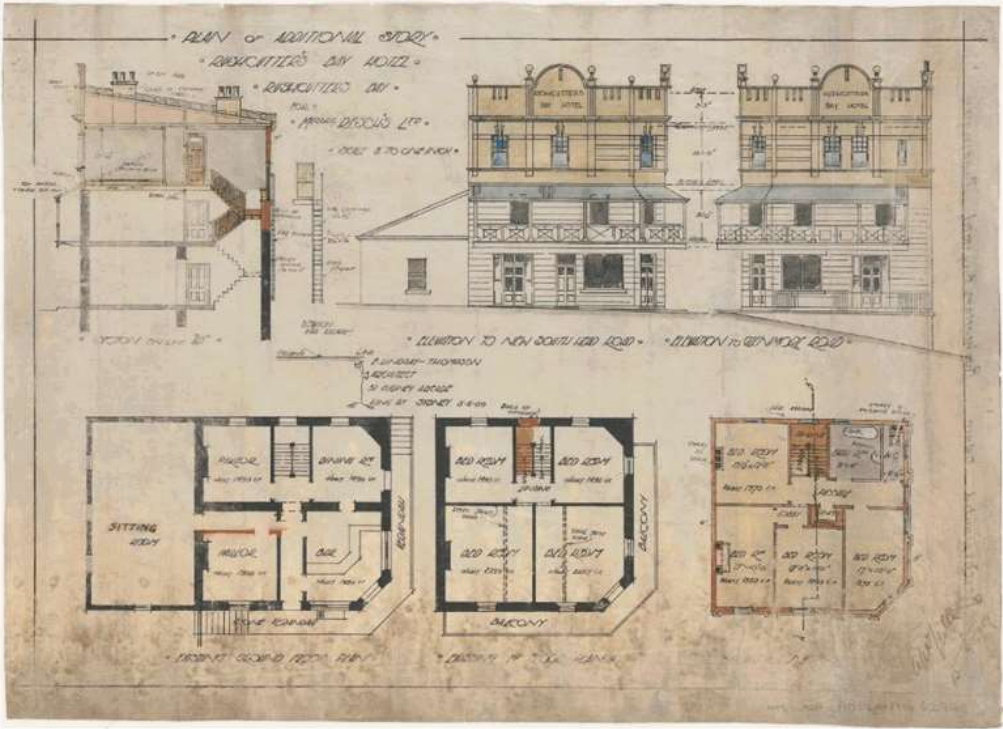


Figure 84: Plan of the additional storey to be added to the hotel by E Lindsay Thompson, May 1909. (Source: State Records and Archives NRS-9590-1-[Plan62948]-[342])

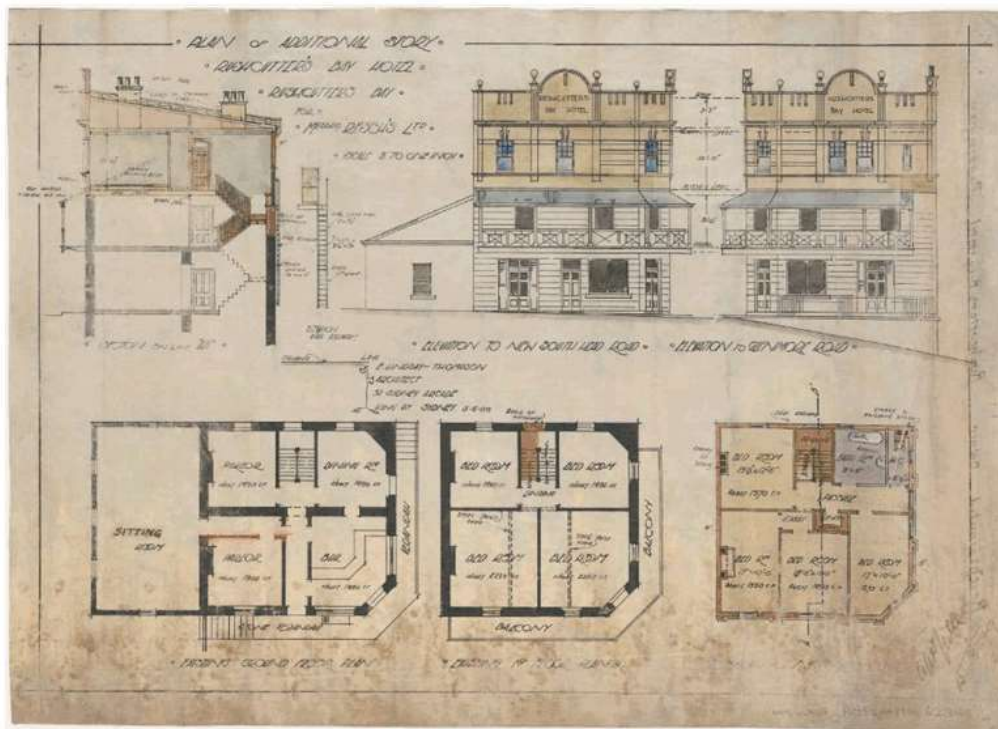


Figure 84: Plan of the additional storey to be added to the hotel by E Lindsay Thompson, May 1909. (Source: State Records and Archives NRS-9590-1-[Plan62948]-[342])

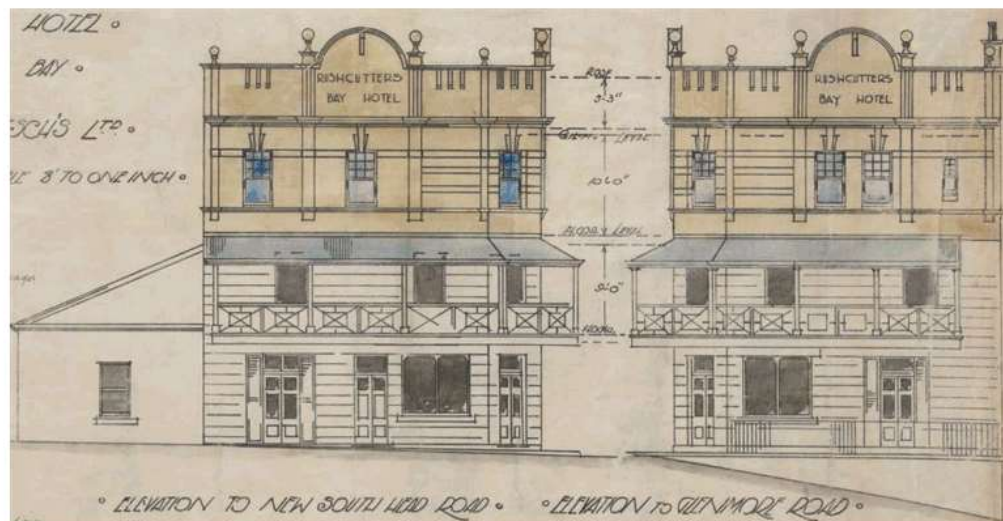


Figure 85: Detail of New South Head Road (L) and Glenmore Road (R) elevations, "Rushcutter [sic] Bay Hotel, New South Head Road, Paddington, Design of additions and alterations, basement and ground floor plan, front elevation, elevation to New South Head Road and section, Applicant/owner, Reschs Limited, Architect M Rigden, 70 Hunter Street, Sydney, Signed 30 March 1911" (Source: State Records and Archives Authority)

Further alterations and additions were carried out to the building to the plans by architect M Rigden signed 30 March 1911 (Figure 86). The works involved:

- additions and alterations to the ground floor plan including reconfiguration of the bar area, and conversion of the sitting room to a kitchen and dining area;
- changes to the New South Head Road and Glenmore Road elevation to New South Head Road ground floor level window openings to provide double doors,
- replacement of the first floor level cantilevered timber balcony with a new awning-supported by cast iron posts, cast iron decorative elements including balustrading to the Glenmore Road frontage, and new fascia signage,
- alterations to basement level and new bathroom facilities

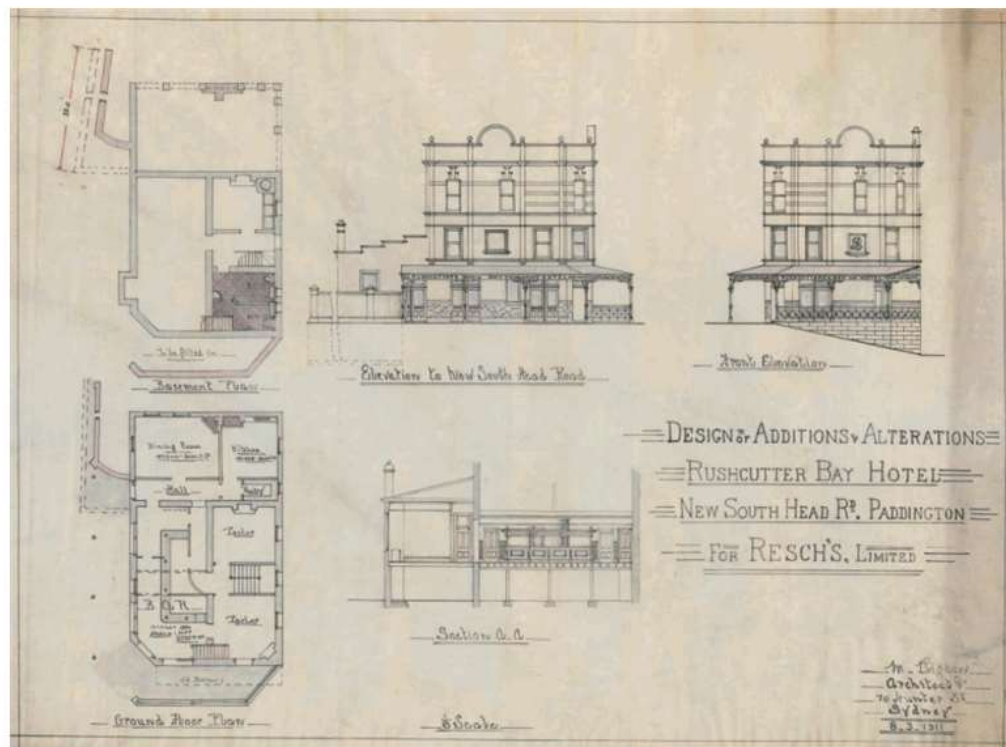


Figure 86: "Rushcutter [sic] Bay Hotel, New South Head Road, Paddington, Design of additions and alterations, basement and ground floor plan, front elevation, elevation to New South Head Road and section, Applicant/owner, Reschs Limited, Architect M Rigden, 70 Hunter Street, Sydney, Signed 30 March 1911". accessed via State Archives & Records https://www.records.nsw.gov.au/image/9590_62949

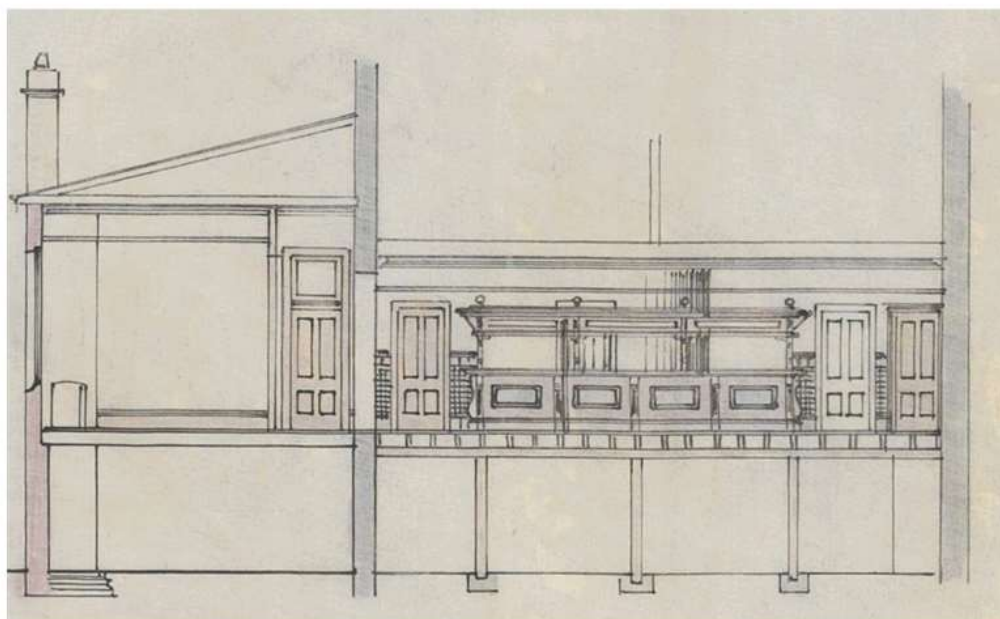


Figure 87: Detail of the 1911 plans showing the proposed new bar arrangements. The extant ground floor level ceiling reflects the corresponding bar arrangements in this space.

As part of the 1911 scheme, the bar area was extended into the adjoining parlour, with the internal wall removed to accommodate this work. Amenities were included on the basement level, a kitchen was added at ground floor level and the first floor balcony was removed and replaced with a posted verandah. The ground floor openings were changed, with the door replaced and windows altered. The ground floor level finishes were also changed and an iron lace balustrade replacing the simple wrought iron balustrade shown in the 1909 plans and on early images. It is noted that the single storey element on the eastern side of the building is shown as having a parapet wall as demonstrated in Section A-A in the 1911 plans, as opposed to the simple hipped roof shown as existing on the 1909 plans.

The property office files held at the Noel Butlin Archive ANU Canberra contain the correspondence, specifications, reports and cards that document the modifications, alterations and cyclical maintenance works undertaken on the site and describe the internal layout of the hotel during the period the site was managed by Tooth & Co. The maintenance and other works undertaken during this time are summarized in Appendix 2.

In addition to the cyclical maintenance works identified in Tooth's Archives, a number of approvals have been granted for alterations and additions to the building over time. The site has been located variously in Paddington Council, the City of Sydney and Woollahra Council over time, and a search of each council archive, including planning street cards, was undertaken for the site. The following tables summarise the building and development applications lodged for the site, as well as key correspondence:

Building Applications received by the City of Sydney

| Number | Applicant | Description | Cost |
|---------|---------------------|------------------------------------|-------|
| 1472/53 | B. Scharer | Demolish existing & erect new shed | £65 |
| 2541/67 | Sterling Agency P/L | Repairs | £300 |
| 4561/68 | Awning Service Co. | Awning repairs | \$600 |

Development applications/correspondence

| Number | Applicant | Description | Date |
|---------|--------------------------|--|------------|
| 951/53 | Mr Bernard Scharer | unauthorised erection of a garage | 13.8.1953 |
| 1190/53 | Mr. Bernard Scharer | Development application: Erection of Shed in yard for storage purposes | 14.10.1953 |
| 110/65 | A Bitton (?) | D.A. Use site as a boarding house | 11.2.1965 |
| 905/65 | Big John Pty Ltd | DA Use premises for a retail store (general) | 10.11.1965 |
| 220/67 | Jack Cadry | Unauthorised ground floor alterations | 21.11.1967 |
| 1014/67 | Sterling Agency Pty Ltd. | DA Use premise for selling carpets & floor coverings | 23.11.1967 |

Building Applications received by Woollahra Council

| Number | Applicant | Description | Date |
|-----------|--------------------------|--|--------------------|
| DA110/65 | A Bitton (?) | D.A. Use site as a boarding house | 11.2.1965 |
| DA905/65 | Big John Pty Ltd | DA Use premises for a retail store (general) | 10.11.1965 |
| 220/67 | Jack Cadry | Unauthorised ground floor alterations | 21.11.1967 |
| DA1014/67 | Sterling Agency Pty Ltd. | DA Use premise for selling carpets & floor coverings | 23.11.1967 |
| DA1/79 | Sterling Agencies | proposal to construct office section. 3 conditions | 5.1.79 |
| 81/419 | Sterling Agencies | Alterations and additions Commercial | Approved 22.4.82 |
| 85/218 | Sterling Agencies | Removal of existing awning and restoration of first floor level balcony | 18.3.1985 |
| 86/30 | Sterling Agencies | Alterations and first floor additions | Withdrawn |
| 86/33 | Sterling Agencies | Alterations to basement openings, removal of fencing to 549 Glenmore Road, | Approved 27/7/1987 |

| | | | |
|--------------------------|-------------------|---|-------------------|
| | | reconfiguration of parking arrangements, and new side boundary fence to 547 Glenmore Road | |
| DA1988/1029 BA1989/52 | Sterling Agencies | Proposed new window on the east side of existing building | Approved 9/2/1989 |

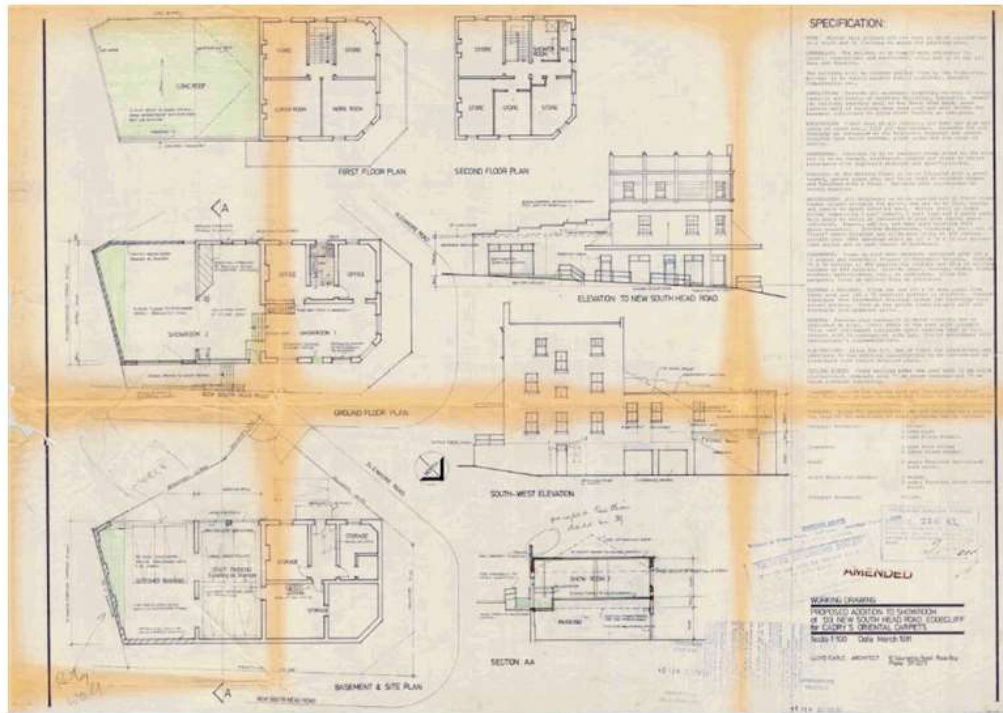


Figure 88: BA419/81 which approved works to the ground floor level showroom.

The 1981 scheme (Figure 88) saw the demolition of the eastern portion of the site to make way for the extended ground floor level showroom of concrete construction. Bob Cadry described this former structure as having been constructed of “convict brick”⁵¹ and it is likely to have been the early billiard bagatelle visible in the 1870s photos. This approval also included the relocation of the internal stairs from the showroom that lead to the basement level. These stairs remain, and, of the development approved for the site in the various schemes identified above, on some schemes only a small proportion was actually carried out. For example:

- BA1981/419 approved works to the ground floor level and basement level to extend the showroom. The approved works included relocating the narrow timber internal stairs to the basement level, but these works were not completed. This application included a hipped roof, but this was constructed as a flat roof to accommodate future plans to extend the first floor level showroom over, but that work was also not carried out.
- BA1985/218 approved works to reinstate the first floor level balcony in a manner that echoed the balcony arrangements of the building as it appeared in the 1870s, designed by

⁵¹ Conversation with Bob Cadry, 12 May 2021.

Stephen Klein and Associates (Figure 89). These works were approved, but were never carried out.

- An additional application was submitted to add an additional storey to the existing single storey showroom, however this scheme was not approved.

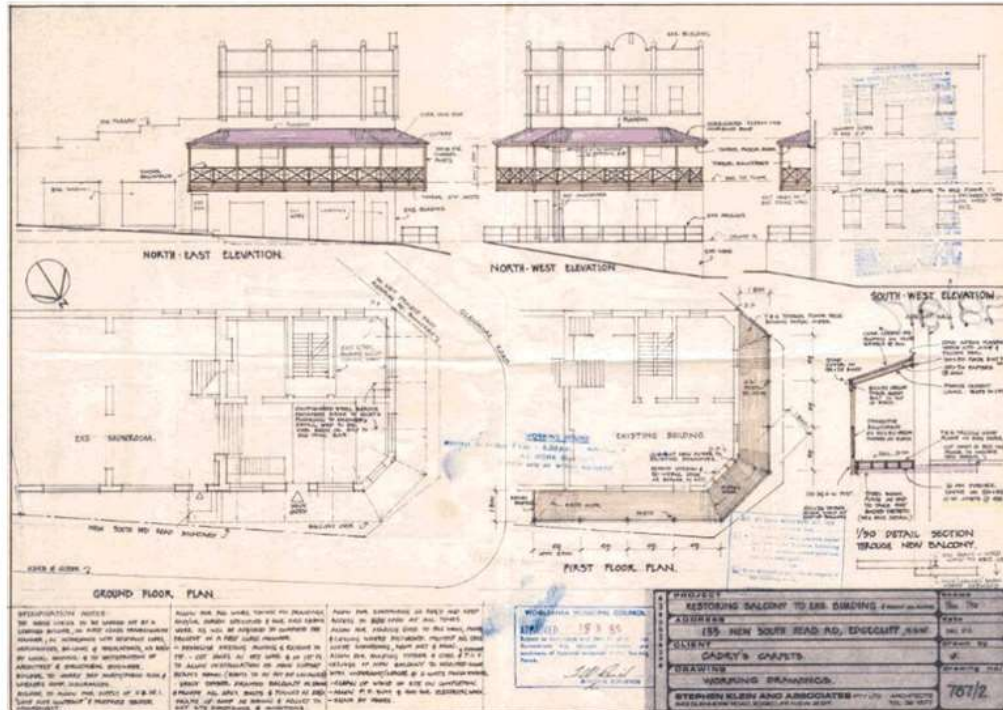


Figure 89: BA1985/218 which approved reinstatement of the first floor level cantilevered balcony. Architect: Stephen Klein and Associates. These works were not carried out. (Source: Woollahra Council)





Part 5 Comparative analysis

5.1 Introduction

This section provides a comparative analysis of the Cadry's buildings in the Woollahra LGA.

Comparative analysis is important in understanding how a place may meet criteria (f) and (g) of the *NSW Significance Assessment* criteria. These two criteria relate to whether a place is significant because it is rare or significant because it is a good example of a common type of place. The two criteria are:

Criterion (f) an item possesses uncommon, rare or endangered aspects of NSW's or of the area's cultural or natural history; and

Criterion (g) an item is important in demonstrating the principal characteristics of a class of NSW's or of the area's cultural or natural places or cultural or natural environments.



Addressing these criteria assists in understanding the heritage values of a place in the Woollahra context and the broader context of the history of New South Wales.

5.2 Early Victorian and related buildings in Woollahra

The following comparative analysis examines a sample of heritage listed early Victorian era stone buildings located in Paddington and the wider Woollahra municipality as identified in a search of the State Heritage Inventory for buildings between 1840 and 1870. Also included are a sample of pub buildings recently included in the Paddington Pub Study compiled by Robert Allan Moore Architects for Woollahra Council

The purpose of this comparative analysis is to gain an understanding of other comparable buildings built in the same period and/or style as the building at 133 New South Head Road, Edgecliff.

Table 2 Comparative analysis of comparable buildings in the Woollahra Municipality

| Site | Significance and contribution | Images |
|--|--|---|
| Paddington Arms Hotel 384 Oxford Street, Paddington | <p>The Paddington Arms Hotel is a listed heritage item in the Woollahra LEP (Item 692).</p> <p>Statement of Significance <i>The Paddington Arms Hotel is of cultural heritage significance to Paddington and the Woollahra LGA as one of Paddington's older, successful and enduring hotels. It occupies a site that has been in continuous hotel use since the urban consolidation of Oxford Street in the 1860s, when the building that formerly occupied this site, the Tradesman's Arms, was established as one of the emerging commercial area's first hotels.</i></p> <p><i>While it is not a prominent physical or corner landmark in the way some other Paddington Hotels are, "The Paddington" is a part of Oxford Street's tapestry of development across 150 years, and a signifier of Paddington's emerging and growing importance in Nineteenth and Twentieth Century Sydney.</i></p> <p><i>As with other early hotels of Paddington, The Paddington is of historical and social significance as a reference point for community identity, as Paddington's early pubs were and remain, serving their evolving community across more than 150 years of demographic change until its re-emergence in the later Twentieth Century as a popular, desirable and fashionable area to live, close to the city.</i></p> <p><i>The Paddington has a particular interest in the longevity of its operation and the complex archaeology of its site, the building including stone fabric in its basement and other built-in elements retained from the former Tradesman's Arms, the earlier hotel established on the site in the 1860s. The Hotel's long association with brewer/hoteliers Tooth & Co means that the building is well-documented archivally in local, state and national repositories, whose</i></p> |  <p>Figure 93: 1865 photo of Oxford Street. The Tradesman's Arms Hotel is shown as a two-storey building. Image by: Paddington Municipal Council Jubilee History. Source: State Heritage Inventory.</p>  <p>Figure 94: Interior stone detailing visible within the Paddington Arms Hotel. , 2018. Image by: Robert Allan Moore. Image copyright owner: Robert Allan Moore. Source: State Heritage Inventory.</p> |

records together with those of Woollahra Council support interpretation of the building's history of change in step with its community.

The Paddington is of aesthetic significance, having a modest, individual streetscape and townscape presence in its locality, derived of its simple, individual but sophisticated architectural design and construction. Its Edwardian/Federation - Queen Anne Revival (Arts and Crafts) styling make it individual in the locality. While its interiors have sustained much change, they continue to illustrate its story and evolution, and support its contributory importance in the Paddington Heritage Conservation Area. Its ambitious, high-quality recent interior fit-out and adroit management have seen it assume a high-profile place in Paddington's commerce as well as its evolving heritage identity.⁵²

Comparative Analysis

The Paddington Arms Hotel presents as an Edwardian/Federation era pub building, however the original pub on the site, the c.1867 Tradesmans Arms, is of a similar age to the subject site and was of similar sandstone construction. The available photos suggest that there is substantial sandstone elements remaining, despite the Federation era presentation, in a manner similar to the subject site. However, the oldest portions of the Cadry's building of sandstone construction are more externally and internally legible due to the partial removal of the rendered and plastered layers at ground and first floor levels. The site differ in their use, with the Paddington Arms continuing to trade as a hotel throughout and this continued trade as a hotel contributing to its significance as part of the Paddington Pubs study.



Figure 95: 2018's detail within the former cellars of the Tradesman's Arms, now the Paddington Arms. Image by: Robert Allan Moore. (Source: State Heritage Inventory)

⁵² Heritage NSW, 2020. State Heritage Inventory - "Paddington Arms Hotel" <https://apps.environment.nsw.gov.au/dpcheritageapp/ViewHeritageItemDetails.aspx?ID=5067579>

**Lord Dudley
Hotel
236 Jersey
Road,
Woollahra**

The Lord Dudley Hotel is a listed heritage item in the Woollahra LEP (Item 261).

Statement of Significance

The Lord Dudley Hotel is of cultural heritage significance to Paddington and the Woollahra LGA as one of Paddington's older, successful and enduring hotels, occupying a site that has been in continuous hotel use since its delineation by subdivision. It is an example of the local landmark, corner commercial development incorporated into the closer urban consolidation of the suburb, as that activity spread to the areas located on the expanding fringes of residential building, near some of the waning residual quarrying and industrial areas being overtaken by the demand for housing.

The Hotel is of historical and social significance as a reference point for community identity, as Paddington's early pubs were and remain, having served the evolving community of the suburb through 100 years of demographic change leading to its re-emergence as a popular, desirable and fashionable area. The Lord Dudley Hotel's associations with locally influential identities, encompassing developer-publicans, prominent Irish community members, politicians, and a sporting hero give it both an historic and contemporary interest. Its long association with brewer/hoteliers Tooth & Co means that the building is well-documented archivally in local, state and national repositories, whose records also support interpretation of the building's history of change in step with its community.

The Lord Dudley is of aesthetic significance, having a strong landmark streetscape and townscape presence in its locality, derived of its astute and sophisticated architectural design and construction. Its Anglophile design references, through use of the Edwardian/Federation Queen Anne Revival style, made it and continue to make it individual and characterful in the locality and the Municipality as a whole.

While its interiors have sustained change, they are legibly part of the building's story, and it remains one of the most prominent landmark corner hotel buildings in the Paddington Heritage Conservation Area. As



Figure 96: 2018 photo of the Lord Dudley Hotel. Image by: Robert A. Moore. (Source: State Heritage Inventory)



Figure 97: 1908 plans by Hallingan and Wilton Architects for the Lord Dudley Hotel (then the Underwood Estate Hotel). Source: State Heritage Inventory

an element of the Paddington Heritage Conservation Area, and one of the distinctive group of hotels in Paddington, it may also prove, on further investigation, to have significance as part of an unusual group of hotels, important in their suburban context.⁵³

Comparative analysis

The Lord Dudley Hotel is a prominent corner hotel building, two to three storey in scale of masonry (brick) construction designed in 1908 as the Underwood Estate Hotel that replaced an earlier building of the same name dating from 1878. The Lord Dudley Hotel differs from the subject site in terms of design and materiality and in that its scale has remained consistent over time since the 1908 build.

The sites differ in their ongoing use, with the Lord Dudley continuing to trade as a hotel throughout which contributes to its significance as part of the Paddington Pubs Study.

Mona Terrace 2A Mona Road, Darling Point

Mona Terrace is listed as a local heritage item in the Woollahra LEP (Item 149).

Comparative analysis

There is no Statement of Significance available for the site in the State Heritage Inventory, however, the site is identified by its parapet as being constructed in 1849 and as such is contemporaneous with the subject site. The exterior design and finishes differ, with Mona Terrace being rendered externally and featuring a central arch-headed window, and bracketed entry, however, the first floor elevation windows are consistent with the subject site. Internally, the exposed sandstone finish demonstrated in Figure 99 appears consistent with that of the original core of the subject building. Mona Terrace is the closest comparable building to the subject site geographically, being situated approximately 53m to the north of the site on Mona Road, just behind the New South Head Road shops, and closest in age temporally, being constructed within approximately 7 years of the subject site. Being a small scaled building, in form it is also more closely related to the subject site, however, the scale and use differs and this is reflected in the layout of the building.



Figure 98: Mona Terrace. (Source: <https://www.realcommercial.com.au/leased/property-suite-1-2a-mona-road-darling-point-nsw-2027-501819086>)

⁵³ Heritage NSW, 2020. State Heritage Inventory - "Lord Dudley Hotel" <https://apps.environment.nsw.gov.au/dpcheritageapp/ViewHeritageItemDetails.aspx?ID=2710072>



Figure 99: Sandstone interior of Mona Terrace (Source: <https://www.realestate.com.au/leased/property-suite-1-2a-mona-road-darling-point-nsw-2027-501819086>)

“Carthona”

Carthona is located in Darling Point and is listed on the State Heritage Register and in the Woollahra LEP (Item 82).

Statement of Significance

Built by Sir Thomas Mitchell, an excellent example of an early Gothic residence having interesting historical associations and superbly sited on a small harbour promontory containing many mature trees.⁵⁴

Comparative analysis

The building is described as an “impressive two storey mansion with cellars, of mannerist Tudor Gothic style. Built of sandstone, the exterior is a profusion of gabled slate roofs having castellated parapets and balconies dominated by tall tudor chimneys. Ground floor windows are pointed Gothic style having three centred heads and fretwork while first



Figure 100: Carthona

⁵⁴ Heritage NSW, 2006. State Heritage Inventory - “Carthona” <https://apps.environment.nsw.gov.au/dpcheritageapp/ViewHeritageItemDetails.aspx?ID=2711048>. Accessed 26 April 2021


| | | |
|--|--|--|
| | <p>floor windows are flat arched and shuttered. Later sympathetic additions made.”</p> <p>Dating from 1841, the building predates the subject development and is similar in exterior wall materiality only, with its size, design and setting differing greatly, reflecting its location on the northern side of New South Head Road in the area occupied generally by the “Rushcutters Bay Gentry”.</p> | |
| <p>“Bishopscourt” 11-21 Greenoaks Avenue, Darling Point</p> | <p>Bishopscourt is listed on the State Heritage Register [SHR00362] and in the Woollahra LEP (Item 133).</p> <p>Statement of Significance</p> <p><i>The historic core (2.8ha) of a large early villa estate comprising an exceptionally fine mansion and grounds of prime historic interest built for Sydney's leading businessman, entrepreneur, horticulturist, and pioneer of exporting frozen meat, Thomas Sutcliffe Mort. Thomas Sutcliffe Mort pioneered weekly wool auctions and the refrigeration of food, was involved in moves for the first railway in NSW and was also one of the founders of the AMP Society. He was instrumental in construction of Mort's Dock at Balmain in 1854, which gave Sydney a dry dock for repairing ships (Pollon, 1996).</i></p> <p><i>Mort was friend and patron of Edmund Blacket, in the late nineteenth century Sydney's leading architect, and Blacket designed what is probably the best Gothic picturesque house in New South Wales.</i></p> <p><i>Greenoaks retains the core of a once celebrated landscape garden created by Mort and nurseryman and landscape designer Michael Guilfoyle from 1849, which in its heyday became the “leading and model private garden of NSW”, and set the tone in this fashionable Sydney resort. The grounds use the steep sloping site to provide a wild, romantic setting for the medieval mansion. A wide variety of plants were used to provide botanical and visual interest, some of which remain today. Mort built a mansion designed by Edmund Blacket in academic gothic style. Guilfoyle used the steep sloping site to provide a wild, romantic setting for the medieval mansion, and a wide variety of plants to provide botanical and visual interest, most likely supplied</i></p> |  |

Figure 101: ‘Bishopscourt’, Darling Point. (Source: S Read, Heritage Branch, date unknown.)

from his "Exotic Nursery" in Double Bay, which adjoined Greenoaks to the south (Tanner & Begg, 1976, p.31)(Morris, 2002)

Since 1911 the renamed Bishops court has been the home of Sydney's Anglican Archbishops.

The (then 11 acre) estate and part of the mansion also have associations with Thomas Woolley, a Sydney ironmonger, who built a two storey stone cottage "Percyville" on the site with J.F.Hilly as architect. Most of the front of the present house is the original design. (Lawrence, 1993, modified, Read, S., 10/2006).

The property also has associations with architect Professor Leslie Wilkinson who designed extensive remodelling including an extension over the former stables in 1935. Wilkinson was head of the Architecture Faculty at Sydney University and had a marked effect on Sydney's architecture building over 50 houses in the eastern suburbs.⁵⁵

Comparative analysis

Bishops court is of similar materials in part to the subject site, but differs from the subject site as it is a slightly earlier (c. 1845) residence that was remodeled c.1850s/60s to form a two storied Gothic Revival gentleman's residence.

The two buildings are unrelated in form and purpose, however the SHI history indicates some similarities in the building history such as the replacement of the shingle roof c1911-13, although in this instance it was replaced with slates. Both buildings are locally rare, however Bishops court also fulfills the criteria for listing at a State level and this is reflected in the listing of the site on the State Heritage Register.

⁵⁵ Heritage NSW "Bishops court" <https://apps.environment.nsw.gov.au/dpcheritageapp/ViewHeritageItemDetails.aspx?ID=5045448>

**Paddington
Watch House
(former),
238 Jersey
Road,
Woollahra**

The Paddington Watch House is identified as an item of Local heritage significance in the Woollahra LEP and is listed under the entry for "Building and interiors, sandstone retaining wall" (Item 499).

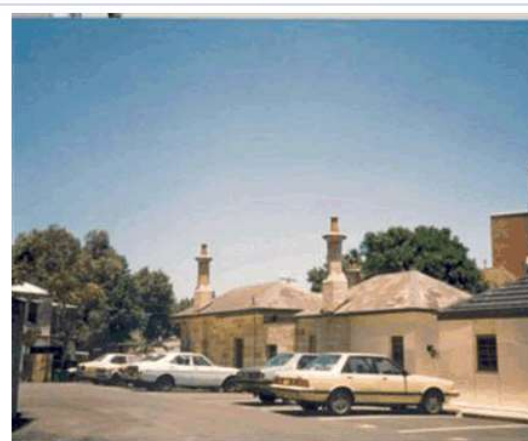
Statement of Significance

The former Paddington Watch House is a single storey sandstone building with a centre gutter slate roof. An attached service building is both sandstone and rendered brick. The building features prominent sandstone chimneys with broach spire detailing at the base and projecting piers at front corners. The roof has narrow eaves supported on brackets and the windows are recessed with panels below. The building is symmetrical to the front facade and the central front door shelters under a shed roofed awning. The original Watch House consisted of four rooms with a cell to the rear and it was substantially altered in 1911 when it became a Police residence. Little remains internally of the original building although the external form is recognisable. A modern residential wing is now located behind the service block and this is constructed of cement blocks, rendered and painted. Picket fence to front and a stone retaining wall with pailing fence to side boundary. Style: Victorian (composite Georgian, Free Classical) External Materials: Sandstone walls, slate roof, timber doors and windows, galvanised gutter and downpipes, cement block walls to rear wing, Internal Materials: Unseen, timber floors, stone face walls, plaster ceilings.

The State Heritage Inventory description identifies that the building has undergone extensive modification internally with little remaining of the original fabric, but the exterior of the building is largely intact.

Comparative analysis

Purpose-built c.1871 as a watch house with cells and modified in 1911 to become a residence, buildings are similar in their exterior fabric and the fact that both underwent substantial modifications in the early 1910s. Despite being similar in age and materiality but differ in scale, use and overall design, with the subject site having had finer detailing befitting its intended use compared with the utilitarian watch house.



**Mort's Cottage
38 Ocean
Avenue, Double
Bay**

Mort's Cottage is identified as an item of Local heritage significance in the Woollahra LEP and is listed under the entry for "House and interiors" (Item 221).

Statement of Significance

The site of Morts Cottage at 38 Ocean Avenue, Double Bay was purchased by John Tawell at auction in 1835. The cottage designed in a Victorian Rustic Gothic style has historic and social significance for its association with Samuel Peek, tea dealer, commission agent John Weaver, retailer James Maclehole, William Edward Thurlow, and auctioneer and woolbroker Thomas Sutcliffe Mort in 1848, Thomas Charles Robinson, and Sir Edward Knox. The house has aesthetic significance for the relative intactness of the original style, detailing and fabric and for the strong contribution it makes to the character of the immediate area. The cottage has scientific significance for the length of time it has been constructed both for its archaeological potential and for its potential for educational purposes.⁵⁶

Comparative Analysis

Mort's Cottage is a similar age to the subject site and is also located on a corner site. While the two buildings are of similar materiality with stone construction in their original arrangements with timber framed windows, their designs differ in the form and massing of the first floor, and Mort's Cottage does not seek to address the corner in the manner of the Cadry's building, likely due to the differing scale and purpose of the buildings.



Figure 102: Mort's Cottage, c.2012. (Source: <https://www.realestate.com.au/property/38-ocean-ave-double-bay-nsw-2028>)

⁵⁶ Heritage NSW, 2004. State Heritage Inventory "House" <https://apps.environment.nsw.gov.au/dpcheritageapp/ViewHeritageItemDetails.aspx?ID=2710113>

**St. Mark's
Rectory
53 Darling Point
Road, Darling
Point.**

St. Mark's Rectory is identified as an item of Local heritage significance in the Woollahra LEP as "St. Marks Church Rectory—building and interiors, outbuildings, grounds, gardens, stone fence, gateposts, gate" (Item 91)

Statement of Significance

(Full LEP listing for St Mark's Church and Rectory provided)

The Church and Rectory buildings represent some of the earliest examples of 'Academic Gothic Revival' style architecture in Sydney. They are outstanding examples of this style, which was promoted by Bishop Broughton and facilitated the extraordinary abilities of Edmund Thomas Blacket, who was to become Australia's leading exponent of ecclesiastical design. Though one of the earliest major works of Blacket, the Church remains one of his best known and successful designs.

St Mark's Church and Rectory are given added prominence by their siting and their elevated position. The tower and spire of the Church have always been a dominant landmark on the Darling Point ridge since their construction and retain a visual prominence from many vantage points, despite the surrounding modern high-rise development. The quality of the materials and workmanship as well as the patina of age and use that has mellowed the fabric of the Church and Rectory combined with the character of the surviving sandstone and iron fencing details has produced an outstanding streetscape of the early Victoria era, which despite the loss of some interesting buildings retains much of the Romantic English Village character depicted in several early drawings and water colours of Darling Point Road.

Early Victorian 'Rustic Gothic Revival' Villa constructed in 1849, with substantial additions in 1873 and 1879, built of Sydney sandstone and rendered brickwork with hardwood shingled and corrugated iron gabled roofs and dormers.

St Mark's Rectory is a rare surviving early 'Victoria Rustic Gothic Revival' villa with significant historic and aesthetic values. The quality of the building is based on its design, materials and workmanship of the



Figure 103: St Mark's Rectory. (Source: Heritage NSW State Heritage Inventory)

external and internal building fabric from the early periods of construction.⁵⁷

Comparative Analysis

The Rectory is more comparable with Mort's Cottage (above) than the subject site in terms of age, style, and scale, being a Victorian Gothic cottage with the first floor level accommodated within the pitched and gabled roof space and serviced by gabled dormer elements. Though the original timber shingle roof of the Rushcutters Bay Hotel of the 1860s was consistent with the Rectory, this was lost through the c.1909 addition of a third storey.

5.1 Comparative analysis

The building known as the Cadry's building at 133 New South Head Road, Edgecliff is a rare example of an early Victorian era former pub building that has remained in almost continuous commercial operation from its construction in c.1865. The comparative analysis indicates that the original portion of the building predates much of the development of the area, with the exception of the remnant grand estates occupied by the Rushcutters Bay gentry generally located on the southern side of New South Head Road, and a handful of other buildings, most of which are residential in nature or purpose built public buildings.

The site shares key elements consistent with the evolution of hotel buildings in the Paddington area such as the three storey scale and prominent corner location. However, the subject site pre-dates most of the hotel examples described and includes the addition of an entire storey in the early 20th Century that differentiates it from the other hotel examples considered. The resulting building displays architectural characteristics associated with both the early Victorian era and the Federation free classical style parapeted pub building, including the use of proportion, materials, and finishes to achieve aesthetic appeal and landmark qualities that stands as a visual marker of the gateway to Edgecliff.

⁵⁷ Heritage NSW (2006) State Heritage Inventory - "Rectory of St Mark's Church". <https://apps.environment.nsw.gov.au/dpcheritageapp/ViewHeritageItemDetails.aspx?ID=2711077>

Part 6 Heritage significance assessment

6.1 Introduction

Determining the significance of heritage items is undertaken by utilising a system of assessment centred on the Burra Charter of Australia ICOMOS. The principles of the charter are relevant to the assessment, conservation and management of sites and relics. The assessment of heritage significance is based on legislation in the *NSW Heritage Act 1977* and implemented through the *NSW Heritage Manual*.

6.2 NSW Historical Themes

The use of the NSW Historical Themes is an important process in understanding how a site or relic relates to important themes to NSW and to a local area, and therefore how a site could be significant at a State or local level. There are nine broad Australian themes and 36 NSW themes, with numerous local themes relating to these. The Cadry's building at 133 New South Head Road, Edgecliff relates to the following NSW Historical Themes⁵⁸:

| Australian theme (abbrev) | New South Wales theme | Local theme |
|--|---|--|
| 3. Developing local, regional and national economies | Commerce | Activities relating to buying, selling and exchanging goods and services |
| Discussion | The use of the site for buying and selling of goods and services, first as a hotel and then as a carpet retailer, has been uninterrupted since the first license was granted in 1856. | |
| 3. Developing local, regional and national economies | Technology | Activities and processes associated with the knowledge or use of mechanical arts and applied sciences |
| Discussion | The historic collection amassed and curated by the Cadry family contribute to the collective knowledge of Persian carpets as an applied art form. | |
| 4. Building settlements, towns and cities | Accommodation | Activities associated with the provision of accommodation and particular types of accommodation. |
| Discussion | The site provided rental accommodation throughout its use as the Rushcutters Bay Hotel in the form of rooms for let. | |
| 7. Governing | Law and Order | Activities associated with maintaining promoting and implementing criminal and civil law and legal process |
| Discussion | The Rushcutters Bay Hotel was used as the site to carry out inquests, including coronial inquests, for many years. | |
| 8. Developing Australia's cultural life | Religion | Activities associated with particular systems of faith and worship |
| Discussion | The site stands on land that formed part of the St James' Glebe lands administered by the Church of England from 1842. | |

⁵⁸ Heritage Council of NSW, 2006. *New South Wales Historical Themes*.

6.3 Heritage significance assessment

6.3.1 New South Wales Heritage Assessment Guidelines

The *NSW Heritage Manual* provides seven heritage criteria to assess the significance of an item. If an item meets one of the seven heritage criteria at a local level, and retains the integrity of its key attributes, it can be considered to have local heritage significance. To be assessed for State significance an item will need to meet more than one of the seven heritage criteria at a State level, or if an item satisfies only one of the criteria, the item is of such particular significance to NSW that it should be listed.

‘State heritage significance’, in relation to a place, building, work, relic, moveable object or precinct, means significance to the State in relation to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic value of the item. ‘Local heritage significance’, in relation to a place, building, work, relic, moveable object or precinct, means significance to an area in relation to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic value of the item.

The below table outlines the seven heritage criteria.

Table 3 NSW Heritage Criteria

| Criteria | Description |
|---|--|
| Criterion A - Historical significance | An item is important in the course, or pattern, of NSW’s cultural or natural history (or the cultural or natural history of the local area) |
| Criterion B - Associative significance | An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW’s cultural or natural history (or the cultural or natural history of the local area) |
| Criterion C - Aesthetic/technical significance | An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area) |
| Criterion D - Social significance | An item has strong or special association with a particular community or cultural group in NSW (or the local area) for social, cultural or spiritual reasons |
| Criterion E - Research potential | An item has potential to yield information that will contribute to an understanding of NSW’s cultural or natural history (or the cultural or natural history of the local area) |
| Criterion F - Rarity | An item possesses uncommon, rare or endangered aspects of NSW’s cultural or natural history (or the cultural or natural history of the local area) |
| Criterion G - Representative | An item is important in demonstrating the principal characteristics of a class of NSW’s <ul style="list-style-type: none"> • cultural or natural places; or • cultural or natural environments. or a class of the local area’s <ul style="list-style-type: none"> • cultural or natural places; or • cultural or natural environments. |

The following section provides an assessment of significance against the seven heritage criteria for the Cadry's building at 133 New South Head Road, Edgecliff.

Criterion A – Historical significance

The Cadry's building at 133 New South Head Road, formerly the Rushcutters Bay Hotel, is historically significant as one of the early hotels in the Paddington area, with the two storey plus basement sparrow-pecked sandstone core of the building dating from c.1856. The site is located on the former St. James' Glebe granted in 1842 and features one of the oldest remaining buildings on New South Head Road in what is now known as Edgecliff.

The Cadry's building is historically significant due to the continuing use of the site for commercial purposes for over 160 years - first as a hotel and inn and then as the first Persian carpet retailer in the area. The former use of the site as the Rushcutters Bay Hotel is historically significant as part of the larger history of hotels in Paddington, and the addition of the third storey c.1909 is indicative of the evolution and expansion of pubs within the Paddington area in the 20th Century.

| Guidelines for inclusion ⁵⁹ | Guidelines for exclusion |
|--|---|
| <ul style="list-style-type: none">✓ shows evidence of a significant human activity✓ is associated with a significant activity or historical phase✓ maintains or shows the continuity of a historical process or activity | <ul style="list-style-type: none">• has incidental or unsubstantiated connections with historically important activities or processes• provides evidence of activities or processes that are of dubious historical importance• has been so altered that it can no longer provide evidence of a particular association |

The Cadry's building at 133 New South Head Road, Edgecliff is of local significance under this criterion.

The Cadry's building at 133 New South Head Road, Edgecliff would not meet the threshold for State significance under this criterion.

Criterion B – Associative significance

The Cadry's building at 133 New South Head Road, Edgecliff is significant due to its association with the Cadry family, in particular Jacques Cadry, who was a prominent member of the Persian Jewish community and through whom the

As the former Rushcutters Bay Hotel, the site is historically associated with individuals in the recorded succession of licensees and managers of the Hotel, who are representative of the small business people who consolidated the society and built environment of Paddington (and Sydney) in the late 19th and early 20th Centuries. None may be particularly prominent, but they contributed importantly to the local commercial and cultural life of their time.

The Rushcutters Bay Hotel was associated with the Scharer family of publicans who ran the hotel over a period of 20 years in the early-mid twentieth century, representing a family run hotel business now largely lost from Sydney hotels.

⁵⁹ For the purpose of the assessment, dots indicate the points in the guidelines, whilst the ticks indicate points in the guidelines that have also been met.

Between 1931 and 1966 the hotel was operated by the Sydney brewing company, Tooth & Co, who had first leased the building following the demise of Resch's. Tooth & Co were owners of 22 hotels in Paddington during this same period and hundreds more across Sydney and NSW, making them one of the largest hotelier companies in NSW history.

| Guidelines for inclusion | Guidelines for exclusion |
|---|---|
| <ul style="list-style-type: none"> ✓ shows evidence of a significant human occupation ✓ is associated with a significant event, person, or group of persons | <ul style="list-style-type: none"> • has incidental or unsubstantiated connections with historically important activities or processes • provides evidence of activities or processes that are of dubious historical importance • has been so altered that it can no longer provide evidence of a particular association |

The Cadry's building at 133 New South Head Road, Edgecliff is of local significance under this criterion.

The Cadry's building at 133 New South Head Road, Edgecliff would not meet the threshold for State significance under this criterion.

Criterion C - Aesthetic/technical significance

The Cadry's building at 133 New South Head Road, Edgecliff is aesthetically significant as a fine example of an early Victorian era hotel building that has been extended in the Federation free classical style. The building has landmark qualities as a substantial corner former hotel building in a commanding position on the New South Head Road and Glenmore Road apex and forms part of the visual gateway to the Edgecliff commercial centre and the Woollahra Municipality in general.

| Guidelines for inclusion | Guidelines for exclusion |
|---|--|
| <ul style="list-style-type: none"> • shows or is associated with, creative or technical innovation or achievement • is the inspiration for a creative or technical innovation or achievement ✓ is aesthetically distinctive ✓ has landmark qualities ✓ exemplifies a particular taste, style or technology | <ul style="list-style-type: none"> • is not a major work by an important designer or artist • has lost its design or technical integrity • its positive visual or sensory appeal or landmark and scenic qualities have been more than temporarily degraded • has only a loose association with a creative or technical achievement |

The Cadry's building at 133 New South Head Road, Edgecliff is of local significance under this criterion.

The Cadry's building at 133 New South Head Road, Edgecliff would not meet the threshold for State significance under this criterion.

Criterion D - Social significance

Given its aesthetic contribution to the local area, the Cadry's building at 133 New South Head Road, Edgecliff is likely to be held in high regard by the community. However, no community survey has been undertaken at this time. Although the site may prove upon further investigation to have social significance, based on the information available at this time the Cadry's building at 133 New South Head Road, Edgecliff is not deemed to have social significance.

| Guidelines for inclusion | Guidelines for exclusion |
|--|--|
| <ul style="list-style-type: none"> is important for its associations with an identifiable group is important to a community's sense of place | <ul style="list-style-type: none"> is only important to the community for amenity reasons is retained only in preference to a proposed alternative |

The Cadry's building at 133 New South Head Road, Edgecliff would not reach the threshold for local significance under this criterion.

The Cadry's building at 133 New South Head Road, Edgecliff would not meet the threshold for State significance under this criterion.

Criterion E - Research potential

The Cadry's building at 133 New South Head Road, Edgecliff may have some potential to yield historical archaeological deposits in the subfloor spaces as the original structure was built c.1865 and pre-dates the use of tongue and groove flooring in general construction, however, it is unlikely that any such deposits survived the subsequent alteration and renovation of the internal arrangements in the early 1910s. The building was the first structure on the site and its construction involved excavation to accommodate the basement level. The archaeological potential of the overall site is therefore low.

| Guidelines for inclusion | Guidelines for exclusion |
|---|--|
| <ul style="list-style-type: none"> ✓ has the potential to yield new or further substantial scientific and/or archaeological information is an important benchmark or reference site or type provides evidence of past human cultures that is unavailable elsewhere | <ul style="list-style-type: none"> the knowledge gained would be irrelevant to research on science, human history or culture has little archaeological or research potential only contains information that is readily available from other resources or archaeological sites |

The Cadry's building at 133 New South Head Road, Edgecliff has the potential to meet the threshold for local significance under this criterion upon further investigation.

The Cadry's building at 133 New South Head Road, Edgecliff would not meet the threshold for State significance under this criterion.

Criterion F - Rarity

The Cadry's building at 133 New South Head Road, Edgecliff is a rare example of a remnant Victorian Georgian former corner pub building in Paddington, and is likely to be the only example of its type in the Woollahra Municipality.

| Guidelines for inclusion | Guidelines for exclusion |
|--|---|
| <ul style="list-style-type: none"> provides evidence of a defunct custom, way of life or process demonstrates a process, custom or other human activity that is in danger of being lost shows unusually accurate evidence of a significant human activity ✓ is the only example of its type ✓ demonstrates designs or techniques of exceptional interest ✓ shows rare evidence of a significant human activity important to a community | <ul style="list-style-type: none"> is not rare is numerous but under threat |

The Cadry's building at 133 New South Head Road, Edgecliff would reach the threshold for local significance under this criterion.

The Cadry's building at 133 New South Head Road, Edgecliff would not reach the threshold for state significance under this criterion.

Criterion G – Representative

133 New South Head Road, Edgecliff is a representative example of a Victorian Georgian former pub building that was expanded in the early 20th century in response to the popularity of pubs as gathering places for the community throughout the 20th century. Corner hotel buildings from the formative period of the suburb are a key character element of the Paddington Heritage Conservation Area.

| Guidelines for inclusion | Guidelines for exclusion |
|---|--|
| <ul style="list-style-type: none"> is a fine example of its type ✓ has the principal characteristics of an important class or group of items ✓ has attributes typical of a particular way of life, philosophy, custom, significant process, design, technique or activity is a significant variation to a class of items ✓ is part of a group which collectively illustrates are presentative type is outstanding because of its setting, condition or size is outstanding because of its integrity or the esteem in which it is held | <ul style="list-style-type: none"> is a poor example of its type does not include or has lost the range of characteristics of a type does not represent well the characteristics that make up a significant variation of a type |

The Cadry's building at 133 New South Head Road, Edgecliff is of local significance under this criterion.

The Cadry's building at 133 New South Head Road, Edgecliff would not meet the threshold for State significance under this criterion.

6.3.2 Statement of Heritage Significance

The building known as the Cadry's building at 133 New South Head Road, Edgecliff is a rare and representative example of an early Victorian era (c.1856) former hotel building with a distinctly legible Federation era free classical style second storey addition located within the former St James' Glebe lands administered by the Church of England. The site is historically significant as it has been in almost continuous use as a commercial premises for over 160 years - first as the Rushcutters Bay Hotel and then as a retail Persian carpet traders run by the Cadry family continuously on the site since 1967.

The Cadry's building is of aesthetic significance as a rare example of an early Victorian era hotel building that evolved through the early 20th century to accommodate the demand for hotel accommodation in the locality. The building has landmark qualities on New South Head Road and in Edgecliff due to its prominent corner position, elevated situation above the Glenmore Street frontage, and three storey scale with basement that responds to the site topography. The building remains legible as a mid 19th century building that has been the subject of Federation era additions due to the exposed sandstone walling at ground and part of the first floor level.

As the Rushcutters Bay Hotel, the Cadry's building is associated with Tooth & Co, who owned and operated pubs and hotels throughout Australia. The site's association with Tooth & Co is well documented archivally in local, state and national repositories.

The Cadry's building also has associational significance with Jacques Cadry (1910-2003), who began the Cadry's rug trading business in 1952 before commencing trading at the site in the mid-1950s. Jacques Cadry is identified as the first Persian Jew to be given permanent residency in Australia, in 1952, and to be naturalised, in 1955. He was a prominent member of the Persian Jewish community and the Cadry family has featured in the Sydney Jewish Museum exhibition, "Jews from Islamic Lands".

The interiors have been remodelled to respond to the changing trends for hotel arrangements through the first half of the 20th century, and in response to the use of the site as a Persian carpet retailer from the mid-1960s. However, the building retains substantial internal and external fabric and detailing that demonstrates these phases of development

The site may have research potential for underfloor deposits as the age of the original building predates the use of tongue-and-groove flooring.

Part 7 Conclusions and recommendations

7.1 Conclusions

This report has assessed the heritage significance of Cadry's building at 133 New South Head Road, Edgecliff. It has concluded that, based on the information available at the time of writing, the building meets the threshold for local heritage significance. The Cadry's building is of local heritage significance for historical, aesthetic, associational, rarity and representative significance.

This report has concluded that the Cadry's building at 133 New South Head Road, Edgecliff does not meet the threshold for State heritage significance.

7.2 Recommendations

7.2.1 Recommended heritage listing

The Cadry's building at 133 New South Head Road, Edgecliff on Lot 1: DP255233 be added to the heritage schedule of the Woollahra LEP 2014 as an item of local heritage significance. This is to be based on the attached Heritage Inventory sheet. It is to be described as: *Cadry's Building and interiors*.

7.2.2 Recommended management

It is recommended to manage the Cadry's building at 133 New South Head Road, Edgecliff and its significant components in accordance with the Woollahra LEP 2014 and Burra Charter Principles.

It is recommended that all future proposals for modifications to the building should respect the form and style of the building and its significant fabric. All remaining intact fabric on the external facades and intact interiors should be retained and conserved. Elements lost such as historic door arrangements may be restored or reconstructed to a known prior state in accordance with Burra Charter principles. There should be no substantial additions or alterations to the New South Head Road or Glenmore Road elevations except to return the building to a prior known state. It is recommended that future development be carried out in accordance with a conservation management document, and that detailed internal and external photographic record be made and lodged with Woollahra Council and the Local Historical Association.

It is further recommended that the immediately adjacent building on the Glenmore Road be the subject of a future heritage significance assessment to ascertain whether these buildings that are identifiable in much of the pre-1890 historic resources accessed for this assessment warrant listing in Schedule 5 of the Woollahra LEP 2014.

The impact of future works on the heritage significance of the building are to be assessed against the relevant heritage provisions of the Woollahra LEP 2014 and in accordance with the Heritage Council of NSW publication 'Statements of Heritage Impact' as contained in the NSW Heritage Manual. Proposed works are to be guided by the conservation principles and guidelines of the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (Burra Charter) 2013.

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Appendix 1 Leases and Licensees

Leases

The subject site is located on part of Lot 1 of the St James's Glebe lands. This lot was leased to John Walton of Sydney, freeholder, for a term of 99 years from 1 January 1866, who subleased it to Snowden McBurney and Nicholas McBurney, thus starting a long history of lease and sublease of the site (demonstrated in until its eventual sale by the Anglican church to Sterling Agencies in the 1960's who remain the current owners of the site. The following table summarising the land dealings is compiled based on the information provided by the Anglican Archdiocesan Archives of Sydney. Information was

| Date | Dealing | Parties |
|------------|------------|--|
| 30.8.1866 | Lease | Bishop of Sydney and Trustees to John Walton |
| 12.6.1869 | Lease | W. B. Walford & W. E. Sparke, and J. Walton to S. McBurney & N. McBurney |
| 28.12.1882 | Lease | E. K. Holroyd and H. W. Walton to J. McInerney |
| 15.1.1883 | Assignment | H. W. Walton & E.K Holroyd to T. Moore |
| 31.5.1915 | Assignment | Executors for Thomas Moore to Helen Victoria Shawe (nee Moore) |
| 21.11.1932 | Agreement | V. H. Shawe (nee Moore) |
| 19.8.1955 | Assignment | Victoria Helen Shaw (Moore) to John Antill Black & Jean Black |
| 24.1.1967 | Lease | Glebe Administration Board to Garth John Bittar and Bruce George Bittar |

Licensees

| Licensee | Date of license issue/sale/transfer |
|--------------------|--|
| Mary Clarke | 24.12.1856 ⁶⁰ |
| Henry Nicholson | 7.8.1866 ⁶¹ |
| John Eustace | 23.5.1859 ⁶² |
| Watkinson, William | 23.4.1861 ⁶³ |
| Henry Nicholson | 9.9.1870 ⁶⁴ 20.9.1872 (billiard) ⁶⁵ |

⁶⁰ QUARTERLY LICENSING MEETING. (1856, December 25). *Empire (Sydney, NSW : 1850 - 1875)*, p. 5. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article64981899>

⁶¹ Government Gazette Notices (1866, August 7). *New South Wales Government Gazette (Sydney, NSW : 1832 - 1900)*, p. 1876. Retrieved March 4, 2020, from <http://nla.gov.au/nla.news-article225470295>

⁶² LICENSED PUBLICANS. (1859, May 23). *The Sydney Morning Herald (NSW : 1842 - 1954)*, p. 3. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article13025257>

⁶³ LIST OF APPLICATIONS FOR PUBLICANS, GENERAL, LICENSES. (1861, April 23). *Empire (Sydney, NSW : 1850 - 1875)*, p. 8. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article60493953>

⁶⁴ 1870 'Government Gazette Notices', *New South Wales Government Gazette (Sydney, NSW : 1832 - 1900)*, 9 September, p. 1933. , viewed 17 May 2021, <http://nla.gov.au/nla.news-article223531633>

⁶⁵ "Government Gazette Notices" *New South Wales Government Gazette (Sydney, NSW : 1832 - 1900)* 20 September 1872: 2425. Web. 17 May 2021 <<http://nla.gov.au/nla.news-article230132483>>.

| Licensee | Date of license issue/sale/transfer |
|---------------------------|---|
| Nicholson, J [Jesse] | 9.9.1873 (bagatelle) ⁶⁶ |
| Charles Hunt | 2.9.1874 (billiard) ⁶⁷ |
| John McInerney | 13.9.1876 ⁶⁸ 12.9.1879 - (billiard) ⁶⁹ |
| Julia McInerney | 13.9.1882 ⁷⁰ |
| Isaac Scholes -1893 | 25.4.1884 ⁷¹ |
| Scholes, Julia | 19.8.1908 ⁷² |
| Barlow, Martin | 6.4.1911 ⁷³ |
| Thos. H. Maquire 1917 | 18.1.1912 ⁷⁴ |
| McFarlane, Arthur William | |
| Massey Charles H | |
| Mabel Francis Bell | 17.10.1918 ⁷⁵ |
| John Mason | 27.8.1920 ⁷⁶ |
| Cain C | not noted |
| Carter H. O. | 2.2.1922 ⁷⁷ |
| Kemp L. A | 12.10.1922 |
| Tierney WM | 13.9.1923 |
| Carrick J | Jan 1924 |
| Fitzsimmons A. A. | 9.8.1926 |
| Davis HM | 14.3.1927 |
| Stewart John W | 23.5.1927 |
| Mann Henry | 25.7.1927 |
| Kelly Stanley | 16.4.1928 |
| Hogden John | 15.7.31 |
| Springhall W. A. E. | 2.11.1931 |
| McKay M. J. | 2.11.1933 |
| Whiteman Charles N. | 5.11.1934 |

⁶⁶ Government Gazette Notices (1873, September 9). *New South Wales Government Gazette* (Sydney, NSW : 1832 - 1900), p. 2479. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article223104523>

⁶⁷ Government Gazette Notices (1874, September 2). *New South Wales Police Gazette and Weekly Record of Crime* (Sydney : 1860 - 1930), p. 2657 (SUPPLEMENT TO THE NEW SOUTH WALES Government Gazette.). Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article251604206>

⁶⁸ (1876, September 13). *New South Wales Government Gazette* (Sydney, NSW : 1832 - 1900), p. 3657. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-page12931803>

⁶⁹ Government Gazette Notices (1879, September 12). *New South Wales Government Gazette* (Sydney, NSW : 1832 - 1900), p. 4079. Retrieved March 4, 2020, from <http://nla.gov.au/nla.news-article223436389>

⁷⁰ Government Gazette Notices (1882, September 13). *New South Wales Government Gazette* (Sydney, NSW : 1832 - 1900), p. 4761. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article225829515>

⁷¹ Government Gazette Notices (1884, April 25). *New South Wales Government Gazette* (Sydney, NSW : 1832 - 1900), p. 2737. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article223771973>

⁷² PUBLICANS' LICENSES. (1908, August 19). *Government Gazette of the State of New South Wales* (Sydney, NSW : 1901 - 2001), p. 4578. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article226916568>

⁷³ Dun's gazette for New South Wales., v.5, no.14, 1911-04-10

⁷⁴ "PUBLICANS' LICENSES." *Government Gazette of the State of New South Wales* (Sydney, NSW : 1901 - 2001) 21 August 1912: 5249. Web. 17 May 2021 <<http://nla.gov.au/nla.news-article221605643>>.

⁷⁵ Dun's Gazette Vol. 20 No 16 p18

⁷⁶ PUBLICANS' LICENSES. (1920, August 27). *Government Gazette of the State of New South Wales* (Sydney, NSW : 1901 - 2001), p. 4995. Retrieved May 17, 2021, from <http://nla.gov.au/nla.news-article224610595>

⁷⁷ Tooth Archive folders. Accessed via Noel Butlin Archive, Australian National University, September 2020

| Licensee | Date of license issue/sale/transfer |
|--|-------------------------------------|
| Scharer B. J. | 1.6.1936 |
| Menzies, L.F. (Lorne Fellowes) | 31.5.1937 |
| Bernard G Scharer | 20.4.1938 |
| McKay, Athol Kenneth | 12.7.1956 |
| Lyon, Ronald (in partnership with his Wife Ellen Mary Lyon) | 11.11.1957 |
| Lyon, Ellen Mary | 30.4.1964 |

Appendix 2 Tooth & Co. Works

The following table contains a history of works carried out at the site, as documented in the Tooth & Co. Files N60/2422, N60/2423 and N60/7297.

| Date | Description | Contractor | Cost (£) |
|------------|--|--------------------------|----------|
| 14/10/1931 | Floodlighting, concealed in ceiling of awning | | |
| Undated | Exterior painting, interior renovations. Repairs to boundary fence, roofs, smoke stacks and gas stove, renewing bar sink and ice chest | | 91.1.0 |
| 7/6/1932 | Providing and fixing bar sinks and other minor repairs | Mssrs J Stubbe & Sons | 14.10.01 |
| 15/12/1932 | Erecting new suspended awning and tiling the underside of the awning | Mr S. Featherstone | 358.0.0 |
| 24/9/1934 | Renewing whole of iron roof renewing box gutter and ridge capping, repairing flashing, covering flat roof with bituminous felt, & renewing eaves gutter on main roof | Messrs Blundell & Brown | 49.10.0 |
| 12/12/1934 | Renovating bedrooms 1, 2 & 3 | Collibee Bros | 10.0.0 |
| 18/1/1935 | Overhauling and repairing gas stove | James Ward Ltd | 4.14.6 |
| 4/6/1935 | Renewing lino to countertop. Supply & fix new electric light point to ladies lavatory | F. W. Hickey | 7.10.0 |
| 17/6/1935 | Painting & repairs to exterior | R. F. Hanly | 76.0.0 |
| 9/4/1936 | Renewing steps leading to gents lavatory from public bar | | 12.0.0 |
| 28/7/1937 | Internal painting and repairs | C. Soffe | 28.12.0 |
| 13/7/1938 | Renewing lino to public bar countertop | F. W. Hickey | 7.10.0 |
| 25/7/1938 | Internal repairs & renovations | Abrahams & Co. | 48.0.0 |
| 18/1/1939 | Eradication of borers & necessary repairs | Ban Ant Exterminator Co. | 12.17.3 |
| 27/1/1939 | Repair & refix guard rail caused by a lorry owned by Hollander & Govett under care of Darling Pt Garage | Blundell & Brown | 7/2/6 |
| 29/4/1939 | Renewing water service | J Goodwin & Son | 33.16.6 |
| 29/4/1939 | Rendering cellar floor also section at cellar entrance | F. W. Hickey | 58.0.0 |
| 15/1/1941 | Deaton cleaning unit to be installed | | |
| 10/4/1941 | Erecting new ladies lavatory in basement, enlarging public lavatory [approved by Paddington Council and as ordered by the Police] | Henshaw & Thompson | 214.0.0 |
| 28/4/1941 | Repairs to bar door, frames & hinges | | |
| 2/5/1941 | Refixing loose tiles in bar | | |
| 12/9/1941 | Tender for converting window to door & other works | | 161.0.0 |

| | | | |
|------------|--|--------------------------------|----------|
| 12/11/1941 | Remodelling of lavatories & minor alterations to bars & sundry repairs carried out | Henshaw & Thompson | 419.15.3 |
| 24/5/1942 | Removing & crating glass & boarding up show window | L. Owens | 10.8.0 |
| 25/5/1942 | Painting & repairs to exterior, renovating & repairing walls & woodwork of private entrance, renew gauze to kitchen door | R. F. Hanly | 88.10.0 |
| 10/8/1942 | Remove boards from back of doors & windows, replace w. masonite | C. R. Adamson | 9.0.0 |
| 10/11/1942 | Repair grating leading to stairway | | |
| 9/8/1943 | Renovation to portion of interior | Enmore Painting Co. | 22.17.0 |
| 11/6/1945 | Renovating portion of exterior, painting & writing awning fascia | Enmore painting co | 42.13.0 |
| 19/2/1946 | Renewing defective saloon bar counter lino | Kelsey Bros. | 8.15.0 |
| 18/3/1946 | Supply & erecting one pair of ledged gates complete | C.R. Adamson | 17.0.0 |
| 25/9/1946 | Exterior painting | Enmore Painting Co | 145.10.0 |
| 15/1/1947 | Removing stud wall in gents lavatory & replacing w/brick wall, tiled on completion, replacing defective bearers in corner of kitchen with steel bars built in brickwork. | Sinclair & Thompson | 84.4.0 |
| 4/5/1948 | Main roof leak | Blundell & Brown | |
| 19/5/1948 | Report: Main post supporting floor of public bar badly rotted | | |
| 19/7/1948 | Grading & ashphalting yard area | R.A. Christie & Sons | 29.15.0 |
| 21/7/1948 | Cold room by licensee | F. Collar Pty Ltd | 679.7.6 |
| 1/2/1949 | Renewing public bar linoleum | F.W. Hickey | 22.0.0 |
| 31/3/1949 | Rewiring | F. J. Papps | |
| 23/1/1950 | Supply & fix new s/s combination bar sink | J. T. Gumly & Sons | 63.15.0 |
| 22/2/1950 | External painting & repairs | R. F. Hanly | 221.0.0 |
| 14/4/1950 | Hack off and cement render sections of walls to the exterior of the building | Nicholls | |
| 6/6/1950 | Stripping & recovering flat roof | Ormond Roofing & Ashphalts Ltd | 71.6.9 |
| 9/8/1950 | Renovating rainstained sections of the interior | R. F. Hanly | 61.0.0 |
| 17/11/1952 | Repair iron roofing over dining room | Blundell & Brown | |
| 27/4/1953 | Take out old windows from parlour & bedrooms, supply & fix sundry louvres and a fixed sash | W. S. Chidzey | 44.0.0 |
| 3/6/1953 | Renew main roof rear guttering, take away old flue pipe from back wall, clean out awning downpipes | Ward Bros. | |
| 16/6/1953 | Supply & fix new sash & side pieces to hopper window in the public lavatory | W. S. Chidzey | |
| 24/6/1953 | Repair section of water service & renew gas copper, flue & cowl | Ward Bros. | |
| 29/6/1953 | External painting & repairs | W. J. Sharman & Sons | 344.10.0 |

| | | | |
|------------|--|---------------------|----------|
| 18/9/1953 | Order: Repairs to lath a plaster wall to private entry & renewing dividing fence | | |
| 27/7/1953 | Renewing section of bar flooring in serving space | W. S. Chidzey | 44.16.9 |
| 27/11/1953 | Renovation to public bar | | 78.10.0 |
| 17/5/1954 | Renewing hot water service | Blundell & Brown | 110.0.0 |
| 4/8/1954 | Supply & fix bolts to bar doors where necessary | M. G. Spence | 3.5.0 |
| 1/9/1954 | Painting & repairs | George Ward Pty Ltd | 398.12.0 |
| 7/9/1954 | Extending hot water service to bathroom on 3rd floor | Wm Murray & co | 51.0.0 |
| 6/5/1955 | Take down old lights, supply & fix 4 single 40 fluorescent lights under the awning | | |
| 7/11/1955 | Supplying and erecting galvanised pipe handrail to steep concrete incline adjoining footpath | M G Spence | 68.0.0 |

File No. N60/2424

| Date | Description | Contractor | Cost (£) |
|-----------|---|------------------|----------|
| 1/10/1957 | External painting & repairs | J. King & Sons | 340.0.0 |
| 3/2/1958 | Internal & external painting & repairs | Allan Long & Co | 820.0.0 |
| 28/3/1958 | Cut out old downpipe in wall & supply & fix new 4x3 copper downpipe | Blundell & Brown | 15.7.0 |
| 14/4/1958 | Supply & fit vinyl tiles in public spaces of the bar | Dunlop rubber | 131.8.0 |
| 14/4/1958 | Eradicate white ants on first floor and laundry | | |
| 22/5/1958 | Ease bar doors to clear new floor covering | | |
| 2/6/1958 | Supply & fix new steps and risers to stairs from public bar to toilet | | |
| 2/7/1958 | Supply & fix new panel in bar door | | |
| 5/12/1958 | Supply & fix new cellar skids | | |
| 21/9/1959 | Supply & fix new section of downpipe under footpath to drain | | |
| 23/9/1959 | Digging up section of the footpath, under the awning which was subsiding through seepage washing away the filling though into the cellar, fixing reinforcing, concrete same | | |
| 6/11/1959 | Repair roof leaks over hallway & dining room | | |
| 1/6/1961 | Exterior painting | | |
| 5/9/1961 | Straighten up pipe rail on the footpath | | |
| 14/8/1961 | External painting and repairs | K. H. McEnally | 420.0.0 |

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|-------------------|--|-----------------------|
| 13/11/1961 | Repair stairs and landing at the rear of the hotel, repair, rewire and refit flyscreen door to kitchen | |
| 8/1/1963 | Replug & refix stair railing to cellar | |
| 25/2/1963 | Renewing cold water service in copper tube | 178.0.0 |
| 7/8/1963 | Repairs to bottle cabinet | Harding & Sons 17.8.6 |
| 17/1/1964 | Repair extend stair from kitchen to yard, replace white ant eaten skirting in the dining room | |

Appendix 3 Heritage Inventory Sheet

Heritage Data Form

| ITEM DETAILS | | | | | |
|--|--|--|-----------|----------|--|
| Name of Item | Cadry's building – including interiors. | | | | |
| Other Name/s Former Name/s | Rushcutters Bay Hotel, Nicholson's Hotel, Kelly's Hotel | | | | |
| Item type (if known) | Built | | | | |
| Item group (if known) | | | | | |
| Item category (if known) | | | | | |
| Area, Group, or Collection Name | | | | | |
| Street number | 133 | | | | |
| Street name | New South Head Road | | | | |
| Suburb/town | Edgecliff | | Postcode | 2027 | |
| Local Government Area/s | Woollahra | | | | |
| Property description | Cadry's building, and interiors | | | | |
| Location - Lat/long | Latitude | | Longitude | | |
| Location - AMG (if no street address) | Zone | | Easting | Northing | |
| Owner | Private | | | | |
| Current use | Retail premise | | | | |
| Former Use | Pub | | | | |
| Statement of significance | <p>The building known as the Cadry's building at 133 New South Head Road, Edgecliff is a rare and representative example of an early Victorian era (c.1856) former hotel building with a distinctly legible Federation era free classical style second storey addition located within the former St James' Glebe lands administered by the Church of England. The site is historically significant as it has been in almost continuous use as a commercial premise for over 160 years – first as the Rushcutters Bay Hotel and then as a retail Persian carpet traders run by the Cadry family continuously on the site since 1967.</p> <p>The Cadry's building is of aesthetic significance as a rare example of an early Victorian era hotel building that evolved through the early 20th century to accommodate the demand for hotel accommodation in the locality. The building has landmark qualities on New South Head Road and in Edgecliff due to its prominent corner position, elevated situation above the Glenmore Street frontage, and three storey scale with basement that responds to the site topography. The building remains legible as a mid-19th century building that has been the subject of Federation era additions due to the exposed sandstone walling at ground and part of the first floor level.</p> <p>As the Rushcutters Bay Hotel, the Cadry's building is associated with Tooth & Co, who owned and operated pubs and hotels throughout Australia. The site's association with Tooth & Co is well documented archivally in local, state and national repositories.</p> <p>The Cadry's building also has associational significance with Jacques Cadry (1910-2003), who began the Cadry's rug trading business in 1952 before commencing trading at the site in the mid-1950s. Jacques Cadry is identified as the first Persian Jew to be given permanent residency in Australia, in 1952, and to be naturalised, in 1955. He was a prominent member of the Persian Jewish community and the Cadry family has featured in the Sydney Jewish Museum exhibition, "Jews from Islamic Lands".</p> | | | | |

Heritage Data Form

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| | <p>The interiors have been remodelled to respond to the changing trends for hotel arrangements through the first half of the 20th century, and in response to the use of the site as a Persian carpet retailer from the mid-1960s. However, the building retains substantial internal and external fabric and detailing that demonstrates these phases of development</p> <p>The site may have research potential for underfloor deposits as the age of the original building predates the use of tongue-and-groove flooring.</p> | |
| Level of Significance | State <input type="checkbox"/> | Local <input checked="" type="checkbox"/> |
| DESCRIPTION | | |
| Designer | Not known | |
| Builder/ maker | Not known | |
| Physical Description | <p>The building</p> <p>The building is part single storey and part three storey, with the single storey element forming a split-level arrangement with the ground and first floor level showrooms. The building also features a basement level accessible from the Glenmore Road frontage. The site falls sharply away from the New South Head Road frontage and the building responds to the fall in the land through the elevated area around the ground floor level which continues around the Glenmore Road elevation and relates to the internal floor level of the ground floor and is significantly above the Glenmore Road footpath level. The building is of stone and brick masonry construction, rendered for the majority of the second floor level, with the basement, ground floor and first floor level having had the pub tiles and most of the previous surface render removed to expose the sandstone beneath. The second storey is constructed of brick masonry with an applied rendered and painted finish.</p> <p>The ground floor consists of an open-plan carpet showroom with differing internal floor levels, with offices, and service areas located on the southern side of the building. The first floor consists of gallery and storage areas for carpets within the existing spaces of differing sizes. The second floor level consists of a work rooms, offices and amenities rooms. The basement level consists of a loading dock, storage rooms and strong rooms, including a Chubb strong room.</p> <p>Two main sets of stairs are present within the building. One which accesses the basement level from the northern site of the ground floor level showroom and one at the rear of the building which services all levels. The eastern showroom is set at a relative level that lies between the ground and first floor levels of the sandstone core of the building, and two additional, smaller, stair flights are present connecting the eastern showroom to the ground floor level and first floor level showrooms with the sandstone core.</p> <p>Exterior</p> <p>The exterior of the building is made up of three distinct elements: the sandstone core comprising the two storey plus basement sandstone element, the second storey Federation free style addition c.1909, and the c.1980s showroom at ground floor level addressing New South Head Road. The building was inspected on 9 June 2020 and 12 May 2021.</p> <p>The building features a parapet wall addressing the New South Head Road (northern) and Glenmore Road (western) frontages, with a skillion metal roof behind. It is noted that the curved decoration shown on the 1909 plans does not appear to have been constructed and thus is present on the Glenmore Road frontage only. The exterior finishes of the building vary due to the different stages of construction for the ground and first floor compared with the second floor level, and following the removal of the rendered finish and tiling. The basement, ground floor and first floor level in the original pub section are comprised of sandstone that is mostly exposed, with the eastern part of the showroom on ground floor level being of rendered and painted concrete construction c.1980s.</p> <p>Interior</p> <p>The ground floor level comprises an open showroom on the northern side of the building, and offices on the southern side within the sandstone core of the building. The main entry showroom features low pressed metal ceilings, exposed sandstone walls and modern timber flooring. To the east of the core is an open showroom that dates from the 1980s and replaced the former structure on the site that likely dated from c.1870s.</p> <p>The first floor level spaces feature exposed stone walls, egg and dart cornices and decorative plaster ceilings. Rails have been installed along the upper section of the interior walls on the first floor level to</p> | |

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Heritage Data Form

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|--|--|--|--------------------|------|--|
| | <p>allow for gallery display of rugs. The former fireplaces remain legible, although they are not in use and the flooring has been extended to cover the hearth. Some spaces have had ceilings and cornices replaced with modern fabric. Modern lighting, fire safety and security systems have been installed throughout with installation of cameras, heat and smoke detectors visible.</p> <p>The second floor level retains much of its interior fabric, detail and configuration and is recognisable as pub accommodation from the early 20th Century. Features include skirtings and architraves, door openings with fanlights above, stair balustrade and turned newel posts, egg and dart cornices, decorative wall vents with waratah and feathers decorative ceilings with waratah and flannel flower motifs. Some ceilings include art nouveau and art deco motifs. Some changes have occurred to this level over time, but these changes are minor and do not alter the overall understanding of the space. Basement level features a mix of interior finishes, with mass stone, painted brick, and concrete all present. The stone waling is in good condition despite some intrusive elements being introduced such as the exhaust fan. The visible mortar present in this stone waling shows evidence of shell pozzolans consistent with the early mortars used in the 1850s. There is a strong room in the basement level that was not able to be closely inspected, however this likely predates the use of the site by Cadry's and may date from the 1930s.</p> <p>Some spaces have been converted to service areas, such as the kitchenette present at the base of the stairs. The southern stairway has a number of floor coverings present, from wide timber boards overlain with more than one layer of linoleum. The stair features simple low timber balustrade and newel posts. The ceiling above the stair void features geometric patterns arranged in panels with flower bosses with egg and dart cornices.</p> <p>Setting</p> <p>The setting of the building is constrained due to the presence of modern development on the sites to the immediate east on New South Head Road that extends through to Glenmore Road. The Cadry's building takes up much of the allotment and thus the setting is largely defined by the site boundaries. However, the setting is enhanced by the presence of the neighbouring buildings on Glenmore Road, comprising the two storey Sandstone cottage (also owned by the Cadry family) and the three single storey brick workers cottages that are shown in the very early images of the site. These buildings also help establish the scale of the development surrounding the former hotel building and reinforce its landmark presence on the corner of New South Head Road and Glenmore Roads.</p> | | | | |
| Physical condition and Archaeological potential | <p>Externally, the building appears to be in good and sound condition and has been recently (May 2021) repainted on it. The condition of the interiors varies on each level, with the ground floor and first floor in good condition and the second floor being fair to poor condition with evidence of water damage in most of the rooms.</p> <p>The archaeological potential of the building is low, however, there is potential for surviving underfloor deposits as the age of the original building predates the use of tongue-and-groove flooring.</p> | | | | |
| Construction years | Start year | | Finish year | 1856 | Circa <input checked="" type="checkbox"/> |
| Modifications and dates | <p>1909 – Addition of a second storey 1912 – Alterations and additions</p> <p>The property office files held at the Noel Butlin Archive ANU Canberra contain the correspondence, specifications, reports and cards that document the modifications, alterations and cyclical maintenance works undertaken on the site and describe the internal layout of the hotel during the period the site was managed by Tooth & Co.</p> | | | | |
| Further comments | | | | | |
| HISTORY | | | | | |
| Historical notes | The site is located on the part of the St James Glebe lands granted to the Church of England in 1842. | | | | |
| THEMES | | | | | |
| National historical theme | <p>3. Developing local, regional and national economies 4. Building settlements, towns and cities 7. Governing 8. Developing Australia's cultural life</p> | | | | |
| State | Commerce | | | | |

Heritage Data Form

| | |
|-------------------------|--|
| historical theme | Technology Accommodation Law and Order Religion |
|-------------------------|--|

| APPLICATION OF CRITERIA | |
|--|---|
| Historical significance SHR criteria (a) | <p>The Cadry's building at 133 New South Head Road, formerly the Rushcutters Bay Hotel, is historically significant as one of the early hotels in the Paddington area, with the two storey plus basement sparrow-pecked sandstone core of the building dating from c.1856. The site is located on the former St. James' Glebe granted in 1842 and features one of the oldest remaining buildings on New South Head Road in what is now known as Edgecliff.</p> <p>The Cadry's building is historically significant due to the continuing use of the site for commercial purposes for over 160 years – first as a hotel and inn and then as the first Persian carpet retailer in the area. The former use of the site as the Rushcutters Bay Hotel is historically significant as part of the larger history of hotels in Paddington, and the addition of the third storey c.1909 is indicative of the evolution and expansion of pubs within the Paddington area in the 20th Century.</p> |
| Historical association significance SHR criteria (b) | <p>The Cadry's building at 133 New South Head Road, Edgecliff is significant due to its association with the Cadry family, in particular Jacques Cadry, who was a prominent member of the Persian Jewish community and through whom the</p> <p>As the former Rushcutters Bay Hotel, the site is historically associated with individuals – effectively a train of individuals – in the recorded succession of licensees and managers of the Hotel, who are representative of the small business people who consolidated the society and built environment of Paddington (and Sydney) in the late 19th and early 20th Centuries. None may be particularly prominent, but they contributed importantly to the local commercial and cultural life of their time.</p> <p>The Rushcutters Bay Hotel was associated with the Scharer family of publicans who ran the hotel over a period of 20 years in the early-mid twentieth century, representing a family run hotel business now largely lost from Sydney hotels.</p> <p>Between 1931 and 1966 the hotel was operated by the Sydney brewing company, Tooth & Co, who had first leased the building following the demise of Resch's. Tooth & Co were owners of 22 hotels in Paddington during this same period and hundreds more across Sydney and NSW, making them one of the largest hotelier companies in NSW history.</p> |
| Aesthetic significance SHR criteria (c) | <p>The Cadry's building at 133 New South Head Road, Edgecliff is aesthetically significant as a fine example of an early Victorian era hotel building that has been extended in the Federation free classical style. The building has landmark qualities as a substantial corner former hotel building in a commanding position on the New South Head Road and Glenmore Road apex and forms part of the visual gateway to the Edgecliff commercial centre and the Woollahra Municipality in general.</p> |
| Social significance SHR criteria (d) | <p>Given its aesthetic contribution to the local area, the Cadry's building at 133 New South Head Road, Edgecliff is likely to be held in high regard by the community. However, no community survey has been undertaken at this time. Although the site may prove upon further investigation to have social significance, based on the information available at this time the Cadry's building at 133 New South Head Road, Edgecliff is not deemed to have social significance.</p> |
| Technical/Research significance SHR criteria (e) | <p>The Cadry's building at 133 New South Head Road, Edgecliff may have some potential to yield historical archaeological deposits in the subfloor spaces as the original structure was built c.1865 and pre-dates the use of tongue and groove flooring in general construction, however, it is unlikely that any such deposits survived the subsequent alteration and renovation of the internal arrangements in the early 1910s. The building was the first structure on the site and its construction involved excavation to accommodate the basement level. The archaeological potential of the overall site is therefore low.</p> |
| Rarity SHR criteria (f) | <p>The Cadry's building at 133 New South Head Road, Edgecliff is a rare example of a remnant Victorian Georgian former corner pub building in Paddington, and is likely to be the only example of its type in the Woollahra Municipality.</p> |
| Representativeness SHR criteria (g) | <p>133 New South Head Road, Edgecliff is a representative example of a Victorian Georgian former pub building that was expanded in the early 20th century in response to the popularity of pubs as gathering places for the community throughout the 20th century. Corner hotel buildings from the formative period of the suburb are a key character element of the Paddington Heritage Conservation Area.</p> |

Heritage Data Form

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|------------------|---|
| Integrity | 133 New South Head Road, Edgecliff retains its legibility as a corner pub building with a sandstone core despite having been altered and modified internally and in its openings over time. |
|------------------|---|

HERITAGE LISTINGS

| | |
|---------------------------|--|
| Heritage listing/s | Paddington Heritage Conservation Area – C8 |
|---------------------------|--|

RECOMMENDATIONS

| | |
|------------------------|---|
| Recommendations | <p>It is recommended to manage the Cadry's building at 133 New South Head Road, Edgecliff and its significant components in accordance with the Woollahra LEP 2014 and Burra Charter Principles. It is recommended that all future proposals for modifications to the building should respect the form and style of the building and its significant fabric. All remaining intact fabric on the external facades and intact interiors should be retained and conserved. Elements lost such as historic door arrangements may be restored or reconstructed to a known prior state in accordance with Burra Charter principles. There should be no substantial additions or alterations to the New South Head Road or Glenmore Road elevations except to return the building to a prior known state. It is recommended that future development be carried out in accordance with a conservation management document, and that detailed internal and external photographic record be made and lodged with Woollahra Council and the Local Historical Association.</p> <p>It is further recommended that the immediately adjacent building on the Glenmore Road be the subject of a future heritage significance assessment to ascertain whether these buildings that are identifiable in much of the pre-1890 historic resources accessed for this assessment warrant listing in Schedule 5 of the Woollahra LEP.</p> <p>The impact of future works on the heritage significance of the building are to be assessed against the relevant heritage provisions of the Woollahra LEP 2014 and in accordance with the Heritage Council of NSW publication 'Statements of Heritage Impact' as contained in the NSW Heritage Manual. Proposed works are to be guided by the conservation principles and guidelines of the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (Burra Charter) 2013.</p> |
|------------------------|---|

SOURCE OF THIS INFORMATION

| | | | |
|---|--|---|-----------------------------|
| Name of study or report | Assessment of Heritage Significance for 133 New South Head Road, Edgecliff | Year of study or report | 2021 |
| Item number in study or report | N/A | | |
| Author of study or report | Kristy Wellfare (Strategic Heritage Officer, Woollahra Council) | | |
| Inspected by | Kristy Wellfare (Strategic Heritage Officer, Woollahra Council) | | |
| NSW Heritage Manual guidelines used? | | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| This form completed by | Kristy Wellfare | Date | 4 June 2021 |

INFORMATION SOURCES

Include conservation and/or management plans and other heritage studies.

| Type | Author/Client | Title | Year | Repository |
|----------|-------------------------------|---|------|--------------------------------|
| Book | Apperly, Irving, and Reynolds | A Pictorial Guide to Identifying Australian Architecture: Styles and Terms from 1788 to the Present | 1989 | Angus and Robertson Publishers |
| Document | Hughes, Truman, and Ludlow | Heritage Study for the Municipality of Woollahra. Volume 1. | 1984 | Woollahra Municipal Council |

Heritage Data Form

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|----------|---|--|-----------------|-----------------------------|
| Book | Young, Greg (ed) | Paddington: A History. | 2018 | NewSouth Publishing |
| Document | Conybeare Morrison & Partners with Context Landscape Design | Paddington Townscape Study | 1997 | Woollahra Municipal Council |
| Document | Woollahra Municipal Council | Building Applications Index | | Woollahra Municipal Council |
| Document | Woollahra Municipal Council | Register of Building Applications | | Woollahra Municipal Council |
| Document | Double Bay Library | Double Bay Library Local History File – 133 New South Head Road, Edgecliff | 27 January 2018 | Woollahra Municipal Council |
| Document | Johnston, Ron | Paddington History and Heritage – A theme history | 1997 | Woollahra Municipal Council |

Heritage Data Form

IMAGES - 1 per page

Please supply images of each elevation, the interior and the setting.

| | | | | | |
|---------------|---|----------|-------------------|------------------------|-------------------|
| Image caption | Cadry's Building – New South Head Road Frontage | | | | |
| Image year | 2021 | Image by | Woollahra Council | Image copyright holder | Woollahra Council |



Heritage Data Form

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|---------------|--|----------|-----------------|------------------------|-------------------|
| Image caption | Cadry's Building – Glenmore Road western elevation | | | | |
| Image year | 2021 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |



HPE: 20/47416

▶ 103


Heritage Data Form

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|---------------|---|----------|-----------------|------------------------|-------------------|
| Image caption | Cadry's Building – Rear (south) elevation | | | | |
| Image year | 2021 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |



Heritage Data Form

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|----------------------|--|-----------------|-----------------|-------------------------------|-------------------|
| Image caption | Cadry's building – east elevation (oblique view) | | | | |
| Image year | 2021 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |

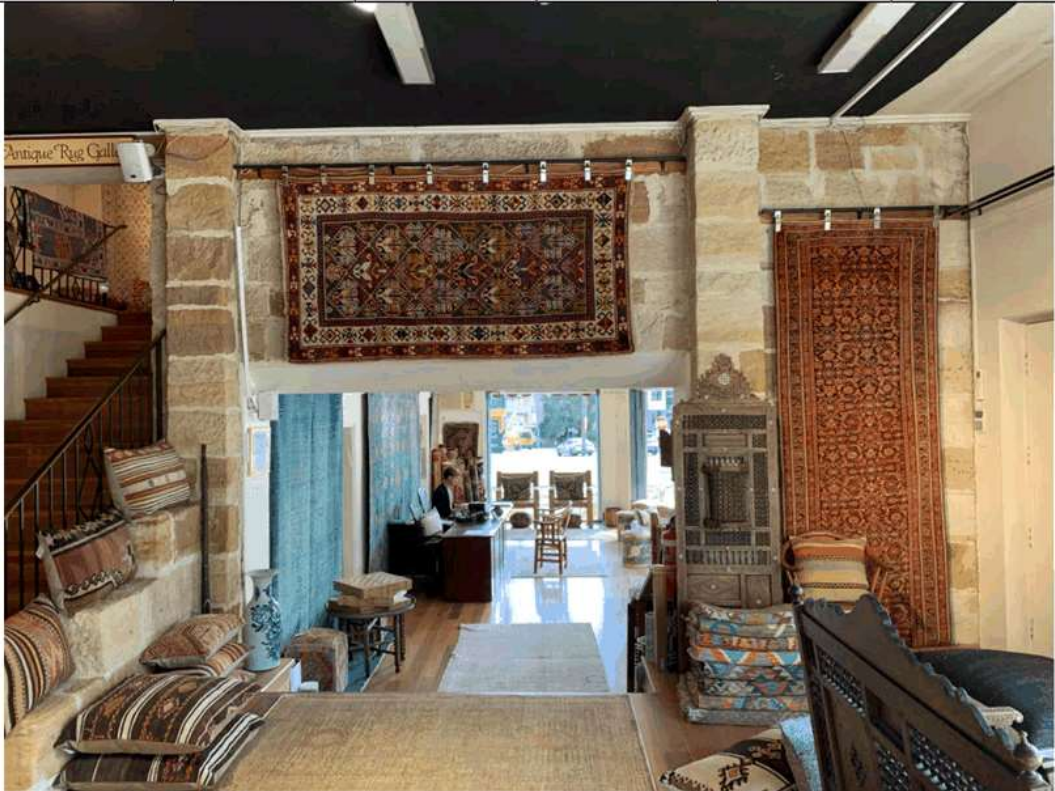


HPE: 20/47416

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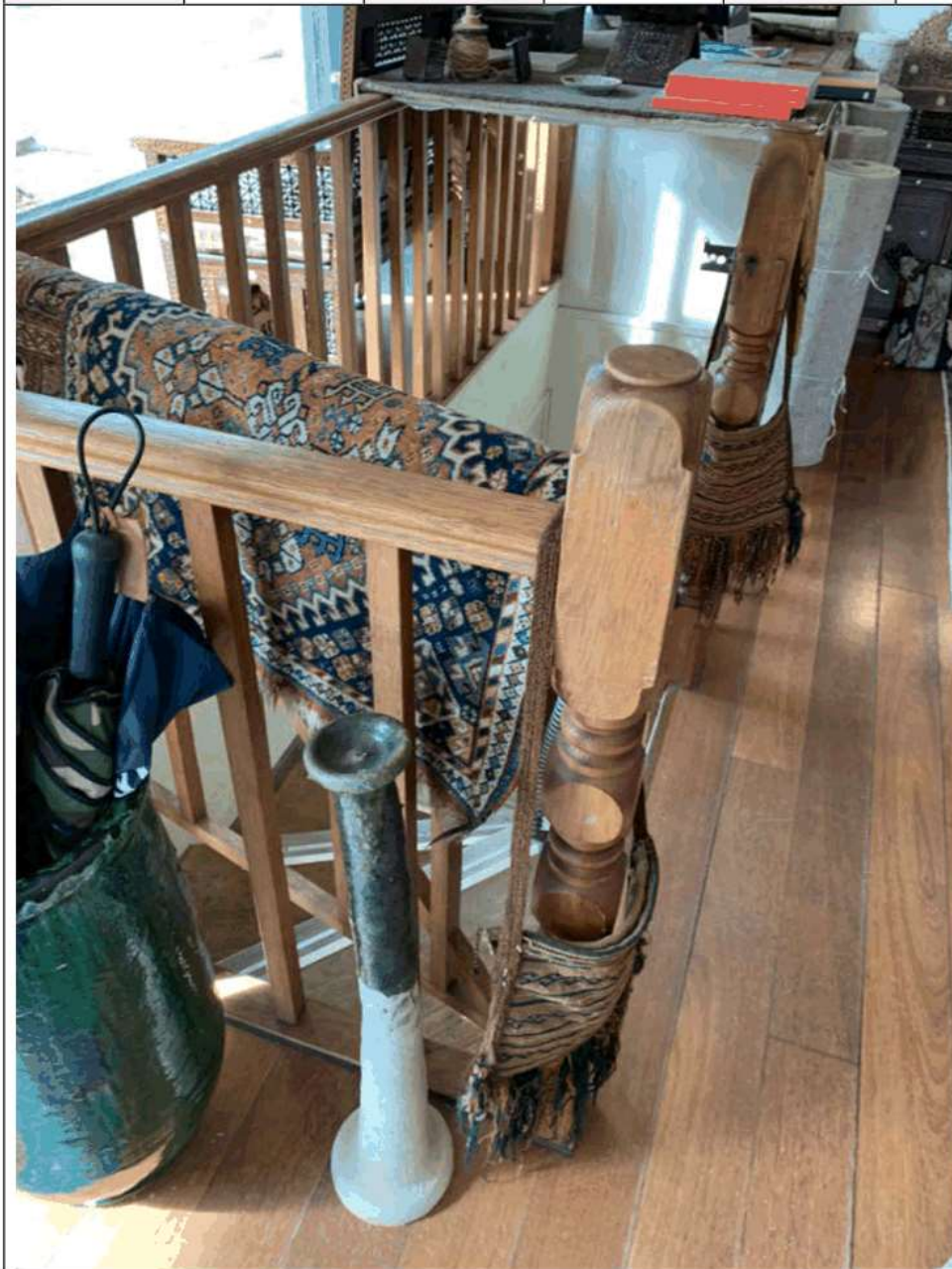
Heritage Data Form

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|---------------|--|----------|-----------------|------------------------|-------------------|
| Image caption | Cadry's building – ground floor level interior, looking west | | | | |
| Image year | 2020 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |

A photograph of the ground floor interior of Cadry's building, looking west. The room has high ceilings and stone walls. A large, ornate rug hangs on the wall. To the left, a staircase with a wooden railing leads up. In the center, a doorway opens into another room. To the right, a tall, narrow rug hangs on the wall. The floor is covered with a large, light-colored rug. The room is well-lit, with natural light coming from the doorway and windows in the background.

Heritage Data Form

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|---------------|---|----------|-----------------|------------------------|-------------------|
| Image caption | Cadry's building – ground floor level stair to basement | | | | |
| Image year | 2020 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |



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Heritage Data Form

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|---------------|---|----------|-----------------|------------------------|-------------------|
| Image caption | Cadry's building - first floor level interior | | | | |
| Image year | 2020 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |



Heritage Data Form

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| Image caption | Cadry's building - | | | | |
| Image year | 2020 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |

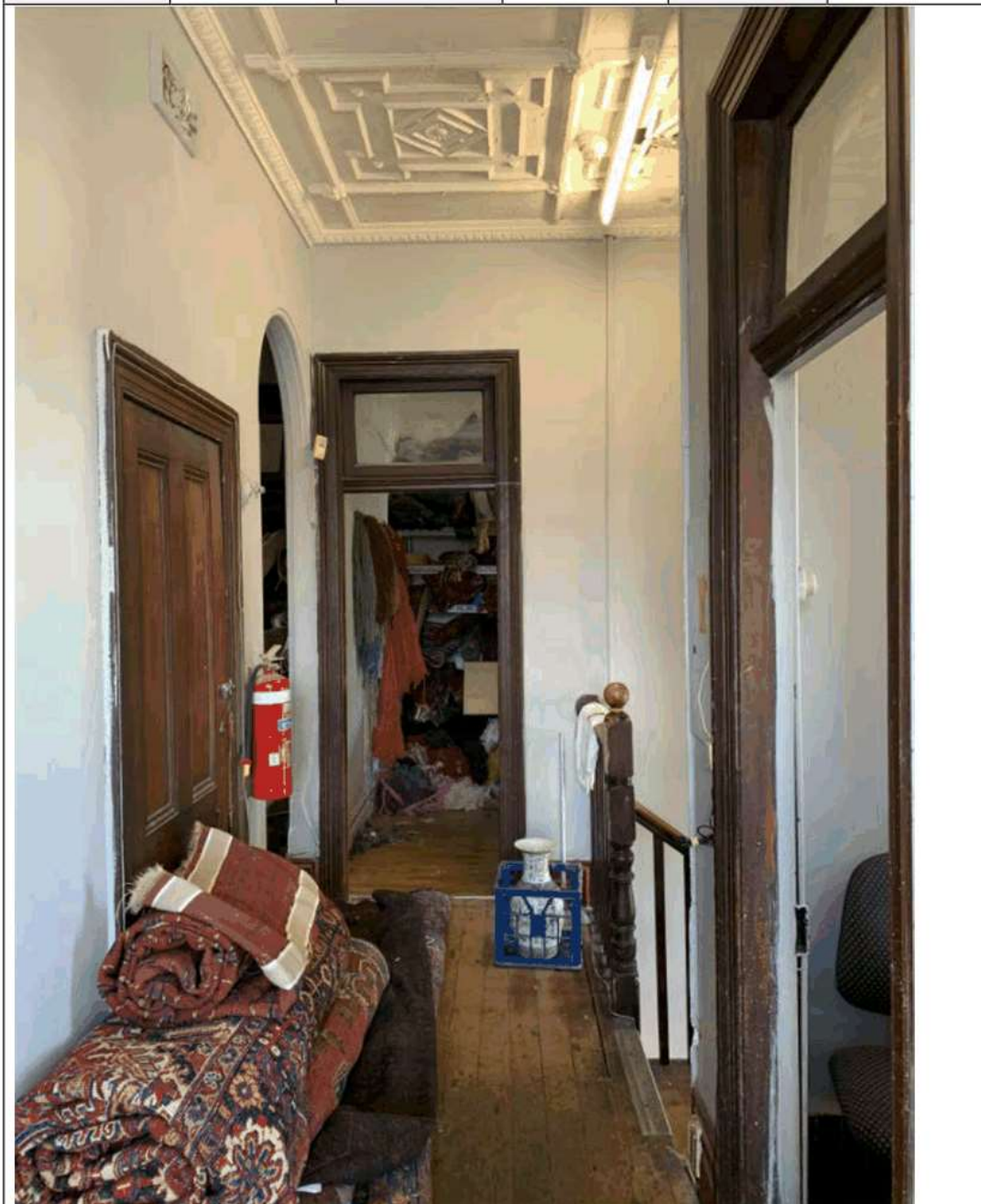
A photograph of the interior of a room, likely a gallery or museum. The ceiling is highly ornate with intricate carvings and a central light fixture. The walls are covered with large, colorful tapestries or carpets. The room is well-lit, and the overall atmosphere is one of historical significance.

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Heritage Data Form

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|---------------|---|----------|-----------------|------------------------|-------------------|
| Image caption | Cadry's building - second storey interior | | | | |
| Image year | 2020 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |



Heritage Data Form

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|---------------|-----------------------------------|----------|-----------------|------------------------|-------------------|
| Image caption | Cadry's building - Basement level | | | | |
| Image year | 2020 | Image by | Kristy Wellfare | Image copyright holder | Woollahra Council |



HPE: 20/47416

▶ 111

Item No: R2 Recommendation to Council

Subject: **DRAFT DCP TO ENHANCE THE NEIGHBOURHOOD HERITAGE CONSERVATION AREAS CONTROLS**

Author: Flavia Scardamaglia, Strategic Heritage Officer

Approvers: Anne White, Manager - Strategic Planning
Nick Economou, Acting Director Planning & Place

File No: 21/87548

Reason for Report: To respond to a Notice of Motion adopted by Council on 10 December 2018 requesting a review of the provisions for Neighbourhood Heritage Conservation Areas in the Woollahra Development Control Plan 2015. To obtain Council's approval to exhibit a draft development control plan to amend the Woollahra Development Control Plan 2015.

Recommendation:

- A. THAT the report on the review of the provisions for Neighbourhood Heritage Conservation areas in the Woollahra Development Control Plan 2015 be received and noted.
- B. THAT Council resolves to exhibit *Draft Woollahra Development Control Plan 2015 (Amendment No.19)* as contained in **Annexure 1** of the report to the Environmental Planning Committee on 15 June 2021.

1. Background

This report responds to the following Notice of Motion adopted by Council on 10 December 2018, where Council resolved:

- A. *THAT Council review its current planning controls in its Neighbourhood Heritage Conservation Areas (NHCAs) located in Darling Point, Bellevue Hill, Rose Bay and Vaucluse, to determine and establish more stringent conservation controls to maintain the cultural and heritage value of these areas.*
- B. *In undertaking this task, that Council consider and explore:*
- (i) whether current controls are strong enough to maintain the heritage of these significant areas; and*
 - (ii) the mechanisms (including changes that are required to Council's development and planning controls) required to give effect to preservation of the heritage of the built and natural form in these areas, with focus on preservation of existing assets and built fabric.*

The following background information accompanied the Notice of Motion on the meeting agenda:

Council is committed to protecting local heritage and significant architecture (Delivery Program 2018 – 2021 & Operational Plan 2018 – 2019 at page 53).

There are 14 Heritage Conservation Areas within the Municipality that are identified in the Woollahra LEP 2014, with the 3 main areas identified as:

- *Chapter C1 – Paddington HCA*
- *Chapter C2 – Woollahra HCA*
- *Chapter C3 – Watsons Bay HCA.*

The NHCAs are identified in Chapter B2 as:

- *Etham Ave, Darling Point*
- *Darling Point Rd, Darling Point*
- *Mona Rd, Darling Point*
- *Loftus Rd and Mona Rd, Darling Point*
- *Aston Gardens, Bellevue Hill*
- *Victoria Rd, Bellevue Hill*
- *Balfour Rd, Rose Bay*
- *Beresford Estate, Rose Bay*
- *Rose Bay Gardens Estate, Rose Bay*
- *Kent Rd, Rose Bay*
- *Bell St, Vacluse.*

The cultural significance of these NHCAs is embodied in the subdivision pattern, building materials, styles, forms, details and arrangements of the heritage items, buildings and streetscape elements. Together these elements create a shared history, historic character, sense of place, and shared aesthetic or visual presence that has been identified as of particular value to the community.

These NHCAs have been identified following studies and assessments by Council, including documentary investigation and fieldwork surveys. Specific elements of significance are identified in each conservation area. The periods and styles of the buildings within the NHCAs include Late Victorian cottages, Federation Arts and Crafts dwellings, Federation Queen Anne dwellings, Federation Bungalows, and Inter-War flat buildings in the Art Deco, Spanish Mission, Georgian Revival and Functionalist styles.

The 3 main Heritage Conservation Areas have stringent planning and development controls, which guide what is permissible development in the area.

The current controls in the smaller NHCAs are not as detailed, nor stringent, with the result that the heritage value of these areas may be severely diminished. For example, the controls in some NHCAs permit whole buildings to be demolished and replaced with newly built forms, without any building fabric being preserved.

This is the recent experience with 5 new development applications currently being assessed by Council's planning department in Kent Rd, Rose Bay, which is in a NHCA. The mass effect of these developments in this NHCA, which all currently contemplate knock down of Federation Arts and Crafts flats and/or Inter-war flat buildings would have a significant detrimental effect to the heritage of this area.

The NHCAs are recognised as having a particular cultural significance based on their aesthetic, historic, scientific and/or social values. These are areas in which the cultural significance and relationships between the various characteristics creates a sense of place that is worth conserving. If whole buildings can be knocked down and rebuilt on mass, as is contemplated in Kent Rd, what is the purpose of having these areas identified as conservation areas?

2. Heritage Conservation Areas in Woollahra

There are 15 heritage conservation areas (HCAs) in the Woollahra Municipality. Whilst they vary in size and location, they are all identified as locally significant in Schedule 5 of the *Woollahra Local Environmental Plan 2014* (Woollahra LEP 2014).

Paddington, Woollahra and Watsons Bay are the largest HCAs, and each has its own chapter in the *Woollahra Development Control Plan 2015* (Woollahra DCP 2015) containing local planning provisions.

There are 11 Neighbourhood Heritage Conservation Areas (Neighbourhood HCAs) in the Woollahra LGA. These are located in the suburbs of Darling Point, Bellevue Hill, Rose Bay and Vaucluse. The relevant provisions for the Neighbourhood HCAs are contained in Chapter B2 Neighbourhood HCAs (Chapter B2) of the Woollahra DCP 2015. Chapter B2 contains:

- An introduction with objectives and overarching policies for all Neighbourhood HCAs;
- Individual sections at B2.2 to B2.12 for each Neighbourhood HCA, including a map, statement of significance, desired future character and area specific provisions (objectives and controls).

Each of the HCAs in the Woollahra LGA and the relevant chapters in the Woollahra DCP 2015 are provided in the table below.

| Chapter of Woollahra DCP 2015 | |
|-------------------------------|--|
| B2 Neighbourhood HCAs | Applies to: <ul style="list-style-type: none">• Etham Ave, Darling Point• Darling Point Rd, Darling Point• Mona Rd, Darling Point• Loftus Rd and Mona Rd, Darling Point• Aston Gardens, Bellevue Hill• Victoria Rd, Bellevue Hill• Balfour Rd, Rose Bay• Beresford Estate, Rose Bay• Rose Bay Gardens Estate, Rose Bay• Kent Rd, Rose Bay• Bell St, Vaucluse |
| C1 Paddington HCA | This applies to Paddington but also includes part of the suburb of Edgecliff |
| C2 Woollahra HCA | Applies to most land in the Woollahra suburb |
| C3 Watsons Bay HCA | Applies to most land in the Watsons Bay suburb |
| D5 Double Bay Centre | Applies to the Double Bay Centre, including Transvaal Avenue HCA. |

3. History of the Neighbourhood Heritage Conservation Areas

3.1. Heritage Listing of the Woollahra Neighbourhood HCAs

The Woollahra Neighbourhood HCAs were first identified as a consequence of the *1997 Tanner Architects Heritage Study* (the Tanner study). At this time, Council engaged a team of heritage consultants led by Tanner and Associates to undertake a heritage study aiming to identify individual heritage items and/or areas of environmental heritage in the medium density residential areas of Bellevue Hill, Darling Point and Rose Bay.

The Tanner study led to a series of preliminary recommendations to further investigate individual heritage items, conservation areas, conservation groups, streetscapes and landscape features. Since the year 2000, and mostly based on the recommendations of the Tanner study, Council commissioned a number of heritage studies that ultimately led to the listing of all the Neighbourhood HCAs in the Woollahra LEP 1995. Listing the Neighbourhood HCAs offered the buildings in these areas with statutory protection.

When the Woollahra LEP 1995 was translated into the now Woollahra LEP 2014, Council was required to comply with the relevant standards, provisions and definitions of the Standard Instrument Template. The terms “conservation group” and “streetscapes” were not included in the Standard Instrument Template. Consequently the “conservation groups” were identified as heritage items in the Woollahra LEP 2014 and “streetscapes” were identified as HCAs. The following table lists the relevant heritage studies that led to the listing of each of the 11 Neighbourhood HCAs, and **Figure 1** below shows the location of each of these Neighbourhood HCAs.

| Heritage Study | Notes | LEP Amendment |
|---|--|---|
| 1997 Heritage Assessments in Darling Point Road, Darling Point | Following the lodgement of development applications (DA) for demolition, and based on the preliminary Tanner study recommendations, Council engaged heritage consultant Hugh Fraser to undertake a heritage assessment of these properties. Mr Fraser recommended the creation of an HCA. | <ul style="list-style-type: none"> Darling Point Road HCA was listed on 3 July 1998. |
| 2000 Etham Avenue Heritage Study, Darling Point | Following the lodgement of DAs for demolition and following the recommendations from the Tanner study, Council engaged heritage consultant Hugh Fraser to assess the significance of the three properties. Mr Fraser recommended the creation of an HCA | <ul style="list-style-type: none"> Etham Avenue HCA was listed on 22 June 2001 |
| 2002 Mona Road Heritage Study, Darling Point | Following the recommendations from the Tanner Study, heritage consultant Mark Robinson was appointed to undertake a heritage assessments of nominated properties in Darling Point. Mr Robinson recommended the creation of two HCAs. | <ul style="list-style-type: none"> Mona Road HCA was listed on 27 February 2004 Loftus Road and Mona Road HCA was listed on 22 July 2005 |
| 2002 Kent Road, Balfour Road and Beresford Estate Heritage Studies in Rose Bay and Bellevue Hill | Based on the Tanner study to further analysis properties in Kent and Balfour Road and other areas in Rose Bay, heritage consultancy Noel Bell Ridley Smith were appointed to undertake heritage assessments of nominated properties in Rose Bay. The study recommended the creation of three HCAs and a number of individual heritage items. | <ul style="list-style-type: none"> Kent Road HCA was listed on 27 February 2004 Balfour Road HCA was listed on 27 February 2004 Beresford Estate HCA was listed on 27 February 2004. |
| 2002 Aston Gardens and Rose Bay Gardens Estate Heritage Studies in Rose Bay and Bellevue Hill | Based on the recommendations in the Tanner study, heritage consultant Ian Kirk was engaged to assess two groups of inter-war flat buildings in the Rose Bay Gardens Estate in Rose Bay and Aston Gardens in Bellevue Hill. The study recommended the creation of two HCAs. | <ul style="list-style-type: none"> Aston Gardens HCA was listed on 27 February 2004 Rose Bay Gardens Estate HCA was listed on 27 February 2004. |
| 2003 Bell Street Vacluse HCA | This study was undertaken in house by Council staff as a consequence of DA lodged in Bell Street. The study recommended the creation of an HCA. | <ul style="list-style-type: none"> Bell Street HCA was listed on 27 February 2004. |

| Heritage Study | Notes | LEP Amendment |
|---|--|--|
| 2002 Victoria Road Heritage Study, Bellevue Hill | The study was undertaken in-house by Council's staff based on the recommendations of the Tanner study. The study recommended the creation of an HCA. | <ul style="list-style-type: none"> Victoria Road HCA was listed on 5 May 2006 |

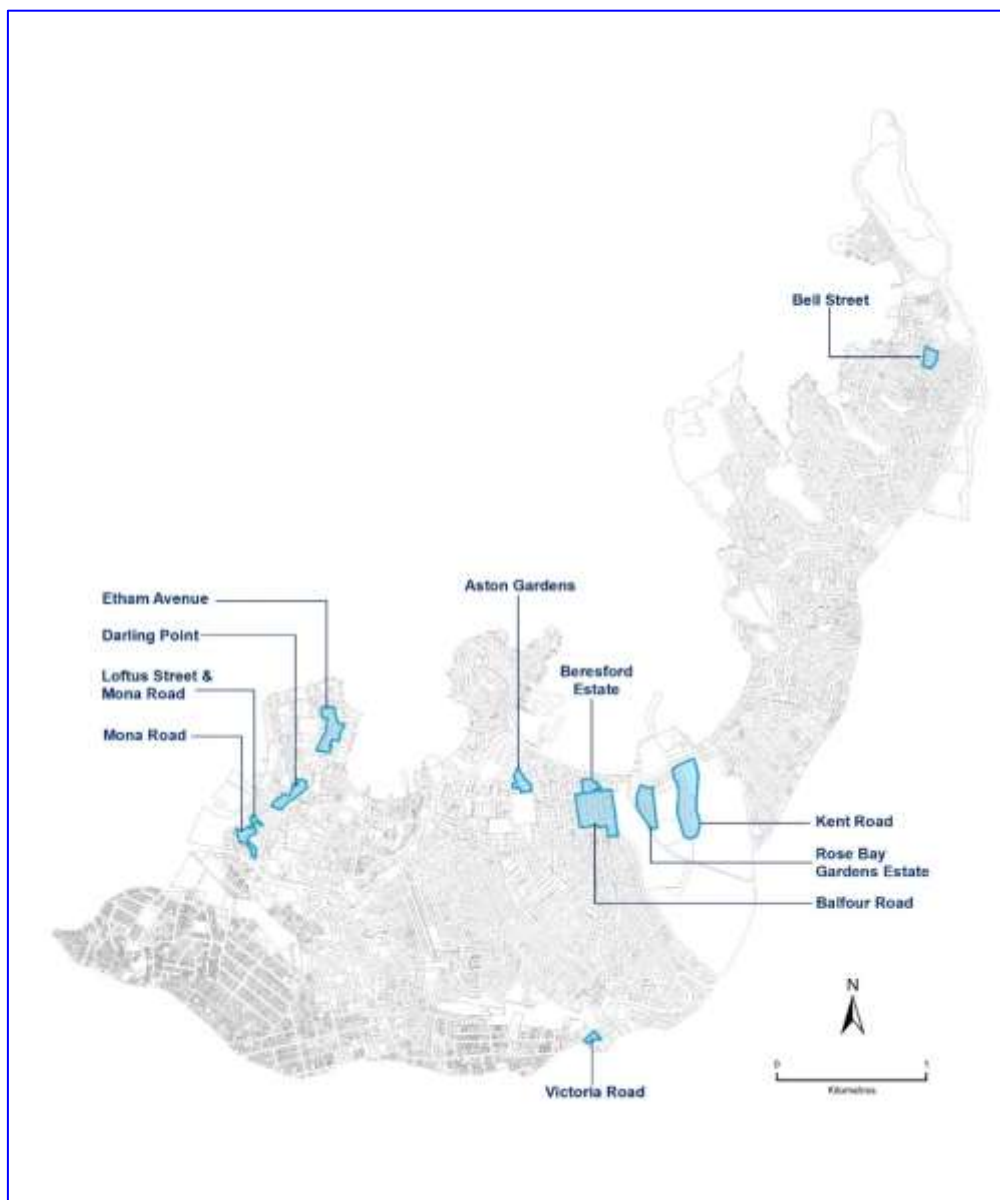


Figure 1: Map of the Neighbourhood HCAs in the Woollahra local government area

3.2. Current DCP provisions

Following the finalisation of each heritage study, an area specific set of local DCP provisions were prepared to guide and manage future development in the Neighbourhood HCAs. These provisions were prepared by multiple authors. Some were completed in-house, while others were prepared by external consultants.

These controls were contained in the Woollahra Residential DCP 2003 which applied to all residential areas outside of the Paddington, Watsons Bay and Woollahra HCAs. The provisions relating to the Neighbourhood HCAs were translated into Chapter B2 when the Woollahra DCP 2015 was being prepared.

Given the various authors of the heritage assessments and the DCP provisions, the nature of these provisions vary. For example, some are generic whilst others put a greater emphasis into the protection of specific building styles or typologies.

4. Neighbourhood Heritage Conservation Areas Review

The NOM dated 10 December 2018 required staff to review the current planning controls for these Neighbourhood HCAs, and determine and establish more stringent controls to maintain the cultural and heritage value of these areas. Part B of the NOM required staff to consider the strength of the current controls, and what mechanisms are required to enhance the preservation of the built and natural form of our Neighbourhood HCAs. In order to respond to this request, staff have undertaken the following:

4.1. Recent development applications and court cases

We have reviewed recent development approvals in Neighbourhood HCAs (since 2003) to assess the relative strength and weaknesses of the current Woollahra DCP 2015 provisions. We also reviewed court judgements in order to identify opportunities to address the issues raised, including where an applicant proposed the full demolition of a building in an HCA. This included reviewing the court cases where the applicant was seeking the demolition of properties in Kent Road, Rose Bay.

Our review of past DA and court cases has revealed the following opportunities to enhance our current planning provisions.

- Identifying contributory building in the Neighbourhood HCAs to clarify which buildings are considered contributory;
- Enhance the statements of significance to ensure that the key elements of significance for each Neighbourhood HCA are clearly articulated;
- Ensure that the objectives and controls cover all relevant building types, thereby not excluding other styles and typologies that may exist in the Neighbourhood HCA.
- A need to highlight the underlying philosophy of the *Australia ICOMOS Burra Charter 2013* (the Burra Charter), to illustrate during the development assessment process that Council's planning provisions are consistent with best heritage practice.
- Identifying other contributory items that may be present in the Neighbourhood HCA such as sandstone walls, sandstone kerbs and gutters and street trees. There is currently no consistent approach to the protection of these elements.

4.2. Planning principles

We have considered best planning practice by reviewing the relevant planning principles which are formulated by Commissioners of the NSW Land & Environment Court. Planning principles are tests that assist in making a planning decision in the following instances:

- where there is a void in policy
- where policies expressed in qualitative terms allow for more than one interpretation
- where policies lack clarity.

The planning principles are regularly updated, and a full list of planning principles can be found at the following website <https://www.caselaw.nsw.gov.au/>.

Most relevantly, the *Helou v Strathfield* planning principle provides a test to assess demolition in HCAs and is used to assess relevant applications. When a building in an HCA is proposed for demolition, the planning principle requires the consideration of the following questions:

- (i) What is the heritage significance of the conservation area?
- (ii) What contribution does the individual building make to the significance of the conservation area?
- (iii) Is the building structurally unsafe?
- (iv) If the building is or can be rendered structurally safe, is there scope for amending the application in a way that would have a lesser effect on the integrity of the conservation area than demolition?
- (v) Are these costs so high that they impose an unacceptable burden on the owner of the building? Is the cost of altering, extending or incorporating the building into a development of the site so unreasonable that demolition should be permitted?
- (vi) Is the replacement of such quality that it will fit into the conservation area?

In response to this planning principle, we have identified the following opportunities to enhance our current planning provisions:

- Identify contributory buildings in each Neighbourhood HCA to provide clarity on the answer to question (ii) of the planning principle.
- Insert references to the *Helou v Strathfield* planning principle in the DCP
- Amend our DA Guide to refer to the planning principle, and clarifying the requirements of a Demolition Report.

4.3. Review and update of existing provisions

We have carried out a comparative analysis of Chapter B2 of the Woollahra DCP 2015 against the more comprehensive chapters for Paddington, Woollahra and Watsons Bay HCAs. In particular, Chapter C1 which applies to the Paddington HCA is regarded as an exemplar in the heritage industry. Where the controls in these chapters can be used to enhance the provisions in Chapter B2, we are recommending that this occurs.

4.4. Summary of the proposed amendments

In summary, Council staff has identified the following opportunities for improvement to Chapter B2. In particular, the following key issues have been identified:

- The need to have a consistent set of controls for all Neighbourhood HCAs, which avoids repetition and eliminates gaps for typologies or styles in individual Neighbourhood HCAs;
- Opportunities to strengthen statements of significance and desired future character statements in light of recent approvals and issues raised in the consideration of court cases;
- The identification of individual contributory items in each Neighbourhood HCA which, paired with stronger statements of significance, will provide clarity about the importance of each building located in the HCA and provide a stronger protection for contributory fabric during the assessment process;
- Inserting the Burra Charter conservation philosophy to justify the underlying approach of the Woollahra DCP 2015; and
- The need to enhance references to the planning principle of *Helou v Strathfield*.

5. Proposed amendments to the Woollahra DCP 2015

In collaboration with staff from Council's Development Control Teams, we have prepared *Draft Woollahra DCP 2015 (Amendment No 19)* (see **Annexure 1**) which seeks to enhance and strengthen the existing controls for the Neighbourhood HCAs in Chapter B2 of the Woollahra DCP 2021. **Annexure 2** contains a consolidated set of proposed provisions to be seen in context against the existing provisions in Chapter B2. The table below summarises the proposed amendments to Woollahra DCP 2015, and the comments in the right hand column contain an explanation of the anticipated outcomes.

| Proposed amendments | Proposed outcomes |
|--|---|
| Chapter A3 Definitions | |
| - Enhance the definitions of 'contributory item' and 'neutral item' | - Ensure that the definitions of contributory and neutral item are stronger in the assessment of future DAs. |
| Chapter B2 Neighbourhood HCAs | |
| B2.1 Introduction <ul style="list-style-type: none"> - Insert a combined and consolidated set of provisions for all Neighbourhood HCAs; - Strengthen existing objectives in B2.1.3 to make reference to the Burra Charter; - Insert definitions and diagrams to ensure a consistent interpretation of the new provisions; - Insert new objectives and controls based on best heritage practice; and - Reference to the <i>Helou v Strathfield</i> planning principle for demolition in an HCA. | <ul style="list-style-type: none"> - Provide a stronger justification to retain significant fabric in Neighbourhood HCAs; - Provide consistency with other Chapters of the Woollahra DCP 2015 related to Paddington, Woollahra and Watsons Bay, which are based on the methodology of the Burra Charter; - Provide definitions to ensure the correct interpretation of the proposed provisions; - Avoid repetition; - Avoid gaps in terms of typologies and styles applicable to each Neighbourhood HCA; - Enhance the protection of significant interiors; - Enhance the protection of pairs or group of buildings; - Provide design suggestions for rear additions (including diagrams); - Require materials finishes and colours schemes for alterations and additions to be sympathetic in the context; and - Protect sandstone kerb and guttering. |
| B2.2-B2.12 <ul style="list-style-type: none"> - Amend individual statements of significance and desired future character of each Neighbourhood HCA. - Identify and tabulate all contributory items² in each Neighbourhood HCA, including but not limited to sandstone walls, sandstone kerb and guttering and street trees. | <ul style="list-style-type: none"> - Strengthen statements of significance in light of recent court approvals. - Avoid repetition and inconsistency between the statements of significance and the desired future character statements. - Remove information that is not relevant to the statements of significance. |

In addition to the amendments to the Woollahra DCP 2015, Council staff will be updating the DA Guide to refer to the *Helou v Strathfield* planning principle whilst also enhancing the requirements for a Demolition Report.

² In order to identify the buildings that contribute to each Neighbourhood HCA, an extensive street-by-street survey was undertaken by Council staff, which was informed by the relevant heritage studies listed in 3.1 above. Staff were then able to ascertain the level of intactness of the buildings in order to finalise the list of contributory items for each Neighbourhood HCA.

6. Next steps

If Council supports the proposed amendments to Woollahra DCP 2015, the next step is exhibit the draft DCP. The process for amending a DCP is set out in the *Environmental Planning and Assessment Act 1979*, the *Environmental Planning and Assessment Regulation 2000*, and the *Woollahra Community Participation Plan 2019*.

The draft DCP must be publicly exhibited for a minimum of 28 days. Public notice will be given in the Wentworth Courier each week of the exhibition and on Council's website.

Owners of buildings located in each Neighbourhood HCA will be notified during the public exhibition period, and the following residents groups will also be notified:

- Darling Point Society
- Rose Bay Residents' Association
- The Paddington Society
- The Watsons Bay Association
- Vaucluse West Residents Association
- Watsons Bay & Vaucluse Social history Group
- Woollahra History & Heritage Society



The outcome of the public exhibition will be reported to a future Committee meeting.

7. Conclusion

In response to a NOM adopted on 10 November 2018, staff have reviewed the planning controls for Neighbourhood HCAs in the Woollahra DCP 2015. Based on this review, staff have identified a number of opportunities to strengthen the existing provisions in Chapter B2 to enhance the preservation of the built and natural form of our Neighbourhood HCAs. In addition, changes to the DA Guide will be implemented

Staff recommend that Council resolve to exhibit the Draft Woollahra Development Control Plan 2015 (Amendment No 19) as contained in **Annexure 1**.

Annexures

1. Draft Woollahra Development Control Plan 2015 (Amendment No.19) [↓](#) 
2. Relevant Extracts from the Woollahra DCP 2015 - Chapters A3 and B2 [↓](#) 



Woollahra Development Control Plan 2015 (Amendment 19)

| | |
|-----------------------|--------------------|
| Prepared Date: | June 2021 |
| Adopted: | TBC |
| Commenced: | TBC |
| Division/Department: | Strategic Planning |
| HPE CM Record Number: | 21/85311 |

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Woollahra Development Control Plan 2015 (Amendment No 19)

Part 1 Preliminary

1.1 Background

The neighbourhood heritage conservation areas (HCAs) are identified in Schedule 5 of Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014) as having local heritage significance based on their historic, aesthetic, social and representativeness values.

This is embodied in the subdivision pattern, building materials, styles, forms, details and arrangements of buildings and streetscape elements of the HCAs. Together these elements create a shared history, historic character, sense of place, and shared aesthetic or visual presence that has been identified as of particular value to the community.

The term 'neighbourhood' HCAs is used to distinguish them from the larger HCAs of Paddington, Woollahra and Watsons Bay.

On 10 December 2018, Council resolved the following:

- A. *THAT Council review its current planning controls in its Neighbourhood Heritage Conservation Areas (NHCAs) located in Darling Point, Bellevue Hill, Rose Bay and Vaucluse, to determine and establish more stringent conservation controls to maintain the cultural and heritage value of these areas.*
- B. *In undertaking this task, that Council consider and explore:*
 - i whether current controls are strong enough to maintain the heritage of these significant areas; and*
 - ii the mechanisms (including changes that are required to Council's development and planning controls) required to give effect to preservation of the heritage of the built and natural form in these areas, with focus on preservation of existing assets and built fabric.*

This draft DCP seeks to amend the *Woollahra Development Control Plan 2015* (Woollahra DCP 2015) to update and strengthen the existing provisions for Neighbourhood HCAs.

1.2 Name of plan

This plan is the *Woollahra Development Control Plan 2015 (Amendment No 19)*.

1.3 Objectives of the plan

The objectives of the plan are to:

- a) Strengthen the existing objectives and controls for neighbourhood HCAs;
- b) Strengthen the statements of significance for each neighbourhood HCA;
- c) Strengthen the desired future characters for each neighbourhood HCA; and
- d) Identify contributory items in each neighbourhood HCA.

All these objectives will provide additional protection to the established heritage significance of each neighbourhood HCA.

1.4 Land to which this plan applies

This plan applies to land within the Woollahra local government area and identified on the map in **Figure 1** where the following chapter of the Woollahra DCP 2015 apply:

- Chapter B2 – Neighbourhood HCAs

1.5 Relationship of this plan to the Act, Regulation and other plans or environmental planning instruments

This plan has been prepared under Division 3.6 of the *Environmental Planning and Assessment Act 1979* and Part 3 of the *Environmental Planning and Assessment Regulation 2000*.

Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014) applies to the land to which this plan applies. In the event of an inconsistency between this plan and the Woollahra LEP 2014, the Woollahra LEP 2014 prevails.

1.6 Approval and commencement of this plan

This plan was approved by Woollahra Council on TBC and came into effect on TBC.

1.7 How this plan amends Woollahra DCP 2015

This plan amends Woollahra DCP 2015 in the manner set out in Part 2 of this plan.

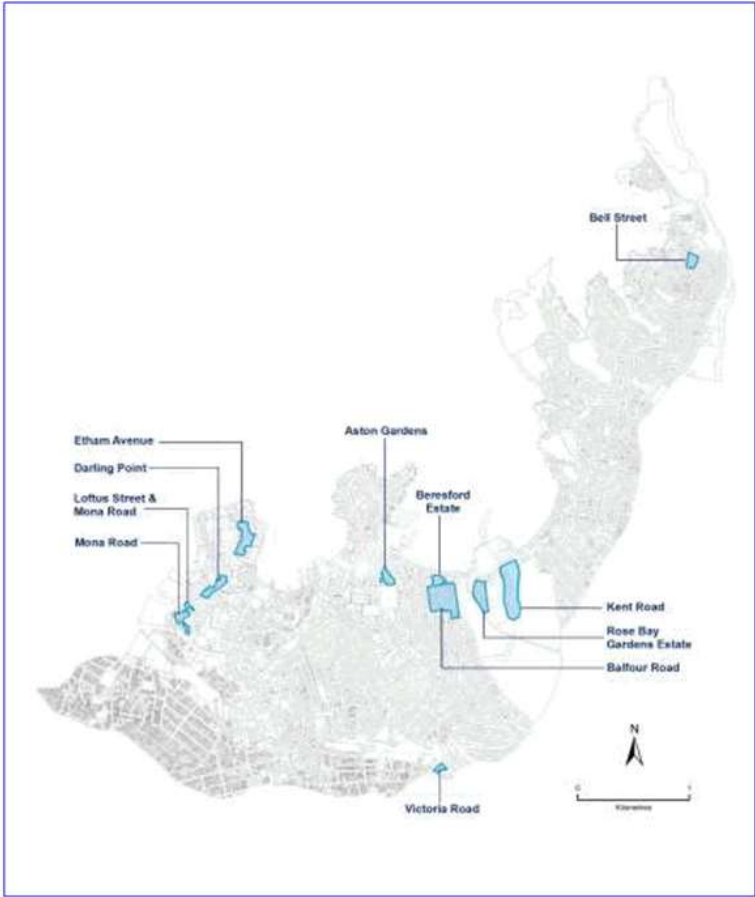


Figure 1: Land to which this draft plan applies is shaded in blue.

Part 2 Amendments to Woollahra Development Control Plan 2015

This plan amends Woollahra DCP 2015 in the following manner:

Insertions – identified in blue and underlined

Deletions – identified in red and strikethrough

Notes in the right hand margin of each section identify the source of the proposed amendments.

Chapter A1 Introduction

2.1 Amendments to clause A1.1.9 Savings and transitional provisions relating to development applications

2.1.1 Insert at the end of the clause

This DCP (as commenced on TBC) continues to apply to development applications, applications to modify consents under section 4.55 of the EP&A Act and applications for review of determination under Division 8.2 Reviews of the EP&A Act that were made prior to but not determined before the commencement of Amendment No 19 to this DCP.

2.2 Amendments to clause A1.4 List of amendments

2.2.1 Insert at the end of the clause

| Amendment | Date of approval and Commencement | Description of amendment |
|--------------|---|---|
| <u>No 19</u> | <u>Date approved – TBC</u> <u>Date commenced - TBC</u> | <u>Amend Chapter A3 Definitions and Chapter B2 by modifying and amending various sections, controls and objectives to strengthen provisions for Neighbourhood HCAs.</u> |

Chapter A3 Definitions

2.3 Amendments to Chapter A3 Definitions

2.3.1 Amend the definition of 'contributory building' which includes a repetition.

| | |
|------------------------------|--|
| contributory building | a building that makes an important and significant contribution to the character and significance of the heritage conservation area. It has a reasonable to high degree of integrity and dates from a key development period of significance of a heritage conservation area. A building which: |
|------------------------------|--|

| | |
|--|---|
| | <ul style="list-style-type: none"> ▶ due to its materials, detailing, finishes, scale, form, siting and landscaping makes a positive impact and contribution to the streetscape character and to the cultural significance of the heritage conservation area; and ▶ due to its materials, detailing, finishes, scale, form, siting and landscaping makes a positive impact and contribution to the streetscape character and to the cultural significance of the heritage conservation area; and ▶ is from a significant historical period and is highly or substantially intact; or ▶ is from a significant historical period and is altered yet recognisable and reversible. |
|--|---|

Commented [DCP1]: Delete repetition.

2.3.2 Amend the definition of 'neutral building' to remove a contradictory statement.

| | |
|--------------------------|---|
| neutral buildings | <p>a buildings that does not contribute or does not detract from the significant character of the heritage conservation area.</p> <p>Neutral buildings are:</p> <ul style="list-style-type: none"> ▶ from a significant historical period, but altered in form, unlikely to be reversed; or ▶ sympathetic contemporary infill; or ▶ from a non-significant historical period but do <u>that does</u> not detract from the character of the heritage conservation area. |
|--------------------------|---|

Commented [DCP2]: Amend to clarify the definition of a neutral building

Chapter B2 Neighbourhood HCAs

2.4 Amendments to Section B2.1 Introduction

2.4.1 Amend text in B2.1 Introduction.

This is Chapter B2 of the Woollahra Development Control Plan 2015 (DCP), Part B General Residential.

This chapter contains controls for 11 heritage conservation areas (HCAs), referred to as "neighbourhood HCAs" to distinguish these areas from the larger HCAs of Paddington, Woollahra and Watsons Bay.

These neighbourhood HCAs are identified in Schedule 5 of Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014). These groups of buildings are recognised as having a particular cultural heritage significance based on their aesthetic, historic, scientific and/or social values and they make a significant contribution to Woollahra's rich heritage. Some of the individual buildings and sites within these HCAs are also heritage items. ~~however, all other buildings (except for intrusive buildings) are contributory items as they make a positive contribution to the character of the area.~~

Commented [DCP3]: Enhance introduction to clearly identify their heritage significance and remove reference to contributory buildings.

These are areas in which the cultural significance and relationships between the various characteristics creates a sense of place that is worth conserving. The cultural significance is embodied in the subdivision pattern, building materials, styles, forms, details and arrangements of the heritage items, buildings and streetscape elements of the HCAs. Together these elements create a shared history, historic character, sense of place, and shared aesthetic or visual presence that has been identified as of particular value to the community.

These HCAs have been identified following studies and assessments by Council, including documentary investigation and fieldwork surveys. Specific elements of significance are identified in each [HCA conservation area](#). The periods and styles of the buildings within the neighbourhood HCAs include Late Victorian cottages, Federation Arts and Crafts dwellings, Federation Queen Anne dwellings, Federation Bungalows, [Inter-War dwellings](#) and Inter-War flat buildings in the Art Deco, Spanish Mission, Georgian Revival and Functionalist styles.

Commented [DCP4]: Administrative amendment.

Commented [DCP5]: Include Inter-War dwellings to the typologies in the neighbourhood HCAs, to recognise their presence.

2.4.2 Amend text and figure in B2.1.1 Land where this chapter applies.

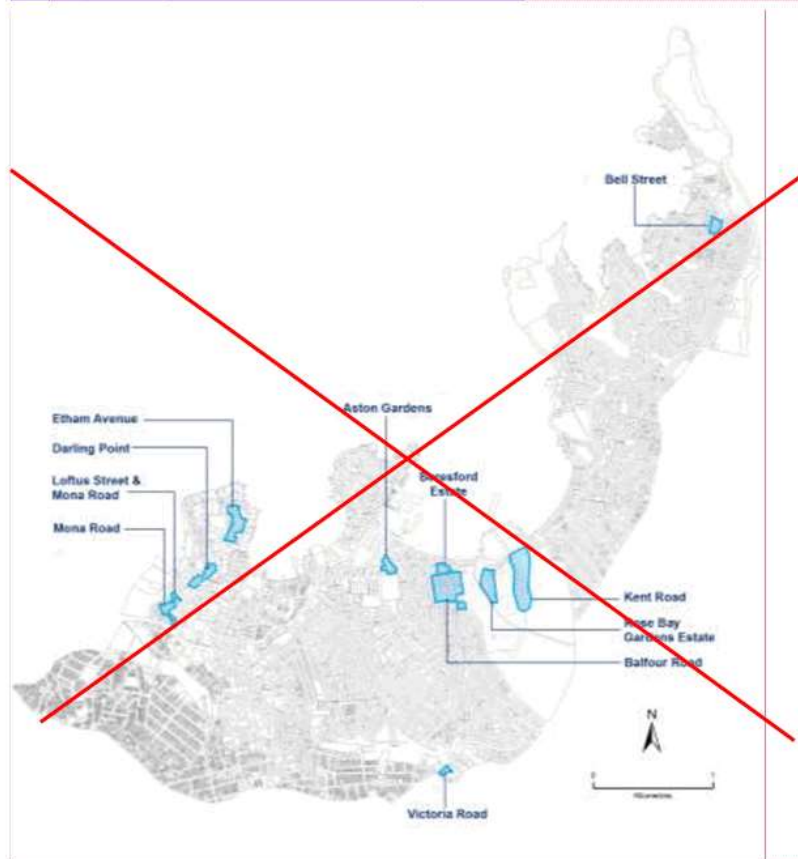
These neighbourhood HCAs are identified on [the](#) map below. A separate map of each HCA is also provided in the relevant sections of this chapter.

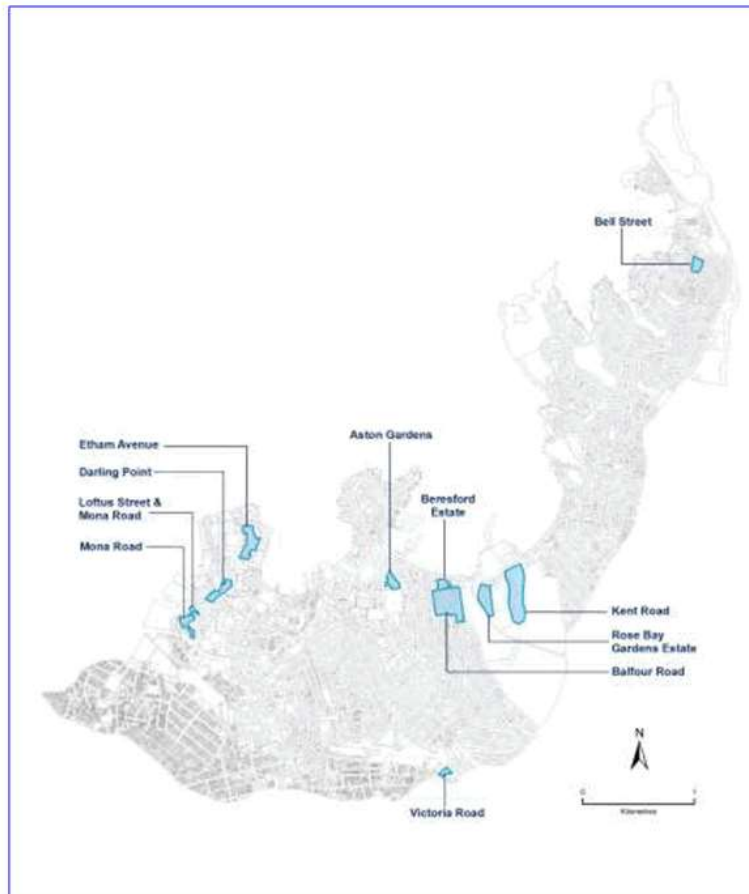
Commented [DCP6]: Administrative amendment.

MAP 1 Map of the Neighbourhood HCAs in the Woollahra local government area

Commented [DCP7]: Insert map title

Commented [DCP8]: Replace this map because the boundary of Balfour Road HCA is not consistent with the LEP.





2.4.3 Add an additional objective O5 to B2.1.3 Objectives and add a Conservation philosophy.

The objectives of this chapter are:

- O1 To retain the cultural or heritage significance of the HCAs, including their cohesive character and distinctive historic features.
- O2 To retain and promote evidence of the historical development and cultural significance of the neighbourhood HCAs and enable the interpretation of that development.
- O3 To encourage the ongoing conservation of heritage items and the significant elements of contributory items.

O4 To ensure that development is sympathetic to the heritage significance of buildings, their settings, the streetscape and the broader HCA.

b5 To ensure that development is compatible with the significant characteristics of the neighbourhood HCAs and respects the principles contained in the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (the Burra Charter).

This chapter seeks to ensure that development has regard to the heritage significance of the area and is compatible with the desired future character for the neighbourhood HCA. The objectives in this chapter apply in addition to the objectives in Chapter B3 General Development Controls.

Note: The term 'original' as used throughout the DCP refers to any significant fabric. This may be from a range of historic periods.

Conservation philosophy

This chapter of the DCP adopts the conservation philosophy embodied in the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (the Burra Charter).

The Burra Charter is widely accepted by Government Agencies and private industry as the standard philosophy for heritage conservation practice in Australia. The Charter sets down principles, processes and practices for the conservation of significant places.

Demolition of significant fabric within HCAs is contrary to the Woollahra LEP 2014, the Woollahra DCP 2015 and the Burra Charter. Conservation and restoration of significant fabric is a priority. Demolition should be a last resort where buildings cannot be reasonably retained and conserved, in accordance with the *Helou v Strathfield* planning principle.

Further information can be found in Council's DA Guide *Demolition report* when considering demolition within a HCA.

2.4.4 Amend B2,1,5 How to use this chapter by including Chapter B1 Residential precincts and clarify the hierarchy of provisions applying to the neighbourhood HCAs.

The primary controls for the neighbourhood HCAs are set out in ~~two~~ three chapters:

Chapter B1 Residential Precincts;

Chapter B2 Neighbourhood HCAs; and

Chapter B3 General Development Controls.

Chapter B1 Residential Precincts

Each neighbourhood HCA is part of a residential precinct with its own character and desired future character as detailed in Chapter B1.

Applicants need to demonstrate how their development fulfills the relevant objectives having particular regard to the provisions in B1.

The provisions in B1 supplement B2. Unless otherwise indicated, where there is an inconsistency between the objectives and controls in Chapters B1 and B2, the HCA specific objectives and controls in B2 take precedence over the general controls.

Commented [DCP9]: Insert new objective to make reference to the Australia ICOMOS Burra Charter, similar to the Paddington, Woollahra and Watsons Bay Chapters of the Woollahra DCP 2015.

Commented [DCP10]: Insert paragraph to clarify the conservation philosophy and use of the Australia ICOMOS Burra Charter, similar to existing provisions in the Paddington, Woollahra and Watsons Bay Chapters.

Commented [DCP11]: Insert reference to best planning practice by referring to the *Helou v Strathfield* planning principle.

Commented [DCP12]: Include reference to Chapter B1 Residential Precincts for completeness.

Commented [DCP13]: Include reference to Chapter B1 Residential Precincts for completeness.

Chapter B2 Neighbourhood HCAs

Each section in this chapter represents an HCA. Applicants only need to refer to the particular area that is relevant to their site.

The **controls** for each HCA comprise the following elements:

- ▶ map showing the extent of the HCA;
- ▶ statement of significance **identifying significant characteristics providing a brief description of the heritage significance** and architectural character of the HCA; **and**
- ▶ desired future character **for each HCA ,including a table of objectives and controls. The desired future character describes the outcomes that are required to be achieved through development within the precinct.** Applicants need to demonstrate how their development fulfills the relevant objectives having particular regard to the objectives and controls **at B2.1.3 and B2.1.7; and**
- ▶ **List of contributory items for each HCA.**

Note: refer also to clause 5.10 of the Woollahra LEP 2014 when assessing impacts to heritage items and heritage conservation areas.

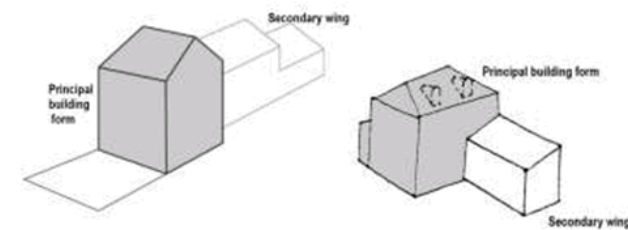
2.4.5 Add new section with definitions applying to Chapter B2 of the Woollahra DCP 2015

B2.1.6 Definitions

The definitions below define words and expressions for the purpose of this chapter.

These definitions apply in addition to the definitions in Part A Chapter A3 of the Woollahra DCP 2014, the *Environmental Planning and Assessment Act 1979* and the Woollahra LEP 2014.

Principal building form The original front building section and main roof, which contains the main rooms (see diagram below).



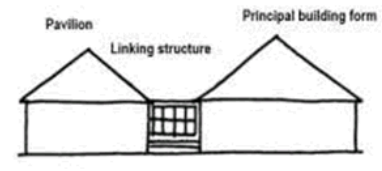
Commented [DCP14]: Highlight the relevant sections of each neighbourhood HCA, including the proposed list of contributory items.

Commented [DCP15]: Insert a list of contributory items for each neighbourhood HCA.

Commented [DCP16]: Insert a note to refer to Clause 5.10 of the Woollahra LEP 2014 which is a statutory instrument.

Commented [DCP17]: Insert new definitions to ensure the consistent interpretation of the new proposed provisions at B2.1.7.

Pavilion addition A structure located at the rear of the existing building, separated from the principal building form by a linking structure (see diagram below).



2.4.6 Add a new section with general development controls for neighbourhood HCAs.

B2.1.7 General Development Controls

The following objectives and controls apply to all neighbourhood HCAs. For Inter-War flat buildings, the provisions at B3.8.7 supplement the controls below.

Note: Refer to Figure 1 for design suggestions for rear additions.

| General Development Controls | |
|--|---|
| Objectives | Controls |
| O1 To ensure that the significant fabric of heritage items and contributory buildings is retained. | C1 Contributory items are retained and conserved, with no external alterations or additions made to significant elevations, details, materials or finishes except for maintenance or restoration. |
| | C2 Any replacement of significant building fabric is of a similar material and type (e.g. timber for timber, terracotta for terracotta). |
| | C3 Principal roof forms, including roof pitch, roof planes, eaves height and chimneys, are to be retained, with the exception of rear dormers and skylights. |
| | C4 Infilling (by glazing or otherwise) of original verandahs or balconies is not permitted. Where verandahs/balconies have been infilled, they are to be reinstated. |
| | C5 Painting, bagging or rendering of original face brickwork is not to occur. Reinstatement of facebrick finish is encouraged where |

Commented [DCP18]: Insert new provisions that apply to all Neighbourhood HCAs, replacing the existing provisions in section B2.2 to B2.12.

Commented [DCP19]: Insert a reference to B3.8.7 for Inter-War flat buildings provisions.

Commented [DCP20]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

| General Development Controls | |
|---|---|
| Objectives | Controls |
| | brickwork has been painted or rendered. |
| <u>O2 To ensure that significant internal fabric is retained and conserved.</u> | <p><u>C6 Original room layouts and proportions are retained. New openings in internal walls and floors and ceiling structures lateral to party walls must retain the structural integrity of the building and its neighbours, and should retain significant original ceilings and cornices. Interpretation of the original layout is to be provided with suitable portal frames, nibs or bulkheads.</u></p> <p><u>C7 Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ornated ceilings.</u></p> |
| <u>O3 To retain, restore and promote the significance, contribution and relationship of a building within the context of a pair or group of buildings</u> | <u>C8 The visual dominance and cohesiveness of a pair or group of buildings is retained and development does not obscure or reduce their visual relationship from the public domain.</u> |
| <u>O4 To ensure that the curtilage of heritage items and contributory buildings is retained and enhanced when opportunity arises.</u> | <u>C9 Additional storeys are not permitted to the principal building form. Additions may be located at the rear or in areas of less significance.</u> |
| <u>O5 To maintain the existing building scale, form and height of the main streetscape elevation, and ensure new development is compatible with the streetscape.</u> | <u>C10 Roof space within the principal building form may be used if there will be no change to the existing roof height, roof pitch, eaves height or ceiling below.</u> |
| <u>O6 To ensure that rear alterations and additions are of sympathetic design and construction.</u> | <p><u>C11 Where suitable, a rear pavilion addition connected to the principal building form via a linking structure can be allowed, if:</u></p> <ul style="list-style-type: none"> <u>The height of the rear addition is equal or inferior than the maximum ridgeline of the main building;</u> <u>The rear addition complements the character of the principal building form in terms of materials, solid-to-void ratio; and</u> <u>It will not adversely affect the setting of the main building by retaining the rear roof plane and rear wall intact.</u> |
| <u>O7 To ensure that the architectural character of buildings is not compromised.</u> | |
| <u>O8 To ensure that alterations and additions are sympathetic to the original building and the predominant streetscape.</u> | |

Commented [DCP20]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

Commented [DCP21]: Insert new objective aiming to protect significant interior fabric.

Commented [DCP22]: Insert new objective aiming to protect pair or group of buildings.

Commented [DCP23]: Insert new control for a pavilion, as per definition at B2.1.6

| General Development Controls | |
|--|--|
| Objectives | Controls |
| <u>character contributing to the heritage conservation area's significance.</u> | <p>C12 New structures or additions visible from the public domain must use sympathetic materials and forms that are in character with the architectural style of the building and with other contributory buildings.</p> <p>C13 Additions to the side of a building may be permitted if set behind the main ridgeline of the existing building, and the additions:</p> <ul style="list-style-type: none"> are subservient and do not visually dominate the main building. are designed to be sympathetic and complement the original building; and front, rear and side setbacks will retain uniformity with adjoining development. |
| <u>O9 To achieve external materials, finishes and colour schemes sympathetic to the context.</u> | C14 New materials and details to additions must complement the architectural style of the existing building and minimise the apparent bulk of the addition. Light and sympathetic colours are to be used instead of dark colours. |
| <u>O10 To conserve established garden settings, including original landscape elements and features.</u> | C15 Garden settings are retained, including mature trees, original and early pathways, gates and front fencing. |
| <u>O11 To ensure that the landscape character of the streetscape is maintained by preserving existing trees and sandstone kerbs and gutters.</u> | <p>C16 Existing street trees are retained.</p> <p>C17 Sandstone kerbs and gutters are retained and protected.</p> |
| <u>O12 To ensure that on-site parking does not dominate the streetscape.</u> | <p>C18 Car parking is set back behind the front building line. Parking spaces, carports or garages are not permitted in the front setback.</p> <p>C19 Despite C18, where there is no side setback greater than 3m—a single pergola car parking structure forward of the building line may be built forward of the building line and to the side of the property. Soft paving is to be used to soften visual impact.</p> |

Commented [DCP20]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

Commented [DCP24]: Insert a new objective aiming to ensure that external materials, finishes and colour schemes are sympathetic to the context for alterations and additions.

Commented [DCP25]: Introduce new provisions to protect sandstone kerbs and gutters, in line with best heritage practice and comparison with Chapter C1 for Paddington HCA.

| <u>General Development Controls</u> | |
|---|---|
| <u>Objectives</u> | <u>Controls</u> |
| <u>O13 To ensure that significant fences and sandstone walls are conserved.</u> | <u>C20 Sandstone fences and walls are retained and are not to be breached by additional openings.</u> |
| <u>O14 To ensure that fences do not detract from the streetscape.</u> | <u>C21 New fences are appropriate to the style and period of the building. They are made from masonry materials with brick or sandstone piers and infill and/or a timber pickets or steel balustrading with at least 25% transparency. Maximum height is 1.5m, pillars may extend to a maximum height of 1.8m.</u> |
| <u>O15 To ensure that infill development respects significant fabric, the existing subdivision layout and pattern of building separation.</u> | <u>C22 Subdivision or amalgamation will only be permitted if the resulting development respects the subdivision pattern and does not require the demolition of a heritage item or contributory building or compromise their setting.</u> |
| <u>O16 To ensure that infill development maintains the existing streetscape character and rhythm, building form and scale of buildings.</u> | <u>C23 Infill development is of a scale, form and character compatible with the surroundings and does not match a building that is excessive in terms of its bulk, height, scale or incompatible design.</u> |
| <u>O17 To maintain the streetscape appearance with uniform setbacks.</u> | <u>C24 Elevations visible from the public domain do not incorporate large expanses of glass and openings are vertically proportioned.</u> <u>C25 Infill development has a consistent front setback, with appropriate landscaping. Where adjoining lots have different setbacks, then an average of the two is to be provided.</u> <u>C26 Infill development and additions must not extend beyond the predominant rear building setbacks at any level of a building.</u> <u>C27 Infill development maintains the existing building separation pattern to enable planting of side setbacks and maintenance of views.</u> |

Commented [DCP20]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

| General Development Controls | |
|---|---|
| Objectives | Controls |
| <u>O18 To ensure that the pattern of roofscapes is maintained.</u> | <u>C28 Infill development has a consistent roof form, pitch and materials of the adjoining buildings.</u> |
| | <u>C29 Roof additions and utilities, such as skylights, dormers and solar panels, are not to be visible from the public domain.</u> |
| <u>O19 To promote high quality design, materials, finishes and detailing which is appropriate to the architectural style, building type and historic context.</u> | <u>C30 Infill development does not replicate traditional details.</u> |
| | <u>C31 Colour schemes employ light and traditional colours.</u> |

Commented [DCP20]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

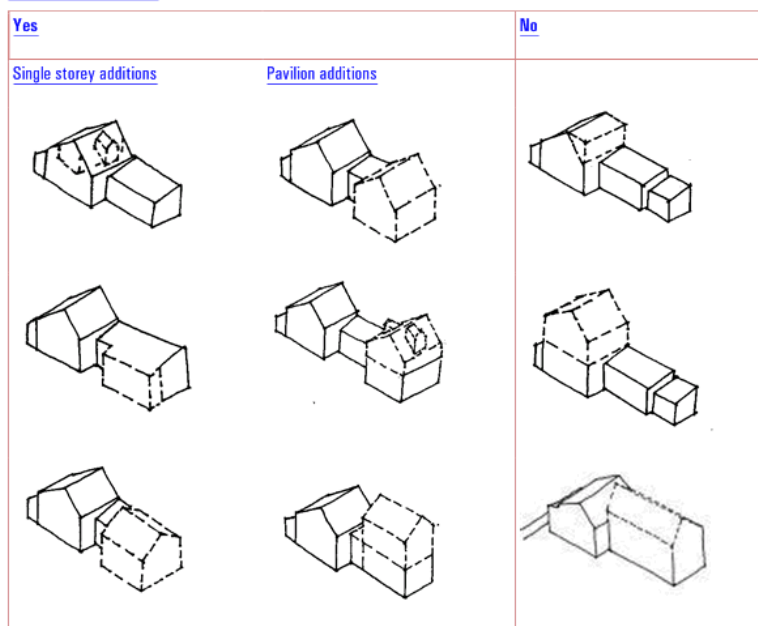
Commented [DCP26]: Insert a new objective aiming to ensure that external materials, finishes and colour schemes are sympathetic to the context for infill development.

Commented [DCP27]: Introduce new control aiming to avoid replication of traditional details.

Commented [DCP28]: Introduce new control aiming to use light and traditional colours.

2.4.7 Add a new Figure with design suggestions for rear additions to contributory buildings

FIGURE 1 Design suggestions for rear additions to contributory buildings, applicable to single storey houses, multi storey houses or flat buildings.



Commented [DCP29]: Insert new Figure 1 outlining design suggestions for rear additions to contributory buildings.

New diagrams include sympathetic single storey additions, pavilion additions (which can be applied to various typologies) and an example of undesirable additions.

These diagrams are applicable to different typologies, including single storey buildings, multi-storey dwellings or flat buildings.

2.5 Amendments to section B2.2 Etham Avenue, Darling Point

2.5.1 Renumber caption to Map 2 for Etham Avenue HCA.

MAP 12 Etham Avenue HCA heritage conservation area

Commented [DCP30]: Renumber map number and include acronym for HCA.

2.5.2 Amend the statement of significance to make it stronger.

The Etham Avenue HCA is located within the Darling Point residential precinct and is characterised by high quality Federation residences and Inter-War flat buildings of varying styles.

The Etham Avenue HCA provides a physical record of a significant historical phase in the urban subdivision of Darling Point. The historical subdivision pattern reflects the staged subdivision of part of the Etham Estate dating from 1900 and a subsequent re-subdivision after the demolition of the Etham Mansion circa 1920. There are distinct groups of buildings that provide physical evidence of the evolutionary development of the area when more compact residences were being designed with distinctly less accommodation for servants.

Commented [DCP31]: Enhance this paragraph by identifying that this HCA is part of the Etham Estate.

The Etham Avenue HCA has the distinctive character and layout of a compact early 20th century 'Garden Suburb', a movement based on the urban planning principles of Sir Ebenezer Howard. The streetscape has a high aesthetic value which is enhanced by the serpentine layout of the road along the contour, which creates closed vistas that focus on small cohesive groups of houses. The winding road provides a more complex view of the housing and is typical of the movement. The constant width of the road with its grass nature strip and avenue plantings contributes to the quality of streetscape. It retains sandstone remnants of the Etham Mansion in the form of its gate and fence pillars.

Commented [DCP32]: Administrative amendment.

The entry points to Etham Avenue are defined by substantial corner residences providing a strong sense of arrival. The circa 1900 suburban subdivision pattern is largely intact and most of the housing derives from this period with characteristic stylistic details that make an important contribution to the HCA. The housing displays the quality and distinction of a wide range of Federation styles from the excellent highly intact Federation Queen Anne housing at the southern end, to the English Arts and Craft styles and the American-influenced Federation Bungalow style at the northern end.

Commented [DCP33]: Remove this statement as no evidence has been provided which justifies this statement.

Commented [DCP34]: Strengthen the statement of significance by removing this sentence which is an interpretation of built form rather than an assessment of significance.

The consistency of the dominant roof forms and stylistic elements such as verandahs, porches, bay windows, chimneys, semi-transparent and low front fencing and front gardens without terracing contributes to the strong streetscape qualities and create an aesthetically pleasing character.

Commented [DCP35]: Enhance wording for front fencing.

2.5.3 Enhance the existing desired future character.

- Development is to retain the significant fabric and key values of the Etham Avenue HCA included in the statement of significance. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1, including These include the historic subdivision pattern, the significant street trees, significant dwellings and flat buildings housing, gardens and fences that demonstrate the wide range of Federation styles and patterns of development which contribute to the strong streetscape qualities.

Commented [DCP36]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

2.5.4 Include a new section listing contributory items.

Contributory Items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| Contributory items | |
|------------------------|-------------------------------|
| 145 Darling Point Road | Federation house |
| 147 Darling Point Road | Inter-War Mediterranean house |
| 1 Etham Avenue | Federation house |
| 2 Etham Avenue | 2 storey Federation house |
| 3 Etham Avenue | Federation house |
| 4 Etham Avenue | 2 storey Federation house |
| 6 Etham Avenue | Federation house |
| 7 Etham Avenue | Federation house |
| 8 Etham Avenue | Inter-War flat building |
| 11 Etham Avenue | Inter-War flat building |
| 13 Etham Avenue | Federation house |
| 15 Etham Avenue | Federation house |
| 16-18 Etham Avenue | Federation house |
| 17 Etham Avenue | Federation house |
| 19 Etham Avenue | Victorian house |
| 21 Etham Avenue | Federation house |
| 22 Etham Avenue | Inter-war flat building |
| 23 Etham Avenue | Federation house |
| 25 Etham Avenue | Federation house |
| 27 Etham Avenue | Federation house |
| 33 Etham Avenue | Federation house |
| Etham Avenue | Street trees |

2.5.5 Amend existing note outlining other relevant provisions for the Etham Avenue HCA.

Note:

- The Etham Avenue HCA is located within the Darling Point precinct. The precinct character statement for the Darling Point precinct in Chapter B1 ~~in this part of the DCP~~ and B2.2 is to be read in conjunction with the ~~controls below~~ provisions at B2.1.

Commented [DCP37]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP38]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

Commented [DCP39]: Administrative change, to insert reference to new provisions at B2.1.

- The ~~controls below~~ ~~provisions at B2~~ apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings (Section ~~B3.8.7~~). Where there is an inconsistency, the ~~controls below~~ ~~provisions at B2.1~~ take precedence.

2.5.6 Delete table with existing provisions given the new provisions at B2.1.

| B2.2 Etham Avenue, Darling Point | | |
|--|--|--|
| Objectives | Controls | |
| D1 To ensure that the significant fabric of contributory items is retained. | C1 Original principal roof forms, including roof pitch, eaves height and chimneys, are retained. | Commented [DCP40]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. |
| | C2 No alteration to the original details, materials or finishes of the principal form, except to allow for restoration or reconstruction. | Commented [DCP41]: Replaced by O1 in B2.1.7 |
| | C3 Original verandahs are not in-filled. Where verandahs have been in-filled, uncharacteristic additions are removed and the verandahs reinstated. | Commented [DCP42]: Replaced by C3 and C9 in B2.1.7 |
| | C4 Original room layouts and proportions are retained. | Commented [DCP43]: Replaced by C1 in B2.1.7 |
| | C5 Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ceilings. | Commented [DCP44]: Replaced by C4 in B2.1.7 |
| D2 To conserve the established garden settings, including original elements and features. | C6 Established garden settings are retained, including, but not limited to, mature trees, original and early pathways, gates and front fencing, particularly forward of the building line. | Commented [DCP45]: Replaced by C6 in B2.1.7 |
| D3 To ensure that fences and parking do not detract from the streetscape and heritage significance. | C7 Car parking is set back behind the front building line. | Commented [DCP46]: Replaced by C7 in B2.1.7 |
| | C8 Fences are appropriate to the building style and period. Front fences are generally made from masonry materials with steel balustrading (25% transparent), and a maximum height of 1.5m. Pillars may extend to a maximum height of 1.8m. | Commented [DCP47]: Replaced by O4 and O10 in B2.1.7 |
| | | Commented [DCP49]: Replaced by C15 in B2.1.7 |
| | | Commented [DCP48]: Replaced by O14 in B2.1.7 |
| | | Commented [DCP50]: Replaced by C18 in B2.1.7 |
| | | Commented [DCP51]: Replaced by C21 in B2.1.7 |

B2.2 Etham Avenue, Darling Point

| Objectives | Controls |
|--|---|
| p4 To conserve the principal elevation of the original buildings. | C9 Additions may be located at the rear or within the principal roof form, provided no alterations including dormers and skylights, compromise the significant roof forms. |
| p5 To ensure that the architectural character of buildings is not compromised. | C10 Additions at the side of a residential building may be permitted if set behind the main ridgeline of the existing building, and the additions: <ul style="list-style-type: none"> a) do not visually dominate the existing building. For example, are set down at least 300mm from the existing ridgeline; and are designed to be sympathetic and complementary to the original building. |
| p6 To ensure that development does not impact on the significance of heritage items and the heritage conservation area. | C11 Development is a maximum of two storeys at the street elevation. |
| p7 To ensure that development is compatible with the scale and rhythm of the streetscape. | C12 Roof forms, scale and character are consistent with the scale and character of the group. |
| | C13 Existing front and rear setbacks are retained. |
| | C14 New development is consistent with the setbacks of adjoining dwellings. |
| | C15 Subdivision or amalgamation will only be permitted if the resulting development is a form that reflects the character of the conservation area and does not require the demolition of a heritage item or contributory item or compromise their setting. |

Commented [DCP40]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP52]: Replaced by O1 in B2.1.7

Commented [DCP54]: Replaced by C9 and C11 in B2.1.7

Commented [DCP53]: Replaced by O7 in B2.1.7

Commented [DCP55]: Replaced by C13 in B2.1.7

Commented [DCP56]: Replaced by more specific objectives in B2.1.7

Commented [DCP58]: Remove this numerical control to avoid potential conflicts with the WLEP 2014 development standards.

Commented [DCP59]: Replaced by more specific controls for alterations and additions at C11 and infill development at C28 in B2.1.7

Commented [DCP57]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7

Commented [DCP60]: Replaced by C13 (for alterations and additions) and C25 (for infill development) in B2.1.7

Commented [DCP61]: Replaced by C13 (for alterations and additions), C25 and C26 (for infill development) in B2.1.7

Commented [DCP62]: Replaced by C22 in B2.1.7

2.6 Amendments to section B2.3 Darling Point Road, Darling Point

2.6.1 Renumber caption to Map 3 for Darling Road HCA.

MAP 23 Darling Point Road HCA heritage conservation area, Darling Point

2.6.2 Amend the statement of significance to make it stronger.

The Darling Point Road HCA is located within the Darling Point residential precinct and comprises a cohesive group of substantial late 19th and early 20th century houses buildings in the Federation Gothic and Federation Arts and Crafts styles.

Commented [DCP63]: Renumber map number and include acronym for HCA.

Commented [DCP64]: Enhance the statement of significance to include residential flat buildings formed by the alteration of big houses.

The conservation area makes an important contribution to the identity of Darling Point with its prominent steeply pitched roofscapes and mature garden settings with traditional fences.

Darling Point Road, as the main thoroughfare since the layout of Mrs Darling's Point in 1833, winds along the ridge through the township towards the harbour. This central location is historically associated with the influential members of colonial society and the establishment of the Anglican Church of St Marks during the mid-19th century.

The earlier stage of more intense residential development at Darling Point is represented by the large and architecturally distinctive Gothic houses adjacent to the St Marks Church precinct, ~~which were part of the c1841 Glenhurst Estate subdivision.~~

~~Examples include:-~~

- ~~▶ Glencorrick at No. 32 Darling Point Road, which was designed by the notable architect John Horbury Hunt for the Honourable George Simpson; and~~
- ~~▶ St Canice at 9 Loftus Road, which was designed for the Honourable Edward Butler.~~

The second significant phase of development was associated with the 1907 Springfield Estate subdivision. Examples include the substantial houses at Nos. 42, 44-46 and 48 Darling Point Road which are representative of the Federation ~~Queen Anne style with~~ Arts and Crafts ~~influence. style in a distinct derivation that uses face brickwork that is rare in the Woollahra Municipality.~~ Their siting as a group on the winding Darling Point Road following the contours and their honest use of local materials reflects the principles of the Garden Suburb movement.

- ~~▶ The house at No. 42 is a substantial intact house, designed in the restrained English Queen Anne style with Arts and Crafts influences. It has a stepped plan, face brickwork and multi-gabled roof which address both the southern and eastern approaches.~~
- ~~▶ The pair of semi-detached dwellings at Nos. 44 and 46 is skillfully designed to read as a single house in the Federation Arts and Craft style. They feature characteristic elements of tall tapered roughcast chimney, large face brick arches, intersecting gables and tapering columns with restrained timberwork.~~
- ~~▶ Leamington, the house at No. 48 is a relatively rare example of the Federation Arts and Craft movement in Sydney. It retains a high level of external intactness and integrity of its original Australian design in face brickwork rather than being covered in roughcast. It responds to the local climate by incorporating side verandahs and wider eaves.~~

2.6.3 Enhance the existing desired future character.

- ~~▶ Development is to retain the significant fabric and key values of the Darling Point Road HCA included in the statement of significance. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1, including the substantial housing, gardens and fences that are representative examples of the Federation Arts and Crafts movement and the Victorian Gothic residences that contribute to the streetscape of Darling Point Road.~~

2.6.4 Include a new section listing contributory items.

Contributory Items

~~While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.~~

~~Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.~~

Commented [DCP65]: Enhance reference to the historic significance of the HCA.

Commented [DCP66]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

Commented [DCP67]: Reword to enhance the significant elements that are present in this HCA.

Commented [DCP68]: Remove references to individual heritage listed properties since the statement of significance is a general statement for the whole HCA.

Commented [DCP69]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Commented [DCP70]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP71]: Insert a note to ensure all heritage items in NHCA are also considered contributory items.

| Contributory items | |
|--|---|
| 32A Darling Point Road | ‘Awelon’, Inter-War house |
| 34 Darling Point Road | House |
| 36 Darling Point Road | House |
| Loftus Reserve | Council reserve |

2.6.5 Amend existing note outlining other relevant provisions for the Darling Point Road HCA.

Note:

- ▶ The Darling Point Road HCA is located within the Darling Point precinct. The precinct character statement for the Darling Point precinct in Chapter B1 ~~in this part of the DCP~~ and [B2.3](#) is to be read in conjunction with the ~~controls below~~ [provisions at B2.1](#).
- ▶ The ~~controls below~~ [provisions at B2](#) apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings (Section [B3.8.7](#)). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.

Commented [DCP72]: Make reference to new provisions at B2.1.

2.6.6 Delete table with existing provisions, given the new provisions at B2.1.

~~B2.3|Darling Point Road, Darling Point~~

| Objectives | Controls |
|---|--|
| P1] To ensure that the significant fabric of heritage items and contributory items is retained. | C1] Original principal roof forms, including roof pitch, eaves height and chimneys, are retained. C2] No alteration to the original details, materials or finishes of the principal form, except to allow for restoration or reconstruction. C3] Original verandahs are not in-filled. Where verandahs have been in-filled, uncharacteristic additions are removed. C4] Original room layouts and proportions are retained. C5] Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ceilings. |
| P2] To conserve the established garden settings, including original elements and features. | C6] Established garden settings are retained, including mature trees, original and early pathways, gates and front fencing particularly forward of the building line. |
| P3] To ensure that fences and parking do not detract from the streetscape and heritage significance. | C7] Car parking is set back behind the front building line. |

Commented [DCP73]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP74]: Replaced by O1 in B2.1.7

Commented [DCP75]: Replaced by C3 and C9 in B2.1.7

Commented [DCP76]: Replaced by C1 in B2.1.7

Commented [DCP77]: Replaced by C4 in B2.1.7

Commented [DCP78]: Replaced by C6 in B2.1.7

Commented [DCP79]: Replaced by C6 in B2.1.7

Commented [DCP80]: Replaced by O4 and O10 in B2.1.7

Commented [DCP82]: Replaced by C15 in B2.1.7

Commented [DCP81]: Replaced by O12 and O14 in B2.1.7

Commented [DCP83]: Replaced by C18 in B2.1.7

B2.3 Darling Point Road, Darling Point

| Objectives | Controls |
|---|---|
| | C8 Fencing is appropriate to the style and period of the building. Front fences should generally be made from masonry materials with steel balustrading (25% transparent), and a maximum height of 1.5m. Pillars may extend to a maximum height of 1.8m. |
| P4 To conserve the principal elevation of the original buildings. | C9 Additions may be located at the rear or within the principal roof form, provided no alterations including dormers and skylights compromise significant roof forms. |
| P5 To ensure that the architectural character of buildings is not compromised. | C10 Additions at the side of a residential building may be permitted if set behind the main ridgeline of the existing building, and the additions: <ul style="list-style-type: none"> b) do not visually dominate the existing building. For example, are set down at least 300mm from the existing ridgeline; and c) are designed to be sympathetic and complementary to the original building. |
| P6 To ensure that development does not affect the significance of heritage items and the heritage conservation area. | C11 Development is a maximum two storeys at the street elevation. |
| P7 To ensure that development is compatible with the scale and rhythm of the streetscape. | C12 Roof forms, scale and character are consistent with the scale and character of the group. |
| | C13 Existing front and rear setbacks are retained. |
| | C14 New development is consistent with the setbacks of adjoining dwellings. |
| | C15 Subdivision or amalgamation will only be permitted if the resulting development is a form that reflects the character of the conservation area and does not require the demolition of a heritage item or contributory item or compromise their setting. |

Commented [DCP73]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP84]: Replaced by C21 in B2.1.7

Commented [DCP85]: Replaced by O1 in B2.1.7

Commented [DCP87]: Replaced by C3, C9, C10 and C11 in B2.1.7

Commented [DCP86]: Replaced by O7 in B2.1.7

Commented [DCP88]: Replaced by C13 in B2.1.7

Commented [DCP89]: Replaced by more specific objectives in B2.1.7.

Commented [DCP91]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP92]: Replaced by C8 in B2.1.7.

Commented [DCP90]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7.

Commented [DCP93]: Replaced by C13 (for alterations and additions), C25 and C26 (for infill development) in B2.1.7

Commented [DCP94]: Replaced by C13 (for alterations and additions), C25 and C26 (for infill development) in B2.1.7

Commented [DCP95]: Replaced by C22 in B2.1.7

2.7 Amendments to section B2.4 Mona Road, Darling Point

2.7.1 Renumber caption to Map 4 for Mona Road HCA.

~~MAP H3 Mona Road HCA heritage conservation area-~~

Commented [DCP96]: Renumber map number and include acronym for HCA.

2.7.2 Amend the statement of significance to make it stronger.

The Mona Road HCA is located within the Darling Point residential precinct and comprises dwelling houses, semi-detached houses and ~~apartments~~ flat buildings that demonstrate the important characteristics of the Victorian, Federation Arts and Crafts and Federation Queen Anne styles.

Commented [DCP97]: Rephrase for consistency with other chapters of the Woollahra DCP 2015.

This HCA contains a cohesive group of substantial but speculative housing built within the first decade of the 20th century on part of the Mona Estate that demonstrates the more intense residential development pattern of Darling Point. Some of the dwellings were subsequently converted to duplexes or triplexes in the 1920s without changing their form or altering their integrity.

Commented [DCP98]: Include the Victorian styles as part of the HCA to ensure buildings built up until 1890 are also included, if any.

The winding alignment of Mona Road through the steep topography results in extensive rusticated ashlar or brick retaining walls which, together with the mature Hill's Weeping Fig street trees and the Federation subdivision pattern, form a distinctive streetscape with cohesive groups of buildings on each side of Mona Road ~~which are orientated towards the harbour view.~~

Commented [DCP99]: Insert reference to the significant subdivision pattern.

Commented [DCP100]: Remove characteristic not relevant to the significance of the HCA.

On the western side of the street, the buildings are characterised by the rhythmic tiled roofscapes of Federation dwellings and semi-detached dwellings designed to read as single houses, ~~albeit partially obscured by car parking.~~

Commented [DCP101]: Remove as this element does not enhance the statement of significance.

~~Examples include:-~~

Commented [DCP102]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

- ▶ ~~The houses at Nos. 14-16 are adjoining two-storey red brick houses in the Federation Queen Anne style with rusticated sandstone foundation walls and terracotta tiled roofs.~~
- ▶ ~~The houses at Nos. 18-22 are substantial adjoining identical houses designed in the Federation Queen Anne style with face brick, rusticated sandstone foundation walls and slate roofs. Together with Nos. 14 and 16, the sandstone retaining wall to Mona Lane continues the characteristic relationship of the building with the landforms.~~
- ▶ ~~No. 36a is a landmark face brick building in the Federation Queen Anne 'Old English' style at the northern end of the group, adjacent to Mona.~~

These houses are orientated towards the harbour and were designed to be accessed from Rushcutters Park via Mona Lane, rather than Mona Road. ~~Significant views of the major elevations of the group are available from Mona Lane, New Beach Road and Rushcutters Bay Park. On the eastern side of the street, examples include:~~

Commented [DCP103]: Remove as this is overly detailed for a statement of significance.

Commented [DCP104]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

- ▶ ~~Nos. 15-17 which comprise elevated dwellings and semi-detached dwellings that are fine red brick examples of the Federation Queen Anne style with bow windows, prominent gable ends, decorative fretwork balustrades and tiled with Marseille pattern terracotta tile.~~
- ~~No. 27 which is a three-storey Federation Arts and Crafts styled apartment building in an elevated setting that demonstrates a strong massing with heavy articulation of its roughcast and face brick elevations with restrained decoration and weatherboard balustrading.~~

2.7.3 Enhance the existing desired future character.

- ▶ Development is to retain the significant fabric and key values of the Mona Road HCA. ~~including the historic subdivision pattern, the street trees, the group of Federation Arts and Craft and Queen Anne housing that contribute to the cohesive streetscape of Mona Road. This includes retaining~~

Commented [DCP105]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.

2.7.4 Include a new section listing contributory items.

Contributory Items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| <u>Contributory items</u> | |
|---------------------------|---|
| <u>22 Mona Road</u> | <u>Federation house</u> |
| <u>24 Mona Road</u> | <u>Federation house</u> |
| <u>26-30 Mona Road</u> | <u>Federation flat building</u> |
| <u>32 Mona Road</u> | <u>'Radnor', Federation semi-detached house</u> |
| <u>34 Mona Road</u> | <u>'Booren', Federation semi-detached house</u> |
| <u>36 Mona Road</u> | <u>Federation house</u> |
| <u>Mona Lane</u> | <u>Sandstone wall</u> |
| <u>Mona Road</u> | <u>Street trees</u> |

Commented [DCP106]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP107]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

2.7.5 Amend existing note outlining other relevant provisions for the Mona Road HCA.

Note:

- ▶ The Mona Road HCA is located within the Darling Point precinct. The precinct character statement in Chapter B1 in this part of the DCP and B2.4 is to be read in conjunction with the provisions at B2.1 controls below.
- ▶ The controls below provisions at B2 apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings (Section B3.8.7). Where there is an inconsistency, the controls below provisions at B2.1 take precedence.

Commented [DCP108]: Make reference to new provisions at B2.1 and enhance existing wording.

2.7.6 Delete table with existing provisions, given the new provisions at B2.1.

| <u>B2.4 Mona Road, Darling Point</u> | |
|---|--|
| <u>Objectives</u> | <u>Controls</u> |
| <u>P1 To ensure that the significant fabric of heritage items and contributory items is retained.</u> | <u>C1 Original principal roof forms, including roof pitch, eaves height and chimneys, are retained.</u> |
| | <u>C2 No alteration to the original details, materials or finishes of the principal form, except to allow for restoration or reconstruction.</u> |

Commented [DCP109]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP110]: Replaced by O1 in B2.1.7. Note that heritage items are already protected by virtue of their listing in the Woollahra LEP 2014.

Commented [DCP111]: Replaced by C3 and C9 in B2.1.7

Commented [DCP112]: Replaced by C1 in B2.1.7

B2.4 Mona Road, Darling Point

| Objectives | Controls |
|--|---|
| | C3 Original verandahs are not in-filled. Where verandahs have been in-filled, uncharacteristic additions are removed. |
| | C4 Original room layouts and proportions are retained. |
| | C5 Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ceilings. |
| P2 To conserve the established garden settings, including original elements and features. | C6 Established garden settings are retained, including mature trees, original and early pathways, gates and front fencing particularly forward of the building line. |
| P3 To ensure that fences and parking do not detract from the streetscape and heritage significance. | C7 Sandstone and brick retaining walls are not to be breached by additional openings. |
| | C8 Car parking is set back behind the front building line. |
| | C9 Fencing is appropriate to the style and period of the building. Front fences should generally be made from masonry materials with steel balustrading (25% transparent), and a maximum height of 1.5m. Pillars may extend to a maximum height of 1.8m. |

Commented [DCP109]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP113]: Replaced by C4 in B2.1.7

Commented [DCP114]: Replaced by C6 in B2.1.7.

Commented [DCP115]: Replaced by C7 in B2.1.7

Commented [DCP116]: Replaced by O10 in B2.1.7

Commented [DCP118]: Replaced by C15 in B2.1.7

Commented [DCP117]: Replaced by O14 in B2.1.7

Commented [DCP119]: Replaced by C20 in B2.1.7

Commented [DCP120]: Replaced by C18 in B2.1.7

Commented [DCP121]: Replaced by C21 in B2.1.7

~~B2.4 Mona Road, Darling Point~~

| Objectives | Controls |
|---|---|
| p4 To conserve the principal elevations of the original buildings. | C10 Additions may be located at the rear or in the principal roof form, provided no alterations including dormers and skylights, compromise the significant roof forms. |
| p5 To ensure that the architectural character of buildings is not compromised. | C11 Additions at the side of a residential building may be permitted if set behind the main ridgeline of the existing building, and the additions: <ul style="list-style-type: none"> a) do not visually dominate the existing building. For example, are set down at least 300mm from the existing ridgeline; and are designed to be sympathetic and complementary to the original building. |

Commented [DCP109]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP122]: Replaced by O1 in B2.1.7

Commented [DCP124]: Replaced by C9 and C11 in B2.1.7

Commented [DCP123]: Replaced by O7 in B2.1.7

Commented [DCP125]: Replaced by C13 in B2.1.7

2.8 Amendments to section B2.5 Loftus Road and Mona Road, Darling Point

2.8.1 Renumber Caption to Map 5 for Loftus Road and Mona Road HCA.

~~MAP 5 Loftus Road and Mona Road HCA heritage conservation area~~

Commented [DCP126]: Renumber map number and include acronym for HCA

2.8.2 Amend the statement of significance to make it stronger.

The Loftus Road and Mona Road HCA is a group of four residential flat buildings of similar scale, bulk, design and materials, located at 2 and 4 Loftus Road and 38a and 38b Mona Road. These were built on steep land subdivided from the grounds of the Victorian Regency styled house Mona, currently adaptively re-used as a flat building, which has been converted to flats, and visually forms part of the group.

Commented [DCP127]: Enhance the statement of significance by clarifying that Mona is currently used as a flat building.

The Loftus Road and Mona Road group is a significant group of Inter-War flat buildings which appear as a cohesive and substantial presence on the slopes of Darling Point. The area is significant in demonstrating the trend towards closer subdivision and development of fashionable flats in Darling Point during the 1920s and 1930s as a response to the changing planning regulations.

Each building was designed by prominent architectural firms of the time, Peddle Thorpe & Walker and Crane & Scott, in the Inter-War Mediterranean style. Each of the buildings contain architectural features which are highly representative of the Inter-War Mediterranean style such as timber shutters, Marseille tiled roofs, Juliet balconies and arched openings.

The flats are generously sized and some originally included maid's rooms within the lower levels. The group is unusually intact and has retained the garden terraces with Inter-War plantings and substantial sandstone retaining walls from earlier estates.

~~In more detail:~~

Commented [DCP128]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

- ▶ *Brailsford* at 38a Mona Road is a three-storey apartment building built in the Inter-War Mediterranean style circa 1927. It is characterised by Mediterranean elements such as Marseille tiles, timber shutters, blind arches, circular arches and columns, and a paved courtyard.
- ▶ *Burford House* at 38b Mona Road is a small elevated three-storey apartment building in the Inter-War Mediterranean style circa 1934. The building has a staggered 'sawtooth' plan form, deep balconies with columns and arched openings, and timber shutters and wrought iron balustrades.
- ▶ 2 Loftus Road is a two-storey Inter-War Mediterranean apartment building circa 1939. It has a central entrance hall with a Juliet balcony and French doors over, between the two apartment wings. It has Marseille tiles and restrained detailing, including blind arches and mock Juliet balconies.
- ▶ *St Martin's* at 4 Loftus Road is a large imposing Inter-War Mediterranean style three-storey apartment building. It has simplified classical detailing in the Mediterranean style, with a terracotta tiled roof with a band of medallions beneath, timber shutters, and a parapet with a deep entablature featuring medallions.

2.8.3 Enhance the existing desired future character.

- ▶ Development is to To conserve the significant fabric and cohesive character of the Inter-War flat buildings in the Loftus Road and Mona Road HCA. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7, including the garden terraces, landscape plantings and substantial sandstone retaining walls.

Commented [DCP129]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

2.8.4 Include a new section listing contributory items.

Contributory Items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are considered to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| <u>Contributory items</u> | |
|---------------------------|---|
| <u>38 A Mona Road</u> | <u>'Brailsford', Inter-War flat building</u> |
| <u>38B Mona Road</u> | <u>'Burford House', Inter-War flat building</u> |
| <u>2 Loftus Road</u> | <u>Inter-War flat building</u> |

Commented [DCP130]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP131]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

2.8.5 Amend existing note outlining other relevant provisions for the Loftus Road and Mona Road HCA.

Note:

- ▶ The Loftus Road and Mona Road HCA is located within the Darling Point precinct. The precinct character statement in Chapter B1 in this part of the DCP and B2.5 is to be read in conjunction with the controls at B2.1.
- ▶ The controls below provisions at B2 apply in addition to the general development controls in Chapter B3 in this part of the DCP; this includes controls for Inter-War flat buildings (Chapter B3 Section B3.8.7). Where there is an inconsistency, the controls below provisions at B2.1 take precedence.

Commented [DCP132]: Make reference to new provisions at B2.1.

2.8.6 Delete table with existing provisions, given the new provisions at B2.1.

B2.5 Loftus Road and Mona Road, Darling Point

| Objectives | Controls |
|--|---|
| O1 To ensure that the significant characteristics of Inter-War flat buildings are retained and protected. | C1 Original fabric, finishes and architectural features representative of the Inter-War Mediterranean style are retained, including: |
| O2 To conserve the principal elevation of the heritage items and contributory items. | a) Timber shutters; |
| | Marseille tiled roofs; |
| | Juliet balconies; and |
| | arched openings. |
| O3 To conserve the established garden settings, including original elements and features. | C4 Established garden settings are retained, including the garden terraces, landscape plantings and sandstone retaining walls. |

Commented [DCP133]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP134]: Remove to avoid duplication with provisions at B3.8.7.

Commented [DCP136]: Remove to avoid duplication with provisions at B3.8.7.

Commented [DCP135]: Replaced by O1 in B2.1.7

Commented [DCP137]: Replaced by O10 in B2.1.7

Commented [DCP138]: Replaced by C15 in B2.1.7

2.9 Amendments to section B2.6 Aston Gardens, Bellevue Hill

2.9.1 Renumber Caption to Map 5 for Aston Gardens HCA.

~~MAP 5 Aston Gardens HCA heritage conservation area~~

Commented [DCP139]: Renumber map number and include acronym for HCA.

2.9.2 Amend the statement of significance to make it stronger.

The Aston Gardens HCA is an outstanding group of significant Inter-War flat buildings designed by prominent architects that remain largely intact ~~in their fabric, 1927 subdivision pattern and garden settings. The subdivision pattern of the street dates from 1927 and also remains largely intact. The garden settings are also mostly intact.~~

Commented [DCP140]: Enhance wording outlining significant elements of this HCA.

Aston Gardens is rare in that nearly every architectural style of the Inter-War period is represented in the one street. Many of the flats are large and many originally included servant's quarters. The area is significant in demonstrating the move away from large freestanding houses to modern and fashionable flats during the Inter-War period and the changing planning regulations increasing the density of the inner suburbs of Sydney.

The Inter-War flat buildings are 2 to 4 storeys in height, in Spanish Mission, Georgian Revival and Art Deco styles in a landscaped garden setting. The intact subdivision occupies the north-east facing slope that falls steeply away from Victoria Road. The buildings are constructed of face brick or rendered brick with generally timber double hung windows (some with timber shutters) and generally hipped and gabled roof forms with terra cotta roof tiles. The facades feature decorative render/plasterwork, and/or brick detailing. ~~There are limited view corridors to Rose Bay between the buildings and most of the garaging is accessed from the rear lane.~~

Commented [DCP141]: Remove as this is a note that does not enhance the statement of significance.

2.9.3 Enhance the existing desired future character.

► ~~Development is to~~ conserve the significant ~~fabric character elements~~ of the Aston Gardens HCA, ~~particularly the buildings, their settings and street presentation. This includes retaining contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7.~~

Commented [DCP142]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

2.9.4 Include a new section listing contributory items.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| <u>Contributory items</u> | |
|---------------------------|---|
| 1 Aston Gardens | 'Gloucester House', Inter-War flat building |
| 2 Aston Gardens | Inter-War flat building |
| 3 Aston Gardens | 'Novar', Inter-War flat building |
| 4 Aston Gardens | 'Kolorama', Inter-War flat building |
| 5 Aston Gardens | Inter-War flat building |
| 6 Aston Gardens | 'Braemar', Inter-War flat building |
| 7 Aston Gardens | 'Miramar', Inter-War flat building |
| 8 Aston Gardens | 'Mirradong', Inter-War flat building |
| 9 Aston Gardens | 'Cranston', Inter-War flat building |

2.9.5 Amend existing note outlining other relevant provisions for the Aston Gardens HCA.

Note:

- ▶ The Aston Gardens HCA is located within the Bellevue Hill North precinct. The precinct character statement for the Bellevue Hill North precinct in Chapter B1 ~~in this part of the DCP and B2.6~~ is to be read in conjunction with the ~~controls below provisions at B2.1~~.
- ▶ The ~~controls below provisions at B2~~ apply in addition to the general development controls in Chapter B3 in this part of the DCP; this includes controls for Inter-War flat buildings (Chapter B3 Section B3.8.7). Where there is an inconsistency, the ~~controls below provisions at B2.1~~ take precedence.

2.9.6 Delete table with existing provisions, given the new provisions at B2.1.

| B2.6 Aston Gardens, Bellevue Hill | |
|--|---|
| Objectives | Controls |
| P1 To conserve the buildings and their settings. | Note: Refer to Part B of the DCP, Chapter B3, General Development Controls, Section 3.8.7 Inter-War flat buildings. |
| P2 To conserve the principal elevation. | |
| P3 To protect important views from the public domain to the harbour and to the surrounding districts. | C1 Development maintains the views and glimpses between buildings from the public domain as shown on the HCA precinct map. |
| | C2 Development on the low side of the street preserves views from the street to surrounding areas by providing substantial |

Commented [DCP143]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP144]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

Commented [DCP145]: Make reference to new provisions at B2.1.

Commented [DCP146]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP147]: Replaced by O1 and O10 in B2.1.7

Commented [DCP149]: Removed to avoid duplication

Commented [DCP148]: Replaced by O1 in B2.1.7

Commented [DCP150]: Remove to avoid duplication with B3.5.3

Commented [DCP151]: Replaced by C27 in B2.1.7 and B3.5.3

Commented [DCP152]: Replaced by C27 in B2.1.7 and B3.5.3

B2.6 Aston Gardens, Bellevue Hill

Objectives

Controls

~~breaks between buildings, car parking and other structures and front fences.~~

Commented [DCP146]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

2.10 Amendments to section B2.7 Victoria Road, Bellevue Hill

2.10.1 Renumber Caption to Map 7 for Victoria Road HCA.

MAP 76 Victoria Road HCA heritage conservation area

Commented [DCP153]: Renumber map number and include acronym for HCA.

2.10.2 Amend the statement of significance to make it stronger.

The Victoria Road HCA is located to the southern side of Victoria Road near the upper limits of Cooper Park at 165-179 Victoria Road, Bellevue Hill. The HCA contains a cohesive group of buildings which demonstrates the forms and styles employed in the consolidation of residential areas of the Woollahra Municipality in the late Inter-War period.

The buildings demonstrate the aesthetic preferences of late Inter-War development by a variety of persistent revival styles, namely the Inter-War Old English and Georgian Revival styles, and the increasingly modern Inter-War Art Deco and Functionalist styles. The buildings are consistent in scale, mass and orientation to the street.

The buildings are of smooth and textured face brick construction with terracotta Marseille tile roofs, partially concealed by raised and detailed brick parapets to the street frontage. ~~These generally retain painted timber frame windows and glazed doors, which contrast with the deep red of the face brick exteriors. The use of common finishes of textured and smooth faced brickwork, terra cotta tile, quarry-faced sandstone and timber framed windows and doors, provides cohesiveness within the group and enhances its aesthetic significance.~~

Commented [DCP154]: Remove as this is more of a description and does not enhance the statement of significance. Information on finishes which enhance the significance is contained in the following paragraph.

Typical materials include polychromatic brickwork incorporating heraldic motifs and label moulds, tapestry pattern brickwork and stepped and vertically aligned brickwork to parapets which enhances the HCA's aesthetic significance. Coloured lead lighting patterned glazing to express stairways and multi-paned window sashes reinforce the eclectic use of stylistic elements in the buildings. Raised parapets and high gables provide silhouetted forms against the skyline whilst sandstone faced basement garages provide a pediment to many of the buildings. Specialised finishes include limited use of glazed architectural terracotta, chromed door hardware and timber panelling to the entry lobbies.

Commented [DCP155]: Enhancing the aesthetic significance of the HCA.

The buildings, whilst commonly altered in detail, retain external forms, fabric, detailing and hard landscaping from the original period of construction. ~~For example, the residential flats retain some terraced flagstone paving and entry stairs to narrow side passageways.~~

Commented [DCP156]: Remove reference to individual examples as the statement of significance references the whole HCA.

~~In addition,~~ The group retains much of its original landmark relationship to Victoria Road and the ridgeline setting opposite the upper boundary of Cooper Park.

Commented [DCP157]: Enhance wording to conclude the statement of significance.

2.10.3 Enhance the existing desired future character.

- Development is to To conserve the significant fabric and cohesive character of the Inter-War flat buildings in the Victoria Road HCA, including the external building forms, fabric, detailing and hard landscaping from the original period of construction. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7.

Commented [DCP158]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

2.10.4 Include a new section listing contributory items.

Contributory Items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP159]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP160]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| <u>Contributory items</u> | |
|------------------------------|---|
| <u>169-171 Victoria Road</u> | <u>'Hillcrest,' Inter-War flat building</u> |
| <u>175 Victoria Road</u> | <u>Inter-War flat building</u> |
| <u>177 Victoria Road</u> | <u>Inter-War flat building</u> |
| <u>179 Victoria Road</u> | <u>Inter-War flat building</u> |

2.10.5 Amend existing note outlining other relevant provisions for the Victoria Road HCA.

Note:

- The Victoria Road HCA is located within the Bellevue Hill South precinct. The precinct character statement for the Bellevue Hill South precinct in Chapter B1 in this part of the DCP and B2.7 is to be read in conjunction with the controls below provisions at B2.1.
- The controls below provisions at B2 apply in addition to the general development controls in Chapter B3 in this part of the DCP; this includes controls for Inter-War flat buildings (Chapter B3 Section B3.8.7). Where there is an inconsistency, the controls below provisions at B2.1 take precedence.

Commented [DCP161]: Make reference to new provisions at B2.1.

2.10.6 Delete table with existing provisions, given the new provisions at B2.1.

| <u>B2.7 Victoria Road, Bellevue Hill</u> | |
|---|--|
| <u>Objectives</u> | <u>Controls</u> |
| <u>p1 To conserve the buildings and their settings.</u> | <u>C1 The visual dominance and cohesiveness of the group of Inter-War flat buildings is retained.</u> |
| <u>p2 To conserve the principal elevation.</u> | <u>C2 Development does not obscure or reduce the visual relationship of the buildings to each other, and to the street frontage.</u> |

Commented [DCP162]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP163]: Replaced by O1 and O10 in B2.1.7 and also O1 and O2 of B3.8.7

Commented [DCP165]: Replaced by C8 in B2.1.7

Commented [DCP164]: Replaced by O1 in B2.1.7

Commented [DCP166]: Replaced by C8 in B2.1.7

2.11 Amendments to section B2.8 Balfour Road, Rose Bay

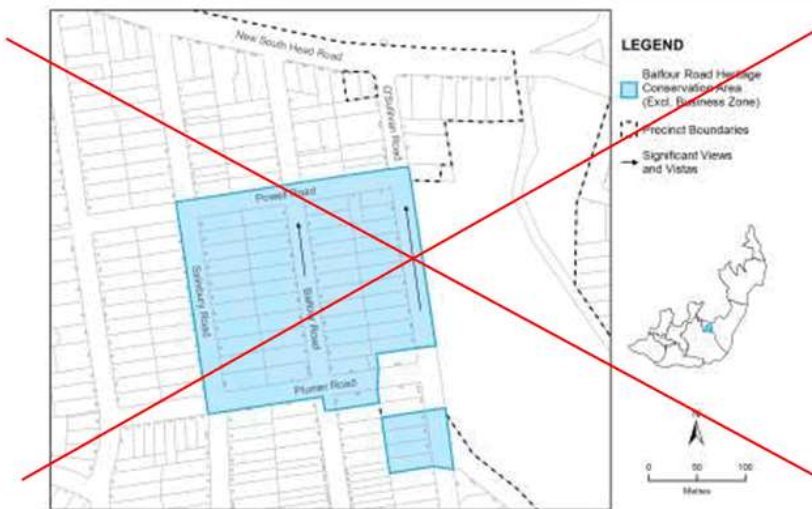
2.11.1 Administrative change in the heading to include Bellevue Hill in addition to Rose Bay suburb

B2.8 Balfour Road, Rose Bay Bellevue Hill

Commented [DCP167]: Administrative change

2.11.2 Replace Map for Balfour Road and renumber caption to Map 8 for Balfour Road HCA

MAP 78 Balfour Road HCA heritage-conservation-area



Commented [DCP168]: Renumber map number and include acronym for HCA.

Replace map as the boundary is inconsistent with the area identified in the Woollahra LEP 2014.



2.11.3 Amend the statement of significance to make it stronger.

The Balfour Road HCA lies in the valley of Rose Bay in proximity to the harbour foreshore just south of New South Head Road, and is characterised by Inter-War houses and flat buildings which form a

Commented [DCP169]: Amend the statement of significance to include houses as contributory items and remove the reference to a cohesive group, given the lack of cohesiveness of the HCA noted in the field surveys.

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~~substantially cohesive and intact group.~~

This HCA represents the intensified residential development of [Bellevue Hill and](#) Rose Bay in the Inter-War period following subdivisions of the [Beresford Estate](#) ~~Ryan's Dairy earlier in the century~~ and the introduction of regular public transport along New South Head Road after 1903.

~~The housing stock comprises bungalows and flat buildings. Most buildings in this HCA are high-quality two and three-storey 'builder's blocks' of residential flat buildings dating from the mid-1920s and mid-1930s, which display distinctive architectural characteristics of the Inter-War period.~~ Many demonstrate outstanding craftsmanship in brick detailing and remain substantially unaltered from their original appearance, incorporating distinctive design motifs ~~and original low brick fences of the Inter-War period.~~ The [facebrick flat](#) buildings ~~combine to~~ create cohesive streetscapes of similarly scaled and detailed buildings with open landscaped front yards set in wide tree lined avenues. [The houses are typical bungalows dating from the late Federation and Inter-War period.](#)

The precinct has heritage significance at a local level for values related to historic evolution and aesthetic values and represents the local heritage theme of suburban expansion and consolidation. ~~The significant streetscape is the Balfour Road streetscape, between Powell Road and Plumer Road.~~

The [Beresford Estate subdivision](#) ~~public domain~~ is characterised by a rectilinear road and subdivision pattern that provides visual and functional links to surrounding areas including the harbour and the nearby golf club.

Note: This HCA contains a local neighbourhood centre, known as the Plumer Road shops. The shops have a business zoning; the relevant objectives and controls for these buildings are contained in Part D of the DCP, Chapter D2 Mixed Use Centres [and Chapter D3 General Controls for Neighbourhood and Mixed Use Centres](#) ~~D1 Neighbourhood Centres and Chapter.~~

2.11.4 Enhance the existing desired future character.

- ▶ ~~Development is to retain the significant fabric and key values of the Balfour Road HCA included in the statement of significance. Development is to comply with the provisions outlined in B2.1. To maintain the cohesive streetscape appearance of the two to three-storey Inter-War flat buildings, of face brickwork, with low brick fences, uniform setbacks, side driveways for parking and substantial street plantings.~~

2.11.5 Include a new section listing contributory items.

Contributory Items

~~While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.~~

~~Note:~~ Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| Contributory items | |
|---------------------------------|--|
| 11 Balfour Road | Inter-War flat building |
| 13 Balfour Road | Inter-War flat building |
| 14 Balfour Road | Inter-War flat building |
| 15 Balfour Road | Inter-War house |
| 16 Balfour Road | Inter-War Californian Bungalow |

Commented [DCP170]: Remove, as there is no evidence to support this statement.

Commented [DCP171]: Enhance the statement of significance to make it stronger.

Commented [DCP172]: Amend the statement of significance to include houses as contributory items.

Commented [DCP173]: Remove this text as it does not enhance the HCA's statement of significance.

Commented [DCP174]: Enhance the wording in the statement of significance to make it stronger.

Commented [DCP175]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Commented [DCP176]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP177]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| Contributory items | |
|--|--|
| 17 Balfour Road | ‘Bognor’, Inter-War flat building |
| 20 Balfour Road | ‘Gladstone Hall’, Inter-War flat building |
| 22 Balfour Road | ‘Ashton’, Inter-War flat building |
| 24 Balfour Road | ‘Woodburn’, Inter-War flat building |
| 26 Balfour Road | ‘Tudor Towers’, Inter-War flat building |
| 27 Balfour Road | Inter-War flat building |
| 28 Balfour Road | Inter-War flat building |
| 29 Balfour Road | Inter-War flat building |
| 30 Balfour Road | ‘Loxley’, Inter-War flat building |
| 31 Balfour Road (aka 5 Plumer Road) | Inter-War flat building |
| 32 Balfour Road | ‘Chiltern’, Inter-War flat building |
| 33 Balfour Road (aka 22 Plumer Road) | Inter-War flat building |
| 34-36 Balfour Road (aka 3 Plumer Road) | ‘Yalambee’, Inter-War flat building |
| 7 Plumer Road | Inter-War substation |
| 9-23 Plumer Road | Inter-War commercial building |
| 2 Powell Road | Inter-War flat building |
| 4 Powell Road | Inter-War flat building |
| 71 O’Sullivan Road | Inter-War flat building |
| 73 O’Sullivan Road | Inter-War house |
| 81 O’Sullivan Road | ‘Golf View Court’, Inter-War flat building |
| 83 O’Sullivan Road | Inter-War flat building |
| 85 O’Sullivan Road | ‘Knowle Court’, Inter-War flat building |
| 87 O’Sullivan Road | Inter-War flat building |
| 89-93 O’Sullivan Road (aka 24 Plumer Road) | Inter-War commercial building |
| 99 O’Sullivan Road | ‘Glamis’, Inter-War flat building |
| 20 Salisbury Road | Inter-War Bungalow |
| 22 Salisbury Road | Inter-War Bungalow |
| 24 Salisbury Road | Inter-War Bungalow |
| 26 Salisbury Road | Inter-War Bungalow |
| 28 Salisbury Road | ‘St Dunstons’ Inter-War flat building |
| 30 Salisbury Road | ‘Inter-War flat building’ |
| 32 Salisbury Road | ‘Tarana’, Inter-War flat building |

| Contributory items | |
|---------------------------------------|---------------------------------------|
| 34 Salisbury Road | Inter-War flat building |
| 36 Salisbury Road | 'Cranston', Inter-War flat building |
| 38 Salisbury Road | 'Darlington', Inter-War flat building |
| 40 Salisbury Road (aka 1 Plumer Road) | Inter-War flat building |
| Balfour Road | Street trees |
| Salisbury Road | Street trees |
| O'Sullivan Road | Street trees |

2.11.6 Amend existing note outlining other relevant provisions for the Balfour Road HCA.

Note:

- ▶ The Balfour Road HCA is located within the Bellevue Hill North precinct. The precinct character statement for the Bellevue Hill North precinct in Chapter B1 ~~in this part of the DCP and B2.8~~ is to be read in conjunction with the **controls provisions at B2.1 below**.
- ▶ The **controls below provisions at B2** apply in addition to those in Chapter B3 of this part of the DCP, General Development Controls, including controls for Inter-War flat buildings (Section B3.8.7). Where there is an inconsistency, the **controls below provisions at B2.1** take precedence.

Commented [DCP178]: Make reference to new provisions at B2.1.

2.11.7 Delete table with existing provisions, given the new provisions at B2.1.

| B2.8 Balfour Road, Rose Bay | |
|---|--|
| Objectives | Controls |
| P1 To conserve the buildings and their landscape settings. | C1 Development maintains a uniform front setback with no substantial structures within this setback. |
| P2 To maintain the streetscape appearance with uniform setbacks. | C2 New development provides front setbacks which are the same as those on adjoining lots. Where adjoining lots have different setbacks, then an average of the two is provided. |
| | C3 New development maintains the existing building separation pattern by providing a side driveway, or similar setback to one side boundary. |
| | C4 For corner sites the secondary frontage may have a small setback, similar to existing corner developments. |
| | C5 New development provides additional street tree plantings and includes appropriate landscaping of the front setback. |
| | C6 The existing tree canopy is retained. |

Commented [DCP179]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP180]: Replaced by O1 and O10 in B2.1.7

Commented [DCP182]: Replaced by C13, C15 and C25 in B2.1.7

Commented [DCP181]: Replaced by O15, O16 and O17 in B2.1.7

Commented [DCP183]: Replaced by C13 and C25 in B2.1.7

Commented [DCP184]: Replaced by C27 in B2.1.7

Commented [DCP185]: Removed as this control is captured in C13 for side additions and C25 for infill development in B2.1.7

Commented [DCP186]: Partly replaced by C15 and C16 in B2.1.7.

Commented [DCP187]: Replaced by C16 in B2.1.7

B2.8 Balfour Road, Rose Bay

| Objectives | Controls |
|--|--|
| | C7 No avenue street trees are removed unless they pose a risk. |
| P3 To maintain existing building scale, form and height, and ensure new development is compatible with the streetscape. | C8 No increase in height of existing buildings. C9 New development is not more than three storeys. C10 Notwithstanding C9 above, new development is not higher than development on the adjoining land. C11 New development displays similar roof form and pitch of the adjoining buildings, particularly when viewed from the street. |
| P6 To ensure that the character of original roofscapes is maintained. | C12 An additional storey is not permitted in the roof structure of existing buildings. C13 New roofs are a similar pitch and style (i.e. hipped and gabled) and use similar materials (i.e. terracotta tiles/slate). C14 Dormer windows are not permitted in existing or proposed roofs. |
| P7 To maintain the streetscape appearance of low brick fences. | C15 New front fences are low and open, typically with low brick piers and infill. C16 Low hedges may be used as infill for fences. C17 Fences are not permitted in the front setback area to divide the area into courtyards for individual flats. C18 Secondary frontages on corner blocks have no fence, or a very low fence and landscaping. |
| P8 To ensure that parking and access does not detract from the cohesive streetscape appearance. | C19 Parking spaces, carports or garages are not permitted in the front setback. C20 Parking is located at the rear of buildings with side driveways, consistent with the historical pattern in the area. |

Commented [DCP179]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP188]: Replaced by C16 in B2.1.7

Commented [DCP189]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7

Commented [DCP190]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP191]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP192]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP193]: Replaced by C28 in B2.1.7

Commented [DCP194]: Replaced by O1 and O8 of B2.1.7

Commented [DCP195]: Replaced by C1, C3, C9 and C11 in B2.1.7

Commented [DCP196]: Replaced by C2 and C28 in B2.1.7

Commented [DCP197]: Remove as it conflicts with C3 of B2.1.7

Commented [DCP198]: Replaced by O14 in B2.1.7

Commented [DCP199]: Replaced by C21 in B2.1.7

Commented [DCP200]: Replaced by C21 in B2.1.7

Commented [DCP201]: Replaced by C21 in B2.1.7

Commented [DCP202]: Replaced by C21 in B2.1.7

Commented [DCP203]: Replaced by O12 in B2.1.7

Commented [DCP204]: Replaced by C18 and C19 in B2.1.7

Commented [DCP205]: Replaced by C18 and C19 in B2.1.7

2.12 Amendments to section B2.9 Beresford Estate, Rose Bay

2.12.1 Renumber caption to Map for Beresford Estate HCA

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MAP 89 Beresford Estate HCA heritage conservation area

2.12.2 Amend the statement of significance to make it stronger.

The Beresford Estate HCA in Balfour Road, Rose Bay, is a Federation Arts and Crafts Group, which represents the early subdivision and development of the Beresford Estate close to New South Head Road in the first decades of the 20th century. It provides evidence of the historic processes related to this part of the suburb through the subdivision of the grounds of the Rose Bay Lodge and as a result of the introduction of the Rose Bay Tram service in 1903.

The group demonstrates a variety of characteristic external elements of the Federation Arts and Crafts style of architecture, including broad walls of rough cast render with face brick often on sandstone bases, dominant roofs in slate or terracotta tiles with prominent chimneys, and decorative timber detailing. These demonstrate the fashionable use of prominent gable features and arched openings and occasional buttressed walls. The gardens generally remain as informal layouts, retaining mature trees and original stone walls with wrought iron details or brick fencing with timber details.

The dwellings and their gardens form a cohesive and aesthetically significant group, and are representative of Federation dwellings in Rose Bay, although the buildings have undergone some degree of modification, these are generally sympathetic to their original character.

2.12.3 Enhance the existing desired future character.

Development is to conserve the significant fabric elements of the Federation Arts and Crafts Group in the Beresford Estate HCA, including the dominant roofs, prominent chimneys, decorative timber detailing of the buildings, mature trees, original stone walls and fences. This includes retaining heritage items, contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.

2.12.4 Include a new section listing contributory items.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| Contributory items | |
|--------------------|--------------------------------|
| 2 Balfour Road | 'Glen Alpin', Federation house |
| 3 Balfour Road | Federation house |
| 4 Balfour Road | Federation house |
| 6 Balfour Road | Federation house |
| 8 Balfour Road | Federation house |
| 10 Balfour Road | Federation house |
| 12 Balfour Road | Federation house |

2.12.5 Amend existing note outlining other relevant provisions for the Beresford Estate HCA.

Note:

Commented [DCP206]: Renumber map number and include acronym for HCA.

Commented [DCP207]: Reword as this text does not enhance the statement of significance.

Commented [DCP208]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Commented [DCP209]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP210]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

- ▶ The Beresford Estate HCA is located within the Bellevue Hill North precinct. The precinct character statement for the Bellevue Hill North precinct in Chapter B1 ~~in this part of the DCP and B2.9~~ is to be read in conjunction with the ~~provisions at B2.1~~ controls below.
- ▶ The ~~controls below~~ provisions at B2 apply in addition to the general development controls in Chapter B3 in this part of the DCP, ~~including controls for Inter-War residential flat buildings~~ (Section B3.8.7). Where there is an inconsistency, the ~~controls below~~ provisions at B2.1 take precedence.

2.12.6 Delete table with existing provisions, given the new provisions at B2.1.

| B2.1 Beresford Estate, Rose Bay | | |
|--|---|---|
| Objectives | Controls | |
| P1 To maintain the streetscape character. | C1 Original principal roof forms, including roof pitch, eaves height and chimneys, are retained. | Commented [DCP211]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. |
| P2 To conserve the buildings and their settings. | C2 Alterations to the original details, materials or finishes of the principal form are not permitted, except for restoration or reconstruction. | Commented [DCP212]: Replaced by O7 in B2.1.7 |
| | C3 Original verandahs are not in-filled. | Commented [DCP214]: Replaced by C3, C9 and C10 in B2.1.7 |
| | C4 Room layout and original proportions are retained. | Commented [DCP213]: Replaced by O1 and O10 in B2.1.7 |
| | C5 Elements of the established garden settings are retained, including mature trees, original pathways, gates and front fencing forward of the building line. | Commented [DCP215]: Replaced by C1 in B2.1.7 |
| P3 To maintain the streetscape appearance with uniform setbacks. | C6 Front setbacks are consistent with the group. | Commented [DCP216]: Replaced by C4 in B2.1.7. |
| P4 To ensure that parking and access does not detract from the streetscape appearance. | C7 Car parking is located behind the building line. | Commented [DCP217]: Replaced by C6 in B2.1.7. |
| | C8 Where there is no side setback greater than 3m any existing car parking structure forward of the building line may only be replaced by a single pergola structure forward of the building line and to the side of the property. | Commented [DCP218]: Replaced by C15 in B2.1.7. |
| P5 To maintain the existing building scale, form and height, and ensure new development is compatible with the streetscape. | C9 Development is a maximum two-storey high with pitched roof forms. The scale and character is consistent with the group. | Commented [DCP219]: Replaced by O15, O16 and O17 in B2.1.7. |
| | C10 Additions may be located at the rear or in the principal roof form, provided no alteration to the principal roof form. | Commented [DCP221]: Replaced by C13, C15 and C25 in B2.1.7. |
| | | Commented [DCP220]: Replaced by O12 in B2.1.7. |
| | | Commented [DCP222]: Replaced by C18 and C19 in B2.1.7 |
| | | Commented [DCP223]: Replaced by C19 in B2.1.7 |
| | | Commented [DCP224]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7 |
| | | Commented [DCP225]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards. Partially replaced by C11, C12 and C23 in B2.1.7 |
| | | Commented [DCP226]: Replaced by C1, C3, C9 and C11 in B2.1.7 |

B2.9 Beresford Estate, Rose Bay

Objectives

Controls

including dormers, is visible from the public domain.

~~C11~~ Additions at the side of a residential building may only be permitted if:

- a) the addition is designed to respect and enable interpretation of the form of the existing building; and

additions are set behind the main ridgeline of the existing building so that the forms are secondary to the existing building.

Commented [DCP211]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP227]: Replaced by C13 in B2.1.7

2.13 Amendments to section B2.10 Rose Bay Gardens Estate, Rose Bay

2.13.1 Renumber Caption to Map 10 for Rose Bay Gardens Estate HCA.

MAP 910 Rose Bay Gardens Estate HCA heritage conservation area

Commented [DCP228]: Renumber map number and include acronym for HCA.

2.13.2 Enhance the existing desired future character.

- Development is to retain the significant fabric and cohesive character ~~character elements~~ of the Inter-War flat buildings in the Rose Bay Gardens Estate HCA, ~~including the buildings, their settings and the views from the public domain to and between the buildings, the golf course and Lyne Park.~~ This includes retaining contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7.

Commented [DCP229]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

2.13.3 Include a new section listing contributory items.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP230]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP231]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

Contributory items

| | |
|-------------------------|--|
| <u>1 Elanora Street</u> | <u>'Bonny View', Inter-War flat building</u> |
| <u>3 Elanora Street</u> | <u>'Tintagel', Inter-War flat building</u> |
| <u>5 Elanora Street</u> | <u>'Toorak', Inter-War flat building</u> |
| <u>1 Iluka Street</u> | <u>'Cardwell', Inter-War flat building</u> |
| <u>2 Iluka Street</u> | <u>'Roslyn', Inter-War flat building</u> |
| <u>3 Iluka Street</u> | <u>Inter-War flat building</u> |
| <u>4 Iluka Street</u> | <u>'Dorchester', Inter-War flat building</u> |
| <u>1 Manion Avenue</u> | <u>'Gainsborough', Inter-War flat building</u> |

| Contributory items | |
|----------------------------------|--|
| 2 Manion Avenue | 'Kinvarra', Inter-War flat building |
| 3 Manion Avenue | 'Embassy', Inter-War flat building |
| 4 Manion Avenue | 'Carnarvon', Inter-War flat building |
| 5 Manion Avenue | 'Werrington', Inter-War flat building |
| 6 Manion Avenue | 'Clairvaux', Inter-War flat building |
| 7 Manion Avenue | 'Rosemont', Inter-War flat building |
| 8 Manion Avenue | Inter-War flat building |
| 9 Manion Avenue | 'Toronto', Inter-War flat building |
| 10 Manion Avenue | 'Greystanes', Inter-War flat building |
| 11 Manion Avenue | 'Novacastria', Inter-War flat building |
| 12 Manion Avenue | 'Cardington', Inter-War flat building |
| 13 Manion Avenue | 'Marlborough', Inter-War flat building |
| 14 Manion Avenue | 'Chiswick', Inter-War flat building |
| 15 Manion Avenue | 'Cambridge', Inter-War flat building |
| 16 Manion Avenue | 'Chatsworth', Inter-War flat building |
| 18 Manion Avenue | 'Brenchley', Inter-War flat building |
| 20 Manion Avenue | 'Chesterton', Inter-War flat building |
| 22 Manion Avenue | Inter-War flat building |
| 24 Manion Avenue | Inter-War flat building |
| 26 Manion Avenue | 'Grantham', Inter-War flat building |

2.13.4 Amend existing note outlining other relevant provisions for the Rose Bay Gardens Estate HCA.

~~Note:~~

- ▶ The Rose Bay Gardens Estate is located within the Rose Bay precinct. The precinct character statement for the Rose Bay precinct in Chapter B1 ~~in this part of the DCP and B2.10~~ is to be read in conjunction with the [provisions at B2.1 controls below](#).
- ▶ The ~~controls below~~ [provisions at B2](#) apply in addition to the general development controls in Chapter B3 of this part of the DCP, General Development Controls, including controls for Inter-War flat buildings (Section [B3.8.7](#)). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.

Commented [DCP232]: Make reference to new provisions at B2.1 and enhance existing wording.

2.13.5 Delete table with existing provisions, given the new provisions at B2.1.

~~B2.10 Rose Bay Gardens Estate, Rose Bay~~

| Objectives | Controls |
|--|--|
| p1 To retain and conserve the buildings and their settings. | c1 The building and its setting is conserved in accordance with the Inter-War flat building controls in Chapter B3-Section 3.8.7. |
| p2 To protect important views from the public domain. | c2 Views from the street and public open-space areas to the harbour and other parts of the city must be retained. |
| | c3 Development maintains the significant views and vistas identified on the map for the HCA. |

Commented [DCP233]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP234]: Removed to avoid duplication with B3.8.7

Commented [DCP235]: Removed as it is more of a note than a control.

Commented [DCP236]: Removed to avoid duplication with B3.5.3

Commented [DCP237]: Replaced by C27 in B2.1.7 and B3.5.3

Commented [DCP238]: Replaced by C27 in B2.1.7 and B3.5.3

2.14 Amendments to section B2.11 Kent Road, Rose Bay

2.14.1 Renumber caption to Map 11 for Kent Road HCA.

MAP 1011 Kent Road HCA heritage conservation area

Commented [DCP239]: Renumber map number and include acronym for HCA.

2.14.2 Amend the statement of significance to make it stronger.

Kent Road is a long cul-de-sac located off the southern side of New South Head Road opposite the reclaimed land, which forms Lyne Park. It is an important part of the extended setting of the Royal Sydney Golf Club, with the road and its related subdivision creating the western edge of the golf links. The golf clubhouse is located at the lower northern end where it is the dominant element.

The Kent Road HCA represents a distinct, isolated pocket of residential development in the Rose Bay area, arising directly from the historical development and financial activities of the Royal Sydney Golf Club.

The road is dominated at its lower end by the impressive mass and detail of the historically, aesthetically and socially significant 1920s Clubhouse building and its immediate setting. ~~The other Contributory~~ buildings in the street ~~are fall into three broad categories:~~

- ▶ substantial late Federation era Arts & Crafts style houses on the eastern side of the road overlooking the golf links which were well established before the 1919 "Knoll" subdivision sale ~~and are now largely modified; and~~
- ▶ Inter-War flats and houses built between 1920 and the late 1930s which were a direct result of rapid residential expansion of Rose Bay following the First World War; ~~and~~
- ▶ ~~infill developments which have replaced earlier buildings or vacant sites in the late 20th century.~~

Commented [DCP240]: Enhance the statement of significance in light of the recent court approval for 30 Kent Road, where the Commissioner interpreted this paragraph of the statement of significance as a simple list of features and not a list of significant items in the HCA.

Amongst these buildings are a number of excellent representative and rare examples of Inter-War residential development by prominent architects which are of local significance within the Woollahra Municipality.

Kent Road itself is wide with street trees of varying species and maturity, along with wide verges and footpaths. It rises steeply to the 'knoll' and contains a double bend following the contours, which adds to the character of the streetscape, creating a series of enclosed vistas. The road terminates in the cul-de-sac with views over the Golf links and beyond up to Dover Heights.

The area also has significant aesthetic qualities arising from the overall form and layout of the

subdivision, the presence of prominent mature gardens and the character created by a variety of substantial street tree plantations.

2.14.3 Enhance the existing desired future character.

- ▶ Development is to retain significant fabric and key values of the Kent Road HCA included in the statement of significance. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.
- ▶ To conserve the streetscape characteristics that gives the Kent Road HCA its special sense of identity.
- ▶ To ensure that individual heritage items are retained and conserved, as well as their streetscape context and curtilage.

Commented [DCP241]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

2.14.4 Include a new section listing contributory items.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are considered to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP242]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP243]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| <u>Contributory items</u> | |
|---------------------------|--|
| 2 Kent Road | 'Kentwood', Inter-War flat building |
| 10 Kent Road | 'Nerong', Inter-War flat building |
| 10A Kent Road | 'Erifilli', Inter-War flat building |
| 12 Kent Road | 'Gleneagle', Inter-War flat building |
| 14 Kent Road | Inter-War house |
| 18 Kent Road | 'Penrhos', Inter-War house |
| 22 Kent Road | Inter-War house |
| 23 Kent Road | 'Te Puke', Federation house |
| 24 Kent Road | Inter-War flat building |
| 25 Kent Road | 'Belsize', Federation house |
| 27 Kent Road | 'Lynton', Federation house |
| 28 Kent Road | 'Narua Flats', Inter-War flat building |
| 29-31 Kent Road | 'Sama Jean', Federation house |
| 30 Kent Road | Inter-War house |
| 36 Kent Road | Inter-War house |
| 38 Kent Road | Inter-War flat building |
| Kent Road | Street trees |

Commented [DCP244]: Note: The Court has approved the demolition of this flat building. Should the building be demolished, we will amend the list of contributory items.

Commented [DCP245]: Note: The Court has approved the demolition on this house. Should the building be demolished, we will amend the list of contributory items.

2.14.5 Amend existing note outlining other relevant provisions for the Kent Road HCA.

Note:

Commented [DCP246]: Make reference to new provisions at B2.1.

- ▶ The Kent Road HCA is located within the Rose Bay precinct. The precinct character statement for the Rose Bay precinct in Chapter B1 ~~in this part of the DCP and B2.11~~ is to be read in conjunction with the [provisions at B2.1 controls below](#).
- ▶ The ~~controls below~~ [provisions at B2](#) apply in addition to the general development controls in Chapter B3 of this part of the DCP, General Development Controls, including controls for Inter-War flat buildings (Section [B3.8.7](#)). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.

2.14.6 Delete table with existing provisions, given the new provisions at B2.1.

| B2.14 Kent Road, Rose Bay | | |
|--|--|--|
| Objectives | Controls | |
| P1 To conserve the buildings and their settings. | C1 The original fabric of Federation Arts and Crafts buildings is retained. | Commented [DCP247]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. |
| P2 To maintain the streetscape character and scale of buildings. | C2 New buildings, while also encouraging architectural diversity, are of a scale and form compatible with existing buildings and do not dominate the streetscape. | Commented [DCP248]: Replaced by O1 and O10 in B2.1.7. |
| | | Commented [DCP250]: Replaced by C1, C2, C3 and C5 in B2.1.7. |
| | | Commented [DCP249]: Replaced by O15, O16, O17 and O18 in B2.1.7. |
| P3 To ensure that the landscape character of the streetscape is maintained by preserving the existing tree canopy and encouraging additional planting. | C3 The dominance of vegetation over buildings in the streetscape is conserved. | Commented [DCP251]: Replaced by C23, C25, C26, C27 and C28 in B2.1.7. |
| | C4 New development provides additional street tree plantings and includes appropriate landscaping in the front setback. | Commented [DCP252]: Replaced by O11 in B2.1.7. |
| | | Commented [DCP253]: Replaced by C15 and C16 in B2.1.7. |
| | | Commented [DCP254]: Replaced by C15 and C16 in B2.1.7. |
| P4 To ensure that development respects the existing subdivision layout and pattern of building separation. | C5 Front setbacks are the same as on adjoining lots. Where adjoining lots have different setbacks, then an average of the two is provided. | Commented [DCP255]: Replaced by O15 and O16 in B2.1.7. |
| | C6 New development maintains the existing building separation pattern to enable planting of side setbacks and maintenance of views. | Commented [DCP256]: Replaced by C13 for alterations and additions and C25 for infill development in B2.1.7. |
| | | Commented [DCP257]: Replaced by C27 in B2.1.7. |
| P5 To ensure development maintains the amenity of the public domain by preserving views to adjoining open space areas and the enclosed vistas of the streetscape. | C7 Development maintains and enhances views between buildings. | Commented [DCP258]: Remove to avoid duplication with B3.5.3 |
| | | Commented [DCP259]: Replaced by C27 in B2.1.7 and B3.5.3 |

B2.11 Kent Road, Rose Bay

| Objectives | Controls |
|---|---|
| p6 To maintain the variety of exterior building materials and ensure conservation of streetscape character. | c8 Any replacement of original building fabric is of a similar material and type (e.g. timber for timber, terracotta tiles). |
| p7 To ensure that external facades are sympathetic to the original building and the predominant streetscape character. | c9 No painting, bagging or rendering of original face brickwork. |
| | c10 No infilling (by glazing or otherwise) of original verandahs or balconies. |
| | c11 New structures or additions visible from the public domain use compatible materials. |
| | c12 New roofs are a similar pitch and style (i.e. hipped or gabled), and use similar materials (i.e. terracotta tiles or slate). |
| | c13 Roof structures, such as skylights and solar panels, are not to be visible from the street. |
| p8 To ensure that significant fences are conserved. | c14 Sandstone walls are retained. |
| p9 To ensure that new front fences are compatible with the streetscape character of the HCA. | c15 Original front fences and gates are retained, where practical. |
| | c16 New front fences and gates designed to be compatible with the streetscape: <ul style="list-style-type: none"> a) On the western side of Kent Road—fences are low. b) On the eastern side—fences reflect the characteristic sandstone base with open or vegetated infill. |
| | c17 New fences and gates are a height similar to fences on adjoining blocks (generally 400mm-900mm). |
| p10 To ensure that on-site parking does not dominate the streetscape. | c18 No garages or carports are located within the front building setback. |

Commented [DCP247]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP260]: Replaced by O7 in B2.1.7

Commented [DCP262]: Replaced by C2 in B2.1.7

Commented [DCP261]: Replaced by O7 and O8 for alterations and additions and O17 for infill development in B2.1.7

Commented [DCP263]: Replaced by C5 in B2.1.7

Commented [DCP264]: Replaced by C4 in B2.1.7

Commented [DCP265]: Replaced by C14 in B2.1.7

Commented [DCP266]: Replaced by C2 and C28 in B2.1.7

Commented [DCP267]: Replaced by C29 in B2.1.7

Commented [DCP268]: Replaced by O13 in B2.1.7.

Commented [DCP270]: Replaced by C19 in B2.1.7.

Commented [DCP271]: Replaced by C20 in B2.1.7.

Commented [DCP269]: Replaced by O14 in B2.1.7.

Commented [DCP272]: Replaced by C21 in B2.1.7.

Commented [DCP273]: Replaced by C21 in B2.1.7.

Commented [DCP274]: Replaced by O12 in B2.1.7.

Commented [DCP275]: Replaced by C18 and C19 in B2.1.7.

2.15 Amendments to section B2.12 Bell Street, Vacluse

2.15.1 Renumber caption to Map 12 for Bell Street HCA.

MAP 1112 Bell Street HCA heritage conservation area

Commented [DCP276]: Renumber map number and include acronym for HCA.

2.15.2 Amend the statement of significance to make it stronger.

Bell Street ~~runs south-west of Old South Head Road and falls in that direction.~~ This HCA contains a cohesive collection of 1 and 2 storey late Victorian ~~cottages~~ dating ~~from 1877 to 1892~~, constructed of weatherboard and corrugated iron with timber double-hung windows and timber panelled doors.

~~Although some of the buildings have been altered and added to, the alterations and additions are generally sympathetic and allow the original form of the building to still be interpreted.~~ The streetscape includes timber picket fences and street trees.

Bell Street has strong historical associations with the village of Watsons Bay as it functioned as part of the adjoining village. The group of cottages can still be seen and understood in the context of the nearby Anglican and Roman Catholic Churches which served the village.

On the route to South Head the street forms an important visual introduction to the historic Watsons Bay village, and this scenic quality is enhanced by its location next to the bend of Old South Head Road from where the whole group can be appreciated as a single entity.

The conservation area was part of the Beaconsfield Estate owned by Sir John Robertson and the subdivision pattern he created in 1887 remains intact. Bell Street's weatherboard and corrugated iron cottages, which form a coherent and contiguous group, are rare in the Woollahra Municipality.

~~Examples include:~~

- ▶ ~~No. 7 Bell Street which is associated with a noted 19th century Australian watercolourist Pilford Fletcher Watson, as the cottage was built and used as his home; and~~
- ▶ ~~No. 12 Bell Street, which in fabric and form is a surviving intact example of a late 19th century pattern-book construction.~~

2.15.3 Enhance the existing desired future character.

- ▶ ~~Development is to retain the significant fabric and key values of the Bell Street HCA and enhance the contributory items and their settings in the Bell Street HCA. This includes retaining contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.~~

2.15.4 Include a new section listing contributory items.

Contributory Items

~~While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.~~

~~Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.~~

| <u>Contributory items</u> | |
|---------------------------|--|
| 4 Bell Street | Weatherboard house |
| 6 Bell Street | Weatherboard house |
| 7 Bell Street | Weatherboard house, associated with noted 19 th century Australian watercolourist Pilford Fletcher Watson |
| 8 Bell Street | Weatherboard house |
| 10 Bell Street | Weatherboard house |
| 11 Bell Street | Weatherboard house |
| 12 Bell Street | Weatherboard house |

Commented [DCP277]: Enhance the statement of significance by removing a description of the location and remove the reference to individual years in order to ensure all Victorian cottages are protected, regardless of the date of construction.

Commented [DCP278]: Remove this sentence as it does not enhance the statement of significance for the HCA.

Commented [DCP279]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

Commented [DCP280]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Commented [DCP281]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP282]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| Contributory items | |
|--------------------------------|------------------------------------|
| 14 Bell Street | Weatherboard house |
| 16 Bell Street | Weatherboard house |
| 18 Bell Street | Weatherboard house |

2.15.5 Amend existing note outlining other relevant provisions for the Bell Street HCA.

~~Note:~~

- ▶ The Bell Street HCA is located within the Vaucluse East precinct. The precinct character statement for the Vaucluse East precinct in Chapter B1 ~~in this part of the DCP and B2.12~~ is to be read in conjunction with the [provisions at B2.1](#) ~~controls below~~.
- ▶ The ~~controls below~~ [provisions at B2](#) apply in addition to the general development controls in Chapter B3 in this part of the DCP, [including controls for Inter-War residential flat buildings \(Section B3.8.7\)](#). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.

Commented [DCP283]: Make reference to new provisions at B2.1.

2.15.6 Insert a caption to Figure 1

~~Figure 2: 12 Bell Street, Vaucluse~~

Commented [DCP284]: Insert a new caption to Figure 2

2.15.7 Delete table with existing provisions, given the new provisions at B2.1.

| <u>B2.12 Bell Street, Vaucluse</u> | | |
|--|---|---|
| Objectives | Controls | |
| D1 To retain the significant character elements of the built form in the Bell Street HCA. | C1 Development corresponds to the front alignment of adjoining buildings. | Commented [DCP285]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. |
| D2 To ensure that alterations and additions are sympathetic and allow interpretation of the original building form. | C2 Building height corresponds to the height of adjoining buildings and is to be limited to a single storey with attic level and/or, where site and context are suitable, a two storey pavilion style rear extension connected to the cottage by a smaller scaled structure. | Commented [DCP286]: Replaced by O1 and O7 in B2.1.7 Commented [DCP288]: Replaced by C13 and C25 in B2.1.7 Commented [DCP289]: Replaced by C11 in B2.1.7 and new diagrams at Figure 1 Commented [DCP287]: Replaced by O5, O6 and O8 in B2.1.7 |
| | C3 Development follows the established cottage forms with simple, rectangular volumes and traditionally pitched roofs. No flat roofs on primary, street facing volumes. | Commented [DCP290]: Replaced by C3 for alterations and additions and C23 in B2.1.7 |
| | C4 Materials are timber lining boards for walls and corrugated steel for roofs. Exposed or rendered brickwork may be used for walls and tiles for roofs in the case of additions depending on context. | Commented [DCP291]: Replaced by C14 in B2.1.7 |
| | C5 Garages and car parking structures are set back beyond the front building line. | Commented [DCP292]: Replaced by C18 and C19 in B2.1.7 |
| | C6 Front fences are a maximum 1.2m in height using: timber pickets, timber post and rail with wire inserts, or rendered masonry consistent with the character of the house on the site. | Commented [DCP293]: Replaced by C21 in B2.1.7 |
| D3 To protect views to and from the public domain of the precinct and to maintain view corridors to the harbour. | C7 Views from the street and public open space areas to the harbour and other parts of the city are retained. | Commented [DCP294]: Remove to avoid duplication with B3.5.3 Commented [DCP295]: Replaced by C27 in B2.1.7 and B3.5.3 |
| | C8 Development maintains the significant views and vistas identified on the map for the HCA. | Commented [DCP296]: Replaced by C27 in B2.1.7 and B3.5.3 |

Relevant Extracts from the Woollahra DCP 2015

To accompany Woollahra Draft DCP
Amendment No.19 (Chapter A3
Definitions and Chapter B2
Neighbourhood Heritage Conservation
Areas)

June 2021

Annotations:

Insertions - identified in blue and underline

~~Deletions—identified in red and scored through~~

Notes in the right hand margin of each section identify the source of the proposed amendments.

Chapter A3 Definitions

Part A ► Introduction and Administration

CHAPTER A3 APPROVED ON 27 APRIL 2015

AND COMMENCED ON 23 MAY 2015

Last amended on 7 December 2020

Chapter A3 Definitions

Part A ► Introduction and Administration

CHAPTER A3 APPROVED ON 27 APRIL 2015
AND COMMENCED ON 23 MAY 2015

Last amended on 7 December 2020

A3 | Definitions

Part A | Introduction and Administration

| | |
|---|--|
| building height | as defined in Woollahra LEP 2014. |
| building line | as defined in Woollahra LEP 2014. |
| Burra Charter (and its guidelines) | the charter adopted by Australia International Council on Monuments and Sites (ICOMOS), which establishes the nationally accepted principles for the conservation of places of cultural significance. |
| character | the combination of features and qualities of a place. |
| coastal inundation | the storm-related flooding of coastal lands by ocean waters due to elevated still water levels (storm surge) and wave run-up. |
| compatible use | as defined in Heritage Terms and Abbreviations (NSW Heritage Manual). Note: A use for a heritage item which involves no change to its culturally significant fabric, changes which are substantially reversible or changes which make a minimal impact. |
| conservation | as defined in Heritage Terms and Abbreviations (NSW Heritage Manual). Note: All the processes of looking after an item so as to retain its cultural significance. It includes maintenance and may, according to circumstances, include preservation, restoration, reconstruction and adaptation and will be commonly a combination of more than one of these. |
| conservation policy | as defined in Heritage Terms and Abbreviations (NSW Heritage Manual). Note: A proposal to conserve a heritage item arising out of the opportunities and constraints presented by the statement of heritage significance and other considerations. |
| context | the particular built, natural, historical and/or social characteristics of a building or place's setting. |
| contributory building | a building that makes an important and significant contribution to the character and significance of the heritage conservation area. It has a reasonable to high degree of integrity and dates from a key development period of significance of a heritage conservation area. A building which: <ul style="list-style-type: none"> ▶ due to its materials, detailing, finishes, scale, form, siting and landscaping makes a positive impact and contribution to the streetscape character and to the cultural significance of the heritage conservation area; and ▶ due to its materials, detailing, finishes, scale, form, siting and landscaping makes a positive impact and contribution to the streetscape character and to the cultural significance of the heritage conservation area; and |

Commented [DCP1]: Delete repetition.

▶ A3 pg.2

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| | |
|----------------------------------|---|
| | <ul style="list-style-type: none"> is from a significant historical period and is highly or substantially intact; or is from a significant historical period and is altered yet recognisable and reversible. |
| contributory item | a building, work, archaeological site, tree or place and its setting, which contributes to the heritage significance of a conservation area. |
| courtyard | an area that is open to the sky and of sufficient size to be used as private open space. A courtyard does not include a lightwell or a breezeway. |
| courtyard housing | <p>a structure which:</p> <ul style="list-style-type: none"> must be wholly located at the rear of the existing principal building, must be separated from the principal building by a courtyard must be separated by a narrow, non-habitable lightweight linking structure, and must be subsidiary in form and scale to the principal building. <p>Courtyard housing is not infill development, or a garage, or a loft over a garage, or studio.</p> |
| cultural landscape | <p>as defined in Heritage Terms and Abbreviations (NSW Heritage Manual).</p> <p>Note: Those areas of the landscape which have been significantly modified by human activity. They include rural lands such as farms, villages and mining sites, as well as country towns.</p> |
| cultural plantings | plants including native plants that were planted for a deliberate purpose (see also 'significant cultural plantings'). |
| curtilage | as defined in Woollahra LEP 2014. |
| deep soil landscaped area | <p>the area of the site that contains landscaped area which has no above ground, ground level or subterranean development.</p> <p>Note: 'landscaped area' is defined in Woollahra LEP 2014.</p> |
| demolish | as defined in Woollahra LEP 2014. |
| dormer | a structure comprising a window, roof and side walls projecting from a sloping roof. |
| dual occupancy | as defined in Woollahra LEP 2014. |
| dwelling | as defined in Woollahra LEP 2014. |
| dwelling house | as defined in Woollahra LEP 2014. |

| | |
|--|---|
| loggia | an open sided, roofed space attached to the side of a building. |
| maintenance | as defined in Woollahra LEP 2014. |
| manor house | as defined in <i>State Environmental Planning Policy (Exempt and Complying Development Codes) 2008</i> . |
| mixed use development | as defined in Woollahra LEP 2014. |
| movable heritage | as defined in Heritage Terms and Abbreviations (NSW Heritage Manual). Note: Heritage items not fixed to a site or place (for example, furniture, locomotives and archives). |
| multi dwelling housing | as defined in Woollahra LEP 2014. |
| multi dwelling housing (terraces) | as defined in Woollahra LEP 2014. |
| native vegetation | has the same meaning as in the <i>Native Vegetation Act 2003</i> . |
| natural ventilation | ventilation by natural airflow, unassisted by mechanical means, through doors, operable windows and louvres. |
| neutral buildings | a buildings that does not contribute or does not detract from the significant character of the heritage conservation area. Neutral buildings are: <ul style="list-style-type: none"> from a significant historical period, but altered in form, unlikely to be reversed; <u>or</u> sympathetic contemporary infill; or from a non-significant historical period but do <u>that does</u> not detract from the character of the heritage conservation area. |
| non-habitable room | refer 'habitable room' in the Building Code of Australia (BCA). Note: A non-habitable room is a bathroom, laundry, water closet, pantry, walk-in wardrobe, corridor, hallway, lobby, photographic darkroom, clothes-drying room, and other spaces of a specialised nature occupied neither frequently nor for extended periods. |
| north facing | the orientation range within 20° west and 30° east of true solar north. |
| NSW Heritage Manual | a document prepared by the NSW Heritage Office which comprises a series of publications explaining the three steps of the NSW Heritage Management System and how they can be applied. |

Commented [DCP2]: Amend to clarify the definition of a neutral building.

Chapter B2 Neighbourhood HCAs

Part B ► General Residential

CHAPTER B2 APPROVED ON 27 APRIL 2015
AND COMMENCED ON 23 MAY 2015

Chapter B2 ► Neighbourhood HCAs

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B2.1 Introduction

This is Chapter B2 of the Woollahra Development Control Plan 2015 (DCP), Part B General Residential.

This chapter contains controls for 11 heritage conservation areas (HCAs), referred to as “neighbourhood HCAs” to distinguish these areas from the larger HCAs of Paddington, Woollahra and Watsons Bay.

These neighbourhood HCAs are identified in Schedule 5 of Woollahra Local Environmental Plan 2014 (Woollahra LEP 2014). These groups of buildings are recognised as having a particular cultural heritage significance based on their aesthetic, historic, scientific and/or social values and they make a significant contribution to Woollahra’s rich heritage. Some of the individual buildings and sites within these HCAs are also heritage items. however, all other buildings (except for intrusive buildings) are contributory items as they make a positive contribution to the character of the area.

Commented [DCP1]: Enhance introduction to clearly identify their heritage significance and remove reference to contributory buildings.

These are areas in which the cultural significance and relationships between the various characteristics creates a sense of place that is worth conserving. The cultural significance is embodied in the subdivision pattern, building materials, styles, forms, details and arrangements of the heritage items, buildings and streetscape elements of the HCAs. Together these elements create a shared history, historic character, sense of place, and shared aesthetic or visual presence that has been identified as of particular value to the community.

These HCAs have been identified following studies and assessments by Council, including documentary investigation and fieldwork surveys. Specific elements of significance are identified in each HCA conservation area. The periods and styles of the buildings within the neighbourhood HCAs include Late Victorian cottages, Federation Arts and Crafts dwellings, Federation Queen Anne dwellings, Federation Bungalows, Inter-War dwellings and Inter-War flat buildings in the Art Deco, Spanish Mission, Georgian Revival and Functionalist styles.

Commented [DCP2]: Administrative amendment.

Commented [DCP3]: Include Inter-War dwellings to the typologies in the neighbourhood HCAs, to recognise their presence.

B2.1.1 Land where this chapter applies

This chapter applies to the following neighbourhood HCAs:

- Etham Avenue, Darling Point
- Darling Point Road, Darling Point
- Mona Road, Darling Point
- Loftus Road and Mona Road, Darling Point
- Aston Gardens, Bellevue Hill
- Victoria Road, Bellevue Hill
- Balfour Road, Rose Bay
- Beresford Estate, Rose Bay
- Rose Bay Gardens Estate, Rose Bay
- Kent Road, Rose Bay

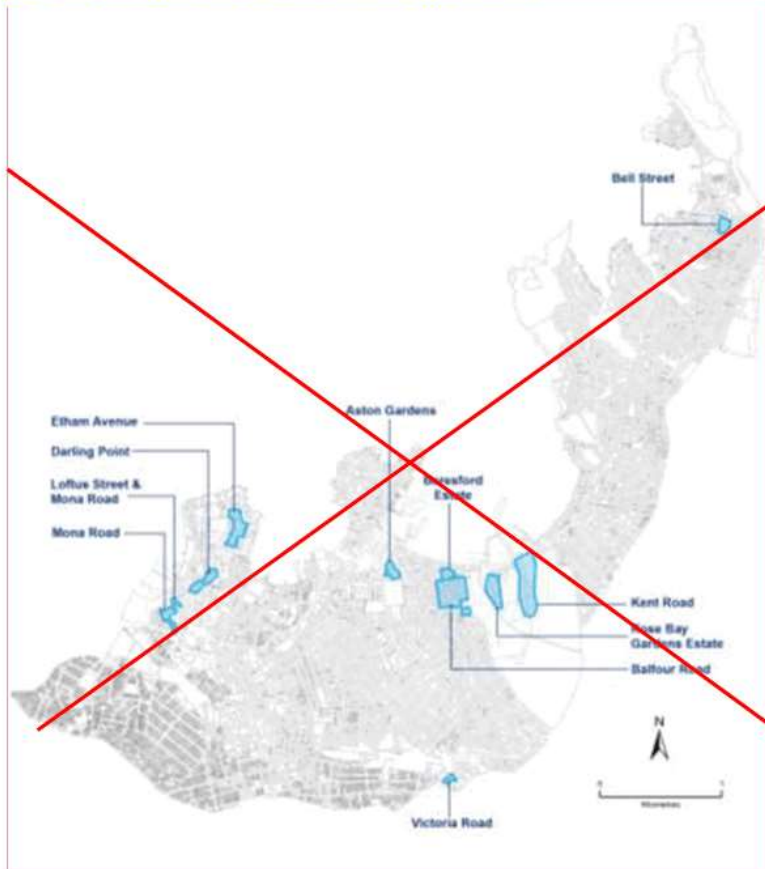
B2 | Neighbourhood HCAs

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► Bell Street, Vaucluse

These neighbourhood HCAs are identified on [the](#) map below. A separate map of each HCA is also provided in the relevant sections of this chapter.

MAP 1 Map of the Neighbourhood HCAs in the Woollahra local government area



Commented [DCP4]: Administrative amendment.

Commented [DCP5]: Insert map title

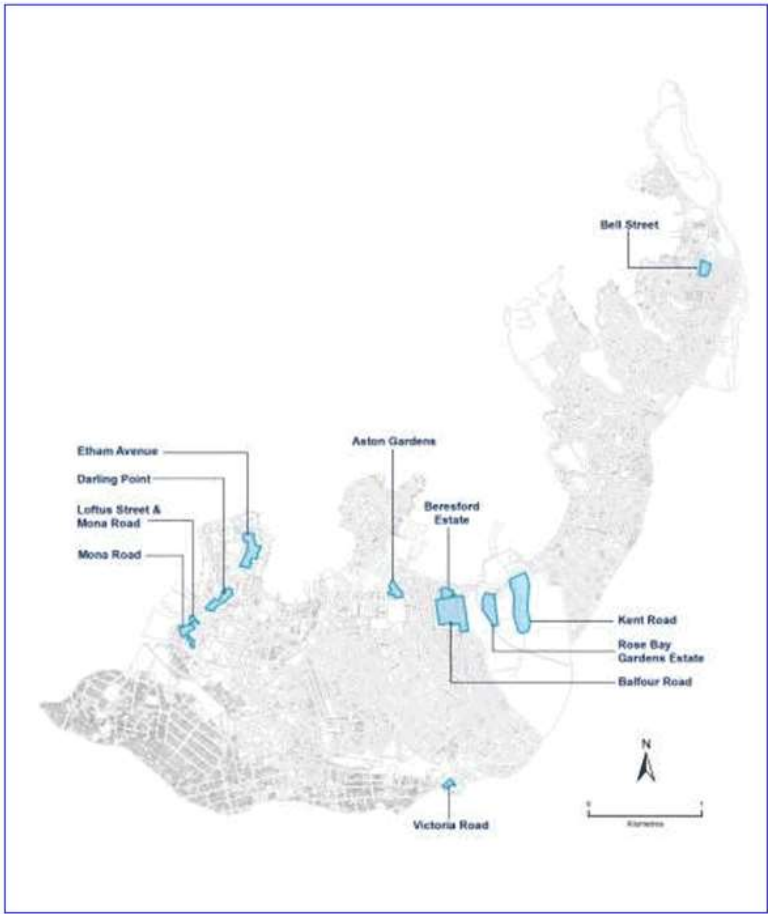
Commented [DCP6]: Replace map because the boundary of Balfour Road HCA is inconsistent with the area identified in the Woollahra LEP 2014.

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B2.1.2 Development to which this chapter applies

This chapter applies to development that requires development consent.

Generally this will be residential development, but may include other permitted uses such as child care centres, community facilities, educational establishments, neighbourhood shops and places of public worship, and other uses permitted in Woollahra LEP 2014.

B2.1.3 Objectives

The objectives of this chapter are:

- O1 To retain the cultural or heritage significance of the HCAs, including their cohesive character and distinctive historic features.
- O2 To retain and promote evidence of the historical development and cultural significance of the neighbourhood HCAs and enable the interpretation of that development.
- O3 To encourage the ongoing conservation of heritage items and the significant elements of contributory items.
- O4 To ensure that development is sympathetic to the heritage significance of buildings, their settings, the streetscape and the broader HCA.

O5 To ensure that development is compatible with the significant characteristics of the neighbourhood HCAs and respects the principles contained in the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (the Burra Charter).

This chapter seeks to ensure that development has regard to the heritage significance of the area and is compatible with the desired future character for the neighbourhood HCA. The objectives in this chapter apply in addition to the objectives in Chapter B3 General Development Controls.

Note: The term 'original' as used throughout the DCP refers to any significant fabric. This may be from a range of historic periods.

Conservation philosophy

This chapter of the DCP adopts the conservation philosophy embodied in the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (the Burra Charter).

The Burra Charter is widely accepted by Government Agencies and private industry as the standard philosophy for heritage conservation practice in Australia. The Charter sets down principles, processes and practices for the conservation of significant places.

Demolition of significant fabric within HCAs is contrary to the Woollahra LEP 2014, the Woollahra DCP 2015 and the Burra Charter. Conservation and restoration of significant fabric is a priority. Demolition should be a last resort where buildings cannot be reasonably retained and conserved, in accordance with the *Helou v Strathfield* planning principle.

Further information can be found in Council's DA Guide *Demolition report* when considering demolition within a HCA.

Commented [DCP7]: Insert new objective to make reference to the Australia ICOMOS Burra Charter, similar to the Paddington, Woollahra and Watsons Bay Chapters of the Woollahra DCP 2015.

Commented [DCP8]: Insert paragraph to clarify the conservation philosophy and use of the Australia ICOMOS Burra Charter, similar to existing provisions in the Paddington, Woollahra and Watsons Bay Chapters.

Commented [DCP9]: Insert reference to best planning practice by referring to the *Helou v Strathfield* planning principle.

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B2.1.4 Relationship to other parts of the DCP

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

- Chapter B1 Residential precincts.
- Chapter B3 General Development Controls.
- Part E: General Controls for All Development - this part contains chapters on Parking and Access, Stormwater and Flood Risk Management, Tree Management, Contaminated Land, Waste Management, Sustainability, Signage and Adaptable Housing.
- Part F: Land Use Specific Controls - this part contains chapters on Child Care Centres, Educational Establishments, Licensed Premises and Telecommunications.

B2.1.5 How to use this chapter

The primary controls for the neighbourhood HCAs are set out in ~~two~~ three chapters:

- Chapter B1 Residential Precincts;
- Chapter B2 Neighbourhood HCAs; and
- Chapter B3 General Development Controls.

Commented [DCP10]: Include reference to Chapter B1 Residential Precincts for completeness.

Chapter B1 Residential Precincts

Each neighbourhood HCA is part of a residential precinct with its own character and desired future character as detailed in Chapter B1.

Applicants need to demonstrate how their development fulfills the relevant objectives having particular regard to the provisions in B1.

The provisions in B1 supplement B2. Unless otherwise indicated, where there is an inconsistency between the objectives and controls in Chapters B1 and B2, the HCA specific objectives and controls in B2 take precedence over the general controls.

Commented [DCP11]: Include reference to Chapter B1 Residential Precincts for completeness.

Chapter B2 Neighbourhood HCAs

Each section in this chapter represents an HCA. Applicants only need to refer to the particular area that is relevant to their site.

The ~~controls~~ for each HCA comprise the following elements:

- map showing the extent of the HCA;
- statement of significance identifying significant characteristics providing a brief description of the heritage significance and architectural character of the HCA; and
- desired future character for each HCA, including a table of objectives and controls. The desired future character describes the outcomes that are required to be achieved through development within the precinct. Applicants need to demonstrate how their development

Commented [DCP12]: Highlight the relevant sections of each neighbourhood HCA, including the proposed list of contributory items.

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fulfills the relevant objectives having particular regard to the objectives and controls at [B2.1.3 and B2.1.7](#); and

► [List of contributory items for each HCA.](#)

Note: refer also to clause 5.10 of the Woollahra LEP 2014 when assessing impacts to heritage items and heritage conservation areas.

Chapter B3 General Development Controls

The general controls in Chapter B3 apply to all land where Chapter B2 applies.

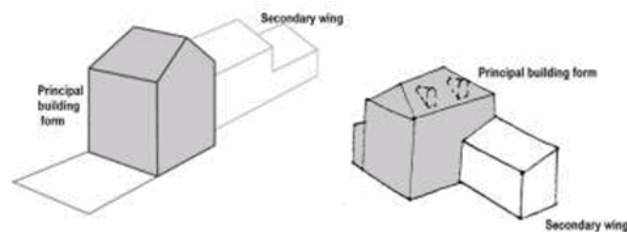
Development is required to fulfil the relevant requirements of all the general controls. Unless otherwise indicated, where there is a disparity between the objectives and controls in Chapters B2 and B3, the HCA specific objectives and controls in this chapter take precedence over the general controls.

B2.1.6 Definitions

The definitions below define words and expressions for the purpose of this chapter.

These definitions apply in addition to the definitions in Part A Chapter A3 of the Woollahra DCP 2014, the *Environmental Planning and Assessment Act 1979* and the Woollahra LEP 2014.

Principal building form The original front building section and main roof, which contains the main rooms (see diagram below).



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Commented [DCP13]: Insert a list of contributory items for each neighbourhood HCA.

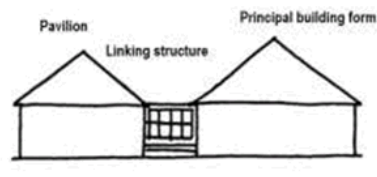
Commented [DCP14]: Insert a note to refer to Clause 5.10 of the Woollahra LEP 2014 which is a statutory instrument.

Commented [DCP15]: Insert new definitions to ensure the consistent interpretation of the new proposed provisions at B2.1.7.

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Pavilion addition A structure located at the rear of the existing building, separated from the principal building form by a linking structure (see diagram below).



B2.1.7 General Development Controls

The following objectives and controls apply to all neighbourhood HCAs. For Inter-War flat buildings, the provisions at B3.8.7 supplement the controls below.

Note: Refer to Figure 1 for design suggestions for rear additions.

General Development Controls

| Objectives | Controls |
|--|--|
| O1 To ensure that the significant fabric of heritage items and contributory buildings is retained. | <p>C1 Contributory items are retained and conserved, with no external alterations or additions made to significant elevations, details, materials or finishes except for maintenance or restoration.</p> <p>C2 Any replacement of significant building fabric is of a similar material and type (e.g. timber for timber, terracotta for terracotta).</p> <p>C3 Principal roof forms, including roof pitch, roof planes, eaves height and chimneys, are to be retained, with the exception of rear dormers and skylights.</p> <p>C4 Infilling (by glazing or otherwise) of original verandahs or balconies is not permitted. Where verandahs/balconies have been infilled, they are to be reinstated.</p> |

Commented [DCP16]: Insert new provisions that apply to all Neighbourhood HCAs, replacing the existing provisions in section B2.2 to B2.12.

Commented [DCP17]: Insert a reference to B3.8.7 for Inter-War flat buildings provisions.

Commented [DCP18]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

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General Development Controls

| Objectives | Controls |
|--|---|
| | <u>C5 Painting, bagging or rendering of original face brickwork is not to occur. Reinstatement of facebrick finish is encouraged where brickwork has been painted or rendered.</u> |
| <u>b2] To ensure that significant internal fabric is retained and conserved.</u> | <u>C6 Original room layouts and proportions are retained. New openings in internal walls and floors and ceiling structures lateral to party walls must retain the structural integrity of the building and its neighbours, and should retain significant original ceilings and cornices. Interpretation of the original layout is to be provided with suitable portal frames, nibs or bulkheads.</u> <u>C7 Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ornated ceilings.</u> |
| <u>b3] To retain, restore and promote the significance, contribution and relationship of a building within the context of a pair or group of buildings</u> | <u>C8 The visual dominance and cohesiveness of a pair or group of buildings is retained and development does not obscure or reduce their visual relationship from the public domain.</u> |
| <u>O4 To ensure that the curtilage of heritage items and contributory buildings is retained and enhanced when opportunity arises.</u> | <u>C9 Additional storeys are not permitted to the principal building form. Additions may be located at the rear or in areas of less significance.</u> |
| <u>O5 To maintain the existing building scale, form and height of the main streetscape elevation, and ensure new development is compatible with the streetscape.</u> | <u>C10 Roof space within the principal building form may be used if there will be no change to the existing roof height, roof pitch, eaves height or ceiling below.</u> |
| <u>O6 To ensure that rear alterations and additions are of sympathetic design and construction.</u> | <u>C11 Where suitable, a rear pavilion addition connected to the principal building form via a linking structure can be allowed, if:</u> <ul style="list-style-type: none"> <u>The height of the rear addition is</u> |

Commented [DCP18]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

Commented [DCP19]: Insert new objective aiming to protect significant interior fabric.

Commented [DCP20]: Insert new objective aiming to protect pair or group of buildings.

Commented [DCP21]: Insert new control for a pavilion, as per definition at B2.1.6

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General Development Controls

| Objectives | Controls |
|--|---|
| <p><u>O7 To ensure that the architectural character of buildings is not compromised.</u></p> <p><u>O8 To ensure that alterations and additions are sympathetic to the original building and the predominant streetscape character contributing to the heritage conservation area's significance.</u></p> | <p><u>equal or inferior than the maximum ridgeline of the main building;</u></p> <ul style="list-style-type: none"> <u>The rear addition complements the character of the principal building form in terms of materials, solid-to-void ratio; and</u> <u>It will not adversely affect the setting of the main building by retaining the rear roof plane and rear wall intact.</u> <p><u>C12 New structures or additions visible from the public domain must use sympathetic materials and forms that are in character with the architectural style of the building and with other contributory buildings.</u></p> <p><u>C13 Additions to the side of a building may be permitted if set behind the main ridgeline of the existing building, and the additions:</u></p> <ul style="list-style-type: none"> <u>are subservient and do not visually dominate the main building.</u> <u>are designed to be sympathetic and complement the original building; and</u> <u>front, rear and side setbacks will retain uniformity with adjoining development.</u> |
| <p><u>O9 To achieve external materials, finishes and colour schemes sympathetic to the context.</u></p> | <p><u>C14 New materials and details to additions must complement the architectural style of the existing building and minimise the apparent bulk of the addition. Light and sympathetic colours are to be used instead of dark colours.</u></p> |
| <p><u>O10 To conserve established garden settings, including original landscape elements and features.</u></p> | <p><u>C15 Garden settings are retained, including mature trees, original and early pathways, gates and front fencing.</u></p> |
| <p><u>O11 To ensure that the landscape character of the streetscape is maintained by preserving existing trees and sandstone</u></p> | <p><u>C16 Existing street trees are retained.</u></p> <p><u>C17 Sandstone kerbs and gutters are</u></p> |

Commented [DCP18]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

Commented [DCP22]: Insert a new objective aiming to ensure that external materials, finishes and colour schemes are sympathetic to the context for alterations and additions.

Commented [DCP23]: Introduce new provisions to protect sandstone kerbs and gutters, in line with best heritage practice and comparison with Chapter C1 for Paddington HCA.

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General Development Controls

| <u>Objectives</u> | <u>Controls</u> |
|---|--|
| <u>kerbs and gutters.</u> | <u>retained and protected.</u> |
| <u>O12 To ensure that on-site parking does not dominate the streetscape.</u> | <u>C18 Car parking is set back behind the front building line. Parking spaces, carports or garages are not permitted in the front setback.</u> <u>C19 Despite C18, where there is no side setback greater than 3m—a single pergola car parking structure forward of the building line may be built forward of the building line and to the side of the property. Soft paving is to be used to soften visual impact.</u> |
| <u>O13 To ensure that significant fences and sandstone walls are conserved.</u> | <u>C20 Sandstone fences and walls are retained and are not to be breached by additional openings.</u> |
| <u>O14 To ensure that fences do not detract from the streetscape.</u> | <u>C21 New fences are appropriate to the style and period of the building. They are made from masonry materials with brick or sandstone piers and infill and/or a timber pickets or steel balustrading with at least 25% transparency. Maximum height is 1.5m, pillars may extend to a maximum height of 1.8m.</u> |
| <u>O15 To ensure that infill development respects significant fabric, the existing subdivision layout and pattern of building separation.</u> | <u>C22 Subdivision or amalgamation will only be permitted if the resulting development respects the subdivision pattern and does not require the demolition of a heritage item or contributory building or compromise their setting.</u> |
| <u>O16 To ensure that infill development maintains the existing streetscape character and rhythm, building form and scale of buildings.</u> | <u>C23 Infill development is of a scale, form and character compatible with the surroundings and does not match a building that is excessive in terms of its bulk, height, scale or incompatible design.</u> |

Commented [DCP18]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

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General Development Controls

| Objectives | Controls |
|---|---|
| <u>O17 To maintain the streetscape appearance with uniform setbacks.</u> | <u>C24 Elevations visible from the public domain do not incorporate large expanses of glass and openings are vertically proportioned.</u> <u>C25 Infill development has a consistent front setback, with appropriate landscaping. Where adjoining lots have different setbacks, then an average of the two is to be provided.</u> <u>C26 Infill development and additions must not extend beyond the predominant rear building setbacks at any level of a building.</u> <u>C27 Infill development maintains the existing building separation pattern to enable planting of side setbacks and maintenance of views.</u> |
| <u>O18 To ensure that the pattern of roofscapes is maintained.</u> | <u>C28 Infill development has a consistent roof form, pitch and materials of the adjoining buildings.</u> <u>C29 Roof additions and utilities, such as skylights, dormers and solar panels, are not to be visible from the public domain.</u> |
| <u>O19 To promote high quality design, materials, finishes and detailing which is appropriate to the architectural style, building type and historic context.</u> | <u>C30 Infill development does not replicate traditional details.</u> <u>C31 Colour schemes employ light and traditional colours.</u> |

Commented [DCP18]: Insert new consolidated provisions applying to all Neighbourhood HCAs in order to:

- achieve a consistent interpretation and application of provisions across all HCAs,
- ensure significant styles are protected, and
- avoid duplication of controls across the different HCAs.

Commented [DCP24]: Insert a new objective aiming to ensure that external materials, finishes and colour schemes are sympathetic to the context for infill development.

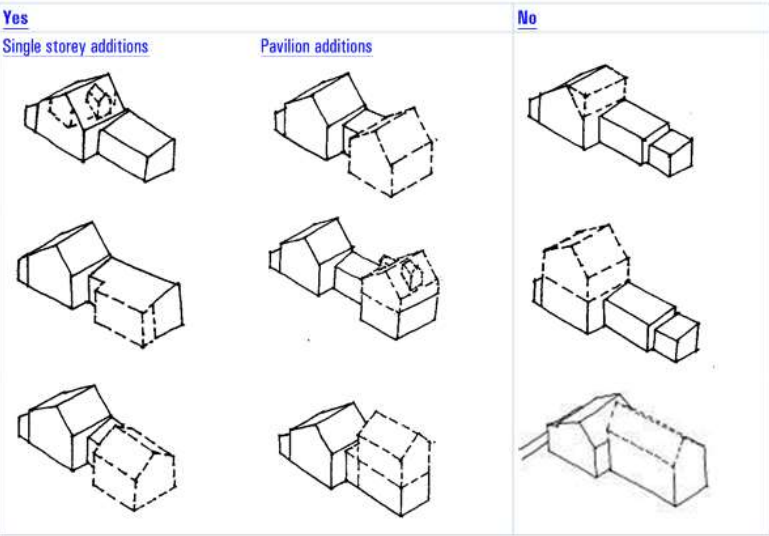
Commented [DCP25]: Introduce new control aiming to avoid replication of traditional details.

Commented [DCP26]: Introduce new control aiming to use light and traditional colours.

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FIGURE 1 Design suggestions for rear additions to contributory buildings, applicable to single storey houses, multi storey houses or flat buildings.



Commented [DCP27]: Insert new Figure 1 outlining design suggestions for rear additions to contributory buildings.

New diagrams include sympathetic single storey additions, pavilion additions (which can be applied to various typologies) and an example of undesirable additions.

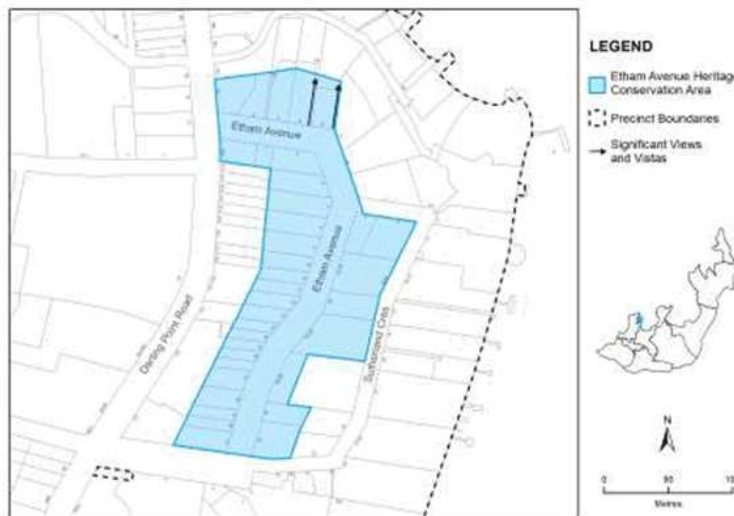
These diagrams are applicable to different typologies, including single storey buildings, multi-storey dwellings or flat buildings.

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B2.2 Etham Avenue, Darling Point

MAP 12 Etham Avenue HCA heritage conservation area



Statement of significance

The Etham Avenue HCA is located within the Darling Point residential precinct and is characterised by high quality Federation residences and Inter-War flat buildings of varying styles.

The Etham Avenue HCA provides a physical record of a significant historical phase in the urban subdivision of Darling Point. The historical subdivision pattern reflects the staged subdivision of part of the Etham Estate dating from 1900 and a subsequent re-subdivision after the demolition of the Etham Mansion circa 1920. There are distinct groups of buildings that provide physical evidence of the evolutionary development of the area when more compact residences were being designed with distinctly less accommodation for servants.

The Etham Avenue HCA has the distinctive character and layout of a compact early 20th century 'Garden Suburb', a movement based on the urban planning principles of Sir Ebenezer Howard. The streetscape has a high aesthetic value which is enhanced by the serpentine layout of the road along the contour, which creates closed vistas that focus on small cohesive groups of houses. The winding road provides a more complex view of the housing and is typical of the movement. The constant width of the road with its grass nature strip and avenue plantings contributes to the quality of streetscape. It retains sandstone remnants of the Etham Mansion in the form of its gate and fence pillars.

Commented [DCP28]: Renumber map number and include acronym for HCA.

Commented [DCP29]: Enhance this paragraph by identifying that this HCA is part of the Etham Estate.

Commented [DCP30]: Administrative amendment.

Commented [DCP31]: Remove this statement as no evidence has been provided which justifies this statement.

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~~The entry points to Etham Avenue are defined by substantial corner residences providing a strong sense of arrival.~~ The circa 1900 suburban subdivision pattern is largely intact and most of the housing derives from this period with characteristic stylistic details that make an important contribution to the HCA.

Commented [DCP32]: Strengthen the statement of significance by removing this sentence which is an interpretation of built form rather than an assessment of significance.

The housing displays the quality and distinction of a wide range of Federation styles from the excellent highly intact Federation Queen Anne housing at the southern end, to the English Arts and Craft styles and the American-influenced Federation Bungalow style at the northern end.

The consistency of the dominant roof forms and stylistic elements such as verandahs, porches, bay windows, chimneys, semi-transparent ~~and low~~ front fencing and front gardens without terracing contributes to the strong streetscape qualities and create an aesthetically pleasing character.

Commented [DCP33]: Enhance wording for front fencing.

Desired future character

- ~~Development is to~~ retain the significant fabric and key values of the Etham Avenue HCA included in the statement of significance. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1. including These include the historic subdivision pattern, the significant street trees, significant dwellings and flat buildings housing, gardens and fences that demonstrate the wide range of Federation styles and patterns of development which contribute to the strong streetscape qualities.

Commented [DCP34]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP35]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP36]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| Contributory items | |
|--|---|
| 145 Darling Point Road | Federation house |
| 147 Darling Point Road | Inter-War Mediterranean house |
| 1 Etham Avenue | Federation house |
| 2 Etham Avenue | 2 storey Federation house |
| 3 Etham Avenue | Federation house |
| 4 Etham Avenue | 2 storey Federation house |
| 6 Etham Avenue | Federation house |
| 7 Etham Avenue | Federation house |
| 8 Etham Avenue | Inter-War flat building |
| 11 Etham Avenue | Inter-War flat building |

► B2 pg.14

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► Part B | General Residential

B2 | Neighbourhood HCAs

| Contributory items | |
|------------------------------------|---|
| 13 Etham Avenue | Federation house |
| 15 Etham Avenue | Federation house |
| 16-18 Etham Avenue | Federation house |
| 17 Etham Avenue | Federation house |
| 19 Etham Avenue | Victorian house |
| 21 Etham Avenue | Federation house |
| 22 Etham Avenue | Inter-war flat building |
| 23 Etham Avenue | Federation house |
| 25 Etham Avenue | Federation house |
| 27 Etham Avenue | Federation house |
| 33 Etham Avenue | Federation house |
| Etham Avenue | Street trees |

Note:

- The Etham Avenue HCA is located within the Darling Point precinct. The precinct character statement for the Darling Point precinct in Chapter B1 **in this part of the DCP and B2.2** is to be read in conjunction with the **controls below provisions at B2.1**.
- The **controls below provisions at B2** apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings (Section B3.8.7). Where there is an inconsistency, the **controls below provisions at B2.1** take precedence.

B2.2 Etham Avenue, Darling Point

| Objectives | Controls |
|--|---|
| D1 To ensure that the significant fabric of contributory items is retained. | C1 Original principal roof forms, including roof pitch, eaves height and chimneys, are retained. |
| | C2 No alteration to the original details, materials or finishes of the principal form, except to allow for restoration or reconstruction. |
| | C3 Original verandahs are not in-filled. Where verandahs have been in-filled, uncharacteristic additions are removed and the verandahs reinstated. |
| | C4 Original room layouts and proportions are retained. |

Commented [DCP37]: Administrative change, to insert reference to new provisions at B2.1.

Commented [DCP38]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP39]: Replaced by O1 in B2.1.7

Commented [DCP40]: Replaced by C3 and C9 in B2.1.7

Commented [DCP41]: Replaced by C1 in B2.1.7

Commented [DCP42]: Replaced by C4 in B2.1.7

Commented [DCP43]: Replaced by C6 in B2.1.7

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► B2 pg.15

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.2 Etham Avenue, Darling Point

| Objectives | Controls |
|--|---|
| | C5 Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ceilings. |
| D2 To conserve the established garden settings, including original elements and features. | C6 Established garden settings are retained, including, but not limited to, mature trees, original and early pathways, gates and front fencing, particularly forward of the building line. |
| D3 To ensure that fences and parking do not detract from the streetscape and heritage significance. | C7 Car parking is set back behind the front building line. |
| | C8 Fences are appropriate to the building style and period. Front fences are generally made from masonry materials with steel balustrading (25% transparent), and a maximum height of 1.5m. Pillars may extend to a maximum height of 1.8m. |
| D4 To conserve the principal elevation of the original buildings. | C9 Additions may be located at the rear or within the principal roof form, provided no alterations including dormers and skylights, compromise the significant roof forms. |
| D5 To ensure that the architectural character of buildings is not compromised. | C10 Additions at the side of a residential building may be permitted if set behind the main ridgeline of the existing building, and the additions: <ul style="list-style-type: none"> a) do not visually dominate the existing building. For example, are set down at least 300mm from the existing ridgeline; and b) are designed to be sympathetic and complementary to the original building. |

Commented [DCP38]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP44]: Replaced by C7 in B2.1.7

Commented [DCP45]: Replaced by O4 and O10 in B2.1.7

Commented [DCP47]: Replaced by C15 in B2.1.7

Commented [DCP46]: Replaced by O14 in B2.1.7

Commented [DCP48]: Replaced by C18 in B2.1.7

Commented [DCP49]: Replaced by C21 in B2.1.7

Commented [DCP50]: Replaced by O1 in B2.1.7

Commented [DCP52]: Replaced by C9 and C11 in B2.1.7

Commented [DCP51]: Replaced by O7 in B2.1.7

Commented [DCP53]: Replaced by C13 in B2.1.7

► B2 pg.16

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► Part B | General Residential

B2 | Neighbourhood HCAs

B2.2 Etham Avenue, Darling Point

| Objectives | Controls |
|--|--|
| D6 To ensure that development does not impact on the significance of heritage items and the heritage conservation area. | C11 Development is a maximum of two storeys at the street elevation. |
| D7 To ensure that development is compatible with the scale and rhythm of the streetscape. | C12 Roof forms, scale and character are consistent with the scale and character of the group. |
| | C13 Existing front and rear setbacks are retained. |
| | C14 New development is consistent with the setbacks of adjoining dwellings. |
| | C15 Subdivision or amalgamation will only be permitted if the resulting development is a form that reflects the character of the conservation area and does not require the demolition of a heritage item or contributory item or compromise their setting. |

Commented [DCP38]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP54]: Replaced by more specific objectives in B2.1.7

Commented [DCP56]: Remove this numerical control to avoid potential conflicts with the WLEP 2014 development standards.

Commented [DCP57]: Replaced by more specific controls for alterations and additions at C11 and infill development at C28 in B2.1.7

Commented [DCP55]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7

Commented [DCP58]: Replaced by C13 (for alterations and additions) and C25 (for infill development) in B2.1.7

Commented [DCP59]: Replaced by C13 (for alterations and additions), C25 and C26 (for infill development) in B2.1.7

Commented [DCP60]: Replaced by C22 in B2.1.7

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► B2 pg.17

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.3 Darling Point Road, Darling Point

MAP 23 Darling Point Road HCA heritage conservation area, Darling Point



Statement of significance

The Darling Point Road HCA is located within the Darling Point residential precinct and comprises a cohesive group of substantial late 19th and early 20th century **houses buildings** in the Federation Gothic and Federation Arts and Crafts styles.

The conservation area makes an important contribution to the identity of Darling Point with its prominent steeply pitched roofscapes and mature garden settings with traditional fences.

Darling Point Road, as the main thoroughfare since the layout of Mrs Darling's Point in 1833, winds along the ridge through the township towards the harbour. This central location is historically associated with the influential members of colonial society and the establishment of the Anglican Church of St Marks during the mid-19th century.

The earlier stage of more intense residential development at Darling Point is represented by the large and architecturally distinctive Gothic houses adjacent to the St Marks Church precinct, **which were part of the c1841 Glenhurst Estate subdivision.**

Examples include:

- **Cloncorrick at No. 32 Darling Point Road, which was designed by the notable architect John Horbury Hunt for the Honourable George Simpson; and**

Commented [DCP61]: Renumber map number and include acronym for HCA.

Commented [DCP62]: Enhance the statement of significance to include residential flat buildings formed by the alteration of big houses.

Commented [DCP63]: Enhance reference to the historic significance of the HCA.

Commented [DCP64]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

► B2 pg.18

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► ~~St Canice at 9 Loftus Road, which was designed for the Honourable Edward Butler.~~

The second significant phase of development was associated with the 1907 Springfield Estate subdivision. Examples include the substantial houses at Nos. 42, 44-46 and 48 Darling Point Road which are representative of the Federation ~~Queen Anne style with Arts and Crafts influence. style in a distinct derivation that uses face brickwork that is rare in the Woollahra Municipality.~~ Their siting as a group on the winding Darling Point Road following the contours and their honest use of local materials reflects the principles of the Garden Suburb movement.

Commented [DCP65]: Reword to enhance the significant elements that are present in this HCA.

► ~~The house at No. 42 is a substantial intact house, designed in the restrained English Queen Anne style with Arts and Crafts influences. It has a stepped plan, face brickwork and multi-gabled roof which address both the southern and eastern approaches.~~

Commented [DCP66]: Remove references to individual heritage listed properties since the statement of significance is a general statement for the whole HCA.

► ~~The pair of semi-detached dwellings at Nos. 44 and 46 is skillfully designed to read as a single house in the Federation Arts and Craft style. They feature characteristic elements of tall tapered roughcast chimney, large face brick arches, intersecting gables and tapering columns with restrained timberwork.~~

► ~~Leamington, the house at No. 48 is a relatively rare example of the Federation Arts and Craft movement in Sydney. It retains a high level of external intactness and integrity of its original Australian design in face brickwork rather than being covered in roughcast. It responds to the local climate by incorporating side verandahs and wider eaves.~~

Desired future character

► ~~Development is to retain the significant fabric and key values of the Darling Point Road HCA included in the statement of significance. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1 including the substantial housing, gardens and fences that are representative examples of the Federation Arts and Crafts movement and the Victorian Gothic residences that contribute to the streetscape of Darling Point Road.~~

Commented [DCP67]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

~~While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.~~

Commented [DCP68]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

~~Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.~~

Commented [DCP69]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| Contributory items | |
|------------------------|---------------------------|
| 32A Darling Point Road | 'Awelon', Inter-War house |
| 34 Darling Point Road | House |
| 36 Darling Point Road | House |
| Loftus Reserve | Council reserve |

B2 | Neighbourhood HCAs

► Part B | General Residential

Note:

- The Darling Point Road HCA is located within the Darling Point precinct. The precinct character statement for the Darling Point precinct in Chapter B1 ~~in this part of the DCP and B2.3~~ is to be read in conjunction with the ~~controls below~~ [provisions at B2.1](#).
- The ~~controls below~~ [provisions at B2](#) apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings (Section B3.8.7). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.

B2.3 Darling Point Road, Darling Point

| Objectives | Controls |
|--|---|
| D1 To ensure that the significant fabric of heritage items and contributory items is retained. | C1 Original principal roof forms, including roof pitch, eaves height and chimneys, are retained. C2 No alteration to the original details, materials or finishes of the principal form, except to allow for restoration or reconstruction. C3 Original verandahs are not in-filled. Where verandahs have been in-filled, uncharacteristic additions are removed. C4 Original room layouts and proportions are retained. C5 Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ceilings. |
| D2 To conserve the established garden settings, including original elements and features. | C6 Established garden settings are retained, including mature trees, original and early pathways, gates and front fencing particularly forward of the building line. |
| D3 To ensure that fences and parking do not detract from the streetscape and heritage significance. | C7 Car parking is set back behind the front building line. C8 Fencing is appropriate to the style and period of the building. Front fences should generally be made from masonry materials with steel balustrading (25% transparent), and a maximum height of 1.5m. Pillars may extend to a maximum height of 1.8m. |

Commented [DCP70]: Make reference to new provisions at B2.1.

Commented [DCP71]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP72]: Replaced by O1 in B2.1.7

Commented [DCP73]: Replaced by C3 and C9 in B2.1.7

Commented [DCP74]: Replaced by C1 in B2.1.7

Commented [DCP75]: Replaced by C4 in B2.1.7

Commented [DCP76]: Replaced by C6 in B2.1.7.

Commented [DCP77]: Replaced by C6 in B2.1.7

Commented [DCP78]: Replaced by O4 and O10 in B2.1.7

Commented [DCP80]: Replaced by C15 in B2.1.7

Commented [DCP79]: Replaced by O12 and O14 in B2.1.7

Commented [DCP81]: Replaced by C18 in B2.1.7

Commented [DCP82]: Replaced by C21 in B2.1.7

► B2 pg.20

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Part B | General Residential

B2 | Neighbourhood HCAs

B2.3|Darling Point Road, Darling Point

| Objectives | Controls |
|---|---|
| D4 To conserve the principal elevation of the original buildings. | C9 Additions may be located at the rear or within the principal roof form, provided no alterations including dormers and skylights compromise significant roof forms. |
| D5 To ensure that the architectural character of buildings is not compromised. | C10 Additions at the side of a residential building may be permitted if set behind the main ridgeline of the existing building, and the additions: <ul style="list-style-type: none"> a) do not visually dominate the existing building. For example, are set down at least 300mm from the existing ridgeline; and b) are designed to be sympathetic and complementary to the original building. |
| D6 To ensure that development does not affect the significance of heritage items and the heritage conservation area. | C11 Development is a maximum two storeys at the street elevation. |
| D7 To ensure that development is compatible with the scale and rhythm of the streetscape. | C12 Roof forms, scale and character are consistent with the scale and character of the group. |
| | C13 Existing front and rear setbacks are retained. |
| | C14 New development is consistent with the setbacks of adjoining dwellings. |
| | C15 Subdivision or amalgamation will only be permitted if the resulting development is a form that reflects the character of the conservation area and does not require the demolition of a heritage item or contributory item or compromise their setting. |

Commented [DCP71]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP83]: Replaced by O1 in B2.1.7

Commented [DCP85]: Replaced by C3, C9, C10 and C11 in B2.1.7

Commented [DCP84]: Replaced by O7 in B2.1.7

Commented [DCP86]: Replaced by C13 in B2.1.7

Commented [DCP87]: Replaced by more specific objectives in B2.1.7.

Commented [DCP89]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP90]: Replaced by C8 in B2.1.7.

Commented [DCP88]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7.

Commented [DCP91]: Replaced by C13 (for alterations and additions), C25 and C26 (for infill development) in B2.1.7

Commented [DCP92]: Replaced by C13 (for alterations and additions), C25 and C26 (for infill development) in B2.1.7

Commented [DCP93]: Replaced by C22 in B2.1.7

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.4 Mona Road, Darling Point

MAP 43 Mona Road HCA heritage conservation area



Statement of significance

The Mona Road HCA is located within the Darling Point residential precinct and comprises dwelling houses, semi-detached houses and ~~apartments~~ flat buildings that demonstrate the important characteristics of the Victorian, Federation Arts and Crafts and Federation Queen Anne styles.

This HCA contains a cohesive group of substantial but speculative housing built within the first decade of the 20th century on part of the Mona Estate that demonstrates the more intense residential development pattern of Darling Point. Some of the dwellings were subsequently converted to duplexes or triplexes in the 1920s without changing their form or altering their integrity.

The winding alignment of Mona Road through the steep topography results in extensive rusticated ashlar or brick retaining walls which, together with the mature Hill's Weeping Fig street trees and the Federation subdivision pattern, form a distinctive streetscape with cohesive groups of buildings on each side of Mona Road ~~which are orientated towards the harbour view~~.

On the western side of the street, the buildings are characterised by the rhythmic tiled roofscapes of Federation dwellings and semi-detached dwellings designed to read as single houses, ~~albeit partially obscured by car parking~~.

Commented [DCP94]: Renumber map number and include acronym for HCA.

Commented [DCP95]: Rephrase for consistency with other chapters of the Woollahra DCP 2015.

Commented [DCP96]: Include the Victorian styles as part of the HCA to ensure buildings built up until 1890 are also included, if any.

Commented [DCP97]: Insert reference to the significant subdivision pattern.

Commented [DCP98]: Remove characteristic not relevant to the significance of the HCA.

Commented [DCP99]: Remove as this element does not enhance the statement of significance.

► B2 pg.22

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B2 | Neighbourhood HCAs

Examples include:

- The houses at Nos. 14-16 are adjoining two-storey red brick houses in the Federation Queen Anne style with rusticated sandstone foundation walls and terracotta tiled roofs.
- The houses at Nos. 18-22 are substantial adjoining identical houses designed in the Federation Queen Anne style with face brick, rusticated sandstone foundation walls and slate roofs. Together with Nos. 14 and 16, the sandstone retaining wall to Mona Lane continues the characteristic relationship of the building with the landforms.
- No. 36a is a landmark face brick building in the Federation Queen Anne 'Old English' style at the northern end of the group, adjacent to Mona.

These houses are orientated towards the harbour and were designed to be accessed from Rushcutters Park via Mona Lane, rather than Mona Road. Significant views of the major elevations of the group are available from Mona Lane, New Beach Road and Rushcutters Bay Park.

On the eastern side of the street, examples include:

- Nos. 15-17 which comprise elevated dwellings and semi-detached dwellings that are fine red brick examples of the Federation Queen Anne style with bow windows, prominent gable ends, decorative fretwork balustrades and tiled with Marseille pattern terracotta tile.
- No. 27 which is a three-storey Federation Arts and Crafts styled apartment building in an elevated setting that demonstrates a strong massing with heavy articulation of its roughcast and face brick elevations with restrained decoration and weatherboard balustrading.

Desired future character

- Development is to retain the significant fabric and key values of the Mona Road HCA, including the historic subdivision pattern, the street trees, the group of Federation Arts and Craft and Queen Anne housing that contribute to the cohesive streetscape of Mona Road. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| <u>Contributory items</u> | |
|---------------------------|---|
| <u>22 Mona Road</u> | <u>Federation house</u> |
| <u>24 Mona Road</u> | <u>Federation house</u> |
| <u>26-30 Mona Road</u> | <u>Federation flat building</u> |
| <u>32 Mona Road</u> | <u>'Radnor', Federation semi-detached house</u> |
| <u>34 Mona Road</u> | <u>'Booren', Federation semi-detached house</u> |
| <u>36 Mona Road</u> | <u>Federation house</u> |

Commented [DCP100]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

Commented [DCP101]: Remove as this is overly detailed for a statement of significance.

Commented [DCP102]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

Commented [DCP103]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Commented [DCP104]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP105]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

B2 | Neighbourhood HCAs

► Part B | General Residential

Contributory items

| | |
|---------------------------|--------------------------------|
| Mona Lane | Sandstone wall |
| Mona Road | Street trees |

Note:

- The Mona Road HCA is located within the Darling Point precinct. The precinct character statement in Chapter B1 ~~in this part of the DCP and B2.4~~ is to be read in conjunction with the [provisions at B2.1](#) ~~controls below~~.
- The ~~controls below~~ [provisions at B2](#) apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings (Section [B3.8.7](#)). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.

B2.4 ~~Mona Road, Darling Point~~

| Objectives | Controls |
|--|---|
| D1 To ensure that the significant fabric of heritage items and contributory items is retained. | C1 Original principal roof forms, including roof pitch, eaves height and chimneys, are retained. C2 No alteration to the original details, materials or finishes of the principal form, except to allow for restoration or reconstruction. C3 Original verandahs are not in-filled. Where verandahs have been in-filled, uncharacteristic additions are removed. C4 Original room layouts and proportions are retained. C5 Original internal features are retained wherever possible, including (but not limited to) staircases, joinery, fireplaces and ceilings. |
| D2 To conserve the established garden settings, including original elements and features. | C6 Established garden settings are retained, including mature trees, original and early pathways, gates and front fencing particularly forward of the building line. |
| D3 To ensure that fences and parking do not detract from the streetscape and heritage significance. | C7 Sandstone and brick retaining walls are not to be breached by additional openings. C8 Car parking is set back behind the front |

Commented [DCP106]: Make reference to new provisions at B2.1 and enhance existing wording.

Commented [DCP107]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP108]: Replaced by O1 in B2.1.7. Note that heritage items are already protected by virtue of their listing in the Woollahra LEP 2014.

Commented [DCP109]: Replaced by C3 and C9 in B2.1.7

Commented [DCP110]: Replaced by C1 in B2.1.7

Commented [DCP111]: Replaced by C4 in B2.1.7

Commented [DCP112]: Replaced by C6 in B2.1.7.

Commented [DCP113]: Replaced by C7 in B2.1.7

Commented [DCP114]: Replaced by O10 in B2.1.7

Commented [DCP116]: Replaced by C15 in B2.1.7

Commented [DCP115]: Replaced by O14 in B2.1.7

Commented [DCP117]: Replaced by C20 in B2.1.7

Commented [DCP118]: Replaced by C18 in B2.1.7

► B2 pg.24

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► Part B | General Residential

B2 | Neighbourhood HCAs

B2.4 Mona Road, Darling Point

| Objectives | Controls |
|---|---|
| | building line. |
| | C9 Fencing is appropriate to the style and period of the building. Front fences should generally be made from masonry materials with steel balustrading (25% transparent), and a maximum height of 1.5m. Pillars may extend to a maximum height of 1.8m. |
| D4 To conserve the principal elevations of the original buildings. | C10 Additions may be located at the rear or in the principal roof form, provided no alterations including dormers and skylights, compromise the significant roof forms. |
| D5 To ensure that the architectural character of buildings is not compromised. | C11 Additions at the side of a residential building may be permitted if set behind the main ridgeline of the existing building, and the additions: <ul style="list-style-type: none"> a) do not visually dominate the existing building. For example, are set down at least 300mm from the existing ridgeline; and b) are designed to be sympathetic and complementary to the original building. |

Commented [DCP107]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP119]: Replaced by C21 in B2.1.7

Commented [DCP120]: Replaced by O1 in B2.1.7

Commented [DCP122]: Replaced by C9 and C11 in B2.1.7

Commented [DCP121]: Replaced by O7 in B2.1.7

Commented [DCP123]: Replaced by C13 in B2.1.7

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.4 Mona Road, Darling Point

| Objectives | Controls |
|---|--|
| D6 To ensure that development does not affect the significance of heritage items and the heritage conservation area. | C12 Development is to be a maximum of two storeys at the street elevation. |
| D7 To ensure that development is compatible with the scale and rhythm of the streetscape. | C13 Roof forms, scale and character are to be consistent with the scale and character of the group. |
| | C14 Existing front and rear setbacks are retained |
| | C15 New development is consistent with the setbacks of adjoining dwellings. |
| | C16 Subdivision or amalgamation will only be permitted if the resulting development is a form that reflects the character of the conservation area and does not require the demolition of a heritage item or contributory item or compromise their setting. |

Commented [DCP107]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP124]: Replaced by more specific objectives in B2.1.7

Commented [DCP126]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP127]: Replaced by more specific control for alterations and additions at C11 and infill development at C28 in B2.1.7

Commented [DCP125]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7

Commented [DCP128]: Replaced by C13 (for alterations and additions) and C24 (for infill development) in B2.1.7

Commented [DCP129]: Replaced by C13 (for alterations and additions), C25 and C26 (for infill development) in B2.1.7

Commented [DCP130]: Replaced by C22 in B2.1.7

► B2 pg.26

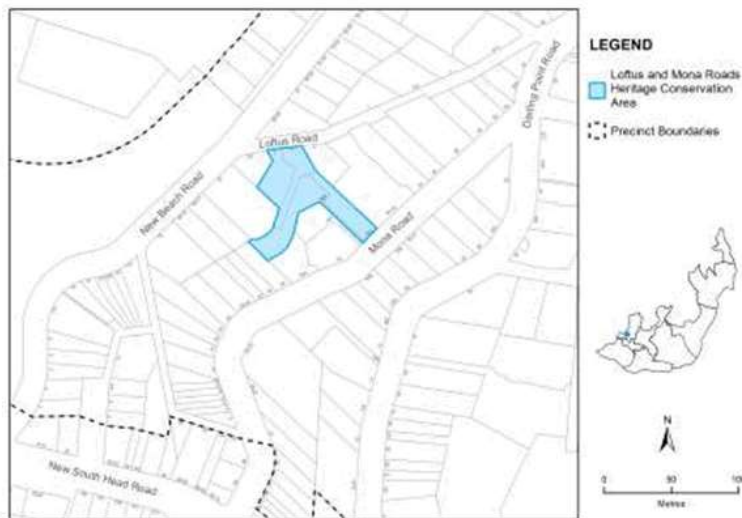
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B2 | Neighbourhood HCAs

B2.5 Loftus Road and Mona Road, Darling Point

MAP 45 Loftus Road and Mona Road HCA heritage-conservation area



Commented [DCP131]: Renumber map number and include acronym for HCA

Statement of significance

The Loftus Road and Mona Road HCA is a group of four residential flat buildings of similar scale, bulk, design and materials, located at 2 and 4 Loftus Road and 38a and 38b Mona Road. These were built on steep land subdivided from the grounds of the Victorian Regency styled house Mona, currently adaptively re-used as a flat building, which has been converted to flats, and visually forms part of the group.

Commented [DCP132]: Enhance the statement of significance by clarifying that Mona is currently used as a flat building.

The Loftus Road and Mona Road group is a significant group of Inter-War flat buildings which appear as a cohesive and substantial presence on the slopes of Darling Point. The area is significant in demonstrating the trend towards closer subdivision and development of fashionable flats in Darling Point during the 1920s and 1930s as a response to the changing planning regulations.

Each building was designed by prominent architectural firms of the time, Peddle Thorpe & Walker and Crane & Scott, in the Inter-War Mediterranean style. Each of the buildings contain architectural features which are highly representative of the Inter-War Mediterranean style such as timber shutters, Marseille tiled roofs, Juliet balconies and arched openings.

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B2 | Neighbourhood HCAs

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The flats are generously sized and some originally included maid's rooms within the lower levels. The group is unusually intact and has retained the garden terraces with Inter-War plantings and substantial sandstone retaining walls from earlier estates.

In more detail:

- *Brailsford at 38a Mona Road is a three-storey apartment building built in the Inter-War Mediterranean style circa 1927. It is characterised by Mediterranean elements such as Marseille tiles, timber shutters, blind arches, circular arches and columns, and a paved courtyard.*
- *Burford House at 38b Mona Road is a small elevated three-storey apartment building in the Inter-War Mediterranean style circa 1934. The building has a staggered 'sawtooth' plan form, deep balconies with columns and arched openings, and timber shutters and wrought-iron balustrades.*
- *2 Loftus Road is a two-storey Inter-War Mediterranean apartment building circa 1939. It has a central entrance hall with a Juliet balcony and French doors over, between the two apartment wings. It has Marseille tiles and restrained detailing, including blind arches and mock Juliet balconies.*
- *St Martin's at 4 Loftus Road is a large imposing Inter-War Mediterranean style three-storey apartment building. It has simplified classical detailing in the Mediterranean style, with a terracotta tiled roof with a band of medallions beneath, timber shutters, and a parapet with a deep entablature featuring medallions.*

Commented [DCP133]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

Desired future character

- Development is to conserve the significant fabric and cohesive character of the Inter-War flat buildings in the Loftus Road and Mona Road HCA. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7, including the garden terraces, landscape plantings and substantial sandstone retaining walls.

Commented [DCP134]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP135]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP136]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| <u>Contributory items</u> | |
|---------------------------|---|
| <u>38 A Mona Road</u> | <u>'Brailsford', Inter-War flat building</u> |
| <u>38B Mona Road</u> | <u>'Burford House', Inter-War flat building</u> |
| <u>2 Loftus Road</u> | <u>Inter-War flat building</u> |

Note:

- The Loftus Road and Mona Road HCA is located within the Darling Point precinct. The precinct character statement in Chapter B1 in this part of the DCP and B2.5 is to be read in conjunction with the controls at B2.1.

Commented [DCP137]: Make reference to new provisions at B2.1.

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B2 | Neighbourhood HCAs

- The **controls below provisions at B2** apply in addition to the general development controls in Chapter B3 in this part of the DCP; this includes controls for Inter-War flat buildings (Chapter B3 Section [B3.8.7](#)). Where there is an inconsistency, the **controls below provisions at B2.1** take precedence.

B2.5 Loftus Road and Mona Road, Darling Point

| Objectives | Controls |
|---|--|
| D1 To ensure that the significant characteristics of Inter-War flat buildings are retained and protected. | C1 Original fabric, finishes and architectural features representative of the Inter-War Mediterranean style are retained, including: |
| D2 To conserve the principal elevation of the heritage items and contributory items. | a) timber shutters |
| | b) Marseille tiled roofs; |
| | c) Juliet balconies; and |
| | d) arched openings. |
| D3 To conserve the established garden settings, including original elements and features. | C4 Established garden settings are retained, including the garden terraces, landscape plantings and sandstone retaining walls. |

Commented [DCP138]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP139]: Remove to avoid duplication with provisions at B3.8.7.

Commented [DCP141]: Remove to avoid duplication with provisions at B3.8.7.

Commented [DCP140]: Replaced by O1 in B2.1.7

Commented [DCP142]: Replaced by O10 in B2.1.7

Commented [DCP143]: Replaced by C15 in B2.1.7

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.6 Aston Gardens, Bellevue Hill

MAP 65 Aston Gardens HCA heritage conservation area



Statement of significance

The Aston Gardens HCA is an outstanding group of significant **Inter-War** flat buildings designed by prominent architects that remain largely intact **in their fabric, 1927 subdivision pattern and garden settings**. **The subdivision pattern of the street dates from 1927 and also remains largely intact. The garden settings are also mostly intact.**

Aston Gardens is rare in that nearly every architectural style of the Inter-War period is represented in the one street. Many of the flats are large and many originally included servant's quarters. The area is significant in demonstrating the move away from large freestanding houses to modern and fashionable flats during the Inter-War period and the changing planning regulations increasing the density of the inner suburbs of Sydney.

The **Inter-War** flat buildings are 2 to 4 storeys in height, in Spanish Mission, Georgian Revival and Art Deco styles in a landscaped garden setting. The intact subdivision occupies the north-east facing slope that falls steeply away from Victoria Road. The buildings are constructed of face brick or rendered brick with generally timber double hung windows (some with timber shutters) and generally hipped and gabled roof forms with terra cotta roof tiles. The facades feature decorative render/plasterwork, and/or brick detailing. **There are limited view corridors to Rose Bay between the buildings and most of the garaging is accessed from the rear lane.**

Commented [DCP144]: Renumber map number and include acronym for HCA.

Commented [DCP145]: Enhance wording outlining significant elements of this HCA.

Commented [DCP146]: Remove as this is a note that does not enhance the statement of significance.

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Desired future character

- Development is to conserve the significant fabric character elements of the Aston Gardens HCA, particularly the buildings, their settings and street presentation. This includes retaining contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7.

Commented [DCP147]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP148]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP149]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| Contributory items | |
|--------------------|---|
| 1 Aston Gardens | 'Gloucester House', Inter-War flat building |
| 2 Aston Gardens | Inter-War flat building |
| 3 Aston Gardens | 'Novar', Inter-War flat building |
| 4 Aston Gardens | 'Kalorama', Inter-War flat building |
| 5 Aston Gardens | Inter-War flat building |
| 6 Aston Gardens | 'Braemar', Inter-War flat building |
| 7 Aston Gardens | 'Miramar', Inter-War flat building |
| 8 Aston Gardens | 'Mirradong', Inter-War flat building |
| 9 Aston Gardens | 'Cranston', Inter-War flat building |

Note:

- The Aston Gardens HCA is located within the Bellevue Hill North precinct. The precinct character statement for the Bellevue Hill North precinct in Chapter B1 in this part of the DCP and B2.6 is to be read in conjunction with the controls below provisions at B2.1.
- The controls below provisions at B2 apply in addition to the general development controls in Chapter B3 in this part of the DCP; this includes controls for Inter-War flat buildings (Chapter B3 Section B3.8.7). Where there is an inconsistency, the controls below provisions at B2.1 take precedence.

Commented [DCP150]: Make reference to new provisions at B2.1.

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.6 Aston Gardens, Bellevue Hill

| Objectives | Controls |
|--|--|
| D1 To conserve the buildings and their settings. | Note: Refer to Part B of the DCP, Chapter B3, General Development Controls Section 3.8.7 – Inter-War flat buildings |
| D2 To conserve the principal elevation. | |
| D3 To protect important views from the public domain to the harbour and to the surrounding districts. | C1 Development maintains the views and glimpses between buildings from the public domain as shown on the HCA precinct map. |
| | C2 Development on the low side of the street preserves views from the street to surrounding areas by providing substantial breaks between buildings, car parking and other structures and front fences. |

Commented [DCP151]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP152]: Replaced by O1 and O10 in B2.1.7

Commented [DCP154]: Removed to avoid duplication

Commented [DCP153]: Replaced by O1 in B2.1.7

Commented [DCP155]: Remove to avoid duplication with B3.5.3

Commented [DCP156]: Replaced by C27 in B2.1.7 and B3.5.3

Commented [DCP157]: Replaced by C27 in B2.1.7 and B3.5.3

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Part B | General Residential

B2 | Neighbourhood HCAs

B2.7 Victoria Road, Bellevue Hill

MAP 76 Victoria Road HCA heritage conservation area



Commented [DCP158]: Renumber map number and include acronym for HCA.

Statement of significance

The Victoria Road HCA is located to the southern side of Victoria Road near the upper limits of Cooper Park at 165-179 Victoria Road, Bellevue Hill. The HCA contains a cohesive group of buildings which demonstrates the forms and styles employed in the consolidation of residential areas of the Woollahra Municipality in the late Inter-War period.

The buildings demonstrate the aesthetic preferences of late Inter-War development by a variety of persistent revival styles, namely the Inter-War Old English and Georgian Revival styles, and the increasingly modern Inter-War Art Deco and Functionalist styles. The buildings are consistent in scale, mass and orientation to the street.

The buildings are of smooth and textured face brick construction with terracotta Marseille tile roofs, partially concealed by raised and detailed brick parapets to the street frontage. ~~These generally retain painted timber frame windows and glazed doors, which contrast with the deep red of the face brick exteriors. The use of common finishes of textured and smooth faced brickwork, terra cotta tile, quarry faced sandstone and timber framed windows and doors, provides cohesiveness within the group and enhances its aesthetic significance.~~

Commented [DCP159]: Remove as this is more of a description and does not enhance the statement of significance. Information on finishes which enhance the significance is contained in the following paragraph.

Typical materials include polychromatic brickwork incorporating heraldic motifs and label moulds, tapestry pattern brickwork and stepped and vertically aligned brickwork to parapets

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B2 | Neighbourhood HCAs

► Part B | General Residential

which enhances the HCA's aesthetic significance. Coloured lead lighting patterned glazing to express stairways and multi-paned window sashes reinforce the eclectic use of stylistic elements in the buildings. Raised parapets and high gables provide silhouetted forms against the skyline whilst sandstone faced basement garages provide a pediment to many of the buildings. Specialised finishes include limited use of glazed architectural terracotta, chromed door hardware and timber panelling to the entry lobbies.

Commented [DCP160]: Enhancing the aesthetic significance of the HCA.

The buildings, whilst commonly altered in detail, retain external forms, fabric, detailing and hard landscaping from the original period of construction. ~~For example, the residential flats retain some terraced flagstone paving and entry stairs to narrow side passageways.~~

Commented [DCP161]: Remove reference to individual examples as the statement of significance references the whole HCA.

~~In addition, the~~ group retains much of its original landmark relationship to Victoria Road and the ridgeline setting opposite the upper boundary of Cooper Park.

Commented [DCP162]: Enhance wording to conclude the statement of significance.

Desired future character

- Development is to conserve the significant fabric and cohesive character of the Inter-War flat buildings in the Victoria Road HCA, ~~including the external building forms, fabric, detailing and hard landscaping from the original period of construction.~~ This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7.

Commented [DCP163]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP164]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP165]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| <u>Contributory items</u> | |
|------------------------------|---|
| <u>169-171 Victoria Road</u> | <u>'Hillcrest,' Inter-War flat building</u> |
| <u>175 Victoria Road</u> | <u>Inter-War flat building</u> |
| <u>177 Victoria Road</u> | <u>Inter-War flat building</u> |
| <u>179 Victoria Road</u> | <u>Inter-War flat building</u> |

Note:

- The Victoria Road HCA is located within the Bellevue Hill South precinct. The precinct character statement for the Bellevue Hill South precinct in Chapter B1 ~~in this part of the DCP and B2.7~~ is to be read in conjunction with the ~~controls below provisions at B2.1.~~
- The ~~controls below provisions at B2~~ apply in addition to the general development controls in Chapter B3 in this part of the DCP; this includes controls for Inter-War flat buildings (Chapter B3 Section B3.8.7). Where there is an inconsistency, the ~~controls below provisions at B2.1~~ take precedence.

Commented [DCP166]: Make reference to new provisions at B2.1.

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B2 | Neighbourhood HCAs

B2.7|Victoria Road, Bellevue Hill

Objectives

Controls

~~O1 To conserve the buildings and their settings.~~

~~C1 The visual dominance and cohesiveness of the group of Inter-War flat buildings is retained.~~

~~O2 To conserve the principal elevation.~~

~~C2 Development does not obscure or reduce the visual relationship of the buildings to each other, and to the street frontage.~~

Commented [DCP167]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP168]: Replaced by O1 and O10 in B2.1.7 and also O1 and O2 of B3.8.7

Commented [DCP170]: Replaced by C8 in B2.1.7

Commented [DCP169]: Replaced by O1 in B2.1.7

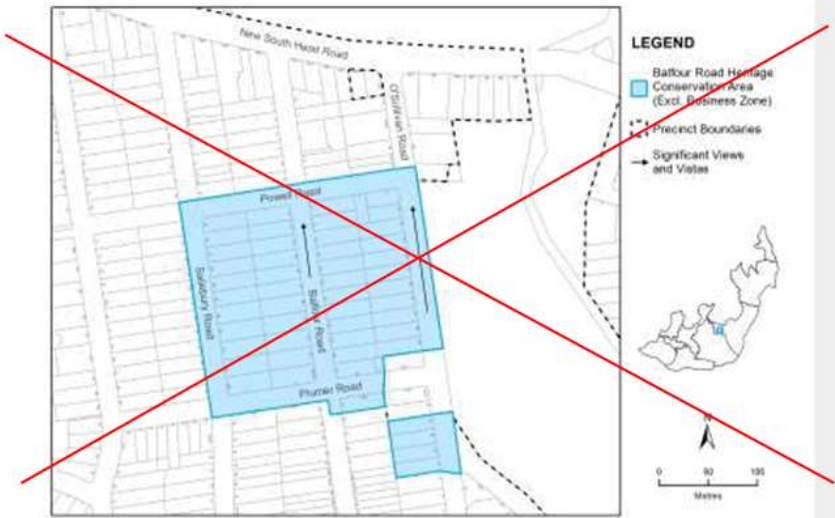
Commented [DCP171]: Replaced by C8 in B2.1.7

B2 | Neighbourhood HCAs

Part B | General Residential

B2.8 Balfour Road, Rose Bay Bellevue Hill

MAP 78 Balfour Road HCA heritage conservation area



Commented [DCP172]: Administrative change.

Commented [DCP173]: Renumber map number and include acronym for HCA.
Replace map as the boundary is inconsistent with the area identified in the Woollahra LEP 2014.

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B2 | Neighbourhood HCAs



Statement of significance

The Balfour Road HCA lies in the valley of Rose Bay in proximity to the harbour foreshore just south of New South Head Road, and is characterised by Inter-War houses and flat buildings which form a substantially cohesive and intact group.

This HCA represents the intensified residential development of Bellevue Hill and Rose Bay in the Inter-War period following subdivisions of the Beresford Estate Ryan's Dairy earlier in the century and the introduction of regular public transport along New South Head Road after 1903.

The housing stock comprises bungalows and flat buildings. Most buildings in this HCA are high-quality two and three-storey 'builder's blocks' of residential flat buildings dating from the mid-1920s and mid-1930s, which display distinctive architectural characteristics of the Inter-War period. Many demonstrate outstanding craftsmanship in brick detailing and remain substantially unaltered from their original appearance, incorporating distinctive design motifs and original low brick fences of the Inter-War period. The facebrick flat buildings combine to create cohesive streetscapes of similarly scaled and detailed buildings with open landscaped front yards set in wide tree lined avenues. The houses are typical bungalows dating from the late Federation and Inter-War period.

The precinct has heritage significance at a local level for values related to historic evolution and aesthetic values and represents the local heritage theme of suburban expansion and consolidation. The significant streetscape is the Balfour Road streetscape, between Powell Road and Plumer Road.

Commented [DCP174]: Amend the statement of significance to include houses as contributory items and remove the reference to a cohesive group, given the lack of cohesiveness of the HCA noted in the field surveys.

Commented [DCP175]: Remove, as there is no evidence to support this statement.

Commented [DCP176]: Enhance the statement of significance to make it stronger.

Commented [DCP177]: Amend the statement of significance to include houses as contributory items.

Commented [DCP178]: Remove this text as it does not enhance the HCA's statement of significance.

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B2 | Neighbourhood HCAs

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The Beresford Estate subdivision public domain is characterised by a rectilinear road and subdivision pattern that provides visual and functional links to surrounding areas including the harbour and the nearby golf club.

Note: This HCA contains a local neighbourhood centre, known as the Plumer Road shops. The shops have a business zoning; the relevant objectives and controls for these buildings are contained in Part D of the DCP, Chapter D2 Mixed Use Centres and Chapter D3 General Controls for Neighbourhood and Mixed Use Centres D4-Neighbourhood Centres and Chapter.

Desired future character

- Development is to retain the significant fabric and key values of the Balfour Road HCA included in the statement of significance. Development is to comply with the provisions outlined in B2.1. To maintain the cohesive streetscape appearance of the two to three storey Inter-War flat buildings, of face brickwork, with low brick fences, uniform setbacks, side driveways for parking and substantial street plantings.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| <u>Contributory items</u> | |
|--|--|
| <u>11 Balfour Road</u> | <u>Inter-War flat building</u> |
| <u>13 Balfour Road</u> | <u>Inter-War flat building</u> |
| <u>14 Balfour Road</u> | <u>Inter-War flat building</u> |
| <u>15 Balfour Road</u> | <u>Inter-War house</u> |
| <u>16 Balfour Road</u> | <u>Inter-War Californian Bungalow</u> |
| <u>17 Balfour Road</u> | <u>'Bognor', Inter-War flat building</u> |
| <u>20 Balfour Road</u> | <u>'Gladstone Hall', Inter-War flat building</u> |
| <u>22 Balfour Road</u> | <u>'Ashton', Inter-War flat building</u> |
| <u>24 Balfour Road</u> | <u>'Woodburn', Inter-War flat building</u> |
| <u>26 Balfour Road</u> | <u>'Tudor Towers', Inter-War flat building</u> |
| <u>27 Balfour Road</u> | <u>Inter-War flat building</u> |
| <u>28 Balfour Road</u> | <u>Inter-War flat building</u> |
| <u>29 Balfour Road</u> | <u>Inter-War flat building</u> |
| <u>30 Balfour Road</u> | <u>'Loxley', Inter-War flat building</u> |
| <u>31 Balfour Road (aka 5 Plumer Road)</u> | <u>Inter-War flat building</u> |

Commented [DCP179]: Enhance the wording in the statement of significance to make it stronger.

Commented [DCP180]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Commented [DCP181]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP182]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

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B2 | Neighbourhood HCAs

| Contributory items | |
|--|--|
| 32 Balfour Road | ‘Chiltern’, Inter-War flat building |
| 33 Balfour Road (aka 22 Plumer Road) | Inter-War flat building |
| 34-36 Balfour Road (aka 3 Plumer Road) | ‘Yalabee’, Inter-War flat building |
| 7 Plumer Road | Inter-War substation |
| 9-23 Plumer Road | Inter-War commercial building |
| 2 Powell Road | Inter-War flat building |
| 4 Powell Road | Inter-War flat building |
| 71 O’Sullivan Road | Inter-War flat building |
| 73 O’Sullivan Road | Inter-War house |
| 81 O’Sullivan Road | ‘Golf View Court’, Inter-War flat building |
| 83 O’Sullivan Road | Inter-War flat building |
| 85 O’Sullivan Road | ‘Knowle Court’, Inter-War flat building |
| 87 O’Sullivan Road | Inter-War flat building |
| 89-93 O’Sullivan Road (aka 24 Plumer Road) | Inter-War commercial building |
| 99 O’Sullivan Road | ‘Glamis’, Inter-War flat building |
| 20 Salisbury Road | Inter-War Bungalow |
| 22 Salisbury Road | Inter-War Bungalow |
| 24 Salisbury Road | Inter-War Bungalow |
| 26 Salisbury Road | Inter-War Bungalow |
| 28 Salisbury Road | ‘St Dunstons’ Inter-War flat building |
| 30 Salisbury Road | ‘Inter-War flat building’ |
| 32 Salisbury Road | ‘Tarana’, Inter-War flat building |
| 34 Salisbury Road | Inter-War flat building |
| 36 Salisbury Road | ‘Cranston’, Inter-War flat building |
| 38 Salisbury Road | ‘Darlington’, Inter-War flat building |
| 40 Salisbury Road (aka 1 Plumer Road) | Inter-War flat building |
| Balfour Road | Street trees |
| Salisbury Road | Street trees |
| O’Sullivan Road | Street trees |

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B2 | Neighbourhood HCAs

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Note:

- The Balfour Road HCA is located within the Bellevue Hill North precinct. The precinct character statement for the Bellevue Hill North precinct in Chapter B1 ~~in this part of the DCP and B2.8~~ is to be read in conjunction with the ~~controls~~ provisions at B2.1 below.
- The ~~controls below~~ provisions at B2 apply in addition to those in Chapter B3 of this part of the DCP, General Development Controls, including controls for Inter-War flat buildings (Section B3.8.7). Where there is an inconsistency, the ~~controls below~~ provisions at B2.1 take precedence.

Commented [DCP183]: Make reference to new provisions at B2.1.

B2.8 Balfour Road, Rose Bay

| Objectives | Controls |
|--|--|
| D1 To conserve the buildings and their landscape settings. | C1 Development maintains a uniform front setback with no substantial structures within this setback. |
| D2 To maintain the streetscape appearance with uniform setbacks. | C2 New development provides front setbacks which are the same as those on adjoining lots. Where adjoining lots have different setbacks, then an average of the two is provided. |
| | C3 New development maintains the existing building separation pattern by providing a side driveway, or similar setback to one side boundary. |
| | C4 For corner sites the secondary frontage may have a small setback, similar to existing corner developments. |
| | C5 New development provides additional street tree plantings and includes appropriate landscaping of the front setback. |
| | C6 The existing tree canopy is retained. |
| | C7 No avenue street trees are removed unless they pose a risk. |
| D3 To maintain existing building scale, form and height, and ensure new development is compatible with the streetscape. | C8 No increase in height of existing buildings. |
| | C9 New development is not more than three storeys. |
| | C10 Notwithstanding C9 above, new development is not higher than |

Commented [DCP184]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP185]: Replaced by O1 and O10 in B2.1.7

Commented [DCP187]: Replaced by C13, C15 and C25 in B2.1.7

Commented [DCP186]: Replaced by O15, O16 and O17 in B2.1.7

Commented [DCP188]: Replaced by C13 and C25 in B2.1.7

Commented [DCP189]: Replaced by C27 in B2.1.7

Commented [DCP190]: Removed as this control is captured in C13 for side additions and C25 for infill development in B2.1.7

Commented [DCP191]: Partly replaced by C15 and C16 in B2.1.7.

Commented [DCP192]: Replaced by C16 in B2.1.7

Commented [DCP193]: Replaced by C16 in B2.1.7

Commented [DCP194]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7

Commented [DCP195]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP196]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

Commented [DCP197]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards.

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B2 | Neighbourhood HCAs

B2.8 Balfour Road, Rose Bay

| Objectives | Controls |
|--|---|
| | development on the adjoining land. |
| | C11 New development displays similar roof form and pitch of the adjoining buildings, particularly when viewed from the street. |
| D6 To ensure that the character of original roofscapes is maintained. | C12 An additional storey is not permitted in the roof structure of existing buildings. |
| | C13 New roofs are a similar pitch and style (i.e. hipped and gabled) and use similar materials (i.e. terracotta tiles/slate). |
| | C14 Dormer windows are not permitted in existing or proposed roofs. |
| D7 To maintain the streetscape appearance of low brick fences. | C15 New front fences are low and open, typically with low brick piers and infill. |
| | C16 Low hedges may be used as infill for fences. |
| | C17 Fences are not permitted in the front setback area to divide the area into courtyards for individual flats. |
| | C18 Secondary frontages on corner blocks have no fence, or a very low fence and landscaping. |
| D8 To ensure that parking and access does not detract from the cohesive streetscape appearance. | C19 Parking spaces, carports or garages are not permitted in the front setback. |
| | C20 Parking is located at the rear of buildings with side driveways, consistent with the historical pattern in the area. |

Commented [DCP184]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP198]: Replaced by C28 in B2.1.7

Commented [DCP199]: Replaced by O1 and O8 of B2.1.7

Commented [DCP200]: Replaced by C1, C3, C9 and C11 in B2.1.7

Commented [DCP201]: Replaced by C2 and C28 in B2.1.7

Commented [DCP202]: Remove as it conflicts with C3 of B2.1.7

Commented [DCP203]: Replaced by O14 in B2.1.7

Commented [DCP204]: Replaced by C21 in B2.1.7

Commented [DCP205]: Replaced by C21 in B2.1.7

Commented [DCP206]: Replaced by C21 in B2.1.7

Commented [DCP207]: Replaced by C21 in B2.1.7

Commented [DCP208]: Replaced by O12 in B2.1.7

Commented [DCP209]: Replaced by C18 and C19 in B2.1.7

Commented [DCP210]: Replaced by C18 and C19 in B2.1.7

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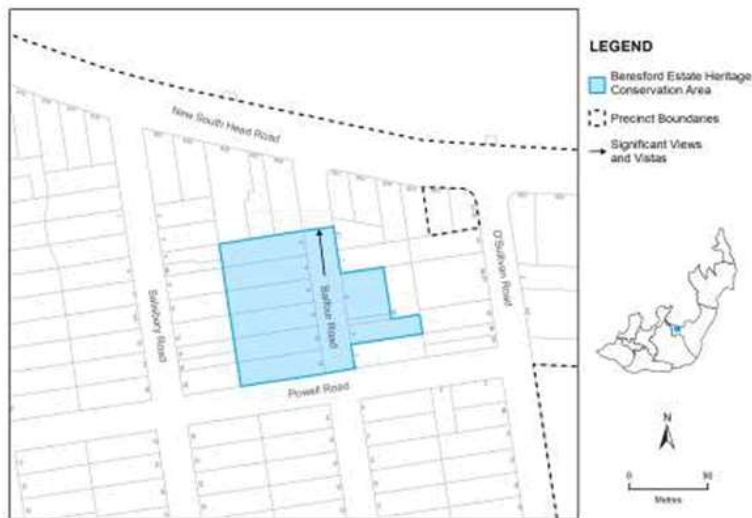
► B2 pg.41

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.9 Beresford Estate, ~~Balfour Road~~ Rose Bay

MAP B9 Beresford Estate HCA heritage conservation area



Commented [DCP211]: Renumber map number and include acronym for HCA.

Statement of significance

The Beresford Estate HCA in Balfour Road, Rose Bay, is a Federation Arts and Crafts Group, which represents the early subdivision and development of the Beresford Estate close to New South Head Road in the first decades of the 20th century. It provides evidence of the historic processes related to this part of the suburb through the subdivision of the grounds of the Rose Bay Lodge and as a result of the introduction of the Rose Bay Tram service in 1903.

The group demonstrates a variety of characteristic external elements of the Federation Arts and Crafts style of architecture, including broad walls of rough cast render with face brick often on sandstone bases, dominant roofs in slate or terracotta tiles with prominent chimneys, and decorative timber detailing. These demonstrate the fashionable use of prominent gable features and arched openings and occasional buttressed walls. The gardens generally remain as informal layouts, retaining mature trees and original stone walls with wrought iron details or brick fencing with timber details.

The dwellings and their gardens form a cohesive and aesthetically significant group, and are representative of Federation dwellings in Rose Bay; ~~although the buildings have undergone some degree of modification, these are generally sympathetic to their original character.~~

Commented [DCP212]: Reword as this text does not enhance the statement of significance.

► B2 pg.42

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Desired future character

- Development is to conserve the significant fabric elements of the Federation Arts and Crafts Group in the Beresford Estate HCA, including the dominant roofs, prominent chimneys, decorative timber detailing of the buildings, mature trees, original stone walls and fences. This includes retaining heritage items, contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.

Commented [DCP213]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP214]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP215]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| Contributory items | |
|--------------------|--------------------------------|
| 2 Balfour Road | 'Glen Alpin', Federation house |
| 3 Balfour Road | Federation house |
| 4 Balfour Road | Federation house |
| 6 Balfour Road | Federation house |
| 8 Balfour Road | Federation house |
| 10 Balfour Road | Federation house |
| 12 Balfour Road | Federation house |

Note:

- The Beresford Estate HCA is located within the Bellevue Hill North precinct. The precinct character statement for the Bellevue Hill North precinct in Chapter B1 in this part of the DCP and B2.9 is to be read in conjunction with the provisions at B2.1 controls below.
- The controls below provisions at B2 apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings (Section B3.8.7). Where there is an inconsistency, the controls below provisions at B2.1 take precedence.

B2.9 Beresford Estate, Rose Bay

| Objectives | Controls |
|---|---|
| D1 To maintain the streetscape character. | C1 Original principal roof forms, including roof pitch, eaves height and chimneys, are retained. |
| D2 To conserve the buildings and their settings. | C2 Alterations to the original details, materials or finishes of the principal form are not permitted, except for restoration or reconstruction. |

Commented [DCP216]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP217]: Replaced by O7 in B2.1.7

Commented [DCP219]: Replaced by C3, C9 and C10 in B2.1.7

Commented [DCP218]: Replaced by O1 and O10 in B2.1.7

Commented [DCP220]: Replaced by C1 in B2.1.7

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.1.7 Beresford Estate, Rose Bay

| Objectives | Controls |
|--|--|
| | C3 Original verandahs are not in-filled. |
| | C4 Room layout and original proportions are retained. |
| | C5 Elements of the established garden settings are retained, including mature trees, original pathways, gates and front fencing forward of the building line. |
| D3 To maintain the streetscape appearance with uniform setbacks. | C6 Front setbacks are consistent with the group. |
| D4 To ensure that parking and access does not detract from the streetscape appearance. | C7 Car parking is located behind the building line. |
| | C8 Where there is no side setback greater than 3m any existing car parking structure forward of the building line may only be replaced by a single pergola structure forward of the building line and to the side of the property. |
| D5 To maintain the existing building scale, form and height, and ensure new development is compatible with the streetscape. | C9 Development is a maximum two storey high with pitched roof forms. The scale and character is consistent with the group. |
| | C10 Additions may be located at the rear or in the principal roof form, provided no alteration to the principal roof form, including dormers, is visible from the public domain. |
| | C11 Additions at the side of a residential building may only be permitted if: <ul style="list-style-type: none"> a) the addition is designed to respect and enable interpretation of the form of the existing building; and b) additions are set behind the main ridgeline of the existing building so that the forms are secondary to the existing building. |

Commented [DCP216]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP221]: Replaced by C4 in B2.1.7.

Commented [DCP222]: Replaced by C6 in B2.1.7.

Commented [DCP223]: Replaced by C15 in B2.1.7.

Commented [DCP224]: Replaced by O15, O16 and O17 in B2.1.7.

Commented [DCP226]: Replaced by C13, C15 and C25 in B2.1.7.

Commented [DCP225]: Replaced by O12 in B2.1.7.

Commented [DCP227]: Replaced by C18 and C19 in B2.1.7.

Commented [DCP228]: Replaced by C19 in B2.1.7.

Commented [DCP229]: Replaced by more specific objectives O5 (for alterations and additions), and O15, O16, O17 and O18 (for infill development) in B2.1.7.

Commented [DCP230]: Remove this numerical control to avoid potential conflicts with the Woollahra LEP 2014 development standards. Partially replaced by C11, C12 and C23 in B2.1.7.

Commented [DCP231]: Replaced by C1, C3, C9 and C11 in B2.1.7.

Commented [DCP232]: Replaced by C13 in B2.1.7.

► B2 pg.44

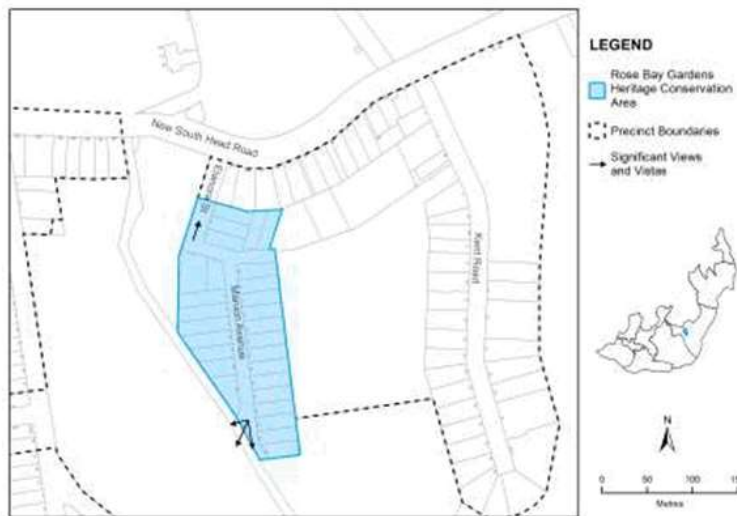
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► Part B | General Residential

B2 | Neighbourhood HCAs

B2.10 Rose Bay Gardens Estate, Rose Bay

MAP 910 Rose Bay Gardens Estate HCA heritage conservation area



Commented [DCP233]: Renumber map number and include acronym for HCA.

Statement of significance

The Rose Bay Gardens Estate HCA is situated in the flat valley behind Rose Bay south of New South Head Road and Lyne Park. This HCA contains an outstanding group of largely intact Inter-War flat buildings dating from 1930 to 1939, some of which were designed by prominent architects.

The buildings are two to three storeys and constructed of face brick with Art Deco detailing, generally timber double-hung windows and generally hipped and gabled roof forms with terracotta roof tiles. The facades feature decorative render, plasterwork, and/or brick detailing. The buildings also have a landscaped garden setting and low masonry front fences, which complement the buildings.

The group has retained their garden settings, and the subdivision pattern of the street is intact. The area is significant in demonstrating the move away from large freestanding houses to modern and fashionable flats in the Inter-War period and the changing planning regulations increasing the density of the inner suburbs of Sydney.

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B2 | Neighbourhood HCAs

► Part B | General Residential

Desired future character

- Development is to retain the significant fabric and cohesive character ~~character elements~~ of the Inter-War flat buildings in the Rose Bay Gardens Estate HCA, ~~including the buildings, their settings and the views from the public domain to and between the buildings, the golf course and Lyne Park.~~ This includes retaining contributory items as well as their curtilage. Development is to comply with the provisions outlined in B3.8.7.

Commented [DCP234]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP235]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP236]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

| <u>Contributory items</u> | |
|---------------------------|--|
| <u>1 Elanora Street</u> | <u>'Bonny View', Inter-War flat building</u> |
| <u>3 Elanora Street</u> | <u>'Tintagel', Inter-War flat building</u> |
| <u>5 Elanora Street</u> | <u>'Toorak', Inter-War flat building</u> |
| <u>1 Iluka Street</u> | <u>'Cardwell', Inter-War flat building2</u> |
| <u>2 Iluka Street</u> | <u>'Roslyn', Inter-War flat building</u> |
| <u>3 Iluka Street</u> | <u>Inter-War flat building</u> |
| <u>4 Iluka Street</u> | <u>'Dorchester', Inter-War flat building</u> |
| <u>1 Manion Avenue</u> | <u>'Gainsborough', Inter-War flat building</u> |
| <u>2 Manion Avenue</u> | <u>'Kinvarra', Inter-War flat building</u> |
| <u>3 Manion Avenue</u> | <u>'Embassy', Inter-War flat building</u> |
| <u>4 Manion Avenue</u> | <u>'Carnarvon', Inter-War flat building</u> |
| <u>5 Manion Avenue</u> | <u>'Werrington', Inter-War flat building</u> |
| <u>6 Manion Avenue</u> | <u>'Clairvaux', Inter-War flat building</u> |
| <u>7 Manion Avenue</u> | <u>'Rosemont', Inter-War flat building</u> |
| <u>8 Manion Avenue</u> | <u>Inter-War flat building</u> |
| <u>9 Manion Avenue</u> | <u>'Toronto', Inter-War flat building</u> |
| <u>10 Manion Avenue</u> | <u>'Greystanes', Inter-War flat building</u> |
| <u>11 Manion Avenue</u> | <u>'Novacastria', Inter-War flat building</u> |
| <u>12 Manion Avenue</u> | <u>'Cardington', Inter-War flat building</u> |
| <u>13 Manion Avenue</u> | <u>'Marlborough', Inter-War flat building</u> |
| <u>14 Manion Avenue</u> | <u>'Chiswick', Inter-War flat building</u> |
| <u>15 Manion Avenue</u> | <u>'Cambridge', Inter-War flat building</u> |

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► Part B | General Residential

B2 | Neighbourhood HCAs

| Contributory items | |
|--------------------|---------------------------------------|
| 16 Manion Avenue | 'Chatsworth', Inter-War flat building |
| 18 Manion Avenue | 'Brenchley', Inter-War flat building |
| 20 Manion Avenue | 'Chesterton', Inter-War flat building |
| 22 Manion Avenue | Inter-War flat building |
| 24 Manion Avenue | Inter-War flat building |
| 26 Manion Avenue | 'Grantham', Inter-War flat building |

Note:

- The Rose Bay Gardens Estate is located within the Rose Bay precinct. The precinct character statement for the Rose Bay precinct in Chapter B1 ~~in this part of the DCP~~ and B2.10 is to be read in conjunction with the [provisions at B2.1](#) ~~controls below~~.
- The ~~controls below~~ [provisions at B2](#) apply in addition to the general development controls in Chapter B3 of this part of the DCP, General Development Controls, including controls for Inter-War flat buildings (Section B3.8.7). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.

B2.10 Rose Bay Gardens Estate, Rose Bay

| Objectives | Controls |
|--|---|
| D1 To retain and conserve the buildings and their settings. | C1 The building and its setting is conserved in accordance with the Inter-War flat building controls in Chapter B3 Section 3.8.7. |
| D2 To protect important views from the public domain. | C2 Views from the street and public open space areas to the harbour and other parts of the city must be retained. C3 Development maintains the significant views and vistas identified on the map for the HCA. |

Commented [DCP237]: Make reference to new provisions at B2.1 and enhance existing wording.

Commented [DCP238]: Remove these provisions as there are now new provisions for all NHCAs at B2.1. For Inter-War flat buildings, the existing provisions at B3.8.7 also apply.

Commented [DCP239]: Removed to avoid duplication with B3.8.7

Commented [DCP240]: Removed as it is more of a note than a control.

Commented [DCP241]: Removed to avoid duplication with B3.5.3

Commented [DCP242]: Replaced by C27 in B2.1.7 and B3.5.3

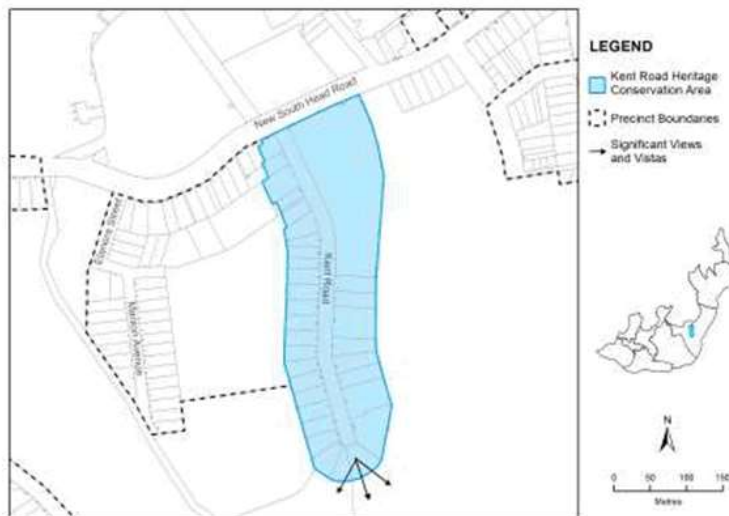
Commented [DCP243]: Replaced by C27 in B2.1.7 and B3.5.3

B2 | Neighbourhood HCAs

Part B | General Residential

B2.11 Kent Road, Rose Bay

MAP 1011 Kent Road HCA heritage conservation area



Commented [DCP244]: Renumber map number and include acronym for HCA.

Statement of significance

Kent Road is a long cul-de-sac located off the southern side of New South Head Road opposite the reclaimed land, which forms Lyne Park. It is an important part of the extended setting of the Royal Sydney Golf Club, with the road and its related subdivision creating the western edge of the golf links. The golf clubhouse is located at the lower northern end where it is the dominant element.

The Kent Road HCA represents a distinct, isolated pocket of residential development in the Rose Bay area, arising directly from the historical development and financial activities of the Royal Sydney Golf Club.

The road is dominated at its lower end by the impressive mass and detail of the historically, aesthetically and socially significant 1920s Clubhouse building and its immediate setting.

~~The other Contributory~~ buildings in the street ~~are fall into three broad categories:~~

- ▶ substantial late Federation era Arts & Crafts style houses on the eastern side of the road overlooking the golf links which were well established before the 1919 "Knoll" subdivision sale ~~and are now largely modified;~~ and
- ▶ Inter-War flats and houses built between 1920 and the late 1930s which were a direct result of rapid residential expansion of Rose Bay following the First World War; ~~and~~

Commented [DCP245]: Enhance the statement of significance in light of the recent court approval for 30 Kent Road, where the Commissioner interpreted this paragraph of the statement of significance as a simple list of features and not a list of significant items in the HCA.

▶ B2 pg.48

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- ~~infill developments which have replaced earlier buildings or vacant sites in the late 20th century.~~

Amongst these buildings are a number of excellent representative and rare examples of Inter-War residential development by prominent architects which are of local significance within the Woollahra Municipality.

Kent Road itself is wide with street trees of varying species and maturity, along with wide verges and footpaths. It rises steeply to the 'knoll' and contains a double bend following the contours, which adds to the character of the streetscape, creating a series of enclosed vistas. The road terminates in the cul-de-sac with views over the Golf links and beyond up to Dover Heights.

The area also has significant aesthetic qualities arising from the overall form and layout of the subdivision, the presence of prominent mature gardens and the character created by a variety of substantial street tree plantations.

Desired future character

- ~~Development is to retain significant fabric and key values of the Kent Road HCA included in the statement of significance. This includes retaining heritage items and contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.~~
- ~~To conserve the streetscape characteristics that gives the Kent Road HCA its special sense of identity.~~
- ~~To ensure that individual heritage items are retained and conserved, as well as their streetscape context and curtilage.~~

Commented [DCP246]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Commented [DCP247]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

Commented [DCP248]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

Contributory items

| | |
|----------------------|---|
| <u>2 Kent Road</u> | <u>'Kentwood', Inter-War flat building</u> |
| <u>10 Kent Road</u> | <u>'Nerong', Inter-War flat building</u> |
| <u>10A Kent Road</u> | <u>'Erifilli', Inter-War flat building</u> |
| <u>12 Kent Road</u> | <u>'Gleneagle', Inter-War flat building</u> |
| <u>14 Kent Road</u> | <u>Inter-War house</u> |
| <u>18 Kent Road</u> | <u>'Penrhos', Inter-War house</u> |
| <u>22 Kent Road</u> | <u>Inter-War house</u> |
| <u>23 Kent Road</u> | <u>'Te Puke', Federation house</u> |
| <u>24 Kent Road</u> | <u>Inter-War flat building</u> |
| <u>25 Kent Road</u> | <u>'Belsize', Federation house</u> |

Commented [DCP249]: Note: The Court has approved the demolition of this flat building. Should the building be demolished, we will amend the list of contributory items.

B2 | Neighbourhood HCAs

► Part B | General Residential

| Contributory items | |
|--------------------|--|
| 27 Kent Road | 'Lynton', Federation house |
| 28 Kent Road | 'Narua Flats', Inter-War flat building |
| 29-31 Kent Road | 'Sama Jean', Federation house |
| 30 Kent Road | Inter-War house |
| 36 Kent Road | Inter-War house |
| 38 Kent Road | Inter-War flat building |
| Kent Road | Street trees |

Commented [DCP250]: Note: The Court has approved the demolition on this house. Should the building be demolished, we will amend the list of contributory items.

Notes:

- The Kent Road HCA is located within the Rose Bay precinct. The precinct character statement for the Rose Bay precinct in Chapter B1 ~~in this part of the DCP and B2.11~~ is to be read in conjunction with the provisions at B2.1 controls below.
- The controls below provisions at B2 apply in addition to the general development controls in Chapter B3 of this part of the DCP, General Development Controls, including controls for Inter-War flat buildings (Section B3.8.7). Where there is an inconsistency, the controls below provisions at B2.1 take precedence.

Commented [DCP251]: Make reference to new provisions at B2.1.

~~B2.11 Kent Road, Rose Bay~~

| Objectives | Controls |
|---|--|
| D1 To conserve the buildings and their settings. | C1 The original fabric of Federation Arts and Crafts buildings is retained. |
| D2 To maintain the streetscape character and scale of buildings. | C2 New buildings, while also encouraging architectural diversity, are of a scale and form compatible with existing buildings and do not dominate the streetscape. |
| D3 To ensure that the landscape character of the streetscape is maintained by preserving the existing tree canopy and encouraging additional planting. | C3 The dominance of vegetation over buildings in the streetscape is conserved. |
| | C4 New development provides additional street tree plantings and includes appropriate landscaping in the front setback. |

Commented [DCP252]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP253]: Replaced by O1 and O10 in B2.1.7.

Commented [DCP255]: Replaced by C1, C2, C3 and C5 in B2.1.7.

Commented [DCP254]: Replaced by O15, O16, O17 and O18 in B2.1.7.

Commented [DCP256]: Replaced by C23, C25, C26, C27 and C28 in B2.1.7.

Commented [DCP257]: Replaced by O11 in B2.1.7.

Commented [DCP258]: Replaced by C15 and C16 in B2.1.7.

Commented [DCP259]: Replaced by C15 and C16 in B2.1.7.

► B2 pg.50

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► Part B | General Residential

B2 | Neighbourhood HCAs

B2.14 Kent Road, Rose Bay

| Objectives | Controls |
|--|--|
| D4 To ensure that development respects the existing subdivision layout and pattern of building separation. | C5 Front setbacks are the same as on adjoining lots. Where adjoining lots have different setbacks, then an average of the two is provided. C6 New development maintains the existing building separation pattern to enable planting of side setbacks and maintenance of views. |
| D5 To ensure development maintains the amenity of the public domain by preserving views to adjoining open space areas and the enclosed vistas of the streetscape. | C7 Development maintains and enhances views between buildings. |
| D6 To maintain the variety of exterior building materials and ensure conservation of streetscape character. | C8 Any replacement of original building fabric is of a similar material and type (e.g. timber for timber, terracotta tiles). |
| D7 To ensure that external facades are sympathetic to the original building and the predominant streetscape character. | C9 No painting, bagging or rendering of original face brickwork. C10 No infilling (by glazing or otherwise) of original verandahs or balconies. C11 New structures or additions visible from the public domain use compatible materials. C12 New roofs are a similar pitch and style (i.e. hipped or gabled), and use similar materials (i.e. terracotta tiles or slate). C13 Roof structures, such as skylights and solar panels, are not to be visible from the street. |

Commented [DCP252]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP260]: Replaced by O15 and O16 in B2.1.7.

Commented [DCP261]: Replaced by C13 for alterations and additions and C25 for infill development in B2.1.7.

Commented [DCP262]: Replaced by C27 in B2.1.7.

Commented [DCP263]: Remove to avoid duplication with B3.5.3

Commented [DCP264]: Replaced by C27 in B2.1.7 and B3.5.3

Commented [DCP265]: Replaced by O7 in B2.1.7

Commented [DCP267]: Replaced by C2 in B2.1.7

Commented [DCP266]: Replaced by O7 and O8 for alterations and additions and O17 for infill development in B2.1.7

Commented [DCP268]: Replaced by C5 in B2.1.7

Commented [DCP269]: Replaced by C4 in B2.1.7

Commented [DCP270]: Replaced by C14 in B2.1.7

Commented [DCP271]: Replaced by C2 and C28 in B2.1.7

Commented [DCP272]: Replaced by C29 in B2.1.7

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► B2 pg.51

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.14 Kent Road, Rose Bay

| Objectives | Controls |
|---|---|
| D8 To ensure that significant fences are conserved. | C14 Sandstone walls are retained. |
| D9 To ensure that new front fences are compatible with the streetscape character of the HCA. | C15 Original front fences and gates are retained, where practical. |
| | C16 New front fences and gates designed to be compatible with the streetscape: <ul style="list-style-type: none"> a) On the western side of Kent Road—fences are low. b) On the eastern side—fences reflect the characteristic sandstone base with open or vegetated infill. |
| | C17 New fences and gates are a height similar to fences on adjoining blocks (generally 400mm-900mm). |
| D10 To ensure that on-site parking does not dominate the streetscape. | C18 No garages or carports are located within the front building setback. |

Commented [DCP252]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP273]: Replaced by O13 in B2.1.7.

Commented [DCP275]: Replaced by C19 in B2.1.7.

Commented [DCP276]: Replaced by C20 in B2.1.7.

Commented [DCP274]: Replaced by O14 in B2.1.7.

Commented [DCP277]: Replaced by C21 in B2.1.7.

Commented [DCP278]: Replaced by C21 in B2.1.7.

Commented [DCP279]: Replaced by O12 in B2.1.7.

Commented [DCP280]: Replaced by C18 and C19 in B2.1.7.

► B2 pg.52

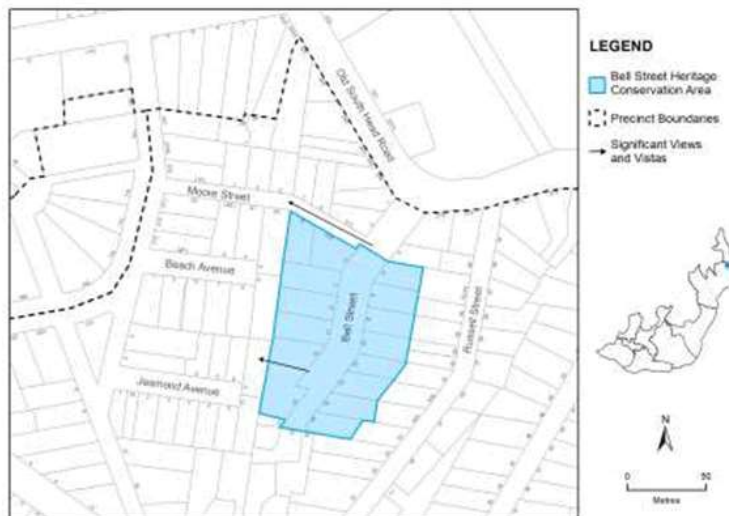
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Part B | General Residential

B2 | Neighbourhood HCAs

B2.12 Bell Street, Vaucluse

MAP 1112 Bell Street HCA heritage conservation area



Statement of significance

Bell Street runs south-west of Old South Head Road and falls in that direction. This HCA contains a cohesive collection of 1 and 2 storey late Victorian cottages dating from 1877 to 1892, constructed of weatherboard and corrugated iron with timber double-hung windows and timber panelled doors.

Although some of the buildings have been altered and added to, the alterations and additions are generally sympathetic and allow the original form of the building to still be interpreted. The streetscape includes timber picket fences and street trees.

Bell Street has strong historical associations with the village of Watsons Bay as it functioned as part of the adjoining village. The group of cottages can still be seen and understood in the context of the nearby Anglican and Roman Catholic Churches which served the village.

On the route to South Head the street forms an important visual introduction to the historic Watsons Bay village, and this scenic quality is enhanced by its location next to the bend of Old South Head Road from where the whole group can be appreciated as a single entity.

The conservation area was part of the Beaconsfield Estate owned by Sir John Robertson and the subdivision pattern he created in 1887 remains intact. Bell Street's weatherboard and corrugated

Commented [DCP281]: Renumber map number and include acronym for HCA.

Commented [DCP282]: Enhance the statement of significance by removing a description of the location and remove the reference to individual years in order to ensure all Victorian cottages are protected, regardless of the date of construction.

Commented [DCP283]: Remove this sentence as it does not enhance the statement of significance for the HCA.

23 May 2015
Woollahra Development Control Plan 2014

B2 pg.53

B2 | Neighbourhood HCAs

► Part B | General Residential

iron cottages, which form a coherent and contiguous group, are rare in the Woollahra Municipality.

Examples include:

- No. 7 Bell Street which is associated with a noted 19th century Australian watercolourist Pilford Fletcher Watson, as the cottage was built and used as his home; and
- No. 12 Bell Street, which in fabric and form is a surviving intact example of a late 19th century pattern-book construction.

Desired future character

- Development is to retain the significant fabric and key values of the Bell Street HCA and enhance the contributory items and their settings in the Bell Street HCA. This includes retaining contributory items as well as their curtilage. Development is to comply with the provisions outlined in B2.1.

Contributory items

While not individually listed as heritage items, contributory items contribute to the character of the HCA and are consisted to contain significant fabric. Contributory items have been identified through heritage studies and surveys undertaken by Council.

Note: Heritage items as identified in Schedule 5 of Woollahra LEP are also contributory items.

| Contributory items | |
|--------------------|--|
| 4 Bell Street | Weatherboard house |
| 6 Bell Street | Weatherboard house |
| 7 Bell Street | Weatherboard house, associated with noted 19 th century Australian watercolourist Pilford Fletcher Watson |
| 8 Bell Street | Weatherboard house |
| 10 Bell Street | Weatherboard house |
| 11 Bell Street | Weatherboard house |
| 12 Bell Street | Weatherboard house |
| 14 Bell Street | Weatherboard house |
| 16 Bell Street | Weatherboard house |
| 18 Bell Street | Weatherboard house |

Note:

- The Bell Street HCA is located within the Vaucluse East precinct. The precinct character statement for the Vaucluse East precinct in Chapter B1 in this part of the DCP and B2.12 is to be read in conjunction with the provisions at B2.1 controls below.
- The controls below provisions at B2 apply in addition to the general development controls in Chapter B3 in this part of the DCP, including controls for Inter-War residential flat buildings

Commented [DCP284]: Remove references to individual properties since the statement of significance is a general statement for the whole HCA.

Commented [DCP285]: Enhance the desired future character so that it is not formulated as an objective and avoid repetition from the statement of significance.

Commented [DCP286]: Add new section listing all contributory items identified during recent street-by-street survey and review of development approvals.

Commented [DCP287]: Insert a note to ensure all heritage items in NHCAs are also considered contributory items.

Commented [DCP288]: Make reference to new provisions at B2.1.

► B2 pg.54

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► Part B | General Residential

B2 | Neighbourhood HCAs

(Section B3.8.7). Where there is an inconsistency, the ~~controls below~~ [provisions at B2.1](#) take precedence.



[Figure 2: 12 Bell Street, Vaucluse](#)

Commented [DCP289]: Insert a new caption to Figure 2

23 May 2015
Woollahra Development Control Plan 2014

► B2 pg.55

B2 | Neighbourhood HCAs

► Part B | General Residential

B2.12 Bell Street, Vaucluse

| Objectives | Controls |
|--|---|
| D1 To retain the significant character elements of the built form in the Bell Street HCA. | C1 Development corresponds to the front alignment of adjoining buildings. |
| D2 To ensure that alterations and additions are sympathetic and allow interpretation of the original building form. | C2 Building height corresponds to the height of adjoining buildings and is to be limited to a single storey with attic level and/or, where site and context are suitable, a two storey pavilion style rear extension connected to the cottage by a smaller scaled structure. |
| | C3 Development follows the established cottage forms with simple, rectangular volumes and traditionally pitched roofs. No flat roofs on primary, street facing, volumes. |
| | C4 Materials are timber lining boards for walls and corrugated steel for roofs. Exposed or rendered brickwork may be used for walls and tiles for roofs in the case of additions depending on context. |
| | C5 Garages and car parking structures are set back beyond the front building line. |
| | C6 Front fences are a maximum 1.2m in height using: timber pickets, timber post and rail with wire inserts, or rendered masonry consistent with the character of the house on the site. |
| D3 To protect views to and from the public domain of the precinct and to maintain view corridors to the harbour. | C7 Views from the street and public open space areas to the harbour and other parts of the city are retained. |
| | C8 Development maintains the significant views and vistas identified on the map for the HCA. |

Commented [DCP290]: Remove these provisions as there are now new provisions for all NHCAs at B2.1.

Commented [DCP291]: Replaced by O1 and O7 in B2.1.7

Commented [DCP293]: Replaced by C13 and C25 in B2.1.7

Commented [DCP294]: Replaced by C11 in B2.1.7 and new diagrams at Figure 1

Commented [DCP292]: Replaced by O5, O6 and O8 in B2.1.7

Commented [DCP295]: Replaced by C3 for alterations and additions and C23 in B2.1.7

Commented [DCP296]: Replaced by C14 in B2.1.7

Commented [DCP297]: Replaced by C18 and C19 in B2.1.7

Commented [DCP298]: Replaced by C21 in B2.1.7

Commented [DCP299]: Remove to avoid duplication with B3.5.3

Commented [DCP300]: Replaced by C27 in B2.1.7 and B3.5.3

Commented [DCP301]: Replaced by C27 in B2.1.7 and B3.5.3

► B2 pg.56

Draft DCP Amendment No.19
Woollahra Development Control Plan 2014

Item No: R3 Recommendation to Council

Subject: **DRAFT LOCAL HOUSING STRATEGY, DRAFT AFFORDABLE HOUSING POLICY AND DISCUSSION PAPER: LOCAL CHARACTER IN WOOLLAHRA**

Author: Kelly McKellar, Team Leader Strategic Planning

Approvers: Anne White, Manager - Strategic Planning
Nick Economou, Acting Director Planning & Place

File No: 21/99771

Reason for Report: To present the Draft Woollahra Housing Strategy 2021, Draft Woollahra Affordable Housing Policy 2021 and the Discussion Paper: Local Character in Woollahra.
To obtain Council's approval to publicly exhibit the Draft Woollahra Housing Strategy 2021 and Draft Woollahra Affordable Housing Policy 2021 concurrently with community consultation on the Discussion Paper: Local Character in Woollahra

Recommendation:

- A. THAT the report on the *Draft Woollahra Local Housing Strategy 2021, Draft Woollahra Affordable Housing Policy 2021 and Discussion Paper: Local Character in Woollahra Character* is received and noted.
- B. THAT Council resolves to publicly exhibit the following documents:
- i. *Draft Woollahra Local Housing Strategy 2021* (at **Annexure 1**)
 - ii. *Draft Woollahra Affordable Housing Policy 2021* (at **Annexure 2**)
 - iii. *Discussion Paper: Local Character in Woollahra* (at **Annexure 3**).
- C. THAT submissions received during the public exhibition are reported to a future Committee meeting of Council.

1. Summary

All councils in Greater Sydney must prepare a local housing strategy and have it endorsed by the NSW Department of Planning, Industry and Environment (DPIE). Accordingly, Council staff have prepared the *Draft Woollahra Local Housing Strategy 2021* (the draft local housing strategy) (at **Annexure 1**). Concurrently staff have prepared the *Draft Woollahra Affordable Housing Policy 2021* (the draft policy) (at **Annexure 2**).

The draft documents set out objectives and actions for housing in the Woollahra local government area (LGA) consistent with the vision established by the *Woollahra Local Strategic Planning Statement (LSPS) 2020* and our community strategic plan, *Woollahra 2030*. The actions will be implemented through Council's *Delivery Program and Operational Plan*.

Staff recommend that Council resolves to publicly exhibit the documents. A report on all submissions received during the public exhibition will be presented to a future Committee of Council.

In addition, staff recommend that a discussion paper on local character is also placed on public exhibition for community consultation (see **Annexure 3**). Respecting local character is an objective in the draft local housing strategy and a key concern for our community. This year, staff will commence the preparation of a local character statement, which will update and strengthen our character provisions. A local character statement will be prepared consistent with the relevant action in the LSPS and advice from the DPIE. Early pre-engagement will inform the preparation of our local character statement, to ensure that key community issues are considered up-front in the initial drafting stages.

This report provides a summary of the draft documents and recommends that Council resolves to publicly exhibit the *Draft Woollahra Housing Strategy 2021* and *Draft Woollahra Affordable Housing Policy 2021* concurrently with community consultation on the Discussion Paper for Local Character in Woollahra.

2. Background

Under the *Environmental Planning and Assessment Act 1979* (EP&A Act 1979), Council must give effect to the strategic planning framework. Preparation of a local housing strategy is a mandatory action in the following strategies that apply to the Woollahra local government area (LGA):

- *Greater Sydney Regional Plan: A Metropolis of Three Cities*
- *Eastern City District Plan*
- *Woollahra Local Strategic Planning Statement (LSPS) 2020*.

All councils in Greater Sydney must prepare a local housing strategy and have this endorsed by the DPIE. The purpose of the strategy is to, in plain English, clearly and concisely establish the basis for strategic planning for housing and residential development in the LGA. It will set out how we plan to facilitate housing that:

- meets the needs of our community now and in the future
- best fits with our local character, heritage, infrastructure capacity and scenic landscape
- contributes to housing targets for Greater Sydney and the Eastern City District
- implements the Woollahra LSPS 2020.

In 2020, Council staff engaged SGS Economics and Planning to prepare a housing study to provide a critical part of the evidence base we need to prepare a strategy that meets the DPIE's guidelines. A briefing on the housing study was held for Councillors in November 2020.

All local housing strategies must be endorsed by the DPIE. Key to the endorsement pathway will be an adequacy test and assessment against set criteria. The local housing strategy must follow the DPIE's template, and at a minimum it must:

- provide 6-10 year housing targets (2021 to 2026)
- provide 10-20 year housing targets (2026 to 2036)
- address affordable housing and housing diversity and how this will be delivered
- establish a strong implementation plan
- make recommendations that will facilitate economically feasible development
- be clearly written to ensure there is consistent interpretation.

Two Councillor workshops were held in March and April 2021 to help inform the drafting of the draft local housing strategy and draft affordable housing policy.

2.1 New dwelling increases since 2016

The following table gives an indication of net housing supply since the release of the Eastern City District Plan in November 2016. The 0-5 year housing supply target set in the District Plan for the Woollahra LGA is a minimum of 300 dwellings to be delivered between 2016 and 2021.

Council staff monitor development consents and construction certificates to help monitor net housing gains and development trends. This helps us to track progress in relation to meeting housing supply targets whilst also providing an evidence base relevant to certain planning proposals that may affect development capacity.

The information presented in the table below using our in house development monitor, and was reported to the Council meeting of 26 April 2021 in response to a Question with Notice.

| Net additional dwellings November 2016 to 19 April 2021*^ | | | | |
|---|--|--|--|--|
| Ward | Net additional dwellings approved pre 2016 and construction has commenced post November 2016 | Net additional dwellings approved post 2016 and construction has commenced or is completed | Net additional approved complying development post November 2016 | Net additional dwellings approved post November 2016 where constructions has <u>not</u> commenced (excluding complying development)o |
| Bellevue Hill | 65 | 74 | 1 | 90 |
| Cooper | 20 | 19 | 0 | 43 |
| Double Bay | 85 | 35 | 0 | 98 |
| Paddington | 1 | 8 | 0 | 24 |
| Vaucluse | 49 | 153 | 0 | 89 |
| LGA Totals | 220 | 289 | 1 | 344 |

**Note: building commencement is based on construction certificates lodged, signalling imminent commencement.*

^Disclaimer: Every reasonable effort has been made to ensure that this data is correct at the time of this report. However, this data is reliant on third party information and data currently entered into our property records system.

Based on Council's records of housing completions, the 0-5 year housing target set by the District Plan of 300 new dwellings (2016 to 2021) has been met.

Council staff note that dwellings count towards our housing supply targets when they are completed. Accordingly, whilst the table shows that there are a significant number of new dwellings approved and under construction, most will not be completed within the 0-5 year period. Therefore, the majority of these new dwellings will count towards the 6-10 year period once construction has been completed and an occupation certificate issued.

Notwithstanding the above information, staff note a recent trend of unit amalgamations in approved development applications (DAs) for residential flat buildings. Examples of this include:

- 28-34 Cross Street, Double Bay (DA2017/617) which was approved with 21 units but has since been reduced to 15 units
- 20-26 Cross Street, Double Bay (DA2015/390) which was approved with 34 units but has since been reduced to 26 units.

Staff also note that in the Double Bay local centre, net dwelling gain has been moderated by an increase in DAs for commercial buildings. For example, an approval for shop top housing at 30-36 Bay Street Double Bay was surrendered and an approval for a 100% commercial building was issued and is now under construction.

3. Draft Woollahra Local Housing Strategy 2021

The *Draft Woollahra Local Housing Strategy 2021* (**Annexure 1**) (the draft local housing strategy) establishes objectives and actions for future housing in the LGA.

It also outlines housing constraints and the long history of residential development in our area to explain why our housing targets may be smaller compared to other parts of Greater Sydney. The draft is text-only and images and graphic design will be added before the document goes on public exhibition should Council resolve to support the draft local housing strategy.

The draft local housing strategy is supported by a Housing Study prepared by SGS Economics and Planning (**Annexure 3**). As required by the DPIE, the technical report provides a detailed evidence base that informs the draft local housing strategy.

The draft local housing strategy has been prepared in accordance with DPIE's 'Local Housing Strategy Guideline' and has consideration to:

- NSW Government plans, including the *Greater Sydney Region Plan: A Metropolis of Three Cities*, *Eastern City District Plan* and *Future Transport 2056*
- demographic data including trends or changes over time
- the constraints of certain residential areas
- community feedback received during the preparation of the *Woollahra LSPS 2020*
- matters raised at the two Councillor workshops held in March and April 2021.

The draft local housing strategy contains the following objectives for housing in the Woollahra LGA:

1. Sustain a diverse range of housing types and protect low density neighbourhoods and villages.
2. Facilitate opportunities for housing growth in locations identified in the Woollahra Local Housing Strategy.
3. Ensure housing conserves heritage, maintains local character and achieves design excellence.
4. Ensure that new housing contributes to tree canopy and to long-term sustainability outcomes.
5. Support increased supply of accessible housing and affordable rental housing.

Actions identified in the draft local housing strategy range from short term (0-4 years), medium term

(5-10 years) to ongoing matters. These actions address matters such as:

- Maintaining the diverse range of housing types in the land use zones established by the *Woollahra Local Environmental Plan 2014* (Woollahra LEP 2014) and protect low density neighbourhoods and villages.
- Proceeding with Council's planning proposals to introduce:
 - a minimum lot size for dual occupancies,
 - a maximum FSR development standard for low density development types
 - tree canopy and urban greening provisions
- Advocating for infrastructure contributions reform
- Prepare a local character statement for the Woollahra LGA
- Facilitating increased affordable housing stock

- Encouraging universal design in new housing
- Continuing programs by Council's Community and Customer Experience Directorate which provide support for housing and rental assistance programs
- Advocating for changes to NSW Government Policies such as the Low Rise Housing Diversity Code and SEPP Seniors Housing provisions, including LGA exclusions from certain provisions.

Should Council adopt the draft local housing strategy, all actions will be implemented through Council's *Delivery Program and Operational Plan*. Accordingly, all timeframes are indicative only and are subject to budget and other resource considerations.

3.1 Proposed housing targets and forecasts

Council is required to provide housing targets and forecasts in the housing strategy to meet our responsibilities under the EP&A Act 1979. The draft local housing strategy notes that development in the Woollahra LGA will be lower compared to other LGAs reflecting our land use constraints, high levels of existing development and premium property values.

The draft local housing strategy identifies that based on data provided by DPIE, it is forecasted that for the 20-year period between 2016 and 2036 Council should plan for approximately 1,200 new dwellings, largely to address natural population growth. Accordingly, the draft local housing strategy sets out the following targets:

| | |
|--|---|
| 5-10 year housing target (2016 to 2021) | This target was established by the <i>Eastern City Direct Plan</i> . |
| 300 dwellings | Based on Council's records of housing completions, this target has been met. |
| 6-10 year housing target (2021 to 2026) | In preparing this target, staff also considered the advice of the GSC letter dated 12 March 2020 containing an indicative range of 500-600 new dwellings. |
| 500 dwellings | <p>Given the imminent start of this time period, development currently under construction and recent development consents indicate that we are on track to meet this target (see section 2.1 of this report).</p> <p>However, it is unclear what impact market changes and the impacts of the COVID-19 pandemic may have on housing delivery and future demand. For example, in the Double Bay Centre more than one consent for apartment development has been surrendered and a 100% commercial building has been approved in its place.</p> |
| 10-20 year housing forecast (2026 to 2036) | The NSW Government strategies for the delivery of transport and infrastructure being <i>Future Transport 2056</i> and <i>NSW Infrastructure Strategy 2018-2038</i> , have not identified any projects in the LGA that would support significant uplift. |
| 400 dwellings | <p>Should the <i>Draft Edgecliff Commercial Centre Planning and Urban Design Strategy</i> be adopted and changes to the Woollahra LEP 2014 are implemented, these changes will provide the capacity to meet this forecast. In addition, this increased capacity in Edgecliff will allow the limitation of housing capacity in other areas e.g. increasing minimum lot sizes for dual occupancies.</p> <p>It is noted that there are no other precincts in the LGA capable of accommodating uplift unless there is significant State investment and upgrades to infrastructure and services.</p> |

The above housing targets and the increased housing capacity that may be facilitated by the *Draft Edgecliff Commercial Centre Planning and Urban Design Strategy* will allow us to both:

- meet our responsibility to contribute to our housing supply in Greater Sydney and the Eastern City District
- implement actions to introduce planning provisions that may limit housing capacity in certain parts of the Woollahra LGA.

We acknowledge Councillor and community concern about housing growth. Staff are of the opinion that the draft local housing strategy provides an approach that will satisfy NSW Government requirements whilst setting a path to direct where housing is and isn't located, consistent with community values.

4. Draft Affordable Housing Policy 2021

On 26 February 2018, in response to a Notice of Motion, Council resolved:

THAT Council requests staff to prepare and submit to the Urban Planning Committee by 30 June 2018:

- A. a draft affordable housing policy which sets out a target for affordable housing in the Woollahra LGA, including the mechanism by which affordable housing could be provided in the Woollahra LGA; together with*
- B. a draft planning proposal, for later adoption by Council, such documents to include:*
 - 1. identification of applicable areas within the LGA where affordable housing under State Environmental Planning Policy No.70 Affordable Housing (Revised Schemes) SEPP 70;*
 - 2. relevant materials necessary to lodge a planning proposal to give effect to SEPP 70 in the Woollahra LGA;*
 - 3. mechanisms to encourage new residential developments in the municipality, particularly those developments in the Edgecliff corridor, to give up 5 - 10% of each development as "affordable housing", including consideration of in kind contribution of affordable housing;*
 - 4. provisions whereby all new "affordable housing" may be categorised as housing that is managed on a long-term basis by an external community housing provider within the Sydney Metropolitan area, appointed by Council under a relevant management contract; and*
 - 5. proposals for Council to utilise/ acquire property to be provided as affordable housing in order to meet Woollahra LGA's affordable housing targets.*

The *Draft Woollahra Affordable Housing Policy 2021* (see **Annexure 2**) (the draft affordable housing policy) sets out objectives for affordable housing, outlines the key mechanisms under the EP&A Act 1979, and identifies actions to help achieve the objectives. It has been prepared in accordance with the *Woollahra LSPS 2020* and *Woollahra 2030*. The objectives of the draft affordable housing policy are:

- a) To maintain and increase the supply of affordable rental housing for key workers and essential workers living in low and moderate-income households
- b) To encourage the provision of affordable, inclusive and diverse housing for very low, low and moderate income households, and meets special housing and access needs
- c) To ensure planning controls facilitate the supply of new affordable housing that is appropriately designed and located
- d) To effectively manage Council affordable housing assets or programs

- e) Advocate for affordable and social housing needs within the Woollahra LGA, the Eastern City District, and Greater Sydney
- f) To provide suitable support initiatives and referral services to households experiencing housing stress.

Actions identified in the draft affordable housing policy range from short term, medium term to ongoing actions relating to amendments to the Woollahra LEP 2014, areas for future investigation and advocacy. All actions would be implemented through Council's *Delivery Program and Operational Plan*. Accordingly, all timeframes are indicative only and are subject to budget and other considerations.

In relation to *State Environmental Planning Policy No. 70 – Affordable Housing (Revised Schemes) (SEPP 70)*, the draft affordable housing policy notes that it only allows councils to levy for affordable housing in precincts that are experiencing development uplift. Accordingly, an action is identified to require that it is applied to any such precinct in the Woollahra LGA.

Currently, the only applicable precinct in the Woollahra LGA is the area identified in the *Draft Edgecliff Commercial Centre Planning and Urban Design Strategy* which is currently on public exhibition. Should it be adopted by Council, an Affordable Housing Contributions Scheme (including an affordable housing target), and amendment to the Woollahra LEP 2014 would be prepared to mandate the delivery of affordable housing in this precinct in accordance with SEPP 70.

It is also noted that the draft local housing strategy contains actions relating to advocating to the NSW Government for improvements to mechanisms to facilitate affordable housing and increase social housing stock.

5. Local character discussion paper

Local character is what makes an area or place distinctive and it is highly valued by our community. Reflecting this, protecting and enhancing local character is an important priority in the Woollahra LSPS 2020. Respecting local character is an objective in the draft local housing strategy and a key concern for our community, particularly in relation to new housing and housing targets.

DPIE has been developing a new local character framework that will apply to all of NSW. It seeks to standardise the approach to local character. A draft model clause for local character was exhibited in 2020 which could be included in a council's local environmental plan. DPIE's policy team has advised that existing local character statements should be updated before they can be incorporated into the new framework and should be subject to community consultation during their preparation. The requirements for a local character statement are described in the *Local Character and Place Guideline* (2019).

Accordingly, staff will prepare our first stand-alone local character statement for the Woollahra LGA, and is recognised as an action in the Woollahra LSP 2021.

Our current planning provisions for local character are contained in the Woollahra Development Control Plan (DCP) 2015. These will be updated and translated into the new local character framework being developed by DPIE.

Staff recommend that a discussion paper on local character is also placed on public exhibition so that we can receive community feedback at the same time the community are considering the draft local housing strategy (see **Annexure 3**). Early pre-engagement will inform the preparation of our local character statement, to ensure that key community issues are considered up-front in the initial drafting stages.

A local character statement cannot stop development or prevent change. However, it can help us to preserve the best of what we have and ensure that the 'new' fits in harmoniously with our local character and vision for the future.

6. Public exhibition

If Council supports the exhibition of the three documents, the next step is exhibit the package of documents in accordance with the *Woollahra Community Participation Plan 2019*.

The public exhibition will be held on Council's *Your Say Woollahra* engagement platform for a minimum of six weeks. Public notice will be given in the Wentworth Courier each week of the exhibition and on Council's website. Notifications will be sent to all property owners in the LGA, resident groups and other relevant organisations.

The outcome of the public exhibition will be reported to a future Committee meeting of Council.

7. Delivery Program and Operational Plan (DPOP)

Planning for housing is a key strategic planning issue that affects the number of projects across the work program of the Strategic Planning Department. The draft local housing strategy and draft affordable housing study are relevant to a number of projects identified in Council's Delivery Program and Operational Plan. These are:

- Prepare a local housing strategy for Woollahra consistent with Action 16 of the Eastern City District Plan and Action 25 of the Woollahra LSPS 2020.
- Prepare a draft affordable housing policy (NOM 26/2/2018)
- Prepare a planning proposal to preserve of land for private recreational use of Double Bay Bowling Club (NOM 24/8/2020)
- Prepare a planning proposal to amend the Woollahra LEP 2014 to introduce a minimum lot size for dual occupancies in the R2 Low Density Residential Zone.
- Review matters which were deferred from inclusions in the Woollahra LEP 2014.
- Prepare a planning proposal and draft DCP to introduce an FSR for low density residential development and provisions for tree canopy and urban greening
- Report on amending the Woollahra LEP 2014 to rezone part of Riddell Street, Bellevue Hill (NOM 12/8/2019)
- Prepare a local character statement for the Woollahra LGA and identify areas of special local character
- Report on *SEPP Housing For Seniors Or People with a Disability 2004* (NOM 22/2/2021)
- Review and exhibit planning controls for the Edgecliff Commercial Centre
- Prepare a planning proposal to re-establish the intended interpretation of desired future character in the Woollahra LEP 2014.

In relation to these matters, the draft local housing strategy and draft affordable housing policy establishes the following:

- A draft local housing strategy that has been prepared in accordance with the Eastern city District Plan, Woollahra LSPS 2020 and relevant DPIE guidelines.
- A draft affordable housing policy that has been prepared consistent with Woollahra LSPS 2020 and the draft local housing strategy.
- That Council is on track to meet its 0-5 and 6-10 year housing targets and that additional capacity that may be facilitated through the recommendations of the *Edgecliff Commercial Centre Planning and Urban Design Strategy* will help us meet longer-term housing forecasts whilst allowing for proposals that may limit the maximum housing potential on sites in certain areas.
- That site specific and ad-hoc planning proposals to increase development potential are not encouraged unless identified in the draft local housing strategy or the Woollahra LSPS 2020. In relation to the deferred matters from the Woollahra LEP 2014 (including the Opportunities Sites) this means that staff will be recommending that Council does not proceed with the majority of these matters. A separate report will be presented to a Committee of Council on these matters.

Additionally, the public exhibition of the local character discussion paper commences the project to prepare a local character statement for the Woollahra LGA and identify areas of special local character.

Other matters which are relevant to the draft local housing strategy, and are currently being finalised are the following:

- Report on *SEPP Housing For Seniors Or People with a Disability 2004* (NOM 22/2/2021)
- Report on amending the Woollahra LEP 2014 to rezone part of Riddell Street, Bellevue Hill (NOM 12/8/2019).

8. Conclusion

This report introduces Council's first draft local housing strategy and draft affordable housing policy. These draft documents set out objectives and actions for housing and affordable housing in the Woollahra LGA.






Staff are of the opinion that the draft local housing strategy provides an approach that will satisfy NSW Government requirements to contribute to housing supply whilst setting out a path to direct where new housing is and isn't located, consistent with community values.

Given the importance of local character, a discussion paper on local character has also been prepared. Staff recommend that community consultation on this discussion paper occurs at the same time as the exhibition of the draft local housing strategy and draft affordable housing policy to facilitate early pre-engagement.

Staff have prepared these documents in accordance with DPIE guidelines, the Woollahra LSPS 2020, Woollahra 2030 and informed by Councillor workshops.

It is recommended that Council resolve to publicly exhibit the draft documents contained in the annexures to this report.

Annexures

1. Draft Woollahra Housing Strategy 2021 (*circulated under separate cover*) 
2. Draft Woollahra Affordable Housing Policy 2021 (*circulated under separate cover*) 
3. Discussion Paper: Local Character in Woollahra (*circulated under separate cover*) 
4. Housing Study by SGS Economics and Planning - December 2020 (*circulated under separate cover*) 
5. GSC letter dated for 12 March 2021 in support of the Woollahra Local Strategic Planning Statement 2020 (*circulated under separate cover*) 

Item No: R4 Recommendation to Council
Subject: **PADDINGTON MARKETING STRATEGY**
Author: Kate Burgess, Temp Coordinator Placemaking
Approver: Matthew Gollan, Manager - Placemaking
File No: 21/107300
Reason for Report: To report the Paddington Marketing Strategy, prepared for Council by the Sparrowly Group.

Recommendation:

- A. THAT the Environmental Planning Committee receive and note the Paddington Marketing Strategy as provided at **Annexure 1**, as a strategic resource for Council and other stakeholders to utilise in the promotion of Paddington.
- B. THAT the Committee receive and note the actions proposed in the Strategy as attached at **Annexure 2**, which have guided the development of the 2021 Paddington Marketing Campaign and will continue to inform future marketing initiatives.

Background:

The Placemaking Team reported the Paddington Marketing Strategy (the Strategy) to the 12 April meeting of the Environmental Planning Committee (EPC) for consideration. That report is attached as **Annexure 1**.

Following discussion by EPC members, the following resolution was made:

THAT the Paddington Marketing Strategy be deferred to a future meeting of the Environmental Planning Committee for the purpose of providing Councillors with a report that outlines the Paddington Marketing Campaign initiatives and associated costs proposed to be advanced, as recommended by the Paddington Marketing Strategy.

For the purposes of clarity, it is important to discern the difference between the Paddington Marketing Strategy and the 2021 Paddington Marketing Campaign.

The Paddington Marketing Strategy (the Strategy), delivered by Sparrowly Group in November 2020, is the overarching document that provides an action plan outlining short, medium and long-term priority project recommendations for the next three years.

The 2021 Paddington Marketing Campaign (the Campaign) is one priority project recommendation detailed within the Paddington Marketing Strategy that was advanced for one year only (2021 – *The Year of Paddington*). It should be noted that this campaign is made up of a suite of initiatives and are often referred to as ‘Paddington Marketing Campaign initiatives’.

Accordingly, this report responds to the resolution from the 12 April EPC meeting by providing:

- a) specific marketing initiatives and associated costs within the already advanced (and nearly complete) Campaign (2021 – *The Year of Paddington*)
- b) specific marketing initiatives and associated costs for other future campaigns recommended by the Strategy for 2022/2023.

- c) priority project recommendations and associated costs contained within the action plan in the Strategy.

This breakdown of initiatives and priority project recommendations have been provided in **Annexure 2**.



Estimated costs provided are indicative only and may vary depending on the final scope of future projects. Whilst the Strategy recommended a budget of \$230,000 for the 2021 Campaign, \$40,000 funding was allocated in the 2020/21 Council budget. This \$40,000 expenditure does not reflect the significant cost associated with council's internal resources who developed and managed the delivery of the Campaign.

At this stage, Council has made no commitment, nor undertaken any consultation to allocate funding toward any specific marketing initiatives beyond the 2021 Campaign. This would need to be considered by Council as part of the development of annual budgets and Delivery Program and Operational Plan (DPOP). This would also require Council to consider the availability of internal resources and staff capacity to deliver these campaign initiatives in the future.

Conclusion

The Paddington Marketing Strategy is a strategic resource for Council and other Stakeholders to utilise in the promotion Paddington. The analysis and actions proposed in the Strategy have guided the development of the 2021 Paddington Marketing Campaign and will continue to inform future marketing initiatives undertaken by key stakeholders including Council and the Paddington Business Partnership.

Annexures

1. Paddington Marketing Strategy - report to Environmental Planning Committee 12 April 2021 [↓](#) 
2. Summary of initiatives and associated costs as recommended by the Paddington Marketing Strategy [↓](#) 

Woollahra Municipal Council
Environmental Planning Committee Agenda

12 April 2021

Item No: D4 Delegated to Committee
Subject: **PADDINGTON MARKETING STRATEGY**
Author: Kate Burgess, Temp Coordinator Placemaking
Approvers: Matthew Gollan, Manager - Placemaking
Craig Swift-McNair, General Manager
File No: 21/54783
Reason for Report: To report the 2020 Paddington Marketing Strategy prepared for Council by the Sparrowly Group.

Recommendation:

THAT the Environmental Planning Committee note the Paddington Marketing Strategy.

Background:

Oxford St & Paddington Place Plan 2019-2023

The *Oxford Street & Paddington Place Plan 2019 to 2023* (the Place Plan) was adopted by Council on 27 May 2019. The Place Plan aims to build on the Placemaking approach established by the *Oxford Street Roadmap Report*, to enhance the vitality of Paddington's shopping areas in a balanced and responsible manner. The *Place Plan* is consistent with Council's *Community Strategic Plan 2030* and our *Delivery Program 2018 – 2020 and Operational Plan 2018 – 2023*. Many strategies, priorities and actions are ongoing and spread over the life of the *Place Plan*. Others are timed to occur at specific milestones. Strategy 4.2 of the Place Plan is to:

Promote Oxford Street as a walkable iconic high street filled with one-of-a-kind global and local destinations. Paddington's authentic day and night meeting place.

Under this strategy there are six operational plan actions/projects. Project 4.2.1 is:

A comprehensive marketing strategy is developed for Oxford Street utilising a variety of media with an emphasis on fashion, furnishings and food, while being receptive to any new direction and future trends

Oxford Street & Paddington Marketing Strategy

In accordance with 4.2.1 of the Place Plan, in February 2020 the (former) Manager - Placemaking commenced the procurement process for the preparation of a Marketing Strategy for the Oxford Street shopping neighbourhood. In response to the brief Council received a number of submissions from a variety of strategic marketing and communications firms, and in June 2020 the Sparrowly Group were appointed. It is noted that in September 2020 the brief for the marketing strategy was expanded from being focused solely on Oxford Street to apply to Paddington more generally.

Insights were gathered and analysed from various sources including: spend data, stakeholder consultation, social listening, mystery shopping, and desktop research and in November 2020 Sparrowly Group provided the Final *Paddington Marketing Strategy* (the Strategy) (see **Annexure 1**).

The strategy includes challenges and opportunities for Paddington, as well as marketing initiatives, with the aim of creating a consistent and positive voice to re-position and re-frame Paddington to change perceptions and build advocacy. The Strategy is divided into the following sections:

- *What is Paddington?*
- *What is Happening Now?*
- *Challenges and Opportunities*
- *The Future*
- *Action Plan*

Under *The Future* section of the Strategy, the Strategy identifies four key strategic pillars to address the business challenges and marketing opportunities for Paddington. These are:

- *Internal Alignment:*
To make doing business in Paddington more desirable to attract and retain consumers.
- *Audience Engagement:*
Increase footfall, spend and advocacy.
- *Stakeholder Engagement and Collaboration:*
To maintain a collaborative and innovative approach to stakeholder engagement.
- *Measuring for Success:*
Using economic and behavioural insights to guide decision making for Placemaking, business attraction, driving demand and ultimately assisting businesses better understand and respond to consumer needs. Capture insights and behaviour driving visitation and the wants and needs of an evolving audience.

The Action Plan then contains short, medium and long-term priority project recommendations for the next three years.

2021 Paddington Marketing Campaign

Having reviewed and synthesised the actions in the Strategy and in light of Councils current budgetary considerations, the Placemaking team have developed the *2021 Paddington Marketing Campaign* (the Campaign) in consultation with stakeholders including Paddington Business Partnership (PBP) and the City of Sydney (CoS).

The primary intention of this Campaign is to take ownership of 2021 for Paddington (noting that 2021 is the postcode of Paddington), working closely with businesses to build advocacy and collective pride for Paddington. Staff are working with key stakeholders to amplify the message through existing channels as well as creating a new program of curated and bespoke content and events.

\$40,000 has been allocated in the Placemaking Budget for the 2020/2021 year to implement the Campaign. The committee should be advised of the following marketing initiatives implemented so far in 2021:

- Development of the *2021: The Year of Paddington – Celebrate with Us* brand, style guide and business toolkit as well as branding materials for businesses to utilise for communications in store and via marketing activities. It will also include design elements for Placemaking e.g. street banners.

- Staff to manage bespoke and proactive customer facing public relations and content (written, video and imagery) development, placement and amplification (through media buy). CoS have committed \$20,000 to fund a media partnership with Time Out to promote the campaign launch event *A 2021 Night Out* and a broader promotion of Paddington throughout 2021.
- Staff to work closely with businesses in supporting their digital amplification of the campaign to drive conversation, including the provision of suitable branding materials.
- Consumer events – supporting community led events (subject to relevant COVID-19 restrictions in place at the time). The launch event for the campaign, *A 2021 Night Out* took place on 25 March 2021 in collaboration with the PBP & the CoS, with 123 Paddington businesses participating in the event from a range of industries including fashion, homewares, health and beauty and drinking and dining. The event was promoted via an extensive mix of marketing including a \$20,000 media partnership with Time Out which was funded by City of Sydney. Spendmapp data (spending analysis data) will be available in June 2021 to measure the economic impact of the event, however initial feedback from participating businesses and attendees is positive with many excited for repeat events.

The Oxford Street & Paddington Working Party will be consulted on the continued development of the Campaign and its associated initiatives.

Paddington businesses will be invited to submit proposals for initiatives which can be incorporated into the Campaign. Initiatives which appropriately compliment the objectives of the Campaign will be provided with in-kind support from Council.

Feedback on Marketing Strategy

It should be noted that Council staff have received and noted feedback on the Paddington Marketing Strategy from multiple internal and external stakeholders including

- ***Oxford St and Paddington Working Party***

At the meeting on 18 February 2021, staff presented the initial activities planned for the 2021 Paddington Marketing Campaign. The Paddington Marketing Strategy was discussed at length by those present at the meeting, including concerns regarding the content of the Strategy and the procurement process. The Working Party were invited to submit additional feedback on the Strategy in writing to staff.

- ***Councillor Feedback***

Some Councillors provided feedback via email in February 2021 and requested a meeting with the Mayor, General Manager and relevant staff to discuss the Strategy. This meeting took place in late March 2021, with the Mayor, Councillors Zeltzer and Price present as well as the General Manager and the Manager Strategic Planning, who at the time had been involved with a range of Placemaking initiatives.

Discussion at this meeting revolved around the processes that led to the development of the Strategy i.e. the various reports and resolutions from the Working Party and relevant Committees of Council, through to the delivery of the final Strategy in late 2020.

- ***External feedback***

CoS and PBP representatives were both consulted as part of the development of the Strategy. Upon receipt of the final Strategy, the PBP and the City of Sydney enthusiastically committed to participating in the development and execution of initiatives related to the 2021 Paddington Marketing Campaign. One result of this collaboration was the *2021 Night Out*, as detailed earlier in this report.

For clarity, a project timeline detailing important dates and milestones relating to the development of the Strategy has been provided at **Annexure 2**. It should be noted that whilst Council staff have facilitated engagement initiatives associated with the Strategy, none of the current management involved in Placemaking were employed by Council during the preparation of the brief for the Strategy, nor with the procurement process that was undertaken, therefore the information presented in this report is to the best of current Council staff's knowledge.

Conclusion

The Paddington Marketing Strategy provides a resource for Council and other stakeholders and provides internal and external perceptions of Paddington as a place. The analysis and actions proposed in the Strategy have guided the development of the 2021 Paddington Marketing Campaign and will continue to inform future marketing initiatives.

Annexures

1. Paddington Marketing Strategy 2020 - prepared by Sparrowly Group
2. Paddington Marketing Strategy 2020 - Project Timeline

Paddington Marketing Strategy



November 2020

Acknowledgement of Country

Sparrowly Group acknowledges the Traditional Custodians of this land, the Gadigal and Birrabirragal people, and recognises the cultural diversity of our local Aboriginal and Torres Strait Islander communities. We are committed to creating innovative opportunities by building stronger relationships, mutual respect and encouraging cultural practices that strengthen and support a harmony between Aboriginal and Torres Strait Islander peoples and the broader community. Sparrowly Group values the input from Aboriginal and Torres Strait Islander peoples into decision-making processes at a local level and encourages their active participation.

Prepared by

**SPARROWLY
GROUP**

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Executive Summary

Woollahra Municipal Council (WMC) is committed to revitalising the Oxford St and Paddington shopping neighbourhood through a range of initiatives which are set out in the Oxford Street and Paddington Place Plan.¹ This marketing strategy forms part of these initiatives.

Paddington has a reputation associated with the fashion industry, with outlets for high end established and emerging brands. It has a vibrant pub scene with diverse food and beverage offerings. More recently an expanding array of furniture and lifestyle stores have opened particularly on Oxford St. These are all located in a unique heritage setting, alongside institutional landmarks such as Victoria Barracks, Paddington Market, University of NSW Art Design, Notre Dame University and St Vincent's Hospital. In close proximity is the Sydney CBD, Moore Park Parklands, Fox Studios, SCG and Centennial Park.

Woollahra Municipal Council works closely with their partners, the City of Sydney (CoS) and the Paddington Business Partnership (PBP), in supporting Paddington businesses. The intention of this marketing strategy is to build upon and complement the current activity undertaken by Woollahra Municipal Council, City of Sydney and Paddington Business Partnership.

Supporting this is an embracing marketing campaign that promotes Paddington as a vital destination not only where the shopping is great but there is so much more to experience. This strategy outlines a coordinated program across all forms of media that is fresh, innovative and exciting. A program that leverages promotional work already being done, existing and new activations (William Street Festival, Head On Photo Festival, Perry Lane Art Project) and reaches out to new audiences using the Helix Persona Model identifying *Leading Lifestyles* and *Aspirational*s as the key audience segments, additionally *Business Networkers* will be critical for business to business collaborations and continued growth across Paddington.

¹ Woollahra Municipal Council 2019, *Paddington and Oxford Street Place Plan 2019 - 2023*,
https://www.woollahra.nsw.gov.au/__data/assets/pdf_file/0006/207384/Oxford_Street_and_Paddington_Place_Plan.pdf

Current State

The following analysis provides a high-level review of the current situation and performance of Paddington. Insights have been gathered from various sources including: spend data, stakeholder consultation, social listening, mystery shopping, and desktop research. It lays the foundation for the development of the marketing strategy.

What is Paddington?

Place Story

The Oxford St and Paddington Place Plan 2019 - 2023, adopted on 27 May 2019, outlines the following place story:

'Oxford St is celebrated as an iconic heritage high street with rich history, a destination for global and local fashion, food and furniture offerings, as the gateway to the heritage enclave of Paddington, its cultural and artistic life, community meeting places and beautifully preserved terrace streetscapes. The Oxford St retail experience is one of stepping back in time, onto a walkable Victorian streetscape, into a village destination for locals and a destination for visitors seeking authentic heritage feel.'

Value Proposition

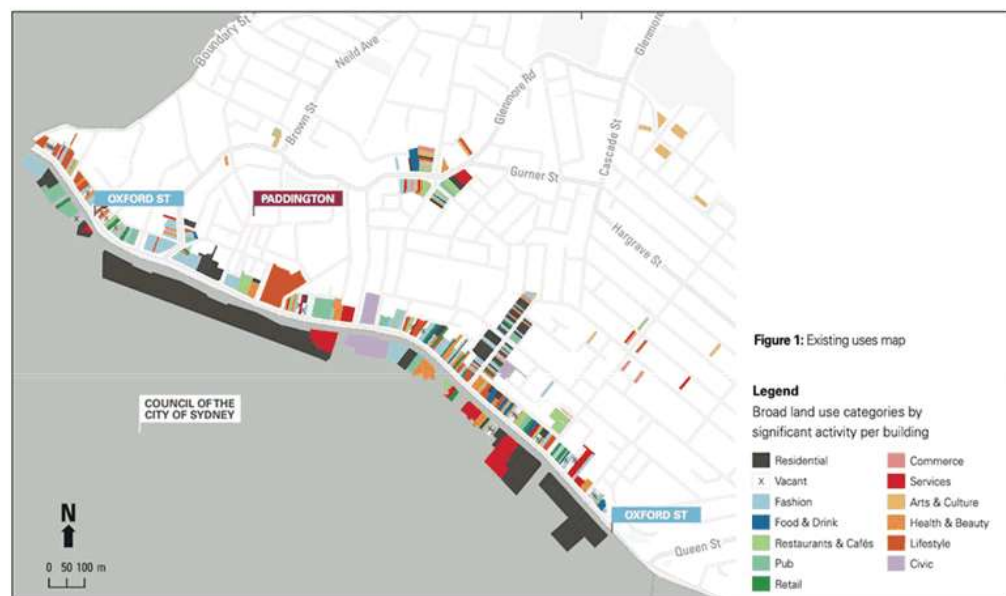
| Value Proposition | What makes it true |
|---|--|
| Paddington provides a multi sensory experience | <ul style="list-style-type: none">• Paddington is an authentic local village that encapsulates its heritage through an engaging and contemporary lens.• The care and attention to its presentation provide an excellent balance between location, greenery, action vs. respite. It's interesting topography and precinct design creates a sense of curiosity.• It provides a safe and welcoming space for visitors, residents and businesses.• High quality and variety of shopping and entertainment experiences are available.• It's a gem in Australian shopping precincts with high quality, yet, inclusive mix of shopping, entertainment and recreation. |
| Paddington is a collaborative and welcoming place to do business | <ul style="list-style-type: none">• Paddington attracts a mix of business that puts a high value on customer experience.• Paddington businesses represent quality and provide a diverse mix for consumers.• "A" list tenancy mix e.g. The Intersection, Merivale, Paddington Markets, |

| | |
|---|--|
| | <p>Five Ways and planned mixed use building developments underway e.g The Cambrian.</p> <ul style="list-style-type: none"> • A well established business group, Paddington Business Partnership. • A dedicated consumer facing brand, Visit Paddington, that sees the investment and collaboration of businesses run by local businesses. • A high number of businesses where the owner is present and connecting with customers. • Placemaking continues to be a focus for Paddington. • Diverse customer base. |
| Paddington provides an eclectic canvas of creativity | <ul style="list-style-type: none"> • Events - e.g Perry Lane Art Festival, William St Festival. • It is visually beautiful with a mix of green space, a unique topography, high quality and maintained architecture, public art (street art, installations, etc.). • Business mix that attracts creative entrepreneurs. • Contemporary Art Galleries peppered throughout Paddington. • Home to Australian and international fashion in both design and homewares. • Aesthetically merchandised shop fronts. • A mix of professional services residing in Paddington, e.g. architects, PR agencies and interior designers. |
| Paddington is a self contained, multi-use village | <ul style="list-style-type: none"> • Safe and secure. • Easy to get around. • Diverse, high quality mix of retail and services: <ul style="list-style-type: none"> ◦ Department stores ◦ Dining and entertainment ◦ Furniture and other housing goods ◦ Personal Services ◦ Professional services ◦ Specialised and luxury goods ◦ Specialised Food retailing ◦ Trades and contractors • A beautiful and natural environment. • Aesthetically pleasing and well maintained. • Home to many flagship stores. |

What is Happening Now?

Business Activity

Today, the business community in Paddington is diverse, and operates together in a retail environment that is performing. As highlighted in the following map, Paddington's broad mix of business types is also spatially diverse.



Source: Oxford Street and Paddington Place Plan 2019-23.

Shop Front audit data:²

| Closed | Empty | For lease | Operating | Under construction |
|--------|-------|-----------|-----------|--------------------|
| 2 | 10 | 2 | 49 | 2 |

N.B. The data provided indicated there were 68 entries that were first story doors without street frontage. These were unidentifiable and classified as blank because it was not clear if they were residential or commercial and as such, have not been included.

² Woollahra Municipal Council 2020, Oxford Street Shopfront audit (September 2020), supplied within.

Woollahra Municipal Council
Environmental Planning Committee Agenda

12 April 2021

An analysis of spending data shows that throughout the September 2019 - August 2020 period, the Woollahra LGA had a total local spend of \$1.545 billion.³ This includes spend from both LGA residents as well as visitors. The largest contributing suburb to this total was Double Bay (\$448.9 million), followed by Paddington (\$350.8 million) and Rose Bay (\$295.3 million).

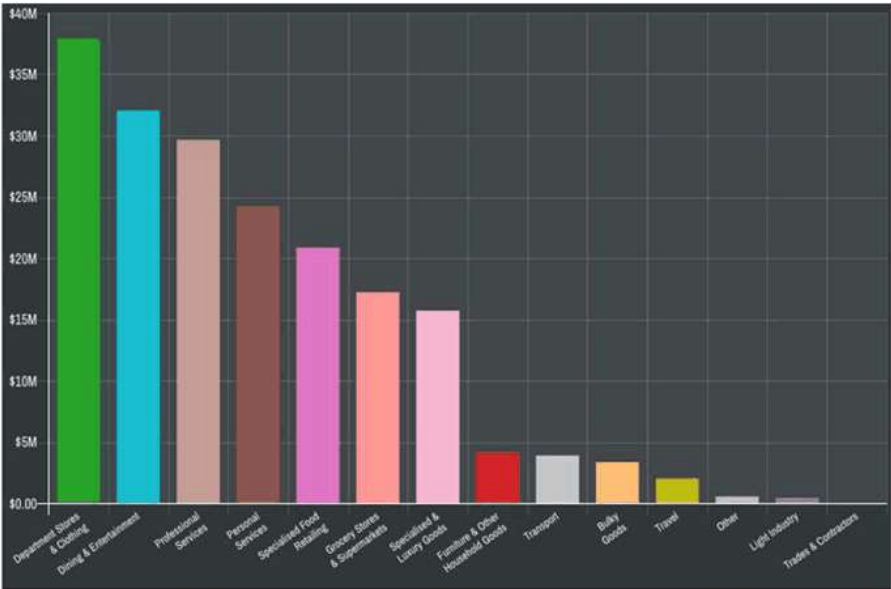
Total Local Spend Sep 2019 - Aug 2020

| Suburb | Total Local Spend | | | Proportional LGA Contribution | | | Non Work vs All Hours |
|---------------|-----------------------|-----------------------|-------------------------|-------------------------------|----------------|-----------|-----------------------|
| | Work Hours | Non Work Hours | All Hours | Work Hours | Non Work Hours | All Hours | |
| Double Bay | \$ 285,400,000 | \$ 163,500,000 | \$ 448,900,000 | 29.4% | 28.5% | 29.0% | 36% |
| Paddington | \$ 192,400,000 | \$ 158,400,000 | \$ 350,800,000 | 19.8% | 27.6% | 22.7% | 45% |
| Rose Bay | \$ 189,600,000 | \$ 105,700,000 | \$ 295,300,000 | 19.5% | 18.4% | 19.1% | 36% |
| Woollahra | \$ 123,200,000 | \$ 70,310,000 | \$ 193,510,000 | 12.7% | 12.3% | 12.5% | 36% |
| Edgecliff | \$ 122,600,000 | \$ 47,000,000 | \$ 169,600,000 | 12.6% | 8.2% | 11.0% | 28% |
| Vaucluse | \$ 26,470,000 | \$ 13,730,000 | \$ 40,200,000 | 2.7% | 2.4% | 2.6% | 34% |
| Bellevue Hill | \$ 23,730,000 | \$ 8,700,000 | \$ 32,430,000 | 2.4% | 1.5% | 2.1% | 27% |
| Darling Point | \$ 7,127,000 | \$ 5,433,000 | \$ 12,560,000 | 0.7% | 0.9% | 0.8% | 43% |
| Point Piper | \$ 1,187,000 | \$ 875,100 | \$ 2,062,100 | 0.1% | 0.2% | 0.1% | 42% |
| | \$ 971,714,000 | \$ 573,648,100 | \$ 1,545,362,100 | | | | |

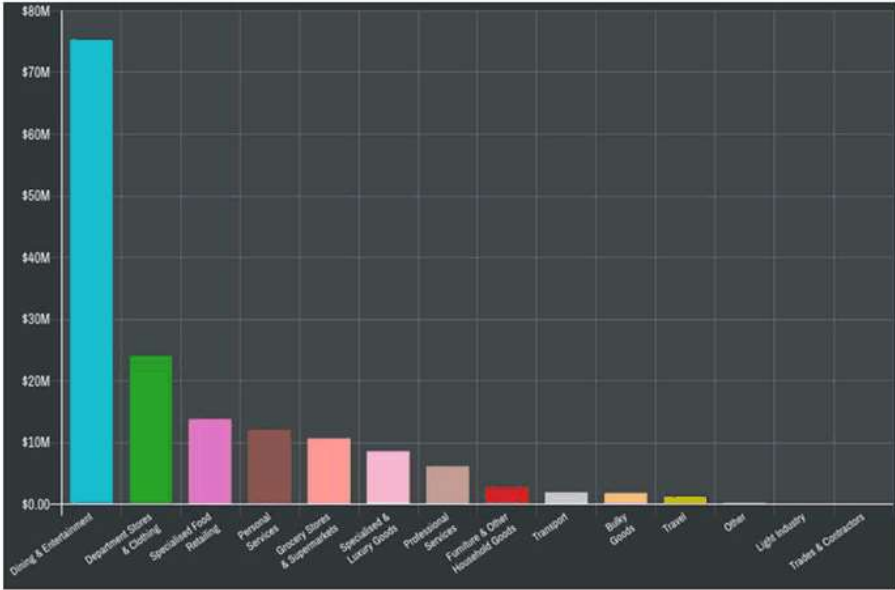
Whilst total spend for Double Bay exceeds Paddington's by almost \$100 million, it is important to highlight that their respective spends during non work hours (e.g. their night time economies) are relatively commensurate. Their totals diverge due to work hour spending that as a result, there is significantly more spending in grocery stores and supermarkets in Double Bay (\$129 million) compared to Paddington (\$35 million) - approximately 4-times as much.

Across the LGA, the primary categories for spending are Dining and Entertainment, Grocery Stores and Supermarkets, Professional Services, Specialised Food Retailing, and Personal Services. For Paddington, these categories also represent key areas of spend. However, during work hours, Paddington's largest area of spend is department stores and clothing, representing 44% of the LGA's total spend in this category. Conversely, during non work hours, Paddington's total spend is dominated by the dining and entertainment category, representing almost half (47.5%) of its night-time economy. Further, 45% of Paddington's total spend occurs outside work hours, again demonstrating the significance of its night-time economy.

³ Spendmapp Woollahra Municipal Council 2020, spendmapp.com.au

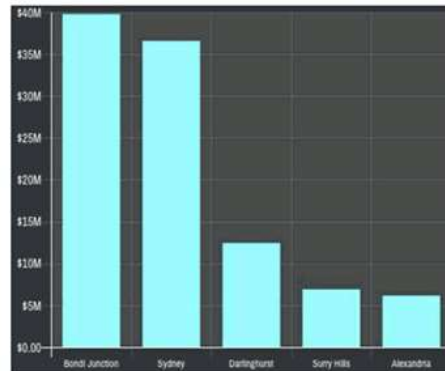


Total spend for Paddington, by category, during work hours (Sep 2019 - Aug 2020).

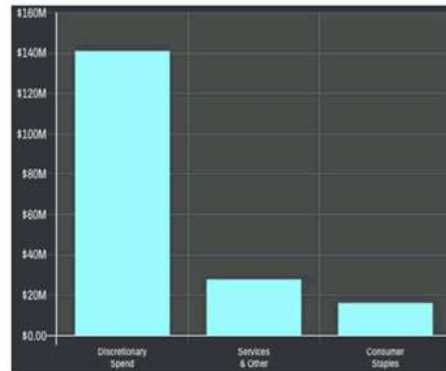


Total spend for Paddington, by category, during non work hours (Sep 2019 - Aug 2020).

In the same time period for Paddington, the escape spend from Paddington residents is attributed to Bondi Junction, Sydney City, Darlinghurst, Surry Hills and Potts Point dominated by discretionary spend in the categories of: department stores and clothing, dining and entertainment, specialised luxury goods, travel (including hotels, airlines etc.).⁴

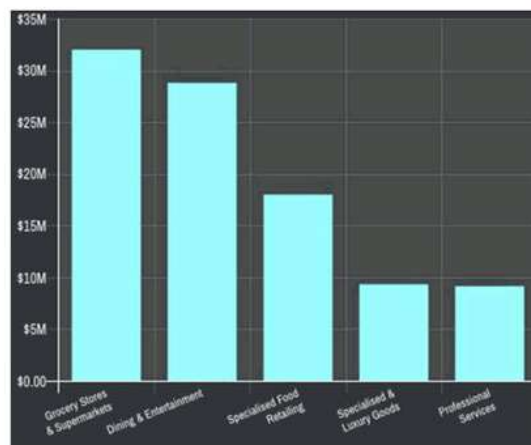


Dominant locations of escape spend from Paddington
(Sep 2019 - Aug 2020).



Dominant categories of escape spend from Paddington
(Sep 2019 - Aug 2020).

Within the LGA, Paddington resident escape spend is attributed to grocery and supermarkets (most likely Double Bay), dining and entertainment (primarily during the evening), specialised food retailing, specialised and luxury goods and professional services to Woollahra, Edgecliff, Double Bay and Rose Bay.



Dominant categories of resident escape spend from Paddington
(Sep 2019 - Aug 2020).

⁴ Spendmapp Woollahra Municipal Council 2020, spendmapp.com.au

Within Paddington, resident spend during work hours is attributed to dining and entertainment, department stores and clothing, grocery stores and supermarkets, professional services, specialised food retailing and personal services. In non-work hours, spending is attributed to dining and entertainment with the other aforementioned categories halved.

Activating Paddington

Events

Within Paddington, and more broadly across Woollahra Municipal Council, there are a number of key event landmarks encouraging visitors to the area that include: Paddington Market, Perry Lane Art Project, William Street Festival and Head On Photo Festival. The knock on effect of visitation to the Paddington Market into broader Paddington is one that should be noted and reinforced. The Market is an establishment in its own right with their own brand recognition and visitor awareness.

COVID-19 has impacted on all activations with Head On Photo festival transitioning online, William Street Festival being cancelled and Paddington Market ceasing operation until September 2020.

Interestingly, in stakeholder consultation, the only stakeholders to see the value of the festivals were the festival organisers. All the other stakeholders consulted knew about the festivals and how the Council supported the associated activities, but there was a lack of clarity around the benefits or specific outcomes of these events. This is not to say that the events are not successful or relevant, but rather that there is a lack of data to measure these outcomes and a sense of apathy towards them by stakeholders.

Visit Paddington Brand

As identified above, the Paddington Business Partnership is responsible for the rollout of marketing and promotion under the "Visit Paddington" brand. Visit Paddington is not currently working to a specific marketing program, but the reputation and representation for the neighbourhood does present well and appears to be strong and growing, in particular with active and responsive involvement from the business community. Whilst their Instagram is consistent, other channels and marketing activity are sporadic.

Individual Business Marketing

A marketing audit of Paddington businesses was undertaken indicating that there are varying levels of proactive offline and online marketing that could, in many cases, be related to varying levels of expertise within the businesses.

The Intersection

The Intersection is located partly on Oxford Street and onto Glenmore Road, featuring a small cluster of fashion retail, some cafes and a traditional public bar. It is characterised by the presentation of historical and fashion interpretation, and planter boxes in the built environment. The Intersection village curates a dedicated brand and marketing program to promote the offering as a destination. It is consistent and active across all digital platforms, including a translated website in simplified Chinese.

Wayfinding - The Ganda App

An App for precinct navigation has been created, however, execution and uptake have been beneath expectations. Further examination of consumer behaviour is outlined on page 24 (Wayfinding and Visitor Experience Trends).

Visit Paddington Map

The Visit Paddington Map was created by the Paddington Business Partnership and Local Publishing Co. The map was supported by Woollahra Municipal Council, and was produced in consultation with Destination NSW for domestic and international tourists through placement at airports and hotels. This map was also made available on the Big Red Bus on the Bondi Route.

It was a paper map featuring the member businesses of PBP acting as a handheld graphically presented guide to what Paddington has to offer of walking or shopping trails. This map had more than one print run, and anecdotally was well regarded, however, consultation indicated that the design was not great, in that it was not well presented, making it difficult to see all that Paddington had to offer and some member businesses were excluded based on space and crowding in the map design.

Paddington Trails

Paddington Trails is an evolution of the Visitor Paddington Map and will be a handheld guide showcasing what Paddington has to offer, presented as walking and shopping trails that are aligned to various categories. It will be released by PBP and Local Publishing Co in mid-November 2020. The 68-page booklet will have an initial distribution of 10k copies around Paddington and eventually the Big Red Bus when the Bondi Route recommences.

The Big Red Bus

Under normal operating conditions, The Big Red Bus stops at Oxford St and Oatly Road as part of the 'Bondi Tour' route. This stop is to give visitors access to Sydney Cricket Ground and is the only shopping stop in Paddington.

Public Art

Public art is featured predominantly through murals and wall art across Paddington. This is seen as making a positive impact and contributing to the overall sense of place. Public Art is supported by

Council via the Place Making Grants and Event and Activation activities such as [Perry Lane Art Project](#) as part of the William Street Festival.

Local Marketing and Place Promotion

The May 2020 installation in Fiveways around Mothers Day, #Paddotogether, was highly commented on in consultation as positive and uplifting to locals and business owners in the area. The installation #paddotogether gathered over 500 tags in 2020 commencing from this installation collaborating with a local business owner.



Local Publications

The Local Paddo magazine launched in Autumn 2020. Approximately 20,000 copies are distributed bi-annually from Darlinghurst to Woollahra covering topics on food, fashion, local life, history and retail in Sydney's Paddington region. This seasonal publication has outstanding journalistic and production values which clearly represent and align with Paddington's Value Proposition. Currently, *Local Paddo* is the strongest presence in publishing for the area. Woollahra Municipal Council has subsidised the *Local Paddo* and *Local Bayside* editions of this magazine allowing for businesses to participate.

Other publications from the same publisher, [Local Publishing Co](#), include: *Local Bondi* and *Local East*. Both also have a strong representation of Paddington and its businesses. Additionally the *Wentworth Courier* remains a weekly publication for the Eastern suburbs. Current circulation is at 144k print reach and 18.5k total digital reach of unique visitors (July 2019 - June 2020).⁵

⁵ News Corp Australia 2020, *Wentworth Courier*, <https://www.newscorpastralia.com/brand/wentworth-courier/>.

City of Sydney's #Sydneylocal Campaign

#Sydneylocal is the social media campaign launched in 2018. This campaign and associated activity has been very well taken up and utilised. City of Sydney advises that it is their intention to continue with #Sydneylocal for the foreseeable future.

Paddington appears within #Sydneylocal on Instagram as:

- #Paddingtonsydney (17k posts)
- #paddingtonterraces (12.5k posts)
- #visitpaddington (12.4k posts)
- #VisitPaddington (12.3k posts)
- #Paddotogether (524 posts)
- #localpaddo (100+ posts)
- #paddingtonlocal (under 10)
- #sydneyfoodie (over 1 million posts)

Woollahra Municipal Council Social Media Accounts

Woollahra Municipal Council's communications team has an ongoing organic process of amplifying and boosting content featuring local business across Council social media channels. This is driven by activities related to grant recipient activations, local success stories, posts shared by PBP and other legitimate sources.

Night Time Economy

In December 2019, Woollahra Municipal Council ratified the [Night Time Economy Policy](#) which seeks to support and acknowledge the importance of the night time economy to vibrant food precincts across the Woollahra LGA. Additionally, in line with COVID-19 operating conditions, variations have been allowed in some parts of the LGA including Paddington to make outdoor seating and dining possible, including a waiver in footpath trading fees.

Outdoor Dining

Woollahra Municipal Council has a [Footway Dining Policy](#) that covers Paddington and the entire LGA so that approvals are available to suitable and compliant businesses. Where seat topography allows, this has resulted in a cosmopolitan and active street dining experience.

Signage

Woollahra Municipal Council uses the Woollahra Development Control Plan (May 2015). This instrument has a thorough and clear chapter which can be found on the Woollahra Municipal Council website: [Chapter E7, Signage - Woollahra Municipal Council](#) created specifically for commercial areas in the Woollahra Local Government Area. Chapter E7, Signage, outlines placement and signage treatments suitable for fit-out, including awnings, fascias, shingles, windows and doors for signage location and suitable sizings.

Within the Control Plan it is not necessary to apply for approval (as exempt and complying development) for real estate 'for sale and for lease' signboards. This has led to real estate agents placing large double facing signboards on top of awnings. These signboards are outside what Chapter 7 allows in the Control Plan and the street would have greater visual appeal if such signage was removed. Real estate signage should comply with the guidelines outlined as other local business signage does.

Along Oxford Street, occasionally, awning fascias are unpainted, or in disrepair. As part of the standard fit out, businesses should include fascias presentation to enhance the overall visual appeal of the streetscape. Awning fascias make a valuable impact when viewing a business from the street or across the road.

Display of Goods Policy

The [Display of Goods Policy](#) outlines the outdoor trading guidelines which are fair, equitable and enforceable. Currently businesses are not optimising the opportunities presented in this policy. Business should be supported and encouraged to take advantage of such a display opportunity wherever possible and applicable. A-frames and free standing signage are excluded from the public domain and should not be used by businesses. Such signage is a barrier for people with visual impairment and reduced mobility, as well as being detrimental to the visual appeal of the street.

Who is Involved?

Partners and Stakeholders

The Paddington business community is diverse with each business acting as an individual representative of Paddington. There are a number of existing partners and stakeholders, some more engaged than others. A full list of stakeholders captured in consultation can be found in the Appendix.

| Paddington Business Partnership (PBP) | |
|---------------------------------------|--|
| About | <ul style="list-style-type: none">• The Paddington Business Partnership is a member-based registered organisation for Paddington businesses, managed by a committee of business owners on a volunteer basis.• 'Visit Paddington' is the consumer facing brand managed by PBP.• The committee is ultimately responsible for membership and seeks their input and feedback on a continual basis.• Volunteer run, business led organisation.• They receive funding from both CoS and WMC. |
| Intended Roles and | <ul style="list-style-type: none">• Growing its reputation as being the 'go to' place for information that allows business to enhance its skill base, explore new directions and grow its market |

| | |
|-------------------------|---|
| Responsibilities | <p>share.</p> <ul style="list-style-type: none"> • Deliver marketing activities under the "Visit Paddington" brand. • Manage the delivery of the William Street Festival. • Maintain proactive and results driven relationships with WMC, CoS, PBP members and Paddington business more broadly. • Present on outcomes to funding partners including WMC and CoS. |
|-------------------------|---|

| Landlords | |
|--|---|
| About | <ul style="list-style-type: none"> • Property owners who have been in ownership of land for generations and, in some instances, have little or limited interest in maintaining, improving their buildings or improving the tenancy mix. • Identified major landlords, in particular, being Merivale, The Intersection Paddington and The Cambrian each owning multiple venues and curating a tenant mix of premium standards. |
| Intended Roles and Responsibilities | <ul style="list-style-type: none"> • Curating a tenant mix that reflects community demand and expectations. • Support the marketing and promotion of their establishments and more broadly Paddington. • Comply with policies as set out by WMC. • Operate within the integrity of Paddington as outlined in the Place Plan. • Maintain building infrastructure to ensure safety. |

| Individual Businesses | |
|--|--|
| About | <ul style="list-style-type: none"> • Tenants of properties - key business owners and representatives across retail, food and beverage, specialty food and specialty beauty. |
| Intended Roles and Responsibilities | <ul style="list-style-type: none"> • Operate their own businesses. • Promote their business and more broadly Paddington as a place to visit and shop at. • Deliver exceptional customer experience. • Comply with policies as set out by WMC. • Operate within the integrity of Paddington as outlined in the Place Plan. |

| Paddington Market | |
|--|---|
| About | <ul style="list-style-type: none"> • Sydney's oldest continuous weekly community and artisan market hosting designers and artistic traders, celebrating their craft since 1973. • Currently expanding to fresh food and produce offering. |
| Intended Roles and Responsibilities | <ul style="list-style-type: none"> • Event operations and logistics. • Driving demand to Paddington through its offering. • Create a space that drives community transformation. |

| City of Sydney | |
|--|---|
| About | <ul style="list-style-type: none"> • Neighbouring LGA. |
| Intended Roles and Responsibilities | <ul style="list-style-type: none"> • Work cooperatively in driving demand to Paddington through its Marketing programming. • Work collaboratively with WMC in the delivery of the Place Plan. • Economic development programs for businesses and tourism growth. • Work closely with Paddington businesses regardless of LGA borders. |

| Woollahra Municipal Council | |
|---|---|
| <p>There has been a renewed focus on Placemaking within Woollahra Municipal Council (WMC) including the creation of two new roles, Placemaking Coordinator and Economic Development Officer. This signals an intention to increase support to businesses and build a greater direct personal relationship with the Council. This is in addition to the resource allocated to placemaking and communications.</p> <p>However, there is no dedicated marketing resource driving consistent, proactive demand activity for Paddington. Whilst it could be argued that this is the role of the Paddington Business Partnership, this is not occurring at the level it needs to within the current funding arrangement and as such marketing activity is ad-hoc.</p> | |
| Council | Intended Roles and Responsibilities <ul style="list-style-type: none"> • Place Making, including economic development, support and guide the growth and community within Paddington (renewed focus with the economic development officer role a new position) • Communications amplifies messaging through Council-owned and third party channels. |

| | |
|------------------------|--|
| | <ul style="list-style-type: none">• All teams present a unified Council position to support the successful delivery of the Paddington Place Plan and Marketing Strategy.• Provide a connection between businesses and the Council.• Provide insights to inform the success of businesses, Place Plan and Marketing Strategy. |
| Working Parties | <ol style="list-style-type: none">1. The Oxford Street and Paddington Working Party includes the Mayor, Paddington and Cooper Ward Councillors and representatives of the Paddington business community, e.g. PBP, UNSW.2. The Small Business Working Party is a representative body from WMC including the Mayor, Council General Manager and Councillor representatives across the Woollahra municipality. <p>Intended Roles and Responsibilities</p> <ul style="list-style-type: none">• Support the development and implementation of the Place Plan and Marketing Strategy.• Provide a mechanism for consultation with key stakeholders.• Provide a connection between businesses and the Council.• Provide insights to inform the success of businesses, Place Plan and Marketing Strategy. |

What is Happening Elsewhere?

The following provides a high-level review of global and domestic trends that are of relevance to Paddington. It considers trends impacting the retail industry, dining preferences, and the use of precincts.

Retail Trends

The retail industry constantly evolves based on global trends and consumer behaviour. In Australia, the fashion industry has changed dramatically with the growth of online stores, artisan and maker-style producers, fast-fashion and more. Importantly, though, are the foundations in retail being customer service led and the importance of bricks and mortar in having a larger role to play than just sales. Key global retail trends impacting Australia include:⁶

| Retail Trend | Description |
|-----------------------------------|---|
| Bricks and mortar retail | Despite the pressure of online shopping, the importance of bricks and mortar is paramount as it acts as a physical brand presence for businesses. It helps to control a business' outward-facing image and impression of its brand narrative, as well as building emotional connections with their customers. In addition, shopping in-store offers higher satisfaction among purchasing options, as indicated by 92% of customers, resulting in less returns and packaging. Finally, a physical presence is more effective than that of a billboard with respect to customer acquisition. ⁷ |
| Integration into homewares | Methods to offer customers a 'one-stop shop' destination have seen traditional 'fashion-only' retailers now offering an assortment of clothing, homewares, and niche products. This rise in a 'lifestyle store' has seen a combination of products including furniture, clothing and homewares, merchandised in elaborate displays to recreate living room or kitchen setups. Consumers are looking for new retail experiences, and are now approaching the homeware category in the same way they buy their clothes: trend-oriented, impulsive and seasonal. ⁸ |
| The need for E-commerce | Today, online is considered vital, however, it can be difficult to stay current with frequent changes and updates. However, in line with COVID-19, due to social isolation, consumers are craving personal interactions. This has seen a rise in 'buy online-pick up in-store' (BOPIS) sales which focuses on convenience and control for customers. Additionally is the typical consumer behaviour of looking at something online and then purchasing in-store. ⁹ |
| Circular economy | Consumers are more environmentally conscious about reducing waste than ever before with the circular economy being at the forefront of retail trends. The desire to reuse products and give new life to raw materials and products has seen the clothing rental market expected to double |

⁶ Retail Dive 2020, *The Comeback of the Brick-and-Mortar Store*,
<https://www.retaildive.com/news/the-comeback-of-the-brick-and-mortar-store/570290/>

⁷ The Intersection Paddington, *Bricksmortar vs Ecommerce*,
<https://www.theintersectionpaddington.com.au/bricksmortar-vs-e-commerce/>

⁸ Edited 2019, *Fashion retailers inside plan to shake up the homeware industry*,
<https://edited.com/resources/is-homeware-the-secret-weapon-for-fashion-retailers/>

⁹ Retail Dive 2020, *Why the growth in BOPIS will continue to accelerate (and how to make the shift now)*,
<https://www.retaildive.com/spons/why-the-growth-in-bopis-will-continue-to-accelerate-and-how-to-make-the-shift/585282/>

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|----------------------|--|
| | its current market share in the next five years. Alongside this is the emergence of the secondhand market that is expected to grow to nearly 1.5 times that of fast fashion by 2028 (\$64 billion vs \$44 billion), especially amongst the Generation Z demographic. ¹⁰ |
| Customisation | Additional trends post-COVID-19 will see the growth of private labels offering more personalised products that are also exclusive to brick and mortar stores. Due to highly competitive demands, many brands and retailers are increasing their investment in product development, products, services and experiences that differentiate their brand using new supply and data sources (e.g. increase of 3D printers). There will be new integrated e-commerce experiences with shoppable TV ads and integration with communication apps (e.g. WhatsApp) connecting programs to a mobile phone app enabling viewers to purchase what's on the screen. Above all though, is that great customer experience is paramount. The experiences a brand provides to consumers must be personalized, seamless, intuitive and entertaining, all whilst leaving a lasting impression. ¹¹ |

Precinct Trends

An established destination of its own, Paddington offers a diversity of experiences across the villages of The Intersection, Five Ways, Oxford Street and William Street. This is a like-model for traditional High Street's synonymous with high-fashion retail and homewares. Key global precinct trends impacting Australia include:

| Precinct Trend | Description |
|-------------------------------------|--|
| Traditional shopping centres | Consumers are demanding greater choice and an experience. Centre and mall developers need to connect with consumers not just physically, but also digitally, to offer an omnichannel experience. Curated shopping precincts will play a bigger part in moving forward if landlords create their centres as a more localised, shoppable experience that connects with their customers and curates an offering consistent with demand drivers. ¹² |
| Mixed-use space | There has been a rise in the repurposing and conversion of 'dead malls' or empty department stores. Often a conversion of a dead mall is to transition into industrial centres to act as large logistics hubs or manufacturing plants. This is also seen in out-of-centre development including bulky goods centres located away from traditional centres. ¹³ |
| High Street precinct | Understanding the unique characteristics and opportunities of having a shop on a 'High Street' retail precinct, then competing on price and the pressure of online selling, individual retailers have long term potential for growth. In the United Kingdom, key trends which shape the traditional High Street includes the rise of out of town shopping, increasing vacancy rates, |

¹⁰ Smartsheet 2019, *A Digital Transformation Report: 5 emerging trends in the retail industry*, https://www.smartsheet.com/sites/default/files/2019-07/56513_Smartsheet_Retail_Whitepaper_DIGITAL_FINAL.pdf

¹¹ Retail Dive 2020, *The Unsung Customer-Loyalty Hero? The Post Purchase Experience*, <https://www.retaildive.com/spons/the-unsung-customer-loyalty-hero-the-post-purchase-experience/574764/>

¹² Retail Dive 2020, *A case for Radical Reinvention*, <https://www.retaildive.com/news/a-case-for-radical-retail-reinvention/584880/>

¹³ Grant Thornton 2017, *Reinventing the High Street retail shops*, <https://www.grantthornton.com.au/insights/blogs/reinventing-the-high-street-retail-strip/>

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| | changes in shopping patterns and the homogenisation of the High Street and 'brand grabbing' by landlords. ¹⁴ |
| Community focus | The uniformity of the standard retail model fails to reflect the identity of the local community as it favours chain stores over individual local businesses. Moving forward, landlords have to move beyond retail, entertainment, and food and beverage, and find new ways to actively engage consumers within their existing properties. Being involved with the community and local artisans brings a shared responsibility and potentially provides economic sustainability. ¹⁵ |
| The national role of local councils | Local Governments are key in ensuring that retail precincts are set up to succeed by approving and supporting the right mixture of services, food and other retailers and ensuring the right mix of tenants are in operation based on community demand. As well as this, is proactive planning with a mix of economic development, community buy-in, planning and design, and marketing. Importantly is the investment in the area, particularly for buildings and assets entrusted to (or owned by) Councils to; protect heritage, whilst also encouraging new investment and development seen to add value to improve public built amenities. ¹⁶ |

Dining Trends

Paddington is an established dining precinct boasting some of Sydney's best gastropubs, restaurants and a vibrant café culture. Key global dining trends impacting Australia include:

| Dining Trend | Description |
|-------------------------|---|
| Dining precincts | In the changing retail landscape, shopping centres are facing competition from online shopping, high street food deliveries, high street dining precinct and the inevitable introduction of smart casual/ family restaurants within the building footprint of stand-alone cinemas and other entertainment precincts. The evolving dining precinct in a shopping centre will aim to create a community environment that will drive everything from personal choices in shopping, healthier eating, on trend foods, entertainment, lifestyle choices and social spaces. External dining zones or "food precincts" are an emerging trend within the master planning retail design. Food precincts have become a popular solution that not only create visual interest and activate the high street, but also encourages customers to visit the shopping centre with the promise of a new experience. The role of the food precinct in this overall scheme is to create an area that connects the community with the sometimes obtrusive nature of the shopping centre. This additional layer between the two zones blurs the lines between public and private and helps infuse the mall with its surrounding context and streetscape, thus creating a more integrated structure overall. ¹⁷ |

¹⁴ Financial Review, *Shopping Conversion could Kickstart 'dead malls' trend*, <https://www.commercialrealestate.com.au/news/shopping-centre-conversion-could-kickstart-dead-malls-trend-893088/>

¹⁵ Hames Sharley, *Five steps to thriving main street shopping precincts*, <https://www.hamessharley.com.au/knowledge/thriving-main-st-retail>

¹⁶ SGS Economic & Planning 2013, *Easter Suburbs Economic Profile*, <https://drive.google.com/drive/u/2/search?ths=true&q=%2322>

¹⁷ Upserve 2020, *2020 Restaurant Industry Trends: Shaping the Future of Food*, <https://upserve.com/restaurant-insider/restaurant-industry-trends/>

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|--|---|
| Dining preferences | Out-of-restaurant consumption is rising, with dine-in restaurant visits currently the minority. Providing takeaway and delivery options is vital to success as a food and beverage retailer. Restaurants with outdoor spaces increase consumer appeal as well as increase the use of community spaces to leverage a city's night time economy. Sensitivity to COVID-19 operating conditions also make outdoor dining very desirable. ¹⁸ |
| Food and beverage tech takeover | In the United States, for example, revenue in the online food delivery segment will reach \$26.5 billion by the end of 2020. With the market's largest segment of <i>restaurant-to-consumer</i> delivery expecting a market volume of \$15.6 billion. Online ordering subscription models that eliminate per-delivery fees in favour of a flat-rate subscription will emerge to present a clearer value proposition for consumers. As well as this, are the all-in-one restaurant management platforms considered an essential valuable tool for restaurant owners and managers to integrate point-of-sale, analytics, online ordering, inventory management, and more, allowing them more time to pay attention to their guests and watch for emerging trends that could make their business the next big thing. ¹⁹ |
| Conscious consumers | Customers are more aware than ever before and demand full transparency on health and sanitation practices, pricing and hidden costs, emphasising fair trade and publicising a business' real environmental impact and conservation initiatives. |

¹⁸ Future Food 2018, *Creating Food & Beverage Precincts to Anchor Local Communities*,
<https://futurefood.com.au/blog/2018/08/creating-food-beverage-precincts-to-anchor-local-communities>

¹⁹ I2c 2015, *The Emerging Food Precinct: Five Design Considerations for Shopping Centre Development*,
<https://www.i2c.com.au/2015/07/the-emerging-food-precinct-five-design-considerations-for-shopping-centre-developments/>

Wayfinding and Visitor Experience Trends

A unified suite of Wayfinding navigational features is critical for visitor experience and satisfaction. A complete Wayfinding Plan would be considered essential for any contemporary precinct or village attracting non-local visitors. Key global wayfinding and visitor experience trends impacting Australia include:

| Wayfinding Trend | Description |
|--|---|
| Built environment | Beyond the technology that people now hold in their hands with their phone and other smart devices, research shows that people still rely on physical markers in the built environment such as directional pillars and signage which are used along with smart technologies. |
| Specialist delivery | Wayfinding is a very specialised field with much research and development supporting the science of best practice and therefore is best executed by a specialist Wayfinding business or organisations. A unified Wayfinding Plan provides for all aspects of palace navigation and delivery. |
| Handheld maps | Current research and best practice for precinct-based wayfinding and navigation directly point to printed handheld maps as superior and providing better visitor experience: <ul style="list-style-type: none"> • People prefer printed handheld maps above all other navigation and wayfinding tools. • People still prefer a handheld printed map for walking and trip planning. • A printed map is easier to record notes and plan pathways (desirable pathways - not just the most direct route) to take in key locations or vistas. • People navigate holding a map whilst consulting key landmarks and physical signage in the public domain. • People save handheld maps as souvenirs. • Locals use printed maps as a future planning resource - people will pocket a map to remind them to return in the future. |
| Best practice in navigation methods | An extraction from 2019 Wayfinding Thesis - 'Visitors' wayfinding strategies and navigational aids in unfamiliar urban environment': ²⁰ <p><i>"The way visitors to a new city wayfind in the digital era has been given less research attention than might be expected. The main aim of this study is to examine differences in wayfinding strategies between three groups of participants who used different navigational aids: a group with a paper map, a group with the Google Maps app, and a group relying on local signage only."</i></p> <p><i>'Contrary to expectations, GPS navigation is also not necessarily going to make navigation a less anxious cognitive process. The type of navigational aid did not have any significant impact on reporting uncertain, anxious or negative statements. GPS navigation may have been more efficient, but whilst navigating the participants made similar proportions of uncertain and</i></p> |

²⁰ Sima Vaez, Matthew Burke & Rongrong Yu (2019): Visitors' wayfinding strategies and navigational aids in unfamiliar urban environment, Tourism Geographies, DOI: 10.1080/14616688.2019.1696883

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| | <p><i>anxious statements, compared to the other two groups.</i></p> <p><i>Paper maps have advantages that GPS navigation does not yet provide. Whereas the local-signage-group and GPS groups provided the least number of positive statements about the surrounding environment, having spent too much time walking along navigation friendly edges, such as major highways, or on less attractive street segments, <u>it was the paper map group that made the most positive statements</u>. The tourist paper map provided helped participants identify and choose street segments that offered more than just a shortest-path to their destination. This included key land uses such as retail, cafes and green areas.'</i></p> <p><i>'Implications of this paper include that we can bring much of what we have found out about wayfinding strategies from studies inside buildings across to the urban neighbourhood scale, albeit with some notable cautions. We need to continue to invest in wayfinding signage systems and other visual treatments in cities, and avoid the impulse to rely only on digital GPS navigation, given the way that even the GPS users relied often on other wayfinding strategies and aids in navigating the city centre. Cities also need to consider when and how they might wish to disrupt GPS navigation, especially for out-of-town visitors and tourists; to bring people back to routes that help maximize commercial and retail opportunity, to re-engage visitors with the built environment, and to reduce the tendency to be antisocial when using GPS navigation.'</i></p> |
|--|---|

Challenges and Opportunities

Business Challenge

Businesses are working hard to ensure their own success and there is an overall positiveness towards the success of Paddington. However, there is a lack of working knowledge of the lived experiences of businesses by those that are in place to make decisions on behalf of the businesses - Council and elected members.

For many businesses, Council is faceless to them with the only interactions on an 'as needs' compliance basis and one of nervousness (or obstruction) as opposed to collaboration. Apart from a few key businesses, most have no working relationship with their elected representatives.

Yet, Paddington is undergoing a revival in many aspects. The last four to six years has seen a significant improvement in the variety and quality of businesses. There is clear passion and a number of trailblazers who are investing in its success and attracting strong brands to the area.

A lack of a collaborative approach, adequate structure and resourcing to capitalise on this momentum has affected the ability to adequately shift the perception of Paddington past the commercial lull of recent years and reframe it into one that showcases the depth of experiences that make it an approachable option leaving it without the audience it richly deserves.

Marketing Opportunity

There is an opportunity to create a consistent positive voice to re-position and re-frame Paddington to change perceptions and build advocacy. This goes beyond one off marketing initiatives and moves towards consistent communication from the inside out to reframe the narrative.

This has to be a collaborative effort. In order to '*keep in touch*', stakeholders including Council and elected members need to '*be in touch*' with businesses and create a culture of one team.

The campaign, *Paddington 2021*, opens a conversation with individuals and businesses who represent Paddington creating new ways to talk about the place and interact with the audiences. This growth mindset needs to start with cultural change from within to create a unified voice and celebrate success and the future.

Council and elected members are ideally placed to play an integral role in supporting and growing the visitor base for Paddington with targeted proactive and consistent marketing and collaborating closer with business. Additionally, protecting the suburb with a realistic approach with relevant planning instruments, Woollahra Municipal Council can work collaboratively with its partners and stakeholder to lift and reginite Paddington.

The Future

Place Positioning

Paddington imbues approachable sophistication. Welcoming villages where you can connect and reconnect, explore, shop and play in one of the most beautiful parts of Sydney.

Source: Oxford Street and Paddington Place Plan 2019-23.

Strategic Priorities

Four key strategic pillars have been identified to address the business challenge and marketing opportunity:

- **Internal Alignment**
- **Audience Engagement**
- **Stakeholder Engagement and Collaboration**
- **Measuring for Success**

| Internal Alignment | |
|--------------------|---|
| Objective | To make doing business in Paddington more desirable to attract and retain consumers. |
| Issues | <ol style="list-style-type: none">1. There are mixed perceptions of Council and how they support the success of Paddington.2. There are processes that exist to enable the success of businesses in Paddington such as; working parties, small business working group, Paddington Business Partnership, City of Sydney marketing alignment, programming within Council and various grants. However, there is a lack of understanding and alignment of these processes. This can lead to mixed messages delivered externally.3. Businesses and stakeholders don't understand the role of Council and their involvement in building demand. As such, there is a perceived lack of tangible action by Council leads to the perception that there has been a lack of measurable and positive outcomes for Paddington. |
| Insight | Internally there are many people in Council responsible and involved in the success of Paddington but a lack of internal alignment. |
| Approach | Create a culture internally that supports optimum outcomes for Paddington encourages aligning with Paddington Place Plan and Paddington Values. |

| Audience Engagement | |
|---------------------|--|
| Objective | Increase footfall, spend and advocacy. |
| Issues | <ol style="list-style-type: none"> 1. There is a consumer perception that Paddington is unapproachable. 2. There is a perception that Paddington lacks the depth of offerings. |
| Insight | Paddington offers sophisticated, but approachable experiences for its residents and visitors. |
| Approach | Develop consistent demand driving messaging to shift perceptions, continual consumer responsive improvements to the environment and work with businesses to deliver outstanding customer experiences. |

| Stakeholder Engagement and Collaboration | |
|--|--|
| Objective | To maintain a collaborative and innovative approach to stakeholder engagement. |
| Issues | <ol style="list-style-type: none"> 1. There are a number of stakeholders and stakeholder groups established with the view to support the prosperity of Paddington. These have a high investment of collective time. 2. Businesses aren't clear who they should be "going to" to gain accurate information and build a collaborative relationship with. 3. Success is only viewed positively through a narrow parameter leading to a lack of advocacy. |
| Insight | There are many people, working groups and processes set up to enable engagement and connectivity, but inconsistency in messaging and attitudes leads to apathy. |
| Approach | <p>Establish and empower resources to bring alignment to, educate and build advocacy amongst stakeholders.</p> <p>Council to consider if fewer working groups and parties with more targeted participants focusing on a mix of the right people and the right skills can increase productivity and engagement.</p> |

| Measuring for Success - Economic Insights | |
|---|---|
| Objective | Create a data-led culture to guide decision making for placemaking, business attraction, driving demand and ultimately assisting businesses better understand and respond to consumer needs. |
| Issues | <ol style="list-style-type: none"> 1. Spendmapp is a new tool available within Council now. As an organisation this new information can be gathered, shared and analysed. 2. Insights that are available can now be analysed regularly leading to an increase in perspectives given and decisions made. 3. Insights can be shared transparently with stakeholders and Councillors. |

| | |
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| Insight | Data exists to enable better decision making. |
| Approach | Build a culture of using data and insights to regularly inform and educate stakeholders, fine-tune marketing and help businesses succeed. |

| Measuring for Success - Behavioural Insights | |
|--|--|
| Objective | Capture insights and behaviour driving visitation and the wants and needs of an evolving audience. |
| Issues | Assumptions about visitors and customers are not necessarily accurate. |
| Insight | No data exists to enable decision making. |
| Approach | Recommended approaches to measuring behavioural shifts include: <ol style="list-style-type: none">1. Connecting directly with businesses and stakeholders. It is important to establish a baseline which can be drawn from the current state of this strategy, capturing data, applying to marketing and communications activity and communicating back to businesses and stakeholders.2. Capturing sentiment on a daily basis through social listening via news, social media and review sites, identifying key themes and applying to proactive marketing messaging and communicating back to businesses and stakeholders.3. Formal surveying through omnibus dipstick research. An omnibus survey is a method of quantitative marketing research where data on a wide variety of subjects is collected during the same interview and the specific sections relevant to your organisation are extracted and presented. |

Key Success Metrics

Behavioural: Change perceptions of Paddington to position it as a competitive shopping and entertainment option.

Economic: Reduce leakage spend out of Paddington and increase visitor spend into Paddington.

Empower: Provide education and support to help business owners understand how to leverage marketing activity implemented from this strategy for their business.

Educate: Share insights with businesses to help them make informed decisions for their independent sales and marketing.

Key Audiences

Primary Audience

These following audience segments have been identified for the purpose of driving demand to Paddington.

Consumers audience segments have been identified using Helix Personas - a classification system beyond geo-demographic modelling to incorporate attitudes, values and behavioural aspects as well as psychographic modelling. The consumer audiences cover both residents and visitors to Paddington.

Geographically, to maximise efficiencies, consumer activity should target visitors from the Western Sydney region, visitors from within a 5km radius and residents matching the audience profiles. It is recommended that Woollahra work in collaboration with Destination NSW to target interstate and international visitors as borders reopen.

| Audience Segment | Persona | Who they are |
|--|---------------------|--|
| Leading Lifestyles <i>Focused on success, career and family, people in this community are proud of their prosperity and achievements. They are progressive, big spenders and enjoy cultured living to the max.</i> | Social Progressives | Educated, high income, intellectual and focused on success. They are living the big city dream. A mix of young singles and couples, and mid-life households, typically living in inner city areas in metropolitan cities. |
| | Visible Success | Focused on achievement and very family orientated. Typically young families and mid-life families residing in metropolitan cities or well resourced regional cities. |
| | Success Matters | Achievement is key. Typically young families and young couples are highly focused on creating success and showing their achievements to the world - be it through their home, their car, or the designer labels they wear. Approximately half live in Sydney's North-West. |
| Aspirational <i>Driven by dreams of a big future, Aspirational are highly ambitious and culturally diverse up and comers. Progressive in attitude, working hard today to create a successful tomorrow.</i> | Lifestyle Seekers | Well educated, progressive and socially aware. Skewing older with 4 in 10 people 50 years+. |
| | Trend Hunters | Youngest and most culturally diverse of the aspirational segment. Half were born in Asia, while 8 in 10 are under 35. They |

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| | | live exclusively in Sydney, renting apartments. |
| | Experience Seeker | Includes a high proportion of young people - teenagers still living at home and young adults starting their independent lives with a keenness to explore and build their independence. |

Secondary Audience

| Audience Segment | Persona | Who they are |
|---|------------------------|---|
| Business Networkers <i>Business to business which is the cornerstone to the community and the ability to attract consumers, deliver an outstanding experience and add to the fabric of a liveable and highly desirable neighbourhood.</i> | Retain and Collaborate | Local businesses both independently owned and national brands, landowners and developers currently operating in Paddington. |
| | Acquire | Potential businesses that can provide a product or service that responds to consumer demand. |

Action Plan

This road map is based on activity recommendations for the next three years. It is encouraged that the road map is reviewed regularly and refined on an annual basis to ensure data, and current and emerging trends are being reflected in marketing programming.

It does not cover specific marketing and communications actions for specific operational initiatives but rather provides a working tool to build upon.

The marketing themes and supporting campaign ideas have been presented separately to this strategy.

The lead stakeholder has been identified in bold with additional stakeholders identified for collaboration and engagement.

The budget allocation primarily falls around the development and execution of the three-year marketing campaign. A majority of the action plan utilises existing budget requires no additional budget. The following is a guide only and does not take into account additional resourcing within Council that could be allocated to tasks to enable cost savings.

Short Term (0-12 months)

| Action | Strategic Priorities | Stakeholders | Indicative Costs |
|--|----------------------|---|------------------|
| Appoint resources empowered to deliver the Place Plan and Marketing Strategy and drive specific stakeholder engagement and collaboration internally and externally: <ul style="list-style-type: none">Place PlanningEconomic DevelopmentMarketing | All | Council PBP | Internal |
| Clarify working relationships with Council roles and PBP including the setting of KPIs. | All | Council PBP Paddington Working Party | N/A |
| Development and delivery of 2021 Marketing Program: <i>2021 - The Year of Paddington</i> The intent of this program is to take ownership of 2021 (rightfully so as its postcode) working closely with businesses to build advocacy and collective pride for Paddington communicating as one voice and collaborating together as businesses and on the consumer facing program of activity. This program will work closely with businesses to amplify | All | Council CoS PBP Businesses Paddington Working Party Paddington Small Business Group | \$230,000 |

| | | | |
|--|--|--|--|
| <p>through their channels as well as a dedicated program of curated and developed content (e.g. <i>20 reasons to love Paddington</i>, <i>21 reasons to visit Paddington</i>), amplified through digital marketing integrated with user generated content to build advocacy and relevance.</p> <p>This program should roll over the entire year, with an always on earned digital and PR program, business participation and ramp up during the year to incorporate events and paid digital advertising.</p> <p>The consumer facing call to action should direct to visitpaddington.com</p> <p>Key actions should include:</p> <ul style="list-style-type: none"> • Development of <i>2021 - Year of Paddington - Celebrate with Us</i> brand mark, style guide and business toolkit as well as branding materials for businesses to utilise for outward facing consumer communications in store and via marketing activity. It will also include design elements for placemaking e.g. street banners. • WMC to manage proactive consumer facing PR and content (written, video and imagery) development, placement and amplification (through media buy). • WMC to work closely with businesses in supporting their digital amplification of the campaign to drive conversion e.g. marketing grants including digital marketing training program (to ensure spend is optimised). • Our Paddington B2B Events - series of events specifically for Paddington businesses to build skills and resilience through educational workshops (broader) and 1:1 mentoring program (tailored). Key areas of focus to include marketing, operations, understanding and using data and finance. • Consumer Events - noting that, events should be community led and subject to competitive grant application processes to ensure the best ideas and opportunities are supported. Consideration can be given to the value of extending William Street Festival into a Paddington Streets and Laneways Festival, but only in full collaboration with Paddington Business Partnership (PBP) for example. | | | |
|--|--|--|--|

| | | | |
|--|---|--|-------------------|
| Commence roll out of marketing theme and associated campaign 2021 - The Year of Paddington | All | Council PBP CoS Businesses Paddington Working Party Paddington Small Business Group | Outlined above |
| Quarterly reporting to commence on business performance (e.g. Spendmapp, economic ID, survey results, anecdotal information including setting a baseline for future analysis) analysed and communicated to stakeholders to make informed and measurable decisions to build demand, identify gaps and educate stakeholders. | Measuring for Success Continue to build a culture of using data | Council PBP Businesses Paddington Working Party Paddington Small Business Group | N/A |
| Review and take expressions of interest for future event concepts and partnership opportunities at varying scales in response to COVID safe practices. | Audience Engagement Stakeholder Engagement and Collaboration | Council PBP Event Organisers/ Producers Paddington Working Party Paddington Small Business Group | Internal |
| Create a Wayfinding Plan for better location navigation and presentation including; finger signs, wall-mounted printed maps, handheld maps, wall maps and directional pillars. | Audience Engagement Stakeholder Engagement and Collaboration | Council PBP Businesses | \$15, 000 |

Medium Term (12-24 months)

| Action | Strategic Priorities | Stakeholders | Indicative Costs |
|--|---|---|-------------------------------|
| Dedicated resources empowered to deliver the Place Plan and Marketing Strategy and drive specific stakeholder engagement and collaboration internally and externally: <ul style="list-style-type: none"> Place Planning Economic Development Marketing | All | Council PBP | Internal |
| Continue roll out of 2021 - The Year of Paddington (as outlined above) | All | Council PBP CoS Businesses Paddington Working Party Paddington Small Business Group | See above |
| The Big Red Bus - Tourism Operator - Negotiations for the inclusion of stops at Oxford Street and Jersey Road Intersection and also Oxford Street and Glenmore Road intersection bus stops (existing Sydney Bus stops) to encourage visitors to disembark, and walk (downhill) and rejoin the tour after sightseeing and shopping in Paddington as part of the Bondi Tour Route. | Audience Engagement | Council PBP | Internal |
| Create a subscription list of ALL registered businesses for ongoing communication and connection. | All | Council PBP | N/A |
| Introduction of a Paddington specific business electronic direct mail (EDM) (this can be rolled out similarly across the LGA) quarterly to ALL registered businesses with targeted information relevant to Paddington. | Audience Engagement Stakeholder Engagement and Collaboration | PBP Council | Existing budget - PBP funding |

| | | | |
|--|---|---|--|
| Review and take expressions of interest for future event concepts and partnership opportunities at varying scales in response to COVID safe practices. | Audience Engagement Stakeholder Engagement and Collaboration | Council PBP Event Organisers/ Producers Paddington Working Party Paddington Small Business Group | Existing budget - event grant funding |
| Quarterly reporting to commence on marketing and business performance (e.g. Spendmapp, economic ID, survey results, anecdotal information including setting a baseline for future analysis) analysed and communicated to stakeholders to make informed and measurable decisions to build demand, identify gaps and educate stakeholders. | Measuring for Success | Council PBP Businesses Paddington Working Party Paddington Small Business Group | N/A |
| Development and delivery of 2022 Marketing Programming: Paddington - Whatever You Fancy. This will include a fully integrated program to build on the <i>Year Of</i> marketing theme with a focus to shift perceptions and build advocacy and will include: <ul style="list-style-type: none"> • Content creation and amplification . • Social Campaign (as outlined in supporting campaign outline). • Marketing and campaign development and associated assets (including the appointment of marketing agency). • Lock in media buy schedule (including the appointment of a media agency). • PR plan (including the appointment of a PR agency). • Business toolkit. • Events. | All | Council CoS PBP Businesses Paddington Working Party Paddington Small Business Group | \$147, 500 |
| Apply the wayfinding plan with the development and implementation of design assets, particularly around maps. | Audience Engagement Stakeholder Engagement and | Council PBP Businesses | Applied to Place making budget e.g. design of a precinct map with |

| | | | |
|--|---|-----------------------|---|
| | Collaboration | | consideration of Legible Sydney Wayfinding System - approximately \$5,000 |
| Enforce Woollahra Development Control Plan Chapter E7, Signage, with the removal of real estate signage above awnings to better align with Woollahra Development Control Plan, Chapter E7, Signage, and more active 'open for business' outward appearance. | Internal Alignment Audience Engagement Stakeholder Engagement and Collaboration | Council PBP | Internal |
| Enforce Woollahra Development Control Plan, Chapter E7, Signage, so that all businesses present consistently. All businesses should present a relevant fascia treatment as part of their business signage, or at the very least have a clean painted awning fascia with the building number applied. | Internal Alignment Audience Engagement Stakeholder Engagement and Collaboration | Council PBP | Internal |

Long Term (24-36 months)

| Action | Strategic Priorities | Stakeholders | Indicative Costs |
|---|----------------------|-------------------------------------|--------------------------------|
| Dedicated resources empowered to deliver the Place Plan and Marketing Strategy and drive specific stakeholder engagement and collaboration internally and externally: <ul style="list-style-type: none"> Place Planning Economic Development Marketing | All | Council PBP | Internal |
| Apply the wayfinding plan with the development and implementation of design assets, particularly around maps. | Audience Engagement | Council PBP Businesses | Applied to Place making budget |

| | | | |
|---|--|---|--|
| | Stakeholder Engagement and Collaboration | | e.g. design of a precinct map with consideration of Legible Sydney Wayfinding System - approximately \$5,000 |
| Continue roll out of Development of 2022 Marketing Programming: Paddington - Whatever You Fancy. | All | Council PBP CoS Businesses Paddington Working Party Paddington Small Business Group | See above |
| Development and delivery of 2023 Marketing Programming: Paddington - Whatever You Fancy. This will include a fully integrated program to build on the <i>Year Of</i> and 2022 <i>Whatever You Fancy</i> marketing theme with a focus to shift perceptions and build advocacy and will include: <ul style="list-style-type: none"> • Content creation and amplification. • Social Campaign (as outlined in supporting campaign outline). • Marketing and campaign development and associated assets (including the appointment of marketing agency). • Lock in media buy schedule (including the appointment of a media agency). • PR plan (including the appointment of a PR agency). • Business toolkit. • Events. | All | Council CoS PBP Businesses Paddington Working Party Paddington Small Business Group | \$147,500 |
| Work with Paddington Business Partnership in creating forums whereby hero businesses can share their expertise acting as an informal peer mentor. | Internal Alignment Stakeholder Engagement and | PBP | Existing budget - PBP funding |

| | | | |
|--|---|--|---------------------------------------|
| | Collaboration | | |
| Enforce Woollahra Development Control Plan, Chapter E7, Signage, with the removal of real estate signage above awnings to better align with Woollahra Development Control Plan, Chapter E7, Signage, for more active 'open for business' outward appearance. | Internal Alignment Audience Engagement Stakeholder Engagement and Collaboration | Council PBP | Internal |
| Enforce Woollahra Development Control Plan Chapter E7, Signage, so that all businesses present consistently. All businesses should present a relevant fascia treatment as part of their business signage, or at the very least have a clean painted awning fascia with the building number applied. | Internal Alignment Audience Engagement Stakeholder Engagement and Collaboration | Council PBP | Internal |
| Quarterly reporting to commence on marketing and business performance (e.g. Spendmapp, economic ID, survey results, anecdotal information including setting a baseline for future analysis) analysed and communicated to stakeholders to make informed and measurable decisions to build demand, identify gaps and educate stakeholders. | Measuring for Success | Council PBP Businesses Paddington Working Party Paddington Small Business Group | Internal |
| Review and take expressions of interest for future event concepts and partnership opportunities at varying scales in response to consumer demand and behaviour in a post-COVID world. | Audience Engagement Stakeholder Engagement and Collaboration | Council PBP Event Organisers/Producers Paddington Working Party Paddington Small Business | Existing budget - event grant funding |

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| | | Group | |
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Appendix

Appendix 1 - A historical perspective of Paddington

Predating the below timeline is the settlement and establishment of Paddington as a village following residential settlement. By the turn of the 20th century, Paddington was in its prime, with rows of Victorian terraces transforming the appearance and character of Paddington, familiar to this day. 50 years ago a significant feature of Paddington was that it was a place where residents could live and shop locally, and visitors could come to experience the various artisans, food and fashion. It had a diverse range of businesses including a number of butchers, greengrocers, delicatessens, art, antiques, eateries and fashion boutiques. In many instances, this was also reflective of the owner/occupier arrangement.

However, with the arrival of Westfield Bondi Junction, the Global Financial Crisis, clearway traffic, a changing of the guard in terms of landowner moving away from owner/occupier (and a lack of motivation to maintain buildings and cultivate tenant occupancy and relationships), a strong Australian dollar and the surge of online shopping have all contributed to the decline of Paddington over the decades. It's important to acknowledge that it is not due to one single event but rather a combination of events, attitudes and behaviours that have impacted Paddington over the years.

This timeline has been developed to provide context to better understand and appreciate the key ebbs and flows that have impacted and influenced Paddington.

| | |
|-------|--|
| 1950s | <ul style="list-style-type: none">Evidence of the gentrification in the 1950s and 1960s where inner-city areas were rediscovered as desirable places in which to live.²¹ |
| 1960s | <ul style="list-style-type: none">Rise of the preservation and conservation movement.The Middle class 'Bohemian' invasion began and the area became 'multicultural'.Oxford Street began to emerge as the place to go to find fashion, both Australian and international.1960 - Trams to Bondi and Bronte were discontinued.1964 - Formation of the Paddington Society.1967 - Realignment of municipal boundaries and the formation of the new municipality of South Sydney.1968 - Four hundred acres of terrace housing was rezoned as the first conservation area in Australia. |
| 1970s | <ul style="list-style-type: none">1973 - Paddington Markets began.1974 - The Paddington suburb was classified as an Urban Conservation Area by the National Trust of Australia (NSW). Paddington was then placed on the Register of the National Estate.1978 - The first Gay and Lesbian Mardi Gras parade was held. |

²¹ NSW Government, Office of Environment & Heritage, *Oxford Street Heritage Conservation Area*, <https://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=2424247>

| | |
|-------|--|
| 1980s | <ul style="list-style-type: none"> In the 1980s, a refurbishment of Oxford Street's body and soul was underway, the professional and intellectual elite displacing the Greek, Italian and Jewish working-class families who had kept the terraces and Victorian facades safe from developers' sights.²² 1988 - Sydney Football Stadium built. |
| 1990s | <ul style="list-style-type: none"> By the 1990's, Oxford Street was considered the centre of fashion in Australia. 1994 - Westfield bought a controlling stake in Bondi Junction Plaza from AMP and renamed it Westfield Bondi Junction Plaza. 1998 - The relocation of the Showgrounds to Homebush and the subsequent development of Fox Studios. 1999 - Development of Stadium Australia (ANZ Stadium) to serve as a venue for the 2000 Summer Olympics. |
| 2000s | <ul style="list-style-type: none"> The post-Olympic period coincided with strong demand for inner-city sites for new apartments, part of a long term trend for higher income households to favour inner city living. Into the new millennium, Oxford Street's place as the gay heart of Sydney became less certain. As LGBT+ businesses failed and venues closed, for a time, King Street in Newtown dominated as a queer alternative. 2000 - Sydney Olympics were held and generated \$653 million in additional tax revenue from visitors, leaving a loss of \$1.325 billion to the Australian economy. The Olympics saw the airport updated and the Eastern Distributor developed. Also in 2000, Westfield purchased the Carousel Centre and the remaining stake in Bondi Junction Plaza. 2003 - Area of Oxford Street under South Sydney Council incorporated into the City of Sydney. 2004 - The Intersection Paddington Australian Fashion precinct began with the first tenant to anchor being Scanlon and Theodore. The Westfield Bondi Junction opened in December, which was blamed for the downturn in trade in surrounding shopping hubs. Retail trade in Oxford Street, Paddington dropped 30% in the four months after the opening of the shopping centre with other locations in Double Bay and Woollahra experiencing a similar downturn in trade. 2005 - Cross City Tunnel opens. The impacts of Westfield Bondi Junction significantly impacted shops in Paddington, Woollahra and Double Bay. Oxford Street, in particular, was the hardest hit where vacancy rates were the worst they had ever been in decades. Rents became as high as \$150,000 a year for a single-fronted shop, and from \$180,000 to \$300,000 for a double-front.²³ 2006 - Clover Moore brought stakeholders together to explore the creation of Oxford Street as a cultural quarter 2007-8 - Global Financial Crisis hit, and as rents crept up with the strip's retail popularity, by 2007 many tenants were working solely for their landlords. 2009 - William Street Festival was founded. After extensive conservation and adaptive reuse works, Paddington Reservoir Gardens was opened to the public.²⁴ |
| 2010s | <ul style="list-style-type: none"> 2010 - The Darlinghurst section of Oxford Street was fast becoming a nadir, with its many |

²² The Dictionary of Sydney, *The Road East*, https://dictionaryofsydney.org/entry/the_road_east

²³ Wikiwand, *Westfield Bondi Junction*, https://www.wikiwand.com/en/Westfield_Bondi_Junction

²⁴ The Sydney Morning Herald 2015, *Store Wars*, <https://www.smh.com.au/national/store-wars-20050430-gdl883.html>

| | |
|-------------------------|---|
| | <p>run-down or closed shops, with numerous drunk and aggressive revellers on weekends. Whilst in Paddington, it was able to retain its name for being a retailer heaven with boutiques and exclusive shops, and crowds attending the Paddington Markets.²⁵</p> <ul style="list-style-type: none"> • 2011 - Pitt Street Mall opened in Sydney's CBD. Clover Moore proposed new directions for lower Oxford Street, and on 22 August 2011 the City of Sydney Council resolved to undertake a number of short, medium and long term initiatives to activate City owned properties in the precinct. 16 organisations were announced as being successful applicants and were granted office space as part of the Sydney 2030 plan to revitalise the Oxford Street Precinct with creative and cultural organisations that could help to drive foot traffic to the area as well as promote the community. • 2012 - Rents started to come back down by 20-30%. The first mention of developing a new vision for Oxford Street was announced in a WMC meeting. • 2013 - Oxford Street Working Party was launched. A DIY rainbow crossing protest movement emerged to protest the removal of a temporary rainbow crossing from Oxford Street. The temporary crossing was created by the City of Sydney as part of the 35th-anniversary celebration of the Sydney Mardi Gras. The rainbow crossing in Sydney proved popular with tourists and locals and many people hoped it would be made a permanent feature of the Oxford Street landscape. The temporary crossing was eventually removed in April. • 2014 - The iconic Oxford Street is in desperate need of help. In Paddington, there are 46 empty shops with a vacancy rate of just over 18%. The population shifted and moved out of Sydney's east, due in part to housing pricing. Looking positively, the Activate Oxford Street Report by Village Well, was a step in the right direction. For some, however, it failed to hit the mark and queries were raised if the report recommendations were going to be able to be implemented. Also in 2014, measures were taken to reduce the impact of alcohol-fuelled violence with aims to create a safer city after dark. • 2019-20 - Lockdown laws were reduced. |
| 2020s | <ul style="list-style-type: none"> • 2020 - The COVID-19 pandemic hit and significantly impacted all sectors in Australia. (Further economic analysis of the impacts of COVID-19 on Paddington can be seen in the Business Activity section on page 8). • Following a 2020s recovery period, it anticipated that Paddington shopping precinct will be experiencing a renaissance. |
| 2030s - future planning | <ul style="list-style-type: none"> • Fashion and homewares trend forecasters such as Paddington locals Robby Ingham and Theo Onisforou predict that anyone wanting to know what is going to be mainstream in Westfield shopping offerings in ten or fifteen years time can start by looking in Paddington and Oxford Street now. |

²⁵ The Sydney Morning Herald 2015, *The Perfect Storm*, https://www.smh.com.au/interactive/2014/oxford-street/index_m.html

Appendix 2 - Stakeholder Engagement

The stakeholder consultation was undertaken over three weeks in September and focused on objectives around communication with business and residents.

| | |
|--|-------------------------------|
| Mayor | Cr Susan Wynne |
| Councillor WMC Paddo Ward | Cr Peter Cavanagh |
| Councillor WMC Cooper Ward | Cr Anthony Marano |
| Councillor WMC Paddo Ward | Cr Harriett Price |
| Councillor WMC Paddo Ward | Cr Matthew Robertson |
| Councillor WMC Cooper Ward | Cr Megan McEwin |
| City of Sydney - City Manager | Victoria Moxey |
| Councillor | Cr Toni Zeltzer |
| Small Business Working Party | Cr Nick Maxwell |
| Small Business Working Party | Cr Mark Silcocks |
| Small Business Working Party | Cr Mary-Lou Jarvis |
| Small Business Working Party/ General Manager | Craig Swift McNair |
| Paddington Business Partnership (Visit Paddington) | Michael Fegent |
| Paddington Markets / Paddington Uniting Church | Rev. Danielle Hemsworth-Smith |
| Merivale | Sam Egerton |
| Head On Photo Festival | Moshe Rosenzweig |
| Perry Lane Art Project | Rebecca Hearty |
| UNSW Art + Design | Kelly Doley |
| Local Publishing Co. | Elizabeth Meryment |
| The Intersection | Theo Onisforou |
| Robby Ingham | Robby Ingham |
| Journal | Andrew Packham |
| Dot Dash | Despina Macris |
| Village Well | Gilbert Rochecouste |

SUMMARY OF INITIATIVES AND ASSOCIATED COSTS AS RECOMMENDED BY THE PADDINGTON MARKETING STRATEGY

2021 Paddington Marketing Campaign: 2021 – The Year of Paddington

| INITIATIVE | STATUS | COST | STRATEGY ACTION |
|--|-----------------------------|--|--|
| Campaign brand development | Completed - February | Internal staff costs only | Brand mark |
| Street banners | Completed - March | \$3,500 | Content - placement |
| <i>A 2021 Night Out</i> | Completed - March | \$7,543.75 | Event - consumer |
| Five Ways decal | Ongoing | \$1,243 | Content - placement |
| Media partnerships | Ongoing | \$11,000 | Content - amplification |
| <i>We Love Paddo</i> social media videos | Completed - May | \$5,500 | Content – development & amplification |
| Education workshops- webinars | Proposed | Nil – collab initiative with Service NSW | Event – B2B |
| Storytowns Paddington podcast tour | Proposed | \$11,000 | Content – development, placement & amplification |
| | TOTAL WMC INVESTMENT | \$39,786.75 | |

2022 Paddington Marketing Campaign: *Visit Paddington. For Whatever You Fancy*

| INITIATIVE | ESTIMATED COST | STRATEGY ACTION |
|--|------------------|------------------------------------|
| Campaign brand and content development including <i>Paddington – Whatever You Fancy</i> Video Series | \$20,000 | Content creation and amplification |
| Development of advertising assets | \$10,000 | Marketing and campaign development |
| Digital media buy social and search (including planning and negotiation) | \$70,000 | Media buy |
| Proactive PR including appointment of PR agency | \$40,000 | PR plan |
| Toolkit for businesses to share campaign content and maximise impact | \$1,500 | Business toolkit |
| Events | \$30,000 | Events |
| TOTAL ESTIMATED COST | \$171,500 | |

* Note: Estimated costs are indicative. No funding or staff resource commitment has been resolved by Council.

SUMMARY OF INITIATIVES AND ASSOCIATED COSTS AS RECOMMENDED BY THE PADDINGTON MARKETING STRATEGY

2023 Paddington Marketing Campaign: *Visit Paddington. For Whatever You Fancy*
continued

| INITIATIVE | ESTIMATED COST | STRATEGY ACTION |
|--|------------------|------------------------------------|
| Campaign brand and content development including <i>Paddington – Whatever You Fancy</i> Video Series | \$20,000 | Content creation and amplification |
| Development of advertising assets | \$10,000 | Marketing and campaign development |
| Digital media buy social and search (including planning and negotiation) | \$70,000 | Media buy |
| Proactive PR including appointment of PR agency | \$40,000 | PR plan |
| Toolkit for businesses to share campaign content and maximise impact | \$1,500 | Business toolkit |
| Events | \$30,000 | Events |
| TOTAL ESTIMATED COST | \$171,500 | |

* Note: Estimated costs are indicative. No funding or staff resource commitment has been resolved by Council.

Priority project recommendations proposed by the Paddington Marketing Strategy

| INITIATIVE | STATUS | COST |
|--|---|---|
| Appoint resources empowered to deliver the Place Plan and Marketing Strategy and drive specific stakeholder engagement and collaboration internally and externally. | Actioned for 2021 Campaign only. In August 2020, the Temporary Placemaking Coordinator position was created. This resource will not be available for future campaign initiatives. | Internal staff cost |
| Clarify working relationships with Council roles and PBP including the setting of KPIs. | Pending action | Internal staff cost - development of KPIs - Ongoing correspondence with PBP |
| Quarterly reporting to commence on business performance, analysed and communicated to stakeholders to make informed and measureable decisions to build demand, identity gaps and educate stakeholders. | Actioned Economic data analysis updates are provided to the Oxford Street & Paddington Working Party at the quarterly meetings. | Internal staff cost |

**SUMMARY OF INITIATIVES AND ASSOCIATED COSTS AS
RECOMMENDED BY THE PADDINGTON MARKETING STRATEGY**

| | | |
|---|---|--|
| Review and take expressions of interest for future event concepts and partnership opportunities at varying scales in response to COVID safe practices. | Pending action | Scope dependant |
| Create a Wayfinding Plan for better location navigation and presentation including; finger signs, all-mounted printed maps, handheld maps, wall maps and directional pillars. | Wayfinding Plan – pending action Related wayfinding initiatives actioned: PBP revised the Visit Paddington map to become the Paddo Trails booklet Storytowns have been engaged to create a guided podcast tour series to compliment Paddo Trails | \$15,000 \$23,743 (PBP self-funded) \$11,000 (quoted cost) |
| The Big Red Bus – Negotiations for the inclusions of stops at Oxford Street and Jersey Road intersection and Oxford Street and Glenmore Road intersection to encourage visitors to disembark and enjoy sightseeing and shopping in Paddington as part of the Bondi tour route. | Pending action | Internal staff cost |
| Create a subscription of ALL registered businesses for ongoing communication and connection. | Actioned In October 2020, WMC created an EDM database of Woollahra businesses using Australian Business Register data. This database currently has 4,500+ recipients and continues to grow in subscriptions via the WMC website. | Internal staff cost |
| Introduction of a Paddington specific business electronic direct mail (EDM) quarterly to ALL registered businesses | Actioned PBP maintain regular EDM communication with both | Internal PBP and WMC staff cost |

**SUMMARY OF INITIATIVES AND ASSOCIATED COSTS AS
RECOMMENDED BY THE PADDINGTON MARKETING STRATEGY**

| | | |
|--|---|---|
| with targeted information relevant to Paddington. This can be rolled out similarly across the LGA. | member and non-member registered businesses. WMC have developed a database of Paddington businesses who participated in <i>A 2021 Night Out</i> for communication regarding the 2021 marketing campaign As above, WMC have developed an LGA-wide business database. The Woollahra Small Business News EDM is produced on an as-needed basis and contains information on business support services. | |
| Apply the Wayfinding Plan with the development and implementation of design assets, particularly around maps. | Pending action | Scope dependant on recommendations of the Wayfinding Plan |
| Conduct review of real estate signage to ensure compliance with Woollahra Development Control Plan | Pending action | Internal staff cost |
| Work with Paddington Business Partnership in creating forums whereby hero businesses can share their expertise acting as an informal peer mentor. | Pending action | Internal staff cost |

** Note: Estimated costs are indicative. No funding or staff resource commitment has been resolved by Council.*

Political Donations: Matters to be considered by Councillors at Council and/or Committee Meetings

