



“Your say
Woollahra”

Have your say on the future of development in the Edgecliff Commercial Centre

Council welcomes your feedback on the **Draft Edgecliff Commercial Centre Planning and Urban Design Strategy**, a document which will guide future development in the Edgecliff Commercial Centre.

The Edgecliff Commercial Centre is a key local hub for our community. It is the gateway that connects the Woollahra Local Government Area to the Sydney CBD and more broadly the eastern suburbs. The centre's proximity to Edgecliff train station makes it an ideal location for new homes and commercial uses.

Council has undertaken a strategic review of the planning controls for the centre to create a clear and coordinated framework to guide future development.

The draft strategy sets a new vision for the centre and makes recommendations on key built form outcomes including land uses, heritage, affordable housing, community infrastructure and transport.

The draft strategy is accompanied by the **Draft Edgecliff Commercial Centre Public Domain Plan** which identifies potential improvements including new public spaces, urban greening, and pedestrian and cycling infrastructure.

Public exhibition

The draft strategy is on public exhibition from **31 May until 4.30pm on Friday 30 July 2021**.

You can view the exhibition and FAQs online at yoursay.woollahra.nsw.gov.au/edgecliff or in person at our Customer Service Centre, 536 New South Head Road, Double Bay (open 8am to 4.30 pm, Monday to Friday).

Have your say

It's easy to have your say. Login or register at yoursay.woollahra.nsw.gov.au/edgecliff and:

- Complete the online survey for the opportunity to win a \$200 Good Food gift card (terms and conditions apply). You can also attach a submission to the survey.
- Drop a pin on the interactive map to share your views.

Alternatively, you can write to us, quoting the reference SC3218 in your submission, by email at records@woollahra.nsw.gov.au or letter addressed to the General Manager at Woollahra Council, PO Box 61, Double Bay NSW 1360.

Main image: Artist's impression indicating the potential public plaza on the Edgecliff Centre site as viewed from New South Head Road looking South (SJB 2018)

Join in the conversation at
yoursay.woollahra.nsw.gov.au/edgecliff

Why do we need a strategy for the Edgecliff Commercial Centre?

Since 2010, Edgecliff has been the subject of numerous planning proposal requests from developers to increase the maximum Height of Buildings (HOB) and Floor Space Ratio (FSR) standards in the Woollahra Local Environmental Plan 2014 to facilitate buildings with a dominant residential use. Ad-hoc planning proposal requests focus on a particular site, and this results in a fragmented and uncoordinated approach to planning.

The ***Draft Edgecliff Commercial Centre Planning and Urban Design Strategy*** provides a proactive approach to planning that will help prevent ad-hoc development. It envisions a mix of commercial, retail, residential uses and requires all new development to be accompanied by community infrastructure, affordable housing and public domain improvements. This will help ensure future development improves the liveability and sustainability of the centre and contributes to Edgecliff being a great place to live, work and visit.

The draft strategy will also help us contribute to required NSW Government long-term housing targets.

Where does the draft strategy apply?

The draft strategy applies to all properties in the Edgecliff Commercial Centre. The centre is located along New South Head Road from the intersection of New Beach Road in the west to the intersection of Ocean Avenue in the east (See map below).



Study Area: Edgecliff Commercial Centre

Vision

Edgecliff is a key local hub for our community. It is the gateway that links Sydney's eastern suburbs and CBD along a vital transit corridor and a key piece of public transport infrastructure. It is surrounded by significant heritage including the Paddington Heritage Conservation Area.

Edgecliff will capitalise on its excellent connectivity to the Sydney CBD, Bondi Junction, harbour-side parks and lifestyle destinations that make the centre one of Sydney's most liveable.

The centre will continue to serve an important economic function and provide diverse opportunities for a range of services, commercial and retail, community facilities and housing. The built form will sensitively respond to the unique character of the heritage conservation areas.

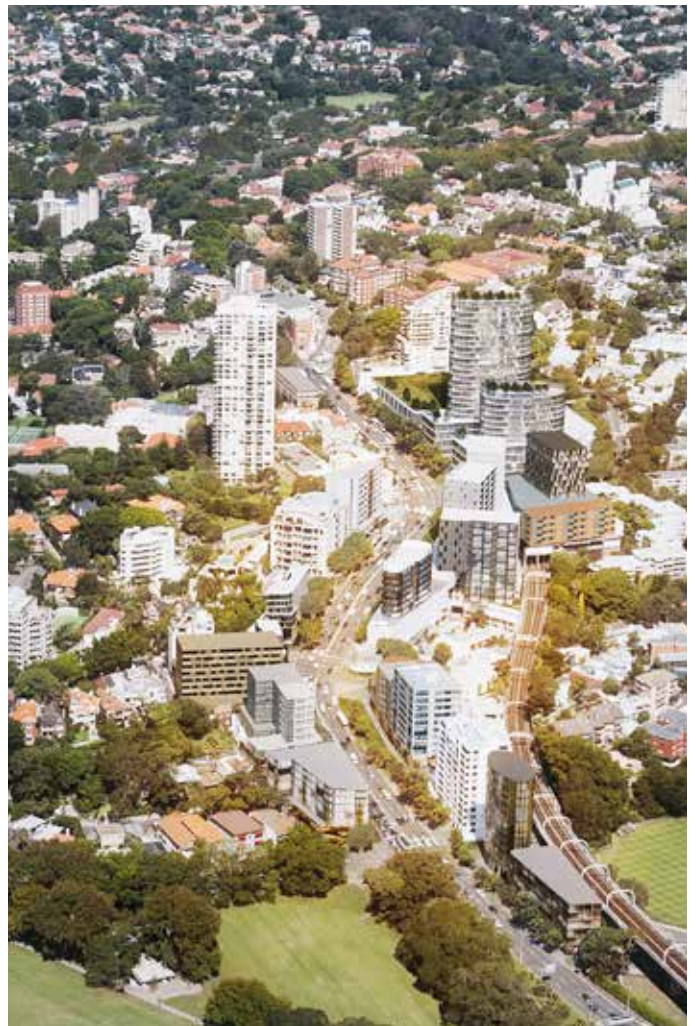
Design excellence is a critical component for delivering the vision for the centre. It will ensure that new developments promote sustainability and liveability, and protect the significance of heritage items and heritage conservation areas which contribute to the unique character of the centre.

Future development will be accompanied by community infrastructure and public domain improvements to support the long term liveability and sustainability of the centre. This includes new public spaces, community facilities, affordable housing, urban greening, pedestrian and cycling infrastructure and improved access to public transport.

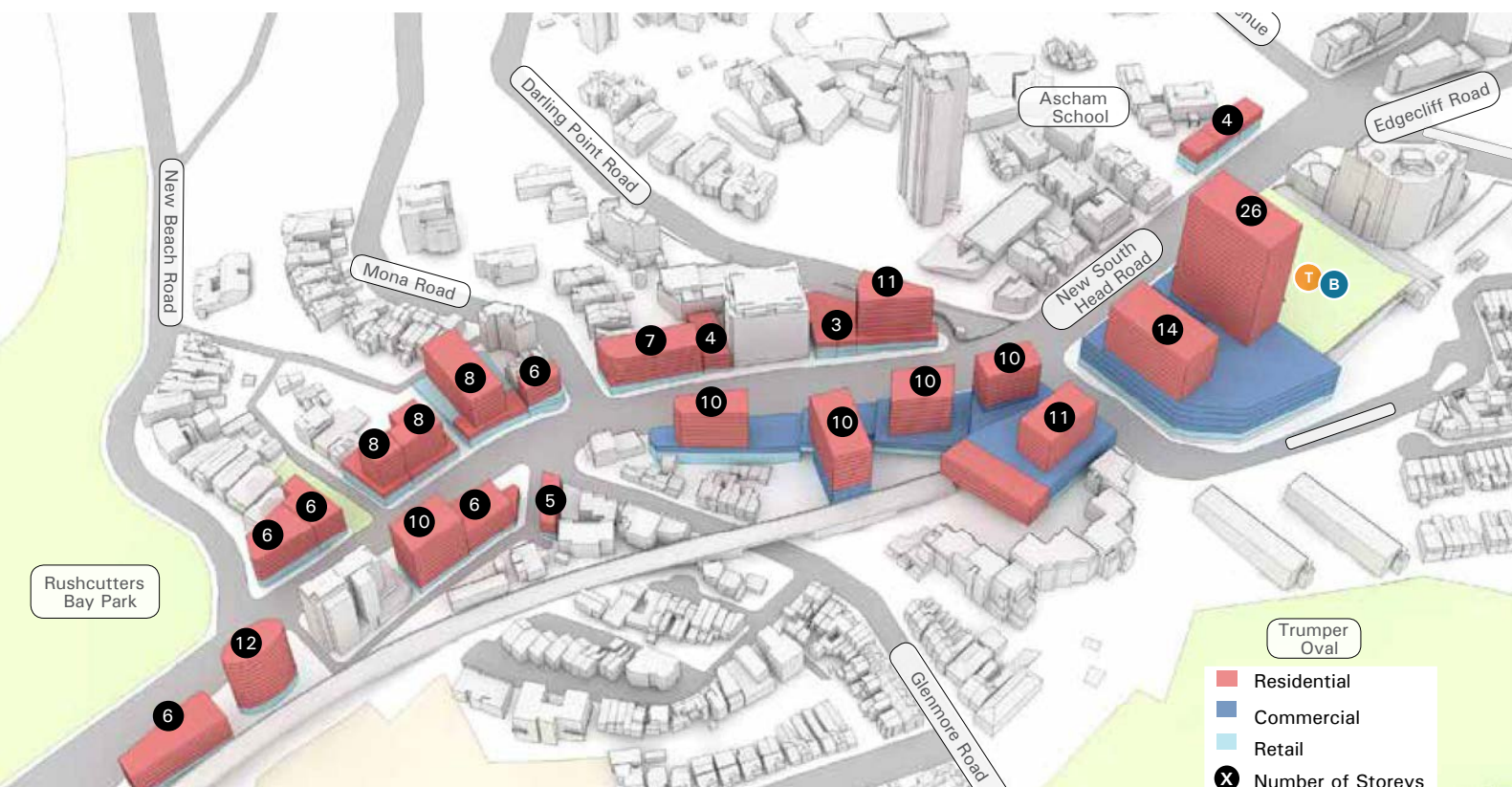


Key elements of the draft strategy

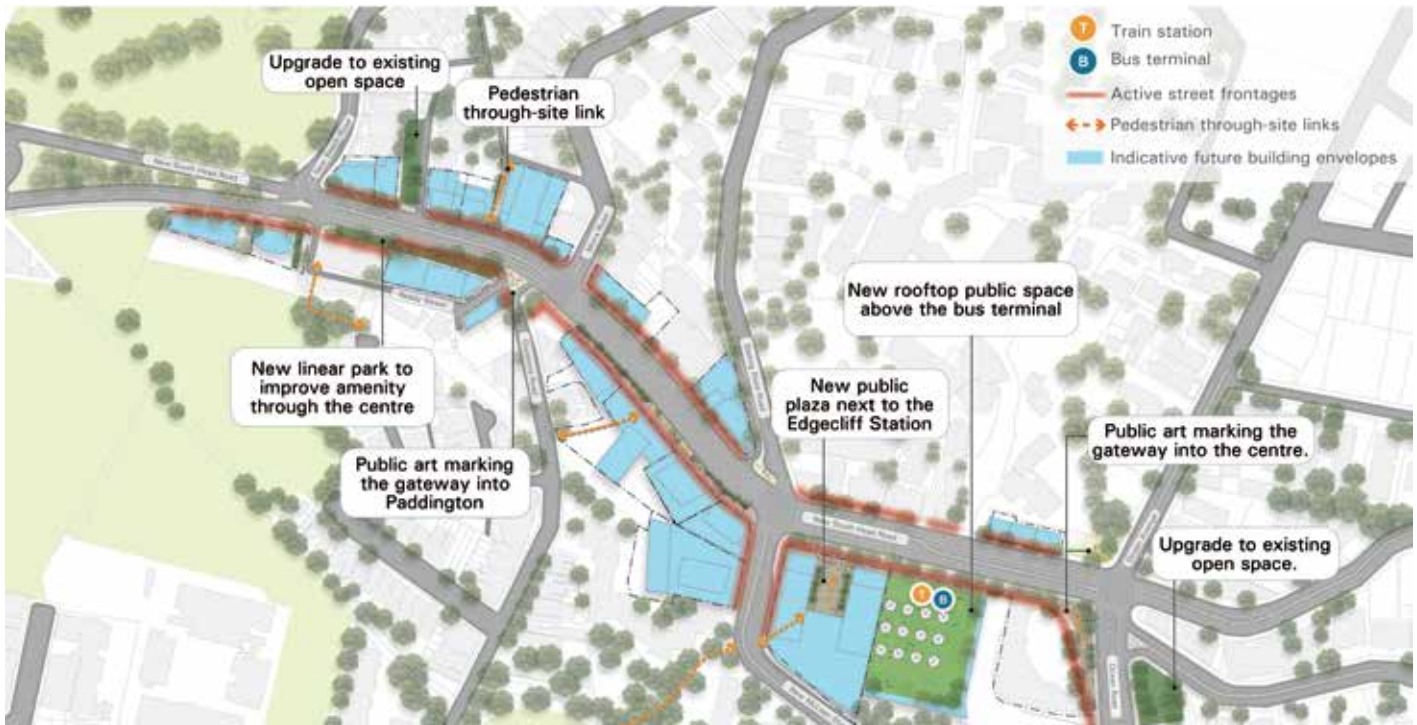
- **Heritage:** Conserve and enhance existing heritage and transition the built form sensitively to the adjoining heritage conservation areas.
- **Land use:** Support the centre's community and business role through minimum non-residential floor space, and focus commercial uses close to the train station and bus interchange.
- **Density:** Provide opportunities for greater building heights and floor space. This will be subject to meeting certain criteria for site amalgamation, design excellence and delivery of community infrastructure.
- **Design excellence:** Ensure that new development is of the highest standard architectural and urban design.
- **Community infrastructure:** Require development to contribute to new and upgraded community infrastructure.
- **Affordable housing:** Require affordable housing to comprise a minimum of 5% of new residential floor space.
- **Traffic and transport:** Mitigate traffic impacts through infrastructure upgrades and encourage car sharing through reduced car parking requirements.



Artist's impression of indicative potential development in the Edgecliff Commercial Centre (Source: SJB 2018)



3D Modelling of indicative potential built form (SJB 2018)



Illustrative masterplan (SJB 2018 modified by Council staff)

Public domain

The ***Draft Edgecliff Commercial Centre Public Domain Plan*** identifies a range of potential public domain improvements in the centre. It responds to the desired future character of the precinct and recommends a range of projects on public and private land.

In summary, the Plan identifies opportunities to:

- Enhance key locations through high quality public art which respecting their existing characteristics
- Facilitate vibrant and inclusive public spaces that enhance the mixed use and civic characteristics of the centre.
- Support walking by providing high quality pathways and urban furniture.
- Enhance active transport (walking and cycling) connections along New South Head Road.
- Encourage pedestrians to spend time in the centre by creating opportunities for activation.
- Enhance urban greening and encourage environmental sustainability through high quality landscaping.
- Enhance the amenity of existing parks and provide better connections to green open spaces.



Artist's impression of the potential built form as viewed from New South Head Rd opposite the intersection with Glemore Rd looking East (SJB 2018)

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