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Executive Summary

The Westfield Eastgardens vision is to transform into a vibrant, mixed use town centre accommodating an improved arrival experience, enhanced retail, leisure, and new commercial office towers integrated into an active civic plaza, and connected to an enhanced bus terminus. There is the opportunity to improve accessibility, connect better with the community, create jobs and strengthen the economic role of the centre, in line with its recognition as a strategic centre.

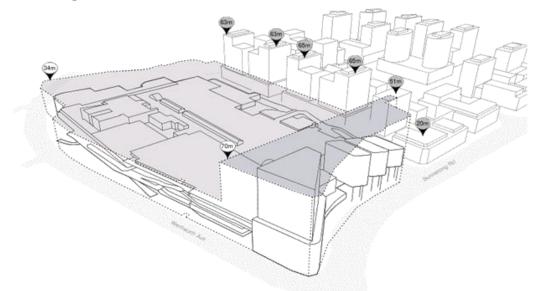


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Prepared on behalf of Scentre Group who operate. manage and co-own the Westfield Eastgardens Shopping Centre with Terrace Tower Group, this Urban Context Report seeks to update the Planning Proposal which was initially lodged with Bayside Council in March 2018, and amended in March 2019. It responds to the comments made by the independent consultants whom the Council commissioned to review the Planning Proposal.

This document identifies the opportunities and constraints of the site, outlines the project vision and urban design principles, presents a merit based and cohesive master plan and describes and assesses the revised master plan for visual impact and overshadowing impacts.

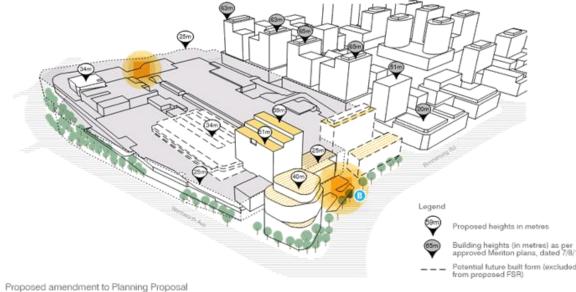
The revised master plan proposes a number of key amendments from the initial lodgement in March 2018



Proposed amendments to the original Master Plan

- Retain the landscape buffer around the centre;
- Lower the height of the proposed commercial tower and move it away from the street, onto the retail podium to reduce it's visual and overshadowing impacts and improve the transition to the neighbourhood;
- Make a focal point to the entry with a new public plaza integrated with the bus terminus;
- Continue the street wall established by the Meriton site to the north with an appropriate building height transition to the proposed commercial buildings;
- Establish a datum for higher buildings that relates to heights on the Meriton site;
- Reconsider the orientation of the future stage development along Bunnerong Road to fit within the established street wall and podium tower typology and to improve the amenity of the future buildings.

Diagram above adapted from Previous Planning Proposal by Terrace Tower Group, Scentre Group and Woods Bagot



Amendments sought in previous Planning Proposal lodged March 2018:

FSR - 1.7:1

Height - Part 34m / Part 70m

Zoning - no change

Amendments sought in the revised Planning Proposal:

FSR - 1.8:1

Height - Part 34m / Part 40m / Part 59m / Remainder: no change at 25m

Zoning - no change

Key features of the revised Master Plan

- A new commercial building up to a height of 59 metres, relocated and modified to reduce the visual impact and bulk:
- A new publicly accessible plaza fronting Bunnerong Road which is defined by active ground floor uses and provides direct vertical connections to a bus interchange split over two levels:
- The previously proposed 20 storey (70 metre) building on the corner of Wentworth Avenue and Bunnerong Road is replaced with an iconic lower 8-10 storey commercial building (40 metre maximum height):
- Provides for future mixed use development in the north-eastern corner of the site, as part of a master plan for future development;
- Retains the previous proposal for the expansion of the retail area and new rooftop garden within the level 2 carpark footprint and western end of the centre fronting Banks Avenue.
- Provides a strategy for improving pedestrian connectivity from the neighbouring Pagewood Green development by Meriton.

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1 Introduction

This section establishes the background, purpose and objectives of the Urban Context Report as it supports the Planning Proposal

1.1 Project Background

Overview

Prepared on behalf of Scentre Group who operate, manage and co-own the Westfield Eastgardens Shopping Centre with Terrace Tower Group, this Urban Context Report seeks to update the Planning Proposal which was lodged with Bayside Council in March 2018, and amended in March 2019. It presents a cohesive and integrated scheme that responds to the comments made by the independent consultants whom the Council commissioned to review the March 2018 and March 2019 submissions. Scentre Group has worked collaboratively with Council in amending and updating the planning proposal to ensure that the proposal responds to the previous comments, and that the master plan is aligned with Council's vision for the site and expectations of the community.

The site is located at 152 Bunnerong Road, Eastgardens, NSW 2036, approximately 8km south of the Sydney CBD. It is situated between Sydney Airport at Mascot, and the coastal areas of South Coogee, Maroubra and Malabar.

The legal description of the site is Lot 1 DP1058663 and the site has a total site area of approximately 9.3ha. The shopping centre was officially opened in October 1987 and extended and refurbished in 2002. It is a fully enclosed, multi-level major regional shopping centre anchored by Myer, Big W, Coles, Target, Woolworths, Kmart and features over 250 specialty stores.

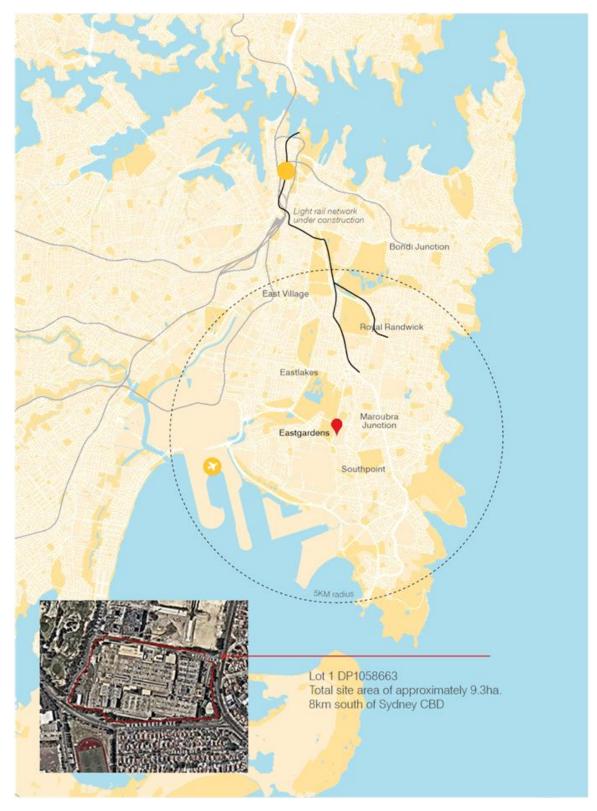
No significant upgrade works have been undertaken at the centre since 2002 which is well outside the typical 10 year redevelopment cycle of shopping centres to remain relevant to their communities. In 2018 Scentre Group became a co-owner of the centre by purchasing 50% from Terrace Tower Group.

The Applicant seeks to initiate the preparation of an amendment to the Botany Bay Local Environmental Plan 2013 (BBLEP) as it applies to the Site. This Report is intended to assist Bayside Council (the "Council") in preparing a Planning Proposal to amend the planning controls at the Site in accordance with Section 3.33 of the Environmental Planning and Assessment Act 1979 (EP&A Act).

This Planning Proposal focuses on improving the arrival experience and public offer at each end of the existing centre. It proposes new mixed-use commercial development at the eastern end of the centre, and a food, beverage and entertainment precinct at the western end. An expansion to the retail floorspace and car parking numbers is also proposed.

The proposal also sets out a strategy for improving the pedestrian flow along Westfield Drive between the site and the neighbouring Pagewood Green development being constructed by Meriton.

In addition, this Planning Proposal illustrates an indicative built form response to the north-eastern corner at the Bunnerong Road frontage to help guide Council's LEP review process. It is proposed that this development will be fully developed within a future stage of works, allowing additional land uses to add vibrancy to the centre such as student accommodation.



1.2 Key Objectives

Proposed Vision and Objectives

The Westfield Eastgardens vision is to transform into a vibrant, mixed use town centre accommodating an improved arrival experience, enhanced retail and leisure, and new commercial office towers integrated into an active, civic plaza connected to an enhanced bus terminus.

There is the opportunity to improve accessibility, connect better with the community, create jobs and strengthen the economic role of the centre, in line with its recognition as a strategic centre under the Eastern City District Plan.

With the addition of commercial office and future mixed use, the site will transcend its role in the community from a traditional shopping centre to a become a 'Living Centre' - a morning to evening activity hub where the community can fulfil its daily needs and be inspired by new opportunities and experiences.

Scentre Group uses the description of a Living Centre because its retail destinations are transitioning to places where the community come to gather and socialise, be entertained, dine, access services and experiences and shop.

The retail expansion will be a response to the changing customer expectations and lifestyle needs. The growth in consuming experiences versus goods sees the opportunity for new dining, entertainment, leisure, fitness and services retail. Further, the leakage of fashion sales to online and the Sydney CBD demonstrates an existing product gap in the fashion retail offer that can be filled for the growing population in South East Sydney.

Centred above a civic plaza, a commercial employment hub will be a new destination for local businesses and residents to establish a workplace that enjoys the amenity of retail and dining with the accessibility of 12 bus routes, convenient ride share and end-of-trip facilities. Westfield Eastgardens will play a leading role in delivering the Strategic Centre actions in the East District Plan.

To complete the vision, two future development buildings have been shown as part of a cohesive plan for the Bunnerong Road street address. It is Scentre Group's intention that these will form part of a future planning scheme that will explore additional land use for the site in the form of student accommodation or hotel development that further diversify the site and support the growth of the Randwick Health and Education precinct.

Key elements of the Vision include:

- To expand and modernise the retail offer, including:
 Create a next generation fresh food market;
- Reconfigure the existing food court to an external orientation with views to the golf course;
- Develop a new rooftop dining, entertainment, and leisure precinct;
- Expand the existing cinema;
- Develop a new international mini-major fashion mall;
- Retain the existing mall axis; and
- Provide new uses to meet the needs of the local community such as a gym, childcare and potential medical services.
- To provide a new A-grade commercial building to accommodate a range of office uses, which will assist future employment growth and job creation at the centre:
- To provide a new multi-use commercial building containing flexible floorspace to accommodate potential office, health and wellbeing practices, and civic service uses;
- To enhance the bus terminus and passenger experience:
- To improve pedestrian accessibility, amenity, safety and permeability;
- To create a better civic entry from the east by rearranging bus and taxi access, along with enhancing the public domain;
- To improve the external interfaces and quality of the streetscape around the centre including accessibility to the centre from the neighbouring Pagewood Green development by Meriton; and
- To retain existing car parking provision and provide additional parking appropriate for the expansion of the centre.

This proposed expansion of the centre responds to a range of factors, which include:

- The densification and gentrification of the trade area;
- The popularity of the existing fresh food offer;
- The demand for fashion retail by residents in the trade area that is currently being fulfilled at shopping destinations outside the trade area;
- To leverage off the existing strategic bus route links via the bus interchange and terminus at the site;
- To satisfy the shopping centre renewal cycle, in a situation where there have been no upgrades to the centre in over fifteen years, whilst other competitors are reinvesting in their shopping centres;
- To provide opportunity for a greater level of commercial floor space in close proximity to the bus interchange, given the identification of Eastgardens-Maroubra Junction as a 'Strategic Centre' within the draft Eastern City District Plan.
- To facilitate a modern precinct which can accommodate future growth, including the potential for student accommodation or a hotel to support the investment in the Randwick Health and Education collaboration area.

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1.3 Options Tested

Master plan testing

A number of options were tested before arriving at the preferred option. The model images below illustrate the various options tested and a summary of the key opportunities and constraints they present.





Previously submitted option

Key Features

- Maximum height: 70m.
- Incremental commercial GFA: 34,800sqm. Setback from street boundary (varies 13-20m).

Opportunities

- Proposed commercial floorspace is viable and meets market desire for ~1,200 sqm regular
- The commercial precinct has good street presence and good view prospects.

Overshadowing impacts to 5 dwellings on the southern side of Wentworth Avenue (244-252) was considered to be unacceptable, and as such the scheme was redesigned to improve overshadowing impacts to the 5 dwellings in focus.





Reduced option 1

Key Features

- Tower location retained, height reduced.
- Maximum height: 51m.
- Incremental commercial GFA: 25,000sqm.
- Setback from street boundary (varies 13-20m).

- No additional overshadowing to primary private open space of rear yards of the 5 houses on Wentworth Avenue in focus (i.e., DCP compliant).
- Overshadowing to the frontyards of the 5 houses in focus on Wentworth Avenue is substantially reduced.

Constraints

- Tiered floorplates are inefficient and present a challenge for location of lift core to subdivide a floor into multiple tenancies.
- Loss of 9,800sqm GFA (-28%) makes this option not viable.
- Does not visually signal the commercial precinct.

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Options Tested





Reduced option 2

Key Features

- Tower location rotated 90 degrees, height reduced
- Maximum height: 33m.
- Incremental commercial GFA: 12,500sqm.
- Setback from street boundary (varies minimum

Opportunities

- Zero overshadowing to front yards of the 5 houses on Wentworth Avenue in focus.
- Greater setback off street reduces visual impact.

- Loss of 22,300sqm GFA (-64%) makes this option
- Wasted opportunity to deliver the objectives of the District Plan for a key commercial zoned site.





Preferred Option

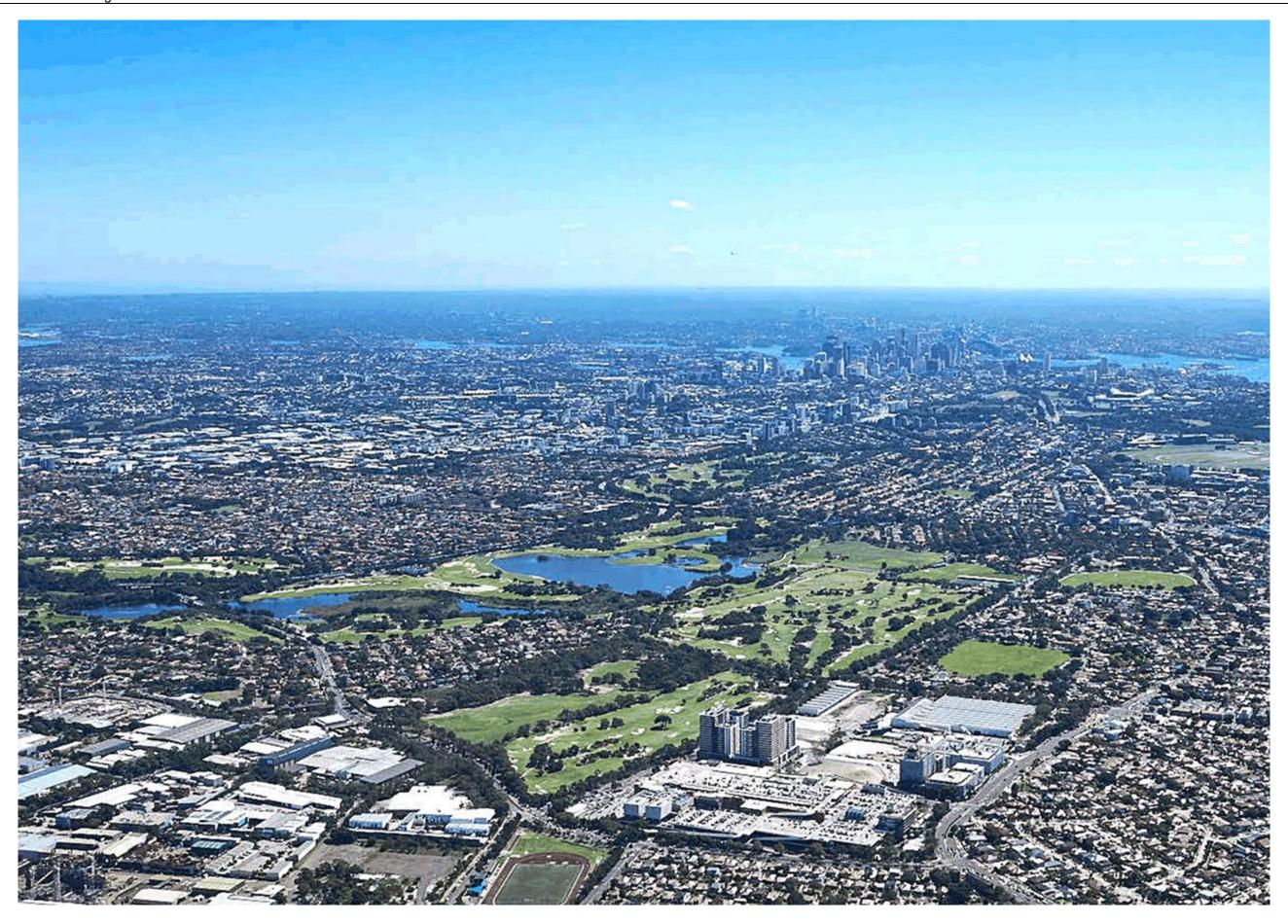
Key Features

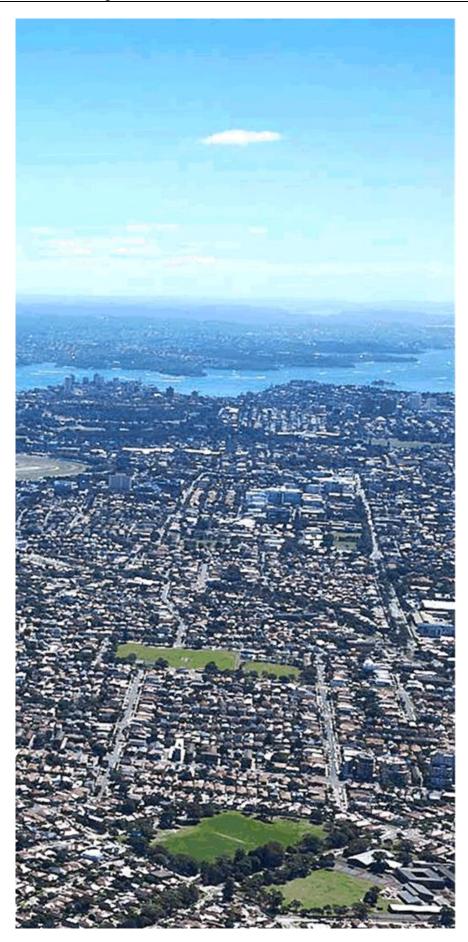
- Tower location rotated 90 degrees, height reduced
- Maximum height: 59m.
- Incremental commercial GFA: 27,300sqm. Setback from street boundary (varies minimum

Opportunities

- Overshadowing to the frontyards of the 5 houses in question on Wentworth Avenue is substantially
- Loss of 7,500sqm GFA (-22%) impacts feasibility but is considered reasonable in order to achieve no additional overshadowing to the rear yards of the 5 buildings in focus on Wentworth Avenue.
- Sufficient height to create variety of form on the corner and visually signal the commercial precinct.
- Greater setback off street reduces visual impact.
- Generally maintains target floorplate of 1,200sqm and ability to subdivide floors.

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2 Planning Context

This section outlines the strategic context and aspirations for the site within the Greater Sydney Region Plan and as part of the Eastgardens-Maroubra Junction Strategic Centre under the Eastern City District Plan.

2.1 Strategic Context

A Metropolis of Three Cities - The Greater Sydney Region Plan

Released in March 2018, the final version of the Region Plan ensures land use and transport opportunities develop more equitably across Greater Sydney.

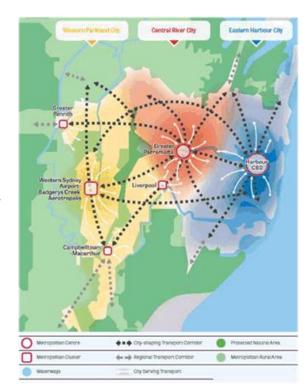
The Region Plan conceptualises Greater Sydney as a metropolis of three '30-minute' cities and is presented with the District Plans to reflect the most contemporary thinking about Greater Sydney's future. The site is located within the broader 'Eastern Harbour City', as identified in 'The Greater Sydney Region Plan' to the right.

The Region Plan sets the vision and strategy for Greater Sydney, to be implemented at a local level through District Plans. For the first time, the Plan has been prepared in conjunction with the NSW Government's Future Transport 2056 Strategy and informs Infrastructure NSW's State Infrastructure Strategy providing full integration of land use, transport and infrastructure planning.

The Region Plan is underpinned by four key pillars which outline specific objectives to be achieved. The four pillars include:

- Infrastructure and Collaboration
- Liveability
- Productivity
- Sustainability

An assessment of the Planning Proposal against the relevant objectives of the Region Plan is provided within the Planning Report prepared by Urbis.



A Metropolis of Three Cities - The Greater Sydney Region Plan



Eastern City District Plan

Eastern City District Plan

Released in March 2018, the final version of the District Plan is a 20-year vision that provides strategic guidance on the economic, social and environmental growth in the Eastern City District of Greater Sydney. The District Plans have been prepared to align the Region Plan and the detailed planning controls for local areas.

The District Plan sets out priorities and actions for the development of the Eastern City District, which includes the LGAs of Bayside, Burwood, Canada Bay, Inner West, Randwick, Strathfield, the City of Sydney, Waverley and Woollahra.

This plan indicates that the site is proposed to be within the Eastgardens-Maroubra Junction Strategic Centre. Within Planning Priority E11, it states that the

centre has a large retail catchment and opportunities to link the two centres along a corridor of activity should be investigated.

Priorities for the Eastern City District

- Growing investment, business opportunities and jobs in strategic centres;
- Providing services and social infrastructure to meet people's changing needs;
- Fostering healthy, creative culturally rich and socially connected communities;
- Growing investment in health and education precincts and the Innovation Corridor; and
- Providing housing supply, choice and affordability, with access to jobs and services.

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As required by the EP&A Act, the District Plan:

- Provides the basis for strategic planning in the District, having regard to economic, social and environmental matters;
- Establishes planning priorities that are consistent with the objectives, strategies and actions of the Region Plan; and
- Identifies actions required to achieve the planning priorities.

The 'Actions No.48' for the centre are identified as the following:

- "Strengthen Eastgardens-Maroubra Junction through approaches that;
 - protect capacity for job targets and a diverse mix of uses to strengthen and reinforce the economic role of the centre
- extend and investigate additional economic activities to connect Eastgardens and Maroubra Junction and complement the existing activities
- leverage future public transport connections in the south east and west of the District
- d. encourage provision of affordable housing to support the nearby health and education facilities and employment lands
- e. promote place making initiatives to improve the quality and supply of public spaces, promote walking and cycling connections and integrate with the Green Grid
- f. improve public transport connections, and walking and cycling between Eastgardens-Maroubra Junction and Randwick."

It is clear from the above actions that significant growth is expected within the centre over the plan period and given its new status as a 'Strategic Centre'.

The Plan outlines the jobs targets for the various centres including Eastgardens-Maroubra Junction as illustrated in the table to the right titled 'Central District Job Target.'

Central District Job Target

Centre	2016 Estimate	2036 Baseline Target	2036 Higher Target	
Eastgardens Maroubra	6,900	8,000	9,000	

These job targets are intended to provide guidance to Councils and government agencies as to the likely scale of employment growth, whilst also helping to inform land use and infrastructure planning. The reason a range is provided is to account for varying economic conditions, and the higher growth scenario would reflect further investment in the centres.

The expansion of Westfield Eastgardens is proposed to provide approximately 64,800 sqm additional GFA (total 164,200 sqm GFA) and will assist in meeting these higher growth scenario job targets identified by GSC.

The Economic Impact Assessments that accompany this Planning Proposal identify that the proposal will generate an estimated additional 900 - 1,100 jobs (full-time and part-time) within the retail expansion and some 950 - 1,200 jobs as part of the new commercial buildings. This will significantly contribute to meeting the job targets set out in the District Plan.

Allied to the proposed jobs target within the Eastern City District Plan, are the five-year housing targets which are based upon the District's dwelling need and are said to provide an opportunity to deliver supply. This is broken down into Local Government Areas (LGAs). The table below sets out this housing target:

Five Year Housing Target

Area	2016-2021 Housing Target		
Bayside LGA	10,150		
Eastern City District Total	46,550		

- The Bayside Council LGA has the second highest housing target of the LGAs in the Eastern City District after the City of Sydney, and represents almost a quarter of the new dwelling target for the District. This demonstrates that the Greater Sydney Commission views Bayside LGA as a location which can accommodate significant population growth, the consequence of which is that other services and facilities would need to be expanded to support this growth. This includes the provision of adequate retail floor space and offer to meet the needs of local residents and new office space to support employment growth.
- Furthermore, the former BATA site adjacent to Westfield Eastgardens will contribute to this increase in residential population within the local area. The site is being developed by Meriton and is being marketed as 'Pagewood Green'. The site extends to approximately 16ha, with the first 10ha already benefiting from consent for some 2,200+ dwellings, which are now being delivered. The completed site is expected to yield approximately 3,800 dwellings. This will create a new resident population immediately adjacent to the shopping centre.

Other Land Uses

The master plan proposes future stage development that will add additional uses to the centre to enhance vibrancy and diversity. Two of these potential land uses that are appropriate for the site include:

Student Accommodation

There is an absence of a specific direction for Student Accommodation in the strategic plans, however, Action 48 of the District Plan encourages provisions of affordable housing in strategic centres to support the nearby health and education facilities and employment lands. Although not explicit, affordable housing could allude to "student housing" as student housing is defined as a boarding house under SEPP (Affordable Rental Housing) 2009. The District Plan also highlights the need for a diversity of housing supply.

- About 9% of the Hillsdale-Eastgardens population are tertiary students
- About 9.4% of the Bayside LGA population are tertiary students
- The site is in close proximity to UNSW with frequent bus connections.

Hotel Accommodation

There is an aspiration to double the overnight visitor expenditure to NSW by 2020 (Visitor Economy Taskforce, 2012) to be located close to tourist destinations, business facilities and transport gateways.

For Eastgardens, the proximity to hospital, University, port and airport present multiple sources of demand for overnight accommodation. Also, a business case is currently being prepared for a new cruise ship terminal that would be in close proximity to any future hotel accommodation at Eastgardens.

Future Public Transport Improvements

A key basis of development intensification

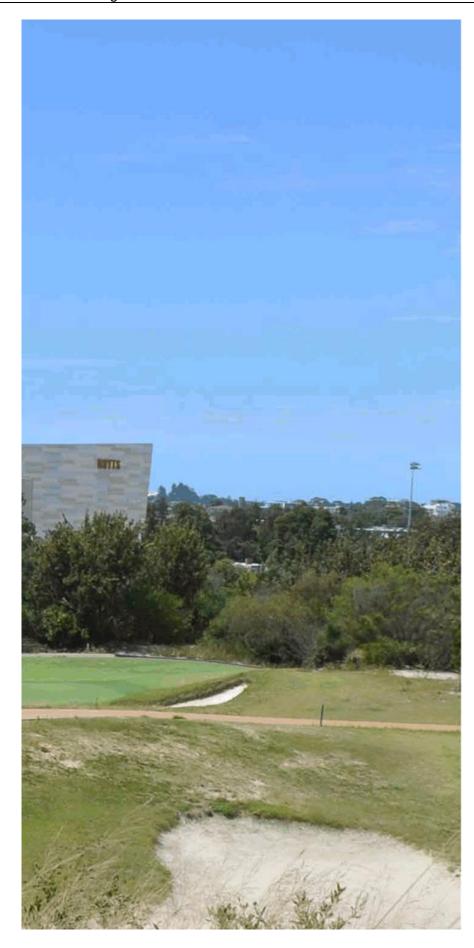
A key basis of development intensification for strategic centres are to leverage existing and proposed transport infrastructure.

- Westfield Eastgardens benefits from accommodating an existing major bus terminus which provides over 12 different bus routes that connect with Sydney Airport and other metropolitan/strategic centres including Sydney CBD, Randwick, Green Square, Mascot, Bondi Junction and Burwood. A cornerstone of the proposal is locating new commercial office development with an enhanced bus terminus.
- Eastgardens and Maroubra Junction are located along a future "city shaping corridor" – a high capacity, high frequency public transport route providing access to Sydney CBD by 2056.
- Rapid bus has been earmarked for investigation in the 0-10 year time period, while light rail extension to Maroubra Junction / Metro train link to the south east is set for a 10-20 year time period.
- It is noted that as Maroubra Junction is largely already developed, there is greater potential for Eastgardens to capitalise on this south-east transport corridor and provide higher densities as part of transport-oriented urban renewal.

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3 Analysis & Findings

This section provides a succinct analysis of the site conditions and outlines the opportunities and constraints that the site presents.

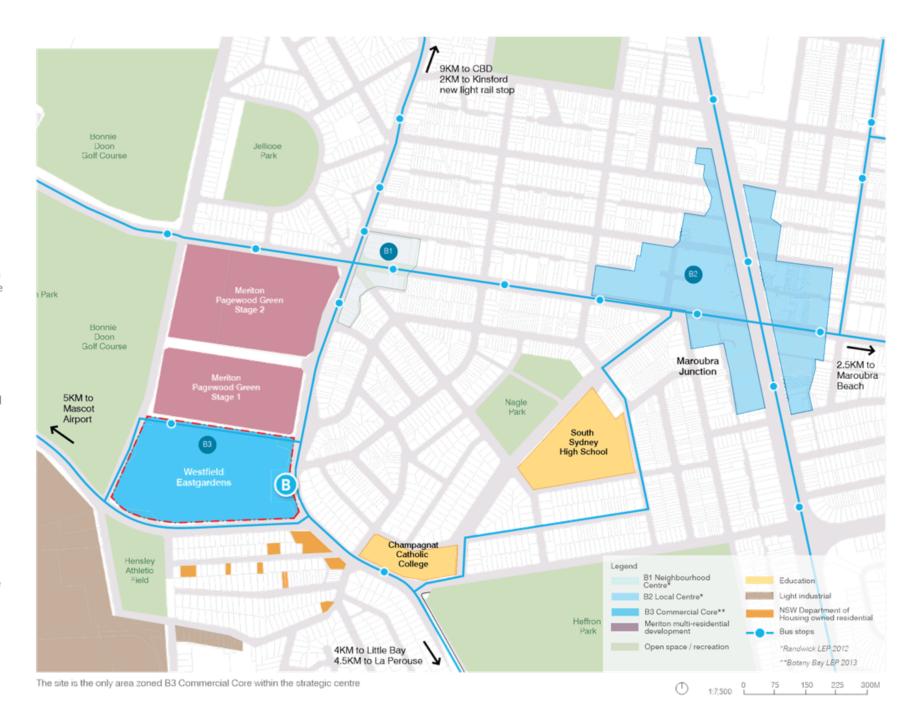
3.1 Site Analysis

Westfield Eastgardens is dedicated as the commercial core within the local planning context. The site has an important role to play in meeting the objectives of this land use, ensuring a wide range of retail, business, office, entertainment, community and other suitable land uses are provided to meet the needs of the local community.

The site is bound by busy roads to the south and east and well served by public transport with an existing bus terminus and lay-over area on site. Bus routes run along Bunnerong Road to the east and Westfield Drive to the north and connect with Maroubra Junction, Bondi Junction, UNSW and the City.

There are a variety of land uses surrounding the shopping centre, including industrial, residential and open space. Sydney airport is located only a short distance to the south-west of the site while the heavy industrial areas of Port Botany and the Botany Industrial Precinct are located to the south and west of the site.

In terms of the immediate surroundings, to the north of the site is a former industrial area comprising the former British American Tobacco (BATA) site which is now owned by Meriton who has planning consent for new high density residential apartments. These new apartments are currently under construction with Stage 1 well underway and Stage 2 having received Gateway approval and recently exhibited. To the south of the site beyond Wentworth Avenue is the Hensley Athletic Field and an area of 1-2 storey detached dwelling houses accessed from Denison Street. Bonnie Doon Golf Course is situated to the west of the site, whilst further low density residential areas are located to the east between the site and Maroubra Junction. Other uses in the general area include the University of New South Wales and a large hospital precinct, including the Sydney Children's Hospital, the Prince of Wales Hospital and the Royal Hospital for Women, in Randwick.



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Site Analysis

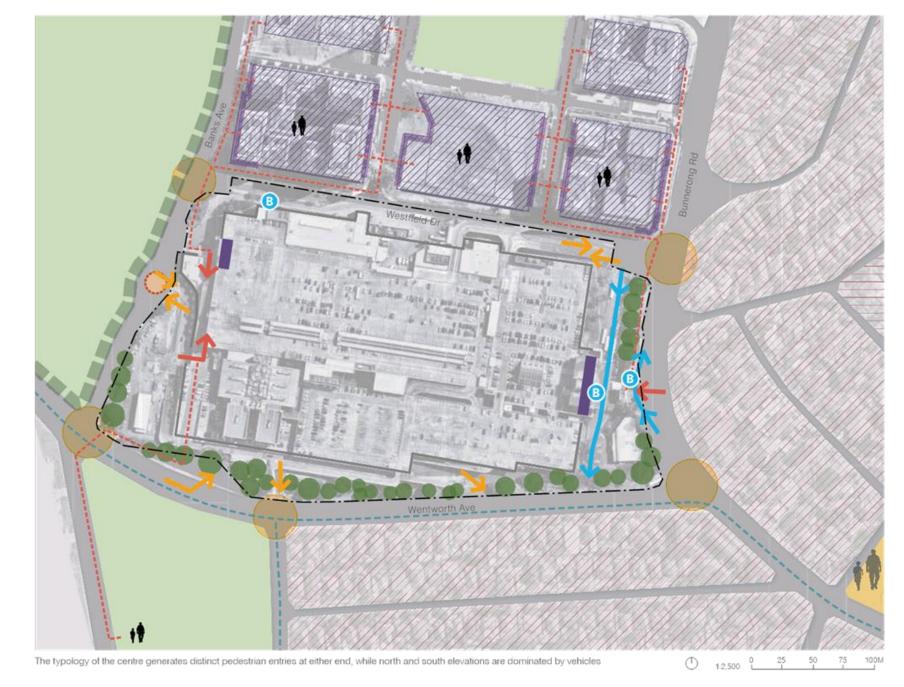
While the external interfaces of the shopping centre are largely inactive with little pedestrian amenity, opportunities exist at each end of the east-west mall axis to enhance the arrival experience and provide hubs of activity, while improving the amenity and safety along the other edges.

The Westfield Eastgardens shopping centre occupies a site which is bounded by Wentworth Avenue to the south, Bunnerong Road to the east, Westfield Drive to the north and Banks Avenue to the west. The centre provides some 84,400sqm of Gross Leasable Area (GLA) which accommodates approximately 70,500sqm of retail floor space (excluding cinemas, banks and travel agents etc.), along with some 5,000sqm of office floor space and a 723-seat cinema complex, supported by over 3,100 car parking spaces.

The total consented Gross Floor Area (GFA) for the site is currently 100,926sqm (following DA14/123), although the full extent of this floor space has not yet been developed.

The adjacent diagram highlights existing vehicular and pedestrian movement into and around the site, as well as the character of streetscapes and significant building entries which contribute to pedestrian amenity and access.





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Item 5.2 – Attachment 3

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Site Analysis







Bunnerong Road

Primary role -

Major arterial road connecting Anzac Pde at Kingsford to La Perouse in the south with bus stop and pedestrian entry to shopping centre

Key characteristics -

- 3 lanes of traffic in both directions
- 1-2 storey detached residential on eastern side opposite shopping centre, high density residential on western side, north of the site.

 Bus stop for routes 391 to Railway Square, 392, and X92 to City, and 400 to Bondi Junction
- Primary pedestrian entry to shopping centre at bus stop



Wentworth Avenue

Major arterial road including heavy vehicle route
 (RMS dangerous goods transit route) and car park
 access to shopping centre

- Key characteristics
 3 lanes of traffic in both directions
- Planted median strip and vegetated verges makes significant contribution to streetscape quality.
- Existing vegetation buffer provides visual screening and mitigates scale of shopping centre
 1-2 storey detached residential on southern side,
- multi-level car-park on northern side
- Narrow footpaths and conflict with car-park and bus driveways impacts on pedestrian amenity

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Site Analysis







Banks Avenue

Primary role -

 Local road running parallel to Bunnerong Road on western side of shopping centre with popular car-park access point at roundabout due to convenient access to ground level fresh food retail.

Key characteristics -

- Secondary pedestrian entry to shopping centre
- Edged by golf course on west
- Major vehicle entry point facilitated by heavily used roundabout
- Loading dock entry point



Westfield Drive

Primary role -

- Service road / loading for shopping centre.
 Connecting pedestrians to the centre from the new Meriton multi-residential development.

Key characteristics -

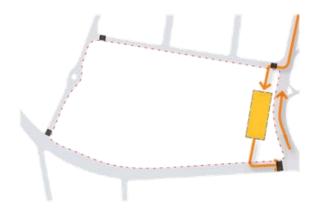
- Interfaces with new Meriton multi-residential development to the north
- Loading docks and inactive façades along northern edge of shopping centre, and screened podium car-parking of Meriton development Bus stop for routes 301-310
- Some pedestrian use, particularly at the eastern and western ends, away from the loading area in the centre.
- Low private vehicle use, some cycle use.
 Issues with some private vehicles using road as
- Limited solar access due to Meriton towers to the

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3.2 Opportunities and Constraints

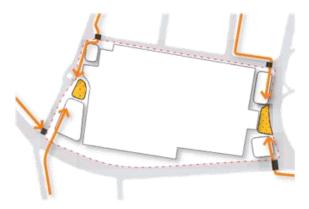
Opportunities and Constraints

In understanding the site characteristics and issues, the following opportunities and constraints were identified for the site.



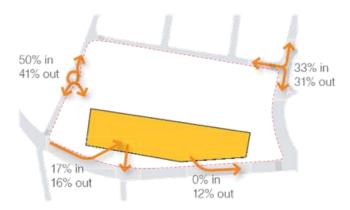
Public transport

- Opportunity to upgrade bus terminus experience and promote public transport usage.
- There is a logical node for future public transport connections at the eastern end of the site (potential rapid bus, light rail, or Metro).



Pedestrian movement

- Opportunity to introduce an active pedestrian focused plaza at the eastern entry integrated with bus terminus.
- Opportunity to improve the pedestrian experience at the western end of the site.
- Opportunity to improve the amenity of footpaths leading to entry points to the centre.

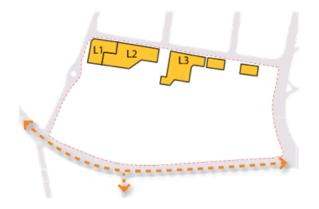


Vehicle access and parking

- Ramps to existing above ground parking are required to be maintained, particularly on the north side, where they serve the predominately north-east catchment to the centre.
- However, there is improvement to traffic flow with the introduction of controlled parking to improve efficiency of traffic flow at entries and exits and to better manage legibility of car space vacancies (introduced December 2018).
- Improve car-park circulation and use dynamic signage of available spaces to prioritise entries that are located away from pedestrian areas.
- Opportunity to screen new vehicular ramping.
- It is essential that appropriate ramp access to the carpark on levels 3 and 4 of the centre is maintained as this area provides 45% of current car parking spaces and this percentage will increase as the proposed roof mezzanine levels are added.
- The design will include improvements to facilities and accessibility with a view to minimising dependence on private vehicles and car parking. Whilst car parking will be increased, the final provision will be resolved at DA stage based on occupancy modelling of the existing car park and a development overlay.

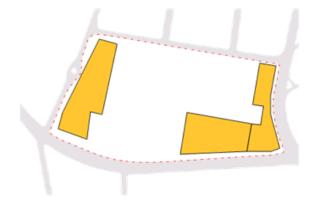
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Opportunities and Constraints



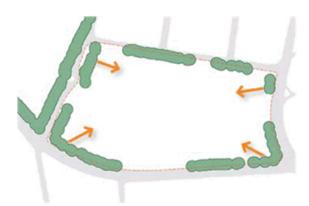
Loading and RMS dangerous goods route

- Established loading docks are consolidated along Westfield Drive. These support the supermarkets and department stores located on the northern side of the centre, and specialty shop loading throughout the centre, and cannot be removed or relocated.
- The RMS dangerous goods transit route runs along Wentworth Avenue and down Denison Street to the Botany Industrial Precinct. The facade to the Wentworth and Denison intersection is recommended to be solid core to protect from a dangerous goods incident.



Developable land

- There is an opportunity to utilise land around the perimeter of the existing centre for new development and activation. Areas without development or parking areas that can be demolished are opportunity sites for new podiums and towers.
- Portions of the site occupied by existing development are constrained from accommodating new development as they do not have structural or logistical potential to accommodate new built form on top of existing structures.
- There is the opportunity for new built form to interface with the street and create an improved address and pedestrian experience.



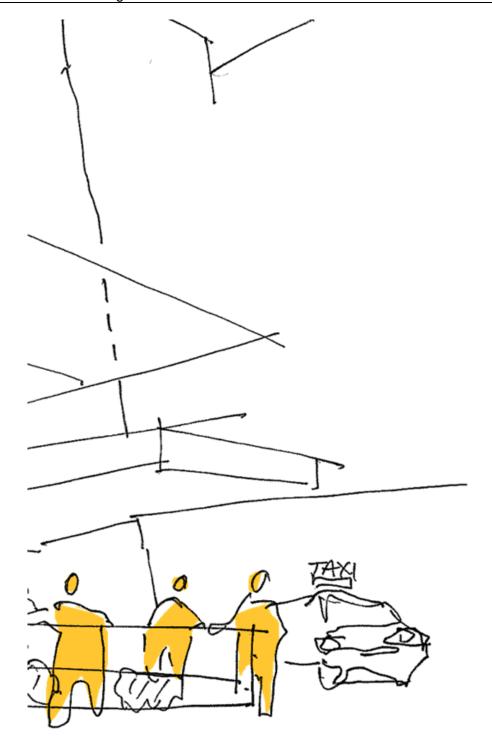
Green Buffer

- The existing green buffer provides significant visual and ecological amenity to the site.
- There is an opportunity to extend and enhance the landscape experience in and around the centre, building on the original vision of Eastgardens as a garden-focused place.

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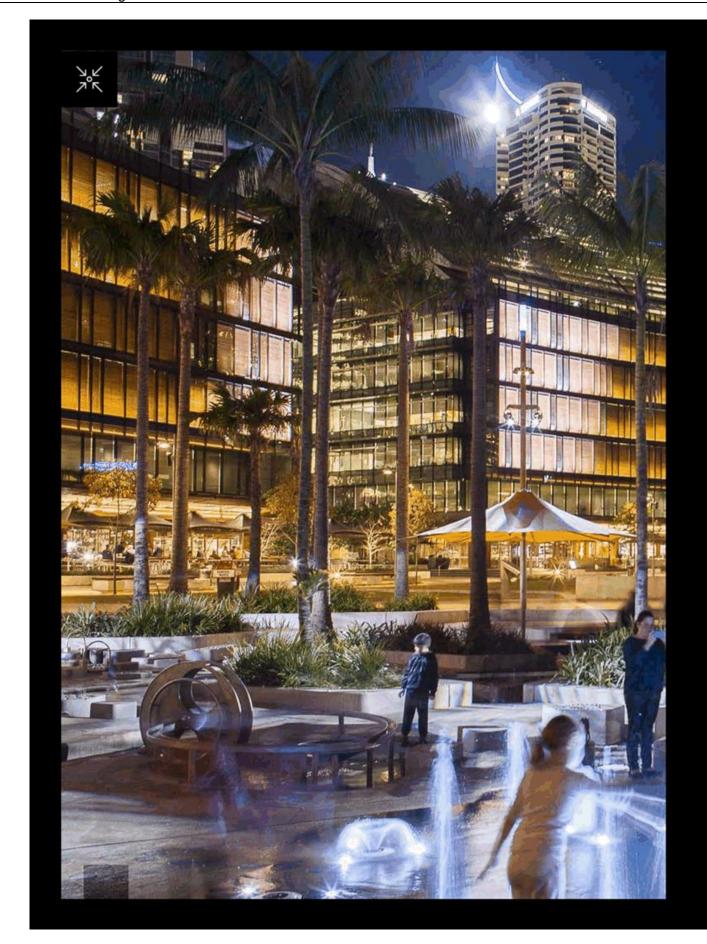




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4 Developing the Master Plan

In developing the master plan, we established a specific set of principles and a project vision which have guided the development of a robust master plan approach

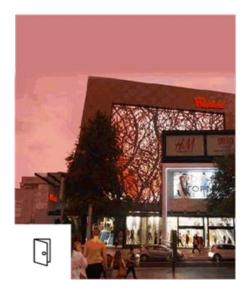


4.1 Master Plan Vision

Creating a Living Centre

Eastgardens is thinking beyond retail. With the addition of commercial and future mixed use, it will transcend its role as a traditional shopping centre and become a living centre – a morning to evening community hub where people can fulfil more of their daily needs. And with over 12 different bus routes and convenient ride share facilities, Eastgardens is accessible to the local community.

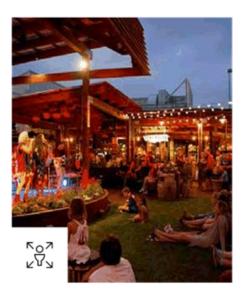
Master Plan Vision











An Arrival

A reimagined front door at both the eastern and western ends of the centre will reconnect the centre with its local context and growing community.

A Place to Connect

A 'third place' between work and home with day and night activation. A town-centre providing opportunities for impromptu meeting and socialising as well as a setting for special occasions against the backdrop of a landscaped urban oasis with district views.

A Place to Work

A new workplace offer will provide A-grade commercial office and innovative co-working start-up space, located above the upgraded bus terminus and civic plaza. The precinct will create jobs close to homes and strengthen the diversity and economic role of the centre.

Convenient, Walkable and Connected

Located on a highly connected transport hub, the centre presents a renewed accessible and walkable focus for Eastgardens-Maroubra Junction.

A Place to Live and Learn

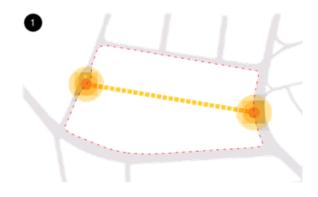
As part of the mixed use vision, a future education and accommodation component will support the evolving Randwick Health and Education Super Precinct, and enrich the community around Eastgardens. Services catering to the everyday needs of students will add depth to the retail and entertainment offer.

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4.2 Urban Design Principles

A number of urban design principles have been developed which respond to the key issues and concerns raised through engagement with Bayside Council and those identified within the independent review of the previous planning proposal.



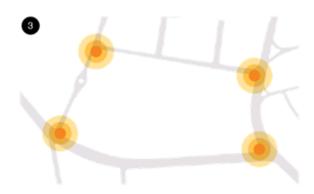
1. Destination hubs at each end linked by a central spine

- Street facing buildings and active frontages to create a new presence for the centre.
- New address points to enhance the arrival experience and outward presence of the centre.
- A new plaza at the eastern end of the existing spine to create an attractive focal point connecting lobbies, shop-fronts and community uses with a strengthened transport node.
- A fresh food retail, dining and entertainment hub at the western end which enjoys views out over adjacent green space and city skyline beyond.



2 Entries

- Ensure that all new buildings have entries at ground level from the public domain.
- Ensure that building lobbies are clearly visible and accessible from the public domain.

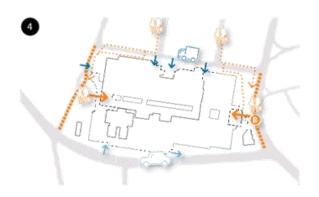


3. Activate corners

- Improve the centre presence with externalised functions and a greater public interface with the street on the corners of the site.
- Engage with the neighbouring context through improved interfaces and pedestrian access.
- Conceal new servicing, blank walls, car-parking etc. with active corners.

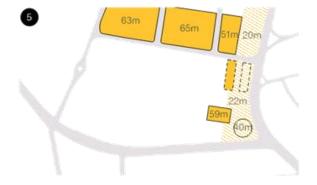
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Urban Design Principles



4. Defined street functions

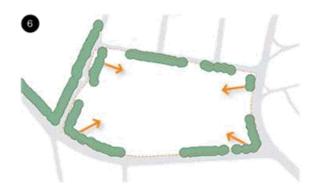
- Westfield Drive to continue essential loading function. Direct pedestrians to the eastern and western corners of the site.
- Wentworth Avenue to have a focus on parking access and egress: maintain vehicular entries, exits and external ramping and landscape buffer
- Bunnerong Road to be the main public transport and pedestrian interface with a sunken bus interchange for south-bound buses, a pull-in bay for northbound buses, and a shared-way for shared mobility drop-off (Uber, taxi, kiss&ride) focused around a pedestrian plaza.
- Banks Avenue to have a pedestrian and landscape focus, de-prioritise car park movements in favour of pedestrian access and shared mobility drop-off, with a visual connection to the golf-course.



5. Heights to relate to adjacent context

- Low level street wall fronting Bunnerong Road to make an appropriate transition to the adjacent residential neighbourhood.
- residential neighbourhood.

 Taller built form (up to 59 metres) set back behind the street wall.
- Iconic commercial building (up to 40 metres) marking the corner of Bunnerong Road with Wentworth Avenue.



6. Strengthen green buffer

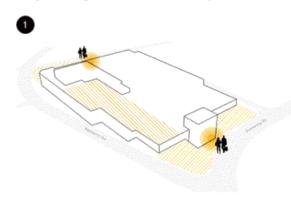
- The existing green buffer aligns with the original vision for Westfield Eastgardens.
- Retain and strengthen green buffer along Wentworth Avenue, Bunnerong Road corner and Westfield Drive.
- Extend the landscape experience inside the centre.

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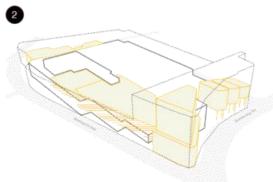
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4.3 Evolution of Design

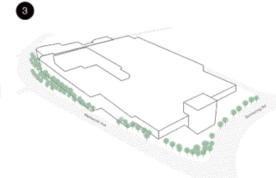
Key Design moves developed following engagement with Bayside Council



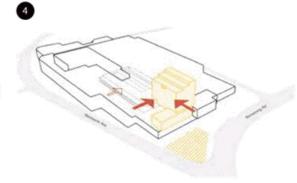
Revitalise Each End
Expand the centre at the eastern and western ends and within the southern car park where the external interface with the surrounding context can be improved and impact to existing retail tenancies can be avoided.



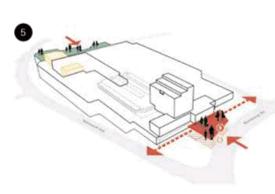
Reconsider Previous Planning Proposal
The previous planning proposal lodged
in March 2018 sought approval for new
development up to 70m for the full frontage
of Bunnerong Road, and new development
fronting Banks Avenue and along Wentworth
Avenue with a 34m maximum height
provision.



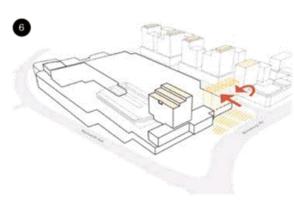
Retain Vegetation Buffer
Ensure that new development implements appropriate front and side setbacks to retain the existing green vegetation buffer which is highly significant in providing visual and ecological amenity to the site.



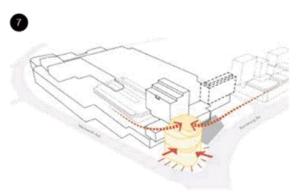
Minimise Impact of Tower and Car Park
Push the proposed commercial tower further
back onto podium with greater setbacks and
a slimmer east-west footprint to minimise its
visual and overshadowing impacts. Provide
provision for potential future multi-level car
parking on top of the existing car parking,
setback from the existing building edge.



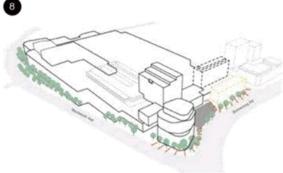
Create Active Arrival Hubs
Revitalise the eastern front door entry with
externalised retail, an active new plaza, and
improved integration with the bus terminus
and taxis over two levels. The western front
door is also proposed to be revitalised with an
expanded entertainment and leisure precinct
complete with an accessible rooftop.



A Defined Front Edge
Rotate proposed built form (future stage)
and push further back onto the podium
to complete the urban block and create a
more viable east-west oriented footprint.
Align heights to relate in context to the
strategy adopted by the adjacent Meriton
development.



Activate the Corner
Define the street with an iconic new corner
building that transitions in height from the
adjacent Meriton residential neighbourhood
and supports commercial and/or medical
and civic uses and active ground floor uses
fronting the public space.



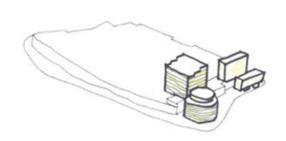
Complete the Street Wall Condition
Future development at the north-eastern
corner of the site (future stage) would
complete the street block, relate in
height to the adjacent Meriton residential
neighbourhood and provide further activation
and definition of the public space.

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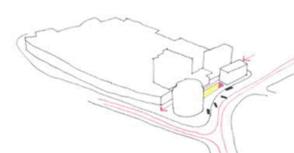
Evolution of Design

Built form justification Why height is proposed for Westfield Eastgardens



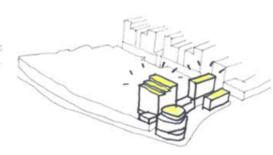
A strategic centre should maximise employment and services for a growing population in appropriate locations

- A variety of employment opportunities ensure jobs growth for the centre, particularly in office jobs.
- The role of the Eastgardens-Maroubra Junction as outlined within the Eastern City District Plan is to protect capacity for job targets and a diverse mix of uses to strengthen and reinforce the economic role of the centre; leverage future public transport connections; and promote place making initiatives.
- Job targets for the Eastgardens-Maroubra Junction strategic centre = 1,100 to 2,100 additional new jobs by 2036.
- Limited opportunity for commercial office redevelopment within the Maroubra Junction local centre under the current controls and block sizes, and given previous residential development that makes redevelopment not feasible.
- If approved, this planning proposal has the potential to generate an additional 900-1,100 new retail jobs (full-time and part-time) and 950-1,200 new commercial office jobs.



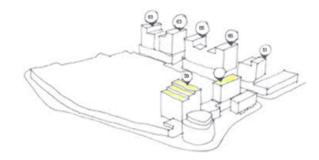
2 Height is focused around a transport interchange

- The cluster of height at the eastern end is served by multiple bus routes, and an interchange accommodated within the proposal.
- Bus routes run along Bunnerong Road to the east and Westfield Drive to the north and connect with Maroubra Junction, Bondi Junction, UNSW and the City.
- Discussion and preliminary feasibility studies have been undertaken for the CBD to South-East light rail route to be extended with a stop at Bunnerong Road, although nothing has been confirmed. Any future extension will have the potential to provide further transport options at this interchange.
- Within the Strategic Plans, the Eastgardens and Maroubra Junction are located along a future "city shaping corridor" – a high capacity, high frequency public transport route providing access to Sydney CBD by 2056. Rapid bus has been earmarked for investigation in the 0-10 year time period, while light rail extension to Maroubra Junction and a Metro train link to the south east is identified for a 10-20 year time period.



The site will read as distinct from the Meriton Pagewood Green development

- A variety of building types, uses and scales will distinguish the proposal at Westfield Eastgardens as a clear mixed use town centre, distinct from the Meriton residential precinct.
- The area is changing. The Meriton high density residential precinct (currently under construction) is developing new residential towers up to 20 storeys in height (about 68 metres above ground level). The proposed development on the Westfield site will relate in scale to the adjacent development, and sit below the taller Meriton towers (the proposal for Westfield Eastgardens has a maximum height of 59 metres above ground level).
- A clear focal point for the town centre is created on the Bunnerong Road frontage of the Westfield site by the variety of proposed land uses and active pedestrian plaza above the improved bus interchange.



4 The proposed height looks acceptable

- Proposed building heights are in context with those approved on the Meriton site, and look acceptable in the context of the strategic centre.
- The maximum tower height proposed at Westfield Eastgardens (59 metres) is below the maximum height being delivered at the Meriton site (68 metres).
- The proposed tower is setback a minimum 35 metres from the street boundary which mitigates the visual impact from the edges.
- The edge buildings proposed along Bunnerong Road step down in height to relate to the mid-scale street wall height being delivered at the neighbouring Meriton development. The proposed buildings along the Bunnerong Road and Wentworth Avenue frontage step up in height to 40 metres to mark the prominent corner.
- The wide road reserve dimensions of Bunnerong Road and Wentworth Avenue creates an appropriate buffer / separation to the low scale residential neighbourhood across the road.
- The upper levels of the proposed tower step down to the south to ensure overshadowing impacts to adjacent dwellings is reasonable.

Central District Job Target

Centre	2016 Estimate	2036 Baseline Target	2036 Higher Target
Eastgardens-Maroubra	6,900	8,000	9,000

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Evolution of Design

Built form justification Why height is in the locations proposed

1 To mark the corner and create a prominent street address

- Highest form located on top of the existing centre on the corner but set back above the podium to minimise impact to its neighbours. Proposed for commercial offices, this prime location will create an appropriate commercial address with good exposure and a dedicated address / entrance at ground level.
- Lower scale iconic circular building proposed to further mark this important corner. The proposed building transitions in height from the adjacent Meriton site and supports commercial and/or medical and civic uses and active ground floor uses fronting the public space.



 The proposed tower is difficult to accommodate above the existing retail majors, or along the primary circulation spine around which the centre has evolved and which its whole movement network is structured along.



Proposed Level 1 plan (bus interchange below plaza)



Proposed view from south-east

 The proposed location of the 59 metre tall commercial tower is also positioned to allow the base of it to be sleeved by specialty retail with lobby access off the publicly accessible plaza.

Proposed Level 2 plan (plaza level at Bunnerong Road)

2 To activate the plaza with retail and lobbies addressing the public domain

- Retail and lobbies will form a cluster of activity along the proposed new plaza and internal street.
- The proposed new buildings have all been positioned to allow their lobbies to have a clear and legible street address off the internal street.
- Any further tower setback from the podium facing the plaza (than what is currently proposed) would have no address point and pose issues for wayfinding within the precinct with its access landing in the retail shops or car park.
- To ensure generous setbacks to mitigate visual and overshadowing impacts
- The proposed taller commercial tower will be set back a minimum of 35 metres from the southern boundary. This is to reduce visual impacts and ensure that existing residential properties along Wentworth Avenue still achieve a minimum of 1 hour solar access to at least 50% of their frontyards in mid winter between the times of 9am to 3pm. This is in excess of current DCP requirements.
- The circular corner building is proposed to have upper level setbacks to also reduce the overshadowing impact.
- The proposed building setbacks are effective in ensuring that any visual impacts from the surrounding streets are mitigated.

- The entrance to the shopping centre sits at the midpoint of this new street.
- In between each of these entry points, fine grain retail and specialty retail is proposed to further activate the internal street and new plaza area.
- Proposed new non-retail uses to Westfield Eastgardens are to be accessible outside of centre opening hours. Locating the non-retail uses at the edges of the site ensures that this is possible and creates out-of-hours activation.

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Item 5.2 – Attachment 3

Pedestrian entry

Evolution of Design

Key changes to planning proposal

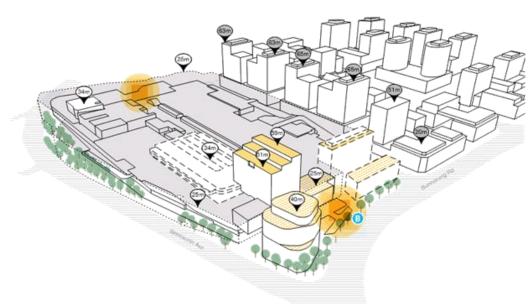
In developing the revised Master Plan proposal, key attention was given to:

- the quality of the public domain at ground level and opportunities to provide street level activation;
- opportunities to externalise some of the retail functions and improve the interface with the surroundings;
- investigation of appropriate locations for commercial floorspace in tower form;
- creation of an active street wall condition along Bunnerong Road;
- ensuring appropriate built form setbacks to maintain a comfortable relationship to the adjacent context and an adequate vegetation buffer;
- improved pedestrian entry points integrated with a safer and more legible connection to the bus and taxi drop-off/pick-up;
- future development potential at the north-eastern corner of the site.

The revised Master Plan:

- retains the proposal for the expansion of retail area and new rooftop garden at the western end of the centre fronting Banks Avenue;
- retains the proposal for the future provision of adequate car parking on site and expansion of retail area along the southern half of the centre;
- retains the proposal for a new commercial building up to a reduced height of 59 metres, and modifies the proposed massing to reduce the perception of building bulk and relocates it to a more suitable location deeper into the site;
- proposes a new publicly accessible plaza fronting Bunnerong Road which is defined by active ground floor uses and provides direct vertical connections to the bus interchange split over two levels;
- replaces the previously proposed 20 storey (70 metre) building on the corner of Wentworth Avenue and Bunnerong Road with a new lower iconic 8-10 storey commercial building (40 metre) marking the corner;
- retains provision for future development in the north-eastern corner of the site, but rotates the previously proposed massing to a more viable east-west facing orientation (this forms part of a future stage of development).

Diagram adapted from Previous Planning Proposal by Terrace Tower Group, Scentre Group and Woods Bagot



Proposed amendment to Planning Proposal

Amendments sought in previous Planning Proposal lodged March 2018

FSR - 1.7:1

Height - Part 34m / Part 70m

Zoning - no change

Amendments sought in the revised Planning Proposal

FSR - 1.8:1

Height - Part 34m / Part 40m / Part 59m / Remainder: no change at 25m

Zoning - no change

Leger

Proposed heights in metre

(65m)

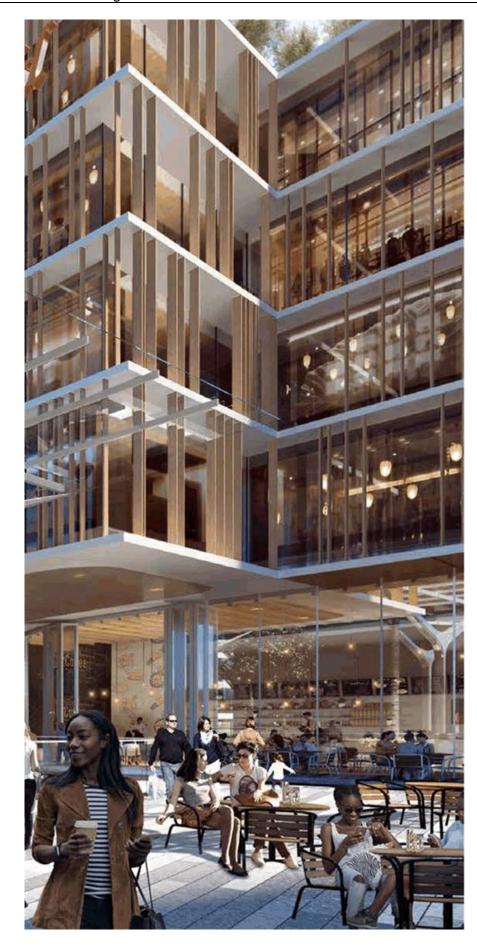
Building heights (in metres) as per approved Meriton plans, dated 7/8/15

 Potential future built form (ex from proposed FSR)

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5 ProposedMaster Plan

Based on the vision and principles established for the site, we have developed a staged master plan, with a focus on the renewal of the eastern end of the centre and the interface with the Bunnerong Road address.

5.1 The Master Plan

A new front door to Westfield Eastgardens

The master plan delivers:



+64,800sqm of new commercial core GFA including retail, A-grade office, innovative co-working space, gym, childcare, & medical services.



An upgraded bus terminus with additional capacity and improved experience for the 12 bus routes servicing the site.



Expanded retail and an upgraded entertainment and lifestyle offer with a rooftop garden.



950 – 1,200 commercial jobs 900 – 1,100 retail jobs.



A new front door to Bunnerong Road and Banks Avenue, each with their own purpose and character.



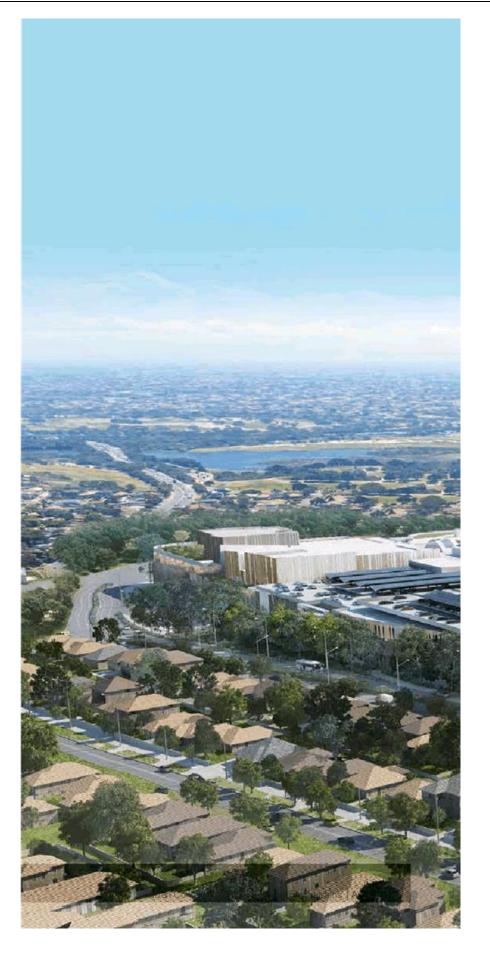
A response to the wide range of mixed use amenities and services desired by the growing community beyond the 9-5 workday.



Externalised retail interfaces to a new civic plaza and evolving neighbourhood.



Future development opportunity for student accommodation and services to promote vibrancy, innovation and support the Randwick collaboration area.



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The Master Plan

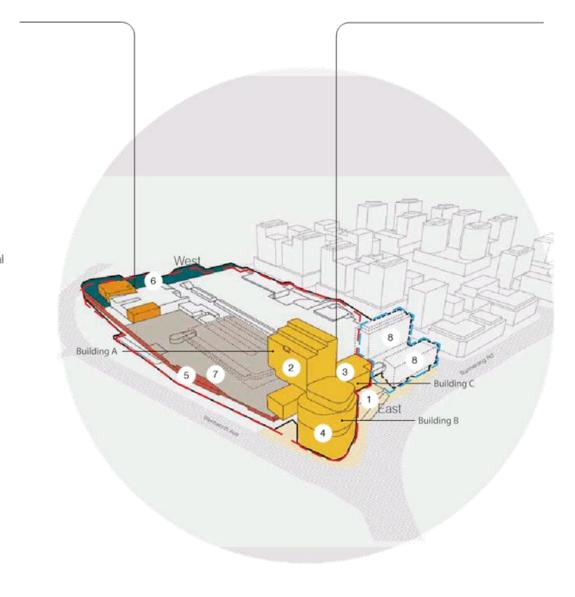
An urban oasis

Western address

The western end will be a retail, dining and entertainment destination.

- The existing fresh food offer will be recreated as a vibrant marketplace
- A series of vertically landscaped terraces will offer new restaurants and eateries rising up through the building to an expanded cinema complex that will anchor additional entertainment options. Stairs and escalators from street level will promote a vibrant destination that can trade into the evening for the local community.
- Landscape will be a focus of the precinct, visually connecting with the golf course and providing a variety of interactive green spaces from ground to roof-top for shoppers, diners and movie goers to enjoy.
- The applicant has held an international expression of interest for experienced operators to run an urban farm on the rooftop, and this will be explored in more detail as the design and planning progresses.





Live, work & play

Eastern address

The focus of the eastern end of the centre is a new commercial office precinct with active streetscape and public domain interfacing with the public transport interchange on Bunnerong Road.

- Fine grain frontages including retail and food and beverage tenancies and building lobbies will transform the centre's address from internalised to an active street frontage which continues the street wall established on the Meriton Pagewood Green development.
- A publicly accessible plaza will be the focus of the eastern entry. Landscaping will provide a buffer from Bunnerong Road traffic, and trees will provide amenity and shade to the space. It will be a vibrant space activated on the edges by food and beverage tenancies, outdoor seating and kiosks which will provide an improved public transport experience.
- The bus interchange is arranged over two levels. North-bound buses will be accessed via a kerb-side stop on Bunnerong Road, while southbound buses are located below the plaza on L1. Escalators located in landscaped lightwells will provide a visual and physical connection between levels and drop daylight down to the lower level.
- In addition to ground level retail, building uses proposed in this precinct include mixed use commercial, community, health and wellness, and future stage buildings with potential for education, student accommodation or hotel use.

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The Master Plan



Civic Plaza & Bus Interchange

The new plaza at the eastern entry will be an active landscaped space with externalised retail and seating areas. Landscaped lightwells provide access down to the level 1 bus concourse.



Commercial- A-grade office

A new commercial tower is set back from the street above the retail podium and will provide approximately 11,630sqm of large floorplate commercial space (GLA), and an employment focus for the centre.



Commercial-Flexible workspace

Flexible shared workspace/serviced offices will be accommodated in the refurbished and expanded existing commercial tower. The enlarged floorplates of approximately 1,600sqm (GLA) will add 2,840sqm to this building (GLA).



Commercial and Civic

An iconic building will be located on the corner of Bunnerong Road and Wentworth Avenue and will provide approximately 9,530sqm (GLA) of mixed commercial, medical and civic floorspace that provides services to the local community.



Retail Expansion

By expanding into the L2 car park, a new 'loop' mall will be anchored by international fast fashion brands and new fashion, beauty and accessories specialty retail that is currently missing in the trade area.



Entertainment and Lifestyle Food Precinct

A series of landscaped platforms accessible from the ground plane will deliver a vertically connected edge for fresh food, casual dining, restaurants and entertainment. The focus will be on the connections with the outdoors and rooftop dining that overlooks the golf course and enjoys sight lines to the Sydney CBD skyline.



New Carpark Deck

New parking will be provided for the increased GLA developed on the site in the form of new mezzanine parking levels. Photovoltaic cells are proposed on car parking shelters to provide shade and to offset part of the site's energy requirements.



Future Development Stage

Future buildings will complete the Eastern end master plan with an active edge along Bunnerong Road continuing the street wall established on the Meriton site and a new building above the retail podium activating the new internal shared way along the eastern frontage. Target uses are student accommodation, build-to-rent and hotel.

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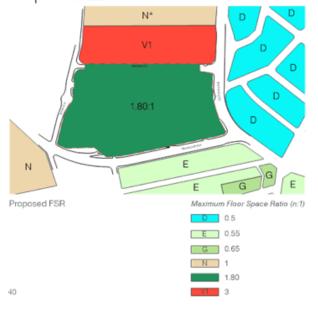
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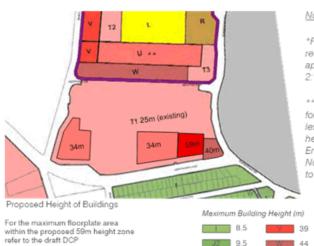
The Master Plan

Indicative Area Schedule

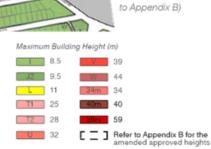
Description	Tower	Floorplate (GLA)	Incremental GFA (sqm)	Efficiency	Incremental GLA (sqm)
Retail					
Incremental retail	n/a	n/a	37,500	n/a	27,500
Commercial					
9 + 1 x part commercial storeys above retail mall (+ 1 x plant storey)	Tower A	~1,220sqm	13,000	89%	11,630
8 + 2 x part commercial storeys above basement	Tower B	~1,000sqm	11,000	87%	9,530
Enlarged floorplate of existing 4 commercial storeys above retail mall	Tower C	~1,600sqm	3,300	86%	2,840
Sub-total incremental commercial			27,300		24,000
Total incremental reference scheme			64,800		51,500
FSR calculation					
Existing GFA			99,400		
Incremental GFA			64,800		
Completion GFA			164,200		
Site area			92,900		
Completion reference scheme FSR			1.77:1		
Requested FSR			1.80:1		

Proposed LEP amendments

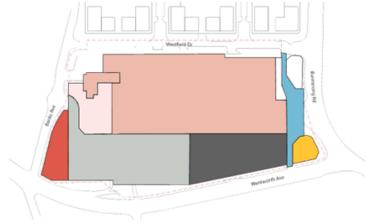




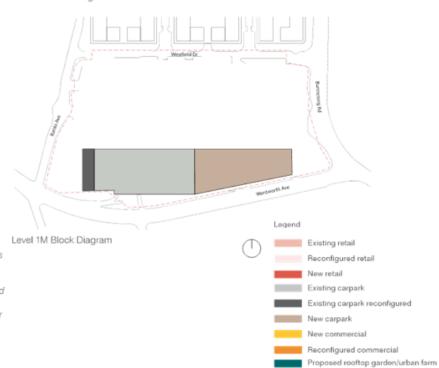
Note: *FSR for Stage 2 Meriton site redevelopment has now been approved through Council to be 2:1 (awaiting gazettai) **LEP maximum building heights for the Stage 1 Meriton site are less than the approved building heights as per the NSW Land and Environment Court Proceedings No. 20730/14, Dated 7/8/15 (refer



Proposed Block Diagrams



Level 1 Block Diagram



Urban Context Report | Westfield Eastgardens | Architectus

Publicly accessible landscaped area C = = 3 Provision for RTA 2002 ratio parking

Future built form area (within site)