

505 - 523 George St, Sydney
Planning Proposal
September 2014_v3



cronepartners

Investigation & Analysis Opening Statement & Contents

This document contains architectural information required for a planning proposal and stage 1 DA envelope design. The concepts have been established through a rigorous analysis of the site, adjoining properties, planning controls, surrounding local context and the broader city as a whole.

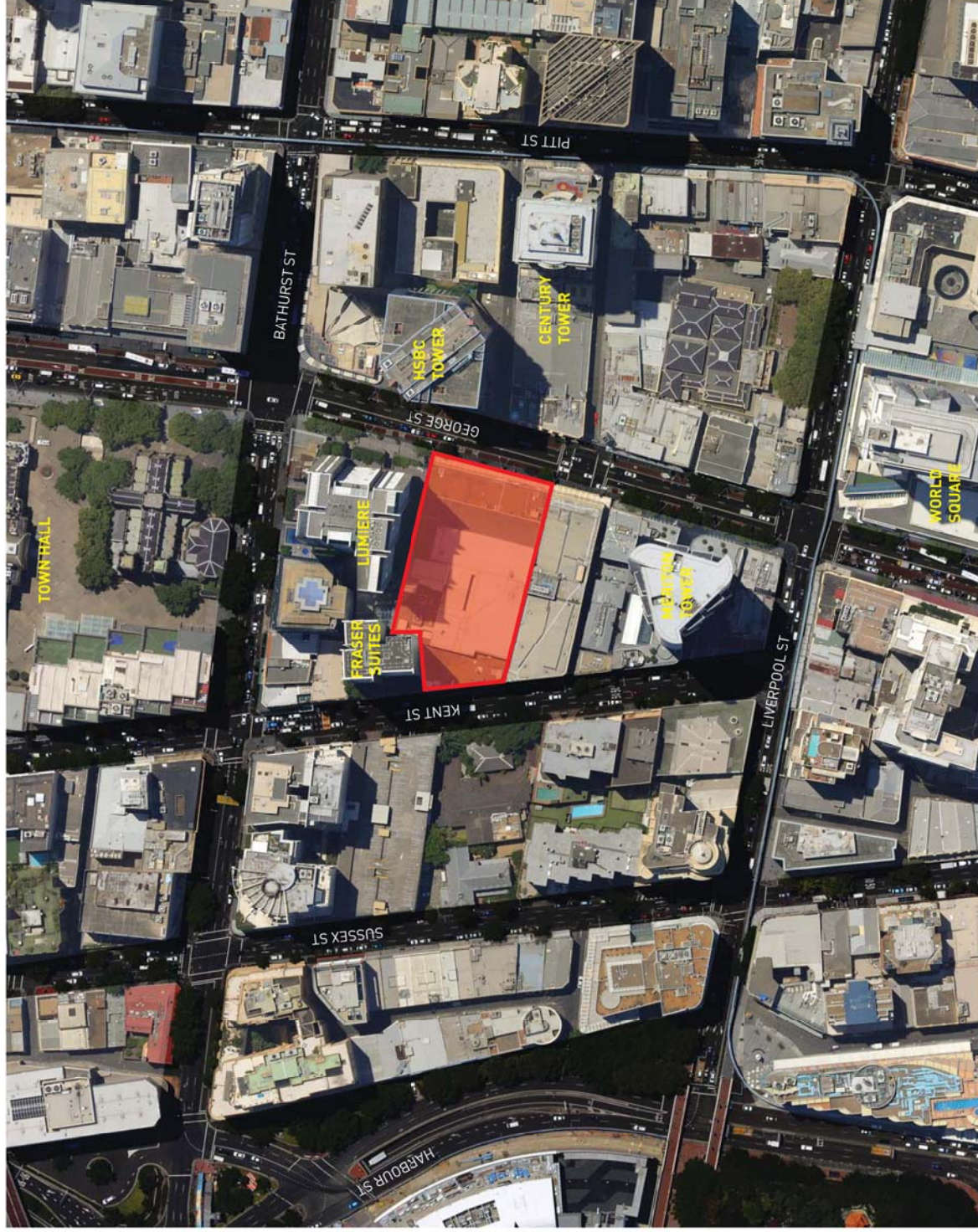
The envelope proposal has been developed in order to maximise flexibility and encourage innovation during the competitive design process and stage 2 DA. It also takes into consideration existing surrounding amenity and attempts to improve the potential development outcome that would occur under current applicable controls.

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Investigation & Analysis

Site Location

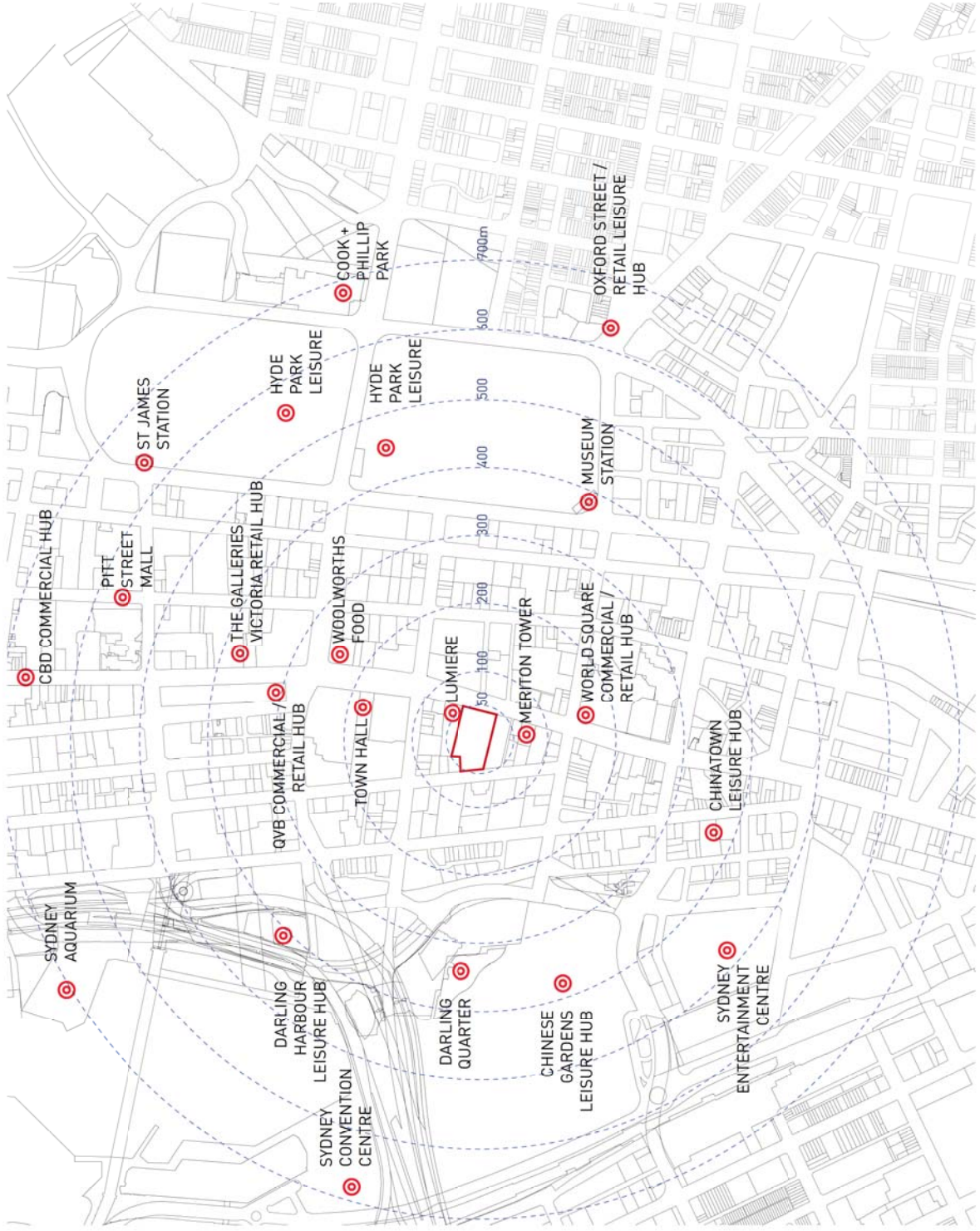
Located in the central precinct of the city, 505 George Street sits amongst a mix of retail, commercial and residential developments. With the recent addition of the Lumiere apartments to the north, the Meriton apartments to the south, and the proposed Greenland Centre to the east on Bathurst Street, 505 George St has the potential to add to this vernacular and enhance the local precinct's urban and social character. It has the opportunity to respond to the demands of an increasing population and the reduction in the average family size, encouraging a "live, work, play" lifestyle.



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Proximity Diagram

505 George Street is within walking distance to a rich blend of major retail, commercial, recreational and entertainment amenities; this has the potential to address local community needs, improve the overall social context and provide an economic boost to local businesses.



- ✦ 100m = 1.5min
- ✦ 250m = 3.5min
- ✦ 500m = 7.5min
- ✦ 750m = 11min



Investigation & Analysis

Site Analysis

With its primary address located on the city's main arterial spine, 505 George St will benefit from a well established system of pedestrian routes, retail and entertainment facilities and transport infrastructure. It also has the potential to capitalise on the 3 existing through-site links located between Bathurst and Liverpool Streets.



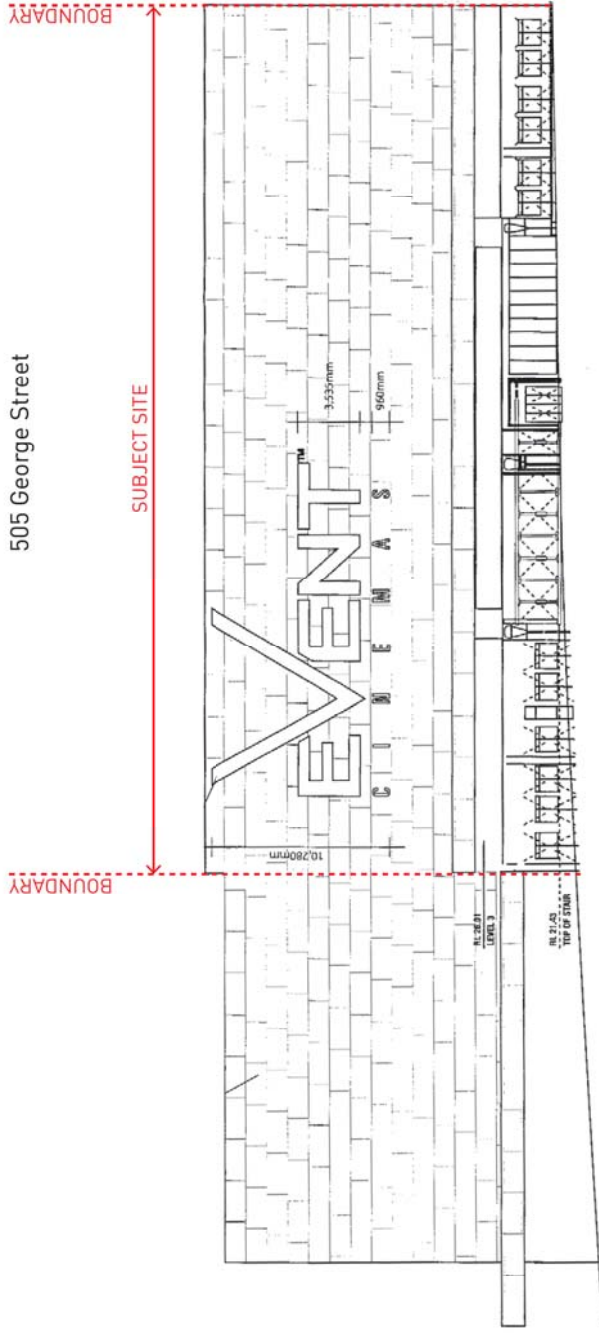
- █ Proposed Site
- █ Entertainment
- █ Major Dining / Retail
- █ Metro Theatre
- █ Town Hall
- █ World Square
- █ Major Supermarket
- █ Train Station
- █ Bus Stop
- Main Bus Route
- Underground Rail
- - - → Through site link
- █ Future Light Rail Stop
- - - Future light rail
- - - Major Pedestrian Routes



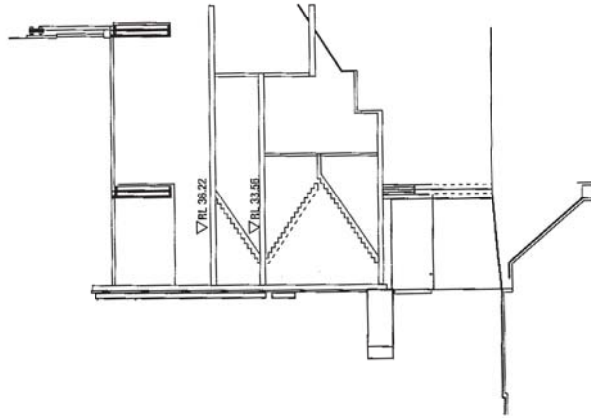
Investigation & Analysis

Existing Building Plans

505 George St contains a 22m high structure that extends to all sides of the property boundary. It is currently occupied by a cinema operator with its main entrance and frontage off George St. The cinema tenancy extends to the neighbouring property at 525 George St which is on a separate title, is owned by a third party and will not form part of the proposed development.



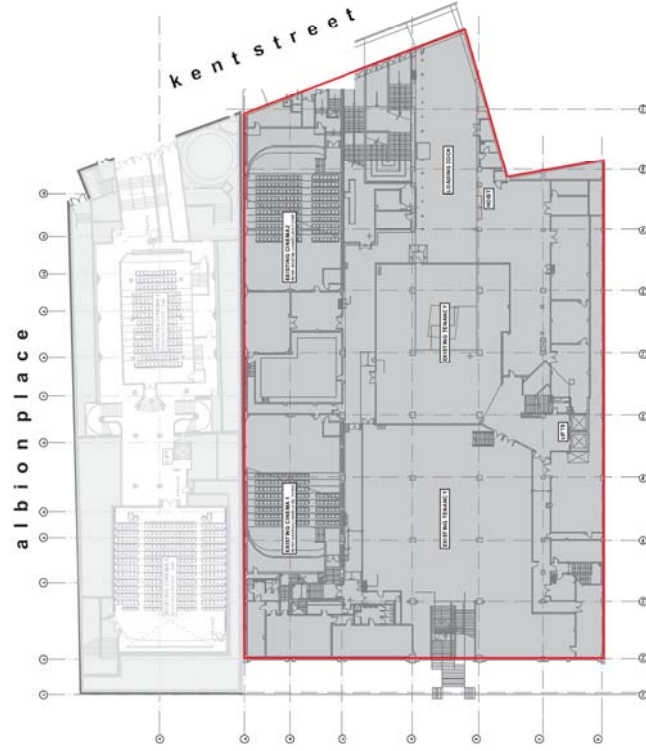
East Elevation (George Street)



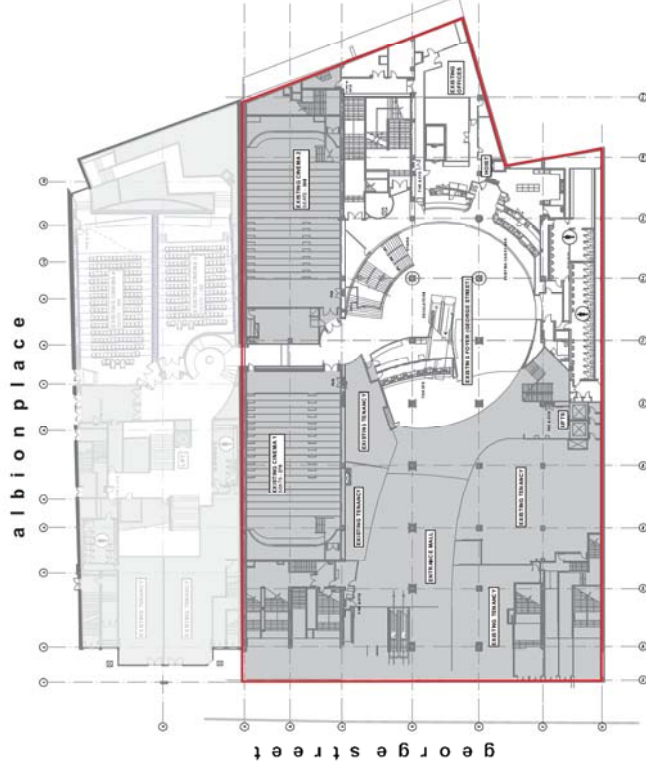
George St Facade Section

Investigation & Analysis

Existing Building Plans



Basement Level (Kent Street)



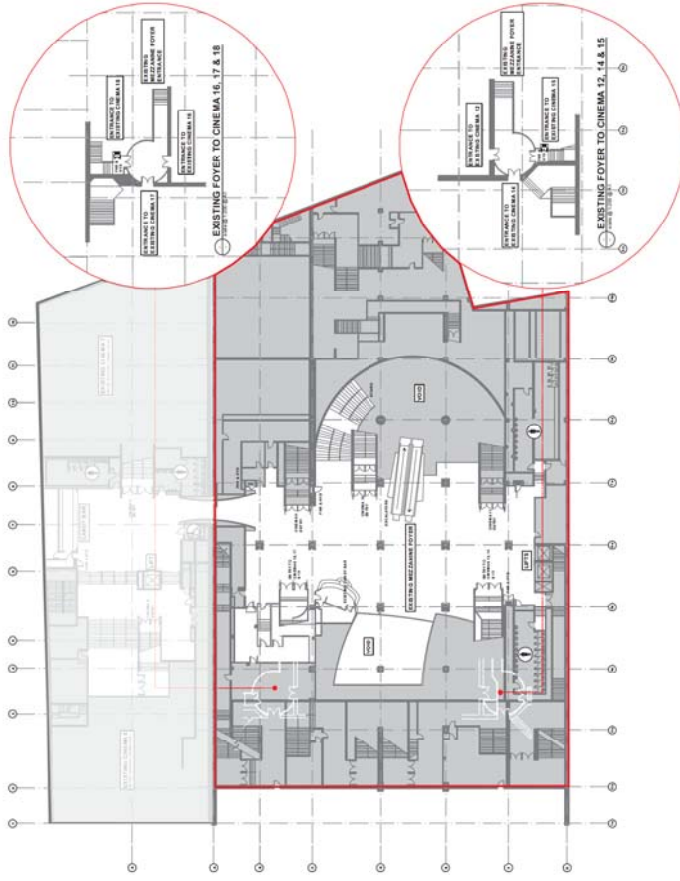
Foyer Level (George Street)

- Subject Site 505-523 George St
- Neighbouring property 525-529 George St
(excluded from proposed development)



Investigation & Analysis

Existing Building Plans



Mezzanine Level Foyer



Cinema Level

- Subject Site 505-523 George St
- Neighbouring property 525-529 George St (excluded from proposed development)

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Existing Streetscape - Photos



Existing Streetscape - George Street



Existing Streetscape - Kent Street

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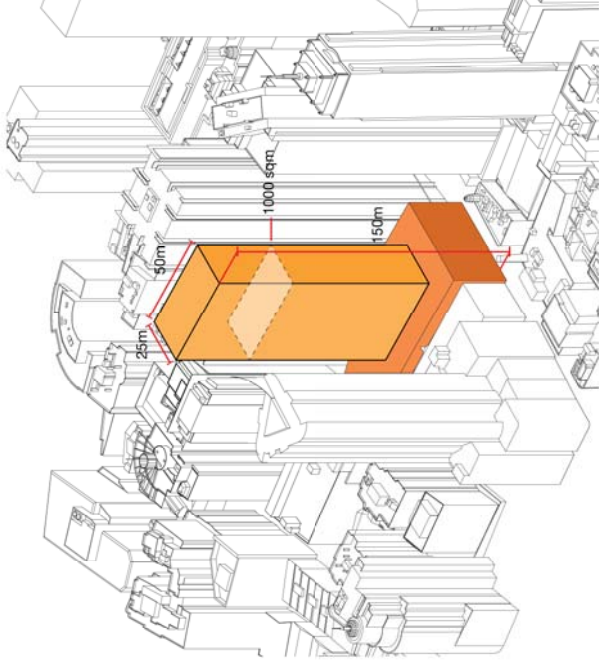
Urban Design Analysis

Complying commercial development

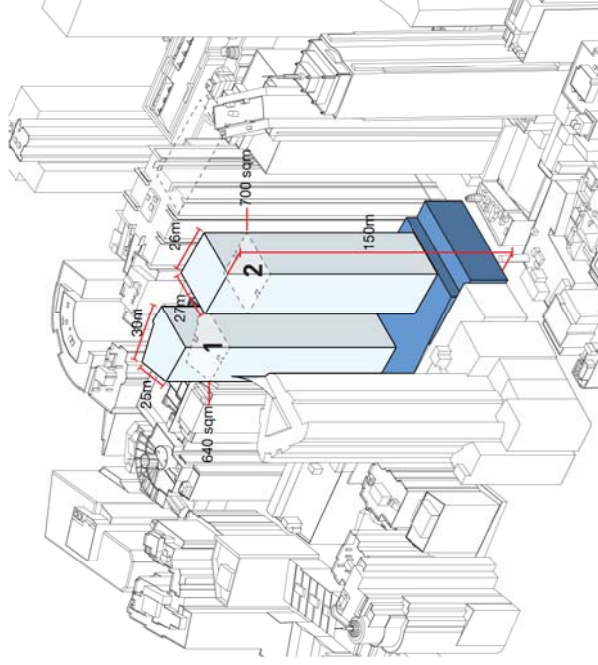
The proposed site has the potential to achieve a commercial FSR of 13.4:1, this includes accommodation floor space and the 10% design excellence bonus. The DCP setbacks allow for a generous envelope which gives maximum flexibility for the placement of the tower over the podium. Current market 'best practice' floorplate GFA size of approximately 1000m² will allow the tower to achieve the maximum allowable GFA and height potential.

Complying residential development

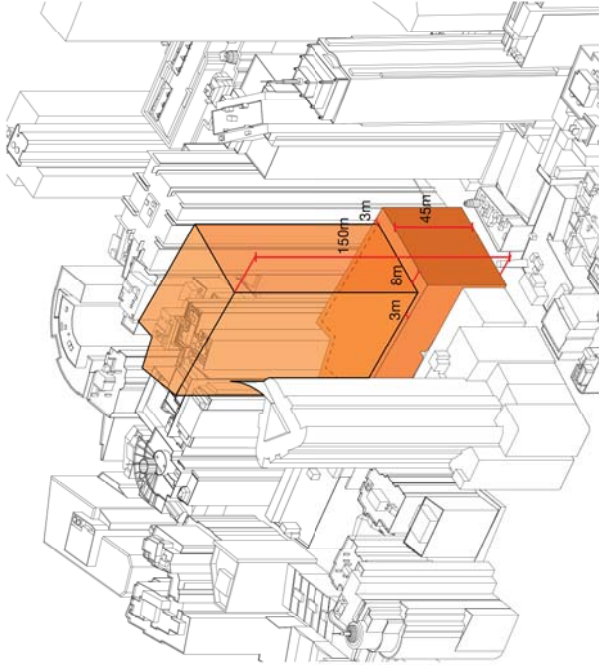
The planning controls for a complying residential scheme allow for a greater FSR potential than commercial. Maximum allowable FSR is 15.4:1, which includes accommodation floor space and the 10% design excellence bonus. Setback controls are slightly more stringent and result in a thin rectangular building envelope. In order to attain the maximum permissible FSR, height and comply with specific DCP controls, two residential towers over the podium are required.



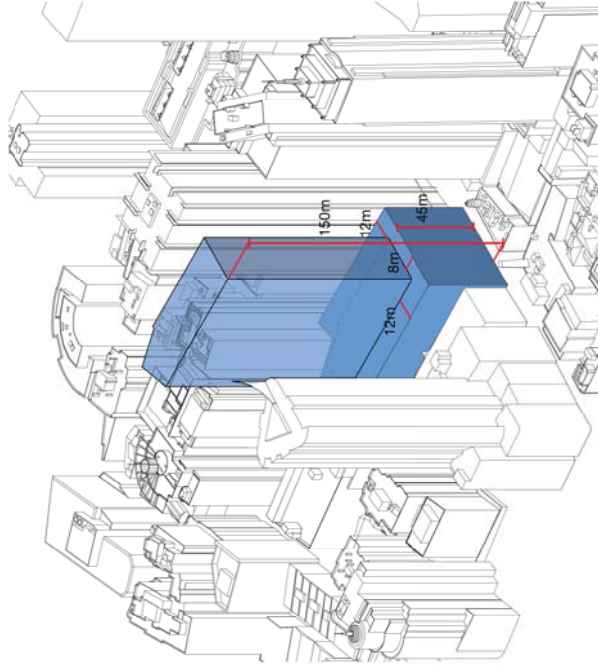
Complying Commercial Tower Scheme



Complying Residential Tower Scheme



Complying Commercial Envelope



Complying Residential Envelope

Investigation & Analysis Urban Design Analysis

Complying Residential Development Analysis

The proposed development use is predominantly residential, and hence it is appropriate that an analysis of the impacts to local urban amenity and context be undertaken.

Views and Aspect

While the dual residential tower scenario complies with the relevant planning controls, it causes substantial view loss and amenity impacts. Lumiere is greatly affected by view loss to the south, and Meriton is affected by view loss to the north. The dual tower arrangement also causes a loss of amenity and views to its own apartments, especially those facing each other between towers 1 and 2.

Daylight Exposure

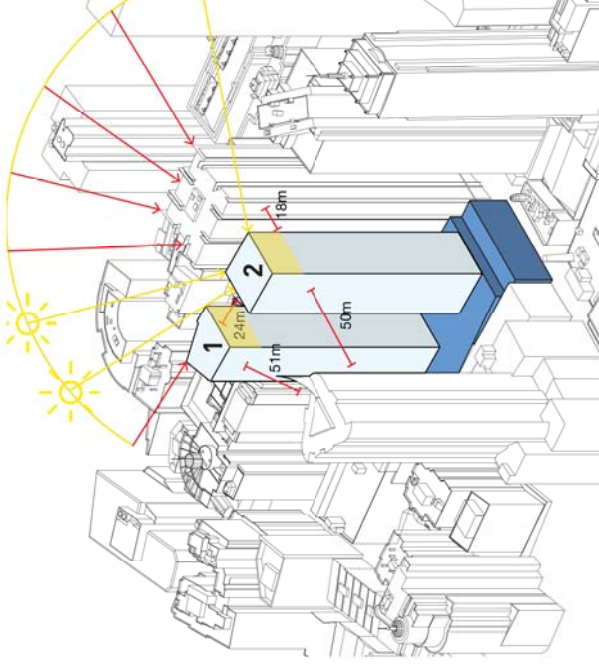
SEPP 65 and the RFDC specify certain controls and guidelines which aim to improve the amenity of residential apartments. Direct Sunlight is one of these key controls that can drive the design and orientation of apartments and affect the viability of a site's residential potential. Due to the 150m height limit and the close proximity of towers to our north and east, the compliance with the direct sunlight guidelines for the dual tower arrangement will be difficult.

Tower Crowding

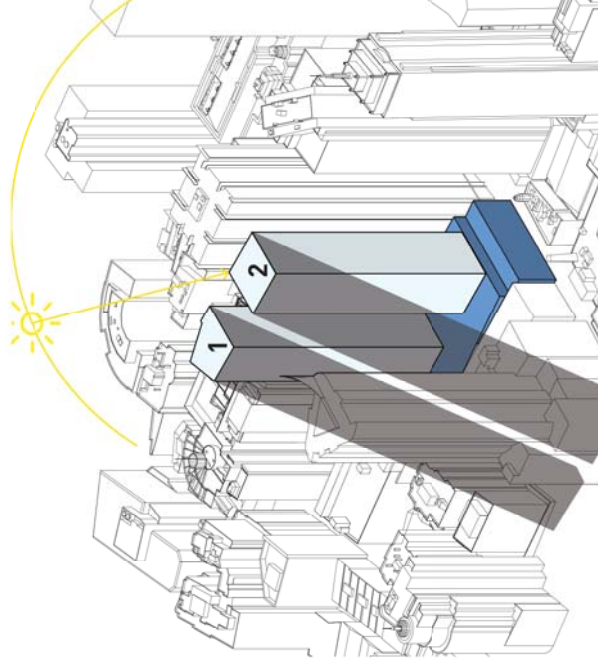
The addition of the dual residential tower configuration into the existing local skyline results in a tower crowding issue. With Lumiere, Meriton and the dual towers all being 150m high and equally setback from George St, a ubiquitous solid wall presence is felt at streetscape level. This is in contrast to the current local variance in tower height and location.

Overshadowing Impact

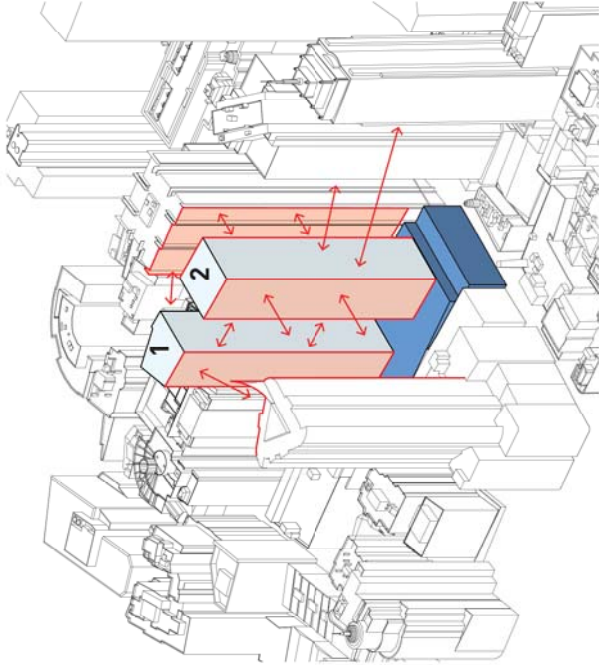
While the dual tower arrangement complies with the current 150m height limit, its overall width and massing creates a wide slow moving shadow which will have a greater impact to those buildings located within its southern solar path.



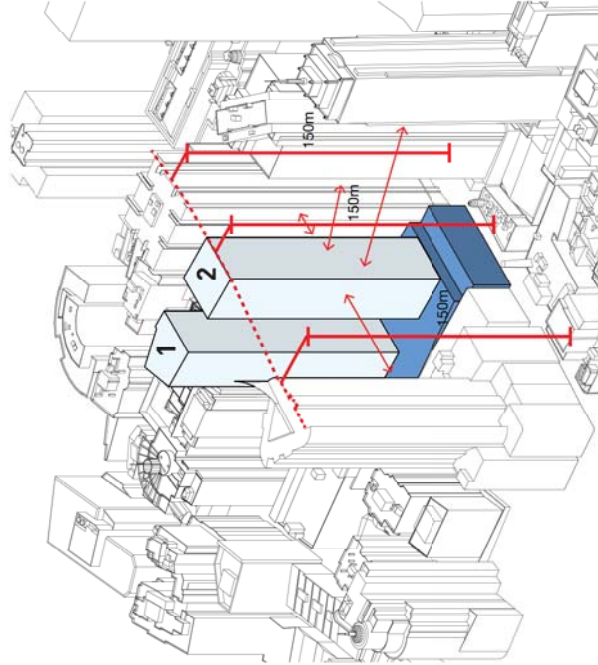
Daylight exposure



Overshadowing impact



Views and aspect



Tower crowding

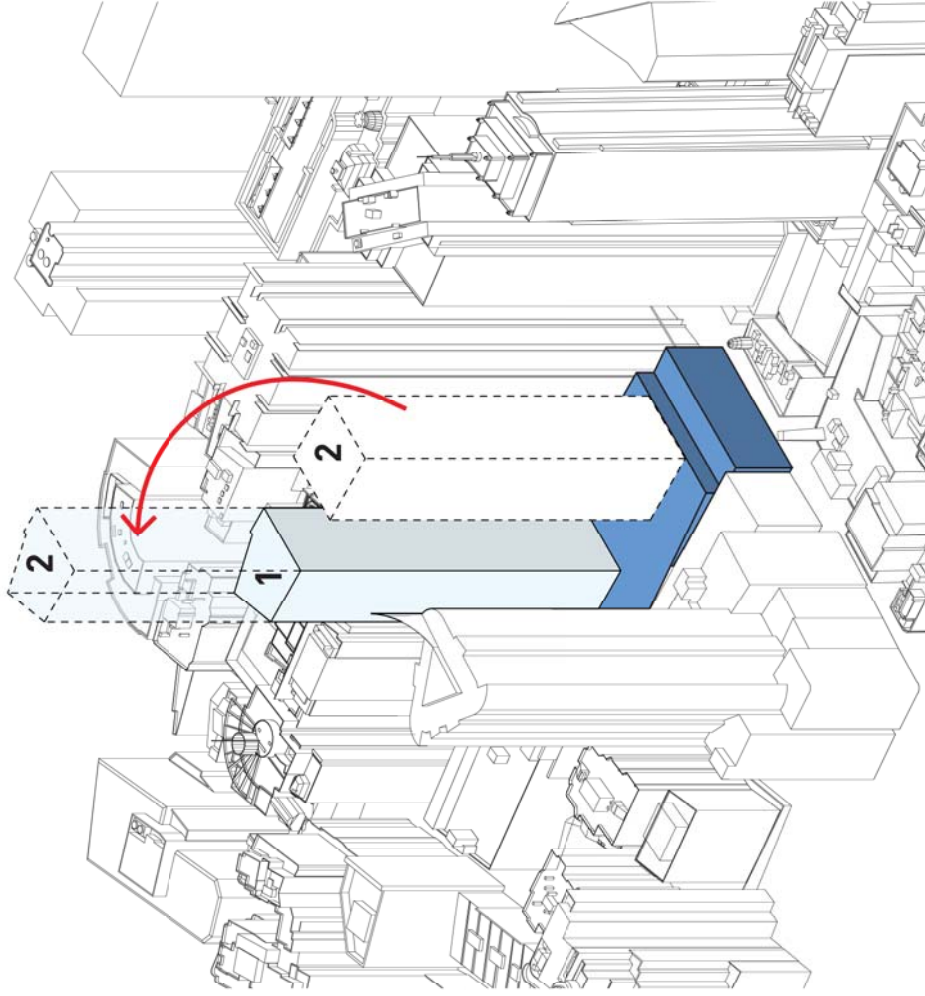
Investigation & Analysis

Urban Design Analysis

Proposed Alternative Solution

Considering the impact a dual tower configuration has on views, amenity, daylight access, tower crowding and overshadowing, the proposed scheme consolidates the towers into a single tall slender volume set back towards the Kent St portion of the site, thereby alleviating many of the concerns associated with a complying tower layout.

The proposed height adjustment to 260m is in keeping with neighbouring developments such as 115 Bathurst St (Greenland Centre) and World Square Tower.



Tower Consolidation

Investigation & Analysis

Urban Design Analysis

Proposed Residential Development Analysis

A comparison of the impacts the proposed residential envelope has over a complying residential scheme indicates a vast improvement to local urban context and amenity.

Views and Aspect

The consolidation of the dual tower scenario into a taller single tower allows for increased setbacks and provides better amenity and aspect to the site and its neighbouring developments, especially Lumiere and Meriton towers.

Daylight Exposure

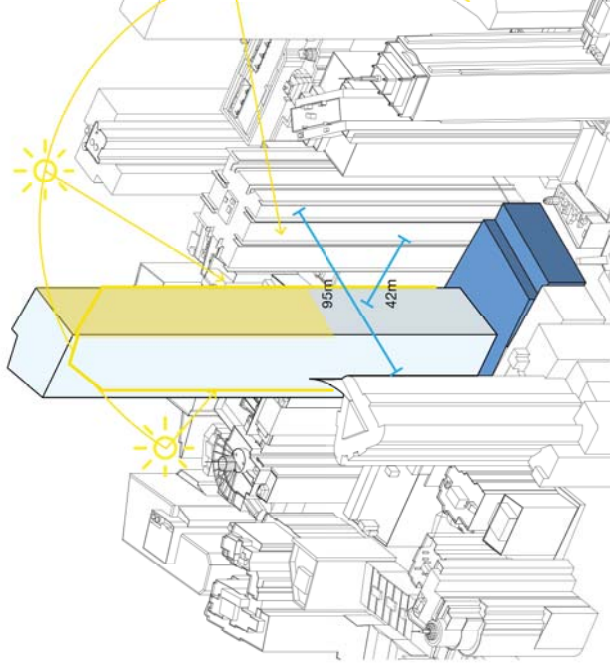
The tall single tower proposal increases the opportunity to achieve minimum SEPP 65 and RFDC requirements by maximising distances to neighbouring buildings and enabling the proposed tower to rise out of the darkness and into the direct sunlight.

Tower Crowding

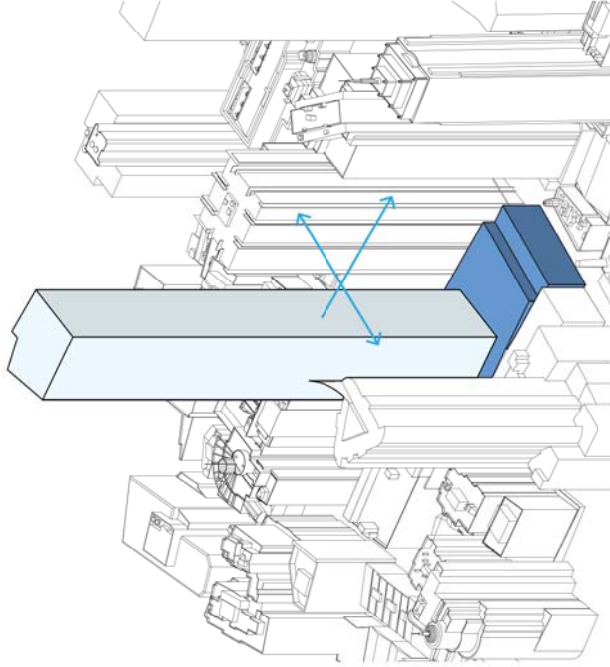
The proposed taller single tower envelope results in a design that is proportionally more attune with the dominant Lumiere and Meriton towers. It allows the skyline to "breathe" and increases the percentage of daylight that reaches street level, allowing pedestrians to have a visual link with the sky. A more articulated urban form is also achieved through the variance of height and setbacks.

Overshadowing Impact

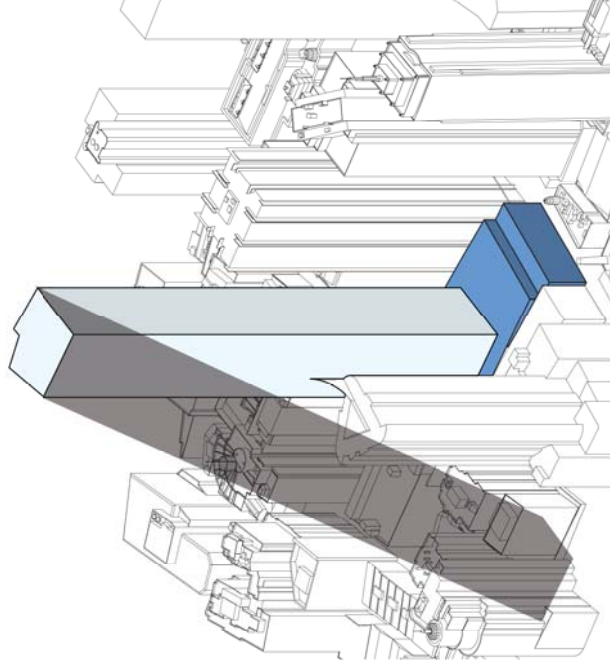
While a single taller tower results in a longer shadow, its speed across the local urban context is substantially increased due to its slenderness and hence reduces its impact on existing developments.



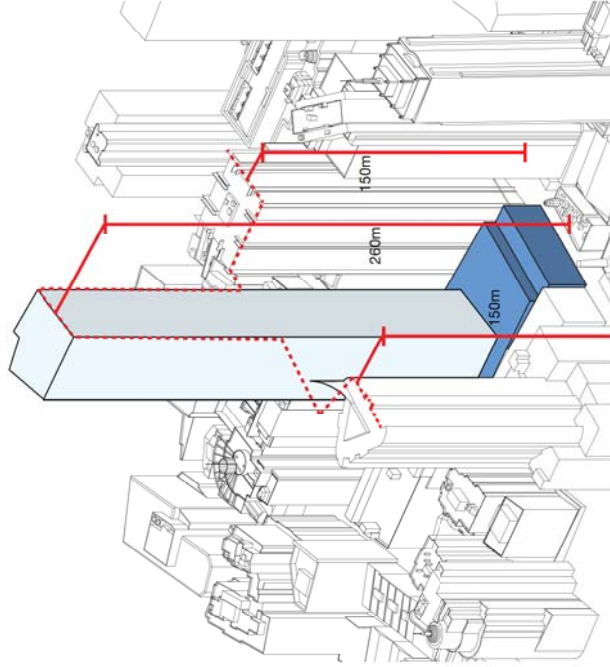
Daylight exposure



Views and aspect



Overshadowing impact



Tower crowding

Investigation & Analysis

Daylight Access - Street Level

Looking North-West from George Street

Pedestrian access to daylight and visible sky is increased with the proposed taller single tower envelope.



Proposed Residential Tower Scheme



Complying Residential Tower Scheme



Key Plan

Investigation & Analysis

Daylight Access - Street Level

Looking West from George Street

Pedestrian access to daylight and visible sky is increased with the proposed taller single tower envelope.



Proposed Residential Tower Scheme



Complying Residential Tower Scheme



Key Plan

Investigation & Analysis

Daylight Access - Street Level

Looking South-West from George Street

Pedestrian access to daylight and visible sky is increased with the proposed taller single tower envelope.



Proposed Residential Tower Scheme



Complying Residential Tower Scheme



Key Plan

Investigation & Analysis

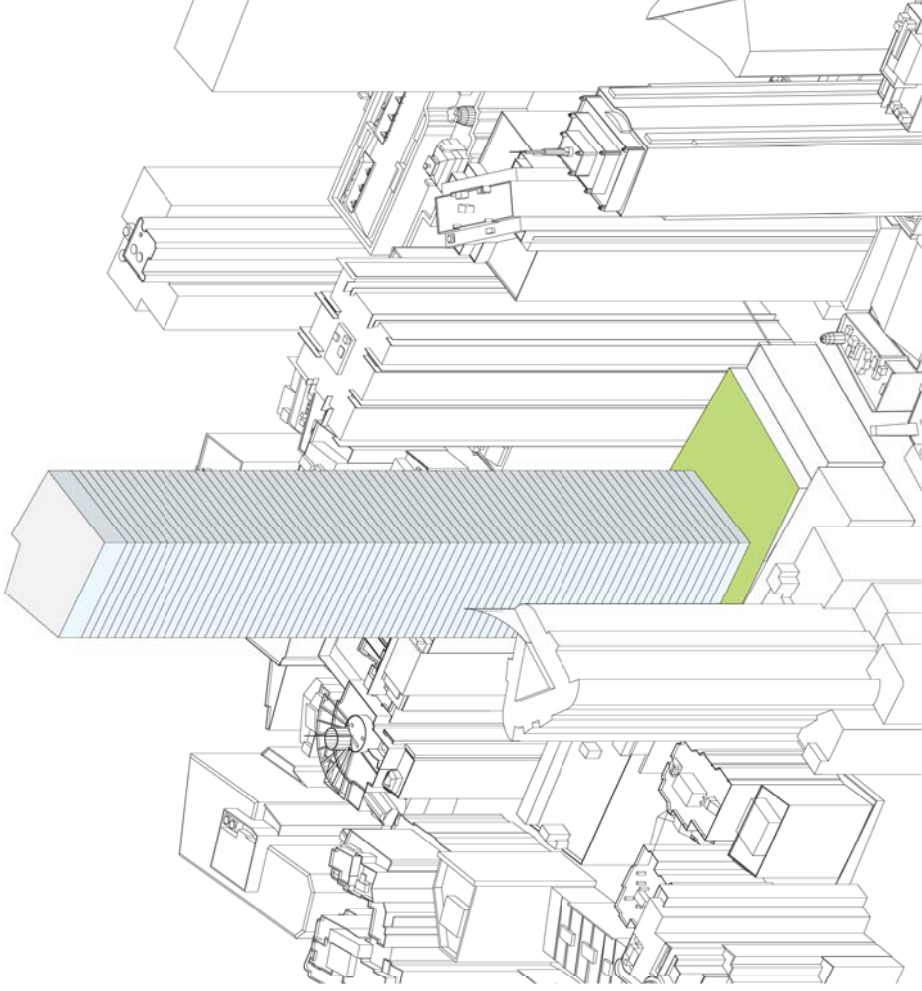
Urban Design Analysis

Benefits of a Slender Taller Tower

The opportunity and benefits that a slender tall tower provides over a dual tower arrangement are significantly important to the development and progression of the local precinct, they include:

- Less crowding of buildings on the site.
- Improved amenity and presence for Lumiere and Meriton apartments.
- Increased separation to Century Tower, improving views and aspect.
- More articulated urban form through variance of building height.
- Higher standard of amenity than the minimum requirements of the RFDC / SEPP 65.
- Slender building design that is proportionately more attune with the existing skyline massing.
- Superior urban amenity on George St due to tower setback.
- Stacking of apartments into a single tall tower configuration reducing materiality and energy consumption, and increasing the life cycle and adaptive re-use potential of the building structure.
- Provides greater unit typology flexibility that will attract a wide demographic of end-users and enhance existing local densities.
- Enhances the development flexibility for 525 George Street.

The proposed taller single tower envelope allows for flexibility in the Stage 2 DA and competitive design phases. It allows for the potential of an emotive expression in form and volume whilst providing a connection with one's affinity to city living. An androgynous realisation in form, function and facade will create an aesthetically pleasing and sympathetic response to the surrounding buildings and the wider urban context.



Investigation & Analysis

Urban Design Analysis

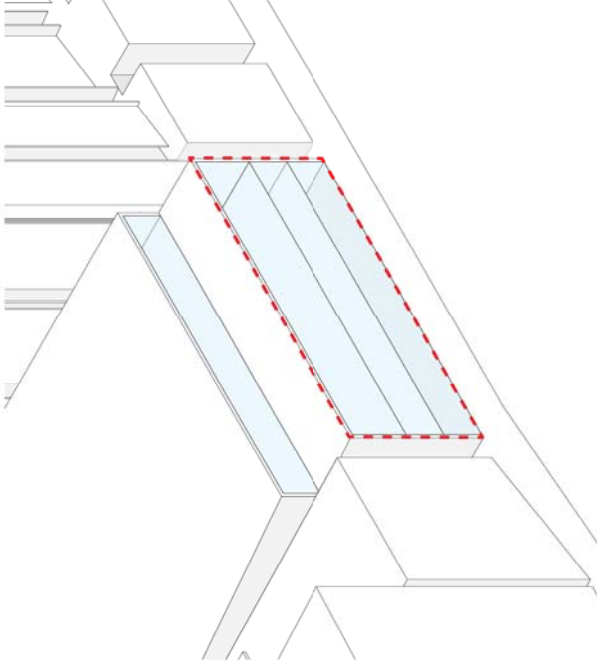
George Street Podium

The existing building presents itself to George Street, the city's main arterial spine, as a large blank solid facade with a single major program entering at street level. This results in minimal streetscape connection and reduced social diversity.

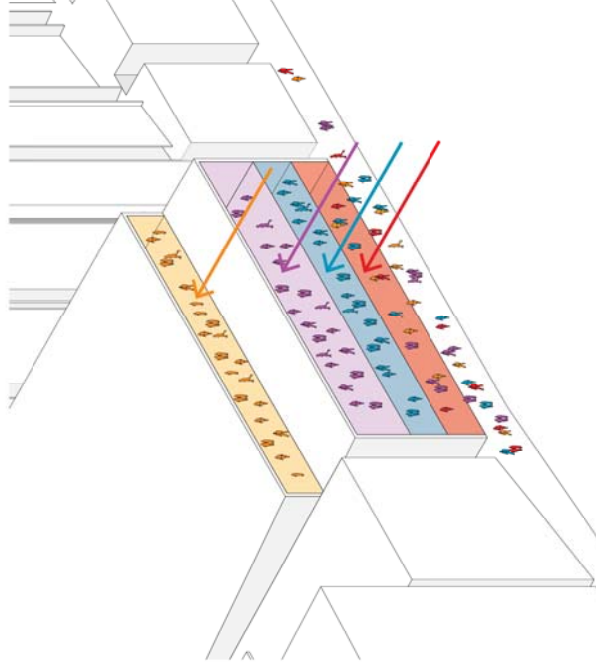
The proposed podium will reinforce existing alignments and strengthen the public domain by providing a permeable facade with multiple internal programs. This encourages maximum social interaction and streetscape activation. It will complement existing high end retail tenancies along George St, such as World Square and Lumiere and increase the area's retail hub popularity.

The proposed residential component above the podium will provide a local catchment for the retail market and improve social amenity by enhancing the business orientated "day condition" and the social / entertainment orientated "night condition".

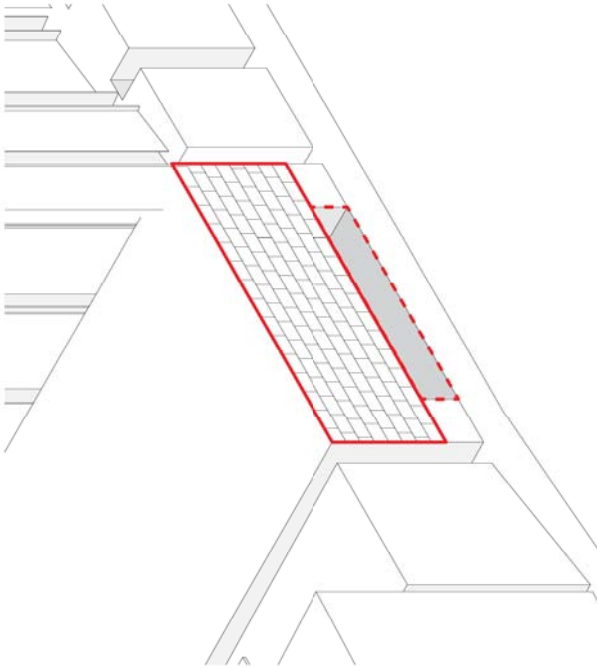
- Childcare / Public Offices
- Retail
- Dining
- Retail
- Residential Lobby



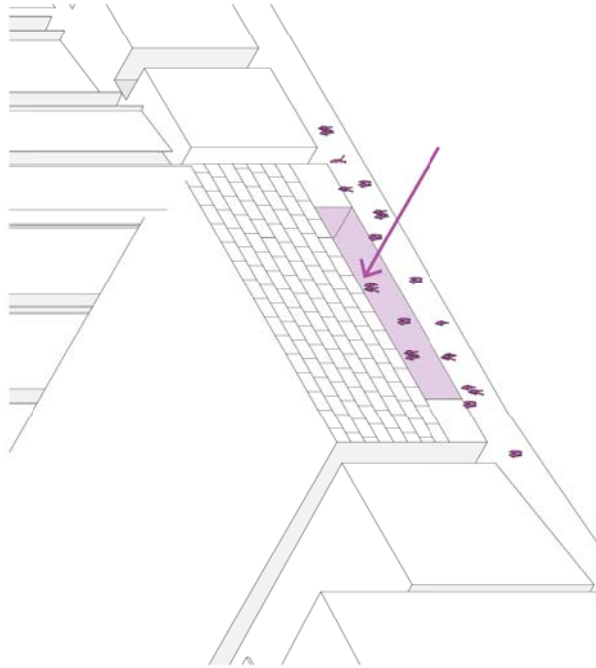
Permeable Facade



Multiple Programs



Solid Facade



Single Program

Investigation & Analysis

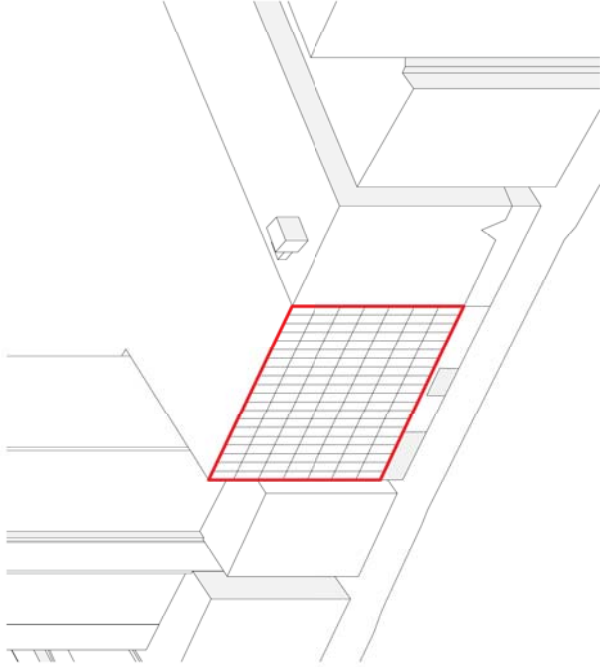
Urban Design Analysis

Kent Street Podium

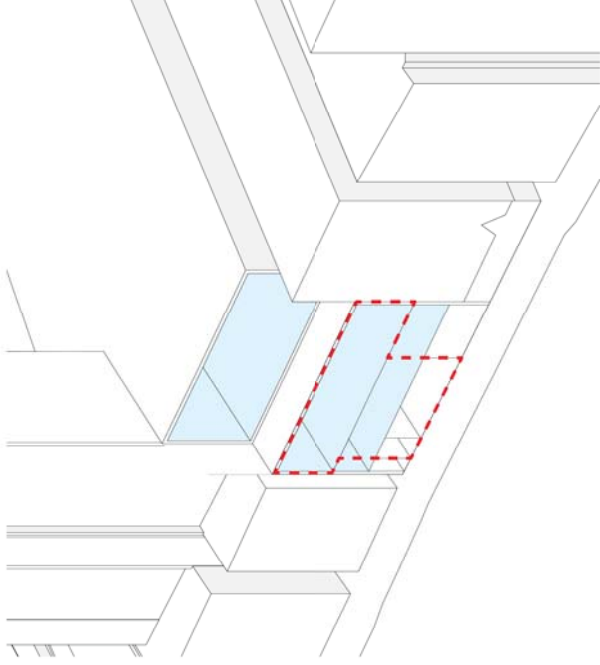
The existing building presents itself to Kent Street as a completely impenetrable solid facade dominated at street level by multiple egress doors and loading dock.

The proposed podium will have a minimal section of service, egress and driveway zones at street level, complimented by retail and entry lobby zones.

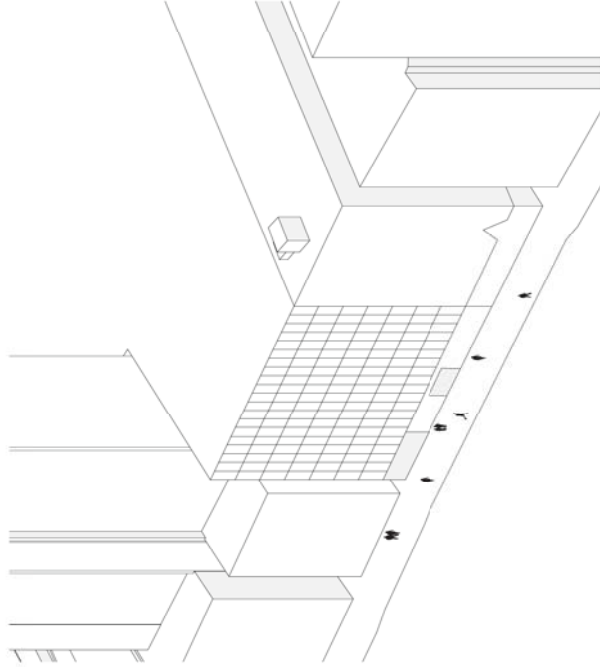
The proposed podium will provide a permeable facade resulting in an activated frontage. This will set a precedent for future local development and address the current lack of pedestrian movement along this particular section of Kent Street.



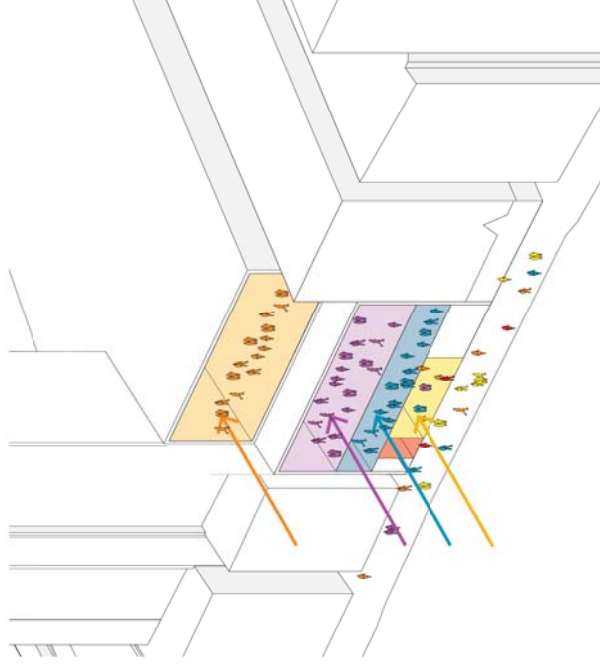
Solid Facade



Permeable Facade



Single Program



Multiple Programs

- Childcare / Public Offices
- Retail
- Dining
- Retail
- Residential Lobby

Investigation & Analysis

Urban Design Analysis

Potential Development on 525-529 George Street

Both existing buildings at 505 and 525 George St are currently being utilised by a cinema operator. 525 George St is a relatively thin rectangular block separately owned and titled, and will not form part of the proposed development. A brief analysis has been undertaken of the potential redevelopment options for 525 George St to determine if the proposed 505 George St envelope will be of any detriment.

Residential / Hotel / Serviced Apartment Development

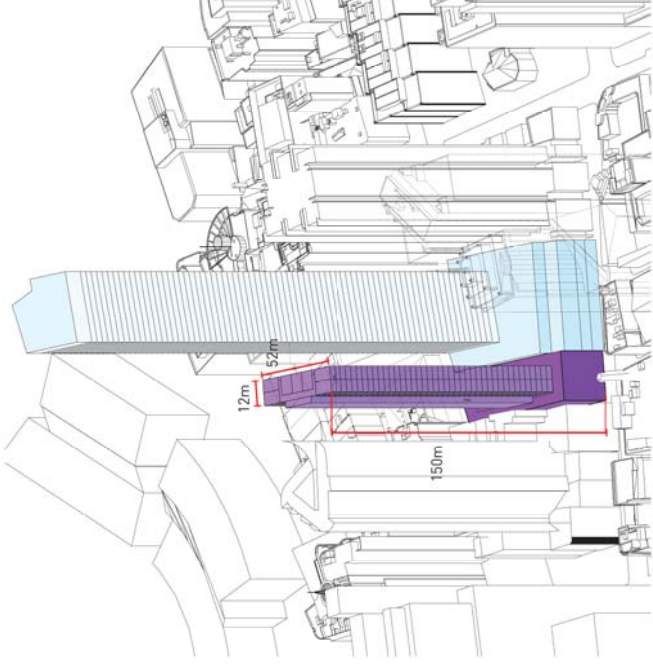
A residential, hotel or serviced apartment development may achieve a maximum FSR of 15.4:1, including accommodation floor space and design excellence bonuses.

The thin site, combined with the governing setback controls, results in a slender rectangular tower consisting of dual aspect apartment modules. This makes it suitable for a boutique residential / serviced apartment scheme of approx 280 units, or a hotel scheme of approx 560 rooms. Its position towards George St, away from the proposed 505 envelope on Kent St, opens up the northern facade and to the possibility of SEPP 65 compliance.

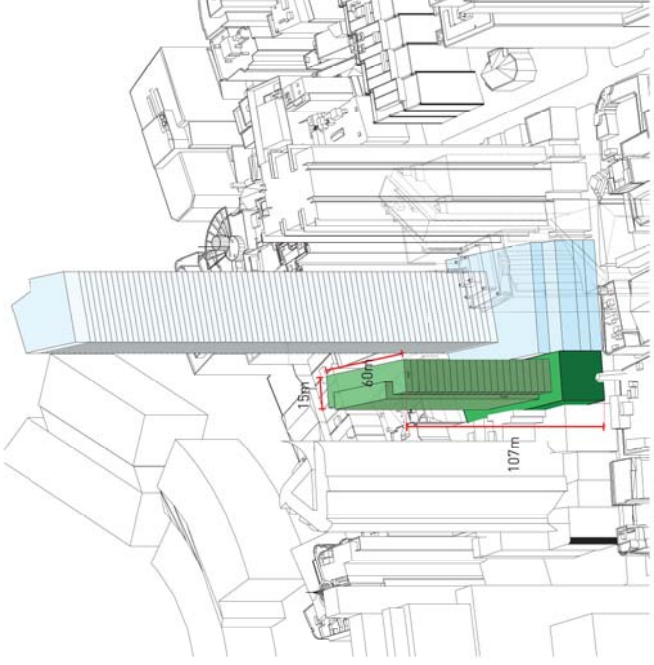
Commercial Development

A commercial development may achieve a maximum FSR of 13.75:1, including accommodation floor space and design excellence bonuses.

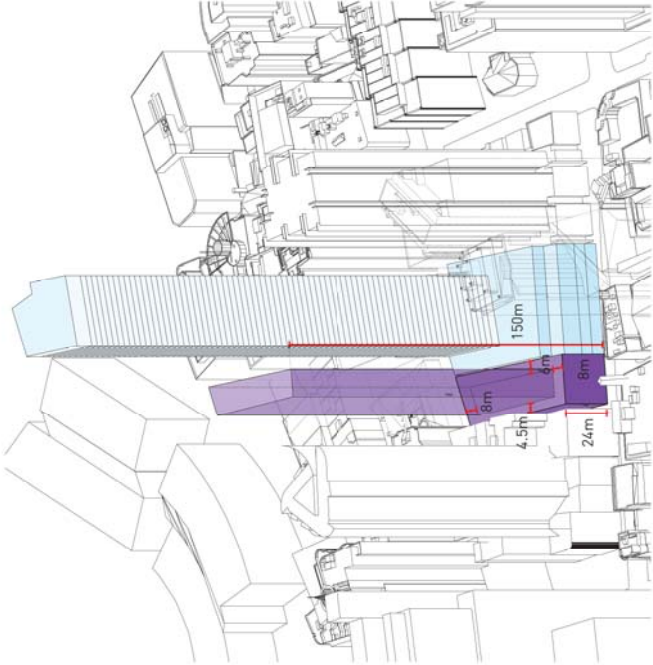
A rectangular floorplate of approx 900m² with a side core arrangement allows for the flexibility of single and multiple tenancies and results in a building height of approx 107m. If a 150m high tower is desired then this can be achieved by reducing the area of the floorplate and podium. The commercial tower has a good eastern and western outlook and its position towards George Street results in an excellent northerly aspect with minimal impact from the proposed massing envelope at 505 George Street.



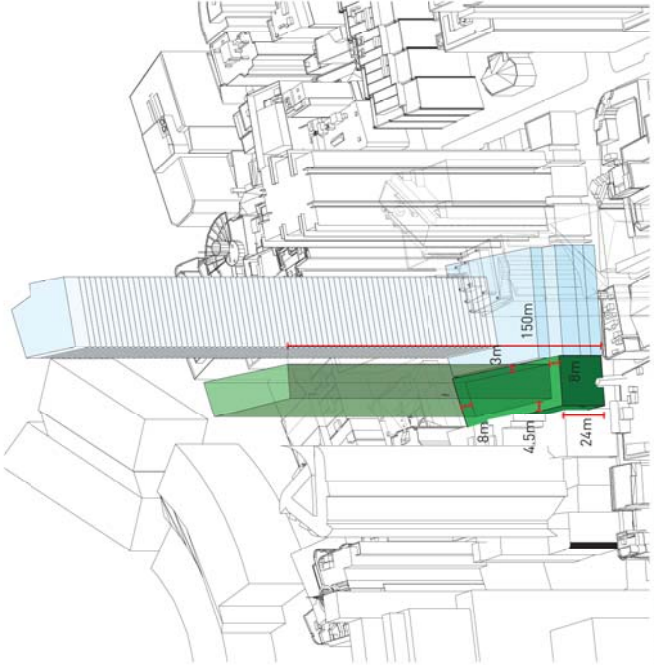
Residential / Hotel / Serviced Apartments Tower



Commercial Tower



Residential / Hotel / Serviced Apartments Envelope



Commercial Envelope