



18 July 2025

2190968

Ms Kiersten Fishburn  
Secretary  
Department of Planning, Housing and Infrastructure  
4 Parramatta Square, 12 Darcy Street,  
Parramatta NSW 2150

**Attention: Kieran Thomas (Director, Housing Delivery Assessments)**

Dear Ms Fishburn,

**REQUEST FOR INDUSTRY-SPECIFIC SEARS  
203 – 233 NEW SOUTH HEAD ROAD, EDGECLIFF (THE EDGECLIFF CENTRE)**

The letter has been prepared by Ethos Urban on behalf of Longhurst Group to request industry-specific Secretary's Environmental Assessment Requirements (**SEARs**) from the Department of Planning, Housing and Infrastructure (**DPHI**).

Industry-specific SEARs are requested in order to enable and guide the preparation of an Environmental Impact Statement (**EIS**) for the purposes of a State Significant Development Application (**SSDA**) for the Edgecliff Centre on land at 203 – 233 New South Head Road, Edgecliff. The SSDA will facilitate the mixed use redevelopment of the site.

This letter provides a description of the site, the proposed development and statutory planning considerations, including eligibility for the State Significant Development (**SSD**) and industry-specific SEARs pathways.

## 1.0 Applicant Details

The Applicant's details are presented in **Table 1**.

**Table 1** Applicant Details

<b>Applicant:</b>	Longhurst Investments No. 1 Pty Ltd
<b>Address:</b>	Level 6, 203-233 New South Head Road, Edgecliff, NSW, 2027
<b>ABN:</b>	98 614 810 445

## 2.0 Background

### 2.1 Concurrent Planning Proposal (PP-2024-540)

The site, including part of the adjoining road reserve fronting New McLean Street, is subject to Planning Proposal PP-2024-540 that seeks the following amendments to the *Woollahra Local Environmental Plan 2014 (WLEP 2014)* to support the mixed-use redevelopment of the site:

- Increasing the maximum permitted Height of Buildings from part 0m, part 6m and 26m, to 128m across the entire site;
- Increasing the maximum permitted Floor Space Ratio (**FSR**) from 2.5:1 to 9:1 across the entire site;
- The introduction of a site-specific provision to:
  - Retain a minimum FSR of 1.75:1 (of the overall 9:1) for non-residential purposes; and
  - Identify the site as an 'Area' on the 'Key Sites Map' to require the preparation of a site-specific development control plan.
- A 3% in perpetuity affordable housing contribution.

The Planning Proposal was considered by the Sydney Eastern City Planning Panel (**Panel**) and on 28 November 2024, the Panel determined that the Planning Proposal should proceed to Gateway Determination given it demonstrates strategic merit and subject to the key revisions / recommendations set out below, can demonstrate site-specific merit.

- Affordable housing is to be adequately addressed; and
- A site-specific clause to mandate the preparation of the Site-Specific Development Control Plan.

The Proponent has subsequently prepared and submitted a Site-Specific Development Control Plan as well as an affordable housing strategy which requires a 3% on-site affordable housing contribution, which was endorsed by the Panel on 24 June 2025. The Proponent is now (at the time of writing) updating the Planning Proposal documentation to reflect the abovementioned changes.

In accordance with Section 3.32(1), the Panel as delegate of the Minister for Planning and Public Spaces, has determined to appoint itself as the Planning Proposal Authority for the Planning Proposal.

### 2.2 Housing Delivery Authority

Concurrent to the Planning Proposal, the proponent submitted an Expression of Interest to facilitate the detailed approval for the site's redevelopment (under the draft controls established by the Planning Proposal) via the DPHI's Housing Delivery Authority (**HDA**) State Significant Development pathway.

The HDA pathway was established to accelerate the delivery of housing (including affordable housing) to help meet the State's Housing Accord Targets, which includes the delivery of an additional 377,000 new homes over five years to July 2029. Major housing proposal's identified under the HDA pathway are declared State Significant development.

The detailed redevelopment of the site was subsequently declared State Significant Development by the Minister on 17 March 2025. The HDA process recommends that the State Significant Development Application not be determined until the Planning Proposal is finalised.

We note that a meeting was held on 4 April 2025 between the proponent and DPHI following the successful declaration of the site and Project as SSD under the HDA pathway, and this meeting reaffirmed the suitability of Industry-Specific SEARs to support preparation of the SSDA.


### 3.0 Site Description


An overview of the key components of the site are described in **Table 2**.

**Table 2 Site Description**

Component	Description
Site Address	203-233 New South Head Road, Edgecliff
Legal Description	Lot 203 in DP 1113922; Lot 5 in DP 243380  <i>We note that the Planning Proposal also includes part of the adjoining road reserve fronting New McLean Street. The SSDA will continue to support/enable the anticipated redevelopment of this parcel as per the Planning Proposal and supporting reference scheme however at this point in time, will not incorporate the parcel of land as part of this SEARs request.</i>
Land Ownership	Longhurst Investments No.1 Pty Ltd
Zoning	E1 Local Centre
Site Area	4,910 sqm
Street Frontages	New South Head Road; New McLean Street
Existing Development	The site currently comprises a single seven storey building dating from the 1970s that is occupied by a range of commercial premises including retail at the ground, street front level with offices premises above.
Site Context	The site is positioned adjacent to two train station entries to Edgecliff Train Station, with one situated to the east of the site's northern frontage at New South Head Road and the other to the east of the site's southern frontage at New McLean Street. The bus interchange adjoins the site and is situated above the Eastpoint Shopping Centre development. The site does not include any direct vertical connections to the railway below or the bus interchange above. The broader context includes a mix of uses of various heights, form and age.
Surrounding Development	<ul style="list-style-type: none"> <li>• <b>North:</b> Across New South Head Road are mixed use and residential buildings ranging from two to four storeys. Additional height and density form part of the future context with SSD-77608714 recently approved for a 17-storey building containing retail/commercial floorspace with residential above. Further north, high-density towers such as the 32-storey Ranelagh and 14-storey 51 Darling Point Road are prominent.</li> <li>• <b>South:</b> Immediately south are three- to four-storey residential flat buildings along New McLean Street, transitioning to two-storey terrace-style dwellings on Cameron Street and Bowes Avenue. Additionally, a concurrent rezoning and SSDA is being progressed at 8-10 New Mclean St (SSD-80626208) for two residential flat buildings up to 18 storeys in height.</li> <li>• <b>East:</b> Adjoining the site is Eastpoint Shopping Centre (two storeys), above Edgecliff Train Station. Taller buildings, including the 16-storey Eastpoint Tower and 12-storey Oceanpoint 170, are located at the junction of New South Head Road and Ocean Street.</li> <li>• <b>West:</b> West of the site, across New McLean Street, are mixed use developments ranging from two to ten storeys, continuing along New South Head Road.</li> </ul>



 The Site

 NOT TO SCALE

**Figure 1** Site Aerial Map

Source: Nearmap and Ethos Urban

## 4.0 Project Description

An overview of the key components of the project are described in **Table 3** below. The Project is fundamentally seeking to bring forward and seek detailed development consent for the indicative reference scheme developed as part of the Planning Proposal, which comprises the mixed-use redevelopment of the site, with a range of residential, commercial and retail uses, including public open and civic spaces.

The detailed metrics will be confirmed in the Environmental Impact Statement.

**Table 3** Project Detail

Component	Proposed Development
Site Area	4,910 sqm
Land Uses	<ul style="list-style-type: none"> <li>Residential</li> <li>Commercial office</li> <li>Retail</li> <li>Open space</li> </ul>
Building Height	128m (RL 156.75m)
Gross Floor Area (GFA)	44,190 sqm, comprising approximately: <ul style="list-style-type: none"> <li>35,597.50 sqm of residential</li> <li>8,592.50 sqm of retail &amp; commercial office</li> </ul>
Total Floor Space Ratio (FSR)	9:1, comprising: <ul style="list-style-type: none"> <li>1.75:1 employment FSR (retail, commercial)</li> <li>7.25:1 residential FSR</li> </ul>
Affordable Housing Contribution	3% of residential GFA uplift in perpetuity
Key Public Amenity	<ul style="list-style-type: none"> <li>Open spaces, piazza and forecourt areas, through site links, laneways and colonnades.</li> </ul>

## 5.0 State Significant Development Eligibility

The eligibility for the SSD and industry-specific SEARs pathways are outlined in **Table 4**.

**Table 4** Statutory Planning Considerations

Component	Assessment
<b>SSD Qualification</b>	On the 17 March 2025, the HDA recommended the proposed development, comprising a mixed use development with commercial premises and residential accommodation with provision for affordable housing, be declared SSD under s4.36(3) of the EP&A Act. This proposal is therefore declared to be SSD for the purposes of the EP&A Act.
<b>Permissibility</b>	Development for the purpose of shop top housing and commercial premises is permissible with development consent in the E1 Local Centre zone under the Woollahra LEP 2014.
<b>Eligibility for Industry-Specific SEARs</b>	<p>Industry-specific SEARs only apply to SSD applications other than those that:</p> <ul style="list-style-type: none"> <li>would be designated development but for the Act, section 4.10(2), or</li> <li>are partly prohibited by an environmental planning instrument (EPI), or</li> <li>are wholly prohibited by an EPI, to the extent permitted by the Act, section 4.38(5), or</li> <li>are a concept DA for SSD.</li> </ul> <p>None of the above will apply to the proposed development, hence the preparation of this industry-specific SEARs request.</p>

## 6.0 Conclusion

As outlined in this letter, the Proposal is declared SSD per the recommendation of the HDA and the declaration of the Minister for Planning and Public Spaces.

We trust that the information provided is sufficient to enable the Secretary to issue SEARs for the preparation of the EIS. Should you have any queries about this matter, please do not hesitate to contact the undersigned.

Yours sincerely,



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