



2A / 2-6 CONWAY AVENUE & 38 - 40 CARLISLE STREET, ROSE BAY URBAN DESIGN REPORT

DEC 2025



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VISION

The proposed design **Dian** located 2A / 2-6 Conway Avenue & 38 - 40 Carlisle Street, Rose Bay is a well-mannered apartment building in a corner position on a quiet street.

DIAN, Rose Bay
(Dian - *Divine, heavenly, bright, shining one, summit, mountain top*)

The Dian Rose Bay development comprises the demolition of existing improvements and construction of an eight storey, high quality Residential Flat Building, including 15% aspirational affordable housing floorspace, suited to key workers.

Development summary

- Site area: 3,105m²
- Maximum Building Height: 28.6m (Includes Affordable 30% - 6.6m Bonus)
- Permissible FSR: 2.86 : 1 (Includes Affordable 30% - 0.66 Bonus)
- Permissible GFA 8,880m²
- Required Affordable 1,332m² (15% Total GFA)
- Total Residential Units: 70 high quality apartments in total, of which 17 are aspirational affordable, designed to suit key workers.

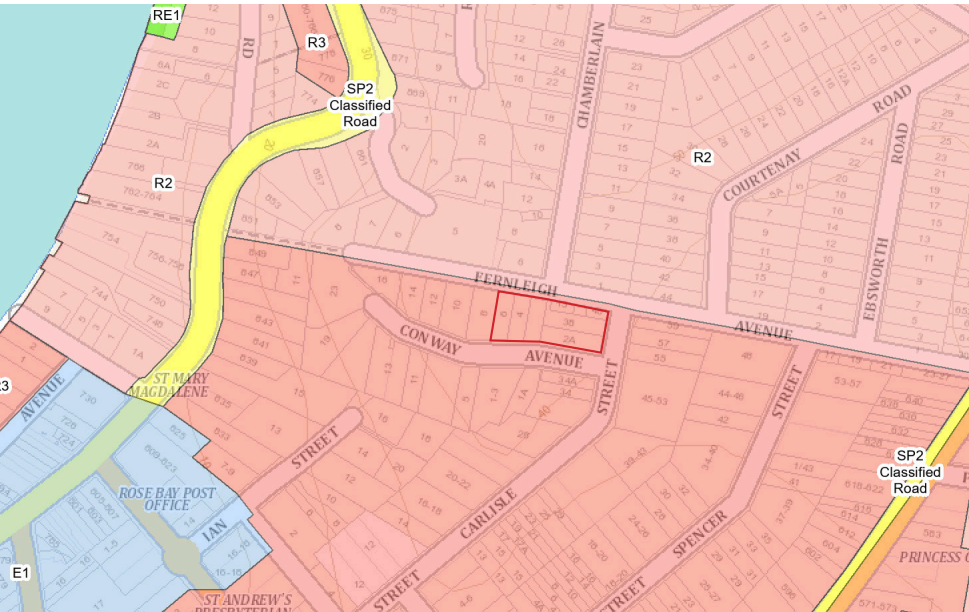


Proposed scheme CGI (Courtesy: MHNDU)

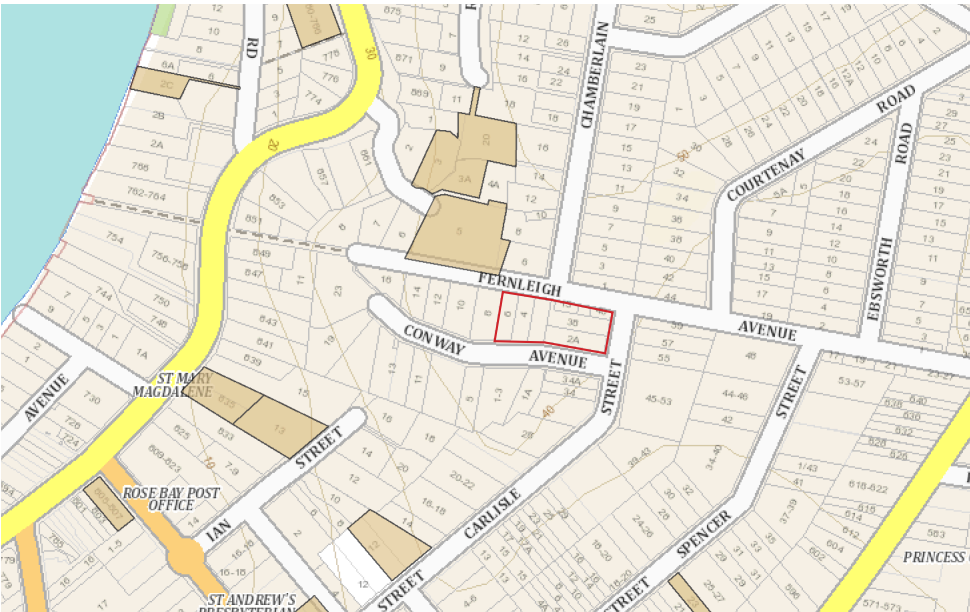
2 PLANNING CONTEXT

PLANNING CONTEXT

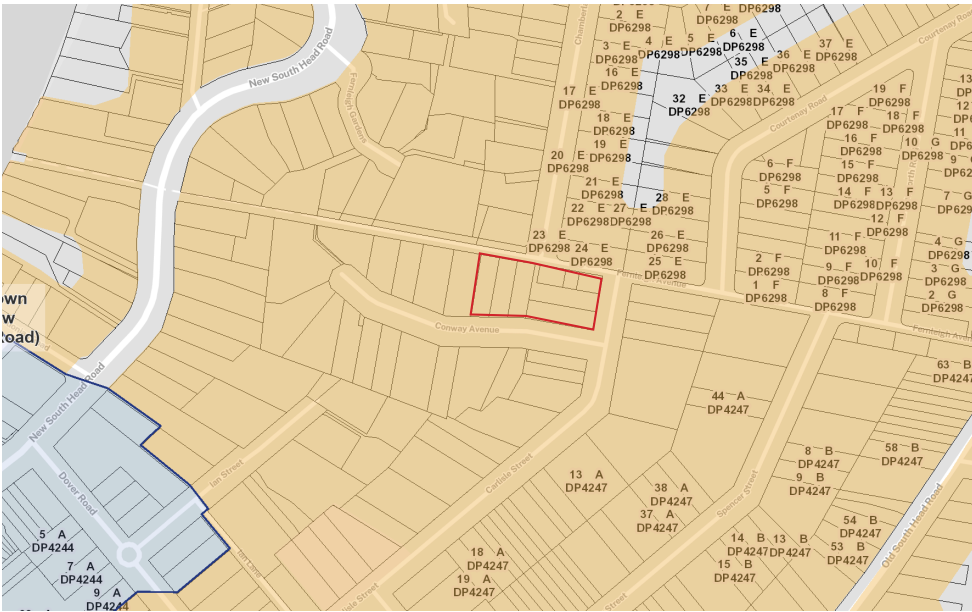
Land Zoning	R3 - Medium Density Residential	(Woollahra Local Environmental Plan 2014 (WLEP)
Height Of Building	28.6 metres	(SEPP Housing, Infill Affordable and Low Medium Rise)
Floor Space Ratio	2.86:1	(SEPP Housing, Infill Affordable and Low Medium Rise)
Minimum Lot Size	700m ²	(Woollahra Local Environmental Plan 2014 (WLEP)



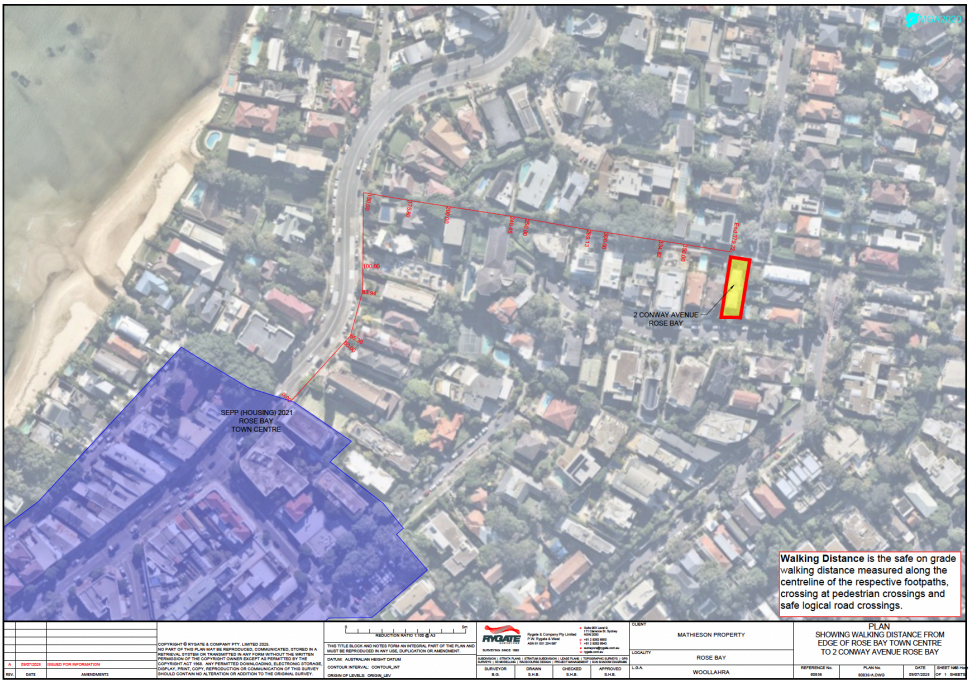
Land zoning - R3 Residential



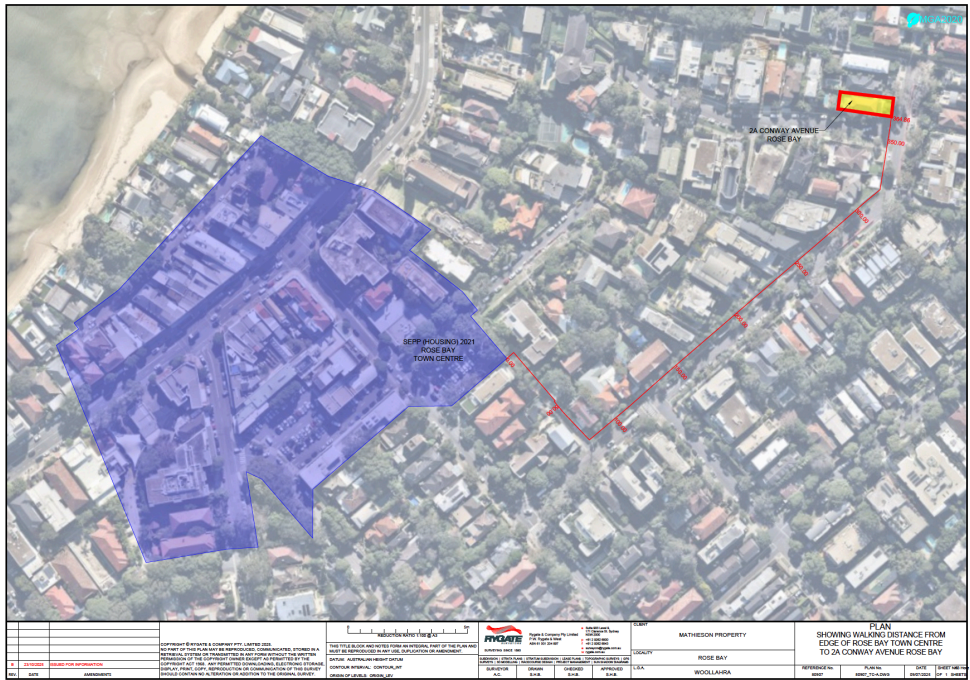
Heritage map



Indicative LMR Housing Area



Walking distance to Rose Bay Centre via Fernleigh Avenue



Walking distance to Rose Bay Centre via Carlisle Street

STRATEGIC PLANNING DOCUMENTS



The *Rose Bay Place Plan 2023–2028 (RBPP)* provides a strong basis for the proposed new apartments at 2A / 2-6 Conway Avenue & 38 - 40 Carlisle Street.

The plan identifies population decline, rapid ageing and shrinking household sizes — including 30% single-person homes — as key demographic challenges, highlighting the need for more accessible housing suitable for downsizers.

The *RBPP* prioritises walkability, active transport and improved pedestrian connections within the Rose Bay Centre and to the foreshore, all of which favour modest density close to shops and bus services. Increasing residential density in the area supports the centre business vitality, evening activity, sustainability, community life and the Place Plan’s vision for an “intimate, connected and thriving place.”



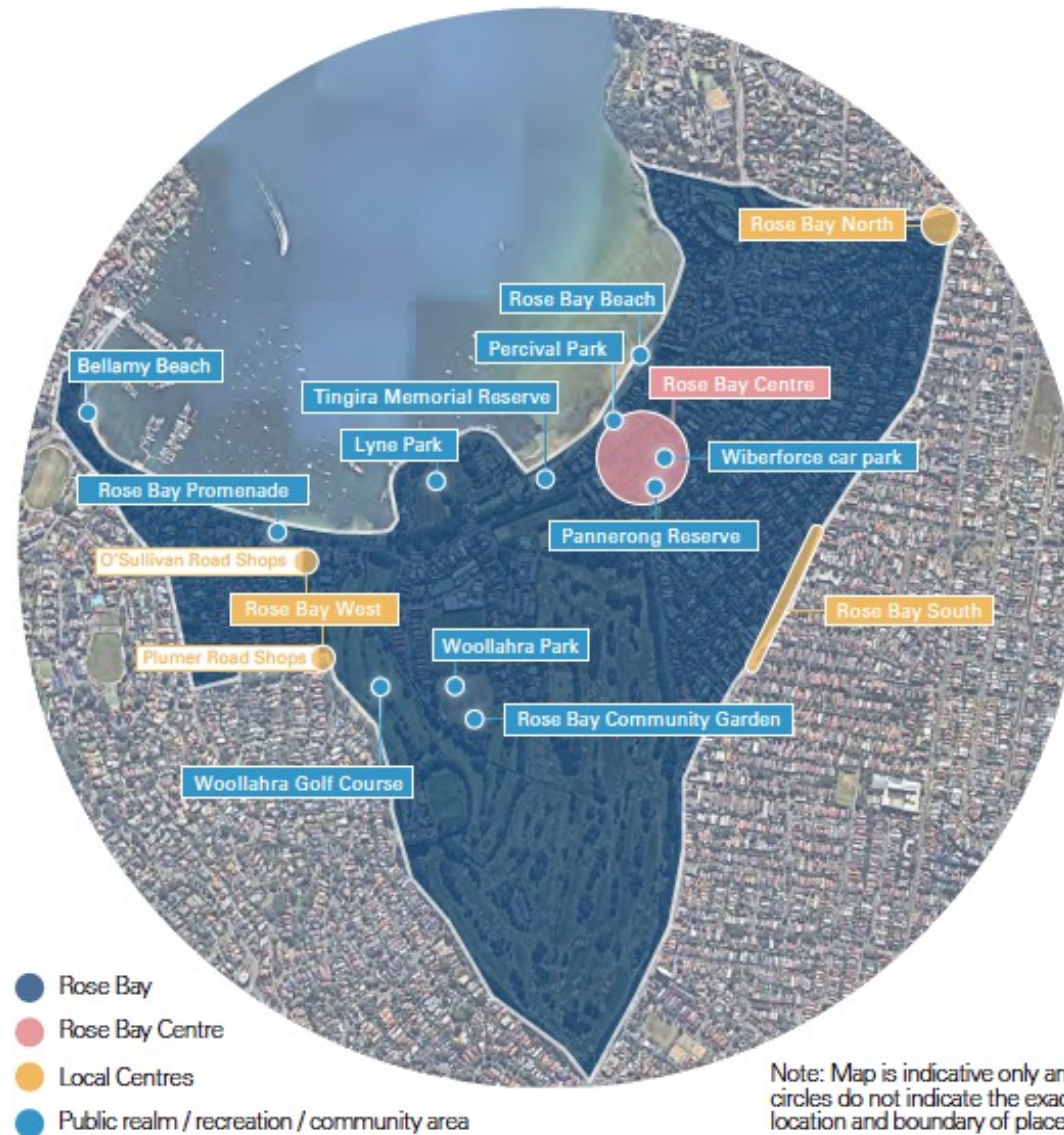
The Apartment Design Guide makes clear that residential flat buildings should be located within walking distance of centres, public transport, and major public open spaces, noting that the planning framework “establishes the appropriate location for residential apartment development by determining land use and density in proximity to transport, employment and services”.

Dian aligns strongly with this policy: it sits immediately adjacent to Rose Bay’s local centre, providing level access to shops, bus stops, community facilities and flat walkable streets, consistent with the ADG’s description of local and urban neighbourhood settings where apartments are encouraged due to accessibility and amenity.

The Guide emphasises the importance of responding to context and supporting desired future character, stating that good apartment locations are informed by “proximity to centres, transport and major public open spaces” and broader land-use patterns.

The Rose Bay suburb

The Rose Bay Place Plan covers the wider Rose Bay suburb with specific emphasis on the Rose Bay Centre, Local Centres, public realm, recreation and community spaces, noted on the map below.



Rose Bay Suburb (Source: Rose Bay Place Plan 2023-2028)

Alignment with NSW housing policy and Low–Mid Rise objectives. The proposal for additional apartments at 2A / 2-6 Conway Avenue & 38 - 40 Carlisle Street aligns strongly with contemporary NSW Government housing policy, including:

- Low and Mid Rise Housing reforms (LMR/Low and Medium Rise Housing SEPP) – These reforms explicitly aim to increase the supply of “well-located” low- and mid-rise housing, particularly near centres, public transport and services, and to fast-track compliant development in appropriate zones. The site’s R3 Medium Density Residential zoning and proximity to buses and shops mean it is precisely the type of location the reforms are intended to support.

ROSE BAY DEMOGRAPHIC

Population 2016 **Population 2021***

10,053 **9,911**



2.3
People per household



1.5
Motor vehicles per dwelling



2016 Population **2021 Population**

2,232 **2,029**

Children (0-18)



2016 Population **2021 Population**

6,141 **5,986**

Working Age



2016 Population **2021 Population**

1,664 **1,920**

Seniors (65+)



*ABS 2020 estimated population From 2011 to 2016, Rose Bay's population decreased by 142 people (1.0%).

2,833
Local jobs
2016*



5
Top industry sectors*:

Legal Services

Banking



1,221
Businesses
2016*



Other Auxiliary Finance and Investment Services



Real Estate Services

Accounting Services



*2021 data for some areas of interest will not be released by ABS until October 2022. In these cases, 2016 data is referenced.

Demographic trends and demand from downsizers

ABS-based community profile data show that Rose Bay's population has been essentially flat or slightly declining over recent Census periods. The usual resident population fell from 5,984 in 2016 to 5,948 in 2021 (-36 residents), and only modest growth is projected, with an estimated resident population of 6,096 in 2024.

The Rose Bay Population is largely static population despite ongoing housing pressure in the Eastern Suburbs. This suggests an undersupply of suitable dwellings rather than a lack of demand: households who might otherwise move into Rose Bay are constrained by limited stock, particularly smaller, accessible apartments suited to later life.

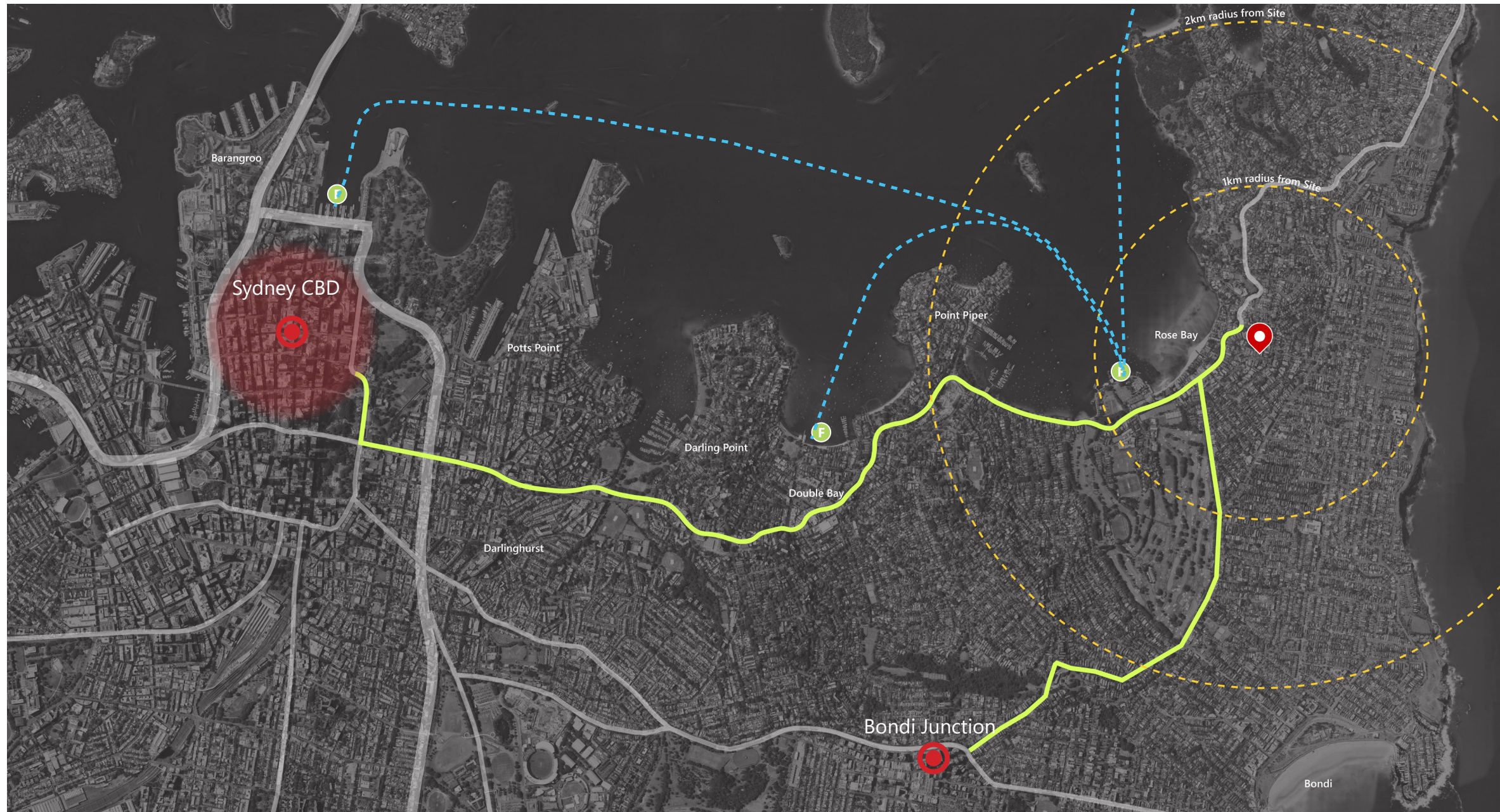
Age structure data reinforce the need to provide more appropriate housing for older residents:

- In 2021, people aged 65 and over made up approximately 20% of the Rose Bay population, compared with around 18% of the NSW population.
- Rose Bay has a higher proportion of older residents than the state average, and this share is expected to increase as the population ages.
- Nationally, older Australians already comprise approximately 17% of the population and are projected to grow significantly over the coming decades. AIHW+1 Providing well-located, low-maintenance apartments enables long-term residents to downsize within their community rather than leaving the area. This supports social networks, local businesses and community organisations, and frees up larger detached dwellings for families.

Rose Bay demographic (Source: Rose Bay Place Plan 2023-2028)

3 SITE ANALYSIS

WIDER CONTEXT



Rose Bay Centre Context

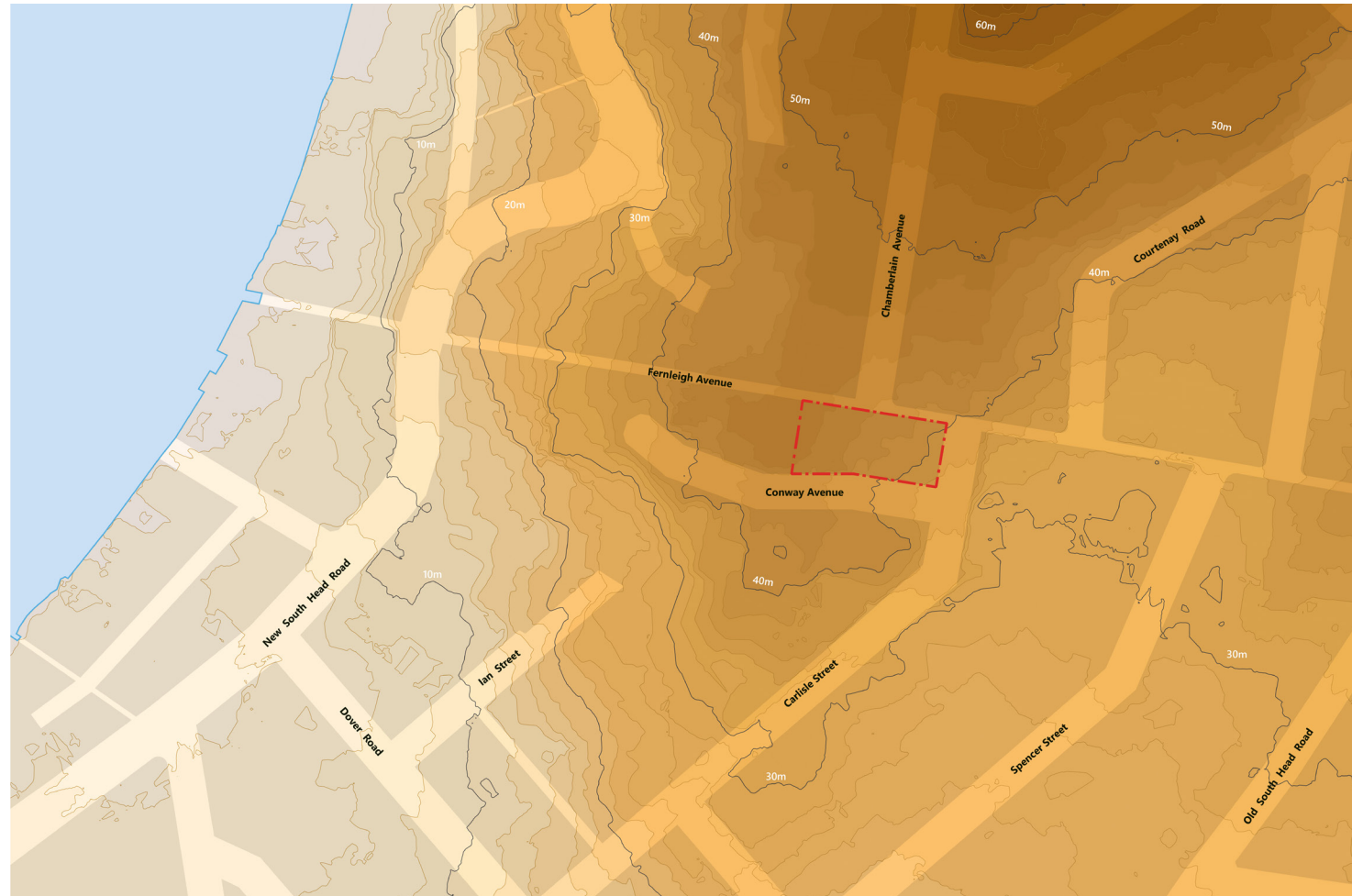
Rose Bay is a location of extraordinary amenity. Located only 6Km from the Sydney CBD, it is situated on a peninsula, which has a protected Northwest-facing foreshore to Sydney Harbour.

The site is located immediately behind the Rose Bay Centre on New South Head Road. Council's Rose Bay Centre DCP chapter describes the centre as a valley-floor local centre close to the harbour foreshore, framed by established residential areas to the north and east, and a network of recreational open spaces (Rose Bay beach, Lyne Park, golf courses, tennis courts and sailing facilities) to the south-west.

In the wider metropolitan context:

- Sydney CBD is accessible via ferry from Rose Bay Wharf and frequent bus services along New South Head Road to the city.
- Bondi Junction is a major transport and retail hub within the practical catchment of the site, with bus services from Rose Bay (green routes highlighted in the context map) connecting to the T4 train line.

SITE ANALYSIS



Topography

The site is located at around 40 meters elevation, being located on the top of the ridgeline, the natural topography falls to the east, west and south. This maximises aspect to views in a west and north-west direction and minimises and harbour view loss for neighbouring properties to the east.

The ABS reports that over half of employed Rose Bay residents already work from home, and around 4.3% use public transport for the journey to work.



Accessibility

The site is located among leafy streets and close to significant foreshore, which provides high-amenity recreation opportunities that are particularly important for older residents and downsizers who may no longer wish to maintain a private garden.

From an urban design perspective, concentrating additional dwellings in streets that are undergoing transformation to apartment buildings allows growth to occur as part of a wave of renewal near the centre in a high-amenity setting. This is consistent with the NSW Government's Low and Mid Rise Housing policy, which seeks to focus new housing in areas "well located about goods, services and public transport" rather than in purely car-dependent suburbs.

Rose Bay town centre is located less than 400 metres walking distance to the site. Closest bus stop is 312 metres from the site, located on New South Head Road with regular services to the City and Bondi Junction.

SITE ANALYSIS



Figure Ground

The urban structure of the Rose Bay area is a modified grid. Block depths are typically around 80 metres deep, and lengths vary from 200 to 400 metres. Conway Avenue is a long block broken only by one-way lanes that connect to the adjacent street to the south of the site.

The figure-ground pattern reflects a typical early 20th-century subdivision of free-standing single-fronted houses. Rose Bay Village is also a typical neighbourhood centre with its fine-grained shop-top main street character.

Planning reforms and the LMR have led to a set of site consolidations that will transform the figure-ground. These are typically 4 or more house lots that will be consolidated into single-building footprints; the shape of these will be largely determined by the NSW Apartment Design Guide.

This is a transitioning area with a desired future character defined by the relevant planning controls now in place.



Surrounding context and site consolidation pattern

The site is one of a set of sites in and around Rose bay that are either consolidated under the previous medium density controls, or are undergoing consolidation and redevelopment in a response to the new Housing SEPP, Low Medium Rise provisions.. The known sites are mapped and listed below.

As a consequence of this pattern of redevelopment, the built form and character will be rapidly transformed.

Heritage (sites in brown and will not be redeveloped)

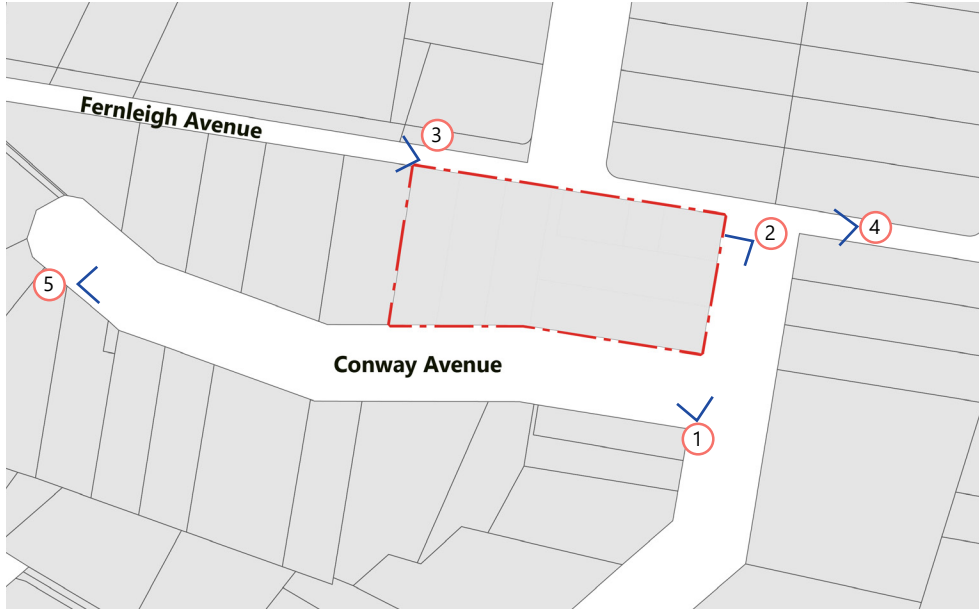
Consolidated Sites:

1. 23-31 Dover Road Rose Bay
2. 10-12 Ian Street Rose Bay
3. 13-21 Carlisle Street Rose Bay
4. 2-16 Spencer Street Rose Bay

Recently developed:

5. 8 Conway Avenue, Rose Bay
6. 4 Carlisle Street Rose Bay

EXISTING STREET VIEWS AND NEIGHBOURING CHARACTERS



4 PROPOSAL

THE PROPOSAL

Development summary

- Site area: 3,105m²
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- Permissible GFA 8,880m²
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- Total Residential Units: 70 high quality apartments in total, of which 17 are aspirational affordable, designed to suit key workers.

Architectural Design Statement

The proposal presents a range of unit types, ranging in size from 1 to 4 bedrooms. The building is organised around three central cores. Typical lower-level apartment plans are organised around corner balconies, maximising daylight penetration, cross flow ventilation, and access to private open space. Typical apartment layouts on upper floors are planned with dual North & South aspect, allowing for maximum solar access to living spaces and habitable rooms, whilst maintaining primary outlook to the Rose Bay foreshore and beyond. Generous landscaping has been designed as an integrated element within the overall design, which also extends to the oversized private open spaces and maximise their amenity and usability.

Generous windows are provided to all rooms allowing natural daylight to penetrate through the entire plan. Privacy is also a key consideration, which is achieved through significant setbacks, particularly in the north-west corner, and the façades balance of solid and void in elevation. A solid sandstone boundary wall anchors the building within its context, whilst the three projecting masses are articulated by stone alcoves providing depth and texture to the external form.

Urban Design Strategy

The urban design strategy responds to the unusual opportunity presented by this site which is a large and coherent consolidation bounded by multiple streets, allowing the development to present a civic-scale address while maintaining appropriate separation from adjoining residential properties. The building footprint and massing are shaped to reinforce the street edge along Conway Avenue, Carlisle Street and Fernleigh Avenue, while establishing clear thresholds between public and private realms through landscaped setbacks and entry forecourts.



Proposed scheme CGI (Courtesy: MHNDU)

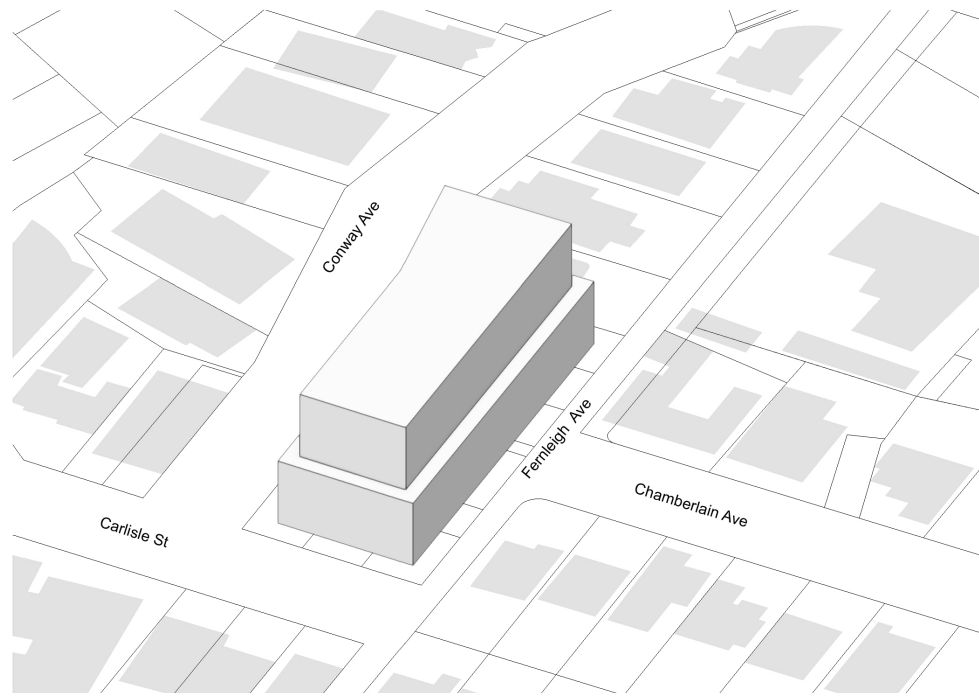
A key objective of the strategy is to mediate between the emerging mid-rise character permitted under the Housing SEPP and the surrounding low- to medium-density residential context. This is achieved through articulation of the built form into three distinct vertical elements, separated by entry lobbies and landscaped breaks, reducing perceived bulk and improving legibility at street level.

The design prioritises solar access, cross-ventilation and outlook through a high proportion of dual-aspect and corner apartments, consistent with Apartment Design Guide principles. Communal open space is distributed across ground-level landscaped areas and

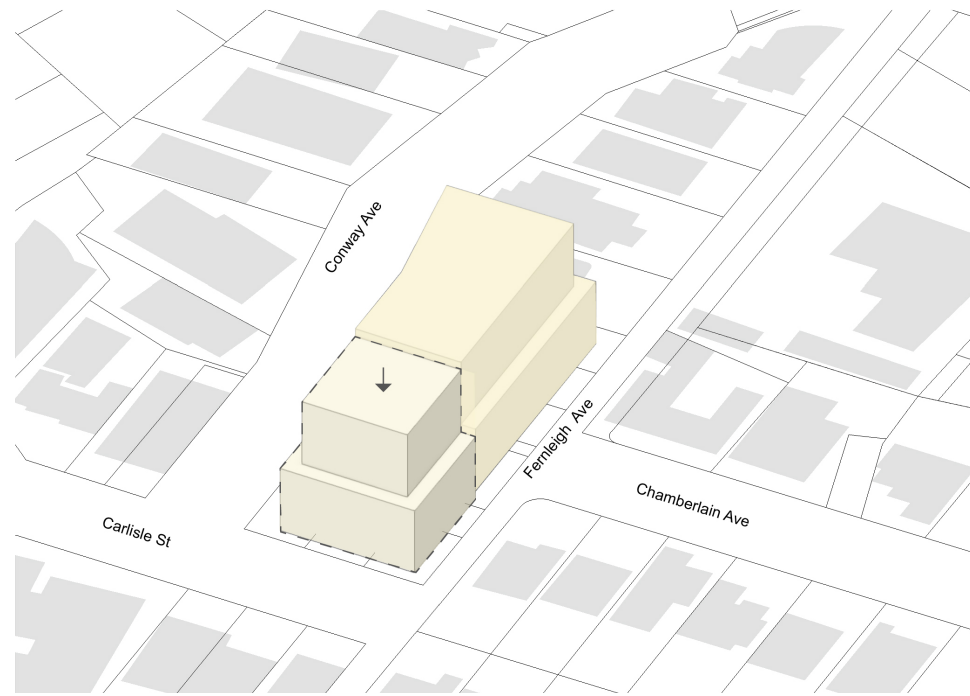
communal terraces, fostering opportunities for social interaction and enhancing residential amenity.

Landscape design is integrated as a core urban design element, providing a continuous green interface to the public domain, retaining existing mature trees where possible, and reinforcing the character of the Rose Bay streetscape. Overall, the strategy aligns with the objectives of Better Placed by delivering a development that fits its context, supports community outcomes and contributes positively to the public realm.

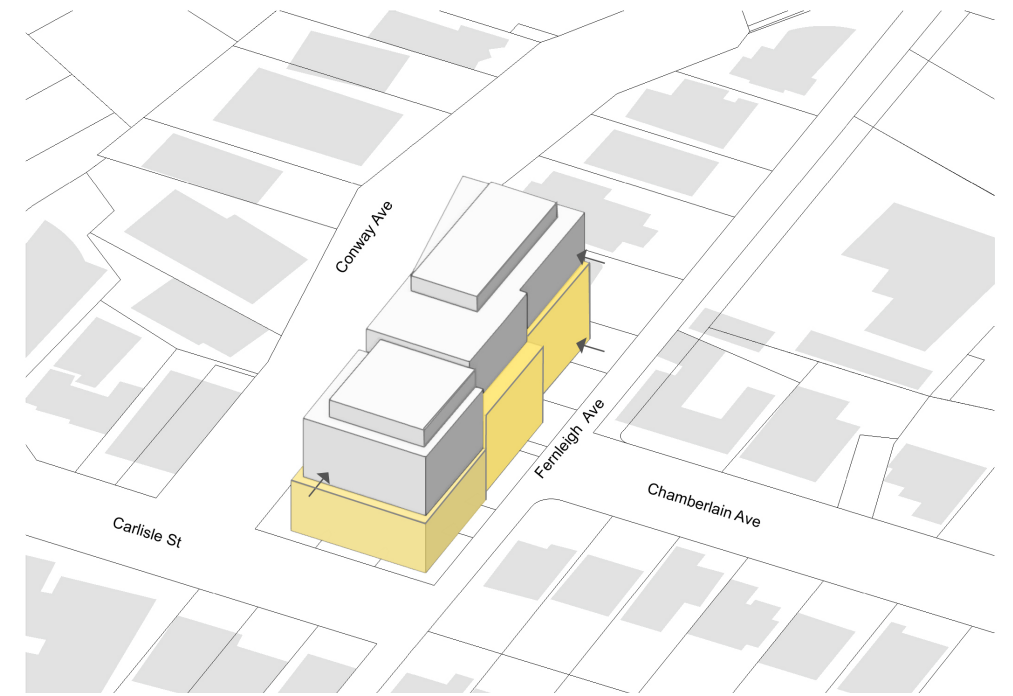
BUILT FORM DEVELOPMENT



Block form to the permissible height and setbacks

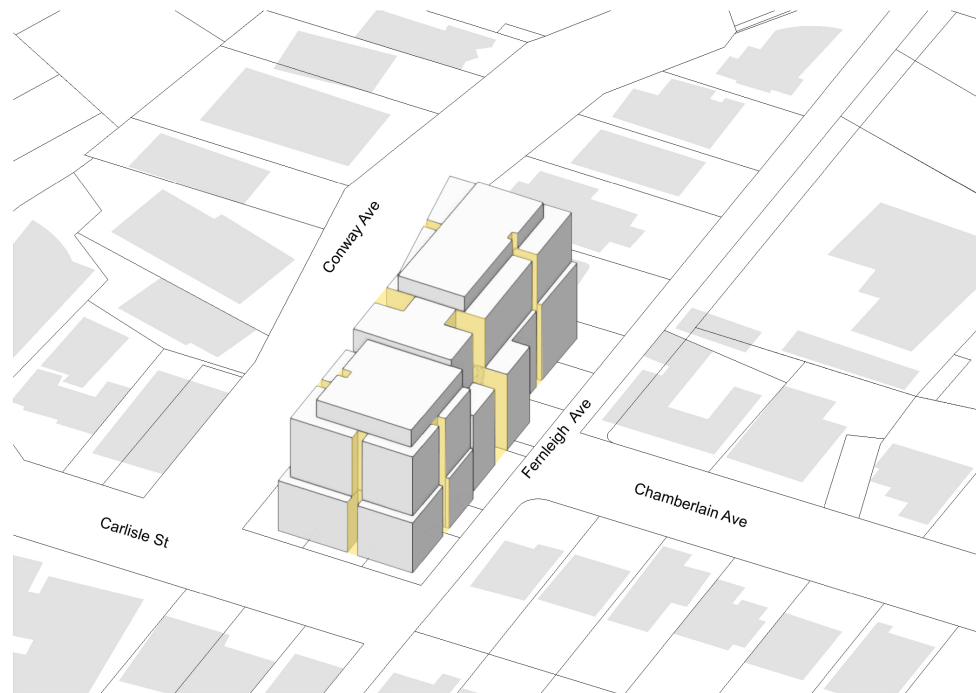


Stepped plate creates a break-line in the built-form and accommodates the step-down in the terrain towards Carlisle Street, and improves the street interface.

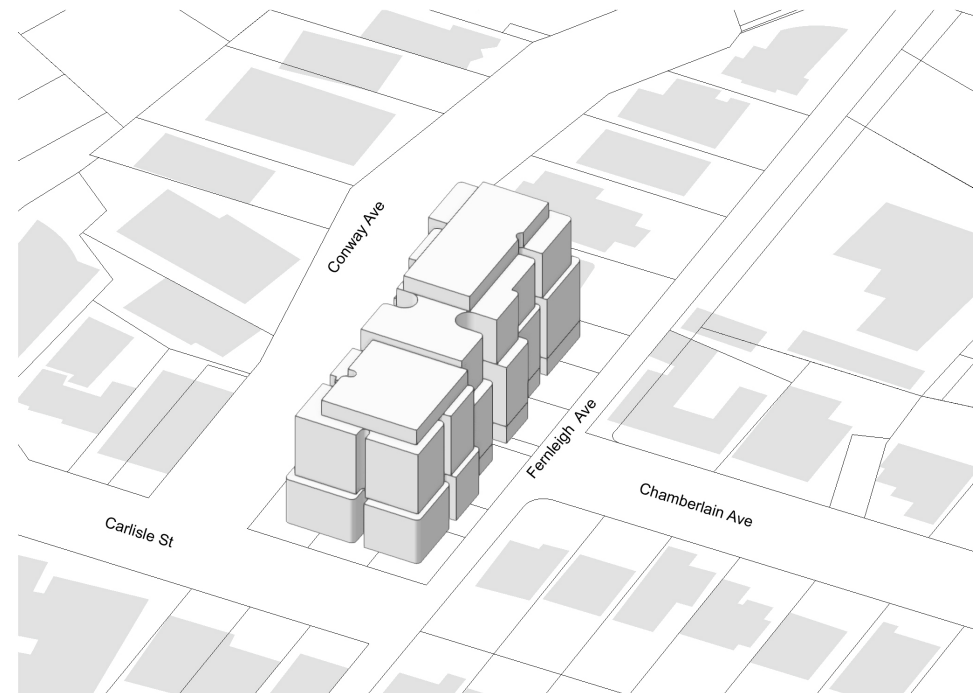


Upper level setback defines a lower base in the street wall to helping to make the scale transition to the neighboring sites. The larger setback in the northwest enlarges the cartilage to the heritage item on Fernleigh Avenue.

BUILT FORM DEVELOPMENT



The larger vertical break aligns with Chamberlain Avenue, celebrating this pleasant leafy street and establishing the high-order formal breaks in the built form. The smaller vertical breaks establishes a fine grain and rhythm that is appropriate to the residential area.



Key Relationships

Western Relationship

The neighbouring site at 8 Conway Street to the west has recently been redeveloped and will remain as is for the foreseeable future. It's facing elevation has been designed to be largely solid or non-habitable, the facing levels are matching this non-habitable interface with apartments primary aspect being to the north and south.

The built form design integrates vertical breaks in the elevation, combined with setbacks to create a composition that steps with the terrain. The lower levels are articulated to establish a familiar masonry street presentation and human-scaled interface, while upper levels are modulated with lighter finishes and fenestration to reduce visual impact when viewed from surrounding streets and neighbouring properties.

Height and floor space ratio are compliant with the Housing SEPP provisions, including the affordable housing bonus, and are carefully managed through setbacks and compliance with height plane controls.

Material selection draws from the established architectural character of Rose Bay, employing robust and durable finishes such as stone, concrete and high-quality glazing.

The lower levels are framed with stone elements that visually anchor the building and reference the masonry character of nearby heritage item and residential flat buildings. Upper levels are lighter in expression, with recessed balconies and articulated façades providing depth, shadow and variation.

Balconies, window proportions and façade modulation are designed to balance solid and void, ensuring visual interest while addressing privacy and solar control. Landscaping is integrated vertically through planter edges and terraces, softening the built form and reinforcing connections to the coastal and garden suburb context.

Overall, the architectural language is contemporary yet restrained, seeking to complement rather than dominate its surroundings. The proposal demonstrates a considered response to scale, materiality and streetscape character, contributing to the gradual evolution of the Rose Bay precinct.

CONCLUSION



Proposed scheme CGI (Courtesy: MHNDU)

The proposed development represents a well-considered urban design response to a strategically located site within the Rose Bay precinct. It aligns with State planning objectives to increase housing supply, improve affordability and deliver higher-density housing in accessible, well-serviced locations. Through its massing strategy, articulated built form and integrated landscape approach, the proposal manages increased scale while respecting the surrounding existing and future residential context.

The development achieves strong compliance with the Apartment Design Guide and Housing SEPP design quality principles, particularly in relation to solar access, cross-ventilation, building separation and residential amenity. The inclusion of affordable housing contributes to social diversity and long-term community benefit, while communal open spaces and active street interfaces enhance opportunities for social interaction and passive surveillance.

In urban design terms, the proposal reinforces the evolving character of Rose Bay as a mixed low- to mid-rise residential area, without compromising local amenity or streetscape quality. The careful calibration of height, setbacks and material expression ensures the building sits comfortably within its setting. Overall, the development is considered to make a positive contribution to the public domain and the broader urban structure of the area, supporting orderly and sustainable urban growth.