

Frasers Broadway

Block 2

Heritage Impact Statement

May 2009

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Executive Summary

The following Heritage Impact Statement was prepared to assess the heritage impacts of proposed works known as Block 2 of the Frasers Broadway site. The Modified Concept Plan was approved by the Minister for Planning in February 2009.

The proposal involves the construction of two new retail and residential buildings on Block 2 - one of 12 storeys and one of 30 storeys both sitting above a continuous podium of 5 levels. The buildings are contemporary in their form and architectural treatment, although in part their façade treatments respond to the scale of the adjacent heritage elements.

The proposed buildings have been designed to incorporate podium treatments which relate to the height of lower scale heritage buildings along the Kent Rd streetscape. This provides both a relationship and transition from the taller buildings of the CBD across the subject site to the lower scaled heritage buildings within Frasers Broadway.

Although the site is currently vacant, buildings were located on Block 2 prior to their demolition in 2008. The proposed new buildings will encroach on some views of the Brewery Buildings from Broadway, however they will not impact on any existing historical view corridors. Views from the park will be retained and the proposal will provide new opportunities for views of the brewery buildings to be experienced from the south and western side of the residential apartments.

The relevant positive impacts of the proposal for Block 2 as detailed in the 2008 HIS for the Amended Concept Plan (now the Approved Part 3A scheme) include:

- Retention of the Main Entry Gateway in context with the County Clare Hotel and Kent Rd, and its function as an entry marker preserved;
- The strengthening of Balfour St as an entry to the site.

Recommendations to further enhance the conservation objectives on Block 2 include:

- Considered resolution of the interface between the heritage listed gateway portal and Block 2, particularly the in regard to separation between the portal and the awning that wraps around Broadway and into Kent Rd, and the resolution of any wind issues;
- The recommendations of the nominated site archaeologists should be carried out in regard to the recent archaeological investigations, including determining whether any further investigative action or site archaeological monitoring is required during excavation or works;
- The treatment of Tooth Ave should be part of an overall interpretation of the historic and new road alignments.

1 Introduction

1.1 Background

Urbis has been engaged by the applicants, Frasers Broadway Pty Ltd, to prepare the following Heritage Impact Statement (HIS) for Block 2 at the Frasers Broadway site, formerly known as the Carlton United/Kent Brewery. This Heritage Impact Statement follows on from the Heritage Impact Statement prepared by Urbis in May 2008 and is to be lodged as part of the Project Application for Block 2 under the Approved Modified Concept Plan.

As discussed in the 2008 HIS, the changes that have now been approved in February 2009 by the Minister for Planning under Part 3A of the Environmental Planning and Assessment Act 1979, (i.e. the Amended Concept Plan), have provided an improved and coherent design concept that gives clarity to the new architectural built form. This clarity assists in the presentation of the heritage items on the site, particularly in the part of the site subject to this report, known as Block 2. The location of Block 2 is shown below in Figure 1. The particular draft condition that applies in the Approval for the Modified Concept Plan is B13.

Further investigation into the significance of the heritage items affected by Block 2, and further design development, have led to the preparation of this HIS which considers the detailed impact of the proposal in regard to The NSW Department of Planning Director General's Requirements, compliance with the Approved Modified Concept Plan, compliance with key Conservation Policies from the Noel Bell Ridley Smith Conservation Management Plan (2005), and compliance with the Heritage Office Assessment Criteria.

The proposal comprises:

- Construction of two new retail and residential buildings (including apartments and serviced apartments), one of 12 storeys and one of 30 storeys above a continuous podium of 5 levels;
- Protection of the decorative historic Main Entrance Gateway structure marking the entry to the site at Broadway and Kent Rd
- Construction of the surrounding public domain including a series of platforms extending over Tooth Ave and linking Blocks 2 and 2a
- Construction of Tooth Ave (new street) between Balfour & Kent Sts

The proposal has been designed by Atelier Jean Nouvel.

A summary of the Statutory heritage listings on or adjacent to the site known as Block 2 is below:

Precinct (Block No)	Name and Address (Site id no.)	Level of significance as determined by GML	Statutory Listings	Non-statutory Listings
Administration Precinct & Kent Brewery Precinct (Block 11, 5, Park)	Blackwattle stormwater system (Ovoid drain)	Exceptional	Draft Sydney Water S170 Heritage Register	
Administration Precinct (between Blocks 2 & 3)	No 1 Gate Portal, Broadway (51)	Exceptional	Sydney Local Environmental Plan 2005	
Administration Precinct (between 2 & 3, 5 & 3)	Main Avenue (Kent Road) Streetscape	High		
Irving Street Brewery Precinct (4b)	Former Irving Street facades – Brewery Building (22,23) Brewery Chimney Stack (36)	High	Sydney Local Environmental Plan 2005	
(Blocks 1,2)	CUB site, 26—98 Broadway Streetscape (nb now demolished)	NA	Sydney Local Environmental Plan 2005	

Two detailed Special Element Conservation Plans (SECPs) have recently been prepared by Urbis, one relating to the retained Brewery Buildings. This report contains some policies in relation to preserving views to the Brewery building which have been considered in the design of Block 2.

1.2 Site Location

The former Carlton United Brewery/Kent Brewery site, now known as Frasers Broadway, is located on the south-western end of the CBD and is bounded by Broadway, Abercrombie St, O'Connor St, Wellington St and Kensington St. The site area is approximately six hectares.

Block 2 is focussed on the north east corner of the site along Broadway and Kent Rd. The boundaries of the subject site are defined by Broadway to the north, Balfour St to the west, Tooth Ave (new street) to the south, and Kent Rd to the east.

1.3 Methodology

This Heritage Impact Statement has been prepared in accordance with the NSW Heritage Manual 'Statements of Heritage Impact' (2002) and 'Assessing Heritage Significance' (2001) guidelines.

The philosophy and process adopted is that guided by the Australia ICOMOS Burra Charter 1999.

The subject proposal has been assessed in relation to

- The NSW Department of Planning's Relevant Director General's Requirements;
- Compliance with key Conservation Policies from the Noel Bell Ridley Smith Conservation Management Plan (2005);
- Compliance with the Approved Modified Concept Plan;
- Compliance with the Conservation Policies set out in the Special Element Conservation Plan Brewery Buildings by Urbis Pty Ltd dated February 2009
- The Heritage Office Criteria.

The relevant controls and provisions contained within the City of Sydney Local Environmental Plans, and Development Control Plan do not apply as the Application will be assessed by the Minister for Planning.

1.4 Author Identification

The following report has been prepared by Jennifer Faddy (Associate Director). Stephen Davies (Director) has reviewed and endorsed its content.

Site photographs were taken by the Urbis heritage team between 2008-2009, except for Figure 1.

1.5 The Proposal

The philosophy behind the design of Block 2 has been to provide a high quality and high density residential development forming a strong street wall along Broadway and Kent Rd, to allow for a reduced intensity of built form around the centre of the site. The scale of the tallest section of the building relates to the UTS tower opposite on Broadway. The façade is characterised by a predominately glazed form, with modulation created by balcony recesses and suspended planter boxes. It is intended that the façade is predominantly planted, which will ensure that it is unique in the Sydney context. .

The proposed works include:

- Construction of two new retail and residential buildings (including apartments and serviced apartments), one of 12 storeys and one of 30 storeys above a continuous podium of 5 levels;
- Protection of the decorative historic Main Entrance Gateway structure marking the entry to the site at Broadway and Kent Rd
- Construction of the surrounding public domain including a series of platforms extending over Tooth Ave and linking Blocks 2 and 2a
- Construction of Tooth Ave (new street)

For a detailed description of the proposed works, refer to the Statement of Environmental Effects, prepared by JBA Urban Planning Consultants.

This report was written with reference to the following architectural drawings by Ateliers Jean Nouvel:

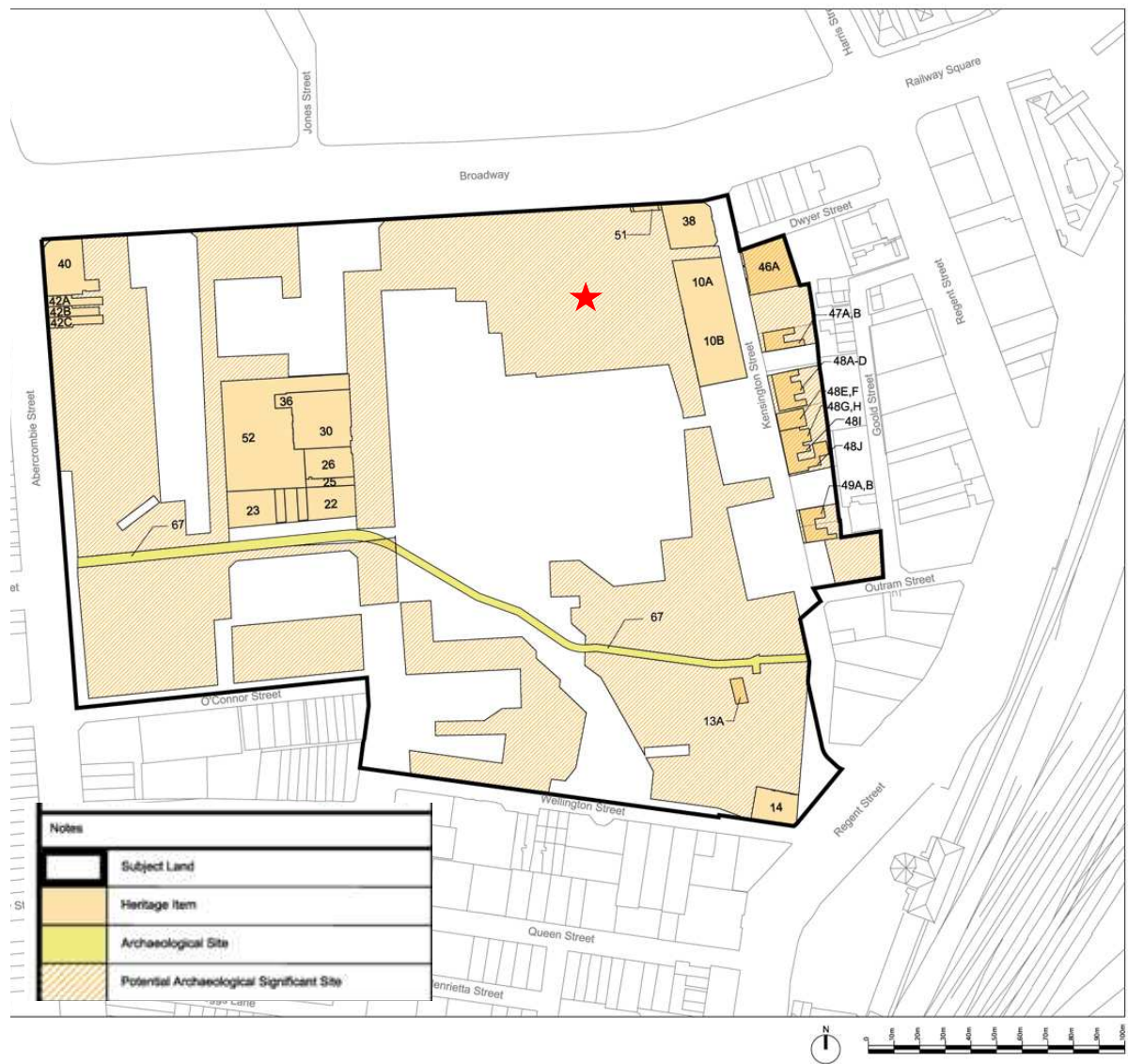
A-DOC-02	07	Apartment Key Numbers
A-DOC-04	07	Facades Report
AJN-RP-01	07	Landscape Report
PA-A-1001-A3	07	Masterplan
PA-A-2001-500	07	Lower Ground Floor Plan
PA-A-2001-A3	07	Lower Ground Floor Plan
PA-A-2002-500	07	Ground Floor Plan
PA-A-2002-A3	07	Ground Floor Plan
PA-A-2003-A3	07	First Floor Plan
PA-A-2004-A3	07	Second Floor Plan
PA-A-2005-A3	07	Third Floor Plan
PA-A-2006-A3	07	Fourth Floor Plan
PA-A-2007-A3	07	Fifth Floor Plan
PA-A-2008-A3	07	6th Floor Plan
PA-A-2009-A3	07	7th Floor Plan
PA-A-2010-A3	07	8th Floor Plan
PA-A-2011-A3	07	9th Floor Plan
PA-A-2012-A3	07	10th Floor Plan
PA-A-2013-A3	07	11th Floor Plan
PA-A-2014-A3	07	12th Floor Plan
PA-A-2015-A3	07	13th Floor Plan
PA-A-2016-A3	07	14th Floor Plan
PA-A-2017-A3	07	15th Floor Plan
PA-A-2018-A3	07	16th Floor Plan
PA-A-2019-A3	07	17th Floor Plan
PA-A-2020-A3	07	18th Floor Plan
PA-A-2021-A3	07	19th Floor Plan
PA-A-2022-A3	07	20th Floor Plan
PA-A-2023-A3	07	21st Floor Plan
PA-A-2024-A3	07	22nd Floor Plan
PA-A-2025-A3	07	23rd Floor Plan
PA-A-2026-A3	07	24th Floor Plan
PA-A-2027-A3	07	25th Floor Plan
PA-A-2028-A3	07	26th Floor Plan
PA-A-2029-A3	07	27th Floor Plan
PA-A-2030-A3	07	28th Floor Plan
PA-A-2031-A3	07	29th Floor Plan
PA-A-2032-A3	07	30th Floor Plan
PA-A-2033-A3	07	31st Floor Plan
PA-A-2034-A3	07	32nd Floor Plan
PA-A-2035-A3	07	33rd Floor Plan
PA-A-2036-A3	07	34th Floor Plan
PA-A-2037-A3	07	Roof Level Plan
PA-A-3001-A3	07	Section AA

PA-A-3002-A3	07	Section BB
PA-A-3003-A3	07	Section FF
PA-A-4001	07	North Facade-without vegetation
PA-A-4002	07	East Facade-RT-without vegetation
PA-A-4003	07	East Facade-SA-without vegetation
PA-A-4004	07	South Facade-without vegetation
PA-A-4005	07	West Facade-RT-without vegetation
PA-A-4006	07	West Facade-SA-without vegetation
PA-A-4007	07	North Facade-with vegetation
PA-A-4008	07	East Facade RT-with vegetation
PA-A-4009	07	East Facade SA-with vegetation
PA-A-4010	07	South Facade-with vegetation
PA-A-4011	07	West Facade RT-with vegetation
PA-A-4012	07	West Facade SA-with vegetation
PA-A-4013	07	Slot Facades RT SAT
PA-A-4101	07	Facade Detail North/East RT
PA-A-4102	07	Facade Detail North/East 1
PA-A-4103	07	Facade Detail South/West RT
PA-A-4104	07	Facade Detail South/West 1
PA-A-4105	07	Detail of Slot facade-Unfolded RT SAT
PA-A-4106-REV7	07	Heliostat Detail
PA-A-5003-A3	07	Platforms Ground Level
PA-A-5004-A3	07	Platforms Floor Plans
PA-A-6001	07	View over the Platforms
PA-A-6002	07	View from Broadway - East
PA-A-6003	07	View from Broadway - West
PA-A-6004	07	Park view
PA-A-6005	07	View under the platforms
PA-A-6006	07	Interior View-North East corner
PA-A-6007	07	Interior View-South West corner
PA-A-6008	07	Interior View-Penthouse
PA-A-7001	07	3D cad model of Block 2
PA-A-TYP1	07	Residential Apartment Typologies
PA-A-TYP2	07	Serviced Apartments Typologies

2 Site Description

The site for the building known as Block 2 is defined by Broadway to the north, Kent Rd to the east, Tooth Ave (new street) to the south, and Balfour St to the west. The site is indicated in the plan below.

Figure 1 – Site Plan – Block 2



[Source: Foster + Partners]

The site is located in the Kent Brewery Precinct which is located to the west side of the Administration Precinct, on the opposite side of Kent Road. These precincts contain several elements nominated for retention under the Approved Modified Concept Plan

2.1 Broadway streetscape

Broadway exhibits a variety of building styles and forms, and a variety of scales ranging from two storey Victorian commercial buildings, to the UTS tower.

Figure 2 – Broadway streetscape



Picture 1 – Looking east to city from former Grace Bros buildings



Picture 2 – Looking east from cnr Abercrombie St to UTS tower

2.2 Administration Precinct

Elements to be retained in the Administration Precinct include the Main Entrance Gate (Building No.51), an Art Deco glazed terracotta and, polished granite and bronze archway at the northern end of Main Avenue (Kent Road) which exhibits an Exceptional level of significance, and The County Clare Hotel (Building No.38) which is located at the corner of Main Avenue and Broadway and provides an Art Deco relationship with the Main Entrance Gate (Exceptional significance).

The Main Avenue Streetscape retains the original alignment of the former Kent Road and the elements proposed to be retained (Buildings 10A and 10B, and the Cartway10E) have a high level of significance.

Further to the south is the Castle Connell Hotel (Builder's Store, Building No. 14) which is identified as having a moderate level of significance, and the Ovoid drain (Asset No.67) which also runs underground partly through the southern portion of the precinct (not affected by the construction of Block 2).

2.3 Chippendale Conservation Area

The site is in the visual curtilage of the Chippendale Conservation Area, as listed in South Sydney LEP 1998, although it lies substantially to the north.

The Chippendale Conservation Area consists of the area bounded by City Road, Broadway, Abercrombie, O'Connor, Balfour, Wellington, Regent and Cleveland Streets. The area includes the Cleveland Street, City Road and Broadway Streetscapes. It is characterised by residential and industrial developments with commercial development concentrated along the main thoroughfares: Abercrombie Street, Broadway, City Road, Cleveland and Regent Streets.

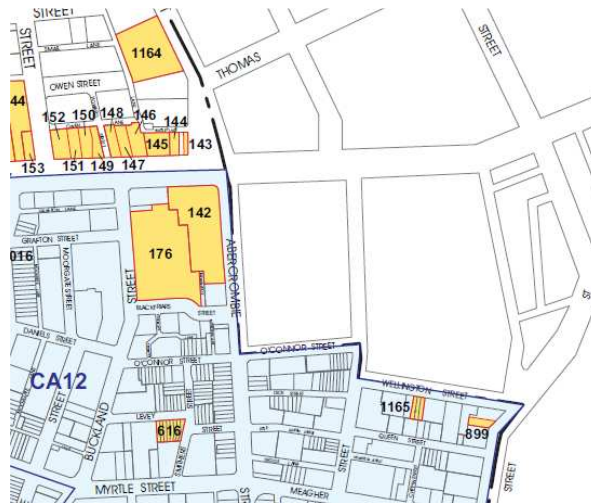
Chippendale is of historical significance for 3 key themes: 19th century industry, industrial working class residential and quality residential housing. Industry was the key historical role of Chippendale due to its location relative to the City. Housing for industrial workers is integral to the industrial history of Chippendale, evidenced by early housing in Elim and Chandler's Avenues. Chippendale is of historical significance for the extent of land resumption which occurred in the early 20th century which increased the dominance of industry in the area. Strickland House, the first public housing by the City Architect, is significant as evidence of the need to provide quality low income housing. Chippendale's association with high quality 19th century residential housing predominantly predates the intrusion of the railway around Regent Street. Chippendale demonstrates several key period of layers for the development of inner city Sydney: the first layer as a direct result of the subdivision of the Cooper Estate and

Shepherd's Nursery, subsequent layers from Railway construction and from the resumption era and the construction of industry and related housing for industrial workers." (from: Assessment of Cultural Significance, page 86, Chippendale Heritage Conservation Study, October 1999, Architectural Projects Ltd/Megan Martin/Ian Kirk). .

Street Ratings

Abercrombie Street: wide, multi-lane one way street, defined by Victorian era terraces, predominantly 2 storey, at the southern end, with the northern end dominated by large heritage-listed sites, the former Blackfriars site (now Notre Dame University campus) to the west, and the former Carlton & United Breweries site to the east. Impact of heavy traffic has led to extensive unsympathetic enclosure of first floor terrace balconies. Street Rating: A.²

Figure 3 – Chippendale Conservation Area



Picture 3 – Conservation Area boundary



Picture 4 – Blackfriars Lane

2.4 Former Brewery Buildings

The following description of the Irving Street Brewery Precinct (No. 4) has been taken from the Heritage Impact Statement on the Concept Plan by Godden Mackay Logan (2006A:35-36).

The Irving Street Precinct is defined as the area bounded by Balfour, Carlton and Irving Streets, with Broadway on the northern boundary. In this precinct is the largest surviving group of early twentieth century brewery structures on the site, whose form, massing and architectural character, externally at least, provide the most visually direct link to the early brewery functions. Included in the oldest group from 1912 are the Filtration Building (22), Malt Silo (23), Substation (26), former Boiler House (30), Bright Beer Plant (35A) and Refrigeration Block (35B). Within the L-shaped yard formed by the rear of these structures is the brick-walled chimney stack (36) which originally served the boilers.

Architecturally this group of structures, constructed largely of brick with sandstone bases and/or dressing, is characteristic of the simplified and robust neo-classical industrial (and warehouse) buildings of the late Federation period in Sydney. Though varying in

² Heritage Branch website http://www.heritage.nsw.gov.au/07_subnav_01_2.cfm?itemid=2421466

character, quality of detail, level of intactness and physical condition, the exteriors of the buildings provide important evidence of the physical character, functional layout and site organisation of the turn of the century brewery. Internally, however, much of the original layout and efficiency all the early equipment/fitout have been removed and replaced. The associated additions and alterations involving extensive new servicing has resulted in the present additions to the external facades of the buildings.

From the interwar period (1939) date the Laboratory Block (35C) added to the rear of the Bright Beer Plant, and the former Great Western Hotel fronting Broadway (39). The remaining structures are more recent additions to the site for services (such as the Boiler House (31) and Carbon Dioxide Store (35D) or goods delivery (the Malt Receiving Station (24)).

Buildings on the site were assessed by Godden Mackay Logan in their Site Demolition and Recycling Heritage Impact Statement (Oct 2007) and several were proposed to be demolished from this precinct. Elements on the site were assessed by Godden Mackay Logan in their Salvage and Retention Survey (Dec 2007) and several elements were proposed to be retained.

Many of the buildings and elements in the description of the Irving Street Brewery Precinct above have therefore been subject to demolition throughout 2008, including the Malt Receiving Station (24), Boiler House (31), Bright Beer Plant (35A), Refrigeration Block (35B), Laboratory Block (35C), CO2 Block (33D), Toilet Block (35E), Infill Block (35F), Great Western Hotel (39) and the vacant lot (56). These buildings were assessed by Godden Mackay Logan in 2007 as having moderate significance or lower, some being intrusive, and all were approved for demolition.

Figure 4 – Retained Brewery Buildings



Picture 5 – West elevation Building 23



Picture 6 – Brewery Yard and base of chimney

3 Assessment of Significance

3.1 Significance of the Kent Brewery Precinct

The Kent Brewery Precinct included most of the original 1835 brewery, and is a precinct that has undergone successive waves of change, prior to the recent demolition on the site it was redeveloped in the 1980s. It has high historical significance as the oldest brewing precinct on the site.

3.2 Significance of Broadway streetscape

There is no established Statement of Significance for this streetscape, listed in South Sydney LEP 1998. It is considered that this streetscape is of questionable significance, with a variety of building forms, styles and scales that are not homogenous or particularly demonstrative of any particular heritage characteristics, despite the listing of some individual heritage items

3.3 Significance of the Administration Precinct

The following Statement of Significance for the Administration Precinct is from GML 2006:82-83:

The significance of the Administration Precinct derives from its ability to reflect the early 20th century development of the administrative and maintenance facilities associated with the brewery, some of the hotels that were developed to serve the needs of its workers and the local community, as well as the iconic Tooths Kent Brewery Gateway through which the produce of the Brewery left the site.

3.4 Significance of Main Entrance Gateway

Built in 1939 the gateway has historical significance in providing evidence of the widening of George Street to create Broadway. The Kent Brewery Gate replaced an earlier entry portal and symbolises the development of the Kent Brewery from 1835 to the twentieth century. The gateway creates an appropriate entry to the brewery site reflecting the scale and importance of the Brewery in the mid-twentieth century. The location of the gateway illustrates the original access to the Brewery site from George Street West (Broadway).

The gateway has associative significance because of its association with Tooth's. The gateway and the Invicta white horse rampart symbolises the Kentish origins of the brewery.

The gateway has aesthetic significance of its fine intact Art Deco styling incorporating high quality materials, purpose-made glazed terracotta tiles, polished granite and bronze claddings.

Together with the adjacent County Clare Hotel and other hotels to the north, the gateway contributes to the Art Deco streetscape of Broadway.

The gateway has technical significance for its use of faience facing and the innovative top hung gates (now removed) that receded into the head beam.

The gateway has rarity as a potentially unique surviving example of a faience-clad Art Deco gateway.

The gateway has high integrity value for its substantially intact fabric. Fabric of high significance includes: the Broadway façade; the overall form; terracotta cladding; metal gates (removed); granite plinth; bronze-clad doors; steel-frame windows; and mechanical equipment.

The gateway has exceptional significance at the local level and has potential state significance for its rarity value.

[Source: NBRS&P 2005B:INV12-Gate51 pp.1-2]

3.5 Significance of Main Avenue Streetscape

Main Avenue retains the original alignment of the former Kent Road corresponding to the frontage of the Administration buildings 10A, 10B, 10C and 10E. This private roadway was part of the original Tooth's purchase from Major Drutt and since then has been the main access, address and entry point to the Kent Brewery site from George Street West (later named Parramatta Road and then Broadway after widening of 1939). By Victorian times the entry was marked by an ornamented gateway replaced in 1940 [by] the present Gateway following the widening of Broadway.

The original name of Kent Road was associated strongly with the Tooth family and their origins in Kent in the United Kingdom.

Main Avenue and its fronting buildings (10A, 10B, 10C and 10D) have streetscape significance as a dignified entry road bounded on the east by buildings 10A and 10B, which reinforce a mixed Federation/Interwar period character. The form and scale of the brewery buildings on the west help to contain the vista looking north to the Main [Entrance] Gateway (51).

The Main Avenue Streetscape has been identified as having high archaeological potential in the Carlton and United Brewery Archaeological Zoning Study by Dana Mider dated 2005.

The area adjacent to the original creek [may] contain evidence of former landscapes, dune formations, creek lines and paleo-environmental information. This evidence may date back to 60,000 BP. The line of Blackwattle creek and its associated drainage channel [may] contain at least five phases of alterations and modifications.

The Main Avenue Streetscape has high significance at the local level.

[Source: NBRSP 2005B:INV11-57 pp.1-2]

3.6 Significance of the Ovoid drain

The ovoid drain has high significance as a rare relic containing construction materials and methods in part originating from colonial times.

The area adjacent to the original creek [may] contain evidence of former landscapes, dune formations, creek lines and paleo-environmental information. This evidence may date back to 60,000 BP. The line of Blackwattle creek and its associated drainage channel [may] contain at least five phases of alterations and modifications.

The Blackwattle stormwater system is listed on Sydney Water's Section 170 Heritage and Conservation Register as having local significance, and [has also been assessed as having state significance by Dana Mider in her report on the Quadrant site dated 2004].

[Source: NBRSP 2005C:INV29-67OvoidDrain p.1]

3.7 Significance of the adjacent Brewery Complex (Irving St Brewery Precinct)

The Statement of Significance for the site by Godden Mackay Logan noted the most important component elements of the site. Among these important aspects were the Irving Street Brewery Group (Assets 22, 23, 26, 30, 35A, 35B and 36), which was assessed as having rarity value (GML 2006A:48). Buildings 35A (Bright Beer Plant) and 35B (Refrigeration Block) have now been demolished, which has reduced the integrity of this group. The retained Irving Street Brewery buildings are the only remaining on the entire CUB site associated with former brewing functions.

The Irving Street Brewery buildings and yard includes structures and elements of varying significance as assessed in the SECP for the Brewery Building prepared by Urbis Pty Ltd dated February 2009.

The Balfour St streetscape is an important part of the historic street pattern of the Chippendale Conservation Area. Balfour St has historical significance as one of the earliest (c1850s) streets that retain its original location and function.

3.8 Significance of adjacent Chippendale Conservation Area

*Chippendale is an exceptional area with multiple key period layers, an early residential suburb profoundly affected by land resumptions and the construction of industrial buildings and associated Victorian working class housing. The area contains many intact buildings which are contributory to the area's significance.*³

³ Heritage Branch website http://www.heritage.nsw.gov.au/07_subnav_01_2.cfm?itemid=2421466

4 Heritage Impact Assessment

4.1 Statutory Controls

A summary of the statutory heritage listings on or adjacent to the site known as Blocks 2 is listed below.

Precinct (Block No)	Name and Address (Site id no.)	Level of significance as determined by GML	Statutory Listings	Non-statutory Listings
Administration Precinct & Kent Brewery Precinct (Block 11, 5, Park)	Blackwattle stormwater system (Ovoid drain)	Exceptional	Draft Sydney Water S170 Heritage Register	
Administration Precinct (between 2 & 3)	No 1 Gate Portal, Broadway (51)	Exceptional	Sydney Local Environmental Plan 2005	
Administration Precinct (between 2 & 3, 5 & 3)	Main Avenue (Kent Road) Streetscape	High		
Irving Street Brewery Precinct (4b)	Former Irving Street facades – Brewery Building (22,23) Brewery Chimney Stack (36)	High	Sydney Local Environmental Plan 2005	
(Blocks1,2)	CUB site, 26—98 Broadway Streetscape (nb now demolished)	NA	Sydney Local Environmental Plan 2005	

4.1.1 Director General's Requirements

The proposed works are addressed in the table below in relation to the relevant Director General's Requirements. There are no specific heritage Requirements relating to Block 2.

Table 1 – Relevant Director General's Requirements

Clause	Discussion
.	
<i>Key Issues</i> <i>2 Heritage</i> <i>An Interpretation plan for heritage and archaeology</i> <i>(including Ovoid Drain) and</i>	An Interpretation Plan has been commissioned and is currently being prepared.
<i>incorporation of a city datum line in accordance with</i> <i>Concept Plan Modification MP_06_0171 MOD2.</i>	This had been developed and included in the proposal for Block 2, and is evident in the façade detailing of all

four podium facades. It is based on the height of the Administration Buildings (10A and B), and is therefore higher than the datum line further west along Broadway (designed in relation to the height of the Australia Hotel).

4.1.2 Compliance with Approved Modified Concept Plan

The proposed works are addressed in the table below in relation to the main features of the Approved Modified Concept Plan.

Table 2 – Relevant Approved Modified Concept Plan issues

Provision	Discussion
Building Footprints, and Circulation and Street Pattern	<p>The extent of the footprint of Block 2 is consistent with that in the Approved Modified Concept Plan., with the addition of the platforms extending over part of Tooth Ave.</p> <p>The circulation patterns remain including the reinforcement of the Kent Rd entry off Broadway, Kent Rd itself, and of Balfour St as an entry point .In addition, the new Tooth Ave opens up as a new pedestrian link between Kent Rd and Abercrombie St.</p> <p>The relationship of Block 2 to the retained Brewery Building and yard remains as per the Approved Modified Concept Plan, with the exception of the Platforms linking Block 2a and Block 2 which are a new feature of the proposal.</p>
Heights, roofscape, façade treatment	<p>Heights:</p> <p>The proposed continuous street wall height along Broadway is at RL 38.80, which is slightly lower than the Approved Part 3A scheme. This height is consistent with the predominant height of the historic Administration Building.</p> <p>The predominant height of the lower (Balfour St) tower is RL77.00and the height of the upper (Kent Rd) tower is RL133.00 which is consistent with the heights in the approved Modified Concept Plan.</p> <p>The podium as such is defined by a difference in façade treatment, rather than by the towers being set back off the building line. It is also defined by the open space between the towers. The façade treatment is predominately glazed panels (some openable) and recessed balconies with projecting planters to enable the vegetated façade.</p> <p>Roofscape:</p> <p>The roofscape of each of the towers comprises a landscape roof garden and plant. There is also a dramatic cantilevered element to the west containing two floors of residences and housing the Heliostat. The rooftop of the lower tower houses plant. Signage zones will be designated on plans and will include high level building identification signage, podium signage and street level retail signage.</p>

Adaptive re-use of heritage items	The extent of conservation of the heritage items is exactly as per the Approved Modified Concept Plan. Block 2 itself does not contain heritage items.
Archaeology	A large proportion of the area to be excavated for the basement for Block 2 has been assessed as having high or moderate archaeological potential. A recent investigation has been undertaken and is the subject of a separate report. Block 2a is generally of nil archaeological significance, but subject to further monitoring.
Interpretation	The interpretation for Block 2 has not yet been developed, but has been commissioned.

4.1.3 Compliance with key Conservation Policies from the Noel Bell Ridley Smith Conservation Management Plan (May 2005).

The proposed works are addressed in the table below in relation to the relevant Conservation Policies from the NBRIS May 2005 CMP (ie where issues were raised in the HIS for the Amended Concept Plan by Urbis, dated May 2008).

Table 3 – Relevant CMP clauses

Clause	Discussion
(23) Removal or Damage to Significant Items Removal or works which would adversely impact on significant areas, elements or fabric or other aspects of significance of the place should only be permitted where: <ul style="list-style-type: none"> i) the work makes possible the recovery of aspects of greater significance; ii) the work helps ensure the security and viability of the place; iii) there is no feasible alternative (eg to meet safety and/or legal requirements); 	<p>NA. The site of Block 2 and 2a is currently vacant.</p>
(24) Relationship to Context Conservation and development of the place should retain and enhance the role of significant boundary components, such as historic entry points which link the site to its immediate context.	<p>Historical entry Points such as Balfour St and Kent Rd have been retained in the proposal.</p>
(26) Interpretation of Former Military Gardens The remnant subdivision pattern of the former Military Gardens should be identified and interpreted in any future site development.	<p>An interpretation Plan has not yet been developed, but has been commissioned.</p>

<p>(27) Legibility of Historic Boundaries The overall extent of the former CUB site should remain legible within any future site redevelopment.</p>	<p>The boundaries of the former CUB site have been retained in the proposal, along with the overall patterns of streets and laneways. Balfour St and Irving St have been incorporated into the proposed new Main Park and it is proposed to recognise these circulation patterns in the design of the Main Park.</p>
<p>(28) Conservation and Interpretation of Early Subdivision and Street Layouts Remnant historical street patterns within the site should be retained and reinforced with particular emphasis on retaining the variations between individual streets and lanes.</p>	<p>The proposed works under this HIS does not extend to the details of the treatment of kerbs, gutters and streets. However within this precinct the overall patterns of streets has been retained and strengthened with new pedestrian routes off Broadway and with the new Tooth Ave. However, the final treatment of the streets and pavements needs to differentiate between the new and the historic streets and entry points.</p>
<p>(37) Development of Broadway Frontage The frontage of the former Kent Brewery site to Broadway should be developed as a commercial streetscape, enlivening the pedestrian experience and contributing to the historic streetscape character of Broadway.</p>	<p>The proposed uses for the ground level of Broadway include a number of retail tenancies, a lift lobby, and a number of entries into the building including one bank of escalators. This will ensure a lively, permeable streetscape.</p>
<p>Significant Views should be appropriately managed. Future development should: i) Provide, where possible, for the retention of existing visibility of heritage items.</p>	<p>Significant views from the edge of the site into the former Brewery buildings will be improved and increased from O'Connor St and the Chippendale Conservation Area. From Broadway the views to the Brewery will open up as the pedestrian enters through Balfour St and at the intersection of Kent Rd and Tooth Ave (although these views will be obscured by the platforms over Tooth Ave).and Irving Sts entries to the site. The chimney of the Brewery Building will be clearly visible from within the site, and from many of the apartments in Block 2.</p>
<p>ii) Protect and conserve view access to and visual character of landmark corner buildings and entrance elements in significant views.</p>	<p>Block 2 is separated from the significant Administration buildings by Kent Rd, and does not impact on views down Kent Rd from Broadway. The relationship of the awning detail to the historic gateway is not yet detailed, however it is understood they will be physically separated. Views to the County Clare Hotel will not be affected as the building alignment on Broadway follows the previous building alignment.</p>
<p>vi) Retain a sense of tall massing on either side of the Balfour Street entrance from Broadway.</p>	<p>A street wall will be formed either side of Balfour St. On the west side the wall will be formed by the 13 floors of the Blocks 1 & 4, rising to RL 70 (with an additional level setback o height of RL74).On the east side, Block 2 b is proposed to rise to a similar height of RL77.00 (with an additional setback and plant to an overall height of RL79.50).</p>
<p>ix) Provide for the retention of some views of the chimney stack.</p>	<p>Views of the chimney stack will only be visible from within the site, including vantage points from the</p>

	buildings proposed for Block 2.
(43) Context for Individual Items Buffer development of appropriate scale and character should be used to effect the transition between existing heritage items and new development on the site.	One of the principals of the Approved Modified Concept Plan is to rationalise the convoluted modelling of the building forms that resulted from the initial Approved Concept Plan. Therefore to some extent the current Approved scheme has resulted in a less compromising built form, with the juxtaposition of large contemporary built forms against the retained heritage of the site as a key feature. This is the approach taken on the corner of Broadway and Kent Rd, with the major juxtaposition in height between the existing buildings and historic Gateway and the proposed new Tower.
(50) Interpretation of Industrial Artefacts Appropriate samples of industrial artefacts should be retained, appropriately conserved and used to interpret the industrial history of the site as part of future adaptation works.	Some of the Items recommended in the "CUB Frasers Broadway Demolition and Recycling – Salvage and Retention Survey". Report dated December 2007 by Godden Mackay Logan have been retained and are in storage. The Interpretation Strategy for reuse of these items is yet to be developed.

4.1.4 Compliance with SECP Conservation Policies

There are no specific Conservation Policies in the Special Element Conservation Plan (SECP) for the Australian Hotel and Abercrombie St Terraces that relate to the proposed Block 2 development. There is one relevant policy from the SECP for the Brewery Buildings, (both by documents are by Urbis Pty Ltd dated February 2009).

Table 4 – Relevant Conservation Policies

Provision	Discussion
From Brewery Buildings SECP: Policy 5. Significant views to the Chimney stack (Asset 36) should be retained.	The chimney stack will be clearly viewed from the northern section of Carlton St through the Brewery Yard. It is also visible from within the site and particularly from the Main Park south of Irving St, and the elevated landscape platforms of Block 2 The long distance views of the Chimney from the south of the site in O'Connor St and the Chippendale Conservation Area will be retained. The chimney will not be visible from Broadway.

4.2 Heritage Office Assessment Criteria

The proposed works are addressed in relation to relevant questions posed in the Heritage Office's 'Statement of Heritage Impact' guidelines.

Table 5 – Relevant HIS questions

Question	Discussion
The following aspects of the proposal respect or enhance the heritage significance of the item or conservation area for the following reasons:	<p>The proposal as Approved in the Approved Modified Concept Plan facilitates re-use of a redundant industrial site. The existing approvals allow for the intensity of development as proposed around the heritage items.</p> <p>The Main Entry Gateway on Broadway is proposed to sit as a freestanding element adjacent to but not touching the new tower. Aesthetically, the Gateway will be read in conjunction with the County Clare Hotel.</p>
The following aspects of the proposal could detrimentally impact on heritage significance. The reasons are explained as well as the measures to be taken to minimise impacts:	The scale of the towers as proposed is as previously approved. The dramatic juxtaposition between the proposed development on Block 2 and the adjacent heritage items is consistent with other CBD sites and reflects the change in use of the site.
The following sympathetic solutions have been considered and discounted for the following reasons:	A lower scale of development on Block 2 is not acceptable to the client as an economic reuse of the site.
<p>Partial Demolition</p> <p>Is the demolition essential for the heritage item to function?</p> <p>Are important features of the item affected by the demolition (e.g. fireplaces in buildings)?</p> <p>Is the resolution to partially demolish sympathetic to the heritage significance of the item?</p> <p>If the partial demolition is a result of the condition of the fabric, is it certain that the fabric cannot be repaired?</p>	The proposal does not involve demolition of any heritage items. All demolition on the site was subject to previous approvals.
Minor additions	NA
Change of use	NA
<p>New development adjacent to a heritage item</p> <p>How does the new development affect views to, and from, the heritage item?</p> <p>What has been done to minimise negative effects?</p>	<p>These broader external issues have been discussed in previous documents, including the Amended Concept Plan HIS by Urbis (May 2008). The impact on the context of the heritage items will be dramatic.</p> <p>The intensity of the development above and around the heritage items is mitigated by both physical and visual separation.</p>

<p>How is the impact of the new development on the heritage significance of the item or area to be minimised?</p> <p>Why is the new development required to be adjacent to a heritage item?</p> <p>How does the curtilage allowed around the heritage item contribute to the retention of its heritage significance?</p> <p>Is the development sited on any known, or potentially significant archaeological deposits?</p> <p>If so, have alternative sites been considered? Why were they rejected?</p> <p>Is the new development sympathetic to the heritage item?</p> <p>In what way (e.g. form, siting, proportions, design)?</p> <p>Will the additions visually dominate the heritage item?</p> <p>How has this been minimised?</p> <p>Will the public, and users of the item, still be able to view and appreciate its significance?</p>	<p>The contemporary character of the new structure ensures the integrity of the heritage items is maintained.</p> <p>A large proportion of the area to be excavated for the basement has been assessed as having high or moderate archaeological potential. This will be the subject of separate reports by Godden Mackay Logan and the subject of a separate application.</p> <p>The new development on Block 2 makes reference to the scale of the adjacent Administration buildings in its design of the façade, by providing a change of detail at the height of the Administration buildings.</p> <p>The proposed Block 2 buildings will visually dominate the surrounding heritage items. The height and scale of the buildings is in accordance with the Approved Modified Concept Plan.</p> <p>The site will become open rather than a closed industrial site, therefore allowing greater appreciation of the heritage items.</p>
Re-roofing/re-cladding	NA
New services(e.g. air conditioning, plumbing)	NA
Fire upgrading	NA
<p>New landscape works and features (including car parks and fences)</p> <p>How has the impact of the new work on the heritage significance of the existing landscape been minimised?</p> <p>Has evidence (archival and physical) of previous landscape work been investigated? Are previous works being reinstated?</p> <p>Has the advice of a consultant skilled in the conservation of heritage landscapes been sought? If so, have their recommendations been implemented?</p> <p>Are any known or potential archaeological deposits affected by the landscape works? If so, what alternatives have been considered?</p>	<p>Block 2a is to be developed as a formal landscaped set of platforms which links to Block 2 at lower ground, ground and above ground level. Consequently, part of Tooth Ave will be under one of these platforms as it links to Block 2. Block 2a fronts the significant brewery buildings of Block 4b, providing an enhanced setting and clear views to the Balfour St façade of these buildings.</p>

How does the work impact on views to, and from, adjacent heritage items?	Kent Rd and the Administration Buildings 10 A and B will be retained and clearly visible. Views of the Chimney will be visible from the new Tooth Ave, and from within both of the Block 2 buildings. New view corridors to the Brewery buildings will be created by the through-site links from Broadway into the site.
Tree removal or replacement	NA
<p>New signage</p> <p>How has the impact of the new signage on the heritage significance of the item been minimised?</p> <p>Have alternative signage forms been considered (e.g. free standing or shingle signs). Why were they rejected?</p> <p>Is the signage in accordance with section 6, Areas of Heritage Significance', in Outdoor Advertising: An Urban Design-Based approach? (1) How?</p> <p>Will the signage visually dominate the heritage item/ heritage conservation area or heritage streetscape?</p> <p>Can the sign be remotely illuminated rather than internally illuminated?</p>	<p>Signage for the Block 2 has not yet been developed.</p> <p>Signage zones will be designated on plans and will include high level building identification signage, podium signage and street level retail signage.</p>

5 Conclusion and Recommendations

The proposed scheme for Block 2 has been designed in accordance with the Approved Modified Concept Plan for Frasers Broadway Pty Ltd and facilitates the re-use of a redundant industrial site.

The proposal involves the construction of two new retail and residential buildings on Block 2 - one of 12 storeys and one of 30 storeys both sitting above a continuous podium of 5 levels. The buildings are contemporary in their form and architectural treatment, although in part their façade treatments respond to the scale of the adjacent heritage elements.

The proposed buildings have been designed to incorporate podium treatments which relate to the height of lower scale heritage buildings along the Kent Rd streetscape. This provides both a relationship and transition from the taller buildings of the CBD across the subject site to the lower scaled heritage buildings within Frasers Broadway.

Although the site is currently vacant, buildings were located on Block 2 prior to their demolition in 2008. The proposed new buildings will encroach on some views of the Brewery Buildings from Broadway, however they will not impact on any existing historical view corridors. Views from the park will be retained and the proposal will provide new opportunities for views of the brewery buildings to be experienced from the south and western side of the residential apartments.

The relevant positive impacts of the proposal for Block 2 as detailed in the 2008 HIS for the Amended Concept Plan (now the Approved Part 3A scheme) include:

- Retention of the Main Entry Gateway in context with the County Clare Hotel and Kent Rd, and its function as an entry marker preserved;
- The strengthening of Balfour St as an entry to the site.

Recommendations to further enhance the conservation objectives on Block 2 include:

- Considered resolution of the interface between the heritage listed gateway portal and Block 2, particularly the in regard to separation between the portal and the awning that wraps around Broadway and into Kent Rd, and the resolution of wind issues;
- The recommendations of the nominated site archaeologists should be carried out in regard to the recent archaeological investigations, including determining whether any further investigative action or site archaeological monitoring is required during excavation or works;
- The treatment of Tooth Ave should be part of an overall interpretation of the historic and new road alignments.

6 Bibliography and References

6.1 Bibliography

Urbis Pty Ltd, February 2009, *Special Element Conservation Plan (SECP), Australian Hotel (Asset No 40) and Abercrombie St Terraces (asset Nos 42A, B and C), Former Carlton and United Brewery Site*

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