

25 October 2010

Michael Goldrick
Fraser's Broadway Pty Ltd
Level 11
488 Kent St
SYDNEY NSW 2000

Dear Michael,

RE: FRASERS BROADWAY - BLOCK 2 AMENDMENTS

I refer to the proposed detailed design changes for the proposed building known as Block 2 on the Fraser's Broadway site.

It is understood that the proposed changes that might affect the relationship between Block 2 and the heritage listed Art Deco Gateway to the former brewery site include a 200mm change to the datum line (designed to relate the podiums of the new Broadway buildings to the scale of the existing Broadway buildings), the design of the awning as it relates to the Gateway, the design of the corner of Block 2 as it meets the ground adjacent to the Gateway, and the introduction of a signage panel adjacent to the Gateway.

Urbis prepared a Heritage Impact Statement for the proposed Block 2 building in June 2009. Urbis identified that overall the retention of the Main Entry Gateway in context with the County Clare Hotel and Kent Rd, and the preservation of its function as an entry marker were positive aspects of the proposal. Urbis recommended further design 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.

The detailed design resolution has resulted in retention of the awning wrapping around the north east corner of the Block 2 building, with a separation of 1.75m from the edge of the awning to the Gateway. The building itself comprises a four storey recess in the northwest corner which provides an appropriate setting for the Gateway, with the eastern wall separated from the Gateway by 5m. This eastern wall of the "recess" will be vegetated, which will provide an appropriate backdrop against which the Gateway will be viewed when approaching from the east. The small amendment to the datum line aligns with the stepped parapet of the Gateway.

There is a vertical signage panel proposed to sit forward of the recess in the north east corner, and it is understood that this identifies a zone for a future mesh sign panel or a sign with individual letters. It is considered that the bottom line of the proposed signage zone should be raised by approximately half a storey from the level shown in the drawing, so that the Gateway is seen in all views with a backdrop to the vegetated wall, and not with a backdrop of a signage panel. This will result in an overall reduction in height of the signage zone to ensure the Gateway will be viewed with an appropriate backdrop, and is necessary to ensure the Gateway remains as prominent as possible, given its small scale in the streetscape.

In summary, it is considered that the proposed changes are acceptable provided that the bottom line of the signage panel is raised approximately half a storey from the level shown in the drawing, to enable the Gateway to be viewed with a backdrop to the vegetated wall.

If you have any queries in regard to the above please do not hesitate to contact me on 8233 9971.

Yours sincerely,

A handwritten signature in black ink, which appears to read 'Jennifer Faddy'. The signature is fluid and cursive, with the first name 'Jennifer' and last name 'Faddy' clearly distinguishable.

Jennifer Faddy
Associate Director