



**Ashfield
Council**

Ashfield Interim Development Assessment Policy 2013

Ashfield Town Centre Strategy

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Update - January 2015.

This document version was originally adopted as a Strategy by Council on 21 October 2008. Council endorsed a new “Ashfield Town Centre Renewal - Public Domain Strategy” on 9 December 2014, pertaining to open space works , which also updates sections of Part 3 of this document.

Summary

BACKGROUND

Ashfield Council commenced its review of the Town Centre Strategy and Development Control Plan in 2007. Council resolved that there should be some key parameters for that review, which were:

- *There will be no change to existing floor space ratios.*
- *Existing height controls will be maintained*
- *There will be no change to the existing town centre boundary.*

Council also resolved to carry out a community engagement process during 2007. This provided feedback from a cross-section of the Ashfield community about important issues affecting the future planning of the Centre. Feedback received represented the community's aspirations or its vision for the Town Centre, and is reflected in this document.

The community engagement process recommended certain community principles be used to provide direction for the Ashfield Town Centre Strategy, and these are listed in Part 1 below. This document was adopted by Council in November 2008 and has used this community vision to produce a planning strategy and policy document that will be a framework for the future planning and growth of the Town Centre.

The document is divided into 4 Parts described below.

Part 1 STRATEGIC PRINCIPLES – VISION POLICY STATEMENTS AND ACTIONS

This part treats each particular community principle as a strategic issue, and provides a series of related recommended policy statements and actions. The community principles are:

- **Provide Recreation & Quality Open Space**
- **Conserve heritage**
- **Provide pedestrian links and access**
- **Cultural mixed**
- **Aesthetically pleasing**
- **Renewed and diverse retail opportunities**
- **Bring CBD to life**
- **Clean CBD**
- **Support sustainable development**
- **Appropriate height for built form**

Additional Town Planning principles have been included for key matters not specifically addressed in the community principles. They are:

- **Housing affordability**
- **Access for people with disabilities**
- **Traffic and servicing development**

The vision policy statements and actions comprise the general town planning strategy for the town centre. They will serve as a reference point for other town planning statutory documents such as a Development Control Plan, and for the Work programs of other Council departments such as Works & Engineering and Community Services.

Summary

Part 2 – KEY STRATEGIC ISSUES

This Part notes the *community principles* outlined in Part 1, and provides necessary background information on key town planning issues which affect the town centre:

Context, including the town centre’s regional role in providing employment and opportunities for dwelling growth, its local role as a provider of business services, and particular spatial constraints.

Economic Development, the implications for the town centre, some business statistics, additional employment targets.

Transport, Traffic, Carparking, a description of existing public transport services and overview of traffic

Building Form, including proposing a low rise building scale for particular areas, and providing a three dimensional model of the current height controls in the DCP.

Mainstreet & Shopfronts, recommends that a Mainstreet/façade paint incentive program be implemented

Social and Cultural, the need to have the town centre cater to the needs of various groups within the community.

Public Domain, amount of open space in the town centre, what needs to be improved, and how to achieve this.

Heritage Conservation, historical background to the town centre and what needs to be conserved.

Ecological Sustainable Development, what this means for the Town Centre

Metro Strategy, residential growth and employment targets.

Part 3 – PARTICULAR PLACES AND PROPOSALS

This part illustrates spatially “where things should be”. It takes into account the *community principles* of Part 1, provides maps of the town centre, and focuses on specific matters and outcomes.

Part 3 will also be able to inform a future *works program* to be developed by Council to implement the proposals. Some proposals may be able to be funded via a *Section 94 plan*, requiring such things as dedication of land to Council by developers and/or funding assistance by developers for public domain improvements. Others proposal will need to be listed as part of Council’s normal town centre *Works Program*. Matters covered are:

Heritage conservation, what sites should be conserved.

Traffic and site access, how to service particular sites.

Street tree planting, which parts of the town centre require more tree plantings.

Public Open space, what parts of should be improved, and where new areas can be created.

Cultural works, the type of installations possible in the town centre.

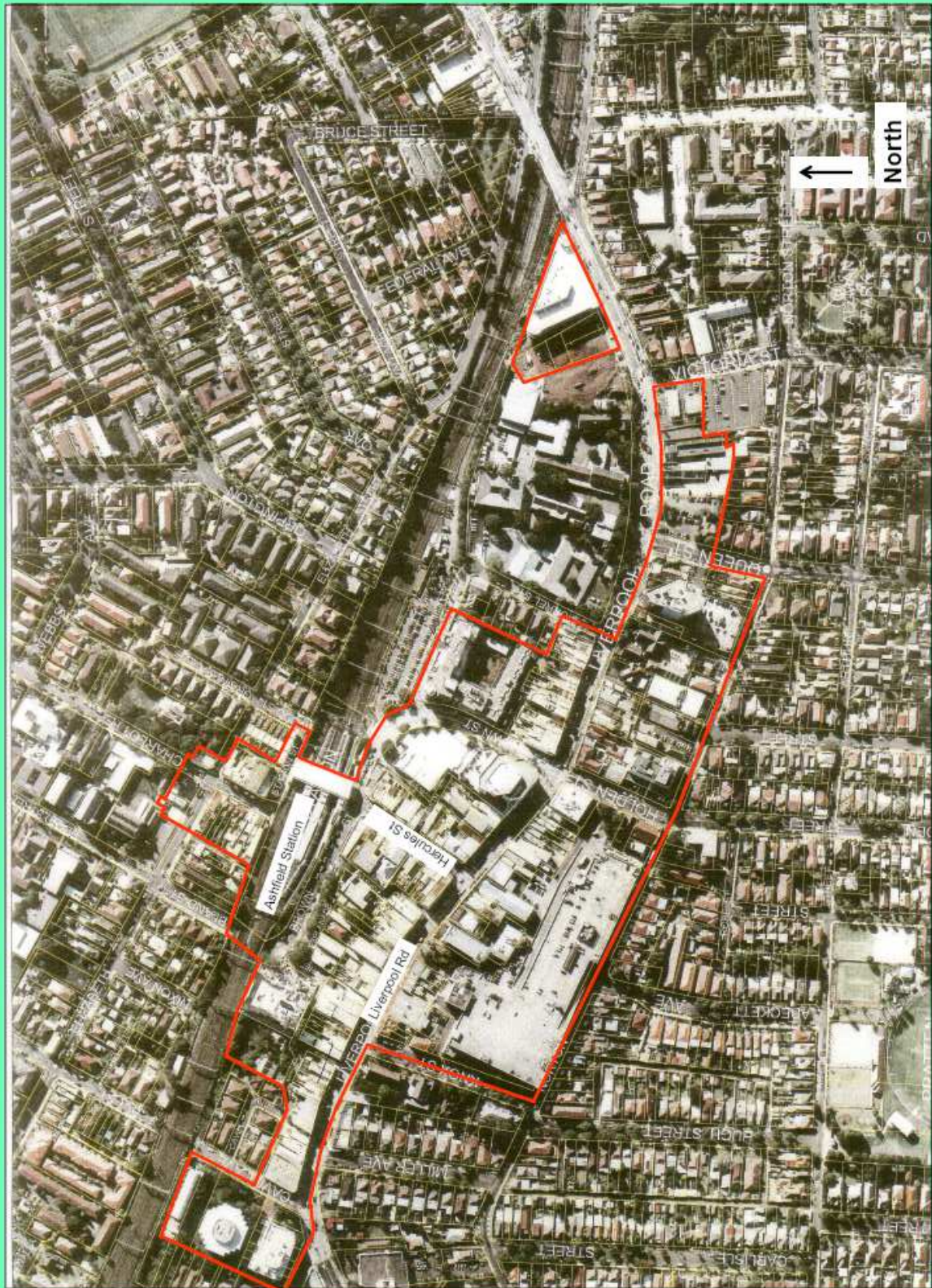
Active shopfronts, where they should be in the town centre.

Maximum Building Heights throughout the town centre.

Particular Priority Areas, areas that should be improved in the near future.

Part 4 - STRATEGY AND DEVELOPMENT CONTROL PLAN INTEGRATION

This part explains how the *community principles* and planning strategy would affect a draft new Ashfield Town Centre Development Control Plan.



Aerial photo of Ashfield Town Centre ,
boundary shown in red is taken from the Development Control Plan.

Community Vision – Provide recreation & quality open space

1



POLICY STATEMENT

Ashfield will be an attractive, safe and liveable Town Centre. It will offer a wide range of services and recreational needs. It will be a vibrant place serving the Ashfield community with thriving restaurants and nightlife. Street life and activity will increase with additional public open space and a mix of land uses serving residents, workers and visitors. Streets and lanes will be safe and easy to move around in. Open space will be increased in key areas. Creating a new public square off Liverpool Road is a longer-term objective.

ACTIONS

Town Planning

Co-ordinate production of Public Domain Master Plan, which could be linked to Section 94 Contributions Plan – e.g. new footpaths/verges/lighting required in conjunction with some developments including financial contributions. Any land dedicated to Council may be included in floorspace ratio calculations so as not to disadvantage property owners.

Require in a DCP that developments provide setbacks to create wide public verge areas for public open space and tree planting.

Developments are to be required to have active street frontages, transparent windows facing the street in order to have passive surveillance of lanes, streets and open spaces.

Concessional parking standards applied to all changes of use, including restaurant uses, to stimulate development.

Works and Infrastructure

Participate in production of a Public Domain Master Plan.

Progressively carry out Public Domain improvement works.

Prioritise and carry out improvements to Hercules Street given its prominent location and high usage.

Community Vision – Conserve Heritage

2

POLICY STATEMENT

Ashfield's Town Centre's built form heritage will be recognised and respected. Buildings with architectural and historic significance should be retained and restored. This will be achieved without adversely affecting development potential by specifying site specific development controls for individual properties and applying appropriate development incentives. Heritage will be promoted and managed as a cultural and development asset rather than as a liability. Council will also provide assistance in selecting traditional paint schemes for properties, and rate reduction incentives may be considered for certain properties if suitable painting schemes are agreed to.

ACTIONS

Town Planning

The Town Centre Development Control Plan (DCP) will identify sites with heritage value that can be developed whilst also conserving historically significant parts of buildings.

Apply concessional floorspace ratio/parking standards in a Development Control Plan (DCP) and consider reducing Section 94 contributions for developments retaining buildings of heritage value.

Provide practical assistance with façade painting schemes – provide colour schemes of the streetscape of the town centre. Identify building frontages where traditional painting schemes for buildings will be encouraged and consider rate concessions if painting of the facade is completed in accordance with a colour scheme approved by Council.

Heritage advice provided to applicants.

Rates

Consider rates reduction incentives for owners who enter into an agreement with Council to paint buildings in traditional or other appropriate colour schemes.

Community Services/Business Development Officer

Educate the general/business community about the value of retaining buildings of heritage value, painting/upgrading buildings and available incentives.



Community Vision - Provide pedestrian links and access

3

POLICY STATEMENT

Different parts of the Town Centre will be connected by upgraded public footpaths with better lighting, seating and paving. In certain locations such as The Esplanade, laneways will be progressively widened as development takes place to incorporate tree-lined verges and seating. The public domain will be enhanced to give more importance to the pedestrian, achieved for example by improving footpath paving, planting new street trees at Town Centre gateways. Rear service laneways in the Town Centre will be improved and widened where required. The challenge is to create a liveable environment with good pedestrian and vehicle access in a Town Centre divided by a heavily trafficked road corridor and a busy railway line. A Public Domain Master Plan will be produced.

ACTIONS

Town Planning

Identify new pedestrian links within a public domain plan.

Involve Police Department during the assessment of major development proposals.

Works and Infrastructure

Liase with RTA to investigate ways of enhancing safety and improving the appearance Liverpool Road in the core area of the shopping centre. Investigate measures such as moderating vehicle speeds, (50 km/h Speed Zone – supported by enforcement and publicity), construction of kerb extensions, medians and separators/bollards should be investigated. Examine possible changes to texture and colour of the Liverpool Road pavement in the shopping centre to guide traffic, improve the appearance of the centre and convey a strong sense of human activity in an area used by pedestrians.

Review bus stop's design and accessibility and their compatibility with new accessible bus vehicles.

Liase with the Police department & upgrade Closed Circuit TV cameras in the town centre



Community Vision - Culturally mixed

4

POLICY STATEMENT

Council will apply resources to facilitate and stimulate a greater range of shopping experiences, cultural activities and performing/visual arts activities that reflect Ashfield's diverse cultural makeup. Ashfield will celebrate its cosmopolitan character by hosting cultural programs (such as lunch time musicals or town hall exhibits) and facilitating such things as artwork (sculpture/paintings) in public places that acknowledge and promotes this aspect of Ashfield's heritage. Strategies, programs and provision of Town Centre facilities that allow people to meet and participate in the wider Ashfield community will be investigated.

ACTIONS

Town Planning/Works and Infrastructure

Identify sites for public art and identify areas for social interaction such as a civic square in a public domain plan.

Encourage the existing open space entry area to the Mall, adjacent Council's Town Hall building, to be redesigned to encourage more passive recreation and social interaction.

Business Development Officer

Develop a "Ashfield Business Listings Directory", promoting the range of local businesses and encouraging additional businesses to locate in the town centre.

Community Services

Identify possible sponsorship opportunities for public art.

Promote cultural activities for the community such as lunchtime musical events.



5

Community Vision - Aesthetically pleasing

POLICY STATEMENT

New development will be sympathetic to the historic character of the Town Centre, or will contribute to this character by having a very high standard of architectural composition. Council will work with stakeholders to create a safe, attractive, legible and desirable centre. This will be achieved by improving footpath paving, repainting buildings, planting new street trees and providing new street furniture, signage and lighting. Laneways/tunnels will be improved and new open space provided. At the heart of Ashfield will be a new Civic Centre in Liverpool Road. This will be an impressive, sustainable building accessible to the community.

ACTIONS

Town Planning

Apply appropriate architectural and streetscape character controls in a DCP.

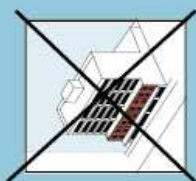
When assessing development proposals, ensure that are well designed with high standards of architectural composition and that the character of the centre is not compromised.

Rates

Provide rates reduction incentives for owners who enter into an agreement with Council to paint older building facades using traditional colour schemes.

Works and Infrastructure

Prioritise and implement public domain improvements as part of a work program.



6 Community Vision - Renewed and diverse retail opportunities

POLICY STATEMENT

A mix of residential, retail and commercial development will be encouraged, with the Town Centre specifically marketed to take advantage of good public transport and car access, and the Centre's existing commercial function will be strengthened. The Centre will provide diverse employment and business opportunities.

ACTIONS

Town Planning

Require in a DCP minimum amounts of ground level commercial floorspace.

Encourage commercial and mixed development proposals by applying development incentives.

Identify key potential development sites for additional commercial/retail uses, including new retail frontages along The Esplanade.

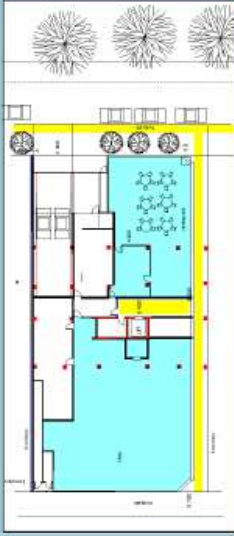
Apply/maintain concessional parking requirements in Ashfield Development Control Plan 2007 for commercial/retail development to stimulate business activity.

Works and Infrastructure

Prioritise public domain improvements to attract businesses and people.

Business Development Officer

Market Ashfield CBD as a good place to do business. E.g., highlight advantages such as access to public transport and close vicinity to other business areas such as the CBD. Produce a "Ashfield Business Listings Directory".



7

Community Vision - Bring CBD to life

POLICY STATEMENT

New commercial, residential and restaurant developments will be promoted to increase the amount of shoppers, residents and workers trading in the Town Centre, and to take advantage of the Centre's railway and bus accessibility. Minimum amounts of commercial space will be required in developments in order to provide employment and to enhance "people presence". The design of residential development will be expected to contribute to the safety and character of the Centre, providing a sense of place, and making it an attractive place to live and allowing people to use its facilities to their fullest potential. The Centre will have a lively atmosphere both during the day and at night. New buildings will have active street frontages at pedestrian level, with transparent frontages. This will be complemented by a much-improved public domain that will include "activated" laneways and new commercial frontages in The Esplanade area.

ACTIONS

Town Planning

Encourage more commercial and mixed development proposals, and require minimum amounts of commercial floorspace in a DCP. Fast track approvals systems for applications for night life/al fresco restaurant use to increase safety and add vibrancy to the Centre "after hours".

Identify potential development sites for additional commercial/retail uses including new retail frontages along The Esplanade.

Works and Infrastructure

Prioritise public domain works.



Community Vision - Clean CBD

8

POLICY STATEMENT

Council will continue to remove graffiti and illegal billposters promptly. This will minimise recurrence. A Council "Clean Team" has been established to promote and maintain a high standard of cleanliness in the Ashfield CBD. Materials and colours used in the public domain and on buildings at street level will be designed to minimise application of graffiti and facilitate easy cleaning. More CCTV cameras may be installed if required to enhance safety.

ACTIONS

Town Planning

Require in a DCP active shopfronts to increase passive surveillance of public domain.

Provide façade colour schemes for repainting of buildings.

Rates

Provide rates reduction incentives for repainting specific building facades in traditional colours.

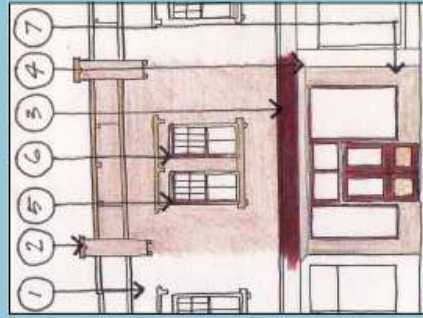
Works and Infrastructure

Prioritise public domain improvements and continue Clean Team activities.

Liaise with business property owners and coordinate a trolley collection service.

Community Services/Business Development Officer

Continue best shopfront awards and Clean Team initiatives. Educate shopkeepers about good advertising practices.



9 Community Vision - Support Sustainable Development

POLICY STATEMENT

"Greening" of the centre's streets will be undertaken through planting of street trees where practical in footway/verge areas. Buildings will comply as a minimum with the energy efficiency requirements of the Building Code of Australia and BASIX. Council will highly regard proposals that exceed legislated minimum energy efficiency requirements, actively embrace ongoing water and energy efficiency strategies and facilitate good waste recycling practices. Public transport use will be encouraged. Parking in excess of Council's requirements will be discouraged for sites close to the railway station.

ACTIONS

Town Planning

Check BASIX and BCA ESD building design requirements for development applications and construction certificates.

Encourage sustainable building design which goes "beyond" the sustainability requirements of Building Code of Australia and/or BASIX. Consider development incentives to achieve this. Provide information about government grants for solar photovoltaic/hot water systems and suppliers of installation systems.

Include in a public domain master plan locations for additional street trees.

Specify waste/ recycling requirements in a Development Control Plan and in conditions of development consents.

Works and Infrastructure

Incorporate "green" building design in the new Civic Centre.

Plant more street trees as part of a Works Program.

Continue to provide "green" recycling services, provide fact sheets on waste disposal for people working and living in the Town Centre.

Environmental officer/Business Development Officer

Educate shopkeepers/businesses about sustainable business practices— including lighting, and waste disposal.



Community Vision - Appropriate height & built form 10

POLICY STATEMENT

The Town Centre should retain its familiar streetscape and scale, by having in key areas of the town centre taller buildings which are set well setback from street frontages, in order to maintain a uniform street wall height with a human dimension. New buildings should fit comfortably within existing historic streetscapes such as Hercules Street, Liverpool Road, and Charlotte Street.

Taller buildings should be concentrated in the middle of the Town Centre and reduced in height as they approach surrounding residential areas (Added by Council 20 May 2008).

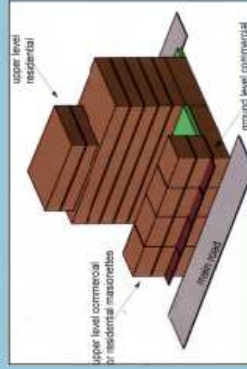
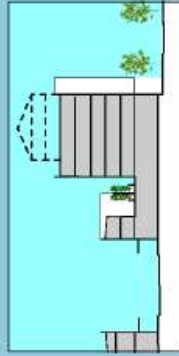
ACTIONS

Town planning

Require in a development control plan a "street wall height zone", low rise concept, to humanise the scale of development in key areas of the town centre.

Upgrade the three dimensional computer model of the town centre to be able to test building proposals and their compatibility with the character of the area and adjacent buildings.

Carefully control building form to achieve high quality architectural outcomes.



Additional Town Planning Principles

Traffic plan and servicing the town centre.

POLICY STATEMENT

The Centre should work properly for traffic and ensure that the secondary road network (laneways) have suitable capacity to accommodate growth in the Centre, and that traffic movements are well managed. Adequate vehicle access to buildings needs to be provided and roads/laneways widened where required to achieve better service access and allow efficient waste collection.

Safe, well-lit accessible parking should be available to meet the needs of different user groups - train commuters, workers and short stay visitors.

ACTIONS

Works and Infrastructure/Town Planning

Analyse and prepare a traffic management plan for the centre, including service access requirements and lane widths for future intensive development proposals.

Ensure adequate off-street parking is provided for new developments but is balanced against the need to promote good public transport.

Manage off-street and on-street parking demand efficiently for areas in Council control.

Work with the Roads Traffic Authority to improve visual environment/safety in Liverpool Road.



12

Additional Town Planning Principles

Housing that is affordable

POLICY STATEMENT

Access to ownership or to rental of residential development should be improved, enabling people with different incomes and family status to live in the Town Centre. This can be partly achieved by requiring smaller apartments as part of the overall housing mix. Council will also provide development incentives to encourage dedication of affordable housing for transfer to a community housing provider as part of major development proposals.

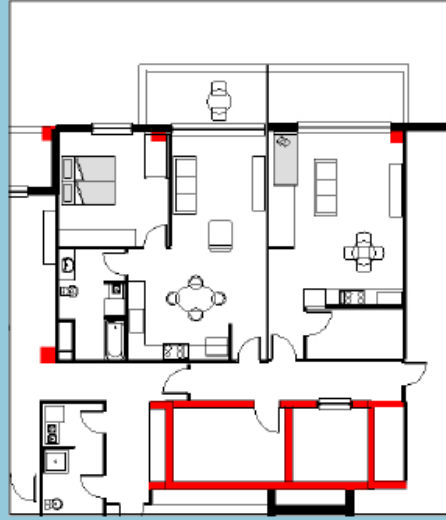
ACTIONS

Town Planning

Require higher percentages of smaller units as part of the dwelling mix of new developments.

Provide development incentives for affordable housing.

Liaise with local Community Housing Providers on transfer mechanisms for affordable housing to housing authorities.



Additional Town Planning Principles

Access for people with disabilities

POLICY STATEMENT

Residential, commercial and other developments need to be more accessible by all members of society, and in particular aged or frail people. For residential development this will be achieved by applying the principles of "Universal Accessible Design" to new proposals.

Part C1 of Ashfield Development Control Plan 2007 illustrates the "Universal Accessible Design" concept for residential development.

The public domain will be improved to ensure that key pedestrian routes are "user friendly" for people with disabilities.

ACTIONS

Town Planning

Require universal accessible design principles to be applied in a DCP for new residential developments, and require high standards of accessibility provided in major commercial/ retail developments.

Actions - Works and Infrastructure

Public Domain Master Plan is to look at key pedestrian routes and how these can be improved to be user friendly for people with disabilities.



Part 2 Key Strategic Issues

This Part notes the *community principles* outlined in Part 1, and provides background commentary on town planning issues which affect the town centre, on the following key issues:

- **Context**
- **Economic Development**
- **Transport, Traffic, Carparking**
- **Building Form**
- **Mainstreet and Shopfronts**
- **Social and Cultural**
- **Public Domain**
- **Historic Development**
- **Ecologically Sustainable Development**
- **Metro Strategy**

Context

1 a

Town Centre-general description

The Town Centre has distinct geographic qualities which determine its boundaries, and these described on the maps on the following page.

Key "Ashfield CBD assets" include six bus routes bus, good road links with substantial off-street parking facilities, and a modern accessible railway station positioned in the heart of the Centre. The CBD also accommodates some intensive commercial and residential developments, and also has some heritage items. There are also schools, substantial clubs in or near the centre and a range of specialist medical diagnostic facilities.

The shopping strip is home to around 150 small street front shops and businesses. Locals shop at the Ashfield Mall, as well as the wide variety of Ashfield grocery stores, butchers and seafood shops on Liverpool Road in the Town Centre. Pubs and clubs include Wests Ashfield, Ashfield Hotel, Club Ashfield, Ashfield RSL, which provide meals and entertainment for locals. Numerous Asian restaurants have a strong presence along Liverpool Road and give a vitality and substantial economic contribution to the town centre. This gives the centre a distinctive character and vitality and a specialist service niche that attracts people from a wide area.

Ashfield Council resolved that the parameters for the strategy review are:

- *There will be no change to existing floor space ratios.*
- *Existing height controls will be maintained*
- *There will be no change to the existing town centre boundary.*

Regional Context

Ashfield Municipality is 8.29 km² in area and situated between 6-9 km. to the west and south west of the Central Business District of Sydney. Ashfield Municipality is crossed by the regional transport arteries of Parramatta Road, the City West Link and the Hume Highway. Ashfield CBD is approx 23 hectares in size.

Sydney CBD is a short 15-minute rail journey or about 25 minutes by car from the Ashfield CBD. Burwood (designated as a major regional centre), Strathfield and Parramatta Town Centres are easily accessible by train, bus or car.

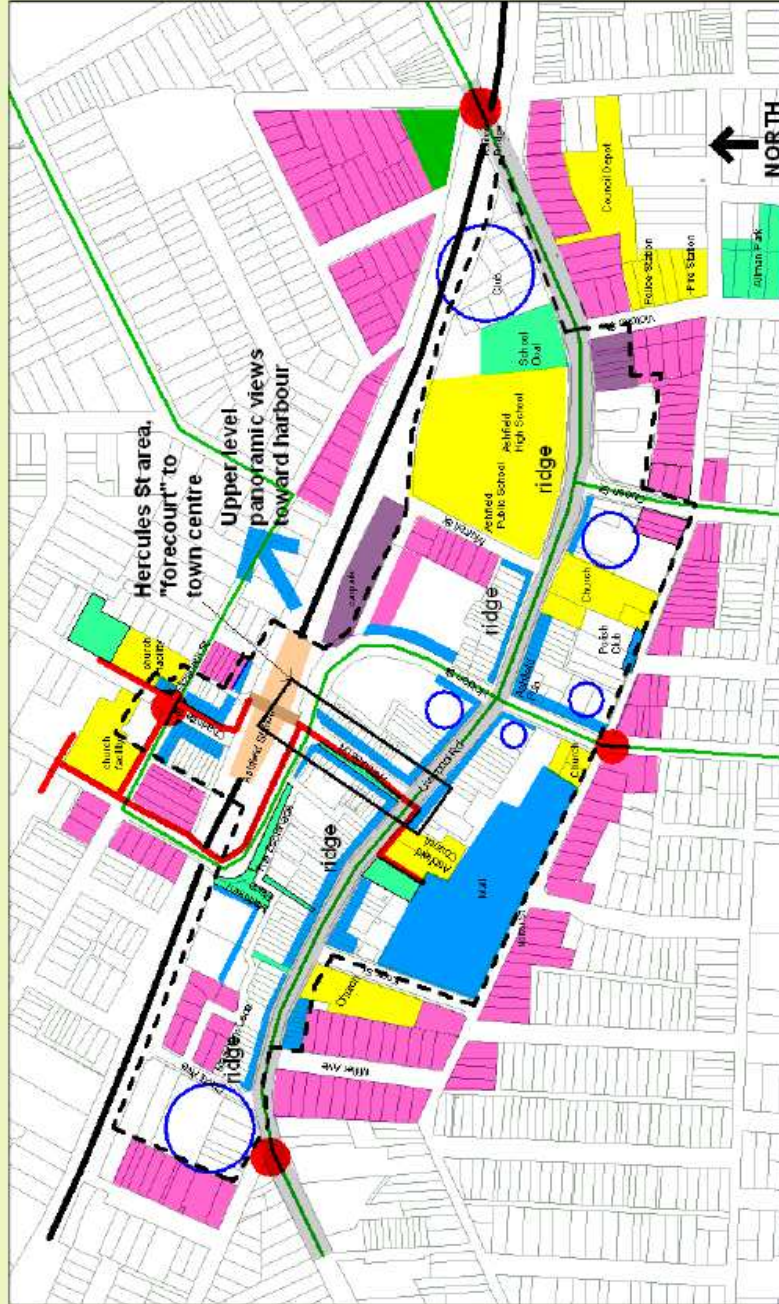
The Paragraph 3 Deleted by Council 20 May 2008.



1b

Context – Spatial/structural attributes

The Town Centre has distinct geographic qualities which determine its boundaries.



Context -Infrastructure

1c

Street Lighting

Adequate street electrical lighting is essential for making the town centre safer at night time.
 Liverpool Road and Hercules Street have had under awning decorative spherical type lighting installed circa 2004.
 Rear laneways, such as The Esplanade, should have new street lighting installed as adjoining sites are redeveloped.



Street Power Cabling

Street power cables create visual clutter in the Town Centre. Large projects should be required to have underground power cabling. Clause amended by Council 20 May 2008.

Footpath Capacity

Refer to map on next page
 Existing footpaths along Liverpool Road are approx 3.5 m in width and at peak times these footpaths are congested. Hercules Street, on its west side is approx 5m in width and has capacity to take peak hour pedestrian flows. Footpaths adjacent the station in Brown Street are congested during school bus travel times.
 New footpaths will be required to cater for future flat dwelling growth and pedestrian desire (travel) lines, along The Esplanade and Markham Place, and to the rear or properties at 212-242 Liverpool Road.



Roads

The Esplanade and Markham Place laneways will in future take more residential development. These areas will also require new wide verge areas for public use.

Surface treatment of Liverpool Road can reduce vehicular noise and improve the visual appearance of the road.




Also, see the Traffic section of Part 2.

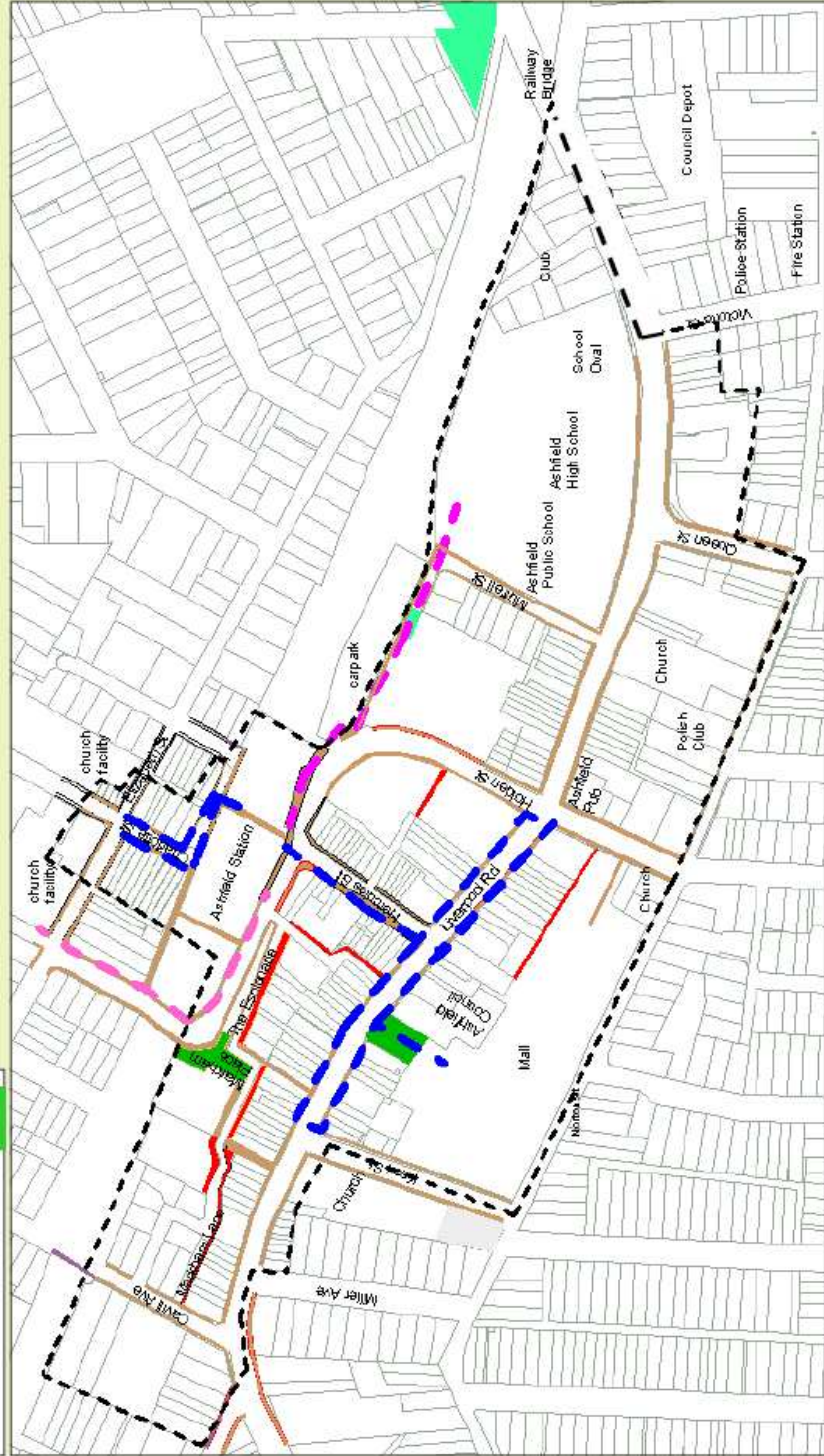
Traffic Signals

Right turning movements at Holden Street and Liverpool Road intersection are required, to better manage conflict between cars exiting from the Mall carpark, through traffic, and buses.

1d

Context – Pedestrian flows

-  High quantity pedestrian flows
-  School children pedestrian flows
-  Existing footpaths
-  Future new major pedestrian flows catering for dwelling growth in town centre
-  Open Space



Economic Development

2a

Background

Economic development is critical to achieving the vision and to “grow” Ashfield Town Centre to contribute to Metro Strategy employment targets for the municipality of 500 additional jobs by 2031.

The CBD is located close to Sydney City CBD, and close to Burwood which is a designated regional centre. Recent economic trends in the broader inner west sub-region have seen growth in the industry sectors of retail, education, health and community services, property and business services, finance and insurance, knowledge based services and in government. Other trends have been an increase in higher skill level jobs, a contraction in lower skill entry level jobs, an increase in professionals and managers, increases in the participation of women in the workforce, and a growth in the numbers in part-time and casual work. These trends represent significant growth in industry sectors and employment that concentrates in commercial business zones. Ashfield Town Centre is ideally located to take advantage of this and accommodate businesses that need to communicate with their “head office” quickly and efficiently or for smaller or larger businesses that need competitively priced leasehold space.

Some key Objectives:

Ashfield Town Centre should strengthen its economic position and grow as an important sub-regional centre. It has potential to provide a range of commercial, retail, community, administrative, cultural, and entertainment uses, all located near an excellent public transport system. Challenges are to promote employment growth in the Town Centre by ensuring new employment -generating development is feasible.

Some key objectives for economic rejuvenation in the Ashfield Town Centre are:

- Increase employment in the centre.
- Strengthen the centre as an important retail, residential, administrative, commercial and entertainment location.
- Ensure there are sufficient identified sites and apply planning controls that will make development feasible in order to accommodate required additional employment and residential growth.
- Attract businesses by improving the centre's character and progressively upgrading the public domain and marketing the advantage of better public transport.

- Employers in and around the Ashfield Town Centre**
- Government Departments**
- Housing Department
 - Department of Community Services
 - Council Town Hall and Administrative building
- Schools**
- Ashfield Public Primary and High Schools
 - De La Salle Boys Private High School
 - Bethlehem Girls Private High School
 - St Vincents Girls Primary School
- Commercial**
- Various offices and businesses housed in seven 3-5 storey buildings
 - Pitwood Nursing home
 - Post Office
 - Westpac, Commonwealth, ANZ.
 - St George Banks.
 - 100 main road properties, including shops, businesses, restaurants.
 - Ashfield Mail, including department store, three supermarkets and many shops
- Clubs and Entertainment**
- Western Suburbs Leagues Club
 - Polish Club
 - Catholic Club
 - Ashfield Pub
 - Crocodile Farm Hotel
- Government Services**
- Railway station and six Bus Routes
 - Police Station
 - Fire Station
- Philanthropic Organisations**
- Exodus Foundation

Likely number of employees in the Town Centre

In the range of 1800 people
(based on Council survey) :

Public Transport

Railway station with 15 minute ride to Sydney CBD

Six bus routes, connecting various parts of the Inner West.



Economic Development– Potential & Constraints 2b

Parameters

Council resolved that there should be some key parameters for this review, they are:

- *There will be no change to existing floor space ratios.*
- *Existing height controls will be maintained*
- *There will be no change to the existing town centre boundary.*

Floor Space Ratio

Floor Space ratios in the Town Centre are shown on the maps on the following page.

The maximum FSR of 3:1 in certain areas of the town centre is capable of containing an 8 storey mixed development building . This includes a ground level commercial component with a slim, in section, north facing flat building.

A maximum FSR of 2: 1 for purely commercial development in the town centre is only capable of producing a 3 to 4 storey building.

Floor Space Ratio and Development Economic Implications

Areas which are most likely to develop to their full potential, eg 8 storey buildings, will be ones where it is feasible to have site amalgamations, and where there is vehicular service access to those properties (see map on following page). Property acquisitions prices and land prices will limit the likelihood of this scenario taking place

For small allotment properties such as shops, as property values increase, it might be that building owners chose as a long term plan to retain their properties , make improvements ,and if feasible, have infill development at the rear of they're properties.

Ashfield LEP extract

Development of Ashfield Business Centre - Zone No. 3(a) floor space ratio

17B. (1) This clause applies to land within Zone No 3(a) that is shown edged with an unbroken (or, if fronting Elizabeth Avenue, a broken) heavy black line on Sheet 2 of the map marked "Ashfield Local Environmental Plan 1985 (Amendment No 72)".

(2) The Council must not grant consent for buildings on land to which this clause applies if the floor space ratio of the buildings would exceed the base floor space ratio shown for the land on Sheet 2 of the map marked "Ashfield Local Environmental Plan 1985 (Amendment No 72)", except as provided by subclause (3).

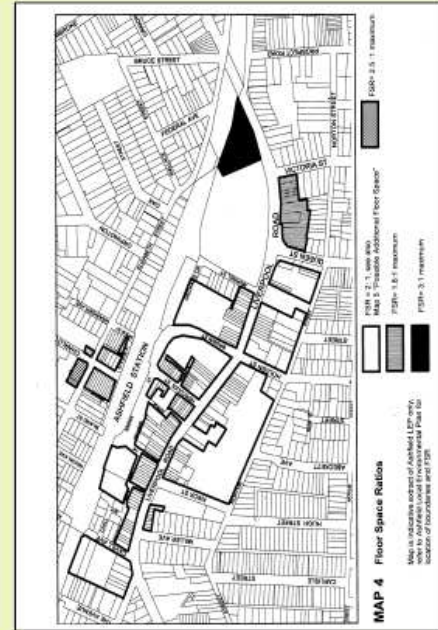
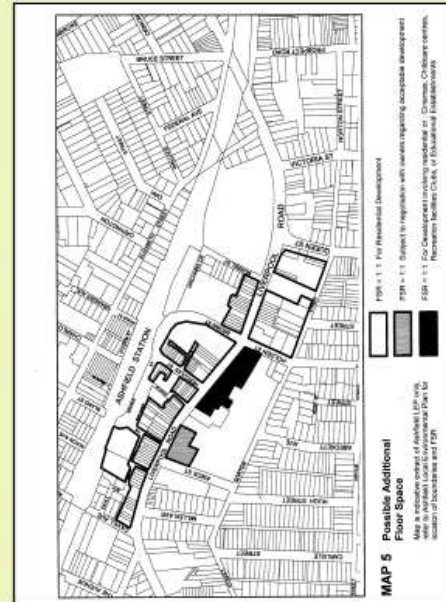
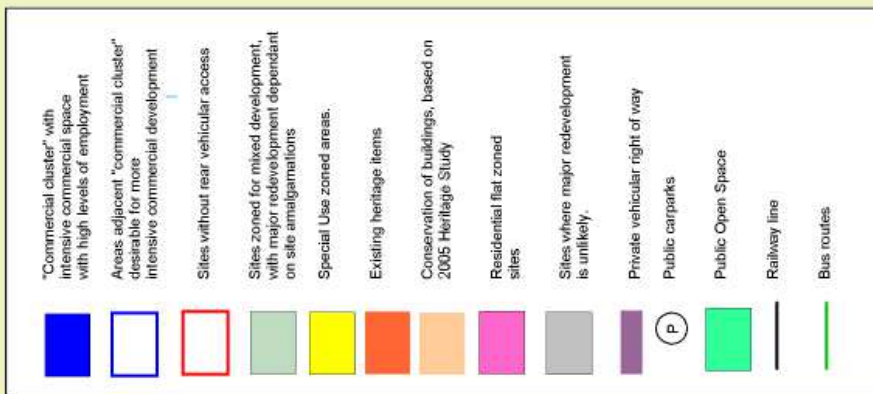
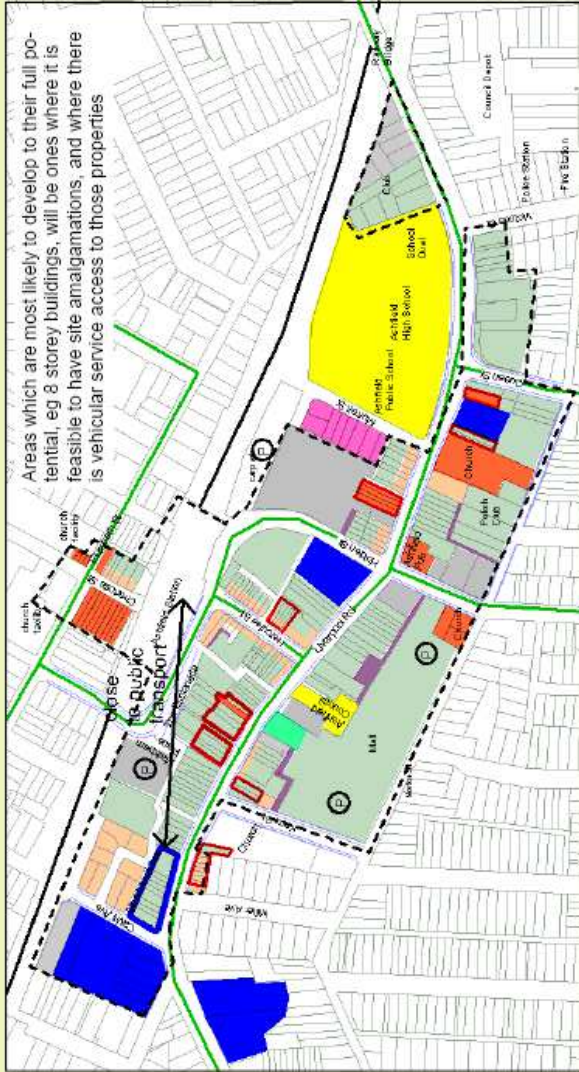
(3) The Council may consent to a building on a site of land to which this clause applies which is also land shown edged with a broken or unbroken heavy black line on Sheet 3 of the map marked "Ashfield Local Environmental Plan 1985 (Amendment No 72)" that will result in the gross floor area of the buildings on the site being greater than that allowed by that base floor space ratio by no more than an amount equivalent to the site area, subject to subclause (4).

(4) The Council may grant a consent pursuant to subclause (3) only if it is satisfied that the additional floor area will be developed as referred to on Sheet 3 of that map in relation to the land concerned and only if the Council is satisfied that the additional development allowed will not result in an adverse impact on any of the following:

- (a) the scale and character of the streetscape,
- (b) the amenity of any existing or potential residential units on neighbouring land,
- (c) sunlight access to surrounding streets, open space and nearby properties,
- (d) wind flow patterns to surrounding streets, open space and nearby properties.

2c

Economic Development- potential & constraints



Floor Space Ratio Maps of Ashfield LEP

Transport, Traffic, Carparking

3a

Transport Context

A successful CBD features effective public transport, and safe road, pedestrian and cycle networks that provide:

- Connections to major centres and nodes of activity elsewhere in the region;
- Efficient access into the CBD along major road corridors;
- Convenient circulation systems linking the key commercial, recreational and cultural destinations within a city centre.

Situated between six and nine kilometres to the west of the Central Business District of Sydney, Ashfield is crossed by the transport arteries of Parramatta Road, the City West Link and Hume Highway (Liverpool Road). There are good bus linkages to other parts of the inner west and a fast train service to the City operates from Ashfield Station.

Rail and Bus

Ashfield CBD is on the inner-west rail line and has fast and frequent rail services to the city and to a variety of other destinations. It is also an important destination in its own right. There is a bus interchange at the station and commuter car park. Many people walk to the station, cycle or drive and use the commuter car park.

There are opportunities to improve the visual setting of the station and bus/rail/taxi facilities as well as its linkages to other parts of the town centre through public domain improvements.



Roads

The main traffic routes in the Municipality are Liverpool Road, Parramatta Road and Frederick Street. Closer to the CBD, Liverpool Road, Holden Street and Elizabeth Street and surrounding residential streets provide good vehicle and pedestrian access to the Town Centre. Through traffic is concentrated along Liverpool Road and Ashfield CBD experiences congestion at peak hours on Liverpool Road and Holden Street. There is a need to improve service access to shops and commercial premises. Objectives for short and long-term strategies to manage and shape future traffic on the town centre's roads include producing a *traffic engineering plan* which covers:

- Improving bus/rail/taxi interchange facilities.
- Limiting road congestion by examining traffic movements and the operation of traffic light signals.
- Examining service access to shops, if required by widening laneways.
- Opportunities for calming traffic in Liverpool Road to protect pedestrians.

Car parking

There are substantial car parks at Markham Place (around 70 carspaces) and Ashfield Mall (around 900 carspaces) and there is a large commuter car park to the south of the station (around 160 carspaces). Time limited and unlimited on-street parking is also available in the CBD including Liverpool Road outside clearway hours. Parking availability can be improved by allocating more time limited short-term spaces, surveying parking areas to optimise their use and manage them accordingly.

Encouraging walking and cycling by locating higher density developments as close as possible to the station is a key objective. Ensuring an adequate supply of parking is provided for new developments is important but provision of more parking needs to be balanced against a need to avoid traffic congestion and promote public transport use.

Building Form

4a

Maximum Heights

Council resolved that existing height controls in the DCP will be maintained. These are shown on the heights map in Part 3, and on a three dimensional representation on the following page.

Character

The low rise built form character of Ashfield Town Centre's traditional shopping streets should be maintained and reinforced by carefully integrating new building with existing development and maintaining a human scale for new developments at the street frontage. Key strategies to achieve these aims will be controls that carefully control the scale of buildings at the street frontage (the "street wall height zone"), and new buildings being sympathetic to adjacent existing buildings using "architectural cues" and sustainable development principles. Buildings of heritage value will be conserved and incorporated into new developments. Active shopfronts will be promoted at ground level to ensure a safe, vibrant and interesting centre for pedestrians.

A three dimensional perspective diagram on the following page shows the theoretical maximum *Built Form Envelopes* that result from both applying Council's current DCP height controls, and by applying a low rise "street wall height" zone to particular places in the town centre. Site amalgamation will be required to achieve the type of maximum heights shown in the diagram. In reality parts of the town centre will be developed randomly, whilst other parts will stay mostly as is, resulting in juxtaposition of old and new building stock.

Interactive Computer Model

Council's existing three dimensional computer model of the town centre should be upgraded from its Stage 1 - block model status, to Stage 3 - fully rendered showing existing buildings in realistic detail, in order to be able to test new building proposals and their compatibility with the character of the area and adjacent buildings.

Built Form

Development should:

- Preserve the street scale character of the Ashfield CBD.
- Contribute to the activity, vibrancy and vitality of the centre.
- Maintain a consistent urban form and streetscape at ground level to strengthen the urban form of the Town Centre
- Optimise the visibility, functionality and safety of building entrances and shopfronts.
- Include open space setbacks in specified locations to provide opportunities for public open space.
- Contribute to and complement planned improvements to the public domain.
- Incorporate environmentally sustainable design principles in the design and construction of commercial buildings and residential dwellings, and ensure that adjacent development sites are also capable of achieving these principles, e.g. solar access.
- Include a mix of uses and active street frontages to create a living centre and to promote passive surveillance of public spaces and laneways.

Two Storey height bonus and Community Benefit

Councils height controls require a community benefit to be provided by an applicant, in order for Council to agree to an 8 storey development in particular parts of the town centre. Works that qualify for community benefit should include public domain works which produce new useable public open space areas identified on a master plan or within a DCP.

Mainstreet and Shopfronts

5

Mainstreet

A town centre's Mainstreet appearance includes its building facades and shopfronts. These elements provide a centre's visual background, and this quality and visual composition play a large part in forming the identity of a town centre.

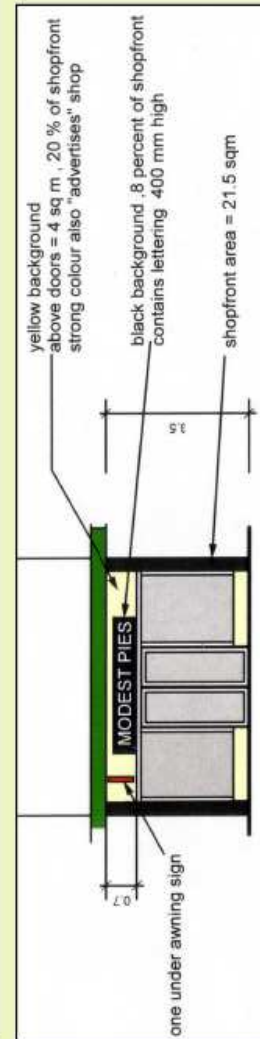
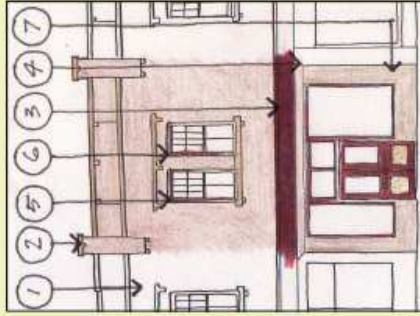
Most buildings within the Ashfield Town Centre have a long history, being constructed in the late 1800s, and so require regular maintenance. Council can assist by:

- setting up a Mainstreet paint program and by providing colour schemes for these buildings (as has happened at Summer Hill).
- implementing economic incentives such as a reduction in rates for building owners who paint their buildings.
- continuing Council's Community Liason Program with local shopkeepers for cleaning up of shopfronts

Building owners also need to be sensitive to the Mainstreet appearance issue, and be willing to remove unattractive attachments to facades such as air conditioning units and antennas.

Business Signage

Business signage should also be sensitively arranged. At the moment the Ashfield LEP allows 30 percent of shopfronts to contain business signage without requiring Council approval. This 30 percent figure should be deleted and replaced with a maximum 10 percent figure, with any signage arranged following strict design pattern guidelines.



Social and Cultural

6

Ashfield's population is characterised by its cultural diversity. Within the town centre many buildings are owned by people who have a European background. Many of the building tenants who run restaurants and shops are of an Asian background, and these places attract high levels of patronage from the Asian community and activate the town centre including at an economic level. Office workers and patrons of the Ashfield Mall reflect a broad section of the community.[

The continuing growth and development of Sydney will place increasing pressure on Ashfield, particularly in the Town Centre, to extend the range and scope of social, and cultural services to new residents of varied backgrounds.

The development of arts and culture in the Town Centre is a key to enhancing the quality of life and attraction of the area for everyone who uses it. Supporting arts and culture :

- helps create a recognizable identity for the Town Centre;
- expresses local creativity;
- contributes directly to the economy of the Centre, generating employment and attracting visitors and benefiting both large and small business;
- is an effective asset in celebrating our diverse cultural background.



Some specific ideas to foster arts and culture in the Town Centre and listed below. Obtaining funding for these activities is fundamental initial step for facilitating their implementation.

Vibrancy and Local Creativity

Objective: Ensure that the Centre's spaces are regularly alive with events and experiences for residents, workers and visitors to encounter and enjoy. Work with private landholders such as the Mall owners to achieve this, and with different community groups.

Action: Develop and implement arts and cultural activities through an Arts Program.

Recreation and Social Interaction

Objective: Provide passive recreation areas for social interaction and entertainment

Action: Council may partner and provide ongoing support for entertainment in public spaces such as the Town Hall or new Civic Centre, and pursue the construction of a civic square or public boulevard .

Public Art

Objective: Produce public art which relates to the identity of the Centre.

Action: Produce public art in key public domain areas in the town centre, including sculptures and other three dimensional installations.

Arts Venues

Objective: Achieve flexible, high quality, indoor and outdoor venues for both permanent and temporary exhibitions.

Action: Ashfield Council should support a range of arts through in-kind support, advocacy, and provision of venues for cultural activities and art exhibitions such as the Ashfield Town Hall.

Public Domain

7a

The public domain represents all urban and natural elements, structures and spaces that exist within the publicly-owned or used areas of Ashfield Town Centre. This also includes many privately-owned building facades, building forecourts, internal streets and other semi-public spaces, given that they influence the overall character of the public domain. The public domain therefore forms part of the identity and character of Town Centre. A high quality public domain in a CBD context whilst crucial to the quality of the urban environment, is also critical to economic success.

Public domain improvements, as distinct from development on private land, require a Works Program to identify specific works and to schedule when the works will be carried out.



Public domain work programs

A Public Domain Plan is implemented by a works program. Part 3 of this document has maps that show locations for specific works. Initiatives can include the following:

- A public civic square
- Upgrade the railway station forecourt in Brown Street, upgrade Hercules Street and Charlotte Street – provide more tree planting, better paving, better lighting, improved parking facilities for users of buses.
- Facilitate Ashfield Mall improvements including an upgrade of the existing Liverpool Road open space area to provide more passive recreation opportunities typical of a formal public civic space.
- A new Council Civic Centre with a landscaped forecourt to Liverpool Road.
- Implement outstanding public domain improvements throughout the centre- new seating/landscaping and better footpaths - focus particularly on the busy link between the station/Hercules Street/Liverpool Road and the Mall/ Civic Centre.
- Revitalise service laneways, including new verge areas, more street planting, providing better lighting and road surface treatments and extend active shopfronts in The Esplanade area.
- Landscape improvements along The Esplanade, Holden Street and the gateways areas to the town centre.
- Improve safety/appearance of Liverpool Road by calming traffic & reducing noise.
- Rejuvenate buildings that frame important parts of the public domain by encouraging repainting through financial incentives such as rates incentives or donations for façade painting schemes.

Public Open Space and a Civic Square

7b

The social purpose of a civic square

Behaviourally, wherever the possibility of public contact exists, people will seek it, this is a basic behavioural function that a town centre should satisfy. The community need a place which is "their place" (**belonging**), where people are able to gather and use the spaces that surround them, for social interaction, for excitement, for convenience, and "for free". Eg, an alternative of having community services scattered individually through a municipality will do nothing for "the life" of the town centre. There is also the **night time factor**. Night life of the town centre requires town centre activities to be together. They will be well lit, safe and lively. The Civic square will therefore offer a "**cultural reference place**" for the community, it will be "their place" with activities which they can influence, whether it be particular events, or who they wish to socialise with.

Essential ingredients for a civic square

There are certain characteristics that make a civic square work. For example:

- a persons face is recognisable at 20 metres, a loud voice can just be heard at 20 metres, and these suggest an approximate starting size for a square.
 - People gravitate toward the edge of square, do not linger in the open, and so a square needs activities around its perimeter.
 - The edge must provide places where one can linger, eg shops, benches, displays, drink, a town hall, a council, in other words "pockets of activity".
 - Trees will provide "environmental comfort" (eg shade), benches offcourse provide seating, a planter some spatial enclosure.
 - Spatially, it is normal to have a middle sculptural focal point to give definition to the square, e.g. a water fountain is a normal method.
- An opportunity exists to remodel the open space area adjacent the town hall and make it a formal public civic square.



Heritage Conservation

8a

Why is this important?

In order to show the historical development of the place, a Town Centre will always be required to contain buildings and places that are conserved. This will also add substance, interest and identity to a place.

Council's heritage consultant has carried out a conservation study in 2005 and various buildings have been identified for conservation. It is fundamental to acknowledge that this will not mean that those sites identified for conservation will have their development potential "frozen" as if they were museum pieces. Only the parts of the site which contain authentic significant representative architecture, which contribute to the streetscape of the town centre, will be required to be conserved, the remaining parts such as rear outbuildings and rear carparking areas should not have their development potential affected.

The text in the following column uses the heritage study prepared for Ashfield Council in 2005.



Evolution of subdivision and road layouts for the town centre.



Historic overview

The conservation and appropriate management of traditional main streets and precincts with heritage character has developed markedly over the last thirty years or so. Paddington was listed as the first Conservation Area in Australia in 1972. Haberfield was recognised more recently. In between those times, a great many other residential areas were likewise designated. In many cases the resulting physical improvements have transformed the economic structure of once depressed and threatened environments. This improvement is characterised, for example, by increased property values. Urban areas have in like manner been creatively preserved and enhanced by such designation. Sydney's "The Rocks" was under threat from major demolition and redevelopment proposals; its new life as a traditional precinct is one of the major successes of urban conservation. The recognition of the uniqueness of the place and the introduction of new development have been carefully balanced. The two seemingly opposing forces - conservation and development - have been balanced by skilful and creative management.

The streets of a town are like the arteries of the body, providing conduits for the flow of community life. Throughout history, they have connected the different node-points of human activity, facilitated land subdivisions and re-subdivisions, and provided access to individual sites. Thereby, streets form the physical framework of urban and suburban environments. Their visual values are established at their beginnings, and changed, for good or ill, with the passage of time.

Ashfield's first two roads, setting the pattern for all future development, were laid out well before Ashfield itself was settled. They connected Sydney with its two main node-points of the time. One was the road to Parramatta (the improved track from Sydney, made in about 1797) and the other was what was called the Great South Road to Liverpool (opened 1814, branching off the Parramatta Road at present-day Lewisham).

Parramatta Road was a fairly direct link between Sydney and Parramatta, but the Great South Road traced a more meandering path on its way to Liverpool. However the earliest land grants encompassing what is now the Ashfield Town Centre were made before the Great South Road existed. In 1838, after the formation of Liverpool Road, Robert Campbell and Elizabeth Underwood, the holder of the Ashfield Park Estate adjoining Campbell's to the north, adjusted their boundaries so that Underwood owned the part to the north of the road and Campbell the southern part.

Subdivision of parts of these estates began soon afterwards. One of Elizabeth Underwood's creations was the Village of Ashfield, along Liverpool Road. Some of the streets she provided for access to building allotments were named after her daughters, Elizabeth and Charlotte were two of them. Campbell began to subdivide the northern part of his estate at about the same time. The village, between Liverpool Road and Norton Street, became known as South Ashfield. The present-day Ashfield Town Centre is a kind of evolution of those two early villages.

At that time the railway was already being talked about in the colony, and perhaps Campbell and Underwood had some far-sighted feeling that it would be surveyed on an

Heritage Conservation

8b

alignment that bisected their villages. On the other hand, it is possible that the presences of the two little villages influenced the railway alignment. In any case the railway came in 1855. The location of Ashfield, one of only four stations between Sydney (Redfern) and Parramatta (Granville) exerted a tremendous influence upon the development of the Municipality and, of course, the Town Centre.

More and more of the larger land holdings that resulted from the breaking-up of the original estates were themselves subdivided, mainly for residential allotments. Street names are reflected in many of the subdivisions. This pattern continued with the introduction of tram services and the rapid displacement of horse-drawn transport by motor vehicles. The intensive development around Ashfield station and along Liverpool Road expresses all of these forces. It followed that, as happened around so many railway stations, retail establishments appeared, taking advantage of the influx of residents and the ready availability of public transport.

The southern end of Charlotte Street, close to the station, was inevitably subdivided into small allotments and by the beginning of the 20th century had developed a retail character, exploiting that proximity. South of the railway line the Town Centre progressively developed and consolidated its role in the inter-war period as a significant retail and administrative centre focussed around the station, Hercules Street and Liverpool Road. A number of particularly fine non-residential buildings were erected in this period, but unfortunately some, such as the Ashfield Kings cinema, and a some terrace shops succumbed to the demolishers hammer. In 1937, the flamboyant 1891 Ashfield Town Hall was remodelled in the more austere but then fashionable Art Deco style, but it too was demolished in the 1980s to make way for the current Ashfield Mall and Council buildings. During the 1960's - 1980's a number of office blocks were constructed - these contrast with the style of traditional older buildings in the Town Centre. Some are arguably intrusive/inappropriate because they do not display an architectural language which considers built form elements of older streetscapes in the centre.

A new 'easy access' Ashfield Railway Station was constructed in 2000 and was followed by the West's Sports Club redevelopment and major mixed residential and commercial developments at Markham Place and at Holden Street. More recently, Council, carried out improvements to the streetscape in parts of the Town Centre. This included new paving, street furniture and lighting.

In relation to heritage conservation in the Town Centre the principal recommendation of the Heritage Report referred to above is that certain places should be acknowledged as items of the heritage of Ashfield Town Centre and their conservation promoted. This is not to say that redevelopment options are prevented for these places. To paraphrase from the report -

"The Town Centre is the dynamic hub of Ashfield. It is the principal place of business, with all the variants of that function such as retail trade, commercial operations, offices, and enterprises for service and leisure. It is of course also a centre of pedestrian movement reflecting shopping and similar activities. But as well as these it is a major transport node, an interchange of railway, bus and automobile travel. In addition, Liverpool Road is the most important carrier of through traffic, with all its effects, and thus it is a most significant influence, not always benign, upon the function and the character of Ashfield. Because of these factors, and in common with similar centres throughout the Sydney metropolis, the Town Centre is a place where change and growth, with consequent modifications to the fabric of the place, are inescapable if it is to retain its dynamism.

"It is highly important to understand what 'conservation' means. As indicated in the body of the Report, conservation is now a very particular concept which relates particularly to places such as buildings so that their cultural or heritage significance can be retained. The word does not just connote preservation, for that means simply keeping a place in its existing state.

Conservation embraces far more than this, for it can accommodate change. It can mean restoration, which is returning a place to a known earlier state. It can mean reconstruction, which is introducing new material into the treatment of a building. It can mean adaptation, that is, modifying the place to suit the existing or a proposed use. Conservation should also mean maintenance, which is continuous protective care. Most of the sites in the Town Centre contain buildings the facades and front sections of which address the streets, while the rear parts of the sites are outbuildings or insignificant additions or open space used for car parking or similar purposes. One of the possibilities of development without sacrificing aesthetic values is the adaptive use of these rear or 'left over' areas; by adaptation, creative infill or even site consolidation to facilitate more substantial uses.

This Heritage Report is expected to help in facilitating creative and appropriate development by identifying places which possess such characteristics as will ensure their traditional continuation by conservation. The converse is that places not so identified might be rightly considered for redevelopment, which might include adaptation, alteration, consolidation or demolition."



Ecologically Sustainable Development

9

Benefits of ESD

The natural environment will benefit from Ecologically Sustainable Development (ESD) principles being applied to new development's, and their contributions to energy and water conservation and waste minimization. New development is now also required to do so by law, pursuant to BASIX and the Building Code of Australia.

Key ESD strategies for new development in the town centre can include :

- minimise ongoing resource usage by using energy efficient heating lighting and cooling systems - maximise natural ventilation, use double glazing and install solar and gas hot water systems.
- install renewable energy systems such as photovoltaics for electricity use on site or to feed into the grid.
- install energy efficient appliances and AAA water saving devices and tapware. Implement intelligent management of lighting and power systems including computer usage.
- create interior and exterior environments that maximise the use of natural daylight and minimise the need for internal lighting , promote natural air flows and cross ventilation (minimise use of air conditioning) use external shading and incorporate passive thermal controls such as underfloor air conditioning systems.
- consider basement or rooftop rainwater storage tanks for landscape maintenance/vehicle washing or for flushing toilets.
- install showers/changing rooms for cyclists and lockable racks for bikes.
- provide more parking spaces for small cars
- recycle construction materials end use materials.

BASIX

BASIX & Building Code of Australia

BASIX and the Building Code of Australia are planning and building controls that have detailed building design energy and water conservation requirements. Council also encourages building design that "goes beyond" these minimum requirements.

An Energy Efficiency Report should be required to accompany a Development Application for commercial development with a construction cost of \$1 million or more, in order to demonstrate that the building design is likely to comply with the energy efficiency provisions of the Building Code of Australia (BCA).

Public Domain Works

More tree planting in the town centre will assist air quality, and this should be identified on a works program. New development will in some areas have to provide setbacks to allow space for these plantings.

Bicycle facilities

Increasing opportunities for people to cycle and walk to and from the centre can reduce dependence on cars. Ashfield has bicycle facilities at the Mall and at Ashfield station, which can be expanded. Preferred cycle routes to the centre can be identified and signposted/line-marked . Pedestrian connections to the centre from adjacent areas can be enhanced by providing better signposting, lighting and street marking.

Dwellings and Employment Growth

Inner West Councils are expected to address the demand for new housing and provide opportunities for future employment.

Ashfield Municipality is required to produce an additional 2,000 flat dwellings by 2031, and 500 additional jobs. Strategically, a considerable part of this target should be provided in the Ashfield Town Centre in order to ensure that dormitory Residential 2(a) areas, and various heritage conservation areas, will not be required to contribute to this target.

New dwellings in the Town Centre will be provided primarily through new 6 – 8 storey residential flat development (within mixed development). However the likelihood of redevelopment will depend on economic feasibility. New flats development and the resulting number of residents will also create demand for more open space and recreational facilities in the Town Centre.

Employment targets can be achieved by requiring minimum levels of commercial space for new development in the Town Centre, eg at ground level. New controls that would allow more intensive office development would also assist this. This employment strategy will enhance the business nature of the town centre. New employees will also take advantage of Ashfield's good access to public transport.

Part 3 Particular places and proposals

The purpose of this part is to illustrate particular potential spatial actions and locations for the following matters:

Heritage Conservation

Street Tree Plantings

Public Open Space

Cultural

Active Shopfronts

Building Heights

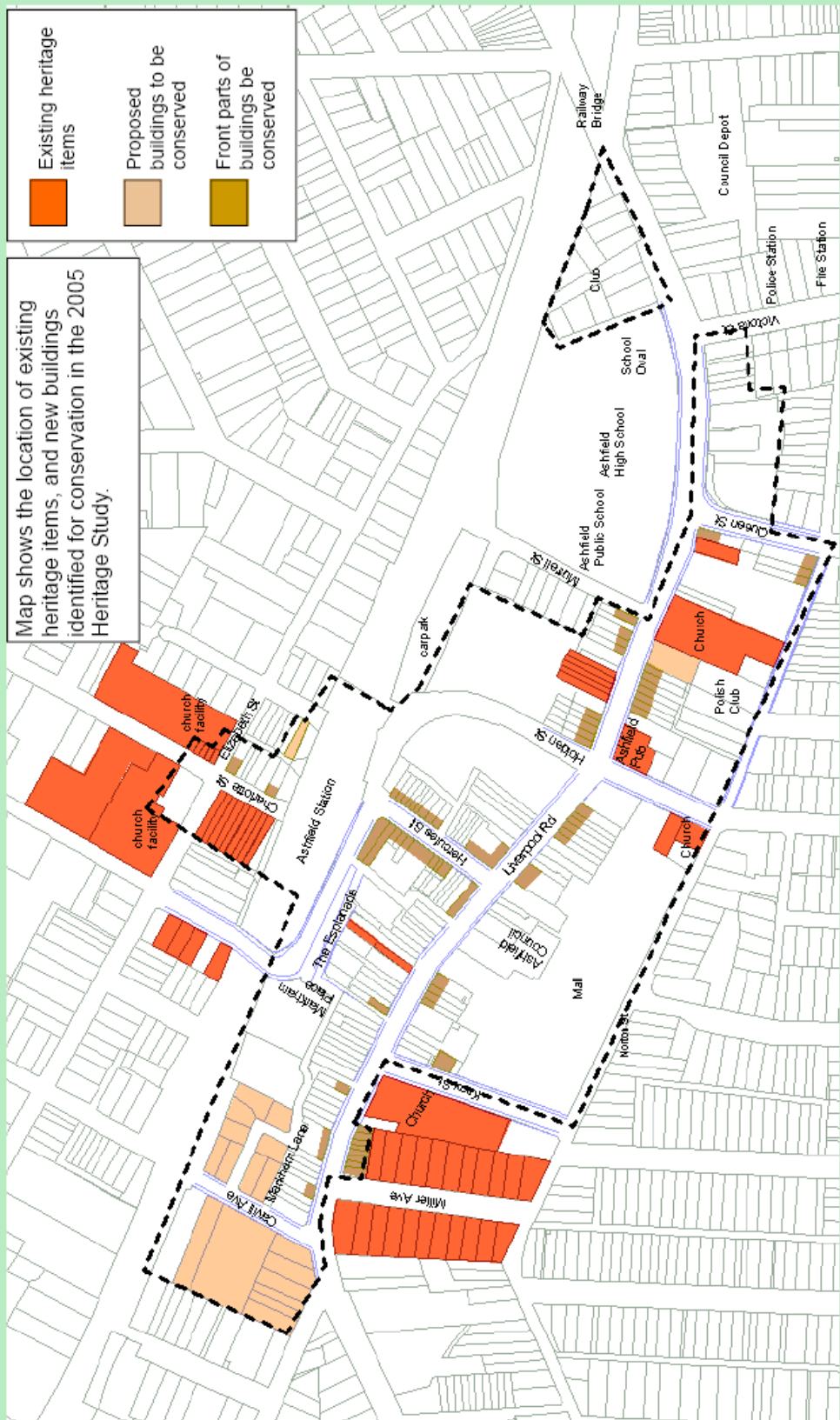
Traffic and Site Access

Priority Improvement Areas

1

Heritage Conservation

Community's principle: Conserve heritage



2

Street Tree Planting

Community principles: Provides recreation and quality open space, Aesthetically pleasing, Sustainable centre







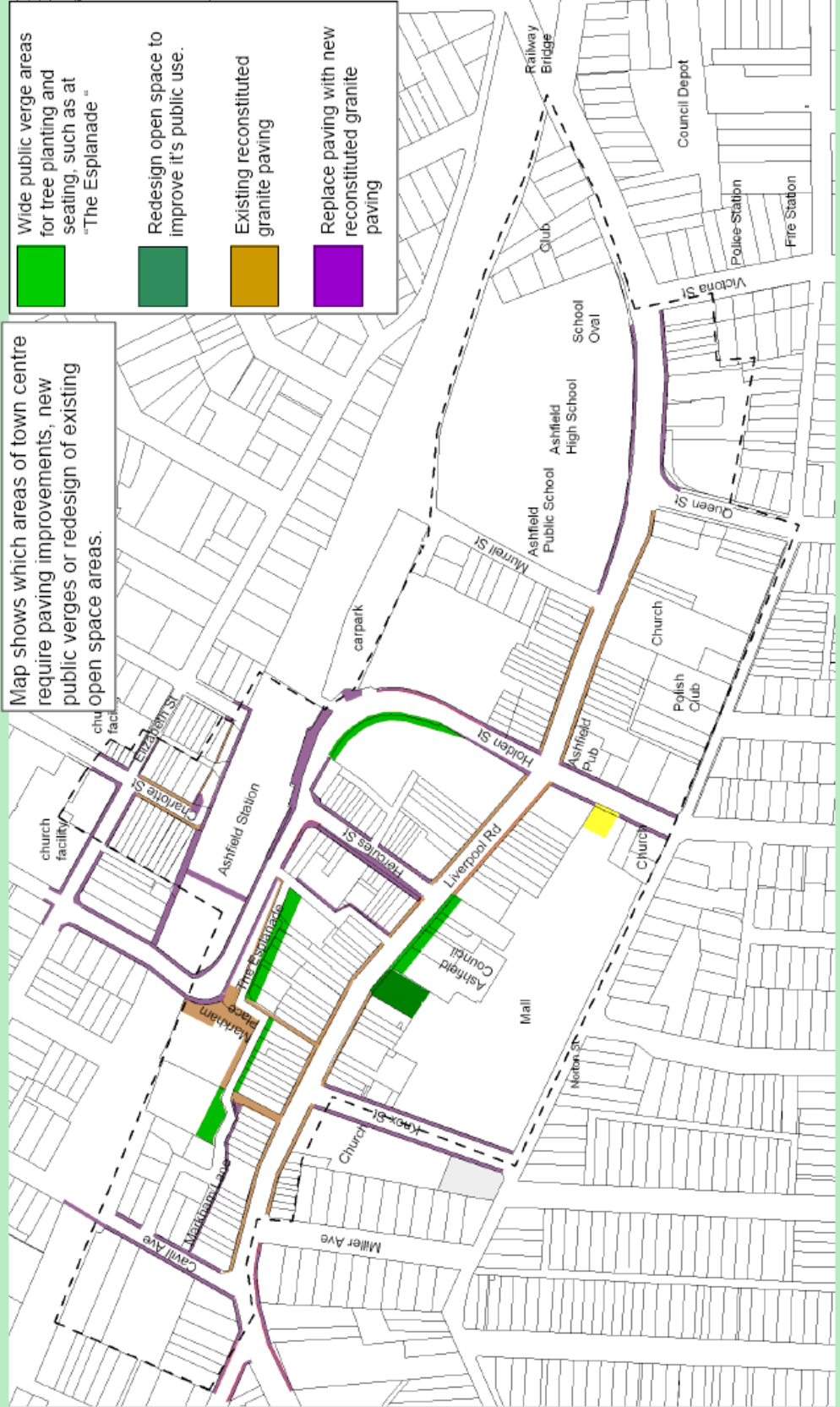
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Public Open Space

Community Principle: Provides recreation and quality open space

Map shows which areas of town centre require paving improvements, new public verges or redesign of existing open space areas.

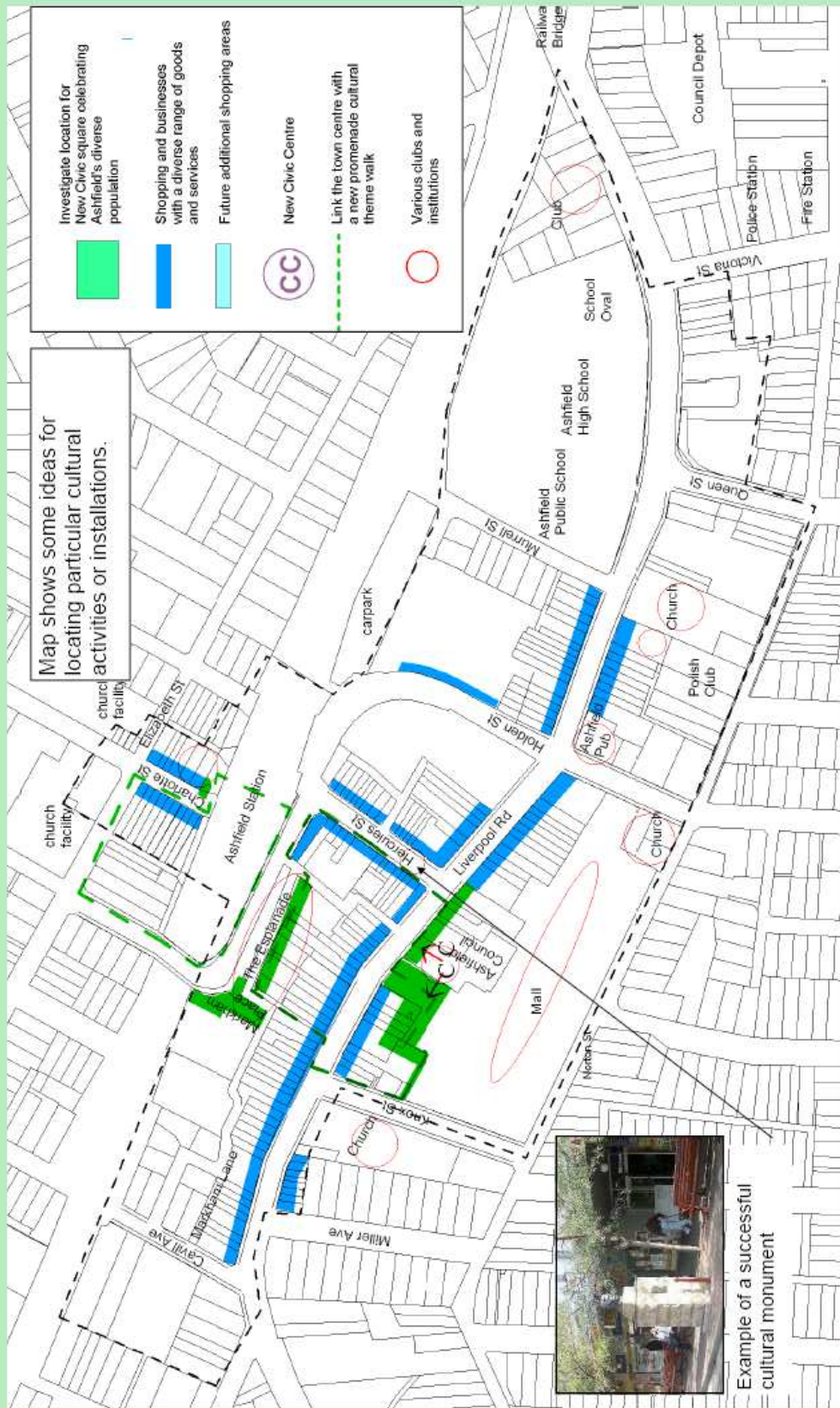
	Wide public verge areas for tree planting and seating, such as at "The Esplanade"
	Redesign open space to improve it's public use.
	Existing reconstituted granite paving
	Replace paving with new reconstituted granite paving



4

Cultural

Community principle: Culturally mixed



5

Active shopfronts

Community principle: A centre that is alive, Renewed and diverse retail opportunities,



Priority improvement areas

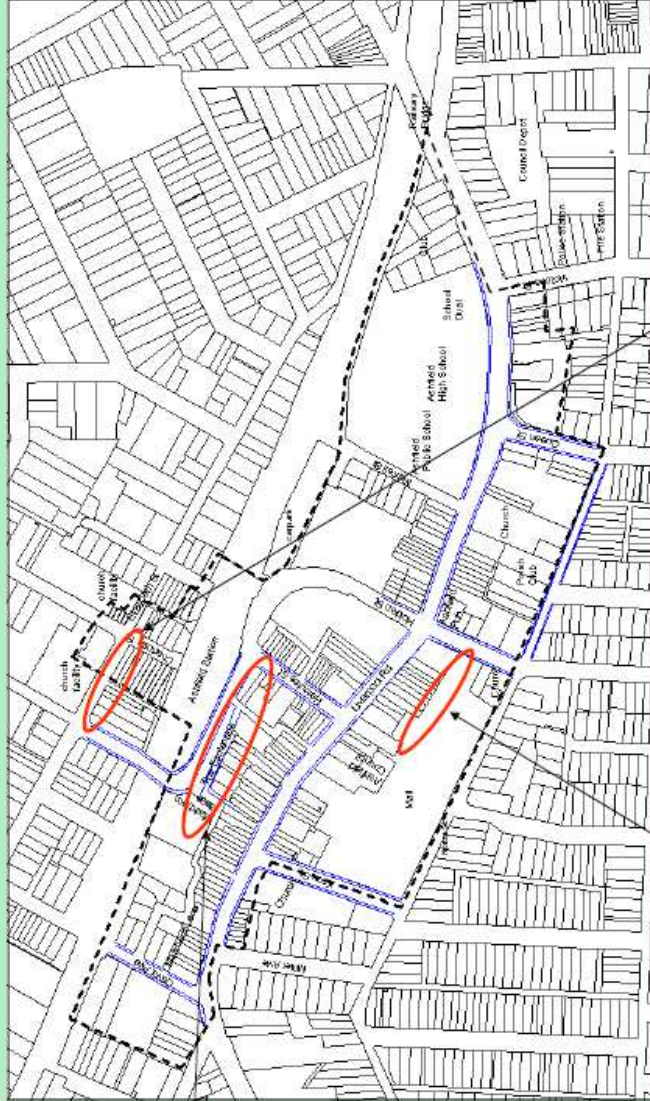
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Esplanade area and potential public boulevard

The Esplanade lane area is a highly visible one, contains a narrow laneway and narrow one metre wide footpath service along the south side.

The Esplanade area has great potential. It has a north orientation, a scenic visual background including a historic railway and various heritage buildings. It is a main pedestrian desire line to Liverpool Road and "Markham Place". It is near a carpark, near the station and shops, adjacent open to an space area to the west.

These are all the key ingredients for in the future being "a public domain" that people want to be in, to shop, to dine, or just to sit. The southern verge area requires a width of around 5 metres to provides the minimum space for tree growth, outdoor public seating and awnings.



212-258 Liverpool Road and potential Mews

The rear of these properties is highly visible from Holden Street. The properties along the road are very long and, if economically feasible, lend themselves to rear "infill residential flat development". They have a rear laneway access area that is to the north of the Mall. That area should have a "street address", contain a public a verge area with wide footpaths and tree planting.



Elizabeth Street and street trees

This is the northern entry to the town centre. It is adjacent to a carpark, and requires a line of tree planting to improve the appearance of the roadway.

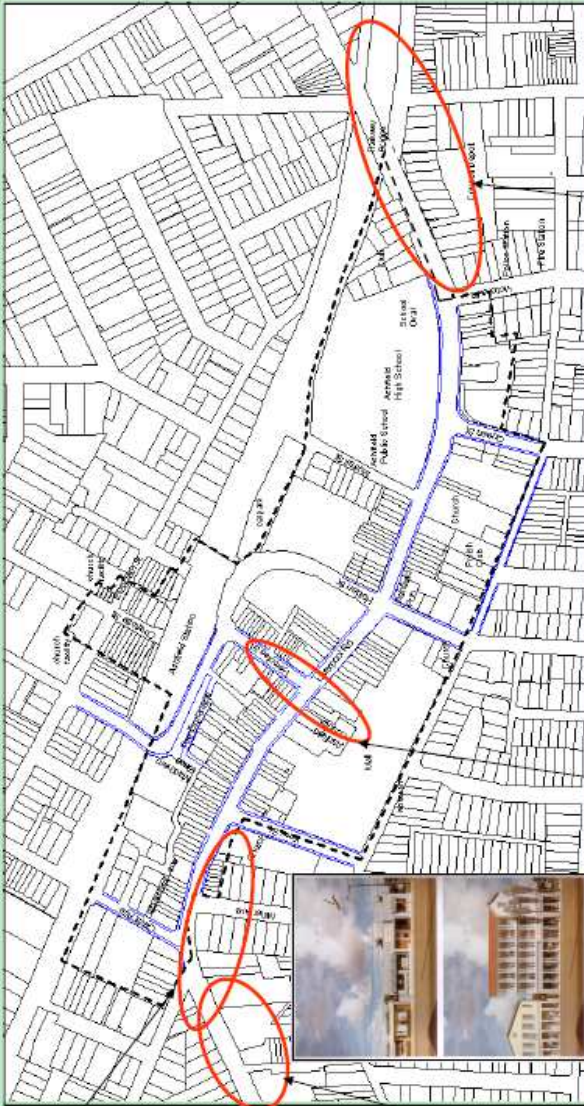


Priority improvement areas

9

Liverpool Road/Cavill Avenue area and more office development

The 5 storey commercial and office buildings at 2-6 Cavill Avenue provide a "business cluster", and are close to the station and buses. The sites adjacent, within the Town Centre, on the corner of Cavill Avenue and Liverpool Road, are unable to take advantage of this, redevelop feasibly for commercial purposes because the FSR is 2:1 for commercial use, ie, this provides a three level building. Yet heights for flats are up to 8 storeys elsewhere in the Town Centre. In this location that there are no building scale impacts (the 5 level offices are a visual screen) and no adverse traffic impacts (on busy Liverpool Road).



Western entry into Town Centre at Thomas Street

These areas are the "western face" of Ashfield", some of the sites on this "entry area" are rundown and underutilised. This situation will not change unless planning controls for these areas are reviewed.



Hercules Street, improving the entry to Ashfield

This is the "entry foyer" into the ATC. "First and daily impressions" and are made of the Town Centre by thousands of people. Improvements required to this area include :

- Footpath pavement replaced, to match that of Liverpool Road.
- Relocating power poles/bundling cables
- Trees pruned regularly. This means that the place has a "well kept look".
- Continuation the community services project of cleaning up of shopfronts.

Eastern entry into Town Centre at railway bridge.

These areas are the "eastern face" of Ashfield. Improvements could be made to the railway bridge by applying new treatments to the paving areas and brick balustrading, and planter boxes in key locations. Areas on both sides of the bridge need to be reviewed in order to improve the environmental quality of this "entry area".



Priority improvement areas

10

Station Street, and more outdoor seating areas

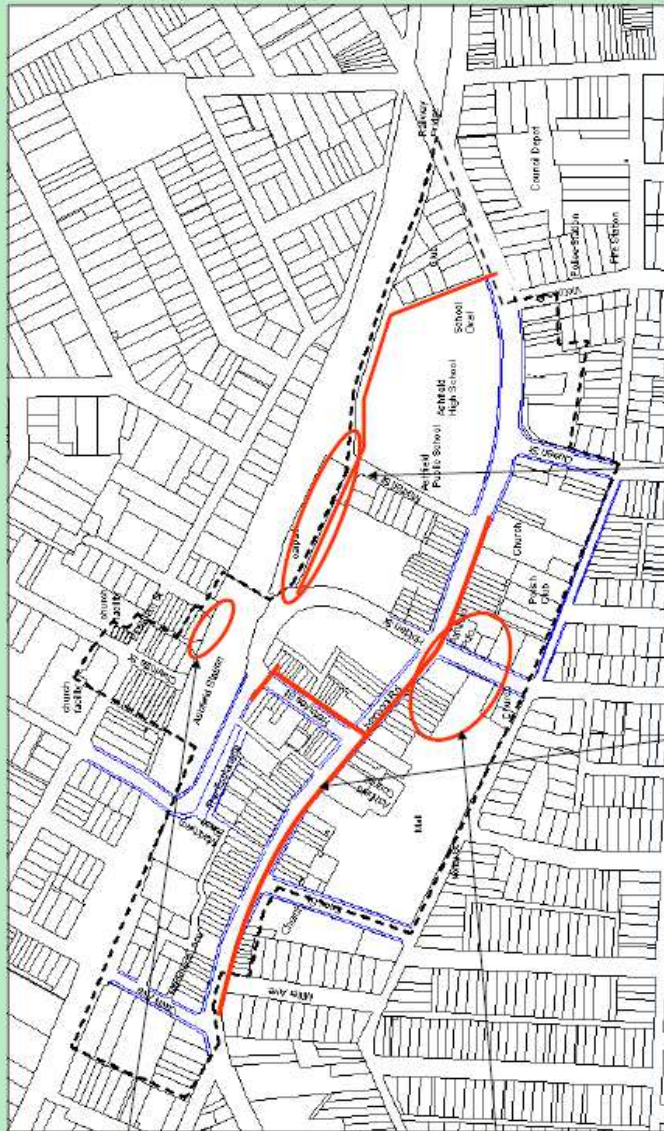
Opportunities exist for outdoor/alfresco dining areas, eg outside the "Club Ashfield".



The MALL site and traffic control

A traffic impact plan is required to ensure that the site minimizes its traffic impact on the town centre. The following are some key issues to be resolved:

- Capacity and location of loading facility areas, and resolving conflicts with passing cars accessing the "public carpark" on the roof and pedestrians.
- Maintaining public access and exit to the roof "public carpark"
- Managing traffic entry and exit points, and their relationship to the Liverpool Road and Holden Street intersection. Eg, at present there is no turn right signal into Liverpool Road. At peak hour shopping times up to 300 cars from the rooftop require exit onto Holden Street.
- Vehicular rights of way along rear lane for properties off Liverpool Road, are maintained.



Mainstreet painting program

A program of painting the facades of buildings is one method for improving the appearance of the "mainstreet".



SRA carpark area and pedestrian routes

This area is used as a route to access the schools and has potential to extend along the northern school boundary and then Liverpool Road. A designated pedestrian path with paving and tree planting is a desirable project for this area. In the longer term, the carpark area has potential for market activities, or the placement of structure/deck over the carpark and creation more public open space.



Part 4 Strategy and Development Control Plan Integration

Community Principles and Strategy – how they relate to Part C3 - Ashfield Town Centre Development Control Plan

Strategic Principles

Building design development principles contained in this strategic document are reflected in a new Development Control Plan for the Ashfield Town Centre.

A DCP contains controls which are relevant to the development of land which is in private ownership, such as controls for technical architectural and landscape matters. Strategy principles which affect those controls can be applied to the DCP.

Other principles identified in the Strategy, which are not "private land development" matters and are primarily public domain issues, can be used as a guide by Council departments such as Works and Infrastructure and Community Services, and addressed in their programs.

Part C3- Ashfield Town Centre Development Control Plan

This is a separate document to the strategy, and is a statutory document used for the assessment of development applications for new development in the town centre.

New development control concepts introduced into DCP, reflecting the Strategy include :

- Low building scale and "street wall height zone" for specific areas, eg 3 storeys maximum along certain streets.
- More public open space to create new verge areas, by requiring setback areas for particular new development, eg along the Esplanade area.
- Active shopfronts and particular design requirements, eg for street surveillance and public safety.
- Servicing of sites, eg access locations and waste collection locations.
- Stipulating minimum amounts of smaller units as part of a residential development, for housing affordability reasons .
- Various maps, eg showing where public domain improvements should happen, such as wider verges for public seating and trees.
- .Heritage Conservation of parts of particular sites.