



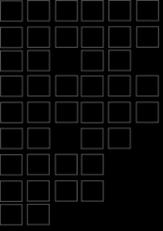
MYRTLE STREET **CREATIVE BUILD-TO-RENT**



URBAN DESIGN JUSTIFICATION REPORT

SEPTEMBER, 2020

Marrickville
Creative Hub



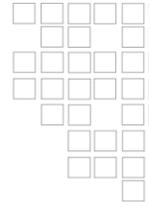
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“

Government should explore all options to intervene pro-actively to invest in and part subsidise artist studios, in or close to areas where artists already work. A set of pilot projects or zones can help test the effect of different kinds...

- Greg Clark, 'The Value of Place' (Create NSW)

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Myrtle Street Creative Build-To-Rent is the pilot project to deliver the NSW Government's Create NSW goals

- Stephen Moore

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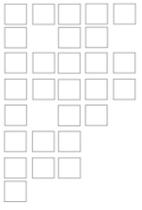
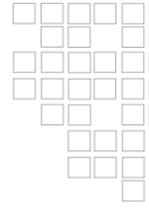


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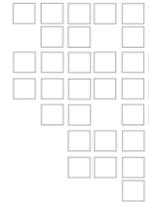
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Artist Impression of Myrtle Street Creative. For illustrative Purposes Only

EXECUTIVE SUMMARY



Myrrtle Street Creative Build-to-Rent has evolved as a project to maximise the opportunity offered by a strategically significant location within close proximity to the proposed Marrickville Southwest Metro Station.

This proposal is for industrial-led, creative spaces and Build-to-Rent dwellings aimed at creating a more affordable lifestyle for those in the creative sector. It will also include break-out spaces, rooftop communal areas and new active frontages, providing benefit to the wider community.

Minister Stokes at his inaugural Property Council Address announced the potential for Build-to-Rent within light industrial zones, and this has since been introduced as a use class in the proposed Housing Diversity SEPP. Myrtle St Creative Build-to-Rent will help solve the affordability crisis for Sydney's Creative Sector – a Create NSW pilot candidate.

The proposal is consistent with the GSC retain and manage policy for industrial lands, by retaining the current zone but adding a 'Creative Build-to-Rent' as a permitted use.

A Creative Build-to-Rent vertically integrates creative employment and living floor space only within a fit-for-purpose building that can never be strata titled in the future. This model avoids the dilution and gentrification of light industrial lands by market rate housing, being the key issue underlying the GSC policy.

Alternatively, we would be open to discussing alternate planning mechanisms (e.g. New York City's Artist-In-Residence Zone) to enable the project.

The application of a Build-To-Rent model for 3 Myrtle Street, Marrickville focuses on being a catalyst for its own asset class and ideally, its own land use definition, separated from Residential Flat Buildings. This will allow for more affordable lifestyles and living options for the creative sector.

As an asset class distinctly separate from Residential Flat Buildings, it is approximately 20% cheaper to construct and will facilitate rents being below the current market in the area (on average). Of these build-to-rent units, there will be the potential to explore the delivery of 15% affordable units with pegged at an agreed rate, as well as units aimed at the creative sector which support ageing-in-place and those who are differently-abled.

The proposal anticipates a diversity of rental opportunities, including the coupling of ground floor warehouse spaces with the build-to-rent units themselves to help form a Creative Build-to-Rent community.

The proposed scheme will deliver an innovative development that will provide high quality architecture for a unique mix of users and residents. It seeks to bridge the divide between industrial uses and living spaces in Sydney - paving the way for a vibrant living and working precinct around the Marrickville Southwest Metro Station. It will be the most advanced and unique example of the retain and manage principle, by providing the truest and most advanced application, tailored to the Marrickville context.

With a site area of 3,768sqm the Proposal seeks to add Build-to-Rent as a permitted land use within the existing Light Industrial zone, increase the maximum building height to 42m (9 storeys) and increase the FSR to 4.65.

01

STRATEGIC MERIT

THE CHANGING CONTEXT

AN AUSTRALIAN FIRST

Myrtle Street Creative will be Australia's first creative cooperative, combining Build-to-Rent and coworking concepts into a single building entity. Mixed workspaces will be aimed at Marrickville's creative industries, reflecting its industrial heritage and bespoke 'maker-doer' character.

The building itself will comprise flexible warehouse space on the ground floor, first and second floor, as well as Build-to-Rent from the first floor upwards, which will comprise both live and work spaces.

Myrtle Street Creative will be a vibrant community that uses shared facilities to create a more fulfilling lifestyles for those who use it. Home to hundreds of people from all walks of life, it will attract residents and employees who share a curious mind and desire to live their life in a more connected way with the people around them.

With a variety of shared spaces for working, relaxing and socialising, everything is designed to provide a unique way of living that encourages a sense of community and collaboration.

As Australia's first Creative Cooperative, Myrtle Street Creative aims to set the bar high, for others to follow.



WHERE IS IT?

3 MYRTLE STREET, MARRICKVILLE

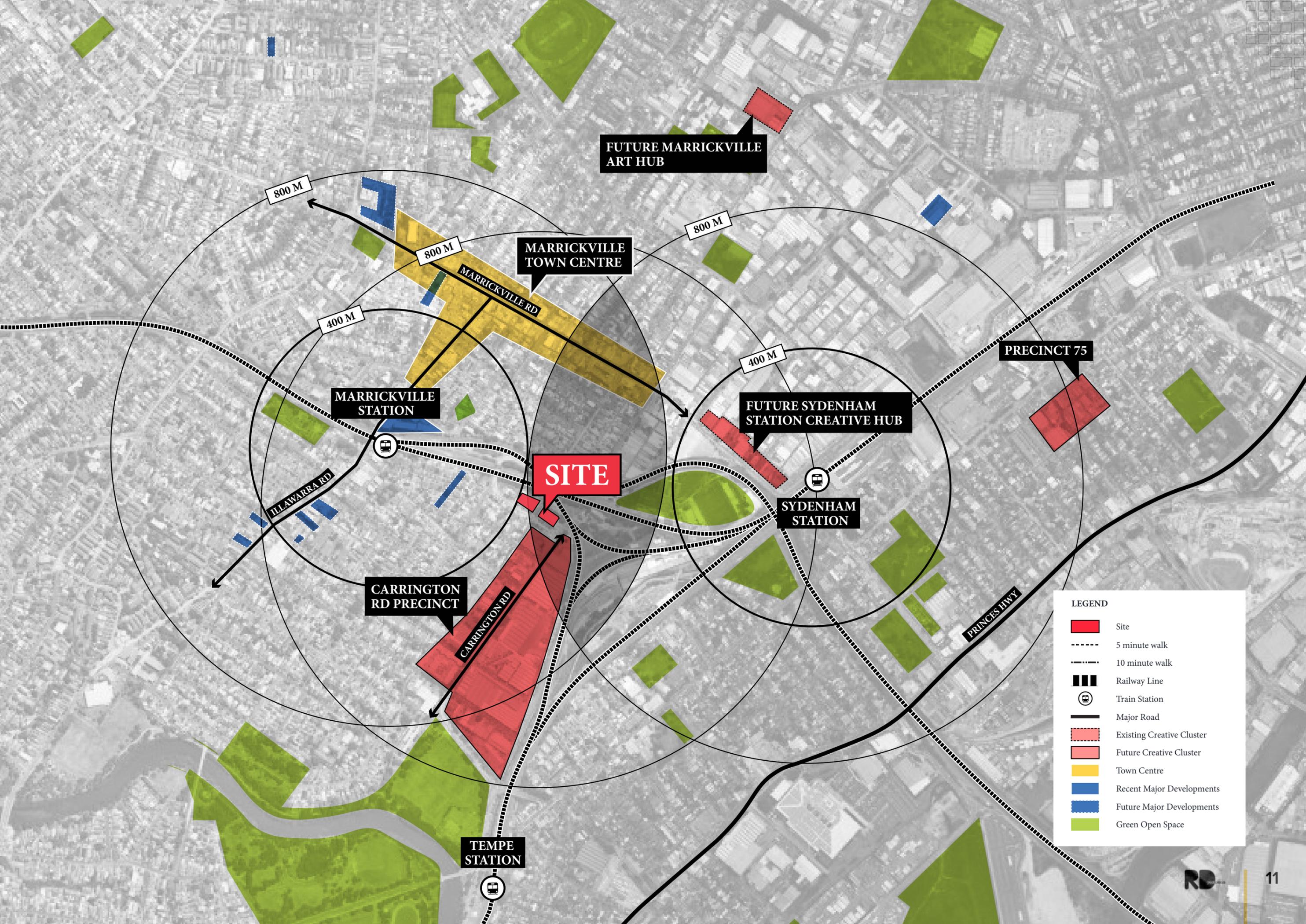
Located at 3 Myrtle Street Marrickville, the site is a 5 minute walk from Marrickville Railway Station/Metro.

Strategically located on both existing and emerging transport corridors. The soon to be constructed Southwest Metro will create a direct route with frequent services between Bankstown and Sydney's CBD - connecting to the North West. This latest transformation from heavy rail to metro will likely facilitate the greatest spike in growth in the south-west since initial subdivision. Each of these localities along this corridor has a unique character, scale and purpose and, therefore, their responding built form will emerge in a distinct way.

Situated between the Marrickville local centre, residential uses and a light industrial/creative precinct, 3 Myrtle Street is an opportune location to create a new destination for working, living and socialising.

With a site area of 3,768sqm the Proposal seeks to add Build-to-Rent as a permitted land use within the existing Light Industrial zone, increase the maximum building height to 42m (9 storeys) and increase the FSR to 4.65.





**FUTURE MARRICKVILLE
ART HUB**

**MARRICKVILLE
TOWN CENTRE**

PRECINCT 75

**MARRICKVILLE
STATION**

**FUTURE SYDENHAM
STATION CREATIVE HUB**

SITE

**SYDENHAM
STATION**

**CARRINGTON
RD PRECINCT**

CARRINGTON RD

PRINCES HWY

ILLAWARRA RD

MARRICKVILLE RD

**TEMPE
STATION**

LEGEND

- Site
- 5 minute walk
- 10 minute walk
- Railway Line
- ⊞ Train Station
- Major Road
- Existing Creative Cluster
- Future Creative Cluster
- Town Centre
- Recent Major Developments
- Future Major Developments
- Green Open Space

WHY NOW?

A GROWING NEED FOR SOCIAL CONNECTION AND SENSE OF COMMUNITY

The 20th century city has played a role in disconnecting communities and isolating people. In Sydney the average daily commute time is 70 minutes, and one third of all employed people in the city spend more than 90 minutes of commuting per day, and this figure is increasing¹. The more time that people spend commuting means less time they are spending with family, friends and loved ones - having negative implications on mental health.

Loneliness in cities has begun to receive widespread research and media attention, and it is considered that there are two major built environment factors which have led to feelings of disconnection among urban residents. **Firstly**, the development of vast suburbs, which have forced people to live away from neighbourhood centres and places of work. **Secondly**, the promotion of car culture, and the over-development of highways and streets for cars, rather than for pedestrians.

As a recent study on the effects of the built environment on mental health² shows, there is less evidence of depression for those living in dense mixed-use, urban areas with a fabric of five and six stories with a vibrant social life compared to less compact peripheral areas.

In light of the negative impacts that suburbia is having on psychology, it is no wonder that people today, especially young people, are seeking live-work and co-working environments and opting to live in high-density, mixed use areas, with a sense of social vibrancy.

A recent study on co-working spaces has revealed the following key findings:

- 87% of respondents report that they meet other members for social reasons, with 54% saying they socialize with other members after work and/or on weekends;
- 79% said coworking has expanded their social networks;
- 83% report that they are less lonely since joining a coworking space; and
- 89% report that they are happier since joining a coworking space.

In 2016, the world's largest co-working space operator, WeWork, launched a new co-living spinoff, WeLive. There are now thousands of companies across the globe offering business models which allow employees and residents to share space side-by-side with communal facilities.

In cities such as Sydney which have developed sharply delineated land use patterns, alongside a heavy reliance on the private car, it is no doubt that people will increasingly seek working and living arrangements where they feel a sense of belonging, and social connection to those around them.

¹: Transport for NSW, Sydney Household Travel Survey

²: The Effects of the Urban Built Environment on Mental Health, Giulia Melis et al (2015)

³: "Coworking Is Not About Workspace", Harvard Business Review, Dec 2017





Artist Impression of Myrtle Street Creative. For illustrative Purposes Only

WHY NOW?

THERE IS AN AFFORDABILITY CRISIS FOR ARTISTS AND CREATIVES

In most major western cities, including Sydney, 4% to 12% of the workforce is employed in the creative economy. At the same time the creative economy is dominated by micro-enterprises and self-employed people, those most vulnerable to the affordability crisis.

The most recent tide of gentrification in Sydney has led to a shortage of creative spaces, due to the disappearance of industrial buildings, and rising rents and property prices.

Artists and other creatives often use former industrial buildings and small warehouses. These are usually cheap, close to the city, and operate as creative hubs. However, much of Sydney's industrial land has been rezoned for residential uses. For example, the total area of industrial space in Redfern decreased by 65% between 2007 and 2012.

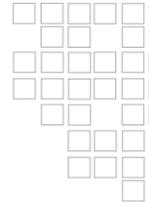
Furthermore, artists are also often compelled to accept short and restrictive leases on places to work and live - often which last just a few months because the properties are subject to development or demolition clauses. The result is a great deal of insecurity, making it difficult to plan their work schedules.

Many cities around the world have pursued policies to slow this progression. Examples include inclusionary zoning, social-purpose real estate, and leasing assets at below market rents (with government subsidies). However, many of these policies take time to implement, and meanwhile, artists are being priced-out.

Recent report "Culture and Value of Place" produced by renowned urbanist, Geoff Clarke, on behalf of Create NSW has undertaken an analysis of Sydney's arts and culture. It notes that Sydney's artists and those in cultural sectors are experiencing "an affordability crisis" which is primarily due to housing costs, high costs of living, lack of affordable workspaces, and wider costs associated with taxation and regulation.

The report suggests that Government should take a pro-active approach to intervening on this issue, and in particular suggests supporting the private sector in delivering pilot projects which support the creative sector.





CROSS OVER ACTIVITIES REQUIRE HYBRID SPACES

There is a growing need for hybrid spaces for hybrid activities. New technology, growth in micro-enterprises, faster product development cycles, and a greater appreciation for human networks to drive talent attraction and innovation all mean that many new businesses now require physical production as well as 'office space'.

Due to the increased speed of product development cycles many contemporary businesses have complex business models, which include the design, prototyping, production and marketing of both goods and services and they require spaces to accommodate this full range of activities.

Much of Sydney's industrial land does not meet the needs of these of these hybrid business activities. There is a growing recognition that the NSW planning system must now innovate to better allow for the development flexible light industrial spaces for contemporary business requirements.

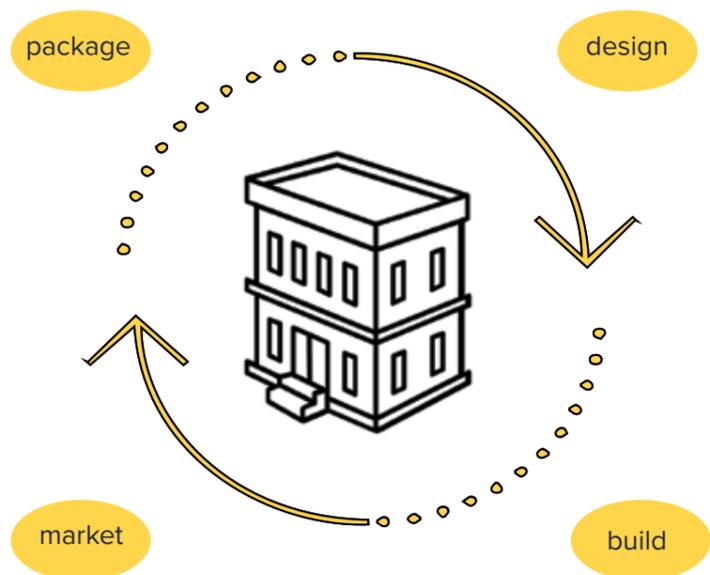


Figure 1: An example of a business model cycle which requires production space as well as office space.

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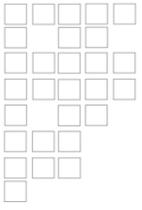
They are a design firm. They are a technology firm... But they are also hiring as many seamstresses and metal workers as they can.

”

- David Ehrenberg on Cyre Precisions, Maker City (2017)



The founders of Cyre Precision in New York who require hybrid spaces to accommodate for their business lifecycle.



WHY NOW?

SYDNEY'S INNER NEIGHBOURHOODS MUST INTENSIFY

Like many cities across the western world, Sydney underwent a period of de-industrialisation in the late twentieth century, and has established itself as a leading financial services centre.

However, the city remains the manufacturing capital of Australia and with the industry gross value added at \$21.5 billion (22.2% of national GVA in 2015-2016), its manufacturing story is far from over.

Despite this, Sydney has steadily lost employment land as residential demand and land values have risen. Lack of available space and increased rents have pushed businesses further out with impacts on traffic congestion and carbon emissions. Smaller businesses have struggled to survive the upheaval of relocation, with an impact on jobs.

As a result of this loss, the Greater Sydney Commission has adopted a “retain and manage” approach in order to protect this land use. However, as the city’s population continues to grow, there is a growing need to intensify land uses close to strategic transport networks and inner city business districts.

It is important to consider how industrial land located in inner neighbourhoods can be used more flexibly and intensively alongside residential uses - in essence moving from a ‘no net loss’ to a ‘net gain’ strategy.

“

Co-locating activities and social infrastructure in mixed use areas is a more efficient use of land and enhances the viability of, and access to, great places, centres and public transport.

”

- Eastern District Plan (2018) - Planning Priority E6



Street art in Marrickville. Photo by Paul D'Ambra

WHY HERE?

STREET LIFE, CREATIVE INDUSTRIES AND A STRONG SENSE OF COMMUNITY MAKES MARRICKVILLE A SOUGHT AFTER SUBURB FOR PEOPLE TO LIVE AND WORK IN SYDNEY'S INNER WEST.

Situated close to the core of metropolitan Sydney, Marrickville offers a dense urban environment, populated with a relatively affluent and highly skilled resident workforce, well served by major transport routes and within relatively close proximity to the economic hubs of the Sydney CBD, Sydney Airport, and Port Botany.

Marrickville's industrial lands are well positioned to accommodate demand from local (population serving) industrial activity as well as more strategic industries that serve a wider catchment - making it attractive for small scale businesses within creative and manufacturing sectors.

CREATIVE INDUSTRY CLUSTERING



- Dozens of existing clusters including Carrington Road and the Sydenham Industrial Estate supporting hundreds of businesses across the creative sectors.
- New 'creative hubs' expected at Rich Street and Sydenham Station Creative Precinct are envisioned to support a mix of land uses.

INDUSTRIAL ZONED LAND

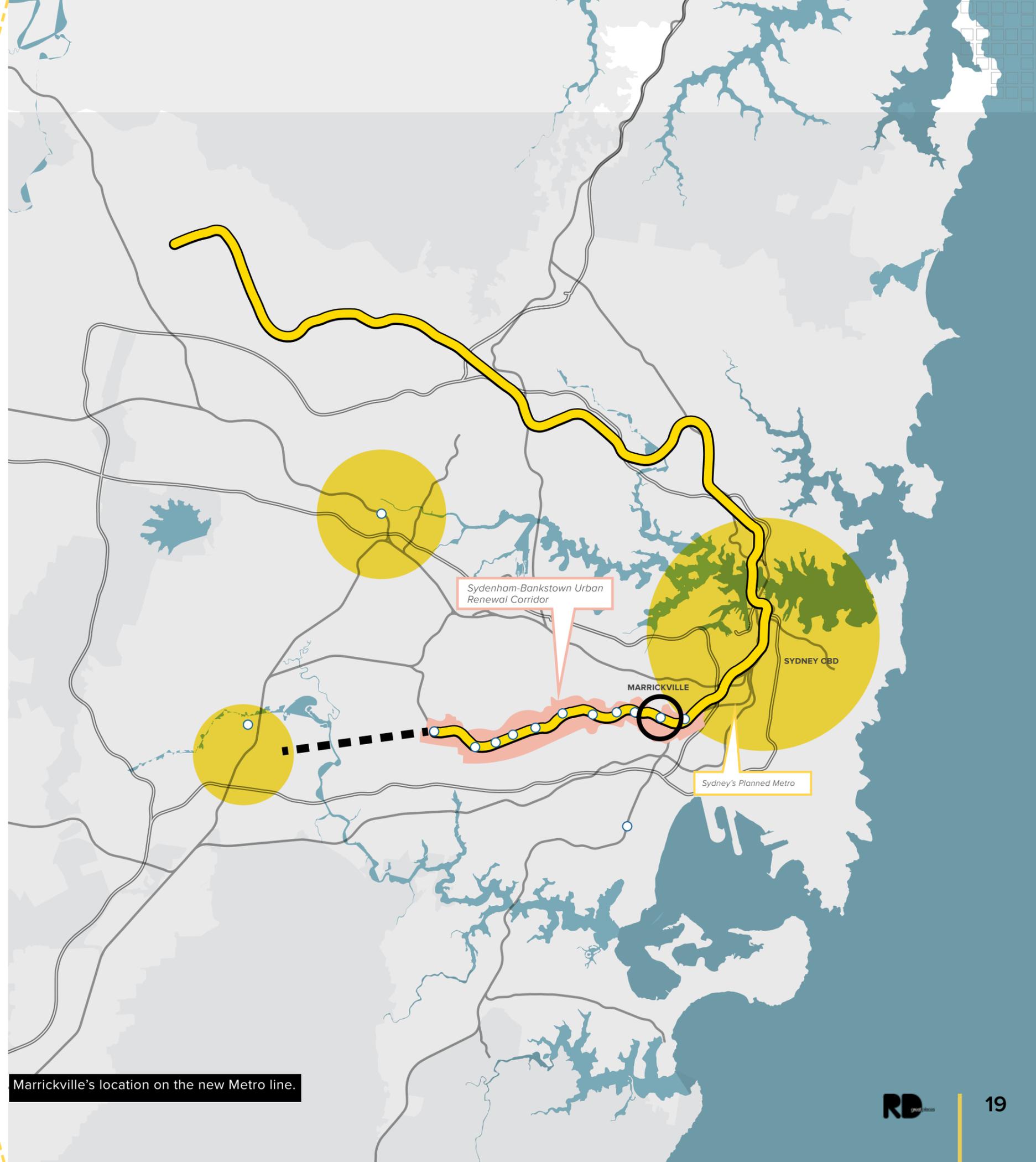


- Marrickville's industrial lands are well positioned to accommodate demand from local (population serving) industrial activity as well as more strategic industries that serve a wider catchment.

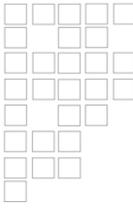
STRATEGIC TRANSPORT LOCATION



- The new Sydney Southwest Metro is Australia's largest public transport project.
- Marrickville Station will be upgraded to support the new metro service connecting Sydney's Southwest to the City.
- Opportunity for increasing housing around this new transport interchange in order to maximise the benefits from public transport, building Sydney into a 30 minute city.



Marrickville's location on the new Metro line.



MYRTLE STREET A BUILD-TO-RENT PILOT

FOCUSING ON THE PRIORITIES AND REQUIREMENTS OF MODERN TENANTS

“A Metropolis that works” points out that not all industrial precincts are the same and identifies the need to explore innovative ways to evolve industrial and urban services land.

Significantly underutilised from a strategic planning point of view, Myrtle Street Creative Build-to-Rent will be an exemplar pilot project illustrating how to balance strategic transit-orientated development whilst also underpinning the ‘retain and manage’ principle of industrial lands.

The live component of the live-create-play environment will come in the form of a Build-to-Rent product providing additional positive aspects to the proposal.

Build-to-Rent is purposed built development of residential property for rent instead of sale. Rents may be set at market rent or, for affordable and social housing, at a discount to market rents.

A build-to-rent land use definition and building provision has been introduced in the proposed Housing Diversity SEPP to assist NSW government in providing more types of this development, given its extensive social and economic benefits.

The Build-to-Rent model is well-established in the United Kingdom and is considered to help alleviate the country’s housing crisis by improving the quality, supply and choice of rental accommodation. A key benefit of the Build-to-Rent model is that

developments are specifically focused on the priorities and requirements of modern tenants.

These requirements can be tailored to tenants at particular stage of life, or with certain interests. It is the intention that the Myrtle Street Build-to-Rent residences are designed as live-work dwellings, co locating living and space and creative space. The model will provide a more affordable lifestyle for those in the arts and creative sectors and will be a catalyst for it’s own asset class and land use definition, separate from Residential Flat Buildings. As an asset, the residential component can never be individually strata titled, allowing the building to be traded only.

The well-being of tenants is fundamental to the success of the process because - put simply - happy tenants equate to a lower turnover, and this creates consistency in rental income for the investors.

The proposal anticipates a diversity of rental opportunities, including the couple of ground floor warehouse spaces with the build-to-rent units themselves.

For the tenants of Myrtle Street Creative Build-to-Rent, this will mean a superior maintenance service, lively communal areas, and a relationship with the landlord which enables for long-term tenancies. Furthermore, it will provide an additional level housing diversity for the area.

“

Build-to-Rent is the process whereby developers and their financiers build multi-unit buildings and, instead of selling the units, retain them to rent to tenant households.

”

- Australian Housing and Urban Research Institute, 2017



Artist Impression of Myrtle Street Creative. For illustrative Purposes Only

STATE PLANNING CONTEXT

THE EASTERN DISTRICT PLAN 2056 (2018)

The Eastern District Plan, sitting within the Metropolis of Three Cities, developed by the Greater Sydney Commission, sets out priorities and actions for Greater Sydney's Eastern District, including the Waverley Local Government Area.

The District Plan identifies liveability priorities which are relevant for the site, such as, fostering healthy, creative and culturally rich and socially connected communities.

The District Plan informs Local Strategic Planning Statements and Local Environmental Plans, the assessment of planning proposals as well as community strategic plans and policies.

WHAT IS A METROPOLIS OF THREE CITIES?

To transform Greater Sydney into a metropolis of three cities to meet the needs of a growing and changing population. Re-balancing economic and social opportunities to deliver the benefits more equally and equitably across Greater Sydney.

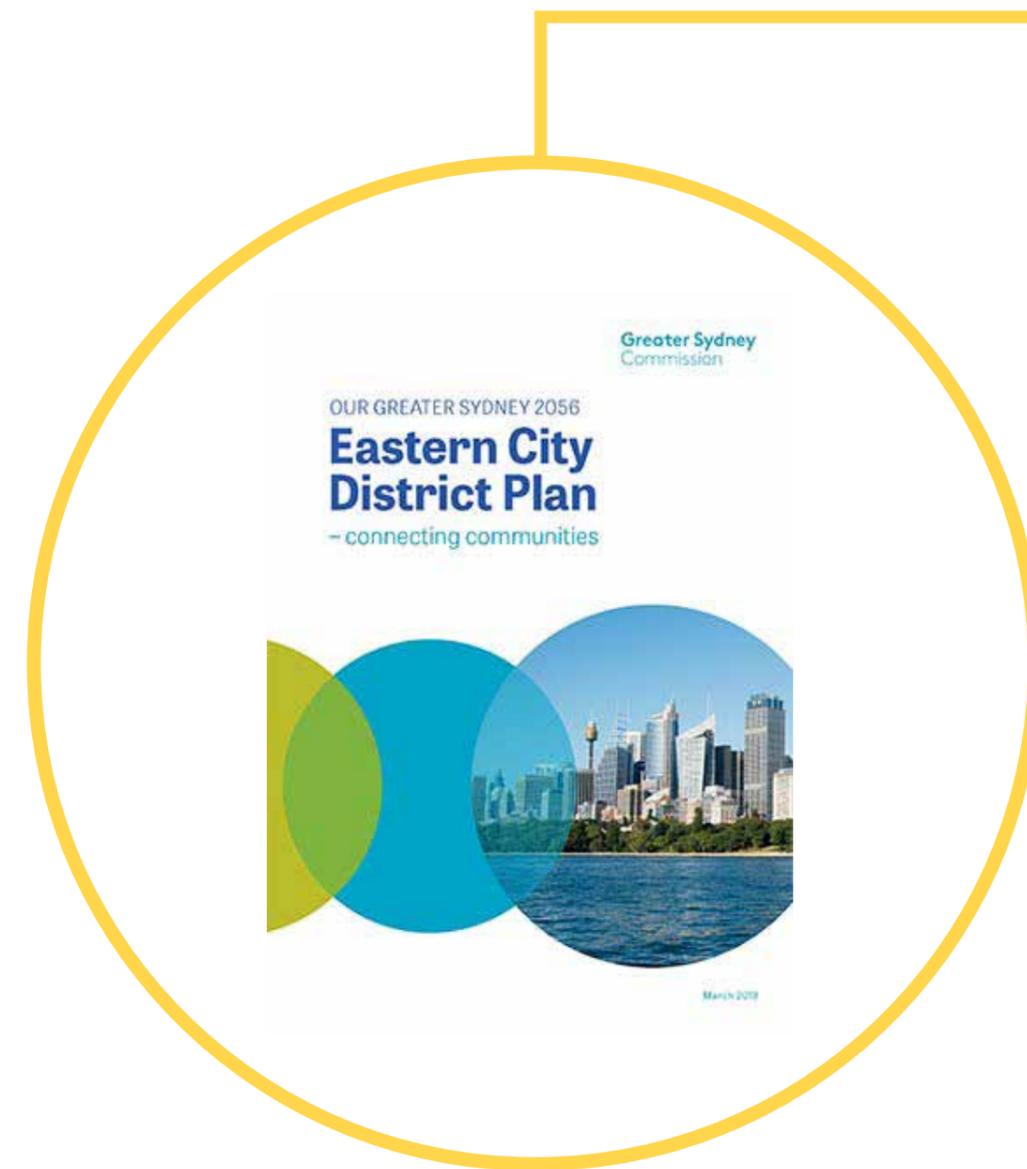
THE OBJECTIVE

The vision for Greater Sydney is a Metropolis of Three Cities – the Western Parkland City,

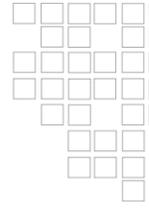
the Central River City and the Eastern Harbour City and a 30 minute city. The Eastern City District is at the centre of the Eastern Harbour City with the Harbour CBD, as its metropolitan centre, Australia's global gateway and financial capital. The vision will improve the District's lifestyle and environmental assets..

RELEVANCE:

Priority E1 of the Plan seeks to achieved a city hat us supported by infrastructure. The plan explains that there is room to better align growth with infrastructure by identifying place-based infrastructure priorities.



“ The Eastern City District Plan is a 20-year plan to manage growth in the context of economic, social and environmental matters to achieve the 40-year vision for Greater Sydney. ”



How does Myrtle Street Creative respond to the 'Eastern District Plan'?

1. INFRASTRUCTURE AND COLLABORATION

E1	A CITY SUPPORTED BY INFRASTRUCTURE	The proposal increases density within an area of high public transport accessibility, housing diversity, ground floor commercial opportunities & publicly accessible open space.
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2. LIVEABILITY

E3	SERVICES AND SOCIAL INFRASTRUCTURE FOR PEOPLE'S CHANGING NEEDS	The proposal fosters a healthy, diverse and resilient place, whilst improving the quality of life by creating vibrant ground floor spaces. The internal communal areas create the opportunity for Build-to-Rent residents and employees of a range of ages to socialise within their community, within walking distance to the local centre's shops and amenities.
E4	HEALTHY, CREATIVE, CULTURALLY RICH AND SOCIALLY CONNECTED COMMUNITIES	3 Myrtle Street will not only strengthen social connections within the local community by creating active frontages and improving the public realm at street level, but it will create a workspace and breadth of new communal areas within the building itself which aim to support creative enterprise and cultural expression. In addition, the building's location to Marrickville local centre and a new public transport interchange creates the opportunity to live healthier lifestyles where employees and residents can walk and cycle to the railway station, shops and a range of amenities.
E5	PROVIDING HOUSING SUPPLY, CHOICE AND AFFORDABILITY	The concept introduces build-to-rent housing to enhance overall supply, choice & affordability of homes that meet a growing creative sector population. By creating housing near to new infrastructure, the proposed development creates an opportunity to optimise transport infrastructure and therefore enable access to jobs, health, education and recreation facilities, thus aligning with government infrastructure policies which seek to provide more housing in the right locations.
E6	CREATING AND RENEWING GREAT PLACES AND LOCAL CENTRES AND RESPECTING THE DISTRICT'S HERITAGE	The development will comprise a well-connected urban form that has a unique character and distinctive mix of land uses, activities, social connectors and functions. Increased residential accommodation in the form of Build-to-Rent within a short walking distance to the centre will help to create a walkable Marrickville local centre.

3. PRODUCTIVITY

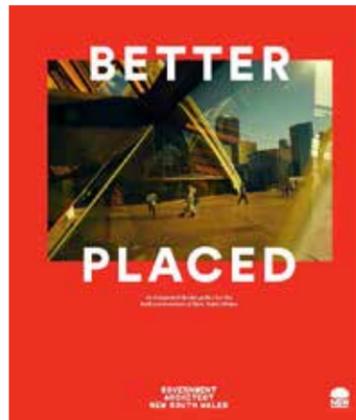
E10	DELIVERING INTEGRATED LAND USE & 30 MINUTE CITY	Contributing to the 30min city model by integrating land uses within the local centre, which is highly accessible by public transport. Decreasing the need for long commutes and increasing people's access to jobs and services is important for the liveability, productivity and sustainability of the site, and city, more widely.
E12	RETAINING AND MANAGING INDUSTRIAL AND URBAN SERVICES LANDS	The proposed development recognises the importance of industrial and urban services land for Sydney's economy. It also acknowledges that the economic sector is continuing to change with emerging technologies and new industries with different requirements, and will therefore need to evolve from traditional industrial land into more complex employment land which can accommodate for evolving business practices.
E13	SUPPORTING GROWTH OF TARGETED INDUSTRY SECTOR JOBS	The proposed industrial workshops and creative spaces are specifically targeted towards young, entrepreneurial businesses which can leverage off flexible, social workspaces in close proximity to the city in order to innovate their product, service and/or business model.

4. SUSTAINABILITY

E18	HIGH QUALITY OPEN SPACE	The proposal offers multi-purpose and accessible open space to a variety of users at the ground level. It will be an important place for locals people to relax, meet and socialise, adding value to the character of the local area.
E19	REDUCING CARBON EMISSIONS	The concept provides additional dwellings in a local centre with good transport accessibility, minimising the need for private vehicles use and green house gas emissions.

STATE PLANNING CONTEXT

BETTER PLACED



The Government Architect's Architecture and Design strategy articulates the means and methods to value and improve the built environment and public domain. Leveraging the GA200+ series of forums, workshops and discussions delivered to date, it offers directions towards design excellence at the scale of cities and towns, the public realm, and buildings.

The Policy directly references existing State Environmental Planning Policies, Local Environment and Development Control Plans and influences the development of new ones.

THE OBJECTIVE

The strategy aims to create a safe, equitable, sustainable built environment, which is distinctive and of its place, creates value and is fit for purpose.

WHAT IS DESIGN EXCELLENCE?

Every new development has the potential to transform people's quality of life, stimulate the economy and enhance the environment. The design of built environment shapes the places in which we live, work and meet. The quality of design affects how spaces and places function, what they contribute to the broader environment, and which kind of end-user or audience they attract.

THE PRINCIPLES

Collectively, the principles, seen to the right, aim to achieve the kinds of urban places and spaces we collectively aspire to, how we deliver these and ultimately move towards better understanding, measuring and capturing the benefits of good design.

RELEVANCE:

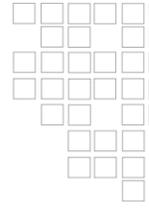
The principles aim to achieve the kinds of urban places and spaces we collectively aspire to, how we deliver these and ultimately move towards better understanding, measuring and capturing the benefits of good design.

According to the Strategy, it is anticipated the ongoing development of the Draft Policy and its subsequent Design Guidelines will reference existing State Environmental Planning Policies, Local Environment and Development Control Plans and influence the development of new ones. We must ensure a design response for our site ties into these efforts.

“

Better Placed has been developed by the Government Architect to deliver the strategic approach needed to ensure that as our cities and towns grow bigger they get even better.

”



How does Myrtle Street Creative respond to the 'Better Placed'?

1 BETTER FIT: CONTEXTUAL, LOCAL AND OF ITS PLACE

The proposal has been developed through analysis of the site's setting in both Marrickville and the wider Sydney context. The high quality built form resonates with the area's local character - particularly its distinct art deco industrial heritage. Myrtle Street Creative will enhance the unique qualities of the local place, helping to make it a highly desirable place to live and work and attract more investment.

2 BETTER PERFORMANCE: SUSTAINABLE, ADAPTABLE, DURABLE

Response to future changing needs are incorporated into the built form concept in the form of new, adaptable and centrally-located workspaces, transport accessible housing, on site bicycle parking, as well as a new public realm which will enhance the pedestrian's experience of Marrickville. The adaptable work and creative spaces can adjust to changes over time, without requiring significant changes or replacement. Our sustainability initiatives identified later in the report are fundamental to our holistic design approach.

3 BETTER FOR COMMUNITY: INCLUSIVE, CONNECTED AND DIVERSE

Myrtle Street Creative will include a range of new publicly accessible spaces which will be welcoming and accessible for all. A variety of social spaces in conjunction with a ground floor industrial land uses, as well as creative spaces above, which will create a safe, welcoming, engaging and resilient place. There will be a range of housing and tenure types including the provision of adaptable housing, which seek to provide resilience in the face of changing requirements.

4 BETTER FOR PEOPLE: SAFE, COMFORTABLE AND LIVABLE

The concept has been developed with a place-led approach, seeking to ensure the final concept greatly improves the local environment for pedestrians and adds significant value to the liveability of the wider neighbourhood. Our focus has been on an exemplar creative, industrial and Build-to-Rent precinct, oriented towards a new, high quality building which is valued by the local community.

5 BETTER WORKING: FUNCTIONAL, EFFICIENT AND FIT FOR PURPOSE

Each section of the building has been carefully designed according to its intended use to ensure that all activities undertaken in the building and on the wider site can be easily performed in an efficient manner with minimal amenity conflicts between each use. The design supports both formalised, structured activities, as well as spontaneity (in the form of publicly accessible open spaces, communal areas and breakout spaces) to enhance the happiness and, therefore, productivity of those working on the site.

6 BETTER VALUE: CREATING AND ADDING VALUE

This proposal adds significant value to Marrickville by leveraging and building on the existing characteristics and qualities of the building to increase the social, economic and environmental benefits to the community. The return on investment goes beyond being financial, as it is considered that there is significant social value in enhancing the local district. Furthermore, good design such as what is proposed tends to support and encourage further good design, raising the standard in the local area and multiplying value over time.

7 BETTER LOOK AND FEEL: ENGAGING, INVITING AND ATTRACTIVE

The feel of Marrickville is important. Myrtle Street Creative has been developed in such a way as to encourage community interaction, communication and expression. The aesthetic of the built form, activation of the Myrtle Street frontage, and new public realm ensures people can relate and use these spaces. Through a series of design techniques, the proposed built form showcases architectural quality that is visually attractive but multi-functional, promoting a vibrant and productive employment precinct.

STATE PLANNING CONTEXT

GREENER PLACES

Greener Places is the Draft Green Infrastructure policy produced by the Government Architect NSW to guide the planning, design and delivery of Green Infrastructure in urban areas across NSW.

The draft policy builds on the Sydney Green Grid - the design-led Green Infrastructure strategy developed to create a network of high quality green areas that connect town centres, public transport networks and major residential areas in Sydney.

The policy is assessed against agreed criteria, enabling better opportunities for industry to embed the benefits of a greener approach to projects.

THE OBJECTIVE

The policy aims to create a healthier, more livable and sustainable urban environment by improving community access to recreation and exercise, supporting walking and cycling connections, and improving the resilience of urban areas.

WHAT IS GREEN INFRASTRUCTURE?

Green Infrastructure is the network of green spaces, natural systems and semi-natural systems including parks, rivers, bushland and private gardens that are strategically planned, designed and managed to support a good quality of life in an urban environment.

THE PRINCIPLES

Green Infrastructure connects vital life support systems for urban environments. Well-designed Green Infrastructure responds to four key principles:

- Integration;
- Connectivity;
- Multifunctionality; and
- Participation.

The quality of design affects how spaces and places function, what they contribute to the broader environment, and which kind of end-user or audience they attract.

Collectively, the principles, seen to the right, aim to achieve the kinds of urban places and spaces we collectively aspire to, how we deliver these and ultimately move towards better understanding, measuring and capturing the benefits of good design.

RELEVANCE:

The principles aim to achieve the kinds of urban places and spaces we collectively aspire to, how we deliver these and ultimately move towards better understanding, measuring and capturing the benefits of good design.

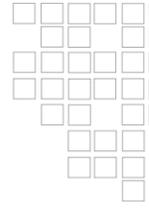
According to the Strategy, it is anticipated the ongoing development of the Draft Policy and its subsequent Design Guidelines will reference existing State Environmental Planning Policies, Local Environment and Development Control Plans and influence the development of new ones. We must ensure a design response for our site ties into these efforts.

“

Greener Places is an overarching scheme for ensuring connection and integration of our green assets, ensuring their contribution to quality of life, and that the environment and the economy are maximised, rendering a working whole that is far greater than the sum of its parts.

”





How does Myrtle Street Creative respond to the 'Greener Places'?

1 **INTEGRATION: COMBINE GREEN INFRASTRUCTURE WITH URBAN DEVELOPMENT + GREY INFRASTRUCTURE**

Myrtle Street Creative includes street trees and green roofs to ensure that the urban heat island effect is mitigated and stormwater runoff is reduced. In addition, greenwalls will contribute to insulation. The proposal seeks to integrate greenery within the urban courtyard and laneway, and will ensure sustainable initiatives such as water recycling and community vegetable gardens are promoted.

2 **CONNECTIVITY: CREATE AN INTERCONNECTED NETWORK OF OPEN SPACE**

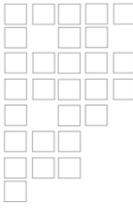
The proposal to improve the public realm at the ground level promotes a wider local-scale open space network consisting public realm and green spaces of different types and sizes. Within the surrounding pedestrian network is a series of existing and potential laneways which provide the opportunity for further pedestrian activity between Myrtle Street and Marrickville Station. Improving the streetscape for people to linger and socialise creates social connectivity by establishing a new destination between the local centre, station, Carrington Road industrial precinct, and surrounding residential areas.

3 **MULTI FUNCTIONALITY: DELIVER MULTIPLE ECOSYSTEM SERVICES SIMULTANEOUSLY**

The renewal of this site on Myrtle Street will enhance this part of Marrickville's character and sense of place. The multifunctional nature of the development will provide a multitude of socio-cultural and economic benefits to both visitors and Build-to-Rent residents. In particular, they will foster community identity, sense of connectedness, and community capacity.

4 **PARTICIPATION: INVOLVE STAKEHOLDERS IN DEVELOPMENT AND IMPLEMENTATION**

The proposed laneway and urban courtyard allow for community gatherings and offer amenity to the residents of the wider area. Residents will be encouraged to participate in the public and private realm through varied programming, weekend and seasonal offering, and communal facilities.



STATE PLANNING CONTEXT

SYDENHAM TO BANKSTOWN URBAN RENEWAL CORRIDOR STRATEGY (REVISED), 2017

The Sydenham to Bankstown Urban Renewal Corridor Strategy provides a framework for development to address Sydney's population growth that is cohesive with the existing character and amenity of each precinct.

The strategy proposes changes to land use and built form controls that would provide an extensive increase of dwellings and create more job opportunities. It provides a planned approach to growth with infrastructure delivery and development co-ordinated along the corridor, whilst advocating for new homes and jobs over the next 20 years and builds on the Sydney Metro City and South West projects.

The Myrtle Street Creative project team recognise the existence of the strategy, but it is also noted that the recommendations in this strategy are subservient to that of the Eastern District Plan.

RELEVANCE

The Draft Strategy aligns with the Eastern District Plan by protecting and enhancing heritage, and pro-actively planning for Marrickville to develop a network of open spaces and increase commercial floorspace and housing provision in areas with good public transport accessibility.

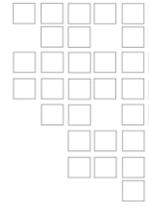
The Draft Strategy identifies a growth forecast for Marrickville, which is predicted as having one of the largest population growth increases over the life of the strategy.

The Revised Draft Strategy identifies the site at 3 Myrtle Street for an increase to high rise (12 storeys) mixed use in order to provide opportunity for taller buildings. It also acknowledges the possibility for a new station entrance near Riverdale Avenue.

“

The Strategy seeks to leverage opportunities presented by renewal to relieve congestion through transport upgrades and location of new homes within a short walk stations, improve the public realm and pedestrian connectivity with new connections and urban open spaces...

”



CREATE NSW - CULTURE VALUE AND PLACE, 2018

Authored by renowned urbanist Greg Clarke for Create NSW, this paper reviews and compares culture and arts in Greater Sydney. It is based on a review of more than 20 reports on culture, a targeted set of international comparative benchmarks and analyses, and more than 50 interviews with private and public stakeholders in the city. It has also utilised dedicated interviews with leaders and experts in other global metropolitan regions and a case study analysis of 18 city-regions in total.

RECOMMENDATIONS

Drawing on the insight of international experience and research, the report makes 10 recommendations that aim to fulfill the promise of Greater Sydney as the world's next great cultural metropolis. These include:

- Distill Sydney's unique DNA and tell a bolder story
- Optimise the cultural impact of catalytic developments
- Support and amplify what already exists and works well
- Tackle the affordability crisis
- Explore the opportunities to create shared facility and joint use hubs
- Foster a 'peak leadership' platform for the sector
- Scale up the collaboration among Sydney's

- great cultural institutions and organisations
- Build a whole Government approach;
- Develop a cultural talent attraction and retention policy; and
- Celebrate Sydney's special history and diversity.

RELEVANCE:

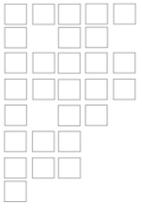
According to the report, Sydney is experiencing an affordability crisis for artists and cultural workers, due primarily to housing costs, costs of living, affordable workspace, and wider enterprise costs. A number of strategies are outlined which aim to improve this crisis, including intervention from the government to actively invest in and part-part subsidise artists studios. This includes partnering with the private sector to achieve pilot projects.



Government should explore all options to intervene proactively to invest in and part subsidise artist studios, in or close to areas where artists already work. A set of pilot projects or zones can help test the effect of different kinds...

- Greg Clarke





STATE PLANNING CONTEXT

PROPOSED HOUSING DIVERSITY SEPP (2020)

The new housing types that are proposed to be introduced as part of the new SEPP are designed to attract institutional investment and provide for a more stable rental sector. Additionally, they would also support a significant number of jobs during the planning and construction phases and lead to long lasting community benefits as a result of increased housing supply and diversity.

The Department has introduced a new definition in the Standard Instrument LEP that will improve stability in the rental sector and provide more clarity for all stakeholders for the delivery of Build-to-Rent housing.

Build-to-rent housing is defined under the SEPP as providing large scale apartment developments with long term leases and on-site management.

“

Changes to facilitate more social housing are also proposed and three new diverse housing types – build-to-rent housing, student housing and co-living – are being introduced to provide more housing options for the people of NSW.

”

LOCAL PLANNING CONTEXT

OUR PLACE INNER WEST - LOCAL STRATEGIC PLANNING STATEMENT (ADOPTED 20TH MARCH 2020)

Our Place Inner West – Local Strategic Planning Statement, sets out the vision for the area in 2036 and the actions that will be taken to achieve this vision.

Based around six themes it identifies the challenges and opportunities for our communities, in the context of a changing climate, changing technologies and a growing population. The Statement sets out planning priorities, objectives and actions to enable opportunities for social, economic and environmental benefits to be taken while maintaining the character, culture and values so important to the identity of Inner West communities.

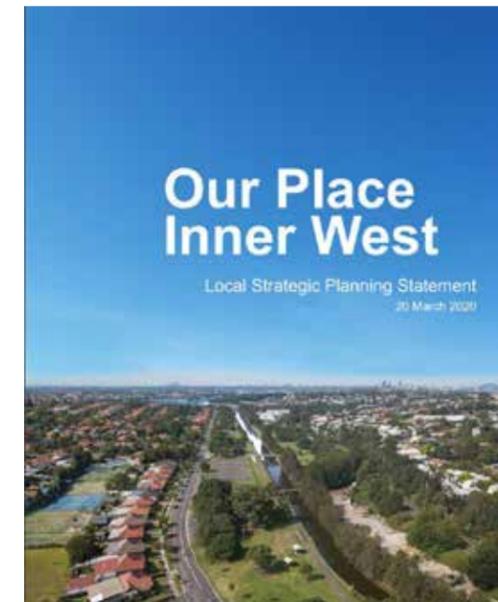
Specific planning priority Objectives relevant to the Myrtle Street Creative Built-to-Rent, include:

- PP6: Provide for a diverse mix of housing typologies;
- PP7: Provide urban spaces that support community needs and creative places;
- PP9: Inner West continues to grow as a leading creative and cultural hub.

“

Inner West is home to artists, musicians, writers, studios, galleries, creative industries, artist-run initiatives, theatres and festivals. The current planning framework does not reflect the diversity of the creative sector or its requirements.

”



LOCAL PLANNING CONTEXT

INNER WEST 2036 - COMMUNITY STRATEGIC PLAN

The Inner West local government area was established when Inner West formed on 12 May 2016, from the former councils of Ashfield, Leichhardt and Marrickville. Our Inner West 2036 is the Inner West Community Strategic Plan (CSP). It identifies the community's vision for the future long term goals, strategies to get there, and how to measure progress towards that vision.

The Plan identifies a number of strategic directions for the LGA, including:

- An ecologically sustainable Inner West;
- Unique, liveable, networked neighbourhoods;
- Creative communities and a strong economy;
- Caring, happy, healthy communities; and
- Progressive local leadership.

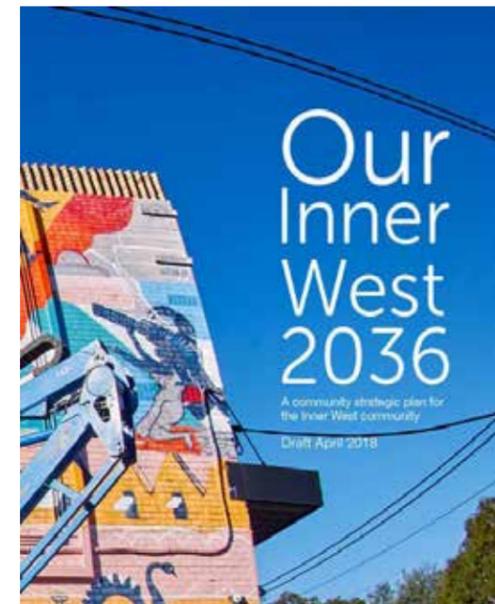
The plan identifies a range of outcomes to achieve these directions, including "Position Inner West as a place of excellence for creative industries and services and support them to thrive" (3.1.1).

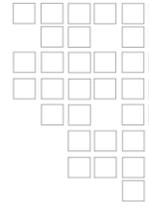
Furthermore, the Plan outlines specific challenges to the LGA, and notes that the rising costs and the decreasing availability of commercial space could lead to creative industries moving elsewhere.

“

Rising costs and the decreasing availability of commercial space of a suitable size limit opportunities for creative communities to find or maintain workspaces, from small studios to large scale warehouses. This may force them to seek accommodation elsewhere.

”





MARRICKVILLE LOCAL ENVIRONMENTAL PLAN 2011

The Marrickville LEP (2011) aims to make local environmental planning provisions in accordance with the relevant standard environmental planning instrument under section 33A of the Act.

This is a key document in the context of the current proposal as it sets the desired future character objectives and the built form controls which apply to 3 Myrtle Street.

MARRICKVILLE DEVELOPMENT CONTROL PLAN 2011

The Development Control Plan (DCP) (2011) sets specific planning and design guidelines including built form controls, parking, biodiversity and tree preservation, signage, heritage conservation and safety.

The DCP contains controls which must be considered in the planning and design of any new development in the suburb of Marrickville within Inner West. In particular, it sets out objectives and controls to enhance the function and appearance of industrial zones (see Objectives 06 and 08).



Objective 06: To improve the environmental and aesthetic amenity of industrial areas for those who visit and/or work in the areas.



Objective 08: To encourage the development of cleaner, well-landscaped industrial zoned areas with well maintained industrial buildings and sites.



LOCAL PLANNING CONTEXT

INNER WEST EMPLOYMENT AND RETAIL LANDS STRATEGY DRAFT (2019)

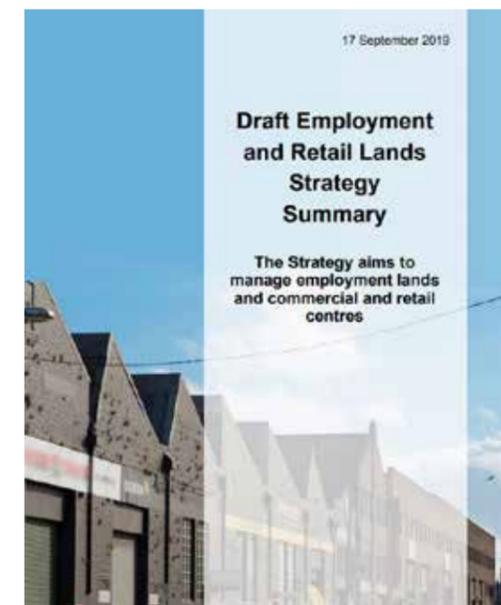
The Inner West Employment and Retail Lands Strategy provides an approach for managing land to maximise productivity and facilitate job growth – with both being important to the long term prosperity of the Inner West Local Government Area. Myrtle Street Creative is consistent with the Strategy as it:

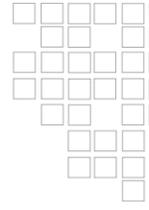
- Supports target industries i.e. the culture and arts sector which have been identified in the greater Sydney Commission's Metropolis that Works as crucial to retain.
- Supports Strategic Direction Three, which indicates that there is a need to provide a wide range of suitable floorspace to enable businesses to expand and grow or contract dependent on their needs.
- Helps to provide a solution to the the ongoing gentrification of industrial urban services land, which is placing pressure on the availability and affordability of space for traditional and creatives uses.
- Builds on the existing and evolving role of Carrington Rd as a creative precinct
- Specifically supports co-location of different creative opportunities and co sharing, regardless of a particular use category (Strategy 1.6).
- Provides opportunity for partnerships with creative spocae providers to deliev affordable and diverse creative spaces (Strategy 1.6).
- Creates an attractive place to do business and visit, and provides diversity in size and composition of floorplates enhancing the opportunity for the location of a range of creative industries.

“

Businesses and industries are constantly growing, changing, adapting and emerging. To respond to changing business and industry requirements it is important to retain and manage a diversity of employment space that can be easily adapted and repurposed in the future.

”





INNER WEST HOUSING STRATEGY (ADOPTED MARCH 2020)

At the highest level Myrtle Street Creative delivers on Inner West Council Housing Strategy's Housing Vision and Principles, including:

- The accommodation of housing growth through a range of sensitive infill compatible with heritage values and local character.
- Providing a range of tenures that cater to people at all stages of their lives;
- Start to close the affordability gap between housing need and provision;
- Location of housing in an area within 10 minutes of centres and transport services.

Although a critical tenure in the inner west, the Strategy acknowledges that affordability is an issue for boarding houses. The proposed build-to-rent model is essentially an evolution of the boarding house model, which has been scaled up to provide an improved, affordable tenure for residents.

In terms of housing affordability, there is an opportunity to provide 15% of new housing as affordable build-to-rent units and by default corresponding affordable floorspace will be pegged at an agreed rate to deliver Council's objectives of housing affordability.

Build-to-Rent housing affordability will aim to provide units whereby households pay no more than 30% of their gross household income on their rental payments.



Providing more housing in Inner West will be achieved by delivering a range of housing types in various ways, underpinned at every stage by the housing vision, principles and priorities.



02

LOCAL MERIT



UNDERSTANDING THE
PLACE

A SHORT HISTORY OF MARRICKVILLE

The traditional owners of the land of Marrickville are the Cadigal people of the Eora Nation, and its Aboriginal name is Bulanaming. The role of the swamp wetlands played an important part in Aboriginal life as a source of plants and animals.

In the first hundred years after European settlement, the area was primarily owned by handful of wealthy residents with timber yards and dairy farms. From the 1890s large numbers of industrial companies were established in Marrickville (including woollen mills, steel and metal operations and automotive and various service industries), having a lasting impact on the character of the area.

During the early to mid 20th century, Marrickville's population boomed alongside its growing economy. With a huge influx of migrants and the building of cultural buildings such as the Town Hall, it also became a centre for culture and night-life. The local orchestra and dancing and entertainment venues attracted socialites from across the region.

The process of de-industrialisation began in the 1970s. Many of the larger businesses, such as the woollen mills and Fowler's Potteries, either closed or decentralised, moving their operations to cheaper land and larger premises on the suburban fringe.

Today, there are still industrial zones within Marrickville but they are mainly populated by light industries employing smaller number of workers. The suburb has become an attractive option for inner city living, and is still known for its cultural diversity, creative businesses, the arts and music events.



General Motors Opening Day, Carrington Road, 1926



Marrickville Municipal Symphony Orchestra, 1930



Vicar's Weaving Rooms



The Old Wool House

URBAN CONTEXT

HISTORY OF DEVELOPMENT IN MARRICKVILLE

Pre 1788

The traditional owners of the Marrickville land are the Cadigal of the Eora Nation.

Early 1800s

After European settlement, the region was primarily owned by Dr Wardell until he was murdered by two escaped convicts in 1834.

1855

A turning point in the area's history was 1855 when Marrick Estate was subdivided, laying down the village of Marrickville - cottages, shops and churches soon appeared

Late 1800s

The late 1800s saw Marrickville prosper due to brickmaking.

Early 1900s

The suburb began to establish itself as one of Sydney's most important industrial neighbourhoods.

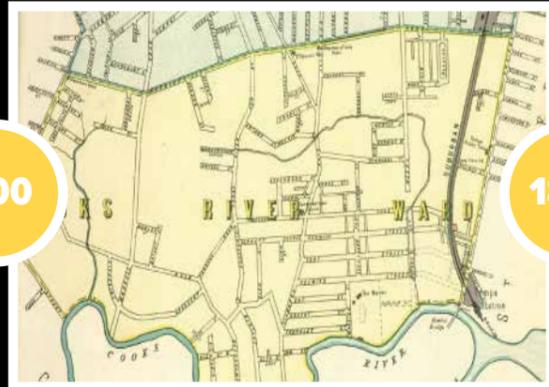
1930s

By the 1930s Marrickville had developed a distinct industrial character with over 500 industries and undertakings.

1750



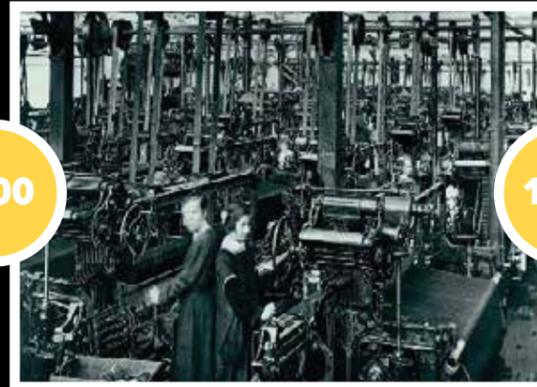
1800



1850



1900



1950



Artist's impression of early settlement on Cook's River.

Marrickville in 1888.

Thomas Daley Brickworks. C. 1900.

Vicars Woolen Mills. 1905.

Marrickville's industry from above. 1940.

1970s to 2000s

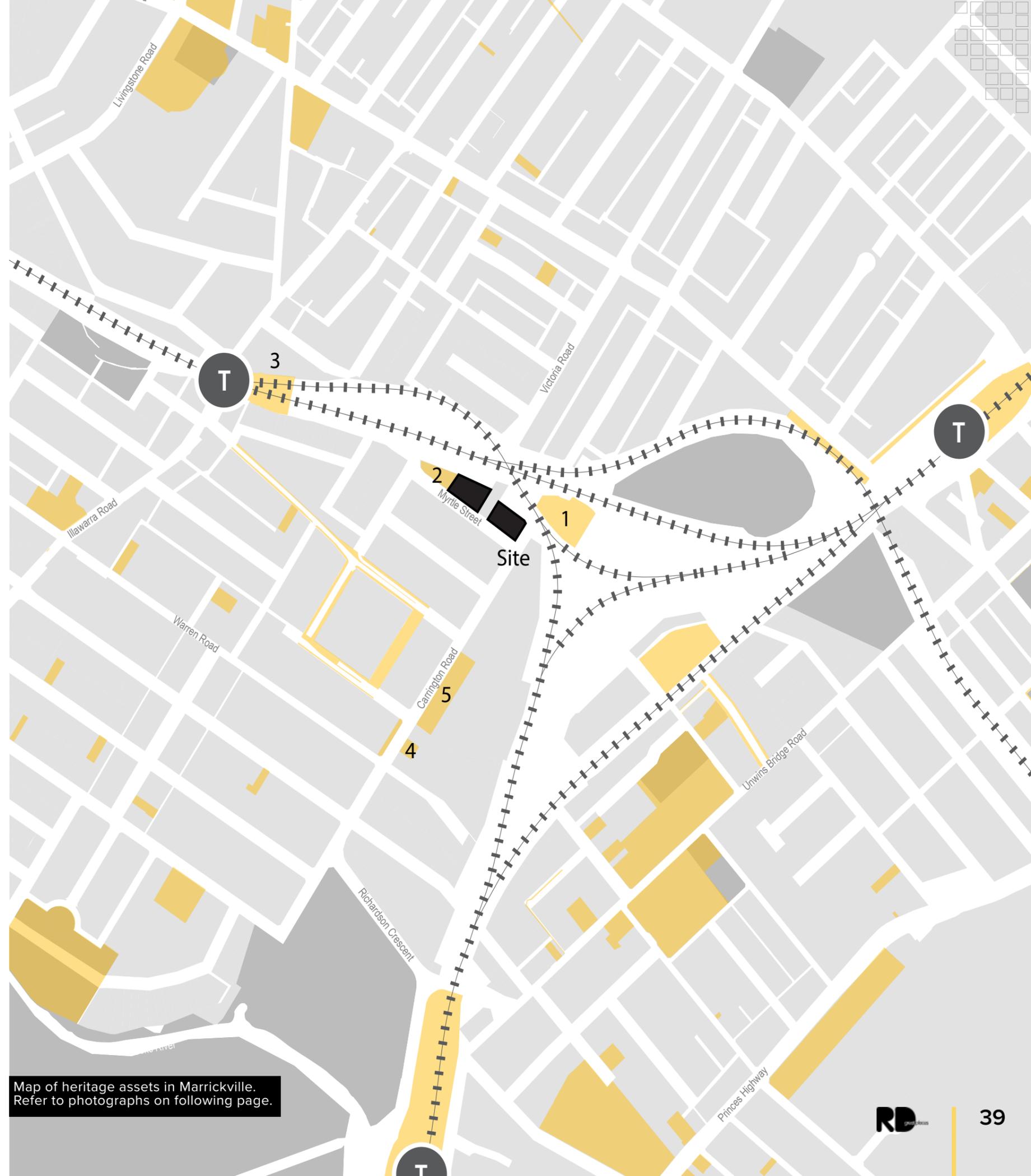
The process of deindustrialisation began in the 1970s. Many of the larger sites, such as the woollen mills and Fowler's Potteries, either closed or decentralised, moving their operations to cheaper land and larger premises on the suburban fringe

? 2019



2000

Construction of residential apartments on ex-industrial land.



Map of heritage assets in Marrickville. Refer to photographs on following page.

URBAN CONTEXT

HERITAGE

There are a number of heritage items and historically significant assets within close proximity to the site. Given the industrial history of the neighbourhood, many of these were either directly or indirectly related to the suburb's 20th century manufacturing industries.

Adjacent to the site, the 'Loch Lomond' is an 1860 building of James Meek Junior, the son of an early Sydney colonialist and land owner.

On the eastern boundary of the site sits the heritage listed pumphouse and associated federation-style house. The site is closed from public (and largely from public view) and is situated on NSW RailCorp land.

A number of industrial building facades in the local vicinity also have heritage listings.



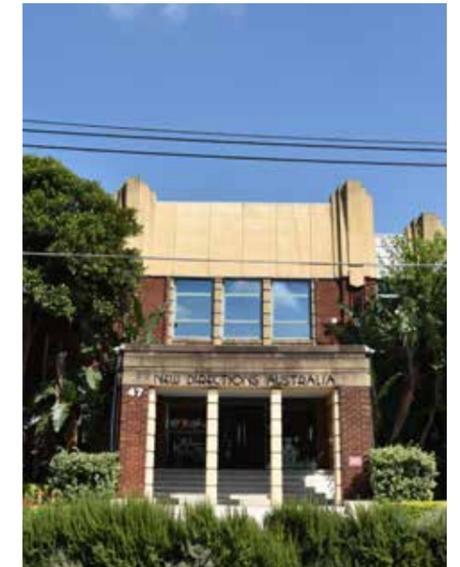
1. Heritage listed chimney, pumphouse and federation-style residence adjacent to site.



2. Heritage listed stone house 'Loch Lomond' at 1 Myrtle Street adjacent to site. Built in 1860.



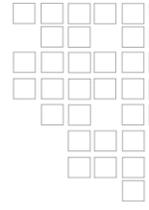
3. Heritage listed Marrickville Railway Station was built in 1895.



4. Heritage listed industrial facades on Carrington Road.



5. The General Motors headquarters as it stands today at 6-10 Carrington Road. Opening on 30 October 1926, it was the firm's largest factory in Australia, and was established to produce vehicles for the Australian market. A recent submission has been made for the site to become a state significant heritage site.



LOCAL CHARACTER



Attracts independent makers and creatives.



Weekend markets and social events.



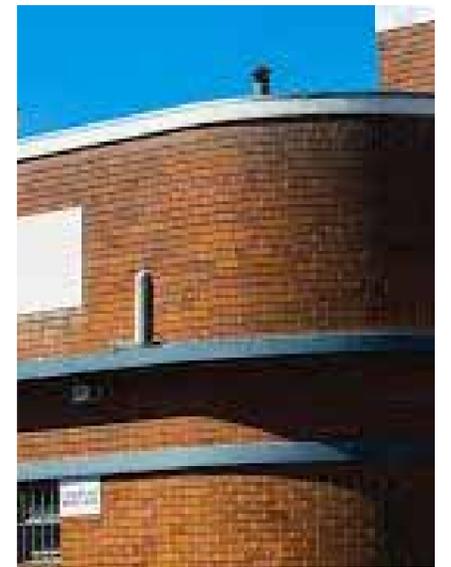
Warehousing and distribution facilities.



A strong sense of community.



An abundance of street art.



A variety of architectural styles, including art deco.



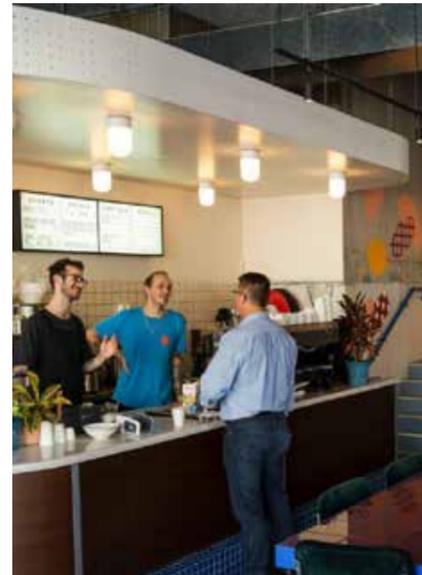
Bars, cafes, restaurants and nightlife with a strong regional pull.



Some warehouses have illegally been converted into residential dwellings.



Multicultural cuisine.



A growing number of co-working spaces.



Active frontages increases the vibrancy of the local centre.



A cluster of creative businesses.

URBAN CONTEXT

LOCAL ARCHITECTURE

INDUSTRIAL

An abundance of large industrial buildings of basic design and materials, many with portal frames and clad in metal sheeting. The incoherent manner in which these industrial areas were planned has left a legacy of single-storey sheds, haphazard and undesigned extensions, chaotic material choices and security fencing to street boundaries, giving a lack of active street frontage.

RESIDENTIAL

Marrickville comprises a diverse mix of residential architecture, ranging from 'shop-top' houses, single storey Victorian cottages, to illegally converted warehouse dwellings.

NEW MORPHOLOGY

The use and scale around the railway station and in the local centre has seen a profound shift, with some buildings now ranging up to 10 storeys. The predominately commercial ground floor uses promote active frontages.



Shop-top housing



Contemporary residential development



Detached dwellings.



A variety of single storey architectural styles.



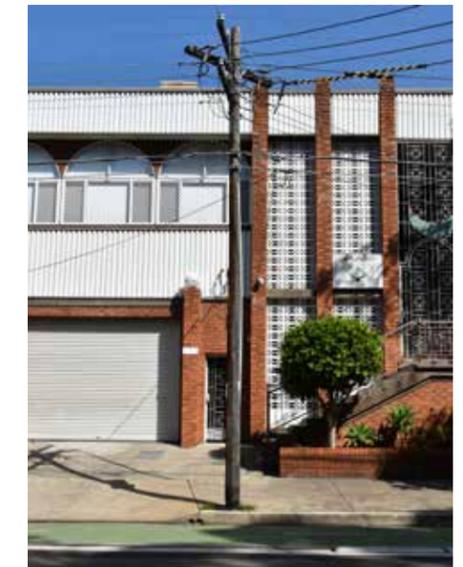
High density projects.



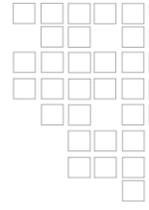
Warehouse buildings with large footprints.



Federation terraces.



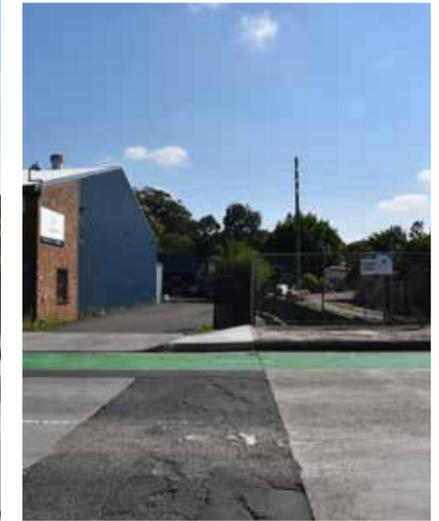
An abundance of brickwork.



THE SITE TODAY

The 3,768 m² site is a regular corner allotment that incurs a gentle incline from the Carrington frontage to the rear, while also incorporating a slight fall from the Myrtle Street frontage to the rear.

The parcel of land is bound by railway tracks to the north, residential blocks to the south and heritage assets directly to the east and west. The two buildings currently on the site are each one storey in height.



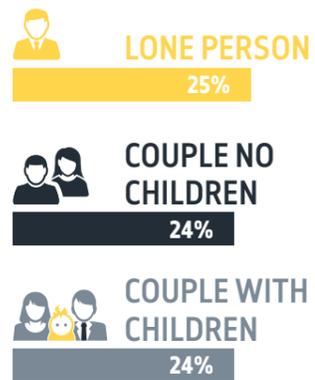
URBAN CONTEXT

LOCAL DEMOGRAPHICS

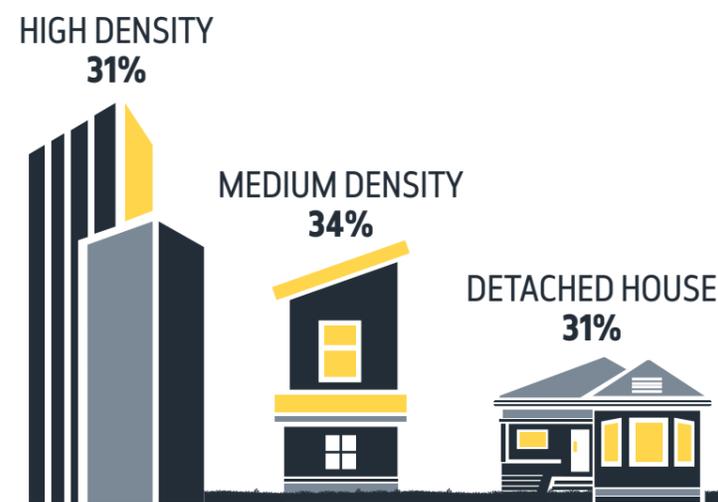
AGE STRUCTURE



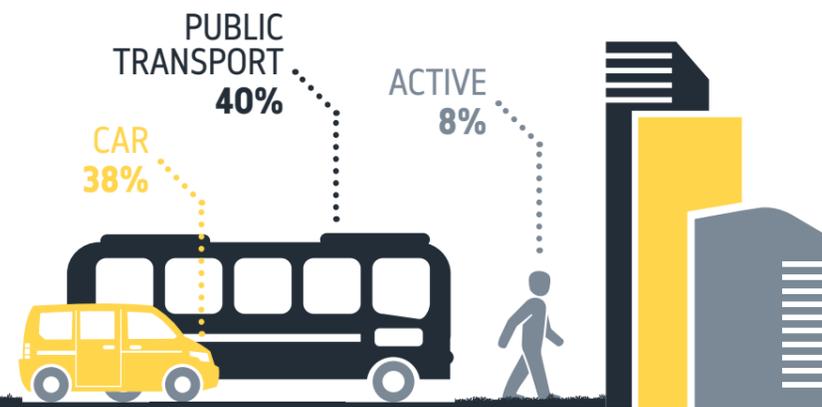
HOUSEHOLD STRUCTURE



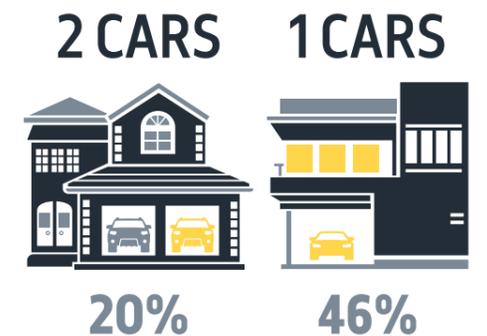
DWELLING TYPES

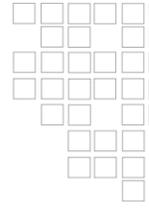


METHOD OF TRANSPORT TO WORK



CAR OWNERSHIP





0 CARS
18%

MOST POPULAR OCCUPATIONS



11%
TRADES & TECHNICIANS



10%
COMMUNITY



34%
PROFESSIONALS

13%
MANAGERS



71%
WOULD SETTLE FOR A
SMALLER LOT IF THEY
COULD
WALK
TO WORK

MILLENNIALS

32%
WOULD PAY EXTRA
TO BE ABLE TO
RUN
ERRANDS ON
FOOT

55%
WOULD TRADE A BIG
YARD IF IT MEANT BEING
ABLE TO
WALK
TO THE
SHOPS

MARRICKVILLE'S

WALK SCORE 80
VERY WALKABLE
MOST ERRANDS CAN
BE DONE BY FOOT

TRANSIT SCORE 65
GOOD TRANSIT
MANY NEARBY PUBLIC
TRANSPORT OPTIONS

URBAN CONTEXT

CREATIVE CLUSTERING

Sydney's Inner West - and Marrickville in particular - has long been a centre of creative and cultural businesses.

One of the few areas in Sydney where creative industries and the manufacturing sector interface, there is an abundance of businesses in theatre production, textiles, food and beverage production, as well as artists within this area.

Mapping the creative businesses within a 1 kilometre radius of the Myrtle Street site has revealed the types of industries operating within the area, and in particular, the distinctiveness of the industries within the Myrtle Street and Carrington Road precinct.

This spatial analysis undertaken has revealed a precinct which features both creative industries and manufacturers, and crucially, a critical mass of enterprises whose functions and products bridge across both sectors.

There is a significant opportunity to support these businesses through the provision of refurbished and intensified light industrial and flexible creative spaces.



Photos of creative businesses in the Myrtle Street precinct. Courtesy Paul Jones, 'Made in Marrickville, Enterprise and cluster dynamics at the creative industries-manufacturing interface, 2017'.

“

The theory goes that artistic and creative types like to live and work in close proximity – they are not commuters.

”

Chris Gibson, Professor of Geography, University of Wollongong.

WITHIN 400 METRES OF SITE:

- 90% of study area's theatre production businesses
- 80% of study area's textiles, fashion and jewellery businesses
- 73% of study area's food and beverage production
 - 70% of study area's furniture, woodwork and leatherwork businesses
 - 58% of study area's artist studios (including photography)
 - 47% of music recording studios
- 15% of study area's marketing and PR agencies
 - 8% of study area's art galleries
 - 8% of study area's architects



KEY	
	Architecture/Design
	Artist spaces (incl. Photography)
	Art galleries
	Food and beverage production
	Furniture/Woodwork/Leather
	Marketing/PR
	Music recording studios
	Printing/publishing
	Textiles/Fashion/Jewellery
	Theatre props

Map of creative business in Marrickville

03

**A VITAL
NEW MIX**

**SUPPORTING & REINFORCING
SYDNEY'S INDUSTRIAL LANDS**

RETURN TO THE PAST

During the industrial revolution, industry processes were generally toxic, dirty and noisy. It made sense to rezone land and segregate uses for either “working” or “living”.

The decline of manufacturing in the 1960s and 70s saw an influx of people into warehouse loft spaces. Artists and craftspeople in areas like Surry Hills in Sydney, Soho in NYC and Hackney in London saw the benefit to taking over large interior spaces in the inner city areas where industry was moving out.

Sydney underwent de-industrialisation in the late twentieth century, and has thrived in a new environment establishing itself as a leading financial services centre. Although manufacturing and industry continue to play a strong role in the city’s economy, technological developments has made manufacturing processes much cleaner, quieter and less space intensive than in the past.

Public perception and planning policy has been slow to react to the fact that we no longer live in an industrial era, and it is clear that the separation of these use classes is not necessary like it once was.

A growing body of research suggests that the strict land use zones that were enforced during the 20th century have resulted in a myriad of problems for cities of today. Long commuting times, isolated living and working environments, dying local retail centres are the result of separating uses.



LOCAL PRECEDENTS

INTRODUCTION

As pressure mounts on Sydney's industrial land, it must now be considered how industrial areas can be used more intensively alongside residential uses to provide more working space for the city's growing population.

There will always be industrial activities that should not be mixed with residential dwellings and will need land that is protected from co-location. But mixing flexible commercial and light-industrial spaces with housing can work well in certain inner city areas.

The following chapters highlight local and global precedents where such a mix has worked and outlines key design takeaways from each.

EAST VILLAGE, VICTORIA PARK, SYDNEY

Mixed use development including a new Audi auto servicing facility located over two-levels which complements the flagship Audi Lighthouse showroom on the adjoining site. This land is zoned B2 (Metropolitan Centre).



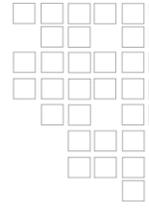
Internal photograph of the service centre.



External photograph of the site.

KEY DESIGN TAKEAWAYS

- **Generous floor-to-ceiling heights** on first floor;
- **Thick slab** between the two uses for acoustic attenuation; and
- **Distinct** ground level materiality and boundary **treatment** to ensure the character of the two uses is defined.



97-101 PYRMONT BRIDGE ROAD, SYDNEY

The southern half of the site is occupied by a part 1 and part 2 storey warehouse and office currently used by CSR Building Products as a “Trade Centre” for the wholesale of plasterboard and associated materials to the construction industry. The use includes warehouse space, display space and office space. The land is zoned B4 (mixed use).



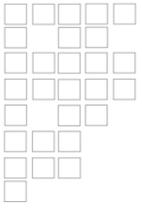
The industrial site before construction of the approved scheme.



Render of the approved project.

KEY DESIGN TAKEWAYS

- **Separate** employment and residential **entrances** for (both vehicles and pedestrians);
- **Separate parking bays** for the two uses; and
- **Distinct** ground level materiality and boundary treatment to ensure the character of the 2 uses is defined.



CORNER BOURKE STREET AND SHORT STREET SURRY HILLS, SYDNEY

14 residential dwellings in Surry Hills Sydney above an automotive repair centre. Although the site is zoned B2 (Local Centre), the vehicle body repair workshops at ground floor would normally be permitted within a light industrial zone (IN2).



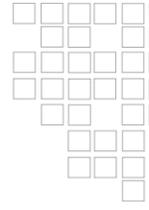
View from roof terrace at the rear of the development.



Photograph of the site from street level on Short Street.

KEY DESIGN TAKEAWAYS

- Separate **entrance** for residential dwellings at **rear of building**;
- Communal roof terraces **at rear of building** away from the noise associated with automotive uses;
- **Thick slab** between the two uses for acoustic attenuation; and
- **Generous floor-to-ceiling** heights on ground floor.



287-289 O'SULLIVAN ROAD, BONDI, SYDNEY

12 residential dwellings above a range of ground floor businesses, including a mechanical repairs workshop. Although the site is zoned R3 (Medium Density Residential), the vehicle body repair workshops at ground floor would normally be permitted within a light industrial zone (IN2).



Aerial image showing residential courtyard to the rear.



Street view showing the autorepair workshop situated beneath the residential dwellings above.

KEY DESIGN TAKEAWAYS

- **Separate** employment and residential pedestrian entrances;
- **Residential courtyard** to the rear of the site;
- **One-way through site** vehicle access for auto-mechanic minimising vehicles idling and reversing;
- **Generous floor-to-ceiling** heights on ground floor; and
- **Thick slab** between the two uses for acoustic attenuation.

GLOBAL PRECEDENTS

1-7 DACE ROAD, LONDON

A 0.61 hectare site located in Fish Island/ Hackney Wick, East London. Historically a distinctly industrial area, it is characterised by clusters of warehouses, factories and yard spaces. This area is now widely regarded as having the highest concentration of artist studios in Europe.

The area is currently undergoing a significant regeneration programme, in which a vacant or underutilised sites are being redeveloped to provide new homes, community facilities and commercial space.

1-7 Dace Road received planning permission in 2016 for 110 new homes and 6,308 m² for commercial and light industrial floor space (located in Blocks C & D only). This was an uplift of 118 m² of employment floorspace to what was previously on site.

The local authority supported this provision considering the new employment floorspace would generally be of a significantly better quality than what it is replacing, designed with modern businesses in mind.



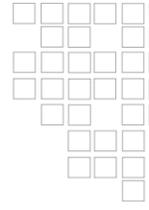
Aerial view of the site.



Blocks C & D include the commercial and industrial uses on the ground floor.

KEY DESIGN TAKEWAYS

- Residential thermal double and acoustic double (laminated) **glazing**;
- Generous **floor-to-ceiling** heights within blocks C & D;
 - Acoustically **attenuated air brick ventilation** on specific facades (because open windows for cooling would exceed ambient noise levels);
- Use of **brickwork / blockwork or framework** with cladding; and
- The use of a **podium level** and **thick flooring slabs** between commercial/industrial and residential uses within blocks C & D for acoustic attenuation.



11-13 ST. PANCRAS WAY, LONDON

The site previously comprised large industrial sheds with blank elevations. A mixed use development was approved in 2011, and subsequently constructed, to re-provide 3,877 m² of light industrial space (builders merchant classified as 'sui generis') for 'Travis Perkins' and provision for 563 student dwellings above.

The lower section of the development fronting St Pancras Way includes a large warehouse unit which runs its entire length, mezzanine shop and office space located at the southern end. A covered one-way vehicle access route was provided within the building, with dedicated customer pick-up and drive through areas. The dwellings are located on the floors above.



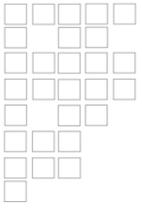
The completed site today.



Eastern elevation of the site in its context showing entrance/exit to the one-way services road and separation of the plant room from the rest of the site.

KEY DESIGN TAKEAWAYS

- Ground floor **boundary treatment** is unique to the rest of the building (through the use of a green fence, to ensure that the lower industrial use was different in character to the dwellings above;
- The **podium deck** separates the two uses. So on passing through the fence, the Travis Perkins staff and visitors stay on the ground and the residents rise up on to the deck. This gives residents a degree of mental separation from the industrial functions below, as well as acts as **sound insulation** to protect their amenity;
- The **plant room** is located as far from possible to dwelling windows; and
- The **servicing road is one-way** with wide turning circle for large vehicles through the site to minimise vehicle reversing and idling.



ALBERT WHARF AND CEMEX AGGREGATES, LONDON

The 2016 approved scheme consolidated the existing wharves on site to increase the operational capacity of the wharves and enabled a higher proportion of deliveries to be made per day. A concrete podium was developed above the wharf for additional 237 dwellings, residents parking, an extension of the Thames Path and office space associated with the running of the Cemex plant. Rigorous noise, vibration and air quality modelling were agreed upon and a set of performance parameters and design assumptions which would ensure the proposed industrial and residential uses can co-exist without adversely impacting on each other.



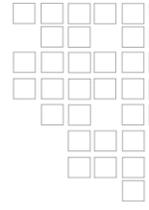
The industrial site before construction of the approved scheme.



Render of the approved project.

KEY DESIGN TAKEAWAYS

- Parking and services used as an **acoustic buffer** protecting the residential units from excessive noise;
- Industrial uses enclosed within a **concrete 'box'**;
- **Residential setbacks** from the related industrial uses to minimise visual impact of industrial activity;
- **Private roof terraces** for residential units at the upper levels **distanced** from industrial uses;
- **Wintergardens or sealed windows** would be installed at dwellings on façades most exposed to environmental noise;
- **Soffits** above balconies to incorporate absorbing acoustic material; and
- **Whole house ventilation** installed within each residential unit



ST ANDREWS ROAD, LONDON

This scheme accommodates five double storey light industrial units totaling 800m², with on street lay-by access, and a tight rear vehicular access.

The planning approval states that although the units are adequate for many businesses, they will be of limited use for businesses with noisy or noxious operations which is ensured through minimum noise and pollution standards locked in via planing conditions.



Photograph of completed site today showing the setback from road.



The completed site today showing the entrances to the commercial/industrial ground floor units. The residential entrances are to the rear of the site.

KEY DESIGN TAKEAWAYS

- The 10 residential units are **set back** from the road, minimising the visual impact of activity associated with the units below and creating a generous terrace; and
- The residential units are accessed via a **side staircase** leading to the podium level on the rear, with a lift lobby to the rear, ensuring a disconnection between the residential and commercial uses on the site.

ICELAND WHARF, LONDON

The 2018 approval comprises 120 homes and 3,716 m² of employment space in Fish Island South, Hackney Wick for developer City & Suburban Homes.

A flagship standalone five-story industrial building composed of a series of single and double height stacked spaces faces onto Wick Road and Iceland Road. An access route allowing for a 10m truck to enter and leave in forward motion.

The remainder of the scheme transitions into various layers of housing, industrial and maker spaces.



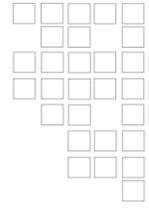
The industrial site before construction of the approved scheme.



Render of the approved project.

KEY DESIGN TAKEAWAYS

- **One-way access route** for trucks;
- Generous floor-to-ceiling heights over **multiple levels;**
- Employment and residential uses linked by shared yards and amenity spaces to **facilitate social exchanges;** and
- Subtle variations in facade and material treatment to **differentiate their uses.**



SIDNEY, CANADA

The project site is located along the shoreline at the intersection of a residential neighborhood and an industrial zone.

The 2018 approved scheme includes a ground floor space warehouse and office space for the manufacturing and distribution of sail boats.

Above are two high-end residential floors of residential dwellings, which includes private gardens/balcony spaces.

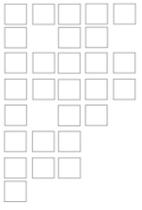


Photograph and renders of the approved project.



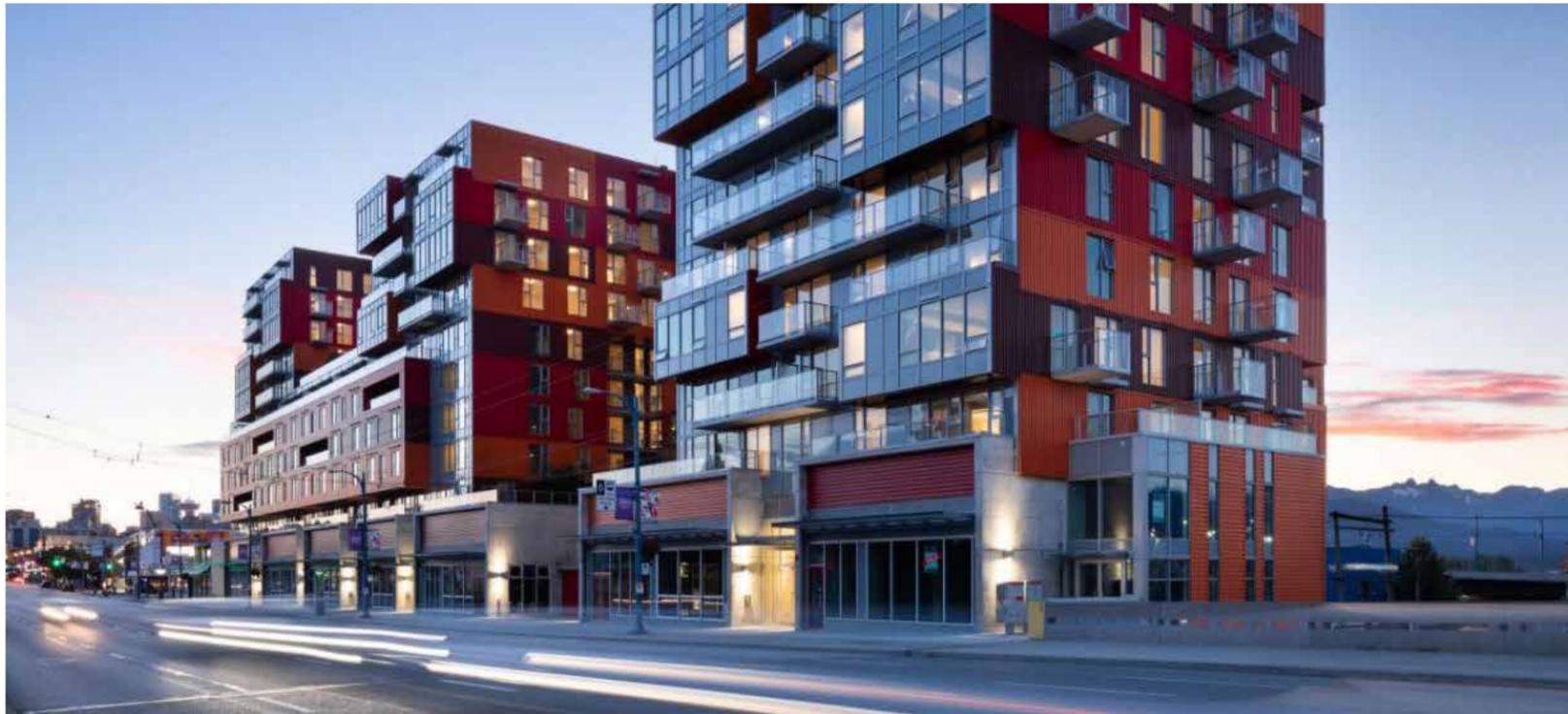
KEY DESIGN TAKEWAYS

- Ground floor is positioned close to the street to **reveal the activity** within;
- Sewing machine pits are sunken into the sail-making surface so material can easily glide across, improving the **overall flexibility** of the space;
- **Separate** parking areas and entrances associated with the residential and commercial uses, and
- **Residential flooring** is constructed with cross-laminated timber panels for acoustic attenuation.



STRATHCONA VILLAGE, VANCOUVER

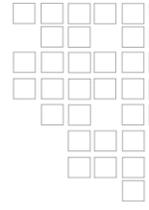
Completed in 2018, Strathcona Village combines residential condos with light-industrial spaces. The vibrant mixed-use community ranges from traditional manufacturers who make marine propellers for ships to smaller-scale innovative industries including breweries, wine distributors, and artisanal workshops. The city modeled the site's zoning based on the preexisting mix of residential and industrial uses. This new hybrid, both with its transparency and resolved building technology solutions for industry and residential use, contributes a significant architectural presence in the community as well as being a financially viable model in that mix.



Strathcona Village in Vancouver was designed by GBL Architects and completed in 2018.

KEY TAKEAWAYS

- Soundproofing, separate loading docks and elevators, and six-foot-wide corridors required for firefighting access, much larger than those in the residential sections of the building.
- The mechanical units exhaust odors away from the residential spaces, and an open plaza at the rear accommodates truck deliveries.
- To animate the streetscape, large windows and garage-style doors provide views into the production activity.



'POPLAR WORKS', LONDON

Poplar Works is a partnership between of Poplar HARCA, London College of Fashion,UAL and The Trampery, a workspace management firm. The 2000m² purpose built space will situate 40 studios and a large manufacturing and training unit on the site of 100 former garages.

Alongside the space Poplar Works offers business support and seek to connect the firms with the local area, providing employment to local people.



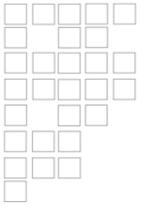
One of the 40+ maker-spaces.



Purpose built for maker spaces in the east of London.

KEY TAKEAWAYS

- A **partnership** between landowners, education institutions, a housing association, public authorities, and a shared workspace management company.
- A **range of spaces** at different sizes and prices for diversity of industries.
- Hosts **workshops and programmes** to support businesses and entrepreneurs.



LOCAL AND GLOBAL **PRECEDENTS**

KEY FINDINGS

This pages above have identified local and global precedents where industrial uses have worked alongside residential uses. These projects exist in a variety of districts, across a number of different land uses zones.

Across these sites, there were common key design takeaways, including:

- Separate employment and residential entrances for both pedestrians and vehicles;
 - Thick slabs between the two uses for sound attenuation;
- Residential dwellings set back on street frontage to minimise noise from employment activity;
- Private residential roof terraces or communal areas located away from employment uses;
- Parking and/or vehicular access can be used as an acoustic buffer between the uses;
- Podiums can provide two functions: both separating the employment and residential uses, as well providing outdoor communal space;
 - Use of double-glazing and winter-gardens on upper residential floors; and
 - Employment plant located away from residential uses.

The above precedents are supported in greater detail in the seminal research 'The Design of Urban Manufacturing' by Robert Lane and Nina Rappaport. Specifically, the research identifies successful policy and projects around the world where urban manufacturing is mixed with other uses (especially where manufacturing no only co-exists but is prosperous alongside residential). Precedents range from New York City, to Philadelphia, San Francisco and Los Angeles.



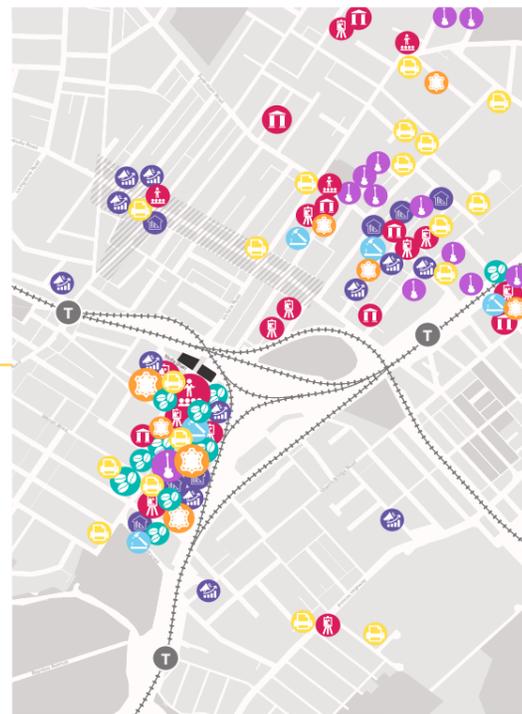
Marrickville. Photo by Brian Yap.

CREATIVE SPATIAL REQUIREMENTS

MARRICKVILLE CREATIVE BUSINESS ANALYSIS

The spatial analysis of businesses in Marrickville previously in Chapter Two revealed 10 key creative industries within the suburb.

Research was undertaken into the spatial requirements of each of these industries in order to understand the type of internal configurations and design requirements that each require. An overview of these requirements is detailed to the right.



Creative cluster analysis - see previous section.



ARCHITECTURE & DESIGN

- 5-10m² per person
- Break-out private space
- Collaborative spaces
- Office equipment



MARKETING/PR

- 5-10m² per person
- Break-out private space
- Collaborative spaces
- Office equipment



ARTISTS (INCL. PHOTOGRAPHY)

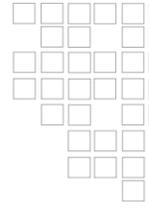
- 20-80 m²
- Natural light
- Large storage space
- Attached residences



PRINTING AND PUBLISHING

- 80-100m²
- Large open space
- Fixed equipment
- Ground or lower floor





MUSIC STUDIOS

- 10-40m²
- Noise cancellation
- Attached residences &/or breakout spaces
- Fixed equipment



ART GALLERIES

- 40-150m²
- High ceilings
- Street frontage
- Large open space



TEXTILES, FASHION & JEWELLERY

- 60-100m²
- Flexible furniture/ layout
- Large storage space
- Natural light



FOOD AND BEVERAGE PRODUCTION

- 80-200m²
- Fixed equipment
- Ground floor access
- Durable floors
- Delivery and pickup



THEATRE PROPS

- 40-100m²
- Fixed equipment
- Ground floor access
- Durable floors
- Storage space for props



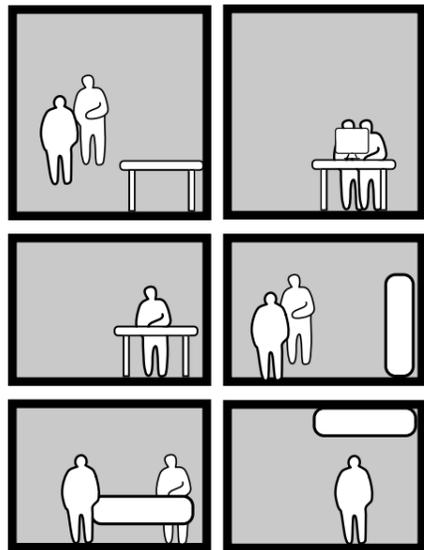
FURNITURE, WOODWORK & LEATHERWORK

- 80-200m²
- Fixed equipment
- Durable floors
- Ground floor access
- Noise cancellation

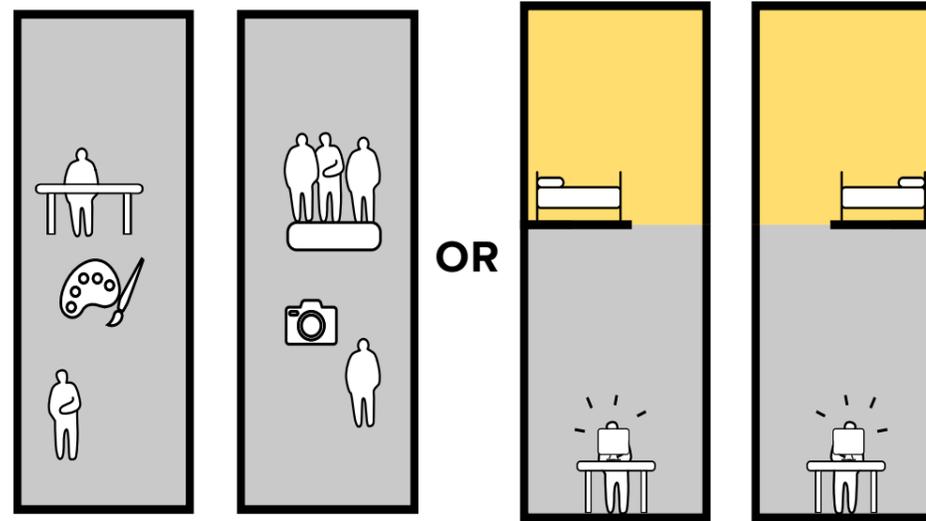


CREATIVE SPATIAL REQUIREMENTS

What configurations and physical attributes do Marrickville's industries require?

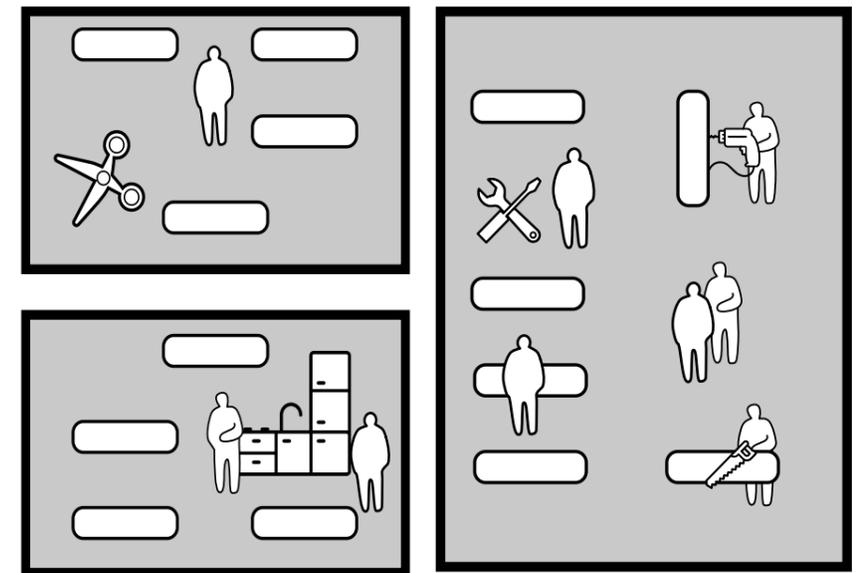


- Small in size: 10-80m2
- Collaborative and break out spaces
 - Upper levels
 - Office equipment
- Some attached Build-to-Rent residences
- Industries: Architecture and Design & PR/Marketing.



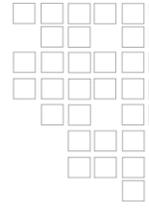
OR

- Medium in size: 20-100m2
- Breakout spaces, some attached Build-to-Rent residences
 - Lower levels
 - Large storage spaces
 - Noise cancellation
- Industries: Artists (incl. Photography, Music recording, Gallery, Theatre props)

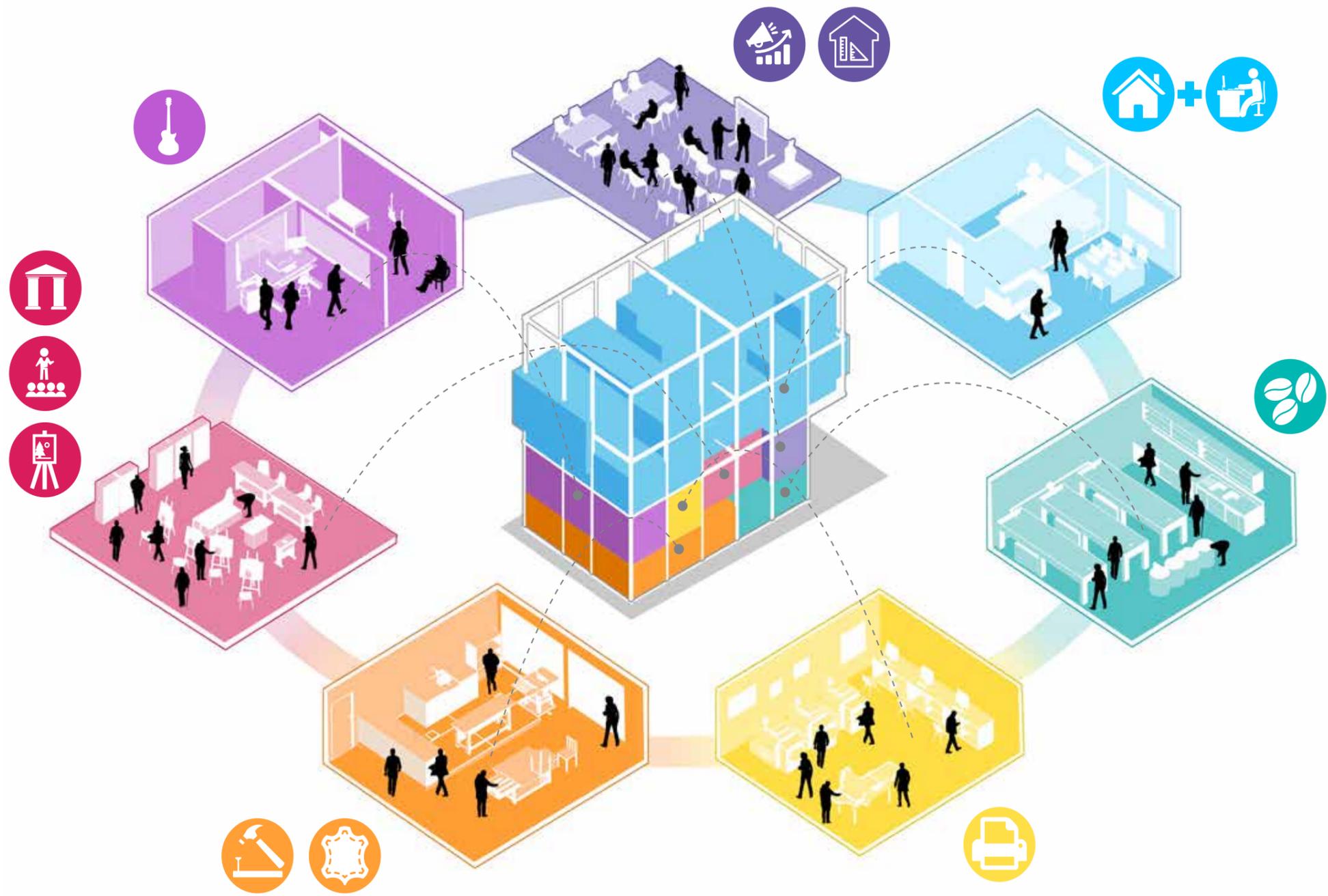


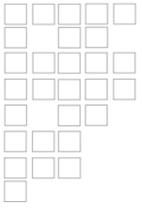
- Large in size: 80-200m2
- Large open space, high ceilings
- Ground floor with street access
 - Durable floors
 - Fixed equipment
- Industries: Printing and Publishing, Food and Beverage Production, Furniture/Woodwork/Leatherwork, Textiles.





The creation of a vital new mix





DESIGN RATIONALE

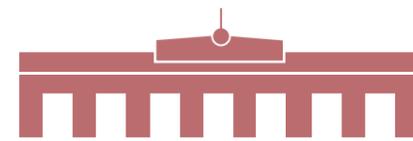
THE WAREHOUSE FRAMEWORK

In the past, industrial warehouses were developed to incorporate a range of activities within a single entity.

Their large outer frame acted as a shell for the uses within to change over time, depending on trading and retail practices, transport options and technology. Warehouse spaces were often used for both employment and living.

Much like an industrial warehouse, a large steel frame has been used as the rationale for the design development of Myrtle Street Creative.

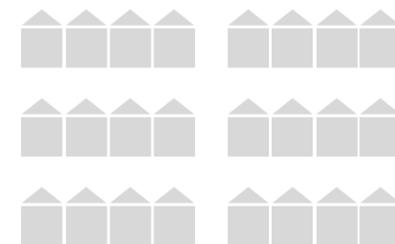
Within an outer envelope, a myriad of smaller, adaptable volumes can respond to a broad range of living and working configurations - aimed particularly at the creative sector.



The existing warehouse brickwork form in the Myrtle Street precinct.



Steel warehouse framing.



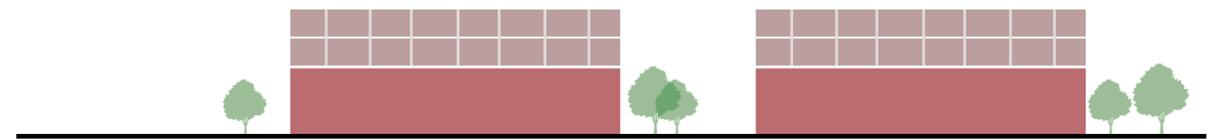
Live-work dwellings.

LOWER LEVELS



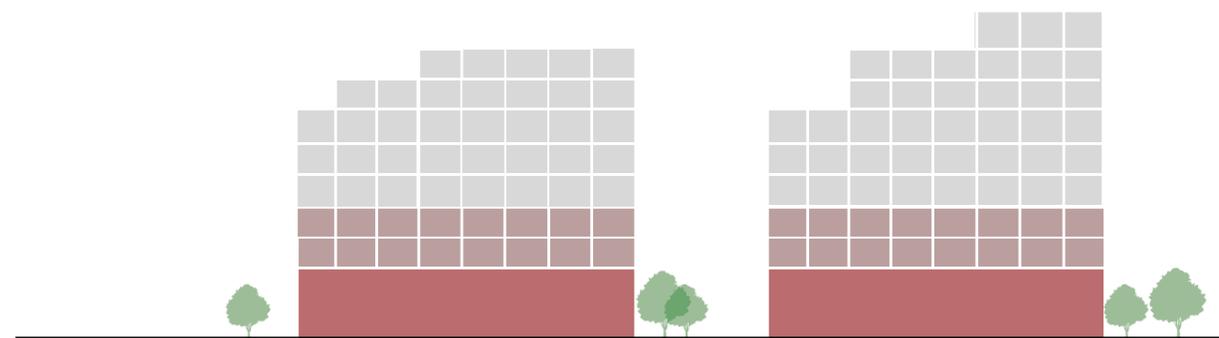
1. CONTINUOUS PODIUM: a continuation of the existing surrounding brick warehouses

MID LEVELS



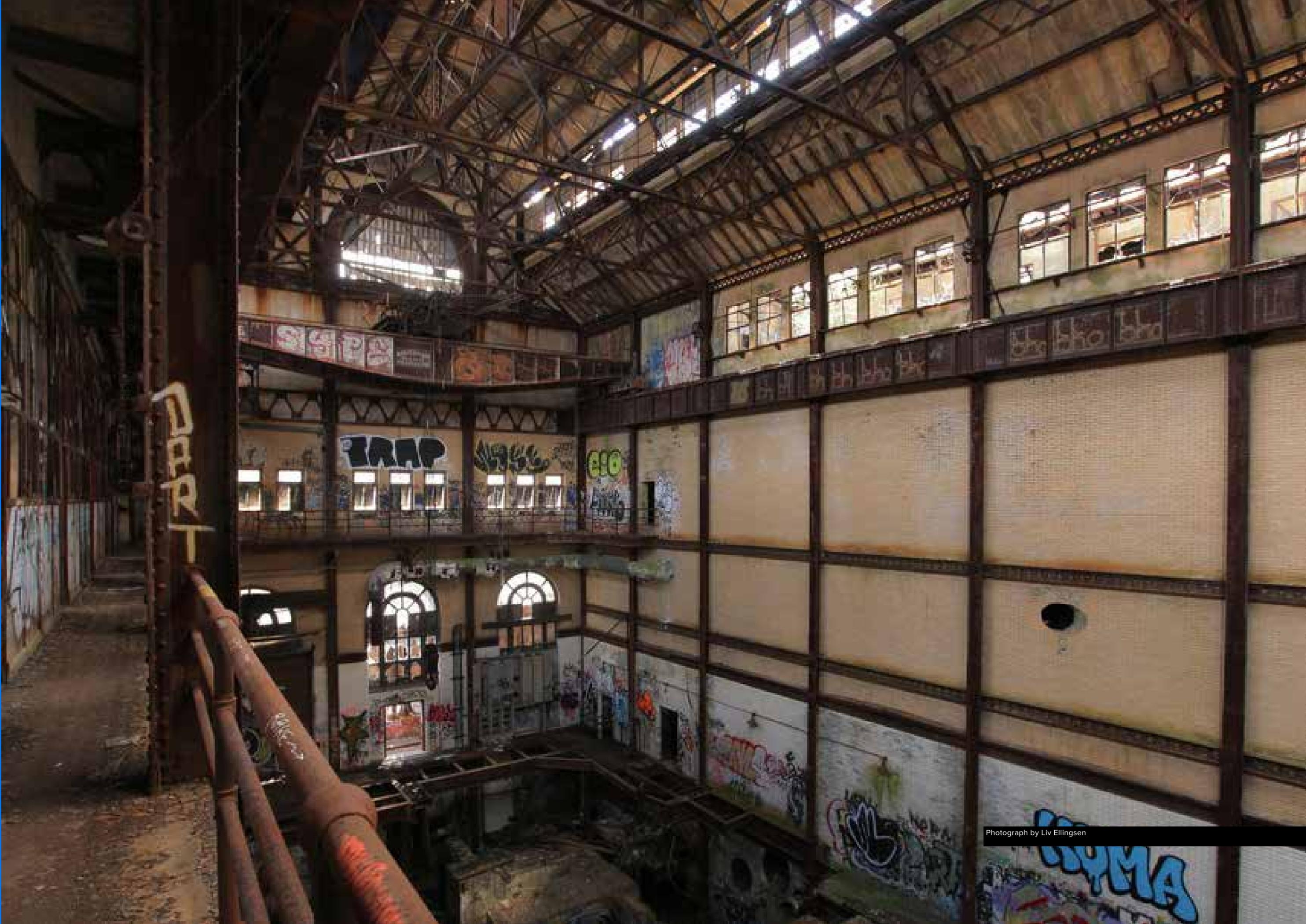
2. CONTINUOUS MID-LEVEL: a coherent mid-level extension of the warehouse frame

UPPER LEVELS



3. CREATIVE COOPERATIVE: an urban ensemble of work and living

The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.



Photograph by Liv Ellingsen

04

DESIGN FRAMEWORK

DEVELOPING THE
CONCEPT



Artist Impression of Myrtle Street Creative. For illustrative Purposes Only

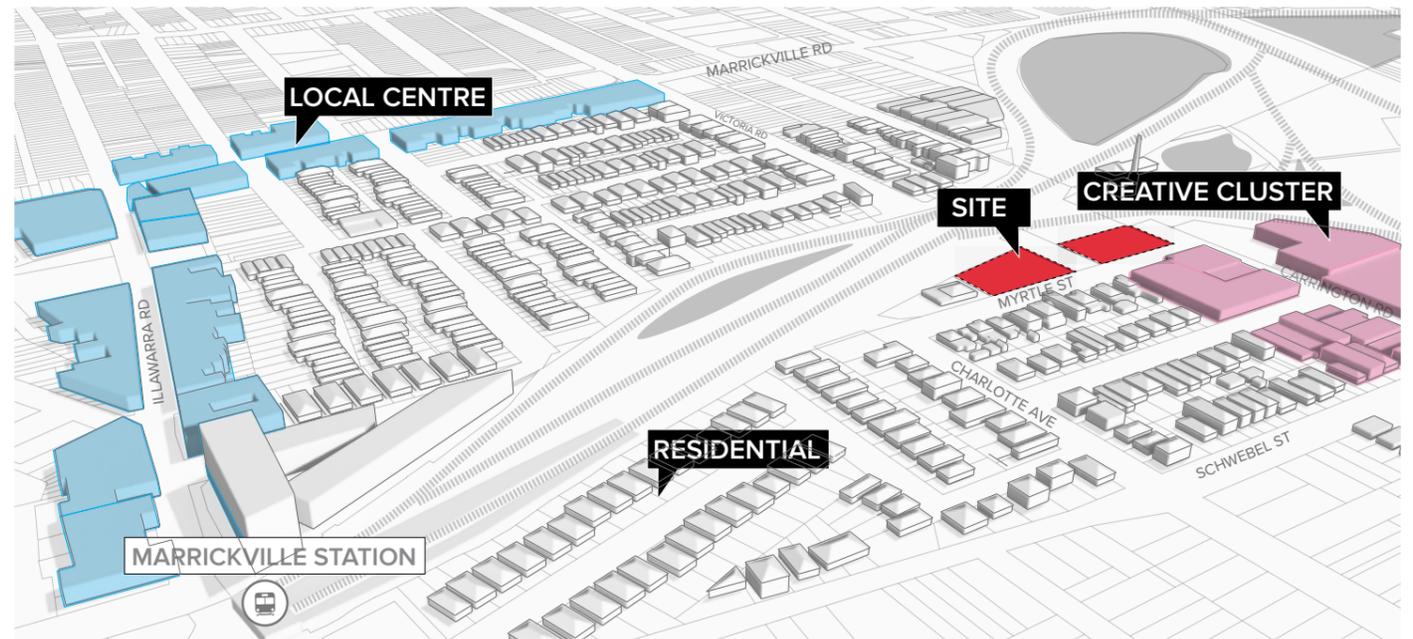
STRATEGIC DESIGN MERIT

THE MISSING LINK

Located a 5 minute walk from Marrickville Railway Station, the site is located on the periphery of the Marrickville local centre - between the Carrington Road creative cluster and the adjoining residential area. Forming a missing link between these two distinct areas, there is an opportunity to create a new anchor for residents, employees and visitors to the area.

MARRICKVILLE'S FUTURE GREEN NETWORK

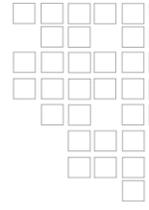
Marrickville's current open space structure is fragmented and underutilised. There is potential for both the public and private sectors to unlock large areas of open space, creating green linkages, tree canopy and micro destinations throughout the suburb. To the east of the site, Fraser Park and the land to the south within the rail easement, have potential to become new, publicly accessible open spaces.



The site in its strategic railway context. The emerging metro-accessible local centres have been highlighted.

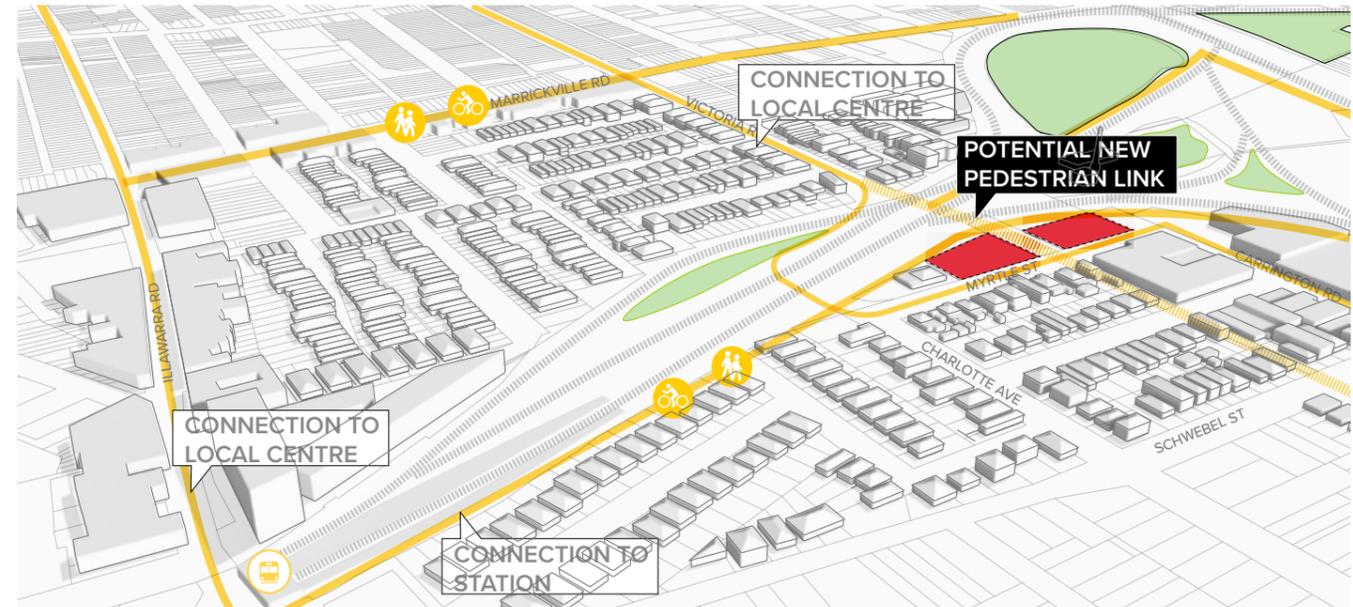


The site within a potential emerging network of green spaces and corridors.



A PEDESTRIAN-FRIENDLY ENVIRONMENT

Providing a new linear open space corridors will provide improved walking and cycle access between residential/commercial areas with surrounding local centres and railway stations. There is potential to provide new pedestrian linkages across the railway line to connect the Myrtle Street/Carrington Road precinct with the Marrickville local centre.



The site within a potential emerging network of pedestrian and cycle networks.

A GREEN, CONNECTED AND CREATIVE URBAN PRECINCT

The site sits within an emerging context which is green, connected and creative. Building on the opportunities of the existing industrial and creative industries, Myrtle Street Creative will become a landmark mixed use development providing flexible spaces for the contemporary job market and much needed housing in the right location within the emerging Metro corridor. Additional green and open spaces on the site will contribute to the possible emerging network making Marrickville cleaner, greener, more active and vibrant.

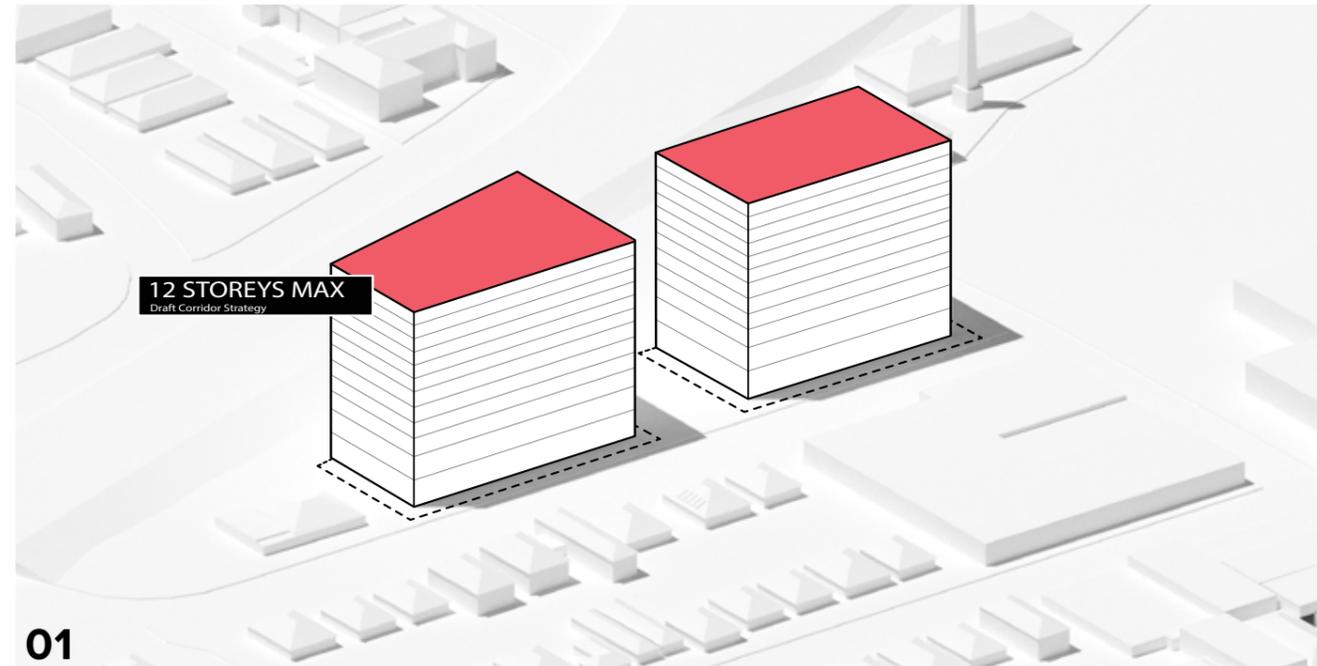


The site in its emerging context.

BUILT FORM FRAMEWORK

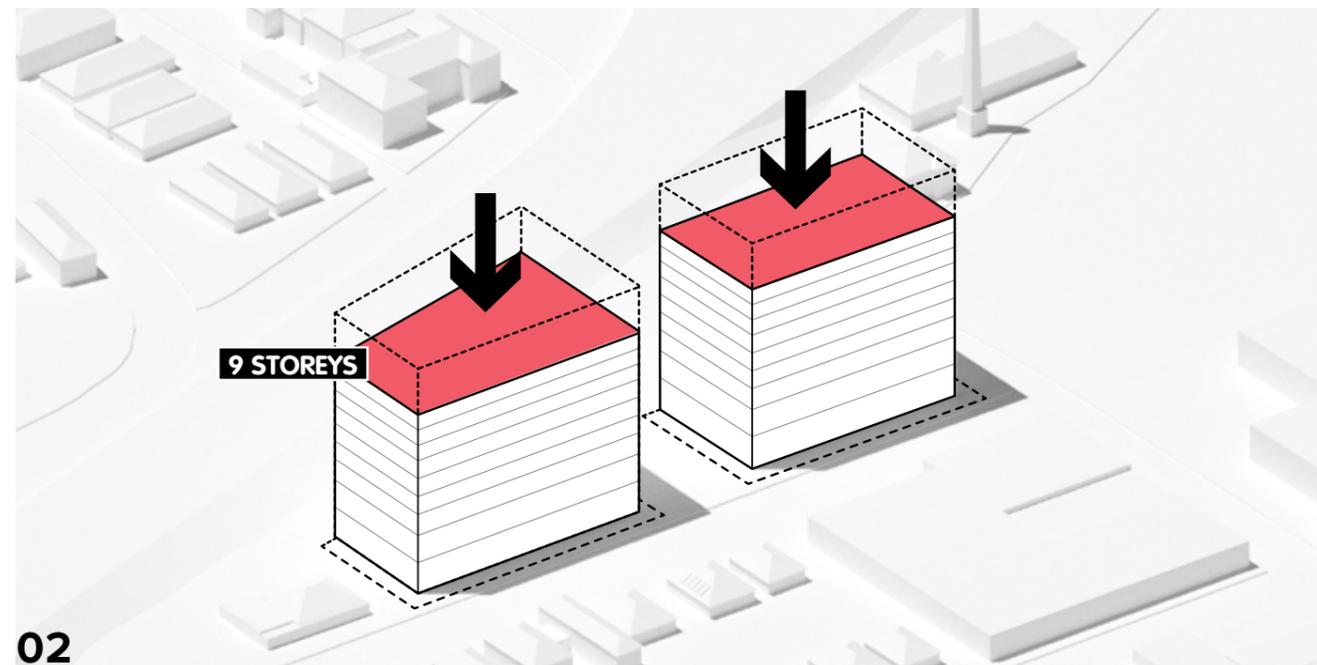
EXTRUDED THE MASSING ENVELOPE

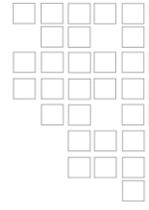
Based on the Draft Sydenham to Bankstown Corridor Strategy a maximum building envelope of 12 storeys is extruded to begin testing design possibilities.



REFINED MASSING HEIGHT BASED ON LOCAL CONTEXT

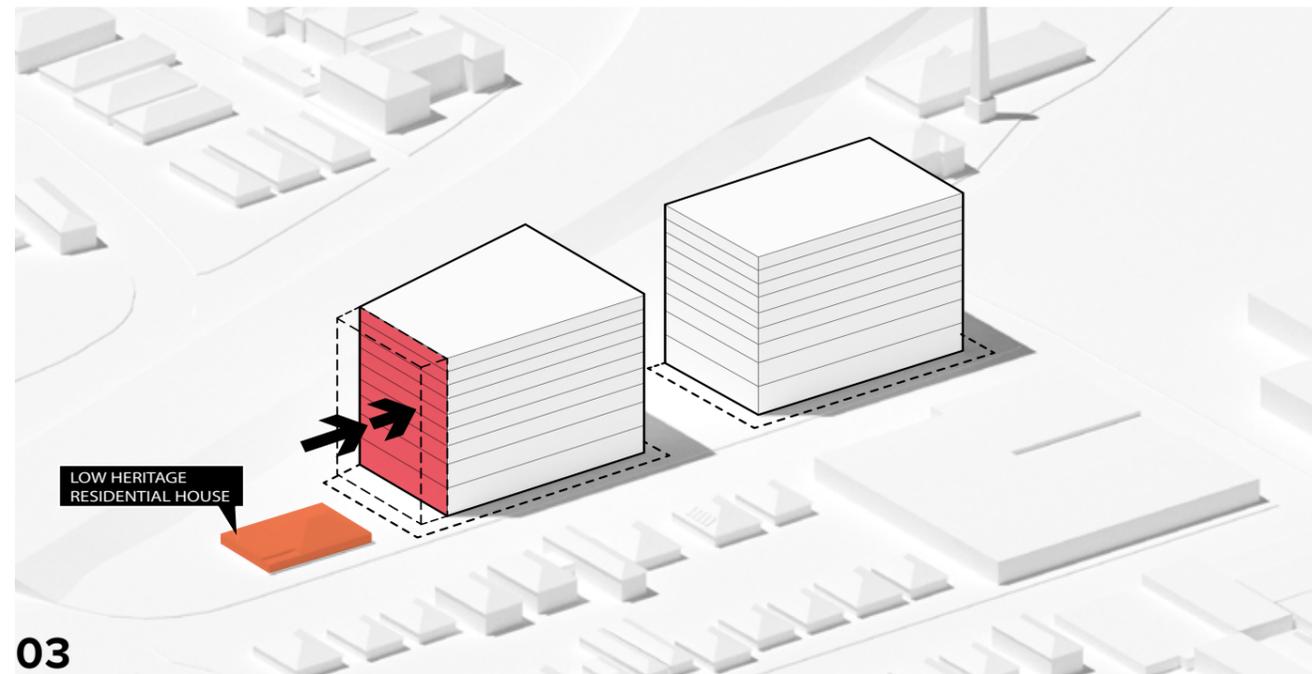
The height is reduced to 9 storeys after consideration is given to optimal solar amenity for our site and adjoining sites. This height of allows for a more effective height and facade transition and is consistent with the 5-10 storey mixed use developments within emerging metro corridor transit oriented local centres. This stage of refinement allows us to determine the impacts on functionality & amenity, to produce quality urban design outcome.





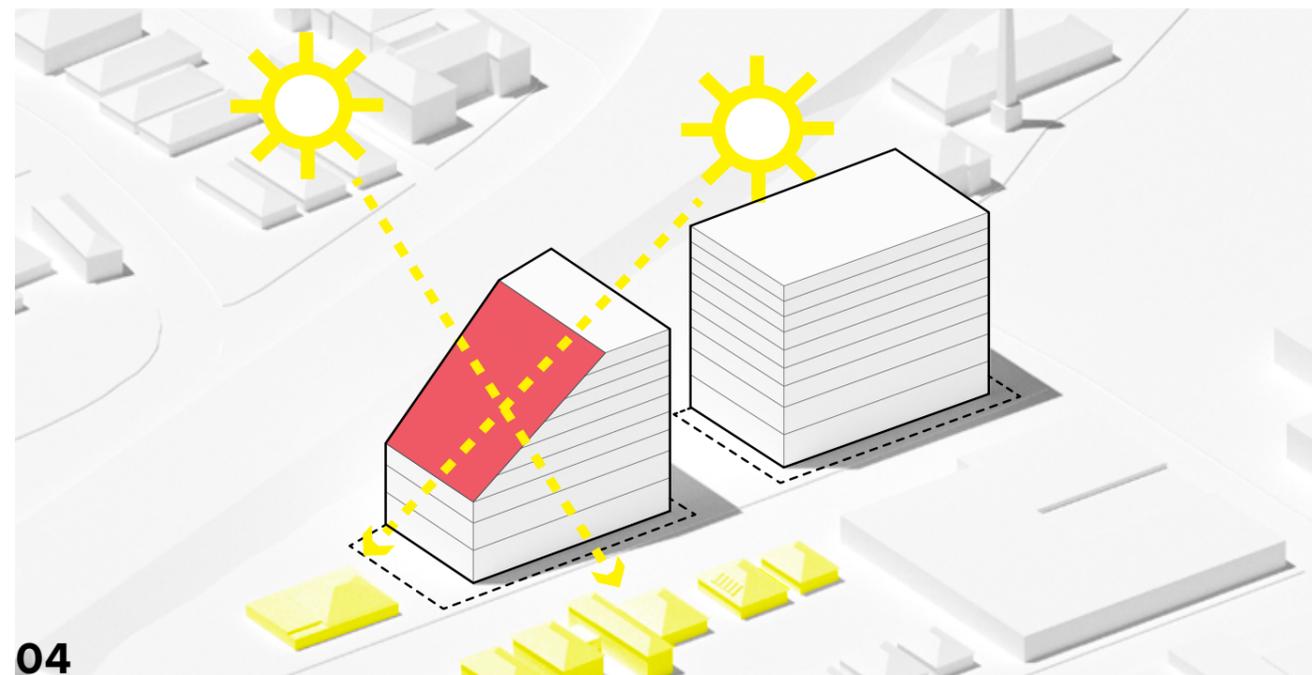
CREATING SPACE FOR THE ADJACENT HERITAGE BUILDING

The western edge of the building has been compressed to create an appropriate distance from the adjacent heritage building, as well as maximise the opportunity for useable public green space on the site.



FURTHER REFINING THE MASSING TO MAXIMISE SOLAR AMENITY TO NEIGHBOURS

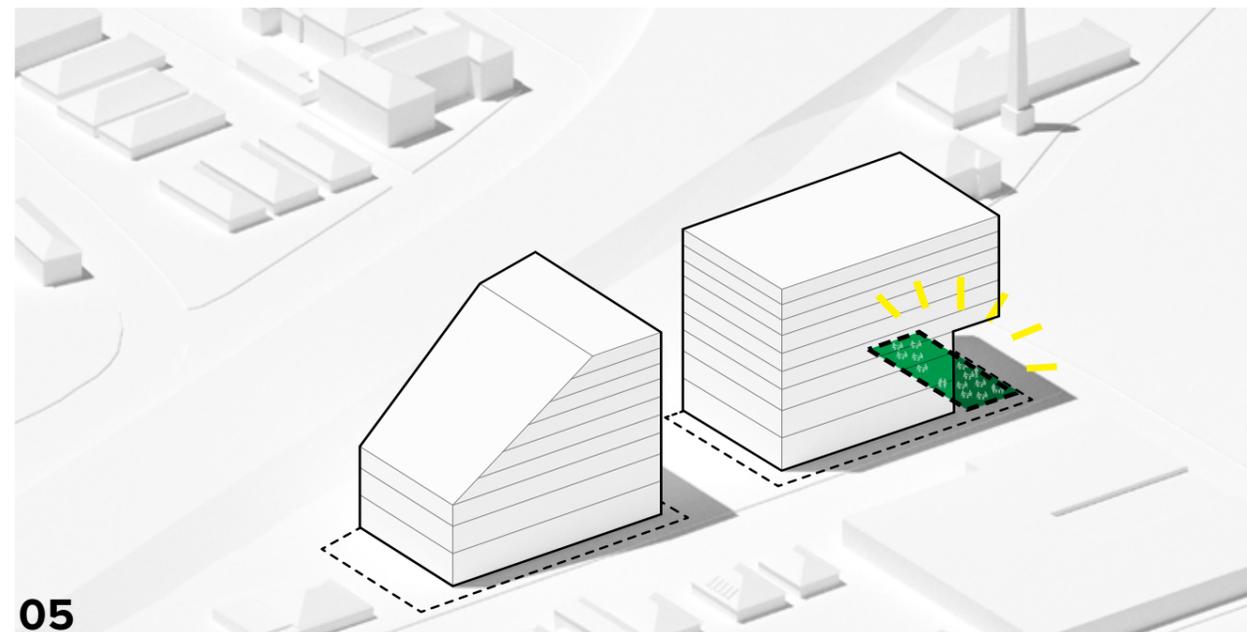
By analysing the massing in more detail, a section of the built form is cut sloped to maintain appropriate solar amenity to the adjoining properties, including the heritage building at 1 Myrtle Street.



BUILT FORM FRAMEWORK

CREATING A NEW MICRO-DESTINATION

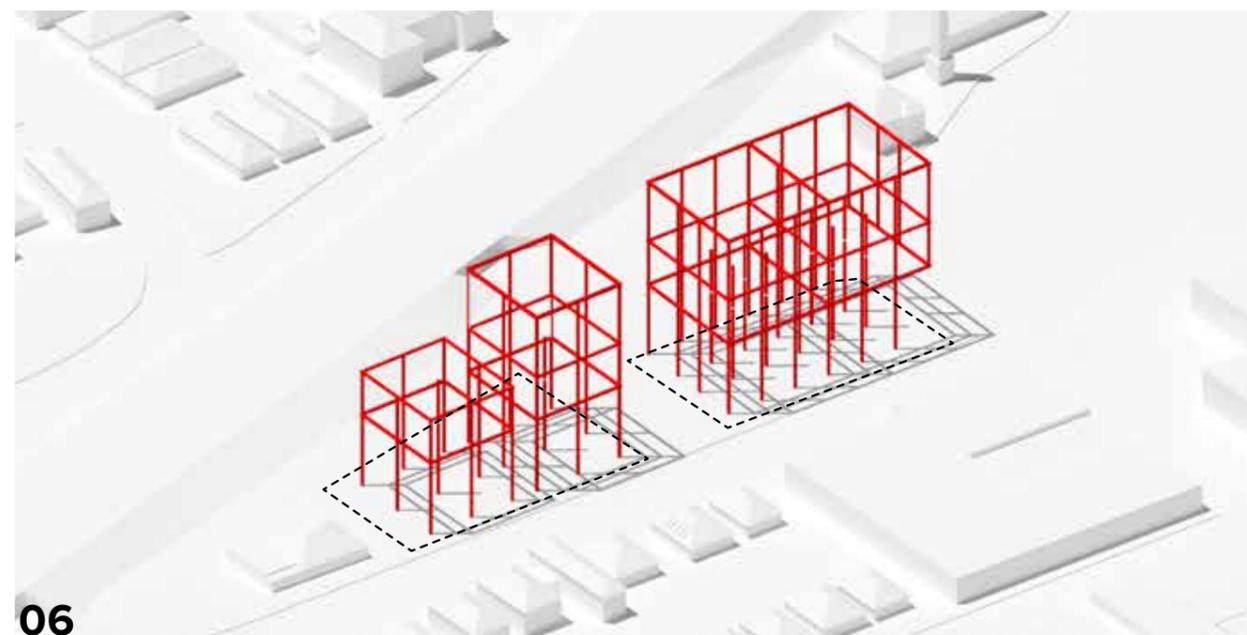
The eastern edge of the building is cut back to create a cantilever over a new public space. This space will benefit from sunshine during winter morning hours, but also become an ideal environment in the later hours of the day where it will be shaded. It will become an intimate public micro destination, potentially linking to Fraser Park and the land to the south within the rail easement.

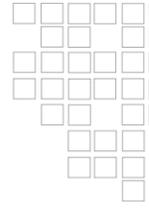


INSERTING THE WAREHOUSE FRAMEWORK

The warehouse frame is inserted into the refined, contextually responsive massing. This frame will allow for a myriad of smaller, adaptable volumes to be come and go over time, depending on contemporary living and working configurations and contemporary market demand.

With warehouse-like proportions, the large flexible ground floor can accommodate larger creative industries that currently exist in the region today, including fabrication and small batch production.





CONFIGURED FOR CONTEMPORARY LOCAL INDUSTRIES

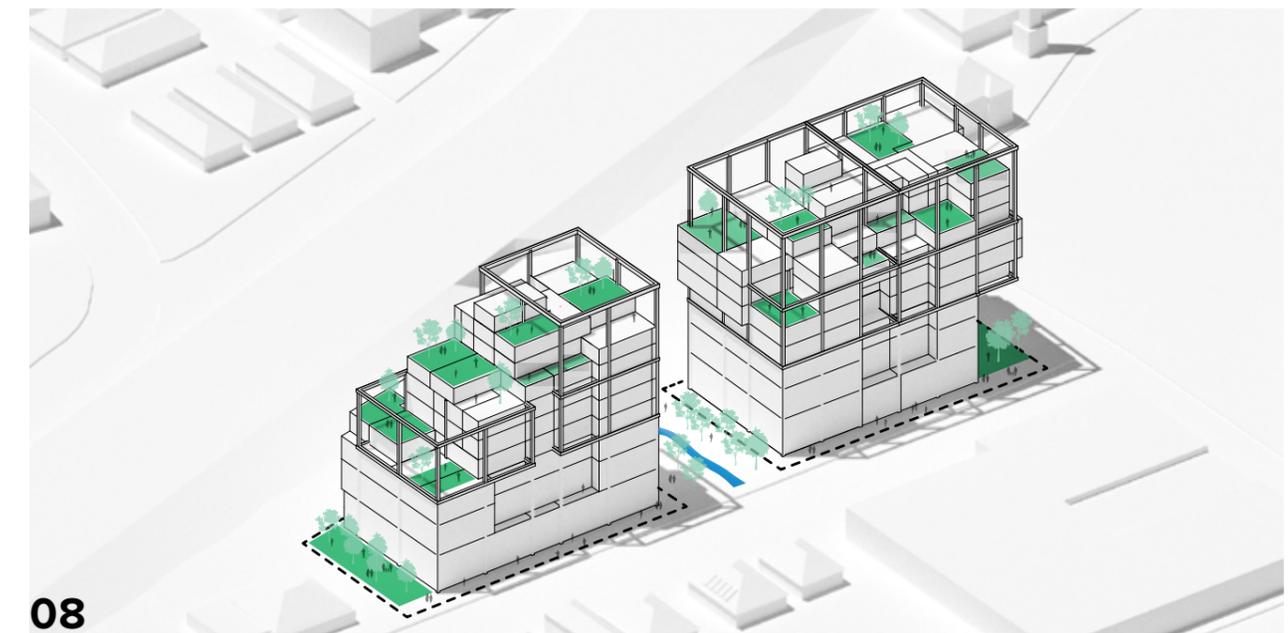
Building on the research undertaken into Marrickville's creative industries and associated spatial configurations (see Chapters 2 and 3), smaller volumes have been inserted into the frame to meet the needs of living and working configurations in the local area today.



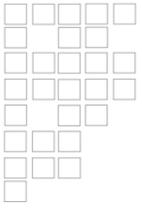
07

MAXIMISING GREEN SPACE

Green space has been maximised across the proposal in both public and private areas. These green spaces will link to the wider green network, provide new public spaces for social activities, and provide communal space for residents and employees within the building.



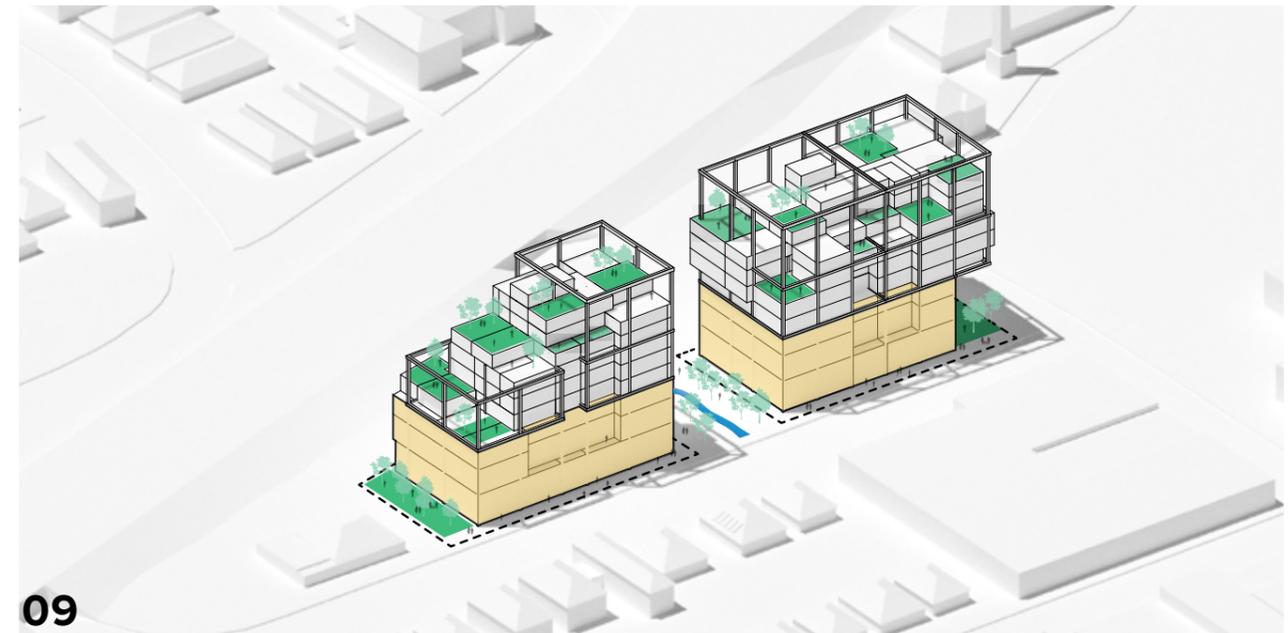
08



BUILT FORM FRAMEWORK

CONTEXTUALLY RESPONSIVE BRICKWORK

The lower levels are constructed with a contextually responsive brickwork which encapsulates the warehouse nature of both the site, and the wider precinct.



POTENTIAL BRIDGE CONNECTIVITY

There is potential for a bridge between the two buildings to improve connectivity.



The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

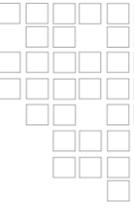
SITE SPECIFIC MERIT SUMMARY

SITE SPECIFIC MERIT

The proposal has taken into consideration the **natural environment**, including the existing green open spaces and proposed green links. It seeks to enhance the existing site by providing green open spaces and space for communal gardens. It considers the sustainability of the urban development by making a positive contribution to rainwater harvesting through water sensitive urban design, and encouraging active transport.

The proposal responds to the **existing uses, approved uses and future uses** of land in the vicinity. It has carefully considered how an integration of land uses can help to enhance the existing and future character of the neighbourhood, as well as provide much needed affordable workspace for creatives.

Seeking to maximise the opportunity offered by this strategically significant location within close proximity to railway interchanges and existing urban services, it is considered that **existing services and infrastructure will be available** to meet the demands from the proposal. The new Metro Station at Marrickville will help to further alleviate demand for public transport services in the region.



SUSTAINABILITY FRAMEWORK



ADAPTABLE BUILT FORM

A hyper-adaptable warehouse framework for adaptable flexible volumes which vary depending on contemporary cultural and market demands.



A PEDESTRIANISED STREETScape

Wide footpaths and new pedestrian links that are pleasant to walk down promotes walking, casual cycling and active transport.



INCREASED TREE CANOPY

More trees increases canopy cover & social/health benefits, improves streetscapes, converts CO2 to O2.



NATURAL VENTILATION

Utilising natural air movement can passively cool & ventilate a building, reducing energy use.



WATER HARVESTING

Possible water harvesting of rainwater from rooftops reduces demand on water supplies & storm water runoff.



ROOF TERRACE

Rooftop space improves residents health & well being, reduces storm water runoff & mitigates the heat island effect



ROOF GARDENS

Space for communal gardens allow residents to grow their own produce for personal use or reselling to the community, through markets.



LOCAL BEE HIVES

Communal Bee Hives allow for the local production of honey. Bees also have benefits to the wider ecology of a place.



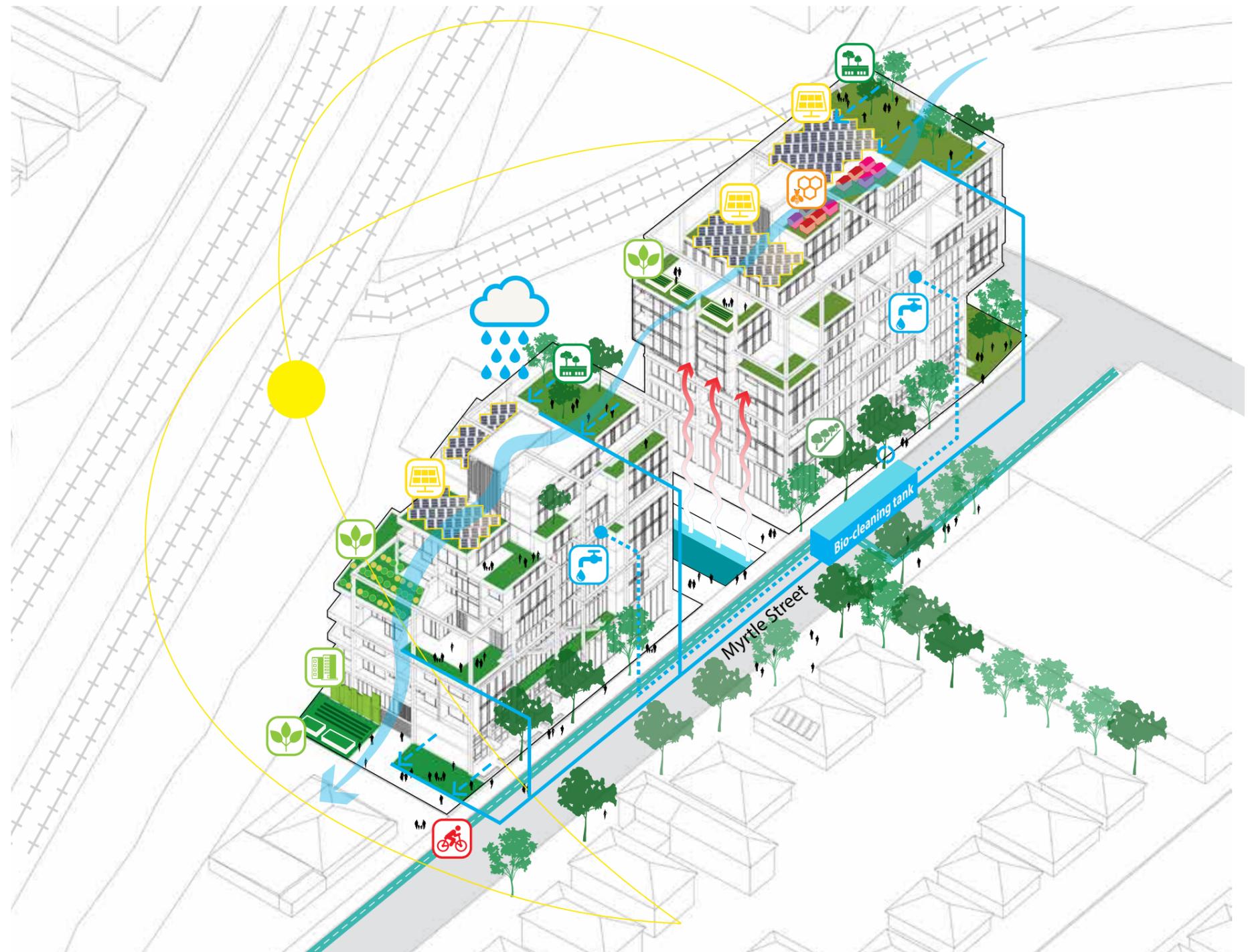
SOLAR PANELS

Possible Photovoltaic cells contribute to energy supply, reducing demand & heat retention.



GREEN WALLS

Green walls contribute to insulation and mitigate heat island effect.



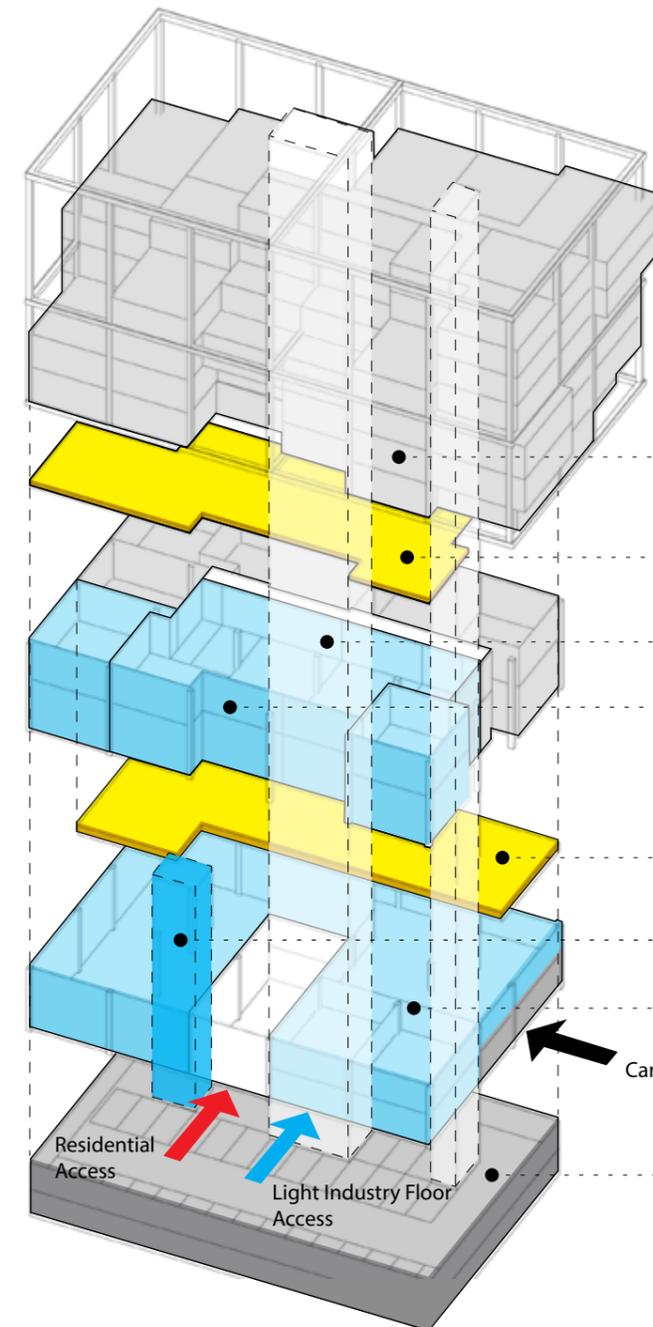
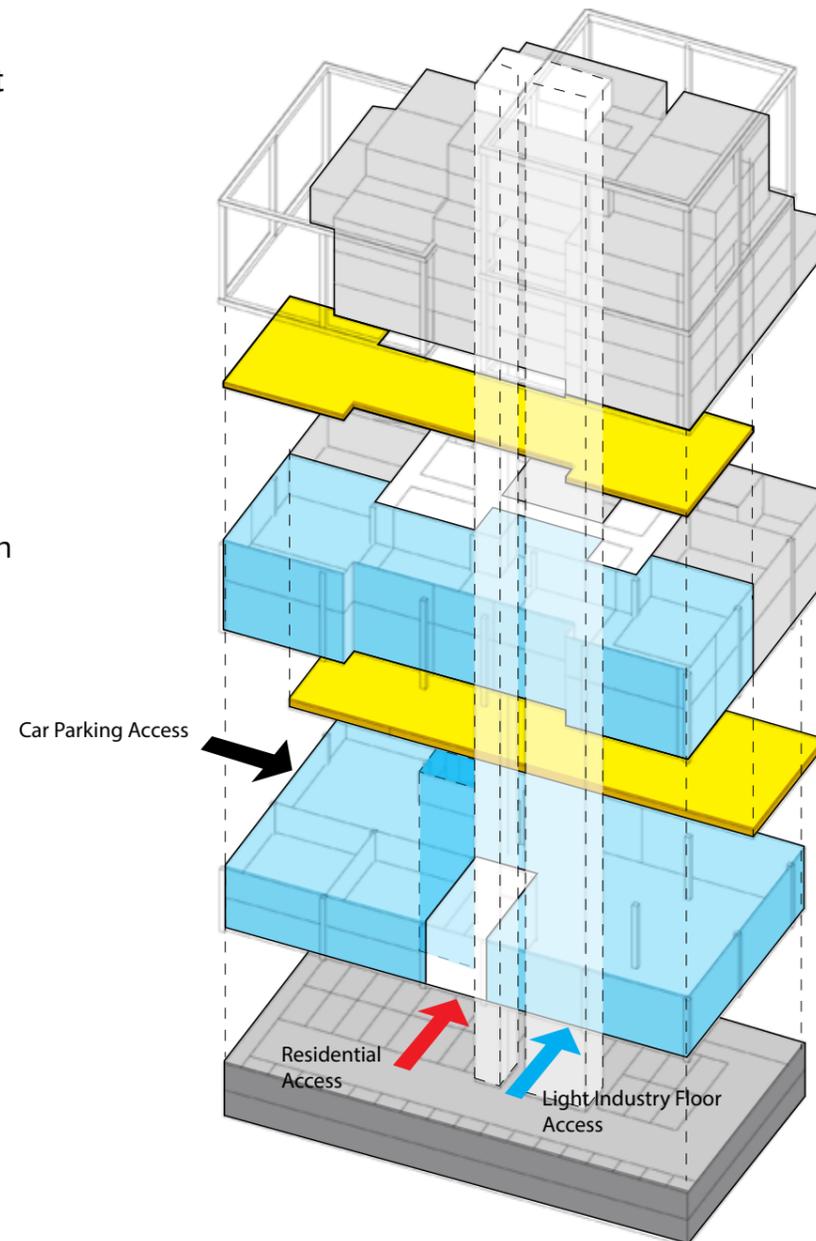
The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

ACOUSTIC MANAGEMENT

Research undertaken into global precedents has enabled the design to develop a concept which most effectively ensures that the industrial, creative and build-to-rent uses can co-exist without adversely impacting on one-another.

Key acoustic design measures include:

- Separate vertical circulation for warehouse and build-to-rent;
- Heavy goods lift for warehouse uses;
- High ground floor floor-to-ceiling heights with acoustic treatment;
- Minimal use of glazing above ground floor workshop areas;
- Double glazing on build-to-rent windows in particular locations;
- Private roof terraces for build-to-rent units at the upper levels distanced from warehouse uses;
- Sealed windows would be installed at dwellings on façades most exposed to environmental noise; and
- Soffits above balconies to incorporate absorbing acoustic material.



-  Build-to-Rent
-  Acoustic Insulation
-  Main Core
-  Creative space
-  Acoustic Insulation
-  Light industry Core
-  Light industry
-  Basement (Cycle/Car par

The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

AN EXPANDED CREATIVE COMMUNITY

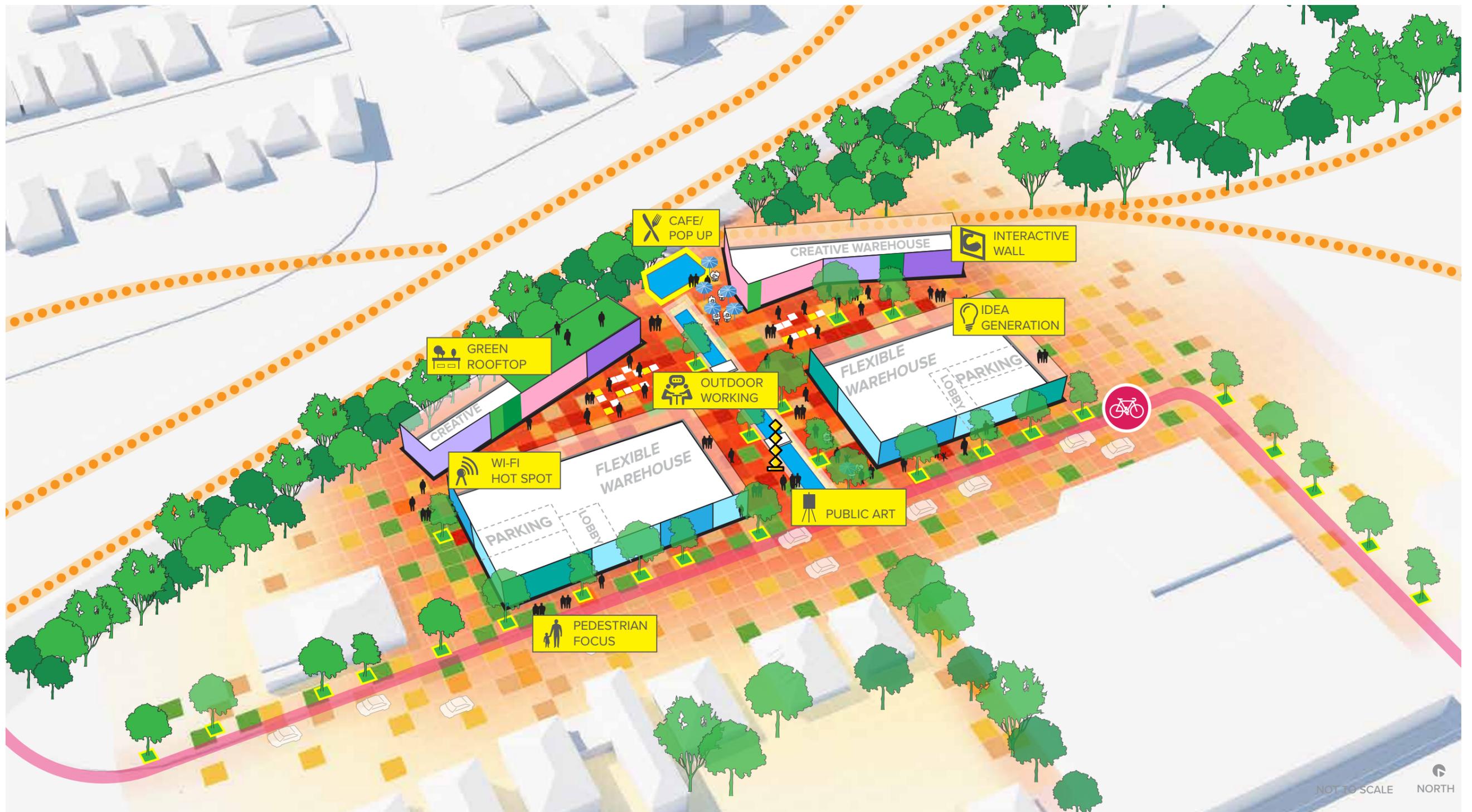
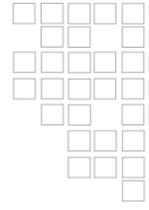
POTENTIAL FOR AN EXPANDED CREATIVE COMMUNITY OVER TIME

The proposal anticipates the adjoining railway land may become surplus to Transport for NSW's needs. If this was to eventuate, the proposed build-to-rent model could be expanded by two additional buildings to create a 'complete creative community'.



Plan of the potential 'completed creative community'. The above drawing is indicative only.

NOT TO SCALE NORTH



Illustrative example of how the 'completed creative community' could be used and activated. The above drawing is indicative only.

05

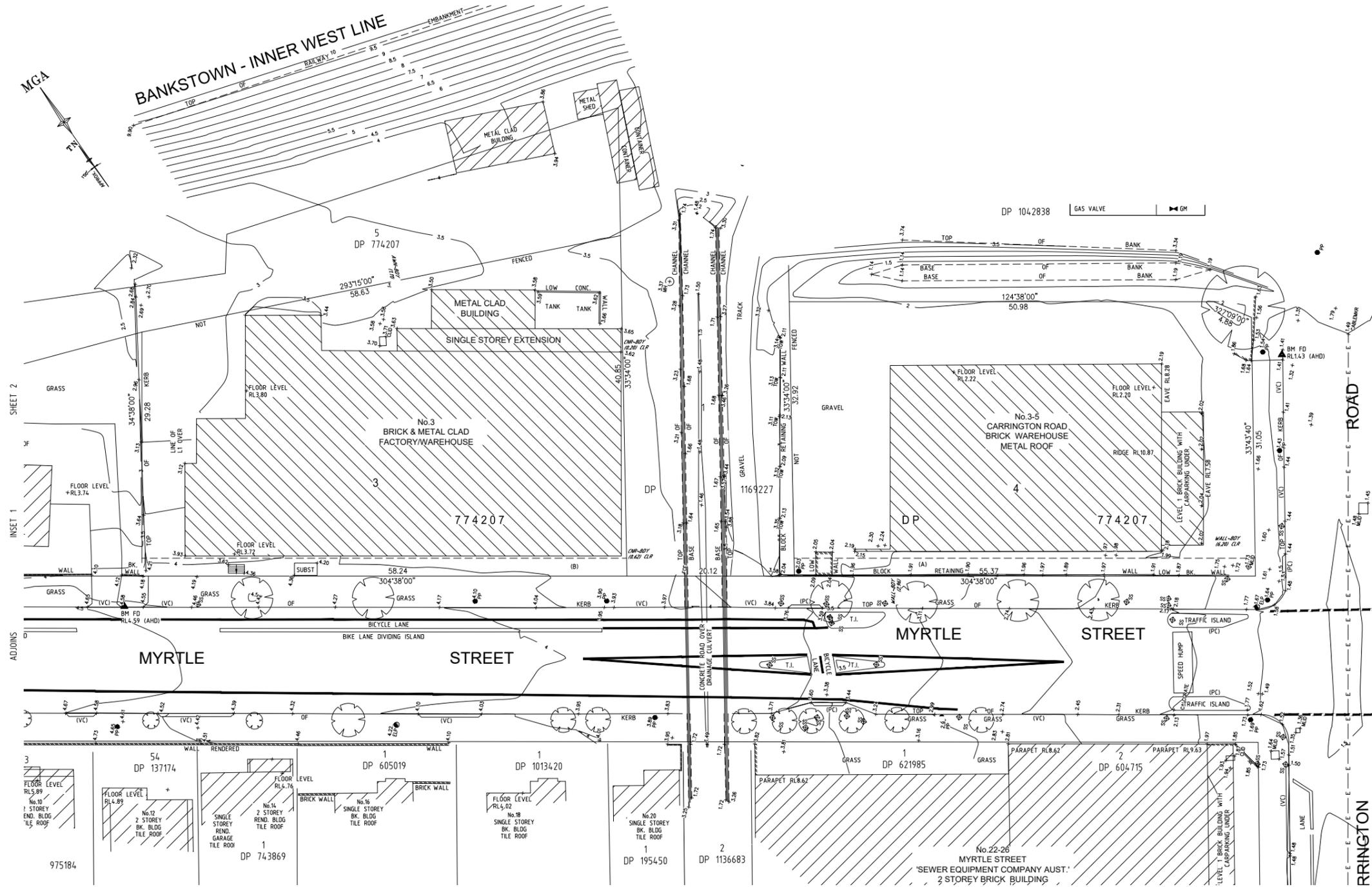
**THE
PROPOSAL**

**MYRTLE STREET
CREATIVE**



Artist Impression of Myrtle Street Creative. For illustrative Purposes Only

EXISTING SITE PLAN

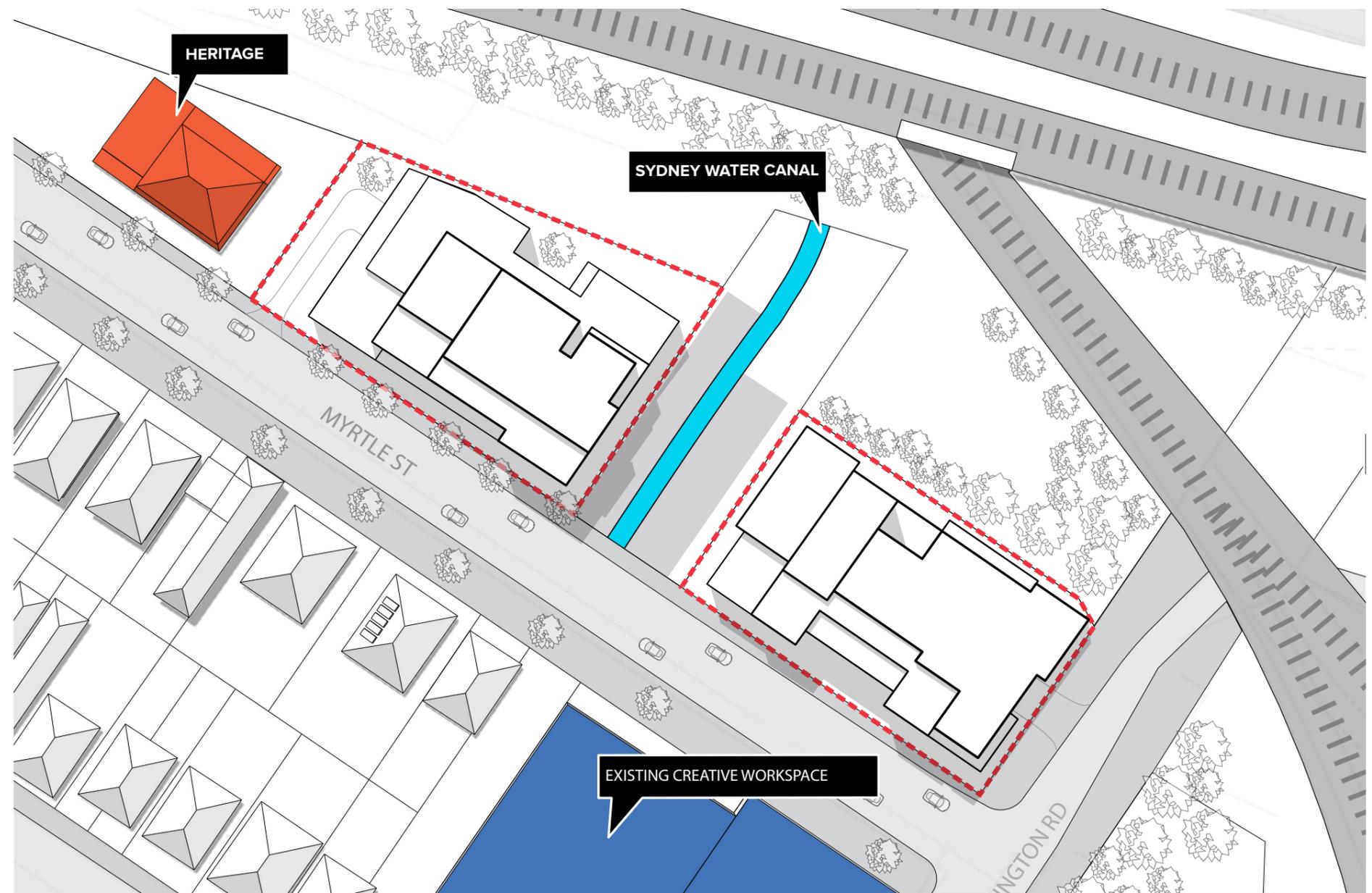


The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

SITE PLAN AND METRICS

PROPOSAL METRICS

- Site area: 3,768 m²
- FSR: 4.65:1 (85% efficiency)
- Total GFA: 17,525 m²
- Flexible Warehouse GFA: 5,565 m²
- Build-to-Rent GFA: 11,960 m²
- Total Build-to-Rent dwellings: 175-225
- Zoning: IN2



LEGEND

-  Site
-  Railway Line
-  Heritage Site
-  Existing Creative Workspace
-  Sydney Water Canal

The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

BUILDING HEIGHTS PLAN

LEGEND

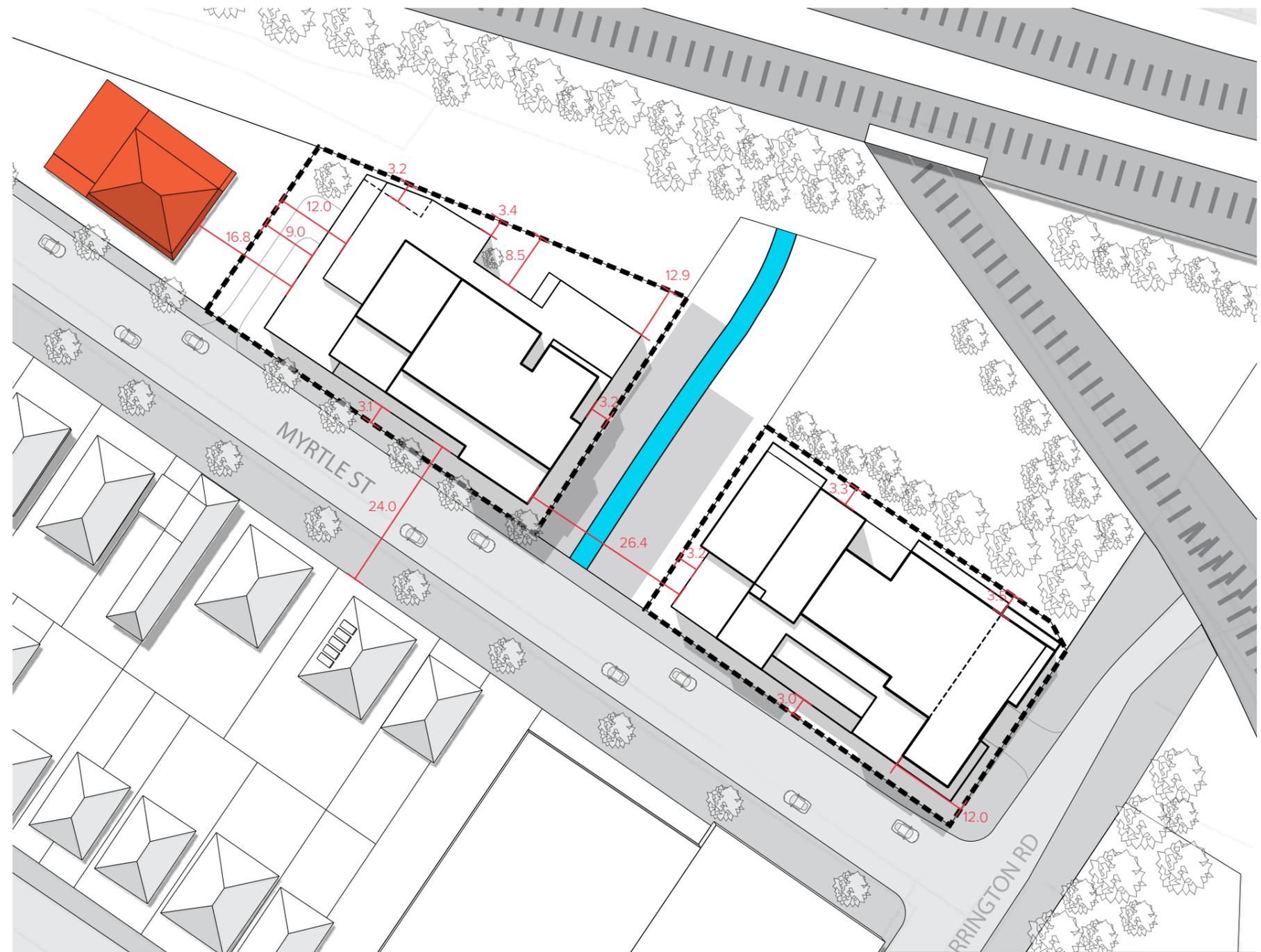
-  Site
-  Railway Line
-  Sydney Water Canal
-  9 Storeys
-  8 Storeys
-  7 Storeys
-  6 Storeys
-  5 Storeys
-  4 Storeys
-  3 Storeys
-  2 Storeys
-  Ground Floor

1:1,000



The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

SETBACKS AND DISTANCES PLAN



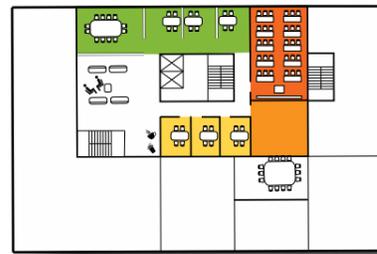
The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

TYPICAL FLOOR PLAN

GROUND FLOOR - INDICATIVE (INCL. MEZZANINES)



Mezzanine building 1



Mezzanine building 2

LEGEND



1:500



Site



Railway Line



Sydney Water Canal



1:1,000



The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

TYPICAL FLOOR PLANS

LEVEL 2 - INDICATIVE



LEGEND

- Site
- Studio (25 - 45m²)
- 1 Bedroom (40 - 70m²)
- 2 Bedroom (60 - 100m²)
- 3 Bedroom (90m²+)
- Lifts
- Flexible warehouse
- Service

1:500

The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

TYPICAL FLOOR PLANS

LEVEL 6 - INDICATIVE



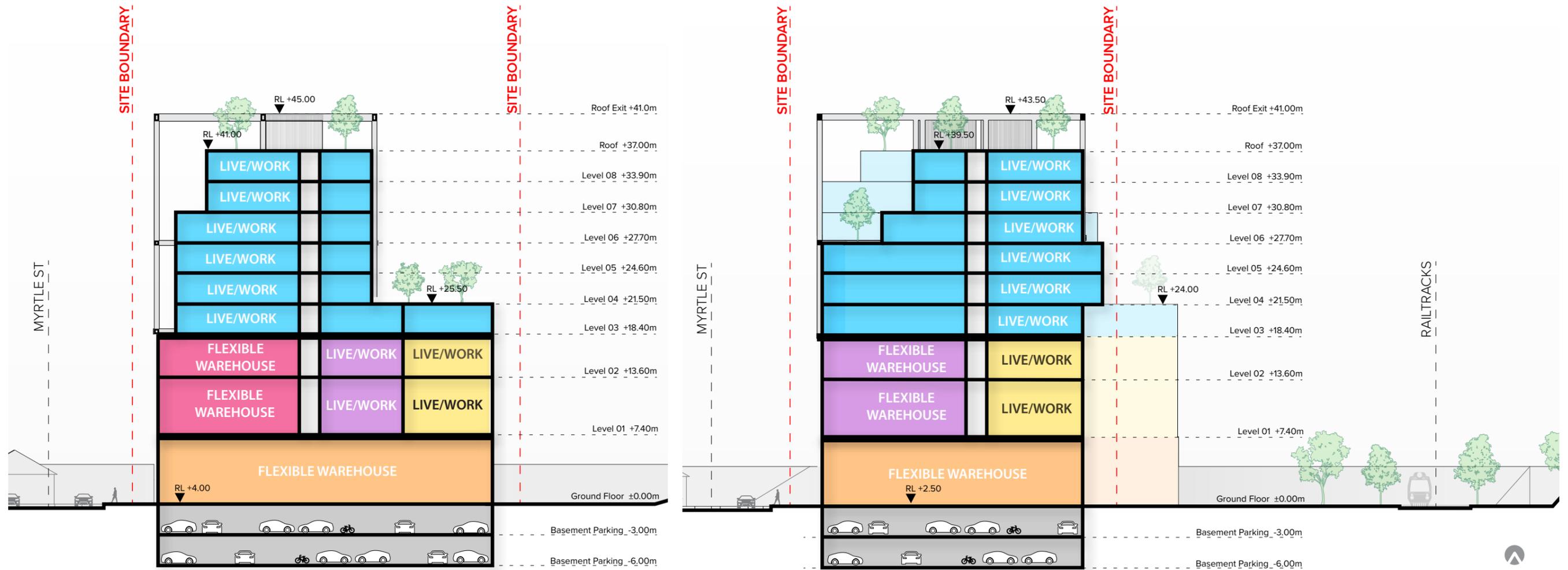
LEGEND

-  Site
-  Studio (25 - 45m²)
-  1 Bedroom (40 - 70m²)
-  2 Bedroom (60-100m²)
-  3 Bedroom (90m²+)
-  Lifts

1:500

The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

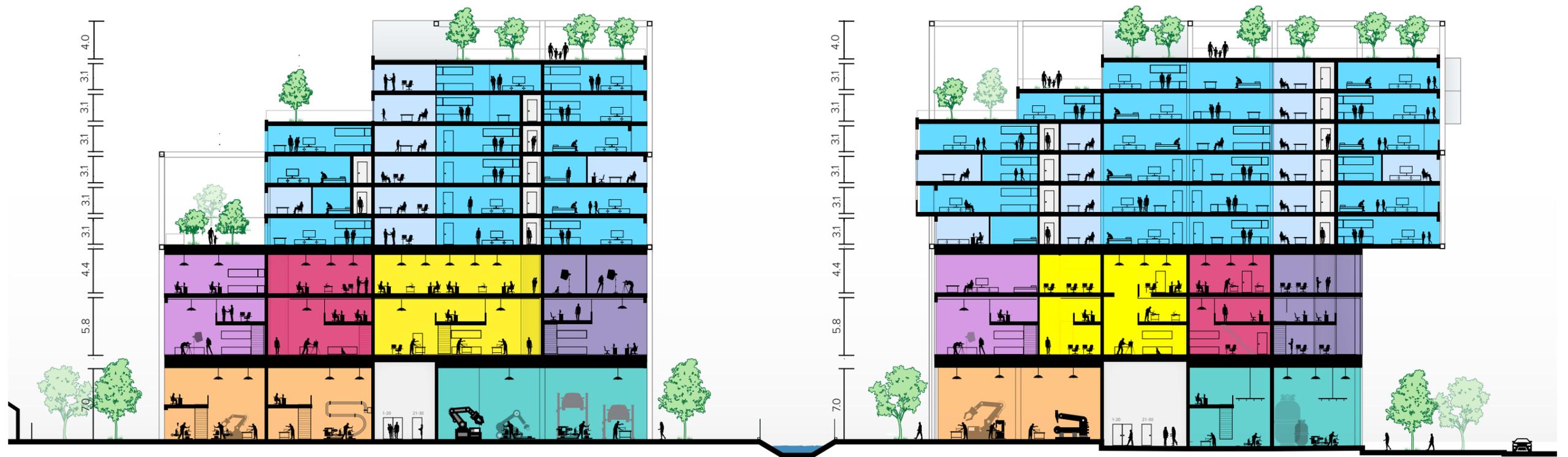
SECTIONS



1:500

The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

SECTIONS



1:500

The above drawings illustrate the preliminary concept for Build-to-Rent and are indicative only, subject to detailed design stages.

SOLAR AMENITY STUDY ANALYSIS

The adjacent diagrams illustrate solar amenity for mid-winter between 9am-3pm on 21 June, comparing the existing shadow cast with the proposed development (additional shadow).

LEGEND

- Shadow
- Proposed Built Form



The above analysis is indicative only, subject to detailed design stages.

SOLAR AMENITY STUDY ANALYSIS

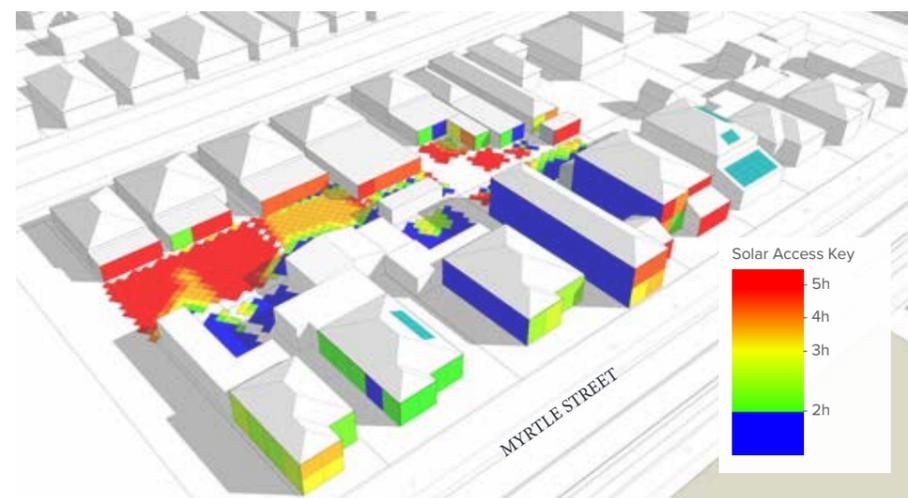
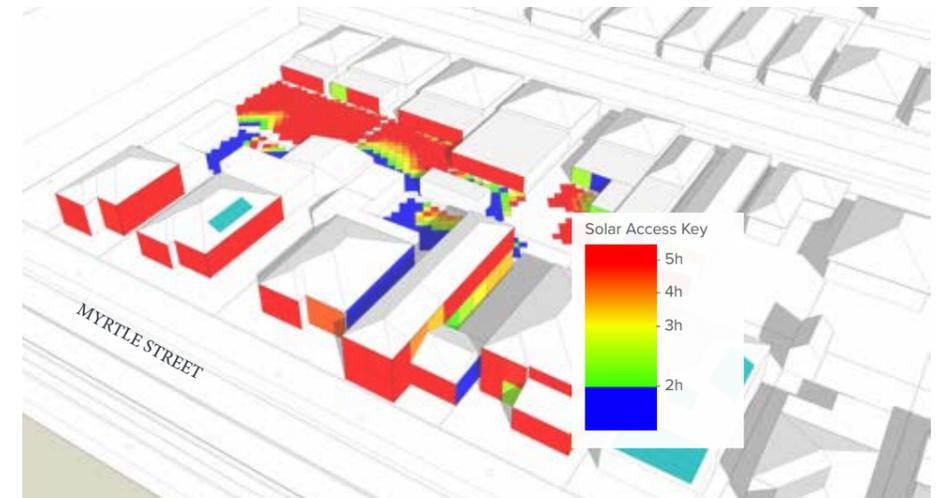
Analysis of the solar impacts indicates that whilst there is some additional overshadowing to properties across the road on Myrtle Street, the overall solar objectives of the ADG's are satisfied by the proposal in light of future development, ensuring communal open spaces and adjoining properties receive adequate solar access when developed in the future.

The largest increases from existing to proposed overshadowing neighbouring properties occurs in the morning between 8 am and 10 am.

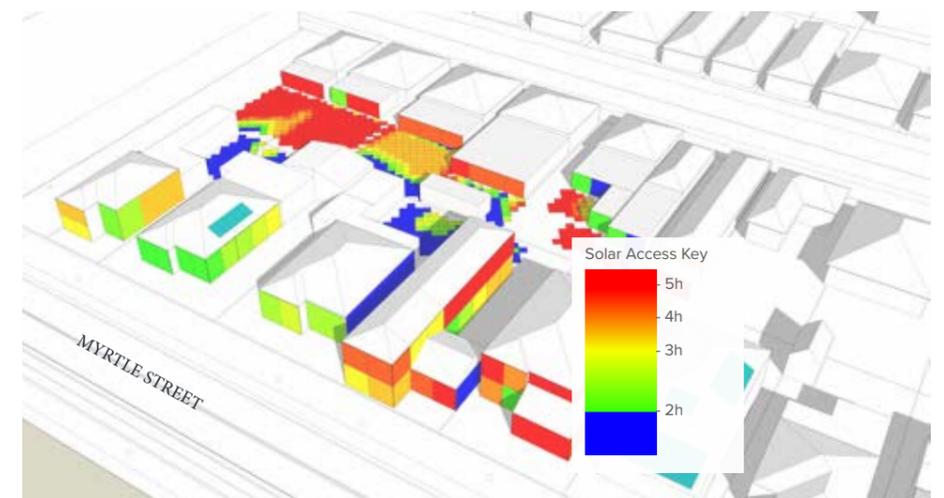
Shadows somewhat decrease around midday with apartments orientated north benefiting from midday sun and others from afternoon solar access. Preliminary studies reveal that the additional overshadowing is anticipated to affect only 5 dwellings. In order to understand the impact of the proposed shadow in more detail we analyse the amount of sun accessible to each adjacent property on the following pages.



EXISTING built form and open space



EXISTING built form and open space



The above analysis is indicative only, subject to detailed design stages.

SOLAR AMENITY STUDY ANALYSIS

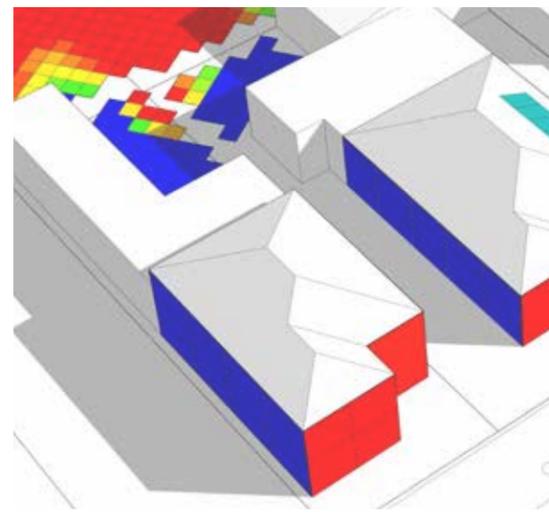
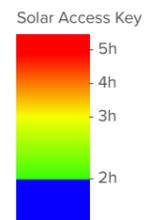
A preliminary analysis of individual affected properties has been undertaken to ascertain the affect of our proposal. This information is preliminary and subject to change based on a more detail investigation into floor plans which have not been acquired. it is considered that out of the 5 dwellings impacted, all are with the ADG compliance range.

20 MYRTLE ST

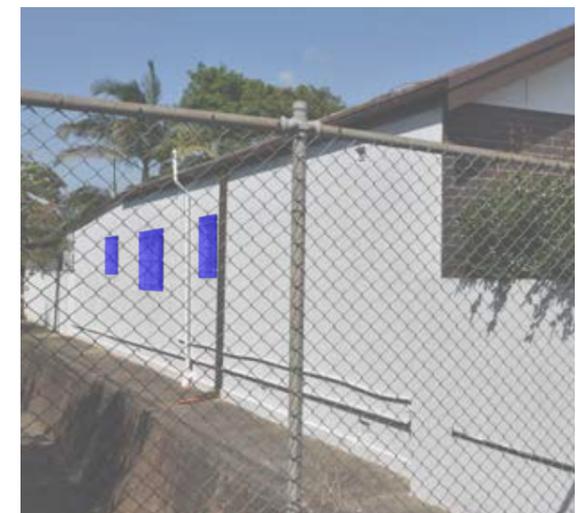
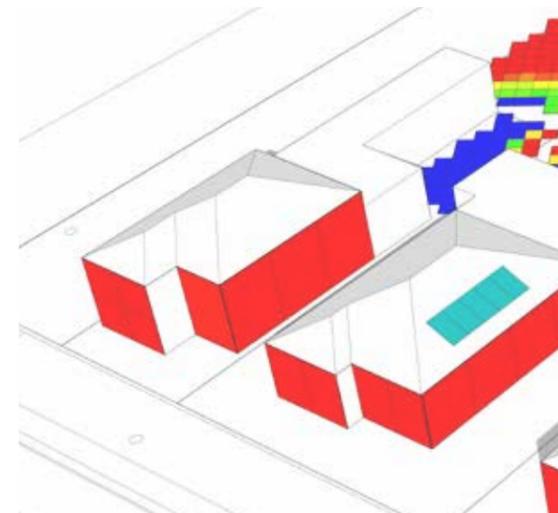
Solar Amenity	>2 hrs sun	<2 hrs sun
Habitable Rooms	✓	
Private Open Space	✓	

The north-eastern and north-western sides of the dwelling are affected by the overshadowing of the proposed building. Nevertheless, they still receive >2 hours of sun, thus the dwelling is considered compliant with ADG standards.

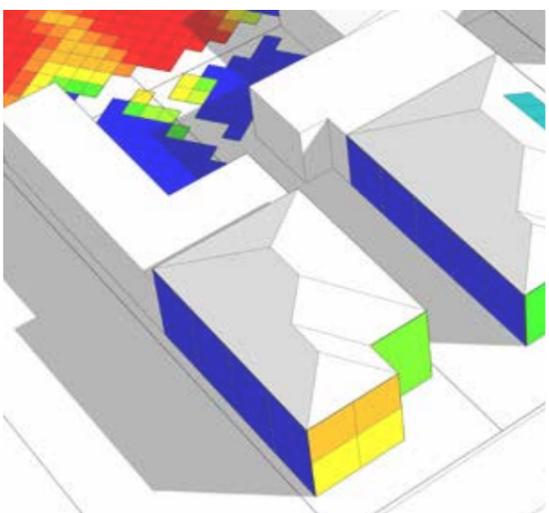
PROPOSED
0/1 Dwellings
AFFECTED



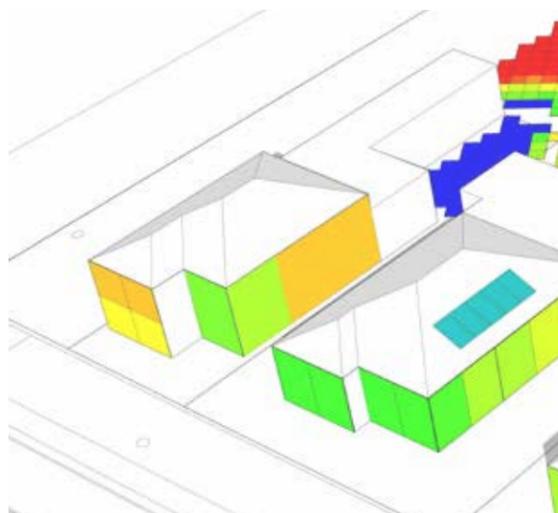
EXISTING built form and open space



South-eastern wall of 20 Myrtle Street - no habitable windows

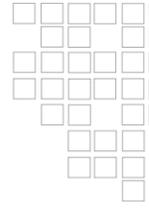


PROPOSED built form and open space



North-western wall of 20 Myrtle Street - no habitable windows

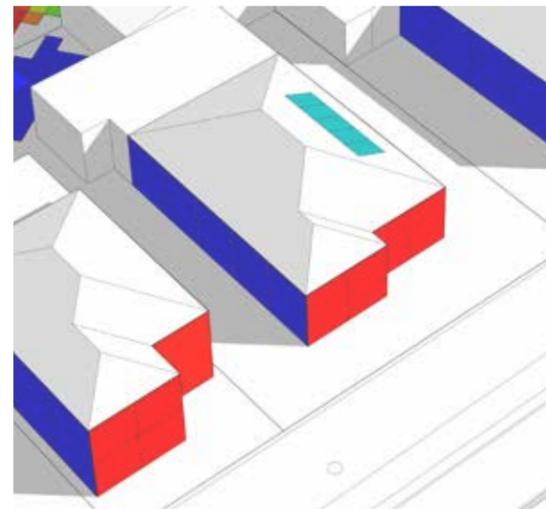
The above analysis is indicative only, subject to detailed design stages.



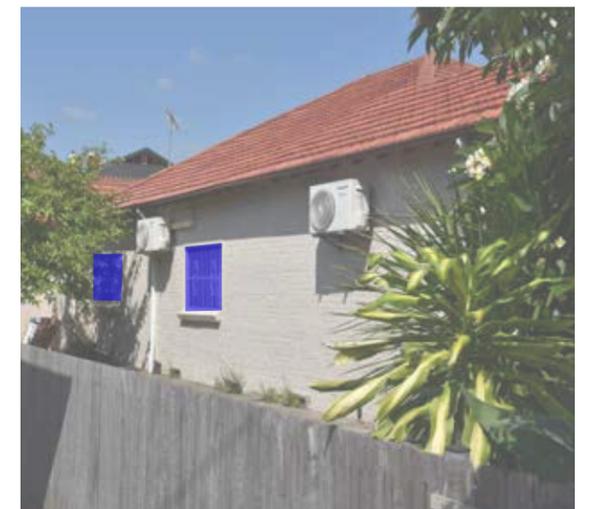
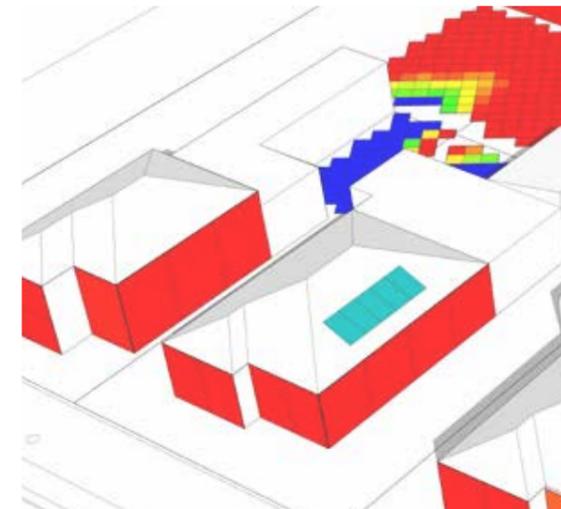
18 MYRTLE ST

Solar Amenity	>2 hrs sun	<2 hrs sun
Habitable Rooms	✓	
Private Open Space	✓	

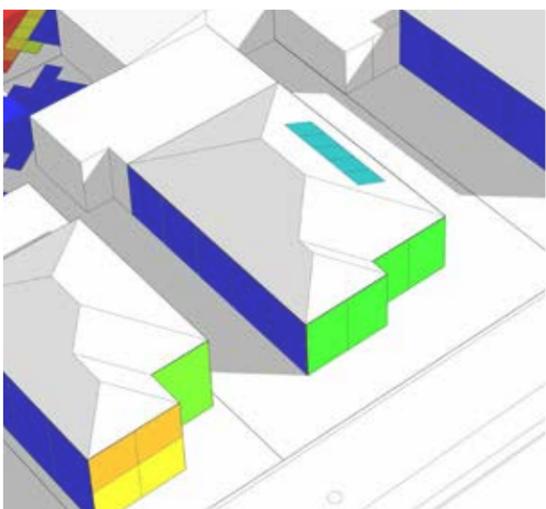
The north-eastern and north-western sides of the dwelling are affected by the overshadowing of the proposed building. Nevertheless, they still receive >2 hours of sun, thus the dwelling is considered compliant with ADG standards.



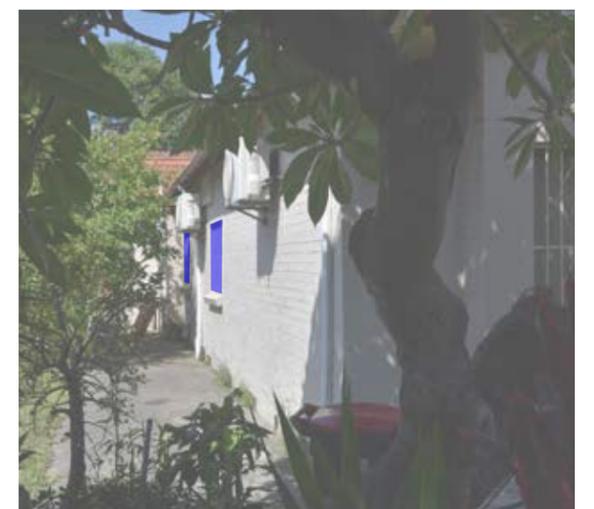
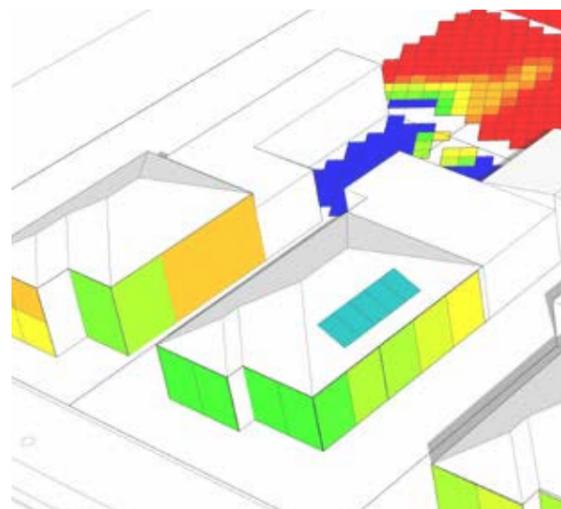
EXISTING built form and open space



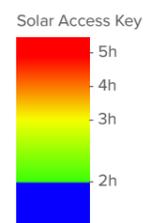
South-eastern wall of 18 Myrtle Street - no habitable windows



PROPOSED built form and open space



North-western wall of 18 Myrtle Street - no habitable windows



0/1 Dwellings
AFFECTED

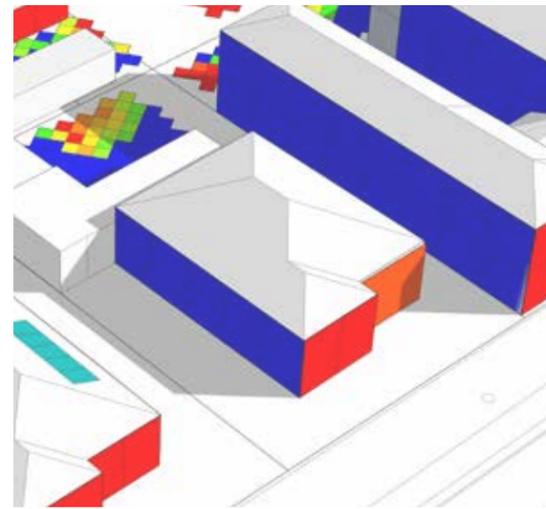
The above analysis is indicative only, subject to detailed design stages.

SOLAR AMENITY STUDY ANALYSIS

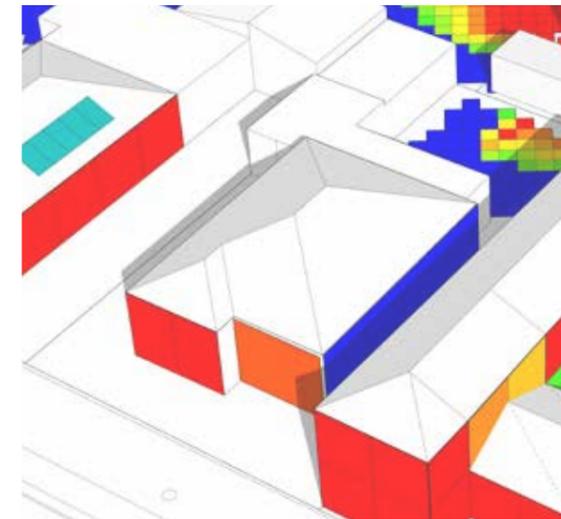
16 MYRTLE ST

Solar Amenity	>2 hrs sun	<2 hrs sun
Habitable Rooms	✓	
Private Open Space	✓	

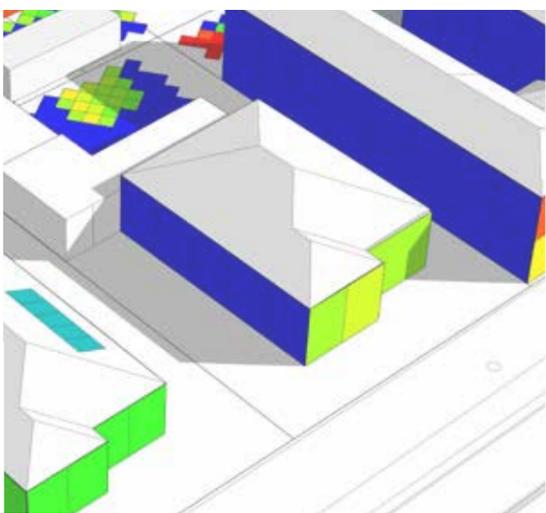
The north-eastern side of the dwelling is affected by the overshadowing of the proposed building. Nevertheless, it still receives >2 hours of sun, thus the dwelling is considered compliant with ADG standards.



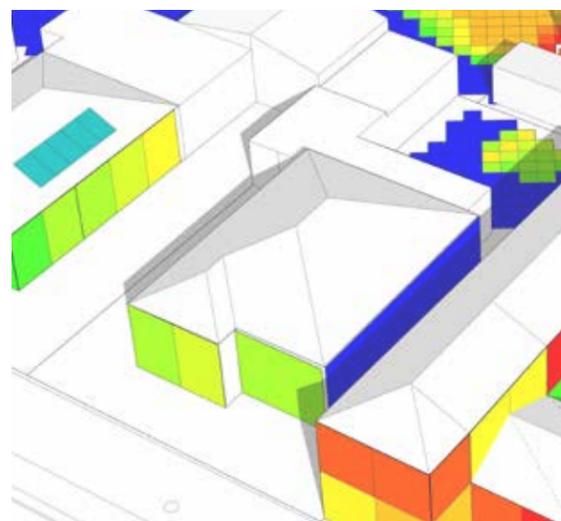
EXISTING built form and open space



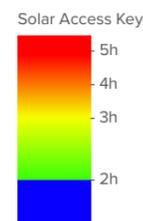
South-eastern wall of 16 Myrtle Street - no habitable windows



PROPOSED built form and open space

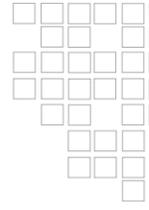


North-western wall of 16 Myrtle Street - no habitable windows



0/1 Dwellings AFFECTED

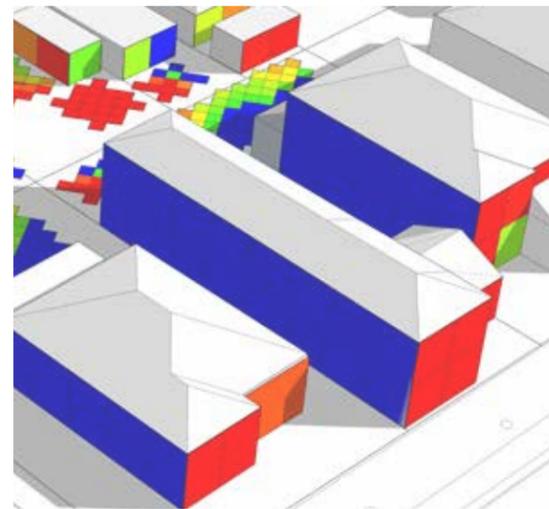
The above analysis is indicative only, subject to detailed design stages.



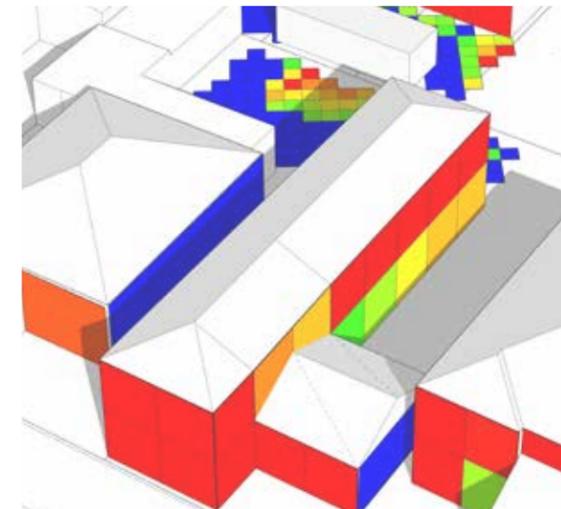
14 MYRTLE ST

Solar Amenity	>2 hrs sun	<2 hrs sun
Habitable Rooms	✓	
Private Open Space	✓	

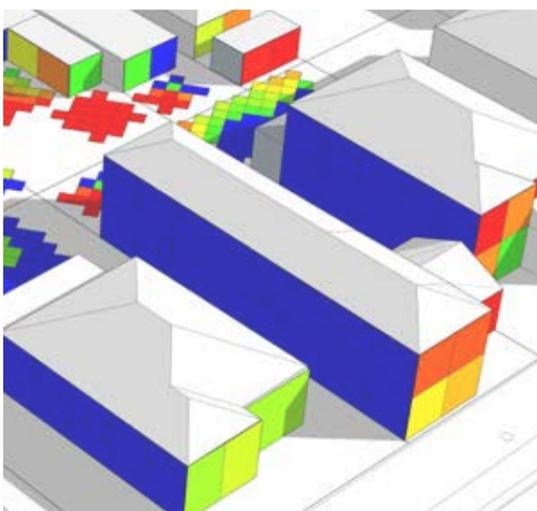
The north-eastern and north-western sides of the dwelling is affected by the overshadowing of the proposed building. Nevertheless, it still receives >2 hours of sun, thus the dwelling is considered compliant with ADG standards.



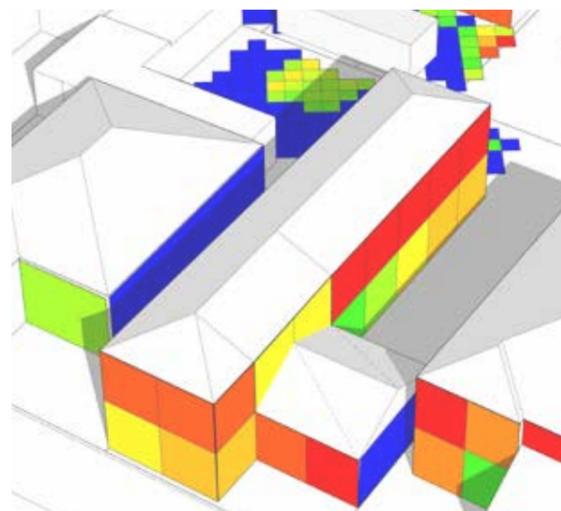
EXISTING built form and open space



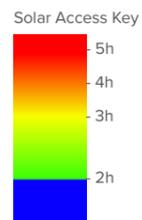
South-eastern wall of 14 Myrtle Street - no habitable windows



PROPOSED built form and open space



North-western wall of 14 Myrtle Street - no habitable windows



0/1 Dwellings
AFFECTED

The above analysis is indicative only, subject to detailed design stages.

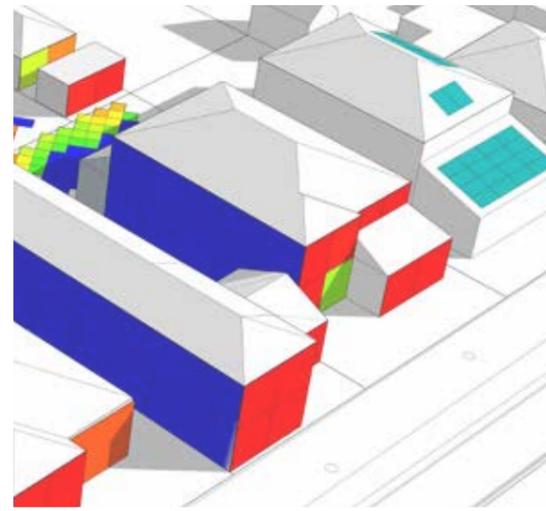
SOLAR AMENITY STUDY ANALYSIS

12 MYRTLE ST

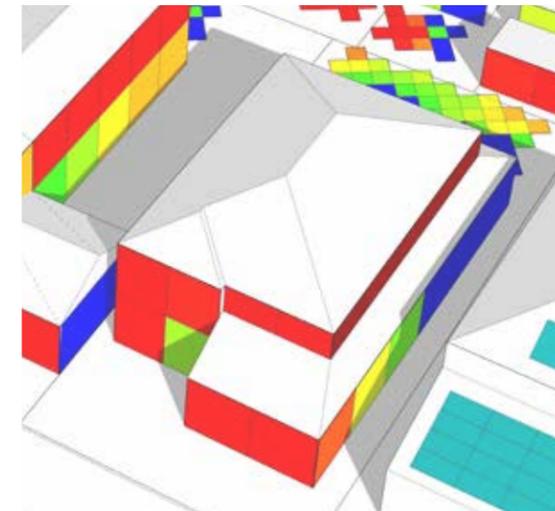
EXISTING

Solar Amenity	>2 hrs sun	<2 hrs sun
Habitable Rooms	✓	
Private Open Space	✓	

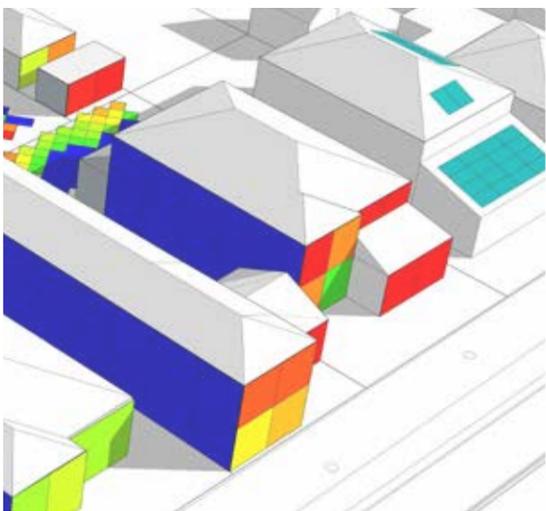
The north-eastern side of the dwelling is affected by the overshadowing of the proposed building. Nevertheless, it still receives >2 hours of sun, thus the dwelling is considered compliant with ADG standards.



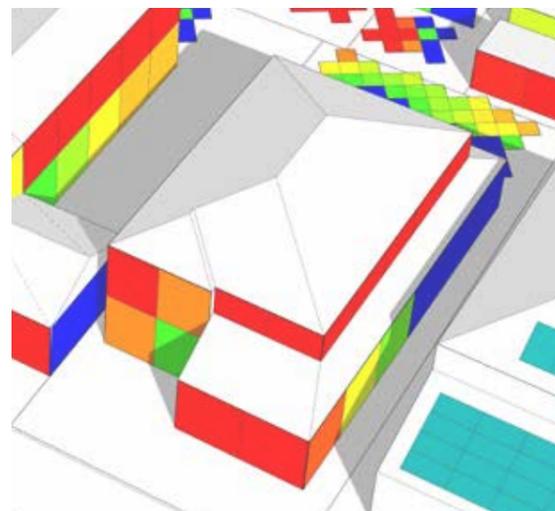
EXISTING built form and open space



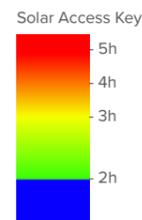
South-eastern wall of 18 Myrtle Street - no habitable windows



PROPOSED built form and open space



North-western wall of 12 Myrtle Street - no habitable windows



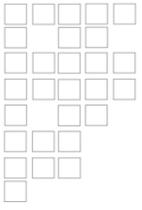
0/1 Dwellings
AFFECTED

The above analysis is indicative only, subject to detailed design stages.

VISUALISATIONS



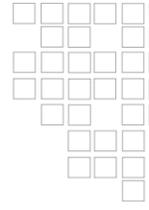
Artist Impression of Myrtle Street Creative. For illustrative Purposes Only



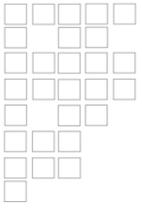
VISUALISATIONS



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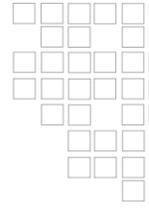
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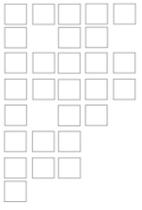
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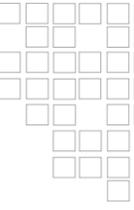
CONCLUSION

This proposal is for an industrial-led Creative Cooperative, comprising a unique live and work concept, offering a range of creative spaces alongside a mix of Build-to-Rent dwellings aimed providing more affordable lifestyles for young people in the creative sector.

It seeks to become a vibrant community that uses shared spaces and facilities to create a more fulfilling lifestyle for those who use it. Delivering an innovative development that will provide high quality architecture for a unique mix of users and residents, it seeks to bridge the divide between industrial and Build-to-Rent uses in Sydney - paving the way for a vibrant living and working precinct around the Marrickville Southwest Metro Station.

The proposed controls to support an FSR of 4.65:1 (85% efficiency) and height of 42 metres (9 storeys) has been informed by the Proposal and detailed in this Urban Design Justification Report. The application of a Build-To-Rent model (170-185 dwellings) for 3 Myrtle Street, Marrickville focuses on being a catalyst for it's own asset class and ideally, it's own land use definition, separated from Residential Flat Buildings. This will for more affordable lifestyles and living options for the creative sector.

A Creative Build-to-Rent vertically integrates creative employment and living floor space only within a fit-for-purpose building that can never be strata titled in the future. This model avoids the dilution and gentrification of light industrial lands by market rate housing, being the key issue underlying the GSC policy.





Marrickville
Creative Hub