



Fairfield City Council's Vision for Revitalising Fairfield City Centre

Adopted 27 March 2018

Fairfield City Centre Urban Design Study

Date	Status	Prepared by	Approved by
2 November 2017	Final Draft for Exhibition	Sonny Embleton	Helen Deegan
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* The Fairfield City Centre Urban Design Study was adopted by the Ordinary Meeting of Council on 27 March 2018.



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1. Introduction and Background

1.1 About Fairfield City Centre

The Fairfield City Centre is located upon the traditional lands of the Cabrogal people.

Fairfield City Centre is the major centre for one of the most culturally diverse cities in Australia.

Fairfield's history is focused around the Fairfield Railway Station. The station opened in 1856 and is the oldest surviving railway building in New South Wales. The railway enabled transport of bulk freight associated with the expansion of local industries including timber, fruit growing and agricultural produce. William Stimson became the largest property owner in Fairfield. William was one of the early pioneers of Fairfield who cleared the bush on his land and planted orchards, a vineyard and a market garden. The rapid development of small farms in the area created a demand for timber, and as much of Stimson's land was heavily timbered, he established a sawmilling business at Fairfield near the railway yards. His business prospered to such an extent that in the

late 1870s, he engaged Varney Parkes, son of Sir Henry Parkes, to design his home. Using the plans, Charles Furner of Camden, built Cambridge House in 1877-78 next to the railway station at the Crescent, Fairfield. The house had gables and iron lace balconies, and was set in an English style garden with English trees and a large pond crossed by a bridge and an elegant carriage drive. The family lived there for the next 20 years. Cambridge House burnt down in 1976, replaced by walk up flats.

Rapid population growth occurred after World War Two and public housing was developed on a large scale in the 1950s. Ware Street became the new main street, with Wynn's Department Store (containing for many years the city's only escalator) located on the corner of Ware and Spencer Streets. Other well-known stores and attractors included White's Hardware and Furniture, Nash's Haberdashery located on The Crescent, Nock and Kirbys (hardware and homewares), Downes Menswear Shop, Waltons and Bing Lee on Ware Street, and the Auction House located at Harris/Barbara Streets. The Businessmen's Club was located on The Horsley Drive.

The Fairfield Municipal Council Civic Centre opened in the 1960's in Spencer Street and supported many local businesses with its presence including the nearby Civic Hotel.

The development of the Fairfield Forum in the early 1980's resulted in a shift in the retail heart of the centre. Ware Street was closed to traffic, with a pedestrian mall created. A fountain imported from Italy was the centre piece of the newly created civic space. Well patronised yearly main street parades were a common occurrence. The pedestrian plaza proved unsuccessful and Ware Street once again was open to traffic. Similarly, an amphitheatre located in Spencer Street with chess board was closed in the early 2000's and Spencer Street reopening to traffic by the late 1980's.

During the 1980s, as a result of the Iraq/Iran war, many Assyrians fled and settled in the Fairfield area. This coincided with the rapid growth of Fairfield's commercial centre, with the peak of the centre's development coinciding with the opening of Neeta City in 1990. In the

mid to late 1990's, a shift in retail expenditure became growingly evident after the opening of Stocklands Wetherill Park, at Prairiewood in 1989. The closure of the small multi-screen cinema located at the Fairfield Forum in 2005 also represents a shift in the demand and local offer. Ware Street continued to suffer a decline with the relocation of bank branches to Neeta City and the Fairfield Forum.

Fairfield City Centre now supports a mixture of retail, commercial and residential developments, including medium density buildings and increasingly, medium to high-rise shop-top housing developments. As the majority of Fairfield's growth occurred relatively recently, few heritage listed buildings exist. Those remaining are generally in close proximity to the train station and The Crescent and include the School of Arts, Old Fire Station and some ecclesiastical buildings. The Crescent Cinema façade and the Fairfield Hotel bookend The Crescent with two iconic local landmarks.



Cambridge House



Fairfield Railway Station - The Crescent



Heritage items on Harris Street including the School of Arts

Fairfield's restaurant and retail focus is unique and driven by specific localised cultural tastes and needs. The centre has evolved to include a range of main street and 'bazaar' style retail shops as well as the more typical shopping centre retail models such as Neeta City and Fairfield Forum (1982 and Neeta City (1990). These two centres now compete with temporary retail experiences such as Stockland Wetherill Park at Prairiewood.

The local community values public gathering and interaction, which is evidenced by the Fairfield City Centre's bustling shopping streets and regular community gathering for playing chess on Kenyon Street. A range of restaurant, cafe and alfresco dining exists in the Fairfield City Centre during the day, however such activities are not a major part of Fairfield's night time character at present. Wedding receptions dominate night activity on the weekends.

The Centre's key activity nodes are the two shopping centres (Neeta City and Fairfield Forum), Ware Street 'main street' retail strip, Fairfield railway station, the Fairfield RSL club and various recreational facilities associated with Fairfield Park to the south.

There is no formal 'City Square' at present, however Fairfield City Council's The Crescent Plaza was opened to the public in December 2016. Key open spaces include Crescent Park along the Railway and the significant facilities and attractions of Fairfield Park south of the City Centre. There are Courthouse and Police functions located in the City Centre, however the Local Council / Municipal functions were relocated from the Centre to a greenfields site at Avoca Road, Wakeley in 1981. The Fairfield Motor Registry office at Harris Street closed in early 2016 with functions relocated to Service NSW offices at Wetherill Park and Liverpool. Centrelink has a presence within the City Centre, located in Barbara Street.

In the early to mid 2000's, Fairfield City Centre's first residential high rise development (9 to 11 storeys) was erected in the area bound by Smart Street, Spencer Street and Court Road. A small number of other high rise developments throughout the centre have also followed.

1.2 A City of New Settlement

Fairfield City is a city of new settlement. Fairfield City accommodated 3,000 humanitarian arrivals in 2016;

triple the usual annual humanitarian intake in 2015. Fairfield City took in 75 per cent of all western Sydney's refugee intake, with Liverpool City Council second at 14 per cent. Fairfield City will settle at least half of Australia's special intake of 12,000 Syrian and Iraqi refugees in 2017.

Refugees are moving to the Fairfield area with established religious and community services, family links and large existing communities after their initial arrival in other locations, some of which are interstate: a "secondary settlement" phenomenon. The need for affordable housing to accommodate larger families is required now and into the future.

Fairfield City Centre, along with Cabramatta town centre, contains a Centrelink office and offices of non-government organisations (NGO's) who assist in the settlement of new arrivals. This recent phenomenon has created the demand for affordable housing, office space for NGO's, and expanded community facilities. Development opportunities also provide potential community benefits to meet this demand, as well as add to the vibrancy and importance of the Fairfield City Centre as a place to call home.

1.3 Purpose of this Study

Fairfield City Council (Council) has engaged TPG Town Planning and Urban Design (lead consultant), LFA Pacific (Urban Design) and AECgroup (Market and Economic Feasibility), to prepare an urban design study for a number of key sites (over 2,500m² in area) within the Fairfield City Centre.

This Study has been undertaken according to the principles set out in the NSW Government's South West District Plan. In summary, it takes a design-led planning approach that requires urban design that focuses on people in order to create great places to meet, work, exercise and socialise. This requires a holistic focus that includes: the streets, the neighbourhoods, the centres and suburbs that will be real, attractive places and provide a great liveable community for new and existing residents.

This Urban Design Study has been prepared in response to an identified need by Council to facilitate revitalisation in the Fairfield City Centre and to build upon current market interest in redevelopment of the centre. This is reflected in strategic studies and economic



investigations undertaken for the City Centre, discussed in Section 5.

The Fairfield City Centre Urban Design Study seeks to:

- reflect an analysis of current strengths, weaknesses, opportunities and threats determined through site visits, literature review, and stakeholder consultation;
- outline a strategic approach to planning and development standards impacting upon built form;
- test development scenarios based on economic feasibility and minimising amenity impacts (e.g. unacceptable overshadowing levels of adjoining development)
- identify road network and public domain improvements in the Town Centre and its immediate surrounding area reflecting existing weaknesses as well as demand generated from future development;
- recommend development standards contained with Fairfield LEP 2013 and development controls within the Fairfield City Centre Development Control Plan.

In November 2015, the Fairfield City Chamber of

Commerce (Chamber) representing various stakeholders within the Fairfield City Centre requested a review of the design controls within the City Centre. The Chamber's request sought to facilitate redevelopment of identified sites to enhance the Fairfield City Centre experience and make a positive contribution to its vitality, vibrancy and functionality.

This plan identifies key urban design, built form and place making actions to improve the vitality and vibrancy of the Fairfield City Centre. The plans will put in place the foundations and enablers to create a place that is attractive for people and capital as well as being inclusive and diverse. Above all, the plans are a means of catalysing and implementing a broader revitalisation of the Fairfield City Centre.

This Urban Design Study focuses on 13 strategically located sites identified by Council to have significant potential for revitalisation for the individual sites and also the potential flow on benefits for the surrounding precincts and wider City Centre experience.

The City Centre is constrained from redevelopment by fragmented land ownership and smaller strata title

premises, particularly along Ware Street, Nelson Street and The Crescent as well as cross streets. However, the identified key sites each have an area larger than 2,500m² and offer significant redevelopment opportunities that will bring both private and community benefits. The key sites do not require amalgamation to facilitate development and provide the opportunity to explore desired and feasible height of building and density controls to enhance the viability of achieving the revitalisation of the City Centre.

This study investigates urban interrelationships across the Fairfield City Centre to identify potential public benefits that can be achieved through the development of these sites.

The outcomes of this Urban Design Study may be implemented through Fairfield City Council's town planning framework and where relevant through its operational plan, as well as owner/ applicant led planning proposals. The investigations and development concepts considered in this study are intended to guide inputs into potential amendments to the relevant land use and development (LEP & DCP) controls.

1.4 Urban Design Study Objectives

To support the functionality of the built form and the well-being of a growing residential community, Fairfield City Council seeks to:

a) Reimagine development options for the Fairfield City Centre that supports a liveable built form, active street frontage, and growth of the local economy – a centre that is developing and business is thriving and where people feel welcome, safe and proud to call it home.

b) Progressively develop a permeable public domain with pedestrian connections with increased walkability and town centre identity through social, cultural and public art elements – a social, healthy and proud community that “celebrates diversity” because of the quality of public places, spaces and connections.

c) Achieve public domain, pedestrian connections and community infrastructure as part of the community benefit offered in future development – exploring proposed changes to existing land use zoning and development standards where it is clear the community also benefits in creating a desirable City centre.



2. City Centre in Context

2.1 Local Context

The City Centre is generally defined by Barbara Street to the west, Nelson Street and Fairfield Forum to the north, The Horsley Drive and Prospect Creek to east and Fairfield Park to the south. Fairfield City Centre is situated adjacent to Fairfield railway station providing connection to Liverpool, the Parramatta and Sydney CBDs as well as other smaller nearby centres such as Cabramatta and Villawood.

The Fairfield City Centre is comprised of a combination of main street retail, arcade and larger format shopping centres. It is a destination for a variety of activities including specialty retail, café/restaurant/take away foods, supermarkets, personal services and commercial uses.

The predominant built form in Fairfield City Centre is two storey retail/ commercial buildings with retail at ground level, commercial above and service access to the rear. A number of shop fronts along The Crescent are in the Art Deco style, reflecting its previous role as an early main street. The City Centre also contains three shopping centres developed between 1980 and 1990: The Forum, Neeta City and The Chase. There are some 8-12 storey shop top housing buildings emerging in the City Centre.

The Fairfield City Centre is adjacent to the Prospect Creek riparian corridor provides a buffer between the Centre and the Yennora industrial lands to the east. Fairfield City Centre is immediately surrounded by a ring of three storey walk-up residential flat buildings providing affordable housing within the locality that encourages pedestrian activity to the City Centre. To the south is a large area of parkland known as Fairfield Park. The park provides a number of local recreation and sporting attractions such as Fairfield Bowling Club, an aquatic centre and a newly constructed nature playground. Despite the extensive recreational offer, the railway corridor appears to act as a significant barrier to residents living in the high density areas around the City Centre.



Figure 1. Local Context and Study Area (Source Google Maps/ TPG)

2.2 Regional Context

The Fairfield City Centre is located 32km south west of the Sydney CBD and is identified as a District Centre in the Draft South West Regional Plan. It is located amid three centres, Parramatta (10km to the north) Liverpool (6km to the south west) and Stockland at Wetherill Park (6km to the north west).

The Fairfield railway station provides rail links to Parramatta, Liverpool and the Sydney CBD. The Horsley Drive, which runs along the north-east edge of the City Centre links to the Cumberland and Hume Highways, which are both part of the Sydney arterial road network.

The Fairfield City Centre is located in close proximity to a large tract of employment and industrial lands, which forms a belt stretching from Wetherill Park north west of the centre through to Fairfield East and Leightonfield to the south east.

Fairfield City Centre is accessible to the broader road network via The Horsley Drive (A22) and Smithfield Road (A28), which connect to the M4 Motorway.



Figure 2. Regional Context (Source Google Maps/ TPG)

2.3 Key Sites in the Fairfield City Centre

The key sites represented in Table 1 are the primary focus of this urban design study. Each the identified opportunity sites is greater than 2,500m² in area. Each of the sites is either under single land tenure or under the tenure of a group of cooperative land owners.

The area, land tenure and strategic city centre locations of each of these sites present numerous opportunities for urban revitalisation. The future development of these sites offers significant potential for public benefits to be realised both within each site and for the surrounding public realm.

It is envisaged that when developed, each of the sites will not only assist in transforming their immediate locality, but also form a catalyst for investment into the centre, promoting ongoing benefits and revitalisation.



Figure 3. Map of Key Sites (source LFA Pacific/ TPG)

Table 1. Key sites identification

Site	Description	Address	Lot	Sec	DP
1	Fairfield Forum	8-36 Station Street	1031	-	1049068
2	Neeta City	1-29 Court Road	11	-	1062756
3	Aldi site (Vacant)	366 The Horsley Drive	121	-	1017634
4	McDonald's Site	56-62 Court Road	101	-	1041594
5	George Weston Foods	311 The Horsley Drive	6	-	868809
6	Ranglen Investments Pty Ltd	291-303 The Horsley Drive			SP73480
7	Cambridge Tavern	11 Alan Street	2		593044
		11A Alan Street	2		593044
8	Fairfield RSL	14 Anzac Avenue			1013454
9	Fairfield Hotel	1 Hamilton Road and 11 Railway Parade	1	-	659919
			2	A	2814
			3	A	2814
			4	A	2814
			5	A	2814
		Expanded site area (Council owned - subject to land consolidation) 1-3 Hamilton Road 1-3 Hamilton Road	1		947592
			1		943853
10	Civic Precinct	17 Kenyon Street	10	-	1211302
		25 Barbara Street	1		720979
		25 Barbara Street	2		20333
		25 Barbara Street	3		20333
		42 Harris Street	1		48293
		40 Harris Street	4		20333
		38 Harris Street	5		20333
		36A Harris Street	1		216678
		36A Harris Street	2		216678
		36A Harris Street	2		202875
		11 Kenyon Street	2		548510
11	Chemist Warehouse site	11 Barbara Street	7	2	2384
		5A Kenyon Lane	1	-	879424
		5 Kenyon Lane	2	-	879424
		8 Kenyon Lane	9	2	2384
		8 Kenyon Lane	1	-	519620
12	Bing Lee	73-75 Ware Street	1		1082938
13	Nelson Street Car Park	Nelson Street	1		583176
		Nelson Street	1		249961
		Nelson Street	1		228772
		Nelson Street	2		249961
		Nelson Street	2		583176

3. Planning Context

3.1 Statutory Planning

3.1.1 Fairfield Local Environmental Plan 2013

The Fairfield Local Environmental Plan 2013 (FLEP 2013) applies to all land and identified key sites within Fairfield City Centre. It sets out permissible land uses, building height and floor space ratio (FSR) within the centre.

This is illustrated in Figures 4 - 9 with a summary of applicable controls provided in Table 2.

Land Use, Building Height and Floor Space Ratio

The majority of Fairfield City Centre is zoned B4 Mixed Use (39.42 hectares) and a small portion is zoned B3 Commercial Core (4 hectares). Permissible building heights range between 20 metres and 66 metres, whilst FSR ranges between 2:1 and 4:1, with the greater generally focused at the core of the centre and reducing towards peripheral areas. A small area of B6 Enterprise Corridor (4.77 hectares) exists to the east of The Horsley Drive. The FLEP 2013 does not identify height of buildings and FSR controls for these B6 sites.

Town Centre Precincts - Minimum Site Areas

The LEP also identifies additional local clauses under Part 7 of the FLEP 2013, which provide thresholds for lot size and dimensions in order to achieve lot amalgamation prior to the application of maximum height and FSR provisions. Of the identified key sites, minimum lot size and dimension are applicable only to Site 12, (Bing Lee) at the corner of Ware Street and Kenyon Street. While Site 12 is greater than the stipulated minimum lot area of 1,360m², the minimum dimension of the site is below 34 metres limiting that site to a maximum height of 15m and an FSR of 3:1.

Riparian Lands and Watercourses

Parts of the Fairfield City Centre are identified in the Riparian Lands and Watercourses map. Sites 5 (George Weston Foods), Site 6 (Ranglen) and Site 7 (Cambridge Hotel), which are located partially within or immediately adjacent to the Prospect Creek riparian corridor. Any future development of those sites will therefore be subject to assessment under clause 6.6 (Riparian Lands and Watercourses) of the FLEP 2013, which aims to protect and maintain:

- water quality within watercourses;
- the stability of the bed and banks of watercourses;
- aquatic and riparian habitats; and
- ecological processes within watercourses and riparian areas.

Terrestrial Biodiversity

Parts of the Fairfield City Centre are identified in the Terrestrial Biodiversity map.

Sites 5 (George Weston Foods) and Site 6 (Ranglen) are located partially within or immediately adjacent to the Prospect Creek riparian corridor. Any future development of those sites will therefore be subject to assessment under clause 6.5 (Terrestrial Biodiversity) of the FLEP 2013, which aims to:

- protect native fauna and flora;
- protect the ecological processes necessary for their continued existence; and
- encourage the conservation and recovery of native fauna and flora and their habitats.

Design Excellence

No specific provisions currently exist under the FLEP 2013 to promote design excellence. Promoting design excellence in the Fairfield City Centre is limited to relevant SEPPs and provisions under the Fairfield City Centre Development Control Plan.

3.1.2 Surrounding Planning Context – Proposed Amendments to FLEP 2013

A Council initiated planning proposal for rezoning of some residential precincts adjacent to the Fairfield City Centre has been approved at the Gateway and is currently with Council implementation. This proposal includes:

- land use rezoning from R3 Medium Density Residential to R4 High Density Residential;
- increased building height from 9 metres to 20 metres; and
- increased FSR from 0.45:1 to 2:1.

The above proposal generally pertains to residential lands west of the Fairfield City Centre. In February 2016 the NSW Department of Planning and Environment determined that proposal should proceed to exhibition. This urban design study takes into consideration the impacts of this proposal on the surrounding context of the Fairfield City Centre noting its implementation was pending at the time of preparing this study.

3.1.3 Land Classification

Site 10 (Civic Precinct) and Site 13 (Nelson Street Car Park) are owned by Fairfield City Council and therefore considered to be “public land” under the *Local*

Government Act 1993 (the Act). Public land is classified either “operational” or “community” in accordance with Part 2 of Chapter 6 of the Act.

Classification of public (i.e. Council Owned) affects the land uses that may be undertaken on Council owned sites. The Department of Planning and Environment’s *Practice Note 16-001 Classification and reclassification of public land through a local environmental plan* advises:

- **Community land** is land council makes available for use by the general public, for example, parks, reserves or sports grounds.
- **Operational land** is land which facilitates the functions of council, and may not be open to the general public, for example, a works depot or council garage. Operational land may also be used for commercial purposes.

The classification of public land also affects the ease of sale, leasing or licensing of public land. The sale, exchange or disposal of public land by a Council may only occur on land with an “operational” classification.

While Council does not presently seek to undertake any changes to land tenure, it is important to ensure that the classification of Council owned sites is conducive to the intended future use of the site and means of delivering site outcomes.

Classification of Council owned sites is confirmed in Table 2.

3.1.4 Summary of current FLEP 2013 planning controls for key sites

This section provides a snapshot of existing planning controls applicable to each key site, noting that some sites are comprised of multiple lots.

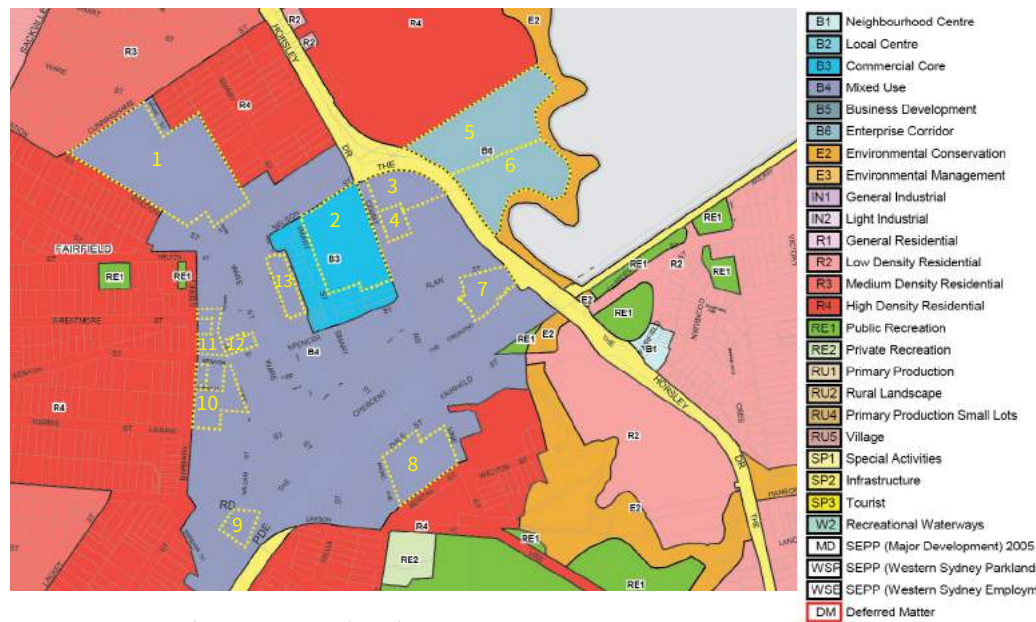


Figure 4. LZN map (source NSW Legislation)



Figure 5. HOB map (source NSW Legislation)

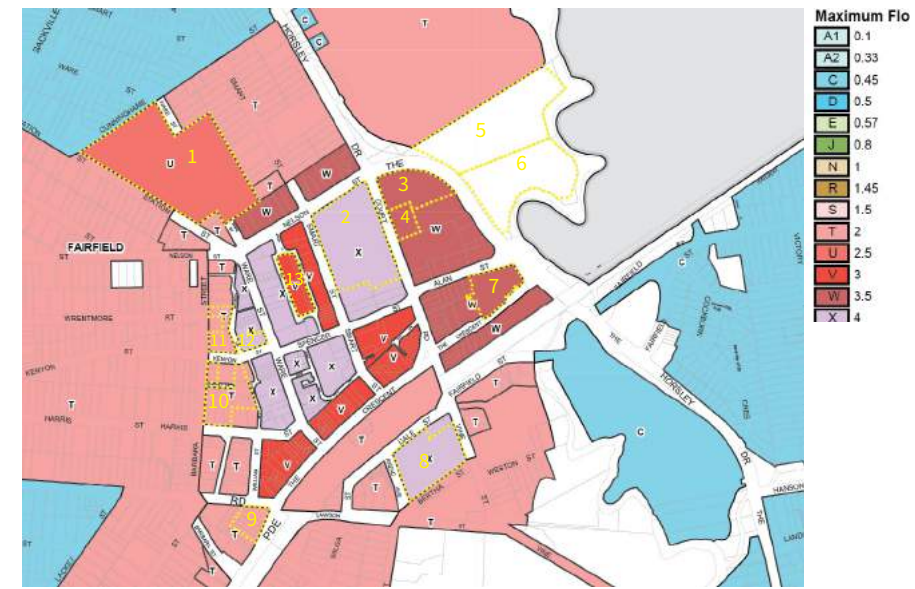


Figure 6. FSR map (source NSW Legislation)

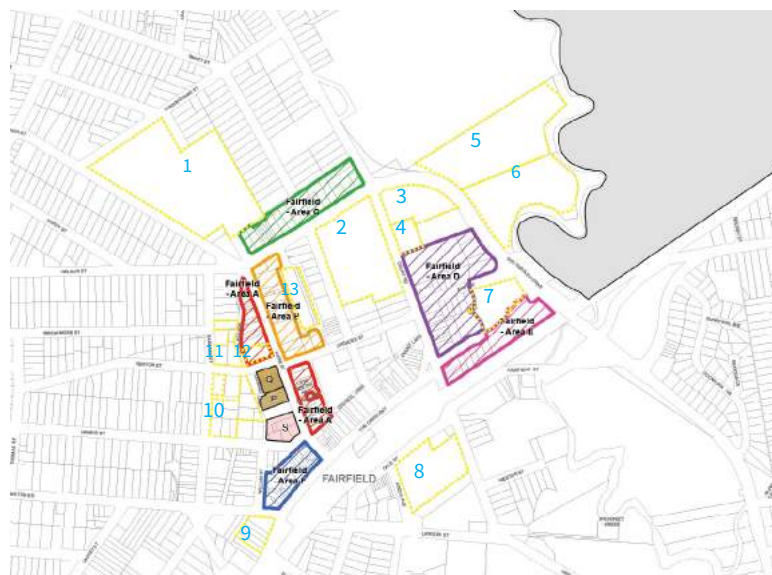


Figure 7. Minimum Lot Size map (source NSW Legislation)



Figure 8. Riparian Lands and Watercourses map (source NSW Legislation)



Figure 9. Terrestrial Biodiversity map (source NSW Legislation)

Table 2. Current Planning Controls

Site	Description	Address	Lot	Sec	DP	Zoning	HOB	FSR	WCL	BIO	Classification
1	Fairfield Forum	8-36 Station Street	1031	-	1049068	B4 Mixed Use	T2 - 26	U - 2.5	N/A	N/A	
2	Neeta City	1-29 Court Road	11	-	1062756	B3 Commercial Core	W-42	X -4	N/A	N/A	
3	Aldi site (Vacant)	366 The Horsley Drive	121	-	1017634	B4 Mixed Use	T3 -27	W - 3.5	N/A	N/A	
4	McDonald's Site	56-62 Court Road	101	-	1041594	B4 Mixed Use	T3 -27	W - 3.5	N/A	N/A	
5	George Weston Foods	311 The Horsley Drive	6	-	868809	B6 Enterprise Corridor	None	None	Yes	Yes	
6	Ranglen Investments	291-303 The Horsley Drive			SP73480	B6 Enterprise Corridor	None	None	Yes	Yes	
7	Cambridge Tavern	11 Alan Street	2		593044	B4 Mixed Use	T2 - 26	W - 3.5	Yes	N/A	
		11A Alan Street	2		593044	B4 Mixed Use	T2 - 26	W - 3.5	Yes	N/A	
8	RSL (north of Bertha Street)	14 Anzac Avenue			1013454	B4 Mixed Use	T2 - 26	X -4	N/A	N/A	
	RSL (south of Bertha Street)	19 Vine Street	1		863696	R4 High Density Residential	Q - 20	T - 2	N/A	N/A	
		29 Vine Street	10B		348548	R4 High Density Residential	Q - 20	T - 2	N/A	N/A	
9	Fairfield Hotel	1 Hamilton Road	1	-	659919	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
		11 Railway Parade	2	A	2814	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
			3	A	2814	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
			4	A	2814	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
			5	A	2814	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
	Expanded site area (Council owned - subject to land consolidation)	1-3 Hamilton Road	1		947592	B4 Mixed Use	Q-20	T - 2	N/A	N/A	TBC
		1-3 Hamilton Road	1		943853	B4 Mixed Use	Q-20	T - 2	N/A	N/A	TBC
10	Civic Precinct	17 Kenyon Street	10	-	1211302	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	TBC
		25 Barbara Street	1		720979	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		25 Barbara Street	2		20333	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		25 Barbara Street	3		20333	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		42 Harris Street	1		48293	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Community (Crown Land)
		40 Harris Street	4		20333	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		38 Harris Street	5		20333	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		36A Harris Street	1		216678	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		36A Harris Street	2		216678	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		36A Harris Street	2		202875	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
		11 Kenyon Street	2		548510	B4 Mixed Use	T2 - 26	T - 2	N/A	N/A	Operational
11	Chemist Warehouse	11 Barbara Street	7	2	2384	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
		5A Kenyon Lane	1	-	879424	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
		5 Kenyon Lane	2	-	879424	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
		8 Kenyon Lane	9	2	2384	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
		8 Kenyon Lane	1	-	519620	B4 Mixed Use	Q-20	T - 2	N/A	N/A	
12	Bing Lee	73-75 Ware Street	1		1082938	B4 Mixed Use	V2-39	X - 4	N/A	N/A	
13	Nelson Street Car Park	Nelson Street	1		583176	B4 Mixed Use	O2-16	V -3	N/A	N/A	Operational
		Nelson Street	1		249961	B4 Mixed Use	O2-16	V -3	N/A	N/A	Operational
		Nelson Street	1		228772	B4 Mixed Use	O2-16	V -3	N/A	N/A	Operational
		Nelson Street	2		249961	B4 Mixed Use	O2-16	V -3	N/A	N/A	Operational
		Nelson Street	2		583176	B4 Mixed Use	O2-16	V -3	N/A	N/A	TBC

3.1.5 Fairfield City Wide Development Control Plan 2013

The Fairfield City Wide Development Control Plan 2013 (FCWDCP 2013) generally applies to all land in the Fairfield Local Government Area with the exception of the Western Sydney Employment Area and Western Sydney Parklands and those areas subject to an alternative DCP.

The Fairfield City Centre is subject to the Fairfield City Centre Development Control Plan 2013 (FCCDCP 2013) and therefore, with the exception of Sites 5 and 6, the city wide DCP generally does not apply to the key sites.

However, the FCCDCP 2013 adopts certain provisions contained within particular chapters of the FCWDCP 2013 in relation to matters including (but not limited to):

- Environmental Managements and Constraints
- Flood Risk Management.
- Car Parking, Vehicle and Access Management.

3.1.6 Fairfield City Centre Development Control Plan 2013

The Fairfield City Centre Development Control Plan 2013 (FCCDCP 2013) sets the overarching strategic vision for the Fairfield City Centre. Its primary role is to assist Council in delivering its vision for the Fairfield City Centre outlined in the Fairfield City Centre Strategic Plan. Specifically, Council’s vision for Fairfield City Centre outlined in the DCP is outlined as follows:

- Inclusive design that strengthens and reflects the unique character of the City Centre.
- Enhance community safety and the perception of safety through partnerships and initiatives.
- Strengthen gateways, access and way finding in and around the City Centre.
- Encourage street and laneway life that attracts all and excludes no one.
- Stimulate economic development and increase employment opportunities.
- Nurture social and cultural development, and maximise education and training opportunities.
- Build a new image for the City Centre.

The FCCDCP 2013 is applicable to all land within the Fairfield City Centre and includes each of the key sites identified for the purposes of this urban design study. Accordingly, this urban design study therefore seeks to reinforce and build on that vision.

The FCCDCP 2013 defines the Fairfield City Centre as six precincts based on their individual role, function and character as illustrated in Figure 10.

Precinct based development controls set out key design elements such as land use mix (i.e. ground level retail activation), podium heights and upper level setbacks to public streets and boundaries. These are supported by site specific development controls for the following sites:

- Fairfield RSL Club.
- Civic Precinct.
- Fairfield Forum Shopping Centre.
- Neeta City Shopping Centre.
- The Fairfield Chase Site.
- Court Road Site (corner of The Horsley Drive and Court Road).
- Fairfield (Cambridge) Tavern Site.

Site specific provisions generally relate to identifying key opportunities for consideration in developing an appropriate design response to each site.

The DCP also sets out car parking requirements for relevant land uses as well strategies and provisions relating to public art contributions for larger scaled developments.

This urban design study seeks to achieve alignment with Council's vision for the Fairfield City Centre. This study outlines specific recommendations for built form and development controls based on opportunities and concepts provided in Section 7. These recommendations are likely to form the basis of future amendments to the FCCDCP 2013 to be undertaken by Council.

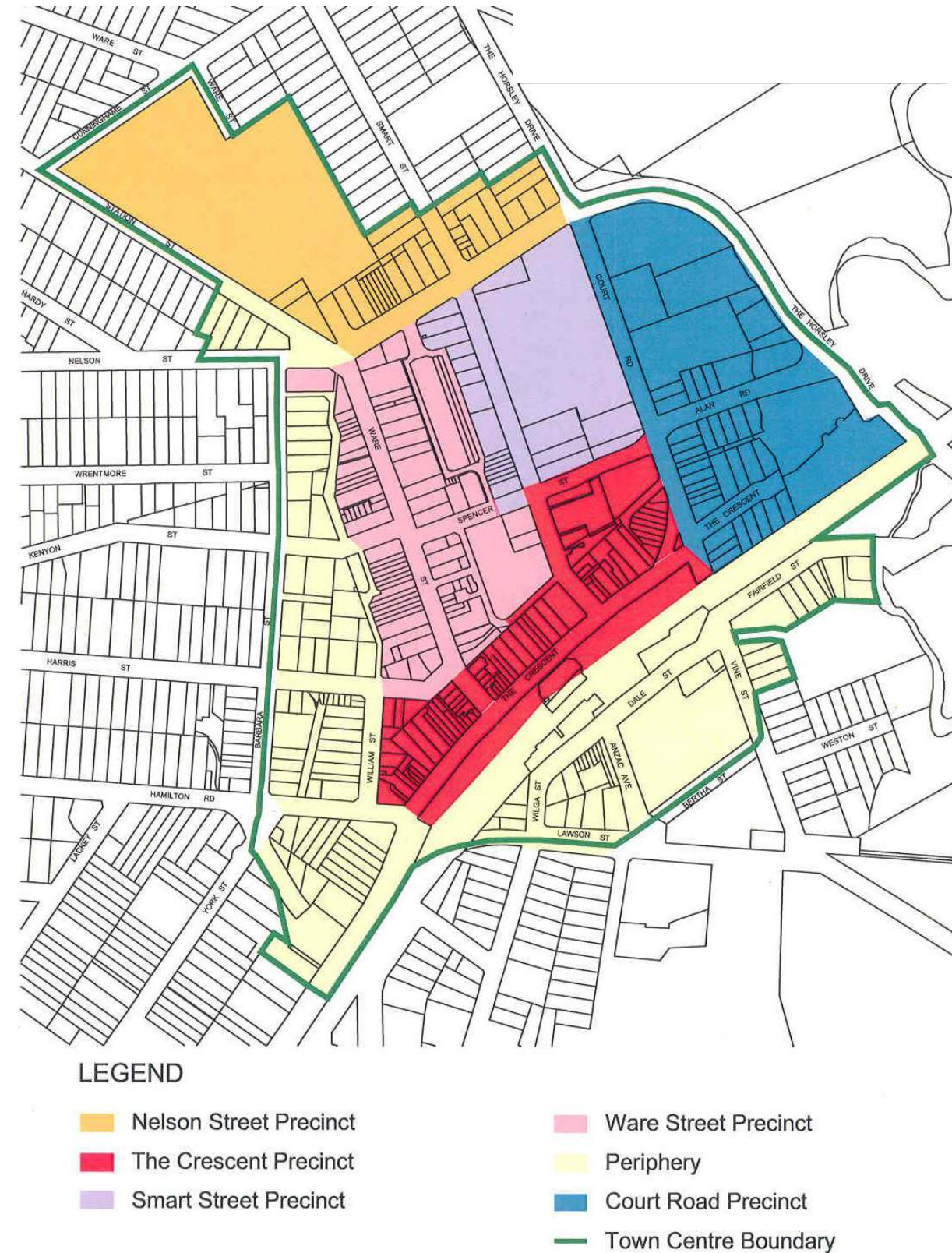


Figure 10. FCCDCP 2013 Precinct Map (DCP Figure 3.5-2)

3.2 Strategic Planning Context

Key strategic planning documents applicable to the Fairfield City Centre are 'A Plan for Growing Sydney' and the Draft South West District Plan.

Fairfield City Council has undertaken a proactive approach in preparing and implementing a number of strategic studies with the aim of facilitating ongoing improvement in the Fairfield City Centre.

This urban design study builds upon Council's evolving strategic vision. It identifies key actions that will assist in reinforcing Council's aim to enhance Fairfield City Centre's economic vitality and vibrancy.

3.2.1 A Plan for Growing Sydney

The relevant metropolitan strategy relating to the proposed development is *A Plan for Growing Sydney* released by the NSW Department of Planning and Environment in December 2014. The plan identifies growth projections from a whole of Sydney perspective and specifically identifies Western Sydney as a key to Sydney's success.

The Strategy seeks to achieve the following outcomes for Sydney:

- Goal 1: A competitive economy with world-class services and transport.
- Goal 2: A city of housing choice, with homes that meet our needs and lifestyles.
- Goal 3: A great place to live with communities that are strong, healthy and well connected.
- Goal 4: A sustainable and resilient city that protects the natural environment and has a balanced approach to the use of land and resources.

The plan identifies Fairfield as being located in the South West Subregion, which is the subject of the Draft South West District Plan.

This urban design study seeks to align with the vision, directions and outcomes of *A Plan for Growing Sydney*, in particular:

Direction 1.4: Transform the productivity of Western Sydney through growth and investment

The Plan notes the considerable role of Western Sydney in ensuring Sydney's long term prosperity. Fairfield LGA and Fairfield City Centre each play a significant role in ensuring access to employment, housing choice and amenities in this region.

Direction 2.1: Accelerate housing supply across Sydney

This urban design study seeks to identify and promote new opportunities for increased housing in the Fairfield City Centre, which has a significant role in creating wider housing choice, diversity and in reducing the pressure on rising house prices. The Plan notes that localities such as Fairfield City Centre are some of the most suitable areas for urban renewal as they are close to jobs and are serviced by public transport services that are frequent and capable of moving large numbers of people.

Direction 3.1: Revitalise existing suburbs

A Plan for Growing Sydney recognises the social and economic benefits associated with focusing new housing within Sydney's established suburbs. This urban design study seeks to facilitate renewal and revitalisation of the existing Fairfield City Centre to create new opportunities and greater amenity for the wider community.

Direction 3.2: Create a network of interlinked, multipurpose open and green spaces across Sydney

A Plan for Growing Sydney aims to improve the quality of green spaces and create an interconnected network of open spaces and parks. A more strategic approach to identifying and connecting open

spaces will support the development of a city-wide 'Green Grid'. Open spaces will promote a healthier urban environment, improve community access to recreation and exercise, encourage social interaction, support active transport connections to centres and public transport, and improve the city's environmental resilience.

Direction 3.3: Create healthy built environments

The built environment can encourage healthy communities by creating mixed-use centres that provide a convenient focus for daily activities. Creating attractive public spaces and improving the quality of the public domain through better design, including landscaping, lighting and traffic calming measures in high pedestrian areas.

3.2.2 Draft South West District Plan

The draft South West District Plan was developed by the Greater Sydney Commission in 2016. The Plan outlines a vision for Greater Sydney's South West District, which includes the Fairfield City Council local government area. It has been developed to facilitate greater liveability, improve employment opportunities and to create housing choices and access to amenities that respond to the needs of a changing and growing population.

The Plan identifies Fairfield City Centre as a District Centre, which will provide jobs growth from an estimated 5,400 jobs in 2016 to some 10,000 jobs by 2036. It is anticipated that the Fairfield LGA will experience population growth of 20,450, representing 12.5% growth to 2036.

To accommodate that growth, the Plan establishes a housing target of 3,050 new dwellings in the Fairfield LGA between 2016 and 2021. The plan acknowledges the Fairfield Residential Development Strategy (2009) as instrumental in creating housing capacity in the Fairfield LGA.

This urban design study aligns with the key priorities and actions outlined by the Plan, in particular:

3.3 Integrating land use and transport planning to drive economic activity

This study notes the role of infill development and urban renewal is ongoing in the Fairfield LGA.

3.7.1 Facilitate local employment in land release and urban renewal areas

This study notes the importance of supporting urban renewal around Fairfield train station and bus interchange that provides new housing and local employment.

4.6.2 Plan for safe and healthy places

Design-led planning of the public realm – footpaths, squares, open spaces, parks and nature strips – should result in places and streets that are safe and functional that can support people to walk or cycle rather than drive. Walkable, well-lit places and paths can provide a sense of safety for women, young children and older people, all of whom are often the first to sense that a neighbourhood is not safe – especially after dark.

Healthy built environments, preventing physical and mental health problems, is achieved through the provision of functional well connected streets and public spaces, in neighbourhoods that fulfil the services and social needs of residents. Building on Action 3.3.1 of *A Plan for Growing Sydney* guidelines for the planning, design and development of a safe and healthy built environment can potentially be more effective if they are incorporated into broader considerations outlined in the Liveability Framework and the NSW State Policy on Urban Design and Architecture.

4.7.2 Support the creative arts and culture

The public domain is an important place for cultural exchange through public art, cultural programs and festivals. Neighbourhood street fairs, festivals, fêtes, indoor and outdoor exhibitions, workshops and community markets provide important opportunities for people of all ages and walks of life to experience and participate in arts and culture. In the District arts and culture promote local identity and provide for the needs of different groups in the community. Nurturing a culture of art in every day local spaces through design led planning can facilitate community cohesion and important liveability outcomes. Arts and cultural policy, investment and actions should be well integrated into urban development. This can be achieved through planning proposals for urban renewal areas.

This urban design study, through identifying site suitability for height and density in strategic locations, aims to encourage ongoing renewal and increased housing and employment opportunities in the existing Fairfield City Centre. This is within the context of creating a liveable environment supported by public spaces, the arts, culture and place making initiatives.

3.2.3 Better Placed

The NSW Government Architect’s policy, “Better Placed” (May 2017), outlines principles, objects and directions for creating well-designed built environments. This

policy establishes a baseline of what is expected to achieve good design, across all projects in NSW. Good design creates useable, user-friendly, enjoyable and attractive places and spaces, which continue to provide value and benefits to people, the place and the natural environment over extended periods. Good design brings benefits socially, environmentally and economically, and builds on these benefits over time – continually adding value.

Better Placed outlines seven key considerations to ensure that the state’s cities, towns, public spaces, landscapes and buildings are well designed. These include context; sustainability; inclusiveness, safety and liveability; functionality; “value adding”; and attractiveness.

For Fairfield City Centre, Better Placed brings focus to the need to provide and create public spaces which are sustainable, safe, liveable, attractive and vibrant.

3.2.4 Fairfield City Centres Study 2015/ Fairfield City Centres Policy 2015

This Policy was originally developed in 2006 as a result of the findings and recommendations of the Fairfield Retail and Commercial Centres Study 2005 (prepared by Leyshon Consulting Pty Ltd). The policy has been updated as a result of the implementation of the Fairfield City Centres Study 2015 (prepared by Norling Consulting – Business and Property Economics Pty Ltd) as commissioned by Council in 2014.

Important aims of the 2015 study included a comprehensive review of the various retail/commercial centres of the City identify a new strategy for centres, in particular, Fairfield City Centre. The Policy identifies the Fairfield City Centre as a major Centre with the provision of the widest range of retail, commercial and community services to the regional population of LGA.

This urban design study reinforces Fairfield City Centre’s role as a major Centre and to facilitate its ongoing renewal.

3.2.5 Fairfield Park Relationship to Fairfield City Centre 2012

This study explored the relationship between the Fairfield City Centre and the large areas of parkland and community recreation facilities to the south of the centre including Fairfield Park. The study considers that open space accessible to high density development and city centre lifestyles can be correlated to increases in both community well-being and economic strength.

The plan highlights potential opportunities to reinforce links between the Fairfield City Centre and Fairfield Park to the south of the City Centre. Specifically, it notes the Ware Street and Spencer Street spines north of the train station and Vine Street south of the train station as critical links to the Honour Avenue gates at the northernmost point of the parklands. The Fairfield train station and Court Road/ Vine Street rail overpass each play a pivotal role in connecting the Fairfield City Centre.

This is illustrated as Figure 12.

The study recommended a range of place making features to strengthen the amenity offered within Fairfield Park to improve its role as a key destination.

Given limited opportunities for public open space within the Fairfield City Centre, the need to enhance connection between the Fairfield City Centre and Fairfield Park is recognised in this urban design study as essential to city centre amenity and community well-being.

3.2.6 Fairfield City Centre Marketing and Branding Plan - Place Partners 2011

Place Partners was engaged by Fairfield City Council to prepare a Marketing and Branding Plan for the Fairfield City Centre. The Plan seeks to foster economic investment and an entrepreneurial spirit among the business community. The plan sought to:

- shift external perceptions about Fairfield;
- showcase and build pride in community assets that set Fairfield City Centre apart;
- attract new customers to Fairfield City Centre from beyond the local area;
- support greater levels of perceived safety throughout the Fairfield City Centre; and
- assert Fairfield City Centre’s primacy as one of the central destinations in Western Sydney.



The *Fairfield City Centre Marketing and Branding Plan* was finalised in 2011 to supplement the Fairfield City Plan 2010- 2020. The community vision for Fairfield is as follows:

“We are Fairfield City - a welcoming, safe and diverse community where we are proud to belong, invest and prosper”

This marketing and branding plan places particular emphasis on creating and promoting a brand identity for Fairfield, and fostering positive connections that are associated with the brand.

The plan emphasises that the Fairfield City Centre provides a unique offer that is reflective of its local culture. Noting the role of local business in reflecting the diversity of Fairfield and their role in the centre of attracting locals and visitors.

This urban design study aligns with the key objectives and aspirations of this plan to reinforce diversity and the strength of local business culture. The role of this urban design study is to assist in creating new opportunities for investment in the City Centre to facilitate ongoing improvement over time.



Fairfield Park combines recreation, nature and play spaces as a key destination for enjoyment adjacent to the Fairfield City Centre



A nature play space is a valuable addition to Fairfield Park’s recreational offer



Figure 11. Fairfield Park Relationship to Fairfield City Centre 2012 (source Fairfield City Council)

3.2.7 Fairfield Residential Development Strategy 2009 – Study Area 1 Fairfield Centre

The Fairfield Residential Development 2009 provides the framework to accommodate a dwellings target of 24,000 dwelling by 2031.

The following outlines the key recommendations of the strategy for Fairfield City Centre:

- Increase dwelling stock within the catchment, particularly within the commercial core, western half of the precinct and long term, a corridor formation to Fairfield Heights and Canley Vale.
- Improve the dwelling mix by supporting increases in medium and high density dwellings.
- Priority location for affordable housing developments, integrated with new development.
- Continue to build on mix, diversity of retail and commercial services.
- Provision of services to be reviewed in-line with increases in density.
- Investigate the role of Polding Street as a future east-west bus link.
- Seek to create bus links between Canley Vale and Fairfield to enhance access.
- Ensure increased density within the western half of the catchment is supported by additional open space.

- Improve pedestrian linkages between residential areas and Fairfield Park.
- Focus new housing in north and west of catchment.
- Provide additional community facilities in line with the needs of current and future population.
- Continue public domain upgrades, including better cycle/pedestrian linkages particularly in commercial core.
- Ensure future dwellings are constructed to the standards of SEPP 65 and are accessible.

A planning proposal, based on structure plan provided as Figure 12, seeks to change land use zoning, height and FSR for land immediately north and west of the City Centre (bound by Polding Street, Sackville Street, Coleraine Street and Railway Parade) to form a high density (R4) residential frame with FSR of up to 2:1 and Height of Buildings up to 20m.

The strategy notes the need for new public open space opportunities particularly to the north and west of the City Centre to cater for a growing population.

The land use zoning plan (Figure 4) and the Fairfield Residential Development 2009 Structure Plan (Figure 12) indicate clearly that there is a significant under-supply of open space for an existing densely populated residential precinct.

This urban design study considers the interface with an intensifying residential city centre frame, as well as opportunities to enhance amenity for the emerging population surrounding the City Centre.

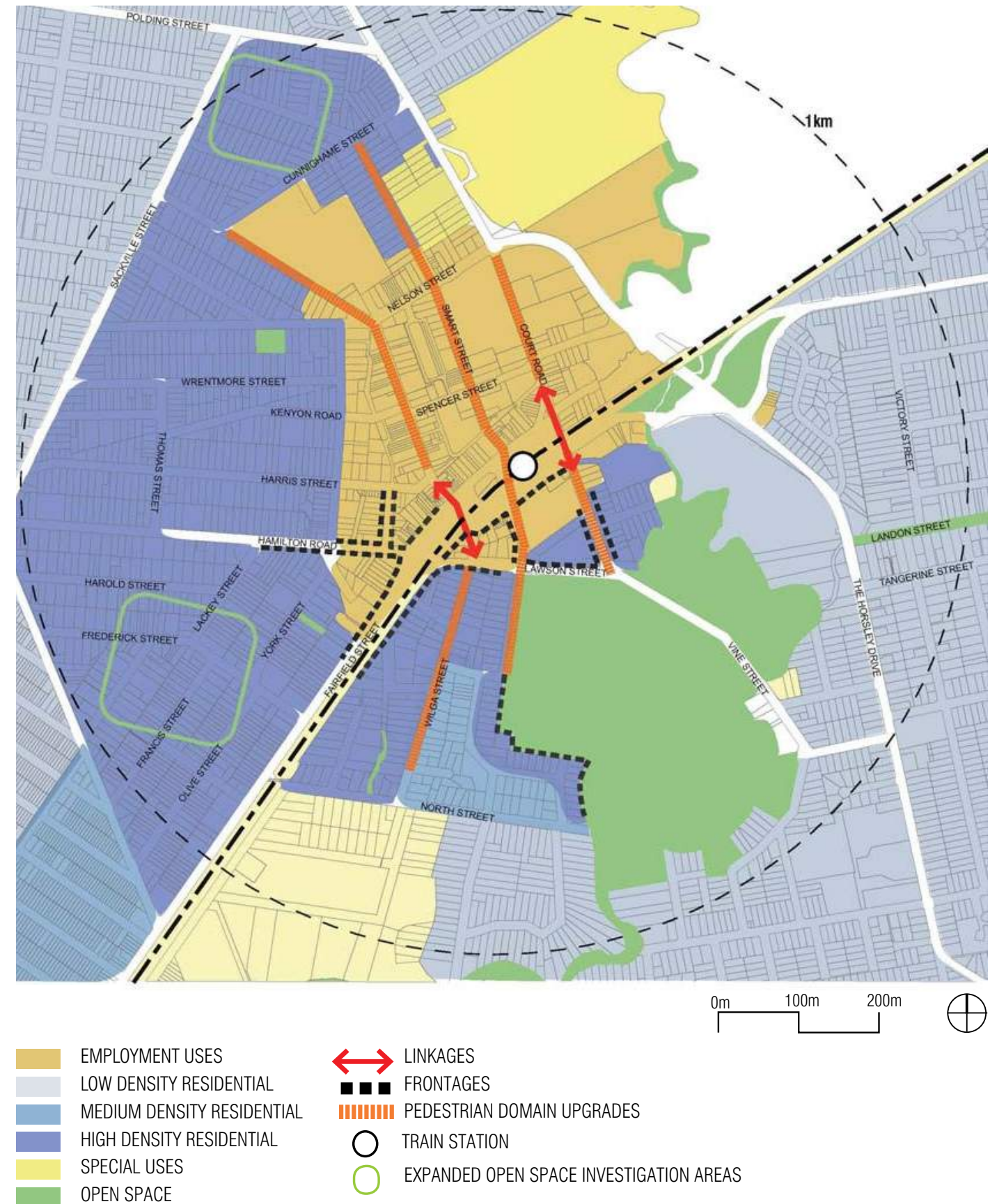


Figure 12. Fairfield Residential Development 2009 Structure Plan (source Fairfield City Council)

3.2.8 Fairfield Town Centre Master Plans 2007

In response to the 2004 Strategic Plan for the Fairfield Town Centre, two key actions identified in the Strategic Plan were to prepare Master Plans for two precincts in the town centre - Barbara Street Precinct and The Crescent and Railway Precinct. The Master Plans sought to provide a planning and development framework for the two precincts. These are illustrated in Figures 13-15.

This urban design study builds upon the outcomes of these master plans.

Barbara Street Master Plan

The Barbara Street Precinct corresponds to Key Site 10 (Civic Precinct) identified in this urban design study. The Master Plan (see Figure 13) considered the site as the focus of Fairfield’s community and civic buildings. It proposed buildings of between 5 and 12 storeys for the site and was based on the following key principles :

- retain existing laneways and pedestrian connections, and enhance pedestrian use through widened footpaths, landscaping, lighting and street furniture;
- provide smaller places for people to gather, such as pocket parks and seating areas;
- provide more direct visual and physical access along Downey Lane to enhance safety and reduce vehicular/pedestrian conflicts - new buildings are set back to provide a wider laneway;
- provide linkages across the site, connected to existing adjacent laneways and arcades;
- limit vehicular movements through the site by encouraging the use of Barbara Street to access parking and deliveries;
- existing car park to be retained and upgraded, with potential for redevelopment in future as an open space for the community/civic precinct;
- provide active street frontages at ground level to Harris, Barbara and Kenyon Streets, as well as Downey Lane and other laneways;
- allow for relocation and expansion of existing library, hall and community services building, as well as proposed creative industries facility;
- create an integrated, flexible multi-use community building that addresses Harris Street, with commercial and residential buildings facing Kenyon and Barbara Streets;
- Harris Street upgraded through footpath widening, consistent landscape strategy, furniture and lighting, to become a ‘civic’ street, linking community functions to the neighbouring heritage buildings and the town centre; and
- buildings define existing street patterns and proposed green ‘pockets’.

- Fairfield City Centre The Crescent Master Plan 2007
- The analysis of The Crescent Master Plan site and its surrounding area identified the following key principles considered in the development of a Master Plan for The Crescent (see Figures 13 and 14) include:
- retain and upgrade existing connections across the train lines especially bridges at the station and the northern end of the site;
 - strengthen connections into the town centre via Smart and Ware Streets by creating more direct access across The Crescent;
 - relocate existing park to the front of the station to allow increased area, greater useability and retailing activity at edges;
 - relocate the existing Fairfield Connection to open up view lines to the station and provide safer and more direct access;



Figure 13. Barbara Master Plan (source Fairfield City Council)

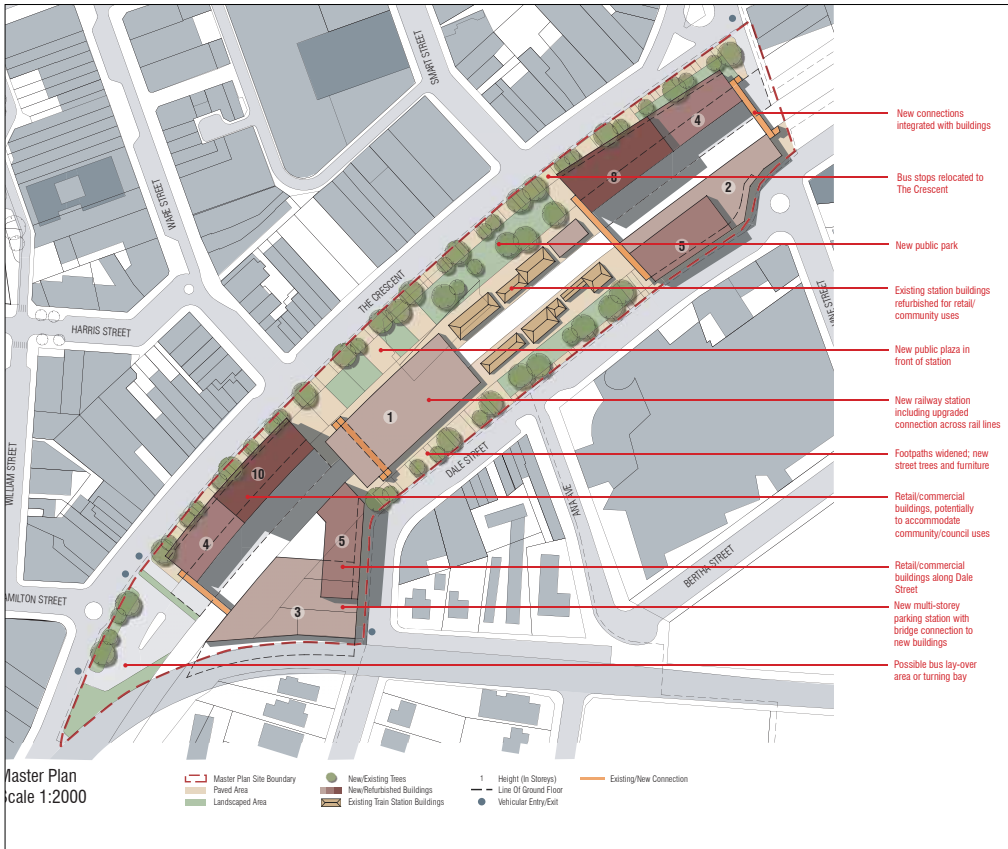


Figure 14. The Crescent Master Plan Option 1 (source Fairfield City Council)

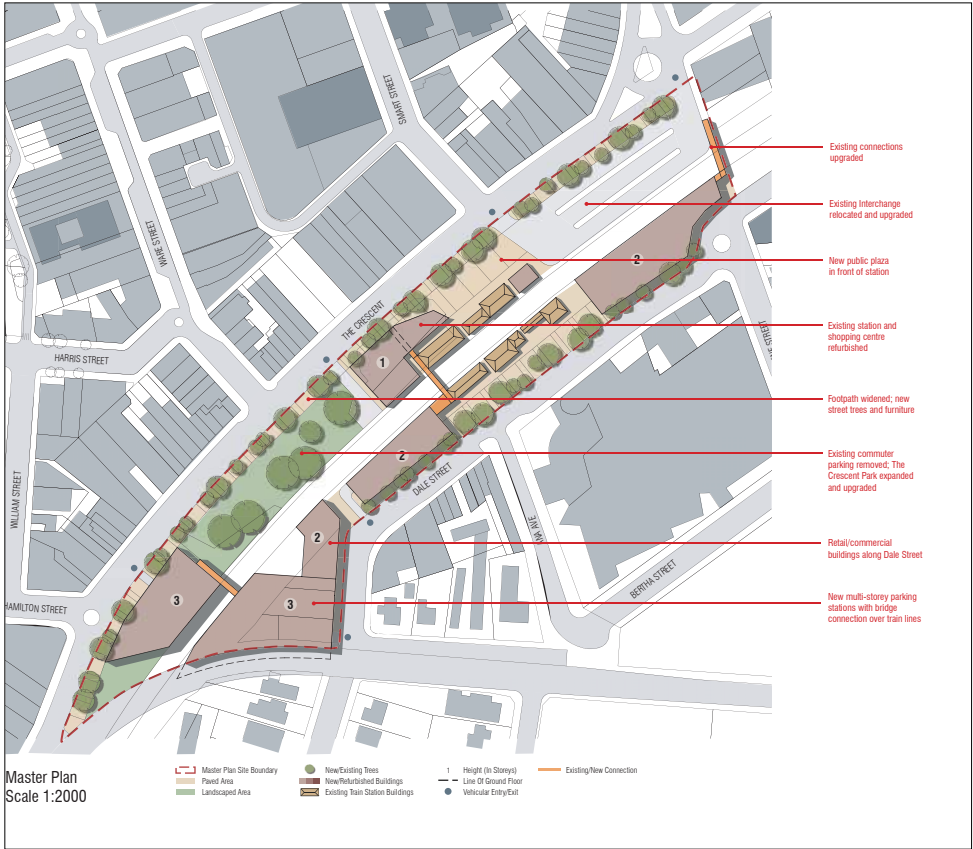


Figure 15. The Crescent Master Plan Option 2 (source Fairfield City Council)

- allow for expansion or redevelopment of the station to meet future demand, including a safe, direct and accessible bridge connection across the train lines;
- frame the existing heritage station buildings with new buildings that are complementary in terms of scale, use and architectural character;
- relocate existing bus interchange by providing bus stops along The Crescent, allowing more direct linkage to the train station as well as retail spaces;
- rationalise and upgrade the Dale Street entry to the station, with a park/plaza, landscaping and lighting, and provision for taxi/kiss+ride functions;
- widening of footpaths along The Crescent allows for bus stops/queuing areas, consistent landscaping, street furniture and lighting, and potential for outdoor cafe seating;
- relocate existing commuter parking into multi-storey structure(s) at the southern end of the site adjacent to the Lambert Street flyover;
- provide new retail/commercial buildings along both sides of The Crescent to activate streets and open space at ground level, while providing commercial space directly linked to transport services; and
- continue existing cycle routes by providing a link along The Crescent.

3.2.9 Fairfield Town Centre Strategic Plan 2004

The Fairfield Town Centre Strategic Plan was prepared by Fairfield City Council, which seeks to transform the Fairfield Town Centre. The key objectives of the plan aim to economically, socially and environmentally enhance Fairfield City Centre to create a place in which people want to live, work, visit and invest.

The plan seeks to improve the legibility and quality of streetscapes and creating streets and places. Its vision is underpinned by seven key directions as well as an action plan to facilitate their delivery, which are provided as follows:

- Inclusive design that strengthens and reflects the unique character of the town centre.
- A safer town centre environment.
- Strengthen gateways, access and way-finding in and around the town centre.
- Bringing the streets to life.
- Stimulate economic development and increase employment opportunities.
- Nurture social and cultural development, and maximise education and training opportunities.
- Build a new image for the town centre.

The strategic plan sought to provide holistic guidance for the implementation of programs and actions including initiatives for the Fairfield Town Centre to guide its physical form; address economic, social and environmental issues and to provide a range of benefits to all its stakeholders. The strategic plan also informed the Development Control Plan (DCP) at the time for the town centre to sustainably manage growth in a manner that is consistent with the character of the town centre.

3.2.10 Fairfield Town Centre Strategic Plan Forum Report 2003

In November 2002, Council started a process to explore a new vision for the future of Fairfield Town Centre to inform the preparation of a strategic plan and new development controls. This was underpinned by further engagement with the local community and stakeholders to explore and supported by additional technical studies undertaken.

A community forum was held by Council at the Fairfield RSL on 5 November 2003. The forum sought to present key vision elements outlined within the strategic plan as well as information relating to supporting technical studies.

An overview of the key themes that emerged from the town centre forum is provided as follows:

- Respondents were positive about the strategic plan targeting safety, however it was identified as the most important action in the strategic plan.
- Streetscape and landscape improvement initiatives for the town centre were well received and were associated with improved public amenity.
- Creating a new southern gateway (at the train station) was strongly endorsed by respondents including regeneration of the building façades; improvements to the linear park along The Crescent and traffic changes.
- Increasing the number of residents living in the town centre with new residential development was seen as an improvement to the centre if appropriately managed.
- Potential for the creation of new parking opportunities was important.

The report concludes that the local community felt there were a number of positive aspects of the existing centre that should be built upon in future planning.

3.2.11 Fairfield Town Centre Strategic Workshop 2002

The Fairfield Town Centre Strategic Workshop was held at the Fairfield RSL Club on 9 December 2002. The workshop was attended by 46 participants including shopkeepers, property owners and the public. The key aim of the workshop was to foster an understanding of stakeholders' perceptions of the existing centre, and their views on realising the Fairfield Centre's future potential. The following themes emerged from this workshop:

- Design a more attractive town centre with higher quality amenities - facelift facilities, create better looking shop facades, cafes/ restaurants. Attract major retailers to the town centre.
- Improve traffic management and parking in the town centre.

- Increase the population of town centre and surrounding area through high rise and multi-unit development.
- Acknowledge poor town planning to date, addressed by better planning of the town centre in the future.
- Community Soul and Spirit - family, friends, friendly and welcoming, harmonious multicultural society.

Further consideration of the workshop outcomes enabled both Council and stakeholders to understand that improving activation of centre is not limited to built form alone and will involve a strong place making vision and initiatives that working build on existing strengths of the centre.

3.2.12 Fairfield Town Centre Workshop SWOT Results 2002

Strengths and weaknesses of the Fairfield City Centre were analysed as part of the Fairfield Town Centre Strategic Workshop 9 December 2002. Elements of the centre that were valued as strengths included:

- The existing nature of the town centre: its layout, Ware St, The Crescent, heritage and character, human scale and amenity.
- Diversity of stores, including bargain stores, food/ grocery and specialty stores.
- Cultural diversity and creativity being key drivers Fairfield centre's unique character.
- Variety of dining experiences including restaurants and cafes with a relaxed atmosphere.
- Good access to existing transport including the Fairfield train station as well as parking availability.
- District parklands.
- Community pride in Fairfield.

This urban design study has been prepared with consideration for the outcomes of this workshop and SWOT Analysis.

3.2.13 Fairfield Town Centre Main Street Program Strategic Plan 1998-2001

This strategic document provides guidelines in both the short and medium term, sets out key objectives using the Main Street formula and outlines strategies to achieve these objectives.

The Main Street program was an initiative of the NSW Department of State and Regional Development and has been designed to provide guidelines for the revitalisation and promotion of town centres throughout the State.

The program aimed to address the following five areas:

- Organisation: To establish a shared vision and implement this vision through strong partnerships and cooperative programs.
- Business Development: To create economic vitality in the town centre for businesses, residents and visitors.
- Promotion: To attract residents and shoppers to the town centre through effective promotional and marketing activities and enhancing a positive image of Fairfield.
- Urban Design: To create a vibrant, attractive and safe town centre to match the needs of our culturally diverse community.
- Safety: To make Fairfield a safe environment in which to live, work and shop.

The plan has since been superseded by a number of strategy documents previously considered in this literature review; however, its core themes are consistent with current revitalisation needs. These will be considered in the repartition of design principles and concepts.



4. Fairfield City Centre Economy

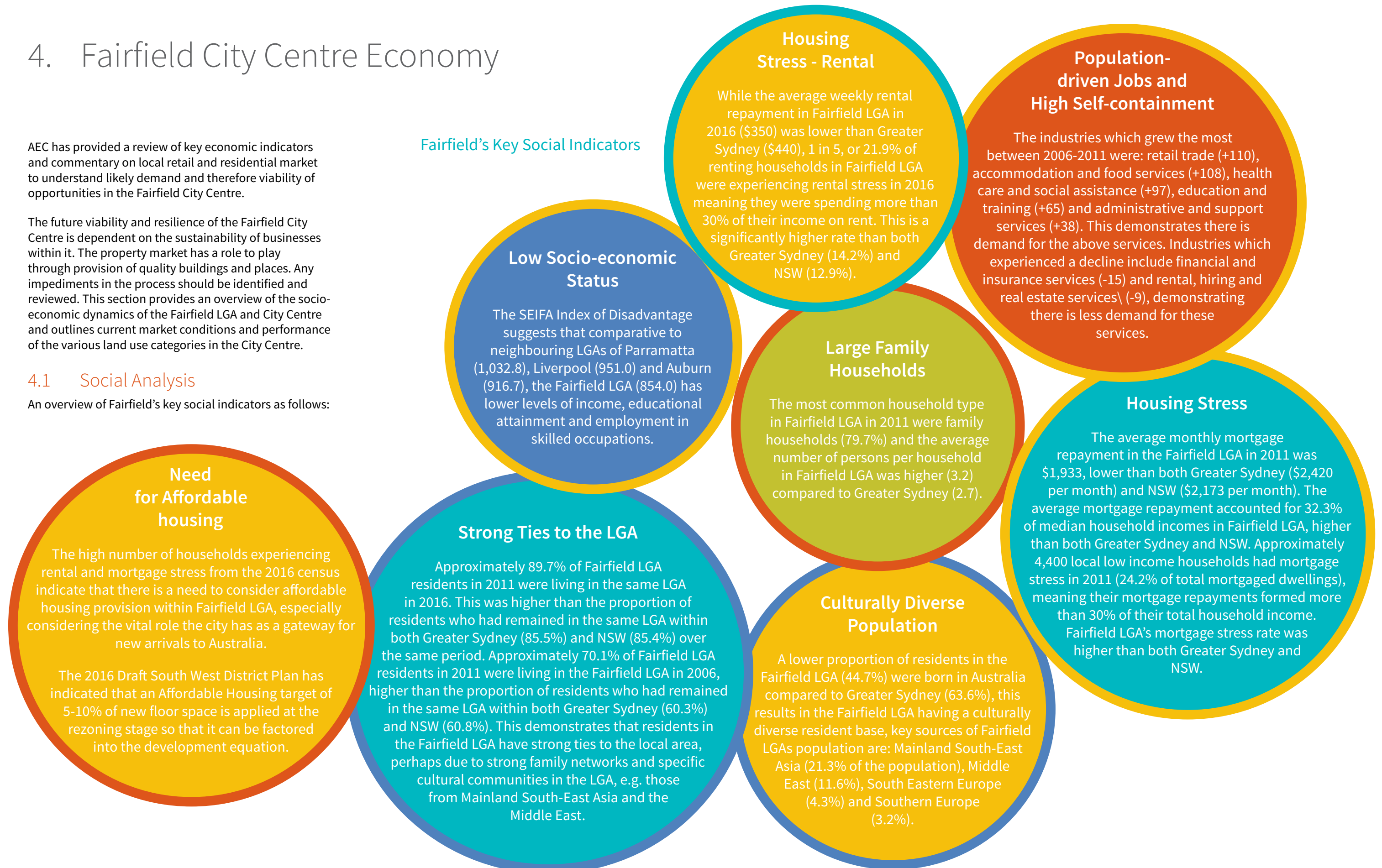
AEC has provided a review of key economic indicators and commentary on local retail and residential market to understand likely demand and therefore viability of opportunities in the Fairfield City Centre.

The future viability and resilience of the Fairfield City Centre is dependent on the sustainability of businesses within it. The property market has a role to play through provision of quality buildings and places. Any impediments in the process should be identified and reviewed. This section provides an overview of the socio-economic dynamics of the Fairfield LGA and City Centre and outlines current market conditions and performance of the various land use categories in the City Centre.

4.1 Social Analysis

An overview of Fairfield's key social indicators as follows:

Fairfield's Key Social Indicators



4.2 Retail/Commercial Land Uses

4.2.1 Customer Segments and Trade Area Analysis

This section provides an overview of the various customer segments that would be served by the City Centre. In general, there are three identifiable broad customer segments that will likely be served by retail/commercial facilities in the City Centre, including:

- Local Fairfield residents (204,442 in the LGA).
- City Centre worker population (3,300 workers).
- Those who live outside of the LGA and visit Fairfield for specialty shopping.

The City Centre caters primarily for the regular shopping needs of its trade area population. It serves a localised trade area generally defined by the Fairfield LGA, an area of 204,442 people, however with a catchment more closely aligned with adjoining suburbs.

Within this area it captures the majority of the main food shopping expenditure generated by residents and a proportion of comparison goods expenditure. Suburbs within the Fairfield LGA that are west of the Cumberland Highway access Stocklands Wetherill Park at Prairiewood for regular shopping needs based on its proximity and extensive offer.

Residents of the trade area will travel to higher order centres for irregular comparison goods shopping (i.e. clothing and apparel) and to access a greater range of retailers. The trade area is restricted by competition from Parramatta (10km to the north) Liverpool (6km to the south west) and Stockland Wetherill Park at Prairiewood (6km to the north west).

The City Centre mainly competes with the Stocklands Wetherill Park Shopping Centre at Prairiewood. Stocklands Wetherill Park offers a broader range of uses (i.e. supermarkets, banks, food and beverage) and a broad range of clothing retailers in a contemporary space which provides car parking for customers. A 12

screen multiscreen cinema complex is also attached to Stocklands Wetherill Park, as well as a range of community facilities inclusive of library. In 2016 Stocklands increased its gross lettable area (GLA) to more than 70,000 sqm an investment of \$222million. The development showcases contemporary consumer needs, demonstrated by the development of an alfresco “eat-street”. Anecdotal evidence suggests that the significant upgrading of the Stocklands centre has resulted in it being a preferred local destination for mainstream shopping, eating and entertainment.

In addition to serving the local retail/commercial needs of the trade area, the Fairfield City Centre captures some additional expenditure from those who live outside of the LGA and visit Fairfield for speciality shopping (for example Fairfield has a wide range of speciality jewellery stores).

Students studying at the many educational centres in Fairfield also create both an additional expenditure source as well as vibrancy in increased centre activity.

4.2.2 Competitive Environment

There are a number of retail/commercial centres which together comprise the competitive landscape for the Fairfield City Centre. These are reviewed below.

Regional Centres

Westfield Liverpool

The centre is situated around 8km south of Fairfield. Westfield Liverpool provides an extensive retail offer anchored by a Myer department store, Target and Big W discount department stores as well as Coles and Woolworths supermarkets. Westfield Liverpool also includes a large provision of some 319 retail specialty and non-retail specialty tenants. In total, the centre encompasses around 83,300sqm of retail floorspace.

While this centre provides some competition to Fairfield, due to its distance (20 minute drive from Fairfield) it is not considered significant.

Westfield Parramatta

The centre situated around 10.5km north-east of Fairfield and is the largest nearby centre. The Centre is accessible by rail. Westfield Parramatta incorporates some 135,300sqm of retail floorspace and is anchored by Myer and David Jones department stores, Target and Kmart discount department stores as well as Woolworths and Coles supermarkets.

Some 429 retail specialty and non-retail specialty tenants are also provided at the centre. Westfield Parramatta forms the major retail shopping destination within the western suburbs of Sydney.

This centre provides some competition to Fairfield, however, due to its distance (40 minute drive from Fairfield) it is also not considered significant competition.

Subregional Centre

Stocklands Wetherill Park - Prairiewood

Stocklands Wetherill Park is a sub-regional centre situated some 4km west of Fairfield in the suburb of Prairiewood. Stocklands Wetherill Park is anchored by Big W and Target discount department stores as well as Woolworths and Coles supermarkets and some 200 specialty tenants making up some 71,356 sqm of retail floorspace. Stocklands Wetherill Park is considered to be the main retail alternative to Fairfield and hence its most direct competing centre. Stocklands Wetherill Park has been part of a trend to recreate shopping malls as suburban hubs, with a focus on food and entertainment rather than the traditional apparel sector, under pressure from the internet and consumers reluctant to spend. It is important to note that high density residential development has been approved at the periphery of the centre which further changes the character of its low density suburban setting.

Neighbourhood Centre

Cabramatta

The Cabramatta Town Centre is designated as a neighbourhood centre in the PCA Shopping Centres Directory. Woolworths supermarket of 3,366 sqm is the

anchor tenant within the Cabramatta retail precinct. Cabramatta is situated 4.3km south of Fairfield.

Cabramatta incorporates a substantial provision of retail specialty floorspace, serving the surrounding population. Although Cabramatta is located in close proximity to the Fairfield City Centre, it is not considered a major competitor due to its unique retail offer and higher property pricing levels (capital values and rents). The unique retail offer in Cabramatta mainly centres around a marketplace which captures the diversity of South-East Asia incorporating the offer of Asian foods, herbs and spices, fresh seafood, meat and vegetables, quality fabrics, clothing, jewellery, electrical goods, herbal medicine and professional services.

Cabramatta provides more than 100 fresh food cafés and restaurants which provide authentic Vietnamese, Thai, Korean, Laotian and Cambodian cuisines. Cabramatta also holds Sydney’s largest Asian festival, the Cabramatta Moon Festival, held in September and the Lunar New Year festival which is celebrated late January to early February. As a result, people patronise Cabramatta to purchase South-East Asian food and goods, and take advantage of a retail offer that is unmatched in Fairfield or anywhere else in Sydney.

4.2.3 Property Market Analysis

Land use and built form collectively respond to industry need and business/economic activity. The ability of the City Centre to accommodate renewal and future employment growth depends on respective property markets and dynamics within those property markets.

The impacts of structural and cyclical trends on demand for floorspace are generally translated into, and can be observed from market signals. For example, an increase in on-line retailing could be accompanied by a commensurate decline in demand for certain types of traditional retailing (e.g. books and DVDs), which could then result in a decline for this type of floorspace. A decline in demand can be observed from market signals, which can include declining property rents and values, vacancies and extended letting-up periods.

The City Centre is comprised of two larger and one smaller purpose built shopping centres and the traditional retail strip, focused along Smart Street and Ware Street.

Leasing Activity

Owing to the subdued nature of the retail/commercial market, there have been minimal properties leased within the City Centre over the past few years. While the City Centre appears to be well occupied, a closer inspection of the tenancies reveals it is not performing as well as it appears. A number of key indicators suggest the centre is performing poorly, these include:

- **Low paying tenants in prime retail streets:** throughout the City Centre there are retailers such as furniture stores and retailers selling second hand white goods in prime retail locations (i.e. along The Crescent). These types of retailers generally pay low rent and are usually located at edge of centre locations. The presence of these types of retailers is indicative of the low rental levels that prevail in many parts of the City Centre.

AEC's research suggests that properties located in Ware Street (one of the main retail streets in the City Centre), the rent paid is between \$120-\$225/ sqm of lettable area. In comparison to other well performing centres this rent is significantly lower (for example, prime retail rents in Liverpool can be in excess of \$500/sqm of lettable area).
- **Anchor tenants vacating the City Centre:** The prime streets in Fairfield are Nelson Street, Smart Street, Ware Street and The Crescent. Accordingly, these core areas attract the most interest from prospective tenants. Leasing agents indicate businesses in this part of the centre tend to perform better than those located elsewhere. However, in recent times key anchor tenants such as NAB have closed in the Fairfield City Centre main street and relocated within one of the two larger centres. Along with the departure of other bank branches from Ware Street, this has significantly reduced pedestrian movements and patronage in the City Centre's traditional main street.

- **High vacancy rate Fairfield Chase:** The Fairfield Chase shopping centre at 49-61 Spencer Street appears to be performing poorly. For example Fairfield Chase has had no refurbishment works undertaken for 17 years and has a vacancy rate of approximately 40%. On 8 September 2011, the Sydney West Region Joint Regional Planning Panel approved alterations and additions to the existing centre. The development includes: a configuration of retail ground floor and provision of a 24-room medical centre, minor alterations and refurbishment to the existing office tower, construction of podium level car park and two residential towers (12 to 16 storeys above the four storey podium level) containing 119 apartments. High vacancy rates could be associated with intended work.
- **Lack of large commercial office tenants:** Fairfield is not regarded as a destination for blue chip, multi- national and corporate tenants. This results in limited market appeal for commercial floorspace, consequently limiting its rental growth potential. Even though commercial office rents are fairly modest at \$200/sqm to \$300/sqm (gross) in Fairfield, much of the existing stock is dated and poorly presented. In comparison to larger centres such as Liverpool and Parramatta, commercial office occupiers have the option of leasing older stock at prices that may be broadly comparable to Fairfield as well as the opportunity to lease better quality and more contemporary stock at \$300/sqm to \$400/sqm (gross) of lettable area. Furthermore, the quality of worker amenity is more appealing in the larger regional centres of Liverpool and Parramatta.

The majority of commercial office space is located on the first and second floors above retail shops. There is a commercial tower (Fairfield Chase Commercial Tower) in the City Centre - the most recent leasing deal completed there was in April 2016, where office space on level two was leased for \$320/sqm (gross). The majority of tenants in this building are government tenants i.e. NSW Legal Aid and NSW Service for Treatment and Rehabilitation of Torture and Trauma Survivors.

Overall, the nature of commercial occupiers is small in scale and confined to those businesses who serve a local Fairfield catchment.

- **Large number of vacancies in enclosed arcades:** our observations suggest that there are a number of vacancies in the enclosed arcades throughout the centre. Those arcades that are tenanted, typically accommodate low paying rent shops, i.e. discount stores etc. Furthermore, some of the arcades are in multiple ownership which make them difficult to redevelop (e.g. 69 The Crescent is held under strata title by multiple owners). Although some arcades are in single ownership such as 104-106 Ware Street (South Mall Arcade), the modest rents and high vacancies make it less attractive as an investment proposition (whether refurbishment, upgrade or redevelopment).

The retail users which are dominant in the City Centre and appear to be high demand for include:

- **Jewellery stores:** AEC's research suggests that Fairfield is third most sought after shopping destination for jewellery, after Liverpool and Auburn. Customers who reside both locally and further afield e.g. Chatswood, visit Fairfield to purchase jewellery for special occasions (i.e. birthdays) and are likely to repeatedly purchase jewellery from the same store.
- **Medical practitioners and centres:** There are numerous clusters of medical practitioners and pharmacies scattered throughout the centre. Unlike other retail/commercial centres, medical uses are not located in one street, they are in small clusters throughout the centre. Our research suggests that medical practices and pharmacies located together for cultural reasons (for example both a doctor running the medical practice and pharmacist are from the same cultural background).
- **Education providers:** Education providers are strongly represented in the City Centre, both after school tutoring centres and tertiary education centres are prevalent in the centre. Research suggests after-school tutoring centres are in demand

due to a high school age student population. The tertiary education centres located in the centre teach language skills i.e. English to help improve the employability of their students. An example of this is Navitas English who are funded by the Australian Government and teach English and skills for work to adult migrants.

- **Migrant support services:** Owing to the large migrant population in the Fairfield LGA, there are numerous migrant support services. Practices such as Howard's Immigration Services offer assistance with the preparation, lodgement and management of various types of visa applications and appeals to the Migration Review Tribunal.

Sales Activity (Existing-use Values)

Table 3 details recent sales activity of established retail and commercial premises and the corresponding map details their location.

Similar to the leasing market, the sales market has also been subdued, although there have been several properties which have sold over the past two years. The majority of properties which have sold are located south of Spencer Street and all are situated in the B4 Mixed Use Zone.

The properties which have sold are typically 1-2 storey retail/commercial properties. The sale prices vary significantly according to location and age of the building, however are most sensitive to the volume of foot traffic.

Existing-use values are important to understand as these underpin the ability and affordability of assembling a site for development. Properties that are located within a core/prime retail area will consequently be more expensive to consolidate as a potential development site.

Table 3. Fairfield City Centre Sales Activity

Map Ref	Address	Description
A	56 Ware Street	This 2 storey retail/commercial property located in the B4 Mixed Use Zone (606sqm site area and 720sqm floor area) sold in January 2015 for \$1,400,000. At the time of sale, the anticipated rental of the property was \$145,000 gross per annum + GST on fully let basis. The sale equates to around \$2,310/sqm of site area and \$1,944/sqm of floor area.
B	Shop 75, 286-292 Fairfield Street	This ground floor retail shop located at the base of a residential building located in B4 Mixed Use Zone (629sqm floor area) sold in June 2015 for \$1,175,000. At the time of sale, the rental return of the property was \$99,000 per annum + GST. The sale equates to around \$1,868/sqm of floor area.
C	32-36 Harris Street	This site containing a commercial building and car park located in the B4 Mixed Use Zone (1898sqm of site area and 570sqm of floor area) sold in June 2015 for \$4,270,000. The sale equates to around \$2,250/sqm of site area and \$7,491/sqm of floor area.
D	5 The Crescent	This site containing a 2 storey free standing retail/commercial building located in the B4 Mixed Use Zone (392sqm of site area and 700sqm of floor area) sold for \$1,380,500 in July 2015. The sale equates to around \$3,522/sqm of site area and \$1,972/sqm of floor area.
E	7 Alan Street	This one storey retail/commercial building located in the B4 Mixed Use Zone (534sqm of site area and 280sqm of floor area) sold for \$1,400,000 in February 2016. This sale equates to \$2,622/sqm of site area and \$5,000/sqm of floor area.
F	60 Spencer Street	This site containing a 1 storey retail shop, occupied by a jeweller sold in October 2016 for \$730,000 (61sqm of floor area). The shop is situated under the Imperial Paridso Reception centre and located in the B4 Mixed Use Zone. The sale equates to \$11,967/sqm of floor area.
G	37a Smart Street	This one storey retail shop (including 4 car parking spaces) located in the B3 Commercial Core Zone (170sqm of floor area) sold for \$1,350,000 in December 2016. At the time of sale, the property was leased to a long-established tenant, trading as a kebab shop. This sale equates to \$7,941/sqm of floor area.
H	73-79 The Crescent	This is a two storey retail/commercial building with three retail tenancies on the ground floor and a commercial tenant (Rehab Solutions Australia) on the first floor and is located in the B4 Mixed Use Zone. The property sold in December 2016 for approximately \$7,000,000 (1,148sqm of floor area), this equates to \$6,097/sqm/floor area. The rental income from this property is \$406,298 per annum. Despite this property being advertised as a development site, our research suggests that the new owner purchased the property as an investment and intends to lease the property.

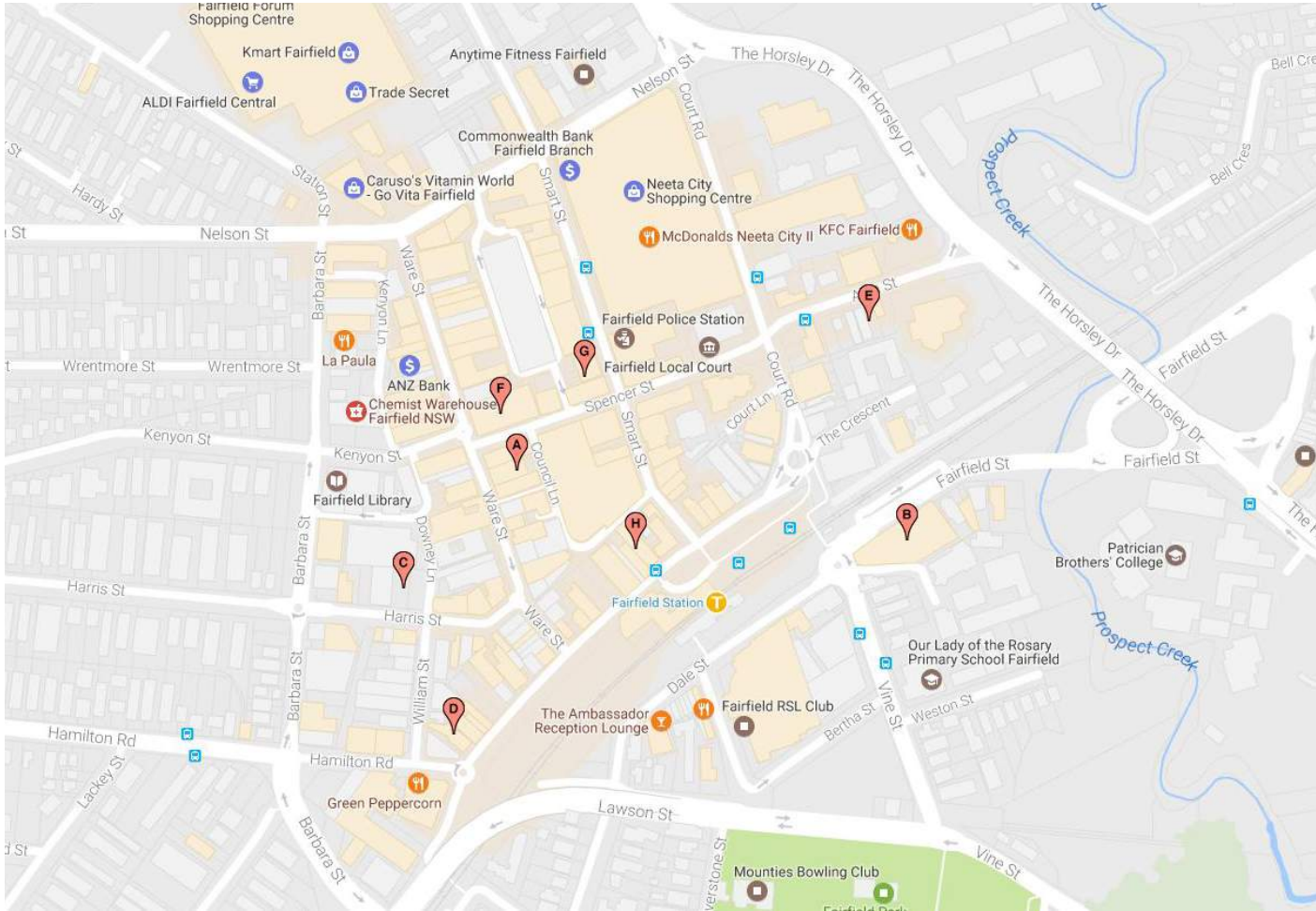


Figure 16. Fairfield City Centre Sales Activity (source AEC/ Batch Geo 2016)

4.3 Residential Land Uses

4.3.1 Trends and Drivers of Demand

The long-term outlook for the Sydney residential market is good, underpinned by strong fundamentals including:

- Strong population growth.
- Low interest rates.
- Relatively low unemployment rates.
- Historic under supply resulting in significant housing shortfall and pent up demand.

These core fundamentals ultimately form the core drivers to demand. It is an undisputed fact that dwelling completions over the last decade have fallen well below the number needed to meet underlying demand. This has resulted in rapidly rising house and rental prices as competition is fierce between purchasers and renters alike.

More specifically to the City Centre and Fairfield, strong population growth is characterised by relatively high levels of social disadvantage. While growth in the resident population is accompanied by commensurate demand for housing and accommodation, effective demand (the capacity of residents to pay for housing)

in Fairfield is not necessarily present, in that, even though they demand housing residents may not necessarily have the ability to pay for it.

Recently released population projections by the Department of Planning and Environment (DPE) indicate Sydney's population is expected to increase by 2.1 million people by 2036, representing an additional 170,000 residents from DPE's projections in 2014. Previous projections indicated an additional 664,000 dwellings would be required by 2031 which have now increased to 726,000 required dwellings by 2036.

The growing housing affordability issue in Sydney has been the subject of much commentary and analysis. The changing dynamic of housing affordability has evoked responses from both households and the development industry with respect to demand and supply respectively.

Analysis of ABS data reveals that 55.3% of residents in the Fairfield LGA were born overseas. Some of the countries where residents were born include: Mainland South-East Asia (21.3% of the population), Middle East (11.6%), South Eastern Europe (4.3%) and Southern Europe (3.2%). The most common household type in Fairfield LGA in 2011 were family households (79.7%) and the average number of persons per household in Fairfield LGA was higher (3.2) compared to Greater Sydney (2.7). The dominant type of dwelling is detached houses (73.7%).

Analysis of individual income levels in Fairfield City in 2016 compared to Greater Sydney shows that there was a lower proportion of people earning a high income (those earning \$1,750 per week or more) and a higher proportion of low income people (those earning less than \$500 per week).

Overall, 4.0% of the population earned a high income, and 52.2% earned a low income, compared with 14.4% and 36.1% respectively for Greater Sydney.

The major differences between Fairfield City's individual incomes and Greater Sydney's individual incomes were:

- A larger percentage of persons who earned \$300 - \$399 (12.6% compared to 7.4%).
- A larger percentage of persons who earned \$150 - \$299 (11.2% compared to 6.3%).
- A smaller percentage of persons who earned \$2,000 - \$2,999 (1.7% compared to 6.1%).
- A smaller percentage of persons who earned \$3,000 or more (0.7% compared to 4.5%)

The average mortgage repayment accounted for 32.3% of household incomes in Fairfield LGA, higher than both Greater Sydney and NSW, as a result Fairfield LGA's mortgage stress rate was higher than both Greater Sydney and NSW. This indicates more affordable dwellings are needed in the Fairfield LGA.

In the suburb of Fairfield, 39% of households were purchasing or fully owned their home, 43.9% were renting privately, and 8.5% were in social housing in 2016.

In the suburb of Fairfield in 2016, the immediate catchment of the Fairfield City Centre, renting households were paying:

- less than \$299 per week in rent (24.6%);
- between \$300-\$449 per week in rent (59.5%); and
- \$450 or more per week in rent (14.2%).

In the suburb of Fairfield, 44% of households earned less than \$999 a week. For those households paying between \$300-\$449 per week in rent (59.5% of all households), a significant number would be experiencing rental stress.

In recent years growth in the number of new migrants has had implications for the type of housing demand. This year, it is estimated that 12,000 refugees will arrive in Australia and approximately 7,000 of them will go to the Fairfield LGA (The Australian, 2017).

Lifestyle and affordability continue to underpin the choice of housing. While many new migrants may receive housing assistance, those households that do seek housing on the private market are limited by their accommodation requirements (average number of persons per household higher at 3.2 persons) and affordability constraints (lower incomes and higher unemployment).

In the context of Western Sydney, the drivers of demand for residential uses in the Fairfield City Centre are more limited if compared to other centres that are in close proximity to large employment hubs. For example, the centres of Liverpool, Parramatta and Bankstown are significant employment regions in and of themselves and thereby drive demand for housing that is proximate. Amenity and overall centre desirability are elements of a common self-perpetuating cycle. These centres also offer a range of retail and community facilities that make them attractive places to live and work.

4.3.2 Market Activity

Off-the-plan Sales

There is limited residential off-the-plan sales activity in the Fairfield City Centre. The most recent off-the-plan sales occurred in 2013-2014 of apartments located at 17-21 The Crescent. When these apartments were first sold off-the-plan (2013-2014) a 1 bedroom apartment sold for \$350,000, some of the apartments are currently being resold e.g. a one bedroom apartment is being sold for \$400,000.

Existing Apartment Sales

Analysis of recent sales of existing apartments in the Fairfield City Centre shows the majority of apartments which have recently sold in the Fairfield City Centre have 2-3 bedrooms and sell for between \$400,000 and \$550,000.

In comparison, recent apartment sales which have occurred outside of the City Centre are similar (ranging from \$380,000 - \$565,000) to what is achieved in the City Centre, as these apartments are still located in an area where they benefit from access to Fairfield Station, retail shops and services and facilities which the City Centre provide.

There does not appear to be a large difference in price between those apartments which have sold off-the-plan compared to existing apartments which have sold in the City Centre. However, there have been very limited off-the-plan sales in the City Centre to provide a large enough sample size to provide a good

comparison. The lack of sample size affects to a degree the level of confidence in resulting analysis. This is conceivably a function of the less established nature of the market for higher density living in the City Centre. The current modest apartment prices are a challenge for redevelopment prospects in the City Centre.

If however there is a structural shift in market preference for higher density living, higher prices for new apartment product (compared to older stock) will likely result, as has been witnessed in other more established high density living markets such as Liverpool, Bankstown and Parramatta.

Single Dwellings outside Fairfield City Centre

In order to understand the choice of housing available outside of the City Centre, analysis of detached dwellings outside of the City Centre has been undertaken. The analysis indicates that 3-5 bedroom detached dwellings which are approximately 2km from the City Centre sell for between \$685,000 and \$1,200,000.

The prices paid for single dwellings outside the City Centre are significant for several reasons. Firstly, they effectively form the ceiling for the price of higher density residential product in the City Centre. In markets where higher density product does not as yet have widespread market acceptance, the prices able to be achieved for residential units is typically limited by what it would cost to purchase a low or medium density dwelling.

The prices paid for single dwellings outside the City Centre (refer Table 4) also have implications for development prospects, subject to higher density

development being permissible in these areas. Just outside the City Centre in the R4 High Density Residential zone to the west of the City Centre, developers are observed to be assembling single detached dwellings with a view for future development. In some instances higher prices are achieved for some properties as they are speculatively acquired from older residents keen to leverage buoyant property market conditions.

Development Activity

In what was a turning point for the residential skyline of the Fairfield City Centre in the early 2000's, a number of high rise developments were approved and constructed by 2007. These include: 28 Smart Street (2 x 9 storey mixed use development with 96 apartments and ground floor retail), 37-41 Ware Street (10 storey mixed use development with 37 units, ground floor retail and first floor commercial), 1-23 Spencer Street (12 storey mixed use development with 98 apartments and ground floor retail), 360-362 The Horsley Drive (8 and 9 storey mixed use development with 65 apartments and 1,850sqm of commercial floorspace) and 2 The Crescent (4 storey residential building with 12 apartments). A number of other development approvals in the early to late 2000's either did not proceed or sufficient work was undertaken to the extent required for development to be deemed to have commenced. The development at 17-21 The Crescent which was recently completed is an example.

Analysis of the development activity in the Fairfield City Centre demonstrates that there are a number of mixed use developments in the pipeline. In total there are 884 apartments and 6,558sqm of retail/commercial

floorspace. The majority of these sites were sold between 2000 and 2014. The existing uses on these development sites were wide ranging, including: vacant land, single detached residential dwelling and ageing/retail and commercial premises.

There are some developments in the pipeline in the B4 Mixed Use Zone which are residential flat buildings (and contain no retail/commercial space), this indicates that it might be more financially feasible in some instances to develop 100% residential compared to a mixed use development (which contains both residential and retail/commercial), noting also that these smaller sites are located on the periphery of the Fairfield City Centre's core. Unless featuring an excellent location with the ability to be positioned as a prime commercial/retail destination, the inclusion of commercial floorspace would generally detract from financial feasibility. This is because the expected revenue from completed commercial floorspace is well below that of residential floorspace. The parking requirements associated with commercial floorspace further exacerbate the fragile revenue/cost proposition of developing non-residential floorspace.

It is important to note, there are numerous residential apartment buildings in the pipeline which are situated immediately west of the City Centre in the R4 High Density Residential Zone. These infill developments are up to six storeys in height, with a maximum FSR of 2:1 should the site width and depth meet set requirements, noting there are exceptions to maximum FSR permissibility under the LEP (refer to FLEP2013, *Clause 4.4A Exceptions to maximum floor space ratio in Zone R4*).

Table 4. Detached Dwelling Sales (outside of the City Centre)

Address	Land Size (sqm)	No. Bedrooms	Sale Price Sale	Date	Description	Distance from City Centre
23 Ace Avenue	486	3	\$685,000	24/09/2016	1 storey weatherboard	2km
4 Churchill Street	708	3	\$842,000	12/11/2016	1 storey brick	2km
72 Granville Street	808	5	\$1,200,000	5/11/2016	2 storey brick	2.5km
21 Coleraine Street	421	3	\$620,000	03/12/2016	1 storey brick	2km
23 Hubert Street	1012	4	\$1,200,000	10/12/2016	1 storey brick	2.5km
19 Sackville Street	746	2	\$790,000	05/12/2016	1 storey weatherboard	2km

Table 5. Fairfield Development Activity

Address	Type	DA No	Description Site	Area (sqm)	Total GFA (sqm)	Retail/ Commercial GFA (sqm)	Units	Stage	Completion Date	Land Use
B4 Mixed Use Zone										
17-21 The Crescent	Mixed Use	DA 2357.1/2003	This site contains a part 7 and part 10 storey mixed-use building - 55 apartments, 2 x retail shops and 2 x commercial suites with ground level and basement parking. Original DA lodged in 2003.	1,421	N/A	N/A	55	Construction near completion, sales and marketing	2017	B4 Mixed Use
366 The Horsley Dr & 68 Court Rd	Mixed Use	DA 676.1/2016	This site contains vacant Aldi building and at-grade car parking. A development application has been submitted to construct 3 x 8 storey mixed use buildings with 280 apartments and ground level retail tenancies.	8,211	25,356	2,396	280	Development Application under assessment		B4 Mixed Use
6-8 The Crescent& 10 Court Rd	Mixed Use	DA 1236.1/2003	The site was purchased in 2012 for \$5,695,000. Development approval to construct a mixed-use development comprising 9 and 13 storey buildings with 91 apartments, two retail shops and one office. Original DA lodged in 2003.	2,675	2,891	851	91	Demolition underway	2018 +	B4 Mixed Use
5-9 Hamilton Rd	Mixed Use	DA 1413.1/2002	This site was purchased in 2010 by Hume Community Housing. 9 storey mixed-use building containing 60 apartments and 2 commercial units. Original DA lodged in 2002.	1,715	5,461	656	60	Construction near completion	2017	B4 Mixed Use
25-35 Ware St	Mixed Use	DA 369.1/2015	This site sold for \$2,000,000 in September 2014. At the time of sale, the site contained a single level retail premises. Subsequently, a development application was submitted for a a 12 storey mixed use building with 73 apartments (2 x studio, 34 x 1bed, 27 x 2bed & 10 x 3bed) and commercial space. Original DA lodged in 2003 and approval expired in 2006. New DA lodged in 2015.	1,539	6,756	925	73	Development Application under assessment		B4 Mixed Use
99-107 The Crescent	Mixed Use	DA 400.1/2011	This site sold in 2010 for \$1,600,000. At the time of sale the site contained one 2 storey retail/ commercial building and one 1 storey retail/commercial building. The site has development approval for a 10 storey mixed use development with 32 residential units (7 x 1bed, 10 x 2bed & 15 x 3bed) and retail space. Original DA lodged in 2002 and approval expired in 2007. New DA lodged in 2011.	1,380	3,591	317	32	Demolition underway	2018+	B4 Mixed Use
23 Lawson St	Residential	DA 447.1/2010	This site was sold in 2000 for \$129,000. At the time of sale the site contained a single storey residential dwelling. The site now has development approval to construct a 3 storey residential building which with 3 apartments. Original DA lodged in 2010.	579	247	N/A	3	Development Approval		B4 Mixed Use
46-54 Court Rd & 356-358 The Horsley Drive	Mixed Use	DA 687.1/2014	This site sold for \$10,000,000 in September 2015. At the time of sale, the site contained eight retail shops and two large format retail showrooms. Subsequently, a 9-12 storey mixed use development (within 4 residential towers) with 290 residential apartments and commercial/retail floor space.	9,232	N/A	1,413	290	Development Approval		B4 Mixed Use
Total						6,558	884			
R4 High Density Residential										
28-30 Kenyon St	Residential	DA 799.1/2016	6 storey residential building with 22 apartments (3 x 1bed, 17 x 2bed, 2 x 3bed). Original DA lodged in 2014.	1,058	1,652	N/A	22	Development Application under assessment		R4 High Density Residential
5-7 Hardy St & 50 Nelson St	Residential	DA 666.1/2013	5 storey residential building with 16 apartments over basement (16 x 2bed). Original DA lodged in 2013.	1,296	1,041	N/A	6	Development Approval		R4 High Density Residential
62-64 Wrentmore St	Residential	DA 128.1/2015	6 storey residential building for affordable housing, with 43 units (8 x 1bed and 35 x 2bed units). Original DA lodged in 2015.	1,533	2,904	N/A	43	Under construction	2017	R4 High Density Residential
38-40 Kenyon St	Residential	DA 545.1/2016	6 storey residential building with 26 apartments (6 x 1bed, 18 x 2bed and 2 x 3bed).	1,027	1,907	N/A	26	Development Application under assessment		R4 High Density Residential
25-29 Hardy St & 58 Sackville St	Residential	DA 436.1/2016	6 storey residential building with apartments (24 x 1bed and 39 x 2bed).	2,292		N/A	63	Development Approval		R4 High Density Residential
39-41 Nelson St	Residential	DA 865.1/2013	6 storey residential building with 26 apartments (22 x 2bed and 4 x 3bed).	1,532	2,299	N/A	26	Under construction		R4 High Density Residential
34-36 Vine St	Residential	DA 154.1/2015	5 storey residential building with 20 apartments (5 x 1bed, 13 x 2bed and 2 x 3bed).	1,254	1,541	N/A	20	Development Approval (by court)		R4 High Density Residential
66 Nelson St	Residential	DA 92.1/2014	3 and 5 storey residential flat building set with 15 apartments (15 x 2bed units).	1,258	1,475	N/A	16	Under construction		R4 High Density Residential
Total							222			

Development Site Sales

There have been limited development sites purchased in the City Centre B4 Mixed Use zone which have had a development application lodged or approved. Details of three development site sales which have occurred in the City Centre are provided below.

- **46-54 Court Rd and 356-358 The Horsley Drive** (9,232sqm of site area) sold for \$10,000,000 in September 2015. At the time of sale, the site contained eight retail shops and two large format retail showrooms. Subsequently, the site obtained development approval for a 9-12 storey mixed use development which will comprise 290 residential apartments and 1,413sqm of commercial/retail floor space. This site sale equates to:

- » \$1,083/sqm of site area.
- » \$309/sqm of permitted FSR (3.5:1).
- » \$34,483 per unit/site.

Original DA 2014, with partial demolition commenced (mid 2017).

- **366 The Horsley Drive and 68 Court Rd (known as Aldi site)** (8,211sqm of site area) sold for \$19,000,000 in October 2016. At the time of sale the site contained the vacant Aldi building and at-grade car parking. Subsequently, a DA was submitted for construction of 3 x 8 storey mixed use buildings which will include 280 apartments and ground level retail tenancies (2,396sqm). The site sale equates to:

- » \$2,314/sqm/site area.
- » \$661/sqm of permitted FSR (3.5:1).
- » \$67,857 per unit/site.

Development application subject to assessment (mid 2017).

- **25-35 Ware Street (1,539sqm of site area)** sold for \$2,000,000 in September 2014. At the time of sale, the site contained a single level retail premises. Subsequently, a development application was lodged for construction of a 12 storey mixed use development which will consist of a 4 storey podium with residential tower above to comprise 73 residential units and 925sqm commercial tenancy. This site sale equates to:

- » \$1,300/sqm of site area.
- » \$325/sqm of permitted FSR (4:1).
- » \$27,397 per unit/site.

Development application subject to assessment (mid 2017)

The above site sales are relatively dated, some occurring up to 28 months ago. Since 2014-2015 market conditions have continued to strengthened, driven in particular by a lack of suitable sites. The price paid for 366 The Horsley Drive and 68 Court Road illustrates the strengthening of market conditions since 2014 the price paid per unit/site potential more than doubling to \$68,000 per unit/site.

Recent construction activity of developments with original development applications lodged in the early 2000's indicates a shift in market attitudes and acceptance of higher density product, thereby resulting a lift to expected end sale values which then underpin the feasibility of development, particularly of those sites already in consolidated ownership. Examples of this include 17-21 The Crescent, 6-8 The Crescent and 10 Court Road. A development at 51-61 The Crescent that did not progress past demolition was purchased by Fairfield City Council for a civic plaza.

There have been sites which have been sold and marketed as a development site (with an indicative development concept plan) which have not yet a development application lodged or approved. An example of this is listed below.

- **7 Alan Street** (534sqm of site area) sold for \$1,400,000 in January 2016. Zoned B4 Mixed use, the site has a designated FSR of 3.5:1. At the time of sale the site contained a single storey commercial building. The marketing for this site suggested that there were architectural plans proposing a 6 storey building with 12 residential units. This site sale equates to:
 - » \$2,622/sqm of site area.
 - » \$749/sqm of permitted FSR (3.5:1).
 - » \$116,667 per unit/site potential.

There have been some development site sales which have occurred in the R4 High Density Residential Zone located immediately to the west of the City Centre. These development site sales have generally consisted

of 2-3 single storey homes being purchased and then redeveloped to 5-6 storey residential flat buildings. Compared to the City Centre, there is significantly more development occurring in the R4 High Density Residential Zone.

AEC's analysis demonstrates that development sites in the R4 High Density Residential Zone (characterised by old cottages) are in many cases cheaper to purchase than retail/commercial properties in the City Centre. As such, it could be more attractive for a developer to purchase a development site in the R4 zone than in the City Centre, particularly where permitted densities are similar. That said, the number of sites still available for redevelopment in the existing R4 High Density Residential zone is reducing as the precincts reach their full redevelopment potential.

AEC's research and observations suggest there are several reasons why there have been limited development site sales and subsequent development in the Fairfield City Centre, these include:

- Fragmented land ownership patterns.
- Higher purchase price of development sites located in the B4 Mixed Use Zone compared to the R4 High Density Residential Zone to the west.
- Current notional 'ceiling' for higher density product, which is influenced by the price of low and medium density dwellings elsewhere in Fairfield, which can begin at \$600,000.
- Limited ability of current households to pay for higher density dwellings (rent or purchase) based on their income thresholds.
- Relatively modest sale prices of existing apartments in the Fairfield City Centre which range from \$400,000 to \$550,000 (2-3 bedroom apartments).
- Competitive context of the higher density living market with other centres such as Liverpool, Parramatta, Bankstown not only offering price points to suit various budgets but additionally the offer of better quality amenity and facilities than the Fairfield City Centre.
- Planning approvals processes anecdotally understood to present some challenges at times.

Fairfield is not as yet an established market for higher density living. Consequently there is a strong

relationship between the price of low and density housing options and that which can be achieved for new, higher density product in the Fairfield City Centre. For example, if a 3 bedroom detached dwelling can be purchased for \$600,000 in the suburb, it is unlikely a similar sized apartment would be able to achieve similar pricing.

In contrast, in markets where higher density living is well established and particularly where higher density living offers an amenity-rich environment, the prices paid for apartments can exceed that which is paid for larger, detached dwellings. This is because prices paid for apartments are equally to procure a lifestyle, underscored by convenience and amenity.

4.4 Implications for the Fairfield City Centre

The foregoing analysis on residents and their socio-economic profile, the employment composition/profile of the City Centre as well examination of the nature of market activity in the City Centre enable some observations to be made.

The resident population of the City Centre (and Fairfield LGA) is observed to be:

- Growing at a moderate pace.
- On average, residents have lower levels of education and lower household incomes.
- Socially disadvantaged if compared to LGAs such as Auburn, Liverpool and Parramatta.
- Suffering from mortgage and rental stress owing to lower levels of household income.
- Less mobile, more likely to live in an area for a longer period of time, evidenced by a higher proportion of Fairfield residents in 2011 also living in Fairfield in the previous census period of 2006.
- Characterised by high rates of migration, with large proportion of residents born in mainland South-East Asia and Middle East.

The profile of the resident population has direct implications for housing demand as well as demand for retail and non-retail services in the City Centre.

The worker population of the City Centre is observed to be:

- Mainly employed in the following industries: retail trade (22.2%), health care and social assistance (14.0%), accommodation and food services (10.9%), public administration and safety (10.7%) and professional, scientific and technical services (6.1%).
- Self-contained, with the majority of workers who travel to the City Centre living in the Fairfield LGA (47.3%). Higher employment self-containment ratios are generally associated with lower levels of economic leakage, all other factors being equal. In other words, local residents would be less likely to purchase goods and services from outside the LGA because they are less likely to commute to outside areas for employment.

Many visitors are understood to visit the City Centre to patronise the many specialty jewellery stores therein. Fairfield's reputation as being the third largest 'jewellery destination' in Sydney plays a role in attracting visitors from outside the general region, anecdotally understood to originate as from as far as Chatswood and North Sydney. Occasional street fairs and festivals in the City Centre also draw visitation from outside the area, however they do not attract the significant numbers as occurs in neighbouring Cabramatta Town Centre.

The demand for retail and non-retail services as well as housing in the City Centre is underpinned by the following key factors:

- **Retail and non-retail services:** Three main customer segments (residents, workers and visitors) underpin the viability of the City Centre as a retail and commercial centre. Growth in the pool and expenditure capacity of these three groups will be key to sustaining a vibrant centre offer.

The relative levels of social disadvantage of local residents has implications for the level of retail and non-retail services that can be supported. Though the role of workers and visitors is equally important, these two key groups underpinning the vibrancy of weekday and weekend trade respectively.

- **Housing:** While increased housing (and residents) in the City Centre will contribute to growing the pool of local resident expenditure as well as boost the vibrancy of the centre with night time and weekend trading, housing options to accommodate resident growth need to suit the incomes capacity of households.

The affordability thresholds associated with the LGA's median household income band (\$55,000 per annum) mean that households have the capacity to purchase dwellings priced at approximately \$336,363. This is below the median unit price in Fairfield LGA of \$420,000 and significantly below the median house price of \$745,000 (FACS, 2016).

In order to respond to community needs as they evolve, the issues of housing choice and diversity need addressing. Smaller housing formats will be increasingly sought after, due to housing need but also due to a limited extent to affordability reasons. Lifestyle and preference are also contributing factors for focus on smaller dwelling types. Notwithstanding, cohabiting lifestyle choices of large families means that when considering smaller housing formats (e.g. apartments), the apartment product will at least require 2-3 bedrooms or more to be large enough for a family to reside in. Alternatively, overcrowding will be a common feature for many low income households living in the area.

The City Centre is in a unique position. Relative high levels of social disadvantage make it challenging for residents to spend large amounts on retail and non-retail services. That said, there has nevertheless been growth in the employment composition of service areas in the City Centre, driven by population growth.

Improving the quality of the retail experience (rather than the quantity of retail and commercial floorspace) is critical to leverage visitation from outside the area and retain expenditure (both by residents and workers) within the City Centre.

Growing the Centre's population base is not without its challenges. A cumulative result of soft end sale values for completed apartments, fragmented land ownership

which makes it challenging for site consolidation activity and limited retail amenity in the Centre make redevelopment a marginal proposition at best in many instances.

The challenges of development feasibility need to be overcome in the first instance, before development incentives applying value capture mechanisms will be viable to implement.

4.5 Competitive Position

The City Centre's competitive position and matters for consideration are outlined as follows"

4.5.1 Strengths

- The presence of community assets, including the Civic Precinct which contains a library, community services building and hall.
- The City Centre accommodates a strong fresh food offer across income/price groups, represented in a bazaar-style environment. All the major supermarkets are represented.
- The City Centre is considered the third most sought after area to purchase jewellery (after Liverpool and Auburn), this attracts both locals and those from further afield to the area.

4.5.2 Weaknesses

- The Chase shopping centre is run down and does not attract patronage in its current transitional state, Neeta City functions well on the ground floor however vacancies and lower order tenants on the upper levels indicate low demand, Fairfield Forum has strong anchors targeting the local market (including Aldi) however the centre is dated and in need of renewal.
- The sheer size of the City Centre presents difficulties in sustaining retail/economic activity throughout.
- Anecdotal evidence suggests that a number of women of all ages feel less safe in the City Centre due

to the perceived imbalance of the number of men on the streets and men meeting at outdoor cafés along Ware Street and Spencer Street. While the Centre may be safe and crime statistics do not substantiate the fear, it is nevertheless a perception for some users of the centre and affects its overall appeal.

- Poor pedestrian connectivity between the different parts of the City Centre i.e. unattractive laneways/arcades which provide connections to different retail streets.
- Laneways that have high pedestrian activity but are unattractive and unpleasant to use.
- **Retail/commercial land uses:** Inherent weaknesses in each customer segment and its capacity to patronage the City Centre is summarised as follows:
 - » Due to the specific demographic and cultural composition of the market catchment, national retail chains do not appeal as much as independent retailers do to the market.
 - » A large portion of the resident population in Fairfield do not have a large disposable income and therefore this impacts on retail expenditure in the centre.
 - » The City Centre is not a strong employment destination as it competes with the significantly larger regional centre of Parramatta,
 - » A weak professional services/administrative/commercial sector impacts on retail/food expenditure in the centre.
- **Residential land uses:** Demand for more affordable residential dwellings in Fairfield and for these could be located in the City Centre. AEC's research suggests that there is lack of development sites in the City Centre, to unlock this development potential.

4.5.3 Opportunities

Due to its retail/commercial offer, the City Centre in some respects struggles to compete with the larger shopping centres in the region on the same terms. Its competitor centres are better connected to larger trade areas and have a substantially broader retail offer which includes entertainment and leisure. The focus for the City Centre should be on improving the quality of its retail offer rather than the quantity.

The diagram opposite outlines key economic opportunities for the Fairfield City Centre.

4.5.4 Threats

- Expansion of competing centres could lead to an increase in expenditure outflow from the Fairfield City Centre trade area.
- Growth of online retail. Despite a growth in this medium of retail, consumer trends that still favour the retail experience (which typically includes a dining experience) are still prominent.

There are certainly opportunities for residential apartments in the City Centre, however this is limited to areas where development sites are available.

Ultimately improvement and investment into the City Centre's pedestrian friendliness, connectivity within the City Centre, upgrades to the public domain and overall retail amenity will help build confidence and assist to improve the overall retail experience.

The ability to capture patronage and for longer periods of time will in turn have a positive impact on rents/prices and therefore facilitate re-investment by building owners.

4.6 Economic Opportunities for the Fairfield City Centre

Based on AEC's investigations, the following key economics opportunities have been identified for the Fairfield City Centre. These have been taken into consideration in the development of urban design principles and concepts in Section 7 of this urban design study.



5. Stakeholder Engagement

Prior to commencing urban design considerations and concept development, a preliminary engagement process was undertaken by the project team.

In order for the project team to better understand the aspirations of key stakeholders prior to the formulation of development concepts, landowners and/or representatives for key sites were invited to participate in focus group sessions. These sessions were conducted at Fairfield City Council’s offices in December 2016.

Participants were identified by Council as stakeholders and land owners of the key sites that form the basis of this study. Stakeholders were invited to present their visions, thoughts and aspirations. These stakeholders were critical to developing an in depth understanding of strengths and weaknesses of the Fairfield City Centre to inform a new vision and direction for the centre.

As such, participants were encouraged to share their vision for their particular site as well as provide input into potential improvements that would assist in strengthening the broader centre as a whole.

The project team sought to allow for meaningful input to be provided by stakeholders ranging from specific interests on specific sites as well as develop a broader understanding of matters of community value such as place making and potential economic development initiatives. Participants were also encouraged to share any current or prior concepts and vision documents for their sites where possible.

It is noted that additional focus groups were undertaken with Stakeholders of the Fairfield Forum and Neeta City Shopping centre sites given the complex nature of these sites and the considerable opportunity for these sites to transform the Fairfield City Centre.

Fairfield City Council is also a stakeholder as a property owner of a key site. A Probit Plan was prepared to manage Council’s dual role as land owner and the local planning authority.

A summary of core themes and opportunities emerging from consultation activities is provided in Table 6:

Table 6. Key themes arising from stakeholder engagement activities

Site	Core themes and key opportunities	Potential Public Benefits
Site 1: Fairfield Forum Shopping Centre	<p>Diversification and intensification of site offer to incorporate retail, shop top housing and residential flat buildings.</p> <p>Introduction of a new street/ link, public place and public private link for a clear public benefit that aligns with local cultural shopping preferences.</p> <p>Desire to contract/ reduce retail towards south end and residential focus at the northern end transition with mixed use interface.</p> <p>Opportunities for increasing open space.</p>	<p>Potential for new public open space given a lack of it at present. Indicative design work illustrates a new open air road link between Cunninghame and Station Streets with a central park space. Main street feel with angled deflection at the central public space.</p> <p>Potential opportunity for a new public streets/ parks to be dedicated back to the community.</p> <p>Open space is considered by all Stakeholders to be a critical community benefit.</p> <p>Extending road frontage through the site supports a mixed use/ main street character which reflects the cultural preferences for open air retailing in the Fairfield City Centre.</p> <p>New Street has potential to break up the site and increase permeability.</p> <p>An additional public/private link has been explored between the potential ‘New Street’ and Thomas Ware Plaza which is intended as a semi-covered retail (example Rouse Hill/ Springvale Qld) to manage climate/ experience. The connection from Ware Street recognised as a key opportunity.</p>
Site 2: Neeta City	<p>Culturally aligned curation of businesses is essential to successful retail environment.</p> <p>Diversification and intensification of retail offer to reduce retail floor space and introduce critical mass of residential housing both on site and surrounding the city.</p> <p>Contraction of retail offer on the site to offset identified retail oversupply.</p> <p>Introduction of a new north south ground level open air link/public private link to deliver a community benefit for local permeability.</p> <p>The benefit of connectivity between Neeta, former Aldi site and George Weston Foods site.</p>	<p>Potential to break up the site and introduce a through site street or link at ground level. This may offer some weather protection and include open areas/ potential ‘Eats Street’ open and accessible Link- 24/7 days. This would be considered a key opportunity and public benefit for the site.</p> <p>Potential overpass link between Aldi site – Neeta – George Weston Foods site to improve connectivity.</p>

Site	Core themes and key opportunities	Potential Public Benefits
Site 3: Aldi site	<p>The benefits of connectivity between Neeta, former Aldi side and George Weston Foods site.</p> <p>Potential of the site as a gateway opportunity.</p> <p>Inability to achieve the permissible density on the site given existing maximum height limits.</p> <p>Opportunities for place making and through site connection.</p>	<p>Whilst overhead pedestrian connection to the George Weston Foods site is not essential to the development of this site, an allowance should be made for the George Weston Foods site to provide an overhead connection into Aldi site. This requires consideration for a bridge to connect into the site and how development can be achieved to future proof this opportunity.</p> <p>The site presents an opportunity to provide a laneway connection to the southern boundary of the site between The Horsley Drive and Court Road. This would need to traverse part of the McDonald's site. Consideration to be given to future proofing this opportunity to reduce need to provide direct vehicle access the sites from existing streets.</p>
Site 5: George Weston Foods	<p>Development of the site for a shop top housing in the form of tower development.</p> <p>Building on place making opportunities of the Prospect Creek.</p> <p>Provision of open space, improving amenity and access through lane ways.</p> <p>Potential public benefits associated with connection of the site to the town centre and benefits to the adjacent school.</p> <p>The benefit of connectivity between Neeta, former Aldi side and George Weston Foods site.</p>	<p>Includes a setback to Prospect Creek to create an accessible public place to establish system of green links- build an open space network. Open space next to river should be repeated on Raglan site. Treating the creek as a place making opportunity.</p> <p>Relationship to southern boundary to the school use may include access to playing grounds - Potential for benefits to school (e.g. scoreboard, IT spaces for students).</p> <p>Potential to consider a bicycle route along Prospect Creek noting nearby cycleway network. Potential to consider some open space dedication.</p> <p>Connection to town- intersection is poor for pedestrians and too time consuming. Need for a pedestrian bridge to Aldi site.</p> <p>Targeting people who want to live and work in the area by:</p> <ul style="list-style-type: none"> Activating the creek and open space. Having meaningful public domain. Keeping retail connections to Fairfield City Centre. New eastern entrance on Court Rd.

Site	Core themes and key opportunities	Potential Public Benefits
Site 9: Fairfield Hotel	<p>Stakeholder seeking greater density on the site to enable future mixed use development to occur.</p> <p>Potential for acquisition of Council owned site to the west. Consideration would need to be given to how the proposed Council library may be able to be incorporated into alternative sites better located for the proposed use within the town centre.</p> <p>Critical to include a public benefit in a future site redevelopment – preserving and integrating the character of the existing art deco building is a key means of achieving this and may be further assisted by amalgamation of adjacent sites.</p>	<p>The Stakeholder notes the correlation between density and activity and that critical mass will assist in establishing a community benefit to revitalise the precinct/ centre.</p> <p>Potential to acquire adjacent sites to the west which are owned by Council. It is understood this site was purchased by Council with the intended use of a Library. The question is whether that site is necessarily the best position for a library, which is not consistent with the Barbara Street Master Plan.</p> <p>A redeveloped site should reflect community benefit. Conserving the character of the existing building on the site could be considered to provide some of that public benefit.</p> <p>The skin or front part of the hotel may be worth preserving - many of these older hotels have been demolished throughout the district with detriment to local character and place identity - needs an innovative design approach.</p>
Site 10: Civic Precinct	<p>Council seeking to establish a civic heart and enhance the presence of community facilities in the centre.</p> <p>Council may undertake development of the site on its own to provide a range of civic, community, commercial, open space and car parking opportunities.</p> <p>There are gaps in the land tenure which constrain the coordinated development of the entire city block.</p> <p>Council to provide blue sky 'wish list' of community/ Council needs and facilities.</p>	<p>Library is in high demand and seeking to double in size. Investigating relocating library to alternative site. 600m² currently, looking for 2,000m².</p> <p>Potential to use the Council owned properties in the Harris Street precinct for combined mixed use civic/ commercial/ community/ office/ car parking.</p>

Site	Core themes and key opportunities	Potential Public Benefits
Site 11/12: Bing Lee/ Chemist Warehouse	<p>Stakeholder aiming to create a local legacy that reflects the Lee family history and business success in Fairfield.</p> <p>Stakeholder is willing to discuss with Council the potential for the site to include a civic library or other public benefits.</p> <p>Aiming to create a consolidated development across Bing Lee and Chemist Warehouse sites, which may require reconfiguration of Kenyon Lane.</p> <p>Russian Orthodox Church is a constraint to larger consolidated site redevelopment.</p>	<p>Stakeholder sees this as a potential legacy site. Sees Fairfield City Centre as the origin and heart of the Bing Lee success story.</p> <p>Potential for inclusion of civic uses such as a library as a public benefit and may enhance the potential for a Bing Lee legacy. Stakeholder open to discussions on this.</p>
Site 13: Nelson Street Car Park	<p>Council seeking to maintain and improve car parking in the centre.</p> <p>The Nelson Street car park is an important asset for Council and unlikely to redevelop in the short term.</p> <p>Opportunity exists to improve functionality and possible cost recovery.</p>	<p>Car parking a problem, the town centre needs more. Dedicated commuter car park would assist. Some timed parking introduced and has helped to get turnover of spaces.</p>



6. Constraints and Opportunities

6.1 Existing Urban Form and Pattern

The existing street pattern in the Fairfield City Centre is generally grid-like with strong north-south connections. 1943 aerial photos show the formative elements of the urban pattern that exists today (refer Figure 17), which includes:

- the alignment of the early railway and the location of the Fairfield railway station;
- A main street along The Crescent along with the The Crescent cinema at its north eastern end with residential properties along Ware and Smart Streets;
- the parallel alignment of The Crescent to the north side with south-facing retail buildings on small allotments linking northwards to Court Road; and
- a generally north – south street grid of Ware Street, Smart Street and Court Road crossed by Spencer and Nelson Streets and further to north Cunningham Street.

Today this basic structure has been overlaid by the major road system 'bypassing' the Centre being The Horsley Drive to the east and the Lawson Street viaduct (1980's) to the south replacing a railway crossing at Railway Parade (between Austral Parade and Frederick Street) and North Street.

The fine-grained retail shop fronts still remain on The Crescent and along Ware Street and to a lesser extent Smart Street which is a bus route and more heavily trafficked. Ware Street has recently had streetscape improvements and traffic management to successfully encourage alfresco and sidewalk activity, together with angled parking and street trees. Ware Street was previously a pedestrianised space in the early 1980's, which was considered to be commercially unsuccessful with through traffic subsequently reinstated by the late 1980's.



Figure 17. Key sites overlaid onto 1943 Aerial (source SIX Maps)



Figure 18. Key sites overlaid onto 1943 Aerial (source SIX Maps)

The two retail shopping malls are located to the north: the Forum being more expansive and at the northern end of Ware Street and Neeta City being more ‘fortress like’ south of Nelson Street. Ageing façades of Neeta City generally present an unattractive frontage to the street.

There is a small civic precinct to the west on Barbara Street with community facilities, however there are no Council Administrative functions in the Centre.

The north-west sector is defined by educational uses (Fairfield High and Primary Schools).

The south side of the Railway has limited retail and street activity apart from the RSL which is a major attraction. Further south is the extensive Fairfield Park which incorporates high quality major recreational assets for the community including a destination nature based playground, aquatic centre and sporting fields.

The eastern edge of the Centre is defined by the generally unappreciated Prospect Creek corridor and associated flood affected lands.

To the west of Barbara Street low rise residential flat buildings built in the 1970’s and 1980’s are characteristic of the built form, providing affordable rental housing within walking distance to the centre and railway station.

6.2 Public Domain and Pedestrian Connections

The Public Domain includes streets, pedestrian thorough-fares, public urban spaces, parkland areas and riparian corridors.

As previously mentioned, there is a lack of public urban space within the City Centre and Council is actively pursuing opportunities to increase urban amenity by purchasing sites as may become available.

This is the case with Crescent Plaza recently opened (December 2016) linking The Crescent to Council Lane providing convenient pedestrian movement to and from the Railway Station. The design is an urban, civic space with tree planting, garden beds, seating and heritage related artworks.

The pedestrianised forecourt to The Forum Shopping Centre acts as an urban space with outdoor seating for adjacent cafés and a children’s play sculpture. Along Ware Street outdoor eating and activities have been successfully encouraged by street modifications to create pedestrian space and reduce car space.

The pedestrian access network within the town centre is extensive, interconnected and relatively ‘fine-grained’, with the exception of the large Neeta City site, which lacks connectivity outside of business hours. In addition to the use of the streets for pedestrian access and movement, there are numerous covered and open-air laneways, malls and arcades, which provide mid-block access within the City Centre.

Strong pedestrian desire lines exist between the station and the retail precincts at Fairfield Chase, Ware Street, Smart Street and further afield. Crossing The Crescent can also be difficult due traffic movement and the installation of pedestrian barriers in some locations.

Three key pedestrian connections are provided across the railway corridor, and these are of varied standard and use by the local community, with the primary focus being the railway station crossing.

High levels of traffic on Barbara Street form a pedestrian barrier to convenient access from residential areas into the City Centre.

Similarly, the Horsley Drive is a significant barrier to the eastern side of the Centre.

There is a need to upgrade cross Railway connections and, in particular, to improve links between the City Centre, Fairfield Park and Prospect Creek to establish a network of green spaces, readily accessible from the City Centre and surrounds.

The issues and relationships are depicted in the Site Analysis Plan in Figure 19.

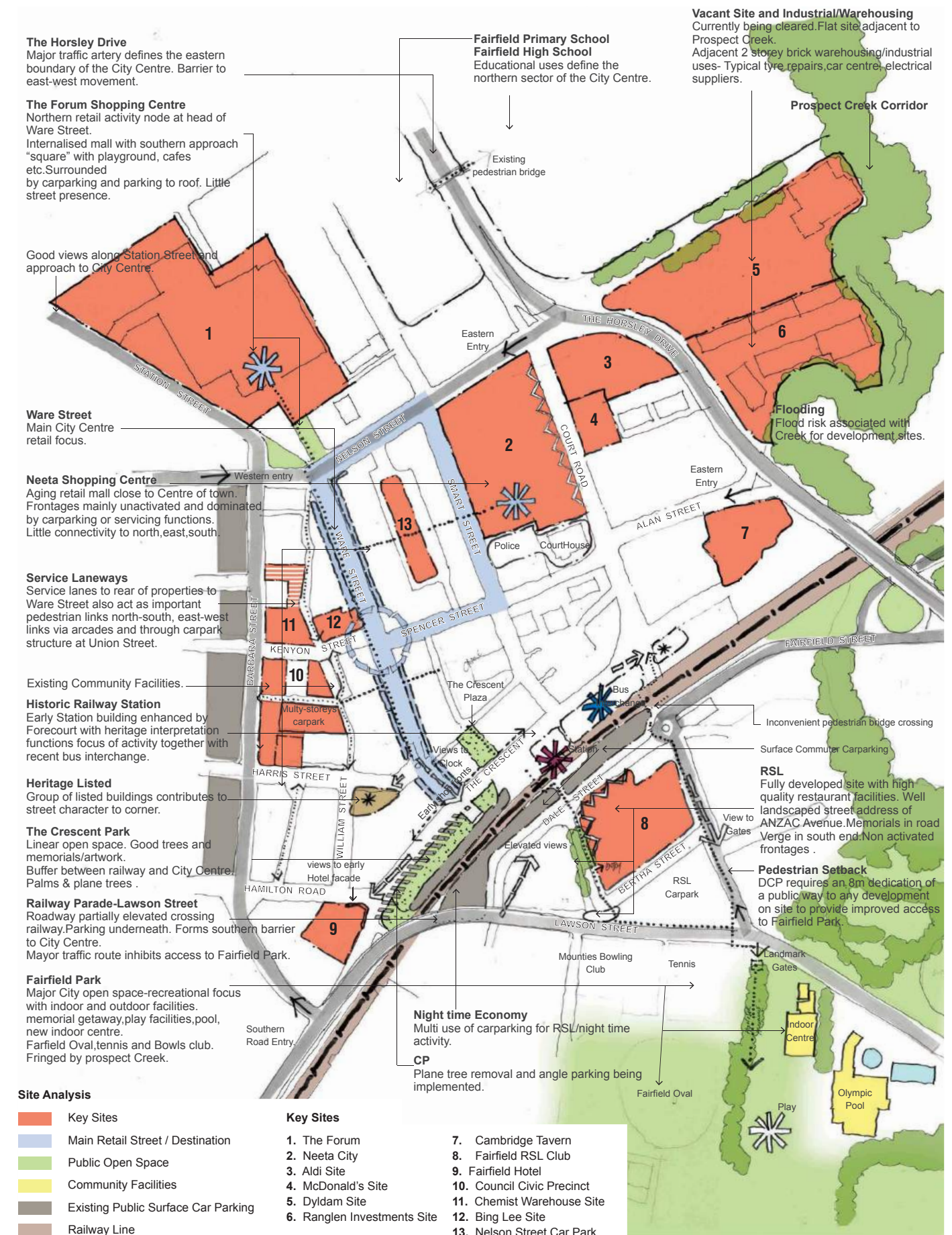


Figure 19. Site Analysis Plan (source LFA)

6.3 Constraints

Existing known constraints include:

Constraints to development

- Small lots and fragmented ownership are prevalent throughout the Fairfield City Centre, in many cases requiring amalgamation to enable feasible redevelopment to occur.
- Current LEP height of building and floor space ratio and density controls have not resulted in significant stimulation of new mixed use development.
- Flooding from Prospect Creek in the north-eastern sector and Acid Sulphate Soils closer to the rail line mean basement car parking can be an issue in lower parts of the Centre.
- Property market cycles and the availability of high quality housing within a ten kilometre radius in centres that are more accessible to Parramatta and Sydney CBD.

Constraints to connectivity

- Physical barriers to movement include the Railway Line, Barbara Street and The Horsley Drive with high traffic volumes and a barrier to pedestrian movement.

- The large Neeta City block (Key Site 2) also constrains the ability to gain through site links, especially after business hours.

Constraints to centre vitality and renewal

- Minimal high density residential development has occurred in the Fairfield City Centre to support local businesses.
- Replacement of ageing multi deck Council car park to realise new opportunities limited by need to provide car spaces prior to any redevelopment (e.g. Nelson Street Car Park, Downey Lane). Mid-block multi-deck car parks are essential to town centre function.

Constraints to amenity and healthy city centre

- Lack of additional public plaza opportunities throughout the Fairfield City Centre.
- Lack of public open space in and around the periphery of the City Centre to meet significant existing shortfall for existing residents in and adjoining City Centre, as well as the needs of future population.



Fragmented land ownership and smaller lot in the centre have contributed to Fairfield City Centre's fine grain character.



Nelson Street car park. Centrally located but unattractive laneway environment. Main pedestrian east-west movement is through the centre of the car park.



Existing built form within the centre is aging and in many cases, in need of revitalisation.



Cluster of key heritage buildings forming an important streetscape Harris Street.

6.4 Opportunities

As a result of this analysis, there are many opportunities presented and which have then formed the basis of the urban design recommendations contained within this report. These opportunities are further depicted in Figure 20 and include:

Opportunities for development

- Encourage more residential development within the City Centre in the form of shop top housing. Residential-only developments may be appropriate in transitional/ peripheral areas.
- Re-examine the potential development of the 'Civic' precinct on Barbara Street for City Council purposes based on the previous Masterplan updated.
- Consider the development of mixed-use sites including multi-level car parking along Council owned properties to the west of Barbara Street to transition city centre and neighbouring residential uses.
- Planning controls (height of building and floor space ratios) that promote development with amenity ready to embrace the next property market cycle that will make Fairfield City Centre more attractive in comparison to surrounding centres.

- Continued investment by Council in the acquisition, renewal and development of public spaces, public art and place making initiatives that will collectively create a City Centre that is a desirable place to live across socio-economic groups and investors.

Opportunities for connectivity

- Establish new through-site connections on large shopping centre sites. Potential for Neeta City to provide renewed, activated frontages and an open east-west pedestrian street and central square as part of redevelopment for retail / mixed use.
- Opportunity to continue of this new east-west link to eastern Prospect Creek sites via an overpass to The Horsley Drive.
- Opportunity to extend the Ware street spine northwards into the Fairfield Forum site towards Cunningham Street.
- Establish pedestrian and cycleways continuously along Prospect Creek to link the High School with Fairfield Park. Link to Parramatta to Liverpool cycleway.
- Reinforce the fine grain of pedestrian laneways, access-ways and arcades by seeking opportunities for activation and establishing new connections where appropriate.

- Improve pedestrian connectivity between the city centre and Fairfield Park. This may include identifying opportunities to overcome the barrier of the railway line, enhancing critical links (i.e. Vine Street/ Anzac Avenue and Prospect Creek corridor).
- Consider a 'land swap' for part of RSL development to close Bertha Street in exchange for land to improve pedestrian access to Fairfield Park via Lawson Street and Anzac Avenue.
- Potential to advocate for development of a multilevel commuter car park 'bridge' to the southern end of Ware Street and incorporate an additional crossing of the Railway between Dale/ Wilga Streets and The Crescent.

Opportunities for centre vitality and renewal

- Encourage the redevelopment of the two older shopping malls (Neeta City and Fairfield Forum) for contemporary retail, food streets and integrated residential development (exemplars include Rouse Hill Town Centre, Totem Centre and Stockland at Cammeray).
- Opportunity for Council to establish a civic presence within the centre and potentially incorporate a public library (subject to further strategic investigations and review by Council given

Hamilton Road site is presently earmarked for new multipurpose/ library facility).

- Potential upgrade for William Street as a civic street suitable for a range of activities. For example, active uses for Old Fire Station building.

Opportunities for amenity and healthy city centre

- Potential for the Fairfield Forum to establish a new entry gateway to the City Centre from the north-west with a new park to service new development. There is the potential for a new urban square to 'anchor' Ware Street' in the south.
- Identify opportunities for new public places and focus areas for public domain improvements in association with potential new developments.
- Significant development potential exists for the two key sites east of the Horsley Drive and south of the High School. The development of these sites for primary residential uses could activate the Prospect Creek corridor and provide increased usable public open space.
- Potential for new Civic space linked to Ware Street. Widen footpaths or partially close Kenyon Street for public benefit.



Bing Lee site – its central location at the retail positions the site key redevelopment opportunity in central Fairfield City on Ware Street corner.



The Crescent Park in late 2016 – linear park associated with railway corridor – an attractive green space with civic functions. Plane trees removed and angled car parking installed in mid 2017.



Historic Railway Station and forecourt, together with recently upgraded bus interchange are the central focus of activity for City Centre.



Ware Street is the main retail / commercial strip – one way traffic and widened footpaths for increased pedestrian amenity and alfresco dining opportunities.

7. Urban Design Principles and Concepts

7.1 Key Sites Principles

The following key principles have been developed to build on the key opportunities identified for Fairfield City Centre (refer Figure 20). These principles form the basis of urban design concepts for key sites in the Fairfield City Centre:

Centre amenity

- Encourage the redevelopment of key sites with the objectives of improving public domain outcomes and critical mass within the City Centre.
- Provide an architectural focus at key gateways, bookend sites and central locations.
- Promote development that transitions between the more intensive and mixed City Centre, to a more human spaced development towards peripheral areas adjacent to existing and intensifying residential areas.
- Provide car parking in an underground basement where possible. Where above ground parking is necessary due to technical constraints, these should be sleeved with active uses to street frontages.



Interactive and vibrant streetscapes

Centre economy

- Encourage new shop-top housing/ mixed use development throughout the centre to increase residential mass and support local business.
- Reinforce Ware Street as a key retail street and spine of the Fairfield City Centre. This may include opportunities to enhance connection to residential lands to the north of the City Centre.

Centre connectivity

- Establish strategic new links across existing infrastructure barriers such as the railway line and improve general streetscape quality and condition on critical links.
- Strengthen east-west links through the centre particularly east west linkages through large contiguous sites (e.g. Neeta City, Nelson Street Car Park).
- Reinforce the fine grained nature of the pedestrian network by retaining existing links where appropriate and identifying opportunities for new links to be established.



A consistent street edge with a variety of materials and forms

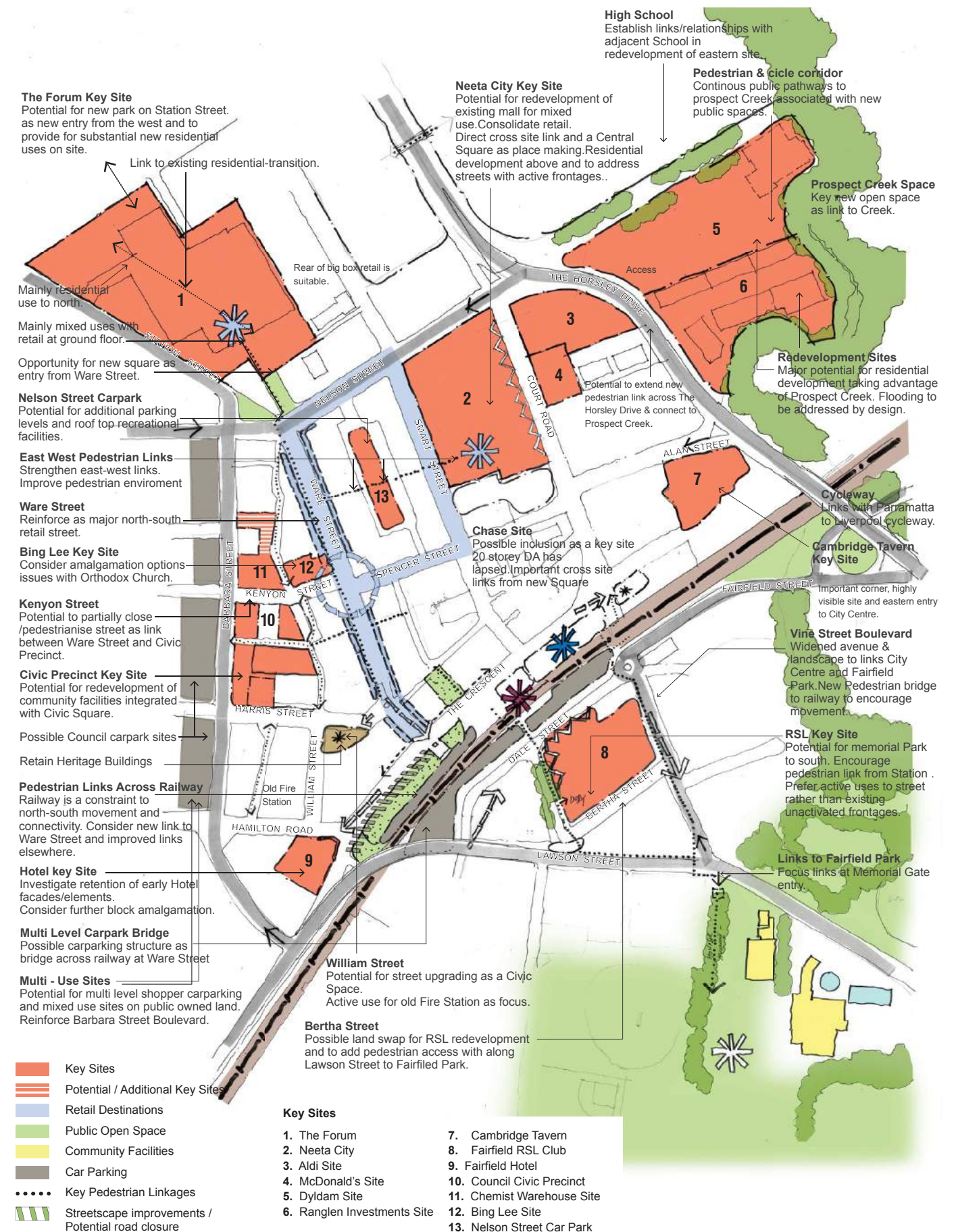


Figure 20. Fairfield City Centre Opportunities and Principles (source LFA)

- Enhance the City Centre's relationship with Prospect Creek by establishing new pedestrian and cycleway connections along the creek corridor and overcome the existing barrier across The Horsley Drive.
- Establish a continuous pedestrian / cycleway to Prospect Creek linking the CBD and Fairfield Park.

Centre vitality

- Establish a civic heart for the centre within the Barbara Street/ Harris Street Civic Precinct.
- Promote greater activation of local streets.
- Strengthen the relationship between the Fairfield City Centre and Fairfield Park by overcoming key physical barriers and enhancing the pedestrian experience.

7.1.1 Affordable Rental Housing Target

The draft District Plans nominate an Affordable Rental Housing Target of 5% to 10%, subject to viability, in urban renewal and land release areas. The Greater Sydney Commission proposes that the Affordable Rental Housing dwellings will be secured by the relevant planning authority and may be passed onto a registered Community Housing Provider to manage.

The Affordable Rental Housing Target:

- will apply to land that is the subject of upzoning (a change of land use to residential or an increase in permissible residential development density);
- will not be applied retrospectively to rezoning that has already occurred, but only for new areas nominated by the relevant planning authority;

- must be announced before, or at the time of, rezoning to give the market certainty about the amount of affordable housing to be provided, and so that it can be factored into development feasibilities;
- will apply to land within new urban renewal or land release areas (both government and private) identified via a local or district housing strategy, or another form of appropriate research that illustrates a current or future need for affordable rental housing; and
- will be calculated as a proportion of all residential floor space above the base floor space ratio (that is, the residential floor space ratio that was permissible before the upzoning within the nominated area).

The identification of an appropriate Affordable Rental Housing Target will be subject to development feasibility testing across the nominated area to ensure that the Affordable Rental Housing Target will not make continued supply of market housing economically unviable.

Details on what the viability testing assumptions and parameters will be has not been provided yet. Until such time as Council prepares its Local Housing Strategy and more information is provided by the Greater Sydney Commission, the impact of the affordable rental housing target has not been factored into feasibility considerations.



Public places that interact with surrounding buildings



New links and laneways that have a pedestrian focus and vibrant uses along their edges



A civic heart that provides a variety of opportunities for community inclusion



Opportunities for new community spaces that facilitate learning and social cohesion



New public parklands that provide for passive and active recreation.



Buildings that provide activation at the ground level and visual interest to upper residential level



Articulated buildings that provide an outlook over the adjacent public realm

7.1.2 Improving Public Open Space and Amenity

Increasing residential densities and population in the Fairfield City Centre and surrounding residential precincts highlights the importance of establishing an accessible and attractive network of public open space experiences. It is essential that as apartment living becomes more prevalent over time that these forms of compact living are complemented by a diverse range of opportunities for recreation, community interaction and active living.

Fairfield City Council maintains its ongoing commitment to improving the quality of existing public open space as well as establishing new places catering for a diverse range of public recreation and community experiences.

District level facilities

The eastern precincts of the Fairfield City Centre (i.e. those in proximity to Fairfield Park) are well catered for in terms of public open space and community facilities. Significant recent investment by Fairfield City Council has resulted in start of the art recreational facilities.

A snapshot of recent achievements in delivering high Fairfield City Centre and LGA is outlined as follows:

Fairfield Adventure Park

Situated in Fairfield Park, the Fairfield Adventure Park was officially opened on 10 April 2015. Its unique design provides for early teens and r the recreational needs of older children. Traditional play equipment in parks is traditionally associated with younger children.

It features an 11 metre high giant climbing net, sky bridge and three-slide combination, one of the tallest of its kind in Australia, and a 33 metre long double flying fox. This is all in a setting of soft-fall, surrounded by the natural shade of new and existing trees.

Fairfield Youth and Community Centre

Fairfield Youth and Community Centre was officially opened on 9 October 2015. The 3,000m² facility contains a large hall with basketball courts, trampolines, a rock climbing wall, program rooms and additional parking spaces. It is situated in Fairfield Park precinct adjacent to the Fairfield Leisure Centre.

Fairfield Park Obstacle Course

This boot camp-style course provides a challenging facility for play and to encourage healthy and active living. The course includes a 3 metre high tree top walk featuring platforms and a rope bridge crossing set among the remnant vegetation of the area. The design also incorporates an educational element that will include signage on natural resources within the park and educate visitors about the different types of trees in the Fairfield area. Two, 20 metre flying foxes are a key attraction of the facility.

The obstacle course includes a mound designed to test physical strength and challenge physical fitness with a tyre steps climb, timber sleeper steps, rope climb and a challenging timber climb.

The concepts provided for each of the key sites in the following sections of this urban design study seek to build upon Council's past place making achievements and identify opportunities for new, improved and diverse open space destinations.

Neighbourhood parks

There is a significant lack of public open space in and around the north and western areas of the Fairfield City Centre. Areas of high density residential development are presently under-supplied with recreation space within a radius of 200 to 400 metres. This has significant health and well-being impacts upon a community and the desirability of areas within which to move or invest. In areas of low socio economic disadvantage and households living in rental stress, close access to local recreational facilities and open space for passive recreation is essential individual well-being, community cohesiveness and positive childhood development outcomes. Playgrounds are where childhood memories are made and connection to place forms.

The concepts provided for each of the key sites in the following sections of this urban design study seek to build upon Council's past place making achievements and identify opportunities for local new, improved, accessible and diverse open space destinations.



Fairfield Adventure Park - Climbing Net



Fairfield Adventure Park



Fairfield Adventure Park



Fairfield Youth and Community Centre - Climbing Wall



Fairfield Park Obstacle Course



Fairfield Park Obstacle Course



Fairfield Youth and Community Centre



Fairfield Leisure Centre

7.1.3 Public Art

Public art is an opportunity to celebrate Fairfield's vibrant and diverse community, and visually engage with the Centre's past, present and future.

As part of the Urban Design Study, increased public art incorporated into new development is encouraged, particularly on what would otherwise be a blank façade or laneway.

Integrating public art into new development within Fairfield City Centre will not only provide a local source of delight and inspiration to residents, workers and visitors, but also create a sense of pride in place.

Continuing on Council's commitment to improving the public domain through initiatives such as 'Faces of Fairfield' and 'Flow' at The Crescent Plaza, increased public art will promote a welcoming and safe environment for all ages and genders to enjoy.

More than just murals, public art can also include sculptures, installations or green walls that when integrated into the built environment create an attraction and promote a unique sense of place.

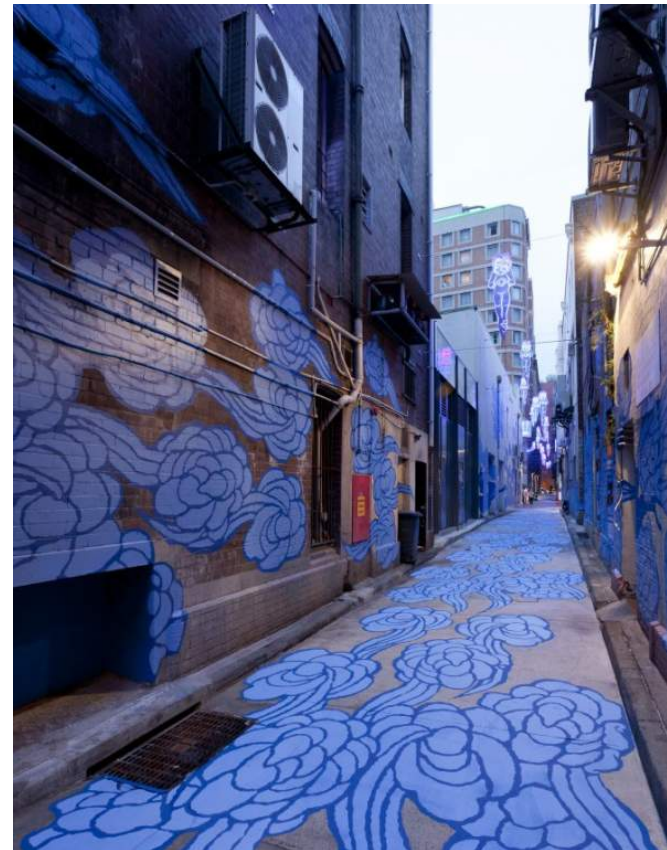
7.1.4 Delivery community benefits on key sites

The community benefits highlighted have been identified to provide civic plazas, pedestrian connections, open spaces and community facility space in order to provide a more vibrant and better functioning Fairfield City Centre into the future.

Civic Plazas will provide visitors to the City Centre the amenity and a sense of place that is essential to promote business and economic vitality, bring people back again and again to the centre.

Pedestrian connections will provide the freedom to move around the centre, day and night, allowing more pedestrian traffic that is vital for business prosperity; the more people that pass by shopfronts, the more opportunities for retail trade.

Open spaces will provide new residents living in apartments the opportunity to recreate in public spaces,



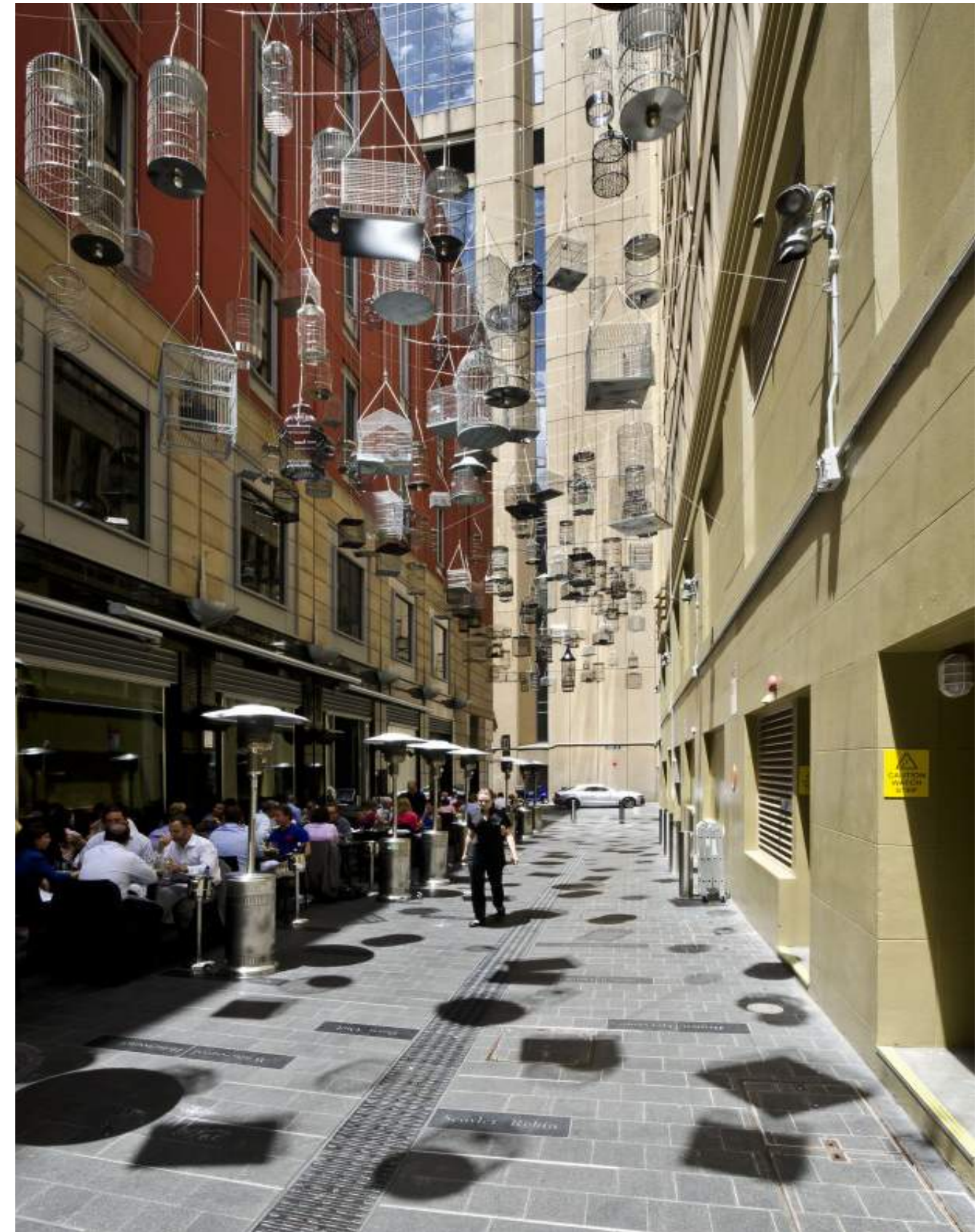
'In between two worlds' Jason Wing.
Source: City of Sydney

as well as mix with other residents that provides the important ingredient for social cohesion and growing the sense of community.

Community facility space will provide new residents and visitors to the City Centre the facilities and services they require to ensure well-being, quality of life, opportunities for lifelong learning, and meeting places for organised groups.

The new population that is anticipated to live in over 4,000 new apartments will create demand within and around the City Centre. Fairfield City Council's Developer Contributions Plans will part fund community infrastructure within the immediate catchment for projects already identified.

Above and beyond broader catchment needs, some key sites will offer opportunities not able to be provided



'Forgotten Songs' Michael Thomas Hill.
Source: City of Sydney

elsewhere. A mechanism is required to capture the, city plazas, pedestrian connections, open spaces, and community facility space vital to the urban framework for the Fairfield City Centre.

This Urban Design Study is recommended to be implemented by landowner/proponent initiated Planning Proposals. Apart from the necessary traffic, flood impact, economic impact, urban design studies and other relevant reports, Planning Proposals will be required to submit draft Voluntary Planning Agreements (VPA) for discussion and negotiation with Council to achieve the desired community benefits.

A VPA is an agreement entered into by a relevant planning authority (such as the Council) and a landowner/developer (the proponent). VPAs are permitted through Section 93F under the Environmental Planning and Assessment Act 1979 (EP&A Act). Under the agreement a proponent agrees to provide either on site or fund elsewhere in the vicinity community infrastructure such as:

- Open space and recreational areas;
- Transport infrastructure and pedestrian/cycleway networks; and
- Community facilities and affordable housing.

Contributions can be made through:

- dedication of land;
- monetary contributions;
- construction of infrastructure; and
- provision of materials for public benefit and/or use.

In order to deliver the community benefits identified for the key sites contained within this Urban Design Study, the use of Voluntary Planning Agreements as part of the consideration of Planning Proposals is recommended.

7.2 Key Sites Concepts

The following section outlines key opportunities and recommended urban design outcomes for each of the key sites. These development concepts form the basis of recommended planning controls outlined in Section 8.

These recommendations have also taken into account the economic considerations presented by AEC in Section 4 of this urban design study.

The concepts outlined in this section provide a guide for the outcomes for each site envisaged by Council. It is recognised that alternative solutions may also have design merit. Alternative solutions are to be appropriately justified by proponents and should reflect equal or improved amenity and community benefit outcomes as outlined within the design concept for each site.

7.2.1 Feasibility of Urban Design Objectives, Opportunities, Structural Design Elements for Key Sites

This urban design study has balanced the following elements:

- **Environmental:** amenity impacts both inside and adjoin developments that result from building bulk (site coverage) and scale (building height)
- **Social:** public benefits that arise from access to public open spaces, civic plazas and pedestrian connection that promote social cohesion and well-being
- **Economic:** feasibility of development, coupled with economic vitality that increased residential development brings to city centres.

For all key sites, all apartment yields derived from proposed development standards (height of buildings, floor space ratios) and corresponding building envelopes have been tested for economic feasibility. Urban design and financial feasibility imperatives do not always align. In some cases higher floor space ratios may be required for financial feasibility but resultant building envelopes and built form may not necessary produce good urban design outcomes.

2:1 - 3:1 Arc Building - Victoria Park NSW



5:1 ESP Zetland



4:1 - QV1 Victoria Park NSW



Development concepts for all sites have been prepared in conjunction with feasibility investigations with a view to establishing development standards for each site that provide feasible development parameters. However, it is noted that the margins of profitability vary. It should also be noted that desired urban design outcomes (i.e. design excellence, quality public domain) will be dependent upon there being an overall lift to the profile of the centre and thereby new apartments being able to achieve slightly greater prices than current levels. The higher the price, the greater the ability to factor in a higher standard of design, materials and quality finishes.

7.2.2 FSR Comparison

The following comparison between buildings in inner city urban renewal areas provides a visual tool to assist in visualising typical scale of development based on the FSR recommendations for each site.

It is important to note that a variety of factors will influence how FSR translates into a built form such as lot size and dimensions, maximum height limits and land use. Similar FSR can sometimes result in taller slender development or in lower spreading buildings depending on these factors.

The examples above will assist in providing a high level overview of potential scale envisaged for the Fairfield City Centre.

Site 1 - Fairfield Forum

Snapshot of Site Attributes	
Site area	42,957m²
Street frontage	Station Street, Cunninghame Street
Mainstream flood risk	Nil - Low
Overland flood risk	Low – Medium
Positive attributes	Large contiguous site; single ownership; links to Ware Street spine. Active asset owner seeking to improve centre; existing retail centre and key revitalisation site
Adverse attributes	Peripheral site
Desirable community benefit	New public spaces/ parkland, introduce residential and mixed use; new street; Ware Street pedestrian spine extension.

Fairfield Forum is a major Internalised retail mall surrounded by car parking . It is a large site in single ownership and presents a range of design and land use opportunities. The site is situated on the northern fringe / periphery of Fairfield City Centre and is an important link to south to Ware Street retail and City Centre.

Potential restructure of retail offer on the site has potential to enable a broad mix of uses on the site to include retail, commercial, community, residential, and new public recreation spaces. The site presents opportunities to focus retail to south of the site, and introduce a residential component to north with new streets to provide connectivity and address. The site has an opportunity to achieve the dedication of significant open space for the benefit of the existing and emerging community.

Urban Design Objectives

- Create new street based retail/mixed use hub to the south eastern area of the site with residential uses to be provided at the north west of the site.
- Establish new pedestrian oriented shopping-retail-food streets.
- New public ‘market square’ arrival plaza to build on the existing Thomas Ware Plaza for outdoor dining / children’s play / lunch use.
- Create a new public park on Cunninghame Street in the north or north west corner of the site to serve existing and new residential areas.
- Extend the Ware Street spine through the site as a central focus for new development. The spine should connect to residential areas north of Cunninghame Street.
- Improve site permeability by creating new public streets and/or pedestrian links connect Station Street to Ware Street.
- Manage building height along Station Street to avoid overshadowing impacts to southern residential areas.
- Placement of taller to ensure adequate solar access on the site on key public places and surrounding land uses.
- Reduce building heights to Cunninghame Street as transition to low rise residential areas to the north.
- Provide active uses to front Station Street, which may include SOHO’S or Residential apartments.



Main entrance to Fairfield Forum Shopping Centre



Thomas Ware Plaza provides a key pedestrian link to Fairfield Forum.

Site Specific Urban Design Opportunities

Built form

- Focus height in the centre of the site where impacts can be appropriately managed.
- Transitional heights along key external streets, with reduced scale to residential interfaces in response to the proposed scale of future R4 High Density Residential lands north and west of the site.
- Potential for a mix of podium and mid rise development complemented by taller slender landmark development in central location.
- Manage overshadowing of southern adjacent sites by limiting heights along Station Street.
- Design excellence essential element of future built form on the site.

Land use

- Diversify and intensify land use mix to include a range of retail and mixed use/ shop-top housing/ residential flat building opportunities.
- Concentration of retail and commercial uses should occur towards the Ware Street / Thomas Ware Plaza to build upon the Ware Street retail and pedestrian spine.
- Consider transition of land uses between retail core and adjacent residential areas. External interface of northern areas of the site should be mainly residential.
- Interface to adjacent residential areas transitioned by mixed use towards the retail heart of the site and Ware Street spine.
- Integration and revitalisation of R4 high density residential sites adjoining the site's northern boundary.

Connectivity

- Provide additional through-site connections to enable greater permeability and legibility for pedestrians and vehicle traffic.
- Reinforce Ware Street as the key City Centre retail and pedestrian spine by building on this link and extending north/northwest into the site. Part of this link may be semi enclosed in core retail area

(e.g Prairiewood Stockland and Rouse Hill). Access northwards through the Ware Street spine should be available in perpetuity to Cunningham Street.

- Service access to retail uses should be in locations where it will least impact the public realm on both a visual and functional level.
- Car parking should be provided in basements where possible (subject to flooding specialist input).

Place Making/ Public Realm

- Create new public places to provide for diversified land use mix and increased residential development within and surrounding the site.
- Public realm elements should be integrated with streets as well as internal links and form 'stepping stones' through the site corresponding with key arrival points, gateways and destinations (i.e. arrival square, central plaza and parkland/ green space).
- Establish an 'arrival square' at the deflection point of Ware Street spine to build on Thomas Ware Plaza and provide a retail forecourt.
- Create a central 'civic square' at the convergence of retail, mixed use and residential uses.
- Potential for City Centre 'gateway' open space to Station Street/ Cunningham Street corner. The intent of this space is to provide a green space for play, eating lunch and gathering.
- A clear distinction to be provided between public open space and private communal open space.
- Key public open space elements to be accessible to the public in perpetuity and provide a unique role and function. These spaces may be supported by privately owned/ managed spaces potentially also accessible to the community where appropriate.
- Activate existing street frontages (Station and Cumminghame) by meaningfully addressing these streets with residential development).
- Ensure public places achieve appropriate levels of solar access in mid winter.

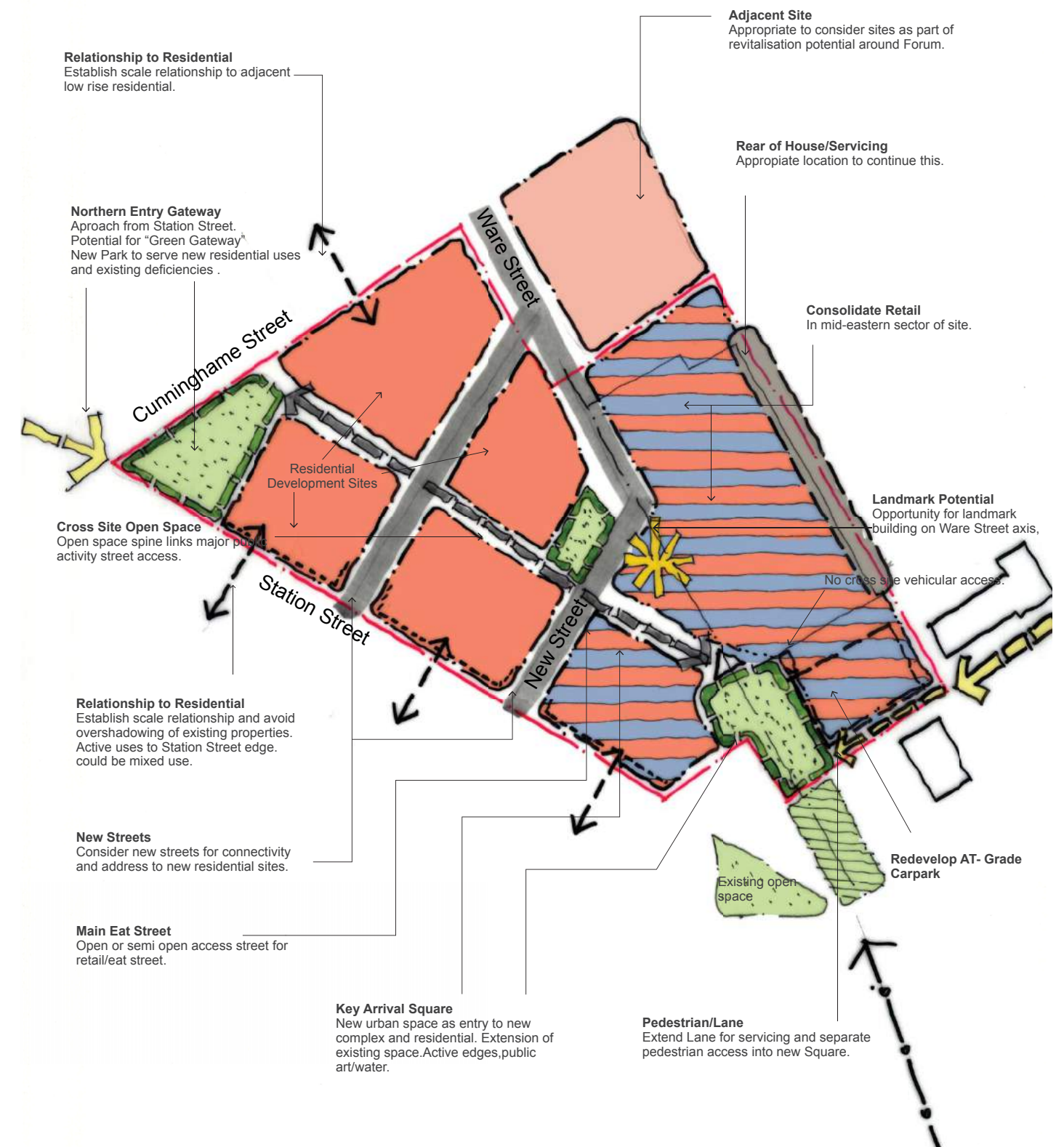


Figure 21. Fairfield Forum Opportunities and Principles Plan (source LFA)

Site 1: Fairfield Forum Urban Design Plan - Option 1



Structural Design Elements

- Reduction in retail floor space, contacting retail component to the south of the site and transitioning to residential only in the north west of the site.
- New pedestrian link extending Ware Street spine north via public spaces including a central green space.
- New street connecting Cunninghame and Station Streets.
- Residential interface with Cunninghame and Station Streets.

Potential public benefits achievable through the future development of the site.

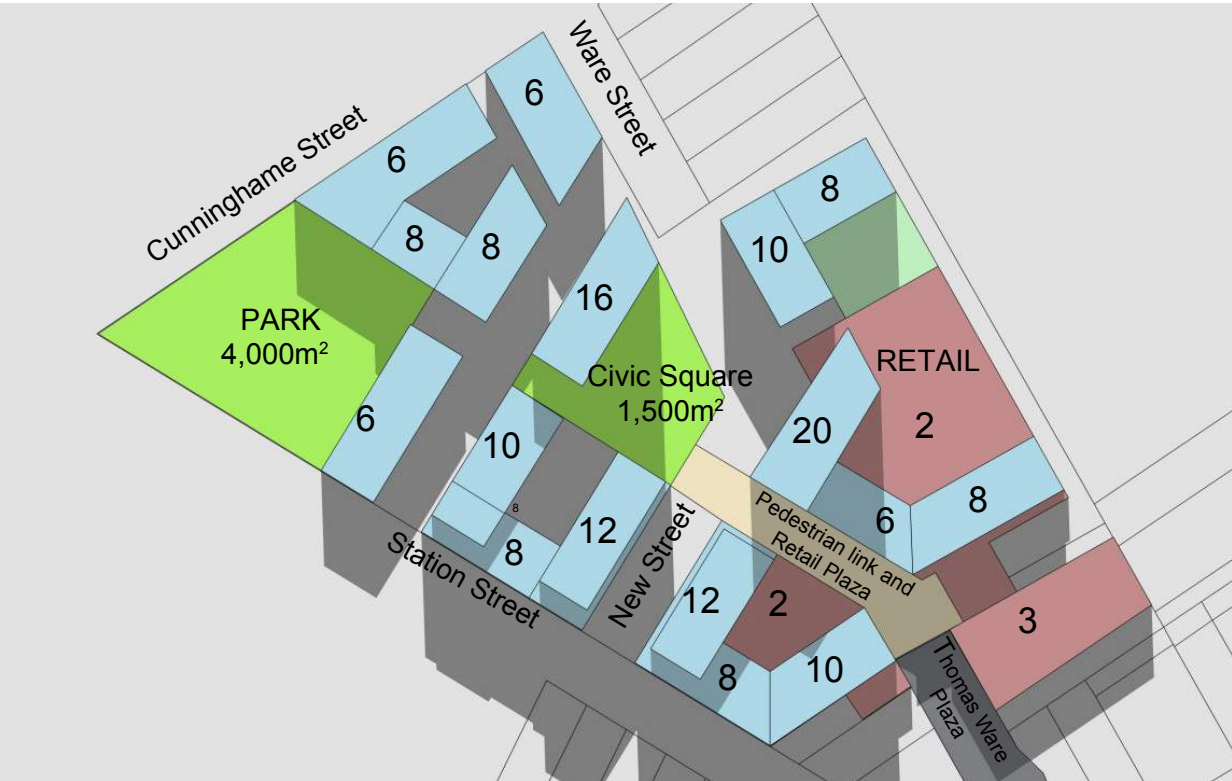
- New main street/ open air mixed use connection through the site connecting Cunninghame Street and Station Street.
- A central civic plaza providing a new destination on the Ware Street retail spine.
- Extension of the Ware Street spine northwards from Thomas Ware Plaza through the market square and pedestrian retail link. The consideration of a small plaza space at the junction of Ware Street (north) and New Street would provide an important place making link and 'stepping stone' connecting the Ware Street spine, Ware Street Market Square and the new parkland at the corner of Station Street and Cunninghame Streets.



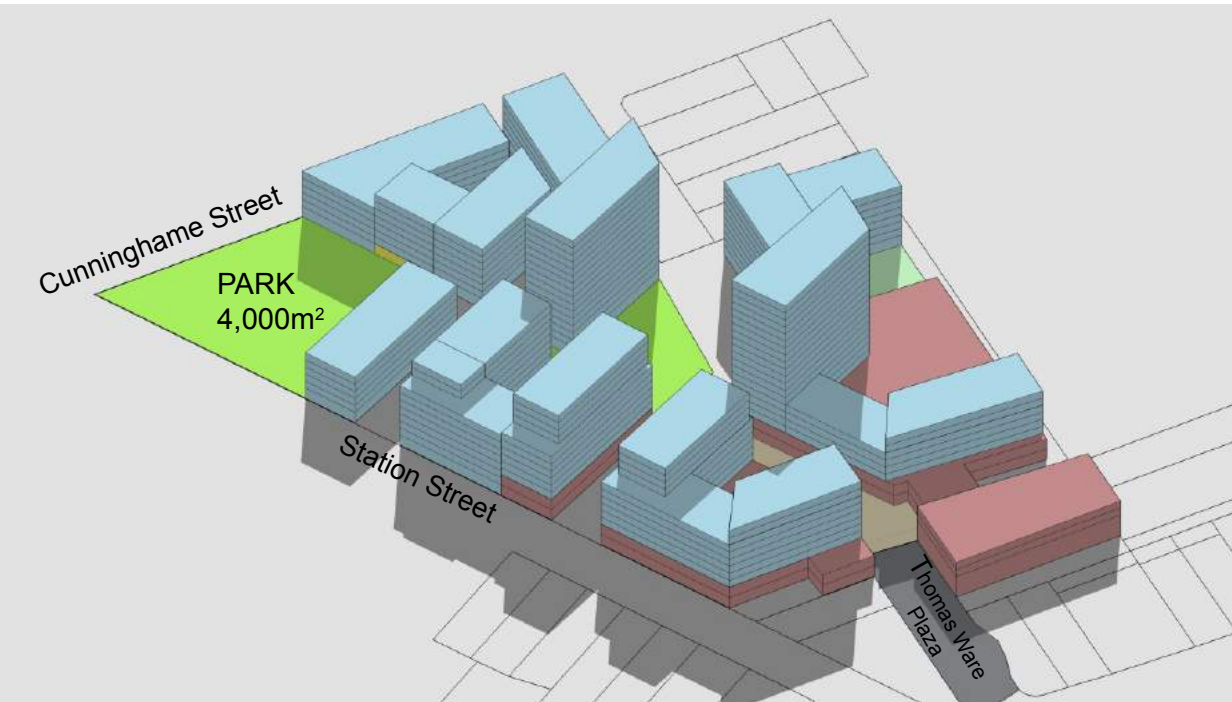
Recommended zoning, massing and indicative yields - Option 1			
Zone	B4 Mixed Use		
Height of building	26 metres (8 storeys)		
Floor Space Ratio	2.3:1		
Potential GFA	Overall	Residential *	Retail/ Comm*
	100,000m ²	72,900m ²	27,100m ² (GBA)
No. of apartments (assume 2 bedroom) 90-100m ²	Approx 730 - 810 units		
Car parking on site – residential (est) (1.25 per unit)	900 -1,000 spaces		

Site 1: Fairfield Forum Urban Design Plan - Option 2

Plan View and Height of Buildings



Perspective View



Structural Design Elements

- Consolidate retail floor space, contracting retail component to the south of the site and transitioning with mixed use/ shop top housing to residential only in the north west of the site.
- New link extending Ware Street spine north towards a new minimum 4,000sqm public open space at the corner of Station and Cunninghame Streets.
- New street connecting Cunninghame and Station Streets.
- Residential interface with Cunninghame and Station Streets.

Potential public benefits achievable through the future development of the site

- New main street connection through the site connecting Cunninghame Street and Station Street.
- A central civic plaza providing a new destination on the Ware Street retail spine.
- Extension of the Ware Street spine northwards from Thomas Ware Plaza through the market square and pedestrian retail link. The consideration of a small plaza space at the junction of Ware Street (north) and New Street would provide an important place making link and ‘stepping stone’ connecting the Ware Street spine, Ware Street Market Square and the new parkland at the corner of Station Street and Cunninghame Streets.
- A new minimum 4,000sqm park to the north/ north west of the site to provide for new residents and surrounding intensifying residential areas.
- Potential community space adjacent to the central civic plaza.

Recommended zoning, massing and indicative yields - Option 2			
Zone	B4 Mixed Use		
Height of building	6-20 Storeys (up to 64m)		
Floor Space Ratio	3:1		
Potential GFA	Overall	Residential	Retail/ Comm
	128,550m ²	101,100m ²	27,450m ² (GBA)
No. of apartments (assume 2 bedroom) 90-100m ²	Approx 1,000-1,200 units		
Car parking on site – residential (est) (1.25 per unit)	1,250 - 1,500 spaces		

Site 1: Fairfield Forum Landowner Submission

Council at its meeting held on 27 March 2018 resolved to adopt the draft Fairfield City Centre Urban Design Study in an amended form including preliminary in-principle support of concept plans submitted for Key Site 1, noting that final Council support is subject to the submission of a landowner initiated Planning Proposal and a detailed assessment of supporting information.

As provided for in Section 8.2.1, alternative design solutions are to be appropriately justified by proponents and should reflect equal or improved amenity and community benefit outcomes as outlined within the design concept adopted by Council.



Potential zoning, massing and indicative yields - Landowner Submission			
Zone	B4 Mixed Use		
Height of building	4-27 Storeys (up to 86m)		
Floor Space Ratio	3.5:1		
Potential GFA	Overall 149,800m ²	Residential 102,900m ²	Retail/ Comm 17,700m ² (NLA)
No. of apartments (Assume average internal area of apartment is 80m ² with 30% 1-beds, 60% 2-beds and 10% 3-beds)	Approx 1,500 units		
Car parking on site – residential (est) (1.0 per unit)	1,500 spaces		

Site 2: Neeta City

Snapshot of Site Attributes	
Site area	22,222m ²
Street frontage	Smart Street, Nelson Street, Court Road
Mainstream flood risk	Low
Overland flood risk	Nil - Low
Positive attributes	Large contiguous site; single ownership; frontage to key retail street (Smart Street), frontage to 3 streets; central location; close to train station.
Adverse attributes	Dated/ underperforming internalised shopping mall; no through site links.
Desirable community benefit	Reduce retail floor space; Introduce residential and mixed use; new east west share street; new public spaces.

Neeta City is an aging retail mall on a large scale City block under consolidated ownership. Current B3 Commercial Core land use zoning for the site does not allow for residential uses in order to protect the retail/commercial functions of the town centre. Such a large site presents a range of opportunities to revitalise the Fairfield City Centre.

Potential restructure of retail offer on the site may enable the introduction of a wider mix of uses and more efficient use of the site to include retail, commercial and residential uses on the site adding to population density to support existing uses.

Urban Design Objectives

- Facilitate a vibrant new mixed use development to include a range of residential opportunities, which may potentially include seniors and affordable housing.
- Provide a podium level and street based retail podium to define and activate city streets with residential uses in low rise and higher buildings above.
- Improve connectivity to both north/south and east/ west axes introducing a finer grain of pedestrian and vehicular links.
- Promote a renewed emphasis on street based retail to appropriately balance internalised big box shopping mall elements.
- Create a new public space as a ‘Market Square’ located centrally or adjacent to Smart Street to provide an attraction that will enliven the public domain.



Neeta City is a large internalised shopping mall, which provides some degree of street activation



Neeta City viewed from the corner of Nelson Street and Court Road.

Site Specific Urban Design Opportunities

Built form

- Potential for a mix of podium and mid rise development complemented by taller slender tower in landmark location.
- Potential for taller gateway element at the corner of Nelson Street and Court Road.
- Built form to address perimeter streets in a manner that promotes street activation and activation of internal through site links and public places.
- Design excellence essential element of future built form on the site.

Land use

- Diversify and intensify land use mix to include a range of retail and mixed use/ shop-top housing opportunities.
- Position retail and commercial activities and frontages to key street edges.
- Opportunities for new public places within the site.
- Potential to reduce retail floor space and focus retail activity towards street edges and new public places.

Connectivity

- Provide additional through-site pedestrian connections to enable greater permeability and legibility for pedestrians.
- Through site connections to assist in broader east/ west connectivity through the town centre to be cognisant of existing link through Nelson Street car park and potential to integrate with proposed through site connections on the former Aldi site.
- Potential north south through-site pedestrian connection linking to Nelson Street.

- Service access to retail uses should be in locations where it will least impact the public realm on both a visual and functional level.
- Smart Street should not be used to provide vehicle or service access.
- Reinforce Smart Street as the key City Centre retail and pedestrian street and provide active edges to activate and improve streetscape quality of Court Road and Nelson Street.
- Car parking should be provided in basements where possible (subject to flooding specialist input).

Public Realm

- Create a series of new internal public places to provide for diversified land use mix and increased residential development within and surrounding the site.
- Public realm elements should be integrated with a rational movement network and form 'stepping stones' of destinations through the site corresponding with key destinations and arrival points/ gateways.
- Public open space elements to be accessible to the public in perpetuity and provide a unique role and function complementary to the grounds floor retail character.
- Activate existing street frontages (Smart Street, Nelson Street and Court Road) by meaningfully addressing these streets with retail and commercial frontage at ground level.
- Activation of internal public places should also occur with active retail and commercial frontage at ground level.
- Ensure public places achieve appropriate levels of solar access in mid winter.

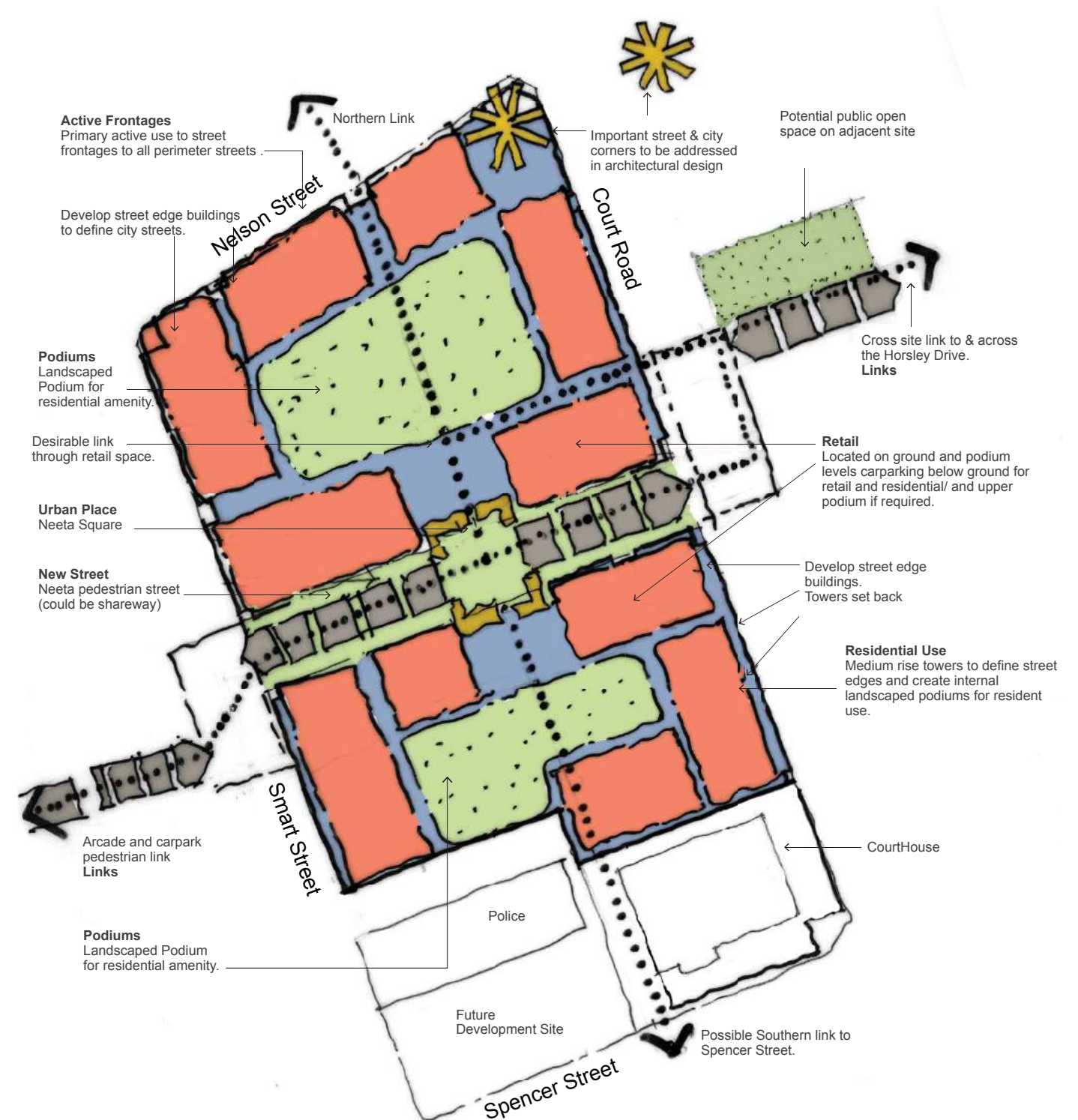


Figure 22. Neeta City Opportunities and Principles Plan (source LFA)

Site 2: Neeta City and Fairfield Design Plan



Structural Design Elements

- Landmark towers at Nelson Street/Court Road intersection, with taller buildings on perimeter streets.
- Reduced height adherent to internal public square for solar access.
- Potential reduction in retail floor space, contracting retail component to include a new open-air pedestrian through-site link and public plaza.
- New share street and parkland to align with existing pedestrian link to Ware Street via Nelson Street car park and towards Aldi/ McDonald's site.
- Ground floor retail with upper level residential and seniors housing above.
- Court Road service access.

Potential public benefits achievable through the future development of the site.

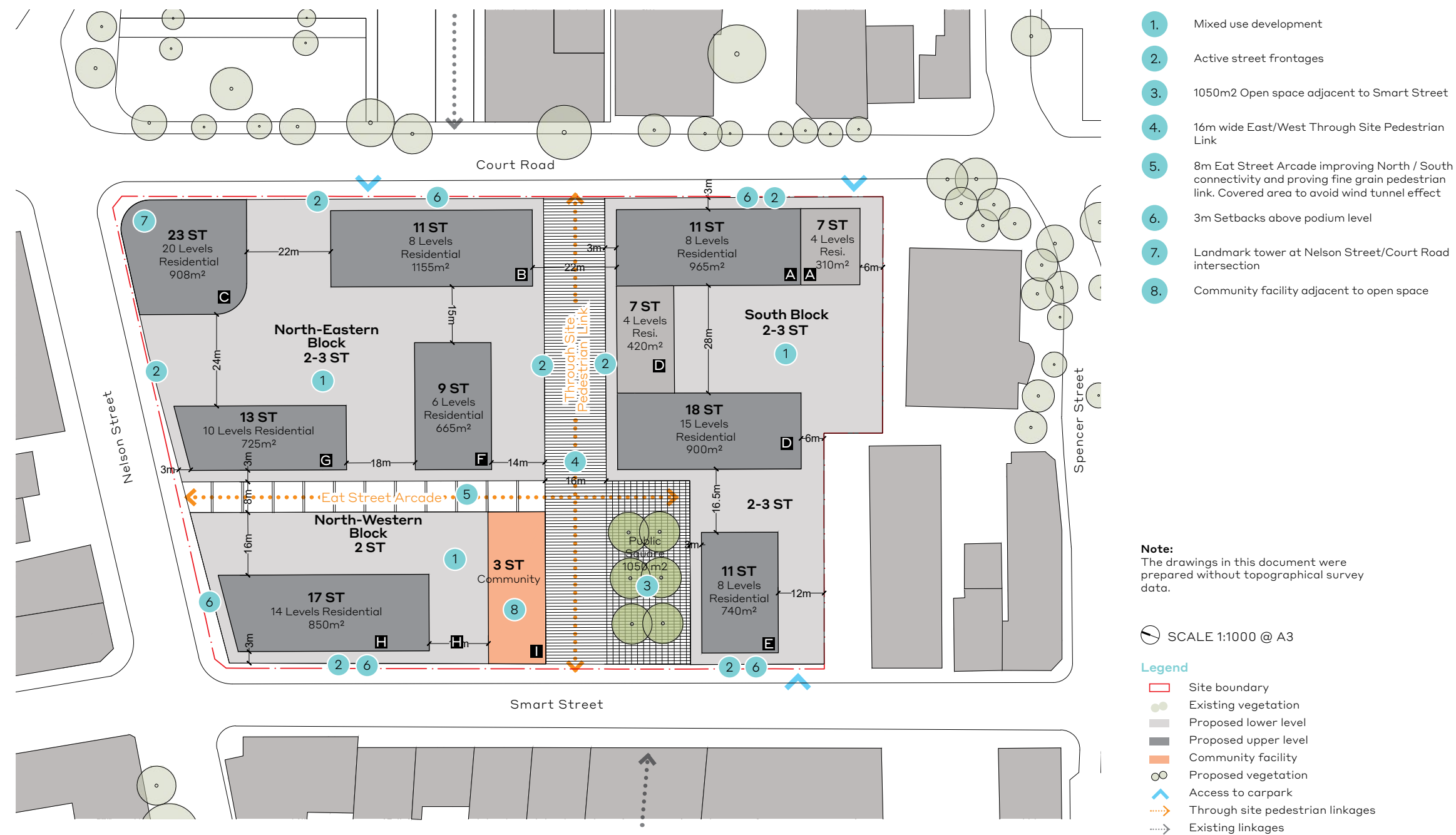
- New east/ west main street/ open air mixed use connection through the site connecting Smart Street and Court Road. Potential to be provided as a vehicle accessible pedestrian share way or pedestrian-only through site link.
- New north/ south mixed use connection through the site connecting new plaza space with Nelson Street.
- A central public plaza providing a new destination in the centre of the site or adjacent to Smart Street.

	Recommended zoning, massing and indicative yields		
Zone	B4 Mixed Use		
Height of building	4-18 Storeys (up to 58m)		
Floor Space Ratio	3.5:1		
Potential GFA	Overall 75,300m ² (Neeta)	Residential 59,600m ² (Neeta)	Retail/ Comm 17,700m ² (Neeta) including 2,000m ² community floor space.
No. of apartments (assume 2 bedroom) 90-100m ²	Approx 595-660 units (Neeta)		
Car parking on site – residential (est) (1.25 per unit)	750-825		

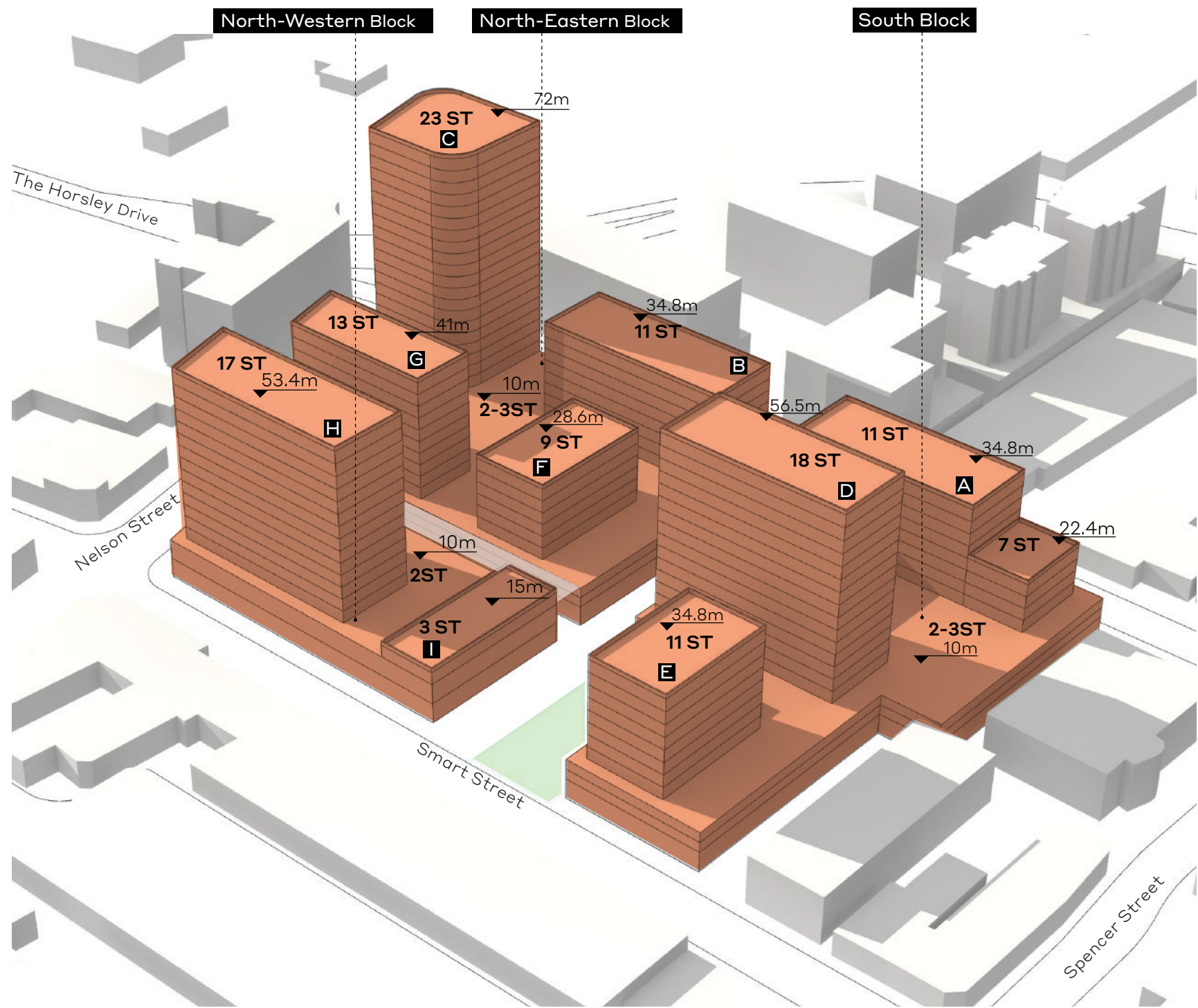
Site 2: Neeta City - Landowner Submission

Council at its meeting held on 27 March 2018 resolved to adopt the draft Fairfield City Centre Urban Design Study in an amended form including preliminary in-principle support of concept plans submitted for Key Site 2, noting that final Council support is subject to the submission of a landowner initiated Planning Proposal and a detailed assessment of supporting information.

As provided for in Section 8.2.1, alternative design solutions are to be appropriately justified by proponents and should reflect equal or improved amenity and community benefit outcomes as outlined within the design concept adopted by Council.



Site 2: Neeta City - Landowner Submission



2.2.1 Yield Summary

Site Area	22,300 m ²
Height of buildings (HOB) (Assume h=3.1m residential, h=5 podium; total HOB includes liftoverrun)	up to 77m
Potential Total GFA	Approx. 78,000 m ²
GFA Residential (Assume GFA 75% of GBA)	Approx. 62,500 m ²
GFA Retail (Assume GFA 60% of GBA for Ground Floor Level and GFA 65% of GBA for First floor Level)	Approx. 14,300 m ²
GFA Community	Approx. 1,200 m ²
Total GFA Retail and Community	Approx. 15,500 m ²
Total Number of Residential Units (Assume 90-100m2 GFA per apartment)	Approx. 625-695
Total FSR	Approx. 3.5 : 1

Assumptions

- Approximately between 25 to 35% of the First Floor Level is proposed for retail use to sleeve carpaking. The remaining area is proposed as carparking.

Site 3/4: Aldi and McDonald’s

Snapshot of Site Attributes	
Site area	8,170m ² (Aldi) / 2,790m ² (McDonald’s)
Street frontage	The Horsley Drive, Nelson Street, Court Road
Mainstream flood risk	Low- Medium
Overland flood risk	Low- Medium
Positive attributes	Large contiguous gateway site; visually prominent; key revitalisation site
Adverse attributes	Located adjacent to major road (noise issues); peripheral
Desirable community benefit	Mixed use, new public open space opportunities, making allowance for over head connection to Prospect Creek corridor to Site 5/6, extend laneway to Court Road. Limit overshadowing to the south

The Aldi site is a large underutilised/ vacant opportunity site at the northern entry Gateway to City Centre. Visually prominent with potential for higher “landmark” tower to north corner. The site was formerly used as an Aldi supermarket, which has since relocated to Fairfield Forum. The site is located within an area of emerging high density mixed use and residential land uses.

A key issue for the maximum permissible height is too low for the maximum density of the site to be achieved.

Urban Design Objectives

- Enhance the prominence of the gateway site at the intersection of The Horsley Drive and Court Road through architectural character and scale.
- Establish a laneway connection between The Horsley Drive and Court Road in conjunction with the future development of the McDonald’s Site.
- Include commercial/ retail uses that are compatible with the site’s peripheral and hight traffic noise location.

Note: The adjacent McDonald’s site will be impacted by the lane proposal and by setbacks to adjacent sites.



Expansive site adjacent to high density residential and McDonald’s site



Now vacant Aldi supermarket

Site Specific Urban Design Opportunities

Built form

- Additional height is appropriate in this location subject to impact analyses and design excellence.
- Built form should reflect the position of the site as Fairfield City Centre's northern gateway in terms of form and architectural quality.
- A gateway architectural expression should be provided in a location where it terminates the vista of The Horsley Drive from its northern approach.
- The site should primarily consist of podium and mid rise development with potential for a gateway building to create a visual landmark on The Horsley Drive.
- Design appropriately to address traffic noise impacts through good site planning and orientation of buildings.
- Design excellence essential element of future built form on the site.

Land use

- Potential intensification of the site to include a mixed use development that may include shop top housing.
- Careful consideration for the types of ground floor retail and commercial uses, given noise impacts associated with The Horsley Drive traffic volumes. Showrooms for bulky goods may be more suitable in this location.

Connectivity

- A through-site link should be provided to connect The Horsley Drive with Court Road. Consideration will need to be given for how this can be achieved given the location of the adjacent McDonald's site.
- Car parking should be provided in basements where possible (subject to flooding specialist input).
- Consideration should be given for the future connections towards the retail heart via the Neeta City site. This may occur in future by preserving the opportunity for pedestrian link between The Horsley Drive and Court Road to allow for pedestrian movement between existing and future apartment buildings in the locality.

Public Realm

- A high quality building edge to be provided to both The Horsley Drive and Court Road. This may include a landscaped frontage to soften visual appearance.
- Potential to incorporate new landscaped public and communal open space elements given the large area of the site and for this space to align and connect with potential east west links through adjacent Neeta City site.
- Effective landscaping along The Horsley Drive to enhance visual appearance and pedestrian amenity.

Ensure public places achieve appropriate levels of solar access in mid winter.

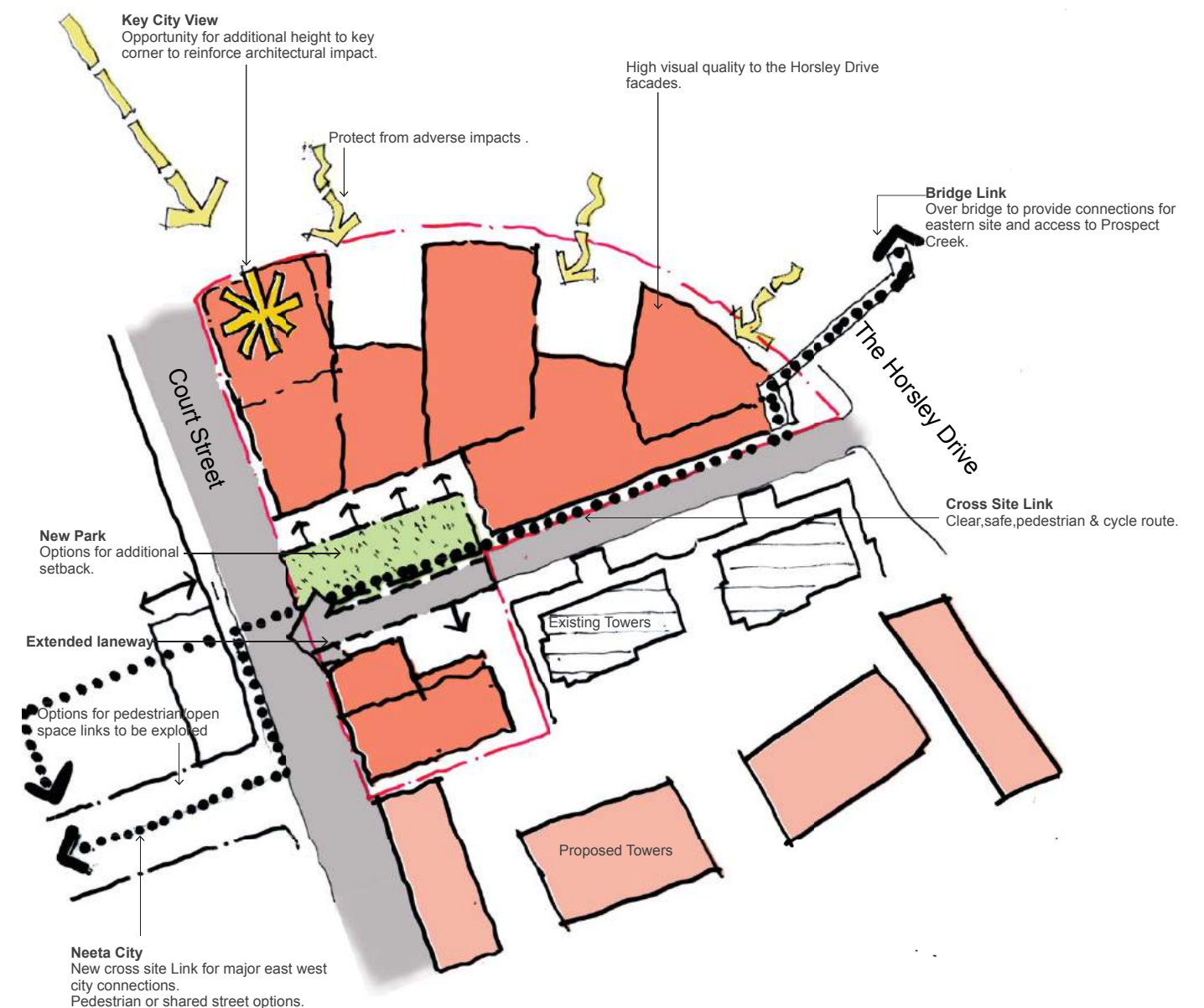
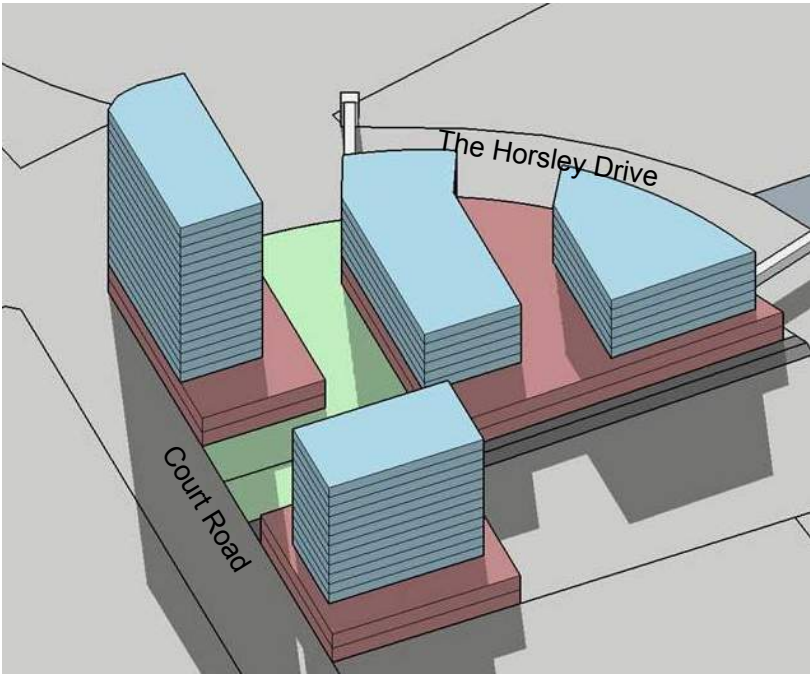
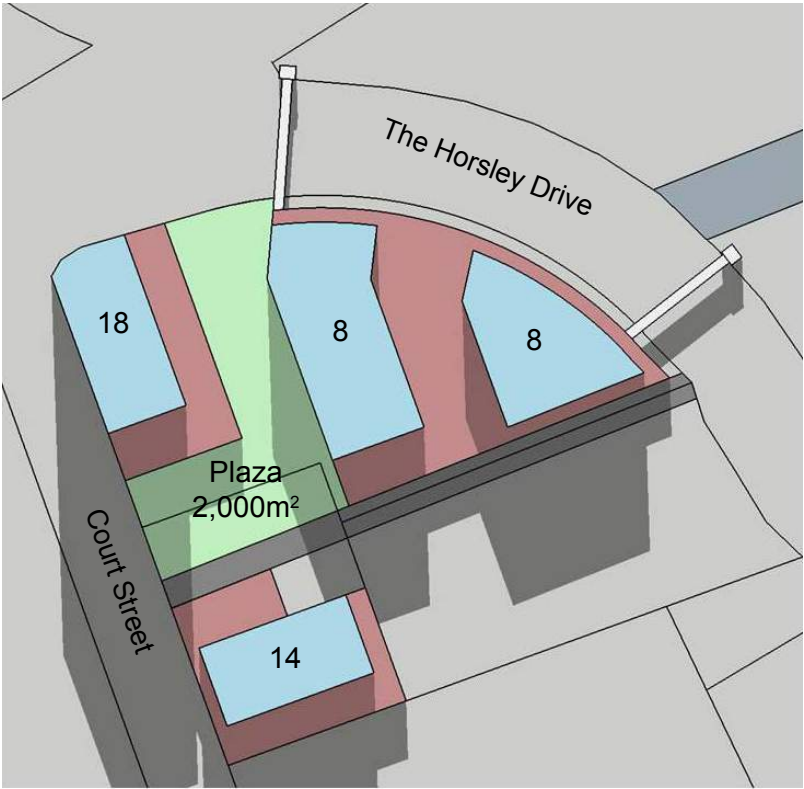


Figure 23. Aldi and McDonald's Opportunities and Principles Plan (source LFA)

Site 3/4: Aldi and McDonald’s Urban Design Plan Option 1



Structural Design Elements

Landmark tower at Nelson Street/Court Road and Court Road/ Spencer Street intersections, with taller buildings on perimeter streets.

Extension of existing laneway to Court Road through McDonald’s site.

Increase in height for McDonald’s site to accommodate laneway extension.

Public plaza space adjacent to Court Road to correspond with potential share street road through Neeta City site.

Consider future potential for overhead connection to Sites 5 and 6.

Potential public benefits achievable through the future development of the site.

- New east/ west main open air laneway connecting Court Road and The Horsley Drive.
- New plaza space connecting to Court Road and the intersection of Nelson Street/ The Horsley Drive.
- Landmark gateway tower of high architectural quality character at the corner of The Horsley Drive and Nelson Street.

Controls		Recommended zoning, massing and indicative yields		
Zone	B4 Mixed Use			
Height of building	8-18 Storeys (up to 58m) (Aldi) 14 storeys (McDonalds)			
Floor Space Ratio	4:1 (Aldi) 4:1 (McDonalds)			
Potential GFA	Overall	Residential	Retail/ Comm	
	32,540m ² (Aldi)	20,840m ² (Aldi)	11,700m ² (Aldi)	
	11,180m ² (McD)	7,920m ² (McD)	3,250m ² (McD)	
			(GBA)	
No. of apartments (assume 2 bedroom) 90-100m ²	Approx 210 - 230 units (Aldi) Approx 80- 90 units (McDonalds) <i>Note that the design concept for Site 3 assumes a high commercial floorspace allocation to enable sufficient flexibility in potential floorspace yield given the site's identified potential to accommodate showroom/ bulky goods type retail uses. A reduction in commercial/ retail floorspace for Site 3 would yield higher number of residential apartments in the order of 285 units.</i>			
Car parking on site – residential (est) (1.25 per unit)	265 - 290 spaces (Aldi) 100 -115 spaces (McDonalds)			

Site 5: George Weston Foods

Snapshot of Site Attributes	
Site area	28,851m ²
Street frontage	The Horsley Drive
Mainstream flood risk	Medium
Overland flood risk	Medium
Positive attributes	Large contiguous site; potential to provide access to Prospect Creek.
Adverse attributes	Adjacent to major road (noise issues); peripheral; flood affected; traffic access/ capacity constraints.
Desirable community benefit	Over head connection to Site 3. Enhanced open space/ new public open space opportunities. Environmentally sensitive design. Tower element at the Horsley Gateway. Lower scale to Prospect Creek.

Large single ownership site between The Horsley Drive and Prospect Creek. Substantially affected by flooding and the riparian corridor associated with the Creek. Access and traffic generation constraints from the Horsley Drive are a key consideration for future use and density of the site. Visual and flood impacts require consideration given location adjacent to Prospect Creek. Geotechnical conditions will affect above ground and below ground car parking.

Special Considerations

- Site capability of this site is heavily influenced by hydrological, traffic and environmental constraints.
- Further detailed investigations are necessary to determine future development potential of the site. Detailed technical site investigation into hydrology, traffic and environmental constraints were not part of the scope of this study. As such recommendations for this site should be considered on an urban design principles basis only.

Urban Design Objectives

- Consider future connections to Yennora as wider strategic link to future development of Alcoa site adjacent to northern boundary of site.
- Improve public domain access to Prospect Creek corridor.
- Establish a new perimeter access road system within the site.
- Allow for road and pedestrian/cycle connections to adjacent sites.
- Minimise potential overshadowing of southern adjacent site.
- Provide overhead connections to an overhead pedestrian bridge from ALDI site.
- Locate taller buildings towards The Horsley Drive away from the Creek corridor.
- Respond appropriately to negative impacts of the Horsley Drive corridor (i.e. noise) through appropriate design and site planning.
- Establish an appropriate interface with Fairfield High School.
- Include new open space elements both within the site and adjacent to the Prospect Creek corridor.
- Develop a Water Sensitive Urban Design / stormwater strategy that integrates with open space elements within the site.

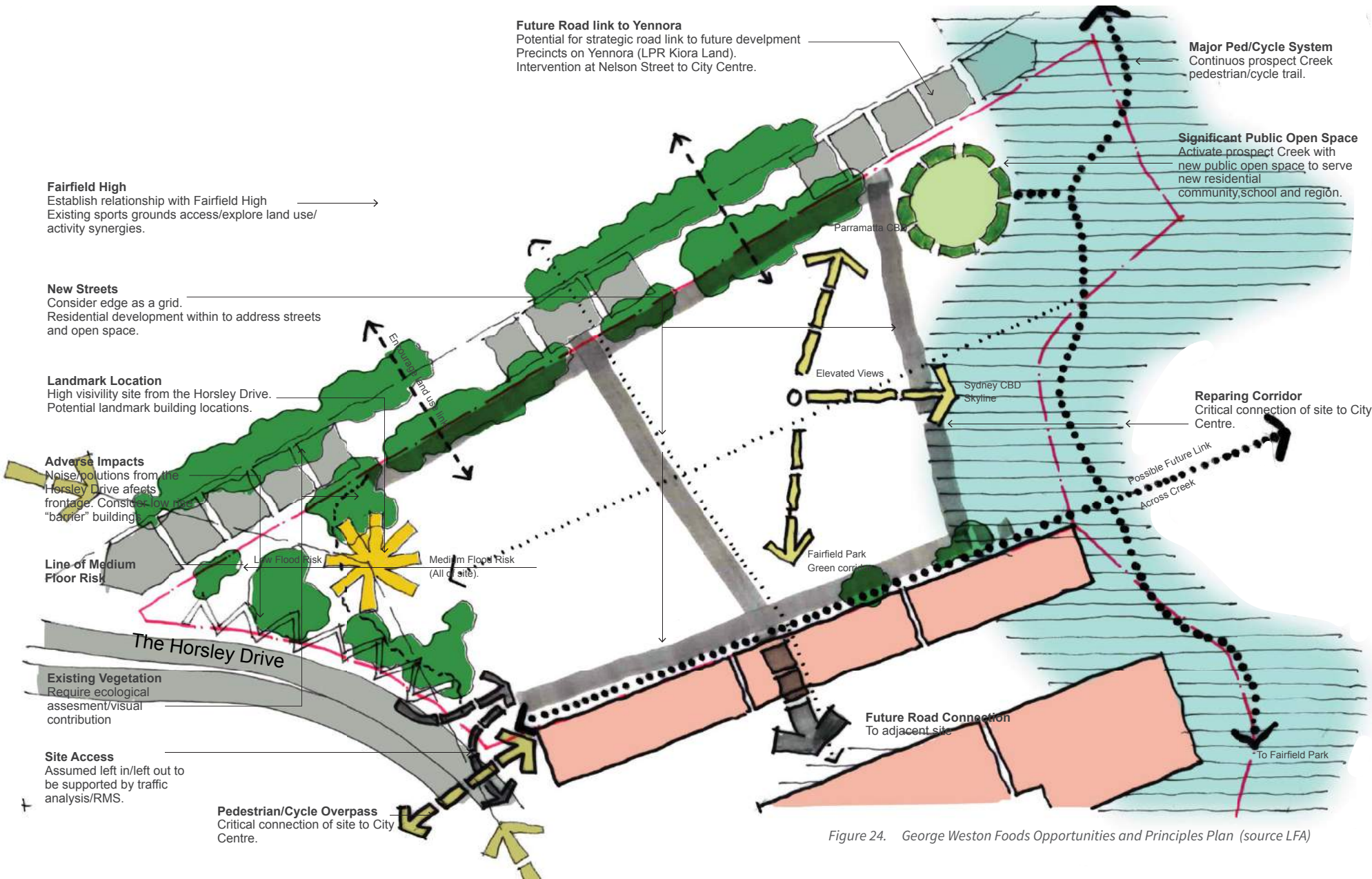


Figure 24. George Weston Foods Opportunities and Principles Plan (source LFA)

Site Specific Urban Design Opportunities

Built form

- Potential for medium to high density building forms on the site provided connectivity with Fairfield City Centre can be improved.
- Taller forms ideally located closer to Fairfield City Centre (The Horsley Drive) transitioning downwards towards Prospect Creek.
- Address The Horsley Drive in a positive way through good site and land use planning.
- Underground parking is preferable (subject to appropriate flooding solution) to reduce overall building heights.
- Ensure that built form does not adversely impact neighbouring (southern) properties in terms for overshadowing.
- Site planning and built form should consider noise constraints associated with The Horsley Drive.
- Flood risk a key site constraint and future development would require an innovative solution to address.
- Design excellence essential element of future built form on the site.

Land use

- Potential for residential uses to be accommodated on site (currently only permissible as shop top housing).
- Disconnection from main retail centre limits potential for retail expansion in this location. If commercial uses are proposed, types of ground floor uses consistent with the B6 zone or other such land uses complementary to the City Centre retail core should be considered (e.g. East Village Car Sales Showrooms, Gymnasium) or residential only concepts should be considered (rezoning would be required).
- Possible restaurant/café type uses adjacent to Prospect Creek (subject to place making enhancements).
- Appropriate consideration for environmental protection matters and environmental values associated with Prospect Creek and riparian corridor.

Connectivity

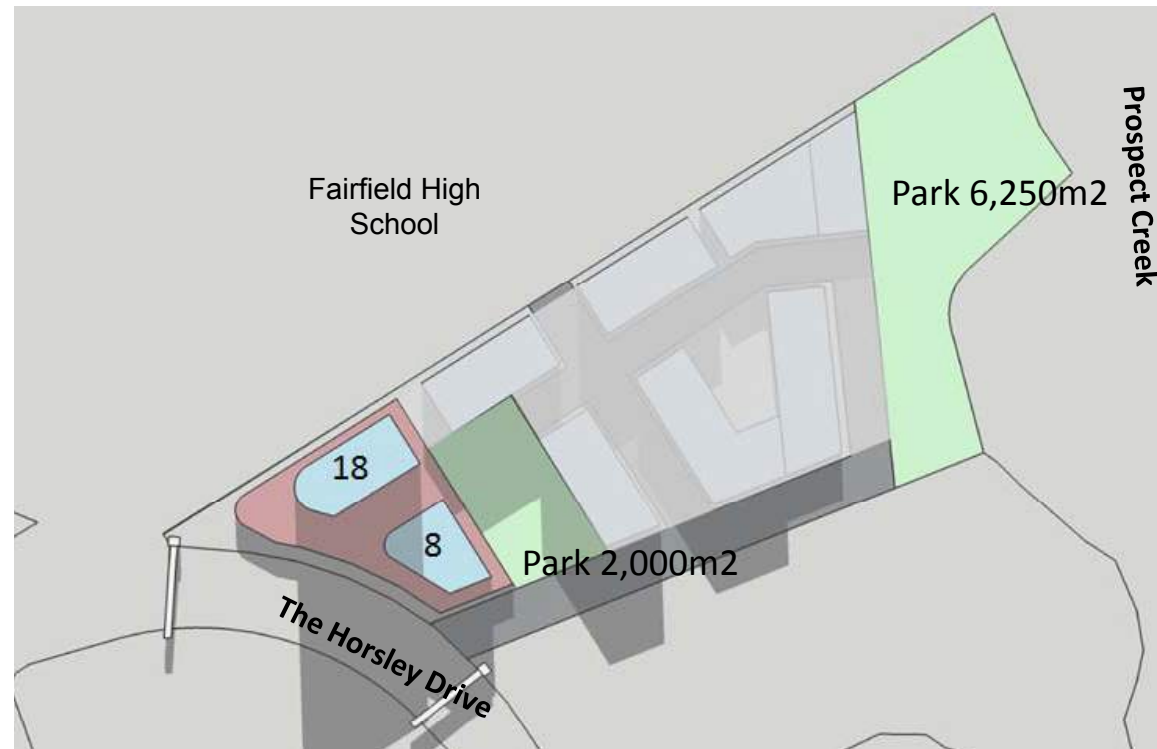
- Overcome disconnection/ improve connectivity between site and retail core of Fairfield City Centre – potential for a pedestrian/ cycling bridge across The Horsley Drive.
- Potential for integration with Ranglen site to the south by introducing new north south connection between sites.
- Potential future vehicle link between The Horsley Drive and Yennora to be considered in terms of broader medium to long term planning opportunity (noting recent proposal for redevelopment of Alcoa site).
- Site access arrangements should be explored with RMS and potential for individual site access or shared access with George Weston Foods site.
- Potential to introduce pedestrian and cycling connections along Prospect Creek to connect with the broader cycling network.
- Trafficable (vehicle and pedestrian) through site connections should be provided between The Horsley Drive and Prospect Creek.
- Traffic generation and access are guiding principles to density in this location (including adjacent Ranglen site).
- Interaction/ interface with High School site – New link road could provide a southern interface to the High School.

Public Realm

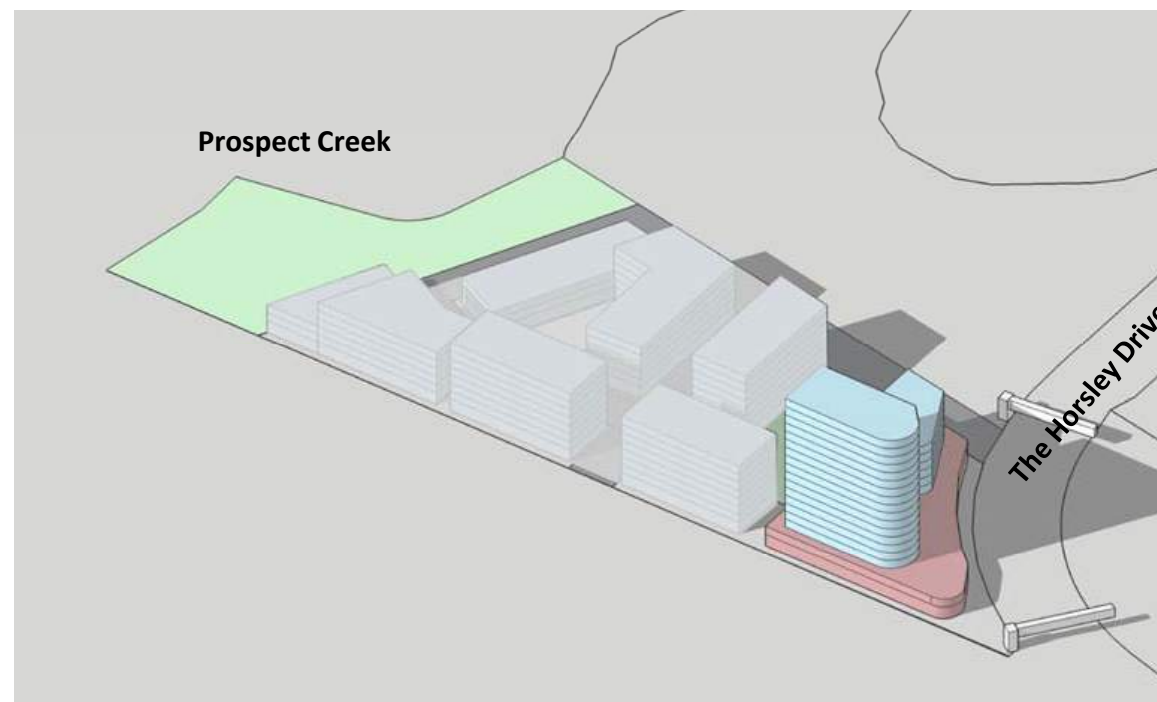
- Potential for a new public open space to be created the eastern end of the site with safe secure and legible public access – open in perpetuity.
- Potential for enhancement of Prospect Creek corridor.
- Potential to enhance through-site links as green links to Prospect Creek.
- Potential for significant public art as a part of a place making response.

Site 5: George Weston Foods Urban Design Plan

Plan View and Height of Buildings



Perspective View and Height of Buildings



Structural Design Elements

- Landmark tower adjacent to The Horsley Drive to 18 storeys.
- Mid-rise development to 8 storeys for the balance of the site and low rise development (3 storeys) adjacent to the Prospect Creek Corridor.
- Perimeter road with single access from The Horsely Drive.
- Public open space to be provided the eastern end of the site.
- Pedestrian footbridge locations to considered over The Horsley Drive.

Potential public benefits achievable through the future development of the site

- Footbridge across The Horsley Drive connecting Site 5 (George Weston Foods) with Site 3 (Aldi).
- Enhanced public open space adjacent to Prospect Creek corridor.
- Environmental rehabilitation works for Prospect Creek Riparian lands.
- New open space element central to the site.
- Potential pedestrian/ cycleway connection along the Prospect Creek corridor.

Site 6: Ranglen Investments

Snapshot of Site Attributes	
Site area	21,238m ²
Street frontage	The Horsley Drive
Mainstream flood risk	Medium
Overland flood risk	Low - Medium
Positive attributes	Large contiguous site; potential to provide access to Prospect Creek.
Adverse attributes	Constrained by strata ownership; located adjacent to major road (noise issues); peripheral; flood affected; traffic access/ capacity constraints.
Desirable community benefit	Over head connection to Site 3. Enhanced open space/ new public open space opportunities. Environmentally sensitive design. Tower element at the Horsley Gateway. Lower scale to Prospect Creek.

Large site between The Horsley Drive and Prospect Creek under multiple ownership (strata). Substantially affected by flooding and the riparian corridor associated with the Creek. Access and traffic generation constraints from the Horsley Drive are a key consideration for future use and density of the site. Visual and flood impacts require consideration given location adjacent to Prospect Creek. Geotechnical conditions will affect above ground and below ground car parking.

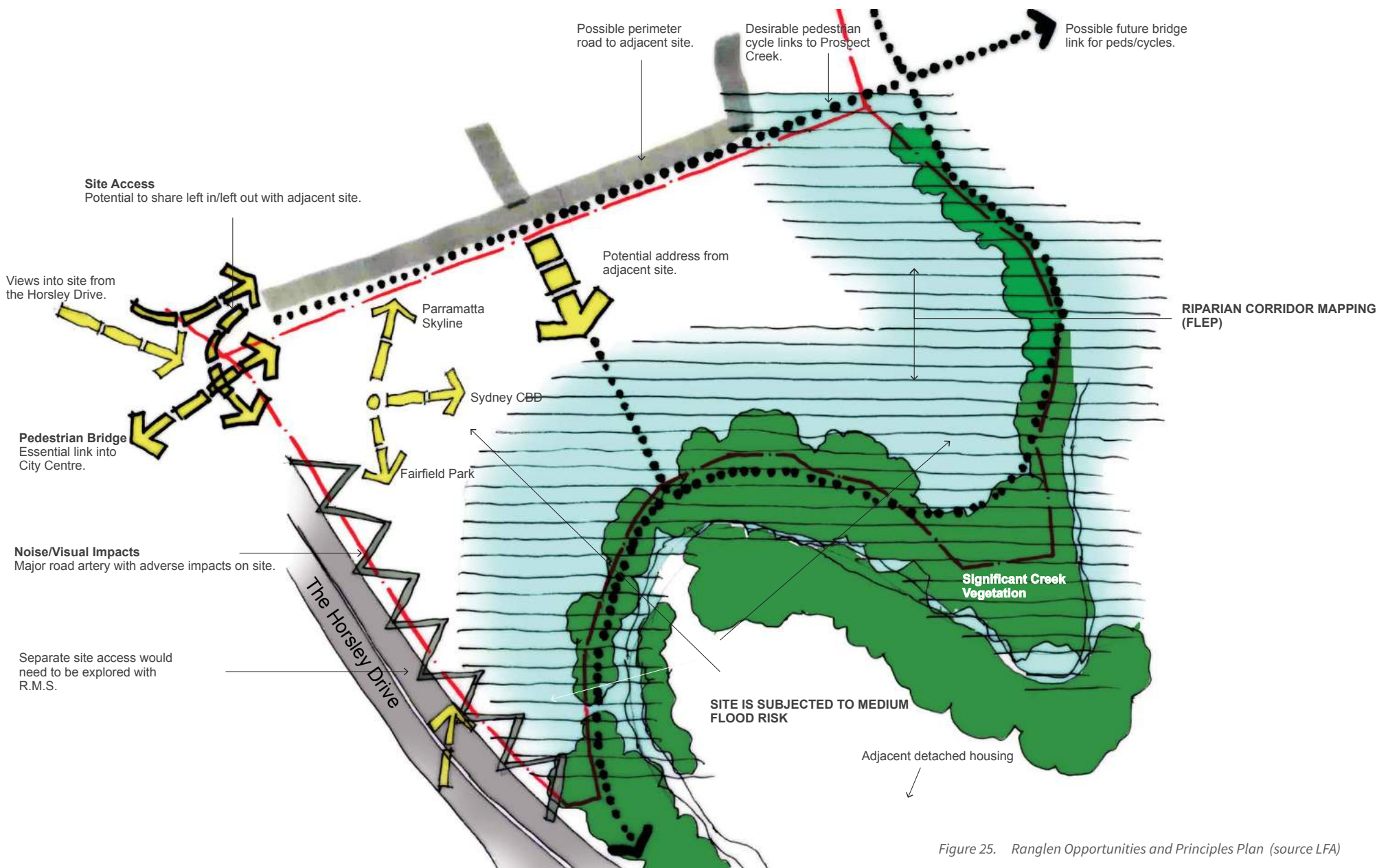


Figure 25. Ranglen Opportunities and Principles Plan (source LFA)

Special Considerations

- Site capability of this site is heavily influenced by hydrological, traffic and environmental constraints.
- Further detailed investigations are necessary to determine future development potential of the site. Detailed technical site investigation into hydrology, traffic and environmental constraints were not part of the scope of this study. As such recommendations for this site should be considered on an urban design principles basis only.

Urban Design Objectives

- Improve public domain access to Prospect Creek corridor.
- Integrate road systems with adjacent 'George Weston Foods' site.
- Allow for road and pedestrian/cycle connections to adjacent sites.
- Provide overhead connections to an overhead pedestrian bridge from ALDI site.
- Locate taller buildings towards The Horsley Drive away from the Creek corridor.
- Respond appropriately to negative impacts of The Horsley Drive corridor (i.e. noise) through appropriate design and site planning.
- Include new open space elements adjacent to the Prospect Creek corridor.
- Develop a Water Sensitive Urban Design / stormwater strategy that integrates with open space elements within the site.



Existing strata development on Ranglen site

Site Specific Urban Design Opportunities

Built form

- Potential for medium to high density building forms on the site provided connectivity with Fairfield City Centre can be improved.
- Taller forms ideally located closer to Fairfield City Centre (The Horsley Drive) transitioning downwards towards Prospect Creek.
- Address The Horsley Drive in a positive way through good site and land use planning.
- Ensure that built form does not adversely impact Prospect Creek riparian corridor to the south in terms for overshadowing.
- Underground parking is preferable (subject to appropriate flooding solution) to reduce overall building heights.
- Site planning and built form should consider noise constraints associated with The Horsley Drive.
- Flood risk a key site constraint and future development would require an innovative solution to address.
- Design excellence essential element of future built form on the site.

Land use

- Potential for residential uses to be accommodated on site (currently only permissible as shop top housing).
- As commercial and retail land uses are not ideal in this location – potential to consider rezoning to R4.
- Disconnection from main retail centre limits potential for retail expansion in this location. If commercial uses are proposed, types of ground floor uses consistent with the B6 zone or other such land uses complementary to the City Centre retail core should be considered (e.g. East Village Car Sales Showrooms, Gymnasium) or residential only concepts should be considered (rezoning would be required).
- Appropriate consideration for environmental protection matters and environmental values associated with Prospect Creek and riparian corridor.

Connectivity

- Overcome disconnection/ improve connectivity between site and retail core of Fairfield City Centre – potential for a pedestrian/ cycling bridge across The Horsley Drive.
- Potential for integration with George Weston Foods site to the north by introducing new north south connection between sites.
- Site access arrangements should be explored with Roads and Maritime Services and potential for individual site access or shared access with George Weston Foods site.
- Potential to introduce pedestrian and cycling connections along Prospect Creek to connect with the broader cycling network.
- Trafficable (vehicle and pedestrian) through site connections should be provided between The Horsley Drive and Prospect Creek and should be shared with the neighbouring George Weston Foods site to the north.
- Traffic generation and access are guiding principles to density in this location (including adjacent George Weston Foods site).

Public Realm

- Potential for enhancement of Prospect Creek corridor.
- Potential to enhance through-site links as green links to Prospect Creek.
- Interaction with and accessibility to the Prospect Creek corridor is a key opportunity and constraint for this site.
- Potential for significant public art as a part of a place making response.

Site 6: Ranglen Investments Urban Design Plan



Structural Design Elements

Landmark tower adjacent to The Horsley Drive to 18 storeys.

Mid-rise development to 8 storeys for the balance of the site and low rise development (3 storeys) adjacent to the Prospect Creek Corridor.

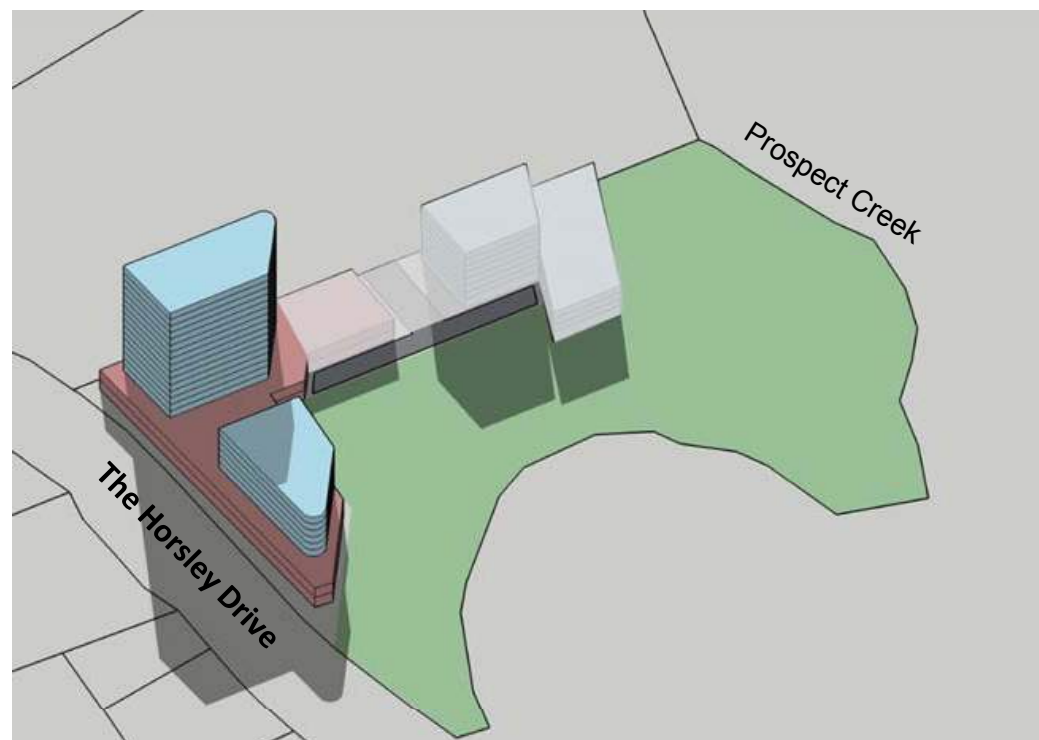
Integrated access with adjacent George Weston Foods site to share single vehicle access from The Horsley Drive.

Riparian corridor to include public open space element.

Pedestrian footbridge locations to be considered over The Horsley Drive towards Aldi site.

Potential public benefits achievable through the future development of the site

- Footbridge across The Horsley Drive connecting Site 6 (Ranglen) with Site 3 (Aldi).
- Enhanced public open space adjacent to Prospect Creek corridor.
- Environmental rehabilitation works for Prospect Creek Riparian lands.
- Potential pedestrian/ cycleway connection along the Prospect Creek corridor connecting into broader cycleway network.



Site 7: Cambridge Tavern

Snapshot of Site Attributes	
Site area	6,498m ²
Street frontage	The Horsley Drive, Alan Street
Mainstream flood risk	Low- Medium
Overland flood risk	Low – Medium - High
Positive attributes	Eastern gateway site; visually prominent; vegetated.
Adverse attributes	Located adjacent to major road (noise issues); adjacent to medium density; peripheral site.
Desirable community benefit	Mixed use, Active frontage to the Horsley Drive and Alan Street; limit overshadowing to southern residential area.

The site is occupied by a single storey existing tavern on an open vegetated site. The site is visually prominent site at the eastern gateway entry to City Centre.

The site is located adjacent to medium density, 3 storey residential flat buildings to South.

Urban Design Objectives

- Build to reinforce street corner and respond to reinforce the site’s prominent location by design.
- Podium form and design character to mitigate impacts do noise from The Horsley Drive.
- Avoid overshadowing impacts on adjacent residential development to the south.
- Provide active frontage to the Horsley Drive and Alan Street.
- Vehicle access from Alan Street (west end of site) and rear lot.



Cambridge Tavern site and tree canopy



Cambridge Tavern site from Alan Street

Site Specific Urban Design Opportunities

Built form

- Moderate potential for increased height. Building height should note the peripheral location of site with potential for a mix of podium and mid rise development.
- Potential for landmark architectural statement to denote City Centre gateway location and vista from The Horsley Drive to the corner of The Horsley Drive and Alan Street.
- Site planning and built form should consider significant trees, irregular site boundary as well as noise constraints associated with The Horsley Drive.
- Built form should ensure that overshadowing does not adversely impact low rise residential to the south of the site.
- Design excellence essential element of future built form on the site.

Land use

- Potential to diversify and intensify land use mix to include a range of retail and mixed use/ shop-top housing opportunities.
- If tavern uses are to be retained or reintroduced into a new shop top housing development, site planning and built form should seek to reduce and mitigate land use conflicts for land uses within and adjacent to the site.

Connectivity

- Vehicle access to be considered both from Alan Street and rear lane (The Crescent spur road).
- Car parking for a future shop top housing development should be provided in basements where possible (subject to flooding specialist input).

Public Realm

- Site provides opportunity for a key gateway and built form should reinforce and where positively reinforce the street edge. Active uses facing the street should be considered.
- Retention of significant trees where possible, particularly adjacent to the street edge and rear boundaries provide a soft visual quality to the precinct and a natural transition between Prospect Creek riparian corridor and city centre environment.
- Public art opportunity as a gateway site.

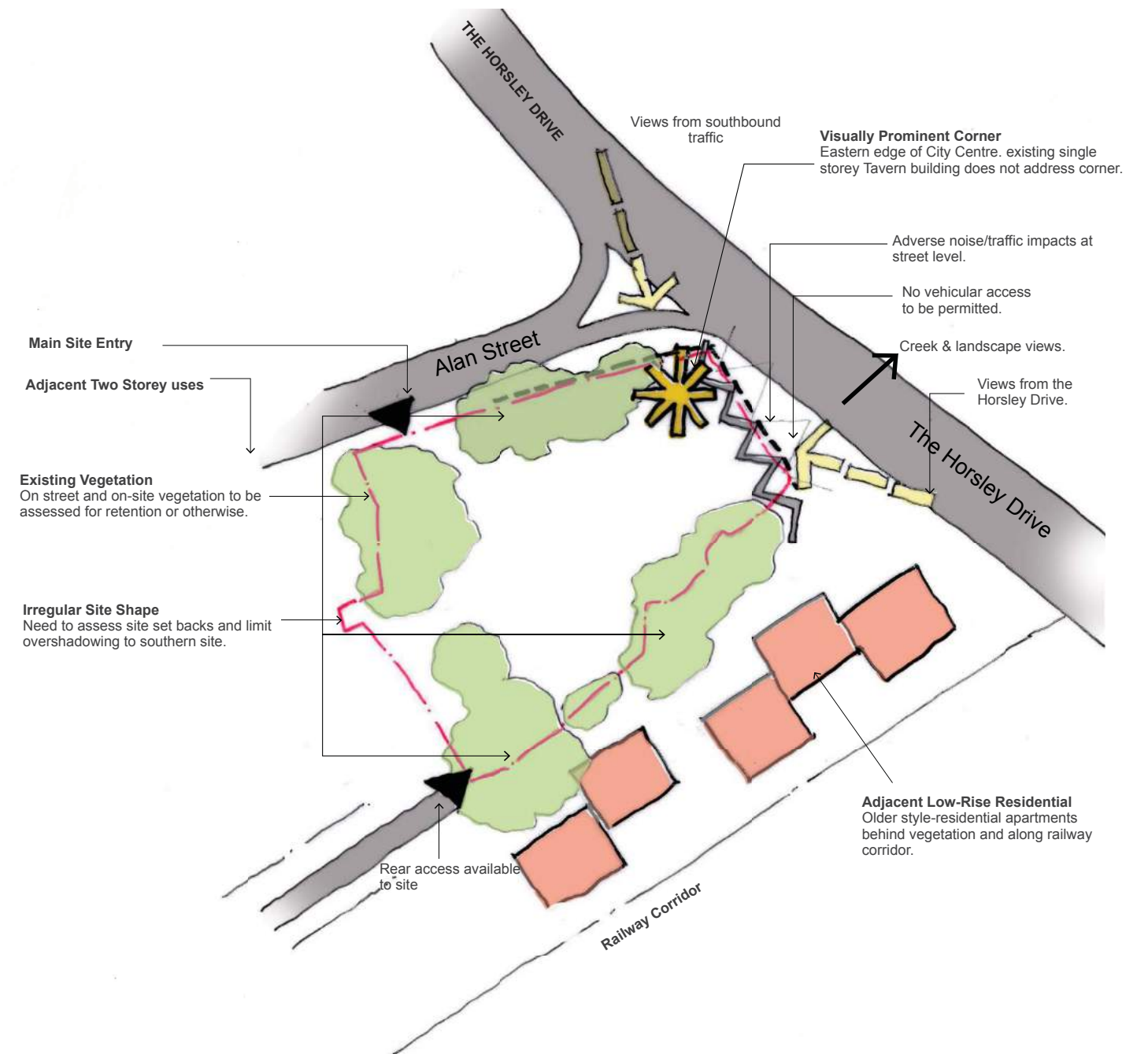


Figure 26. Cambridge Tavern Opportunities and Principles Plan (source LFA)

Site 7: Cambridge Tavern Urban Design Plan

Plan View and Height of Buildings



Perspective View and Height of Buildings



Structural Design Elements

Landmark tower adjacent to The Horsley Drive to 12 storeys.

Mid-rise development to 8 storeys for the balance of the site.

Setbacks consider overshadowing of medium density residential properties to the south.

Active interface with Alan Street and The Horsley Drive.

Potential public benefits achievable through the future development of the site

- Potential contributions to public benefits identified in the locality for Sites 3-6 such as open space enhancement and provision of cycleway infrastructure.
- Potential contributions to streetscape upgrades along Alan Street.
- Potential for affordable housing contributions.

Controls	Recommended zoning, massing and indicative yields		
Zone	B4 Mixed Use		
Height of building	8-12 Storeys (up to39m)		
Floor Space Ratio	3.5:1		
Potential GFA	Overall	Residential	Retail/ Commercial
	22,815m ²	18,065m ²	4,750m ² (GBA)
No. of apartments (assume 2 bedroom) 90-100m ²	180-200 units		
Car parking on site – residential (est) (1.25 per unit)	225-250 spaces		

Site 8: Fairfield RSL

Snapshot of Site Attributes	
Site area	RSL Site (north of Bertha Street) - 13,320m²
	Southern Site (south of Bertha Street) - 7,650m²
Street frontage	Vine Street; Anzac Avenue; Bertha Street; Lawson Street; Dale Street
Mainstream flood risk	Low
Overland flood risk	Nil -Low
Positive attributes	Adjacent to Fairfield Railway Station; proximity to Fairfield Park.
Adverse attributes	Located adjacent to major road (noise issues); peripheral
Desirable community benefit	Active streets, new public places, enhance connectivity to Fairfield Park.

Fairfield RSL is a relatively intensely developed site for the clubs/entertainment/restaurants and car parking. It is situated opposite the Fairfield railway station. The site is a key social and entertainment anchor for the Fairfield City Centre.

A large open car park to the south of Bertha Street has development potential although was not originally included as a key site for this study, but presents a key opportunity for improved connectivity to and a favourable outlook over Fairfield Park

- Urban Design Objectives
- Reinforce street edges with perimeter block building form, with a central podium landscape courtyard.
 - Provide active uses to street ground floor frontages where appropriate, especially along Dale Street.
 - New public places that provide stepping stones from the Fairfield Railway Station to Fairfield Park.
 - Ensure efficient use of car park site to increase housing in close proximity to train station.



Fairfield RSL provides a resort style social destination



Car park site to the south of the Fairfield RSL also provides a development opportunity

Site Specific Urban Design Opportunities

Built form

- Potential for increased height with potential for a mix of podium and mid rise development on both the RSL site and neighbouring car park site.
- Height in this location has the potential to visually communicate a destination on the south side of railway and attract visitors to cross the rail 'barrier'.
- Potential for car park site at the corner of Vine Street and Lawson Street to be redeveloped and 'bridge' the gap between the RSL site and Fairfield Park.
- Built form should ensure that overshadowing does not adversely impact parkland to the south of the site.
- Design excellence essential element of future built form on the site.

Land use

- RSL land use is a successful land use and key destination in this location, and unlikely to redevelop in the short to medium term.
- Potential to diversify the land use mix in the precinct through redevelopment of at grade car park for residential uses south of the RSL site. Such land uses would need to be carefully considered through good site planning and built form so as not to undermine the RSL operation due to land use conflicts.

Connectivity

- Improve the visual quality, landscaping and pedestrian experience along Anzac Avenue, Vine Street and Bertha Street to promote better connection with Fairfield Park.
- Introduce new built form and land uses to the car park site to the south to promote a sense of streetscape continuity particularly along Vine Street.
- Car parking for any future development should be provided in basements where possible (subject to flooding specialist input).
- Potential to upgrade pedestrian rail overpass (Court Road/ Vine Street) for better safety and accessibility between Fairfield City Centre, RSL precinct and Park Fairfield Park.

Public Realm

- The RSL site and adjacent car park to the south are critical to achieving a sense of connection to Fairfield Park. Streetscape quality and activation are essential along key streets leading to parklands.
- Streetscape improvements in the form of paving treatments, tree planting and furnishing would greatly assist in enhancing key pedestrian connections to Fairfield Park as 'green links'.
- Where possible, as incremental development of the RSL site occurs, opportunities should be sought to activate key streets for a more interactive relationship between built form and street front. This is particularly important at the corner of Dale Street and Anzac Avenue as well as the corner of Dale Street and Vine Street as the first points of arrival from the Fairfield train station and over rail crossing.



Figure 27. RSL Opportunities and Principles Plan (source LFA)

Site 8: Fairfield RSL Urban Design Plan



Structural Design Elements

Landmark tower adjacent to Fairfield Railway Station to 12-16 storeys .

Mid-rise development to 8 storeys for the balance of the site.

Potential street closure of Bertha Street or share way.

Pocket Park at the corner of Anzac Avenue and Bertha Street.

Potential public benefits achievable through the future development of the site

- Potential contributions streetscape upgrades along Anzac Avenue and Vine Street to create a green link to Fairfield Park.
- New 1,500m² Public Open Space at the intersection of Anzac Avenue and Bertha Street as a ‘stepping stone’ to Fairfield Park.
- A new 350m² plaza at the corner of Anzac Avenue.
- Enhancement to Bertha Street to provide a pedestrian friendly through site link.
- Activation of the surrounding street network (i.e. Vine Street, Anzac Avenue and Dale Street).

Controls	Recommended zoning, massing and indicative yields		
Zone	B4 Mixed Use		
Height of building	6-16 Storeys (up to 51m)		
Floor Space Ratio	RSL – 4:1 Southern Site 2.5:1		
Potential GFA	RSL (north of Bertha Street)		
	Overall	Residential	Retail/ Commercial
	50,160m²	37,200m²	12,960m² (GBA)
	Southern site (south of Bertha Street)		
	Overall	Residential	Retail/ commercial
	21,650m²	21,650m²	N/A
No. of apartments (assume 2 bedroom) 90-100m2	RSL (north of Bertha Street) 370-410 units		
	Southern site (south of Bertha Street) 210-240 units		
Car parking on site – residential (est) (1.25 per unit)	RSL (north of Bertha Street) 460-510 spaces		
	Southern site (south of Bertha Street) 260 – 300 spaces		

Site 9: Fairfield Hotel

Snapshot of Site Attributes	
Site area	3,273m ² (Hotel site only) 4,470m ² (Hotel and Council site - assumes amalgamation)
Street frontage	Railway Parade; Hamilton Road
Mainstream flood risk	Low
Overland flood risk	Low – Medium
Positive attributes	Close to Fairfield Railway Station; Key Vista (The Crescent); close to parks; low vehicle traffic area; William Street terminating vista; character facade.
Adverse attributes	Isolated from surrounding area by overpass; peripheral site.
Desirable community benefit	Mixed use, Active frontage to the Railway Parade; consider William Street Vista, retention/ reinterpretation of character facade.

Early Hotel of some architectural / historic/ character based merit on visually prominent corner to south end of the Crescent. The site also terminates the William Street Vista. The site is currently used as a hotel and restaurant is a key destination in Fairfield City Centre.

There is potential for the hotel site to be amalgamated with the Council owned site on Hamilton Road to increase the overall site area (subject to disposal of the site by Council).

- Urban Design Objectives
- Strong consideration for the original facade in terms of retention or reinterpretation.
 - Reinforce relationship between the building and adjacent streets (Railway Parade; Hamilton Road).
 - High quality design commensurate with the site’s landmark location.
 - Consideration for the architectural and place relationship at the termination of the William Street (heritage streetscape) vista.



The Fairfield Hotel is key destination and a character building on a landmark site that terminates The Crescent vista



The Fairfield Tavern site is a gateway site that is visible from the overpass bridge

Site Specific Urban Design Opportunities

Built form

- Some additional height may be appropriate in this location subject to impact analyses and design excellence.
- Create a bookend landmark to the City Centre at the southern end of The Crescent.
- Built form that potentially consolidates adjacent Council owned site to the west and site to the south to create a more holistic precinct development.
- Given limited heritage in Fairfield, potential to retain and integrate the Fairfield Hotel façade (retain first cell) as a key cultural landmark on the traditional town centre axis (i.e. The Crescent).
- Design appropriately to address traffic noise and vibration impacts on overpass and railway.
- Design excellence essential element of future built form on the site.

Land use

- Potential intensification of the site to include a mixed use development that may include shop top housing/ hotel accommodation and/ or restaurant type uses.
- Potential to incorporate legacy tavern and restaurant uses (e.g Pub/ Green Peppercorn) on the site within a new development.
- Potential integration of adjacent council owned site, which has been identified for library use. Consider integration of library use in a broader redevelopment should Council pursue this locality for that purpose. Note that Council may consider alternative library location in due course depending on the outcomes of this study.

Connectivity

- Adjacent streets Railway Parade and Hamilton Road should be activated with appropriate frontage and land uses.
- Car parking should be provided in basements where possible (subject to flooding specialist input).

Public Realm

- Activation of streets may include incorporating legacy use of the hotel. Potential to retain existing façade or part of the original building.
- Enhance William Street vista as a key character street with a built form that responds to this opportunity in terms of land use and form.

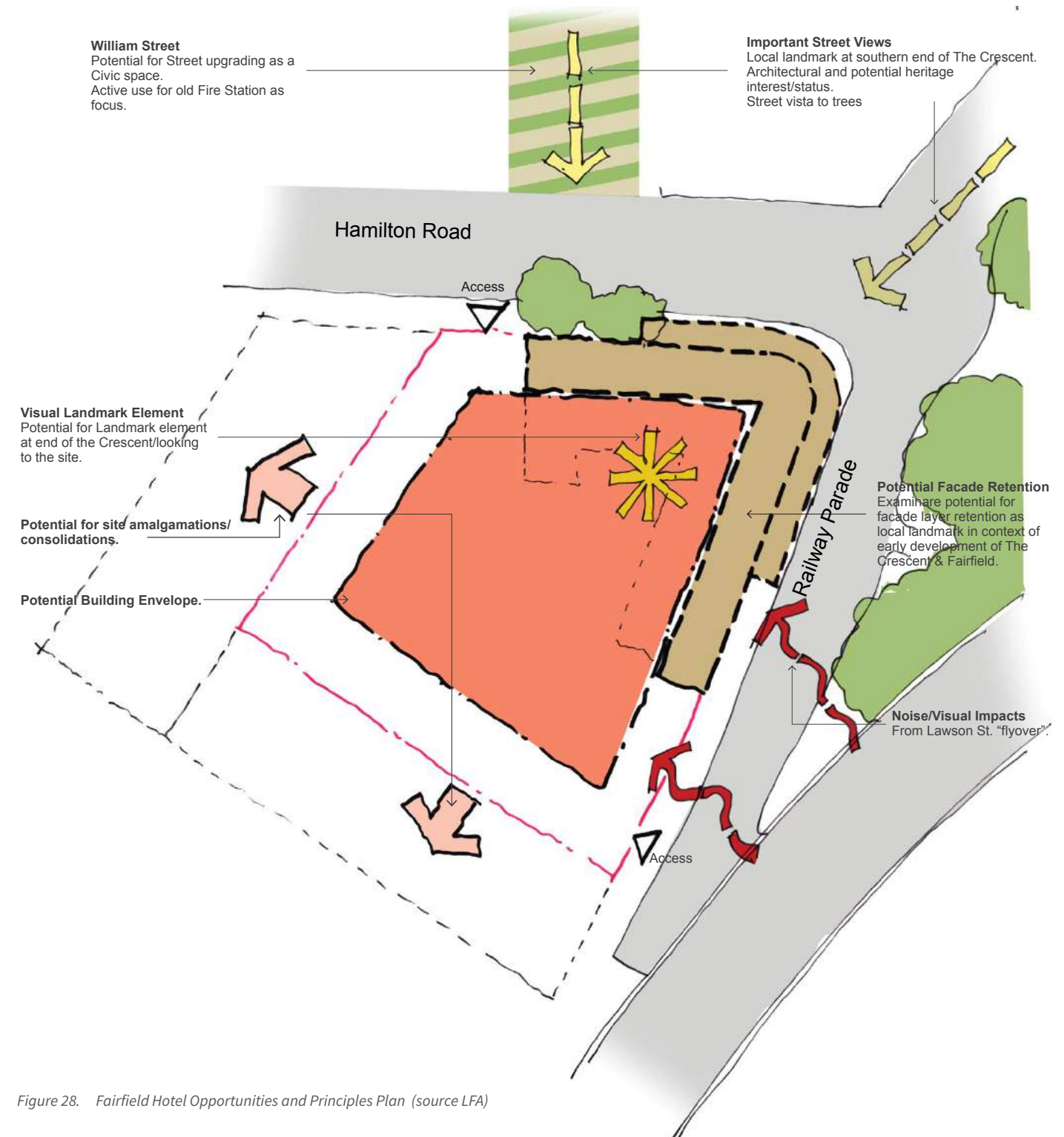
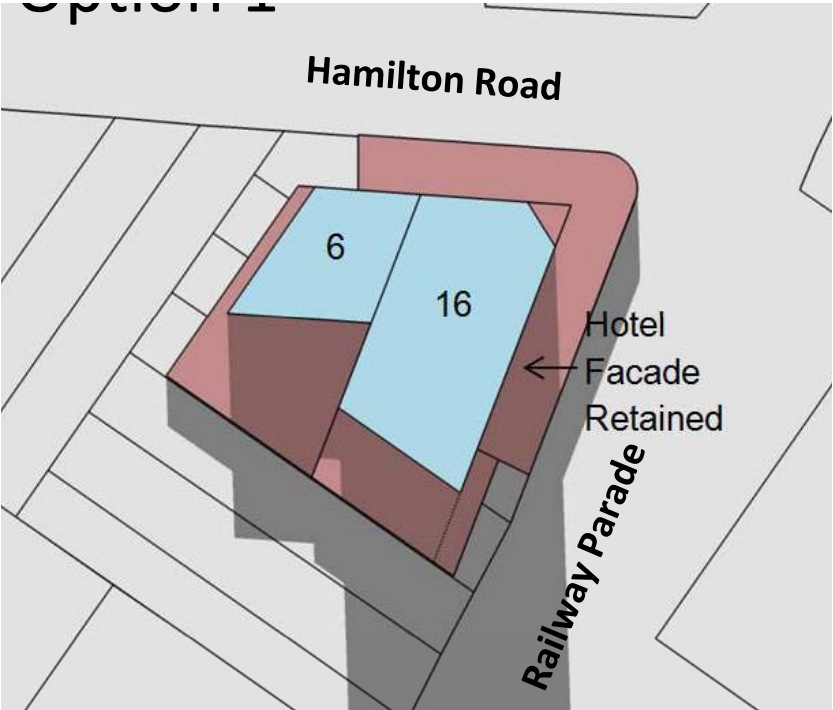


Figure 28. Fairfield Hotel Opportunities and Principles Plan (source LFA)

Site 9: Fairfield Hotel Urban Design Plan - Option 1 (Hotel only)
11-13 Railway Parade



Structural Design Elements

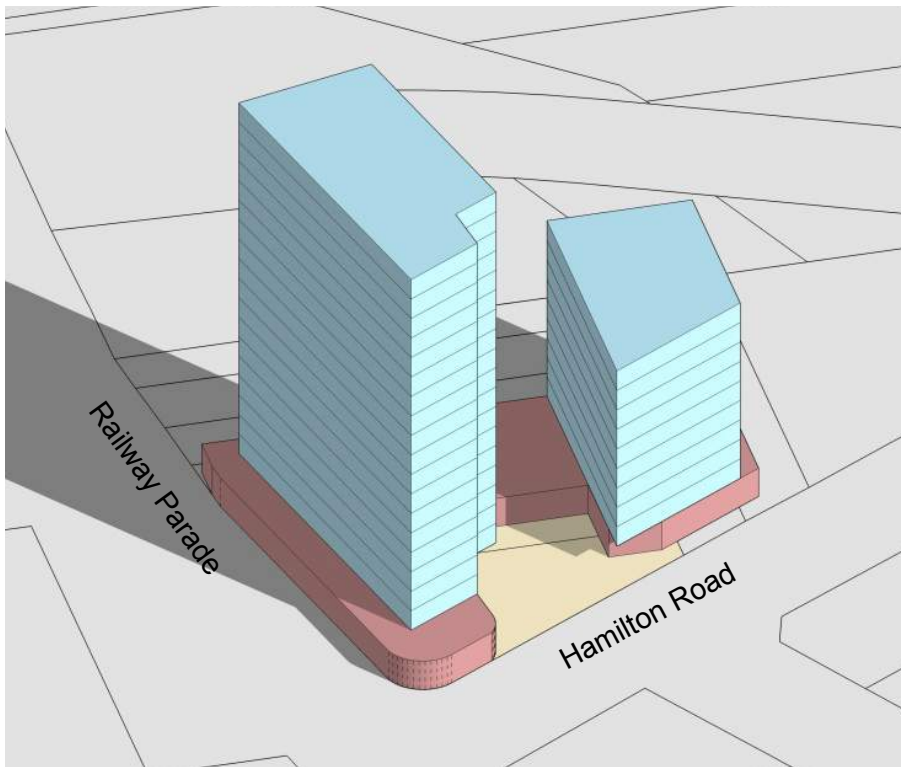
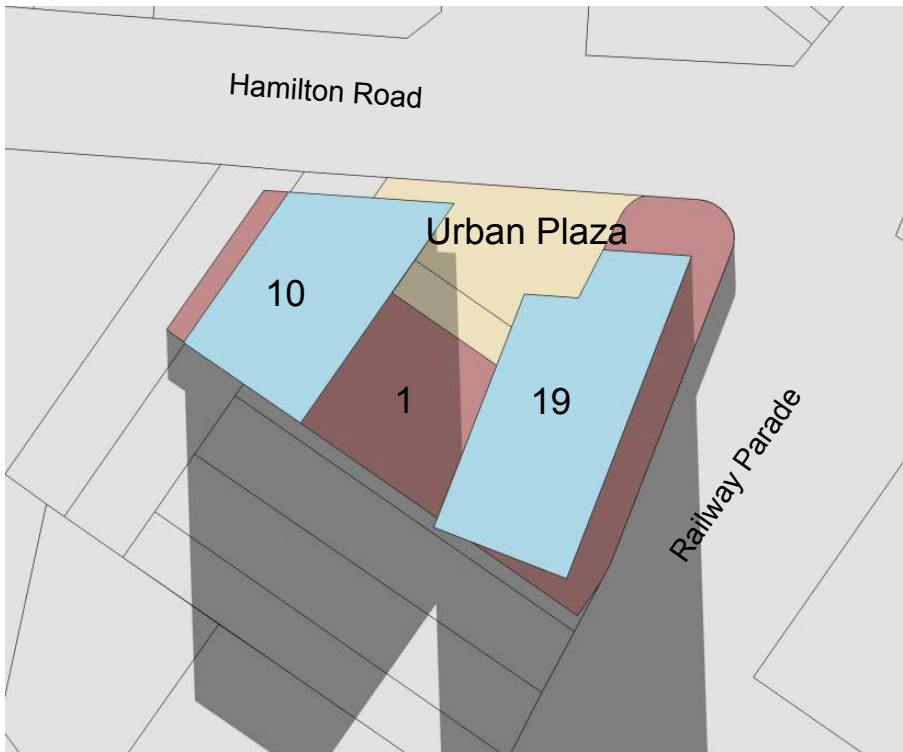
- Development of Fairfield Hotel site as per existing boundaries.
- Landmark tower adjacent to terminate The Crescent vista to 16 storeys.
- Retention of the existing hotel facade and first cell.
- Activation of Hamilton Road, Railway Parade and plaza with commercial, retail, tavern and restaurant uses.

Potential public benefits achievable through the future development of the site

- Potential contributions streetscape upgrades along Hamilton Road and Railway Parade.
- Retention of the character facade of the Fairfield Hotel.
- Community facility floorspace/ Business incubator hub.
- Affordable housing component.

Controls	Recommended zoning, massing and indicative yields Option 1		
Zone	B4 Mixed Use		
Height of building	6-16 storeys (up to 51m)		
Floor Space Ratio	3.9:1		
Potential GFA	Overall	Residential	Retail/ Commercial
	12,850m ²	8,590m ²	4,260m ²
No. of apartments (assume 2 bedroom) 90-100m ²	85-95 units		
Car parking on site – residential (est) (1.25 per unit)	105-120 spaces		

Site 9: Fairfield Hotel Urban Design Plan - Option 2 (Hotel and Council site)
11-13 Railway Parade, 1-3 Hamilton Road)



Structural Design Elements

- Development of a larger site considering potential amalgamation with Council’s adjacent site.
- Landmark tower to terminate The Crescent vista to 19 storeys. A second smaller tower to 10 storeys.
- Urban plaza space to terminate the William Street vista and complement heritage context of that street.
- 2 storey podium development to reflect original hotel.
- Activation of Hamilton Road, Railway Parade and plaza with commercial, retail, tavern and restaurant uses.

Potential public benefits achievable through the future development of the site

- Reinterpretation or retention of the character facade of the Fairfield Hotel.
- New public plaza space activated with restaurant, tavern and cafe uses to terminate the William Street heritage precinct vista.
- Contributions streetscape upgrades along Hamilton Road and Railway Parade.
- Community facility floorspace/ Business incubator hub
- Affordable housing component.

Recommended zoning, massing and indicative yields Option 2			
Zone	B4 Mixed Use		
Height of building	10-19 storeys (up to 61m)		
Floor Space Ratio	4:1		
Potential GFA	Overall	Residential	Retail/ Commercial
	18,200m ²	15,870m ²	2,330m ²
No. of apartments (assume 2 bedroom) 90-100m ²	160-175 units		
Car parking on site – residential (est) (1.25 per unit)	200 - 220 spaces		

Site 10: Civic Precinct

Snapshot of Site Attributes	
Site area	Site area south of Downey Lane – 7,050m ² Larger site area including land north of Downey lane – 10,520m ²
Street frontage	Kenyon Street, Barbara Street, Harris Street and Downey Lane
Mainstream flood risk	Low
Overland flood risk	Low – Medium
Positive attributes	Significant portion of street block owned by Council (i.e. Crown Land and privately owned land)
Adverse attributes	Not all lots not owned by Council; constraints associated with the existing car park.
Desirable community benefit	Community and civic heart, new civic plaza, community and civic uses, activation of adjacent streets, retention or replacement of public car parking.

The Civic Precinct consists of Council owned and Crown Lands. The site has frontage to Harris Street, Barbara Street and Downey Lane. It includes a multi-deck public car park and has been the subject of previous master plans that envisage its role as a cultural community hub inclusive of a plaza space.

The site is largely owned by Fairfield City Council, with the exception of a Crown land holding at the corner of Harris Street and Barbara Street; the green grocer site on Kenyon Street; the former RMS site at the corner of Harris Street and a small site at the corner of Downey Lane and Kenyon Street. Whilst contiguous, Council's land holdings do not form a rational development site.

In addition to land tenure patterns, the site is further constrained by the existing public car park, which provides essential parking for the City Centre.

All sites in the Civic Precinct require partnership or consolidation of land tenure to enable delivery.

Urban Design Objectives

- Enhance the use of the site for civic uses and activities.
- Establish new public open space opportunities on the site.
- Ensure the efficient use of the site for a mix of uses.
- Provide a civic square on the site that is integrated with adjacent business and civic land uses (long term).



The Civic site viewed from Kenyon Street



A large multi-deck car park is a key feature of the Civic site

Site Specific Urban Design Opportunities

Built form

- Additional height may be appropriate in this location subject to impact analyses and design excellence.
- Potential for greater height at the west of the site to enable the creation of human scaled civic buildings and public open space to the remainder of the site.
- Opportunity to transition built form along Barbara Street frontage by redeveloping car park sites.
- Consideration for built form along the Harris Street frontage to appropriately respond to nearby heritage buildings in terms of form, scale and materials.
- Design excellence essential element of future built form on the site.

Land use

- Establish a civic heart for Fairfield by incorporating a variety of community related land uses including recreation and civic functions.
- Potential for Council to enhance its civic presence and potentially enable the relocation of Council's existing Wakeley Chambers to a new facility on this site (subject to future investigations and feasibility analysis by Council).
- Mixed use interface between the Civic site and residential lands to the west by utilising Council's Barbara Street car park sites for mixed use development (subject to future strategic investigations of car parking needs and provision).

Connectivity

- Create new through site pedestrian links to integrate new Civic open space plaza and reflect and reinforce the fine grained nature of pedestrian networks in Fairfield City Centre.
- New through site east west pedestrian links to reinforce and integrate with Civic Plaza arcade link to Ware Street and Fairfield Chase site.
- North south through site link to connect to laneway link between Harris Street and Hamilton Road.
- In the event of full redevelopment of the site would require decommissioning of a key Council car park – public car parking spaces should be replaced in underground basements and/ or the Barbara Street sites (subject to hydrological assessment and to future strategic investigations of car parking needs and provision).

Public Realm

- New Civic open space plaza and civic functions to provide an integrated civic heart and key destination for the City Centre with a community focus.

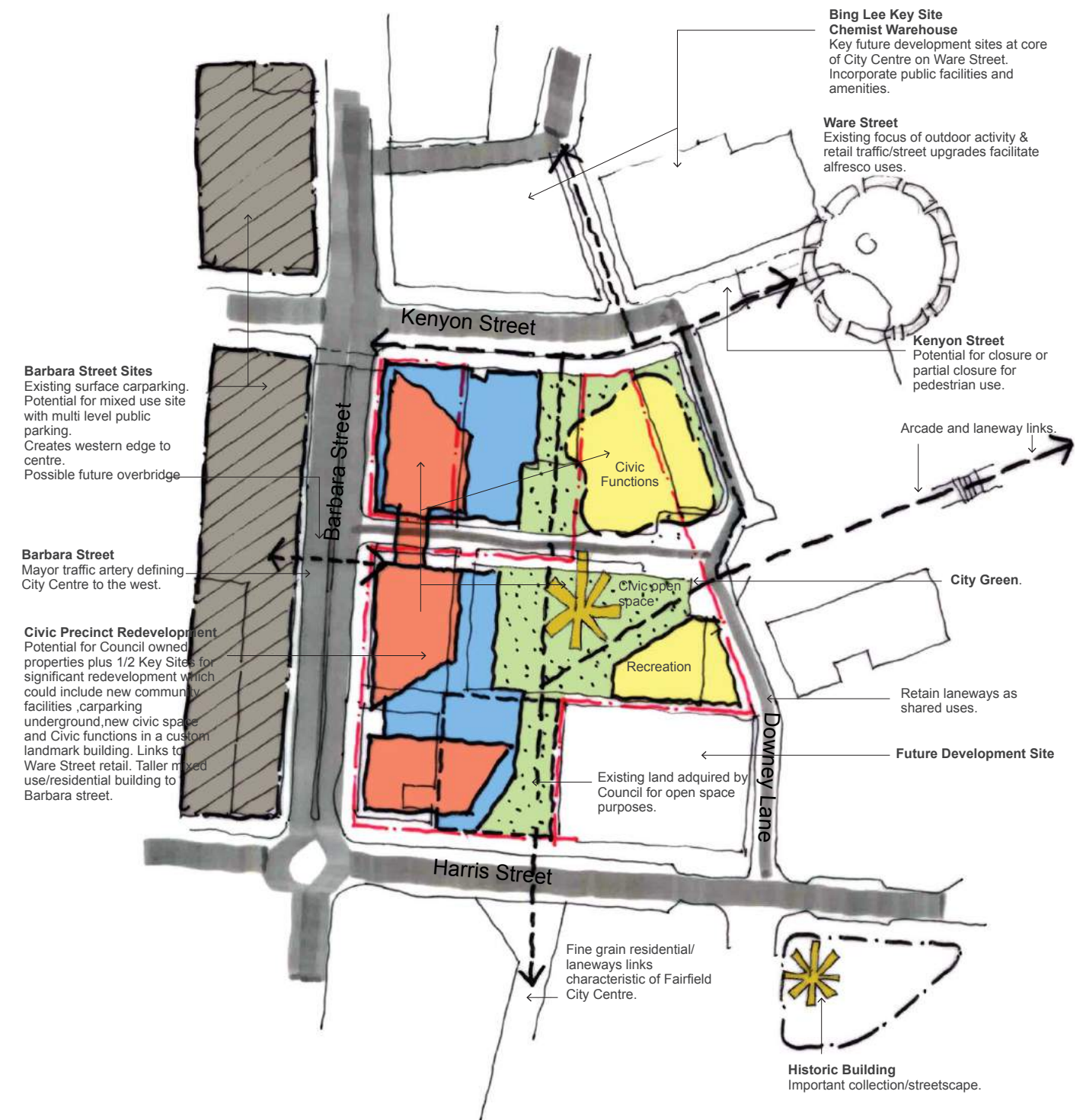
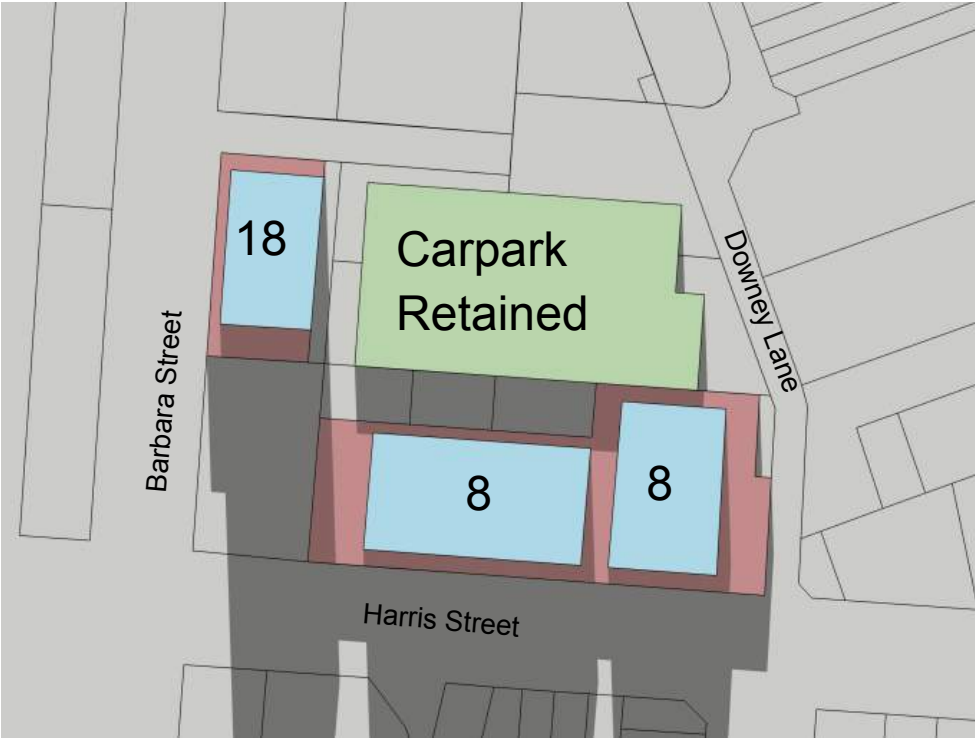


Figure 29. Civic Precinct Opportunities and Principles Plan (source LFA)

Site 10: Civic Precinct Urban Design Plan - Option 1 Short Term

Plan View and Height of Buildings



Perspective View



Structural Design Elements

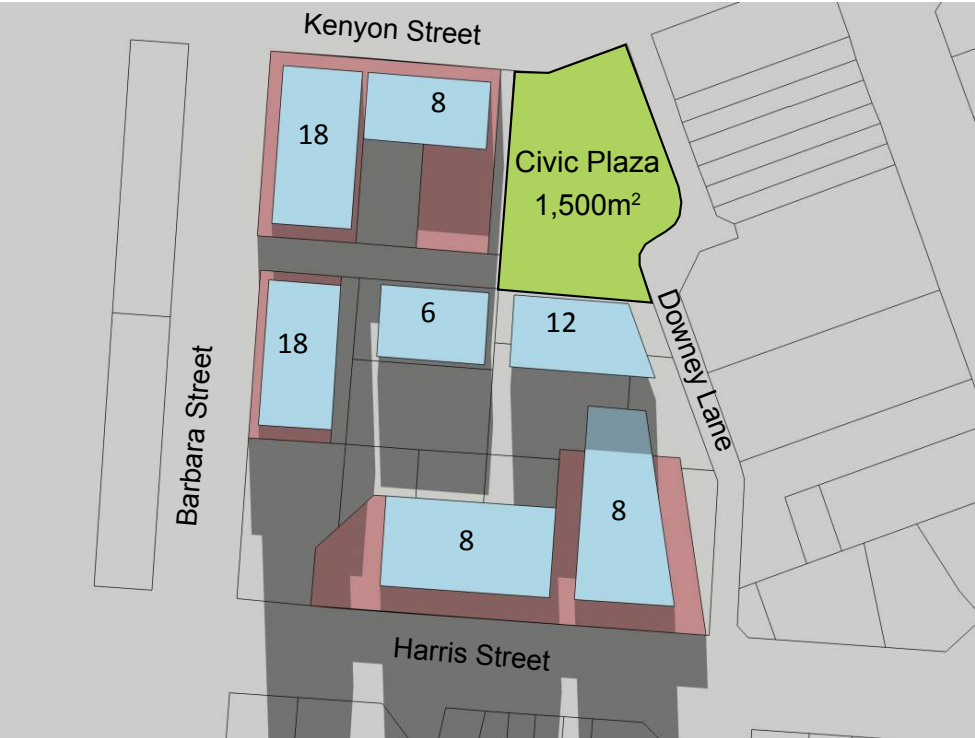
- Retention of Council owned car park.
- Landmark tower adjacent to Kenyon Street to 18 storeys.
- Active frontage to Harris Street and Kenyon Lane.
- Combined development of public and private sites along Harris Street.

Potential public benefits achievable through the future development of the site

- Retention of car parking availability provided by existent car park.
- Potential for streetscape upgrades to adjacent street and laneways.
- Potential public open space on roof of car park.

Recommended zoning, massing and indicative yields Option 1			
Zone	B4 Mixed Use		
Height of building	12 - 18 Storeys (39m - 58m)		
Floor Space Ratio	3:1		
Potential GFA	Overall	Residential	Retail/ Comm
	19,375m ²	11,560m ²	7.815m ²
No. of apartments (assume 2 bedroom) 90-100m ²	110-120 units		
Car parking on site – residential (est) (1.25 per unit)	137-150 spaces (plus public parking)		

Site 10: Civic Precinct Urban Design Plan - Option 2 - Long Term



Structural Design Elements

- Retention of Council owned car park.
- Landmark tower adjacent to Kenyon Street to 18 storeys.
- active frontage to Harris Street and Kenyon Lane.
- Combined development of public and private sites along Harris Street.

Potential public benefits achievable through the future development of the site

- Retention of car parking availability provided by existent car park.
- Potential for streetscape upgrades to adjacent street and laneways.
- Potential public open space on roof of car park.



Recommended zoning, massing and indicative yields Option 1			
Zone	B4 Mixed Use		
Height of building	8-18 storeys (27m-58m)		
Floor Space Ratio	4:1		
Potential GFA	Overall	Residential	Retail/ Comm
	40,110m²	25,260m²	14,850m²
No. of apartments (assume 2 bedroom) 90-100m2	250-280 units		
Car parking on site – residential (est) (1.25 per unit)	310 - 350 spaces (plus public parking)		

Site 11: Chemist Warehouse/ Site 12: Bing Lee

Snapshot of Site Attributes	
Site area	Total site area: 5,330m ² Site 11 - Chemist Warehouse: 1,980m ² Site 12 - Bing Lee: 1,470m ²
Street frontage	Kenyon Street, Barbara Street, Ware Street
Mainstream flood risk	Low
Overland flood risk	Low
Positive attributes	Central to retail heart of City Centre, located on Ware Street spine, gateway site
Adverse attributes	Irregular shape; peripheral to City Centre; height and density limited by minimum lot dimension (clause 7.6/7.7 FLEP 2013)
Desirable community benefit	New civic plaza, community and civic uses, activation of adjacent streets, potential for community uses to include a library.

This site is located at the crossroads of Ware Street, Kenyon Street and Spencer Street. It presents a unique opportunity to establish a ‘heart’ in a high activity area of Fairfield City Centre as well as to establish an eastern gateway to the Centre.

Urban Design Objectives

- Establish a landmark destination for Fairfield City Centre main street retail heart.
- Reinforce street edges with high quality architectural design.
- Establish new activated public plaza(s) as a vibrant destination within the retail heart.
- Reconfigure Kenyon Lane to enhance the pedestrian and public place qualities of Kenyon Street.



Bing Lee site – its central location at the retail positions the site key redevelopment opportunity in central Fairfield City on Ware Street corner



Chemist Warehouse site is a large underutilised site on Kenyon Street

Site Specific Urban Design Opportunities

Built form

- Additional height may be appropriate in this location subject to impact analyses and design excellence. The site should celebrate the 'heart' of the Fairfield City Centre at the convergence of Ware/ Spencer/ Kenyon Streets.
- Transitional heights should be considered in this location, particularly to address the reduced scale west of Barbara Street.
- Design excellence essential element of future built form on the site.

Land use

- Potential intensification of the site to include a mixed use development that may include shop top housing, retail and/ or café/ restaurant type uses.
- Consideration for the Russian Orthodox church site is important. This may either be incorporated into the site or a response that ensures the future development of the site can be appropriately achieved at a later stage.
- Active street fronts and land uses that contribute to the local vibrancy and are favoured in this location, to build on the existing alfresco strengths and liveliness of the precinct.

Connectivity

- The road network in this location should be a slow traffic environment that favours pedestrian movement and encourages a low volume of vehicles to pass through the space. Potential to create pedestrian vehicle share way or close Kenyon Street between Downey Lane and Ware Street to create a plaza space.
- Diversion of Kenyon Lane to terminate at Barbara Street and incorporation of a north south pedestrian link between Kenyon Lane and Kenyon Street to promote better permeability for pedestrians and reduce traffic focus to Kenyon Street (subject to detailed traffic study).
- Car parking should be provided in basements where possible (subject to flooding specialist input).

Public Realm

- Potential to create a 'legacy' public space on and adjacent as a tribute to Bing Lee/ Lee family's origins in Fairfield City Centre.
- The site is at the convergence of key streets and has the potential to establish a public square through careful consideration of street setbacks and public realm/ road treatments. Consideration should be given to creating a bump-up/ bump-down share way with bollards and/or potential traffic redirection – subject to detailed traffic study.
- Potential for a first floor library space to add to vibrancy and establish a high profile visual presence in close proximity to Civic precinct (e.g. Rouse Hill).
- Potential for temporary road closures to enable the space to be used for special events and festivals. Public realm treatments should reflect and enable this to occur.

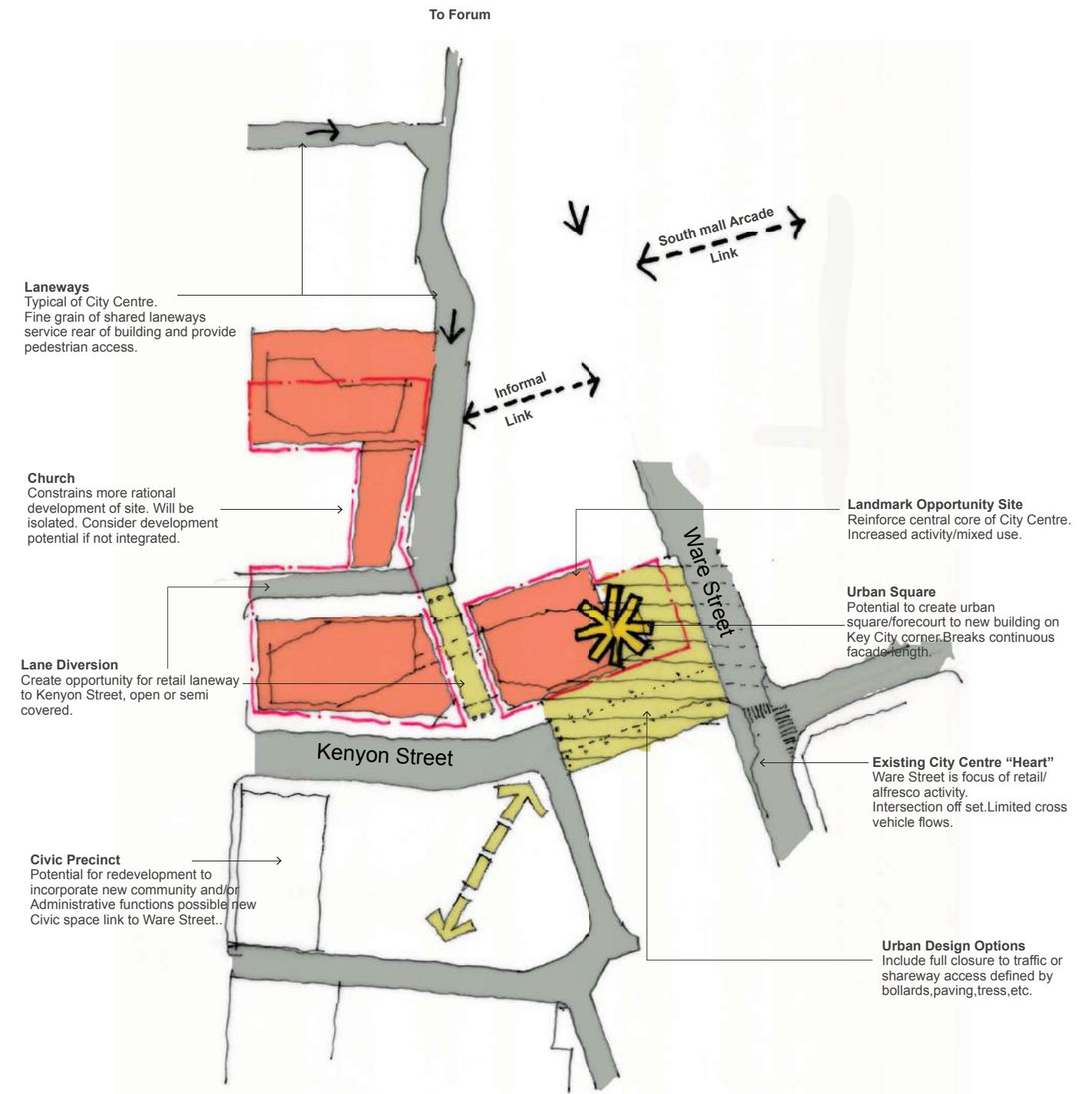


Figure 30. Chemist Warehouse and Bing Lee Opportunities and Principles Plan (source LFA)

Site 11: Chemist Warehouse/ Site 12: Bing Lee Urban Design Plan



Structural Design Elements

Landmark tower at the corner of Barbara Street and Kenyon Street to 18 storeys.

12 storey tower at the corner of Ware Street.

Urban plaza with building cantilever over to create a new place making opportunity.

Redirection of Kenyon Lane terminate at Barbara Street.

Open air pedestrian link between Kenyon Street and Kenyon Lane.

Potential public benefits achievable through the future development of the site

- New urban plaza at the corner of Ware Street and Kenyon Street to reflect the historical association of Lee family’s business origins in Fairfield.
- Commercial or possible community space adjacent to the new plaza, part of the space may cantilever over the new urban plaza.
- New pedestrian-only open air link/ 500m² plaza to be created between Kenyon Lane and Kenyon street (subject to successful reorientation of Kenyon Lane to terminate at Barbara Street).

Controls	Design Concept		
Zone	B4 Mixed Use		
Height of building	Chemist Warehouse Site: 7-18 storeys (up to 58m) Bing Lee Site: 12 storeys (39m) Recommend removal of the Bing Lee site from Area A of the Town Centre Precinct Map, Minimum Site Area Map to excuse the site from provisions of Clause 7.6 of the FLEP 2013.		
Floor Space Ratio	Chemist Warehouse Site (southern portion / tower site): 4.5:1 Chemist Warehouse Site (northern portion): achievable under current planning controls. Bing Lee Site: 5:1 Recommend removal of Site 12 from Area A of the Town Centre Precinct Map, Minimum Site Area Map to excuse the site from provisions of Clause 7.7 of the FLEP 2013.		
Potential GFA	Overall Combined site: 21,600m² Chemist Warehouse Site: 8,950m² Bing Lee Site: 7,450m²	Residential Combined site:14,400m² Chemist Warehouse Site: 10,100m² Bing Lee Site: 4,300m²	Retail/ Commercial Combined site: 7,250m² Chemist Warehouse Site: 4,100m² Bing Lee Site: 3,150m²
No. of apartments (assume 2 bedroom) 90-100m²	145-160 units (combined site)		
Car parking on site – residential (est) (1.25 per unit)	180 – 200 spaces		

Site 11: Chemist Warehouse/ Site 12: Bing Lee - Landowner Submission

Council at its meeting held on 27 March 2018 resolved to adopt the draft Fairfield City Centre Urban Design Study in an amended form including preliminary in-principle support of concept plans submitted for Key Sites 11 and 12, noting that final Council support is subject to the submission of a landowner initiated Planning Proposal and a detailed assessment of supporting information.

As provided for in Section 8.2.1, alternative design solutions are to be appropriately justified by proponents and should reflect equal or improved amenity and community benefit outcomes as outlined within the design concept adopted by Council.



Overview

Key Elements of Our Proposal

- Primary tower form sculpted to maximise solar access. Heights to be 12 and 18 storeys as per the proposed council masterplan.
- Redirection of landway towards Barbara Street past church street allows for the creation of new open space.
- Creation of larger open space on Kenyon Street.
- Retail edge on Ware Street to turn corner, allows for focus to be drawn towards the new open space on the Civic Site.
- Podium to create the potential for community orientated use.

Indicative Yield

- FSR = Varies across sites
- 275 Apartments
- 500m² Internal community space
- 600m² External open space contribution
- New laneway connection



Site 13: Nelson Street Car Park

Snapshot of Site Attributes	
Site area	4,371m ²
Street frontage	None - frontage to laneway.
Mainstream flood risk	Low
Overland flood risk	Nil -Low
Positive attributes	Owned by Council; provides essential car parking supply
Adverse attributes	Surrounded by visually unappealing 'back of house' uses; no street frontage.
Desirable community benefit	Increase car parking with additional levels, possible community./ recreation rooftop uses, modification to structure to create open air link. Demonstrate sustainability of Council asset (e.g solar and water collection).

The Nelson Street par park is a multi deck car park owned and managed by Fairfield City Council. It is surrounded by service lane ways which provides for back of house access to buildings on Ware Street, Spencer Street, Smart Street and Nelson Street. The car park plays a pivotal role in providing car parking for surrounding businesses.

Site not preferred for residential use due low amenity of surrounding development/laneways.

Urban Design Objectives

- Retain and increase car parking on the site.
- Maximise shopper car parking potential with existing height controls.
- Encourage visual and safety upgrading with existing building.
- Potential to create upper level public user space community uses to encourage redevelopment of surrounding buildings.
- Provide for additional car parking to support accessibility to the City Centre.
- Introduce community recreation uses to the roof top level, potentially as a public open space for new developments across the laneway.
- Establish an open air link through the car park between Ware Street and Smart Street.



Nelson Street carpark includes a key covered pedestrian link through the site, which connects Ware Street and Smart Street



The Nelson Street car park provides much needed car parking but is not developed to full capacity and is visually unattractive

Site Specific Urban Design Opportunities

Built form

- Current car park building provides an essential role in the locality and unlikely to be fully redeveloped in the short to medium term.
- Additional height may be appropriate in this location subject to impact analyses and design excellence.
- Explore adding levels to the existing car park building to incorporate 2 or more car park levels plus other uses.
- Provide screening the building to transform poor visual appearance of open sided concrete car park.
- Explore potential modifications to building structure to provide natural light to through site pedestrian link.

Land use

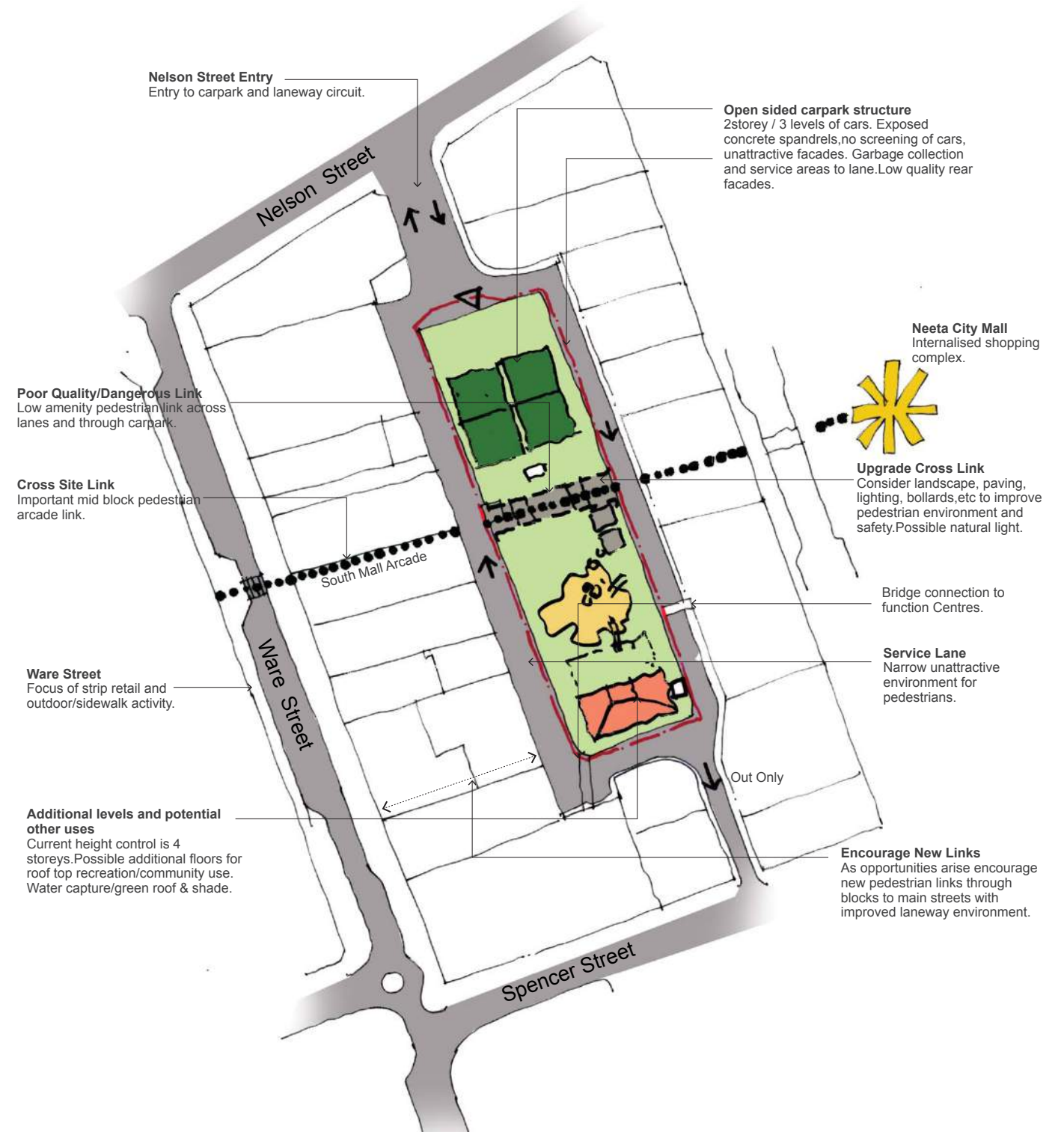
- Due to the prevalence of back of house servicing fronting the lane surrounding the car park, it is unlikely that the site would be suitable for significant redevelopment for higher order uses.
- Current car park uses are essential to local businesses and functionality of the centre and should be retained on the site.
- If new levels can be feasibly added to the existing structure, floor space may be provided for community, commercial and/or recreation purposes (e.g. rooftop parkland, outdoor cinema, bowling green).
- Investigate options for community or other use of roof top. ESD/Energy initiatives. E.g. solar collection for lighting, Green roof.

Connectivity

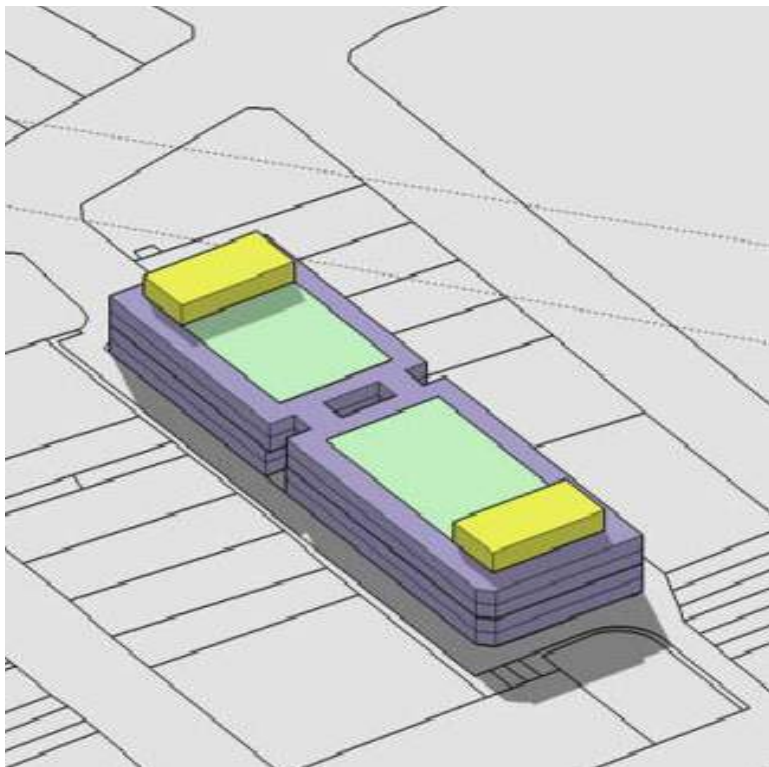
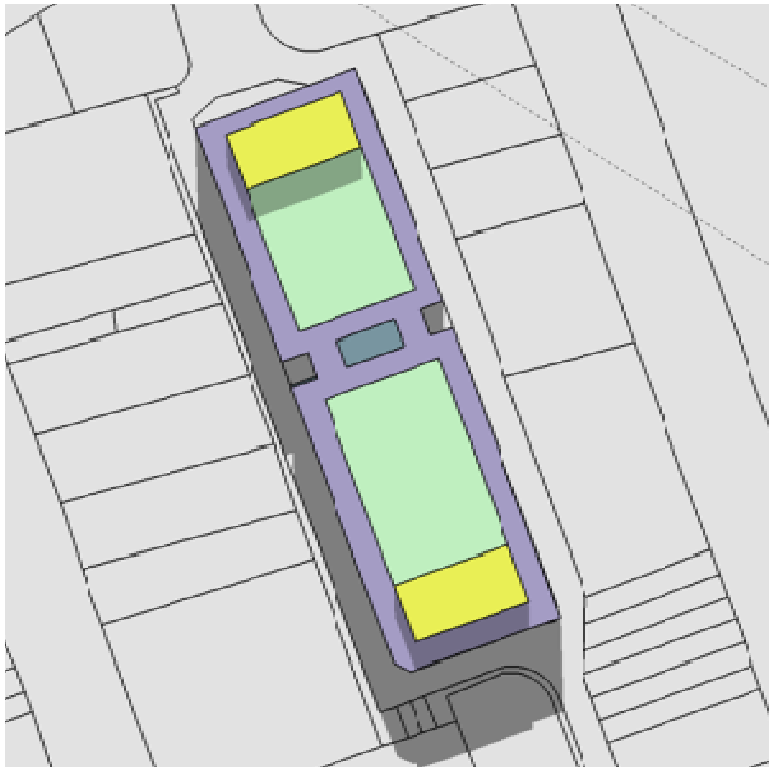
- Enhance legibility, safety and quality of pedestrian link through the site to strengthen east west connectivity across the City Centre and particularly between Ware Street and Neeta City.
- Encourage new through site links between Ware Street, Smart Street and the car park site.
- Provide a clearer distinction for pedestrian crossing points across laneways into car park through surface treatments and/or pedestrian crossings (subject to detailed traffic study).

Public Realm

- Consider a rooftop public open space as a flexible space to provide recreational opportunities. Opportunities for a wide range of uses including urban garden, lawn bowls, open air cinema and cultural events.
- Improve visual appearance of the car park with quality screening to external skin (e.g. permeable cladding, vertical planting).
- Improve surface quality of pedestrian link through the site and across laneways for better legibility and safety.



Site 13: Nelson Street Car Park Urban Design Plan



Structural Design Elements

2 additional levels of car parking.

Voids created over the pedestrian link to create an open air connection.

Public open space elements to be introduced to the roof top and potentially interfaced/ accessed via air bridge by surrounding land parcels across the laneway.

Potential public benefits achievable through the future development of the site

- Potential to increase parking provision in the centre.
- Enhance existing east/west pedestrian link through the site by modifying the structure to create void spaces over an open air connection.
- Public open space elements to be introduced to the roof top and potentially interfaced/ accessed via air bridge by surrounding land parcels across the laneway.

	Recommended zoning, massing and indicative yields
Zone	B4 Mixed Use
Height of building	O2– 16 metres (4 storeys)
Floor Space Ratio	V – 3:1
Potential GFA	13,113 m²
No. of apartments (assume 2 bedroom) 90-100m²	None proposed
Car parking on site	550+ spaces
Retail space – ground floor	Minimal Potential for small retail pods adjacent to central walkway.
Commercial space – first floor	Potential for community space on rooftop.

8. Recommended Planning Framework

This section sets out recommended amendments to the current planning framework to enable the outcomes for key sites envisaged in Section 7 of this urban design study.

8.1 Fairfield Local Environmental Plan 2013

To realise the outcomes of the development concepts in Section 7, amendments will be required to FLEP 2013.

It is intended that this study for Fairfield City Centre will form the basis of landowner or applicant initiated planning proposals to amend the FLEP 2013.

Each planning proposal will need to be supported by the relevant technical studies including but not limited to:

Urban Design Report: robust analysis and justification at the site and precinct level to support the building heights and massing proposed with detail on how the indicative built form would impact its immediate context and future anticipated development outcomes for adjoining sites. This form a strategic merit test in response to this study to support proposed building height and massing outcomes.

Architectural Design Merit: demonstration that a compliant built form with a high level of architectural design merit can be achieved on the site within the parameters of the development controls proposed.

State Environmental Planning Policy No. 65 and the Apartment Design Guide: detail to include solar impacts analysis on surrounding properties and indicative floor plans.

Flooding impacts: hydrology inputs provided to address any impacts of or to mainstream flooding, overland flooding or subsurface water.

Traffic impacts: traffic modelling for the subject site that incorporates future development anticipated by this study for all key sites.

Additional height and/or floor space ratios in excess of those in the study may only be considered where outstanding design excellence and community benefits greater than those in this Study are achieved.

Note: Council at its meeting held on 27 March 2018 resolved to adopt the draft Fairfield City Centre Urban Design Study in an amended form including preliminary in-principle support of concept plans submitted for Key Sites 1, 2, 11 and 12, noting that final Council support is subject to the submission of a landowner initiated Planning Proposal and a detailed assessment of supporting information.

8.1.1 Voluntary Planning Agreements

To achieve the public benefits identified for key sites in this Urban Design Study, the appropriate planning mechanism for delivery is through the use of voluntary planning agreements (VPAs).

This study recommends that VPAs are submitted by proponents and negotiated with Council in conjunction with Planning Proposals for the Fairfield City Centre's key sites.

VPAs may also be used for other sites within the City Centre depending on their potential to provide alternative community benefits or benefits that exceed those in Council's developer contributions plans.

Fairfield City Council is currently preparing a Policy on the use of Voluntary Planning Agreements (VPAs). This Policy will outline the principles, framework and negotiation processes that will be used to enter into VPAs for the Fairfield City Centre.

Table 7 outlines recommended changes to the Fairfield LEP 2013.

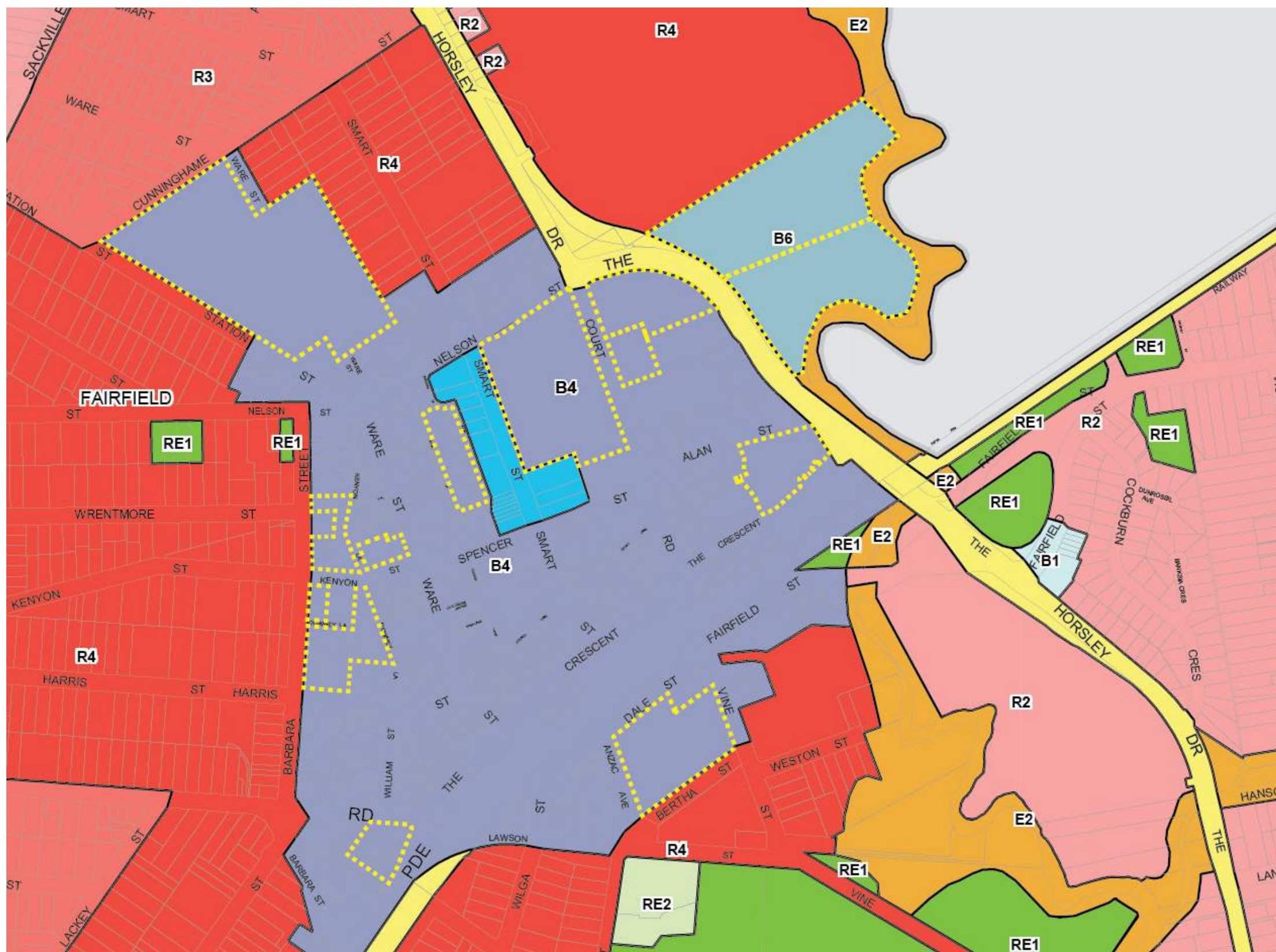
Figures 31-33 outline recommended changes to the Fairfield LEP 2013.

Refer also to Section 8.2.2.

Table 7. Recommended Planning Controls

Site Identification						Current planning controls			Recommended Planning Controls				
Site	Description	Address	Lot	Sec	DP	LZN	HOB	FSR	LZN	HOB	FSR	Classification	Other
1	Fairfield Forum	8-36 Station Street	1031	-	1049068	B4 Mixed Use	T2 - 26	U - 2.5	B4 Mixed Use	AA - 66	V - 3		Additional height and FSR may be considered above the recommendations of this study for this large strategic site where detailed investigations demonstrate design excellence as a part of an applicant led planning proposal.
2	Neeta City	1-29 Court Road	11	-	1062756	B3 Commercial Core	W-42	X -4	B4 Mixed Use	Z - 58	W - 3.5		Additional height and FSR may be considered above the recommendations of this study for this large strategic site where detailed investigations demonstrate design excellence as a part of an applicant led planning proposal.
3	Aldi site (Vacant)	366 The Horsley Drive	121	-	1017634	B4 Mixed Use	T3 -27	W - 3.5	B4 Mixed Use	Z - 58	X - 4		
4	McDonald's	56-62 Court Road	101	-	1041594	B4 Mixed Use	T3 -27	W - 3.5	B4 Mixed Use	Y - 52	X - 4		
5	George Weston Foods	311 The Horsley Drive	6	-	868809	B6 Enterprise Corridor	None	None	B6 Enterprise Corridor	-	-		
6	Ranglen Investments Pty Ltd	291-303 The Horsley Drive			SP73480	B6 Enterprise Corridor	None	None	B6 Enterprise Corridor	-	-		
7	Cambridge Tavern	11 Alan Street	2		593044	B4 Mixed Use	T2 - 26	W - 3.5	B4 Mixed Use	V2 - 39	W - 3.5		
		11A Alan Street	2		593044	B4 Mixed Use	T2 - 26	W - 3.5	B4 Mixed Use	V2 - 39	W - 3.5		
8	RSL (north of Bertha Street)	14 Anzac Avenue			1013454	B4 Mixed Use	T2 - 26	X -4	B4 Mixed Use	Y - 52	X - 4		
	RSL (south of Bertha Street)	19 Vine Street	1		863696	R4 High Density Residential	Q - 20	T - 2	R4 High Density Residential	T3 - 27	U - 2.5		
		29 Vine Street	10B		348548	R4 High Density Residential	Q - 20	T - 2	R4 High Density Residential	T3 - 27	U - 2.5		
9	Fairfield Hotel	1 Hamilton Road	1	-	659919	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	AA1 - 61	X - 4		
			2	A	2814	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	AA1 - 61	X - 4		
		11 Railway Parade	3	A	2814	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	AA1 - 61	X - 4		
			4	A	2814	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	AA1 - 61	X - 4		
			5	A	2814	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	AA1 - 61	X - 4		
	Expanded site area (Council owned - subject to land consolidation)	1-3 Hamilton Road	1		947592	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	AA1 - 61	X - 4	Operational	
		1-3 Hamilton Road	1		943853	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	AA1 - 61	X - 4	Operational	

Site Identification						Current planning controls			Recommended Planning Controls				
Site	Description	Address	Lot	Sec	DP	LZN	HOB	FSR	LZN	HOB	FSR	Classification	Other
10	Civic Precinct	17 Kenyon Street	10	-	1211302	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	Z - 58	X - 4	Operational	
		25 Barbara Street	1		720979	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	Z - 58	X - 4		
		25 Barbara Street	2		20333	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	V2 - 39	X - 4		
		25 Barbara Street	3		20333	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	V2 - 39	X - 4		
		42 Harris Street	1		48293	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	T3 - 27	X - 4		
		40 Harris Street	4		20333	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	T3 - 27	X - 4		
		38 Harris Street	5		20333	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	T3 - 27	X - 4		
		36A Harris Street	1		216678	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	V2 - 39	X - 4		
		36A Harris Street	2		216678	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	V2 - 39	X - 4		
		36A Harris Street	2		202875	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	V2 - 39	X - 4		
		11 Kenyon Street	2		548510	B4 Mixed Use	T2 - 26	T - 2	B4 Mixed Use	T3 - 27	X - 4		
11	Chemist Warehouse site	11 Barbara Street	7	2	2384	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	Z - 58	Y - 4.5		
		5A Kenyon Lane	1	-	879424	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	Z - 58	Y - 4.5		
		5 Kenyon Lane	2	-	879424	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	Z - 58	Y - 4.5		
		8 Kenyon Lane	9	2	2384	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	Z - 58	Y - 4.5		
		8 Kenyon Lane	1	-	519620	B4 Mixed Use	Q-20	T - 2	B4 Mixed Use	Z - 58	Y - 4.5		
12	Bing Lee	73-75 Ware Street	1		1082938	B4 Mixed Use	V2-39	X - 4	B4 Mixed Use	V2 - 39	Z - 5		Remove site from Fairfield Area A -Under minimum Site Area Map/ Town Centre Precinct Map - Therby releasing the site from the provisions of clause 7.6/7.7 of FLEP 2013
13	Nelson Street Car Park	Nelson Street	1		583176	B4 Mixed Use	O2-16	V -3	B4 Mixed Use	O2-16	V - 3		
		Nelson Street	1		249961	B4 Mixed Use	O2-16	V -3	B4 Mixed Use	O2-16	V - 3		
		Nelson Street	1		228772	B4 Mixed Use	O2-16	V -3	B4 Mixed Use	O2-16	V - 3		
		Nelson Street	2		249961	B4 Mixed Use	O2-16	V -3	B4 Mixed Use	O2-16	V - 3		
		Nelson Street	2		583176	B4 Mixed Use	O2-16	V -3	B4 Mixed Use	O2-16	V - 3	Operational	



- B1 Neighbourhood Centre
- B2 Local Centre
- B3 Commercial Core
- B4 Mixed Use
- B5 Business Development
- B6 Enterprise Corridor
- E2 Environmental Conservation
- E3 Environmental Management
- IN1 General Industrial
- IN2 Light Industrial
- R1 General Residential
- R2 Low Density Residential
- R3 Medium Density Residential
- R4 High Density Residential
- RE1 Public Recreation
- RE2 Private Recreation
- RU1 Primary Production
- RU2 Rural Landscape
- RU4 Primary Production Small Lots
- RU5 Village
- SP1 Special Activities
- SP2 Infrastructure
- SP3 Tourist
- W2 Recreational Waterways
- MD SEPP (Major Development) 2005
- WSF SEPP (Western Sydney Parkland)
- WSE SEPP (Western Sydney Employr)
- DM Deferred Matter

Figure 31. Recommended LZN map (source NSW Legislation)

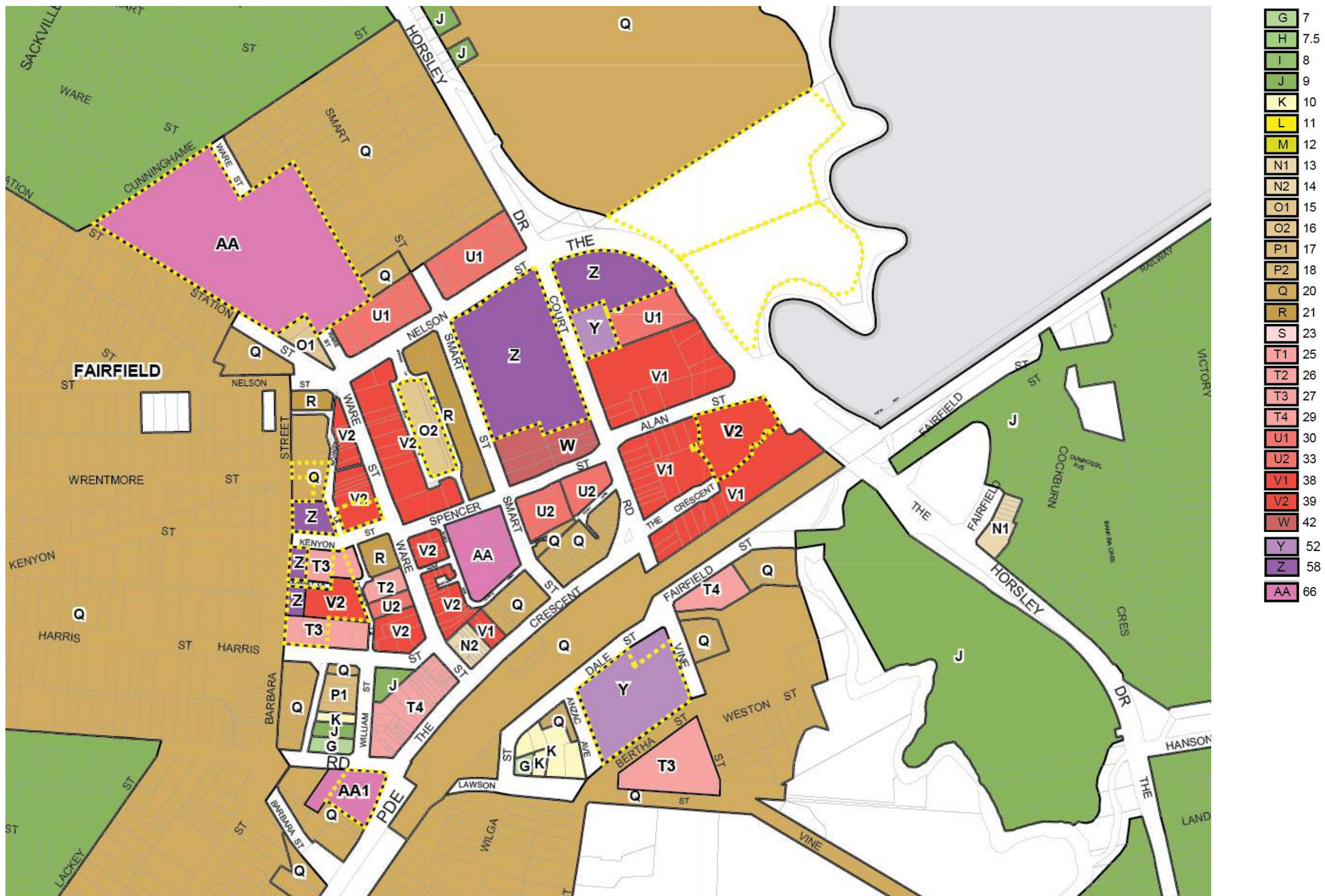


Figure 32. Recommended HOB map (source NSW Legislation)

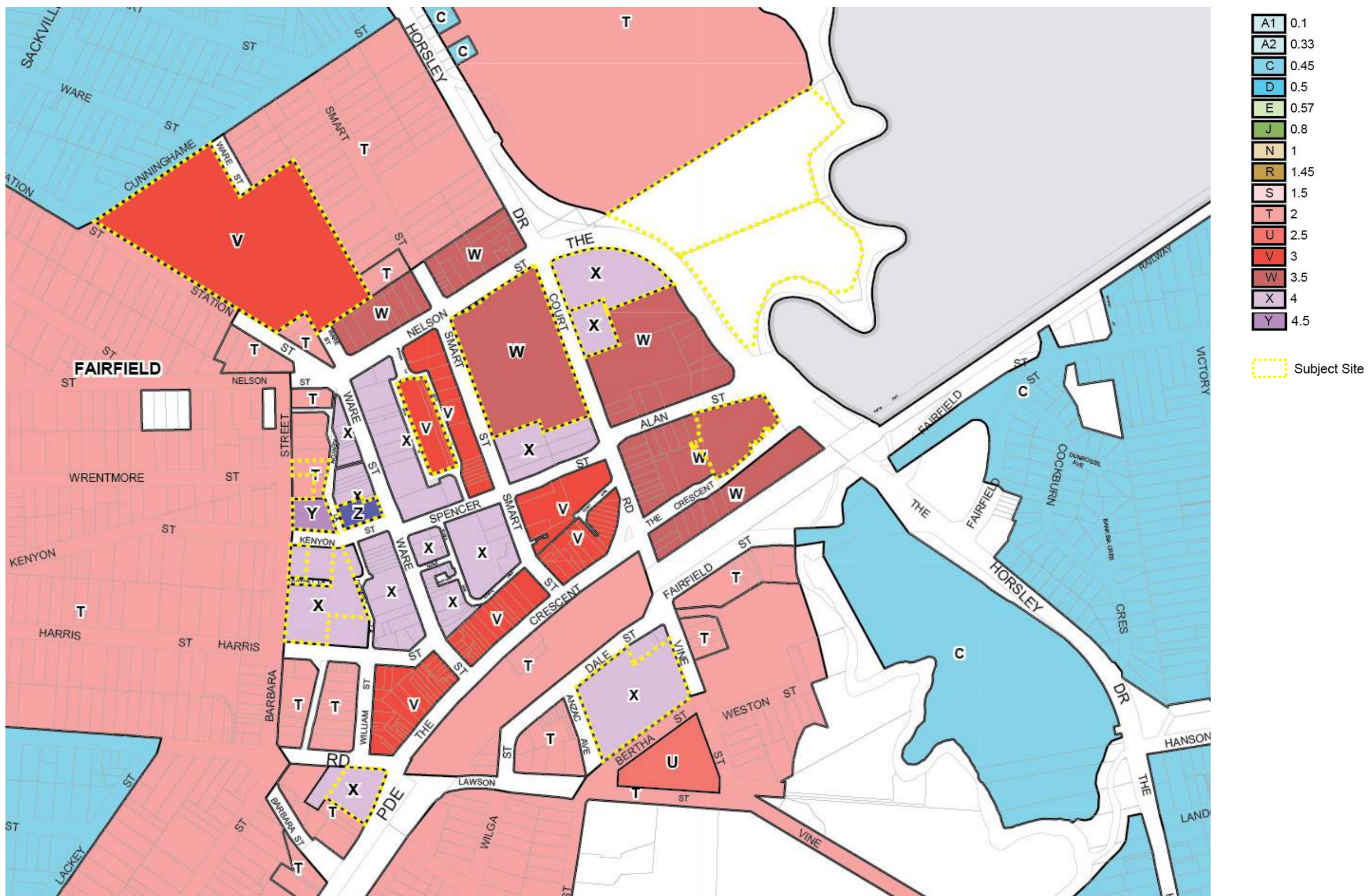


Figure 33. Recommended FSR map (source NSW Legislation)

8.1.2 Design Excellence

Should Council consider additional height above that recommended in this section, this should only occur in circumstances where design excellence can be demonstrated. In order to assist in guiding such outcomes, Council may seek to introduce design excellence clause in its LEP ensure development:

- provides a measurable public benefit and improvement to the public domain;
- is suitable to its context and surrounding land uses;
- contributes to the establishment of a high quality streetscape;
- demonstrates an appropriate relationship with existing or proposed development on neighbouring sites in terms of urban form, massing and architectural articulation (i.e. street frontage height); and
- does not detrimentally impact on the adjacent public domain or any neighbouring property.

8.1.3 Streetscape Activation

It is recommended that Council introduce streetscape activation clause and maps for lots in the Fairfield City Centre. This should be applied to all B3 Commercial Core and B4 Mixed Use zones land fronting onto public streets

8.1.4 Car Parking

Preliminary feasibility testing was undertaken to inform the development of urban design concepts in Section 7 of this study to ensure that recommended development outcomes were achievable given present market circumstances. These investigations highlighted challenges associated with feasibility on some sites due to onerous car parking requirements.

The Fairfield City Centre is well serviced by rail and road based public transport services. Each of the key sites are located in walkable proximity the Fairfield railway station and transport interchange.

To promote more feasible development outcomes, it is recommended that Council undertake a review of car parking rates required within the Fairfield City Centre. This review should seek to ensure the optimal provision of car parking for all future development noting the accessibility of the centre via public transport.

8.2 Planning Proposals

8.2.1 Landowner Initiated Planning Proposals

Fairfield City Council welcomes landowner initiated Planning Proposals to amend the FLEP 2013 in accordance with the recommended outcomes of this Urban Design Study. As previously mentioned, Planning Proposals are to be supported by the appropriate supporting technical studies.

In preparing a Planning Proposal for any of the key sites, applicants should consider the desired development outcome outlined for each of the sites in Section 7. Section 7 outlines key objectives, opportunities and potential community benefits that can be achieved both on site and within the surrounding precinct in conjunction with the redevelopment of that site.

The concepts in Section 7 provide a guide for the outcomes for each site envisaged by Council. It is recognised that alternative solutions may also have design merit. Alternative solutions are to be appropriately justified by proponents and should reflect equal or improved amenity and community benefit outcomes as outlined within design concepts in Section 7.

8.2.2 Delivering Community Benefit

Development Gain

For many of the key sites, the recommended amendments to the planning controls outcomes in Table 7 will result in a considerable increase in development potential for these sites. This ‘development gain’ has a monetary benefit that directly results from changes to planning controls, given the value of land is directly related to the uses and densities permitted on that land.

Fairfield City Council seeks to facilitate development outcomes that achieve an appropriate balance between realising desired community benefit and development feasibility. This will be considered on a site-by-site basis.

Value Capture

There is opportunity for some of this increase in value to be captured or shared between developers and the community for the purpose of delivering site and precinct based community benefits envisaged to occur as a result of future development of key sites by this Urban Design Study.

A common method for local government authorities to request this public share of increased value resulting from changes in planning controls is known as ‘value capture’.

Voluntary Planning Agreements

In achieving the desired community benefit and outcomes contained within the masterplan for key sites, Council supports the use of Voluntary Planning Agreements (VPAs) permitted under Section 93F of the *Environmental Planning and Assessment Act*.

Such agreements are used for or applied towards delivering a benefit for a public purpose. They can be applied as part of a change to an environmental planning instrument (Planning Proposal) or development proposal (Development Application).

A VPA can take many forms and may include dedication of land free of cost to Council, payment of a monetary contribution, a provision of any other material public benefit, or a combination of these. VPAs are separate to other contributions such as Section 94. Increasingly, affordable housing and contributions to significant infrastructure are being offered through VPAs.

VPAs are Fairfield City Council’s preferred means of negotiating desired community benefits and planning outcomes for the City Centre. They are transparent and measurable.

At some future point in time, Council may seek to establish a formal VPA policy that can assist in calculating a percentage of uplift value for monetary contributions or works in kind to deliver desired community benefits on key sites or the broader public realm within the City Centre (e.g. new public open space, pedestrian linkages, community facilities and the like).

Until such time, the delivery of community benefits will need to be on a case-by-case basis and delivered through realisation of opportunities presented by this Study.

8.3 Fairfield City Centre Development Control Plan 2013

Recommended development controls to be included in the FCCDCP 2013 are provided as Appendix A to guide incremental development of the key sites.

It is proposed that recommended DCP controls inform future amendments to site specific DCP controls under the FCCDCP 2013. The recommended controls have been developed to focus on matters specific to the key sites within their context of the Fairfield City Centre. Recommended controls do not seek to duplicate the requirements of SEPP 65/ Apartment Design Guide (ADG) (e.g. building separation, solar access, building depth and the like).

Refer Appendix A.



Appendix A: Recommended DCP Controls



Site 1 - Fairfield Forum

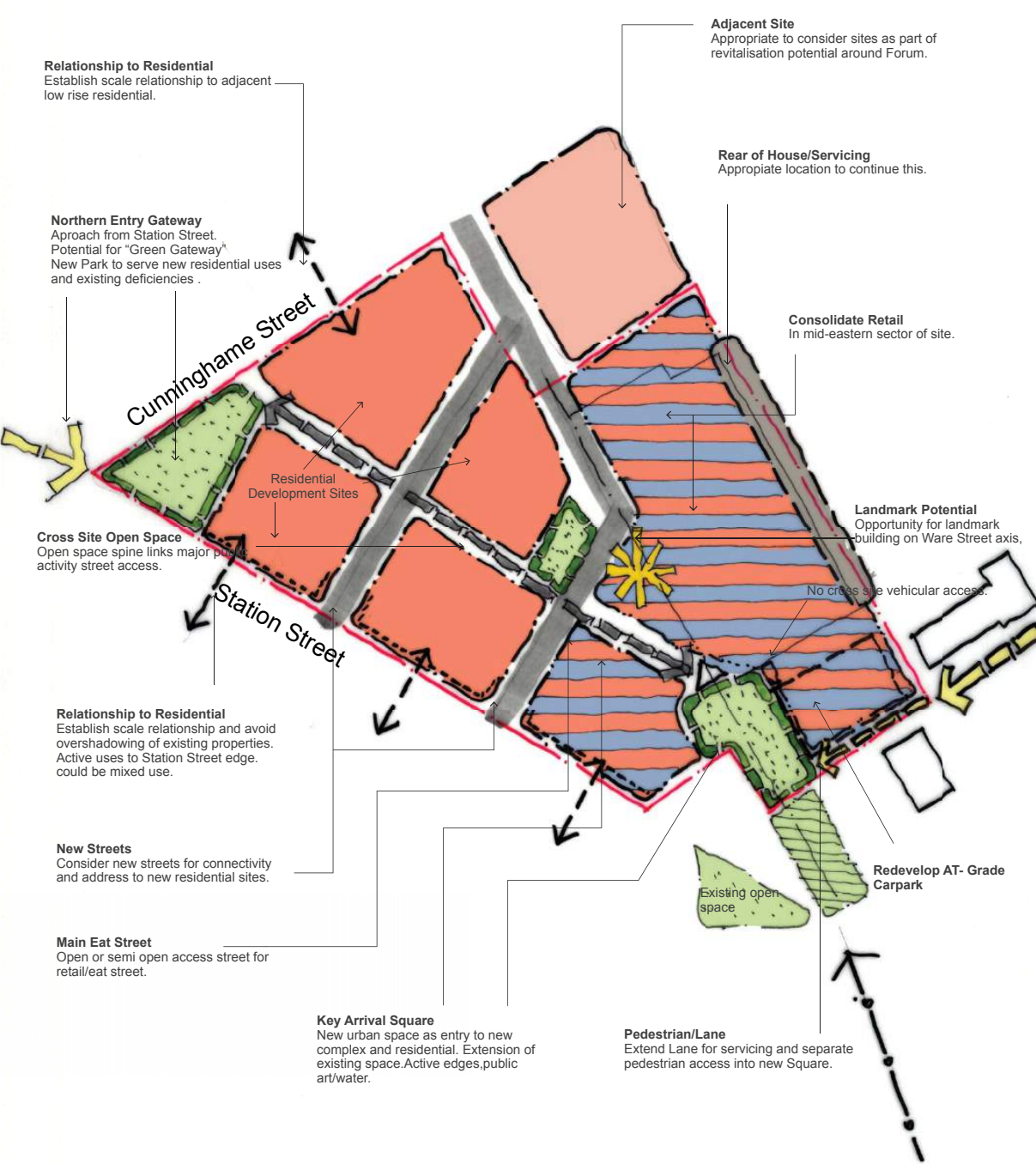
Site Identification



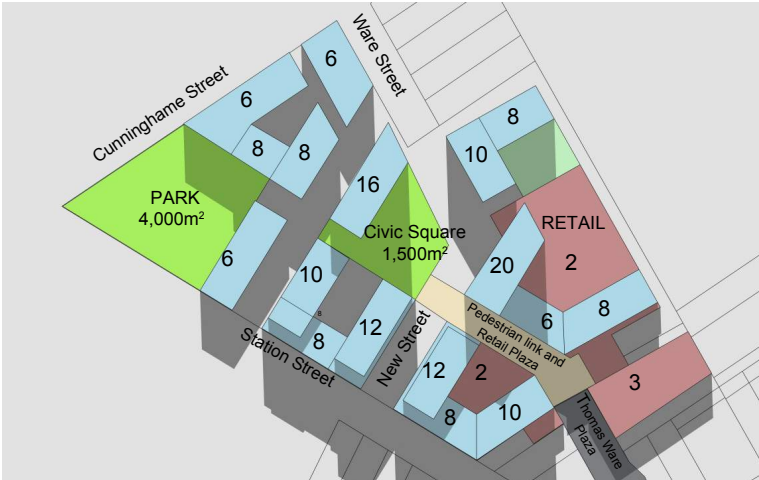
Development objectives

- Create new street based retail/mixed use hub to the south eastern area of the site with residential uses to be provided at the north west of the site.
- Establish new pedestrian oriented shopping-retail-food streets.
- New public 'market square' to build on the existing Thomas Ware Plaza for outdoor dining/ children's play/ lunch use.
- Create a new public park on Cunninghame Street in the north or north west corner of the site to serve existing and new residential areas.
- Extend the Ware Street spine through the site as a central focus for new development. The spine should connect to residential areas north of Cunninghame Street.
- Improve site permeability by creating new public streets and/or pedestrian links connect Station Street to Ware Street.
- Manage building height along Station Street to avoid overshadowing impacts to southern residential areas.
- Placement of taller to ensure adequate solar access on the site on key public places and surrounding land uses.
- Reduce building heights to Cunninghame Street as transition to low rise residential areas to the north.
- Provide active uses to front Station Street, which may include SOHO'S or Residential apartments.

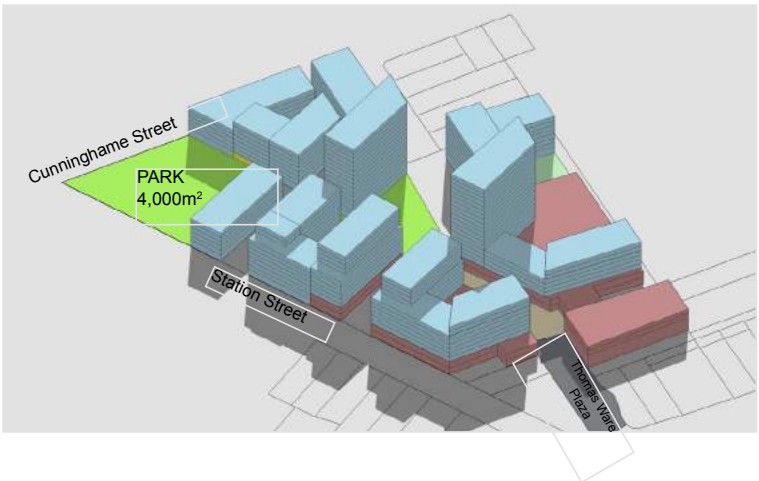
Fairfield Forum Development Opportunities Plan



Fairfield Forum Height Plan



Intended Built form Outcome



Site 1 - Fairfield Forum		
<p>Fairfield Forum Development Opportunities Plan</p> <ul style="list-style-type: none"> Development on the Fairfield Forum site should generally be in accordance with the shall be in accordance with the Fairfield Forum Development Opportunities Plan. Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Fairfield Forum Development Opportunities Plan. <p>Fairfield Forum Height Plan</p> <ul style="list-style-type: none"> Development on the Fairfield Forum site should generally be in accordance with the Fairfield Forum Height Plan. Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Fairfield Forum Development Opportunities Plan. <p>Setbacks</p> <p>Station Street Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>Cunninghame Street Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>New Street/ Ware Street Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>Corner sites Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.</p> <p>Adjoining Property As per SEPP 65.</p> <p>Land Use</p> <ul style="list-style-type: none"> Focus retail uses towards the south west portion of the site to build upon the existing Ware Street retail spine and Thomas Ware Plaza. Residential only uses should generally be provided at the north western portion of the site where a transition to adjacent residential uses is appropriate. 	<p>Streetscape and Building Design</p> <ul style="list-style-type: none"> Buildings façades to be of a high quality and provide visual interest to the street and public realm. Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form. Active ground level frontages in the form of commercial, retail or other non residential uses should be focused towards streets and public places at the southern areas of the site to build upon the existing Ware Street retail areas. Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail. Provide continuous awnings for all development fronting key retail streets and links where appropriate. Awnings should be parallel to the pavement and be of metal construction. <p>Place Making</p> <ul style="list-style-type: none"> A new public open space in the form of a park consisting of mainly soft landscaping elements is to be provided adjacent to Cunninghame Street The space shall have a minimum area of 4,000m². A retail plaza is to be provided to connect with the Ware Street pedestrian spine. The plaza is to be a minimum area of 1,500m². <p>Vehicle Access and Car Parking</p> <ul style="list-style-type: none"> A New Street, accessible in perpetuity to both pedestrians and vehicles is to be provided between Station Street and Cumminghame Street. The road is to connect with the portion of Ware street at the north of the site. An open air pedestrian connection is to be provided between Thomas Ware Plaza and the northern extents of the site. Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages. Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required. 	<p>Safety and Security</p> <ul style="list-style-type: none"> All proposed development on the Fairfield Forum site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of: <ul style="list-style-type: none"> » SURVEILLANCE: Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention. » ACCESS, MOVEMENT AND SIGHTLINES: Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security. » ACTIVITY: Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime. » OWNERSHIP: Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit. » MANAGEMENT AND MAINTENANCE: Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site 2: Neeta City

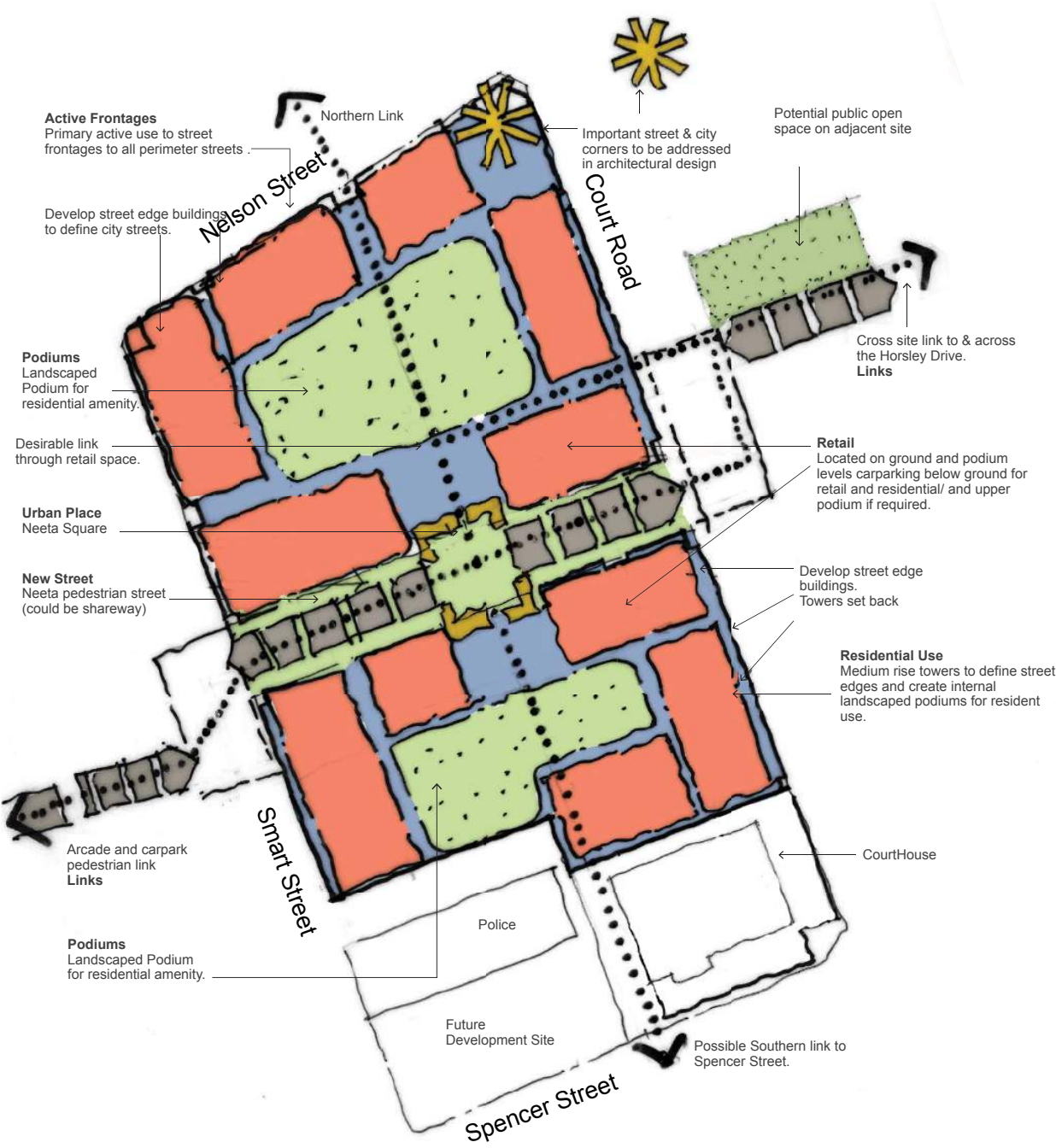
Site Identification



Development objectives

- Facilitate a vibrant new mixed use development to include a range of residential opportunities, which may potentially include seniors and affordable housing.
- Provide a podium level and street based retail podium to define and activate city streets with residential uses in low rise and higher buildings above.
- Improve connectivity to both north/south and east/west axes introducing a finer grain of pedestrian and vehicular links.
- Promote a renewed emphasis on street based retail to appropriately balance internalised big box shopping mall elements.
- Create a new public space as a ‘Market Square’ located centrally or adjacent to Smart Street to provide an attraction that will enliven the public domain.

Neeta City Development Opportunities Plan



Neeta City Height Plan



Intended Built form Outcome



Site 2: Neeta City

Neeta City Development Opportunities Plan

- Development on the Neeta City site should generally be in accordance with the shall be in accordance with the Neeta City Development Opportunities Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Neeta City Development Opportunities Plan.

Neeta City Height Plan

- Development on the Neeta City site should generally be in accordance with the Neeta City Height Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Neeta City Development Opportunities Plan.

Setbacks

Smart Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Nelson Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Court Road

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Spencer Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

New Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Corner sites

Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.

Adjoining Property

As per SEPP 65.

Land Use

- No ground floor residential uses permitted.

Streetscape and Building Design

- Buildings façades to be of a high quality and provide visual interest to the street and public realm.
- Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form.
- Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link or public place.
- Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail.
- Provide continuous awnings for all development fronting key retail streets and links where appropriate.
- Awnings should be parallel to the pavement and be of metal construction.

Place Making

- A new public open space in the form of a civic square is to be provided on the site. The space shall have a minimum area of 1,200m².
- The civic square may be located central to the site or adjacent to Smart Street.
- A new east west pedestrian link is to be provided between Smart Street and Court Road. The link is to be open air and shall remain open to the public in perpetuity.

Vehicle Access and Car Parking

- The new east west pedestrian link may may be accessible to vehicles as a slow traffic pedestrian ‘share street’.
- Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages.
- Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required.

Safety and Security

- All proposed development on the Neeta City site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of:
 - » **SURVEILLANCE:** Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention.
 - » **ACCESS, MOVEMENT AND SIGHTLINES:** Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security.
 - » **ACTIVITY:** Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime.
 - » **OWNERSHIP:** Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit.
 - » **MANAGEMENT AND MAINTENANCE:** Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site 3/ 4: Aldi and McDonald's

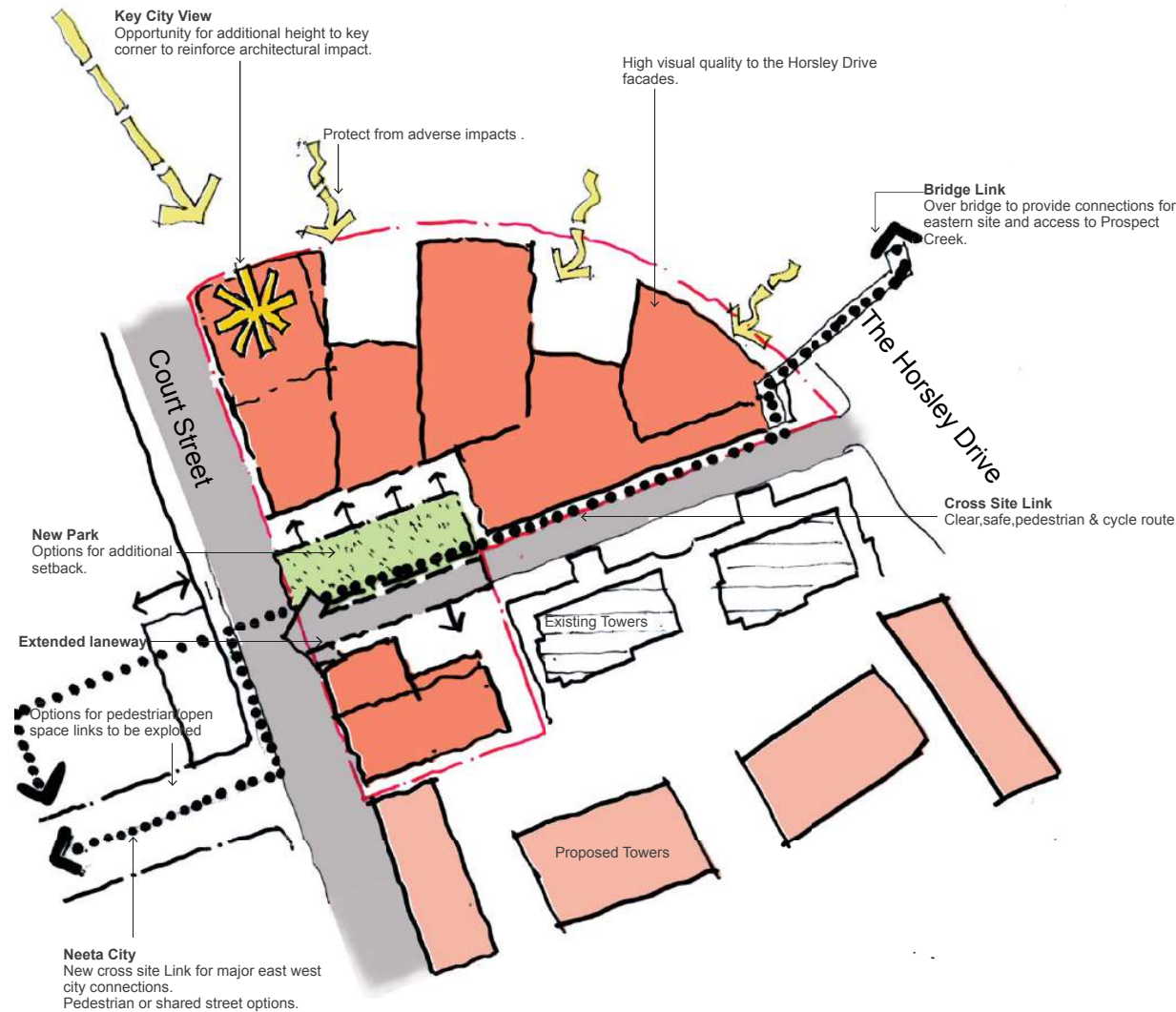
Site Identification



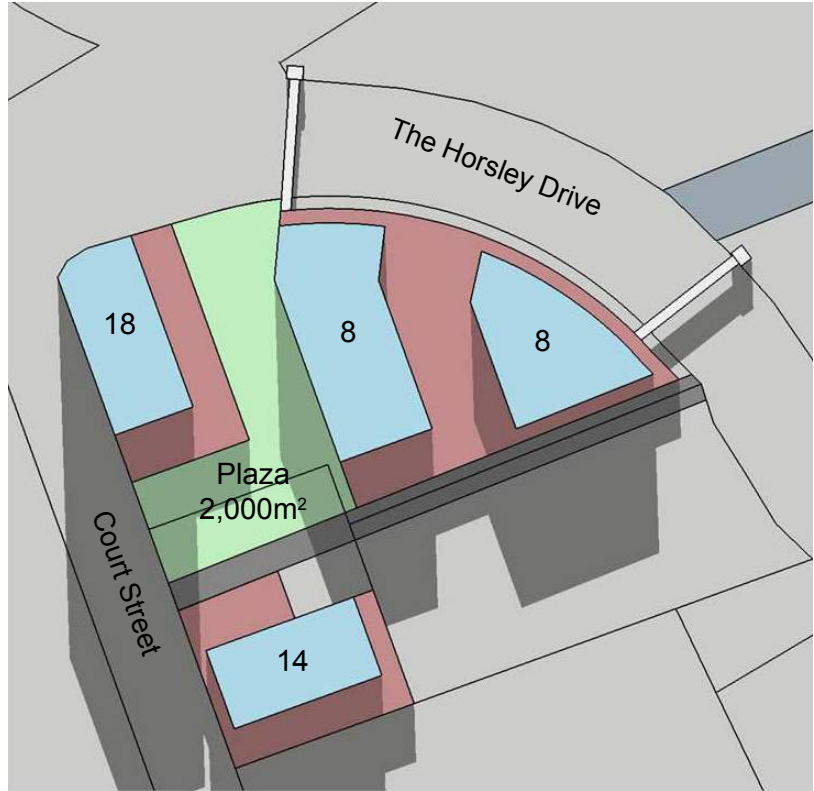
Development objectives

- Enhance the prominence of the gateway site at the intersection of The Horsley Drive and Court Road through architectural character and scale.
- Establish a laneway connection between The Horsley Drive and Court Road in conjunction with the future development of the McDonald's Site.
- Include commercial/ retail uses that are compatible with the site's peripheral and high traffic noise location.

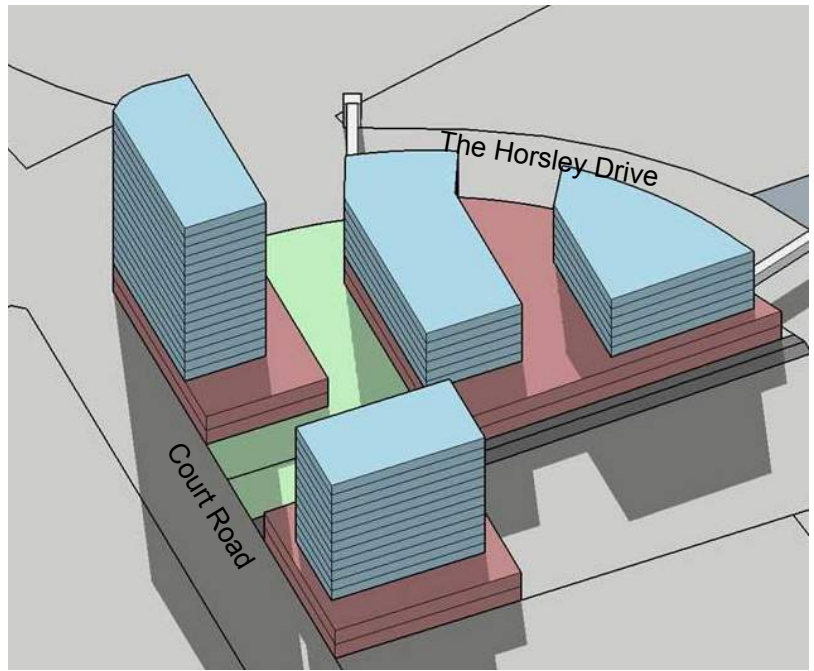
Aldi and McDonald's Development Opportunities Plan



Aldi and McDonald's Height Plan



Intended Built form Outcome



Site 3/ 4: Aldi and McDonald’s		
<p>Aldi and McDonald’s Development Opportunities Plan</p> <ul style="list-style-type: none"> Development on the Aldi and McDonald’s sites should generally be in accordance with the shall be in accordance with the Aldi and McDonald’s Development Opportunities Plan. Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Aldi and McDonald’s Development Opportunities Plan. <p>Aldi and McDonald’s Height Plan</p> <ul style="list-style-type: none"> Development on the Aldi and McDonald’s sites should generally be in accordance with the Aldi and McDonald’s Height Plan. Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Aldi and McDonald’s Development Opportunities Plan. <p>Setbacks</p> <p>Court Road Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>The Horsley Drive 3.5m up to 3 levels. An additional 3 metre setback required for all floors above 3 levels.</p> <p>Nelson Street Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>Laneway As per SEPP 65.</p> <p>Corner sites Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.</p> <p>Adjoining Property As per SEPP 65.</p>	<p>Land Use</p> <ul style="list-style-type: none"> No ground floor residential uses permitted. <p>Streetscape and Building Design</p> <ul style="list-style-type: none"> Buildings façades to be of a high quality and provide visual interest to the street and public realm. Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form. Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link or public place. Active uses are not required to the laneway link between The Horsley Drive and Court Road. Upper level uses should overlook the laneway for passive surveillance. Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail. Provide continuous awnings for all development fronting key retail streets and links where appropriate. Awnings should be parallel to the pavement and be of metal construction. <p>Place Making</p> <ul style="list-style-type: none"> A new public open space in the form of a civic square is to be provided on the site. The space shall have a minimum area of 2,000m². The location and design of the civic square should consider the location of the future east west link through the Neeta City site. Consideration is to be made for a potential above ground pedestrian link between the Aldi site and George Western Foods site (Key Site 5). Whilst provision of that link is not a requirement for the Aldi site, consideration should be given to making allowance for connection into the Aldi site. <p>Vehicle Access and Car Parking</p> <ul style="list-style-type: none"> Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages. Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required. 	<p>Safety and Security</p> <ul style="list-style-type: none"> All proposed development on the Aldi and McDonald’s sites should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of: <ul style="list-style-type: none"> » SURVEILLANCE: Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention. » ACCESS, MOVEMENT AND SIGHTLINES: Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security. » ACTIVITY: Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime. » OWNERSHIP: Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit. » MANAGEMENT AND MAINTENANCE: Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site 5: George Weston Foods

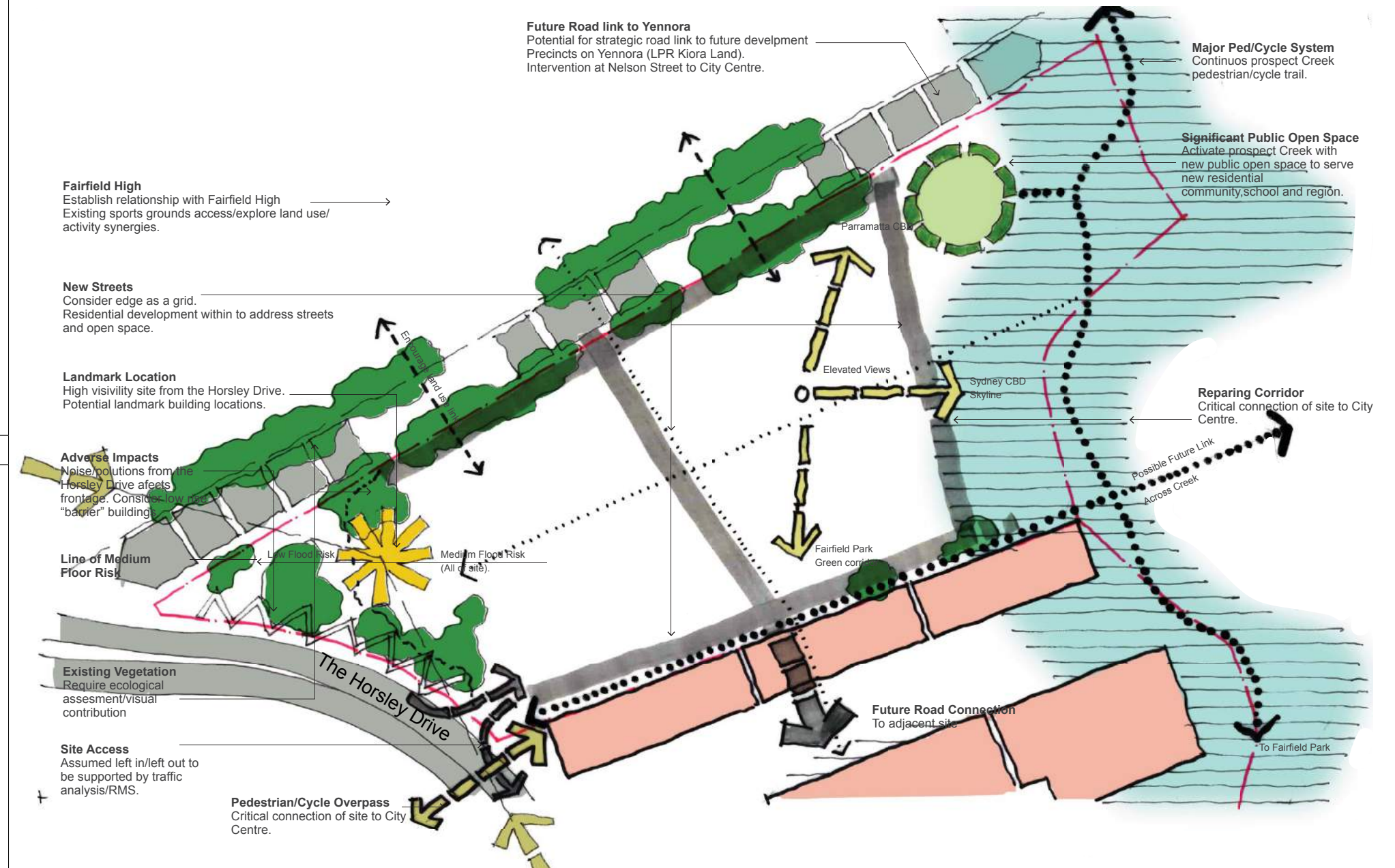
Site Identification



Development objectives

- Consider future connections to Yennora as wider strategic link to future development of ALCOA site adjacent to northern boundary of site.
- Improve public domain access to Prospect Creek corridor.
- Establish a new perimeter access road system within the site.
- Allow for road and pedestrian/cycle connections to adjacent sites.
- Minimise potential overshadowing of southern adjacent site.
- Provide overhead connections to an overhead pedestrian bridge from ALDI site.
- Locate taller buildings towards The Horsley Drive away from the Creek corridor.
- Respond appropriately to negative impacts of the Horsley Drive corridor (i.e. noise) through appropriate design and site planning.
- Establish an appropriate interface with Fairfield High School.
- Include new open space elements both within the site and adjacent to the Prospect Creek corridor.
- Develop a WSUD / stormwater strategy that integrates with open space elements within the site.

George Weston Foods Development Opportunities Plan



George Weston Foods Development Opportunities Plan

- Development on the George Weston Foods site should generally be in accordance with the shall be in accordance with the Nelson Street Car Park Development Opportunities Plan.

Site 6: Ranglen

Site Identification



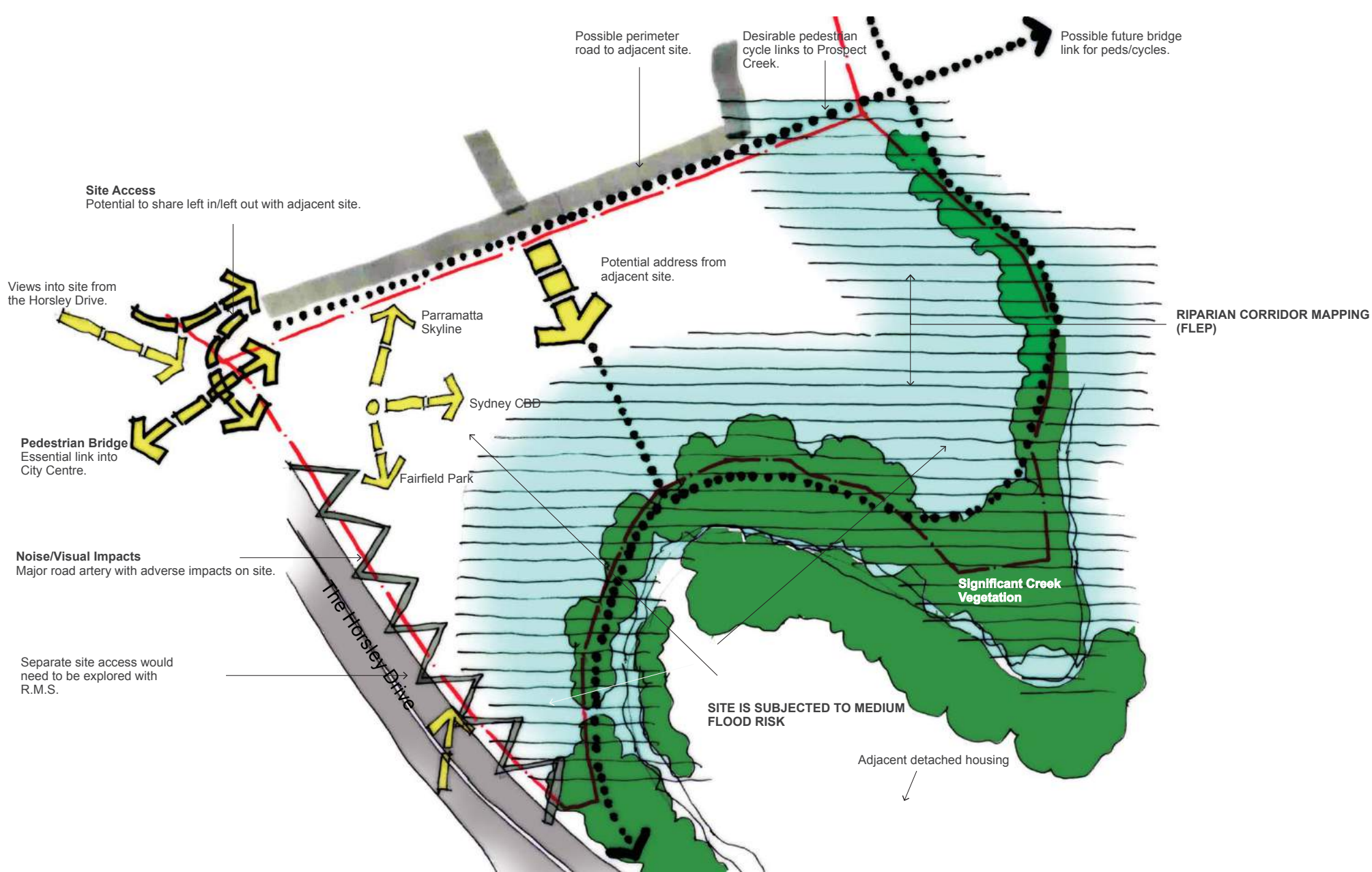
Development objectives

- Improve public domain access to Prospect Creek corridor.
- Integrate road systems with adjacent 'George Weston Foods' site.
- Allow for road and pedestrian/cycle connections to adjacent sites.
- Provide overhead connections to an overhead pedestrian bridge from ALDI site.
- Locate taller buildings towards The Horsley Drive away from the Creek corridor.
- Respond appropriately to negative impacts of the Horsley Drive corridor (i.e. noise) through appropriate design and site planning.
- Include new open space elements adjacent to the Prospect Creek corridor.
- Develop a WSUD / stormwater strategy that integrates with open space elements within the site.

Ranglen Development Opportunities Plan

- Development on the Ranglen site should generally be in accordance with the shall be in accordance with the Nelson Street Car Park Development Opportunities Plan.

Ranglen Development Opportunities Plan



Site 7: Cambridge Tavern

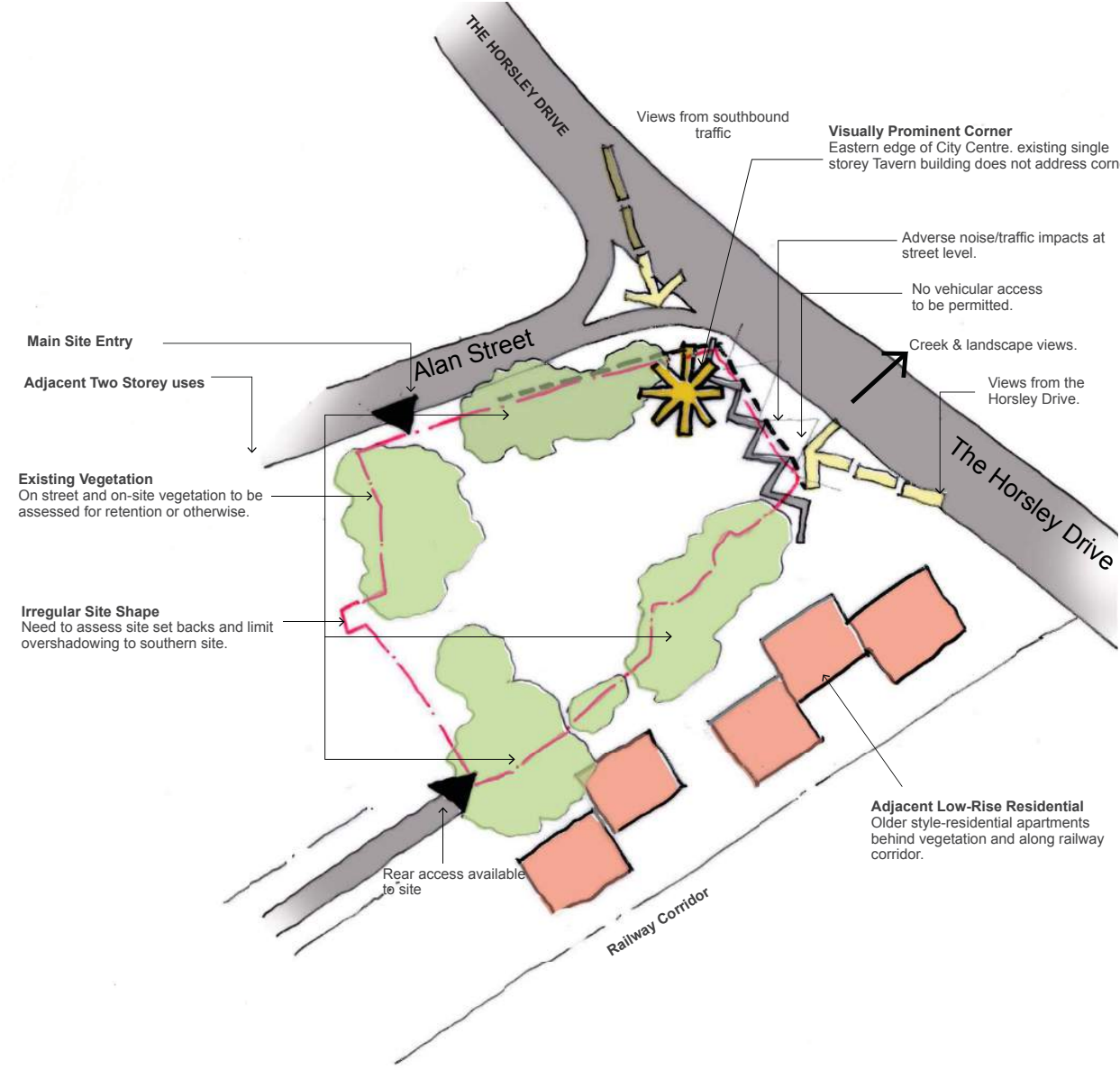
Site Identification



Development objectives

- Build to reinforce street corner and respond to reinforce the site's prominent location by design.
- Podium form and design character to mitigate impacts do noise from The Horsley Drive.
- Avoid overshadowing impacts on adjacent residential development to the south.
- Provide active frontage to the Horsley Drive and Alan Street.
- Vehicle access from Alan Street (west end of site) and rear lot.

Cambridge Tavern Development Opportunities Plan



Cambridge Tavern Height Plan



Intended Built form Outcome



Site 7: Cambridge Tavern		
<p>Cambridge Tavern Development Opportunities Plan</p> <ul style="list-style-type: none"> Development on the Cambridge Tavern site should generally be in accordance with the shall be in accordance with the Cambridge Tavern Development Opportunities Plan. Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Cambridge Tavern Development Opportunities Plan. <p>Cambridge Tavern Height Plan</p> <ul style="list-style-type: none"> Development on the Cambridge Tavern site should generally be in accordance with the Cambridge Tavern Height Plan. Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Cambridge Tavern Development Opportunities Plan. <p>Setbacks</p> <p>Alan Street Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>The Horsley Drive Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>Laneway As per SEPP 65.</p> <p>Corner sites Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.</p> <p>Adjoining Property As per SEPP 65.</p>	<p>Land Use</p> <ul style="list-style-type: none"> No ground floor residential uses permitted. <p>Streetscape and Building Design</p> <ul style="list-style-type: none"> Buildings façades to be of a high quality and provide visual interest to the street and public realm. Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form. Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link or public place. Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail. Provide continuous awnings for all development fronting key retail streets and links where appropriate. Awnings should be parallel to the pavement and be of metal construction. <p>Place Making</p> <ul style="list-style-type: none"> A high quality architectural presentation is essential in this Fairfield City Centre gateway location. Any future development is to consider the relationship with adjacent pedestrian networks with a view to creating an enjoyable pedestrian experience. <p>Vehicle Access and Car Parking</p> <ul style="list-style-type: none"> Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages. Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required. Vehicle access is not permitted to The Horsley Drive. Where possible, Vehicle access should be from The Crescent at the rear of the site (subject to outcomes of a traffic study). 	<p>Safety and Security</p> <ul style="list-style-type: none"> All proposed development on the Cambridge Tavern site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of: <ul style="list-style-type: none"> » SURVEILLANCE: Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention. » ACCESS, MOVEMENT AND SIGHTLINES: Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security. » ACTIVITY: Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime. » OWNERSHIP: Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit. » MANAGEMENT AND MAINTENANCE: Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site Identification

RSL Development Opportunities Plan

RSL Height Plan



Development objectives

- Reinforce street edges with perimeter block building form, with a central podium landscape courtyard.
- Provide active uses to street ground floor frontages where appropriate, especially along Dale Street.
- New public places that provide stepping stones from the Fairfield Railway Station to Fairfield Park.
- Ensure efficient use of car park site to increase housing in close proximity to train station.

Intended Built form Outcome



Site 8: RSL

RSL Development Opportunities Plan

- Development on the RSL site should generally be in accordance with the shall be in accordance with the RSL Development Opportunities Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the RSL Development Opportunities Plan.

RSL Height Plan

- Development on the RSL site should generally be in accordance with the RSL Height Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the RSL Development Opportunities Plan.

Setbacks

Dale Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Vine Street

3 metres up to 3 levels to accommodate a green street edge. 6 metres setback for all levels above 3 levels.

Anzac Avenue

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Laneway

As per SEPP 65.

Corner sites

Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.

Adjoining Property

As per SEPP 65.

Land Use

- No ground floor residential uses permitted north of Bertha Street.

Streetscape and Building Design

- Buildings façades to be of a high quality and provide visual interest to the street and public realm.
- Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form.
- Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link or public place.
- Active uses are not required to the laneway link between The Horsley Drive and Court Road. Upper level uses should overlook the laneway for passive surveillance.
- Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail.
- Provide continuous awnings for all development fronting key retail streets and links where appropriate.
- Awnings should be parallel to the pavement and be of metal construction.

Place Making

- A new public open space in the form of a civic square is to be provided on the corner of Dale Street and Anzac Avenue. The space shall have a minimum area of 350m².
- A new public open space in the form of a civic square is to be provided on the corner of Dale Street and Anzac Avenue. The space shall have a minimum area of 1,500m².
- Setbacks to Vine Street are to be landscaped to create a pedestrian boulevard feel. Landscape is to include high quality paving treatments and tree planting.


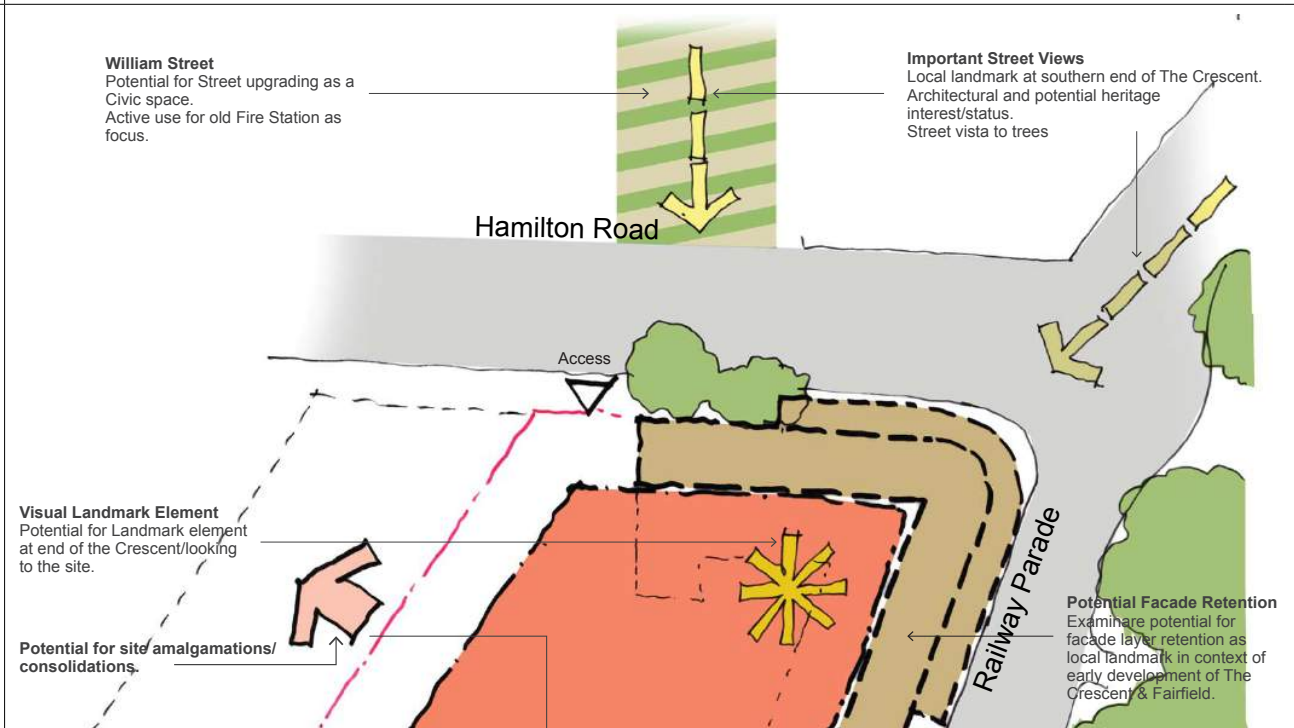
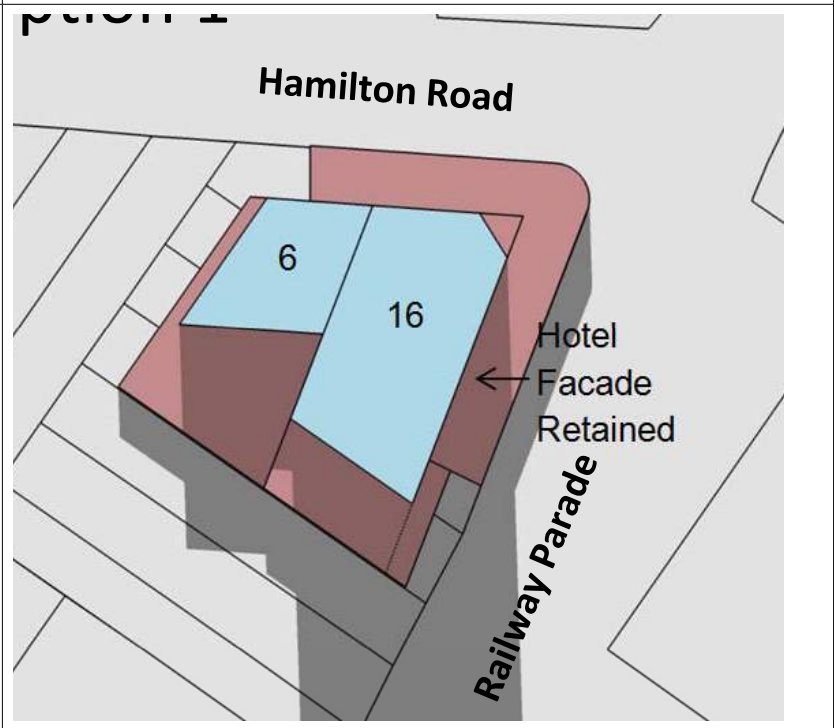
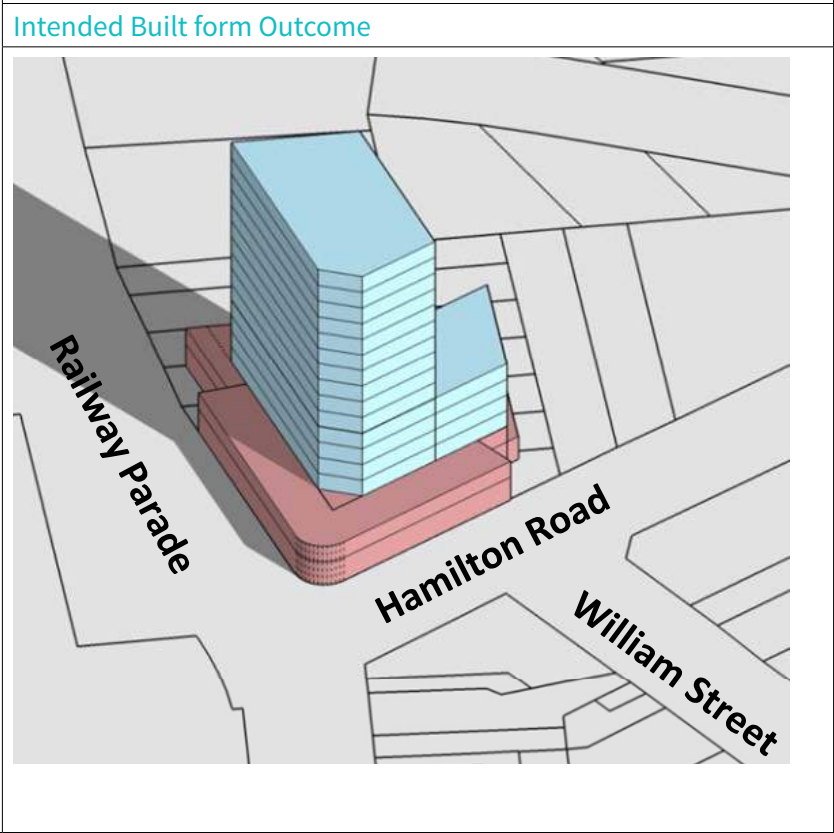
Vehicle Access and Car Parking

- Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages.
- Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required.
- Vehicle access is not to be obtained directly from Lawson Street.

Safety and Security

- All proposed development on the RSL site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of:
 - » **SURVEILLANCE:** Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention.
 - » **ACCESS, MOVEMENT AND SIGHTLINES:** Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security.
 - » **ACTIVITY:** Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime.
 - » **OWNERSHIP:** Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit.
 - » **MANAGEMENT AND MAINTENANCE:** Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

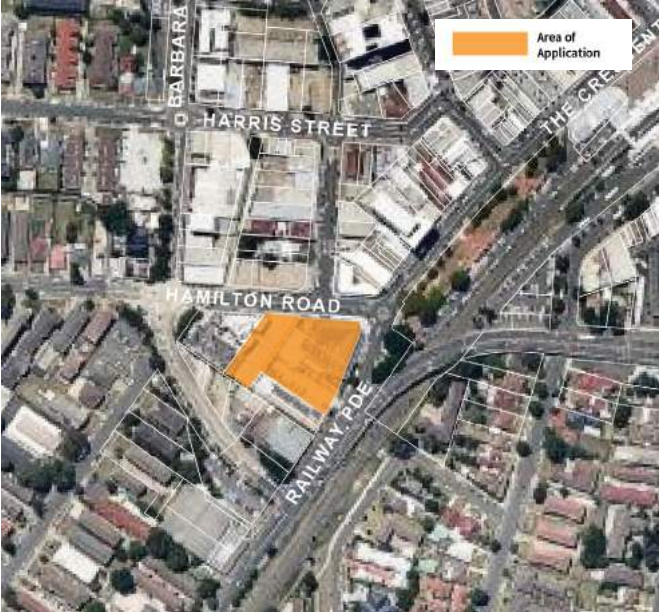
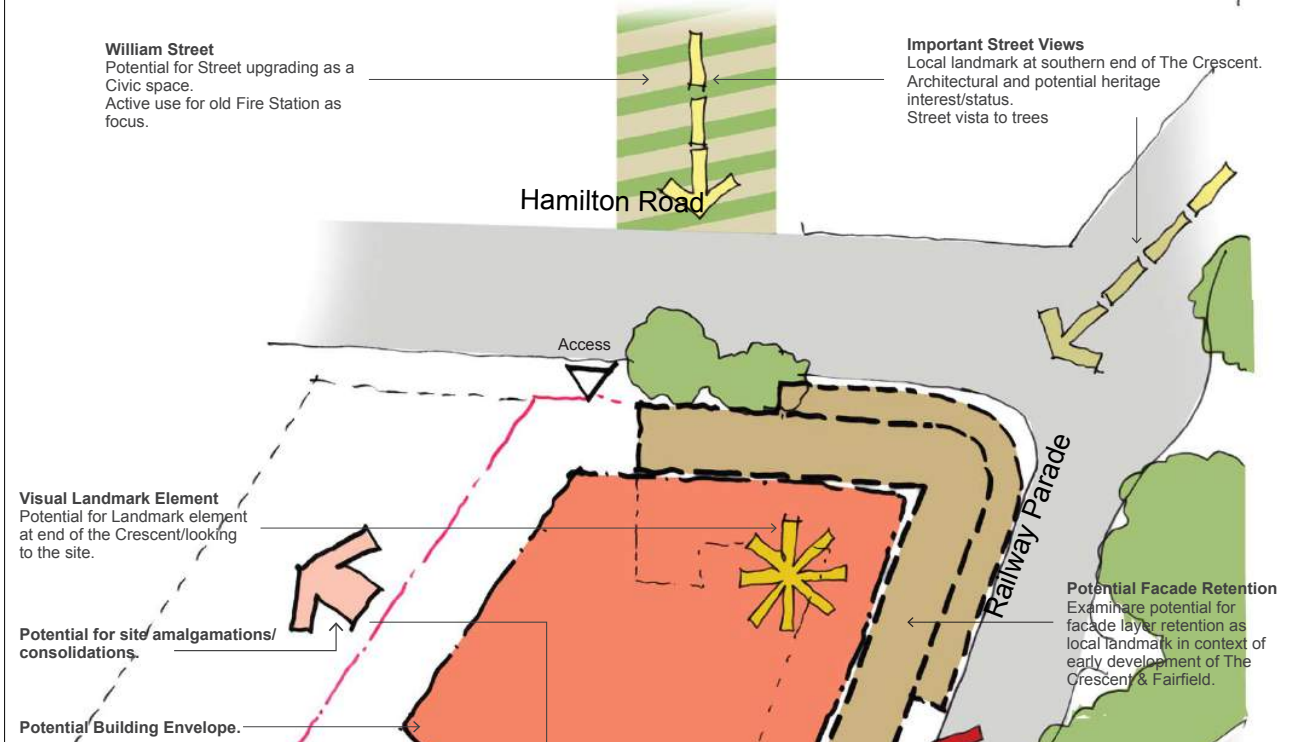
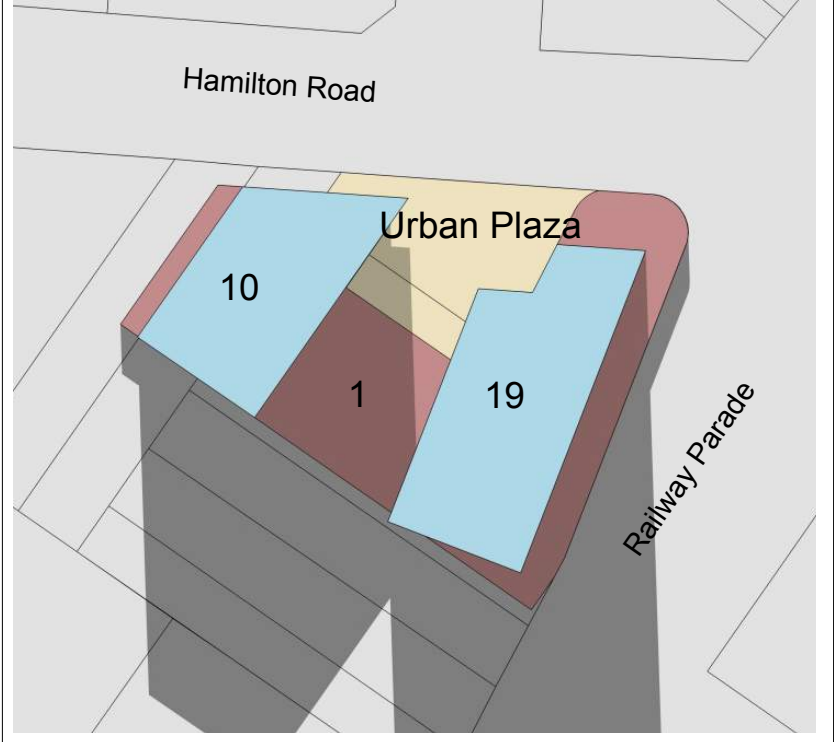
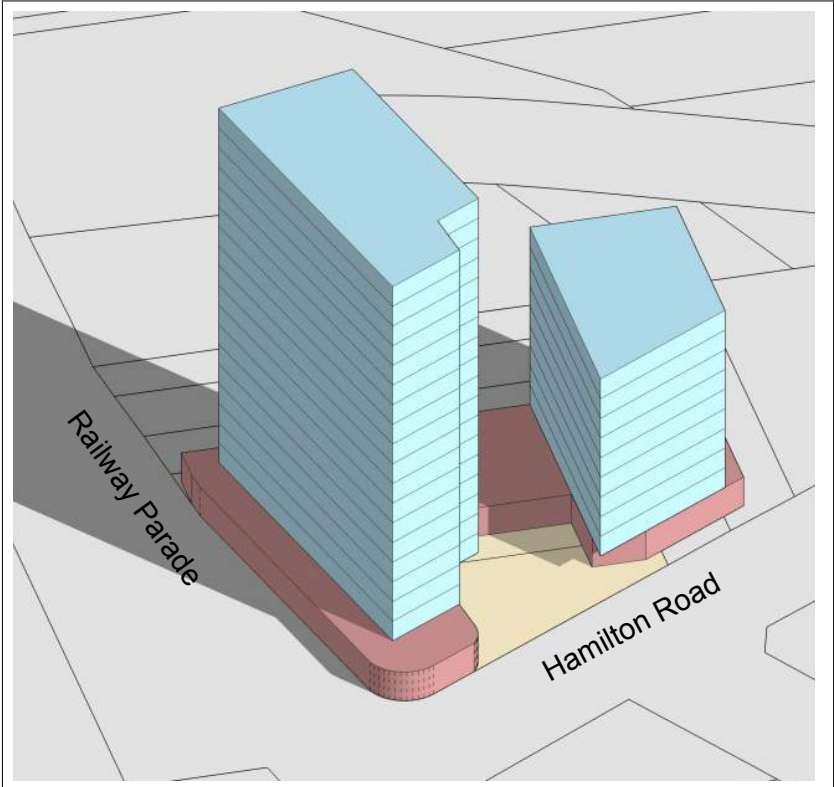
Site 9: Fairfield Hotel - Option 1 (Hotel only) 11-13 Railway Parade

Site Identification	Fairfield Hotel Development Opportunities Plan	Fairfield Hotel Height Plan
		
<p>Development objectives</p> <ul style="list-style-type: none">• Strong consideration for the original facade in terms of retention or reinterpretation.• Reinforce relationship between the building and adjacent streets (Railway Parade; Hamilton Road).• High quality design commensurate with the site's landmark location.• Consideration for the architectural and place relationship at the termination of the William Street (heritage streetscape) vista.		

Site 9: Fairfield Hotel Option 1 (Hotel only) 11-13 Railway Parade

<p>Fairfield Hotel Development Opportunities Plan</p> <ul style="list-style-type: none">• Development on the Fairfield Hotel site should generally be in accordance with the shall be in accordance with the Fairfield Hotel Development Opportunities Plan.• Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Fairfield Hotel Development Opportunities Plan. <p>Fairfield Hotel Height Plan</p> <ul style="list-style-type: none">• Development on the Fairfield Hotel site should generally be in accordance with the Fairfield Hotel Height Plan.• Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Fairfield Hotel Development Opportunities Plan. <p>Setbacks</p> <p>Hamilton Road Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>Railway Parade Nil up to 3 levels. 3 metres setback for all levels above 3 levels.</p> <p>Corner sites Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.</p> <p>Adjoining Property As per SEPP 65.</p>	<p>Land Use</p> <ul style="list-style-type: none">• No ground floor residential uses permitted. <p>Streetscape and Building Design</p> <ul style="list-style-type: none">• Retention of the Fairfield Hotel facade ‘first cell’ is strongly encouraged as a key character element of the streetscape.• Buildings façades to be of a high quality and provide visual interest to the street and public realm.• Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form.• Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link or public place.• Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail.• Provide continuous awnings for all development fronting key retail streets and links where appropriate.• Awnings should be parallel to the pavement and be of metal construction. <p>Place Making</p> <ul style="list-style-type: none">• A high quality streetscape is to be provided, particularly at ground level. Buildings are to provide opportunities for meaningful interaction between the building and the adjacent footpath. <p>Vehicle Access and Car Parking</p> <ul style="list-style-type: none">• Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages.• Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required.	<p>Safety and Security</p> <ul style="list-style-type: none">• All proposed development on the Fairfield Hotel site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of:<ul style="list-style-type: none">» SURVEILLANCE: Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention.» ACCESS, MOVEMENT AND SIGHTLINES: Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security.» ACTIVITY: Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime.» OWNERSHIP: Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit.» MANAGEMENT AND MAINTENANCE: Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.
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Site 9: Fairfield Hotel Option 2 (Hotel and Council site) 11-13 Railway Parade, 1-3 Hamilton Road

Site Identification	Fairfield Hotel Development Opportunities Plan	Fairfield Hotel Height Plan
		
<p>Development objectives</p> <ul style="list-style-type: none">• Strong consideration for the original facade in terms of retention or reinterpretation.• Reinforce relationship between the building and adjacent streets (Railway Parade; Hamilton Road).• High quality design commensurate with the site's landmark location.• Consideration for the architectural and place relationship at the termination of the William Street (heritage streetscape) vista.		

Site 9: Fairfield Hotel Option 2 (Hotel and Council site) 11-13 Railway Parade, 1-3 Hamilton Road)

Fairfield Hotel Development Opportunities Plan

- Development on the Fairfield Hotel site should generally be in accordance with the shall be in accordance with the Fairfield Hotel Development Opportunities Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Fairfield Hotel Development Opportunities Plan.

Fairfield Hotel Height Plan

- Development on the Fairfield Hotel site should generally be in accordance with the Fairfield Hotel Height Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Fairfield Hotel Development Opportunities Plan.

Setbacks

Hamilton Road

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Railway Parade

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Corner sites

Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.

Adjoining Property

As per SEPP 65.

Land Use

- No ground floor residential uses permitted.

Streetscape and Building Design

- Retention of the Fairfield Hotel facade ‘first cell’ is strongly encouraged as a key character element of the streetscape.
- Buildings façades to be of a high quality and provide visual interest to the street and public realm.
- Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form.
- Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link or public place.
- Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail.
- Provide continuous awnings for all development fronting key retail streets and links where appropriate.
- Awnings should be parallel to the pavement and be of metal construction.

Place Making

- Should retention of the Fairfield Hotel façade not be possible and amalgamation of the Fairfield Hotel site with the adjacent site to the north occurs, a new public open space in the form of a civic square is to be provided on the site. The space should have a minimum area of 350m².
- Where proposed, the plaza should be located to align with the William Street vista.
- A high quality streetscape is to be provided, particularly at ground level. Buildings are to provide opportunities for meaningful interaction between the building and the adjacent footpath.

Vehicle Access and Car Parking

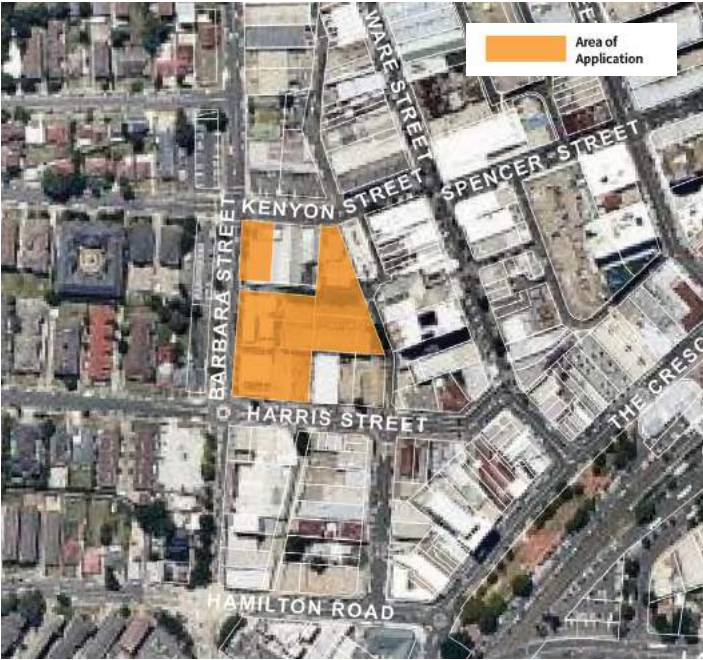
- Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages.
- Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required.

Safety and Security

- All proposed development on the Fairfield Hotel site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of:
 - » **SURVEILLANCE:** Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention.
 - » **ACCESS, MOVEMENT AND SIGHTLINES:** Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security.
 - » **ACTIVITY:** Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime.
 - » **OWNERSHIP:** Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit.
 - » **MANAGEMENT AND MAINTENANCE:** Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site 10: Civic Precinct - Option 1 Short Term

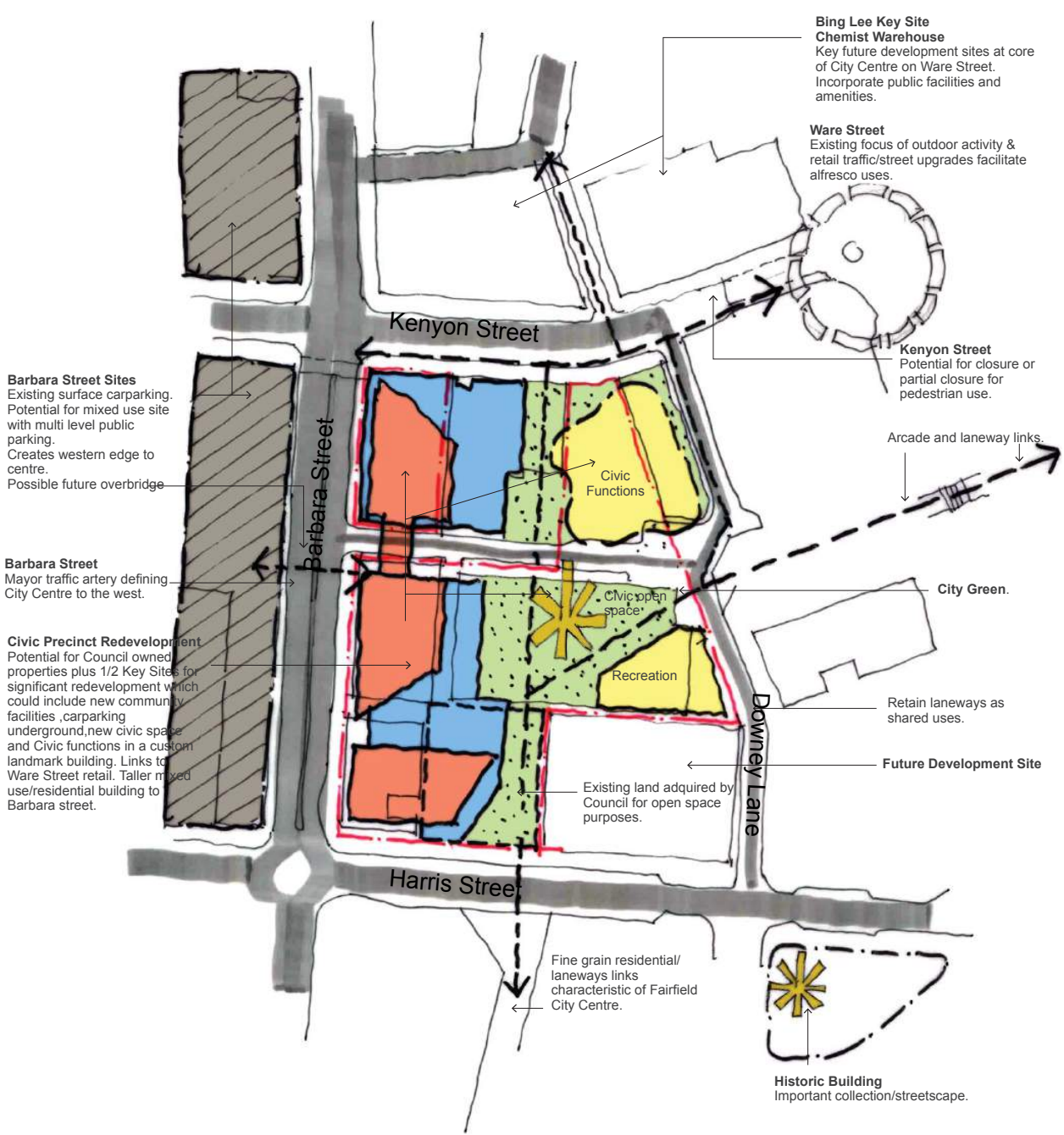
Site Identification



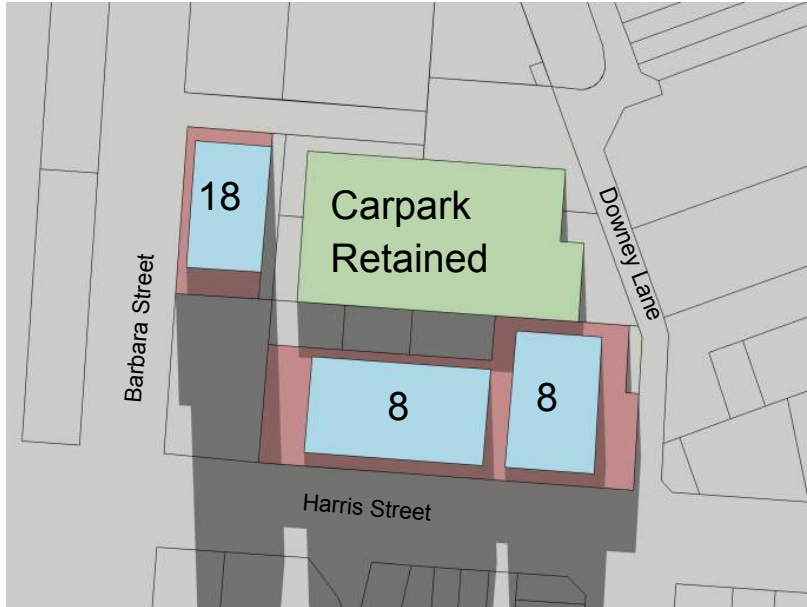
Development objectives

- Enhance the use of the site for civic uses and activities.
- Establish new public open space opportunities on the site.
- Ensure the efficient use of the site for a mix of uses.

Civic Precinct Development Opportunities Plan



Civic Precinct Height Plan



Intended Built form Outcome



Site 10: Civic Precinct - Option 1 Short Term

Civic Precinct Development Opportunities Plan

- Development on the Civic Precinct site should generally be in accordance with the shall be in accordance with the Civic Precinct site Development Opportunities Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Civic Precinct site Development Opportunities Plan.

Civic Precinct Height Plan

- Development on the Civic Precinct site should generally be in accordance with the Civic Precinct Height Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Civic Precinct Development Opportunities Plan.

Setbacks

Court Road

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

The Horsley Drive

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Nelson Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Laneway

As per SEPP 65.

Corner sites

Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.

Adjoining Property

As per SEPP 65.

Land Use

- No ground floor residential uses permitted.

Streetscape and Building Design

- Buildings façades to be of a high quality and provide visual interest to the street and public realm.
- Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form.
- Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link , lane way or public place.
- Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail.
- Provide continuous awnings for all development fronting key retail streets and links where appropriate.
- Awnings should be parallel to the pavement and be of metal construction.

Place Making

- Where a development is located adjacent to Downey Lane, consideration should be given to providing non-residential uses at the ground floor to achieve activation where appropriate.

Vehicle Access and Car Parking

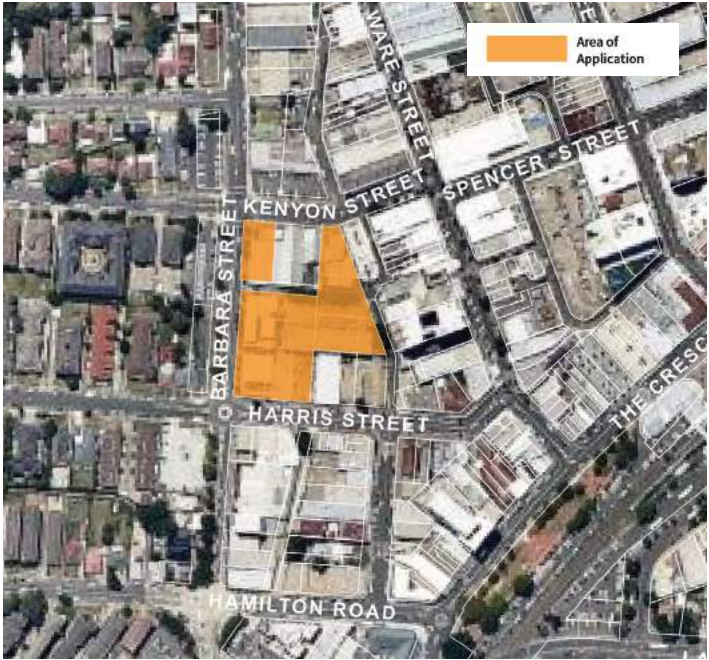
- Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages.
- Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required.
- Existing lane ways (i.e. Downey Lane) are to be retained and enhanced as pedestrian and vehicle share way links a part of any future development of adjacent land (subject to traffic impacts study).

Safety and Security

- All proposed development on the Civic Precinct site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of:
 - » **SURVEILLANCE:** Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention.
 - » **ACCESS, MOVEMENT AND SIGHTLINES:** Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security.
 - » **ACTIVITY:** Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime.
 - » **OWNERSHIP:** Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit.
 - » **MANAGEMENT AND MAINTENANCE:** Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site 10: Civic Precinct - Option 2 Long Term

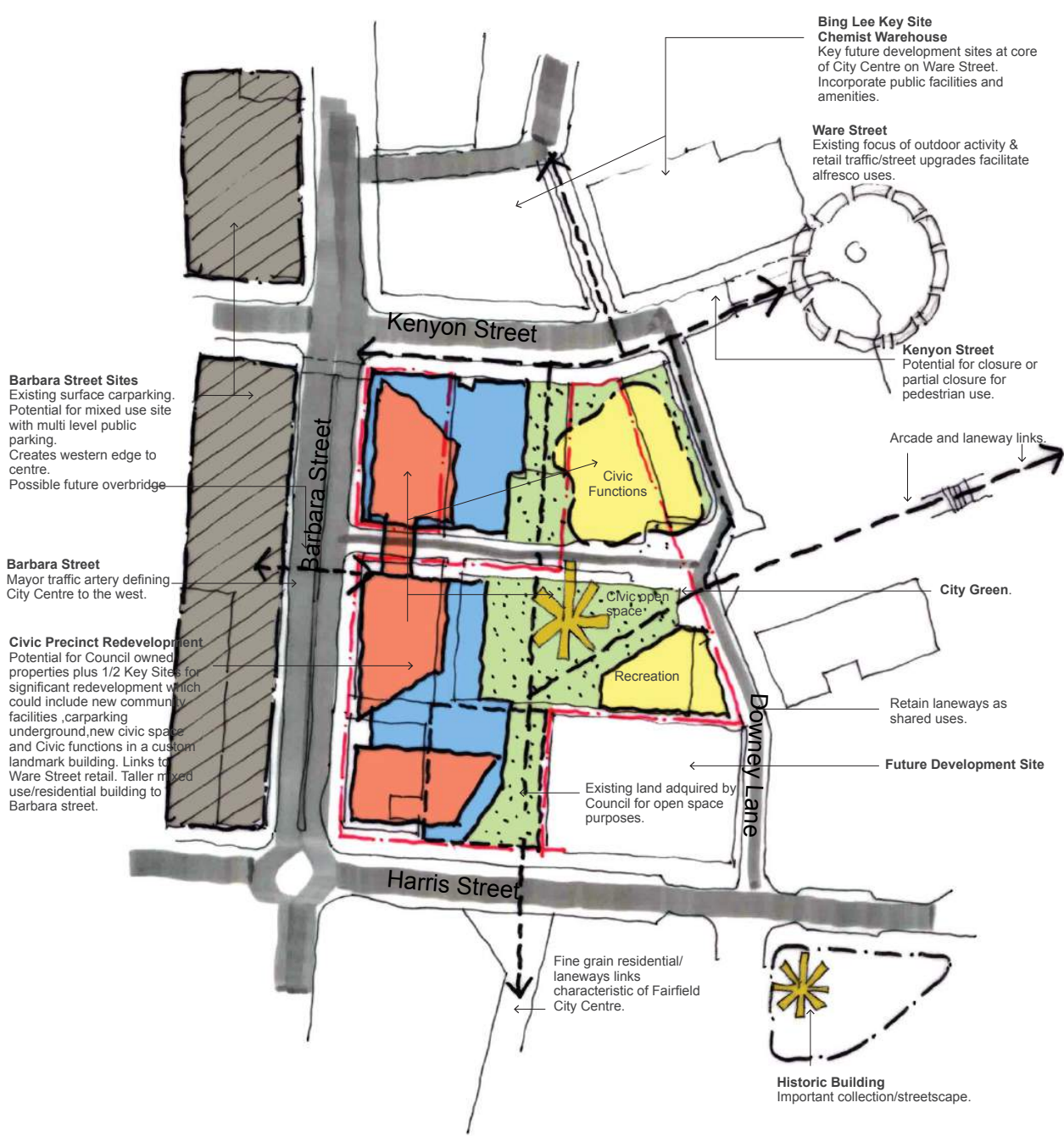
Site Identification



Development objectives

- Enhance the use of the site for civic uses and activities.
- Establish new public open space opportunities on the site.
- Ensure the efficient use of the site for a mix of uses.
- Provide a civic square on the site that is integrated with adjacent business and civic land uses.

Civic Precinct Development Opportunities Plan



Civic Precinct Height Plan



Intended Built form Outcome



Site 10: Civic Precinct - Option 2 Long Term

Civic Precinct Development Opportunities Plan

- Development on the Civic Precinct site should generally be in accordance with the shall be in accordance with the Civic Precinct site Development Opportunities Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Civic Precinct site Development Opportunities Plan.

Civic Precinct Height Plan

- Development on the Civic Precinct site should generally be in accordance with the Civic Precinct Height Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Civic Precinct Development Opportunities Plan.

Setbacks

Court Road

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

The Horsley Drive

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Nelson Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Laneway

As per SEPP 65.

Corner sites

Nil or reduced setbacks may be considered within the 20m of an adjacent street corner subject to design excellence and a high level of architectural articulation.

Adjoining Property

As per SEPP 65.

Land Use

- No ground floor residential uses permitted.

Streetscape and Building Design

- Buildings façades to be of a high quality and provide visual interest to the street and public realm.
- Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form.
- Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link , laneway or public place.
- Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail.
- Provide continuous awnings for all development fronting key retail streets and links where appropriate.
- Awnings should be parallel to the pavement and be of metal construction.

Place Making

- A new public open space in the form of a civic square is to be provided on the site. The space shall have a minimum area of 1,500m². Non residential uses should be provided to activate the edges of the space.
- Where a development is located adjacent to Downey Lane, consideration should be given to providing non-residential uses at the ground floor to achieve activation where appropriate.

Vehicle Access and Car Parking

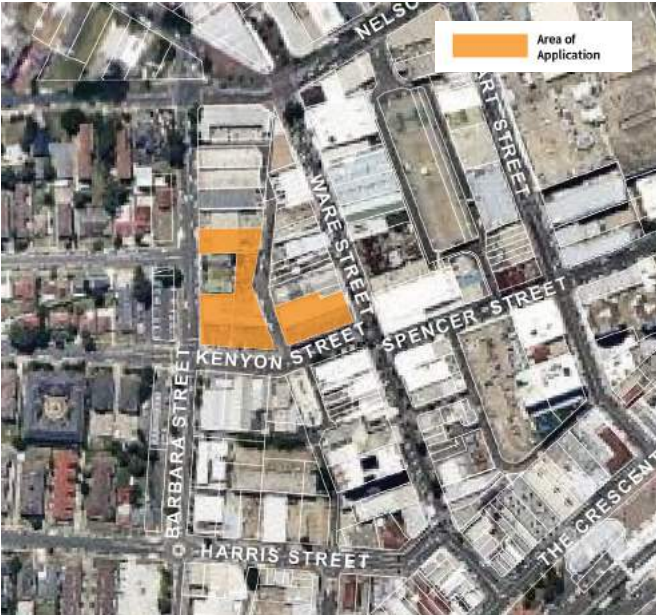
- Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages.
- Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required.
- Existing lane ways (i.e. Downey Lane) are to be retained and enhanced as pedestrian and vehicle share way links a part of any future development of adjacent land (subject to traffic impacts study).

Safety and Security

- All proposed development on the Civic Precinct site should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of:
 - » **SURVEILLANCE:** Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention.
 - » **ACCESS, MOVEMENT AND SIGHTLINES:** Provide safe movement, good connections and access. People feel more comfortable using public places that provide well defined routes and clear sightlines (day and night) so they can see and be seen. Entrances to buildings should be safe and accessible without compromising security.
 - » **ACTIVITY:** Maximise activity in public places. Balancing the needs of all users of streets and public places is vital so that people feel comfortable and safe. Encouraging walking increases activity, social interaction and surveillance in public places and reduces the risk of crime.
 - » **OWNERSHIP:** Clearly define private and public space responsibilities Clarifying ‘ownership’ of private and public space is important for improving public safety. Where the ‘ownership’ of an area is ambiguous, it is often ‘unclaimed’ and can become the focus of anti-social and criminal behaviour. It is important to encourage residents to take responsibility and pride in places they use and inhabit.
 - » **MANAGEMENT AND MAINTENANCE:** Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site 11/12: Chemist Warehouse/ Bing Lee

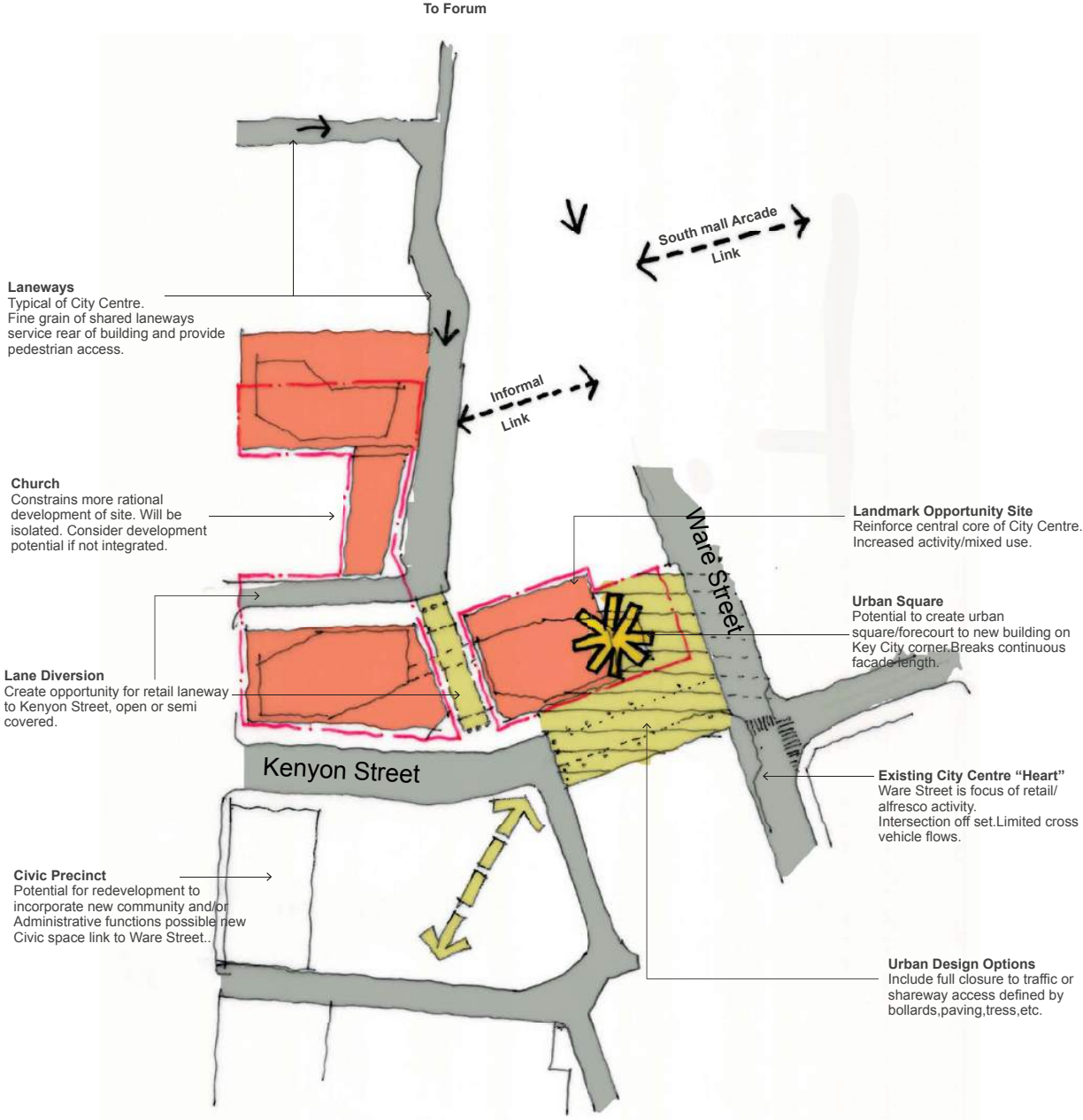
Site Identification



Development objectives

- Establish a landmark destination for Fairfield City Centre main street retail heart.
- Reinforce street edges with high quality architectural design.
- Establish new activated public plaza(s) as a vibrant destination within the retail heart.
- Reconfigure Kenyon Lane to enhance the pedestrian and public place qualities of Kenyon Street.

Chemist Warehouse/ Bing Lee Development Opportunities Plan



Chemist Warehouse/ Bing Lee Height Plan



Intended Built form Outcome



Site 11/12: Chemist Warehouse/ Bing Lee

Chemist Warehouse/ Bing Lee Development Opportunities Plan

- Development on the Chemist Warehouse/ Bing Lee sites should generally be in accordance with the shall be in accordance with the Chemist Warehouse/ Bing Lee Development Opportunities Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Chemist Warehouse/ Bing Lee Development Opportunities Plan.

Chemist Warehouse/ Bing Lee Height Plan

- Development on the Chemist Warehouse/ Bing Lee sites should generally be in accordance with the Chemist Warehouse/ Bing Lee Height Plan.
- Where variations to this plan are proposed, this will need to be supported by an urban design strategy that demonstrates design excellence. This strategy should include the intended public benefits provided for in the Chemist Warehouse/ Bing Lee Development Opportunities Plan.

Setbacks

Ware Street

10 metres up to 3 levels. 5 metres setback for all levels above 3 levels.

Kenyon Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Barbara Street

Nil up to 3 levels. 3 metres setback for all levels above 3 levels.

Laneway

As per SEPP 65.

Adjoining Property

As per SEPP 65.

Land Use

- No ground floor residential uses permitted.

Streetscape and Building Design

- Buildings façades to be of a high quality and provide visual interest to the street and public realm.
- Buildings are to be designed with a high level of architectural detail and articulation consisting of a variety of materials and form.
- Active ground level frontages in the form of commercial, retail or other non-residential uses should be provided on all ground level frontages facing a street, pedestrian link or public place.
- Active uses are not required to Kenyon Lane where the lane is uses for the purposes of vehicle access. Upper level uses should overlook the laneway for passive surveillance.
- Corner buildings are to be designed to reflect their prominent position and should be distinctive in their architectural detail.
- Provide continuous awnings for all development fronting key retail streets and links where appropriate.
- Awnings should be parallel to the pavement and be of metal construction.

Place Making

- A new public open space in the form of a civic square is to be provided on the corner of Ware Street and Kenyon Street. The space shall have a minimum area of 350m².
- Where redirection of Kenyon Lane to exit at Barbara Street is proposed, a through site link is and plaza space is to be provided between Kenyon Lane and Kenyon Street. Where proposed, this space is to have a minimum area of 500m².

Vehicle Access and Car Parking

- Redirection of Kenyon Lane to exit at Barbara Street will be considered by Council in order to enable the provision of a public plaza on Kenyon Street (subject to traffic impacts study).
- Car parking is to be provided in underground basements, or where ground level or upper level deck parking appropriate, sleeved with active uses to main street frontages.
- Where deck parking is provided, screening of car park levels with cladding of a high visual quality is required.

Safety and Security

- All proposed development on the Chemist Warehouse/ Bing Lee sites should be supported by a Crime Prevention Through Environmental Design (CPTED) study to demonstrate how the development incorporates ‘Safer by Design’ principles of:
 - » **SURVEILLANCE:** Maximise visibility and surveillance of the public environment. When there are ‘eyes on the street’ or ‘natural surveillance’ from passers-by, and if public places are overlooked from adjoining buildings, people feel safer and potential offenders feel exposed. Natural surveillance is one of the primary aids for crime prevention.
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 - » **MANAGEMENT AND MAINTENANCE:** Manage public space to ensure that it is attractive and well used Well maintained public places improve people’s perception of how safe a place is and supports their desire to occupy and use those places. Management programs to clean, repair and maintain public spaces and private buildings are vital for community safety and wellbeing.

Site 13: Nelson Street Car Park

Site Identification



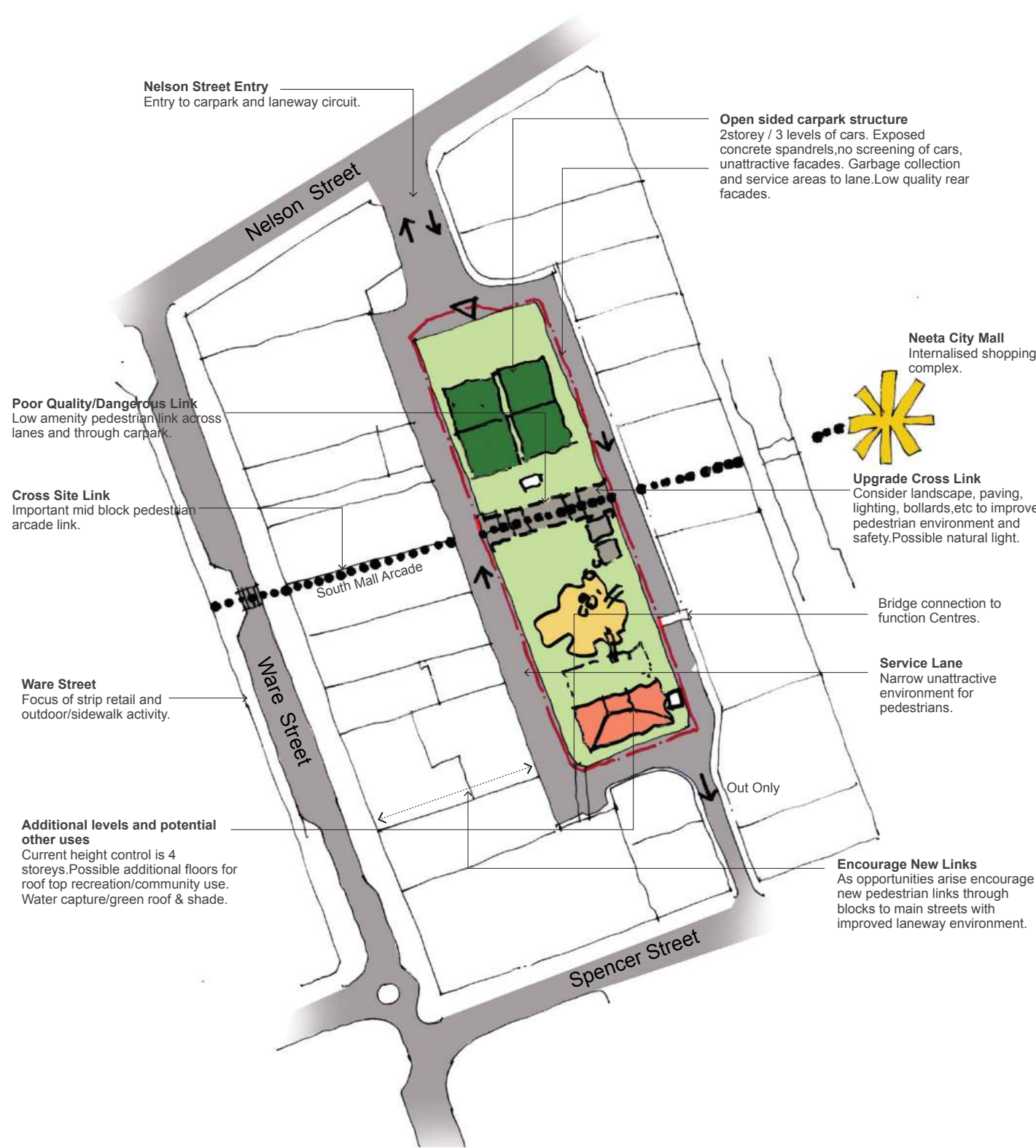
Development objectives

- Retain and increase car parking on the site.
- Maximise shopper car parking potential with existing height controls.
- Encourage visual and safety upgrading with existing building.
- Potential to create upper level public user space community uses to encourage redevelopment of surrounding buildings.
- Provide for additional car parking to support accessibility to the City Centre.
- Introduce community recreation uses to the roof top level, potentially as a public open space for new developments across the laneway.
- Establish an open air link through the car park between Ware Street and Smart Street.

Nelson Street Car Park Development Opportunities Plan

- Nelson Street Car Park site should generally be in accordance with the shall be in accordance with the Nelson Street Car Park Development Opportunities Plan.

Nelson Street Car Park Development Opportunities Plan



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