



**STRATHFIELD  
TOWN CENTRE**  
OUR PLACE. OUR FUTURE.

**Hassell**



# STRATHFIELD TOWN CENTRE MASTER PLAN

## KEY DIRECTIONS

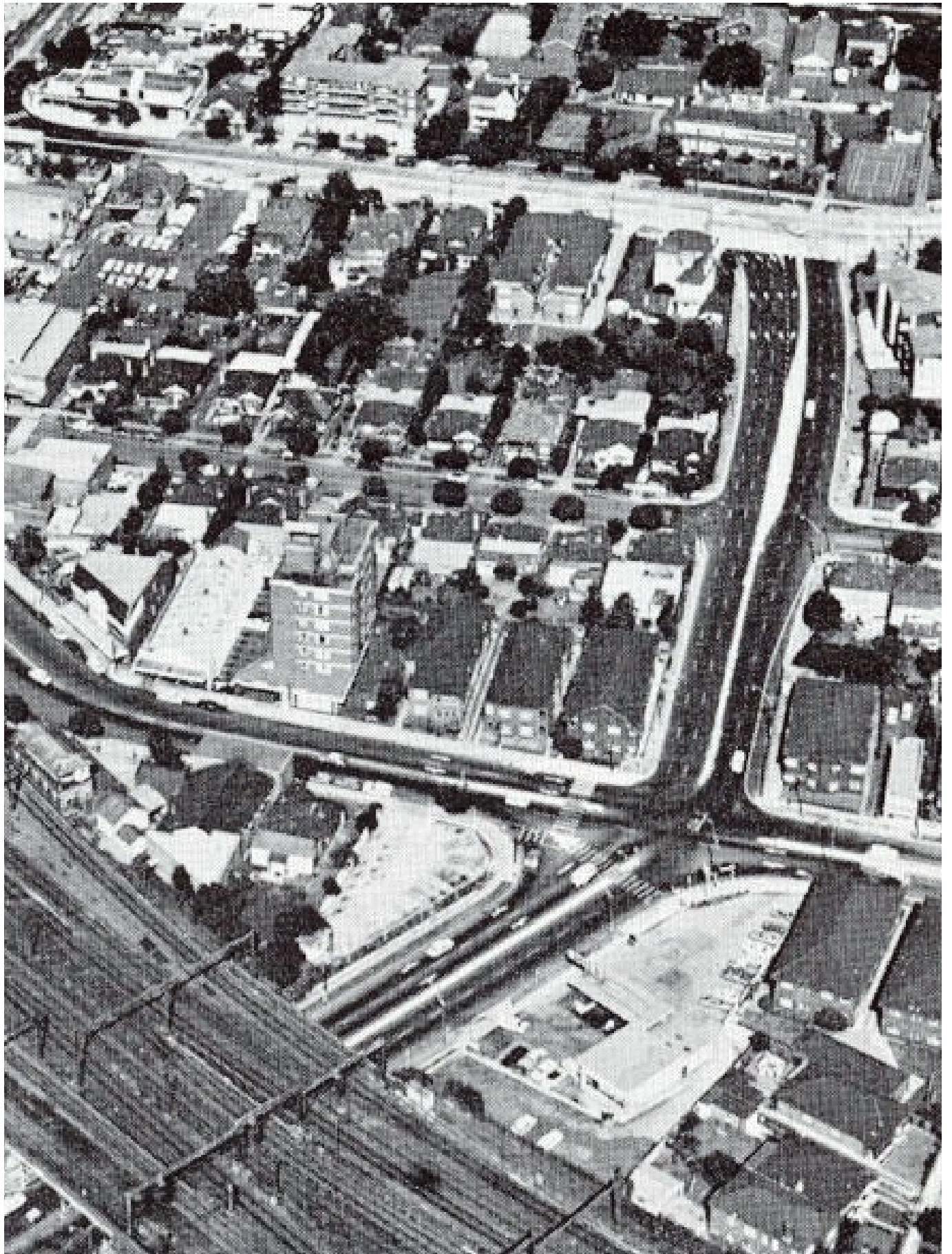


Figure: Aerial photograph of Strathfield Square c1972 (Strathfield Council)



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<b>Document Control</b>			
<b>Rev</b>	<b>Date</b>	<b>Approved By</b>	<b>Description</b>
001	04.04.2025	SD	For Review
002	11.04.2025	SD	For Review
003	09.05.2025	SD	For Exhibition
004	21.05.2025	SD	For Exhibition

**We acknowledge and respect the Wangal people, on whose Country Strathfield is now located. We honour their Elders past and present whose knowledge and wisdom has, and will, ensure the continuation of cultures and traditional practices.**

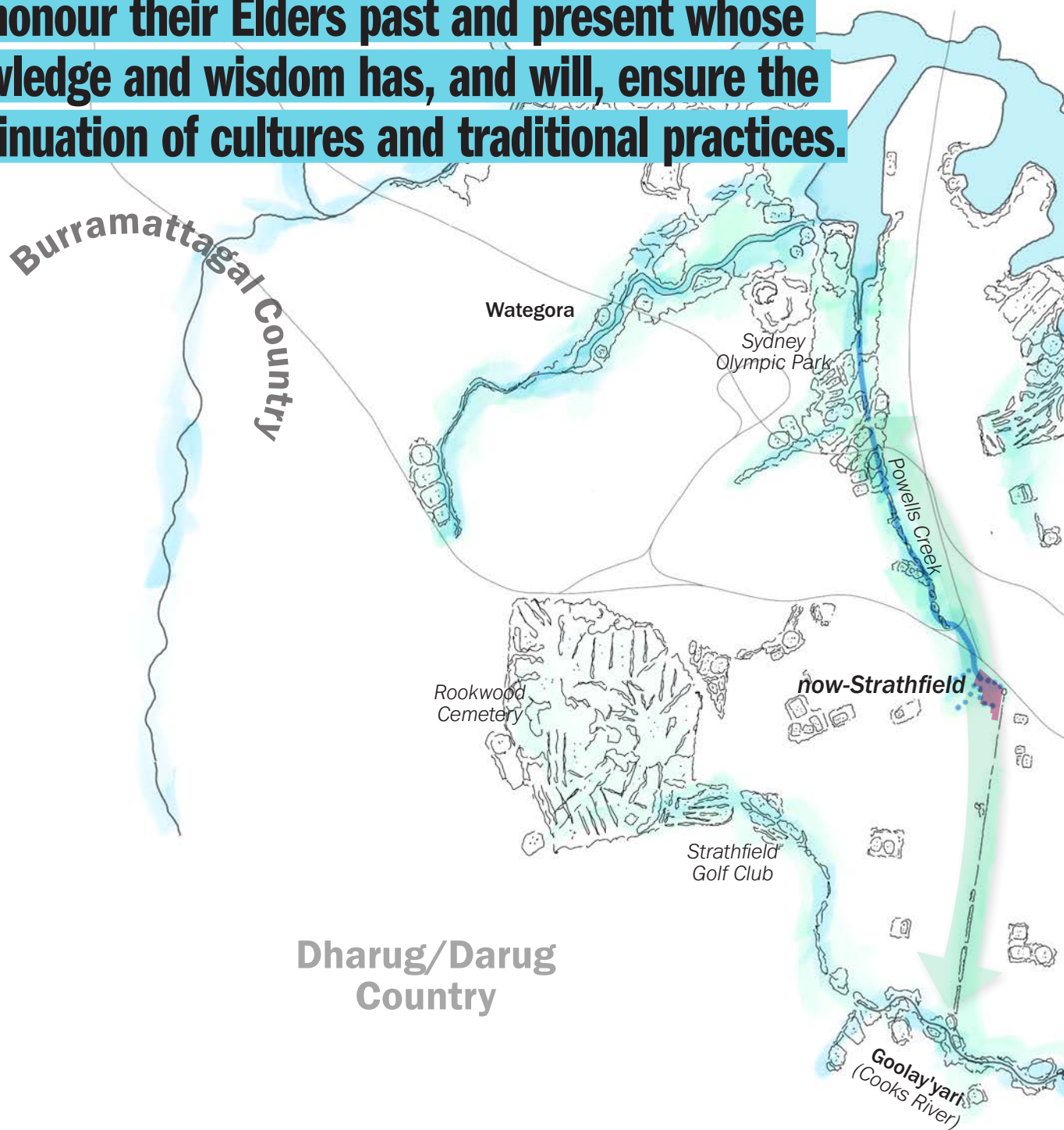
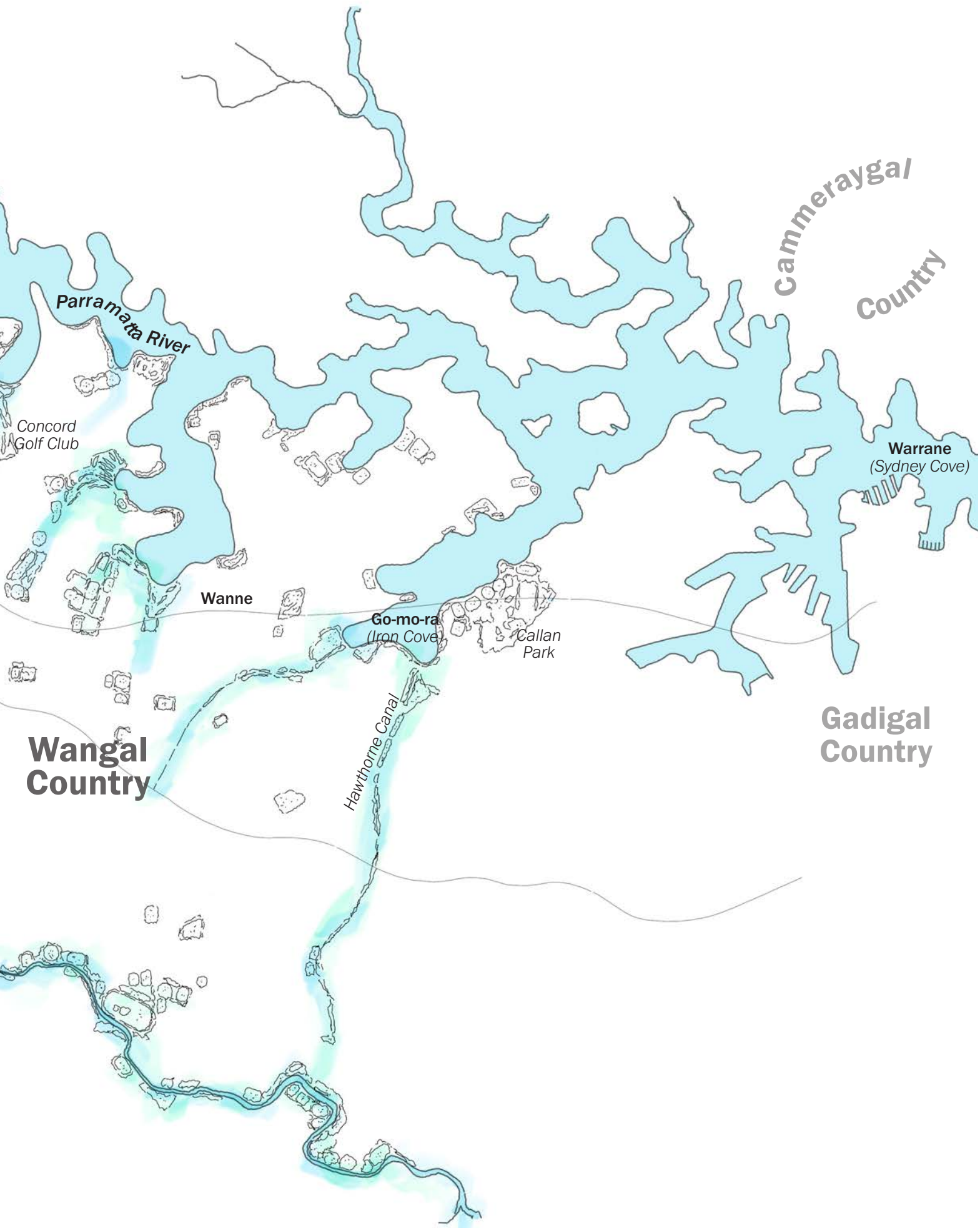


Figure: A sketch of water systems, from Cammeraygal Country to Burramattagal Country (Hassell); [in-part] place names identified in *Strathfield Aboriginal History Report*, 2025 (Murawin)



Parramatta River

Concord Golf Club

Wanne

Go-mo-ra (Iron Cove)

Callan Park

Hawthorne Canal

Warrane (Sydney Cove)

Cammeraygal Country

Wangal Country

Gadigal Country

# EXECUTIVE SUMMARY



**Building on the Strathfield Town Centre Community Vision and Background Report, Strathfield Council is now embarking on preparing a master plan to shape the future of the Town Centre.**

**The first step in this process is articulating key directions, which have been derived through analysis and preliminary engagement with government stakeholders.**

**Strathfield Council is now seeking input from the Strathfield community. The emerging vision and key directions outlined in this report will help shape the content of the master plan - how public space can be better activated, how public infrastructure can be improved, and how future development can be accommodated.**

**In this report we summarise that analysis, unpack the key directions, and express an emerging future vision for Strathfield Town Centre.**

## Emerging Vision

**Strathfield Town Centre is a reflection of the people who shape it - the Strathfield community.**

The future Strathfield Town Centre is a safe, inclusive, usable space for all of Strathfield's residents and visitors - adaptive, sustainable, and deeply connected to its people.

By day, it's a 'community living room', designed for ease-of-use, inclusion, and agency. A place where daily life flows joyfully, where green infrastructure and thoughtful design create a walkable, future-ready neighbourhood.

By night and on weekends, it shifts into a 'multi-faceted locale', alive with culture, food, and collective energy. Laneways are lined with flavour, spaces invite learning and play, and the community comes together through events and shared experiences.



## What this means for the Strathfield community

### A vision for the Strathfield Town Centre helps us align key directions and spatial outcomes for the master plan.

We have heard through prior engagements, and through technical analysis that the Town Centre needs to be enhanced in terms of quality and in terms of the offer of facilities and functions it provides for the community. The Town Centre needs to feel like a place the whole community wants to spend time in.

With the master plan will come change. Now is time to help shape that change through input to the the key directions.

The key directions create a vision for community inclusivity, neighbourhood identity and character, an activation program, planned resilience, and regenerative outcomes. These directions are not static and may evolve responding to shifting needs and making space for emerging possibilities.

## Key Directions

### Key directions act as a compass - shaping how a place grows and how spaces are experienced and shared.

Ten key directions have been developed to set the foundation for the future design and planning of Strathfield Town Centre. They describe how the vision for the centre can be achieved ensuring that:

- Decisions align with community and visitor needs;
- The unique character of the place is enhanced; and
- Future change meets sustainability and regenerative goals.

The Strathfield Town Centre key directions are:

- Connect with Strathfield's History, Culture and Country
- Lean into the local - a place for the whole community
- Strengthen the civic presence
- Re-imagine Strathfield Square
- Create a town centre for multiple users
- Support Strathfield's food culture
- Green The Boulevarde
- Integrate Strathfields movement network and improve infrastructure
- Improve north south connections across the rail corridor
- Enable planned change

# A FUTURE STRATHFIELD

**Strathfield isn't just a place - it's a reflection of the people who shape it.**

**The future Strathfield Town Centre is a safe, inclusive, usable space for all of Strathfield's residents and visitors - adaptive, sustainable, and deeply connected to its people.**

**By day, it's a 'community living room', designed for ease-of-use, inclusion, and agency. A place where daily life flows joyfully, where green infrastructure and thoughtful design create a walkable, future-ready neighbourhood.**

**By night and on weekends, it shifts into a 'multi-faceted locale', alive with culture, food, and collective energy. Laneways are lined with flavour, spaces invite learning and play, and the community comes together through events and shared experiences.**

A planning framework that supports intended development outcomes.

Create a town centre for multiple users, supporting innovation with an education-specific focus.

Broaden and enhance Strathfield's distinctive and emerging South Asian food culture.

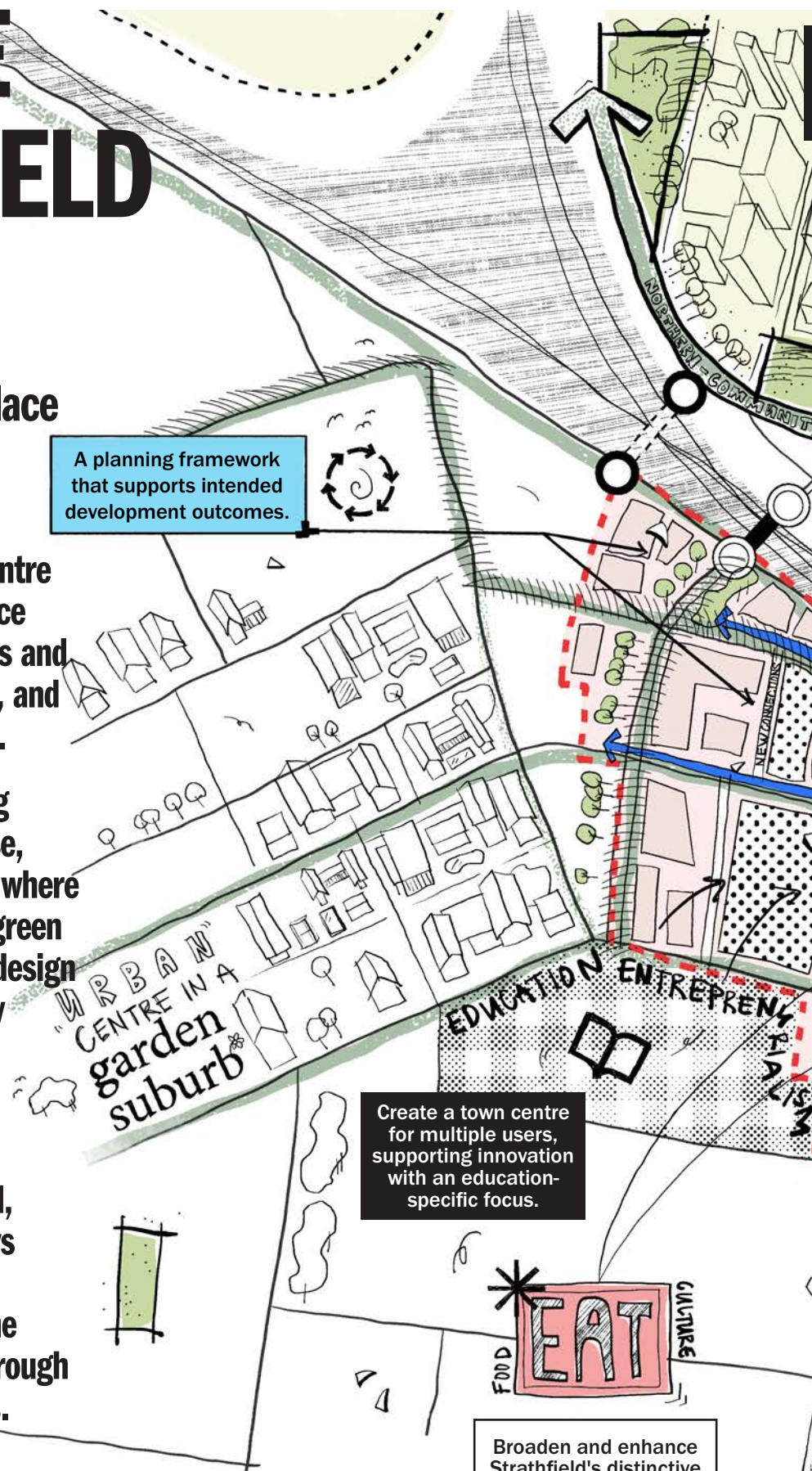
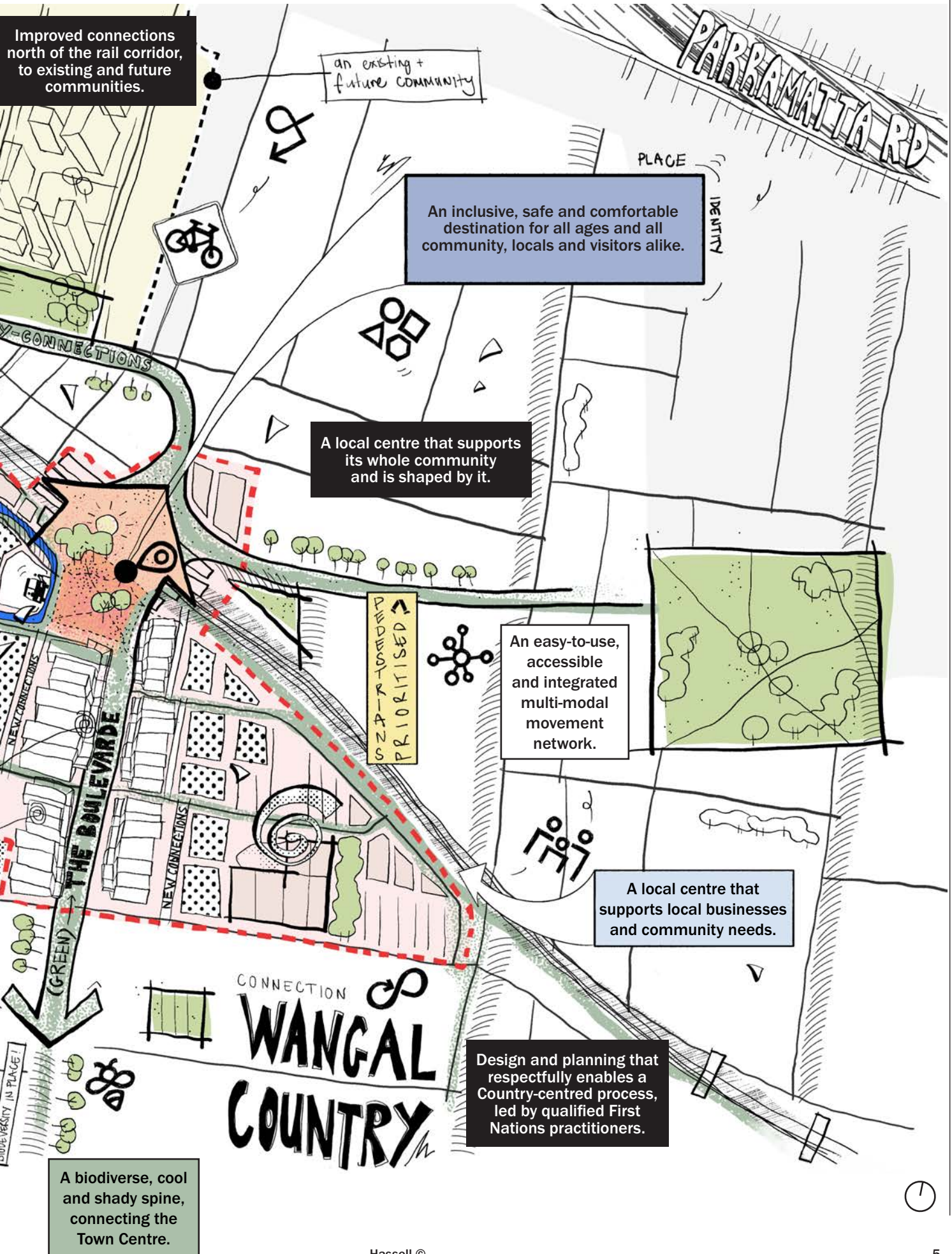


Figure: Conceptual key directions sketch of Strathfield Town Square and its context (Hassell)



Improved connections north of the rail corridor, to existing and future communities.

an existing + future community

An inclusive, safe and comfortable destination for all ages and all community, locals and visitors alike.

A local centre that supports its whole community and is shaped by it.

SIZED-TO-NEEDS PRIORITISED

An easy-to-use, accessible and integrated multi-modal movement network.

A local centre that supports local businesses and community needs.

Design and planning that respectfully enables a Country-centred process, led by qualified First Nations practitioners.

A biodiverse, cool and shady spine, connecting the Town Centre.



# PART 1: COMMUNITY VISION

**"Strathfield Town Centre is a key economic and social hub within the local government area (LGA), providing essential services, employment, and a vital connection to Greater Sydney through Strathfield Train Station. It is not only a place for commerce but also a cultural and social destination, attracting visitors both day and night. The Centre's emerging night time economy underscores the need for a highquality visitor experience, enhanced public spaces, and safety measures that support its role as a vibrant community focal point."**<sup>1</sup>

**A VIBRANT, BUSTLING AND  
WELCOMING PLACE FOR  
THE COMMUNITY**



Figure: Local laneway restaurant, Strathfield Town Centre (Strathfield Council)

# COMMUNITY VISION

## EXECUTIVE SUMMARY

The Strathfield Town Centre Community Vision and Background Report (CVBR) is a crucial foundation for guiding the future growth and evolution of Strathfield Town Centre. The document serves as a strategic roadmap, reflecting extensive community consultation and technical analysis, and establishes a vision and guiding principles that will inform the preparation of the Strathfield Town Centre Masterplan.

Strathfield Town Centre is a vibrant, bustling and welcoming place for the community. It is a gateway to Sydney and the world beyond. The CVBR provides a clear vision and guiding principles that will inform the preparation of the Strathfield Town Centre Masterplan.

As the Strathfield community continues to grow and diversify, the Town Centre must adapt to meet the needs of a vibrant, bustling and welcoming place for the community. The CVBR provides a clear vision and guiding principles that will inform the preparation of the Strathfield Town Centre Masterplan.

highlight a shared ambition: that Town Centre continues to thrive and evolve in the quality of life.

The report identifies several key challenges and opportunities for the Town Centre. It acknowledges the Town Centre's location within a 10-minute commute to both transportation hubs and green spaces.

As the Strathfield community continues to grow and diversify, the Town Centre must adapt to meet the needs of a vibrant, bustling and welcoming place for the community. The CVBR provides a clear vision and guiding principles that will inform the preparation of the Strathfield Town Centre Masterplan.

necessity of collaboration, which impact the Town Centre's flexibility and adaptability.

The project objectives are outlined, focusing on embracing sustainable development principles, fostering collaboration among stakeholders, and creating a lively, people-oriented environment.

As the Strathfield community continues to grow and diversify, the Town Centre must adapt to meet the needs of a vibrant, bustling and welcoming place for the community. The CVBR provides a clear vision and guiding principles that will inform the preparation of the Strathfield Town Centre Masterplan.

Planning Statement (SPS) 2024, established as a critical tool for managing future growth and change in the Town Centre.

The report highlights the importance of a strategic, integrated and inclusive approach to development that also supports the broader objectives of the Town Centre Masterplan.

As the Strathfield community continues to grow and diversify, the Town Centre must adapt to meet the needs of a vibrant, bustling and welcoming place for the community. The CVBR provides a clear vision and guiding principles that will inform the preparation of the Strathfield Town Centre Masterplan.

**Our community vision "Strathfield Town Centre is a vibrant, bustling and welcoming place for the community. The place reflects the rich heritage and traditions of Strathfield and connects us with contemporary experiences and opportunity for all. It is a gateway to Sydney and the world beyond."**



**“Strathfield Town Centre is a vibrant, bustling and welcoming place for the community. The place reflects the rich heritage and traditions of Strathfield and connects us with contemporary experiences and opportunity for all. It is a gateway to Sydney and the world beyond.”**

## Strathfield Town Centre Community Vision and Background Report (2024)

Prepared in September 2024, The Strathfield Town Centre Community Vision and Background Report lays a crucial foundation for guiding the future growth and evolution of Strathfield Town Centre.

This document serves as a strategic roadmap, reflecting extensive community consultation and technical analysis, and establishes a vision and guiding principles that will inform the preparation of the Strathfield Town Centre Masterplan.

Key project objectives are outlined, focusing on embracing sustainable development principles, fostering collaboration among stakeholders, and creating a lively, people-oriented environment.

- Our place, our future
- A connected and integrated hub
- A unique destination and place
- A green and engaging experience
- Working in partnership



## Community Engagement Report (2024)

Seeking feedback from the community has been a critical first step in the preparation of the Strathfield Town Centre Master Plan. This has been done to ensure that the direction for the Masterplan is embedded with the community in terms of responding to their future needs and aspirations as well as the challenges they experience when visiting the Town Centre.



Figure: Aerial of study area, Strathfield Town Centre (NearMap) with sketch overlay (Hassell)

### Things the community like:

- The Town Centre is a gathering place and the “beating heart” of Strathfield
- A major public transport hub that is very important to the community
- It is a distinct food & beverage destination & go-to place for daily services
- A strong desire to refresh the look of the Strathfield Town Centre

### Things the community want to improve:

- It just needs to be better!
- Lots of comments and concern regarding the visual appearance and cleanliness of the Town Centre
- Access to open space, pedestrian friendly spaces and landscaping must be improved
- There should be better management of conflicts between private vehicles, public transport services and pedestrians
- There is a lack of variety and diversity of experiences and retail offer in the Town Centre

# PART 2: ABOUT STRATHFIELD



Figure: Strathfield Square Opening c1988 (Strathfield Council)



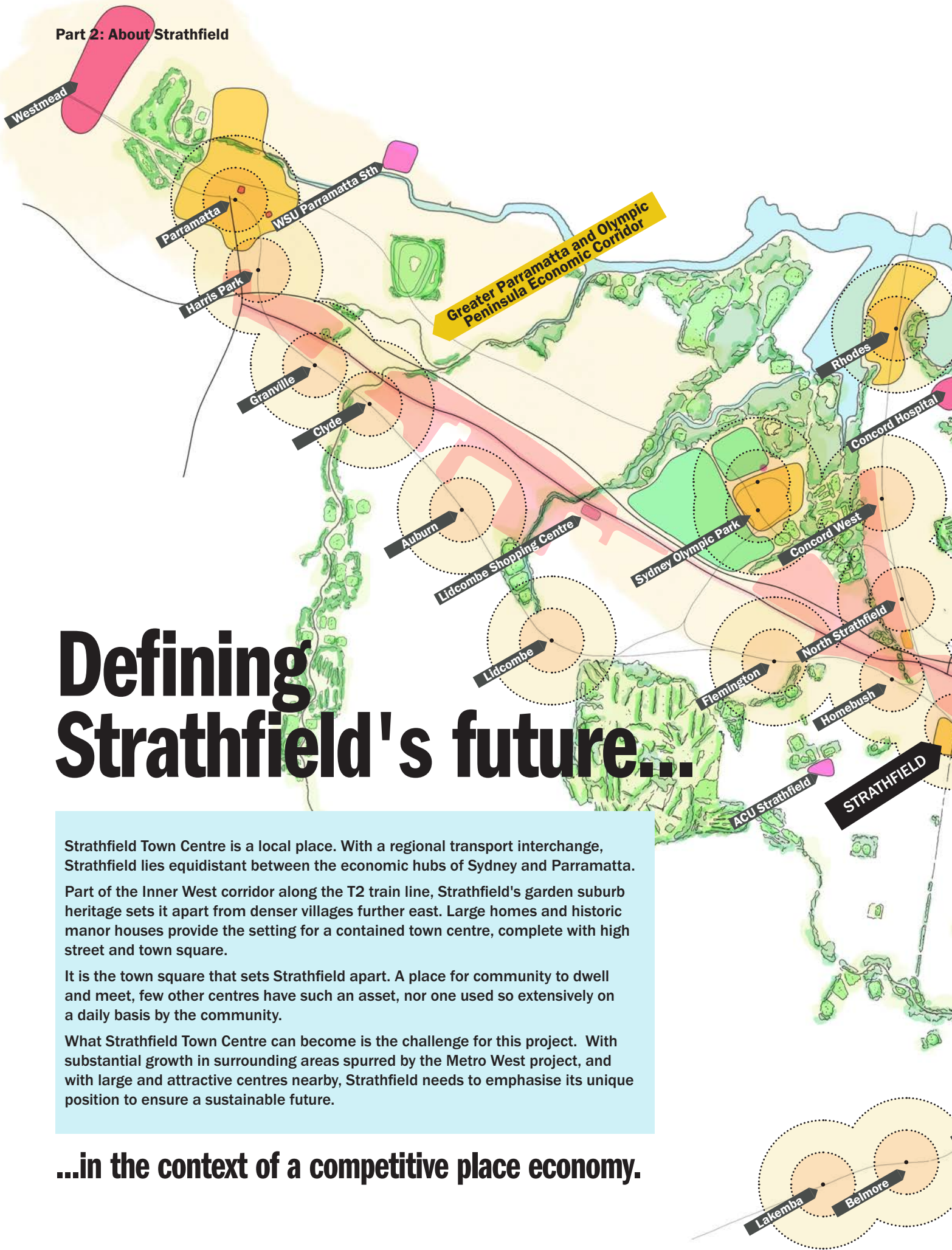
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Part 2: About Strathfield



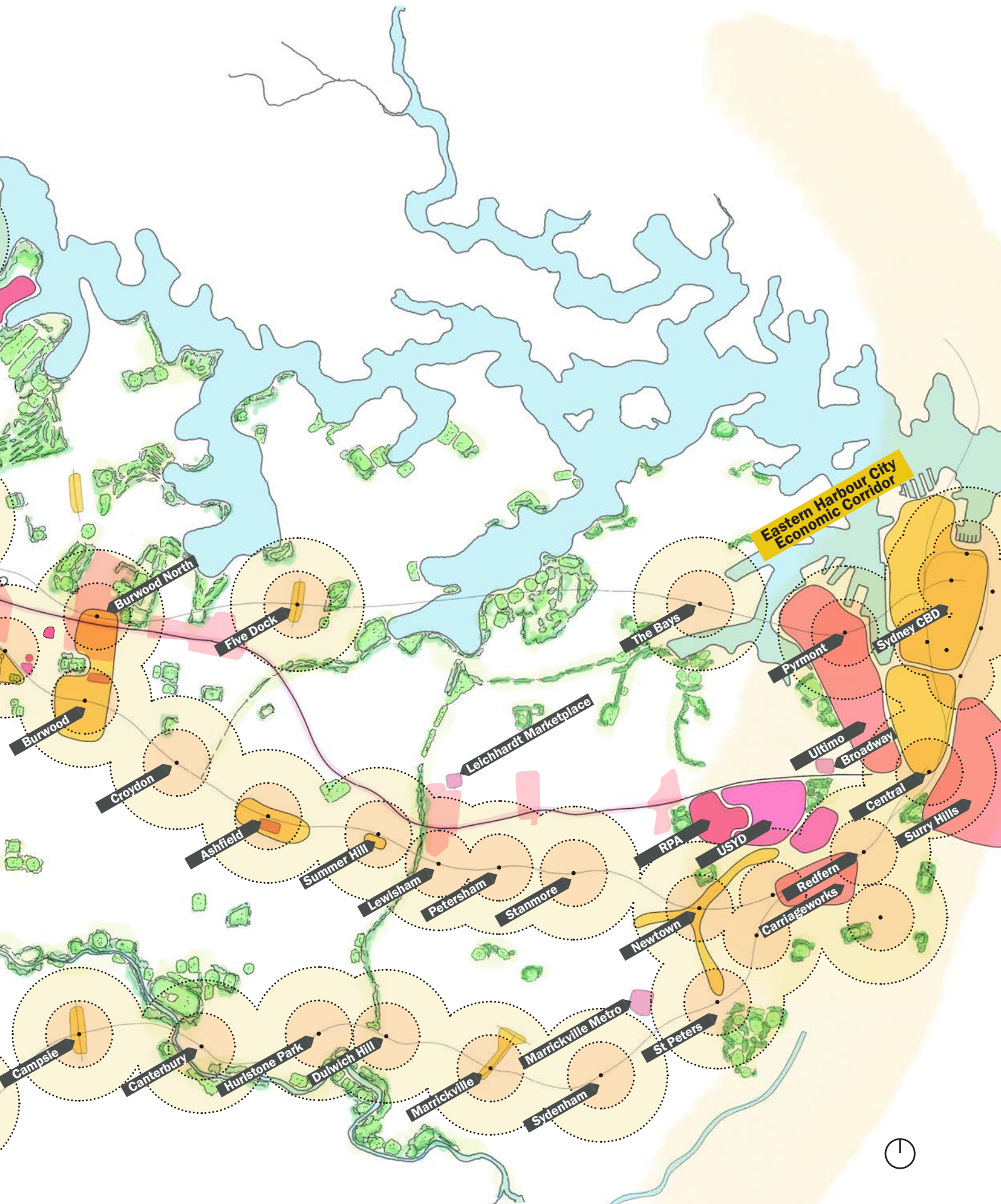
# Defining Strathfield's future...

Strathfield Town Centre is a local place. With a regional transport interchange, Strathfield lies equidistant between the economic hubs of Sydney and Parramatta. Part of the Inner West corridor along the T2 train line, Strathfield's garden suburb heritage sets it apart from denser villages further east. Large homes and historic manor houses provide the setting for a contained town centre, complete with high street and town square.

It is the town square that sets Strathfield apart. A place for community to dwell and meet, few other centres have such an asset, nor one used so extensively on a daily basis by the community.

What Strathfield Town Centre can become is the challenge for this project. With substantial growth in surrounding areas spurred by the Metro West project, and with large and attractive centres nearby, Strathfield needs to emphasise its unique position to ensure a sustainable future.

**...in the context of a competitive place economy.**



**Eastern Harbour City Economic Corridor**

Burwood North

Five Dock

The Bays

Pyrmont

Sydney CBD

Burwood

Croydon

Ashfield

Summer Hill

Lewisham

Petersham

Stanmore

RPA

USYD

Central

Surry Hills

Campsie

Canterbury

Hurlstone Park

Dulwich Hill

Marrickville

Sydenham

Marrickville Metro

St Peters

Newtown

Carriageworks

Redfern



# CONNECTING WITH COUNTRY

**"Wangal Country is a meeting of saltwater and freshwater Country. It comprises of the land along the southern shore of the Parramatta river and harbour to Tumbalong (Darling Harbour). It is the home of the Wangal People who occupied this land utilising the abundant resources with reciprocity - only taking what they needed to sustain their people and the environment."**<sup>1</sup>

1 Sydney Olympic Park Connecting with Country Report (2024), Yerrabingin.

## Wangal Country

The study area is located on the continent now called Australia in the area now called Strathfield, a local town centre surrounded by an Australian Federation garden suburb, with Parramatta River to the north and Cooks River to the south.

It is on Wangal Country, once sited in Turpentine Ironbark forest that stretched from Eastern-Sydney city, across the Inner West to the mountains. There are no remnants of the turpentine ironbark forest within the town centre today.

Water creeks remain (bitter and sweet) that run from the ridges and peninsulas into the bays and along the river. What is now known as Powells Creek now lies beneath the Strathfield Town Centre, and its square. Its channelised and piped form becomes an open drain north of the rail corridor and flows into Homebush Bay and the Parramatta River.

As the bird flies, *now*-Strathfield is approximately 11 kilometres from Kurnell on Kamay (Botany Bay), where Captain Cook invaded in 1770. By track, it is approximately 12-14 kilometres from Warrane (Sydney Cove) where the colonisers established their first settlement in 1788.

This same landscape was once interconnected by tracks that formed essential trade, social, and ceremonial networks, and linking water and food sources fundamental to the social and economic structure of Aboriginal society.

In the last census (ABS, 2021) there were 199 First Nations people recorded living within the Strathfield local government area across 119 households. This represents 0.4% of the local government area population, compared to the NSW average of 3.4%.

Despite the ongoing impacts of British invasion and settler-colonisation on these lands, Communities and culture, generations of Wangal have cared for this Country, and continue to do so.

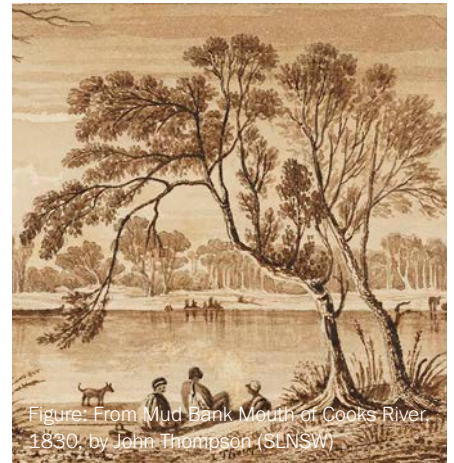
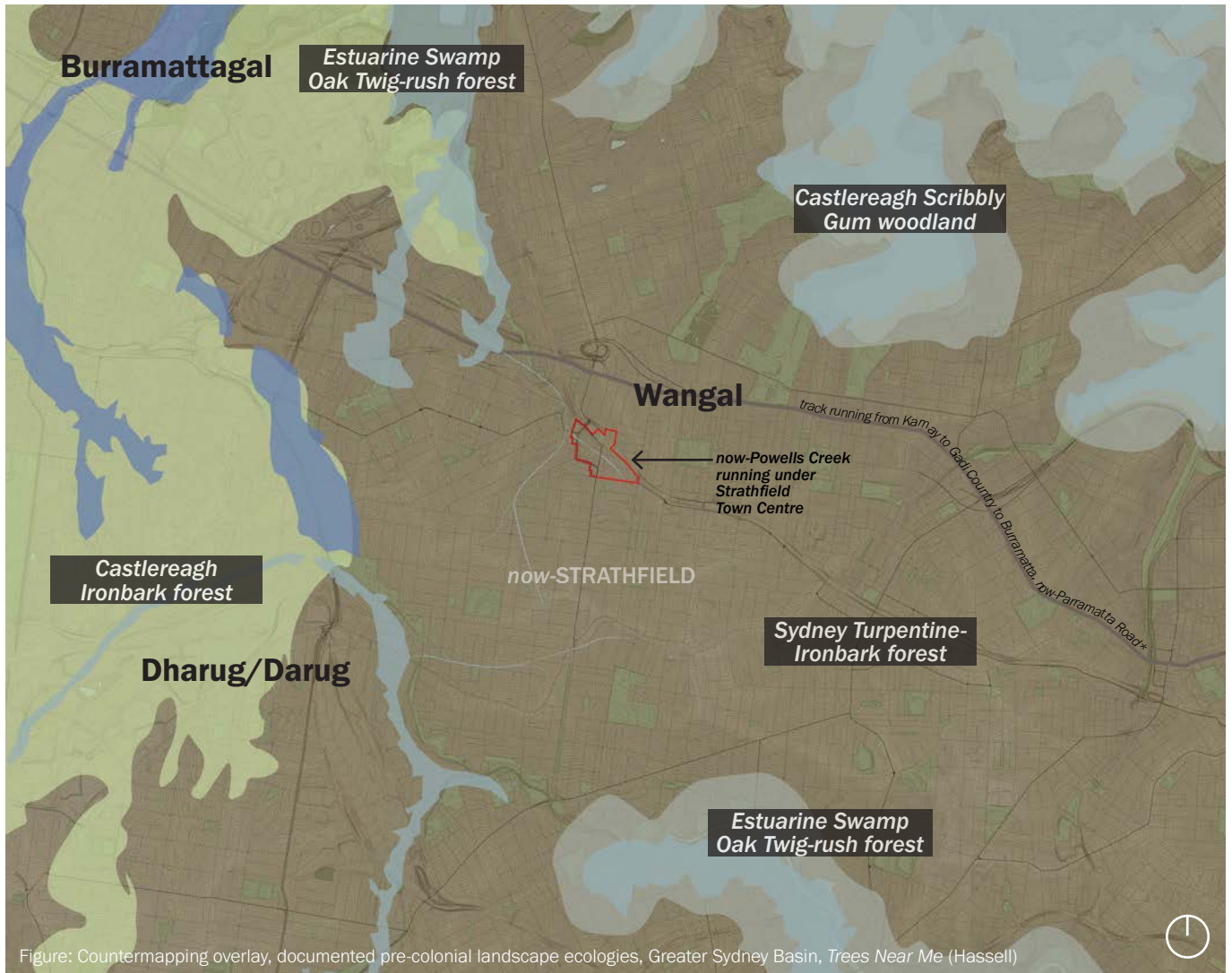


Figure: From Mud Bank Mouth of Cooks River, 1830, by John Thompson (SLNSW)



Figure (middle): Illustration Bannelang [Bannelong, Wangal leader] meeting the Governor by appointment September 1790 (Natural History Museum London)

Figure (lower): Illustration of Goat Island [Me-Mel], c1875 by John Skinner Prout (State Library of Victoria)



## Movement and Connections

Sightlines across Country from hilltops and ridgelines are important for Aboriginal peoples for observing movements, storytelling, and for knowledge sharing, as identified by Elders.

Throughout the Inner West, including Strathfield, the north-south connections are equally as important as the east-west connections.

"The Cooks River valley was criss-crossed with tracks which formed trade, social and ceremonial networks fundamental to the social and economic structure of Aboriginal society. These pathways linked sources of water and food from bays, rivers, creeks and waterholes."<sup>1</sup>

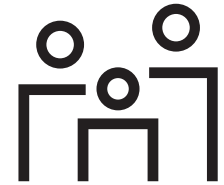
The historic illustration (on page 35) from c1891 shows the relationship of connections across Wangal Lands, between the Cooks and Parramatta Rivers. The Boulevard in Strathfield is a settler-colonial translation of these north-south links, which would have also related to local high points.

Repairing north-south connectivity in relation to water, ecology, movement and sightlines is an important opportunity for the Strathfield Town Centre Master Plan.



1 Aboriginal people of the Cooks River valley, Dictionary of Sydney SLNSW.

# STRATHFIELD'S PEOPLE



## Who are Strathfield's people and who uses the Town Centre?

Strathfield Local Government Area (LGA) is a community-oriented neighbourhood known for its cultural diversity. Strathfield has a rich migrant history, initially shaped by European colonial-settler migration, and later generations of Southeast Asian families migrating to the area.

Strathfield LGA is a relatively young and multicultural community, with a population of 45,593 and a median age of 33. Notably, 63% of Strathfield's residents were born overseas, making the area younger and more diverse than most of NSW and Australia. Whilst known for its schools, Strathfield LGA has a lower proportion of school age children than NSW (4.7% against 6%).

This information is adapted from the *Australian Bureau of Statistics 2021 Census* and the *Strathfield Town Centre Place Study 2025* (Brickfields Consulting).



Figure: Hello Happy on Parnell Street, Strathfield Town Centre (Time Out)



Figure: Strathfield Festival 2024, Strathfield Town Centre (Strathfield Council)

### A multicultural community

With a culturally diverse population, roughly one-third of people across the LGA are Australian-born, whilst almost 12% from India, 10% from China and 7% from Nepal. Just over 5% of Strathfield residents are from South Korea. 0.4% of people are Aboriginal or Torres Strait Islander, compared to 3.4% across NSW.

In terms of ancestry, more than 21% of people responded as Chinese, 11% as Indian, 9% as English and 8% as Australian.

Languages other than English are common across Strathfield. Almost 73% of Strathfield households use a non-English language at home.

The top five non-English languages spoken at home are:

- Mandarin: 10.3%
- Nepali: 6.7%
- Cantonese: 6.6%
- Korean: 6.5%
- Arabic: 5.1%



### How best can Strathfield serve an increasingly youthful population?

Strathfield LGA is home to an increasingly youthful residential population with the largest cohort of residents aged 20–39, with a notable increase in the past five years. Typically, there are fewer older working age and retired people (people over 45).



Figure: Students at Strathfield Girls High School (Strathfield Girls High School)

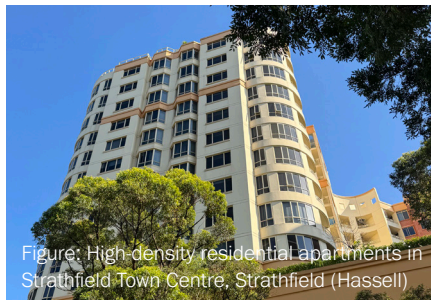


Figure: High-density residential apartments in Strathfield Town Centre, Strathfield (Hassell)



Figure: Commuters at Strathfield Station platform, Strathfield (ABCNews)



## Strathfield LGA is home to a highly educated audience

Like Strathfield Town Centre, the broader Strathfield LGA is home to a highly educated audience and has a high proportion of families, professionals, and students, drawn by its strong educational institutions, excellent transport links, and access to amenities.

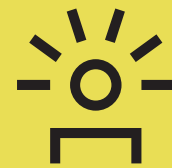
Almost 45% of the population have a bachelors degree (or above), compared to NSW's 28%. Another 10% have a diploma or advanced diploma.



## High-density housing now accounts for +59.5% more of the housing stock

Despite being known for its *garden suburb* character, Strathfield's separate houses represent just over 34% of the total dwelling stock across the LGA. This contrasts with 65.6% across NSW. Apartments or flats represent 59.5% of all dwellings across Strathfield - substantially above the 21.7% across NSW.

Over the past five years Strathfield LGA has seen a growth in apartment living adding 3,820 new dwellings. Much of this density has occurred in the Town Centre, where apartment rentals dominate.



## Only 13.5% of Strathfield LGA residents both live and work there

...with most commuting to employment hubs such as Sydney CBD and Parramatta.

The majority of Strathfield residents are employed in Health Care and Social Assistance (3,512 people) or Professional, Scientific, and Technical Services (2,678 people).

Strathfield's median weekly household incomes are higher than across NSW, by around 15%. Households earn a median of \$2,105 per week, contrasting with NSW's \$1,829.

Of those that work in Strathfield LGA but live elsewhere, they are most likely to travel from:

- Canterbury-Bankstown (12.6%)
- Cumberland (7.7%)
- Parramatta (7.1%)
- Blacktown (6.7%)

Further, 60% of the local workers (all industries) identify as male and 40.1% identify as female.

# WHAT MAKES STRATHFIELD DIFFERENT?

## What makes Strathfield different, and what sets Strathfield Town Centre apart?

Strathfield is a diverse suburb located in the heart of Sydney's Inner West. It is in a unique position, bridging the civic nature of Burwood and the growing residential, innovation and lifestyle precincts of Homebush.

In order to ensure Strathfield occupies a truly unique positioning within its local context we need to compare it to town centres with similar offerings including Sydney Olympic Park, North Strathfield/Homebush, Burwood/Burwood North and Croydon. Five emerging differentiators of Strathfield today include its:

- Major transport interchange;
- Distinctive food culture;
- Public square for community gathering;
- Proximity to surrounding schools and university; and
- Convenience retail centre.

This information is adapted from the *Strathfield Town Centre Place Study 2025*, Brickfields Consulting.

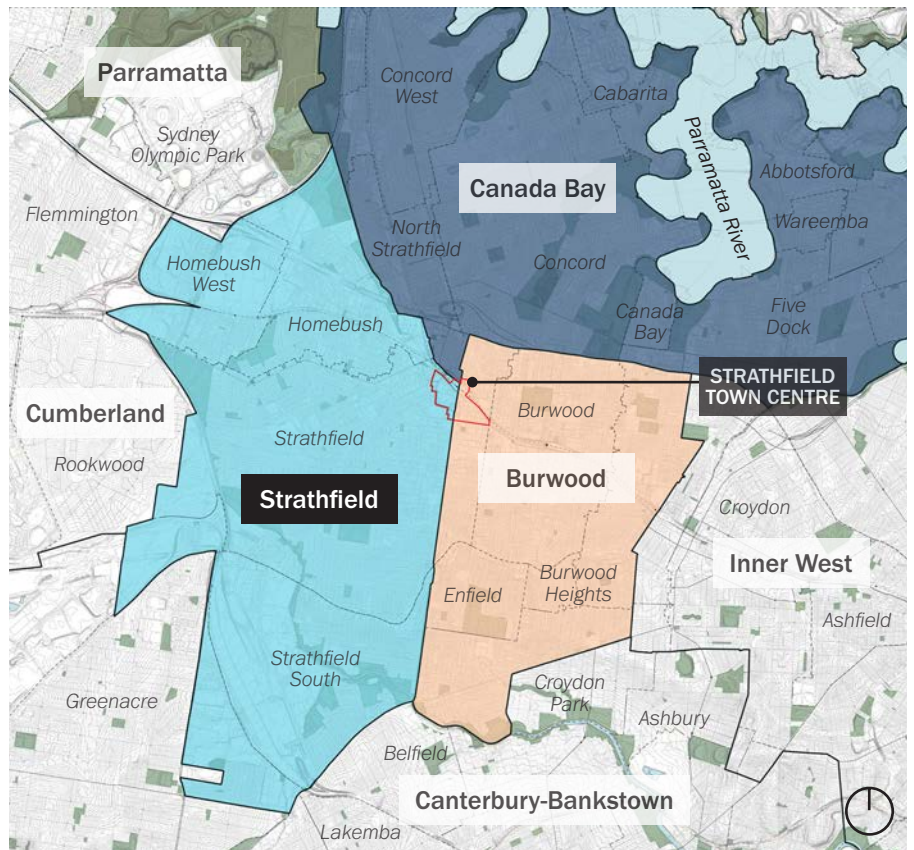


Figure: Local Government Areas and Suburbs, Study Area Site Plan [1:70,000 @A4] (Hassell)

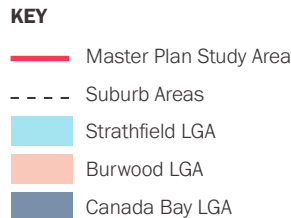
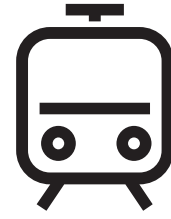




Figure: Strathfield Station entry, Strathfield (Strathfield Council)

## A major transport interchange

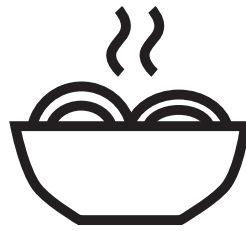
Strathfield Station is one of the largest and busiest railway stations in NSW, serving suburban, intercity, and regional services.



How will the Town Centre role change once the metro line is completed at North Strathfield?

## Distinctive food culture

With the nickname "Little Korea", Strathfield is already known for authentic dining experiences. How can this be expanded to include other international and genuine cuisines?



How can the cluster of dining options in Strathfield shape a distinctive destination experience for the Town Centre?



Figure: Diners in Hansang Restaurant, Strathfield (Leigh Griffiths for Broadsheet)

## Public square for community gathering

Strathfield Square serves as a central community meeting point and hosts events such as the Strathfield Festival.



Figure: Strathfield Square, Strathfield Town Centre (Suburbs Guide)

## Convenience retail centre

Strathfield's The Boulevard and Plaza offer a wide range of convenience retail options, distinguishing it from Homebush's smaller local shops and Flemington's focus on fresh food market.



Figure: Strathfield Festival 2024, Strathfield Town Centre (Strathfield Council)

## Proximity to surrounding schools and university

The nearby presence of prestigious public and independent schools contributes to Strathfield's growing popularity as a residential and commercial precinct. This proximity also drive visitation from High School students throughout the Town Centre.



How can the Town Centre support the needs and behaviours of students (high school and tertiary)?

# SUB-URBAN, GARDEN CHARACTER

## A town centre in a garden suburb

Strathfield is a unique blend of a town centre within a garden suburb, combining the convenience of urban amenities with the charm of suburban residential streets.

The suburb is known for its wide, tree-lined avenues, 1-2 storey heritage homes, low-rise walk-ups, and well-maintained parks, creating a green and leafy environment.

It has a mix of heritage homes in a garden suburb setting and contemporary multi-storey developments within the town centre.

- Garden suburb: wide, tree-lined streets, heritage homes, and well-maintained parks create a green, suburban atmosphere.
- Educational and institutional presence: home to prestigious schools, churches, and community facilities that shape the area's character.
- Mixed architectural typologies: a blend of Federation, Californian Bungalow, modern apartments, and contemporary developments.
- Well-connected town centre: a local commercial centre with a medley of shops, cafes, and services centered around Strathfield Station.
- Transport and accessibility: transport hub with a key train station, bus routes, and arterial roads connecting to Sydney CBD and beyond.

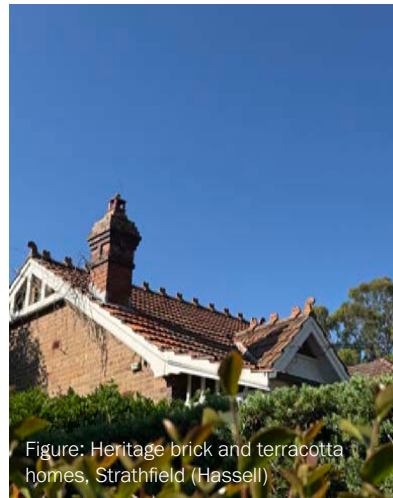


Figure: Heritage brick and terracotta homes, Strathfield (Hassell)



Figure: Terracotta roofes of the garden suburb, Strathfield (Nearmap)

Brick and terracotta roofed 1 and 2-storey residential heritage homes, lining

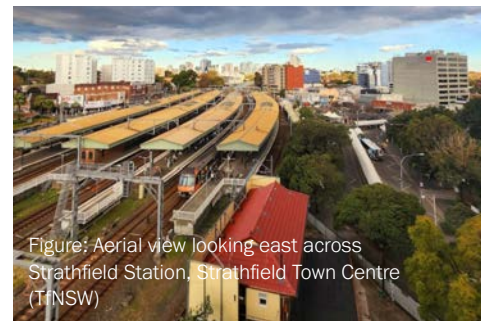


Figure: Aerial view looking east across Strathfield Station, Strathfield Town Centre (TNSW)



Figure: Strathfield Station entry, Strathfield (Hassell)

The train station and bus interchange is centred around the town square, surrounded by an ec



Figure: Looking south on The Boulevard, Strathfield Town Centre (Hassell)

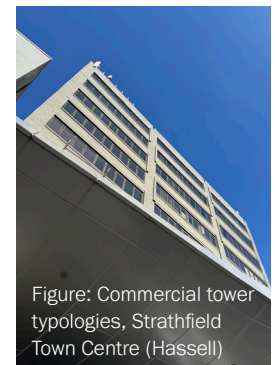


Figure: Commercial tower typologies, Strathfield Town Centre (Hassell)



**The garden suburb qualities of Strathfield do not extend into the town centre - where concrete and paving dominate. The master plan presents an opportunity for Strathfield Town Centre to reclaim and interpret its garden suburb in an characterful, urban setting - creating leafy, tree lined public spaces and heritage-rich places.**



Figure: Australian Catholic University, Strathfield (Universities Australia)



Figure: Typical heritage Federation residential typology, Strathfield (Strathfield-Homebush Historical Society)

ing wide leafy green streets, connecting to parks, schools, and community facilities, meeting at a local town centre...



Figure: Strathfield Square, Strathfield Town Centre (Strathfield Council)



Figure: Strathfield bus interchange rest stop and shelter, Strathfield (Strathfield Council)



Figure: Street edge condition, Strathfield (Strathfield Council)

lectic and sometimes clashing mix of building typologies, from 2-storey residential shop fronts to multi-storey residential and commercial towers.



Figure: The Boulevarde shop-top residential street, Strathfield (Commercial Real Estate)

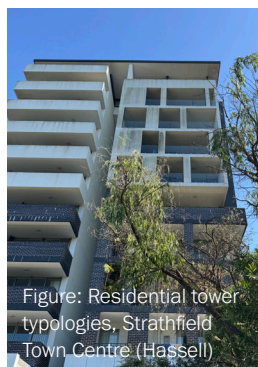


Figure: Residential tower typologies, Strathfield Town Centre (Hassell)



Figure: Mixed typologies on The Boulevarde, Strathfield Town Centre (Strathfield Council)

# COMMUNITY WITHIN ITS CONTEXT

## Meeting in the middle

Strathfield is a well-connected suburb known for its multicultural community, leafy suburban streets, and strong educational institutions.

At the heart of Strathfield is a local town centre, offering a variety of shops, cafes, and restaurants, as well as excellent public transport connections, including a bus interchange and a major train station that links the suburb to the Sydney CBD and beyond.

The area is home to top-performing schools, including Meriden School, Santa Sabina College, Trinity Grammar (Prep), and Strathfield Girls High School, along with several quality public and private primary schools.

Broader Strathfield plays a regional educational role because of its many educational institutions. This sees large numbers of students pass through the Town Centre daily - giving it a distinctive rhythm of activity.

Despite its urban conveniences, Strathfield maintains a strong sense of community and a focus on open space, making it a desirable location for families, professionals, and students alike.

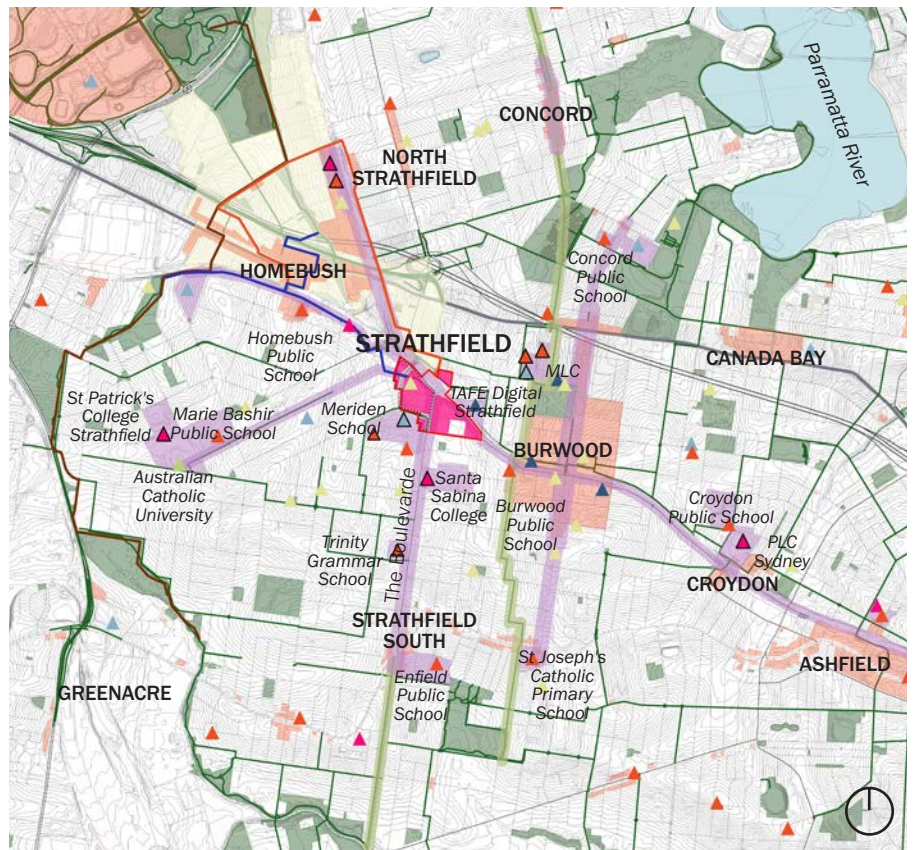
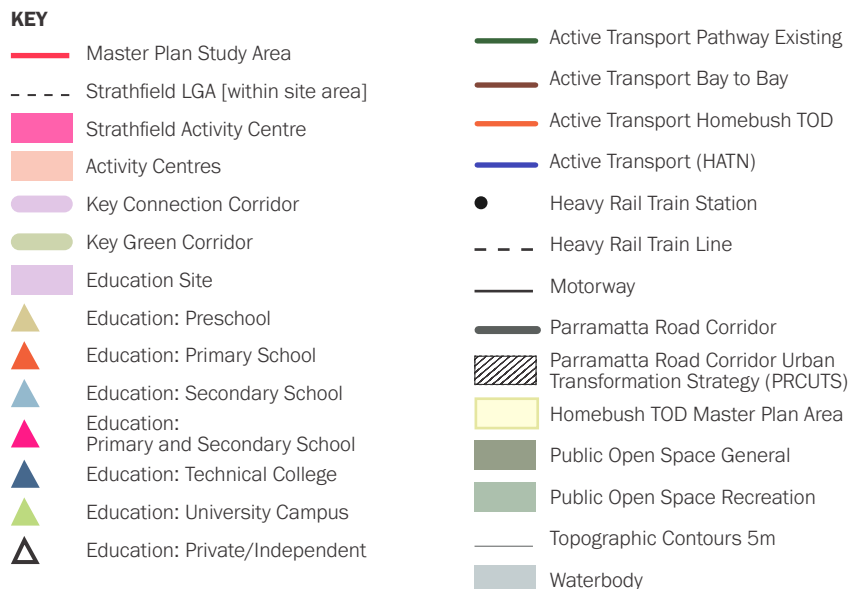


Figure: Place Positioning of Study Area Site Plan, Wangal Country [1:50,000 @A4] (Hassell)



**Strathfield Town Centre Master Plan: Key Directions**



Figure: Community event at Strathfield Square, Strathfield Town Centre (Strathfield Council)



Figure: Meriden School, Strathfield (Meriden School)

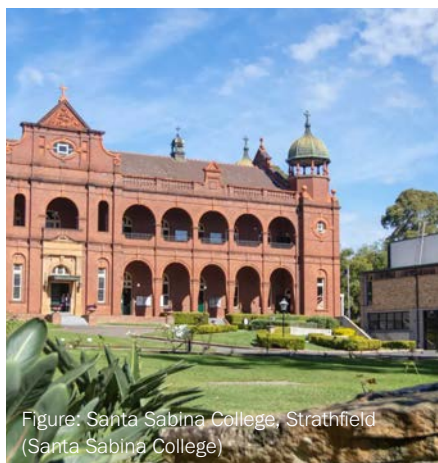


Figure: Santa Sabina College, Strathfield (Santa Sabina College)



Figure: Strathfield Station entry, Strathfield (Strathfield Council)



Figure: Restaurants at the ground plane, crn The Boulevard, Strathfield Town Centre (Strathfield Council)

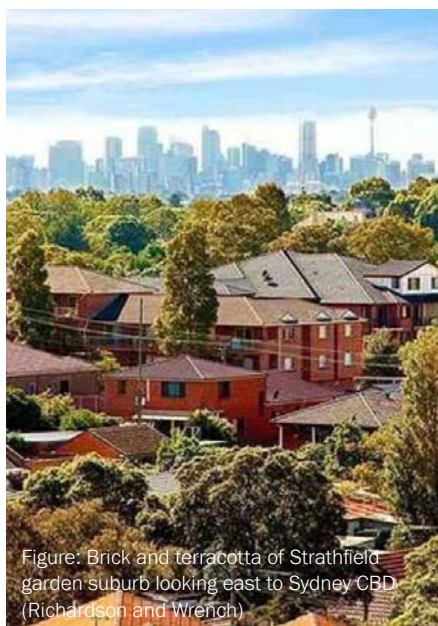


Figure: Brick and terracotta of Strathfield garden suburb looking east to Sydney CBD (Richardson and Wrench)

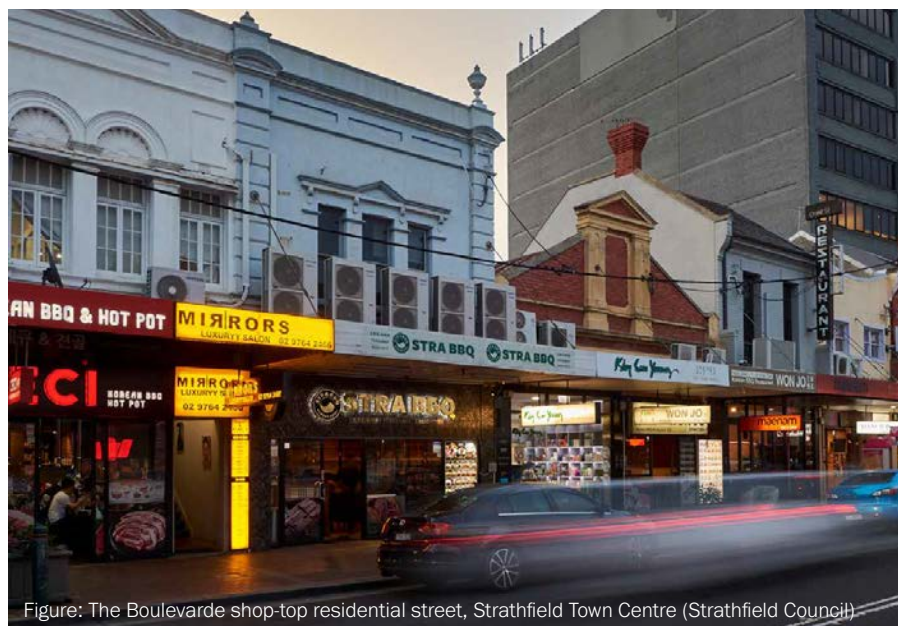


Figure: The Boulevard shop-top residential street, Strathfield Town Centre (Strathfield Council)

# PLACE ECONOMICS

**Strathfield is currently a local, service orientated centre with a small commercial offering.**

Strathfield positions itself as a modestly sized yet strategically significant retail centre, with its main commercial offering being medical-related.

By virtue of its location and natural trade catchment boundaries, it primarily competes with:

- Burwood (primary competitor)
- Homebush and surrounds (secondary competitor)
- North Strathfield (tertiary competitor)

Burwood and Homebush-centre both fall within a 5-minute drive catchment from Strathfield, with the Bakehouse Quarter just over 10-minutes.

This information is adapted from the *Strathfield Economic Analysis 2025*, Atlas Economics.

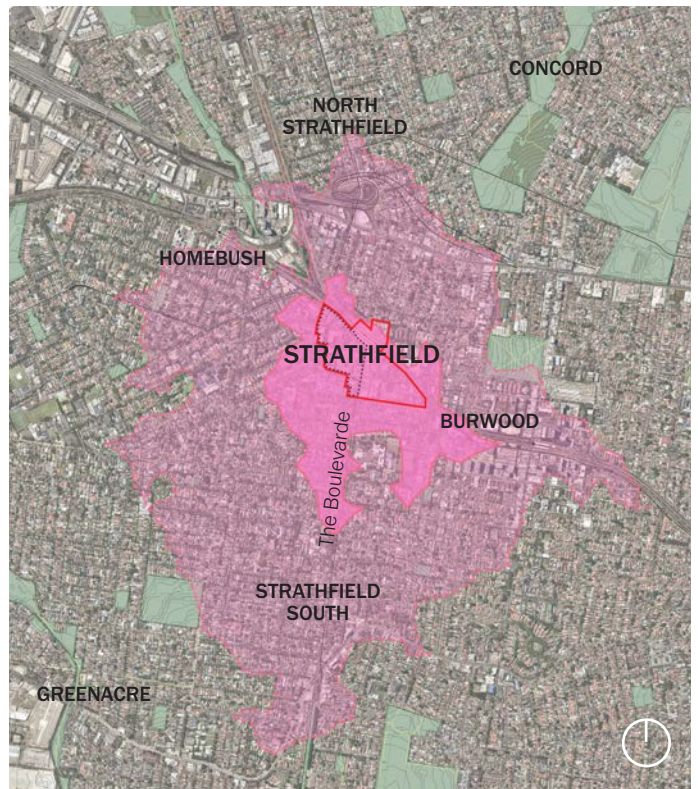


Figure [above]: Aerial overlay of commercial competitor analysis and trade catchment - tier 1 and 2, from Strathfield Town Centre [1:40,000 @A4] (Mecone [edit Hassell])

Figure [top]: Sketch of shop fronts on The Boulevard, Strathfield Town Centre [Hassell]

## To become a true local haven, Strathfield needs to expand out from its transactional role to better offer authentic experiences for a broader audience.

### From a size and market perspective

Larger than many nearby precincts but notably smaller than neighbouring Burwood - which offers four times the retail floorspace - Strathfield maintains some of the most affordable retail and commercial rents in the area. Low retail vacancy and relatively small commercial stock (less than 30,000m<sup>2</sup>) makes Strathfield a competitive, accessible hub for local businesses and everyday services.

- There are more affordable retail and commercial rents in Strathfield (retail: \$600/sqm-\$800/sqm and commercial: \$350/sqm to \$500/sqm)
- As compared to Burwood/North Strathfield (retail: \$650/sqm-\$850/sqm and commercial: \$500/sqm to \$600/sqm); and
- Vacancy levels in Strathfield are of sub-1% (748sqm) for retail and 6% for commercial (1,322sqm) as of March 2025.

### Strathfield’s key advantages, opportunities, and gaps

Strathfield Town Centre holds a unique position in Sydney’s Inner West, with a mix of key advantages, emerging opportunities, and clear gaps that, together, shape its potential as a more connected and inclusive urban destination. For Strathfield, and based on market feedback, these include:

- *Neatly fitting* between its neighbouring centres in terms of size, offering and convenience;
- Being *not as busy* as Burwood but a greater offering than Homebush or North Strathfield;
- Having a well established dining profile and cultural identity;
- Better leveraging of its education hub and creating meaningful places for young adults; and
- Creating more places for families and young children to gather and play.

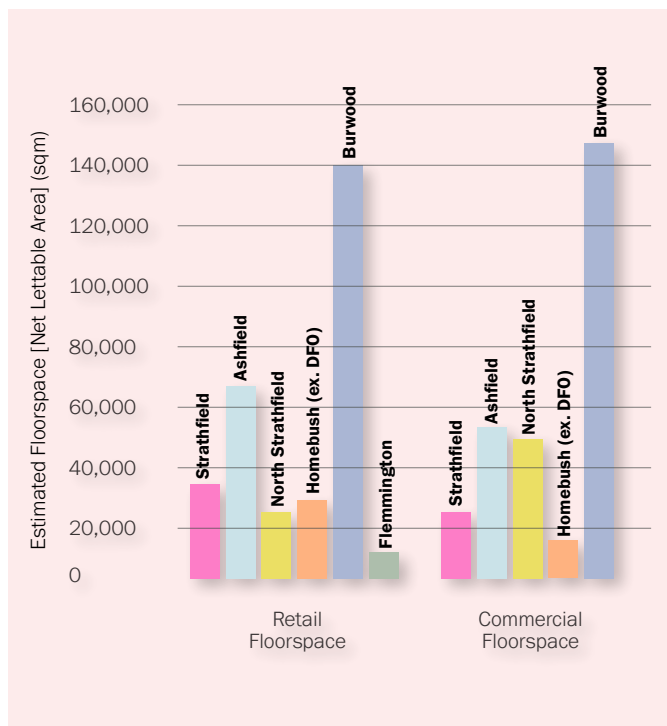


Figure: Estimated commercial and retail floorspace, comparing Strathfield and its neighbouring centres (Atlas Economics [edit Hassell])

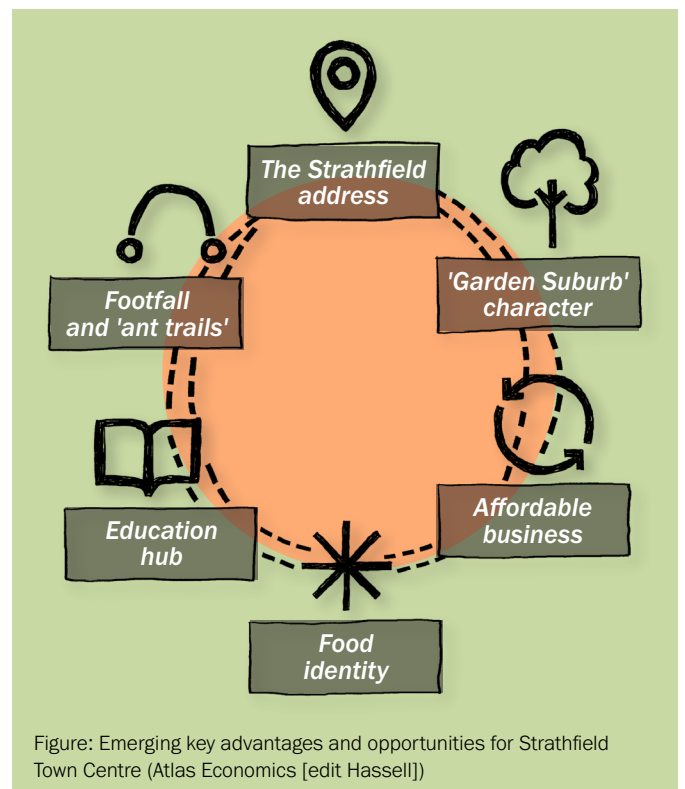


Figure: Emerging key advantages and opportunities for Strathfield Town Centre (Atlas Economics [edit Hassell])

# PLACE ACTIVITY

## How are people using Strathfield Town Centre? Where are people coming from and going to?

Place Intelligence uses advanced quantitative data to uncover how people move through and interact with public spaces - that's what you can see translated here.

In the context of Strathfield Town Centre, this means analysing foot traffic, dwell times, peak usage periods, and movement patterns to better understand how locals and visitors use the area throughout the day, week, and weekend. By harnessing anonymised data from mobile devices and other digital sources, Place Intelligence helps show which parts of the Town Centre are thriving, underused, or emerging - at all times of the day.

This supports evidence-based urban design and planning decisions that enhance accessibility, activity, and community use of the Town Centre.

The mapping information is from Place Intelligence, 2019-2024 usage mapping.

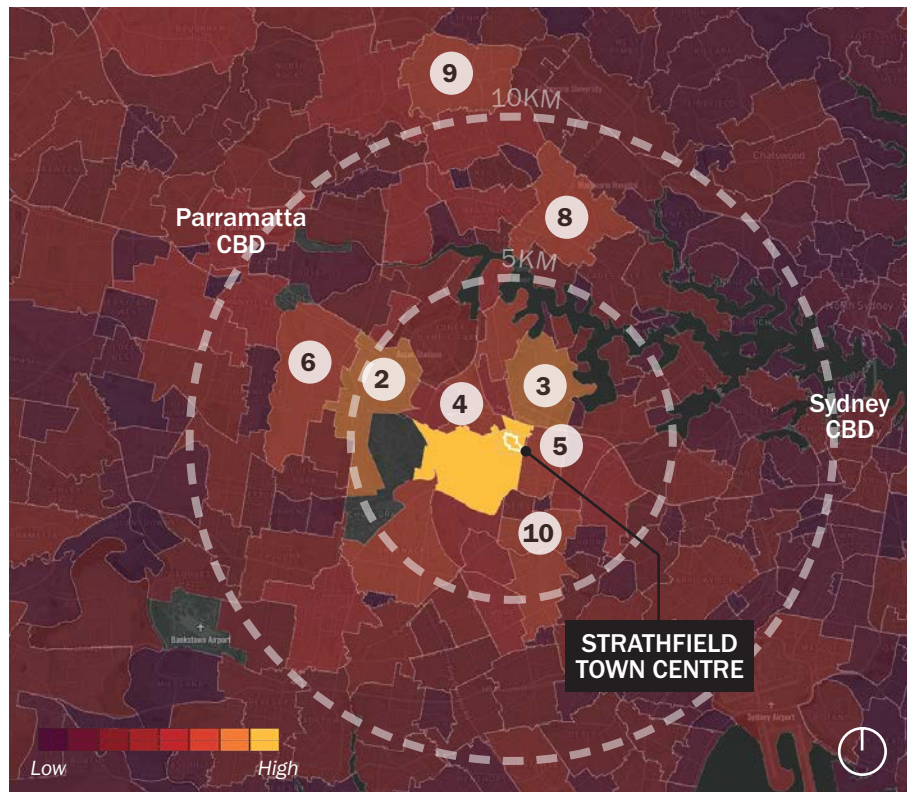
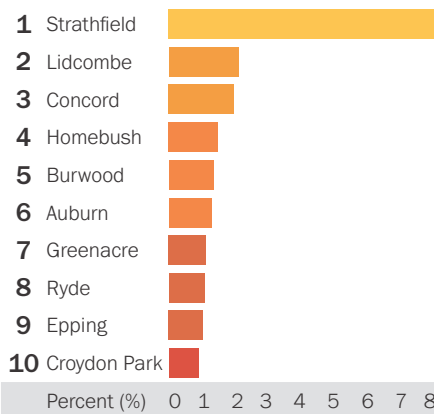


Figure: Map of visitor origin by suburb to Strathfield Town Centre [NTS] (Place Intelligence)



### Top ten suburb origin

The visitor origin shows Strathfield attracts a local audience, with the top ten suburbs-by-visitor-origin within an 11km catchment.

Figure: Top ten visitor origin by suburb to Strathfield Town Centre (Place Intelligence)



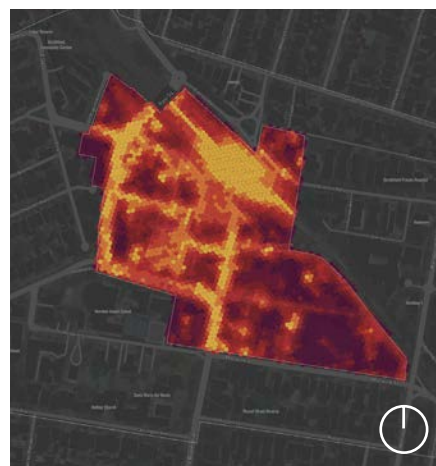
**Activity on the weekdays**

Pedestrian activity at peak times on weekdays typically clusters around the Strathfield Square and station, dispersing out into the main streets of the Town Centre.



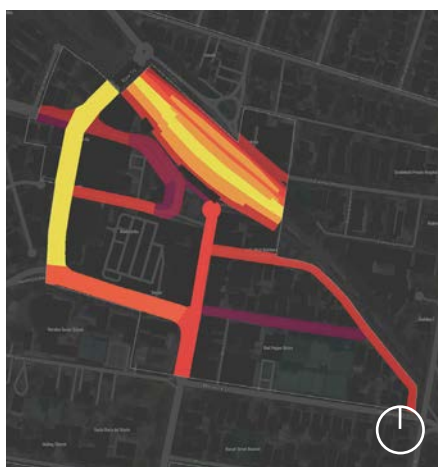
**Activity on weekend**

Pedestrian activity on weekends typically clusters around streets and laneways - notably The Boulevard - dispersing out from the station and bus interchange.



**Activity overall**

Pedestrian activity overall typically clusters around the main square and station, dispersing out into the streets and laneways to the west/north-west of the town centre, with lesser footfall toward the east.



**Weekday morning streets**

Higher use on Raw Square and within the station, and onto The Boulevard.



**Weekday afternoon streets**

Higher use within the station and on the western-side of Raw Square, turning onto Redmyre Road.

# WHAT IS SPECIAL, WHAT IS CHALLENGING?

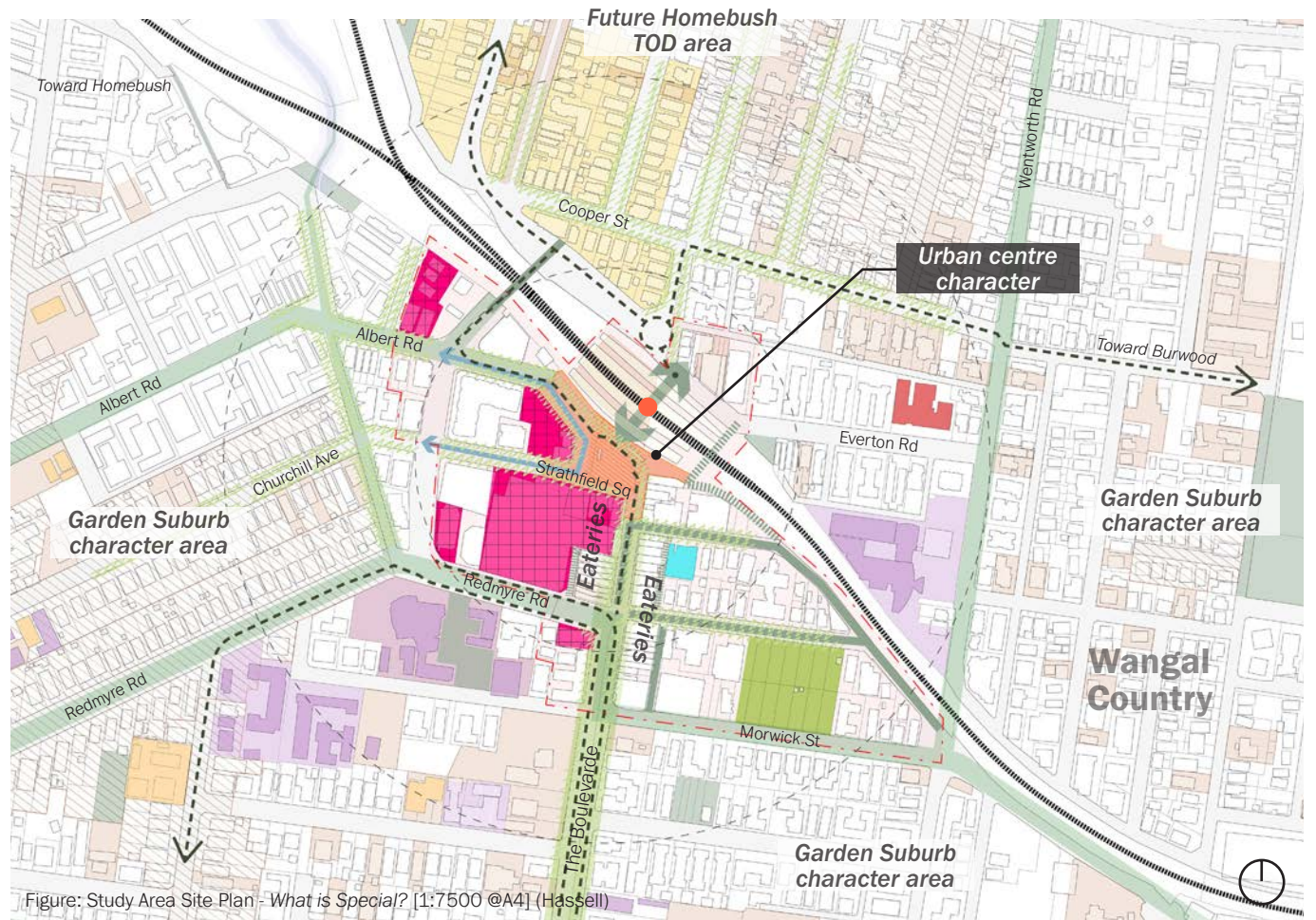


Figure: Study Area Site Plan - What is Special? [1:7500 @A4] (Hassell)

## What is special?

Strathfield Town Centre is defined by it being a compact, mostly walkable place. With strong transport connectivity, surrounding leafy garden suburb, and multicultural character - Strathfield provides the foundation for a people-first urban experience. Its scale allows for intimate, place-based design interventions that can enhance everyday life, while its established food culture, education precincts, and civic spaces offer opportunities to better foster place-identity, inclusion, and public life.

### KEY

- Master Plan Study Area
- 200m/400m Radius
- Strathfield Station - opportunity for entry improvement
- Bus Interchange - opportunity for improvement
- Improved Pedestrian Movement
- Cycle/Active Transport Movement
- ~ Potential for Increased Canopy
- Main Street Improvement Area
- ▨ Town Square Improvement Area
- ▨ Potential Area for Change
- ▨ Heritage Lot
- ▨ Heritage Conservation Area
- ▨ Education Site
- ▨ Civic Building
- ▨ Community Centres / Churches
- ▨ Hospital
- Powells Creek [built over]
- ▨ Green Grid Corridor
- ▨ Public Open Space
- ▨ Private Recreation
- ▨ Future Homebush Transport Oriented Development (TOD)

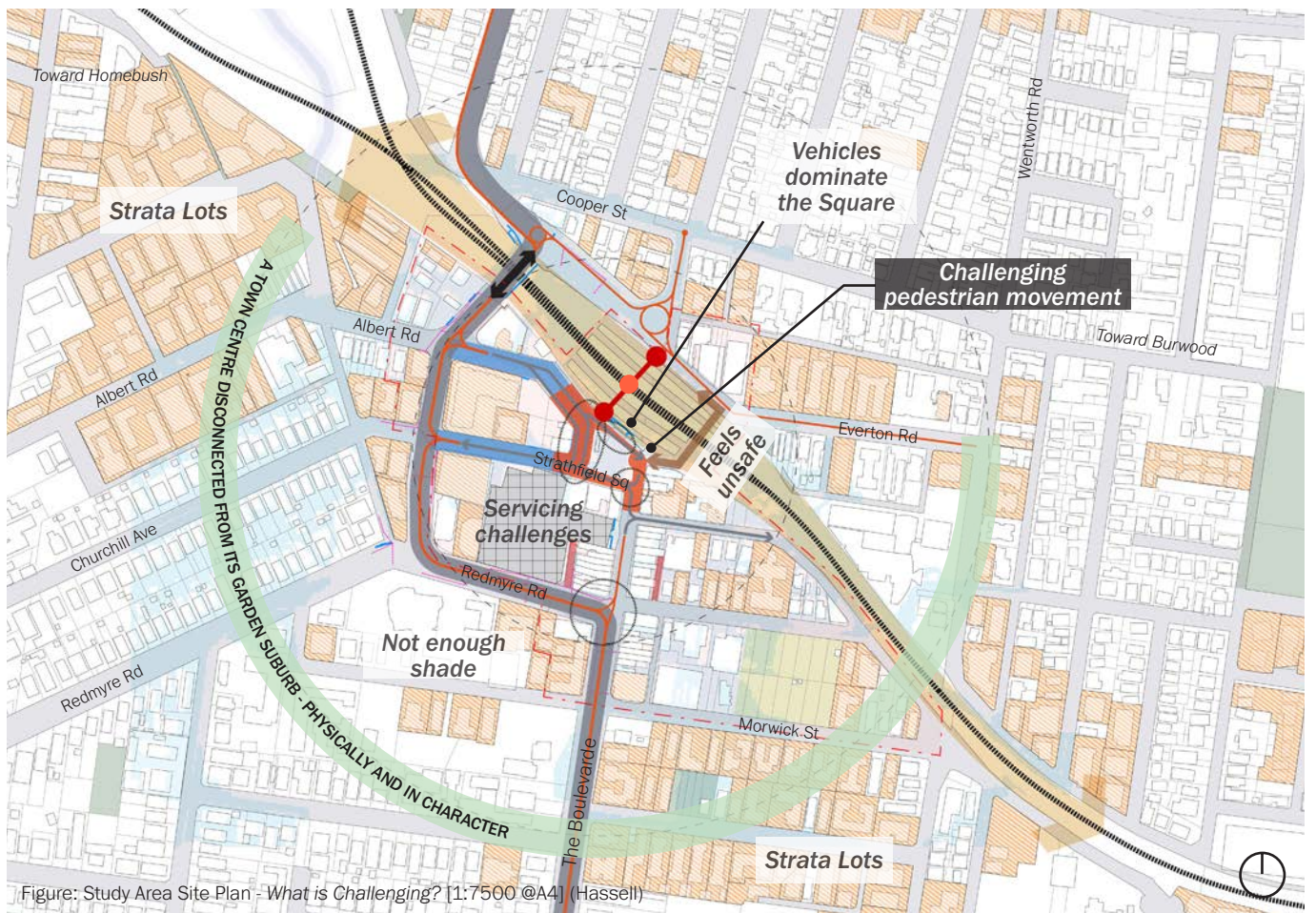


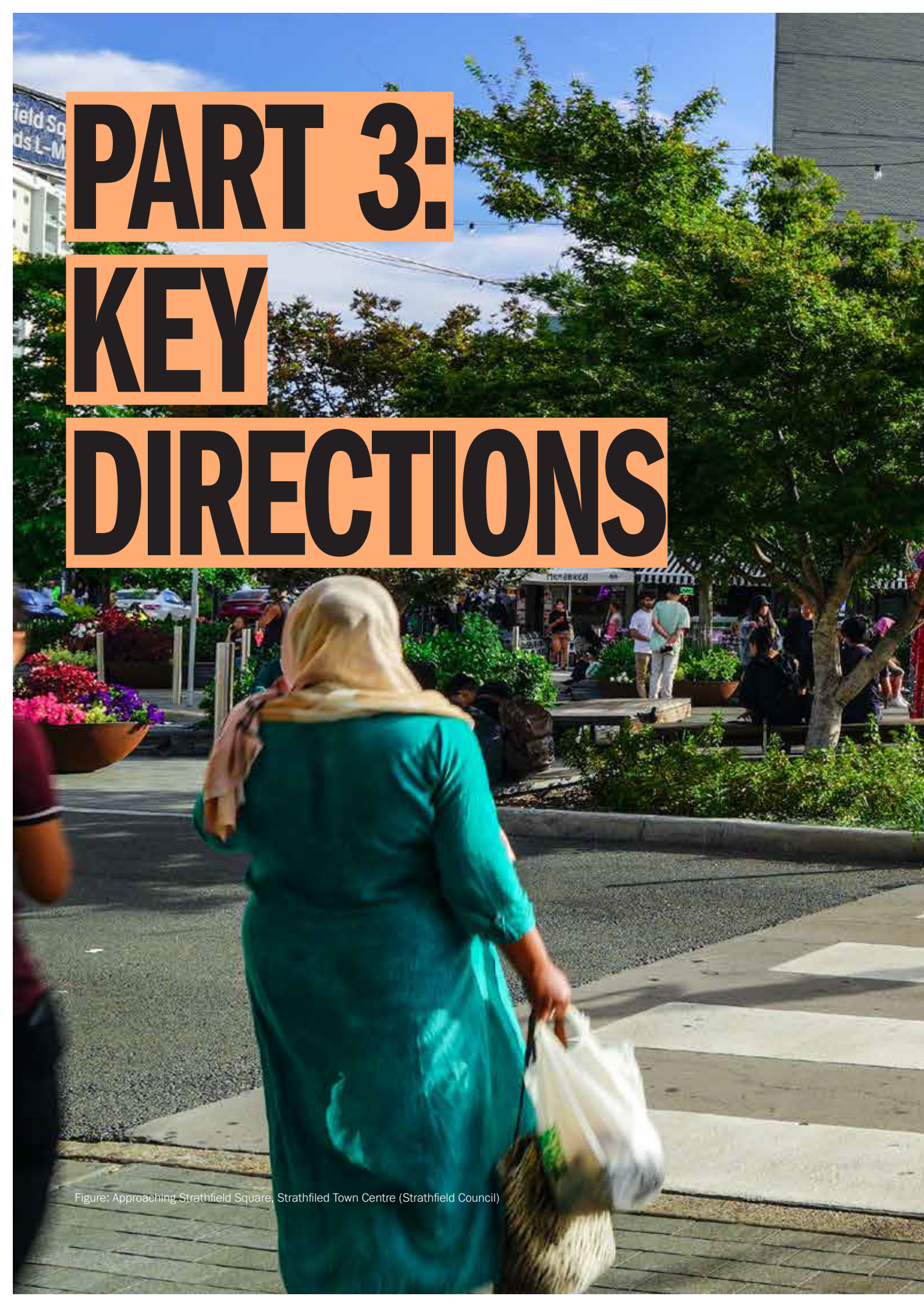
Figure: Study Area Site Plan - What is Challenging? [1:7500 @A4] (Hassell)

## What is challenging?

Strathfield Town Centre faces challenges common to highly trafficked transit hubs - fragmented public spaces, limited green canopy and infrastructure, and a lack of cohesive identity at street level. Despite its strong assets, the centre's urban form struggles to support meaningful pedestrian experiences, with underused laneways, disconnected precincts, and minimal activation around key civic and cultural anchors.

### KEY

- Master Plan Study Area
- 200m/400m Radius
- Strathfield Station - opportunity for entry improvement
- Bus Interchange Stopping Zone and Movement
- Pedestrian Movement Barriers from Vehicle Movement at Strathfield Square
- Challenging Pedestrian Crossings
- Strathfield Station Entry
- Pedestrian Underpass
- Heavy Rail Movement Barrier
- One-way Road
- Primary Vehicle Underpass
- Primary Vehicle Movement
- Dead End Service Lane
- State Road with High Volume Vehicle Movement
- Service - Electricity
- Service - Stormwater
- Strata Lot
- Flooding Areas PMF



# PART 3:

# KEY

# DIRECTIONS

Figure: Approaching Strathfield Square, Strathfield Town Centre (Strathfield Council)



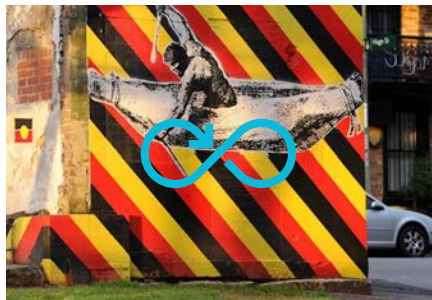
# KEY DIRECTIONS SUMMARY

Key directions in a master plan act as a compass - shaping how a place grows, how people move around, and how spaces are experienced and shared. More than just a framework, they create a vision for community inclusivity, neighbourhood identity and character, an activation program, planned resilience, and regenerative outcomes.

Ten key directions have been developed to set the foundation for the future design and planning of Strathfield Town Centre. They describe how the vision for the centre can be achieved ensuring that:

- Decisions align with community and visitor needs;
- The unique character of the place is enhanced; and
- Future change meets sustainability and regenerative goals.

These directions are not static and may evolve responding to shifting needs and making space for emerging possibilities. Considerations and opportunities of each key direction are explored and unpacked on the following pages.



## Connect with Strathfield's History, Culture and Country

Acknowledge the diverse histories and cultures that have shaped Strathfield LGA's heritage and community.



## Lean into the local

A local centre that supports local businesses and the needs of the whole community.



## Support Strathfield's food culture

A distinctive and quality destination experience for Korean and emerging Southeast Asian cuisine.

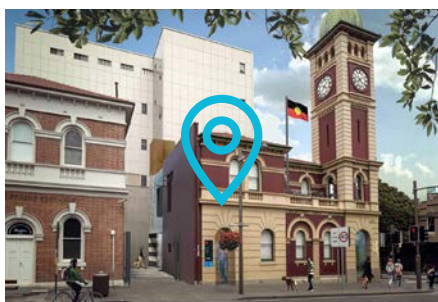


## Green The Boulevard

A biodiverse, cool and shady spine connecting the Town Centre.

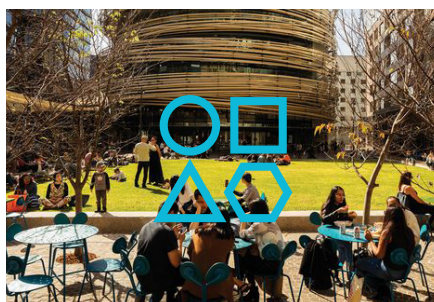
Figures (top, left to right): *Welcome Redfern*, heritage building adaptation by artist Reko Rennie and local Gadi Community, Redfern (City of Sydney) / Redfern Community Facility, Redfern (Aileen Sage with Djinjama) / Darling Square, Sydney (CoS) / Strathfield Festival, Strathfield (Strathfield Council) / The Boulevard, Strathfield (Strathfield Council)

Figures (bottom, left to right): Santa Sabina College, Climate Change Protest (Santa Sabina College) / Nightingale CO-Housing Development, Melbourne / Heart Gardening Project, Melbourne (Hassell) / Strathfield Station entry, Strathfield (Strathfield Council) / Bourke Street cycle-way, Surry Hills (CoS)



### Strengthen the civic presence

A town centre that is shaped by its heritage and connection to community.



### Re-imagine Strathfield Square

An inclusive, safe and comfortable destination for all ages and all community.



### Create a town centre for multiple users

A safe and inclusive place, where innovation and entrepreneurialism are supported, with an education-specific focus.



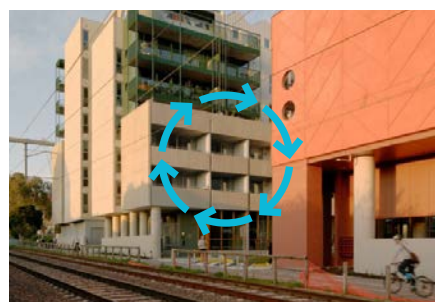
### Integrate Stathfiled's movement network

An easy-to-use, accessible and integrated multi-modal movement network.



### Improve north-south connections

Safe and inviting connections reaching north of the rail corridor, to existing and future communities.



### Enable planned change

A planning framework that supports intended development outcomes.

# CONNECT WITH STRATHFIELD'S HISTORY, CULTURE AND COUNTRY

## Acknowledge the diverse histories and cultures that have shaped Strathfield LGA's heritage and community.

The Strathfield Town Centre Master Plan presents an opportunity to meaningfully connect with Strathfield's shared history, culture, and Country by embracing a holistic approach to place-making. This means acknowledging the interconnectedness of First Nations, colonial, and migrant histories, rather than viewing them as separate or conflicting narratives. While each cultural heritage holds unique aspects, post-contact history is inherently shared.

By recognising this mixing of cultures, we can develop planning and design responses that are more attuned to Country and reflect who we are as Australians. It is essential to create spaces that honour both ancient and contemporary identities while offering places for reflection, healing, and understanding. Through this lens, the Strathfield Town Centre can evolve as a place that respects deep time, acknowledges recent history, and fosters connections among diverse communities.

With this in mind, the following opportunities outline ways to strengthen Strathfield's identity through inclusive, resilient, and culturally responsive design.



Figure: Strathfield, Parish of Concord map c1886 identifying Powells Creek running under the Strathfield Town Centre (City of Sydney Archives)

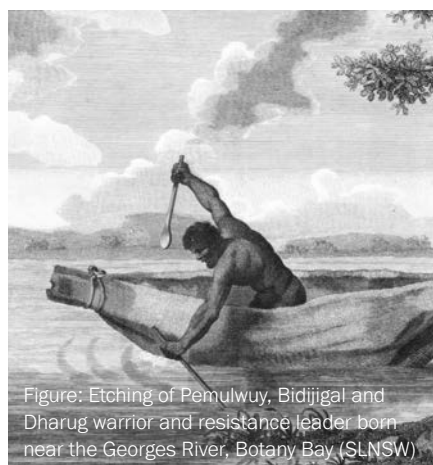


Figure: Etching of Pemulwuy, Bidjijgal and Dharug warrior and resistance leader born near the Georges River, Botany Bay (SLNSW)

## “Recognise key Wangal and local figures.”

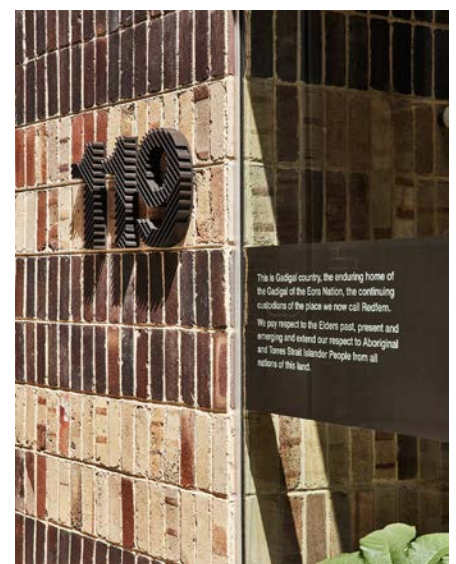


Figure: Redfern Community Facility [former Post Office] adaptation both recognises and challenges the colonial form, Redfern (Aileen Sage with Djinjama)

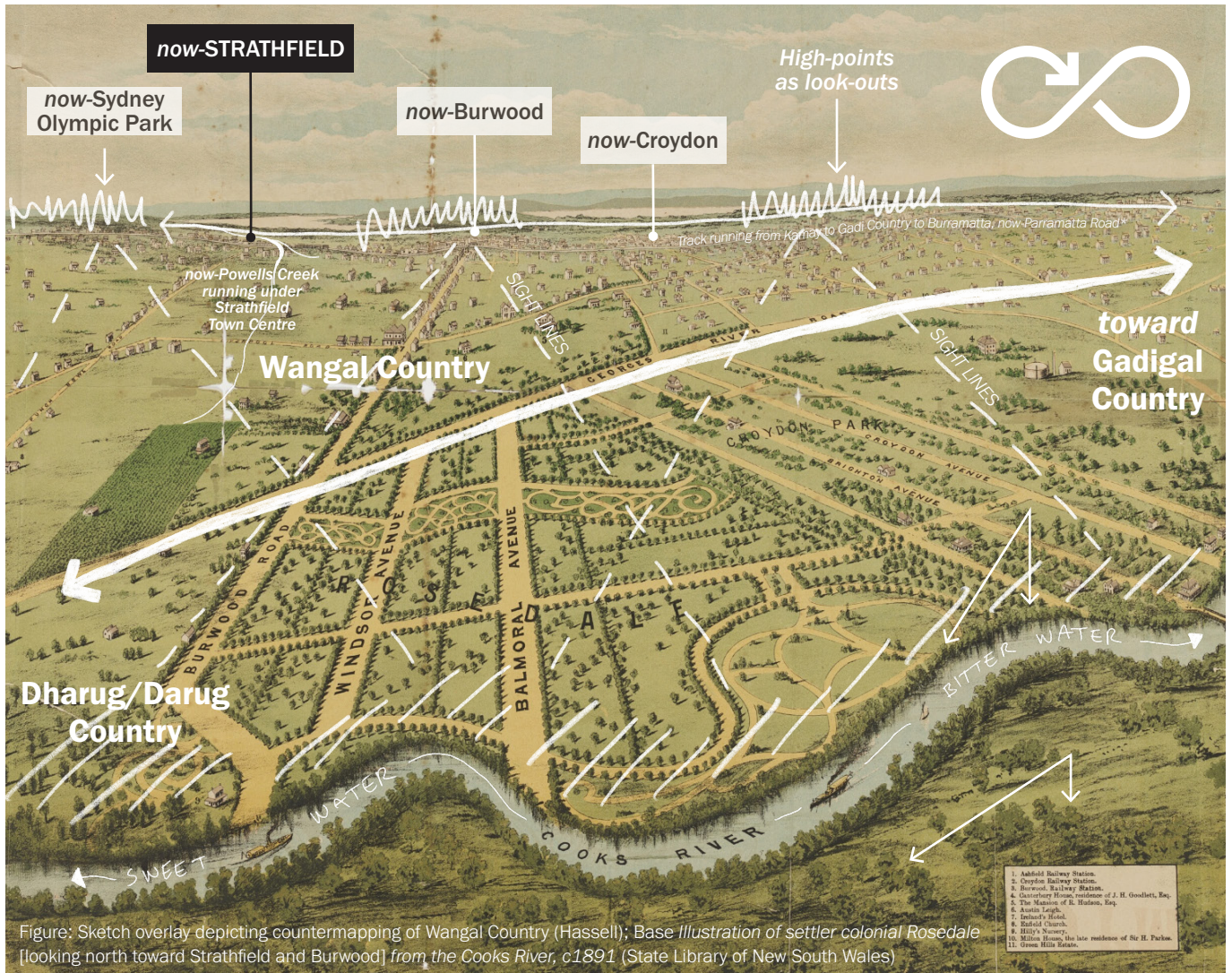


Figure: Sketch overlay depicting countermapping of Wangal Country (Hassell); Base Illustration of settler colonial Rosedale [looking north toward Strathfield and Burwood] from the Cooks River, c1891 (State Library of New South Wales)

**Opportunities:**

- Honour multiple histories revealing stories of Country, heritage, and the ongoing living cultures within public spaces through interpretive installations and wayfinding that reflect both ancient and contemporary connections.
- Respect colonial heritage by retaining and respecting heritage façades by integrating high-quality contemporary buildings that complement the historic character.
- Enhance local ecosystems and integrate biodiverse urban planting into public open spaces and design green corridors to connect fragmented habitats, balancing urban development with natural regeneration.
- Protect cultural waters and recognises the cultural and ecological significance of water to this place (consideration of now-Powells Creek).
- Foster sustainable urban regeneration and advocate for sustainable land management through urban design, incorporating green infrastructure and promoting community stewardship programs that strengthen connections to place.

**Key outcomes for the Town Centre:**

1. Visible celebration of Strathfield’s multicultural heritage through public art, storytelling, and place-based design that fosters cultural safety, ethical sharing, and the preservation of diverse cultural identities.
2. Greener streetscapes, improved air quality, and reduced urban heat through considered native planting, sustainable design practices, and care for the non-human users of these spaces - flora and fauna.
3. New developments respectfully integrate with the existing heritage character of the Town Centre while incorporating sustainable practices within the design and planning outcomes.
4. Relationships and partnerships with First Nations organisations and local stakeholders are co-managed and sustain vibrant public spaces.

# LEAN INTO THE LOCAL

## A local centre that supports local businesses and the needs of the whole community.

Strathfield is a multicultural neighbourhood with strong community connections, and its Town Centre has long served as a convenient hub for those passing through. By evolving and curating the Town Centre in line with its local community it will become increasingly distinct.

By offering a diverse range of public spaces to support various activities day and night, Strathfield Town Centre can benefit the local community and economy.

Strathfield Town Centre already has a strong night-time economy with activity occurring around the Square and Boulevard and surrounding streets throughout the day and into the evening. Through location analysis it becomes apparent that the majority of the users of the Town Centre are locals from the surrounding areas, enabling connectivity and ways for these communities to access and support local business will be key.

To help achieve this the Town Centre should provide opportunities to support a broadened range of business types both destinational and convenience.



Figure: Historic and eclectic building fabric, The Boulevard, Strathfield Town Centre (Hassell)



Figure: Grocer shop front filling the street edge with colour, Strathfield (Hassell)



Figure: Adapted hole-in-the-wall street facing cafe, well loved by locals, Surry Hills (Broadsheet)

**“Diversity of shops and services should be improved. Shops could integrate with outdoor settings.”**

Feedback from community member, *Strathfield Community Vision and Background Report* (2024)



Figure: Pedestrianised Kensington Street with adapted terraces as shops and restaurants; Chippendale (Eat, Drink, Play)

## Opportunities:

- Support a broadened range of shops and business, with high quality and accessible floor space, upholding the character of Strathfield Town Centre.
- Reinforce the local amenity spine centred on Strathfield Square, The Boulevard and the emerging laneway network.
- Explore creative activation strategies to generate additional floor space - such as laneway revitalisation and more intensive use of basements - that enhance high street activity and support local businesses, subject to technical feasibility.
- Create additional retail opportunities including temporary kiosks.
- Where possible and appropriate, council permits footpath dining to create a vibrant high street atmosphere whilst increasing the footprint of the businesses that apply for the license.
- Expand public art program that reflects the identity of the community and improves the quality of urban spaces.
- Establish governance structures that place local organisations at the forefront of public space management and cultural programming, fostering co-design and co-management partnerships.

## Key outcomes for the Town Centre:

1. A place for local amenity and convenience, where people want to be.
2. A strengthened day to night attractiveness focused on the high street and square spine.
3. Higher canopy coverage and more shade.
4. Greater and ongoing engagement with local businesses and the community.

# STRENGTHEN THE CIVIC PRESENCE

## A town centre that is shaped by its heritage and connection to community.

Town centres are places for civic and city life. Being able to dwell and inhabit public space is an important method to engage with community.

Importantly, to cater for all parts of community, and to encourage opportunities for enhanced town centre engagement, activities in the Town Centre should not be solely focused on having to spend money.

Civic functions allow community to meet, to dwell and to engage in spaces freely and democratically. That can be in buildings, such as libraries and community centres, and in public spaces like streets and squares.

Providing a program of civic functions will also reinforce Strathfield's Town Centre role. It is unusual for a town centre not to have a civic focus, and there is opportunity to bring in uses such as a Council administration front-of-house, community meetings facilities, library/flexible working space and other aligned functions.



Figure: Redfern Community Facility [former post office] with new entry for Community, the adaptation both recognises and challenges the colonial form, Redfern (Aileen Sage with Djinjama)



Figure: Yellamundie Liverpool Library Liverpool (AIA)

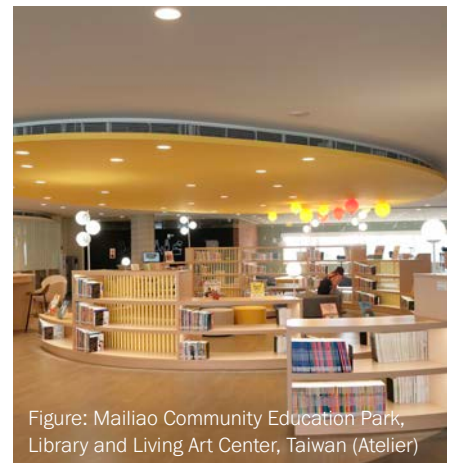


Figure: Mailiao Community Education Park, Library and Living Art Center, Taiwan (Atelier)

**“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”**

*The Death and Life of Great American Cities, Jane Jacobs (resident of NYC and urban activist)*

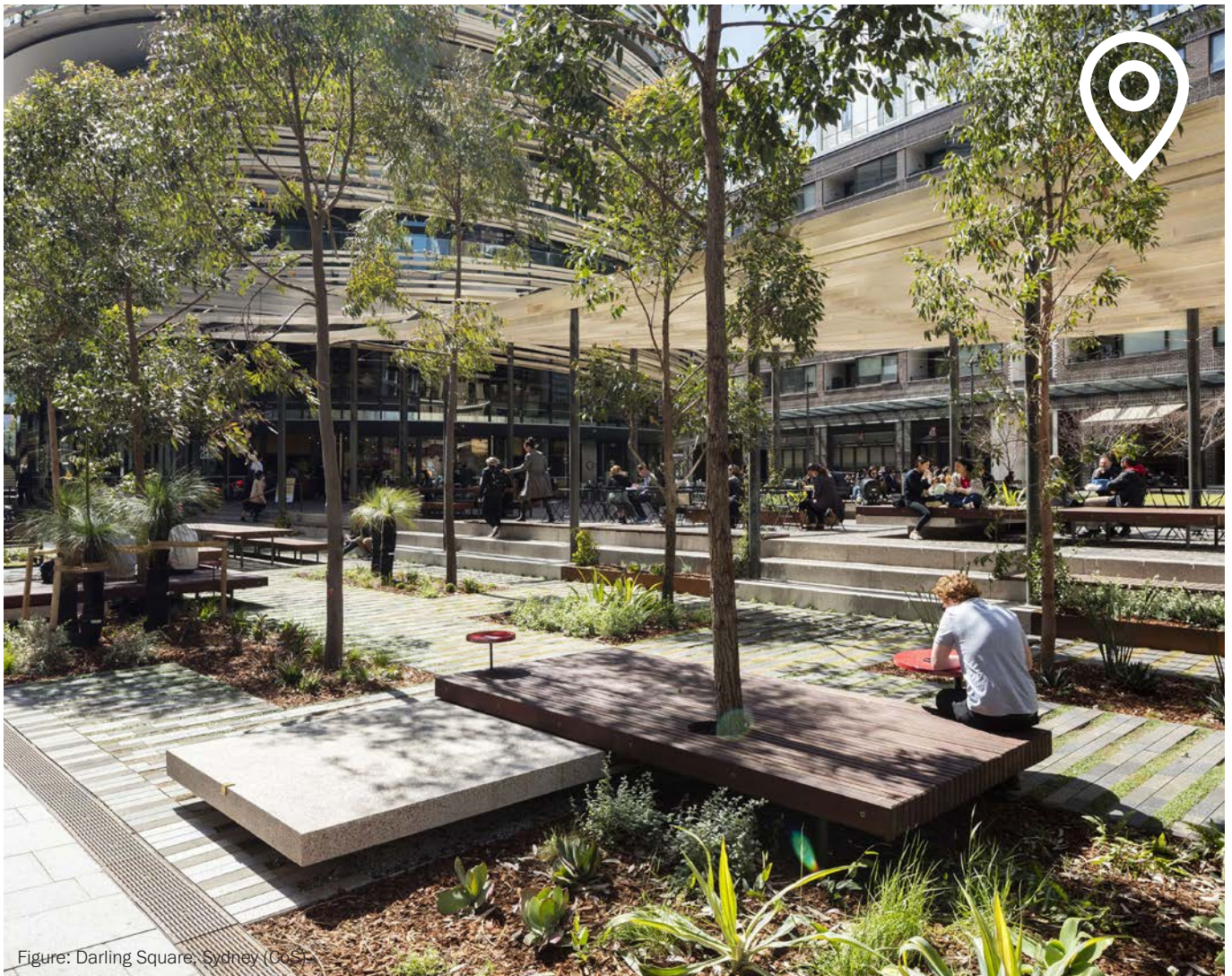


Figure: Darling Square, Sydney (CoS)

## Opportunities:

- Establish a refreshed image for Strathfield through investment in quality buildings that promote community, with an emphasis on design quality.
- Leverage Council landholdings and complement local retail functions with civic activities like a library, Council administration front of house, meetings and community support spaces, and even end of trip facilities.
- Provide flexible spaces that reinforce Strathfield's other specialities, such as informal study spaces and hang out spaces for students.
- Add richness to the public realm by interpreting heritage features and representing the culturally diverse community of Strathfield.
- Establish opportunity for children play spaces for families.
- Plan a program of activation throughout the year that responds to Strathfield's local community.
- Consider opportunities for affordable housing within new developments to support diverse and inclusive communities, prioritising typologies suited to multi-generational and culturally diverse households.

## Key outcomes for the Town Centre:

1. Council services are provided in the Town Centre in a meaningful way.
2. Partnership opportunities with town centre landowners provide community and civic functions as part of a voluntary planning agreement process.
3. A 'town centre manager' is employed and responsible for Strathfield Square activation and ongoing liaison with local businesses and residents.

# RE-IMAGINE STRATHFIELD TOWN SQUARE

## An inclusive, safe and comfortable destination for all ages and all community.

Strathfield Square has been an integral part of Strathfield since its redevelopment in 1980s replacing a small grass park (established in 1920 as surplus land to the railway) with the Plaza we see today. It provides a key destination for gatherings and community events helping to anchor the town centre within the surrounding communities.

It sits at the intersection of a range of activities and uses as it supports informal recreation whilst also functioning as a transport interchange and waiting area.

There are however a number of challenges that are limiting its potential to support the broader aspirations of the town centre, the square is currently framed by surrounding roads including Albert Road bus interchange creating movement and pedestrian safety issues.

Unlocking the potential of Strathfield Square to provide an inclusive, safe and comfortable destination will be key to supporting the future of the centre.



Figure: Maple Tree Square, Vancouver CA (City of Vancouver)

**“More green space - a place people can walk around.”**

Feedback from community member, *Strathfield Community Vision and Background Report* (2024)



Figure: Adapted warehouse-turned coffee roastery opening onto town square, Bangkok TH (Factory Coffee HQ)



Figure: Community adapted Mega mat as part of Bangkok Design Week, Bangkok TH (MVRDV)

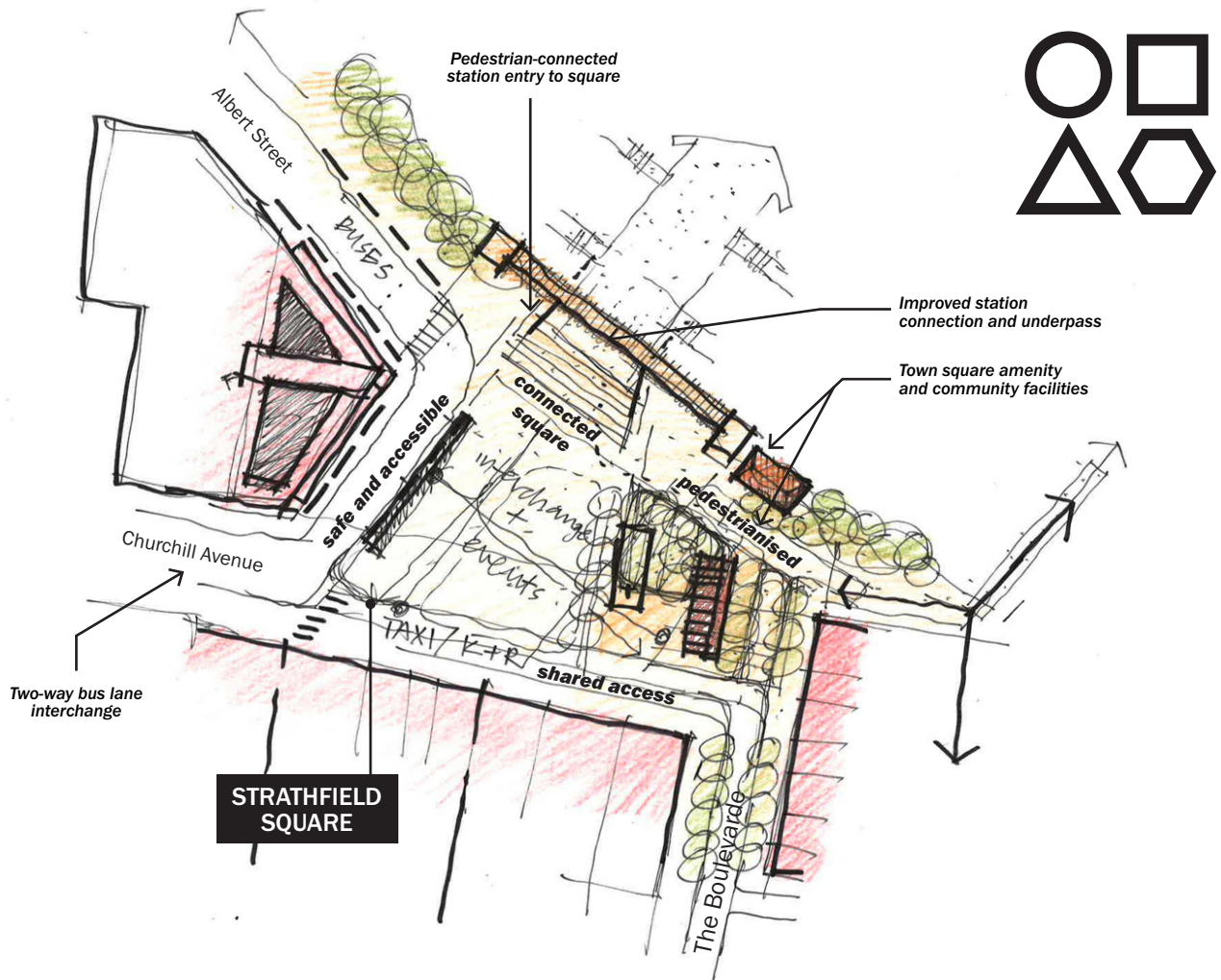


Figure: Conceptual design sketch of Strathfield Town Square and potential movement and connections (Hassell)

## Opportunities:

- Provide an improved arrival experience for those leaving the station and coming into Strathfield with more generous footpaths and pedestrian-oriented spaces.
- Deliver a rationalised traffic movement network within the Town Centre to better connect Strathfield Square to the surrounding uses.
- Improve pedestrian comfort through improved planting, canopy cover and urban greening.
- Enable future flexibility for the space to be programmed to accommodate a variety of events, gatherings and markets.
- Better connect the Square to Strathfield Station through a cohesive and considered public domain.
- Capture the heritage and cultural diversity of the area and embed into the public domain design through form, art and activities.
- Provide a place for families to enjoy and spend time in.
- Improve quality proposition through high-quality materials and finishes within the public domain.

## Key outcomes for the Town Centre:

1. A public domain plan provides more cohesive and flexible public spaces.
2. 'Community Manager' curates and programs the space throughout the calendar year.
3. Accessible and inclusive spaces are provided for the surrounding community by removing physical and cultural barriers.
4. Closure of some road spaces are tested to enhance the setting of Strathfield Square and improve its relationship to the train station.

# CREATE A TOWN CENTRE FOR MULTIPLE USERS

## A safe and inclusive space, supporting innovation and entrepreneurialism, with an education-specific focus.

Strathfield Town Centre has a strong network of schools, colleges, universities and education facilities within and around its core area.

These knowledge-based institutions provide an opportunity to develop and support a broader entrepreneurial base and create new partnerships within Strathfield.

Strathfield Council has already established a number of initiatives that support co-working and events and create networking opportunities for local businesses and SMEs.

These opportunities also extend into the already established food economy where there is potential to create culinary business incubators with commercial kitchens which are able support other segments of the local community.



Figure: Student group crossing Darling Square, Darling Harbour (City of Sydney)



Figure: Flexible community and study spaces, Marrickville Library (Inner West Council)



Figure: Solar my School initiative; Strathfield Girls High School (Strathfield Girls High School)



Figure: Collaborative spaces at Woollahra Library, Woollahra (Woollahra Municipal Council)

## Opportunities:

- Make it easy to start new companies and create good jobs.
- Create a variety of spaces for work and co-working.
- University led research that is connected to co-working hubs.
- Establish an ecosystem of start-ups and SMEs operating within the Town Centre, supported by incubators and hubs.
- Shared-use facilities to support local firms and researchers.
- Strengthen governance model that supports collaboration.
- Deliver affordable and social housing to support a more diverse community living local and complement innovation economy.
- Testing creation of flexible commercial floorspace including maker spaces and creator spaces.

## Key outcomes for the Town Centre:

1. A knowledge hub within the Town Centre fosters innovation and local partnerships.
2. Financial support, such as reduced rents or grants, are eligible to start-ups.
3. Potential partners are identified, both locally and more broadly, to help establish a local innovative ecosystem.
4. Local education institutions establish partnerships and engage with future local economies to increase engagement with the Town Centre.
5. The public realm supports safe and inclusive use by all the community, day and night.

# SUPPORT STRATHFIELD'S FOOD CULTURE

## A distinctive and unique destination for authentic, genuine and quality variety of cuisines.

Strathfield is known for its for its Southeast Asian dining options, earning it the nickname "Little Korea." Strathfield Town Centre will build on its legacy as a vibrant community gathering place, evolving and elevating diverse offerings in dining, retail, and leisure.

By leaning into this multicultural identity Strathfield Town Centre can support and enhance its place as a distinctive destination beyond everyday convenience and create a key differentiator with surrounding centres such as Burwood.

These cultural ties can be strengthened enabling an open and welcoming and inclusive environment for the significant multicultural population of Strathfield. This culinary identity is currently located along sections of The Boulevard facing onto Strathfield Square.

There is opportunity for this unique character and identity to extend into the public domain and architectural outcomes including future laneway activation and other public spaces.



Figure: Re-imagined plywood landfull into eatery pop-ups, NYC (BVN/MPavillion)



Figure: Contextually sensitive redevelopment of a residential shop-top restaurant and bar, Ogawa JP (Uenoa)



Figure: Semi-permanent street-side pop-up, Kirribilli (Turf Design Studio)

**“There is an energy and vibrancy in the evening that I love. I’m grateful to the life and energy that the restaurants bring to this area.”**

Feedback from community member, *Strathfield Community Vision and Background Report* (2024)



Figure: Local laneway restaurant, Strathfield Town Centre (Strathfield Council)

## Opportunities:

- Strengthen Strathfield's identity as a vibrant food destination by celebrating and elevating the quality of Korean and Southeast Asian cuisine, creating an inclusive and welcoming space for a diverse community of visitors.
- Improved flexibility of public spaces that can host food festivals, markets, and cultural events, promoting local businesses and fostering a vibrant, community-oriented atmosphere.
- Prepare a laneway and public space activation program to provide additional opportunities for small business to establish and curate events and community engagement programs such as, open kitchens and cooking workshops.
- Increase pedestrian permeability within the Town Centre, creating and improving laneway accessibility to discover new eateries and other venues for locals and visitors to enjoy.
- Test public domain changes with short-term, pop-up infrastructure and furniture before making big investments

## Key outcomes for the Town Centre:

1. A dedicated food precinct with pedestrian-friendly streets, increased laneway access, alfresco dining areas, and integrated public spaces.
2. More alfresco dining is delivered by increasing existing road reserve space for people, with more furniture and shade.
3. Connectivity between Strathfield's transport hub and food areas is improved, ensuring seamless access for both locals and visitors - include wayfinding that highlights food destinations and cultural points of interest.
4. Night time activity is improved with lighting, safety considerations, and landscaping to highlight cultural themes, enhancing the area's identity and atmosphere.

# GREEN THE BOULEVARDE

## A biodiverse, cool and shady spine connecting the Town Centre.

Integrating nature into our urban environments will play an essential role in helping to manage a changing climate. More shading and cooler spaces will reduce heat and associated heat stress for those living in these urban areas, increasing tree canopy coverage will be essential.

Beyond the ability to reduce temperatures in urban areas making them for pleasant to use throughout the year, increasing opportunities for natural systems to form more resilient and connected ecologies supporting biodiversity and managing flooding and stormwater during periods of increased rainfall.

The Boulevard is defining element within Strathfield Town Centre. It connects to Strathfield Station and provides a main street environment for both local and national business to operate and support the economy of the centre. Its urban environment however is in need of re-vitalisation to encourage further investment and growth and ultimately to live up to its namesake.

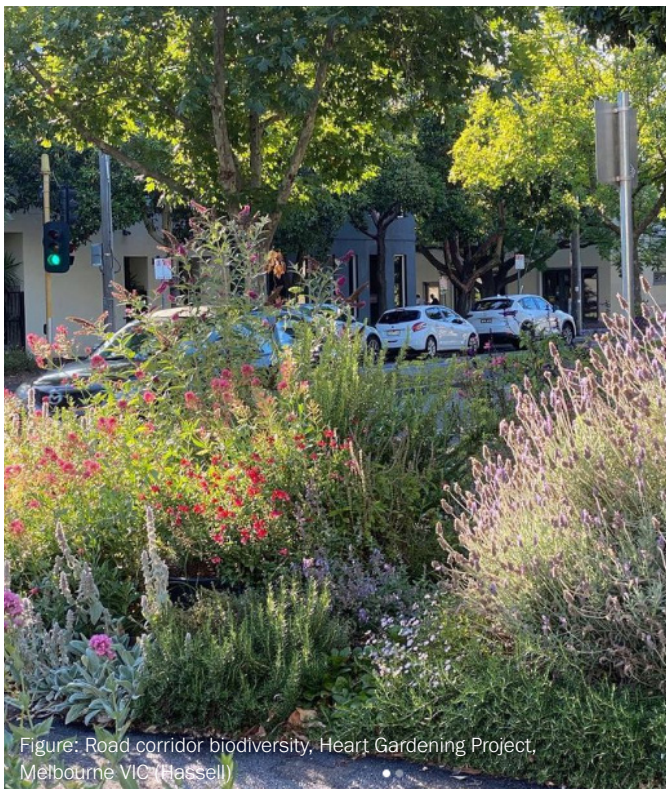


Figure: Road corridor biodiversity, Heart Gardening Project, Melbourne VIC (Hassell)



Figure: Typical sketch street section of a pedestrian and vehicle movement (Hassell)



Figure: A vibrant, identity-rich inner-west street, Newtown (Destination NSW)

## Opportunities:

- Rearrange The Boulevard street setting to prioritise space for more shade, more seating, more spaces to meet and enjoy the town centre.
- Reduce vehicle traffic within the town centre giving more space back to pedestrians and local business.
- Increase canopy cover and leafy character within highly pedestrianised areas.
- Improve footfall to support local business.
- Manage localised flooding within the town centre through WSUD principles.
- Support a local destination through improved public domain and place identity.
- Create demonstration projects or tactical interventions such as the temporary embellishment of street parking areas to allow transition (referencing the *Draft Parklet Policy* and toolkit).

## Key outcomes for the Town Centre:

1. The Boulevard provides spaces for pedestrian movement, dining and dwelling.
2. Street parking is rationalised and limited within the Town Centre to improve local business interaction and pedestrian movement.
3. *Tree Planting Strategy* and maintenance plan is extended within Strathfield LGA.

# INTEGRATE STRATHFIELD'S MOVEMENT NETWORK

## An easy-to-use, accessible and integrated multi-modal movement network.

Enabling options that allow people to choose how to move around our town centres is an important consideration. It ensures that places are accessible and inclusive able to bring a diversity and vibrant mix of people into our urban areas.

Strathfield Town Centre evolved around its Train Station and is supported by well connected bus routes that connect both locally and regionally. However, modes of movement such as cycling and broader pedestrian access are limited due to physical barriers such as major roads. Additionally the quality of these movement networks needs improvement to increase safety, legibility and wayfinding. The interchange between these modes has challenges and is compromising other outcomes of the centre.

There is a strong local community that supports the Town Centre so finding ways to improve their access and experience such that it becomes a truly walkable town centre is essential.



Figure: Cycleway streets initiative with City of Sydney, Pyrmont (CoS)



Figure: Redfern Station forecourt and entry interface, Redfern (CoS)



Figure: Pitt Street Mall public domain upgrade, Sydney (Tony Caro Architecture)



Figure: A playful, yet humble landmark bus interchange in the Offenbach Marktplace Transportation Hub, Frankfurt DE (Just Architekten GmbH)

## Opportunities:

- Prioritise pedestrian movement and improve pedestrian safety and experience within the Town Centre and around Strathfield Square.
- Explore potential opportunities for reduction of street based parking whilst providing ample underground parking.
- Improve delineation between modes of transport, prioritising pedestrian accessibility.
- Better connect to surrounding residential areas to support surrounding communities including local schools.
- Re-imagine the current Strathfield Square and its connection to the train station entry - improve the design and experience.
- Re-imagine the current bus interchange and its place within the Town Centre - improve the design and experience.
- Address presentation, cleanliness and visual clutter of public spaces connecting to and from the bus interchange and train station.
- Implement end of trip facilities to support active transport usage (e.g. cycling).
- Ensuring future development is supported by sustainable parking provision.

## Key outcomes for the Town Centre:

1. Existing barriers and blockages to pedestrian movement are identified and resolved within the Town Centre and at its edges.
2. Vehicle movement is rationalised and pedestrian safety and ease of movement are prioritised.
3. Wayfinding and signage is accessible, interpretive and representative of the local identity.
4. Opportunities to reconfigure road access to improve pedestrian safety and experience are explored and addressed.
5. A Parking Management Plan is developed exploring opportunities for potential reduction of street based parking to improve public domain outcomes.
6. A Transport Management and Accessibility Strategy is prepared and implemented.

# IMPROVE NORTH-SOUTH CONNECTIONS

## Safe and inviting connections reaching north of the rail corridor, to existing and future communities.

Connectivity is the lifeblood of a centre. Greater connectivity to an audience and a catchment offers enhanced opportunities for people to conveniently move to, inhabit and enjoy a centre's services. It also provides equity to the community, ensuring all, even those with limited means, have opportunity to access services.

Equitable connectivity also allows a centre to perform on a less-constrained playing field. In a world of competition for audiences, opportunities to enhance access and connections through ease and convenience are critical.

In Sydney's context, much is made of east-west connectivity corridors. The harbour and Parramatta River, Parramatta Road, the T2 rail corridor and Metro West all reinforce the economic movement between Sydney and Parramatta.

Enhancing north-south connectivity will improve opportunities to bring existing and new residential neighbourhoods into Strathfield Town Centre.

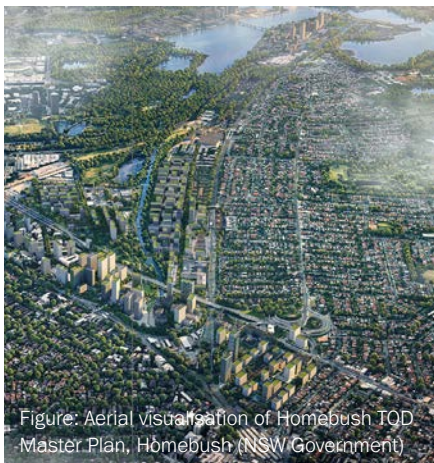


Figure: Aerial visualisation of Homebush TOD Master Plan, Homebush (NSW Government)



Figure: Community adapted pedestrian underpass, Artarmon Station (CS)

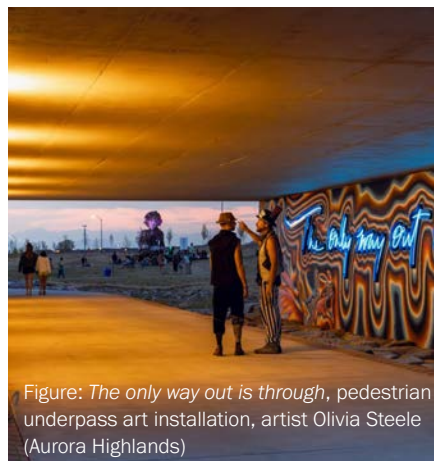


Figure: *The only way out is through*, pedestrian underpass art installation, artist Olivia Steele (Aurora Highlands)

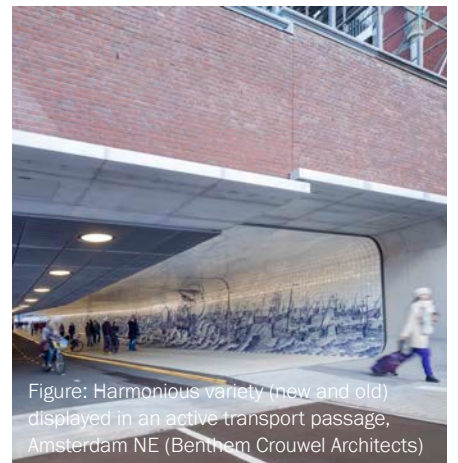


Figure: Harmonious variety (new and old) displayed in an active transport passage, Amsterdam NE (Bentham Crouwel Architects)

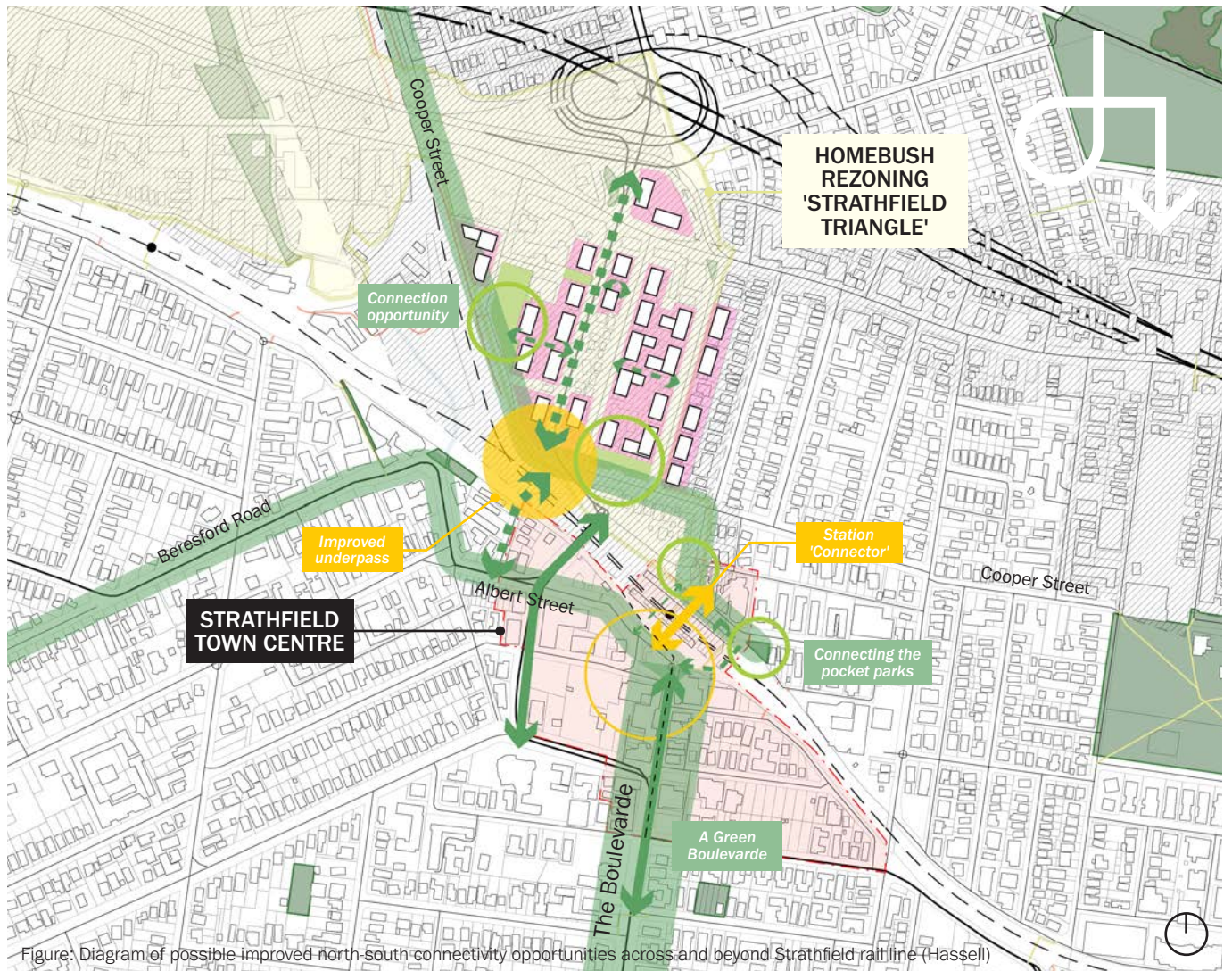


Figure: Diagram of possible improved north-south connectivity opportunities across and beyond Strathfield rail line (Hassell)

## Opportunities:

- Allow clear local connections that allow residents of the Strathfield triangle, associated with the Homebush TOD accelerated precinct, to have access to and enjoy the amenities of the Strathfield Town Centre.
- Address safety and maintenance issues associated with state infrastructure which influences place perceptions.
- Introduce lighting and public art into the pedestrian underpass and Raw Square underpass.

## Key outcomes for the Town Centre:

1. Safe and attractive north-south pedestrian connections, particularly for the emerging populations north of the rail corridor, frame the Town Centre and train station.
2. Community links across the Strathfield Station concourse are provided (similar opportunities to Redfern Station).
3. A safe and legible cycle connection across the rail corridor is provided.
4. A dynamic public art program is carried out in north-south station underpasses (Raw Square and Eastern), creating a well-lit, well maintained and pedestrian friendly rail connections.

# ENABLE PLANNED CHANGE

## A planning framework that supports intended development outcomes.

Coordination across a variety of stakeholder groups including government agencies, local governments and local community groups will be essential in delivering a high-quality outcome for Strathfield Town Centre.

Strathfield Town Centre is complex owing to its contained size and scale and the number of elements that need to co-exist within its boundaries as well as interfaces to surrounding LGAs and communities such as Burwood and Canada Bay.

Key elements that will need to be addressed include aligned controls and parameters that support the built form outcomes of the centre, consideration to access and movement to ensure that pedestrian movement and safety is prioritised, flooding is addressed, and a walkable town centre is delivered whilst still supporting broader network connections and managing expectations for parking.



Figure: Stakeholder charrette, Strathfield Sports Club, February 2025 (Hassell)

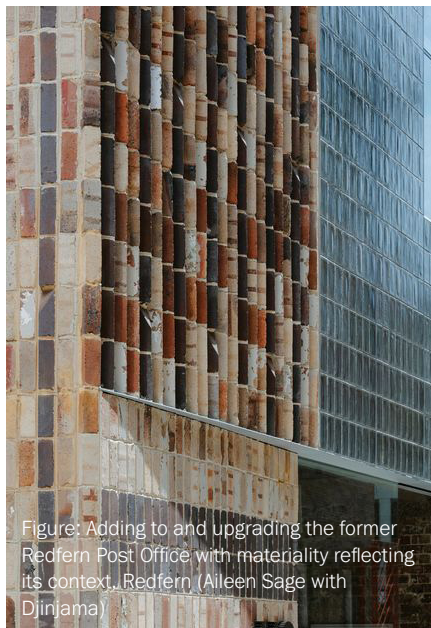


Figure: Adding to and upgrading the former Redfern Post Office with materiality reflecting its context, Redfern (Aileen Sage with Djinjama)

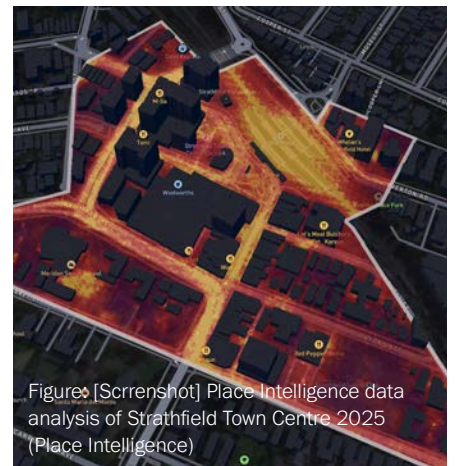


Figure: [Screenshot] Place Intelligence data analysis of Strathfield Town Centre 2025 (Place Intelligence)

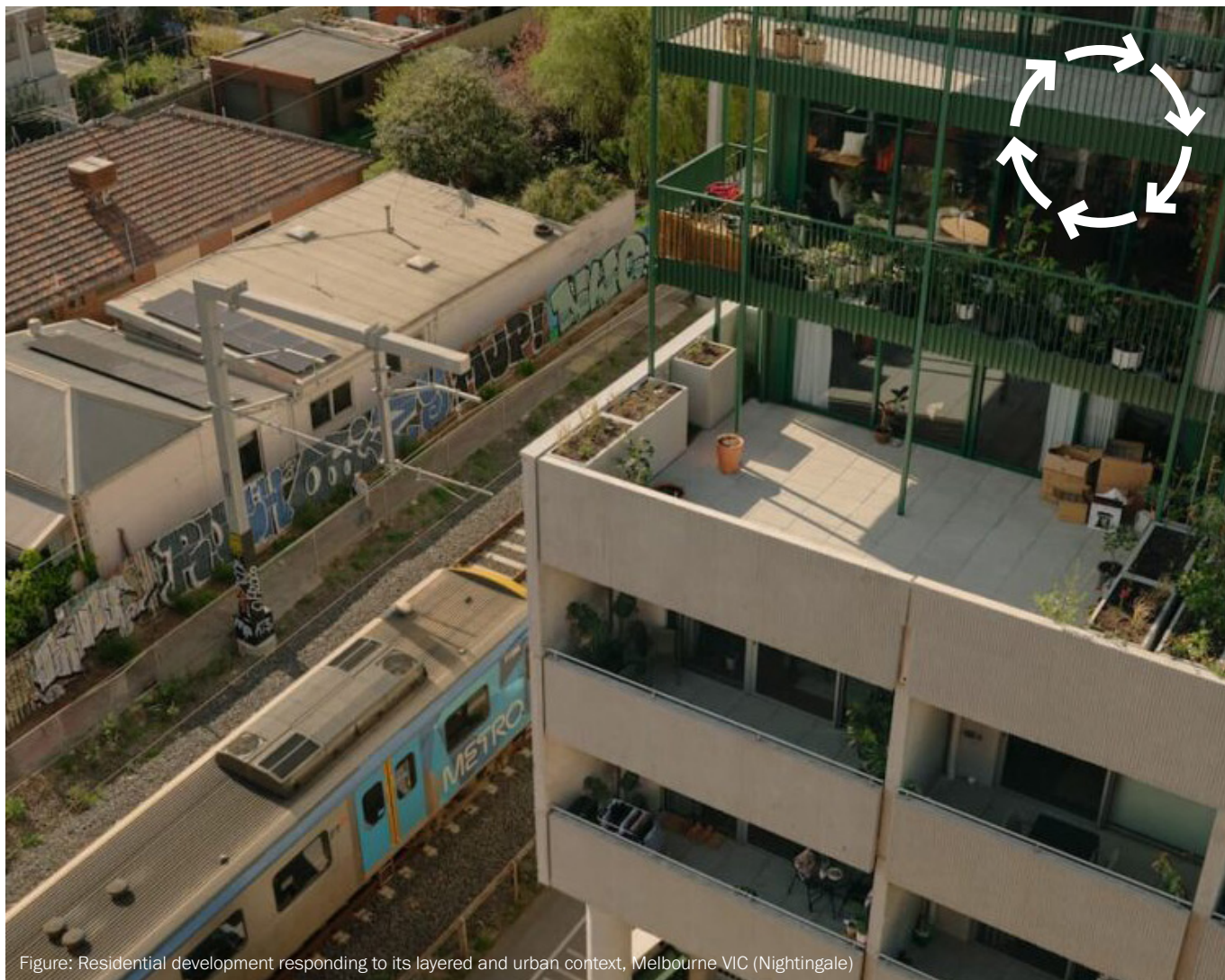


Figure: Residential development responding to its layered and urban context, Melbourne VIC (Nightingale)

## Opportunities:

- Align built form controls to the development vision of the Town Centre.
- Support authentic place outcomes that are consistent and draw on opportunities for a connecting with Country design and planning approach.
- Improve visitation and strengthen Strathfield Town Centre's identity.
- Define a planning framework that recognises the opportunities of the Town Centre with broader Metropolitan Sydney.
- Increase economic investment and growth.
- Provide better opportunities for local business.
- Improve vibrancy and activation of the Town Centre and key public spaces.
- Deliver coordinated development outcomes across government agencies and key stakeholders.

## Key outcomes for the Town Centre:

1. Government agencies and key stakeholders are co-ordinated to deliver best-practice outcomes, aligned with the vision for Strathfield Town Centre.
2. A practical and deliverable framework that is financially feasible without compromising place outcomes.
3. An integrated transport study and solution for the area.

# PART 4. EMERGING TOWN CENTRE VISION

Figure: Strathfield Festival 2024, Strathfield Town Centre (Strathfield Council)





# STRATHFIELD TOWN CENTRE

BY DAY IT'S A COMMUNITY LIVING ROOM

Strathfield Town Centre offers more than convenience - it provides a reliable, welcoming place to live, connect and grow.



**BY NIGHT, IT'S A MULTI FACETED LOCALE**

**At the heart of Strathfield is a vibrant cultural rhythm - shaped by its diverse community, student life and celebrated food offering.**

# STRATHFIELD TOWN CENTRE VISION

**BY DAY**

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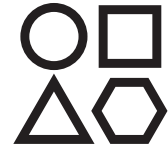
**BY NIGHT,**

**IT'S A MULTI FACETED**

**LOCALE**



**At the heart of Strathfield is a vibrant cultural rhythm - shaped by its diverse community, student life and celebrated food offering.**



## A LOCAL HAVEN

Guided by its garden suburb character, Strathfield Town Centre is grounded in nature, cultural stories and community rhythm - creating a place of character, practical amenity and vibrant local life.

Convenience-based retail and local services support daily needs, while shaded areas, rooftop gardens, and green corridors soften the urban environment. Heritage features are interpreted through a contemporary lens, adding cultural richness to the public realm.

As density increases, the Town Centre will offer welcoming, everyday spaces that provide comfort and green relief. It will act as an extension of home adapting to urban growth and offering a balanced, inclusive, and resilient environment.

## FUTURE-READY RESILIENCE

Reconnecting with Country will guide the way public space is shaped - placing nature, movement and cultural stories at the centre of design. This is a place built not just for today, but for generations to come.

By embedding sustainability into everyday experiences, the Town Centre will not only respond to future challenges - it will improve quality of life for the community today.

Green infrastructure - like rain gardens, rooftop planting and shady, tree-lined streets - will echo the area's garden heritage while cooling, softening and strengthening the urban landscape. Integrated transport, shaded walkways, smart signage and water-sensitive design will support a more seamless, resilient experience.

## THE PEOPLE'S PLAYGROUND

Strathfield Town Centre will be a welcoming space that encourages inclusion. From study hubs and safe, inclusive play areas to art displays and weekend activations, the centre will support participation across all ages.

With local schools, tertiary campuses and families all part of the town centre's flow, the public realm offers a platform for learning, creative expression and everyday play.

Partnerships with surrounding schools will unlock opportunities for student-led events and community programs. Interactive installations, public art and playful design elements that encourage exploration and learning.

Strathfield Town Centre will always offer something to explore or enjoy.

# LOCAL HAVEN

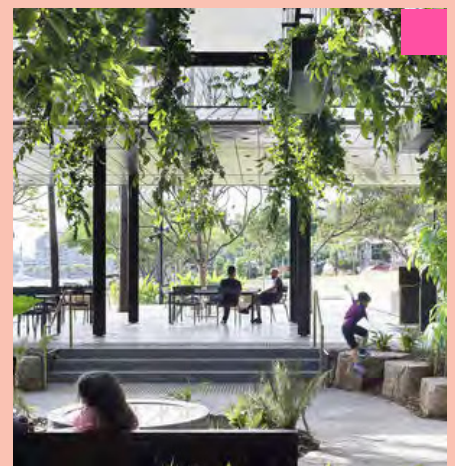
**Eye-catching wayfinding**



**A greener and more attractive public realm**



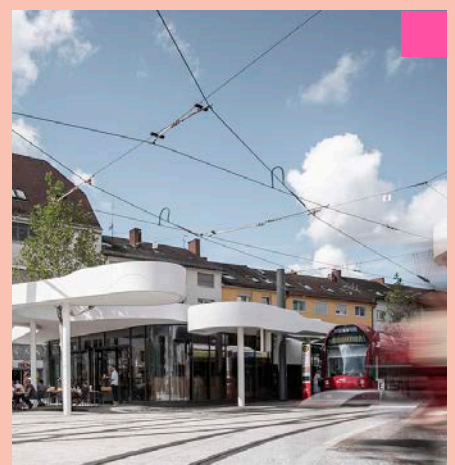
**Diversity of spaces to unwind**



**Upgraded convenience retail**



**Digital community story-telling**



**Well integrated transit infrastructure**

- Permanent Fixture
- Programmed Event

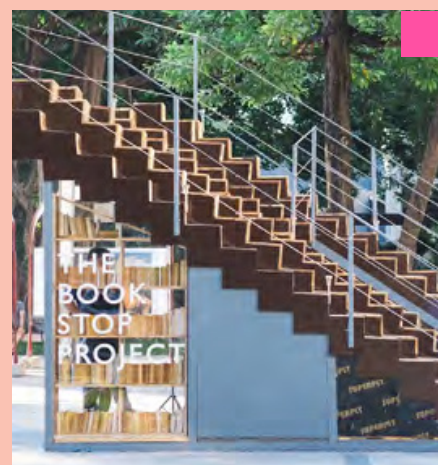
## Creative meeting spaces - in and outdoors



## Permanent artistic lighting



## Interpretive signage and public art



## Wangal stories and interpretation in place

## Apartments in an urban-garden setting

## Pop-up library and learning spaces

# FUTURE-READY RESILIENCE

**Shady streets  
and spaces with  
local planting**



**Ideas incubator**



**Community learning  
and story swap  
sessions**



**Heritage  
programming  
partnerships**



**Local food market**



**Integrated PV  
and planting**

- Permanent Fixture
- Programmed Event

## Community repair and swap workspace



## Community bike parking and end-of-trip



## Flexible community meeting spaces



## Water sensitive urban design



## Sustainability skills workshops



## Community rooftop garden and play space

# THE PEOPLE'S PLAYGROUND

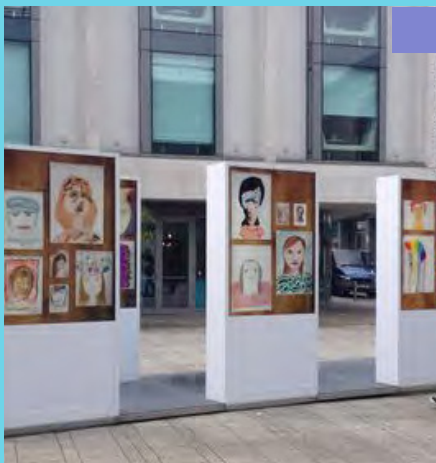
**Flexible and fixed outdoor seating**



**Live event and performance spaces**



**Art hub**



**Student takeover events**



**Artwork projections**



**School holiday programs**

- Permanent Fixture
- Programmed Event

### Laneway dining nooks



### Alfresco eat-street nights



### Strathfield retail and dining brand



### Laneway light installations

### Future flavours program

### Strathfield food market series

## Studios

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