



**STRATHFIELD
TOWN CENTRE
COMMUNITY VISION
+
BACKGROUND
REPORT**

Project Title | Strathfield Town Centre Community Vision & Background Report

Department | Planning and Place

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CONTENTS

1. INTRODUCTION	3	5. CASE STUDIES	53
1.1 Introduction	3	5.1 Town centre comparison - Australian examples	54
1.2 Purpose of the document	3	5.2 Town centre comparison - International examples	58
1.3 The Masterplanning Process - Stage 1	4	5.3 Town centre comparison - Built examples	59
1.4 Study Area	5	5.4 Chapter conclusion	61
2. ABOUT STRATHFIELD	6	6. PUBLIC DOMAIN ASSESSMENT	63
2.1 Strathfield as an identity fusion	7	6.1 Public Spaces and Public Life Evaluation	64
2.2 History of Strathfield Town Centre	8	6.2 PLACE Assessment - Daytime	68
2.3 Demographic snapshot	10	6.3 PLACE Assessment - Night-time	70
2.4 Economic Profile	12	7. COMMUNITY ENGAGEMENT	72
2.5 Night-Time Economy Diagnostic	15	7.1 Engagement Methodology	73
2.6 Commercial Floor Area survey	17	7.2 Key feedback themes	75
2.7 Chapter conclusion	18	7.3 Where to from here?	77
3. LITERATURE REVIEW	19	8. COMMUNITY VISION	78
3.1 State Level Strategic Planning Alignment	20	8.1 Vision Statement	79
3.2 NSW Government Strategic Alignment	22	8.2 Visioning Principles	80
3.3 Thought Leadership Alignment	24	8.3 Masterplan Themes and Next Steps	82
3.4 Local Level Strategic Planning Alignment	26		
3.5 Strathfield Local Environmental Plan 2012	28		
3.6 Strathfield Town Centre Development Control Plan	30		
3.7 Chapter conclusion	32		
4. CONTEXT ANALYSIS	33		
4.1 Public Transport Connectivity	34		
4.2 People and movement	36		
4.3 Vehicular access & parking	40		
4.4 Natural & Urban Environment	42		
4.5 Existing Development and Uses	45		
4.6 Development Constraints	47		
4.7 Recent Development Activities	48		
4.8 Building Heights Analysis	50		
4.9 Chapter Conclusion	51		





Strathfield Council acknowledges the Wangal people who are the traditional custodians of the land on which Council is located. We pay respect to Elders past, present and emerging.



EXECUTIVE SUMMARY

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.

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 nighttime economy underscores the need for a high-quality visitor experience, enhanced public spaces, and safety measures that support its role as a vibrant community focal point.

As the Strathfield community continues to grow and diversify, the Town Centre must adapt to remain competitive and relevant. This report emphasises the importance of maintaining the Town Centre's appeal, ensuring it can meet the needs of a changing population that increasingly relies on diverse and dense housing forms. Public spaces, in particular, are

highlighted as crucial amenities that foster community interaction and enhance the quality of life.

The report identifies several key challenges and opportunities for the Town Centre. It acknowledges the Centre's strategic location within a 30-minute commute to both Parramatta and Sydney CBDs and its position

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.”

within the Greater Parramatta and Olympic Peninsula (GPOP) Economic Corridor. However, it also recognises significant constraints, such as the railway corridor, high vehicle-pedestrian conflict areas, and underdeveloped

micromobility infrastructure, which impact the Centre's functionality and appeal.

Key project objectives are outlined, focusing on embracing sustainable development principles, fostering collaboration among stakeholders, and creating a lively, people-oriented environment. The report also calls for improvements in accessibility, particularly for pedestrians and

cyclists, and a reassessment of existing planning controls to ensure they align with best practices and the community's evolving needs. The Strathfield Town Centre Masterplan, earmarked by the Strathfield Local Strategic

Planning Statement (LSPS) 2040, is positioned as a critical tool for managing future growth and change. It aims to harness the Centre's potential, guiding its transformation into a dynamic, sustainable, and resilient hub. The report highlights the importance of a masterplan that is not only a framework for development but also an aspirational document that fosters a shared vision for the future.

In conclusion, the Strathfield Town Centre Community Vision and Background Report underscores the urgent need for strategic planning in the face of rapid urban change. It provides a comprehensive analysis of the Town Centre's current state, identifies areas for improvement, and sets the stage for the next phase of the Masterplan project. The document's insights and recommendations will be instrumental in shaping a vibrant and competitive Town Centre that meets the needs of its diverse and growing community.

1 INTRO

2 ABOUT STRATHFIELD

3 LITERATURE REVIEW

4 CONTEXT ANALYSIS

5 CASE STUDIES

6 PUBLIC DOMAIN ASSESSMENT

7 COMMUNITY ENGAGEMENT

STRATHFIELD COUNCIL

1



1. INTRODUCTION

1.1 INTRODUCTION

The Strathfield Town Centre Community Vision and Background Report is an important document that provides policy direction and guidance for the future growth and expansion of the Town Centre.

Strathfield Town Centre is a vital resource for many within the community, offering access to a range of goods and services that are not readily available in other locations. Economically, it is a significant employment hub, with a large number of people working primarily in the retail and service sectors.

The Strathfield Town Centre also serves as a key connector within the community. Strathfield Train Station is an essential infrastructure, providing access to several major centres across Greater Sydney. Additionally, the centre holds cultural significance and serves as an important social destination where people can meet friends, enjoy a variety of retail and dining experiences, or simply spend time. The burgeoning nighttime economy within the Town Centre is a growing feature that must be supported by a quality visitor experience and accessible public spaces, ensuring a safe environment both during the day and at night.

As the Strathfield community grows and evolves, it is crucial to ensure that the Strathfield Town Centre adapts to this growth. In the context of Greater Sydney, this means ensuring the town centre remains competitive with other locations in terms of quality of visit and the range of experiences offered. As the population shifts towards more diverse and dense forms of accommodation, public spaces play an increasingly important role in providing amenities where the community can gather and enjoy.

1.2 PURPOSE OF THE DOCUMENT

This document marks the first step in the process. Based on extensive consultation, it establishes a community vision and principles for the Masterplan. These will serve as the foundation for preparing the Masterplan itself and will guide and prioritise further technical work and outcomes.

Additionally, the document provides a technical background review of the challenges and opportunities facing the town centre. This review will serve as essential knowledge for the Masterplan's preparation and assist in defining the scope of future technical studies as the project progresses to the next stage.

Project Objectives

The objective of the Town Centre Masterplan are as follows:

- To embrace sustainable development principles across all Council management plans, planning documents, and processes, ensuring balanced growth in social, economic, and environmental aspects.
- To draw on ideas and vision from all stakeholders, including local businesses, institutions, transport authorities, adjoining councils, and the community.
- To develop an active, lively, and people-oriented centre that builds on spatial/physical characteristics and distinct land uses.
- To improve accessibility for pedestrians, cyclists, and vehicles through an efficient public transport interchange.
- To identify opportunities for improvements in existing planning controls and stay informed of best practices through thorough research.
- To articulate Council's vision, principles, and guidelines in a user-friendly document (Strathfield Town Centre Master Plan).

These objectives form the basis for this detailed review of existing documentation and community consultation, ensuring that the work undertaken is innovative and aligns with the evolving needs of the community.

Why Masterplan?

A Masterplan is a crucial document as it establishes a framework for managing future growth and change. It is also an aspirational document that fosters a shared understanding of a place's future through an aligned vision, clear outcomes, and a positive outlook. In the context of Strathfield, an LGA experiencing rapid change, a Masterplan is a tool to harness that change to deliver positive economic, community, and social outcomes.

The mandate to prepare a Masterplan was also established in the Strathfield Local Strategic Planning Statement (LSPS) 2040. It sets out the following specific actions related to this Masterplan:

- "A64. Work collaboratively with Burwood Council, TfNSW and key landowners to prepare a masterplan for Strathfield Town Centre to fulfill its potential and strengthen its economic role within the LGA and District."
- "A80. Work collaboratively with Burwood Council to develop a Place Strategy (in conjunction with a Masterplan) for the Strathfield Town Centre with a focus on enhancing the Centre's food and entertainment offering (including encouraging a diversity of offering), while still providing services to meet the community's needs."

1.3 THE MASTERPLANNING PROCESS - STAGE 1

Stage 1 of the masterplanning process aims to establish a shared vision for the Town Centre through comprehensive consultation with the community and stakeholders. The masterplanning process is illustrated in Figure 01 outlining the following stages:

Literature Review

The process began with a thorough review of state and local planning policies, past studies, and previous consultation findings, providing the project team with insights into future strategic directions.

Analysis

The project team conducted an in-depth analysis of the Town Centre's current conditions using geographic, spatial, and demographic data. This analysis assessed the Centre's functionality as a "place for people," identified areas for improvement, and provided insights into urban economics for future planning.

Establishing Guiding Principles

Based on findings from the previous work, the project team established a number of overarching principles that will guide the future changes within the Town Centre. These fundamental principles will apply to all development scenarios explored as part of this masterplan.

Creating a Vision

The project team consulted with major stakeholders and will consult with the community on the guiding principles, trade-offs to understand their aspirations and expectations before developing a vision that can be agreed by all.

This agreed vision helps set the foundation and framework for Stage 2 of the masterplan study.

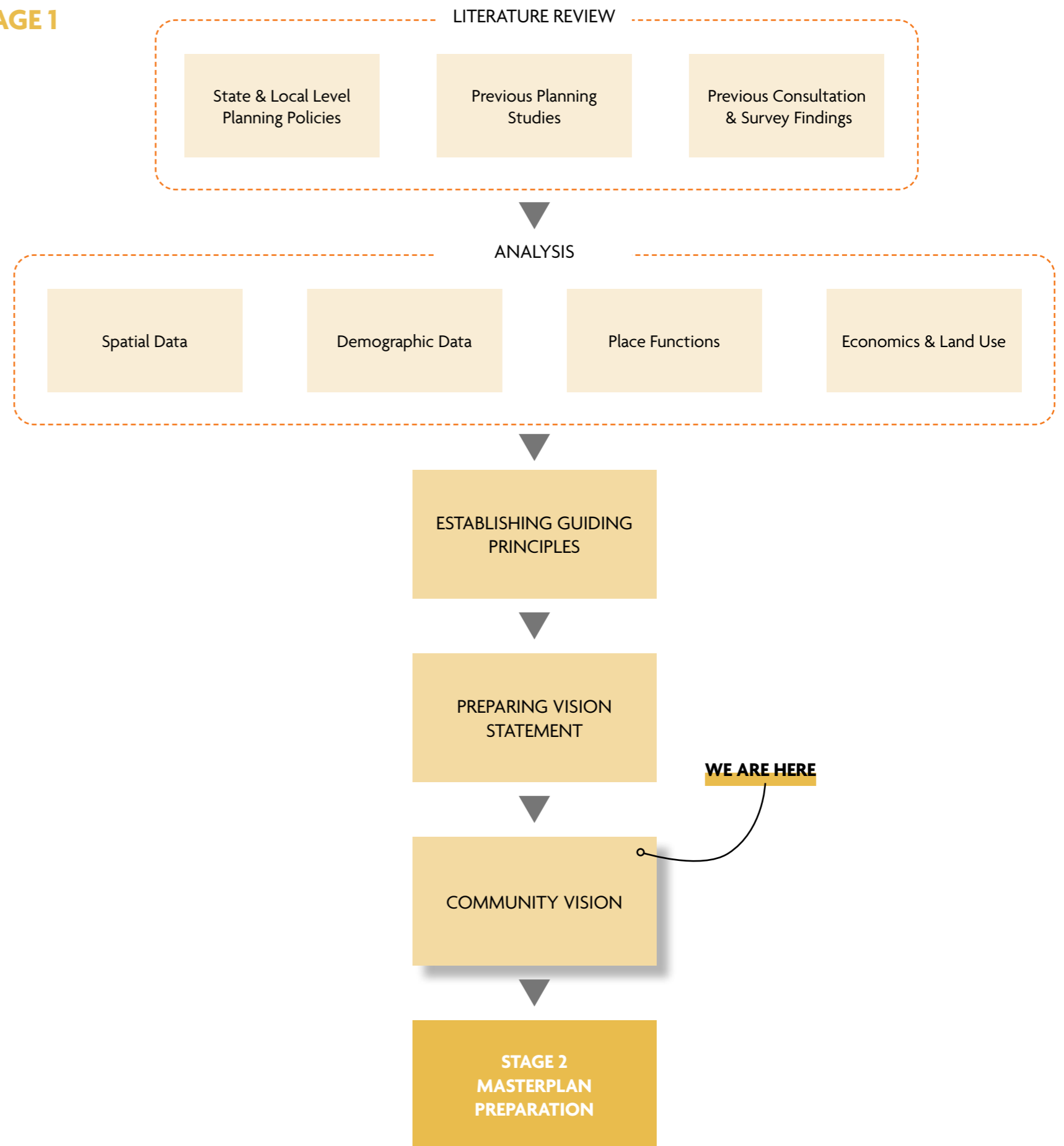


Figure 01. Masterplanning process

1.4 STUDY AREA

Core study area

The core study area is where this masterplan study will focus on in terms of identifying changes and improvement opportunities.

To the north, the core study area for the Masterplan is bound by the railway line and Strathfield Station. To the south, it is generally bound by an education precinct consisting of the Meriden School. On the western side, the boundary of the core study area follows the current Mixed Use and Commercial Centre zones. The Boulevard, also the local government area (LGA) border with Burwood Council, forms the eastern boundary of the core study area.

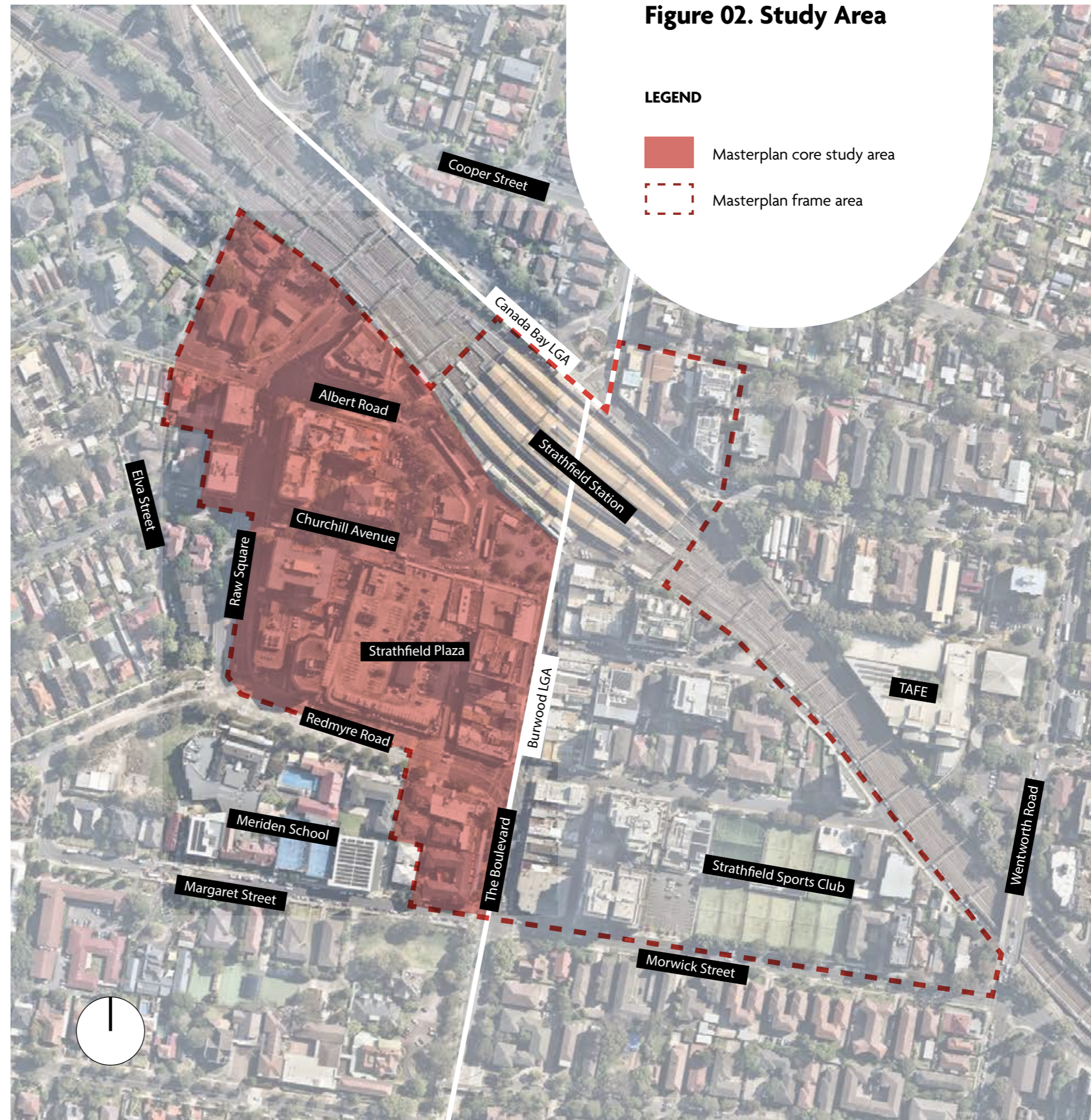
Masterplan frame area

The frame area includes adjacent lands that feed into the Strathfield Town Centre that need to be considered carefully as part of this Masterplan study.

It includes the mixed-use precinct immediately to the east in the Burwood Council area, the railway corridor, and a small residential area north of the station within the Canada Bay Council area. Transport for NSW, TAFE, the Strathfield Sports Club and Meriden School are major landholders in the frame area.

There are also major land owners and businesses outside the immediate study and frames areas. It is acknowledged that they hold an important position and contribute to the success and function of the town centre.

The study area is illustrated in Figure 02 on this page.



2. ABOUT STRATHFIELD

This chapter discusses the identity of Strathfield LGA and provides a summary of demographic, historical and economical aspects to help understand the Town Centre in the wider context.

Beach identity



- Waverley
- Randwick

Beach/Bush identity



- Sutherland Shire
- Northern Beaches

Harbour identity



- Woollahra
- Mosman
- North Sydney
- Willoughby
- Lane Cove
- Hunters Hill

River identity



- Parramatta
- Ryde
- Canada Bay
- Georges River

Bay identity



- Bayside

Cultural identity



- Inner West
- Burwood

Suburban identity



- Canterbury Bankstown

Leadership identity



- Sydney

Parkland identity



- Blacktown
- Penrith
- Campbelltown
- Liverpool
- Cumberland
- Fairfield

Bush/garden identity



- Hornsby
- Ku-ring-gai

Garden identity

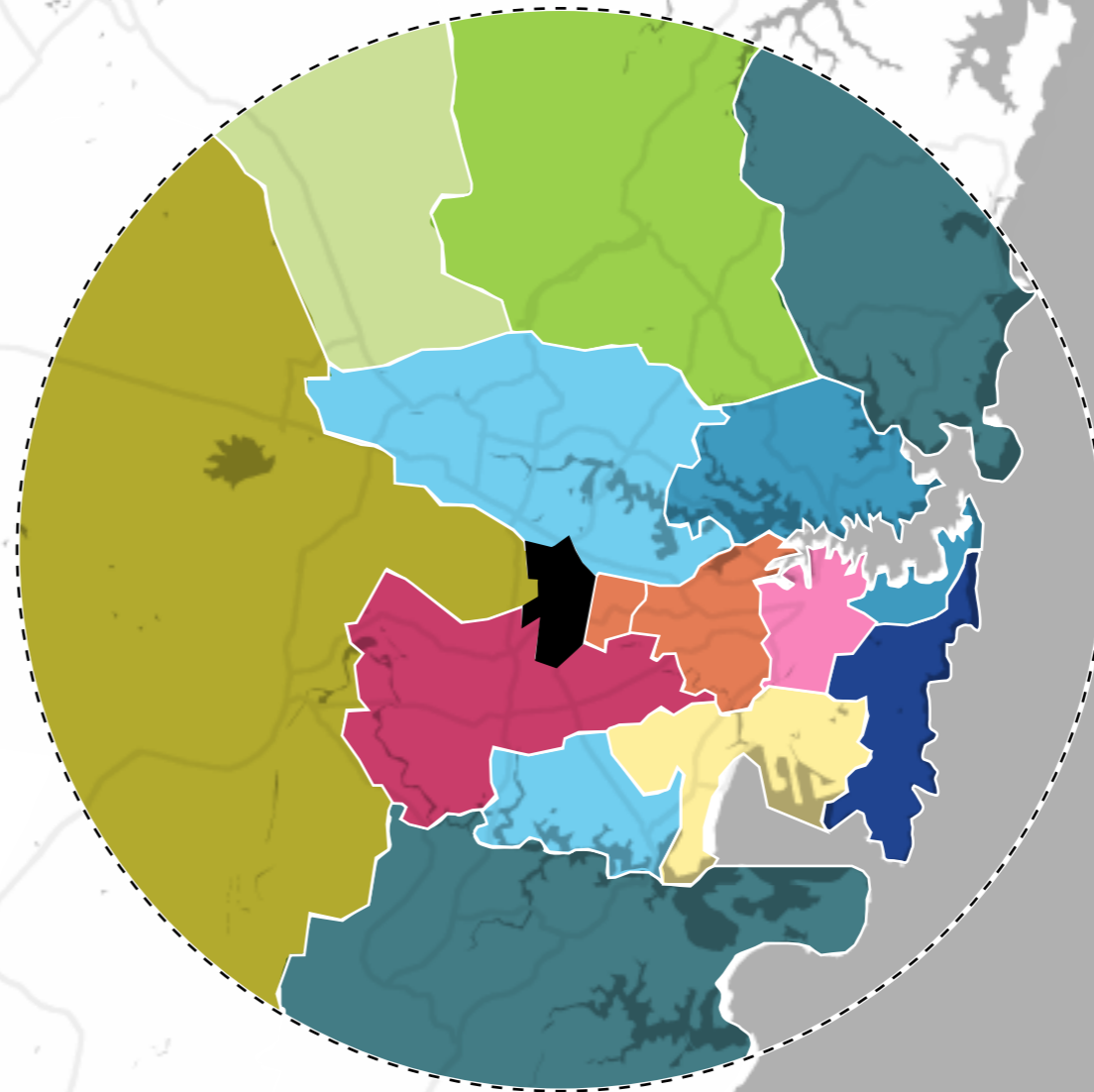


- Hills

Semi-rural identity



- Hawkesbury
- Camden



- Beach
- Beach and bush
- Harbour
- River
- Bay
- Cultural
- Suburban
- Leadership
- Parkland
- Bush and garden
- Garden
- Semi-rural

Identifying the prevailing identities of the council's in Sydney can help us understand how Strathfield's identity fits in with Sydney, what special qualities it brings to the table, and how we can exemplify our character to provide an urban design strategy which is unique.

2.1 STRATHFIELD AS AN IDENTITY FUSION

Strathfield is very much a part of Greater Sydney, but like all our neighboring areas, it has features that make it unique as a place and community. These distinct qualities help define Strathfield's physical and community-based identity.

Strathfield offers a unique blend of urbanism and cultural activities while maintaining a strong garden and heritage character, setting it apart within Greater Sydney.

Like The Hills, Hornsby, and Ku-ring-gai, Strathfield is known for its classical garden styles in many heritage homes and its established street trees, which are highly valued by local residents and Sydneysiders alike. However, Strathfield differs from these areas due to its more urban setting, situated away from large national parks, and its central location within the Sydney Metropolitan Area.

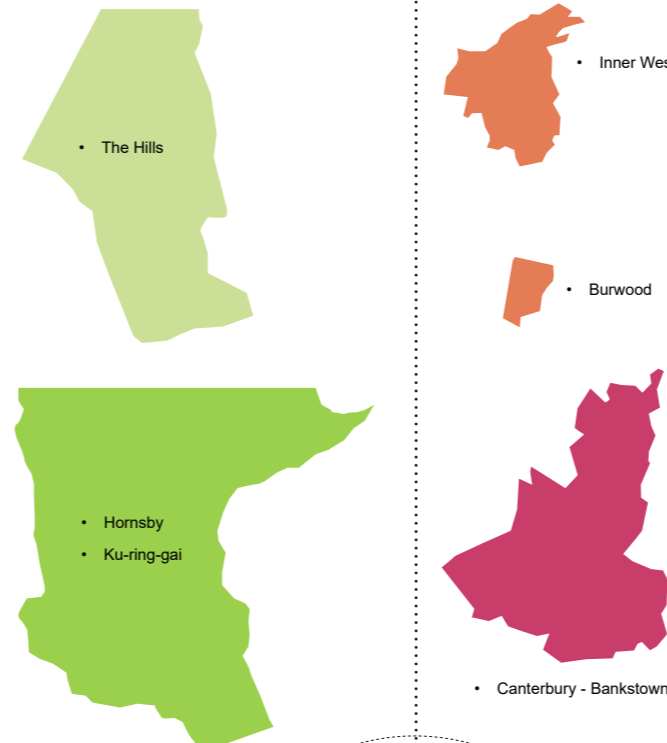
Strathfield occupies a unique position, reflecting a strong connection with Sydney's Inner West. This is evident in its urban vibe, desire for cosmopolitan lifestyles, higher density housing, and a wide variety of eateries, pubs, restaurants, and cafes. At the same time, Strathfield also maintains a strong connection to the landscape and open spaces, characterized by tree-lined streets, well-landscaped gardens, and abundant green spaces.

The masterplan must balance Strathfield's heritage with urban growth, preserving garden styles and street trees while allowing higher-density housing. It should enhance green spaces, reflect the area's cosmopolitan vibe, and improve connectivity with surrounding areas. Community input is crucial to ensure the plan aligns with local aspirations and supports balanced development.

Predominant identity based upon an inland lifestyle with access to parklands and agriculture.

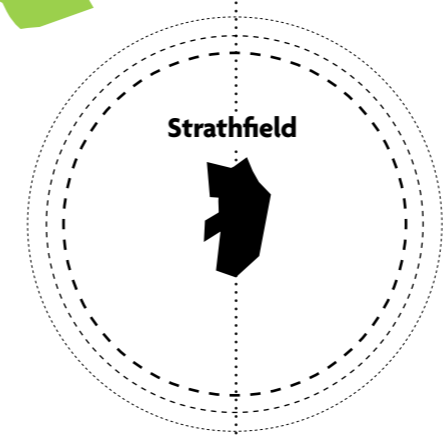


Predominant identity based upon tradition and garden culture with estates and access to bushland areas.



Predominant identity based upon urbanism and cultural activities

Predominant identity based upon leadership and innovation



2.2 HISTORY OF STRATHFIELD TOWN CENTRE

First Nations People

The Wangal Aboriginal people inhabited the area now known as Strathfield for thousands of years before European settlement in the 18th century. Deeply connected to the land and its landscape, the Wangal people utilized local resources through fishing, hunting, and gathering. By the late 1800s, much of Strathfield's land was cleared for housing, roads, and railways to accommodate growing populations, leading to the displacement of the Wangal people from their ancestral land.

1850-1870's

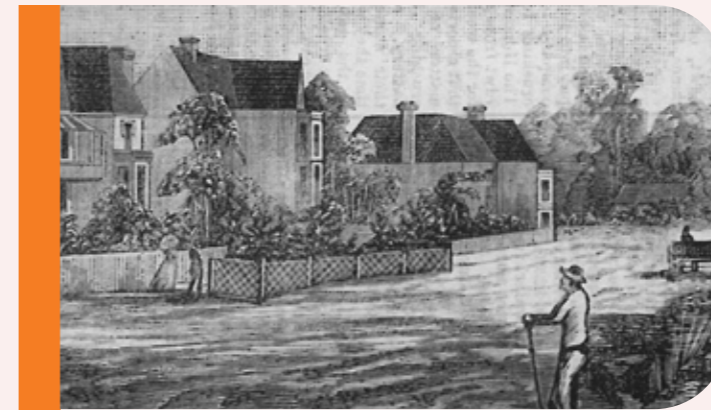
In 1855, the first Sydney passenger railway line was established between Sydney and Parramatta, passing through what is now the Strathfield Town Centre, which at the time was still open paddocks. By the 1870s, the area saw the construction of large homes along The Boulevarde. The opening of Strathfield Station (then Redmyre) in 1877 provided fast rail access to the city and supported the area's growing population. Significant expansion of the station in 1926-1927 transformed it into one of Sydney's largest rail hubs, necessitating the demolition of many early homes to accommodate the station's growth.

1880's -1920's

With the advent of rail services, Strathfield's local businesses began to thrive, catering to commuters and residents. In the early 1890s, a row of Victorian-style two-story shops with residential units was built on The Boulevarde near Redmyre Road, including the iconic Keary's Corner. These shops offered a range of services such as groceries, drapery, butchery, and medical care. Some of these Victorian facades are now heritage-listed under the Strathfield Local Environmental Plan 2012.

Mid-century

The expansion of Strathfield Rail Station in the 1920s and the subsequent population growth spurred the development of a larger shopping centre. Over time, new shops were added along The Boulevarde and Churchill Avenue, enhancing the range of goods and services available, including cafes, dining options, and various specialty stores. In 1963, the two-story Symmonds Arcade was constructed, linking Churchill Avenue to the Council car park on Redmyre Road.





1960-1980's

Plans for a shopping mall in Strathfield Town Centre began in the 1960s, leading to the acquisition of properties on The Boulevard, Churchill Avenue, and Redmyre Road for what would become Strathfield Plaza. The development, which included an office tower, residential tower, and shopping centre, faced delays and was not completed until 1981. The 1990s saw additional high-rise developments on Albert and Churchill Avenue.

The Square

Strathfield Square was established in the 1920s from land remaining after the expansion of Strathfield Rail Station. Initially featuring a small park surrounded by roads, it underwent a significant redesign in 1988 by landscape architect Harry Howard. Howard, known for designing the sculpture garden at the National Gallery of Australia, transformed Strathfield Square into a pedestrian plaza with landscaping elements. In 2016-2017, the Square was refurbished with new paving, lighting, and additional landscaping.

2023

On 1 August, Council made a resolution (210/23) to endorse the development of a Strathfield Town Centre Master Plan, establishing a rigorous governance structure including a Council Steering Committee, Project Team, and Reference Group to guide the process.

Looking forward

Strathfield, like the rest of Sydney, has experienced significant changes, both physically with new developments and infrastructure, and socially through shifting demographics and trends. Recognising these influences is crucial for planning future developments that will continue to shape Strathfield's growth and character.



2.3 DEMOGRAPHIC SNAPSHOT

Before creating a vision for the Town Centre, it is essential to understand who the vision is created for. This section dives into the demographic aspect of the Town Centre and compared it with the statistics of the LGA areas of Strathfield, Burwood and Canada Bay combined.

The estimated population of the Strathfield Town Centre is over 11,300. The demographics of the Strathfield Town Centre include areas of the town centre located in Strathfield, Burwood and Canada Bay Local Government (LGA) areas from the 2021 Census data. For statistical purpose, the “Town Centre” presented in this section is based on the Statistical Area (see Figure 03) defined by the Australian Bureau of Statistics (ABS) and is slightly different from the Masterplan study area of this report.

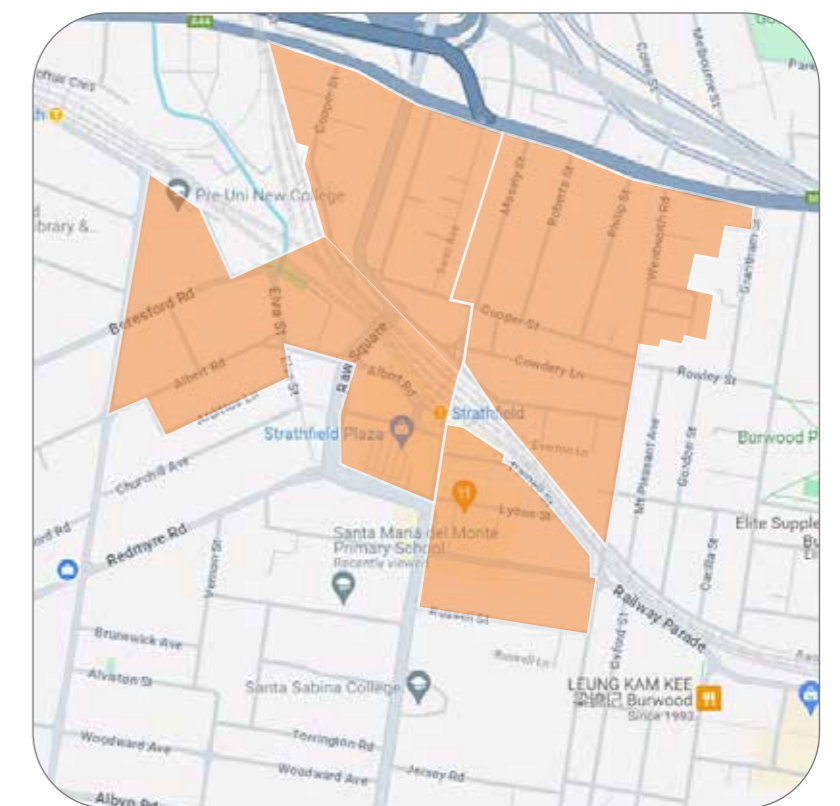


Figure 03. Town Centre Statistical Area (shown in orange)

WE ARE YOUNG



THE MEDIAN AGE OF RESIDENTS

29

VS COMBINED LGAS
35

The Town Centre has a substantially higher percentage of

POPULATION AGED 18 TO 34 YEARS

TOWN CENTRE
60%
VS COMBINED LGAS
32%

WE ARE EDUCATED



The Town Centre has a higher percentage of population that have a Bachelor degree or above

TOWN CENTRE
43%
VS COMBINED LGAS
42%

The Town Centre has a greater proportion of population attending University

TOWN CENTRE
17%
VS COMBINED LGAS
8%

WE ARE DIVERSE



The Strathfield Town Centre is highly multicultural. There are large populations of residents born or with ancestry from countries such as Nepal, China, South Korea and Vietnam

The Town Centre has a higher percentage of population were born overseas:

TOWN CENTRE
74%
VS COMBINED LGAS
52%

The Town Centre has a higher percentage of population speak a language other than English at home

TOWN CENTRE
74%
VS COMBINED LGAS
56%

In the Strathfield Town Centre, the top languages other than English spoken at home include:

1. NEPALI 28.8%
2. MANDARIN 12.5%
3. KOREAN 11.1%
4. CANTONESE 5.3%

WE ARE RENTERS



The Town Centre has a much higher percentage of population that are renters:

TOWN CENTRE
62%
VS COMBINED LGAS
42%

The Town Centre has a significantly lower percentage of population own or are with a mortgage on their home:

TOWN CENTRE
28%
VS COMBINED LGAS
54%

HOW WE LIVE



Housing in the Strathfield Town Centre has a higher density than the combined LGAs.

TOWN CENTRE

HIGH RISE
74%
MEDIUM DENSITY
11%
DWELLING HOUSE
13%

COMBINED LGAS

HIGH RISE
48%
MEDIUM DENSITY
18%
DWELLING HOUSE
33%

The Town Centre has a much higher percentage of population living in group households:

TOWN CENTRE
19%
VS COMBINED LGAS
8%

The Town Centre has a much lower percentage of population Couples with children:

TOWN CENTRE
17%
VS COMBINED LGAS
30%

Our Strathfield Town Centre population differs in many ways to the combined LGA areas of Strathfield, Burwood and Canada Bay.

1 INTRO

2 ABOUT STRATHFIELD

3 LITERATURE REVIEW

4 CONTEXT ANALYSIS

5 CASE STUDIES

6 PUBLIC DOMAIN ASSESSMENT

7 COMMUNITY ENGAGEMENT

STRATHFIELD COUNCIL

11

2.4 ECONOMIC PROFILE

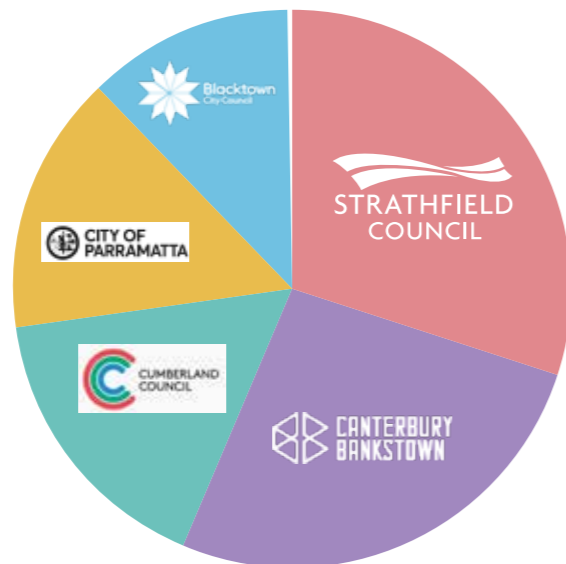
Economic Statistics - LGA Wide

The Strathfield LGA provides approximately 24,000 jobs (NIEIR 2023). The top three industries by employment are transport, postal and warehousing, retail trade, and education and training, contributing \$3.8 billion to Gross Regional Product (GRP 2023 NIEIR). Only 4.2% of local residents both live and work within the LGA, while workers commute from areas such as Canterbury-Bankstown (12.6%), Cumberland (7.7%), and Parramatta (7.1%).

Of the 23,000 employed residents, 56% work full-time and 32% part-time (ABS 2021). Major employment sectors for residents include Health Care and Social Assistance (15.4%), Professional, Scientific and Technical Services (11.7%), Retail Trade (10%), and Financial and Insurance Services (8%). Despite Transport, Postal and Warehousing being the leading industry in job numbers within the LGA, only 4.7% of residents work in this sector.

Transport, Postal & Warehousing is the largest industry by employment in the LGA (16.9%), with 4,045 jobs concentrated in Strathfield South, Greenacre, and Chullora. Other key sectors are Retail Trade (12.5%, or 2,996 jobs), Education and Training (9.2%, or 2,199 jobs), Construction (8.9%), Wholesale Trade (8.3%), and Manufacturing (7.1%). Retail Trade jobs are mainly located in Homebush and Homebush West, with Strathfield Town Centre hosting 5.4% of these jobs. Education and Training jobs, concentrated in local schools and universities in Strathfield, include 4.1% located in Strathfield Town Centre.

Where Strathfield LGA workers live - Top 5



Source: ABS 2021

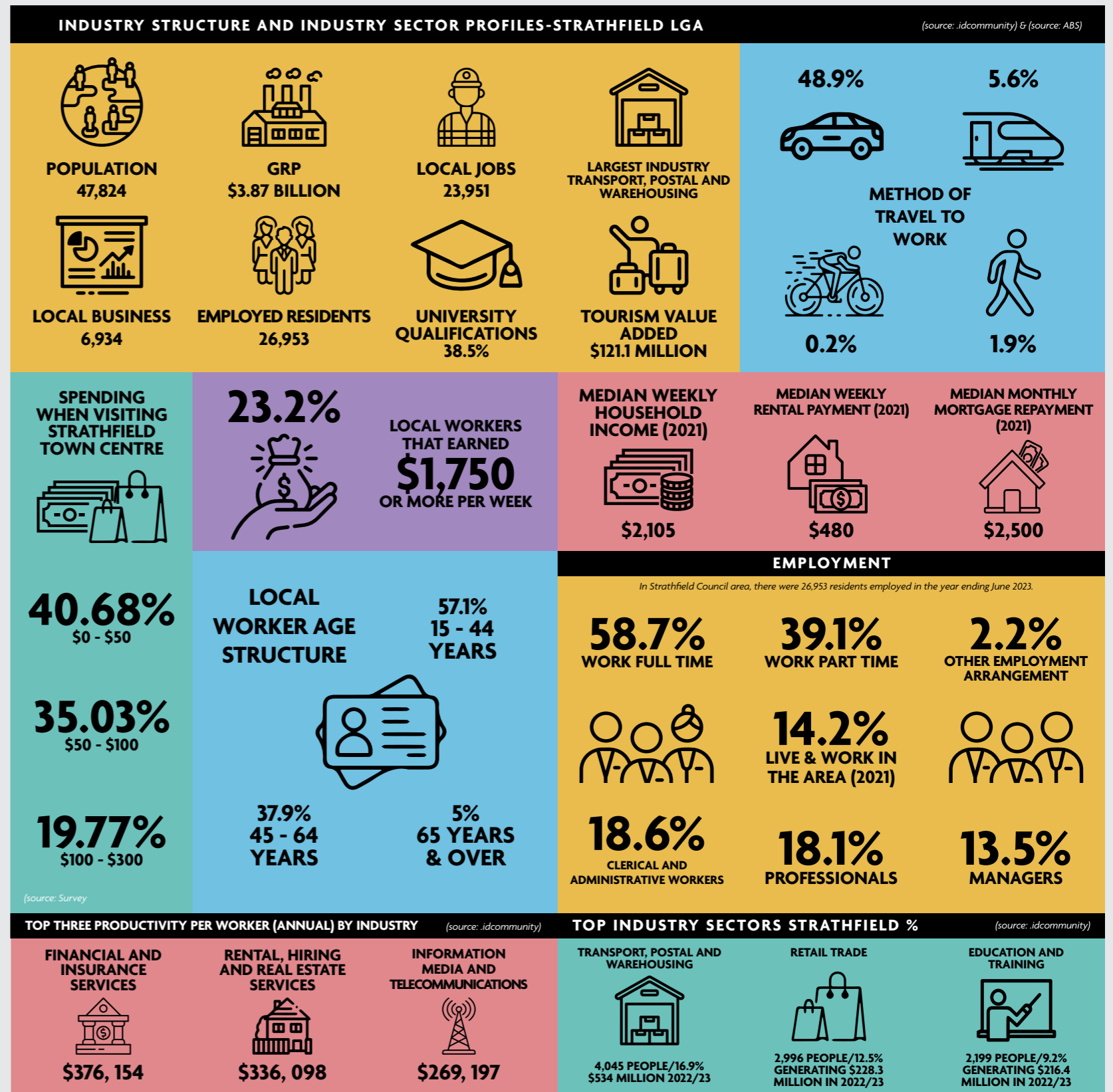


Figure 04. Strathfield LGA economic profile (The Australian and New Zealand Standard Industrial Classification)

Industry (ANZIC) in Strathfield Town Centre	Count of Industry
Cafes, Restaurants and Takeaway Food Services	57
Professional Services	44
Other Personal Services	27
Education and Training	17
Retail Trade	11
Supermarket and Grocery Stores	7
Specialised Food Retailing	6
Accommodation	5
Creative and Performing Arts Activities	3
Food Retailing	2
Fuel Retailing	1
Clubs (Hospitality)	1
Food and Beverage Services	1

Grand Total 160

Figure 05. Strathfield Town Centre economic profile (The Australian and New Zealand Standard Industrial Classification)

Economic Statistics - Town Centre Specific

Since Strathfield Plaza opened in 1981, introducing expanded retail spaces and an office tower, the commercial centre has experienced significant growth. This development was followed by the addition of other commercial buildings like Redmyre House near Raw Square.

Strathfield Town Centre has become the largest shopping centre in the LGA and the leading destination for accommodation and food. It serves as a central hub for health care and social assistance, as well as food and accommodation, which are the top two employment sectors in the area. Together, these industries account for 35% of all jobs in the Town Centre, generating a total value of \$37 million (2021).

Many of these businesses are located in prominent commercial buildings such as Strathfield Plaza and Redmyre House. An additional 108 health care jobs are situated east of The Boulevard, in the Burwood LGA.

Primarily catering to the local community, the Town Centre offers a variety of food and retail experiences, along with access to health care and professional services. The late-night economy is expanding, particularly in retail, food, and dining. The Town Centre hosts 160 local businesses across 13 categories (see Figure 05).

While entertainment options are emerging, they currently represent only 2% of the activities available, lagging behind dining and retail. Visitor satisfaction is high, with an average customer rating of 4.1 out of 5 for all services (see Figure 06).

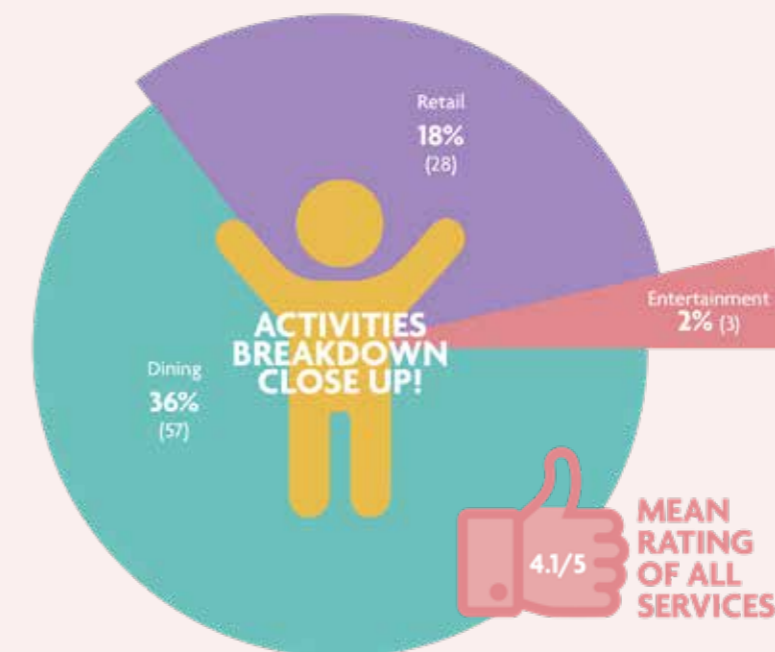


Figure 06. Strathfield Town Centre economic profile

As of 2021, Strathfield Town Centre employs over 1,100 people within the LGA and remains the primary destination for health care, social services, and food and accommodation. Over 80% of jobs are concentrated in six key service-based sectors: retail, food, health care, professional services, real estate, and education and training.

The Town Centre's commercial landscape has evolved from a small strip shopping centre with local shops and a few professional services —such as doctors, dentists, solicitors, and accountants — into a diverse and vibrant commercial hub.

A community survey was undertaken by the Project team in early 2024 as part of this Masterplanning study. The results reveal that over 80% of visits to Strathfield Town Centre are for accessing public transport or shopping, followed by dining at restaurants and cafes (52%) and medical services (37%).

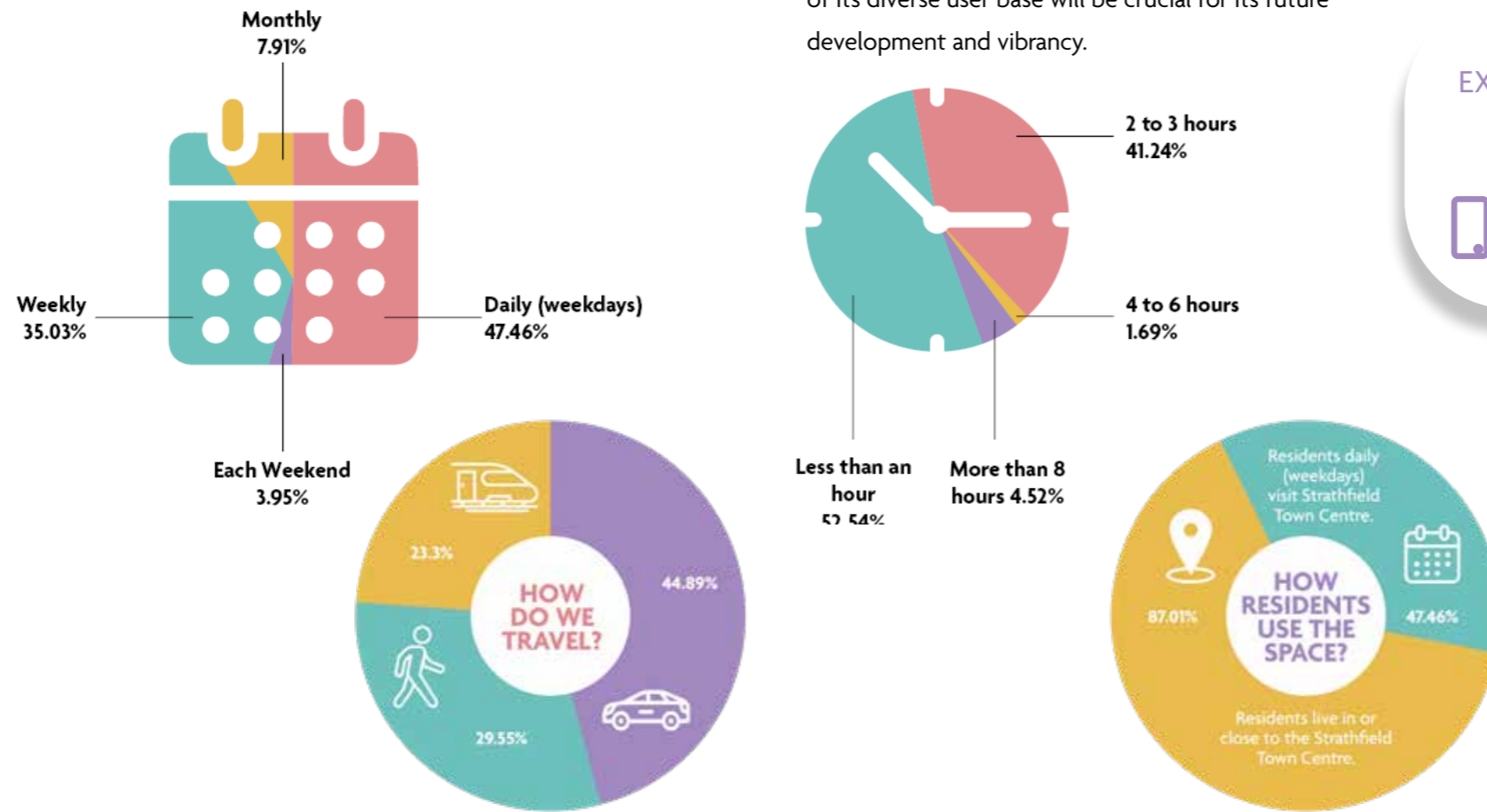
Furthermore, as Figure 07 shows, nearly half of the respondents visit Strathfield Town Centre daily on weekends, with more than one third of them visiting weekly. More than half of them travel by active transport or public transport. About 75% of respondents spend under \$100 (40% under \$50) during each visit. The vast majority of respondents spend up to 3 hours for each visit with more than half of them spending less than an hour.

This is reflective of the top up shopping activities associated with before or after work and linked trips with public transport.

Visitor feedback indicates a neutral to slightly negative experience, suggesting opportunities to enhance service quality and accessibility.

The economic profile of Strathfield Town Centre highlights its role as a major commercial and service hub, especially in retail, food, health care, and social assistance. Despite this growth, visitor feedback shows room for improvement in service quality, accessibility and entertainment options.

The implications for the town centre masterplan include enhancing the variety and quality of entertainment and leisure options to attract more visitors and improve their overall experience. Expanding services and upgrading facilities could address the current neutral to slightly negative visitor feedback. Additionally, focusing on integrating late-night economy opportunities and ensuring that the Town Centre meets the evolving needs of its diverse user base will be crucial for its future development and vibrancy.



OVERALL VISITOR EXPERIENCE OF STRATHFIELD TOWN CENTRE

6/10

Figure 07. Strathfield Town Centre Survey 2024 - visitation frequency and time spent



2.5 NIGHT-TIME ECONOMY DIAGNOSTIC

The night-time economy of Strathfield Town Centre is driven primarily by food and dining, with some retail activity. A study of business hours on a weekday (Friday) showed that many outlets operate beyond the typical 9am-5pm schedule, often staying open past 10pm (refer to Figure 08).

With late night trade beyond 10pm being very limited, expanding the night-time economy presents opportunities to revitalise buildings and integrate activities with open spaces, enhancing the Town Centre's appeal. This aligns with changing work patterns, as Census 2021 data shows that working from home rates in Strathfield LGA have increased significantly (36.3% for LGA residents and 28.5% for CBD residents) compared to 2016. While remote working may decline post-COVID, flexible working trends are likely to persist, increasing demand for extended service hours and amenities.

The Office of the 24-Hour Economy Commissioner has developed a Night-Time Economy Toolkit as a resource for Local Government to support councils for building their capacity to develop and manage their night-time economies. It sets out advice and tools that are available to councils to progress their night-time economy, along a five-stage continuum from 'Emerging' to 'Established', recognising that every local area is different.

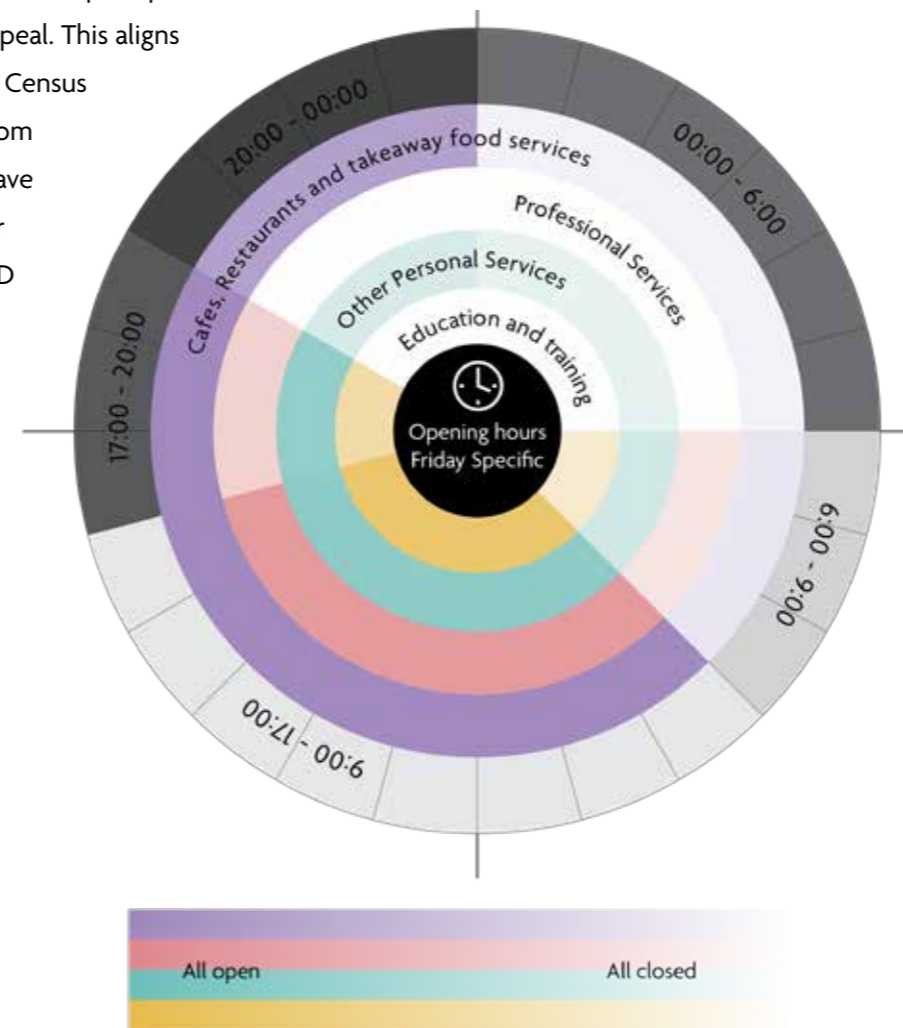


Figure 08. Strathfield Town Centre Survey 2024 - visitation frequency and time spent

How to read this infographic:

The opening hours infographic collates opening hours data of 4 key business types within a 24 hour time frame. Read just like a face of a clock, business activity steadily increases until most are open during the day, then individually close at different times into the night. The percentage of businesses open at any given time slot is depicted by the intensity of colour.

After undertaking a self-assessment on the night-time economy of the Town Centre, it was found that Strathfield Council's Place and Data processes were assessed as 'Mature', whilst the strategic and organisational capacity was assessed as 'Growing'.

This reflects the position that Strathfield has a growing night time economy, however Strathfield Council is not actively engaged in the support or management of 'NTE' industries. However, the work on the Masterplan represents an important first step on this journey.

Based on the above results, the Toolkit recommends several actions including:

1. Identifying a night-time economy lead.
2. Tailor a night-time economy strategy informed by community and business.
3. Implement good neighbour guidance to balance interests of residents and businesses.

These actions will provide invaluable input to the masterplan process. The outcomes of the actions will challenge and enrich our thinking and help to enshrine a vibrant night-time economy in the Strathfield Town Centre.



Members of the Strathfield Town Centre project team at a night-time economy workshop, May 2024

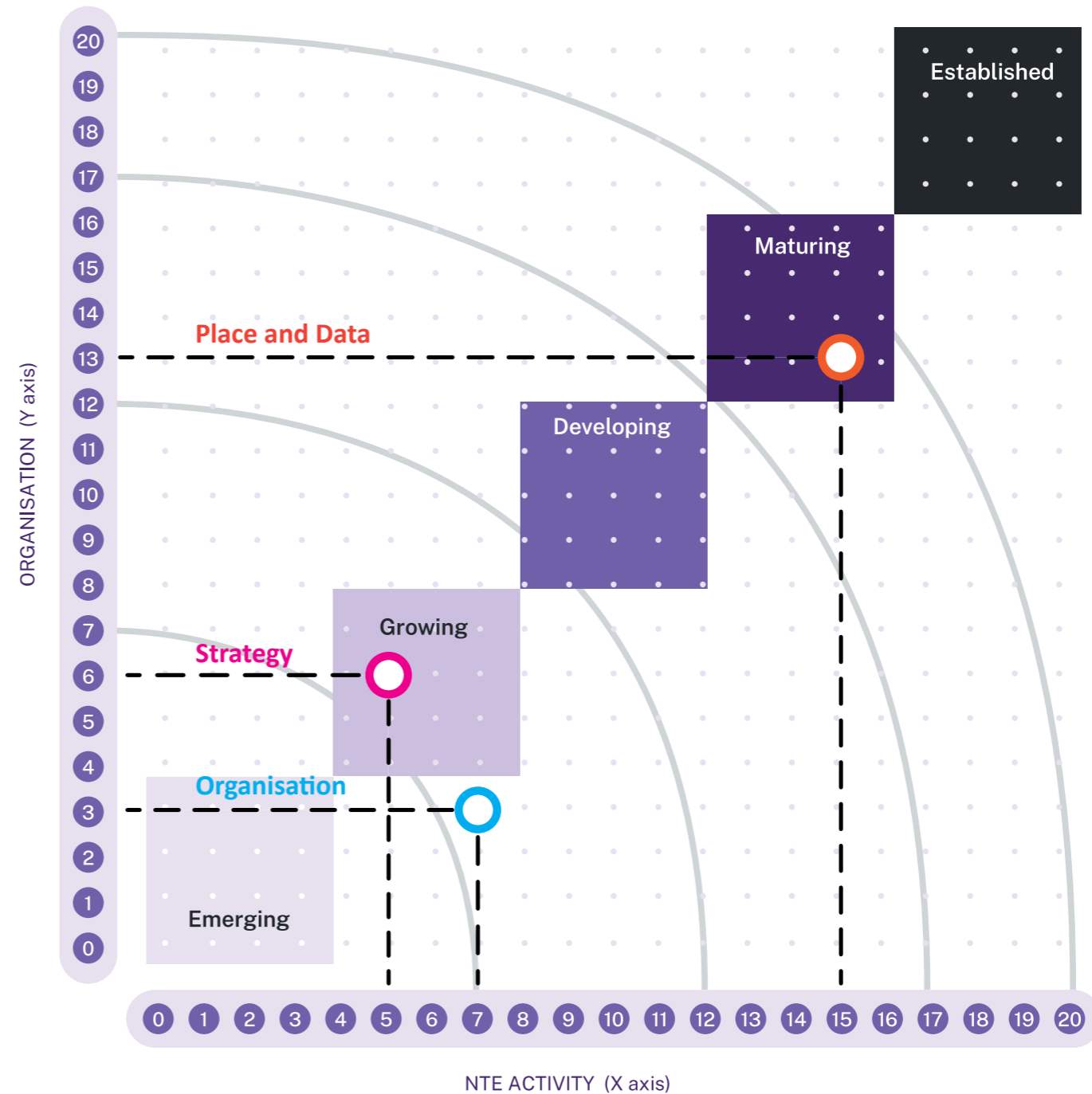
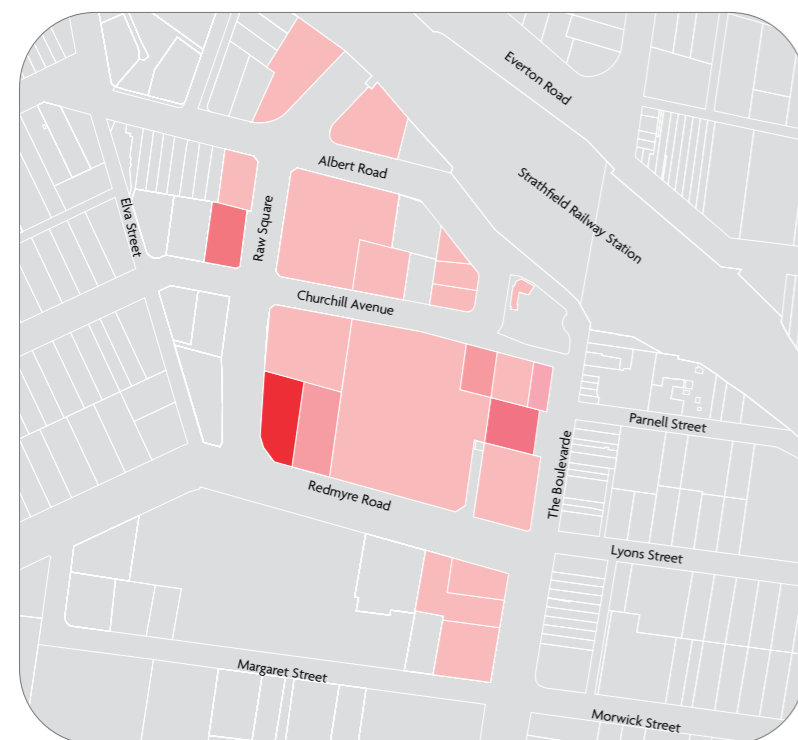


Figure 09. Results of self-assessment using Night-Time Economy Toolkit for Strathfield Town Centre

2.6 COMMERCIAL FLOOR AREA SURVEY

As part of the masterplanning study, a commercial floorspace and vacancy survey was conducted in early 2024 by the project team within the core study area. The survey aimed to assess the quality of available floorspace, determine the vacancy rate, and identify the major factors contributing to vacancies. The accompanying map illustrates vacancy rates per building as a heat map, with pink indicating low vacancy and red indicating high vacancy.

The ground floor of Strathfield Plaza has a very low vacancy rate, reflecting favorable economic conditions and strong customer spending. In contrast, the Plaza Tower has a relatively high vacancy rate of approximately 26%. This would appear to be attributed to the low quality of the commercial fitout and general low standard of the building. This is despite the building offering city views from the upper floors. Existing tenants include small businesses and medical related practices.



High vacancy  Low vacancy

Figure 10. Mapping of commercial floor area vacancy

Redmyre House at 9-13 Redmyre Road boasts the lowest vacancy rate (1%) among the three commercial towers in the core study area. The building's welcoming entry experience, generous foyer, and high-quality interior finishes on each floor would appear to have significantly contributed to attracting and retaining leaseholders.

It's noteworthy that this low vacancy rate is achieved despite the building's entrance being on the southern side of Redmyre Road, requiring customers to walk along an inactive street interface to access the building's many service-oriented businesses.

In contrast, the entire building at 15-17 Redmyre Road is vacant and will likely remain until major refurbishment occurs.

The high vacancy rates, particularly in Strathfield Plaza Tower and 15-17 Redmyre Road, highlight the need for revitalisation in the Town Centre. Optimising vacancy rates to the ideal 5% will allow



Vacant office space with city views on Level 8, Plaza Tower

for sustainable growth and market flexibility. The masterplan should encourage urban renewal and enhance the overall commercial environment to support long-term economic vitality.

Whilst a level of vacancy can assist in terms of allow businesses and retailers to relocate, higher rates of vacancy need to be questioned. Certainly the low quality of some buildings will be negatively impacting market demand further work is needed to understand the likely market demands for retail and commercial space, taking into account likely population growth.

In addition, there maybe other key uses, which would be attracted in a location such as Strathfield. Given proximity to Sydney Olympic Park, short term accommodation may be supportable use. This is along side other entertainment based uses such as cinemas or music venues.



Building entry of 15-17 Redmyre Road from Raw Square

2.7 CHAPTER CONCLUSION

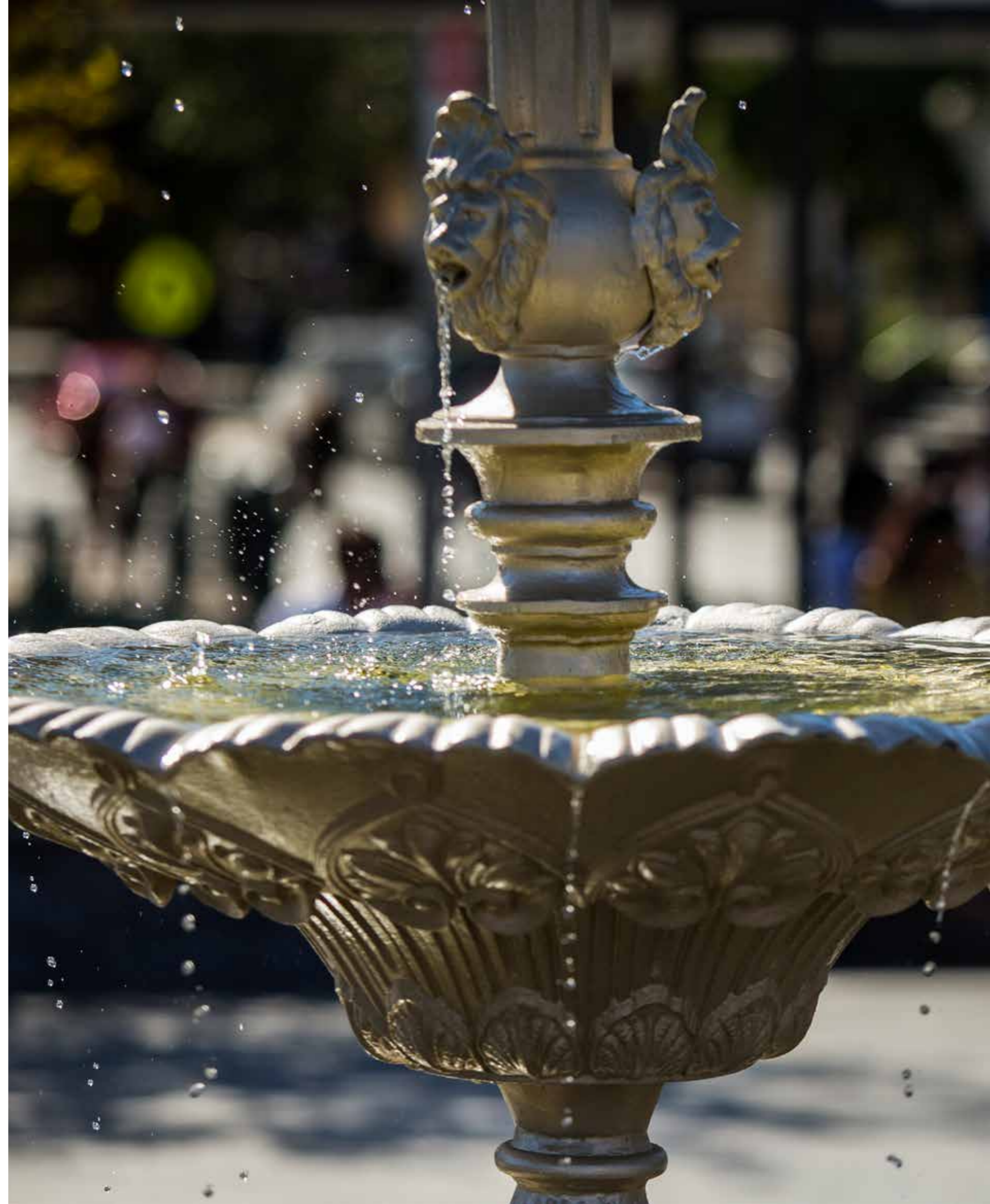
Strathfield's identity is defined by its connection to Sydney's Inner West, its urban vibe, cosmopolitan lifestyle, higher-density housing, and reputation as a food destination. The area also boasts a strong relationship with its landscape, including open spaces and high-quality, tree-lined streets in the residential neighbourhoods adjacent to the Town Centre.

The location of Strathfield on rail line between Parramatta and City of Sydney makes it highly accessible to both these major centres and other destinations such as Sydney Olympic Park. Strathfield Station is unique in that it offers express services to the city, western Sydney and beyond, plus service to the central coast. This makes it a highly accessible location.

Strathfield Town Centre would appear to trade well with a low level of retail vacancy and typically busy streets. This strong trade continues into the evening, with the town centre remaining busy until 10pm. There is evidence that commercial office space vacancies are higher in part due to the low quality of tenancies on offer. Further work is needed to understand the future floor space demands and uses that will improve visitor experience in the town centre.

Three sectors significantly contribute to the local economy of the Town Centre being health care and social assistance, retail and food services and professional, scientific and technical Services. Retail and food services, in particular, are the core of the Town Centre's night-time economy, with many businesses operating beyond 10 p.m.

By improving the quality of the town centre, increasing length of stay, there would appear to be opportunity to increase the level of retail spend along with new uses or activities that are not currently available in the town centre such as short term accommodation or entertainment uses such as cinemas.





3. LITERATURE REVIEW

Introduction

Strathfield Town Centre sits within an expansive, framework of planning policy, strategies and thought leadership documents that extend across geographies and jurisdictions. As part of this report, a thorough literature review was undertaken to understand the current planning approach to Strathfield Town Centre, Strathfield Local Government Area, State Government planning policies and the various pieces of strategic work already being undertaken. This is further expanded on through an understanding of the current housing and economic strategy for the LGA and the needs and desires of the community through the Community Strategic Plan and Local Strategic Planning Statement.

These documents help define how Strathfield Town Centre fits into the tapestry of greater Sydney and its role within it. Strategic visions aim to direct investment and development in locations that have been identified to be able to support economic and population growth.

Some non-statutory documents and research has been taken included in the contextual analysis. This is done on the basis that they promote best practice or offer thought leadership as to creative or innovative solutions.

The guiding documents produced by the Government Architects New South Wales (GANSW) provide an invaluable methodology to help synthesis state and local government strategic visions with the private sector and the community to improve built-environment outcomes.

The Committee for Sydney is the city's urban think tank. They are advocates for the whole of Sydney, and its broader national impact, researching and developing solutions to the most important problems we face. Their goal is to help Greater Sydney be the best it can be, for all.

1
INTRO

2
ABOUT
STRATHFIELD

3
LITERATURE
REVIEW

4
CONTEXT
ANALYSIS

5
CASE STUDIES

6
PUBLIC DOMAIN
ASSESSMENT

7
COMMUNITY
ENGAGEMENT

STRATHFIELD
COUNCIL

19

3.1 STATE LEVEL STRATEGIC PLANNING ALIGNMENT

Greater Sydney Regional Plan – A Metropolis of Three Cities

In March 2018, the Greater Sydney Commission finalised the Greater Sydney Region Plan (the Plan) which sets out the 40 year vision, priorities and actions for Greater Sydney. Specifically, the plan seeks to create a ‘three city metropolis’ model, which includes The Western Parkland City, The Central River City and the Eastern Harbour City (see Figure 11).

The primary vision identified in The Plan is to promote a ‘30 Minute City’ by 2056 across greater Sydney by way of developing greater housing choices in the vicinity of jobs and other key services. The Strathfield Town Centre is strategically located within a 30-minute travel to either Parramatta or Sydney CBDs.

The Strathfield Town Centre is also located within the Greater Parramatta and Olympic Park (GPOP) Economic Corridor and between two (2) ‘strategic centres’ of Burwood and Sydney Olympic Park. This places an unique opportunity for Strathfield Town Centre to develop further. Further emphasis on revitalising this centre and improving on the already positive merits of the area including diverse commercial uses, a mix of residential development, a people focused town square and large integrated transport hub.

More recently a Six Cities Regions discussion paper was released in September 2022 that builds on the Three Cities Plan focusing on the addition of the Lower Hunter/Greater Newcastle City, Central Coast City and Illawarra-Shoalhaven City and the need for more housing choice and development strategic centres.

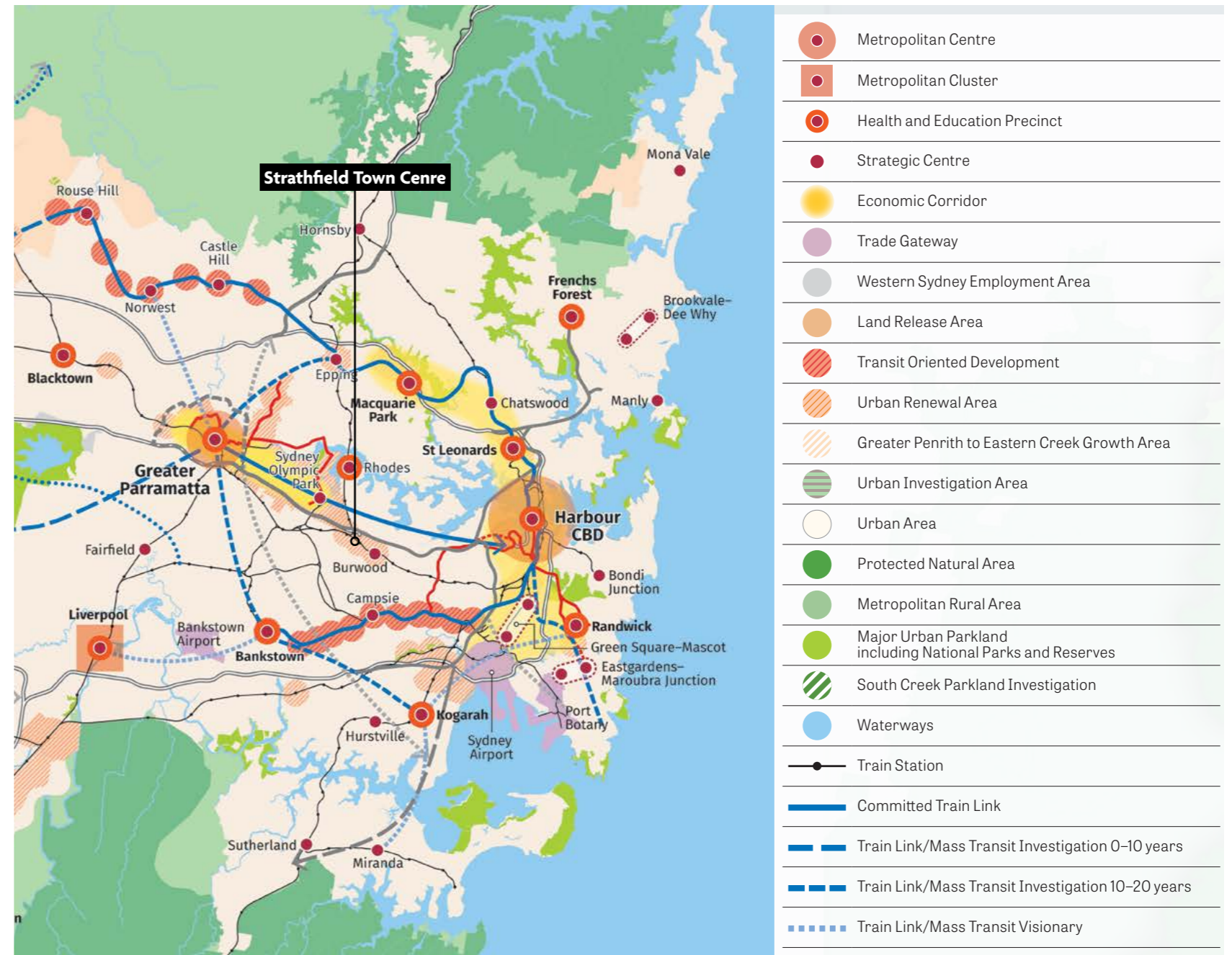


Figure 11. The three cities identified in the Metropolis of Three Cities identifying Strathfield as being located within the Greater Parramatta corridor (highlighted in yellow in centre). Source: Greater Sydney Commission 2018

The Eastern City District Plan

The Eastern City District Plan (the District Plan) was finalised and released by the Greater Sydney Commission in March 2018 (refer to Figure 12). The District Plan provides a 20 year vision to manage jobs and growth. Strathfield Town Centre is considered a local centre and is identified to create and renew these centres into great places.

The Strathfield Town Centre is identified as one of the urban renewal areas in the District Plan and located on a Train Link/Mass Transit Visionary connections to Rhodes and Campsie.

The four key themes of Infrastructure, Liveability, Productivity and Sustainability have been identified within the District Plan. Each theme lists a number of priority items required to be achieved.

The Town Centre Masterplan is overarching document that will address the above themes and thus incorporating key priorities and actions such as place based planning, providing services and social infrastructure, providing housing choice and access to jobs, creating and renewing great places and the local centre, growing investment, business opportunities and jobs and delivering high quality open space.

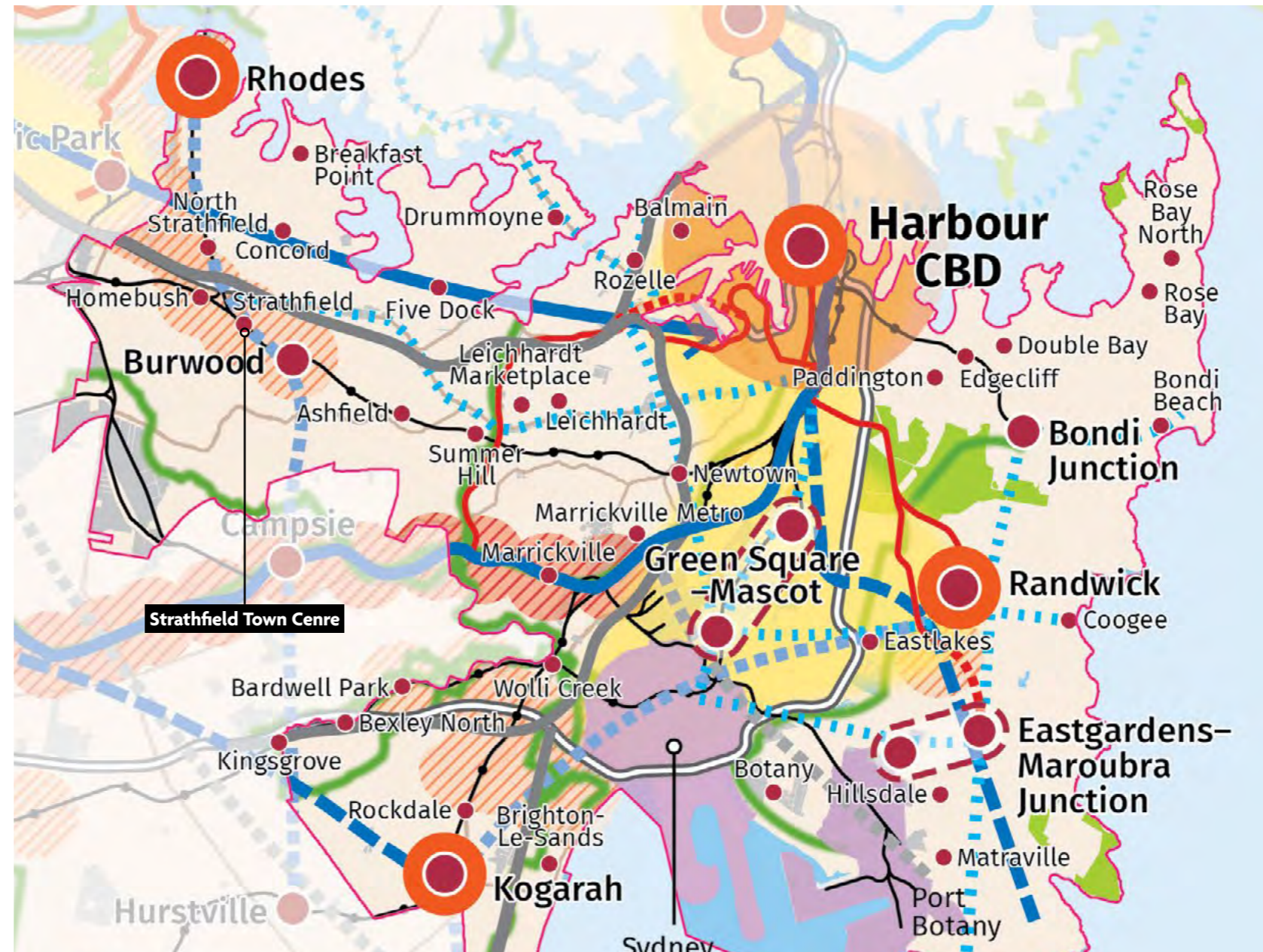
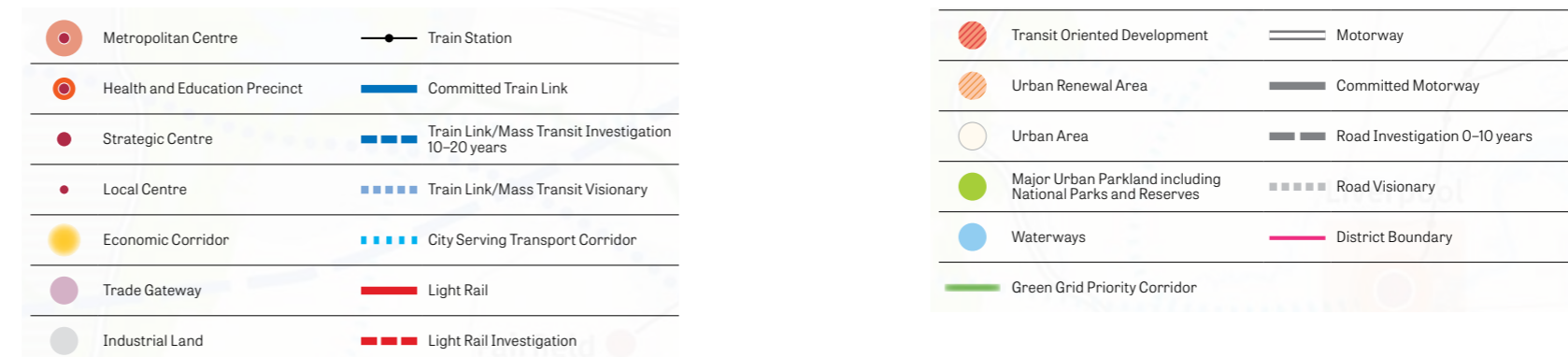


Figure 12. Extract from the Eastern City District Plan. Source: Greater Sydney Commission



3.2 NSW GOVERNMENT STRATEGIC ALIGNMENT

Government Architect NSW (GANSW) provides policy and guidance across a range of matters related to the built environment to promote good design and amenity and ensure sustainable management of growth and cultural heritage. These policies will help establish guiding principles for the masterplanning of Strathfield Town Centre.

Better Placed



Better placed is an integrated design policy for the built environment of New South Wales by the Government Architect. It is about enhancing all aspects of our urban environments, to create better places, spaces and buildings. Thus, good design needs to be at the centre of all development processes from concept to construction and maintenance. The following seven (7) objectives have been defined by the policy for good design:

1. Better fit – contextual, local and of its place
2. Better performance – sustainable, adaptable and durable
3. Better for community – inclusive connected and diverse
4. Better for people – safe, comfortable and livable
5. Better working – functional , efficient and fit for purpose
6. Better value – crating and adding value
7. Better look and feel – engaging, inviting and attractive

The objectives are foundational in providing better infrastructure outcomes for the Strathfield Town Centre. The Masterplan provides further information on how we can achieve these objectives through innovative design.

Greener Places



Greener Places is an urban green infrastructure design framework for New South Wales by the Government Architect. The document provides a guide for the planning, design and delivery of green infrastructure in urban areas. Aims to create healthier, more and sustainable urban environments by improving community access to recreation and open space, supporting walking and cycling connections and improving resilience in urban areas. The following four (4) design principles have been defined by the framework to help deliver green infrastructure:

1. Integration – combines green infrastructure with urban development and grey infrastructure
2. Connectivity – create an interconnected network of open space
3. Multi-functionality – deliver multiple ecosystem services simultaneously
4. Participation – involve stakeholders in development and implementation

These guiding principles have been integrated into this masterplan and provide basis for good design practice for greener infrastructure.

Connecting with Country



Connecting with Country guides practitioners on the processes involved when working with Country in New South Wales by the Government Architect. The document provides a guide for the planning, design and delivery of all aspects pertaining to Country within urban areas. For many decades a neglected aspect of design, Country is now recognised as being a crucial component when working in the built environment. The document aims to unpack what Country means and how to achieve integration through a four (4) step framework:

1. Commitment – set out priorities for a Country-centred approach and engage the required expertise
2. Practice – change business as usual in the built environment profession and engage with a Country-centred approach
3. Action – implement steps one (1) and two (2) of the framework through forming, designing, delivering, and maintaining.
4. Outcome – see the results of the framework as measured through healthy Country, healthy community, and higher cultural competency

Design Guide for Heritage



The Design Guide for Heritage highlights the importance of retaining heritage within the built environment. Heritage has an impact on the experience of the urban environment as it provides meaningful links to the past. Alongside this, the aesthetic style of heritage architecture is appreciated by a large majority of the population and recognised as something which should be protected. The guideline outlines a three (3) step approach to designing with heritage in mind:

1. Discover - Understand the significance of the place, articulate what this significance is, identify challenges with the site, engage the community, identify an appropriate use for the heritage item(s), assess the environmental performance, and develop the brief.
2. Create - Design for the context, develop a master plan, maintain relationships between the site and the setting, explore how the heritage item(s) can inspire the new development, and design new work to read as distinct.
3. Deliver - Prepare a heritage impact statement, gain the approvals, record and archive, and establish long-term management and viability.

Implementing Good Design



Implementing Good Design is a guiding document for built environment practitioners which outlines an approach to ensuring design in the urban realm is of a high standard. The guideline uses the same format as the Design Guide for Heritage, placing the steps to implementation under the three (3) approaches of discover, create, and deliver. The Government Architect defines good design as not just how a place looks, but how it works and feels for people.

1. Discover - Define your project, involve the right people, and do your research.
2. Create - Explore multiple possibilities, synthesis the design team and their inputs, and develop ideas.
3. Deliver - Prototype your ideas, evaluate the design, and implement your vision.

Evaluating Good Design



Evaluating Good Design uses the framework from Better Placed as part of its evaluation procedure. In short, a good design should be accommodating to people's daily needs, support a range of diverse uses, support housing and commercial activity depending on the context, and create indoor and outdoor spaces which accommodate shared use. Spatial layouts should also be accessible, as well as being flexible to future changes and appropriately sized for activity.

1. Better fit – Place-based and relevant to the local character and communal aspirations
2. Better performance – Environmentally sustainable and responsive to living and working standards
3. Better for community – Seeks to address growing economic and social disparity and inequality
4. Better for people – Focuses on safety, comfort, and the basic requirements of using public space
5. Better working – Has a considered response to the program or requirements of a building or place
6. Better value – Generates ongoing value for people and communities
7. Better look and feel – It is welcoming and aesthetically pleasing

3.3 THOUGHT LEADERSHIP ALIGNMENT

The Committee for Sydney is an independent organisation which has brought positive influence over the growth of Greater Sydney through advocacy and leadership. They have released a range of position pieces and discussion documents which advocate for positive and ambitious outcomes across the city and are relevant for the future vision of Strathfield Town Centre.

State of the City 2024



It's well known that Sydney has an ongoing shortage of affordable housing. Sydney is now the second-most expensive housing market in the world - only behind Hong Kong. Sydneysiders pay more per m2 than residents in well-known global cities such as London, New York City, and Tokyo.

State of the City 2024 highlights a crucial need for more affordable housing. In addition to this and on a more positive note, the report highlights how Sydney's cultural and entertainment scene continues to grow year-on-year. Vivid attracted over 3.5 million guests in 2023, whilst other events such as Ramadan Nights attracted 1.4 million guests and World Pride saw 1 million people in attendance. This shows that there is a strong demand for cultural events in the metropolis.

Lastly, the metropolitan area again reduced its emissions by 3.2% in 2023 - sustaining a continual downward trend. Economic activity meanwhile continues to grow, which demonstrates that the transition to cleaner energy can go in tandem successfully with sustainable economic growth.

Everyday Culture



Sydney should have great cultural experiences every day. This is because culture is fun, it's interesting, and it has the power to bring people together who would not have ordinarily been acquaintances. Culture is educational and encourages tolerance and acceptance within our cosmopolitan society.

'Everyday culture' is defined as creative experiences that are:

1. Free or have free-to-public elements
2. Open to the public
3. Take place at least once a week for at least one season a year

Whilst the metropolis has a thriving cultural scene, the report highlights a need for more investment in the arts from all levels of government.

Creative interventions within the built environment assist in the development of a strong cultural scene. Examples of this include music, public theatre, immersive transport station design, parklets, open streets, public art, street art, and lighting.

Better parking for better places



The provision of parking in the streetscape of urban centres can be counter-intuitive. Parking serves a purpose to facilitate access - however parking also restricts access to high quality streetscapes. Better places for parking can be identified to create urban centres with a more sustainable, less car-dominated character.

Three (3) principles should guide the allocation of parking:

1. Match the right solution to the right place
2. Prioritise parking for the people who really need it
3. Maximise the positive impacts of parking

There will always be a need for parking - vehicles aren't going anywhere any time soon. Instead we must challenge our perceptions of parking allocation in the built environment and the norms which have formed around this since the foundation of modern vehicles in the early 20th century. There are more methods to move throughout our city now and these must be encouraged and prioritised. Creating urban centres which encourage people to leave the car at home enforces sustainable practices and enhances the quality of a space.

Rethinking Station Precincts



Sydney is experiencing a transport boom, and this is particularly prevalent within the realm of rail infrastructure. The way we think about land use around stations must change in order to create lively, considered, and accessible stations for all people. Collaboration must occur between governance, land economics, and urban design.

Two (2) objectives should be kept in mind regarding station precincts:

1. Allow and prioritise development to occur within walking distance of rail and metro stations
2. Ensure development is high quality and supports community

This report holds a proposition that development in Sydney could be more ambitious and move away from the existing pattern of extensive greenfield development. Up to 45% of development in Sydney could instead be centred around existing and proposed stations. There is a strong case for high density around stations. The Sydney Trains network has metro-equivalent times of departure every 3 - 5 minutes on many lines, therefore providing a large people-moving capacity as compared to private vehicles.

Nature Positive Sydney



Sydney has an international reputation to uphold as a cosmopolitan metropolis nestled within green and blue corridors which criss-cross throughout the urban area. Sydney is unique in its offering of relatively pristine nature in close proximity to urban areas - and this is what makes the metropolis so popular.

With this in mind, development in Sydney must take steps to ensure this valued aspect of life in the metropolis continues. Developers must avoid removing important remnant vegetation at all costs. For every tree that is removed, many more must be planted.

Nature positivity is about ensuring development has all aspects of the local environment front of mind. Too many times in Sydney we can see evidence that a development has ignored its physical context which leads to issues of excessive heat, flash flooding, and habitat degradation. A thorough understanding of the local environment is needed prior to beginning a development alongside an approach to design which prioritises continuing Sydney's strong environmental reputation.

Decarbonising Sydney



The NSW Government has an objective to meet net zero by 2050. Under the plan, our state must achieve an emissions reduction of 50% on 2005 levels by 2030 - just 6 years from this time of writing. Sydney contains 66% of the NSW population, so much of the groundwork for reducing emissions is centred on the metropolis.

This report outlines that Sydney is not on track to achieve either the 2030 or 2050 goal. Within the community three (3) types of consumers were found to be present; hesitant, pragmatists, and stewards. Each had a different view on the energy transition.

Hesitant made up 22% of the sample and were aware of climate change, but thought individual action will make little difference. Pragmatists were numbered at 50% and had a focus on solutions which make their lives easier whilst also helping the environment. Stewards were the remaining 28% and were highly motivated to adopt new technologies. To accommodate all groups, strategies must focus on making it easier to transition, reducing the price, providing clear information, leading the way, and showing the impact.

3.4 LOCAL LEVEL STRATEGIC PLANNING ALIGNMENT

The Strathfield Community Strategic Plan and Local Strategic Planning Statement are important umbrella documents endorsed by Council to set out future strategic planning directions for Strathfield Town Centre.

Community Strategic Plan ‘Strathfield 2035’



The Community Strategic Plan (CSP) ‘Strathfield 2035’ provides long term direction for the Strathfield Local Government Area (LGA) and is Council’s overarching strategic plan. It reflects the Community Vision and defines a sustainable direction for the Strathfield Local Government Area (LGA) to meet the needs of our community for the next 10 years and beyond.

The vision of the CSP for the Strathfield LGA is:

“Located in the heart of Greater Sydney, Strathfield is highly connected to transport, education and employment. It’s culturally diverse and socially cohesive community is proud of its heritage and residential character, safe neighbourhoods, leafy environments and parklands. Strathfield is a place that embraces learning, culture, productivity and opportunity.”

The CSP established a set of community goals and strategies under five themes as follows:

- Theme 1: Connectivity
- Theme 2: Community Wellbeing
- Theme 3: Celebrating Culture and Place
- Theme 4: Liveable Neighbourhoods
- Theme 5: Responsible Leadership

In particular, Themes 3 and 4 set out the following strategies that are relevant to the Strathfield Town Centre:

- 1.1.2 Plan and deliver high quality and strategically located local infrastructure to support current and future population needs.
- 3.1.1 Plan and deliver vibrant attractive and safe town and village centres and commercial areas.
- 3.2.2 Foster and celebrate local identity.
- 4.1.1 Urban design and development that balances growth with quality living, sustainable and aesthetic outcomes reflecting local character and heritage.
- 4.2.2 Maintain high standards of public health, amenity and safety.
- 4.3.1 Conserve, restore and enhance Strathfield’s biodiversity, ecological health, tree canopies and resilience.
- 4.3.2 Conserve, restore and enhance Strathfield’s biodiversity, ecological health, tree canopies and resilience.

Strathfield Local Strategic Planning Statement 2040



The Strathfield Local Strategic Planning Statement (LSPS) gives effect to the Eastern City District Plan and identifies a series of actions that will provide homes, jobs and related infrastructure to support future growth. It is also informed by other State and Regional strategies including the NSW Government's Regional Plan – A Metropolis of Three Cities, Future Transport Strategy 2056 and the State Infrastructure Strategy 2018-2038.

The LSPS is also informed by Strathfield 2035 Community Strategic Plan and provides the rationale for decisions about how Council will use land to achieve the aspirations of the community. The LSPS incorporates planning priorities and related actions. Together these will work towards achieving the overall land use vision for the Strathfield LGA including the Strathfield Town Centre and will ensure that the people who live, work and visit the area have an abundance of opportunities and quality experiences.

The following are the relevant planning priorities and actions relevant to the Strathfield Town Centre:

Planning Priorities:

- P1 Collaboration ensures growth is sustained by well-planned and accessible infrastructure.
- P2 Connected, integrated, efficient and accessible transport options connect Strathfield's people to their neighbourhoods, centres, jobs, community, and recreation areas.
- P8 Diverse housing options provide for people at all life cycles and connects them to jobs, recreation, services and transport.
- P9 Our centres are easy to get around, deliver activated social spaces, opportunities to connect, nearby housing and local employment opportunities.
- P11 Strathfield's unique experiences provide a central meeting point for Strathfield's residents and visitors.

Actions:

- A5 - Work collaboratively with Burwood Council, TfNSW and the DPIE to identify opportunities for infrastructure upgrades within Strathfield Town Centre such as active travel paths, electric vehicle charging stations, energy efficient lighting, water bubblers and shade.
- A6 - Work collaboratively with Burwood Council in planning the future direction of the Burwood Strategic Centre to ensure that future land uses complement the function of Strathfield Town Centre and Strathfield residents benefit from jobs provided within the Burwood Strategic Centre

- A51 – Create connected and sustainable precincts through the delivery of high density residential development to the Parramatta Road Corridor, Liverpool Road Corridor and the Strathfield Town Centre.
- A64 - Work collaboratively with Burwood Council, TfNSW and key landowners to prepare a masterplan for Strathfield Town Centre to fulfill its potential and strengthen its economic role within the LGA and District. In particular to:
 - capitalise on its unique offerings as a cultural centre and day/night time capacity
 - focus on human (fine grain) scale public place that encourages diversity and social connectivity
 - embrace the Centre's cultural offering
 - deliver diverse service/retail/dining/entertainment and commercial options
 - enhance the Centre's night time economy
 - attract and retain high quality office space
 - improve accessibility and facilitate walking and cycling
 - be sympathetic to the heritage of Strathfield Station
 - deliver parking that can be adapted to other future uses
 - provide well-designed built and natural shade
- A80 - Work collaboratively with Burwood Council to develop a Place Strategy (in conjunction with a Masterplan) for the Strathfield Town Centre with a focus on enhancing the Centre's food and entertainment offering (including encouraging a diversity of offering), while still providing services to meet the community's needs.

The Strathfield Town Centre masterplan is a base document that helps in delivering the above actions to ensure a highly innovative and modern town centre is developed.

1 INTRO

2 ABOUT STRATHFIELD

3 LITERATURE REVIEW

4 CONTEXT ANALYSIS

5 CASE STUDIES

6 PUBLIC DOMAIN ASSESSMENT

7 COMMUNITY ENGAGEMENT

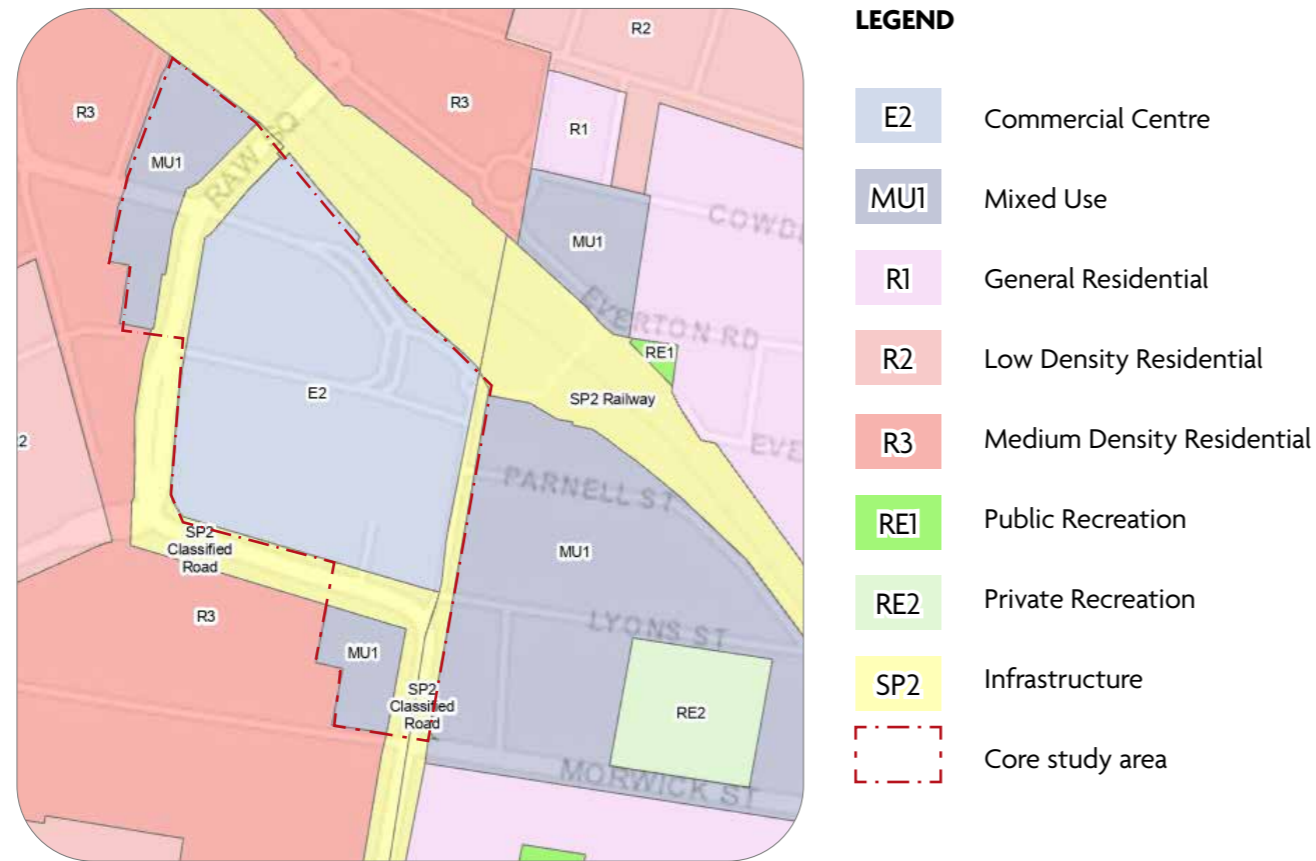
STRATHFIELD COUNCIL

27

3.5 STRATHFIELD LOCAL ENVIRONMENTAL PLAN 2012

This section discusses the key planning controls in the Strathfield Local Environmental Plan (SLEP) 2012 applicable to lands within the study area.

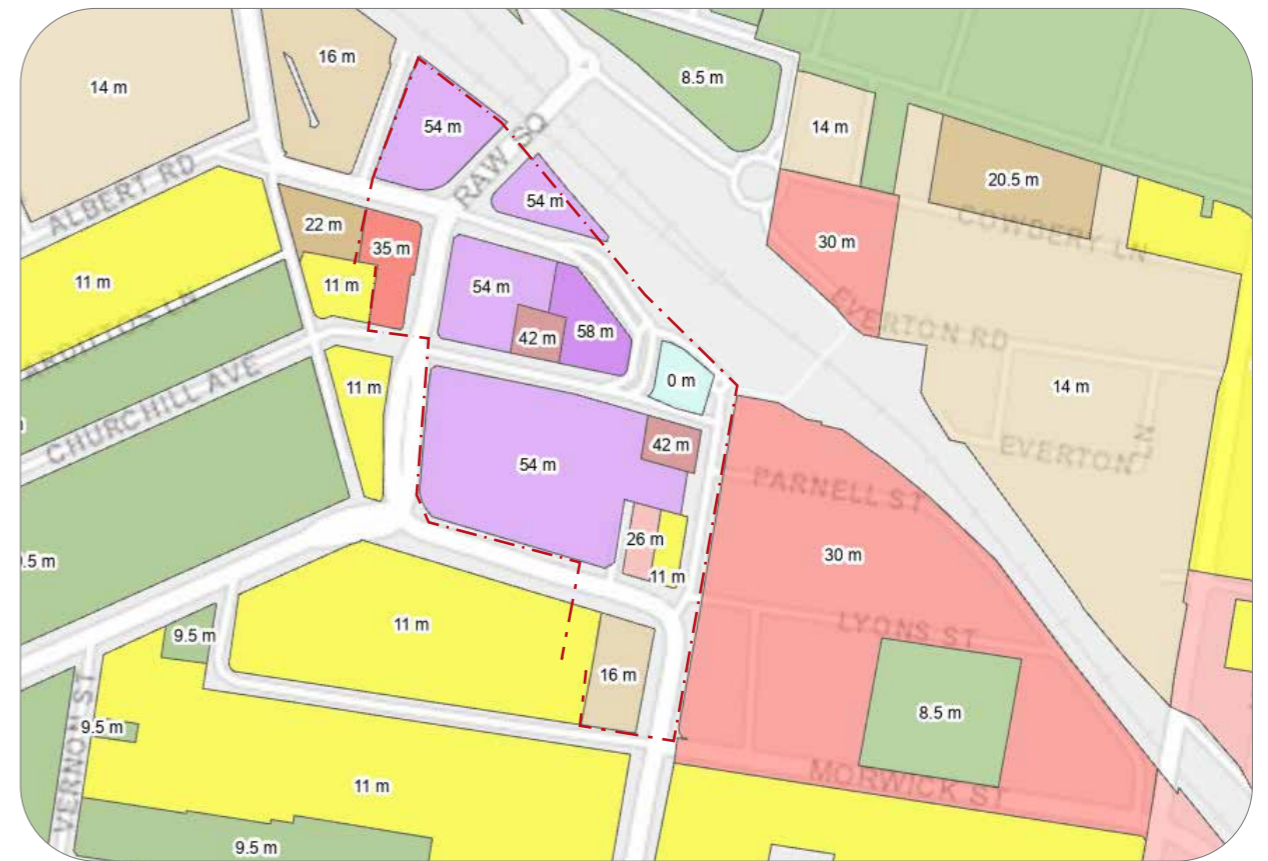
Land Zoning



The core of the Town Centre within the Strathfield LGA is zoned E2 Commercial Centre. To the west of Raw Square and south of Redmyre Road, two MU1 Mixed Use zones are also defined as part of the Town Centre.

On the eastern side of The Boulevard, the area is largely zoned MU1 Mixed Use except for the Strathfield Sports Club site where the land is zoned RE2 Private Recreation.

Height of Buildings

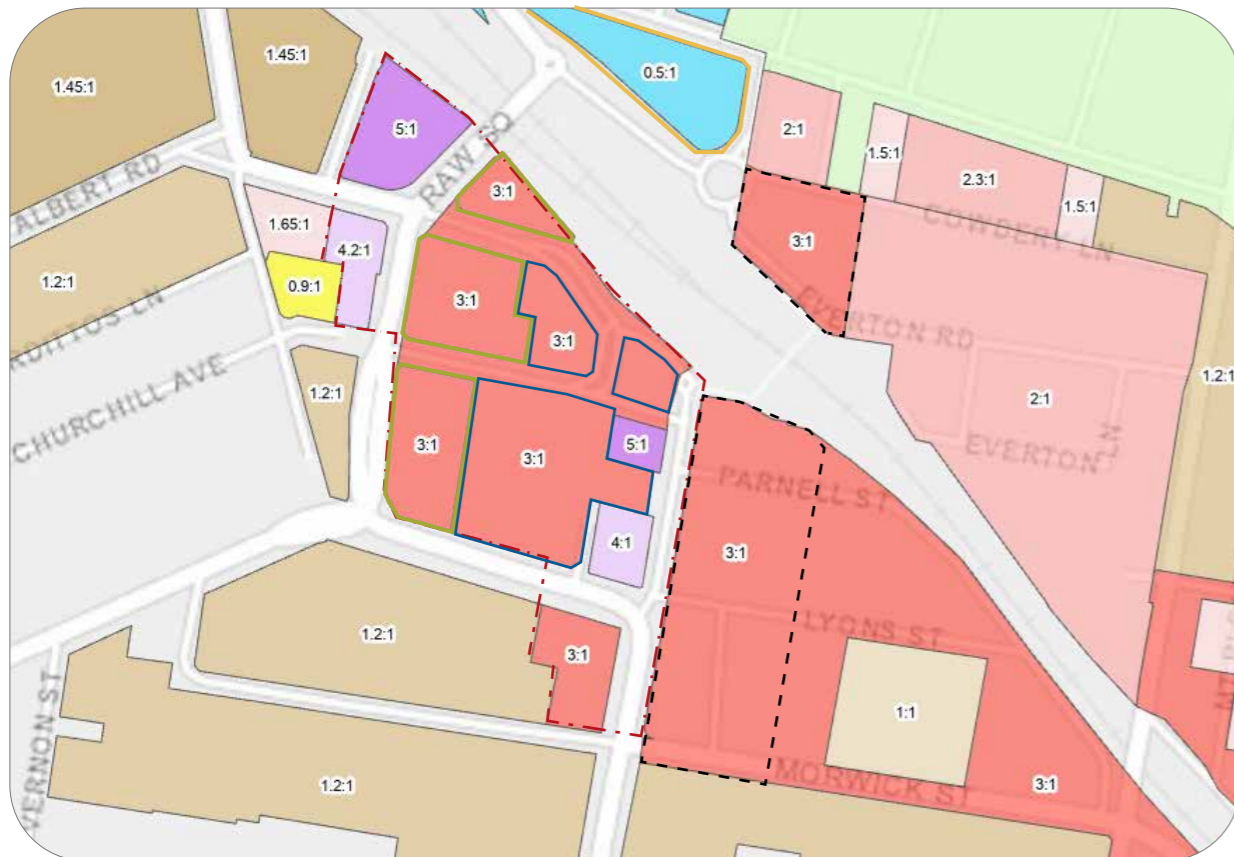


The Town Centre currently has a maximum permissible building height of 58m (approximately 17 storeys) immediately west of the square. The height limits step down to 42m to 54m on adjacent lands. Building heights of the existing shops in the Conservation Area on The Boulevard are limited to 11m and 26m.






On the eastern side of The Boulevard, permissible building heights in the Burwood LGA are generally much lower, with the majority of the lands allowed up to 30m (approximately 9 storeys) in height.

Outside the town centre, building heights are predominantly kept to 11m, 14m or 16m which are equivalent to 3 to 5 storeys.

Floor Space Ratio



LEGEND

-  Strathfield LEP Area 2 - up to 7.5 : 1 (refer to Clause 4.4B)
-  Strathfield LEP Area 3 - up to 5 : 1 (refer to Clause 4.4B)
-  Burwood LEP Area 4 - up to 3:1 (refer to Clauses 4.4 & 4.4A)
-  Canada Bay LEP Area 1 - up to 0.7 : 1 (refer to Clause 7.15)
-  Core study area

The floor space ratio (FSR) within the Strathfield Town Centre is generally 3:1, though it may increase to 5:1 or 7.5:1 on certain key sites should the development meet the criteria set out in the SLEP 2012 (see “Area 2 and “Area 3”).

Outside the Town Centre on the western and southern sides, the FSR ranges significantly from 0.9:1 to 5:1. To the east, the maximum FSR in the Burwood Council LGA is 3:1 with additional controls to limit floor space used for residential purposes and serviced apartments.

Canada Bay Council have an FSR of 0.5:1 applicable to land immediately north of the railway station, with additional controls to permit an increase in the FSR to 0.7:1 for non-heritage listed sites.

Floor Space Controls

In accordance with Clause 6.8(3), no more than 35% of the floor space of the development in “Area 2” and “Area 3” can be used for residential accommodation.

Area 2

In accordance with Clause 4.4B under the Strathfield LEP 2012, Development in “Area 2” may have an FSR up to 5:1, if the lot exceeds 1,500 m². Should the development meet the design excellence criteria specified in Clause 6.7, this can potentially be increased to a maximum of 7.5:1.

Area 3

In accordance with Clause 4.4B under the Strathfield LEP 2012, Development in “Area 3” may have an FSR up to 5:1, if the lot exceeds 1,500 m².

Design Excellence & Design Competition Provisions

Clause 4.4B describes the exception to FSR allowances. This includes a provision for upto 7.5:1 if the building will meet the design excellence criteria described in clause 6.7 of the LEP.

Clause 6.7 the design excellence provisions that relates to development within the town centre. This includes provision that for a development over 30m in height and \$20million CIV or greater that a competitive design competition process be undertaken.

3.6 STRATHFIELD TOWN CENTRE DEVELOPMENT CONTROL PLAN

Part No.13 under the Strathfield Consolidated Development Control Plan (DCP) 2005 is specifically applicable to the Strathfield Town Centre. DCP No.13 sets out the principal objectives as follows:

- a. To provide guidelines for future development.
- b. To strengthen the Strathfield Town Centre's role as the municipality's major retail and commercial centre.
- c. To facilitate and support the existing retail core of the Centre.
- d. To improve upon the Centre's form, function and amenity wherever possible.
- e. To conserve, complement and build upon the Centre's remaining heritage attributes.
- f. To ensure that all new development considers and respects existing built form and amenity levels, both in the Centre itself and surrounding areas.
- g. To recognise and facilitate the Centre's secondary function as a transport interchange.

Although the DCP was prepared back in the early 2000s, the above principal objectives are still considered relevant and appropriate to the Town Centre in today's context.

Noticeably, some design controls in the current DCP are repetitively emphasising certain built form responses and the desired characteristics of the Town Centre. Despite a new masterplan being considered, there are strong existing controls which should be retained as part of any future review of the DCP. These elements should be considered, reviewed and may be retained to maintain or enhance the future character of the Town Centre.

These controls are extracted and summarised on this and the following pages.

Built form is kept generally to 2 storeys to street alignment (Objective 3.2.1 b).



Taller structures are setback from the street alignment (Objective 3.2.1 c).



Protect heritage buildings and ensure that any development of those or nearby properties respects the heritage significance (Objective 3.2.1 g).



Selected corner buildings on prominent entry points can be higher at property boundaries than the general street wall (Control 3.3.1 b).



Existing tall buildings are considered inappropriate in their height, scale, bulk, setbacks and use of material and are not to be relied upon as precedents (Control 3.3.1 f).



3.6.4 Vehicular access is not permitted across:

- Properties with frontage to The Bouvarde
- Properties fronting Strathfield Square, Albert Road and Churchill Avenue as far west as the existing service access to Strathfield Plaza.

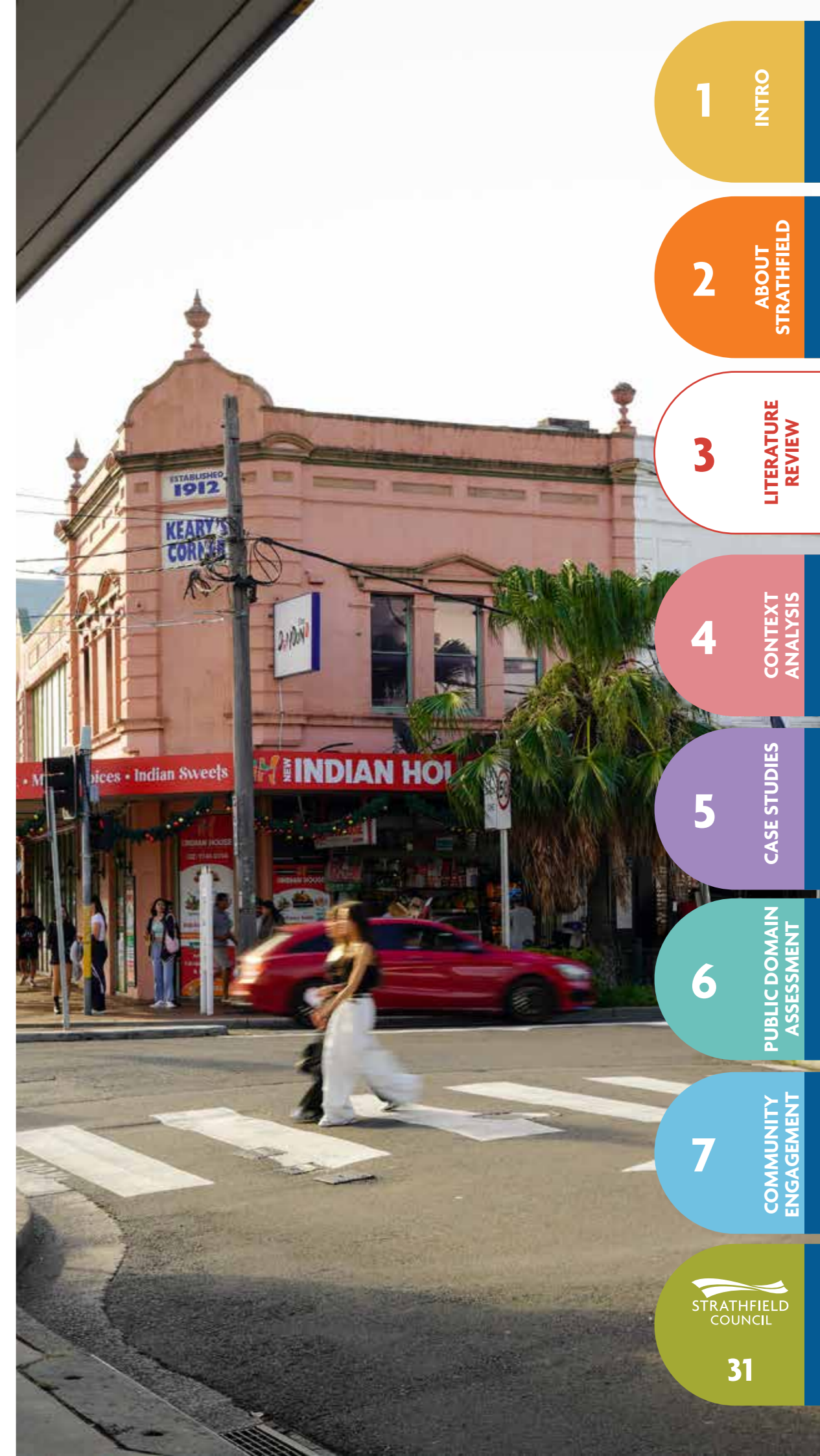


Avoid overshadowing Strathfield Square or the southern side of Churchill Avenue (Control 4.3.1)



Some DCP controls such as parking and built form will need to be reviewed and amended to reflect the evolving needs, priorities and character or the Town Centre into the future.

Updates to the design controls will be expected in the new iteration of the Town Centre DCP to tackle modern-day design and planning issues, guide future development in the Town Centre and ensure the vision of this Masterplan can be achieved in an appropriate manner.



3.7 CHAPTER CONCLUSION

The Strathfield Town Centre is strategically located within a 30-minute travel to either Parramatta or Sydney CBDs. It is also located in the (GPOP) Economic Corridor and between the 'strategic centres' of Burwood and Sydney Olympic Park.

Given the population growth that is likely to occur close to the Strathfield Town Centre, there is a need to ensure that appropriate planning controls are in place to harness that growth in a purposeful way. This includes being able to capture opportunities to enhance the public realm at the same time as attracting new uses.

There is a need to review the existing LEP and DCP controls to ensure that they are aligned with the future outcomes for the town centre. This includes refinement of FSR, height and floor space control to ensure that a high standard of development will occur that contributes to the public domain and destination experience of the town centre.

With the emergence of a stronger night time economy, it may be necessary to review existing controls to ensure the appropriate balance between regulation and enablement. Activities that promote activity and activation of the town centre should be encouraged .





4. CONTEXT ANALYSIS

Introduction

No site exists in isolation; each is part of a larger system, with interconnected functions that together create a sense of place. Context analysis involves untangling these functions to analyze them individually, helping us to understand their roles and influences in shaping a place.

Context analysis is especially crucial when assessing an existing site. Much like a doctor diagnosing a patient, it involves asking questions about the multiple, interconnected functions and attributes of a site's "health." By evaluating symptoms and conducting specific analyses, we can gain a clearer understanding of the site's condition and identify the factors that contribute to its current state.

The built environment is analogous to the human body, as it too suffers from aging and damage, requiring regular maintenance and repair. This chapter serves as a comprehensive "spatial health report" for Strathfield Town Centre.

Understanding the Context

The GANSW Good Urban Design Guide outlines the essential elements for understanding context. This chapter focuses on extrapolating the urban design elements of the built environment through mapping, offering a clear snapshot of each component.

Understanding the impacts of future development on a place requires considering its social, environmental, and economic factors—its "spatial geography." The context analysis presented here demonstrates how these factors overlap, interact, and sometimes compete for the same space. These findings establish the spatial constraints of this document and will inform the development of opportunities in the masterplan.

1
INTRO

2
ABOUT
STRATHFIELD

3
LITERATURE
REVIEW

4
CONTEXT
ANALYSIS

5
CASE STUDIES

6
PUBLIC DOMAIN
ASSESSMENT

7
COMMUNITY
ENGAGEMENT

STRATHFIELD
COUNCIL

33

4.1 PUBLIC TRANSPORT CONNECTIVITY

Strathfield Station and Train Services

Outside CBDs, Strathfield Station is one of the busiest railway stations on the network and provides high frequency express services to both Parramatta and Sydney CBDs (see comparison with other major stations in Figure 13). It is also a major interchange for services heading north to Newcastle and servicing the Central Coast. All T1 North Shore & Western line, T2 Inner West and Leppington and T9 Northern line services operate through Strathfield.

Peak hours services are busy with some reports of services being at capacity during these times. However, this situation will improve as the North Strathfield Metro services come online which will relieve demand upon passenger rail between the city and Parramatta.

Bus Services

Strathfield Town Centre is strategically positioned next to one of Sydney's busiest train stations, which is supported by an extensive bus network with stops on both sides of the station. The bus interchange provides local connections to nearby centres and residential areas, as well as links to many major strategic centres across metropolitan Sydney. A key attraction for commuters is the regular 12-minute express train service to Central Station, which encourages bus travel to Strathfield Station.

There are currently 28 different bus services operating through the town centre, in addition to school bus services, providing excellent coverage across Inner West Sydney (see Figure 14). However, despite the good number of bus services to and from the town centre, the quality of the existing bus infrastructure is poor.



Figure 13. Sydney Train passenger tap on/off data

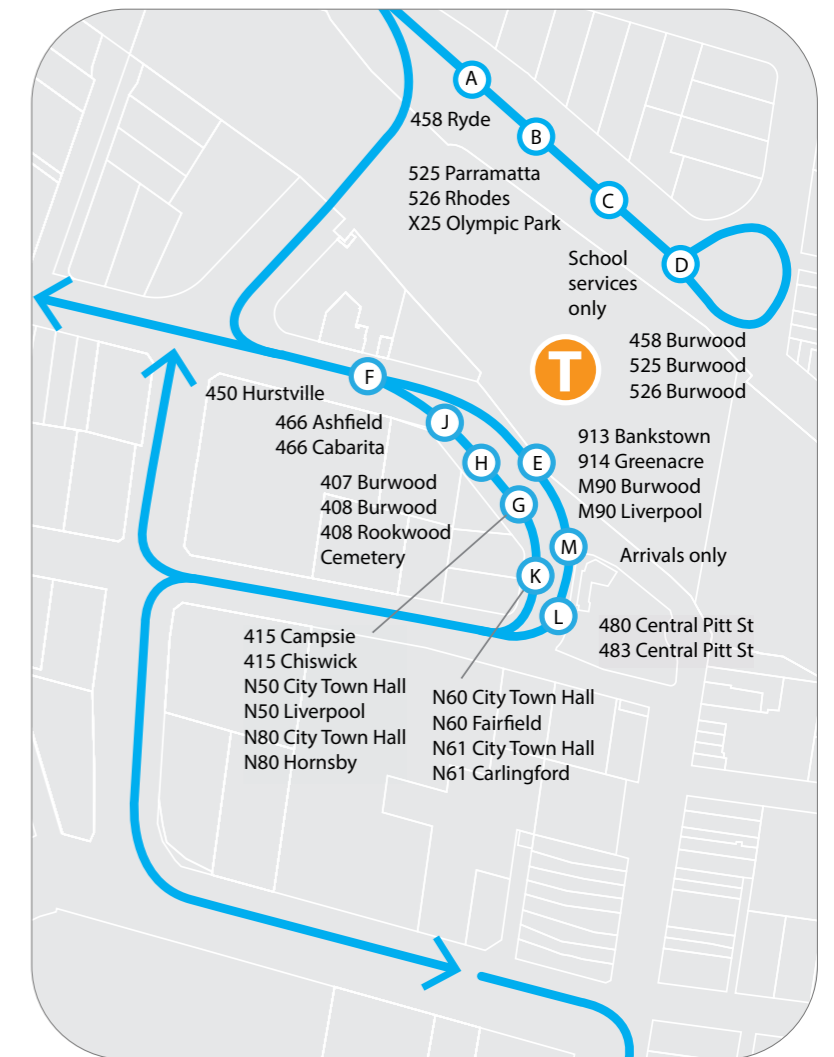


Figure 14. Sydney bus services operating in Strathfield Town Centre

LEGEND

-  Bus routes
-  Bus stop stand
-  Railway station

Bus services access the town centre from Raw Square via bus priority lanes, with buses then splitting across two lanes to service bus stops on either side of Albert Road. The route for buses leaving the town centre and continuing to other destinations is congested, with limited to no bus priority routes.

Additionally, the pick-up and drop-off zone becomes busy during peak times, with many vehicles overstaying permitted wait times or queuing through intersections. These factors negatively impact the timing and reliability of bus services.

The bus interchange, last upgraded before the Sydney Olympics in 2000, is now in poor condition. The bus shelters are in an advanced state of disrepair, and although they are maintained, they have clearly reached the end of their useful life. They lack many of the qualities expected of modern bus infrastructure, including real-time bus information, LED lighting, wayfinding information, DDA (Disability Discrimination Act) compliance, and ease of accessibility for passengers. This poor condition contributes to a sense of insecurity among many in the community.

Over the past two decades, the number of bus services has grown to meet the needs of a growing population, but this increase has exceeded the current capacity of the bus interchange. There is a need to re-consider the existing bus interchange and how it interacts with the town centre. This is with a view to improving passenger experience and service reliability.



Queuing at the pick-up and drop-off zone on Strathfield Square during peak times.

1 INTRO

2 ABOUT STRATHFIELD

3 LITERATURE REVIEW

4 CONTEXT ANALYSIS

5 CASE STUDIES

6 PUBLIC DOMAIN ASSESSMENT

7 COMMUNITY ENGAGEMENT

STRATHFIELD COUNCIL

35

4.2 PEOPLE AND MOVEMENT

Active Transport Movement

External Pedestrian Connectivity

Pedestrian connectivity to the town centre is generally well-supported by a network of local streets offering good coverage and accessibility. All local streets contain footpaths and are generally well-lit, ensuring a safe walking environment. However, challenges arise as pedestrians approach the town centre. The busy roads of Raw Square and Redmyre Road significantly limit pedestrian movement, with safe crossing points available only at key intersections like Redmyre Road, Raw Square, Albert Road, and The Boulevard. During peak times, the traffic environment becomes harsh, with at least two lanes in either direction and long wait times for pedestrians at intersections.

Internal Pedestrian Connectivity and Permeability

Within the town centre, footpaths are generally wide, allowing for a consistent and unencumbered flow of pedestrian activity. However, the railway line creates a significant barrier between the northern and southern sections of the town centre, offering only two connections. The first is through Strathfield Station, which requires pedestrians to tap on and off while navigating commuter traffic. The second is an underpass beneath the railway line in a poor condition with blind corners, narrow dimensions, steep ramp access, and lack of passive surveillance, making it particularly uninviting at night or for lone pedestrians.

Permeability through the town centre is generally good, yet limited for pedestrians approaching from the southwest or along Redmyre Road. These pedestrians are forced to navigate the fringe of the centre to reach Churchill Avenue or The Boulevard due to very limited pedestrian permeability through the Strathfield Plaza Shopping Centre from this direction.

Strathfield Station and Strathfield Square are primary pedestrian destinations within the town centre, co-located for easy access. However, Strathfield Square is encircled by roads, physically separating it from both the station to the north and the retail high street to the south. Despite this, the square remains a highly popular and well-utilised space, attracting visitors both day and night.

Other Micromobility Infrastructure

Micromobility infrastructure, including facilities for cyclists and e-scooter riders, is generally lacking within and around Strathfield Town Centre. Currently, there are no dedicated or shared active transport connections leading to the area, forcing micromobility users to navigate existing footpaths or roads, often mixing with pedestrians and motor vehicles, which can be unsafe and inefficient.

A new active transport connection is being considered to address this gap. This may include a separated bike path and/or a shared path that will provide safer access to the town centre via Elva Street and Albert Road (see Figure 15). This new route will connect Strathfield and Homebush Town Centres and



Figure 15. Active transport movement

LEGEND

- 5 minute walking distance from Strathfield Square
- Principal bike route - potential active transport connection - separated bike path and/or shared path
- Through-site link
- Informal local bike route - quiet-way

train stations, link to the Powell's Creek recreational corridor to the northwest, and integrate with the Bay-to-Bay commuter and recreational route.

In addition to these improvements, other active transport connections within and around the study area have been identified in Council's 2016 Active Travel Plan. These include a mix of on-road and shared path facilities, now revised to incorporate separated bike paths, shared paths, and quiet ways, reflecting the latest standards for micromobility infrastructure. Burwood Council is also updating its Active Travel Plan to enhance micromobility infrastructure on the eastern side of The Boulevard, further supporting active transport options in the area.

Pedestrian Safety

There are numerous conflict points for pedestrians throughout Strathfield Town Centre. Despite the presence of marked pedestrian crossings, vehicles frequently ignore them or queue across them, particularly at the Albert Road and Churchill Avenue bus interchange. This behavior disrupts the free movement of pedestrians between Strathfield Square and the surrounding retail areas, creating a less safe and more frustrating environment.

Moreover, large vehicle driveways intersect areas of high pedestrian activity, further contributing to an unsafe pedestrian environment and causing confusion over right of way. These driveways are primarily associated with Strathfield Plaza, the at-grade Council car park, and access points for large apartment buildings. The presence of these driveways in such heavily trafficked pedestrian zones exacerbates the risk of accidents and increases the potential for conflicts.

Given the higher visitation rates in Strathfield Town Centre compared to the wider LGA, it naturally experiences more traffic incidents. These incidents predominantly occur at intersections and near on-street parking areas, such as those along Albert Road and The Boulevard (see Figure 16).

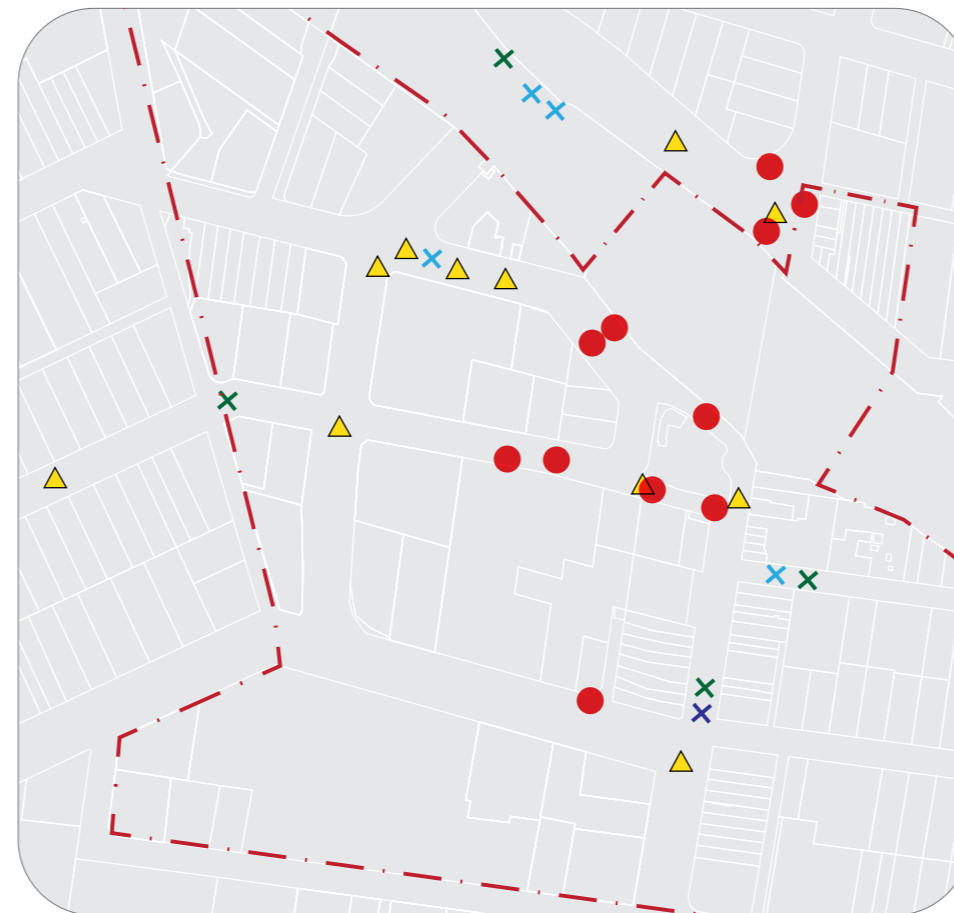


Figure 16. Road accidents in Strathfield Town Centre (2014-2023)

LEGEND

- | | |
|---|--|
| ● Pedestrian/vehicle Conflict point | Car accident: |
| Masterplan frame area | X Non-casualty (tow away) |
| ▲ Bicycle and pedestrian Accident (2010-2014) | X Minor / Other injury |
| | X Moderate Injury |
| | X Serious Injury |
| | X Fatal |

While the generally low-speed environment within the town centre has so far prevented serious injuries or fatalities, the patterns observed suggest a need for greater separation between active transport, vehicular traffic, and pedestrian movements to enhance overall safety.

POINTS OF CONFLICT



Constant conflict between pedestrians and vehicles at various locations of Town Centre

Place for People

Successful destinations around the world prioritise the place for people, offering safe connections and vibrant destinations for visitors. Features such as outdoor dining, public gathering spaces, and general street activity significantly contribute to the vitality and variety of a place.

In addition, access to high-quality and frequent public transport services enhances accessibility, allowing large volumes of people to travel to a destination while managing road congestion. However, road and rail corridors can also present significant barriers, reducing pedestrian access from surrounding areas.

Pedestrian Environment

The pedestrian environment within the town centre varies widely. The Boulevard offers a well-activated pedestrian experience, with ground-floor retail creating a visually engaging journey. However, during peak times, footpaths can become congested, leading to conflicts between footpath dining and pedestrian movement.

Streets further from the town centre, such as Albert Road, Churchill Avenue, and Parnell Street, offer a less satisfactory pedestrian experience. These areas suffer from poor lighting, inactive or dead frontages, and public safety concerns, particularly at night, due to limited passive surveillance.

The railway corridor through the town centre, along with ancillary rail infrastructure buildings, contributes to an uninviting pedestrian environment. Similarly, the existing taxi rank, while important for completing the last leg of a journey, occupies a large amount of road space between the station entries and Strathfield Square, further complicating pedestrian movement.

There is significant opportunity for improvements to landscaping, lighting, and general public realm treatment. Reactivating underutilised spaces with creative adaptive reuse options could also help address the dead frontages created by these infrastructure elements.

Pedestrian Space vs Vehicle Space

In Strathfield Town Centre, the balance between pedestrian and vehicular spaces is skewed towards vehicles. A public domain analysis commissioned by the Council in July 2022 revealed that only 0.51 hectares (3.9% of the 13.2-hectare town centre) is allocated for pedestrian space, including all footpaths and Strathfield Square. In contrast, 2.75 hectares (20.8% of the town centre) is dedicated to vehicle-related uses such as servicing, parking, and circulation (see Figure 17).

This indicates that the current functions of public space within the town centre are more oriented towards vehicular use.

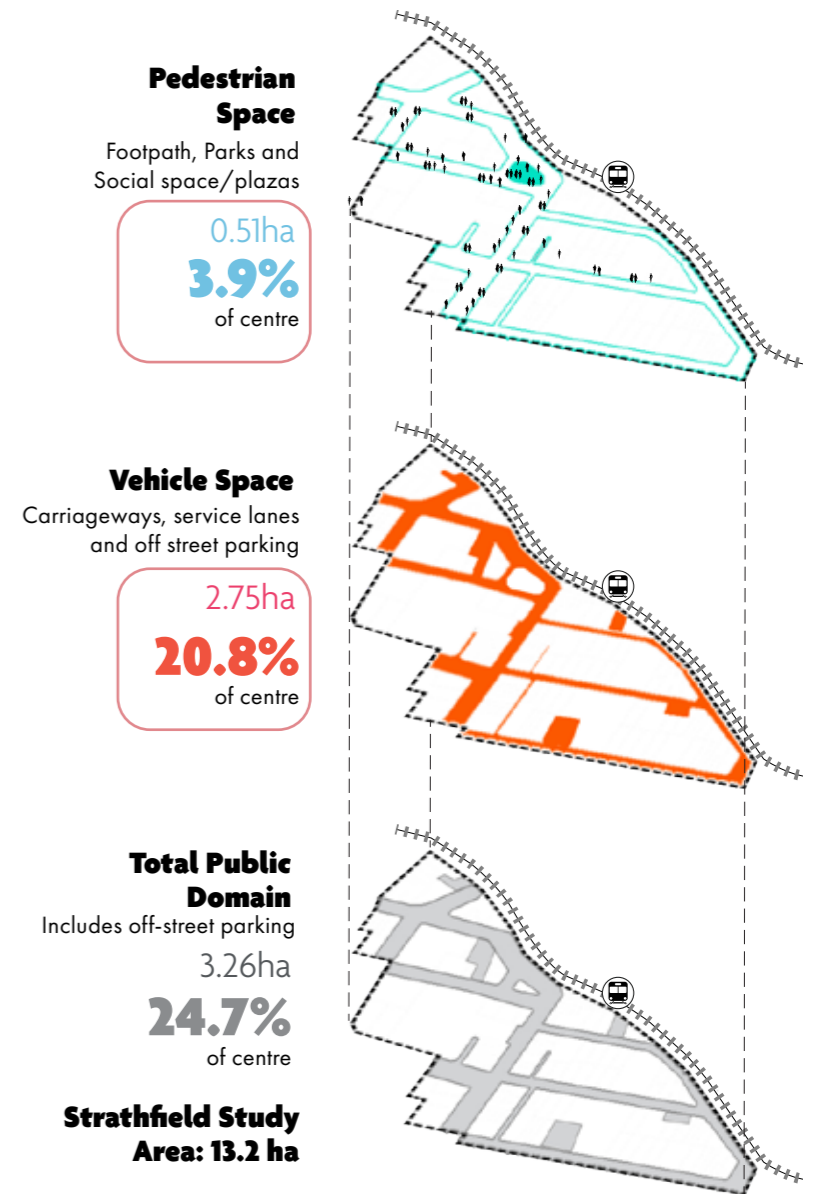
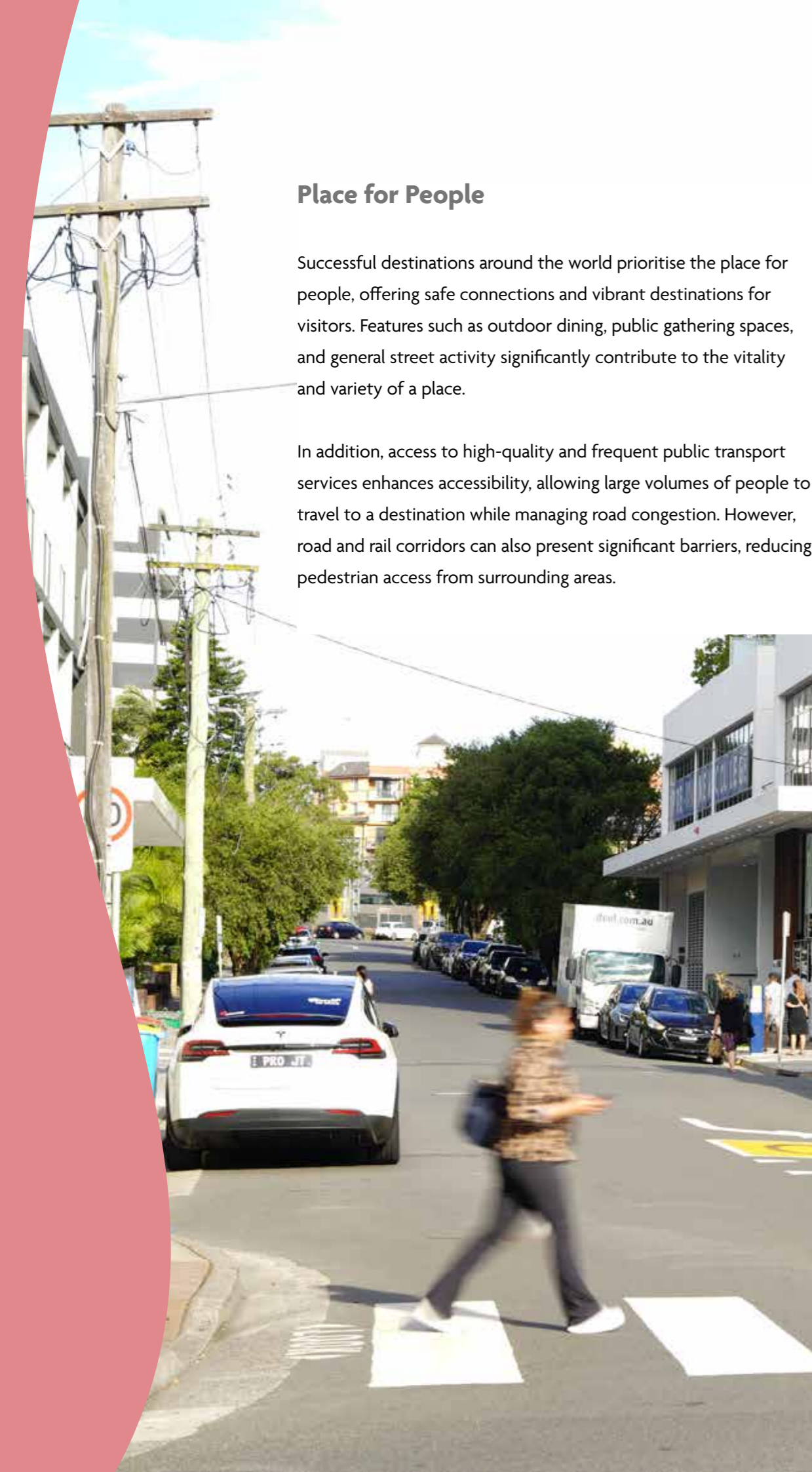


Figure 17. Public Domain analysis for Strathfield Town Centre (source: Strathfield Commercial Centre Strategy 2022)



Active Frontages

Active frontages play a crucial role in enhancing the pedestrian environment. A key challenge in the town centre is the poor interface of Strathfield Plaza Shopping Centre with Redmyre Road and Churchill Avenue, which negatively impacts walkability, safety, and the overall perception of the area.

The overall integration of Strathfield Station with the rest of the town centre also requires improvement. The station's interface with Strathfield Square, for example, is suboptimal. The square offers direct line-of-sight to the station, but the station itself presents a largely blank façade to the square, with no visible timetables or ticket gates.

While acknowledging the heritage status of the station, there is potential to modify the existing building and improve commercial tenancies to enhance the street presence and connectivity across the rail corridor for pedestrians.



The success of The Boulevard's high street is largely due to its continuous active frontage along the street. In contrast, mixed-use residential towers in the town centre include some active edges but also feature long stretches of blank walls facing the street, with only limited contributions from vehicular entries and building services to the area's vibrancy. Bells Lane, running parallel to The Boulevard within the Burwood LGA, benefits from the entrepreneurial spirit of local businesses, resulting in several active frontages. Key elements of the pedestrian environment of the Town Centre are summarised in Figure 18.

Given the social and community-focused activities in the town centre and the feedback received, improving pedestrian spaces and the overall environment would significantly enhance the quality of life for residents and visitors alike. Specific assessment of the public domain is provided in Chapter 6 of this document.



Figure 18. Pedestrian environment

LEGEND

- | | | | |
|---|--------------------------------|---|-----------------------------|
|  | Signalised pedestrian crossing |  | Poor pedestrian environment |
|  | Active frontage |  | Movement barrier |
|  | Vehicle entry |  | Masterplan frame area |



Uninviting public footpath on Raw Square underpass



Uninviting pedestrian tunnel across railway corridor

4.3 VEHICULAR ACCESS & PARKING

Vehicular Movement

Vehicular access to and within Strathfield Town Centre faces several constraints, primarily due to the railway corridor immediately north of Strathfield Square. This corridor creates a physical barrier, leaving Raw Square underpass as the only access point for vehicles on the northern side. The next available railway crossings are at Wentworth Road, over 600 meters to the east, or Subway Lane, nearly 950 meters to the west. This bottleneck has transformed Raw Square and Redmyre Road into high-volume traffic corridors, presenting a perceived barrier for visitors.

Within the Town Centre, the existing road network is relatively complex, with merging streams of traffic causing congestion. This is particularly evident at points where through traffic intersects with private vehicle drop-offs at the railway station and vehicles exiting Strathfield Plaza Shopping Centre. These areas also present multiple conflict points between vehicles and pedestrians, especially around Strathfield Square and Everton Road, where pedestrian crossings are concentrated. The vehicle pick-up zone often conflicts with Sydney Buses operating in the area, leading to service delays.

Limiting through traffic and expanding pedestrian spaces in the Town Centre could help alleviate these issues and improve the overall experience for visitors.



Figure 19. Vehicular network and movement

LEGEND

- Key vehicular movement to/from Town Centre
- One-way street
- Point of conflicts with pedestrians
- Point of conflicts with buses

TRAFFIC CONGESTION



Traffic congestions commonly occur at different times of the week

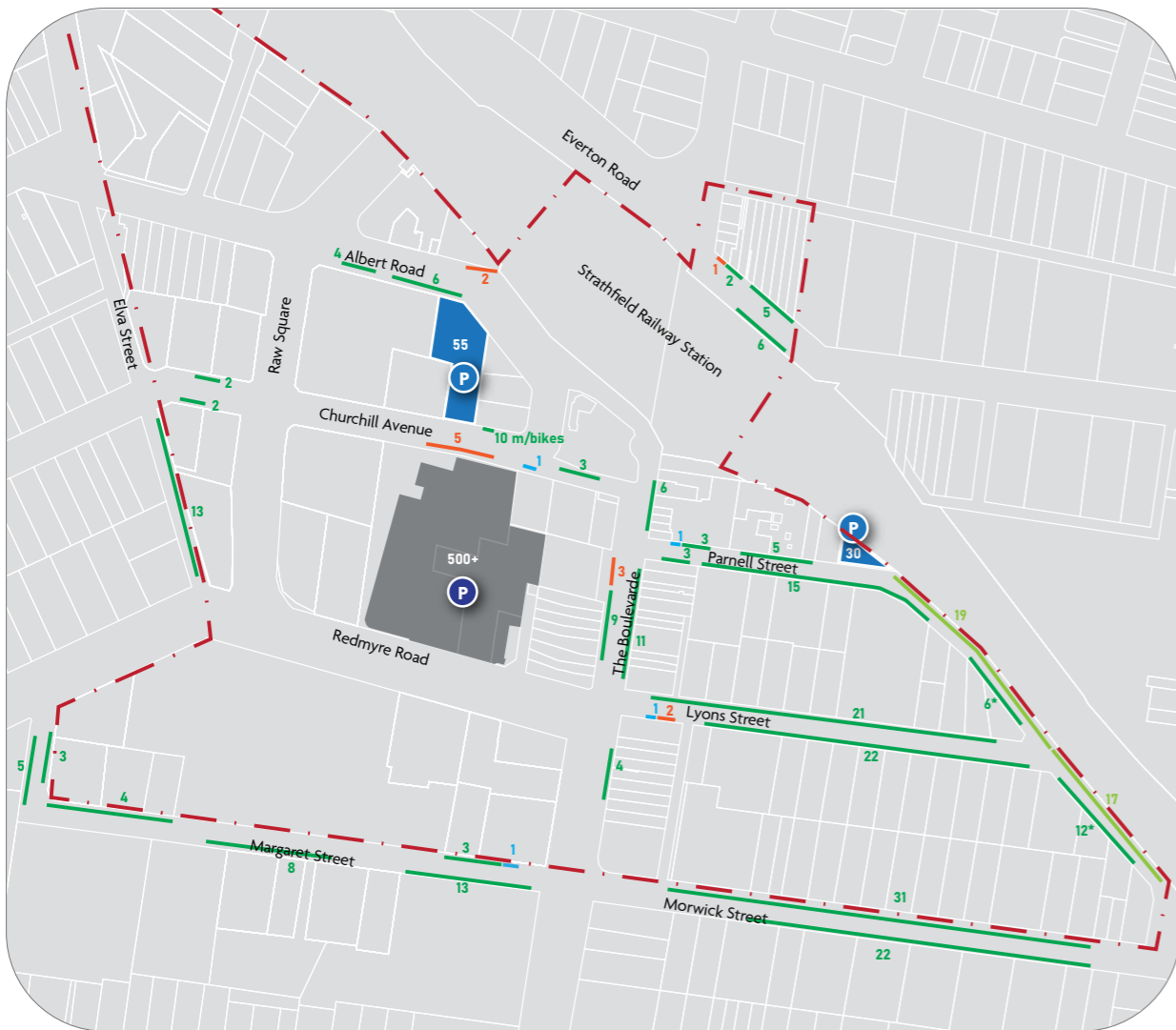


Figure 20. Car parking provision

LEGEND

- All-day free parking
- Timed parking
- Car space for disabilities
- Loading zone
- P Public off-street parking
- P Strathfield Plaza car park (3 hour free parking)
- Masterplan frame area

Car Parking

A lot of feedback has been provided in this issue of car parking within the town centre. Whilst there is a level of convenience associated within increasing the amount of car parking, there are negative impacts including increased congestion, loss of public realm to car parking and conflicts with other road uses. Approximately 280 on-street and 85 off-street spaces are available for public use, while Strathfield Plaza Shopping Centre provides additional 500+ spaces for customers. On-street parking is more common on the eastern side of the Town Centre, particularly along streets like Parnell, Lyons, and Morwick in the Burwood LGA. All-day commuter parking is especially popular on the northern side of Parnell Street, while time limited parking on The Boulevard promotes a high turnover rate.

Conversely, on the western side of the Town Centre, on-street parking is largely prohibited on busy main roads such as Raw Square and Redmyre Road. Local streets like Albert Road and Churchill Avenue offer very limited on-street parking due to bus circulation. Strathfield Plaza Shopping Centre serves as the primary provider of off-street parking in the Town Centre, attracting a significant number of vehicles. It has been observed that some shop workers and owners park their vehicles on The Boulevard, moving them only when parking enforcement is present. The Albert Street council car park is also heavily used, often serving as a primary option before navigating through the area to access the Shopping Centre car park. This pattern frequently leads to significant traffic congestion, exacerbated by the fact that the Shopping Centre's only exit is on Churchill Avenue.

To address these issues, there needs to be a comprehensive review of car parking across the Town Centre. The existing parking provision should be re-calibrated to focus on local needs and activity-based trips. Long-term and commuter car parking should be discouraged as it limits space for visitor-based activities. In certain areas, improving pedestrian safety through enhanced or widened paths, better crossing facilities, or reclaiming road space for public open space is essential. Opportunities should be explored to provide new service lanes that specifically caters for back-of-house and vehicular access functions. These measures could help alleviate traffic congestion, give priority to public transport services, and enhance pedestrian movement throughout the Town Centre.



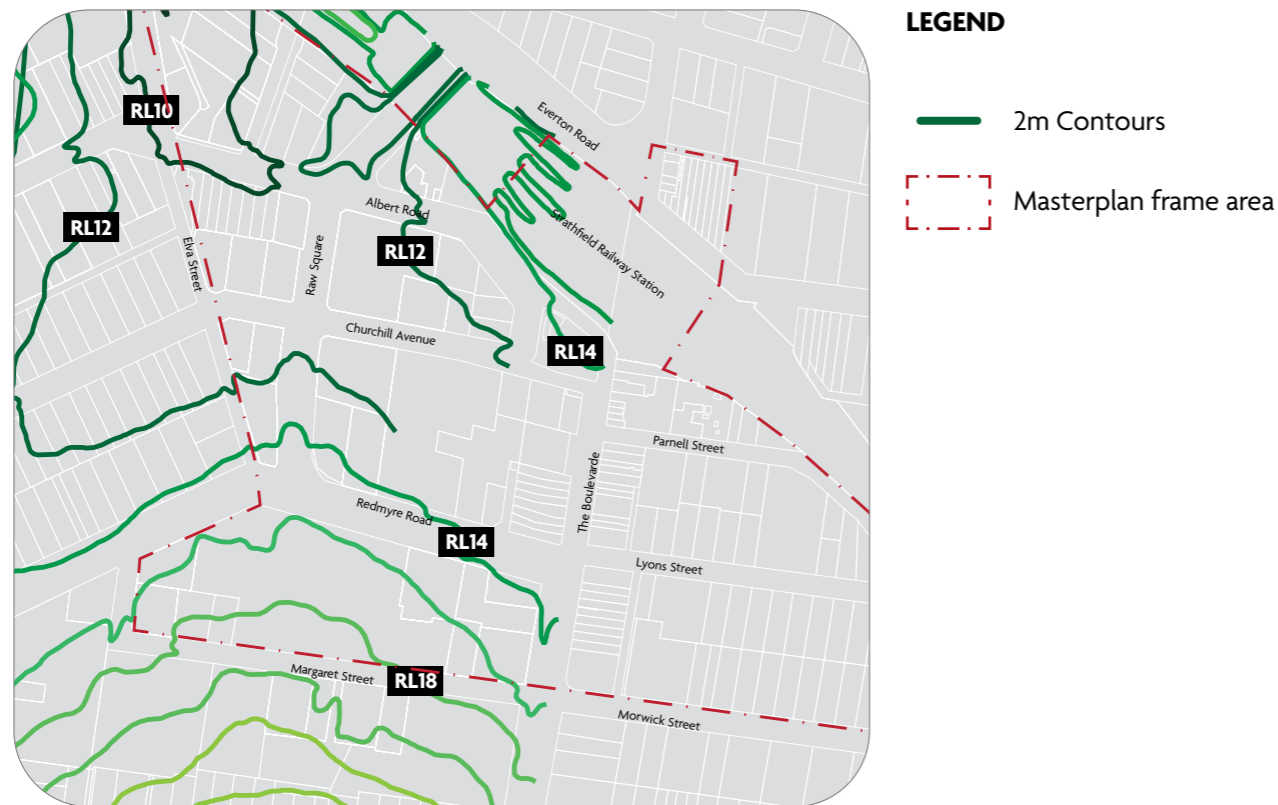
High demand for on-street parking on The Boulevard



Shopping Centre car park entry and service lane via Redmyre Road

4.4 NATURAL & URBAN ENVIRONMENT

Topography

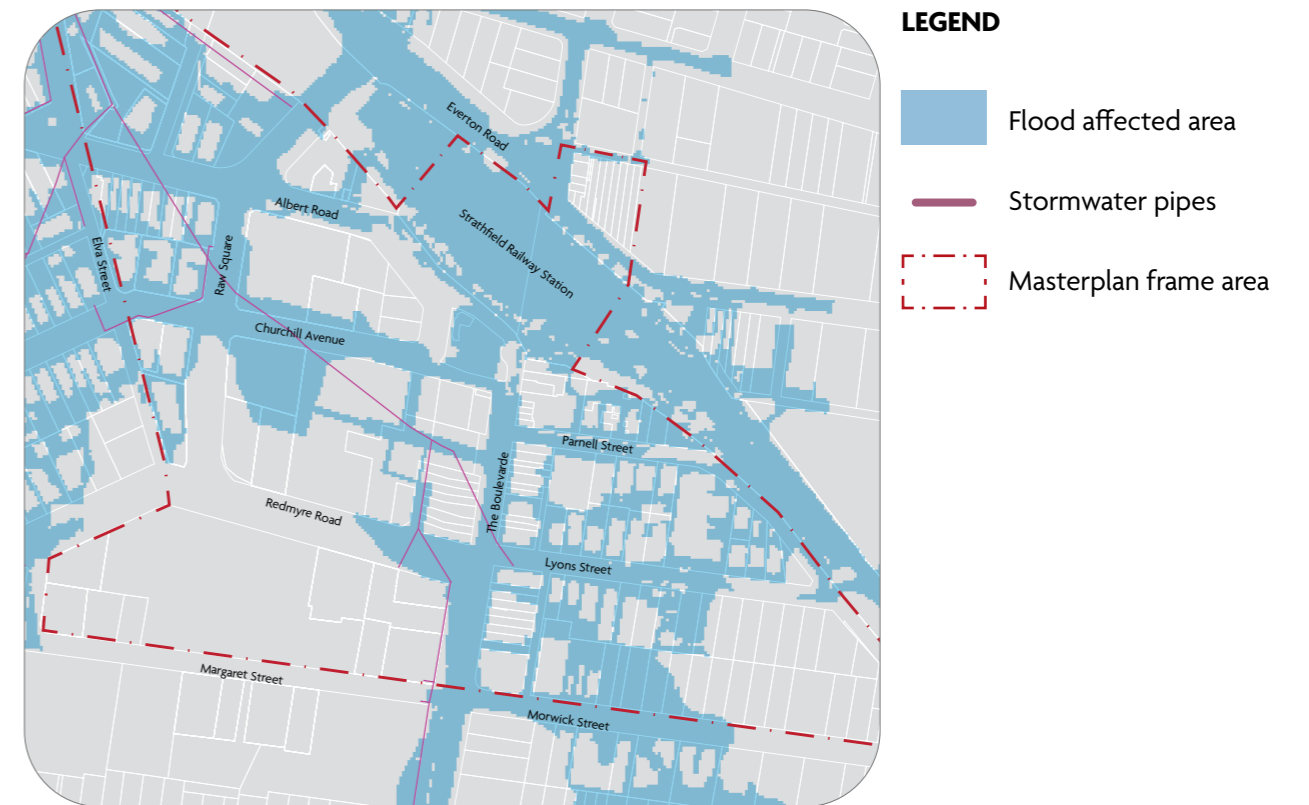


The topography of the area is relatively gentle, with levels ranging from approximately RL 10 to RL 16. The lowest point is situated near the intersection of Elva Street and Albert Road, where Powells Creek terminates. Contour information for the Burwood and Canada Bay LGAs is not available and therefore not included.

To the south, beyond the Meriden School campus, the topographical levels rise to between RL 18 and RL 26 along Margaret Street and Carrington Avenue.

Strathfield Square and the surrounding streets —Albert Road, Churchill Avenue, Raw Square, and The Boulevarde —are situated in a low-lying area with levels around RL 12 to RL 14 and are subject to flooding. Flooding also affects Parnell Street, Lyons Street, and Morwick Street on the eastern side within the Burwood LGA.

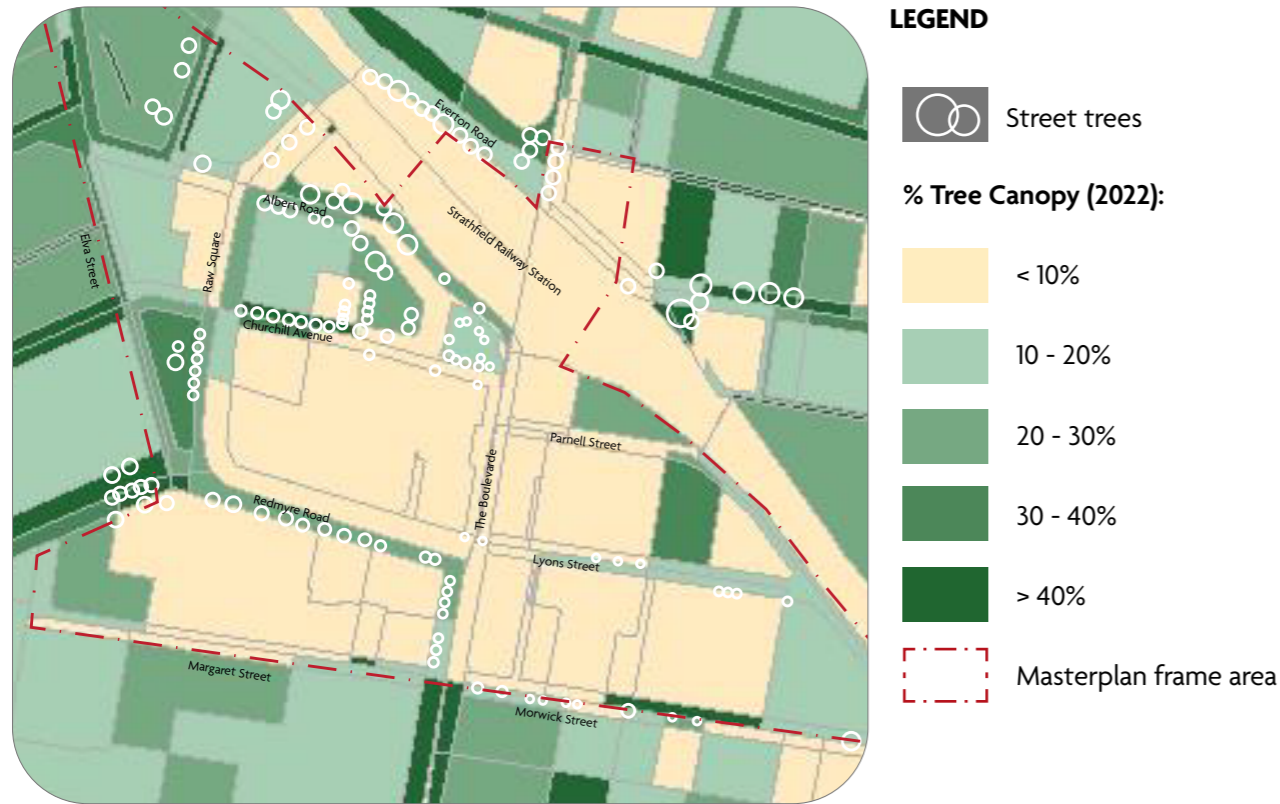
Flooding



The Town Centre's low-lying topography results in significant flooding across various areas, as illustrated in the diagram above. Key public spaces affected by flooding include Albert Road, Churchill Avenue, The Boulevarde, and Strathfield Square.

To mitigate the impact of flooding, future place improvements in the Town Centre could explore opportunities for incorporating Water Sensitive Urban Design (WSUD) treatments.

Tree Canopy Cover



Tree canopy is highly effective in mitigating the heat island effect, which is caused by heat absorption and re-radiation from built environments. Consequently, the Town Centre often feels warmer compared to nearby suburban streets, which benefit from greater tree canopy coverage. Albert Road features the most consistent stretch of tree canopy, with coverage on both sides of the road.

As of 2022, the Greater Sydney region has an average tree canopy coverage of 31.65% (source: NSW Planning Portal Spatial Viewer). In contrast, the Strathfield Town Centre has a tree canopy coverage of less than 10%. The diagram above highlights a stark contrast between the Town Centre and the surrounding residential areas regarding tree canopy cover.

Building Footprints



Strathfield Town Centre features a mix of large and fine-grain building footprints, reflecting the area's historical development and varying rates of growth. The Boulevard largely maintains the fine-grain character typical of a high street, with recent larger developments occurring on amalgamated sites beyond this area.

Buildings within commercial and mixed-use zones generally have larger building footprints. In R3 Medium Density Residential zones, amalgamated sites allow apartment developments, which also tend to have larger footprints. Strathfield Town Centre has experienced significant growth in apartment development, particularly notable given the substantial residential projects undertaken in the north-west corner of the Town Centre during the 1980s and 1990s.



Summary of Analysis - Natural and Urban Environment

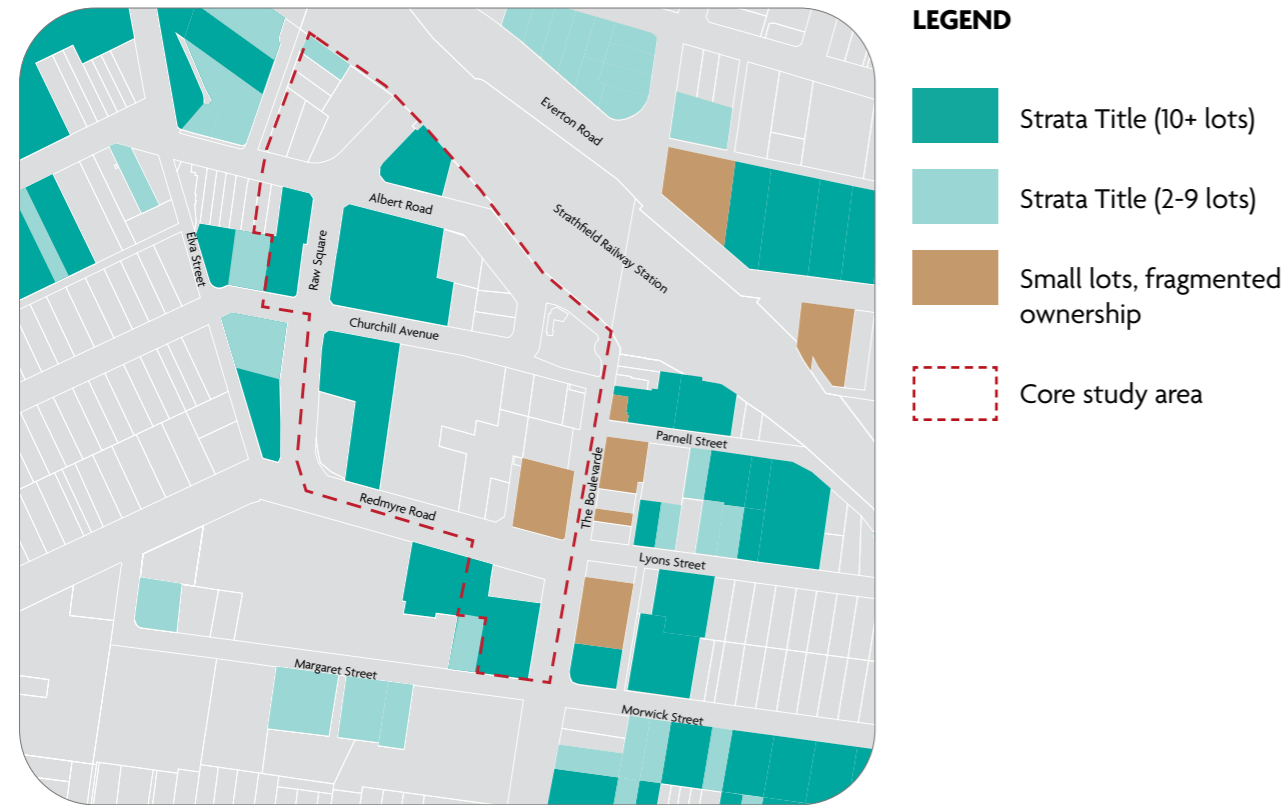
The analysis of Strathfield Town Centre's natural and built environment highlights key challenges and opportunities that should inform the masterplanning process. The low-lying topography and localised flooding in several areas emphasise the need for integrated Water Sensitive Urban Design (WSUD) strategies to manage stormwater and mitigate flood risks. Enhancing tree canopy coverage is another priority, as the Town Centre's current lack of tree canopy contributes to the heat island effect, making it less comfortable than the surrounding suburban areas.

Building footprints reveal a mix of fine and large-grain developments, with the latter becoming more prevalent due to recent growth. Preserving the fine-grain character where possible, particularly along streets like The Boulevard, can help maintain the Town Centre's historical main street character. Meanwhile, active frontages are essential in promoting a lively, pedestrian-friendly environment. However, some areas like the Strathfield Plaza frontages suffer from poor interfaces with surrounding streets, compromising pedestrian experience and safety.

Overall, the Masterplan of Strathfield Town Centre should prioritise flood resilience, increased greenery, and the careful consideration of built form scale and active frontages.

4.5 EXISTING DEVELOPMENT AND USES

Land Ownership Pattern

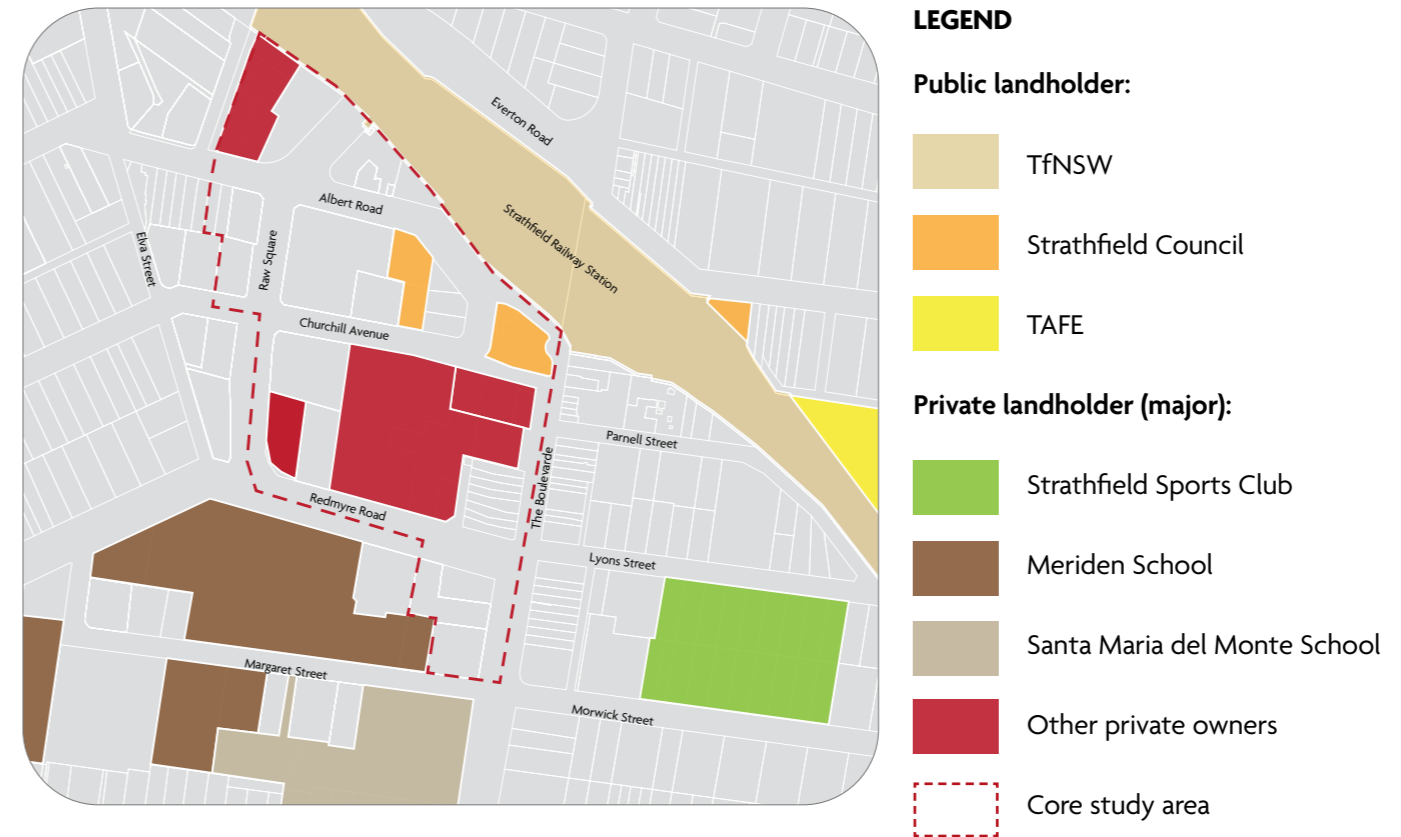


The mapping above reveals that a significant amount of medium to high-density residential development already exists within the study area, particularly across more than 10 lots within the Burwood LGA. The mapping illustrates a largely successful urban structure centred around a transit hub, where commercial and mixed-use land uses are concentrated near the station, with medium to high-density residential developments radiating outward and gradually transitioning into low-density housing.

Strata-titled properties are depicted in two shades of green, distinguishing between developments with no more than 9 dwellings and those with 10 or more. This distinction is standard practice to assess which sites are more likely to undergo redevelopment, based on the revised strata laws that took effect on 30 November 2016. Large strata title lots are considered unlikely to change in the short to medium term.

The shops situated on small and narrow lots (shown in brown) along The Boulevard and Everton Road are individually owned. Consequently, there is a low likelihood that these properties will be amalgamated to unlock opportunities for major redevelopment in the short to medium term.

Key Landholders



There are limited lands owned by public authorities in the Town Centre. Rail Services Australia as part of Transport for New South Wales (TfNSW) owns and operates rail services on the railway corridor. Additionally, TAFE Strathfield has a campus on the eastern side of the railway corridor, located 400 meters from the station.

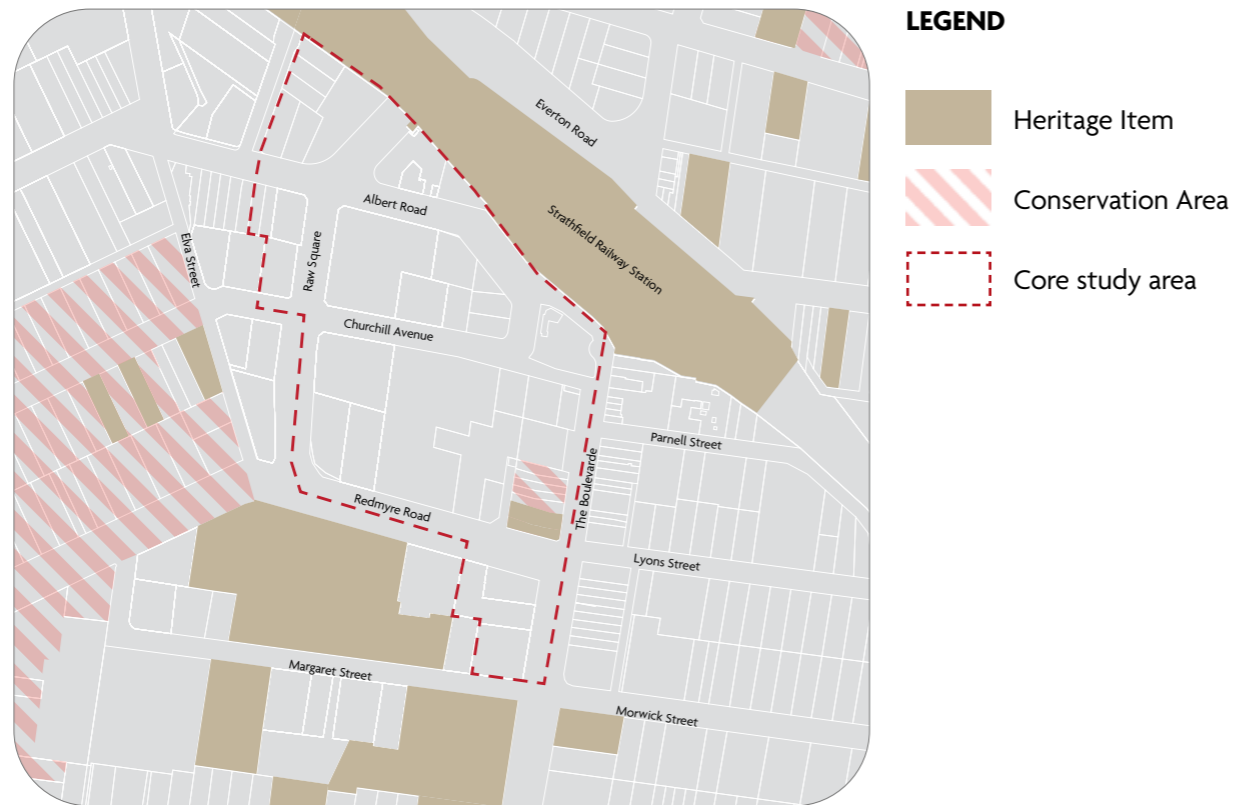
Strathfield Council owns two large parcels of land in this area:

1. Strathfield Square - an important public open space and 'the heart' of the Town Centre
2. Albert Road public car park - This site presents opportunities for major development or public benefits, such as a through-site link or the creation of new open space.

Notable privately owned sites that may be available for redevelopment include Strathfield Plaza Shopping Centre, the corner site at The Boulevard and Churchill Avenue, as well as another site on Pilgrim Avenue. However, other major landholders, such as some private schools and the local sports club, have expressed a long-term commitment to their current uses, making changes to these sites unlikely.

Large developable lands offer significant opportunities to unlock new development and can serve as catalysts for future urban renewal.

Heritage & Conservation Areas



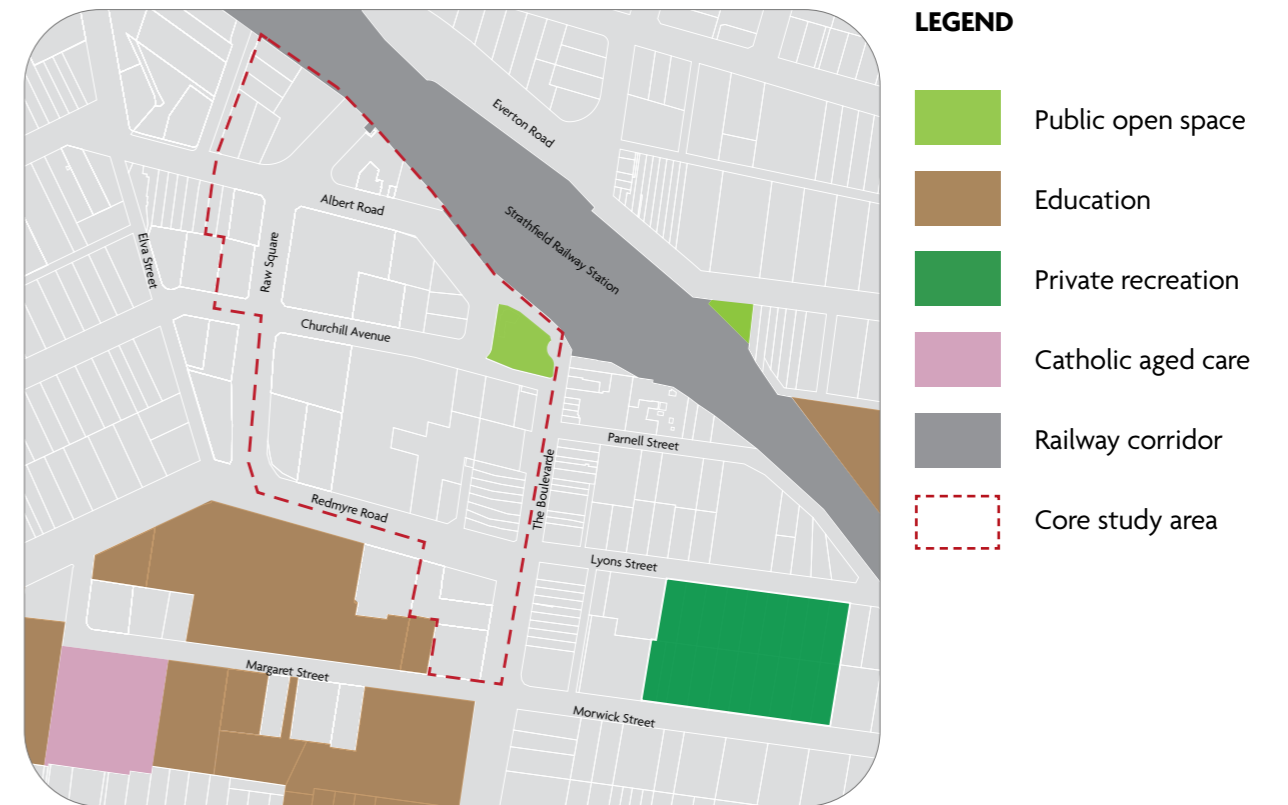
Within the core masterplanning area of this study, there is only one local heritage item: the two-storey shops at No. 37-39 The Boulevard (Listing No. I200). Additionally, The Boulevard Retail Conservation Area, extending from No. 25 to No. 39 The Boulevard, is also located within this core area.

Surrounding the Town Centre, other notable heritage items and Conservation Areas include:

- Strathfield Railway Station (Listing No. I199)
- Meriden School (Listing No. I187)
- “Lauriston” - Federation house, Santa Maria Del Monte School (Listing No. I202)
- “Lingwood” (formerly Branxton) - Victorian house (Listing No. I176)
- Churchill Avenue Conservation Area (Listing No. C10)
- Redmyre Road Conservation Area (Listing No. C14)

The limited number of listed heritage items within the Town Centre means that future development faces fewer constraints related to heritage conservation. However, this also results in a lack of a consistent urban character, memorable identity, and uniqueness in the Town Centre’s appearance.

Land Uses Unlikely to Change

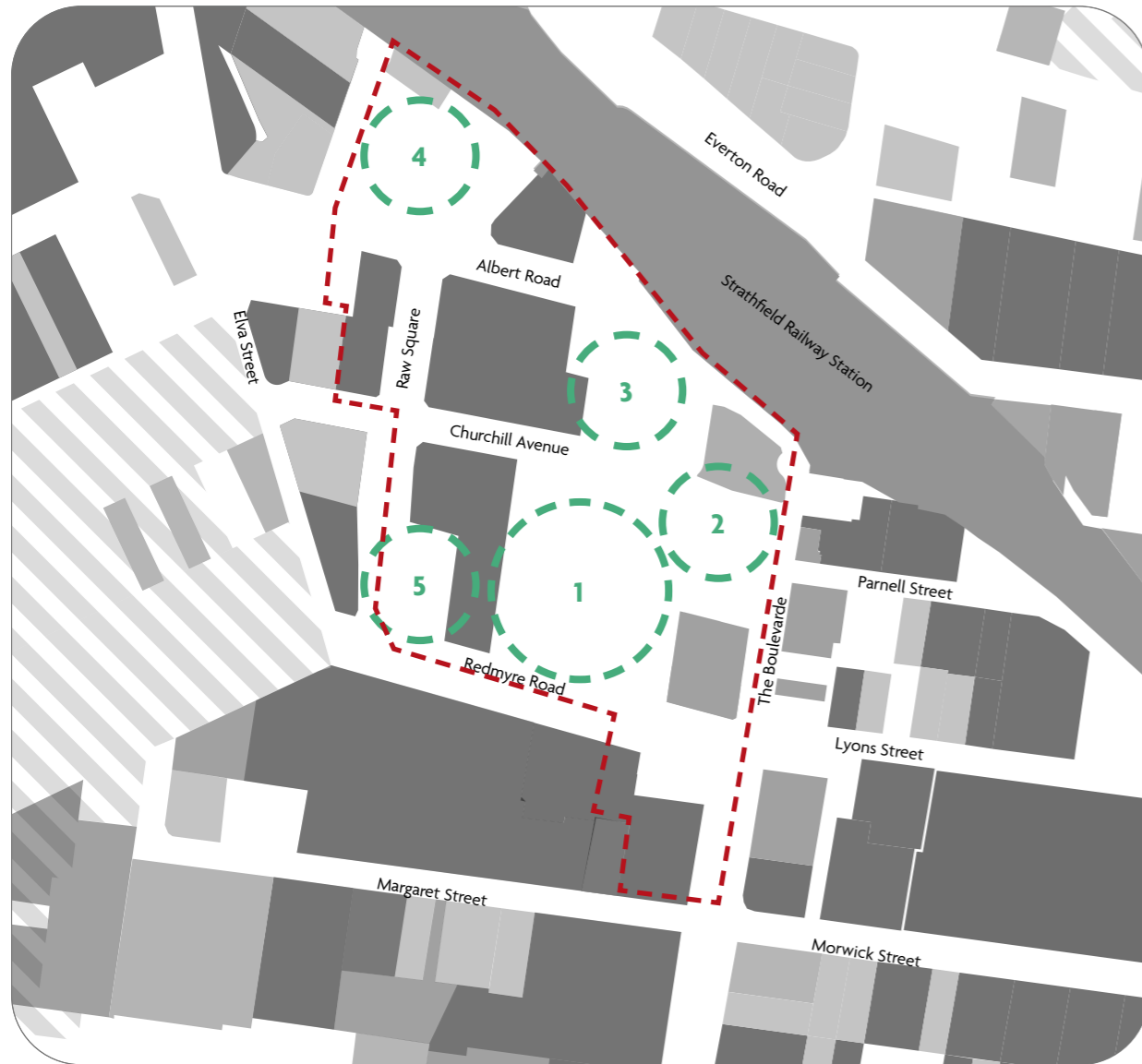


Several existing land uses on larger sites are likely to remain unchanged in the long term. These include:




- The railway corridor
- Public open space, such as Strathfield Square
- Education establishment, including TAFE Strathfield campus, Meriden School and Santa Maria Del Monte School
- Strathfield Sports Club, a private recreation facility that has expressed the intention to remain its current operation for the long term
- Catholic aged care site that already reached the development height limit

Whilst there maybe future expansion or refurbishment of existing facilities, it seems less likely that these sites will comprehensively re-develop. This provides an understanding where future opportunities for development may arise.

4.6 DEVELOPMENT CONSTRAINTS



LEGEND

-  Various development constraints
-  Potential opportunity sites
-  Core study area

The diagram summarises the It highlights opportunity sites (represented by green circles) available for major redevelopment within the Masterplan Core Area. It integrates various layers of development constraints, including large strata-titled properties, recent developments, heritage and conservation areas, and land uses unlikely to change, all composited into a single diagram.

As shown in the diagram, the majority of land within the masterplanning study area is subject to one or more layers of development constraints. Only a limited number of lots are identified as having potential for major infill development and substantial urban renewal.

Development constraints are depicted in various shades of grey, while the white pockets represent opportunities for larger-scale redevelopment. These opportunity sites feature generous permissible heights and Floor Space Ratios (FSRs), and consist of either large sites (over 1,500 sqm) under single ownership or separate lots with high potential for amalgamation to form major development sites.

Four opportunity sites are identified within the core study area:

1. Strathfield Plaza Shopping Centre
2. Corner site at The Boulevarde and Churchill Avenue
3. Strathfield Square shops and Albert Road public car park
4. Pilgrim Avenue flat buildings and Shell petrol station
5. Vacant building at the corner of Redmyre Road and Raw Square.

Given the constrained nature of the area, any future development must carefully consider its interface and relationship with existing developments that will remain unchanged in the long term. This is essential to address issues related to neighborhood character, bulk and scale, visual impact, and urban amenity.

4.7 RECENT DEVELOPMENT ACTIVITIES

Within the Strathfield LGA of the town centre, a total of 171 applications were submitted between 2013 and 2024. The majority of these applications (145 or 85%) were Complying Development Certificates, with the remaining 26 (15%) being Development Applications (DAs).

Of the 26 DAs, 18 were approved, but only 15 were eventually completed. Most of these approvals were for minor developments, such as fit-outs, changes in trading hours, signage, change of use, and alterations/additions. Since 2013, only three major developments have been constructed within the Strathfield LGA, with none occurring since 2018.



LEGEND

- CDC applications (85%)
- Development applications (15%)
- DA approval delivered (9%)
- Major development delivered (2%)

Recently completed developments in the Strathfield LGA include:

- 38-40 Albert Road Strathfield - completed in 2014
- 8-10 Elva Street Strathfield - completed in 2015
- 23-25 Churchill Avenue Strathfield - completed in 2018

In contrast, nine major development projects were approved and delivered east of The Boulevard in the Burwood LGA within the same time frame, indicating a much more active development market compared to Strathfield (see Figure 21 and Table 01).

Further work is required to understand why there has been a higher level of development activity within the Burwood LGA. A potential issue is the mixed use land use designation and more generous floor space allowances for residential development. As compared to the commercial centre land use designation for much of the Strathfield LGA.



Figure 21. Location of recent development in Strathfield Town Centre (to be read in conjunction with Table 01)

LEGEND

- Development approval delivered
- Development approval yet to commence
- Under construction
- Masterplan frame area

#	Address	DA Number	Year of approval	No. of storeys	FSR	Use	No. of dwellings	Capital Investment Value	Status
1	2-6 Pilgrim Avenue, Strathfield.	DA2020/256	2021	10-14	5:1	Mixed Use	168	\$50,797,457	Not yet commenced
2	38-40 Albert Road, Strathfield.	DA2012/124	2013	11	4.2:1	Mixed Use	42	\$8,200,000	Completed
3	23-25 Churchill Avenue, Strathfield.	DA2014/171	2015	11	4.2:1	Mixed Use	51	\$17,165,841	Completed
4	4-10 Albert Road, Strathfield.	DA2017/138	2018	9	3:1	Mixed Use	12	\$2,692,478	Not yet commenced
5	5 Strathfield Square	DA2023/52	2023	2	3:1	Commercial	-	\$3,032,565	Not yet commenced
6	1-9 The Boulevard Strathfield	DA2016/87	2017	15	5:1	Mixed Use	24	\$22,349,675	Completed
7	8-10 Elva Street Strathfield	DA2013/194	2014	5	1.45:1	Residential	14	\$2,800,000	Completed
8	30-32 Redmyre Rd, Strathfield (Stage 1&2).	SSD-39005127	2023	4	1.2:1	School	-	\$52,342,512	Not yet commenced
9	27-33 Everton Road, Strathfield.	DA152/2016 (Burwood)	2019	9	3:1	Mixed Use	58	\$23,890,346	Not yet commenced
10	9-13 Parnell Street, Strathfield.	DA133/2013 (Burwood)	2014	11	3:1	Mixed Use	0	\$15,556,359	Completed
11	8-14 Lyons Street, Strathfield.	DA7/2016 (Burwood)	2016	9	3:1	Mixed Use	51	\$16,116,250	Completed
12	23-31 Morwick Street, Strathfield.	DA66/2013 (Burwood)	2014	12	3:1	Mixed Use	68	\$14,960,000	Completed
13	1 Lyons Street Strathfield	DA101/2015 (Burwood)	2018	9	3:1	Boarding House	-	\$2,646,032	Completed
14	13 Morwick Street Strathfield	DA77/2015 (Burwood)	2015	9	3:1	Residential	30	\$7,340,096	Completed
15	26A-28 Parnell Street Strathfield	DA76/2017 (Burwood)	2019	9	3:1	Student Accommodation	112	\$15,983,000	Completed
16	27 Lyons Street Strathfield	DA31/2015 (Burwood)	2016	9	3:1	Mixed Use	-	\$4,556,425	Completed
17	6 Lyons Street, Strathfield	DA53/2023 (Burwood)	2024	2	3:1	Private Recreational	-		Completed
18	18 Parnell Street, 3-7 Lyons Street, Strathfield	DA79/2021 (Burwood)	2022	11	3.3:1	Mixed Use	79	\$33,122,354	Not yet commenced

Table 01. Status of recent development in Strathfield Town Centre

4.8 BUILDING HEIGHTS ANALYSIS

The graph below illustrates the maximum building heights that are currently permissible or proposed by public authorities along the Parramatta Road corridor, stretching from Parramatta CBD to the Central Station precinct.

This corridor has been the focus of various urban renewal studies, the most recent being the Parramatta Road Corridor Urban Transformation Strategy (PRCUTS), completed in 2016 by Landcom (heights shown in red). Although the PRCUTS recommendations were not fully implemented into relevant Councils' LEP, it remains a key strategic document that will influence future planning directions.

The PRCUTS proposes substantial height increases, contingent upon site amalgamation on key sites. Parramatta CBD and the Central Station Precinct are also included in the graph to illustrate how building heights can be used to establish a strong identity and economic vitality for metropolitan areas, as well as to distinguish between strategic and local centres.

The graph highlights Strathfield's position along this corridor and compares it to the other centres along this corridor in terms of maximum building heights.

The data reveals that the current maximum allowable height in the Strathfield Town Centre (58 meters) is significantly lower than the heights recommended by the PRCUTS for neighbouring

centres such as Five Dock, Homebush, and the Burwood North precincts. It is also below the maximum height proposed by the state government for the adjacent Homebush Transit Oriented Development (TOD) Precinct.

For future development, this may imply that if Strathfield is to compete with or complement these adjacent centres in terms of urban renewal and identity, there may be a need to reconsider and potentially increase the maximum allowable building heights to align it with the scale of similar centres in the hierarchy.

This would also need to be considered in the context of built form and design excellence outcomes that might be achieved for developments sites within the town centre.

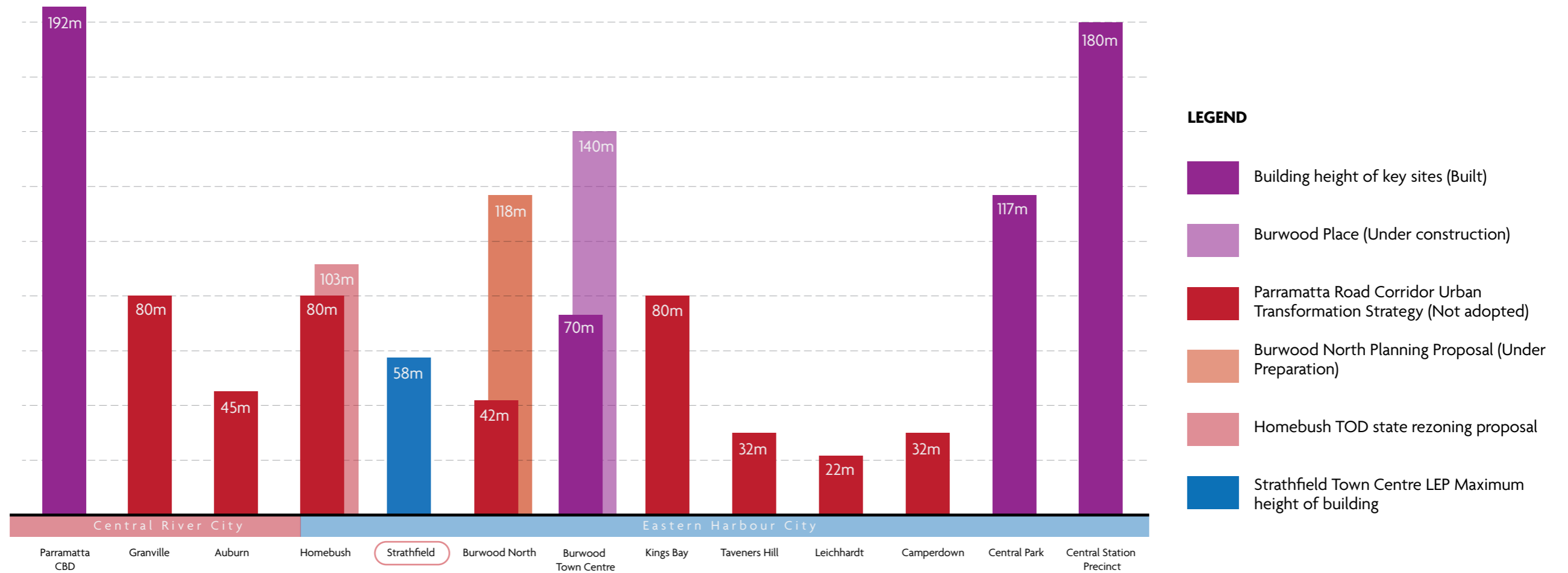


Figure 22. Comparison of maximum building height in other business centres between Parramatta and Sydney CBDs.

4.9 CHAPTER CONCLUSION

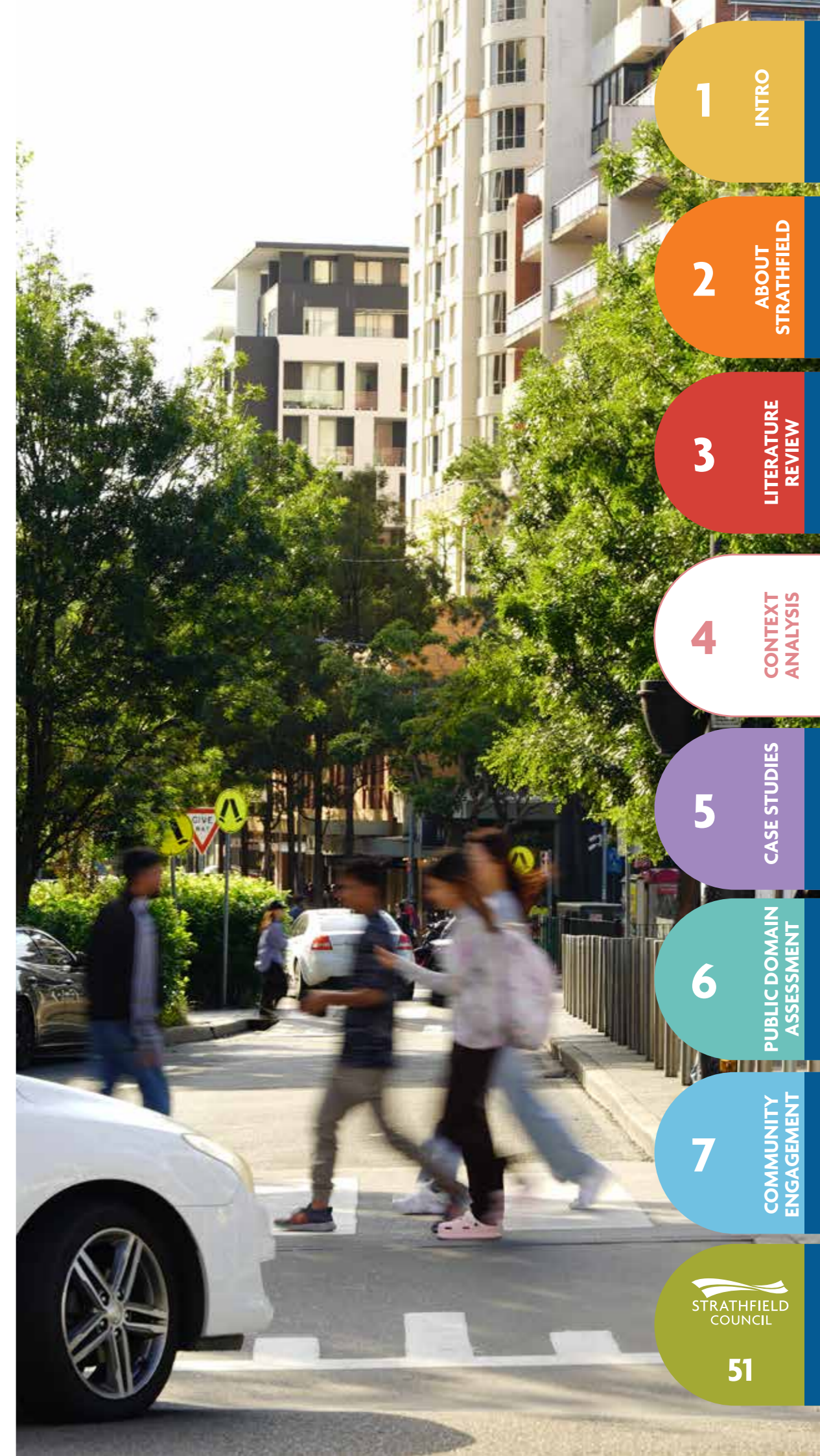
This chapter explored various aspects of the Strathfield Town Centre, including its access and parking, topography, tree canopy coverage, land use, development constraints, heritage considerations, and building height comparisons. It examined the impact of these factors on urban renewal and development opportunities within the Town Centre. Key findings included:

- The Town Centre benefits from its proximity to major transit routes but faces constraints due to the railway corridor and high vehicle-pedestrian conflict areas.
- Bus services exceed current capacity, and the existing car parking demand is high, causing congestion and inefficiencies.
- The Town Centre's layout and connectivity issues, including limited through-site access and underdeveloped micromobility infrastructure, impact its functionality and pedestrian experience.
- The Town Centre has a lower tree canopy percentage compared to surrounding suburban areas, contributing to the urban heat island effect. Enhancing tree coverage could mitigate these effects.
- Publicly and privately owned lands with limited redevelopment potential were identified, alongside opportunity sites for major redevelopment. Notably, development activity has been stagnant in Strathfield compared to neighbouring areas.
- The limited number of heritage items in the Town Centre suggests fewer constraints but also indicates a lack of a cohesive urban character.

The Strathfield Town Centre faces a complex interplay of challenges and opportunities that will shape its future development. Given the conservative building height limits compared to adjacent centres, Strathfield risks being outpaced in urban intensity and economic vibrancy unless planning controls are revisited. Increasing allowable building heights in key areas could unlock potential for higher-density development, fostering a more dynamic and competitive Town Centre.

However, this must be balanced with preserving neighborhood character and ensuring that new developments integrate seamlessly with existing urban fabric.

Ultimately, strategic planning for Strathfield should focus on leveraging opportunity sites for substantial urban renewal, enhancing green infrastructure, and re-imagining the Town Centre as a vibrant, sustainable, and resilient hub that can thrive within the broader metropolitan context.



1
INTRO

2
ABOUT
STRATHFIELD

3
LITERATURE
REVIEW

4
CONTEXT
ANALYSIS

5
CASE STUDIES

6
PUBLIC DOMAIN
ASSESSMENT

7
COMMUNITY
ENGAGEMENT

STRATHFIELD
COUNCIL

51



Markthal, Rotterdam (source: Tripadvisor)

5. CASE STUDIES

Introduction

Every completed public space or major building has a unique backstory involving numerous stakeholders, community engagements, expert consultants, and design iterations. This is just the tip of the iceberg; much of the project's evolution—from a mere idea to a funded capital works project—remains unseen.

This chapter aims to uncover the stories behind various town centres, both locally and globally, that have undergone or are undergoing major upgrades or changes. These examples span a wide range of types and scales, each with different aspirations, success metrics, and defining attributes. The insights gained from these projects can help us explore how similar strategies might be tailored for Strathfield Town Centre and evaluate the potential outcomes.

For instance, the redevelopment of the Hurstville bus interchange showcases the strategic, long-term planning necessary to implement recommendations from Transport for NSW and engage consultants to develop a master plan. The project has progressed through various stages, including community consultation, asset management, and funding allocation to acquire targeted commercial properties. The result was an expanded, fully accessible bus interchange that significantly improved the efficiency and reliability of the bus service network.

In contrast, New York City's Department of Transportation closed off Broadway following a series of traffic accidents. This bold and politically risky decision to reallocate public space to pedestrians was welcomed by both the public and businesses. This led to a precinct-wide traffic assessment and public domain analysis, which helped build a case for a permanent road closure.

The final form and function of each case study might seem inevitable in hindsight, but it is only by examining the project's timeline that one can fully appreciate the constraints and challenges navigated.

In this chapter, the case studies provide valuable insights into the process of city building, offering a perspective that can inspire and inform our own master planning efforts.

1
INTRO

2
ABOUT
STRATHFIELD

3
LITERATURE
REVIEW

4
CONTEXT
ANALYSIS

5
CASE STUDIES

6
PUBLIC DOMAIN
ASSESSMENT

7
COMMUNITY
ENGAGEMENT

STRATHFIELD
COUNCIL

53

5.1 TOWN CENTRE COMPARISON - AUSTRALIAN EXAMPLES

Strategic Centre: Hurstville City Centre

The retail centre precinct primarily consists of the Westfield Shopping Centre and several commercial office buildings. Currently, there is minimal interaction between the surrounding streets and Westfield. The shopping centre features a large, inactive frontage and multiple service entries, resulting in a poor interface with the rest of the precinct. This design issue makes the streets less inviting for pedestrians, as they lack visual appeal and do not encourage people to move through the spaces.

Additionally, the public domain materials are inconsistent, and the streets have few or no trees, making the areas uncomfortable, especially during hot temperatures. The lack of activation and greenery contributes to an unappealing and less enjoyable environment for both shoppers and residents.

Source: Hurstville City Centre Urban Design Strategy - June 2018. SJB

max. height: 60m

max. FSR: 9:1

Strathfield Town Centre in comparison

Similar to Hurstville CBD, Strathfield Plaza constitutes the majority of the commercial footprint within the study area and features large, inactive frontages on both Churchill Avenue to the north and Redmyre Road to the south. The council-owned site, which serves as a public car park, is also considered a key strategic location within the study area.

Properties located at 25-39 The Boulevarde are heritage-listed and contribute to the Town Centre's charm with their fine-grain development pattern. Strathfield Council's Local Environmental Plan (LEP) ensures height transitions between the town centre and areas to the west along Albert Road and Churchill Avenue. However, sites that have not yet reached the LEP's maximum height allowances, adjacent to recently developed sites, may present a less cohesive appearance in the short to medium term.



Poor pedestrian amenity



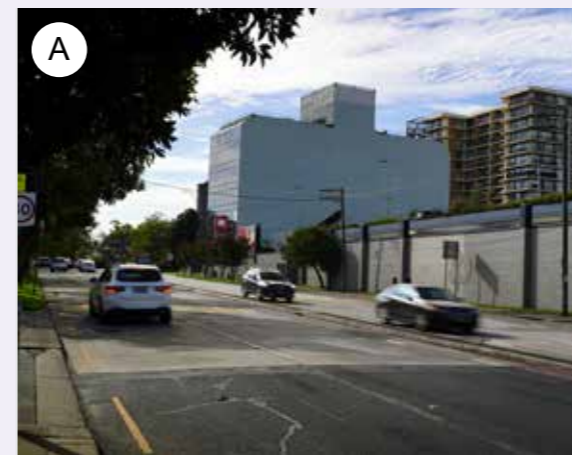
At grade council car park



Heritage buildings



No transition between heights



Redmyre Rd plaza street interface



Albert Rd public car park



The Boulevarde Heritage buildings



Churchill Ave and Albert Rd height transitions

Hurstville Public domain improvements

Hurstville CBD has recently benefited from significant public domain upgrades. Hurstville Plaza, for example, has undergone a \$60 million transformation as part of an urban renewal strategy initiated when the council acquired the now-demolished building over a decade ago. The new commercial building, offering 7,915 square meters of office space, opens onto a public plaza that seamlessly integrates with the surrounding city fabric.

In the mid-2000s, Hurstville Council, with support from the State Government, took a bold step to enhance the Bus Interchange Facilities on Forest Road near Hurstville Station. This improvement was achieved by purchasing 4-5 commercial properties, which allowed Woodville Street to be extended to Forest Road. The result is a consolidated, fully accessible transport interchange.

Hurstville Plaza



Plaza lined with busy shops either side



Change in levels enhanced by stairs and seating

Hurstville Bus Interchange



Before: Woodville Lane and council purchased properties



After: Woodville Street extension and new Interchange

Central Park, Sydney

Central Park is a major mixed-use, urban renewal development located on the old Carlton Brewery factory on Broadway in the inner city suburb of Chippendale. The siting of the mixed use and residential towers made for a generous public domain, activated by food and retail on the lower levels.

max. height: 117m
max. FSR: 4:1



Water feature, public sculpture within a park



Sunken plaza flanked by restaurants and greenery

Clayton Interchange, Melbourne

This transport interchange is part of the realisation of the Clayton campus masterplan in providing world-class infrastructure. Located on the southern fringe of Monash University Clayton campus, it is the main portal for accessing the campus and is, for many people, the front door to the University. It represents a significant upgrade in capacity and a valuable addition to the Public Transport Victoria (PTV) bus network.



Sculptural canopies bring a sense of playfulness



Transparent and safe with integrated lighting and real-time bus information

Local Centre: Surry Hills Village

A revitalisation of a tired 1960's shopping centre in Sydney's most historic inner-city suburbs, Surry Hills Village is a mixed-use development that includes a variety of apartment types, office spaces, a hotel, and specialist retail, all alongside the restoration of an existing heritage building on the site.

max. height: 27.5m

max. FSR: 2.16:1

Located within a largely low-scale character context, the development was the outcome of a thorough masterplan process that aimed to capture and celebrate the suburb's vibrant character, drawing inspiration from its local terrace house typologies, diverse eateries and bars, colorful community, and unique city fringe location. The masterplan earmarked a scale of development that carefully considered its context while achieving the critical density needed to support high-quality commercial and retail offerings at street level. A through-site link facilitated by a Voluntary Planning Agreement (VPA), along with various public domain improvements.



Low tree canopy coverage



Heritage shop-top buildings



Contemporary mid-rise residential development

Strathfield Town Centre in comparison

Like Surry Hills Village, council has initiated a masterplan to achieve the most integrated outcome for a precinct that has more stakeholders, opportunities and constraints. Unlike Surry Hills Village, Strathfield Town Centre has seen development realised over the last 30 years, with residential towers creating a dense, mixed use precinct around an aging 1980's shopping centre and bus interchange.

Given its proximity to a major train station, schools, sporting clubs and two other LGA's, Strathfield town centre interfaces with a greater variety of users and land uses than Surry Hills Village.



Town Centre interface with Churchill Ave Conservation Area



Potential activated through site link



Potential renovation of heritage buildings

**Local:
Marrickville Metro**

The Smidmore Street extension is a sensitive integration with the existing Marrickville Metro and its neighbourhood fabric. The former Shelley's Drinks Factory has been transformed by carefully considering urban structures, local architecture and public art to create an active community-focused place.



Smidmore Street became a shared zone



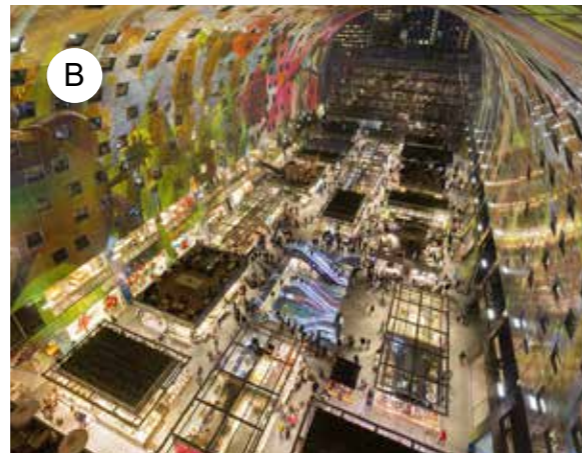
Voids in slab, exposed services creates an authentic experience within an industrial context

**International:
Markthal, Rotterdam**

The Markthal is a sustainable combination of food, leisure, living, and parking, a building in which all functions are fully integrated to celebrate and enhance their synergetic possibilities. A secure, covered square is nestled beneath a large arch of residential apartments, conceived as an entirely new take on a typical market square and its surrounding buildings.



The civic gesture of the arch is loved by the city



Much sought after apartments look down to the bustle of the market below

**Local:
Merrylands Civic Square**

Located in the heart of Merrylands, this space connects Merrylands Road to McFarlane Street halving the block length and thus creating a much more walkable precinct. This strategic move, along with a high quality landscape intervention has created a revitalised town centre, turning it into a meeting place for the community, fostering social engagement and offering a range of activities.



Water play under the shade of tree-like canopies



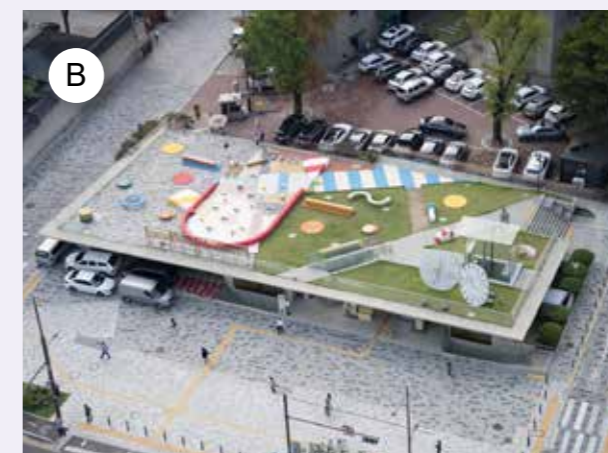
An activated destination into the late evening

**International:
Seoul Urban Pinball Machine**

The outdoor pinball machine utilises the sloping roof of Seoll Hall of Architecture to create a game field, becoming a stage for a play, and visitors become participants in a new public performance. Defining the use of a public space is seldom proposed, however it is a bold way to differentiate from generic, unprogrammed public space.



Encouraging play within public space



Utilising roof space as places of activity

5.2 TOWN CENTRE COMPARISON - INTERNATIONAL EXAMPLES

Market Square, Pittsburgh USA

Market Square, located in the heart of downtown Pittsburgh, was once a unique space that felt unsafe due to poor management and limited use during the day and evening. However, the implementation of short-term recommendations in 2007 and long-term strategies in 2010, developed through extensive co-design with stakeholders, sparked a downtown renaissance.

The consultant team organised the concept plan around proposed destinations that would guide the redesign and future management of the square. Recommended enhancements included events and programming such as an improved farmers market, special events, and street performers. Long-term recommendations focused on creating welcoming entrances and renewing the shared space to better connect with surrounding businesses. Additional amenities, such as a children's play area and a performance space, were also proposed to enhance the square's appeal and functionality.



Regular festivals as part of the Market Square plan of management



Market Square in civic mode



Market Square in event mode

Oslo Science City feasibility framework, Norway

Anchored in the City of Oslo's "2019 Strategy for the Development of the Knowledge Capital," the new Oslo Science City aims to establish a physical framework for Norway's innovation ecosystem, which includes an estimated 150,000 scientists, students, and entrepreneurs. The development also supports the country's transition to renewable energy.

Located in central Oslo, the precinct currently houses approximately 300 start-up companies, 7,500 researchers, and 30,000 students. The feasibility study and initial physical framework represent the first steps in preparing for the region's anticipated growth of 22% by 2045.



Strategic economic development to retain and attract talent



Designing a place people want to invest their professional and personal lives



Human-scaled places between buildings

5.3 TOWN CENTRE COMPARISON - BUILT EXAMPLES

Across Australia and the world, many projects have transformed existing spaces or had a catalytic effect on the quality and experience of key city destinations. Whether it was repurposing a busy road intersection, converting a surface-level car park, or reusing vacant buildings, these projects have significantly enhanced public spaces, creating vibrant and engaging environments.

Prahan Square, Melbourne Vic

Prahan Square is a 10,000-square-meter urban parkland situated above a 500-bay underground car park. This project, undertaken by the City of Stonnington, transformed the former Cato Street car park into a dynamic and inviting public space. The redevelopment of Prahan Square marks a significant shift in urban space utilisation, converting a ground-level car park into a vibrant, multifunctional urban park.



Honouring adjacent heritages buildings



Curated, civic space for leisure or events



Before: On-grade car park



After: 2 level basement car park with rooftop park and community amenities at grade

Liverpool Civic Place, Western Sydney NSW

Located at 52 Scott Street, Liverpool Civic Place will feature a new central library and community hub, a childcare centre, space for the University of Wollongong's South Western Sydney campus, a Civic Plaza, commercial office space, retail outlets, a hotel, and council offices. These facilities will be organized within four main buildings and connected by plazas and pedestrian links across the 9,300 sqm site.

The project is designed to serve as the civic heart of Liverpool, creating a focal point for city activity through its diverse range of uses. The library will be a distinctive landmark, while numerous open spaces will offer various types of public areas. These spaces are intended to accommodate a range of activities, from casual interactions to organised public events in amphitheater-style settings.



Site plan



Buildings of a variety of shapes and scales



Variety of landscaped zones between buildings

1 INTRO

2 ABOUT STRATHFIELD

3 LITERATURE REVIEW

4 CONTEXT ANALYSIS

5 CASE STUDIES

6 PUBLIC DOMAIN ASSESSMENT

7 COMMUNITY ENGAGEMENT

STRATHFIELD COUNCIL

59

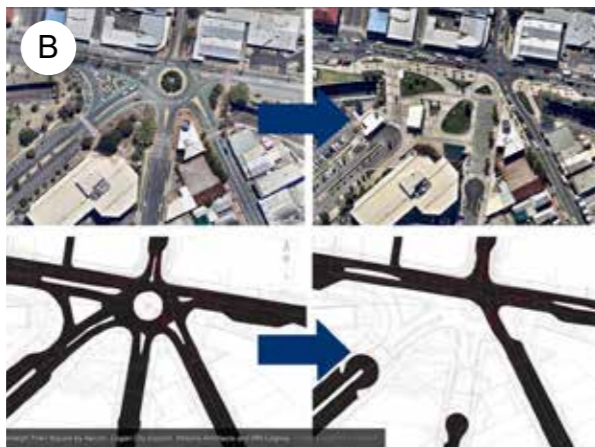
Beenleigh Town Square, Brisbane QLD

Beenleigh Town Square has been transformed from a six-way roundabout into a vibrant community space. This development was driven by the community's desire to turn the heart of Beenleigh into a centre for cultural exchange and activity.

Similar in size to Strathfield Square, Beenleigh Town Square offers significant economic and social benefits to the local community. It enhances Beenleigh's appeal as a welcoming and attractive destination for visitors. The space can host various events, including markets, local festivals, and concerts. Native plantings and shading installations are designed to create a comfortable microclimate, while integrated lighting ensures a safe and engaging environment for public use.



Shade structures with integrated lighting above a generous public domain



Before: An intersection of six streets



After: Partial and full road closures creating a consolidated public plaza

Times Square redevelopment, New York

In 2009, following an increase in traffic accidents, New York City's Department of Transportation closed off Broadway to vehicles, creating a new public plaza. This temporary change was quickly embraced by both people and businesses, demonstrating its success and leading authorities to make the road closure permanent. The first section of the redevelopment opened in 2014.

This example illustrates that, even in some of the busiest cities in the world, prioritising pedestrians over vehicles is not only feasible but can also result in a successful urban project. Times Square has become a genuine gathering space for locals and tourists, while businesses have benefited from the vehicle-free interface. Although Times Square is twice the size of Strathfield Square, similar strategies to redirect and reduce vehicle movement could be tested to enhance pedestrian enjoyment and commerce.



Aerial of Times Square during the road closure trial of Broadway 2010



Before: Traffic congestion prior 2009



After: Permanent pedestrianisation upgrades 2014

5.4 CHAPTER CONCLUSION

The exploration of various urban development case studies provides valuable insights and inspiration for the Strathfield Town Centre Masterplan. Each example has broadened our understanding of effective city-making, highlighting innovative approaches and strategies that can be adapted to our own context. Here are six key lessons learned from this study:

1. Persistence in the process

Great projects often span many years from inception to completion, with the final result only representing the visible tip of the iceberg. The countless hours of effort from stakeholders, though unseen, are crucial to success. Persistence is essential, as the complex interplay of moving parts must work as intended once the project is realised.

2. Engage early and often

Cities serve a diverse range of people with varied needs and perspectives. Engaging broadly with the community helps to view the city through multiple lenses, adding nuance to our understanding. Many successful case studies benefited from active engagement with community members, businesses, and government agencies, which helped attract funding and forge crucial partnerships.

3. Successful local governments lead

Strong leadership from local governments has been a common factor in successful redevelopment projects. Proactive councils that address community and business needs, plan forward, and advocate persistently can build momentum with stakeholders. Clear articulation of the urban renewal project to a broad audience is a critical skill for project teams.

4. Test Ideas with trials

Ideas are often more easily understood through experience than explanation. Short-term, place-making interventions have become a popular method for gathering informed community feedback. Such trials, or “nudges,” help shift perceptions and behaviors by allowing people to experience proposed changes firsthand. The success of the Broadway street closure exemplifies how temporary interventions can lead to lasting changes.

5. Think globally, act locally

At the outset of the masterplanning process, it's important to incorporate the latest global thinking into local strategies. Studying diverse approaches from around the world helps to test assumptions and incorporate best practices. Adapting these insights to our local context can elevate our project and drive all stakeholders toward excellence.

6. The world isn't standing still

In a globalised economy, cities must compete to attract and retain talent by offering world-class services, quality career opportunities, and high safety standards. Strathfield Town Centre has the potential to excel in this competitive landscape by providing high-quality goods and services that foster talent retention and community investment. As other commercial centres in Sydney and beyond also strive for future competitiveness, continuous improvement will be key to maintaining relevance and attractiveness.

By integrating these lessons into the Strathfield Town Centre Masterplan, we can offer much to the competitive landscape, offering the goods and services of a quality that encourages retention of talent and investment in the community, and create a vibrant, resilient, and forward-thinking urban space that meets both current and future needs.



6. PUBLIC DOMAIN ASSESSMENT

Introduction

The public domain refers to the publicly accessible spaces between buildings. These areas are important as they connect our homes, workplaces, and third places, such as parks, libraries, council town halls, and swimming pools. To access these amenities, we rely on the public domain, whether in the form of footpaths, streets, laneways or cycle lanes. Urban designer Jan Gehl famously coined the term 'life between buildings,' emphasising that the public domain is as important as the buildings we live, work and play in.

The Strathfield Town Centre Masterplan study area features a range of building typologies and diverse public domain experiences. Residential tower buildings interface with busy roads and commercial driveways, while Strathfield Square functions both as a civic space and a transportation hub. The borders of three Local Government Areas converge at Strathfield Train Station, with trains and buses connecting people to and from the Greater Sydney region.

The use of the public domain adds a complex layer to the life between buildings in the precinct. Many people use these spaces as links between their homes and workplaces, with some engaging in shopping before heading home. It is clear that a significant number of visitors to the town centre live close by. They are walking or travelling by train to the town centre regularly to enjoy the public space and access local services and retail. These varied personal stories animate the public domain in unique ways, generating commerce both within the town centre and beyond.

By understanding public life and the spaces it inhabits, the design of buildings become a response to the movements and habits of the people that use it. The public domain plays a pivotal role in shaping city-making and ensures cohesion between the life lived in and between buildings.

An important part of the analysis was distinguishing between essential/functional activities, optional/recreational activities, and social activities. Essential activities occur regardless of the quality of the physical environment, while optional activities depend significantly on the offerings and ambiance of the place.

The activities observed in the public domain often occurs spontaneously and depends on the quality of the space and the duration of the activity. The public domain becomes more meaningful and attractive when activities occur simultaneously and interact with one another.

Methodology

In order to capture the intricate stories that play out in the public domain, the project team undertook several types of analysis to build a robust and accurate picture of the current condition, operation and functionality of the study area.

We achieved this by bringing together the insights from our context analysis, quantifiable transport services data, community engagement survey results and the findings from the State government's Public Spaces and Public Life Evaluation Tool.

The Great Places Toolkit helps bring the principles of the NSW Public Spaces Charter to life to support local government, state agencies, industry and the community. The Toolkit was developed so that anyone can use it to support planning, managing and creating better and more vibrant cities, towns and neighbourhoods.

1
INTRO

2
ABOUT
STRATHFIELD

3
LITERATURE
REVIEW

4
CONTEXT
ANALYSIS

5
CASE STUDIES

6
PUBLIC DOMAIN
ASSESSMENT

7
COMMUNITY
ENGAGEMENT

STRATHFIELD
COUNCIL

63

6.1 PUBLIC SPACES AND PUBLIC LIFE EVALUATION

The council's team conducted a Public Spaces and Public Life evaluation using TfNSW's Great Places Toolkit at five key locations (see Figure 23) during different time periods throughout the day in the week beginning on the 26th of February 2024.

At each location and time period, the team counted the number of people passing through within a 10-minute interval, noting their approximate age and gender. The graph illustrates the projected total number of people passing through each location over a one-hour period. For example, at the plaza entry, 242 people were recorded passing through during one 10-minute snapshot. To estimate the hourly total, this figure was multiplied by six, resulting in a projected 1,452 people per hour.

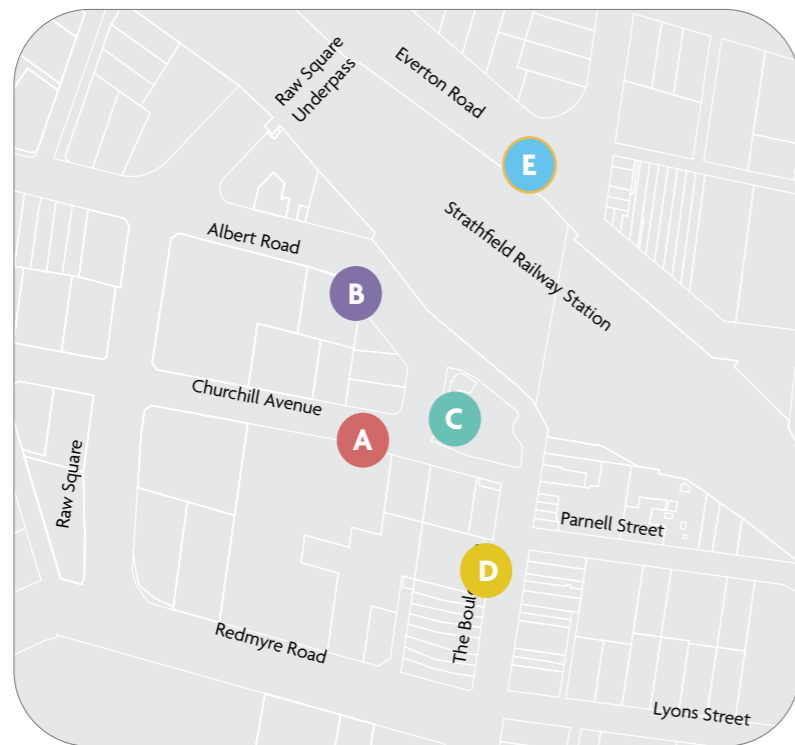
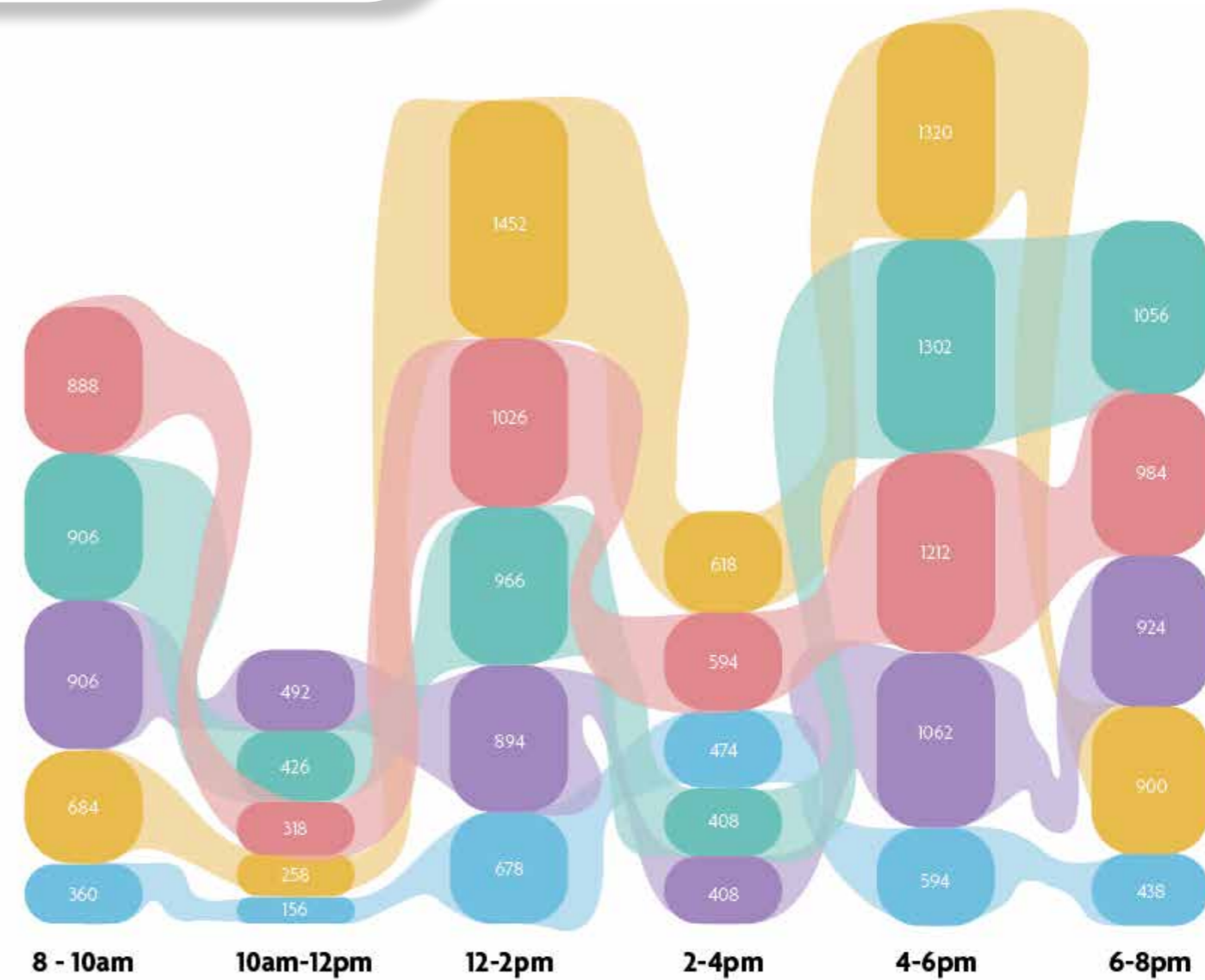


Figure 23. Five selected location for Public Spaces and Public Life evaluation



A. Shopping Centre Entry
Churchill Avenue

B. Pedestrian Crossing
Albert Road

C. Strathfield Square

D. Shopping Centre Entry
The Boulevard

E. Pedestrian Crossing
Everton Road

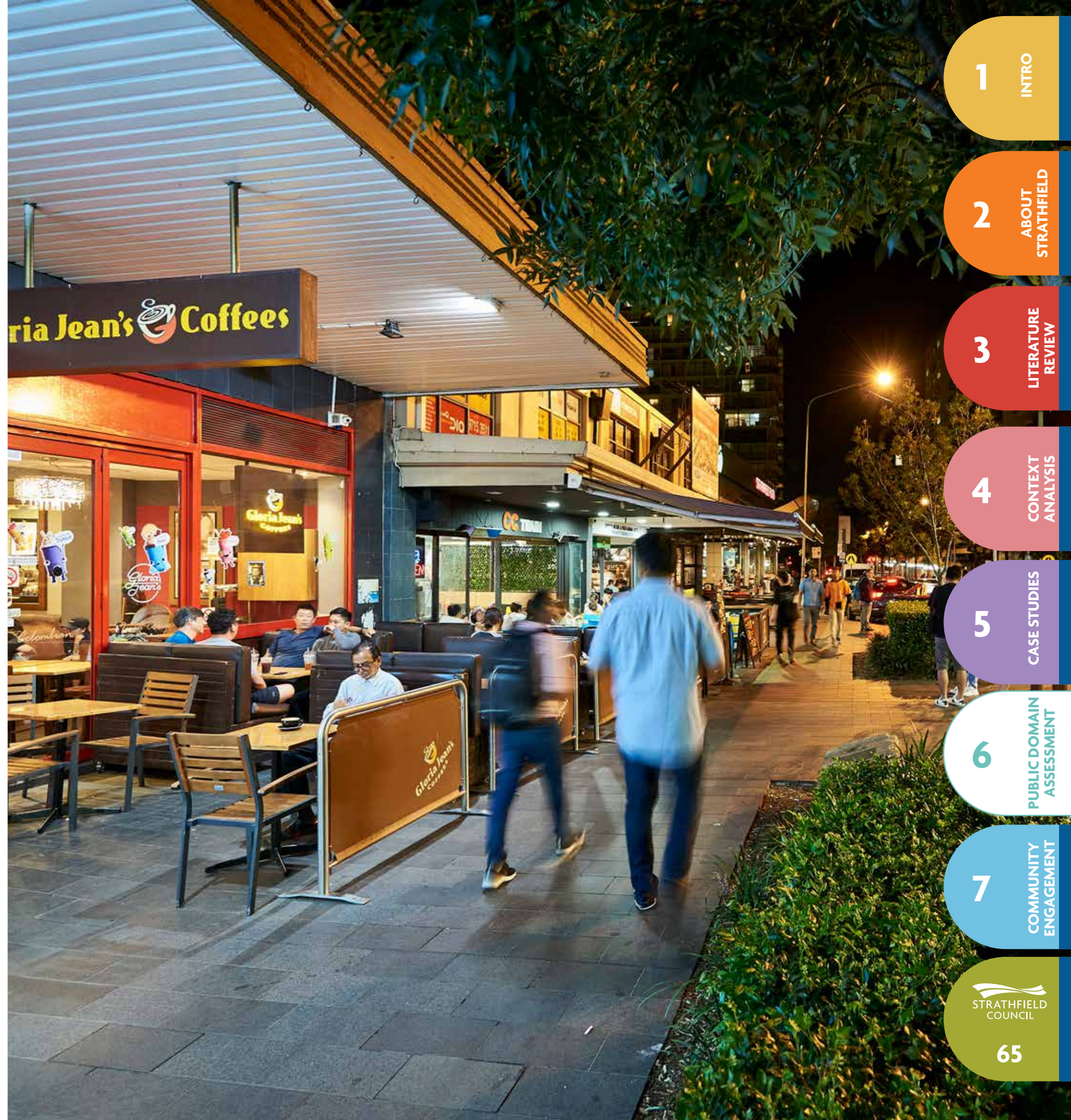
Figure 24. Results of Public Spaces and Public Life evaluation

Key Findings

The evaluation of public spaces and public life within the Town Centre revealed several important insights:

- The Town Centre experiences high pedestrian usage during three distinct time periods:
 1. Morning peak (8-10am)
 2. Lunch-time peak (12-2pm)
 3. Afternoon peak (4-6pm)
- Strathfield Square is well used throughout the day, especially into the evening, serving as the primary route to and from the station. Despite its popularity, the experience in the square is occasionally compromised by unwanted bird activity and the smell of fountain water or cigarette smoke.
- The plaza entry at Strathfield Square also experiences high pedestrian traffic in the early mornings, but conflicts between pedestrians and vehicles, as well as environmental factors like cigarette smoke, detract from the overall experience.
- The Boulevard is a major attraction during lunchtime and early evening, thanks to its range of food and retail offerings. However, the lack of public seating results in a fast-paced, transactional atmosphere, limiting opportunities for lingering or socialising.
- Similarly, Albert Road offers a fast-paced experience yet with a leafy outlook; its bus shelters are in poor condition, providing only basic amenities.
- Across the board the town centre scores lowest for the 'Am I able to play and participate'. This means there are limited spaces for visitors to rest, relax or just enjoy the town centre. This should be a focus for the Masterplan.

Detailed assessment and discussion of the public domain quality is provided on the following pages.



1
INTRO

2
ABOUT
STRATHFIELD

3
LITERATURE
REVIEW

4
CONTEXT
ANALYSIS

5
CASE STUDIES

6
PUBLIC DOMAIN
ASSESSMENT

7
COMMUNITY
ENGAGEMENT

STRATHFIELD
COUNCIL

65

As part of the Public Spaces and Public Life evaluation, the project team completed further assessment of the place based on each member's personal observations on site by asking the following questions:

- Am I able to get there?
- Am I able to play and participate?
- Am I able to stay?
- Am I able to connect?

A: Plaza Entry Churchill Avenue

This is the busiest of the five locations during the early morning hours, where conflicts often arise between pedestrians and vehicles. The pedestrian experience is also diminished by the presence of cigarette smoke, and the nearby "Return and Earn" facility associated with waste, odour and visual clutter.



Am I able to get there?



Am I able to play and participate?



Am I able to stay?



Am I able to connect?



B: Albert Road Pedestrian Crossing

Albert Road is a transport and movement-focused area that is relatively quieter than the other locations, offering a leafy outlook as you approach the train station. Similar to Location A, conflicts constantly occur between pedestrian and vehicular movements. Whilst the bus shelters are in poor condition, they do provide essential shelter from weather and much-needed seating. Lack of adequate lighting during night time was observed.



Am I able to get there?



Am I able to play and participate?



Am I able to stay?



Am I able to connect?



Photomontages were created for the five locations to capture the public life observed on site. Elements that are considered positively contribute to the public space or public life are represented in green, whereas detracting elements are highlighted in red.

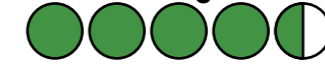
Scoring was given to a range of criteria to determine how well the place was performing. This provides a measurable assessment of the place that can be repeated in the future to determine how successful interventions have been.

C: Strathfield Square

Strathfield Square is the primary route to and from the station and becomes the busiest location after 4 pm. The raised planter edges and seating are well used by people eating, waiting, or socialising. The space enjoys excellent sunlight access through the year. However, the overall experience is occasionally diminished by unwanted bird activity, as well as the occasional smell of fountain water or cigarette smoke.



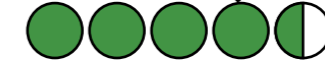
Am I able to get there?



Am I able to play and participate?



Am I able to stay?



Am I able to connect?



D: The Boulevard

This location sees the highest foot traffic during lunchtime and early evening, largely due to the diverse range of food and retail businesses lining both sides of The Boulevard. It is a well-known meeting point before people continue into the plaza. However, the lack of public seating in the public domain creates a fast-paced, transactional environment.



Am I able to get there?



Am I able to play and participate?



Am I able to stay?



Am I able to connect?



E: Everton Road

Everton Road has a low-scale, suburban feel, characterised by high levels of natural and urban design amenities. The area's calm atmosphere is enhanced by low vehicle speeds, generous planting, and ample shelter. However, this public space has the potential to be more effectively utilised.



Am I able to get there?



Am I able to play and participate?



Am I able to stay?



Am I able to connect?



6.2 PLACE ASSESSMENT - DAYTIME

Paving

Permeable tree surrounds allow water, oxygen and nutrients to permeate into the soil. High-quality bluestone paving along the footpath.



Bluestone paving at Strathfield Square is in good condition. Timber seating requires reconditioning. Although the square is a no-smoking area, people smoking and littering in public spaces are frequently observed.



The paving and kerbing at the intersection of The Boulevard and Parnell Street is in poor condition. The material inconsistency is due to Burwood and Strathfield LGA's differing public domain specifications.



Orange / beige pavers in a herringbone pattern along Albert Street with the roots of the street trees created areas of localised lifting.



Non-contiguous paving materials contribute to a feeling that the footpath is prioritised for cars entering and exiting private property rather than pedestrians.



Seating and Planting

Strathfield Bus Interchange's seating is in fair condition but does not meet current Design for disability and access standards.



A handful of rectangular planter boxes dot the town centre. They are in fair condition but do not tie into a considered aesthetic, nor do the plants seem to be in healthy condition.



This seating unit located on The Boulevard is the only one of its kind within the Town Centre. It does, however, have DDA compliant armrests and is in very good condition.



The planters within Strathfield Square add seasonal colour and visual interest to the locale. However, the pots, low soil volume and lack of water wicking create difficult growing conditions for the plants, which require swapping every season.



It is a testament to the community and the respect the game of chess demands that all of the playing pieces are still accounted for. A Chess match is almost always in progress during daylight hours.



Shelter and Signage

The Strathfield interchange bus shelters were built in time for the Sydney Olympics in 2000. Since then, passenger numbers and bus routes have grown, with the interchange operating beyond its intended capacity.



Town centre signage and wayfinding are generally dated and in poor condition. This sign in particular is designed to cater for people in cars, with two supports creating an obstacle in the footpath.



Traffic signage along the kiss and ride section of the interchange is difficult to understand, leading to a general apathy towards the rules and inequitable use of the provision.



The Boulevard's food and beverage businesses use the upstand of awnings to attract patronage.



In addition, businesses utilise signage hung from the awning above to prompt passersby to consider their offerings. The variety of sizes, colours and written languages contribute to a sense of a culturally diverse place.



Infrastructure

Substation cabinets are bulky, obtrusive pieces of infrastructure that do not enhance the public domain.



Pay phones still serve members of the community; however should be placed in more appropriate places away from key pedestrian routes. These could have integrated information kiosks and charging ports.



A collaborative masterplan process could yield better usage of existing infrastructure within the Town Centre. This example is situated within Sydney Trains' land, however, could facilitate a more public function.



The entry ramp to the Strathfield Plaza car park and back of house interface of the heritage conservation area of Redmyre Road offers little to the public domain. Servicing is also not consolidated to one area of the town centre.



The entry and exit ramp into Strathfield Plaza on Churchill Avenue albeit discreet within the facade, adds to traffic congestion in concert with the movement strategy of the bus interchange. It is also a major point of conflict for pedestrians.



6.3 PLACE ASSESSMENT - NIGHT-TIME

Lighting

The catenary Lighting at Strathfield Square has been a welcome addition to the Town Centre. It creates a more even distribution of light whilst offering a sense of containment spatially.



Although the pedestrian tunnel under the train tracks is adequately lit, it could be vastly improved to increase the sense of safety in concert with a full renovation.



Enhanced by mobile phone software, the lighting under the bus interchange canopies is low and patchy in nature, contributing to a sense of unease after dark.



The collective contribution of illuminated shopfronts and signage provides for an eclectic, well-lit streetscape and footpath condition.



When decorated and well lit, the space between buildings can become much loved quirks of a city.



Shopping and Dining

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.



Burwood Council has identified Bells Lane as an 'Eat Street' in their strategic policies. The food and beverages businesses with secondary frontages to Bells Lane have shown that the community enjoys the intimate scale and unique features of the emerging precinct.



Traditional grocers and butchers open as late as food and beverage outlets, catering for a wide variety of shoppers. These shops help maintain consumer choice when a large supermarket is located nearby.



The ground floor of Strathfield Plaza enjoys low vacancy rates, however the tower above has a relatively high vacancy. Woolworths is the singular anchor tenant, with a variety of shops offering specialty goods and services.



Commercial outlets stretch south of The Boulevarde, enjoying foot traffic from the schools and the nearby residents.



Vehicular Movement

The traffic congestion at peak times in the Town Centre is a major contributor to the community's desire for change. Miss-use of the 'Kiss and ride' provision has been observed to reinforce this sentiment.

The Boulevard acts as both customer parking and commercial loading for the shops that front the street. It has been observed that the alternative loading from the rear at Orrs Lane isn't utilised effectively, creating unnecessary congestion.

Access to these recent, mixed use developments on Parnell Street can only be made via The Boulevard. Although this is primarily to retain on-street commuter parking, it does constrain the opportunities for the wider town centre.

At off-peak times, the bus interchange does not positively contribute to the overall ambience of the town centre due to its low scale, singular function.

Churchill Avenue is a high pedestrian zone, often in conflict with the number of vehicles entering, and particularly existing the Plaza car park. The crossover was recently painted yellow to act as a visual reminder to be conscious of all the users of the space.



Infrastructure

From seating to planting and the lighting overhead, Strathfield Square brings together important pieces of infrastructure in order to be a place that people want to be in.

To ensure street trees prosper in the challenging urban environment, their root system requirements must be coordinated with road reserve upgrades. They form an important part of the suite of street infrastructure performance requirements.

Underground services run around and through the town centre. Any upgrades must map these services and be planned accordingly by all relevant agencies and providers.

The few locations where pedestrians and vehicles can pass under or over the train line are often unforgiving places with low levels of amenity, particularly at night.

The digitisation of our daily lives demands more of the existing electrical infrastructure. The overlay of the digital onto the physical world is inevitable and must be considered with any upgrades of the public domain.





7. COMMUNITY ENGAGEMENT

Introduction

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 experienced when visiting the town centre.

The feedback that has been received has been far ranging, plentiful and, importantly, honest. This has been truly welcomed as the community has clearly told Strathfield Council that the Town Centre, very simply, needs to be better.

The consultation feedback has been used to develop a community vision and principles for the preparation of the Strathfield Town Centre Master Plan. This will be an important touch point throughout the project to ensure that the project is addressing key challenges and opportunities for the community and Masterplan will be delivered that can be shared by all.

7.1 ENGAGEMENT METHODOLOGY

How We Consulted

The key engagement activities undertaken by the project team included:

- Launching a project site on the Council's HaveYourSay website with information, documents, and engagement tools.
- Conducting an online survey in English and ten community languages, including Korean, Simplified and traditional Chinese, on the HaveYourSay website.
- Using online social mapping to gather comments about specific Town Centre locations.
- Setting up three pop-up stalls in the Town Centre and Library for direct community feedback.
- Interviewing key stakeholders, including landowners, schools, local businesses, government agencies, and neighboring councils.
- Submissions – members of the public invited to make written submissions or short comments on an online form.
- Hosting Councillor workshops.

Who Provided Feedback

Feedback on the project has been gathered from a broad range of sources, stakeholders and interested parties. It has very much been an exercise of asking questions and listening.

The survey response demographics showed a balanced response between genders and a reasonable representation of nearly all age groups. However, it is very notable that no responses were received from anyone younger than 18, which is something that needs to be improved as part of future engagement.

Key statistics of Council's engagement effort are summarised by Figure 25.

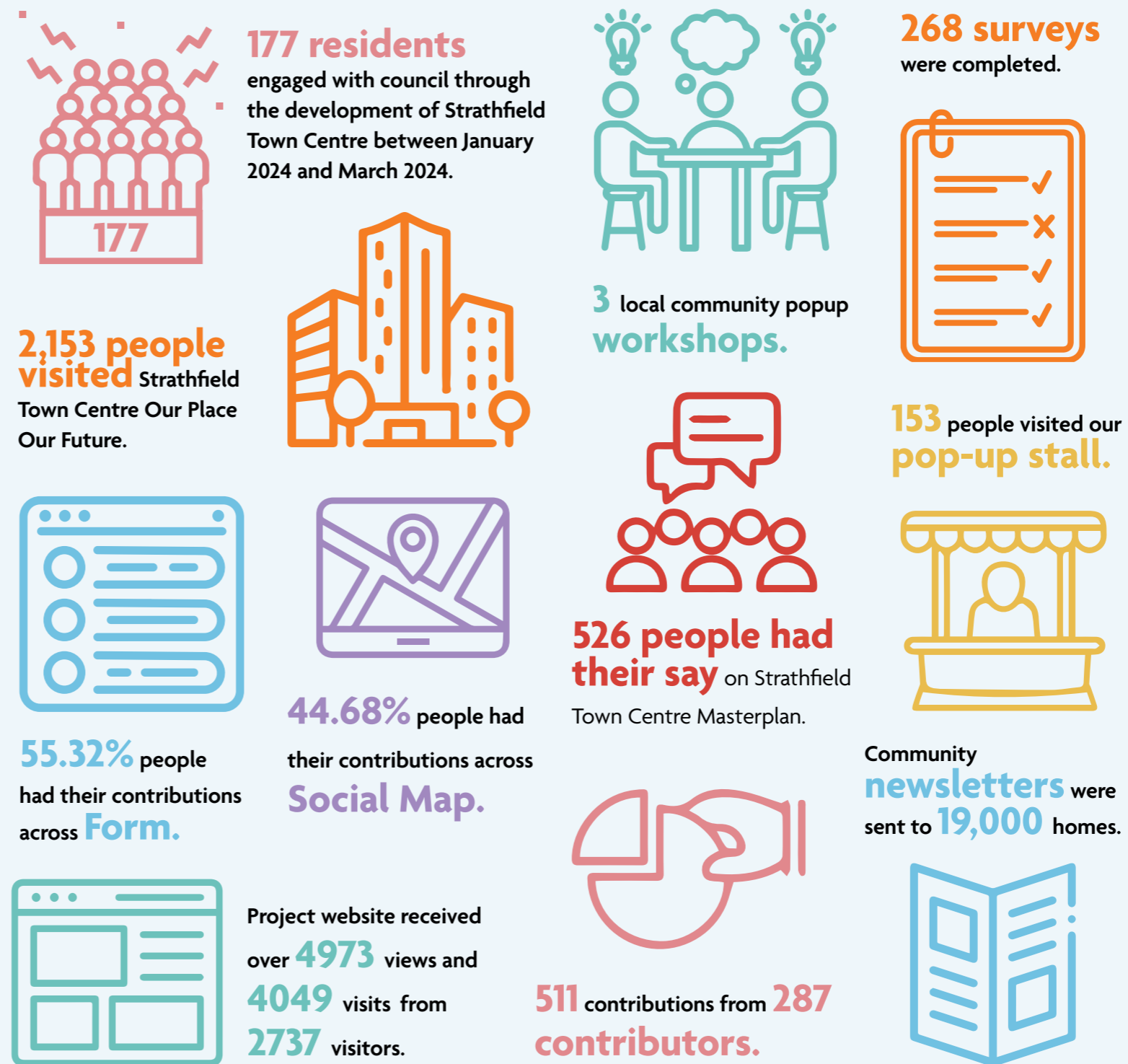


Figure 25. Key statistics of Council's engagement effort

WHAT DOES OUR COMMUNITY WANT TO SEE IN STRATHFIELD TOWN CENTRE?

“More recreation space for the kids.”

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

“Traffic control-better parking but not in centre which will make traffic worse.”

“Upgrade and enlarge the Plaza to accommodate most of the businesses.”

“Make it green to look at with large shade trees everywhere, hanging plant baskets, and buildings with vertical gardens on the walls, like Central Park mall, and water features for children to play in and adults to cool their feet in summer.”

“A better shopping centre and more variety of restaurants.”

“Underground transport interchange, more commuter car parking, and shopper car parking.”

“A new shopping centre with lots of shops and a daycare centre for working parents.”

“Add medium mixed density residential plus commercial. Would be great to have more bars and restaurants along this strip to build a nighttime economy.”



“Bus stops are dirty and unwelcoming. They should be updated to improve access for pedestrians and public transport users.”

“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. Please keep this in mind with the masterplan.”

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

“Strongly consider what passers-by can see from the train windows. They might just be curious enough to get off every now and then to have a look around and grab a bite to eat.”

“This is a very car-centric zone. Nothing here for pedestrians.”

“This area is a huge traffic choke point that is unfriendly for almost all modes of transportation. High volume of foot traffic due to the train station, but bus stops, shops, restaurants, and residential towers clashes with the buses themselves, cars, and supply trucks.”

7.2 KEY FEEDBACK THEMES

During the consultation for the Masterplan, Council received a large volume of feedback with over 500 comments made via the Have Your Say Web page, in addition to open responses made via the community survey.

The very simple message is that many in the community have very strong feelings about the town centre, it is a place they visit frequently but it just needs to be better.

There were also common themes which came out repeatedly within online comments, survey responses and during discussions at consultation events. These have been grouped as either things the community like or things the community want to improve.

Importantly, there was very consistent agreement that the town centre can and should be improved, which gives very strong validation of the need to undertake this Masterplan process.

The key feedback themes are summarised in Figure 26 on the next page.

What we heard:

Most substantial responses ←

→ Less common responses

More public space and landscaping will make Strathfield a better place to live.

Create a more pedestrian friendly town centre.

More diverse range of shops, services, and good food options.

Preserve a strong 'Strathfield' identity and character.

Better access to public transport.

People want more car parking.

Improve local amenity like vibrant streets and outdoor dining.

More entertainment or recreation options and public events.

Strathfield Town Centre needs upgrade.

A clean, safer, and welcoming Strathfield Town Centre.

Better traffic management at peak hour.

Environment

Retail

Civic Pride

Recreation

Transport

Amenities

Figure 26. Summary of key feedback themes from the community engagement

What 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 Town Centre.

What 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.

7.3 WHERE TO FROM HERE?

All the feedback received during the consultation phase of the project has been summarised, analysed and reviewed. A separate consultation report has been published alongside the Masterplan issues and options paper. The consultation feedback has been used to validate the direction and key areas of investigation that will occur through the preparation of the Masterplan. It will also serve as a primary reference tool as the project progresses.

Importantly, the consultation feedback has been used to develop a community vision and principles that will be used to inform the future direction and development of the Masterplan. This vision is a key touch stone of the masterplan.



8. COMMUNITY VISION

Introduction

The Community Vision is a statement that has been prepared to capture the level of aspiration of the town that many with the community have conveyed to Council. It reflects the social and emotional experiences that visitors should expect from a place that is recognised as the heart of Strathfield.

The vision also recognises that the Strathfield Town Centre is a gateway. For those traveling across greater Sydney and beyond or indeed those visiting Strathfield for the first time. It recognises that public transport, in particular, passenger rail, is an important and long standing feature of Strathfield with train services operating for nearly 150 years. This has brought freedom and ease of movement to many across Sydney.

The Vision Principles capture the key themes that have been expressed through community consultation and highlight in detail the range of interventions that need to be deployed to make Strathfield Town Centre “Better”. These principles will be used to inform and link to the primary areas of technical work to inform the Masterplan.





8.1 VISION STATEMENT

“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.”

8.2 VISIONING PRINCIPLES

The following visioning principles are set out to underpin the vision for the Town Centre:



OUR PLACE, OUR FUTURE:

Strathfield has a clear vision and plan for the future. We are bringing about transformative change to support the community now and into the future.

- Adopted a masterplan with a shared vision of the future.
- Establish a framework to deliver change and promote Strathfield.
- Ensure that the Town Centre remains an inclusive and welcoming place for all.



A CONNECTED AND INTEGRATED HUB:

Access to public transport is an important function of the Town Centre. It connects us to the rest of Sydney and brings visitors to Strathfield.

- Improve access to public transport and standard of passenger experience.
- Make the Town Centre a pedestrian friendly place.
- Develop sustainable transport solutions for the Town Centre.



A UNIQUE, DESTINATION AND PLACE:

Strathfield is a unique destination with a long and evolving history. It has a strong identity and has emerging reputation in Sydney as the place to visit, relax and enjoy.

- Strengthen the unique character of Strathfield through place making and quality of experience.
- Promote local, independent or emerging business which contribute to a positive visitor experience and local economy.
- Re-imagine the range of retail, entertainment and dining experiences in the Town Centre.



A GREEN AND ENGAGING EXPERIENCE:

The Strathfield community highly value green open spaces and quality urban places. As the heart of Strathfield the Town Centre reflects these strong values.

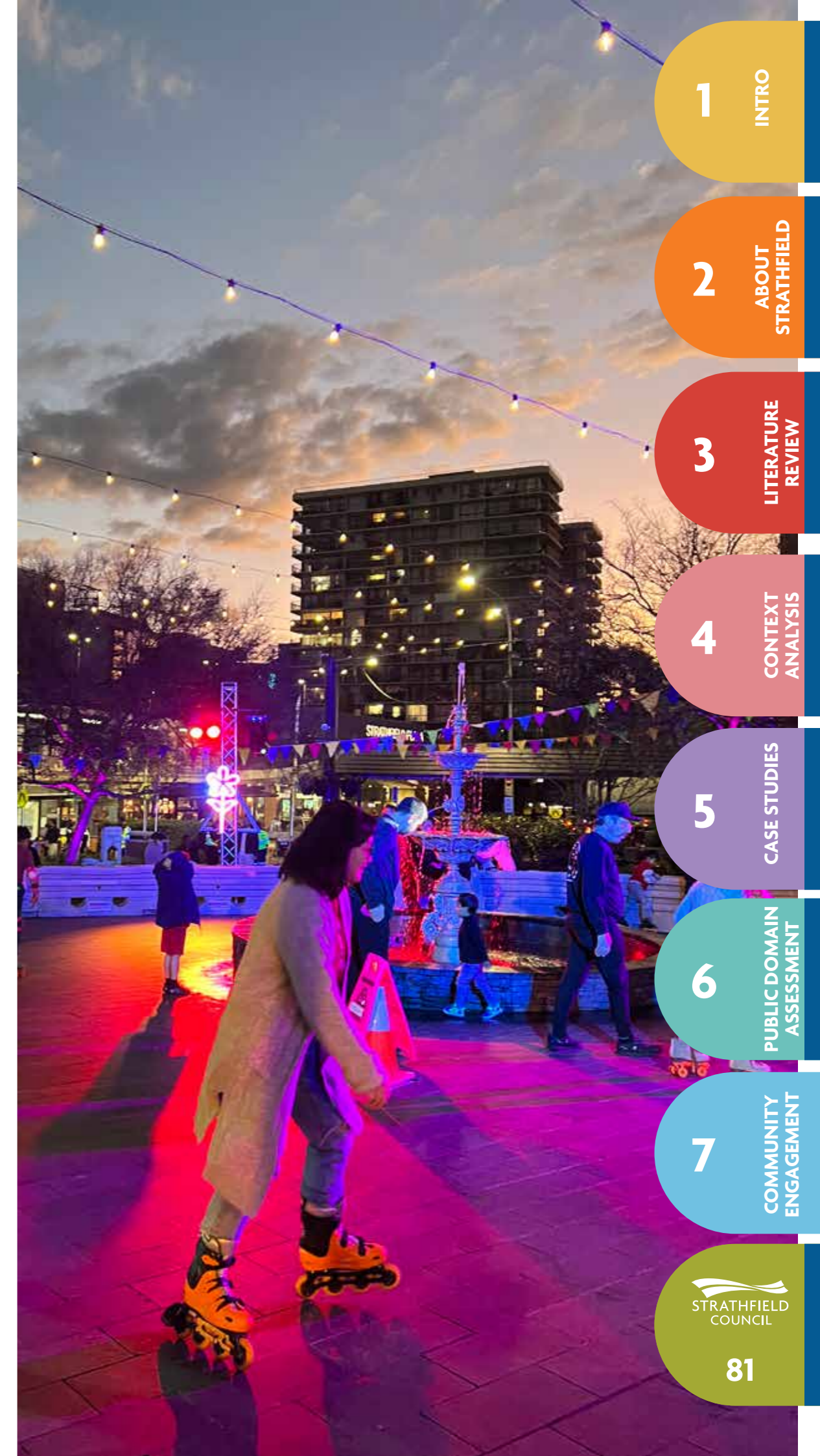
- Invest in Strathfield Square to ensure it remains the heart of the Town Centre.
- Create a green grid for the Town Centre that reflects the best of our tree lined streets.
- Create opportunities to tell the unique story and history of Strathfield.
- Create a vibrant street life through better streets, lighting and place activation.



WORKING IN PARTNERSHIP:

By working together we can achieve great things. Whether a 100 year old organisation or a new business, there is a shared passion for the future of Strathfield.

- Collectively promote a strong identity and prosperous future for the Strathfield Town Centre.
- Support each other in new projects, business or community initiatives.
- Pursue future strategies or cut red tape to deliver on the vision for the Town Centre.



1
INTRO

2
ABOUT
STRATHFIELD

3
LITERATURE
REVIEW

4
CONTEXT
ANALYSIS

5
CASE STUDIES

6
PUBLIC DOMAIN
ASSESSMENT

7
COMMUNITY
ENGAGEMENT

STRATHFIELD
COUNCIL

81



8.3 MASTERPLAN THEMES AND NEXT STEPS

The next steps for the Strathfield Town Centre Masterplan project will be the engagement of a consultant team for the preparation of the Masterplan. This vision document and the information gathered during consultation will be used to inform the direction of the Masterplan.

Given the complexity of the urban, economic and social environment in the town centre, there are likely to be a number of detailed technical studies required to confirm the appropriate policies and initiatives presented in the final masterplan.

Based on the background work completed to date, the masterplan themes identified in this section present the general scope of works that will be undertaken through the next phase of the project.

Planning for the Future

The existing planning controls need to be refreshed to achieve the contemporary planning outcomes for the town centre in terms of place making, design and economic objectives.

Focus areas:

LEP review responding to the following matters:

- Height and FSR controls.
- Residential and non-residential floor space allocation controls.
- Night-time economy friendly policies.
- Design excellence clause.

DCP review responding to the following matters:

- Design and place outcomes.
- Car parking standards.
- Alternative transport options.
- Night-time economy friendly development controls.

People & Movement

The town centre needs to be easy to reach and move around. This means promoting connectivity and places for pedestrian and reinforcing public transport integration.

Focus areas:

- Improving public transport integration and accessibility.
- Exploring a 'road diet' to find new space for people.
- Reinforcing pedestrian permeability and accessibility to the town centre.
- Promoting place activation through human scale design and intervention.
- Expanding active transport connections across the LGA.

Destination & Place

Strathfield Town Centre just needs to be better and this can be achieved through creating street and places that are safe and attractive for people to visit.

Focus areas:

- Improving Strathfield Square as the heart of the town centre.
- Exploring a cohesive urban landscape strategy.
- Developing a consistent public realm plan and strategy.
- Identifying an engaging lighting strategy.
- Emphasising wayfinding and gateway treatments.
- Exploring public art opportunities.

Economics & Opportunity

The town centre needs to be economically resilient and provides opportunity for all. The success will likely be strongly linked to the creation of trusted partners.

Focus areas:

- Assessing future floor space demands to enable predicted growth.
- Confirming catalysing moves that will propel positive change and private investment.
- Identifying the unique destination and branding for Strathfield Town Centre.
- Meeting the champions & partnership who will help drive positive changes.
- Building an implementation and funding strategy that will facilitate investment.

A report written and compiled by the Strathfield Planning and Place Team

