

# Fairfield Forum - Masterplan and Urban Design Analysis

8-36 Station Street, Fairfield NSW 2165

March 2021

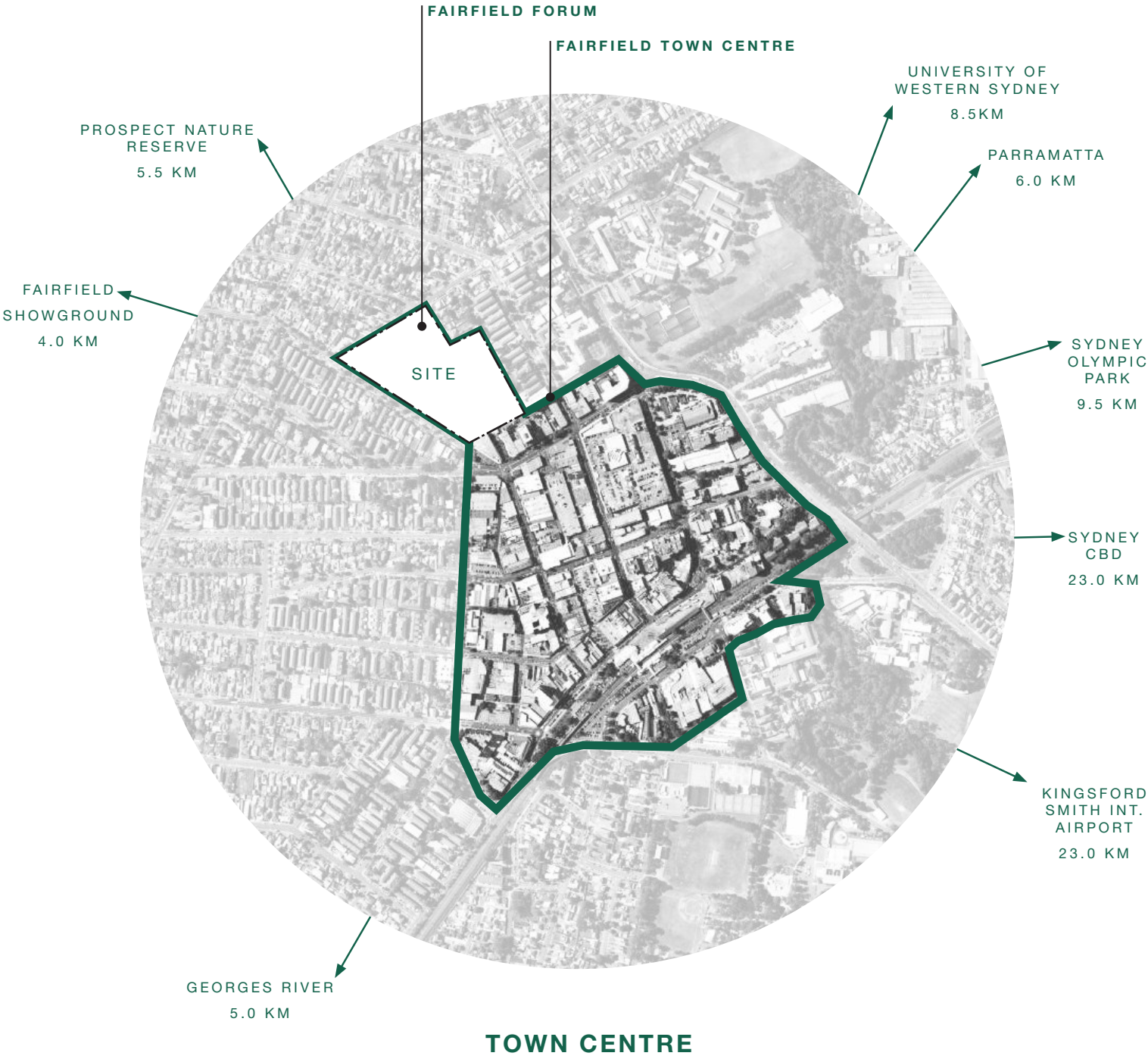
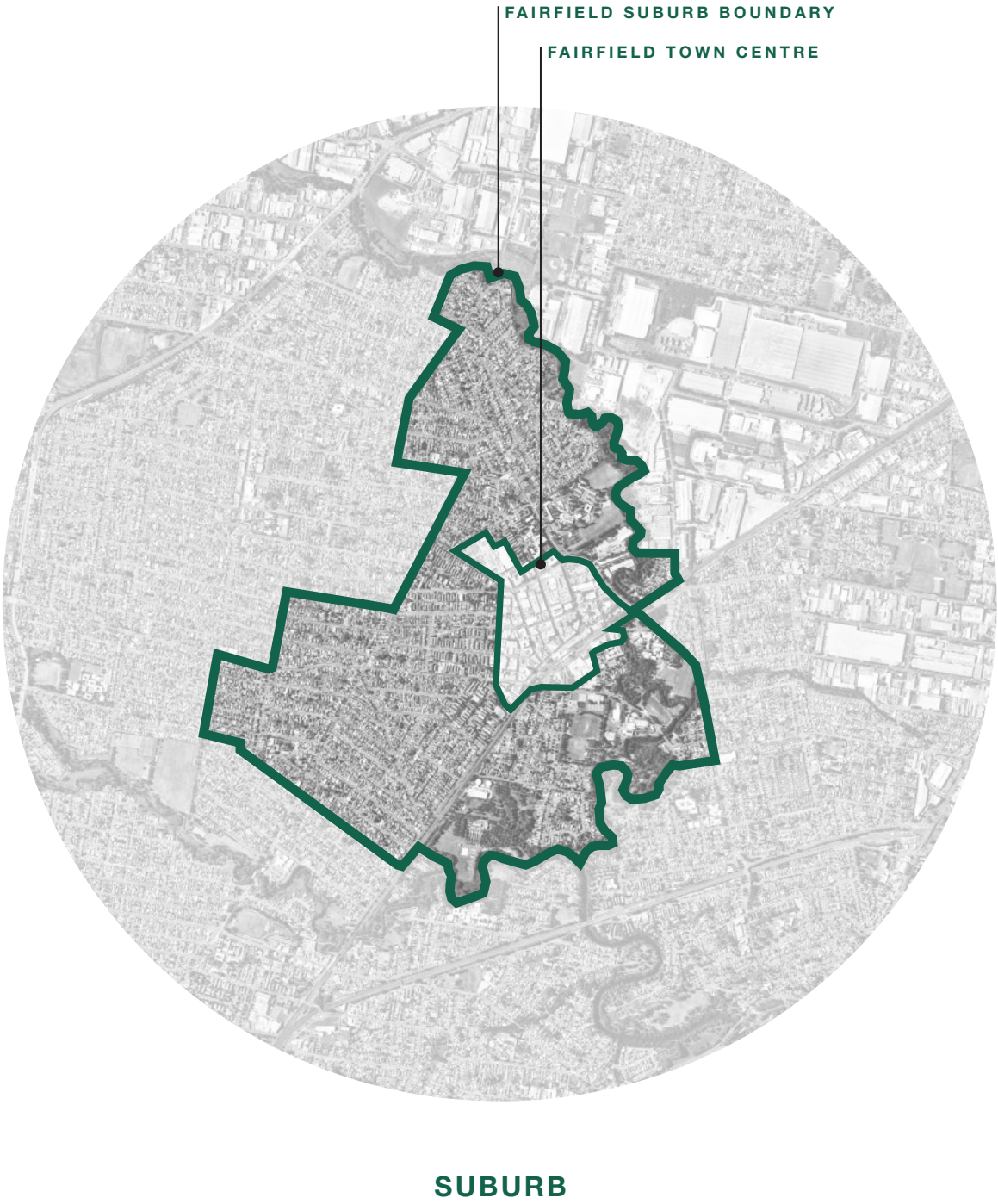




INTRODUCTION

# UNDERSTANDING FAIRFIELD

CONTEXT



INTRODUCTION

# UNDERSTANDING FAIRFIELD

## CULTURALLY DIVERSE SUBURB



POPULATION

86,985 persons  
Median age: 35  
Families: 21,976  
Children: 1.1/household



ANCESTRY

Vietnamese: 15%  
Chinese: 10.5%  
Australian: 8.2%  
English: 7.3%  
Assyrian: 6.3%



LANGUAGES

(Other than English)  
Vietnamese: 18.2%  
Arabic: 12.8%  
Assyrian: 7.7%  
Cantonese: 4%



RELIGIOUS AFFILIATIONS

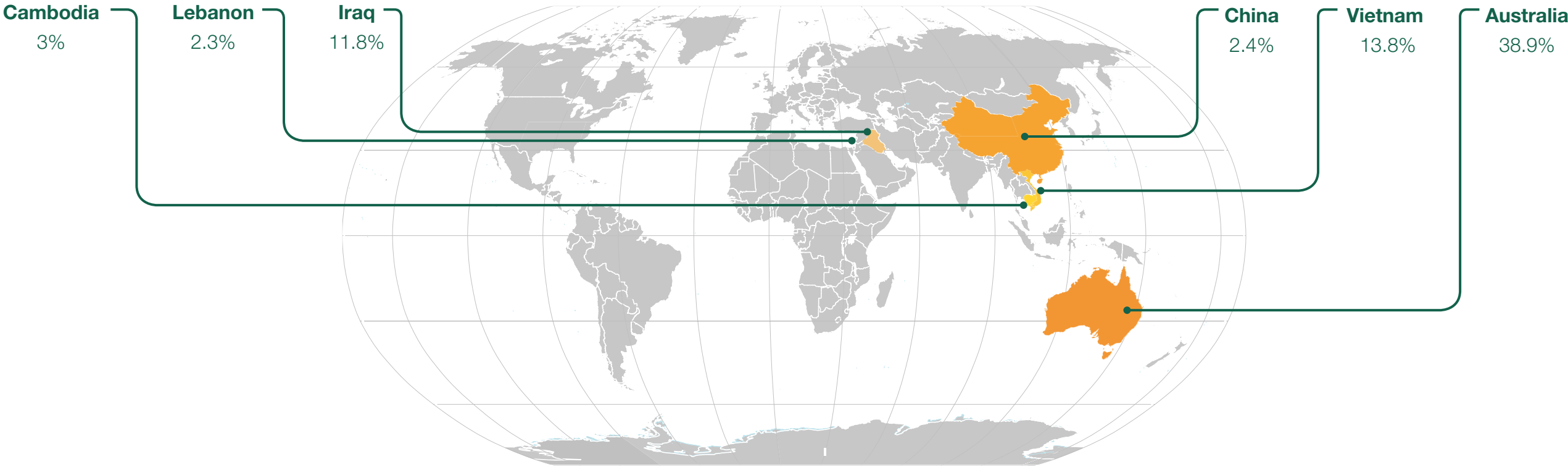
Catholic: 28.6%  
Buddhism: 17.6%  
No Religion: 12.4%  
Islam: 10.4%



TRAVEL TO WORK

Car as driver: 61.9%  
Train: 10.3%  
Car as passenger: 6.8%  
Train and bus: 2.4%

COUNTRY OF BIRTH

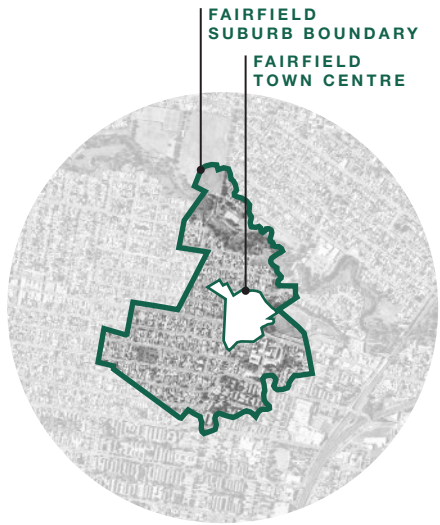
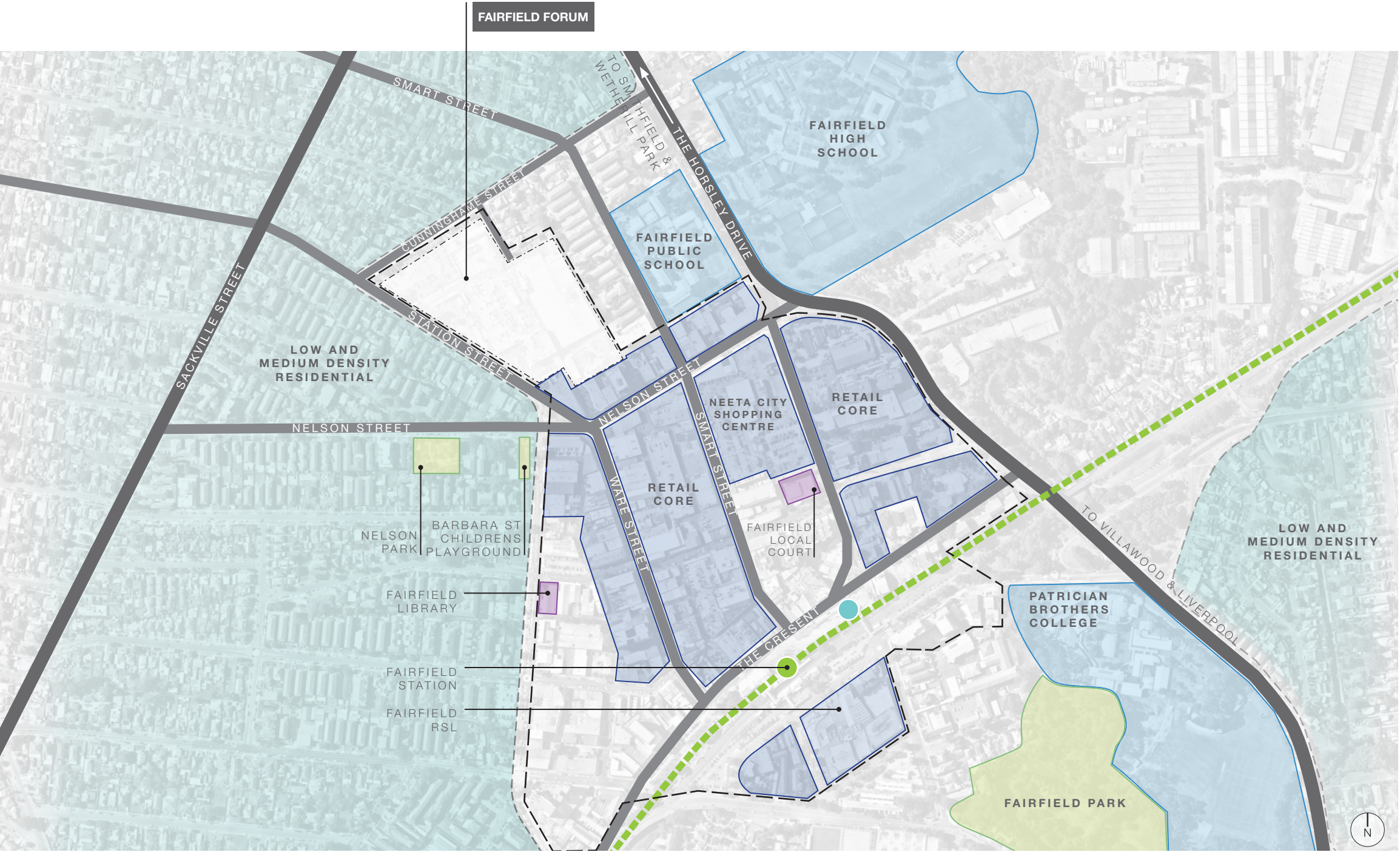


The demographic information as gathered has been analysed to gain insight into the demographics of the area to facilitate responsive design.  
All information has been sourced from ABS, 2016 Census Quick Stats  
[http://quickstats.censusdata.abs.gov.au/census\\_services/getproduct/census/2016/quickstat/SED10029?opendocument](http://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/SED10029?opendocument)



# SITE ANALYSIS

## KEY SITE AND PRECINCT OBSERVATIONS



Legend	
	Subject Site
	Public Open Space
	Education Precinct
	Commercial/Retail Precinct
	Public Buildings
	Low and Medium Residential
	Fairfield Town Centre
	Major Road
	Arterial Road
	Railway Line
	Train Station
	Bus Interchange

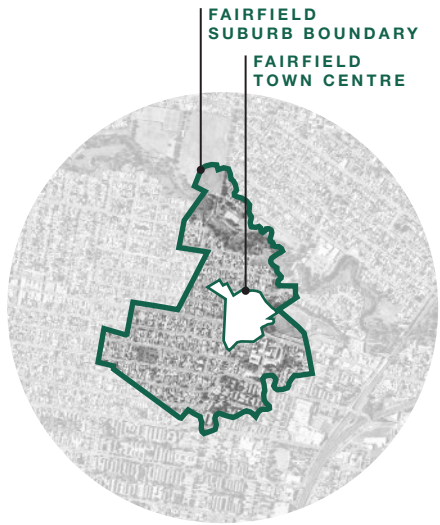
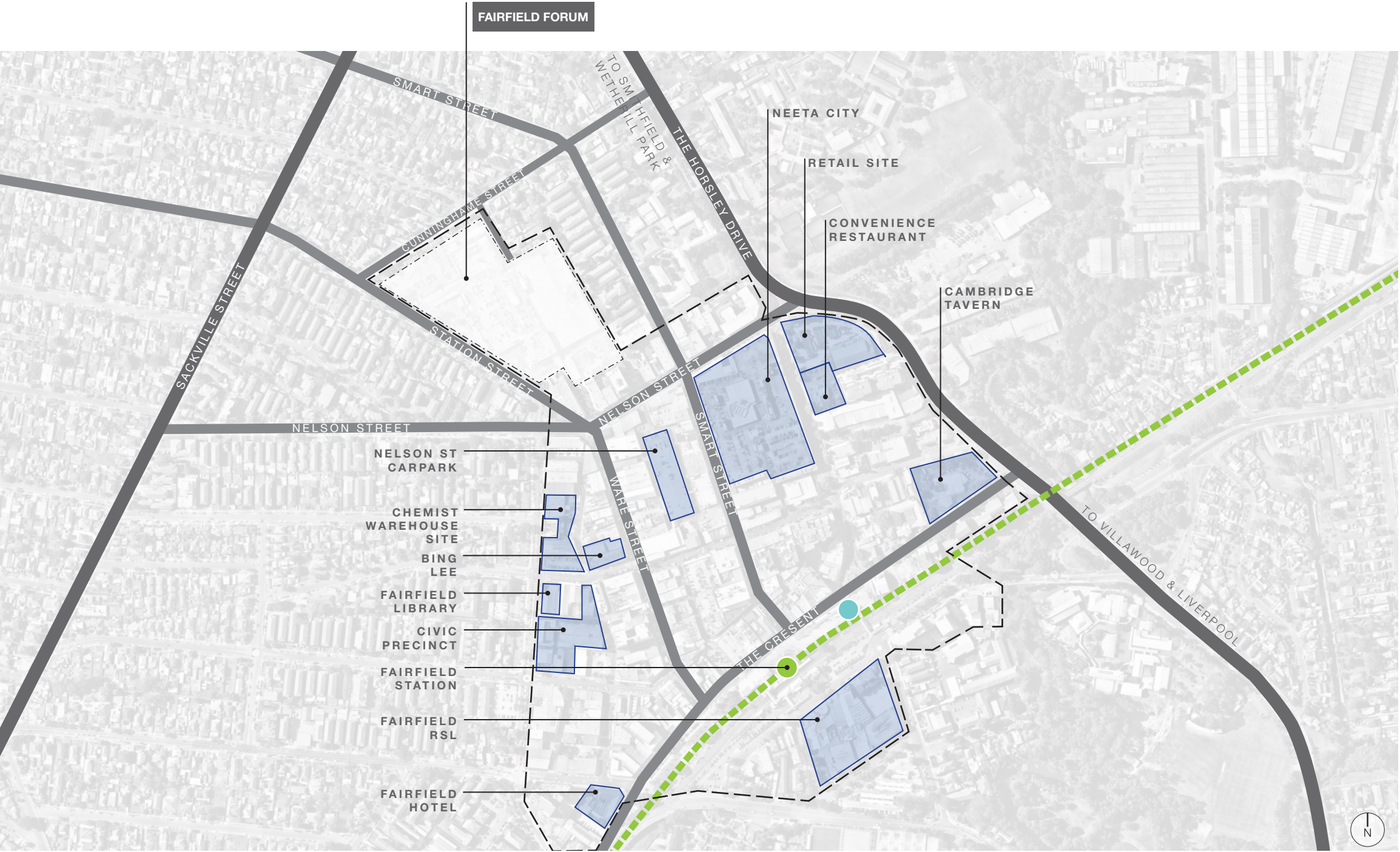
### PRECINCT OBSERVATIONS

- Fairfield Forum is located at the northern corner of Fairfield Town Centre. The subject site is located within a retail precinct which is surrounded by low-medium density residential properties. The subject site is also located within 800m of Fairfield Railway Station.
- Open space provision within the Fairfield Town Centre is limited. Fairfield Forum and 30 Nelson Street provide one of the few public open spaces in Ware Street Plaza.
- The existing centre turns its back to the surrounding developments with surface car parking and service uses located along the perimeter.
- Fairfield Forum is located predominantly outside of the flood zone which impacts the majority of Fairfield Town Centre.
- Significantly low park and open space amenity within Town Centre precinct.



# SITE ANALYSIS

## FAIRFIELD CITY CENTRE KEY SITES



Legend	
	Subject Site
	Fairfield City Centre Key Sites
	Fairfield Town Centre
	Major Road
	Arterial Road
	Railway Line
	Train Station
	Bus Interchange

### KEY SITES

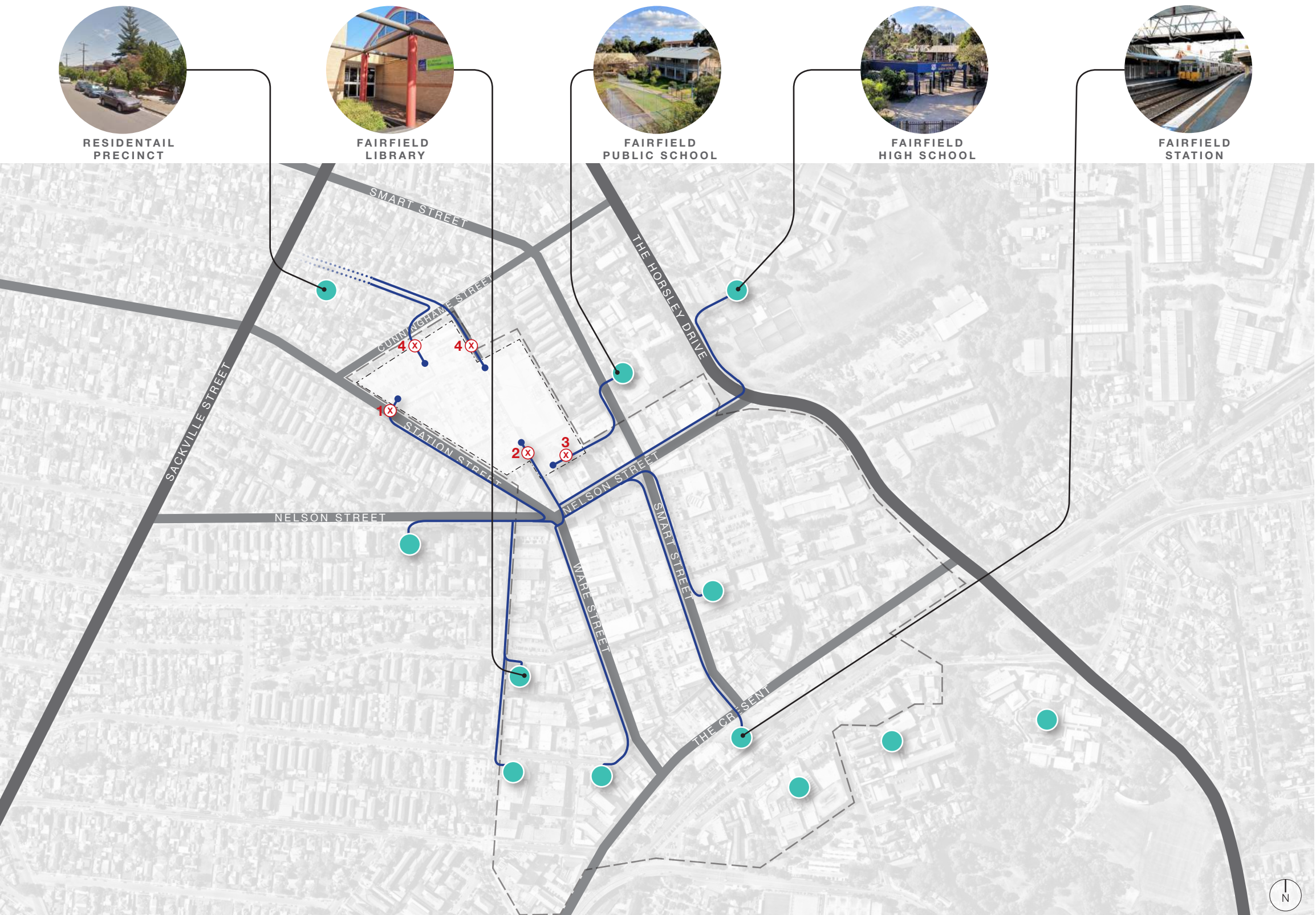
The subject site has been named a key site within the Fairfield City Centre. Fairfield Council Urban Design Study states the following recommendations (as of 16.11.17) :

- Ware Street as the main street with active retail at ground level, commercial and shop-top housing above.
- Buildings 4-20 storeys high, with lower building height similar to those next to residential areas.
- Housing opportunities for approximately 4000 apartments close to shops, services, schools, bus and rail services.
- Architectural focus at key gateways, bookend sites and central locations.
- New market square in the heart of the town centre and at the edges (Fairfield Forum and Neeta City).
- Improve the public domain and east west pedestrian linkages with the redevelopment of key sites.
- New local open space options to allow future residents to access a local neighbourhood park.



# SITE ANALYSIS

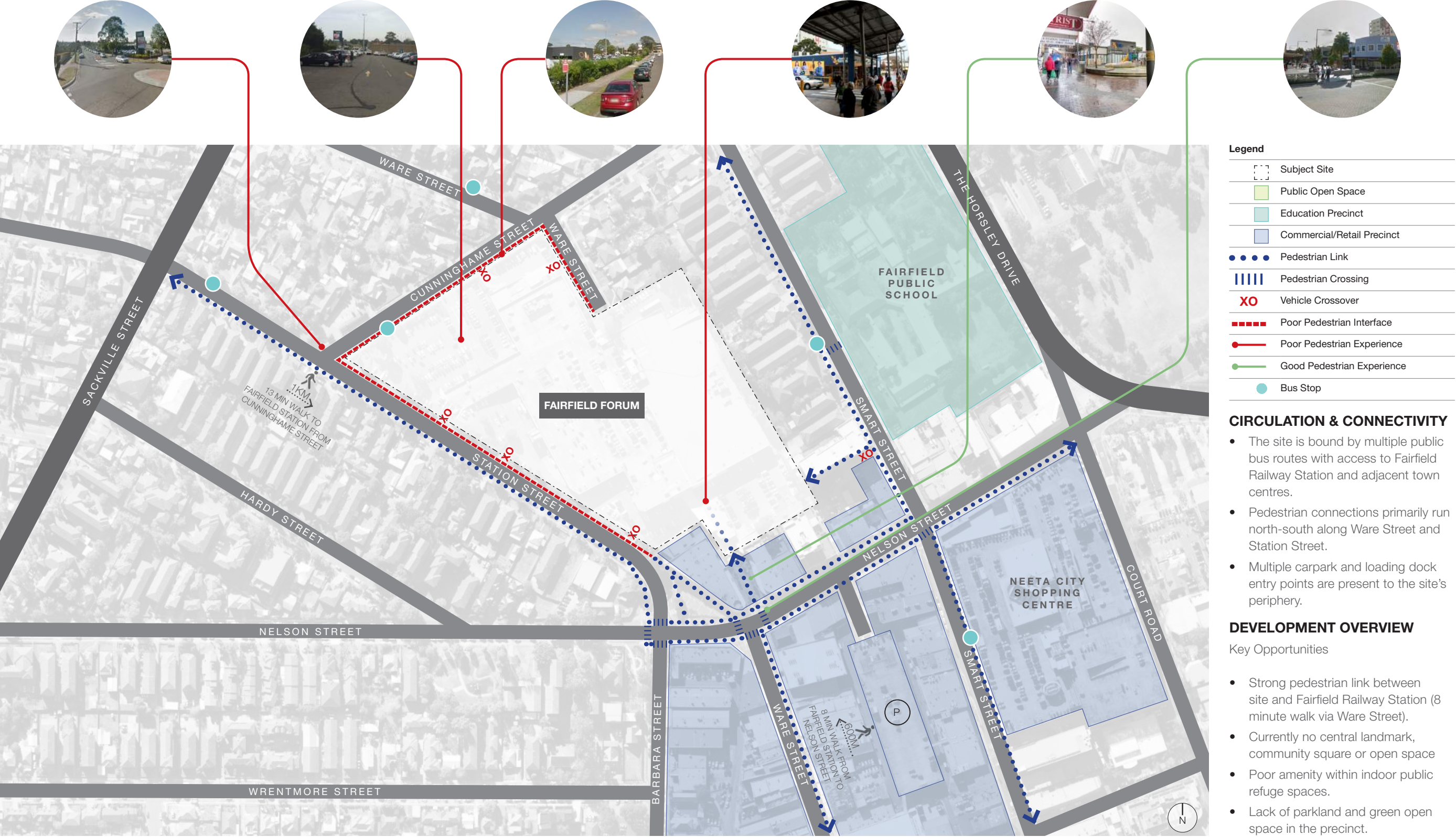
## COMMUNITY CONNECTIONS





# SITE ANALYSIS

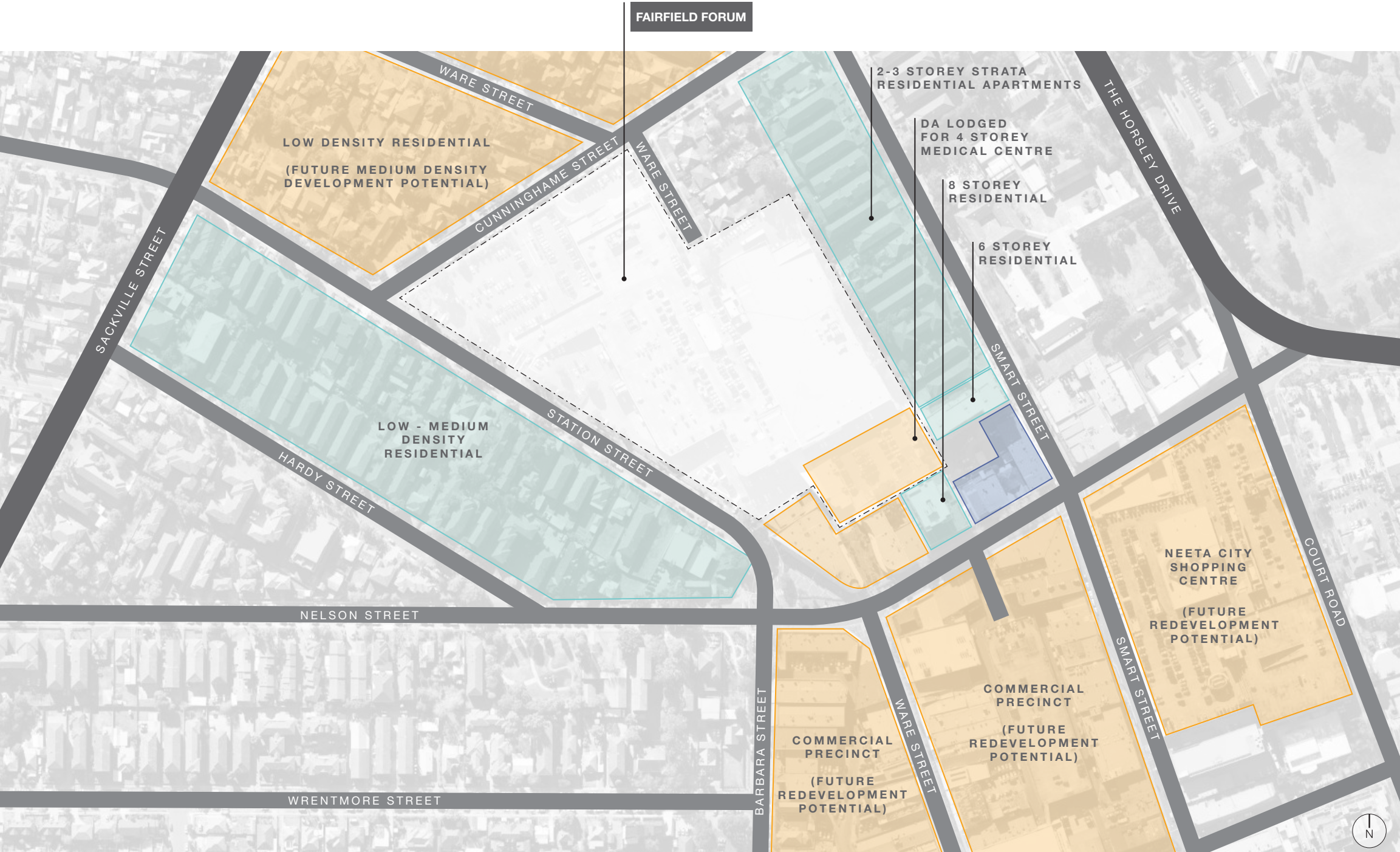
## PEDESTRIAN CONNECTIONS & WALKABILITY





# SITE ANALYSIS

## EXISTING CONTEXT AND CONTROLS



**Legend**

	Subject Site
	Potential Development Sites
	Existing Residential
	Existing Commercial
	Major Road
	Arterial Road

### DEVELOPMENT OVERVIEW

Site Area	42 800 sqm
Existing FSR	2.5:1 (Fairfield LEP 2013)
Existing Height Limit	26 m (Fairfield LEP 2013)

Maximum developable area under current controls is 72,250 sqm.

This achieves approximately 10,000 sqm of retail and 600 apartments.

### LAND USES

Recent high/medium density development is located to the south-eastern corner of the site.

Ground floor retail fringes the main street edges and continues into the site at the southern edge along the Ware Street Plaza axis.



# SITE ANALYSIS

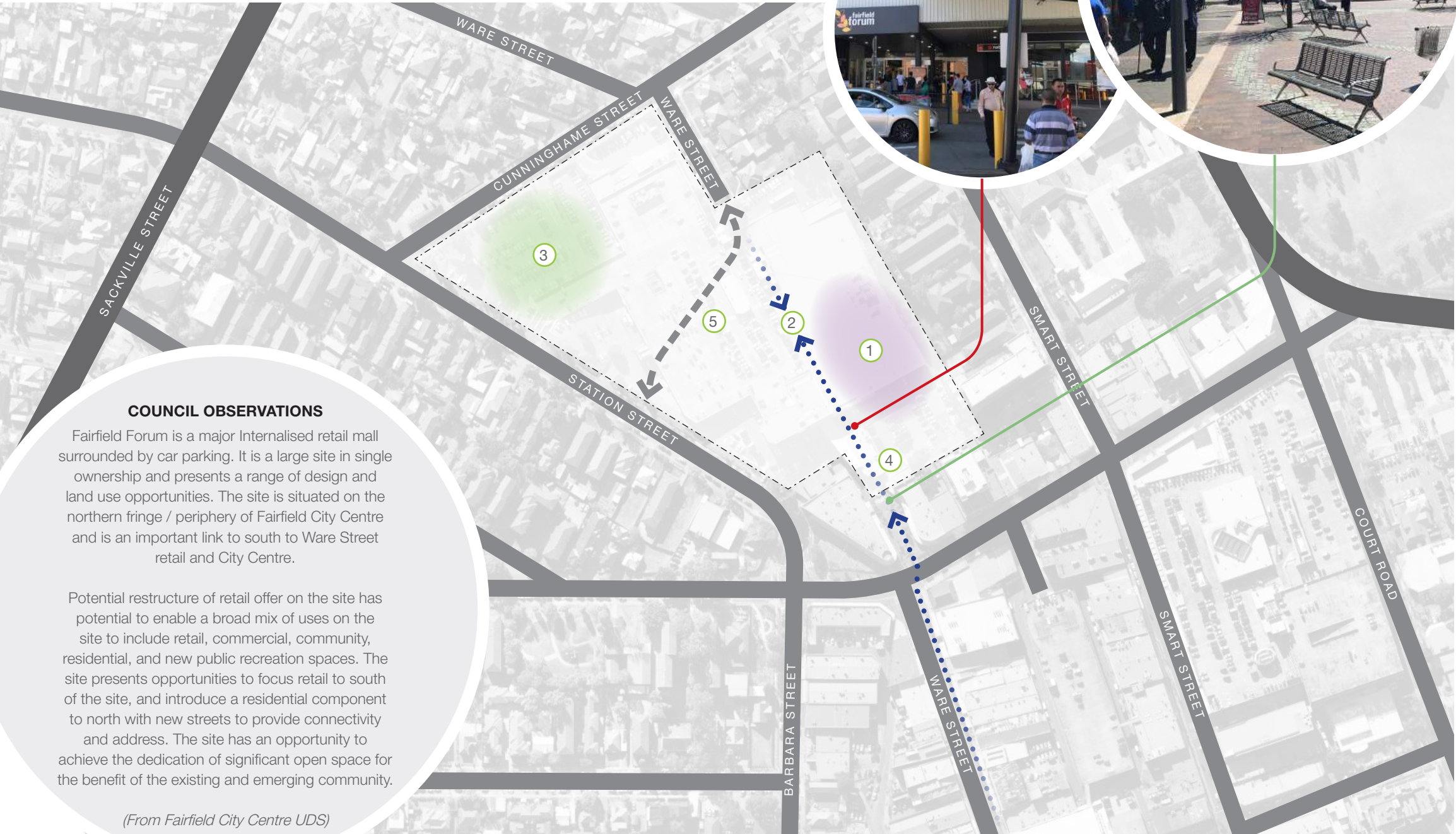
## COUNCIL REQUESTS

### EXISTING THOMAS WARE PLAZA

There is opportunity to re-establish the link between the subject site and Thomas Ware Street Plaza.

### EXISTING RETAIL ENTRY

Currently pedestrians are subject to a poor and potentially dangerous arrival experience at Fairfield Forum.



### COUNCIL OBSERVATIONS

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

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

(From Fairfield City Centre UDS)

Legend	
	Subject Site
	Retail Hub
	Public Park
	Pedestrian Link
	New Street
	Poor Pedestrian Experience
	Good Pedestrian Experience

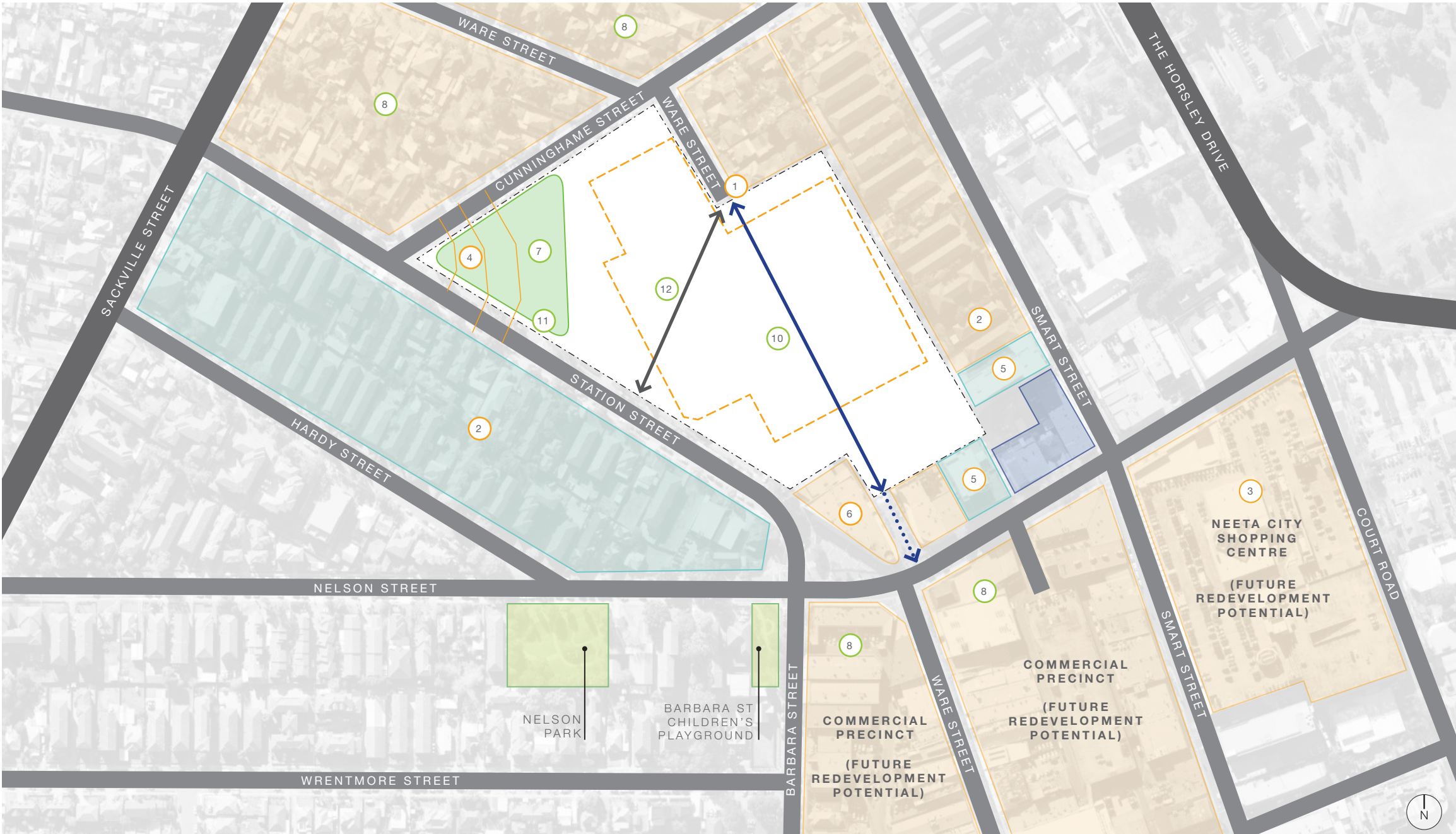
### URBAN DESIGN OBJECTIVES

- 1 RETAIL HUB**  
Create new street based retail/ mixed use hub to the south eastern area of the site with residential uses to be provided at the north west of the site. Establish new pedestrian oriented shopping-retail-food streets.
- 2 MARKET SQUARE**  
New public 'market square' arrival plaza to build on the existing Thomas Ware Plaza for outdoor dining/children's play/ lunch use.
- 3 PUBLIC PARK**  
Create a new public park on Cunningham Street in the north or north west corner of the site to serve existing and residential areas.
- 4 WARE STREET SPINE**  
Extend Ware Street spine through the site as a central focus for new development. The spine should connect to residential areas north of Cunningham Street.
- 5 NEW STREET**  
Improve site permeability by creating new public streets and/ or pedestrian links to connect Station Street to Ware Street.



# SITE ANALYSIS

## OPPORTUNITIES AND CONSTRAINTS



**Legend**

- Subject Site
- Existing Public Open Space
- Existing Residential
- Existing Commercial
- Potential Development Sites
- Existing Retail
- Site Slope
- Potential Pedestrian Link
- Potential New Road
- Potential New Public Open Space

**CONSTRAINTS**

- 1 Ware Street terminates at the site boundary
- 2 Strata residential to the south east and west
- 3 Existing multi storey retail precinct
- 4 Steep site slope from the North-West corner down Station Street
- 5 Existing 6 & 8 storey residential buildings to the South
- 6 Strata commercial development at Station Street and Nelson Street intersection

**OPPORTUNITIES**

- 7 Provide open public space to north of site
- 8 Future redevelopment to the north and south
- 9 Large site with opportunity to break down pedestrian scale
- 10 Re-establish and extend existing pedestrian linkages through site to existing street infrastructure
- 11 Relocate vehicular access to reduce conflict with pedestrians
- 12 Provide new road connecting Station St & Ware St.



OPPORTUNITIES

# URBAN PRINCIPLES & PRECEDENTS

1 CREATING ACTIVE FRONTAGES  
THROUGHOUT THE PROJECT



ACACIA PLACE  
ABBOTSFORD, MELBOURNE

2 INCREASING PEDESTRIAN  
CONNECTION AND ACTIVITY



THE GOODS LINE  
ULTIMO

3 ACTIVE OPEN SPACES THROUGH  
PUBLIC & PRIVATE USES



EAST VILLAGE  
VICTORIA PARK



OPPORTUNITIES  
PLACEMAKING



**INDIVIDUAL IDENTITY**  
A SENSE OF PLACE AND BELONGING



**CULTURE**  
COMMUNITIES WHICH CELEBRATE  
DIVERSITY AND CONNECTIONS



**CONNECTIONS**  
PROXIMITY TO PARKLANDS AND RETAIL  
A WALKABLE NEIGHBOURHOOD



**SENSE OF COMMUNITY**  
OPPORTUNITIES TO GET  
TO KNOW YOUR NEIGHBOUR



**URBAN ACTIVATION**  
CONNECTION TO LOCAL FACILITIES  
VIBRANT PEDESTRIAN INTERFACE



**PRIVATE COMMUNAL AMENITY**  
USABLE PRIVATE & COMMUNAL OPEN SPACE  
THE AUSTRALIAN DREAM REDEFINED



# OPPORTUNITIES

## WHAT DO PEOPLE WANT IN A HOME?



CONNECTION TO LANDSCAPE



ACCESS TO LIGHT



VIEWS + VISTAS



EXPRESSION OF IDENTITY



A SENSE OF COMMUNITY



A NEW URBAN BACKYARD



DESIGN RESPONSE

# KEY MASTERPLAN OBJECTIVES



- OBJECTIVES**
- 1 **DIVERSIFICATION**  
Diversification of uses on site by introducing residential apartments, commercial uses and community space to compliment retail.
  - 2 **NEW STREET NETWORK**  
Introduction of new street network within site, complemented by open space pedestrian links which create public benefit and align with local cultural shopping preferences.
  - 3 **RETAIL DISTRIBUTION**  
Desire to redistribute retail closer to the southern end of the Town Centre while also creating a residential transition at northern edge of site.
  - 4 **OPEN SPACE**  
Opportunity for significant landscaped open space at the gateway to the Town Centre. This space can be framed by introduction of residential density.
  - 5 **WAKLABILITY**  
Creation of walkable, permeable ground planes throughout the site. Utilising a mixed use scheme to create through site linkages from north-south and east-west.
  - 6 **PUBLIC PLAZA**  
Currently truncated Ware Street Plaza can be extended to create a new urban open space bookended by new retail uses.
  - 7 **SOLAR ACCESS**  
Facades and massing are designed to optimise solar access for residents, surrounding developments and open spaces.



# DESIGN RESPONSE

## OPEN SPACE POTENTIAL



Legend	
	Subject Site
	Proposed Open Space
	Proposed Pedestrian Plaza
	Proposed New Street
	Proposed Residential
	Proposed Retail
	Proposed Mixed Use
	Open Space Connection

**OPEN SPACE**  
Opportunity for expansion of current paved space into Market Square and mall plaza. Opportunity to create a green gateway to Fairfield through proposed park to the north of site.

**RETAIL**  
Consolidate retail to the south of the site, bordering the proposed Market Square open space and mall plaza.

**RESIDENTIAL PARK ACCESS**  
Opportunity for medium density residential to address proposed park to the north of the site.

PROPOSED OPEN SPACE	
Proposed Park	- 4,000m <sup>2</sup>
Thru Site Link	- 1,700m <sup>2</sup>
Market Square	- 1,000m <sup>2</sup>
Mall Plaza	- 1,200m <sup>2</sup>
Total Open Space	- 7,900m <sup>2</sup>



# DESIGN RESPONSE

# CONNECTIONS



**Legend**

- Subject Site
- Proposed Open Space
- Proposed Pedestrian Plaza
- Proposed New Street
- Proposed 24hr Pedestrian Link
- Existing Adjacent Pedestrian Link
- New Vehicular Link / Entry

**FAIRFIELD DESIGN STUDY**

The Fairfield Design Study identifies the need for pedestrian connectivity and site linkage for Fairfield Forum. The proposal opens the opportunity for new streets on the site and pedestrian friendly linkages.

**VEHICULAR CONNECTIONS**

Create through site road connections to provide access to new developments. Running the streets predominantly north side maximises residential development opportunity for each block. Opportunity to link Ware Street through site to Station Street with new street connection.

**PEDESTRIAN CONNECTIONS**

Draw pedestrians into and through site by activating the ground plane and street edge. Open up new centre to draw pedestrian connection though site and enable Fairfield forum to act as an 'anchor' to Ware Street retail precinct.

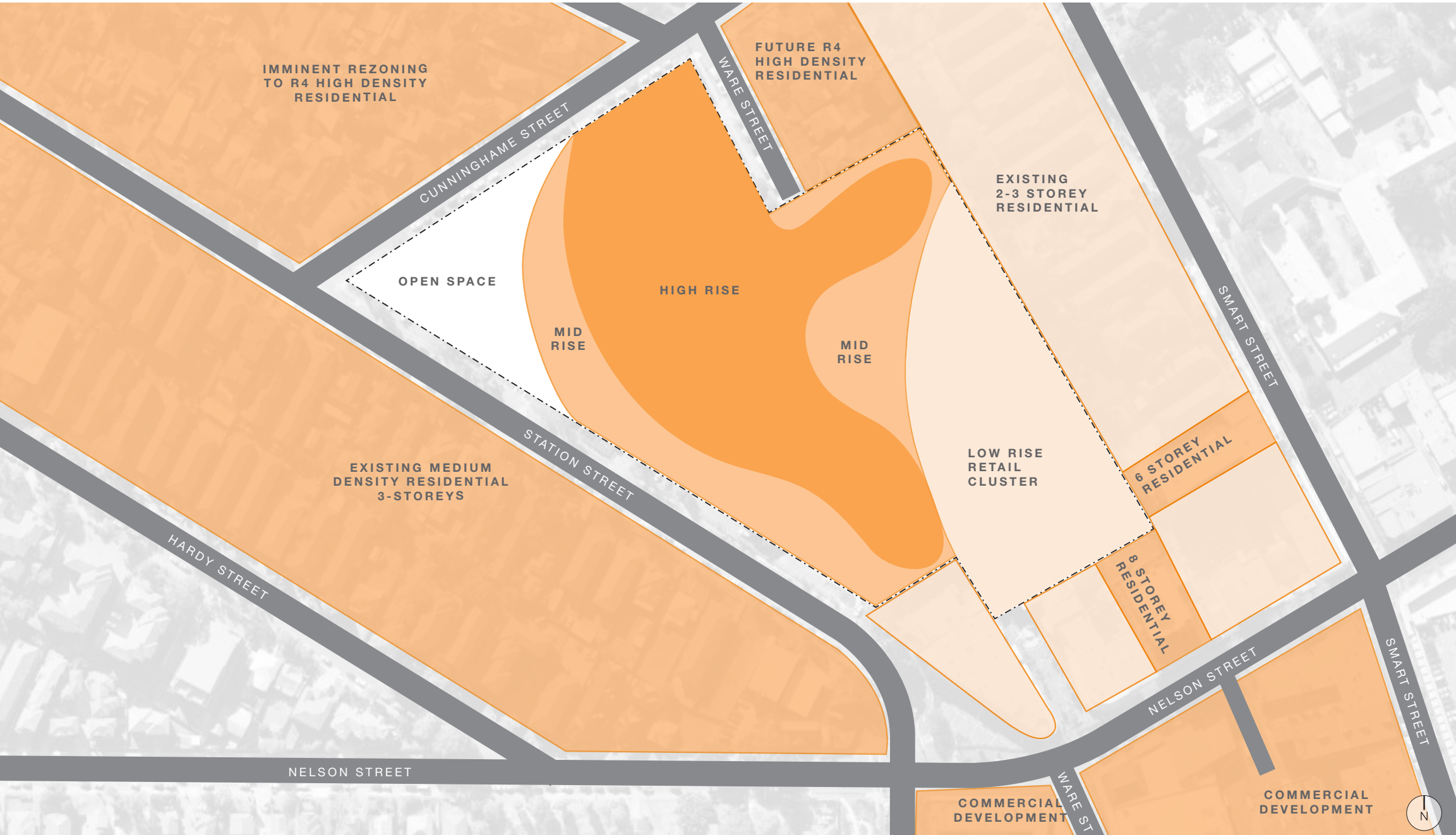
**PUBLIC SPACE NODES**

Maximise open space opportunities at nodes along links through site. Opportunity for expansion of current paved space into Market Square and mall plaza.



# DESIGN RESPONSE

# HEIGHT STRATEGY



**Legend**

	Subject Site
	Low Rise
	Mid Rise
	High Rise

## HEIGHT HIERARCHY

### HIGH RISE

- Locate high density residential development in the site core
- Maximise open space on the site by increasing height of the buildings at the centre of the site.
- Create community open space at the northern site boundary to establish a green gateway to Fairfield.

### MID RISE

- Transition to medium density residential development at north and west face of the site to scale of neighbours.
- Future developments to the west and north are zoned to allow mid rise residential.

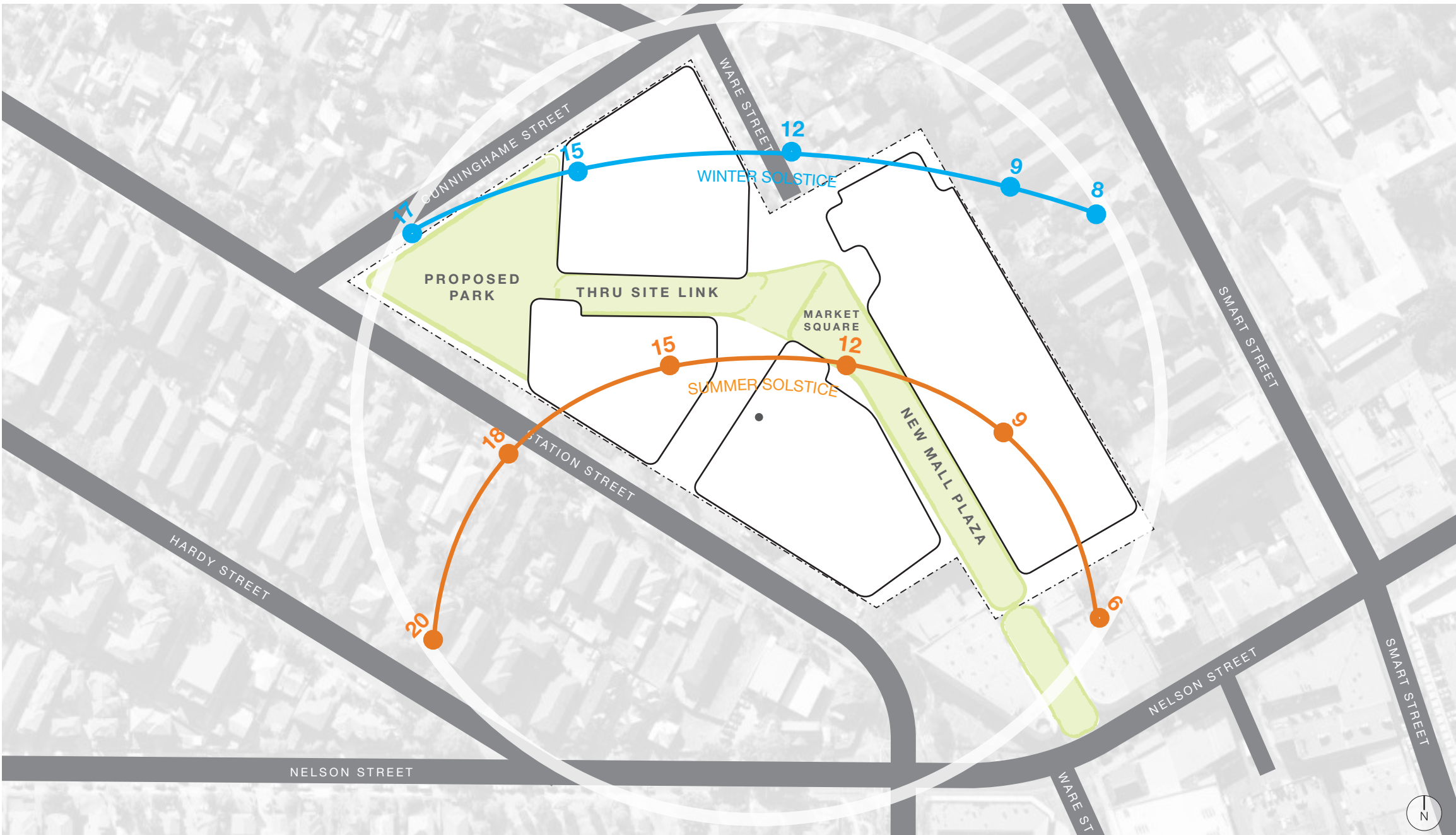
### RETAIL HEIGHT TRANSITION

- Retail drawn and clustered to the southern edge of the site, close to Town Centre.
- Existing 2-4 strata storey residential to the east and west of the site is buffered through podium levels and landscaping.



# DESIGN RESPONSE

# SOLAR ACCESS



**Legend**

	Subject Site
	Proposed Building Outline
	Winter Solstice
	Summer Solstice

## SOLAR ACCESS STRATEGY

### SURROUNDING DEVELOPMENTS

- The proposed masterplan has been designed in consideration of the southern neighbouring residential properties along Station Street and adjacent area.
- Setbacks to towers and podium heights allow northern light to these residential properties. The placement of the public park to the north west corner of the site creates significant relief in the surrounding urban form.

### OPEN SPACES

- The public park has been placed at the north west corner of site to allow for maximum daylight access.
- The placement of the Market Square along the Ware Street axis allows for northern light into this open public space at key times of the day.

### RESIDENTIAL BUILDING FACADES

- Building facades have been oriented to allow for distribution of northern light into the majority of site, and developments beyond.



DESIGN RESPONSE

# MASSING STRATEGY



**GROUND**

- CENTRAL PEDESTRIAN LINK VIA PARK AND PUBLIC PLAZA



**PODIUM**

- PRIVATE OPEN SPACE TO PODIUM ROOFTOPS CREATING RESIDENTIAL AMENITY



**TOWERS**

- STRATEGIC PLACEMENT ALLOWING NORTHERN LIGHT TO PODIUM ROOFTOP AMENITY AND PUBLIC GROUND PLANE



DESIGN RESPONSE

# INDICATIVE LANDSCAPE MASTERPLAN GROUND PLAN





# DESIGN RESPONSE

# INDICATIVE MASTERPLAN



**Legend**

	Subject Site
	Low Rise
	Mid Rise
	High Rise
	Building Storey Height

## INDICATIVE MASTERPLAN

### RESIDENTIAL BUILDING HEIGHTS

The indicative masterplan building heights have been designed in consideration of surrounding existing residential buildings. Due to this, high density residential has been located centrally, with setbacks from the site boundary.

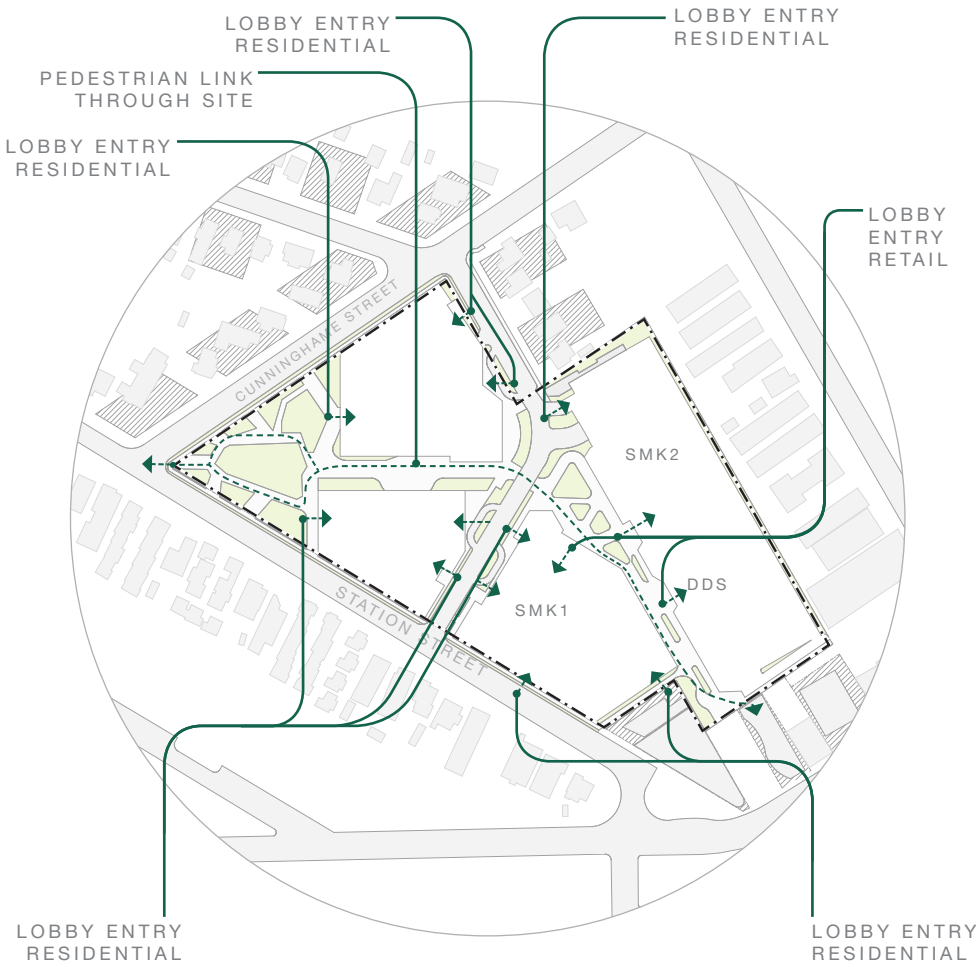
### PUBLIC SPACES

The public spaces have been designed to create new linkages for pedestrians along the ground plane. The ground plane is designed as a permeable pedestrian environment, increasing walk-ability within Fairfield.



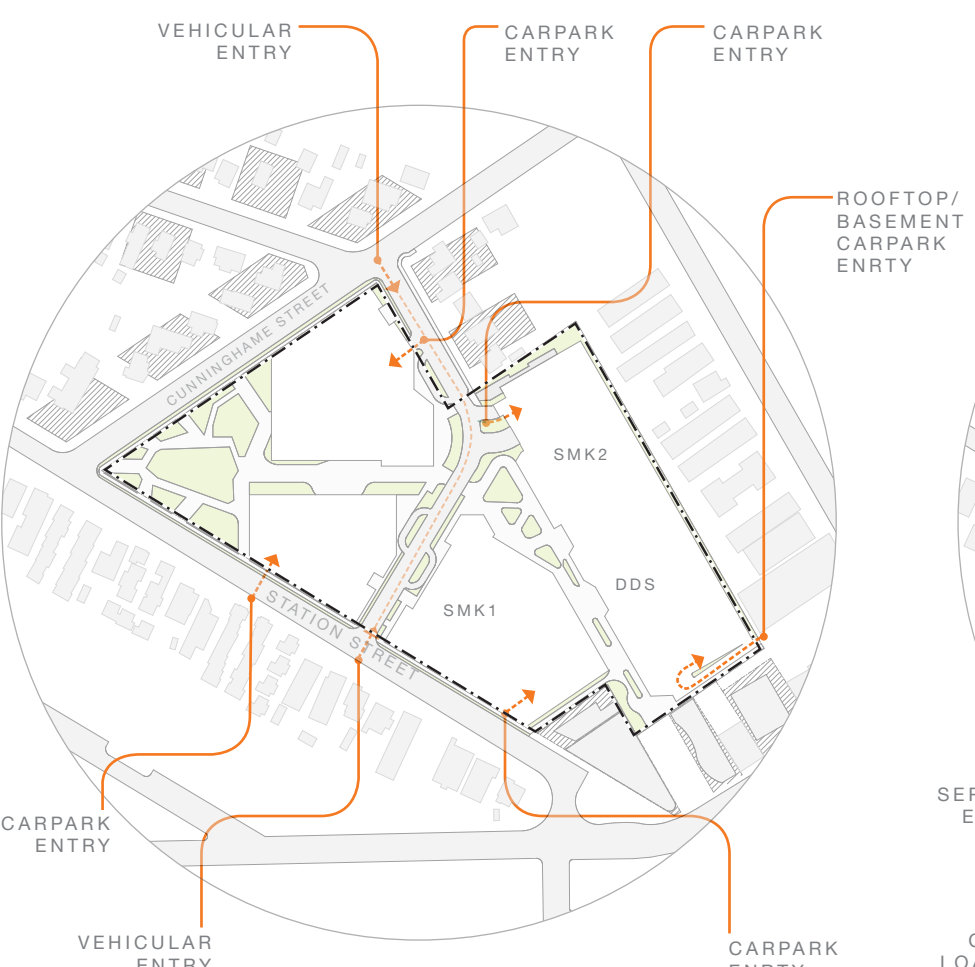
# DESIGN RESPONSE

## GROUND FLOOR ACCESS



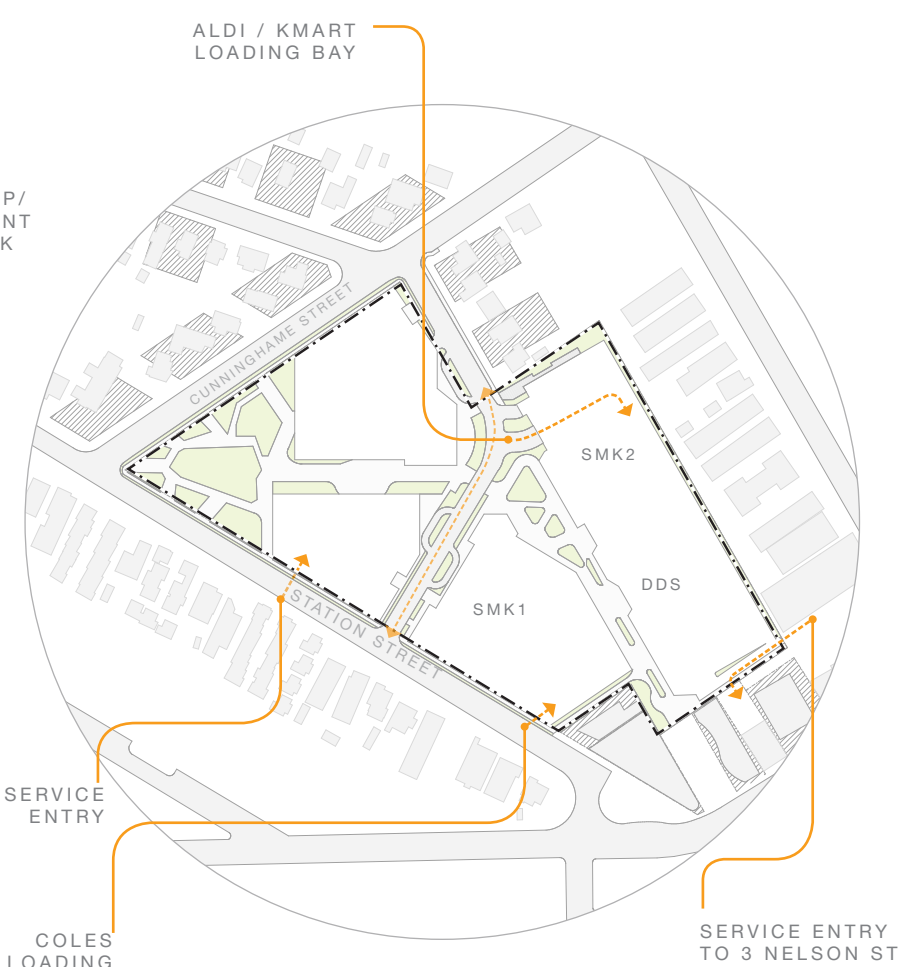
### PEDESTRIANS

- CENTRAL PEDESTRIAN LINK VIA PARK AND PUBLIC PLAZA
- LOBBY ENTRY POINTS ALONG PLAZA AND CENTRAL LINK



### CARS

- CONSOLIDATED VEHICULAR ACCESS OFF NEW CENTRAL ROAD



### SERVICING

- LOADING BAYS SEPARATED FROM PEDESTRIAN ACCESS
- SERVICING ENTRY RETAINED FOR 30 NELSON STREET



DESIGN RESPONSE

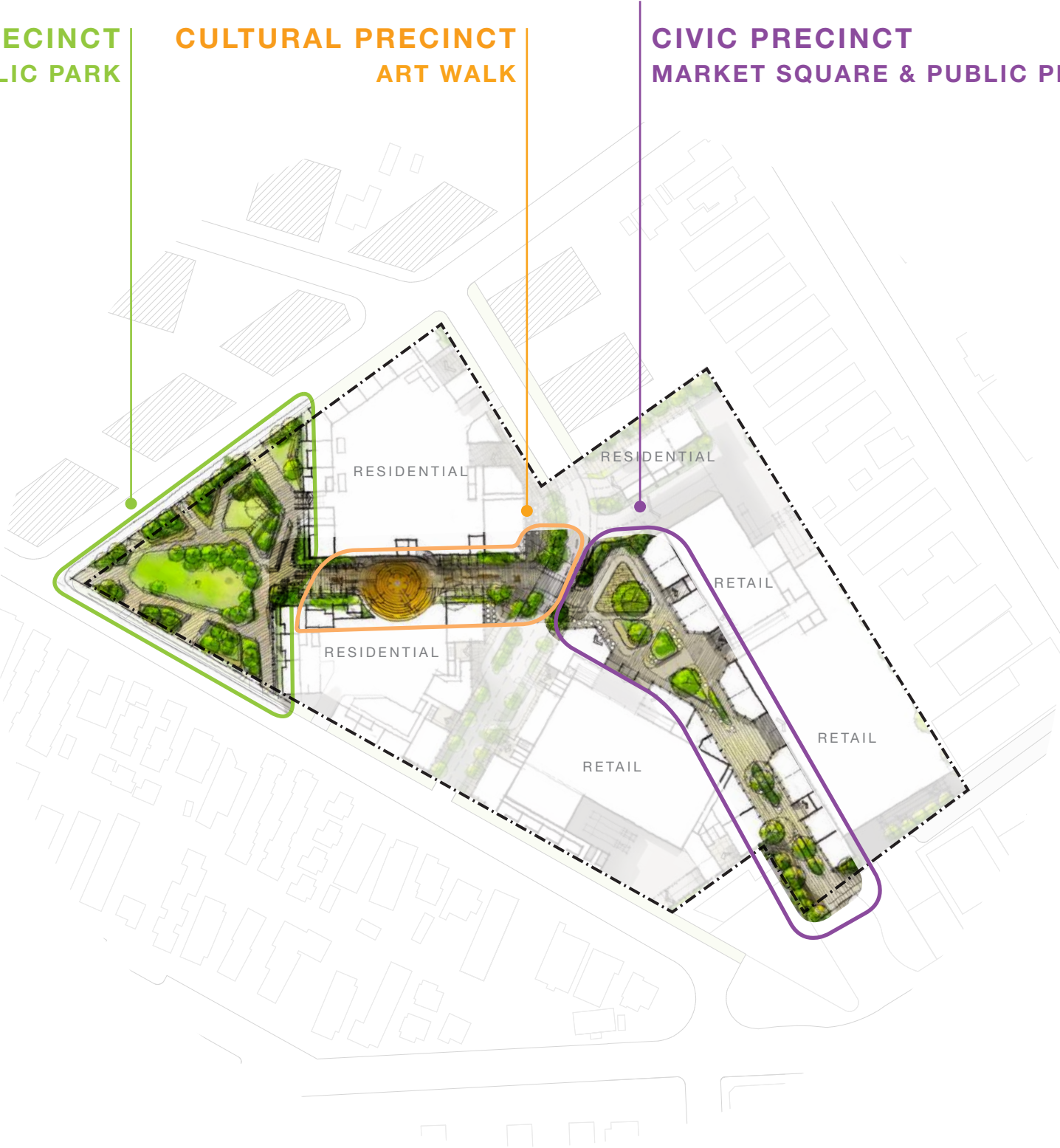
# MASTERPLAN SUMMARY

## THREE DISTINCT PRECINCTS

GREEN PRECINCT  
PUBLIC PARK

CULTURAL PRECINCT  
ART WALK

CIVIC PRECINCT  
MARKET SQUARE & PUBLIC PLAZA





DESIGN RESPONSE

# MASTERPLAN SUMMARY

## THREE DISTINCT PRECINCTS

GREEN PRECINCT  
PUBLIC PARK

A NEW PUBLIC PARK FOR FAIRFIELD



PASSIVE RECREATION



GREEN RELIEF



ACTIVE SPACES



ACTIVATED EDGES



PLACE TO CONNECT



PLACE TO PLAY





DESIGN RESPONSE

# MASTERPLAN SUMMARY

ARTISTIC IMPRESSION





DESIGN RESPONSE

# MASTERPLAN SUMMARY

THREE DISTINCT PRECINCTS

CULTURAL PRECINCT  
ART WALK

A NEW OPEN SPACE CONNECTING  
RESIDENTS WITH THE EXISTING COMMUNITY



TEMPORARY  
COMMUNITY ART



INTEGRATED BUILT  
FORM AND ART



SCULPTURAL  
INSTALLATIONS



COLOUR + MOVEMENT



ART TO ACTIVATE  
RETAIL SPACES



HISTORICAL  
INTERPRETATION

rothelowman



DESIGN RESPONSE

# MASTER PLAN SUMMARY

## THREE DISTINCT PRECINCTS

CIVIC PRECINCT  
MARKET SQUARE AND PUBIC PLAZA

A NEW RETAIL EXPERIENCE. A MARKET SQUARE  
PUBLIC SPACE IN A REVITALISED RETAIL CENTRE



PEDESTRIAN PROMENADE



ACTIVATED URBAN CORES



QUALITY RETAIL  
ENVIRONMENTS



SHOPPING  
ARCADES



FOOD MARKETS



OUTDOOR LIFESTYLE





DESIGN RESPONSE

# MASTERPLAN SUMMARY

ARTISTIC IMPRESSION





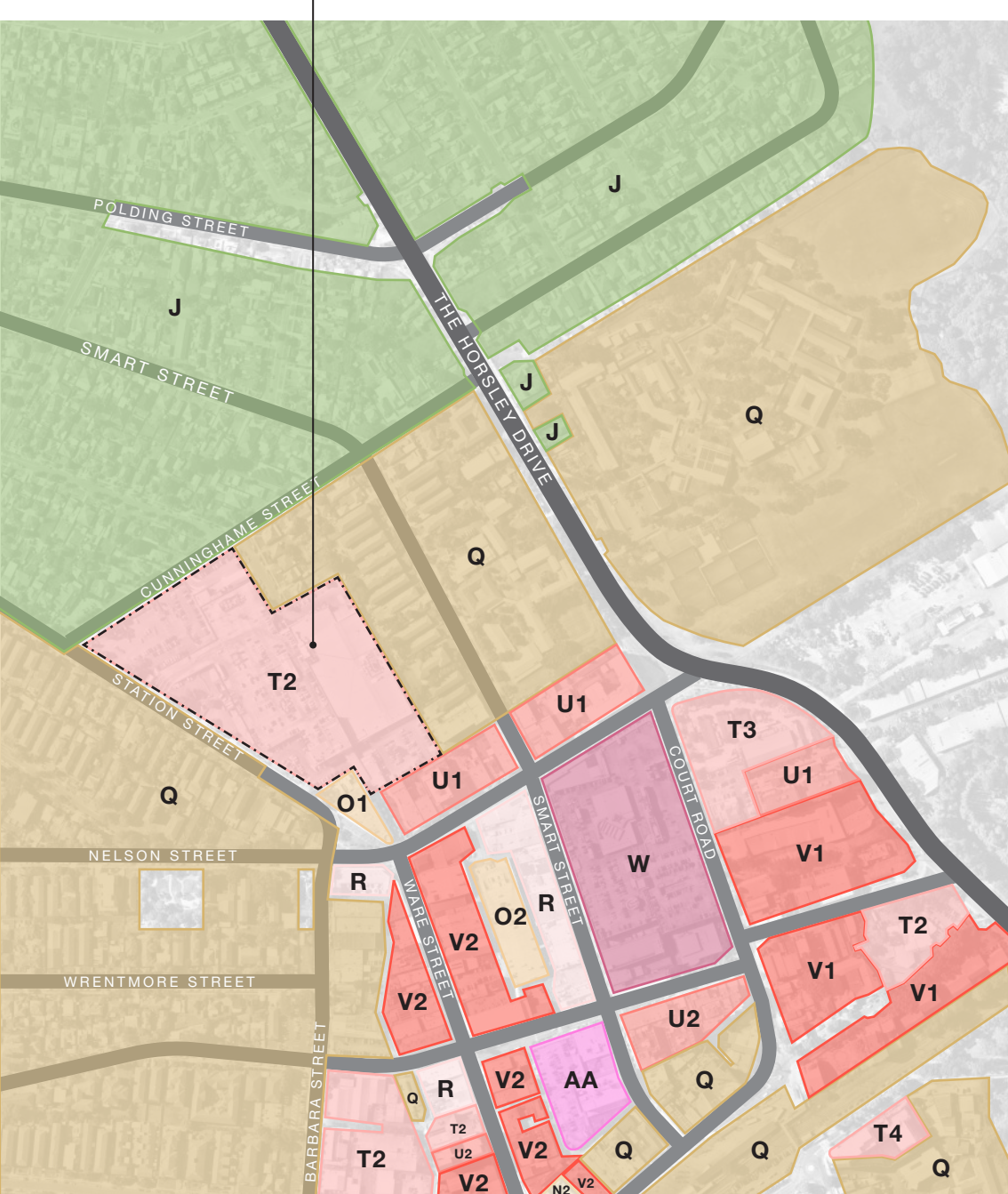
# DESIGN RESPONSE

## CURRENT PLANNING CONTROLS

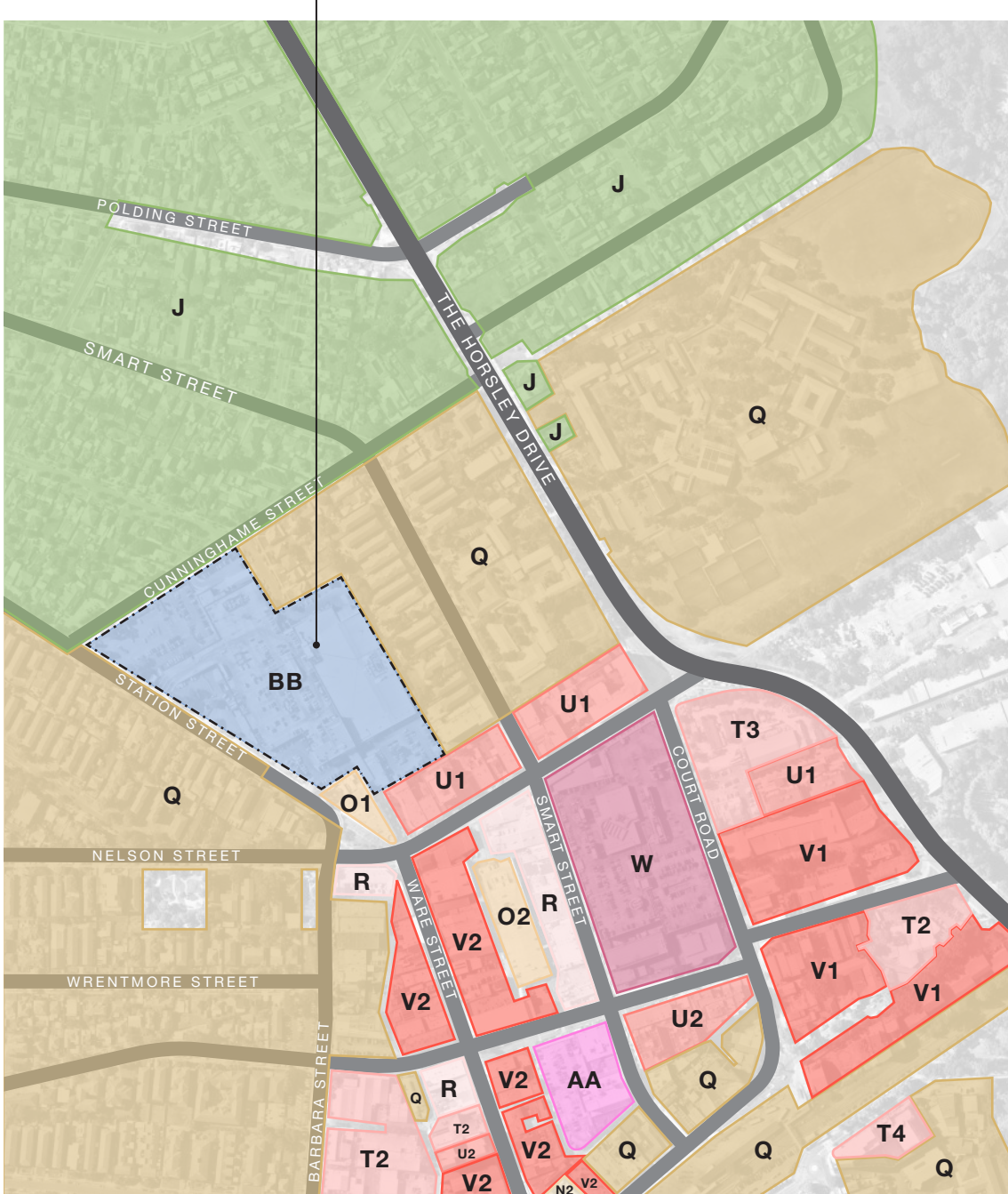
### MAXIMUM BUILDING HEIGHT

Following the detailed analysis contained within the appendices and the process of engagement with council, the following is the maximum building height proposed for the subject site.

#### EXISTING



#### PROPOSED



**Legend**

[ ]	Subject Site
[ ]	Major Road
[ ]	Arterial Road

**LEP CONTROLS**

**Maximum Building Heights (m)**

J	9
N2	14
O1	15
O2	16
Q	20
R	21
T2	26
T3	27
T4	29
U1	30
U2	33
V1	38
V2	39
W	42
AA	66
BB	82

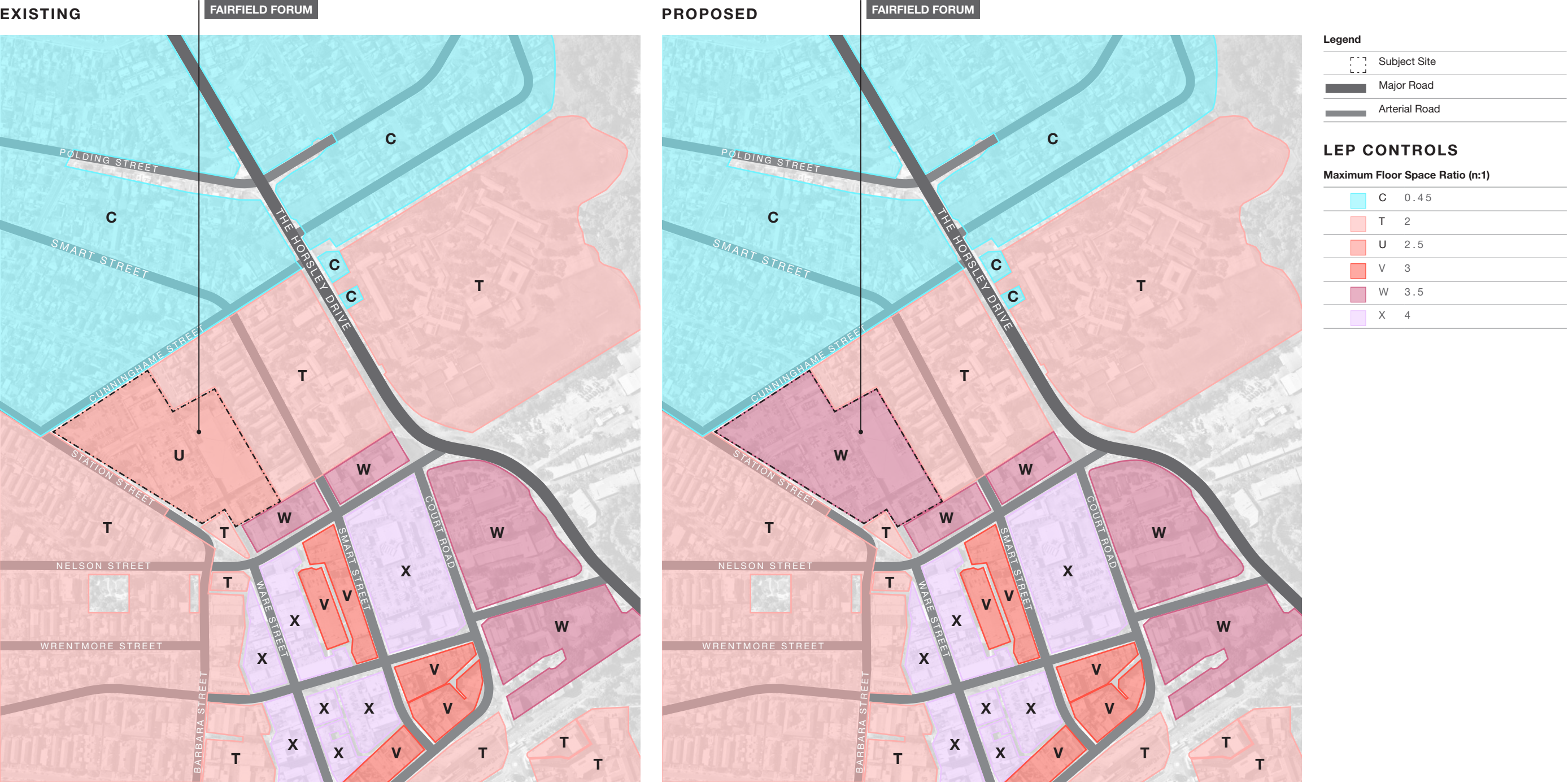


# DESIGN RESPONSE

## CURRENT PLANNING CONTROLS

### MAXIMUM FLOOR SPACE RATIO

Following the detailed analysis contained within the appendices and the process of engagement with council, the following is the resultant floor space ratio on the subject site.





# DESIGN RESPONSE

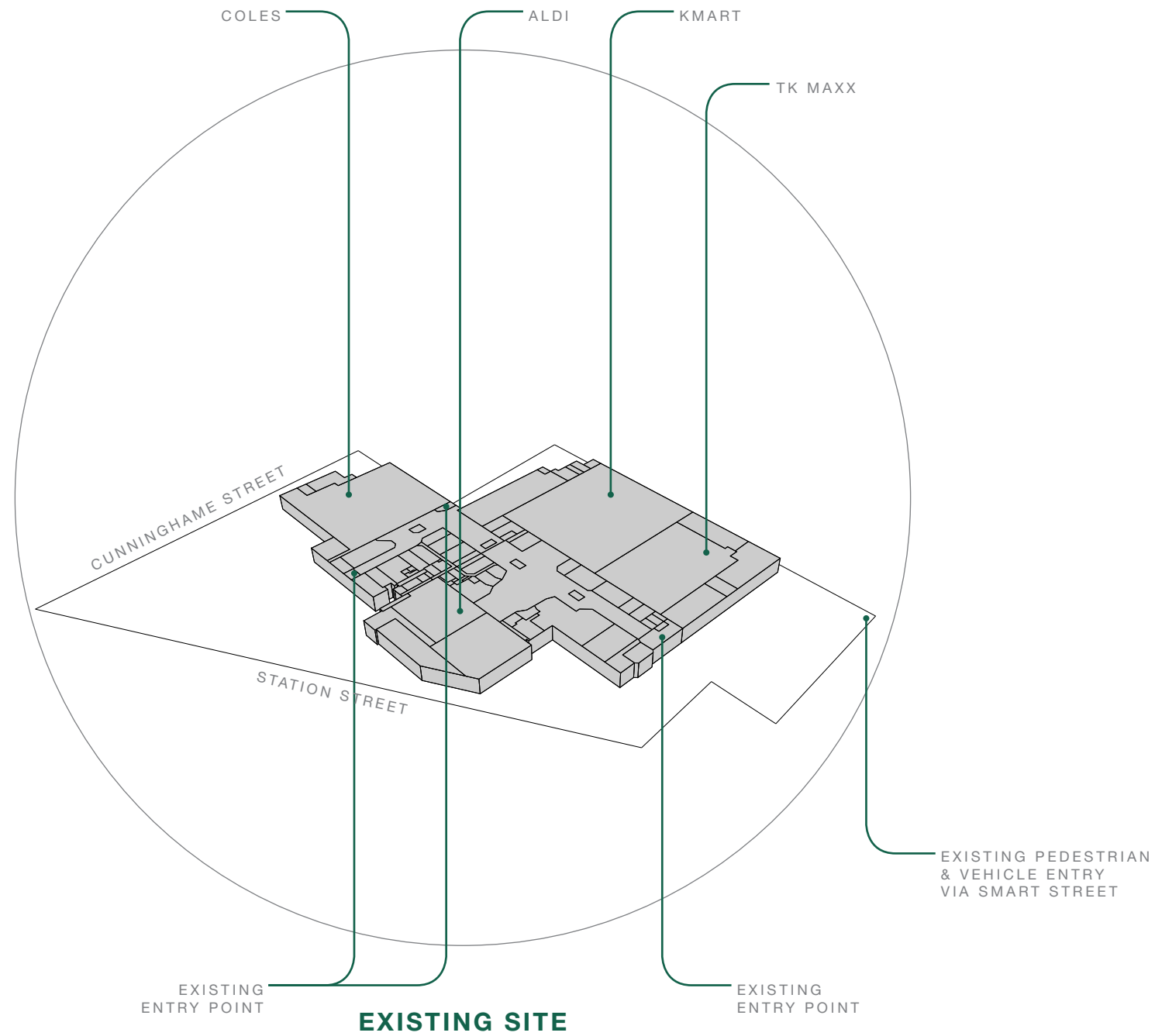
## PHASING STRATEGY

### EXISTING

The proposed masterplan allows for the staged redevelopment of the precinct.

Key to this staging is the ability to maintain the operations and functions of the existing retail centre as it is redeveloped.

Along with the provision of the upgraded retail centre and new residential developments, new public open spaces will be delivered sequentially to service each new group of residents.

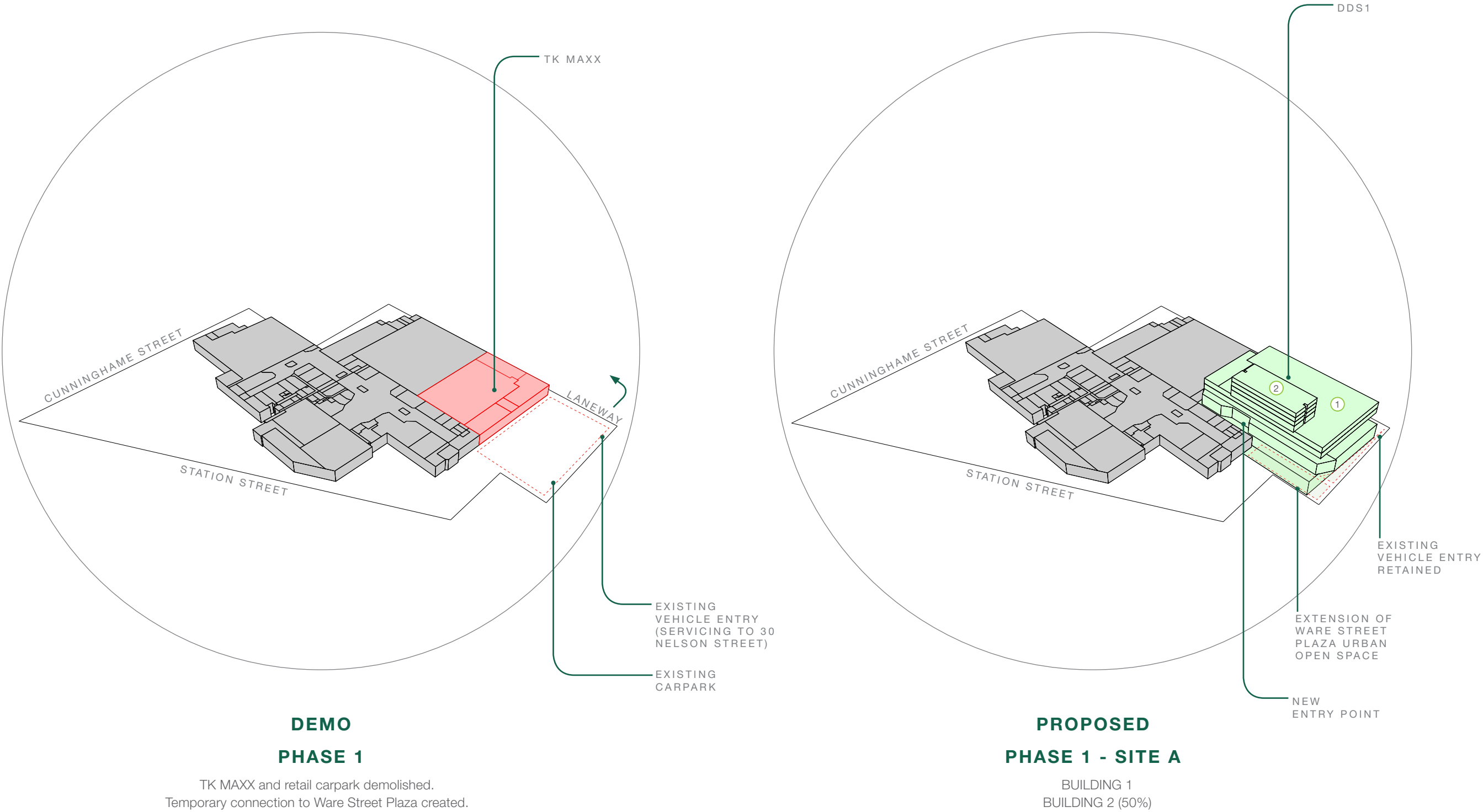




# DESIGN RESPONSE

# PHASING STRATEGY

## PHASE 1

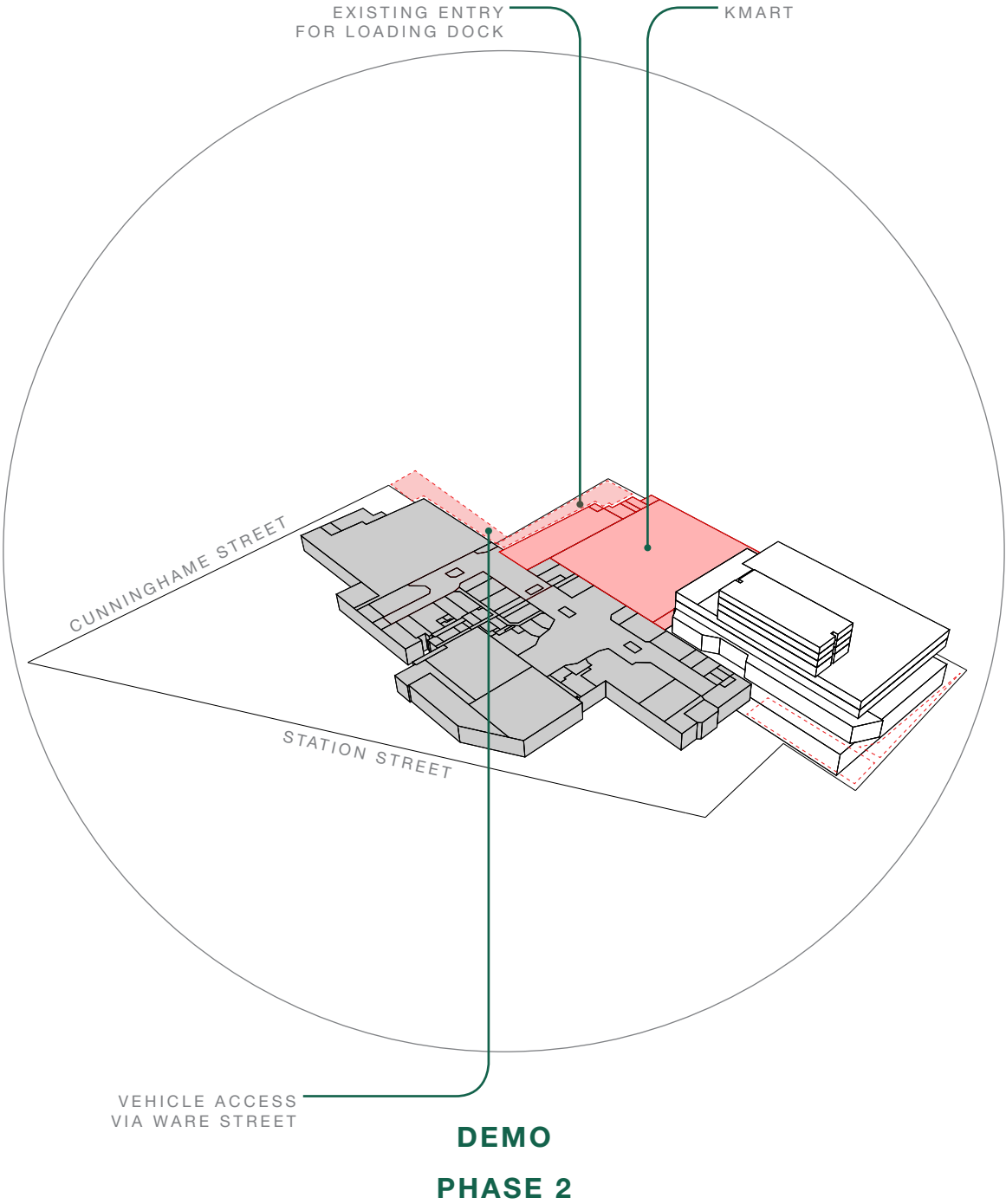




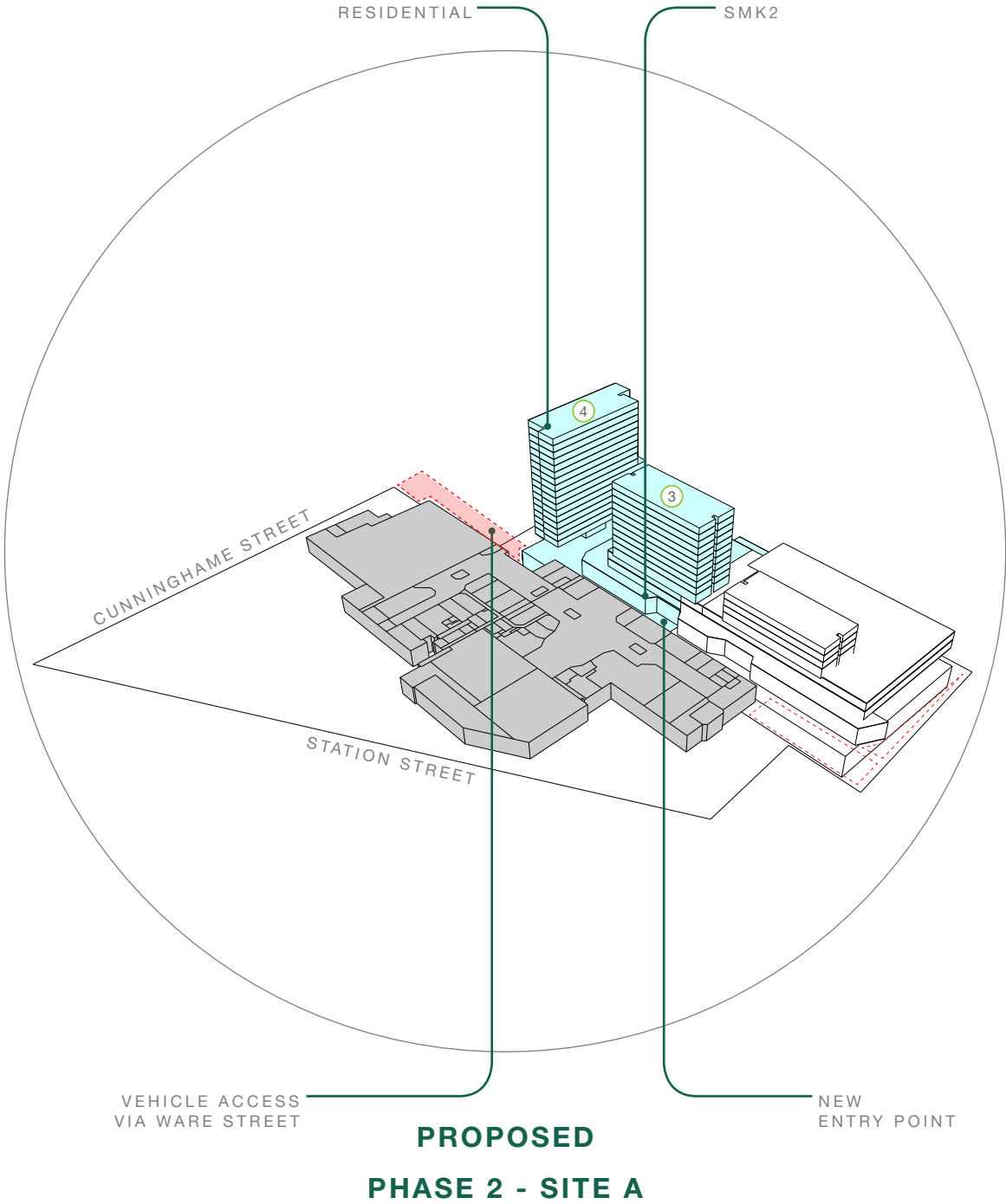
# DESIGN RESPONSE

# PHASING STRATEGY

## PHASE 2



KMART and adjacent speciality stores demolished. The Northern entrance to the Mall and parking will be closed.



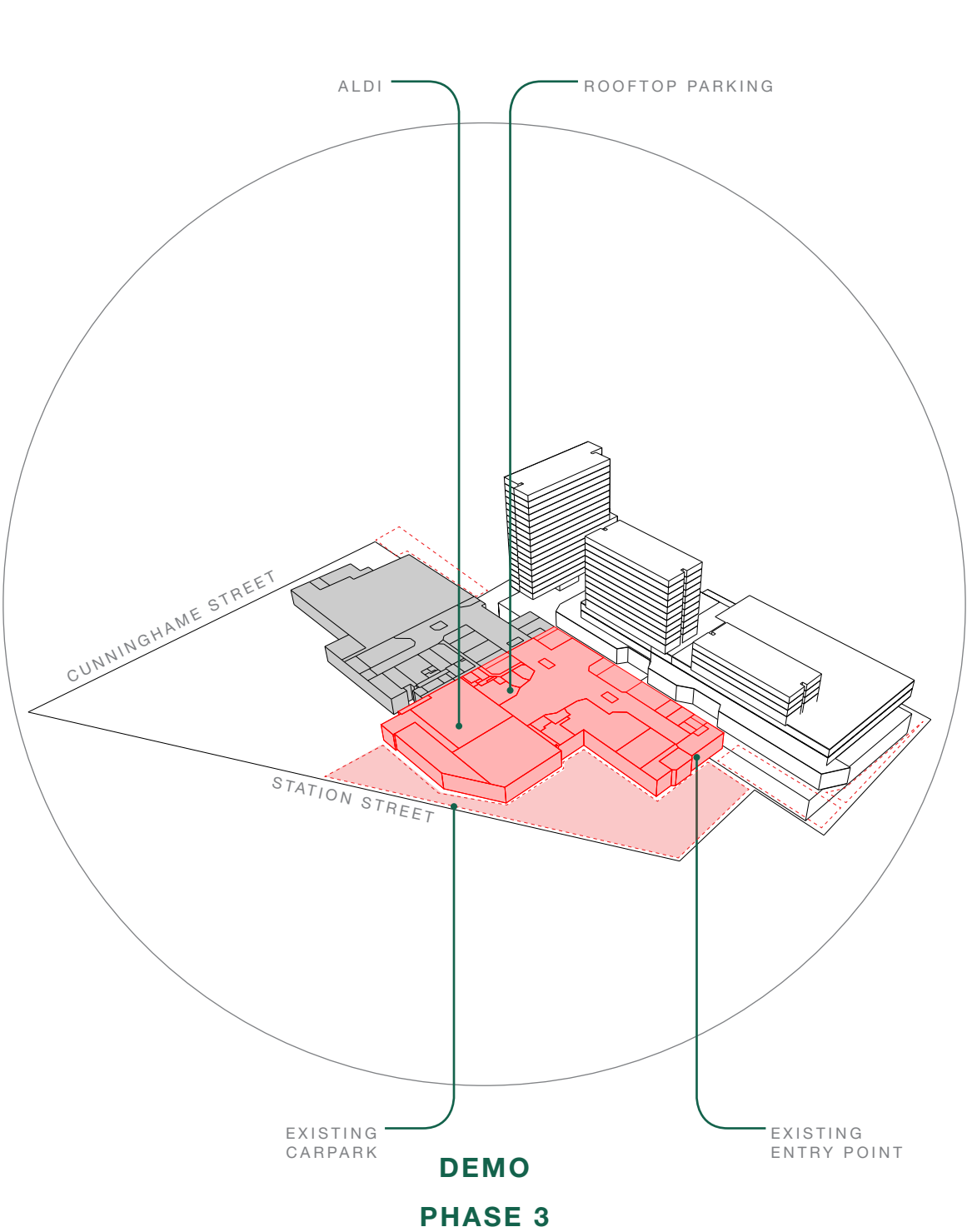
New ALDI completed, and part of Ware Street upgrade completed. Temporary entry point to retail centre created.



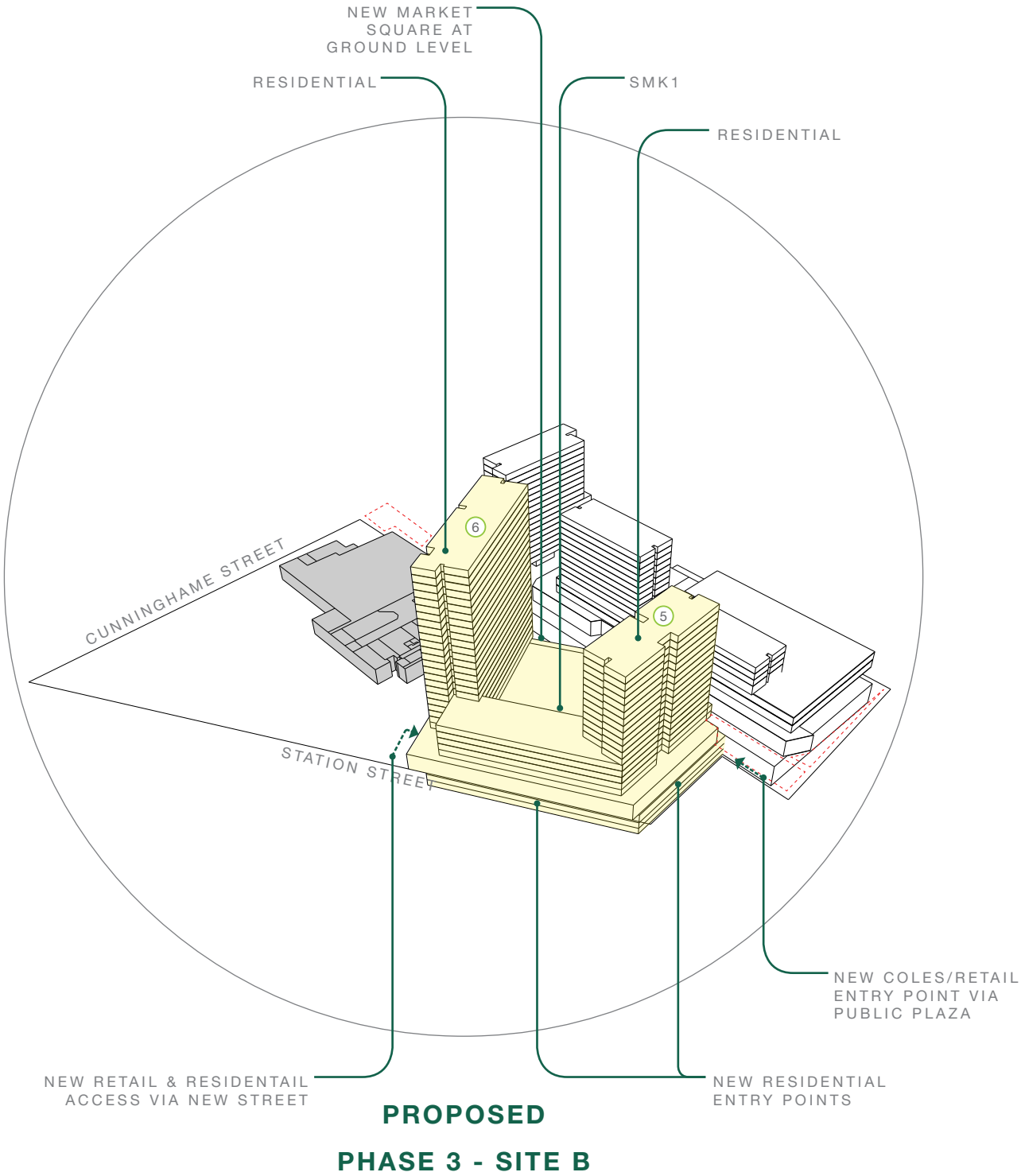
# DESIGN RESPONSE

# PHASING STRATEGY

## PHASE 3



Main mall and old ALDI demolished including roof top carpark.



BUILDING 5  
BUILDING 6

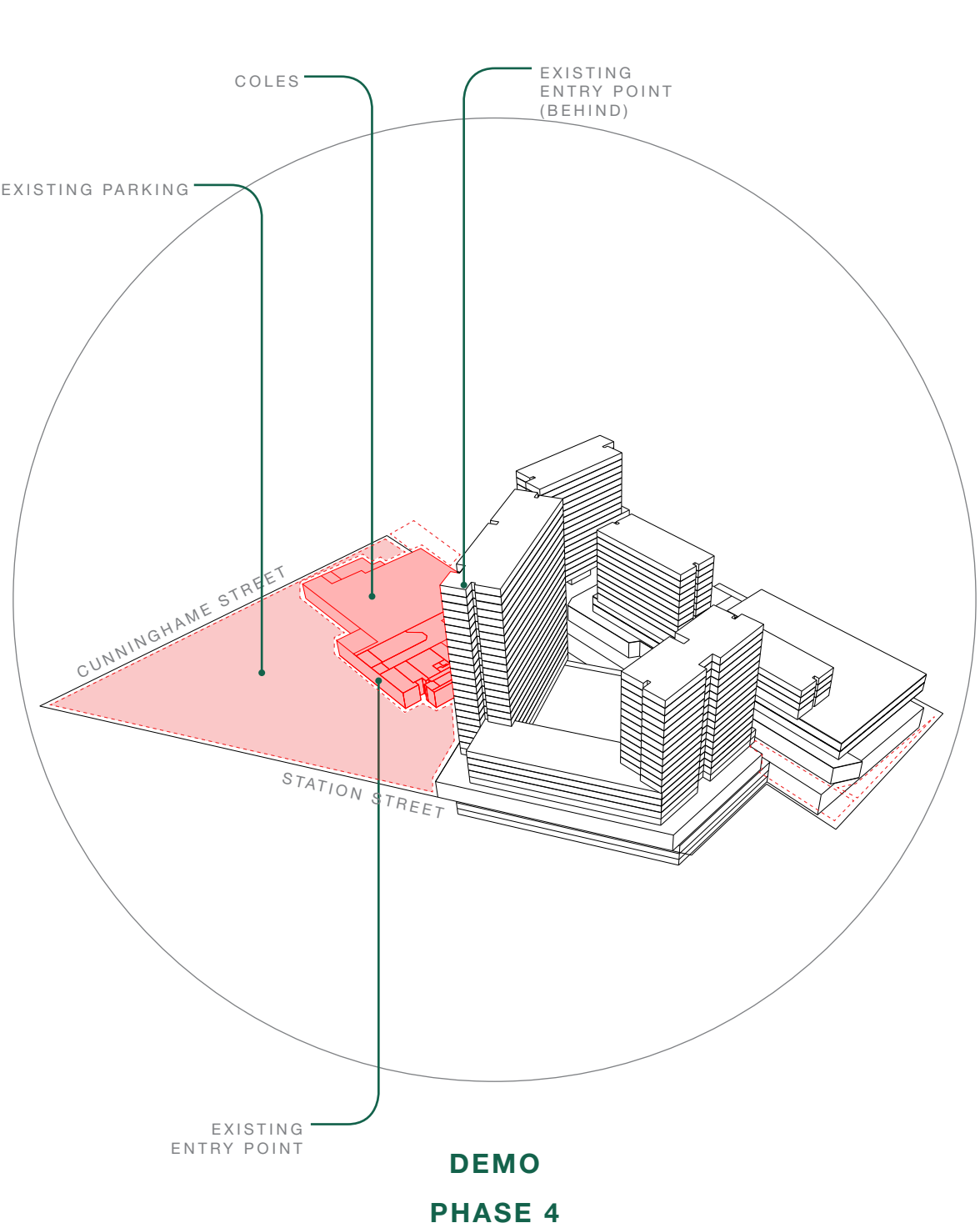
New COLES and residential completed.  
Plaza and market square completed.



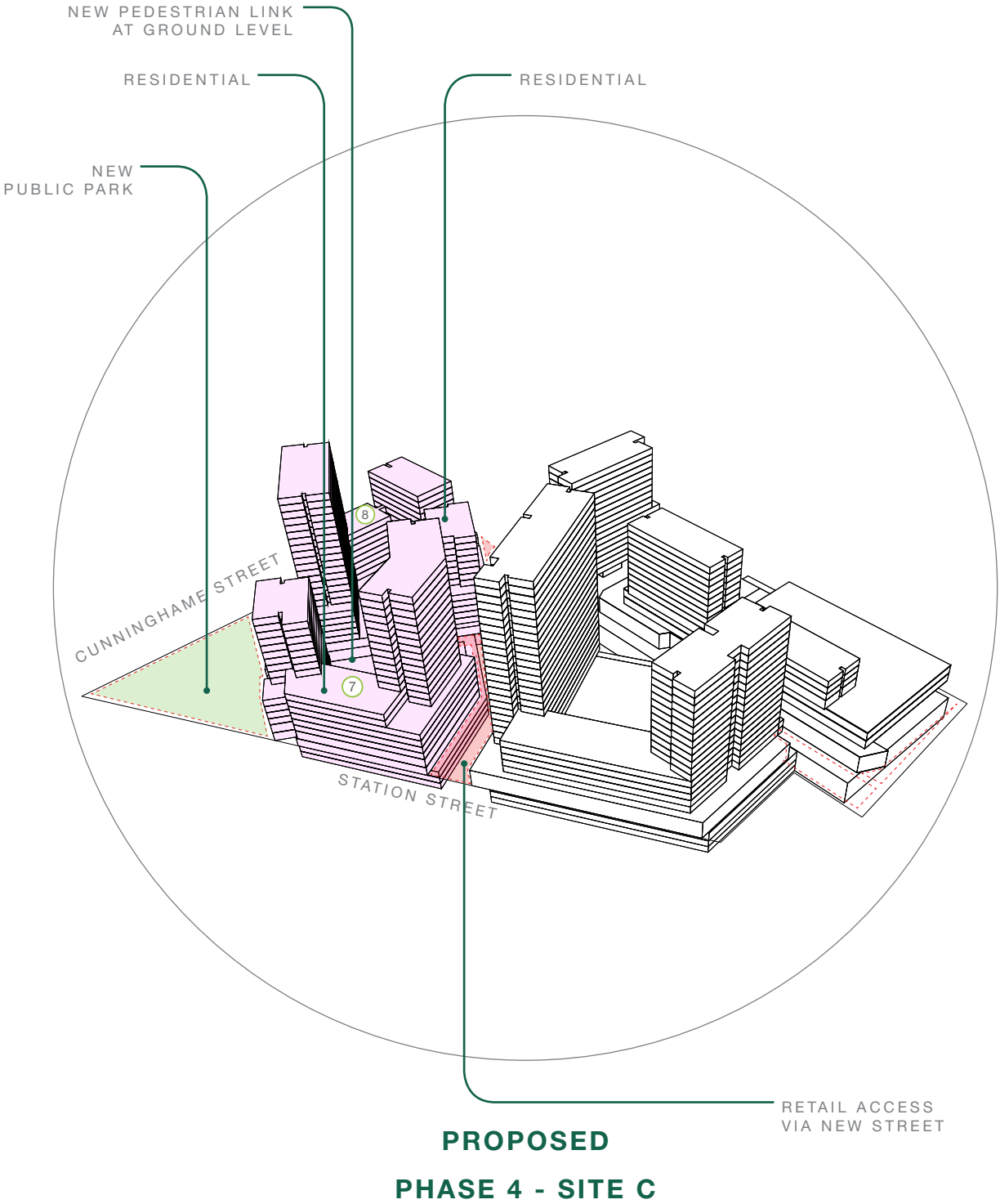
# DESIGN RESPONSE

# PHASING STRATEGY

## PHASE 4



Existing COLES and remaining speciality stores demolished.  
Site for new park established to allow for construction.



BUILDING 7  
BUIDLIN5 8

Park, residential and new street between Phase 3/4 created.



# DESIGN RESPONSE

## PHASING STRATEGY

### SUMMARY

To facilitate the orderly development of the site, the proposed masterplan envisages the attached phasing strategy to allow delivery of the key components of the development.

The table below summarises the extent of development in each anticipated phase, with the anticipated public benefit contribution for each phase nominated.

NEW ENTRIES	RETAIL	
Phase 1	• KMART	Via Market Square (Ware St Axis)
Phase 2	• ALDI	
Phase 3	• COLES	
	RESIDENTIAL	
Phase 2	• BUILDING 3/4	Via New Street
Phase 3	• BUILDING 6	
Phase 4	• BUILDING 7	Via Market Square (Southern Boundary)
Phase 4	• BUILDING 8	
Phase 3	• BUILDING 5	

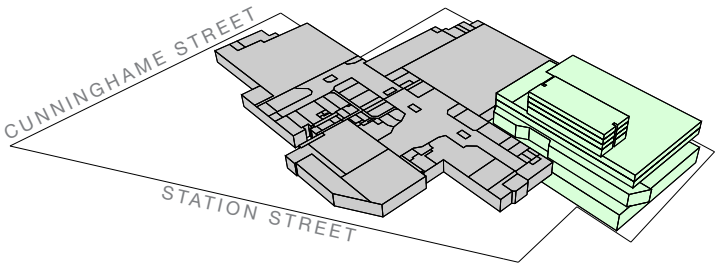
\*ALL NUMBERS ARE APPROXIMATE

	Parking Totals	Parking Loss	Parking Gain	Residential Units	Public Benefit
Phase 1 (Site A)	1 3 0 1	105	1196	3 3	Ware Street Plaza extension completion of Ped Lane to Smart Street
Phase 2 (Site A)				2 3 3	Commence Ware Street extension
Phase 3 (Site B)	4 9 0	130	360	4 5 4	Complete Ware Street extension to Station Street Complete Ped Plaza link
Phase 4 (Site C)	1 1 2 8	33	1095	7 5 4	Complete Ware Street extension to Station Street Complete Ped Plaza link

#### DATA

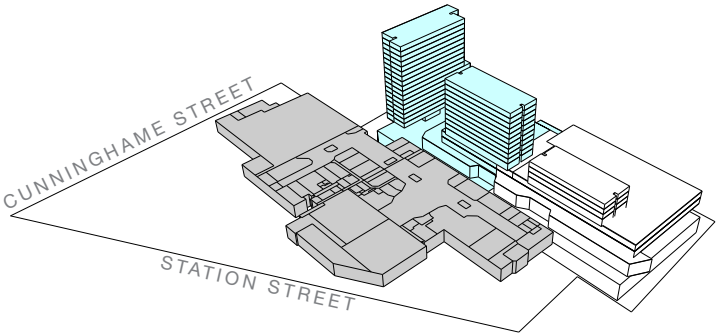
#### PROPOSED PHASE 1 - SITE A

BUILDING 1  
BUILDING 2 (50%)  
DDS1 and mixed use development. Initial Ware Street Plaza extension opened as well as retail basement carpark.



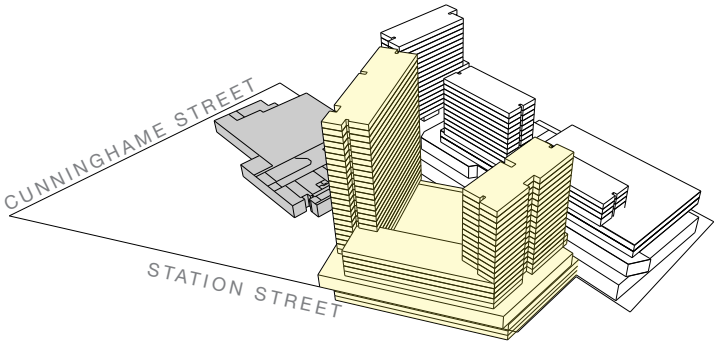
#### PROPOSED PHASE 2 - SITE A

BUILDING 3  
BUILDING 4  
New ALDI completed, and part of Ware Street upgrade completed. Temporary entry point to retail centre created.



#### PROPOSED PHASE 3 - SITE B

BUILDING 5  
BUILDING 6  
New COLES and residential completed. Plaza and market square completed.



#### PROPOSED PHASE 4 - SITE C

BUILDING 7  
BUILDING 8  
Park, residential and new street between Phase 3/4 created.

