



PROPOSED HEIGHTS
Scale 1:5000

DESIGN PRINCIPLES

BUILT FORM / BUILDING HEIGHTS

MASTERPLAN DESIGN CONSIDERATIONS

CURRENT MAXIMUM BUILDING HEIGHT
Building heights should have an appropriate transition from the surrounding context, in particular from existing residential areas, to proposed taller building heights within the precinct.
There's an opportunity for higher buildings in the central area where increased density is desirable to support the viability of different uses.
Victoria Road, a commercial corridor, public transport route, and link between existing retail precincts, is an opportunity for higher buildings appropriate for a significant urban road.

THE URBAN DESIGN STRATEGY

Heights are generally stepped down towards the edges of the precinct to transition to existing lower scale building forms. Along Sydenham Road and Farr Street the building heights are stepped down to 3 and 4 storeys. Towards the middle of the site they transition up to 10-14 storeys closer to Victoria Road. Along Victoria Road 6-7 storey building forms provide an urban scale to this commercial spine and public transport route defining it as the primary road through the precinct. Behind the Victoria Road buildings the envelopes are generally lower between 4 and 6 storeys. Some taller building forms of 8-14 storeys are located within the development sites; away from the consistent heights along Victoria Road and the transitional heights at the edges of the precinct. The maximum height of 14 storeys, excluding plant and lift overruns, is within the OLS surface of 51m building height. The mix of lower and taller buildings provides diversity in the building forms and typologies and a visually more interesting built form landscape for the precinct.

- POSSIBLE FUTURE CONNECTIONS
- HEIGHT AS PER EXISTING CONTROLS
- PROPOSED 3 STOREY BUILDING
- PROPOSED 2 STOREY BUILDING WITH 3 ADDITIONAL POP-UP STOREY
- PROPOSED 4 STOREY BUILDING WITH 1 ADDITIONAL POP-UP STOREY
- PROPOSED 6 STOREY BUILDING
- PROPOSED 5 STOREY BUILDING WITH 1 ADDITIONAL POP-UP STOREY
- PROPOSED 6 STOREY BUILDING WITH 1 ADDITIONAL POP-UP STOREY
- PROPOSED 8-10 STOREY BUILDING
- PROPOSED 12-14 STOREY BUILDING
- EXISTING BUILDINGS
- PROPOSED LANDSCAPED AREA
- EXISTING ROADS
- PROPOSED CONNECTIONS (ROADS, PLAZAS, SHARED WAYS)
- P47 BOUNDARY



VICTORIA ROAD COMMERCIAL CORRIDOR
Scale 1:6000

DESIGN PRINCIPLES

VICTORIA ROAD COMMERCIAL CORRIDOR

MASTERPLAN DESIGN CONSIDERATIONS

STREET PATTERN
Victoria Road is a key higher order road and provides an opportunity for more intense forms of development that reinforce its role as a major collector road through the precinct.

THE URBAN DESIGN STRATEGY

- Promote Victoria Road as the central commercial spine within the precinct => increase commercial floorspace & activity
- Use this street to establish the character of the precinct - an area of active street life.
- Use the Victoria Road spine as a link to connect existing commercial and retail strips such as Marrickville Road retail, Addison Road Commercial, Marrickville Metro, Enmore Road Mixed-Use
- Support these uses with increases in residential dwellings, in appropriate locations, as well as spaces for new enterprises and 'start-ups' for local businesses.

- EXISTING RETAIL OR COMMERCIAL CENTRE
- PROPOSED COMMERCIAL CORRIDOR AT VICTORIA ROAD
- VICTORIA ROAD 'LINK' TO CONNECT EXISTING RETAIL AND COMMERCIAL STRIPS



RICH & CHAPEL STREET COMMERCIAL, SHOWROOM AND HOME RENOVATION HUB
Scale 1:6000

DESIGN PRINCIPLES

RICH & CHAPEL STREETS COMMERCIAL, SHOWROOM AND HOME RENOVATION HUB

MASTERPLAN DESIGN CONSIDERATIONS

CURRENT ZONING
*The uniform industrial zoning is redundant and rezoning should respond to both existing and desired future character.
New zoning should provide appropriate interfaces between different uses, both new and existing, and allow for a critical mass that promotes their viability and creates ‘hubs’ of like businesses.
Provide transitional zones for an appropriate interface between new Residential and Business zones and existing General Industrial zones.*

HERITAGE
*Heritage items make the precinct diverse and distinctive.
Sims Metal Factory could be converted into a ‘rain, hail & shine’ venue (village markets, exhibitions, community events, functions) and become an important gathering place for the existing and new community.
Support retention of character buildings.*

- THE URBAN DESIGN STRATEGY**
- Support creation of ‘hubs’ for the precinct’s existing home renovation and food production businesses, with ancillary showrooms and cafes.
Promote active or display oriented ground floor uses with Commercial uses above.
 - Build on existing small scale boutique home renovation stores to create a new collection of stores as a focal point around Rich and Chapel Streets.
 - Re-use the heritage listed Sims metal factory at the end of Rich Street to become a new destination for the local residents for example as a market venue, exhibition space or community facility
 - Encourage conversion of existing warehouses as well as upgrading of existing built forms with new infill developments

- ➡ POSSIBLE FUTURE CONNECTIONS
- PROPOSED RICH & CHAPEL ST COMMERCIAL, SHOWROOM AND HOME RENOVATION HUB



RESIDENTIAL DEVELOPMENT
Scale 1:6000

DESIGN PRINCIPLES

RESIDENTIAL AMENITY

MASTERPLAN DESIGN CONSIDERATIONS

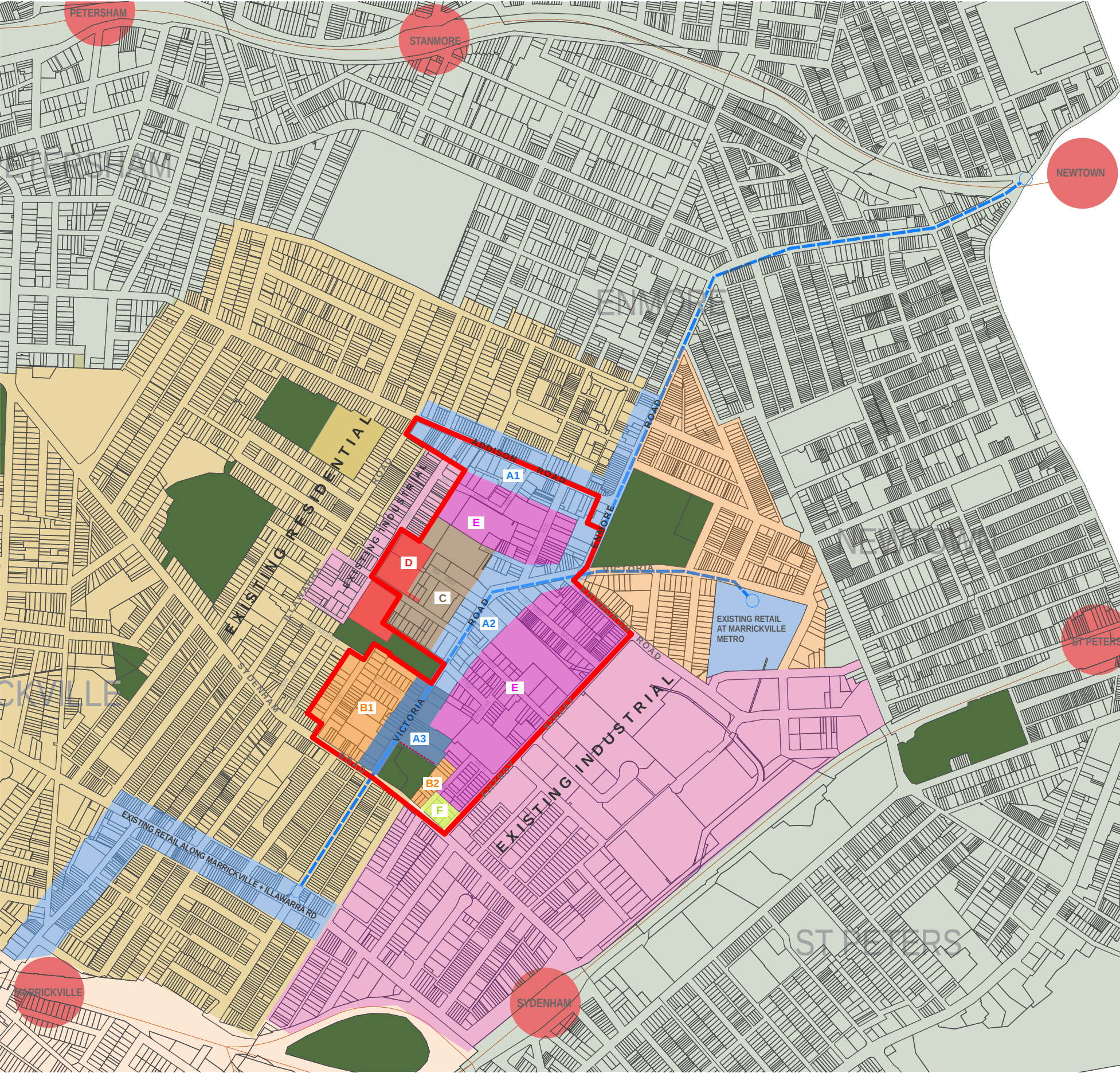
ANEF CONTOURS
Any residential development needs to be constructed to meet the internal noise level recommendations contained in AS2021.

PUBLIC TRANSPORT
*The precinct is close to public transport options, particularly at the southern end.
Decrease current travel distances to public transport options with a more permeable block structure and pedestrian path network.*

PUBLIC PARKS AND OPEN SPACES
*Parks, pocket parks, significant trees and street planting need to be incorporated into any future development.
Establish an extensive green network that encourages access to the Victoria Road precinct and connects the significant green spaces within the precinct.*

- THE URBAN DESIGN STRATEGY**
- Cluster new primarily residential development close to existing residential areas, open space, community facilities enhancing visual amenity to residents in addition to ensuring dwellings have good access to parks and recreational facilities. Increase residential and mixed use densities in these key locations.
 - Encourage active streets as important gathering places and focal points for the community. Public domain improvements will focus on amenity in these streets and narrow lanes and public art will be an important part of this amenity.
 - Provide more connections, explore the potential for the creation of new pedestrian links, and encourage and increase walking.

- PROPOSED PREDOMINANTLY RESIDENTIAL PRECINCTS
- ➔ PROXIMITY TO EXISTING RESIDENTIAL PRECINCTS AND/OR PUBLIC PARKS AND/OR COMMUNITY FACILITIES
- PROPOSED COMMUNITY HUB



SITE ANALYSIS_HIGH LEVEL OBJECTIVES FOR THE SITE
Scale 1:10000

DESIGN PRINCIPLES

LAND USE PRINCIPLES

ZONING OBJECTIVES

- A1**
- Retain and intensify commercial use along Addison Road
 - Promote active street frontages
- A2**
- Encourage new business-use, non-residential development with active ground floor uses along Victoria Rd
 - Create a physical street edge that clearly defines this major road
 - Promote activity and enhance street scape: street tree planting, cafes with outdoor seating, bicycle parking, street furniture, street parking, pockets parks
- A3**
- Encourage new mixed-use development with active ground floor uses along Victoria Rd and around Wicks Park with residential uses above
 - Create a physical street edge that clearly defines Victoria Road
 - Promote activity and enhance Wicks Park and Victoria Rd: street tree planting, cafes with outdoor seating, bicycle parking, street furniture, street parking, active edges around the park
- B1**
- Promote residential developments near interfaces with existing residential areas along Illawarra Road and (South of) Sydenham Road and in close proximity to the school, shops and a variety of public transport options
 - Encourage work-live scenarios
- B2**
- Encourage new business-use, non-residential development around Faversham Street and Fitzroy Street as a transition between mixed-use developments with residential above, and the industrial zones and proposed Sydenham Station Creative Hub.
- C**
- Support creation of 'hubs' for the precinct's existing home renovation and food production businesses, with ancillary showrooms and cafes. Promote active or display oriented ground floor uses with Commercial uses above.
 - Build on existing small scale boutique home renovation stores to create a new collection of stores as a focal point around Rich and Chapel Streets.
 - Encourage conversion of existing warehouses as well as upgrading of existing built forms with new infill developments
- D**
- Special use.
 - Encourage conversion of Sims Metal Factory into a 'rain, hail & shine' venue (village markets, exhibitions, events, functions)
=> reference: Carriage Works
 - Promote symbiosis between cultural facilities and creative industries or childcare centre.
- E**
- Special transitional industrial zone between new employment uses/ residential and existing traditional industrial core
- F**
- Private Recreation

DESIGN PRINCIPLES

VISION STATEMENT

Our vision for the Victoria Road Precinct is of a vibrant, diverse and sustainable mixed use precinct, enabled by a new urban framework that provides pedestrian, cyclist and vehicular permeability, interesting and appropriate built form, high quality public spaces and access to all the amenities that will make the precinct a highly desirable place to work and live.

The rezoning and renewal of this precinct provides the opportunity to make significant improvements to the public domain, develop new residential and business communities and increase employment opportunities. New commercial space will provide a critical mass to support emerging creative and technology businesses that are attracted by affordable and flexible space.

A new urban framework will better organise the distribution of the uses so that each use is supported rather than conflicted by its proximity to other uses. From its early days the area has accommodated a mix of fine grain working class housing along with a coarser grain of commercial and industrial development. However the current mix of fragmented ownership, small sites but large blocks, and poor access for heavy vehicles conflicts with the general industrial zoning. Proposed transitional zones, such as around Wicks Park, provide appropriate interfaces between new Residential and Business zones and the existing General Industrial zones, and the predominant B5 zone will support the retention and development of fine grain buildings and retention of character buildings in those areas. The B5 zone around Faversham Street and Fitzroy Street also provides an appropriate interface with the Sydenham Station Creative Hub whose boundaries are adjacent to Precinct 47. That proposal acknowledges the declining industrial use in the area, noting the high number of vacancies, and recommends zoning changes to broaden business uses in the area with a focus on encouraging more creative uses and temporary accommodation. This is consistent with the approach taken in the Victoria Road Precinct Planning Proposal.

The new street network will connect and interface into the existing surrounding areas so that there is greater permeability to and from the heart of the precinct for both residents and businesses, without impacting on the surrounding existing industrial and commercial uses and their transport corridors. Permeability within the precinct will be increased by greater use of laneways, shareways and extension of the existing network. A high quality public domain will encourage pedestrian traffic and expansion of businesses into outdoor areas that will result in a lively, attractive and activated streetscape. Increased soft landscaping and street tree planting will provide a perceived buffer from traffic, increased microclimate comfort, scale and colour.

Victoria Road is envisaged as becoming an active, mixed-use and business-use street, providing a connection between the established village centres of King Street, Newtown (to the north of the precinct) and Marrickville Road, Marrickville (to the south), giving a distinctive identity to the neighbourhood and providing a strong edge to existing parks and proposed open space areas.

New exciting residential development will be established at the southern end of the precinct close to existing residential areas, public transport, open space and community facilities, which will ensure dwellings have good access to parks, the school, amenities and recreational facilities. This new residential population will stimulate existing businesses and retail outlets in Marrickville.

New mixed-use and business-use zones will increase opportunities for residents to work locally and use local retail and leisure facilities. Active uses such as cafes, studios, businesses and small retail opportunities which line the streets and face open spaces such as Wicks Park will assist in increasing activity levels and pedestrian traffic in the area.

Boutique home renovation businesses are also present in the precinct and new showrooms could enhance and develop the theme of home improvement offerings without competing with existing retail centres. Almost by osmosis the area has become a beacon for creative industries such as theatres, studios, art galleries and entertainment production businesses. The vision aims to foster this trend and encourage the creation of a local artistic and creative hub.

The conversion of the area around the heritage-listed Sims metal factory into a community hub could accommodate spaces for childcare, school expansion and community halls and promote symbiosis between cultural & community facilities and creative industries. This area will establish and nurture community identity, social networks and participation in community life. It will be a lively meeting place with a spirit reflecting the creativity of the local neighbourhood.

Existing open spaces and parks within the precinct will be updated and promoted as green, active and attractive public places for the new residential areas. Strategically placed new ‘pocket parks’ will enhance the public domain and increase amenity for new residents. The inclusion of new through-site pedestrian links will increase permeability of the precinct and allow better activation of all areas. Both proposed and existing streets, laneways and shareways will now become hubs of activity, lined with live/work/creative/active type development.

The scale of the proposed built form is generally 3 to 7 storeys, with opportunities for some signature taller forms around Wicks Park and the timberyard site where large landholdings allow for such developments to be successfully accommodated without loss of amenity to the neighbouring areas. Heights of the proposed buildings are lower at the interfaces with the surrounding areas so there is an appropriate transition from the surrounding context, in particular from existing residential areas, to proposed taller building heights within the precinct.

Building envelopes have been configured to provide strong definition to existing, and new, streets and laneways whilst responding to the opportunities and constraints presented by the existing surrounding context. Building envelopes at the interface with the surrounding area provide a transition to the central precinct area where taller building forms create a more urban environment, active public domain and opportunities for a variety of building typologies. 6-7 storey buildings along Victoria Road designate it as the primary road through the precinct, the main commercial corridor and public transport route. Behind these, building forms are generally lower 3-6 storey forms that relate to their context and site orientation. Along Sydenham Rd the 3 storey streetwall provides an appropriate height transition to the buildings on the southern side, with any taller forms setback from the streetwall. In the general industrial areas the building forms could be equivalent to 3-4 commercial or residential storeys to accommodate high-bay warehouses.

The Victoria Road precinct presents an exciting possibility to provide a creative, livable and sustainable community that is well connected to the surrounding area. With the State and Local Government’s view to increase residential and employment densities, diversity and mixed uses around established centres that are close to public transport, this precinct can assist in realising this objective. As the precinct will be reshaped over a 15 to 20 year horizon, the proposed design with its mixture of uses allows for the gentle and graded transformation of the precinct so that there is some melding between the current uses and the new uses during the transition phase.

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MASTERPLAN

MASTERPLAN

ILLUSTRATIVE PLAN

Block E, F, H, I, J
Encourage conversion of existing ware-houses as well as upgrade of existing built forms with new infill developments.
Support creation of a 'hub' for the precinct's existing home renovation and food production businesses, with ancillary showrooms and cafes. Promote active or display orientated ground floor uses with commercial uses above.

Block G - Special use precinct
Allow for spaces for childcare, school expansion and community halls
Promote symbiosis between cultural & community facilities and creative industries
Encourage conversion of Sims Metal Factory into a 'rain, hail & shine' venue (village markets, exhibitions, community events, functions)

Block D
Medium density residential with landscaped communal courtyard will enhance visual amenity to residents in addition to good access to parks, schools, public transport and recreational facilities.

Mitchell Street
to be upgraded to shared road / plaza with street trees and pocket park

Block A
Low-rise residential

Block C
Medium density residential with landscaped communal courtyard. Good access to parks, schools, public transport and recreational facilities.

New shared road/ plaza
with street trees and pocket park

Block B
High density residential with signature 14+10 storey buildings & landscaped communal courtyard/
Views to Wicks Park and the CBD will enhance visual amenity to residents in addition to good access to parks, schools, public transport and recreational facilities.

Block K, L & M
Existing Industrial and Commercial (along Addison Road) to be retained

Victoria Road
Promote Victoria Road as the central commercial spine within the precinct => Encourage active street life with predominantly showrooms at ground floor and commercial office space above

Block P
Existing Residential and Industrial to be retained

Block O, Q, S, U
Special transitional industrial & light industrial sites between new employment uses and existing traditional industrial core.

Block R, T, V, W2
Existing Industrial to be retained

Block X
High density mixed use with ground floor activation (or business use) and landscaped communal courtyard/ Views to Wicks Park and the CBD will enhance visual amenity to residents in addition to good access to parks, schools, public transport and recreational facilities.

Block Z
Proposed 2 storeys plus 3 additional storeys, business-use zone, street activation and linear communal park/ Views to Wicks Park and the CBD will enhance visual amenity to workers in addition to good access to parks, schools, public transport and recreational facilities.

Wicks Park
Upgrade Wicks Park and promote as 'green, active and attractive public place' for the community and new residents.



ILLUSTRATIVE MASTERPLAN
Scale 1:4000

POSSIBLE FUTURE CONNECTIONS