

An architectural rendering of a modern multi-story commercial building. The building features a mix of materials, including dark grey panels, large glass windows, and green walls with vertical planters. A prominent glass-enclosed rooftop terrace is visible on the upper floors. The ground floor has large glass storefronts reflecting the surrounding environment. In the foreground, there are stylized green trees. The sky is a soft, hazy orange and pink, suggesting a sunset or sunrise. The overall aesthetic is contemporary and urban.

URBIS

WESTFIELD HURSTVILLE ELP DEVELOPMENT

STREETSCAPE ANALYSIS STUDY

PREPARED FOR
SCENTRE GROUP
07 OCT 2020

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INTRODUCTION

PURPOSE OF THIS REPORT

This Streetscape Analysis Study has been prepared by Urbis on behalf of the Applicant, Scentre Group Ltd, in support of a development application (DA) for alterations and additions to the existing entertainment and leisure precinct (ELP) at Westfield Hurstville Shopping Centre.

The purpose of this report is to describe the proposed changes to the streetscape in the context of the DA with consideration of both the existing streetscape and future desirable streetscape.

DESCRIPTION OF PROPOSAL

This application proposes alterations and additions to the existing ELP precinct which seek to enhance the ELP offering of Westfield Hurstville. This includes expanding the existing precinct through the creation of a rooftop garden, laneway style food halls, destination restaurants, recreational facilities and additional entertainment and leisure-based activities for the community.

This application specifically relates to the central portion of the rooftop, above the intersection of Cross Street and Park Road (refer to *"Figure 1 Streetscape Context Plan" on page 5*). In summary, the development comprises:

- Demolition of the existing ELP and associated roof plant;
- Removal of 62 car spaces;
- Construction of a new ELP split over levels 3, 4 and 5 (new level) comprising:
 - Level 3 – food and drink premise (eat street);
 - Level 3 & 4 – indoor recreation space with ancillary amusement; and,
 - Level 5 – food and drink premise (destination restaurant / anchor tenant)
- New landscaped rooftop to be used for a variety of leisure based community activities;
- Relocation of cooling towers and plant;
- New lifts, services and storage areas (including new lobby and lift core along Park Road);
- Pedestrian upgrade works;

- Modifications to the existing pedestrian accessway along the northern boundary adjoining the child care centre;
- Refurbishment of the north western / Cross Street façade between Park Road and Humphreys Lane;
- Site landscaping including construction of a new rooftop garden, alfresco dining area, integrated planters and hanging gardens;
- Modifications to the existing pedestrian accessway along the northern boundary adjoining the childcare centre;
- New lift lobby at street level on Park Road;
- Street trees and public domain improvement works to Cross Street;
- New building and business identification signage zones.

STREETSCAPE ANALYSIS

APPROACH

The streetscape analysis provides information obtained through photomontage, regarding the aspects as per the DCP required. Each individual building is assessed and summarised in consideration of three key aspects being:

- **Massing**
 - The scale, height and built form character of buildings;
 - Front setback treatment, fencing and front garden area characteristics;
 - Typical roof scape and forms of roofs;
- **Articulation**
 - Character of spaces between buildings including vehicular and pedestrian entries;
- **Materials**
 - Architectural character and dominant materials/finishes;
 - Architectural style and composition;
 - The landscape character;

The analysis evaluates and synthesizes the findings into key characteristics for the streetscape of Cross Street and the returning corners on Park Road under the link bridge. The extent of the relevant streetscape is shown in the map on the opposite page.

STREET CONTEXT PLAN

For the purposes of this DA, the extent of the contextually relevant streetscape has been defined as:

- The extent of Cross Street from Humphreys Lane / Crofts Avenue in west to The Avenue in the east;
 - a. Northern Side - mixed-use streetwall
 - b. Southern Side - Westfield (retail) streetwall
- Park Road from Cross Street in the north extending under the link bridge of the Westfield Hurstville Shopping Centre.
 - c. Park Road East
 - d. Park Road West

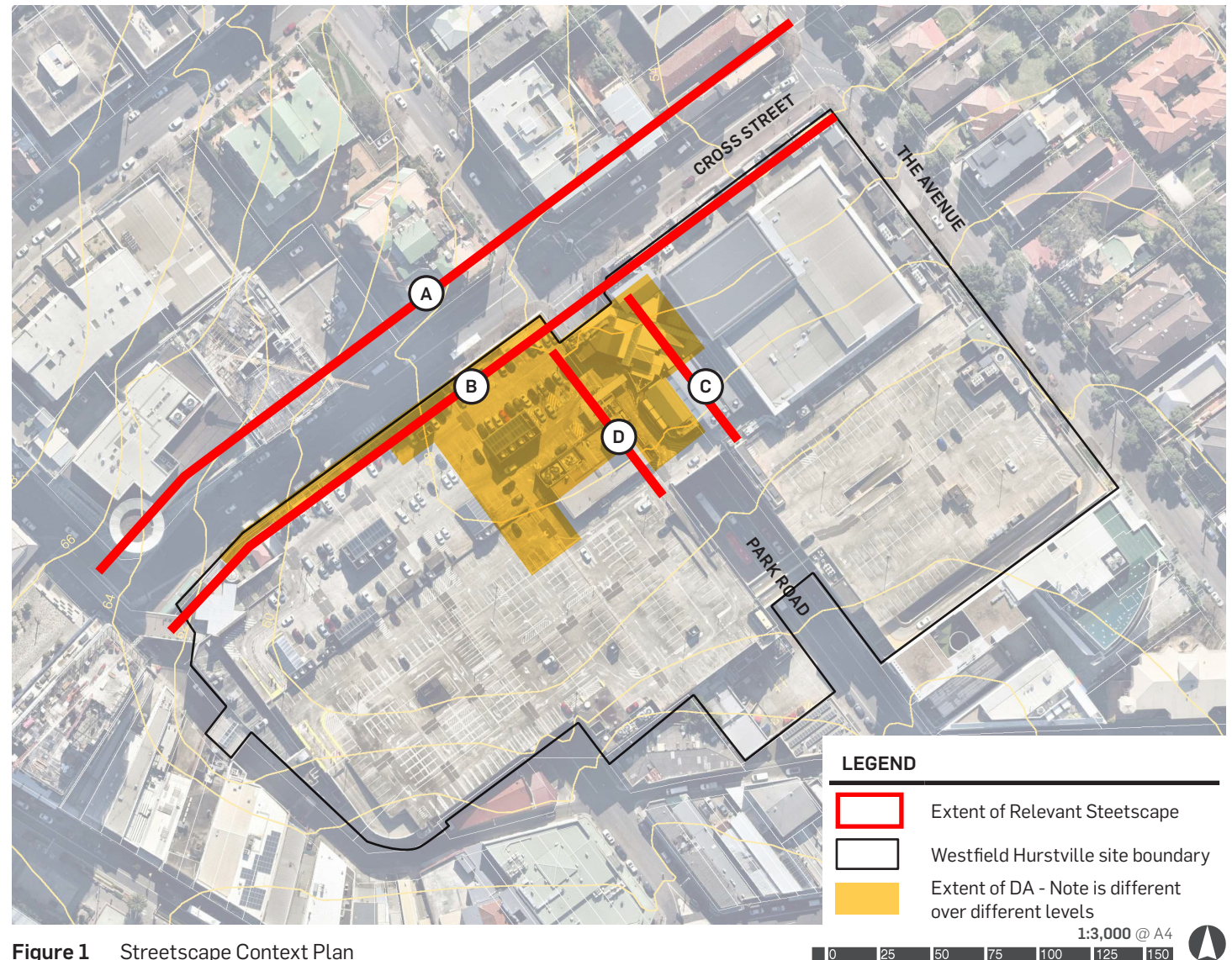


Figure 1 Streetscape Context Plan

CROSS STREET ANALYSIS

NORTHERN SIDE - MIXED-USE STREETWALL

The northern side of Cross Street comprises of a number of mixed-use buildings. A new development is currently under construction as an expansion of Club Central Hurstville at 6-8 Cross Street.

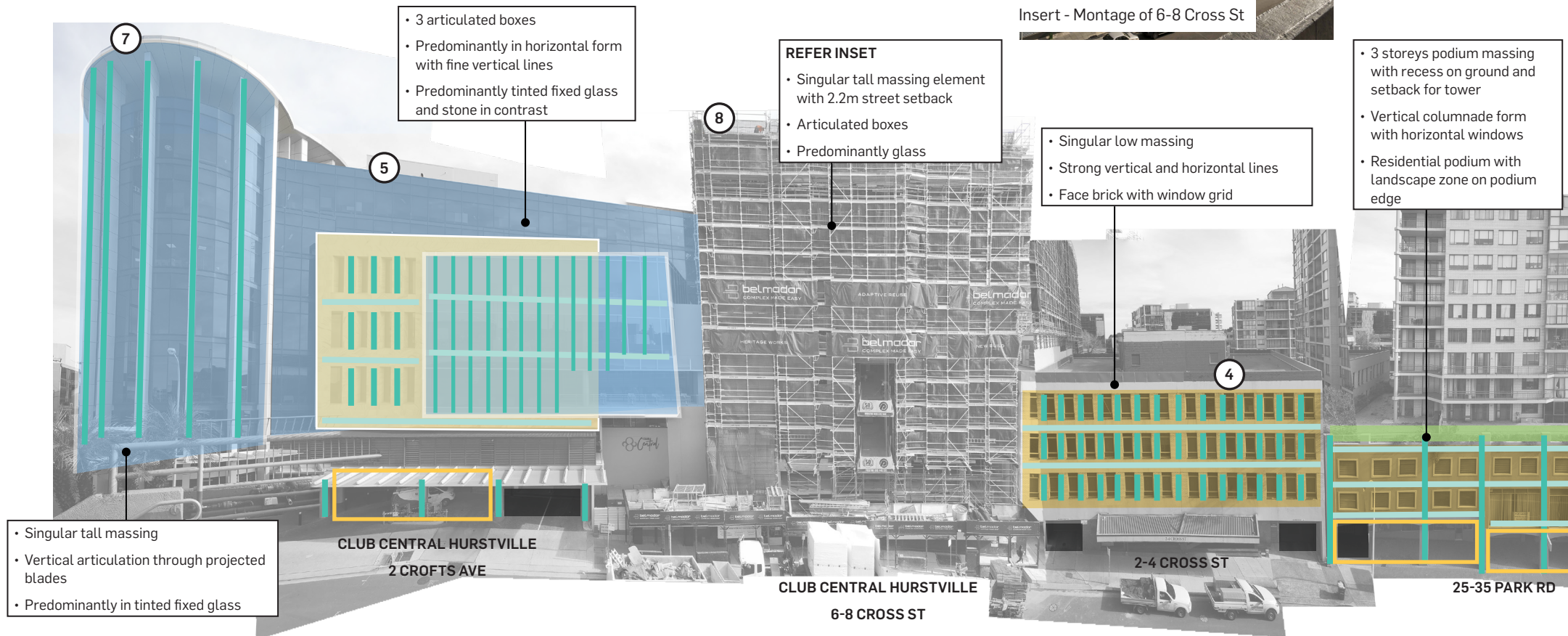
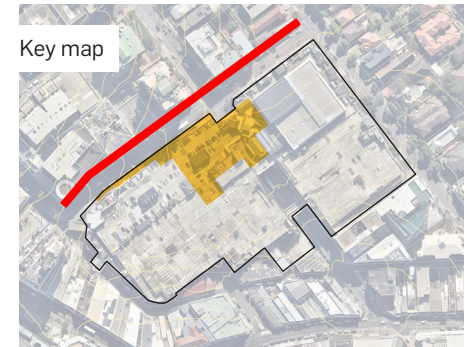


Figure 2 Existing Cross Street - Neighbourhood

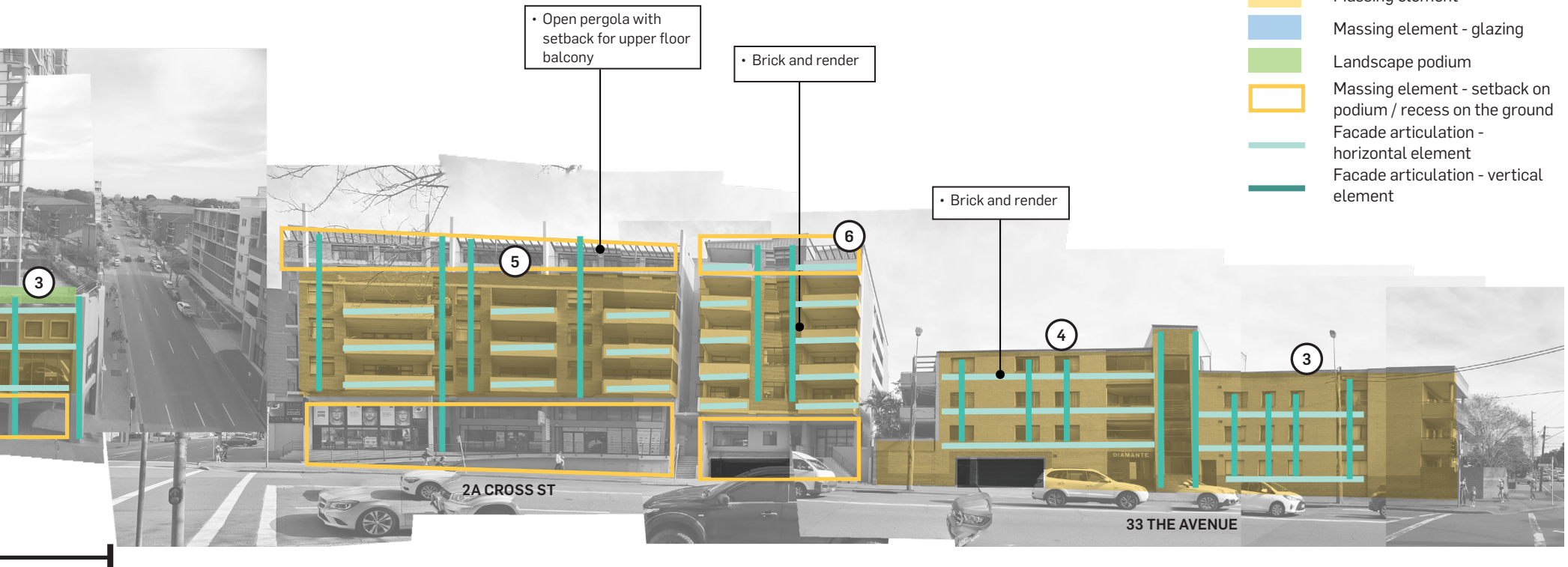
Prevailing characteristics

- The existing streetwall is built to boundary and ranges in height from 3-7 storeys. The heights step down from the western end both in terms of storeys and also in terms of relative height with the falling topography of the street.
- The expansion of Club Central Hurstville will create the tallest streetwall height along the street at 8 storeys.
- Most buildings connect with the street at a single level.
- Active frontage at the ground floor is limited to commercial space with glazing. There is no footpath activation or occupation.
- There are a number of vehicle crossovers, driveways, garage door entry's etc. along the length of the street.
- There is clear demarcation of the ground level vs the upper levels of the streetwall through the use of awnings, columnades and glazing as well as setbacks and driveway openings.
- Windows in the streetwall are simple geometric forms and are featured as repetitive elements.
- Most of the buildings are singular facade massing with a combination of strong horizontal and vertical elements providing articulation.
- The newest building (Club Central Hurstville) is defined by a series of boxed elements with contrasting textures including glazing and stone.
- The upper levels of buildings are setback in all forms including streetwall, tower and geometric boxes.



LEGEND

- # Streetwall height (storeys)
- Vehicular access gates - unchangeable area
- Massing element
- Massing element - glazing
- Landscape podium
- Massing element - setback on podium / recess on the ground
- Facade articulation - horizontal element
- Facade articulation - vertical element



SOUTHERN SIDE - WESTFIELD (RETAIL) STREETWALL

The southern side of Cross Street comprises entirely of the Westfield Hurstville Shopping Centre. The proposed area of change for the ELP is predominately located within the existing ELP located on the rooftop over the link bridge and includes a small area of expansion.

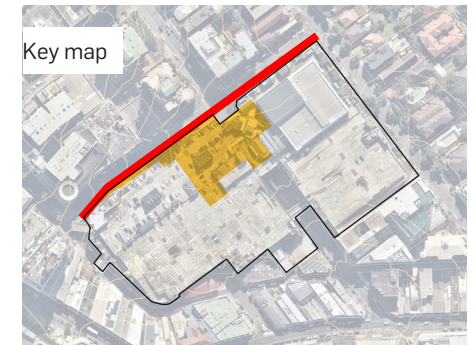


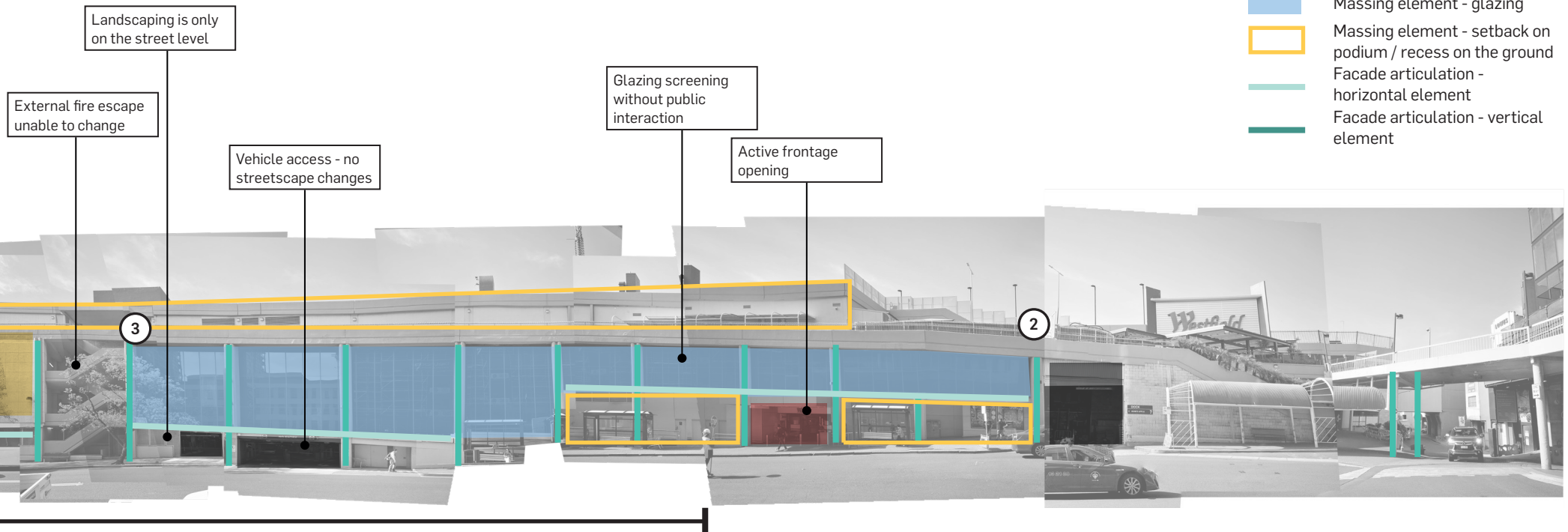
Figure 3 Existing Cross Street - Westfield

Prevailing characteristics

- A singular building massing which navigates a significant change in levels along the length of the streetscape resulting in a complex interface with the internal building levels.
- Investigation into existing uses, design and arrangement of the shopping centre reveal an internal focused design with significant plant, servicing, fire escape and parking facilities located adjacent to the streetscape.
- Existing streetwall is built to boundary and ranges in height from 2-5 retail storeys.
- There is limited activation at the ground level with some openings / entrances to the shopping centre.
- The facade comprises simple geometric forms and are featured as repetitive elements.
- The overall form of the building is dominated by the horizontal datum of the streetwall. Vertical elements in the glazing portion provide relief from this as does the exposed staircase.
- Existing materials comprise blank wall cladding and glazed areas.
- Upper levels are setback and articulated as a series of boxes.

LEGEND

- # Streetwall height (storeys)
- Vehicular access gates - unchangeable area
- Massing element
- Massing element - glazing
- Massing element - setback on podium / recess on the ground
- Facade articulation - horizontal element
- Facade articulation - vertical element



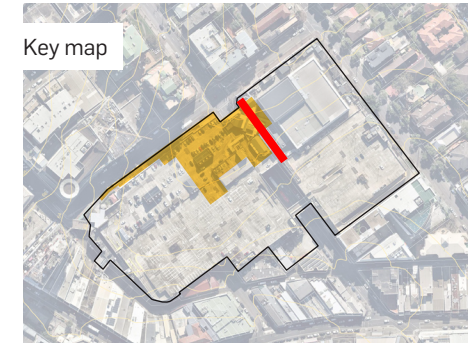
CORNER SITE AT PARK ROAD

PARK ROAD EAST

The eastern side of Park Street comprises entirely of the Westfield Hurstville Shopping Centre. It comprises vehicular accesses in and out of the Westfield Hurstville Shopping Centre, plant and service areas all located under an building structure spanning over a road.

Prevailing characteristics

- The volume of the streetscape massing is defined by the overbuilding structure and is articulated as a single storey.
- The building navigates a single level along the length of the streetscape.
- Building uses behind the facade are dominated by carparking, building servicing and loading areas. This includes parking entrances.
- Blank wall and screening materials are the predominant materials with vertical elements providing articulation.



LEGEND

- Zone of observation
- Vehicular access driveway
- Transparent screening
- Massing element
- Massing element - void
- Facade articulation - vertical element

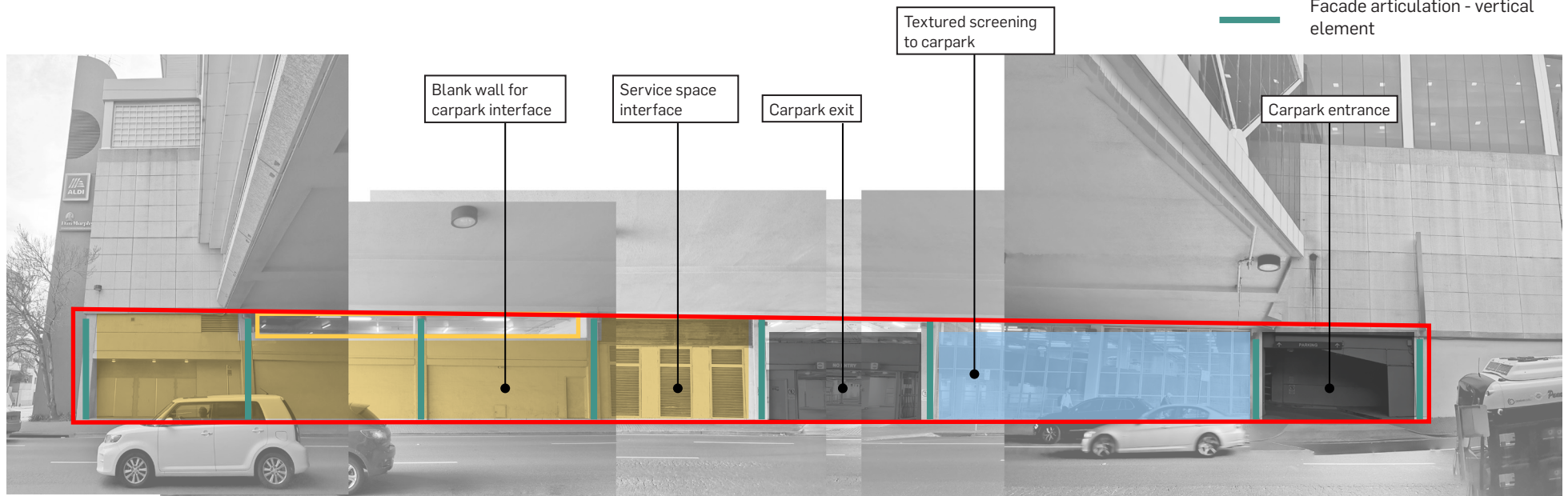


Figure 4 Park Road east panorama

PARK ROAD WEST

The western side of Park Street comprises entirely of the Westfield Hurstville Shopping Centre. It comprises vehicular accesses in and out of the Westfield Hurstville Shopping Centre, plant and service areas all located under an building structure spanning over a road.

Prevailing characteristics

- The volume of the streetscape massing is defined by the overbuilding structure and is articulated as a single storey.
- The building navigates a single level along the length of the streetscape.
- Building uses behind the facade are dominated by carparking, building servicing and loading areas. This includes parking entrances.
- Blank wall and screening materials are the predominant materials with vertical elements providing articulation.
- A lift core located inside the carpark provides all abilities access to the retail levels. Pedestrian access from the street is only available via the vehicular carpark driveways.
- The highlight of the corner site is dominant with blank facade in single material besides the shopping signage.



LEGEND

- Zone of observation
- Vehicular access driveway
- Massing element
- Massing element - void
- Facade articulation - vertical element

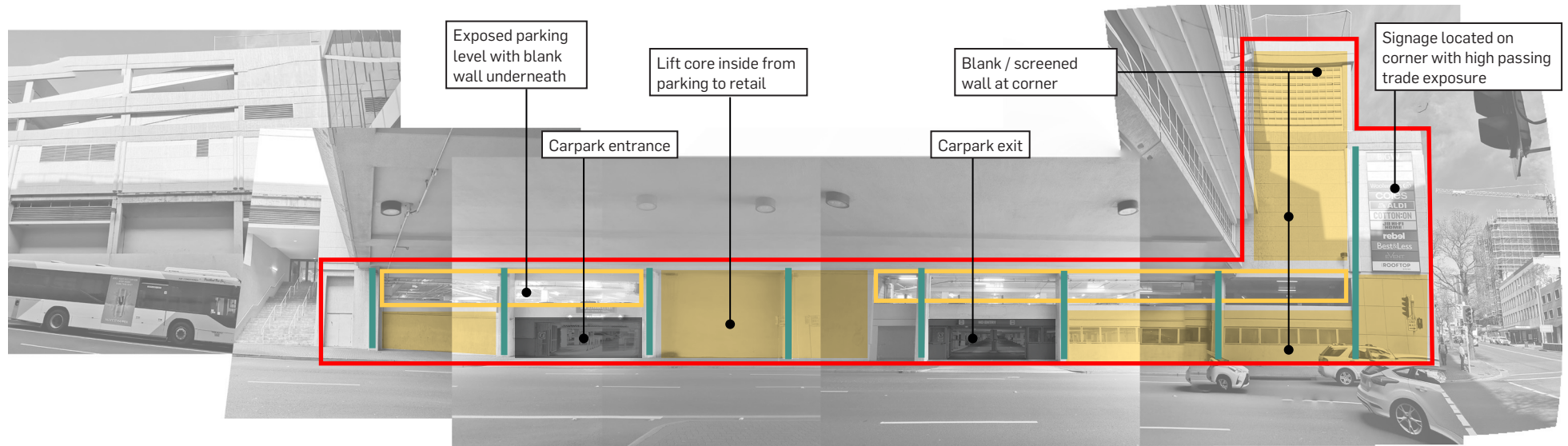


Figure 5 Park Road west panorama

PROPOSED STREETSCAPE

SUMMARY OF EXISTING STREETSCAPE ANALYSIS

The existing street characteristics along Cross Street and Park Road have its own distinctive and common features as well. A summary overview of achievements and adverse impacts is listed as table below:

Table 1 Existing streetscape analysis summary table

	CONTRIBUTORS	DETRACTORS
Massing	<p>The streetwall heights are varied along the neighbourhood side providing both variation and consistency through form, massing and materials.</p> <p>Smaller boxes of massing elements break down scale and provide depth and material changes.</p>	<p>The existing shopping centre is a singular building massing navigating a consistent podium datum, resulting a horizontal and singular massing.</p>
Street activation & landscape		<p>Both streets have limited active frontage and landscape elements due to number of vehicle crossovers, driveways, garage door entry's and servcign / fire escape design along the length of the street.</p>
Articulation and Materiality	<p>Strong repetitive horizontal and vertical elements are commonly applied through the uses of simple geometric forms in materials, articulations, columnades and window openings.</p>	<p>Large swathes of singular materials with no articulation.</p>

ARCHITECTURAL DESIGN STATEMENT

An Architectural Design statement has been prepared by Scentre Group to articulate the design intent of the proposed development. The following statement, in conjunction with the Streetscape Analysis Study, seeks to address the current issues in regard to the massing and appearance of the Westfield Hurstville, ELP Expansion proposal.

The proposed area of change for the DA is predominately located within the expansion of the existing ELP located on the rooftop. The zone of change for the building is identified in *"Figure 7 Key changes at existing elevation" on page 14* and *"Brick and render" on page 7*.

Design Ethos

The design ethos for the ELP is:

- **Artwork:** Integration of artwork into both the new and existing façades. Noting the constraints of the existing building design to activate the facade, our proposal outlines the areas we believe would benefit most from such works (being close to ground plane for better public engagement). The introduction of public artworks into the most prominent façades at street level is located at the corner of Cross Street and Park Road corner.
- **Introduce the element of light:** In response to the contribution of the ELP to the local night-time economy the introduction of the element of light has been identified as an opportunity. This has been focused on a central element being the glass stair. This critical element not only helps break down bulk and scale, but at night will glow from internal illumination, highlighting the movement of those ascending the stair behind within, and thus adding to the façades' activation.
- **Articulated boxes with horizontal and vertical articulation:** To respond to the articulated boxes, and the horizontal and vertical elements, that are prominent on both sides of Cross Street, the overall massing of the ELP is conceived as a series of articulated boxes. Vertical elements which align with the existing column features below. These add a new layer of texture to the façade, providing the desired integration, and a reduced sense of horizontality at the same time.
- **Landscaping:** Landscaping introduced into the existing rooftop and walkway, significantly increasing the "greening" of the façade. This, combined with cascading foliage proposed as part of the rooftop garden above, serves to break down the bulk

and scale of the existing building, and provide natural movement and articulation to the façade.

Materials

The materiality strategy seeks to introduce a suite of new materials that contrast with the existing pre-cast facade to highlight the ELP upgrade as the first stage of a multi-stage development of the centre.

The materiality comprises two main materials chosen specifically to provide texture and depth being:

- Textured panel screening; and
- The aluminium panels with tapered and straight profiles.

Due to its elevated position on a relatively narrow street, the façade will most typically be viewed from a distance and at acute angles. Introducing texture and depth to our external envelope will, through the use of light and shadow, provide variation in appearance throughout the course of the day.

Additionally, we are proposing the following upgrades to existing façades in the vicinity of the ELP proposal.

- **Paintwork:** In order to inject fresh life into the 60s era façade, we're proposing to paint not only those areas of the façade below the new proposal, but the adjacent return onto Park Road and under the link bridge as well.



Figure 6 Existing and Proposed Streetscape comparison

ELEVATION STRATEGY

To address the existing bulk, massing and appearance of the Westfield Shopping Centre, a series of key upgrades are proposed as follow:

- **Landscape edge:** Additional landscaping is introduced to the existing streetwall and cascading at upper level, soften the existing bulk scale of streetwall and improve streetscape from ground level to rooftop.
- **Extend column articulation rhythm:** A series of columns with glazing facade navigate multiple level change along the length of the streetscape, reducing horizontal visual impact of existing streetwall. This vertical element is emphasized and extend above the podium to the future rooftop, keeping the desired

integration of the whole building, and reducing the sense of horizontality by breaking down the bulk scale facade.

- **Artistic facade for better public engagement:** Two large areas on proximity space of both existing and new façades will be collaborated with local artists for public engagement. This provides passive interactive activities with pedestrians and variation in appearance from time to time.
- **Transform "blank facade" into active street edge:** As limitation of activation on ground level, a glazing area is introduced along the streetwall edge with provision of direct access from street to rooftop.

This helps to break down the horizontal visual impact and activate the movement of facade.

- **Variation facade appearances but still integrated:** Though there are 4 types of materials applied to large elevation area, they form as large panels rather than creating fragments. The variation in texture highlights the proposed precinct and adding energy to the existing facade.

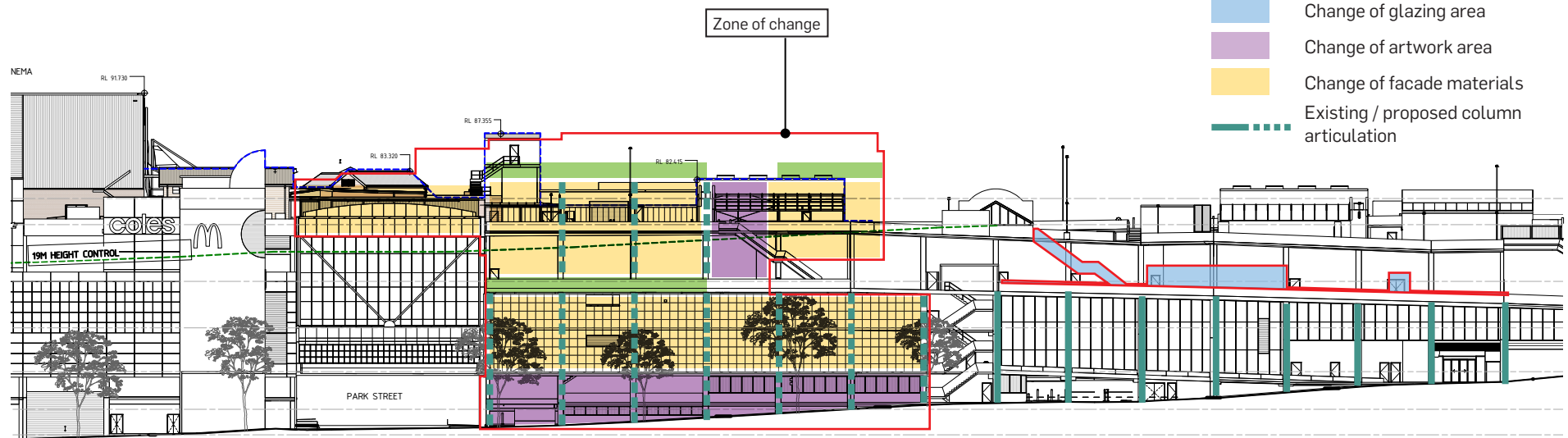


Figure 7 Key changes at existing elevation

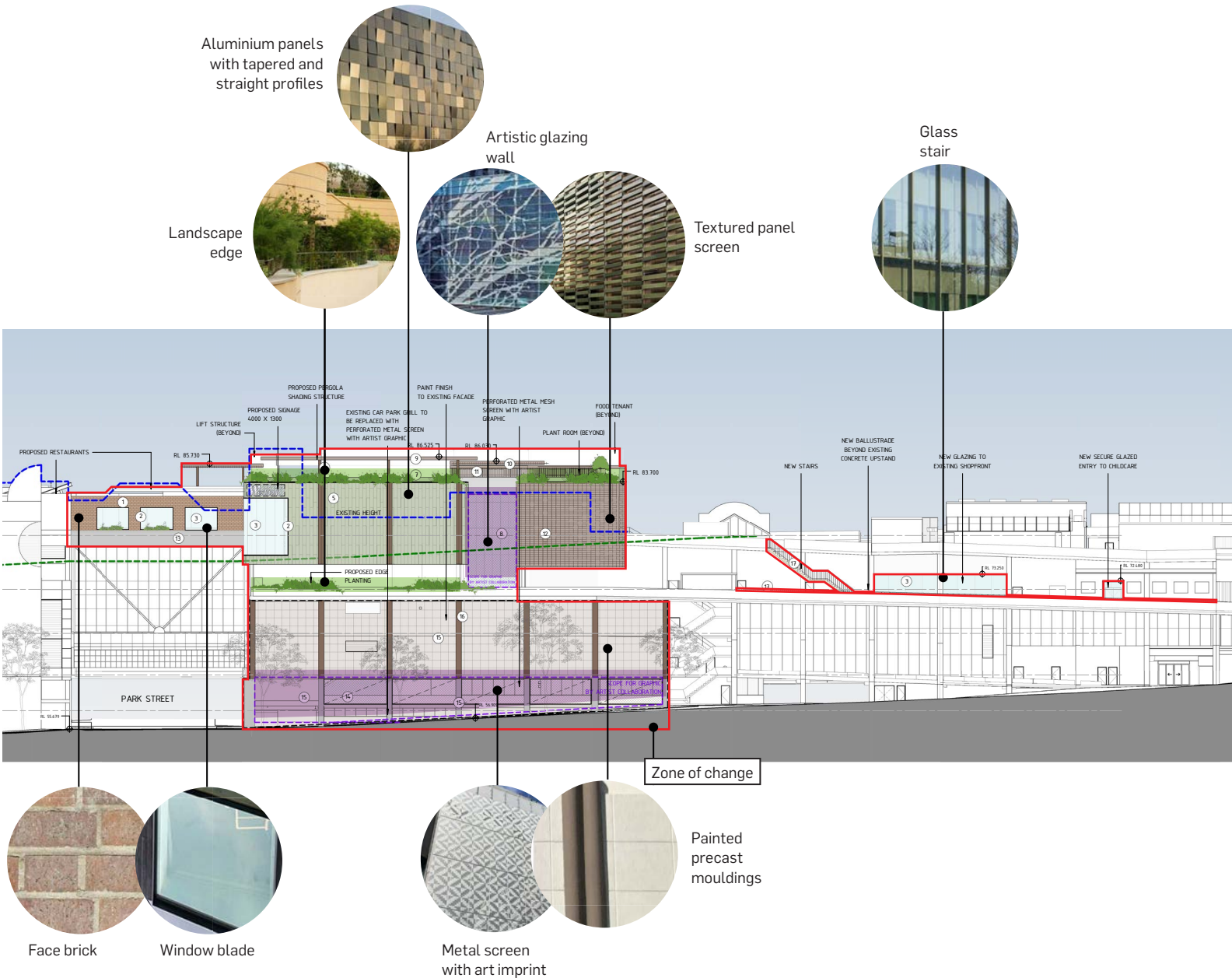
PROPOSED MATERIALS

Key material elements proposed onto both existing and new facade are annotated in the diagram.

Similar material elements exist in surrounding buildings. The use of a variety of materials forming key massing elements breaks down the building bulk into a series of massing boxes. Texture within the materials provide depth and visual interest to the appearance while artwork areas will provide more dynamic visual activation along the street at ground level.

LEGEND

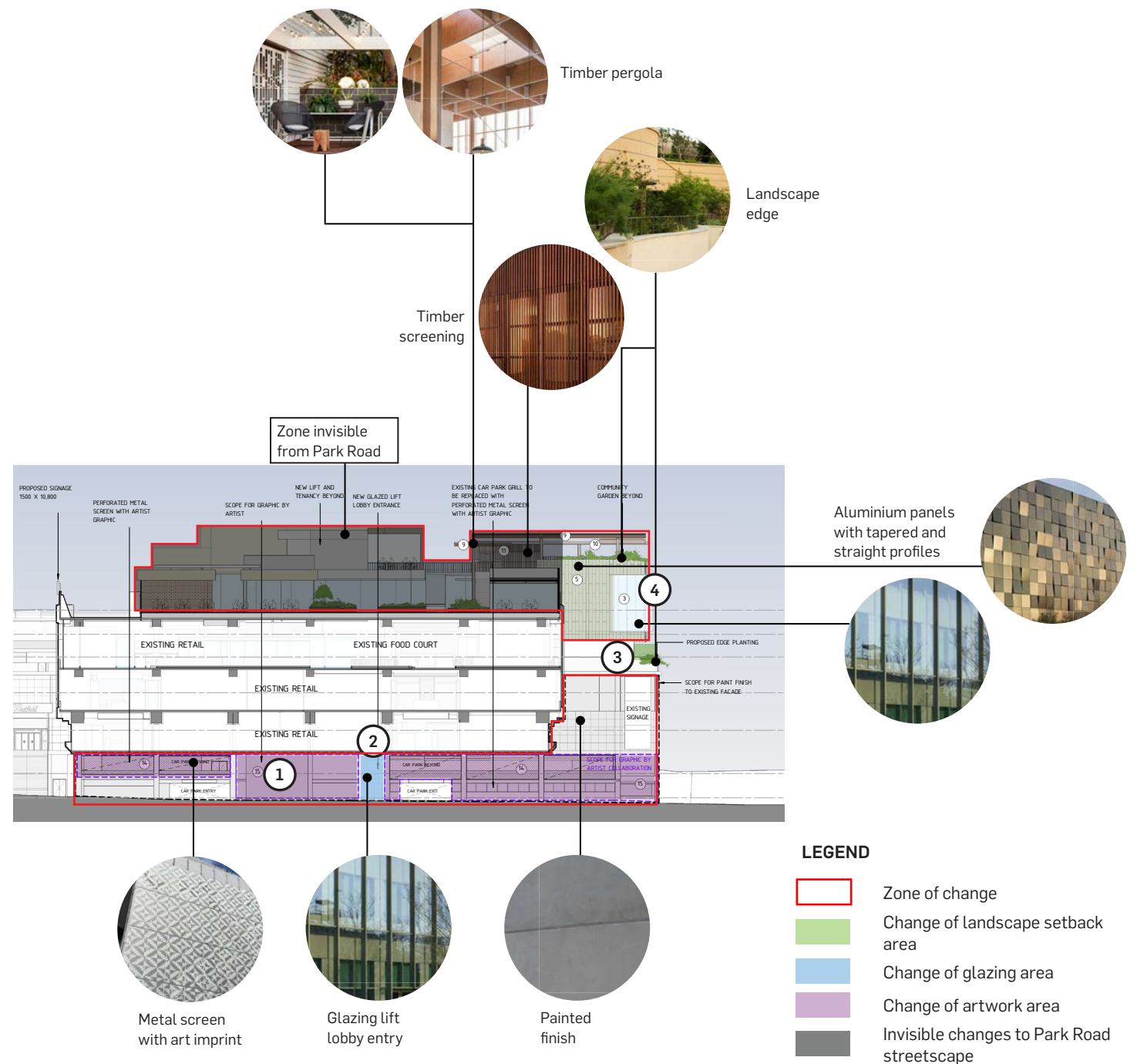
- Zone of change
- Change of landscape area
- Change of glazing area
- Change of artwork area
- Change of facade materials
- Existing / proposed column articulation



PROPOSED ELEVATION - PARK ROAD

The proposal will result in 4 key changes for Park Road streetscape:

- 1. Artistic screening:** Over the parking interface, increasing public engagement along the street.
- 2. Rotation of the lift core lobby opening:** Create safer access to vertical circulation off the street.
- 3. Upper level setback:** Provides articulation and additional edge for landscape on podium.
- 4. Materials:** Proposed aluminium panels with glazing blade wrapping the corner at upper level reflects the similar built form of Club Central Hurstville, provides the unique identity of the new rooftop dining precinct.



CONCLUSION

The proposed streetscape alterations as part of the DA are limited to the zone of influence of the proposed changes noting the inherent layout of the shopping centre and its parking, servicing and fire exit strategy remain unchanged for such a scale proposal.

The streetscape strategy has been informed by the analysis and prevailing characteristics of the surrounding streetscape as follows:

- Responding to the emerging facade strategy of the Club Hurstville which adopts a series of articulated boxes as massing elements.
- The materiality strategy seeks to introduce a suite of new materials that contrast with the existing pre-cast facade to highlight the ELP upgrade as the first stage of a multi-stage development of the centre.
- Use of textured materials to create visual interest.
- Identifying significant areas of blank facade at ground level for public art installations in the areas where people will interact the most.
- Landscaping introduced into the existing rooftop and walkway, significantly increasing the “greening” of the façade.
- Introducing the element of light through the central glass stair as a nod to the contribution of the ELP to the local night-time economy This critical element not only helps break down bulk and scale, but at night will glow from internal illumination, highlighting the movement of those ascending the stair behind within, and thus adding to the façades' activation.

