

MATRAVILLE TOWN CENTRE - SHAPING THE FUTURE

FOR RANDWICK CITY COUNCIL

DRAFT, JANUARY 2005



nb: This is a draft report for consideration by Randwick City Council during a meeting in February 2005. There may be some minor editing / formatting / corrections etc prior to the community exhibition

MATRAVILLE TOWN CENTRE - SHAPING THE FUTURE



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MATRAVILLE TOWN CENTRE



Shaping the Future of Matraville

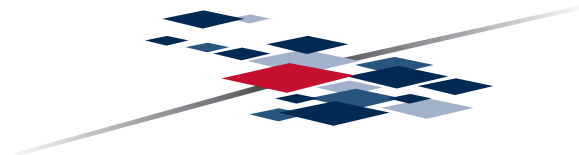
This document identifies potential strategies to assist Matraville to build on its current positive characteristics in order to achieve a vibrant, sustainable, long term future.

Each of the key opportunities detailed in this document was identified following substantial input from the resident, property owner and business communities, together with detailed analysis of the physical, social, demographic and retailing characteristics of the Matraville Town Centre.

In order to present specific options for the future of the Matraville Town Centre, 'Shaping the Future' draws together the findings and analysis contained in:

- Matraville Population Profile (Environmetrics Pty Ltd)
- Matraville Collection District Population Profile (Environmetrics Pty Ltd)
- Matraville Stakeholder Survey (Environmetrics Pty Ltd)
- Matraville Town Centre Study (City Marketing Pty Ltd)
- A Snapshot of Matraville (Regalia)

DRAFT VISION



In the Matraville Town Centre of the Future:

New development and public improvements have consolidated and enhanced the green, relaxed village atmosphere that sustains a real sense of community in Matraville.

Walking, cycling and public transport use come naturally to Matraville's residents, whose concern for the environment is reflected in water-sensitive public landscaping and new development with a high standard of sustainability.

Active collaborations between the community, artists, planners, architects and engineers have contributed to an urban fabric that expresses Matraville's unique local identity in a way that is highly accessible to all.

Ground floor areas of new development in Bunnerong Road are characterised by shops, cafes, restaurants and commercial uses that create an active heart for the community, contribute to the life of the street and exhibit high standards of presentation and service. Residents who live in the Town Centre, or work from home, enjoy the vibrant and convenient facilities at street level.

Design excellence contributes to the recognisable identity of the Town Centre, by creating an environment that is sustainable, attractive, comfortable, interesting and safe.

People are attracted to live, work and enjoy a local social life in the Matraville Town Centre, because it is dynamic, well presented, enjoyable, and highly accessible by walking, cycling and public transport.



Public and private open spaces rely on water sensitive landscaping



New dwellings offer natural ventilation and natural lighting



New development retains the rhythm of existing buildings



MATRAVILLE TOWN CENTRE



Much of the public space in Matraville is 'bland' and featureless



Public art could enliven spaces and help convey Matraville's unique identity



Many retail shopfronts are tired and unappealing



Quality retail presentation can be encouraged through new design controls with the support of the local Chamber of Commerce

The gradient of existing Matraville footpaths prohibit comfortable outdoor dining.



Kerb extensions could provide 'level' opportunities for outdoor seating and quality landscaping.



SHAPING THE FUTURE



Achieving the Vision

This vision anticipates changes and improvements in both the private and public areas of the Matraville Town Centre.

If this Vision is to be achieved, it must be within:

- The current constraints impacting on the functioning of the Town Centre;
- The overall budgetary situation of Randwick City Council;
- A new planning framework identifying specific design principles to encourage specific outcomes; and
- The response of businesses, property owners and developers to that new planning framework.

In other words, achieving the vision will rely on the best efforts of both the private and public sectors, and broad agreement about priorities for action and expenditure.

It would be unwise to imagine that either Council, or the private sector alone, could fund the full range of opportunities identified in Shaping the Future.

Instead, it is likely that investment and improvement will occur gradually, once detailed objectives and priorities have been confirmed with the community, a community which comprises residents and business people, property owners and tenants, customers and clients.

A new sense of purpose and local pride could stimulate immediate improvement to the way that existing premises and businesses present their retail and commercial offerings. If combined with modest public improvements, this may be enough to kick-start significant change to the Town Centre.

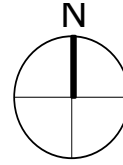


The corner of Beauchamp Rd and Baird lane, as it is today

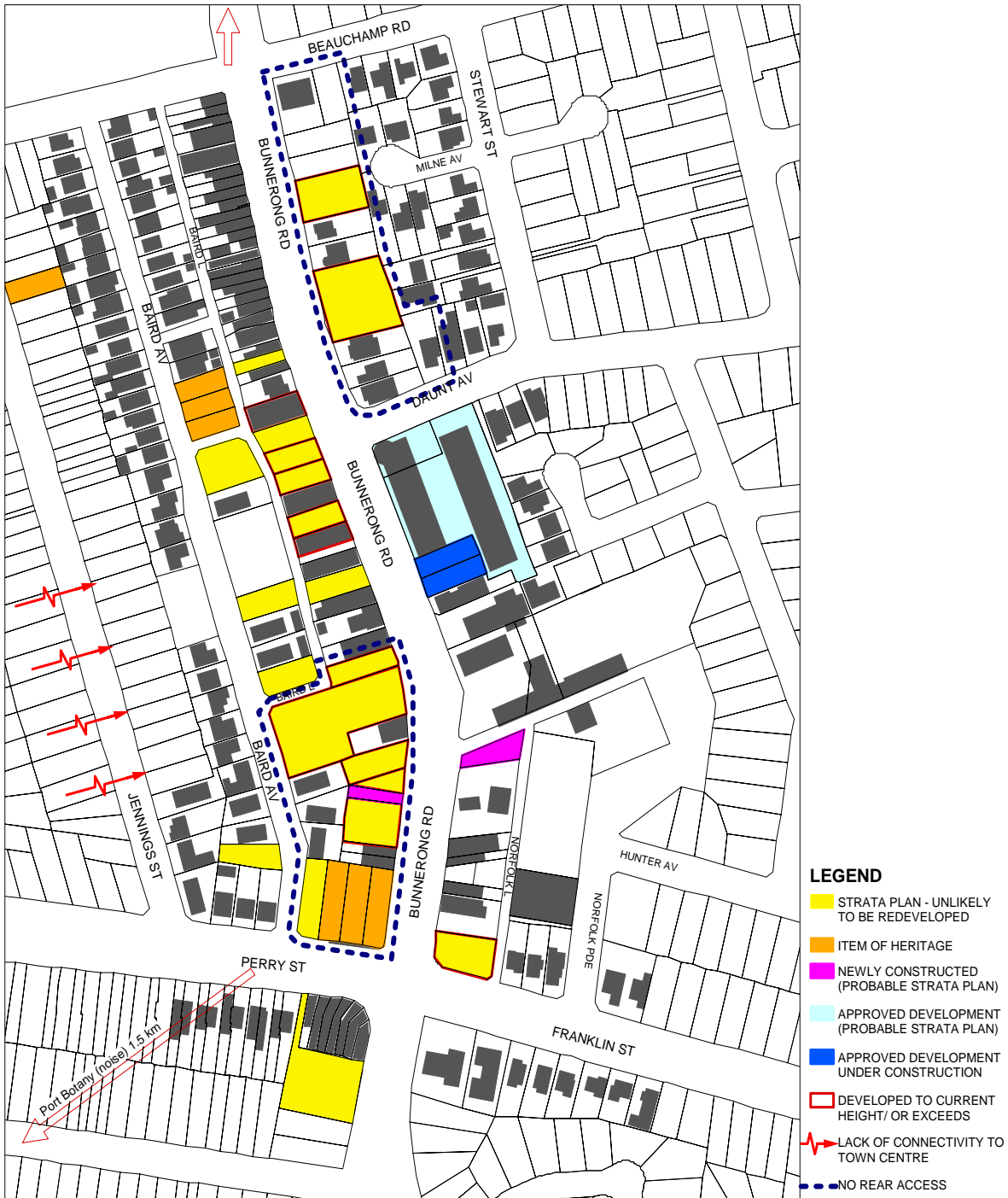


One alternative for the same corner as it could be in the Matraville of the Future

MATRAVILLE TOWN CENTRE



Westfield Eastgardens (85,000 sq metres)
7 mins by car
South point (20,000 sq metres)
2 mins by car



CONSTRAINTS

KEY CONSTRAINTS



Current issues which constrain the functioning and attractiveness of the Town Centre include:

Development to Full (Existing) Potential

Many sites within the Town Centre are fully developed to current limits. The majority of these are in Strata Title ownership, and therefore unlikely to change without significant financial incentives to encourage multiple owners to work together.

Most of this development has occurred at the southern edges of the Town Centre, despite the fact that the same development potential exists throughout - probably in response to larger allotment sizes. Under current controls, quality development may not be as achievable on the narrow allotments which characterise the northern portions of the Town Centre, particularly on the western side.

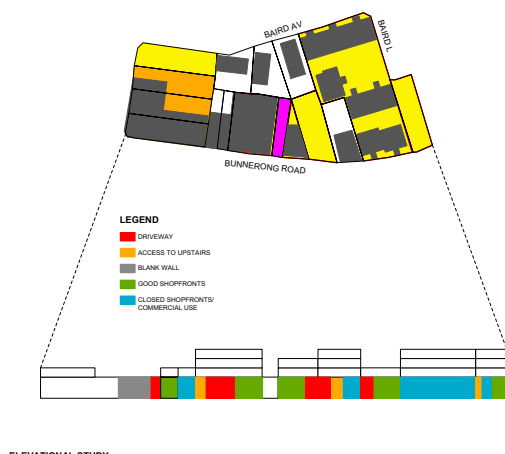
The Competitive Environment

Westfield Eastgardens and Southpoint Shopping Centre provide significant competition for local retailers.

Fragmented Streetscape

As there is no rear lane access to the south western portion of Bunnerong Road, Strata Plan development towards the corner of Perry Street has resulted in an extremely fragmented streetscape, with multiple driveway entries, varying building heights and styles, and entry points to higher level residential dwellings or commercial spaces.

Like the north eastern edge of the Town Centre, this portion of Bunnerong Road has more of a residential/commercial flavour than that of a vibrant shopping strip.



Fragmented Ownership

The lack of large sites limits potential for large format uses such as a supermarket, to 'anchor' the centre and attract more frequent visitation.

Accessibility

There are no bus connections to the services and facilities in the east (e.g. beaches, Matraville library, Anzac Parade).

Lack of Pedestrian Links

Pedestrian access from the west and from the south is relatively difficult due to the configuration of residential lots which result in long blocks such as Jennings Street between Perry and Beauchamp. Pedestrian access from the Baird Lane carpark is via an unattractive retail arcade with vacant premises and low ceilings.

Port Botany

The Port is within 1.5 kilometres of the Town Centre and may contribute noise and lighting issues at times. Fortunately Port traffic is not directed through Matraville, instead using Foreshore Drive or rail services.

Lack of Parks/Vegetation

Although greening has occurred along the median strip, there are no parks or plazas within the Centre. Development for mixed use has neither retained nor contributed little, if any, landscaping on site.

Classification of Bunnerong Road

RTA classifies Bunnerong Road as a State Road, linking major commercial, industrial and residential areas and distribution centres and ports within the Sydney. On an RTA scale of priorities, the most important function of a State Road is to move Goods and Services: the least important function is to serve the needs of the Community.

Identification of these Constraints presents new Opportunities

Tailor development controls to suit narrow allotments

Tailor development controls to achieve rear lane access

Identify strata buildings which would benefit from additional incentives for improvement

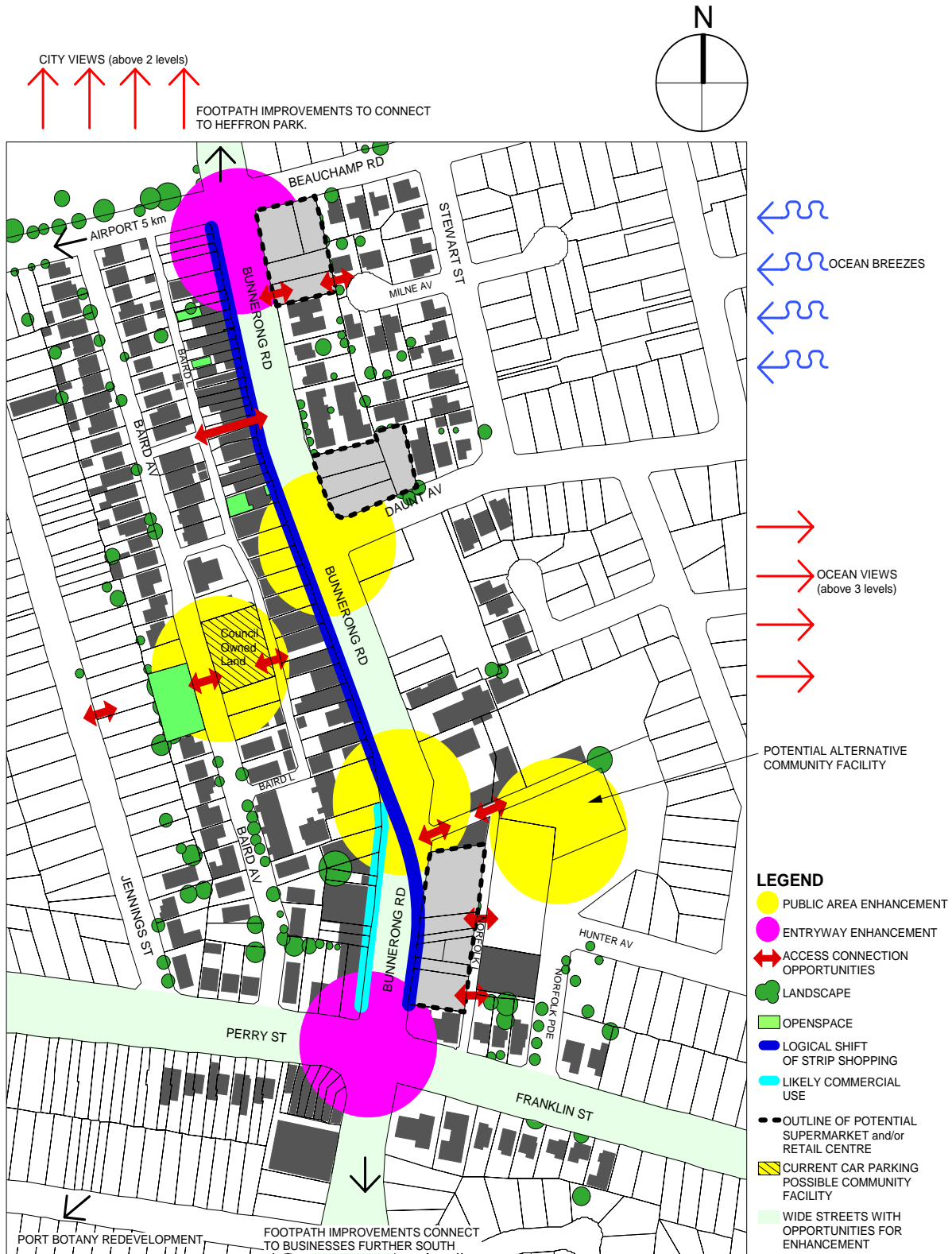
Identify and plan for pedestrian connections to and within the centre

Use data about the relatively low number of vehicles on Bunnerong Road to liaise with the RTA about potential improvements

Introduce more private and public landscaping

Develop a specialist retail niche for the Town Centre

MATRAVILLE TOWN CENTRE



SUMMARY OF OPPORTUNITIES

'A Snapshot of Matraville' identified a host of opportunities to improve the appearance, functionality and liveability of the Town Centre. In this document we have identified specific objectives which allow useful collation of all of these opportunities:

Objective 1: To achieve a viable local Town Centre which supports a community

Objective 2: To achieve active, safe, accessible and sustainable public places in the Town Centre

Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville

Objective 4: To facilitate high visual and design quality in sustainable new development that provides a high quality of life

REF	As Expressed in 'A Snapshot of Matraville'	Discussed in more detail under these Objectives:
Page 7	The Randwick Community Facilities Plan has identified that Matraville requires a new community facility, involving a number of multi-purpose rooms and possible associated outdoor space, located close to the public transport facilities of Bunnerong Road.	Objective 1: to achieve a viable local Town Centre which supports a community 1.4 Provide New Facilities for the Community
	The Matraville RSL Club provides a number of local recreational opportunities and is keen to expand these services in the future.	Objective 1: to achieve a viable local Town Centre which supports a community 1.4 Provide New Facilities for the Community
Page 9	To enable existing residents to stay in Matraville as their housing needs change	Objective 1: to achieve a viable local Town Centre which supports a community 1.3 Design for the Future
	To increase the local supply of accessible housing to support an ageing population	Objective 1: to achieve a viable local Town Centre which supports a community 1.3 Design for the Future
	To encourage continued 'migration' of younger people by providing a variety of housing styles and options close to the Town Centre	Objective 1: to achieve a viable local Town Centre which supports a community 1.3 Design for the Future
Page 11	To identify appropriate residential form to increase population densities, with design guidelines requiring high quality design of buildings along Bunnerong Road	Objective 1: to achieve a viable local Town Centre which supports a community 1.3 Design for the Future
	To examine the appropriateness of intensifying residential density in other areas close to Bunnerong Road	Objective 1: to achieve a viable local Town Centre which supports a community 1.3 Design for the Future

MATRAVILLE TOWN CENTRE



REF	As Expressed in 'A Snapshot of Matraville'	Discussed in more detail under these Objectives:
Page 13	To protect the Town Centre from future declines in local population by linking planning for new development to demographic and social trends affecting housing	Objective 1: to achieve a viable local Town Centre which supports a community 1.3 Design for the Future
Page 15	To improve the basic convenience of the Town Centre by attracting key retailers such as a fruit & vegetable grocer and/or a supermarket	Objective 1: to achieve a viable local Town Centre which supports a community 1.1 Bring Back The Basics
	To improve the attractiveness of the Town Centre on a day to day basis by increasing retail uses at street level	Objective 1: to achieve a viable local Town Centre which supports a community 1.2 Consolidate Street Level Activity
Page 17	To improve the viability of retail within the Town Centre by identifying suitable site/s to attract a key retailer (fruit and vegetable grocer and/or supermarket) to 'anchor' the business mix	Objective 1: to achieve a viable local Town Centre which supports a community 1.1 Bring Back The Basics
Page 19	To encourage a specialist 'niche' that deepens the business offering of the Town Centre and attracts new customers to the area	Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville 3.3 Specialist Niche
	To increase active retail demand at street level, with a corresponding shift of commercial usages to first floor level	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.3 Design for Future Flexibility
Page 21	To create a more inviting shopping precinct by improving the appearance and presentation of individual stores and storefronts	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.5 Improve Existing Presentation
	To provide safer by design alternatives (e.g. attractive perforated grilles) to retailers to discourage the use of uninviting security grilles	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.4 Increase Attractiveness and Safety of the Street
Page 25	To consider specific planning options for various precincts within the Town Centre in order to achieve better design outcomes, specific use outcomes, and better functionality of the entire Centre	Objective 4: to facilitate high visual and design quality in sustainable new development that provide a high quality of life 4.1 Precinct Approach

SUMMARY OF OPPORTUNITIES



REF	As Expressed in 'A Snapshot of Matraville'	Discussed in more detail under these Objectives:
Page 27	To create a real sense of arrival into the Town Centre from the north, with new development on both the eastern and western sides of Bunnerong Road	Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville 3.1 Town Centre Gateway - North
	To create a real sense of arrival into the Town Centre from the south, by encouraging investment in, and upgrading of, buildings on the southern side of the Perry/Bunnerong Intersection	Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville 3.2 Town Centre Gateway - South
	To respect the history of the Town Centre by retaining the rhythm of the 6 metre wide shopfronts of interwar buildings in new development	Objective 4: to facilitate high visual and design quality in sustainable new development that provide a high quality of life 4.5 Rhythmic Business Frontages
Page 29	To reinforce and consolidate existing retailing frontages by restricting vehicle access to new development to rear lanes	Objective 1: to achieve a viable local Town Centre which supports a community 1.2 Consolidate Street Level Activity
	To improve pedestrian connectivity by making rear lanes more inviting, with a 'safer' feeling	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.6 Activate Rear Lanes
	To activate rear lanes with new residences	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.6 Activate Rear Lanes

MATRAVILLE TOWN CENTRE



REF	As Expressed in 'A Snapshot of Matraville'	Discussed in more detail under these Objectives:
Page 31	To achieve a distinct atmosphere and identity for Matraville through public domain improvements which use public art to express local identity	Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville 3.4 Public Art
	To create 'green havens' within the footpath, which act as meeting places, resting places, or places to wait for public transport	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.2 Create an Enjoyable Public Domain
	To use environmental best practice in public domain and landscape design	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.1 Sustain the Environment
	To identify a suitable location for convenient and safe public toilets	Objective 1: to achieve a viable local Town Centre which supports a community 1.4 Provide New Facilities for the Community
Page 33	To improve pedestrian amenity without an undue impact on the movement of traffic by expanding the 40 kilometre per hour speed limit throughout the Town Centre	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.7 Encourage Local Walking
	To improve the public domain by widening the footpath with or without reducing the number of lanes on Bunnerong Road	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.2 Create an Enjoyable Public Domain
	To encourage greater use of bus services by enhancing waiting facilities	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.2 Create an Enjoyable Public Domain

SUMMARY OF OPPORTUNITIES



REF	As Expressed in 'A Snapshot of Matraville'	Discussed in more detail under these Objectives:
Page 35	To improve pedestrian connectivity to existing carparks through specific planning controls for sites adjacent to these carparks	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.7 Encourage Local Walking
	To investigate alternative arrangements for on-street parking	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.8 Improve Local Parking
	To improve traffic and parking signage	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.8 Improve Local Parking
	To improve management of parking	Objective 2: to achieve active, safe, accessible and sustainable public places in the Town Centre 2.9 Improve Local Parking
Page 37	To plan for future flexibility of buildings in any new development in the eastern block between Beauchamp and Daunt Ave	Objective 4: to facilitate high visual and design quality in sustainable new development that provide a high quality of life 4.1 Precinct Approach
Page 39	To undertake detailed Town Centre planning which assists new development to achieve the 10 Design Quality Principles of SEPP 65	Objective 4: to facilitate high visual and design quality in sustainable new development that provide a high quality of life 4.2 Quality Design
Page 41	To undertake detailed Town Centre planning which assists new development to achieve BASIX targets which will be mandatory from 1 February 2005	Objective 4: to facilitate high visual and design quality in sustainable new development that provide a high quality of life 4.1 Sustainable Design

Before proceeding to basic design principles to achieve these objectives, certain key opportunities are discussed in slightly greater detail in the following pages.

OBJECTIVE 1



A VIABLE TOWN CENTRE THAT SUPPORTS A COMMUNITY

A Viable Town Centre

Making every possible effort to attract a key retail anchor to Matraville is considered fundamental to achieving this objective: a supermarket or large format fruit and vegetable/grocery operation would increase day to day use of the Town Centre. New planning should specify specific design principles to encourage a supermarket to locate in Matraville.

Encouraging a supermarket to Matraville is not simply a matter of locating sufficient site area. The structure of pricing in supermarket goods means that occupancy costs must be kept low - put simply this means that supermarkets pay a much lower rental per square metre than independent specialty retailers.

This is also true for other large format retailers such as Discount Department Stores. Other than Aldi, there are few stand-alone supermarket developments today: developers require the higher rental returns of specialty stores to effectively 'subsidise' the low rentals of supermarkets. In return, associated specialty stores benefit from the drawing power of the major retailer. Alternatively, independents like Aldi seek sites with a lower land cost, located on the edges or distant from established town centres.

Even when there is sufficient site area to allow a supermarket plus the compensating specialty traders, developers seek low land costs for shopping centre development. Recent interest in the industrial site in Beauchamp Road is a good example of this economic equation.

In main street areas, initial land costs can be expected to be higher than the costs of acquiring industrial land. Planning for a supermarket therefore requires examination of the amount of financial return likely to encourage a developer to invest.

To substantiate a large portion of a site being dedicated, at ground level, to low rental return, it may be necessary to include a larger residential component than would otherwise be necessary to make a development feasible. This opportunity can be further explored with the community.

There are 3 possible locations identified for site amalgamation which would generate sufficient site area to allow development of a supermarket and/or other large format anchor retail.

These are:

- The Fire Brigade site on the corner of Beauchamp;
- Four lots adjoining the corner of Bunnerong Road & Daunt Ave; and
- An amalgamation involving the current 7 Eleven and a number of adjacent sites.

Although probably the most difficult to achieve (due to multiple ownerships), the 7 Eleven parcel would also create substantial opportunities for better pedestrian connections through to the recreational facilities and associated parking of the Matraville RSL.

Development which relies only on high rental paying smaller retailers at ground level can be profitable at building heights of around 3 to 4 stories



Development costs associated with providing a large floor area to a low rental occupant such as a supermarket or grocery store may need to be supplemented by additional residential development above



Potential Hurdles

Site amalgamation and development costs

OBJECTIVE 1



A VIABLE TOWN CENTRE THAT SUPPORTS A COMMUNITY

Supporting a Community

Council has identified the need for community facilities in Matraville and a Town Centre location would be ideal. In particular, the Community Facilities Plan seeks to provide a new multi-purpose facility with a focus on younger people, a floor space of around 300 sq metres.

This would supplement the South Matraville District Memorial Hall which is a facility of around 200 sq metres located distant from Matraville on Anzac Parade.

With long term planning, there are at least two options with the potential to achieve a well located and well equipped community facility:

- A redevelopment of the Baird Lane carpark to transform it from an at-grade open air-carpark to a mixed use carpark/community facility. This would be ideally located in the core of the Town Centre with strong pedestrian connections to Bunnerong Rd and its public transport links. Active uses on this site would have the added benefit of improving casual surveillance of Baird Lane. Public toilets could easily be located in this redevelopment.
- A redevelopment of the Baird Lane carpark together with adjacent sites could achieve private sector interest in funding a mixed use development including public parking, a community facility and residential apartments. There is a good example of such a mixed use private/public development in Five Dock, where a library is combined with residential apartments and private and public carparking.
- Land currently used for RSL parking, bowling greens and tennis courts is actually leased from the State Government. In consultation with the Crown and the RSL, master planning for this area could potentially build on the existing recreational opportunities to include a mixed use residential/recreational/community facility. The opportunity to achieve outdoor recreational activities as part of a well designed community facility would be a desirable outcome.
- Council does not own other land in the Town Centre. Alternative locations in association with open space/parkland could be considered e.g. Heffron Park, but would limit resident opportunities to support the businesses in the Centre when using the community facility.



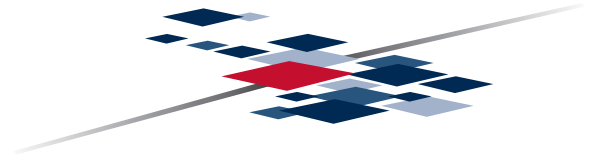
Detailed planning for the Baird Lane carpark and adjacent sites and/or consideration of a master planning scheme for land operated by the RSL could achieve a privately funded community facility in the heart of Matraville



Potential Hurdles

Negotiations with land owners

Council budget limitations - capital costs of construction and maintenance costs



OBJECTIVE 2

ACTIVE, SAFE, ACCESSIBLE, SUSTAINABLE PUBLIC SPACES



PUBLIC DOMAIN CONSIDERATIONS

OBJECTIVE 2



ACTIVE, SAFE, ACCESSIBLE, SUSTAINABLE PUBLIC SPACES

Active Safe Accessible & Sustainable Public Places

The streets surrounding Bunnerong Road exhibit a landscaped feel which is limited within the Town Centre itself. Town Centre landscaping could be improved with the benefit of making pedestrian use of the Town Centre a more pleasant experience.

Potential improvements could include:

- Additional landscaping to the median strip with low/traffic safe plantings, interspersed with pedestrian refuges
- Enhancing the three signalised pedestrian crossing locations with kerb extensions to reinforce the existence and prominence of the crossings, reinforce the presence of pedestrians, reduce the width of the road that pedestrians have to cross and improve visibility between motorists and pedestrians.
- Additional kerb extensions (particularly on the western side of Bunnerong Road) to create generous opportunities for new landscaping, casual meeting and resting places and outdoor dining/cafe seating (at the street edge) to encourage new businesses to the area.
- Utilising kerb extensions as Bus stop blisters to reduce delay for buses, maximise kerbside parking and contribute to traffic calming.
- Clearly delineating the urban Town Centre from surrounding suburban streets with the use of hard paving rather than grass verges. In the north eastern precinct which could become a mixed use precinct at ground floor (with residential and commercial uses) a combination of hard paving and grassy setbacks would distinguish a 'green link' public domain.
- Using landscape treatment to clearly distinguish existing walking paths from the Town Centre to retailers a number of blocks away to the south of the Town Centre and to nearby community facilities such as Heffron Park.
- Building up existing landscaping by fast tracking Council's Street Tree Planting Strategy.



Kerb extensions have the potential to enhance the function and safety of signalised crossings for pedestrians, and to create new opportunities for outdoor dining and casual resting places



Potential Hurdles

RTA concurrence to roadway alterations

Council budgetary restrictions

OBJECTIVE 2



ACTIVE, SAFE, ACCESSIBLE, SUSTAINABLE PUBLIC SPACES

Active Safe Accessible & Sustainable Public Places

There are also opportunities to improve the ease with which pedestrians move from residential streets into the Town Centre itself.

Potential improvements could include:

- The arcade next to the Medical Centre is a natural connection through the 'core' of Matraville from Bunnerong Road to the Baird Lane carpark and the pocket park in Baird Ave. New development involving this and adjacent sites could be encouraged to deliver an enhanced experience, for example through 'greening', activating the arcade shopfronts, improved lighting, public art, and the use of colour.

Future development could achieve additional pedestrian connections in other areas of Matraville:

- North western precinct, midway between the Medical Centre and Beauchamp.
- Between St Agnes School, the RSL Carpark and Bunnerong Road
- Between the RSL/Norfolk Lane and Bunnerong Rd.

The ease of crossing the wide and daunting expanse of Bunnerong Rd could be improved through kerb widening in selected areas including at the existing signalised crossings, and through limiting traffic speed to 40km per hour throughout the Town Centre.



Existing arcade with low ceilings, blank walls, graffiti. New development could deliver an active, tenanted pedestrian connection to Baird Ave carpark



Current potential link in private use by School. Negotiations with School could possibly achieve pedestrian link or shared zone for kiss'n'ride

Potential Hurdles

Slow take-up of development

Council budget limitations

Negotiations with landowners



OBJECTIVE 3



BUILD ON EXISTING STRENGTHS TO ACHIEVE LOCAL CHARACTER

An Identifiable Local Character

The heritage values of the Matraville Hotel mean it is the only entry point/gateway building with an identifiable character. The current condition of other buildings and uses at Matraville gateways provide opportunities for new development to contribute to a distinct local character.

Combined with landscaping and access improvements to better connect the Town Centre with leisure uses at Heffron Park, and smaller retail clusters to the south, new development could define the edges of the Town Centre to create a clear distinction between its retail/commercial uses and surrounding residential areas.

Public art could be incorporated into new development, to heighten the sense of arrival into a dynamic and interesting Town Centre precinct.

The creativity of public art also has the potential to enliven otherwise bland public spaces - whether it be by providing a unique element of paving or street furniture, by contributing quirky pieces of art, by influencing lighting design, by giving retailers special opportunities to display their retail offer, or a combination of all of these.

In conjunction with advocacy efforts by the local Chamber of Commerce, public art could be used to drive and promote a new specialist retail niche for Matraville, by publicly expressing say, the desired future character of Matraville as a leisure/recreational destination.

With or without the involvement of public art, the Town Centre's active Chamber can be a strong influence for positive change to consolidate a specialist retail niche.



Potential Hurdles

Slow take-up of development

Council budget limitations - capital costs
of construction and maintenance costs

OBJECTIVE 4



HIGH VISUAL AND DESIGN QUALITY, AND QUALITY OF LIFE

Quality Design

There is considerable opportunity to ensure that new development in Matraville delivers better outcomes for current and future residents.

Upper level views and natural sea breezes, and the existing relationship between the Town Centre and nearby beaches and parks can be emphasised by providing large terraces or balconies as private open space to new development.

Since 2002, the State Government Architect Chris Johnson has been advocating a policy of 'Greening Sydney' through better integration of landscaping and architecture. In his view 'I believe....that flats themselves are also about gardens....a large outdoor terrace.....must be filled with landscape and be big enough for outdoor eating including the occasional barbecue. Privacy would be managed.....using screens and pergolas. The first of these 'garden apartments' is under construction at Victoria Park, Green Square, and hopefully the model can be adapted to many places across Sydney. It is the ideal building type for interfacing leafy suburbs.' Magazine article I See Green by Chris Johnson October 26 2002)

A requirement for substantial landscaped terraces to all new development would be well accepted by Matraville residents, and could contribute to a unique local character.

Detailed planning controls which take into account current constraints and opportunities and which are as far as possible precinct or site specific should nevertheless be based on consistent principles.



Crime Prevention Through Environmental Design is a fundamental element of new development



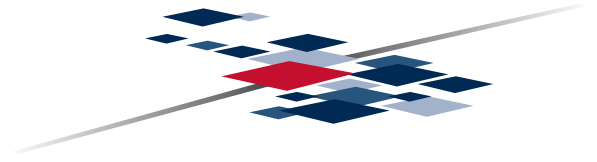
Well proportioned buildings, of an appropriate scale, responding to environmental conditions such as noise, sun, breezes, privacy and views



Building facades contribute to the village character of the street through the integration of art as a natural element of good design



The history of the Town Centre is expressed through shopfront proportions in new development which reflect the predominantly 6 metre wide frontages of retail uses of the past



OBJECTIVE 4

HIGH VISUAL AND DESIGN QUALITY, AND QUALITY OF LIFE



Active uses at ground floor (street) level e.g. shops, cafes, restaurants encourage local walking and cycle use



Limit vehicle access from Bunnerong Road Parking offered below ground to facilitate active street edges




Environmentally sustainable, dual aspect, cross ventilated apartments offer a high standard of amenity, with access to useable private and communal open space.

DESIGN PRINCIPLES



Ultimately, a new Development Control Plan for Matraville will detail the planning and urban design principles, built form guidelines and spatial controls to assist new development achieve the Vision for Matraville's future. It will be accompanied by complementary recommendations for public domain improvements. It is already possible to consider many of the guiding design principles which will most likely be translated into new planning controls for Matraville.

Objective 1: To achieve a viable local Town Centre which supports a community	
Key Opportunity	Design Principles
<p>1.1 Bring back the 'Basics'</p> 	<p>Identify potential sites suitable for large format retail (such as a supermarket or fruit and vegetable grocer) to stimulate development interest by creating a competitive environment until a suitable large format retail use is achieved</p> <p>Prepare specific design principles for these sites</p> <p>Provide for site amalgamation which will be necessary to achieve a minimum site area of around 2,300 to 2,500 sq metres including loading and unloading</p> <p>Provide for ground floor retailers, as the relatively low rental return of a supermarket may need to be supplemented by additional ground floor retailers at higher rents</p> <p>Development controls recognise that development costs associated with providing a large floor area to a low rental occupant such as a supermarket or grocery store are likely to be offset by additional residential development above</p>




SUPPORTING A COMMUNITY

Objective 1: To achieve a viable local Town Centre which supports a community

Key Opportunity	Design Principles
<p>1.3. Design for the Future</p> <p>Enable existing residents to stay in Matraville as their housing needs change</p> <p>Increase the local supply of accessible housing to support an ageing population</p> <p>Encourage continued 'migration' of younger people by providing a variety of housing styles and options close to the Town Centre</p> <p>To identify appropriate residential form to increase population densities, with design guidelines requiring high quality design of buildings along Bunnerong Road</p> <p>Examine the appropriateness of intensifying residential density in other areas close to Bunnerong Road</p> <p>Protect the Town Centre from future declines in local population by linking planning for new development to demographic and social trends affecting housing</p>	<p>Plan for a quantifiable number of new dwellings in the Town Centre</p> <p>Determine appropriate building heights and site coverage on the basis of the desired end number of new dwellings</p> <p>Determine minimum frontages and lot sizes for new development by considering desired dwelling number outcomes in conjunction with desired design outcomes and make provisions to encourage site amalgamation where necessary</p> <p>Encourage a variety of apartment sizes and styles</p> <p>Consider providing for garden flats/ terrace style housing in and around the Town Centre in addition to apartments</p> <p>Focus higher density housing to main street and rear lanes, accessible to Town Centre facilities and services</p> <p>Ensure new residential development is equipped with lifts</p> <p>Provide design ideas and building incentives to encourage existing Strata-titled properties to modernise in the future</p>
<p>1.4 Provide New Facilities for the Community</p> <p>Improve facilities for younger people with a multi-purpose community facility located in the Town Centre.</p> <p>Identify a suitable location for convenient and safe public toilets</p>	<p>Provide for a Community facility in a safe, central location with good access to public transport and existing recreational uses such as Heffron Park, Matraville library - e.g. a redevelopment of the Baird Lane carpark or maximising opportunities represented by the RSL's desire to offer services additional to its bowling greens and tennis courts</p> <p>Include public toilets in the Community facility</p>



Objective 2: To achieve active, safe, accessible and sustainable public places in the Town Centre

Key Opportunity	Design Principles
<p>2.1. Sustain the Environment</p> <p>Use environmental best practice in public domain and landscape design</p> 	<p>Use water-sensitive plants to create enjoyable public spaces</p> <p>Use permeable paving in public domain</p> <p>Build upon existing landscaping</p> <p>Replace suburban grass verges on the eastern side of Bunnerong Road with pavers and landscaping more appropriate to the Town Centre</p> <p>Increase landscaping in the median strip with low/traffic safe plantings interspered with pedestrian refuges</p> <p>Include bike racks in street furniture improvements</p> <p>Introduce a cycling trail</p> <p>Encourage and demonstrate environmental innovation in public places</p>

ACTIVE, SAFE PUBLIC PLACES



Objective 2: To achieve active, safe, accessible and sustainable public places in the Town Centre

Key Opportunity

2.2 Create an Enjoyable Public Domain

Improve the public domain by widening the footpath with or without reducing the number of lanes on Bunnerong Road

Encourage greater use of bus services by providing excellent waiting facilities

Create 'green havens' within the footpath, which act as meeting places, resting places, or places to wait for public transport.



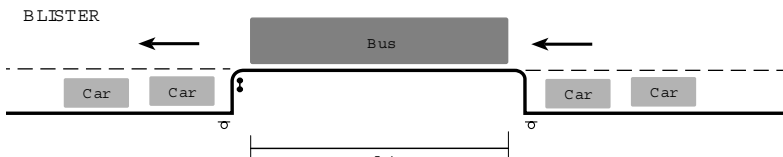
Design Principles

Create a distinctly urban feel by using hard paving for footpaths. In areas of mixed use at street level utilise a combination of hard paving and grassy setbacks to establish a 'green link' public domain

Utilise excess road width with potential 'blister' extensions of the footpath to provide street trees, meeting areas, seats, outdoor dining, public transport stops

Use kerb extensions to enhance the three existing signalised pedestrian crossing locations

Bus stop blisters are preferred in order to reduce delay for buses, maximise kerbside parking and contribute to traffic calming



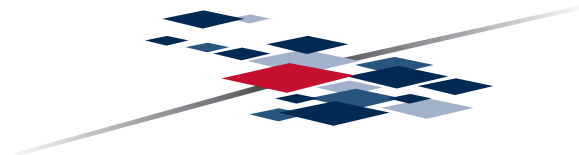
Provide 'level' opportunities for outdoor dining in extended blisters, where the existing footpath follows ground contours




Fast track Council's Street Tree Planting Strategy

Provide additional traffic safe landscaping and pedestrian refuges in the median strip

DESIGN PRINCIPLES

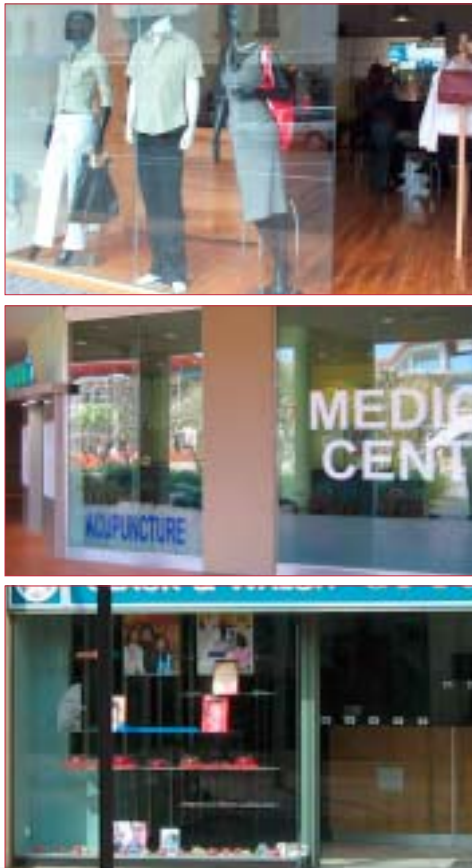


Objective 2: To achieve active, safe, accessible and sustainable public places in the Town Centre	
Key Opportunity	Design Principles
<p>2.3 Design for Future Flexibility</p> <p>Increase active retail demand at street level and provide for a corresponding shift of commercial usages to first floor level</p>	<p>Provide optimum conditions for retail uses at ground floor level and commercial uses at first floor level with minimum floor to ceiling heights of 3.3 metres.</p> <p>Minimum floor to ceiling heights at first floor level will allow flexibility for future adaptation to residential uses</p>
<p>2.4 Increase Attractiveness and Safety of the Street</p> <p>Provide safer by design suggestions to retailers to encourage use of alternatives to uninviting security grilles</p> 	<p>Prohibit solid shutters on ground floor retail/commercial shopfronts</p> <p>Security grilles and security doors to be permeable (transparent)</p> <p>Encourage retailers to keep storefronts lit during the night</p>

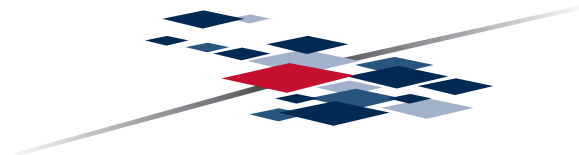
ACTIVE, SAFE PUBLIC PLACES





Objective 2: To achieve active, safe, accessible and sustainable public places in the Town Centre

Key Opportunity	Design Principles
<p>2.5 Improve Existing Presentation</p> <p>Create a more inviting shopping precinct by improving the appearance and presentation of individual stores and storefronts</p> 	<p>Maximise street level activity, for example by avoiding blank walls at ground level. Allow for visual interest such as retail display cases on the external face of fire escapes, service doors and equipment hatches</p> <p>Maximise glazing for retail uses, but break large glazed shopfronts into discrete sections</p> <p>Prohibit use of opaque or reflective glass, or solid window coverings on the ground floor</p> <p>Use materials which reduce opportunities for vandalism (e.g. strong, wear resistant laminates, impervious glazed cermaics, treated masonry, stainless steel, anti-graffiti paints, or vegetation against large walls)</p> <p>Ensure speedy repair or cleaning of damaged or vandalised property</p> <p>Comply with Randwick Council's Outdoor Advertising DCP</p> <p>Ensure that signage does not: obscure important architectural features; dominate the architecture of buildings; protrude from, or stand proud of, the awnings; project above any part of the building to which it is attached; cover a large portion of the building façade.</p> <p>Prohibit fin signs and projecting wall signs</p> <p>Prohibit more than one sign for each shop front</p>

DESIGN PRINCIPLES




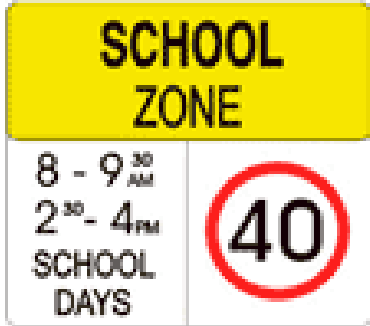
Objective 2: To achieve active, safe, accessible and sustainable public places in the Town Centre

Key Opportunity	Design Principles
<p>2.6 Activate Rear Lanes</p> <p>Provide for new development</p> <p>Improve pedestrian connectivity by making rear lanes more inviting, with a 'safer' feeling</p>  <p><i>Artists impression only</i></p>	<p>Ensure that driveway/garage entries are designed to avoid dominating rear lanes</p> <p>Ensure that windows, entries and balconies, active uses and habitable rooms address the lanes, providing passive surveillance</p> <p>Encourage pedestrian use by day and by night by improving lane resurfacing and levels of lighting</p> <p>Ensure lighting does not produce glare or dark shadows</p> <p>Prohibit high solid fences and dense/high landscaping which create hiding places</p>  <p><i>Artists impression only</i></p>

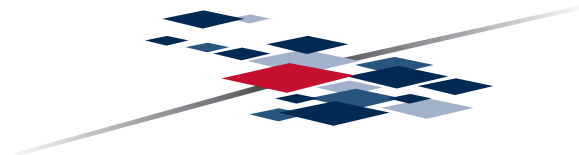
ACTIVE, SAFE PUBLIC PLACES



Objective 2: To achieve active, safe, accessible and sustainable public places in the Town Centre

Key Opportunity	Design Principles
<p>2.7 Encourage local Walking</p> <p>Improve pedestrian connectivity to existing carparks through specific planning controls for sites adjacent to these carparks</p>  <p><i>Artists impression only</i></p>	<p>Provide for active connections with shopfronts/dining opportunities/landscaping treatment and/or public art</p> <p>Identify particular sites and appropriate controls (for example site amalgamation offsets) which could encourage additional pedestrian links between residential streets and Bunnerong Road, particularly in the North Western precinct</p> <p>Prohibit blank walls</p> <p>Ensure that pedestrian connections are well lit at all times</p> <p>Ensure that pedestrian connections are open to the public at all times</p> <p>Maximise passive surveillance in design controls</p>
<p>Improve pedestrian connectivity without any undue impact on the movement of traffic by expanding the 40 kilometre per hour speed limit throughout the Town Centre and outside of school hours</p> 	<p>Encourage motorists to drive with care and an awareness of safety of other road users such as pedestrians and cyclists.</p> <p>Improve the physical environment by reducing traffic noise, vibration and vehicle generated air pollution, and improving the visual appearance of Bunnerong Road</p> <p>Reduce the volume of through traffic and heavy vehicular traffic using Bunnerong Road where better alternatives exist</p> <p>Reduce the speed of traffic to a level commensurate with the pedestrian functions of the shopping centre.</p> <p>Maintain an acceptable level of accessibility for all residents, customers, emergency vehicles, delivery and maintenance services and public transport providers</p> <p>Improve pedestrian use of lanes by introducing shared zones where vehicles and pedestrians have equal priority</p>

DESIGN PRINCIPLES



Objective 2: To achieve a active, safe, accessible and sustainable public places in the Town Centre	
Key Opportunity	Design Principles
2.8 Improve local Parking Investigate alternative arrangements for on-street parking	Maximise on-street parking without compromising pedestrian/ environmental amenity Review and improve parking and directional signage Improve parking management e.g. by better policing of existing parking restrictions
2.9 Manage Traffic	Investigate ways of managing traffic to achieve an optimal pedestrian environment that encourages frequent use of Town Centre services and facilities

STRONG LOCAL CHARACTER



Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville

Key Opportunity

Design Principles

3.1 Town Centre Gateway - North

Create a sense of arrival into the Town Centre from the north with new development on both the western and eastern sides of Bunnerong Road

Future development to address the Bunnerong/Beauchamp corners. Build to the boundary on all corners of the intersection. Present each frontage of a corner building as a main street frontage

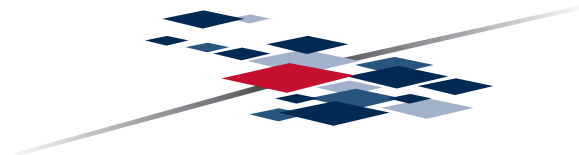
Design corners to clarify the street hierarchy




Emphasise verticality at corners, if possible by concentrating the tallest portion of the building on the corner itself, to give 3 dimensional definition to the intersection.

Utilise design devices such as increased wall heights, splayed corner details, increased height, expression of junction of building planes and other building elements to reinforce the way finding attributes of street corners

DESIGN PRINCIPLES




Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville

Key Opportunity	Design Principles
<p>3.2 Town Centre Gateway - South</p> <p>Create a sense of arrival into the Town Centre centre from the south by encouraging investment in, and upgrading of, buildings on the southern side of the Perry/Bunnerong intersection.</p>	<p>Future development to address the Bunnerong/Perry corners. Build to the boundary on all corners of the intersection. Present each frontage of a corner building as a main street frontage. Emphasise verticality at corners and use architectural features to reinforce the way-finding attributes of corners.</p> <p>Do not closely imitate, replicate or mimic the historic style of the Matraville Hotel.</p>
 <p><i>Artists impression only</i></p>	
	<p>Provide a contemporary design which is sympathetic to the Matraville Hotel building in terms of: proportions; materials; colours and details.</p> <p>Do not apply historic details such as small paned windows, cast-iron decoration, ornate decorative details, original window glazing, etc. New development should be recognisable as a product of its time and should not create a false impression of age or a style.</p> <p>Provide contemporary new signage that compliments the character of the Matraville Hotel.</p>

STRONG LOCAL IDENTITY



Objective 3: To build on the Town Centre's strengths to achieve an identifiable local character for Matraville

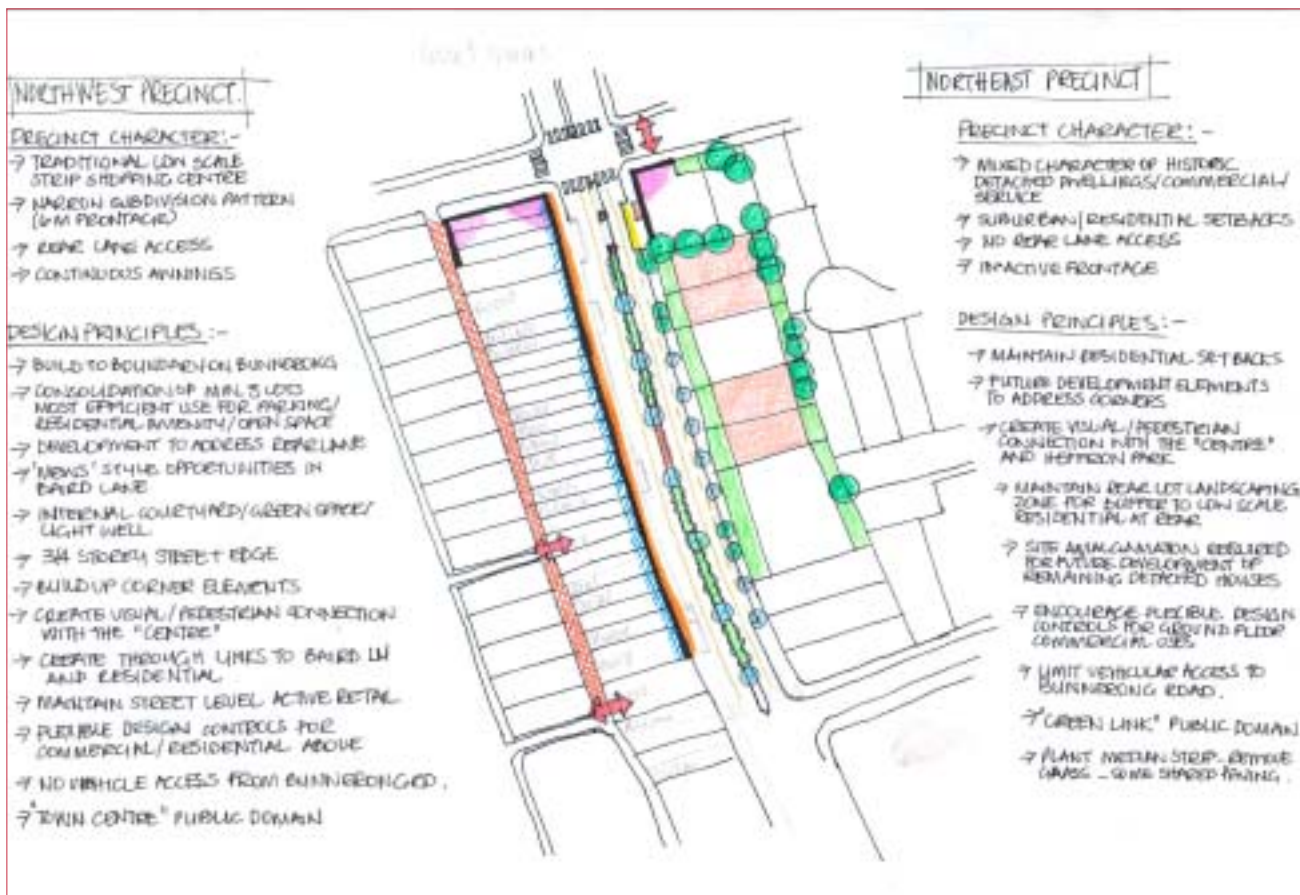
Key Opportunity	Design Principles
<p>3.3 Specialist Niche</p> <p>Develop a specialist 'niche' that deepens the business offering of the Town Centre and attracts new customers</p>	<p>Design ground floor retail to encourage active business uses such as: delicatessen, café, takeaway, restaurant, recreational goods, furniture, home wares, appliances, clothing & soft goods.</p>
<p>3.4 Public Art</p> <p>Achieve a distinct atmosphere and identity for Matraville through private and public domain improvements which use art to express local identity</p> 	<p>Integrate artists' creativity and skills into the design of the built and natural environment in order to enhance local quality of life</p> <p>Consider requiring all new development to provide a portion of the total development costs to a public art process, including engaging professional artists to design and oversee installation of the works which are integral to development including but not limited to: lighting, paving, window treatments, canopy design, balustrading</p> <p>Locate public art in areas offering the public a free and unobstructed experience of the work, with preference given to areas providing the greatest opportunities for interaction</p> <p>Involve artists in design and installation of street furniture</p>

DESIGN PRINCIPLES




Objective 4: To facilitate high visual and design quality in sustainable new development that provides a high quality of life

Key Opportunity	Design Principles
<p>4.1 Precinct Approach</p> <p>Consider specific planning options for various precincts within the Town Centre in order to achieve better design outcomes, specific use outcomes, and better functionality of the entire Centre</p>	<p>Tailor controls to suit the individual characteristics of each precinct - see example below for North West and North East precinct</p>






Objective 4: To facilitate high visual and design quality in sustainable new development that provides a high quality of life

Key Opportunity	Design Principles
<p>4.2 Quality Design</p> <p>Undertake detailed Town Centre planning which assists new development to achieve the 10 Design Quality Principles of SEPP 65</p>  <p><i>Artists impression only</i></p>	<p>New Development Control Plan to cover, as a minimum, good design principles for:</p> <ol style="list-style-type: none"> 1. Context 2. Scale 3. Built Form 4. Density 5. Resource, energy and water efficiency 6. Landscape 7. Amenity 8. Safety & Security 9. Social Dimensions 10. Aesthetics
<p>4.3 Sustainable Design - Energy & Water Efficiency</p> <p>Undertake detailed Town Centre planning which assists new development to achieve BASIX targets which will be mandatory from 1 February 2005</p>	<p>New built form controls to be based on achieving apartments which maximise energy and water efficiency</p> <p>Design controls to provide for:</p> <ul style="list-style-type: none"> • natural ventilation and natural lighting; • gas boosted or solar hot water systems; • energy efficiency in common areas; • maximising natural ventilation in car parks; • water conserving landscaping, including native vegetation; • recycling of wastewater for toilet flushing, laundry & landscaping; • recycling and waste minimisation (construction & occupation); • pool covers and pool pump timers. <p>Encourage innovation</p>

DESIGN PRINCIPLES



Objective 4: To facilitate high visual and design quality in sustainable new development that provides a high quality of life

Key Opportunity	Design Principles
<p>4.4 Pleasing, attractive buildings</p> <p>Achieve new development of a high architectural standard where the interrelationships of design and function have been carefully considered</p>  <p><i>Artists impression only</i></p>	<p>Design buildings to address the street, but ensure that rear and side facades also provide visual interest to the street and surrounding neighbours</p> <p>Compose the façade with an emphasis on vertical elements</p> <p>Use high quality materials that withstand the effects of weathering and wear and contribute to the value of buildings over the longer term</p> <p>Adopt a modular form, ideally one which reflects the underlying narrow built form of interwar frontages (6 - 8 metres)</p> <p>Use vertical elements such as vertically proportioned windows, exposed party walls, attached piers, vertical balustrades, attached columns or fins to express this modulation and rhythm, particularly for the top of the building.</p> <p>Use horizontal elements such as roofs, parapets, balconies and balustrades, eaves lines, string courses, cornices and door/window heads to align the building with its neighbours</p> <p>Provide features which give a 'human scale' to the building, particularly at street level</p> <p>Consider sea breezes and views when determining proportions and treatment of the facade.</p> <p>Provide substantial terraces/balconies, with dedicated landscaped areas to create an open-air feeling and a greening of the streetscape at all residential levels of new development</p> <p>Design entries and associated elements including signs, street numbers, post boxes, landscaping etc to emphasise their visible presence from various locations or approaches to the building</p> <p>Entries and foyers should be comfortable, sheltered, safe, convenient and visible at all times of day and night</p> <p>Car park entrances need to be carefully designed to avoid ugly or extensive gaps in street and lane frontages</p>

Objective 4: To facilitate high visual and design quality in sustainable new development that provides a high quality of life

4.5 Rhythmic Business Frontages

Respect the history of the Town Centre by retaining the interwar retail pattern of narrow frontages in new development



Artists impression only

Ensure that lot dimensions of existing interwar frontages are expressed in new development, contributing to the built form, grain and rhythm along the street

Design individual retail shopfronts in a modular form, ideally one which reflects the underlying narrow built form of interwar buildings (6 - 8 metres)

Provide continuous awnings to follow the general alignment of existing awnings in the street

Awnings to be of sufficient depth to protect pedestrians on the pavement

Awnings should preferably be stepped to follow the contours of Bunnerong Road

Under-awning lighting is encouraged for the safety of the public

Signage may be suspended under awnings

DESIGN PRINCIPLES



Objective 4: to facilitate high visual and design quality in sustainable new development that provides a high quality of life

Key Opportunity	Design Principles
<p>4.5 Better Building Design</p> <p>Achieve better building design throughout the Town Centre by ensuring that new planning controls create viable opportunities for enhanced, high quality new and infill development.</p> <p>Achieve better building design throughout the Town Centre by developing site specific and envelope design controls rather than 'blanket' measures like FSR (floor space ratio) which do not necessarily result in appropriate bulk and scale.</p>	<p>Provide floor to ceiling heights that enhance internal amenity, offer appropriate functionality for their intended purpose, and ensure flexibility for the future e.g. Minimum 3.3 – 3.5 metres at ground (street) level and 2.7 metres for residential floors</p> <p>Corner sites, which are important as gateways to the Town Centre, should have a prominent scale and design which will require specific site controls to achieve high quality development of approximately 6 storeys, setback from a street edge of 4 storeys</p> <p>Sites with the ability to provide additional pedestrian links between Bunnerong Road and residential areas will also require site specific controls to achieve high quality development of approximately 6 storeys, setback from a street edge of 4 storeys</p> <p>Consider requiring amalgamation of narrow lots to achieve minimum frontages of at least 12 metres (and possibly 18 metres) to ensure that good design and amenity can be achieved</p> <p>Because the current planning controls (an FSR of 1.5:1 with a height limit of 12 metres) do not provide sufficient incentive to encourage development of a supermarket or large format fruit and vegetable grocer, new controls to encourage this key use to the Town Centre will have to include minimum requirements for site amalgamation and recommendations about appropriate design for a building height of around 7 stories, setback from a street edge of 4 storeys</p> <p>Given that around 50% of the Town Centre is fully developed under the current controls, consider specific controls to encourage good infill development, (e.g. an additional upper level setback from the existing 4th storey) to better integrate existing buildings with new development.</p>

MATRAVILLE TOWN CENTRE



Next Steps

Shopfront Exhibition - Discussions with the Community about the content, directions and options identified in 'A Snapshot of Matraville' and 'Shaping the Future'

Mid to Late February 2005

Incorporate community feedback into more detailed planning for precincts and key sites and prepare Local Environmental Plan amendments and a Draft Development Control Plan (setting out the planning and urban design principles and guidelines, and outlining built form and spatial controls including 3-dimensional building envelopes) together with recommendations for public domain improvements in a form which will facilitate identification, design details and costings by Council for inclusion into Council's Section 94 Plan

Mid February to Late March 2005

Exhibit Draft LEP amendments and DCP

Late March to Late April 2005

Assess public submissions to public exhibition, review and finalise Draft LEP amendments and DCP accordingly

Early May to Late May 2005

Council approval of LEP amendments and Development Control Plan

June 2005

