

9.35

STRATEGIC CONTEXT PARRAMATTA ROAD (COMMERCIAL)







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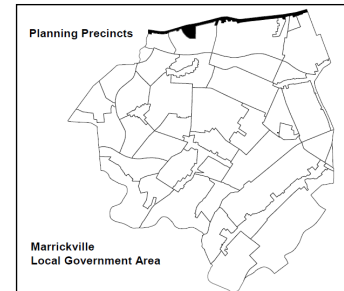
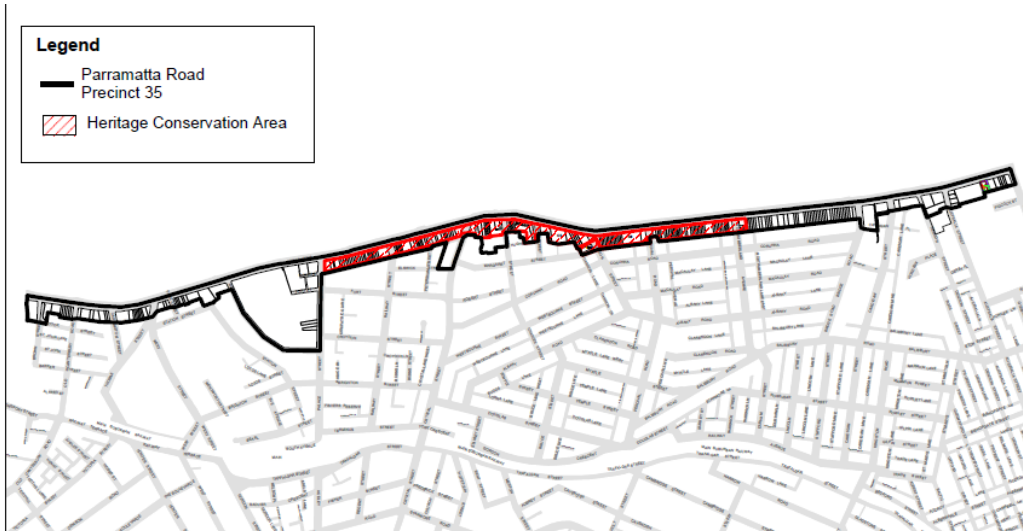




Part 9 Strategic Context

9.35 Parramatta Road (Commercial Precinct 35)

Map of precinct



9.35.1 Existing character

This precinct is located along the entire northern boundary of the land where this DCP applies and occupies the southern side of Parramatta Road, from Brown Street, Lewisham, in the west to Mallett Street, Camperdown, in the east. It consists of properties that front Parramatta Road and is largely commercial in nature. The western end of the precinct adjoins the Ashfield LGA and contains part of the corridor for the Inner West Light Rail. The eastern end adjoins the City of Sydney LGA. Residential lots occupy most of the land to the south of the precinct.

Parramatta Road is an RMS controlled Classified Road and is one of the major traffic routes in Sydney which links the western suburbs with the city. It is 6 lanes wide and contains bus lanes on both sides for a large section within the precinct. Major roads that intersect with Parramatta Road within the precinct include West Street, Crystal Street and Bridge Road. Parramatta Road conveys very high volumes of traffic and is often congested, particularly during peak commuter hours.

There are a range of building ages within the precinct including Victorian, Federation, Inter-War, Post-War and Contemporary. The central section of the precinct makes up the Parramatta Road Commercial Precinct Heritage Conservation Area (HCA 5) which is identified as demonstrative of the changing role of retail and commercial development along a major arterial corridor and shows the ability of the buildings to adapt to changing needs over time. The road itself is thought to have been built over an Aboriginal walking track and was in use by the colony at least by the 1790s. Existing buildings predominantly date from 1900-1940 and include rare examples of their type.

Many buildings throughout the precinct contain glazed shop fronts and roof awnings. There is good enclosure of the street for the most part, with a regular building frontage

along the footpath and a nil setback. There is the occasional larger setback or private parking area on the street frontage associated with the adjoining commercial use, which creates a break in the building edge. Building heights are mostly 2 to 3 storeys, interspersed with some larger buildings. The shop top housing developments at the eastern end of the precinct are up to 7 storeys high. Some of the older buildings appear to be slightly run down and there are quite a few vacant premises.

Principal land uses include large retail activities and wholesale supplies at the western and eastern ends of the precinct including a tile shop, plumbing centre, tyre centre, electronics store, bathroom ware shop, self-storage and motor vehicle dealerships, together with stores selling larger items such as furniture, scooters, bikes, power tools, exercise machines and vacuum cleaners. Other land uses include service stations, licensed premises including Lewisham Hotel, the Clarence Hotel and Petersham Inn, Fort Street High School and Bridge Road School, restaurants and other food outlets, including a McDonalds, and residential land uses including residential dwellings and large residential flat buildings. The central part of the precinct is more fine grain and contains a mix of uses dominated by smaller individual retail stores, restaurants and other food outlets, some with shop top housing or office space on the first floor. Major activities in this central area include a service station, Petersham Inn Hotel and a motor vehicle dealership.

Heritage Items within the precinct include part of Fort Street High School (William Wilkins Building), the Clarence Hotel on the eastern corner with Crystal Street, Petersham Inn Hotel on the western corner with Phillip Street, the Olympia Milk Bar at 190 Parramatta Road, a five storey Federation building on the eastern corner with Cardigan Street which has recently being redeveloped and Bridge Road School.

The precinct contains the Parramatta Road Commercial Precinct Heritage Conservation Area.

On street car parking along this section of Parramatta Road is generally permitted outside the hours of 6.00am – 10.00am and 3.00pm – 7.00pm Mondays to Fridays and additional parking is available down the side streets. A few of the larger sites have their own private off-street parking area accessed directly from Parramatta Road. Sites can only be accessed by vehicular traffic heading in a westerly direction. There is a wide footpath which is in good condition and most streets have a signalised crossing for pedestrians.

The precinct has a reasonable amount of pedestrian activity, particularly in the middle and eastern sections. General amenity is not great however given the huge volume of traffic on Parramatta Road. Space is at a premium on this busy thoroughfare and there are no street trees or other public landscaping.

Areas within parts of the precinct have been identified as having high biodiversity values within the LGA. It is essential that development within those areas considers the potential impacts to biodiversity including native fauna (including Threatened Species and Endangered Populations); native vegetation (including Endangered Ecological Communities); and habitat elements (including their condition, structure, function, connectivity and disturbance).

Part of the GreenWay, a proposed regional cycling and walking trail, traverses the precinct. The GreenWay is an urban green corridor in Sydney's Inner West connecting the Cooks River to Iron Cove. The GreenWay follows the route of the disused Rozelle freight rail corridor, which has been converted to light rail, and also incorporates the Hawthorne Canal. The vision for the GreenWay is for a "recognisable environmental,



cultural and sustainable transport corridor linking two of Sydney's most important waterways".

9.35.2 Desired future character

The desired future character of the area is:

1. To protect the identified Heritage Items within the precinct.
2. To protect the identified values of the HCA 5 Parramatta Road Commercial Precinct Heritage Conservation Area.
3. To protect and enhance the character of streetscapes and public domain elements within the precinct including prevailing subdivision patterns, building typologies, materials and finishes, setbacks, landscaping, fencing, open space, carriageway and footpath design and kerb and guttering.
4. To ensure that buildings provide strong definition to the street through retention of the existing nil building setbacks.
5. To retain, as a minimum, the front portion of contributory buildings where they are contributory to the Parramatta Road Commercial Precinct Heritage Conservation Area and/or streetscape.
6. Where required, to protect, preserve and enhance the existing character of the streetscape, where only compatible development is permitted.
7. To ensure the street building frontage of infill development complements the siting (location and orientation), scale, form (height, massing and setback), proportion (height to width and solid to void), rhythm, pattern, detail, material, colour, texture, style and general character in the design of the existing predominantly traditional two storey commercial streetscape, without being imitative.
8. To ensure that there are active commercial fronts to new buildings facing onto streets to create a vibrant and safe streetscape.
9. To ensure that any new residential development considers the amenity of residents in terms of noise and pollution generated by traffic volumes along Parramatta Road.
10. To ensure that higher density development demonstrates good urban design and environmental sustainability and provides suitable amenity for occupants of those developments.
11. To ensure that the design of higher density development protects the residential amenity of adjoining and surrounding properties.
12. To ensure that new development considers all potential impacts to biodiversity.
13. To support pedestrian and cyclist access, activity and amenity including maintaining and enhancing the public domain quality.
14. To ensure that new development respects local fauna by minimising lighting impacts on nocturnal fauna; reinforcing the permeability of the GreenWay Corridor to the surrounding built environment for local fauna; and providing a minimum 3 metre native vegetation buffer between the GreenWay Corridor and any new development.
15. To ensure that the provision and design of any parking and access for vehicles is appropriate for the location, efficient, minimises impact to streetscape appearance and maintains pedestrian safety and amenity.

9.35.3 Heritage Conservation Areas (HCAs)

The precinct contains the Parramatta Road Commercial Precinct Heritage Conservation Area (HCA 5). Refer to Part 8 (Heritage) of this DCP for detailed controls and guidelines.

9.32.3.1 HCA 5: Parramatta Road Commercial Precinct Heritage Conservation Area (C5)

The Parramatta Road Commercial Precinct Heritage Conservation Area is of historical significance as it demonstrates the changing role and expectations of retail and commercial development of land adjoining Sydney's main arterial corridors since Colonial settlement. The HCA includes a variety of retail and commercial built forms, some of which – such as the former drive-under petrol station – are now rare in the Sydney Metropolitan area. Its built form provides evidence of the final subdivision of the South Annandale Estate in 1906 as well as evidence of the effect of later road widening on the built environment.

The aesthetic significance of the Parramatta Road Commercial Precinct Heritage Conservation Area is derived from its ability to demonstrate the changing role of retail centres along major arterial roads and the ability of the fabric of these buildings to adapt to these changing needs and commercial imperatives. The buildings are predominantly representative of the period 1906 to 1940 and include some rare examples of their type. The streetscape of shops has retained its original configuration with individual bays presenting glazed shopfronts with direct access to the public footpath. Upper levels are used for commercial or residential purposes although high levels of traffic noise and pollution have affected the desirability of premises.

9.35.4 Precinct-specific planning controls

- C1** New development should address the GreenWay Corridor, recognising the space as an active frontage with substantial visual and environmental benefits; as well as an active transport corridor, and provide opportunities for street activation and/or public art and animation.
- C2** New development along the GreenWay Corridor should provide new and/or enhanced links to the GreenWay Corridor and Light Rail stops for new and existing bicycle and pedestrian networks, including appropriate signage and lighting.
- C3** New development should provide permeability across the GreenWay and Light Rail Corridor where possible; and ensure that all public access is safe and permanently accessible.
- C4** New development should be designed to link or integrate areas of open space and landscaping with the GreenWay Corridor; and materials used in any part of the development should complement the GreenWay's visual amenity and should be sourced from verifiable sustainable sources and/or recycled products.
- C5** New development should avoid the creation of a 'tunnel' effect along the GreenWay Corridor and be stepped back to ensure a 'human scale' is maintained immediately adjacent to the GreenWay Corridor, and should create new and/or enhance existing view corridors both to and through the GreenWay.
- C6** New development should respect local fauna by minimising lighting impacts on nocturnal fauna; reinforcing the permeability of the GreenWay Corridor to the surrounding built environment for local fauna; and providing a minimum 3 metre native vegetation buffer between the GreenWay Corridor and any new development.
- C7** HCA 5 Parramatta Road Commercial Precinct Heritage Conservation Area has been identified as containing the following streetscapes:
 - a. Retail streetscapes. Refer to Section 8.4 of this DCP for relevant controls.



Relevant Architectural Style Sheets for HCA 5 Parramatta Road Commercial Precinct Heritage Conservation Area include:

- b. Victorian Italianate/Victorian Filigree. Refer to Section 8.5.1 of this DCP for relevant controls.
- c. Federation styles. Refer to Section 8.5.2 of this DCP for relevant controls.
- d. Inter-War Art Deco residential flat buildings. Refer to Section 8.5.4 of this DCP for relevant controls.

9.35.5 Site-specific planning controls

Nil