

9.37

STRATEGIC CONTEXT KING STREET AND ENMORE ROAD (COMMERCIAL)







Contents

Part 9	Strategic Context.....	1
9.37	King Street and Enmore Road (Commercial Precinct 37) 1	
9.37.1	Existing character.....	1
9.37.2	Desired future character.....	2
9.37.3	Heritage Conservation Areas (HCAs).....	3
9.37.3.1	HCA 2: King Street and Enmore Road Heritage Conservation Area (C2).....	3
9.37.4	Precinct-specific planning controls.....	3
9.37.4.1	Contributory buildings map for the HCA and streetscapes	4
9.37.5	Site-specific planning controls	4

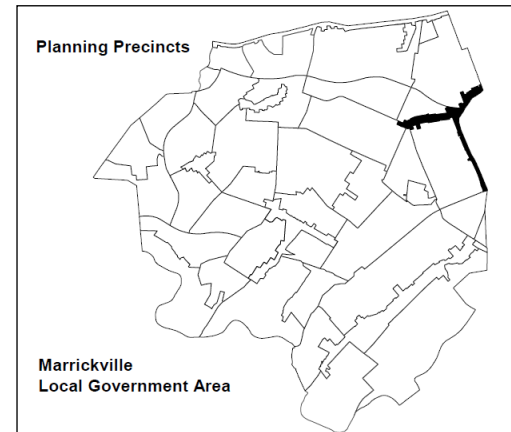
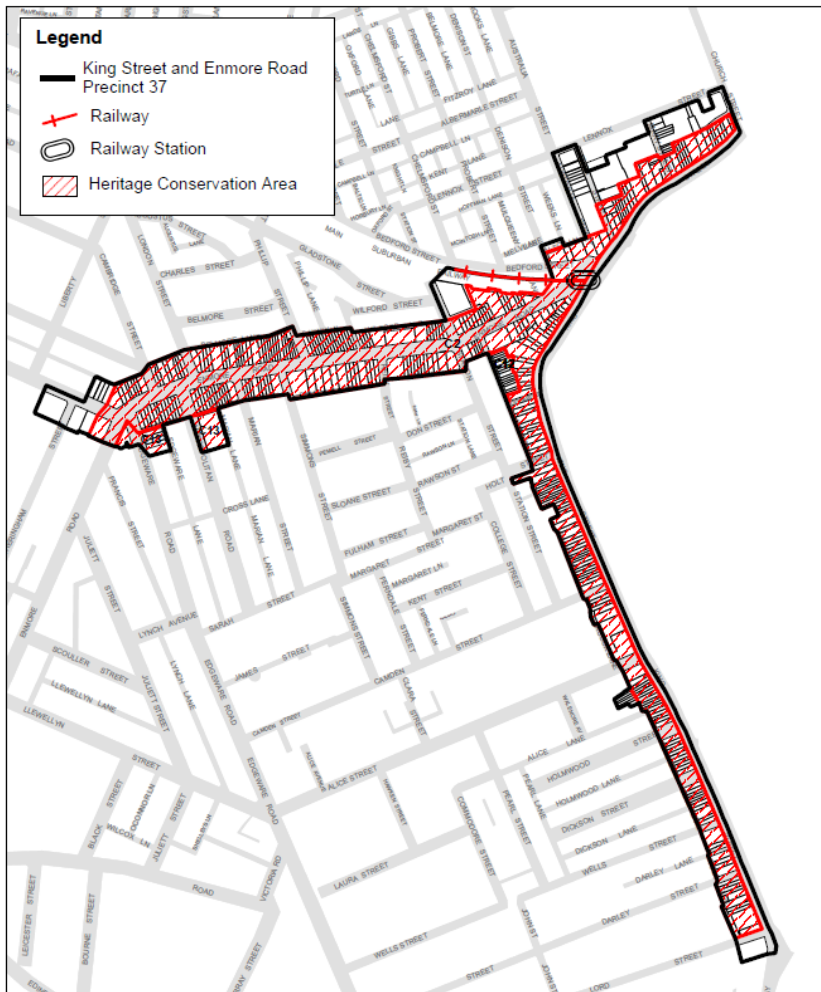




Part 9 Strategic Context

9.37 King Street and Enmore Road (Commercial Precinct 37)

Map of precinct



9.37.1 Existing character

This precinct is located along the eastern boundary of the land where this DCP applies adjoining the City of Sydney LGA. It consists of the western side of King Street between Church Street in the north and Lord Street in the south and both sides of Enmore Road from the King Street intersection to the intersection with Stanmore Road and a small section of properties fronting Stanmore Road. The precinct contains the retail strips of Enmore and Newtown and is largely commercial in nature.

Both King Street and Enmore Road carry large volumes of traffic. King Street in particular is a busy and restricted thoroughfare that connects Parramatta Road beyond the precinct to the north with the Princes Highway to the south. As a consequence, King Street conveys trucks and other large vehicles as well as cars and buses. King

Street and Enmore Road are major routes for buses travelling to areas of the Inner West and the southern suburbs of Sydney.

The precinct has traditionally been a civic, retail and entertainment hub and remains largely so today. It contains the King Street and Enmore Road Heritage Conservation Area, which is recognised for being a remarkably intact area from the late 19th and early 20th centuries containing a variety of original facades, interesting architectural features, vistas and landmarks. Buildings are mostly 2 to 3 storeys in height and form a continuous scale along the footpath edge that hug the street curves. The historical nature of the shopping area and building form creates a unique streetscape with high aesthetic values.

The precinct also contains a number of heritage items including include the Enmore Theatre, Dispensary Hall, Marie Louise shopfront and salon, the Sly Fox Hotel and the former Enmore Post Office on Enmore Road. King Street contains the former CBC and ANZ banks, former “Molloys” shop, Botany View Hotel and St Peters Hotel. Other heritage items include the Courthouse Hotel and the courthouse and former police station on Australia Street, Newtown.

Retail activities, food outlets, pubs/hotels, office premises and services dominate the precinct. The large number of Art Deco and Inter-War period hotels demonstrate the highly populated working class nature of the suburb in the early part of the 20th century. Other key land uses include Enmore Theatre, community buildings including the Newtown Neighbourhood Centre, Newtown Police Station and Newtown Fire Station. Many buildings contain shop-top housing above the ground floor level. The area is bustling and includes fashion boutiques, second hand book stores and furniture stores, cafes and historic pubs which contribute to an eclectic vibe. The precinct is also home to the well known historical “I have a dream” mural and painted Aboriginal flag located on the eastern wall of 305 King Street and is a listed Heritage Item. It is also home to the “We have the dreaming” mural within Telstra Plaza which acts as a comment on the “I have a dream” mural and links the message to the Aboriginal Australian experience.

Pedestrian amenity is very good due to the busy active commercial frontages, ease of pedestrian manoeuvrability within the precinct via signalised and non-signalised pedestrian crossings and relatively slow vehicular speed. Within the City of Sydney LGA, Newtown station is located centrally to the precinct near the King Street/Enmore Road junction and draws in a large volume of pedestrian traffic. Restricted on-street car parking is also available however some of this is limited during peak commuter times due to the provision of clearways. Parking is restricted on both sides of King Street and Enmore Road to encourage a higher turnover. Street parking is heavily utilised and can spill onto adjacent streets.

New development opportunities within this precinct are limited. Heritage Items and Contributory buildings must be retained and conserved.

9.37.2 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 King Street and Enmore Road 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 heritage conservation area (HCA) 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 that 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 higher density development demonstrates good urban design and environmental sustainability and provides suitable amenity for occupants of those developments.
10. To ensure that the design of higher density development protects the residential amenity of adjoining and surrounding properties.
11. To support pedestrian and cyclist access, activity and amenity including maintaining and enhancing the public domain quality.
12. To ensure 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.

9.37.3 Heritage Conservation Areas (HCAs)

The precinct contains HCA 2 King Street and Enmore Road Heritage Conservation Area. Refer to Part 8 (Heritage) of this DCP for detailed controls and guidelines.

9.37.3.1 HCA 2: King Street and Enmore Road Heritage Conservation Area (C2)

The King Street and Enmore Road retail strip is a remarkably intact area dating from the late 19th and early 20th centuries, where the relationship between topography and street grid provides a variety of corners and landmarks, vistas and framed features. Collectively, the groups of two to three storey terraces which line both sides of the curving ridge roads create a sense of unity, coherence and visual enclosure. This coherence is strengthened by the prominence of the retail frontages, the survival of most suspended awnings, and the under-awning string of pearls lighting which links the shops all along the streets. While of compatible height and scale, the buildings also display a diversity of architectural and decorative features. The streetscape has a unique and very attractive visual quality which should be preserved and enhanced.

Section 8.2.4 of this DCP addresses the function of buildings along King Street and Enmore Road as well as their architectural qualities. It acknowledges that the retail strip is characterised by a variety of lifestyle and building uses, and by innovation and creativity in retail offerings. It aims to encourage mixed uses where they can enliven the area. However, it first aims to protect and encourage the retail function which has persisted since the shopping streets were laid out in the 19th century, and which gives the area its unique character.

9.37.4 Precinct-specific planning controls

- C1** New development opportunities in the precinct are limited.

- C2** A detailed description of the character of the HCA is located in Section 8.2.4 of this DCP.

9.37.4.1 Contributory and period buildings map for the HCA and streetscapes

- C3** A contributory and period buildings map applies within the King Street and Enmore Road commercial precinct for the HCA and streetscapes. Refer to Part 8.4.2 of this DCP. In some cases sites are marked as “Contributory – façade only” on the contributory and period buildings map. In these cases, façade retention is required however some redevelopment may be appropriate behind the retained and conserved facades.
- C4** Where building facades are retained with new development behind, the new development must align with existing floor levels and fenestration to the retained façade.

9.37.5 Site-specific planning controls

- C5** Allow ongoing repair and retouching of the mural by the community without the need for development consent.
- C6** Encourage the owners or lessees of the property No. 8 Mary Street Newtown (currently Telstra) to undertake renovations to activate the street frontage of the building which faces into the plaza, and to cooperate with Council in removing clutter from within the plaza (centrally placed bins, planter bed and metal pergola at the back of the plaza) to enhance the setting of the mural. Retain the “We have the dreaming” mural as part of this process.