PLANNING PROPOSAL

2 - 6 PILGRIM AVENUE, 11-13 ALBERT ROAD
&
9 ALBERT ROAD STRATHFIELD
planning proposal

This document has been prepared by Kennedy Associates Architects and JBA Planning in support of the Planning Proposal for the urban block bounded by Pilgrim Avenue, Albert Road, Raw Square and the railway corridor at Strathfield, Sydney.

The block consists of two ‘sites’ being:

Site 1 – the amalgamation of 2-6 Pilgrim Avenue and 11-13 Albert Road, Strathfield, currently occupied by single dwellings and residential flat buildings.

Site 2 – 9 Albert Road, Strathfield, currently occupied by a service station.

Site 1 is currently occupied by single dwellings and residential flat buildings, whilst Site 2 is currently occupied by a service station.

Site 1 has an area of approximately 2868m2 whilst Site 2 has a total area of 2017m2. The total urban block has an area of approximately 4885m2.

Whilst this planning proposal is primarily focused on the future redevelopment of Site 1 it has been prepared in a manner that shows the long term development potential of the entire site.

The site is located immediately adjacent to Strathfield Town Centre and Strathfield Station. It is separated from the ‘Strathfield Triangle’ precinct by the railway corridor.

This places the site in the heart of the zone of redevelopment currently taking place across Strathfield and Canada Bay Council areas, focused on the significant strategic and urban planning opportunities offered by Strathfield Station and Strathfield Town Centre.

The need for higher density development to address Sydney’s significant housing requirements is now well documented and, as this document identifies, there is a major shift in the approach to urban development around major transport corridors and urban hubs currently taking place across the entire city.

Densities, building heights, building form and building typologies are all being re-evaluated and key business and transport centres, such as Parramatta, St Leonards, Burwood and Rockdale are undergoing significant changes to respond to the change in thinking about what is the appropriate urban character and scale.

Building heights of 70m - 80 m & 20-25 storeys are becoming the new ‘average’ in urban town centres (with 40 storeys and even 60 storeys being adopted), as centres address their future needs and compete for both public and private investment.

In this context the subject site, occupying a substantial amalgamated parcel of land located approximately 200m from one of Australia’s major rail stations and 400m from the start of a major national motorway, with only one neighbour sharing a common boundary and adjoining an already existing context of up to 20 storeys in height, is ideally placed to adopt this new urban approach.

The free standing nature of the subject site allows it to be seen, with its ‘other half’, as a ‘stand alone’ entity.

The subject site is, in fact, critically located in that it adjoins and forms part of the gateway to the principal points of entry to Strathfield Town Centre from both the west and north.

That is, it offers a strategically important opportunity in terms of the future character of Strathfield.

This document, identifies the regional and contextual opportunities for the site and proposes a development that delivers a group of buildings varying in height between 11 and 16 storeys (37m – 54m).

This places the proposed development firmly within the already anticipated context of the area and the lower end of the currently accepted range for high density developments being proposed across Sydney.

This Planning Proposal shows how the subject site can be successfully developed to achieve a mixed use development that will deliver a high standard of amenity to its occupants and strengthen the urban character of Strathfield Town Centre.

data

site data:

Site 1:

4 & 6 Pilgrim Avenue and
11 & 13 Albert Road, Strathfield

Site 2:

9 Albert Road, Strathfield

Site areas:

Site 1: 2868m2
Site 2: 2017m2
Total Area = 4885m2

Site Frontages:

90m to Pilgrim Avenue
32m to Albert Road

data

proposed mixed use development:

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massing development:

Massing

Massing massing consists of a series of interconnected buildings facing Pilgrim Avenue Albert Road & Raw Square Strathfield

Use:

Ground Floor Commercial
Upper Floors Residential

Height

11 - 13 Storeys
11 - 16 Storeys

Yield:

155 - 175 apartments
100 - 120 apartments

GFA

14,340 m2
10,085 m2

FSR

5:1
5:1

Parking approx

351 spaces
228 spaces

data

drawing schedule

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proposed mixed use development @ 2-6 Pilgrim Ave & 11-13 Albert Rd, Strathfield

A town centre

existing

proposed

recognise strathfield ‘town centre’ as extending beyond currently identified boundaries

B building heights

existing

proposed

establish zoning & building heights within town centre that reflect significance of strathfield as major transport hub & urban centre, and are consistent with with zoning & heights in adjoining areas

C subject site

existing

proposed

identify subject site as key site within town centre permit buildings commensurate with long term strategy & location

summary
proposed mixed use development @ 2-6 Pilgrim Ave & 11-13 Albert Rd, Strathfield
strathfield historically formed midpoint in sydney - paramatta urban corridor
proposed mixed use development

1 - leicester avenue
north west corner forms key view line for traffic approaching from north Parramatta Road.

2 - beresford road / elva street
south west corner forms key viewpoint for traffic approaching from west along Albert Road.

3 - albert road
south west corner forms key viewpoint for traffic approaching from west along Albert Road.

4 - raw square
south east corner forms key viewpoint for traffic approaching from south along Raw Square.

5 - albert road
south east corner forms key viewpoint for traffic approaching from east along Raw Square.

railway track

strathfield railway station

1 - leicester avenue
north west corner forms key view line for traffic approaching from north Parramatta Road.

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