town centre plan should recognise significance of nodal point to urban identity of strathfield

traffic converges at raw square
key entry & exit point to town centre

intersection of raw square and albert road key nodal point in town centre
currently lacks physical and urban definition

building masses should define intersection of raw square and albert road equally to deliver clarity and strength of urban form & identity

Raw Square

white square

proposed mixed use development

2-6 Pilgrim Ave & 11-13 Albert Rd, Strathfield

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Updated Planning Proposal 21/4/17

Significant Development / 10 + metre LEP heights

major traffic flow

major nodal point
defining elements
to raw square
SITE ANALYSIS B

HEIGHT / MASS
building heights in town centres across Sydney are rapidly increasing and will continue to do so in the coming years. Existing building heights within Strathfield town centre substantially below that of comparable areas. Strathfield town centre is competing with other centres for private investment as well as public investment in transport. State investment in public transport is linked to increases in density.

Examples:
- Parramatta 60+ storeys
- St Leonards 55 storeys
- Chatswood 45 storeys
- Macquarie Park 30+ storeys
- Rhodes 30 storeys
- Wentworth Point 25 storeys
- Burwood 25 storeys
- Epping 25 storeys

'Altitude' Parramatta
Macquarie Park village
'Sirius' Wentworth Point

Draft Parramatta Road Urban Renewal Strategy

'Altitude' Parramatta
Macquarie Park village
'Sirius' Wentworth Point
Strathfield forms a nodal point within the ‘chain of development’ of high density urban renewal projects within the Parramatta road and railway corridors.

The intersection of Raw Square and Albert Road is located at the key ‘pivot point’ in the chain.

Subject site forms one side of Raw Square.

Comment:

Strathfield forms a nodal point within the ‘chain of development’ of high density urban renewal projects within the Parramatta road and railway corridors.

The intersection of Raw Square and Albert Road is located at the key ‘pivot point’ in the chain.

Subject site forms one side of Raw Square.
Proposed mixed-use development at 2-6 Pilgrim Ave & 11-13 Albert Rd, Strathfield.

Comment:
Significant variations in existing height controls between council areas.
No clear pattern in controls to reflect significance of Strathfield as an urban centre and major transport hub.