



Wentworthville Centre

Planning and Place Making Strategy

October 2017 Revision 2
As amended by Council
Resolution



Table of Contents

Background & Objectives	4
Context	5
Demographics	7
Community Aspirations	8
Community Directions	9
Vision for Wentworthville Centre	10
Key Priorities for Revitalisation	11
Structure Plan	12
Built Form & Character	14
Open Space & Public Domain	20
Traffic & Parking	24
Connectivity & Linkages	27
Retail & Employment	28
Centre Activity	29
Shopfront Revitalisation	30
Public Art & Culture	31
Safety & Security	32
Future Development Controls	33
Implementing the Strategy	34

Background & Objectives

In 2013, Holroyd City Council was successful in achieving grant funding under the NSW Government's Planning Reform Fund Program to facilitate the urban renewal and economic revitalisation of Wentworthville Centre and to provide the planning framework to deliver redevelopment in the Centre based on economic, traffic and urban design studies and community input.

This project is aligned with Council's vision for a sustainable city, with integrated transport options, a thriving local economy and well-planned and maintained development; a vision of a city with open parkland and accessible recreational facilities, encouraging our community to socialise and contribute towards their well-being; a vision of a city led by an innovative Council, working with our community, service partners and all levels of Government to ensure the best for our area.

The objectives of the revitalisation planning project are:

- To work with the community to identify a shared vision for the future.
- To understand the challenges and opportunities for Wentworthville Centre.
- To identify opportunities and priorities for the revitalisation and renewal of Wentworthville Centre.
- To provide the framework for delivering the desired improvements and growth.

At the completion of the project the following will be delivered:

- Economic feasibility and impact study
- Urban design study and modelling
- Traffic and transport study
- Community participation report
- Place Audit
- Community Safety Audit
- Planning and Place Making Strategy
- Planning proposal
- Land use planning (LEP and DCP) amendments
- Revised Infrastructure Plan (s94 Plan amendment)
- Operation Plan Actions

The Wentworthville Revitalisation Planning project was split into five stages:

1- Community Engagement, Participation and Place making.

(COMPLETE)

2 - Completion of expert studies. **(COMPLETE)**

3 - Preparation and exhibition of Planning and Place Making Strategy

(COMPLETE)

4 - Draft land use and development controls prepared and exhibited.

(CURRENT STAGE)

5 - Final controls for the Wentworthville Centre Revitalisation in force.

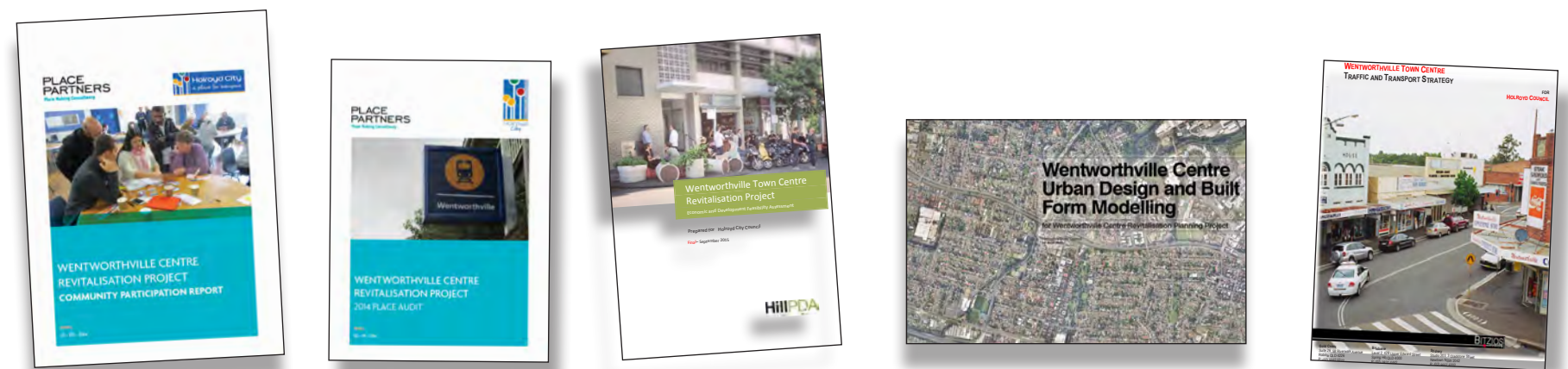
Stage 3 was completed following public exhibition of the Strategy in late 2015. Of 121 submissions received, 80% supported the Strategy with 54% supporting Built Form Option Two.

On 13 July 2016, the Cumberland independent Hearing and Assessment Panel (IHAP) considered the matters raised during the Strategy's exhibition and resolved to prepare a Planning Proposal consistent with Strategy Built Form Option 2 with specific amendments. Cumberland IHAP's recommendations were endorsed by Council on 3rd August 2016. The revised Strategy referred to as Revision 2 incorporates the adopted changes and now refers specifically to Built Form Option 2 as the adopted built form.

The project timeline is detailed below. We are currently in Stage 4 of the Project.



The following expert studies have been completed as part of the project



Context

Regional Planning Context

Wentworthville is Holroyd's second largest commercial centre after Merrylands. It is located 27km west of Sydney CBD and 1 km west of Westmead Health and Education Precinct and 2 km west of Parramatta CBD.

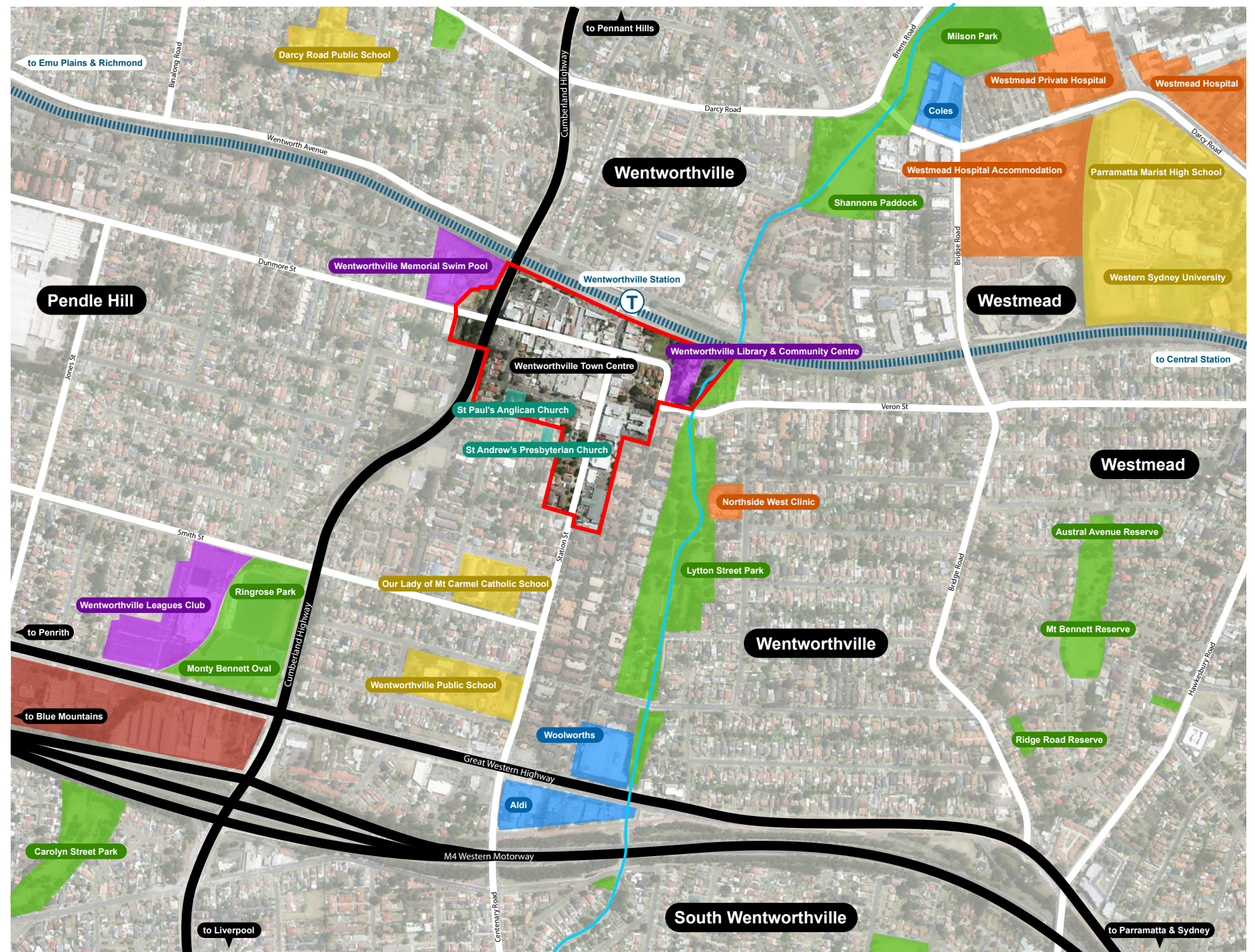
Wentworthville is centrally located to access both road and rail connections, making it an ideal location to access employment, entertainment and services in the wider region.

Planning for Wentworthville has to follow the directions State Governments Metropolitan Plan - *A plan for Growing Sydney 2014*, which establishes directions for delivering housing and employment across the region and establishes a hierarchy of strategic centres and economic corridors across Sydney.

The key direction affecting Wentworthville Centre is **3.1: Revitalise existing suburbs**, "The Government will prioritise the delivery of housing in or near centres in the established urban areas to help more people to live where they want- close to jobs, services and transport."

This Planning and Place Making Strategy is consistent with the Metropolitan Strategy. It prioritises growth and renewal in an existing town centre, while understanding its hierarchy in the region and local aspirations.

Benefiting from its location adjacent to the Greater Parramatta area (as identified in the Metropolitan Plan), Wentworthville Centre has the opportunity to play a role in providing for additional housing, complimentary employment and local services that can build on the strengths of its proximity to these major employment generators.



Regional Context map of Wentworthville Centre

Context

Local Context

- Wentworthville Centre is approximately 9.7 hectares in size. It is bounded by the Western Railway line to the north, the Cumberland Highway and Memorial Park to the west, Finlaysons Creek and Lane Street to the east and Perry Street to the south.
- While the suburb of Wentworthville stretches across both the former Holroyd and Parramatta Local Government Area's (LGA), Wentworthville Centre is wholly located within Cumberland LGA and serves the wider suburb.
- Wentworthville Centre is highly accessible via the Great Western Highway, M4 Motorway and Wentworthville Railway Station, with a train arriving every 10-15 mins. The Liverpool to Parramatta Transitway is also a 1 km walk from the Centre.
- The Centre is bounded by established low density housing to the south, including heritage and character dwellings. 3-4 storey walk up buildings, built mainly in the 1990's are located to the east and a mixture of low - medium density housing exists to the west of the Centre.
- Building stock within the Centre is predominantly single and two storey commercial shops and shoptop housing, dating between 1960-1980's. A number of heritage buildings dating from 1800s-1920s also remain in the Centre.
- A small amount of recent development has occurred on the fringes of the centre, including a 6 storey commercial building and two mixed use developments.
- A range of services and community facilities are currently located within the Centre, including the Fire Station, Library and Community Centre, Function Centre, several Churches, Banks, Hairdressers and a small supermarket.
- The only park located in the Centre is Friend Park, however Lytton Street Park and Wentworthville Memorial Park are within short walking distance.
- While there are a few retail attractors within the Centre, there is no major retail anchor within the Centre.
- The Centre is currently zoned B2 Local Centre (Business), permitting a range of retail, commercial, entertainment, community and shop top apartment land uses.



Context map of Wentworthville Centre

Demographics

- At the census in 2011, the suburb of Wentworthville (including both former Holroyd and Parramatta LGA) had a population of 10,588 people.
- The median age of residents of Wentworthville is 34 years old.
- The average household size is 2.8 persons per household which is above the Sydney average.
- While the majority of people travel to work by car, a high percentage of people catch the train to travel to work.
- There is a larger proportion of younger people in the area, with 39% of residents aged between 15 and 39.
- As of 2011, over 50% of the residents of Wentworthville were born overseas, with 17% of residential born in India and 7% from Sri Lanka and other countries such as China, Fiji, Lebanon, New Zealand, Philippines and the United Kingdom.
- There are 3,993 dwellings in Wentworthville, with 55% separate dwellings, 23% semi detached and 21% apartments.
- Approximately 30% of the working age population of Wentworthville holds a bachelor degree or higher, which is higher than the Sydney average.



Community Aspirations

Community Engagement formed the first stage of the Revitalisation Strategy. The purpose of the consultation was to capture local values and aspirations for the future of the Wentworthville Centre for the basis of a shared vision and to guide the preparation of future land use, infrastructure and operation planning.

Council asked the Wentworthville Community to define a future direction for Wentworthville Centre by:

- Determining the key features that define the Centre,
- Identifying changes, incentives or improvements that could revitalise the Centre, and
- Establishing the future role of the Centre and how growth should occur in the future.

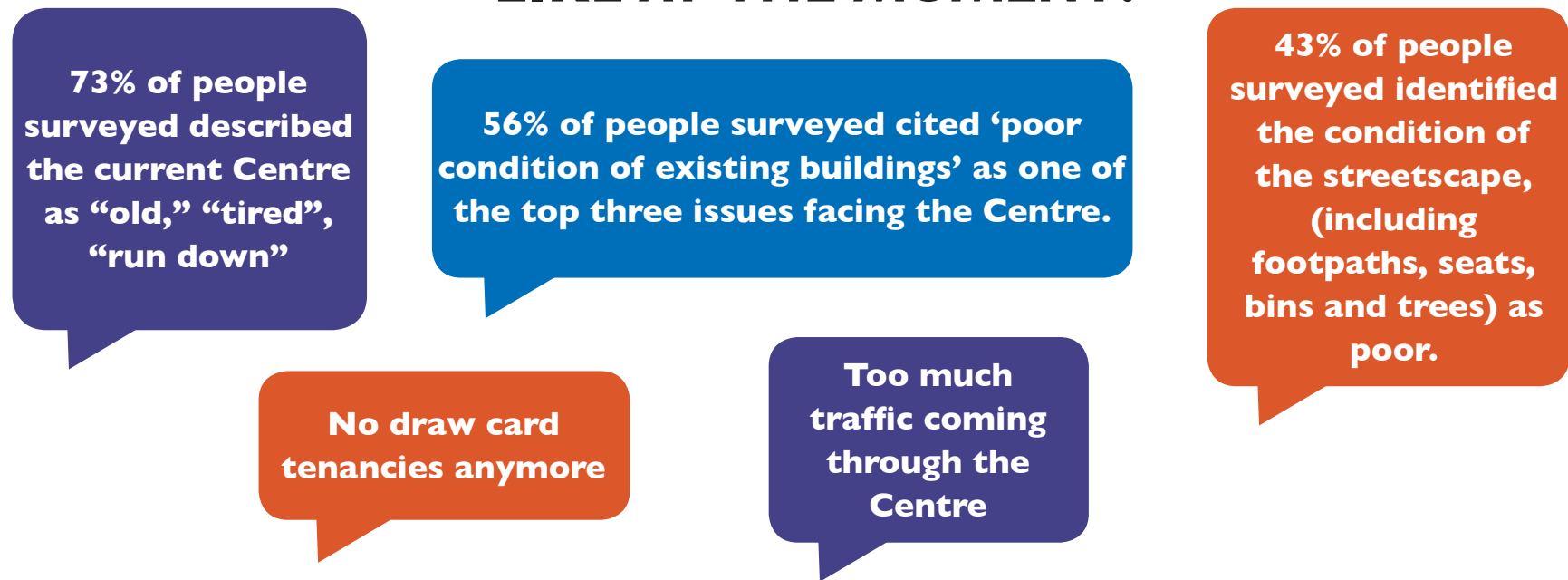
The community provided valuable feedback, commentary and honest assessments of the Centre and its future. The results of the engagement were clear in that the Wentworthville community was united in wanting to see Wentworthville Centre redevelop into a vibrant and revitalised Centre.

The findings of the community consultation were captured in the Community Participation Report and together with the other expert studies, form the foundation to this Strategy.

The community participation report provided five community aspiration themes or a personality that the community values and wants to keep and also reflect the desired future character of the Centre. The community indicated they want Wentworthville Centre to be a place that is:

- CREATIVE** - FUN, LIVELY, RELAXED
- COLOURFUL** - GREEN, VIBRANT, ATTRACTIVE
- PROGRESSIVE** - DIVERSE, MODERN, ENTREPRENEURIAL
- EFFICIENT** - FUNCTIONAL, CONNECTED, CLEAN
- LOCAL** - FRIENDLY, COMFORTABLE, SAFE

WHAT IS WENTWORTHVILLE CENTRE LIKE AT THE MOMENT?



WHAT SHOULD WENTWORTHVILLE CENTRE BE LIKE IN THE FUTURE?



Community Directions

All the feedback, suggestions, ideas and comments received during the community consultation were summarised into five community directions, which reflect the common themes that the community has deemed important to Wentworthville Centre in order to retain the desirable qualities of the Centre and an approach to changing the qualities that are not so desirable.

These directions provide the foundations for the way in which planning for the revitalisation for the Centre has been approached, by Council and its expert consultants.

Community consultation occurred again with the exhibition of the Strategy in 2015. Resulting from this, community views were further considered and amendments adopted to this Strategy (Revision 2) including the endorsement of Option 2 as the preferred built form with amendments. This is referred to as the adopted Built Form Strategy.

COMMUNITY DIRECTIONS

#1 CENTRE REDEVELOPMENT

The community supports attracting investment to create a modern, engaging and safe Centre while maintaining the human scale and village feel of the street.

#2 RESIDENTIAL DEVELOPMENT

The community supports high quality mid-rise residential redevelopment particularly in and around the train station.

#3 RETAIL REVITALISATION

The community supports a successful and sustainable retail and commercial centre with locally owned and run businesses that offer quality services, product, shop design and extended trading hours.

#4 AMENITY AND FACILITIES

The community supports an accessible and green public realm where people can gather, sit and enjoy active and passive interactions with others.

#5 COMMUNITY & CULTURAL UNDERSTANDING

The community supports an increase in community activities that help people of different cultures understand each other better, build on their existing community strength and celebrate Wentworthville as a place to live, do business and play.

Vision for Wentworthville Centre

“A progressive, colourful, vibrant and engaging local centre that is comfortable and well connected to the surrounding area and facilities. Wentworthville Centre will be a great place to live and shop; to stay”.



View of Dunmore Street Plaza and streetscape (Adopted Built Form Strategy)

Key Priorities for Revitalisation

1. Full-Line 4,000m² Supermarket
2. Short-Term Development of 4 Key Sites in Core
3. European Style Mid-Rise Street Wall Building Form with Few Towers
4. 3 Public Plazas (Dunmore Street Plaza, Civic Plaza, Kingsway Pedestrian Link)
5. 6 Mid-Block Pedestrian Through Links
6. Viable Commercial Car Parking
7. Main Street By-Pass and Laneway Network Extension
8. Eastern Civic Precinct with New Community Facilities
9. Incentives for Commercial & Retail Spaces
10. Value Capture from Development for Public Improvements

Structure Plan

Council has used the community's vision and directions and combined these with the work of expert urban design, traffic and transport and economic feasibility consultants to create a structure plan for Wentworthville Centre to guide its revitalisation and renewal.

BUILT FORM AND CHARACTER

- Establish a predominately mid rise scale across the Centre.
- Sensitively place taller buildings near the railway station and in strategic locations within the Centre to reinforce key entries, the core of the Centre and where public domain improvements are proposed.
- Create a street wall height which maintains a human scale quality, modernising the village atmosphere of the Centre.
- Maintain sunlight access to the southern side of Dunmore Street, through lower street wall height zone.
- Use building heights and setbacks to transition the scale of the buildings in the Centre to the surrounding established residential development.
- Broaden housing choice within Wentworthville Centre.
- Respect the heritage element of in the Centre, whilst maintaining a reasonable level of development.

OPEN SPACE AND PUBLIC DOMAIN

- Create three new public spaces:
 - Linear plaza on the southern side of Dunmore Street
 - Public plaza at the end of Dunmore Street coupled with the creation of a new Library and Civic Hub.
 - Open air pedestrian link at the existing arcade between Dunmore Street and The Kingsway.
- Expand Friend Park by relocating the existing Child Care Centre.
- Use landscaping to create a buffer to the surrounding established residential development.

TRAFFIC AND PARKING

- Extend and improve laneway networks including the extension of Station Lane and the formalisation of The Kingsway Lane.
- Manage vehicular traffic within the Centre through bypassing traffic from Dunmore Street.
- Create a pedestrian focus for the Centre, by reducing traffic for a pedestrianised main street.
- Increase customer parking within the Centre at a suitable rate.
- Revise existing parking rates for development in the Centre to reflect customer patterns and feasibility considerations.
- Manage on street parking within the Centre for better convenience.

CONNECTIVITY

- Improve permeability, circulation and pedestrian amenity to create a pedestrian friendly Centre by:
 - Formalising the existing through site link between Dunmore Street and The Kingsway.
 - Providing a new, definitive through site link between Dunmore Street and Pritchard Street.
 - Improving the existing through site link between Station Street and Lane Street.
 - Improving the connection between Dunmore Street and The Kingsway at the heritage listed Post Office.
 - Creating new pedestrian access to Friend Park from Pritchard Street East.
 - Creating new pedestrian access from Dunmore Street to Lytton Street Park, through the new Library and Civic Hub.
- Continuing to work with Transport for NSW for the provision of a lift and general upgrade works at Wentworthville Railway Station.
- Improve cycle routes connecting the Centre, including investigation of an underpass along Finlaysons Creek and potential grant funding opportunities.

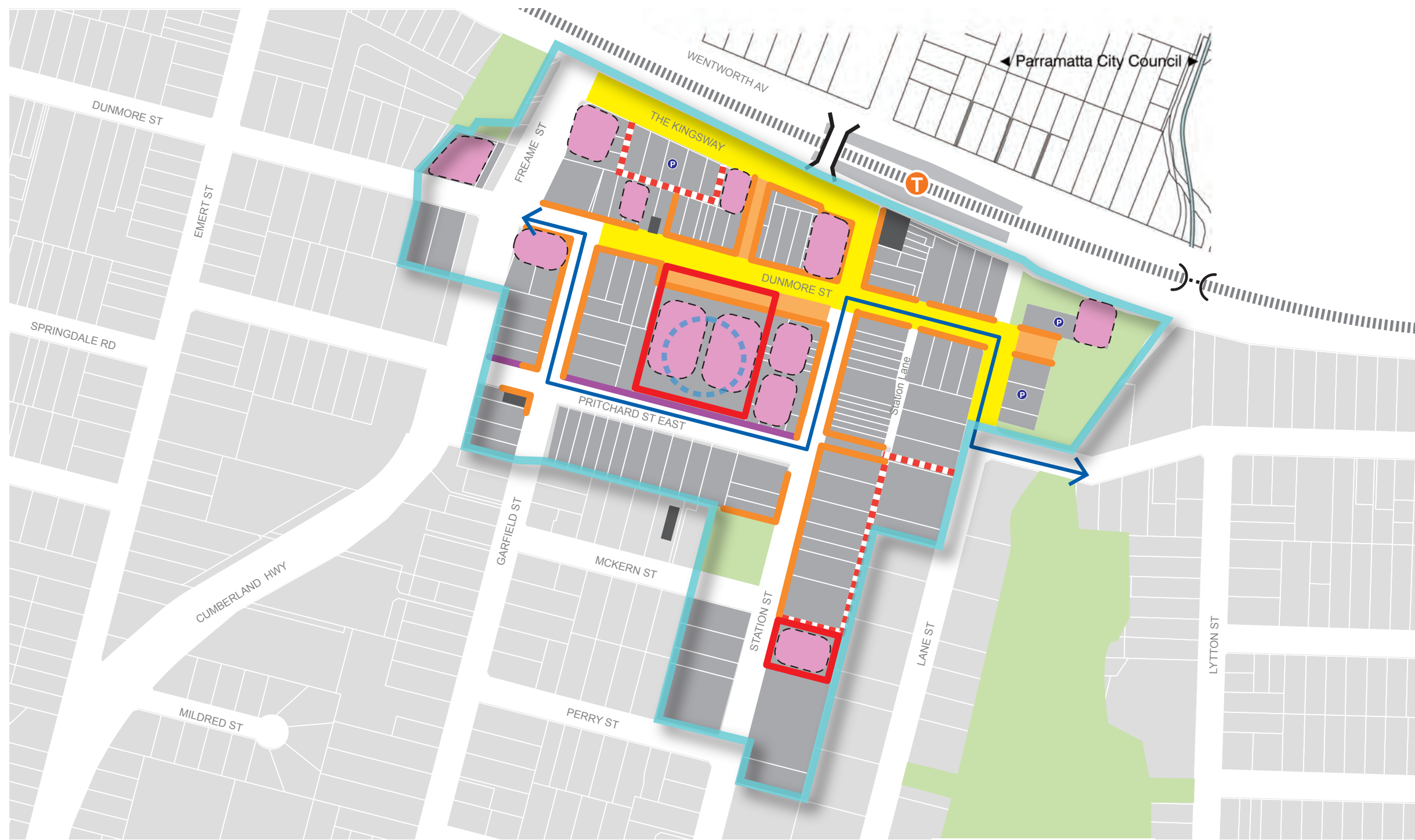
RETAIL AND EMPLOYMENT

- Attract a full line supermarket (4,000m²+) to the core of the Centre.
- Create new retail and commercial opportunities and job growth through redevelopment.
- Create opportunities in key locations, for additional commercial floor space through a bonus incentive to leverage the Centres proximity to Westmead, in order to attract medical related commercial space.

PLACE MAKING

- Facilitate public art opportunities in the Centre.
- Enable extended business trading hours to promote a night time economy.
- Support outdoor dining opportunities across the Centre.
- Encourage a creative and attractive Centre through the revitalisation of shopfronts.
- Endorse and implement the findings of the Community Safety Audit.

Wentworthville Town Centre Structure Plan



- Study boundary
- Midrise development
- Public plaza
- Primary active frontages
- Preferred supermarket location
- New laneways
- New slow zone
- Heritage
- Surrounding urban area
- Sites with significant building height
- Secondary active frontages
- Main street bypass
- Enhanced public parking
- Subject to separate Planning Proposal

Built Form & Character

Wentworthville at Present

Planning Controls

- Current planning controls generally permit maximum building heights of 20 metres (5-6 storeys) and a floor space ratio average of 2.2:1 across of the Centre, with lower heights and floor space on the fringes of the Centre.
- There is inconsistency in floor space ratios for sites adjacent to existing residential development that currently may not provide an appropriate transitional built form. This is managed by detailed built form controls such as setbacks and building heights.

Economic Feasibility

- Feasibility testing has concluded that redevelopment in the Centre is not an attractive investment under the existing planning controls in the current market, therefore most sites within the Centre are generally not feasible to develop at this time.
- Economic advice has indicated that an increase in building heights and floor space ratios will improve the viability of development.
- Unless the existing planning controls are revised, redevelopment within the Centre is unlikely to occur within the short to medium term.
- Some speculative purchasing is occurring within the Centre driving up the 'tipping point' of development. While certainty of planning controls in the Centre is needed, not every site within the Centre can be feasible in the short term.

Community feedback

- The community support attracting investment to create a modern and safe revitalised Centre.
- The community have indicated through the community engagement process that a 'mid rise' form of development would be supported, which was defined to be between 6 – 12 storeys.
- The community has indicated that the existing Centre is perceived to be ageing, run down and lacking investment. Vacant shops, unkempt shopfronts and blank walls on streets are identified as concerns.

- The community support quality redevelopment, particularly in and around the railway station.
- The sunny orientation of the southern side of Dunmore Street was identified as a key positive element of the Centre.

Centre built form

- Built form in the Centre lacks consistency in elements such as awnings, setbacks and street activation, leading to an uncohesive built form.
- The Kingsway is suffering from a lack of investment in the built form and low pedestrian movements, giving the area a perception of being an unsafe environment. It is a location that requires short term revitalisation.
- A number of heritage items are located in the Centre and these have the opportunity to provide depth and character in the redevelopment of the Centre.
- A number of larger consolidated parcels of single ownership exist in the Centre. This can enable orderly redevelopment and good mixed use development outcomes.
- Wentworthville's location near Westmead Medical Precinct has seen it attract medical based commercial uses and this should be built upon in the future revitalisation and redevelopment of the Centre.

Note:

The maximum building height calculations are based on the SEPP 65 *Apartment Design Guideline* - providing 3.3 metres for ground and first floor to ceiling, 2.7 metres for residential floors and 0.4 metres for slab and servicing. Allowances for topography and lift overruns are also provided. Buildings heights may differ between streets and sites due to topography changes.

Built Form & Character

Revitalisation Strategy Built Form Options

A review of the existing height and floor space controls for Wentworthville Centre demonstrates that if controls were to remain 'as is', revitalisation would not occur over the short - medium term. It would also mean that public domain upgrade and improvement works could not be achieved in the Centre. This would not be consistent with community expectations and as such this option has not been pursued in this strategy.

The original Strategy dated September 2015 (Rev 1) included:

- Two built form options developed by Council with the aim to:
 - meet community expectations regarding the short- medium term redevelopment and revitalisation of Wentworthville Centre and the benefits that redevelopment brings,
 - achieve a predominately 'mid rise' scale of development and,
 - meet the economic challenges facing the Centre.
- The regional, local and immediate context of the Centre has been considered in determining the proposed scale and density of the Centre, acknowledging the Centres:
 - proximity to Westmead and Parramatta,
 - secondary role to Merrylands Centre, servicing the wider Wentworthville Catchment and the northern area of Holroyd LGA
 - existing structure and strengths, and
 - surrounding land uses and building scale.
- A 'mid rise' scale of development that is economically viable, has been achieved through a street wall building typology, which reflects the community's vision and achieves the required densities for housing and commercial uses through predominantly 8 storey buildings. A podium and tower typology (involving many more concentrated tower buildings, such as in the 2012 draft plans) has not been pursued, as this would not be consistent with the community directions.

- Taller buildings are proposed in up to 8 strategic locations, close to the railway station, to reinforce key entries, the core of the Centre and where public domain improvements are proposed. This compares to the previous 2012 draft plans which involved up to 15 towers.
- The role of Wentworthville Centre is reinforced by improving the pedestrian experience. This will be achieved by activating streets through defining the street edge, ensuring active ground floor uses and continuing fine grain shops.
- Site amalgamation will be required to deliver high quality buildings with on site parking and sunlight access.
- Sites identified for building heights over 8 storeys would be offered a floor space ratio bonus to provide commercial uses for the first floor.
- Where buildings are proposed to be greater than 8 storeys, value uplift sharing would be applied. This will enable the achievement of additional public spaces and public domain works for the Centre that could not otherwise be achieved. The benefits of additional development potential are shared with the community.
- The built form options respect and modernise heritage elements of the Centre.
- The Kingsway would be activated through ground floor retailing, a new open pedestrian plaza and more eyes on the street through apartment development that is close to the railway.
- The existing Library and Civic Hub would have the potential to be transformed into an active precinct.

Following community feedback on the Strategy's two nominated options, Cumberland Council resolved to adopt Option 2 as the preferred built form which essentially maintains a predominant mid-rise height of 8 storeys across the Centre with strategically placed towers potentially of 12-18 storeys.

Built Form & Character

Option 2 - As adopted



Contextual image of the adopted building form outcomes

Built Form & Character

Height & FSR as Adopted

Building Height

- Generally a building height of 8 storeys (30 metres) throughout the Centre.
- A 6 storey (23 metres) height zone along part of Dunmore Street (north) to retain solar access to the proposed linear plaza.
- 6 towers of 12-13 storeys (41 metres) and 3 towers ranging 16-18 storeys (53-62 metres) are located in strategic locations that reinforce key entries, the core of the Centre or locations where public domain improvements are provided.
- Building heights to transition to 5 storeys (20 metres) where adjacent to existing residential land uses.

Floor Space Ratio

- An FSR range of 2.2:1- 3:1 for the fringe, and 3:1- 4.5:1+ for the core of the Centre.
- Where buildings are proposed to be greater than 8 storeys (30 metres), value uplift sharing is proposed. This will enable the achievement of new public spaces and public domain works, as the benefits of additional development potential are shared with the community.
- For sites identified to be over 8 storeys (30 metres), a floor space bonus of 0.5:1 will be offered for the provision of commercial uses on the first floor.
- Additional floor space bonus to be provided for Wentworthville Mall site to assist in the accommodation of a full line supermarket.

Built Form- General

- A street wall height of 5 storeys (20 metres)
- Heritage shopfronts to be incorporated within redeveloped sites.

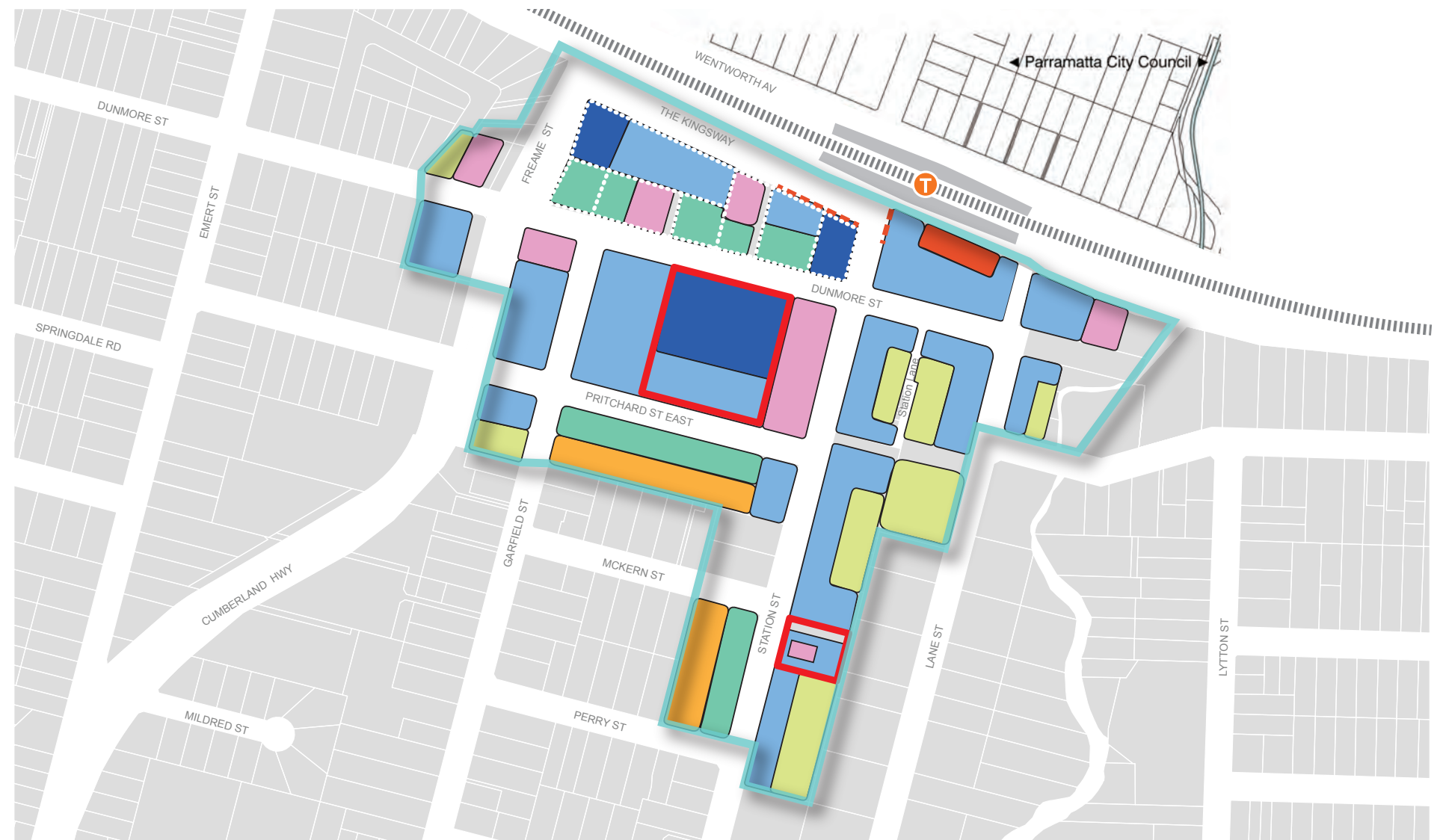
Dwelling Yield

- 1,800 dwellings over 20 years.

Infrastructure Achievement

- It is expected that all infrastructure works in this option would be achieved through value uplift sharing and section 94 development contributions.

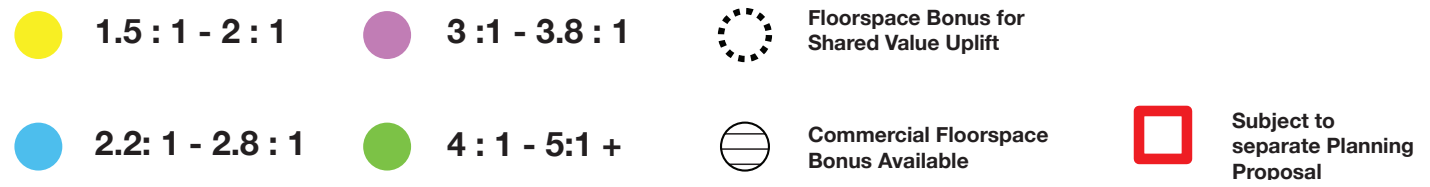
Wentworthville Centre - Building Height Map Option 2



Adopted Maximum Building Height (storeys)

Built Form & Character

Height & FSR as Adopted



Option 2 Maximum Floor Space Ratio

Built Form & Character



The Kingsway, looking towards Station Street



Dunmore Street, looking east from Dunmore Street Plaza



Station Street, looking north from Friend Park

Open Space & Public Domain

Wentworthville at Present

The Wentworthville Centre has most of the key ingredients to create a successful public domain and this strategy adds to and enhances these elements.

- A Place Audit conducted for the Centre established that because of a lack of 'staying places' around 70% of people within the Centre just move through the Centre and do not stop and stay.
- There are some existing street trees in the Centre, however the planting is not continuous. Station Street contains great trees at Friend Park and the Railway Station that bookend the Street.
- The community indicated that the sunny aspect of Dunmore Street should be maintained.
- The community cited a lack of meeting spaces within the Centre as an issue and a need to enhance Friend Park and the Library.
- The footpaths and street furniture are worn and outdated and are in need of replacement.
- Safety and security concerns have been raised about the public toilet at The Kingsway.

Revitalisation Actions

Action 1 - Create Three New Public Spaces

Dunmore Street Plaza

To be located on the southern side of Dunmore Street in order to capitalise on its northerly aspect, a tree lined plaza will function as a promenade and will contain space for public seating, outdoor dining and provide opportunities for public art, gathering or meeting. The width of this space (the existing footpath plus and additional 8 metres) would also allow for temporary uses such as markets, stalls and outdoor music. Shopfronts adjacent to the plaza will address this space to create activation. The plaza will create an open feeling to Dunmore Street. No permanent structures are envisaged for this spaces, creating an open and flexible environment.

Kingsway Pedestrian Link

The existing arcade between The Kingsway and Dunmore Street is to be transformed into an 6 metre wide open air pedestrian laneway, enabling outdoor dining and retail activation. It is envisaged that public art would be a main feature of the laneway, with the potential for creative lighting.

Library and Civic Plaza

A future redevelopment of the existing library and function centre site is proposed to include a plaza space, which will extend from Dunmore Street and provide connections to Veron Street and Lytton Street Parks, providing a courtyard for the Library and Civic uses and will integrate the site with the Centre and existing park. The plaza will have formal and informal seating, space to gather and places to play.

Action 2 - Expand Friend Park

Through the redevelopment of the Centre, opportunities are provided to relocate the existing long day child care centre on McKern Street, as part of a mixed use site redevelopment or within the Library and Civic hub. This will enable a modest, but important expansion to the popular and well used park. A review of the park facilities will also occur to ensure it continues to meet the needs of the local community.

Action 3 - Develop a Landscape Strategy

A landscape and public domain strategy will be prepared for the Centre to guide the overall look and feel of the public domain. The strategy will detail:

- A consistent approach to street tree planting,
- Location and type of street furniture including seating and bins, and
- Footpath paving materials and colour.

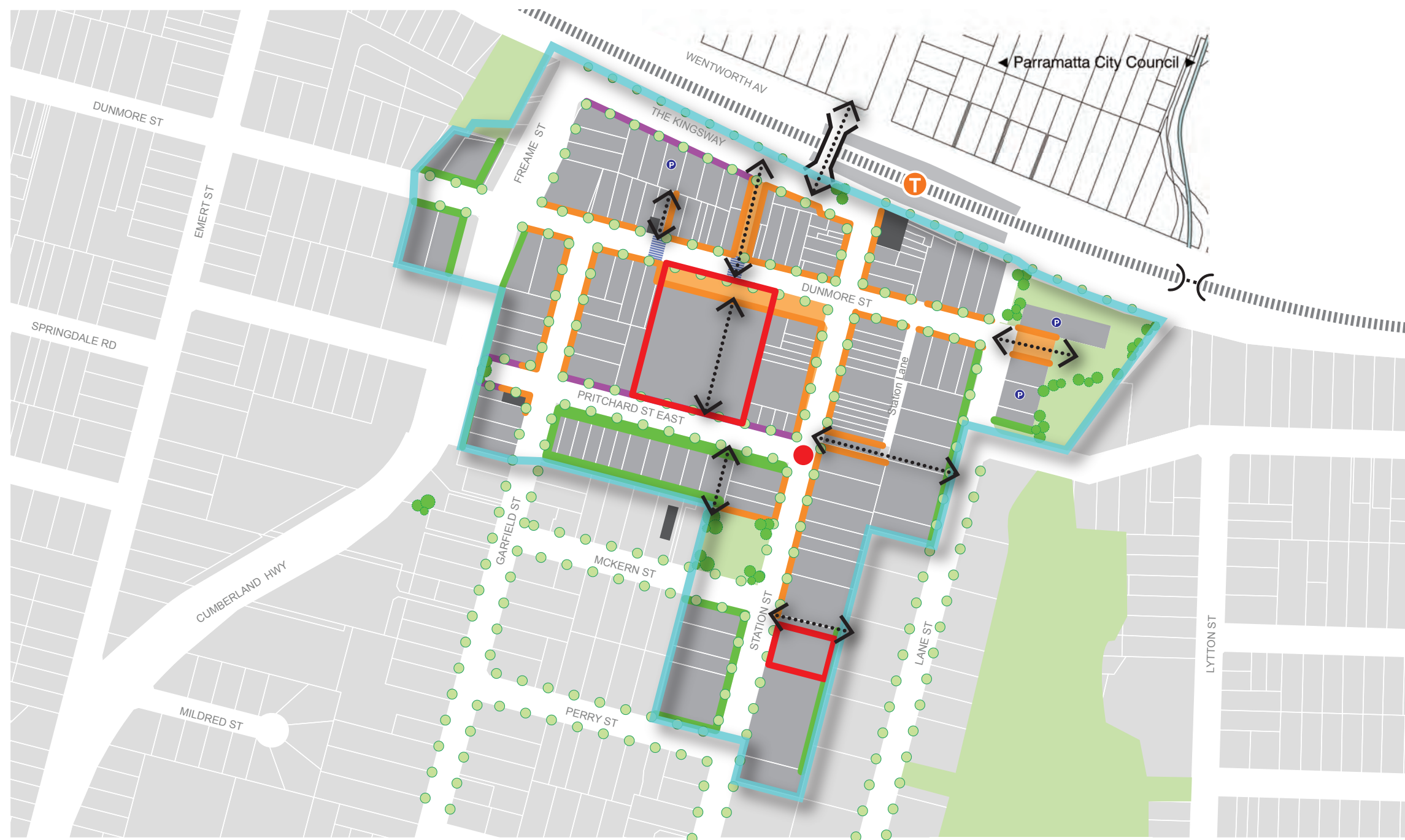
Action 4 - Implement Landscape Transition

Locations on the fringe of the Centre will be required to provide landscape setbacks, in order to assist the built form transition to the lower scale established residential buildings adjacent. Development on the southern side of Pritchard Street East will be required to provide both front and rear landscape setbacks to maintain the streets established landscape setting and provide a transition from street edge to landscape setback. Council resolved on 3rd August 2016 that a front setback of 6 metres and rear setback of 8 metres will apply to sites in this location.

Action 5 - Relocate Public Toilets

The public toilets at The Kingsway have been identified by Councils Safety Audit and the community as a safety risk and are proposed to be removed. Planned upgrades to Wentworthville Station will include accessible toilets. Other additional public toilets may be considered in redevelopment of the Library and Civic Hub.

Open Space & Public Domain



- | | | | | | | |
|----------------|---------------------|----------------------------|---------------------------------|------------------------------------|-----------------------------|---------------------------------------|
| Study boundary | Midrise development | Secondary active frontages | Landscaped setbacks | Significant trees | New signalised intersection | New pedestrian crossing |
| Heritage | Public plaza | Primary active frontages | New/improved site through links | Strengthened street tree corridors | Enhanced public parking | Subject to separate Planning Proposal |

Open Space and Public Domain Revitalisation Strategies for Wentworthville Centre

Open Space & Public Domain



Library Plaza, as part of the redeveloped Library and Civic Hub

Open Space & Public Domain



The Kingsway Pedestrian Link

Traffic & Parking

Wentworthville at Present

- Wentworthville Centre is very accessible to the Cumberland Highway and the Great Western Highway and has highly accessible links to the Westmead precinct.
- A high proportion of those travelling from Wentworthville use the train to get to work (27%). This is high compared to the Sydney average of 14%.
- The community have voiced concerns over the level of vehicular traffic within the Centre and the impact that future redevelopment may have on traffic levels.
- Traffic counts have established that between 70-80% of vehicles entering Wentworthville Centre are travelling through the Centre and not stopping. Vehicles are instead heading to and from Westmead and avoiding the Cumberland Highway/Great Western Highway intersection. This traffic impacts on the function of intersections within the Centre, resulting in queuing. This 'through' traffic also provides challenges in the creation of a pedestrian focused Centre.
- The community indicated that the Centre was lacking parking spaces. Councils studies have found that while commuter parking is generally full during the week, sufficient customer parking is available in the Centre.
- Issues have been identified with the on street parking time limits, particularly on Dunmore Street, where a high turn over of vehicles should be expected on main streets of Centres for convenience.
- The amount of parking required to be provided for a development can greatly affect the viability of a development and economic testing has indicated that Councils current parking rates decrease the ability for redevelopment to be feasible.
- While an increase in apartment housing through the redevelopment of the Centre is expected to result in a greater proportion of the population using the train to get to work, Councils economic testing has revealed that the market is strong for 2 bedroom apartments which have a car space and this will need to be carefully managed.

Traffic & Parking

Revitalisation Actions

Action 1- Create and Improve Laneway networks

Station Lane is to be extended to the south in order to provide alternative vehicular access for sites on Station Street. This will assist to increase pedestrian amenity, by reducing the number of driveways crossing the footpath. These will be obtained as a direct dedication when sites are redeveloped.

On The Kingsway, the informal service lane will be maintained to enable access to the rear of properties fronting Dunmore Street (north) and any redevelopment of the existing commuter car parking station would formally establish the existing access arrangement as a public laneway.

Action 2- Manage vehicular traffic in the Centre

It is a priority to manage the large amount of traffic passing through the Centre, particularly on Dunmore Street. A 'bypass' traffic management solution is to be implemented in the Centre, limiting through traffic on Dunmore Street, encouraging vehicles to use Pritchard Street East and Garfield Street.

A left in, left out solution is proposed for Dunmore Street at the intersection of Garfield Street and a set of traffic lights is proposed for the Station Street and Pritchard Street intersection.

The works would be staged, with traffic calming measures on Dunmore Street introduced in Stage 1 and 'bypass' measures introduced in Stage 2.

Action 3- Create a pedestrian focus for the Centre

In conjunction with the 'bypass' traffic management solution, strategies will be introduced in order to increase the pedestrian focus of the Centre. This will include creating local area traffic management strategies that will make Dunmore Street, Station Street and The Kingsway high pedestrian activity areas. New pedestrian crossings will be created on Dunmore Street to facilitate greater pedestrian access in the Centre.

Vehicular entries will not be permitted onto primary active frontage streets and will be required to be provided from existing and proposed laneways or secondary active frontage streets.

Action 4- Revise Existing Parking Rates

Council's traffic and transport study has revealed that the current parking rate for commercial/retail uses in Wentworthville Centre is high compared to comparative centres and RMS standards. The current rates do not reflect the changing role of the Centre with greater walk up trade or the shift in retail use parking patterns for centres. This shift is resulting in a greater percentage of multi purpose trips undertaken and a greater likelihood of customers to park centrally to access multiple shops and services. An amended commercial/retail parking rate of 1 per 50m² is proposed. This would still result in an overall increase in customer parking.

Recent changes to SEPP 65 and the Apartment Design Guidelines now require the application of residential parking rates lower than Council's existing DCP for residential flat buildings in Wentworthville, including apartments in mixed use developments. These new (maximum) rates are considered appropriate for a revitalised Wentworthville Centre.

Consideration may be given for larger sites which provide significant amounts of retail floor space to combine residential visitor and retail parking spaces.

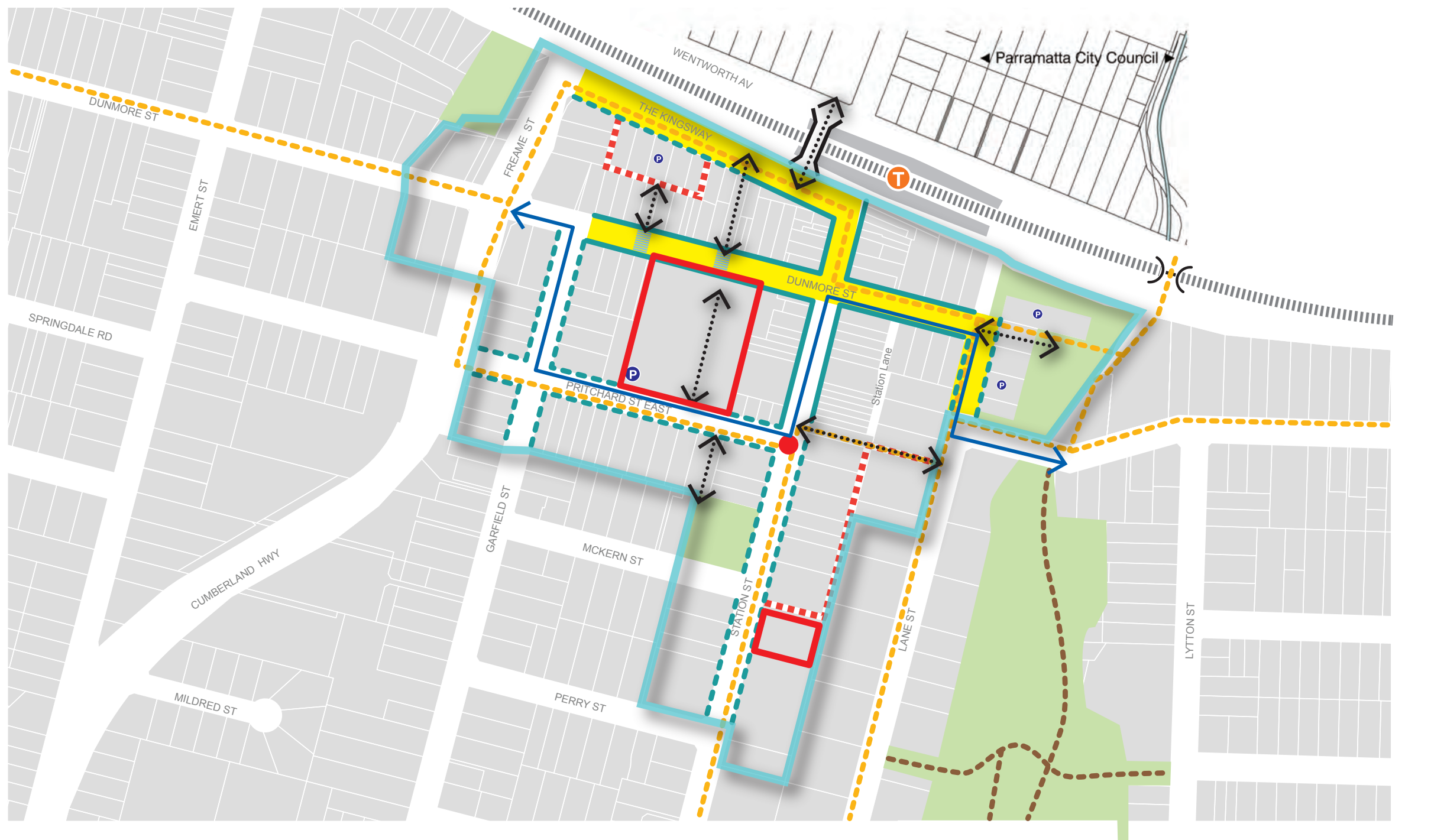
Action 5- Manage On Street Parking for Convenience

In order to increase the turn over of on street parking, particularly in the core of the Centre, shorter time restrictions will be introduced at 30 minutes, with higher traffic routes and fringe locations remaining at between 1-2 hours. The location and function of loading zones across the Centre will also be revised.

Action 6- Increase Customer Parking in the Centre

Opportunities to provide additional customer and commuter parking will be pursued by Council. There are greater benefits and efficiencies for a commercial centre to contain a single major off street retail or commercial carpark rather than each development provide its own incremental retail and commercial parking. Similar to Merrylands Centre, Council would look to collect Section 94 contributions to create a central car park for the Centre.

Traffic & Parking



Traffic and Parking Revitalisation Strategies for Wentworthville Centre

Connectivity & Linkages

Wentworthville at Present

- Wentworthville Centre has excellent access to public transport options, with most of the Centre located within 400m walking distance of the railway station, creating an accessible Centre.
- There are frequent buses travelling to the Centre along Station and Dunmore Streets, allowing access to the Centre, however these are not very direct.
- While the Centre is accessible, there is limited pedestrian permeability across most of the blocks. Some linkages do exist, however they are not formalised or not attractive to pedestrians.
- Vehicles take priority in the Centre, with limited pedestrian crossing opportunities and large distances between each crossing.
- The community has indicated concern regarding lack of the pedestrian crossings and particularly the ability to cross Dunmore Street safely.
- Wentworthville Railway Station is currently not serviced by a lift, making the Station difficult to use for those who have limited mobility.
- Cycle routes in the Centre to surrounding areas are limited and lack connections to the north or west.
- Many of the existing site through links are not formalised or public and these can be closed at anytime.

Revitalisation Actions

Action 1- Improve permeability and pedestrian amenity to create pedestrian friendly Centre

Several pedestrian links in the Centre are proposed to be created or formalised for public access.

Dunmore Street - The Kingsway

The transformation of existing arcade into a 6 metre wide open pedestrian plaza with shopfronts, dining opportunities and lighting will create safer pedestrian access to the railway station and Dunmore Street commercial area.

Dunmore Street - Pritchard Street East

Creation of a site through link will be required as part of any future redevelopment of the existing Wentworthville Mall site to create permeability through this large block and provide the benefit of shop activation potentially creating an arcade format.

Dunmore Street - The Kingsway via Post Office

The existing informal site though access point next to the heritage listed post office will be formalised through any future redevelopment. There is potential for the site to provide a connected outdoor public plaza space in conjunction with the adaptive reuse of the old post office.

Pritchard Street East - Friend Park

Any further redevelopment of the old service station and former Blockbuster site would include the provision of a pedestrian link to Friend Park from Pritchard Street East, allowing greater access to the park

Action 2- Advocate for the provision of a lift and general upgrade works at Wentworthville Railway Station.

The State Government has committed funding to undertake accessibility upgrade and improved works to Wentworthville Railway Station including the installation of a lift to each platform and new stairs, with general improvements to the Station such as upgraded toilet facilities and pedestrian areas.

Council will continue to work with Transport for NSW to ensure the works are achieved.

Action 3- Improve cycle routes connecting the Centre, including investigation of an underpass along Finlaysons Creek.

Connections to the existing cycle network are poor within the Centre, in particularly connections to the north of the railway line. Future discussions with Parramatta Council and grant funding will be pursued in order to seek to implement a cycle and pedestrian underpass along Finlaysons Creek to the north of the railway line.

Action 4- Advocate for improvement to public transport timetables

With the redevelopment and revitalisation of the Centre, public transport services will need to respond to the additional growth in the Centre and ensure that public transport travel to and from the Centre meets the needs to the new population. Council will continue to advocate to the State Government to ensure the new service demand for trains and buses is met.

Retail & Employment

Wentworthville at Present

- Council's economic assessment has revealed that the anchor tenant strengthening of surrounding centres such as Toongabbie, South Wentworthville and Westmead has impacted negatively on Wentworthville Centre's retail expenditure capture. People are not doing their major shopping in Wentworthville Centre as the alternatives have supermarkets which are larger and have greater offer.
- Demand modelling indicates that the Centre needs to benefit from the addition of an anchor tenant, specifically a full line supermarket (4000m²+). The need for a major retail tenant was also raised by the community.
- Council's economic feasibility study suggests there is demand for commercial office space, if competitively priced, particularly in locations around the Railway Station. In fact an above average amount of commercial floor space is located in Wentworthville Centre.
- The community has indicated that they wish for Wentworthville Centre to have diversity in retail fair and support locally owned businesses. They have indicated that nightlife and weekend trading in the centre is poor and there should be more opportunities for outdoor dining.
- A number of medical related commercial businesses are located in the Centre and due to the proximity to Westmead and the redevelopment and revitalisation of the Centre presents an opportunity for this to further grow.

Revitalisation Actions

Action 1 - Attract a full line Supermarket into the core of the Centre

An expansion of the existing supermarket within Wentworthville Mall to create a full line supermarket is supported. This was recommended as the ideal site in Council's economic feasibility and urban design study and built form modelling and is one of only two sites in the Centre having suitable capacity to contain a supermarket, the other being the library and function Centre site on Lane Street. As Council's economic feasibility study indicated that the existing library site should be developed for community uses in order to activate the north eastern section of the Centre, the Mall site is the most suitable location.

Proposed height and floor space controls have ensured that the capacity for the site to expand the supermarket has not been compromised. The proposed Dunmore Street Plaza location and design has been determined on the basis of the location of a full line supermarket on this site. An FSR bonus is proposed for this site to incentivise the provision of the supermarket.

Action 2 - Facilitate new retail and commercial opportunities through redevelopment

New well designed retail and commercial spaces would be delivered through the redevelopment in the Centre, assisting in attracting retail expenditure to the Centre and providing a greater ability for diversity in retail fair. New public spaces will also create new and diverse opportunities for retailing.

A revitalised Centre will deliver growth in retail and commercial jobs with a target for the Centre of 750 jobs over the next 20 years.

Action 3 - Create opportunities for commercial floorspace

For buildings 12 storeys or greater, floor space bonuses will be available for the provision of commercial floor space on the first floor of developments. It is anticipated that the Centre has the ability to leverage off its proximity to Westmead Health and Education Precinct, by attracting medical and health related tenants.

Action 4 - Pursue Centre Coordinator role

In order to create a strong link and effective liaison between Council and Wentworthville Centre business owners, it is recommended that Council pursue introducing Centre Coordinator to Wentworthville Centre. It is envisaged that the Coordinator would provide business owners assistance in all matters relating to Council services and operations.

Centre Activity

Wentworthville at Present

- Council's studies and community consultation have indicated that there is a shortage of outdoor dining spaces within the Centre with only 1-2 shops providing seating outdoors.
- The community has indicated that the provision locations for outdoor dining is a key element of the Centre's redevelopment and that the Wentworthville of the future is visioned to have improved cafes and dining.
- The community see outdoor dining as a way of facilitating a sense of place and an attractor for Wentworthville Centre.
- The community noted that the Centre shuts down of a night time. The Centre lacks activity at night, with no eyes on the street, giving the perception of the Centre being unsafe.
- It was noted by the community that a vibrant night life could be established if more restaurants were attracted to the Centre.
- There is a strong willingness from the community for the Centre's night life to grow.

Revitalisation Actions

Action 1 - Support outdoor dining opportunities

The new public spaces proposed for the Centre will facilitate outdoor dining uses in a variety of forms. The Dunmore Street Plaza is likely to attract restaurants with space to be set aside for outdoor dining. The pedestrian accessway will enable intimate spaces for dining, suitable for coffee shops and cafes.

Into the future, expanding the footpath along Station Street would enable more dining locations could be pursued by Council.

Council's recently adopted Outdoor Dining Policy 2015 clearly sets out requirements for the establishment of outdoor dining areas.

Action 2 - Enable extended business trading hours to promote a night time economy

Council's current controls permit (with consent) trading hours up to 10pm Monday - Sunday, with the ability to extend trading to 12am where requests are supported by acoustic reports.

In consultation with the Environmental Health and Development Assessment sections of Council, a policy will be developed to enable a 10 day fast track application process for low risk businesses looking to extend their trading hours to 10pm.

Due to noise and amenity considerations, the fast track process would not be able to apply to restaurants and licensed premises.

Shopfront Revitalisation

Wentworthville at Present

- The community has indicated that shopfronts in the Centre look unkempt and unappealing and their appearance indicates that little has been invested into them in recent times. This affects the Centre as a whole as it limits its appeal.
- The community hope that future redevelopment and revitalisation of the Centre provides new, fresh and attractive shopfronts.
- When asked what improvement to Wentworthville Centre they would be interested or willing to be involved in; over 48% of people indicated 'shopfront improvements'.
- A community safety audit revealed that many of the shopfronts are dark or covered with posters or advertising, which not only looks unappealing, and limits engagement with potential customers, but this also limits views into the shop, which is unsafe for the occupants of the shop in an emergency situation.
- The safety audit also revealed many shops with roller doors, and metal bars protecting shopfronts. This was particularly noted in and around The Kingsway. The need to protect shops from intruders is understood, however on a whole this can create the feeling of the Centre being unsafe. Through redevelopment, and an increase in the number of 'eyes on the street' coupled with an extended night time economy, roller shutters and the like will no longer be required.

Revitalisation Actions

Action 1 - Create attractive and inviting shopfronts

Redevelopment of sites and the creation of new shopfronts will allow the Centre to start fresh and establish creative and visually appealing shopfronts and merchandising.

Not all buildings will be redeveloped immediately and Council encourages businesses, landlords and the community to give their shops and businesses more presence on the street by cleaning and brightening up their shopfronts.

Opportunities will be explored for dollar for dollar funding to assist businesses with creative approaches to making their shopfronts appealing and stand out in the street.

Action 2 - Encourage the removal of roller shutters from Shopfronts

Over the course of the Centre's transformation into an active and revitalised Centre, it is expected roller shutters and bars on shopfronts would become obsolete. Funding will be sought to run a dollar for dollar shutter replacement program which Council assists landlords in removing existing roller shutters and bars and the introduction of other acceptable security measures to shopfronts.

It is noted that Councils current planning controls do not permit the introduction of roller shutters and permanent bars on shopfronts and compliance with this would be monitored in conjunction with the grant program.

Action 3 - Pop up shops in vacant premises

Landlords are encouraged to pursue opportunities to provide leases for short term or pop up shops or artists to continue active uses in vacant premises while in between tenants or prior to redevelopment of sites.

Public Art & Culture

Wentworthville at Present

- The community indicated interest in getting involved in the creation of public art in the Centre.
- During the community workshops the community indicated that they were interested in public art in the Centre, but sought artwork which was durable and would not date easily.
- Wentworthville Centre is very diverse, with many different cultures both old and new in the Centre. The community has indicated that all cultures in the Centre should be embraced and community activities to gather the wider community to create an understanding of people from all ethnic backgrounds should be pursued.
- The community indicated that a noticeboard for local activity groups would be a small low cost item that could contribute to making Wentworthville Centre a better place.

Revitalisation Actions

Action 1 - Facilitate Public Art Opportunities in the Centre

Opportunities for public art in the Centre, particularly in new public spaces are to be explored. Funding from Section 94 development contributions will be spent on creating specific artworks in the Dunmore Street Plaza, Kingsway Pedestrian Link and Library Plaza.

Action 2 - Use public art to connect the cultural diversity of the residents of Wentworthville

Council is committed to integrating cultural programs and public art to enhance a sense of place and promote the distinct character and identity of Wentworthville. Council is currently facilitating the 'Wentworthville Story Schemes and Dreams' program which aims to engage the community about the past, present and future stories embedded in the Wentworthville Centre. This will lead to the production of artwork in the Centre that is uniquely from and about the stories and experiences of the residents of Wentworthville.

Action 3 - Use public art as a mechanism to consider, manage and deal with the various levels of change occurring within the Centre.

Public Art in the revitalisation of the Centre will become a conduit of expressing the experiences of change and community within the Centre. The first stage will be to engage with developers in how they can contribute to this conversation, with particular focus on artwork on hoarding structures during site redevelopment. Funding will be sought to pursue art that can be printed for hoardings, which will continue the themes of stories and identity of Wentworthville, but create an interesting streetscape.

Artworks proposed in new public spaces will be the third stage of creating works that acknowledge change in the Centre, with an emphasis on a the

identity of a Centre now revitalised and reinvented.

Action 4 - Support events and opportunities to unite the community in the Centre

Opportunities for events such as markets, festivals etc, that unite the community and allow others to experience Wentworthville Centre will be investigated.

Action 6 - Establish a Community Noticeboard

A grant application has been submitted for funding to provide a community noticeboard and other wayfinding signage in the Centre.

Safety & Security

Wentworthville at Present

- A community safety audit was recently undertaken in the Centre by Police Officers from Holroyd Local Area Command and Council Officers. A number of built form elements were identified that encourage or give opportunity to anti social behaviour. These elements include:
 - blank walls
 - poor street lighting
 - lack of surveillance
 - landscaping providing hiding spots
 - gaps between buildings
 - shopfronts with dark windows
 - poor security
 - unsecured building parking areas
 - roller shutters and window bars
- The community has indicated that the Centre in the future should feel safe and inviting.

Revitalisation Actions

Action 1- Ensure new development is designed create a safer Centre

Redevelopment in the Centre will provide the opportunity to have more people living in the Centre looking over the streets and providing active surveillance.

All new development will be reviewed against Council's Development Control Plans, which require buildings to be designed in such a way that discourages anti social behaviour. Primary active frontages will provide activation and activity to the street and blank walls are not permitted. Gaps between buildings on the street will be eliminated and the design of rear parking areas will respond to all safety concerns.

Action 2- Review Street Lighting

A service review of street lighting will be undertaken, which responds to the results of the community safety audit. Development contributions will assist in funding any new lighting works.

Future Development Controls

This strategy sets out a number of strategies for the built form outcomes of the Centre. In order to realise these, the amendment of Holroyd Development Control Plan 2013 will be required to include a range of new development controls, that will enable the facilitation of good building design and streetscape character.

New controls will be prepared for the following:

- Building frontage,
- Street wall heights and upper storey setbacks,
- Side setbacks,
- Primary and secondary active frontages
- Landscape setbacks,
- Awnings depth,
- Parking rates,
- Fine grain shopfront,
- Building facade design,
- Vehicular access
- Site through links

Implementing the Strategy

	Action Delivery	Responsibility
Built form & Character		
1- Building Height	Preparation of amendment to Holroyd Local Environment Plan 2013	Council
2- Floor Space Ratio	Preparation of amendment to Holroyd Local Environment Plan 2013	Council
3. Section 94 Development Contributions	Review and preparation of amendment to Holroyd Section 94 Development Contributions Plan	Council
4. Built Form outcomes	Preparation of amendment to Holroyd Development Control Plan 2013	Council
Open Space & Public Domain		
1- Create Three New Public Spaces	Preparation of amendment to Holroyd Local Environment Plan 2013, finalise development funding mechanisms, design and deliver	Council/ Developer
2- Expand Friend Park	Preparation of amendment to Holroyd Local Environment Plan 2013, prepare development funding mechanisms and relocation options	Council/Developer
3- Develop a Landscape Strategy	Strategy preparation and implementation	Council
4- Implement Landscape Transition	Preparation of amendment to Holroyd Local Environment Plan 2013, Preparation of amendment to Holroyd Development Control Plan 2013	Council
5- Relocate Public Toilets	Closure and removal of public toilets once Wentworthville Railway Station toilet upgrade is completed	Council
Traffic & Transport		
1- Create and Improve Laneway networks	Preparation of amendment to Holroyd Local Environment Plan 2013, Preparation of amendment to Holroyd Development Control Plan 2013, dedication mechanism, deliver	Council/ Developer
2- Manage vehicular traffic in the Centre	Preparation of amendment to Holroyd Local Environment Plan 2013, Preparation of amendment to Holroyd Development Control Plan 2013, funding mechanisms, detailed design	Council/ Developer
3- Create a pedestrian focus for the Centre	Preparation of amendment to Holroyd Development Control Plan 2013, prepare and implement Local Area Traffic Management strategy	Council
4- Revise Existing Parking Rates	Preparation of amendment to Holroyd Development Control Plan 2013	Council
5- Manage on Street Parking for Convenience	Review and implement	Council
6- Increase Customer Parking in the Centre	Finalise funding mechanisms, design and deliver	Council
Connectivity & Linkages		
1- Improve permeability and pedestrian amenity to create a pedestrian friendly Centre	Finalise funding mechanisms, Preparation of amendment to Holroyd Development Control Plan 2013, design and deliver	Council/ Developer
2- Advocating for the provision of a lift and general upgrade works at Wentworthville Railway Station.	Continue to liaise with Transport for NSW regarding the delivery of upgrade works	Transport for NSW/Council
3- Improve cycle routes connecting the Centre, including investigation of an underpass along Finlayson's Creek.	Investigate funding opportunities, liaise with Parramatta City Council and Transport for NSW	Council
4- Advocate for improvement to public transport timetables	Monitor growth in Centre, advocate and campaign for public transport improvements as growth occurs	Council

Retail & Employment		
1- Attract a full line Supermarket into the core of the Centre	Preparation of amendment to Holroyd Local Environment Plan 2013, Preparation of amendment to Holroyd Development Control Plan 2013, landowner and supermarket liaison	Council/developer
2- New retail and commercial opportunities through redevelopment	Preparation of amendment to Holroyd Local Environment Plan 2013, Preparation of amendment to Holroyd Development Control Plan 2013, delivery	Council/developer
3- Create opportunities for commercial floorspace	Preparation of amendment to Holroyd Local Environment Plan 2013	Council
4- Pursue Centre Coordinator role	Operational Plan Actions	Council
Centre Activity		
1- Support outdoor dining opportunities	Preparation of amendment to Holroyd Local Environment Plan 2013, Preparation of amendment to Holroyd Development Control Plan 2013, development application and delivery	Council/Developer
2- Enable extended business trading hours to promote a night time economy	Prepare and endorse fast track application policy	Council
Shopfront Revitalisation		
1- Create attractive and inviting shopfronts	Seek funding opportunities for grant program	Council/Community
2- Encourage the removal of roller shutter from shopfronts	Seek funding opportunities for grant program	Council
3- Pop up shops in vacant premises	Community led program	Community
Public Art & Culture		
1- Facilitate Public Art Opportunities in the Centre	Finalise development funding mechanisms, seek funding opportunities, detailed design and deliver	Council/Developer/Community
2 - Use public art to connect the cultural diversity of the residents of Wentworthville.	Continue work on "Wentworthville Story Schemes and Dreams program"	Council/Community
3- Use public art as a mechanism to consider, manage and deal with the various levels of change occurring within the Centre.	Seek funding opportunities, utilise development contributions for site based public space based artworks, liaise with developers for hoarding artwork	Council/Developer/Community
4 - Support events and opportunities to unite the community in the Centre.	Liaise with community groups for event opportunities	Council/Community
5- Establish Community Noticeboard	Await news on grant funding opportunities	Council
Safety and Security		
1- Ensure new development is designed create a safer Centre	Preparation of amendment to Holroyd Local Environment Plan 2013, Preparation of amendment to Holroyd Development Control Plan 2013, development design and assessment	Council/Developer
2- Lighting Review	Undertake lighting review, development funding mechanisms	Council



Cumberland Council
PO Box 42, Merrylands NSW 2160
cumberland.nsw.gov.au