

Princes Highway Corridor Strategy

PART B: Strategic Vision

The Strategic Vision is based upon two key principles - to grow Arncliffe as a residential precinct and to revitalise the Enterprise Corridor along the Highway for employment uses.

5.0 Princes Highway Corridor Strategic Vision

5.1 Overview

The strategic vision for the Princes Highway Corridor comprises two core elements:

- Grow Arncliffe as a Residential Precinct; and
- Revitalise the Highway Enterprise Corridor for Employment Uses

The key principles to deliver the Strategic Vision are summarised below and visualised in **Figure 24**.

The following page illustrates the conceptual land use plan for the Corridor (**Figure 25**).

Section 5.2 outlines the strategy for the Arncliffe Centre, and **Section 5.3** outlines the strategy for the Enterprise Corridor.



Revitalise the Princes Highway Enterprise Corridor for Employment Uses

Widen the range of permissible employment and service related land uses to attract new businesses to the corridor.

Allow for increased development potential for employment related land uses.

Improve the Princes Highway experience through high quality, consistent built form, signage and street tree planting.

Improve the public domain and pedestrian experiences around Banksia Station.

Maintain land to the western side of the railway line as the primary retail / neighbourhood shops precinct in Banksia and Arncliffe centres.

Maximise use of rear laneways or parallel roads for vehicular access.

Retain the mixed use / residential development capacity on No. 213 Princes Highway.

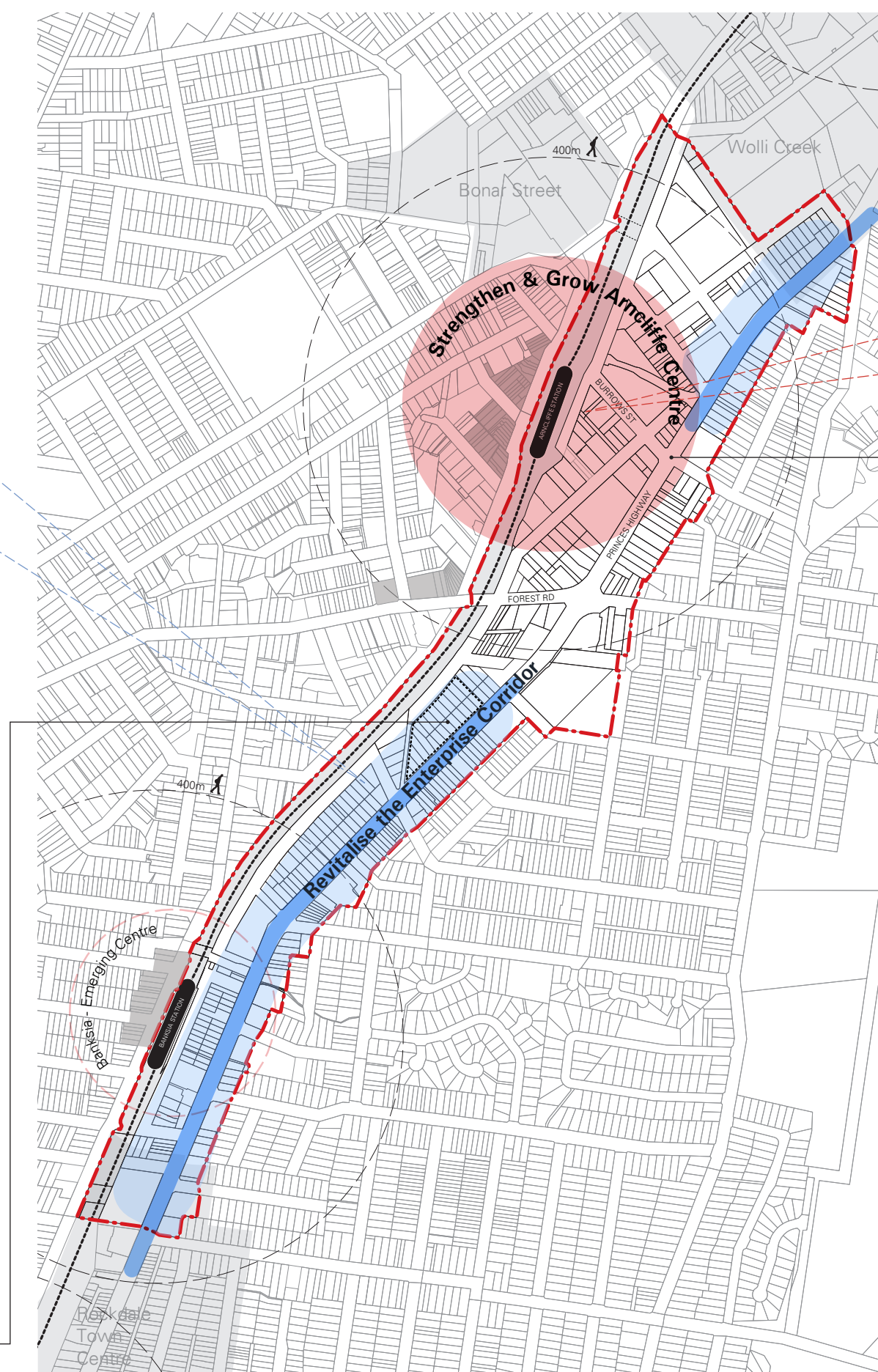


Figure 24 – Strategic Vision for Princes Highway Corridor



Grow Arncliffe as a Residential Precinct

Grow and strengthen Arncliffe as a predominantly residential precinct.

Facilitate growth through a relatively high density residential urban form.

Reinforce the intersection of Burrows Road and the Princes Highway as a key activity node.

Improve pedestrian access to and across Arncliffe Station.

Maintain the western side of the rail station as the primary retail / neighbourhood shops precinct.

Improve the amenity and connectivity of the precinct through new open space, new street and pedestrian connections and public domain improvements.



Revitalise the Highway Enterprise Corridor for Employment Uses

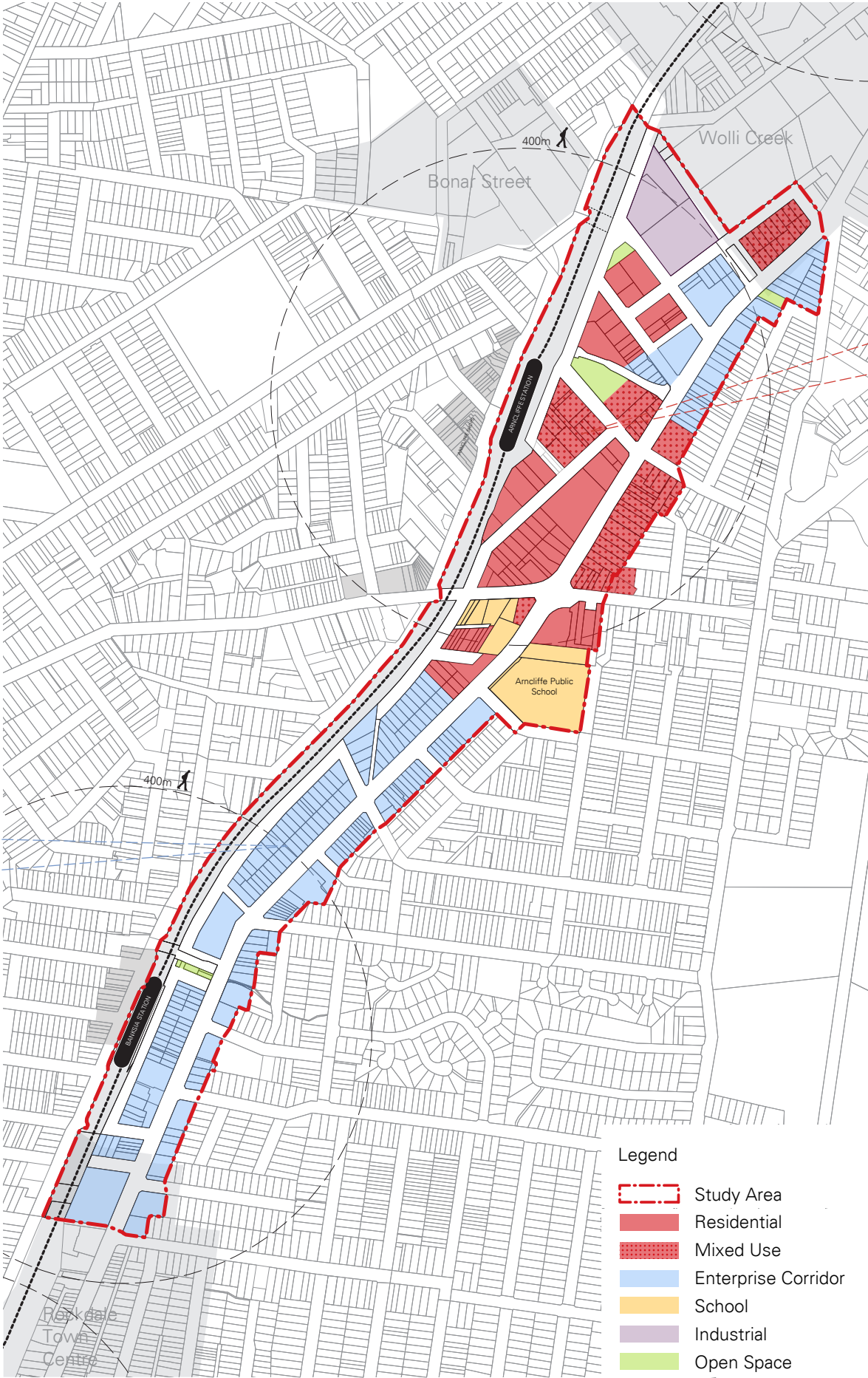


Figure 25 – Proposed Land Use Plan

Grow Amcliffe as a Residential Precinct



5.2 Strengthen and Grow Arncliffe Centre

This section outlines the strategic vision for the Arncliffe Precinct. The guiding vision is to grow and expand this precinct for predominantly high density residential uses. The Arncliffe Precinct is defined as generally being Allen Street in the north, Forest Road in the south, the blocks fronting the Princes Highway in the east and the rail corridor in the west (**Figure 26**). The key strategies to achieve the vision for the Arncliffe Precinct are set out below. For reference, the Precinct has been divided into a series of street blocks.

Land Use Strategies

The proposed land use strategies are set out below.

1 Consolidate high density residential area

- Permit residential flat buildings on existing vacant site at No. 2-4 Arncliffe Street (north) and No. 11-13 Ann Street and No. 10-12 Allen Street.

2 New open space and new high density residential area

- Establish a new local park at No. 2-4 Arncliffe Street (south) of approximately 3,200m², provide an open and accessible park which will be designed to be safer and more inviting for future residents.
- Facilitate higher density residential development at the corner of Princes Highway and Burrows Street through formal road closure (part Eden Street) and site consolidation.

3 New high density, mixed use precinct adjacent to the station

- Encourage the longer term redevelopment of the area for a mix of high density residential use and local retail uses adjacent the station.
- Provide an active street frontage addressing Arncliffe Street and the station and wrapping the corner of The Arcade to improve security and amenity for patrons of Arncliffe station.
- Explore options to relocate or redevelop Wooroona Park (No. 13A Eden Street) for local retail and or mixed use residential uses.

4 Facilitate new high density mixed use or residential uses at the corner of Kyle Street and the Princes Highway

- Rezone No. 96 - 102 Princes Highway for high density residential and / or mixed use
- Encourage active ground floor frontages around the key intersection.

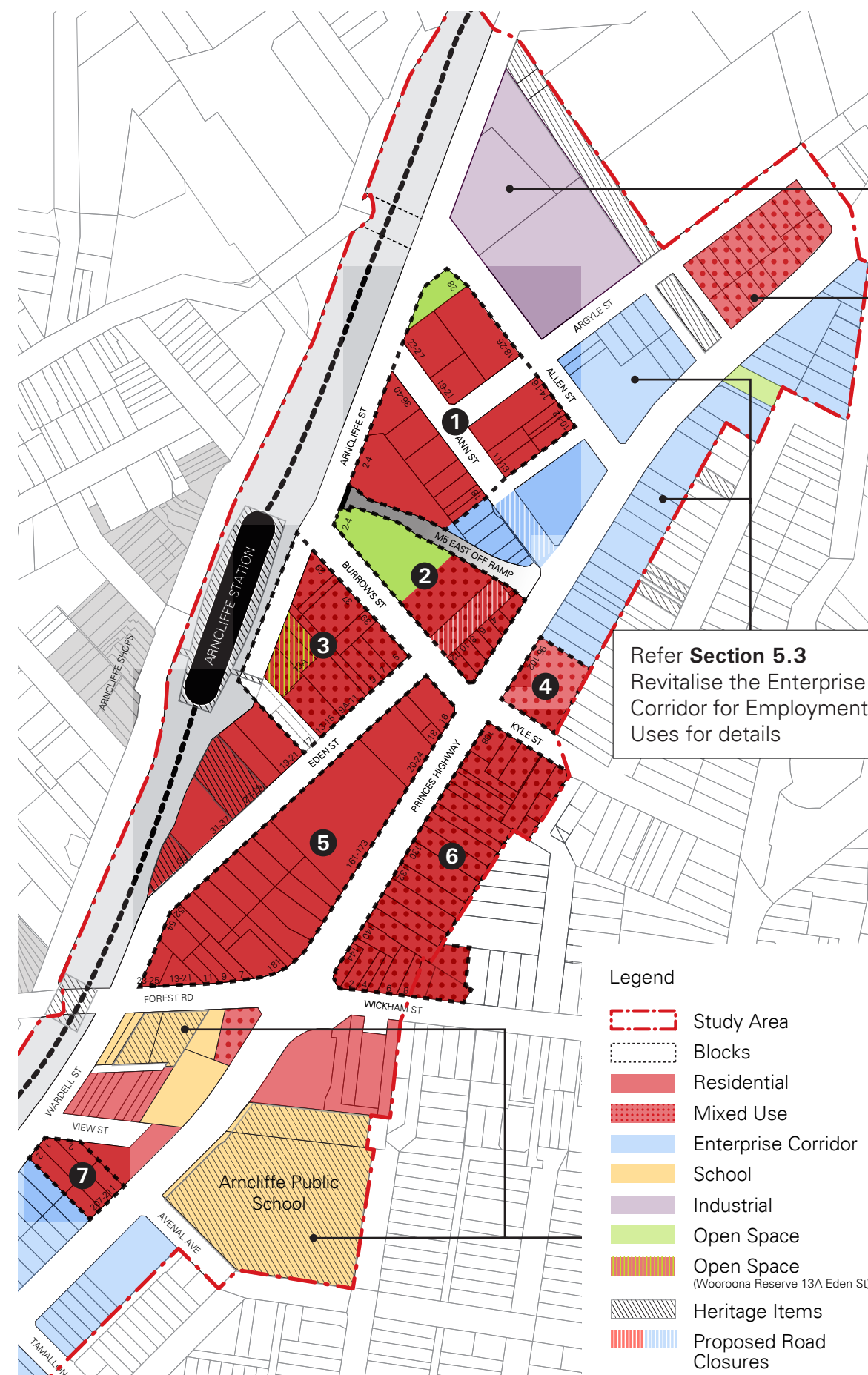


Figure 26 – Proposed Land Uses for Arncliffe Centre strategies

Industrial land at No. 12 Arncliffe Street, Arncliffe

No. 12 Arncliffe Street is currently zoned IN2 Light Industrial and used for motor vehicle repairs and parts storage. Whilst the industrial parcel is somewhat isolated, the classification of the site under the Department of Planning and Infrastructure's draft South Subregional Strategy and the Employment Lands report discourages the loss of industrial land.

Mixed Use Zoned Land (LEP 2011)

Retain mixed use zoning as implemented as part of the *RLEP 2011*.

5 Consolidate block as high density residential area

- Rezone No. 161-173 Princes Highway to high density residential uses and encourage for pure residential development without the requirement for non-residential uses along the Princes Highway.

6 Facilitate new high density mixed use or residential uses between Kyle Street and Wickham Street

- Rezone the street block for high density residential and / or mixed use
- Encourage active ground floor frontages around the key intersection.

7 Permit residential flat development on No. 2 View Street, No. 1-2 Wardell Street and No. 207 - 211 Princes Highway

These six allotments are located to the immediate north of the land at No. 213 Princes Highway and 4 Wardell Street, Arncliffe and south of the existing townhouse development at No. 10 View Street. The land comprises 5 x single dwellings and a small, light industrial business. It is recommended that this land is rezoned to R4 High Density Residential in that:

- it is located immediately between what is and will be effectively residential land uses;
- it is not affected by aircraft noise or flooding; and
- retention of the single dwelling houses does not utilise the development potential of the site.

St Francis Xaviers Church / Primary School and Arncliffe Public School

- Retain and enhance the existing character of this precinct.
- Any new development will consider and respect the existing heritage items.

Built Form Strategies

- 1 High Density Residential**
(Blocks fronting Allen, Ann and Arncliffe Street)
 - Heights up to 6-8 storeys.
 - 4m front setbacks.
 - Parking to be provided underground.
- 2 High Density Residential**
(No. 2-4 Arncliffe St, No. 4-12 Eden St and No. 145 Princes Hwy)
 - Building heights up to 8 storeys.
 - Buildings to address primary street frontages of Burrows Street and the Princes Highway, and the new park.
 - Predominantly residential character with active / semi-active frontages to Burrows Street and at corner with Princes Highway.
 - Emphasise street corner with prominent built form.
 - 0-3m setback to Burrows Street.
 - Vehicular access from Burrows Street to basement parking.
- 3 High Density / Mixed Use Residential**
(Burrows Street, Eden Street and Arncliffe Street)
 - Building heights up to 10 storeys adjacent to the rail station with 8 storeys fronting Eden Street.
 - Predominantly residential character with active frontages to Arncliffe Street extension.
 - 0-3m setback to Burrows Street.
 - 3-6m setback to Eden Street.
- 4 High Density / Mixed Use Residential**
(No. 96-102 Princes Highway)
 - Building heights up to 8 storeys with step down to interface with residential area to east.
 - Predominantly residential character with active / semi-active frontages to Kyle Street and at corner with Princes Highway.
 - Emphasise street corner with prominent built form.
 - 6m setback to Princes Highway (away from corner).
 - 0-3m setback to Kyle Street.
 - Vehicular access preferred from Kyle Street.
- 5 High Density Residential**
(No. 7-25 Forest Road, 181 Princes Highway and 52-54 Eden Street)
 - Amalgamation of lots required for development.
 - Building heights up to 5 storeys.
 - Residential character with active / semi-active frontages to Forest Road and at corner with Princes Highway.
 - 0-3m setback to corner of Forest Road and Eden Street.
 - 6m setback to Princes Highway and Eden Street.
 - Vehicular access from Eden Street.
- 6 High Density Residential**
(Eden Street and Princes Highway)
 - Building heights up to 8 storeys (No. 16-24 Eden Street and No. 161-173 Princes Highway).
 - Predominantly residential character.
 - Buildings to address Eden Street and Princes Highway.
 - Emphasise street corners with prominent built form.
 - 6m setback to Princes Highway (to retain existing trees where possible).
 - 3-6m setback to Eden Street.
 - Vehicular access preferred from Eden Street.
- 7 High Density / Mixed Use Residential**
(No. 108-144 Princes Highway and No. 2-8 Wickham Street)
 - Building heights up to 8 storeys (No. 108-130 Princes Highway) and 6 storeys (No. 132-144 Princes Highway and No. 2-8 Wickham Street).
 - Buildings to step down to interface with residential area to east.
 - Predominantly residential character with active / semi-active frontages to Kyle Street and at corner with Princes Highway.
 - Emphasise streets corner with prominent built form.
 - 6m setback to Princes Highway (away from corners).
 - 0-3m setback to Kyle Street.
 - 6m setback to Wickham Street.
 - Minimise vehicular access to Princes Highway and Wickham Street.
 - 144 Princes Highway (RMS owned land) future use as road widening or adjacent development.
- 8 High Density Residential**
(No. 2 View St, No. 1-2 Wardell St and No. 207 - 211 Princes Highway)
 - Heights up to 5 storeys.
 - 6m setback from Princes Highway.
 - 3m setback from View / Wardell Street.
 - Amalgamation into single or two development sites.
 - Vehicular access preferred from Wardell Street.

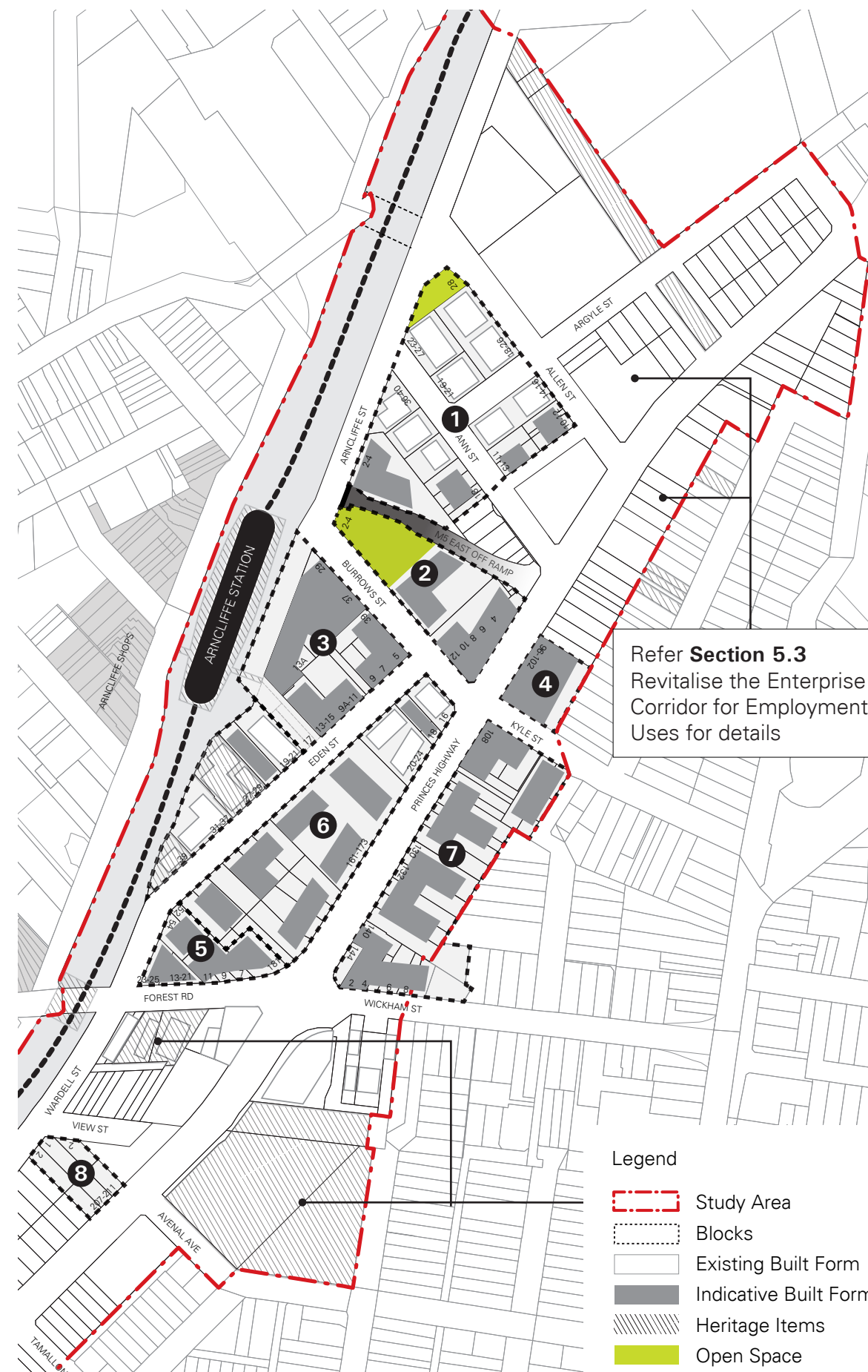


Figure 27 – Proposed Arncliffe Built Form Strategies

St Francis Xaviers Church / Primary School
and Arncliffe Public School

- Retain and enhance the existing character of this precinct.
- New development will respect heritage items.

Public Domain Strategies

1 SWSOOS Pedestrian / Cycle Link

- Established a shared pedestrian and cycle link along the top of the SWSOOS.

2 New Lane (Allen Street to Ann Street)

- As part of the redevelopment of 137A Princes Highway, require a new lane connecting Allen Street to Ann Street.
- Formally close and dispose of the eastern end of Ann Street.

3 Burrows Street Park (No. 2-4 Arncliffe Street)

- Establish a new local park at No. 2-4 Arncliffe Street (south) of approximately 3,200m², provide an open and accessible park which will be designed to be safer and more inviting for future residents.
- Formally close and dispose of the northern end of Eden Street (north of Burrows Street).

4 New Street (Arncliffe Street to Eden Street)

- Extend Arncliffe Street as a public street to rail station entrance and then to Eden Street (through The Arcade, No. 15A and 17 Eden Street and No.2 The Arcade).
- Provide footpaths, street trees and lighting for pedestrian amenity and safety.
- Allow for a vehicular drop-off point at the station entrance.

5 Wooroona Reserve (No. 28 Allen Street)

- Subject to the establishment of the new open space at No. 2-4 Arncliffe Street, relocate or redevelop all or part of the existing Wooroona Reserve as part of the longer term redevelopment of the street block.

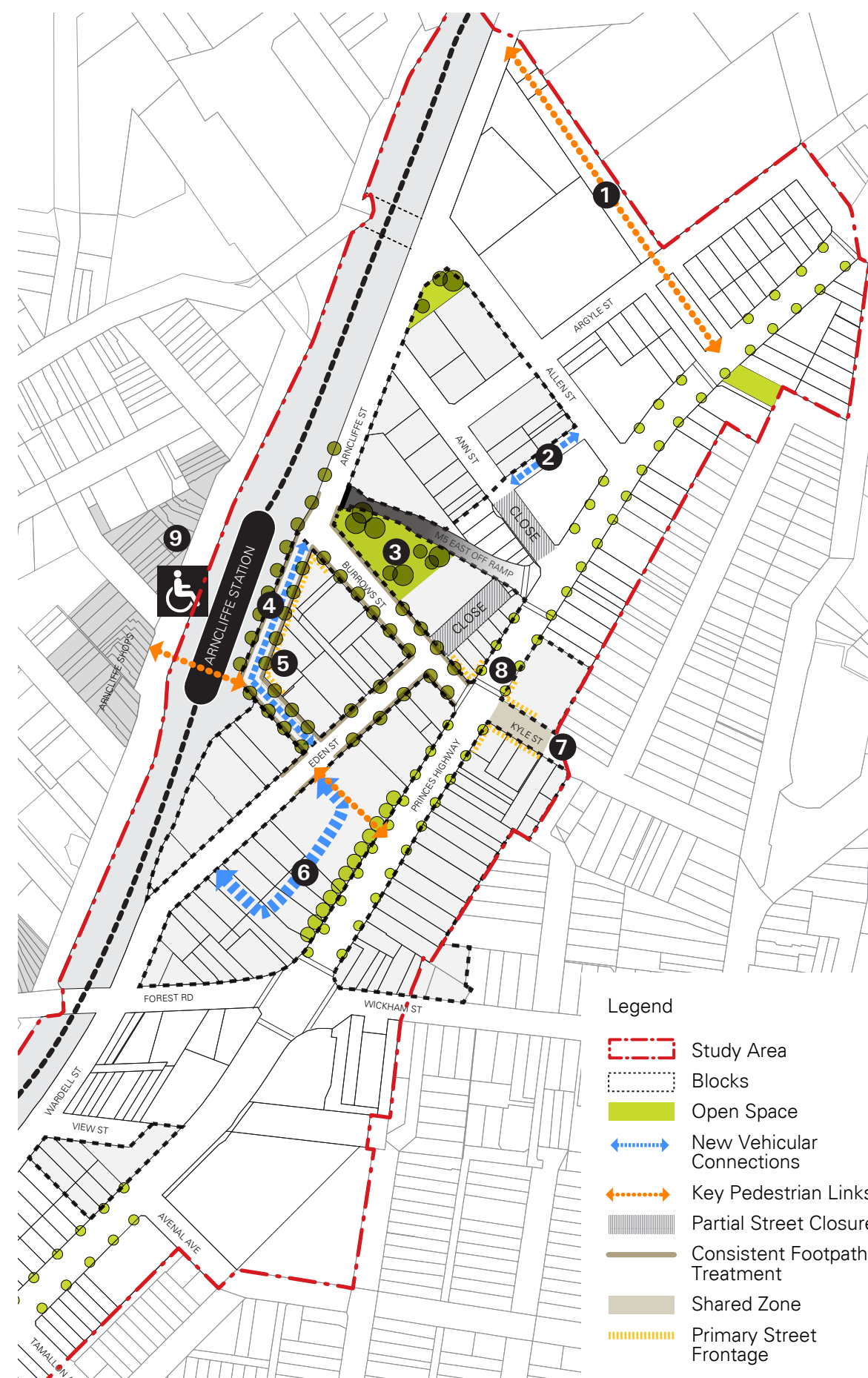


Figure 28 – Proposed Arncliffe Public Domain Strategies

6 New access street through NSW Land and Housing Corporation site (No. 161 - 173 Princes Highway)

- As part of the future redevelopment of the NSW Land and Housing Corporation site, require a new public street through linking to Eden Street.
- Provide a pedestrian link between Eden Street and the Princes Highway.
- Retain existing significant trees along the Princes Highway frontage.

7 Kyle Street Shared Zone

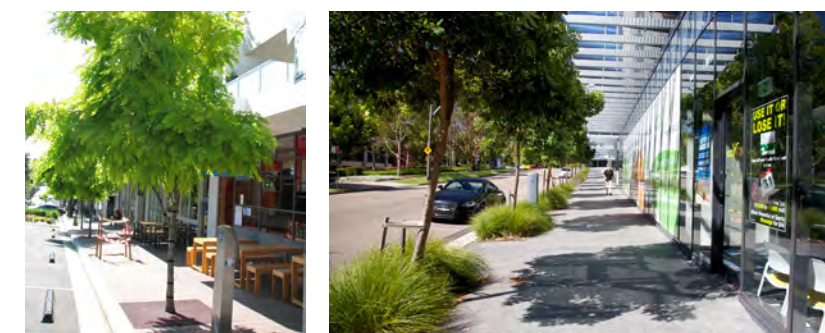
- As part of future redevelopment of adjacent sites, extend kerb line on the southern side on Kyle Street and create shared zone /plaza space in Kyle Street road reserve.
- Open Kyle Street to two way traffic to allow for better access.

8 General Streetscape Improvements

- Progressively provide a consistent footpath treatment along the length of the corridor, starting in key locations such as the Banksia Precinct.
- Reduce visual clutter through undergrounding of all overhead power lines and telephone cables.
- At the corners of secondary streets created landscaped kerb extensions within the parking lane of the secondary street to provide a sense of entry and transition to the residential areas as well as slow traffic entering from the highway.

9 Arncliffe Rail Station Upgrade

- Upgrade works are currently proposed to Arncliffe Station in accordance with the Transport for NSW Transport Access Program 2012. Consider the installation of lifts either side of the station as part of future upgrade works to coincide with the creation of the Arncliffe Street Extension.



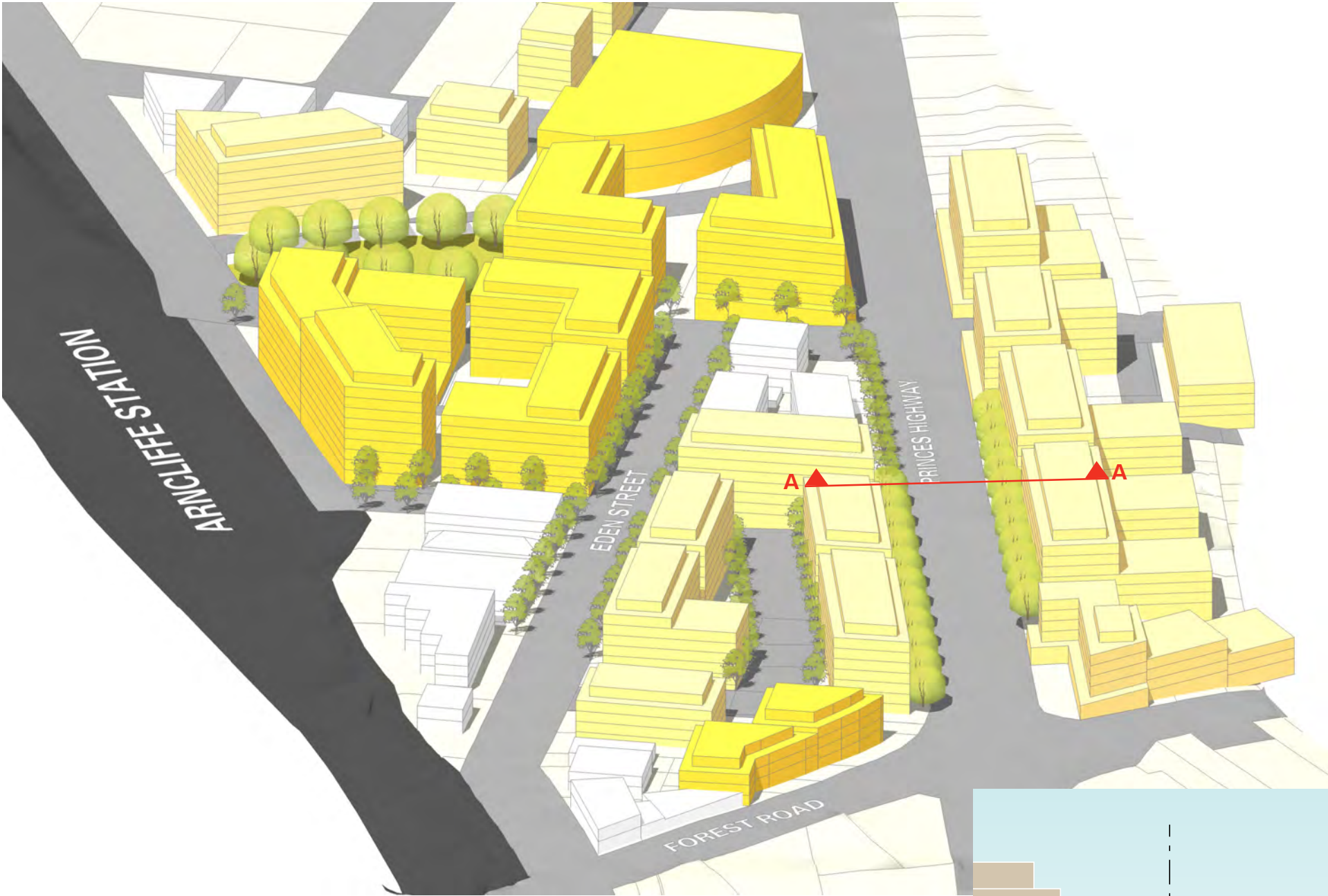
Arncliffe Centre - Indicative Built Form



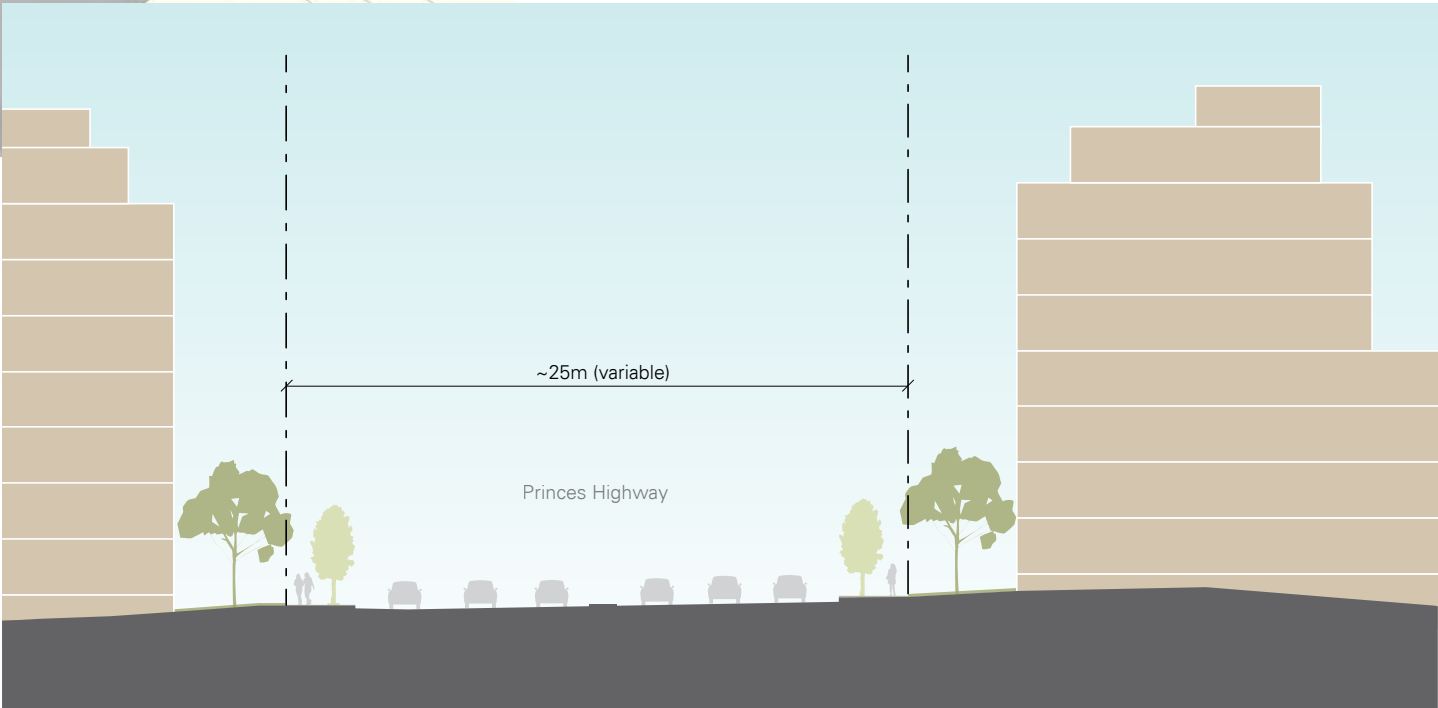
LEGEND

- Existing Buildings
- Short - Medium Term Redevelopment Opportunity
- Long Term Redevelopment Opportunity

Arncliffe Centre - Indicative Built Form



- LEGEND
- Existing Buildings
 - Short - Medium Term Redevelopment Opportunity
 - Long Term Redevelopment Opportunity



Section A-A: Section through the Princes Highway, north of Forest Road intersection

5.3 Revitalise the Enterprise Corridor for Employment Uses

This section outlines the Strategic Vision for the remainder of the Princes Highway Corridor that falls outside of the Arncliffe Precinct (**Figure 29**) as well as a small portion within Arncliffe. The guiding vision for the Corridor is the development of a place that is more attractive for businesses to locate and offer employment and services to the local community. The key strategies to achieve the vision for a revitalised Highway Corridor are set out below.

► Land Use Strategies

Currently some 16% of the land within the Highway Enterprise Corridor is vacant and the employment density is approximately 1 employee per 100m² of floor space. Whilst the current B6 Enterprise Corridor Zone permits a wide range of employment related land uses, there are a number of additional employment generating uses that are recommended to be added to the Corridor. These include:

- Amusement centres;
- Entertainment facilities;
- Food and drink premises (ie restaurants, cafes, small bars);
- Function centres;
- Registered club;
- Kiosks;
- Markets;
- Industrial retail outlets;
- Shops; and
- Veterinary hospitals.

Revitalisation of the corridor will be assisted by permitting the above uses that are both generally more employment intensive (than traditional light industrial and service trade activities) and active in nature (shops, clubs etc).

Retail shops are already permitted along the Corridor on land that is zoned B4 Mixed Use and on sites such as No. 108 Princes Highway Arncliffe, and No. 213 Princes Highway and No. 4 Wardell Street, Arncliffe. There are also a number of shops around Banksia that are currently trading under existing use rights. Permitting additional shops along the Highway Enterprise Corridor is unlikely to have a negative impact upon the existing neighbourhood shops at both Arncliffe and Banksia, in that future shops along the Corridor are likely to cater for passing trade as opposed to the local trade of both Arncliffe and Banksia. Future applications for retail shop activities will need to consider the objectives of the B6 Enterprise Zone, namely... *“To maintain the economic strength of centres by limiting retailing activity”*.

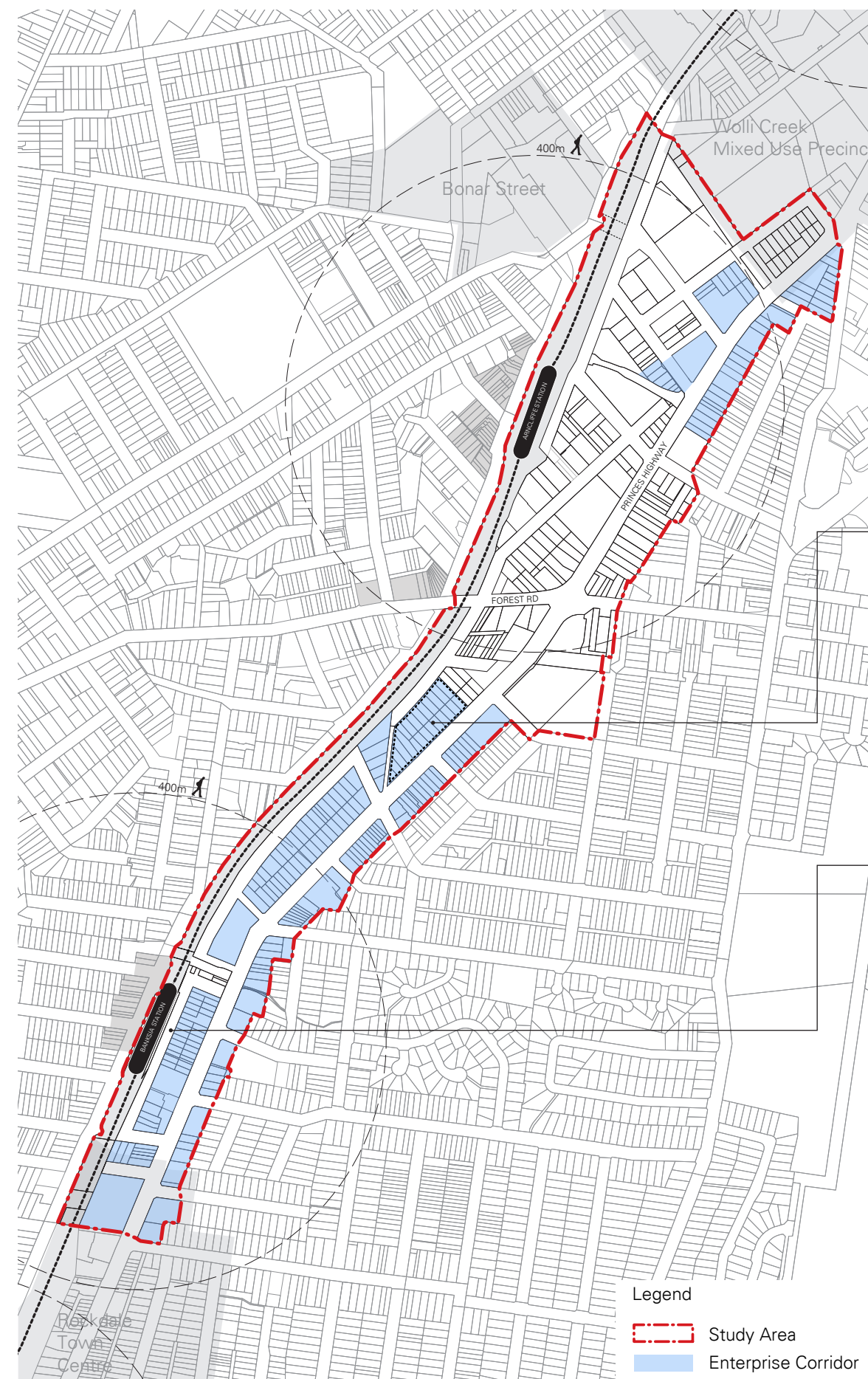


Figure 29 – Proposed Princes Highway Employment Areas

► No. 213 Princes Highway and 4 Wardell Street, Arncliffe

The land at No. 213 Princes Highway and 4 Wardell Street, Arncliffe is currently zoned B6 Enterprise Corridor. The *RLEP 2011* however permits shops and residential uses (as part of shop top housing). Despite this allowance being somewhat inconsistent with the strategic vision outlined in this study, it is not recommended to restrict residential uses from being permissible on this site. For consistency purposes, Council may consider rezoning this site to B4 Mixed Use as this better reflects the permitted uses.

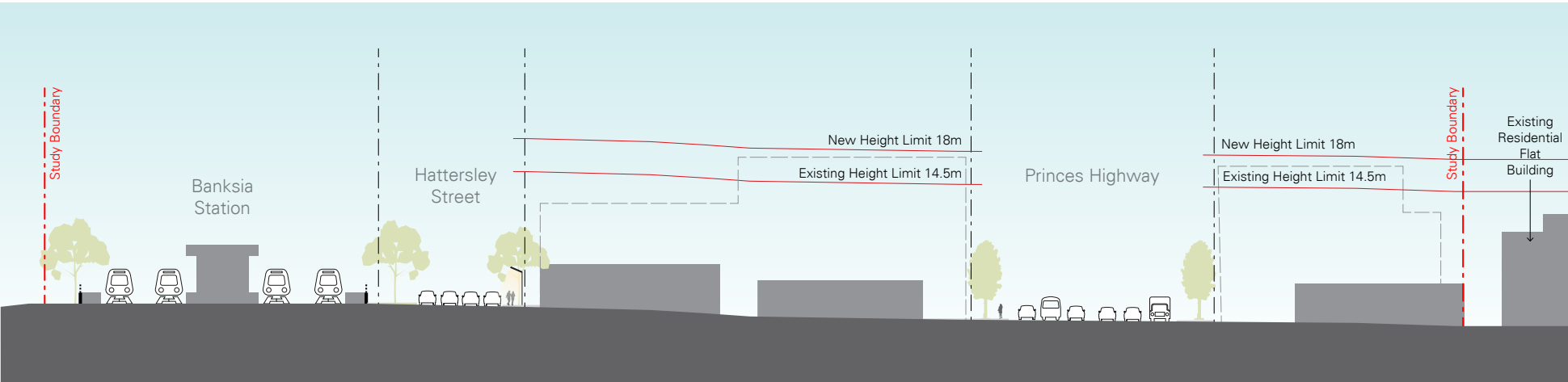
► Future Residential Growth Potential around Banksia Station

The rail station makes Banksia an attractive precinct for future transit orientated development. However, due to the existing constraints (particularly aircraft noise), the ability for Banksia to develop as a mixed use centre is limited. The initial strategy focuses employment development around Banksia and widening the potential employment uses to encourage further development.

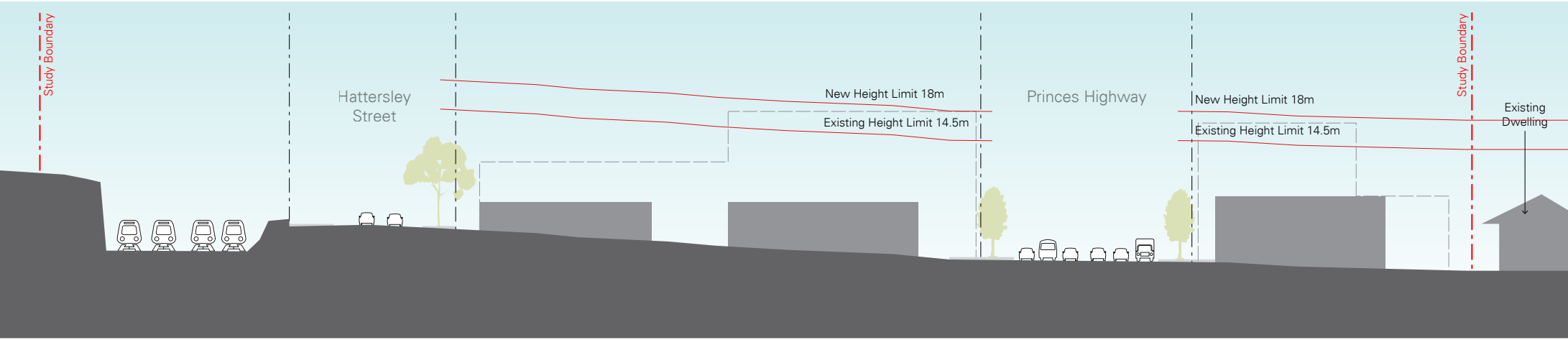
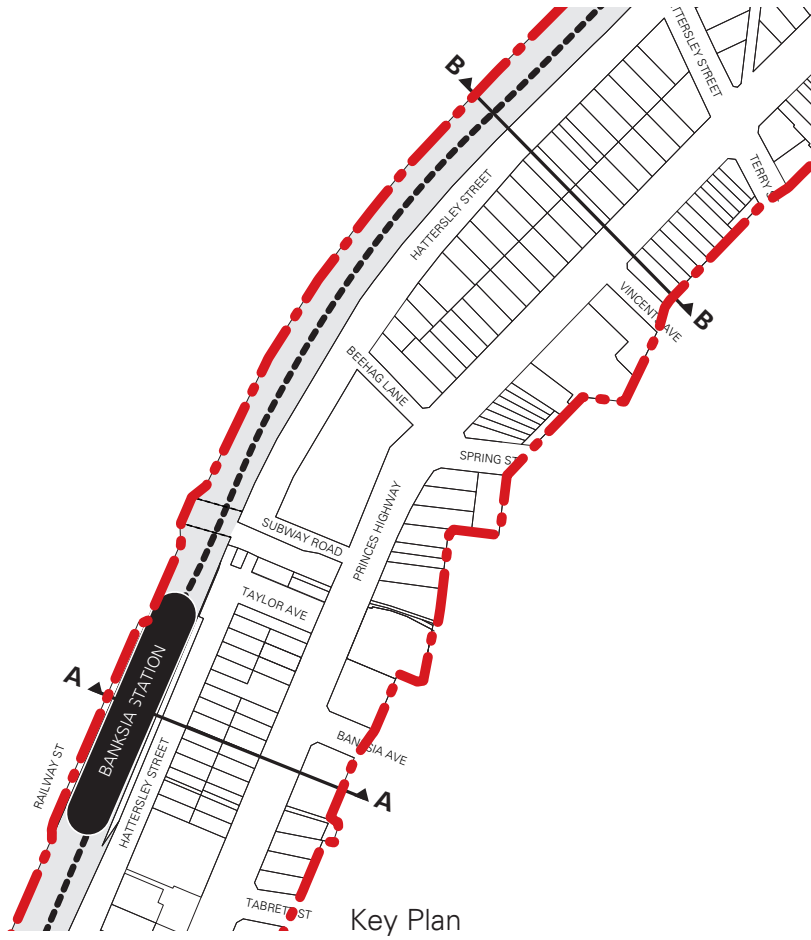
There are a small number of sites within the north-east walking catchment of Banksia that are not within the ANEF 25+ noise contours (i.e. residential development is not prohibited). However these sites, and Banksia more broadly, should not be developed for residential purposes until their role and urban form can be considered as part of a holistic strategy for both the eastern and western sides of Banksia. Until a strategy is prepared and implemented that resolves the impact of aircraft noise at Banksia, the area of the corridor around Banksia Station will remain employment focused.

► Increased Development Potential within the Enterprise Corridor

Currently, the maximum floor space ratio and building height within the Highway Enterprise Corridor is predominantly 1.5:1 and 14.5m respectively. In order to facilitate revitalisation and greater employment potential, it is recommended to increase the floor space ratio from 1.5:1 to 2.5:1 along the Corridor. Building heights are recommended to be increased from 14.5m to 18m to allow for greater development potential, consistently applied along both sides of the Highway.



Section A-A - Section demonstrating new height limit of 18m for the employment corridor (through Banksia Station and the Princes Highway looking north)



Section B-B - Section demonstrating new height limit of 18m for the employment corridor (through the railway line and the Princes Highway looking north)

Figure 30 – Sections Through the Princes Highway Enterprise Corridor

► Built Form Strategies

The existing buildings along the corridor vary substantially in terms of form and quality. This, coupled with the visual clutter of excessive signage, results in a generally poor visual experience along the corridor that does not hold together as a cohesive place. A key aspect of the revitalisation of the Princes Highway Corridor will be improving visual quality and consistency of the built form. The recommended strategies are set out below.

Site Amalgamation

Encourage the amalgamation of sites to help deliver greater consistency in building product, improve access and vehicular flow through the reduction of access points to the highway, and provide the incentive for lanes to be implemented.

Articulation

Articulation of building is encouraged to reduce massing and scale, especially for large floor plate structures. Where a building is located on a corner site the building should address both the primary and secondary frontages.



Front Setbacks

Establish a front setback zone of 0-3m that can include building articulation, landscaping and low level business identification signage to provide a more consistent edge to the Princes Highway.



Building Height

Establish a consistent approach to building height (at the Princes Highway edge) along the corridor will assist in providing a sense of consistency and place making.



Street Activation

Activation of the primary frontage (and secondary frontage where on a corner) is desirable, however due to the range of possible uses it may not be practical or feasible to achieve on all sites. Buildings should, at a minimum, acknowledge the street by providing a basic level of visual activation through windows, glazing, entries and building articulation.



Corner Buildings

Corner buildings should be designed to positively respond to its setting. Corner elements, feature or extra height are encouraged at corner locations.



Site Access

Minimise vehicular access points to Princes Highway to improve traffic flow through reduced conflict and turning movements. Provide access from secondary streets, lanes or in shared access point configurations where there is not a secondary street or lane.



Signage

Signage and advertising is a necessary part of business but also decreases the visual amenity of the corridor. Controlling the scale and number of signs is encouraged to reduce visual clutter.



Parking

All on-site parking to be located to the rear of the site, underground or along the side of the property. Parking in front of the building is not permitted.



Rear Boundary Interface

A managed landscaped buffer and solid fencing at the rear of properties is important to manage the visual impact of 'back of house' uses to adjacent residential areas. Where there is an existing lane a landscaped buffer is also desirable to soften any visual impact.

► Public Domain Strategies

The quality of the public domain (ie the streetscapes, footpaths etc) along the length of the Princes Highway Corridor is generally poor. High traffic volumes coupled with land uses that do not rely on pedestrian activation have led to a generally inhospitable pedestrian environment.

The public domain of the Princes Highway falls within the controls of the Roads and Maritime Services (RMS). While these issues are unlikely to change in the near future there are ways to improve the visual amenity of the corridor that will help re-image the corridor and provide consistency to reinforce the built form edge. The recommended strategies are set out below.

Street Trees

Street trees provide rhythm, structure, reinforce the built form edge, mask unsightly uses and provide shade for pedestrians. Encourage street trees, where possible, along the length of the corridor.



Utilities and Services

Reduce visual clutter through undergrounding of all overhead power lines and telephone cables.



Footpaths

Progressively provide a consistent footpath treatment along the length of the corridor, starting in key locations such as the Banksia Precinct.



Signage

Reduce signage and sign poles through the collocation of directional signage.



Landscaped Kerb Extensions

At the corners of secondary streets created landscaped kerb extensions within the parking lane of the secondary street to provide a sense of entry and transition to the residential areas as well as slow traffic entering from the highway.



► Banksia Station Precinct

The Banksia Station Precinct is the area generally bounded by the Rocksia Hotel / Spring Street in the north, Hattersley Street, in the south, the blocks on the eastern side of the Princes Highway and rail corridor in the west.

The Banksia area is unlikely to undergo substantial change in the short term given the limited market demand for business uses in this locality. However, there are a number of public domain improvements that can be implemented over time to improve the visual appearance of the precinct. The recommends strategies are set out below.

1 Fortescue Reserve and Taylor Avenue Plaza

- As part of future redevelopment, widen the footpath on the southern side of Taylor Avenue by 3-4m to create a north facing public space integrated with active uses (eg. cafes and restaurants).
- Integrate the plaza space with Fortescue Reserve by redesigning Taylor Avenue as a shared way through the use of a different road treatment.
- Provide lighting underneath the trees within Fortescue Reserve to improve safety and security.

Street Activation

- Activate the primary street frontages where possible and secondary frontages where on a corner. Buildings should respond to the street by providing a basic level of visual activation through windows, glazing, entries and building articulation.

Setbacks

- For primary street frontages, building frontages should directly address the street and be built to the street edge.

Streetscape Works

- Underground utilities along the Princes Highway Corridor.
- Incorporate street tree planting.
- Provide consistent paving treatment and with potential kerb extensions.

Banksia Rail Station Upgrade

- Liaise with Transport for New South Wales to seek an upgrade of Banksia Station to include an improved station entry from Hattersley Street with formal structure, lighting, and disabled access ramping.



Figure 31 – Proposed Banksia Public Domain Concept



Existing view of the Princes Highway Employment Corridor at Banksia



Indicative photomontage of possible new development along the Princes Highway Employment Corridor at Banksia

5.4 Relationship with surrounding centres

The Princes Highway Corridor study area is part of the broader Princes Highway corridor, which contains a network of centres including Wolli Creek and Rockdale.

The Strategy is consistent with the general pattern of growth occurring in this corridor, with increased jobs and housing focussed around highly accessible locations and the renewal of underutilised land.

Whilst encouraging the development of Arncliffe and the Princes Highway Corridor as distinct places having their own character, the Strategy is also compatible with the form of growth occurring in Wolli Creek. This will strengthen the cohesiveness of the corridor, and position it as a more desirable place to live and do business.

Furthermore, the Strategy acknowledges the different role and function of each of the centres in the corridor. Boosting the residential population in Arncliffe will strengthen its role as a small village centre. The Rockdale Town Centre will provide a broader range of retail, services and facilities, whilst Wolli Creek will provide employment opportunities in its role as a village. This will strengthen the interrelationship between centres and the economic performance of Rockdale and Wolli Creek.

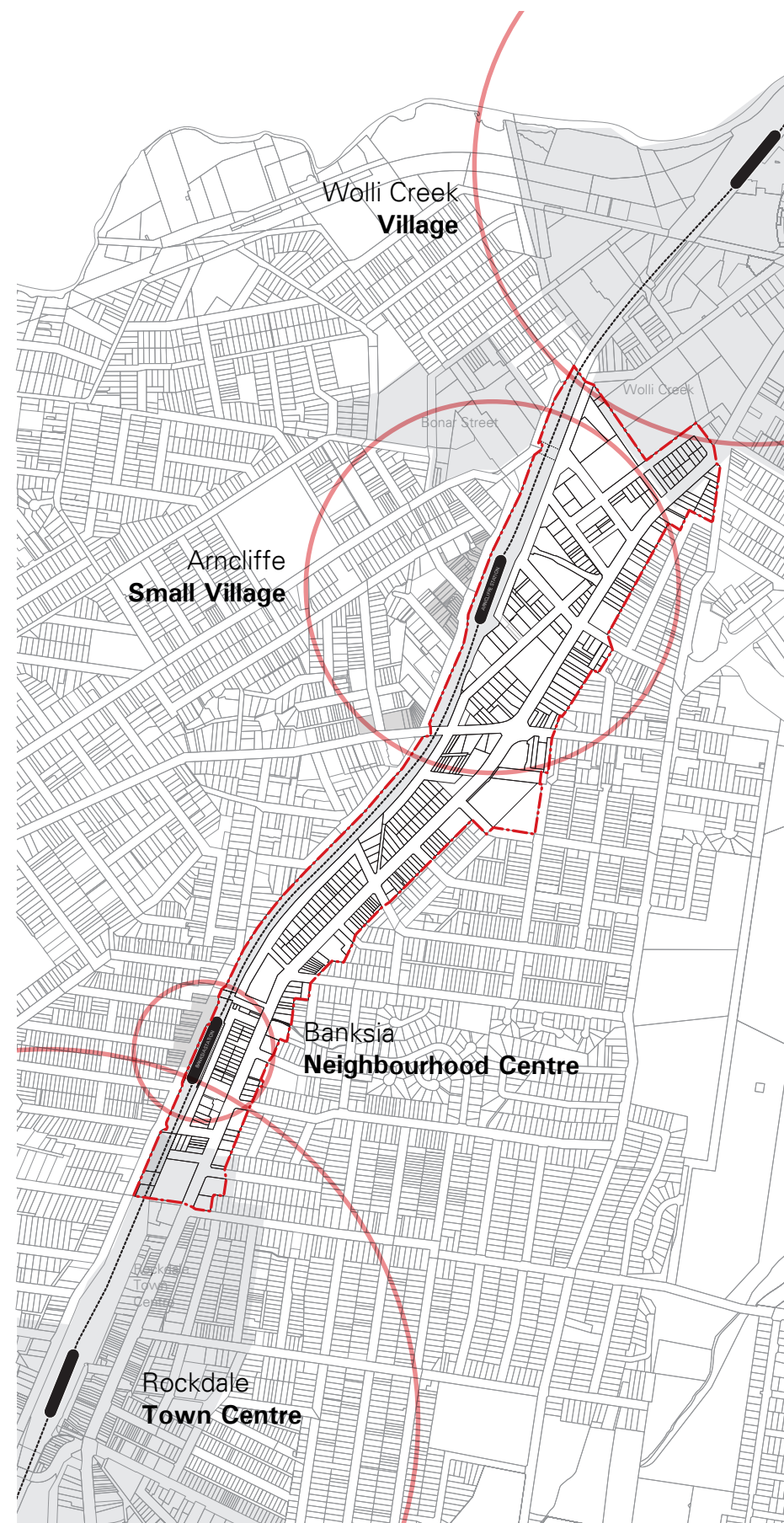


Figure 32 – Relationship of the Princes Highway Corridor Study Area with Surrounding Centres