

TIDESWELL ST & PARRAMATTA RD ASHFIELD

DESIGN REPORT

ARCHITECTURAL PROPOSAL
AUGUST 2017



VISION

Unlocking the development potential of the strategic corner site, located at the junction of Parramatta and Liverpool Roads offers the opportunity for the site to act as an important catalyst. This would be achieved through the integration of built form, increased density, public amenity and green space to transform the area in line with the principles and intent of the Urban Growth NSW Parramatta Road Corridor Urban Transformation Strategy. Located within walking distance of three major train stations – Ashfield, Summer Hill and Lewisham, two planned light rail terminals, Marion and Traveners Hill, and on well serviced arterial roads, a transport oriented gateway building will provide connectivity to the vibrant local communities and a landmark for continued development along Parramatta Road and

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PART 1

STATE GOVERNMENT VISION

**SUMMARY OF PARRAMATTA ROAD
TRANSFORMATION STRATEGY**

WHY PARRAMATTA ROAD

- Parramatta Road is the **central spine connecting the two CBDs** of Sydney – Sydney in the east and Parramatta in the west.
- It is a **strategically important transport route** for industrial, business and private purposes, and it is a valued home to many vibrant communities.
- The corridor **offers little amenity for pedestrians**, and businesses operate in a challenging environment.
- Change is needed if the corridor is to **realise its full potential**.



KEY DELIVERY:

- 27,000 new homes and 50,000 new jobs in the next 30 years.
- Integrated land use and transport plan
- Eight focused growth precincts
- Seven Principles
 1. Housing choice and affordability
 2. Diverse and resilient economy
 3. Accessible and connected
 4. Vibrant communities and places
 5. Green spaces and links
 6. Sustainability and resilience
 7. Delivery



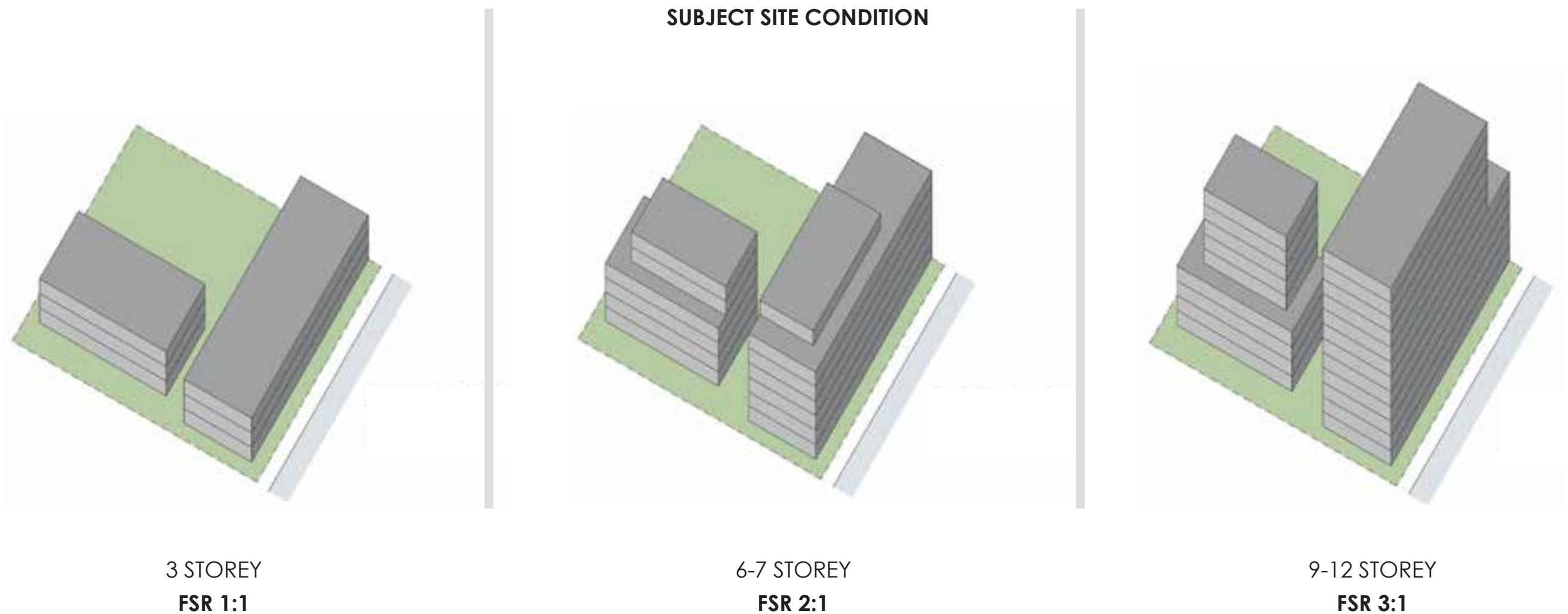
The vision for the Parramatta Road Corridor is

A high quality multi-use corridor with improved transport choices, better amenity and balanced growth of housing and jobs

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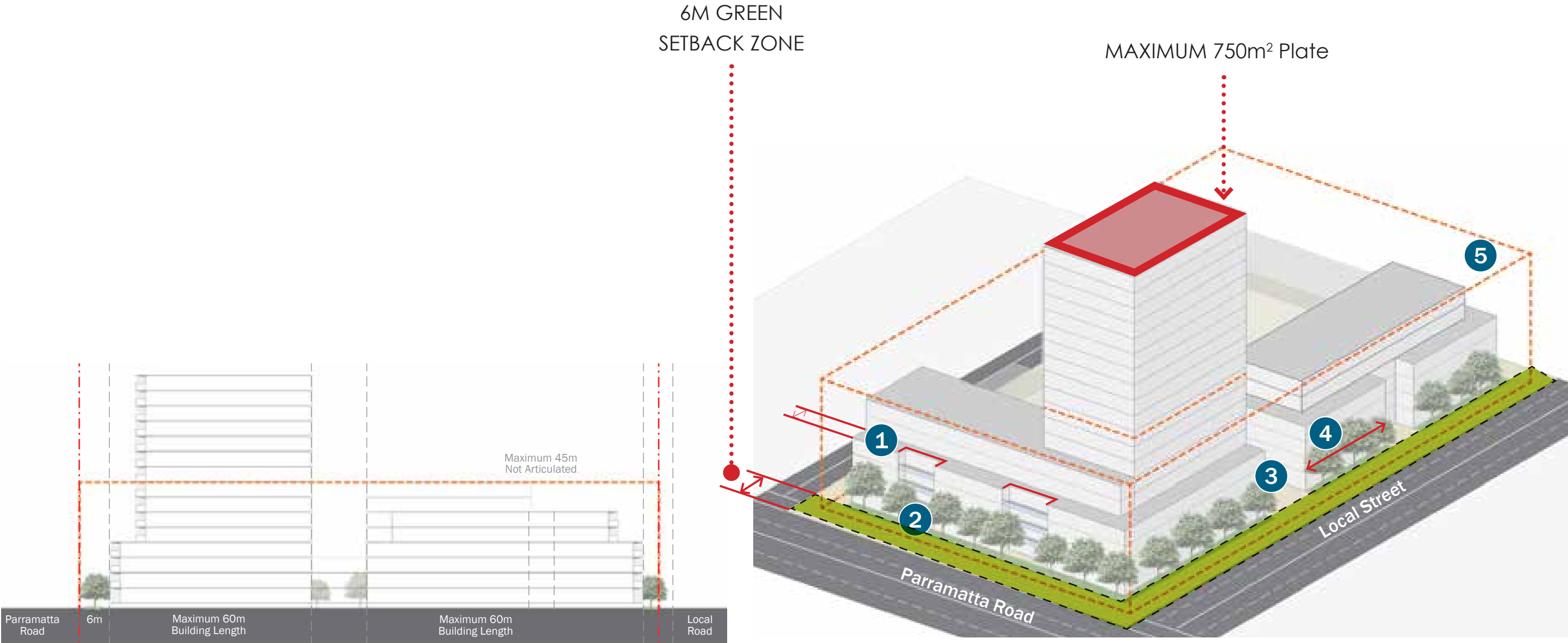
LAND USE AND DESIGN GUIDELINES

APARTMENT DESIGN GUIDE



- Indicative built form massing for residential flat buildings with different floor space ratios.

GENERAL APPLICATION TO OTHER SITES



INDICATIVE ENVELOPE TO OTHER SITES

- 1. Setback above 4-5 storey
- 2. Balcony/articulation zone
- 3. Break building form (max length 60m)
- 4. Maximum 45m not articulated
- 5. Average storeys building envelope

PARRAMATTA RD CORRIDOR PRECINCT STUDY

RECENT DEVELOPMENT BUILDING HEIGHT

10 STOREYS



9 STOREYS



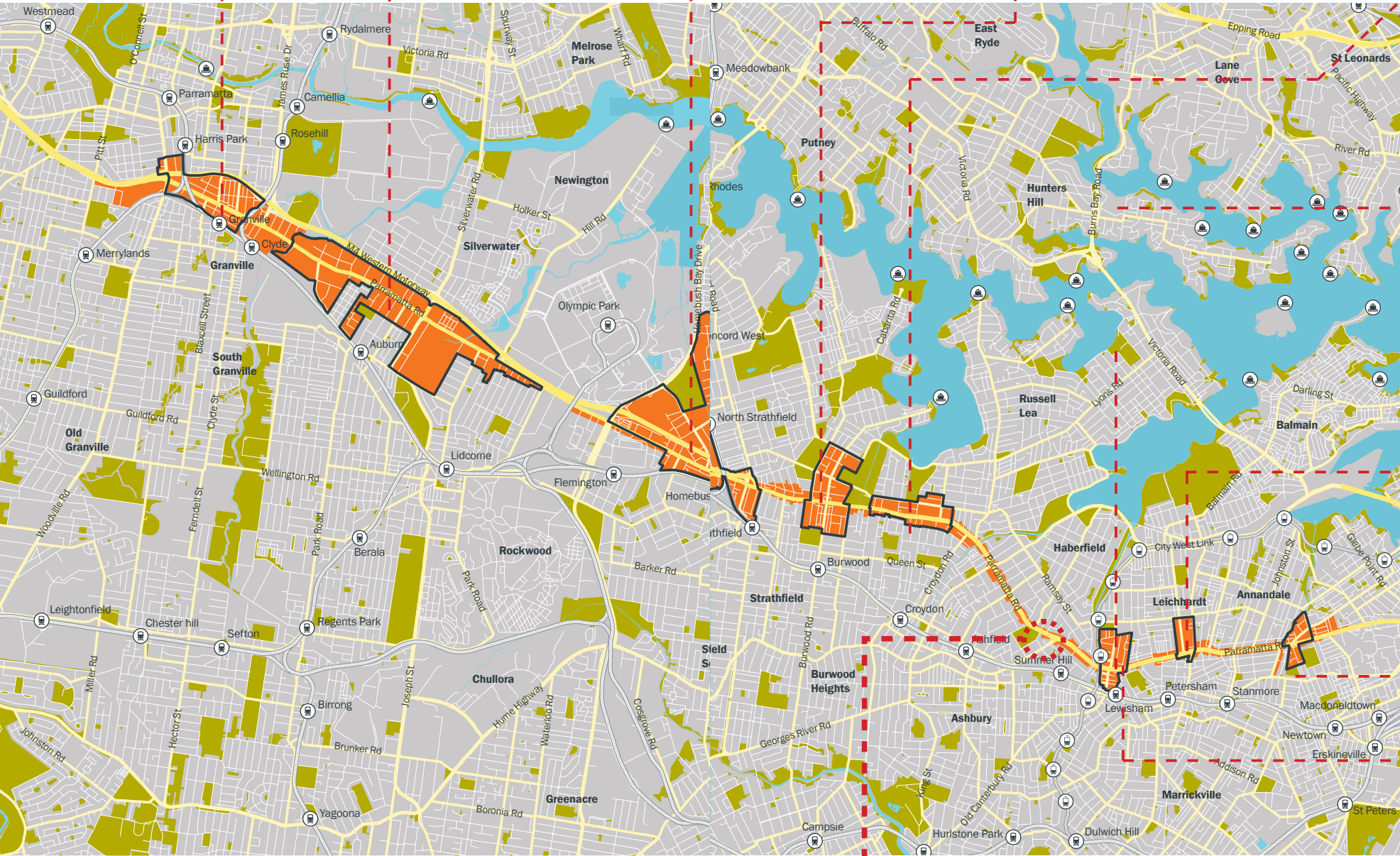
9 STOREYS



10 STOREYS



10 STOREYS



Consistant mid to high rise buildings along Parramatta Road corridor.

SUBJECT SITE



5 STOREYS



4 STOREYS



8 STOREYS



8 STOREYS

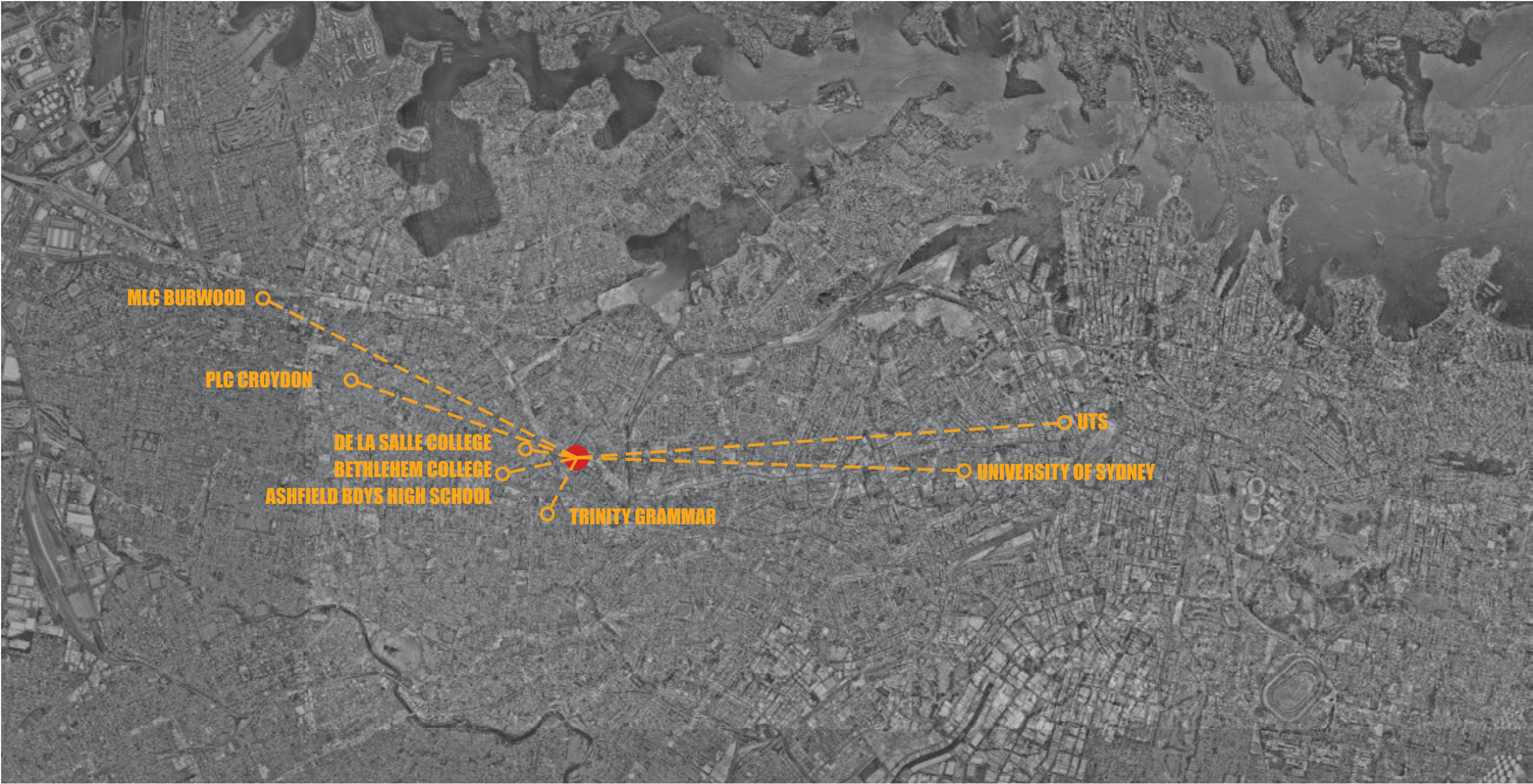
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PART 2

CONTEXTUAL ANALYSIS

CONTEXTUAL ANALYSIS

REGIONAL



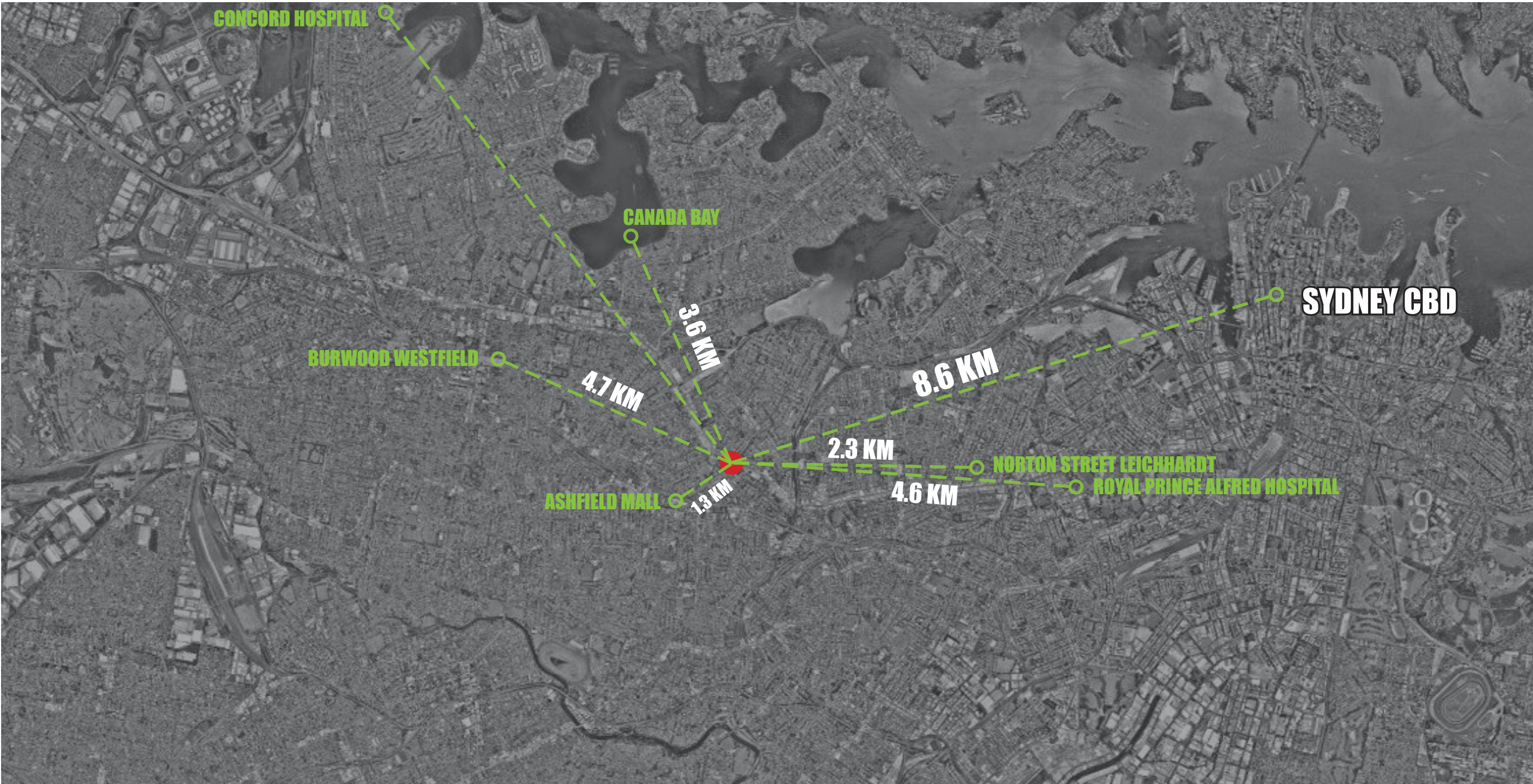
Localised college and tertiary education institutions.

● SUBJECT SITE



CONTEXTUAL ANALYSIS

REGIONAL



Subject site located within close vicinity to hospitals, retail centres and Sydney CBD.

● **SUBJECT SITE**



CONTEXTUAL ANALYSIS

LOCATION MAP



SUBJECT SITE
TOTAL AREA: 20,003.8 m²
(survey)

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CONTEXTUAL ANALYSIS

TRANSPORT



Subject site is located on Parramatta Road, close to train and light rail networks, mitigating sole reliance on private transport.

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CONTEXTUAL ANALYSIS

TRANSPORT



- PROPOSED CYCLE LINK
- EXISTING CYCLE LINK
- POTENTIAL PUBLIC PLAZA & CONNECTION TO PARK



1 - ASHFIELD PARK



2 - EXPLORER'S PARK



3 - NEIGHBOUR POCKET PARKS



4 - KENSINGTON RD



5 - CADIGAL RESERVE

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CONTEXTUAL ANALYSIS

PUBLIC DOMAIN

5 - Heritage Building (Ormond St)



4 - Parramatta Road



3 - Parramatta Road



2 - Explorer's Park



1 - Explorer's Park



6 - Ashfield Park



7 - Heritage Building (Liverpool Rd)



A variety of scale and building typology surrounding the subject site, including public spaces provides opportunity to promote community social interaction and create local recreational activities.

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CONTEXTUAL ANALYSIS
SITE AREA



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SUBJECT SITES	AREA (m ²)
1 TIDESWELL STREET 1A TIDESWELL STREET 2 TIDESWELL STREET 3 TIDESWELL STREET 4 TIDESWELL STREET 5 TIDESWELL STREET 6 TIDESWELL STREET 7 TIDESWELL STREET 8 TIDESWELL STREET	293.7 354.1 487.7 264.8 398.6 265.1 581.6 661.7 393.1
114 PARRAMATTA RD 118 PARRAMATTA RD 120 PARRAMATTA RD 122 PARRAMATTA RD 124 PARRAMATTA RD 126 PARRAMATTA RD 128 PARRAMATTA RD 130-140 PARRAMATTA RD	637.8 641.7 695 698.8 935.4 930.2 436.8 2429
51 ORMOND ST 53 ORMOND ST 55 ORMOND ST 57 ORMOND ST 59 ORMOND ST 61 ORMOND ST 63 ORMOND ST 45 ORMOND ST 47 ORMOND ST	312.8 319 316.6 315.2 562.9 310.3 290.7 569.5 665.2
43 GOWER STREET 45 GOWER STREET 47 GOWER STREET 49 GOWER STREET 51 GOWER STREET 53 GOWER STREET	371.4 239.6 185.2 510.4 554.3 554.5
29 LIVERPOOL ROAD 31 LIVERPOOL ROAD 33 LIVERPOOL ROAD 35 LIVERPOOL ROAD 37 LIVERPOOL ROAD 39 LIVERPOOL ROAD 25 LIVERPOOL ROAD	408.2 423.3 241.3 262.9 261.3 247.7 976.4
TOTAL	20003.8

COUNCIL PARK	11-23 LIVERPOOL ROAD	3565
COUNCIL STREET	TIDESWELL ST	972

PART 3

URBAN DESIGN STRATEGY

URBAN DESIGN STRATEGY

PLACE MAKING

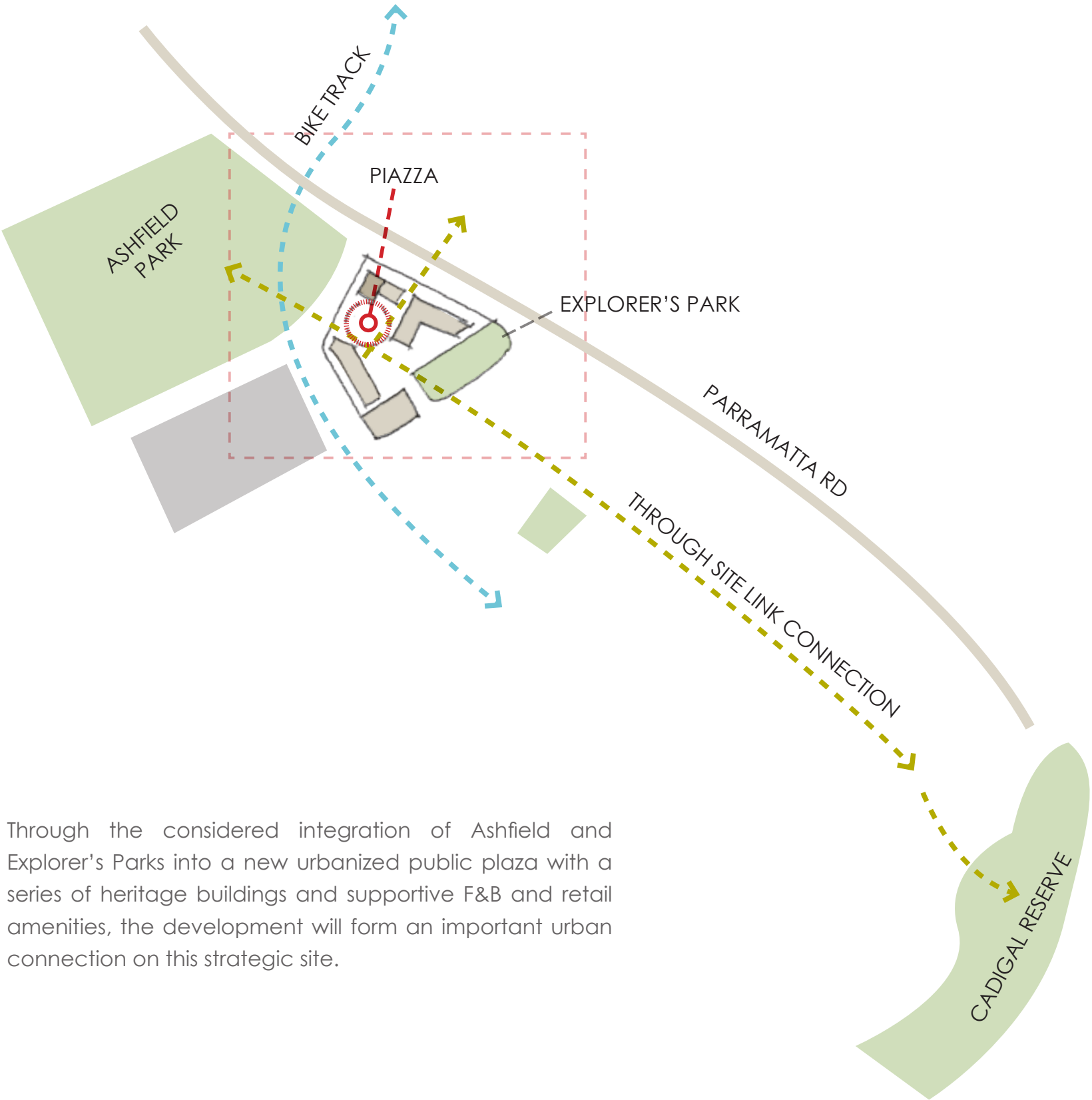


Opportunities for improved street front activation, public open space and urban connectivity through built form.

URBAN DESIGN STRATEGY

ASHFIELD GREEN

CONCEPT DIAGRAM



Through the considered integration of Ashfield and Explorer's Parks into a new urbanized public plaza with a series of heritage buildings and supportive F&B and retail amenities, the development will form an important urban connection on this strategic site.

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ASHFIELD PARK



EXPLORER'S PARK



CADIGAL RESERVE

URBAN DESIGN STRATEGY

PUBLIC DOMAIN



Within the Masterplan, two towers rise and mark the site providing a sense of place and balance, connecting out into the finer grain of the surrounding street network. An appropriate podium massing is proposed through a defined street wall along Parramatta Road with well-articulated geometric forms of the buildings at the base which will form fast moving shadows, provide a dynamic layering to the ground plane and the articulated forms, maximizing the solar accessibility to the plaza and associated amenity for both visitor and residents alike. Greenspace and cycle ways are brought together through the punctuated facade at ground level playing an important role in the planning as a place to pause or destination on the journey.



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URBAN DESIGN STRATEGY

SITE ACCESS

Primary goods and service vehicle access point on Ormond, Gower and Tideswell Street, reducing stress on Parramatta Road.

Propose through site link from Parramatta Road to central public open space improves site permeability.

Heritage buildings fronting Ormond Street are retained, enable visual and physical connection from Ashfield park to the proposed public plaza, create a great gathering place for the community.

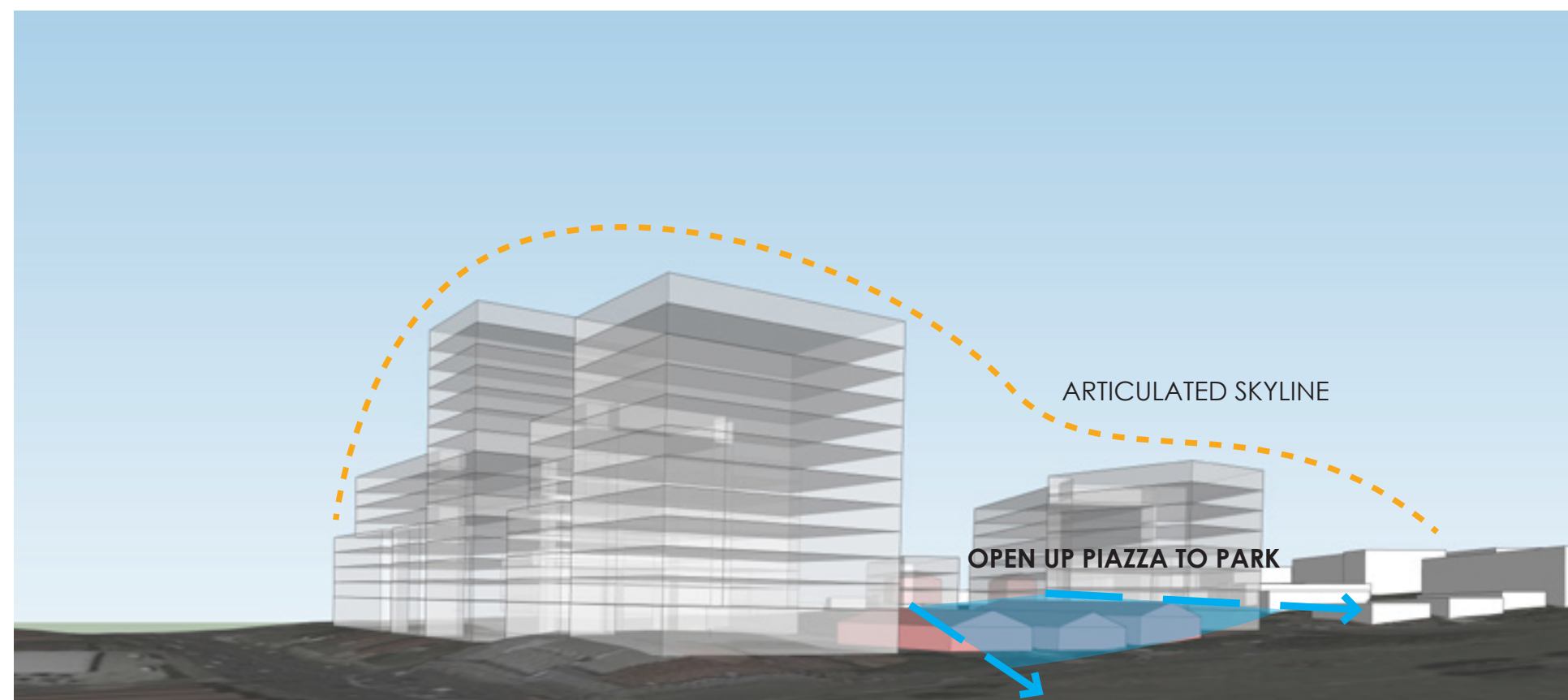
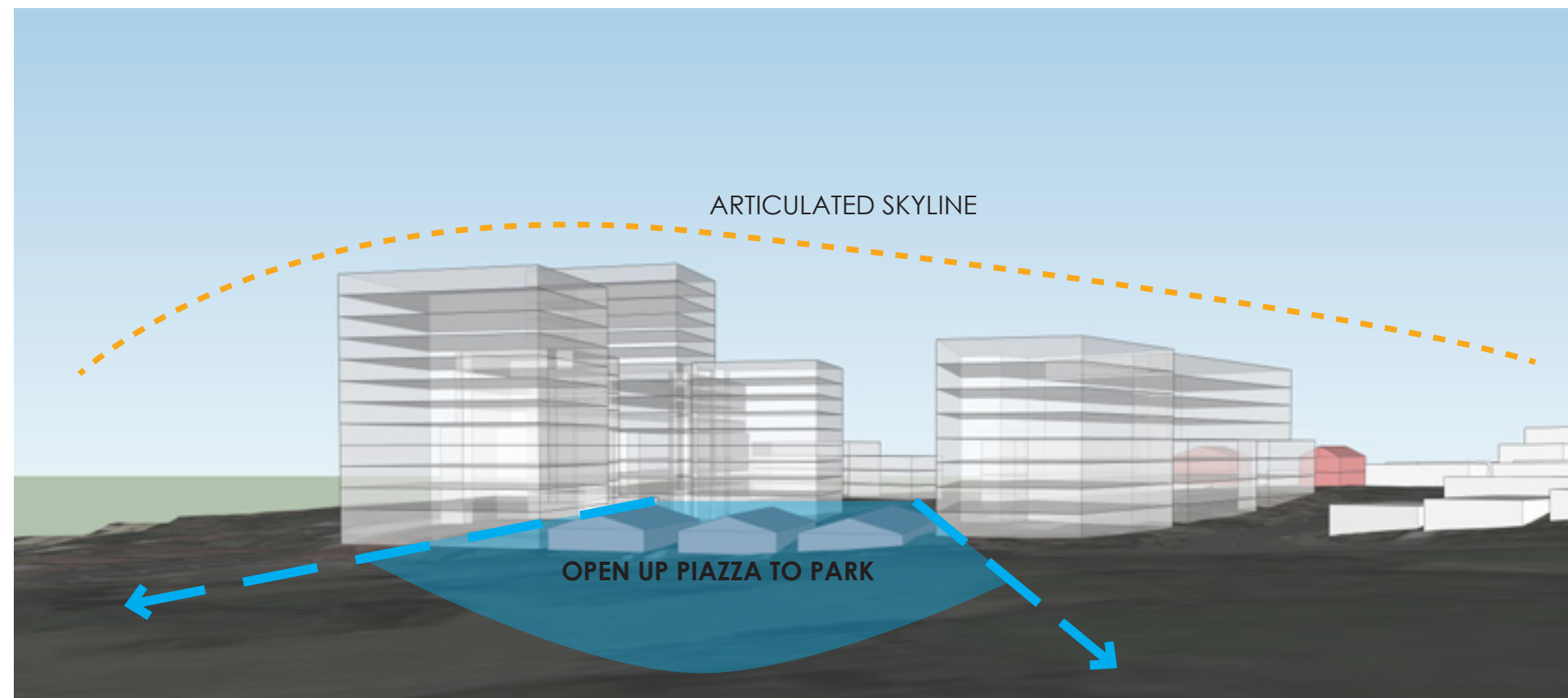
- B Bus Stop
- ←|||||→ Through Site Link
- Existing Cycle Link
- ||||| Proposed Cycle Link
- ▶ Pedestrian Access
- ▶ Vehicle Access



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URBAN DESIGN STRATEGY

SKYLINE ANALYSIS



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URBAN DESIGN STRATEGY

BUILT FORM



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URBAN DESIGN STRATEGY

MASSING STUDY



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PART 4

MASTERPLAN RESPONSE

LANDSCAPE CONCEPT MASTERPLAN



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SITE IMAGE
Landscape Architects

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LANDSCAPE CONCEPT

SITE ACCESS ANALYSIS



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LANDSCAPE CONCEPT

RESIDENTIAL COMMUNAL OPEN SPACE

A BBQ Area
Barbecue and dining area



B Seating Area
Small seating areas for rest and respite



C Lawn
Open lawn space



D Privacy Planting
Planting to edges of residential terraces



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LANDSCAPE CONCEPT

PIAZZA

A Retail Interface
Piazza edges to service retail frontages, hardscape zone with seating and dining areas



B Market /Event Space
Lawn area suitable for markets and events



C Ormond St Links
Retail pedestrian laneways with dining and seating opportunities



G Water Feature
Piazza edges to service retail frontages, hardscape zone with seating and dining areas



H Tideswell St Entry
Smaller green area, buffer to adjacent residential.



D The Green
Open lawn area with terraced edge and stage for events such as outdoor cinema



E Outdoor Lounge
Open lawn area for passive recreation with seating edges and trees to edges.



F Through Site Link
Link to Parramatta road with lineal planters and entry to residential building



NOTE: ARCHITECTURAL PROPOSAL IS PROVIDED FOR CONCEPTUAL PURPOSES ONLY

LANDSCAPE CONCEPT
STREETSCAPE AND FRONTAGES

A Gower Street
Provide privacy to garden terraces
and an attractive streetscape



B Parramatta Road
Provide privacy to garden terraces
and an attractive streetscape



LANDSCAPE CONCEPT STREETSCAPE AND FRONTAGES

C Ormond Street

Provide open streetscape to the park for retail frontages



D Explorers Park

Retail and residential frontage to Explorer park



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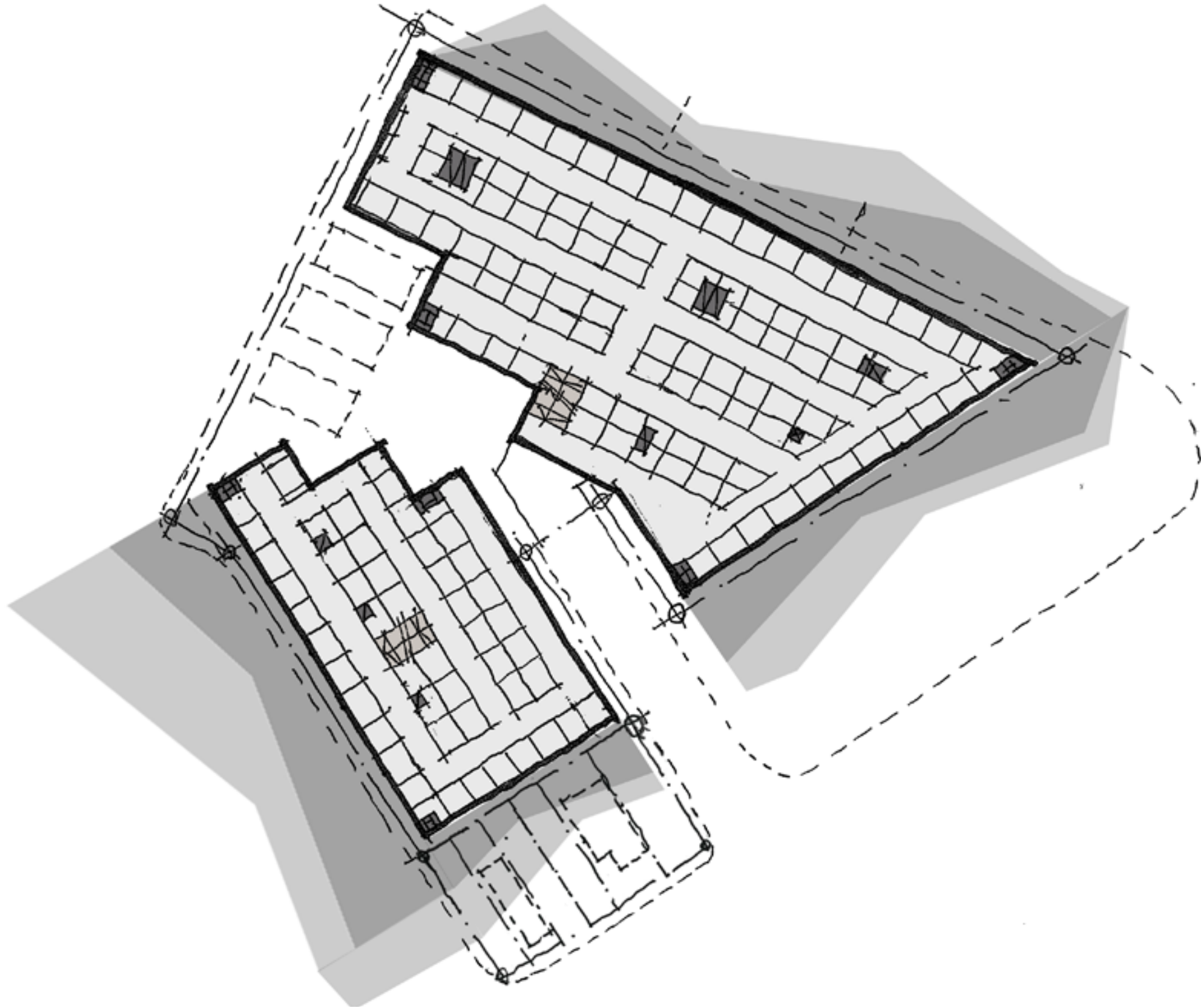




APPENDIX 1

ARCHITECTURAL PROPOSAL

TYPICAL BASEMENT PLAN



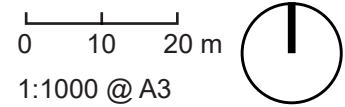
0 10 20 m
1:1000 @ A3

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GROUND FLOOR PLAN



- RESIDENTIAL
- RETAIL / NON-RESIDENTIAL
- HERITAGE BUILDING RETAINED

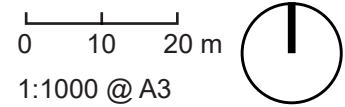


NOTE: ARCHITECTURAL PROPOSAL IS PROVIDED FOR CONCEPTUAL PURPOSES ONLY

TYPICAL LOWER FLOOR PLAN



- RESIDENTIAL
- RETAIL / NON-RESIDENTIAL
- HERITAGE BUILDING RETAINED

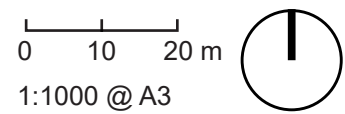


NOTE: ARCHITECTURAL PROPOSAL IS PROVIDED FOR CONCEPTUAL PURPOSES ONLY

TYPICAL UPPER FLOOR PLAN



- RESIDENTIAL
- RETAIL / NON-RESIDENTIAL
- HERITAGE BUILDING RETAINED



NOTE: ARCHITECTURAL PROPOSAL IS PROVIDED FOR CONCEPTUAL PURPOSES ONLY

TYPICAL TOWER FLOOR PLAN



- RESIDENTIAL
- RETAIL / NON-RESIDENTIAL
- HERITAGE BUILDING RETAINED

0 10 20 m
1:1000 @ A3

NOTE: ARCHITECTURAL PROPOSAL IS PROVIDED FOR CONCEPTUAL PURPOSES ONLY

DEVELOPMENT SUMMARY

Site Area:	20,003.8 m ² <i>(survey)</i>
GFA Residential:	42,693.8 m ²
GFA Non-residential:	3,315 m ²
NSA Residential:	36,290 m ² approx.
NLA Non-residential:	2,880 m ² approx.
Apartment No:	480 approx.
Townhouse No:	35 NOS.
GFA Total:	46,008.7 m ²
FSR Total:	2.3:1

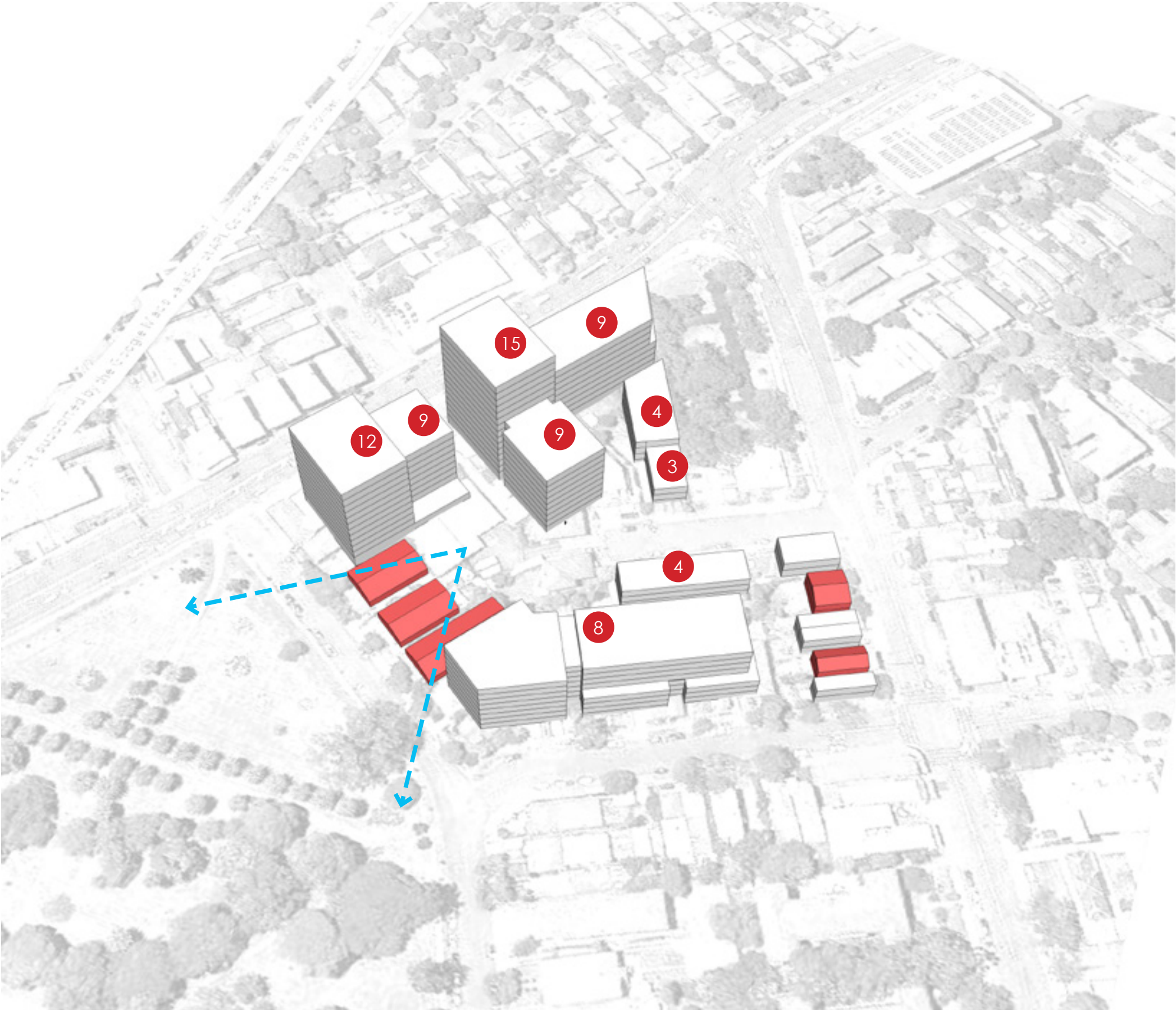
Parking Space: refer to separate Traffic and Parking Assessment Report by others.



APPENDIX 2

SEPP 65 REPORT

URBAN DESIGN PRINCIPLE



The massing and articulated forms of masterplan open out to both Explorer and Ashfield Parks through connections that maximize opportunity for internal open space. Heritage structures play an important role in this urban transformation.

BUILDING SEPARATIONS COMPLY WITH SEPP 65 / ADG.

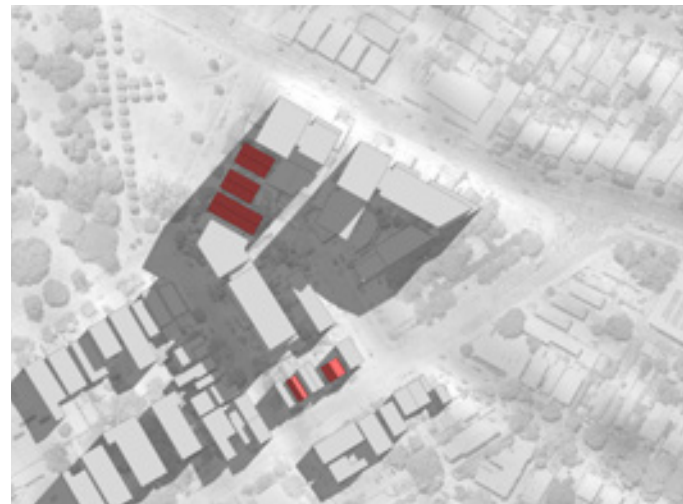
- 8

NUMBER OF STOREYS
- HERITAGE BUILDINGS RETAINED

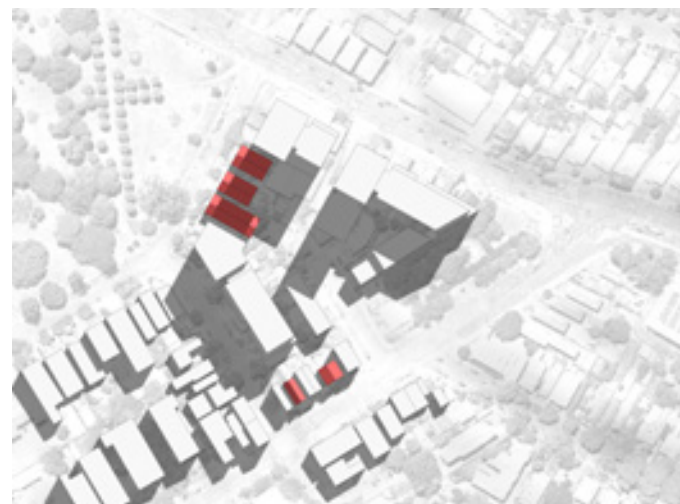
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URBAN DESIGN PRINCIPLE

21ST JUNE SHADOW ANALYSIS - FSR 2.3:1



9 AM



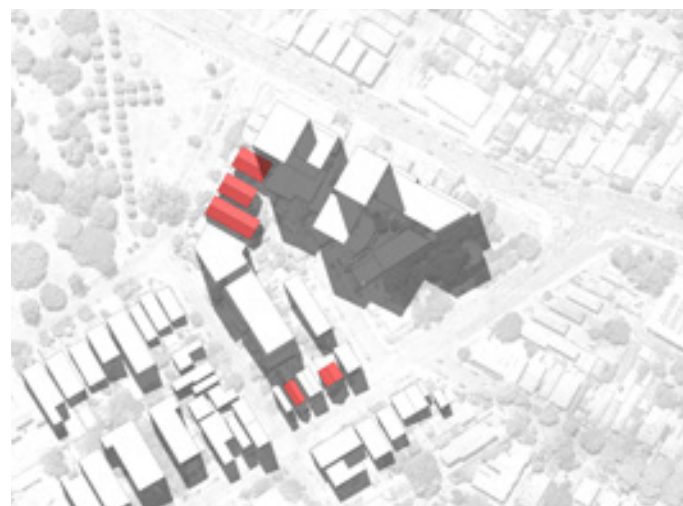
10 AM



11 AM



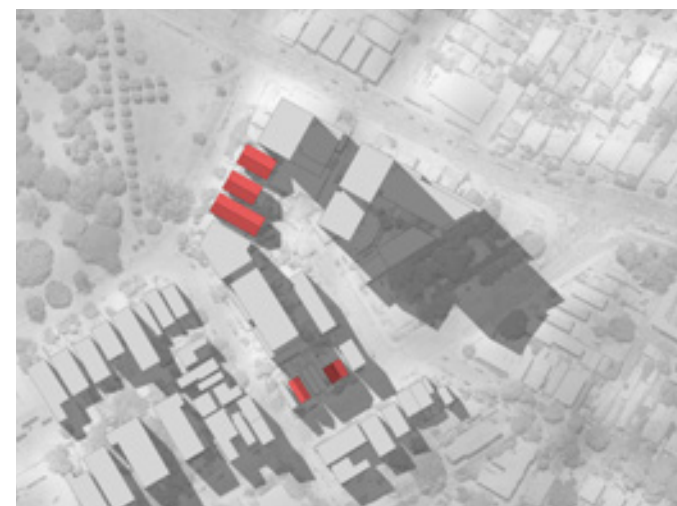
12 PM



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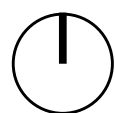


2 PM



3 PM

The diagrams demonstrate the impact of the proposed design on the local context at mid winter - representing when the sun is lowest in the sky and therefore the 'worst case' scenario for solar.



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URBAN DESIGN PRINCIPLE
22nd DECEMBER SHADOW ANALYSIS - FSR 2.3:1



9 AM



10 AM



11 AM



12 PM



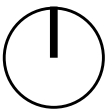
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CROSS VENTILATION ANALYSIS

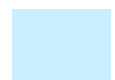
CROSS VENTILATION

TYPICAL LEVEL

42 OUT OF 63 = 66%

COMPLIANT WITH ADG

(At least 60% of apartments are naturally cross ventilated on the first nine storeys of the building.)



CROSS VENTILATED APARTMENTS



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SOLAR ACCESS

SOLAR ACCESS

TYPICAL LEVEL

44.5 OUT OF 63 = 70%

COMPLIANT WITH ADG

(Living rooms and private open spaces of at least 70% of apartments in a building receive a minimum of 2 hours direct sunlight between 9 am and 3 pm.)



APARTMENTS WITH SOLAR ACCESS



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Thank you



Tony Leung
CEO & Founder

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