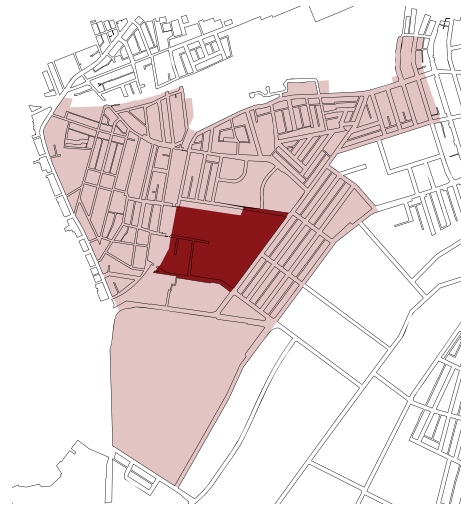


3.2.8 ASHMORE NEIGHBOURHOOD



EXISTING CHARACTER

This neighbourhood is bounded by Ashmore Street to the north, Mitchell Road to the east, the rail corridor to the west and Coulson Street to the south. Mitchell Road is a main arterial road that connects Alexandria/Eveleigh with Sydney Park. Macdonald and Coulson Streets connect Newtown to Alexandria via either a railway overpass or underpass. The neighbourhood is bounded by heritage conservation areas to the north, west and east.

Ashmore neighbourhood is already covered by its own site specific development control plan – the South Sydney Development Control Plan Amendment: Urban Design 1997 – part G Special Precinct No.7 – Ashmore Precinct (SSYDDCP No 7) and as such is a neighbourhood in transition from an industrial to a mixed use/residential character.

The existing character of the Ashmore precinct is predominantly large scale “big box” industrial warehouses with blank street walls and little articulation whose sites are dominated by large expanses of car parking resulting in poor amenity and uninviting streetscape. Some new higher density mixed use and residential development has already occurred as a consequence of DCP No. 7 and includes the award winning mixed use *Motto* development.

Existing apartment building design generally consists of buildings with heights ranging from three storeys to seven storeys. Street address depends on apartment type – some have traditional apartment style main street entry points with internal vertical circulation. Some have ground floor apartments with entrances directly from the street (*Motto* development). On Coulson Street, parking is located within apartment buildings at a half level up from the street, with ground floor balconies and retail occurring above street level, mainly due to flood floor level requirements.

FUTURE CHARACTER VISION

Ashmore will be an appropriately scaled vibrant and liveable neighbourhood with a high quality public and private domain and a local commercial and retail node at its core.

High quality built form and tree planting will improve the amenity, appearance and streetscape character. Retention of contributory heritage terraces and adaptive re-use of landmark industrial buildings will retain a sense of place. Development will address all street frontages, through site links will open up east-west views. New connections, for vehicles and for pedestrians and cyclists will tie the neighbourhood to the surrounding areas, creating an attractive enclave.

FUTURE CHARACTER STRATEGIES

Heritage

- This precinct is not part of a Heritage Conservation Area and currently has no heritage buildings designated under the LEP. It is located adjacent CA33 – Malcolm Street Estate, CA20 – Erskineville Oval and CA14 – Cooper Estate.

Setting and Topography

- Ensure panoramic views from the eastern and western knolls in Sydney Park to the CBD Skyline are retained.
- Provide east-west visual permeability by providing mid block views through to Mitchell Road.
- Provide better east-west and north-south pedestrian permeability, providing connections to Sydney Park and the residential development to the south.
- Provide a high quality public domain, including good pedestrian amenity, by providing street trees and pavement treatments.
- Provide a legible and permeable vehicular street hierarchy.
- Extend Goddard Street to Coulson Street to provide a pedestrian link to Sydney Park through the Sydney Park Residential.

Built Form

- Provide a mix of building types, responding to context, including residential flat buildings, walk up apartments and maisonettes.
- Design buildings to align to the street at ground level, be slender buildings with adequate building separation within the requirements of SEPP 65 and retaining landscaped setbacks at ground level;
- Encourage a high quality of design for buildings fronting the park, appropriate to their high visibility and the desired future character of the area as a model for best practice, sustainable urban design
- Ensure new development provides an active street address to residential and active street frontages for retail/commercial;
- Where built form terminates a vista, require highest architectural quality design;
- Encourage modulation and articulation of the horizontal and vertical proportions of facades including change in materials;

- Design new development adjacent the new public open space to address and overlook the park (development on through-lots to have dual frontages);
- Design buildings along the North-South Link to encourage use of the public domain, through aligning them to the walkway / cycle way to create a sense of a ‘protective edge’, locating and designing entries to be clear, inviting and safe;
- Set back garage entries from the building line to reduce their visual dominance in the streetscape;
- Require car parking for new development to be underground or within the lot, screened by active frontages

Land Uses

- The neighbourhood will be predominantly medium to high density residential, supported by a major open space and North-South shared path link with a mix of retail and commercial uses concentrated around the Macdonald Street and Mitchell Road.

Unique Elements/Attractors

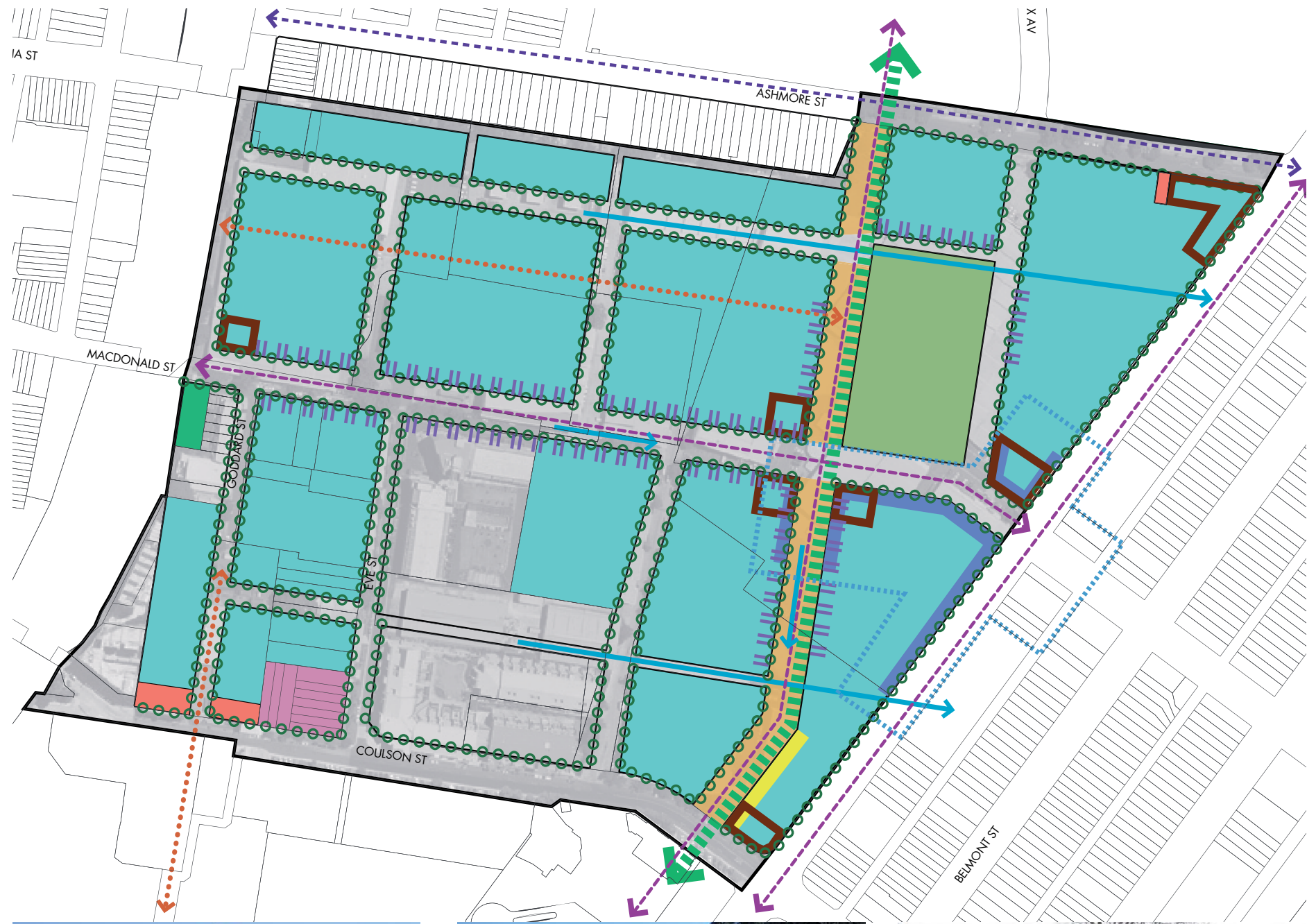
- Retention of contributory heritage terraces and adaptive re-use of landmark industrial buildings will retain a sense of place and history for the neighbourhood;
- A new high quality public open space will be a major open space asset for the Ashmore community.

Neighbourhood Centres

- Primary local centre services to be provided by King Street Local Centre;
- Build on the existing secondary neighbourhood centre at the intersection of Mitchell Road and Maddox Street by co-locating the retail/commercial activities for Ashmore at this intersection.

For further detail on the proposed Ashmore Neighbourhood refer to Section 8.0 of this report.

- KEY
- Study area boundary
 - Character boundary
 - Require active frontages
 - Enhance street vista
 - Enable higher built form/mixed use/encourage redevelopment
 - Strengthen neighbourhood node
 - Maintain open space
 - Extend / enhance street tree planting
 - Create prominent corner buildings
 - Retain consistent built form streetscapes
 - Retain character buildings
 - Retain / create a through site links
 - Provide shared pedestrian, cycle and access link
 - New public open space
 - North-south green link
 - Existing cycle link
 - Proposed pedestrian and cycle link
 - Buildings to be of high architectural quality
 - Separate ground floor entries
 - LEP Heritage item



New residential flat building- Motto is an award winning development which demonstrates high quality urban, architectural and landscape design.



Existing Goodmans site commercial/industrial built form – large building setbacks and poor street address.



Large areas of blank facades are characteristic of 'big box' industrial buildings. Future mixed use residential development should provide a more active street address through individual street entries, windows and balconies opening onto the street.

Figure 3.2.8 Ashmore Neighbourhood Character Strategy