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4. Hurstville City Centre Precincts

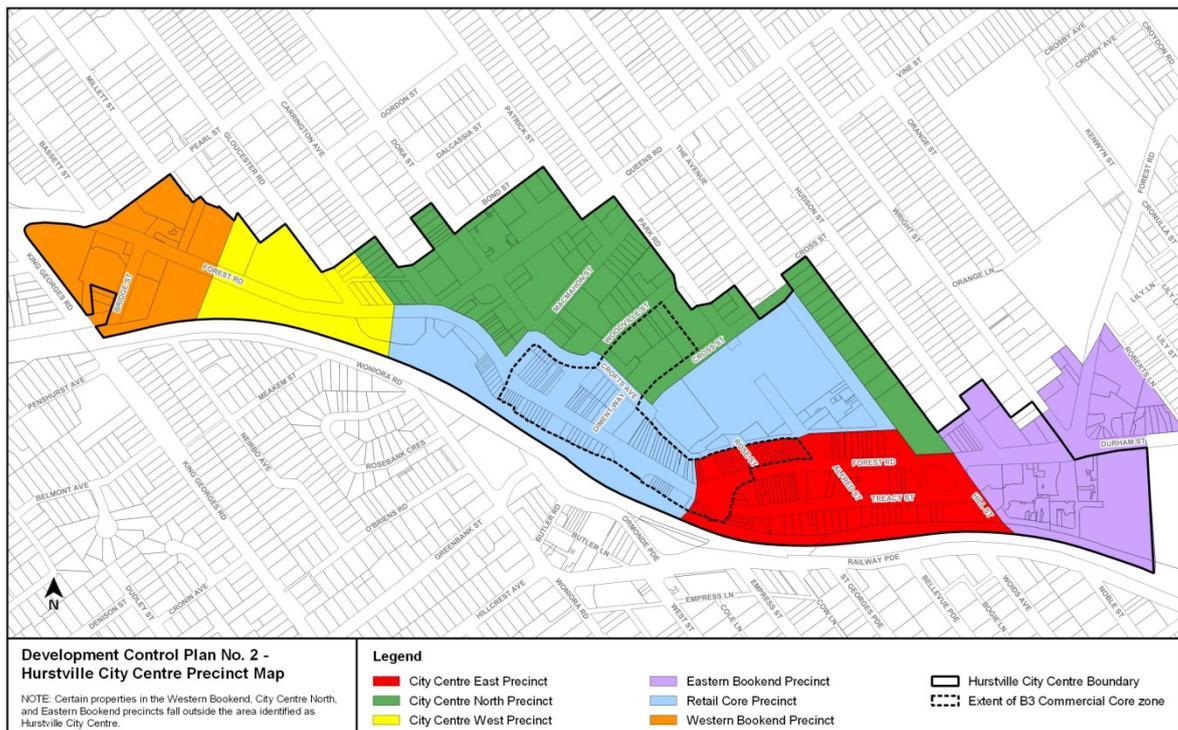
4.1 Introduction

The Hurstville City Centre Concept Masterplan 2004 divided the Hurstville City Centre area into six precincts defined geographically and by land use function.

1. Western Bookend
2. City Centre West
3. City Centre North
4. Retail Core
5. City Centre East
6. Eastern Bookend

The map below identifies the six precincts and the City Centre boundary. Only those parts of the precincts within the Hurstville City Centre boundary, shown by the red line, are covered by the provisions in this DCP. (Note: These precincts were used in the Transport Management and Accessibility Plan (TMAP) report. It is noted that the precinct boundaries for the Eastern Bookend, the City Centre North and Western Bookend Precincts in the TMAP report extended outside of the Hurstville City Centre boundary as can be seen on the maps below).

This section of the DCP outlines each precinct's Key Characteristics, Desired Future Character and Key Land Use Principles. These precinct future characteristics and land use principles are to be addressed by future development within the precincts in the City Centre.



Source: TMAP Report, June 2013

Map: Hurstville City Centre Precincts

Note: An A3 Map on 'Hurstville City Centre Precincts' is located in Appendix 1 of this DCP.

4.2 Western Bookend

Western Bookend is identified as the precinct shaded orange, on the western extremity of the City Centre. This precinct is bounded by Pearl Street and Forest Road on the northern side, King Georges Road on the western and Illawarra Railway Line on the southern side. (Note: The areas outside of the Hurstville City Centre boundary, shown by the red line, are not covered by the provisions of this DCP).



4.2.1 Characteristics

1. This area focuses on Forest Road and King Georges Road and forms the western gateway to the city.
2. Contains large office buildings and residential towers amongst other building types, with minimal street trees.
3. Acutely angled sites are formed by the intersection of the two main roads.
4. Offers road passage to the surrounding regions via King Georges Road and other adjoining strategic road corridors.

4.2.2 Desired Future Character

The Western Bookend is to define, and create a sense of entry. This will be achieved through strong built form statements and feature public domain treatment. Residential elements will dominate upper levels of development and optimise commanding views.



4.2.3 Key Land Use Principles

1. Defining Entry to the City Centre

The Western Gateway Precinct will be characterised by a higher intensity of built form, allowing for taller buildings on designated sites to define the western entry to the City Centre. Buildings situated along sites identified with significant frontages are to respond to their gateway context. Buildings and public domain will delineate entry to the City through innovative design. Landmark architecture will define points of interest at key terminating views.

All new development is to respond to the public realm, requiring building scale and form to retain a pedestrian scale at street level. Air bridges will be prohibited over Forest Road.

2. High Density Residential Land Uses

Mixed use development will be promoted, with a priority for residential land use. Located on the border of the City Centre, this Precinct is to provide a transition between the City Centre and surrounding residential areas. Where land adjoins established residential areas, controls to require that new development be suitably designed to maintain the amenity of adjoining residential land uses.

4.3 City Centre West

City Centre West is identified as the precinct shaded yellow, between the Western Bookend precinct on the west and the City Centre North and Retail Core precincts on the eastern side. This precinct straddles Forest Road and has an interface with residential zoned land on the northern side.



4.3.1 Characteristics

1. The City Centre West is characterised by well-designed, medium rise commercial buildings set in lush landscape setting.
2. The southern side of Forest Road currently has undeveloped RailCorp land that over time could develop a similar character to the northern side of the street with generous landscaped setbacks and presents opportunities for re-establishing the green spine along Forest Road.
3. Offers passage to residential areas to the north via Gloucester Street.
4. Contains rail sheds and commercial buildings amongst other building types.

4.3.2 Desired Future Character

The City Centre West is to provide a transition between the Western Bookend and the City Centre North / Retail Core precincts on the eastern sides. This will be achieved through medium to high rise predominantly commercial buildings and feature public domain treatment. Buildings and basements must be setback to protect and retain existing trees on the northern and southern sides of Forest Road and along Gloucester Road.

4.3.3 Key Land Use Principles

1. **Transitioning between high intensity residential and predominantly retail/commercial mixed use**

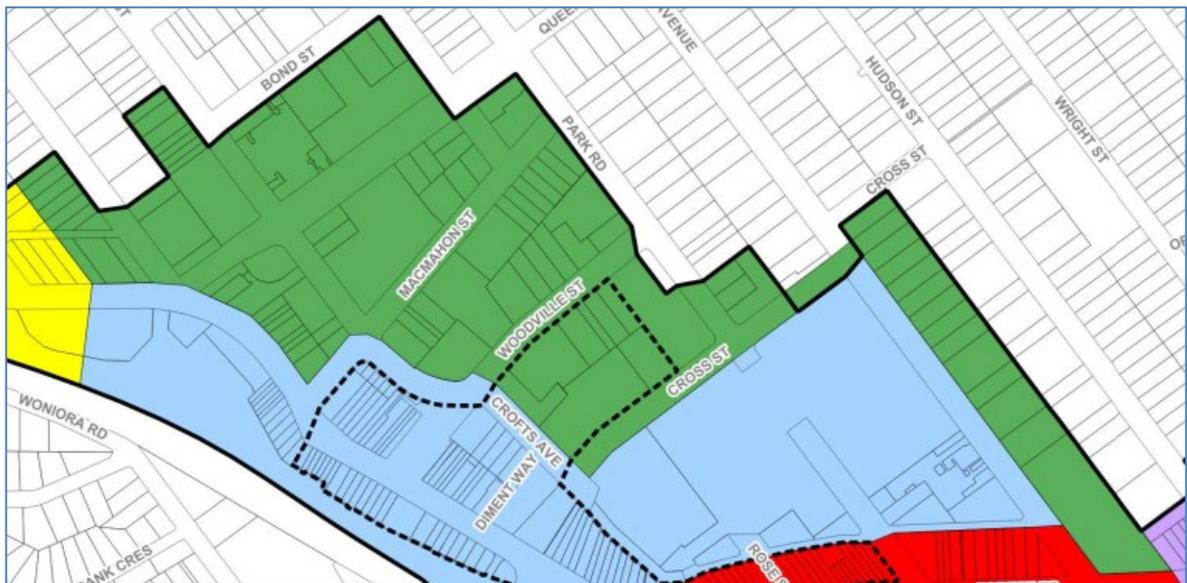
Development will be characterised by a medium to high intensity built form. Buildings and public domain will delineate entry to the City through innovative design. All new development is to respond to the public realm, requiring building scale and form to retain a pedestrian scale at street level.

2. Mixed use development

The City Centre West precinct will be characterised by a development form that is a mix of commercial and residential use. Located near the border of the City Centre, this Precinct is to provide a transition between the Western Bookend precinct and the precincts on the eastern sides.

4.4 City Centre North

City Centre North is identified as the precinct shaded green, between the City Centre West precinct on the west, Retail Core to the south and has an interface with residential zoned areas on the northern side. (Note: the areas outside of the Hurstville City Centre boundary, shown by the red line, are not covered by the provisions of this DCP).



4.4.1 Characteristics

1. The City Centre North precinct concentrates most civic and community activities and high-rise residential and commercial developments in the City Centre.
2. This precinct includes part of the B3 Commercial Core Zone, where residential development is prohibited.
3. This precinct includes the Civic area bounded by Dora Street, MacMahon Street, Park Road and Queens Road.
4. MacMahon Street contains a number of important buildings which were built from 1920 to 1930.
5. The public buildings include three churches, Council's Civic Centre, Hurstville Library and the St George Regional Museum.
6. The Queens Road component is one of the busiest traffic routes in the City Centre and it provides a north-south through route for regional traffic and access to the City Centre via a number of east-west road corridors (Forest Road, Dora Street and Park Road).

4.4.2 Desired Future Character

The City Centre North provides a focus for community and civic functions for the Hurstville City Centre. The Civic area will continue to be the focus of civic, cultural and community life within the City Centre. The current setbacks along MacMahon Street should be maintained to preserve and incorporate landscaped area and actively utilise open space. This precinct will be characterised by the integration of public buildings with new civic spaces for public celebration, ceremony and recreation. This precinct will create strong pedestrian networks and linkages with surrounding areas.



4.4.3 Key Land Use Principles

1. Promoting a Civic Presence

Built form is to adopt a strong civic presence created by well-defined streets and civic spaces. The Precinct is to support a significant civic meeting space to facilitate community interaction and gatherings with emphasis placed on creating community meeting points of interest. The basement levels will support service access and public car parking.

2. Activation of the Street

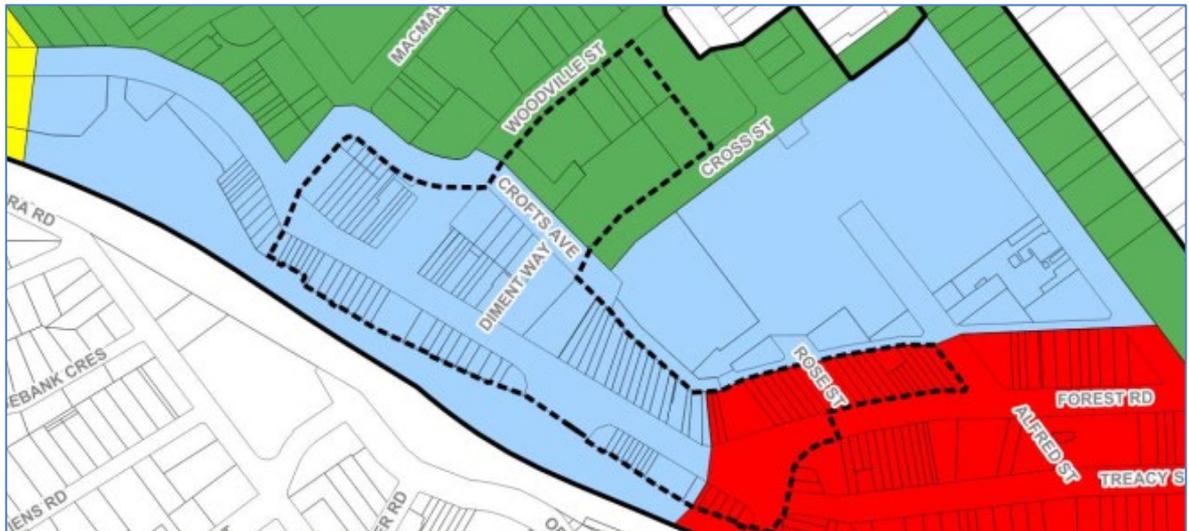
Active uses are to be promoted at the ground and lower levels of development to promote vibrancy and passive and active surveillance of the public domain.

3. Transition with residential

Where land adjoins established residential areas on the boundary of the City Centre, the Precinct performs a transitional role, with new development to be suitably designed to maintain the amenity of adjoining residential land uses.

4.5 Retail Core

Retail Core is identified as the precinct shaded blue, between the City Centre West precinct on the west, City Centre North on the north, City Centre East on the east and the Illawarra Railway Line on the southern side.

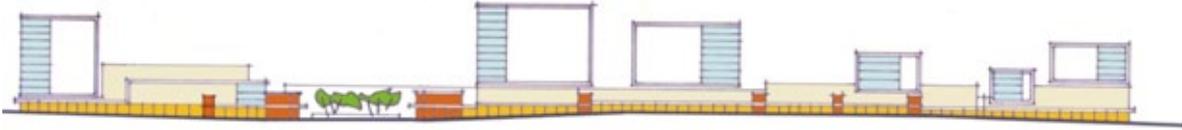


4.5.1 Characteristics

1. Buildings adjacent to Forest Road have narrow shop front facades and rear service lanes created by the early subdivision pattern. Forest Road is lined with trees, specifically near Memorial Square.
2. Facades step up and down the hill as the slope changes, emphasising the importance of the topography and reflecting the historical subdivision pattern.
3. Limited quality public spaces in the centre don't encourage civic activities and the character of the precinct does not reflect its importance as a destination.
4. This precinct contains a major portion of the B3 Commercial Core zone (shown by dotted line).
5. The Hurstville Railway Station and Bus Interchange are located in this precinct and are major pedestrian hubs.

4.5.2 Desired Future Character

The Forest Road Retail Strip will be a lively, vibrant area providing the focal point of activity for the Hurstville City Centre. This Retail Strip will continue to provide the 'High Street' character and function for the Hurstville City Centre as well as a focus for community activity. New development will build on its highly active pedestrian environment, and multiple narrow retail frontages, interlinked with laneways and arcades.



New development will respect the historic importance, and established character of this retail strip and the street alignment, retaining a fine grain building form fronting Forest Road. Retail development elsewhere in the City Centre will not detract from the viability of this main street shopping precinct.

The north-eastern part of the precinct will provide focus for high intensity and large footprint mixed use development with a diversity of retail, commercial, residential and civic services with a focus for large scale employment uses.

4.5.3 Key Land Use Principles

1. Building Form to Define the Public Domain

Built form is to follow and reinforce the established street alignment of Forest Road, providing a continuous building line to define the public domain. Buildings are to address Forest Road, with a four storey street wall height in certain locations punctuated by tower el

ements in strategic locations. Any loading and servicing shall be allocated to a secondary frontage or rear laneway where possible.

2. Promoting only Retail / Commercial Uses in the Area Zoned B3 Commercial Core

Limited residential land use opportunities are promoted, with development to respect the designated B3 Commercial Core Zone (shown as dotted line on the map above).



The public domain will be upgraded through continuous awnings; street tree planting, high quality paving and associated works as new development occurs.

3. Activating Ground Level

Establishing an active interface at ground level, new buildings will promote a safe and highly active environment (both day and night). Within the public domain, the use of widened footpaths for passive activities (outdoor dining, retailing, seating, landscaping) will generate a vibrant and lively environment.

Active street frontages along Forest Road must be retained within any new development. Retention of the existing character of the retail sector of Forest Road should be prioritised by allowing for small to medium retail units with narrow frontages presenting to the street at ground level. Air bridges across Forest Road will be prohibited to promote street level activity and avoid adverse amenity impacts.

Identified heritage items in this location should be protected. New development should respect and enhance the integrity of the built form character and function of these items to ensure the history of Forest Road is expressed for future generations.

4. Large Scale Employment Land Uses

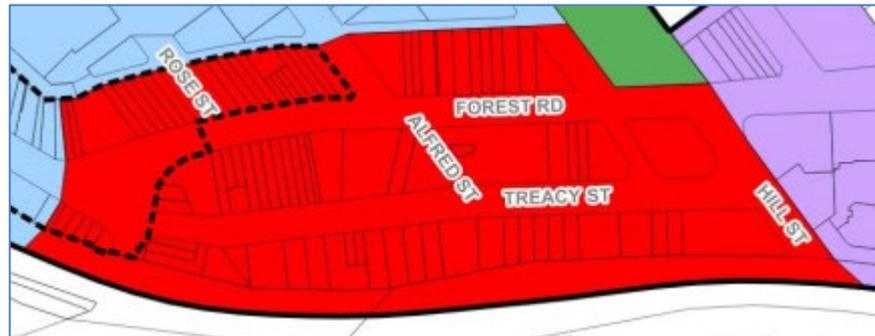
The Retail Core will provide the focus for large scale employment uses in the north eastern part of the precinct. Building forms with large floor plates are promoted, supporting high employment generating uses and retail uses (e.g. supermarkets, department stores) within the Hurstville City Centre where they are compatible with adjoining land uses. Office uses as well as education and health services are to focus on levels above the street. Residential land uses are permitted above podium levels outside the B3 Commercial Core Zone, where effective acoustic elements have been incorporated to ensure minimum disturbance by non-residential land uses.

5. City Skyline

Forest Road is aligned along the highest point of the City Centre, allowing development along Forest Road to be the most visible point of Hurstville. New buildings (particularly those along the southern side of Forest Road) are to deliver an interesting and iconic skyline for the City Centre. Along the northern side of Forest Road, building height and separation is guided by the priority of providing adequate sunlight to the public domain along Forest Road.

4.6 City Centre East

City Centre East is identified as the precinct shaded red, between the Retail Core, City Centre North, the Eastern Bookend on the north and eastern sides and the Illawarra Railway Line on the south.



4.6.1 Characteristics

1. City Centre East is characterised by the extension of the retail strip along Forest Road and under-utilised development along the railway line in Treacy Street. There are minimal trees in the area, especially along Forest Road, other than those around St George Anglican Church.
2. Treacy Street provides the rear vehicular and service access to properties in Forest Road.
3. High traffic activity area offering access to the City Centre via The Avenue, Park Road and the Westfield shopping centre.
4. Key crossing point over the rail line for City Centre traffic and other traffic travelling between Hurstville and Kogarah LGAs via Treacy Street and The Avenue.
5. This western edge of the precinct also contains a portion of the B3 Commercial Core zone.

4.6.2 Desired Future Character

The City Centre East provides a focus for residential development outside the B3 Commercial Core Zone, being close to public transport nodes. The ground levels will house uses that will activate the streets. This precinct will create strong pedestrian networks and linkages with surrounding areas.



4.6.3 Key Land Use Principles

1. Promoting residential / mixed use development

Built form which has a dominant residential focus and active street frontages, will be encouraged.

2. Activation of the Street

Active uses are to be promoted at the ground and lower levels of development to promote vibrancy and passive and active surveillance of the public domain.

3. Promoting only retail / commercial uses in the area zoned B3 Commercial Core

No residential development is permitted in the designated B3 Commercial Core Zone (refer to area within the dotted line for B3 Commercial Core Zone).

4.7 Eastern Bookend

Eastern Bookend is identified as the precinct shaded lilac, on the eastern extremity of the City Centre. This precinct straddles Forest Road and Durham Street and is bounded by Hill Street on the western side, Illawarra Railway Line on the southern side, residential areas on the northern and the Kempt Field Park on the eastern side. (Note: the areas outside of the Hurstville City Centre boundary, shown by the red line, are not covered by the provisions of this DCP).



4.7.1 Characteristics

1. This area forms the eastern gateway to the city.
2. The precinct is dominated by the East Quarter buildings, transforming it into a mixed-use gateway to the City Centre with its prominent position on the axis of Forest Road.
3. Regional traffic corridor function offers access to the City Centre via Forest Road and across the rail line to the east via Durham and Lily Streets.
4. The precinct (outside the City Centre boundary) has a concentration of smaller industrial/ retail businesses and a number of education facilities situated along the northern side of Forest Road between Durham and Lily Street.

4.7.2 Desired Future Character

The Eastern Bookend is to define, and create a sense of entry. This will be achieved through strong built form statements and feature public domain treatment. Residential use will dominate upper levels of development and optimise commanding views.



4.7.3 Key Land Use Principles

1. Defining entry to the City Centre

The Eastern Bookend Precinct will be characterised by a higher intensity of built form, allowing for taller buildings on designated sites to define the eastern entry to the City Centre. Buildings situated along sites identified with significant frontages are to respond to their gateway context. Buildings and public domain will delineate entry to the City through innovative design. Landmark architecture will define points of interest, especially its prominent position on the axis of Forest Road.

All new development is to respond to the public realm, requiring building scale and form to retain a pedestrian scale at street level.

2. High Density Residential Land Uses

Mixed-use development will be promoted. Uses relating to light Industrial land use will be promoted in the land zoned IN2 Light Industrial located on the border of the City Centre. This Precinct is to provide a transition between the City Centre and surrounding residential areas. Where land adjoins established residential areas, controls require that new development be suitably designed to maintain the amenity of adjoining residential and recreational land uses.