

# Sydney’s healthiest and happiest community

**‘Escaping to Edmondson Park you will find a place where healthy, active living is easy’**

Edmondson Park will offer a new approach to urban living, placing the health and wellbeing of its community at its core. Urban life is increasingly rushed and as a result we’re spending less time with family, friends and our natural environment.

The vision creates direct access to new plazas and neighbourhood parks, and is a short walk to surrounding regional parklands. The street structure of the Town Centre will allow for direct visual and physical access to nature, and accommodates generous pedestrian paths and cycle lanes. Residents will be able to easily walk to all their destinations. Whether it be strolling along the Main Street, through retail laneways and the market hall, or accessing the new rail station.

Edmondson Park will be a true Town Centre, different to the standard suburban shopping centre typology. While offering major supermarkets and other large format retailers, it will not be dominated by them. Rather, the Town Centre will provide a market place for the best retailers providing a diverse range of fresh food, cafes and restaurants; a diverse range of fashion, basic needs and services; from national retailers through to independent artisans producing and selling the finest produce – the best of local and national experiences for Sydney’s west.

While typical suburban shopping centres provide standardised and controlled spaces, the Edmondson Park Frasers Town Centre will blur the lines between public and private. The streets and laneways aspire to achieve everything desired in a Town Centre from the restaurants and pavement dining of Willoughby Road, Crows Nest through to Melbourne’s famous Degrares Street and South Melbourne Market. At all hours of the day and into the late evening, Edmondson Park Frasers Town Centre will be a hive of activity. From early morning coffee in the cafes amongst the hum of retailers setting up for a days trading, through to a late night meal in a laneway wine bar having seen a movie with friends. From doing a workout in the gym after dropping your child at day care through to picking up the daily shopping on the way home from the train station and enjoying a family dinner at the Pavilion@ Edmondson Park. The Town Centre will truly be a place for all the community to embrace, experience and immerse itself in. It will be a place for all to be proud of.

Featured in the Town Centre will be a variety of health and community facilities, including a medical centre, gymnasium, child care, community centre and Town Square. The Market Hall will bring the best of produce to town. Residents will enjoy two community buildings with swimming pools, tennis courts, meeting rooms and activity areas.

Whether a resident embarks on a daily gym session and coffee before the train trip to work, or on the weekend, a leisurely Saturday morning breakfast in the Town Square before a little shopping, all are within a comfortable walk from their home.

These buildings and spaces are where people meet, interact and get to know each other. They build a sense of cohesion within an otherwise diverse community.

Edmondson Park is a place where all aspects of wellbeing – physical, mental and social combined – are taken care of.

- Key elements:
- \_Street-based local retail model
  - \_A walkable and cyclable movement network
  - \_Multiple community facilities and spaces
  - \_Health and medical uses in Town Centre
  - \_Connections to green links and open space



Walkable environments (HASSELL Studio)



Outdoor Living (australianoutdoorliving.com.au)



Landscaped Parks (HASSELL Studio)



Childrens Playground (corocord.com)



An exemplar of green living

‘Edmondson Park Frasers Town Centre will be South West Sydney’s green neighbourhood’

Edmondson Park will connect people with the natural environment. The community will have convenient pedestrian access to regional parklands and neighbourhoods. Streets will be lined with trees and potential water sensitive urban design strategies such as raingardens. The Main Street will be open to the sky (with the exception of awnings and other weather protection structures at nominated locations). Public spaces for dining, entertainment and relaxation will be throughout the Town Centre, celebrating the outdoor lifestyle that Sydneysiders treasure.

The surrounding natural landscape will be drawn into the Town Centre via streetscapes and parks, tying residential, retail and community uses within a “green grid” of vegetation. A Greenway will bisect the town, linking regional parklands in to the east and west. People will move on foot, cycle or car along this greenway beneath dappled sunlight from a canopy of mature eucalypts. The greenway corridor will be fronted by residential terraces and apartments, as well as key community uses.

The Edmondson Park community will be living and working in one of Sydney’s most sustainable places. Residential buildings are designed for dual-aspect configurations, optimizing natural sunlight access and cross-ventilation. Connectivity to the rail station is enhanced through a clear and regular grid of streets and lane connections, including an upper level connection. Retail and commercial uses are energy-efficient, climate-responsive and flexible.

Sustainability is embedded in every aspect of the planning and design of Edmondson Park. It is part of the DNA of the place.

- Key elements:
- \_Proposed greenway creating a generous east-west green link across the Town Centre
  - \_Physical and visual connectivity to the natural environment
  - \_Road alignments to maximize solar access to residential private open space
  - \_Targeting a 6 Star GreenStar community
  - \_Ecological functions integrated into green space network.



Landscaped Parks (HASSELL Studio)



The stage for all aspects of everyday life

**‘Edmondson Park Frasers Town Centre will win the hearts of the local community. It will be the place to live, to work, to visit – again and again’**

Edmondson Park Frasers Town Centre will rapidly mature into an authentically diverse place with a unique character. It will attract a rich variety of people from a diverse range of cultures – residents and workers, daytime and evening visitors, those who drop by for a weekly shop or a special event. Edmondson Park will provide places and spaces that accommodate the many and varied needs of the community.

The Town Centre will be a true Town Centre, different to the typical suburban shopping centre. While it will still offer major supermarkets, it will not be dominated by them. The Town Centre will provide a market place for the best small and independent retailers providing a diverse range of fresh food, cafes and restaurants; a diverse range of fashion, basic needs and services; from national retailers through to artisans producing and selling the finest produce – the best of local and national for Sydney’s west.

The Town Centre Core will contain a mix of retail, commercial, residential and community buildings. It will be alive day and night. A morning coffee break sitting in the sunlit plaza or Town Square whilst catching up with friends either present or through Town Centre Wifi. A wander through the fresh food market. A family dinner at The Pavilion off the Town Square. A late evening in a small bar off a quirky laneway. The place changes mode from day to day, week to week, season to season.

Edmondson Park Frasers Town Centre will establish itself initially through the main retail street, full-line supermarket and family friendly food and beverage outlet – The Pavilion@Edmondson Park – the key ingredients in creating a rich, engaging place. Over time, it will grow and diversify further, with new residents and workers, and even more reasons to visit.

Local culture and community will be celebrated at Edmondson Park. The fresh food market will showcase the best produce and food offerings. The design of the public realm reflects the ecological attributes of the region.

A selection of housing types is key to the success of Edmondson Park. This includes urban apartments, multi-dwelling mews housing, and generous terraces with laneway studio dwellings. Diversity brings choice, it allows all people, from first home buyers to down-sizers, to become part of the community. It also allows people to move through different stages of life without having to move suburbs. People can stay close to neighbours and friends, to their doctor and the kids’ school.

- Key element:
- \_A diversity of housing types, from 1 bedroom studio apartments to 4 bedroom terrace houses
  - \_A mix of uses to generate activity through different times of the day
  - \_High quality public spaces including a town square, pedestrianised ‘eat-street, greenway, laneways and parks
  - \_Wifi will be available throughout the Town Centre.



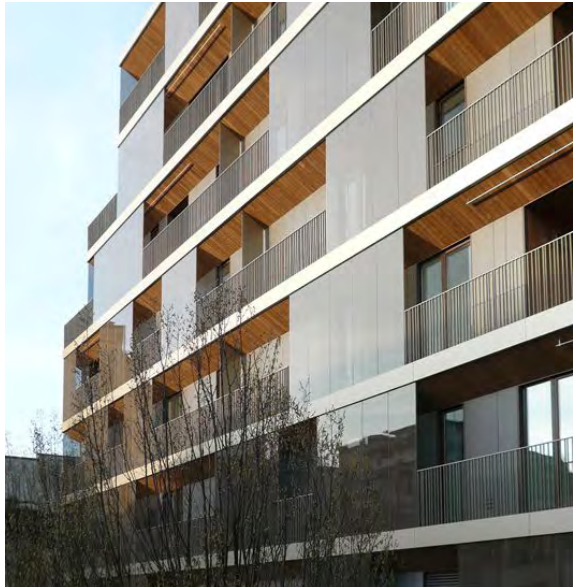
Terrace Housing Precedent (domain.com.au)



Terrace Housing Precedent (realmcamborwall.com.au)



Terrace Housing Precedent (alisonbrooksarchitects.com)



Apartment Precedent (antoniocitterioandpartners.it)



# A super-connected local centre

**‘Edmondson Park will be a place where connections are made – between the suburbs and the city, between urban lifestyle and natural environment, and most critically, between people’**

Edmondson Park will be one of Sydney’s best connected Town Centres. The new train station will provide easy access to the city centre, with local buses linking the surrounding suburbs. The planned airport at Badgerys Creek will elevate the connectivity of the region to a global scale, with Edmondson Park a key centre in what will become a significant urban corridor.

Within Edmondson Park a network of streets and laneways, cycleways and pedestrian paths will create exceptional local connectivity. These are designed to terminate on natural spaces and community facilities. These are safe, attractive and people-focused spaces.

Higher density residential buildings are located within the core of the Town Centre. Here a highly permeable and active movement system links residents to retail and commercial buildings, community facilities and the station. Further from the core, residential neighbourhoods are focused around a “mews” structure, with houses fronting a shared space – a place where pedestrians take priority over cars, where kids can safely play and the private open space of each home extends into the public realm.

These are a special feature of Edmondson Park – a style of housing that reflects a well-connected community.

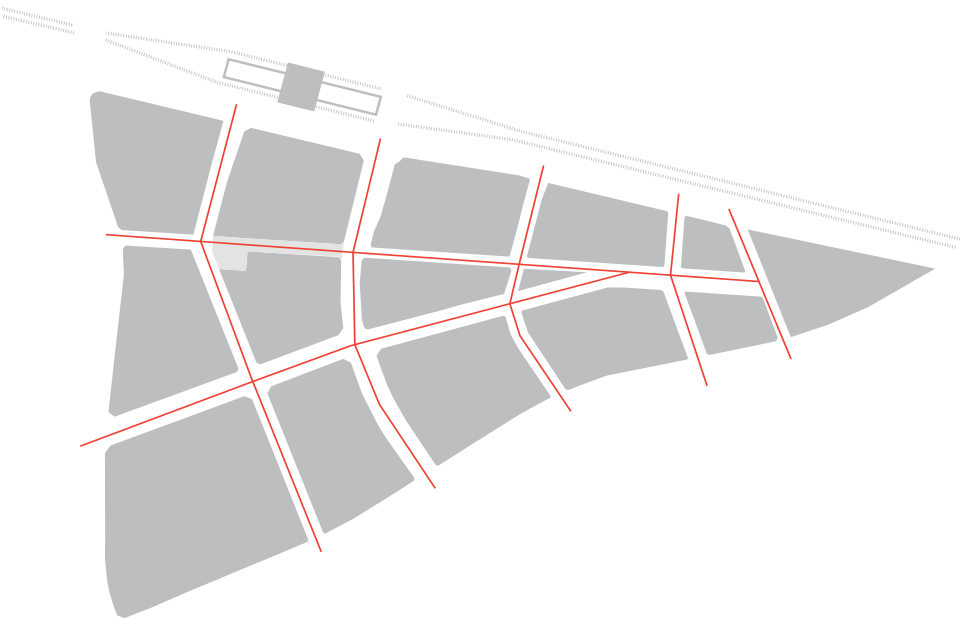
Key elements:

- \_Enhanced access through a clear and legible movement structure
- \_Higher densities closer to services and the station
- \_Fine grain, pedestrian focused connections within the core and residential neighbourhoods
- \_Connections to health and active living precincts includes medical services and gymnasium.



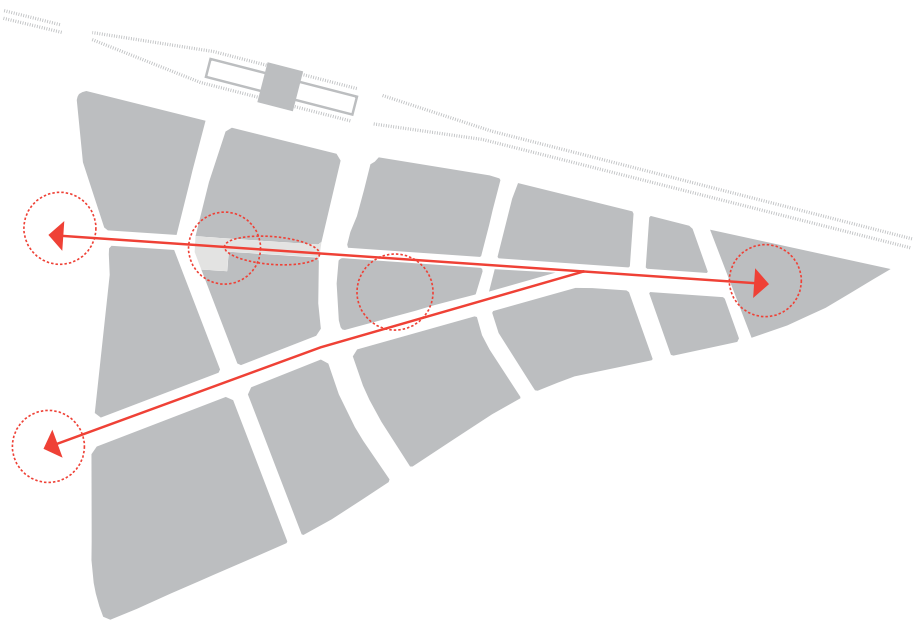
Vibrant and lively Streets (HASSELL Studio)

**Guiding Principles**  
Twelve guiding principles have been established and guide the master plan for the Edmondson Park Frasers Town Centre.



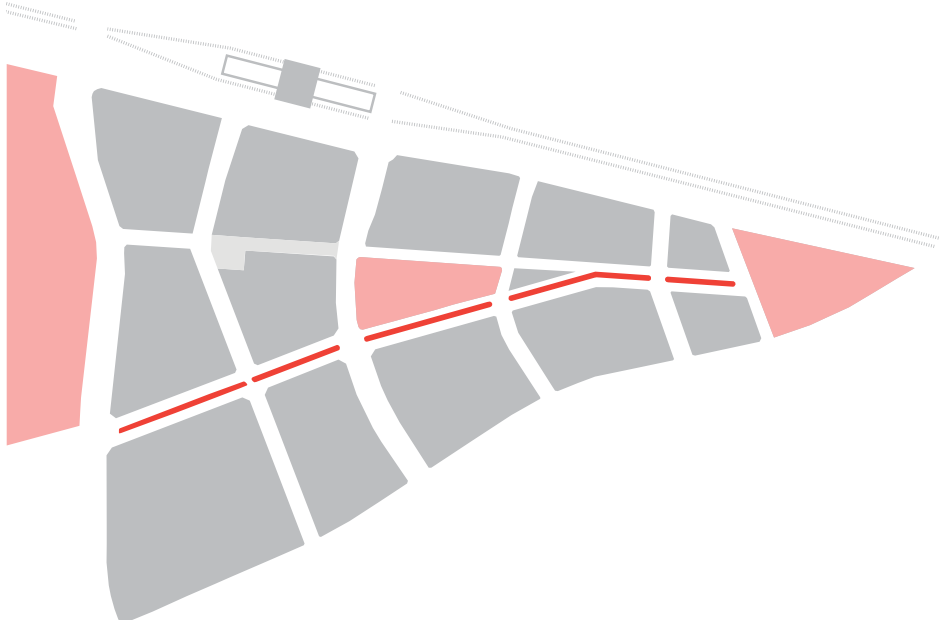
Figure\_1.5. Principle 1

**Principle 1**  
A regular street grid with clear north-south and east-west links



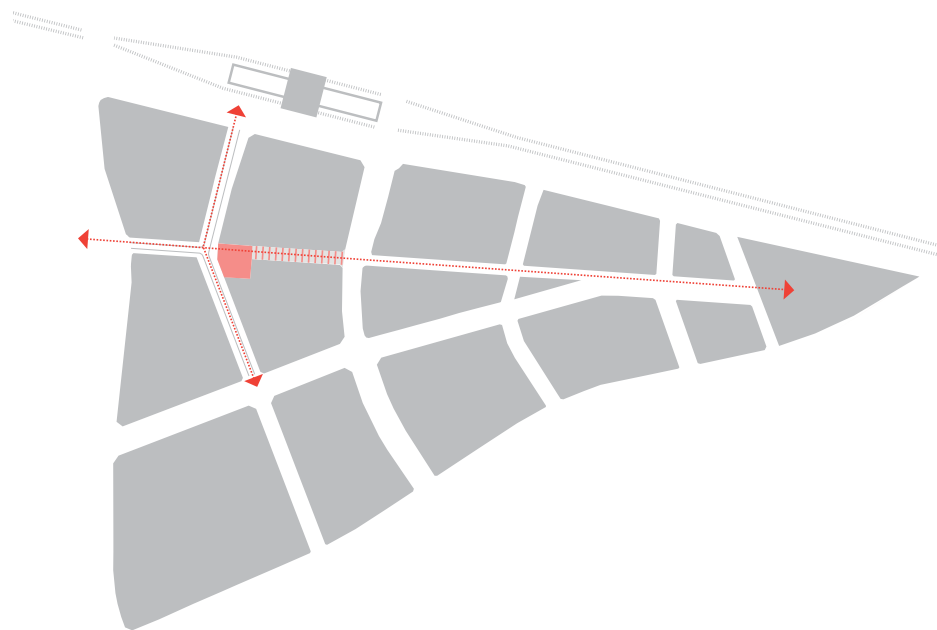
Figure\_1.6. Principle 2

**Principle 2**  
Clear lines of sight through the site connecting public open spaces



Figure\_1.7. Principle 3

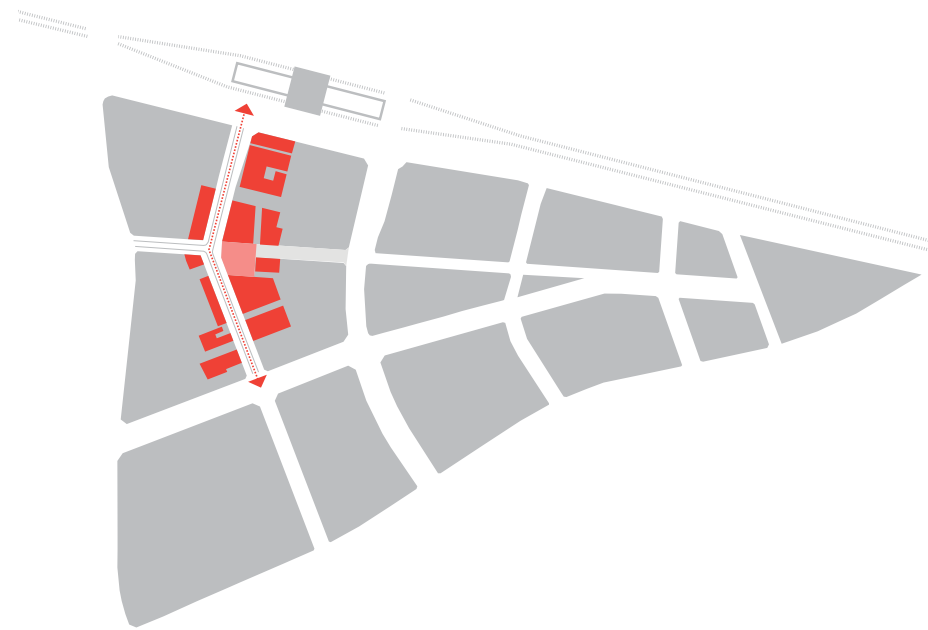
**Principle 3**  
An identifiable vegetated green spine linking areas of green open space and extending the Cumberland Plain Woodland into the precinct



Figure\_1.8. Principle 4

### Principle 4

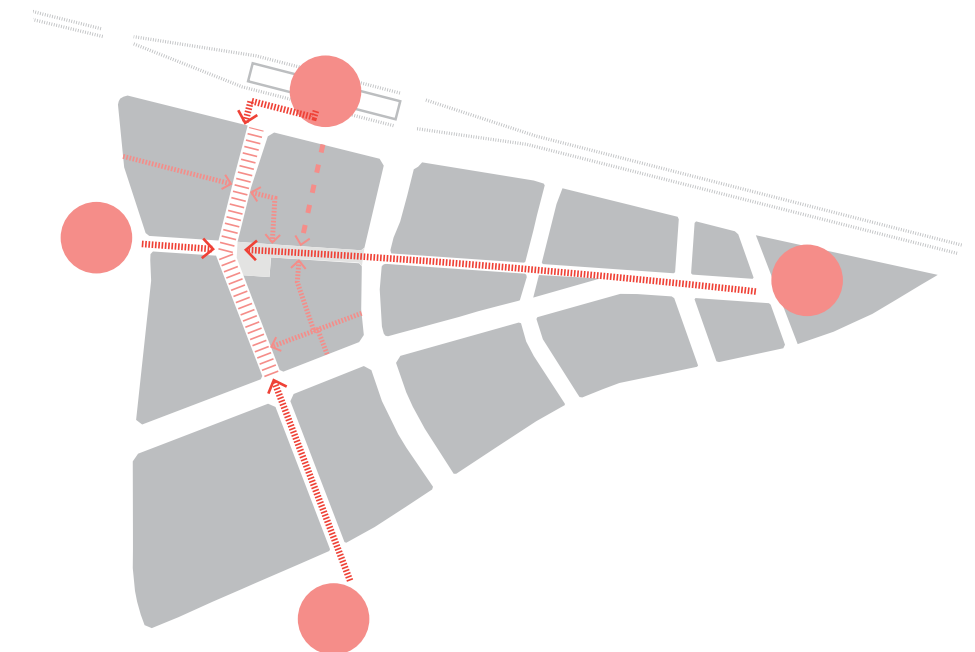
An urban east-west street drawing people into the urban heart of the town centre core via a pedestrianised 'eat-street' and urban plaza



Figure\_1.9. Principle 5

### Principle 5

An active mixed use Main Street with the Town Square at the heart



Figure\_1.10. Principle 6

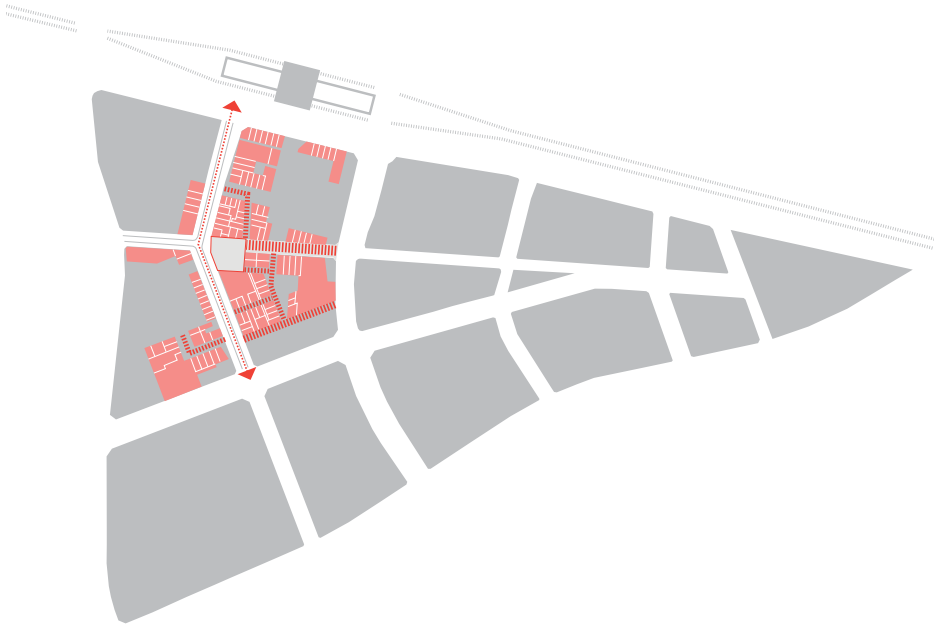
### Principle 6

Strong connections that extend from the surrounding areas into the Main Street



Figure\_1.11. Principle 7

**Principle 7**  
Town Centre with a mix of uses including residential, retail and community uses to ensure safe, active and interesting street edges



Figure\_1.12. Principle 8

**Principle 8**  
A fine grain network of shops, cafes and restaurants in the Town Centre core linked by the Main Street and laneway connections



Figure\_1.13. Principle 9

**Principle 9**  
Built form tailored to define key streets and corners particularly in the Town Centre core