

Masterplan to Improve Artarmon Shopping Village

by Peter Wilton

A solution to the tired state of Artarmon's shopping village area is emerging with the recent release of Willoughby City Council's indicative masterplan for the area. The indicative masterplan is the culmination of almost 2 years of activity and sets out the development that will be allowed in Artarmon's local centre.

The existing planning controls provide little incentive for the rejuvenation of the retail spaces and have contributed to the less than satisfactory condition of much of the Artarmon village area.

In 2017, Council published its position statement for the area which set out six principles that would guide the planning process. Some of the principles are that the redeveloped Artarmon local centre would reinforce its community role, enhance its distinctive character while respecting the existing character and embrace heritage with growth.

Later in 2018, Council released for consultation three different planning scenarios based on varying levels of high rise development that ranged from no change to the existing building controls to changes that would allow increased building heights.

The main issues identified to Council from community feedback included concern over the current viability of Artarmon as a shopping area. There was support to encourage a mix of retail operations such as a supermarket, baker and butcher. Concerns were raised over the need for good design and maintaining the conservation shop fronts and the small scale village



Artist impression looking south from Artarmon Station to the intersection of Hampton Road and Broughton Road/Images from Willoughby Local Centres - Architectus

character of the area.

The Council's indicative masterplan has been developed based on the feedback it received and is now available for community comment. The recommended plan includes an increase in the allowable building heights to 10 storeys on parts of Hampden Road with increased set-back from the street front.

The masterplan provides incentives for the consolidation of single shop sites into premises large enough to accommodate a metro style supermarket.

The masterplan also allows up to 3 storeys on the old library site in Elizabeth Street including a possible new community space/centre on the ground floor.

The APA recognises that development is needed in this area in order to provide sufficient commercial return

for investment in new improved retail facilities and supports many of the key aspects of the indicative masterplan.

Council will be conducting community consultation activities over the coming months on the proposed development scheme.

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