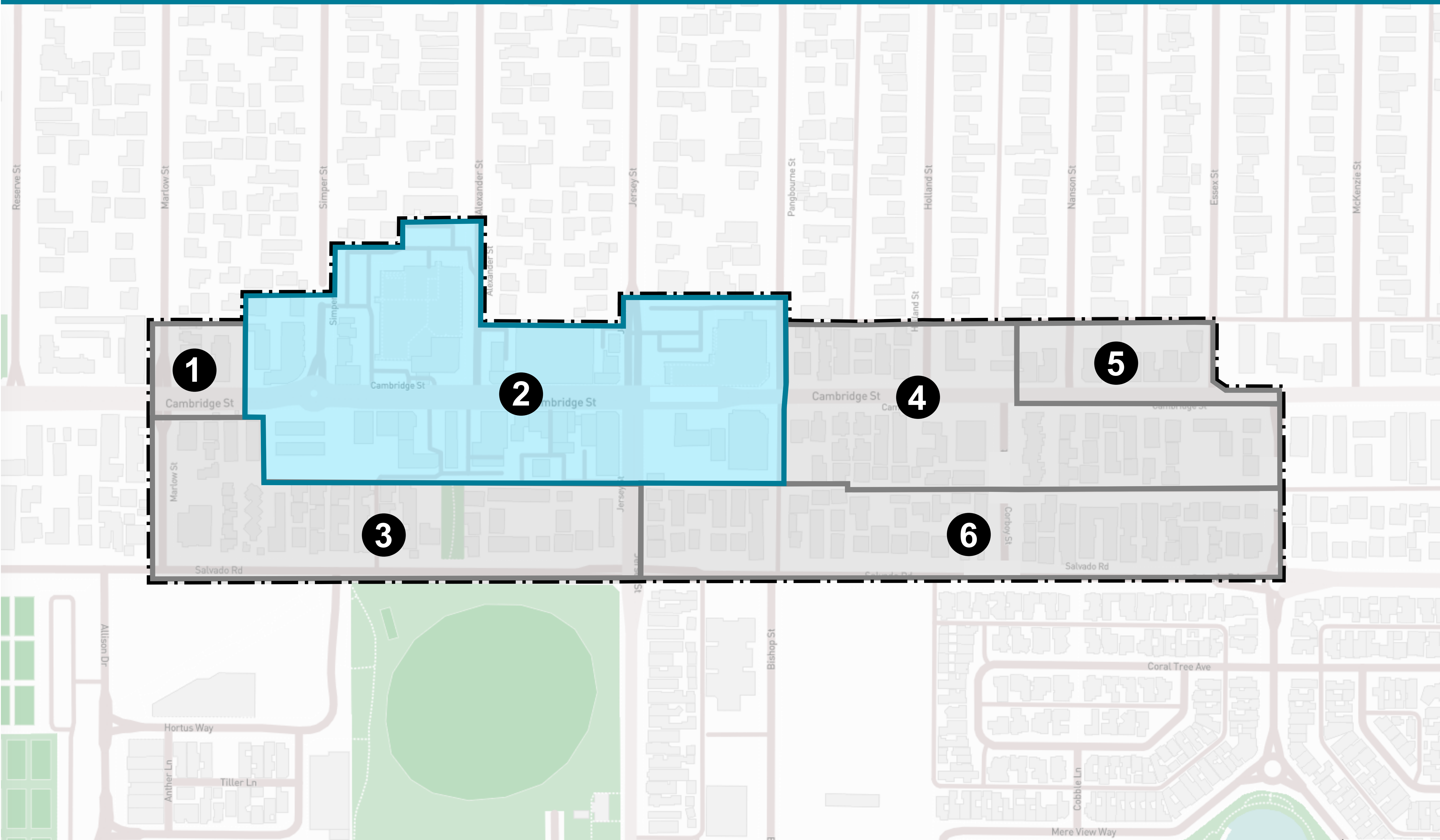


Precinct 2 - Town Centre



Precinct 2 - Town Centre

Character Statement

The Town Centre Precinct is the heart of the PSP area with its traditional 'high street' character which includes key elements of fine grain detailed shopfronts with nil setbacks, windows/doors addressing the street of specific proportions, awnings, and signage. This creates a rhythm/character to the streetscape that is pedestrian friendly and easily identifies the commercial/retail nodes within the Precinct.

This traditional character is to set the tone for the broader Activity Centre with active ground floor land uses that enrich the sense of place. Development within the Precinct will add to the vibrancy of the District Centre, providing residential density to support the day and night economy whilst taking advantage of alternative transport modes offered by the urban corridor.

The public realm will be enhanced with landscaping and public art, with benefits to land use activation and opportunities for community events. The creation of additional shared streets, social spaces/plazas and public pedestrian linkages can further enhance the activation of the public realm.

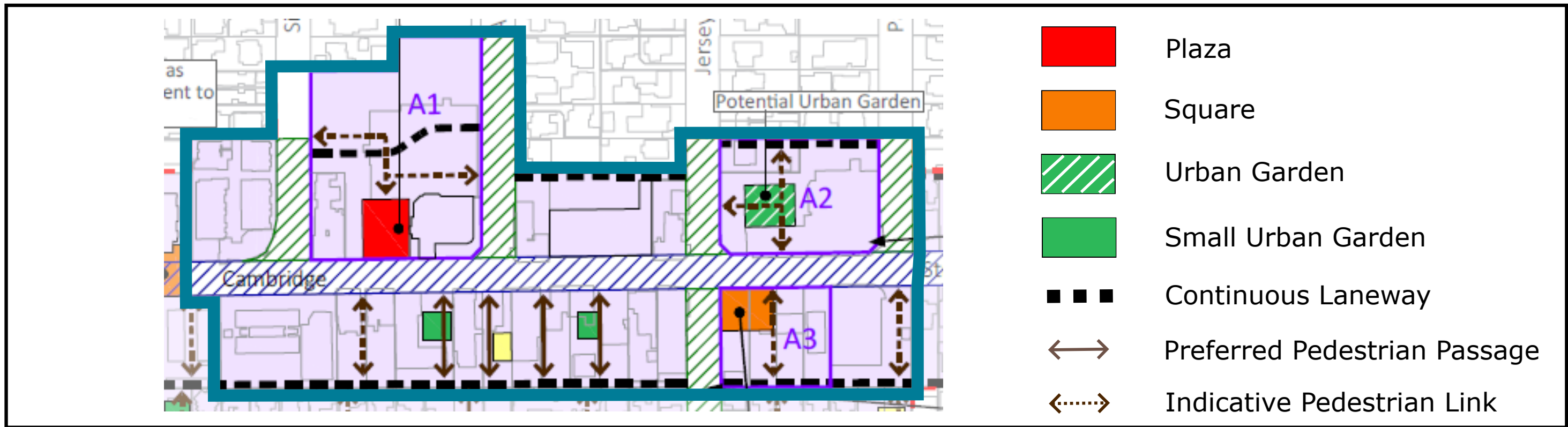
Objectives

- Establish a core area for entertainment, dining, retail, and community use by prohibiting ground-level residential and office spaces.
- Create a lively, mixed-use area with active street frontages that foster social interaction and activity day and night.
- Encourage new public spaces or pedestrian links with active ground-level uses to attract people and activity.
- Ensure development is distinctive yet respectful of local heritage and character, particularly along Cambridge Street.
- Use transitional building heights on the northern side of Cambridge Street to complement nearby low-density housing.
- Develop a transit corridor that supports a comfortable, weather-protected pedestrian experience with improved streetscapes.
- Protect and highlight significant existing trees to reinforce the Town Centre's identity and enhance pedestrian comfort.
- Create a continuous north-south pedestrian link from the Town Centre to Henderson Park, lined with active frontages and always publicly accessible.
- Limit vehicle access from Cambridge Street, using secondary streets or laneways instead, and encourage shared access points.

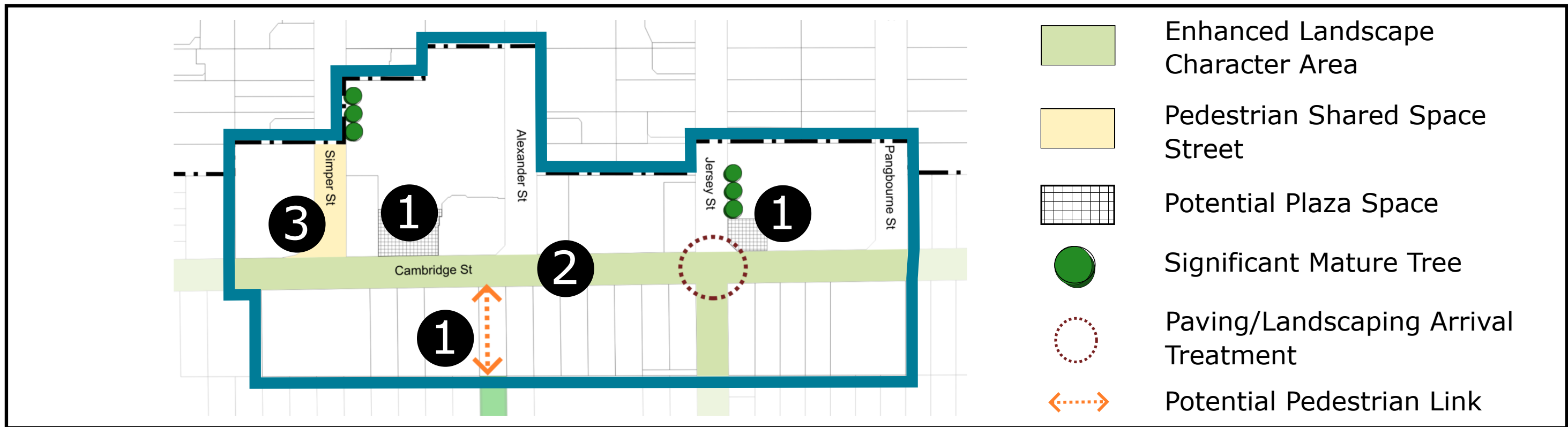


Public Realm

Wembley ACP



Draft Wembley PSP

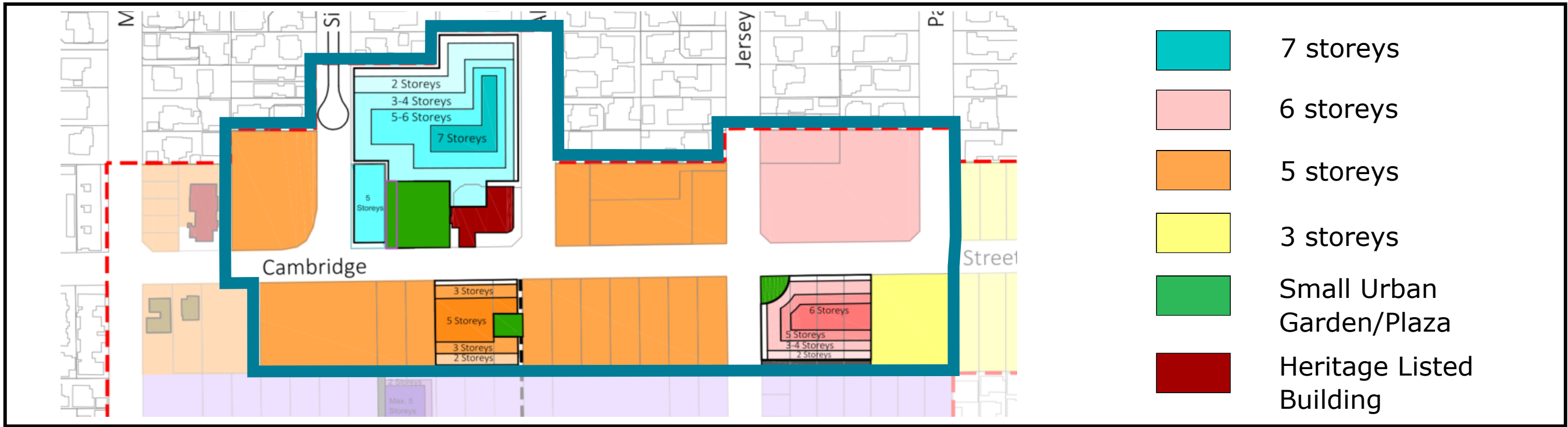


Key Elements

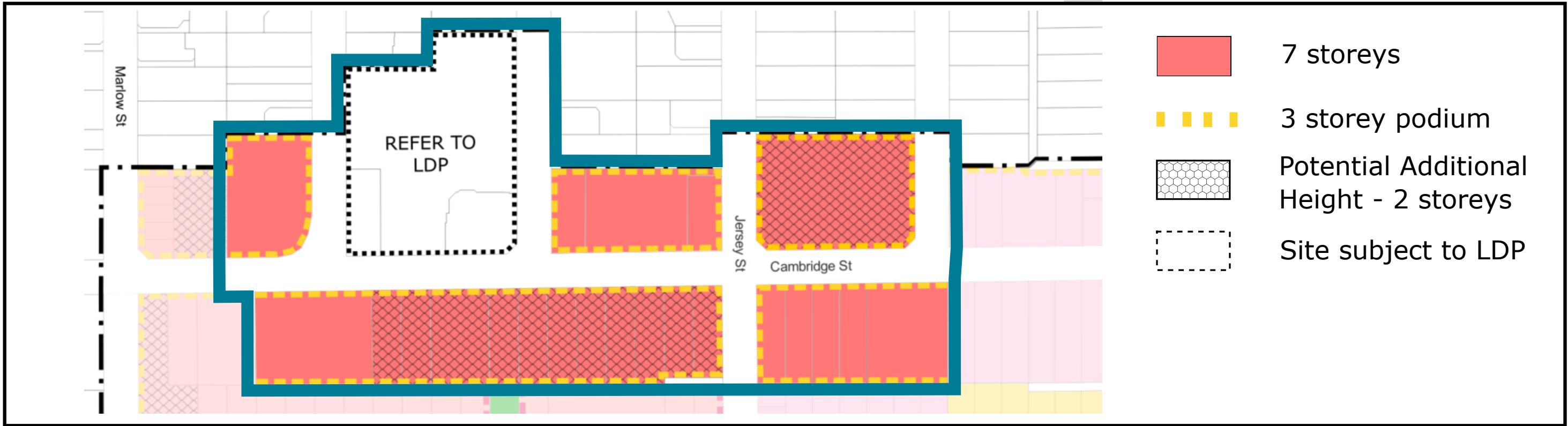
1 Public Space on Private Land	Privately owned land contributing to public realm functionality and integrating business offerings with the streetscape through: <ul style="list-style-type: none">Retention of Wembley ACP plaza spaces.Rationalised pedestrian linkages. Retaining north-south link between Henderson Park and the Town Centre.
2 Enhance Landscape Character	Distinctive landscape design highlighting the Cambridge urban corridor, blending urban and green space elements.
3 Pedestrian Shared Space	Street designed to calm traffic and prioritise pedestrian movement by integrating pedestrian and vehicle spaces.

Building Height



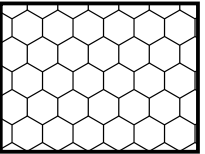
Wembley ACP



Draft Wembley PSP

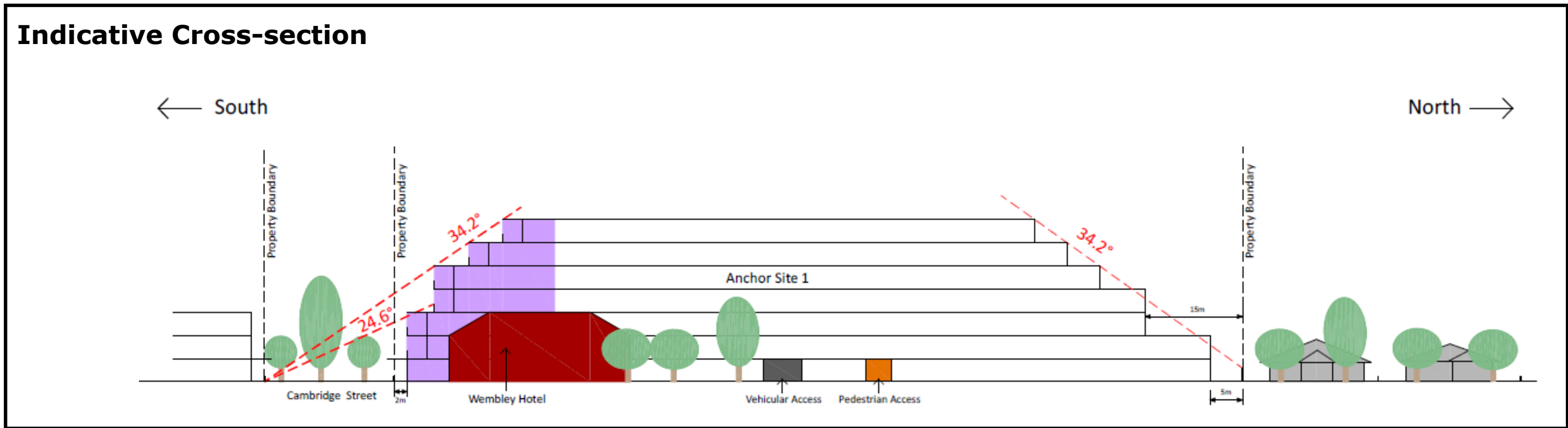


Key Elements

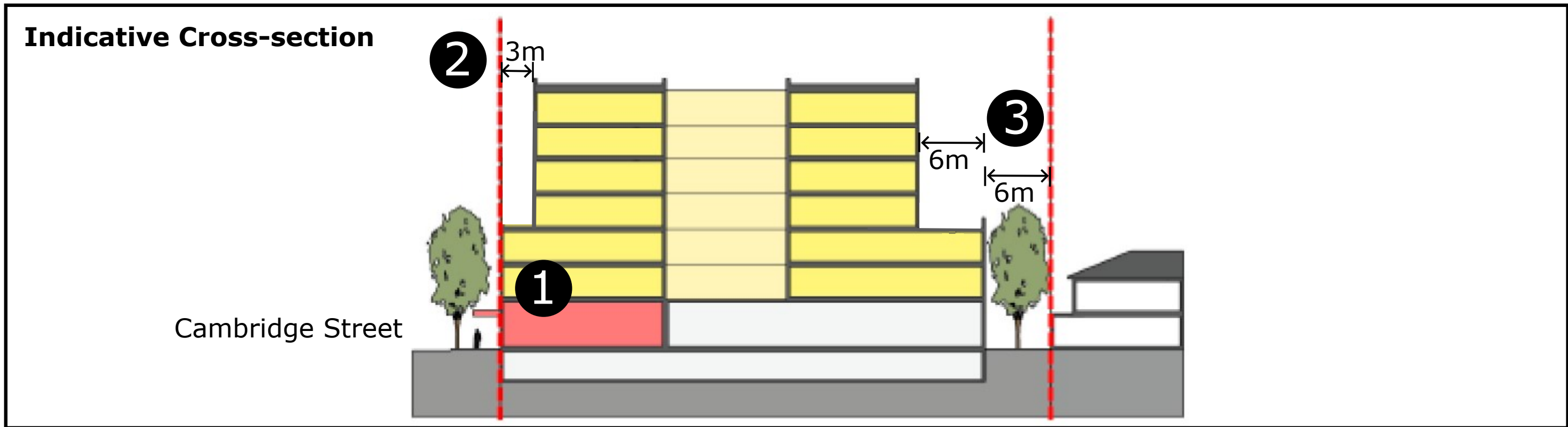
	7 storey Building Height	7 storey building height permitted on Anchor Site 1 in ACP has been applied to entire Town Centre Precinct.
	3 storey Podium Height	A 3 storey podium height to street frontages is consistent with Wembley ACP which restricts street front height to 3 storeys. A 3 storey podium height has been applied to rear boundaries in the PSP to protect amenity of adjoining sites.
	Potential Additional Building Height	Additional building height of 2 storeys is possible where a Heritage Listed building is retained (consistent with the Wembley ACP) and/or a public plaza or pedestrian link has been provided.

Setbacks

Wembley ACP



Draft Wembley PSP

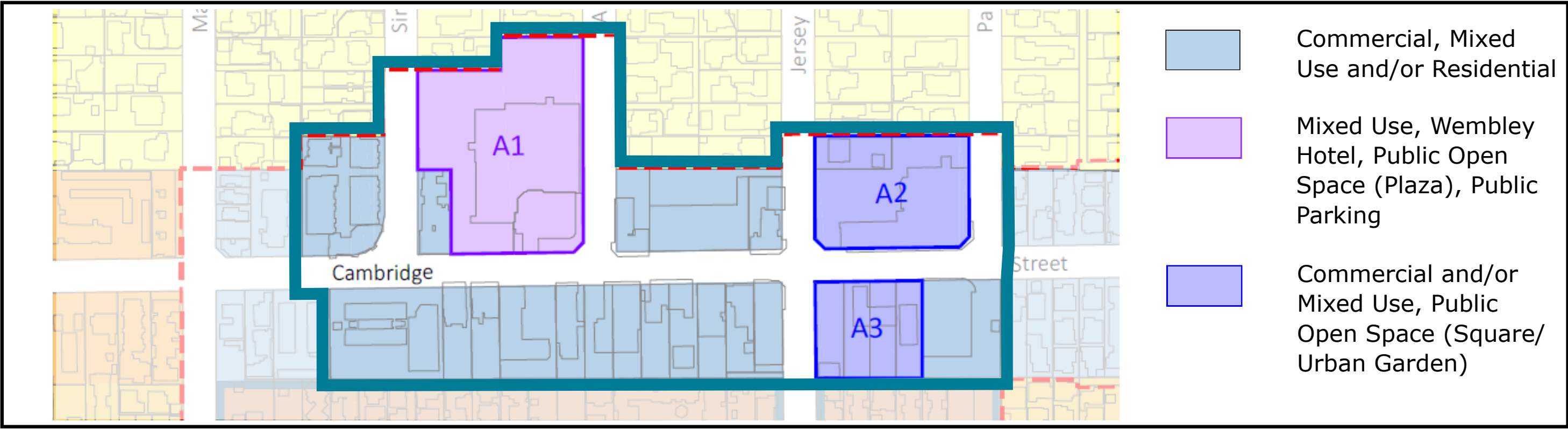


Key Elements

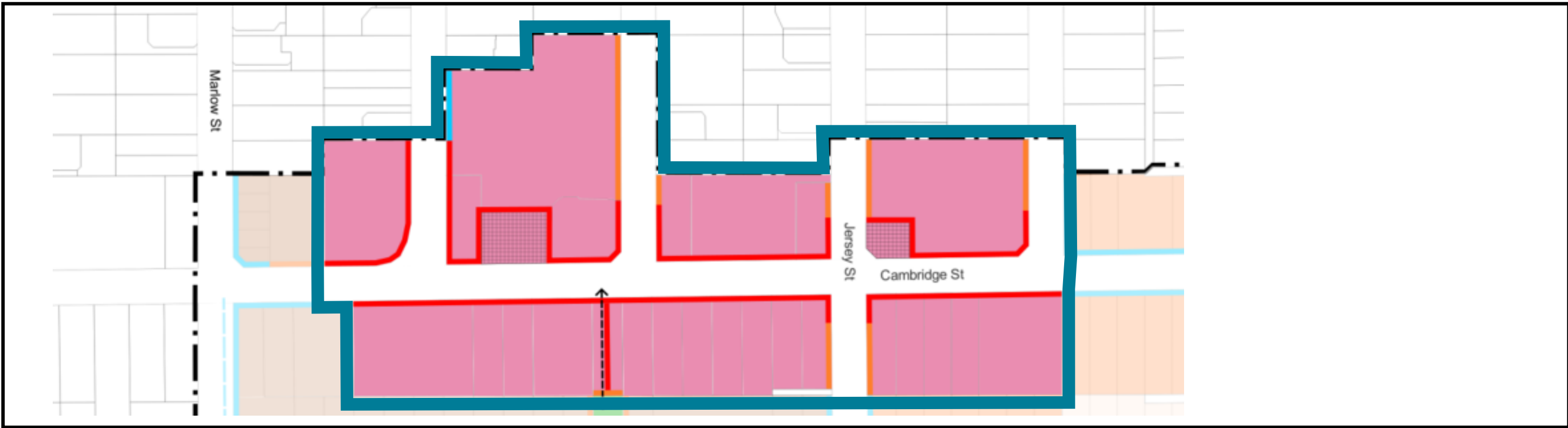
1	Nil setback to podium	A nil setback to the Primary and Secondary Streets is consistent with the historic built form character of the town centre, and the R-Codes Vol2.
2	Increased setback to upper floors	Building height above the 3 storey podium is to be setback, varying the R-Codes Vol2 nil setback. This will reduce the impact of building height at street level and reflect the existing character of the town centre.
3	6m rear setback to podium level	The proposed rear setback varies the R-Codes Vol 2 provisions to increase the minimum setback to reduce the impact of building height on adjoining properties.

Activation & Land Use

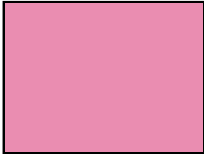



Wembley ACP



Draft Wembley PSP

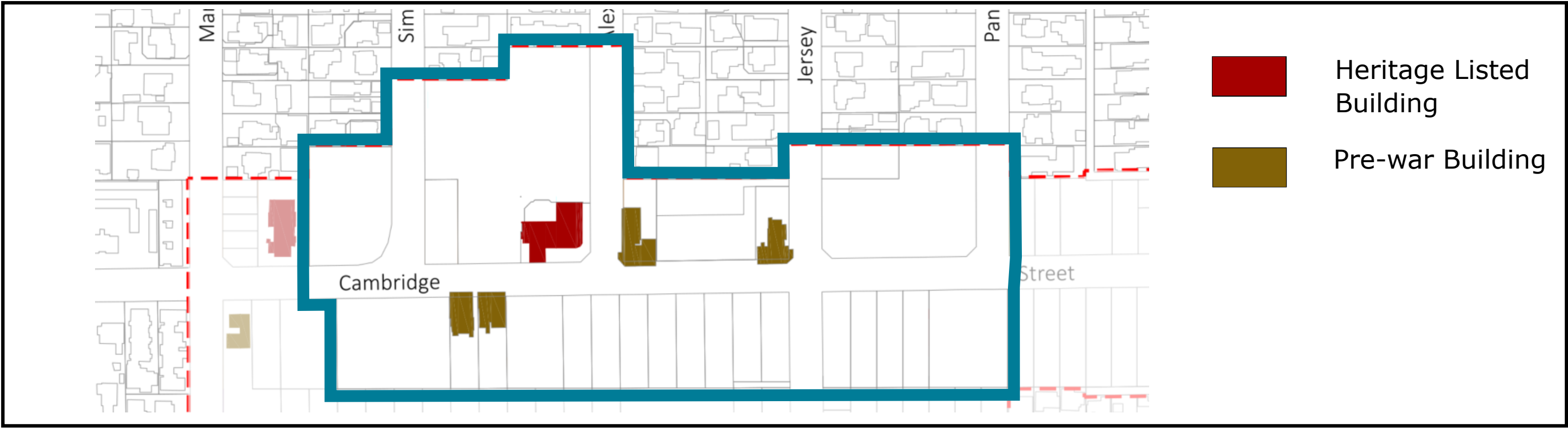


Key Elements

	Mixed Use	Typically permits a range of non-residential land uses on ground and/or first floor with residential uses above in the form apartments.
	Passive Street Frontage	Typically defined by residential uses designed to maintain appropriate street-facing building privacy and amenity.
	Semi-Active Street Frontage	Should be designed with a combination of active and passive features, both along their length and within individual building facades, to promote interaction and enhance the surrounding public realm.
	Active Street Frontage	Must be designed to promote strong engagement between the building interiors and the public realm. This can be accomplished by ensuring visual connection and activating the area through appropriate land use.

Heritage


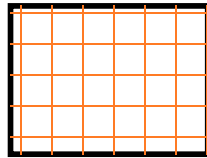


Wembley ACP



Draft Wembley PSP



Key Elements

	Heritage Building	Identified in the Wembley ACP as an iconic building of heritage significance prior to Heritage List being prepared.
	Town of Cambridge Heritage List	This property is on the Town's Heritage List and is acknowledged for having cultural heritage significance that is considered worthy of protection.
	Conservation Category 2	Considerable Significance Very important to the heritage of the locality. High degree of integrity/authenticity. Conservation of the place is highly desirable. Any alterations or extensions should reinforce the significance of the place.
	Conservation Category 3	Conservation of the place is desirable. Any alterations or extensions should reinforce the significance of the place, and original fabric should be retained wherever feasible.