

## 33-43 MARION STREET, PARRAMATTA

URBAN DESIGN REPORT – March 2020

stanisic architects

ALEKSANDAR  
PROJECTS



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## INTRODUCTION





## 1.0 INTRODUCTION

### 1.1 Overview

This urban design report (UDR) is prepared as part of Planning Proposal that seeks to amend the Parramatta LEP 2011. The Planning Proposal received a Gateway determination on 23<sup>rd</sup> July 2018 from the Department of Planning, Industry and Environment. This UDR has been updated to reflect the requirements of condition 1 in the Gateway determination.

This report provides an outline and justification for the proposed amendments to the development controls for the land at 33 – 43 Marion Street, Harris Park (“the subject site”).

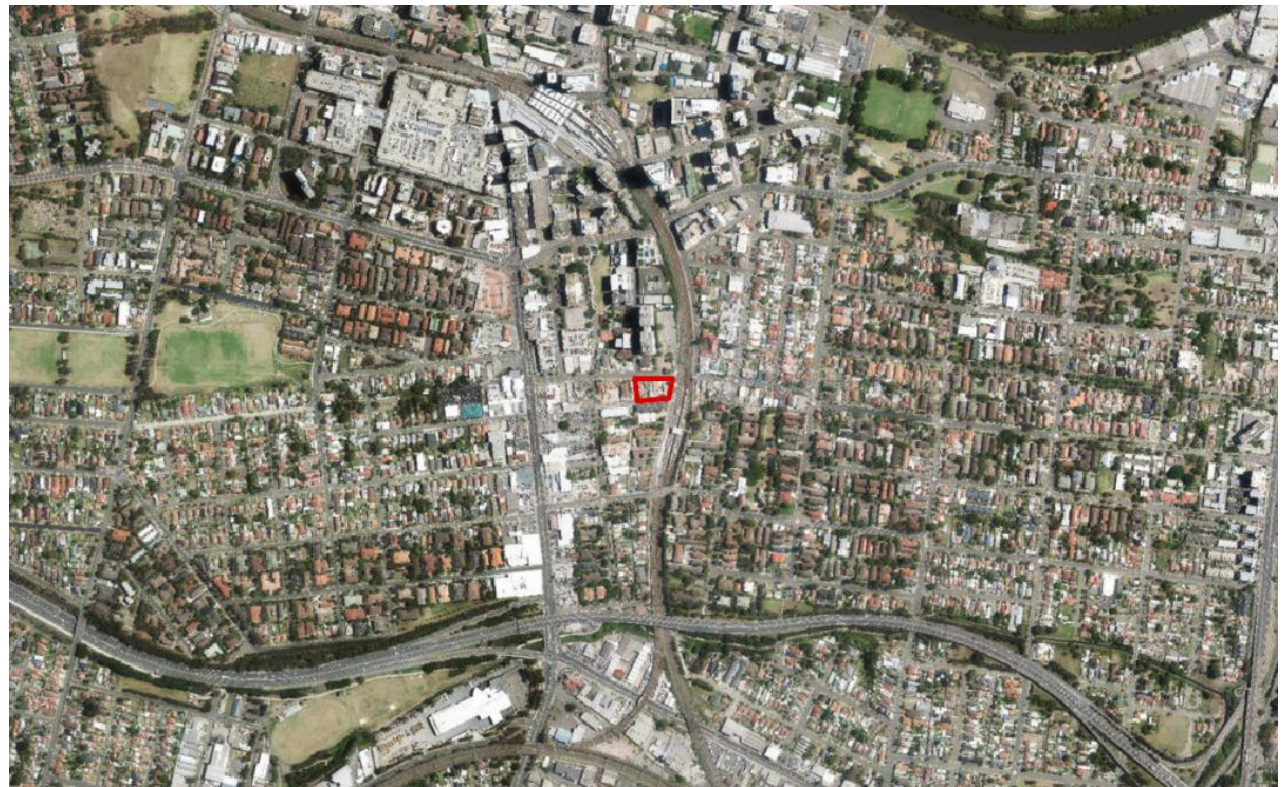
This Planning Proposal seeks to amend the LEP by way of an increase to the maximum building height control from 12 metres to 80 metres and increase the maximum floor space ratio (FSR) control from 2:1 to 6:1 (92 metres and 7.2:1 with 5% high-performance bonus and 15% design excellence bonus). The subject site is zoned B4 Mixed Use and no change to the land use zone is proposed. The proposal facilitates a landmark mixed use building of approximately 26 storey's, with a three storey podium containing ground floor retail, social infrastructure land uses, and residential apartments.

Note the number of levels may rise and fall depending on the final development choice on floor to ceiling heights for podium commercial levels, and variations due to construction methodology that may require the introduction of transfer floor plates for example.

The site is opposite the Harris Park railway station and within 600 metres walking distance of the Parramatta railway station.

The site comprises seven (7) allotments and is known legally as follows:

- 33 Marion Street (Lot 10 DP 976) - 411 m<sup>2</sup>
- 35 Marion Street (Lot 11 DP 976) – 398.4 m<sup>2</sup>
- 37 Marion Street (Lot 12 DP 976) - 392 m<sup>2</sup>
- 39 Marion Street (Lot 13 DP 976) – 379.4 m<sup>2</sup>
- 41 Marion Street (Lot 14 DP 182289) – 366.7 m<sup>2</sup>
- 43 Marion Street (Lot A DP 349279) – 246.6 m<sup>2</sup>
- 43 Marion Street (Lot 1 DP 747666) – 174.5 m<sup>2</sup>



Source: Aleksandar Projects urban design report, November 2019



## 1.2 Background

On 23 July 2018, the Department of Planning, Industry and Environment as delegate of the Greater Sydney Commission issued a Gateway determination supporting the progression of the Planning Proposal subject to conditions.

The updated planning proposal and urban design report were subsequently forwarded to the Department of Planning, Industry and Environment seeking endorsement and approval to exhibit in accordance with condition 2 of the Gateway determination dated 23 July 2018, which stated:

*“2. An updated urban design report and planning proposal will need to be provided to the Department for approval prior to public exhibition to reflect the requirements of condition 1”.*

On 27 May 2019, in issuing an altered Gateway determination, the Department determined that, subject to a number of amendments being made, the Department was satisfied that the planning proposal could proceed to public exhibition.

The required amendments included, but not limited to the following:

- Remove the reference design proposal with a 9.26:1 FSR;
- Update the design reference to demonstrate a building with a maximum FSR of 6:1 with a design excellence bonus of 15%, as endorsed by Council, noting that the final development outcome for this site will be subject to further assessment post-exhibition and having regard to the outcomes of the Parramatta CBD planning proposal;
- The Department will consider a high performance buildings bonus for this site only if it reflects the broader CBD PP gateway conditions.
- Provide further justification for the intended height of building based on the revised proposal and FSR provisions.

The CBD planning proposal received a conditional Gateway determination on 13 December 2018, allowing the proposal to proceed subject to 34 conditions.

The amending Gateway determination in relation to the site-specific planning proposal for 33-43 Marion Street noted:

*“The Department recognises that following the issue of the Gateway determination for the site, the Parramatta CBD planning proposal received a conditional Gateway. There are a number of conditions within this conditional Gateway for the broader CBD that apply to Marion Street.*

*Consistent with other planning proposals that have been approved in the Parramatta CBD where there is potential for policy inconsistencies, Council is required to consider the consistency of the site-specific planning proposal with the intended outcomes for the Parramatta CBD planning proposal.”*

Marion Street is located within the South-West Parramatta Interface Area, and condition (k)(i) of the CBD Planning Proposal Gateway determination is relevant as follows:

*“carry out further investigations of heritage interface areas and clearly identify where there are inconsistencies between the intended outcomes in the planning proposal and the heritage reports that have been prepared. Council is to provide further information to identify where the inconsistencies exist, the extent of the inconsistencies and how they are proposed to be addressed”.*

### 1.3 Marion Street Precinct

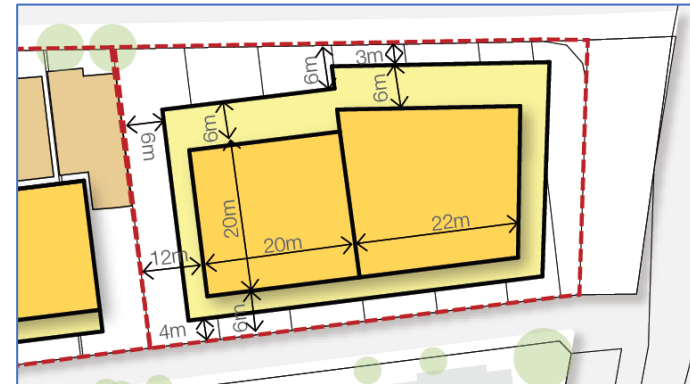
To address the condition discussed above, Council commissioned SJB Urban Design and Planning to prepare an urban design, planning and heritage study for the Marion Street Precinct. While the Study did not test the validity of the heritage listings and noted that not all have thorough statements of significance or detailed physical assessments, the recommended initiatives to inform future development included, but weren't limited to:

- Retain the existing listed heritage items: however, do not schedule the Marion Street Precinct as a heritage conservation area,
- Focus density and height at each end of the heritage core, to harmonise with the scale of development proposed within the Auto Alley Precinct and to frame the view corridor from Marion Street east,
- Deliver a through-site link between Marion Street and Peace Lane to improve north-south connectivity,
- Reinforce the street edge with podium developments,
- Maximise setback between new building and heritage buildings to minimise impacts on the heritage items and streetscape character,
- Preserve solar access to Marion Street and heritage items,
- Footpath widening along both sides of Marion Street (east of Cowper Street) with increased boundary setback (up to 3 metres) to facilitate landscaping and pedestrian movement.

As it relates to 33-43 Marion Street, the Study recommends:

*"An incentive FSR of 6:1 for sites at the eastern of Marion Street ...."*

In adopting the Study's recommendations and core urban design principles, the CBD Planning Proposal also provides for a maximum height of 80 metres at the eastern end of Marion Street.



Source: SJB Marion Street Precinct Plan

This urban design report has taken the high level recommendations of the SJB study, including design principles and development controls, and refined to development application level of detail to inform a proposed concept for the site. This is detailed further in Section 6.



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## SITE CONTEXT





## 2.0 SITE CONTEXT

### 2.1 Site Location



The site is located within the local government area of the City of Parramatta, and is located to the south of the Parramatta CBD.

--- Parramatta CBD Boundary  
— Parramatta LGA Boundary

Source: Aleksandar Projects urban design report, November 2019



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## 2.2 Site Context



The site is located at 33-43 Marion Street, in the south of the Parramatta CBD. It immediately adjoins the Harris Park train station to the east. It is 600 metres south of the Parramatta train station and is an important site in the context of the southern expansion and growth of the Parramatta CBD due to its proximity to public transport and social infrastructure.



## 2.3 Open Space



The site is well located within close proximity to open space as follows:

1. Jubilee Park
2. Rosella Park
3. Holroyd Showground
4. Ollie Webb Reserve
5. James Ruse Reserve
6. Clay Cliff Creek
7. Robin Thomas Reserve
8. Queen's Wharf Reserve
9. Rangihou Reserve
10. Stewart Street Reserve
11. River Foreshore Reserve
12. Parramatta Park
13. Jones Park Merrylands
14. F.S Garside Park
15. Parramatta Golf Club
16. Rosehill Gardens Racecourse

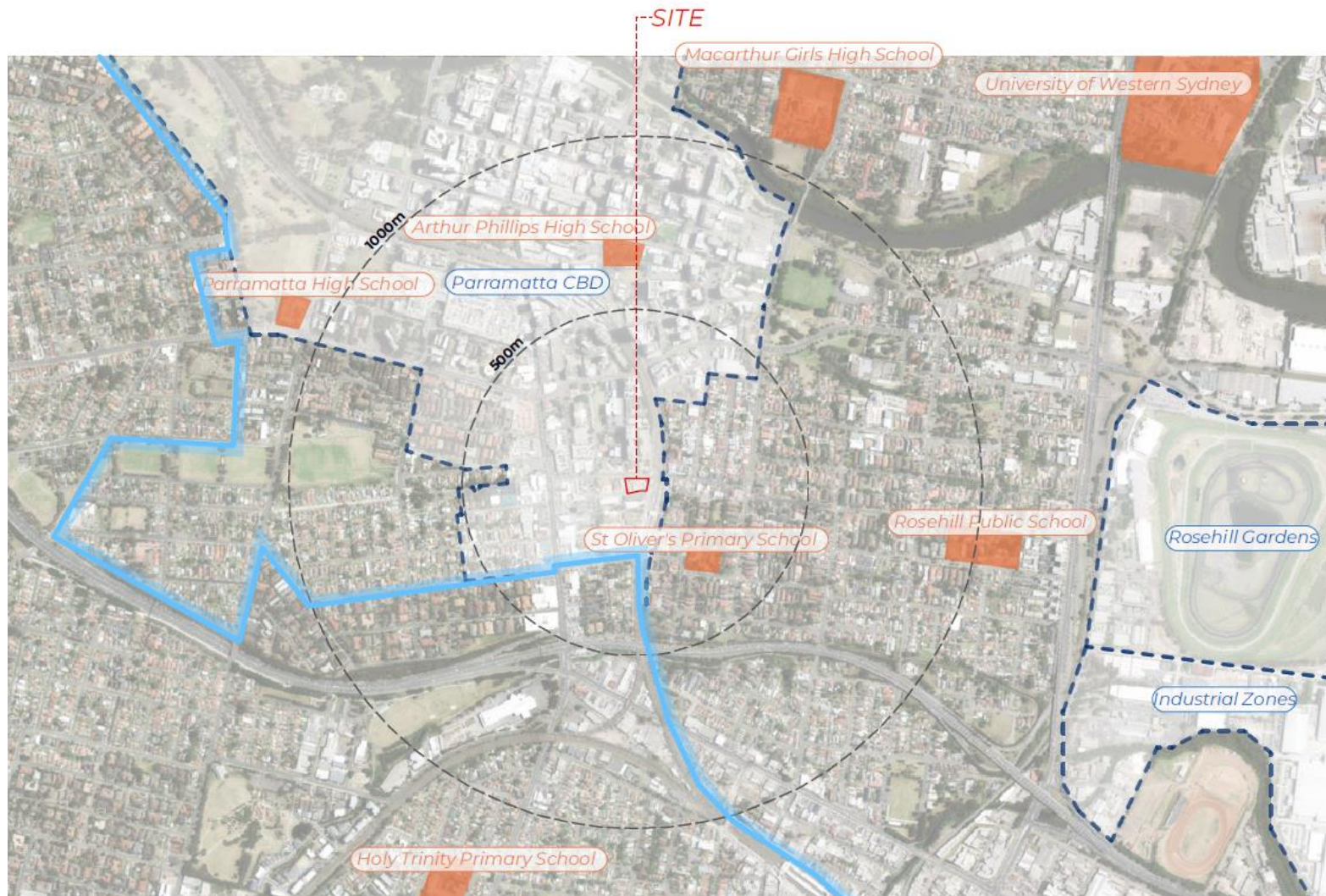
 Public Open Space

 Private Open Space

Source: Aleksandar Projects urban design report, November 2019



## 2.4 Key Employment and Institutional Areas



The site is well located in proximity to key employment and educational institutions, being part of the Parramatta CBD, and close to the key employment hub within the Parramatta CBD core.

Source: Aleksandar Projects urban design report, November 2019

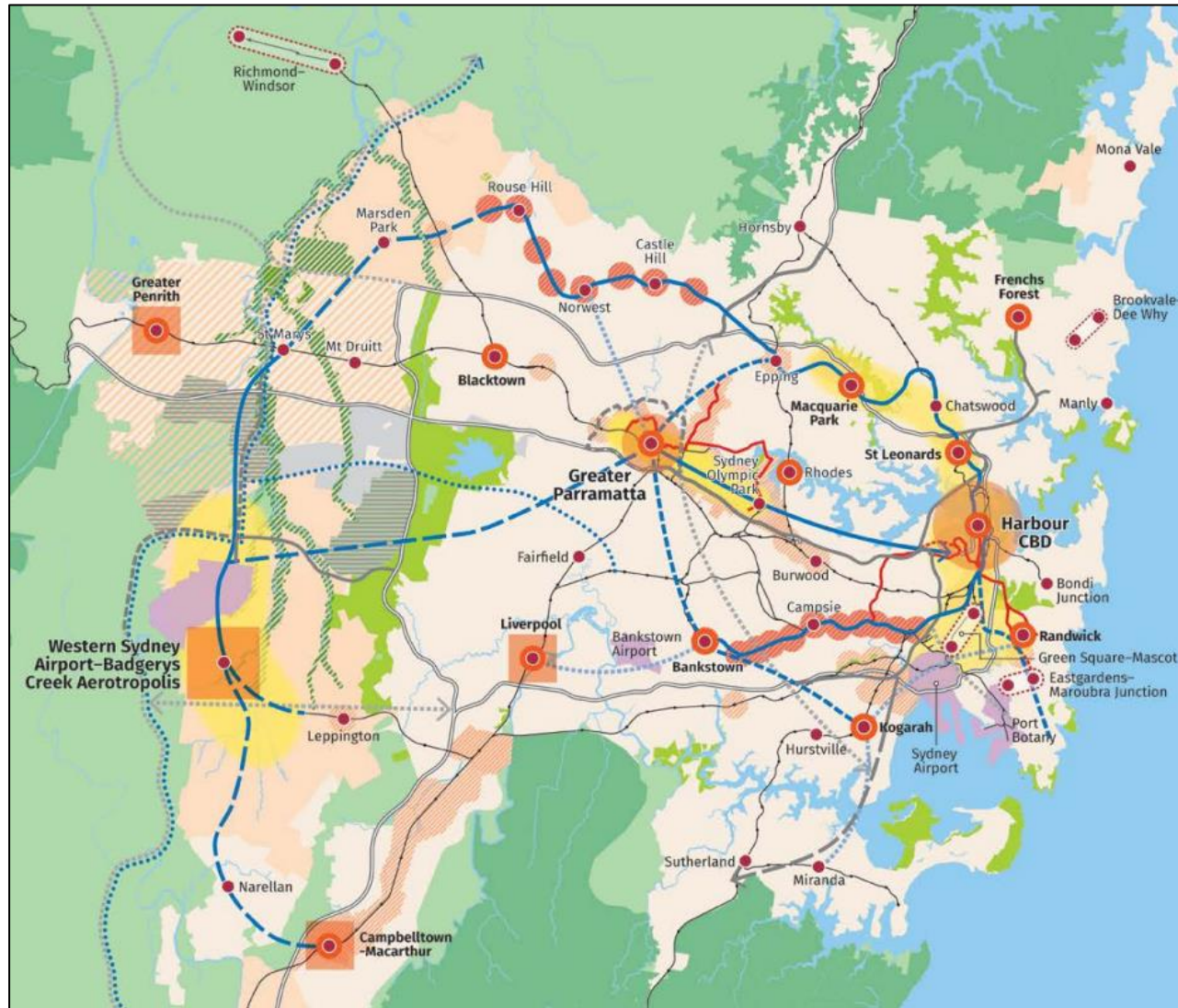


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## STRATEGIC CONTEXT



### 3.0 STRATEGIC CONTEXT



In March 2018, the Greater Sydney Commission released The Greater Sydney Region Plan: A Metropolis of Three Cities, the new strategic document to bring to life the vision of Greater Sydney as a vibrant and sustainable metropolis of the Eastern Harbour City, Central River City and Western Parkland City.

The Plan is built on a vision of three cities where most residents live within 30 minutes of their jobs, education and health facilities, services and great places. The three cities include:

- the Western Parkland City
- the Central River City
- the Eastern Harbour City.

The Marion Street Precinct is within the Central River City. The population of the Central River City is projected to increase from 1.3 million people to 1.7 million people over the next 20 years. This will transform many parts of the city from a suburban to an urban environment.

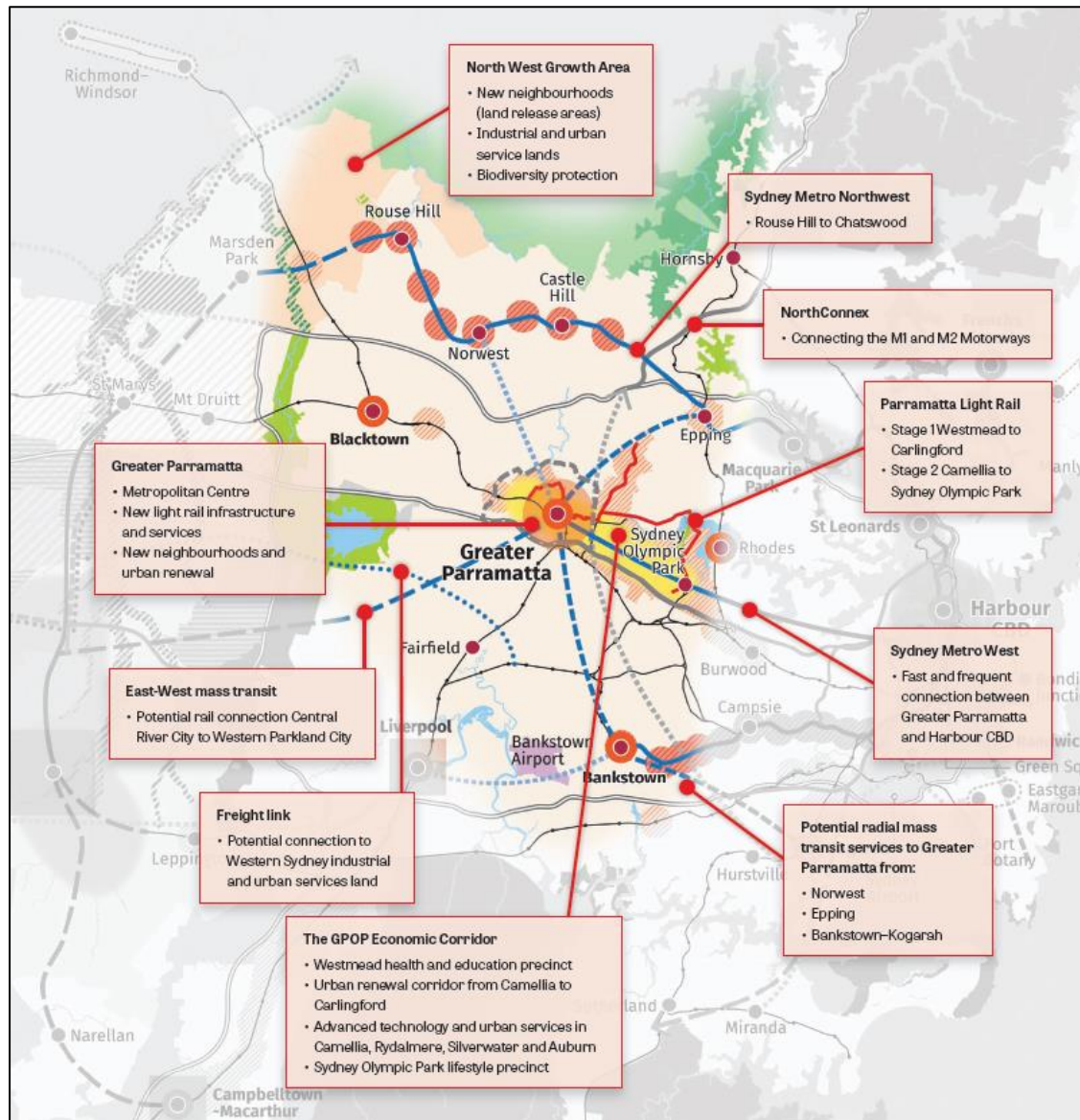
The Metropolitan Centre of Greater Parramatta is the core of the Central River City, which encompasses the Parramatta CBD, North Parramatta and Westmead and Parramatta Park.

The Marion Street Precinct is to the south of the Parramatta CBD, approximately 500 metres from the Parramatta train station. It also adjoins the Harris Park station and is therefore in the heart of Parramatta. The site is ideally situated to accommodate and contribute to the new neighbourhoods and urban renewal envisaged by the Greater Sydney Plan.

This Plan will assist guide future development in accordance with the future vision for Greater Parramatta.



### 3.1 Regional Context



#### Central River City

Greater Sydney's three cities identified in the Greater Sydney Region Plan – A Metropolis of Three Cities reach across five districts. The Central City District is forecast to grow substantially, capitalising on its location close to the geographic centre of Greater Sydney.

Greater Parramatta – the metropolitan centre – is the core of the Central River City and Central City District. Its economy is centred on world-class health, education and research institutions as well as finance, business services and administration. Greater Parramatta and the Olympic Peninsula (GPOP) – taking in the Westmead health and education precinct; advanced technology and urban services in Camellia, Rydalmere, Silverwater and Auburn; and the Sydney Olympic Park lifestyle precinct – will be supported by the Parramatta Light Rail and Sydney Metro West.

The Central City District Plan was released in March 2018 to set the priorities and actions for improving the quality of life for residents as the district grows and changes.

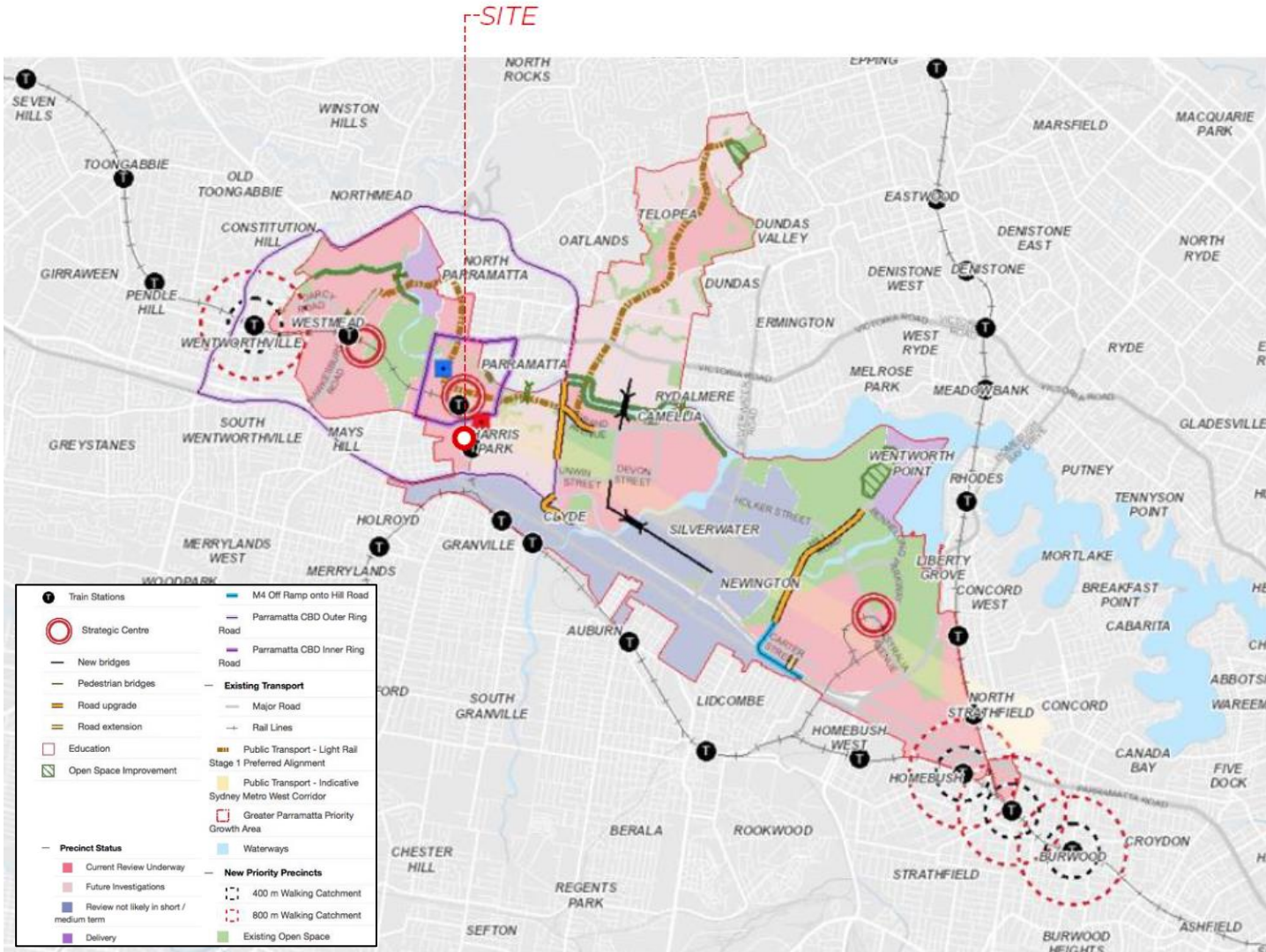
*"The vision for Greater Sydney as a metropolis of three cities means residents in the Central City District will have quicker and easier access to a wider range of jobs, housing types and activities as part of the transformation of their District. The vision will improve the District's lifestyle and environmental assets".*

The Marion Street Precinct Plan explores the opportunities to achieve the vision for the Central River City and Greater Parramatta. With such close proximity to transport, jobs and lifestyle activities the Precinct provides unique opportunities to support Parramatta's growth while responding to the existing urban fabric and street network.





### 3.2 Greater Parramatta and Olympic Peninsula Growth Precinct



The site is within the Parramatta Metropolitan Centre and is an important part of the Greater Parramatta and Olympic Peninsula Growth area, which seeks to:

- Create 113,000 additional jobs across a range of professions and industries over the next 20 years;
- Provide more than 72,000 new homes, close to jobs, shops, parks and services;
- Support new and improved infrastructure, such as roads, schools, and community facilities to support growth and ensure liveable, well connected communities;
- Ensure improved public transport through the Parramatta Light Rail and Sydney Metro West; and
- Promote regional connectivity and activity.

Source: Aleksandar Projects urban design report, November 2019



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## PLANNING FRAMEWORK



## 4.0 PLANNING FRAMEWORK

### 4.1 Parramatta LEP 2011

#### 4.1.1 Land Zoning



#### 4.1.2 Floor Space Ratio



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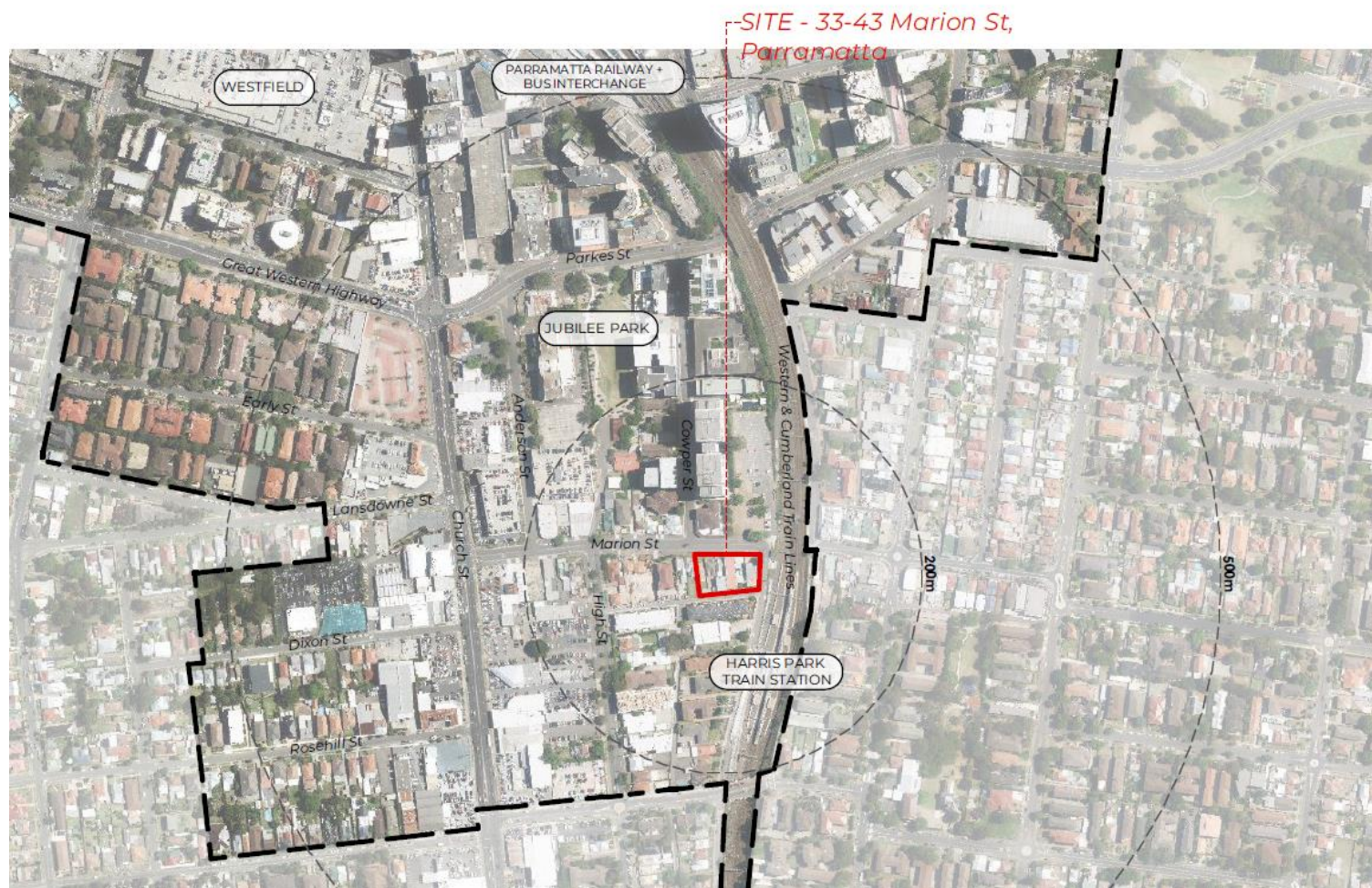
## SITE ANALYSIS





## 5.0 SITE ANALYSIS

### 5.1 Context



Source: Aleksandar Projects urban design report, November 2019

The site is surrounded by a mix of low to medium density residential dwellings situated to the west and south, and higher density apartment buildings up to 20 storeys in height to the north, along Cowper Street.

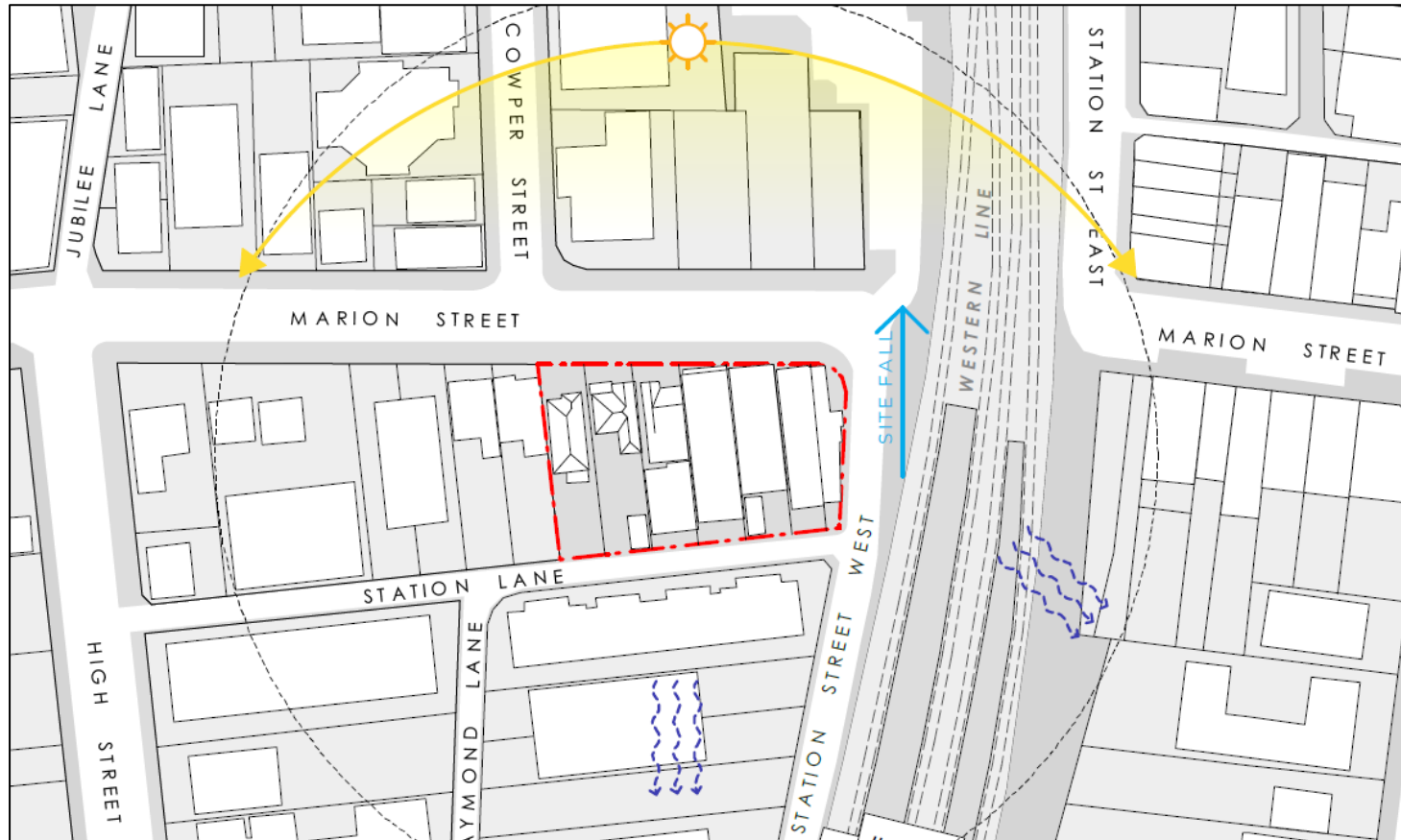
To the east, Marion Street is defined by the Western railway line, which meets Marion Street just to the north of the Harris Park railway station.

The area includes a small cluster of heritage items located to the west of the site.



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## 5.2 Site Conditions



Source: Aleksandar Projects urban design report, November 2019

The site currently contains a mix of 2 and 3 storey commercial buildings, and single storey residential dwellings.

The site has excellent solar orientation with the primary frontage facing north.

The site is subject to an annual cycle of warm, temperate and cold winds which swing from the North to South and South East direction. Between winter and summer, the site is subject to South-Easterly and Southerly winds.



### 5.3 Site Streetscape



View 1 - Looking South down Station St West



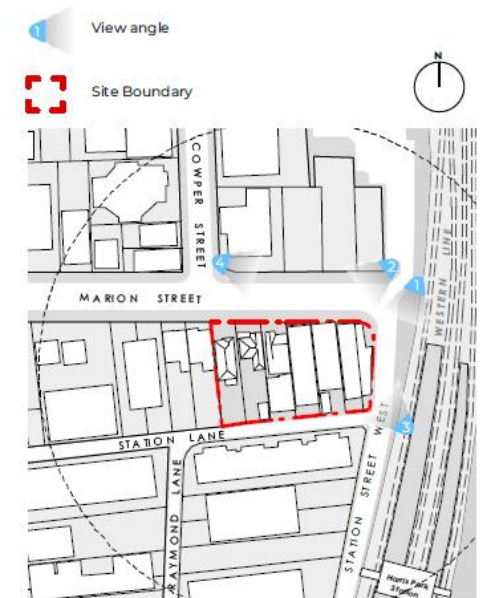
View 2 - Looking West down Marion Street



View 3 - Looking North West on the corner of Station Lane and Station St West



View 4 - Looking East down Marion Street



Source: Aleksandar Projects urban design report, November 2019

## 5.4 Streetscape Surrounding Context



View 5 - Looking South along Marion Street



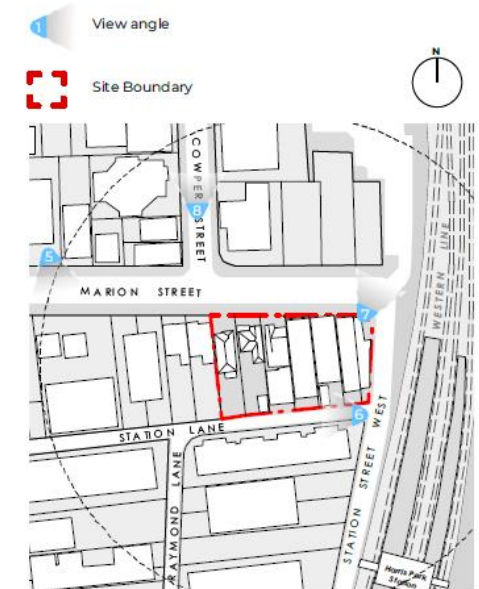
View 6 - Looking West along Station Lane



View 7 - Looking North on the corner of Marion St and Station St West



View 8 - Looking North along Cowper St



Source: Aleksandar Projects urban design report, November 2019



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## 5.5 Heritage Analysis



### Heritage

- Potentially Developable Sites
- Heritage Sites
- Conservation Area
- Recently Developed Site at 26 Marion St

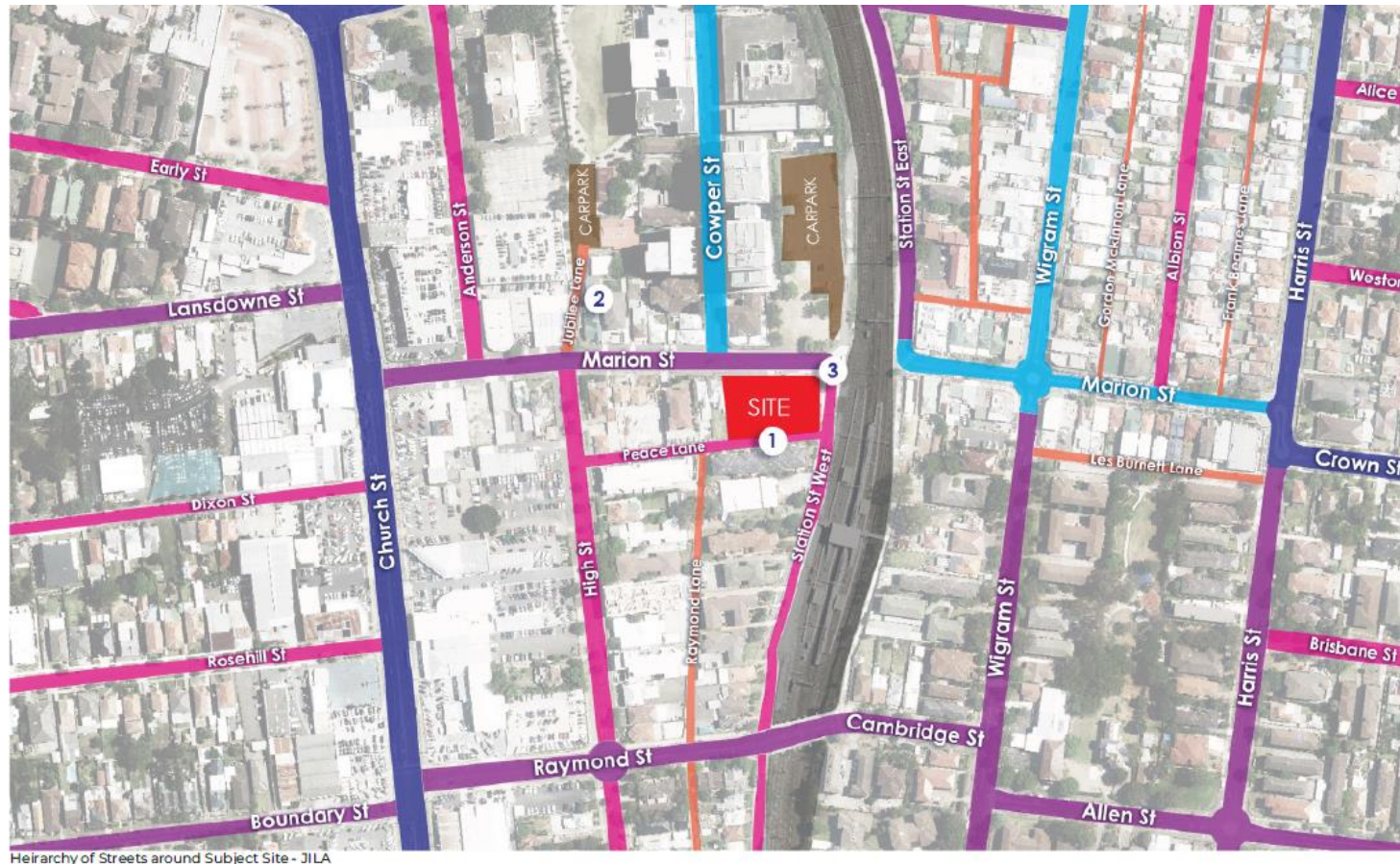
The area contains a small cluster of heritage items listed under Schedule 5 of the Parramatta LEP 2011. These are located to the west of the site. As noted in recent Heritage analysis reports by URBIS and Hector Abrahams Architects, the Marion Street Precinct has been degraded by “recent” uncharacteristic developments dating from the 1960s. The Precinct does not contain any exemplary historic subdivision pattern with intact characteristics.

A high-level assessment has been undertaken by Cracknell & Lonergan Architects, respected heritage experts in this area. This outcome of this analysis resulted in an application to demolish 37 Marion Street, which approved in April 2018.

The CBD to the north envisages greater heights and densities, and the future vision for the Marion Street Precinct is to support the growth of the CBD within its boundary. The Precinct is largely undeveloped and currently lacks cohesion and a sense of place. The Marion Street Precinct Plan, prepared by SJB Urban Design and Planning, has been prepared to guide appropriate future development to create a sense of place through a variety of building typologies, an activated streetscape and renewed urban fabric that supports the growth of the CBD.



## 5.6 Site Analysis - Streets



Hierarchy of Streets around Subject Site - JILA

### MAJOR REGIONAL CONNECTOR

**Commercial/Retail/Mixed-Used**  
Heavily trafficked, arterial roadway

### LOCAL CONNECTORS

**Commercial/Retail/Mixed-Used**  
More pedestrian traffic, active ground floors.

**Residential**  
Connective network giving address to residential

### SECONDARY STREETS

**Residential**  
Narrower streets, servicing primarily residential. Domestic/residential character.

### LANES

**Residential/Services**  
Service lanes - both residential and mixed use



### NOTES:

- 1 Pedestrian connection and adjacent public space changes the nature of the eastern end of Peace Lane. This could become a shareway.
- 2 Jubilee Lane has pedestrian traffic associated with childcare and park. Used by lots of families but has only one small footpath on western side. Potential shareway (not within scope of this project)
- 3 The corner of Marion St and Station St W becomes part of the mixed-use strip between Harris Park and Parramatta, extending the mixed-use character and activation of Cowper St.

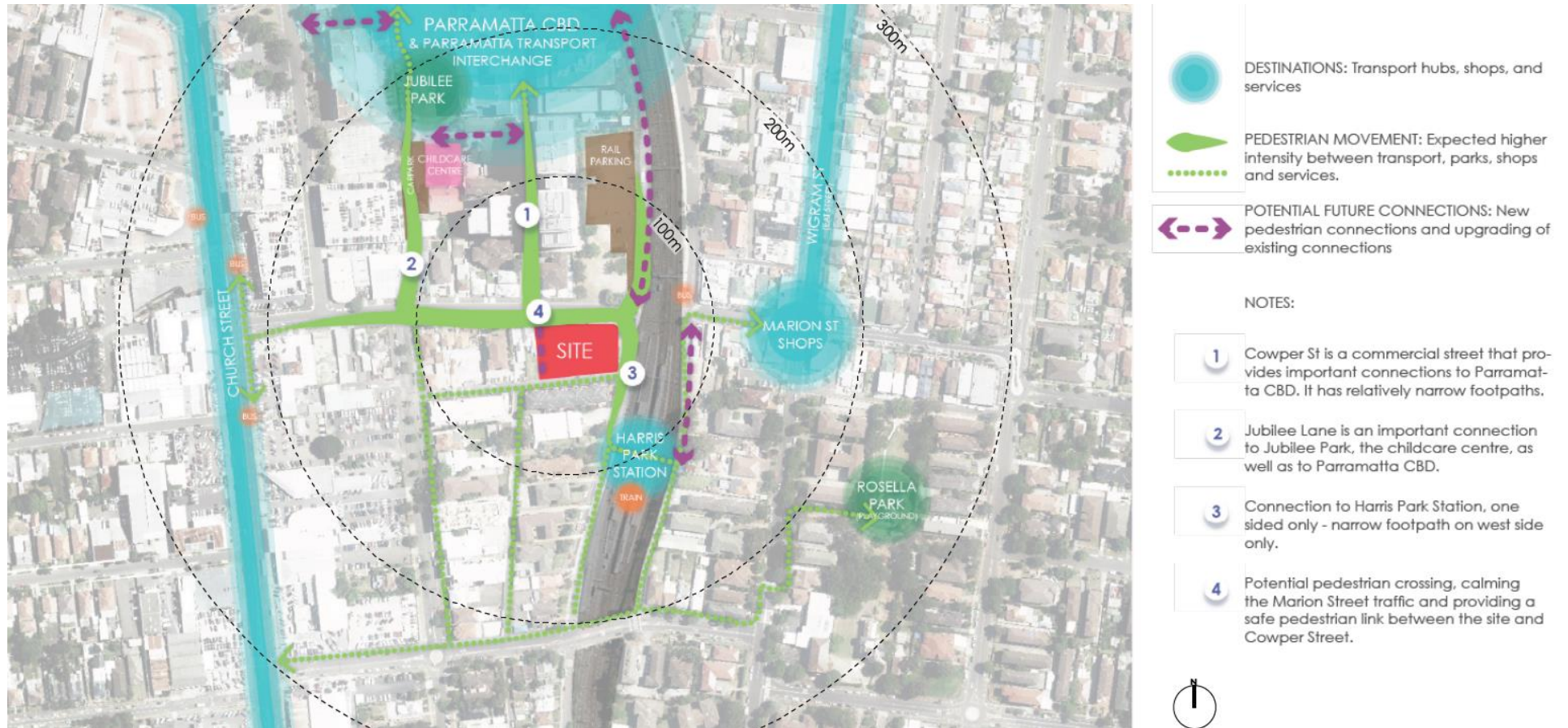
Source: Aleksandar Projects urban design report, November 2019



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## 5.7 Site Analysis – Connections and Destinations



Source: Aleksandar Projects urban design report, November 2019

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## THE PROPOSAL





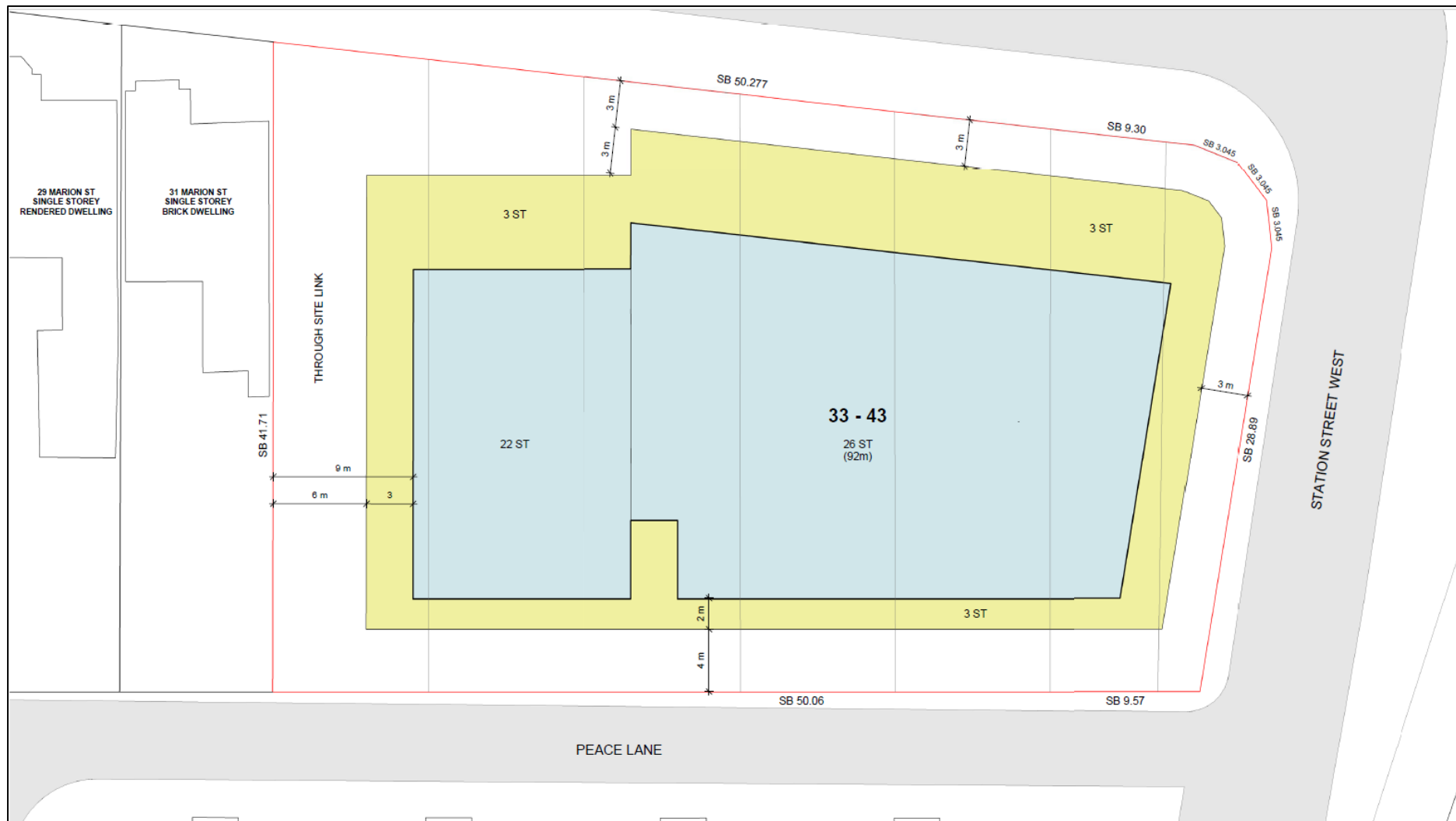
## 6.0 THE PROPOSAL

### 6.1 Site Plan



Source: Aleksandar Projects urban design report, November 2019

## 6.2 Building Alignment and Setbacks



**Note:** This reference design is for indicative purposes only and demonstrates the detailed urban design and development application testing that has been completed to support the Planning Proposal. The associated site-specific DCP supersedes any inconsistencies that may be contained within this reference design.

Source: Stanisis Architects urban design testing, January 2020

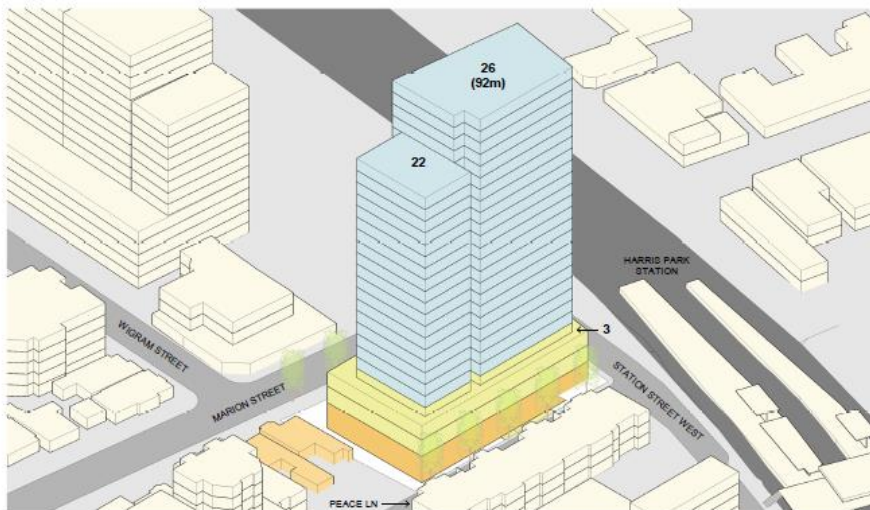
## 6.3 Built Form



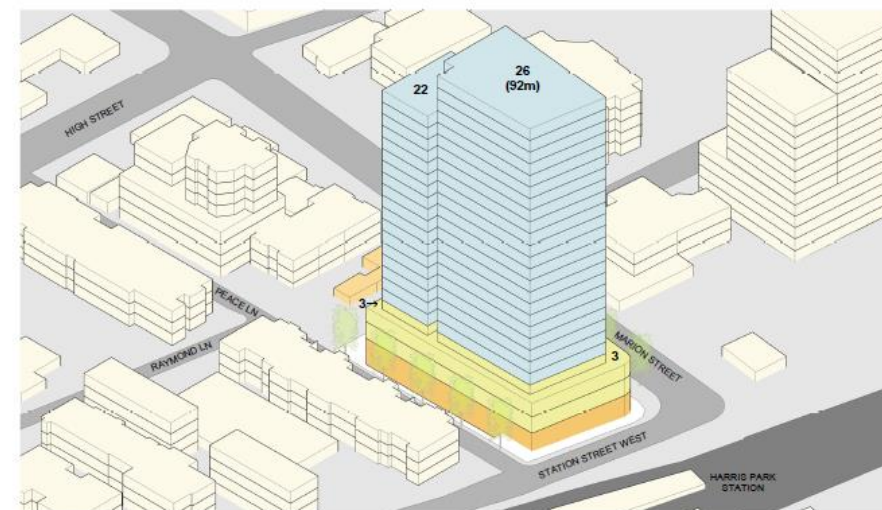
① AERIAL VIEW NORTH EAST



② AERIAL VIEW NORTH WEST



④ AERIAL VIEW SOUTH WEST

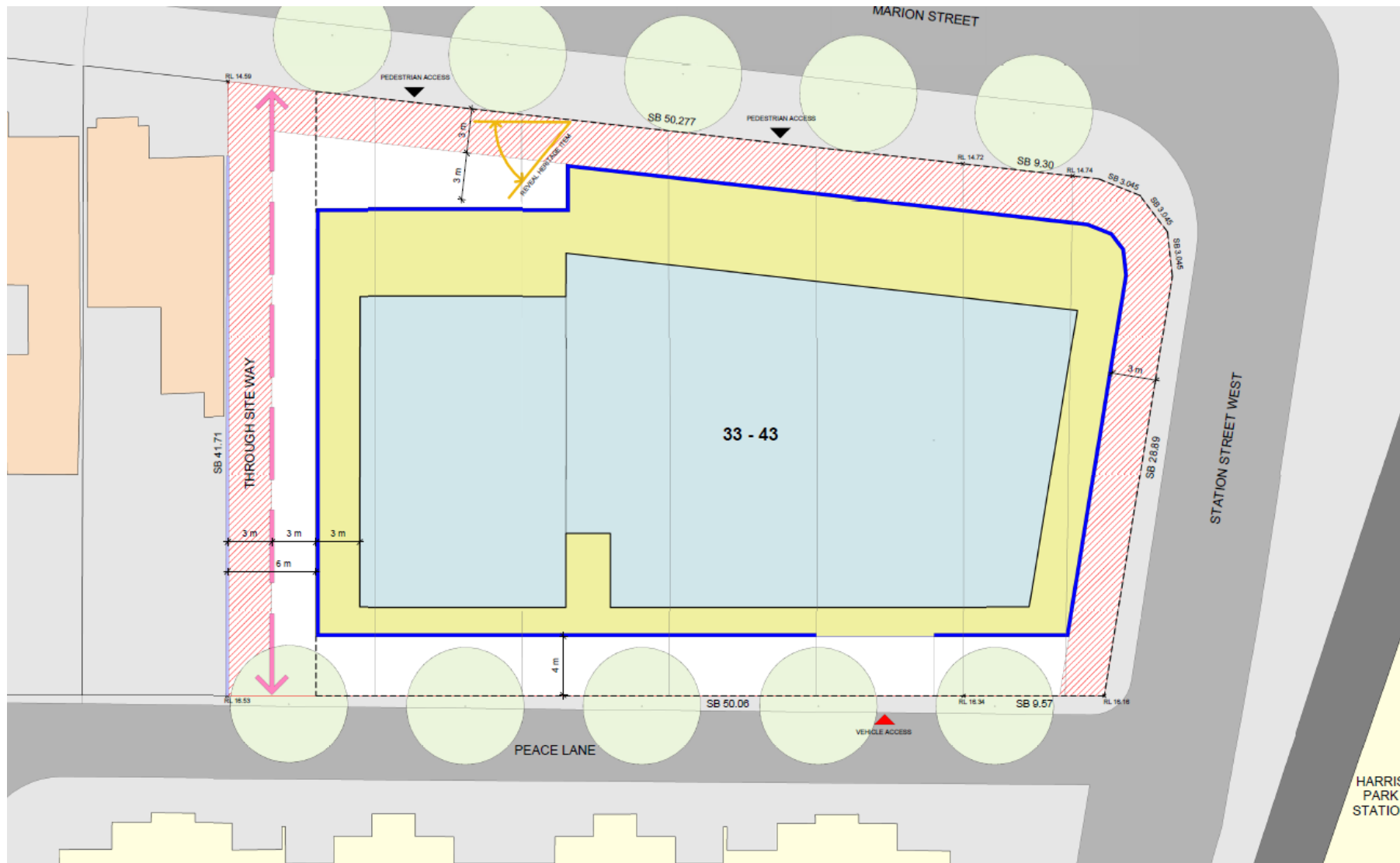


③ AERIAL VIEW SOUTH EAST

Source: Stanisic Architects urban design testing, January 2020



## 6.4 Public Domain



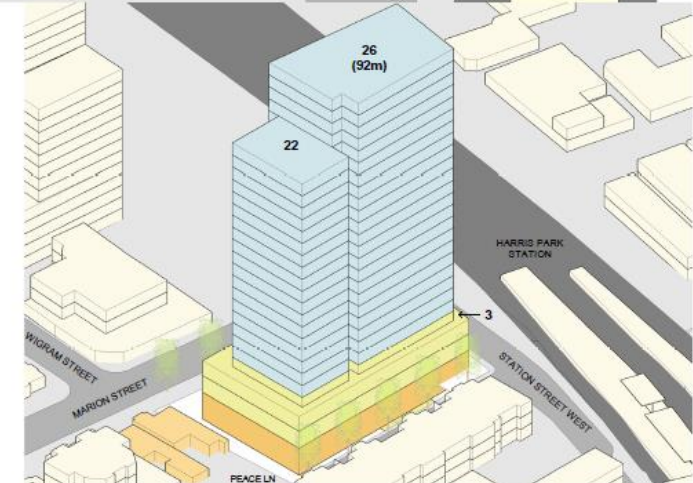
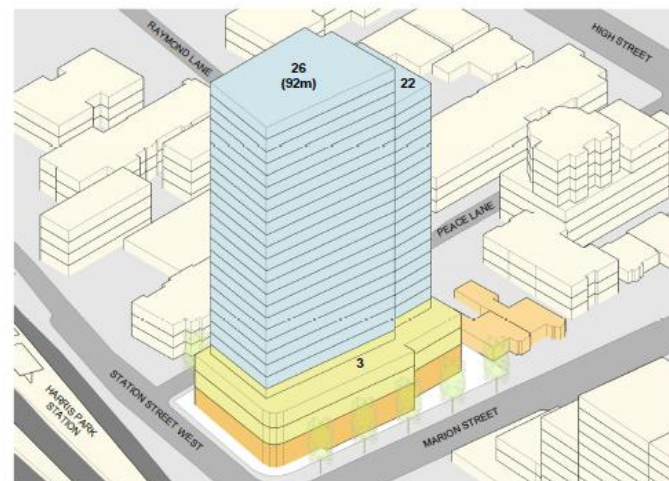
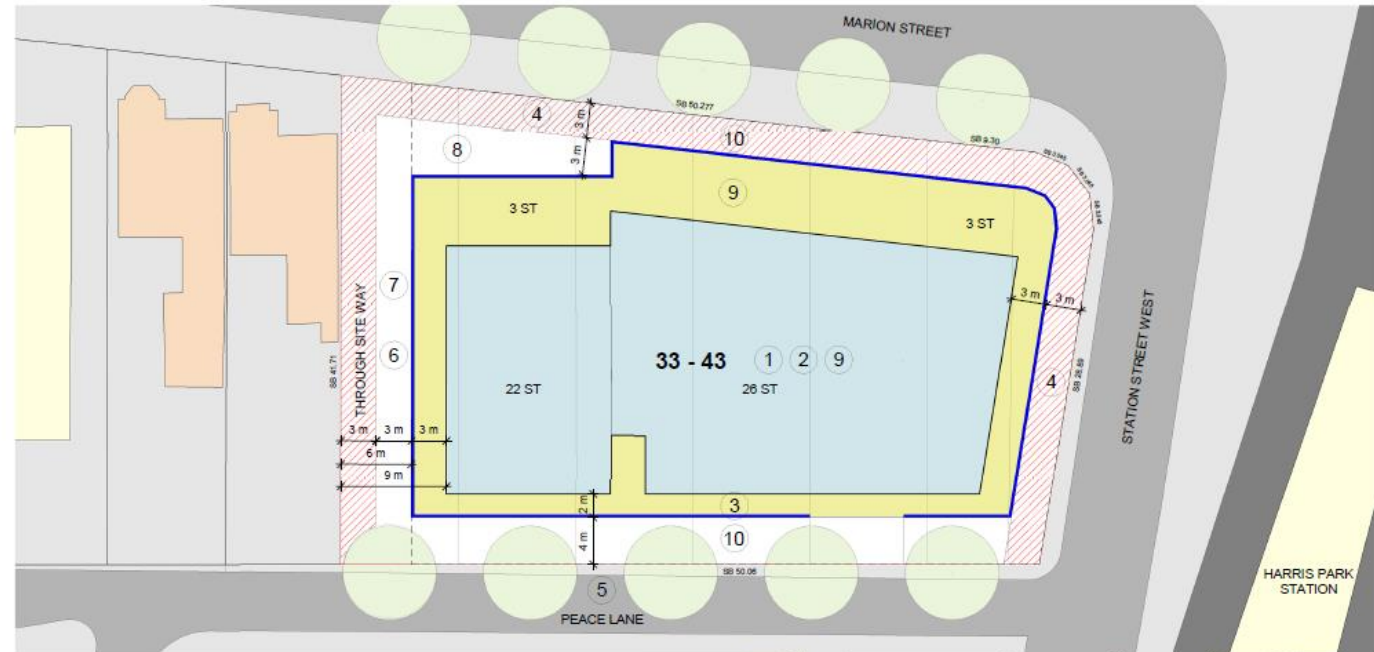
Source: Stanisc Architects urban design testing, January 2020



## 6.5 Application of urban design Principles

URBAN DESIGN PRINCIPLES	
1.	PROVIDE INCREASED DENSITY AND HEIGHT TO THE EASTERN END OF MARION STREET TO COMPLEMENT TALLER FORMS AT THE AUTO ALLEY PRECINCT THAT FRAME A HERITAGE CORE.
2.	REINFORCE THE EASTERN CHARACTER AREA OF MARION STREET INTERFACING WITH THE RAILWAY LINE WITH A TALLER FORM.
3.	REINFORCE THE STREET EDGE + EXISTING SCALE ESTABLISHED BY BUILDINGS ALONG PEACE LANE WITH A THREE STOREY (3) PODIUM AND SETBACK TOWER FORM.
4.	PROVIDE A 3M SETBACK TO MARION STREET + STATION STREET WEST TO ALLOW FOR A FOOTPATH WIDENING TO ENCOURAGE PEDESTRIAN MOVEMENT AND STREET TREE PLANTING.
5.	PROVIDE A 4M SETBACK TO PEACE LANE TO ALLOW FOR A FOOTPATH WIDENING TO ENCOURAGE PEDESTRIAN MOVEMENT.
6.	PROVIDE A 6M WIDE (3M PUBLICLY ACCESSIBLE) THROUGH SITE LINK ALONG THE WESTERN BOUNDARY OF THE SITE THAT CONNECTS MARION STREET WITH PEACE LANE TO ENCOURAGE PERMEABILITY AT THE GROUND PLANE.
7.	PROVIDE INCREASED 9M SIDE SETBACK ABOVE THE PODIUM ALONG THE WESTERN BOUNDARY TO MINIMISE VISUAL IMPACT ON ADJOINING HERITAGE ITEMS.
8.	PROVIDE INCREASED FRONT SETBACK AT WESTERN END OF THE BUILT FORM THAT IS PERPENDICULAR WITH THE WESTERN SIDE BOUNDARY TO REVEAL THE ADJOINING HERITAGE ITEM AT 31 MARION STREET.
9.	PROVIDE MIXED USES ON THE SITE INCLUDING COMMERCIAL IN THE PODIUM WITH RESIDENTIAL IN THE TOWER FORM.
10.	LIMIT TOWER FORMS TO 45M IN LENGTH.

DEVELOPMENT DATA	
SITE AREA	2377.085m <sup>2</sup>
GFA	17,115m <sup>2</sup>
COMMERCIAL	4,296m <sup>2</sup>
RESIDENTIAL	12,819m <sup>2</sup>
FSR	6.00:1
BASE	1.20:1
DESIGN EXCELLENCE (20%)	7.2:1
TOTAL	



Source: Stanisic Architects urban design testing, January 2020

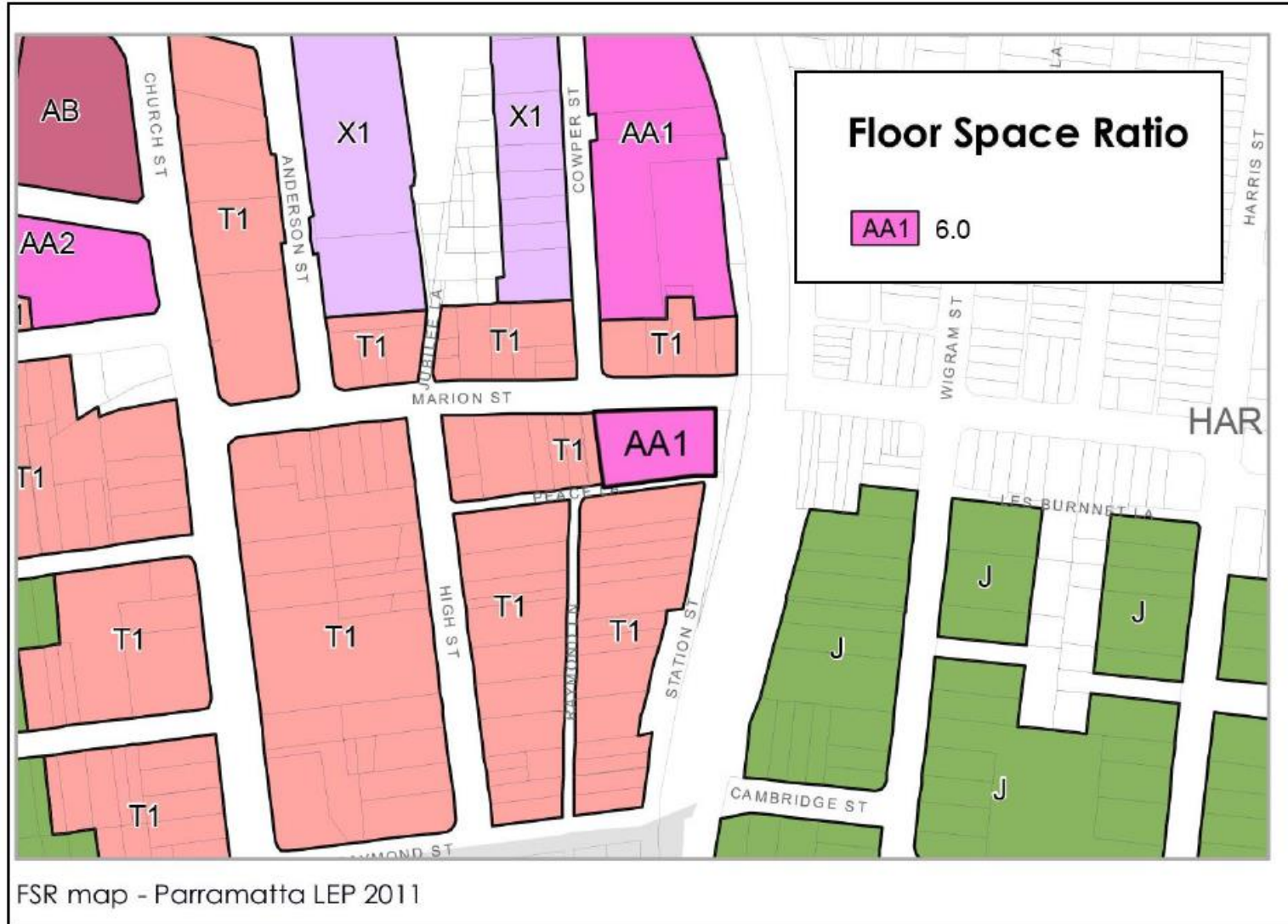
The urban design principles listed above achieve the key findings and recommendations of the SJB Marion Street Precinct Plan as follows:

Key Findings of SJB Study	Response
Transition to the heritage item can be achieved with street setback and through site link as seen in option 6:1 or providing the same scale interface as seen in option 0.8: and 2:1	A 6 metre setback has been provided to the adjoining heritage item at 31 Marion Street. This includes a publicly accessible 3 metre wide pedestrian through link connecting Marion Street to Peace Lane. Further, for the western portion of the development a 6 metre front setback to Marion Street is also applied.
3 storey podium responds to the scale of development on Peace Lane and acts as main gateway entrance to the precinct	A 3 storey podium is included in the concept design.
The 6:1 option works in context with the Cowper Street development (18 storey)	With design excellence and better performing building bonus the development concept achieves a density of 7.2:1. The height limit of 80 metres (92 with design excellence) facilitates an excellence building consistent with the emerging and existing heights with the vicinity.
The stepping down of the 6:1 option helps in providing transition across the precinct	The development concept advanced in this urban design report provides for a split building form of approximately 26 and 22 storeys at the proposed density of 7.2:1. As discussed in the SJB report, this achieves the objective of transition and architectural variety with the precinct and from a higher development footprint defining the corner of Marion Street and Station Street West, to the adjoining heritage items at 31 and 29 Marion Street.
The built form needs to be broken down as shown in all options to satisfy the maximum 45m requirement for building length	Tower forms have been limited to 45 metres in length.
The additional height resulting from the bonus FSR has minimal additional impact on the precinct	The additional height with design excellence achieves a maximum height of 92 metres. The floorspace attributed to the scheme is 7.2:1, including retail, commercial and social infrastructure in the podium levels and residential above. This equates to approximately 26 storeys at the 92 metres with a density of 7.2:1. A FSR of 7.2:1 is consistent with the control under the Parramatta LEP 2011, inclusive of design excellence and high performing building bonuses. It is noted that SJB conclude that the additional height of 92 metres “ <i>has minimal additional impact on the precinct</i> ”. <u>Note:</u> the number of levels may rise and fall depending on the final development choice on floor to ceiling heights for podium commercial levels, and variations due to construction methodology that may require the introduction of transfer floor plates for example.

## 7.0 PROPOSED CONTROLS

### 7.1 Proposed Maximum FSR

#### Proposed Floor Space Ratio – 6:1 “AA1”





### Proposed Maximum Height of Buildings – 80 metres

