

ALBION HOTEL PARRAMATTA

PLANNING PROPOSAL DESIGN REPORT

**135 GEORGE STREET
PARRAMATTA**

**DOCUMENT FOR
ALBION HOTEL**

25 MARCH 2015

BATESSMART™

CLIENT

ALBION HOTEL

CONSULTANTS

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PROJECT NUMBER

S11821

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	CONTENTS	
1.0	INTRODUCTION	06
2.0	LOCATION	07
	2.1 Context	08
	2.2 Site Analysis	10
3.0	DESIGN STRATEGY	12
4.0	DESIGN OVERVIEW	16
	4.1 Site Plan	17
5.0	DESIGN DESCRIPTION	18
	5.1 Ground Floor	18
	5.2 Level 1	19
	5.3 Typical	20
	5.4 Section	21
6.0	ANALYSIS	22
	6.1 Solar Access & Cross Ventilation	22
	6.2 Areas	23
	6.3 Shadow Studies	24
7.0	VIEWS IN CONTEXT	26
8.0	LEP MAPS	28
	8.1 Height Controls	28
	8.2 FSR Controls	28
	APPENDIX A:	
	Architectural Drawings	
	APPENDIX B:	
	Survey Plan	



1.0 INTRODUCTION

DEVELOPMENT SUMMARY

This planning proposal design concept has been prepared on behalf of Albion Hotel for the site at 135 George Street Parramatta. It describes the design and planning considerations of a 35storey Residential tower with a 3 storey podium and a 3storey new Albion Hotel.

The proposed development consists of 291 apartments on the location of the current Albion Hotel. The scheme also proposes a new 'Albion Hotel' built at the south end of the site overlooking Robin Thomas Reserve.

The design concept seeks to address and engage urban design principles as set out for the proposed development on Cumberland press site. In particular, activation and frontage to the proposed open square and continuation of through site link / shared way from Argus lane to Harris Street.

Total Floor Space	
Site Area	3,135 sqm
Block A / F&B + Residential	
Block A GEA	33,573 sqm
Block A GFA	25,079 sqm
Block B / F&B	
Block B GEA	2,700 sqm
Block B GFA	1,500 sqm
Residential Mix	
Total Apartments	291 apartments
Comprising	2 studio apartments
	56 one bedroom apartments
	204 two bedroom apartments
	29 three bedroom apartments
Carparking	
Residential space	291 spaces
Visitors+F&B	78 spaces
	369 Parking spaces total

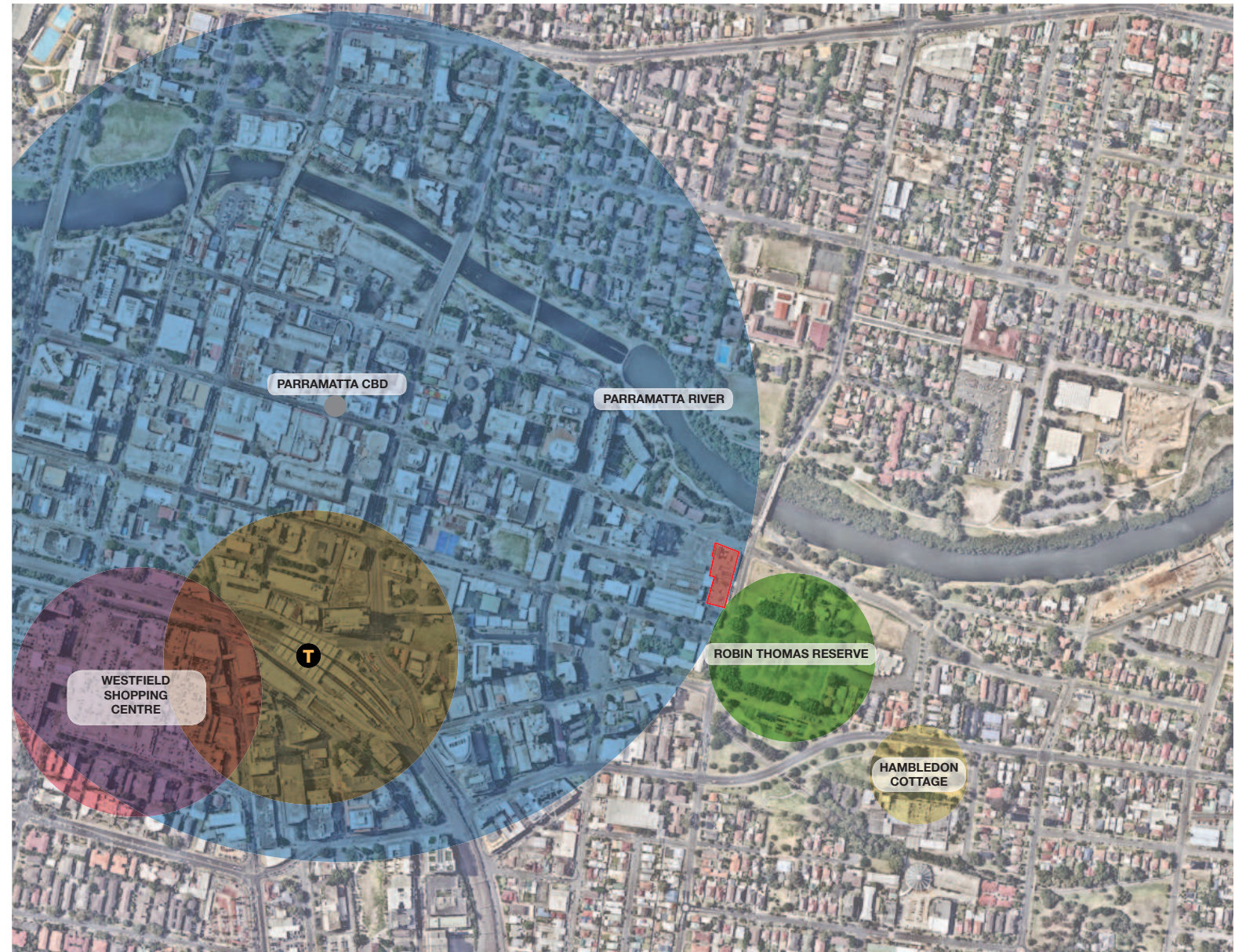


2.0 LOCATION

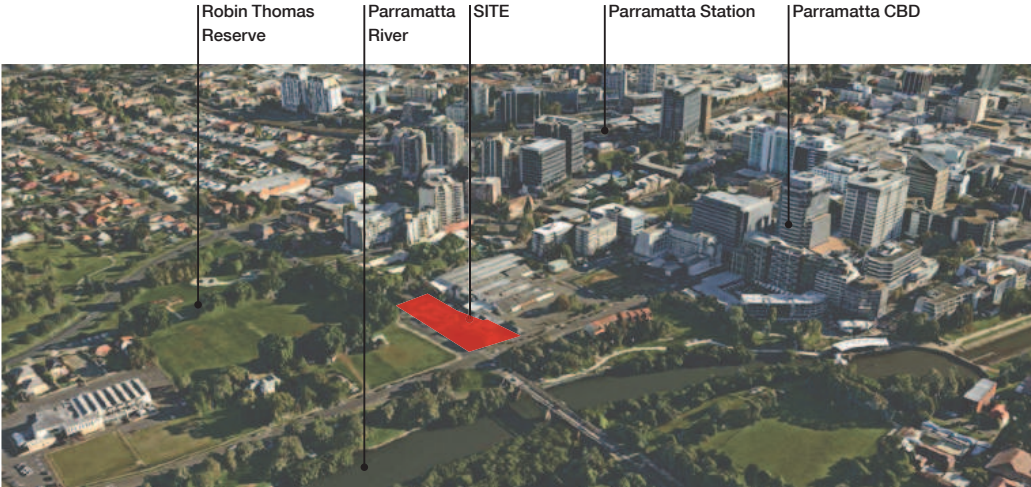
The site located at the corner of George and Harris Street at the edge of Parramatta CBD. It has a frontage of approximately 38m to George Street and approximately 89 meters to Harris Street. The site located at the edge of to prime amenities.

Parramatta riverside walk is immediately to the north of the site across George Street and expansive green open space of Robin Thomas reserve is across Harris Street to the east.

- Subject Site
- 5 minute walking radius from station
- Parramatta CBD
- Parramatta Westfield Shopping Centre
- State Heritage item
- T Parramatta Train Station



2.1
CONTEXT



1/ George Street



2/ Harris Street



3/ George Street



4/ George Street



5/ Overall view from George Street



6/ Overall view from Robin Thomas Reserve

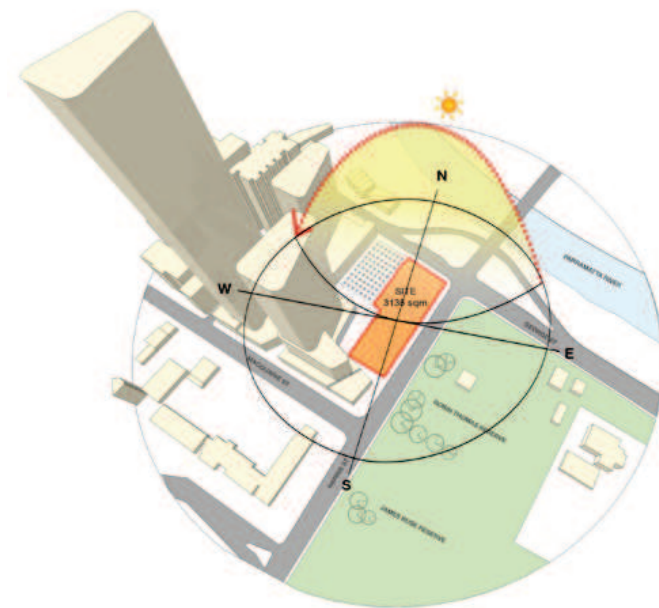
2.2 SITE ANALYSIS



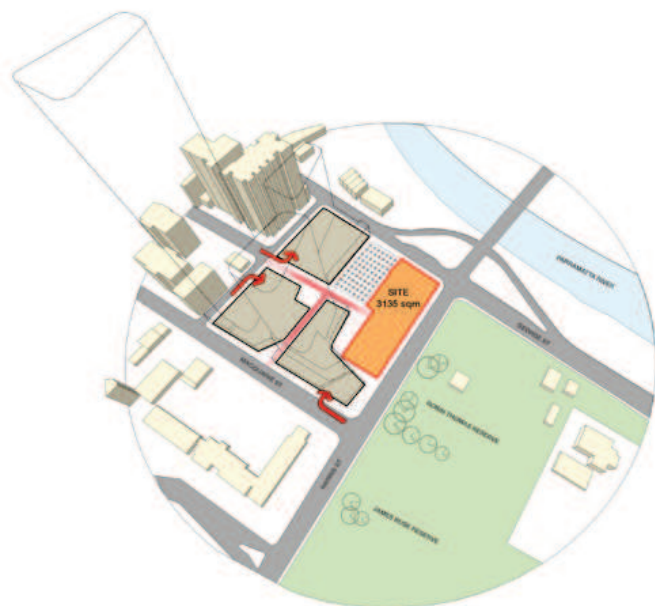
1/ SITE LOCATION
Site is located at the cnr of George and Harris street. North facing frontage on George street is 38m in length and east facing frontage on Harris street is approximately 89meters in length. The site area is 3135sqm. Parramatta river is across George street to the north and Robin Thomas reserve is across Harris Street to the east.



2/ URBAN CONTEXT
High density mixed used development has been proposed for site immediately adjacent to the site to the west. The proposal consist of 3 blocks podium with towers above. 3 residential towers of varying levels of 60, 35 and 25 are proposed. Rowland Hassall School is south of the site across Macquarie Street.

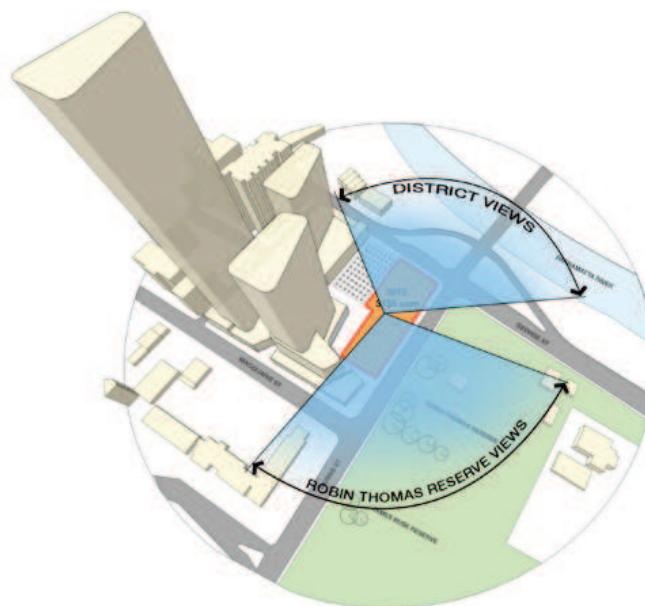


3/ SOLAR ORIENTATION
North is 14 degrees west of Harris street alignment. Careful consideration of the façade alignment need to be considered for the eastern façade to satisfy 2hours of solar requirement, This could be achieved by opening up of the eastern face to north. Facades to the north and west have excellent solar access.



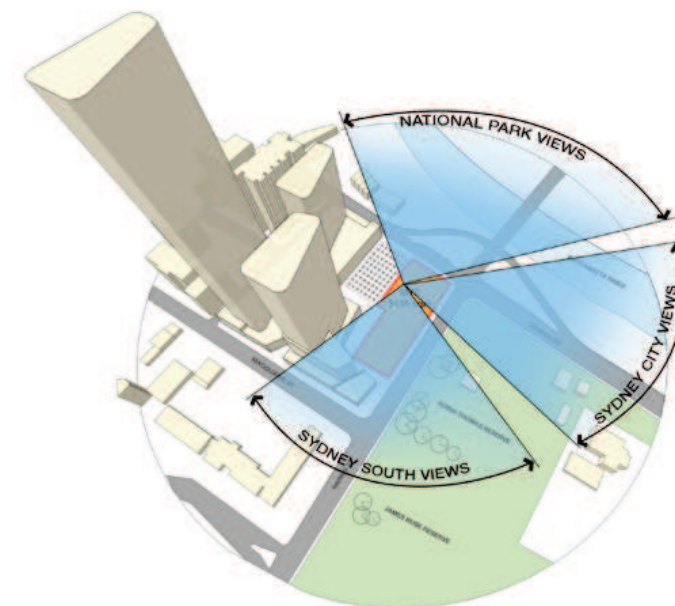
4/ VEHICULAR ENTRY TO NEIGHBOURING TOWERS

Proposed neighbouring development on former Cumberland press site consist of 3 podium buildings and public open space activated by a variety of pedestrian friendly uses. It also proposes a series of pedestrian links allowing access from Macquarie Street to the public open space and George Street and from Argus lane to Harris Street. A shareway from Argus Lane to Macquarie Street is proposed for temporary parking and low speed vehicular movement. 3 vehicular entries are proposed with main vehicular and servicing access off Argus street and two supplementary access from Macquarie Street and shared way off Argus Lane.



5/ LOW RISE VIEW OPPORTUNITY / 54m and below

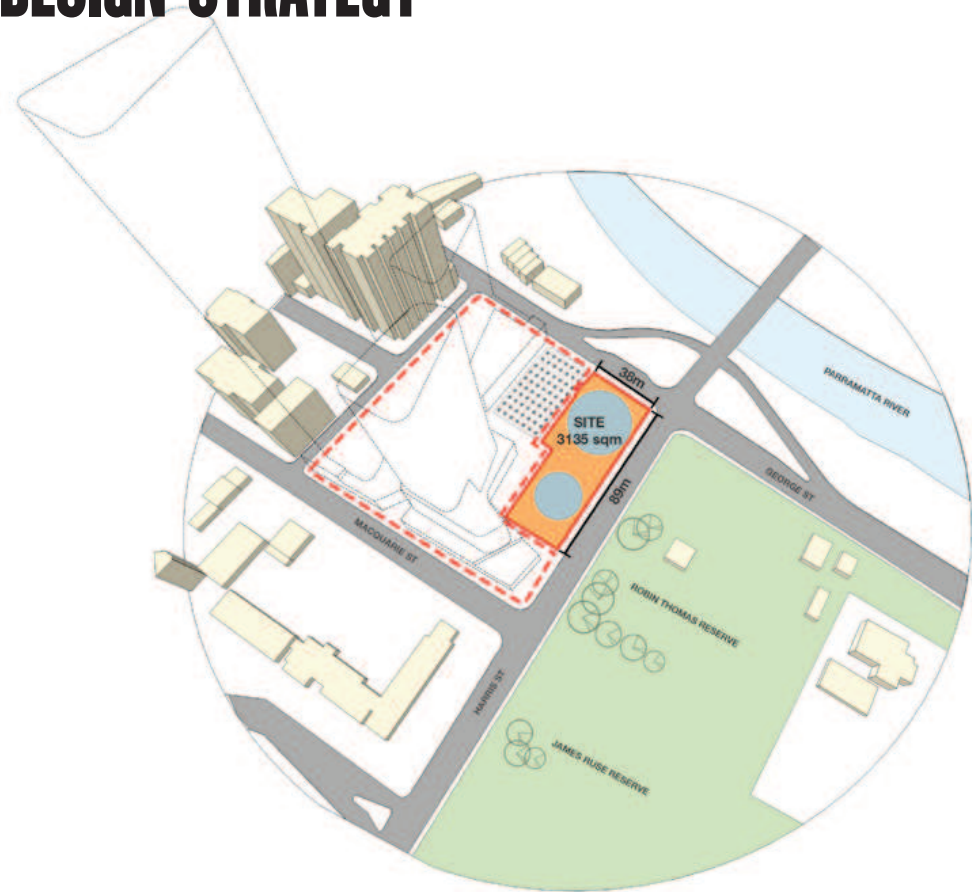
View from Apartment tower below 54m are predominately of district and over the vast expanse of Robin Thomas Reserve. Apartments oriented towards Harris Street look over Robin Thomas Reserve and Parramatta river down towards east. North facing apartments will enjoy uninterrupted views of Parramatta River and district views beyond.



6/ HIGH RISE VIEW OPPORTUNITY / 54m and above

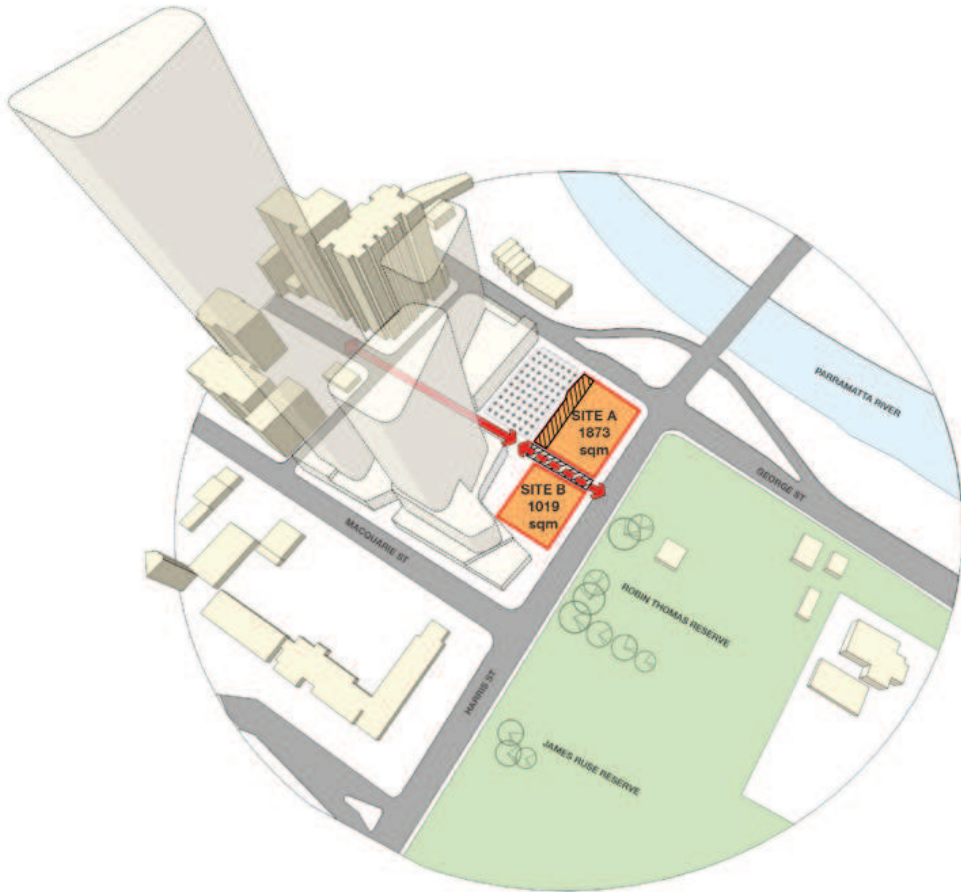
Higher levels of the apartment enjoy excellent views across south, east and north. Apartments oriented towards east have the ability to capture views of Sydney CBD skyline to Chatswood towards north east, where as apartments oriented towards north and northwest will enjoy uninterrupted views of Parramatta River and national park views.

3.0 DESIGN STRATEGY



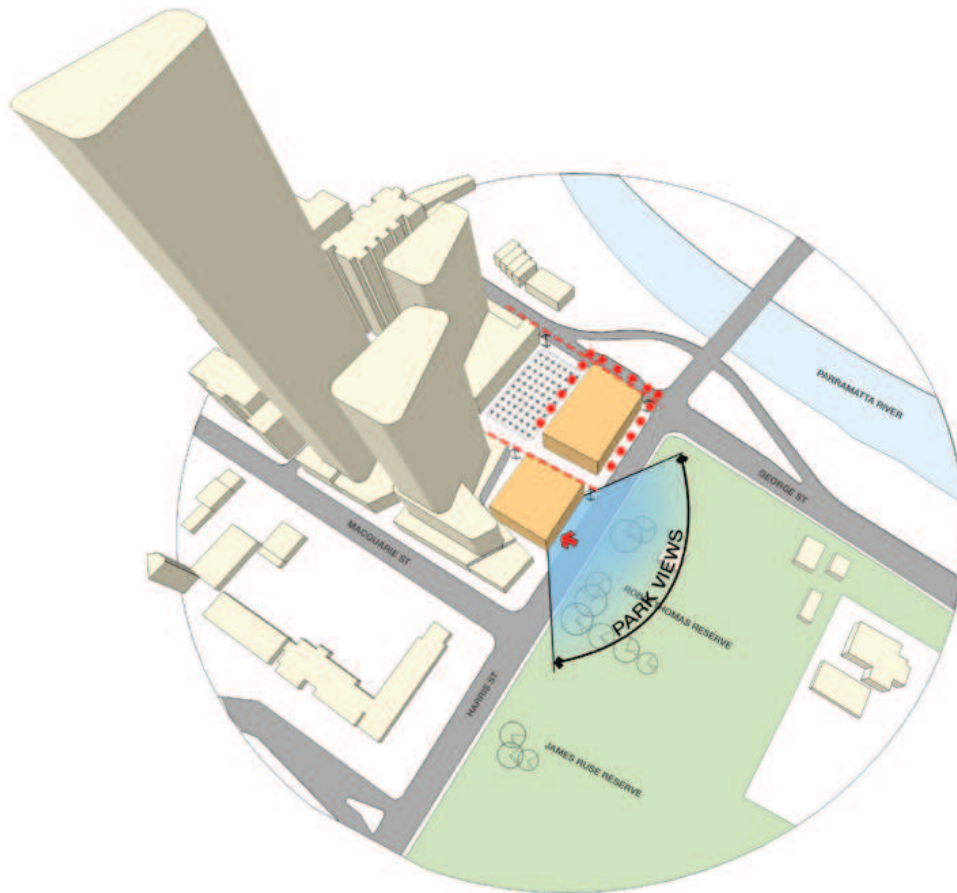
1/ SITE LOCATION

The design responds to unique conditions of the site. The eastern frontage of the site faces Robin Thomas Reserve and part of the western frontage of the site faces the proposed public open space off George Street. This provides the opportunity to have two distinct uses on site. Apartment tower and F&B opportunity to the top end of the site to the north and a distinct stand alone F&B offering to the south end of the site engaging the vast green space of Robin Thomas Reserve. It is proposed that the new 'Albion Hotel' to be built at the south end of the site.



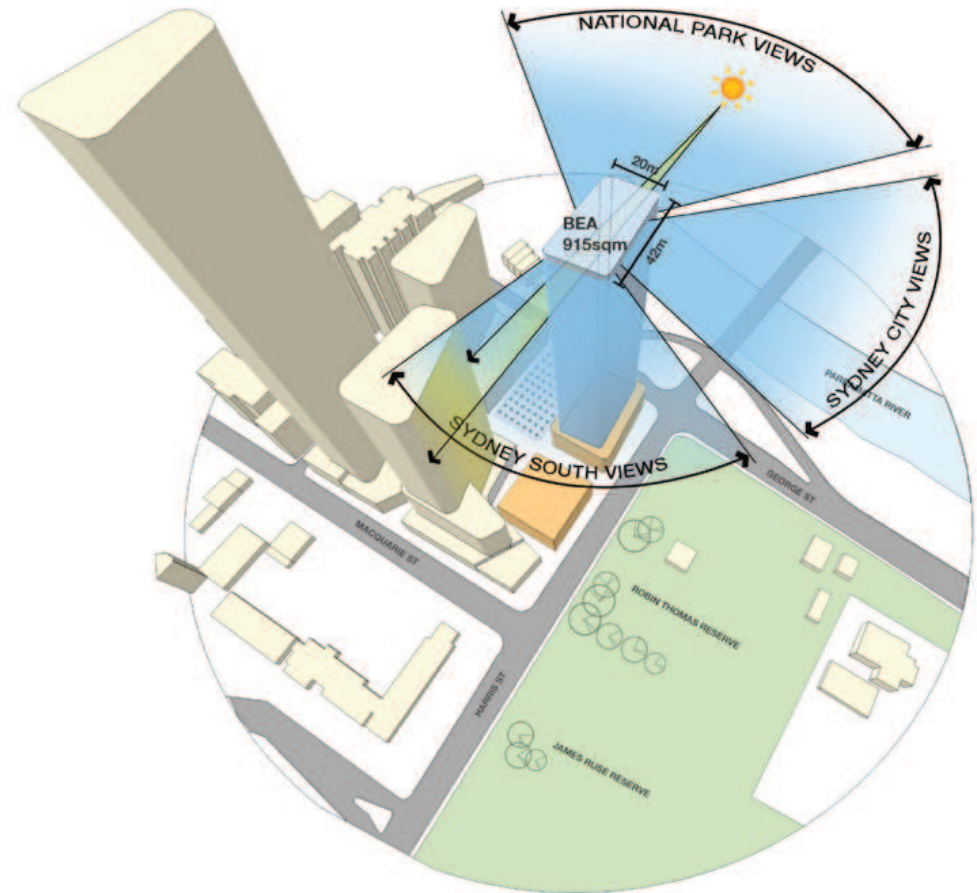
2/ PUBLIC OPEN SPACE

The separation of the sites into two distinct parcels allow for the through site link as established in the Cumberland press site masterplan from Argus lane to be continued as a sharedway to Harris Street. This enables for the pedestrian movement and slow moving vehicular traffic to access Harris Street. Approximately 382sqm of the western edge of the site that fronts the open public square is dedicated as public open space. This contribution will allow the open space to be a generous pedestrian activated square for the benefit of the city and people of Parramatta.



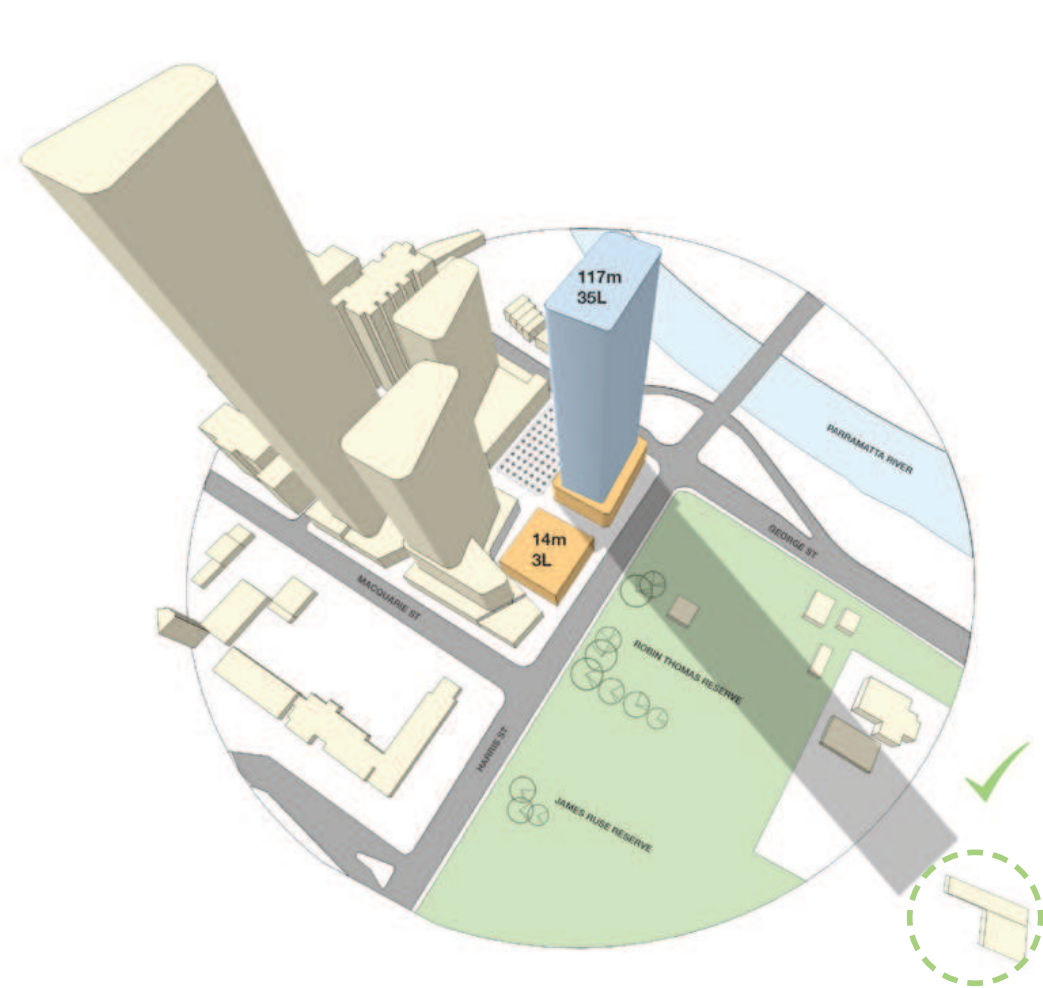
3/ 3-4 STOREY PODIUM SCALE

Podiums on two distinct blocks on site A and B is designed to match heights of proposed podium blocks of Cumberland press site. Podium to the north of the site is designed to have active edges on all sides, engaging the square to the west, streets to north and east and through site link to the south. Whereas the building to the south is designed as a backdrop to Robin Thomas Reserve and to address the vast green open space.



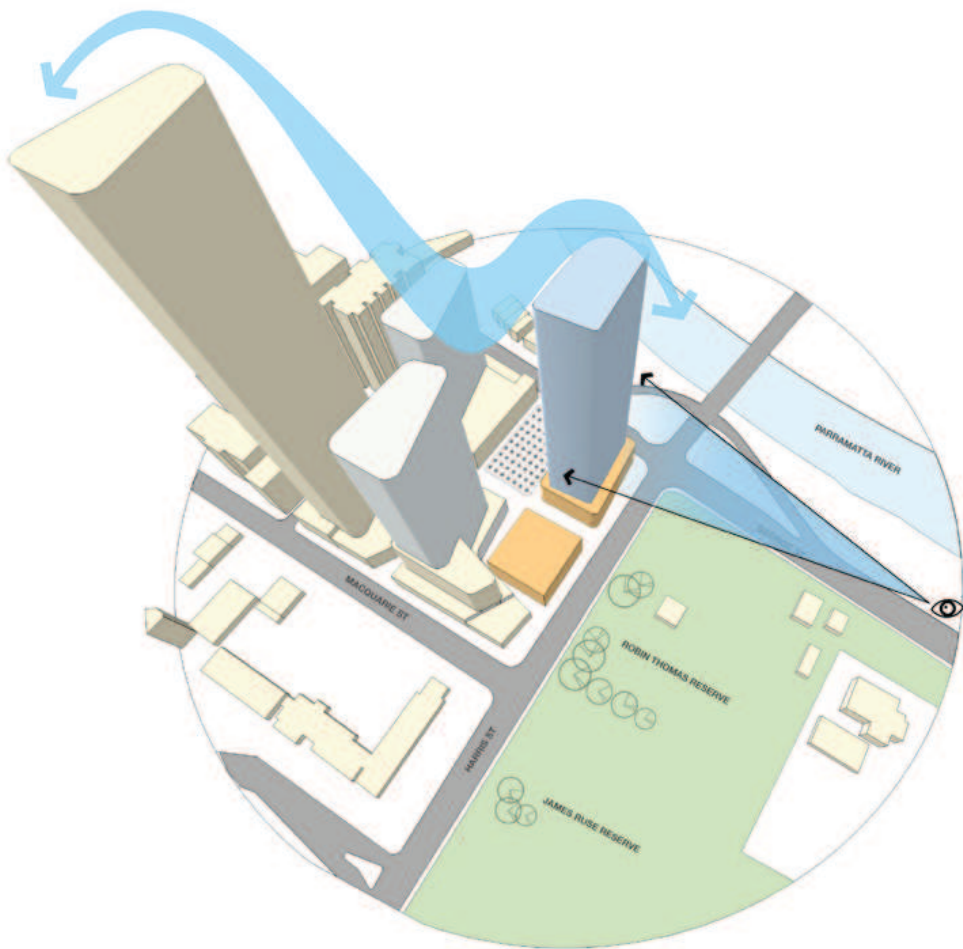
4/ TOWER FORM

Form of the tower is designed to allow solar access to eastmost tower of Cumberland press site. The footprint of the tower is approximately equivalent to the towers being proposed for the neighbouring site – BEA of approximately 915sqm. Relationships to the footprints of the proposed towers make the development coherent and to be read as a family of towers than an individual entity.



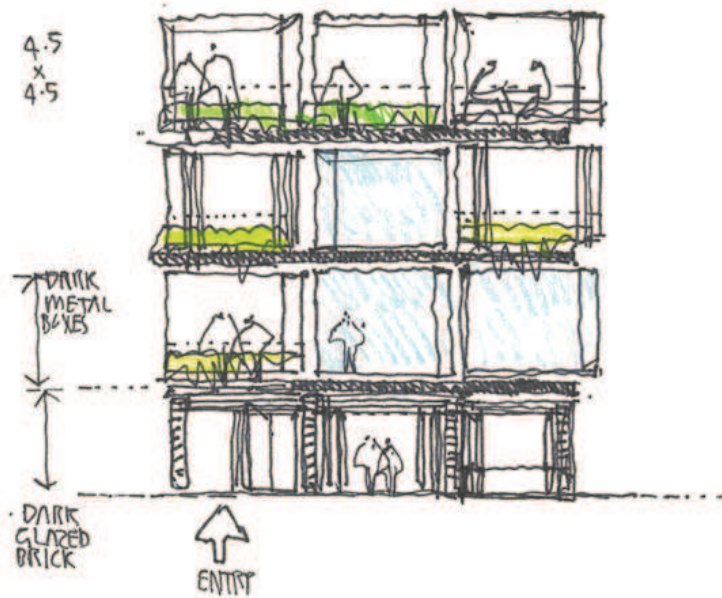
5/ TOWER HEIGHT + OVERSHADOWING

Height of the tower of 117m is derived from intensive shadow studies. The proposed height of 117m does not cast any shadow on the heritage listed Hambledon cottage in mid winter. This is considered as the most appropriate height for the tower when taken into consideration twin parameters of shadows and 'Gateway' tower at the eastern entry to Parramatta CBD.

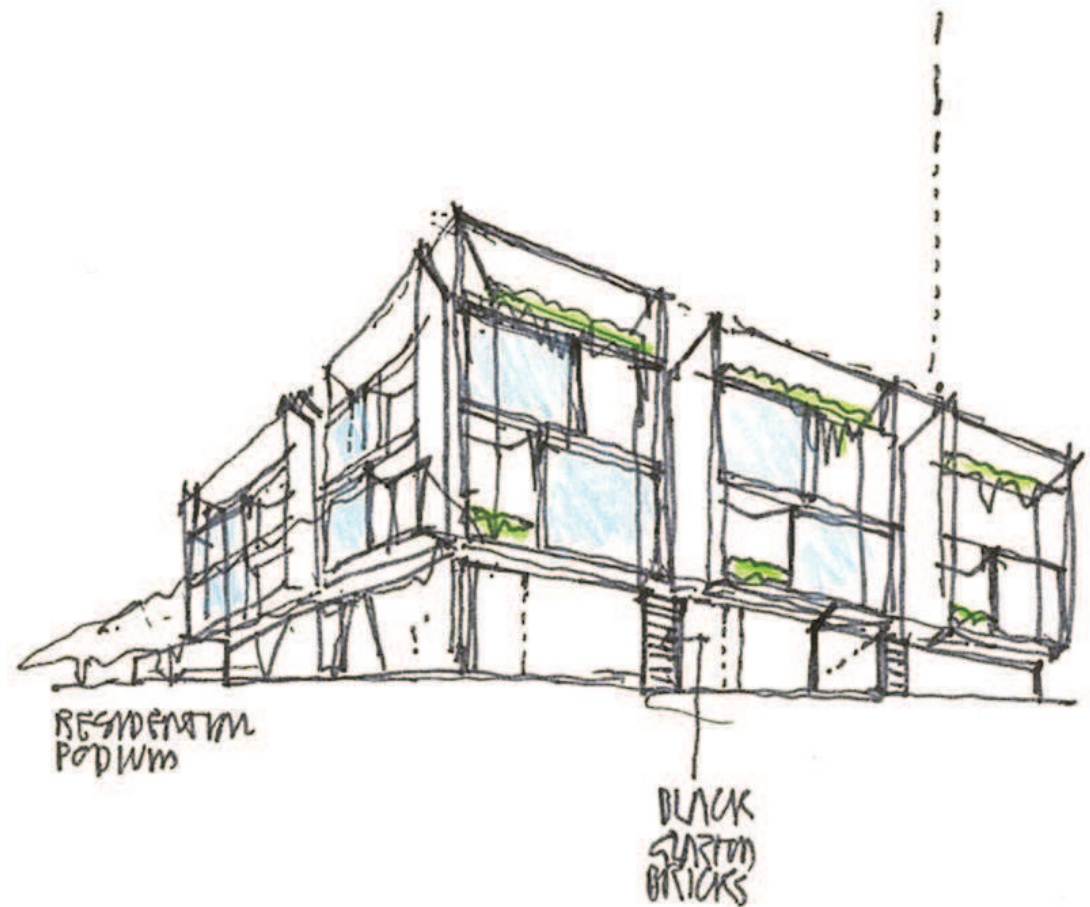


6/ TOWER CONTEXTUAL RESPONSE

The tower is a contextual response to the neighbouring development, together with proposed towers on Cumberland press site development it forms a family of 3 lower buildings. As the proposed tower is to be read as the 'Gateway' to Parramatta CBD from the east it is designed as the tallest of the two towers fronting George Street.



/ CONCEPT DESIGN SKETCHES



4.0

DESIGN OVERVIEW

SUMMARY

The proposal consist of two distinct buildings on the site - Buildings A and B. Building A is a 35 storey tower and a 3 storey podium development to the north of the site at the corner of George Street and Harris Street and Building B is a lower 3 storey building at the south end of the site that face the playing fields of Robin Thomas Reserve. Two distinct buildings respond to two unique site positions. The apartment tower and podium building is designed to respond to the new urban square that is proposed as part of Cumberland press site proposal. Ground level of the apartment tower (Building A) designed to interact and establish relationship with the square and prime streets of George and Harris. It is envisaged that the whole of the ground level will be occupied by one dynamic stylish and modern world class restaurant. Laneway culture that is part of Parramatta CBD DNA is continued with the introduction of sharedway between Buildings A and B. The restuarant under Building A and the new 'Albion Hotel' on Site B opening onto the laneway, it will become a pedestrian focused active street.

The podium levels of level 1 and 2 contain unique mix of studio, double level 1Bed, single level 1Bed and 2 Bed apartments.

The tower building consists of 1Bed, 2Bed and 3Bed apartments.

The 3 storey building to the south is envisaged as the new Albion Hotel, with active frontages to Harris street, balconies and roof top terrace it will form a backdrop to Robin Thomas Reserve. The new building of 1500sqm of GFA is designed to replace the existing building of similar area. It is designed to be open, welcoming, and engage the city and its open spaces.



4.1 SITE PLAN



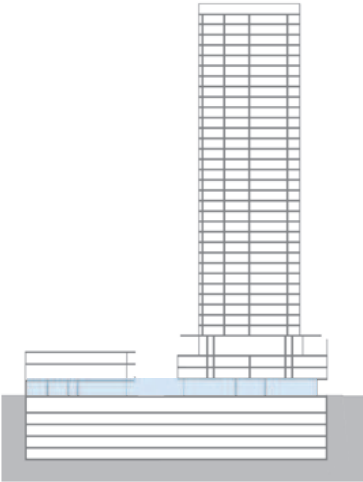
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5.0 DESIGN DESCRIPTION

5.1 GROUND FLOOR

Building footprint of site A is designed to work with the urban plan principles as set out on Cumberland press site proposal. It is designed as an active eastern edge to the square, and to prime streets of George and Harris Streets. It also provides active street frontage to the sharedway to the south of the site A. Lobby to the apartment tower is designed to be off Harris Street facing the green space of Robin Thomas Reserve.

The new 'Albion Hotel' on site B is designed to be open to the sharedway to the north. Carpark to the basement is located to the southern most part of the site off Harris Street.

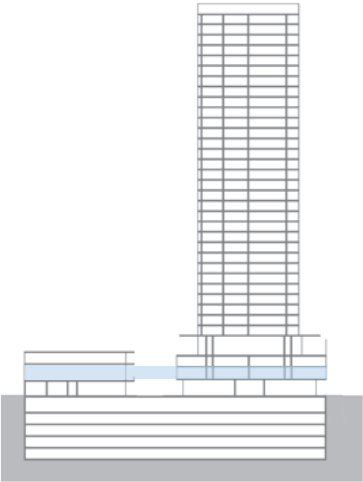


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5.2 LEVEL 1

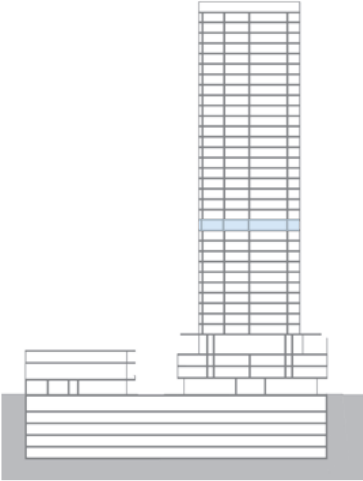
Podium levels of Site A contain mix of apartments ranging from studio, double level 1Bed, single level 1Bed and 2 Bed apartments.
Level 1 of the new Albion Hotel is designed to maximise exposure to the street and Robin Thomas Reserve. This level will contain open air wrap around balcony for the customers.



Scale 1 : 500



5.3 TYPICAL
Typical level of the tower on Site A contain a mix of apartments ranging from 1Bed and 2Beds. Higher levels of the apartments will contain 3Beds where they will have the ability to capture sweeping views of the city skyline.



Scale 1 : 500

