

# 1 Crescent St Holroyd

## Presentation to Holroyd Councillors

On behalf of Tiberius (Parramatta) Pty Ltd  
10 February 2015



# The Site and Objective

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**Our objective is to seek the support of the Holroyd Council to undertake the Planning Proposal for the rezoning of the site to “High Density Residential and Mixed Use”**



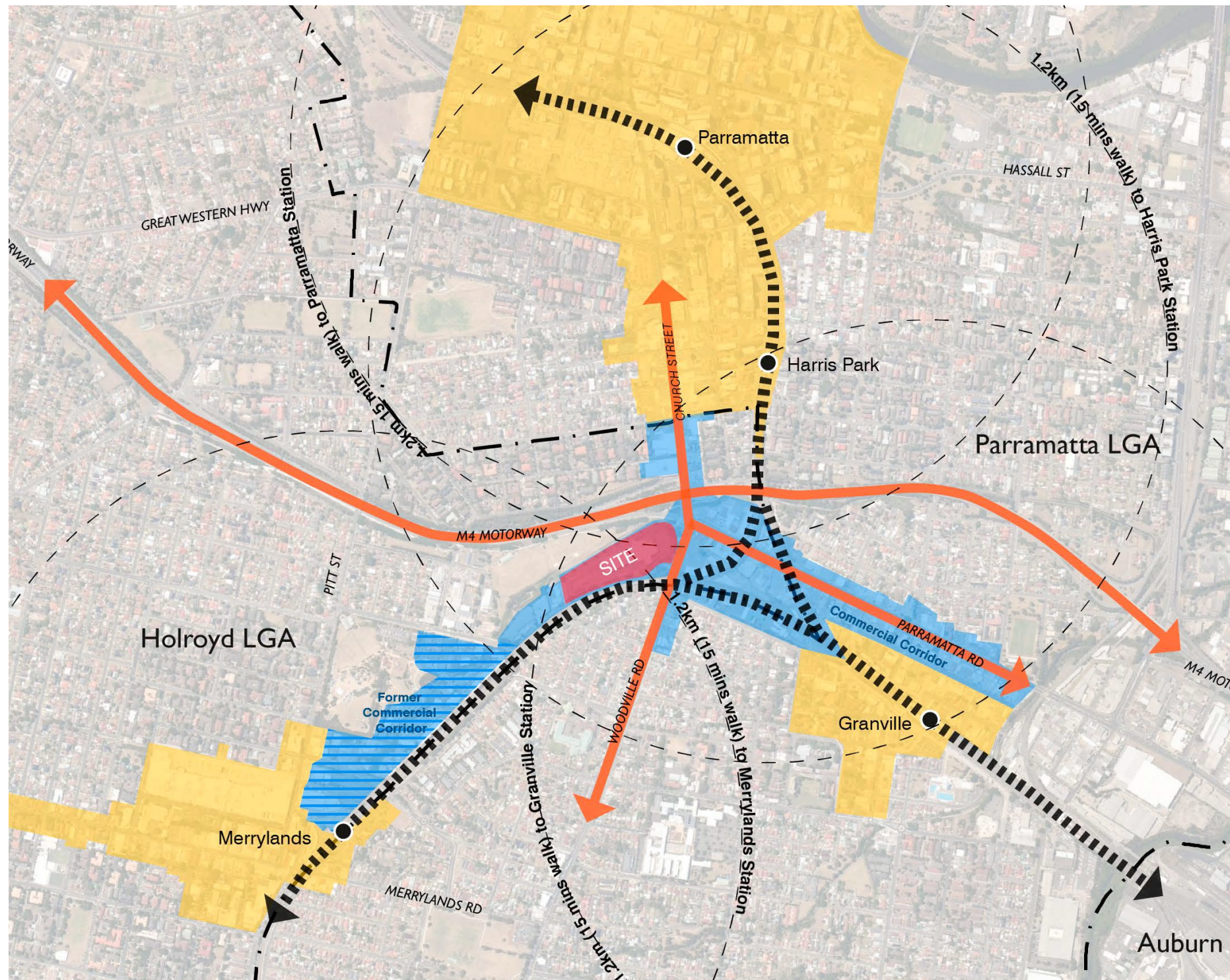
## Overview

- Approx. 3.9 Hectares
- Frontage to Parramatta Road / Church St intersection
- Frontage to Holroyd Sportsground
- Current use: WesTrac Sydney branch



# Site Location

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- The site is the gateway and a critical component to the growing identity of the Holroyd LGA
- Centrally located to the Merrylands and Parramatta City Centres. Close to transport, jobs, retail and open space
- Within 1.2km of 4 train stations (Merrylands, Parramatta, Harris Park and Granville)



Redevelopment of the site will contribute to the following:

## **NSW State Plan 2021**

Target: Improve Housing Affordability and Availability

Target: Increase the Proportion of Journeys to Work by Public transport in the Sydney Metropolitan Region

Target: Increase walking and cycling

Target: Planning policy to encourage job growth in centres close to where people live and to provide access by public transport.

Target: Grow employment by an average of 1.25% per year to 2020

## **A Plan for Growing Sydney**

- Grow Greater Parramatta – Sydney's second CBD
- Establish a New Priority Growth Area – Greater Parramatta to the Olympic Peninsula
- Transform the productivity of Western Sydney Through Growth and Investment
- Expand the Global Economic Corridor
- Grow Strategic Centres – providing more jobs closer to home
- Accelerate Housing Supply Across Sydney
- Accelerate Urban Renewal across Sydney - providing homes closer to jobs
- Improve Housing Choice to suit different needs and lifestyle
- Revitalise Sydney's existing suburbs
- Create a network of interlinked, multipurpose, open and green spaces across Sydney
- Create healthy built environments

## **Draft West Central Subregional Strategy**

- Target of 11,500 dwellings to 2036 for Holroyd.
- Housing with access to employment, services and public transport.

## **Living Holroyd: Community Strategic Plan 2013**

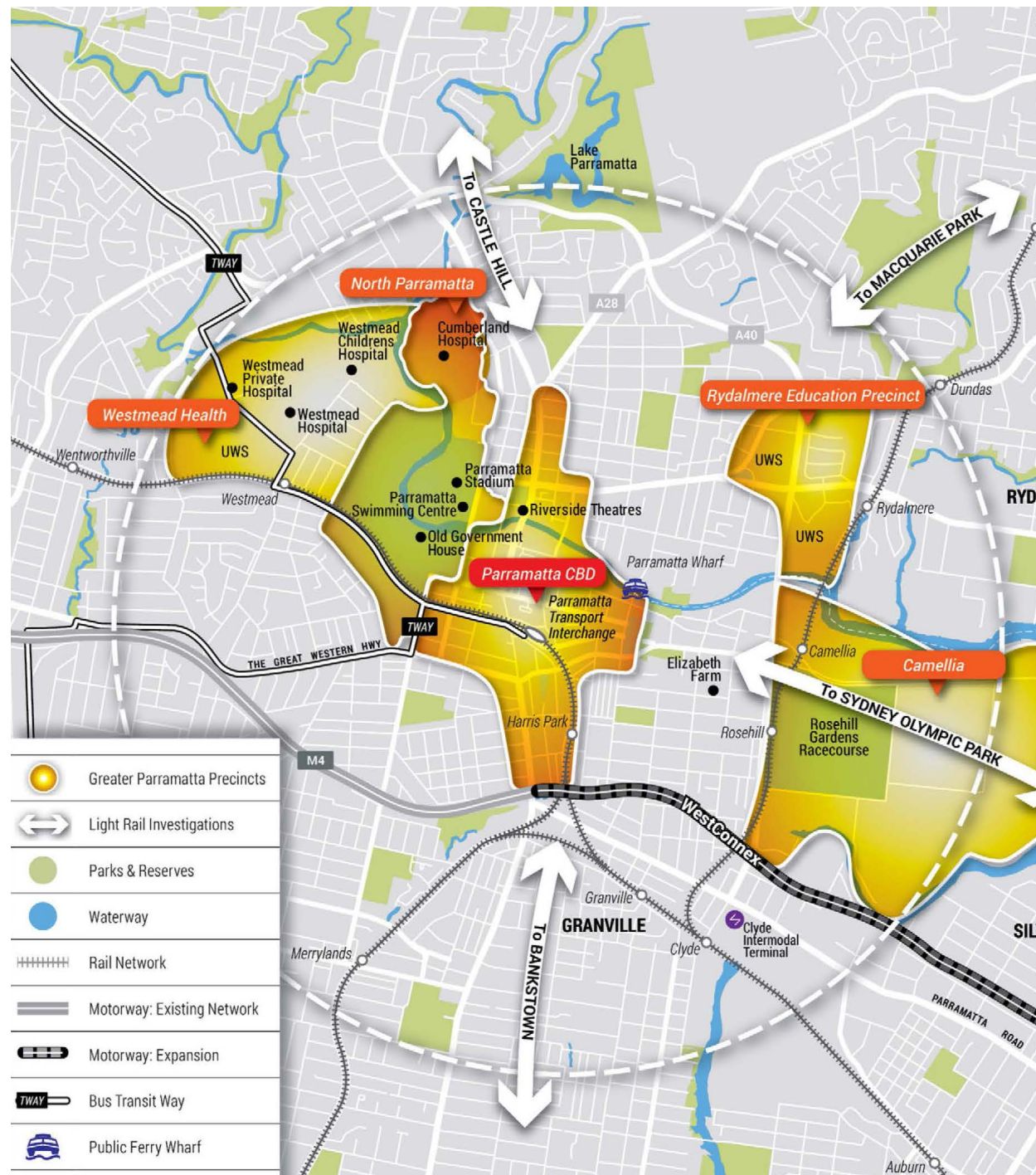
- Provide additional jobs to meet forecast of 8,000 new jobs by 2031 for Holroyd
- Aligns with the Vision for Holroyd
- Contribute to the provision of an extra 11,000 new homes in the next 20 years.
- Meet the Vision objectives of providing new pedestrian and cycle pathways.
- Meeting community concerns around housing and density, the provision of infrastructure and services and supporting the revitalization of surrounding centres, including Merrylands and Parramatta.
- Contribute to the initiatives of the strategic plan
- Meeting the key community outcomes sought through the Community Strategic Plan.

## **Holroyd Residential Development Strategy (RDS) (April 2012)**

- Meeting the identified State governments dwelling targets.
- Ensure that future residential development responds to community needs and expectations.
- Consideration is given to future resident's safety and amenity, especially adjacent the current light industrial uses to the west of the site where conflict between land uses will need to be minimised.
- The site is well connected by bus or pedestrian access to surrounding centres and transit nodes, which would allow the potential development of the site as a high density mixed use development.

# Metropolitan Planning

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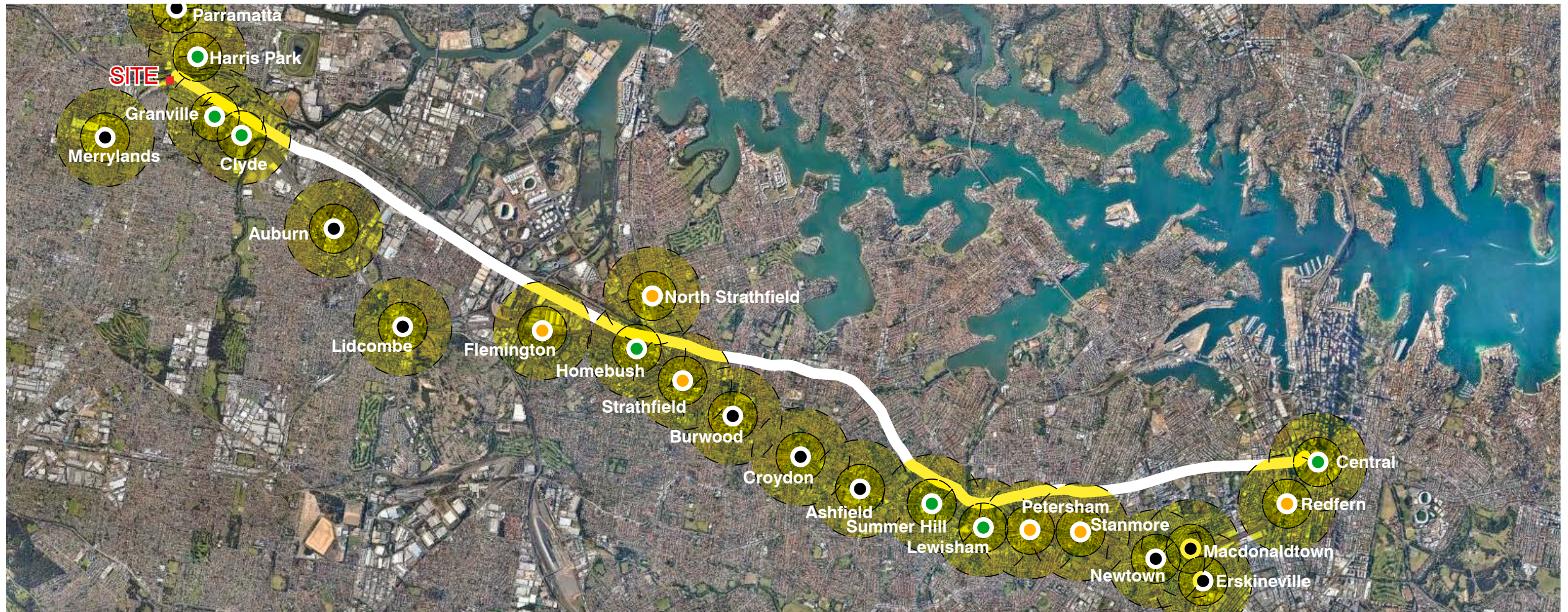
- Focus on growth of this region, including Merrylands, Parramatta and Granville
- Urban Renewal along Parramatta Road Corridor
- Light Rail investigation - Parramatta to Bankstown (likely via Woodville Road adjacent to site)

Extract from Plan for Sydney



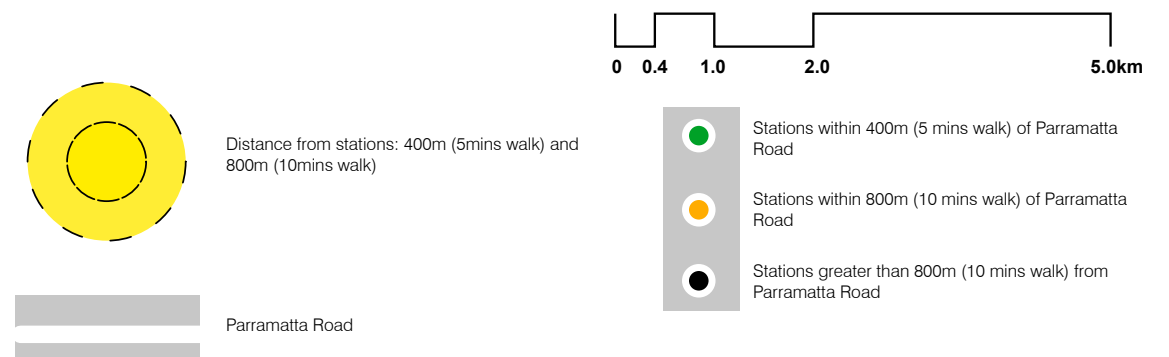
# Parramatta Road Corridor

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– The site is located in one of a few areas where Parramatta Road is close to railway stations (the others being around Homebush, Lewisham and Central). Within the context of the WestConnex renewal of the Parramatta Road corridor, these areas will have particular importance and are suitable for transport oriented development, yield and density

– The site has the opportunity to be Holroyd's gateway site at the western end of the Stage 1 of the Westconnex Project





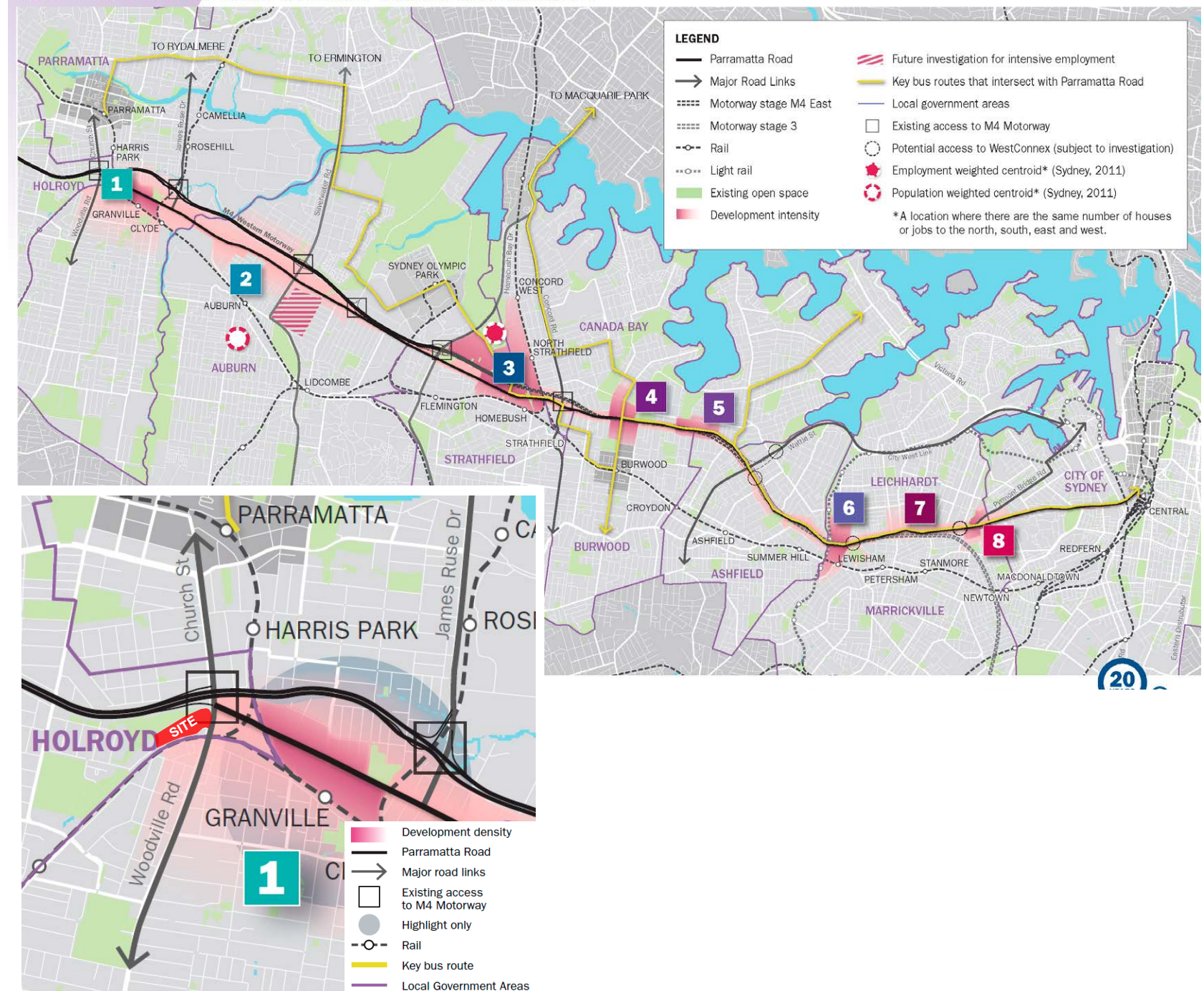
# Draft Parramatta Road Strategy

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## Objectives

- Increase the quantity and diversity of housing, expand transport choices and improve liveability
- Restore the Parramatta Road corridor to enable the improvement of public transport and urban amenity to support growth
- 50,000 new dwellings and 50,000 jobs in the Parramatta Road corridor.
- Street beautification, green corridors, active and public transport, and private investment in quality housing
- The Granville Area Precinct is identified for 26% of the total population growth of the Parramatta Road Corridor, including 16,000 to 19,000 dwellings in the long term

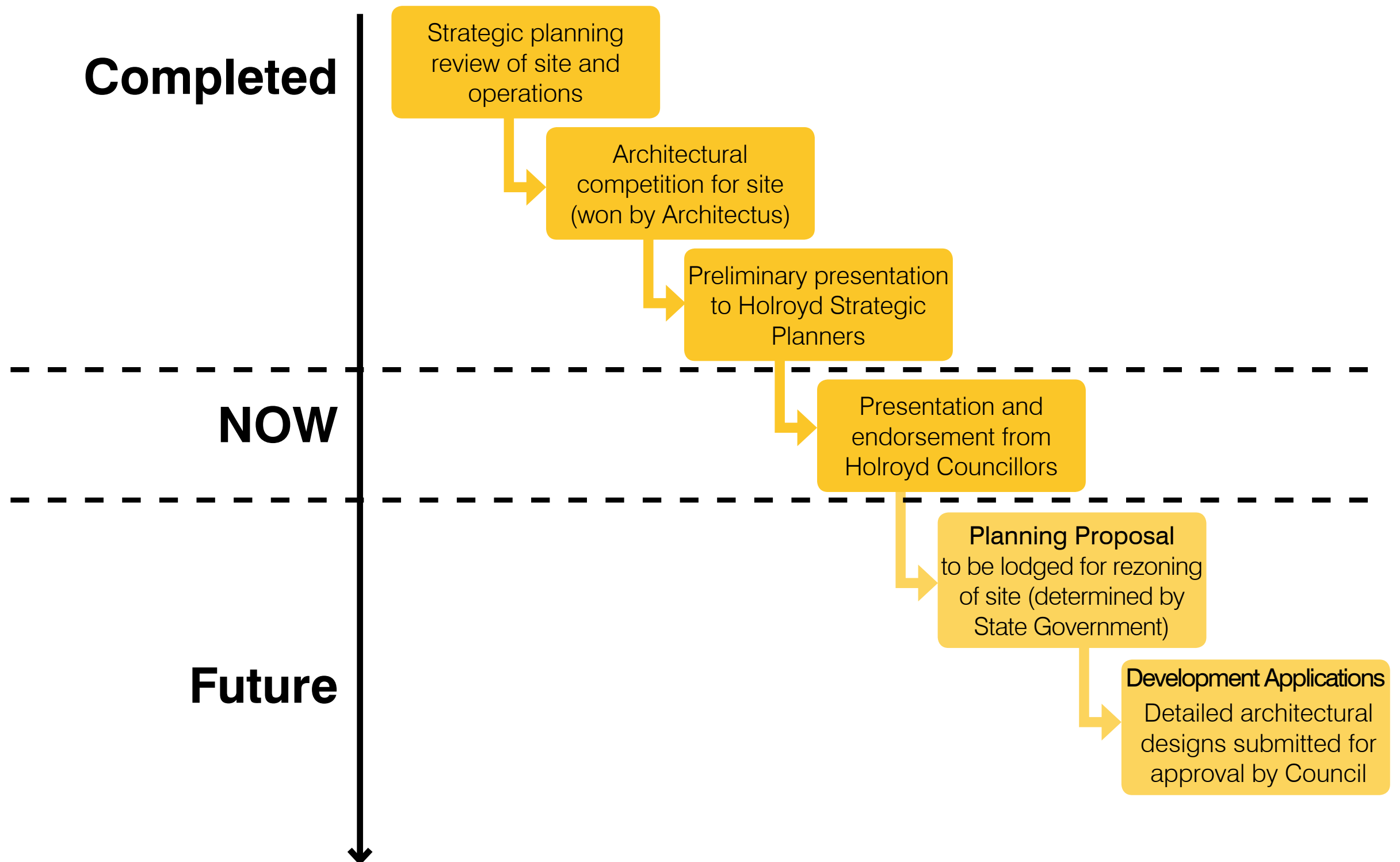
## DRAFT INTEGRATED LAND USE AND TRANSPORT CONCEPT



Granville area precinct

# Rezoning Process

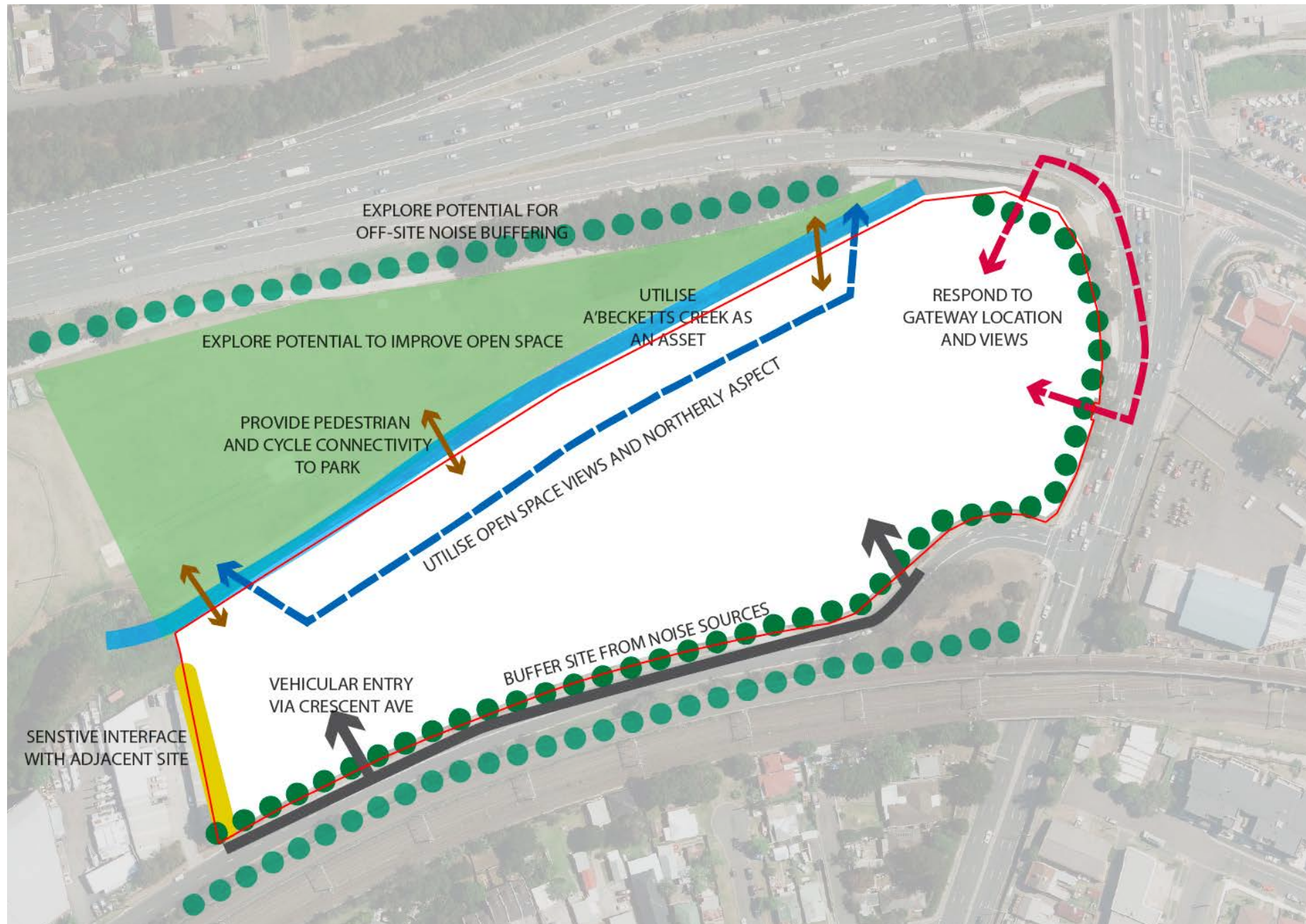
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# Design Principles

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- Explore potential to connect to open space in Sportsground
- Provide pedestrian and cycle connectivity to Sportsground
- Utilise A'Becketts Creek as an asset
- Utilise open space views and northerly aspect
- Respond to gateway location and views
- Buffer site from noise sources and explore potential for off-site noise buffering
- Vehicular entry via Crescent Street
- Sensitive interface with adjacent site



# Local Urban Transformation

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- Merrylands in Holroyd LGA currently permits heights of up to 21 storeys in its core
- There are many recent proposals and significant projects which increase building heights within the local area, including Westconnex, the Draft Parramatta City Centre Planning Framework, Draft Auto Alley Planning Framework and Parramatta Gateway South
- Our masterplan considers both Holroyd and the surrounding urban transformation



# Masterplan Evolution

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Masterplan designs have evolved to:

- Maximise public open space, including connections to Holroyd Sportsground
- Improve cross-site linkages
- Encourage employment uses
- Improve the amenity of residents



# Preferred Masterplan

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# Key Features and Public Benefits

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## Key features:

- Significant new open space links to Holroyd Sportsground and provides amenity for occupants and the wider community
- Well separated tower forms provide additional floorspace which may compensate for significant provision of open space
- Engages and improves the underutilised sportsground areas
- Building forms enjoy northerly aspect with views across open space and Sportsground
- Showroom commercial use provided on-site facing Woodville Road / Parramatta Road
- Potential for public recreation on-site (tennis courts shown)
- Excellent pedestrian/cycle connectivity across site
- Building heights range from 8 storeys to 35 storeys maximum
- Potential for a variety of housing types

## Why this master plan is optimal:

- Largest area of public open space
- Excellent pedestrian connections and permeability
- Maximum building frontage to open space areas
- Superior apartment amenity
- Largest ground level commercial podium on eastern edge of the site
- Good vehicle access and circulation
- On and off-site overshadowing minimised through superior design
- Improved interface with adjoining uses on the western boundary



# Artist Impression Potential Masterplan Design

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# Artist Impression

## Major New Open Space

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- The site is the gateway and a critical component to the growing identity of the Holroyd LGA
- Represents a signature long term development opportunity for the Holroyd Community
- A considered masterplan with significant community benefit
- Highest and best use revitalisation consistent with local and state planning strategies
- High quality extended open space
- A commitment to design excellence
- Experienced and respected team with a strong track record



# Project Team

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Our highly skilled project team understand the critical inputs and drivers to design and deliver a quality masterplan. Each team member has a strong, tested and respected track record of delivering major projects.



- Owner's Representatives
- Development / Project Managers
- Ultimate Delivery Responsibility



- Planning
- Community Engagement

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- Urban design
- Masterplanning
- Architecture