



MELROSE PARK URBAN DESIGN REPORT

PAYCE

AJ+C
ALLEN JACK+COTTIER

scape design

michael woodland consulting pty ltd
policy | planning | advice

PAYCE®

3 APRIL, 2017



MELROSE PARK URBAN DESIGN REPORT

PAYCE



michael woodland consulting pty ltd
policy | planning | advice



Allen Jack+Cottier Architects Pty Ltd
ABN 53 003 782 250

Principals + Nominated Architects
Michael Heenan 5264
Peter Ireland 6661

Sydney Office
79 Myrtle Street Chippendale
NSW 2008 AUSTRALIA
tel +61 2 9311 8222
fax +61 2 9311 8200

architectsajc.com

Date	Revision	Status	Authored
11/02/16	A	For Submission	SAS/GP
29/03/17	B	For Submission	SAS
30/03/17	C	For Submission	JM



01 EXECUTIVE SUMMARY	7		
INTRODUCTION	8		
MELROSE PARK - A SNAPSHOT	9		
02 SITE ANALYSIS	11		
PLANNING CONTEXT	12		
REGIONAL CONTEXT	13		
WATERFRONT URBAN RENEWAL	14		
REGIONAL TRANSPORT CONNECTIONS	15		
CURRENT LOCAL ENVIRONMENTAL PLAN CONTROLS	16		
SIZE AND SCALE - PRECINCT COMPARISON ANALYSIS	17		
EXISTING URBAN FABRIC AND LAND USES	18		
LOCAL FACILITIES	19		
EXISTING CONDITION - SITE PHOTOS	20		
HERITAGE	21		
LAND OWNERSHIP PATTERN	22		
REZONING AREA AND STRUCTURE PLAN AREA	23		
LOCAL CONTEXT + SITE CONDITIONS	24		
OPPORTUNITIES AND CONSTRAINTS	25		
03 MELROSE PARK STRUCTURE PLAN	27		
IDEAS COMPETITION	28		
GUIDING PRINCIPLES	30		
URBAN DESIGN PRINCIPLES	32		
04 THE PROPOSAL	35		
THE PROPOSAL	36		
PUBLIC BENEFITS	38		
GEORGE KENDALL RIVERSIDE PARK MASTERPLAN	39		
		FOCUS AREA - TOWN CENTRE - RETAIL PRECINCT	40
		FOCUS AREA - TOWN CENTRE - EMPLOYMENT HUB	41
		FOCUS AREA - MELROSE CENTRAL PARK	42
		FOCUS AREA - THE COMMON	43
		FOCUS AREA - WHARF ROAD GARDENS	44
		FOCUS AREA - COMMUNITY GARDENS	45
		PUBLIC DOMAIN AND OPEN SPACE NETWORK	46
		STREET HIERARCHY	48
		PEDESTRIAN AND CYCLE CONNECTIONS	49
		STREET SECTIONS	50
		LAND USE	51
		PROPOSED OWNERSHIP	52
		NON-RESIDENTIAL USES	53
		BUILDING HEIGHTS + INDICATIVE ENVELOPES	54
		BUILDING SETBACKS + BUILDING SEPARATION	55
		SITE SECTIONS	56
		SUSTAINABILITY OBJECTIVES	58
		05 PROPOSED PLANNING CONTROLS	63
		LAND ZONING	64
		FLOOR SPACE RATIO	65
		HEIGHT OF BUILDINGS	66
		06 SUPPORTING STUDIES	69
		PROPOSED MASTERPLAN	70
		PROJECT METRICS	71
		SEPP 65 ASSESSMENT	72
		OVERSHADOWING ASSESSMENT - MID-WINTER	74



01 EXECUTIVE SUMMARY

01 EXECUTIVE SUMMARY

INTRODUCTION

Allen Jack+Cottier Architects in association with Scape Landscape Design have been engaged by PAYCE to prepare an Urban Design Report that examines the future development potential of 25ha of Industrial Lands located 6km from the Parramatta CBD (the Site).

To facilitate the renewal of the Site to a vibrant residential and mixed use precinct, PAYCE are seeking to change the existing zoning, height and floor space ratio (FSR) controls of the Parramatta Local Environment Plan (LEP) 2011.

The purpose of the report is to clearly outline the research, methodology and design rationale embodied within the proposed Masterplan for PAYCE's site at Melrose Park.

Planning Process to Date

The Site is located within the City of Parramatta Local Government Area (LGA) and is part of the Parramatta Employment Lands Strategy (ELS) adopted in July 2016. The ELS recommended the preparation of a Structure Plan which considers future uses and opportunities for urban renewal, and does not result in a decrease in employment density.

The City of Parramatta Council recommended that the Melrose Park Precinct be subject to two Structure Plans, the Northern Structure Plan bounded by Victoria Road, Wharf Road, Hope Street and Hughes Avenue, and the Southern Structure Plan bounded by Hope Street, Wharf Road, the Parramatta River and Atkins Road.

The Site subject to this Planning Proposal is part of the Melrose Park adopted Northern Structure Plan. PAYCE own more than 92% of the industrial land within the Northern Structure Plan area. The proposed zoning, height and density fully complies with the Melrose Park Northern Structure Plan.

The Proposal

The proposed development will include approximately 4,900 dwellings in a high density residential environment interspersed with retail, community and child care uses, and a genuine mixed use Town Centre providing retail, commercial, community, a child care centre, affordable housing and plaza spaces. All this will be supported by a series of high quality public spaces totalling 3.4ha which are to be dedicated to Council.

As per the ELS recommendations, the proposed development will create at least 1,500 full-time jobs in high quality modern commercial and retail spaces within the Town Centre.

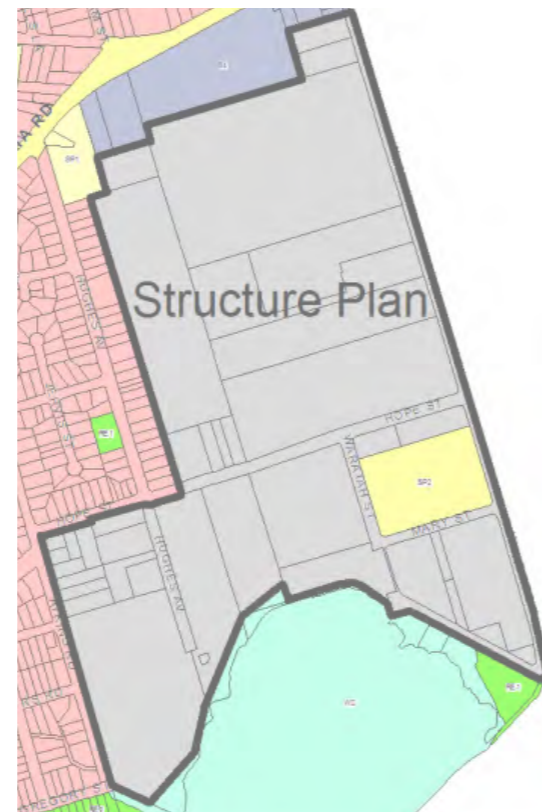
Public Domain and Public Benefit

The Proposal includes over \$100 million of public benefits in new community facilities, public open spaces, new public domain and contributions. In addition to the new public open spaces that will be provided within the development, contributions of over \$30 million will be made towards George Kendall Reserve and \$1.3 million towards the Parramatta River Cycleway. Within the development, tree-lined pedestrian focused streets will create a permeable and walkable network through the Site and will weave the Proposal into its existing urban fabric.

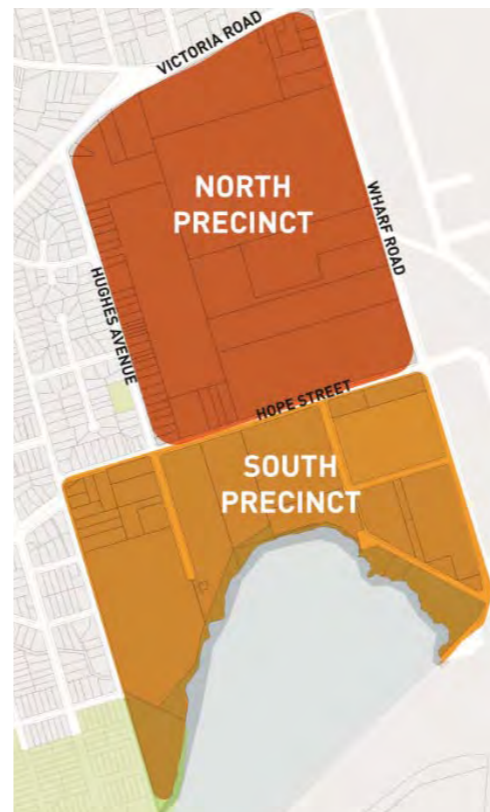
The project team look forward to working with Council to further refine and develop this exciting and unique urban renewal opportunity.



The Proposal (Artist's Impression of PAYCE site).



ELS Recommended a Structure Plan be Prepared. (Source: ELS 2016.)



City of Parramatta Council Recommended Two Structure Plans. (Source: City of Parramatta Council Minutes 22/08/2016.)



Melrose Park Northern Structure Plan (as formally adopted by the City of Parramatta Council).





02 SITE ANALYSIS

02 SITE ANALYSIS

PLANNING CONTEXT

A Plan for Growing Sydney

A Plan for Growing Sydney is the 20 year strategic plan for the Sydney Metropolitan region. It provides key directions and actions to guide Sydney's productivity, environmental management, and liveability – including the delivery of housing, employment, infrastructure and open space.

The Site at Melrose Park is in close proximity to the Global Economic Corridor, an area of concentrated employment uses which incorporates a large proportion of Sydney's knowledge jobs, including communications, high-tech manufacturing and biotechnology. The State Government therefore prioritises the creation of employment opportunities in land within the Global Economic Corridor.

The Site is also within 2km to the Urban Renewal Corridor along the T1 heavy rail line. The State Government aims to use urban renewal to help meet the demand for new housing in Sydney over the next 20 years by increasing housing close to centres and public transport networks, making it easier to walk or cycle to shops, transport and services. Urban renewal includes upgrading infrastructure, streets and the public domain.

West Central Regional Plan

In 2016 the Greater Sydney Commission released the Sydney District Plans into public exhibition. They help to set out how A Plan for Growing Sydney will apply to local areas and target the areas of productivity, livability and sustainability.

The Site sits within the Central West Region, the Region which will see the highest population growth in Sydney and will lead the transformation of Greater Sydney and the national economy from industrial to innovation technologies.

Employment Lands Strategy

The Employment Lands Strategy (ELS) was commissioned by the City of Parramatta Council to determine the future of industrial lands within the LGA. For Melrose Park, it recommended the preparation of a Structure Plan which considers future uses and opportunities for urban renewal, and does not result in a decrease in employment density.

Structure Plans

The City of Parramatta Council recommended that the Melrose Park Precinct be subject to two Structure Plans in recognition of PAYCE's significant landholdings in the northern part of the precinct and the progress of PAYCE's Structure Plan at the time.

Council adopted the Melrose Park Northern Structure Plan in December 2016. The Site forms part of this Structure Plan. For more information, see chapter 3.

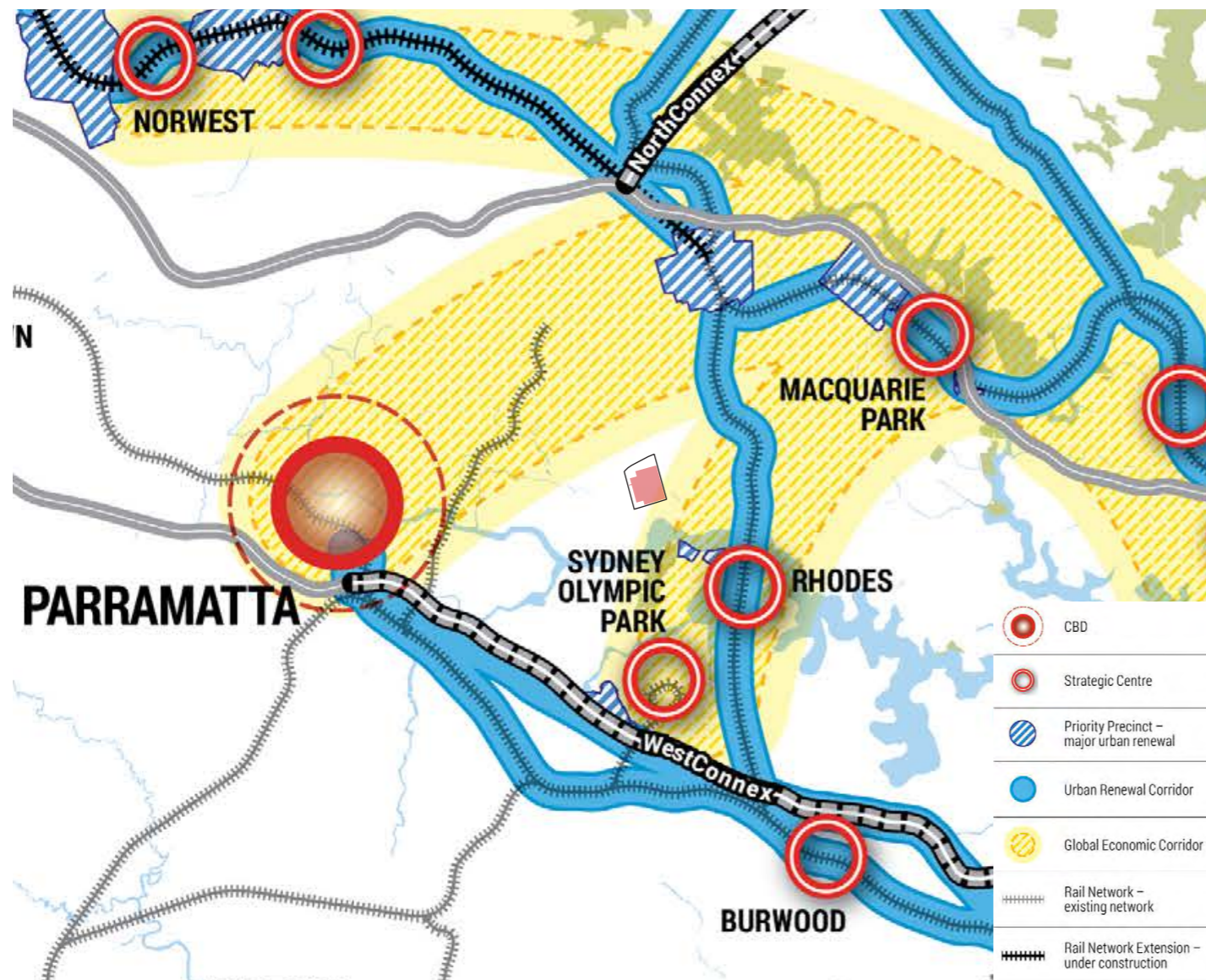
City of Parramatta Local Environmental Plan 2011 and Development Control Plan 2011

The Site is located within the City of Parramatta Local Government Area (LGA) and is therefore subject to the Parramatta Local Environmental Plan 2011 (LEP) and Parramatta Development Control Plan 2011 (DCP).

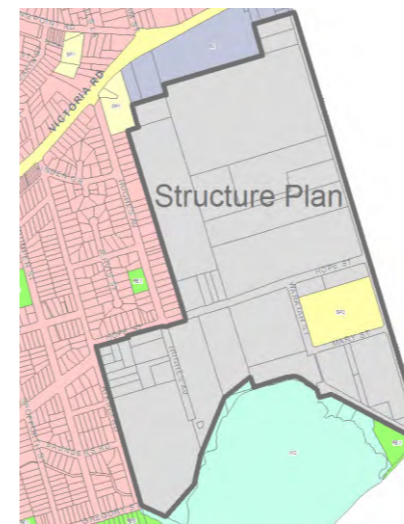
As part of the NSW Environmental Planning and Assessment (EP&A) Act 1979, LEPs carry statutory weight and make planning provisions in accordance with the relevant environmental planning instrument under section 33A of the Act. This Planning Proposal seeks to vary the land zoning, height of buildings and floor space ratio (FSR) provisions of the Parramatta LEP 2011.

Under the LEP the Site is currently zoned IN1 (general industrial), has a maximum height control of 12m, a maximum ratio FSR of 1:1 and includes a local heritage item.

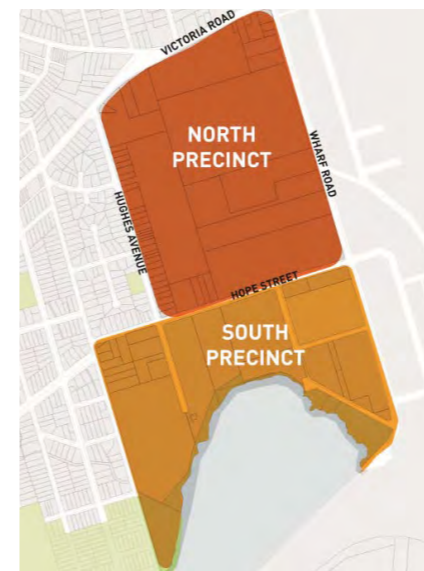
The design team looks forward to working with the City of Parramatta Council to create a new Site-specific DCP for the Site. It is envisaged that the new DCP will broadly reflect and reference the existing DCP for Parramatta, adjusting for specific Site conditions where required.



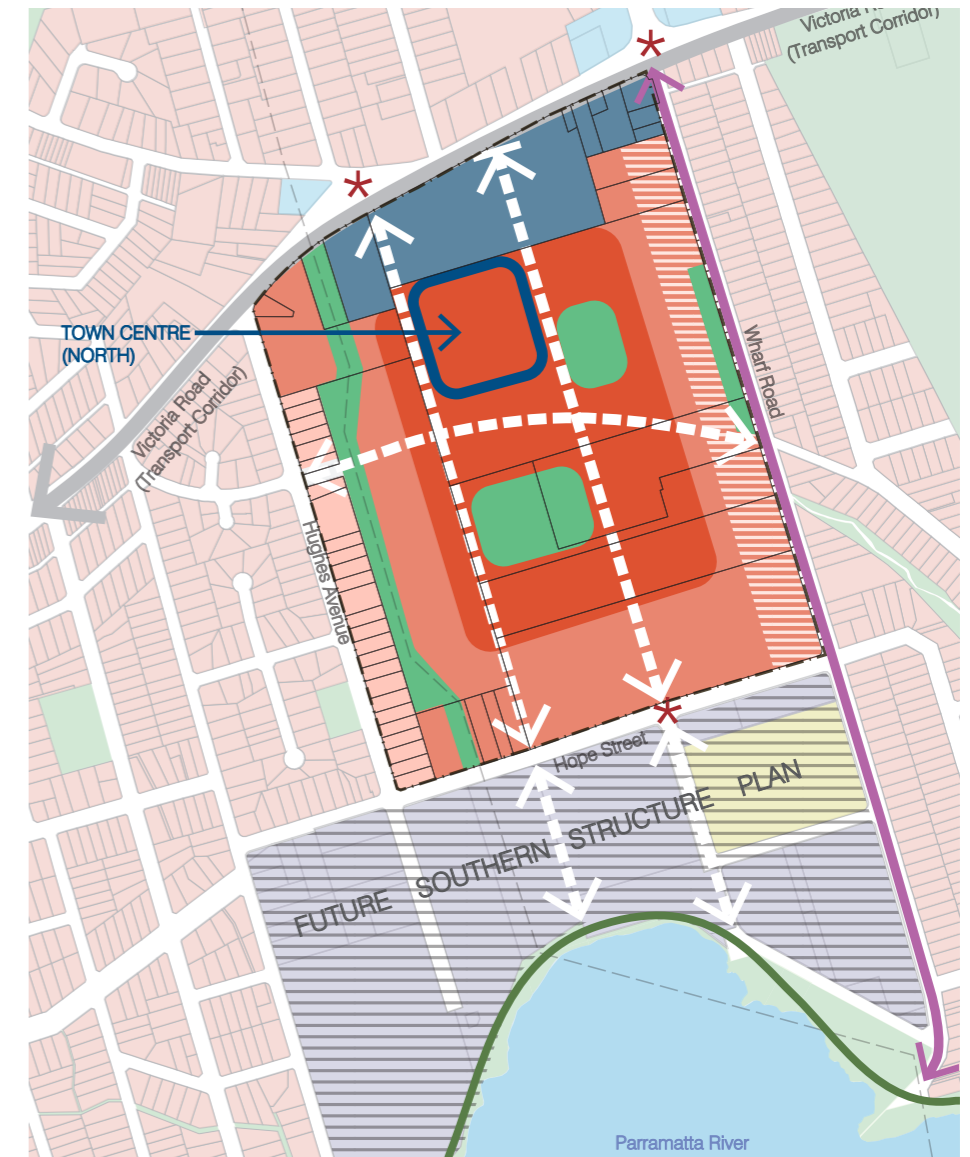
A Plan for Growing Sydney. (Source: www.planning.nsw.gov.au)



ELS Recommended a Structure Plan be Prepared. Source: ELS 2016.



City of Parramatta Council Recommended Two Structure Plans. (Source: City of Parramatta Council Minutes 22/08/2016.)



Melrose Park Northern Structure Plan (as adopted by the City of Parramatta Council).

The Site is located 6km east of the Parramatta City Centre and 15km west of the Sydney CBD.

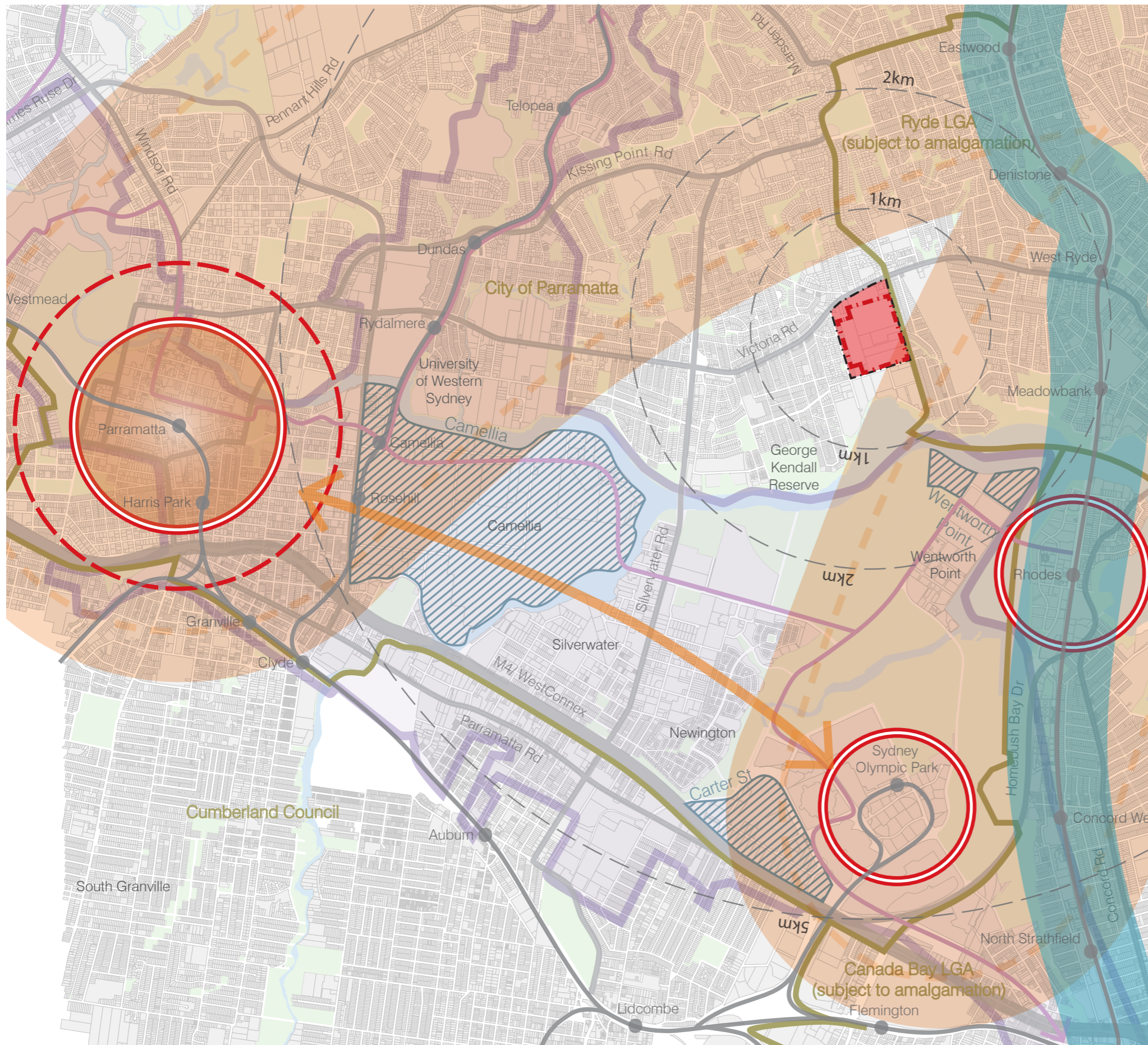
Melrose Park is located along the northern banks of the Parramatta River, 6km east of the Parramatta CBD and north and east of the Greater Parramatta and Olympic Peninsula Urban Renewal Area (GPOP). Parramatta has been formally recognised as Sydney's Second CBD and is expected to become 'Australia's Next Great City.'

An analysis of the regional context has identified the following key considerations:

- + The Site at Melrose Park is located on and adjacent to the Global Economic Corridors to Parramatta and Sydney Olympic Park;
- + The eastern edge of the Site forms the boundary between the Parramatta LGA and the Ryde LGA (Wharf Road);
- + The Site is in within 2km of both the Meadowbank and West Ryde train stations. This heavy rail corridor has been identified as a future urban renewal corridor;
- + Surrounding remnant industrial sites at Camellia, Carter Street and Wentworth Point have been identified by the State Government as Priority Precincts for Urban Renewal and Urban Transformation; and
- + The region contains an excellent network of Regional Parks and open spaces that traverse the banks of the Parramatta River.

The Site at Melrose Park presents:

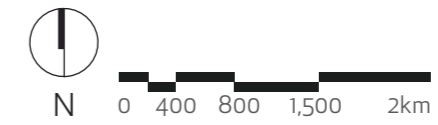
- + A significant opportunity for urban renewal that is located close to the jobs and infrastructure generated by the Global Economic Corridor;
- + A significant opportunity for urban renewal that has excellent access to the amenity of the Parramatta River and its associated network of regional parks and open space.



Legend

	Northern Structure Plan Boundary		Future Light Rail**
	Cadastral		Greater Parramatta to Olympic Peninsula Urban Renewal Area
	Public Open Space		Strategic Centre*
	Priority Precinct*		CBD*
	Urban Renewal Corridor*		Greater Parramatta to Olympic Peninsula Urban Renewal Area
	Global Economic Corridor - concentrated employment and economic activity*		
	LGA Boundaries		
	Major Roads		
	Heavy Rail Line and Stations		

* Source: A Plan for Growing Sydney 2014.
 ** Source: Transport for NSW March 2017.



Regional Context