

SITE OPPORTUNITIES

- + Opportunity to connect and integrate a previously closed-off industrial site with the existing residential neighbourhood;
- + Opportunity for urban renewal that is complementary to the existing residential land uses directly adjoining the Site and surrounding context;
- + Investigate improved bus service and connectivity opportunities to Meadowbank Train Station and Meadowbank Ferry Wharf;
- + Improved pedestrian and cycle accessibility to the Parramatta River and Regional Open Space network;
- + Improved road networks and through-site connectivity between Hughes Avenue and Wharf Road;
- + Opportunity to provide additional public open space and an attractive pedestrian- focused street network;
- + Opportunities for shared open spaces with Melrose Park Public School;
- + Investigate opportunities for commercial and retail uses to improve the vitality and mix of land uses in the local area and increase employment densities by the creation of jobs;
- + Opportunity for the provision of community facilities (such as a multi-purpose facility); and
- + Opportunity to connect into the existing cycle routes.

SITE CONSTRAINTS

- + High voltage power line and associated easements;
- + Reliance on bus services for public transport, although there is an opportunity to augment the existing public transport;
- + The intersection at Kissing Point Road and Victoria Road has potential capacity issues;
- + Investigate capacity of existing intersections at Wharf Road/Victoria Road and Hughes Avenue/Victoria Road; and
- + Existing topography and level changes across the Site result in abrupt changes in level and large retaining walls. The Site will require significant re-grading, with particular attention paid to the interface with the existing neighbourhood.



03 MELROSE PARK NORTHERN STRUCTURE PLAN

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IDEAS COMPETITION

Prior to the development of a Structure Plan in 2015, PAYCE invited four leading design teams to explore innovative and creative ideas for the future of Melrose Park.



TURNER + ASSOCIATES

The key features of the proposal are:

- + A vibrant mixed use town centre in the core of the Site;
- + A new north south avenue that links Victoria Road to the Parramatta River;
- + Landmark towers located around open space; and
- + A range of interconnected active and passive open spaces throughout the Site.



URBIS

The key features of the proposal are:

- + Adaptive re-use of existing warehouses for retail and civic uses;
- + A linear park along Wharf Road;
- + Maximum development capacity alongside amenity; and
- + View corridors as a tool to connect open spaces and program across the Site.



KOICHI TAKADA ARCHITECTS

The key features of the proposal are:

- + A central open space linking Victoria Road to the Parramatta River;
- + Two strong North - South Avenues lined with seasonal trees;
- + A commercial and retail hub with an address to Hope Street; and
- + A road network that prioritises pedestrians over cars.



ALLEN JACK+COTTIER

The key features of the proposal are:

- + A compact urban square edged with retail located near the corner of Wharf Road and Hope Street;
- + Multiple open spaces across the Site including a Village Green, Community Sports and Adventure Play;
- + A Melrose Green Link along the western boundary with community gardens and a skate park; and
- + Commercial/Retail uses along the western boundary to sustain employment generating uses.

Key ideas from all schemes informed and were incorporated in the final Structure Plan for the Northern Precinct.

Melrose Park aims to be the Benchmark Contemporary Urban Renewal for Parramatta



NEW PARKS

NEW EXPERIENCES

NEW PLACES

NEW WORKING

NEW HOUSING CHOICES

NEW IDENTITY

03 MELROSE PARK NORTHERN STRUCTURE PLAN

GUIDING PRINCIPLES

The adopted Northern Structure Plan was informed by the following Guiding Principles which align closely to relevant Goals in The Plan for Growing Sydney (2014), Council's adopted Employment Lands Strategy (ELS) and endorsed Planning Principles for Melrose Park.

Strategic Context

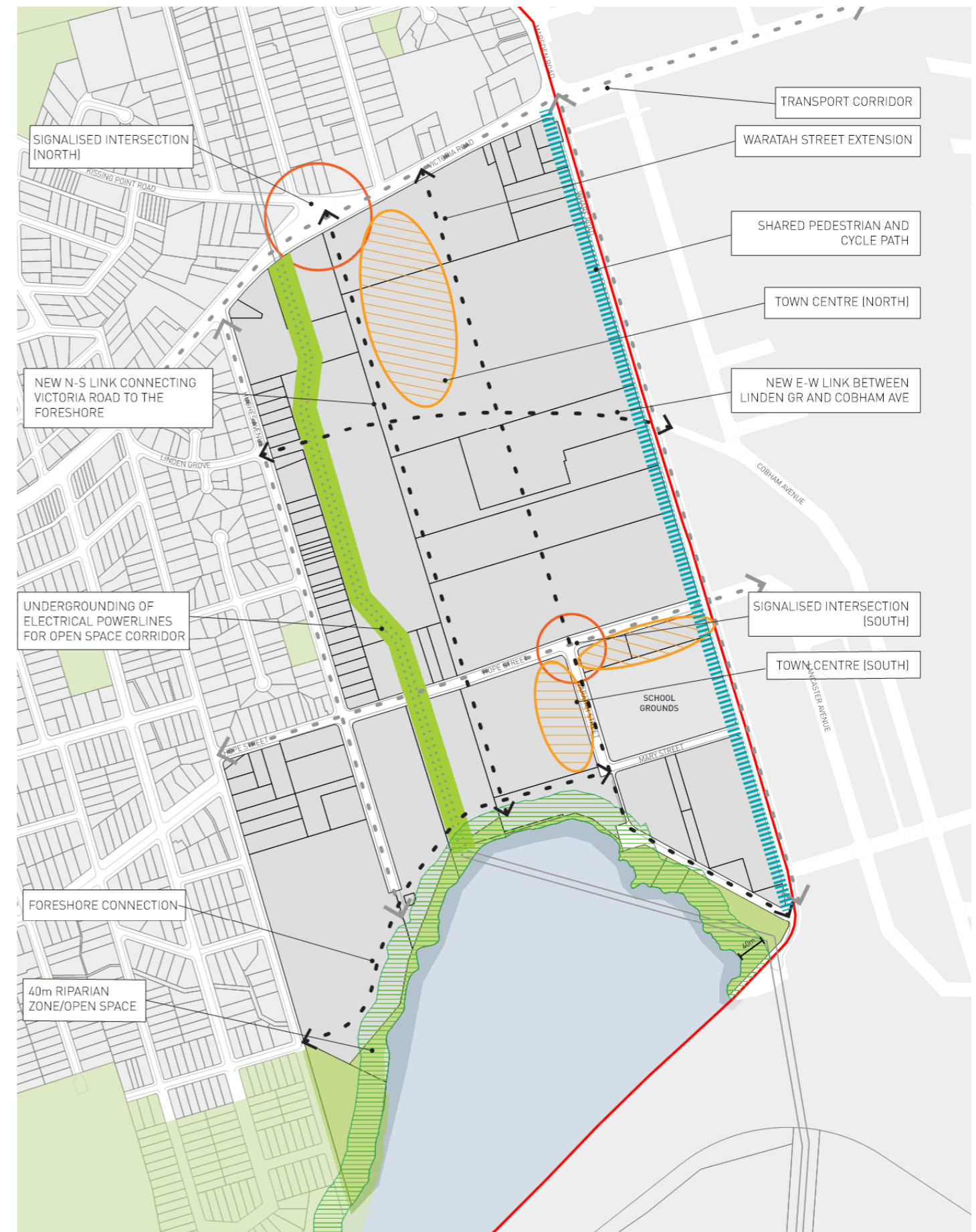
- + Melrose Park is the missing link to supporting the urban renewal in Greater Parramatta and Western Sydney along the Parramatta River – the Site is located 15 minutes from the Parramatta CBD, adjoins the extended Global Economic Corridor and is on the doorstep of Sydney Olympic Park;
- + The Site will create a new Town Centre providing higher order employment uses including office and retail, which will service the existing and future population and will support surrounding strategic centres such as Greater Parramatta, Macquarie Park, Rhodes and Sydney Olympic Park.

Urban Renewal in the Right Location

- + The Site has the potential to deliver accelerated urban renewal by providing new housing and employment close to Parramatta and other strategic centres;
- + The Site is on Victoria Road which is a strategic transport corridor link from Parramatta to the Sydney CBD;
- + The Masterplan will deliver urban renewal outcomes promoting increased housing choice and affordability and public benefits.

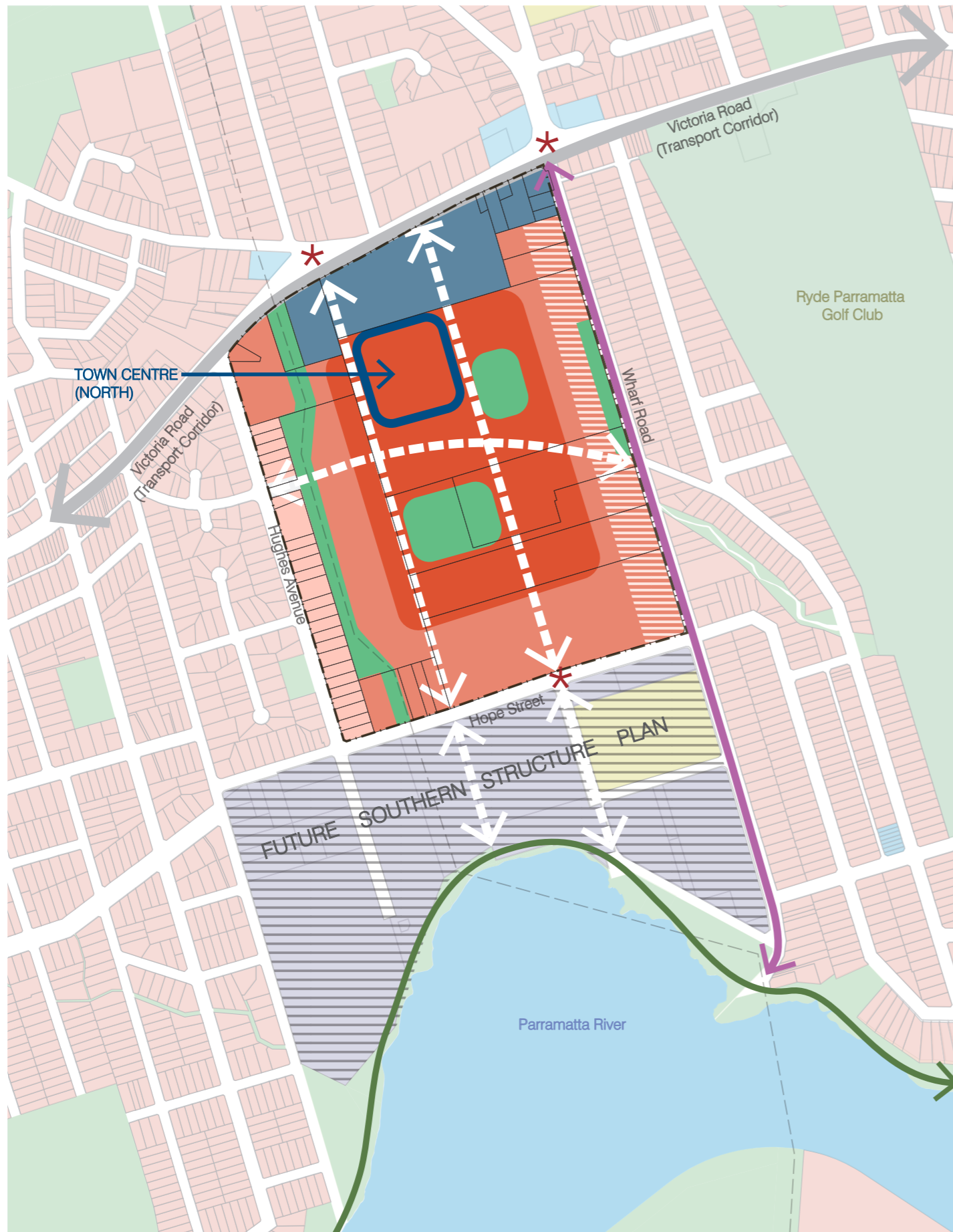
Creating New Employment Opportunities

- + The Proposal can revitalise outdated industrial land to a contemporary urban environment with sustainable future employment opportunities, ensuring the number of full-time jobs provided on the Site exceeds the employment targets;
- + The Site has the ability to potentially retain existing major tenants within the pharmaceutical industry to potentially support the health cluster at Westmead and Rydalmere;
- + The employment feasibility for the Proposal is supported by an evidence based analysis of employment profile, industry trends, transport, traffic, employment densities and future projections.

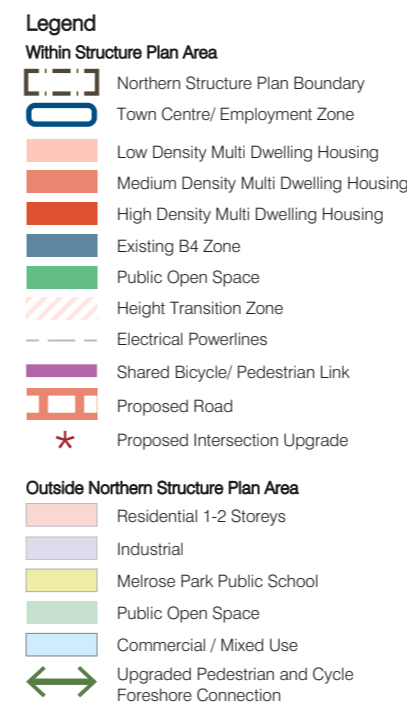


City of Parramatta Council's Melrose Park Structure Plan Principles - Endorsed Planning Principles Diagram

(Source: City of Parramatta Council Agenda of Council - 22 August 2016, Attachment 1)



Adopted Melrose Park Northern Structure Plan



Creating New Communities

- + Revitalise and breathe new life into Melrose Park and the surrounding locality by developing a contemporary urban environment;
- + Potential for new or improved green links, parks, better streets and surrounding infrastructure, improved permeability to the river/open spaces and foreshore upgrades to community land;
- + The provision of affordable housing.

Connected Urban Renewal

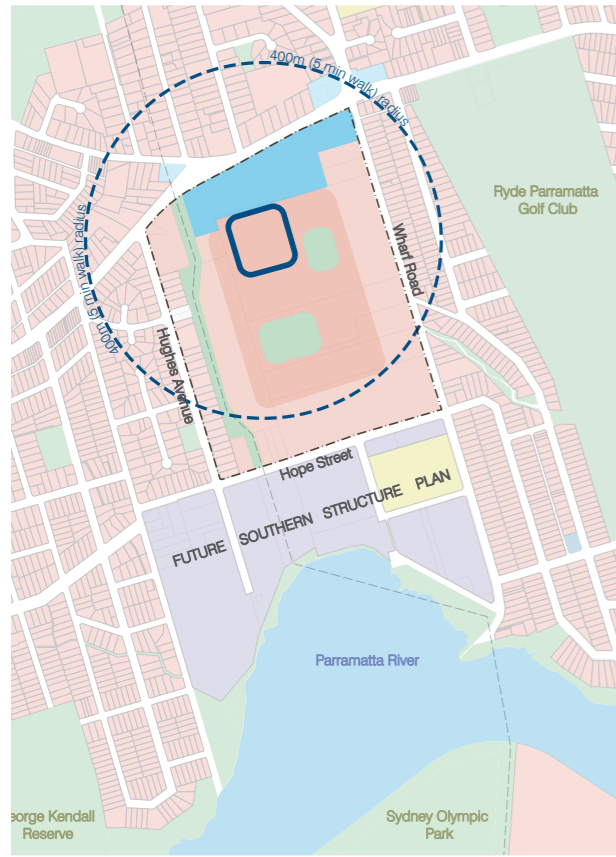
- + Key north-south and east-west connections forming the basis of the future road network;
- + The upgrade of vehicular access points and key intersections;
- + Rationally distribute traffic to minimise impacts and incorporate measures to reduce car reliance;
- + Re-connection to the Parramatta River and George Kendall Reserve and providing future long term opportunities to connect to Sydney Olympic Park;
- + Functional and convenient vehicular, pedestrian and cycling connections.

Well-Mannered and Environmentally Conscious

- + Comprehensive consideration of environmental impacts affecting the Site;
- + The Proposal will embrace world's best practice urban design and leading sustainability measures;
- + Development will be tailored to allow sensitive interface with neighbours.

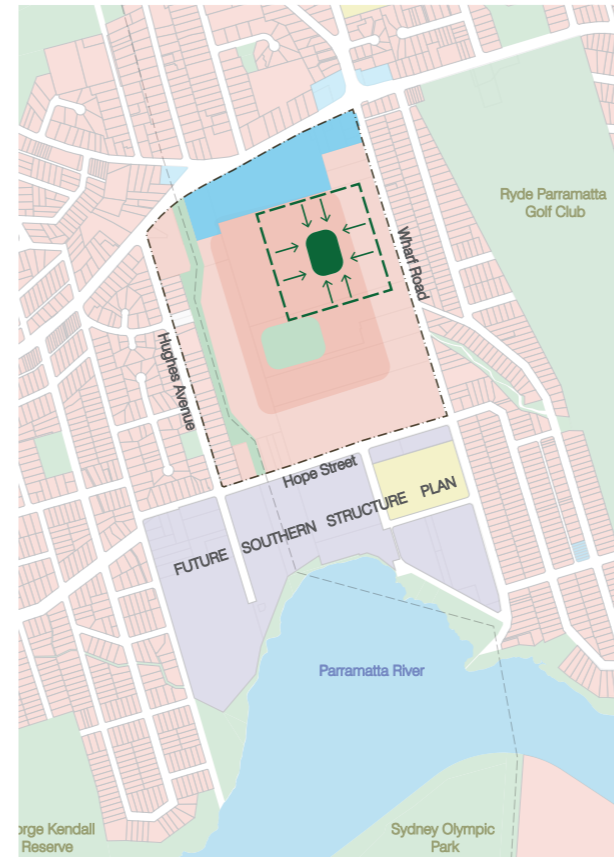
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URBAN DESIGN PRINCIPLES



A Centre of Activity

The new Town Centre will become an activity hub for employment, retail, commercial and community uses, ensuring the right mix of land uses are provided to nurture an active and sustainable community.



'The Common' Precinct

Create a secondary open space precinct that can be co-located with community facilities that could potentially be shared with Melrose Park Public School.



A New Melrose Central Park

Provide a central public open space that will provide a ranged recreational opportunities for the local area.



Green Connections

Establish a network of open spaces throughout the Site that provide opportunities for a range of active and passive recreational opportunities.