



55-67 Parramatta Rd
& 12-24 Powell St, Homebush
Planning Proposal

Urban Design Report

Prepared for Walker Homebush Pty Ltd

April 2018

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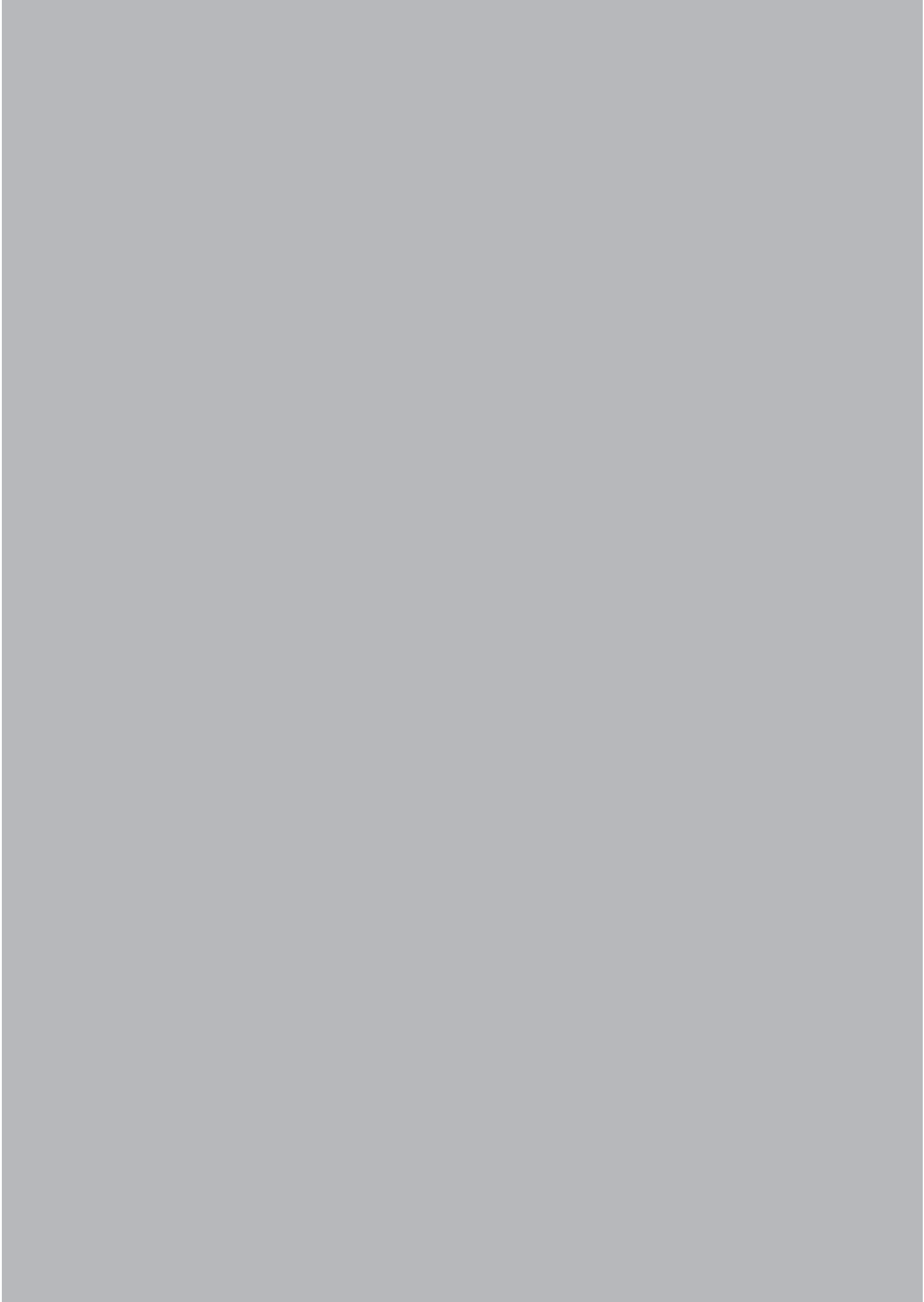
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1.0 THE SITE

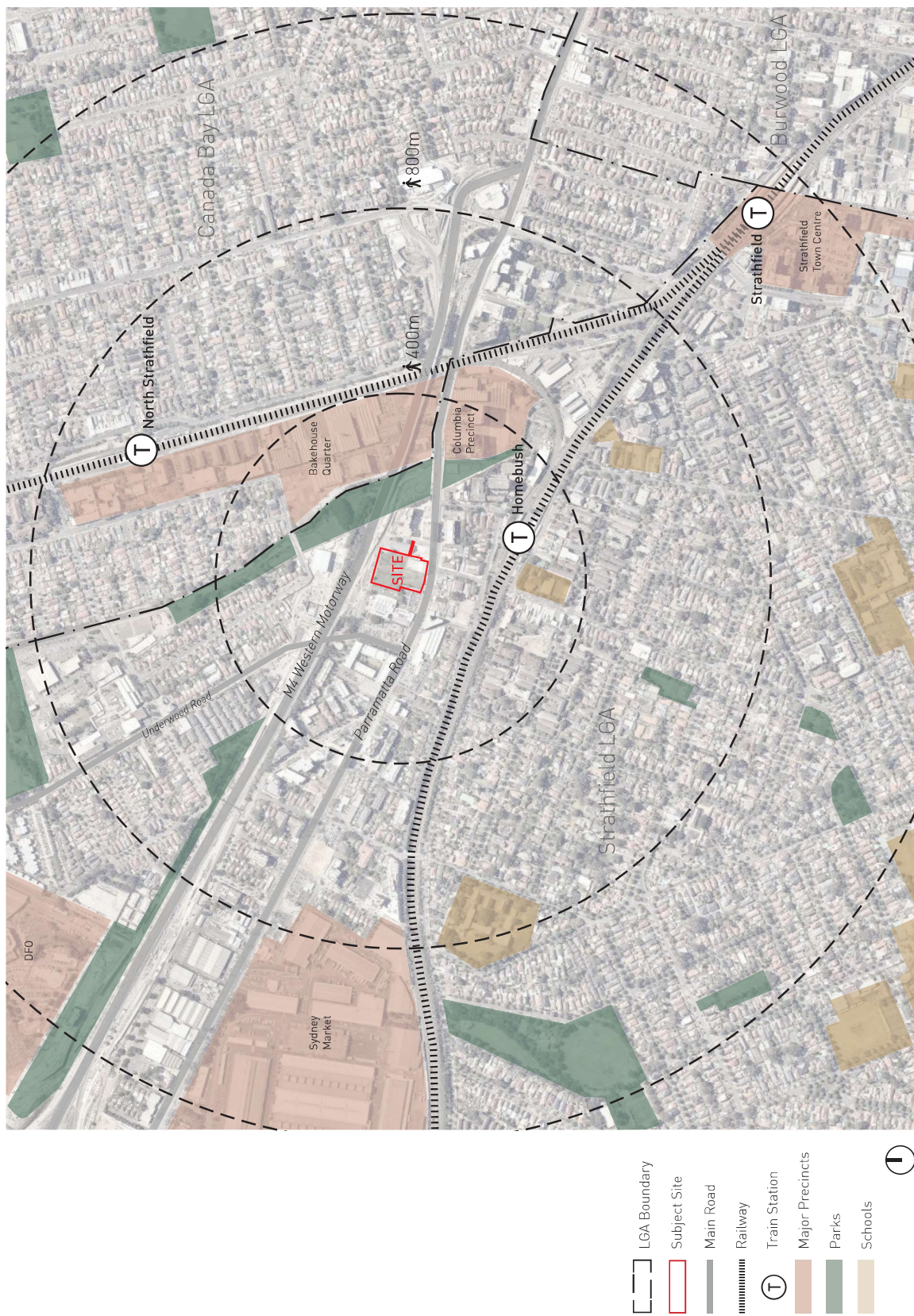
1.1 INTRODUCTION



The site is located at 55-67 Parramatta Road and 12-24 Powell Street, Homebush. The site is approximately 200 metres from Homebush Railway Station and 900 metres from North Strathfield Station. Nearby are the communities of Sydney Olympic Park, being 2.5 kilometres north, and Parramatta CBD, being 9.2 kilometres to the west.

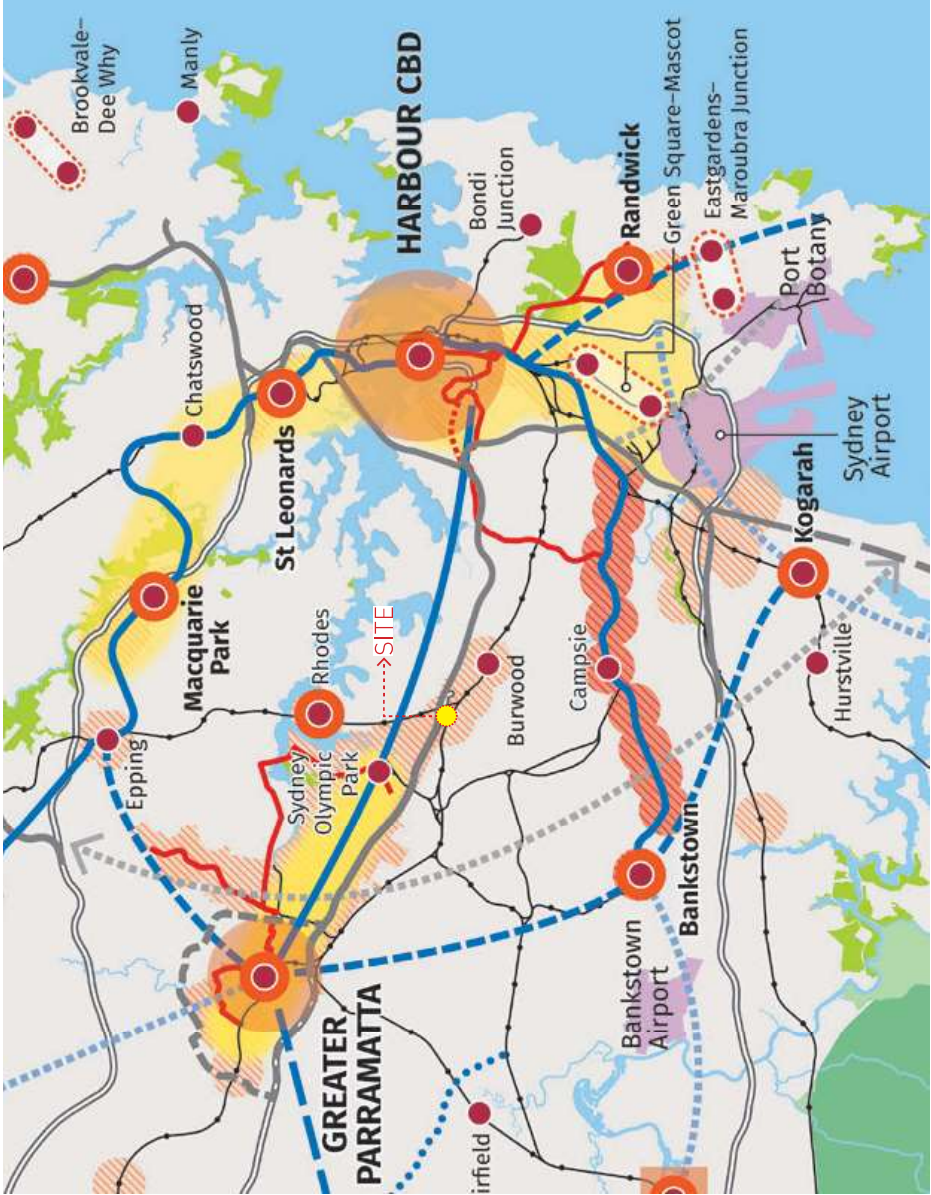
The site has an area of 7,518m² and is largely vacant, except for the Homebush Theatre, a neglected local heritage item positioned to the south-east corner of the site.

1.2 SITE CONTEXT



1.3 DRAFT GREATER SYDNEY STRUCTURE PLAN

	Metropolitan City Centre
	Metropolitan City Quarter
	Health and Education Precinct
	Strategic Centre
	Economic Corridor
	Trade Gateway
	Western Sydney Employment Area
	Land Release Area
	Transit Oriented Development
	Urban Renewal Area
	Priority Growth Area Investigation
	Urban Investigation Area
	Urban Area
	Protected Natural Area
	Metropolitan Rural Area
	Major Urban Parkland and Reserve
	Visionary Parkland and Reserve
	Waterways
	Train Station
	Committed Train Link
	Train Link / Mass Transit Investigation 0-10 years
	Train Link / Mass Transit Investigation 10-20 years
	Train Link / Mass Transit Visionary
	Freight Rail Investigation
	Light Rail
	Light Rail Investigation
	Motorway
	Committed Motorway
	Road Investigation 0-10 years
	Road Investigation 10-20 years
	Road Visionary



The site is within the Homebush, Strathfield, Burwood Planned Precinct of the Parramatta Road Corridor urban renewal area, and is also part of the Greater Parramatta and Olympic Park Growth Area (GPPOP). These two areas are the subject of state strategic planning processes.

Diagram above: Draft Greater Sydney Structure Plan 2054 - the three

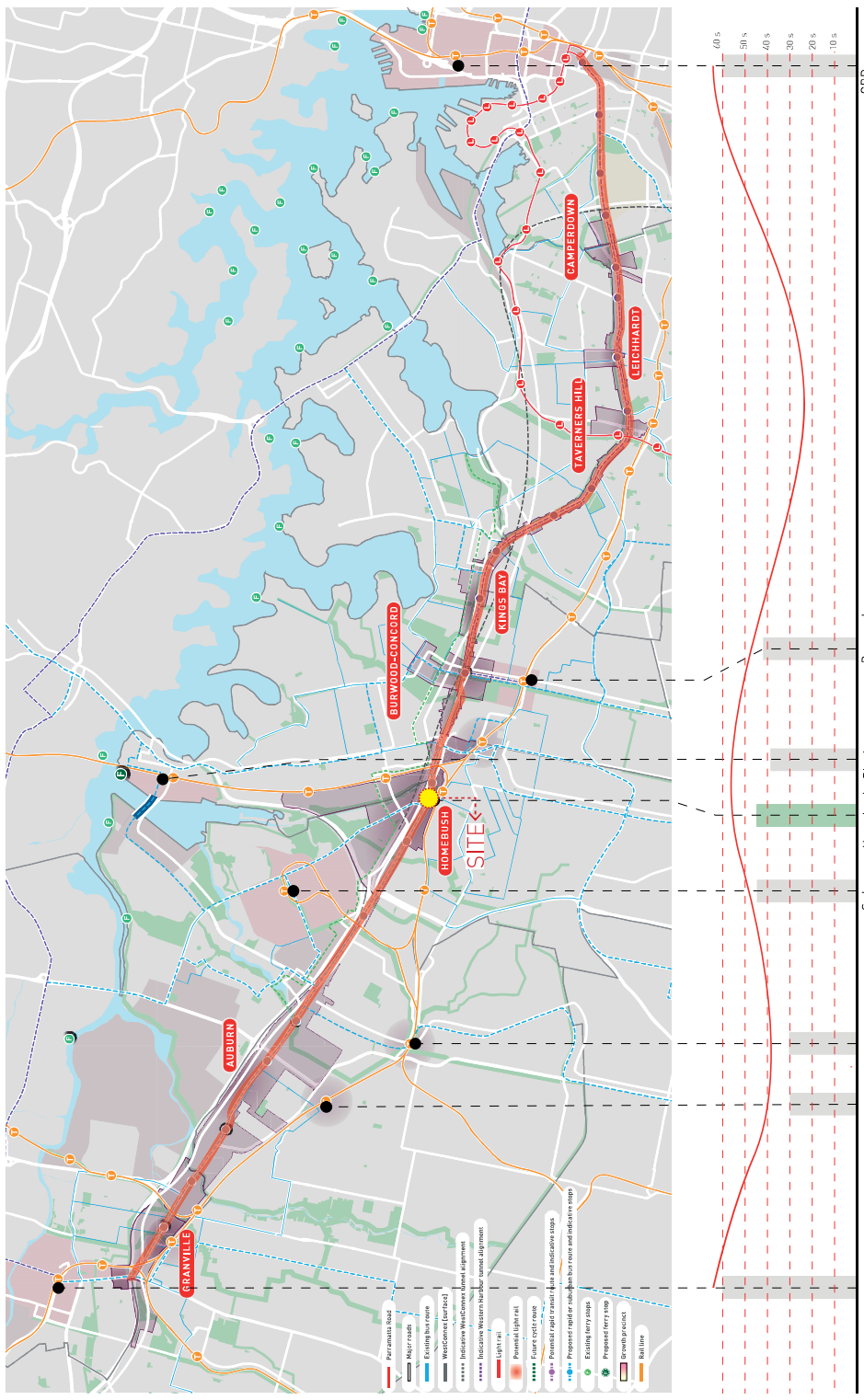
1.4 PARRAMATTA ROAD CORRIDOR URBAN TRANSFORMATION STRATEGY

The 2016 Parramatta Road Corridor Urban Transformation Strategy (PRCUTS) identified a series of urban renewal precincts. The progressive implementation of PRCUTS and GPOP will transform this part of Sydney into a higher density urban area.

The site area is located within the Homebush Precinct and is well connected to public transport and a network of open space and 'green' linkages.

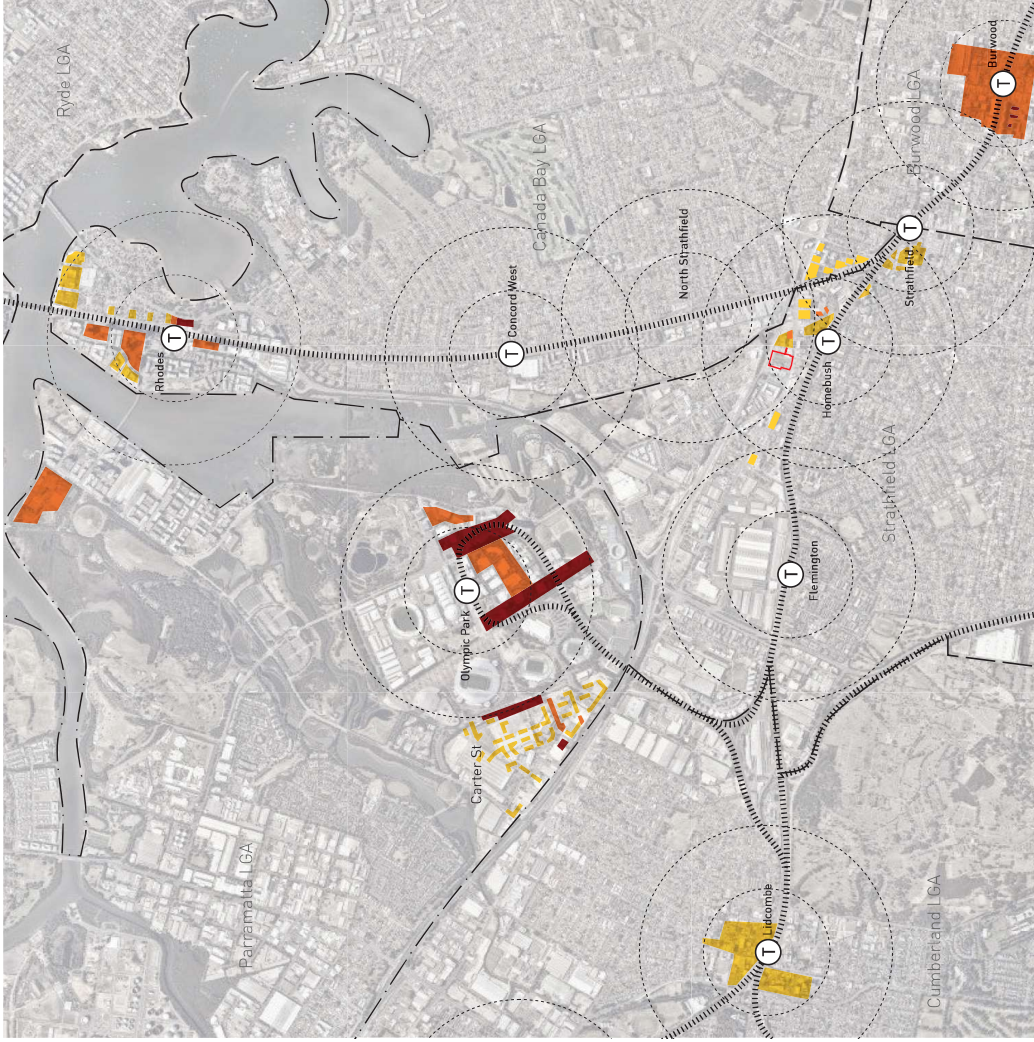
Diagram base map: Integrated Land Use and Transport Concept, Parramatta Road Corridor Urban Transformation Strategy (November 2016)

- Note: Heights shown include those within:
- Current Local Environmental Plans (LEPs);
 - Sydney Olympic Park Master Plan 2030 (2016 Review)
 - Rhodes East Priority Precinct Investigation Area-Planning Report (September 2017)
 - Planning proposal (Rhodes Station Precinct) - with P&E for Gateway determination.
 - Planning proposal (42-50 and 52-60 Railway Parade, Burwood) - approved at Gateway and with RPA for implementation.



Projected building height transition between Sydney CBD and Parramatta

1.5 CURRENT PERMITTED HEIGHT IN THE REGIONAL CONTEXT



T Railway station (5mins/400m and 10mins/800m walking distances shown)

Planned 10 - 20 storeys (30m-60m)

Planned 20 - 30 storeys (60m-90m)

Planned 30 - 45 storeys (90m +)

Note: Heights shown include those within:

- Current Local Environmental Plans (LEPs);
- The Strathfield Triangle Development Control Plan;
- The Carter Street Urban Activation Precinct Planning Report (February 2014);
- Sydney Olympic Park Master Plan 2030 (2016 Review)
- Rhodes East Priority Precinct Investigation Area-Planning Report (September 2017)
- Planning proposal (Rhodes Station Precinct) - with P&E for Gateway determination.
- Planning proposal (17-35 Parramatta Road, Homebush) - on exhibition with Planning Panel RPA for implementation.
- Planning proposal (42-50 and 52-60 Railway Parade, Burwood) - approved at Gateway and with RPA for implementation.
- Planning proposal (Stage 2, 11-17 Columbia Lane, Homebush) - on exhibition with Planning Panel

1

The diagram (left) shows the current permitted height in the area adjacent to Homebush Railway Station.

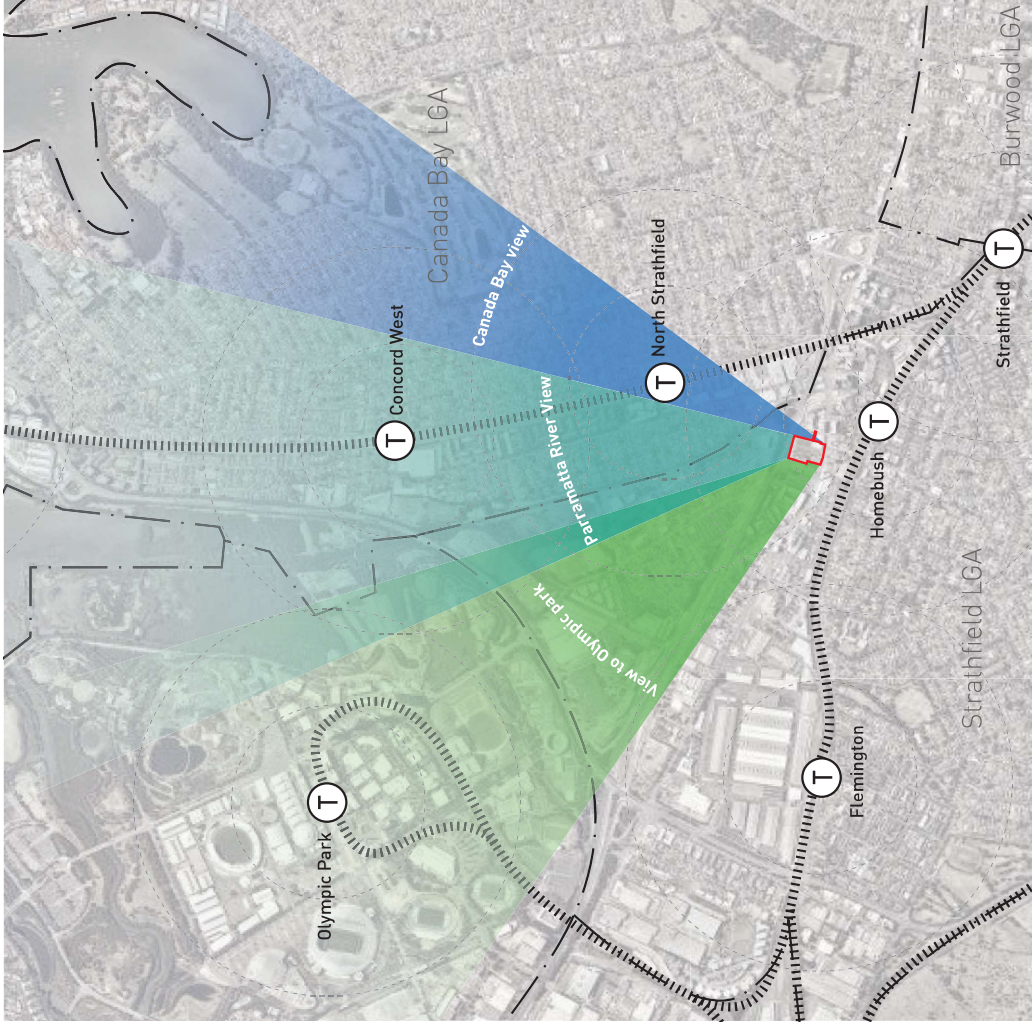
Interestingly the nearby and emerging centres at Sydney Olympic Park, Carter Street, Rhodes and Wentworth Point are currently surpassing the established height limits of the existing town centres at Burwood, Strathfield, Lidcombe and Homebush.

The Carter Street Precinct and the Wentworth Point Precinct, for example, have higher buildings and densities even though they do not have walkable access to a railway station.

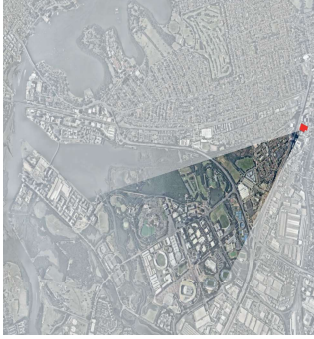
By contrast, the site is near Homebush, North Strathfield and Strathfield Stations and their centres. This facilitates delivery of higher density housing where workers, residents and visitors would benefit from proximity to centres and public transport, while supporting the viability of high quality services, in accordance with the principles of Transit Oriented Communities.

1.6 VIEW ANALYSIS

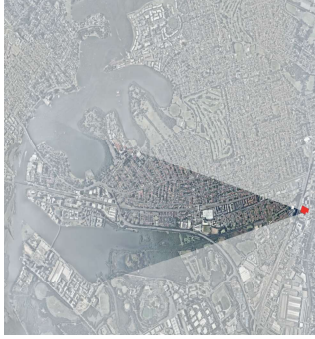
The site has a northerly orientation and this coincides with potential views north across Homebush Bay and metropolitan Sydney.



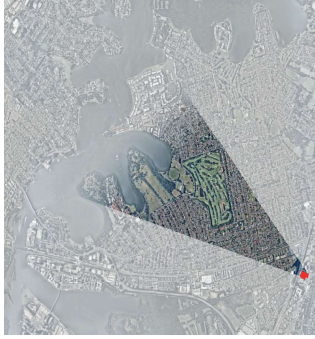
1



View to Sydney Olympic Park



View to Parramatta River



View to Canada Bay

1.7 HOMEBUSH PRECINCT

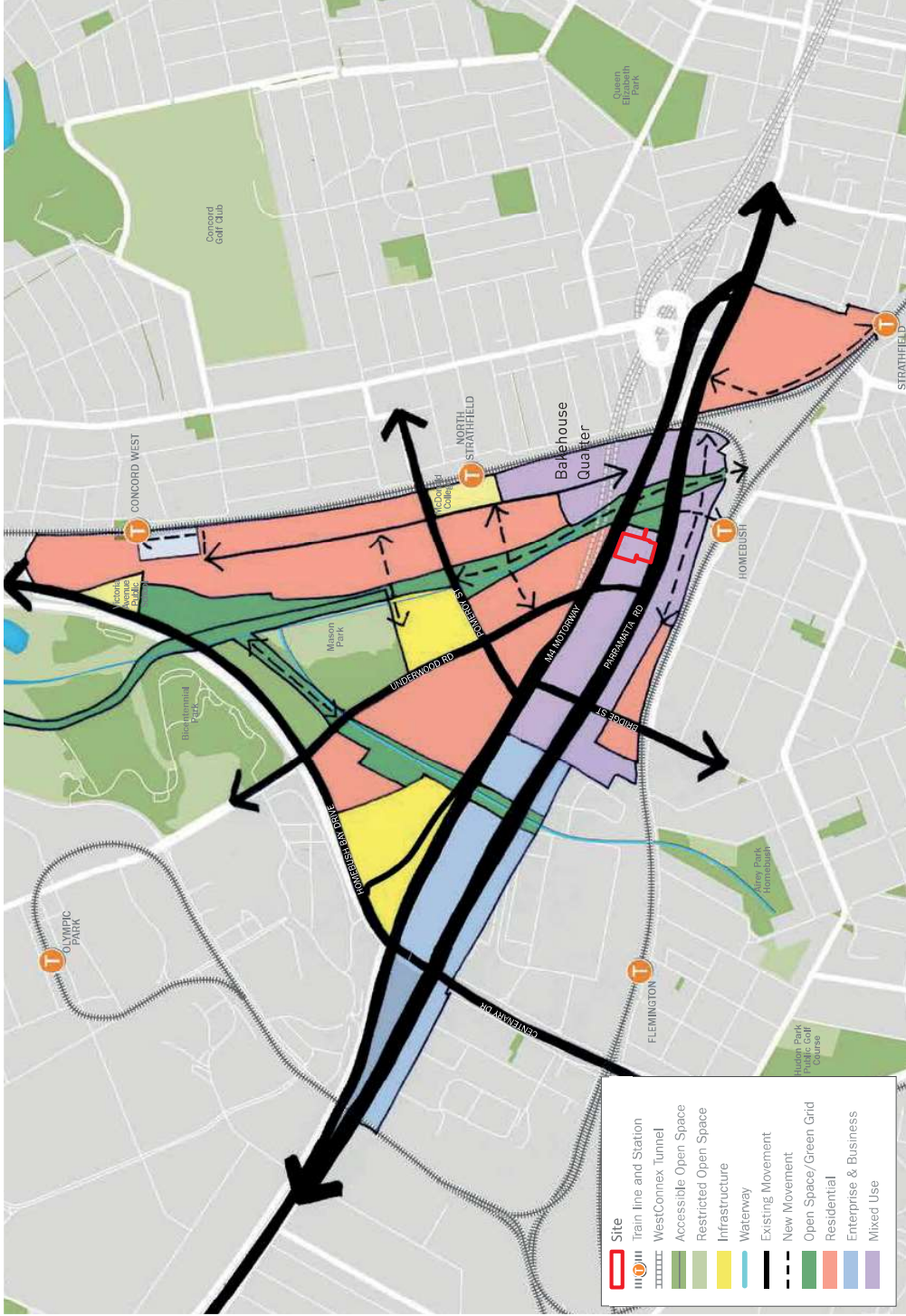


Diagram above: Homebush Precinct, Parramatta Road Corridor Urban Transformation Strategy (November 2016)

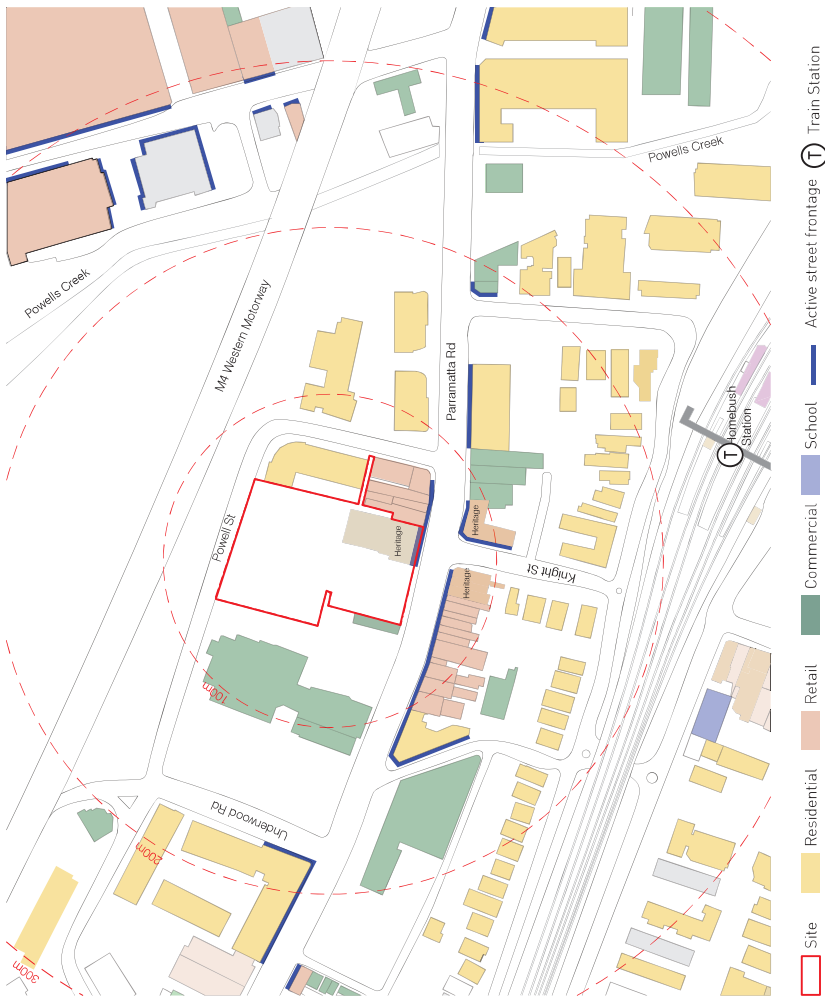
The site has the potential to be an active mixed use community focus and destination for the broader walking distance of Homebush Station. This potential could be realised with an enhanced public domain, shops, cafe restaurants, which would reinstate the urbanity of Parramatta Road.

A publicly accessible plaza and through site link could provide connections to the Bakehouse Quarter retail precinct, and to existing and planned 'Green Grids' and open space to the east.

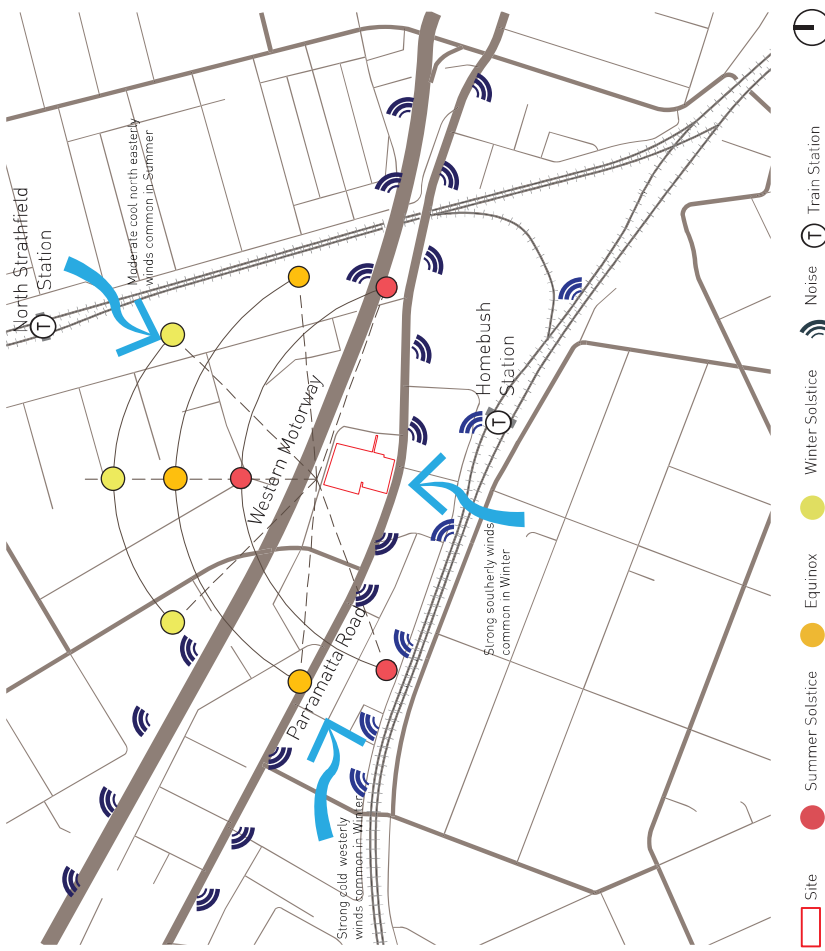
Higher built forms could be located in the site's northern part, reducing potential shading to the south, and buffered from residential to the north by the M4 motorway corridor.

1.8 SITE CONTEXT

Context Urban Fabric



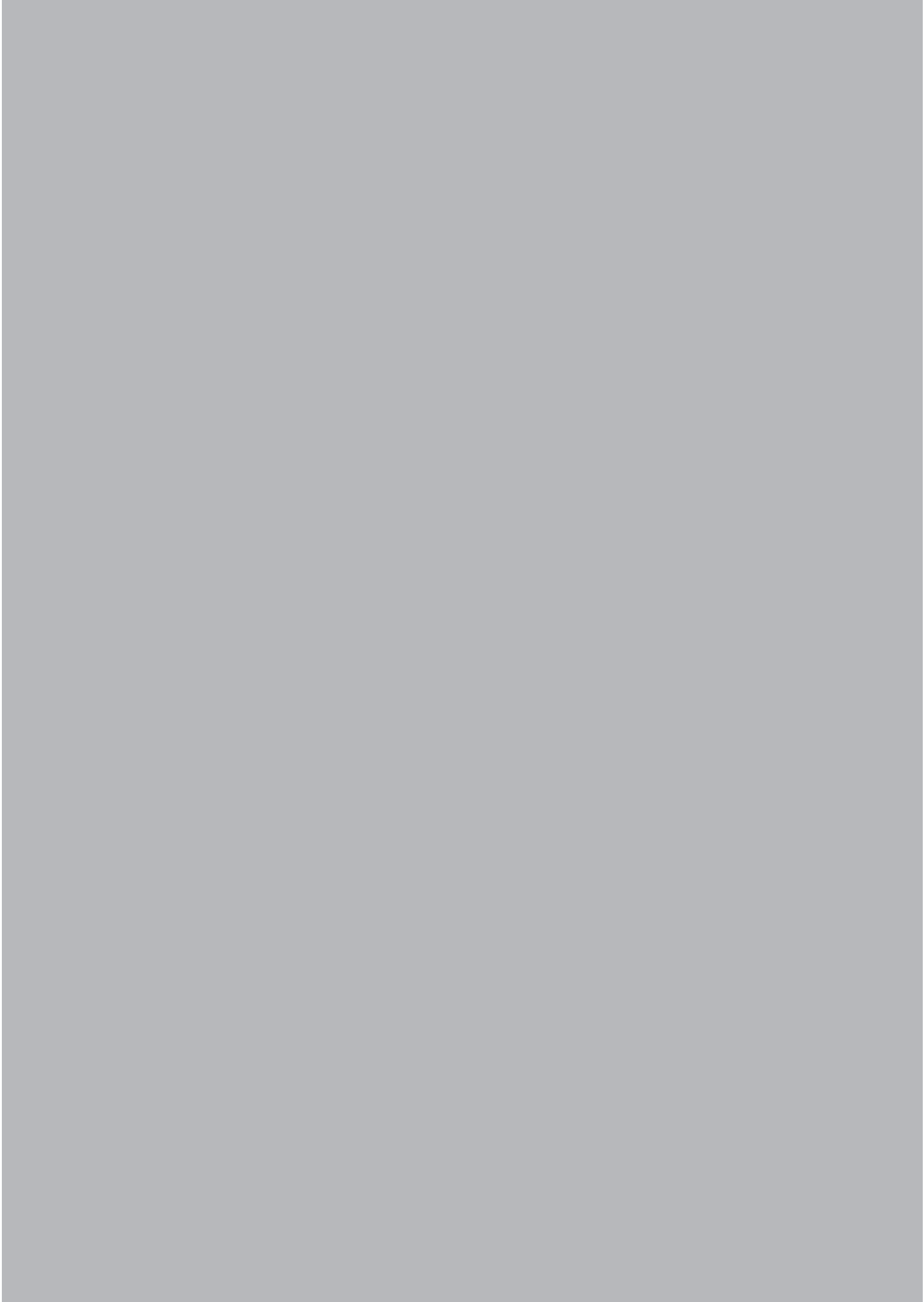
Environmental Factors



The isolation of the Powell Street precinct merits the idea of its being a destination in itself for the new community in North Homebush.

A mixed use project on the site would re-establish Parramatta Road as an active retail street as well as adaptively reuse the Homebush Theatre. With Council improvements to Knight Street this will enhance and contribute to urban place making.

New built form will be oriented to face east and west, benefiting from solar access. With pedestrian linkages, a publicly accessible plaza will be positioned in the centre of the site, where it will be protected from traffic noise generated by Parramatta Road and the M4 Motorway.



2.0 THE STRATEGY

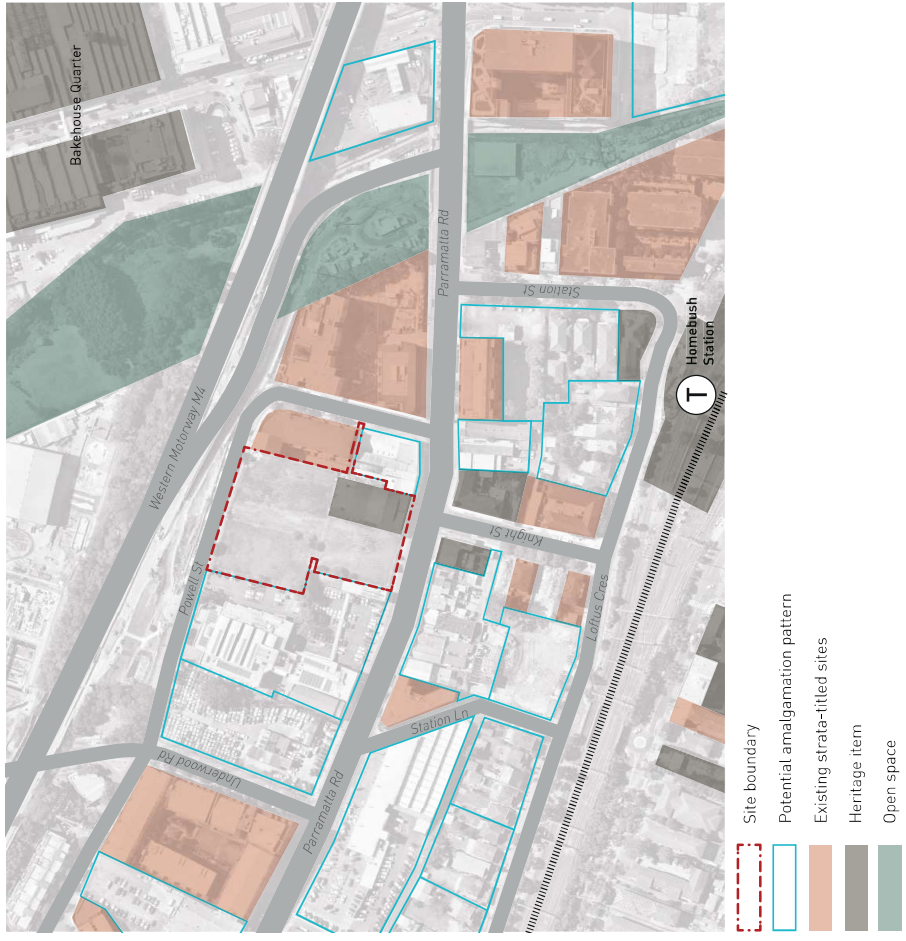
PTW believe that the site has merit as a Significant Landmark site, which warrants additional height based on:

- Location: the site being visibly centred on the very straight and long Underwood Road (which itself is an extension of Australia Avenue at Sydney Olympic Park); and the site being visibly centred for kilometres on the very straight and long Parramatta Road just before it dives under the Arnott's bridge.
- The sheer size of the site next to Homebush Station.
- The isolation of the Powell Street Precinct meriting the idea of its being a destination in itself for the new community in north Homebush. This forms a key to the creation of a publicly accessible plaza with a north-south link to activate the block.
- Specifics of the heritage Homebush Theatre needing to allow for 'sky only' to be seen above the theatre facade, when viewed from Knight Street. This in turn creates a reason to locate the public accessible plaza space behind the theatre and for this to have solar access, the higher buildings need to move west on the site.
- The site location between Parramatta Road and the M4 Motorway means that the site can accommodate a more robust scheme - as it is not amongst the fine grain development found between Parramatta Road and Homebush Station, which by nature must have more limited massing potential.

2.1 URBAN DEVELOPMENT RESPONSE

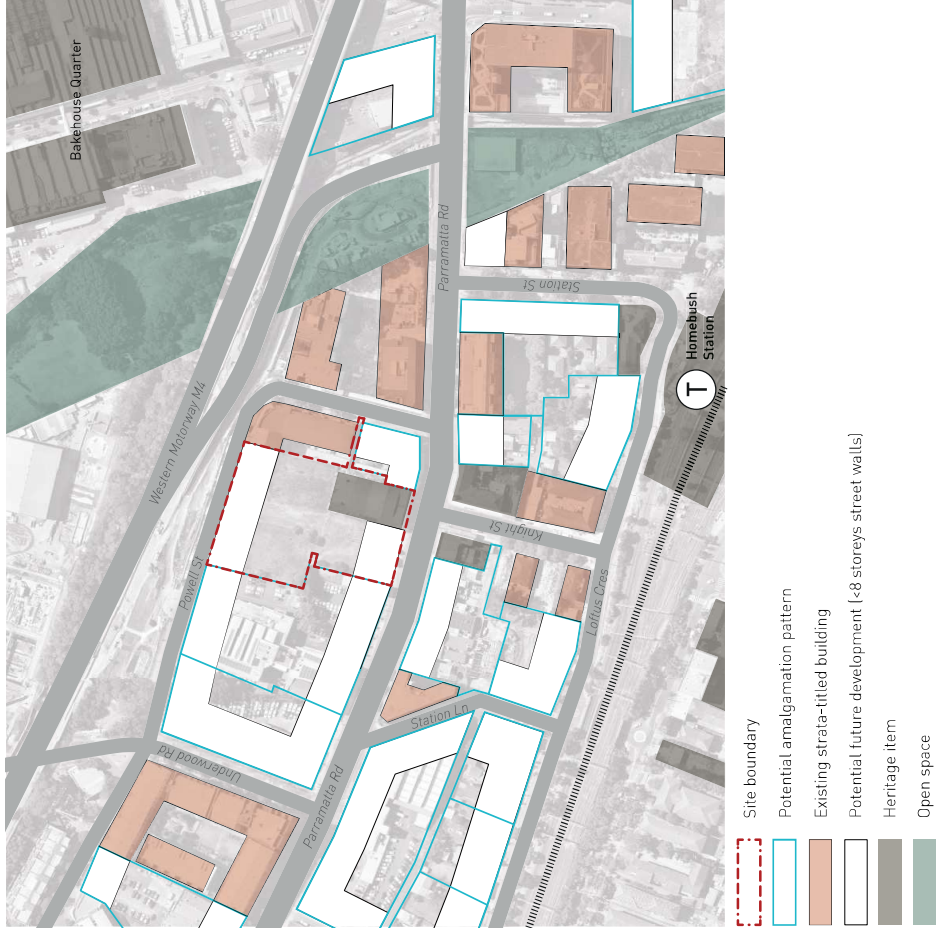
Development Patterns (indicative amalgamation)

This series of diagrams show potential development within the local urban context. This study takes into consideration the existing strata-titled sites, heritage and open space designations and describes the potential amalgamation pattern of the adjoining large sites for redevelopment.



Street Wall (potential future developments <8 storeys)

Diagram below indicates the likely development of podia across the neighbourhood; the intention here is to reinstate the street wall as a coherent urban pattern.



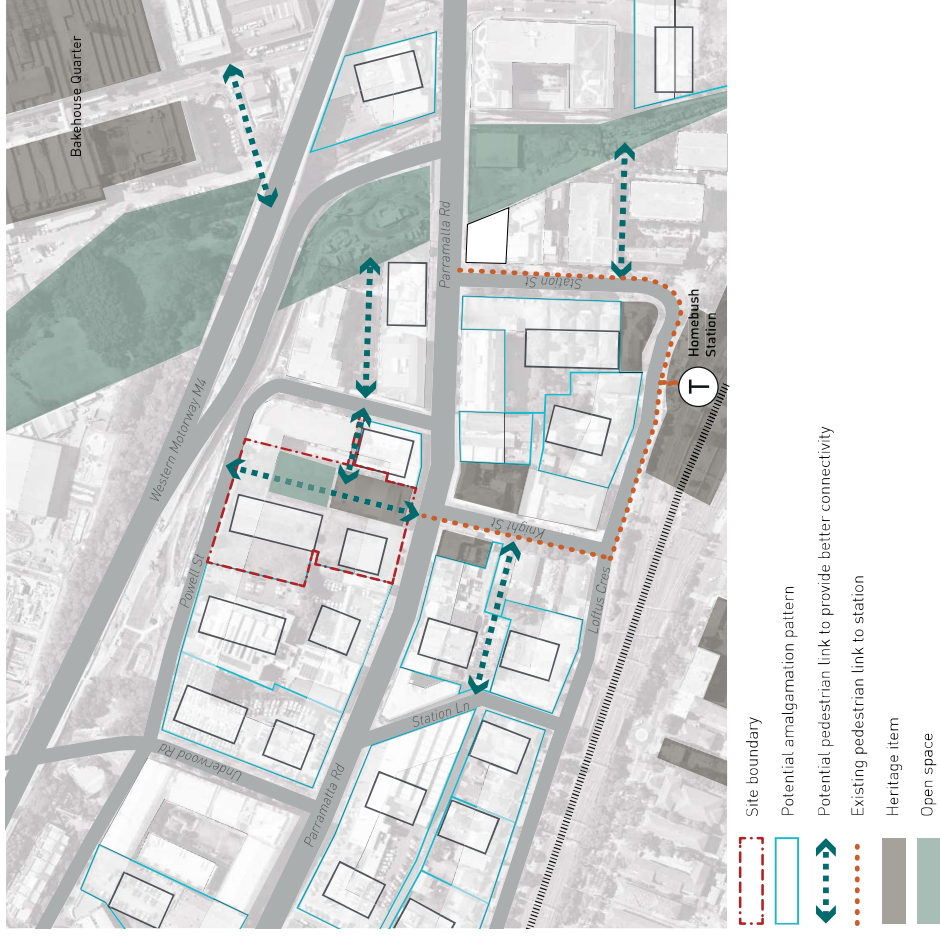
High Points (potential future developments >8 storeys)

Diagram below identifies the potential arrangement of tower forms with a reasonable floor plate and positioned with an appropriate separation distance. The area behind the Heritage Homebush Theatre will be reserved for a new publicly accessible plaza

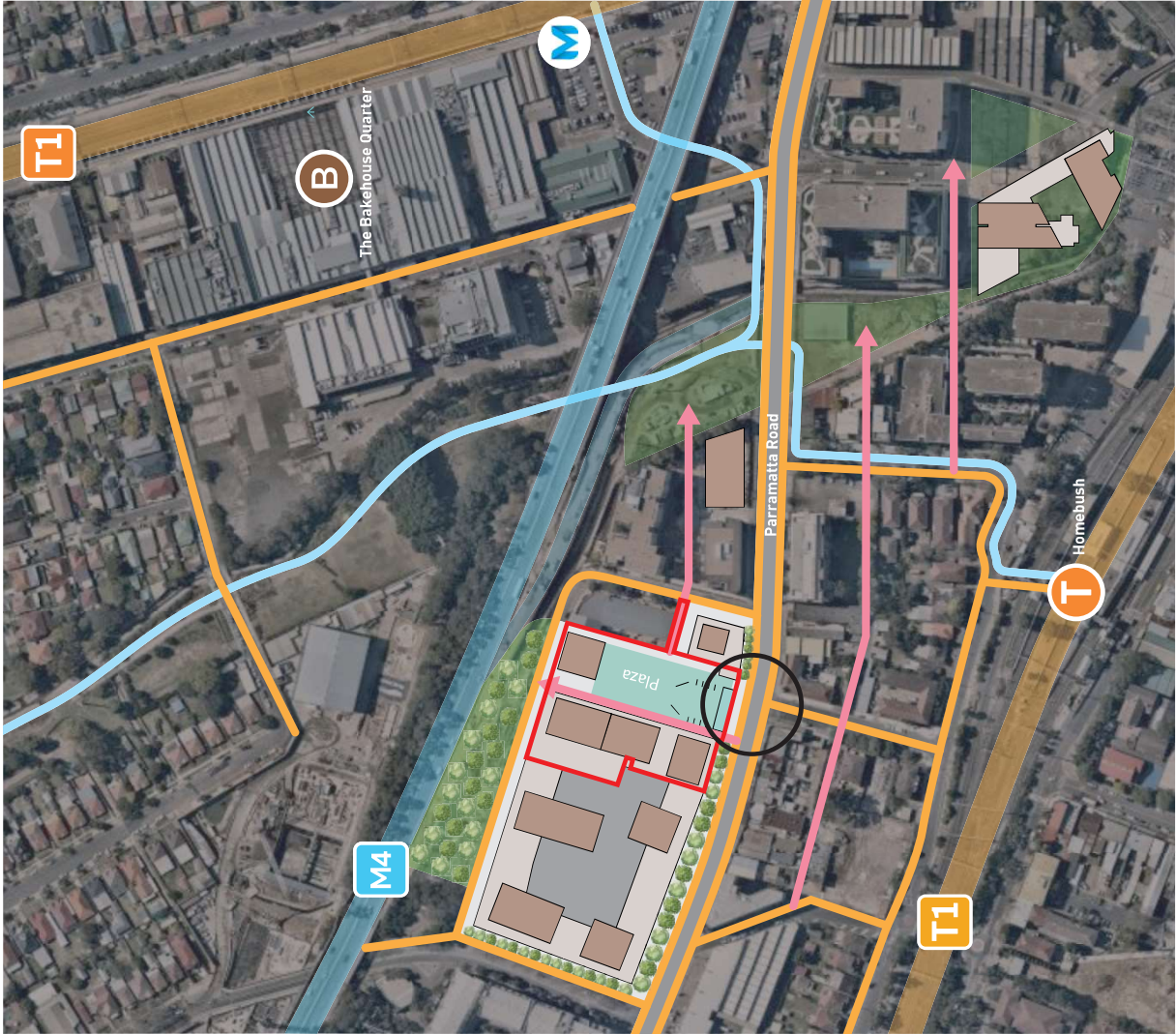


Potential pedestrian links

This study identifies the potential pedestrian through site links within the future urban context. The consolidated pedestrian access pattern will improve the connectivity within the neighbourhood and with Homebush Railway Station.



2.1 URBAN DEVELOPMENT RESPONSE - CONNECTIVITY DIAGRAM



The connectivity diagram shows existing or planned walking and cycle connections between the local area's key destinations, such as public transport stops, open space, and high pedestrian activity zones along Knight St, Parramatta Rd and Powell St.

The Plaza and through site pedestrian links connect directly into the active transport network, which will encourage residents, workers and visitors to access the site and key destinations on foot or by bike.

Good connectivity will support the Plaza and Homebush Theatre's role as a community destination and focus for north Homebush, and will integrate well with high pedestrian zones.



HOMEBUSH STATION



BAKEHOUSE QUARTER PRECINCT



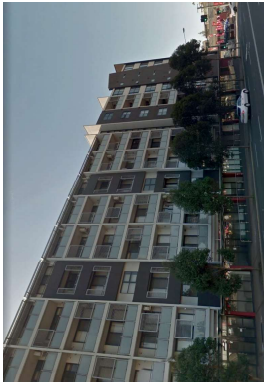
HERITAGE GROUP
Defining the Homebush Precinct



THE PLAZA
A sheltered, active community space

2.1 URBAN DEVELOPMENT RESPONSE- PARRAMATTA ROAD ELEVATION DIAGRAM

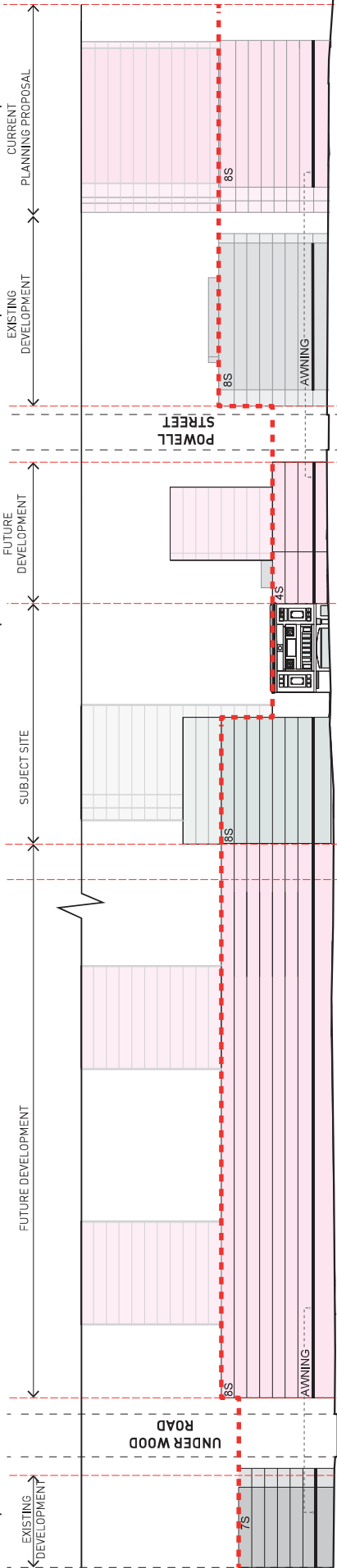
113 to 123 Parramatta Road



Subject Site



17-35 Parramatta Rd & 5 Powell Street



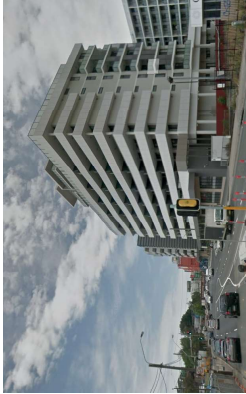
Parramatta Road Elevation

The reference scheme on the site has 8-storey street wall along Parramatta Road, which is aligned with existing recent projects and the Planning Proposal on 17-35 Parramatta Road & 5 Powell Street.

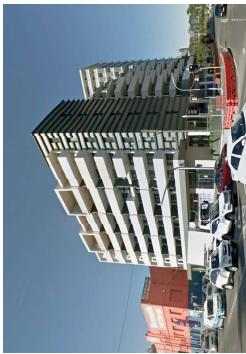
Street views show 113 to 123 Parramatta Road and other recent projects have 8 storey street wall. To maintain consistency along the Parramatta Road view corridor and 8 storey street wall is proposed.



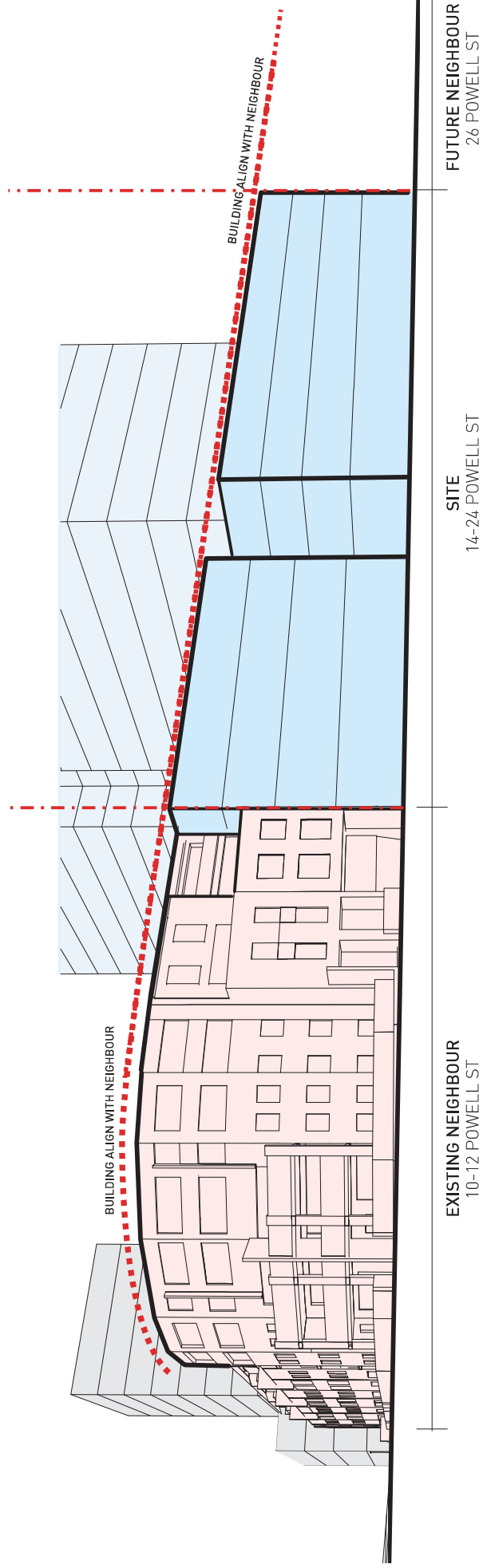
172-176 Parramatta Rd



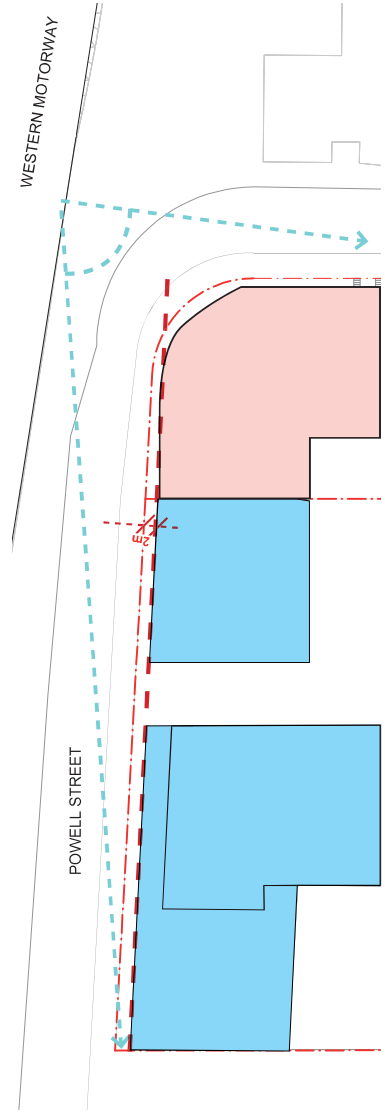
2-20 Parramatta Road



POWELL ST SETBACK DIAGRAM

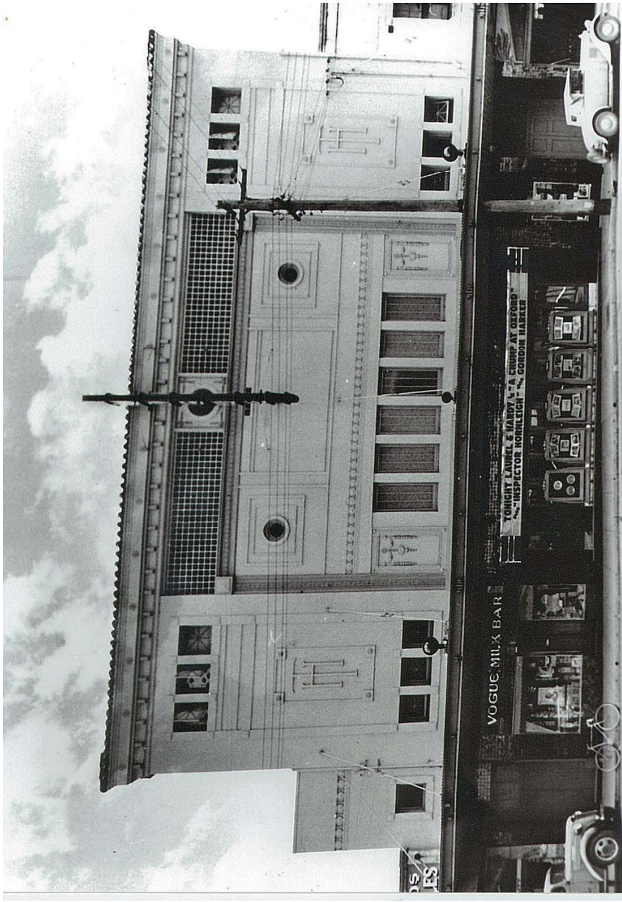


Proposed massing forms 4-storey street wall along Powell St that align with the height and setback of the adjoining apartment building at the corner.



2.2 HERITAGE APPROACH - CURRENT VS. PROPOSED

Original Theatre facade and interiors

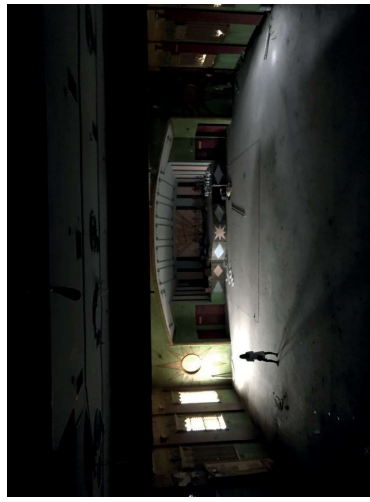
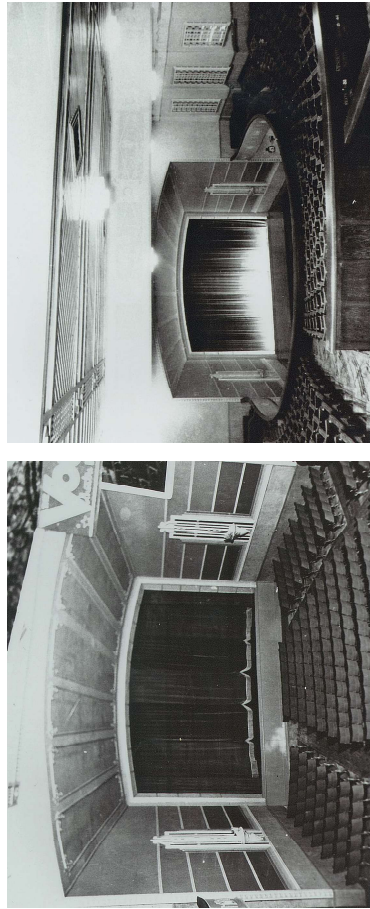


Current state of the Theatre

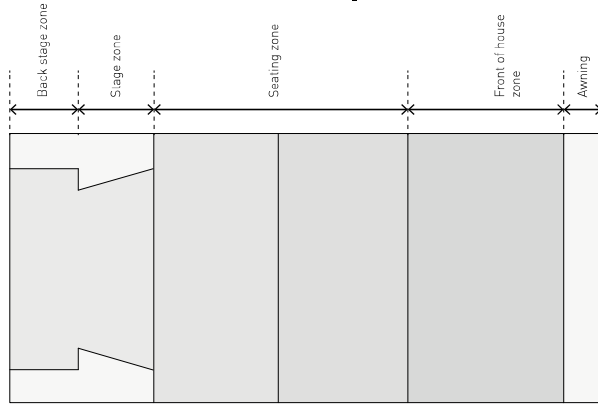


The Homebush Theatre was originally a landmark building on Parramatta Road and a popular entertainment venue.

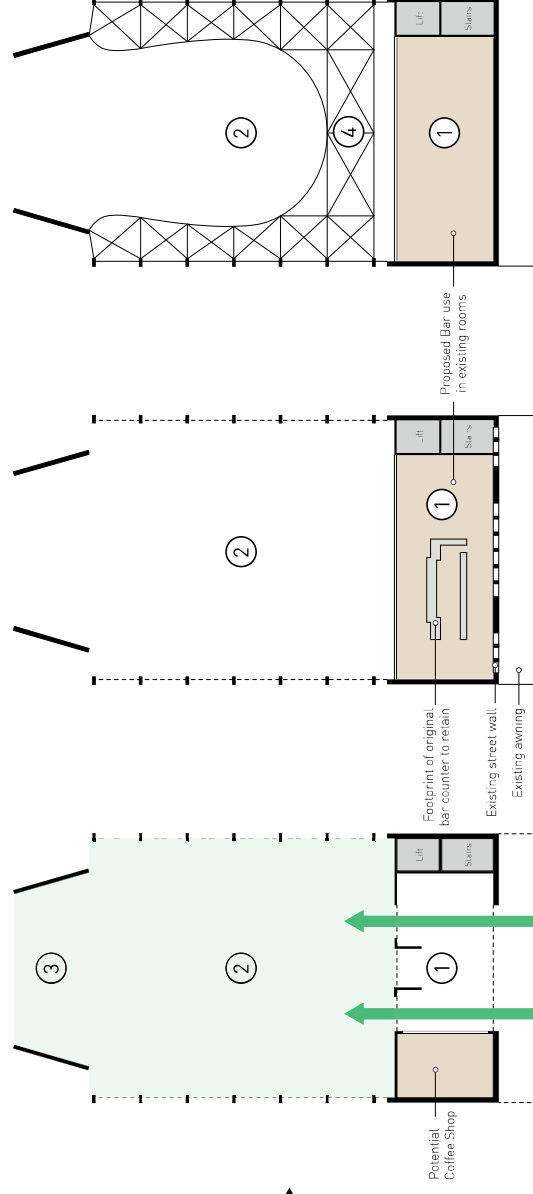
NBRS Architecture have assessed the Homebush Theatre and found the front rooms, including the lobby, stairways and salons are reasonably intact, while the auditorium and stage area are heavily modified.



Original Theatre Volume

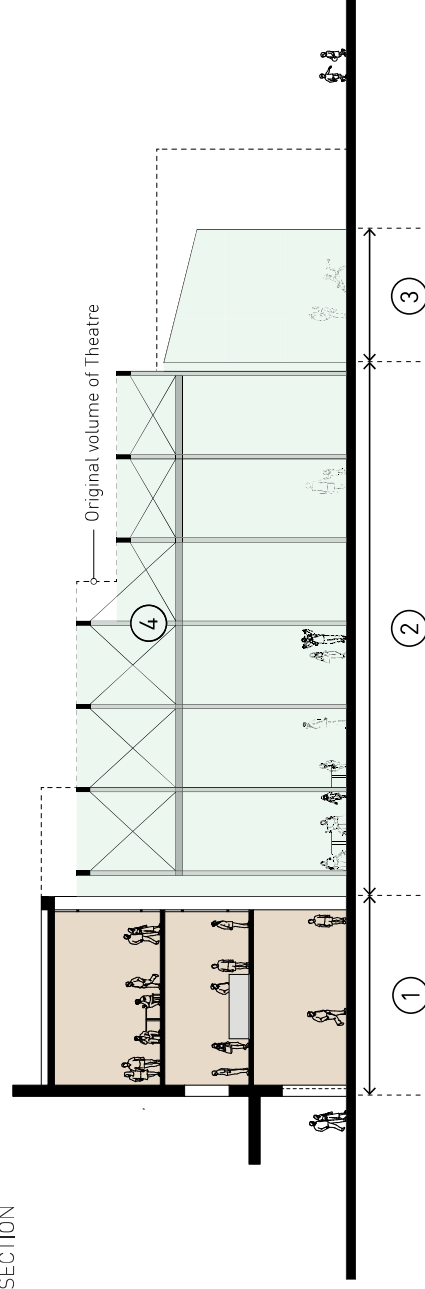


Adaptive Reuse and Interpretation PLANS

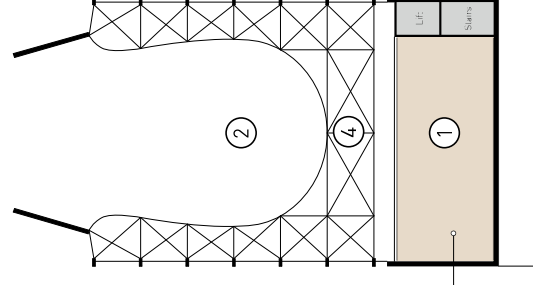


Existing Roof Plan

SECTION



Proposed L02 Plan

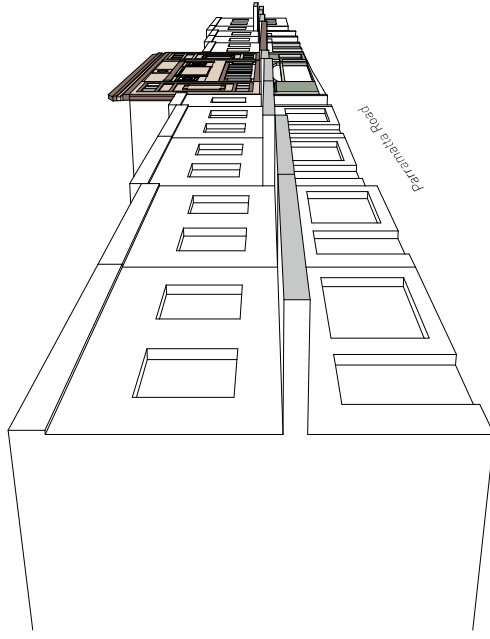


1. Retain key front of house rooms (including Theatre Foyer, Box-office and upper rooms) to reinstate its landmark role along Parramatta Road
2. Interpretation of original theatre volume with light weight open portal frames
3. Interpretation of theatre stage volume with angled walls
4. Interpretation of long lost theatre balcony edge

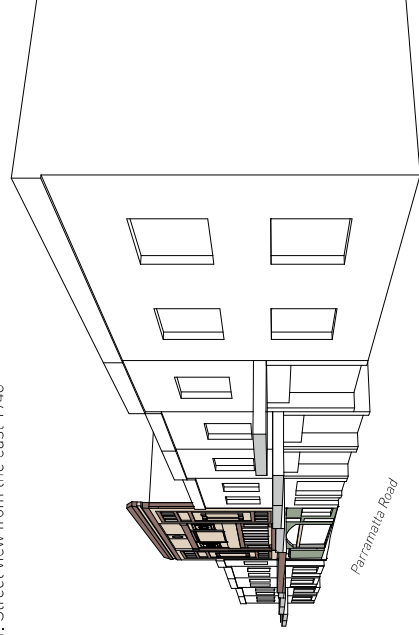
2.2 HERITAGE APPROACH - THEATRE VIEW ANALYSIS 1943

The 1943 aerial photo shows that 2 storey shop/house buildings in Parramatta Road originally abutted the Homebush Theatre on its east and west sides, and houses adjoined the site's northern boundary. The Theatre was therefore not designed to be viewed from those directions.

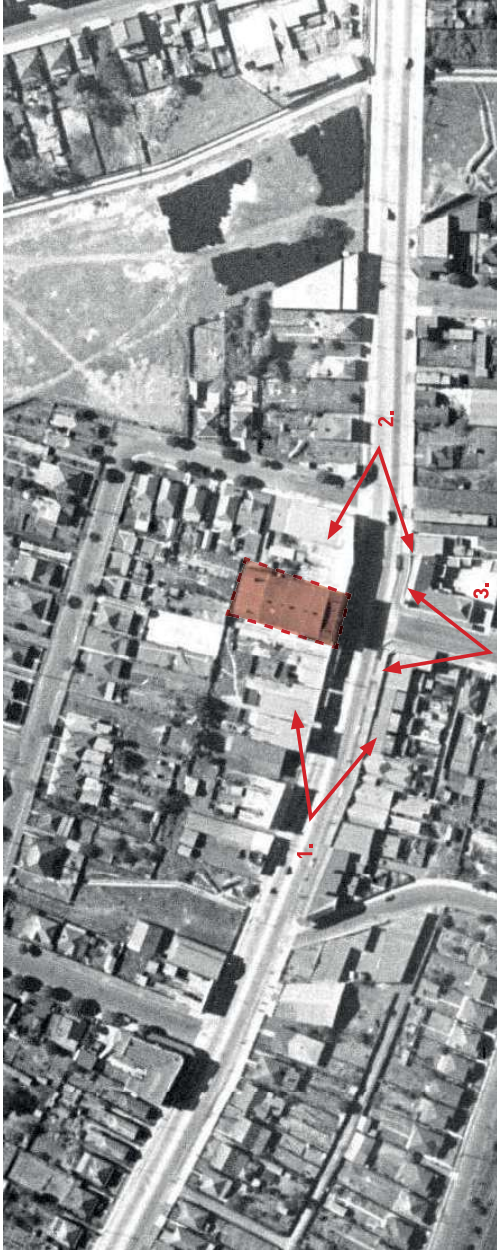
The most significant view was from Knight Street, therefore more attention was given to the façade detailing.



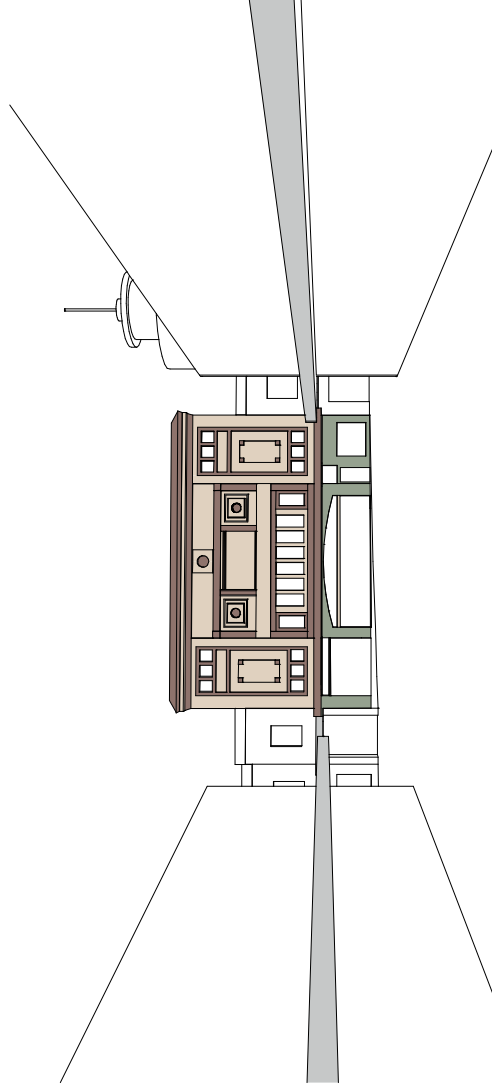
1. Street view from the east 1943



2. Street view from the west 1943



Aerial map [1943]



3. Framed view from Knight Street 1943

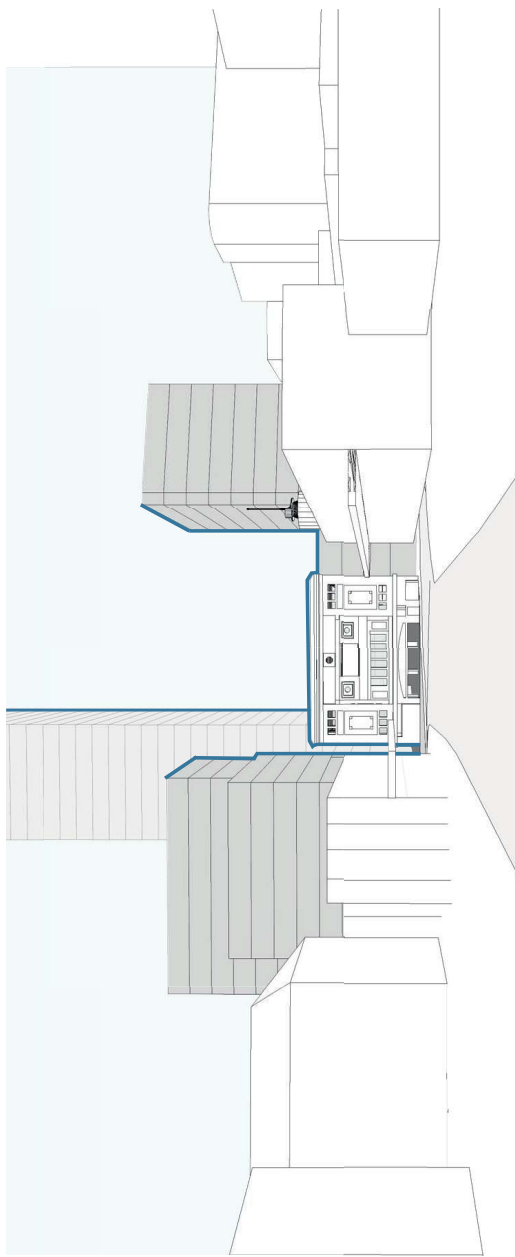
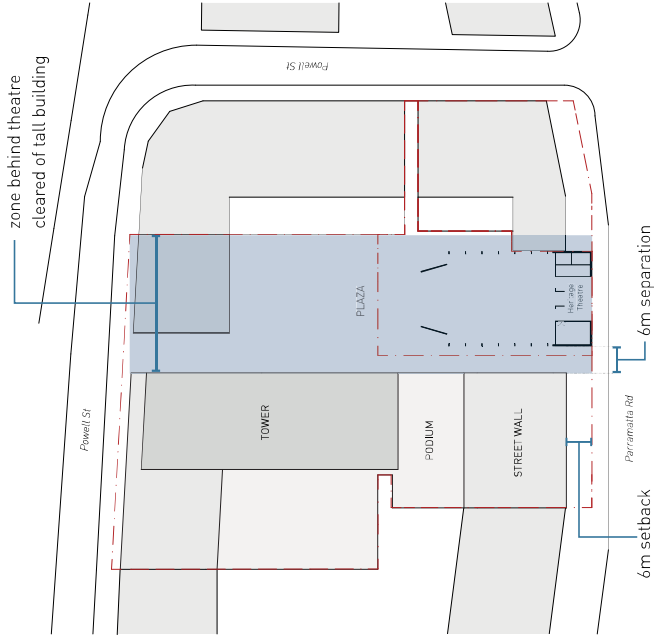
THEATRE VIEW ANALYSIS -PROPOSED

It is intended to harness the Theatre's unique design and significant presence as a Parramatta Road landmark to contribute character to the contemporary urban context and provide a focus for the emerging north Homebush community. This role will be complemented by the Horse and Jockey Hotel and set of heritage shops which form a group with the Theatre.

The refurbished front part of the Theatre will provide an inviting entrance to the sheltered, publically accessible Plaza within the centre of the site.

Protecting the significant view to the Theatre from Knight Street has been a key design principle. Therefore the Reference Design's higher buildings are set 6 metres from the Theatre's western wall to reduce potential visual impacts, and provide pedestrian access to the Plaza and interpretive structure at the rear of the Theatre. The effect is the Theatre is framed by sky.

The Theatre's originally hidden western wall will enclose the Parramatta Road active forecourt, and will be provided with a piece of substantial public art.



Framed view from Knight Street with reinstated heritage Theatre

2.2 HERITAGE APPROACH - PRECEDENTS OF HERITAGE + LANEWAY + NEW DEVELOPMENT



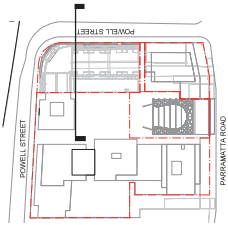
Kensington Street, Sydney

This heritage laneway of small, residential terraces was refurbished as an 'eat street' and boutique shops was incorporated into a large scale residential, commercial and retail buildings. Its inclusion created a mini-precinct that contributes character to the overall project.

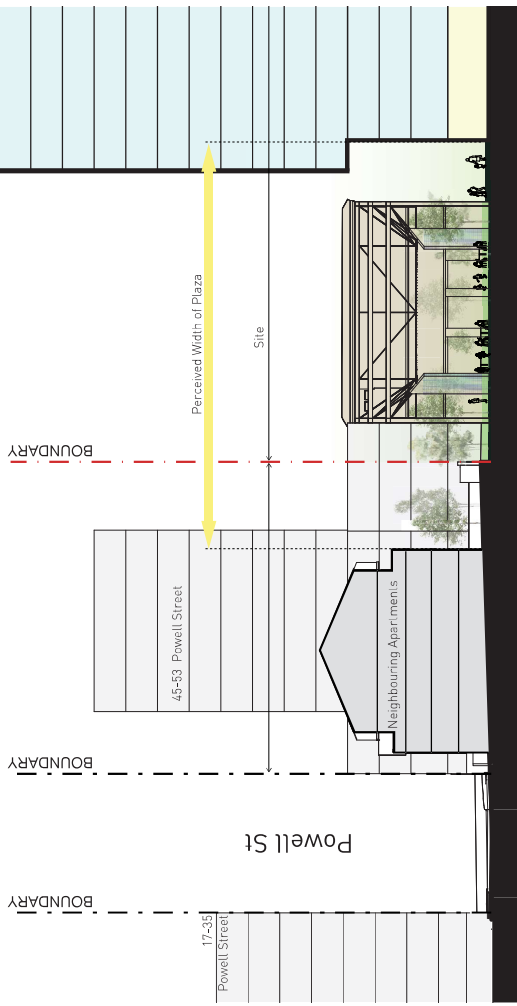


Wesley Lanes, Perth

Wesley Lanes is an upgrade to the public spaces around the historic Wesley Church fronting Perth's vibrant fashion centre. The spaces are dynamic in design and materiality. They focus on pedestrian comfort and elevated the Wesley Centre to a cultural and fashion destination.

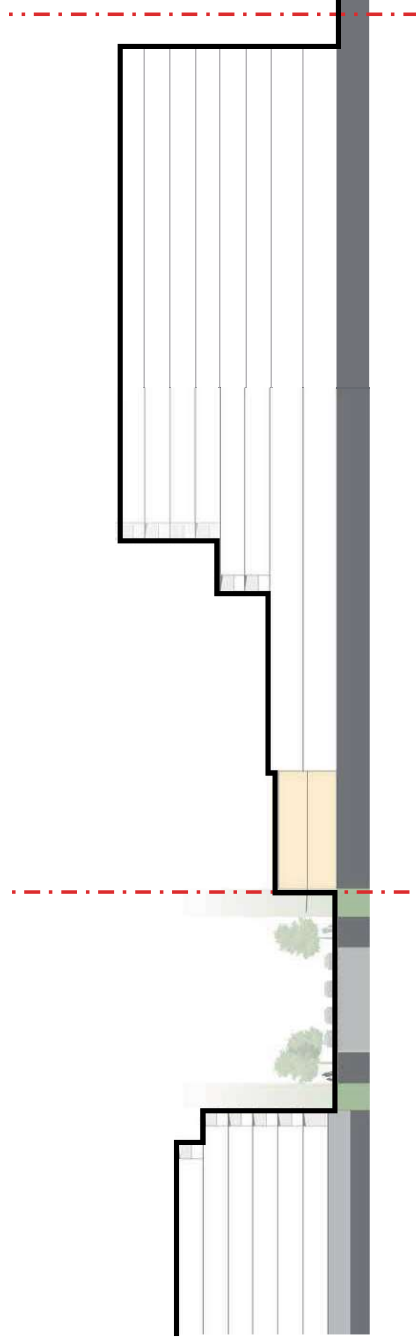


Reinterpretation of the Theatre activated by proposed retail frontage.

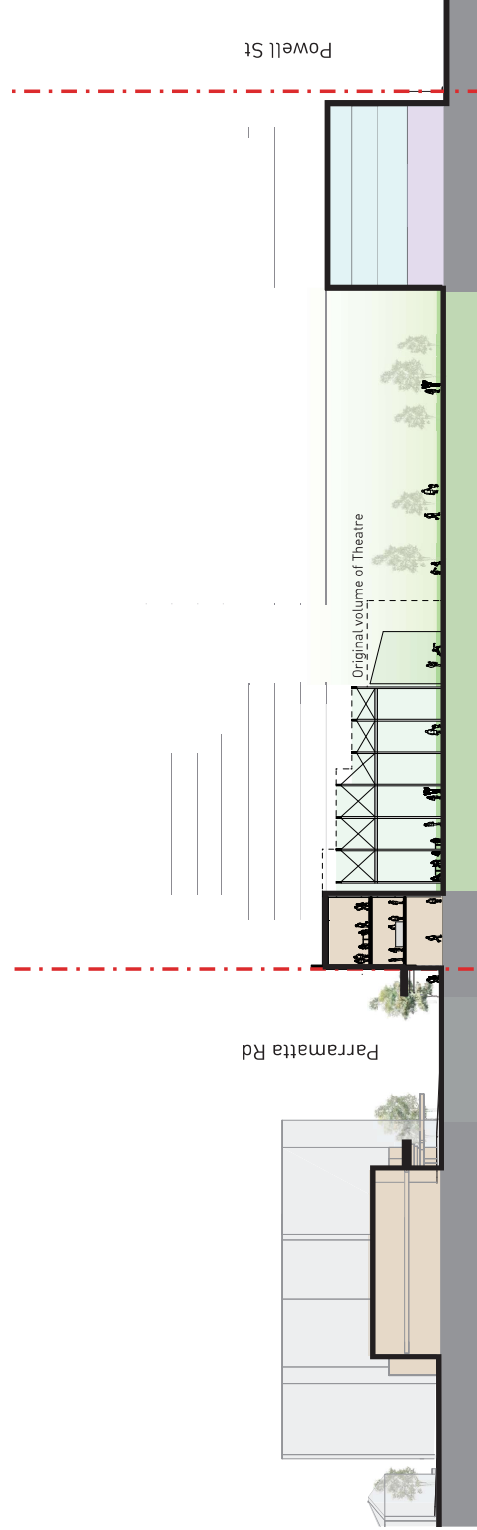


Public Plaza section shows relationship between the Theatre, the new development and the existing surrounding

PARRAMATTA ROAD SECTION - TRANSITION TO EXISTING HERITAGE



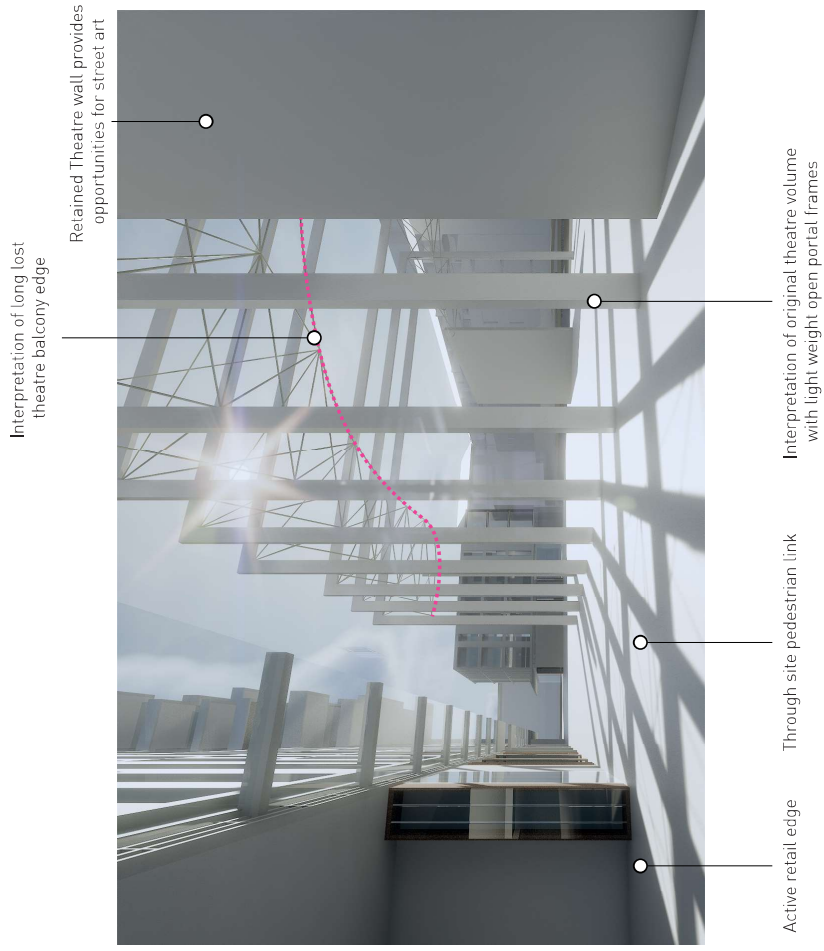
PRCUTS Figure 7.9 Transition to Existing Heritage Items



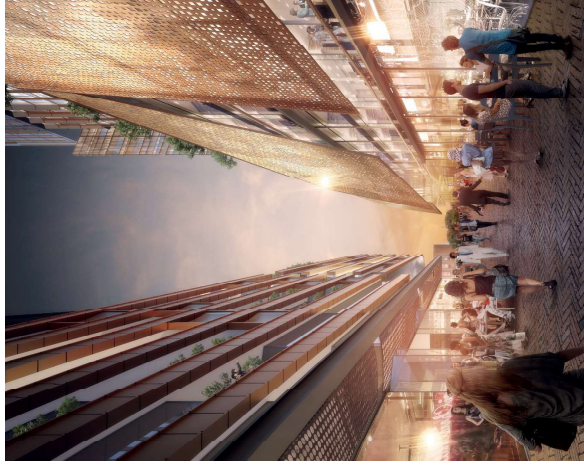
Planning proposal longitudinal section through Theatre

Section through Parramatta Road and the site illustrates the gentle transition from the heritage Theatre through restaurants and cafés to lower scale 4 storey building to Powell Street. The generous plaza between the rear buildings and the Theatre will become public ally accessible.

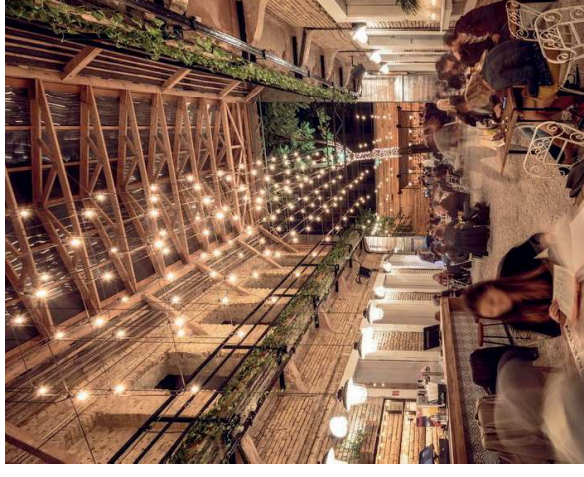
2.2 HERITAGE APPROACH



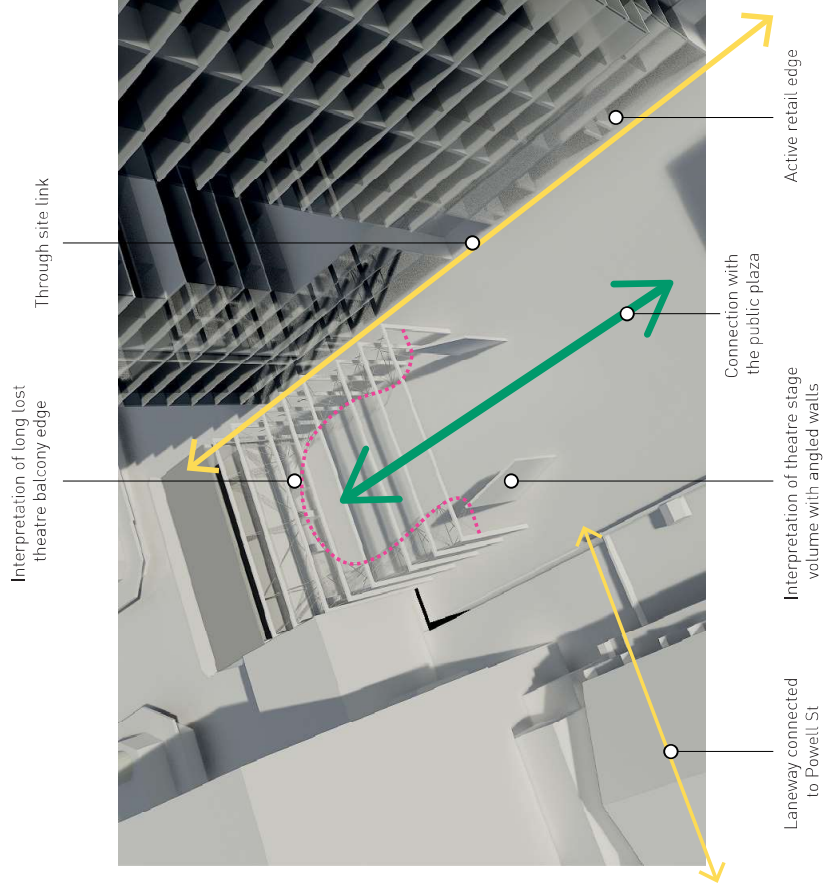
Proposed bar use for retained Theatre rooms



Reference image only



Reference image only

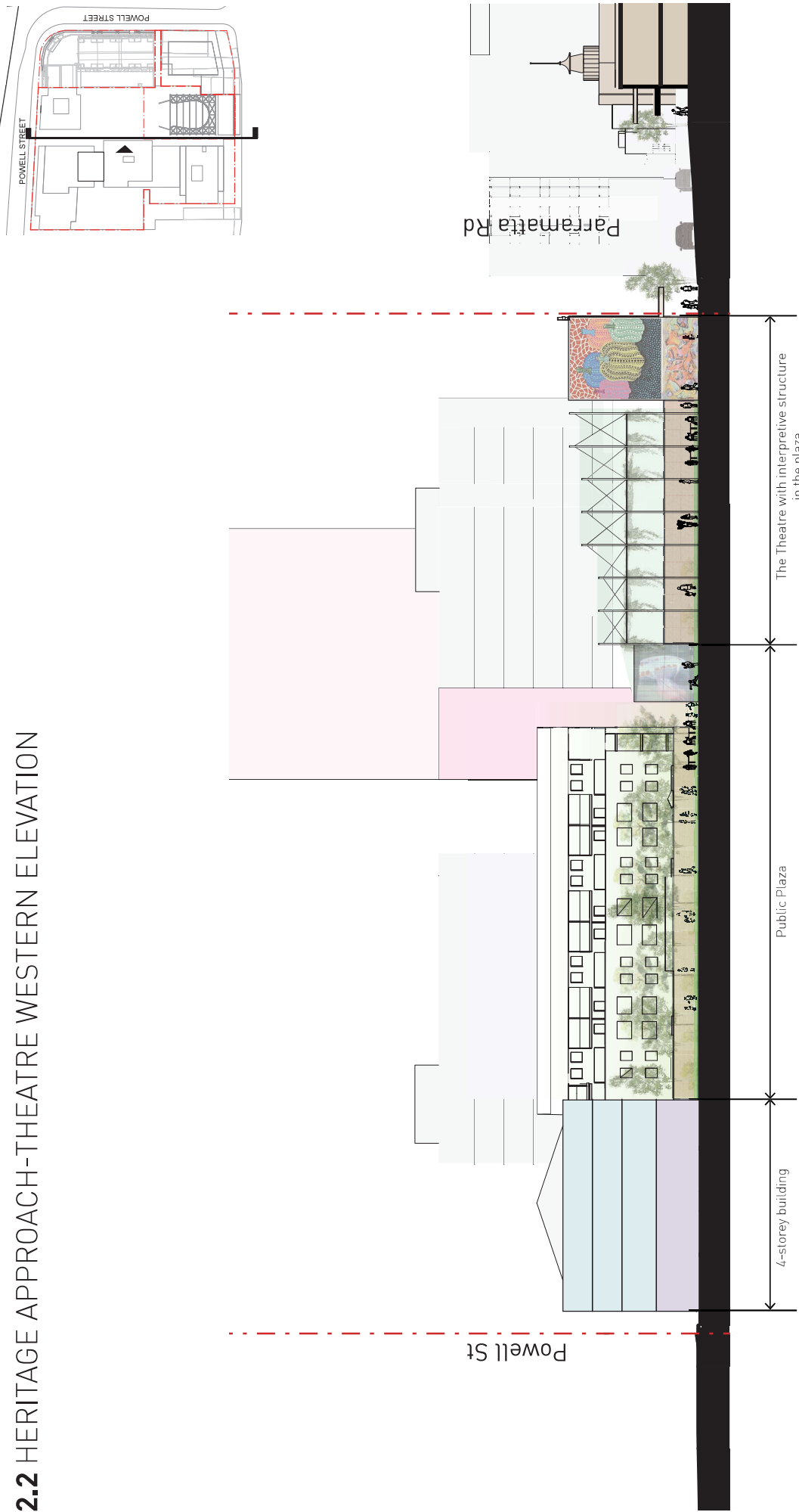


Interpretation of Theatre volume



Reference images only

2.2 HERITAGE APPROACH-THEATRE WESTERN ELEVATION





2.3 BUILT FORM STRATEGY

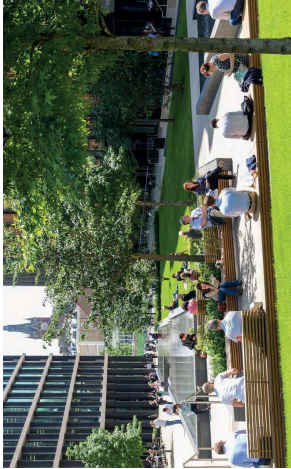
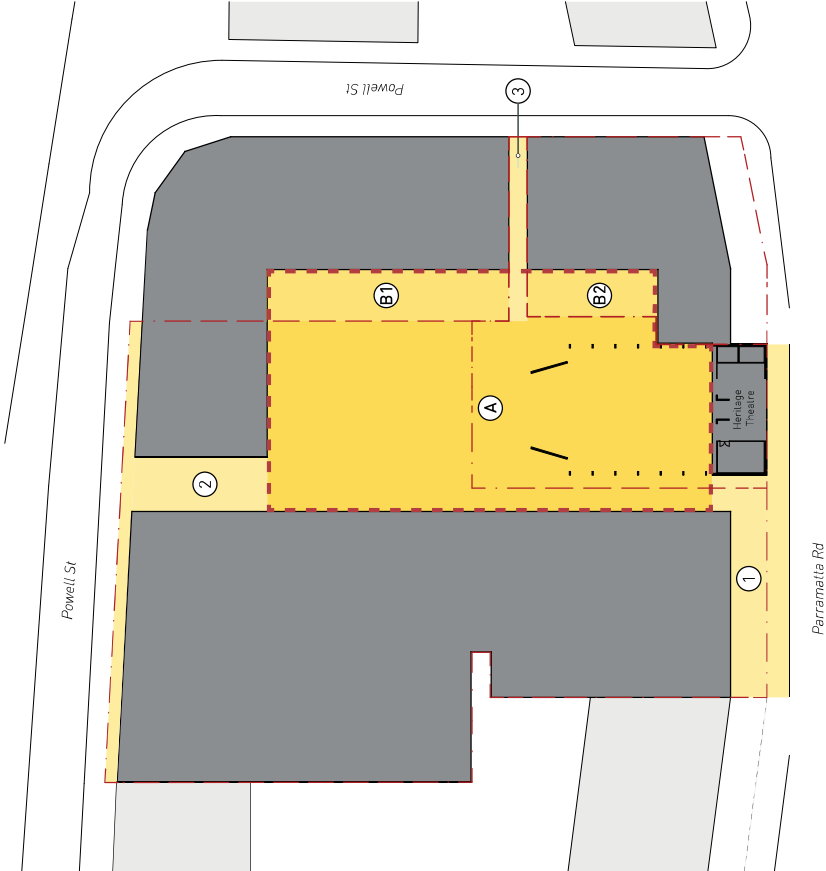
Open Space Strategy

A. Proposed Plaza (2,275m²)

B. Adjacent Open Spaces

Perception of open space
internal to the building block

- 1. Parramatta Rd Forecourt
- 2. Northern Laneway
- 3. Eastern Laneway



Recreation park



Weekend market place



Community event space



Dining & night bar

Plaza space reference images

Connectivity

1. Proposed Plaza

2. Proposed North-South
Through Site Link
(with entry points activating link to Plaza)

Entry point to core

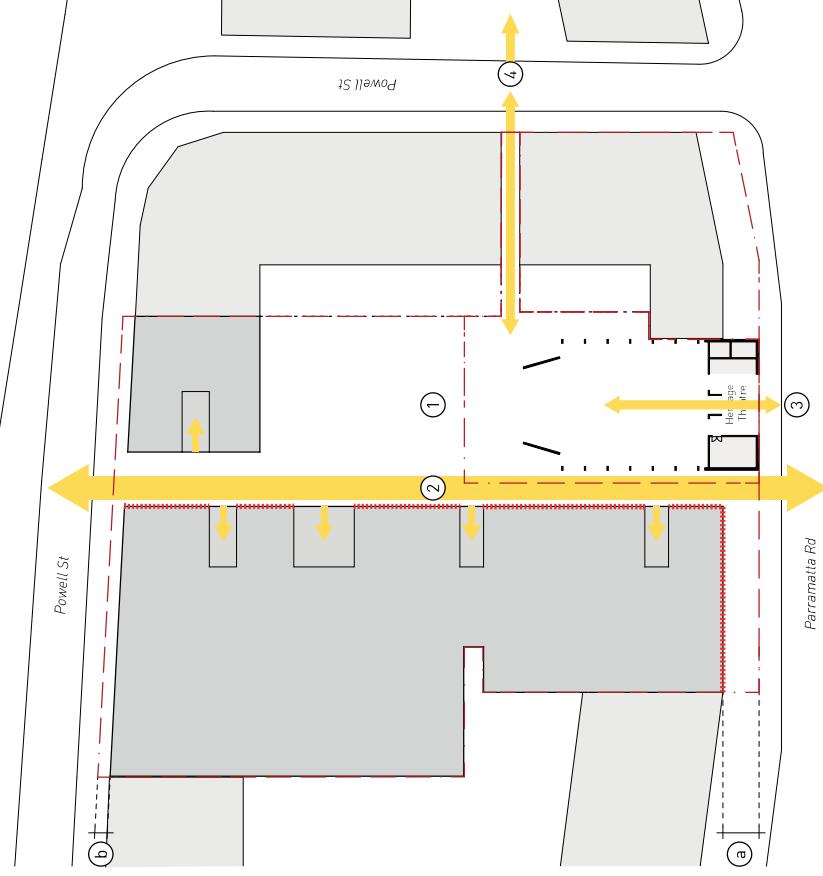
Retail active frontage

3. Original Theatre Entry reinstated
(connecting street to the Plaza)

4. Eastern Laneway
(connecting Plaza with the pedestrian link in
adjacent development)

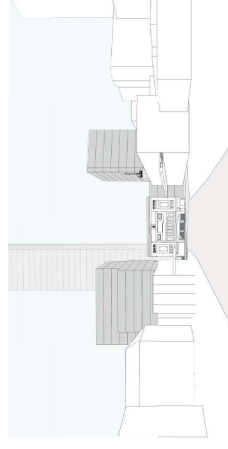
a. 6.0m Setback

b. 2.0m Setback

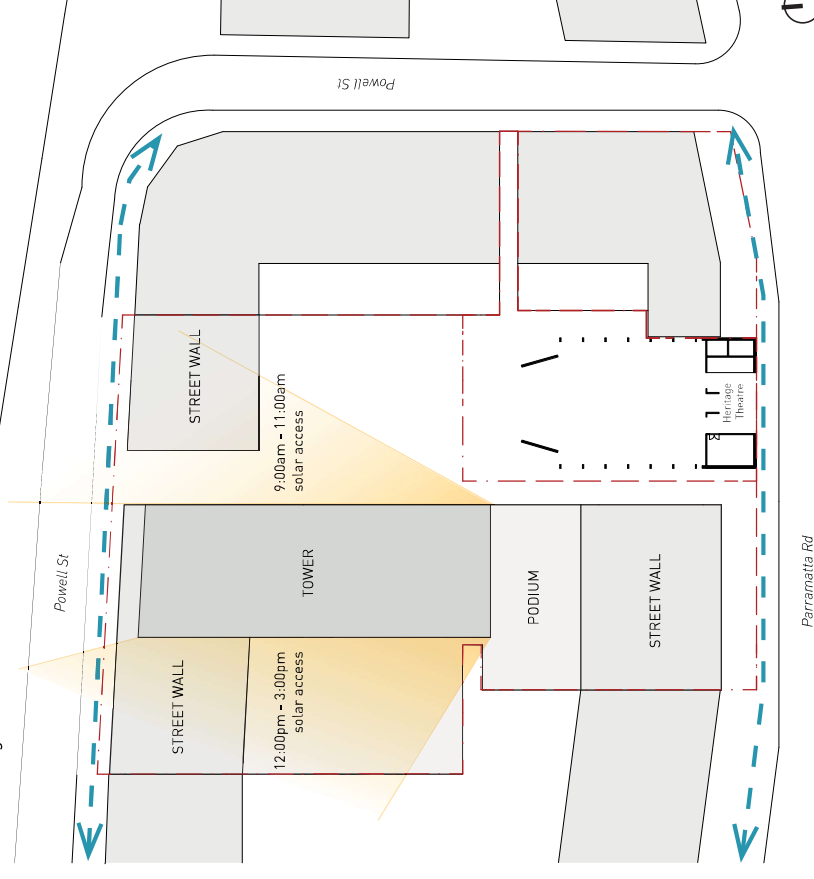


Volumetric Arrangement

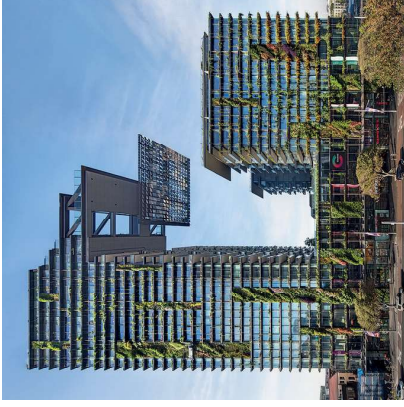
Specifics of the heritage Theatre need to allow for 'sky-only' to be seen above the front facade when viewed from Knight Street. This in turn creates a reason to locate the publicly accessible plaza space behind the Theatre. For this to have solar access, the higher buildings need to move west on the site.



Street wall alignment

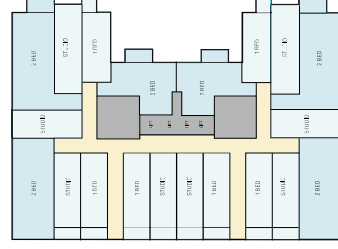


2.3 BUILT FORM STRATEGY-FLOOR PLATE STUDY PRECEDENTS



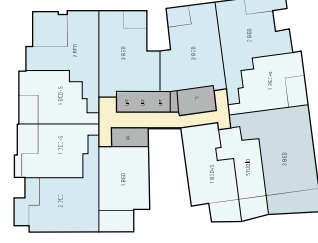
88 Christie Street , St Leonards

Floor Plate Area: 1058 sqm
GFA: 790 sqm



One Central Park, Chippendale

Floor Plate Area: 1556 sqm
GFA 1218sqm



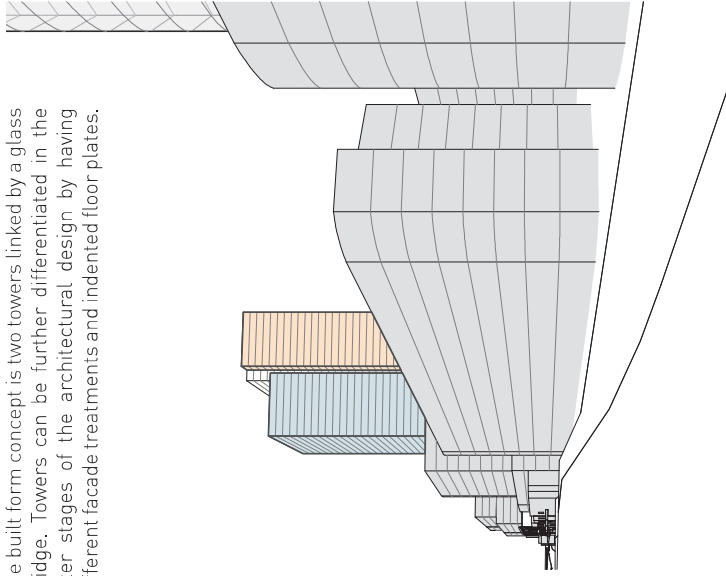
Poly Horizon, Epping

Floor Plate Area: 1096sqm
GFA: 865 sqm

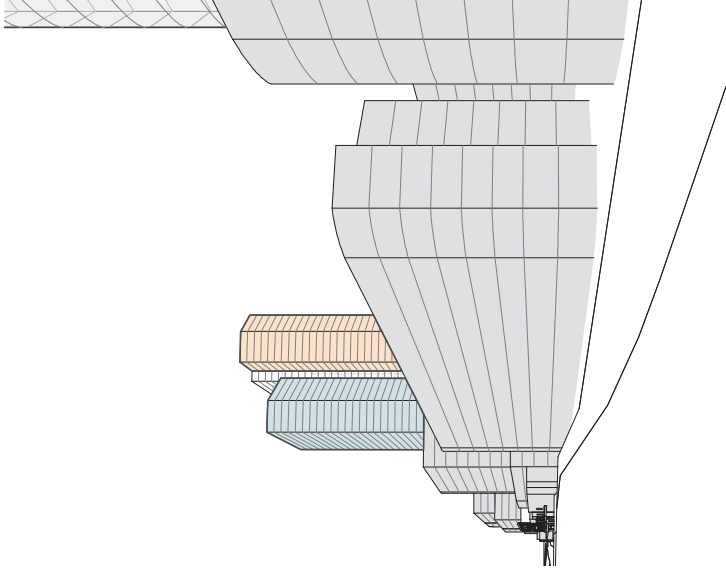
Different floor plate sizes can be broken down through various architectural expressions which allow the building forms to be perceived as independent masses with their own design identity. These three examples have all achieved design excellence.

TOWER-FROM STUDIES (DESIGN PROGRESSION)

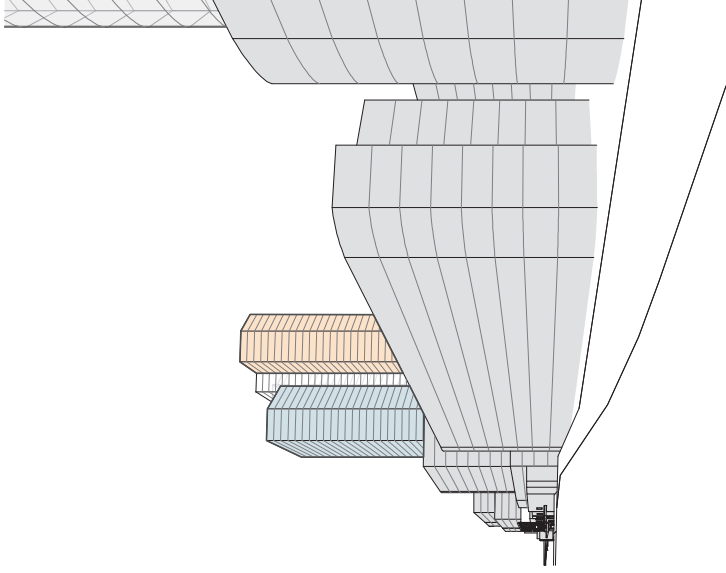
The built form concept is two towers linked by a glass bridge. Towers can be further differentiated in the later stages of the architectural design by having different facade treatments and indented floor plates.



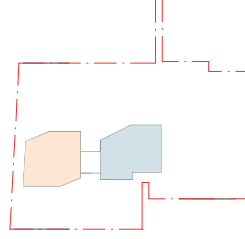
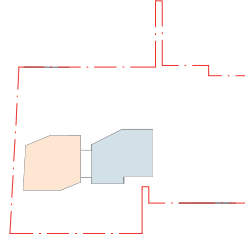
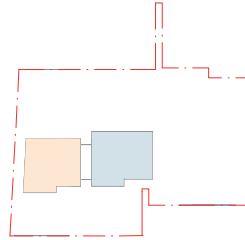
Current Tower Massing

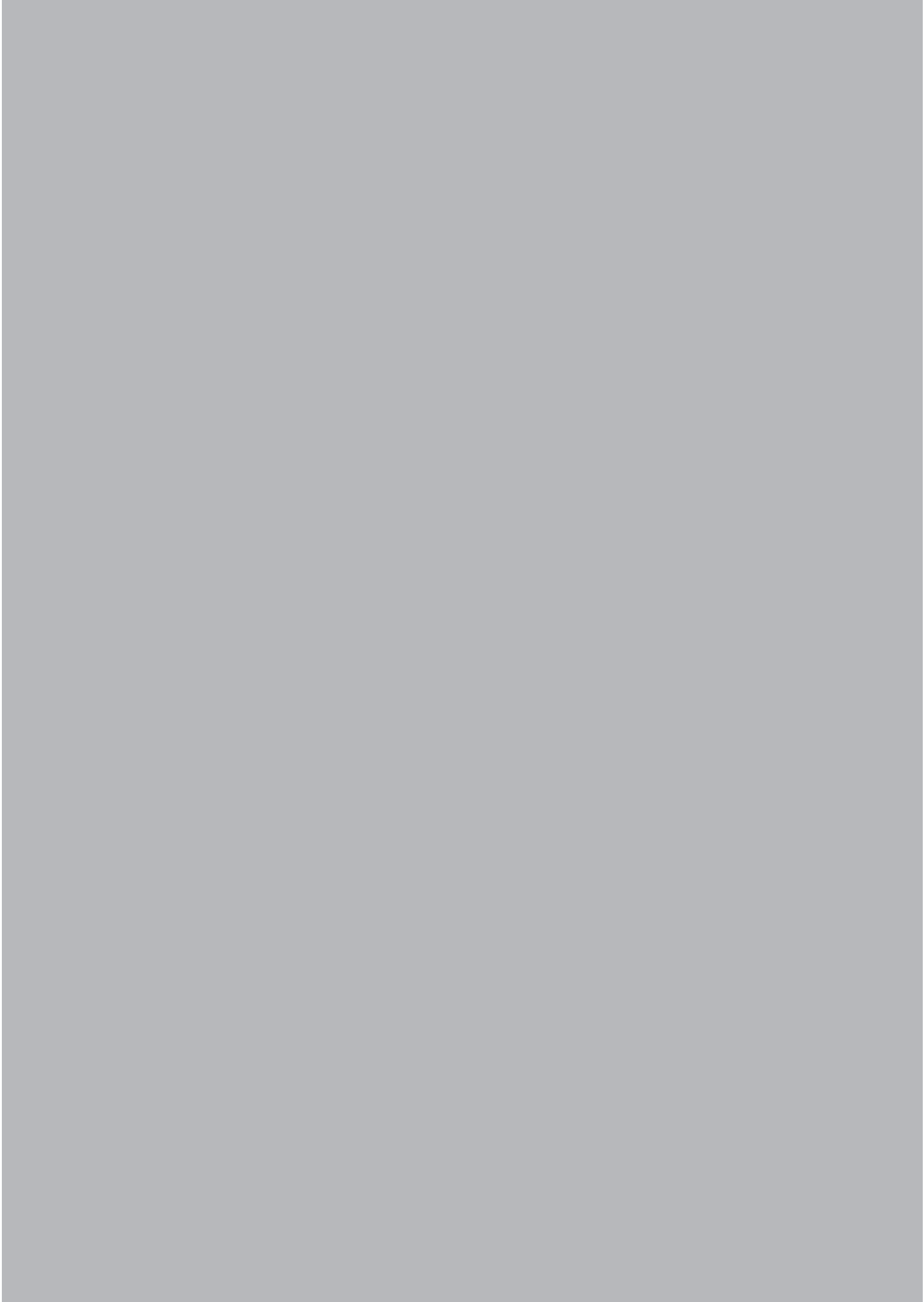


Tower Massing Variation 01



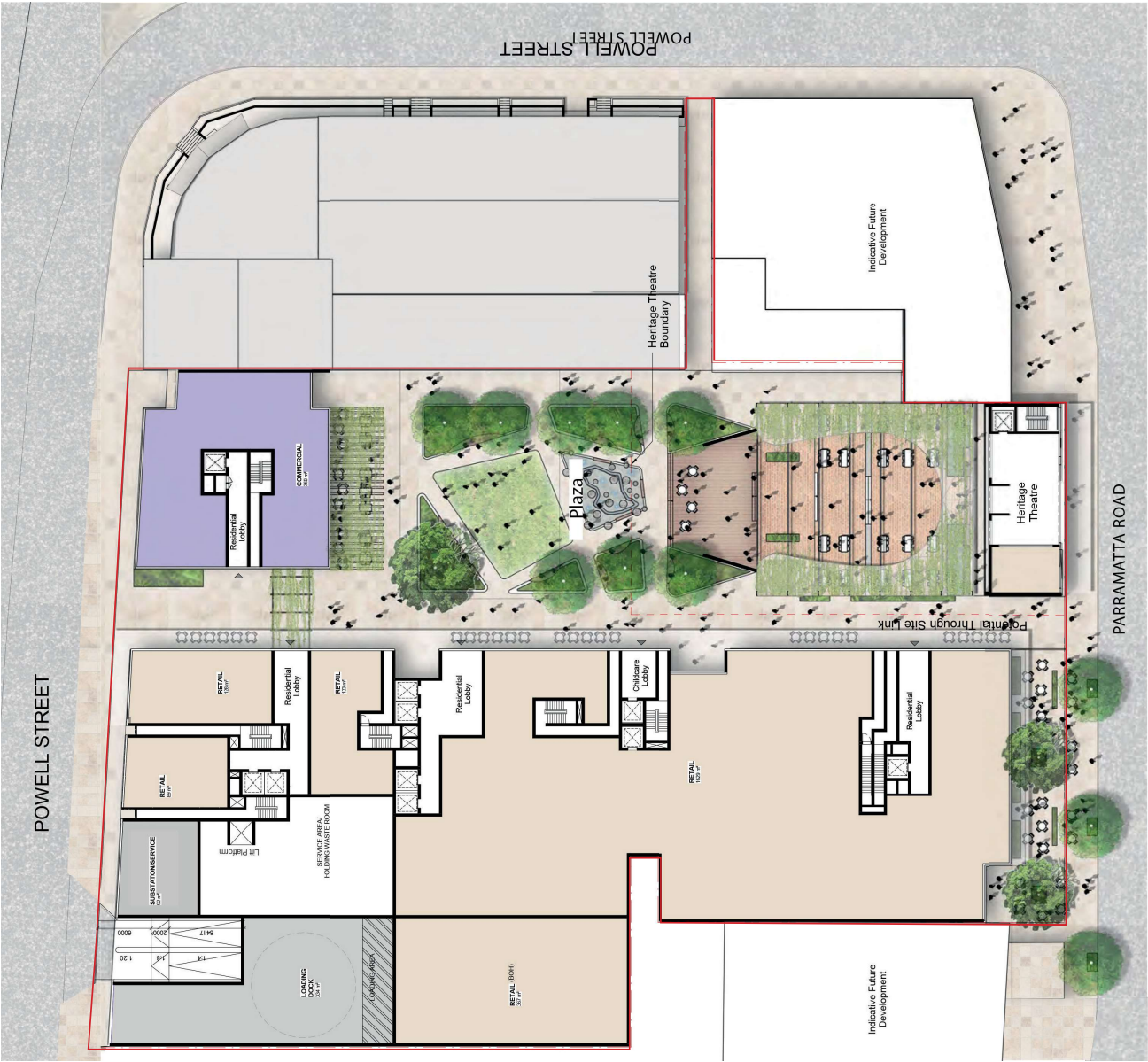
Tower Massing Variation 02





3.0 THE PROPOSAL

3.1 GROUND PLAN



Artists impression

View from the Theatre interpretation space



Artists impression
Aerial view of public open space

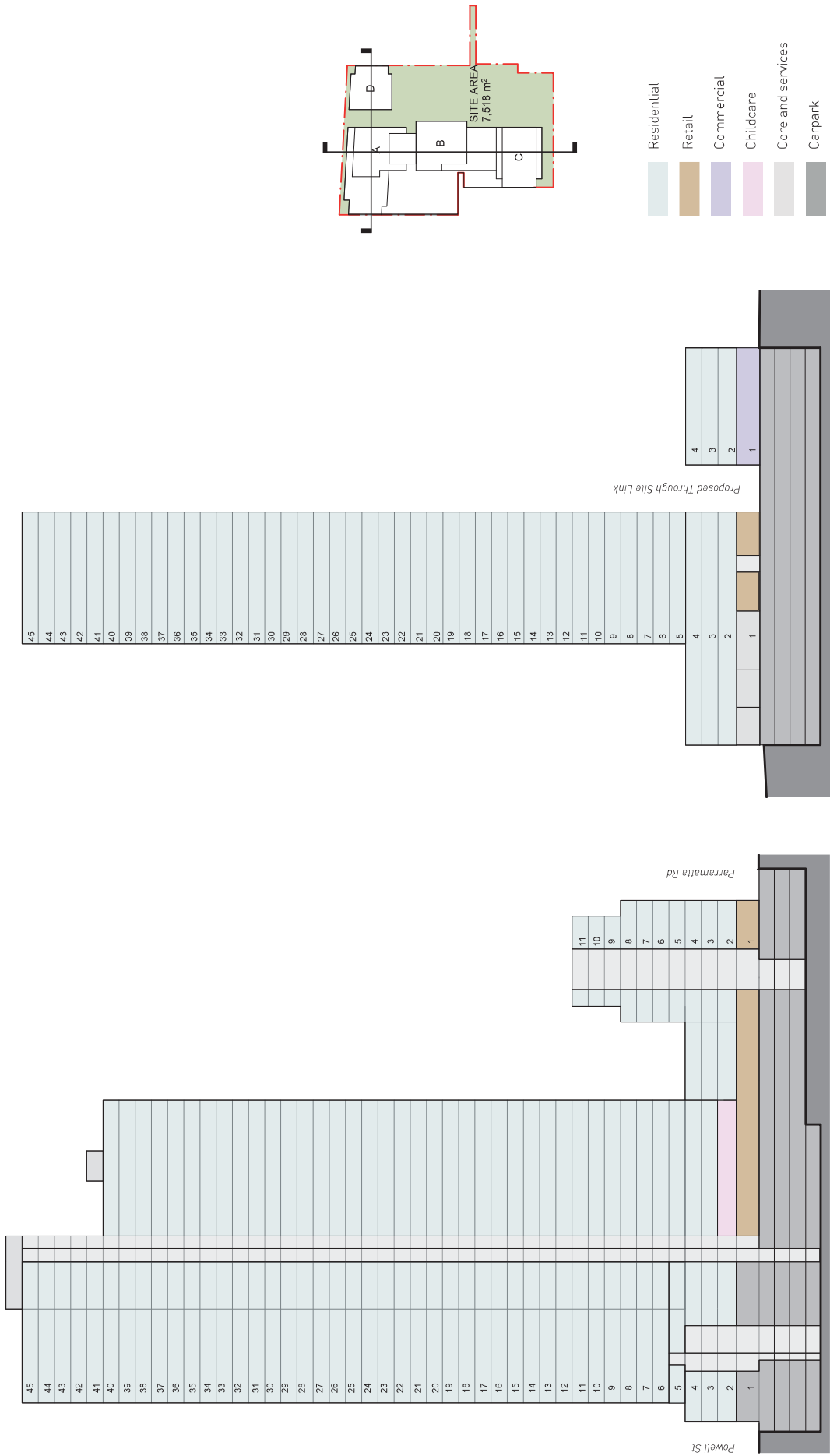


Artists impression
Knight Street view

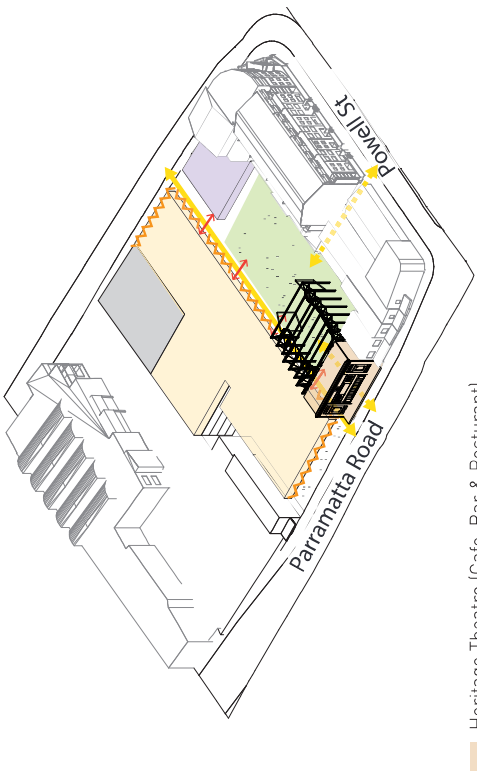
Homebush Theatre will become an urban landmark with a rejuvenated Parramatta Road.



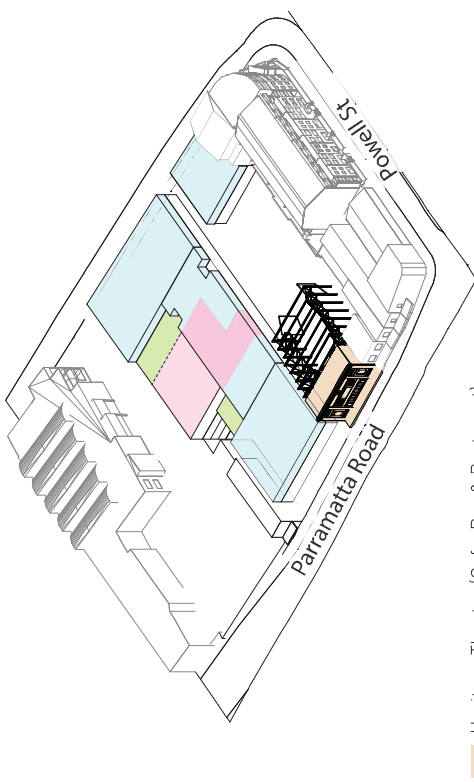
3.2 BUILDING USES



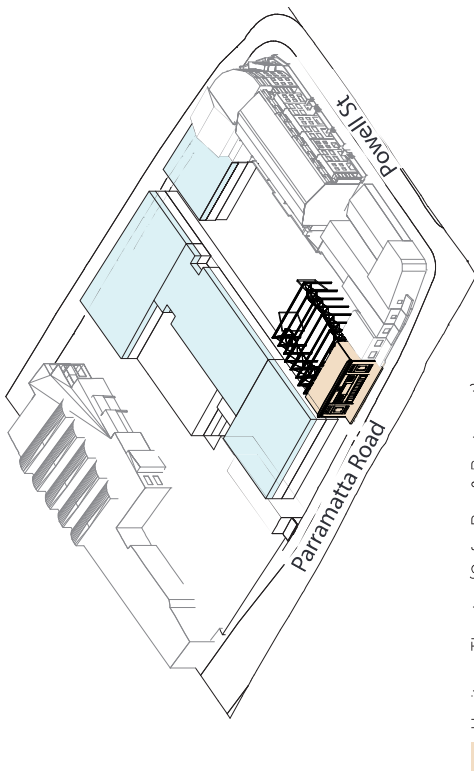
BUILDING TYPOLOGIES DIAGRAM



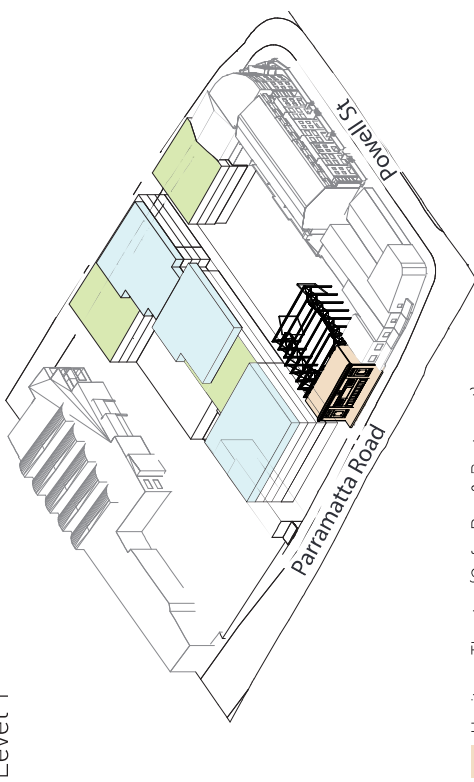
- Heritage Theatre (Cafe, Bar & Restaurant)
 - Retail
 - Plaza
 - Commercial
 - Service and Basement
- Ground Level
- Retail Active Frontage
 - Through Site Pedestrian Link
 - Entry Point



- Heritage Theatre (Cafe, Bar & Restaurant)
 - Residential
 - Communal Open Space
 - Childcare (indoor)
 - Childcare (outdoor)
- Level 1

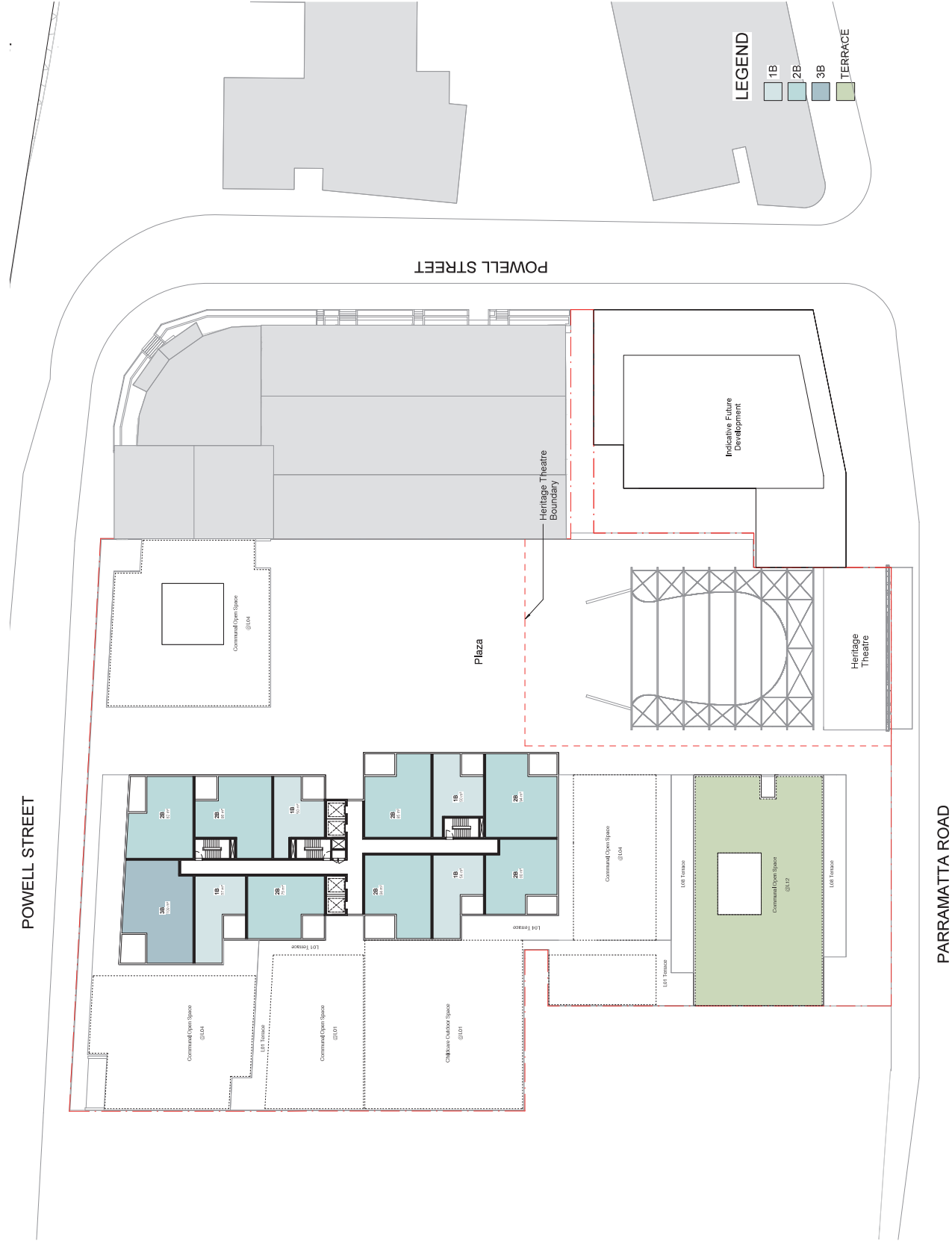


- Heritage Theatre (Cafe, Bar & Restaurant)
 - Residential
- Level 2-3



- Heritage Theatre (Cafe, Bar & Restaurant)
 - Residential
 - Communal Open Space
- Level 4

3.3 TYPICAL PLAN



3.4 LANDSCAPE PLAN

LEGEND

01/ Activated entry

02/ Retention part of heritage building

03/ Proposed artwork on building wall

04/ The Pavillion

05/ The Plaza

06/ The Cinema / childcare

07/ The Kitchen

08/ Outdoor Link

09/ The Nook

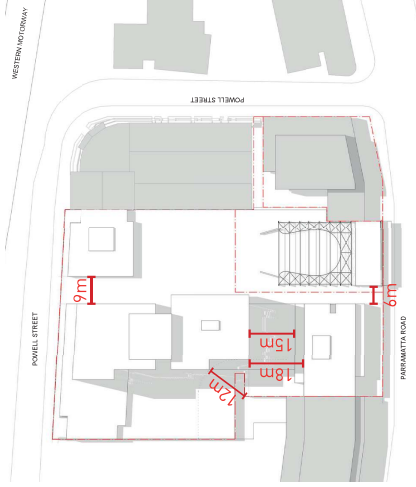
10/ The Gardens

11/ The Spot



3.5 ADG COMPLIANCE DIAGRAMS

Building Separation



The arrangement of buildings complies with ADG building separation numerical controls.

Deep Soil Zones



Deep soil zones that are greater than 7% of the site area can be provided within the Plaza and Parramatta Road setback zone as required by PRCUTS.

Communal Open Space



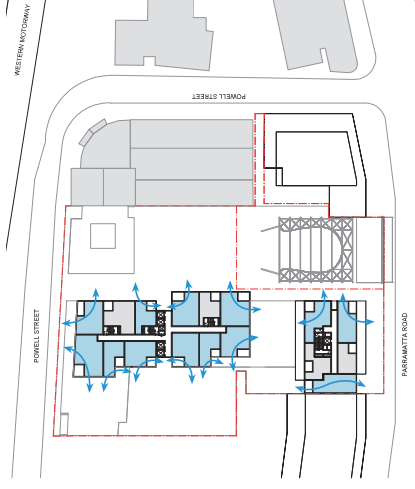
Communal open space that is greater than 25% of the site area can be provided. Residents will enjoy large landscaped terraces.

Solar Access



Buildings are orientated to provide solar access to apartments. More than 70% of dwellings will receive a minimum of 2 hours direct sunlight between 9am and 3pm at mid winter in their living rooms and private open spaces.

Cross Ventilation



At least 60% of dwellings are naturally ventilated in the first nine storeys.

3.6 STREET VIEWS

The following photomontages provide an approximation of the visual impact of the proposal from Parramatta Road as well as Underwood Road.

These visual impacts are considered appropriate, given the scale of change expected in the area under the proposed Parramatta Road Corridor Urban Transformation Strategy.

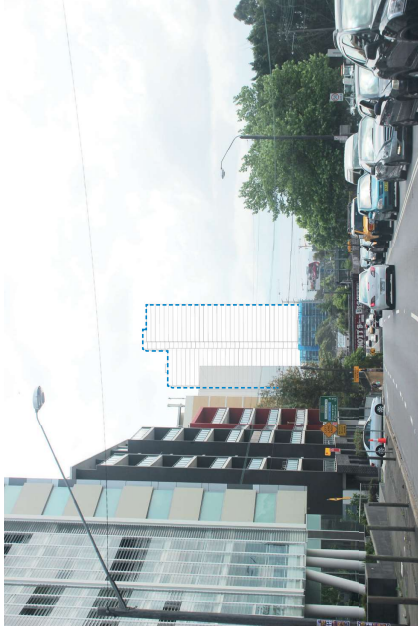
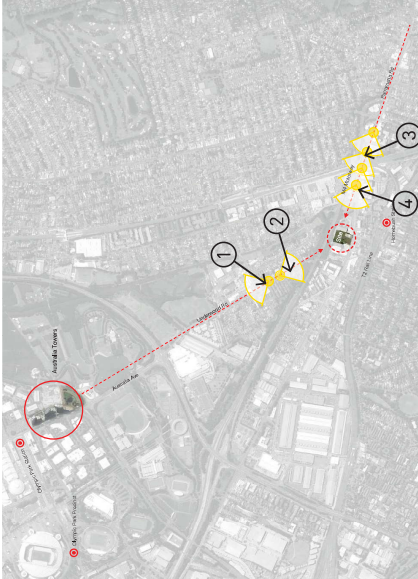
The Proposal will become an important urban element and will define an urban threshold when approaching Homebush from the north. The redevelopment of the site will also mediate lower urban form facing Parramatta Rd and taller built form facing the M4 Motorway.



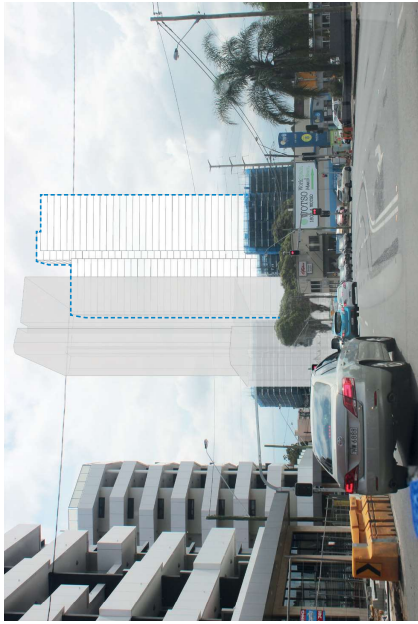
①



②



③



④

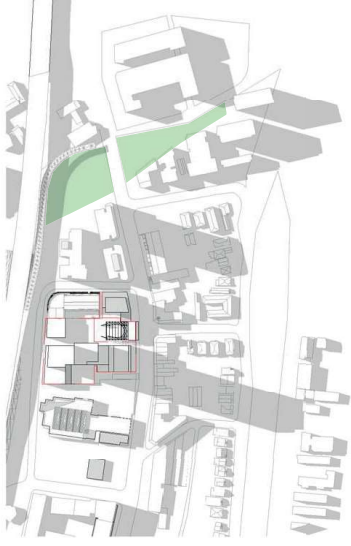
3.7 SHADOW STUDIES

The following diagrams describe the likely shadow impacts of the proposal during mid-winter. While some over-shadowing will occur on the open space to the south-east of the site during late afternoon, these diagrams confirm that a significant portion of this open space will not be shaded at other times.

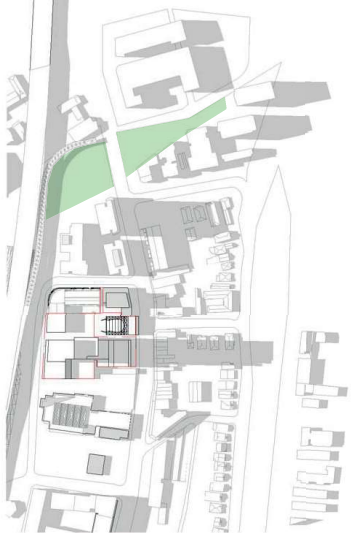
The proposed towers of the redevelopment will not prevent the adjoining sites from meeting ADG requirement for solar access.



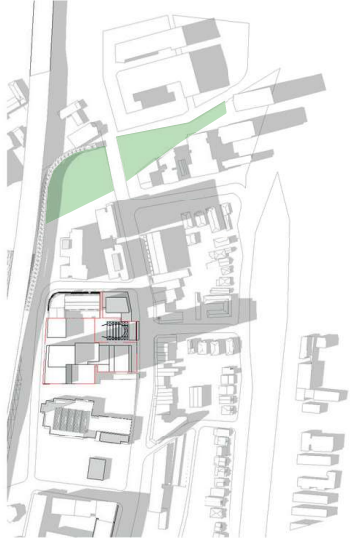
June 21_ 9:00am



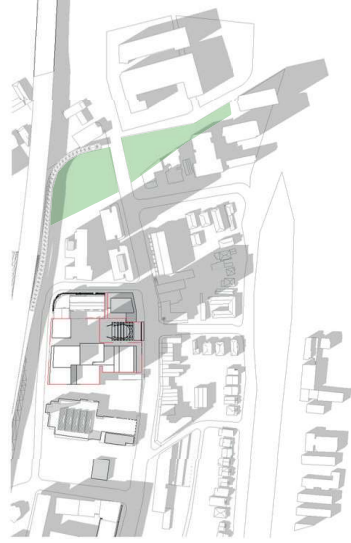
June 21_ 10:00am



June 21_ 11:00am



June 21_ 12:00pm



June 21_ 1:00pm



June 21_ 2:00pm



June 21_ 3:00pm



Artists impression
View from Parramatta Rd

