

Parramatta North Urban Renewal

Consultation outcomes report

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UrbanGrowth NSW

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1 Executive summary

This report details the stakeholder engagement and community consultation approach that was designed and implemented to support the preparation of the rezoning application and Development Control Plan for Parramatta North across July and August 2014. The consultation process was extensive, involving a holistic urban renewal project that looked at urban design, heritage and cultural significance, as well as financial considerations and the broader planning context.

The concentrated consultation approach was designed to deliver a fast-paced, saturation-style of communications and engagement activities. The approach was prepared to trigger constructive stakeholder conversations about urban renewal on the unique Parramatta North site, as well as inviting new community voices to be part of the consultation, ahead of rezoning application lodgement with the Department of Planning and Environment in September 2014.

The stakeholder engagement and community consultation approach combined proactive community consultation with extensive government agency consultation.

Table 1 provides a high level summary of the community and stakeholder engagement process and outcomes to date.

Table 1 Executive summary of engagement outcomes

What?	Key outcomes
<p>Stakeholder charrette one 30 July 2014</p>	<ul style="list-style-type: none"> » Addressed the question: What does outstanding urban renewal look and feel like to you? <ul style="list-style-type: none"> - Tells the story about the place - Respects heritage character of an area - Revitalised layout of a site should be guided by what is already there - Height and scale should be sympathetic to existing buildings - Larger scale buildings should be set back from heritage buildings » Gained appreciation that outstanding urban renewal – and heritage restoration – costs money » Gained appreciation for expected population increase and demand for housing and jobs over next 50 years, as per Metropolitan Strategy 2030.
<p>Stakeholder charrette two 1 August 2014</p>	<ul style="list-style-type: none"> » Devised principles to guide urban renewal at Parramatta North: <ul style="list-style-type: none"> - Height and scale should be sympathetic to the heritage precincts on the site, and to the riverfront - Height should be concentrated away from exceptionally significant heritage items, and away from the waterfront – towards the periphery of the site - A continuous riparian corridor / public walkway should be developed along the riverfront and through key heritage sites to encourage access across the site and to introduce people to the area - Heritage features on the site need to be activated and 'brought to life' – including sensitive adaptive reuse options and active heritage walks through the site - Connectivity needs to be effective and vibrant, including functional pedestrian and public transport connections (including support for public transport solution in the village heart/town centre) - Create an additional access point across the river connecting Kleins Road , Westmead to the north of the site - Urban renewal needs to deliver a vibrant, safe, well-serviced village heart / town centre - Heritage view corridors from the Old Government House – including views that impact on World Heritage status – should be preserved - Mixed response to 'iconic buildings' of more height on the site » Appreciation of varying levels of heritage significance across the site, ranging from features of exceptional heritage significance through to little significance and intrusive elements » Acknowledgement of the commercial reality and necessity of development to assist in the funding of desired heritage preservation, restoration and reactivation on site, as well as future requirement for jobs and housing in Parramatta City for economic growth.

What?	Key outcomes
<p>Stakeholder charrette three 22 August 2014</p>	<ul style="list-style-type: none"> » Reinforced the importance of principles devised in previous charrette » Mixed ideas about how archaeology on-site should be treated » Appreciation that something needs to happen on the site to preserve the heritage buildings – with some concern about the number of dwellings and height and scale of potential development » Potential to involve arts and artists to revitalise the site – in the short and long term – with a program of local events » Emphasis on importance of heritage features on site, and a call for NSW Government to support heritage groups in a bid to secure National Heritage Listing for the Female Factory.
<p>Sit and chat 7 August 2014</p>	<ul style="list-style-type: none"> » General acceptance that future change and growth will happen in Parramatta North » A desire to know more about the heritage aspects of the site » Support for:
<p>Swing by 8 and 9 August 2014</p>	<ul style="list-style-type: none"> > high quality design that is sensitive to heritage > riverfront activation through picnic spaces, bars, cafes, bike paths, pedestrian access, art and education > education and tourism associated with heritage sites, especially former Parramatta Gaol > emphasis on open space as a priority, especially along the riverfront > focus on pedestrian and cycle access to the site (minimal car use in the area) > Public transport options > creation of community facilities and activities such as community garden, tai chi, playground and fitness area > concern about vistas from Parramatta Park > integration with existing aspects of Parramatta North.
<p>Project website, online feedback and feedback forms From 7 August 2014</p>	<ul style="list-style-type: none"> » Generally pleased with the Master Plan and urban renewal project » Displayed an understanding of the need for renewal through restoration and re-adaptive reuse » Emphasis on the preservation of heritage sites and features, and open spaces » Improvement of connections into and within the project area, with a focus on pedestrian and cyclist pathways » Some concern about the level of high rise buildings proposed for the site » A hope for the urban renewal project to make Parramatta North a desirable place for people to live, work and play.

2 Introduction

2.1 About the project

UrbanGrowth NSW, on behalf of the NSW Government, is preparing a rezoning application and Development Control Plan to guide the future urban renewal of predominantly government owned land in **Parramatta North**. **The project will reinforce Parramatta's role as Sydney's second CBD and create a vibrant heritage mixed use precinct, including housing and employment opportunities.** This will promote the economic development of Western Sydney.

As a place of early colonial settlement and farming, the project area is of great heritage significance. It contains buildings of State and local heritage significance, as well as potential Aboriginal archaeological sites. The project aims to honour the history of the area at the same time as planning for the needs of future generations.

The Parramatta North Urban Renewal project has the potential to improve connections between the Parramatta CBD and Westmead and provide improved social, cultural and recreational infrastructure for the community.

The project area is located to the west and north-**west of the Parramatta CBD, Sydney's second CBD**. Parramatta plays a significant role in the Greater Metropolitan area as the most important centre in Western Sydney. Parramatta North is located to the immediate east of the Westmead Health campus, separated by the Parramatta River. It is also within close proximity to the Rydalmere Education Precinct and transport links.

The Parramatta North Urban Renewal project involves a 146 Ha area (see Figure 1) and has been divided into four sub precincts:

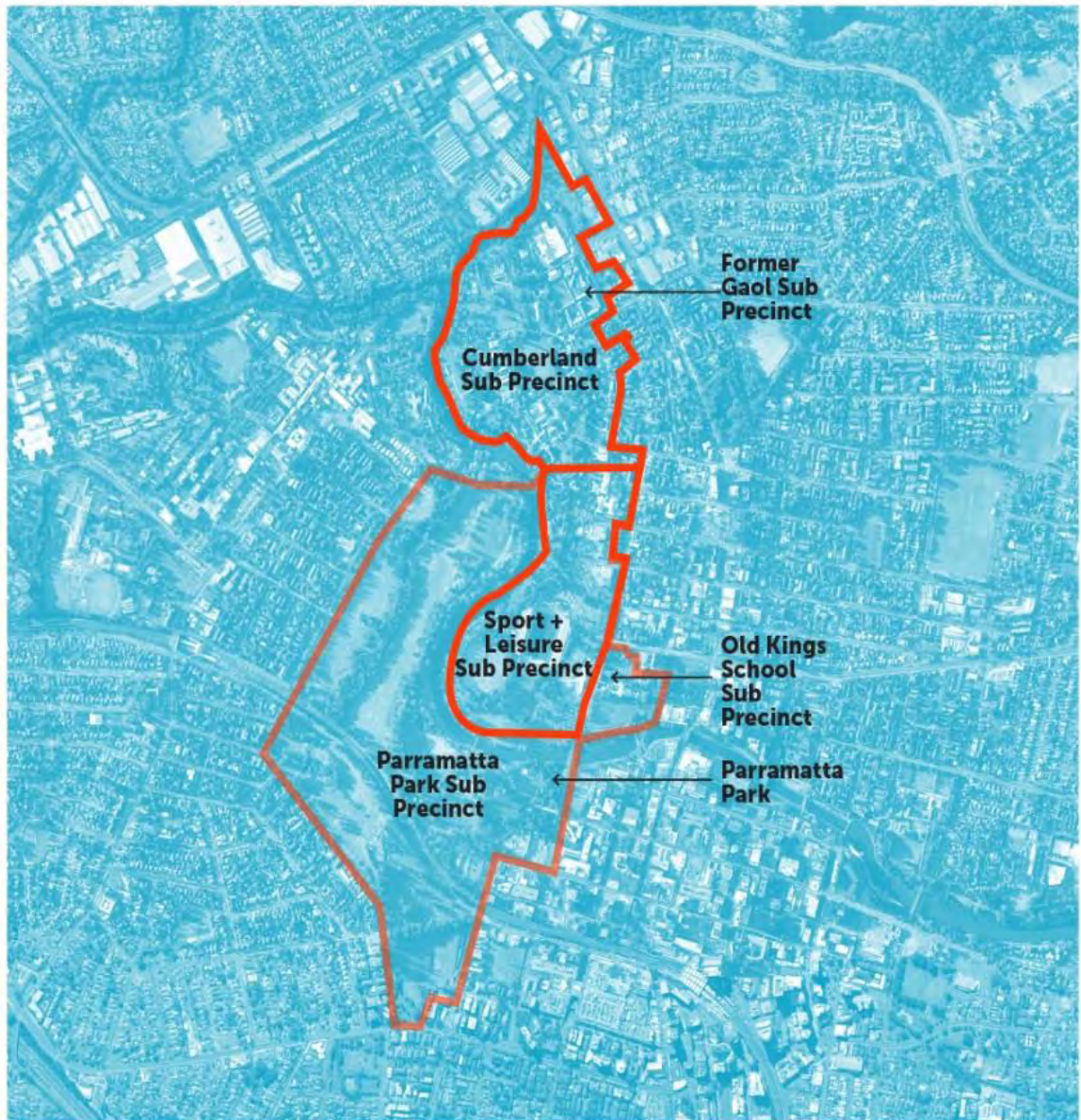
- » Cumberland (40 Ha)
- » Sport and Leisure (21 Ha)
- » Old Kings School (4 Ha)
- » Parramatta Park (81 Ha).

At this time the focus of revitalisation is on the Cumberland and Sports and Leisure precincts. Combined, the two precincts comprise the areas to the east of the Parramatta River and west of **O'Connell Street**.

The project area is entirely located within Parramatta City Council. The south western boundary of the Parramatta Park sub precinct directly adjoins Holroyd City Council.

Land uses and facilities currently located within the Sports and Leisure and Cumberland Precincts include Parramatta Stadium and associated facilities, Parramatta public pool, Parramatta Leagues Club, open space parkland, venue car parking, Cumberland Hospital, the NSW Linen Service, allied health related uses, NGOs and the former Parramatta Gaol.

Figure 1 Project area and sub precincts



2.2 About this report

This report describes the consultation process associated with the preparation of the rezoning application and Development Control Plan between July and August 2014. It also provides a summary and analysis of the outcomes of the consultation undertaken during this period.

Refer to Appendix A for a copy of the full communications and engagement strategy.

2.3 Consultation principles and objectives

The consultation approach was guided by the following principles:

- » Accessible and equitable, **acknowledging people's differing levels of** interest, base knowledge and available time
- » Inclusive, open to diverse views
- » Open and transparent, communicating clear and accurate information about parameters of consultation and next steps at every opportunity.

The consultation approach was undertaken to deliver the following objectives:

- » Start a wider and new type of conversation between all parties, where the benefits and impacts of urban renewal are able to be robustly discussed, in the context of planning for the future
- » Build support for a level of redevelopment that enables the potential of Parramatta North to be realised
- » Ensure environmental, heritage and social considerations are understood
- » Ensure a diversity of views is invited and captured – including attracting new voices to the conversation
- » Broaden the scope of stakeholders consulted with, including the broader Parramatta community.

2.4 Round one consultation snapshot – November-December 2013

The community consultation process associated with the preparation of the rezoning application and Development Control Plan is the second round of consultation that has been undertaken for the Parramatta North Urban Renewal and occurred in July and August 2014.

This round has built on findings from the first round of consultation (November and December 2013), which fed into the Framework Master Plan. The engagement and communication activities undertaken in round one included:

- » Community drop in session (21 November 2013)
- » Online feedback (From November 2013)
- » Stakeholder charrettes (15 and 22 November 2013)
- » Industry forum (11 December 2013).

Table 2 lists the high level findings from these activities.

Table 2 Round one consultation snapshot (November-December 2013)

What?	Key outcomes
<p>Community drop in session 21 Nov 2013</p> <p>Online feedback From 22 Nov 2013</p>	<ul style="list-style-type: none"> » Emphasis on protecting heritage buildings, views and precincts as well as Parramatta Park » Support for: <ul style="list-style-type: none"> > arts and cultural uses in Old Kings School > retaining Parramatta Park at current size with improvements to visitor facilities > tourism and education uses in Cumberland Precinct > improved walking and cycling connections > continuation of mental health uses on site > protecting Dodds Farm site, in the event the stadium is expanded ongoing consultation.
<p>Stakeholder charrettes 15 and 22 Nov 2013</p>	<ul style="list-style-type: none"> » Importance of protecting heritage buildings, views and areas and telling social history of area strongly emphasised » Support for: <ul style="list-style-type: none"> > Parramatta River and its activation and access > connections to CBD and Westmead, including walking, cycling, light rail > focusing development to north of Cumberland sub precinct > arts and cultural uses at Old Kings School > Maintain Parramatta Park for passive recreation, with some events and better visitor facilities > activation of project area through cafes, community buildings, museums, events pocket parks in any higher density development.
<p>Industry forum 11 Dec 2013</p>	<ul style="list-style-type: none"> » Strong interest in project area and potential opportunities to create a distinctive mixed use village adjacent to the CBD » Recognition that the project area's heritage, river front and open space are key assets » Support for: <ul style="list-style-type: none"> > UrbanGrowth NSW or other agency as the single project lead > establishing a clear hierarchy of heritage significance and carefully considering the feasibility of restoring a very large number of heritage buildings > UrbanGrowth NSW to de-risk the land before offering it to private developers creation of staged 'super lots' with infrastructure provided in advance.

3 Consultation methods

The community consultation process associated with the preparation of the rezoning application and Development Control Plan in July and August 2014 included the following consultation methods:

- » Key stakeholder consultation, including government agencies, Parramatta City Council (PCC) and the Aboriginal and Torres Strait Islander committee
- » Stakeholder charrettes (delivered in three sessions)
- » Sit and Chat session (in the format of a drop-in community information and feedback session)
- » Swing By session (three sessions delivered in the format of a public display and distribution of project flyers in high traffic areas)
- » Project website, online community feedback and feedback forms.

A snapshot of these consultation methods is provided in Table 3 and analysis of the outcomes of each method is contained in Sections 4-9 of this report.

The process has been accompanied by communications which informed the community and stakeholders about the project and their opportunities to provide input. The elements of the communication program are described in Table 4.

Figure 2 Participants at charrette part two



Table 3 Snapshot of consultation methods

What?	Who?	How many?	Why?
Stakeholder charrette one 30 July 2014	Invited representatives of government landowners, other government agencies, and community and business groups (prominent voices)	45 participants	The purpose of re-engaging with the key stakeholders was to 'close-the-loop' from previous engagement commitments . This provided an opportunity to understand costs and benefits of the project, introduce urban renewal principles and revisit outcomes of previous consultation.
Stakeholder charrette two 1 August 2014		43 participants	
Stakeholder charrette three 22 August 2014		39 participants	
Sit and chat 7 August 2014 (4 hours)	General community (existing voices) Promoted via: » Newspaper advertisements » Newsletter drop (3,750 homes) » Email invitation to stakeholder list	Attended by 18 participants 10 feedback forms completed	The purpose of deepening engagement with interested individuals was to 'close-the-loop' from previous consultation and to address expectations that plans should be ready for comment at this time. This provided an opportunity for deeper conversation about the associated costs and benefits of urban renewal and specific community benefits e.g. heritage and parklands
Swing by 8 August 2014 (2.5 hours) 9 August 2014 (2 x 3 hours)	General community – residents, workers and visitors (new voices) Promoted via: » Newspaper advertisements » Newsletter drop (3,750 homes) » Email invitation to stakeholder list	Attended by passers-by at: » Parramatta Station (500 flyers distributed) » Eat Street (400 flyers distributed) » Parramatta Park (40 flyers distributed)	The purpose of broadening engagement to include new voices was to elevate the question of what happens to the precinct from being a special interest, local issue to a community-wide issue.
Online feedback and feedback forms From 7 August 2014	General community through UrbanGrowth NSW website (new voices) Promoted via: » Newspaper advertisements » Newsletter drop (3,750 homes)	17 responses to date (23/09/14)	

Table 4 Snapshot of communication methods

What?	Why?	Where?
Email	To allow customers and stakeholders to ask questions and provide input	parramatta.north@elton.com.au
Event invitations	To invite stakeholders to events	Direct to community groups, industry and government stakeholders
Newsletter	To inform the community about the project and opportunities to provide input	Residential areas within a catchment generally aligned with: <ul style="list-style-type: none"> » Between Cumberland Highway/Briens Road and Victoria Road (North – South) » Between Redbank Street and Davies Street (East – West) » Between the River and Iron Street (East – West) » Between the River and Church Street (East – West)
Print media advertisements	To inform the community and stakeholders about opportunities to provide input	<ul style="list-style-type: none"> » Parramatta Sun » Parramatta Advertiser
Toll free number	To allow community members without web access to ask questions and provide input	1800 256 330
Website	To act as a 'one stop shop' for all project information and submission of online feedback form	www.urbangrowthnsw.com.au/parramattanorth

Communications collateral has been appended to this report.

Appendix B: community newsletter

Appendix C: email invitation to stakeholders

Appendix D: advertisement.



CONSULTATION OUTCOMES

4 Charrette part one

Appendices

Appendix E: Run sheet – charrette part one

Appendix F: Presentation – charrette part one

Appendix G: Invite list – all charrettes (parts one, two and three)

Appendix H: Notes – charrette part one

When:

Wednesday 30 July 2014, 7.00-9.00pm

Where:

Parramatta RSL, Macquarie Room

O'Connell St & Macquarie St, Parramatta New South Wales 2150

Purpose:

- » To provide an update on where planning for Parramatta North Urban Renewal is up to, and what has happened since previous consultation
- » To lay the foundation for parts two and three of the charrette
- » To raise the following questions:
 - > What does great urban design look like?
 - > What is your understanding of urban design?
 - > How do we bring outstanding urban design to Parramatta North?

Figure 3 Participants at charrette part one



Opening comments from Dr Geoff Lee (Member for Parramatta):

- » This is a once in a lifetime opportunity to show Parramatta as an exemplar of heritage
- » The challenge is to make Parramatta known for heritage and continue economic growth
- » The NSW Government is looking for a solution now – there is impetus and momentum towards a great urban outcome for Parramatta North
- » There is a unique opportunity to design a community that people want to live in and visit
- » The outcome will need to be a compromise between what we can spend, what we can achieve for heritage and what can feasibly be constructed.

Overview of charrette content:

- » Summary of process to date, including information about:
 - > Engagement with 12 State Agencies involved and discussions with eight different government owners, to gain support for urban renewal in North Parramatta
 - > The NSW Government endorsement of the proposed renewal and the process of seeking additional community and stakeholder feedback
- » Presentation on the bigger picture for Parramatta, including development plans in the CBD (noting that there is almost \$8billion worth of development in the works for Parramatta, including UWS, Camellia and Westmead)
- » Group discussion about urban renewal and what constitutes outstanding urban design
- » Presentation about the investment required to get a good outcome for Parramatta North.

4.1 Participant feedback – the urban renewal look and feel exercise

Participants were presented with several domestic and international examples of urban renewal examples and invited to provide written feedback on these examples and their suitability to Parramatta North.

Aspects that participants responded well to included:

- » Generous open space/parkland
- » Liveability and approachability
- » Transport hubs
- » Sympathetic integration of old and new
- » Mixed use spaces
- » Community areas
- » Featured heritage buildings
- » Varied heights (generally lower density)
- » Vertical and rooftop gardens
- » Activation of riverfront including boardwalk
- » Bridge crossings
- » Inclusion of public art.

Figure 4 Participants liked integration of old and new and generous open spaces



Aspects that participants did not respond well to included:

- » Too much height and density
- » Buildings that were out of scale with their surrounds
- » Sterile, cramped, 'overdeveloped' and monotonous design
- » Lack of access
- » 'Exclusive' looking open spaces
- » Lack of community and green spaces
- » Created overshadowed public spaces
- » Lack of balance between open space and built environment
- » Too much concrete

Figure 4 Participants were concerned about appropriate height, density and scale



5 Charrette part two

Appendices

Appendix I: Run sheet – charrette part two

Appendix J: Presentation – charrette part two

Appendix G: Invite list – all charrettes (parts one, two and three)

Appendix K: Notes – charrette part two

When:

Friday 1 August 2014, 10.00am-2.00pm

Where:

Parramatta RSL, Auditorium

O'Connell St & Macquarie St, Parramatta New South Wales 2150

Opening comments from Dr Geoff Lee (Member for Parramatta):

- » This charrette presents a unique opportunity to be part of a process to design a new community in Parramatta North
- » **It is time to ask ourselves, "How do we get to the point where we can balance the needs of our community and adaptively reuse all the beautiful heritage assets along the river?"**
- » In order to deliver a feasible outcome, planning will involve compromise. We need to open up the assets to make the heritage features along the river exemplar.

Overview of charrette content:

- » Presentation re-introducing the principles of outstanding urban design
- » Presentation about the different approaches to heritage conservation and heritage significance
- » Design scenario exercise, involving hands-on modelling of possible redevelopment schemes (two separate groups completed the exercise). For exercise outcomes, see section 5.1 of this report.

5.1 Design scenario exercise

For this exercise participants were split into two groups and presented with hypothetical design scenarios, presented on base maps using plastic blocks. Each block represented a two storey building (20 dwellings), and the total blocks used equalled 7,500 dwellings. The two groups were then tasked with moving the blocks around the map to create a preferred design scenario.

Both groups began with the same scenario, however moved through the exercise in a different manner. Group one firstly focused on defining the character of the area and placement of a village centre and then moved onto placement of density and height; whereas group two used a precinct-by-precinct approach.

5.1.1 Group one feedback

Group one moved through the exercise in the following order:

- » Initial thoughts, comments and discussion of principles
- » Discussion: where is the heart of the site?
- » Discussion about the town centre / village centre
- » Discussion about transport and connectivity
- » Discussion about the sports and leisure precinct
- » Discussion: other comments

Initial thoughts, comments and discussion of principles

- » **Planning for the site should take a 'from the ground up' approach**
- » Pedestrian focus is a good concept, but there is a need to consider where local traffic will go if pedestrian focus is achieved. Note: cars can play an important part in activating and/or connecting spaces
- » Sight lines and views – in and out of the site – need to be carefully assessed and preserved; in particular the views that are subject to UNESCO requirements
- » Central Park suggested as an example of harmony between significant building height / high density living and activated public open space
- » Need to consider site in the context of built form changes across the river (Cumberland West) and in the Parramatta CBD.

Discussion: where is the heart of the site?

- » Consider whether or not the town centre should be related to light rail through/to the site
- » What is essential to a town centre – amenities, facilities?
- » **As an example, the group discussed where the 'heart' of The Rocks might be**
- » The heart of the site is not necessarily the geographical centre.

Discussion about the village square

- » Should integrate light rail – consideration should be given to location of light rail stop
- » Should include a plaza-style layout with a strong relationship to open space
- » Should be pedestrian friendly
- » Should activate heritage buildings in and near the heart of the site
- » The heritage buildings at and near the village centre provide the site with an identity that can be built upon
- » Should link / tie in to the existing residential in North Parramatta
- » **Consider whether or not there should be more than one 'centre' – could the site have several hubs of activity, each with a distinct character?**
- » Rather than a town centre, would a village square be a more appropriate scale (especially in proximity to waterfront and heritage precinct?).

Discussion about transport and connectivity

- » Greater consideration of how the precinct integrates with surrounding spaces
- » There are great opportunities to link in with the CBD via the river
- » We should use this plan to identify where we want light rail to go
- » Consider shared streets, undergrounding sections of roads and keeping private vehicle access points to the edges of the site to minimise through traffic in the village centre
- » Planning needs to ensure public transport, pedestrians and cyclists have priority.

Discussion about the sports and leisure precinct

- » Stadium height should provide a relevant height reference for the area – taking into consideration limitations due to UNESCO status
- » Distribute suggested height / built form across the precinct, including over the car park
- » Pool could move closer to the river, and incorporate underground parking
- » The need for parking in the precinct needs to be kept in mind
- » River car park could be used as an extension of park / green space along the waterfront
- » Sufficient access points need to be provided to the perimeter of the sports and leisure precinct to avoid traffic / crowding.

Discussion: other comments

- » Waterfront character and existing sight lines should be maintained – in particular, architect **Walter Vernon's waterfront structures**. Should therefore consider tapering height backwards from the river
- » Need to be mindful of impacts on the view from Parramatta Park and World Heritage Listing implications
- » Female Factory buildings should maintain connection to the water – this connection should not be severed by buildings / new development
- » Need to plan a place that meets the needs of people who live there, work there and play there.
- » **There is a need for more 'coherence' on the site, including in the sports and leisure precinct** – consideration needs to be given to the street frontages
- » Need to consider a range of building types and heights across the site
- » Diverse views about the appropriateness of height – **some support for a 'signature building' of significant height**
- » Whether the site works or not largely depends on the shape of the buildings within the envelopes
- » **Need to maintain the 'soul of the place'** and quality of the landscape.

Figure 5 Group one final design scenario



5.1.2 Group two feedback

Group two moved through the exercise according to the following order:

1. Sports and Leisure Precinct
2. Female Factory and orphanage heritage area
3. North-west sub-precinct, including Marsden's Mill area and the oval
4. Linen Service and former Parramatta Gaol site
5. Eastern sub-precinct adjacent to O'Connell Street.

Initial impressions

Before moving through the different areas and precinct's the group discussed initial impressions of the scenario presented. The following key points were made:

- » Major concern for view corridors looking in and out of the project area
- » World Heritage buffer zones from Old Government House
- » Dislike for the infill/height placed amongst heritage sites and on the riverfront
- » Too much high rise across the whole project area
- » Make some buildings higher to allow for better movement, more open space and view corridors around the significant heritage features

- » Shadowing of open space and significant heritage sites
- » Access and connections between the river and heritage sites
- » Ownership and management (heritage features should be in public hands).

Sports and leisure precinct

The key points to emerge regarding the Sports and Leisure Precinct include:

- » Concern over heights and obstruction of view corridors, particularly between Parramatta Park/the Stadium and St Patricks/Old Government House
- » Majority of buildings in this precinct to be lower than tree height
- » **'Game day' impact on surrounding residences** – residential buildings moved away from the Stadium
- » Underground parking
- » Improved accessibility between Parramatta Stadium and CBD
- » Need for investigation of proposals for the Parramatta Eels site was also raised at this point.

Female Factory and orphanage heritage area

The key points to emerge regarding the Female Factory and orphanage heritage area:

- » Undisputed agreement of the heritage significance of this area
- » Desire to keep development (high rise and residential) to a minimum
- » Understanding of the need for heritage adaptive re-use to activate the area – location, design, form and scale needs careful consideration and analysis
- » Re-use options, including a resource centre, education for all ages, arts and cultural uses and tourism opportunities (e.g. **National Australian Women's History Museum**)
- » Reinstate the gate through the old Female Factory to the river to increase connectivity to the river and Parramatta Park
- » Factory Street as an important view corridor and entry point
- » Archaeological value at the Female Factory may generate limitations and obligations
- » Light rail stop **and women's garden** in this area.

North-west sub-precinct, including Marsden's Mill area and the oval

The key points to emerge regarding the north-west sub-precinct included:

- » Access and space along the river
- » Low scale density (cafes and mixed use) on the river to create intimate spaces and activation
- » Leaving the oval as open space, with 6-8 storey buildings placed around edges as containment
- » A place for Hospital staff to live with strong pedestrian access
- » Car-free zone
- » Height pushed to the north of this area
- » Bridge connecting the project area to Westmead
- » **Archaeological value at Marden's Mill.**

NSW Linen Service and former Parramatta Gaol site

The key points to emerge regarding the included:

- » Site could take more height than others as it is less sensitive
- » Some buildings may be subject to land claim
- » View corridor from the heritage walk to the Gaol
- » Gaol as a major tourist, arts and cultural area – place for destination galleries, artist studios, and history and migration museums.

Eastern sub-precinct adjacent to O'Connell Street

The key points to emerge regarding the Eastern sub-precinct adjacent to O'Connell Street included:

- » Least sensitive area in the whole project area
- » Density and height ok in this area
- » Concern about impact of high rise on nearby schools
- » Concern about solar access
- » Alignment of Factory Street as the entry point and view corridor to the heritage zone.

Where we got to

At the end of the exercise, the group discussed the final design scenario in a holistic sense and confirmed the following key points:

- » Density and scale was generally pushed away from the heritage areas and was concentrated in the Northern and Eastern most points of the site
- » Agreement that arts and cultural, memorial, tourist and educational opportunities existed in and around the heritages sites
- » Reservations about the amount of integration necessary to activate the project area
- » **Low density along the river's edge**
- » Any new development in the heritage area is not to be higher than existing heritage buildings
- » Scale was moderated in the Sports and Leisure Precinct to ensure that Parramatta Stadium as remained the height reference point for this area and to preserve view corridors from Old Government House
- » Important view corridors:
 - > Factory Street
 - > St Patricks to Old Government House
 - > Old Government House to the Female Factory
- » Site lines, visitor parking, transport and access inside the project area as integral to the success of the project
- » Preserve connections between heritage sites and the river
- » Bridge at Klein Street to join the northern area to Westmead and a variety of entrance points to the site.

Figure 6 Group two final design scenario



Figure 7 Participants taking part in the design scenario exercise



6 Charrette part three

Appendices

Appendix L: Run sheet – charrette part three

Appendix M: Presentation – charrette part three

Appendix G: Invite list – all charrettes (parts one, two and three)

Appendix N: Notes – charrette part three

When:

Friday 22 August 2014, 10.00am-12.00pm

Where:

Parramatta RSL, Macquarie Room

O'Connell St & Macquarie St, Parramatta New South Wales 2150

Overview of charrette content:

- » Recap of content covered in parts one and two
- » Presentation of site-specific detail about the different approaches to heritage conservation and heritage significance
- » Corroboration of outcomes from part two, and how input from previous sessions has
- » Design scenario exercise, involving hands-on modelling of possible redevelopment schemes (two separate groups completed the exercise). For exercise outcomes, see section 5.1 of this report.

Whole group discussion – considering the model, precinct by precinct

About the model – Sports and Leisure Precinct:

- Considering the schemes that each group developed in the second charrette, the biggest changes are proposed in the ***Sports and Leisure Precinct***
- The river acts as a connector, linking the site to the Parramatta CBD and beyond
- The project team has considered the uses in the Sports and Leisure Precinct, and are looking to return the car park to parkland to recreate a natural setting and emphasise recreation uses in the area.

Sports and Leisure Precincts – comments, questions and answers

- Further consideration needs to be given to impacts on views from Old Kings School and to and from Old Government House.

About the model – north of the Sports and Leisure Precinct:

- The model identifies a need to scale development back/away from the riverfront and heritage areas within the ***Cumberland Precinct***

- Project team has respected curtilage around Bethnal Green, and allowed for connectivity between sports and leisure precinct through the heritage buildings
- The model acknowledges that permeability is difficult and existing and new access points are being explored.

North of the Sports and Leisure Precincts – comments, questions and answers

- The walls should be preserved as part of the redevelopment of Fleet Street
- Concentrating height in a few taller buildings contributes to the profile of the site, and allows for lower scale near significant heritage buildings (taller buildings were not supported by all participants)
- The government could consider acquiring this land for redevelopment, rather than building a new community on top of a heritage precinct
- **The concentrated 'residential cluster' may have adverse impacts in terms of long term social outcomes and social uses near O'Connell Street**
- The building in Gipps Yard may have an adverse impact on the archaeological value of the yard
- Suggestion that an extension of the World Heritage Listing be a goal/outcome of the ultimate scheme
- Connect the site with the existing walkway, creating a way to get people to come through the site. Identified a need to bring some of the people visiting Parramatta Park through the site – as a way of opening up/exposing the site
- Arts has a role – arts are the visionaries, but whatever is delivered early on the site will need the associated amenities, including a toilet, café etc.

Figure 8 Whole group discussion at charrette part three



7 Sit and chat

When:

Thursday 7 August 2014, 4.00-8.00pm

Where:

Parramatta RSL, Auditorium

O'Connell St & Macquarie St, Parramatta New South Wales 2150

What:

Sit and chat provided the opportunity for detailed discussion. Stakeholders were able to see the progression of the project via information boards, ask questions of the project team and pass on their views on the future of Parramatta North.

The event was held in the Auditorium at Parramatta RSL on **O'Connell Street, Parramatta, a venue** located close to the study area and with easy access and parking. The sit and chat was held on Thursday 7 August 2014, 4-8pm.

The main purpose of this activity was to deepen engagement with interested individuals is to **'close-the-loop' from previous consultation and to address expectations that plans should be ready** for comment at this time.

The set up included:

- » seven information boards (see Appendix O)
- » interactive map of the study area **for the 'What would make a good community in Parramatta North?' exercise**
- » hard copy feedback forms and a box to submit feedback.

In addition to providing verbal feedback, participating in the interactive exercise and asking questions of the project team, participants at the sit and chat were invited to provide written feedback. A copy of the feedback form is contained in Appendix P.

The sit and chat was attended by 18 people, 10 of which completed feedback forms.

Figure 9 Discussion at Sit and Chat



7.1 What would make a good community in Parramatta North?

Participants were invited express where they wanted to see community facilities and connections in Parramatta North through pinning the following red squares on an AO sized map of the project area:



Where participants **couldn't find** what they wanted on the squares provided, they wrote it on a post-it note. The following summarises the outputs from this activity for the two focus areas (Cumberland and Sports and Leisure Precincts), as well as additional comments relating to Parramatta Park and the old Kings School.

A summary of the comments made about each sub-precinct is provided in Table 5.

Figure 10 Mapping community facilities and connections at the Sit and Chat



Table 5 Summary of comments made about each sub-precinct

Sub-precinct	Comments
Sports and Leisure	<ul style="list-style-type: none"> » Connect cycling links to Parramatta CBD » Create cycle/pedestrian access through stadium car park on old alignment of Governor Macquarie’s carriage way (PP Masterplan 2002) » Make existing aquatic centre undercover » Keep Parramatta Stadium as second tier stadium » Remove stadium parking and return it to the parklands » Opportunity for multi-function car park similar to Lincoln Road Miami, FL USA
Cumberland	<ul style="list-style-type: none"> » Ensure site is accessible for cyclists and pedestrians » Keep Parramatta District Men’s Shed as a community centre » Pedestrian/cycle bridge connecting Female Factory to Parklands » Cumberland Hospital site should be considered as part of the “green lungs” of Parramatta with a parklands feel » Cumberland Hospital buildings should remain » Residential development on Cumberland Hospital site should be village like with strong development controls about character and density » Need for a ‘Little Eat Street’ going back from the River towards the oval » Existing oval to remain as open space/parkland with plenty of greenery and a possible community garden » Emergency services access corridor between Parramatta CBD and Westmead » Gaol needs its own conservation plan to guide adaptive re-use as major tourist destination » Respect for heritage – tell the stories of the place » Bridge connecting Westmead to North of the project area » Northern most point of project area is good for development as long as it is accessible
Additional comments	<ul style="list-style-type: none"> » Old Kings School to become an arts venue similar to the Mona » Shared walkway/cycleway along Parramatta River and around Parramatta Park » Transfer Wisteria Gardens to Parramatta Park Management » Minimise traffic in Parramatta Park » Keep Parramatta Park boundaries intact

8 Swing by

When:

Friday 8 and Saturday 9 August 2014

Where:

Parramatta Train Station, Concourse (7.30-10.00am)

Eat Street, Cnr Phillip and Church Streets (4.00-8.00pm)

Parramatta Park, adjacent to Park Ave near the Playground (1.00-4.00pm)

What:

Swing By was a targeted community outreach approach akin to a concentrated roadshow. It comprised a series of three pop up events in high-traffic areas, including Parramatta Train Station, Eat Street and Parramatta Park, across 8 and 9 August.

Swing By **intended to engage the voices of people who hadn't had an opportunity to** – or been aware of opportunities to – contribute to the future of the site. It aimed to elevate the question of what happens to the precinct from being a specialist, local issue to a community-wide issue.

Each session had the same setup and included:

- » four information boards about the project
- » feedback form available via hard copy
- » a flyer to direct people to the project website where
- » a chance for face-to-face discussion with the project team about Parramatta North Urban Renewal.

Two hard copy feedback forms were received and a total of 940 flyers were distributed across the three sessions. Feedback from discussions with interested passers-by is provided below.

Figure 11 Community members and project team at Swing By Parramatta Train Station



8.1 Feedback

The following word cloud summarises this feedback form participants on the swing by sessions.

Figure 12 Word cloud of Swing By feedback



The word cloud shows that key themes included:

- » Heritage, including associated education and tourism opportunities and desire for more information about the history and stories of the various buildings and institutions on site.
- » Riverfront activation through picnic spaces, bars and cafes
- » Open space , especially along the riverfront
- » Open up pedestrian and cycle to the site along the river and connect this to the rest of North Parramatta
- » Minimise car use in the area
- » Provide public transport options including Light Rail from the outset
- » Ensure the new development is integrated with the existing community within Parramatta North
- » General acceptance that significant change is already underway and will continue to happen in Parramatta North
- » The redevelopment of the precinct should provide something that is different to the Parramatta CBD.

9 Feedback forms

The feedback form (Appendix P) was available online via the UrbanGrowth website and distributed at the Sit and Chat and Swing By sessions. 21 forms were completed in total; the following is a summary of this feedback.

9.1 Summary of feedback received

General feedback regarding the Master Plan and urban renewal project was quite positive, with many indicating they were pleased to see things happening in Parramatta North and saw it as an opportunity to develop better lifestyles and facilities for the community. This is demonstrated in comments such as:

- » **“Few other cities have a river and urban parkland within meters of the CBD – this is one chance to develop a showpiece not just for Parramatta but for Sydney”**
- » **“This could be a brilliant opportunity to create a living/working area that would be a benchmark in urban renewal”**
- » **“Parramatta will become a desirable place to live and work AND a destination to visit”**

An emphasis on the preservation of heritage sites and features, and the improvement of connections into and within the project area emerged as the two most prominent themes in the feedback forms.

Feedback displayed an understanding of the need for renewal through restoration and re-adaption, with some stating that heritage buildings **currently looked “neglected” and “inaccessible”**. Some noted that the history of the place must be respected and celebrated; others showed concern for the potential effect of development on heritage sites (loss of historic element to overdevelopment) and the ongoing management of such areas.



New developments are always an opportunity to encourage environmental solutions”.

Concern was also raised about the level of high rise buildings proposed for the site, with some commenting they did not believe more apartment blocks and high density living were necessary in Parramatta. There was a call for more information regarding housing typologies, planned development and proposed numbers.

In terms of accessibility and connections, many indicated the need for improved pedestrian and cyclist connectivity and a subsequent desire to restrict car access throughout the whole project area. Linked with this was a need **for open space and “well preserved natural spaces”**.



Open space is an irreplaceable asset”.

In general, feedback revealed a hope for the urban renewal project to make Parramatta North a desirable place for people to live, work and play – a place for visitors and locals alike with sports facilities, vibrant open spaces, a village hub, cafes/restaurants, retail shops and entertainment spaces. There was support to make the area a place for the telling of Australian stories and major tourist attraction in Sydney through activations such as tourist convict jail experience, a regional art gallery, heritage museum, butterfly park and urban bee culture.



I was excited to discover the history of the place, perhaps others will be too”.

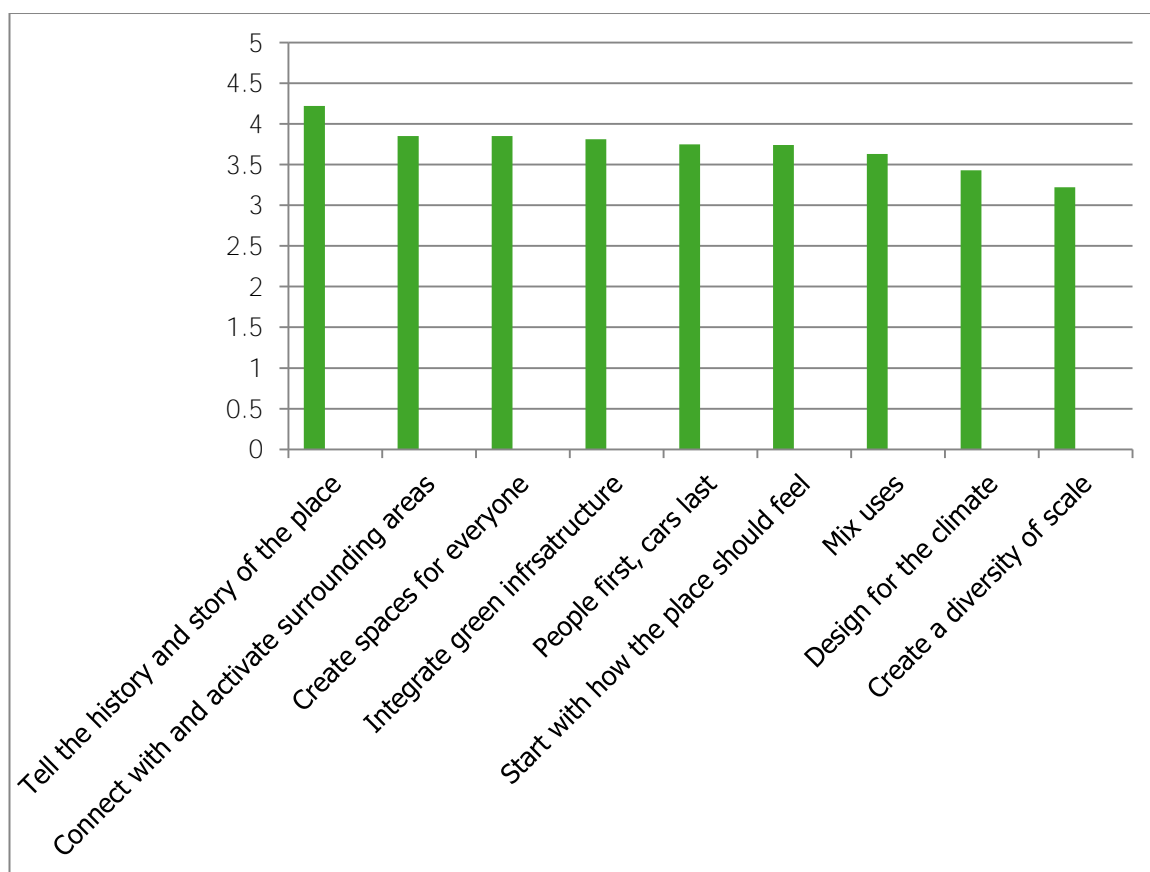
Support was also communicated for:

- » Increasing the size and capacity of the Stadium
- » Analysis of the heritage value of existing trees
- » Larger emphasis on employment opportunities
- » Affordable housing options
- » Sustainable design, including solar powered buildings and use of grey water
- » Deliverance of services to compliment the nearby legal and health precincts.

Feedback on the urban design principles

Those completing the feedback form were asked to indicate the importance of nine different urban design principles on a scale of 1 to 5 (least to most important). The following displays the principles and their average score out of five, as indicated on the feedback forms:

Figure 13 Urban design principles and their importance



This feedback shows very little variance in the importance placed upon the individual design principles. Nevertheless, participants tended to place more importance upon design that helps to tell the story of Parramatta North, connect and activate surrounding areas and create spaces for everyone, as opposed to designing for the climate and creating a diversity of scale.

The following key points also emerged from this section of the feedback form:

- » Emphasis on the telling of all stories associated with the site, including Aboriginal and European history
- » Importance of connectivity within the site and to Parramatta CBD
- » The need for greenery is high in Parramatta North and this is important from a sustainability as well as aesthetic perspective
- » Establish a community feel and lifestyle that is appealing to everyone
- » Desire to limit car use in Parramatta North.

10 Other engagement

10.1 ATSI Committee briefing

Consultation was conducted with the ATSI Committee during the previous consultation in 2013. A follow up presentation and meeting was held on 26 August 2014. The purpose of the briefing was to:

- » To update the Committee on the process and current thinking regarding urban renewal of Parramatta North
- » Seek feedback from the Committee prior to finalising a rezoning application and DCP for Parramatta North

The following points were raised:

- » ATSI committee made recommendations about additional Indigenous stakeholders to be consulted
- » A site tour was arranged for ATSI committee members, accompanied by UrbanGrowth NSW and the Aboriginal heritage assessment team (scheduled for Wednesday 3 September 2014)
- » Open space and access to the river should be retained
- » More information was requested on archaeological studies
- » Interpretation of Aboriginal history should consider the full indigenous history on the site, including more recent associations with the Gaol, Hospital and Female Factory
- » Concerns relating to the bat colony.

More information on consultation with Indigenous stakeholders can be found in the Aboriginal Heritage Assessment Report prepared by Comber Consulting and Social Significance Assessment by Musescape.

10.2 Agency and Council Consultation

Following direction from Cabinet, UGNSW prepared a standardised Project Collaboration Agreement for the project to set out the roles and accountabilities of agencies that intersect with the Parramatta North Urban Renewal project. The purpose of this Agreement is to support a collaborative, whole-of-Government approach and the delivery of urban renewal outcomes for the project.

Agreement Partners include:

- » UrbanGrowth NSW
- » Planning & Environment
- » Transport for NSW
- » Government Property NSW
- » NSW Health
- » Department of Primary Industries – Crown Lands

- » Parramatta Park Trust
- » Venues NSW
- » NSW Treasury
- » NSW Land and Housing Corporation
- » Office of Environment and Heritage – Heritage Division
- » Department of Education and Communities.

Meetings and briefings

In accordance with this Agreement, UGNSW has held monthly project coordination meetings since October 2013 (dates displayed below in Table 6). All project coordination meetings have been attended by Agreement Partners and Parramatta City Council representatives.

Weekly briefing and coordination meetings have been conducted with Government Property NSW and NSW Health, as well as fortnightly with Transport for NSW since July 2104. The meetings addressed a number of specific items such as urban design, heritage, traffic and preparation of planning controls, which helped to inform the development of the rezoning application.

UGNSW has held separate briefing and coordination sessions as required with all Project Collaboration Agreement Partners during the preparation of the rezoning application.

Table 6 Project coordination meetings

Meeting number	Date
1	1 October 2013
2	7 November 2013
3	10 December 2013
4	6 March 2014
5	3 April 2014
6	1 May 2014
7	5 June 2014
8	3 July 2014
9	7 August 2014
10	4 September 2014

In addition to weekly meetings with Parramatta City Council Officers, three closed briefing sessions have been held with Parramatta City Councillors across July, August and September 2014 (displayed below in Table 7).

Table 7 Closed briefing sessions with Parramatta City Councillors

Meeting number	Date
1	16 July 2014
2	13 August 2014
3	15 September 2014

Appendices

A	Communications and engagement strategy
B	Community newsletter
C	Email invitation
D	Advertisement
E	Charrette part one – run sheet
F	Charrette part one - presentation
G	Charrette invitation list
H	Charrette part one – notes
I	Charrette part two – run sheet
J	Charrette part two – presentation
K	Charrette part two – notes
L	Charrette part three – run sheet
M	Charrette part three – presentation
N	Charrette part three – notes
O	Information boards
P	Feedback forms

A Communications and engagement strategy

Parramatta North Urban Renewal Strategy



1 Parramatta North Urban Renewal Phase 2

1.1 UrbanGrowth's role in facilitating renewal

UrbanGrowth NSW (UGNSW) has been charged with planning for eight major urban renewal areas across the Greater Sydney Metropolitan Region. These areas typically comprise large holdings of public owned land and are in proximity to centres and existing or planned transport infrastructure.

The transformation of these diverse areas into sustainable, liveable and affordable communities is an essential component of the NSW Government's plan to deliver an additional 550-600,000 new dwellings across Sydney by 2031.

Urban renewal is a long term venture. The communities that will be created through this renewal program will alter the face of Sydney and will also need to serve the city for at least the next 100 years. This requires a wider and new type of conversation between all parties, where the benefits and impacts of renewal are able to be robustly discussed. What remains apparent is that sustainable city making can no longer afford to simply reproduce what has been done in the past. All involved need to take joint responsibility for ensuring:

- » a level of redevelopment that enables the potential of these areas to be realised
- » environmental, heritage and social considerations are understood and appropriately balanced.

In planning for these renewal areas UGNSW is to work in collaboration with numerous government landowners, other agencies and local Councils. In addition collaboration with communities is also recognised as critical to achieving renewal objectives.

Extensive upfront consultation can facilitate the process of renewal. Such dialogue provides a platform to identify community values and understand local issues. It also educates stakeholders on drivers for renewal and how amenity, liveability and sustainability of higher density urban communities can be secured by exemplary urban design and the provision of high quality social and physical infrastructure.

1.2 About Parramatta North

The project area is located between the Parramatta CBD and Westmead health campus, on the banks of the Parramatta River. The broader project area includes Cumberland East Health Precinct, Parramatta Stadium, Parramatta Park and the Old Kings School but importantly the area currently under review by UGNSW is limited to Cumberland East and Parramatta Stadium Precincts.

UrbanGrowth NSW has been working closely with 12 NSW Government agencies (including NSW Health), Parramatta City Council and other stakeholders to plan for the area's future. The project involves a coordinated whole-of-government approach, with State Government agencies working together to achieve the best outcomes for the people of Parramatta and the future of Greater Sydney.

This project aims to renew an area of government owned land in Parramatta North, transforming it into a vibrant heritage mixed use precinct, with housing and employment opportunities.

Parramatta North is a complex site adjacent to a regional park and the Parramatta River. It also has a rich history, including significant heritage buildings. The project aims to honour the history of the area at the same time as planning for the needs of future generations. Renewal is the only feasible and presently available means by which the considerable funds required to restore, interpret and adaptively reuse (where appropriate) these buildings to ensure they remain a relevant and living legacy for future generations.

The population of Parramatta and Greater Sydney will continue to grow, and with this growth the demand for housing and jobs will also increase. The Parramatta North Urban Renewal project is an opportunity to plan ahead to secure a positive future for the area. Many previous attempts at planning for this area have not been successful for a variety of reasons. Currently there is an unparalleled window of opportunity for the site that must be seized.

At the present moment there is significant alignment between key government stakeholders, Parramatta CBD has considerable momentum and is growing in precedence. Surrounding the CBD, major projects are underway or being planned including WestConnex, Camellia, Westmead Hospital Campus redevelopment and the Light Rail Study.

By integrating with these projects and capitalising upon the intense focus this growing and rapidly changing area is currently receiving Parramatta North Urban Renewal aims to:

- » deliver a world class urban renewal project that balances the strategic objectives for Sydney and Parramatta with the heritage legacy of the area and its international importance
- » restore heritage buildings and create a long term source of funding to secure the future of Parramatta North's rich history
- » protect areas with high environmental value, such as the riverbank corridors
- » seize the opportunity to improve connections between the Parramatta CBD and Westmead and provide improved social, cultural and recreational infrastructure for the Parramatta community and Greater Sydney to enjoy.

2 Communications and engagement approach (late July to mid-August 2014)

The plan for a concentrated consultation approach has been designed to deliver a fast-paced, saturation-style of communications and engagement activities. The approach has been prepared to trigger positive stakeholder conversations about urban renewal on the unique Parramatta North site, as well as inviting new community voices to be part of the consultation, ahead of lodgement with the Department of Planning and Environment in September 2014.

The 3 + 3 communications and engagement approach maps three stakeholder streams alongside three engagement activities. The stakeholder streams and engagement activities are explained in more detail on the following pages of the action plan. The approach is shaped by the Project Team's objectives to deliver a fast-paced, fresh but proven approach. The activities have been designed to deepen and broaden the conversation about Parramatta North Urban Renewal.

2.1 Stakeholders

1. Key stakeholders <i>Prominent voices</i>	2. Deepening engagement <i>Existing voices</i>	3. Broadening engagement <i>New voices</i>
<ol style="list-style-type: none"> Agency partners and members of the Project Control Group. Stakeholders who make up the 'informed community' of people who have a significant interest in the future – and the past – of the site. 	<p>This group of stakeholders is made up of interested individuals and people who do not represent a formal organisation or group, but have a special interest in the future of the site. Interested individuals are concerned with:</p> <ul style="list-style-type: none"> Heritage Arts and culture Parkland protection Local resident issues (including people living nearby the site). 	<p>This group includes the voices of people who haven't had an opportunity to – or been aware of opportunities to – contribute to the future of the site. Given that the benefits of urban renewal extend beyond the immediate site and into the wider community, it is important to give community stakeholders the opportunity to consider the big picture and to ask: What does the new precinct mean for them and the places where they live, visit and work?</p> <ul style="list-style-type: none"> Community members – residents, workers and visitors
<p>The purpose of re-engaging with the key stakeholders is to 'close-the-loop' from previous engagement commitments. Phase two of consultation provides an opportunity to understand costs and benefits of the project and introduce renewal concepts and</p>	<p>The purpose of deepening engagement with interested individuals is to 'close-the-loop' from previous consultation and to address expectations that plans should be ready for comment at this time. This group will be responsive to a deeper</p>	<p>The purpose of broadening engagement to include new voices is to elevate the question of what happens to the precinct from being a specialist, local issue to a community-wide issue.</p>

1. Key stakeholders <i>Prominent voices</i>	2. Deepening engagement <i>Existing voices</i>	3. Broadening engagement <i>New voices</i>
possible scenarios.	conversation about the associated costs and benefits of urban renewal and specific community benefits e.g. heritage and parklands	

2.2 Engagement activities

1. Re-think and renew	2. Sit and chat	3. Swing by
Focus: prominent voices	Focus: existing voices	Focus: new voices
<p>What</p> <ul style="list-style-type: none"> • Re-think and renew is a charette style key stakeholder workshop comprising three part-day sessions. • The first session will focus on orientation, the second will explore possible scenarios for the site, and the third will bring together the outcomes of earlier sessions and communicate what happens next in the planning process. • The agenda for the three sessions will cover the following: <ul style="list-style-type: none"> – Thank attendees to involvement to date – Provide an update: where things are at and next steps – Highlight the political climate; the moment is <i>now</i> – Hopes and fears of attendees – “Put yourself in the picture” technique to elevate urban renewal perceptions – Consider what urban renewal means for Parramatta North including concepts, costs, benefits and possible solutions – Outline how any perceived issues could be addressed, including potential heritage impacts – Explain what is likely to be in the rezoning application. 	<p>What</p> <p>Sit and chat will provide the opportunity for detailed discussion. Stakeholders will be able to see how the project is progressing via information boards, ask questions of the project team and pass on their views on the future of Parramatta North.</p> <p>The set up will include:</p> <ul style="list-style-type: none"> • Sign in desk • 6 information boards • Flyers to direct people to the project website • Tables and chairs set up to allow for stakeholders to sit and chat with members of the project team • Feedback forms and a box for stakeholders to submit their feedback. 	<p>What</p> <p>Swing by is a targeted community outreach approach akin to a concentrated roadshow. It will comprise a series of three pop up events in high-traffic areas, including Parramatta Train Station, Eat Street and Parramatta Park.</p> <p>Each out and about event will have the same setup and will include:</p> <ul style="list-style-type: none"> • Three-four information boards about the project • Opportunity to interactively answer the question, “Thinking ten years ahead what would you like to do in the Parramatta North precinct” using precedent imagery a vision board with • Vox pops - opportunities to record small sound bites of people talking about their aspirations for Parramatta and Parramatta North • Survey/feedback form available via iPad and hard copy • A flyer to direct people to project website.
<p>Who</p> <p>Invitations to the rethink and renew charrette series will be extended to all stream one</p>	<p>Who</p> <p>Sit and chat caters to all three streams of stakeholders (all voices – prominent, existing and</p>	<p>Who</p> <p>The out and about consultation approach is targeted at stream</p>

1. Re-think and renew	2. Sit and chat	3. Swing by
stakeholders.	new). Invitations to join the sit and chat will be extended to all three streams of stakeholders; with the majority of interest likely to be from streams one and two.	three stakeholders. Events will be advertised twice in both the Parramatta Advertiser and Parramatta Sun, and will therefore include all three streams of stakeholders. The sit and chat will be advertised at the same time.
<p>When</p> <p>Part One Wednesday 30 July 2014 7:00pm – 9:00pm Parramatta RSL, The Macquarie Room</p> <p>Part Two Friday 1 August 2014 10:00am – 2:00pm Parramatta RSL, Auditorium</p> <p>Part Three Friday 22 August 2014 10:00am – 12:00pm Parramatta RSL, The Macquarie Room</p>	<p>When</p> <p>Thursday 7 August 2014 Any time between 4:00pm and 8:00pm Parramatta RSL, Auditorium Corner Macquarie and O’Connell Streets, Parramatta</p>	<p>When</p> <p>Friday 8 August 2014 7:30am - 10:00am Parramatta Train Station, Concourse</p> <p>Friday 8 August 2014 5:00pm - 8:00pm On Church Street, near Phillip Street, Parramatta</p> <p>Saturday 9 August 2014 1:00pm - 4:00pm Parramatta Park, adjacent to Park Avenue, by the playground</p>

All the above activities are supported by online engagement to broaden opportunities for community participation and access to more detailed information about the project. The program and approach builds on the successful consultation undertaken during the development of the framework master plan earlier in 2014. It also supports UrbanGrowth’s corporate objectives as well as the specific Parramatta North project objectives outlined in the introductory sections of this strategy.

The timeframe will deliver a fast-paced process that attracts interest and sends a proactive message to stakeholders. The short and intensive delivery timeframe will create buzz around the project while focusing engagement into the present window of opportunity to submit a rezoning application for determination prior to the end of 2014. Additionally, the timeframe takes into consideration the school holiday period in the first half of July and the lodgement date of late August/early September.

During this compressed engagement period it will be emphasised that UrbanGrowth is committed to ongoing consultation at all stages of what is a very long term project. This will occur through the statutory exhibition process as well as proactive engagement to seek input into the preparing more detailed plans for future stages of Parramatta North.

3 Working with Health as a key stakeholder

The East Cumberland Health Campus is a key part of Parramatta North. It is presently the location of a number of important health related services, and the sensitivity of these operations and the needs of clients and staff is recognised. NSW Health is in the process of developing longer term plans to transfer services on site to more accessible locations and into purpose built accommodation that supports best practice contemporary service delivery. UGNSW and NSW Health are working closely to coordinate planning and staging of their respective activities.

The following table outlines the key milestones anticipated by UGNSW over the next 18 months and accompanying engagement and activities and general messaging for Health NSW.

Timing	Phase	Activities	Messaging
July/August 2014	Community and key stakeholder consultation	<ul style="list-style-type: none"> » Charrettes » Information Sessions » Public Outreach » Online engagement 	<ul style="list-style-type: none"> » Preservation of heritage as one of the key drivers of renewal » Very early in the process » Design and constraints identification being undertaken to prepare for a rezoning application. » Have worked closely and constructively with NSW Health to date » Will continue to partner with NSW Health throughout all phases of the project – from planning into longer term delivery
September 2014	Lodge Rezoning Application	<ul style="list-style-type: none"> » Test for adequacy prior to being placed on exhibition 	<ul style="list-style-type: none"> » Rezoning proposal will be assessed independently by the Department of Planning and Environment. » Application will also be referred to key agencies including NSW Health
October 2014	Public exhibition	<ul style="list-style-type: none"> » Statutory exhibition and receipt of community and stakeholder submissions 	<ul style="list-style-type: none"> » UrbanGrowth NSW encourages community and stakeholders to get involved and make their views known to the Department of Planning and Environment as part of the exhibition process
Late November/ December	Determination	<ul style="list-style-type: none"> » Potential Ministerial announcement 	<ul style="list-style-type: none"> » Rezoning is a key enabling step in providing certainty and moving the renewal project

2014		» Planning and Health coordination required	forward » Significant planning approvals still required before any major development can occur » Rezoning will potentially enable some initial heritage investigation and enabling works to begin early in 2014
December 2014/ January 2015	Project planning and staging	» Ongoing liaison with Health to understand long term needs and existing NSW Health Planning	» Project staging overlaid and integrated with NSW Health planning
March 2015	Initial heritage investigation and infrastructure enabling works	» Update broader community staff and residents/clients regarding these low impact works – newsletter, media and online » Site safety/way finding information	» Heritage investigation and consolidation of adaptive reuse ideas is the first of numerous community dividends stemming from the long term renewal of the site
April – November 2015	Detailed site planning, including working with NSW Health to establish strategy, process and timeline for progressive relocation of health services from the East Cumberland Precinct	» Regular briefings of project control group and detailed meetings with NSW Health » Ongoing community updates and consultation where required	» UrbanGrowth is continuing to work closely with NSW Health » NSW Health will liaise with and inform staff, clients and their families regarding the project » Any NSW Health relocation will be in the medium to longer term

B Community newsletter

Help us plan the future of Parramatta North

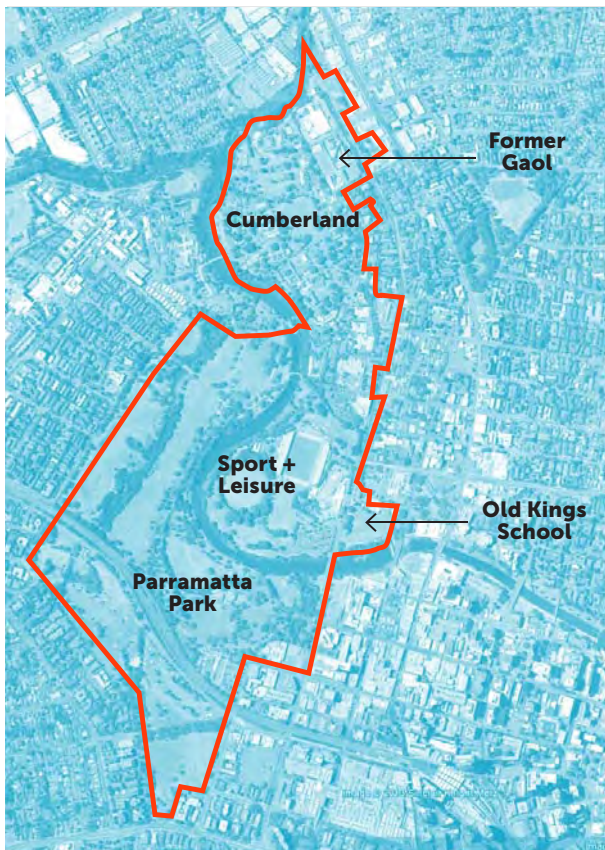


What is the Parramatta North Urban Renewal?

This project aims to renew an area of predominately NSW Government owned land in Parramatta North, transforming it into a vibrant mixed use precinct, with housing and employment opportunities.

The area has a rich history, including significant heritage buildings. The project aims to honour the history of the area at the same time as planning for the needs of future generations.

The population of Parramatta and Greater Sydney will continue to grow, and with this growth the demand for housing and jobs will also increase. The Parramatta North Urban Renewal project is a strategic opportunity to secure a positive future for the area.



Where is the project area?

The project area is located between the Parramatta CBD and Westmead health campus, on the banks of the Parramatta River. The project area includes Cumberland Hospital, Parramatta Stadium, Parramatta Park and the Old Kings School.

What does this mean for Parramatta North?

The project will reinforce Parramatta's role as Sydney's second CBD. It aims to:

- » create a new, vibrant hub
- » restore heritage buildings and create a long term solution to secure the future of Parramatta North's rich history
- » protect areas with high environmental value, such as the riverbank corridors
- » seize the opportunity to improve connections between the Parramatta CBD and Westmead and provide improved social, cultural and recreational infrastructure for the Parramatta community and Greater Sydney to enjoy.



Three ways to have your say:

1. Sit and chat

Your opportunity for detailed discussion - see how planning for Parramatta North is progressing, ask questions of the project team and tell us your views.

Thursday 7 August 2014

Any time between 4pm and 7pm
Parramatta RSL, Corner Macquarie and O'Connell Streets,
Parramatta

2. Swing by

We're getting out and about to hear your ideas about the future of Parramatta North – pop by and see what's happening.

Friday 8 August 2014 7:30am - 10:00am

Parramatta Train Station, Concourse

Friday 8 August 2014 5:00pm - 8:00pm

On Church Street, near Phillip Street, Parramatta

Saturday 9 August 2014 1:00pm - 4:00pm

Parramatta Park, adjacent to Park Avenue, by the playground

3. See us online

Detailed project information and a feedback form will soon be on our website:

www.urbangrowthnsw.com.au/parramattanorth



Who is planning for Parramatta North?

UrbanGrowth NSW is working closely with 12 NSW Government agencies, Parramatta City Council and other stakeholders to develop a strategy for the area's future. This project involves a coordinated whole-of-government approach, with many State Government agencies working together to achieve the best outcomes for the people of Parramatta and the future of Greater Sydney.

Help us shape the future of the area – have your say.

Find out more

Visit www.urbangrowthnsw.com.au/parramattanorth

Phone **1800 256 330 (toll free)**

Email parramatta.north@elton.com.au

C Email invitation

C-1 Prominent voices (invitation to)

C-2 Existing voices (invitation to)

Subject: Renewing Parramatta North: update and invitation

Hello

Thank you for your ongoing interest and participation in the renewal of Parramatta North. This email provides you with a brief project update and also invites you to participate in the next stage of stakeholder consultation.

As you may recall, the Parramatta North Urban Renewal project seeks to create a vibrant heritage mixed use precinct in Parramatta North, including housing and employment opportunities. The project aims to honour the rich history of the area at the same time as planning for the needs of future generations.

The NSW Government has now endorsed the proposed renewal of government-owned land in Parramatta North. This project is a first in terms of taking a whole-of-government approach, with 12 State Government agencies working together to achieve the best outcomes for the people of Parramatta and Greater Sydney. Planning for the area is still in the early stages.

As a representative of a key stakeholder organisation, you are invited to a three part charrette to help progress planning for Parramatta North. The charrette will build on the outcomes of the previous charrettes and other consultation undertaken in late 2013.

Charrette dates

Part 1: Wednesday 30 July 2014
7pm – 9pm

Part 2: Friday 1 August 2014
10am – 2pm

Part 3: Two hour session, timing to be advised

Venue: Macquarie Room, Parramatta RSL, Corner Macquarie and O'Connell Streets, Parramatta

What it's about?

The NSW Government is progressing with planning for Parramatta North Urban Renewal. The renewal project aims to honour the history of the area and create a vibrant mixed use precinct on the banks of the Parramatta River.

Why should I come along?

You have been invited to the charrette as a representative of a key stakeholder or community organisation. Your organisation is an important voice in planning for the future of Parramatta North – and you can make a meaningful contribution to the high energy, interactive workshops.

We strongly encourage you to attend all three parts of the charrette, as each will build on the work of the previous discussions.

Please RSVP (including any dietary requirements) to parramatta.north@elton.com.au

How else can I participate?

In addition to the three part charrette, there will also be drop in events as part of the community consultation. Information about these events will soon be available online at www.urbangrowthnsw.com.au/parramattanorth.

Thank you for your interest and input so far and we look forward to continuing the discussion on the future of Parramatta North.

Kind regards

Renewing Parramatta North: update and invitation

Hello

Thank you for your ongoing interest and participation in the renewal of Parramatta North. This email provides you with a brief project update and also invites you to participate in the next stage of consultation.

As you may recall, the Parramatta North Urban Renewal project seeks to create a vibrant heritage mixed use precinct in Parramatta North, including housing and employment opportunities. The project aims to honour the rich history of the area at the same time as planning for the needs of future generations.

The NSW Government has now endorsed the proposed renewal of predominantly government-owned land in Parramatta North. This project involves a coordinated whole-of-government approach, with 12 State Government agencies working together to achieve the best outcomes for the people of Parramatta and the future of Greater Sydney.

Planning for the area is still in the early stages – we encourage you to see where the project is up to and have your say.

Three ways to have your say

1. Sit and chat

Your opportunity for detailed discussion - see how the project is progressing, ask questions of the project team and tell us your views on the future of this important part of our city.

Thursday 7 August 2014

Any time between 4pm and 7pm

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Thank you for your interest and input so far and we look forward to continuing the discussion on the future of Parramatta North.

Kind regards

D Advertisement

Renewing Parramatta North



With your help, we're planning for the future of Parramatta North

The Parramatta North Urban Renewal project seeks to create a vibrant heritage mixed use precinct, including housing and employment opportunities. The project aims to honour the rich history of the area at the same time as planning for the needs of future generations of Parramatta and Greater Sydney. The project area includes Cumberland Hospital, Parramatta Stadium, Parramatta Park and the Old Kings School.

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E Charrette part one – run sheet

Parramatta North Urban Renewal

Charrette Part 1 run sheet



Date Wednesday 30 July 2014

Time 7:00pm – 9:00pm


Venue Macquarie Room, Parramatta RSL, Corner Macquarie and O'Connell Streets, Parramatta

Time	Item	Points	Facilitators/Presenters
6.30pm		Registration desk set up. Participants self select tables. Light meal available from 6.30pm.	On registration: Olivia Dodds Elizabeth Moorhead
7.00pm	1	Introduction » Quick introduction of self and role	Brian Elton
7.05pm	2	Official welcome » Brief welcome and comments > Starting tonight on the next stage of the Parramatta North Urban Renewal > As you know, there have been attempts before to restore heritage and renew the area > Exciting time, as for the first time there is agreement for a coordinated whole-of-government approach > 12 State Government agencies working together with Parramatta City Council and the community > Aim to achieve the best outcomes for the people of Parramatta and the future of Greater Sydney, as well as nationally and internationally significant heritage > The time is now to make this happen: – restore heritage – respect history – renew the area to create a new, vibrant hub > Still in the early stage of planning, looking forward to working with you to get the best for Parramatta North	Dr Geoff Lee MP


Time	Item	Points	Facilitators/Presenters
7:15pm	3	Agenda overview <ul style="list-style-type: none"> » Reminder of previous process » Purpose and format of charrettes, Parts 1, 2 and » Emphasise that we're building and exploring the plan together » Introduce team: <ul style="list-style-type: none"> > Simon, Tasha, Jennifer, Pat and Paul from UG > Michael and Joe from AJ+C > Megan and Sean from TKD Architects > David and Ryan from Aver > Oi Choong from Context > Chris Betteridge from Musecape > Holly from Left Field Public Relations > Brendan, Rachel, Elizabeth and Olivia from EC 	Brian Elton
7:20pm	4	Where are we now in the process? <ul style="list-style-type: none"> » Starting where we ended with you in November 2014 » Remind about strategy for revitalisation of Parramatta North » Summarise Cabinet decision » Framework Master Plan an agreed land use strategy for government agencies » Explain approval to seek rezoning of two sub precincts » Reemphasise 'the time is now' message 	Tasha Burrell
7:30pm	5	What else is happening in Parramatta? <ul style="list-style-type: none"> » Remind about strategic planning context » Explain changing context, including Camellia, Westmead, light rail, Parramatta Park, Old Kings School » Emphasise 20+ year timeframe for development, staged over time 	Michael Heenan Joe Rowling
7:35pm	6	What does outstanding urban renewal look and feel like? <ul style="list-style-type: none"> » Present relevant best practice case studies from international, national and local context, including examples of: <ul style="list-style-type: none"> > different heights (including number of storeys) > different densities (including dwelling numbers/GFAs) > different open space configurations > order of costs, where available > heritage reuse and reactivation 	Michael Heenan Joe Rowling Megan Jones

Time	Item	Points	Facilitators/Presenters
7:50pm	7	<p>What does outstanding urban renewal look and feel like to you?</p> <ul style="list-style-type: none"> » Interactive exercise in pairs » Give set of 20 numbered images on 2 x A3 sheets with space to record comments relating to the following questions: <ul style="list-style-type: none"> > <i>What are your most preferred examples – and why?</i> > <i>Where are they relevant in the project area?</i> > <i>What are your least preferred examples – and why?</i> 	<p>Brendan Blakeley</p> <p>Roving: Brian Elton Rachel Trigg</p>
8:10pm		<ul style="list-style-type: none"> » Reflections on exercise from selected participants » Collect comment sheets from all participants 	
8:20pm	8	<p>What investment is required to get a good outcome for Parramatta North?</p> <ul style="list-style-type: none"> » Initial frame and lead in – nothing has happened before now due to unfeasibility of previous scheme » Describe methodology for preparing the costings » Reiterate long and staged delivery period » Note that the benefits described will be in addition to the usual developer contributions (Section 94 or VPA) » Present benefits list and costings: <ul style="list-style-type: none"> > what we heard from the community > what it costs 	<p>Brian Elton</p> <p>Tasha Burrell</p>
8:30pm		<p>Participant Q+A about list and costings</p> <p>If necessary, take questions on notice for response in Part 2 charrette</p>	<p>Moderation: Brian Elton</p> <p>Answering qs: UG team</p>
8:45pm	9	<p>Wrap up and next steps</p> <ul style="list-style-type: none"> » Reflect of outcomes of the evening » Lead in to Part 2: the renewal of Parramatta North is both a tremendous opportunity and challenge for UG, for the designers and for you – be involved in the solution that will deliver benefits for the community » Remind about Parts 2 and 3 of charette, including high level purpose » Thank participants 	<p>Brian Elton</p>
8:55pm	10	<p>Official close</p>	<p>Dr Geoff Lee MP</p>

F Charrette part one - presentation



Parramatta North Urban Renewal Charrette Part One



Wednesday 30 July 2014



1. Introduction



Wednesday 30 July 2014



2. Official welcome



Wednesday 30 July 2014



3. Agenda overview



Wednesday 30 July 2014

Agenda overview

Item	Facilitators/Presenters
Where are we now in the process?	Tasha Burrell
What else is happening in Parramatta?	Michael Heenan Joe Rowling
What does outstanding urban renewal look and feel like?	Michael Heenan Joe Rowling Megan Jones
What does outstanding urban renewal look and feel like to you?	Brendan Blakeley
What investment is required to get a good outcome for Parramatta North?	Brian Elton Tasha Burrell
Wrap up and next steps	Brian Elton
Official close	Dr Geoff Lee MP



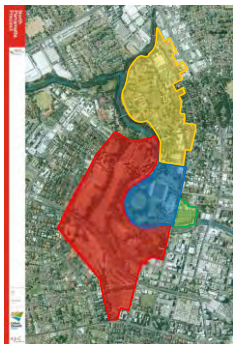


4. Where we are now in the process?



Wednesday 30 July 2014

The State Government owned land



1. Parramatta Park
2. Old King's School
3. Sport and Leisure
4. Cumberland



Why we began this process

Original State Government Cabinet request for UrbanGrowth NSW to prepare a plan for the government owned lands – October 2013

12 State Agencies involved with 8 different government owners

Input consultation last November – what was important to you

Coordinated Government direction document - March 2014

Obtain general Government support for revitalisation of the Parramatta North land



Why we began this process



12 State Agencies involved with 8 different government owners



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- Original State Government Cabinet request for UrbanGrowth NSW to prepare a plan for the government owned lands
- 12 State Agencies involved with 8 different government owners
- Input consultation last November – what was important to you
- Coordinated Government direction document - March 2014
- Obtain general Government support for revitalisation of the Parramatta North land



When we last met

- Previous Masterplans unviable and did not consider complexities of multiple ownership, divergent policy issues and financial reality – 10 years of planning and no action to consolidate a solution for the lands and significant heritage
- Urban Designers, AJC, will now test the design ideas against the site constraints such as heritage, landscape, flooding etc
- Review your input to establish the alignment with existing studies and policies
- Prepare a financial analysis – including costing all requested benefits
- We will reconvene this group
- Commitment to keep you informed
- Website will be continually updated
- UrbanGrowth NSW to seek Government support



Where are we now

- Change in Premier and Cabinet reshuffle – new Minister for Planning
- General State Government Support for revitalisation of the Parramatta North land – coordinated across all 12 agencies
- Ongoing consultation and around 250 'one on one' meetings with stakeholders
- What we are doing now – non statutory input consultation at the beginning of the process
- Let's build a solution together that maximises community benefits, utilises the significant heritage and makes a great new vibrant place for the future – we may have to compromise
- Where are we in the process? – work together now to 'seize the moment' and get a good balanced outcome for the community and stakeholders



Where are we heading



Heading towards a change in development controls for parts of the land – planning application

Identify costs for all benefits and incorporate into the planning application

Identify best solution for changing the planning controls on the land

Aim to 'seize the moment' with strong government support right now – try for an approval as soon as possible. We have the momentum now to achieve a great outcome!



5. What else is happening in Parramatta?

Reframing Parramatta North
UrbanGrowth NSW

Wednesday 30 July 2014

Changes in Parramatta City Centre



Future Generation Vision



Changes in Parramatta City Centre



The pace of change – light rail



Changes in Parramatta City Centre



The pace of change – \$8 billion of development



Changes in Parramatta City Centre



The pace of change – UWS



Changes in Parramatta City Centre



- The pace of change – Camellia



Changes in Parramatta City Centre



- The pace of change – Westmead



Changes in Parramatta City Centre



- Future Generation Vision



The opportunity - new public spaces



The opportunity - open space connections



The opportunity - heritage renewal and activation





6. What does outstanding urban renewal look and feel like?

Reframing Parramatta North
 Wednesday 30 July 2014

What is urban renewal?

Urban renewal is about building on the strengths of each place, transforming under-used or dilapidated areas, boosting local economies and providing a mix of uses and activities which meet the needs of the community

- Department of Planning & Environment




What drives urban renewal?



- A shared vision
- Investment in hard and soft infrastructure
- The right mix of land uses
- A critical mass of people
- Appropriate staging and timeframes
- Collaboration between the public and private sectors




Understanding the possible outcomes



• Ecodensity – Urban Taskforce

Parramatta Square, Sydney

A new city centre gateway precinct





Facts:

- 3 hectares
- 200,000 m² commercial
- 700 homes
- Hotel
- Major public events space
- 420 people per hectare [1.8 people/home]
- 13 - 90 storey towers



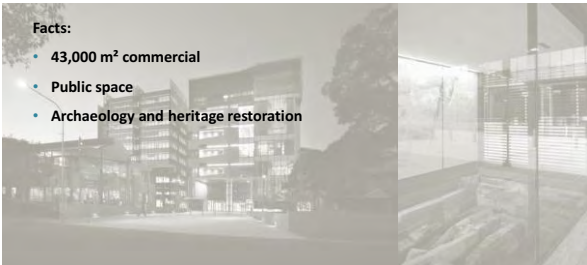

Parramatta Square, Sydney

A new city centre gateway precinct

Justice Precinct, Sydney

Employment precinct with heritage and archaeological interpretation



Facts:

- 43,000 m² commercial
- Public space
- Archaeology and heritage restoration



Justice Precinct, Sydney

Employment precinct with heritage and archaeological interpretation



UWS Parramatta, Rydalmere

University campus with adaptive reuse and new development



Facts:

- Former Rydalmere Psychiatric Hospital converted to University Campus
- 40,000 m² new and existing buildings
- 9,000 students
- New teaching facilities to 6 storeys
- Public spaces
- Archaeology and heritage restoration



UWS Rydalmere, Sydney

University campus with adaptive reuse and new development



Prince Henry Hospital, Sydney

Residential development with adaptive reuse and new development



Facts:

- 35 hectares
- Community facilities
- 900 homes
- Open space
- 60 people per hectare (2.4 people/home)



Prince Henry Hospital, Sydney

Residential development with adaptive reuse and new development



Discovery Point, Sydney

Facts:

- 12 hectares
- Community facilities
- 3,600 homes
- 6,600 residents
- Up to 30 storey
- 7,500 workers
- 3 hectares of open space

- 540 people per hectare [1.8 people/home]
- Owners co-operative to maintain the common elements including heritage



Discovery Point, Sydney

Mixed use development with heritage restoration and new development



Jacksons Landing, Sydney

Facts:

- 11 hectares
- Community facilities
- 1,400 homes
- 2,500 residents
- Up to 24 storey
- 2 hectare harbour side open space
- 230 people per hectare [1.8 people/home]
- 13 year timeframe



Jacksons Landing, Sydney

Mixed use development with heritage restoration and new development



Metro Link, Perth

Facts:

- 13.5 hectares
- Transport interchange
- 3,000 homes
- 5,400 residents
- 244,000 m² commercial space
- 13,500 workers
- Major open spaces
- 400 people per hectare [1.8 people/home]
- \$1.3 billion investment



Metro Link, Perth

New development to complement and fund major transport infrastructure



Central Park, Sydney

New city centre development with adaptive re-use and new public spaces

Facts:

- 6 hectares
- Transport interchange
- 3,100 homes
- 5,600 residents
- Up to 35 storey
- Shopping centre
- Adaptive reuse
- 930 people per hectare [1.8 people/home]
- \$2 billion investment
- 10 year timeframe



Central Park, Sydney

New city centre development with adaptive re-use and new public spaces



Hammarby Sjostad, Stockholm

Renewal of port area with exemplar precinct wide sustainability

Facts:

- 130 hectares
- Transport interchange
- 10,000 homes
- 24,000 residents
- 4 to 8 storey
- Precinct wide environmental systems
- 184 people per hectare [1.8 people/home]
- 20 year timeframe



Hammarby Sjostad, Stockholm

Renewal of port area with exemplar precinct wide sustainability



Olympic Park, London

Major events precinct with new mixed use community as a long term legacy

Facts:

- 246 hectares
- Major events space and legacy development
- 10,000 homes
- 13 year timeframe



Olympic Park, London

Major events precinct with new mixed use community as a long term legacy



High Line, New York

An urban parkland as a catalyst for local regeneration

Facts:

- US\$230 million investment
- 1,375 new homes around the park since it's opening
- 8 years to construct full 2.5 km length



High Line, New York

An urban parkland as a catalyst for local regeneration



7. What does outstanding urban renewal look and feel like to you?

Urban Growth NSW

Reframing Parramatta North

Wednesday 30 July 2014

Looking at the images...

- What are your most preferred examples? Why?
- Where are they relevant in the project area?
- What are your least preferred examples? Why?

8. What investment is required to get a good outcome for Parramatta North?

Urban Growth NSW

Reframing Parramatta North

Wednesday 30 July 2014

Why haven't we fixed the problem already?

Multiple State Agencies – conflicting policies and budget requirements

Previous Masterplans didn't consider full spectrum of issues and mainly focused on urban design – the solution must consider a more complex matrix of issues

Without coordinated a government pathway the proposition is too complex for individual developers to tackle in isolation

The State Government and Parramatta Council must together provide a clear pathway for all stakeholders

Getting started, achieving a quality outcome

Our previous consultation identified many important aspects that must be incorporated

New housing, shops and office space will be part of the planning application – this will assist in providing funding for a comprehensive revitalisation of the area

People say the State Government should fund the whole project

What would happen if the heritage buildings were restored without a full revitalisation of the area?

Can we 'seize the moment' of government support and find a workable solution?



Parramatta North Estimate of Costs	
Site Remediation	\$2m
Rise and Frame Management	\$4m
Community, Cultural and Arts	\$20m
Parramatta Park Upgrade	\$18m
Adaptive re-use of heritage	\$105m
NSW Health	\$105m
Regional Infrastructure (incl. contributions)	\$45.3m
Transport	\$10m
Bridges	\$20m
Services	\$5.6m
Footpaths	\$5.9m
Precinct Infrastructure	\$53.3m
Roads & Civil	\$13.6m
Services	\$12m
Landscaping	\$10m
Fees and charges	\$10.6m
Estate Major Works	\$26.3m
Trunk Infrastructure	\$14.5m
Roads/Intersections	\$5.3m
Community/Cultural	\$2.3m
Demolition	\$4.4m
Sport and Leisure Upgrades	\$2m
Land	\$42.5m
Potential Statutory Contributions (Approx.)	\$17m
Project Resourcing	\$25m
Other government fees and admin.	\$14.5m
Western Gardens and Western Bank	\$5m
TOTAL	\$493.8



9. Wrap up and next steps

Wednesday 30 July 2014

10. Official close

Wednesday 30 July 2014

Thank you – see you at Part Two

Wednesday 30 July 2014

G Charrette invitation list

Organisation	Name
Landowners	
Department of Premier and Cabinet	Alice Thompson
	Jonathan Thorpe
Communities NSW	Caroline Mackaness
Corrective Services NSW	Janine Gale
	John Cominos
Crown Lands Sydney	Stephen Fenn
	Richard Ward
Government Property NSW	Raymond Karlake
	Ally Holmes
	Mike Henry
Health NSW	David Gates
	Peter Cohen
	Senthilnathan Sonai Muthuswamy
	Gerald Kohn
	Dennis Jenner
	Danny O'Connor
	Stephen Leeder
	Maureen Fitzpatrick
	Gillian Paxton
	Alison Muir
Nereus Maranan	
Health Infrastructure	David Ballentyne
Sydney South West Area Health Service	Jennifer Humphries
WSLHD - Cumberland Hospital	Dr Senthil Muthuswamy
	Charles MacMillian
Land and Housing Corporation	Kathy Roil
Venues NSW	Janett Milligan
Western Sydney Parklands	Suellen Fitzgerald
MPs	
Member for Parramatta	Dr Geoff Lee
	Marsha Mannot
Minister for Planning	Pru Goward
	Prue Gusmerini
Member for Toongabbie	Nathan Rees
Member for Parramatta	Julie Owens
Other Government Stakeholders	
Department of Planning and Environment	Michael File
Parramatta City Council	Clr John Chedid
	Clr Paul Garrard
	Clr Andrew Wilson
	Clr Julia Finn
	Clr Bakous Makari
	Clr Jean Pierre Abood
	Clr Shahadat Chowdhury

	Clr Bob Dwyer
	Clr Glenn Elmore
	Clr Pierre Esber
	Clr John Hugh
	Clr Steven Issa
	Clr Scott Lloyd
	Clr James Shaw
	Clr Lorraine Wearne
	Greg Dyer
	Sue Weatherley
	Roy Laria
	Karen O'Donnell-McGrane
	Jennifer Concato
	Zoran Popvic
	Sue Coleman
	Kati Westlake
	Simon Ginn
	Helen Papathansiou
	Rebecca Grasso
	Geoffrey Barker
	Amit Choudhury
	Leanne Niblock
	Brett Pettersen
Office of Environment and Heritage	Dr Tracey Avery
	Rochelle Johnston
	Siobhan Lavelle
Department of Family and Community Services	Kathy Roil
	Tonette Keohane
Sydney Water	Emma Whale
Office of Water	Mitchell Isaacs
Arts NSW	Mary Darwell
	Kim Spinks
Hawkesbury Nepean Catchment Management Authority	Rob Adam
	Bill Dixon
Sydney Living Museums	Mark Goggin
Holroyd City Council	Merv Ismay
	Adan Davis
Transport for NSW	Kieron Hendicott
	Ian Brocklehurst
Department of Police and Justice	Steven Honeywell
Government Architects Office	Barbara Schaffer
	Peter Poulet
Other Stakeholders, Communtiy and Business Groups	
	Dr Terry Smith
Information and Cultural Exchange (ICE)	Donita Hulme
Lake Parramatta Conservation Committee	Helena Dalton
NSW Heritage Network	June Bullivant

	Barry Bullivant
Parramatta and District Historical Society	Trevor Patrick
	Enid Turbit
Parramatta Chamber of Commerce	Roger Byrne
	Frank Webb
Parramatta Eels	Bevan Paul
Parramatta Female Factory - precinct association (Parra Girls)	Katherine Knight
	Bonnie Djuric
Parramatta Female Factory - Friends of the Female Factory	Gay Hendriksen
	Ronda Gaffey
	John Gaffey
	Beth Mathews
	Ann Matthews
	Nola Vranich
Parramatta Golf Club	Phil Wilding
Parramatta RSL Club	David O'Neil
Parramatta State Emergency Services	George Jeffreys
	Peter Cinque
Parramatta Historical Society	Ken Smith
	Margaret Smith
National Trust	Brian Powyer
	David Hoffman
	Leica Wigzell
Save the Old Kings School Group	Chrissie Ianssen
	Peter Fenton
	Simon Cook
Western Sydney Director of the NSW Business Chamber	David Borger
Western Sydney Wanderers FC	Lyall Gorman
Northcott	Lee Carpenter
Parramatta Greens candidate	Phil Bradley
Past Time Tours	Judith Dunn
Parramatta District Men's Shed Inc.	Kerry Boyce
Parramatta District Men's Shed Inc.	Rob Colless
Industry	
UDIA	Peter Naidovski
Property Council	Glenn Byres
Australand	Tony Pizzalato
Blueprint Property - Parramatta	Jeff Youris
	Lebba Khater
Holdmark Property Group Parramatta	Sarkis Nassif
Matrix Property Group	Andrew Antonas
Payce Consolidated	Dominic Sullivan
Stockland	John Coffey
	Jeremy Bryden
	Claire Kotevski
	Ben Cantwell

H Charrette part one – notes

Summary of key outcomes from charrette – part one

30 July 2014

1. Introduction

Brian Elton (Elton Consulting)

The purpose of charrette – part one:

- Provide an update on where we are at
- Lay the foundation for parts two and three of the charrette
- Ask the questions: What does great urban design look like? What is your understanding of urban design? How do we bring outstanding urban design to North Parramatta?

2. Official welcome

Dr Geoff Lee (Member for Parramatta)

Key points:

- This is a once in a lifetime opportunity to show Parramatta as an exemplar of heritage
- The challenge is to make Parramatta known for heritage and continue economic growth
- The NSW Government is looking for a solution now – there is impetus and momentum towards a great urban outcome for Parramatta North
- There is a unique opportunity to design a community that people want to live in and visit
- The outcome will need to be a compromise between what we can spend, what we can achieve for heritage and what can feasibly be constructed.

4. Where are we now in the process?

Tasha Burrell (UrbanGrowth NSW)

Key points:

- Earlier process in late 2013 sought to obtain general Government support for revitalisation of the Parramatta North land
- 12 State Agencies involved with eight different government owners
- The NSW Government has endorsed the proposed renewal and the process of seeking additional community and stakeholder feedback.

Purpose of this process:

- Capture stakeholder and community input at the beginning of the process
- Build a solution together that maximises community benefits, utilises the significant heritage and makes a great new vibrant place for the future – this may require compromise

Summary of key outcomes from charrette part one

30 July 2014



- Head towards an application to change development controls for the Cumberland and Sports and Leisure precincts (i.e. planning application)
- Identify costs for all benefits and incorporate into the planning application
- Identify best solution for changing the planning controls on the land
- Develop a coordinated plan across all of State government for how to deal with this land – with an emphasis on the Cumberland and Sports and Leisure precincts.

5. What else is happening in Parramatta?

Michael Heenan (AJ+C Architects)

Joe Rowling (AJ+C Architects)

Key points:

- Discussion needs to be about a 20+ year vision for Parramatta North
- In the past, it's seemed like a dream that couldn't happen. There has been a shift and now there are lots of changes happening in Parramatta e.g. investment in major transport
- There is almost \$8billion worth of development in the works for Parramatta, including UWS, Camellia and Westmead
- A vision for Parramatta is in the process of being realised; we are at the beginning of the exciting visioning process for Parramatta North
- An important group of heritage buildings – and an amazing site – is currently sitting within this context of rapid change
- This is an opportunity to create wonderful spaces; an opportunity to connect spaces and creating places you want to live in, visit and enjoy.

6. What does outstanding urban renewal look and feel like?

Michael Heenan (AJ+C Architects)

Joe Rowling (AJ+C Architects)

Megan Jones (Tanner Kibble Denton Architects)

Key points:

- Urban renewal is about building on the strengths of each place, transforming under-used or dilapidated areas, boosting local economies and providing a mix of uses and activities which meet the needs of the community
- Urban renewal is about meeting the community's changing needs over time i.e. the next 10, 20, 30+ years
- Urban renewal is driven by the happenings that make city life exciting and is achieved through a shared vision, investment in hard and soft infrastructure, the right mix of land uses, a critical mass of people, appropriate staging and timeframes and collaboration between public and private sectors
- Looking at urban renewal around Australia and the world; there are examples of how height can accommodate people in different ways, different ways to approach design challenges and different

Summary of key outcomes from charrette part one

30 July 2014



ways to deliver a balance between dwelling numbers, open space and optimal experiences for people being in and moving around the space

- Examples considered include:
 - UWS Parramatta, Rydalmere (former Rydalmere Psychiatric Hospital – university campus with adaptive reuse and new development)
 - Prince Henry Hospital, Sydney (residential development with adaptive reuse and new development)
 - Discovery Point, Sydney (mixed use development with heritage restoration and new development)
 - Jacksons Landing, Sydney (mixed use development with heritage restoration and new development)
 - Metro Link, Perth (new development to complement and fund major transport infrastructure)
 - Central Park, Sydney (new city centre development with adaptive reuse and new public spaces)
 - Hammarby Sjostad, Stockholm (renewal of port area with exemplar precinct wide sustainability)
 - Olympic Park, London (major events precinct with new mixed use community as a long term legacy)
 - High Line, New York (an urban parkland as a catalyst for local regeneration)

7. What does outstanding urban renewal look and feel like to you?

Facilitator Brendan Blakeley (Elton Consulting)

Some individual comments on the images:

- Images effectively capture the built form on a site, but do not tell the story about what the places are like for the communities i.e. the experience of the people who live there and nearby and those who visit
- About Central Park, Sydney – the urban design outcome on the site, in particular the vertical gardens, is outstanding. It is a difficult precedent to apply to Parramatta North because the brewery site was in need of improvement and had little or no appeal prior to the redevelopment. The character of the Cumberland site is different. The opportunity to maintain open space without compromising heritage character needs to be carefully handled. The public art creates interest and excitement
- About Discovery Point, Sydney – the proximity to major transport works well. Some good heritage outcomes were achieved. However, the restored heritage buildings are under-utilised and the settings of the heritage items are compromised. From one aspect, the views of the heritage buildings are fantastic but from other angles the views of the buildings are compromised. It is a challenge to ensure heritage items are better activated – there needs to be a compatible use that activates the buildings – heritage buildings can't be kept as museum pieces
- About Hammarby Sjostad, Stockholm – the existing layout of the site was used as the logic to guide the layout of buildings. There may be a possibility to consider this happening on the Cumberland site

Summary of key outcomes from charrette part one

30 July 2014



- About Parramatta Square, Sydney – the building height was seen as out of scale with the surroundings buildings and the nearby park may be overshadowed
- About Olympic Park, London – resembles a prison complex (aerial view) and the layout seems sterile. The open space between the buildings looks exclusive, not like public open space, and there is danger it may function like a gated community
- About urban renewal in general – suggestion that built form facing heritage items be of a similar scale and larger buildings are set-back / behind buildings that are of a scale that respects interface with heritage items. It is important to be mindful of the context and scale of development near heritage buildings.

The written feedback from the worksheets completed in pairs was collected and will be analysed by the team.

8. What investment is required to get a good outcome for Parramatta North?

Tasha Burrell (UrbanGrowth NSW)

Key points:

- Until now, the multiple State Agencies have had varied policies and budget requirements and it has been difficult to align these
- The State Government and Parramatta City Council will work together provide a clear pathway for all stakeholders
- New housing, shops and office space will be part of the planning application – this will assist in providing funding for a comprehensive revitalisation of the area
- Estimate of costs – Parramatta North – comes to almost \$0.5billion. This cost includes:
 - Site remediation
 - Flora and fauna management
 - Community, cultural and arts
 - Parramatta Park upgrade
 - Adaptive reuse of heritage
 - NSW Health
 - Regional infrastructure
 - Precinct infrastructure
 - Estate major works
 - Sport and leisure upgrades
 - Land
 - Potential statutory contributions
 - Project resourcing
 - Other government levies and administration
 - Wisteria Gardens and Western Bank

Summary of key outcomes from charrette part one

30 July 2014



Questions about the required investment:

- Future opportunity to look into benefits/savings including long term tourism returns and income generation from the site; consideration of whole equation and potential economic benefits to NSW.
- Health operates from the site and is currently looking at long term accommodation needs. At this point, Health may or may not relocate from the site
- If the hospital is relocated, is there a chance of a NSW Aboriginal Land Rights claim on that site?
Answer: The Health owned component of the land is not Crown Land.
- Who owns what when new properties/buildings on the site are sold?
- What's in the package of precinct infrastructure? Does the package include sustainable infrastructure options?
- Is there a potential for the costs to be a distraction? Need to consider how financial context shapes the outcome
- Need to identify how much will the solution cost Council and residents in the long term
- Is the objective to ensure the site is cost neutral overall, or is each heritage item and component expected to be cost neutral?

10. Closing comments

Dr Geoff Lee (Member for Parramatta)

- Almost \$0.5billion is a lot of money – and State Government doesn't have that money for this project. That's our challenge
- In the perfect world, we could restore everything but we will need to be open to compromise
- We have an opportunity to design a community that people want to live in and to visit; an opportunity to showcase Parramatta as a place where our nation began
- Activation is the key. With heritage, you use it or you lose it.

I Charrette part two – run sheet

Parramatta North Urban Renewal

Charrette Part 2 run sheet



Date Friday 1 August 2014


Time 10:00am – 2:00pm

Venue Auditorium, Parramatta RSL, Corner Macquarie and O'Connell Streets, Parramatta


Time	Item	Points	Facilitators/Presenters
9.30am		Registration desk set up. Participants self select tables.	On registration: Olivia Dodds Elizabeth Moorhead
10.00am	1	Introduction » Quick introduction of self and role	Brian Elton
10:05am	2	Official welcome » Brief welcome and comments » Reemphasise the messages from Part 1, emphasising the time is now	Dr Geoff Lee MP
10:10am	3	Introduction » Format of session » Recap from Part 1, including aim for rezoning application later in the year » Ask participants to introduce themselves, quickly around the room (including project team)	Brian Elton
10:20am	4	Designing great places » Outline some basic urban design principles and terms » Describe different ways (built forms) of achieving same development yield » Emphasise planning and designing for 100+ years (looking now at the future) » Explain the contemporary best practice approach to combining heritage conservation and great urban design	Michael Heenan Joe Rowling Megan Jones
10:50am	5	Protecting important heritage » Explain heritage significance ratings for area, what they mean and how they were arrived at » Opportunity for participants to be able to discuss more detailed questions with MJ and SW over lunch	Megan Jones

Time	Item	Points	Facilitators/Presenters
11:00am	6	Exploring design scenarios for Parramatta North	Brendan Blakeley
		<ul style="list-style-type: none"> » Introduce exercise 	
11:10am		<ul style="list-style-type: none"> » Interactive exercise in two large groups » Work with blocks and base map to explore evolving design options, as well as poster with building names » Reveal an established 'Reference Scheme' with blocks representing 6000 dwellings (note: number to be confirmed) » This scheme is being used as reference point as it provides for the community benefits, social and renewal outcomes identified in Charrette 1 while also meeting design criteria such as SEPP 65 <ul style="list-style-type: none"> > <i>What are your initial impressions? Why?</i> > <i>What do we need to manage?</i> » Thinking about the principles outlined in the Designing Great Places presentation: <ul style="list-style-type: none"> > <i>What could we do differently while keeping this number of dwellings?</i> » Start working with participants on rearranging blocks exchanging height for increased open space, adding to height or decreasing height in different areas » Take photos of schemes at key points » Participant comments recorded on individual feedback sheets 	<p>Group 1: Michael Heenan Brendan Blakeley Megan Jones</p> <p>Group 2: Joe Rowling Brian Elton Sean Williams</p> <p>Roving/scribing: Rachel Trigg Elizabeth Moorhead</p>
12:30pm	7	Working lunch	
		<ul style="list-style-type: none"> » Informal discussion » Participants can finalise individual feedback sheets 	
1:00pm	8	Bringing it together	Presenting: Michael Heenan Joe Rowling
		<ul style="list-style-type: none"> » Bring groups back together to reflect on exercise, including photos of worked options at key points » Group 1 present preferred urban design scenario » Group 2 present preferred urban design scenario and similarities/differences » Outcomes: a set of principles for urban design of the Cumberland and Sports and Leisure precincts 	Facilitating: Brendan Blakeley Electronic scribing: Elizabeth Moorhead
1:30pm	9	Reflections on bringing it together exercise	Tasha Burrell Dr Geoff Lee MP
		<ul style="list-style-type: none"> » Do they achieve the desired vision? » Do they accord with direction from Cabinet? 	
1:45pm	10	Wrap up and next steps	Brian Elton
		<ul style="list-style-type: none"> » Reflect on outcomes of Parts 1 and 2 » Remind and lead into Part 3, including high level purpose » Thank participants 	


J Charrette part two – presentation




Parramatta North Urban Renewal Charrette Part Two



Friday 1 August 2014





1. Introduction



Friday 1 August 2014

Agenda overview

Item	Facilitators/Presenters
Official welcome	Dr Geoff Lee MP
Designing great places	Michael Heenan Joe Rowling
Protecting important heritage	Megan Jones
Exploring design scenarios for Parramatta North	Brendan Blakeley
Working lunch	
Bringing it together	Michael Heenan Joe Rowling Brendan Blakeley
Reflections on the 'Bringing it together' exercise	Tasha Burrell Dr Geoff Lee MP
Wrap up and next steps	Brian Elton

Friday 1 August 2014



2. Official welcome



Friday 1 August 2014



3. Designing great places



Friday 1 August 2014

Principles - start from the ground up





Friday 1 August 2014

Principles - create spaces for everyone



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North

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NSW

Principles - people first, cars last



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Principles - create active edges and places



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Principles - mix uses



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Principles - design for the climate



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Parramatta
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Principles - integrate green infrastructure



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Principles - tell the story of the place

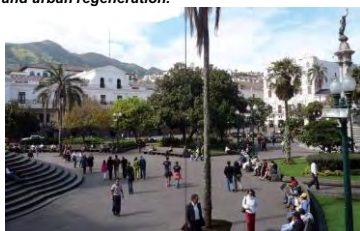


Principles - create a diversity of scale



Heritage-led Urban Renewal

“Urban heritage is of vital importance for our cities – now and in the future. Tangible and intangible urban heritage are sources of social cohesion, factors of diversity and drivers of creativity, innovation and urban regeneration.”



Heritage-led Urban Renewal



Campbell's Cove, Sydney



Heritage-led Urban Renewal

UNESCO RECOMMENDATIONS

Critical Steps in heritage-led urban regeneration:

- Undertake comprehensive surveys and mapping of natural, cultural and human resources;
- Reach consensus using participatory planning and stakeholder consultations on what values to protect for transmission to future generations and to determine the attributes that carry these values;
- Assess vulnerability of these attributes to socio-economic stresses and impacts of climate change;
- Integrate urban heritage values and their vulnerability status into a wider framework of development, which provides indications of areas of heritage sensitivity that require careful attention to planning, design and implementation of development projects;
- Prioritize actions for conservation and development; and
- Establish the appropriate partnerships and local management frameworks for each of the identified projects for conservation and development, as well as to develop mechanisms for the coordination of the various activities between different actors, both public and private.



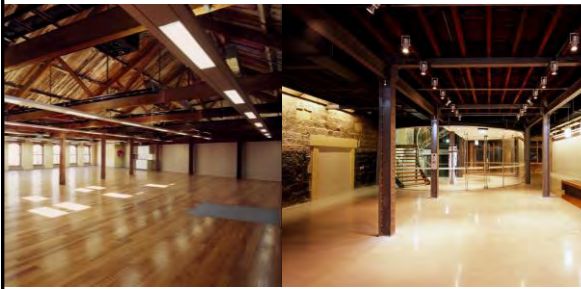
Approaches to Heritage Conservation




Restoration



Approaches to Heritage Conservation



Adaptive re-use



Approaches to Heritage Conservation



Interventions



Approaches to Heritage Conservation



Interventions




Approaches to Heritage Conservation




Integration



Approaches to Heritage Conservation



Integration




Approaches to Heritage Conservation




Integration



Approaches to Heritage Conservation



Interpretation and public art





4. Protecting important heritage

Reframing Parramatta North

Friday 1 August 2014

Understanding Heritage Significance



Tangible and intangible Values



Understanding Heritage Significance



Tangible and intangible values



Understanding Heritage Significance

- Community Esteem
- Aboriginal Heritage
- Cultural Landscapes
- Buildings and Structures
- Historical (Non-Indigenous) Archaeology



Built Heritage Significance Rankings



Exceptional Significance



Built Heritage Significance Rankings

Ward 4 - West Range
Former Female Reformatory Kitchen
Recreation Hall and Chapel
Former Laundry Block
Nursery - Former Governor's House
Former Female Ward 7
Gaol - Brick Boundary Walls
Former Deputy Governor's House
Former Staff Dining Room
Ward 6 - Quarantine Station
Gaol - Former Workshop
Gaol - Cell Wings 4, 5 and 6

High Significance

Built Heritage Significance Rankings

Artisan Workshop
Wattle Cottage
WARS Storage for Services
Wigabilla
Formerly W...
Ward 7 Addition
Rose Cottage
1916 Residence

Moderate Significance

Built Heritage Significance Rankings

Emily's - ECAV Training Centre
SHD Health Promotions Store
Problem Gambling Centre
CHIP Cottage
Former Governor's House Block
Industrial School Building
Service Building
Kinley (ECMV)
Former Nurses Home / Station

Little Significance

Built Heritage Significance Rankings

Services Demolition
Services Garage and
Woodyard Storage Shed
Woodyard Storage Shed
Kambilla - Storage Shed
Demountable
Demountables
Gimberland Storage Shed

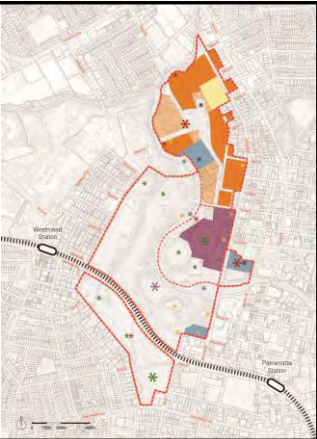
Intrusive Elements

5. Exploring design scenarios for Parramatta North

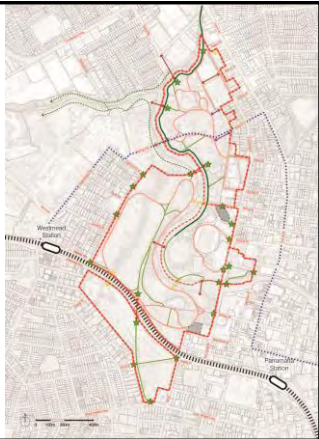
Friday 1 August 2014

Reminder of Framework Master Plan


Vitality
Development, homes, jobs and destinations



Connectivity
Integrating Parramatta North through new a network of pedestrian, cycle, public transport and streets links




Amenity
Open space and public domain



Objectives of the exercise


- Test outcomes
- Understand built form options
- Test scale
- Explore options




Rules of the exercise

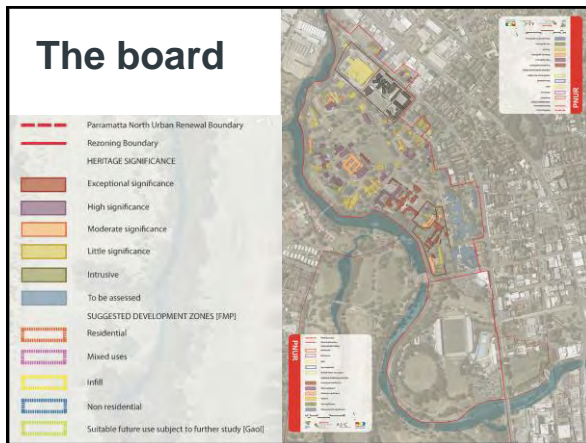
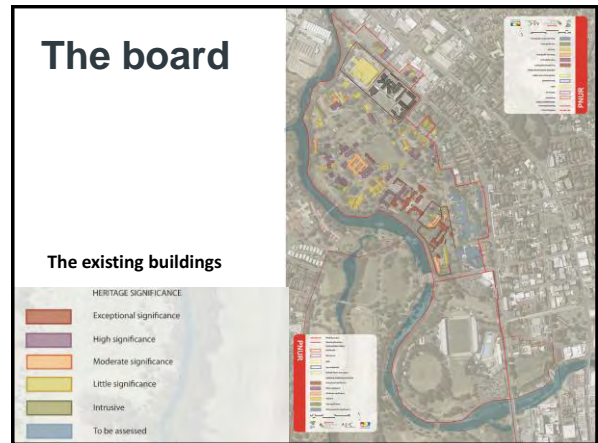
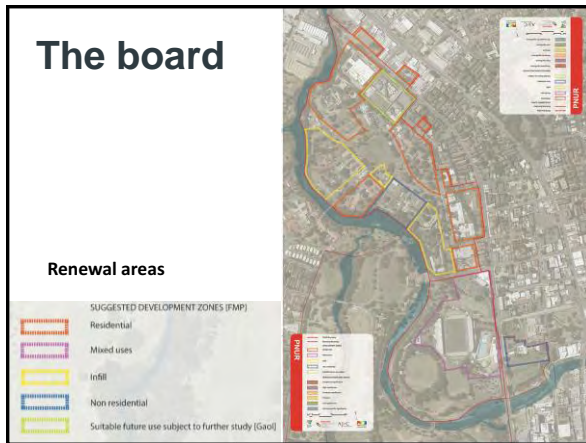
- Work together
- Play all the pieces
- Agree to disagree
- Help the team capture your comments

... and please try not to knock the pieces over!



The board





Design scenario exercise individual feedback

Name (optional): _____

Organisation (optional): _____

Group (please circle): 1 2

What are your initial impressions of the concept?

Freeze panel one - comments

Freeze panel two - comments

Freeze panel three - comments

Freeze panel four - comments

Freeze panel five - comments

6. Working lunch

Friday 1 August 2014




**Urban Growth
NSW**

7. Bringing it together




**Reframing
Parramatta
North**

Friday 1 August 2014



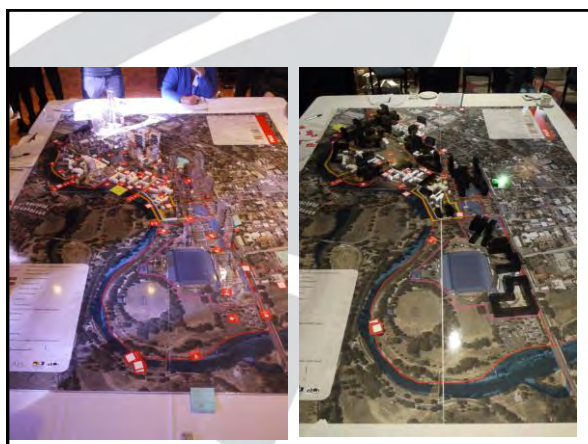
**Urban Growth
NSW**

8. Reflections




**Reframing
Parramatta
North**

Friday 1 August 2014



**Urban Growth
NSW**

9. Wrap up and next steps



**Reframing
Parramatta
North**

Friday 1 August 2014



**Urban Growth
NSW**

**Thank you – see you at
Part Three**



**Reframing
Parramatta
North**

Friday 1 August 2014

K Charrette part two – notes

Summary of key outcomes from charrette – part two

1 August 2014

1. Introduction

Brian Elton (Elton Consulting)

2. Official welcome

Dr Geoff Lee (Member for Parramatta)

Key points:

- Today is a unique opportunity to be part of a process to design a new community in Parramatta North
- It is time to ask ourselves, "How do we get to the point where we can balance the needs of our community and adaptively reuse all the beautiful heritage assets along the river?"
- Half a billion dollars is a lot of money and – in order to deliver a feasible outcome – planning will involve compromise. We need to open up the assets to make the heritage features along the river exemplar.

3. Introduction

Brian Elton (Elton Consulting)

Key points:

- Recap of charrette part one (see previous notes)
- Today we're exploring how we'll build a community on the site – and to do this, we'll play with scenarios
- What you see today is not a proposal, it is not a scheme. The exercise is a device to tease out important principles to protect cultural and heritage values on site
- The focus of today's 'blocks exercise' is to tease out principles to guide urban renewal on the site
- Ideas generated today will be tested with a broader audience – through community consultation – between now and August 22
- Today is also about further exploring the cost. What does it cost to deliver adaptive reuse and urban renewal, and social infrastructure, for Parramatta North?

4. Designing great places

Michael Heenan (AJ+C Architects)

Key points:

Revisiting design principles and how to approach designing great places:

- As a reference, the drawings that were prepared through the course of previous consultation are displayed around the room
- Today, we are undertaking an exercise to take the vision to the next level

Summary of key outcomes from charrette part two

1 August 2014



- It is important to:
 - plan 'from the ground up'
 - focus on the aspects of a place that you experience when you live there, and when you move around the space
 - tell the story of the place – Parramatta North has a vital story and a story that connects with a great proportion of the population
 - create spaces for people at different times in their lives
 - put pedestrians first, followed by cyclists, public transport, delivery vehicles and cars
 - create active edges and enable people to experience the changes in nature – here we have the edge of the river and the edge of the parkland
 - start by talking about frameworks not buildings
 - deliver mixed use, noting that life as a normal active part of the character of the community happens best in mixed use environments
 - plan green infrastructure, as no pollutants should come off the site. The treatment of the edges of the river should contribute to cleaning and keeping clean the river
 - create a diversity of scale. Bigger scale allows for more open space and less scale allows for less open space
- Framework planning provides an opportunity to stipulate how public spaces will be designed and this level of design influence can extend to buildings down the track.

5. Protecting important heritage

Megan Jones (Tanner Kibble Denton Architects)

Key points:

- Places do not stand still. Preserving an historic landscape involves a lot of work with the tangible and intangible heritage aspects. The stories and the feelings of a site need to be preserved
- UNESCO recommendations – critical steps in heritage-led urban regeneration:
 - Undertake comprehensive surveys and mapping of natural, cultural and human resources
 - Reach consensus using participatory planning and stakeholder consultations on what values to protect for transmission to future generations and to determine the attributes that carry these values
 - Assess vulnerability of these attributes to socio-economic stresses and impacts of climate change
 - Integrate urban heritage values and their vulnerability status into a wider framework of development, which provides indications of areas of heritage sensitivity that require careful attention to planning, design and implementation of development projects
 - Prioritize actions for conservation and development
 - Establish the appropriate partnerships and local management frameworks for each of the identified projects for conservation and development, as well as to develop mechanisms for the coordination of the various activities between different actors, both public and private.

Summary of key outcomes from charrette part two

1 August 2014



- Approaches to heritage conservation:
 - Restoration
 - Adaptive re-use
 - Interventions
 - Integration
 - Interpretation and public art
- Understanding heritage significance:
 - Community esteem
 - Aboriginal heritage
 - Cultural landscapes
 - Buildings and structures
 - Historical (non-indigenous) archaeology
- Levels of significance have been assessed using the following categories:

Exceptional significance

High significance

Moderate significance

Little significance

Intrusive elements

- It is important to gain input on the 'community esteem' factor. We need to understand why a building is significant or not to the community.

6. Exploring design scenarios for Parramatta North

Brendan Blakeley (Elton Consulting)

- Introduction to design scenario exercise

7. Working lunch

8. Bringing it together

Michael Heenan (AJ+C Architects)

Joe Rowling (AJ+C Architects)

- Discussion about the similarities and differences between the schemes both groups workshopped (note: group one used the grey blocks and group two used the clear blocks)

Similarities between the two groups:

- Factory Street to be treated as an important view corridor
- Access across the river in the north is important

Summary of key outcomes from charrette part two

1 August 2014



- Fairly strong alignment around heritage area – with both groups regarding the heritage as an asset on the site
- Lower scale density on the riverfront
- Preservation and consideration of public open space along the waterfront

Differences between the two groups:

- Group two had a 40 storey building where group one had its village centre
 - Group two cleared buildings out of the oval
 - Group two cleared lower density out, whereas group one dispersed density across the site
 - For group one the heart of the area was near the bridge at Westmead
- About group one:
 - Started with buildings along the foreshore but through the exercise the height and density along the foreshore moved to elsewhere on the site
 - Group one did not have an architectural marker in the village centre (group two had a twelve storey building)
 - Added height west of gaol wall with an option of locating height in north-eastern corner of site
 - Recognised that Factory Street needs to come through to provide access and connection. Connectivity between New Street and the river is important. Suggestion that the gaol wall may need to be pierced to create significant access
 - Identified site needs to be permeable
 - Village centre did not have major retail because it would be connected to surrounding suburbs/centres
 - Supported height – in the appropriate location – but the extent of height was not agreed
 - Supported delicate restoration and interpretation of the Female Factory site to make the place better, including possibility on heritage trail on the site.
 - About group two
 - Focused on built form
 - Recognised new development could activate the precinct
 - Located height and density away from the waterfront
 - Suggested transforming heritage precinct into an 'education zone' for the arts, galleries
 - Identified the heart of the site along the river – and this needed to be mediated by space
 - Moved buildings out of oval space and worked to define north space where development was pushed up (with a particularly tall building near the laundry building)
 - Pushed density off the site
 - Stayed away from the gaol out of respect for the heritage character
 - Aimed for a 'height cone' moving away from the river
 - Integrated with Factory Street.

Summary of key outcomes from charrette part two

1 August 2014



- Observations about heritage treatment (comment on both groups)
Megan Jones (Tanner Kibble Denton Architects)
 - Treatment of heritage was consistent across both groups
 - Acknowledgement that some development adjacent to heritage features is necessary to activate and reduce pressure on heritage sites
 - Suggested that the size of the blocks limited the full exploration of some possibilities, with blocks unable to fit easily within and between heritage buildings
 - Demonstrated that participants have an awareness of the landscape features of site.

9. Reflections on bringing it together exercise

Tasha Burrell (UrbanGrowth NSW)

Key points:

- Noted it was a very intense exercise that took a lot of effort/concentration
- Leads towards a better and more appropriate scheme
- In the coming weeks, we will work in the space between the two schemes (two groups)
- Acknowledged the architects have a difficult job to resolve the differences and apply the principles and values that have been unearthed through the exercise.

Dr Geoff Lee (Member for Parramatta)

Key points:

- Commended participants on their willingness to contribute and their block building skills
- Observed that the exercise was constructive and credited participants for their cooperation
- Observed that "just because you're putting in houses doesn't mean you're building a community" – social and cultural values were prominent with both groups considering heritage, community and open space
- Wants to see Parramatta become an exemplar of heritage driven tourism
- Appreciated participants' commitment of time and knowledge to the process.

10. Wrap up and next steps

Brian Elton (Elton Consulting)

Next steps

- Consult with the broader community
- Bring together the findings and test the outcome on August 22, charrette part 3.

L Charrette part three – run sheet

Parramatta North Urban Renewal

Charrette Part 3 run sheet



Date Friday 22 August 2014


Time 10am – 12pm

Venue Macquarie Room, Parramatta RSL, Corner Macquarie and O'Connell Streets, Parramatta

Time	Item	Points	Facilitators/Presenters
		Registration desk set up. Participants self-select tables.	On registration: Olivia Dodds Elizabeth Moorhead
20 mins	1	Introduction <ul style="list-style-type: none">» Quick re-introduction of self and role» Format of session» Recap from Part 1 and Part 2» Recap consultation program and findings	Brian Elton
5 mins	2	Official welcome <ul style="list-style-type: none">» Brief welcome and comments» Reemphasise 'the time is now' message	Dr Geoff Lee MP
35 mins	3	What we heard – creating a plan <ul style="list-style-type: none">» Reflections on what we heard from Consultation – including guiding principles<ul style="list-style-type: none">> exploring refined outputs from building blocks exercise (Charrette Part 2)> outlining how the issues identified during building blocks exercise could be addressed, including potential heritage impacts and how they have been brought together in a consolidated proposal» The heritage story – what we heard and what we're hoping to achieve» UG representatives to reflect where prompted (by EC facilitators) on likely cost effectiveness of proposal	Presenting: Michael Heenan Joe Rowling Megan Jones Facilitating: Brian Elton Scribing: Elizabeth Moorhead UrbanGrowth NSW


35 mins	4	Modelling what we are proposing	Presenting: Michael Heenan Joe Rowling
		<ul style="list-style-type: none"> » Comments and Q&A » Working around “building block” model of the consolidated proposal. 	Facilitating: Brendan Blakeley or Brian Elton
			Scribing: Elizabeth Moorhead
15 mins	5	What happens next – the planning pathway	UrbanGrowth NSW Tasha Burrell
		<ul style="list-style-type: none"> » Explain next steps, including: <ul style="list-style-type: none"> > What is likely to be in rezoning application > State Significant Site Application » Remind attendees that this is not the end of the road; if people have further thoughts, concerns, questions about the planning pathway and the direction UGNSW is taking, encourage them to continue to speak with us. Offer one-on-one meetings (with grounds and/or individuals) – keep the dialogue open. 	
5 mins	6	Wrap up and next steps	Brian Elton
		<ul style="list-style-type: none"> » Remind about rezoning process and opportunities to provide submissions » Thank participants 	
5 mins	7	Official close	Dr Geoff Lee MP

M Charrette part three – presentation



Parramatta North Urban Renewal Charrette Part Three

Friday 22 August 2014




1. Introduction

Friday 22 August 2014


Agenda overview

Item	Facilitators/Presenters
Introduction	Brian Elton
Official welcome	Dr Geoff Lee MP
What we heard – creating a plan	Michael Heenan Joe Rowling Megan Jones
Modelling what we are proposing	Michael Heenan Joe Rowling
The planning pathway	Tasha Burrell
Wrap up and next steps	Brian Elton
Official close	Dr Geoff Lee MP




Consultation program

What?	Who?	How many?	When?
Charrette Part One	Invited representatives of government landowners, other government agencies, and community and business groups	Attended by 45 participants	30 July 2014, 7-9pm
Charrette Part Two		Attended by 43 participants	1 August 2014, 10am-2pm
Sit and Chat	General community Promoted via: - ads in local media - newsletter drop to 3,750 homes - email invitation to stakeholder list	Attended by 18 participants	7 August 2014, 4-8pm
Online feedback and feedback forms		Ongoing	From 7 August 2014



Consultation program

What?	Who?	How many?	When?
Swing by Parramatta Station	General community – residents, workers and visitors Promoted via: - ads in local media - newsletter drop to 3,750 homes - email invitation to stakeholder list	500 flyers 1-on-1 conversations	8 August 2014, 7.30-10am
Swing by Eat Street		400 flyers 1-on-1 conversations	8 August 2014, 5-8pm
Swing by Parramatta Park		40 flyers 1-on-1 conversations	9 August 2014, 1-4pm



What we heard...

“Leave [the **Female Factory**] free of major development”

“I was excited to discover the **history** of this place, perhaps others will be too.”

“Parramatta will become a **desirable** place to live and work AND a **destination** to visit”

“Open space is an irreplaceable asset”

“I understand that there is a **commercial need** to help fund the historical site”

“...more **permeable** for pedestrians and cyclists...”





2. Official welcome

Friday 22 August 2014



3. What we heard – creating a plan

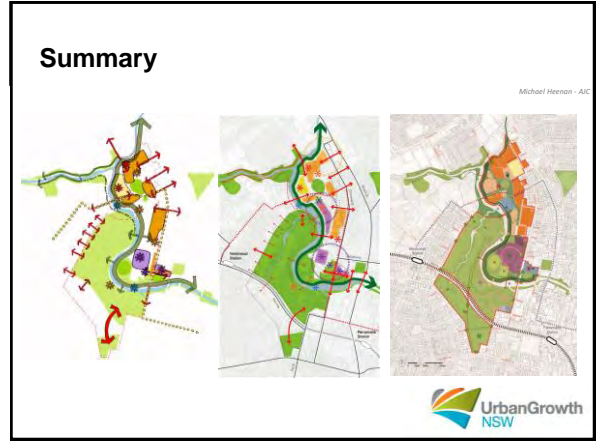
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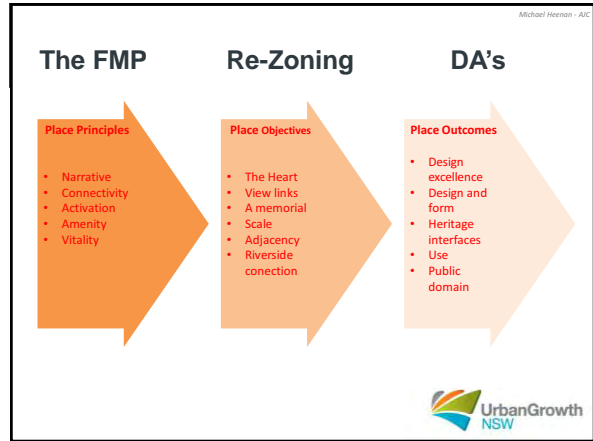


Creating a plan

00 Month 2012







Michael Heenan - AEC

Objectives

Key Points

- Continuous shared path link
- Green Corridor
- Activate Spaces

Michael Heenan - AEC

Key Points

- Existing Landscape Enhanced
- Connect with Existing Path
- Create Green Corridor link
- Less hardstand

Michael Heenan - AEC

Key Points

- Water Edge Experience
- Reinstate Terraced Landscape
- Potential Rest / Picnic Area

Michael Heenan - AEC

Key Points

- Café Courtyard Spaces
- Open Lawn Areas to Water's Edge
- Key Site Entrance (Bridge Road)

Key Points

- Heritage Interpretation of Mill House
- Connection to Local Park
- Significant View from Phillips Landing

Local Park / Heritage Interpretation of Former Mill House

Key Points

- European Heritage Waterpools
- Potential River Crossing
- Views / Resting Point on Ridge Line

Water Pools / River Crossing / River-flat Gathering Space

Archeological significance

- Archaeology State
- Archaeology Local
- Archaeology within Extant Structure (State)
- Archaeology within Extant Structure (Local)
- Archaeologically sensitive area, unknown extent (State). Further Assessment required.
- Archaeologically sensitive area, unknown extent (Local). Further Assessment required.
- Unknown Archaeological Potential
- No Archaeological Potential
- Water or landscape feature
- Mill Race (State)
- PNUR Study Area

Cultural heritage parameters

- Aboriginal Heritage:** Aboriginal Cultural Landscape and potential for Aboriginal sites. Importance of open space (situated within Parramatta Park) and when viewed from Parramatta Park. Ongoing involvement of Aboriginal people. Conservation and interpretation.
- The Cultural Landscape:** Significant views and forms (trees and landscape features). Visual and spatial structure. Important views including from Old Government House and The Domain. Conservation and interpretation.
- Buildings and Structures:** Significant buildings and structures. Historic and visual relationships. Key views to and from historic cottages and buildings. Conservation and interpretation.
- Historical (European) Archaeology:** Archaeology of exceptional heritage significance. Further investigation required. Conservation and interpretation.
- Social Heritage Values**

The Groups

- Group 1
- Group 2

UrbanGrowth NSW

The Similarities

- Factory Street to be treated as an important view corridor
- Access across the river in the north is important
- Strong alignment around heritage area – with both groups regarding the heritage as an asset on the site
- Lower scale density on the riverfront
- Preservation and consideration of public open space along the waterfront


- Group 1
- Group 2

UrbanGrowth NSW


Michael Heenan - AEC

Approach to Heritage


- Consistent treatment of heritage
- Development adjacent to heritage features is necessary
- Fine grain built form next to heritage building
- the landscape features of site.



Group 1



Group 2





Michael Heenan - AEC

Urban Design Refinement

- Group 1



- Started with buildings along the foreshore but through the exercise the height and density was moved to elsewhere on the site
- Added height west of goal wall with an option of locating height in north-eastern corner of site
- Recognised that Factory Street needs to come through to provide access and connection.
- Suggestion that the goal wall may need to be pierced to create significant access
- Supported height – in the appropriate location – but the extent of height was not agreed
- Supported delicate restoration and interpretation of the Female Factory site to make the place better, including possibility on heritage trail on the site.

Michael Heenan - AEC

Urban Design Refinement

- Group 2



- Focused on built form
- Recognised new development could activate the precinct
- Located height and density away from the waterfront
- Identified the heart of the site along the river – and this needed to be mediated by space
- Moved buildings out of oval space and worked to define north space where development was pushed up (with a particularly tall building near the laundry building)
- Pushed density off the Cumberland site
- Stayed away from the goal out of respect for the heritage character
- Aimed for a 'height cone' moving away from the river integrated with Factory Street.

Michael Heenan - AEC

Urban Design Refinement

- Team refinement



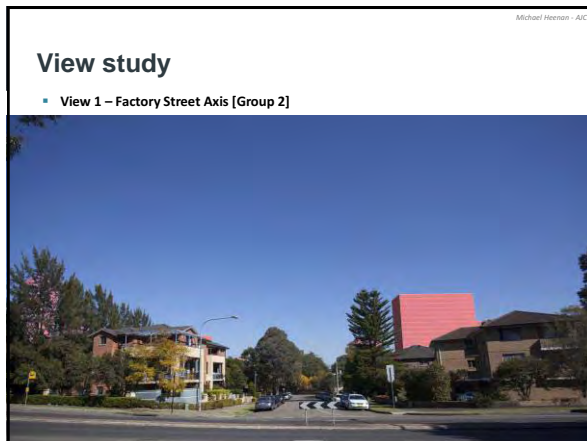
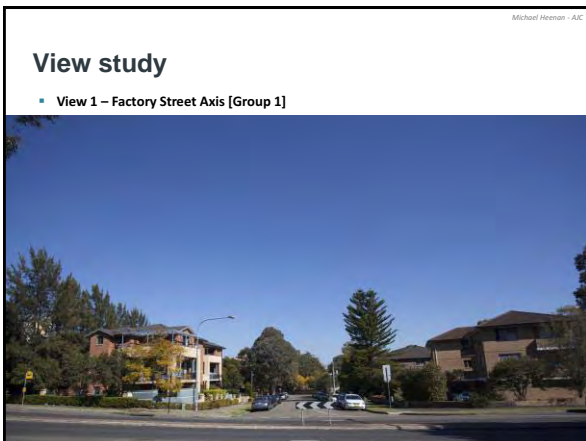
- Reduced height around Parramatta Stadium
- Some infill around Female Factory
- Factory Street Axis adopted
- Tallest buildings to the north and the south edges of Cumberland
- Identification of some high-significance heritage items that could be demolished
- Increased development in Goal

Michael Heenan - AEC

Urban Design Refinement

- Group 1






Michael Heenan - AEC

View study

- View 1 – Factory Street Axis [Team Refinement]



Michael Heenan - AEC

View study

- View 1 – Female Factory

Key considerations


- Scale transition
- Old and new building forms



Michael Heenan - AEC

View study

- Existing female factory



Michael Heenan - AEC

View study


- View 2 – Female Factory [Group 1]



Michael Heenan - AEC

View study


- View 2 – Female Factory [Group 2]



Michael Heenan - AEC

View study

- View 2 – Female Factory [Team Refinement]



View study

- View 4 – The Oval

Key considerations

- Enclosure of open space
- Curtilage around heritage buildings
- Scale




View study

- Existing



View study

- View 4 – The Oval [Group 1]




View study

- View 4 – The Oval [Group 2]



View study

- View 4 – The Oval [Team Refinement]



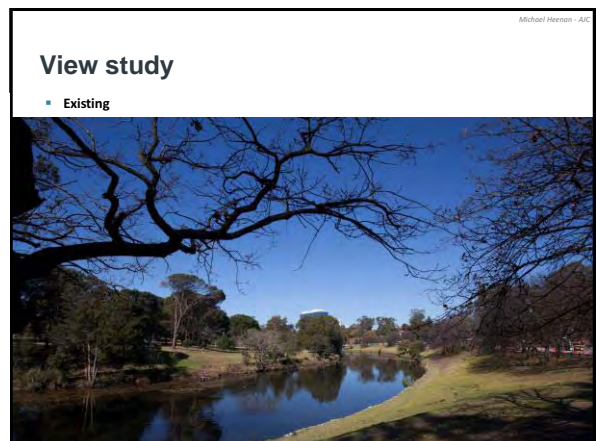
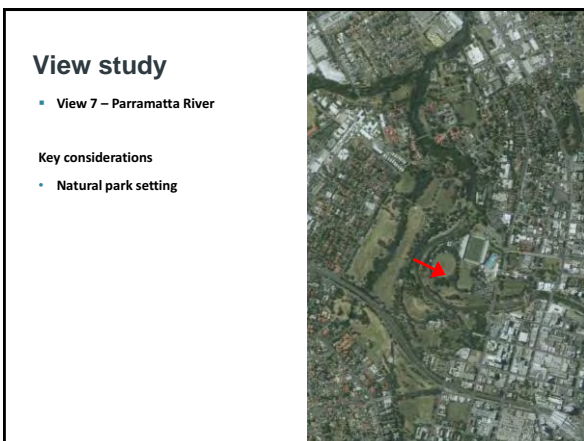
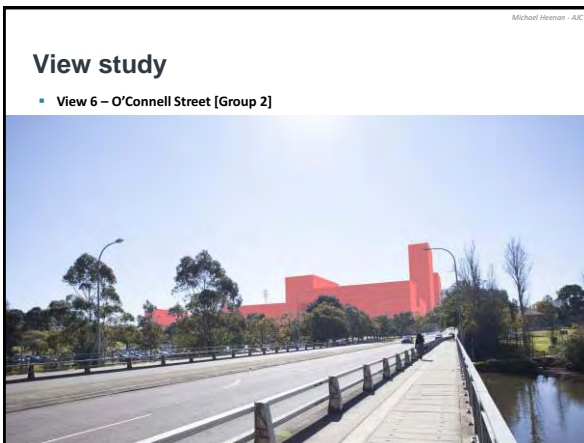
View study

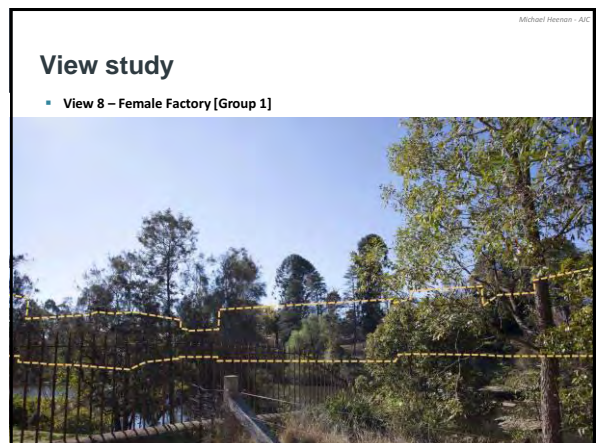
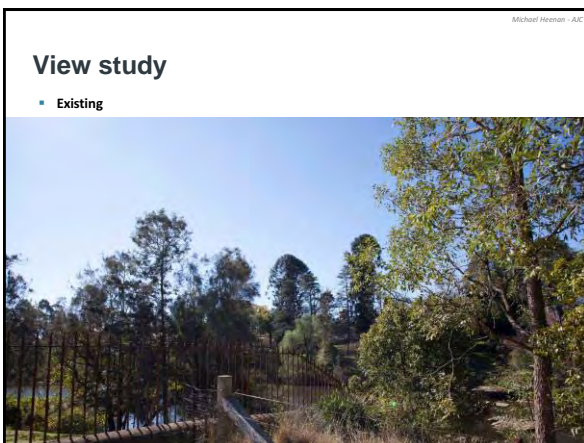
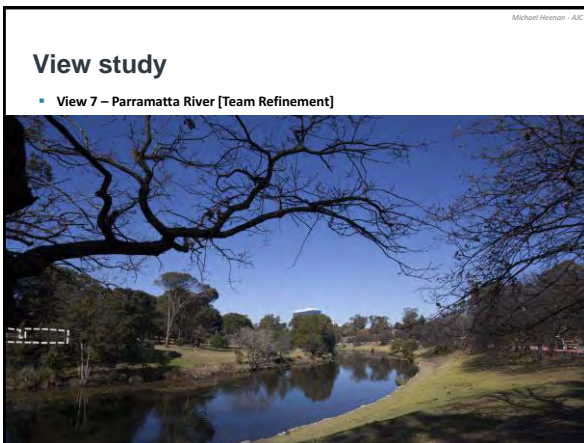
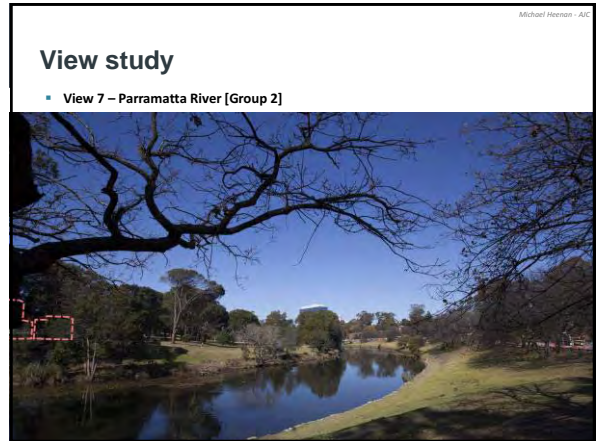
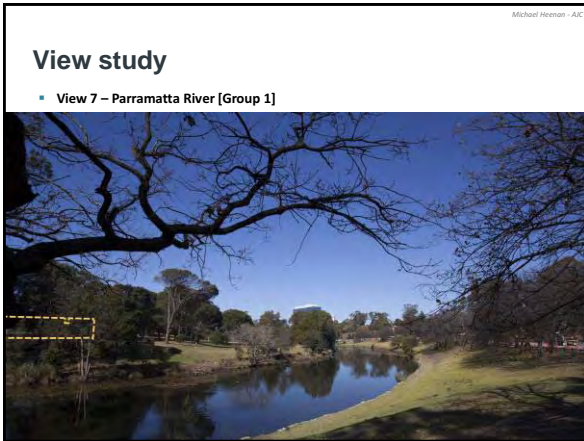
- View 6 – O'Connell Street

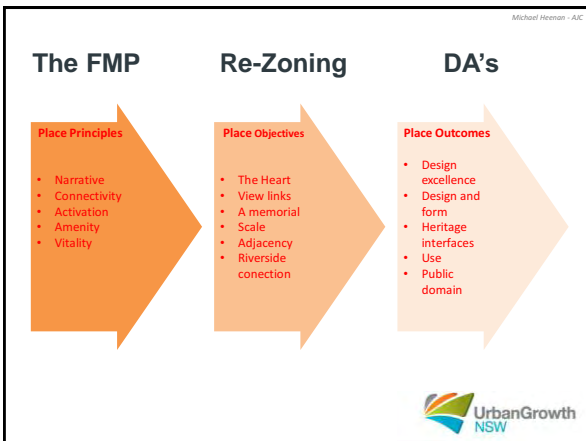
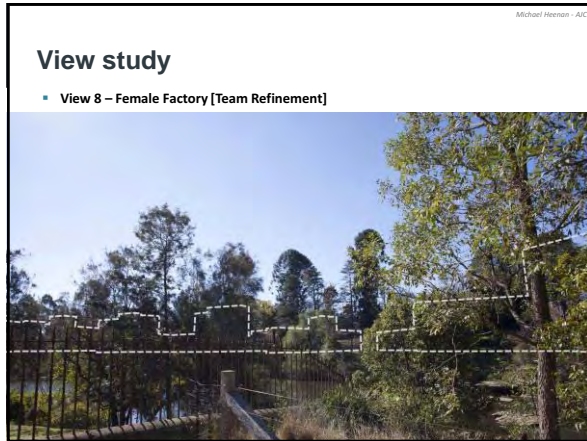
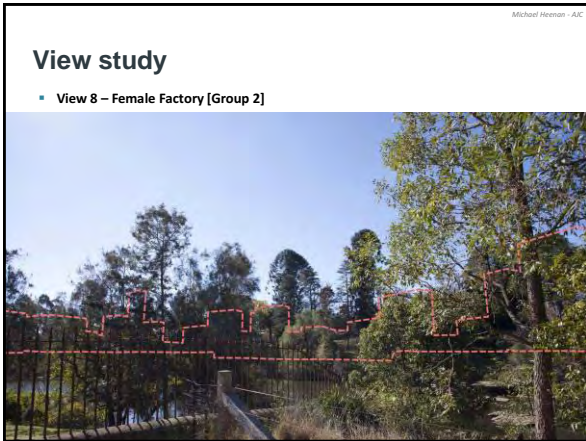
Key considerations

- Street edge definition
- Scale to the park
- Stadium presences









Objectives

Key Points

- Continuous shared path link
- Green Corridor
- Activate Spaces

Water Pools / Potential River Crossing / River / Set Gathering Space

Local Park / Heritage Interpretation of Former DSS House


Heritage Interpretation Former Dean & Mill

Cafes

Heritage Discovery Precinct


Terraces / Water's Edge / Walk

'Open Parkland' Revegetated River Banks

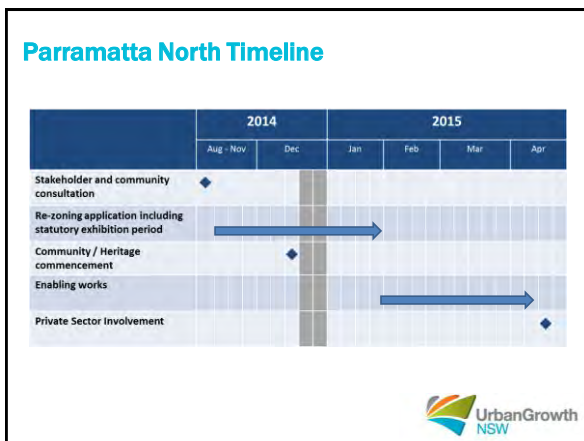
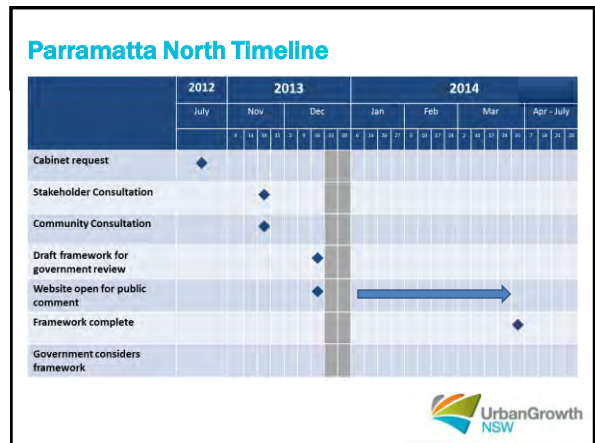

4. Modelling what we are proposing

Friday 22 August 2014



5. The planning pathway

Friday 22 August 2014

6. Wrap up and next steps

Friday 22 August 2014



N Charrette part three – notes

3. What we heard – creating a plan

Whole group discussion – considering the model, precinct by precinct

About the model – Sports and Leisure Precinct:

- Considering the schemes that each group developed in the second charrette, the biggest changes are proposed in the ***Sports and Leisure Precinct***
- The river acts as a connector, linking the site to the Parramatta CBD and beyond
- The project team has considered the uses in the Sports and Leisure Precinct, and are looking to return the car park to parkland to recreate a natural setting and emphasise recreation uses in the area
- Supports O’Connell Street as an active place by adopting a lower approach to the scale. A lot of scale has been taken out of this area – compared with the schemes from charrette part 2, but enough density has been maintained to ensure vibrancy in the area
- Icons on the board in the Sports and Leisure Precinct show plaza spaces, safe open spaces and park zones with sports uses in mind

Sports and Leisure Precincts – comments, questions and answers

Comment: The presentation did not show all of the World Heritage views, it only showed two. Suggests that the most iconic view is the view from Old Government House / Old Kings School – scheme appears to have buildings blocking the view. All the views need to be assessed and taken into consideration. [David Hoffman]

Comment: Important that the swimming pool is recreated on the site – but acknowledges that uses are not being determined at this stage.

Comment: Concern that there is not enough space allowed between the stadium and O’Connell Street.

About the model – north of the Sports and Leisure Precinct:

- The model identifies a need to scale development back/away from the ***Cumberland Precinct***
- Project team has respected curtilage around Bethnal Green, and allowed for connectivity between sports and leisure precinct through the heritage buildings
- The model acknowledges that permeability is difficult and existing and new access points are being explored
- About landscape architecture: project team considered heritage overlay and pre-existing landscape – there is opportunity to take pedestrian and shared path through heritage zone
- Opportunity to create a diverse range of experiences through the site – might mean breaking up walls to open up the area, options are being explored
- Significant trees need to be preserved
- Considering the opportunity to reinstate terraces and considering option to restore pathway through the site – reactivating/reintroducing the heritage features of the site, including the Female Factory

North of the Sports and Leisure Precincts – comments, questions and answers

Question: What's going to happen to Fleet Street?

Comment: The walls should be preserved as part of the redevelopment of Fleet Street.; noting that the outcome should protect what's left of the walls and streetscape (Response: Project Team is exploring ways to comply with width/capacity requirements and to preserve heritage feel on roads. These issues are front of mind for the designers.)

Question: Why is the height concentrated in a few tall buildings? (Response: Project Team is looking to get profile on the site, and concentration of height allows for lower scale near the Female Factory.)

Comment: Concerned high buildings may impose on the view from the park

Comment: The tower nearest to the Sports and Leisure Precinct is too tall

Comment: Near light industrial area – outside precinct perimeter – there is land that seems more suitable for redevelopment. The government could consider acquiring this land for redevelopment, rather than building a new community on top of a heritage precinct

Question: Is there any other land that is state owned? Suggests buying other land – e.g. bus company land – and redistributing the density, but is concerned that land near the boundary of the site will 'get a golden ticket'. [Response: the 'golden ticket' is often seen as a positive outcome of urban revitalisation]

Comment: Concern that the model does not respect the cultural and indigenous histories of the site. Notes that this site may be one of the most sensitive heritage sites in Australia, and feels it is inappropriate to 'build a city' on this site. DH makes the suggestion that the redevelopment is incompatible with the heritage agenda and that '30 storey buildings are ridiculous.' Notes that he is seeking a redevelopment that is sensitive, and does not consume the whole site, and suggests the model is an example of unsympathetic overdevelopment that 'does not work' [David Hoffman]

Comment: Demonstrating the model using the clear blocks inhibits people from getting a sense of massing/ scale/ relationships on the site

Question: How will the scheme impact – if at all – on efforts to have the Female Factory site included in the existing World Heritage status? (Response: the site is evolving, as it always has – with buildings being built as they've been needed.)

Comment from the Project Team: This exercise and conversation requires us to confront the reality, and in doing so, have a nuanced discussion about the 'trade-offs', taking into account the costs of heritage restoration and adaptive reuse. The financial limitations are inescapable

Comment: Concerned about concentration of residential cluster in terms of long term social outcomes and social uses (near O'Connell Street). Suggests that poorly conceived high density living can cluster/concentrate social issues [Kerry Stubbs]

Comment: Notes that the building in Gipps Yard will have an adverse impact on the archaeological value of the yard, suggesting that the 'proposed' building should not be there. (Project team response: We will actively manage archaeological impacts, and this means testing where the mill races and Marsden's Mill is/was located on the site. With documentation, the team can guess, but further testing is needed to reveal what's actually there. The site needs to be treated carefully. The team has been made aware that the site is rich with Aboriginal artefacts and archaeology. By excavating archaeology

you can learn – and often there is a need to balance archaeological treatments between leaving an artefact intact in the ground, and excavating it in order to learn from it.

Comment: Concern that heritage may be lost in 50 years if it is extracted. (Project team response: There are examples of extraction being a valuable way of interpreting history, e.g. YHA in The Rocks, showcasing historic footings. Archaeological testing will determine the potential for the site, and the significance, and further testing will guide management of archaeology resources going forward.)

Comment: Re: Wisteria Gardens. Needs a clear determination that something will be done to Wisteria Gardens early in the planning process, noting that the community has already fought once to save the garden – highlighting that a commitment to maintain the garden has already been broken. [Terry Smith]

Question: Could an extension of the World Heritage Listing be a goal/outcome of the ultimate scheme? Does the strategy we are considering make World Heritage Listing harder to achieve, or does the scheme support the possibility in the future? (Project team response: As an aim of UGNSW and the team, we would like to get heritage listings, as appropriate. We want to preserve heritage properly, and we can work with you to achieve this. National and potentially world heritage status would add to tourism value of the site.)

Comment from the Project Team (hypothetical exercise): If there was some money around for early interventions that would demonstrate the potential of the site for reuse/restoration/redevelopment, what should be considered?

- Priority actions should support bids for elevating heritage status on site (including the status of the Female Factory)
- UrbanGrowth NSW (and NSW Government) should support the resubmitted heritage application to the Australian Government
- Preservation of Wisteria Gardens
- Address critical maintenance needs of the Female Factory, including severe deterioration and termite damage (the main/front building needs critical attention) – noting the need to have an understanding of appropriate uses for the building, and restore it in line with the appropriate reuse
- Grasp this as an historical opportunity. How do we mobilise Government to begin investment process? How do we get the ball rolling? How do we spark the imagination of others (not in this room)? We need a broader movement of interest in the idea. It is a practical question and we need an answer – how would we apply forward funds – for what purpose, what outcome? Build momentum and get the Government to be accountable to deliver the full vision.
- What could we do to bring people into contact with the heritage? The community needs to see the heritage so they value it too. Could open space development be an opportunity to activate heritage? (Project team response: The riverfront walk provides the opportunity to reengage both sides of the river, and allows the penetration of site with green links bringing people into contact with heritage. Preserving the oval and gateway parklands allows views from the street to remain consistent with original setting, however trees are living heritage, and won't last forever.)
- Is there an early opportunity to connect the site with the existing walkway, creating a way to get people to come through the site? Need to bring some of the people visiting Parramatta Park through the site – as a way of opening up/exposing the site [Suellen]

- Arts has a role – arts are the visionaries, but whatever is delivered early on the site will need the associated amenities, including a toilet, café etc. The innovations need to get people walking through the site, and enjoying the space in a practical way [Bonnie]
- Arts – people activate sites through arts activities. E.g. Sydney Festival placed a piece on the Old Kings School site that exposed people to the site and got the community thinking about the site differently. Options for programming etc. through the site should be explored, and should be done in a way that keeps people thinking about the site as a living site. This is an opportunity for low impact suggestions that would lead to people to penetrating the site in the short term. E.g. parkland needs more than passive recreation to draw people in. Maybe two sympathetic, locally generated, high quality events a year that will draw people in to think about this amazing site should be explored?
- Early archaeology is an opportunity, in the short term.

Comment: Near quadrangle wall/Norma Park area, there is the potential to expand on the natural formation of an 'H' – suggestion that the new building could truss existing buildings (like a cloister). This would achieve an activation/adaptive reuse outcome, noting that to achieve these outcomes there is a need for some new building(s) [Bonnie]

Comment: Notes there are varying views in the room about what would be the reasonable 'trade off' – concept of trade off should be principled. Suggests the concept of trade-off be developed under a series of principles – need to make the logic of the site transparent and principled [Brian Powyer]. (Project team response: the model has been guided closely by principles – and these principles were shaped and built upon the charrette part two. This was not outlined today due to time limitations, however principles are steering the outcomes)

Comment: There is a large, mobile cohort of sports fans building in Western Sydney – it would be good to see a linkage/leveraging of sports with heritage/the area's narrative

Comment: Should capture the large population of people visiting Parramatta Park each year; this could be achieved by investing in upgrades to bridges that connect site/park

Comment: Supports early contact with the site, in particular the formation of the walk to bring the heritage site to life; however, has concerns about height and scale near heritage buildings, along the river. In particular, has concerns about development near Phillip's camp site and Marsden's Mill.

Comment: Need the loop bus to continue through the site, to showcase the area.

Comment: Suggestion that the project engage with local schools – get teachers/parents/students to be involved in the history/narrative of the site, and for example learn the stories about the courage of the women on the site. Consider apps to guide walking tours etc. across the site – this would empower people in the district to access the sites

Question: Where does Light Rail fit? (Transport for NSW response: Light rail options will be developed in partnership with UGNSW. Currently working through where Light Rail would work in the context of the redevelopment. Public Transport is an aim, and the objective is to link the site with Westmead and Parramatta CBD effectively, in order to minimise car travel. The proposed redevelopment should be sustainable in terms of trip generation. Transport for NSW is in the tent and is exploring this now.)

0 Information boards

What is Parramatta North Urban Renewal?

Where is Parramatta North?

The project area includes Cumberland Hospital (East Campus), Parramatta Stadium, Parramatta Park and the Old Kings School. At this time the focus of revitalisation of Parramatta North Urban Renewal is on the Cumberland and the Sports and Leisure precincts.

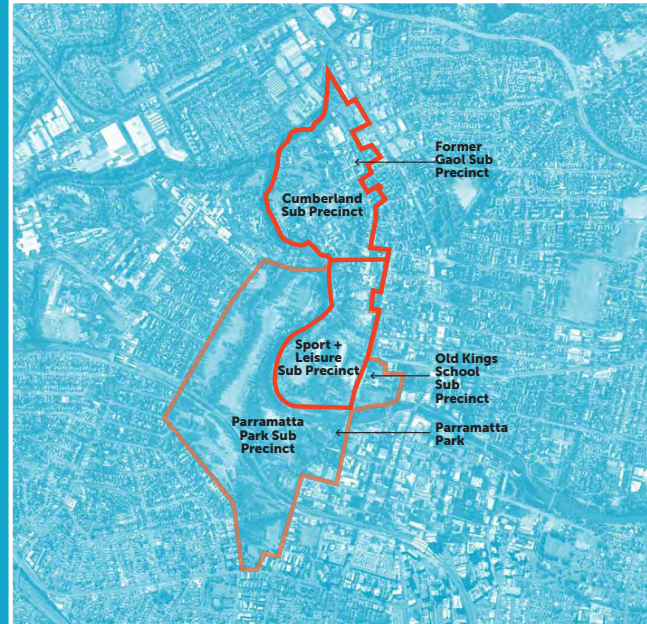
What are the aims of the project?

This project aims to renew an area of predominately NSW Government owned land in Parramatta North, transforming it into a vibrant mixed use heritage precinct with new housing and employment opportunities.

The area has a rich history, including significant heritage buildings. The project aims to honour the history of the area at the same time as planning for the needs of future generations.

Who is planning for Parramatta North?

UrbanGrowth NSW is working closely with 12 NSW Government agencies, Parramatta City Council and other stakeholders to develop a strategy for the area's future. This project involves a coordinated whole-of-government approach, with many State Government agencies working together to achieve the best outcomes for the people of Parramatta and the future of Greater Sydney.



Where is the project up to?

WE
ARE
HERE

LATE
2013

- » Technical studies undertaken
- » Initial consultation with the community, stakeholders, industry and agencies held

MID
2014

- » NSW Government endorses strategy to revitalise Parramatta North
- » UGNWS and Parramatta City Council work together towards a solution for the lands
- » Further consultation with the community, stakeholders, industry and agencies held, focusing on the Cumberland and the Sport and Leisure Precincts

LATER
2014

- » Rezoning application and Development Control Plan for the Cumberland and the Sport and Leisure Precincts expected to be lodged and exhibited – additional opportunity for comment

2015

- » Rezoning application and Development Control Plan for the Cumberland and the Sport and Leisure Precincts expected to be determined
- » Ongoing consultation around detailed planning for the area

What are contemporary approaches to urban renewal of heritage places?

Heritage-led urban renewal is of vital importance for our cities – now and in the future. Tangible and intangible urban heritage are sources of social cohesion, factors of diversity and drivers of creativity, innovation and urban regeneration.

UNESCO

Contemporary approaches to heritage-led urban renewal

Good heritage-led urban renewal acknowledges that cities are dynamic places. Cities do not stay the same and the way we relate to buildings within our cities changes with time.

UNESCO's recommendations for heritage-led urban regeneration move beyond the preservation of the physical environment, and focuses on the entire human environment with all of its tangible and intangible qualities. It seeks to increase the sustainability of planning and design interventions by taking into account the existing built environment, intangible

heritage, cultural diversity, socio-economic and environmental factors along with local community values.

Heritage-led urban regeneration aims at preserving the quality of the human environment and enhancing the productivity of urban spaces. It integrates the goals of urban heritage conservation with the goals of social and economic development. It is rooted in a balanced and sustainable relationship between the built and natural environment.

The following images show the different approaches to the conservation, adaptation and interpretation of urban heritage.



Interventions into existing buildings



Restoration



Adaptive re-use



Integration



Interpretation and public art

What is the heritage significance of the place?

Our planning for Parramatta North Urban Renewal will value all aspects of the precinct's heritage and be guided by the principles of The Burra Charter: the Australia ICOMOS Charter for Places of Cultural Significance 1999.

The Burra Charter sets a standard of practice for those who provide advice, make decisions about, or undertake works to places of cultural significance.

The Parramatta North Urban Renewal precinct is a unique place with a rich diversity of natural, Aboriginal and cultural heritage values. It is home to Aboriginal and early colonial buildings and landscapes as well as the iconic Parramatta Stadium and Parramatta Pool.

Cultural significance is defined in the Burra Charter as aesthetic, historic, scientific, social or spiritual value for past, present and future generations. Cultural significance includes a range of ideas or concepts that come together in a particular place. Significance can be embodied in the actual fabric of a place, the setting and context in which it is found, the fit out and items within it, the use of the place and its history, records of use and the memories and responses which are made to the place by its direct associated users.

The following images provide an example of the relative levels of significance of the buildings:



Female Factory

Exceptional significance

Makes a direct and irreplaceable contribution to the overall heritage significance of a place. Removal would substantially diminish the heritage significance of the place.



Former Female Ward

High significance

Makes a substantial contribution to the overall heritage significance of a place. Removal would diminish the heritage significance of the place.



Wattle House

Moderate significance

Makes a moderate contribution to the overall heritage significance of a place and has undergone considerable alteration that detracts from its significance.



CHIP Cottage

Little significance

Makes only a minor contribution to the overall heritage significance of a place and has undergone substantial and irreversible alteration and is difficult to interpret. Removal would not diminish the heritage significance of the place.



Services Compound

Intrusive elements

Adversely impacts the overall heritage significance of a place. Removal would enhance the heritage significance of the place and/or the heritage significance of other elements.

The best urban design outcome for Parramatta North will incorporate, conserve and adapt the significant buildings for sustainable new uses and introduce new development to support them.

What are the principles of great urban design?

Urban renewal is about building on the strengths of each place, transforming under-used or dilapidated areas, boosting local economies and providing a mix of uses and activities which meet the needs of the community.

Department of Planning and Environment

Start with how the place should feel



Design for climate



Create spaces for everyone

Integrate green infrastructure



People first, cars last



Tell the history and story of the place



Connect with and activate surrounding areas



Create a diversity of building shapes and sizes



Mix uses including residential, commercial, community and open space



What is the Framework Masterplan for Parramatta North?

What investment is needed to make Parramatta North a great place?

As part of earlier consultation, the community told us about many important aspects that should be incorporated in the renewal of Parramatta North.

Initial costs for important aspects suggested by the community, as well as other required infrastructure and works, requires significant investment.

Examples of costs include:

- » restoration and adaptive reuse of heritage buildings
- » remediation of the site
- » relocation of health activities, should NSW Health choose to move
- » delivering infrastructure and services
- » improvements to parks, gardens and sports and leisure facilities
- » creation of cultural facilities
- » management of flora and fauna.

It is currently estimated that development of the Cumberland and Sports and Leisure Precincts will need many more dwellings than previous masterplans to partly cover these costs. We expect more than 6,000 dwellings will create a vibrant and achievable outcome.

Previous Masterplans in 2004 and 2008 for Parramatta North did not proceed because the gap between restoration, relocation and infrastructure costs and potential income generated from new building was too large. We are aiming to reduce the gap through new development opportunities.



What is the context for urban renewal at Parramatta North?



What is Parramatta North's role in the growing city?

We all know Sydney is a growing city.

By 2031 there will be 1.3 million more people, needing 545,000 more homes and 625,000 more jobs.

We need to start planning for a different type of city if we are to meet people's varied housing needs and provide homes that are:

- » affordable
- » suitable for different stages of life
- » close to parks, shops, services and public transport.

We need to create great and inspiring places to live and at the same time ensure that redevelopment benefits the surrounding community.

What else is happening in Parramatta?

There are a large number of major projects happening or proposed for Parramatta, including:

- » planning for future public transport solutions
- » development of a University of Western City campus in the CBD
- » major redevelopment of Westmead Hospital
- » new development at the Camellia industrial area
- » improvements to Parramatta Park
- » some \$8 billion worth of residential and office development in the CBD

Why has Parramatta North been chosen as an urban renewal precinct?

The Parramatta North Urban Renewal provides the opportunity to:

- » create a new, vibrant heritage mixed use hub
- » restore heritage buildings and create a long term solution to secure the future of Parramatta North's rich history
- » protect areas with high environmental value, such as the riverbank corridors
- » seize the opportunity to improve connections between the Parramatta CBD and Westmead
- » improve social, cultural and recreational infrastructure for the Parramatta and Greater Sydney community to enjoy

What did we hear when we consulted you in late 2013?

WHAT?

COMMUNITY DROP IN SESSION

WHEN?

21 November 2013

WHO?

General community, promoted through ads in local media, newsletter drop to 3,000 homes, Facebook pages of community groups, invitations from local State and Federal MPs

HOW MANY?

One three hour session, attended by 120 participants, 55 feedback forms completed

KEY OUTCOMES

- » Importance of protecting heritage buildings, views and areas strongly and frequently emphasised
- » Strong support for arts and cultural uses in Old King's School, e.g. regional art gallery, artist studios
- » Support retaining Parramatta Park at current size as the 'lungs of Parramatta', with improvements to visitor facilities
- » Support for tourism and education uses in Cumberland Precinct, including in Parramatta Gaol and Parramatta Park
- » Support for improving walking and cycling tracks
- » Mixed views on potential expansion of Parramatta Stadium
- » Concern for protection of Dodds Farm site
- » Some support for continuation of mental health uses and concern for potential transition for existing patients



ONLINE FEEDBACK FORM

WHEN?

22 November 2013

WHO?

General community, through UrbanGrowth website

HOW MANY?

20 uses of the website including 15 people who used the "contact us" form

WHAT?

STAKEHOLDER CHARRETTES

WHEN?

15 + 22 November 2013

WHO?

Invited representatives of Government agencies, and community and business groups

Info packs sent to participants in advance

HOW MANY?

Two charrettes, of six and two hours, attended by 44 and 42 people

KEY OUTCOMES

- » Importance of protecting heritage buildings, views and areas, and telling social history of area strongly emphasised
- » Opportunity for world class heritage tourism
- » Strong support for focus on Parramatta River and its activation and access
- » Connections to CBD and Westmead seen as crucial, including walking, cycling and a possible future public transport corridor
- » General support for focusing development to the north of Cumberland Precinct
- » Support for arts and cultural uses within the Parramatta North Urban Renewal
- » Activation of project area also supported through cafes, community buildings, museums and events
- » Support to maintain Parramatta Park largely for passive recreation, with some events and better visitor facilities
- » Support for pocket parks in any higher density development
- » Strong desire to be consulted on detail as project progresses

WHAT?

INDUSTRY FORUM

WHEN?

11 December 2013

WHO?

Development industry, promoted via ads in Financial Review, invitations through UDJA, Property Council and Urban Taskforce

HOW MANY?

One forum attended by 19 participants

KEY OUTCOMES

- » Strong support for UrbanGrowth NSW to de-risk land and provide planning certainty before releasing development land to the market
- » Strong interest in project area and potential opportunities to create a distinctive mixed use village adjacent to the CBD
- » Recognition that the project area's heritage, river front and open space are key and unique assets
- » Strong support for UrbanGrowth NSW or other agency as the single project lead
- » Strong support for establishing a clear hierarchy of heritage significance and carefully considering the feasibility of restoring a very large number of heritage buildings
- » Support for creation of staged "super lots" with infrastructure provided in advance
- » Agreement that significant level of activation required to ensure sustainability of heritage assets

P Feedback forms

Parramatta North Urban Renewal Feedback form



We have now entered the second phase of consultation for the Parramatta North Urban Renewal project and would like to gather your thoughts, ideas and contributions.

1. What are your thoughts on the Framework Master Plan?

2. The following urban design principles will guide planning for Parramatta North Urban Renewal. When planning for the Sports and Leisure and Cumberland precincts, please indicate how important each principle is to you on a scale of 1 to 5 (least to most important).

Principle	Rating and Why?				
	1	2	3	4	5
Start with how the place should feel	Why? _____				
	1	2	3	4	5
Create spaces for everyone	Why? _____				
	1	2	3	4	5
People first, cars last	Why? _____				
	1	2	3	4	5
Connect with and activate surrounding areas	Why? _____				
	1	2	3	4	5
Mix uses, including residential, commercial, community and open space	Why? _____				
	1	2	3	4	5
Design for climate	Why? _____				

Parramatta North Urban Renewal Feedback form



	1	2	3	4	5
Integrate green infrastructure					
Why?	_____				

	1	2	3	4	5
Tell the history and story of the place					
Why?	_____				

	1	2	3	4	5
Create a diversity of building shapes and sizes					
Why?	_____				

3. What services, facilities and infrastructure do you think will help to create a sustainable community at Parramatta North?

4. Please add any additional comments you have about Parramatta North Urban Renewal. (If you would like to write more please include extra pages to this form)

First name* _____

Last name _____

Postcode* _____ **Telephone no** _____ **Mobile no** _____

Email address* _____

*Required field to assist with communication updates and feedback analysis

To submit your feedback form, you can either:

Place it in the box provided

Scan and email it to parramatta.north@elton.com.au

Post it to PO Box 1488, Bondi Junction NSW 1355

Complete the online feedback form at www.urbangrowthnsw.com.au/parramattanorth



www.elton.com.au