



90-94 Philip Street. Parramatta

Urban Design Report

Prepared For:

ANCHORESTATE

MAY 2024





Acknowledgment of Country

We respectfully acknowledge the traditional custodians of the land on which we work and live, the Dharug people. We pay our respects to their elders past, present, and emerging. We recognize the enduring strength, resilience, and rich cultural heritage of the Dharug nation. We honor the Dharug people's deep connection to Country and their ongoing stewardship of the land, waterways, and natural resources.



Contents

1.	Introduction	4
1.1	Purpose	4
1.2	Objectives	
1.3	Site Description	
2.	Context	5
2.1	Locality	5
2.2	Public Realm	6
2.3	Urban Structure	7
2.4	Heritage	10
2.5	Height	11
2.5.1	Recent Development	12
2.6	Key Views	13
3.	Desired Future Character	14
3.0	Desired Future Character	14
4.	The Proposal	16

5.	Assesment	17
5.1	Built form	17
5.1.2	Setbacks	18
5.1.3	Heights	19
5.2	Public Domain	20
6.	Conclusion	21

1. Introduction



1.1 Purpose

AE Design Partnership have been engaged by AnchorEstate to provide urban design advice to assist with the development application on the property at 90-94 Phillip Street, Parramatta (the site), otherwise legally known as:

- Lot 2 in DP706033
- Lot 10 in DP773452

The purpose of this report is to:

Undertake critical analysis of the site and surrounding locality to inform an appropriate urban design response that will assist with the redevelopment of the site.

This report is to be read in conjunction with:

- Architectural Concept drawings prepared by PTI Architects dated 23/03/2024
- Planning Proposal Documentation prepared by Think planners.

1.2 Objectives

The objectives of this urban design report are to:

- Conduct a site analysis and identify opportunities in Strategic and Local Context.
- Establish a Desired Future Character of the area.

1.3 Site Description

The subject site is located within the Parramatta City Centre (defined by the Parramatta City Centre LEP 2023 boundary).

It has:

- Rectangular shape with site area 2,192m²
- Primary frontage to the northern side of Phillip Street (approximately 67 metres);
- Secondary frontage to the eastern side of Charles Street square (approximately 25 metres); and
- Rear frontage to land zoned RE1 Public Recreation, forming part of the Parramatta River Foreshore.
- It is located in the MU1 Mixed Use zone pursuant to the Parramatta Local Environmental Plan (2023) and with a height limit of 80m.



LEGEND

 Subject Site

Figure 1: Aerial Map of Parramatta CBD and Surroundings

2.0 Context

2.1 LOCALITY

The land uses within Parramatta City Centre are:


- The Commercial Core (land zoned E2 Commercial Core).
- The Mixed Use Urban Frame (land zoned MU1 Mixed Use) providing land use transition between the Commercial Core and;
- Land uses north, east and west of the City Centre (to which the Parramatta LEP 2023 applies); and
- Parramatta Park in the western portion of the City Centre.
- The Parramatta River and Foreshore with an approximately east-west alignment north of the Commercial Core.

The Mixed Use Urban Frame includes a greater variety of uses including government offices, courts, retail and residential dwellings.

The subject site is located within the Mixed Use Urban Frame: Northern side of Phillip Street (Commercial Core at southern side of Phillip Street).

- Proximity to strong public transport links:
 - 10 meters from Parramatta Ferry Wharf; and
 - 550 metres from Parramatta Railway Station and Bus Interchange.
 - 500m from Proposed Metro Station
 - 600 m from Light rail stop at Church Street
- Proximity to retail and commercial hubs:
 - 500 meters from Church Street
 - (Parramatta's "eat street"); and
 - 900 meters from Westfield Parramatta.
- Adjoins southern bank of Parramatta River Foreshore, linking to Parramatta Park 800 metres to the west which includes the World Heritage listed Old Government House.

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	Subject Site		R4 Residential
	MU1 Mixed Use		RE1 Public Recreation
	E2 Commercial Core		Education
	Education		Sydney Metro

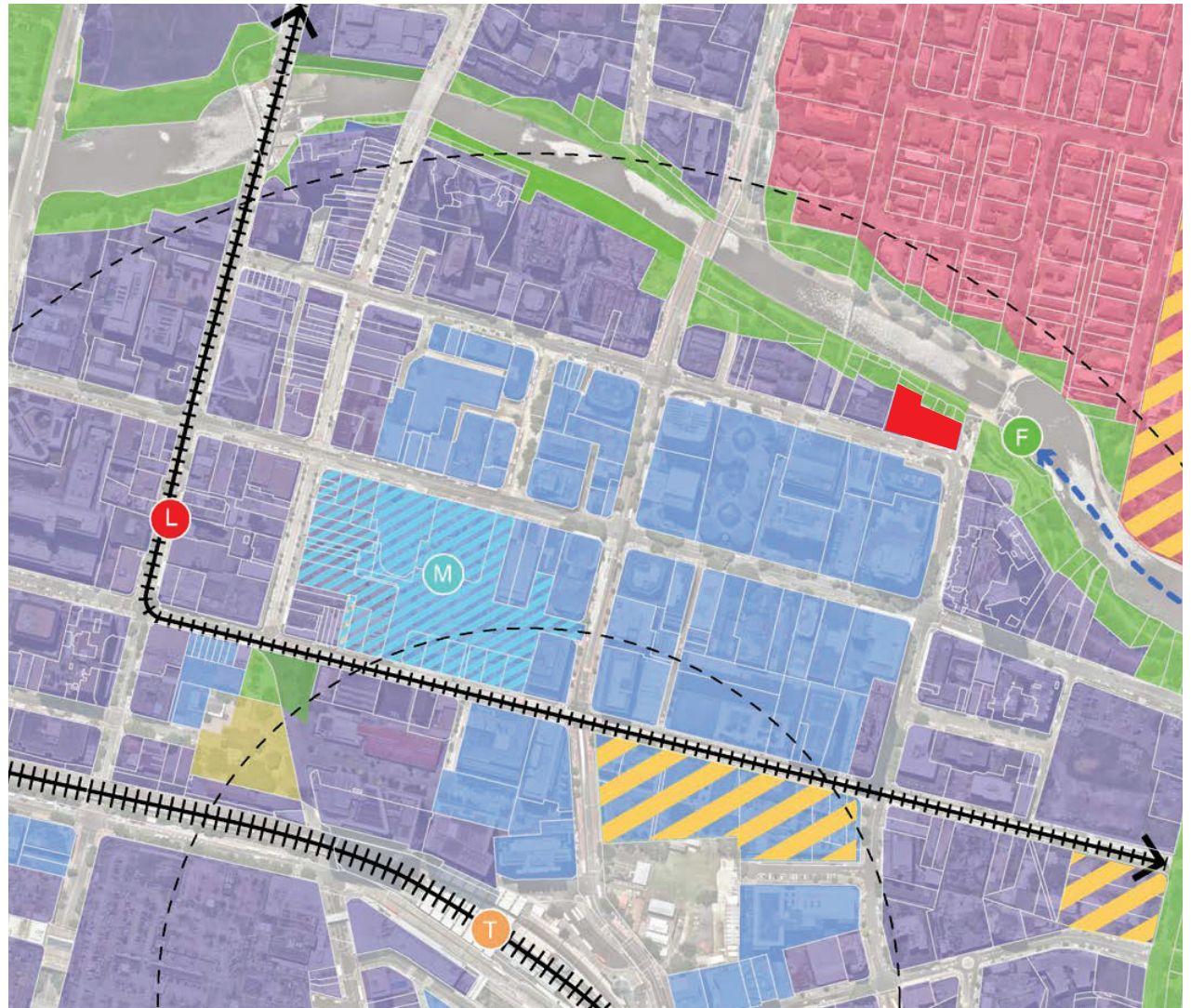


Figure 2: Land Use Zoning of Subject Site and adjoining areas (Source Parramatta LEP 2023)

2.2 Public Realm

Key public domain elements within the locality are:

- The southern bank of the Parramatta River Foreshore, between Lennox Bridge and the Charles Street Weir;
- Phillip Street, between Church Street and Charles Street;
- Smith Street, between George Street and the Parramatta River; and
- Parcels of public open space:
 - Associated with existing development; or
 - Within Council-owned land (e.g. parcel at western end of Phillip Street).

Key Public Domain Projects within the locality:

- Parramatta City River Strategy Design and Activation
- Horwood Civic Link
- Charles Street Square
- Philip Street (Public Domain Activation)

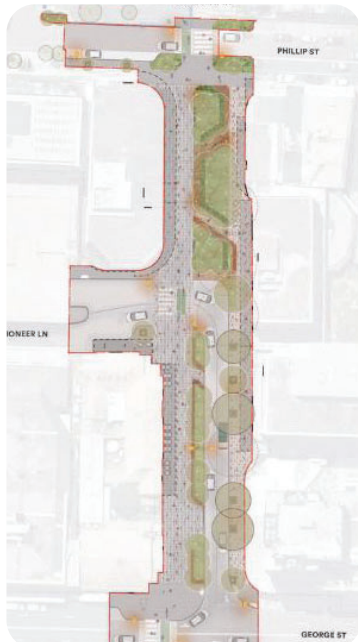


Figure 4: Horwood Civic Link (Source - City of Parramatta)

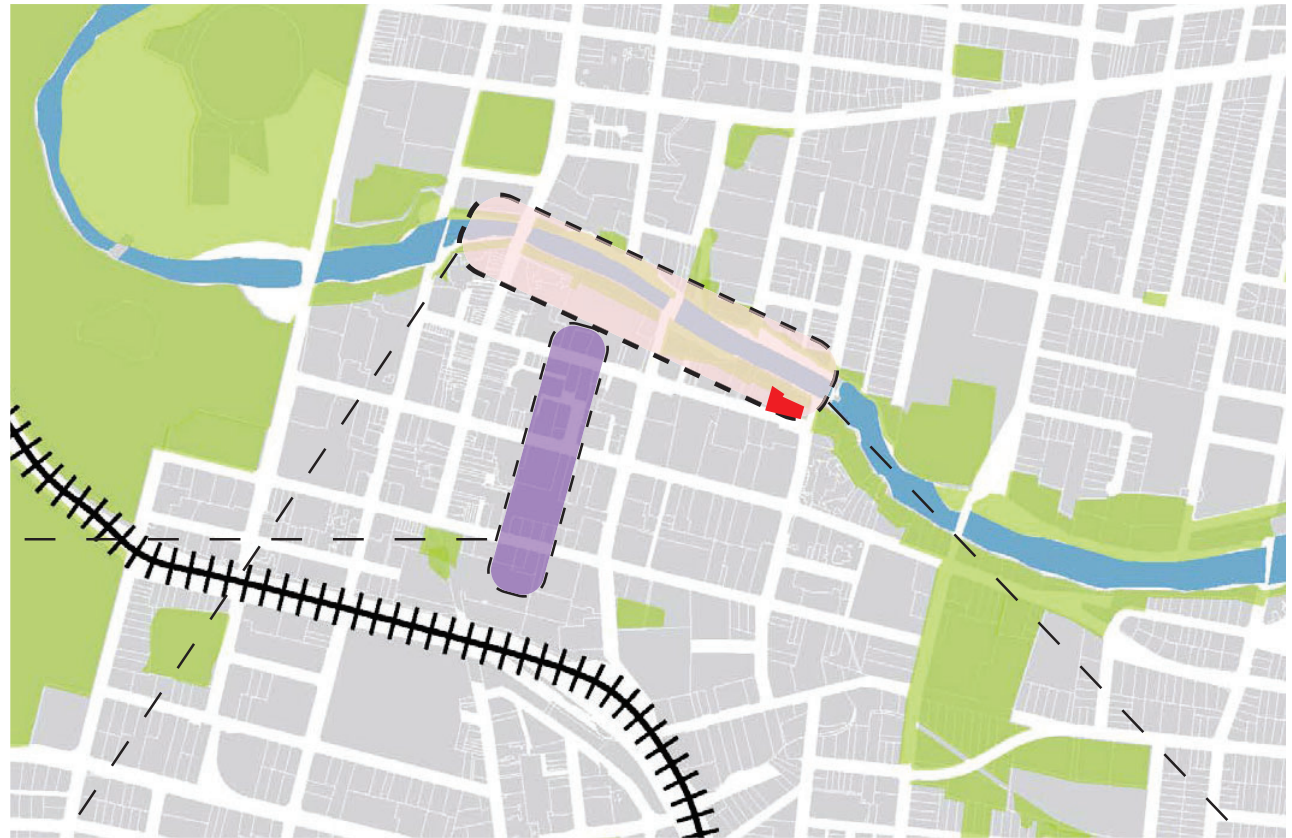


Figure 3: Open Space Map



Figure 5: Parramatta City River Strategy (Source - City of Parramatta)

2.3 Urban Structure

Pre European History

Aboriginal History

For at least 40,000 years, the Burramatta (loosely translated as “the place where eels lie down”) people, a local Indigenous clan of the Darug Nation, lived on Parramatta River’s banks, feasting on oysters, yams, mullet and eels. Right near Parramatta Wharf, fresh water, flowing downstream, meets salt water, creating a perfect place for eels to breed and thereby making them easy targets for hunters. The foreshore was of immense significance to the local Darug People as it was the meeting place of the salt water from Sydney Harbour and the fresh water from the Parramatta River. The tides and extremes in climate meant that this section of river could range from being virtually empty of water to a raging torrent. (Source: City of Parramatta-Parramatta History and Heritage)

European History

The Parramatta River played a pivotal role in the European history of Parramatta, serving as a key transportation route for settlers and fostering the city’s initial growth. Anchored by the wharf and Government House, Parramatta emerged as a significant administrative and commercial center within New South Wales. During the industrial revolution, Parramatta underwent transformative changes. The rise of industries like manufacturing and agriculture spurred urbanization, leading to the development of infrastructure away from the river. Improved transportation networks, including railways and roads, facilitated the movement of goods and people, diminishing the river’s prominence in the city’s expansion. While the Parramatta River retained importance for shipping, its role as the primary hub of economic and urban growth waned as Parramatta diversified and expanded inland. This historical evolution reflects the dynamic interplay between urbanization, industrialization, and transportation that shaped Parramatta’s development.

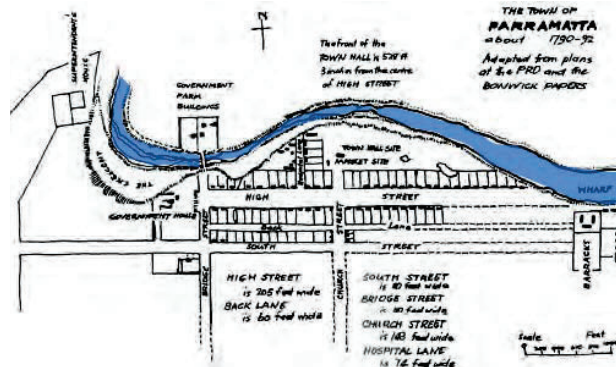


Figure 6: Plan of Parramatta 1790-1792 (Source - City of Parramatta)



Figure 7: Plan of Parramatta-1804 (Source - City of Parramatta)

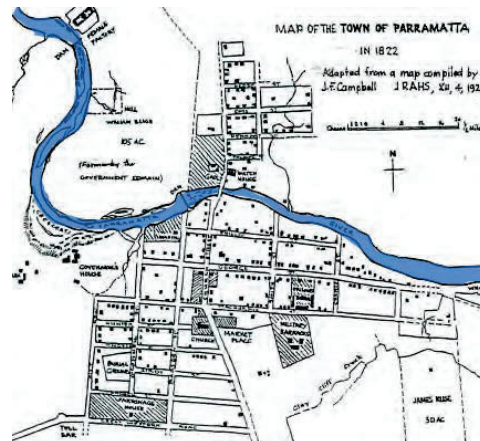


Figure 8: Plan of Parramatta-1822 (Source - City of Parramatta)

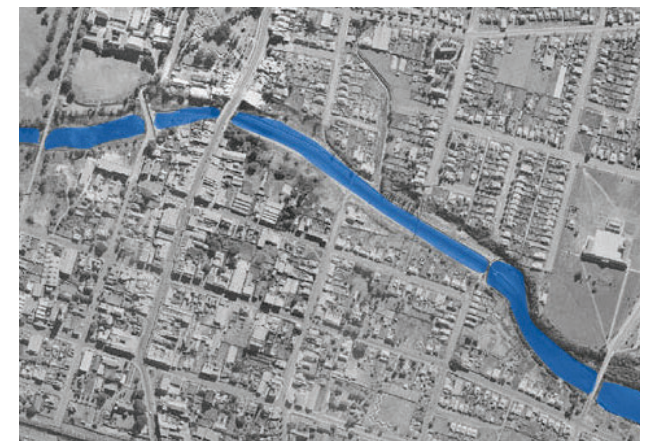


Figure 9: Plan of Parramatta-1943 (Source - City of Parramatta)

2.3 Urban Structure

2.3.1 Access

The site's strategic location offers excellent accessibility. It benefits from close proximity to major roads, rail networks, and ferry terminals. Furthermore, the site serves as a central point to the city's key growth areas, including Church Street, Parramatta Square, Parramatta Park, and educational institutions like Western Sydney University to the east.

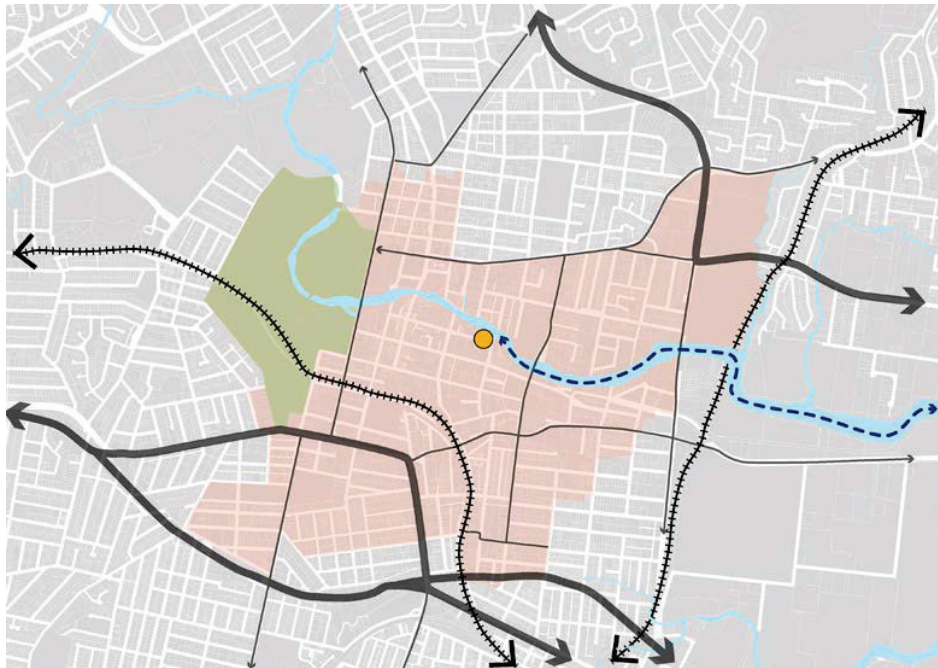


Figure 10: Access

LEGEND

- | | | | |
|--|--------------|--|-------------------|
| | Subject Site | | Parramatta Suburb |
| | Highways | | Railway |
| | Main Roads | | Ferry line |

2.3.2 Nodes

The site is surrounded by various nodes that are important to the city thus serving as entry/exit point. It has the potential to create a distinct identity for itself solidifying its role as a gateway. Being among the vicinity of various public spaces around the site, also attracts visitors and has the potential to create a vibrant place.

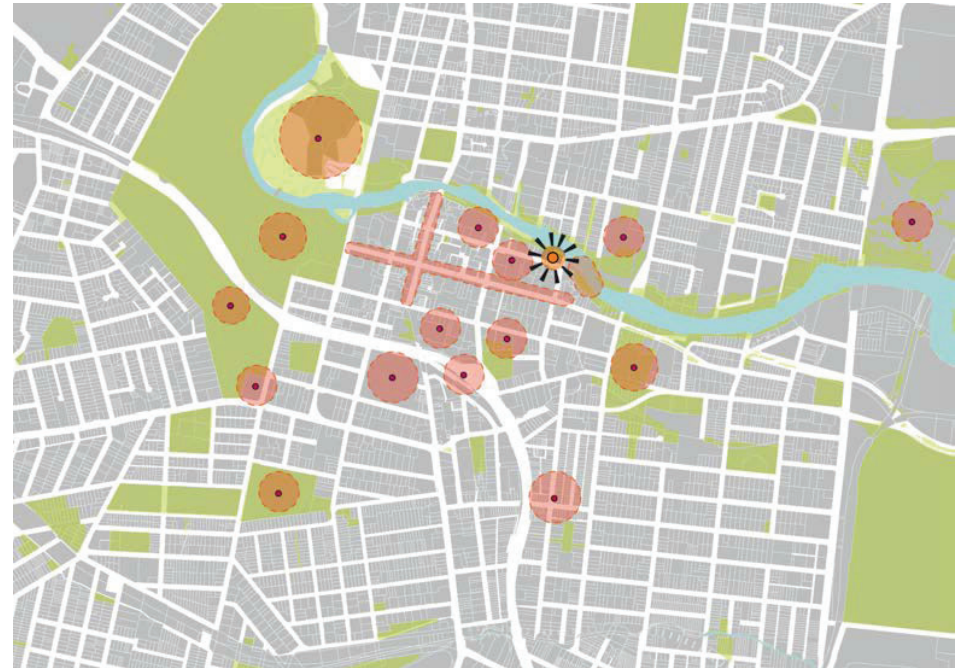


Figure 11: Nodes

LEGEND

- | | |
|--|--------------|
| | Subject Site |
| | Nodes |

2.3.3 Edges

The site faces the Parramatta river and is in proximity to the Parramatta Railway Station. Both of these sites have seen developments around/along its edges as the city has evolved. Thus the site can leverage its proximity to both the Parramatta River and the Railway Station, transforming it into a truly remarkable gateway for Parramatta.



Figure 12: Edges

LEGEND

- Subject Site
- Local Roads
- Collector Roads
- Railway line
- Ferry

90-94 Philip Street, Parramatta

2.3.4 Pedestrian Connectivity

The site's direct access to the river and proximity to the ferry terminal generate pedestrian activity. Recent developments like the Escarpment Broadwalk and Charles Street Square further amplify this foot traffic, creating a vibrant pedestrian hub. Public realm projects underway, including the Philip Street revitalization, Powerhouse Museum expansion, and Lenox Bridge portals, promise to attract even more people, solidifying this area as a major pedestrian destination.



Figure 13: Pedestrian Connections

LEGEND

- Subject Site
- Recent Public Domain Projects
- Public Domain Improvements -Streets
- Existing Pedestrian routes

2.4 Heritage

As seen in Figure 14, Parramatta CBD has Heritage listed items within the CBD. The site is in proximity to Heritage listed items given the inception of the city CBD beginning from the River. It also shows that majority of the heritage items can be seen towards the east and South.

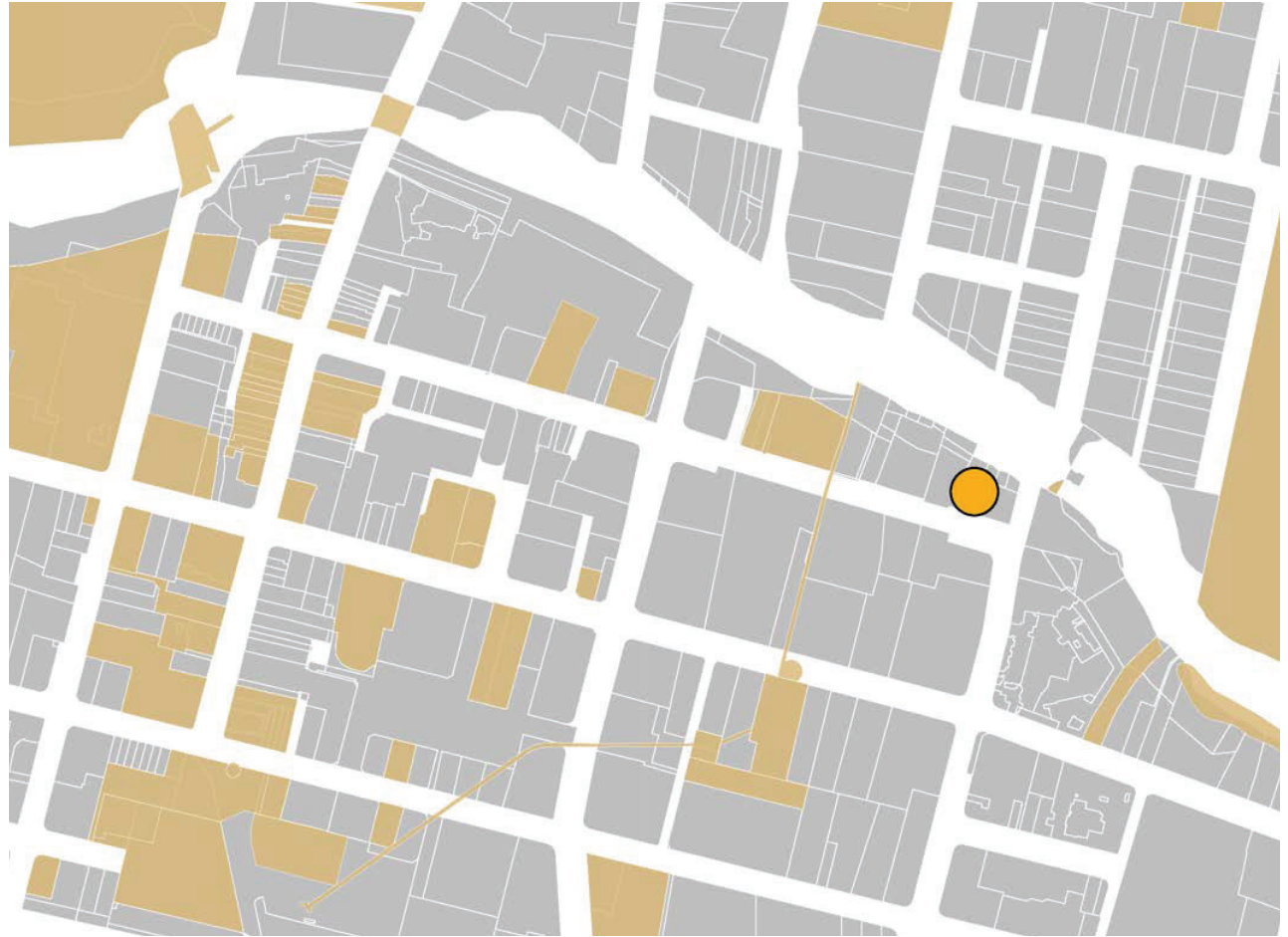


Figure 14: Heritage Map (Source Parramatta LEP 2023)

2.6 Height

As seen in figure 15, the current Urban form between the Parramatta River and the railway station in Parramatta CBD has buildings that are 2-4 Storeys, 5-10 Stories, 15-20 Storeys, 25-45 Storeys, and has buildings more than 50 Storeys.

The current built form in the city has high scale buildings towards the east and West while it has a low scale in the centre between the Parramatta Square and the Proposed Power house museum site.

The site being in the East has major recent developments that are tall and create an important node within the city.

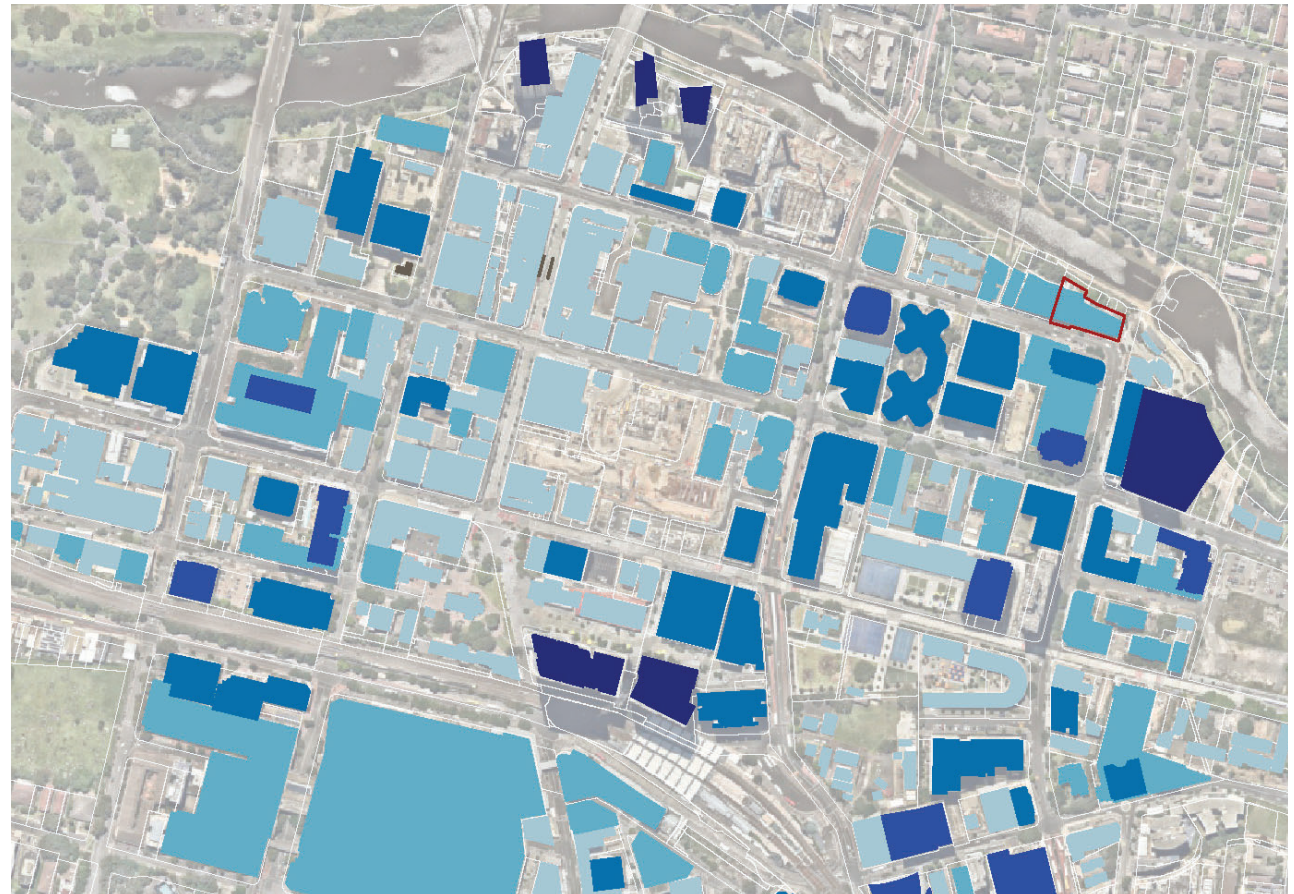


Figure 15: Existing Heights map(Source Parramatta LEP 2023)

LEGEND

	Subject Site		15-20 Storeys
	50+ Storeys		5-10 Storeys
	25-45 Storeys		2-4 Storeys






2.5.1 Recent Developments

In the last 10 years, Parramatta CBD has seen major developments around the river and in proximity to the Railway Station.

The figure shows

- Recently Built,
- Under Construction
- Approved
- Under Assessment

LEGEND

		FSR	Height	Use
		Subject Site		
		Recently Built		
1	180 George Street	10:1	213m	Mixed Use
2	105 Philip Street	-	48m	Government
3	93 Philip Street	11.41:1	112m	Commercial
4	330 Church Street	8.60:1	180m	Mixed Use
5	335 Church Street	12:1	156m	Residential
6	97 Macquarie Street	6.3:1	54m	Mixed Use
7	6-8 Parramatta Square	13.76:1	154m	Commercial
8	4-6 Parramatta Square		164m	Mixed Use
9	169 Macquarie Street	6.56:1	65m	Mixed Use
		Under Construction		
10	116 Macquarie Street	21.85:1	156m	Mixed Use
11	37 Smith Street	7.21:1	45m	Mixed Use
12	10 Philip Street		115m	Mixed Use
		Approved DA		
13	34 Hassall Street		157m	Mixed Use
		Under Assessment DA		
14	66 Philip Street	21.85:1	96m	Mixed Use
15	99 Philip Street		145m	Mixed Use

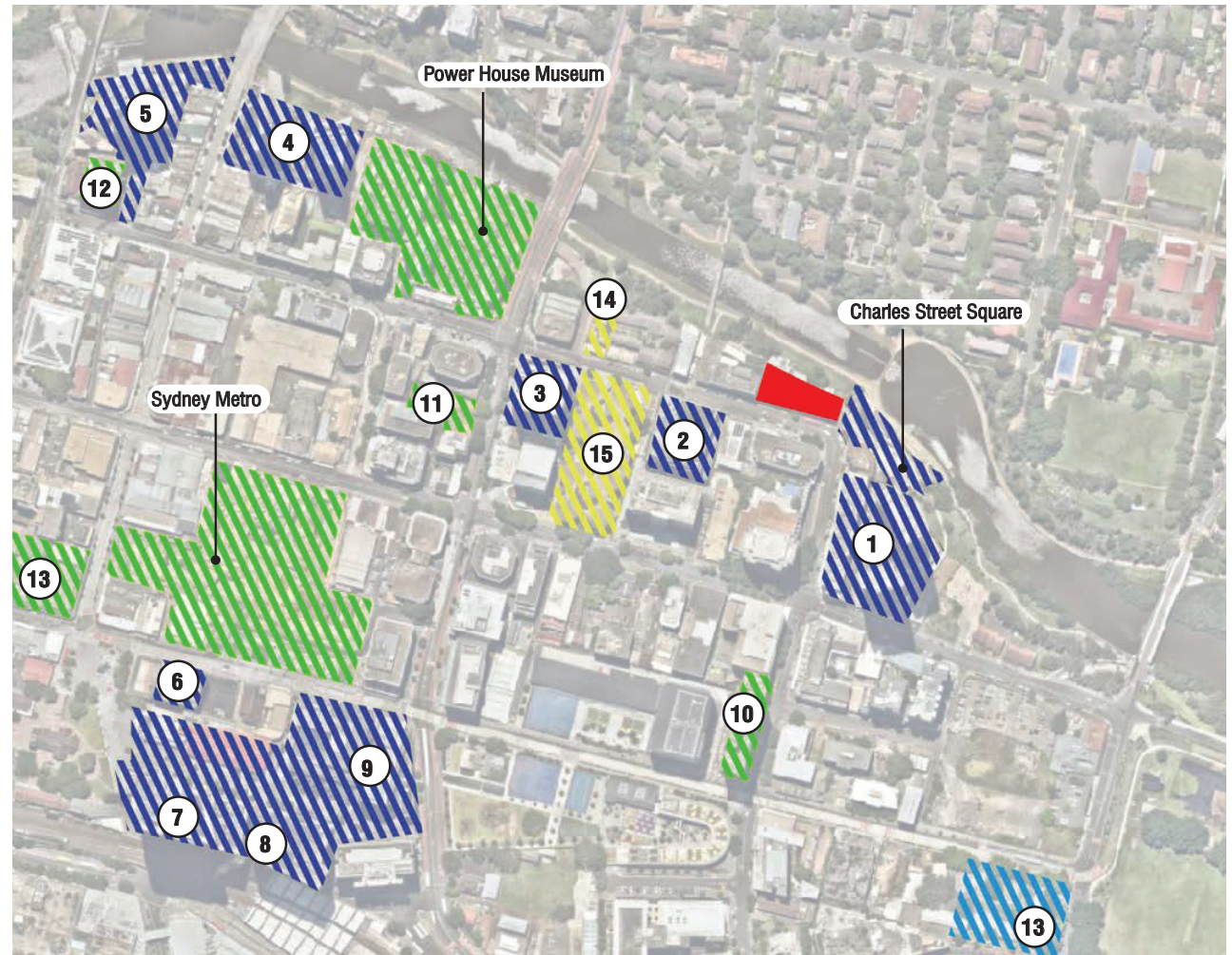


Figure 16: Recent Developments map

2.6 Key Views

The proposed development will not impact key views and view corridors:

- As seen in Figure 9.4.7.1 of Section 9 of the Parramatta DCP (p9-58), depicted in Figure 17, the subject site is not within any key view corridors.
- The subject site is not within the Highly Sensitive Area surrounding Old Government House in Parramatta Park. The impacts of a proposed development on views from Old Government House need not be considered where the development is to occur outside of the Highly Sensitive Area.

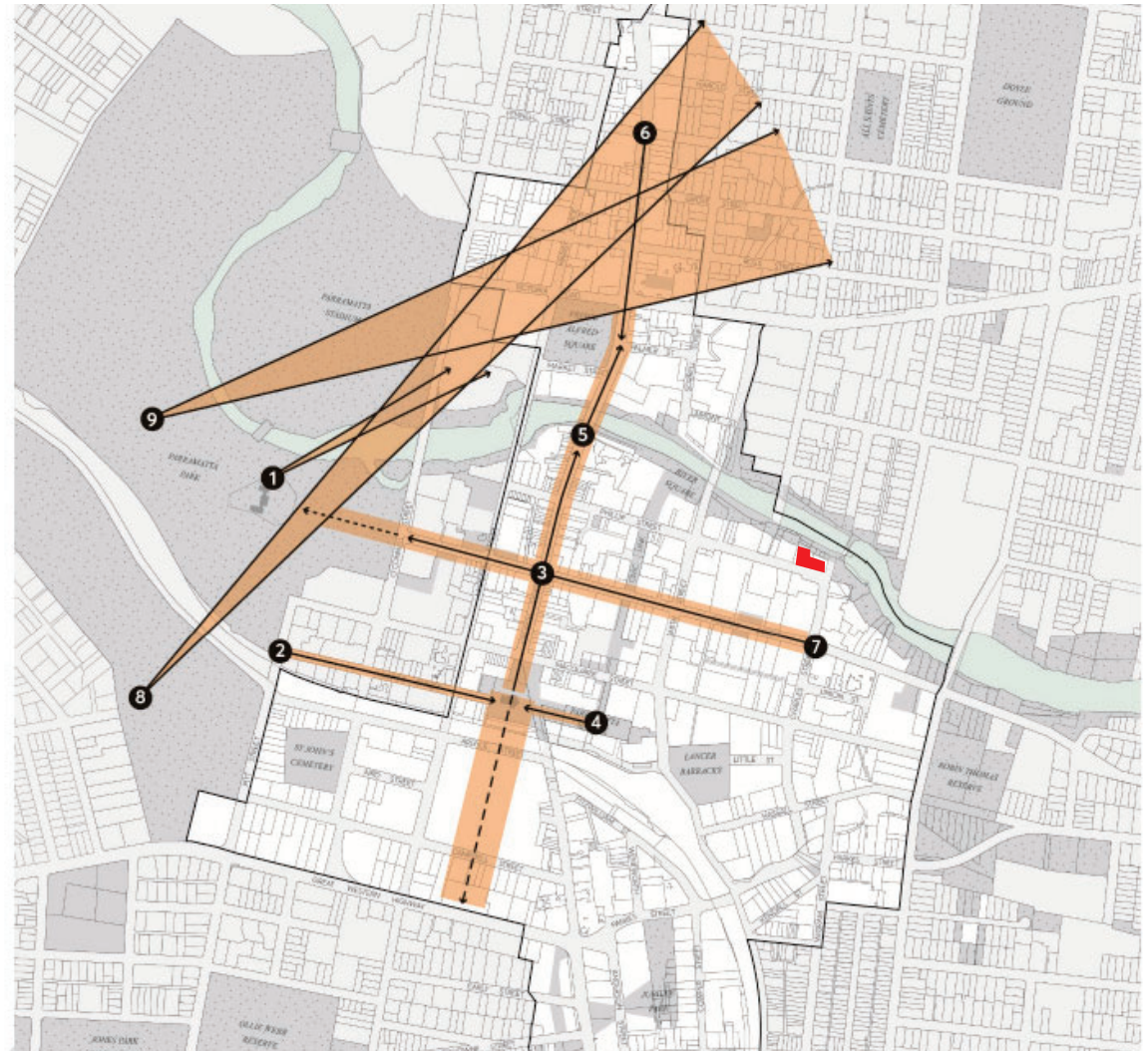


Figure 17: Key Views- (Source Parramatta DCP 2023 Chapter 9)

3.0 Desired Future Character

The Desired future character of the Parramatta CBD is evolving with its recognition as the second CBD and has as a pattern of growth that is creating different nodal points.

These nodes are defined through developments along the parramatta river edge of the CBD and the railway station/ Metro as secondary nodes.

The developments have taken prominence over the east and west with High density tall slender tower buildings and the central area as the civic link that connects the metro, parramatta square and the power house museum to the river.

The proposed site thus has the opportunity to contribute to this pattern with a defined tall tower that represents as a gateway marker site (Parramatta River Strategy 2015)

It also identifies as an important site when arriving from the Ferry into the city.

LEGEND

- | | |
|---|--|
| 1 | Developments on Western edge of the Parramatta Riverfront accompanied by high activity through Eat street - Church Street and Light rail. |
| 2 | Developments facing the Railway Station - Parramatta Square and Proposed metro |
| 3 | Developments on Eastern edge of the River - Tall towers, Commercial activity, Public domain activation through Ferry, Broadwalk Escarpment and Charles Street square |
| 4 | Proposed Power House Museum and River square activation to be used for major events |
| 5 | Horwood Civic Link- Connecting Parramatta Square to the river edge via Sydney Metro site, and Power House museum |

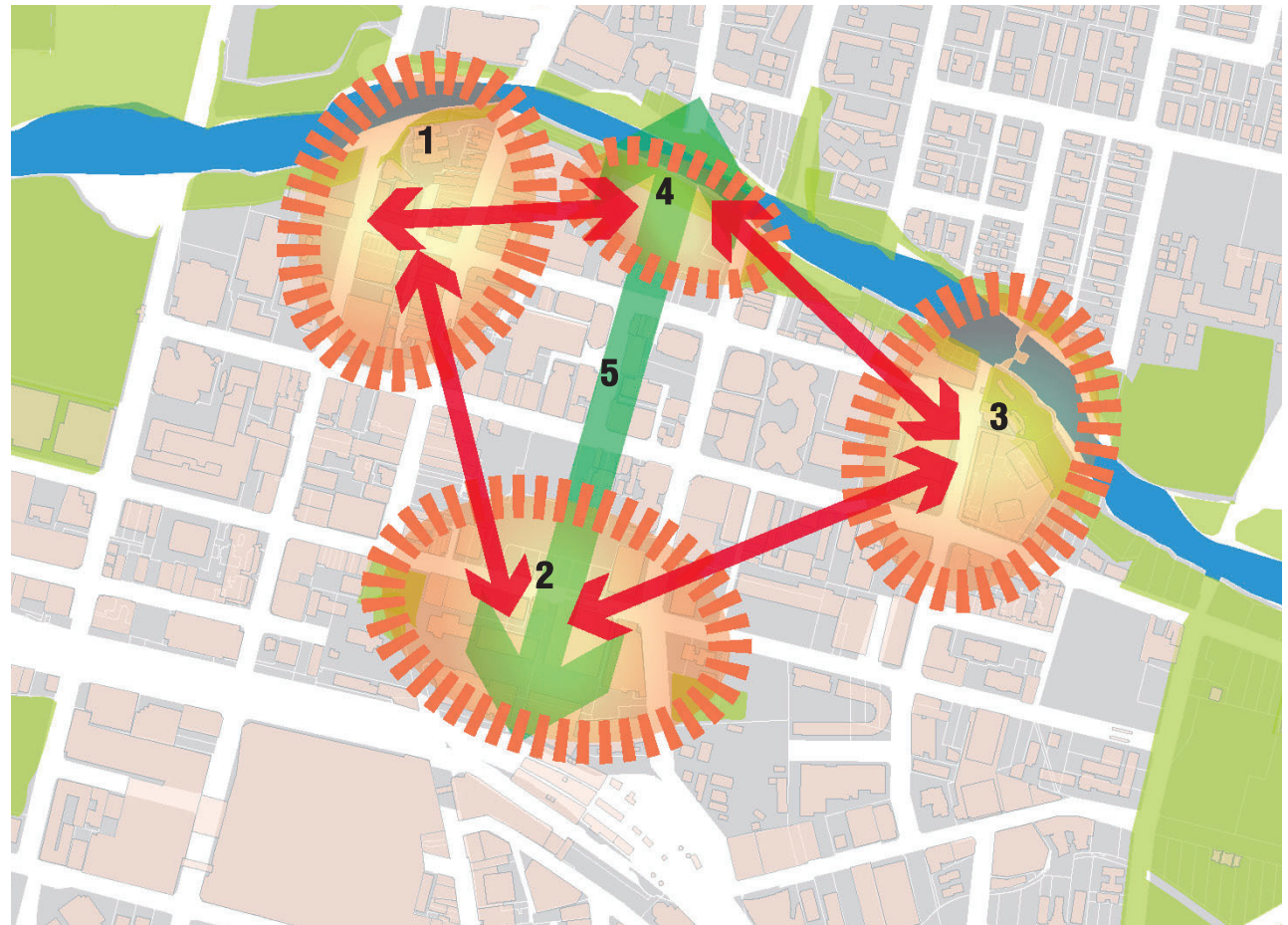


Figure 18: Parramatta CBD Built form Study

The Scale of Developments within the Riverfront and the Railway Station establishes a built form pattern that is shown in the figure 19.

The eastern and western edge of the river front has tall slender towers that define the rivers edges. This pattern of high rise buildings is seen to drop in the central area with the proposed PowerHouse Museum.

The developments in the central region are seen to undergo a transition of height from the Parramatta square Buildings maintaining a low scale development till the PowerHouse Museum.

The site being in the eastern edge of the riverfront has the potential to accommodate a tall development that can serve as a landmark building further defining this pattern.

LEGEND

1	Developments facing the river shows a Height pattern with increasing heights on the edges(East and West) and a dip in the central area with the proposed PowerHouse Museum
2	Public Domain: River Square is anticipated to have an Urban character that activates the riverfront through everyday uses and major events.
3	North south developments in the Central area shows a dramatic decrease in height from the Parramatta Square till the PowerHouse Museum
4	Major Street activation such as Phillip Street, George Street and Macquarie Street,
5	Horwood Civic Link- Connecting Parramatta Square to the river edge via Sydney Metro site, and Power House museum
6	East- West Pedestrian link that connects through Upper level Promenade for flood free pedestrian movement.

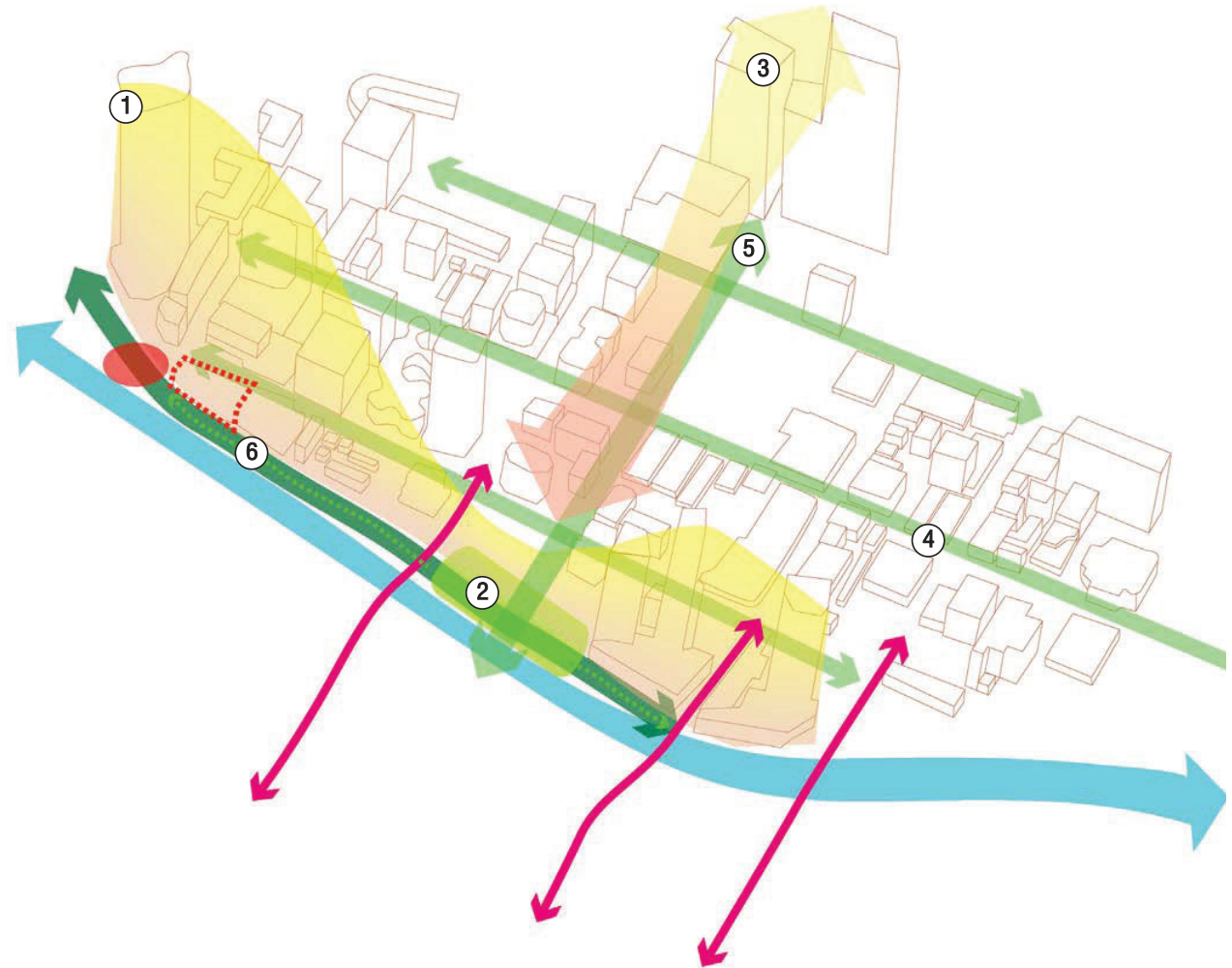


Figure 19: Character Analysis

4. Proposal



The Proposed Building at 90-94 Philip is designed by PTI Architects has

- Basement Car Parking
- Upper level Promenade link to the Riverfront for flood free Pedestrian link
- 4 Level Podium with Commercial uses
- 46 Storey Tower with Residential apartments
- Overall Height of 153m with FSR of 15:4:1
- Clear Pedestrian Access from Charles Street to the River and Charles street Square by moving Vehicular access on Philip Street
- Overall Tower Envelope -900m²
- Podium Envelope 1589 m²

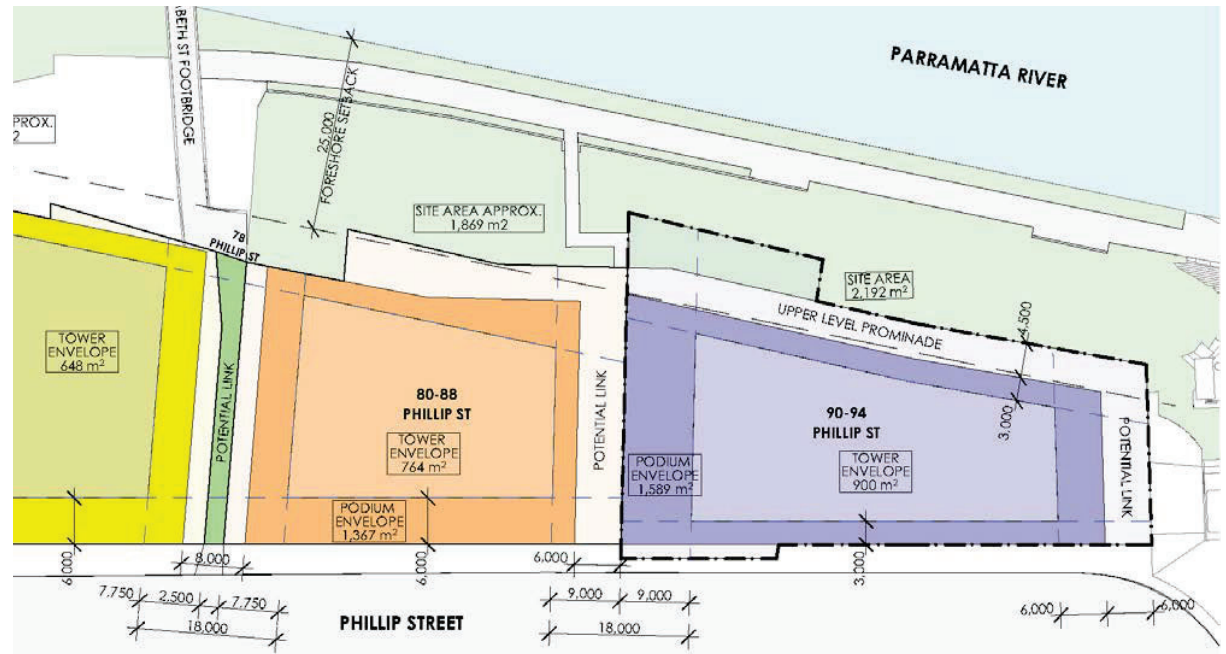


Figure 20: Proposed Development Site Plan (Source: PTI Architects)

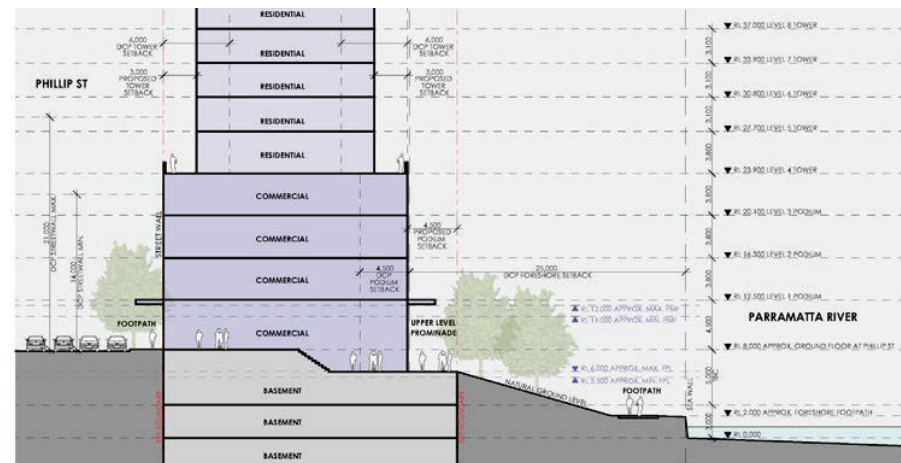


Figure 21: Concept Cross Section (Source: PTI Architects)

5. Assessment



5.1 Built Form

The Proposed building form and massing responds to the anticipated large scale developments on the river front and the eastern edge of the river as shown in figure 18.

The proposed development steps down from the maximum heights of the Parramatta CBD towards the Parramatta river and lower density development across the river in the north.

Provision of upper level setbacks above the street wall height to create a 'stepped' building form that modulates bulk and scale designed to be visually appealing along the foreshore and public spaces and to minimize its impact along foreshore and public spaces and surrounding streetscape.

The built form also incorporates rational development of the Philip Street block with upper level promenade that connects to the rest of the Philip Street block facing the riverfront.

The Proposal ensures that the size, configuration and orientation of the proposed envelope delivers workable floorplates that provided a high level of amenity for future residents.

The proposed built form does not impact to human scale along philip street and river front through sufficient setbacks provided on Podium and tower levels thus providing a clear podium and tower typology. The height of the proposal is further justified through the increased tower setback of 6m that ensures a clear definition of podium and tower.

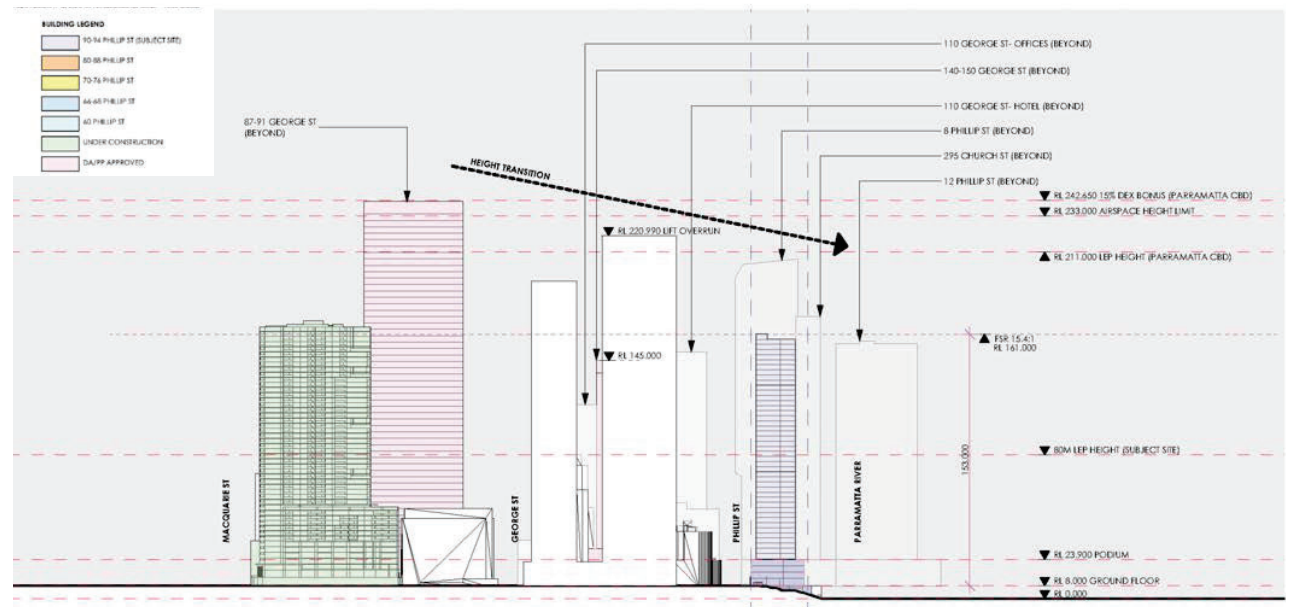


Figure 22: Concept Cross Section (Source: PTI Architects)

5.1.2 Setbacks

The Proposed building complies with PDCP 2023 with the following tower setbacks:

- Minimum 3m tower setback for Philip Street
- Additional 3m tower side setback on Charles street square(6m total)
- Minimum 3m tower setback on river foreshore setbacks.

The Proposal also provides 9m tower side setback on Philip Street adjacent to 80-88 Philip Street block providing separation distance of 18m between the towers. It allows for wider floorplates facing north towards the river improving solar access and view for residents.

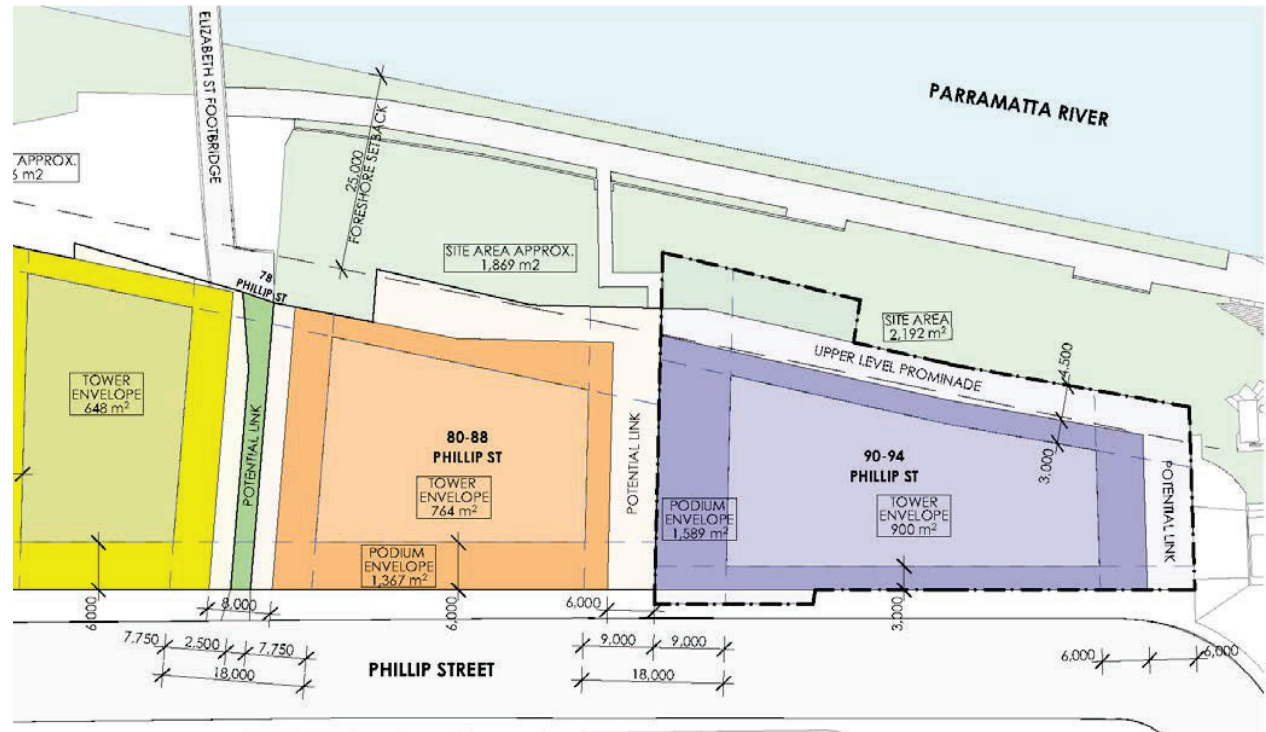
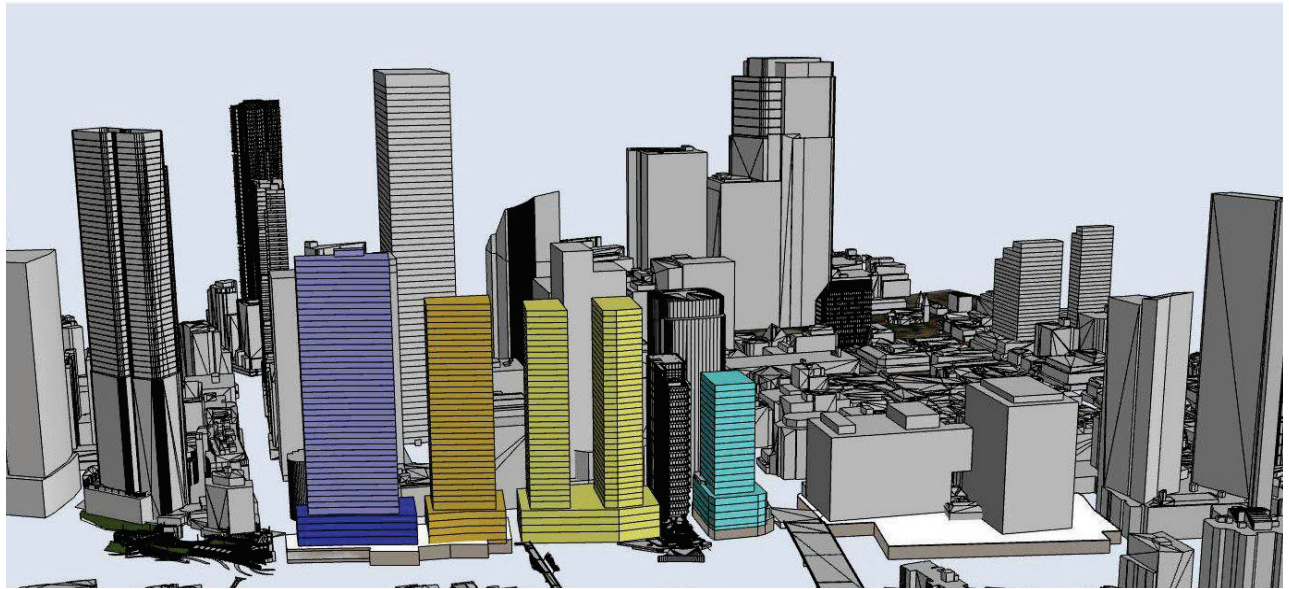


Figure 23: Proposed Site Plan (Source: PTI Architects)

The 18m separation reinforces Philip street block identity as part of the CBD. The resulting separation distances as per the tower and Podium envelope has proportionate width compared to the envelopes on the block.



19

5.2 Public Domain

The vehicular access of the Proposed development now addresses from Philip Street rather than from Charles street as per the existing building layout, this allows for better integration with Charles street square.

The upper level foreshore promenade connection from Philip Street has been integrated within the development where the space between the promenade is used for seating and has landscape features that integrates with the context as well.

The proposed development addresses the riverfront with the upper level promenade and significantly improves the public domain interface as users can transition from the Riverfront to Philip Street.

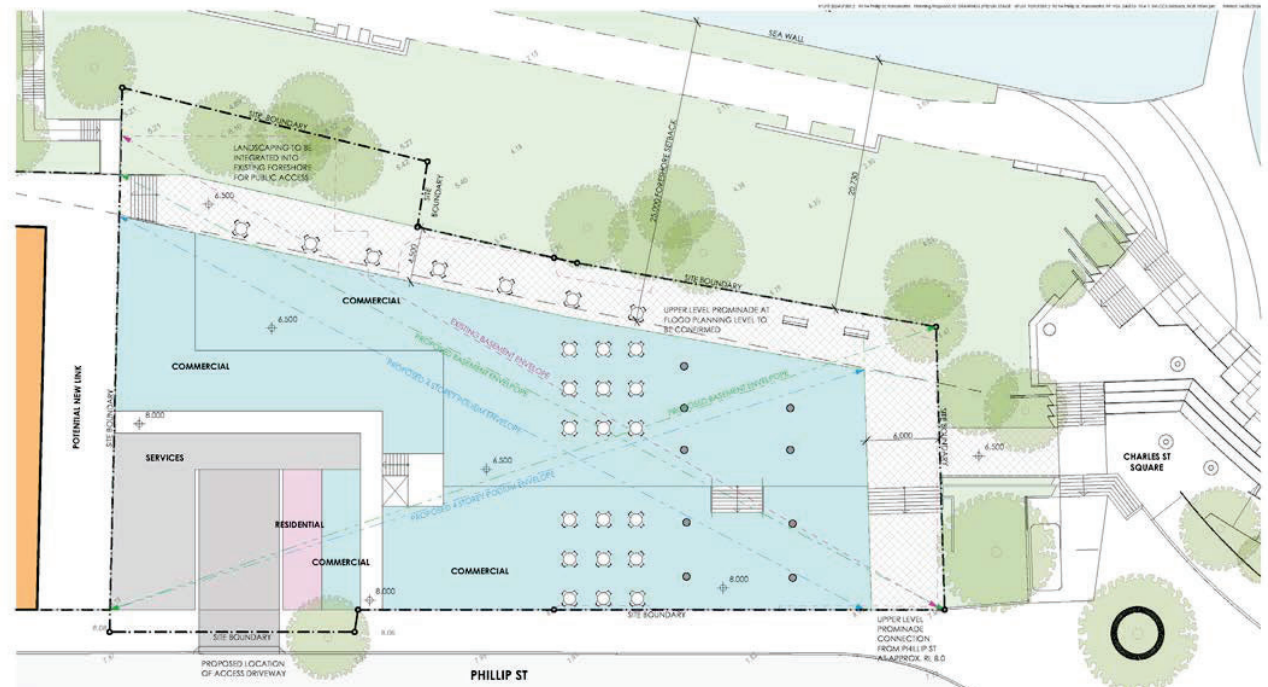


Figure 26: Proposed Ground Floor Plan (Source: PTI Architects)

6. Conclusion



The Parramatta city center is experiencing rapid growth as a bustling commercial hub, boasting a diverse array of businesses, offices, residential spaces, and services. In response to this burgeoning demand for high-quality developments, a proposed high-rise mixed-use development stands poised to meet the evolving needs of the area.

The Proposal aligns seamlessly with the site's characteristics and promises to enhance the CBD through the following:

Transportation:

Benefitting from outstanding transport connections, including a major train station, light rail, ferry services, and the forthcoming Metro, the development ensures convenient accessibility for both commuters and visitors.

River Activation:

The proposed development places a strong emphasis on public space utilization, integrating seamlessly with the East-West pedestrian connection that links to the proposed Powerhouse Museum. Additionally, it features an upper-level promenade, providing a flood-proof pedestrian pathway—a vital addition to the area's infrastructure.

Street Activation and Charles Street Square Integration:

Addressing the current built environment, the design strategically relocates the vehicular entry to Philip Street. This adjustment fosters easy access for visitors and residents to Charles Street Square and the riverfront, enhancing the vibrancy of the area.

Node Identity:

Situated within the recognized North-East corner node of the CBD, the site enjoys prominent visibility, positioning it as a gateway site and a pivotal arrival point. The proposed design not only reflects the desired future character of the area but also harmonizes with the existing scale of developments in its vicinity.

By encompassing these elements, the proposed high-rise mixed-use development is poised to elevate the Parramatta city center, catering to its growing demands while contributing to its distinctive identity and vitality.