

Community engagement pop up sessions

Summary and responses

Scentre
Parramatta
Westfield 75W
Modification
Application

PREPARED BY



ELTON CONSULTING

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Engagement overview

Engagement overview

To help understand the community's views of the 75W Modification Application to the NSW Department of Planning and Environment, three pop-up sessions were held in Westfield Shopping Centre Parramatta, the site of the development application. Each session was three hours in duration, and held at peak visitation periods:

Thursday April 12, 5pm – 8pm

Friday April 13, 2pm – 5pm

Saturday April 14, 11am – 2pm

Invitations to these sessions were issued in a newsletter to approximately 500 local residents who live in the streets adjacent to the centre. The newsletter also provided information about the 75W Modification Application and the rationale behind the changes being sought.

If residents were unable to attend the sessions, they were encouraged to contribute their views, ask questions or find out more via the website, email address or telephone number.

Over the course of three sessions, conversations were held with a total of 66 people. This short report summarises the key points, as well as the proponent's responses, that were raised in these sessions.

500
Households



66
Attendees



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What we heard

What we heard

People supported:

Height and location of Tower

The vast majority of people supported the proposed changes, as they recognised a need for more jobs to be located in the Parramatta CBD and close to public transport. Some of the most frequently noted comments:

“I have no concerns, I think it’s good. More office space is needed. I’m hoping Parramatta becomes like the CBD.”

“Being next to the train station it makes sense.”

“This looks really interesting and good – I think it is great to have jobs close to home.”

“It’s better to go up than to take more land.”

“Anything to keep the growth up without ruining the community.”

Our response:

Parramatta is fast emerging as the central city of Sydney and is expected to continue to experience significant growth. The Westfield site is ideally located to service the demand from this growth with its close proximity to Public Transport making it a great opportunity for a commercial office development.

Scentre group is also committed to creating connected & inclusive environments and vibrant cities with 24-hour activation. The mixed-use nature of a commercial development above a retail centre is in line with this commitment.

Argyle Street frontage

Many people were supportive of the opportunity to reconfigure the Argyle Street frontage. They were enthusiastic about the beautification that will occur through landscaping and treatment of the underpass.

“It will make the area look better.”

“Can the trees in the landscaping be native?”

“It would be great to see this fit into the nature – follow the colours of the river and the park.”

“They have to open it up.”

“This will improve safety at night time.”

Our response:

The tower concept plans will detail the proposed interface to Argyle Street which will include retail/café tenancies on ground floor level with outdoor seating, fronting Argyle Street which along with the proposed upgrades the Westfield shopping centre facade will revitalise Argyle street.

The project also includes substantial public domain improvements including upgrading the intersection of Church Street and Argyle Street to provide a more pedestrian friendly environment and encourage reduced speeds for vehicular traffic, new street trees on footpaths interfacing the Westfield site on Church Street and Argyle Street and provision of more accessible and upgraded public spaces along the Argyle Street frontage including street furniture and paving repairs.

What we heard

People had reservations about:

Transportation

Although the vast majority of people supported the changes, a handful of people raised a few reservations. Car parking, congestion and the increased pressure on Parramatta station's capacity were points most frequently raised.

"Traffic congestion around the site is already heavy – I'm concerned it might get worse."

"As long as it doesn't affect the number of car parking spaces for shoppers, it's a good idea."

"I hope they do something about the access to the building for cars."

"It makes perfect sense being next door to the train station, but I am also concerned about its capacity. "

Our response

The proposed building is strategically located to be primarily serviced by Public Transport. The site is very well connected through the transport interchange approximately 100m away, which is serviced by the Parramatta Station (heavy rail), Bus station east on Argyle Street and the planned future light rail to run along Macquarie Street. The main pedestrian access to the building will be via Argyle Street from the Interchange and Parramatta Square, while there will be secondary accesses via the existing tunnel and bridge link.

Vehicular access to and from the site will remain the same as Commercial parking will be accessed using existing access points. As part of an existing approval, Westfield Parramatta will be constructing additional car parking to service the commercial car parking for the office building.

What we heard

People had reservations about:

Overshadowing & height

Only a handful of people asked questions about overshadowing and other related height issues such as evacuation procedures during an emergency.

“It is the way of the future, but I think it’s too much.”

“I’d like to see where the overshadowing occurs.”

“Would 42 storeys be dangerous in the case of fires?”

“What would happen in an earthquake, how would they get everyone out?”

Our response

As part of the planning proposal we are undertaking detailed shadow analysis, which has so far shown no substantial increase in overshadowing compared to the previously approved tower positioned on the corner of Church and Argyle street. Details of the shadow analysis will be included in our submission to the Department of Planning.

The building will be designed to the highest safety standards in order to mitigate and address any fire or earthquake safety issues.

What we heard

Other comments:

Design

Many people reflected that the proposal brings an opportunity to construct a world class office tower. Quality design, and environmentally sensitive design features were the most frequently raised topics.

“Parramatta needs quality development.”

“I want to see an environmentally friendly design.”

“Parramatta should be a world class city. This building should reflect this.”

“It needs to be compatible with the natural surroundings. I don’t have a problem, but it needs to suit the (natural) environment.”

“I hope it looks as good in reality as it does in the artists impression.”

Our response

We are working with a team of leading international designers and architects to ensure that a world class office tower is designed and delivered. The design and approval process will also include a design excellence process which aims to ensure an innovative design solution that achieves high quality buildings and spaces within the city centre.

Disability access

A couple of people with mobility issues hoped the office tower would not impact their movement around the existing shopping centre.

“There is only one lift and I hope the increased number of people doesn’t overcrowd it.”

“The queues for the lifts are already very long.”

Our response

We will undertake an upgrade to the retail centre to improve the vertical transport, accessibility and integration with the new tower, this will ensure an improvement to the movement of people around the retail centre.

We have also engaged Morris-Goding Accessibility Consulting to provide an Accessibility Review report with regards to the design of the office tower and it’s integration to the retail centre.

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Collateral

Newsletter

PARRAMATTA COMMERCIAL TOWER - Argyle Tower

HAVE YOUR SAY : MODIFICATION 1 TO APPROVED CONCEPT PLAN MP10_0068

Parramatta is evolving, and we want to play a role in it's future.



How we fit into Parramatta's future CBD

Parramatta is evolving into a dynamic place to live, work and shop, and we want to contribute to this exciting change. In 2014 Westfield submitted a application for approval of a Concept Tower for an office tower building envelope. It was to be a 25-storey office tower as part of renewing our Parramatta Westfield Shopping Centre. Since then, Parramatta has undergone rapid change and the demand for office space has increased. We are now submitting an application to the Department of Planning to modify this concept plan and would love to hear your views (see below for contact details).

The main changes we are seeking to implement are to the height and location of Argyle tower.

The modified tower proposes 41 floors of commercial space. This increased capacity, with larger floor plates, will be more attractive to potential tenants looking for office space in Parramatta's CBD. It also means we can locate more jobs in Parramatta.

The proposal shifts the tower to the West, with an approximate 79m setback from Church Street. This creates several improvements:

- It frees up the Argyle and Church street corner for better retail and public activation
- Ensures there is a minimal increased overshadowing to the apartment buildings on Church Street, even in comparison to the Approved Concept Plan (2014) for a 25-storey tower.
- The proposal will not over shadow Jubilee Park.

Other benefits of this proposal include the renewal of Argyle street through attractive landscaping, new restaurants which will serve the night time economy, a new paved intersection to better connect with Parramatta Square, and improving the visual appeal of Church St underpass through the use of artwork.

HAVE YOUR SAY

Swing By:

You can meet the team, ask questions and find out more.
We'll be on Level 2 adjacent to Centre Lifts (near Best & Less/Reject Shop) at below times:

Thursday 12 April 2018 5:00pm - 8:00pm

Friday 13 April 2018 2:00pm - 5:00pm

Saturday 14 April 2018 11:00am - 2:00pm

If you cannot make these times, visit our stall on Level 2 between the below dates
from the 11th April to 4th May 2018

If you cannot make it in person, send us an email Parramatta@scentregroup.com,
or give us a call on (02) 88925200.

To find out more: <https://www.westfield.com.au/parramatta/centre-info/announcements>



In collaboration with



Information Boards

PARRAMATTA COMMERCIAL TOWER
MODIFICATION 1 TO APPROVED CONCEPT PLAN MP10_0068

PARRAMATTA'S STORY

Parramatta is evolving, and we want to play a role in it's future.

Create a commercial tower

Strengthen the pedestrian connection via Church Street

Activate Argyle Street with new dining

Create a landmark entrance on the Church and Argyle street corner

Provide a market leading workplace

Existing Site Conditions

Possible Church Street Underpass Treatment

How we fit into Parramatta's future CBD

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WOODWARD CLARK

PARRAMATTA COMMERCIAL TOWER
MODIFICATION 1 TO APPROVED CONCEPT PLAN MP10_0068

OUR CHANGES

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Height

The modified tower proposes 41 floors of commercial space. This increased capacity, with larger floor plates, will be more attractive to potential tenants looking for office space in Parramatta's CBD. It also means we can locate more jobs in Parramatta.

Location

The proposal shifts the tower to the West, with an approximate 78m setback from Church Street. This creates several improvements:

- It frees up the Argyle and Church street corner for better retail and public activation
- Ensures there is a minimal increased overshadowing to the apartment buildings on Church Street, even in comparison to the Approved Concept Plan (2014) for a 25-storey tower.
- The proposal will not over shadow Jubilee Park.
- An improved building separation to the already approved development.

Other benefits of this proposal include the renewal of Argyle street through attractive landscaping, new restaurants which will serve the night time economy, a new paved intersection to better connect with Parramatta Square, and improving the visual appeal of Church St underpass through the use of artwork.

STAGE 1

2014 - Concept Approval

STAGE 2
- NOW -

2018 - Modification to Concept Approval

STAGE 3

2019 - Design Competition
To achieve design excellence of a prominent building in Parramatta CBD

2022 - Construction Commences
(subject to approval)

Concept Plan Approval

Updated Envelope Proposal

Key Concepts: Podium and Tower Form

Modified Argyle Street Elevations (not to scale)

Proposed View Corridor

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Information Boards

PARRAMATTA COMMERCIAL TOWER
MODIFICATION 1 TO APPROVED CONCEPT PLAN MP10_0068

ARGYLE TOWER



Artist's Impression - Proposed Commercial Tower

Artist's Impression - Proposed Streetscape



Proposed Ground Floor Plan (not to scale)



Typical Tower Floor Plan (not to scale)

Reference Images: Streetscape

Integrated with Westfield Shopping Centre, the new development revitalises Argyle Street and strengthens the urban fabric through the following improvements:

Active Street fronts
Proposed retail shops and dining along Argyle Street will animate the public space with activity, and define Argyle Street as a pedestrianised environment. With the intended retail shops to be trading during evening hours, Argyle Street will be well lit and provide natural surveillance to the overall area.

Commercial Arrival
The commercial lobby will be strategically located in the centre of Argyle Street. The proposed double height space at the entrance will create a strong street address.

Retail Arrival
By shifting the tower core and lobby west along Argyle Street, there is the opportunity to improve the retail presence and activation on the corner of Argyle/Church, enhancing the shopping centre entry at the ground floor level.

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PARRAMATTA COMMERCIAL TOWER
MODIFICATION 1 TO APPROVED CONCEPT PLAN MP10_0068



Artist's Impression - Proposed Commercial Tower

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