

*The City of Parramatta Council resolved that the Melrose Park precinct be subject to two Structure Plans.*

**Employment Land Strategy**

The City of Parramatta Council commissioned the preparation of the Parramatta Employment Lands Strategy (ELS) to assess the future of industrial zoned lands within the Local Government Area (LGA). All of the industrial zoned lands at Melrose Park were part of this strategy.

Due to the decline in the pharmaceutical manufacturing industry at Melrose Park and locational factors, the ELS identifies the Precinct to be suitable for redevelopment. It therefore recommends the preparation of a Structure Plan which considers future uses and opportunities for urban renewal but does not result in a decrease in employment density.

**The Structure Plan Process**

The City of Parramatta Council recommended that the Melrose Park Precinct be subject to two Structure Plans in recognition of PAYCE's significant landholdings in the northern part of the Precinct and the progress of PAYCE's Structure Plan at the time.

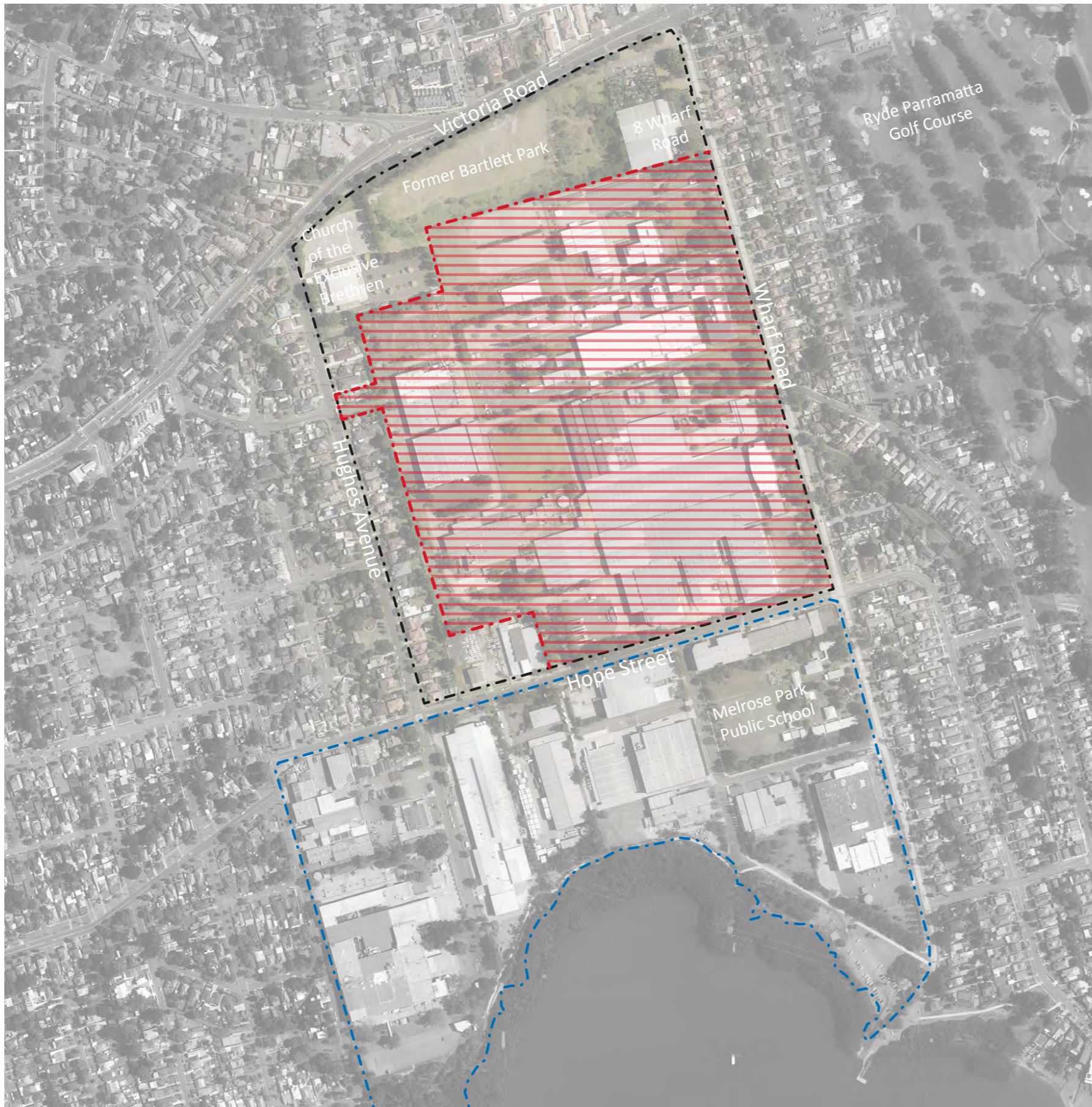
The Site is part of the Melrose Park Northern Structure Plan which was adopted by Council in December 2016 and is now referred to as 'Melrose Park North.' More information on the Structure Plan is included in chapter 3 of this Report.

**Planning Proposal Area**

The Site subject to the Planning Proposal represents 25 hectares out of the 35 hectare Northern Structure Plan area and is wholly within PAYCE ownership. PAYCE's landholdings of over 25ha represents over 90% of the industrial zoned land in the Northern Structure Plan area (total of 27ha of industrial zoned land).

It is bounded by:




- + Wharf Road to the east,
- + Hope Street and industrial premises facing Hope Street to the south,
- + Detached dwellings facing Hughes Avenue to the west, and
- + The Church of the Exclusive Brethren, former Bartlett Park and industrial premises at 8 Wharf Road to the north.



Area Subject to Rezoning (PAYCE's Landholdings)



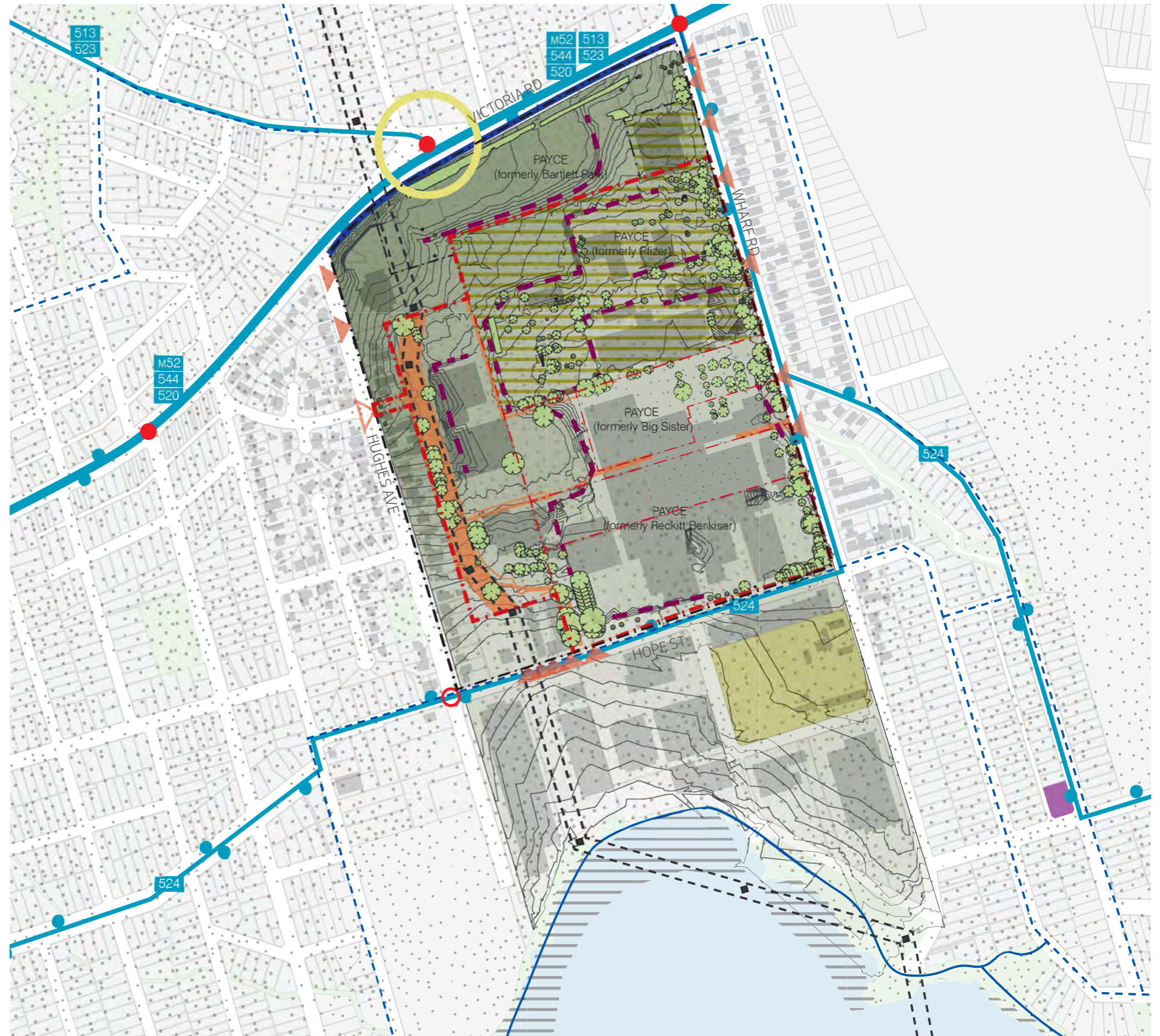
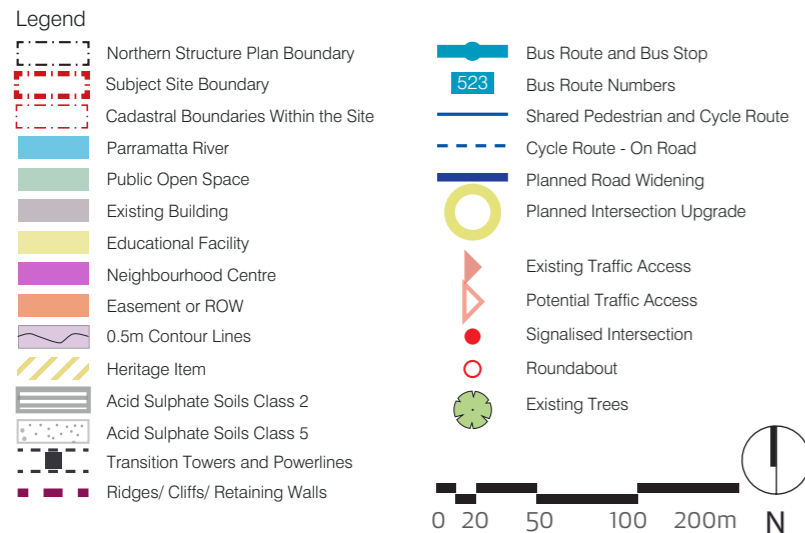
**Legend**

-  Northern Structure Plan Area (Adopted)
-  Southern Structure Plan Area (Proposed)
-  Area under PAYCE ownership and subject to Planning Proposal

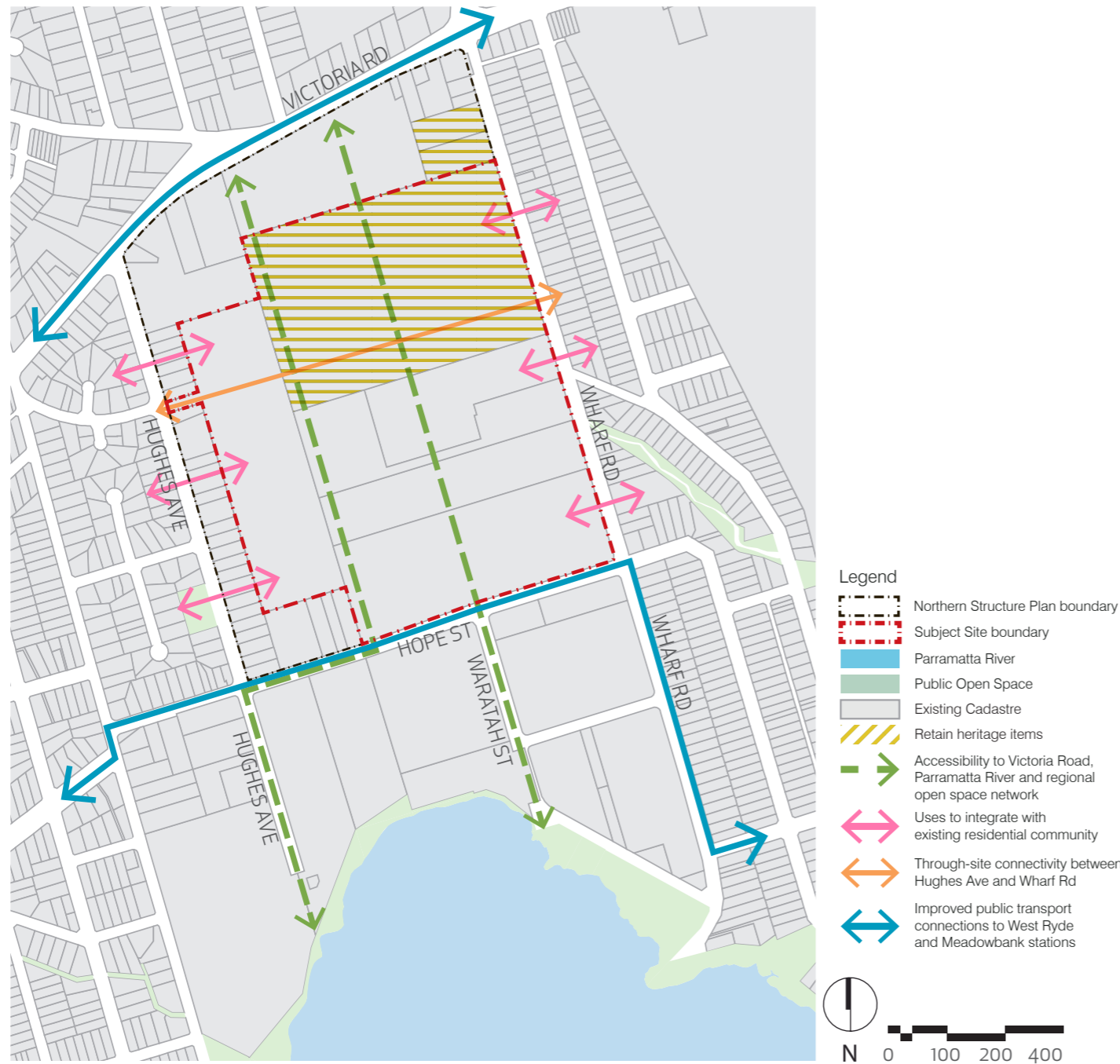
## 02 SITE ANALYSIS

### LOCAL CONTEXT + SITE CONDITIONS

Characteristic	Description
Land Use	The 25ha site comprises of 6 parcels of land which have been used for industrial development from the early 1950s. The property at 38-42 Wharf Road was previously occupied by pharmaceutical company Pfizer Australia. The remaining two lots are tenanted by a variety of short-term lessees or are vacant.
Topography	Levels across the Site range from RL12.4 to 30.8 AHD, resulting in a fall of 18.4m from the north-west to the south-east.  Industrial uses on the Site have necessitated the creation of large flat areas. As the Site is not flat, these flat areas are bounded by changes in topography, cliff walls and retaining walls.
Vegetation	A preliminary survey of the Site has not identified any flora species listed as threatened or vulnerable under the relevant government acts.
Heritage	The property at 38-42 Wharf Road, previously occupied in part by Pfizer Australia is listed as Heritage Item 311 within the Parramatta LEP. The item is shown to be a number of remnant mature trees from the 1960s and 1970s.  There are also two moveable heritage items at the front of the former Reckitt Benckiser site which are likely relics from the old Reckitt factory. They can either be retained and incorporated in the development or donated to a museum.
Hydrology	The land is not affected by flooding. There are no watercourses on the Site and all historical water channels have been under-grounded.
Traffic	Key intersections surrounding the Site include: <ul style="list-style-type: none"> <li>+ Victoria Road / Marsden Road / Wharf Road (signals),</li> <li>+ Victoria Road / Kissing Point Road (signals),</li> <li>+ Victoria Road / Hughes Avenue (left in/left out),</li> <li>+ Wharf Road / Hughes Avenue (priority), Hope Street / Hughes Avenue (roundabout).</li> </ul> Currently, the Site is accessed via Wharf Road and Hope Street.



Local Context + Site Conditions



**SITE OPPORTUNITIES**

- + Opportunity to connect and integrate a previously closed-off industrial site with the existing residential neighbourhood;
- + Opportunity for urban renewal that is complementary to the existing residential land uses directly adjoining the Site and surrounding context;
- + Opportunity for a new public school to support urban renewal;
- + Improved road networks and through-site connectivity between Hughes Avenue and Wharf Road;
- + Improved public transport connections to Parramatta CBD and Sydney Olympic Park via the Parramatta Light Rail Stage 2
- + Investigate improved bus service and connectivity opportunities to Meadowbank Train Station and Meadowbank Ferry Wharf;
- + Improved pedestrian and cycle accessibility to the Parramatta River and Regional Open Space network;
- + Opportunity to connect into the existing cycle routes.
- + Opportunity to provide additional public open space and an attractive pedestrian- focused street network;
- + Opportunities for shared open spaces with new public school and Melrose Park Public School;
- + Investigate opportunities for commercial and retail uses to improve the vitality and mix of land uses in the local area and increase employment densities by the creation of jobs;

**SITE CONSTRAINTS**

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



# 03 MELROSE PARK NORTHERN STRUCTURE PLAN

## 03 MELROSE PARK NORTHERN STRUCTURE PLAN

### IDEAS COMPETITION

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



#### TURNER + ASSOCIATES

The key features of the proposal are:

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



#### URBIS

The key features of the proposal are:

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



#### KOICHI TAKADA ARCHITECTS

The key features of the proposal are:

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



#### ALLEN JACK+COTTIER

The key features of the proposal are:

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

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

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



**NEW PARKS**



**NEW EXPERIENCES**



**NEW PLACES**



**NEW WORKING**



**NEW HOUSING CHOICES**



**NEW IDENTITY**



**NEW PLAYING**



**NEW LEARNING**

### 03 MELROSE PARK NORTHERN STRUCTURE PLAN

#### GUIDING PRINCIPLES

The adopted Northern Structure Plan was informed by the following Guiding Principles which align closely to relevant Goals in the Greater Sydney Region Plan (2018), Council's adopted Employment Lands Strategy (ELS) and endorsed Planning Principles for Melrose Park.

##### Strategic Context

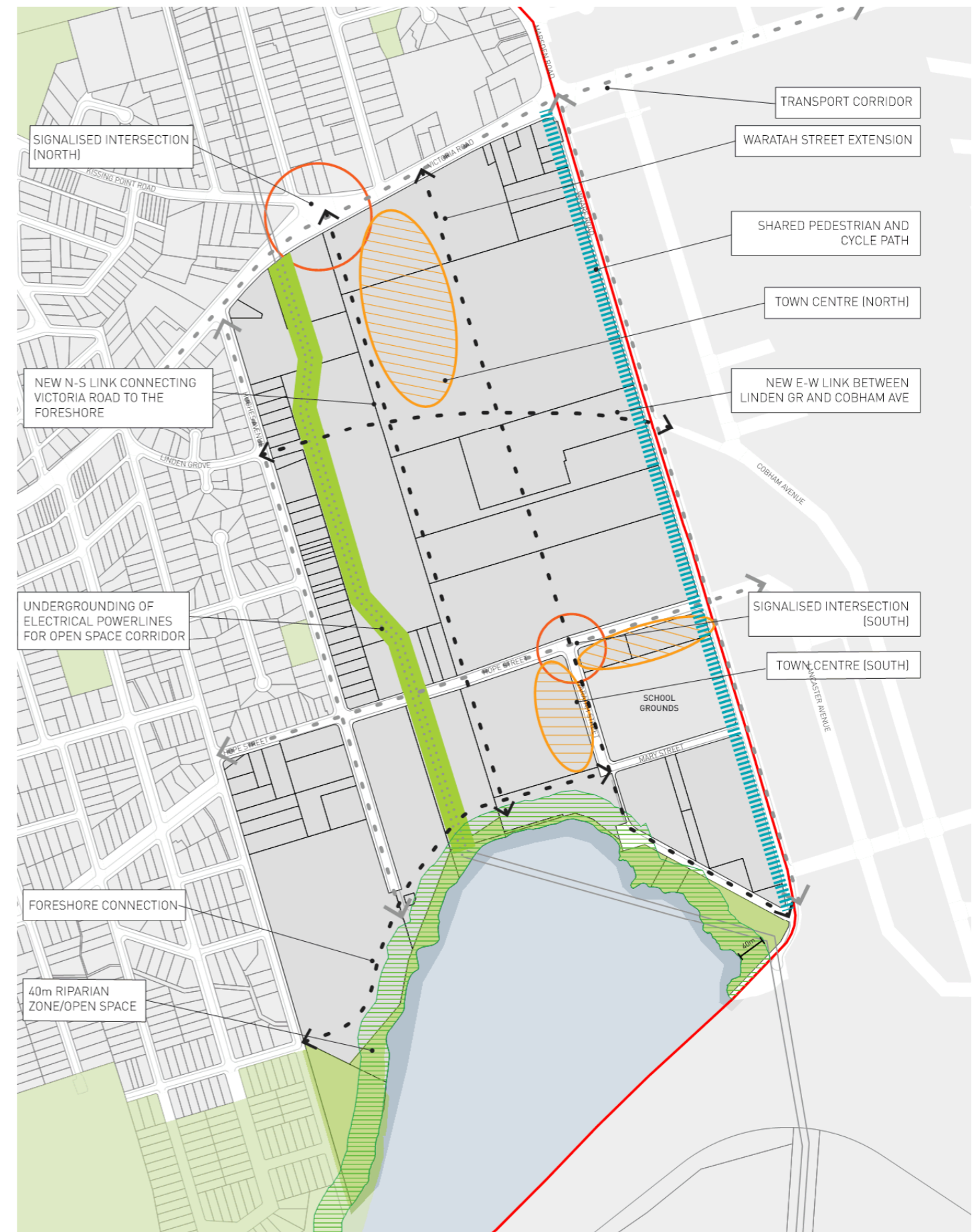
- + Melrose Park is the missing link to supporting the urban renewal in Greater Parramatta and Western Sydney along the Parramatta River – the Site is located 15 minutes from the Parramatta CBD, adjoins the extended Global Economic Corridor and is on the doorstep of Sydney Olympic Park;
- + The Site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

##### Urban Renewal in the Right Location

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

##### Creating New Employment Opportunities

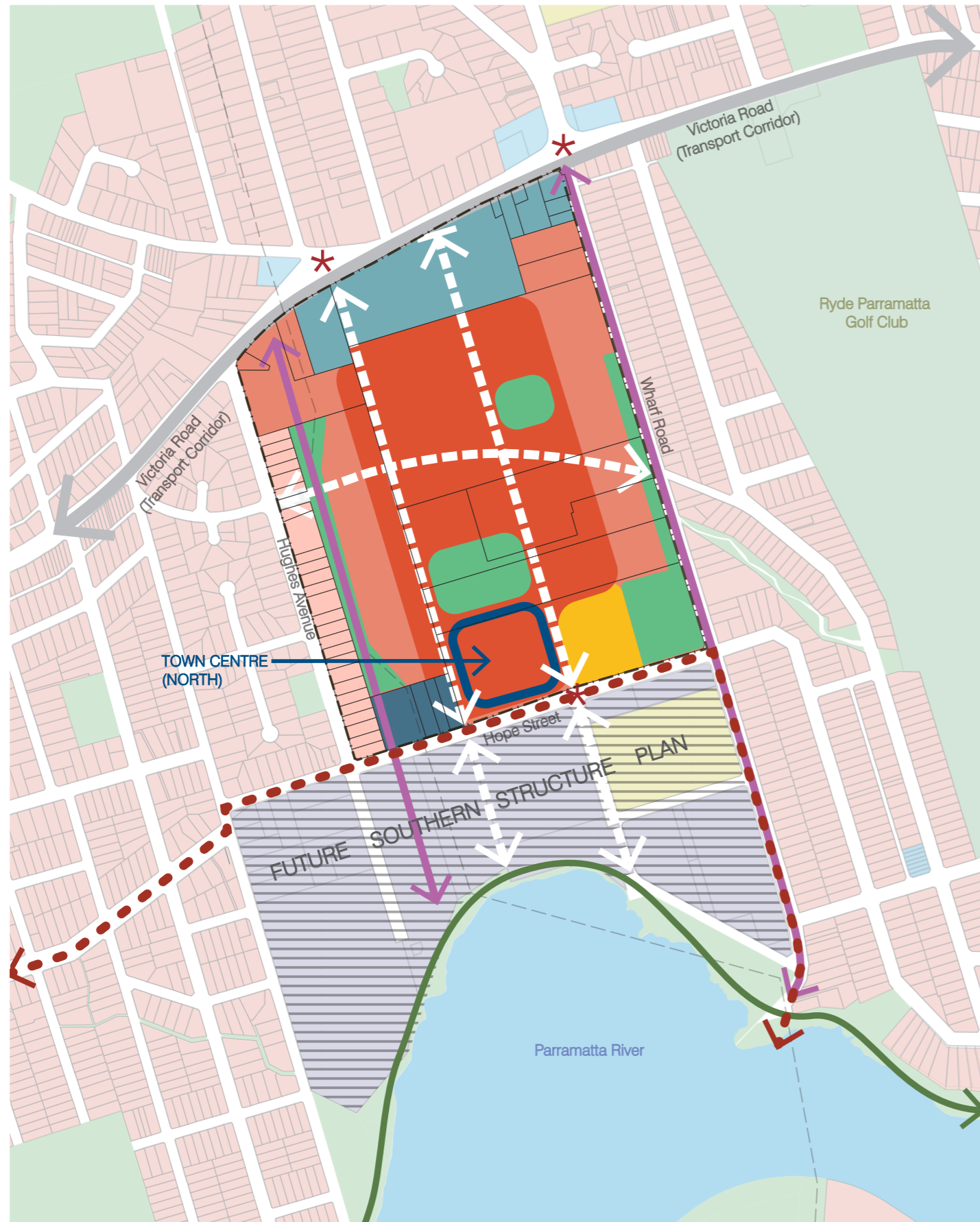
- + The Proposal can revitalise outdated industrial land to a contemporary urban environment with sustainable future employment opportunities, ensuring the number of full-time jobs provided on the Site exceeds the employment targets;
- + The Site has the ability to potentially retain existing major tenants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



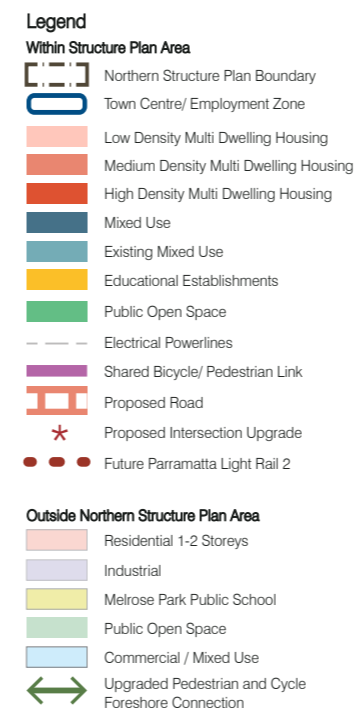
City of Parramatta Council's Melrose Park Structure Plan Principles - Endorsed Planning Principles Diagram

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





Adopted Melrose Park Northern Structure Plan



### Creating New Communities

- + Revitalise and breathe new life into Melrose Park and the surrounding locality by developing a contemporary urban environment;
- + Potential for new or improved green links, parks, better streets and surrounding infrastructure, improved permeability to the river/open spaces and foreshore upgrades to community land;
- + The inclusion of up to 145 affordable housing dwellings.

### Connected Urban Renewal

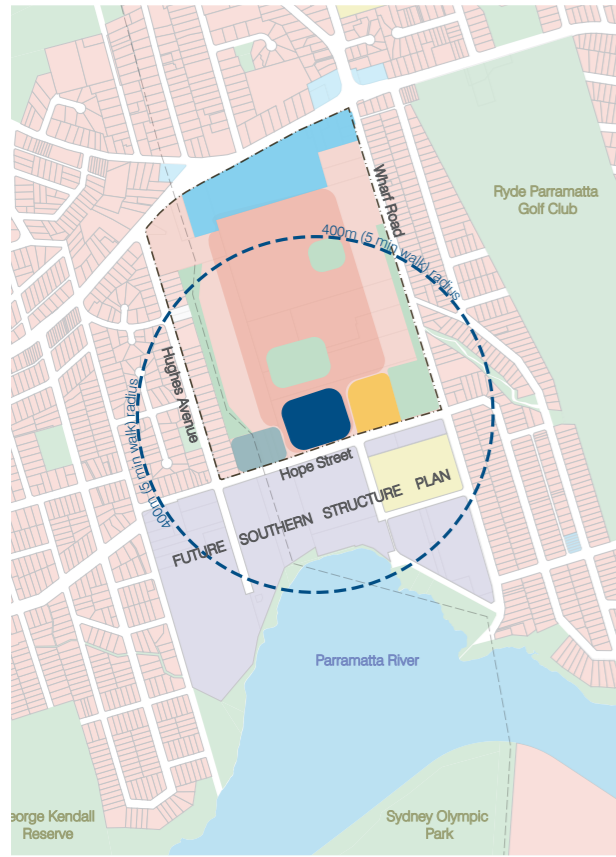
- + Locate Town Centre, mixed-use development and school at future Parramatta Light Rail 2 stop;
- + Key north-south and east-west connections forming the basis of the future road network;
- + The upgrade of vehicular access points and key intersections;
- + Rationally distribute traffic to minimise impacts and incorporate measures to reduce car reliance;
- + Re-connection to the Parramatta River and George Kendall Reserve and providing future long term opportunities to connect to Sydney Olympic Park;
- + Functional and convenient vehicular, pedestrian and cycling connections.

### Well-Mannered and Environmentally Conscious

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

### 03 MELROSE PARK NORTHERN STRUCTURE PLAN

#### URBAN DESIGN PRINCIPLES



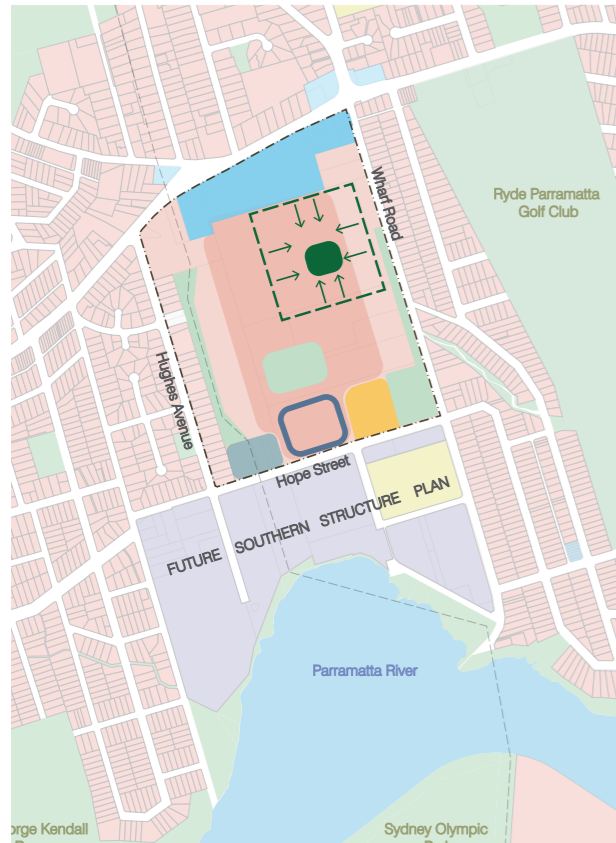
#### A Centre of Activity

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



#### A New Melrose Central Park

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



#### 'The Common' Precinct

Create a secondary open space precinct to evenly distribute public open space and provide variety of environment and activities.



#### The Playing Field

Provide a dedicated park for active recreation, co-located with the new school and potentially shared with Melrose Park Public School.



**Green Connections**

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



**Improved Access to Public Transport**

Implementing major transport initiatives such as Parramatta Light Rail Stage 2 and community buses to connect the site to strategic centres and transport hubs including Wentworth Point via a new Parramatta River bridge.



**Connectivity**

Providing clear and legible connections that are integrated into the surroundings.



**Built Form Transitions + Density in the Core**

Restrict tower buildings (higher density living) to the centre of the site to create transitions to the lower-density residential surroundings.





# 04 2021 PROPOSAL



Aerial View of Melrose Park North Looking South-East (Artist impression)

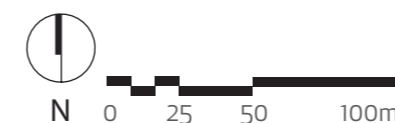


Illustrative Landscape Masterplan

Site Area	250,823 m <sup>2</sup>
Developable Area	111,687 m <sup>2</sup> (44.7%)
Retail	15,000 m <sup>2</sup> GFA
Commercial	15,000 m <sup>2</sup> GFA
Residential	5,000 dwellings (approximately)
Affordable Housing	including 20 dwellings
Open Space	50,607 m <sup>2</sup> including the 17,587 m <sup>2</sup> Central Park
Gross FSR	1.85:1
Building Heights	22% 18-24 storey buildings
	5% 12-17 storey buildings
	34% 7-11 storey buildings
	39% 1-6 storey buildings

**Legend**

- Site boundary
- Focus Areas**
- ① Western Parklands
- ② Central Park
- ③ The Playing Field
- ④ Wharf Road Gardens
- ⑤ Town Centre
- ⑥ School
- Private Open Space
- Streetscape
- Street Trees



## Melrose Park North will become a new benchmark for Urban Renewal in Parramatta

The adjacent image illustrates a possible built form and landscape outcome for the Site under the controls being proposed. The key features of the Masterplan include:

**An Active Vibrant Melrose Park Town Centre**

- + Melrose Park Town Centre will become a new activity hub providing essential services to the local area. With a mix of retail, commercial employment, residential and community facilities, it will be the active and vibrant heart of the new development and the wider Melrose Park area. The Town Centre is also located within one block of the proposed new school site and playing field.
- + Situated off the Victoria Road Transport Corridor and with a prominent address to the Bundil Boulevard (NSR-2) and Lemon Tree Avenue (NSR-3), Melrose Park Town Centre will remain active throughout the day and evening.

**Better Public Transport**

- + A new free community shuttle bus service will connect Melrose Park with Meadowbank Train Station and Meadowbank Ferry Wharf.

**Provision of New Parks and Open Spaces**

- + Centrally located and bound by Bundil Boulevard and Lemon Tree Avenue, two grand tree-lined streets. The Central Park will provide amenity and recreation opportunities for the existing culture and local community.
- + The Masterplan proposes a connected network of open spaces, each with a distinct character providing a range of recreational opportunities.

**A Well Connected Street Network**

- + Two tree-lined streets, Bundil Boulevard and Lemon Tree Avenue, are envisioned to link Victoria Road with Hope Street and in the future to potentially extend to the Parramatta River. They will run along a North-South axis and will be the twin spines around which the road network is arranged.
- + Smaller east-west and north-south local roads will create a fine-grain permeable network that will interweave the new development into the existing surrounding suburb. They will provide a variety of pedestrian, cycle and vehicular routes to and through the development.

**Density Done Well**

- + Careful planning of tall buildings provides an opportunity to redistribute density appropriately across the Site so that new parks and open spaces can be delivered as part of the Proposal.
- + As per the Structure Plan principles, the highest density will be located in the core of the Site and are generally located away from lower scale communities to the East and West. Taller buildings have an aspect to open space or will address Bundil Boulevard and Lemon Tree Avenue.
- + The Proposal comprises of approximately 5000 dwellings in a walkable and liveable community, close to shops, jobs and schools and public parks.
- + A range of building heights will create an articulated skyline that will transition sensitively to adjacent neighbourhoods.
- + The Proposal seeks a gross floor space ratio (FSR) of 1.85:1 across the Site. This is below the approved 2:1 on the adjoining site to the north at the former Bartlett Park (also owned by PAYCE). This FSR control will enable the delivery of significant areas of open space and other enabling infrastructure works.

**PROJECT METRICS**

## 04 2021 PROPOSAL

### BUILDING HEIGHTS + INDICATIVE ENVELOPES

The following built form outcomes are achieved in the proposal:

#### Building Height Distribution

- + Building heights range between 4-24 storeys, with tallest buildings located in the core of the Site overlooking either new public open spaces or Bundil Boulevard and Lemon Tree Avenue.
- + Low rise apartments in the order of 6-8 storeys are proposed in the outer lots of the development to aid with the sensitive transition of the Site to the neighbouring low-rise dwellings.

#### Built Form Transition

- + To ensure a sensitive transition to existing low density dwellings along Wharf Road, all development is setback 17m along the eastern boundary and height transitions from 6-8 storeys.
- + Development along the western boundary is typically limited to 8 storeys to help transition building heights to the existing dwellings on Hughes Avenue.
- + Both eastern and western boundaries are co-located with open space buffers to assist in the transition of building forms;
- + Taller building form is concentrated at the core of the Site, close to the amenity afforded by Central Park.

#### Building Orientation

- + Both north-south and east-west building orientations are proposed so that a variety of apartment types are encouraged and so that they address and frame the new streets.

#### Solar Access and Overshadowing Impacts

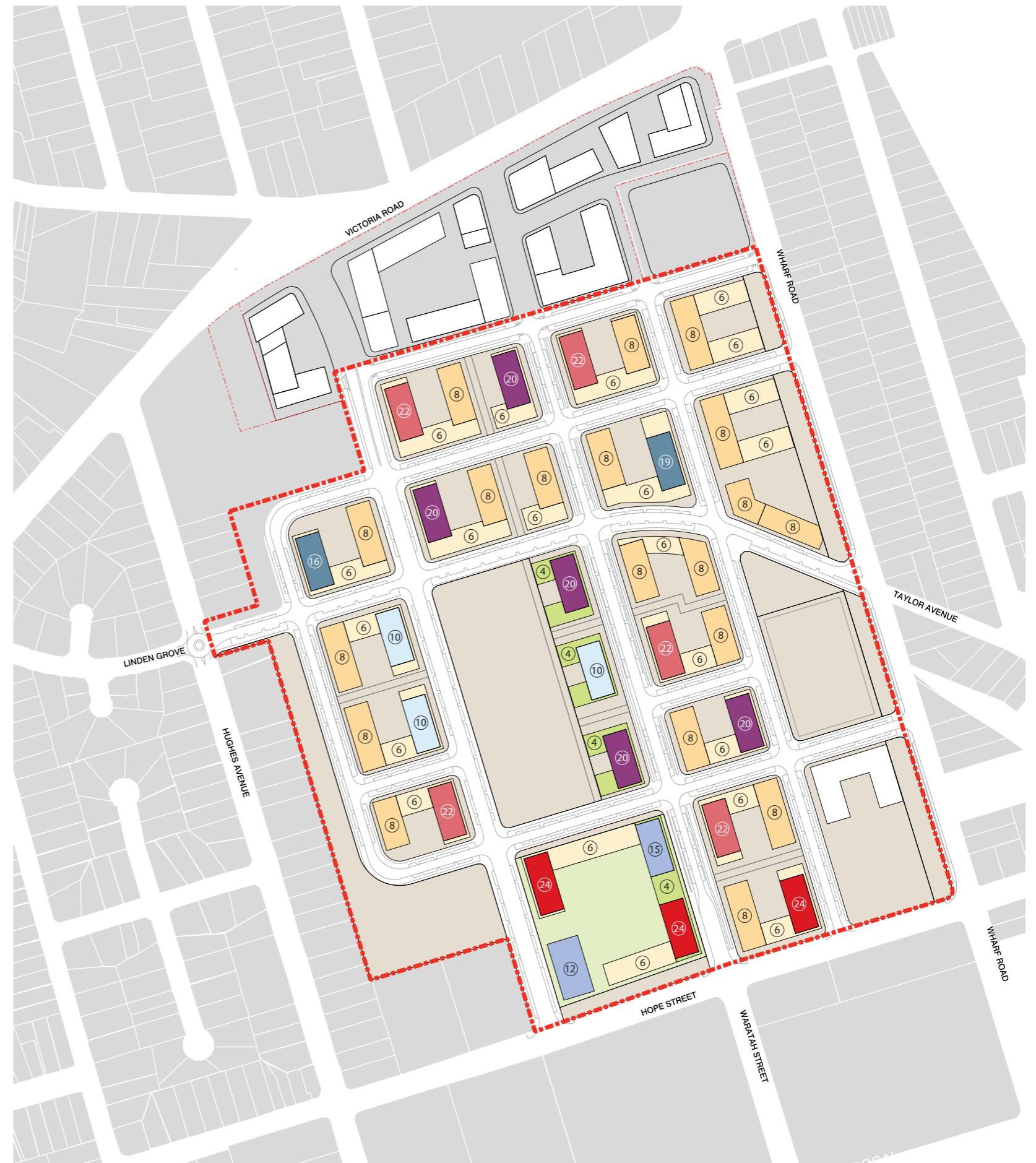
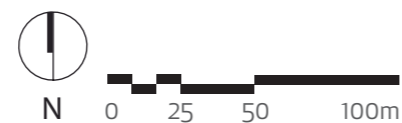
- + The majority of 8 storey buildings and all buildings over 8 storeys are orientated along a north-south axis to reduce the impacts of overshadowing on residences, open space and adjoining neighbourhoods.
- + East-west orientated buildings are typically limited to 6 storeys to reduce overshadowing.
- + Taller residential buildings are proposed to address Bundil Boulevard and Lemon Tree Avenue or Central Park. This allows the width of the roads (23.5-25m) with wider building setbacks to absorb part of the bulk and scale of taller building forms and ensures minimal overshadowing of residences.
- + Taller buildings are proposed at the core of the Site to minimise overshadowing impact on neighbours to the East and West.

#### Building Depths

- + 18m for buildings orientated on an east/west axis
- + 20m for buildings orientated on a north/south axis

#### Floor to Floor Heights - Residential

- + Freeboard Zone - 0.5m
- + Ground Floor - 4.5m
- + Upper levels of 3.1m
- + Roof top plant allowance of 2.4m



Building Heights Plan



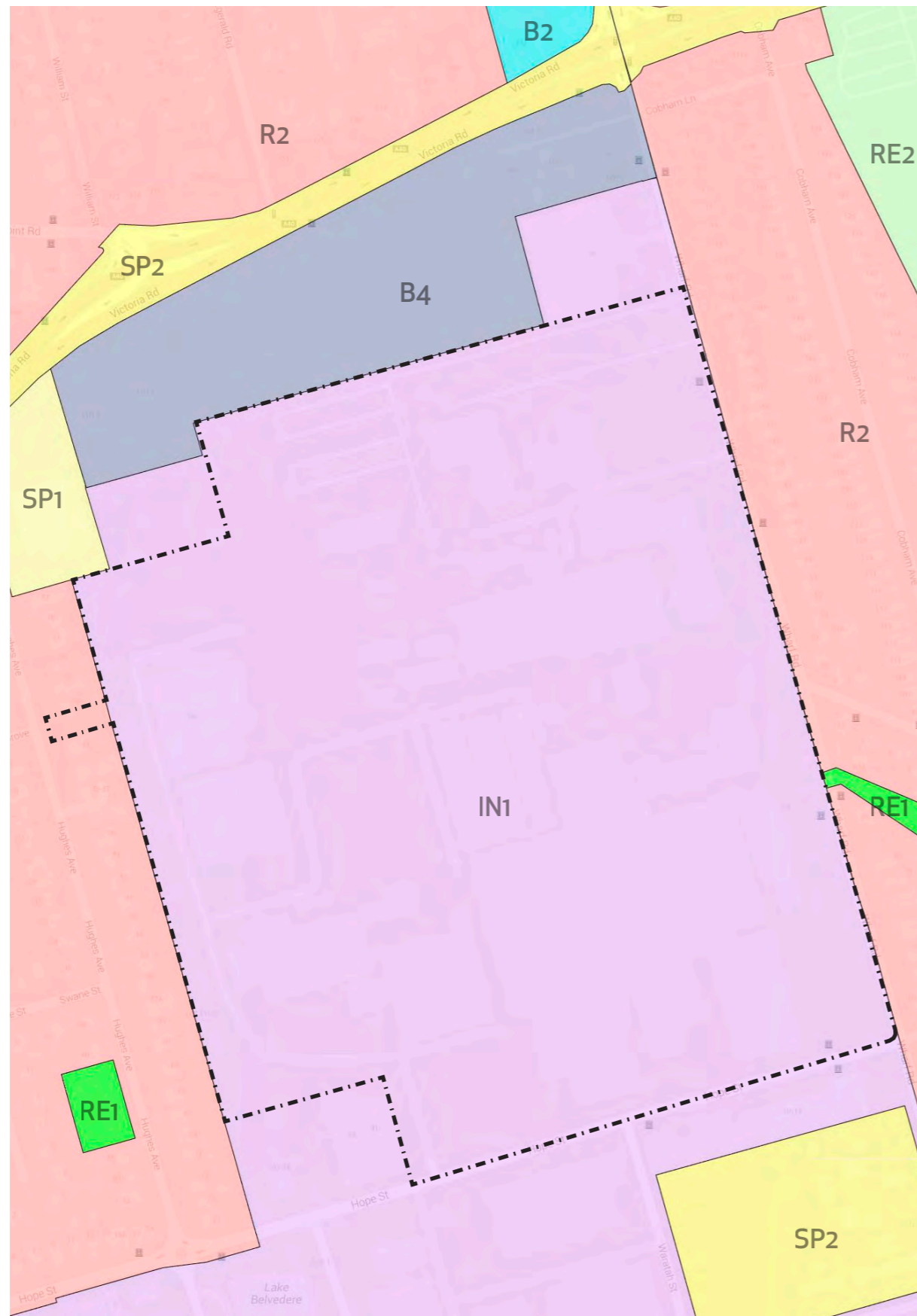




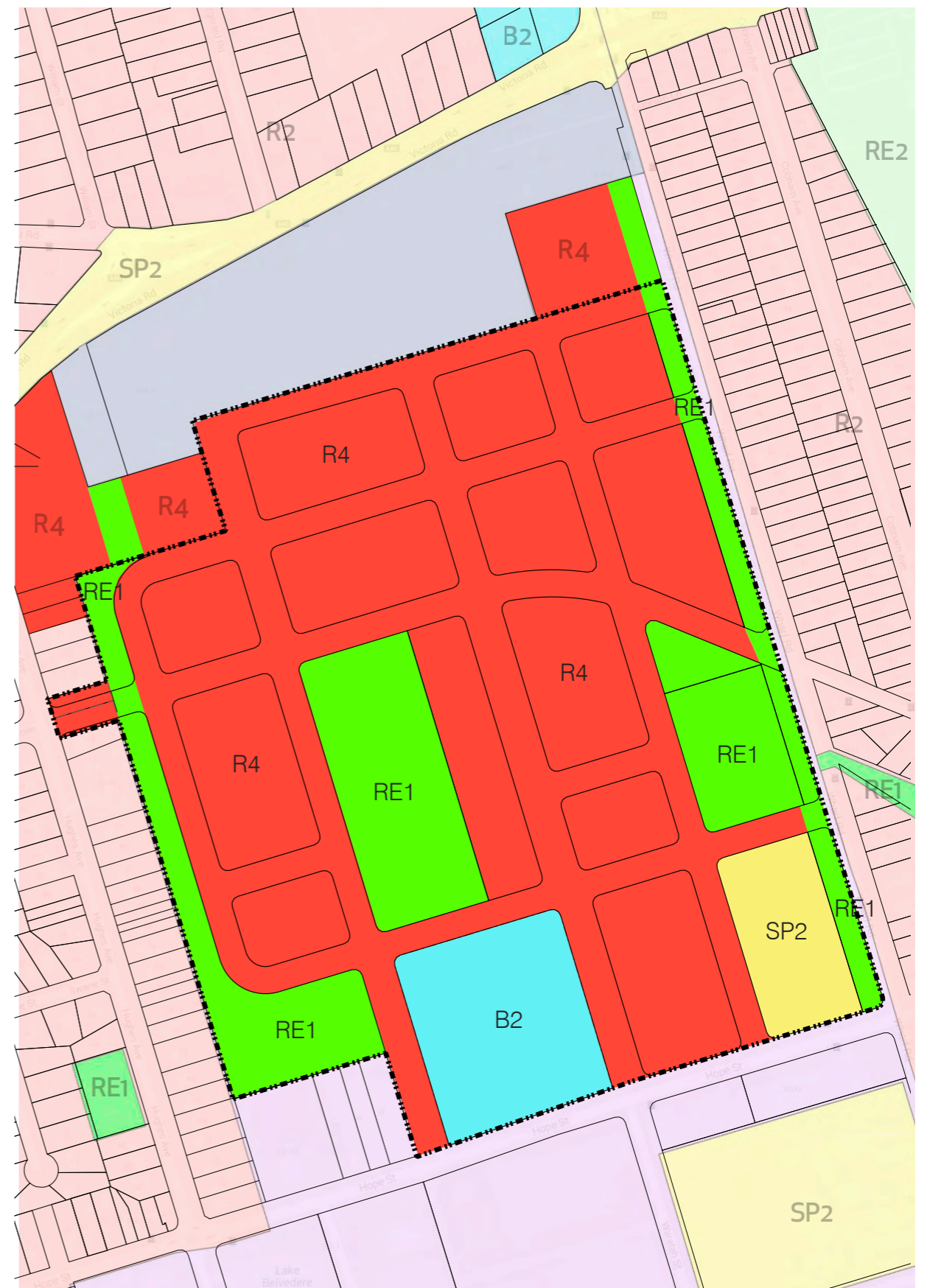
# 05 2021 PROPOSED PLANNING CONTROLS

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### LAND ZONING



EXISTING - IN1 (GENERAL INDUSTRIAL).



PROPOSED - B2 (LOCAL CENTRE), R4 (HIGH DENSITY RESIDENTIAL) AND RE1 (PUBLIC RECREATION) SP2 (INFRASTRUCTURE - EDUCATIONAL ESTABLISHMENTS).