

DESIGN PARRAMATTA

New ideas to shape the city

PARRAMATTA CITY COUNCIL



Design Parramatta is a project for improving Parramatta's public domain by enhancing design quality in Parramatta

The public spaces of a city, its streets, parks, lanes and squares, are collectively known as the public domain. These vital areas provide space for social interaction and cultural activity and provide access to buildings and utilities. Many global cities, including Paris, London, New York, Melbourne and Sydney CBD, are engaging designers in public domain projects to improve their city's image, amenity, attractiveness and competitiveness.

WHY DESIGN PARRAMATTA?

Currently much of Parramatta's public domain lacks amenity and a memorable image. The Design Parramatta project addresses these issues by creating quality visions for key streets, parks and public spaces and then combining these visions into a citywide public domain framework plan. The framework plan will coordinate and combine individual projects into a unified City. As the framework plan is implemented over the next decade, Parramatta will be progressively strengthened by a mosaic of exciting public space makeovers that will combine to transform the City into a truly memorable place. The public space renewal will improve amenity and help attract residents and employees to drive the City's sustainable growth.

The 16 Project Sites



"Well designed and maintained public spaces should be at the heart of any community. They are the foundation for public interaction and social integration and provide the sense of place essential to engender civic pride,"

Lord Richard Rogers, Towards A Strong Renaissance, Report on The Commission for the Built Environment, 2005, p.5

What Happened When

Design Parramatta is a six-week project undertaken by Parramatta City Council's Outcomes and Development Unit in association with the NSW Government Architect's Office. The project involved:

- strategic selection of 15 public domain sites
- preparation of site specific project briefs and a citywide public art brief
- an Expression of Interest inviting multi-disciplinary design teams to participate
- selection and engagement of 19 teams of architects, urban designers, landscape architects and artists
- three collaborative workshops for briefing and presentation of interim and final designs for feedback
- a website and web-based design hub to encourage ongoing collaboration between designers and to provide information to the public about the project.



THE PARRAMATTA CITY CENTRE PUBLIC DOMAIN FRAMEWORK PLAN 2012

The Parramatta City Centre Public Domain Framework Plan 2012 combines the Design Parramatta projects with ongoing public domain projects to provide a unified framework to guide the renewal of Parramatta city centre's public domain for the next 16 years. Key elements include:

- incorporation of the Design Parramatta proposals and strategies identified for each of the sites
- activation projects for short-term improvements and seasonal events including new kiosks and shelters
- continued upgrade of city streets and lanes including new pavement, street furniture and street trees in accordance with the Parramatta Public Domain Guidelines and the Parramatta City Centre Street Tree Masterplan.
- continued integration of public art into public domain upgrades, either as individual commissioned elements and/or through embedding of the artistic approach into design responses and detailing
- additional strategic projects including Parramatta Square, a future civic space for the City; the upgrade of Church Street, in addition to Project 8, Church Street Mall and the upgrade of the entire City Foreshore Area.

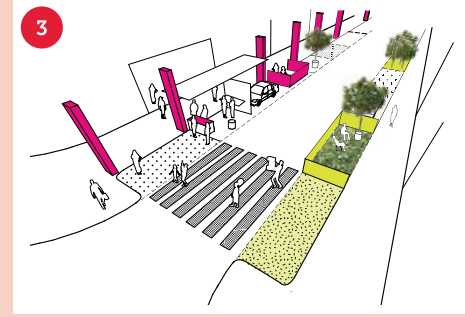
MAIN STREETS



George Street will be reinstated as Parramatta's pre-eminent civic street.



Macquarie Street will become a tree-lined transit boulevard.



Phillip Street will become an event promenade linking River Square, Parramatta Stadium and the wharf.



Parramatta Ring Road will become a distinct city entrance.

PUBLIC SPACES AND PARKS



River Square will become a grand event place drawing people to the river.



Charles Street Square will activate Parramatta Wharf and the river's edge.



Horwood Avenue Civic Link will connect major spaces and streets.



Church Street Mall will be a lively public square and gardens.



Clay Cliff Creek Parklands will expand Jubilee Park into a natural green recreational haven.



Smith and Station Streets will be civilised with seating, shade and rain gardens.

"The Design Parramatta concept designs will help Council to prioritise works, act as a catalyst to lobby the State and Federal Governments for funding and provide a common vision for Council and developers in improving our public spaces."

Councillor John Chedid Lord Mayor of Parramatta





LANES



11

Freemason Arm's Lane will become a focus for local culture.



12

Barrack Lane will be enlivened by urban play elements and engaging with Arthur Phillip School.



13

Erby Place and Lane 13 will become an animated pocket park and community hub.



14

Wentworth Car Park and Lanes will become an activated multi-modal transport interchange



15

Batman Walk will become a lively pocket square with art work-seat.

ART AND EXPERIMENTAL - In Various Locations



A

Artworks for Lonely Laneways - A series of sculptures which respond to people passing by.



B

A Space for Urban Follies - A framework for artistic installations focussing on sensory experience.



C

Parranet - Artworks to activate blank walls with colour and images.



D

A Place in the Sun - An invitation to celebrate sitting in the sun.

THE NEXT STEPS

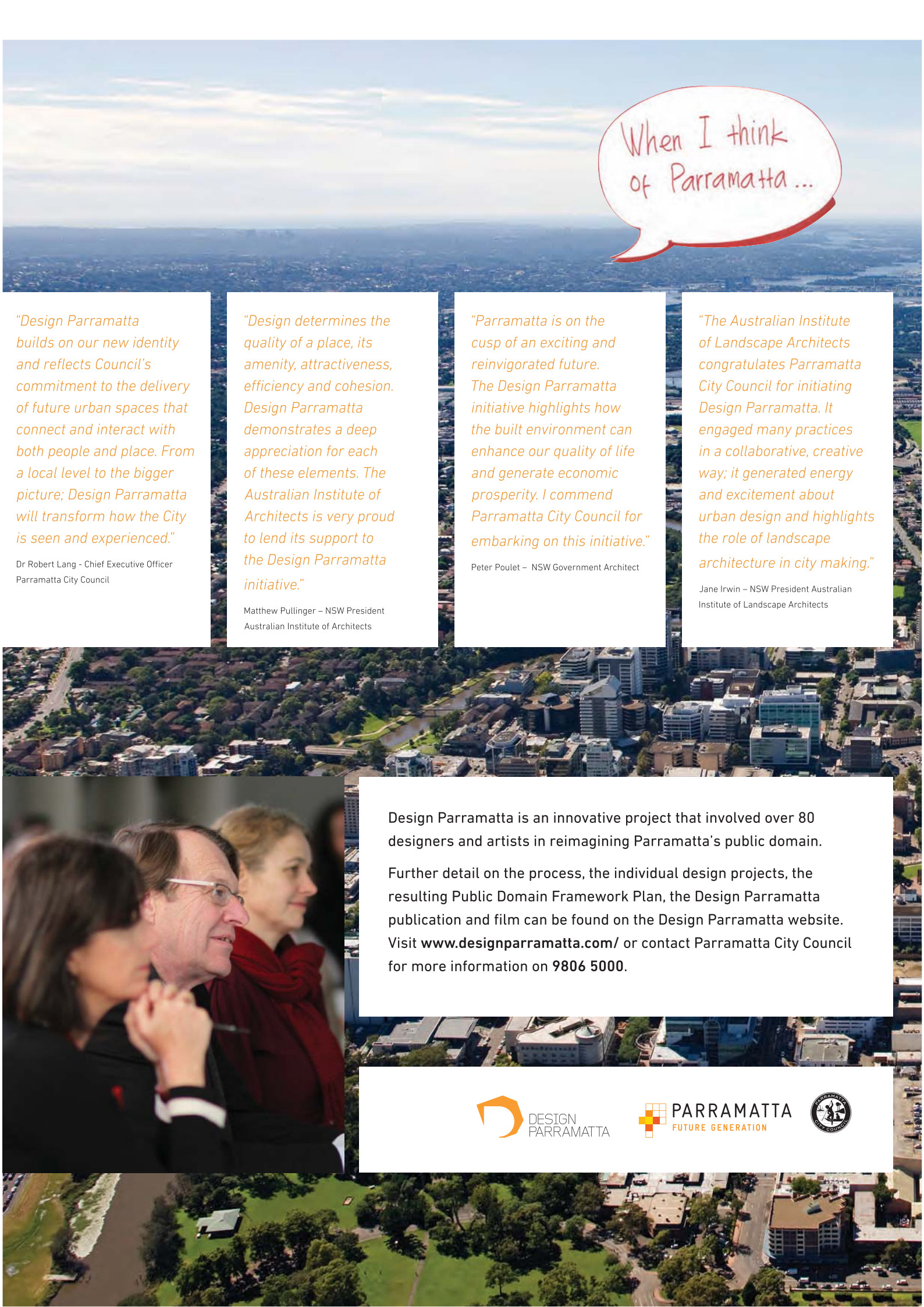
Many further steps are required to progress concept designs into reality. This includes; programming, community consultation, ongoing design and technical review, and funding approval from a range of sources including Section 94 developer contributions, Council's special rates and other government grants.

BUILDING PROJECTS

Council will develop a 16-year program to develop preferred public domain projects from the Parramatta City Centre Public Domain Framework Plan 2012 and apportion funding. The program will run on four-year cycles and be reviewed every four years to align with Council's Delivery Program.

Once a project has been scheduled for further work, the following steps will be involved:

- consultation with the community, Councillors and relevant technical experts
- design development leading to an approved project plan
- design documentation resulting in detailed technical plans and specifications
- tendering of the works
- construction
- ongoing management and maintenance of the places.



When I think
of Parramatta ...

"Design Parramatta builds on our new identity and reflects Council's commitment to the delivery of future urban spaces that connect and interact with both people and place. From a local level to the bigger picture; Design Parramatta will transform how the City is seen and experienced."

Dr Robert Lang - Chief Executive Officer
Parramatta City Council

"Design determines the quality of a place, its amenity, attractiveness, efficiency and cohesion. Design Parramatta demonstrates a deep appreciation for each of these elements. The Australian Institute of Architects is very proud to lend its support to the Design Parramatta initiative."

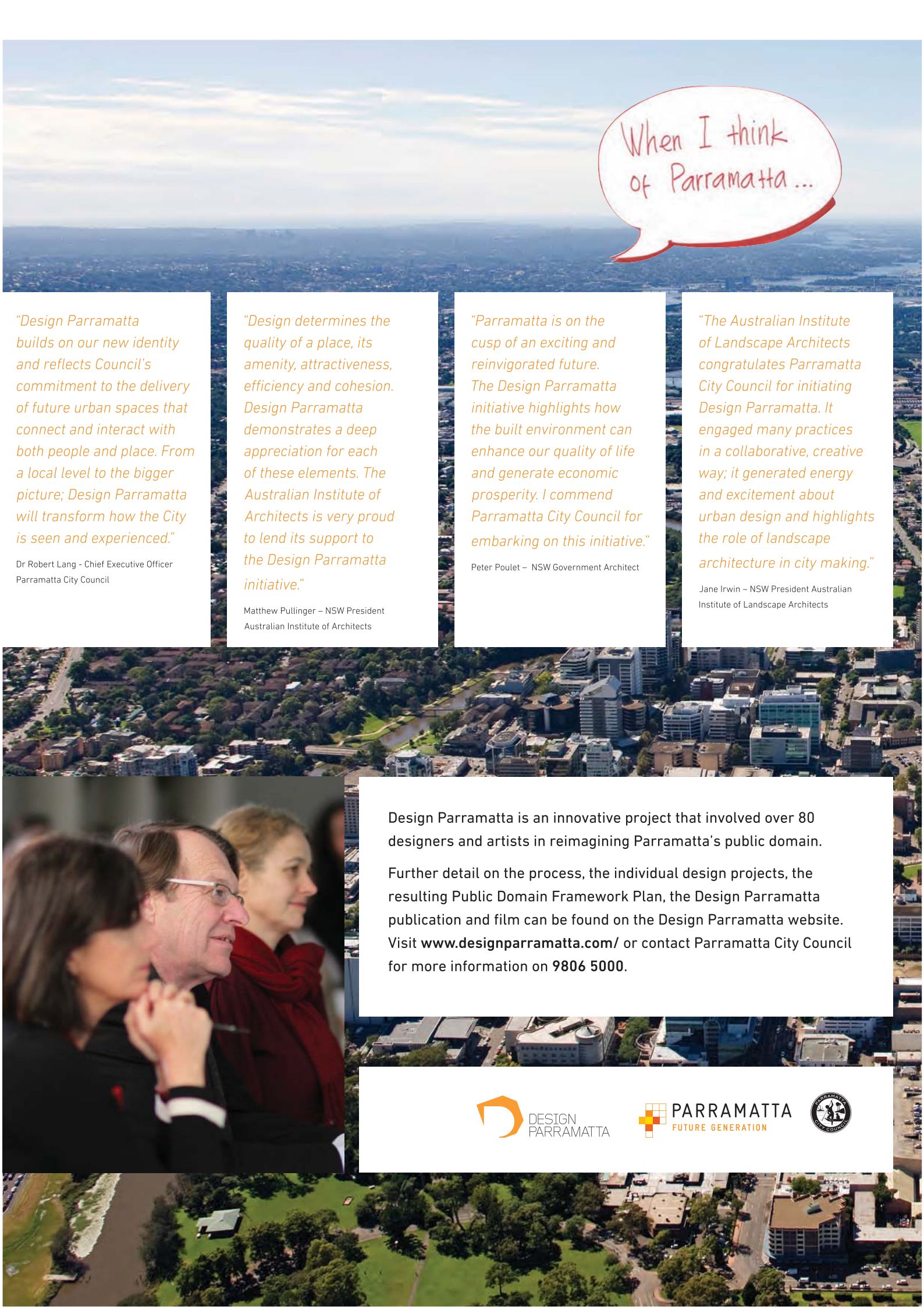
Matthew Pullinger - NSW President
Australian Institute of Architects

"Parramatta is on the cusp of an exciting and reinvigorated future. The Design Parramatta initiative highlights how the built environment can enhance our quality of life and generate economic prosperity. I commend Parramatta City Council for embarking on this initiative."

Peter Poulet - NSW Government Architect

"The Australian Institute of Landscape Architects congratulates Parramatta City Council for initiating Design Parramatta. It engaged many practices in a collaborative, creative way; it generated energy and excitement about urban design and highlights the role of landscape architecture in city making."

Jane Irwin - NSW President Australian
Institute of Landscape Architects



Design Parramatta is an innovative project that involved over 80 designers and artists in reimagining Parramatta's public domain.

Further detail on the process, the individual design projects, the resulting Public Domain Framework Plan, the Design Parramatta publication and film can be found on the Design Parramatta website. Visit www.designparramatta.com/ or contact Parramatta City Council for more information on 9806 5000.

