



# Aspiration

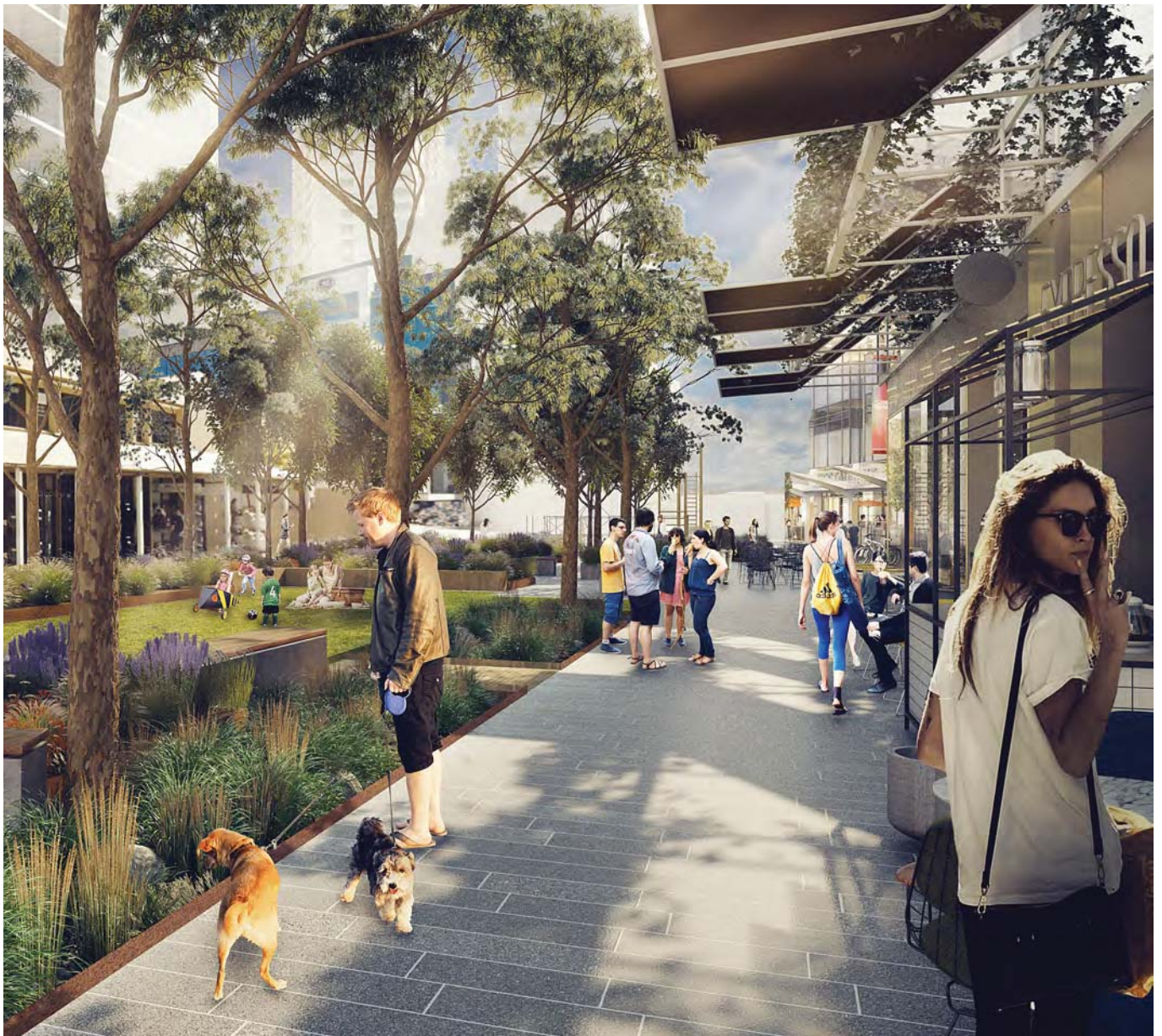
*A vibrant, pedestrianised green heart of Australia's next great city.*

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## 3.1 Aspiration

The Civic Link will be a green, pedestrianised public space and cultural spine that connects public life from the heart of Parramatta CBD to the River.

It will respond to the environmental challenges of an urban, river city as well to the City's rich and vibrant history, expressive of and welcoming to people and place, past, present and future.



## 3.2 Place Qualities

### Defining the Civic Link's Place Qualities

The Civic Link presents an opportunity to deliver an internationally renowned linear park through the centre of the city, that is as iconic as Las Ramblas in Barcelona, or the High Line in New York.

Early on in the project process, SJB Architects and ASPECT Studios ran a workshop with City of Parramatta to draw out the range of objectives for the project, allowing the evolution of a shared aspiration that balances different values.

In addition, the consultant team attended a number of briefing sessions that provided an overview of the challenges and opportunities unique to Parramatta.

This information, along with the outcomes of city and site analysis, was organised into themes and distilled down into four key place qualities; **green, connected, cultural and fine grain.**



### Green

- Soft green spaces
- Improved storm water management - hard working landscape areas
- Future infrastructure corridor



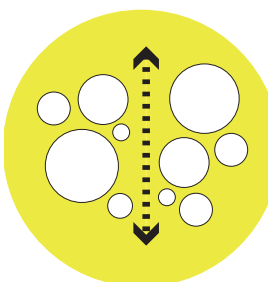
### Connected

- Pedestrianised
- Cyclable
- Links key destinations
- Potential flood evacuation route
- Links into the rich network of laneways and small spaces



### Cultural

- A new cultural corridor for the CBD
- Celebration of heritage
- Small event and performance spaces
- Maker spaces
- Public art that reflects the cultural history and diversity of Parramatta



### Fine Grain

- Small ground floor tenancies
- Activated street edges
- Incubator spaces
- Collection of places for staying, playing, relaxing and working
- High quality architecture and materiality that reflect the ambition of character of the Civic Link

### 3.3

## Place Qualities: Visualised

The following page provides a collection of images that illustrate how the combination of the four key characteristics work together to create an exciting identity for the Civic Link.

*Cultural*



**Fine Grain**



**ICONIC**



**Flexible - Engaging**

# GREEN



dual function

## CONNECTED



Cultural Heritage



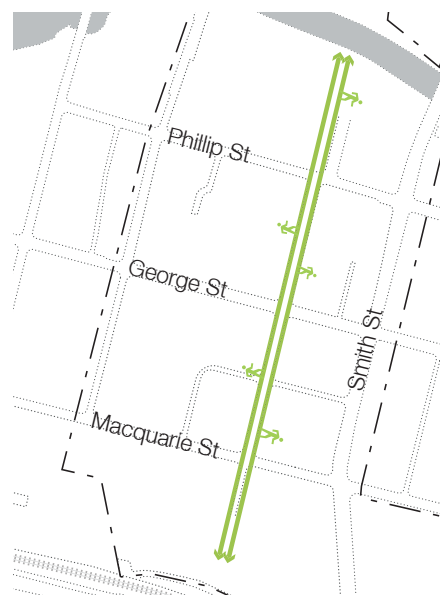
## 3.4 Design Principles

Ten Design Principles capture the key objectives that the Civic Link aims to deliver.



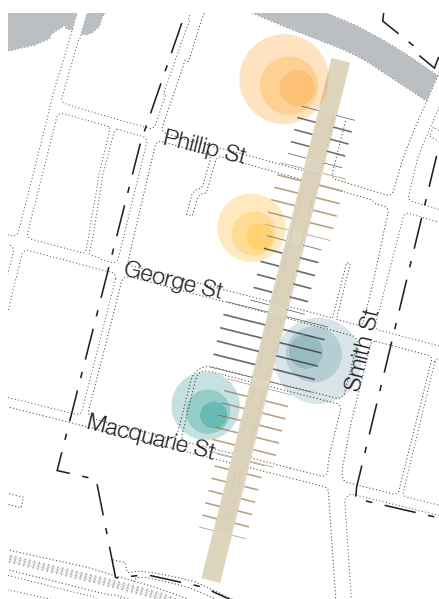
### Green Spine

Provide a generous green spine through the centre of the Link that can support large trees in order to reduce the heat island effect, and create a cool, comfortable CBD.



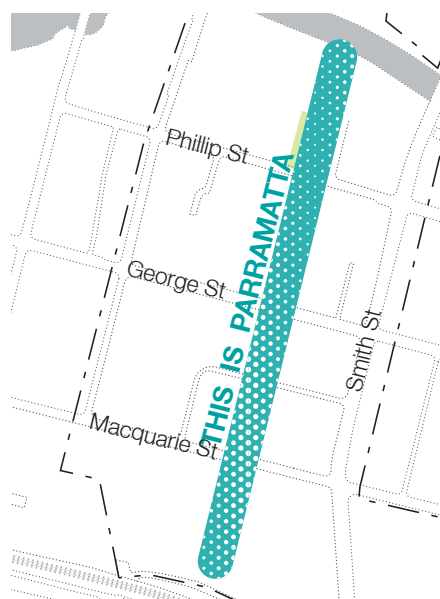
### Pedestrianised

Improve access for all by creating a pedestrianised and cyclable link between Parramatta Station and the River.



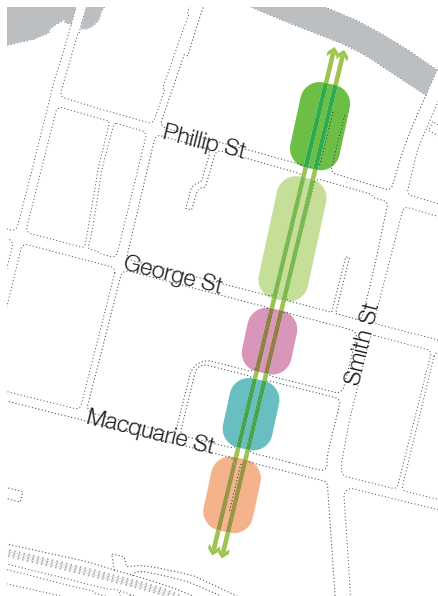
### Fine Grained and Active

Encourage a mix of day and night time uses to activate the Link beyond business hours and deliver a vibrant, human scaled, fine grain and visually rich place. Deliver a range of flexible event spaces.



### Uniquely Parramatta

Provide a high quality public space that has a distinct identity and welcomes all people through clever and inclusive design and activation.



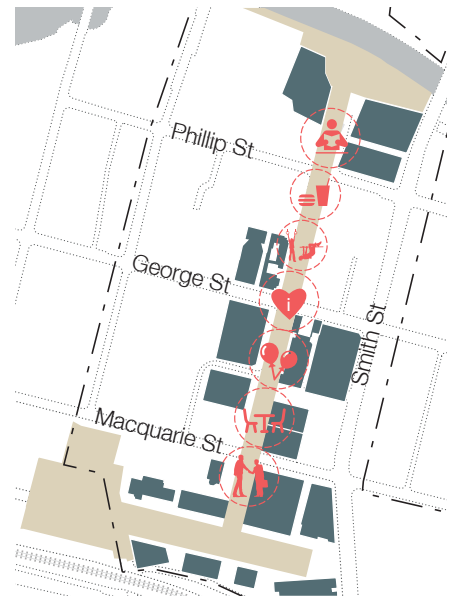
### Block Character

Adopt a place based approach, that utilises the existing context of the site as drivers for character, program and activity.



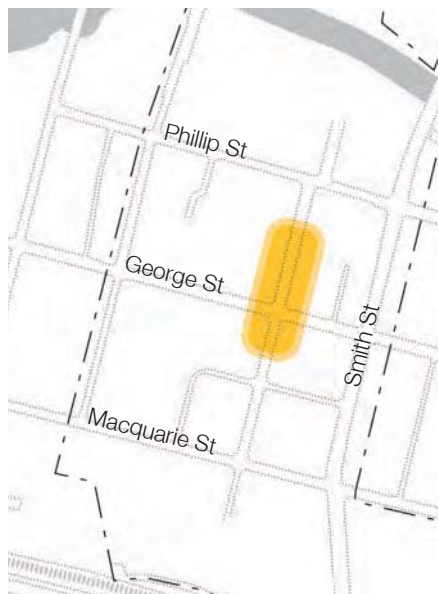
### A Compelling Journey

Recognise the role of heritage buildings along the Link as focal points, wayfinding markers, places of celebration and points of interest that draw people along the Link.



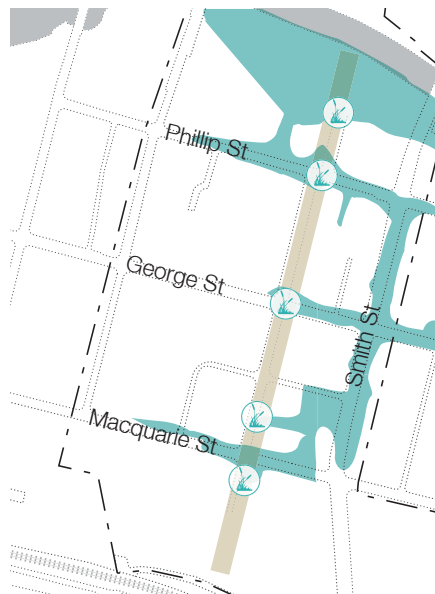
### A Place for Public Life

Incorporate a range of space types, activities and cultural uses along the Link that will attract a diversity of people, ages, abilities and interests.



### Solar Access

Minimise cumulative overshadowing to the Link during 11-1pm on the winter solstice.



### Respond to Water

Embrace the city's location on the River, and associated opportunities to improve emergency flood access, water quality and stormwater management.



### Smart & Sustainable Future

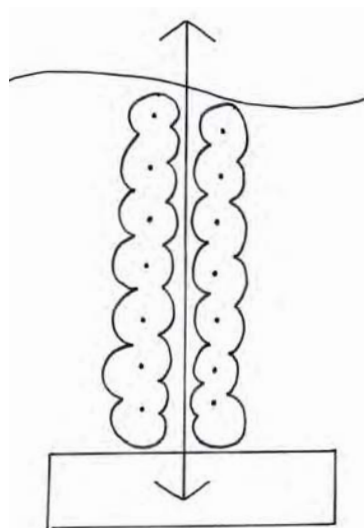
Integrate smart digital and physical infrastructure into the Civic Link in a way that demonstrates the City's desire to embrace new technology and build resilience in addressing tomorrow's opportunities and challenges today.

## 3.5 Concept Options

The following page provides a summary of the design evolution of the Civic Link spatial concept. Initially four options were developed, each inspired by different precedents from across Australia and internationally; the Mall, The Rooms, The Blocks and The Central Green Spine. The Green Spine was the preferred option because it provided a balance between the space needed for city functions and public green space.

### ‘The Mall’

The mall concept presented a high-quality pedestrian boulevard with avenue tree planting and high quality paving finishes. The quality of the space was formal and civic.



#### Pro's

- Low risk, know that a mall type arrangement can work well in a city context
- Formality and organisation reflects civic quality of a CBD
- Flexible

#### Con's

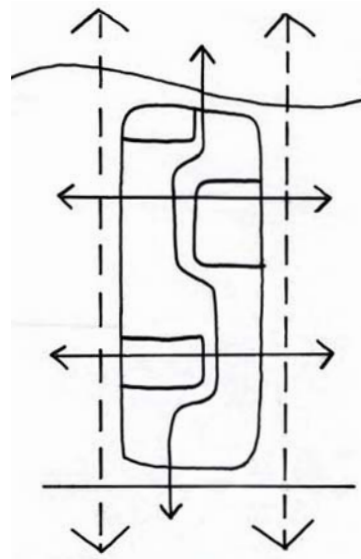
- Similar to many places around the world
- May be similar to other future public spaces in the CBD that focus on plaza and civic type spaces.



Las Ramblas, Barcelona



Pitt Street Mall, Sydney



#### Pro's

- Unique approach to spatial layout
- Focus on green and soft landscape

#### Con's

- Potential issues with emergency vehicle access
- One central movement corridor plus two movement paths along either side limits space for significant planing



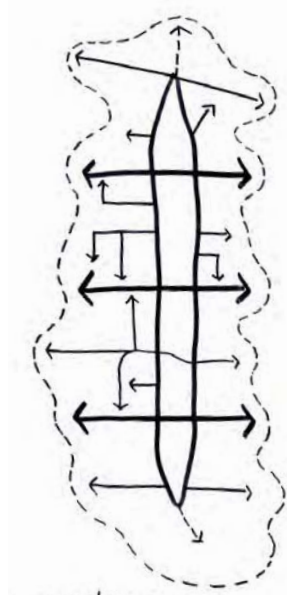
Alumni Green, UTS Sydney



Passeig De St Joan Boulevard, Barcelona

## The Blocks

The blocks concept identified 5 character types along the length of the Link. It celebrated the urban city condition by prioritising a high number of 'harder', civic, gritty and flexible spaces over green space. This concept also proposed to draw on the character of adjoining laneways to inform the look and feel of each block.



### Pro's

- Builds on the existing laneway network
- Highly place based: responds to unique attributes of each block along the site's length
- Generous pedestrian and cycle paths

### Con's

- Lack of unifying elements



The Goods Line, Sydney

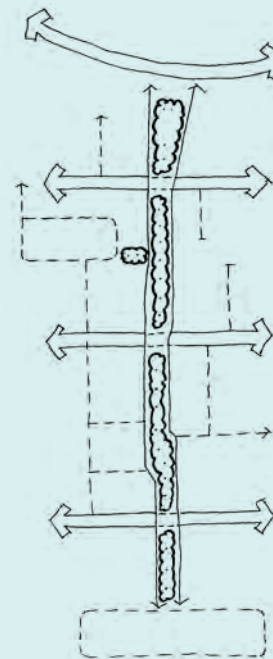


Watford Parade, UK

## PREFERRED OPTION:

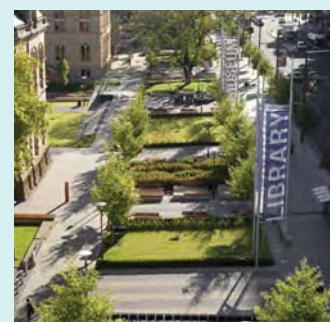
## The Central Green Spine

The central green spine option was the preferred of the four concepts. It balanced the need for generous green and activity areas with the need to provide clear movement paths and a flexible interface with adjoining properties.



### Pro's

- Generous landscape and activity area in central spine
- Generous pedestrian and cycle paths along either side of the Link
- Green continuous spine, visually unifying the space
- Builds on the laneway network



North Terrace, Adelaide

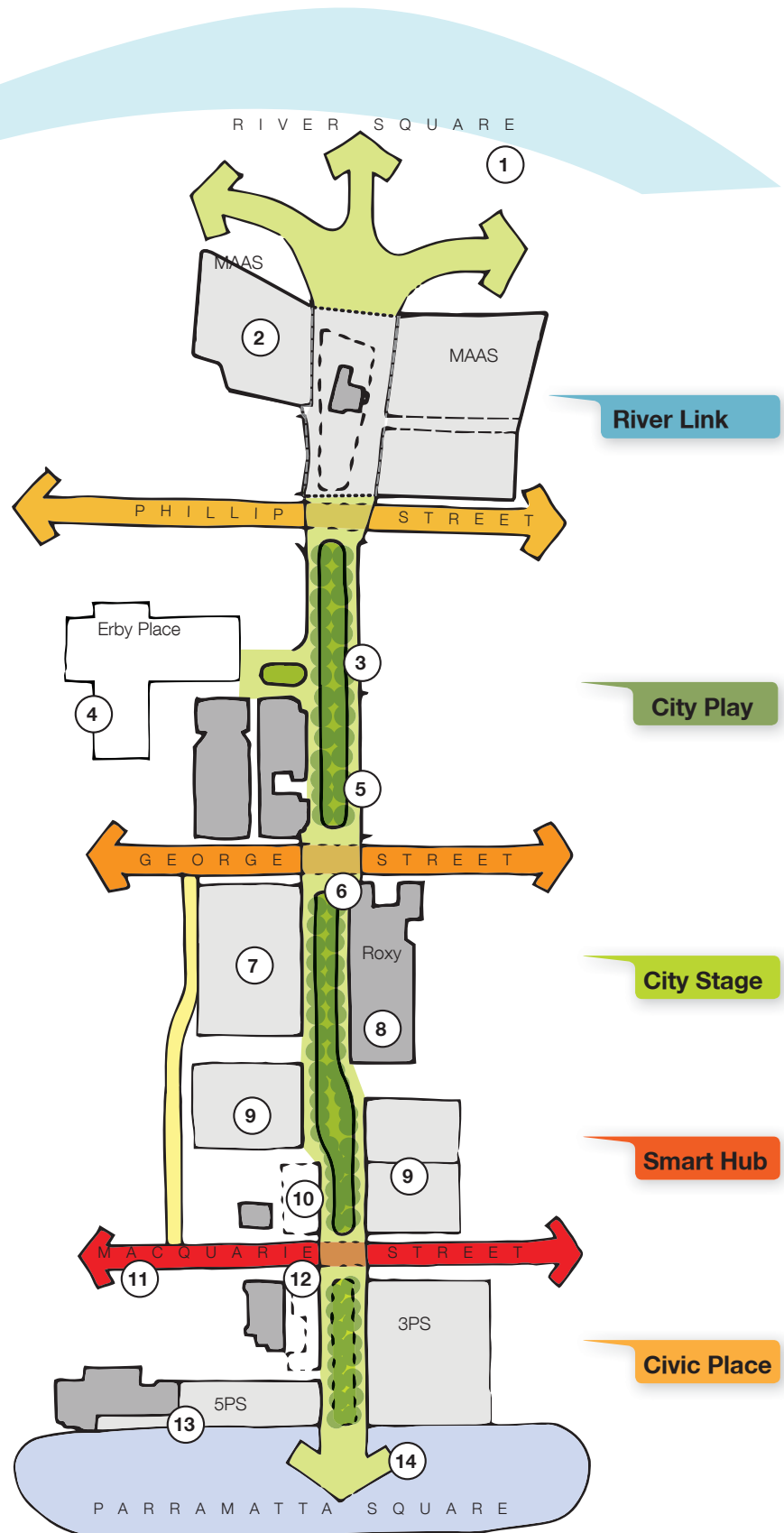


Groen Uitzicht Grassen Park

## 3.6 The Concept

The strength of the design concept is the continuous green spine that runs between the River Square and Parramatta Square, and allowing the character, activation and design of the spaces to reflect the changing nature of the city along its length. Pedestrian movements are prioritised and cyclists are welcome, as the Link connects into existing hierarchy of streets, spaces and modes of public transport offered through the CBD.

- ① Improve pedestrian and cycle connections along the river foreshore
- ② Development of MAAS on Riverbank to align with Civic Link Connections
- ③ Civic Link features a continuous green space through the heart of the city
- ④ Future development opportunity at Erby Place Car Park
- ⑤ Continuous tree cover along the Link
- ⑥ Solar access to Roxy forecourt maintained throughout the year
- ⑦ Redevelopment of 55 George Street to continue the Civic Link alignment and to provide a north south connection between George and Macquarie Streets,
- ⑧ Adaptive reuse of the Roxy Theatre as a cultural destination
- ⑨ Redevelopment of the Horwood Place Car Park to facilitate the delivery of the Link.
- ⑩ Potential acquisition of 68 Macquarie Street to continue the alignment
- ⑪ Proposed Light Rail Corridor
- ⑫ Future Light Rail stop and alignment along Macquarie Street
- ⑬ 3PS and 5PS to address the southern extent of the Civic Link
- ⑭ Integration of the Link with Parramatta Square concept.





# Strategies

*The Civic Link Strategies form the basis for the ongoing design evolution and delivery of this important public space.*

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# 4.1

## Defining the Public Domain

The Civic Link will be defined by strong physical and visual green link through the heart of the city, that maximizes space for significant landscape and public space areas within the constraints of a narrow corridor, while still allowing flexibility for pedestrian movement, activity and outdoor dining on either side of the central spine.

### Building Alignment and Setbacks

Street setbacks and building alignments establish the front building line and reinforce the spatial definition of streets. In all areas of the CBD consistent building lines within streets and blocks are desirable and generally buildings should be built to the street alignment to enhance pedestrian amenity and activity at street level. Setbacks should also respond to public spaces and the river foreshore, enhance heritage settings and provide growing areas for street trees. To achieve the continuous alignment of the Link, some setbacks to private properties are required, and may be delivered through land transfer, acquisition or through detail building design, such as cantilevering if appropriate.

Objectives for the Civic Link:

- Achieve a consistent building alignment and a minimum width of 20m along the length of the Link.
- All proposed buildings to provide a 0m setback along the Link to existing property boundaries, with the exception of:
  - 3.9m setback to 55-67 George Street to provide a 20m wide offset from the Roxy Theatre
  - 5.6m setback to 119A Macquarie Street to align with 68 Macquarie Street
  - 75 Philip Street to align to 1 Horwood Place.

### Green Spine

- Create a green activity zone along the spine of the public domain corridor that caters for significant landscape area, activity zones, flexible event spaces between Macquarie and Phillip Streets.
- Tree planting is made possible by the north-south orientation of the Link and by minimising the cumulative overshadowing.

### Crossings

- Ensure the design of the green spine facilitates east-west pedestrian crossings across the Link, such as limiting landscape barriers, proving pathways and maintaining sight lines.
- Provide generous crossing points at key east - west movement corridors along the Link i.e. the CBD laneway network.



Passeig de Sant Joan, Barcelona



Tianjin Qiaoyuan Park, China



Rittenhouse Row, Philadelphia

### Basements

A connected basement for new developments within the precinct (excluding the Roxy site) is preferred.

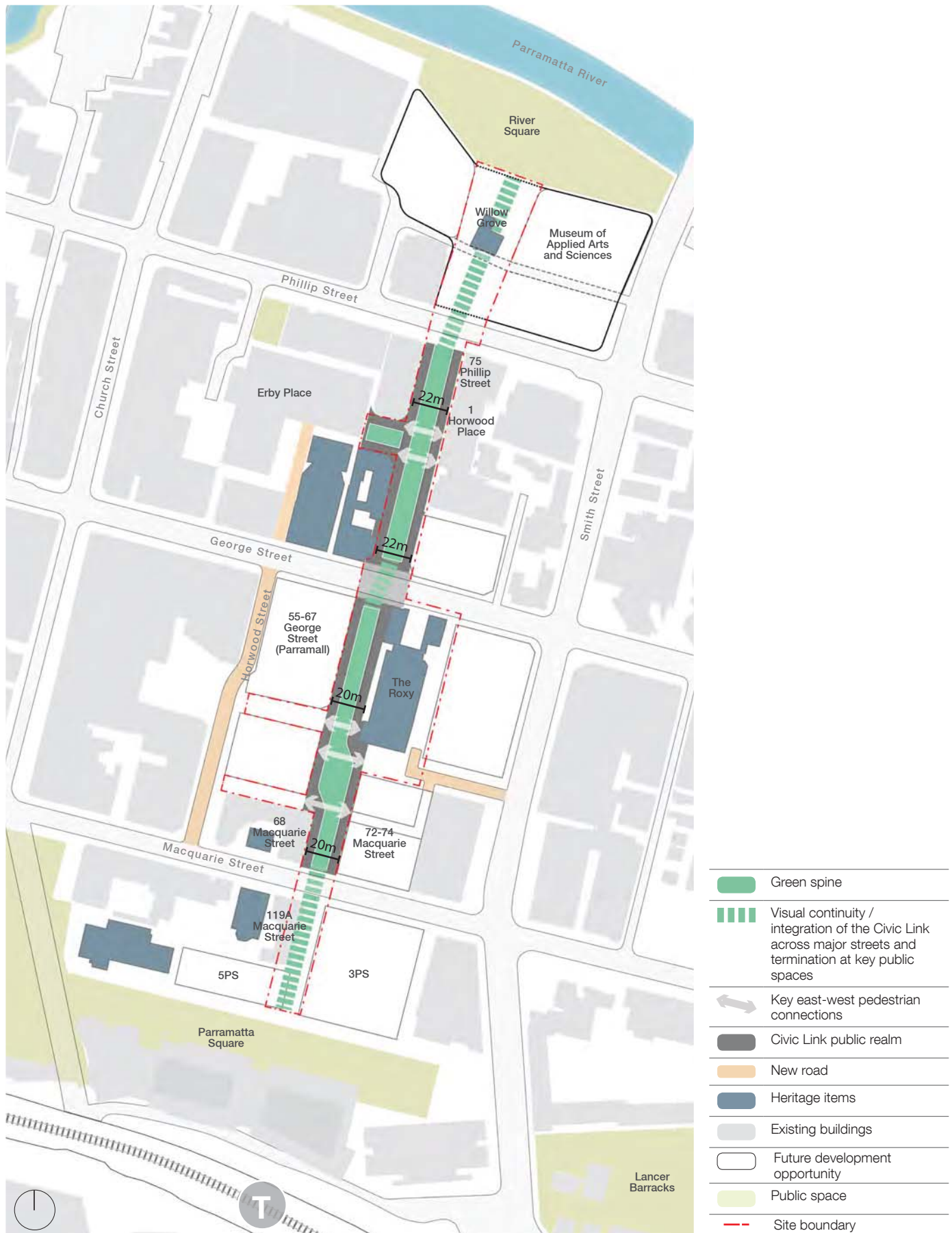


Figure 4.1.1 Alignment Strategy Plan

## 4.2 Character

The character strategy embraces the diversity of the site area and proposes a number of different character areas along its length that respond to the local conditions including retained buildings, surrounding land uses (workers vs. residents vs. visitors), heritage buildings, micro climates.

### Square On\*

\*While an important transition between Parramatta Square and the Civic Link, the 'Square on Block' is formally part of the Parramatta Square scope for delivery, and will need to align with the design of that space. The Square On block should adopt a suite of materials that have a synergy with or reflect those used in Parramatta Square, to ensure continuity of the public realm in the CBD.

### Smart Hub

*A flexible place to meet, work, share and learn*

#### Design ideas:

- Leverages delivery of multiple potential A grade commercial buildings within this block and Parramatta's increasing number of knowledge workers
- Communal garden rooms with flexible furniture to facilitate meeting and knowledge sharing
- Public communal benches and tables complement food and beverage spill out into the public domain
- Introduce play and delight with elements such as ping-pong tables and water misting
- Large communal tables facilitate outdoor meeting with spaces for one or many
- Public seating integrated into landscape and planting features.

### City Stage

*A social and creative gathering place, the heart of the Civic Link, designed to support cultural events and attractors*

#### Design ideas:

- Builds on proximity to the Roxy Theatre and its history
- Receives sunlight between in the lunch peak hour for most of the year
- Consider raised turf with timber decking edge to maximise benefit of the sunny spot
- Seating in the central spine to facilitate informal and organised performances

- Edge against the Roxy wall kept free from permanent elements to allow for future flexibility should the building be adaptively re-used and 'opened up' to the Link
- Provide temporary performance space with stage and seating for film projection on Roxy Facade.

### City Play

*A place of play and recreation for all ages, suitable for families and visitors alike.*

#### Design ideas:

- Responds to a more relaxed CBD environment and proximity to the future Museum of Applied Arts and Sciences
- Generous green rooms with variety of treatments with flexibility for active and passive recreation
- Use of landscaped edges to create intimacy and containment
- Children's playground
- Investigate opportunity to connect to the stories of surrounding heritage buildings, such as Dr. Pringles House on the corner of the Civic Link and George Street.

### River Link

*Critical connection between the Civic Link and River Precinct, which incorporates Willow Grove and its landscape setting, and integrates with forecourt, entrance and frontages of MAAS. Views to the river are framed and celebrated by generous public spaces that can accommodate major events and celebrations.*

#### Design ideas:

- Create a seamless transition between the Civic Link and River Precinct
- Integrating the setting of Willow Grove with the forecourt and active frontages of MAAS
- MAAS to address the primary pedestrian movements between the River Precinct and Civic Link
- Adaptive reuse of Willow Grove with expanded landscaped and outdoor dining areas
- Passive spaces suitable for lunchtime use and informal events
- Retain existing landmark trees, reinforced by a new grove of trees providing summer shade and protection from the western sun
- Integration of the green spine and surface treatment between the Civic Link and threshold of the River Square



Creation of park 'rooms'



Bleacher seating for everyday and events



Outdoor meeting table with power

- Block 1: Square On
- Block 2: Smart Hub
- Block 3: City Stage
- Block 4: City Play
- Block 5: River Link
- Green space
- Study boundary

Figure 4.2.1 Character strategy Plan

## 4.3 Movement

The Movement Strategy prioritises a unique and compelling pedestrian experience over vehicular access. The Civic Link has the opportunity to cater for anticipated future pedestrian and cycle volumes and encourage the uptake of active and public transport. The Movement Strategy aims to provide a framework for a well connected network of pedestrian paths, cycle routes, laneways and streets, which all connect into a wider movement network supporting the vibrancy of the CBD. The main considerations are:

### **Pedestrianised Streets & Active Recreation**

- Close Horwood Place to north-south vehicular movement in order to prioritise pedestrian connectivity between the train station/Parramatta Square and Museum of Applied Arts and Sciences/River Square
- Provide a minimum 5.5 m pathway on either side of the Link to allow for estimated pedestrian and cycle volumes at various times of the day, week and year
- Limit east-west service vehicle movement
- Promote a 'walking loop' between Church Street, Phillip Street, the Civic Link and Macquarie Street
- Ensure that the landscaped green spine is highly permeable and respects desire lines to connecting laneways and building entries
- Integrate the Civic Link into the broader city-wide pedestrian and cycle networks, particularly the Parramatta Valley Cycleway, which runs along the river foreshore
- Ensure continuous connectivity between the Civic Link and the River is prioritised in any design concept for the new Museum of Applied Arts and Sciences.

### **Shared zones**

Changing vehicular movement in the Horwood Place site is complex. In order to deliver a pedestrianised environment on the Civic Link, the project benefits from 55-67 George Street (Parramall) redeveloping to provide a new laneway or street, that connects through the site from Macquarie Street to George Street. Horwood Street features a continuous, one-way shared zone between Macquarie Street and George Street, along the boundary of 55-67 George Street (Parramall shopping centre) and 43-45 George Street (Crunch Gym).

### **Public Transport**

- The State Government has announced its preferred Light Rail alignment. For the CBD, the Light Rail will be located on Church Street and Macquarie Street. The proposed stop location for Parramatta Square is east of the Civic Link on Macquarie Street. It is recommended that the stop be located to the west of the Civic Link for clear views and connectivity to the Transport Interchange

### **Laneways**

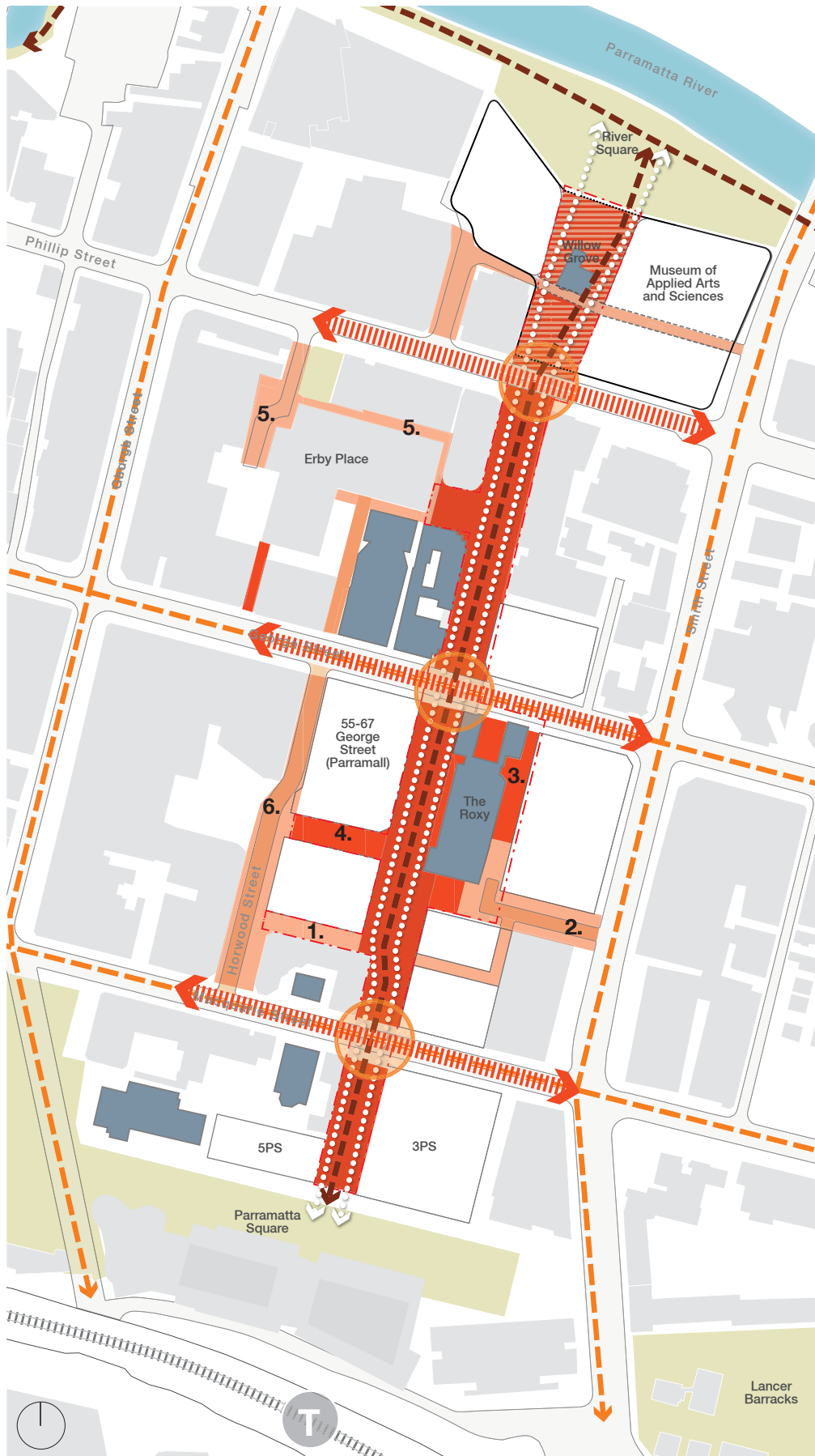
- The Civic Link will create additional streets or laneways which must seamlessly connect into the existing network
- Re-name new laneways and streets created by the Civic Link project, consider:
  1. Re-name the western portion of Macquarie Lane as 'Batman Lane'
  2. Retain the naming of the eastern portion of Macquarie Lane as is
  3. Re-name the lane on the eastern side of the Roxy as 'Roxy Lane'
  4. Re-name the new laneway opposite Officeworks Car Park
  5. Re-name the new access road around Erby Place to 'Erby Loop'
  6. Re-name the 'Parramall / western boundary lane' 'Horwood Street'.

### **Cycle Routes**

- Investigate the provision of a segregated cycle path for through-travel on Church Street, Smith Street, Macquarie Street and/or George Street
- Integrate the Civic Link into the broader city-wide pedestrian and cycle networks, particularly along the river foreshore
- Welcome recreational cyclists to use the Link
- Encourage fast paced commuter cyclists to use alternative routes for north-south travel like Smith Street
- Provide shared paths along the Civic Link, to accommodate slow travel and journeys to city destinations
- Provide end of trip facilities close to key destinations
- Investigate the potential location of a 'Bike Hub' in proximity to the Civic Link and any future segregated paths.

### **Intersections**

- Provide signalised crossings at Macquarie Street, George Street and Phillip Street
- Provide landscaped (preferably WSUD) blisters at either side of signalised crossings
- Investigate providing bollards at signalized intersections to reinforce visual cues that a road crossing is ahead.



Casual cyclists are welcome on the Link



Movement paths past shopfronts

#### Legend

- 1 Re-name the western portion of Macquarie Lane as 'Batman Lane'
  - 2 Retain the naming of the eastern portion of Macquarie Lane as is
  - 3 Re-name the lane on the eastern side of the Roxy as 'Roxy Lane'
  - 4 Re-name the new laneway opposite Officeworks Car Park
  - 5 Re-name the new access road around Erby Place to 'Erby Loop'
  - 6 Re-name the 'Parramall / western boundary lane' 'Horwood Street'.
- Pedestrianised
  - Pedestrianised zone through MAAS
  - Shared zone - 10km/h
  - ↔ Potential separated cycle path
  - Shared cycle path
  - ↔ Strong east-west connections
  - Heritage items
  - Existing buildings
  - Future development opportunity
  - Public space
  - ... Pedestrian Path
  - Site boundary

Figure 4.3.1 Movement Strategy Plan

## 4.4

# Access & Servicing

The Access & Servicing Strategy explores how existing and future buildings can be serviced and accessed, preferred drop off and kiss-and-ride locations and emergency vehicle access. The main considerations are:

### *South West Quadrant (SW)*

- Maintain existing access to Officeworks Car Park through the provision of a new north-south access route between 41 and 55-67 George Street (Parramall), referred to as Horwood Street.

Horwood Street:

- Create a 8m one-way lane between Macquarie and George Street, delivered across both properties at 55-67 George Street and 41 George Street/
- Each of the above properties to provide vehicular through-access between Horwood Place and George Street to the satisfaction of Council and Roads and Maritime Service.
- Proposed laneway to be clear to the sky

Batman Lane:

- Widening of lane way at ex Horwood Place Car Park site, facilitated by a 3m ground floor setback on the Horwood Place Car Park site
- Ensure 4.5m vertical clear zone to ground floor setback to provide sufficient head clearance for emergency vehicles.

### *South East Quadrant (SE)*

Macquarie Lane:

- Investigate the opportunity for the property at 72 - 74 Macquarie Street to incorporate a publicly accessible porte cochere within the building to allow vehicles to egress the laneway in a forward motion.

Roxy Lane

- Investigate the need to provide a shared zone between The Roxy and 29 Smith Street (identified as A. on figure 4.4.1) to allow for service vehicle egress and manoeuvrability.

### *North East Quadrant (NE)*

- Servicing in this quadrant to utilise existing laneway network, with the exception of 75 Phillip Street, which will have direct access off Phillip Street.

### *North West Quadrant (NW)*

Erby Place Car Park - to be investigated

- Reconfigure Erby Place car park to provide servicing to Horwood Place, and continued servicing of 46, 48-50 George Street, and 2 Horwood Place (E). Block 4 'City Play' is constructed.

## Parking

- Refer to City of Parramatta Draft Public Parking Strategy 2017

## Drop off zones & kiss-and-ride facilities

- Provide DDA-accessible drop-offs in Horwood Street shared zone
- Kiss-and-ride facilities preferred on main streets
- If specific drop off zones are to be provided on main roads, each location will need to be investigated at the design stage to ensure safe operation
- Preference to coordinate with a city wide strategy for pick-up and set-down.

## Future tunnel from Parramatta Square

- Confirm the latest requirements for underground tunnel exits on George Street from Parramatta Square
- Signalisation of the tunnel exit onto George Street will need to be coordinated with the pedestrian crossing.

## Universal design - access for all

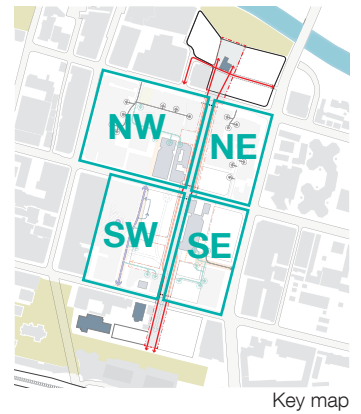
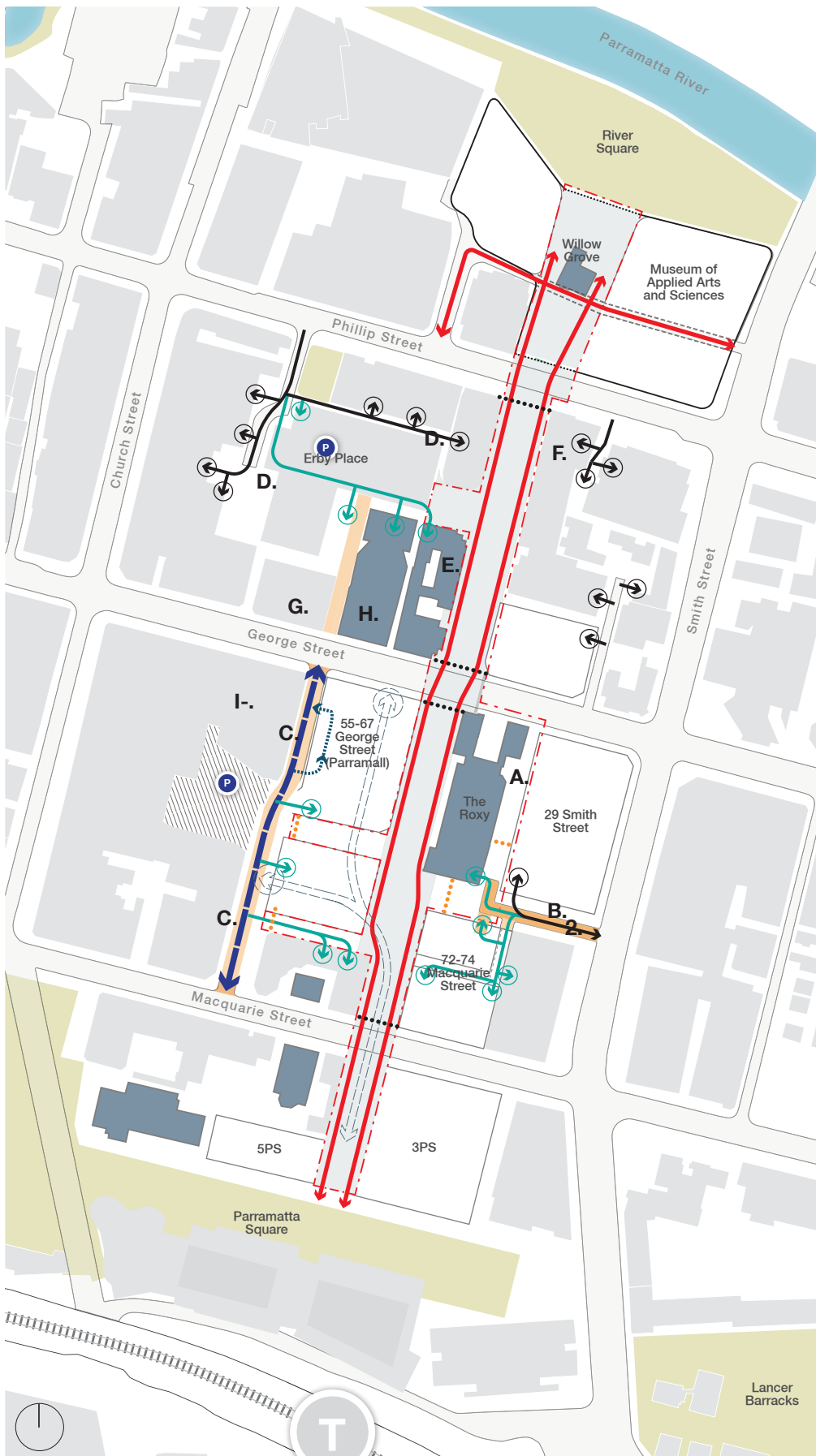
- The principle of universal design should be incorporated into detailed design and carried out by universal design expert, with particular attention to users with mobility issues and / or other physical or mental health issues.

## Emergency vehicles

- Provide a 5.5m emergency vehicle zone along both sides of the Link with no fixed elements
- Minimum awning and signage height of 4.5m to allow emergency vehicle access along either side of the Link
- Mechanical bollards at the junction of the Civic Link with Macquarie, George and Phillip Streets will automatically retract in the case of emergency and need for vehicle access along the Link
- Subject to further consultation with NSW Emergency Services.

## Basements

- A connected basement for new developments within the precinct is preferred for improved accessibility.



Shared zone with quality paving and no raised kerbs

#### Legend

A.	Roxy Lane
B.	Macquarie Lane
C.	Horwood Street
D.	Erby Place Loop
E.	2 Horwood Place
F.	75 Phillip Street
G.	46 George Street
H.	48-50 George Street
I.	41 George Street
	Existing servicing access
	New road
	Proposed servicing access
	New shared lane
	Emergency vehicle access
	Possible Parramatta Square tunnel
	Public car parks
	Mechanical bollards - emergency access
	Mechanical bollards - private access
	Heritage items
	Existing buildings
	Future development opportunity
	Public space
	Site boundary

Figure 4.4.1 Access and Servicing Strategy Plan

## 4.5 Heritage

The Heritage Strategy aims to promote the preservation and celebration of heritage buildings that adjoin the Civic Link site including;

1. Willow Grove
2. Roxy Theatre
3. Dr. Pringles Cottage
4. Civic Arcade
5. Convict Drain

### Contextually sensitive

- Respect the significance of heritage buildings by responding in a sympathetic and complementary manner (see section 4.6 Built Form for podium height response)
- Conserve and where appropriate display or interpret archaeological findings and resources in public interpretation to enrich public spaces
- Liaise with a heritage consultant on a project by project basis to determine appropriate setbacks for new developments to heritage buildings.

### Heritage adaptive re-use

- Work with land owners of heritage buildings to ensure they provide suitable adaptive re-use options in the future
- Consider how heritage buildings can act as anchors to public space, and unique landmarks that assist in navigation through the CBD.

### Celebrating place based stories

- Archaeology, both Aboriginal and historic, has the ability to reveal further stories about the history of the place.
- Include heritage interpretation in the design of the public realm, alongside site specific public art and interpretive public programs for sites that reveal the special qualities and stories, for example:
  - The Roxy Theatre's history as a performance and entertainment destination, brought back alive by modern and outdoor event and entertainment spaces and facilities
  - Dr Pringles House as a celebration of medical advance, linking to the smart city theme, or serving as inspiration for the adjacent playground.
  - Utilise heritage to anchor the place, create focal points for orientation and contribute to a distinct identity.



Artist impression of adaptive re-use of the Roxy Theatre



Example of adaptively re-used and activated heritage building

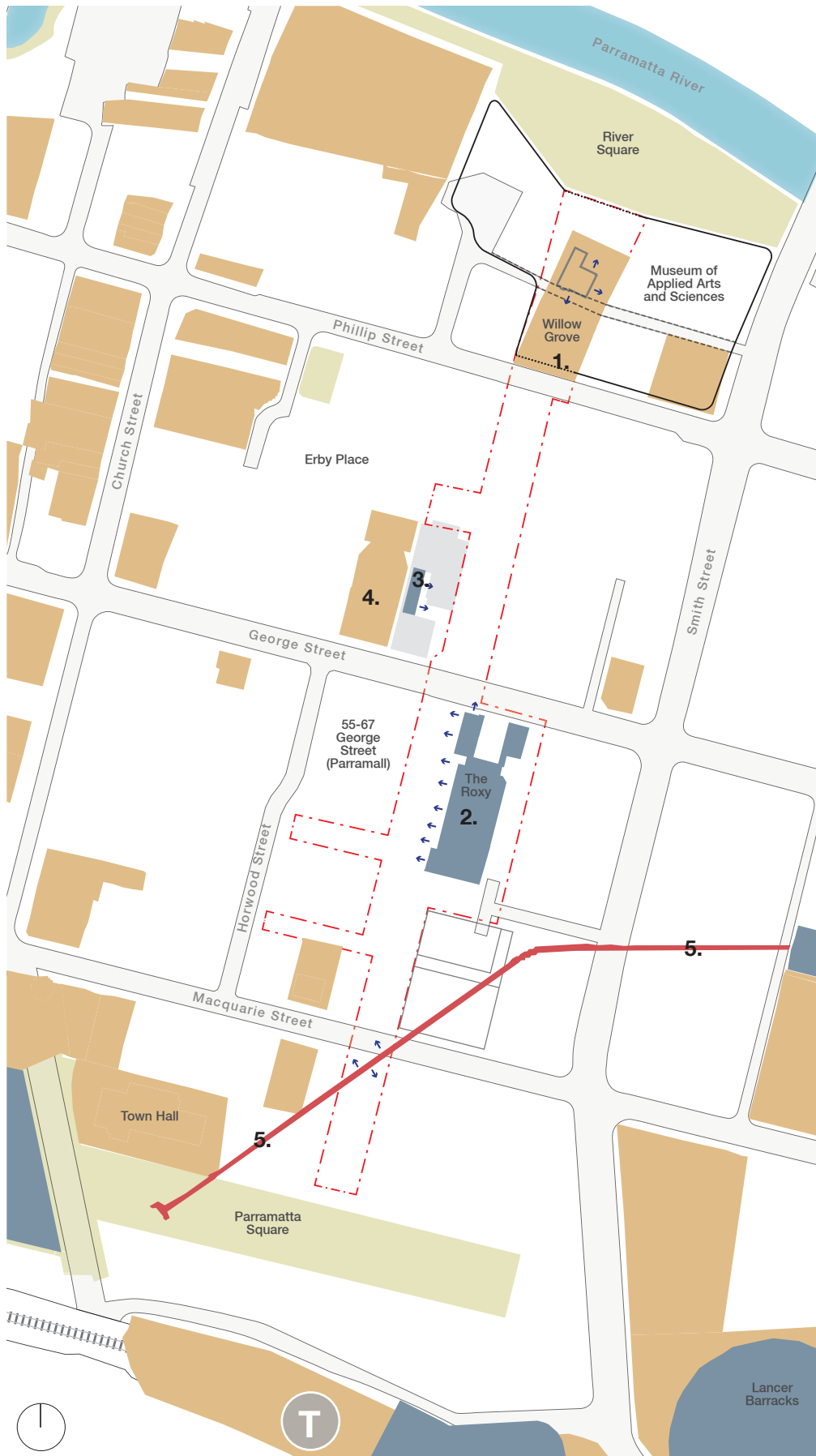
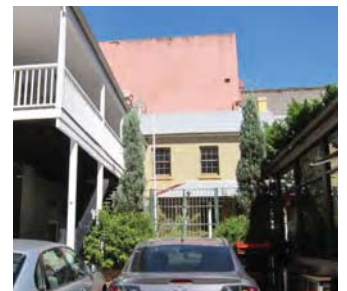


Figure 4.5.1 Heritage Strategy Plan



Willow Grove



Dr. Pringles House



Civic Arcade



The Roxy Theatre

## 4.6 Built Form

The Built Form Strategy helps to define the volumetric spatial experience of the Link through the heart of the city. Building alignments have been designed to ensure a continuous 20m alignment, reinforcing long view corridors and vistas. The street wall height respects the heritage buildings along the Link, presenting a human scale, and maximising solar access. Key considerations include;

### Street frontage height

- Establish a two storey street wall datum along the length of the Link to respond to existing heritage items and recently developed buildings along the Link, which are unlikely to change
- A two storey street wall maximises solar access to the centre of the Link due to the orientation and alignment of the Link.

### Build to lines

- All development to have a 0m setback from site boundary fronting onto the Civic Link to deliver a continuous street wall, with the exception of the Parramall Site, which is required to have a setback (in order to respond the Roxy and deliver the 20m minimum width) - refer to the alignment plan for more detail.
- Consistency with setbacks outlined in section 4.1.

### Above podium setbacks

- Provide a minimum 6m setback above podium to define the street wall
- Buildings above 50m should provide a wind report to determine the appropriate setbacks to mitigate the affects of down-wash.

### Awnings

- All new developments to provide a continuous awning along the frontages that address the Link for weather protection and preservation of a human scale
- Colonnades are generally not preferred along the Civic Link
- Awnings to be a minimum of 3m wide and provide a 4.5m vertical clear zone to allow for emergency vehicle access.



Strong alignment of buildings and retail frontages



Two / three storey street frontage relating to heritage and solar access



Awnings to provide shelter from rain, while allowing solar access

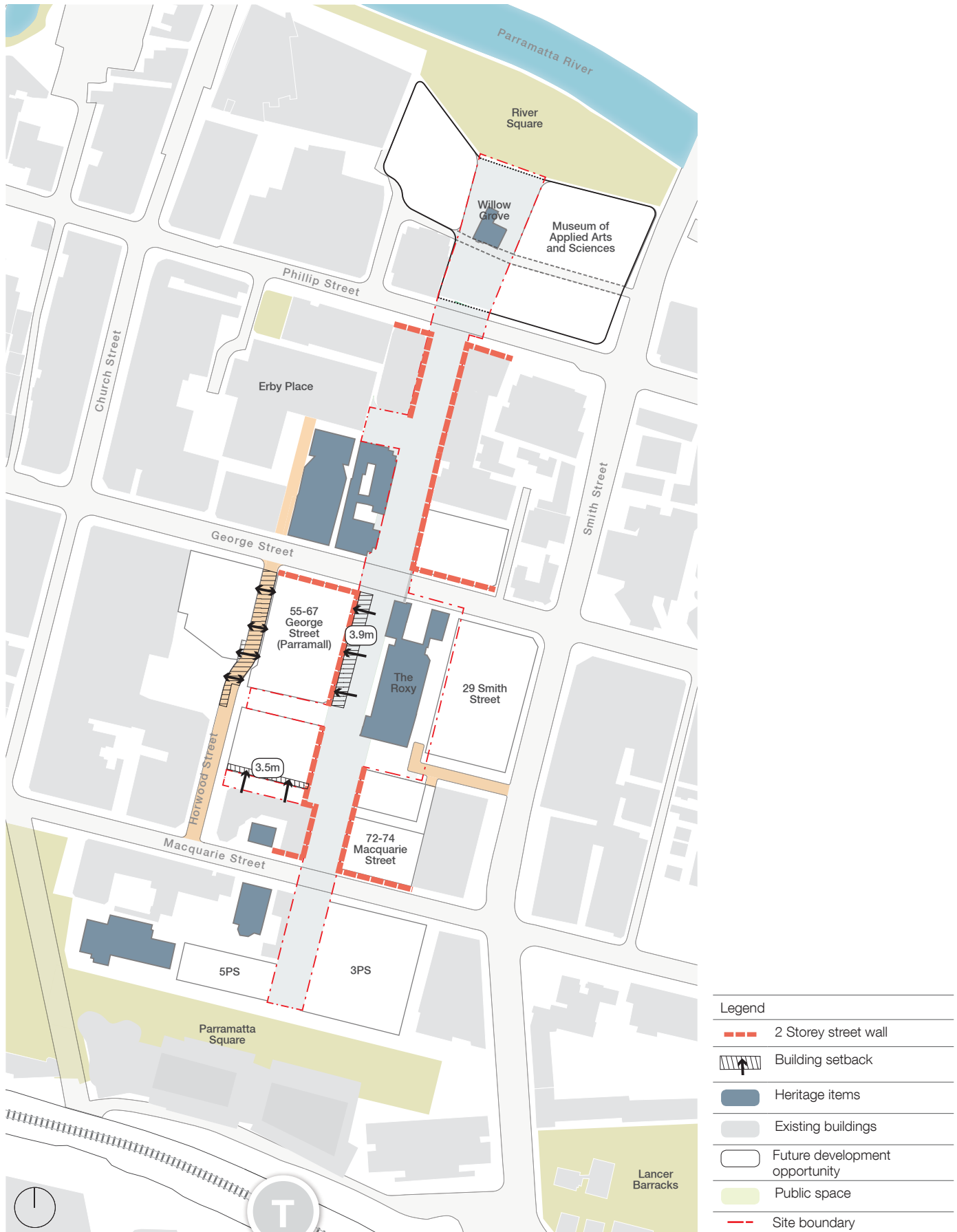


Figure 4.6.1 Built Form Strategy Plan

## 4.7

# Active Edges & Fine Grain

The Activation and Fine Grain Strategy establishes high level principles to establish a strong active and fine grained edge on to the Civic Link.

### Active Building Edges

#### New buildings

- All street frontages along the Civic Link should add to the vibrancy of the space by encouraging a mix of active uses at ground floor, articulation of buildings and modulation
- Encourage a minimum 70% activated edge along the Civic Link - where specified on the map opposite.

#### Existing/remaining buildings

- Existing buildings with a non-active edge should be embellished in a way that contributes to the interest of the Link and sense of place (i.e. green walls, art murals or detailed surface treatments)
- Adaptively re-use heritage buildings along the Link for public benefit (i.e. cultural destination, food and drink, information centre, civic function)
- Investigate the feasibility of a shopfront improvement program.

#### Land use

- New commercial buildings to orientate entry lobby's and foyers to main streets rather than the Link to help maintain the fine grain character
- Commercial ground floor uses to be sleeved with retail, hospitality and incubator spaces
- Encourage land uses and tenants that will activate the Link beyond business hours and at night time.

### Fine grain

- Reinforce the granular and human scale of the Link by establishing a ground floor shop front pattern of an entry door or feature every 6 meters
- Encouraging small and shallow tenancy frontages
- Where new development features a larger format tenancy, ensure that the articulation and detail of the building façade is perceivable as fine grain and looks like multiple tenancies.

### Case Study: Incubator Spaces

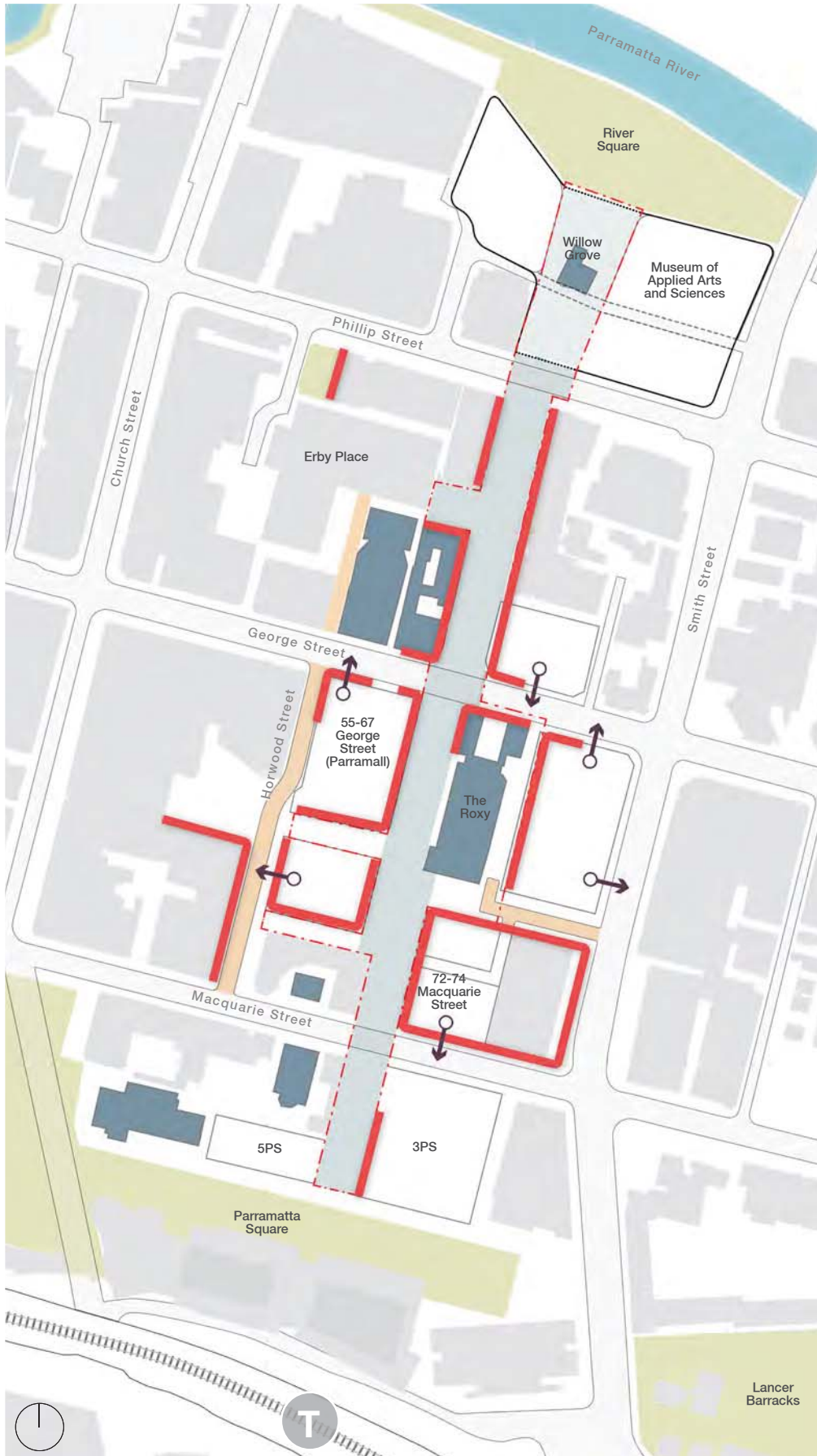
#### *Bakery Lane, Brisbane*

Bakery Lane provides spaces for designers and entrepreneurial minded people to develop an idea and then make and sell their product to the public, all in the one destination.

It also includes boutique design incubator studio apartments and a mixture of retail businesses including restaurants, cafes and bars.



Active edges



<span style="color: red;">—</span>	Active edges
<span style="color: black;">○→</span>	Primary lobby entries
<span style="color: blue;">■</span>	Heritage liems
<span style="color: grey;">■</span>	Existing buildings
<span style="border: 1px solid black; display: inline-block; width: 10px; height: 10px;"></span>	Future development opportunity
<span style="color: green;">■</span>	Publics space
<span style="color: red;">- - -</span>	Site boundary

Figure 4.7.1 Active Edges & Fine Grain Strategy Plan

## 4.8

# Events & Programming

Parramatta CBD is changing rapidly and will continue to do so over the next decade. Furthermore the Civic Link will be closed to vehicular traffic, making the activation and safety of its spaces paramount to its success. There are three types of activation that this strategy addresses: events (programmed activity and the spaces to host it), everyday activation (footfall, things to do etc) and active street walls.

### Pilot projects and temporary activation

The Civic Link is expected to be delivered over a number of stages and years. Temporary activation initiatives have the ability to help raise the profile of the project, encourage community participation (physically and intellectually), host pilot projects and experiment with new ideas and activities.

#### Potential Projects

- Boutique design markets
- Maker Fairs
- Temporary public art installations
- Pop up music and performing arts programming
- Façade lighting projects
- Family friendly programming

### Event spaces

The Parramatta River foreshore, including River Square and Parramatta Square, are the two primary event spaces within the Parramatta CBD. The Civic Link will also provide capacity to hold events, however these will be smaller and more intimate due to size constraints.

1. City Stage
  - Cater for medium sized city events
  - Explore ways to utilise the Roxy, for example by projecting on the western wall
  - Promote the use of the space for busking, music, performance or other activities that are related to the Roxy Theatre
  - Provide a flexible plaza space that can be used for a range of different activities such as weekend farmers markets, a night noodle market, outdoor concerts
  - Casual seating.

### Everyday activation

2. Smart Hub
  - Cater for small group events through the provision of shared tables and small gathering spaces
  - Opportunity to encourage outdoor working and meetings by providing powerpoints and sheltered seats
  - Provide access to free wi-fi along the Link
  - Casual seating.
3. City Play
  - Provide a flexible space suitable for a wide range of low impact activities such as eating lunch, relaxing, children run-around space etc
  - Provide playable landscape and urban elements to engage children in play and education
  - Casual seating.
4. Laneways
  - Provide visual interest in the laneways by encouraging spaces for street art on existing or new (unavoidable) blank walls and
  - Encourage incubator and / or artist spaces to be located and front onto the laneways.

### Night time activity

- Deliver world class lighting installations to differentiate major night time corridors, improve safety and generate interest
- Encourage uses that will activate the Link at night such as restaurants, small bars, gyms, theatres and performance.

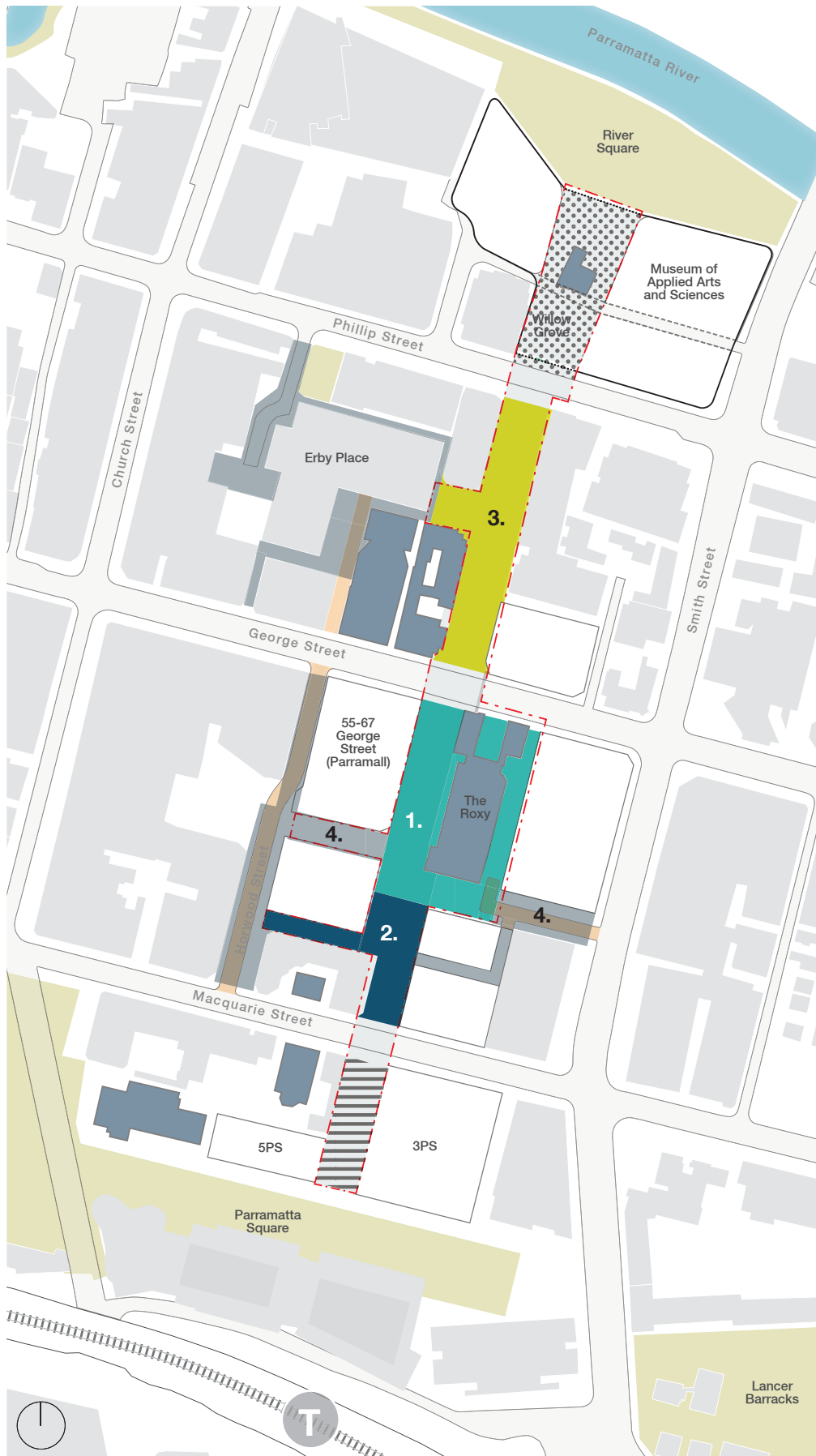


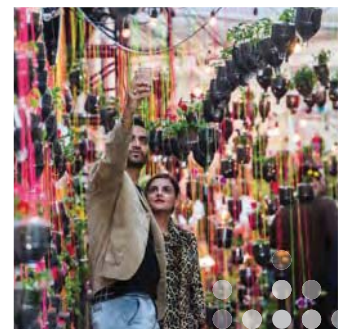
Figure 4.8.1 Events and Programming Strategy Plan



Pop up events on lawn areas, such as an outdoor reading room



Flexible hard stand areas to cater for markets, performances or food trucks



Red Cow Lane - celebrated with public art

## 4.9

# Legibility

Hierarchy of space within the public domain is fundamental to a pedestrian's understanding and experience of the city. The Civic Link will have a distinct character that serves as both a thoroughfare and an important piece of open space, the unifying elements of the public domain, continuous view corridors, and wayfinding strategy will contribute to the legibility of the Link within the broader context of the city.

### Character

- The use of consistent public domain elements will differentiate the Link from the rest of the city, and assist with reading the space as a single element.
- Provide a consistent street wall height and alignment along the length of the Link that references the scale and grain of the key heritage items, to reinforce the character of the Link. Refer to 4.6 Built Form Strategy for setbacks and alignments.

### Street and space hierarchy

- Complement, not compete with Church Street Eat Street
- Link major destinations within the CBD
- Opportunity to create a compelling pedestrian experience that is comfortable, safe and easy
- Opportunity to become the 'cultural spine' of the city - linking key destinations and anchored by the Library to the south and Museum of Applied Arts and Sciences to the north.

### Landmark buildings and public art

- Museum of Applied Arts and Sciences to be designed as a bold and identifiable architectural building that addresses Parramatta River to the north and Civic Link to the south
- Celebrate the significant of heritage buildings along the Link, utilising them as landmarks and wayfinding devices, helping create a strong mental image for people, contributing to the formation of a mental map of the city
- Use public art to support intuitive way-finding.

### Wayfinding

- Provide pedestrian information signage at decision points (e.g. travel time and alternative faster routes) along the Link for reassurance and confirmation, taking into consideration primary and secondary pedestrian flow
- Signs at destinations to be coordinated with stakeholders, such as the TfNSW wayfinding strategy for the Lightrail precinct, and the Museum of Applied Arts and Science / River Square
- Reduced traffic speeds to encourage pedestrian and cycling activity
- Use a design language that is consistent with signage elements from the 'Walk Parramatta 2009 strategy.

### Views and view corridors

- Provide a continuous building alignment on each block to allow for continuous view corridors through the Link
- Protect views that contribute to wayfinding and the character and amenity of a city, enhancing the sense of place and identity.

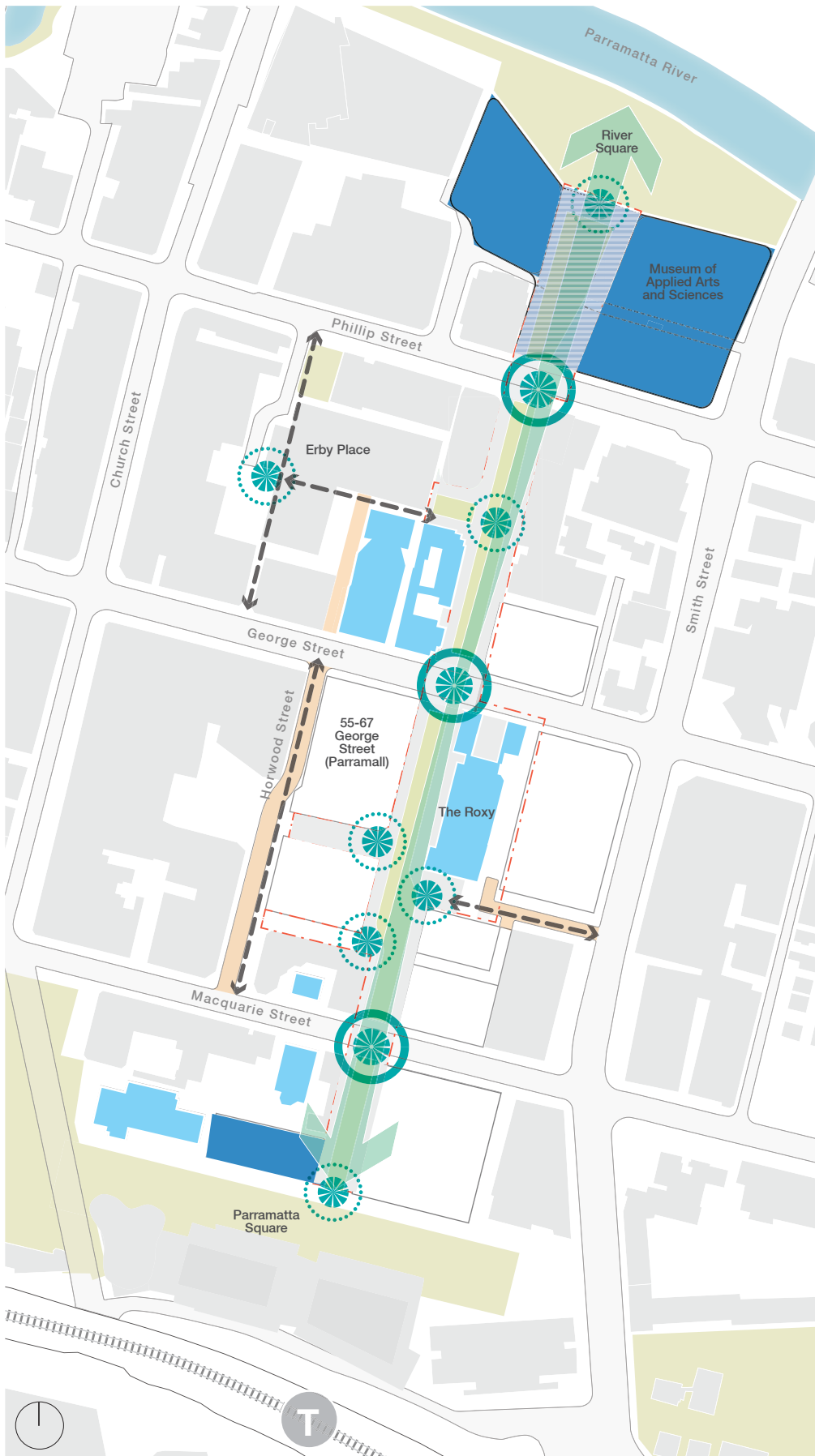


Figure 4.9.1 Legibility Strategy Plan



Gateway statements can become a highly 'instagram-able' moment



Distinctive wayfinding signage can help define the threshold and personality of a place



A continuous building alignment helps to create a legible street

Legend	
	Landmark buildings
	Civic Link Zone through MAAS
	Heritage items
	Primary decision points
	Secondary decision points
	Primary views and vistas
	Secondary vistas
	Site boundary

## 4.10 Landscape

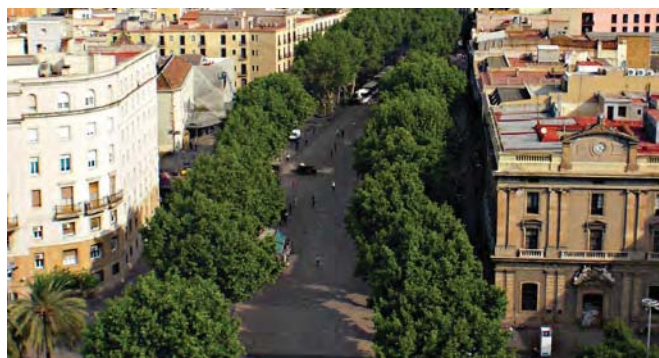
The Civic Link Landscape Strategy highlights key considerations for the next project phase, including the need to mitigate the heat island effect via increased tree canopy and planted surfaces, preservation of deep soil zones, and use of native species where possible.

### Deep soil zones & retained trees

- Preserve zones of deep soil along the Link and ensure that trees are able to be incorporated into the public domain in every block with soil volume in line with best practice
- Limit basement car parks underneath the Civic Link Green Spine
- Where basement car parks are unavoidable, ensure they allow for tree pits / utility corridors.
- Align new underground services with pedestrian paths / utility zones (not the central spine).

### Planting strategy

- Utilise avenue planting of a limited (possibly one) large canopy species palette to unify and strengthen the identity of the Link. Possible species based on horticultural and design considerations include:
  - *Flindersia australis*
  - *Lophostemon confertus*
  - *Podocarpus elatus*
  - *Syzygium australe*
  - *Waterhousia 'Green Avenue'*
- There is an opportunity to vary the planting palette by including a deciduous species at the 'heart' of the Link adjacent the Roxy and in the half block north of George street, to maximise solar access in winter and reinforce the civic nature of this zone.
- There is an opportunity to use endemic native species in understorey planting to reference the Cumberland plain woodland communities originally present in this area and contribute to biodiversity resilience of nearby vegetation
- Explore use of endemic pioneer species that typically colonise disturbed sites to help establish vegetation cover quickly within the Link
- Utilise an understorey planting palette that reinforces grain of link, helps to define spaces whilst maintaining passive surveillance view lines.



Avenue tree planting can define and unify a linear space



Existing *Platanus* on Horwood Ave to be retained



Endemic species such as *Acacia Parramattensis* evoke sense of place in City Play



South Lawn and Underground Car Park at the University of Melbourne, with reinforced concrete shells with parabolic profiles supported on short columns for lawn drainage and tree planting



Figure 4.10.1 Landscape Strategy Plan

## 4.11

# Public Art

The Civic Link presents a major opportunity to create a memorable and engaging destination by including and integrating multiple public artworks that inspire and tell the stories of people, place, past, present and future; and which reflect Parramatta's ambition to be a smart, progressive, culturally diverse and creative city.

### Artworks may:

- Explore themes that are significant for Parramatta's past, present and future
- Provide opportunities for interactivity and engagement
- Support local artists/craftspeople in Western Sydney
- Ensure that the Aboriginal and Torres Strait Islander community and elders are engaged with to ensure appropriate and respectful celebration and recording of historical and modern day aboriginal traditions
- Have multiple uses, such as bespoke furniture, play spaces, orientation and wayfinding roles.

### Possible themes:

Three evocative themes have been identified which can be seen to overlap and resonate together. These themes should generate proposals for a richly varied body of artworks, with the potential for dynamic evolution in the future. They are not fixed but rather provocations and points of departure for artists and designers.

### Gathering

Parramatta is associated with gathering. This could be understood in terms of the geological river valley or the histories of indigenous culture, of fresh and saltwater peoples. It might recall colonial events, barracks and blankets, the Governor's residence, produce and market sales, civic and town meetings. It may refer to the gathering of eels, the gathering of data about the city, knowledge through education, gathering for debates and ceremonies. Our history and future is made through the gathering of many threads, of wanderers of many cultures gathered to a common future, diversity and unity. A diaspora linked together. The Civic Link bares the city's threads: gathering, connecting, joining.

### Urban Rhythms

The origin of the City's grid of streets stems from Governor Phillip's idea that Parramatta should be the capital city of the colony. As a regional city its influence spreads across the mountains to the west and it was a vibrant and significant regional city. Later it was swamped by the ever-expanding sprawl of Sydney, and suburbanized. And now its urban leadership is again recognised as Sydney's "central city"; a powerful economy and seat of Government. It has been a town, a city and a municipality. It echoes the stages of civilization: agricultural centre, manufacturing centre and creative centre. The Civic Link is itself a key symbol of the city, linking Parramatta Square to the River, responding to the rhythm of growth and change; it swallows, and is swallowed; it connects and is intersected. Like the wider city, the history of the Civic Link is one of change.

### City Systems

The Civic Link can be understood as part of the a broader city system. There exists opportunities for artworks that collect and report real time data such as temperature, humidity, rainfall, dew point, wind speed, storm dangers, seismology, heat island effects, power usage and production, as well as expose systems and technology that are typically hidden below the surface or within the fabric of the surrounding buildings. This theme looks back to the ancient custodians of the land, and forward to a city and world transformed by climate and technological change. Artworks might chart people movements and dwell times, monitoring human movement and adjusting digital settings to its needs, expose the systems that channel water below the surface, monitoring the weather and adjusting to human needs, responding to the seasons, and rhythms of life in the city.

Faces of Parramatta



River sculpture that mists to cool the environment



Traditional artworks representing the myriad of different cultures in Western Sydney



'Triumph'  
Stories of Triumph and healing despite adversity - reflecting the stories of Aboriginal and Migrant communities



Embracing Challenges



Outdoor thermometer for different places in the city



'Healing'

Woven stories from the past



Revealing Systems



Educational

Integrated stories into the public realm



Exaggerating Systems



Dedicated art walls



The origin of the city



## 4.12

# Heritage Interpretation Strategy

The Civic Link presents a major opportunity to embed the rich and diverse stories of Parramatta into the public domain. The City of Parramatta has a commitment to site-specific, collaboratively developed heritage interpretation which will create meaningful connections for locals and visitors. There are many different ways to interpret including guided walks, public programs, public furniture, installations, signs, brochures and electronic media. Many more are in preparation. The Heritage Strategy should consider:

- Opportunities for interpretive public artworks, furniture, signage and interventions;
- Engaging with local artists and makers;
- Collaborating and empowering Aboriginal and Torres Strait Islander stakeholders and communities to ensure appropriate and respectful representation of culture and Country; and
- Themes that are significant for Parramatta's past, present and future, as outlined below.

### Potential Interpretive Themes:

**Darug Country:** Darug People are inextricably entwined. Country always provides for people and people manage Country. This relationship endures, in spite of many obstacles. Connections are celebrated, stories shared and seasonal rhythms observed.

**Landscape of stories** embraces Parramatta's river, its tributaries and tides, its valley and surrounding swamps, with their abundant and diverse plants, animals and soils. They are the reason people have gathered here for hundreds of generations, and continue to do so. The landscape and environment are fundamental to the evolution of this place.

**Waves of People** have made Parramatta their home over thousands of years. In the last few centuries, people from all over the world have settled in Parramatta and influenced the growing city. Aboriginal people from across Australia came to Parramatta, there were waves of convicts and colonialists, then migrants and displaced peoples – each had their own future to create.

**Gathering Place** for all time, Parramatta encourages all kinds of people to come together, to work, to learn, to trade, to create, to worship, and to build a nation and, of course, to face challenges together. People have gathered here for centuries and continue to do so, the landscape is fundamental to the evolution of this place.

**Fertile Ground** in so many ways, Parramatta provides its residents and visitors with a rich and varied experience of culture, ideas and food. Darug, settlers, convicts and newcomers, from all corners of the world, can still enjoy the benefits. It hasn't always been easy, but Parramatta remains fertile ground for many.

**Experiment, Enterprise, Governance:** in each of these activities, Parramatta's growth has been extensive. It is built on new ideas and opportunity. Each innovation reflects the needs of its time. Parramatta has incubated new concepts and inventions: some fundamental to its existence, most well-intentioned, but some less successful, even detrimental.



Subway Map by Franciose Schein



Pitt Street Mall, by Tony Caro Architects



'River Bend' Mosaic artwork by Julie Sperling

## 4.13

# Solar Access

Good solar access is a key contributor to the quality, activation and amenity of public spaces, particularly during winter, whilst shade is important in summer and managing its comfort and usability.

Careful consideration and management of solar access to key gathering and activation spaces along the Civic Link will ensure use throughout the year, regardless of the temperature or weather conditions. There should always be a space for people to meet and spend time in comfort and protection.

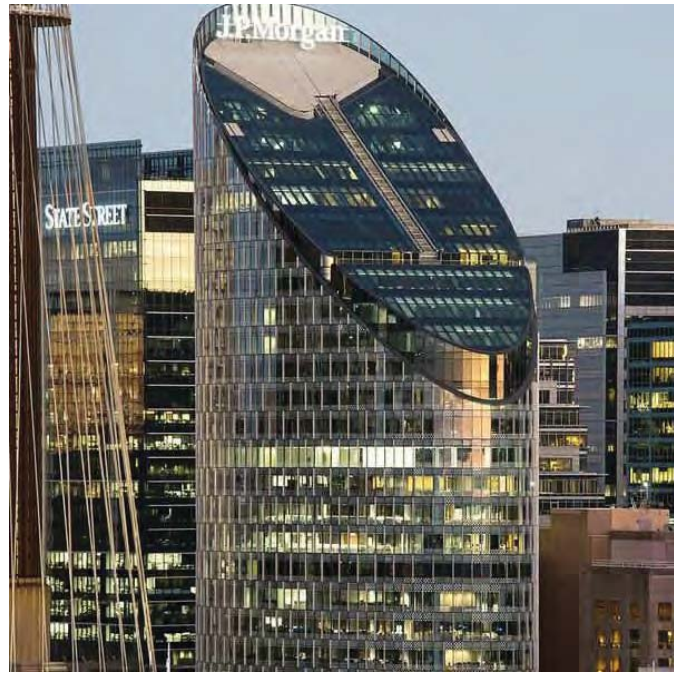
For this to occur the scale, form and orientation of development along the Civic Link, including those in adjoining city blocks, must consider and respect any potential impacts on the solar access to this newly formed public space. Where impacts may occur mitigation and management initiatives should be proposed by the land-owner that places the quality of the Civic Link as a key priority.

### Key Objectives for solar access to the Civic Link

- Maximise solar access to the Link and the forecourt of the Roxy Theatre
- Minimise cumulative overshadowing of the Civic Link between 11am-1pm on the winter solstice
- Locate turfed and seating areas in places with good solar access
- Provide a two storey street wall along the Link to maximise solar access between 11am and 1pm.

### Shade and shelter

- Ensure deciduous tree species are planted in these areas to allow sun through in winter
- Investigate the provision of shade structures and weather protection for small gathering spaces within the green spine
- Improve pedestrian comfort through the provision of awnings in accordance with 4.6 Built form Strategy.



Chamfer building form to allow solar access to key public spaces



The Roxy Theatre, bathed in Sunlight



People enjoying the sun

## 4.14

# Water and Flood Response

The Civic Link Water and Flood Response Strategy promotes both the enjoyment and management of water during the day to day and peak flood events.

### Visibility and symbolic connection

- Investigate design moves that interplay with WSUD gardens to reveal natural and ephemeral water systems and counterbalance the controlled expression of water found elsewhere in the CBD
- Celebrate the historic and cultural significance of Parramatta River.

### Water sensitive urban design

- Deliver WSUD gardens along the central green spine of the Link where practicable, with intent to treat local runoff from the site
- Explore opportunities for rain gardens and public spaces to act as temporary water detention basins in flood events
- Select species that can be planted in WSUD gardens to utilise rain water for irrigation and reduce demand for irrigation.

### Emergency Flood Evacuation

- There is an opportunity for the Civic Link to provide an intuitive evacuation route in a flood emergency and spatially allows for evacuation of large volumes of people
- Investigate the role of the Civic Link as part of a city wide flood emergency plan that could incorporate digital technology such as warning beacons, audible alarms and updates, lighting up of evacuation routes at night.



Biofiltration at Adelaide Botanic Gardens



Celebration of water through design moves and public art, Balfour Street Chippendale

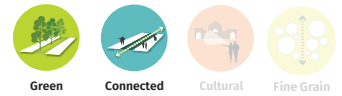


Ephemeral water feature, Indianapolis, Indiana



Rain activated street art, Seattle

## 4.15 Utility and Infrastructure



The Utility and Infrastructure Strategy focuses on opportunities to coordinate the delivery of the project with Council's ambition to plan infrastructure augmentation ahead of future development by identifying future proofing service requirements such as recycled water and thermal energy supply, as well as options for establishing multi-service corridors.

### Energy and water infrastructure

- Investigate options to use the delivery of the Civic Link as an opportunity to provide new multi-service trenches under the pathways
- Investigate opportunities to provide two combined energy and water recycling plants in future buildings at Horwood and Erby Place.

### Mitigating the urban heat island effect

- Consider the concept of the green spine (that is, canopy cover) from the public domain to the walls and roofs of adjacent properties.
- Investigate the potential for this infrastructure to irrigate green walls along the Link
- Explore opportunities to offer incentives to property owners along the Link to retrofit their buildings with green walls and/or roofs
- Undertake a micro climatic assessment of the Link to further inform built form, landscape and water management designs solutions.

### Water sensitive urban design

- See 4.14 Water and Flood Response Strategy



Tri generation energy plant



Purple pipes - recycled water



Central Park's green wall, Chippendale Sydney

