



# Conceptual Master Plan

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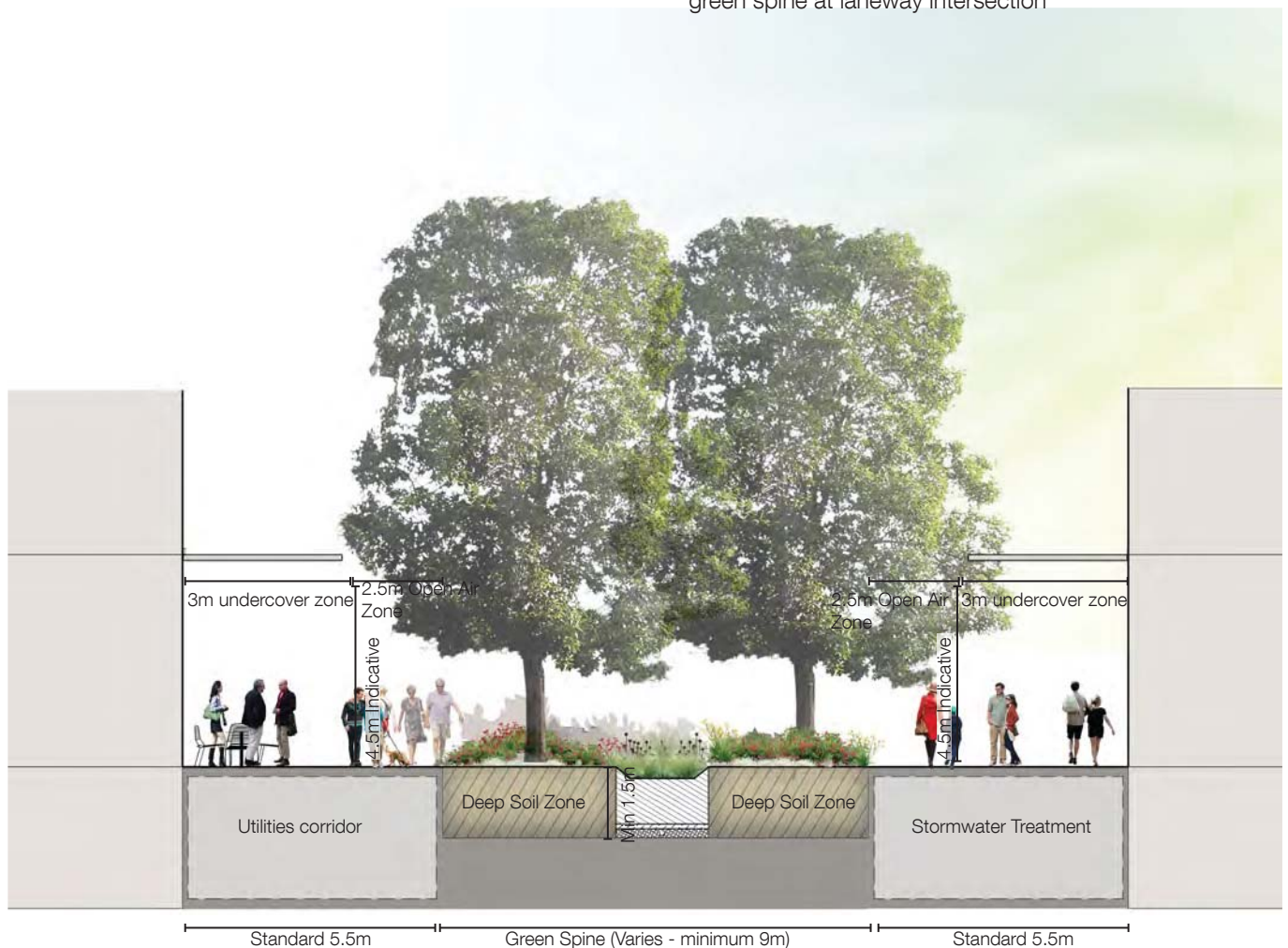
## 5.1 The Alignment Plan

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.

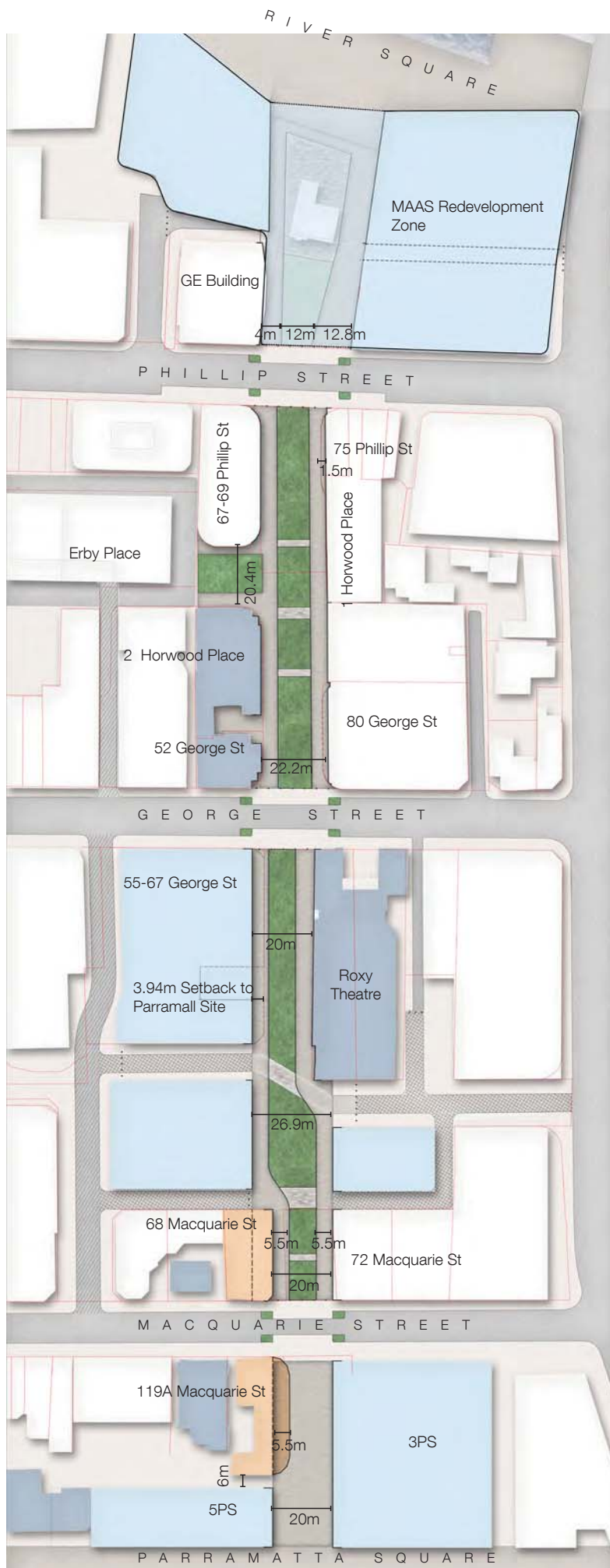
The Alignment Plan (opposite) sets the spatial framework for the key urban and landscape components to be achieved by the Civic Link. It can be read as a summary of the key moves arising from the strategies section.

The critical aspects of the Alignment Plan are:

- Movement paths: Provide a minimum 5.5 m pathway on either side of the Link to allow for estimated pedestrian and cycle volumes, as well as emergency vehicle access to the Link
- Green Spine: Create a permanent landscape element in the centre of the public domain corridor that maximises space for planting and flexible community and cultural uses
- Building Alignment: Achieve a consistent building alignment and a minimum width of 20m along the length of the Link. This alignment allows for continuous view corridors through the Link and improves legibility and wayfinding.
- Circulation and connections: Limit east-west service vehicle movement across the Link. Facilitate pedestrian movement at street intersections with signalisation and planted blisters. Allow for pedestrian movement across green spine at laneway intersection



Typical Section 1:150 @A4



Alignment Plan

Legend	
	Green spine
	Potential for future change
	Under consideration for redevelopment. Footprints indicative only
	Heritage building
	Existing building line where future setback is proposed
	Building over
	Kerb line under
	Existing and proposed servicing zone
	Proposed shared zone
	Cadastral Boundary
	Possible removable bollards (indicative)



## 5.2 Unifying Elements

The success of the Civic Link as a multi-functional public space relies, in part, on a considered approach to public domain elements that give the Link a strong character and identity.

Elements of landscape, paving, signage, street furniture and lighting should be part of a considered design approach to reinforce the Link as a green, cultural and fine grain space that offers more than a simple movement corridor.

### Surface treatments

- Ensure that the pedestrian paths of Macquarie, George and Phillip Streets continue across the Civic Link at intersections
- Explore opportunities to deliver a bespoke paving treatment along the Link, that is visually distinctive to the surface treatment of CBD streets
- Investigate the possibility of applying a complementary road surface treatment at Macquarie, George and Phillip Streets at the junction with the Link.

### Lighting

- Utilise the verticality and visibility of light poles to create a continuous feature along the entire length of the Link
- Lighting has the opportunity to both increase safety and interest
- Respond to heritage elements and block character

### Street Furniture

- Explore opportunities to deliver a bespoke suite of furniture for the Link, including seats, bins, bike racks, water bubblers, bollards and tree pits.

### Landscape

- Deliver a sense of continuity along the Link through the choice of tree species as well as location of planting
- Contain landscape elements and trees to within the green spine

### Tree Planting

- Criteria for selection of tree species that includes:
  - Consistent habit and form for visual continuity along the length of the Link
  - Large, civic scaled tree with clear trunk and high branching habit to maintain view lines
  - Distinct character, design quality in habit, vegetation or bark or seasonal interest that may contribute to place identity and recognisability of space
  - Suitability to varying microclimate along the length of the Link



Paving pattern



Light poles as a vertical unifying element



Bespoke tree pits



Iconic suite of furniture

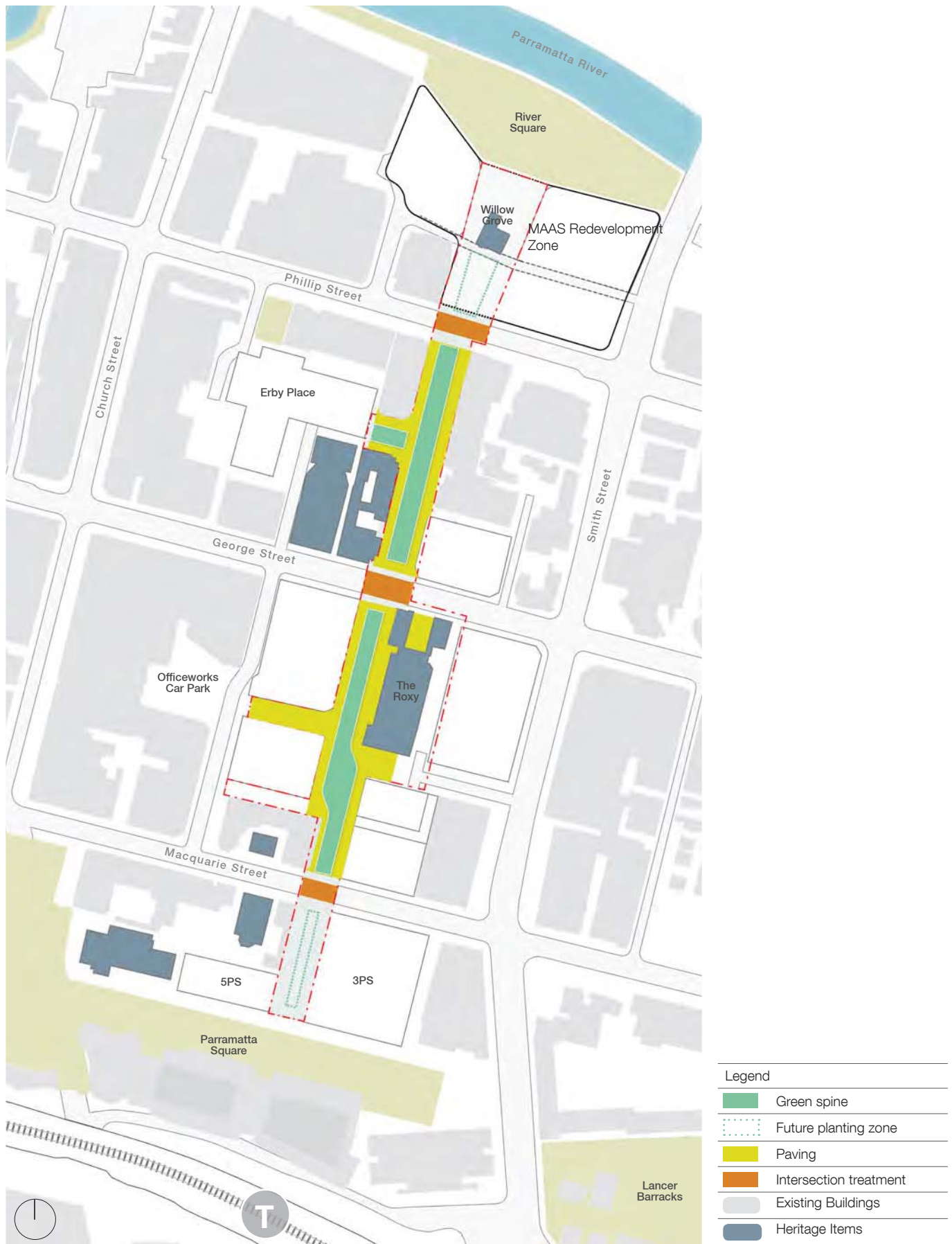
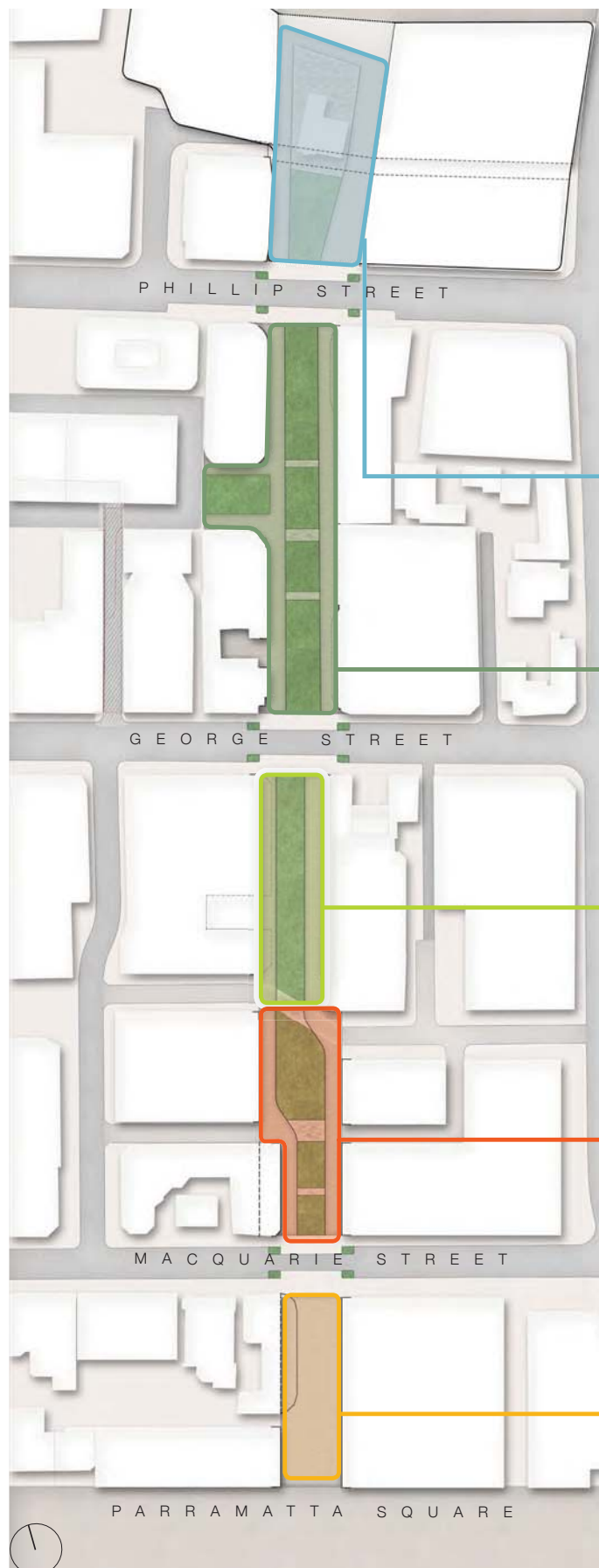


Figure 5.2.1 Unifying Elements Strategy Plan

## 5.3

# Conceptual Master Plan - Future Character



### Reading the Conceptual Masterplan

The conceptual masterplan is intended to help communicate the types of design moves that may arise in the next stage of design development in line with the strategies in the previous section of this report. It is not a fixed design, but to be read in conjunction with the strategies to support their interpretation and application.

The conceptual masterplan is presented block by block, reflecting the influence of the surrounding character and uses on the proposed character and program.

#### River Link:

*Critical connection between the Civic Link and River Precinct, incorporating Willow Grove and its landscape setting, and the forecourt and entrance of MAAS.*

#### City Play:

*A place of play and recreation for families and visitors alike.*

#### City Stage:

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

#### Smart Hub:

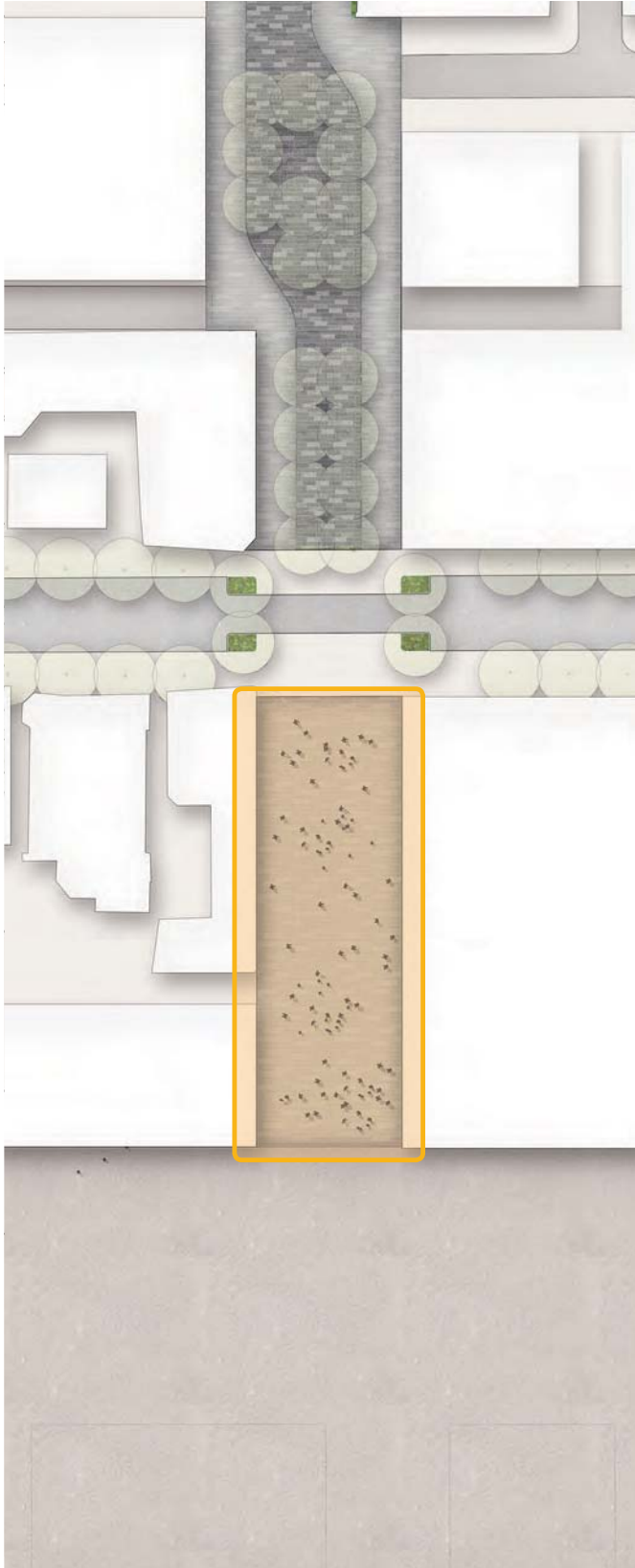
*A flexible place to meet, work, share and learn*

#### Square On

*A place of arrival and departure from the Civic Link. To be delivered in conjunction with Parramatta Square public domain works*

## 5.4

# Square On: Civic Link at Parramatta Square



Civic Place 1:1000 @ A4

### Future Character:

*A place of arrival and departure from the Civic Link*

Whilst the 'Square On' block is formally to be delivered as part of the Parramatta Square public domain upgrades, it is an important transition between Parramatta Square and Civic Link. The transition role of the space creates a strong rationale for both referencing the materiality of the square, whilst also carrying through unifying elements of the Link.

### Design Ideas:

- 'Square On' will connect the future light rail stop on Macquarie street with Parramatta Square and the Heavy Rail transport interchange. It must respond to large pedestrian volumes of peak commuter hours
- Utilise the same tree palette as the Link to create continuity in spatial and visual amenity of trees
- Achieve synergies between the materiality of the Square and Link. This may occur through drawing on the materiality of the square whilst differentiating the palette or finishes sufficiently to define the space as part of the Link

## 5.5 Smart Hub

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





## 5.5 Smart Hub



Smart Hub - Illustrative Master Plan (indicative only) 1:2500 @ A4

### Character:

*A flexible place to meet, share and learn*

The 'Smart Hub' responds to the potential for future A-grade commercial buildings being realised within the Horwood place block, as well as the newly opened nearby UWS business campus and the increasing number of knowledge workers in the CBD. It is based around flexible and dynamic spaces that accommodate changing activities and users and incorporate the city's smart strategy

### Design Ideas:

- Communal garden rooms with flexible furniture facilitate meeting and knowledge sharing
- Public seating integrated with planting and landscape features offer a cool respite from summer heat
- Public communal benches and tables complement food and beverage spill out
- Ping-pong tables and water misting station introduce play and delight
- Large communal tables facilitate outdoor meeting with spaces for one or many



Section A

Continuous WSUD treatment in centre planting zone

Ping pong and water misting poles introduce play and delight



Outdoor meeting table with power outlets



Garden rooms with sittable edges



Bespoke furniture palette with unique identity



Public communal benches and tables complement F+B spill out

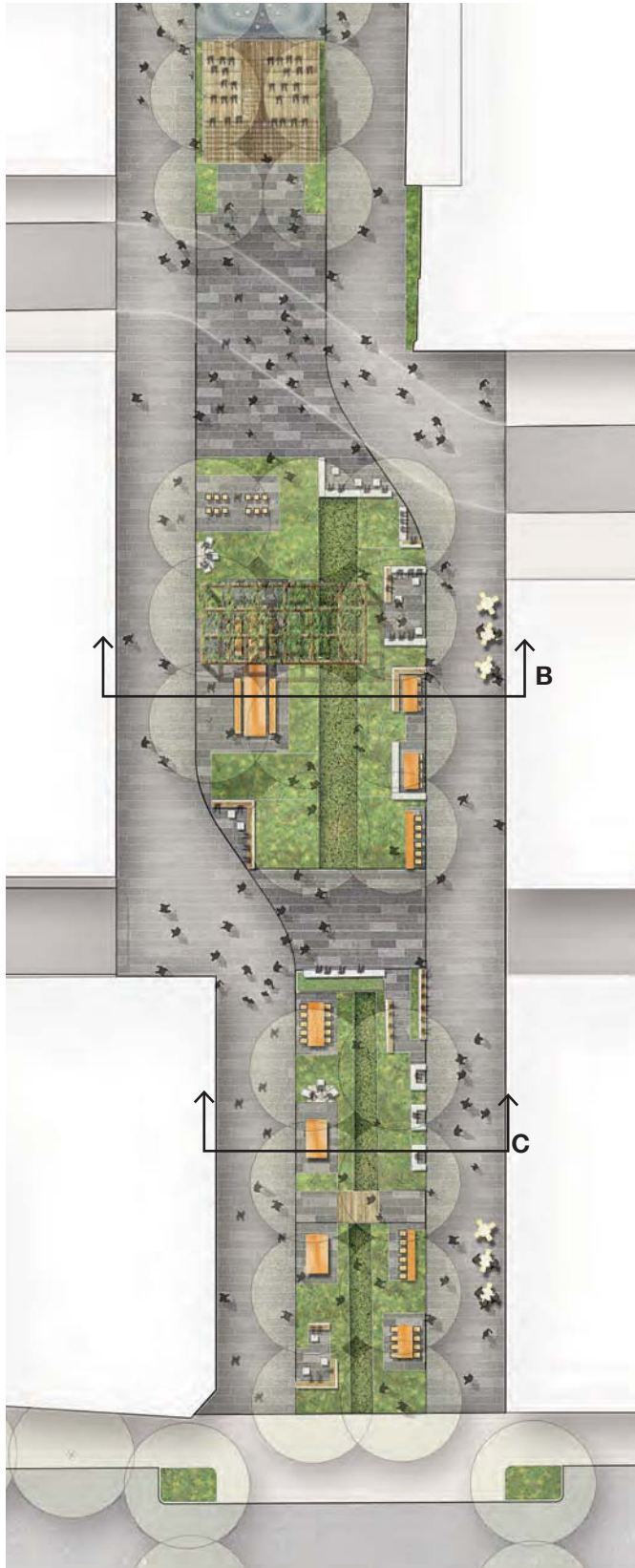


Raised planters with integrated sittable edges provide seating that does not make the space look empty when no one is using it

Pocket plaza where laneway meets Link for small events

Large communal tables facilitate outdoor meeting with spaces for one or many

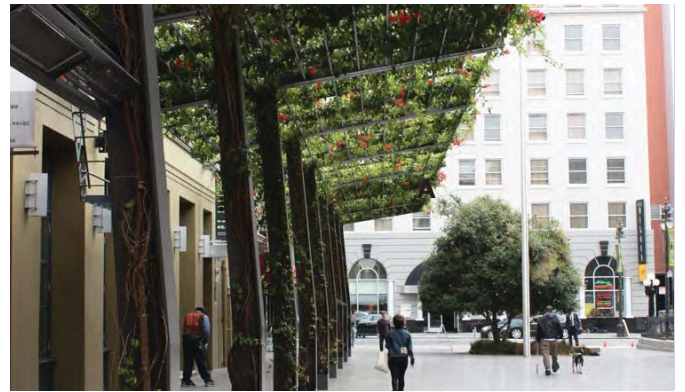
## 5.5 Smart Hub



Smart Hub - Illustrative Master Plan (indicative only) 1:500 @ A4



Opportunities for moments of play and delight



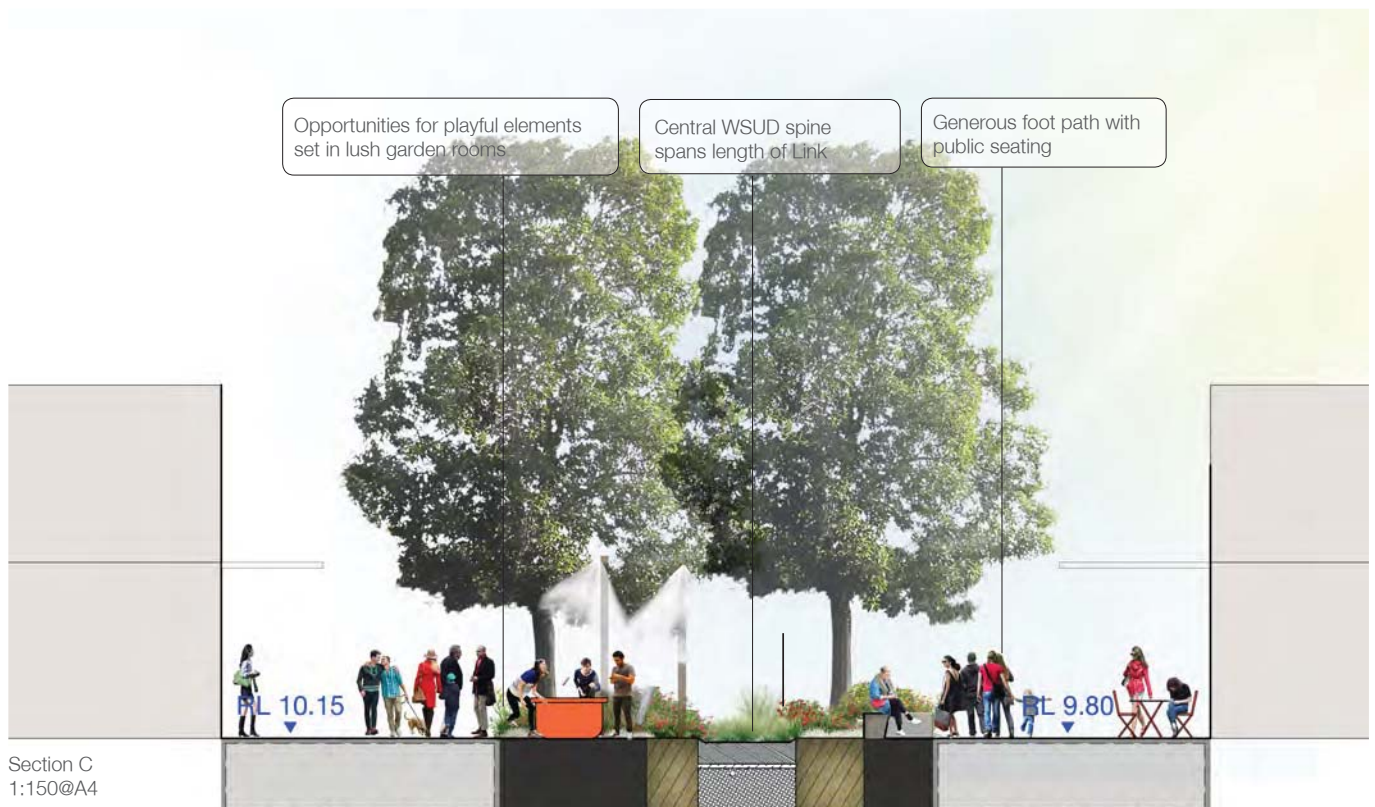
Green infrastructure elements



Low planting to dining zone



Park-like outdoor dining experience



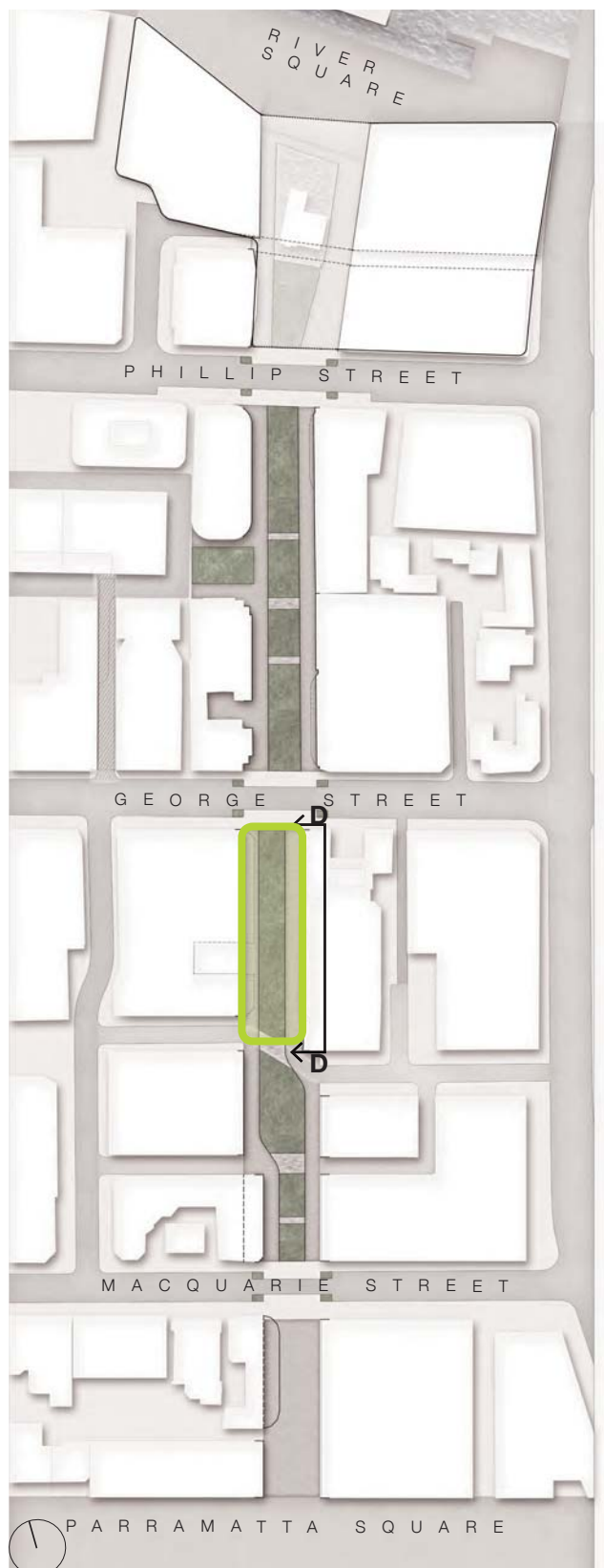
## 5.6 The City Stage

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





## 5.6 The City Stage



Smart Hub - Illustrative Master Plan (indicative only) 1:2500 @ A4

### Future Character:

*Central civic and social heart of the Link, with potential to support temporary and major cultural attractor and events.*

The “City Stage” will be the civic and cultural heart of the Link, building on its proximity to the Roxy theatre, favourable solar access and location at the Link’s geographic centre. The flexibility of the space will support cultural attractors and events at scales that complement the larger event spaces at Parramatta and River Squares.

### Design Ideas:

- Flexible plaza space suited to small markets, performances and capacity for film projection on Roxy Facade
- Tiered seating in the central spine to facilitate informal and organised performances
- Raised turf with timber decking edge to maximise benefit of the sunny spot
- 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
- Integrated water play element provides respite from summer heat whilst maintaining flexibility for events.



Section D

Flexible performance and event space for up to 700 people. Capacity for markets, film screenings and vivid projections on Roxy facade



Bleacher seating for everyday and events



Flexible event and market space



Integrated water feature



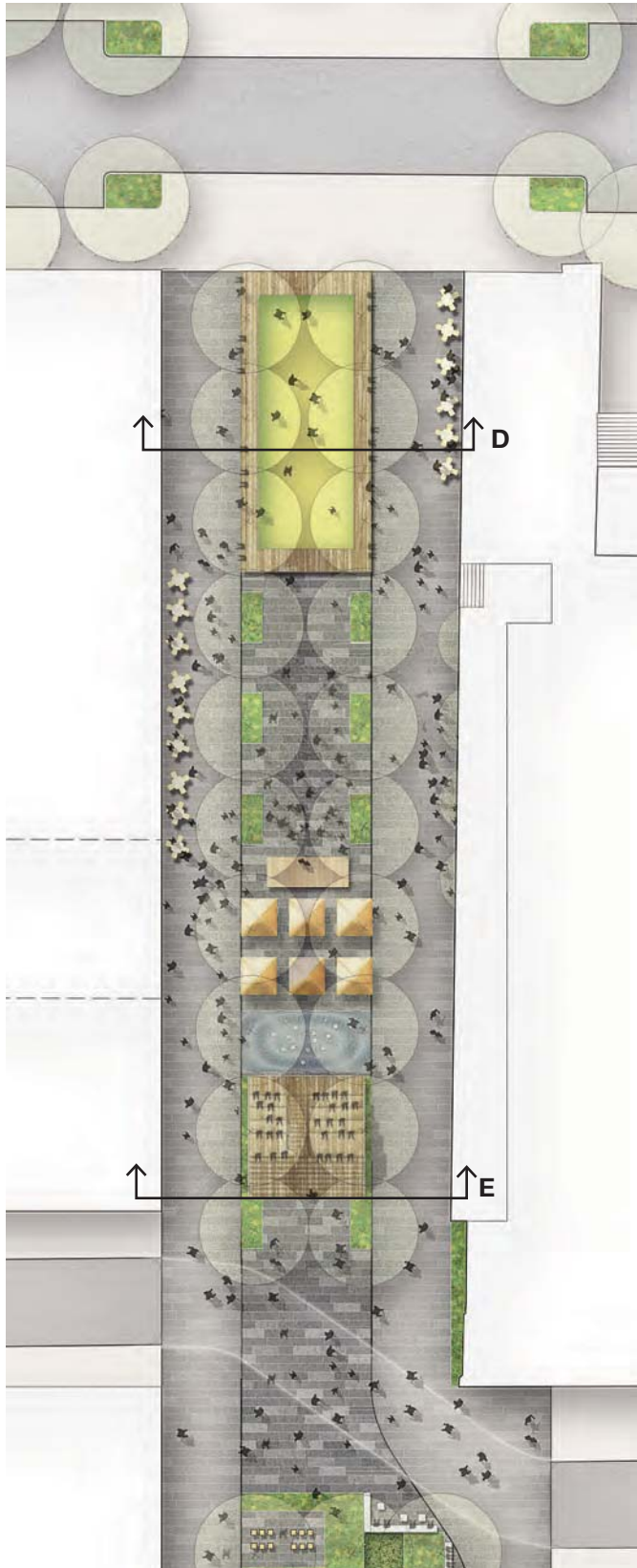
Flexible event and market space



Central, civic heart of the Link defined by generous avenue of deciduous trees with lush underplanting and seating

Raised turf with timber decking edge to maximise benefit of winter solar 'hot-spot'

## 5.6 The City Stage



The City Stage- Illustrative Master Plan (indicative only) 1:500 @ A4



Dynamic seating edge to raised turf



Integrated water play



Generous pedestrian circulation zone



Tree planting reinforce 'civic' quality of the Link's heart



## 5.7 City Play

*'A place of play and recreation for families and visitors alike.'*





## 5.7 City Play



City Play - Illustrative Master Plan (indicative only) 1:2500 @ A4

### Character:

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

City Play responds to the need for green spaces that accommodate the diversity of people living and working around the Link and their varying pursuits. A series of green rooms offers opportunities for play, recreation and relaxation for users of all ages.



Section F

Generous green room defined by lush, planted edges. Turf for active or quiet enjoyment.

### Design Ideas:

- Generous green rooms with variety of treatments for flexibility for active and passive recreation
- Planted edges create intimacy and encourage users to slow down
- ‘Smart’ children’s playground supports uptake of city’s smart strategy for all age groups
- Investigate opportunity to connect to the stories of surrounding heritage buildings, archaeology and places.



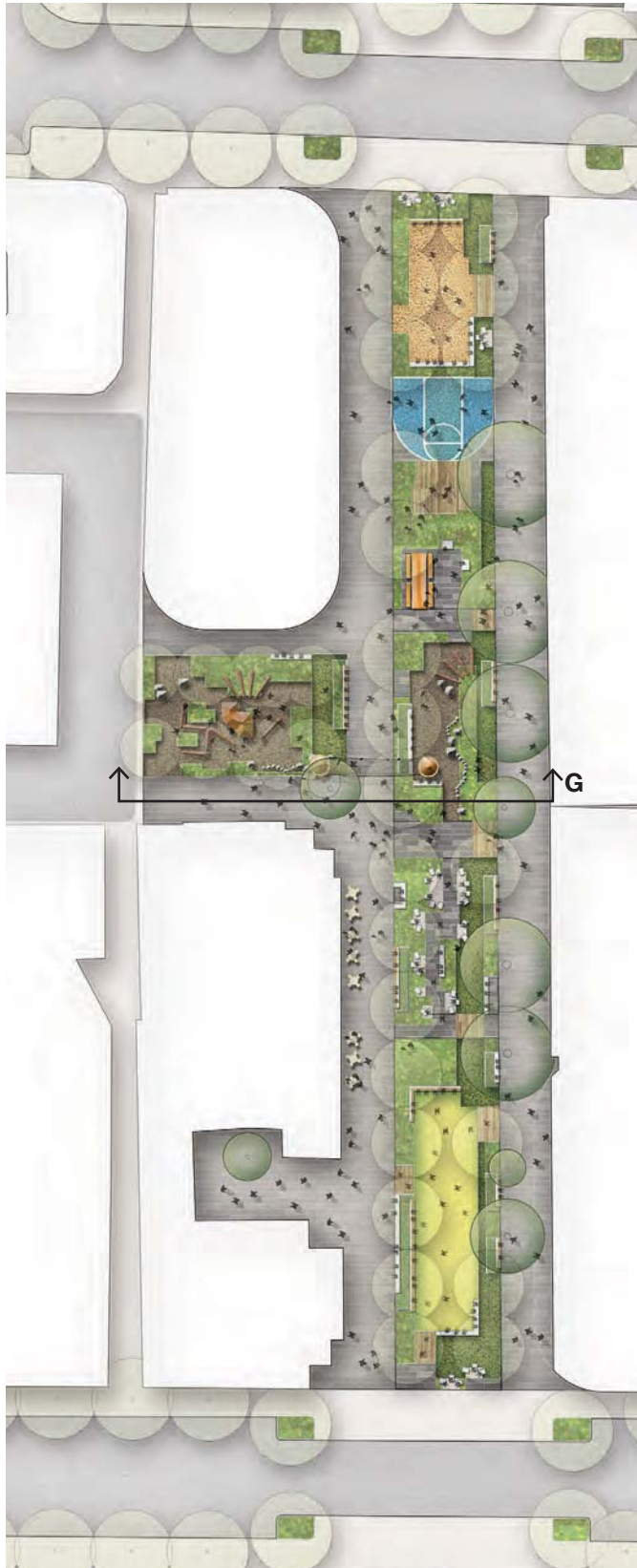
Children's 'Smart' playground with dense planting, and natural elements to engage young people with nature



Flexible garden room with timber deck + multi purpose sport surface

Generous garden room for potential recreation or community program focus

## 5.7 City Play



City Play - Illustrative Master Plan (indicative only) 1:750 @ A4



Section G  
1:200 @ A4

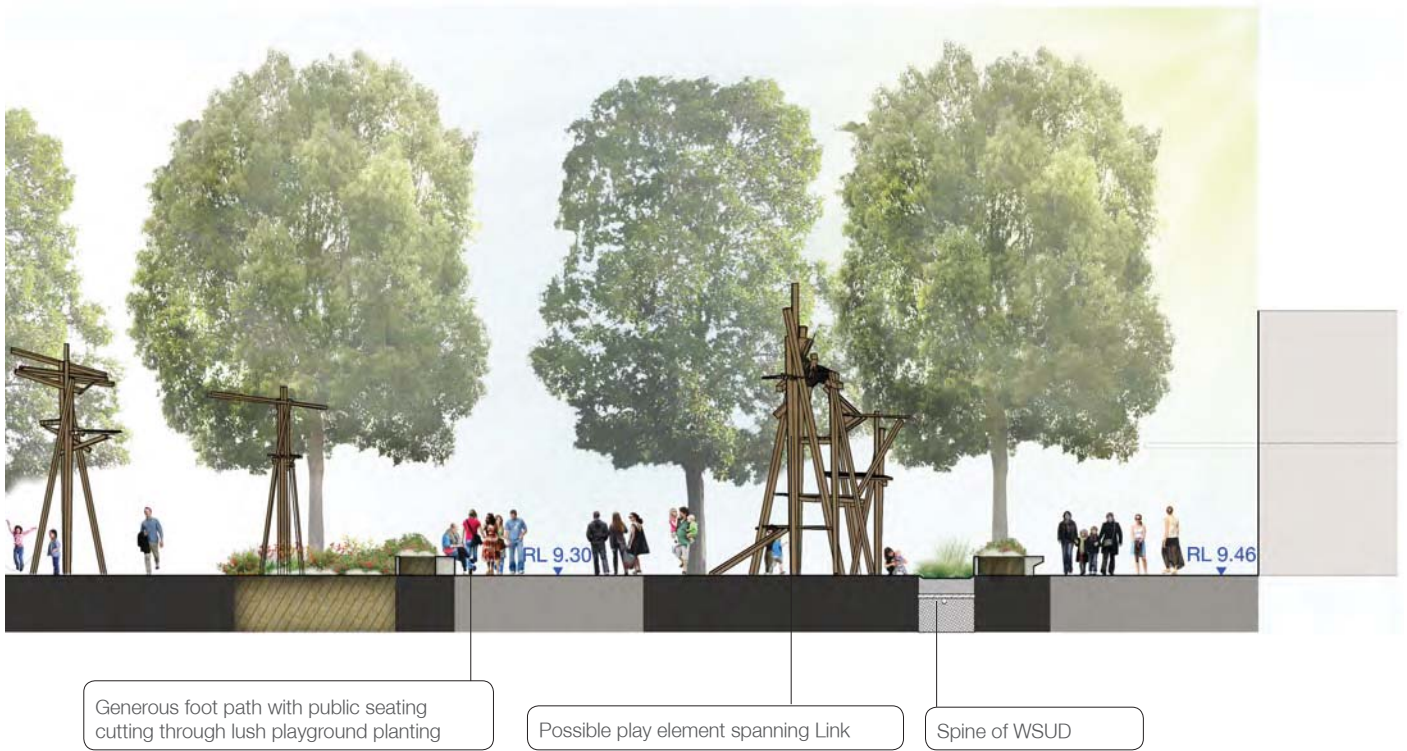
Opportunities for nature  
based play



Planting creates park 'rooms'



Low planting defines spaces while maintaining view lines



Children's playground



Opportunities for people watching

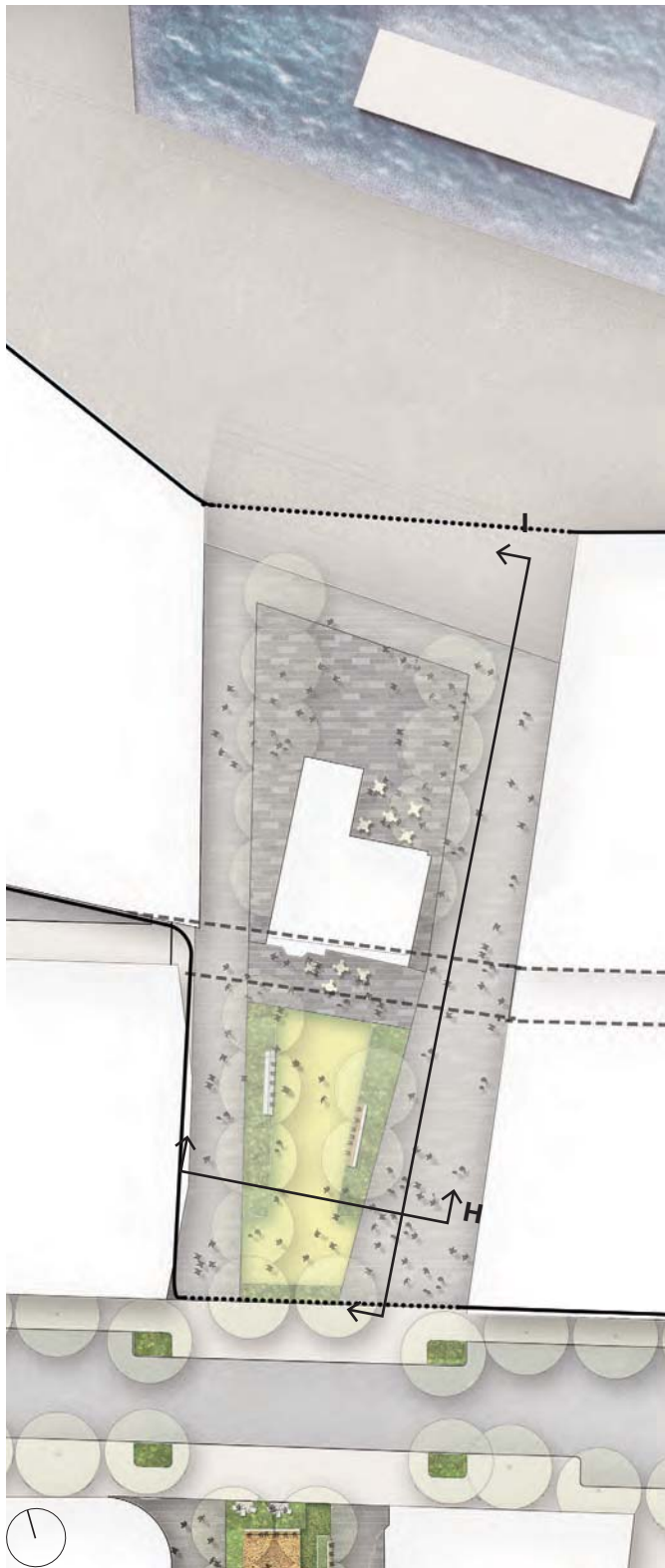


WSUD spine through planted zone



Outdoor rooms provide opportunity for community engagement

## 5.8 River Link



River Link - Illustrative Master Plan (indicative only) 1:750 @ A4

### Character

*Critical connection between the Civic Link and River Precinct, incorporating Willow Grove and its landscape setting, and the forecourt and entrance of MAAS.*

The River Link block represents a critical connection between the Link and the proposed major event space at River Square, through the proposed Museum of Applied Arts and Sciences. Design responses should look to integrate Willow Grove and its landscape setting with the forecourt, and entrance of MAAS. Views to the river are to be framed and celebrated by a generous public space that can accommodate major events and celebrations. As with 'Square On', the role of River Link as a gateway and transition zone should be reflected in materiality and palette choices.



Section I

Revitalisation of heritage garden and program of temporary overlays

### Design Ideas:

- Create a seamless transition between the Civic Link and River Precinct, reinforced by expanded vistas and connections
- Integrating the setting of Willow Grove with the forecourt and activated frontages of MAAS
- Celebrate the cultural significance of MAAS with a generous landscape setting and visibility from key vantage points within and entering the CBD
- 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
- Open lawn zones for relaxing and reclining, in the sun (winter) and shade (summer)



Adaptive reuse of the heritage building with F+B spillout



Capacity for temporary activation



Capacity for informal event space and adaptive reuse of building.

## 5.8 River Link



Willow Grove heritage fence to Phillip Street



Willow Grove Heritage Building and Garden



# Public Exhibition

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# 6.1 Public Exhibition

## Background

The draft Civic Link Framework Plan was exhibited for four weeks from 10 April until 8 May 2017. It was co-exhibited with seven other plans and strategies in order to maximise exposure and avoid any consultation fatigue or confusion.

The exhibition was notified in the local papers, on Council's website, as a targeted promotion on social and digital media, and through a staged media strategy that focused on different plans each week. 204 letters were sent to local landowners. Three public drop-in sessions were held on 21 April, 22 April and 29 April at Parramatta Town Hall, where over 500 people attended and engaged with the material.

The draft Civic Link Framework Plan was promoted to the media alongside the draft Charles Street Square Strategy and attracted an estimated editorial publicity value of over \$250,000, reaching an estimated audience of 1.4 million people.

## Submissions

During the public exhibition period of the draft Civic Link Framework Plan, Council received a total of 32 formal submissions and 62 comments at the drop-in sessions. Formal submissions include:

- 27 from owners and community members of the Parramatta Mission of the Uniting Church
- 2 submissions from government agencies involved in development of the New Museum of Applied Arts and Sciences (MAAS)
- 1 from representative of the owners of the Roxy Theatre
- 2 from local residents.



Figure 6.1-6.4 Public Exhibition, Centenary Square, April 2017

## Consultation Feedback

Following a review of the submissions made during the consultation period a number of important issues, insightful observations, exciting proposals were identified. Many of these can be addressed in the future stages of the Civic Link's implementation, which places emphasis on the Council's on-going engagement and communication with the community, and those land-owners directly impacted by the project.

The points noted below are not meant to be an exhaustive summary of the feedback received. Where possible the comments have been grouped and summarised around a common theme, idea or recommendation.

- Parramatta's **heritage** is crucial and should be both retained and celebrated
- The quality of buildings and their architectural design should be **'world class'** - this is the case for the entire CBD, not just the Civic Link
- The Civic Link should feel **uniquely 'Parramatta'**, and not a replica of a European boulevard or public space
- Integration with the **Parramatta Light Rail**, including signage and wayfinding that connects pedestrians with the various destinations and attractions located along the Civic Link (Roxy, MAAS, Riverbank)
- **Roxy Theatre** must be retained and reinvigorated to provide a cultural function. Any development proposals should respect the heritage curtilage and maximise solar access to its forecourt
- The proposed **MAAS** will be an iconic destinations and should feature an activated ground plane that supports pedestrian movement between the Civic Link and Riverbank
- Provide spaces and activities along the Civic Link that cater to a range of ages and community groups, which are free and accessible through the day and evening
- Ensure the **safety** of pedestrians travelling along the Civic Link by signalising crossings with Phillip, George and Macquarie Streets
- Cater to **cyclists** that wish to access buildings along the Civic Link or use a slower route through the city, in a manner that prioritises pedestrians and their safety
- Increase the number of **trees in the heart** of the CBD, to provide weather protection, and green liveable streets
- **Flexible spaces** that can accommodate a range of uses and activities, including markets, music and cultural events
- **Temporary activities and pop-ups**, which may help activate the Civic Link as the various stages are delivered
- Conceptually, the Civic Link could **extend south** through Parramatta Square to the station, and beyond to Jubilee Park, providing important connectivity and public space through the heart of the CBD
- Provide more places for kids in the CBD
- Support for more pedestrian spaces in the CBD and a strong link between Riverbank and the train station
- Council to continue **engagement** with land-owners throughout the study area, particularly those that are impacted by proposed building setbacks required to deliver the Civic Link
- Keep the community **up to date** with the progression of the Civic Link Framework, including programming of works to implement
- Investigate the **renaming** of the Civic Link - one suggestion 'River Link'
- Investigate the potential for **incubator and creative spaces** along the Civic Link to reinforce the Civic Link's role as a community-focused and cultural spine of the city
- Accommodate the Parramatta Artists Studio, currently located at No. 68 Macquarie Street, in a future building along the Civic Link
- As part of **future stages**, provide a number of supporting studies that maximise the impact of the Civic Link, including a Lighting Strategy, Social Infrastructure overlay, Night Time Economy program, to name a few.

## Next Steps

The public consultation highlighted the importance of ongoing collaboration with the key stakeholders and the community throughout future design development of the Civic Link. As a result of public exhibition, several recommendations have been included in this Framework Plan including:

- Work together with local landowners and key stakeholders to achieve integrated outcomes for the Civic Link;
- Further investigation into the role of the Civic Link in the city's night time economy, and how existing cultural activities can be retained and expanded over time;
- Undertake further community engagement to rename the Civic Link and to test proposed public domain elements in order to inform future design; and
- Undertake a research and engagement project to better understand stakeholder requirements for incubator and creative spaces, and how to implement and embed these into the development of the Civic Link.





# Recommendations + Next Steps

# 7.1

## Recommendations and Next Steps

### Overview

Delivering a significant piece of public infrastructure, such as the Civic Link, through the heart of a CBD is a complex undertaking and requires city wide coordination.

This Framework Plan clearly articulates the project aspiration and potential for the Civic Link to transform the city, however a number of issues have emerged that are beyond the scope of this piece of work.

The following pages identify recommendations regarding future work required to inform the delivery of the Civic Link project.

### Recommendations

#### Planning and Design

- Review and update the LEP, DCP to reflect the intent and principles of the movement, built form, public domain and infrastructure guidelines, including;
  - Solar access controls
  - Building alignments
  - Pedestrian movement corridors and their location
- Prepare public domain palette including design of unifying elements. This should include; materials and finishes, planting palette, furniture etc.
- Engage a lighting consultant to develop a lighting strategy that creates a safe night time environment as well as adds to the experience and interest of the place
- Undertake detailed design of each segment of the Link
- Undertake options for reconfiguring Erby Place (Eat Street) Car Park to support service access to adjacent properties and enable construction of the City Play section of the Link.

#### Universal Access and Safety

- Undertake a specialist Crime Prevention Through Environmental Design (CPTED) review of the design plans to ensure the design is supportive of safety
- Undertake a specialist universal design review of the Civic Link to ensure the design is inclusive for people of all abilities
- Embed recommendations into future design work.

#### Stakeholder & Community Engagement

- Undertake consultation to better understand the impacts, challenges and opportunities of realising the Civic Link from local business, stakeholders and landowners perspectives.
- Undertake more focused engagement with local business and landowners prior to the detailed design of each of the blocks.
- Work together with landowners for resolution of servicing and access.

#### Place Making

- Consider pilot place making projects which begin to activate parts of the Link prior to delivery
- Develop a long term social and cultural events calendar that will draw people to the Link and activate it throughout different times of day and throughout the year
- Develop a night time culture and events activation program.

#### Economy and Leasing

- Complete a retail strategy for the Parramatta CBD to identify the character and hierarchy of shopping precincts, as well as the projected capacity for retail floorspace
- Embrace the opportunity that Council has to drive the brand and success of the Smart Hub by attracting and securing key anchor tenants in new buildings at Horwood Place
- Undertake research to better understand the range of requirements for incubator and creative spaces, ensuring that a certain percent of floor space (including ground floor) is allocated to these uses within the Smart Hub precinct.

#### Utilities

- Engage a specialist environmental engineer and / or landscape architect to develop a cutting edge design strategy for storm water planning and management in the Civic Link public realm, which tests new methods and technologies
- Further investigate the opportunity and logistics of delivering new energy and waste infrastructure, including a dedicated services corridor, along the alignment of the Link at the time of its construction.

## Next Steps

### Micro Climate

- Undertake a microclimate study to develop a better understanding of the micro climatic conditions and design responses that will assist to deliver human thermal comfort requirements for users within the Civic Link.

### Flooding

- Consider role of the Civic Link landscape and built form in flood emergency evacuation and implications of this (e.g. lighting, signage) for design of public domain.
- Consider WSUD opportunities in design and planning

### Public Realm

- Undertake a naming process which aligns with the aspiration of a continuous green pedestrian public space
- Consider a brand strategy for the Civic Link, with a particular focus on the design and delivery of a wayfinding signage suite
- Develop an art and heritage interpretation plan for the Civic Link, that complements existing artworks in the city's existing and planned spaces, with a particular focus on environment, multiculturalism and Aboriginal culture

### Heritage

- Investigate the potential for the Roxy Theatre to be adaptively re-used and activated, forming the heart of the Civic Link.

### Emergency Vehicle Access

- Undertake an emergency service review of the Civic Link project and embed recommendation into design.

### Servicing and Access

- Consider the impact of road closures and traffic changes related to the light rail on the Civic Link
- Further investigate garbage collection requirements and solutions to be undertaken
- Ensure basement levels of new developments are coordinated and consider shared basement provisions where appropriate
- Undertake further detailed work to resolve traffic and transport issues. .

The public consultation highlighted the importance of ongoing collaboration with the key stakeholders and the community throughout future design development of the Civic Link. As a result of public exhibition, several recommendations have been included in this Framework Plan including:

- Work together with local landowners and key stakeholders to achieve integrated outcomes for the Civic Link;
- Further investigation into the role of the Civic Link in the city's night time economy, and how existing cultural activities can be retained and expanded over time;
- Undertake further detailed work to resolve traffic and transport issues in consultation with landowners;
- Undertake further community engagement to rename the Civic Link and to test proposed public domain elements in order to inform future design; and
- Undertake a research and engagement project to better understand stakeholder requirements for incubator and creative spaces, and how to implement and embed these into the development of the Civic Link.

## 7.2 Staging

The following diagrams illustrate a possible staging scenario, based on our understanding of current servicing and access arrangements and planned development. The following phases are not presented in sequence and are not tied to each other

### Parramatta Square to Macquarie Street:

1. Parramatta Square is redeveloped, including stage 1 of tunnel and delivery of Block 1 'Square On'.
2. Stage 2 of tunnel is built under Macquarie Street.

### Macquarie Street to mid-block:

3. Horwood Place car park is redeveloped including stage 3 of tunnel connecting to Horwood Place and delivery of Block 2 'Smart Hub'

### Mid-block to George Street:

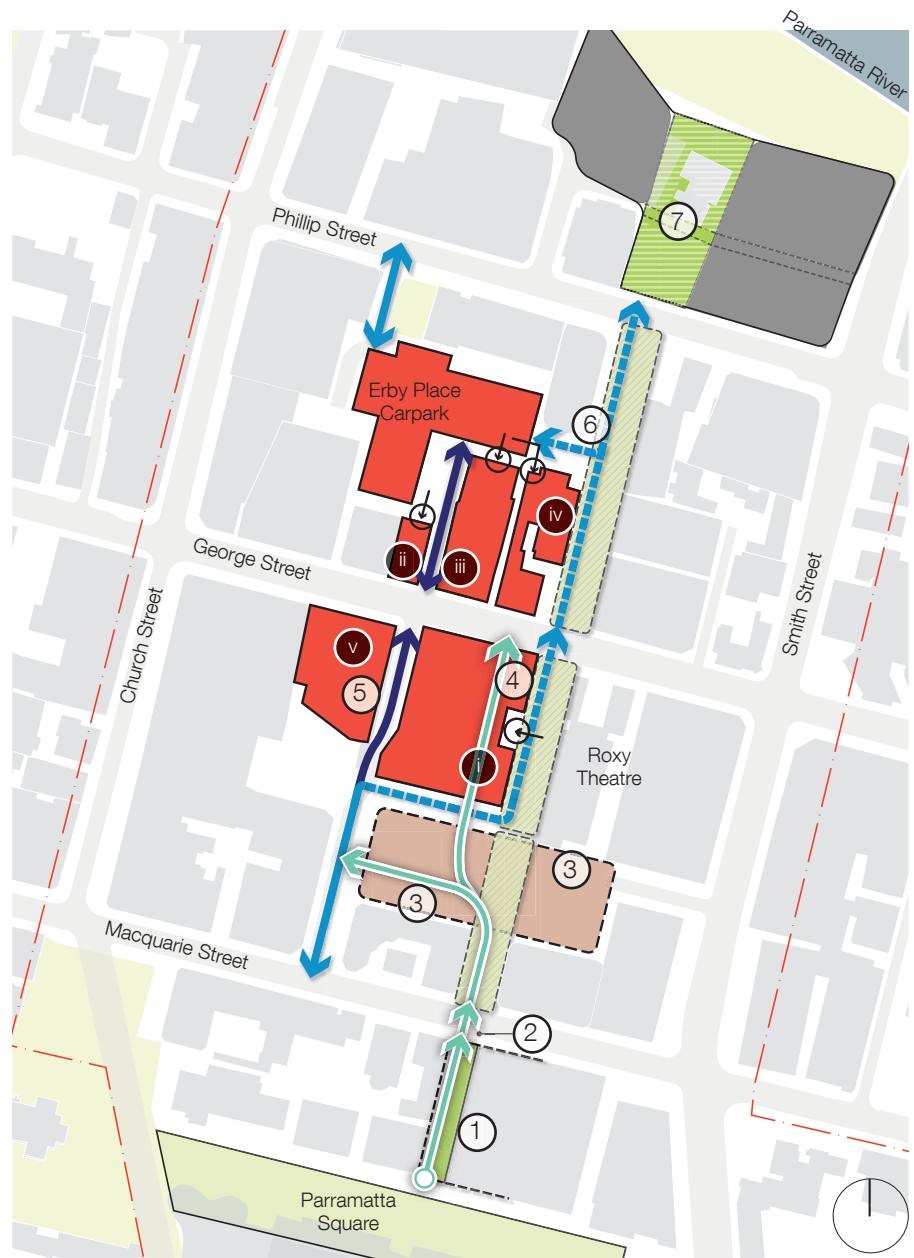
4. 55-67 George Street is redeveloped, providing a 3.9m setback to the Link along the eastern boundary and including stage 4 of tunnel connecting to George Street and delivery of Block 3 'City Stage'.
5. A new laneway is created between 55-67 George Street and 41 George Street providing a north-south connection from Macquarie Street to George Street.

### George Street to Phillip Street:

6. Erby Place Car Park is reconfigured to enable the closure of entry from Horwood Place, and continued servicing of 46, 48-50 George Street, and 2 Horwood Place. Block 4 'City Play' is constructed.

### Phillip Street to River Foreshore:

7. MAAS is constructed, which includes the termination of the Link at River Square



### Property Addresses

- 55-67 George Street
- 46 George Street
- 48-50 George Street
- 2 Horwood Place
- 41 George Street

### LEGEND

Figure 7.2.1 Staging plan

<span style="color: red;">■</span>	Existing development preventing delivery of the Link due to access requirements
<span style="color: brown;">■</span>	Horwood Place Car park redevelopment site
<span style="color: grey;">■</span>	MAAS site
<span style="color: blue;">→</span>	Existing access to remain
<span style="color: blue;">-→</span>	Existing access to be removed
<span style="color: blue;">→</span>	New access way
<span style="color: blue;">↻</span>	Existing access to be configured/relocated
<span style="color: green;">→</span>	Parramatta Square Tunnel
<span style="color: red;">---</span>	Study Boundary

