



200 - 206 Parramatta Road, Homebush

Urban Design Report

Prepared for Ray and Jacquie Lahood

David Lock Associates
MARCH 2019



Contents

1.0 Introduction 3

2.0 Strategic Context 4

3.0 Urban Context..... 5

4.0 FSR and Height 6

5.0 Urban Character 8

6.0 Public Realm Interface 11

7.0 Neighbouring Interfaces 12

8.0 Urban Design Options Analysis..... 13

9.0 Preferred Scheme: Option 3 27

10.0 Conclusion 31

1.0 Introduction

This report has been prepared by David Lock Associates (DLA) on behalf of Ray and Jacque Lahood for a planning proposal for 200 - 206 Parramatta Road, Homebush.

This report determines a desirable urban design response for the proposed development based on the analysis of the strategic and urban context of the site and its surroundings.

The report is divided into sections as follows.

- **Section 2.0: Strategic Context** outlines the wider context of Homebush Precinct in relation to Parramatta CBD.
- **Section 2.3: Urban Context** analyses the surrounding urban context.
- **Section 4.0: FSR and Height** describes the maximum density and height prescribed to the site and its immediate surroundings.
- **Section 5.0: Urban Character** provides further information about the site's surrounding built form and streetscape characters; along with the policies relevant for the site.
- **Section 6.0: Public Realm Interface** documents how the site interacts with the surrounding street and public open space.
- **Section 7.0: Neighbouring Interface** outlines the site's response to the existing and approved developments adjacent to the site.
- **Section 8.0: Design Options Analysis** describes the three urban design responses and their responsiveness to the Urban Design Principles.
- **Section 9.0: Preferred Scheme** highlights the details and rationale of the preferred urban design response.
- **Section 10.0: Conclusion** summarises the context and site response of the chosen scheme.



Figure 1. Artist's Impression - Preferred Scheme

2.0 Strategic Context

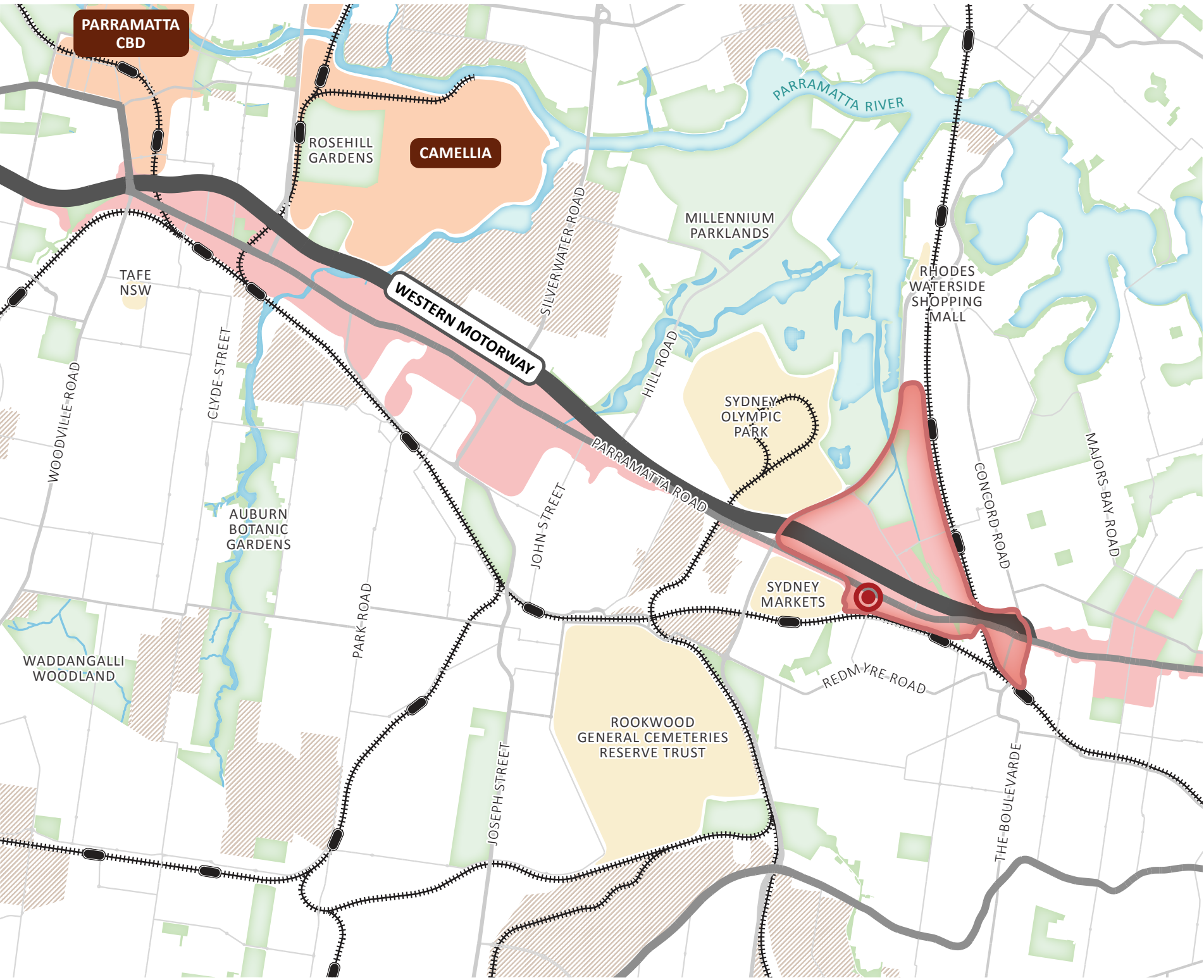


Figure 2. Strategic Context

URBAN DESIGN PRINCIPLES

1. Respond to the site's strategic positioning by supporting higher-density mixed-use development.

The site is located along Parramatta Road, where it is included within Parramatta Road Corridor Transformation Area (Homebush Precinct). It is within 10km distance to the Parramatta CBD, 5km to Sydney Olympic Park and less than 1km from the Sydney Markets.

The nearest train station is Homebush, which is 800m away (10 minutes walking distance). The site is also accessible by buses number 525 (Parramatta - Burwood) and 526 (Burwood - Rhodes Shopping Centre), with the nearest stop located 500m away (6 minutes walking distance). Additionally, the site is within 1.5km distance of the nearest entrance to the Western Motorway.

In response to the site's strategic positioning and its inclusion within a transformation area, the proposed development should align with the vision of the Parramatta Road Corridor Urban Transformation Strategy of higher density mixed-use area, supported by a greener road network and open spaces.

3.0 Urban Context

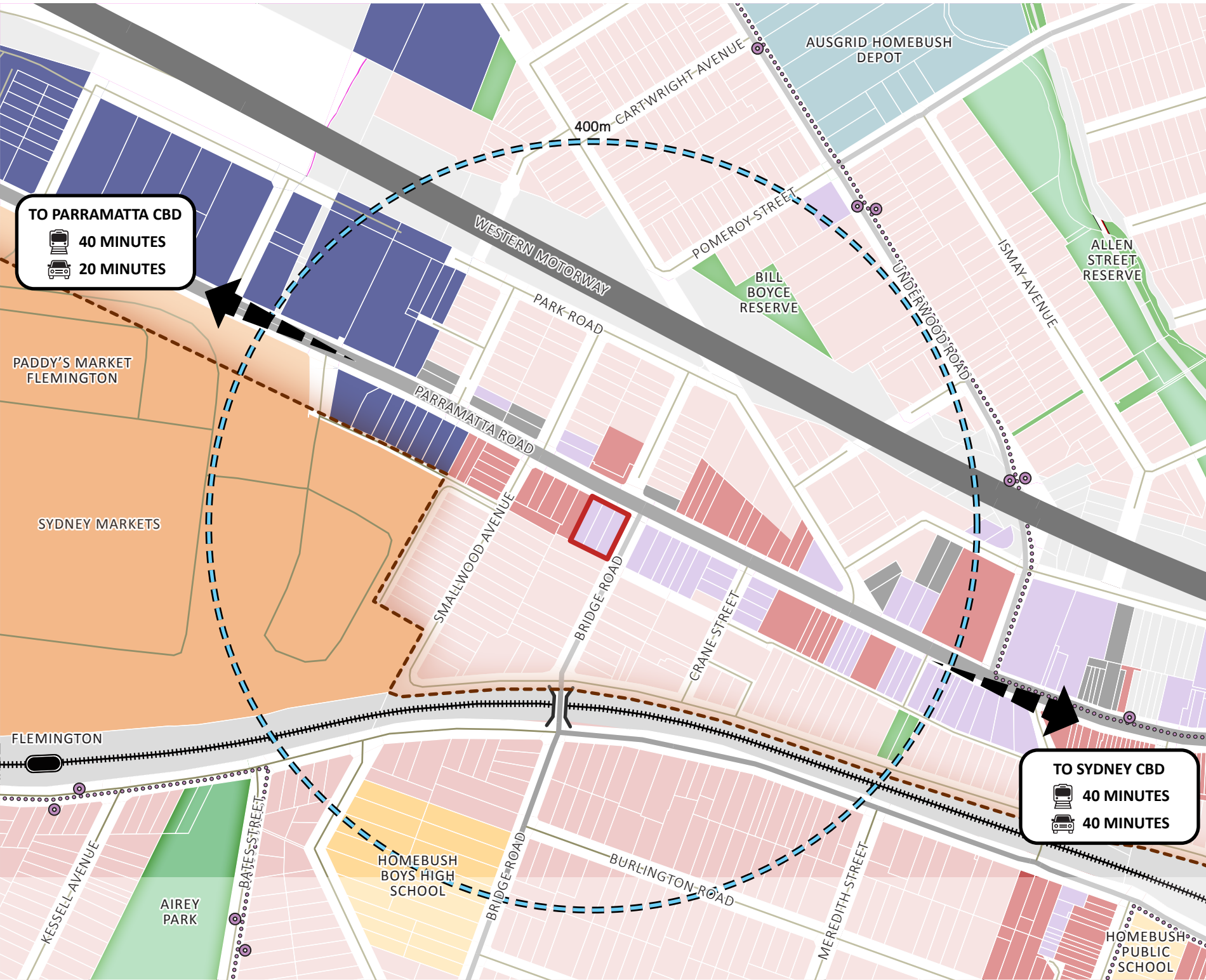


Figure 3. Urban Context

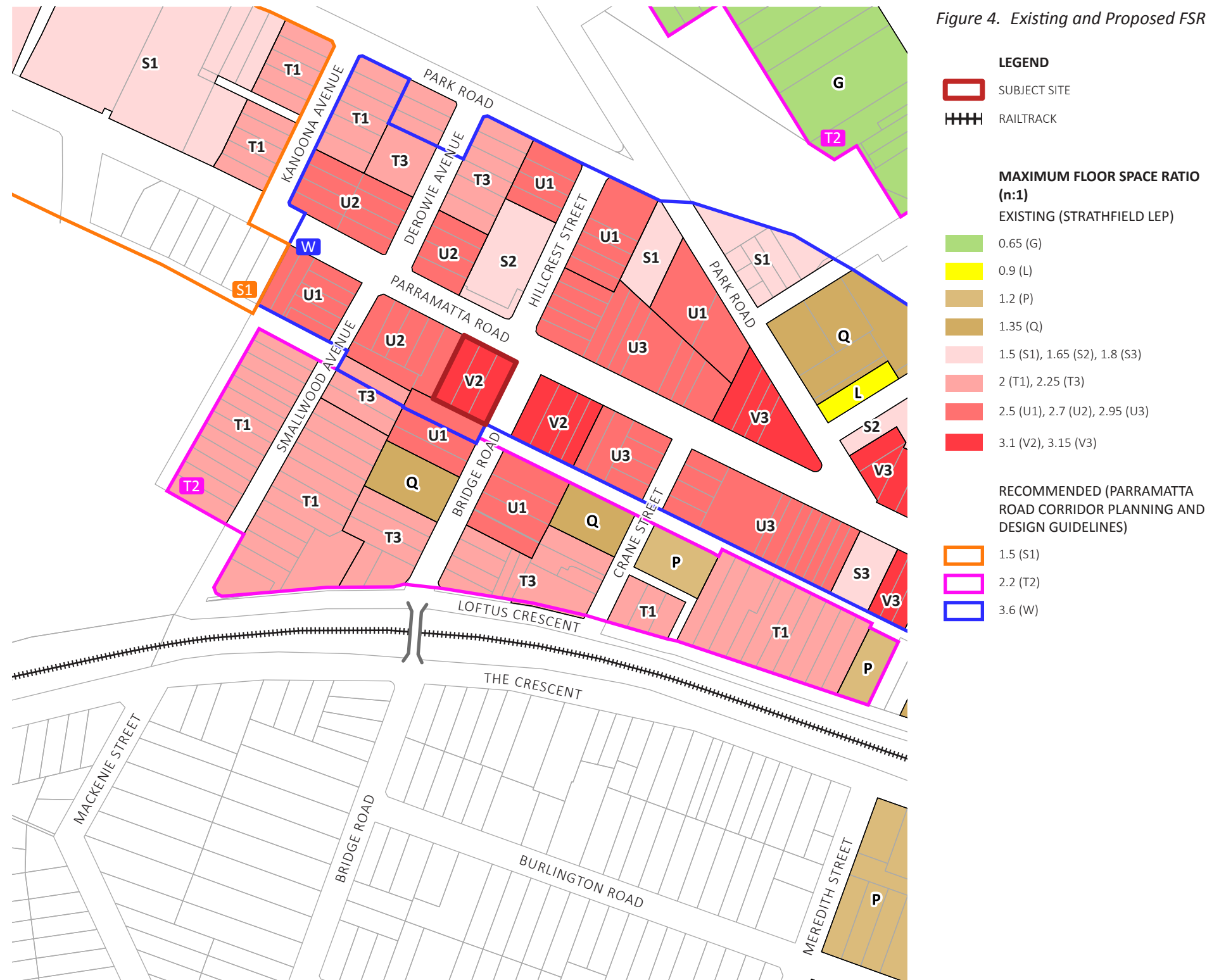
- LEGEND**
- SUBJECT SITE
 - RESIDENTIAL
 - COMMERCIAL
 - MIXED USE
 - INDUSTRIAL
 - COMMUNITY USE
 - MARKET
 - INFRASTRUCTURE
 - CAR PARKING
 - PUBLIC OPEN SPACE
 - PARRAMATTA ROAD CORRIDOR TRANSFORMATION AREA - HOMEBUSH PRECINCT
 - BUS ROUTE
 - BUS STOP
 - RAILWAY
 - TRAIN STATION
 - TOLL ROAD
 - PRIMARY ROAD
 - DISTRIBUTOR ROAD
 - LOCAL ROAD
 - WALKING RADIUS

URBAN DESIGN PRINCIPLES

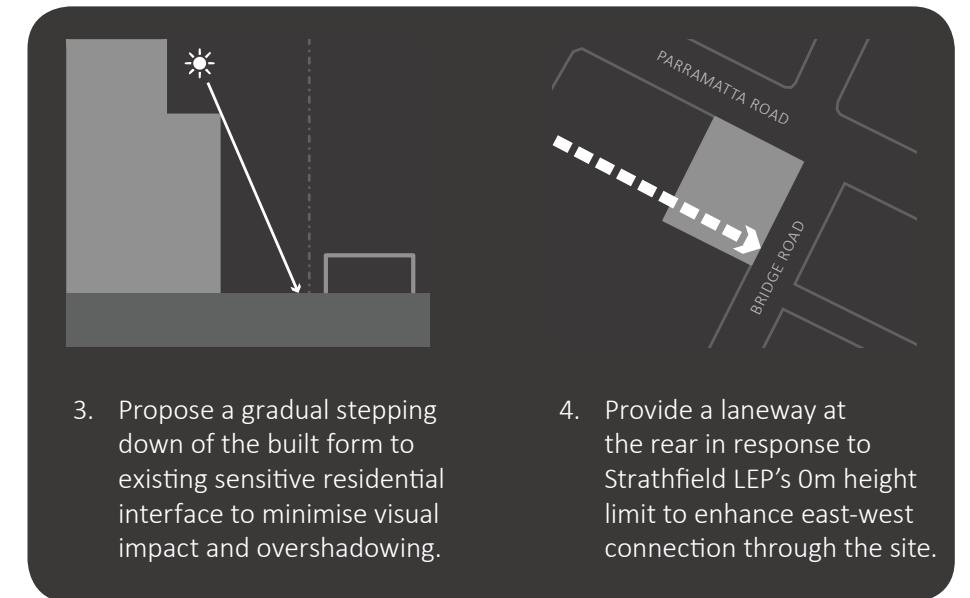
2. Create a 'visual marker' on the corner site to highlight the strategic intersection between Parramatta Road and Bridge Road.

The site is located at the south western corner of the Parramatta Road and Bridge Road intersection. Parramatta Road is the main road corridor that connects the Parramatta CBD and the Sydney CBD; while Bridge Road is the only north-south connection within a 1km radius that integrates the neighbourhood south of the railway line to Parramatta Road. The importance of the intersection is acknowledged by Strathfield LEP, which applies higher maximum building heights to the southern corner sites (Figure 4). For that reason, the proposed development should serve as a 'visual marker' to highlight the intersection of Parramatta Road and Bridge Road.

4.0 FSR and Height



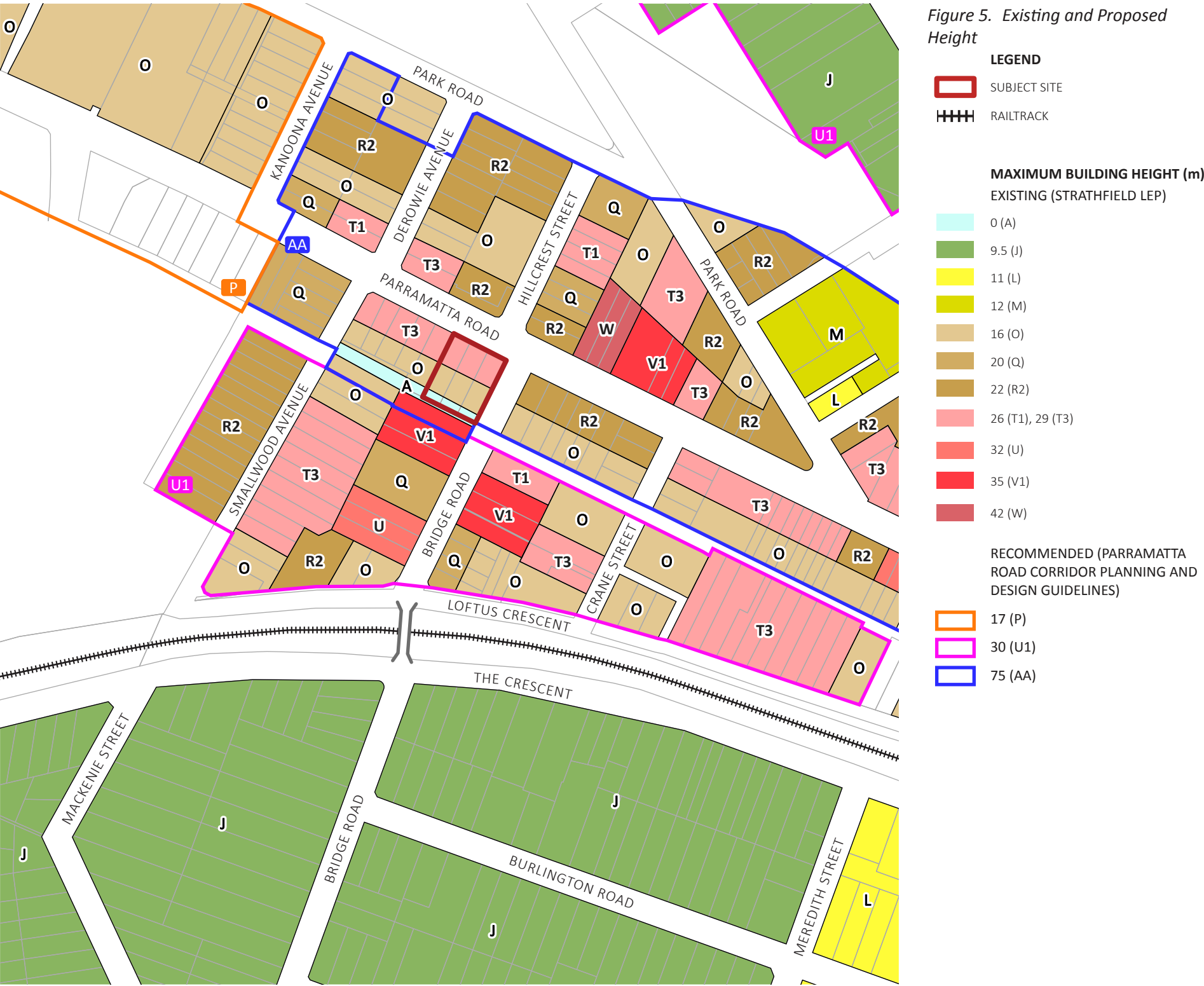
URBAN DESIGN PRINCIPLES



The City of Strathfield LEP applies an FSR of 3.1:1 to the site. The site is referred to as a 'key site area' within the Parramatta Road Corridor (Strathfield LEP), which allows for an increased FSR from 2:1 to 3.1:1. However, it is worth noting that the Parramatta Road Corridor Planning and Design Guidelines proposes an FSR of 3.6:1, which is higher than that prescribed by the LEP.

The prominence of the Parramatta Road and Bridge Road intersection is reflected by the higher FSR limit (Strathfield LEP) on both sides of Bridge Road, in comparison to the surrounding lots. In contrast, the Parramatta Road Corridor Planning and Design Guidelines assign the same FSR to all sites fronting Parramatta Road.

As outlined in Section 2, the Parramatta Road Corridor Urban Transformation Strategy envisions strong growth within the Homebush Precinct. For this reason, the site's proposed development should follow the Parramatta Road Corridor Planning and Design Guidelines' FSR of 3.6:1, to allow for greater creation of dwellings and jobs.



The LEP applies maximum building heights for the site of 29m (Parramatta Road interface) that steps down to 16m and 0m to the rear. The maximum building height is increased from 22m to 29m because the site is identified as a ‘key site area’ along Parramatta Road (Strathfield LEP). It is assumed that the 0m building height area is assigned to secure the road reserve that connects Bridge Road and Smallwood Avenue. The provision of new laneway is in line with the Parramatta Road Corridor Planning and Design Guidelines, as well as the Strathfield Development Control Plan (DCP) for Parramatta Road Precinct (exhibited in May 2018).

In contrast, the current Strathfield DCP (in force from May 2006) applies maximum building heights of 4 storeys; while the Parramatta Road Corridor Planning and Design Guidelines applies maximum building heights of 75m. It is worth noting that the height limit prescribed by both the LEP and current DCP are FSR below the one exercised by the Parramatta Road Corridor Planning and Design Guidelines.

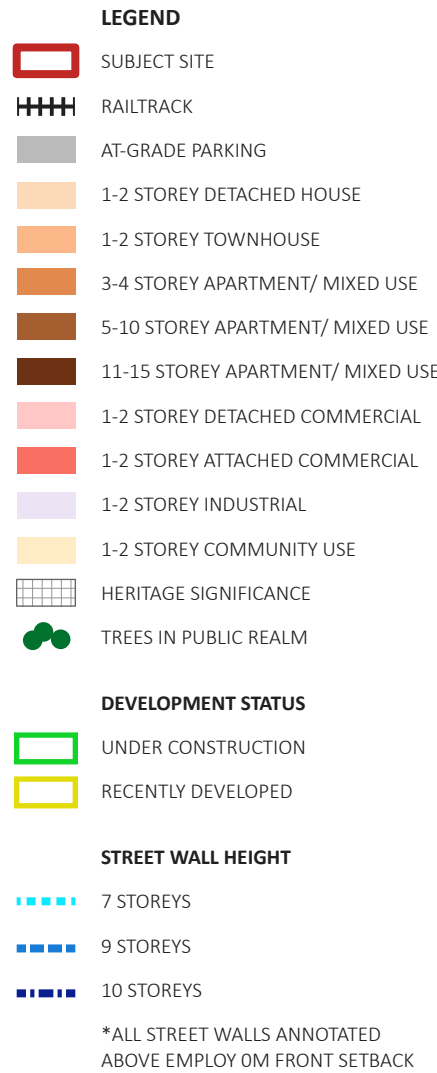
The neighbouring site at the rear, which is currently a sensitive residential interface, has a maximum building height of 35m (Strathfield LEP). Therefore, the site should allow for an equitable development response to the potential taller built form to its south.

In keeping with the FSR recommendation, the building height for the site should be based on the maximum height prescribed by the Parramatta Road Corridor Planning and Design Guidelines of 75m, that better responds to the site’s strategic positioning within a primary road corridor. A gradual stepping of the built form at the interface to existing low scale residential should be exercised to minimise the visual impact and overshadowing, as required by Section 4.4 of the Parramatta Road Corridor Planning and Design Guidelines. Lastly, the site should provide a laneway at its rear, based on the 0m height area of the Strathfield LEP.

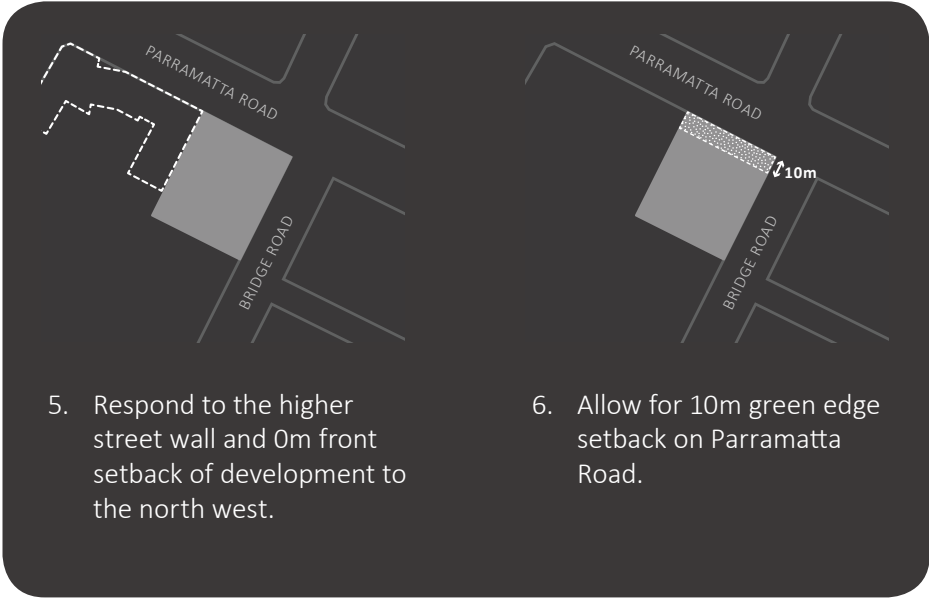
5.0 Urban Character



Figure 6. Existing Physical Character



URBAN DESIGN PRINCIPLES



The site is located in an emerging high-density mixed-use area that departs from the existing low-scale commercial character. Along the Parramatta Road Corridor, emerging higher density developments of 7 to 15 storeys are observed, including an 11-storey development to the north west of the site.

Presently, there are only a few trees and planting, as well as higher street walls with 0m front setback found in new developments on Parramatta Road. The hard-edge street character is aligned with the current Strathfield DCP, albeit inconsistent with the vision outlined in the Parramatta Road Corridor Planning and Design Guidelines to create a greener Parramatta Road lined with trees.

The site’s proposed development should acknowledge the emerging built form character of its surrounding that applies higher street wall heights and minimal front setbacks. At the same time, it should also address the vision for a greener Parramatta Road and make allowance for a green public space along its northern interface.

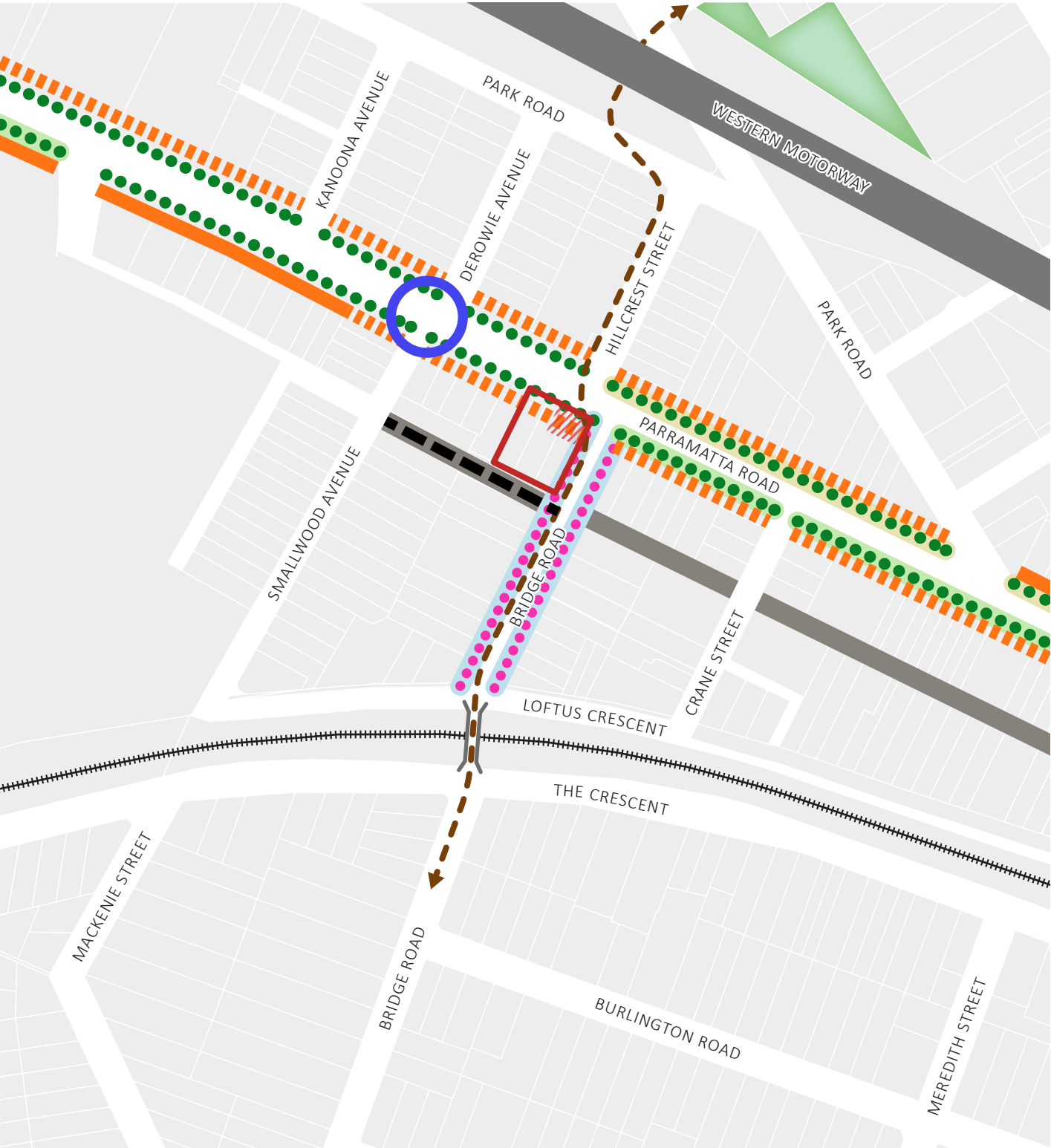
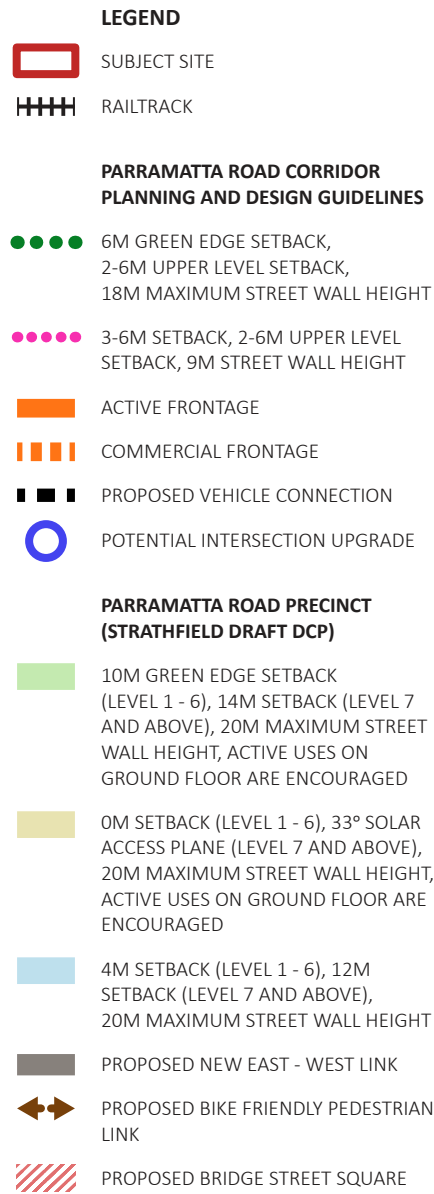
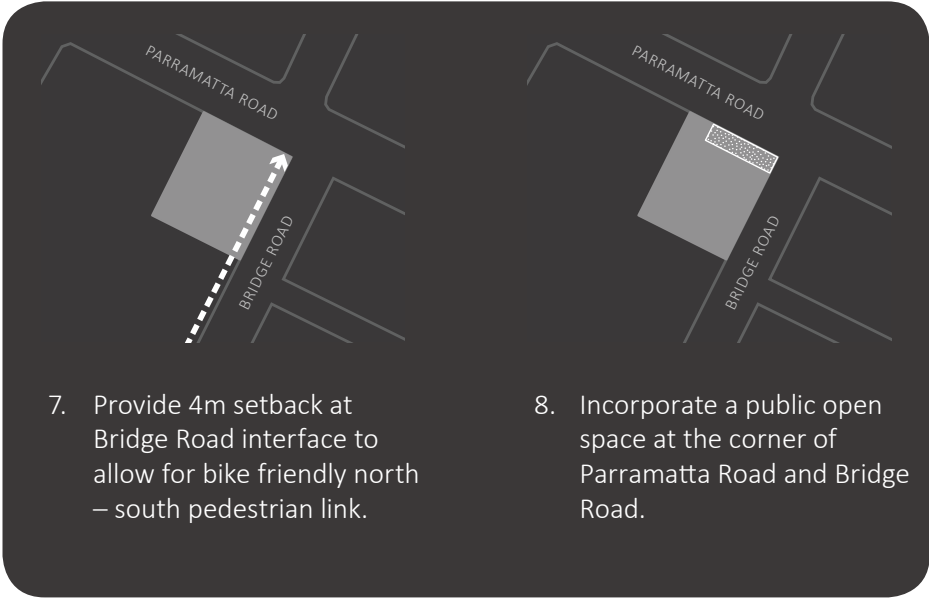


Figure 7. Policy Context



URBAN DESIGN PRINCIPLES



The site is located in the municipality of Strathfield. Therefore, the Strathfield LEP and DCP20: Parramatta Road Corridor Area apply and the Draft Parramatta Road Precinct DCP (exhibited in May 2018) of should also be considered. Further consideration should also be given to the Parramatta Road Corridor Guidelines, which is a recent strategic land use planning and policy by UrbanGrowth NSW to enhance the transit oriented development opportunities of Parramatta Road.

The Parramatta Road Corridor Planning and Design Guidelines envision the Homebush Precinct, where the site is located, as *“an active and varied hub, blending higher density housing and a mix of different uses, supported by a network of green links and open spaces with walking access to four train stations.”* The number of residents, dwellings and jobs in this precinct are projected to grow more than twofold between 2030 and 2050*. Higher density mixed-use developments support strong growth in the precinct, which is reflected on the site’s zoning of Mixed-Use (B4) as per the Stratfhfield LEP.

In line with the vision for the Homebush Precinct as outlined on the
* The Parramatta Road Corridor Planning and Design Guidelines projected the growth in this precinct to be 8,310 residents with 4,210 dwellings and 5,610 jobs by 2023, which will grow to 19,570 residents with 9,450 dwellings and 12,853 jobs by 2050.

previous page, the Strathfield Draft DCP and the Parramatta Road Corridor Planning and Design Guidelines envision Parramatta Road as a green boulevard. This intention is evident in the prescribed green edge setback along Parramatta Road in both documents. The Draft DCP applies a 10m green setback only on the southern side to maximise solar access between Bridge Road and Subway Lane, while the Parramatta Road Corridor Guidelines assigns a 6m setback to both sides of the road. However, the 6m setback to both sides have not been achieved at all and the 10m southern setbacks have not been achieved consistently. In addition, the Draft DCP requires a future Bridge Road Square on the north east corner of the site, which strengthens the north-south bike-friendly pedestrian link between areas north of the Motorway and south of the rail line.

Both documents regulate the ground and upper level setbacks and maximum street wall height along Parramatta Road and Bridge Road. Both controls prescribe a different range of setbacks and street wall heights. In order to promote a ‘human-scale’ environment, the development should include a maximum 5 to 9-storey street wall height that better responds to the higher density future character of Homebush Precinct. However, this decision should be pursued with some flexibility, due to the transition required to the 9-storey blank wall of the approved development north west of the site.

The two documents also prescribe a new laneway from Bridge Road to Smallwood Avenue. The road reserve is regulated through Strathfield LEP, where the southern end of the site has a maximum building height of 0m.

The design response should consider its response to the policy context in consideration of the physical context and emerging character. The summary of controls we assess the requirements to be, their considerations, and the reference documents is compiled on the table on the right.

Requirements		Considerations	Reference
Land zoning	Mixed-Use (B4)	Accommodates strong growth of mixed-use development as envisioned by Parramatta Road Corridor Planning and Design Guidelines	Strathfield LEP
FSR	3.6:1	Accommodate higher density to support the strong growth projection.	Parramatta Road Corridor Planning and Design Guidelines
Maximum building height	75m	Accommodate higher density to support the strong growth projection.	Parramatta Road Corridor Planning and Design Guidelines
New laneway along the southwest end of the site	Provided, the road reserve is as prescribed by Strathfield LEP	Increase connectivity in and around the precinct.	Strathfield Draft DCP, LEP and Parramatta Road Corridor Planning and Design Guidelines
New public open space (Bridge Road Square) on the northeast corner of the site	Provided as 10m green edge setback	Further contribute to the green road character along Parramatta Road and Bridge Road without compromising the site’s development opportunity.	Strathfield Draft DCP, with flexibility
Parramatta Road			
Green edge setback	10m, with 0m on the northeast tip of the site	The 10m setback better accommodates a greener Parramatta Road. The 0m setback is applied minimally to avoid having a blank wall along Parramatta Road.	Strathfield Draft DCP, with flexibility
Upper level setback	14m (from site boundary)	The robust nature of Parramatta Road and minimal upper level setbacks in recent developments observed along Parramatta Road.	Strathfield Draft DCP
Commercial frontage	Provided on ground floor	Contribute to the street activation along Parramatta Road.	Parramatta Road Corridor Planning and Design Guidelines
Street wall height	5-9 storeys	To promote a ‘human-scale’ streetscape on Parramatta Road, while responding to the approved development’s 9-storey street wall north west of the site.	None
Bridge Road			
Street setback	4m	Accommodate a proposed bike friendly pedestrian link and helps the transition to lower built form character along Bridge Road.	Strathfield Draft DCP
Upper level setback	8m (from site boundary)	Allow for a visual break to the taller built form to avoid overwhelming the lower scale character of Bridge Road, without compromising the site’s development opportunity.	Parramatta Road Corridor Planning and Design Guidelines
Street wall height	5-9 storeys	Respond to higher density future character along Bridge Road, as prescribed by Strathfield LEP and Parramatta Road Corridor Planning and Design Guidelines.	None

6.0 Public Realm Interface

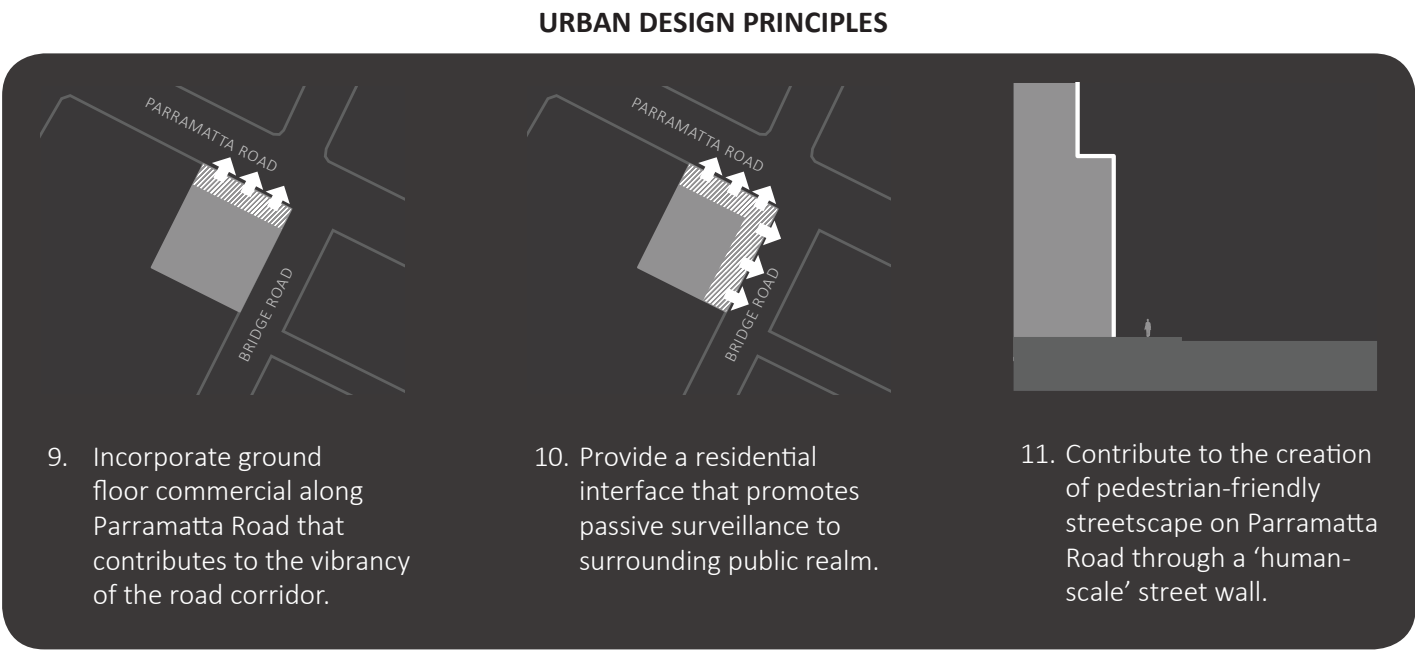


Figure 8. Public Realm Interface

- LEGEND
- SUBJECT SITE
 - PRIMARY ROAD
 - LOCAL ROAD
 - PEDESTRIAN PATH
 - PROPOSED PUBLIC OPEN SPACE (BRIDGE ROAD SQUARE)
 - PROPOSED LANEWAY
 - ACTIVE FRONTAGE
 - RESIDENTIAL FRONTAGE
 - BLANK WALLS

Parramatta Road is the central spine connecting the Sydney and Parramatta CBDs. The lack of trees and planting within the streetscape makes this primary road a less attractive place for pedestrians. For that reason, a more attractive streetscape that is encouraging for pedestrian movements and pedestrian-oriented retail/ commercial growth is required.

As outlined in the Parramatta Road Corridor Planning and Design Guidelines, the vision for Homebush Precinct (Refer to Section 5), can be realised by *'planting trees and improving the environment along Parramatta Road'*. The 10m green edge setback and the Bridge Road Square will contribute to a greener, more pedestrian-friendly Parramatta Road. The fine-grain commercial frontage on the ground floor will provide visual interest for pedestrians and activation of the public open space. The residential floors above will provide passive surveillance along Parramatta Road and Bridge Road, which increases the sense of safety around the proposed development.

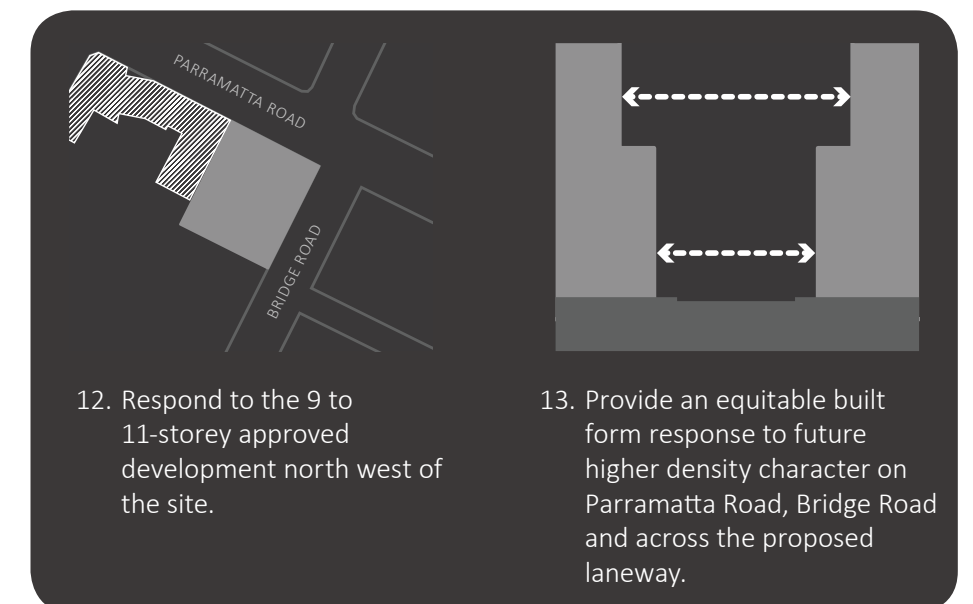
7.0 Neighbouring Interfaces



Figure 9. Site Interfaces



URBAN DESIGN PRINCIPLES

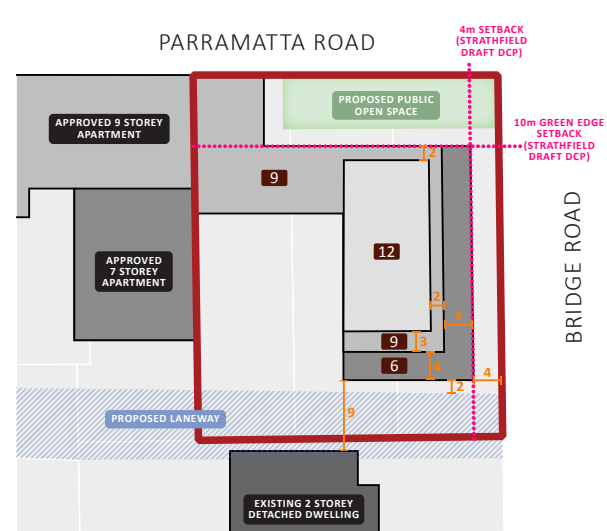


The northwestern edge of the site abuts a development of 9 to 11 storeys currently under construction. This development includes a 9-storey street wall with 0m front setback that drops down to 7 storeys toward its rear. This arrangement means that the northwestern edge of the site is lined with blank walls, varying in height from 7 to 9 storeys. Towards the rear, the site is located next to a laneway and an existing 2-storey residential, which may potentially be developed to a 9-storey development (Strathfield LEP). Additionally, the higher-density future character is also anticipated for other properties surrounding the site. The maximum building heights along Parramatta Road are at 75m, while the properties on Bridge Road are capped at 30m (Strathfield LEP).

The built form controls, maximum building heights and FSR assigned to the site indicate a high-rise development in a podium and tower form with a street wall of 6 storeys. In response to its site context, the proposed development should provide an appropriate built form response to the 9 to 11-storey development north west of the site, as well as the existing low-scale residential towards the rear. Lastly, the proposed built form response should also anticipate the higher-density future character of its surroundings.

Based on the key items and urban design principles outlined in the previous sections, DLA developed three urban design options for the proposed development as shown on the right.

- Minimum setbacks along Parramatta Road, Bridge Road and proposed laneway. The setbacks are guided by the Strathfield Draft DCP.
- Provision of laneway that connects Bridge Road and Smallwood Avenue.
- Proposed public open space on the northeastern corner of the site, within the 10m green edge setback.
- Extension of 0m setback street wall from the approved development north west of the site, which minimises the appearance of the neighbouring building's blank walls.
- The use of upper level setbacks to provide a gradual transition from the taller built form to the lower-scale character of existing developments.
- Concentration of built form along Bridge Road to accommodate building separation to the approved development on the north west. The visual separation will also enhance the prominence of the proposed development as a corner site marker.



13

8.1 Option 1: 12 Storeys (FSR 1.9)

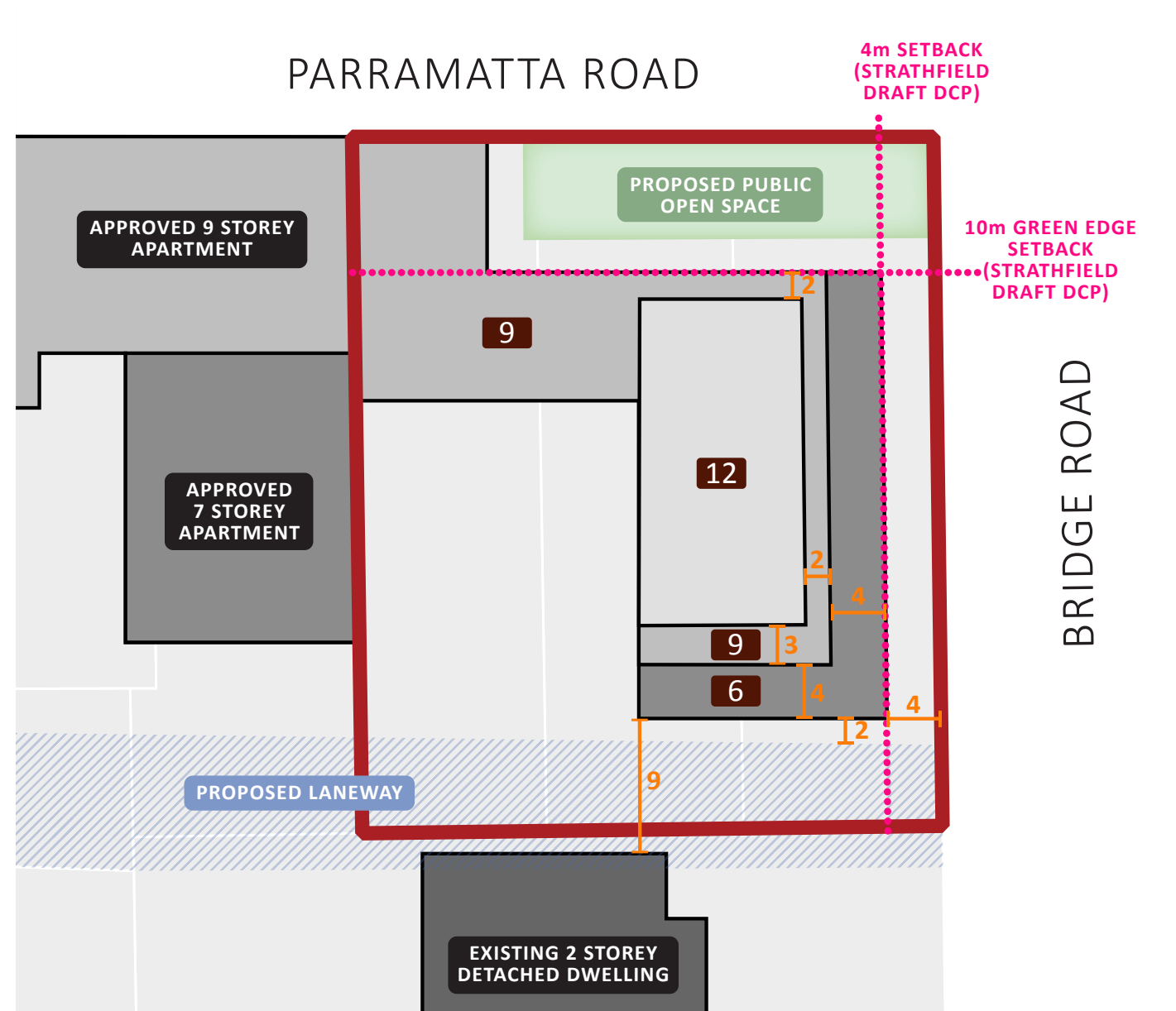


Figure 10. Option 1: Site Plan

Option 1 tests a built form with a maximum height of 12 storeys. It exercises a 9-storey street wall along Parramatta Road and Bridge Road, in addition to a 6-storey built form to the south.

The built form responds to the approved development north west of the site by extending its 9-storey street wall, which then frames the proposed public open space on the north east corner of the site. This built form response allows for a minimal exposure of the northwestern neighbour's 9-storey blank wall along Parramatta Road. However, the slender podium form along the street edge exposes the 7-storey blank wall towards the rear from the same neighbouring development.

Accordingly, a 6-storey street wall is applied in consideration of the lower built form character along Bridge Road and the proposed laneway.

Various upper level setbacks are applied to provide a gradual transition to a taller built form from a lower built form character along Bridge Road and across the proposed laneway. A greater upper level setback along the southern end is exercised to minimised overshadowing to existing sensitive residential.

In comparison to other design options, Option 1 is the shortest and least dense. It also exercises a more gradual transition to the taller built form through various upper level setbacks. Therefore, this option provides the most appropriate response to the existing low-scale character. However, it does not respond well to the future higher-density character and the site's strategic positioning as a potential visual marker. The proposed density of 1.9 is FSR below the maximum FSR of 3.6 that is prescribed in Parramatta Road Corridor Planning and Design Guidelines; and, the built form is not significantly taller than its surroundings, which makes it less prominent as a visual marker of Parramatta Road and Bridge Road intersection.

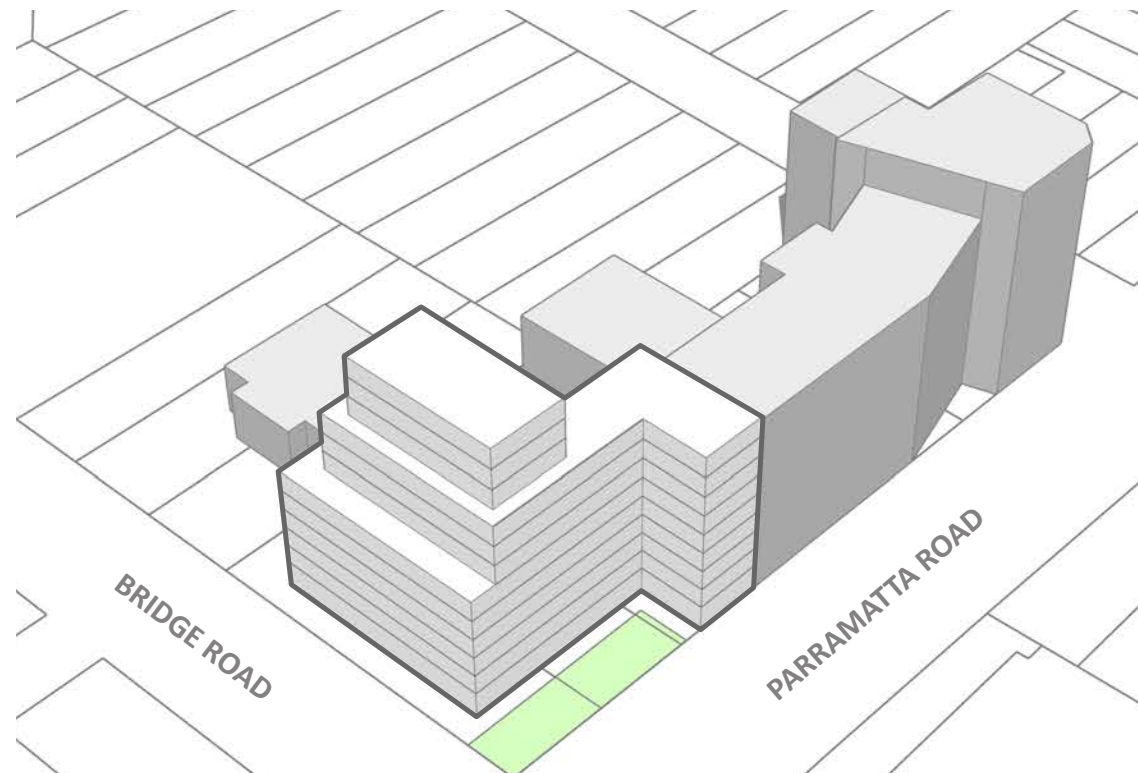


Figure 11. Option 1: Bird's Eye View

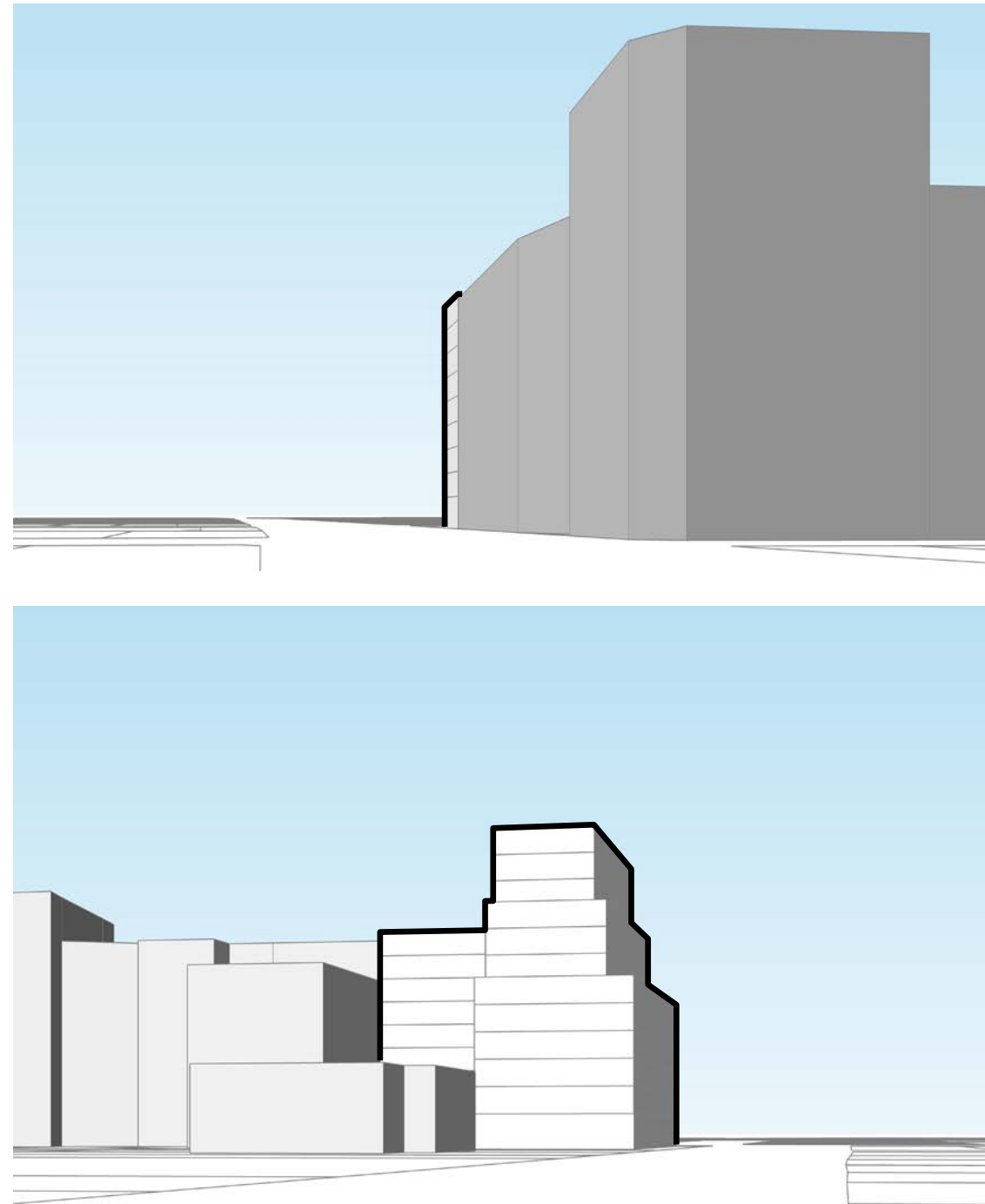
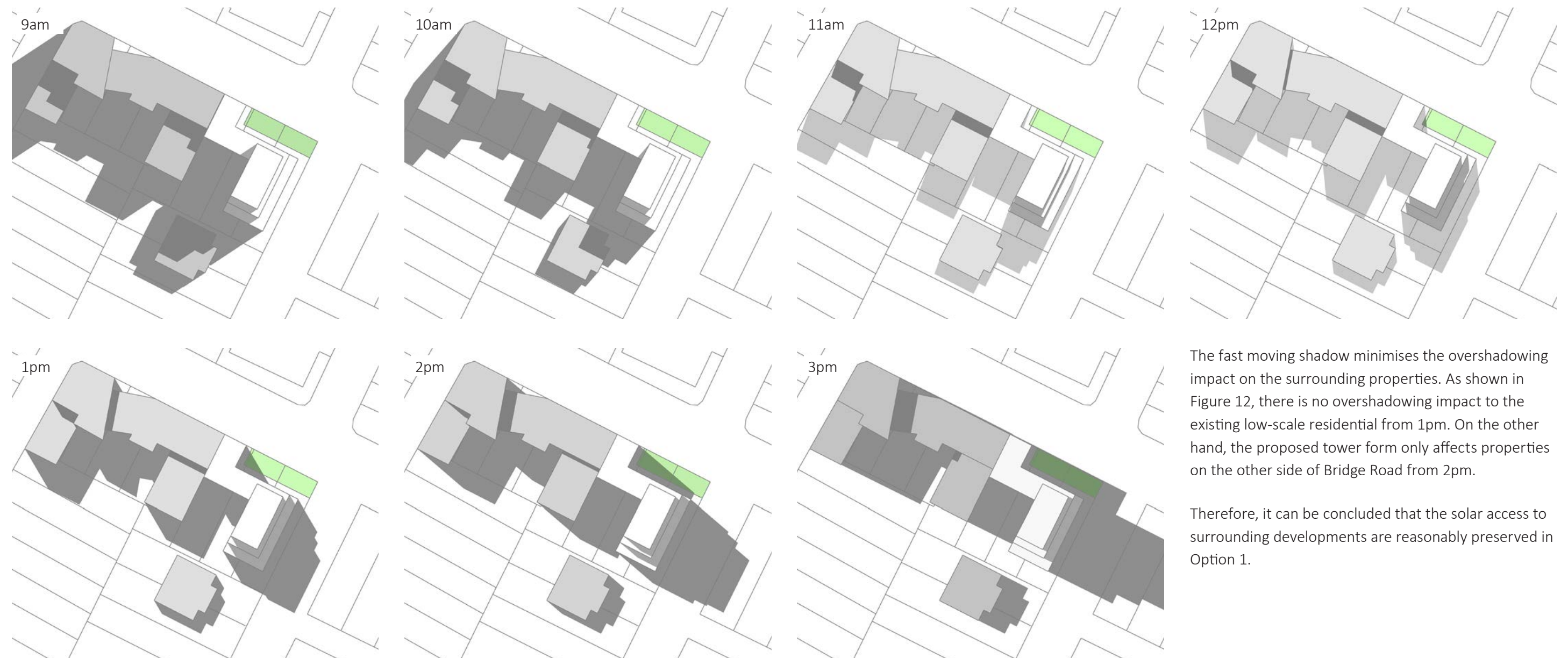


Figure 12. Option 1: Eye-level View from Parramatta Road (top) and Bridge Road (bottom)



The fast moving shadow minimises the overshadowing impact on the surrounding properties. As shown in Figure 12, there is no overshadowing impact to the existing low-scale residential from 1pm. On the other hand, the proposed tower form only affects properties on the other side of Bridge Road from 2pm.

Therefore, it can be concluded that the solar access to surrounding developments are reasonably preserved in Option 1.

Figure 13. Option 1: Overshadowing analysis on 21 September from 9am to 3pm

Urban Design Assessment

The assessment table on the right shows that Option 1 is generally responsive to the urban design principles. Nonetheless, the lower FSR and building height do not respond well to the Homebush Precinct’s vision and the site’s strategic positioning. Furthermore, even though the 9-storey street wall along Parramatta Road is highly responsive to the adjacent neighbour’s 9-storey blank wall, it does not endorse a ‘human-scale’ streetscape on the main street. Lastly, the slender podium form exposes the 7-storey blank wall along the northwestern edge of the site, in spite of providing a robust street edge along Parramatta Road and Bridge Road.

Urban Design Principles	Response
1. Respond to the site’s strategic positioning by supporting higher-density mixed-use development.	The proposed density is FSR below the maximum FSR applied by Parramatta Road Corridor Planning and Design Guidelines.
2. Create a ‘visual marker’ on the corner site to highlight the strategic intersection between Parramatta Road and Bridge Road.	The 12-storey proposed development does not provide a significantly taller built form compared to the surrounding’s existing and future developments; which may be easily observed from a distance.
3. Propose a gradual stepping down of the built form to existing sensitive residential interface to minimise visual impact and overshadowing.	Upper level setbacks of 4m above 6 storeys and 3m above 9 storeys across existing sensitive residential interface; as well as upper level setbacks of 4m above 6 storeys and 2m above 9 storeys along Bridge Road.
4. Provide a laneway at the rear in response to Strathfield LEP’s 0m height limit to enhance east-west connection through the site.	Laneway is provided at the rear end of the site.
5. Respond to the higher street wall and 0m front setback of approved development to the north west.	Extend the 9-storey street wall with no setback to the site, which then frames the proposed public open space and 10m green edge setback. 2m upper level setback is prescribed to ease the transition to the upper level built form.
6. Allow for 10m green edge setback on Parramatta Road	10m green edge setback provided on the eastern end of Parramatta Road.
7. Provide 4m setback at Bridge Road interface to allow for bike friendly north – south pedestrian link.	4m setback along Bridge Road is provided to allow for a bike friendly pedestrian link.
8. Incorporate a public open space at the corner of Parramatta Road and Bridge Road within the green edge setback.	A public open space at the corner of Parramatta road and Bridge Road is provided.
9. Incorporate ground floor commercial along Parramatta Road that contributes to the vibrancy of the road corridor.	A ground floor commercial along Parramatta Road is provided.
10. Provide a residential interface that promotes passive surveillance to surrounding public realm.	Residential interface along Parramatta Road, Bridge Road and proposed laneway.
11. Contribute to the creation of pedestrian-friendly streetscape on Parramatta Road through a ‘human-scale’ street wall.	9-storey street wall does not endorse a ‘human-scale’ streetscape on Parramatta Road.
12. Respond to the 9 to 11-storey approved development north west of the site.	Expose the 7-storey blank wall along the northwestern edge of the site as the primary orientation of the built form on Bridge Road.
13. Provide an equitable built form response to future higher density character on Parramatta Road, Bridge Road and across the proposed laneway.	Building separation is provided through 2m setback to the proposed laneway and upper level setbacks.

Low Moderate High

8.2 Option 2 : 14 Storeys (FSR 2.3)

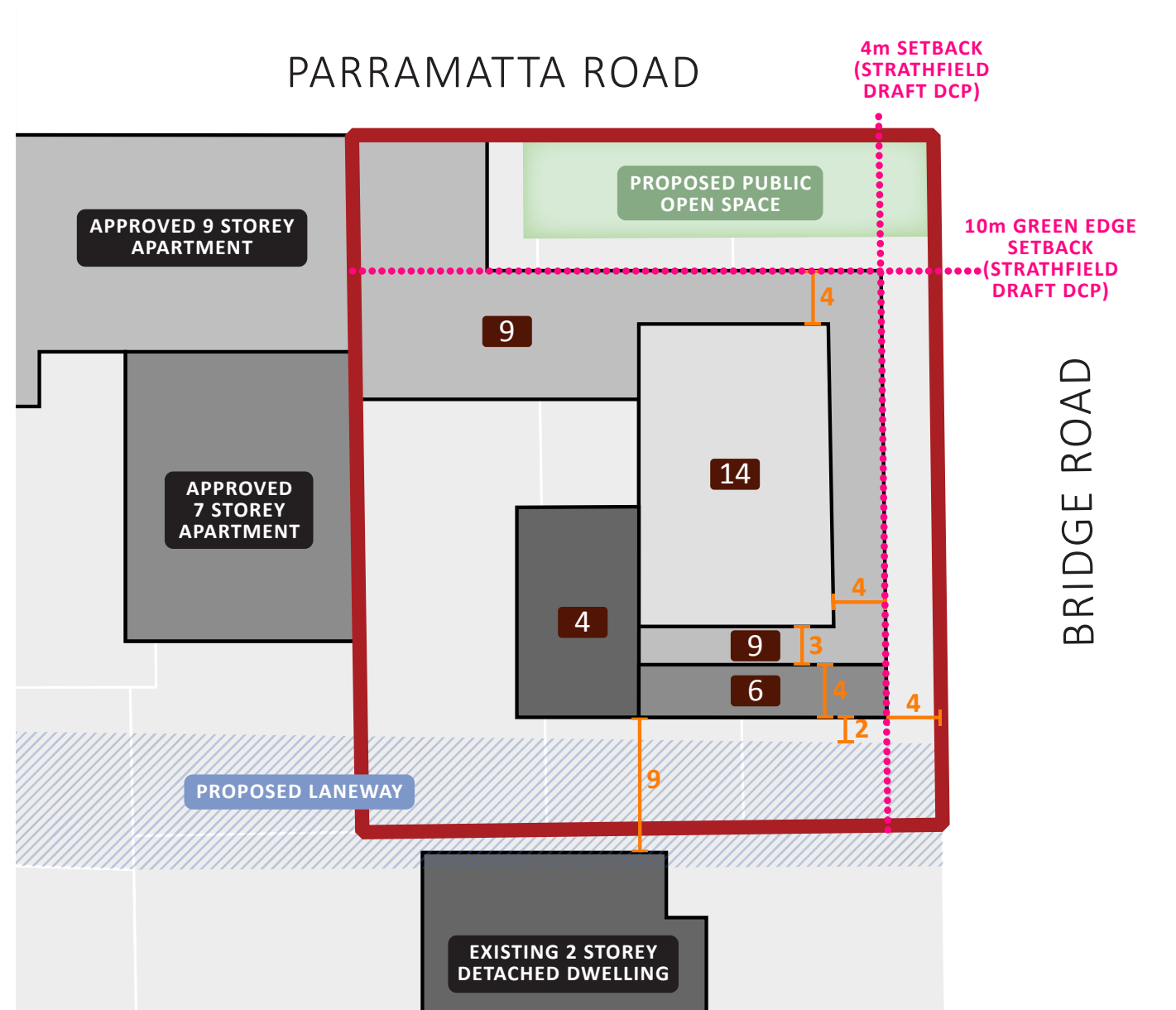


Figure 14. Option 2: Site Plan

Option 2 tests a built form with a maximum height of 14 storeys. It applies a 9-storey street wall along Parramatta Road and Bridge Road, together with 4 and 6-storey street walls along the proposed laneway.

Similar to Option 1, this option utilises a 9-storey street wall along Parramatta Road and a slender podium form along the street edge as a response to the approved development north west of the site. Because of that, both options minimise the visibility of the northwestern neighbour's 9-storey blank wall along Parramatta Road, while exposing the 7-storey blank wall towards the rear.

Both the building height and density of Option 2 are higher than Option 1. Nonetheless, the proposed FSR of 2.3 is still below the maximum FSR applied by the Parramatta Road Corridor Planning and Design Guidelines. This option is more responsive to the demand of higher-density mixed-use developments in Homebush Precinct; and, its taller built form serves as a more prominent visual marker compared to Option 1.

Additionally, Option 2 provides the most gradual transition from the existing low-scale residential to the proposed taller built form of 14 storeys. Similar to Option 1, Option 2 exercises 3m and 4m upper level setbacks towards its rear. However, this option further enhances the built form transition by applying the building heights of 4, 6 and 9 storeys at the rear.

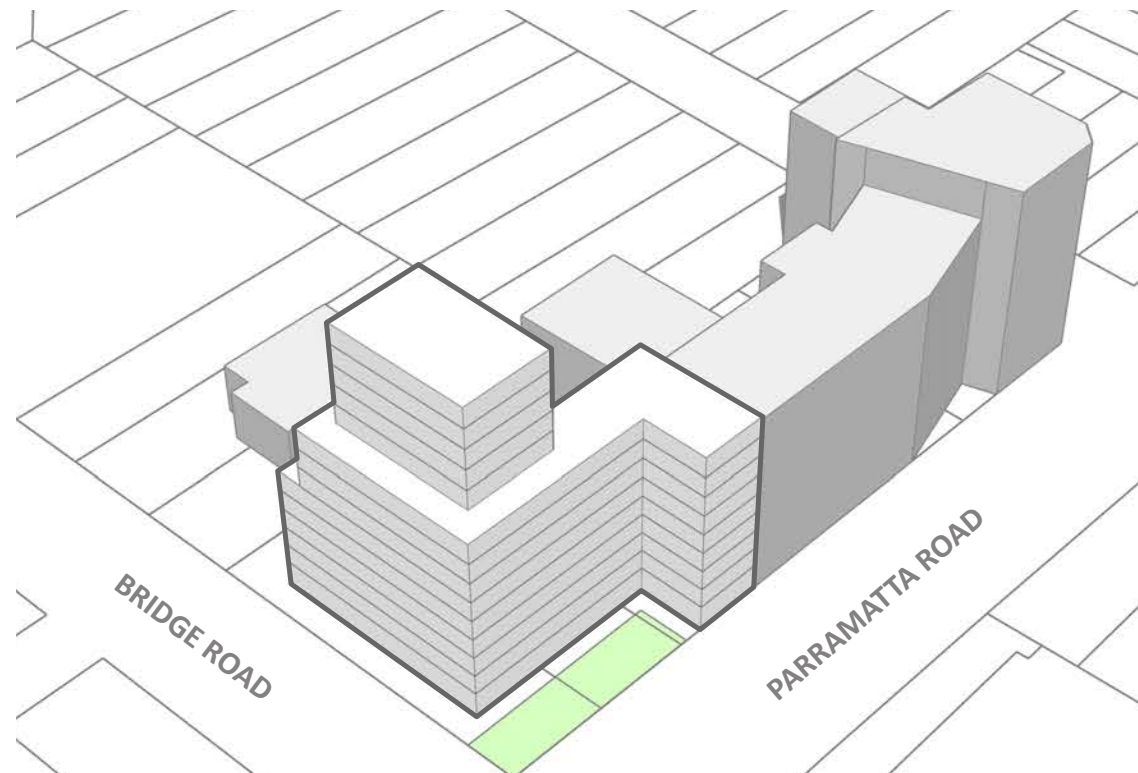


Figure 15. Option 2: Bird's Eye View

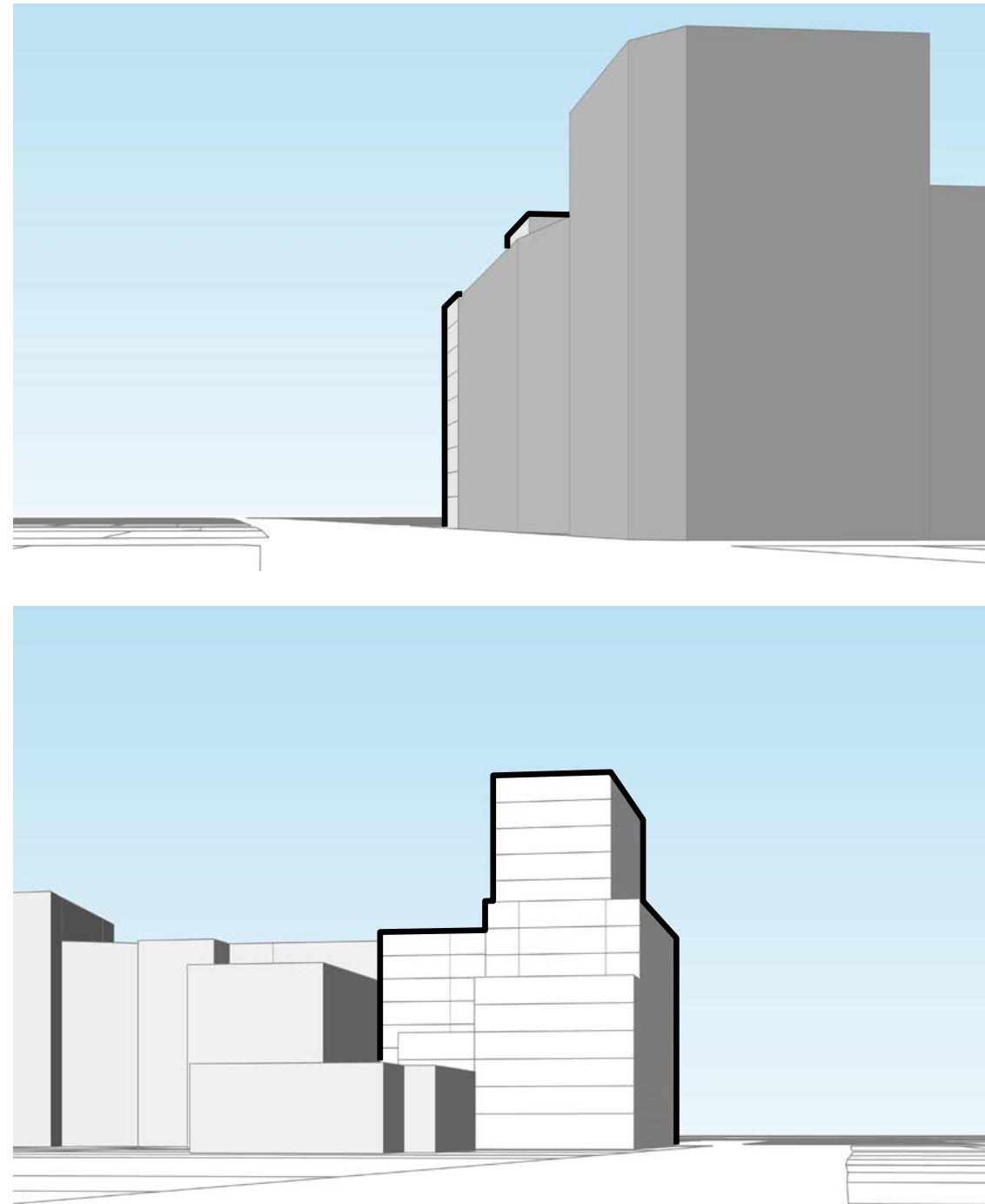


Figure 16. Option 2: Eye-level View from Parramatta Road (top) and Bridge Road (bottom)

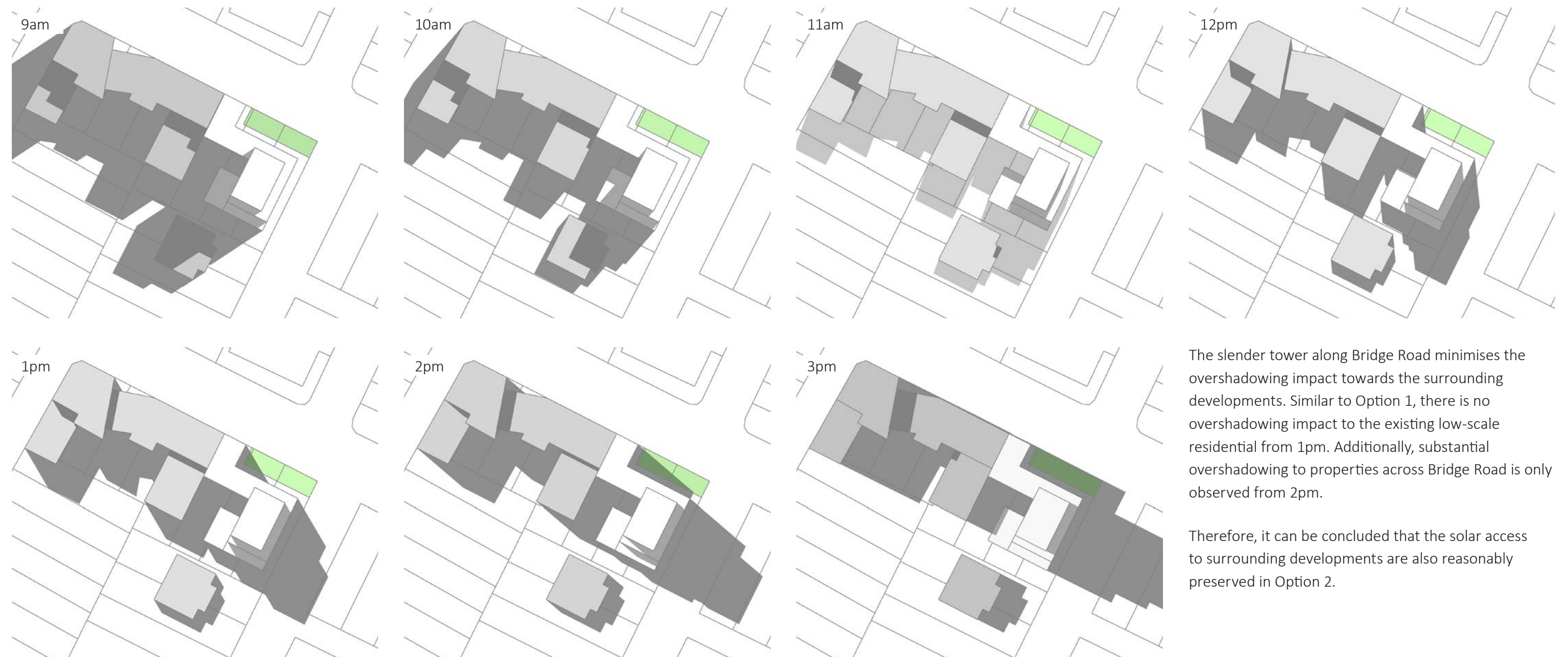


Figure 17. Option 2: Overshadowing analysis on 21 September from 9am to 3pm

Urban Design Assessment

The assessment table on the right shows that Option 2 is generally more responsive to the urban design principles, compared to Option 1. The taller built form and higher FSR provides a better response to the Homebush Precinct’s vision and the site’s strategic positioning. Due to the similar built form response along Parramatta Road, both Option 1 and 2 provides a poor response in creating a ‘human-scale’ streetscape on the main street and exposing the 7-storey blank wall towards the rear, despite being highly responsive to the adjacent neighbour’s 9-storey blank wall.

Urban Design Principles	Response
1. Respond to the site’s strategic positioning by supporting higher-density mixed-use development.	The proposed density is below the maximum FSR applied by Parramatta Road Corridor Planning and Design Guidelines.
2. Create a ‘visual marker’ on the corner site to highlight the strategic intersection between Parramatta Road and Bridge Road.	The 14-storey proposed development incorporates a taller built form compared to the surrounding’s existing and future developments; which visually highlights the intersection.
3. Propose a gradual stepping down of the built form to existing sensitive residential interface to minimise visual impact and overshadowing.	Upper level setbacks of 4m above 6 storeys and 3m above 9 storeys across existing sensitive residential interface; as well as upper level setbacks of 4m above 9 storeys along Bridge Road.
4. Provide a laneway at the rear in response to Strathfield LEP’s 0m height limit to enhance east-west connection through the site.	Laneway is provided at the rear end of the site.
5. Respond to the higher street wall and 0m front setback of approved development to the north west.	Extend the 9-storey street wall with no setback to the site, which then frames the proposed public open space and 10m green edge setback. 4m upper level setback is prescribed to ease the transition to the upper level built form.
6. Allow for 10m green edge setback on Parramatta Road	10m green edge setback provided on the eastern end of Parramatta Road.
7. Provide 4m setback at Bridge Road interface to allow for bike friendly north – south pedestrian link.	4m setback along Bridge Road is provided to allow for a bike friendly pedestrian link.
8. Incorporate a public open space at the corner of Parramatta Road and Bridge Road within the green edge setback.	A public open space at the corner of Parramatta road and Bridge Road is provided.
9. Incorporate ground floor commercial along Parramatta Road that contributes to the vibrancy of the road corridor.	A ground floor commercial along Parramatta Road is provided.
10. Provide a residential interface that promotes passive surveillance to surrounding public realm.	Residential interface along Parramatta Road, Bridge Road and proposed laneway.
11. Contribute to the creation of pedestrian-friendly streetscape on Parramatta Road through a ‘human-scale’ street wall.	9-storey street wall does not endorse a ‘human-scale’ streetscape on Parramatta Road.
12. Respond to the 9 to 11-storey approved development north west of the site.	Expose the 7-storey blank wall along the northwestern edge of the site as the primary orientation of the built form on Bridge Road.
13. Provide an equitable built form response to future higher density character on Parramatta Road, Bridge Road and across the proposed laneway.	Building separation is provided through 2m setback to the proposed laneway and upper level setbacks.

Low Moderate High

8.3 Option 3: 18 Storeys (FSR 3.6)

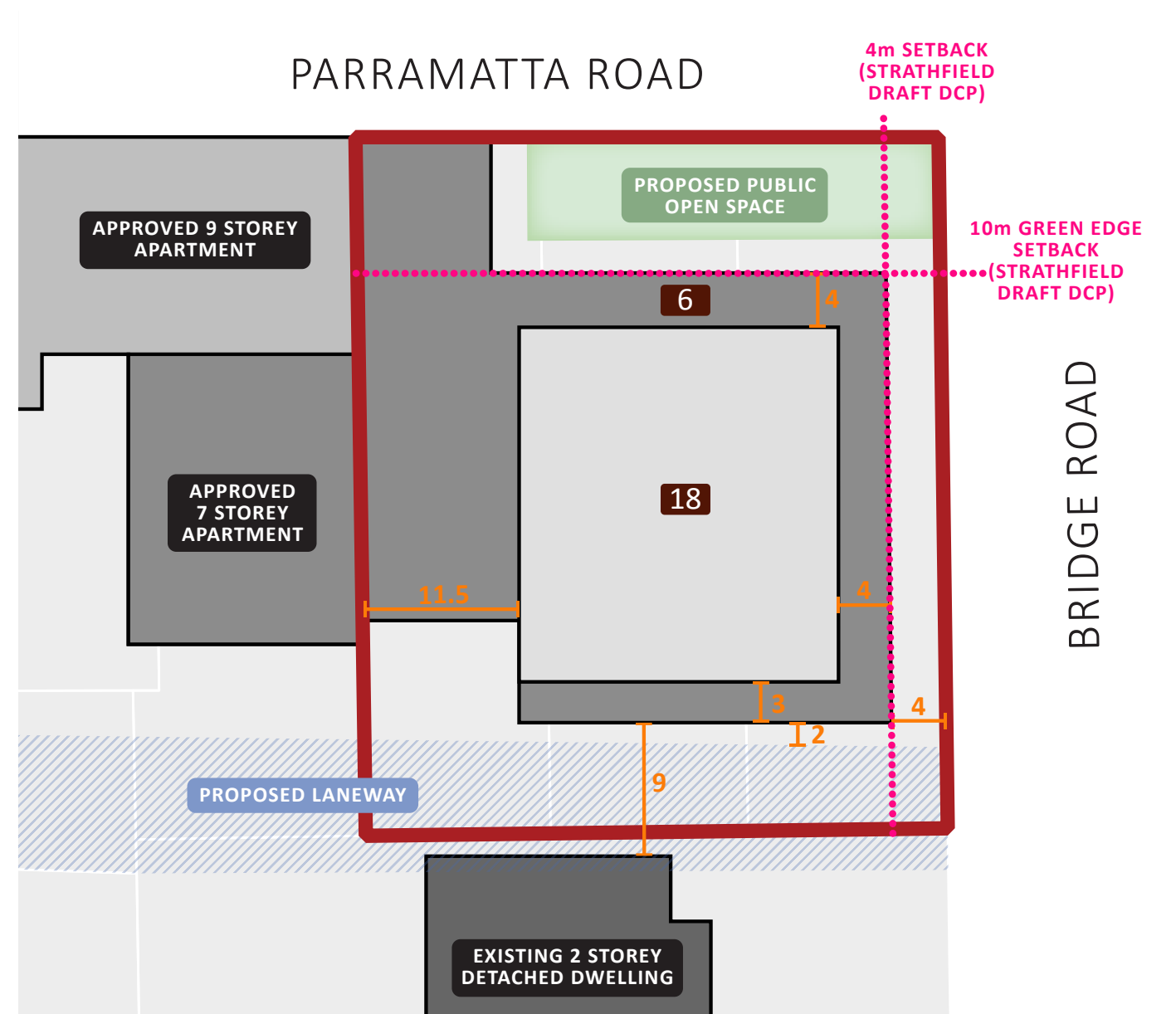


Figure 18. Option 3: Site Plan

Option 3 tests a built form with a maximum height of 18 storeys. It exercises a 6-storey street wall on Parramatta Road, Bridge Road and the proposed laneway.

The built form responds to the approved development north west of the site by extending its 0m front setback with 6-storey street wall, in order to ensure an active frontage along the proposed public open space. In contrast to the previous options, Option 3 provides a deeper podium form that minimises the visibility of 7-storey blank wall from the adjacent approved development.

Option 3 clearly identifies its podium and tower forms through the use of upper setbacks only at the base of the tower. The lack of upper level setbacks does not support the gradual transition from the 18-storey tower form to the surrounding low-scale built forms. In contrast, the prominent and robust tower form is highly effective as a visual marker on the corner of Parramatta Road and Bridge Road.

Option 3 is the tallest and most dense of the three options, which is highly responsive to the future higher-density character and the site's strategic positioning as a potential visual marker. Its proposed density of 3.6 matches well with the maximum FSR of 3.6 applied by Parramatta Road Corridor Planning and Design Guidelines. Lastly, this option provides a lower street wall along Parramatta Road that is conducive in the creation of a 'human-scale' streetscape on the main street; although it exposes more of the neighbour's 9-storey blank wall compared to the other design options.



Figure 19. Option 3: Bird's Eye View

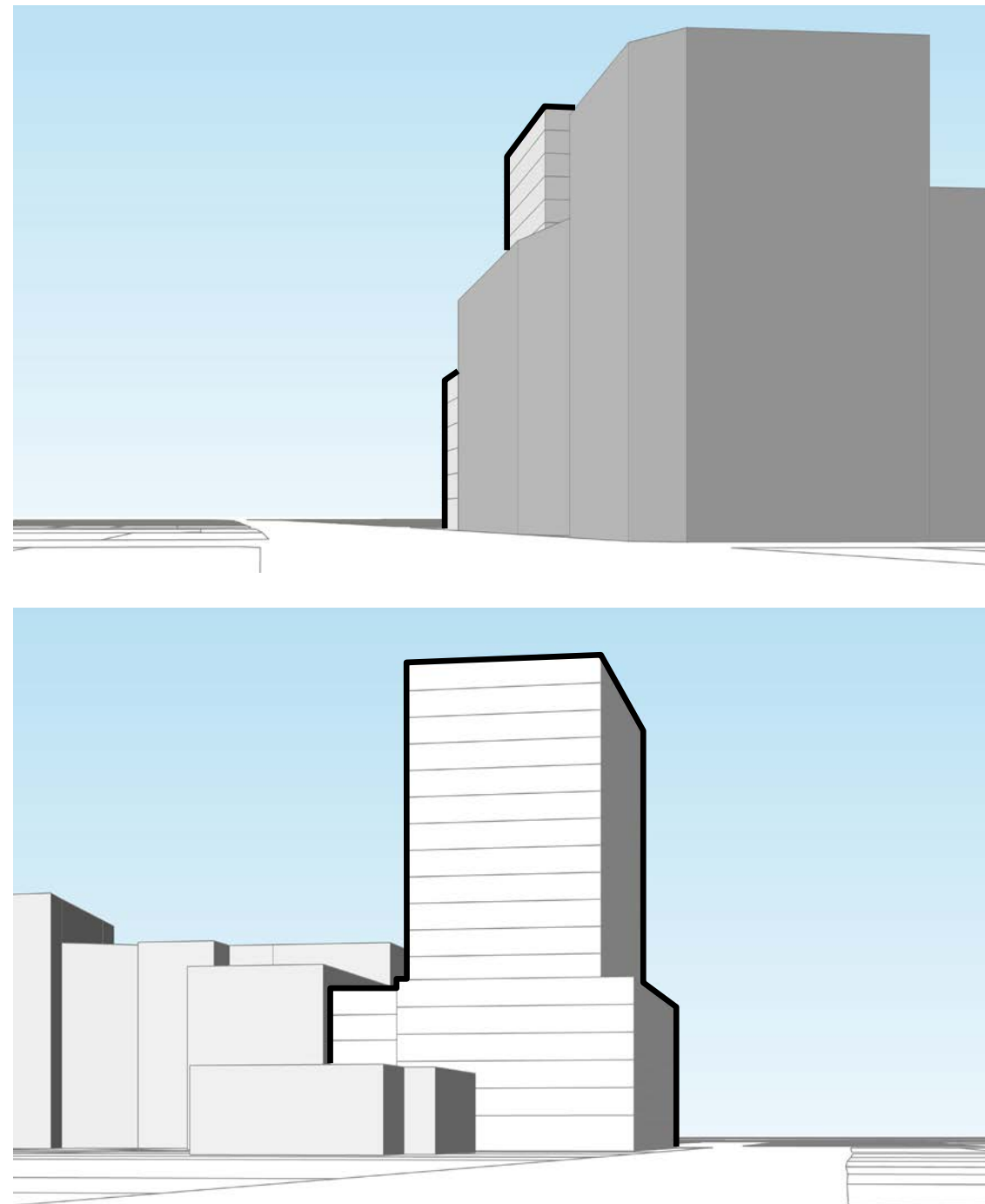


Figure 20. Option 3: Eye-level View from Parramatta Road (top) and Bridge Road (bottom)

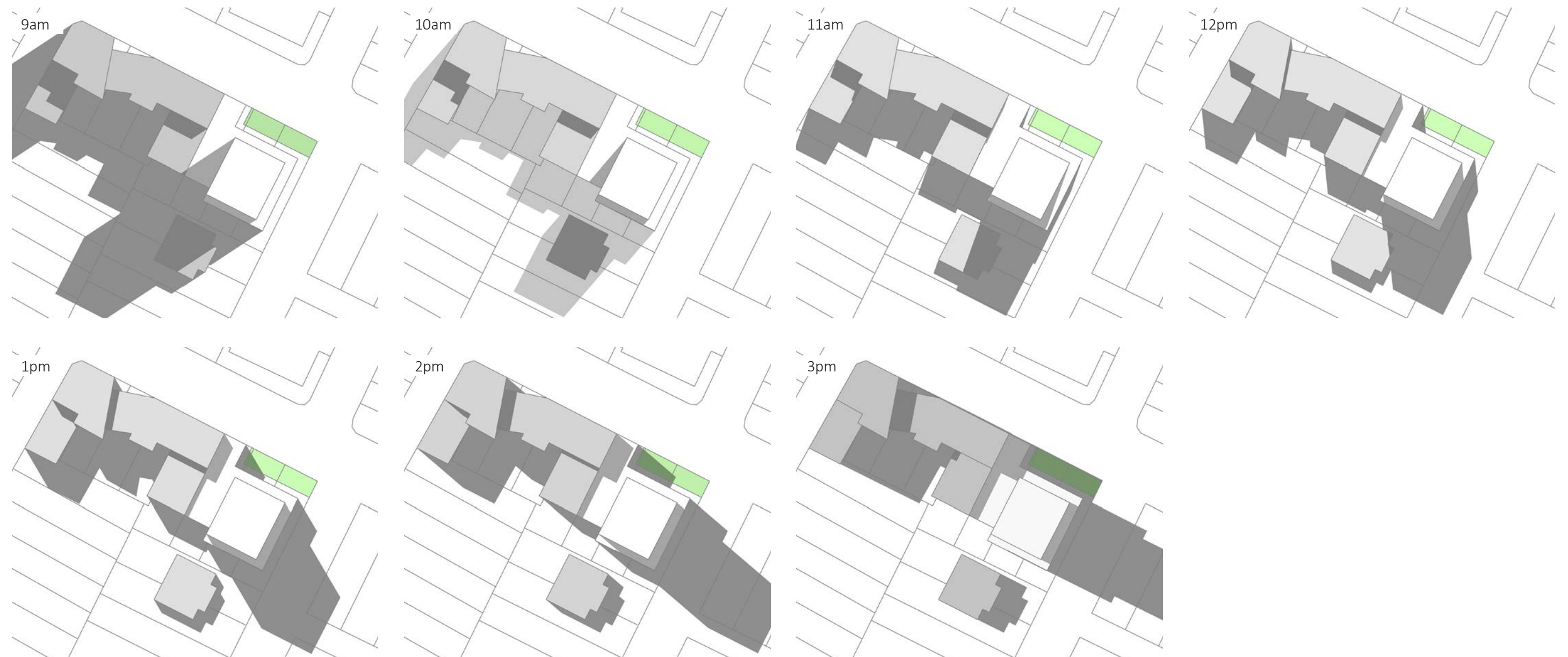


Figure 21. Option 3: Overshadowing analysis on 21 September from 9am to 3pm

Urban Design Assessment

The assessment table on the right shows that Option 3 is highly responsive to the urban design principles. Option 3 provides the tallest built form and the highest FSR, which is highly responsive to the Homebush Precinct’s vision and the site’s strategic positioning. In contrast to Option 1 and 2, Option 3 also endorses the creation of a ‘human-scale’ streetscape along Parramatta Road; and, minimise the visibility of the 7-storey blank wall towards the rear. Nevertheless, this option does not respond well to the adjacent neighbour’s 9-storey street wall on Parramatta Road.

Urban Design Principles	Response
1. Respond to the site’s strategic positioning by supporting higher-density mixed-use development.	The proposed density is approximately as prescribed by Parramatta Road Corridor Planning and Design Guidelines.
2. Create a ‘visual marker’ on the corner site to highlight the strategic intersection between Parramatta Road and Bridge Road.	The 18-storey proposed development incorporates a significantly taller built form compared to the surrounding’s existing and future developments; which visually marks the strategic importance of the intersection.
3. Propose a gradual stepping down of the built form to existing sensitive residential interface to minimise visual impact and overshadowing.	Upper level setbacks are exercised only at the base of the tower form, which does not support a gradual transition to the surrounding low-scale built forms.
4. Provide a laneway at the rear in response to Strathfield LEP’s 0m height limit to enhance east-west connection through the site.	Laneway is provided at the rear end of the site.
5. Respond to the higher street wall and 0m front setback of approved development to the north west.	6-storey street wall with 0m setback, which then frames the proposed public open space and 10m green edge setback. The lower street wall height exposes the blank wall on the northwestern edge of the site.
6. Allow for 10m green edge setback on Parramatta Road	10m green edge setback provided on the eastern end of Parramatta Road.
7. Provide 4m setback at Bridge Road interface to allow for bike friendly north – south pedestrian link.	4m setback along Bridge Road is provided to allow for a bike friendly pedestrian link.
8. Incorporate a public open space at the corner of Parramatta Road and Bridge Road within the green edge setback.	A public open space at the corner of Parramatta road and Bridge Road is provided.
9. Incorporate ground floor commercial along Parramatta Road that contributes to the vibrancy of the road corridor.	A ground floor commercial along Parramatta Road is provided.
10. Provide a residential interface that promotes passive surveillance to surrounding public realm.	Residential interface along Parramatta Road, Bridge Road and proposed laneway.
11. Contribute to the creation of pedestrian-friendly streetscape on Parramatta Road through a ‘human-scale’ street wall.	6-storey street wall endorses a ‘human-scale’ streetscape on Parramatta Road.
12. Respond to the 9 to 11-storey approved development north west of the site.	Minimise the exposure of 7 and 9-storey blank walls along the northwestern edge of the site.
13. Provide an equitable built form response to future higher density character on Parramatta Road, Bridge Road and across the proposed laneway.	Building separation is provided through 2m setback to the proposed laneway and upper level setbacks.

Low Moderate High

8.4 Summary

The table of the right summarises the three options' response to the urban design principles. It also shows that Option 3 has the biggest number of highly responsive features to the urban design principles. For that reason, Option 3 will be further explored and crafted, as presented in Section 9.

Urban Design Principles	Response		
	Option 1	Option 2	Option 3
1. Respond to the site’s strategic positioning by supporting higher-density mixed-use development.	<div></div>	<div></div>	<div></div>
2. Create a ‘visual marker’ on the corner site to highlight the strategic intersection between Parramatta Road and Bridge Road.	<div></div>	<div></div>	<div></div>
3. Propose a gradual stepping down of the built form to existing sensitive residential interface to minimise visual impact and overshadowing.	<div></div>	<div></div>	<div></div>
4. Provide a laneway at the rear in response to Strathfield LEP’s 0m height limit to enhance east-west connection through the site.	<div></div>	<div></div>	<div></div>
5. Respond to the higher street wall and 0m front setback of approved development to the north west.	<div></div>	<div></div>	<div></div>
6. Allow for 10m green edge setback on Parramatta Road	<div></div>	<div></div>	<div></div>
7. Provide 4m setback at Bridge Road interface to allow for bike friendly north – south pedestrian link.	<div></div>	<div></div>	<div></div>
8. Incorporate a public open space at the corner of Parramatta Road and Bridge Road within the green edge setback.	<div></div>	<div></div>	<div></div>
9. Incorporate ground floor commercial along Parramatta Road that contributes to the vibrancy of the road corridor.	<div></div>	<div></div>	<div></div>
10. Provide a residential interface that promotes passive surveillance to surrounding public realms.	<div></div>	<div></div>	<div></div>
11. Contribute to the creation of pedestrian-friendly streetscape on Parramatta Road through a ‘human-scale’ street wall.	<div></div>	<div></div>	<div></div>
12. Respond to the 9 to 11-storey approved development north west of the site.	<div></div>	<div></div>	<div></div>
13. Provide an equitable built form response to future higher density character on Parramatta Road, Bridge Road and across the proposed laneway.	<div></div>	<div></div>	<div></div>
Total	<div></div>	<div></div>	<div></div>

9.0 Preferred Scheme: Option 3

As the most preferred scheme, Option 3 has been further developed into a series of architectural plans, sections and 3D perspectives. The compilation of the drawings is presented in the following pages.

The key statistics of the proposed development is as follows.

Items	Calculations
FSR	3.578
GFA	7,800.77sqm
Retail area	409.86sqm
Commercial (SOHO Apartment)	94sqm
Residential	6,484.3sqm
Common Lobbies	812.945sqm
Common Open Space	324.02sqm
Height	18 storeys plus plant/ roof
Proposed Residential Units	86 units

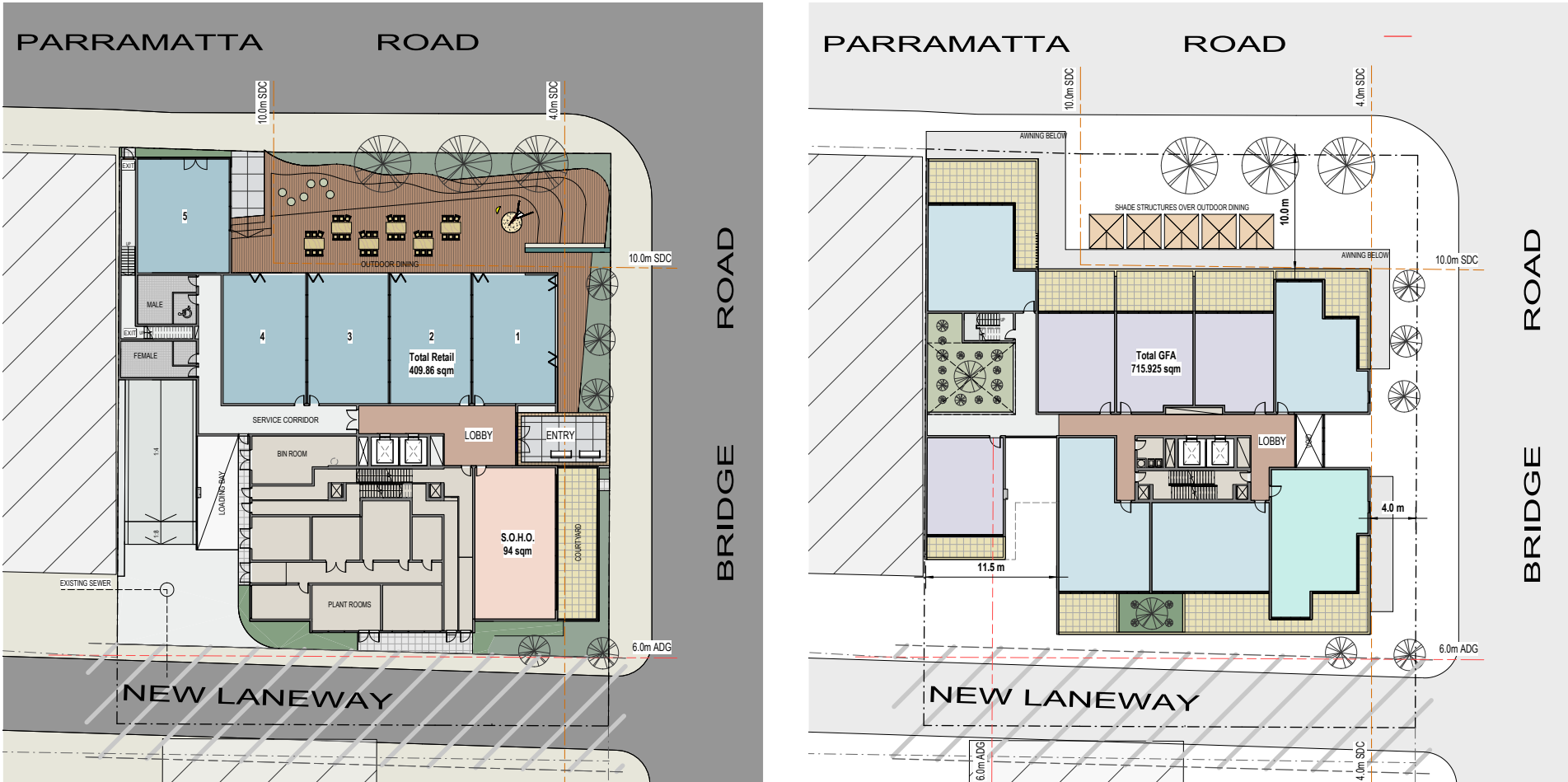


Figure 22. Option 3: Ground floor (left) and level 1 (right) plans

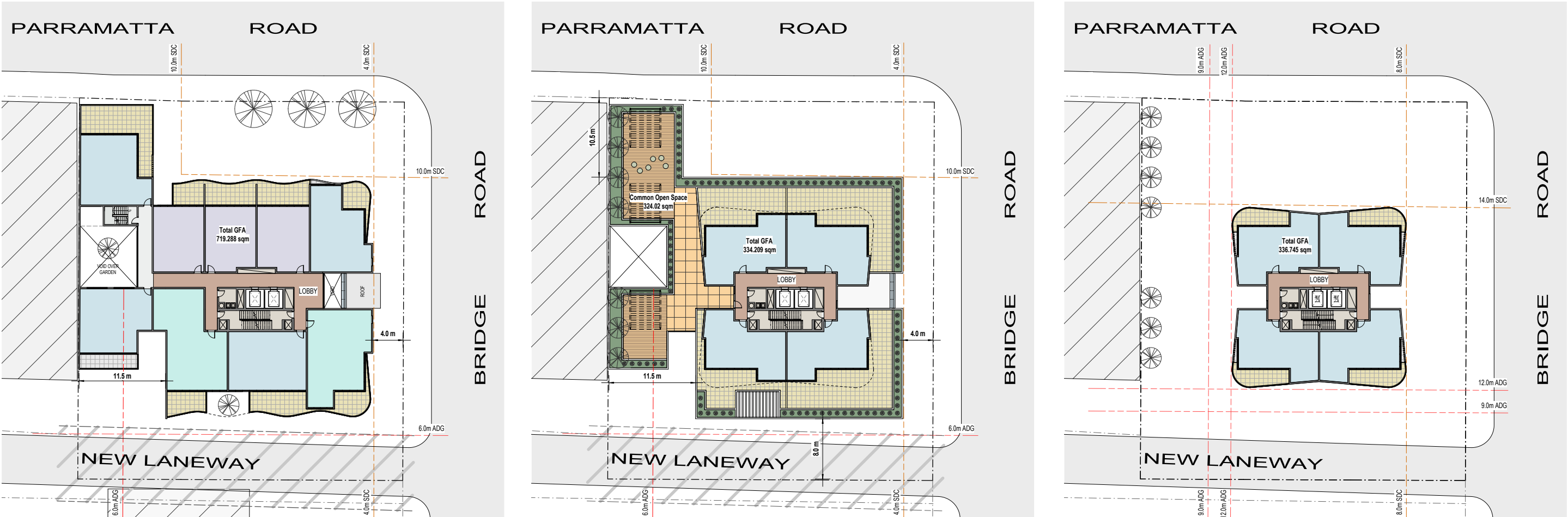


Figure 23. Option 3: Levels 2 to 4, level 5, and level 6 to 16 plans (from left to right)

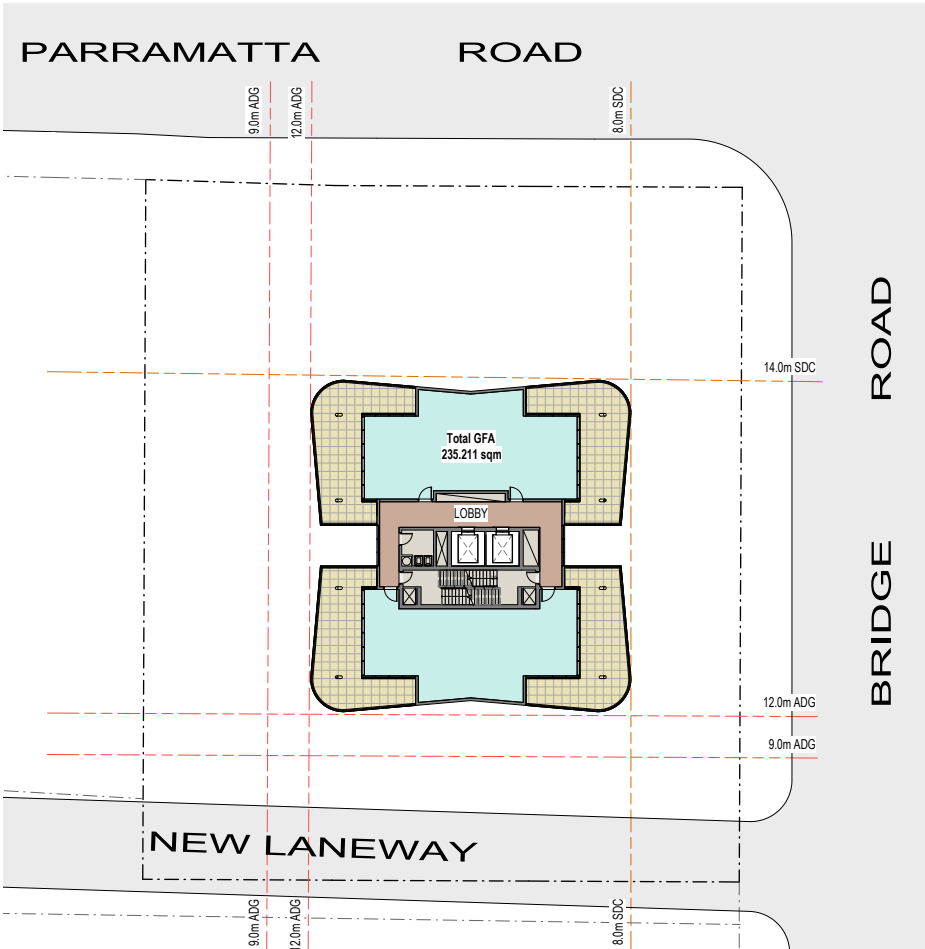


Figure 24. Option 3: Levels 17 plan

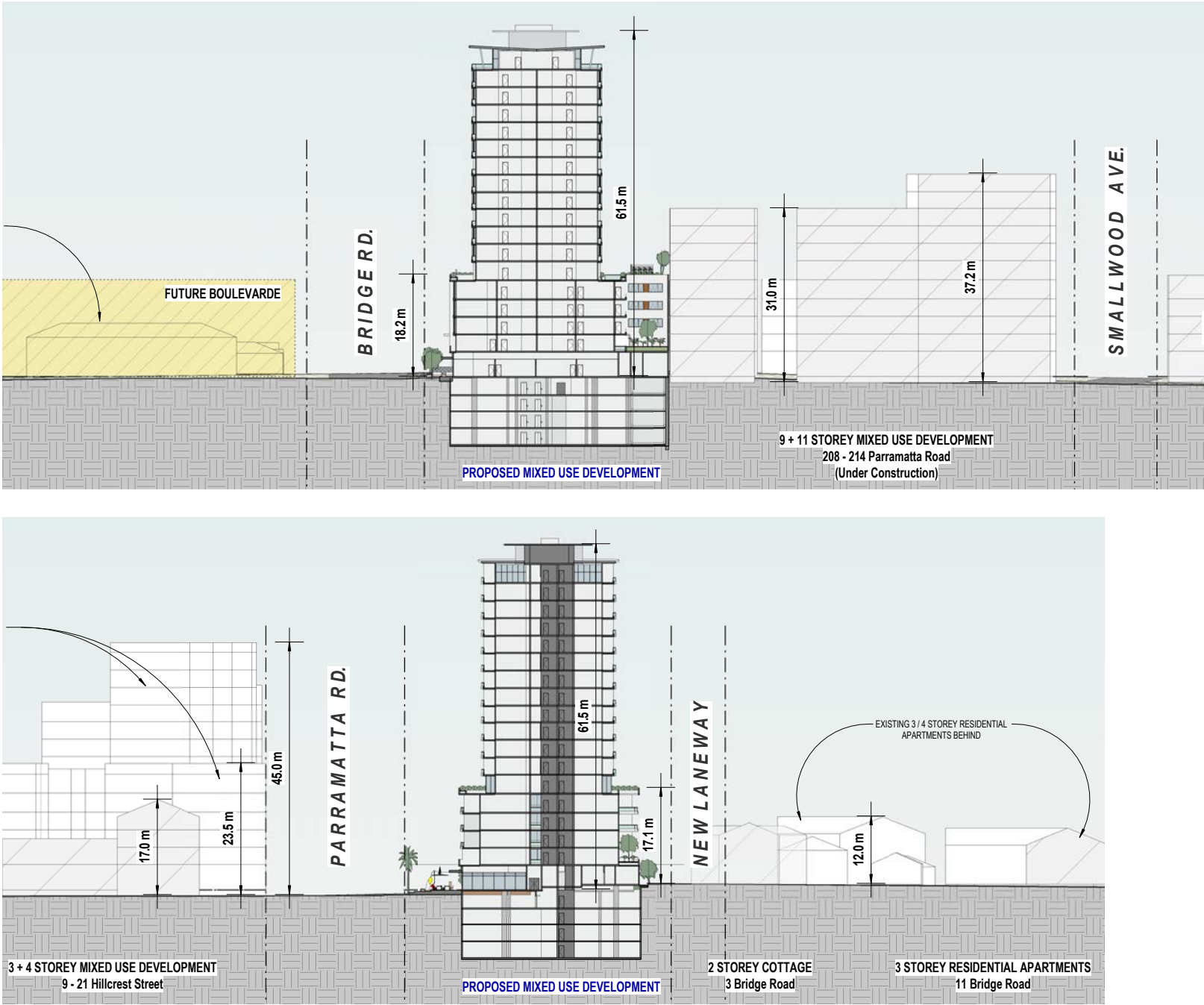


Figure 25. Option 3: Longitudinal section (top) and cross-section Parramatta Road (bottom)



Figure 26. Option 3: 3D render from Parramatta Road (left) and Bridge Road (right)

10.0 Conclusion

The proposed design at 200 - 206 Parramatta Road contributes to the vision of Homebush Precinct as outlined in the Parramatta Road Corridor Planning and Design Guidelines, through the creation of a high-density mixed-use development. In response to its urban context and strategic positioning, the proposed development exercises the following items:

- Maximising the proposed density to FSR 3.578 within an 18-storey podium and tower form in order to support the strong projected growth in the precinct.
- Providing ground floor commercial with residential above to provide an active frontage along Parramatta Road and passive surveillance to surrounding public realm.
- Highlighting the corner site development and the strategic importance of the Parramatta Road and Bridge Road intersection via a prominent built form as a 'visual marker'.
- Incorporating a public open space (Bridge Road Square) within the 10m green edge setback on Parramatta Road.
- Contributing to the creation of a pedestrian-friendly streetscape on Parramatta Road through a 'human-scale' street wall.
- Providing a laneway at the rear to enhance east-west connection through the site.
- Minimising the visual exposure to the neighbour's 7 to 9-storey blank walls by having a deeper podium form and 0m front setback on the northwestern tip of the site.
- Minimising the overshadowing impact to the surrounding properties.



Figure 27. Artist's Impression



Level 2/166 Albert Road
South Melbourne 3205
Victoria
Australia
t: +61 3 9682 8568

Studio 111, 50 Holt Street
Surry Hills 2010
NSW
Australia
t: +61 2 9699 2021

www.dlaaust.com

Twitter: @DLA_Australia

Plantastic Blog: [dla - plantastic.blogspot.com.au/](http://dla-plantastic.blogspot.com.au/)

Melbourne | Sydney | United Kingdom | Norway | Sweden