

DRAFT FOR PUBLIC COMMENT

Updated February 2015

NEW PARRAMATTA RD

DRAFT PARRAMATTA ROAD URBAN RENEWAL STRATEGY

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TO VIEW THE NEW PARRAMATTA RD VIDEO, VISIT OUR WEBSITE www.newparramattard.com.au

You are invited to give feedback on this draft Strategy,
visit our website: www.newparramattard.com.au



GLOSSARY

Community engagement

The process of involving individuals, groups, and organisations in a project. Engagement can take many forms and covers a broad range of activities from informing the community about a process or plan, to obtaining input and feedback or involving individuals in the decision-making process.

Density

The average number of people, households or dwellings per hectare of land, which gives an idea of how intensely developed an area is.

Draft Integrated Land Use and Transport Concept

A concept which identifies and considers the future land use and transport needs. The concept is a key component of the Parramatta Road Urban Renewal Strategy.

Final Integrated Land Use and Transport Concept

The future land use and transport needs consolidated into a corridor plan with emphasis on the Precincts.

Governance

State and Local Governments will collaborate on decisions affecting the Parramatta Road Urban Renewal Program.

Heritage item

Places and objects inherited from past generations that we want to pass on to future generations (e.g. historic landmark). Heritage items are classified as such by local, state or federal government.

Infrastructure

The roads, railways, sewers, electricity lines, telephone lines and towers, pipes, drains and other facilities that provide services and support people's lives and lifestyles.

Integrated multi-modal transport system

A system that incorporates a variety of connecting transport types, such as trains, buses, light rail and cycle ways.

Memorandum of Understanding (MOU)

A document for recording the common intent of two or more government parties or between government and non-government parties. Though not legally binding, it provides a framework or a set of principles to guide a project or working arrangement.

Parramatta Road Corridor

The corridor that extends along Parramatta Road from the CBD to the City of Parramatta, generally between the main western rail line to the south and the Parramatta River to the north. It runs through 10 Local Government Areas which are home to almost one million people.

Parramatta Road Reconfiguration Program

The Parramatta Road Reconfiguration Program will review the road's role and function. It will seek to balance transport needs with the need to create a liveable environment in the Precincts.

Place-making

The planning, design, management and programming of public spaces to strengthen the connection between people and the places they live, work and visit.



GLOSSARY CONTINUED

Precincts

The eight special areas named in the Parramatta Road Urban Renewal Strategy identified for growth where planning rules and zonings may change in the future.

New Parramatta Rd

The project name.

NSW Government Metropolitan Strategy for Sydney

The draft Metropolitan Strategy for Sydney sets out a plan for the city's future over the next two decades. It is an overarching plan supported by other strategies that identify parts of the city capable of accommodating future growth and change.

Social infrastructure

The services, networks and facilities that support people and communities e.g. schools, health, medical, recreational and other services.

Statutory planning

Urban planning in accordance with adopted legislation such as the Environmental Planning and Assessment Act 1979.

Sustainability

A description for how a place or community can continue to exist over time in a way that is healthy for the environment, business and the community.

Urban amenity

Amenity or liveability describes the quality of a place to live in or visit for both individuals and the community. It applies to public and private areas and includes the enjoyment of sunlight, views, privacy, noise levels, and safety.

Urban Amenity Improvement Program

Funding from the WestConnex Motorway budget to improve the living environment in those places where there will be housing growth.

UrbanGrowth NSW

UrbanGrowth NSW is the lead agency for New Parramatta Rd. Its role is to collaborate with government, industry and communities to improve our cities and enhance the way we live in NSW. Its focus is on urban renewal projects that provide greater housing supply and choice, jobs and further economic and social benefit.

Urban renewal

Urban renewal is a process undertaken to build on the strengths of each place by transforming under used or dilapidated areas, boosting local economies and providing a mix of uses and activities to meet the needs of the community. It considers a balance of density, good design, a mix of land uses, location, housing choice and access to public transport to create a successful urban environment.

WestConnex Motorway

The planned 33km motorway linking Sydney's west and south-west with the city, airport and port. It is Australia's largest road transport project.

1

INTRODUCTION



SYDNEY IS CHANGING

With an extra 1.6 million people expected to be living in Sydney by 2031, our city needs to be ready for the future and Parramatta Road can and should play a more positive role.

Parramatta Road is the urban spine between the City and the West. It is a route for industry, trade and suburban travel.

Parramatta Road is battling against progressive decline and there are blockages to change.

Urban renewal will transform Parramatta Road, bringing life to local communities and a new dimension to Sydney, one of the world's most beautiful cities.



Urban Renewal is about building on the strengths of each place, transforming under used or dilapidated areas, boosting local economies and providing a mix of uses and activities to meet the needs of the community.

The name of the project – New Parramatta Rd – embraces the hopes of the city. The Parramatta Road Urban Renewal Strategy is a plan for the future.

As with urban renewal in other parts of Sydney and internationally, the case for renewal is driven by population growth and demand for new housing and jobs close to public transport and city infrastructure. The Parramatta Road Urban Renewal Strategy identifies areas that will be the focus of growth and change along the corridor. The numbers of people living in these defined areas is expected to rise by 51,600 by 2031 to achieve a total of 69,700. The population increase in these areas is 3.2 percent of Sydney's overall expected population growth of 1.6 million.

Community involvement is essential because places, local character and amenity are precious and best understood at a local level.

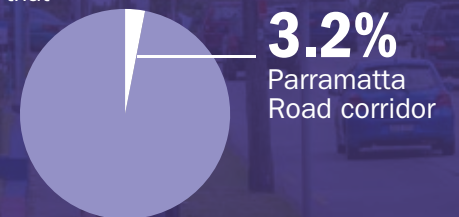
Communities will be informed, have opportunities to comment, and be encouraged to participate in the planning process.



Jubilee Procession Parramatta Rd 1921. J.G. Park, Macleay Museum, University of Sydney.

Increase in Sydney Metropolitan Population by 2031

By 2031 it is anticipated that the population of the Sydney Metropolitan Region will increase by 1.6 million people. Growth in the areas identified in the strategy will contribute 3.2 percent.



SYDNEY IS CHANGING CONTINUED

The Parramatta Road corridor includes heritage buildings and items that reflect history. There are houses of different styles and eras, commercial buildings, industrial sites, historical infrastructure such as road milestones, parks, schools and churches, as well as conservation areas.

Parramatta Road has helped to shape Sydney's suburbs and industries. Large scale subdivision began in the 1840s and suburban development gathered speed when the Sydney to Parramatta railway opened in 1855. Since early days, Parramatta Road has served industry as a transport link for trade and workers.



The modern era has not been kind to Parramatta Road. Pedestrians and cyclists find little pleasure there. Shops and businesses operate in a difficult environment. Overpowered by traffic congestion, it has ceased to be a comfortable place for anyone.

Parramatta Road's steady and continuing deterioration has many causes:

- up to 100,000 vehicle trips per day in parts
- noise, a lack of trees and heavy visual clutter from cables, poles and signage
- an under-functioning road where travel speeds are less than 20kmph in the peak direction for more than eight hours per day
- poor north-south cross connections for pedestrians, cyclists and motorists
- inefficient public transport operations with buses caught in traffic
- urban planning decisions, shared between ten councils, have not been coordinated
- controls that limit or discourage new housing.



THE POTENTIAL OF THE PARRAMATTA ROAD CORRIDOR

Parramatta Road is already a centre of employment and population in Sydney. The road has fundamental strengths:

- public transport connections – rail, bus, light rail, cycle and close to ferries
- jobs and future employment centres
- well established retail and service centres
- a mix of different land uses
- diverse communities.

The NSW Government is aiming for 50,000 new dwellings and 50,000 jobs in the Parramatta Road corridor.

Despite the potential, surprisingly little renewal or investment has occurred.

The draft Parramatta Road Urban Renewal Strategy is the single most important opportunity to reshape Parramatta Road.

As a starting point, eight urban renewal Precincts have been identified. They are located at Granville, Auburn, Homebush, Burwood, Kings Bay (which is part of Five Dock), Taverners Hill, Leichhardt and Camperdown.

‘Precincts’ are special areas identified for growth and change where planning rules and zonings may change in the future.

For owners, occupiers or interested people, this is the beginning of a process that requires community input.

The Precincts were selected because of their:

- proximity to places of employment
- accessibility, especially to public transport
- capacity to support new housing types
- proximity to existing infrastructure

- opportunity sites for future development
- unique character and diversity
- places of interest with potential for new or refreshed linkages.

Development of the WestConnex Motorway provides the catalyst to restore the Parramatta Road corridor. It will change traffic volumes on the road, which in turn will enable the improvement of public transport and urban amenity to support growth.

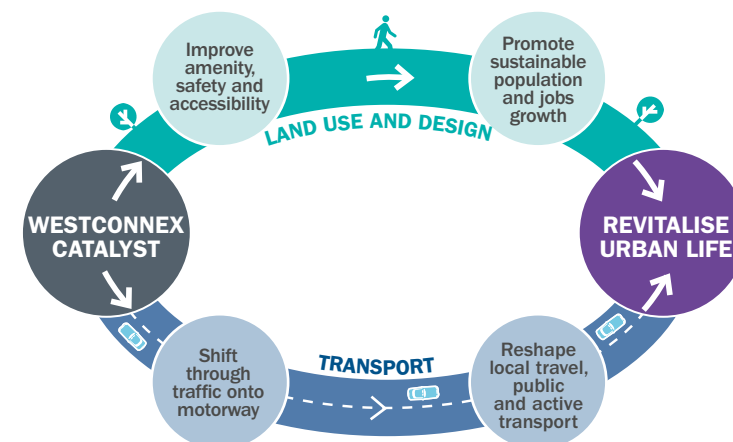
Street beautification, green corridors, active and public transport, and private investment in quality housing are also key actions and opportunities for urban renewal.

Government decision-making about public transport including mode choice, network investment and expansion of services will support urban renewal.

The single most important opportunity to reshape Parramatta Road for future generations

The revitalisation path

Urban renewal will transform Parramatta Road, bringing new life to local communities and more transport options.



AIMS AND OBJECTIVES

The aims and objectives of the draft Strategy are to increase the quantity and diversity of housing, expand transport choices, grow the number of job opportunities in Western Sydney and improve liveability.

The Strategy will:

- be long term
- focus on Precincts
- reshape transport into an integrated system
- improve the public domain
- facilitate quality development.

Throughout the process of developing the strategy we will collaborate with councils and engage with communities.



The twenty-year renewal program will be focused in eight strategic Precincts: Granville, Auburn, Homebush, Burwood, Kings Bay, Taverners Hill, Leichhardt and Camperdown. It is forecast to contribute an additional \$28 billion of investment along the corridor.

RESHAPE the transport system

- Optimise use of road space for all users, including bus passengers, cyclists and pedestrians
- Redesign the road system to rebalance east-west and north-south movements
- Deliver new public transport services
- Deliver safer and better cycle routes

UPGRADE the public domain

- Funds to kick-start upgrade of public domain
- Projects focused on renewal Precincts
- Aims to improve the living environment and support new growth

COLLABORATE
WITH COUNCILS



CONSULT WITH
COMMUNITIES

PLACE-MAKING in eight strategic Precincts

- Detailed Precinct planning to determine future controls
- Controls coordinated across 10 councils to achieve good corridor-wide and regional outcomes
- A mix of uses and intensity

DEMONSTRATE high quality new development

- Good quality outcomes matter for all stakeholders
- New development will largely be financed and developed by the private sector on privately owned land

ABOUT THIS DOCUMENT

Preparation of the draft Parramatta Road Urban Renewal Strategy has required extensive recent study.

Development of the draft Strategy has included:

- interactive workshops with councils and advisors
- community panel and expert speakers
- major studies of the corridor
- more than 150 meetings with councils and other stakeholders
- briefings to local MPs
- work and discussion within the project team.

An outcome of these activities is the Draft Integrated Land Use and Transport Concept which is a component of the draft Parramatta Road Urban Renewal Strategy.

The lead agency on this project is UrbanGrowth NSW, a government agency set up to increase housing supply and choice, create jobs, and bring economic and social benefit to NSW.



Development of the WestConnex Motorway provides the catalyst to restore the Parramatta Road corridor. It will change traffic volumes on the road, which in turn will enable the improvement of public transport and urban amenity to support growth.

PARRAMATTA ROAD URBAN RENEWAL TIMELINE

PARRAMATTA ROAD URBAN RENEWAL STRATEGY DEVELOPMENT

PREPARATION OF BUSINESS CASE FOR URBAN AMENITY IMPROVEMENT PROGRAM

PREPARATION OF PARRAMATTA ROAD RECONFIGURATION PROGRAM

DEVELOPMENT OF FINAL CONCEPT

STATUTORY PLANNING

2014

2015

2016

M4 WIDENING WORKS

- Major works start early 2015
- Open to traffic early 2017

M4 EAST WORKS

- Major works start mid 2016
- Open to traffic early 2019

WESTCONNEX MOTORWAY





What you say will be taken into account to help inform a Final Concept for the Urban Renewal Precincts

COMMUNITY ENGAGEMENT

Your voice is important. You are invited to consider the draft Parramatta Road Urban Renewal Strategy and to respond. Your input is needed on:

- character
- unique qualities
- history and heritage
- popular and special places
- significant streets and connections
- opportunities for improvement and change.

Your input will be summarised into a Community Feedback Report. The Community Feedback Report will be made public.

The project team will take community feedback into account in the finalisation of the Concept.

Infrastructure requirements including for transport, water, sewer and drainage networks and for social infrastructure, recreational and other services will be addressed in future detailed precinct planning.

The purpose of the wider program of engagement is to:

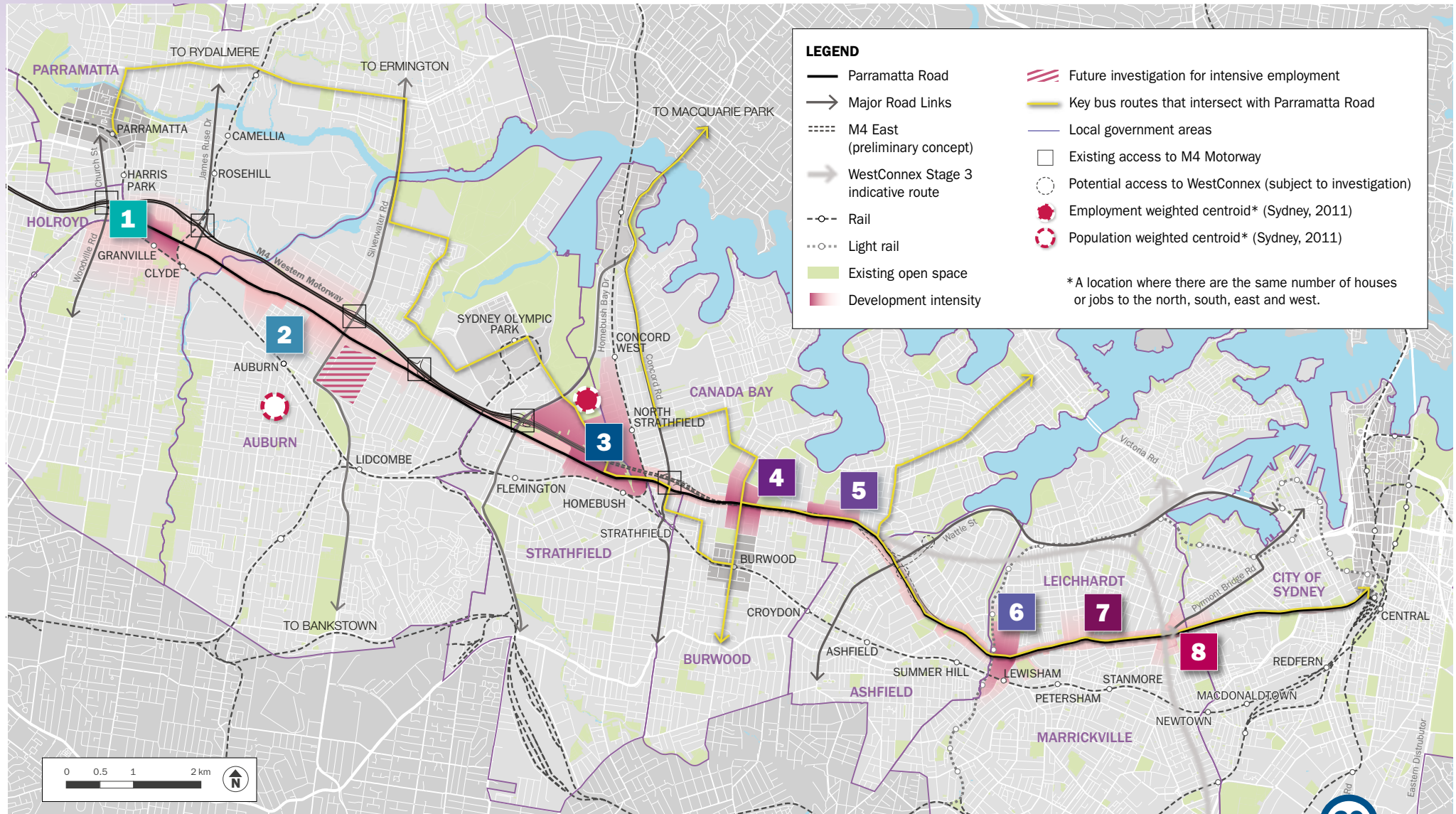
- commit to early participation
- help the community understand the long term nature of urban renewal
- establish honest and open relationships
- get clear feedback from a cross section of the community to inform further planning.

ENGAGEMENT PROCESS

INDICATIVE TIMING	KEY PLANNING ACTIVITIES	KEY ENGAGEMENT ACTIVITIES
2013 to 2014	Preparation of draft Strategy	■ Design and planning workshops ■ Community panel ■ Stakeholder meetings ■ Mayoral forum ■ Local Government working groups
2014 to 2015	Public display of draft Strategy	■ Public consultation ■ Stakeholder meetings ■ Local and State Government partnering groups ■ Local government staff seconded to project team
2015	WestConnex M4 Widening construction	■ Public exhibition ■ Local and State Government partnering groups
From late 2015	Statutory planning	■ Public display and consultation

▶ **Learn more and receive updates at:**
www.newparramattard.com.au

DRAFT INTEGRATED LAND USE AND TRANSPORT CONCEPT



The twenty-year renewal program will be focused in eight strategic Precincts:

1 GRANVILLE **2 AUBURN** **3 HOMEBUSH** **4 BURWOOD** **5 KINGS BAY** **6 TAVERNERS HILL** **7 LEICHHARDT** **8 CAMPERDOWN**



DRAFT INTEGRATED LAND USE AND TRANSPORT CONCEPT CONTINUED

1 Granville

Improvements to streetscape could encourage new development and create a vibrant live/work Precinct with access to major services, shops and employment. This Precinct could have a similar development intensity to Ultimo.

2 Auburn

Renewal and good transport access in this Precinct could support continued employment growth, particularly concentrated on Parramatta Road, at Silverwater, the Auburn Town Centre, Sydney Olympic Park and the Parramatta CBD.

3 Homebush

By taking advantage of access to jobs, services and Sydney Olympic Park, this could become a major growth Precinct that accommodates residential high rise close to public transport. This Precinct could have similar development intensity to Meadowbank and St Leonards/Crows Nest.

4 Burwood

With good access to transport and employment opportunities, renewal in this Precinct can continue to support growth in the existing Burwood town centre. The Precinct could have development intensity that is similar to the existing Burwood town centre.

5 Kings Bay

Close proximity to village centres, green space and Sydney Harbour could see this Precinct evolve to have a residential/mixed-use focus. The Precinct could have development intensity that is similar to Crows Nest.

6 Taverners Hill

Renewal in this Precinct could take advantage of new light rail, proximity to heavy rail, and access to the cultural life of Sydney's inner west. The Precinct could have development intensity that is similar to Breakfast Point.

7 Leichhardt

Careful adaptive reuse and sensitive new buildings could bring new life and a strong night time economy back to Parramatta Road's iconic strip.

8 Camperdown

Renewal in this Precinct could take advantage of excellent access to the CBD, high quality education, and health and research facilities. The Precinct could have development intensity that is similar to Harold Park and other nearby renewal.

A man wearing a black hat, glasses, and an orange high-visibility shirt is holding a clipboard and looking towards the camera. He is standing in front of a line of buses parked in a lot. The buses are white with blue and red accents. The background shows a clear blue sky and some trees. A large, stylized number '2' is overlaid on the image, and a diagonal purple and red graphic element runs across the center.

2

ABOUT TRANSPORT

OVERVIEW

With more road capacity in the Parramatta Road corridor, transport networks can be reshaped into an integrated transport system with more public transport options.

People living in revitalised places will be encouraged to walk or cycle safely and conveniently to bus stops, rail stations, ferry wharfs and key destinations. Reconfiguration plans for Parramatta Road will be prepared in close consultation with the community and attention will be given to these aspects.

Importantly, Parramatta Road will remain a toll free route for those who choose not to use WestConnex.

Around 2.8 million trips on an average weekday are made to, from, and within the Parramatta Road corridor



Transport in the Parramatta Road Corridor

Around **2.8 million** trips on an average **weekday**

This is **17.5%** of the total trips made in **metro Sydney**



About **1 in every 3** residents travel to work by **public transport**



About **1 in 10** walk or cycle



On a typical workday ...

Around **9000** people travel to work in the **Sydney Olympic Park area**

Over **900** bus services operate along Parramatta Road through **Leichhardt** east of Norton Street

Over **450** bus services operate on **Burwood Road**

Almost **2 million** trips each year on **Parramatta River ferry** services



Customers a year



Bus route 438
2.5 million
Operating between the City and Abbotsford

Bus route 461
1.3 million
Operating along Parramatta Road between Burwood and the City



Inner West light rail extension
The Dulwich Hill Line provides a service every **10 minutes** in peak periods and every **15 minutes** in the off peak



In a typical weekday peak hour, over **40** train services stop at **Strathfield**, **20** at **Parramatta**, and more than **10** each at **Granville, Lidcombe, Auburn, Burwood** and **Ashfield**



WestConnex Motorway provides the catalyst to restore the Parramatta Road corridor

WESTCONNEX

The proposed 33 km WestConnex Motorway will be a multibillion dollar transport investment in the corridor. WestConnex will serve longer distance journeys into, out of and through the corridor – most notably for heavy freight, commercial and business. It will enable key parts of the transport system to be reshaped to better serve existing and new customers from a revitalised corridor.

The Motorway will be delivered in stages over the next 10 years. The benefits to the Parramatta Road corridor will come at various times and in different ways:

M4 WIDENING 2 extra lanes	M4 EAST New 6 lane tunnel	M4/M5 LINK New 6 lane tunnel
2 extra lanes on the M4 between Parramatta and Homebush Bay Drive with improved access at Hill Road and Homebush Bay Drive.	A new 6 lane tunnel between the M4 at Homebush Bay Drive and Haberfield.	Extends the M4 East with a new 6 lane tunnel between Haberfield and St Peters.
Completion early 2017	Completion 2019	Completion 2023

By 2031 a completed WestConnex is expected to remove 4,600 trucks and 20,000 cars per day from Parramatta Road between Concord and Camperdown.

The widening will ease congestion on the existing M4 Motorway and result in traffic changes on parts of Parramatta Road. The tunnel will enable significant change on the surface transport system. This will allow existing road space and operations to be reconfigured to improve journeys by private, public and active transport.

For more information visit www.westconnex.com.au



© NSW Roads and Maritime Services

Investigations into the reconfiguration of Parramatta Road will consider its opportunities and constraints. Significant changes are being considered to provide improved urban amenity and transport outcomes along the road. The M4 Widening Environmental Impact Statements (EIS) went on public exhibition in August 2014.

Forecast traffic on Parramatta Road after each project will be detailed in each EIS and the community will be invited to comment on the project and make written submissions.

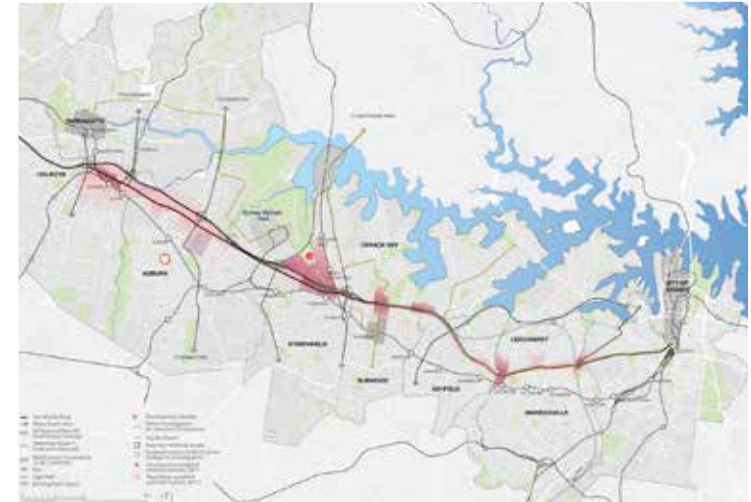
TRANSPORT IN THE CORRIDOR



The NSW Long Term Transport Master Plan represents the State Government's overarching strategy for Sydney's transport future. This document recognises the importance of the Parramatta Road corridor as the main connection between the Sydney CBD and Western Sydney.

The Transport Master Plan is supported by six transport modal strategies that are relevant to the corridor. They are: Sydney's Walking Future, Sydney's Cycling Future, Sydney's Bus Future, Sydney's Rail Future, Sydney's Light Rail Future and Sydney's Ferry Future. These provide the framework for informing the draft Parramatta Road Urban Renewal Strategy.

Draft Urban Renewal Strategy



Transport Business Cases



Delivery of new and improved transport services to support urban renewal outcomes



TRANSPORT IN THE CORRIDOR CONTINUED

The Parramatta Road corridor encompasses the following networks:

- the Western Line and Northern rail lines
- the Inner West Light Rail
- a comprehensive bus network
- Parramatta River ferry services
- the road network, including the M4 and Parramatta Road.

Within the Parramatta Road corridor the public transport component includes the heavy rail services that are provided on the Northern and Western Lines.



Several key bus routes are part of the public transport focus for the Parramatta Road corridor and surrounding areas. These include:

- Burwood to Sydney CBD via Parramatta Road
- Hurstville to Macquarie Park via Burwood town centre
- Rouse Hill to Hurstville via Parramatta and Bankstown
- Burwood to Chatswood via Drummoyne and Lane Cove
- Parramatta to Burwood via Newington, and
- Hurstville to Sydney CBD via Earlwood and Newtown (King Street).

There will also be better interchanges between public transport services at key locations. A new bus interchange will be constructed at Granville Station and investigations will be undertaken for other key locations.

The WestConnex project provides the opportunity to redefine Parramatta Road's role and function. In particular public transport along Parramatta Road will be improved between Burwood and the Sydney CBD.

The active transport component looks at both walking and cycling. Work will be undertaken to improve cycle routes within a five kilometre radius of major urban centres along the corridor and improve facilities at public interchange centres.



Guiding Transport Principles for Transforming the Corridor

The WestConnex Motorway is an opportunity to rethink the use of road space, create new transfer points between transport services and stimulate renewal along the corridor.



NEXT STEPS

Construction of the WestConnex Motorway will commence in 2015.

A series of wider initiatives for the Parramatta Road corridor have been identified to support existing and future demands in the corridor delivering benefits for customers.

Ongoing initiatives

Work with Councils to update and develop local pedestrian and cycle plans to inform future funding, local infrastructure planning and progressive delivery.

Review and implement public transport to improve services to meet growing demand from renewal in the corridor over time.

Work with Councils to review and implement development and parking controls to manage car based demand.

Work with Councils to develop and deliver multimodal access improvements to key centres and renewal precincts.



AUSTRALIA ST
CAMPERDOWN
NSW 2050

3

ABOUT URBAN
RENEWAL





Good quality housing, efficient and available transport options, and a sense of well-being

URBAN RENEWAL

For present and future residents of Sydney, good quality housing, efficient and available transport options, and a sense of well-being are normal expectations.

The right combination and balance of density, good design, a mix of land uses, location, housing choice and access to public transport creates a successful urban environment.

A key objective of the draft Metropolitan Strategy for Sydney is to focus new housing in and around centres with good public transport.

Compact cities where people live close to a wide variety of services and amenities tend to be more accessible, environmentally efficient and cost effective. They also suit higher density living.

Other reasons for containing the spread of cities include the protection of farm and conservation lands on the outskirts and the high cost and long lead-times involved in providing infrastructure and services to newly established distant communities.

DENSITY

On density, the draft Metropolitan Strategy for Sydney seeks to focus medium and high density housing in centres with good public transport.

Density is no impediment to quality design or city liveability, indeed it is an essential ingredient. The question is how best to achieve this new density?

The draft Metropolitan Strategy also supports the integration of infrastructure investment with the development of new housing.



RESIDENTIAL HOUSING DENSITY

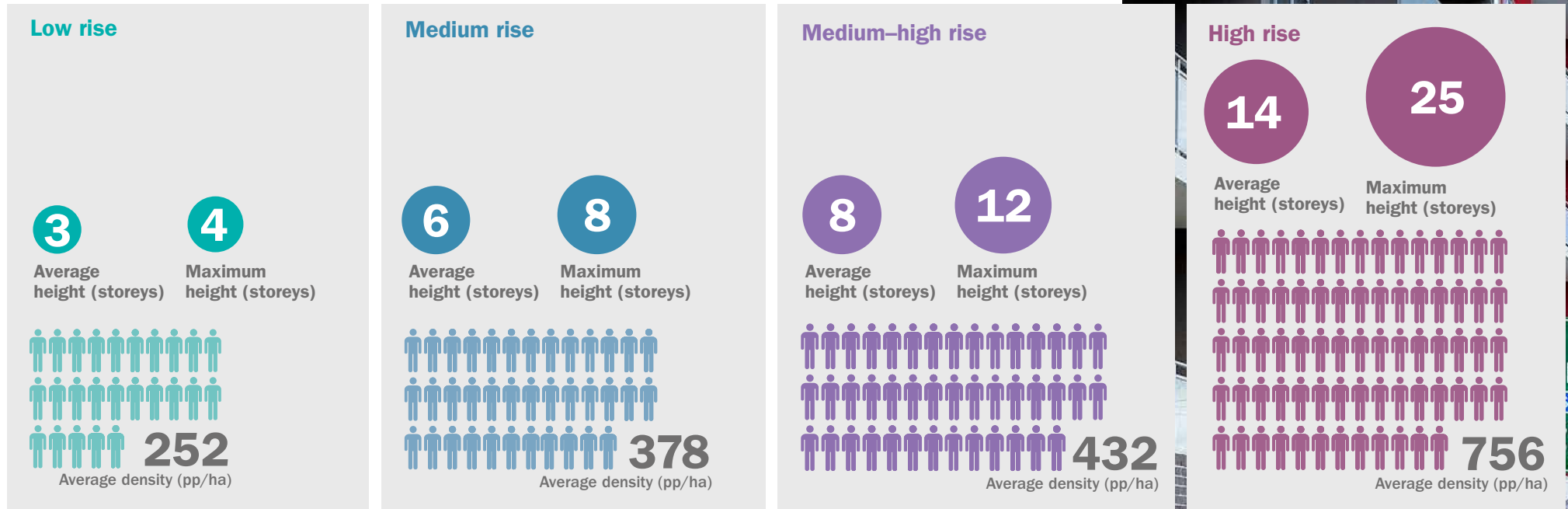
More housing is needed because Sydney is growing.

The density of residential development in the Parramatta Road corridor is to be determined as part of future precinct planning in consultation with Local Government and communities.

Among many important factors that need to be balanced are:

- height
- architecture
- a mix of land uses
- heritage
- shadow and access to light
- natural ventilation
- capacity for growth
- housing demand
- open space access and provision.

The table below is a guide to what is meant by residential housing density



URBAN AMENITY IMPROVEMENT

A high standard of urban amenity usually includes good public spaces, trees and enjoyable, attractive places to meet.

Funds have been allocated from the WestConnex Motorway budget to improve the living environment. Governance arrangements for how monies will be allocated and projects overseen are being developed.

A key principle for the allocation of funds is that monies will be used to improve urban amenity in those places where there will be housing growth.

Initiatives that will improve the amenity of the corridor may include:

- tree planting and landscaping
- consistent street furniture and signage
- new footpaths and cycle paths
- reducing clutter by undergrounding cabling
- road improvement works.

These types of improvements are consistent with complementary works done for other major road infrastructure projects in Sydney. For example, when the Cross City Tunnel was built, works were carried out to improve the urban amenity of William Street.



SUSTAINABILITY AND HEALTH

Sustainable development is about balancing often competing objectives. For UrbanGrowth NSW, sustainability is synonymous with community well-being, healthy and robust economies and good environmental outcomes.

The sustainability model

Achieving viability, liveability and equity.



Adapted from Trevor Hancock's Healthy City Model

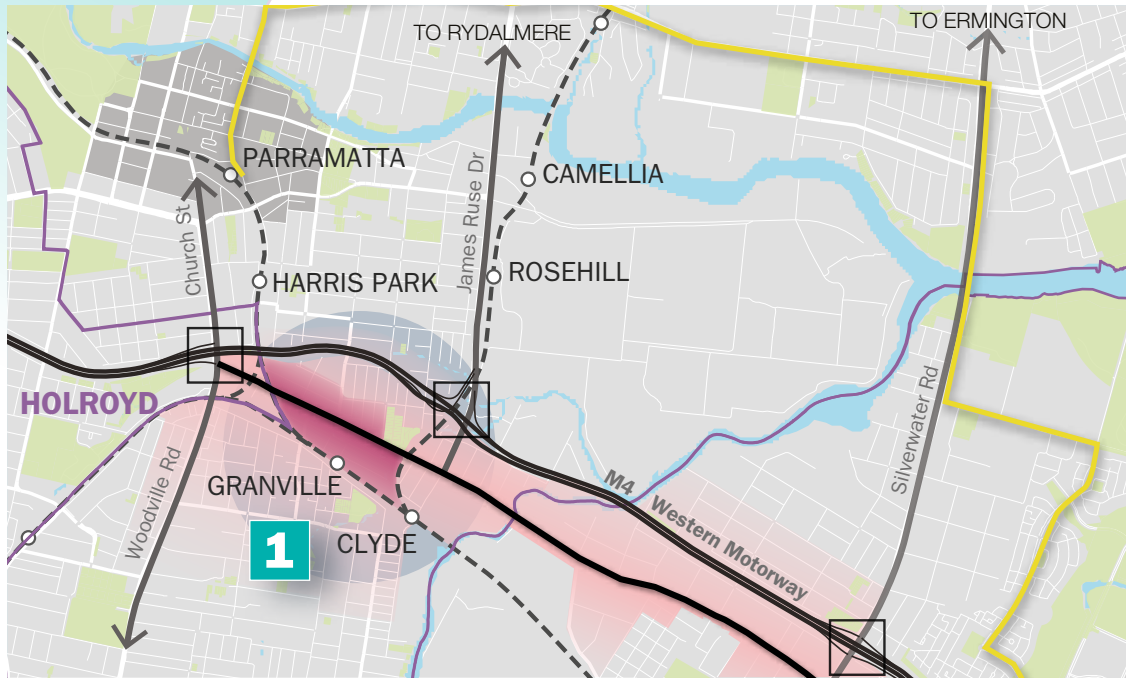


CARPARK ENTRY

EXIT ONLY

4

THE PRECINCTS



GRANVILLE AREA PRECINCT

The Granville Area Precinct is located within the Parramatta and Holroyd Local Government Areas and includes the Granville and Clyde railway stations. It is a residential area with small parks and a main shopping street near the station.

About half of the community was born overseas and speak languages other than English at home. Granville TAFE is the South Western Sydney Institute's largest training college with more than 15,000 students. The Granville Youth Centre opened in 2003 and there are several local parks and reserves. Popular area events include Parramasala which is held in Parramatta in October and the Holroyd African Summer Festival in November.

Granville's evolution followed the pattern of urban change in Sydney, particularly the growth of the car industry, the development of warehouses and bulky goods distribution, and the retail sector.

Rail is integral to the Granville story. Among the heritage listed historical archaeological sites in the Parramatta Road corridor is the original 1855 Parramatta Railway Station and Yard. One very sad note in the suburb's history was the 1977 Granville rail disaster when 83 people died after a peak hour train hit a supporting pylon causing the collapse of the Bold Street Bridge.

Granville's connection to Australian history is strong. Governor Philip visited the area during his exploration of the Duck River in 1788 and the rough track that became Parramatta Road was cleared in 1791.

LEGEND

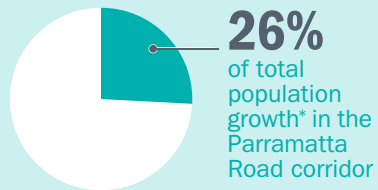
- Development density
- Parramatta Road
- Major road links
- Existing access to M4 Motorway
- Highlight only
- Rail
- Key bus route
- Local Government Areas



POTENTIAL EVOLUTION

The Granville Precinct has been identified for future growth given its very good access to transport and employment opportunities in the Parramatta CBD. Granville is located on the western and southern train lines and is two stations east of the Parramatta Transport Interchange. The Precinct could evolve to support the Parramatta CBD and have a residential/mixed use focus, while maintaining the existing industrial lands and jobs at Clyde.

GRANVILLE'S FORECAST GROWTH



By 2031 it is anticipated that the Granville Precinct could accommodate 26 percent of overall population growth in the corridor.



The Granville Precinct's potential long term evolution (2050+) would see 16,000 to 19,000 new dwellings.

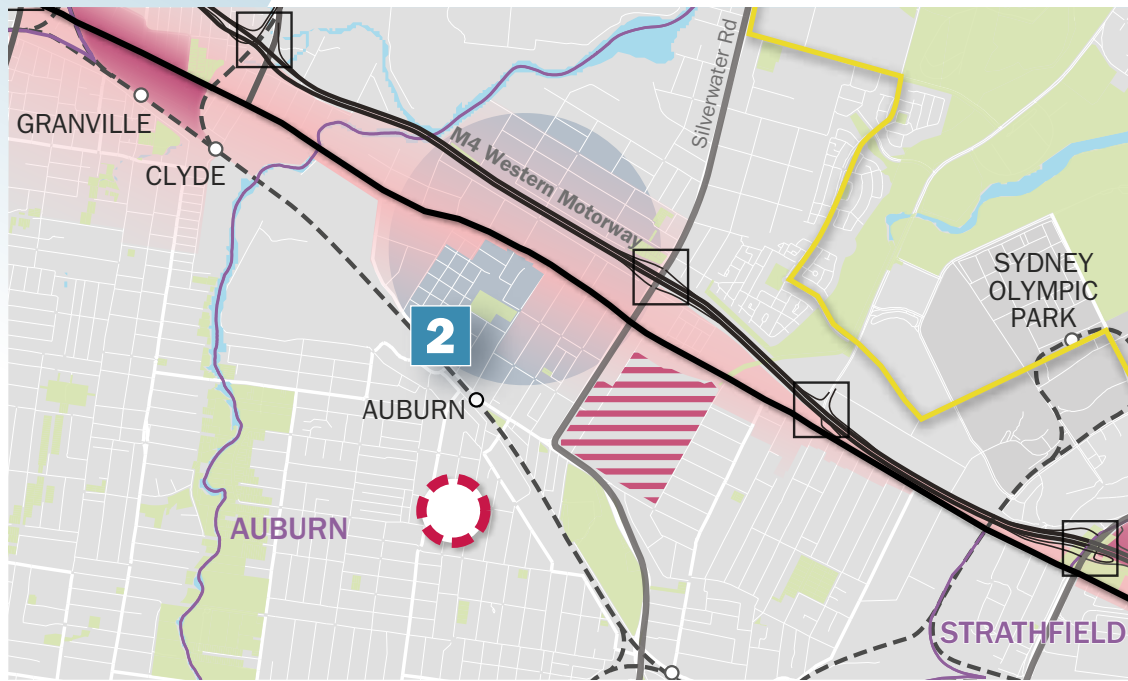
* Refer to page 2.

To give feedback on the Precincts, visit our website:
www.newparramattard.com.au



GRANVILLE

About half of the community was born overseas and speak languages other than English at home



LEGEND

- | | | | |
|--|--|--|---|
| | Development density | | Local Government Areas |
| | Parramatta Road | | Rail |
| | Population weighted centroid (Sydney 2011) | | Key bus route |
| | Existing access to M4 Motorway | | Major road links |
| | Highlight only | | Future investigation for intensive employment |



AUBURN AREA PRECINCT

The Auburn Area Precinct is located wholly within the Auburn Local Government area. It includes significant employment lands and residential areas close to Parramatta Road.

Immigration, mainly from the Middle East, has given the precinct its character. The 2011 census recorded that more than 60 percent of the Auburn population was born overseas. Interestingly, this precinct is the Sydney population 'centroid' which means that there are equal numbers of people living to the North, South, East and West of it. Auburn local landmarks include the 9.7 hectares Auburn Botanical Gardens, set on the banks of the Duck River, established in 1977 and the Gallipoli Mosque. The Auburn Festival is held in September.

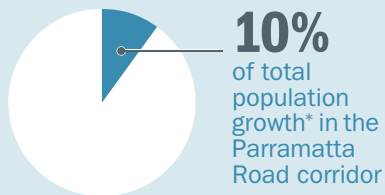
By 1880 the local postal inspector reported that there were about 40 residences in Auburn and a population of 200, according to The Dictionary of Sydney. The suburb went ahead quickly with 200 new buildings in 1911 and 268 approvals in 1912–13, putting it just outside the top ten for new buildings in the metropolitan area.

Auburn was a major retail centre by 1930 and the hub for the Thompson's store chain which started out on Parramatta Road and by 1938 included shops at Homebush, Harris Park, two in Parramatta, two at Merrylands, Fairfield, Smithfield, Cabramatta, Liverpool and Wentworthville.

POTENTIAL EVOLUTION

The Auburn Precinct has been identified for significant future jobs growth given its good access to transport and employment opportunities in surrounding areas including the Auburn Town Centre, Sydney Olympic Park and the Parramatta CBD. The Precinct could continue to evolve as a significant employment precinct with a variety of employment opportunities concentrated on Parramatta Road and Silverwater.

AUBURN'S FORECAST GROWTH



By 2031 it is anticipated that the Auburn Precinct could accommodate 10 percent of overall population growth in the corridor.



The Auburn Precinct's potential long term evolution (2050+) would see 3,700 to 4,800 new dwellings.

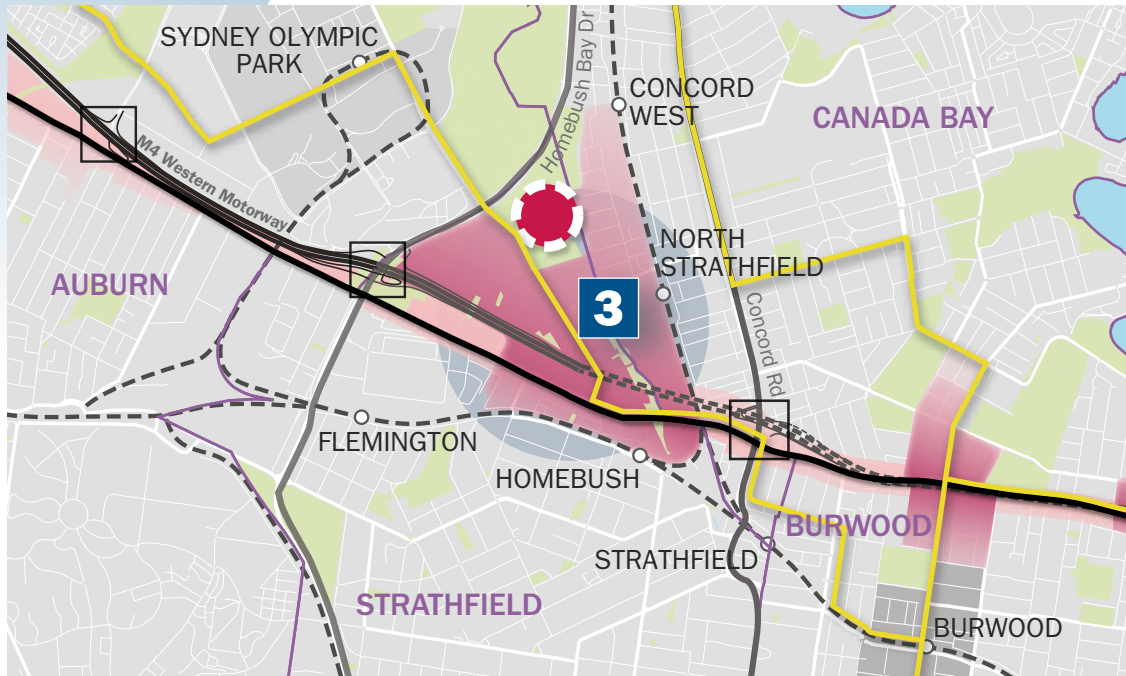
* Refer to page 2.

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AUBURN

One of its strengths is good proximity to the regional road network



LEGEND

- | | | | |
|--|--|--|-------------------------------|
| | Development density | | Highlight only |
| | Parramatta Road | | M4 East (preliminary concept) |
| | Employment weighted centroid (Sydney 2011) | | Rail |
| | Existing access to M4 Motorway | | Key bus route |
| | | | Major road links |
| | | | Local Government Areas |



HOME BUSH AREA PRECINCT

The Homebush Area Precinct is located within the Strathfield, Canada Bay and Auburn Local Government Areas. It is adjacent to Parramatta Road, near the Homebush and other railway stations and within an area characterised by traditional retail, car yards and industrial sites. A number of new strata residential developments are within the precinct.

The Homebush community is multi-cultural and local facilities include Homebush Boys High School and the sports grounds and recreational areas of Sydney Olympic Park. Among popular local events is the Strathfield Spring Festival held in September.

Homebush was a stop on the first Sydney-Parramatta rail service, the Great Trunk Line, which opened in 1855. It has featured in manufacturing history with Arnott's biscuits, the Homebush Bay abattoir and Flemington livestock saleyard and meat markets, the State brickworks, the EMI recording studio and Ford motor company, all based there.

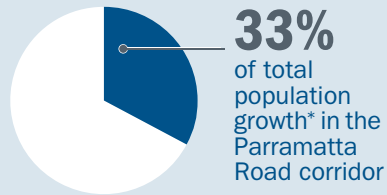
Sydney Olympic Park and Bicentennial Parklands are treasured and welcoming recreational areas.



POTENTIAL EVOLUTION

The Homebush Precinct has been identified for significant future growth given its central location and very good access to transport and employment opportunities in Sydney Olympic Park, Burwood, Parramatta CBD, Rhodes, Macquarie Park and the Sydney CBDs, to complement the adjoining Sydney Olympic Park. The Precinct could accommodate areas of high rise residential development particularly because it is within walking distance of three railway stations with connection to the wider public transport network.

HOME BUSH'S FORECAST GROWTH



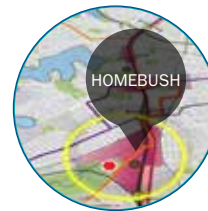
By 2031 it is anticipated that the Homebush Precinct could accommodate 33 percent of overall population growth in the corridor.



The Homebush Precinct's potential long term evolution (2050+) would see 10,350 to 16,200 new dwellings.

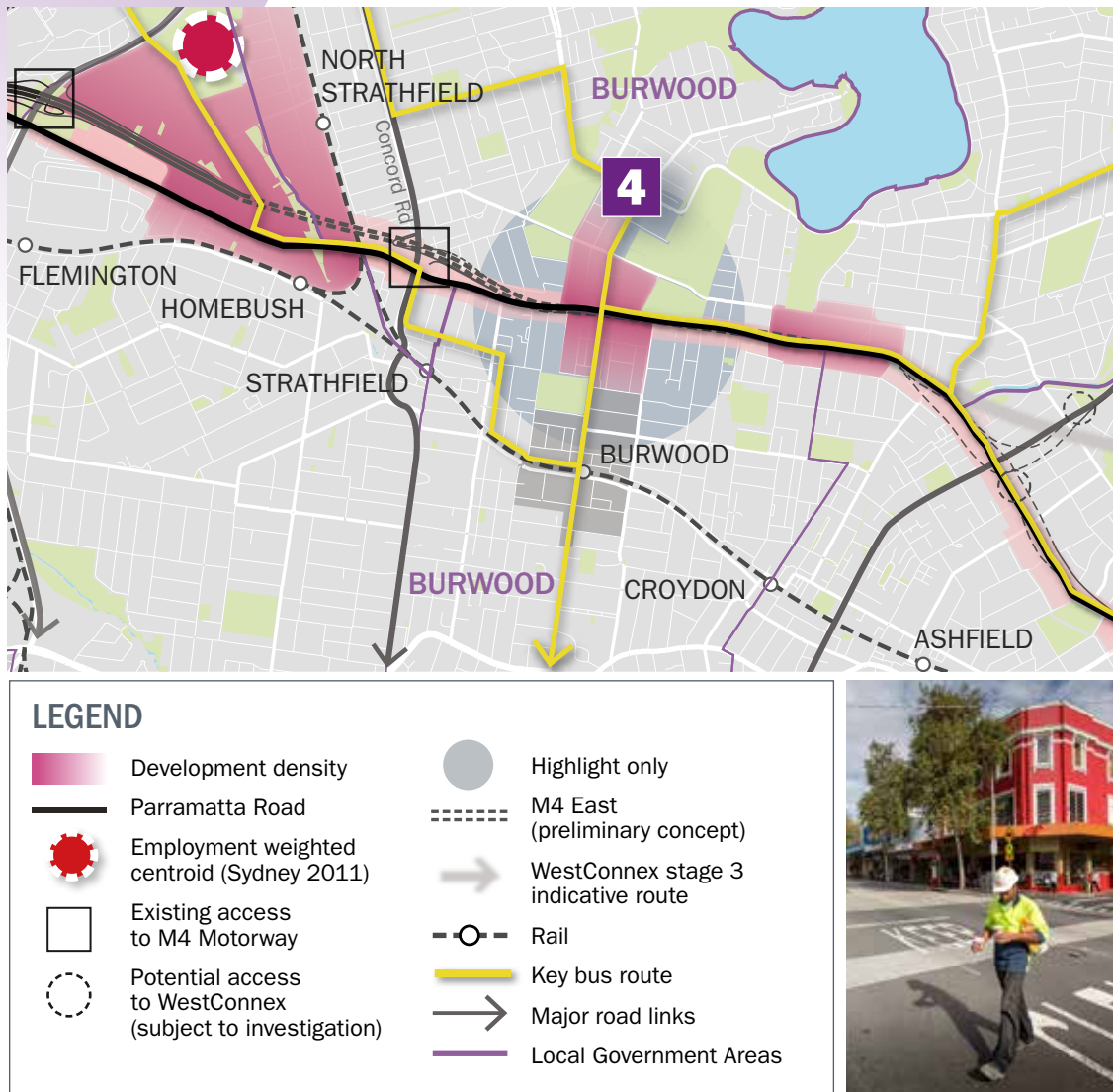
* Refer to page 2.

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HOME BUSH

Close to three railway stations and has very good access to major Sydney roads



BURWOOD AREA PRECINCT

The Burwood Area Precinct is located within the Burwood and Canada Bay Local Government Areas. It is a major bus and rail interchange and designated as a major centre in the draft Metropolitan Strategy for Sydney. Burwood is characterised by a strong retail sector and new high density residential development.

Close to 60 percent of the Burwood population was born overseas, according to the 2011 Census, contributing to the precinct's social and cultural diversity. The new Burwood library and community hub opened in 2014 and local sporting facilities include the Enfield Aquatic Centre. The Burwood Festival is held in September.

The area was settled by colonialists who were given land grants and shaped by its proximity to the major thoroughfare, Parramatta Road. Successful Sydney families built mansions set in beautiful gardens in Burwood and some of these grand homes and gardens survive to this day and are in use as private residences, reception centres, private schools, hotel accommodation and public buildings.

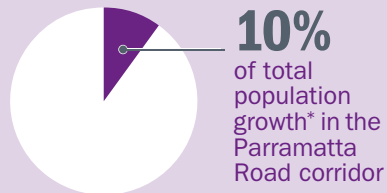
The Great Depression, the recovery from two World Wars, the opening of Australia to immigration and social change in the 1960s and 1970s, have been important influences to the urban fabric of Burwood.



POTENTIAL EVOLUTION

The Burwood Precinct has been identified for future growth given its good access to transport, as well as employment opportunities which can be reached by rail and bus, including Sydney Olympic Park and the Parramatta and Sydney CBDs. The north part of the Precinct has also been identified for future growth given the amenity offered by Kings Bay and its associated network of foreshore open spaces. The Burwood Precinct could evolve to support the existing Burwood town centre with business uses fronting Burwood Road to Parramatta Road, surrounded by mixed use/residential development.

BURWOOD'S FORECAST GROWTH



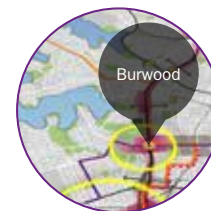
By 2031 it is anticipated that the Burwood Precinct could accommodate 10 percent of overall population growth in the corridor.



The Burwood Precinct's potential long term evolution (2050+) would see 4,300 to 6,400 new dwellings.

* Refer to page 2.

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BURWOOD

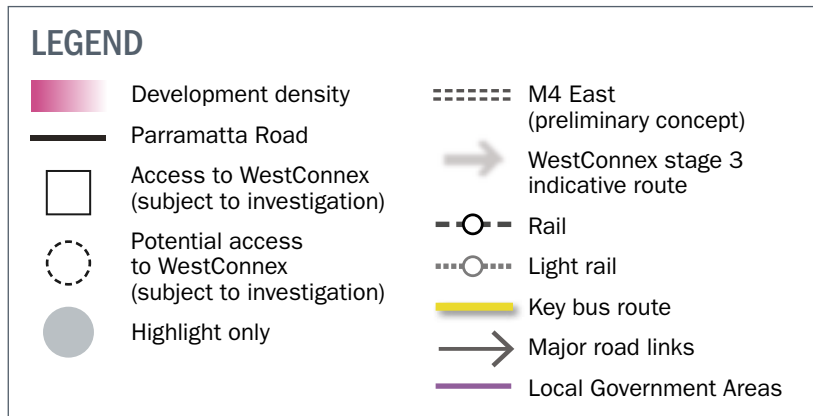
Good access to jobs and very good connections to existing rail



KINGS BAY AREA PRECINCT

The Kings Bay Area Precinct is located in Canada Bay, Burwood and Ashfield Local Government Areas. It is part of Five Dock and is located west of Great North Road, east of St Luke's Park, and due south of Sunnyside Reserve. It consists predominantly of the Queens Road industrial area north of Parramatta Road, a pocket of primarily light industrial use. The Rosebank School lies in the east of the precinct.

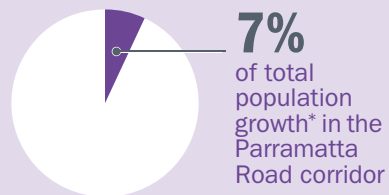
The character of Five Dock has been influenced by Italian ancestry, particularly evident in the main street where there are Italian butchers, bakers and coffee shops. Each August, Five Dock holds Ferragosto, a celebration of Italian food and culture.



POTENTIAL EVOLUTION

The Kings Bay Precinct has been identified for future growth given its very good access to bus services traveling to Sydney CBD and Burwood. The Precinct could evolve to have a residential/mixed use focus, while maintaining the employment lands south of Parramatta Road.

KINGS BAY'S FORECAST GROWTH



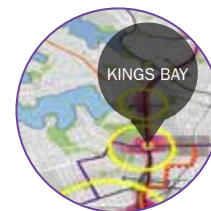
By 2031 it is anticipated that the Kings Bay Precinct could accommodate 7 percent of overall population growth in the corridor.



The Kings Bay Precinct's potential long term evolution (2050+) would see 3,200 to 4,200 new dwellings.

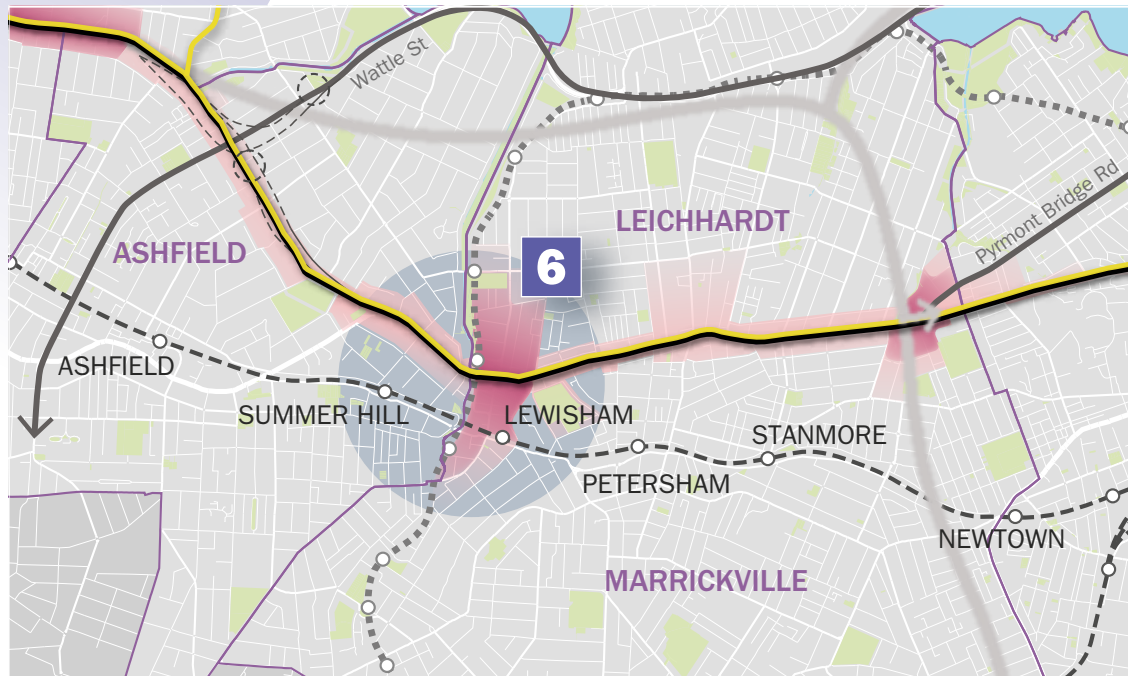
* Refer to page 2.

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KINGS BAY

Part of Five Dock



LEGEND

- | | | | |
|--|---|--|-------------------------------------|
| | Development density | | WestConnex stage 3 indicative route |
| | Parramatta Road | | Rail |
| | Potential access to WestConnex (subject to investigation) | | Light rail |
| | Highlight only | | Key bus route |
| | M4 East (preliminary concept) | | Major road links |
| | | | Local Government Areas |



TAVERNERS HILL AREA PRECINCT

The Taverners Hill Area Precinct is located within Leichhardt, Marrickville and Ashfield Local Government Areas.

It includes a mix of warehouse and service industries with the newly active Sydney Light Rail bridge a prominent local landmark.

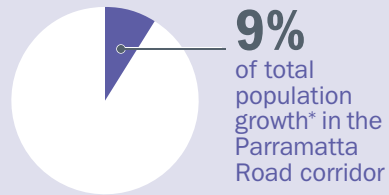
This community is closely associated with the neighbouring suburbs of Lewisham and Petersham where Portuguese heritage is particularly strong. The selective Fort Street High School located on Parramatta Road is well known. Local festivals and events include the Petersham Food and Wine Fair held in March.



POTENTIAL EVOLUTION

The Taverners Hill Precinct has been identified for future growth given its very good access to transport, including heavy and light rail and bus services to employment opportunities in the Sydney CBD. The Precinct could evolve to support higher scale residential development, while maintaining the Precinct's existing focus on the creative industries.

TAVERNERS HILL'S FORECAST GROWTH



By 2031 it is anticipated that the Taverners Hill Precinct could accommodate 9 percent of overall population growth in the corridor.



The Taverners Hill Precinct's potential long term evolution (2050+) would see 4,000 to 5,500 new dwellings.

* Refer to page 2.

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TAVERNERS HILL

Recently extended Inner West Light Rail and proximity to heavy rail



LEGEND

- | | | | |
|--|---|--|-------------------------------------|
| | Development density | | WestConnex stage 3 indicative route |
| | Parramatta Road | | Rail |
| | Potential access to WestConnex (subject to investigation) | | Light rail |
| | Highlight only | | Key bus route |
| | M4 East (preliminary concept) | | Major road links |
| | | | Local Government Areas |



LEICHHARDT AREA PRECINCT

The Leichhardt Area Precinct is located in Leichhardt and Marrickville Local Government Areas and is focused around highly urbanised and visitor-friendly Norton Street where there are restaurants, retail and a large cinema complex.

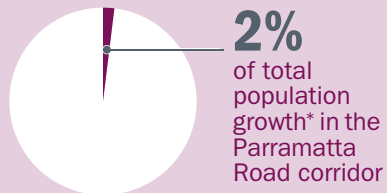
Immigrant settlement had a particular impact on Leichhardt when the Italian community gravitated there. Local facilities include the Leichhardt Town Hall and Leichhardt Oval, home to the Tigers. Norton Street Festa is held in October.



POTENTIAL EVOLUTION

The Leichhardt Precinct has been identified for future growth given its good access to transport, employment and service opportunities in the Sydney CBD. The Precinct could evolve to a more vibrant and active centre, particularly supported by amenity improvements along Parramatta Road.

LEICHHARDT'S FORECAST GROWTH



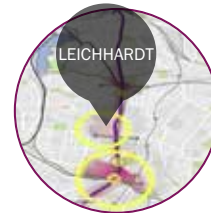
By 2031 it is anticipated that the Leichhardt Precinct could accommodate 2 percent of overall population growth in the corridor.



The Leichhardt Precinct's potential long term evolution (2050+) would see 1,700 to 2,400 new dwellings.

* Refer to page 2.

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LEICHHARDT

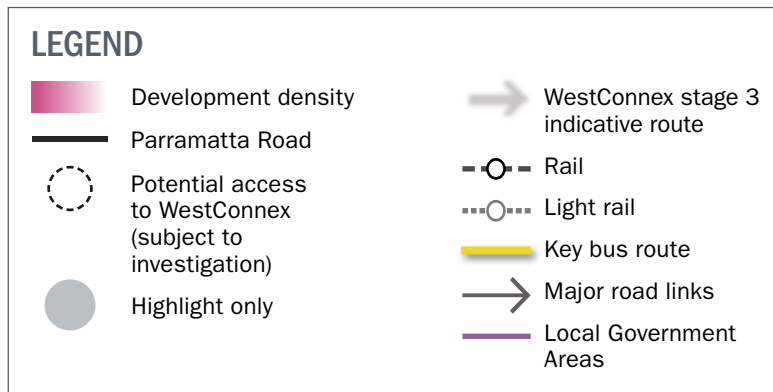
Highly urbanised and visitor friendly



CAMPERDOWN AREA PRECINCT

The Camperdown Area Precinct lies within the City of Sydney, Leichhardt and Marrickville Local Government Areas. A particular focus is the intersection of Parramatta Road and Pyrmont Bridge Road, an area of largely old industrial properties.

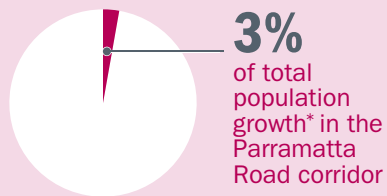
This community is diverse and includes university students and city workers. There are cycling and walking links to nearby work, retail, recreational and open space such as Camperdown Oval. Among regular local cultural and social events in the neighbourhood are the weekly Eveleigh and Glebe Markets and the annual Newtown and Glebe Festivals which are held in November.



POTENTIAL EVOLUTION

The Camperdown Precinct has been identified for future growth given its very good access to transport and employment opportunities in the Sydney CBD, at Sydney University and Royal Prince Alfred Hospital. The Precinct could continue to evolve to a vibrant mixed use and residential centre on the edge of the Sydney CBD.

CAMPERDOWN'S FORECAST GROWTH



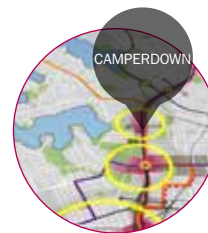
By 2031 it is anticipated that the Camperdown Precinct could accommodate 3 percent of overall population growth in the corridor.



The Camperdown Precinct's potential long term evolution (2050+) would see 1,500 to 2,100 new dwellings.

* Refer to page 2.

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CAMPERDOWN

Opportunity to build on existing local vibrancy

A high-angle photograph of a man sitting on a blue wooden bench outdoors. The man is wearing a red beret, a plaid shirt, a grey vest, blue jeans, and brown shoes. He is holding an open book and looking at it. The bench has a sign that says "North Strath". A large, semi-transparent blue triangle is overlaid on the left side of the image, containing the number "5". The background shows a paved area and some greenery.

5

ABOUT GOVERNANCE
AND PLANNING

GOVERNMENT DECISION MAKING

State and Local Governments are to collaborate on decisions affecting the draft Parramatta Road Urban Renewal Strategy.

To further the level of cooperation and strong partnerships, Local Government is included and represented at all levels of the project.

Collaboration includes:

- Memorandums of Understanding (MOUs)
- Parramatta Road Mayors Group to provide recommendations and advice to State Government Ministers.
- Parramatta Road State/Local Partnering Groups to provide advice on the Draft Integrated Land Use and Transport Concept and other plans.
- An Integrated Project Team to prepare the plans that are submitted to government for approval.

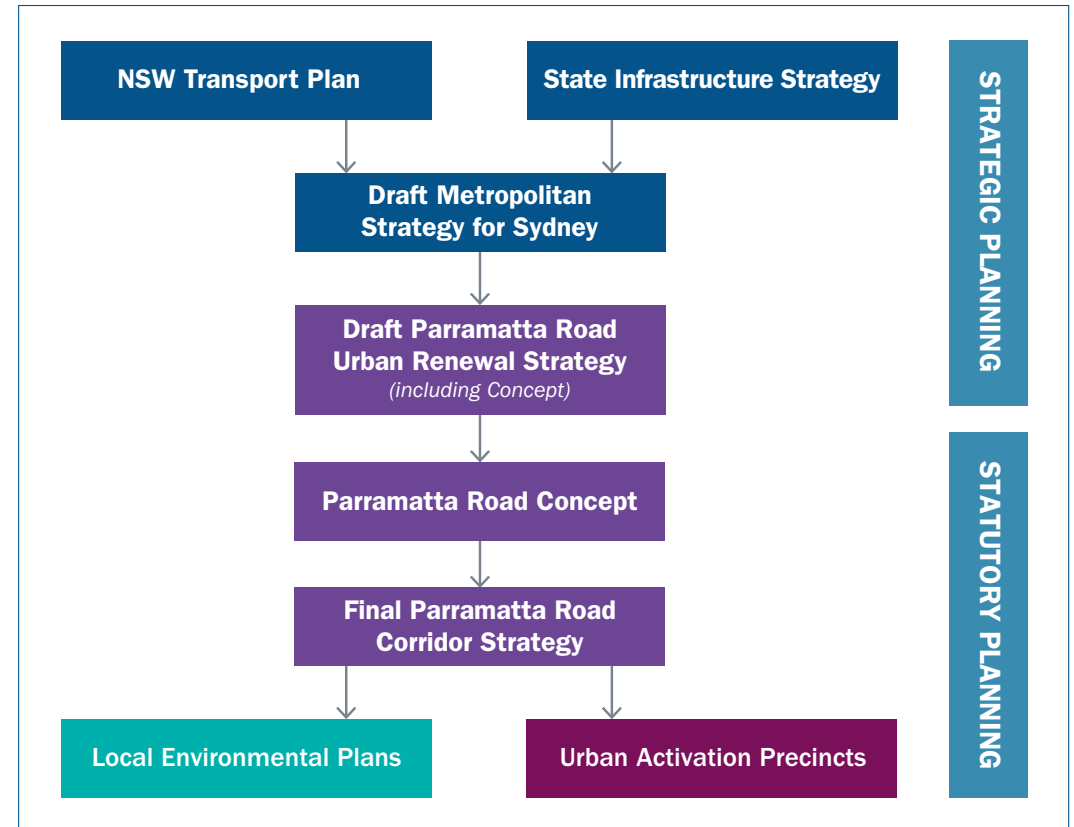


PLANNING

The draft Metropolitan Strategy for Sydney is an overarching plan supported by other strategies that identify parts of the city capable of accommodating future growth and change. The Parramatta Road corridor is an important area for development in that context.



Planning framework for the Parramatta Road Corridor



NEW PARRAMATTARD

We welcome your feedback.

To find out how you can get involved visit www.newparramattard.com.au

You can also contact us here:

INFOLINE 1300 730 627

EMAIL info@newparramattard.com.au

POSTAL ADDRESS Parramatta Road Urban Renewal, PO Box 237, Parramatta NSW 2124



Need an interpreter?

☎ 13 14 50

Arabic

هل أنت بحاجة إلى مترجم؟

Mandarin

需要传译人员？

Cantonese

需要傳譯人員？

Dari

آيا به ترجمان احتياج داريد؟

Greek

Χρειάζεστε Διερμηνέα;

Hindi

क्या आपको एक दुभाषिए की ज़रूरत है?

Korean

통역이 필요하십니까?

Tamil

ஒரு உரைபெயர்ப்பாளர் தேவைப்படுகிறதா?

Turkish

Tercümana mı ihtiyacınız var?

Vietnamese

Cần thông dịch viên?

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