

CIVIC PLACE RESHAPES PARRAMATTA

Message from NSW Premier



Parramatta is the most vibrant and rapidly-expanding city in the Sydney basin. The NSW Government and Parramatta City Council are working together to deliver the facilities and planning outcomes that the people of Parramatta need and deserve.

Already the NSW Government has delivered the \$100 million rail-bus interchange, providing a modern attractive gateway for commuters, residents and shoppers. We've also delivered the gleaming new Police headquarters and stage one of the Justice Precinct that will make Parramatta the legal centre of Sydney, with the new Sydney Water headquarters soon to follow.

Most exciting of all is Parramatta City Council's \$1.4 billion Civic Place redevelopment which will revitalise the Parramatta City centre. This project has my full support, and shows what can be done with vision, local leadership and cooperation between the different levels of government.

Parramatta is well on its way to becoming the major economic centre of Western Sydney, and I pledge to continue working with Council, business and local residents to ensure that this great urban centre continues its remarkable reinvention.

Morris Iemma MP
Premier of New South Wales
Minister for State Development
Minister for Citizenship

Message from Grocon (Civic Place)



Grocon is looking forward to working with Parramatta City Council to develop the \$1.4 billion Civic Place, which will provide a new heart for the City centre. Grocon has worked on similar mixed use developments

in Sydney and Melbourne, transforming old and sometimes disused city areas into thriving new precincts with commercial, residential and retail uses, as well as bringing new community facilities and open space to the public.

Grocon redeveloped Sydney's historic GPO in central Sydney in the late 1990s, retaining the impressive façade fronting on to the busy public thoroughfare of Martin Place. The new development incorporates the Westin Hotel, as well as retail, restaurants and commercial areas. In Melbourne Grocon completed the QV development in 2004, transforming an entire city block into a busy, vibrant area with high level fashion shopping, cafes, bars and restaurants, as well as public space and childcare facilities.

Grocon is keen to contribute to the revitalisation of Parramatta as the major economic and financial centre of Western Sydney, and looking forward to starting work on the Civic Place project. It will transform the heart of the City, working well with the transport interchange and providing a place for people to shop, work, live or simply visit and enjoy the surroundings.

Daniel Grollo
Grocon Chief Executive Officer

Message from Stephanie Dale



It's a good time to be doing business in Parramatta. Utilising a modelling tool developed in partnership with Latrobe University, Council has estimated that the City's

economic activity could generate up to 30,000 additional jobs over the next 15-20 years with Parramatta's economic output likely to hit \$22.7 billion in 2021.

After a period of encouraging government interest in relocating to Parramatta and an upgrading of transport facilities, the Civic Place Redevelopment is a momentous vote of private sector confidence in the City's long term commercial future. It will usher in a whole new era of private investment.

At a time when Parramatta's CBD is emerging as the financial and commercial centre of Western Sydney, it makes sense for relocating businesses and residents to 'get in on the ground floor' while Parramatta experiences such competitive residential housing and rental prices and returns.

At the micro-level, the re-opening of the Church Street Mall between Macquarie and George streets will trigger an improved retail mix and revitalisation of the spine linking Parramatta River to the Westfield shopping complex.

Stephanie Dale
President, Parramatta City Chamber of
Commerce and Industry



"The largest urban revitalisation project undertaken in NSW this decade will deliver an integrated mix of retail, commercial, civic, community and residential facilities."

Lord Mayor's Update on Civic Place



Dear Residents and Business Partners,

After passing some key development milestones last year, I am taking this opportunity to update you on the transformation of Civic Place into a brand new CBD for Parramatta.

The conversion of a three hectare inner city block of Council-owned and private properties into a stylish \$1.4 billion gateway for the City is now underway. We expect work to commence late next year, civic and community buildings to be completed by 2012 and the remainder of the construction to be delivered thereafter.

With Parramatta already undergoing unprecedented growth, the sheer size and sophistication of the Civic Place redevelopment will mark a new era for the City and bury the old cliché that Australia's second oldest settlement is a cultural and economic backwater, eclipsed by the Sydney CBD.

The largest urban revitalisation project undertaken in NSW this decade will deliver an integrated mix of retail, commercial, civic, community and residential facilities. The first major milestone was the adoption in 2003 of the *Civic Place Masterplan* by Council and the State Government. This fed into the December 2006 launch of the *Parramatta City Centre LEP 2006*, the revised Local Environment Plan which is now the most powerful tool shaping our City. This statutory planning framework increases allowable development to provide for anticipated job and housing growth and mandates high quality design for both office and residential buildings.

Council's decision to redevelop the Civic Place site using a Public Private Partnership (PPP) ensures that private sector commercial and marketing skills are brought to the project reducing risk for the ratepayers of Parramatta.

What will this redevelopment mean for Parramatta? Cranes will rise on the skyline as staged construction work commences. We'll be amidst "bricks and mortar" in the CBD for some years, but our development partner Grocon (Civic Place) Pty Ltd (Grocon) will work with Council to ensure that disruptions to traffic, city access and day-to-day life are kept to a minimum.

Ultimately Civic Place will deliver a City Centre which is a more attractive, dynamic and creative place in which to live and work. At its heart will be a unified new library, heritage centre and public art gallery, providing a friendly, interactive gateway to the other Council services. Piazza-style public spaces, an independent cinema, sophisticated shopping, restaurants and entertainment will all help create a social hub, that operates night and day.

Parramatta has benefitted from considerable public investment and relocation of government functions. The recent growth in private investment will be significantly accelerated by Civic Place, bringing new jobs, wealth and energy to our City and our suburbs. Civic Place will put Old Parramatta on the map as well as introducing a shining New Parramatta of the 21st Century.

David Borger
Lord Mayor of Parramatta



Civic Place artist's impression by Tim Throsby. (Cities Taskforce in association with Parramatta City Council.)

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More information on the Civic Place redevelopment is available on Council's website www.parracity.nsw.gov.au or from Council's offices at 30 Darcy Street Parramatta.



A VIBRANT NEW CBD

Home to our Council Chambers and Town Hall, the layout and facilities of Parramatta's existing Civic Place no longer do justice to our rapidly-changing City. Dominated by car parks, back streets and haphazardly-positioned buildings, it is a busy but ill-defined route for commuters, shoppers and library visitors. All that will change when this new gateway to Parramatta's CBD features lively spaces and buildings that enhance the City's character and historic fabric.

WHAT STAYS?

Although most buildings will be demolished, historic buildings inside the Civic Place footprint will be integrated into the redevelopment, contributing to a mix of old and new. Significant high rise buildings will be set back to avoid overpowering the modest scale of the historic Parramatta Town Hall, St Johns Anglican Church and Leigh Memorial Uniting Church. The attractive frontage of shops on the Mall at the corner of Macquarie Street will also remain.



Parramatta's historic town hall will be integrated into Civic Place.

WHAT'S NEW?

Parramatta's transformation is already well underway, with the recent completion of the transport interchange and partial reopening of Church Street Mall. Major new City buildings include offices for the Commonwealth Bank and Children's Court, with the staged relocation of the Attorney-Generals Department to the Parramatta Justice Precinct to be completed in 2008. They join other government offices that have already relocated from the Sydney CBD.



Parramatta Transport Interchange. (David Wallace Photography.)

Creating new spaces

Civic Place's impressive outdoor spaces will provide a canvas for a significant public arts program of sculptures, installations and functional street furniture and other objects that will add visual interest and interaction. The public arts program will include community involvement and consultation. Open air spaces will be suitable for community events such as concerts and outdoor exhibitions. Barrier free access will allow people with all levels of mobility to move easily through these places, seamlessly linking the transport interchange to Civic Place and to pedestrian connections through the city.

WHAT'S COMING FOR BUSINESS AND WORKERS



Civic Place artist's impression looking west to St Johns Cathedral.

The project will create over 8800 extra jobs, with a quarter located outside the CBD. A range of retail outlets will be encouraged to relocate to Civic Place, including premium food, fashion, leisure and lifestyle outlets. Also planned is Western Sydney's first independent cinema complex, and a market hall. Linking the new buildings will be a series of outdoor public spaces, each with its own distinctive character. Outdoor seating areas and places to meet, relax, stroll and enjoy the sunshine will make Civic Place not just a great place to work, but a destination in which to eat out, shop, catch an exhibition or an art house movie before and after work.

Raising architectural standards

All buildings will be part of an integrated and aesthetic design for the entire city block. As required under the City's new planning guidelines, design competitions will be held for each major building. A minimum of three leading architectural firms will be invited to make submissions on each site. These firms will be selected by a design competition jury based on design excellence, sustainability principles and practice, experience in the proposed building type and capacity to complete the commission.

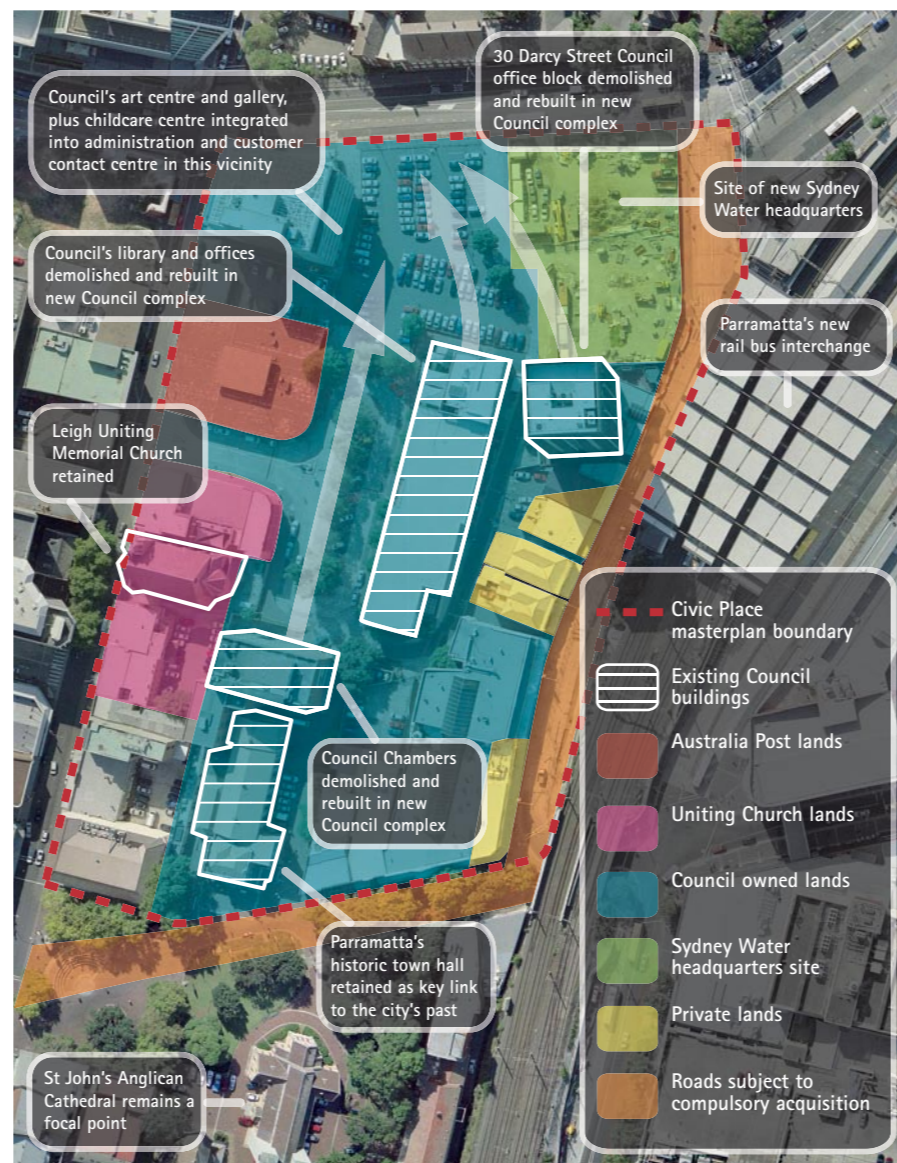


Civic Place artist's impression by Tim Throsby. (Cities Taskforce in association with Parramatta City Council.)

What will Civic Place cost Parramatta ratepayers?

Careful planning and predetermined financial hurdles placed on the Civic Place development will mean that its delivery will not end up becoming a drain on ratepayers. The cost of the development is part funded by Council's currently-owned assets and strategic investments within the site. It is also part-funded by Grocon in return for the development rights to the remainder of the site for the construction of commercial, retail and residential facilities.

RESHAPING PARRAMATTA



WHAT'S COMING FOR RESIDENTS AND VISITORS



Artist's impression of public art gallery and office blocks looking east.

For residents juggling work, family and school homework, the transformed Civic Place will deliver new community facilities including a new library, childcare centre and community rooms. These will be linked to Council's new administration offices and Chambers replacing the current 30 Darcy Street building and existing Council Chambers in 2012. Doing business with Council in person will continue to be just a short walk from the transport interchange.

Environmentally-friendly buildings

Civic Place buildings will embrace best practice in building design and energy efficiency, with commercial buildings designed to a minimum 4.5 stars Australian Building Greenhouse Rating (ABGR) and a minimum 4 Star Greenstar Rating. Other environmental features will include rooftop gardens, recycling of grey water and significant reductions in stormwater run-off.

Arts at the heart

At the heart of Civic Place will be a cutting edge cultural precinct. Parramatta's first public art gallery linking the new library and heritage centre will be the centrepiece of Council's new community facilities. The gallery will focus on new media arts (moving images, photography, sculpture, installations and sound) and is expected to draw visitors from across Sydney. An adjacent centre showcasing new technology and media will encourage community interaction via digital storytelling, video conferencing, virtual reality and on-line demonstrations.



Artist's impression of inside spaces of public art gallery.

TIMELINE

PRE-APRIL 2007 MILESTONES

JUNE 2003	Civic Place Masterplan adopted.
MARCH 2004	Civic Place Expressions of Interest called.
SEPTEMBER 2004	Civic Place Request for Proposals issued.
MARCH 2005	Council resolved to proceed with two parties in the Civic Place Proposal Negotiation period, entering a Request for Tender process.
DECEMBER 2005	Council passed historic resolution to finalise agreement with Grocon (Civic Place) Pty Ltd for Civic Place.
JUNE 2006	Department of Local Government endorsement of the Public Private Partnership process.
JULY 2006	Project Development Agreement signed between Parramatta City Council and Grocon (Civic Place) Pty Ltd.
DECEMBER 2006	Ministerial approval for Compulsory Acquisition of Darcy Street and Darcy Street private properties.

POST-APRIL 2007 ANTICIPATED DATES

MARCH 2007	Ministerial approval for Church Street Compulsory Acquisition.
MARCH 2007	Department of Planning approval and commencement of Sydney Water headquarters.
LATE 2007	Civic Place Stage 1 Concept Plan Approval by the Development of Planning.
2008	Earliest construction commencement.
MID 2012	Council Et community facilities delivered.
ONWARDS	Remainder of Civic Place Redevelopment delivered progressively.