



01 DESIGN AND CONTEXT		03 ARCHAEOLOGY	
Design Statement	1	Plans	41
Locality/ Context Plan	4	Section A + Images	42
Site Analysis Plan.....	5	Section B + Section C.....	43
Existing Context Survey Plan	6	Renderings	44
Existing Site SurveyPlan	7	04 FENESTRATION DETAIL	45
02 PLANS/ SECTIONS/ ELEVATIONS	8	05 EXTERNAL FINISHES	46
Ground.....	8	06 COMPARISONS	
Basement 1.....	9	Comparison of approved + proposed level 1 plans	48
Basement 2.....	10	Comparison of approved + proposed northern Elevations	49
Basement 3.....	11	Comparison of approved + proposed eastern Elevations.....	50
Basement 4.....	12	Comparison of approved + proposed Southern Elevations	51
Basement 5.....	13	Comparison of approved + proposed Western Elevations	52
Basement 6.....	14	07 SHADOW STUDY	
Mezzanine.....	15	study 01 - Winter Solstice 9 am, 10 am.....	53
Level 1.....	16	study 02 - Winter Solstice 11 am, 12 noon.....	54
Level 2.....	17	study 03 - Winter Solstice 1 pm, 2 pm	55
Level 3.....	18	study 04 - Winter Solstice 3 pm, Summer Solstice 9 am	56
Level 4-11	19	study 05 - Summer Solstice 10 am, 11 am	57
Level 12-16	20	study 06 - Summer Solstice 12 noon, 1 pm.....	58
Level 17.....	21	study 07 - Summer Solstice 2 pm, 3 pm.....	59
Level 18.....	22	study 08 - Equinox 9 am, 10 am.....	60
Level 19.....	23	study 09 - Equinox 11 am, 12 noon	61
Level 20.....	24	study 10 - Equinox 1 pm, 2 pm	62
Level 21-25	25	study 11 - Equinox 3 pm.....	63
Level 26.....	26		
Level 27.....	27		
Level 28.....	28		
Level 29.....	29		
Roof	30		
North Elevation	31		
East Elevation	32		
South Elevation	33		
West Elevation	34		
Section	35		
Artist Impressions	36		

TABLE OF CONTENTS

SEPP 65 ARCHITECTURAL DESIGN STATEMENT

45-47 MACQUARIE STREET AND
134-140 MARSDEN STREET, PARRAMATTA (10/052)

PRODUCED BY ALLEN JACK+COTTIER
ARCHITECTS PTY LTD
NOMINATED ARCHITECTS
M. HEENAN 5264
P. IRELAND 6661

This Design Statement has been prepared to demonstrate that the proposed mixed use development (including a large residential flat building component) has been designed to be consistent with the ten principles in SEPP 65.

PRINCIPLE 1: CONTEXT

Good design responds and contributes to its context. Context can be defined as the key natural and built features of an area.

Responding to context involves identifying the desirable elements of a location's current character or, in the case of precincts undergoing a transition, the desired future character as stated in planning and design policies. New buildings will thereby contribute to the quality and identity of the area.

The proposed V by Crown development is located in the Parramatta City Centre, close to recreational and shopping precincts as well as major transport nodes. To the north and west lie the Parramatta River and Parramatta Park, offering lifestyle activities like walking and cycling. To the North is the legal district, a potential place of employment. To the south-east lies Westfield Shopping Centre, and the railway station and bus interchange. To the east lies Church Street, the civic artery of Parramatta.

This part of Parramatta is currently undergoing transformation and the development has been designed to sit comfortably in both the existing and future urban fabric, drawing on connections between places of interest and strengthening the new image of the city.

The proposed design maintains the 'semi-commercial' appearance of the previous proposal, but takes it a step further by reducing the prominence of the balconies, which are now recessed behind the façade, presenting a streamlined façade.

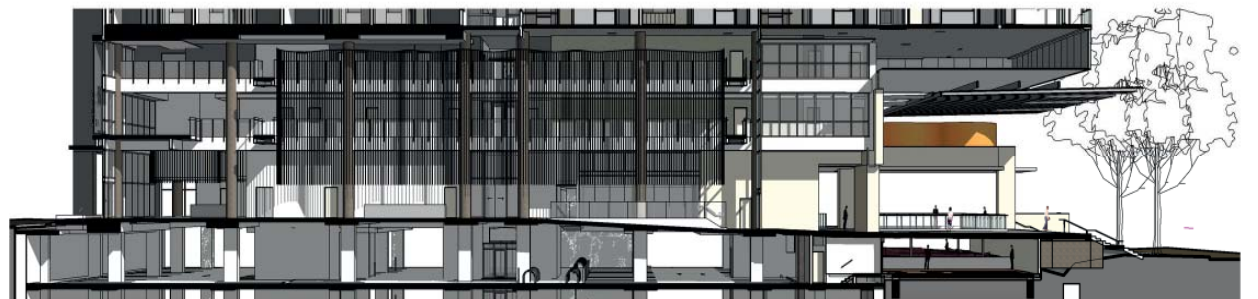
The previously approved plaza area has been increased by enclosing the archaeological remains below (refer Archaeology and the Public Domain). This will make a generous addition to the civic spaces of the Parramatta CBD for both residents and visitors to the building to use.



Proposed entry and civic plaza at Macquarie Street

A significant change to the proposal is the through-site link. This link is created by the lobby, which forms an internal street connecting large glazed entries at all three street frontages.

Ground-floor retail areas have been redesigned so that they address the lobby, as well as the external streets. This is intended to create a more inviting, permeable urban environment, which builds on strategies to develop Parramatta CBD's pedestrian network.



Section through the through-site connection



Proposed on-street dining along Marsden Street

The building setback to cater for the proposed widening of Marsden Street will provide opportunity for street-side dining, serviced by cafes in the retail areas. The intention is to draw together the best qualities of the locale and develop them into a coherent theme along Marsden Street, creating an attractive, enlivened destination. It is expected that this will attract workers and residents from neighbouring areas.

PRINCIPLE 2: SCALE

Good design provides an appropriate scale in terms of the bulk and height that suits the scale of the street and the surrounding buildings.

Establishing an appropriate scale requires a considered response to the scale of existing development. In precincts undergoing a transition, proposed bulk and height needs to achieve the scale identified for the desired future character of the area.

The previously proposed tower-on-podium form has been retained, giving human scale to the building at street level, while allowing an elegant tower to soar above. The scale of the tower is appropriate for the intended development of the area as a high density commercial precinct however the podium height and mass has been reduced in the new proposal, to provide an appropriate interface between the tower and the street. Marsden Street, in particular, will benefit from this because the lower height will allow the eating area to receive more solar access. The entry forecourt offers a transition space between the street and the building and is proposed as a well-used civic plaza.

The proposed scheme is the same height as the approved scheme. A comparison of the north elevations in Section 6 shows a thin, elegant facade with a commercial aesthetic which is more consistent with Parramatta City Council's aspirations for the C.B.D. We note that a number of much taller projects for the C.B.D. have been announced, including from the Council itself.

DESIGN STATEMENT

DESIGN AND CONTEXT 01

PRINCIPLE 3: BUILT FORM

Good design achieves an appropriate built form for a site and the building's purpose, in terms of building alignments, proportions, building type and the manipulation of building elements.

Appropriate built form defines the public domain, contributes to the character of streetscapes and parks, including their views and vistas, and provides internal amenity and outlook.

As in the original proposal, the form of the building is broken down into separate masses. This reduces the apparent bulk of the tower and allows natural light deep into the building and the opportunity for views out from the interior lift lobbies and corridors.

The comparison diagrams between the approved and proposed schemes in Section 6 shows that the building depth has been reduced by 3.5 m to 24 m including a 1.6 m wide corridor. This has resulted in a shallower apartment depth, and for the two bedroom apartments has brought the second bedroom closer to the building facade, improving daylight and ventilation.

Rather than completely enveloping the building in a curtain-wall, the glazing is bordered by sleek metal-clad blades, which rise to the top of the building, turning to form hoops that shelter the roof top recreation areas and conceal necessary mechanical equipment. This is an elegant device that provides a formal termination to the tower and will create a visual icon when seen from a distance.

The blade walls have windows cut through them, some with large reveals, some with balconies and some with recesses, articulating the facade.

PRINCIPLE 4: DENSITY

Good design has a density appropriate for a site and its context, in terms of floor space yields (or number of units or residents).

Appropriate densities are sustainable and consistent with the existing density in an area or, in precincts undergoing a transition, are consistent with the stated desired future density. Sustainable densities respond to the regional context, availability of infrastructure, public transport, community facilities and environmental quality.

The proposed location is well served by public transport and community facilities. Significant market research has indicated that the size and layout of the apartments offer an attractive and affordable choice for purchasers.



2 bedroom apartment and view to wintergarden

For this reason the mix of apartment types has been amended from the approved scheme. The number of affordable studio, 1 bed and 1 bed+study has been increased to 66.6%, the number of large 3 bed apartments has been reduced to 3% and about 30% of apartments are 2 bed. The inclusion of a small number of dual key apartments has also added diversity and choice to the mix.



Studio

PRINCIPLE 5: RESOURCE, ENERGY AND WATER EFFICIENCY

Good design makes efficient use of natural resources, energy and water throughout its full life cycle, including construction.

Sustainability is integral to the design process. Aspects include demolition of existing structures, recycling of materials, selection of appropriate and sustainable materials, adaptability and reuse of buildings, layouts and built form, passive solar design principles, efficient appliances and mechanical services, soil zones for vegetation and reuse of water.

The approved project was assessed by Advanced Environmental and a sustainability strategy was developed. The sustainability initiatives have been implemented in this proposal as they were in the approved scheme. These initiatives include:

- The residential component of the proposed development will meet the minimum BASIX energy (20%) and water (40%) efficiency targets.
- Water efficiency will be achieved with a number of measures including the use of efficient fixtures and fittings with a WELS rating of 4 and 3 star shower fittings. Rainwater or stormwater collection in a 50KL tank will provide water for irrigation and some toilets.
- Energy efficiency will be achieved with the installation of gas cook tops and electric ovens, ventilated fridge spaces, compact fluorescent lighting, timer switches/ motion sensors in common areas and air conditioning units with a 3-3.5 EER efficiency rating.
- Thermal comfort and passive design have been maximised to ensure health, wellbeing and amenity are achieved. The proposed development will comply with the BASIX requirements for thermal comfort and BCA Section J thermal requirements.

The proposal has been assessed by Windtech for SEPP 65 compliance and the results are as follows:

Solar Access:

Direct Solar Access to the windows of the Living Areas:
Minimum of 2 hrs to living 70% (411 out of 590)
Minimum of 2 hrs to balcony 78% (407 out of 520)

Ventilation

Compliance from
Wind Tunnel Study: 63.6% (375 out of 590)

PRINCIPLE 6: LANDSCAPE

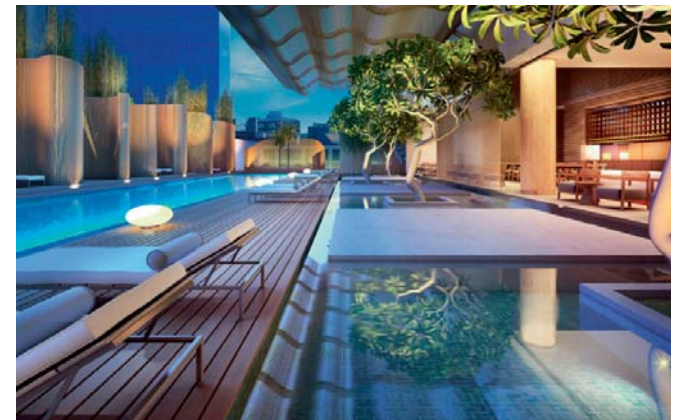
Good design recognises together landscape and buildings operate as an integrated and sustainable system, resulting in greater aesthetic quality and amenity for both occupants and the adjoining public domain.

Landscape design builds on the existing site's natural and cultural features in responsible and creative ways. It enhances the development's natural environmental performance by co-ordinating water and soil management, solar access, micro-climate, tree canopy and habitat values. It contributes to the positive image and contextual fit of development through respect for streetscape and neighbourhood character, or desired future character.

Landscape design should optimise useability, privacy and social opportunity, equitable access and respect for neighbours' amenity, and provide for practical establishment and long term management.

Usable communal open space is provided in a number of locations with a variety of treatments to provide alternative outdoor experiences in addition to the entry forecourt. Equitable access is provided to all external spaces.

Indoor and outdoor facilities for residents are provided on Level 1 with a north facing lap pool flowing out from shared facilities. External areas are landscaped with a combination of hard and soft landscape elements. Timber screens and curved awnings are used to provide privacy both from and to the apartments. Open space allows for active recreation area and there is also area for lounging around the pool. There is a gym and sauna which can be accessed from this area.



Pool on level 1

On level 19 an area for residents recreational use is provided with seating and a toilet. The area faces full north with shading provided especially to the west.

On level 26 it is proposed to create an upmarket bar for use by both residents and non-residents alike. This will be a high quality establishment that provides a counterpoint to the proposed restaurant at ground level. This area will be well utilized and will have spectacular views to the city and the Blue Mountains.

DESIGN STATEMENT

DESIGN AND CONTEXT 01

PRINCIPLE 7: AMENITY

Good design provides amenity through the physical, spatial and environmental quality of a development.

Optimising amenity requires appropriate room dimensions and shapes, access to sunlight, natural ventilation, visual and acoustic privacy, storage, indoor and outdoor space, efficient layouts and service areas, outlook and ease of access for all age groups and degrees of mobility.

Redesign of the apartment layouts has resulted in large numbers of the apartments receiving solar access. The majority of the apartments have a "wintergarden" arrangement for their balconies. These hybrid spaces allow for outdoor use when weather is favourable but can be enclosed within the glazing to allow use when prevailing conditions would make traditional balcony use unpleasant.

PRINCIPLE 8: SAFETY AND SECURITY

Good design optimises safety and security, both internal to the development and for the public domain.

This is achieved by maximising overlooking of public and communal spaces while maintaining internal privacy, avoiding dark and non-visible areas, maximising activity on streets, providing clear, safe access points, providing quality public spaces that cater for desired recreational uses, providing lighting appropriate to the location and desired activities, and clear definition between public and private spaces.

A security consultant has been engaged to review the design and provide advice on minimising crime in the development. As a result of this both passive strategies such as encouraging activity in the forecourt and active strategies such as surveillance measures have been implemented.

PRINCIPLE 9: SOCIAL DIMENSIONS AND HOUSING AFFORDABILITY

Good design responds to the social context and needs of the local community in terms of lifestyles, affordability, and access to social facilities.

New developments should optimise the provision of housing to suit the social mix and needs in the neighbourhood or, in the case of precincts undergoing transition, provide for the desired future community.

There are studio, 1, 2 and 3 bedroom apartments in the development providing diversity and the decision of what mix of types to include has been heavily based on the providing affordable options as dictated by the market.

PRINCIPLE 10: AESTHETICS

Quality aesthetics require the appropriate composition of building elements, textures, materials and colours and reflect the use, internal design and structure of the development. Aesthetics should respond to the environment and context, particularly to desirable elements of the existing streetscape or, in precincts undergoing transition, contribute to the desired future character of the area.



'Lumiere' in Sydney's CBD

The design reflects current architectural design, with influences drawn from recent additions to the Sydney CBD skyline, such as Frasers' Lumiere apartment building in Bathurst Street. The location of the building, amongst glazed commercial towers gave rise to the commercial appearance of glazed curtain walls which conceals an attractive internal residential environment.

While the building adopts a strong formal aesthetic when viewed from a distance, the architecture is intended to be much more playful and engaging at ground level. At the northern end, the V-shaped columns, delicate canopy and public stairs frame the plaza. Additionally, the eastern wall of the lobby curves at either end to address Macquarie and Hunter before twisting up into the sky. These intermediary structures provide a visual transition between ground plane and tower, harmonizing the strong vertical mass of the tower, and the horizontal plane of the forecourt. A variety of materials, stone, glass and metal cladding are proposed.

ARCHAEOLOGY AND THE PUBLIC DOMAIN

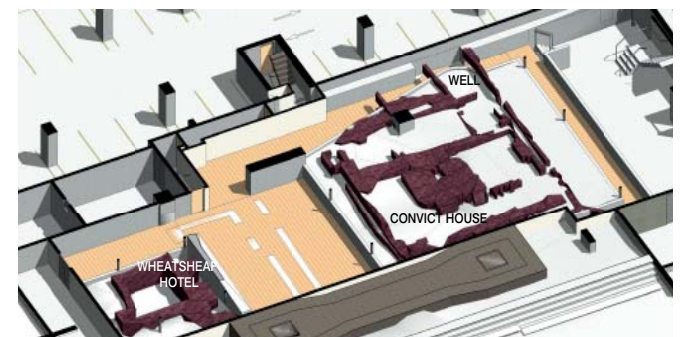
In-depth discussions with the team of archaeological consultants have resulted in a much improved display of the archaeological remains.

The historically significant remains of convict houses can be viewed as originally proposed through a rectilinear opening in the public plaza, but the remains of the old well will now be visible through a separate, geometrically sympathetic, circular opening. Both are surrounded by a protective glass balustrade that aims to minimize visual obstruction of the historic remains.

As can be seen from other examples in Parramatta, such as the old Parramatta Hospital in the Justice Precinct and the well from 'The Babes in the Wood' Hotel, presenting archaeological remains from behind a glass box is not very successful. Not only does this encourage the growth of mould and other vegetation, reflection from the glass obscures the remains.



Parramatta Hospital, Justice Precinct



The archaeological remains to the north of the site

The adjacent remains of the former Wheat Sheaf Hotel have now been enclosed, which allowed for enlargement of the Plaza. The larger, less-cluttered Plaza becomes more inviting and more usable as a congregating area, whilst also encouraging pedestrians into a new through-site link.

Secure access to the Wheat Sheaf Hotel archaeology is now achieved through an internal lift or flight of stairs within the Interpretation Centre. This, in combination with atmospheric artificial lighting, will provide an exciting catacomb-like adventure for visitors of all ages.

The below ground walkway around the remains gives a different perspective from that available from the plaza and also gives the opportunity for displaying interpretative panels and relics closer to their points of interest.



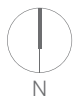
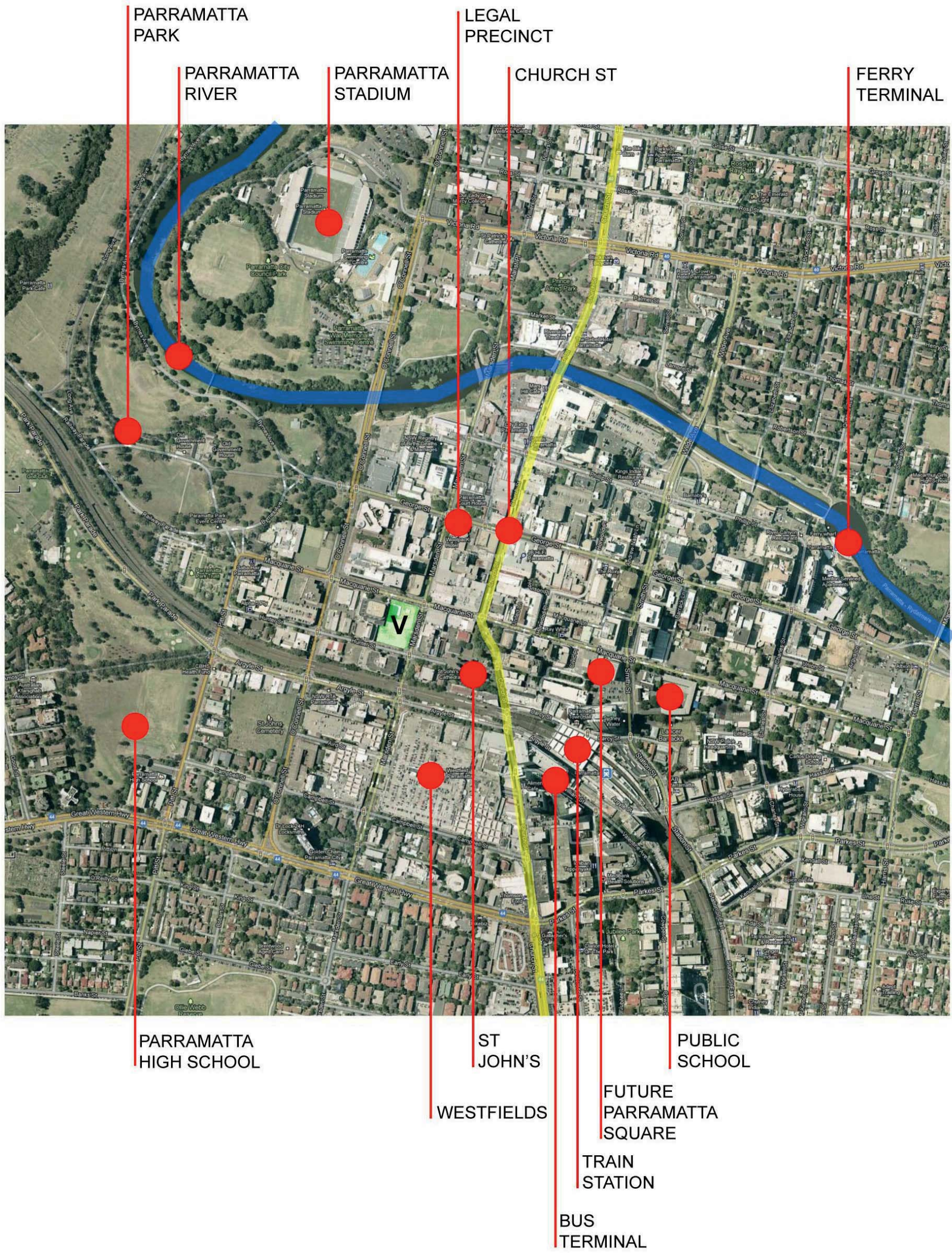
Section through the plaza and archaeological remains

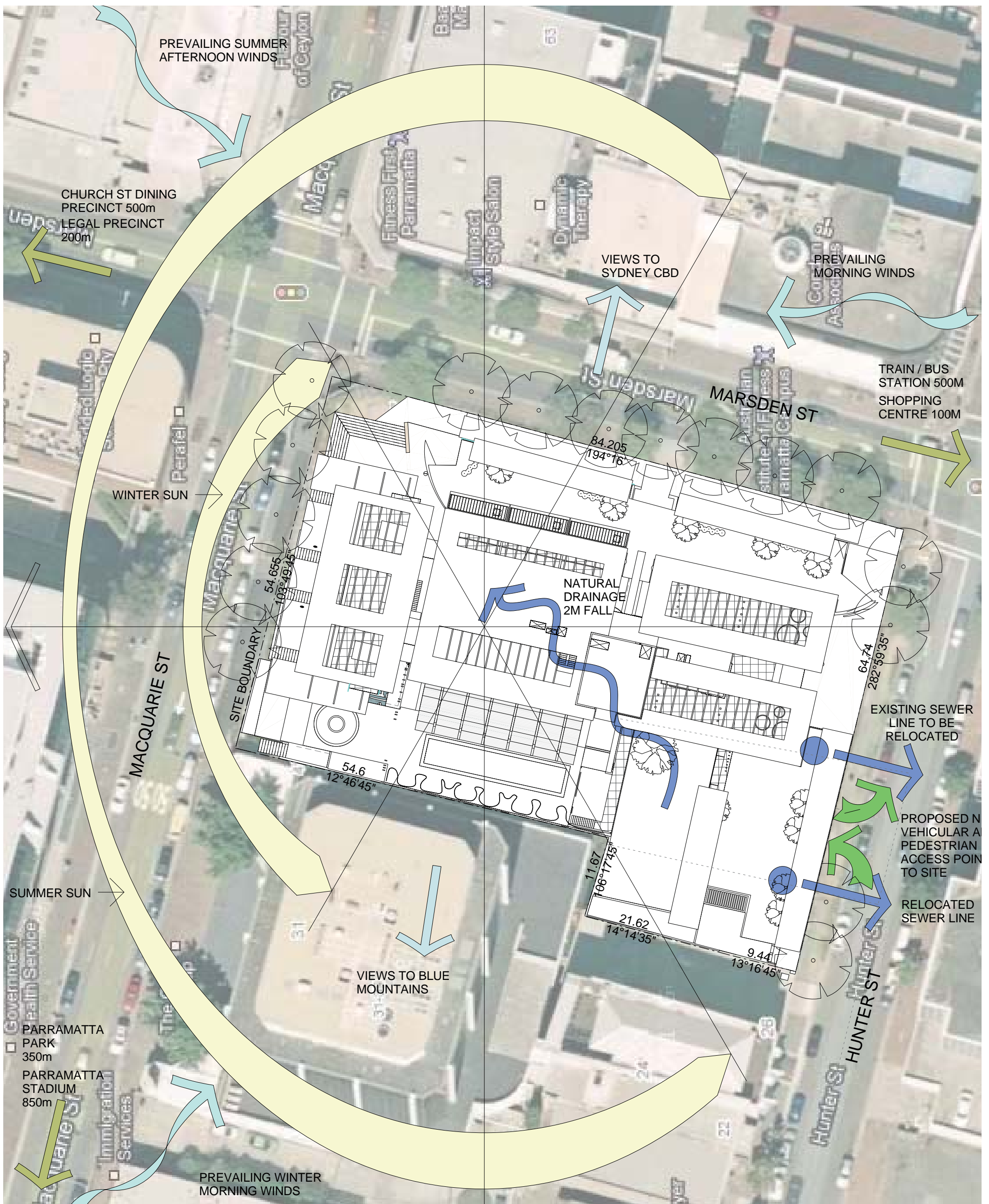
This area, with its associated interpretation centre, has the potential for being the starting point for walking tours of old Parramatta. It is also likely that the plaza will be the venue for lunch-time presentations and music.

See section 3 for further images and plans.

DESIGN STATEMENT

DESIGN AND CONTEXT 01





N scale 1:500

SITE ANALYSIS PLAN
DESIGN AND CONTEXT 01

MACQUARIE STREET



scale 1:400



GROUND

PLANS/ SECTIONS/ ELEVATIONS 02



RETAIL 1,439m²
 MAXIMUM 1 SPACE PER 100m²
 MAXIMUM 15 SPACES
 12 SPACES PROVIDED

APARTMENTS - 590
 MAXIMUM 1 SPACE PER 5
 MAXIMUM 118 SPACES
 36 SPACES PROVIDED

scale 1:400



BASEMENT 1

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400

0 20m



BASEMENT 2

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400



BASEMENT 3

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400



BASEMENT 4

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400



BASEMENT 5

PLANS/ SECTIONS/ ELEVATIONS 02



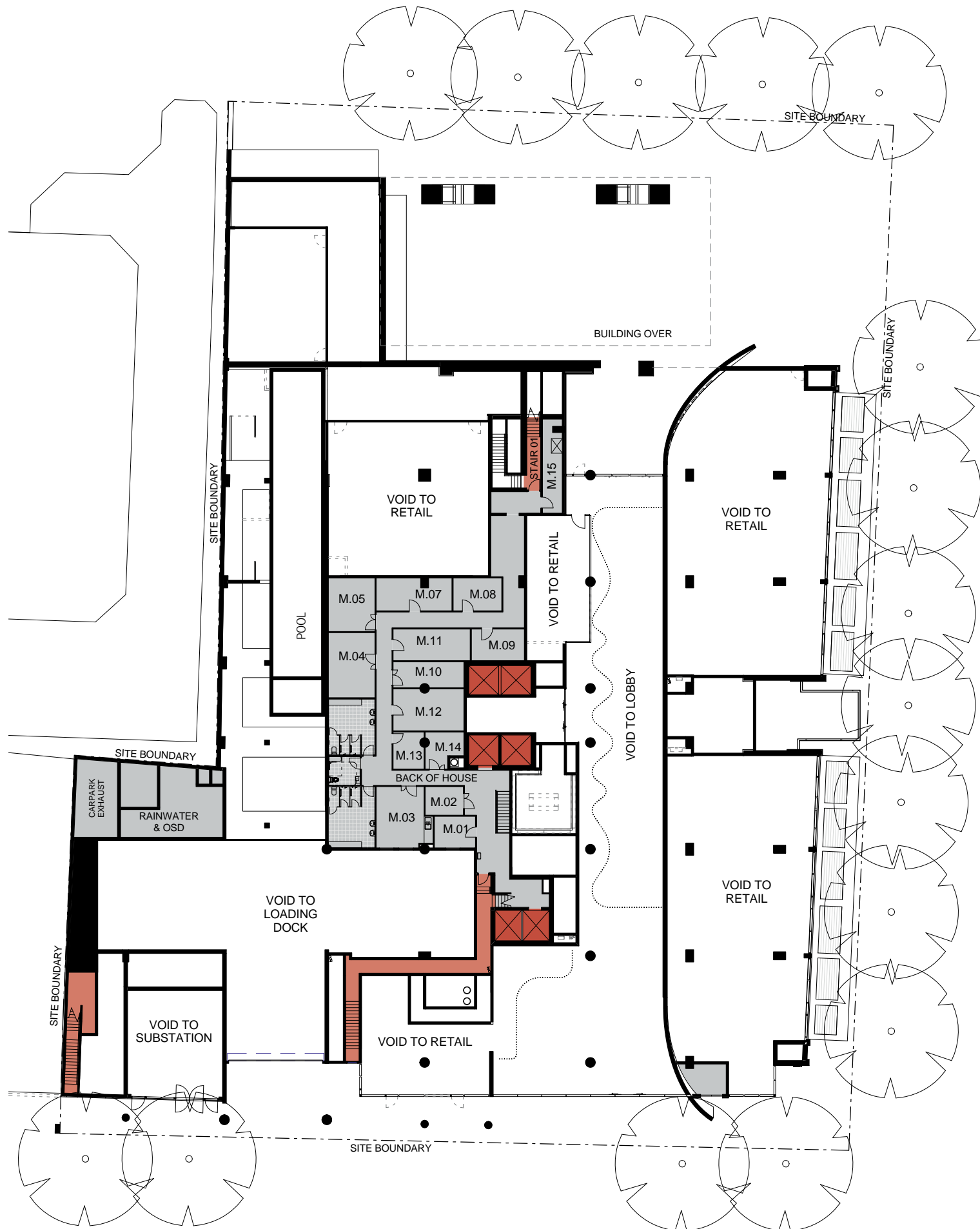
 Storage

scale 1:400



BASEMENT 6

PLANS/ SECTIONS/ ELEVATIONS 02



ROOM LEGEND

M01.	MANAGER
M02.	CLEAN LINEN
M03.	STAFF ROOM
M04.	POOL PLANT
M05.	ROOM ATENDANTS
M07.	CONSUMABLE STORE
M08.	MAINTENANCE STOR
M09.	CLEANERS STORE
M10.	HOUSEKEEPERS STC
M11.	STOCK STORE
M12.	ARCHIVE
M13.	SECURITY
M14.	LINEN
M15.	FAN ROOM

scale 1:400



MEZZANINE

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400



LEVEL 1

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400



LEVEL 2

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



 Storage

scale 1:400

0 20m



LEVEL 3

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

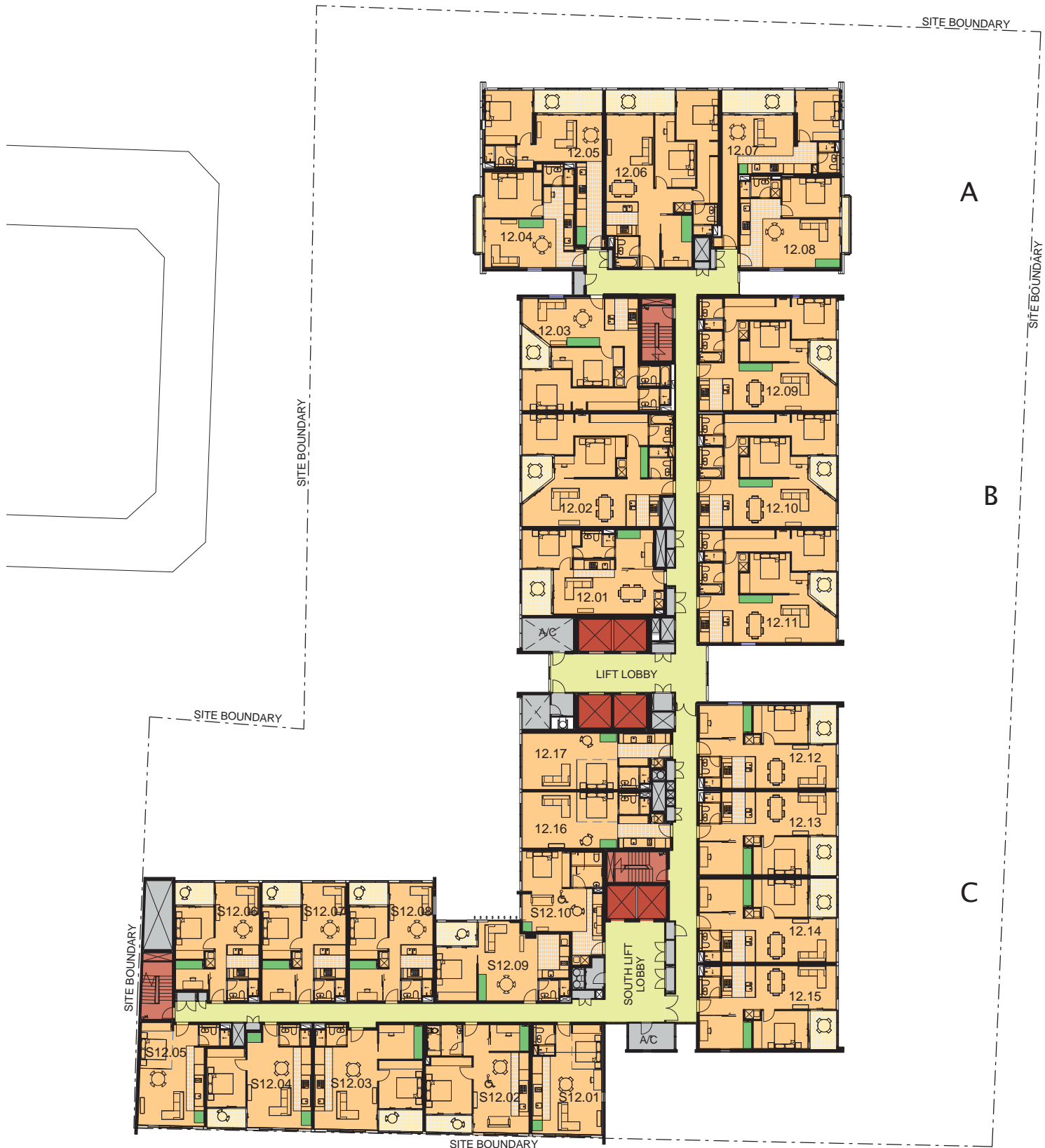
scale 1:400

0 20m



LEVEL 4-11

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400



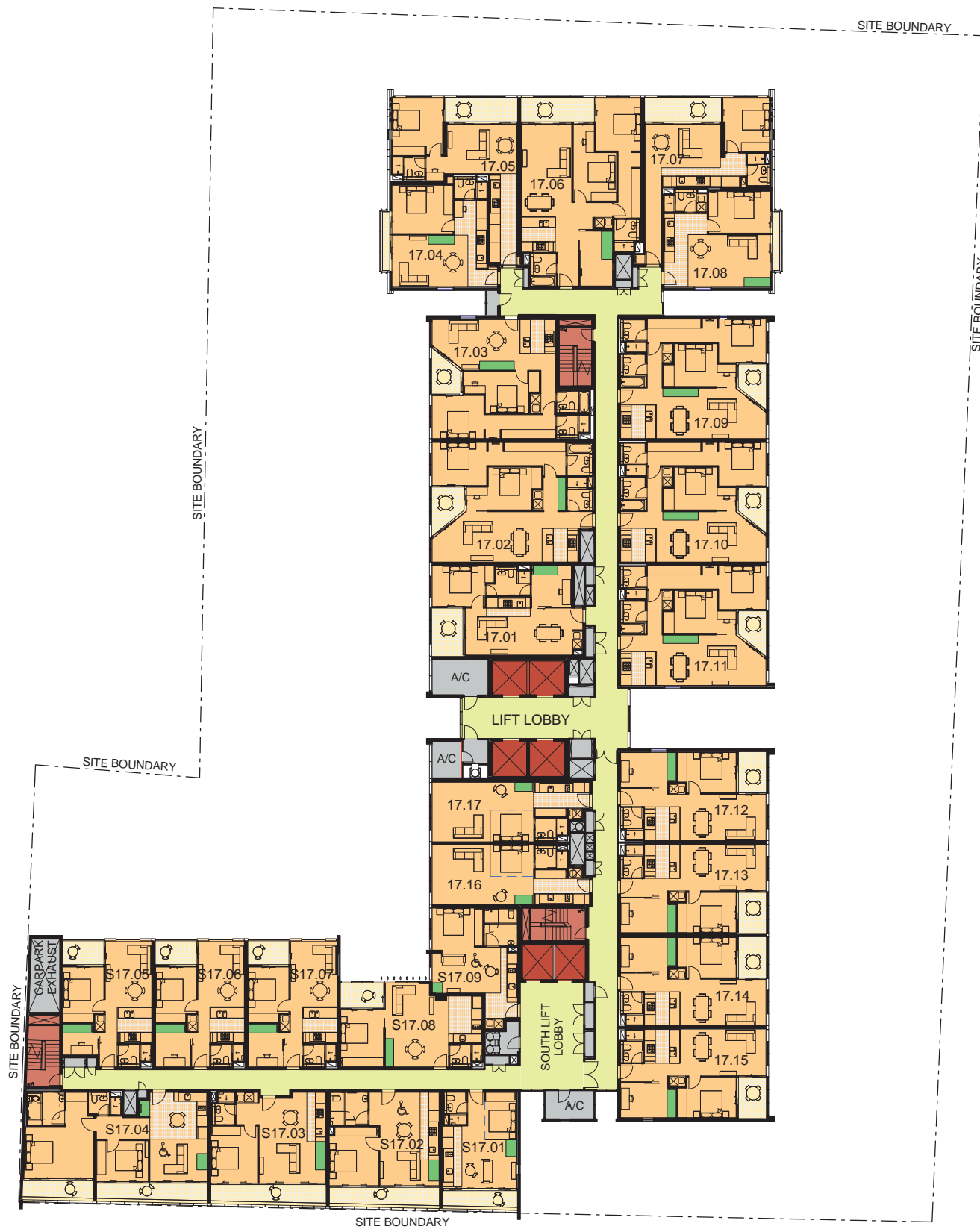
LEVEL 12-16

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



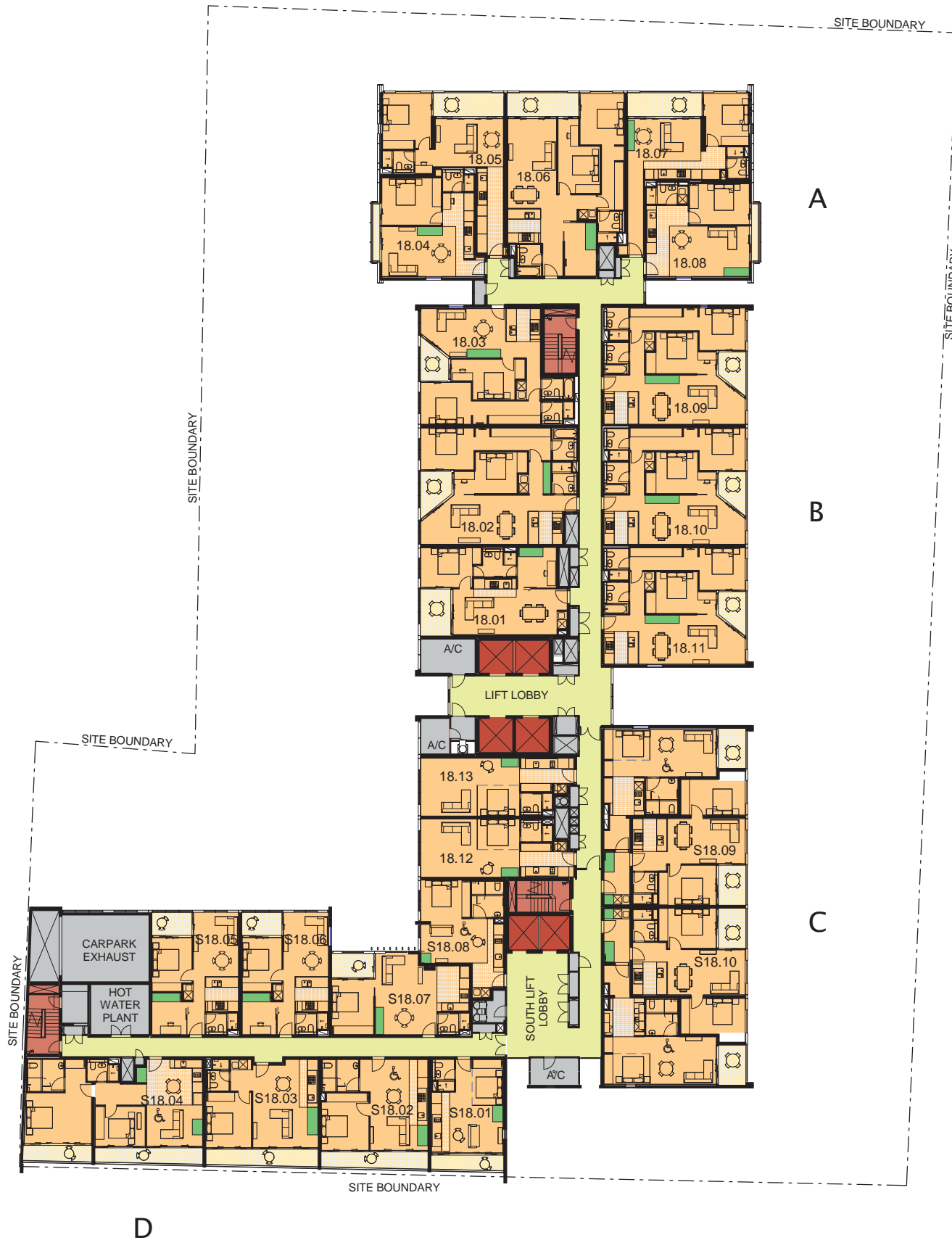
 Storage

scale 1:400



LEVEL 17

PLANS/ SECTIONS/ ELEVATIONS 02



 Storage

scale 1:400



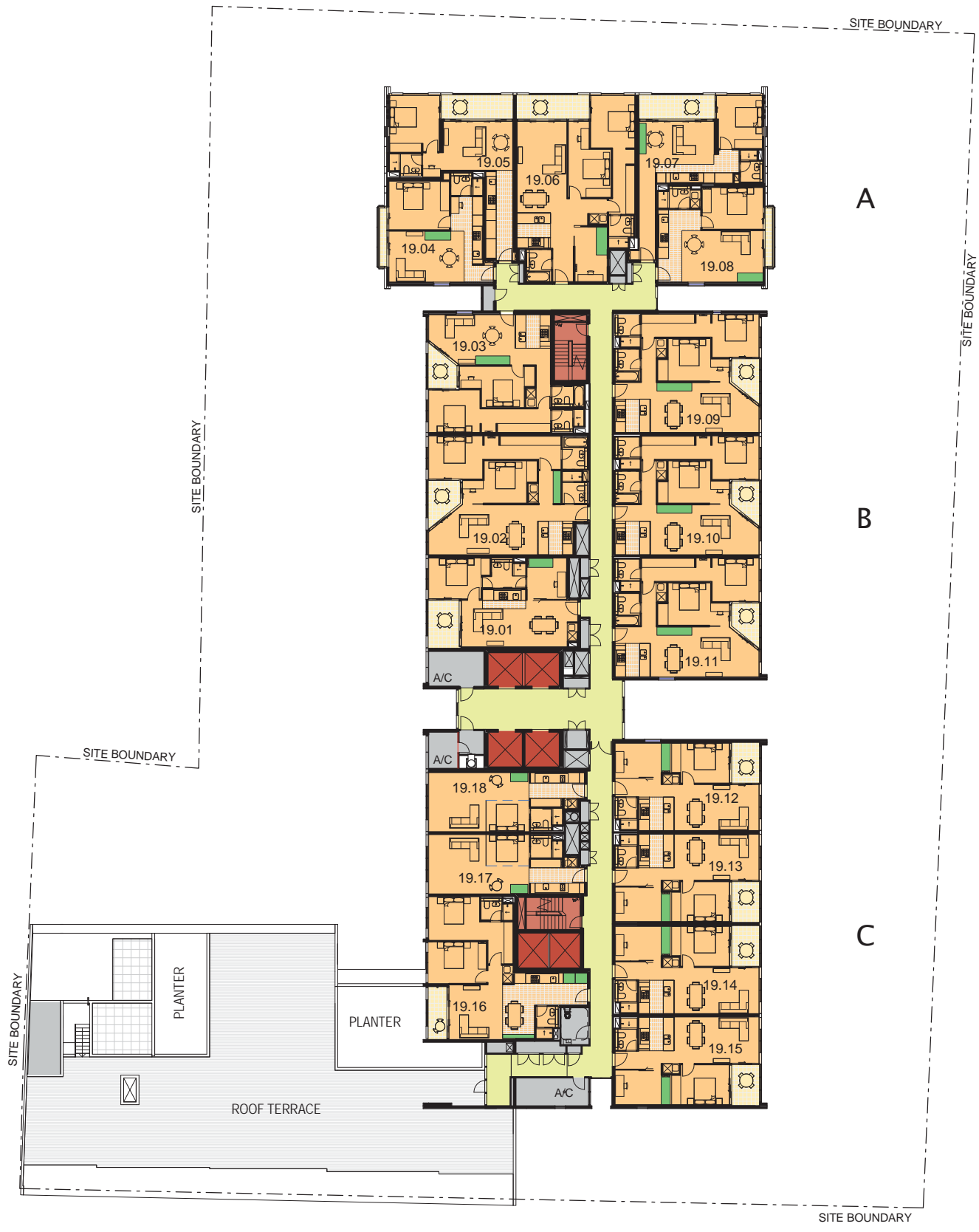
LEVEL 18

PLANS/ SECTIONS/ ELEVATIONS 02



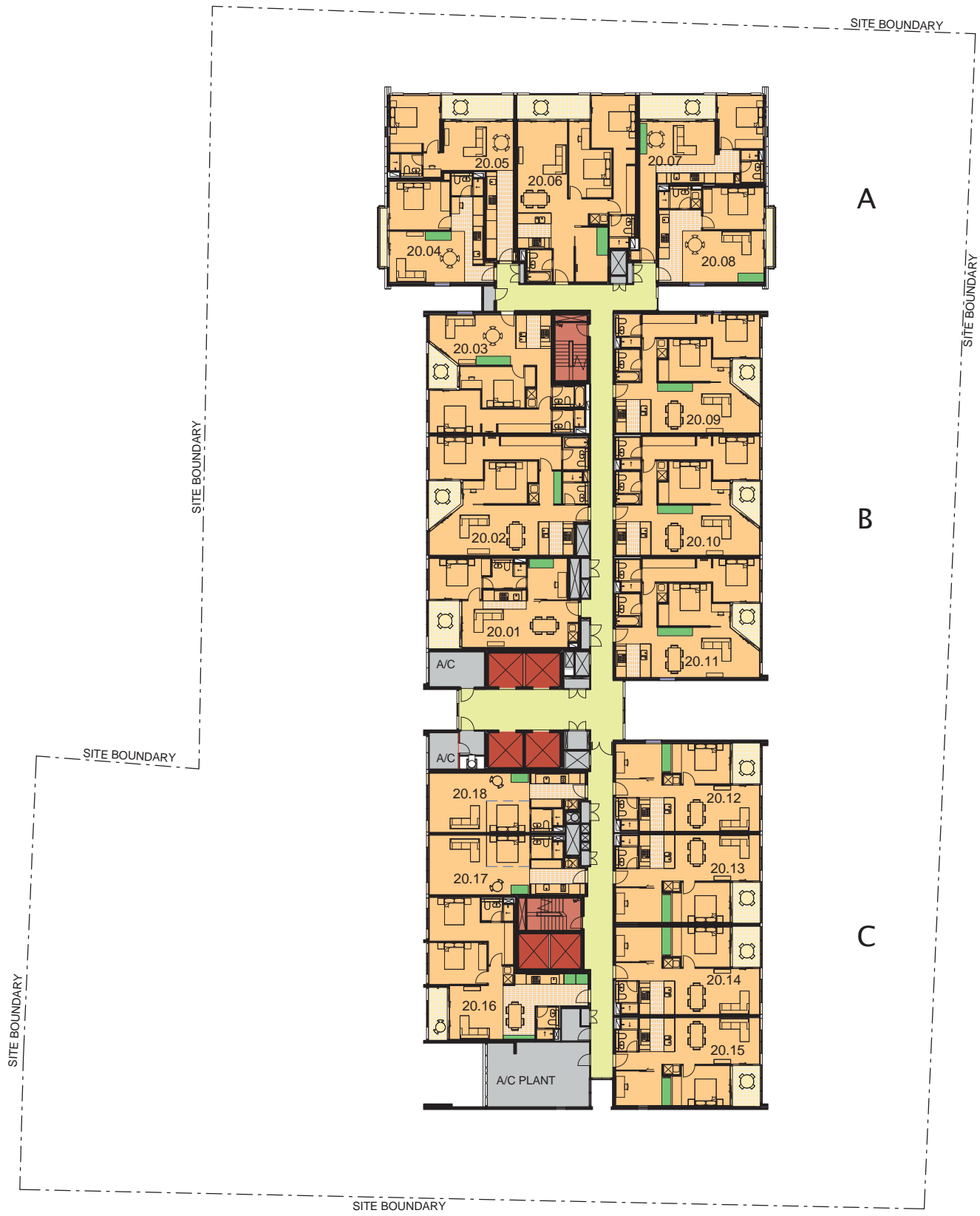
Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



 Storage





 Storage

scale 1:400



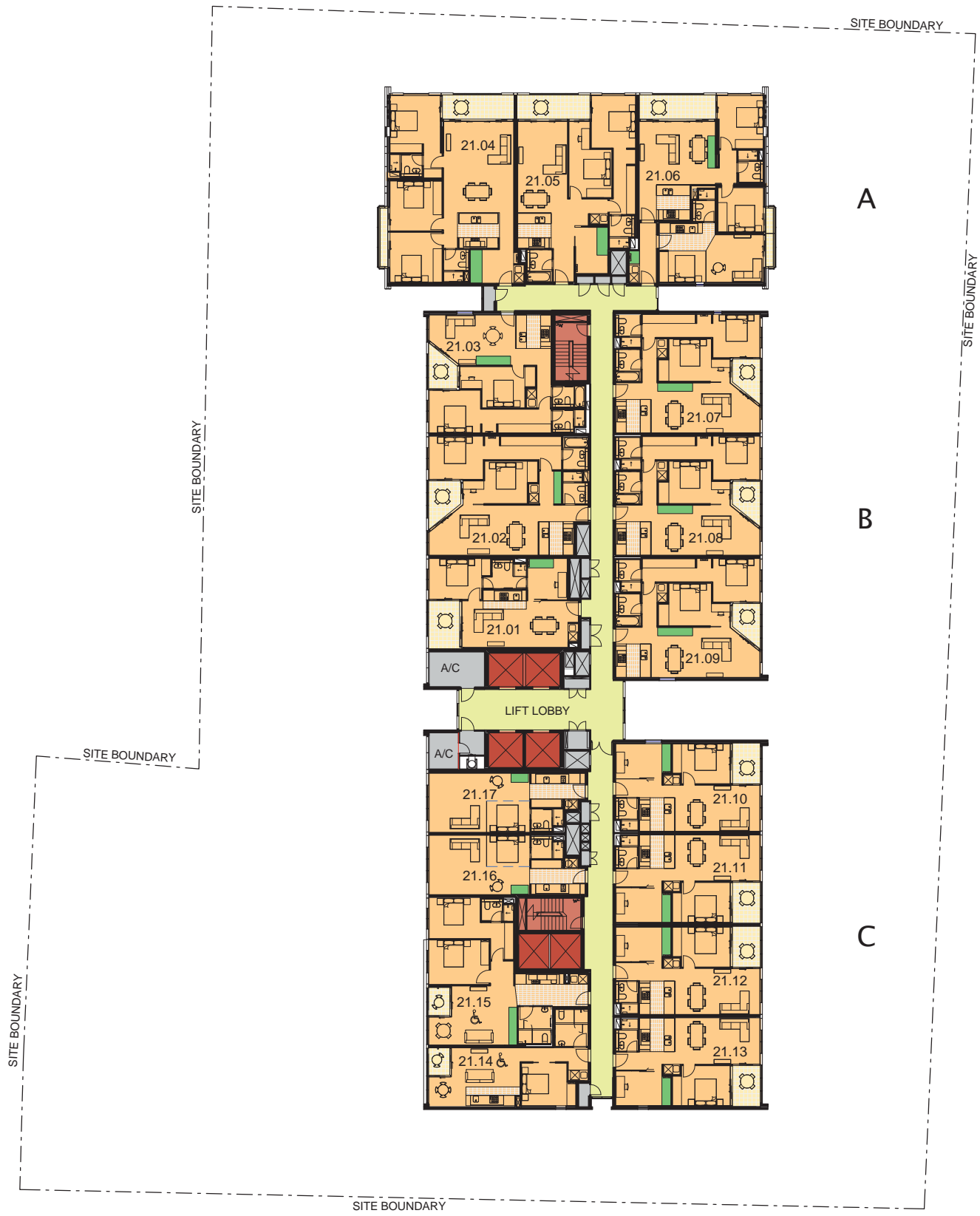
LEVEL 20

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



 Storage

scale 1:400



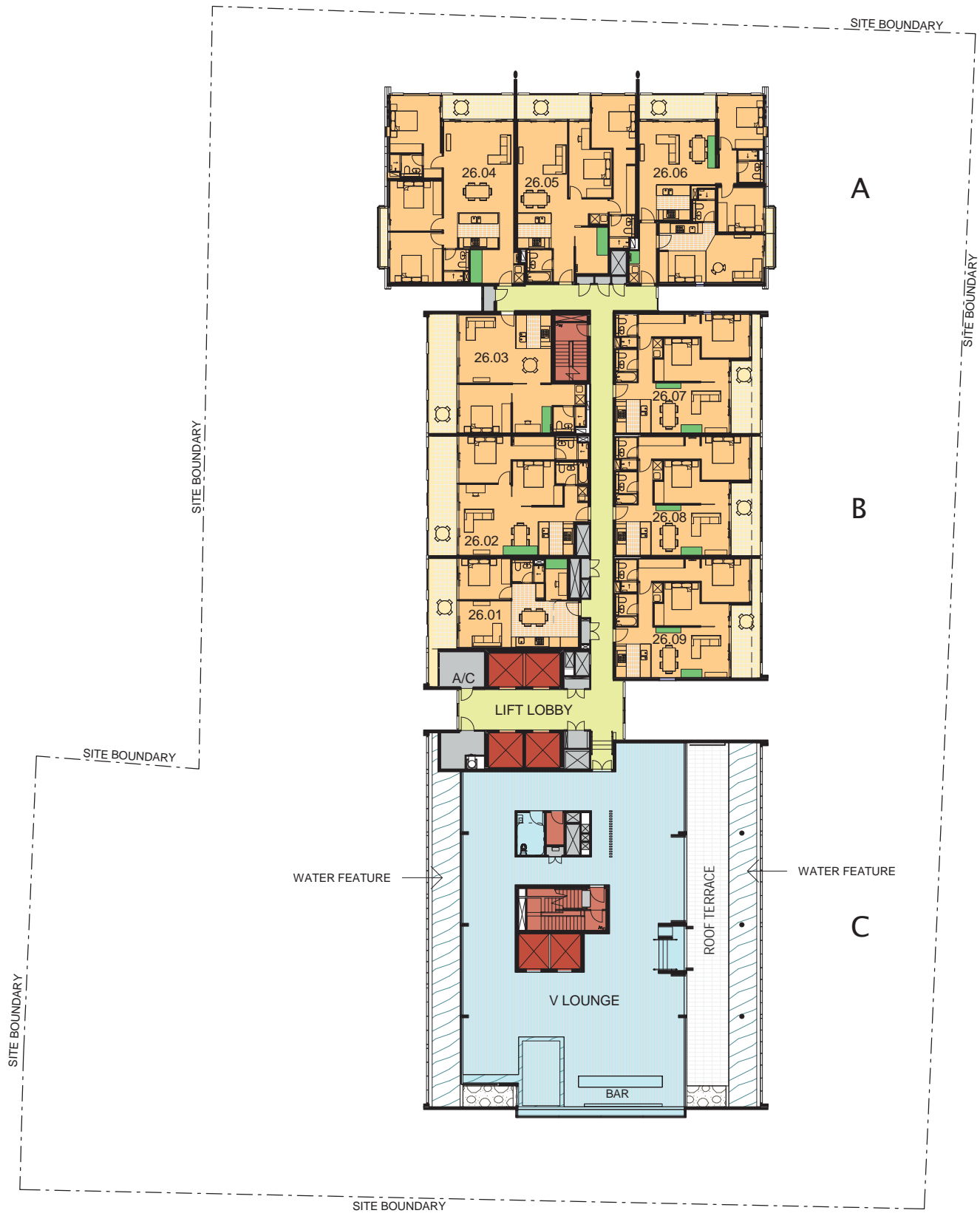
LEVEL 21-25

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



 Storage

scale 1:400



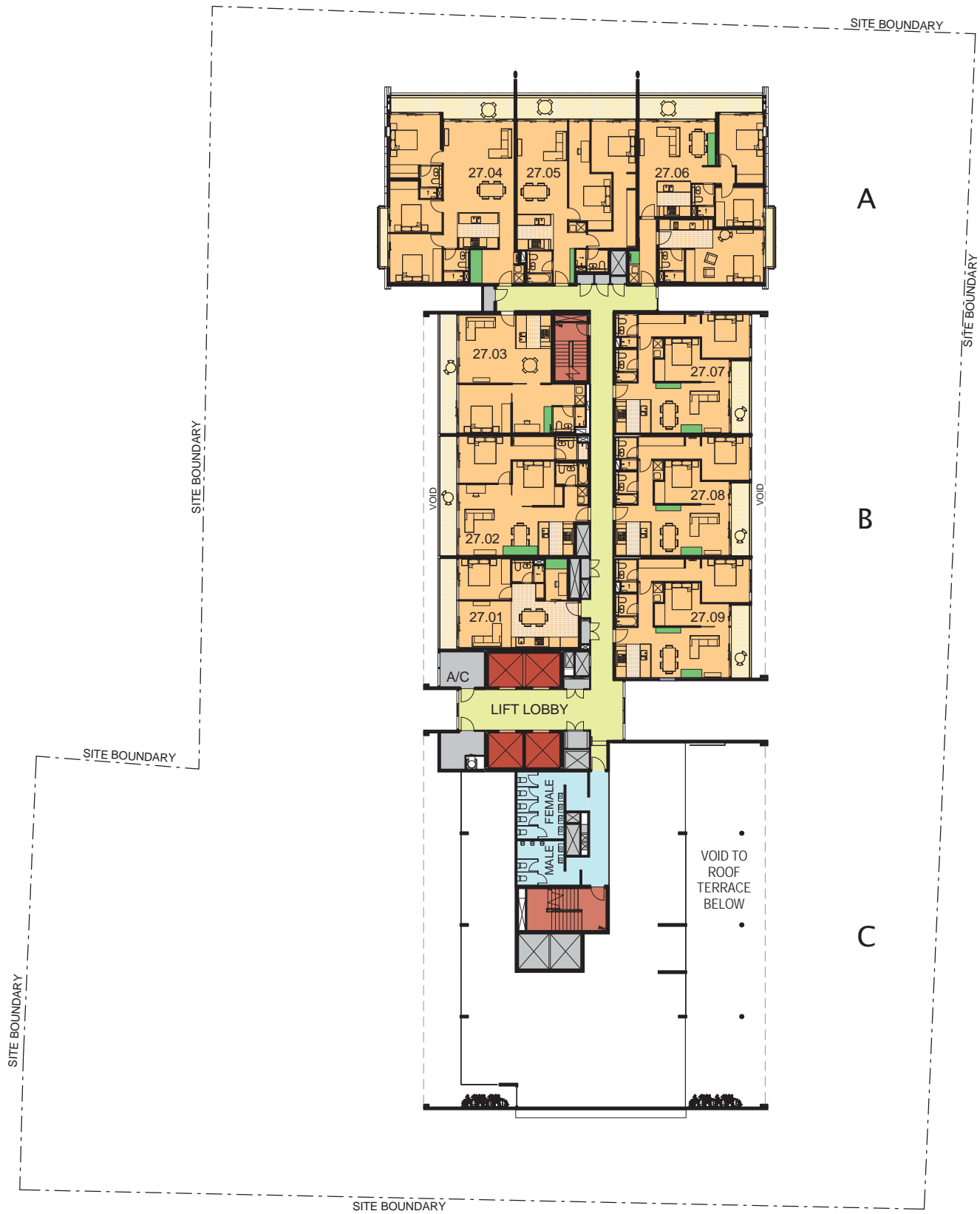
LEVEL 26

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



 Storage

scale 1:400



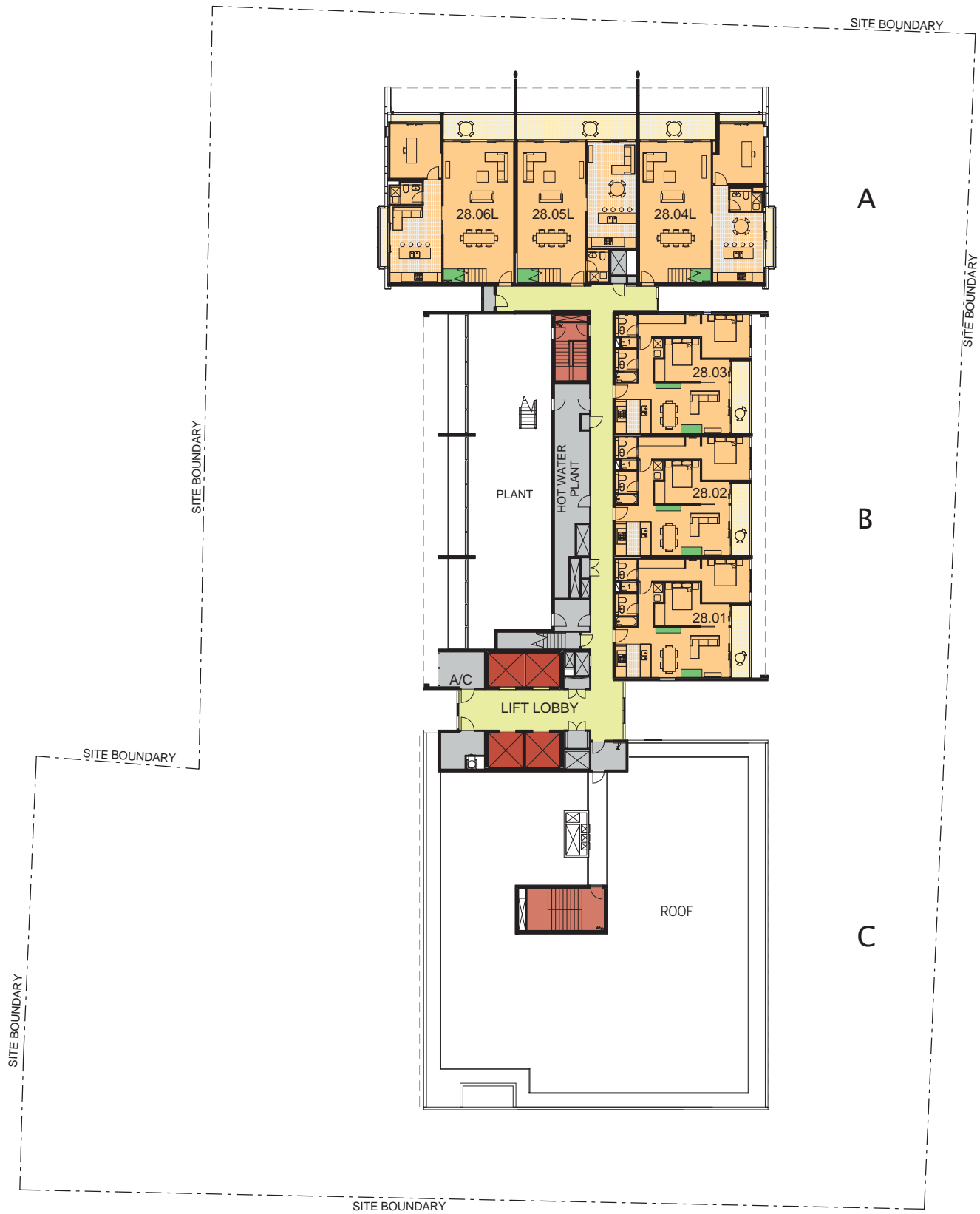
LEVEL 27

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



 Storage

scale 1:400



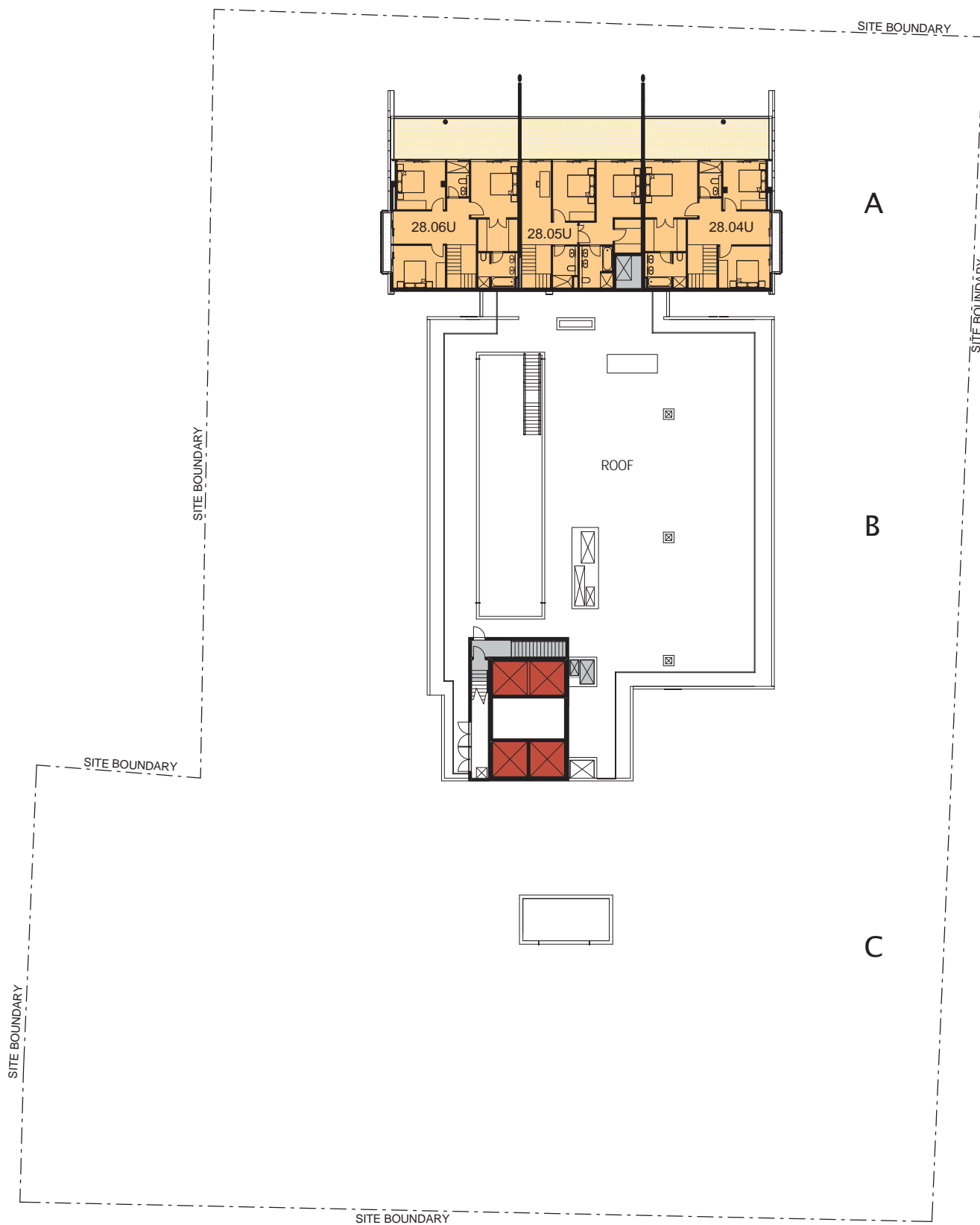
LEVEL 28

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



 Storage



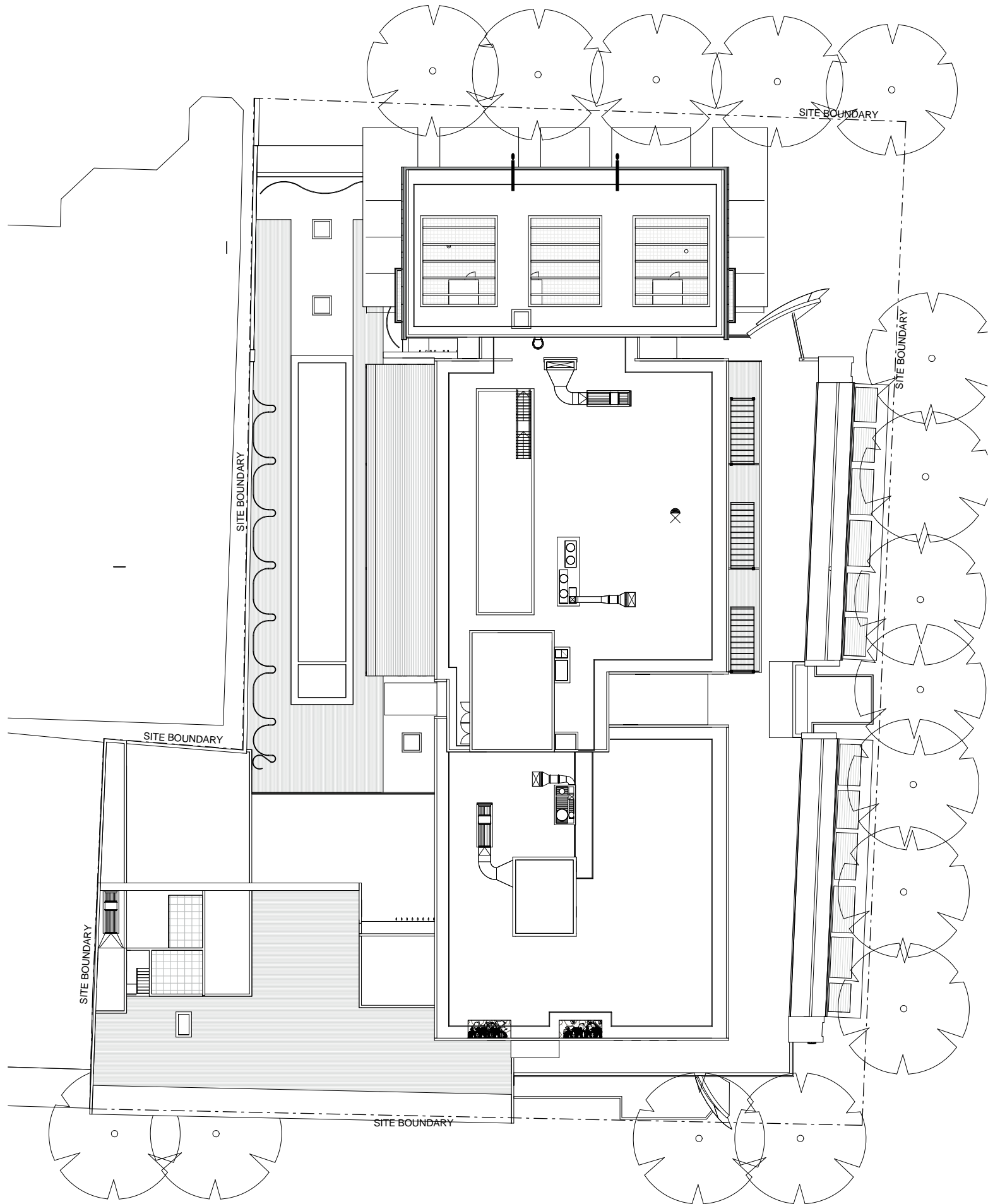
LEVEL 29

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA

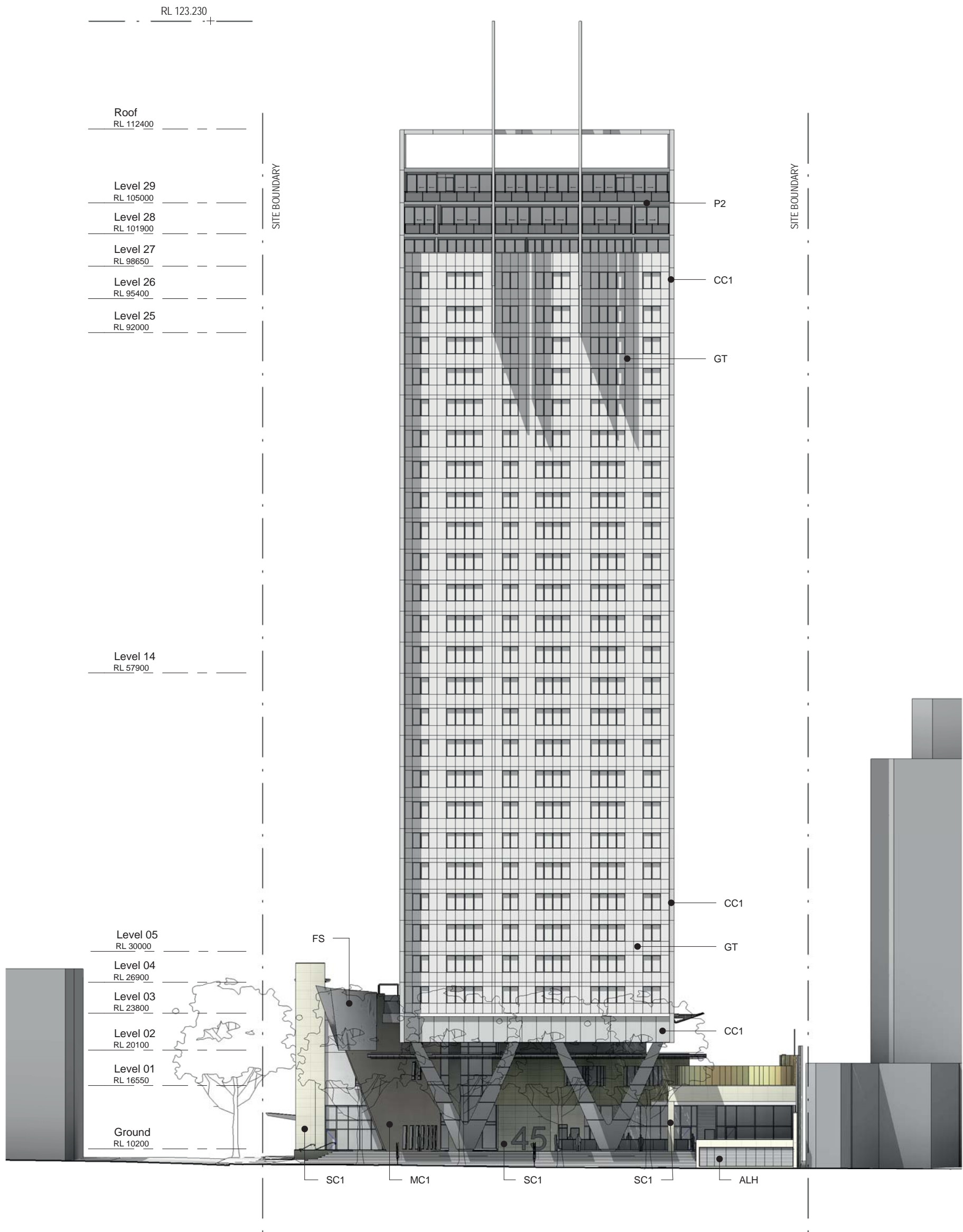


scale 1:400



ROOF

PLANS/ SECTIONS/ ELEVATIONS 02

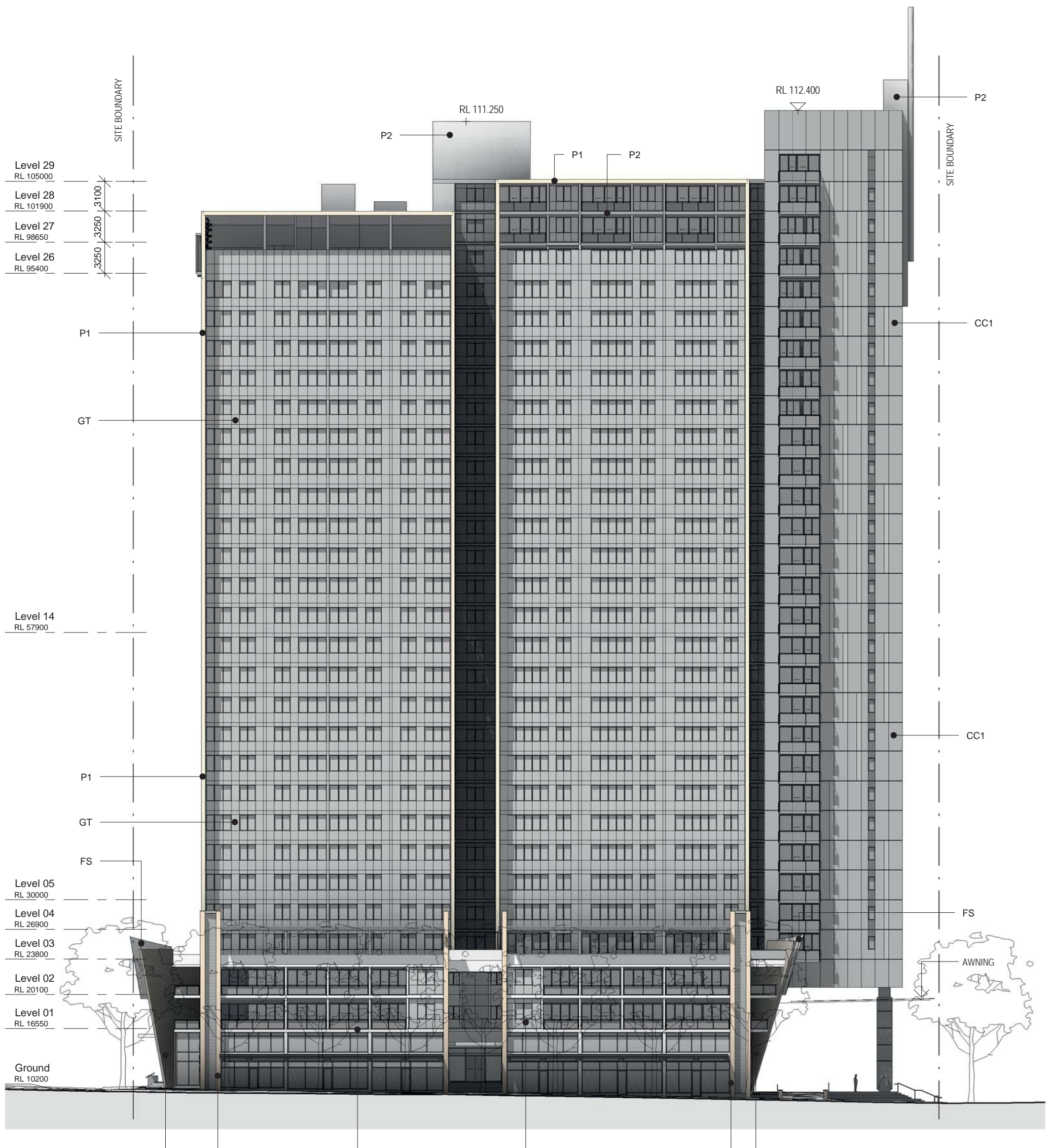


scale 1:400



NORTH ELEVATION

PLANS/ SECTIONS/ ELEVATIONS 02



scale 1:400

0 20m

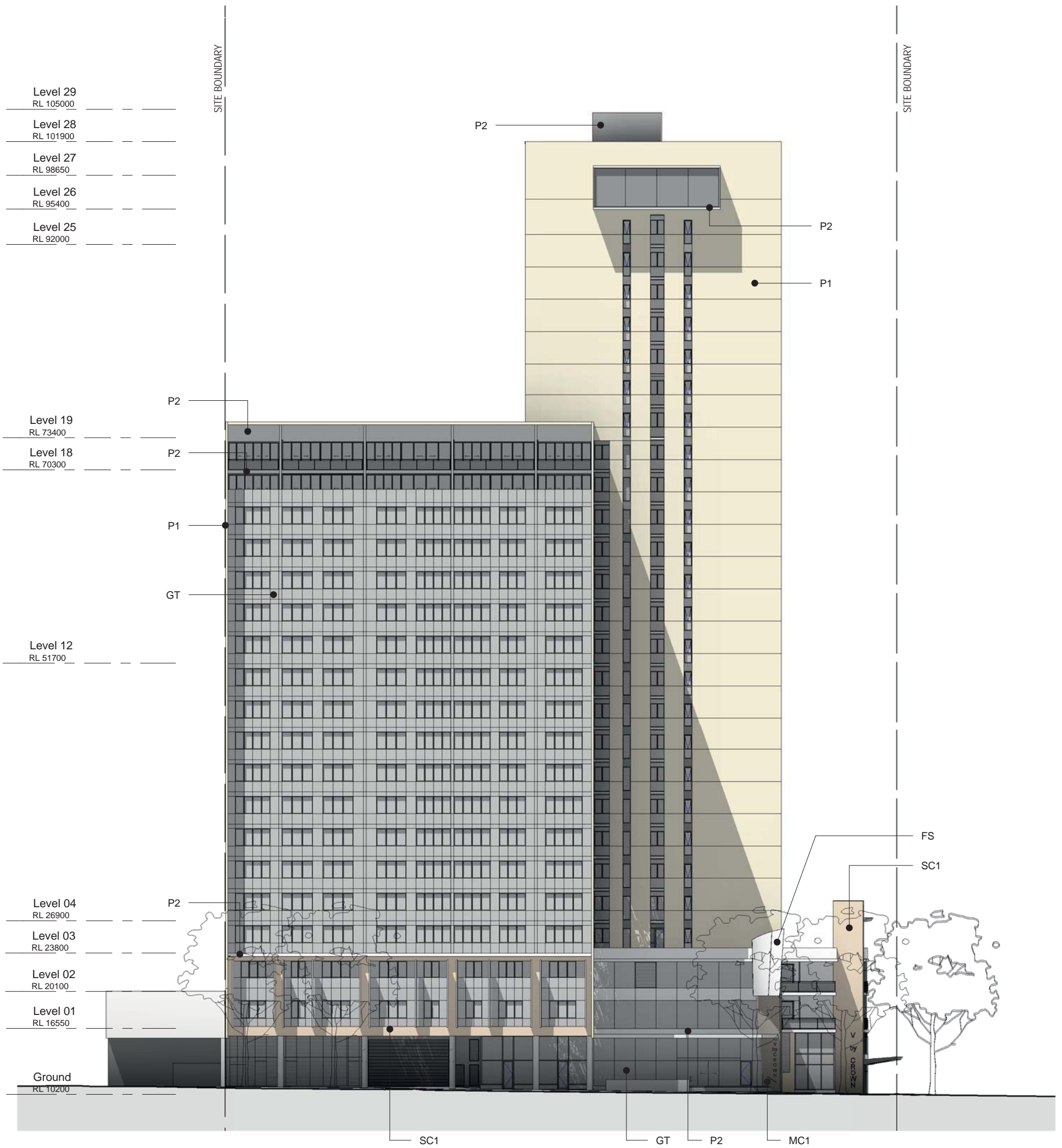
EAST ELEVATION

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



scale 1:400



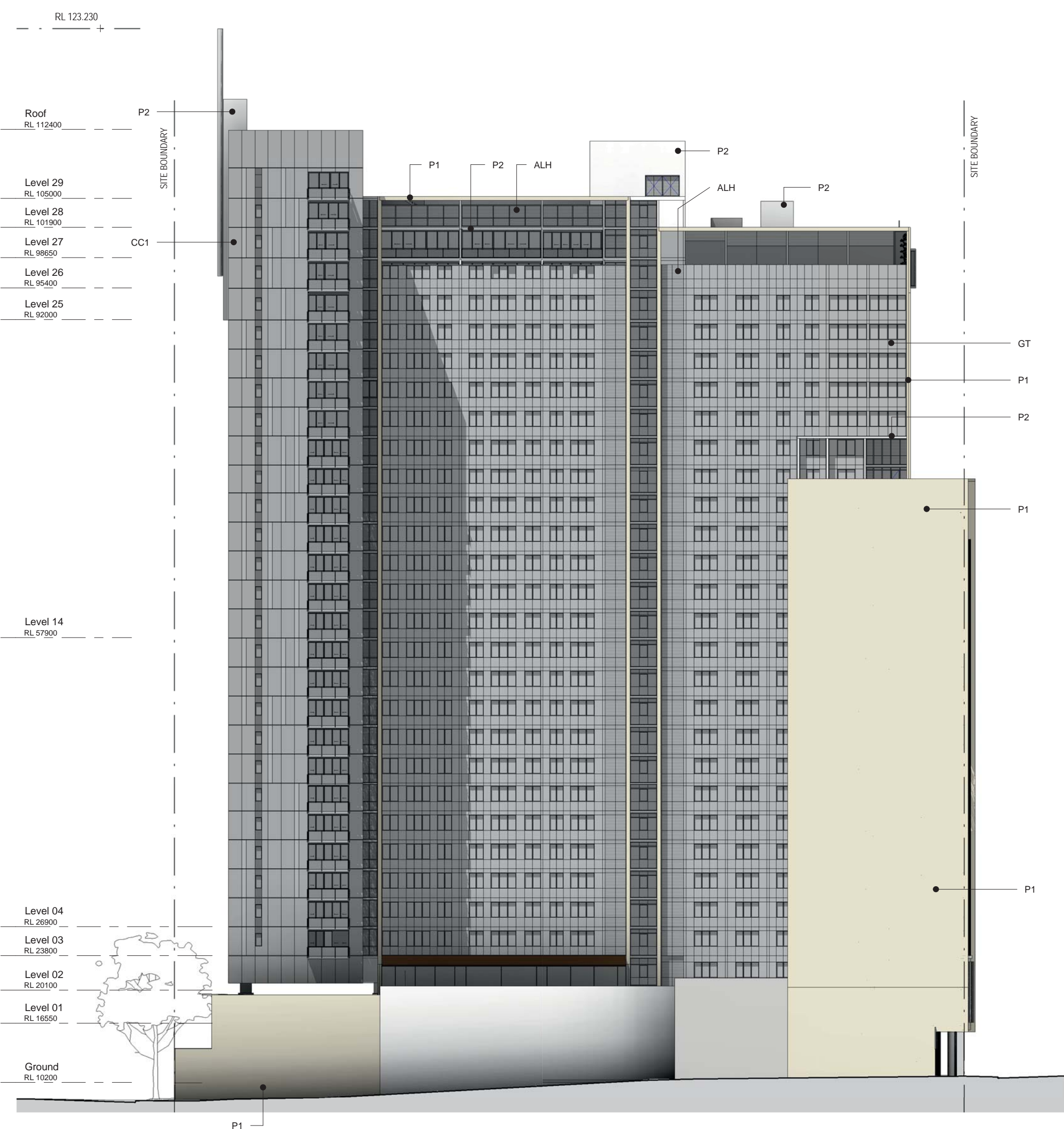
SOUTH ELEVATION

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



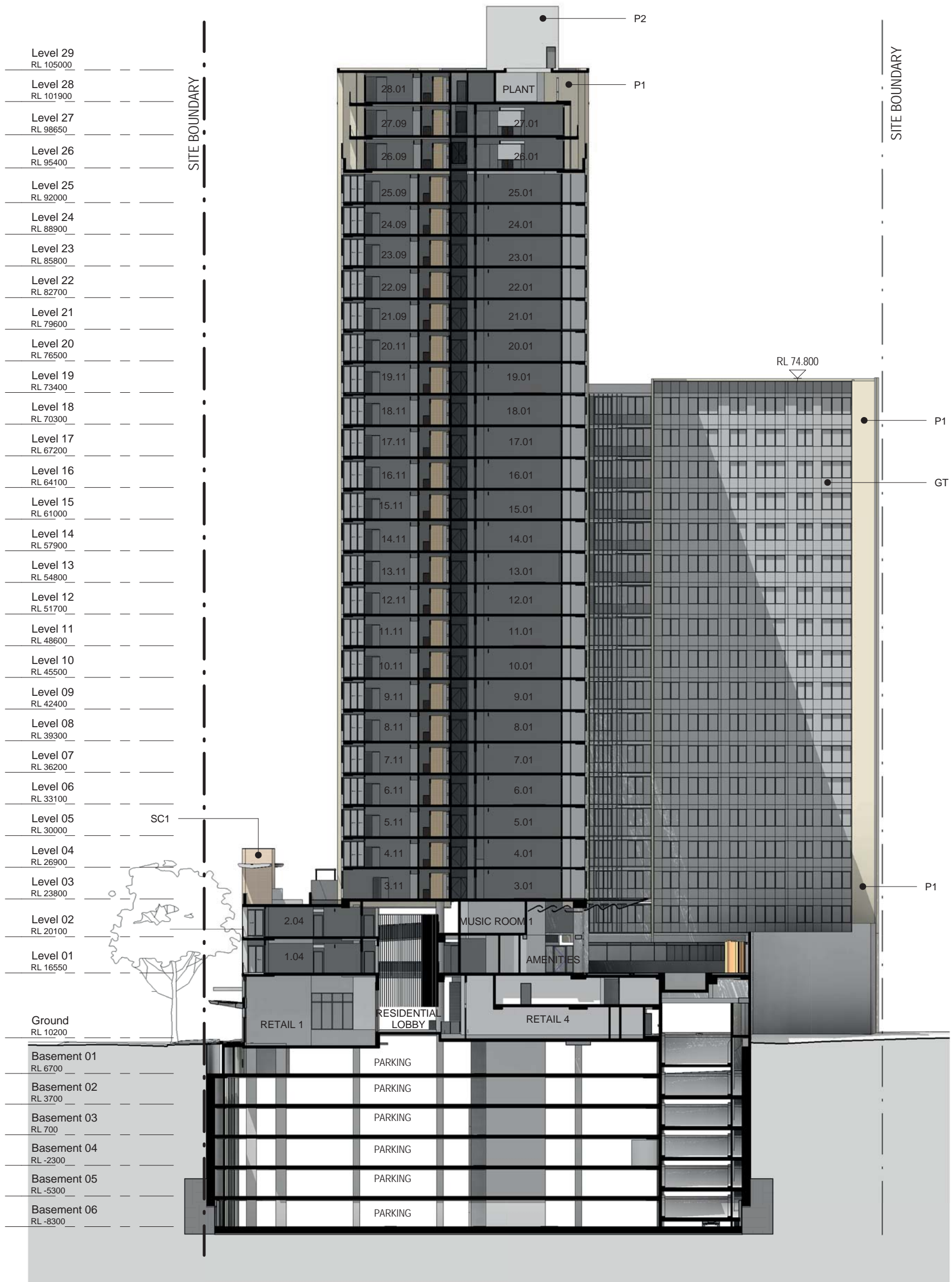
scale 1:400

0 20m

WEST ELEVATION
 PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application
V BY CROWN, PARRAMATTA



scale 1:400



SECTION

PLANS/ SECTIONS/ ELEVATIONS 02



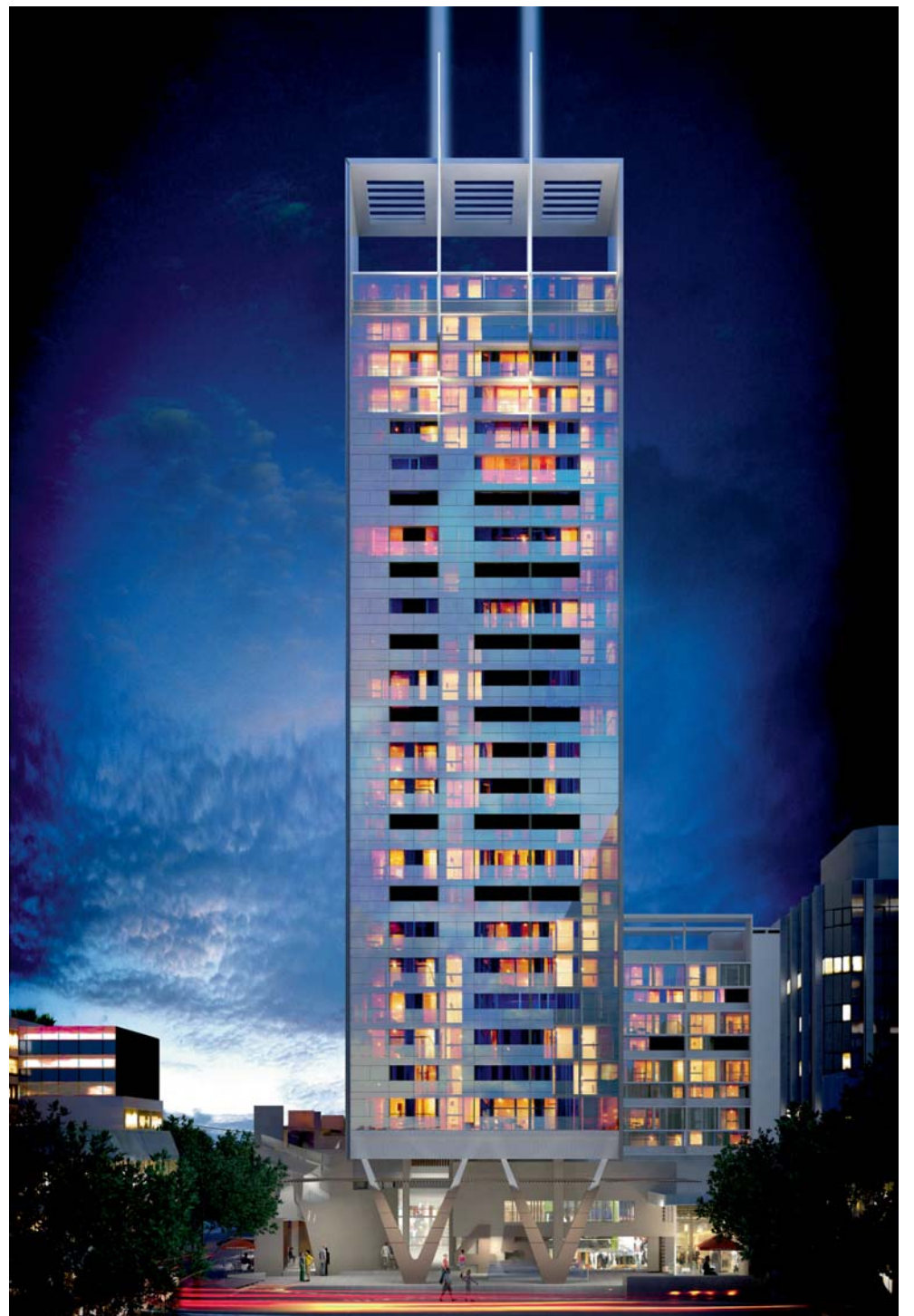
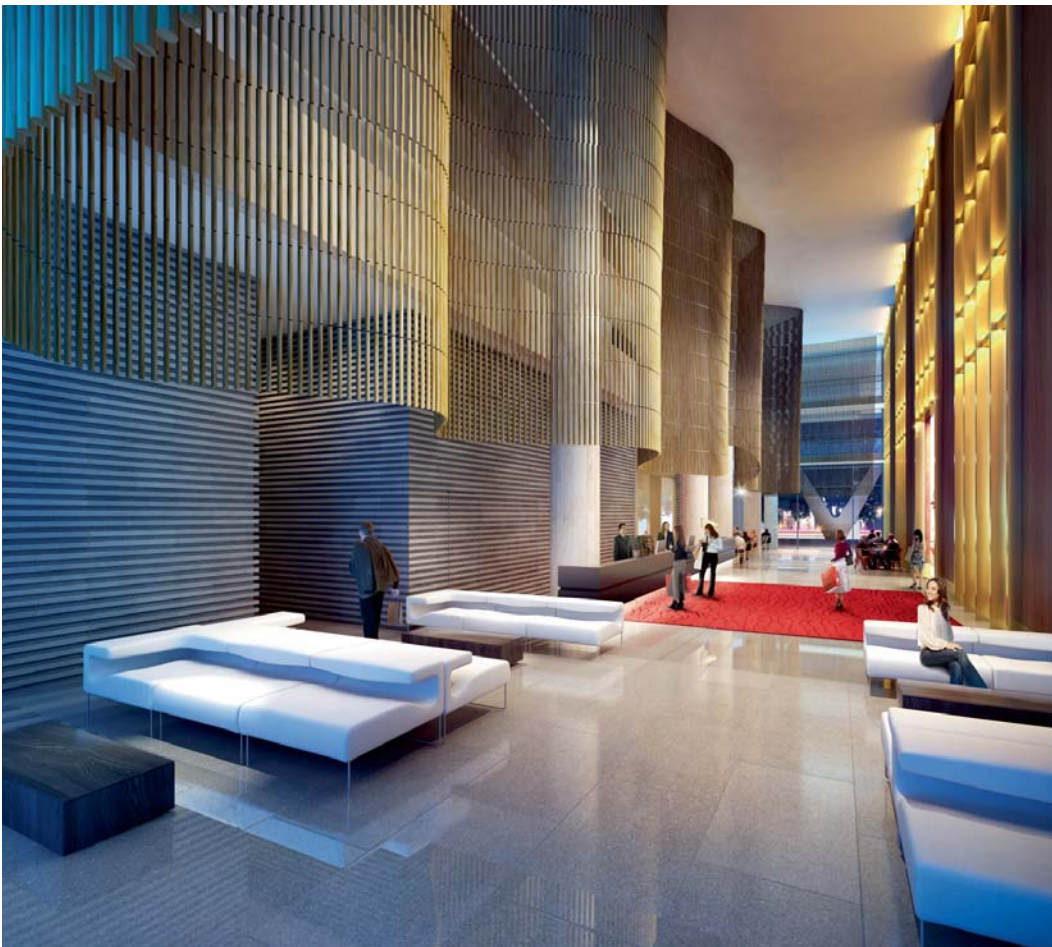
Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



ARTIST IMPRESSION

PLANS/ SECTIONS/ ELEVATIONS 02



ARTIST IMPRESSION

PLANS/ SECTIONS/ ELEVATIONS 02



Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA



ARTIST IMPRESSION - HUNTER STREET
 PLANS/ SECTIONS/ ELEVATIONS 02

Architectural Design Report, Major Project Application

V BY CROWN, PARRAMATTA





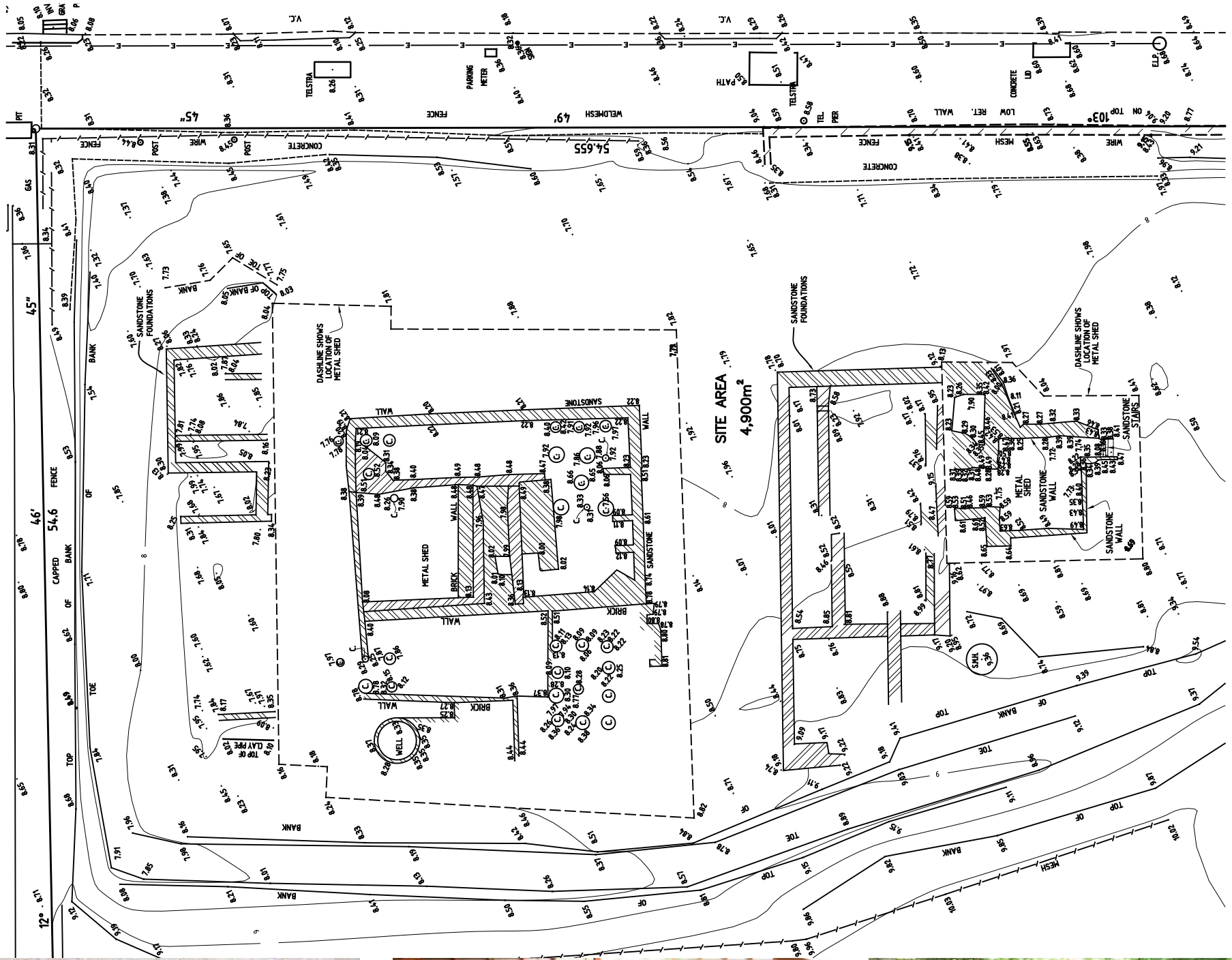
ARTIST IMPRESSION - MARSDEN STREET
PLANS/ SECTIONS/ ELEVATIONS 02



Elevated photo looking east over the revealed archaeology during the 2005 excavations.



Part of the archaeological heritage items on the site enclosed in a protective shed.



The timber floor of the hotel cellar, before the removal of the timber floor boards for conservation and the protective backfilling.



Layers of history revealed in the excavation included later alterations to the early 19 century buildings and reinforced concrete footings from a failed 1970s office development on the site.

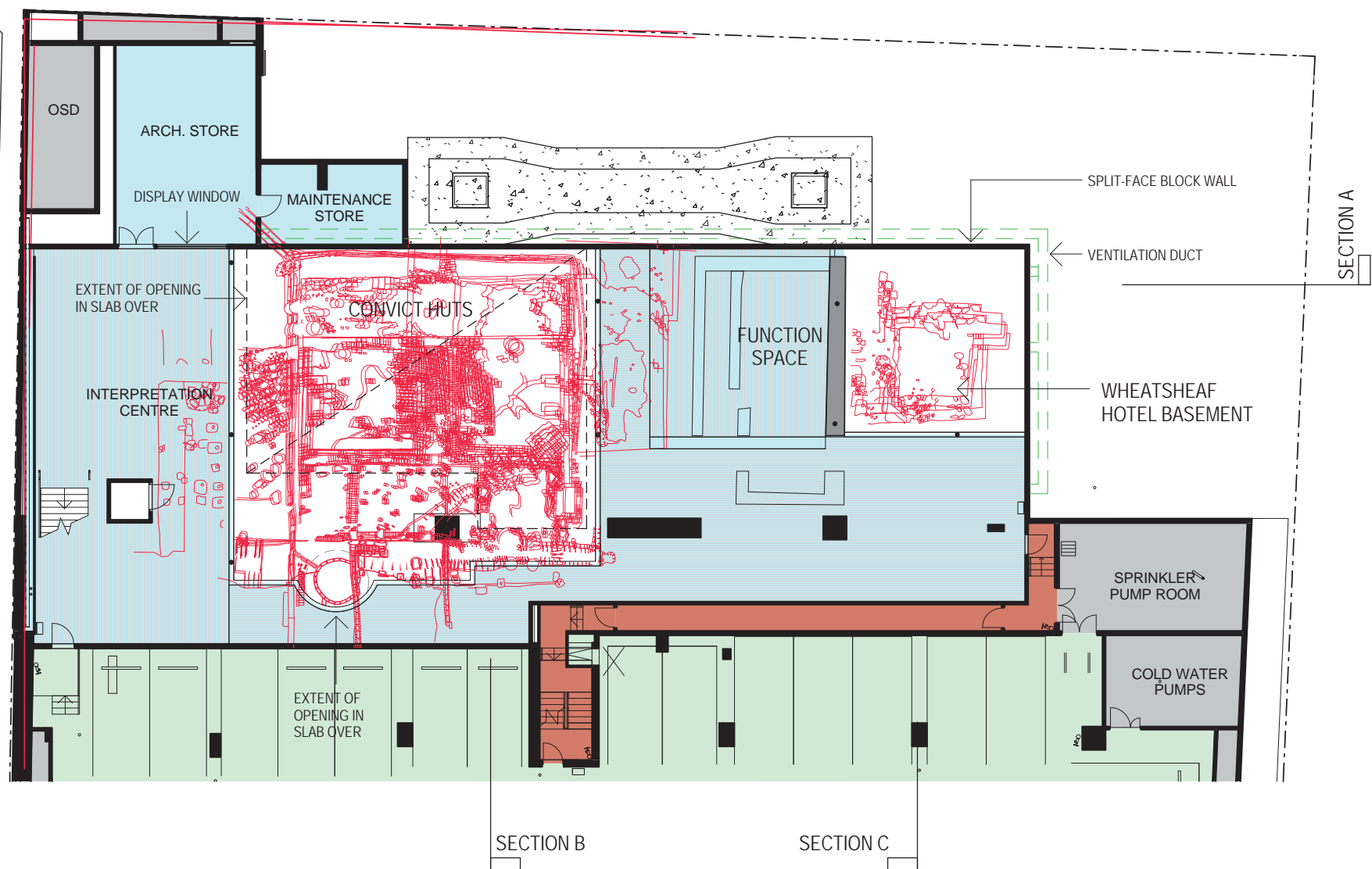
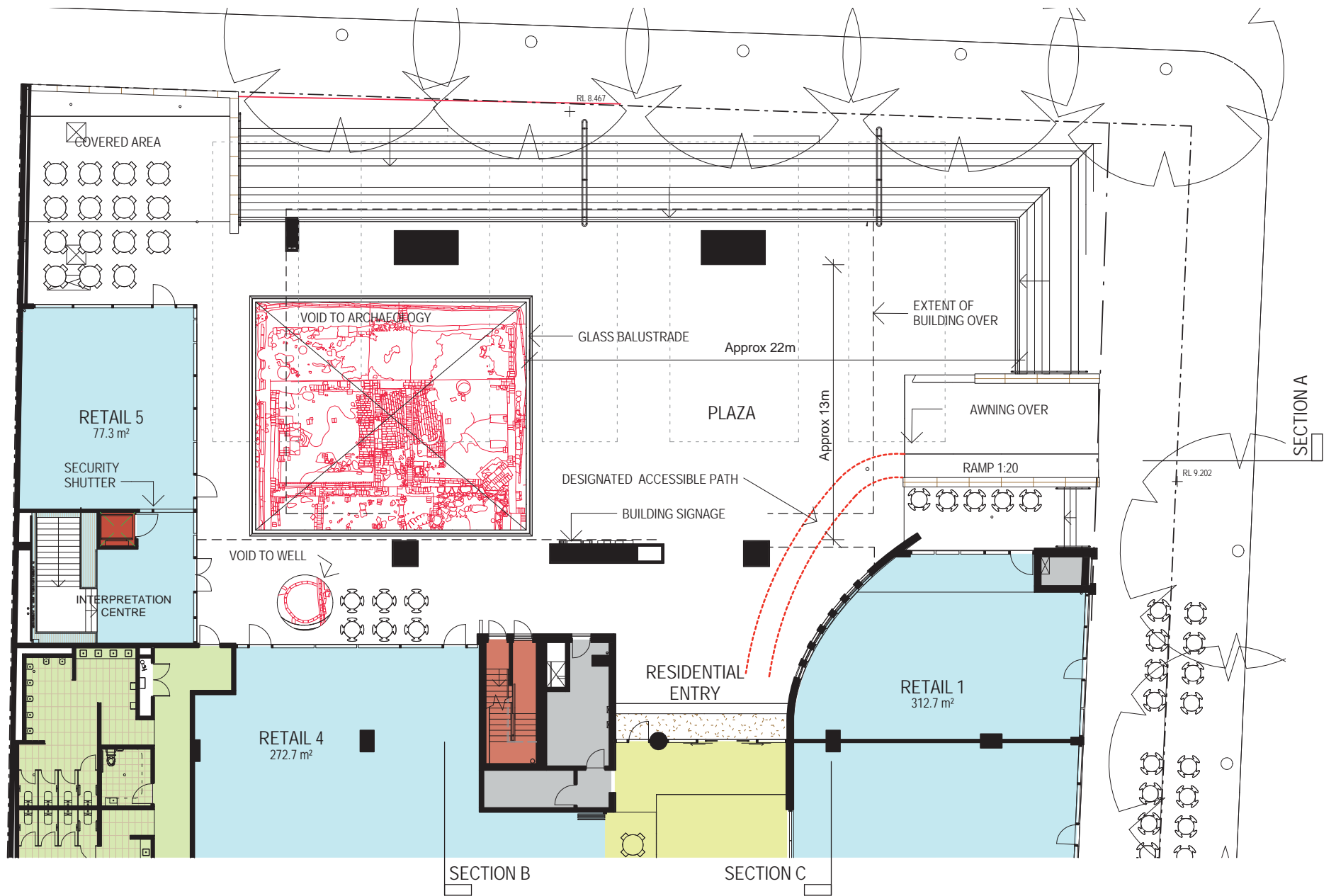


Remnants of the 1830s cottage and its later extensions.



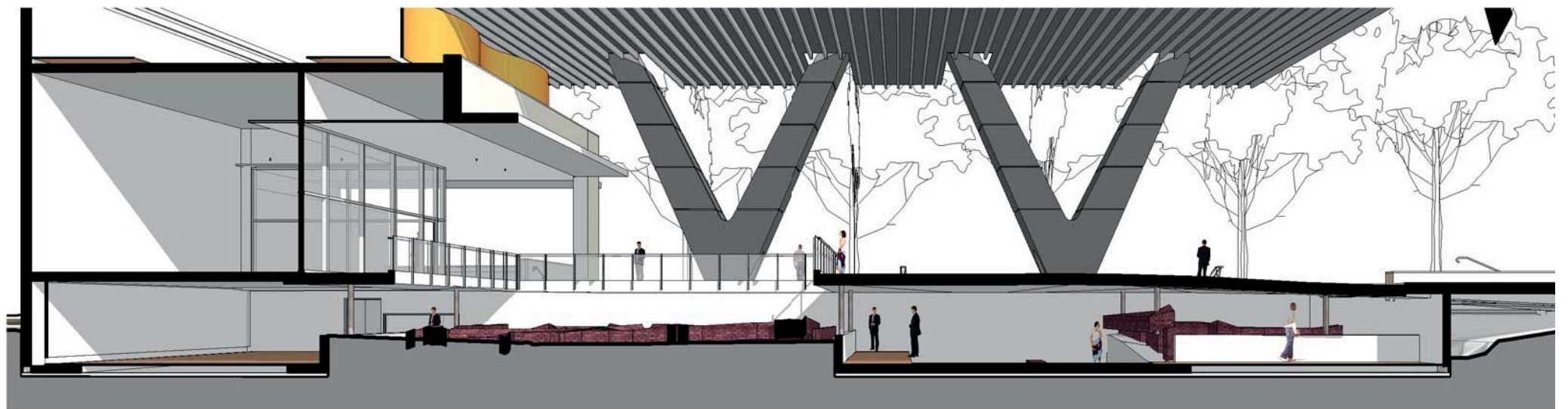
N scale 1:200

PLANS
ARCHAEOLOGY 03



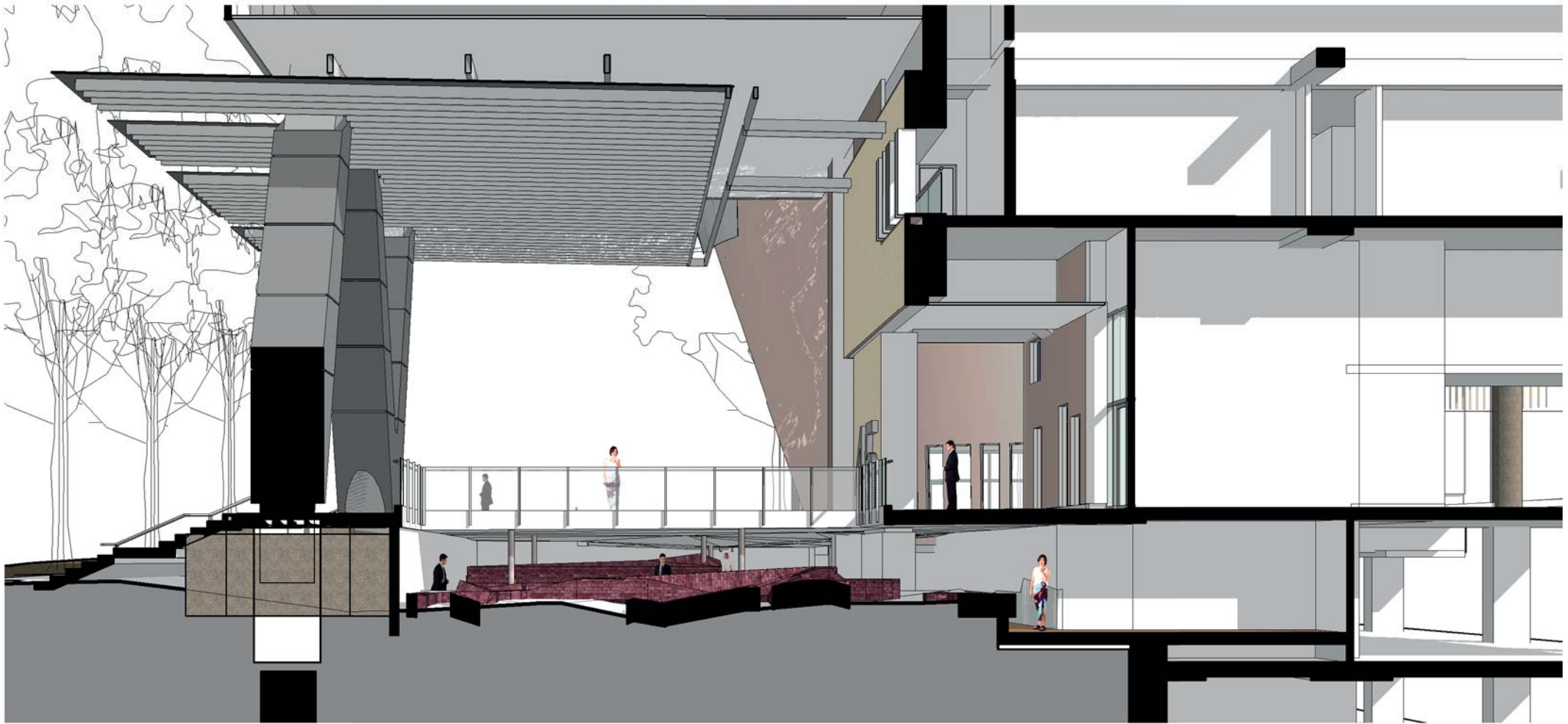
N
scale 1:250

PLANS
ARCHAEOLOGY 03

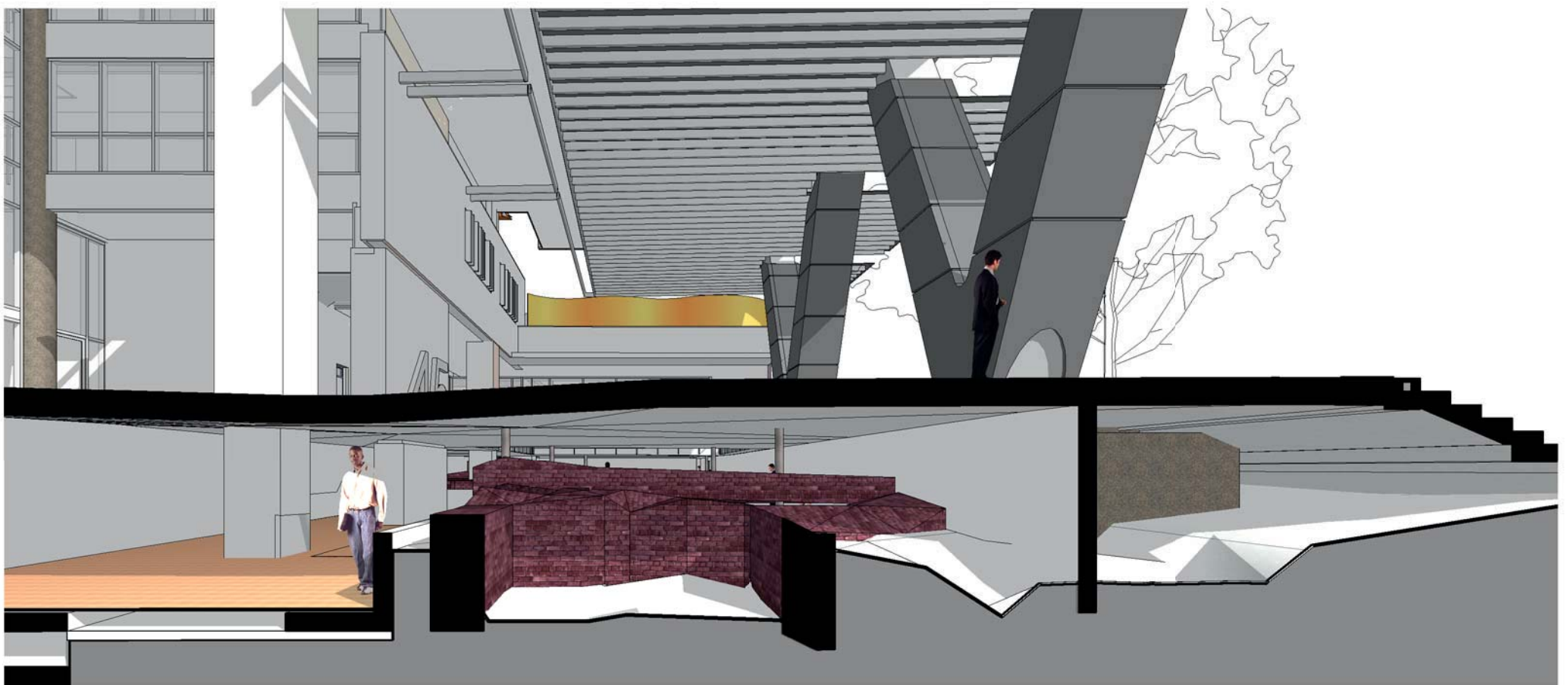


Section A

SECTION A + IMAGES
 ARCHAEOLOGY 03



Section B



Section C

SECTION B + SECTION C
ARCHAEOLOGY 03