

2 Fitzwilliam Street, Parramatta

Engagement Report Update



Prepared for:

UPG Fitzwilliam Pty Ltd

14 March 2025

HillPDA
CONSULTING

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INTRODUCTION

1.0 INTRODUCTION

This Engagement Report is submitted to the Department of Planning, Housing and Infrastructure (DPHI) on behalf of the Applicant, UPG Fitzwilliam Pty Ltd (UPG) to inform the assessment of a project comprising residential, hotel and retail uses at 2 Fitzwilliam Street, Parramatta (the site).

Following the approval of the Stage 1 Concept State Significant Development Application (SSDA) (SSD-49808717) and the completion of a design competition for the project, UPG are now pursuing the next stage of planning approvals, which include a State Significant Rezoning, a Detailed Stage 2 SSDA and an Amending SSDA to amend the approved Stage 1 Concept SSDA.

1.1 Secretary’s Environmental Assessment Requirements

DPHI issued the proponent the industry-specific SEARs for build-to-rent housing on 5 February 2025. The SEARs require that an Engagement Report be provided with the EIS that aligns with DPHI’s *Undertaking Engagement Guidelines for State Significant Projects*. The relevant SEARs requirement is shown in Table 1.

Table 1: SEARs requirements for SSD-79791208

Issue	Assessment requirements
4. Engagement	Demonstrate that engagement and consultation activities have been undertaken in accordance with the <i>Undertaking Engagement Guidelines for State Significant Projects</i> and identify how issues raised, and feedback received have been considered in the design of the project.

Source: NSW DPHI (2025)

1.2 Our approach

This Engagement Report is to be lodged with the Stage 2 Detailed DA (SSD-79791208). This report is intended to serve as an update and supplement to the Engagement Report prepared by HillPDA for the earlier Stage 1 Concept SSDA (dated May 2023). This Engagement Report provides:

- A description of the proposal
- Key stakeholders who may have an interest in the proposed development
- Evidence of the communication and engagement activities undertaken
- A summary of any issues raised during the engagement process
- Next steps to support continued engagement about the proposed development.

Our approach is detailed further in Chapter 3.0. We have designed our approach to be commensurate with the scale of the proposal and its similarity to the proposal assessed and approved under the Stage 1 Concept SSDA.

PROJECT OVERVIEW

2.0 PROJECT OVERVIEW

This section provides an outline of the history and context of the project to date and details the proposal.

2.1 Project background

Since acquiring the site from Transport for NSW (TfNSW) via an open tender in 2022, UPG have undertaken an extensive process to secure planning approvals for the site. A summary of the key planning milestones to date is provided below.

2.1.1 Stage 1 concept development

A Stage 1 SSDA (SSD-49808717) was approved on 26 April 2024. The Stage 1 SSDA approves a concept for two towers over a shared podium, with a building envelope and maximum gross floor area (GFA) for Build-to-Rent (BTR) housing, retail, and commercial uses.

A total floor space ratio of 23.2:1 is approved under the Stage 1 SSDA, divided between different uses across the two towers, with maximum heights of RL182.02 (western tower) and RL160.29 (eastern tower).

2.1.2 Early works DA

On 18 July 2024, an Early Works Development Application (DA) was formally lodged with the City of Parramatta Council for works to ensure the efficient staged delivery of the project. The DA seeks consent for the following:

- Demolition and clearing of existing structures, such as fencing, hardstand areas, etc
- Bulk earthworks to enable the construction of the future basement
- Stabilisation works and construction of retaining structures, including shoring, piling, and cap beams.

No permanent physical works are proposed as part of the Early Works DA, including any permanent basement structure.

2.1.3 Design excellence

Design Competition

In accordance with the approved Design Excellence Strategy endorsed through the Stage 1 SSDA, UPG undertook a design competition in April 2024 to July 2024 for the mixed-use development. The design competition was undertaken to select an architect who presented the highest quality architectural, landscape and urban design proposal for the development, and was informed by a Competition Brief endorsed by the Office of the NSW Government Architect (GANSW) on 29 April 2024.

The participating architectural firms of the Design Competition were:

- Bates Smart, in collaboration with Arcadia
- SJB, in collaboration with Land and Form
- Plus Architecture and Furtado Sullivan, in collaboration with McGregor Coxall.

A design scheme from each competitor was considered by a Jury of three members. The Jury was formed in consideration with Section 2.3 of the GANSW Design Competition Guidelines and the Design Excellence Strategy. The design schemes presented by the competitors were of extreme high-quality and addressed the complexities of the Site and provided solutions to address the planning, design and technical objectives of the competition brief. The competition concluded in June 2024 and the Jury unanimously selected SJB as the winning architect.

Design Integrity Process

In accordance with the endorsed Design Excellence Strategy, a thorough design review process has been undertaken, involving multiple Design Integrity Panel (DIP) meetings with the Jury to ensure that areas of refinement arising from the design competition and change of use have been considered and addressed.

The DIP process will continue throughout post-lodgement and post-approval to ensure that the development scheme is of a high quality, maintains its design integrity and exhibits design excellence in accordance with Clause 7.13 of the *Parramatta Local Environmental Plan 2023* (Parramatta LEP 2023).

2.2 Concurrent planning applications

To facilitate the proposed development, three separate planning applications are being pursued as set out below.

2.2.1 State Significant Rezoning

On 30 September 2024, the NSW Government announced that the Fitzwilliam Street project was selected as one of eleven projects accepted into the new State Significant Rezoning Program. This program is a government initiative to fast track the delivery of housing to achieve the National Housing Accord.

As such, a rezoning will be concurrently completed with the detailed Stage 2 SSDA and Amending SSDA to the Stage 1 Concept Proposal, seeking site-specific amendments to the Parramatta Local Environmental Plan 2023 (Parramatta LEP 2023) to facilitate the change of use of the podium and east tower from office premises to residential accommodation and a mixture of non-office uses (e.g. hotel).

2.2.2 Detailed Stage 2 SSDA

A detailed Stage 2 SSDA will be prepared and lodged concurrently with the rezoning for the construction of the proposed mixed-use development on the site, which specifically seeks approval for the following:

- Construction of a new mixed-use development consistent with the Stage 1 Concept Approval (as amended), comprising:
 - A shared podium containing ground level retail and hotel uses
 - Two towers comprising residential accommodation
- Basement carparking accessed via Fitzwilliam Street
- Through site link connecting Fitzwilliam and Argyle Street
- Associated landscaping and public domain works
- Extension and augmentation of physical infrastructure and utilities.

2.2.3 Amending SSDA to the Stage 1 Concept Approval

In addition to the rezoning, the Stage 1 Concept Approval will be amended via an Amending SSDA to reflect the proposed land use mix and distribution. The Amending SSDA relates to the land use and introduction of hotel uses and expansion of residential accommodation, responding to strategic planning objectives to deliver more housing supply.

2.3 The site

The site address is 2 Fitzwilliam Street, Parramatta and it comprises four allotments legally described as Lots 10, 11, 12, 13, and 14 in DP 1285124. The site sits in the heart of the Parramatta Central Business District (CBD) opposite Parramatta Railway Station (25 metres to the site's north) and the Parramatta Bus Interchange, a portion of which forms part of the site.

The site has a total area of approximately 2,811.8 square metres, with two street frontages, including a 110 metre frontage to Fitzwilliam Street and a 115 metre street frontage to Argyle Street. The eastern boundary of the site

also adjoins an approved 30-storey project (not yet constructed) on the southern half of the site at 10 Valentine Street. Figure 1 shows the site and its context.

Currently, the site is vacant, and it contains limited vegetation, site fencing and remnant concrete slabs. An existing car park and driveway for service vehicles is located in the eastern portion of the site and a through-site pedestrian path is located within the site's western boundary. A portion of the Argyle Street footpath is also located on the site and includes a bus shelter.

Figure 1: The site and its context



Source: SJB

2.4 The proposal

This SSDA seeks approval for a new mixed-use development comprising, BTR housing, hotel and retail uses. Further details can be found in Section 2.2.2 of this report, or in Environmental Impact Statement prepared by Beam Planning and the Architectural Drawings prepared by SJB.

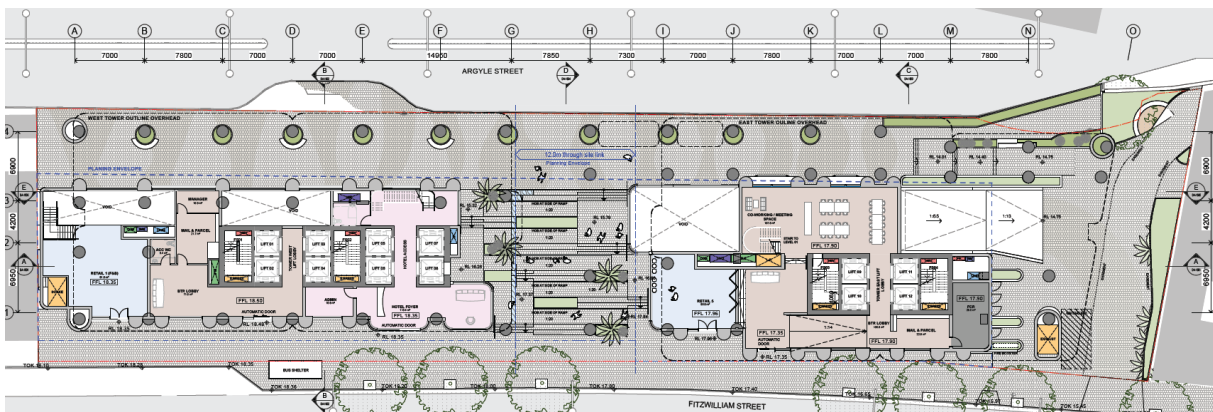
Figure 2 and Figure 3 show a render and ground floor plan of the proposal.

Figure 2: Render of the proposal



Source: SJB (2025)

Figure 3: Ground floor plan



Source: SJB (2025)

METHODOLOGY

3.0 METHODOLOGY

This Chapter describes our approach to the community engagement activities undertaken for this report.

As indicated in the introduction to this report, our approach was designed to be commensurate with the scale of the proposed development and its differences from the Stage 1 Concept SSDA. In agreement with the proponent, HillPDA identified where the proposal necessitated undertaking additional engagement and where the findings of earlier engagement activities remained relevant (and had been assessed and approved under the Stage 1 Concept SSDA).

3.1 Stakeholder identification

Consistent with the approach taken in HillPDA’s earlier Engagement Report prepared for the Stage 1 Concept SSDA, stakeholders were identified and categorised into three tiers:

- **Tier 1: Potential sensitive receivers** – including occupants of properties on neighbouring & nearby streets (as indicated in Figure 4)
- **Tier 2: The local community** – including local residents, workers, and other community members with a potential interest in the proposed development, such as occupants and users of local businesses or other facilities
- **Tier 3: Relevant agencies and organisations** – including government agencies involved in the development assessment process, local government, utility and services providers, community organisations, and Local Aboriginal Land Council(s) (or other representative Aboriginal groups).

Figure 4: Tier 1 stakeholders



For each tier, we determined an engagement approach that was:

- Appropriate to the scale of the potential impacts of the proposed development
- Adequate to meet the communication needs of each group
- Considerate of engagement activities undertaken for the project to date.

This is outlined in Table 2 below, which shows relevant considerations and our approach for each tier. The following Section 3.2 outlines the engagement methods for each tier.

Table 2: Engagement approach

Tier / stakeholder	Considerations	HillPDA approach
Tier 1: Potential sensitive receivers		
Surrounding residences	<ul style="list-style-type: none"> ● May be interested in staying informed about their neighbourhood ● Potential to experience direct and indirect impacts during construction and/or operational phase ● Potential for consultation fatigue – multiple rounds of engagement for this site & strategic planning engagement for Parramatta centre 	<ul style="list-style-type: none"> ● Notify about the progress in the development process and provide an informative update ● Directly provide an opportunity to submit any feedback, comments, or queries through multiple channels
Surrounding businesses		
Tier 2: Local community		
Surrounding residences, workers, businesses, and other visitors	<ul style="list-style-type: none"> ● May be interested in staying informed about their neighbourhood ● Potential for consultation fatigue – multiple rounds of engagement for this site & strategic planning engagement for Parramatta centre 	<ul style="list-style-type: none"> ● Nil additional direct engagement
Tier 3: Relevant agencies and organisations		
NSW Government agencies	<ul style="list-style-type: none"> ● Detailed input provided and considered at the Stage 1 Concept SSDA phase (refer response to submissions report) 	<ul style="list-style-type: none"> ● Nil additional direct engagement
Local Government	<ul style="list-style-type: none"> ● Detailed input provided and considered at the Stage 1 Concept SSDA phase (refer response to submissions report) 	<ul style="list-style-type: none"> ● Nil additional direct engagement
Services / utility providers	<ul style="list-style-type: none"> ● Detailed input provided and considered at the Stage 1 Concept SSDA phase (refer response to submissions report) ● May have comments on specific matters requiring consideration through subject matter experts 	<ul style="list-style-type: none"> ● Nil additional direct engagement
Aboriginal community	<ul style="list-style-type: none"> ● Potential for consultation fatigue ● Limited bandwidth / resources to provide detailed or considered feedback ● Targeted consultation undertaken during previous stages of the project 	<ul style="list-style-type: none"> ● Nil additional direct engagement
Community organisations	<ul style="list-style-type: none"> ● Potential for consultation fatigue ● Limited bandwidth / resources to provide detailed or considered feedback ● Findings from Stage 1 Concept SSDA targeted engagement remain relevant 	<ul style="list-style-type: none"> ● Nil additional direct engagement

3.2 Engagement methods

This chapter provides an overview of the engagement methods employed for this project. Engagement methods have been tailored to each stakeholder tier, as not all stakeholders require the same level of engagement, and different approaches are suited to each.

As suggested above, we have limited the scope of the engagement activities undertaken to inform this report to Tier 1 stakeholders only. This is to ensure that those stakeholders most likely to be affected by the proposed development are updated on the project and afforded an additional opportunity to provide comment or raise concerns.

It is anticipated that further engagement with Tier 2 and Tier 3 stakeholders will be undertaken by the proponent throughout the preparation of the SSDA EIS and the subsequent SSDA exhibition, agency referrals, and response to submissions processes. Where relevant, findings from these activities will be included in the EIS and a response to submissions report.

Table 3: Engagement method by stakeholder

WHO	WHERE	HOW	WHEN
Tier / stakeholder	Address / detail	Engagement method	Timeframe
Tier 1: Potential sensitive receivers			
Surrounding residences	140 Church Street, Parramatta	<ul style="list-style-type: none"> Newsletter Online survey Opportunity to provide feedback at the SSDA exhibition phase 	Nov-Dec 2024
	Mantra Hotel, 1-3 Valentine Avenue, Parramatta	<ul style="list-style-type: none"> Contact management directly to provide copy of newsletter and access to online survey to any residents Opportunity to provide feedback at the SSDA exhibition phase 	Nov-Dec 2024
Surrounding businesses	Addresses on: <ul style="list-style-type: none"> Fitzwilliam Street, Parramatta Church Street, Parramatta Wentworth Street, Parramatta Valentine Avenue, Parramatta Parkes Street, Parramatta 	<ul style="list-style-type: none"> Newsletter Online survey Opportunity to provide feedback at the SSDA exhibition phase 	Nov-Dec 2024
Tier 2: Local community			
Surrounding residences, workers, businesses, and other visitors	N/A	<ul style="list-style-type: none"> Opportunity to provide feedback at the SSDA exhibition phase 	TBD
Tier 3: Relevant agencies and organisations			
NSW Government agencies	N/A	<ul style="list-style-type: none"> Project team / relevant technical consultants to undertake where relevant throughout preparation of EIS Opportunity to provide feedback at the SSDA exhibition phase through agency referrals process 	April 2024 – Feb 2025
Local Government	N/A		
Services / utility providers	N/A		
Aboriginal community Community organisations	N/A	<ul style="list-style-type: none"> Opportunity to provide feedback at the SSDA exhibition phase 	TBD

3.2.1 Newsletter

On 11 November 2024, a **community update newsletter** was distributed to a total of 482 Tier 1 stakeholders (as shown in Figure 4) via a letterbox drop. The newsletter contained:

- Information about the proposed development and its status
- An overview of Build-to-Rent housing
- A link to the NSW Planning Portal page for the proposal
- A link to HillPDA's engagement portal and invitation to participate in an online survey (refer to Section 3.2.2)
- An invitation to make a submission to HillPDA's engagement team via phone or email
- Contact details for TIS National, an Australian Government service offering interpretation services for a wide range of languages (at no cost to the user).

In addition to the above, HillPDA consulted with operational staff at the Mantra Hotel Parramatta to determine whether the hotel hosted any long-term residents (guests with scheduled stays of at least three months). Mantra Hotel Parramatta staff commented that there were currently a number of long-term residents, and were initially willing to distribute the newsletter to these residents on HillPDA's behalf.

After several attempts to make arrangements to enable this across October and November, staff informed HillPDA that the hotel would not be able to assist in completing the distribution. As HillPDA had no other mechanism to identify long-term residents and distribute a newsletter to them, this was not able to be completed.

A copy of the newsletter is provided at **Appendix A**.

3.2.2 Website and survey

HillPDA launched an online engagement portal **website** for the engagement process to provide information about the proposal to a wide range of potential stakeholders. Recipients of the **newsletter** were invited to access the website via a QR code.

The website displayed information outlining the key attributes of the proposal and information about the planning process, alongside several high resolution renders of the proposed structures and a figure showing its location.

The website also contained an invitation to complete a **survey** or **make a submission** about the proposal via email or phone. The survey asked users to identify features of the area that they liked or elements that they wished to change, what they would like to see at the site, and about their knowledge of (and whether they had any concerns about) build-to-rent housing. Users were able to complete the survey anonymously or through a registered account.

The engagement portal website and the survey were available from 11 November 2024 to 15 December 2024, a period of approximately five weeks.

Copies of the **engagement portal** landing page and the **survey** are provided at **Appendix B** and **Appendix C**, respectively.

3.2.3 Agency engagement

As outlined earlier in this Chapter, HillPDA did not undertake engagement directly with Tier 3 stakeholders. However, following the submission of the Stage 1 Concept SSDA, the proponent has engaged and collaborated with selected Tier 3 stakeholders.

The information provided by the proponent regarding engagement with these stakeholders for this proposal has been reviewed in the preparation of this report. An overview of these activities is shown in Table 4. A record of agency engagement can be found in **Appendix D**.

Table 4: Agency engagement overview

WHO	HOW	WHEN
Stakeholder	Engagement method	Timeframe
TfNSW (Sydney Trains)	• 4 x meetings with project team	Apr-Oct 2024
	• Ongoing correspondence	Apr 2024-present
TfNSW (Sydney Buses)	• 2 x meetings with project team	Apr-May 2024
	• Ongoing correspondence	May 2024-present
City of Parramatta Council	• 6 x meetings with project team	May-Nov 2024

OUTCOMES

4.0 OUTCOMES

This chapter provides an overview of the outcomes from the stakeholder engagement activities undertaken.

4.1 Responses received

The table below provides an overview of responses received across all engagement activities.

Table 5: Overview of engagement responses

Method	Response overview
Engagement portal website	Over the period it was available to be accessed, our online portal recorded a total of 78 project page views , with 54 unique visitors .
Survey	A total of one community member completed the survey.
Phone / email submissions	No stakeholders contacted HillPDA's engagement team via phone or email.

4.2 Community views

Overall, the community displayed limited interest in providing feedback on the proposed development, with only one survey response received. As such, discussion of any findings would be of minimal utility.

The below provides an overview of the survey response, which was submitted by a user reporting to be a resident of Church Street. The resident noted:

- The area has good access to public transport
- If they could change anything about the local area, it would be more green space and less construction activity
- They wished to see 'greenery' in a future development at the site
- They were already aware of BTR prior to hearing about the proposed development, and they would not be concerned about BTR housing being present in their neighbourhood.

Whilst there were limited responses to these engagement activities, the response received and level of engagement was generally consistent with the findings of HillPDA's engagement for the Stage 1 Concept SSDA project, which comprised a much larger scope of activities.

Though there were approximately half as many views of our engagement portal (78) compared to the earlier engagement (174), the number of unique visitors (48) was more comparable (73). Further, the earlier works, which included a wider range of activities and higher number of portal views also received a very small number of survey completion (3) as well as the same number (0) of phone or email submissions.

Consistent with the findings of our earlier engagement activities, the low level of interest in the proposed development could indicate the existence of a degree of understanding with regard to the ongoing development of Parramatta's CBD.

4.3 Agency views

As outlined in Chapter 3.0, HillPDA did not directly undertake engagement with agency or community group stakeholders.

The proponent has undertaken engagement with representatives of TfNSW Sydney Trains, TfNSW Sydney Buses, and the City of Parramatta Council at various times throughout the development of the proposal as necessary to address specific matters.

Based on information available to HillPDA at the time of preparing this Engagement Report, no significant concerns or issues have been raised by agencies or Council during this process. Matters that were discussed included:

- Ensuring that the proposed development would not limit access to various infrastructure assets (including bus stops and maintenance easements)
- Discussions around the timing and scope of works at the site
- Costings for any additional activities required to be completed by the proponent in relation to agency assets
- Basement drainage and road designs.

4.4 Next steps

Consultation and engagement will continue through future stages of the project.

This ER will be submitted to DPPI as part of the package for SSD-79791208, which will then be placed on public exhibition. Formal notification of the proposal will be undertaken by DPPI prior to the exhibition periods, and any issues or queries raised during this process will be addressed by the proponent through the formal 'response to submissions' process.

If approved, the construction phase would include a range of further engagement with the community. Construction works at the site would include notification of the commencement of works and consultation on works with the potential to impact nearby receivers. The proponent and their contractors will continue to engage and work with all relevant agencies and authorities to ensure all regulatory requirements are met and that conditions of consent are complied with.

CONCLUSION

5.0 CONCLUSION

This Engagement Report presents an overview of stakeholder engagement activities undertaken to accompany an SSDA (SSD-79791208) for a mixed-use development at Fitzwilliam Street, Parramatta. This report is intended to serve as an update and supplement to an earlier Engagement Report undertaken by HillPDA for the Stage 1 Concept SSDA.

In accordance with the approach and method outlined in Section 1.2 and Chapter 3.0 of this report, engagement was undertaken with occupants and users of properties neighbouring the site. The purpose of these activities was to provide an update to the group most likely to be affected by the proposed development, following on from HillPDA's earlier engagement activities relating to the Stage 1 Concept SSDA. The engagement process also served to provide an opportunity for this group of stakeholders to provide any feedback or comment, or to raise any queries relating to the proposed development.

HillPDA prepared and distributed a community update newsletter with information regarding the proposed development and its status. This was provided to the same cohort of neighbouring properties as the letter distribution that was undertaken for the Stage 1 Concept SSDA engagement. The newsletter also included contact details for HillPDA's community engagement team, and a QR code providing access to a dedicated online portal with further information about the proposed development.

Interested stakeholders were able to make submissions to HillPDA directly via the online portal, and were also invited to complete a survey regarding the proposed development. Our submissions phone line was also made available through a translation service, ensuring a wider range of potential stakeholders were able to provide feedback.

The online portal, survey, and phone/email submissions were made available for a period of approximately five weeks. During this period, the online portal was accessed around 80 times, and one person completed the online survey. No phone or email submissions were received.

Overall, the findings suggest that the local community in the area surrounding the site has a generally low level of interest in the proposed development, with only one stakeholder providing any feedback. The feedback that was received was of a general nature, and did not raise any issues specific to the project or queries requiring response.

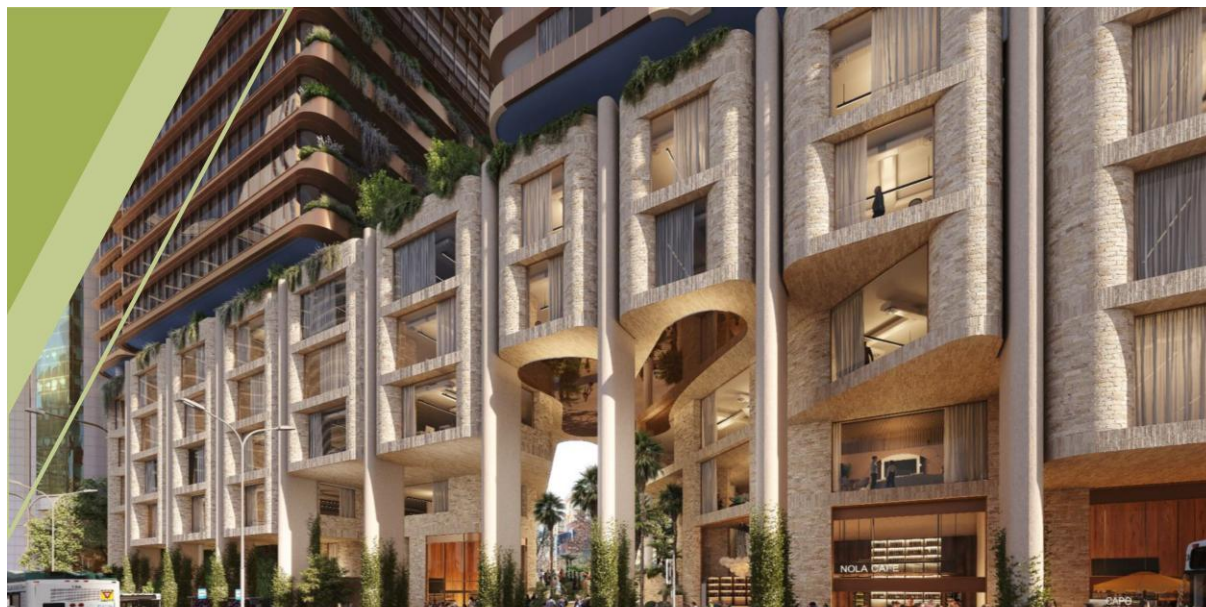
Further to the above, the proponent has undertaken engagement with key agency and local government stakeholders regarding specific matters such as access to and relocation of infrastructure assets, project timing and scope, road designs, and basement flooding mitigation. Based on information available to HillPDA at the time of preparing this report, it appears that no agency stakeholders have raised significant or unaddressed concerns about the proposed development.

The findings of these engagement activities are considered to be generally consistent with that of the earlier works to inform the Stage 1 Concept SSDA, reflecting a general understanding among the community regarding the ongoing development of Parramatta's CBD.

Should the proposed development be approved, it will be important to continue to provide information to the local community and provide opportunities for them to give feedback or make complaints as construction work commences at the site. This will also be important as the proposed development progresses to the operational phase. Mechanisms for communication and complaints management are anticipated to be required for the operational phase of the proposed development, and would likely address this matter.

APPENDICES

APPENDIX A : NEWSLETTER



Proposed mixed-use development FITZWILLIAM STREET, PARRAMATTA

NOVEMBER 2024

Community update newsletter

We are providing an update regarding the proposed mixed-use development at 2 Fitzwilliam Street, Parramatta. In mid-late 2023, a concept proposal for the site was submitted. The concept was placed on public exhibition, and in April 2024, it was approved.

Urban Property Group is now preparing a 'detailed design stage' application. If approved, this would enable the construction of:

- A mixed-use building with a five storey podium and two towers (36 and 48 storeys)
- Five basement levels and associated shoring works
- A public link connecting Argyle and Fitzwilliam streets through the ground floor, as well as associated landscaping works.

Whilst the proposal is consistent with the approved size and scale of the concept proposal, it differs in its proposed uses. The concept proposal included one tower of build-to-rent (BTR) units, with the other tower and the podium consisting of commercial / office space.

Under the current proposal, the podium would host a 200-room hotel with restaurants, bars, and meeting spaces, as well as lobbies and retail spaces. Both towers would consist of BTR units and communal facilities (750 units total).



Imagery: Metromap 2023

What is Build-to-Rent?

Build-to-Rent (BTR) is an alternative model of residential accommodation, which is typically owned by institutional investors. It focuses on providing security of tenure and improved flexibility for tenants, and drives an improved residential tenant experience.

This ownership model combines the flexibility of renting with the security of home ownership, with benefits including long-term leases, bond-free renting, and the opportunity to move within the building as residents’ housing needs change.

These purpose-designed and built apartment buildings operate exclusively as rental accommodation, and typically include:

- Generous amenities such as pools, resident lounges, and wellbeing/health clubs that are professionally managed
- Add-on services delivered by dedicated on-site staff including cleaning, dog-walking/sitting, painting and picture hanging
- Handy inclusions such as white goods and maintenance services
- Incorporation of sustainable living initiatives that may include green power to all apartments, LED lighting, energy efficient appliances and solar PV systems.

BTR properties provide a sense of community through curated resident events organised by the dedicated on-site staff.

Project overview



The proposal was subject to an architectural design excellence competition, which concluded earlier in 2024.

The State Significant Development Application is anticipated to be lodged with the NSW Department of Planning, Housing and Infrastructure in December 2024.

Register for updates and have your say by completing our survey here:

<https://engage.hillpda.com/fitzwilliamandargyle>



Contact us

HillPDA Engagement Team
submissions@hillpda.com
1800 518 007

Translation services:



APPENDIX B : ENGAGEMENT PORTAL

1800 518 007 | submissions@hillpda.com

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Welcome to the HillPDA Engagement Portal

Below are projects currently open for consultation

2 Fitzwilliam Street Parramatta - proposed mixed-use development

Project Overview



HillPDA has been engaged by Urban Property Group to prepare updated reporting on social impacts and community engagement in relation to a proposed mixed-use development at 2 Fitzwilliam Street, in Parramatta, NSW. These reports will accompany a State Significant Development Application for the proposal, which will be considered and assessed by the NSW Government Department of Planning, Housing and Infrastructure.

Previously, HillPDA engaged with the local community and prepared reporting regarding a 'concept' proposal for the site. This was submitted in mid-late 2023, and was approved by NSW DPHI in April 2024. Urban Property Group is now preparing a 'detailed design stage' application. If approved, this would enable the construction of:

- A mixed-use building with a five storey podium and two towers (36 and 48 storeys)
- Five basement levels and associated shoring works
- A public link connecting Argyle and Fitzwilliam streets through the ground floor, as well as associated landscaping works.

Whilst the proposal is consistent with the approved size and scale of the concept proposal, it differs in its proposed uses. The concept proposal included one tower of build-to-rent (BTR) units, with the other tower and the podium consisting of commercial / office space.

Under the current proposal, the podium would host a 200-room hotel with restaurants, bars, and meeting spaces, as well as lobbies and retail spaces. Both towers would consist of BTR units and communal facilities (750 units total).

To inform our works, we are seeking the views of nearby residents and businesses and the local community. Your feedback will help us understand the values of the local community and any potential impacts or benefits that may arise from the proposal. There will be further opportunities to provide your input on the proposal, including during the formal public exhibition phase.

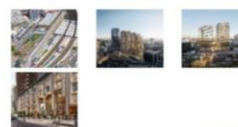
Survey

The survey is now closed. Thanks for participating.

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submissions@hillpda.com

1800 518 007

Level 3, 234 George Street Sydney NSW 2000

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APPENDIX C : SURVEY



Title:Survey

Q.1 Are you a resident or a business?

- Resident
- Business

Q.2 Where is your home / business located? (e.g. Church Street, Parramatta)

Q.3 What are the things that you like about this area?

Q.4 What would you change about the area?

Q.5 What things would you like to see in a future development at the site?

Q.6 Before you were contacted by us, had you previously heard of Build-to-Rent?

- Yes
- No

Q.7 Would you have any concerns about Build-to-Rent in your neighbourhood?

- Yes
- No

APPENDIX D : AGENCY ENGAGEMENT

ITEM	DATE	APPLICATION	AUTHORITY	PERSONNEL	AGENDA
1	16/04/2024	EW DA/392/2024	TfNSW - Sydney Buses	Shoba Sivasubramaniam	This is a pre-DA external meeting for the early works DA for the Build-to-Rent development at Argyle St and Fitzwilliam Street. It is subject of SSD-49808717 with DPHI. It has been identified that the proposed development may have potential impact on Argyle Street bus interchange and TfNSW bus lane with proposed awning over the Argyle Street bus stops, as identified in the easement plan below and scope of works for SSD-49808717.
2	22/04/2024	Pre lodgement meeting re Detailed SSD	TfNSW - Sydney Trains	Kenneth Amegor Maddison Pooley Mine Kocak	<ol style="list-style-type: none"> 1. Introductions 2. Purpose of the meeting, site description, and proposed Concept SSD 3. Proposed Early Works Development Application and the relation to the TAHE/ Transport for NSW / Sydney Trains easements on the site – right of way access, pedestrian access, etc. 4. Understanding of TAHE/ Transport for NSW / Sydney Trains requirements for the proposed Early Works DA 5. Sydney Trains Requirements of Finite Element Analysis at Early Works DA stage or Detailed SSD stage 6. Discussion of possible solutions during construction 7. Summary and closure
3	13/05/2024	EW DA/392/2024	Parramatta Council	Alex McDougall Myfanwy McNally	A pre-lodgement meeting to discuss the proposed early earthworks related to the concept approval for mixed use development at 2 Fitzwilliam Street, Parramatta.
4	22/05/2024	EW DA/392/2024	TfNSW - Sydney Trains	Kenneth Amegor Daniel Kemp Maddison Pooley	2 Fitzwilliam St - Proposed Early Works DA - Meeting #2 with Transport / TAHE / Sydney Trains on right of access easement
5	29/05/2024	Pre lodgement meeting re Detailed SSD	TfNSW - Sydney Buses	Heather Trengove Brendan Pegg	This is to discuss the applicant's construction methodology and timeline.
6	15/08/2024	EW DA/392/2024	Parramatta Council	Bianca Lewis Myfanwy McNally	Meeting to discuss the project and recent RFI letter. Please forward on to your colleagues. I will also invite our traffic engineers.
7	17/09/2024	EW DA/392/2024	Parramatta Council	Bianca Lewis Myfanwy McNally Behzad Saleh	Follow up on RFI - 2 Fitzwilliam St (DA/392/2024)
8	25/09/2024	Pre lodgement meeting re Detailed SSD	TfNSW - Sydney Trains	Kenneth Amegor	This is an important meeting to discuss the access issues on existing Sydney trains Maintenance access easement (See below) due to the proposed development at 2 Fitzwilliam St, Parramatta. This is a key corridor access for Sydney Trains at that section of the corridor. Please have a look at the impact on the maintenance access during construction and when the development is completed.
9	9/10/2024	Pre lodgement meeting re Detailed SSD	Parramatta Council	Bianca Lewis Myfanwy McNally	Bus Audit Presentation to CoP & TfNSW- 2 Fitzwilliam St (DA/392/2024)
10	23/10/2024	Pre lodgement meeting re Detailed SSD	TfNSW - Sydney Trains	Kenneth Amegor	This is a follow up meeting to the meeting of Wednesday 2/10/2024. Issues to be discussed includes, <ul style="list-style-type: none"> •Swept Path for the EWP Truck (Refer to attached doc 300304583-03-P4) •TAHE/TfNSW Easements around/within the proposed development.
11	24/10/2024	EW DA/392/2024	Parramatta Council	Bianca Lewis Myfanwy McNally	2 Fitzwilliam St - discuss tanked vs drained basement and seeking feedback on one way Valentine Ave/Fitzwilliam
12	13/11/2024	Pre lodgement meeting re Detailed SSD	Parramatta Council	Bianca Lewis Myfanwy McNally	2 Fitzwilliam St - presentation of proposed hotel use and concept design
	1/05/2024 to present	Pre lodgement meeting re Detailed SSD	TfNSW - Sydney Buses	Heather Trengove	Ongoing correspondence for relocation costings and new bus stop design
	24/04/2024 to present	Pre lodgement meeting re Detailed SSD	TfNSW - Sydney Trains	Kenneth Amegor	Ongoing correspondence re ST easements and access for maintenance

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5. Due care has been taken to prepare the attached financial models from available information at the time of writing, however no responsibility can be or is accepted for errors or inaccuracies that may have occurred either with the programming or the resultant financial projections and their assumptions.
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SYDNEY

Level 3, 234 George Street
Sydney NSW 2000
GPO Box 2748 Sydney NSW 2001
t: +61 2 9252 8777
f: +61 2 9252 6077
e: sydney@hillpda.com

MELBOURNE

Suite 114, 838 Collins Street
Docklands VIC 3008
t: +61 3 9629 1842
f: +61 3 9629 6315
e: melbourne@hillpda.com

WWW.HILLPDA.COM