

ETHOS URBAN

Social and Economic Impact Assessment

2B-6 Hassall Street, Parramatta
Western Sydney University Innovation Hub
SEAR 9670

Prepared for Western Sydney University

27 March 2019 | 218990



CONTACT

Allison Heller	Director, Social Strategy	aheller@ethosurban.com	0432 342 230
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This document has been prepared by:



Lucy Fokkema

27 March 2019

This document has been reviewed by:



Allison Heller

27 March 2019

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VERSION NO.	DATE OF ISSUE	REVISION BY	APPROVED BY
1	27 March 2019		

Ethos Urban Pty Ltd
ABN 13 615 087 931.
www.ethosurban.com
173 Sussex Street, Sydney
NSW 2000 t 61 2 9956 6952

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1.0 Introduction

This Social and Economic Report supports a State Significant Development Application (SSDA) submitted to the Department of Planning and Environment (DPE) pursuant to Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) for a mixed-use tertiary educational and commercial development at 2B-6 Hassall Street, Parramatta, also known as the Western Sydney University (WSU) Innovation Hub.

This report has been prepared having regard to the Secretary's Environmental Assessment Requirements (SEARs) for the project by DPE, ref no SEARs 9670 issued on 9 November 2018.

The proposal seeks to expand WSU's Parramatta CBD campus network to include a state-of-the-art facility for engineering innovation and will offer programs across engineering, architecture and entrepreneurship. WSU is reshaping its campus network, to combine existing campuses with CBD vertical campuses and is committed to developing a campus precinct that connects with and embed business, industry and community partners.

1.1 Overview

This document provides a social and economic assessment of the proposed mixed-use tertiary educational and commercial development at 2B-6 Hassall Street, Parramatta, also known as the Western Sydney University (WSU) Innovation Hub. It incorporates social impact assessment and social and economic strategies, addressing means to enhance the benefits and mitigating any potential negative social impacts associated with the scheme.

The preparation of a social and economic assessment has been specified through the Secretary's Environmental Assessment Requirements (SEARs) for the project, to accompany the State Significant Development Application for the scheme.

This report addresses SEARs-specified issues in the context of a more holistic strategic appraisal of the social impacts and benefits of the scheme. It sets out the:

- Strategic policy context, including relevant state and local government strategies,
- Local social and economic context, including the population profile of the area, local character, local social and economic issues and trends and the outcomes of community consultation undertaken to date,
- Social infrastructure context, including review of local social infrastructure within walking distance of the site, and regional open space, sport and recreation facilities,
- Forecast social and economic impacts of delivering the proposed development at this location, as per the SEARs specification that the assessment address the following matters:
 - *The economic feasibility and suitability of the innovation hub,*
 - *The social impacts on the local community, including how the proposal adds to the social sustainability of the broader community,*
 - *Adequacy of open space, sport and recreation facilities to support the student and academic population.*

This document concludes with a discussion of strategic directions for delivering social and economic value through the scheme.

This report has been developed via a desktop review, drawing on the outcomes of community consultation that has been undertaken to date, on the basis that further stakeholder and community engagement is planned to follow at subsequent stages of the planning process.

2.0 Site context and proposed development

2.1 Site context

The site is located at 2b-6 Hassall Street, Parramatta within the City of Parramatta Local Government Area (LGA). The site comprises three allotments of land with a combined area of 2,647m² and is legally described as Lot 22 in DP608861, Lot 62 in DP1006215 and Lot 7 in DP128820. Figure 1 provides an aerial map of the site and its immediate surrounds and Figure 2 provides a photograph of the site from Hassall Street.

The site has a single road frontage to Hassall Street, with all existing built form being demolished at the time of writing in accordance with the first early works DA/714/2018. The site will subsequently be excavated in accordance with a second early works DA.

The surrounding development is characterised by a mix of uses and is currently undergoing significant urban regeneration. To the north is the State and Commonwealth heritage listed Lancer Barracks. To the east is the basement driveway to the Curtis Cheng Centre (NSW Police Headquarters) and the PCYC site which is currently subject to a Planning Proposal for a new mixed-use development up to 192m in height. To the south, on the opposite side of Hassall Street is the Eclipse commercial tower (1-3 Hassall Street), a low rise residential flat building (5 Hassall) and a low rise commercial building (7 Hassall Street). The site adjoins the Commercial Hotel to the west which is a local heritage item.

The site is located at the eastern end of the Parramatta CBD and is in close proximity to the Parramatta Rail Station and Transport Interchange (100m to the west) and the Parramatta Square urban renewal precinct (250m to the north west).



Figure 1 Site location and context

Source: Ethos Urban



Figure 2: Current site view from Hassall Street



Figure 3: 2 Hassall Street building under demolition

2.2 Development concept

The new building in Hassall Street proposed by the University will comprise three significant components:

- Public spaces, including retail and exhibition areas on lower ground and ground levels.
- An innovation hub, combining undergraduate and postgraduate teaching facilities for students in the school of computing, engineering and mathematics; with advanced research and industry capabilities.
- Commercial office space.

The ground floor will comprise an entry plaza, separate WSU and commercial office lobbies, retail tenancies, and the lift core. The WSU lobby and lower ground amphitheatre would be available for exhibition space as required.

Engineering innovation hub

Western Sydney University (WSU) have prepared a description of the Innovation Hub component of the development:

"[The development] will deliver a new Engineering Innovation Hub, a high performance, technology enriched, environmentally sustainable integrated education, research and industry facility in the heart of the Parramatta CBD. This new facility will cater for a joint engineering program with the University of New South Wales (UNSW), together with other Western Sydney University programs in architecture and entrepreneurship.

This 'co-location' approach enables the University to form meaningful connections and knowledge-sharing with business and industry, to provide enhanced learning and employment opportunities for current and future students and to facilitate a wide range of research partnerships. These vertical campuses enable the University to connect with and embed our community and industry partners, leveraging our distinctive research strengths and serve as a focal point for co-creation, exchange and translation with our public sector and industry partners.

The joint engineering program will build a new strategic partnership between the University and UNSW that leverages each university's unique strengths in order to better service Western Sydney.

The new facility is located in the heart of Parramatta CBD's emerging education precinct, adjacent to the Parramatta Transport Interchange and approximately 300 metres from the University's Peter Shergold Building at 1 Parramatta Square (1PSQ).

The fitout of the building will integrate education and research space and strategic industry partner space to enhance cross collaboration.

The academic offerings at the Hub will include a cross disciplinary offering in Engineering, Architecture and Entrepreneurship. The joint program will offer the following Engineering streams:

- *Electrical*
- *Mechanical*
- *Robotics and Mechatronics*
- *Software*

The academic offering is expected to attract local as well as an important percentage of international students. Further offerings in built environment including civil engineering, construction and digital engineering and construction management may also be included.

*The Hub enables the University to grow its presence in and capitalise on Parramatta as Sydney's emerging 'Central River City'. By clustering architecture and entrepreneurship programs with the joint engineering program, the Hub will promote interaction between undergraduate and postgraduate students and professionals across the built environment sector including engineers, architects, project managers, urban designers and planners. This will enhance student outcomes with opportunity to apply their studies in a real world setting."*¹

Commercial office space

The Hassall Street project will also add around 14,000m² of premium A-Grade floorspace to the growing Parramatta office market. This new stock of floorspace – modern, well serviced, well located, with large flexible floorplates – is expected be leased on fully commercial terms.

2.3 SSDA description

This SSDA will seek consent for the redevelopment of the site as a mixed-use development comprising a tertiary institution, commercial and retail uses. Specifically, the proposal will seek approval for:

- Construction and use of a 19 storey building comprising:
 - Basement / Lower Ground level including car parking, a loading dock, back-of-house storage and plant and tertiary institution floorspace;
 - Ground level including retail tenancies, end-of-trip (EOT) facilities, tertiary institution lobby floorspace, a commercial office lobby, plant equipment, driveway ramp and outdoor plaza;
 - Above ground levels comprising tertiary institution and commercial floorspace;
 - Podium terraces and rooftop plant equipment;
- Landscaping and public domain works including the provision of a ground level through-site link; and
- Extension and augmentation of services and infrastructure as required.

In accordance with separate early works DAs to the City of Parramatta Council, the site will be cleared, remediated and excavated in preparation for the subject SSDA.

2.4 Proposed floorspace yields

The floorspace calculations and uses from the Hassall Street development are shown in **Table 1**. In summary:

- The 19-storey building will accommodate 30,440m² (GFA) of floorspace.
- Lower ground floor incorporates WSU amphitheatre and makers' space floor area;
- Ground levels will include retail, university, commercial lobby and end-of-trip floor space;
- Levels 1 to 9 will be for WSU education use including the engineering innovation hub and include formal teaching spaces, student study areas, administration, research labs and leases to businesses having synergies with the engineering focus of the university; and
- Levels 10 to 18 will be leased as commercial office space.

¹ WSU n.d., Western Sydney University – Engineering Innovation Hub, Parramatta, n.p.

Table 1 Gross Floor Area and Proposed Uses

LEVEL	GFA (m ²)	Proposed Use
LOWER GROUND	607	WSU auditorium, car parking, plant, storage, loading
GROUND LEVEL	1,118	Plaza; retail; WSU and commercial lobbies
LEVEL 01	771	WSU
LEVEL 02	853	WSU
LEVEL 03	1,958	WSU
LEVEL 04	1,841	WSU
LEVEL 05	1,846	WSU
LEVEL 06	1,977	WSU
LEVEL 07	2,006	WSU
LEVEL 08	2,029	WSU
LEVEL 09	2,029	WSU
LEVEL 10	1,997	Commercial Office
LEVEL 11	1,991	Commercial Office
LEVEL 12	1,449	Commercial Office
LEVEL 13	1,595	Commercial Office
LEVEL 14	1,594	Commercial Office
LEVEL 15	1,592	Commercial Office
LEVEL 16	1,1594	Commercial Office
LEVEL 17	1,592	Commercial Office
Total	30,440	

Source: Tzannes + Blight Rayner

2.5 Planning context

This application is SSD by way of clause 8 and schedule 1 under *State Environmental Planning Policy (State and Regional Development) 2011* on the basis that the development is for the purpose of a tertiary institution and has a capital investment value of more than \$30 million.

Clause 226(1) of the *Environmental Planning and Assessment Regulation 2000* provides that a development carried out by an Australian University (under the meaning of the *Higher Education Act 2001*) is a Crown development. WSU is listed as an Australian University under Schedule 1 of the *Higher Education Act 2001* and as the development will occur on University land, it is a Crown development as per Division 4 of the EP&A Act.

3.0 Strategic policy context

The following section identifies the social policy environment relevant to the scheme, identifying the key social drivers for this site, based on a review of the key state and local policies and strategies relevant to the proposed development.

3.1 Key themes and directions

The following section includes a review of state and local policies and strategies that articulate desired social and economic outcomes for the area of relevance to the proposed development. These include the Central City District Plan, City of Parramatta Community Strategic Plan, and the Socially Sustainable Parramatta Framework.

A comprehensive review of the strategic policy context for the development is available at Appendix A.

Table 2 Strategic policy review – overview

Policy theme	Key implications for community needs	Relevant documents
Population growth, diversity and demographic change	<ul style="list-style-type: none"> Parramatta LGA is undergoing significant change and growth due to increased population, private and public investment and new, city-shaping infrastructure, such as the Parramatta Light Rail, Sydney Metro West, development of the Parramatta Square precinct and redevelopment of Westmead. Parramatta LGA has a growing population of students, residents workers and visitors, with significant diversity in terms of age groups, cultural and linguistic backgrounds and income levels. There is significant inequality in the LGA. 	<p>GPOP Vision (GSC 2016)</p> <p>Community Strategic Plan (CoP 2018)</p> <p>Socially Sustainable Parramatta Framework (CoP 2017)</p>
Parramatta CBD – Sydney's Central City	<ul style="list-style-type: none"> State and local governments have a vision to develop Parramatta CBD as "Sydney's Central City", and the area has been earmarked for growth by local and state governments. It is a Greater Sydney Commission priority to develop a stronger and more competitive Greater Parramatta, including by increasing commercial office space and providing a wide range of business, cultural, entertainment and education activities in the Parramatta City Centre. Parramatta CBD also plays a role as a strategic centre for education, social and community facilities accessible to Western Sydney residents. For example, the Parramatta CBD includes major education and justice infrastructure, as well as a wide range of community services. This role will be enhanced by further investment in public transport, including the Parramatta Light Rail and Sydney Metro West, which will better connect Parramatta CBD with surrounding neighbourhoods and other Western Sydney centres. 	<p>Central City District Plan (GSC 2018)</p> <p>GPOP Vision (GSC 2016)</p> <p>Community Strategic Plan (CoP 2018)</p> <p>Economic Development Plan (CoP 2017)</p> <p>Draft Social Infrastructure Strategy (CoP 2017)</p> <p>CBD Planning Proposal (CoP 2016)</p>
Economic vibrancy and growth	<ul style="list-style-type: none"> Parramatta CBD is a major economic centre for metropolitan Sydney. To support the economic vibrancy of this centre, state and local governments are undertaking work to increase commercial floorspace in the CBD and attract an increased diversity of businesses, including increased numbers of professional services firms. To ensure that Parramatta CBD is a desirable place to work and live, Council is focusing on enhancing walkability, connectivity and the public domain. Council is also increasing and diversifying the arts, leisure and entertainment offerings and strengthening the place identity of the Parramatta CBD to ensure it attracts visitors, workers and businesses from across Greater Sydney. Western Sydney University is a key part of the innovation ecosystem of the Parramatta CBD and has a role in preparing Western Sydney young people for a changing economy. 	<p>Central City District Plan (GSC 2018)</p> <p>GPOP Vision (GSC 2016)</p> <p>Economic Development Plan (CoP 2017)</p> <p>CBD Planning Proposal (CoP 2016)</p>
Education and lifelong learning	<ul style="list-style-type: none"> It is a City of Parramatta Council priority to ensure all people have access to high quality educational opportunities. Council has also identified the need for increased opportunities for lifelong learning for members of the diverse population, including to address inequality and intergenerational disadvantage within the Parramatta community. Due to population growth, many schools and education facilities across the Parramatta LGA are at capacity. To meet demand for education facilities, WSU, University of Sydney and UNSW, as well as other education providers, are seeking to expand their presence in the region. Western Sydney University has a role to play in identifying new opportunities for learning and research in Parramatta CBD, including opportunities to commercialise research. 	<p>Community Strategic Plan (CoP 2018)</p> <p>Socially Sustainable Parramatta Framework (CoP 2017)</p> <p>Economic Development Plan (CoP 2017)</p>
Liveability and social sustainability	<ul style="list-style-type: none"> Across the Parramatta LGA there is a strong community feeling that development should lead to improved liveability, and that the opportunities of growth should be shared with the community. Growth and new development across Parramatta LGA should be balanced with new investment in infrastructure, enhanced access 	<p>Central City District Plan (GSC 2018)</p> <p>Community Strategic Plan (CoP 2018)</p>

Policy theme	Key implications for community needs	Relevant documents
	<p>to community facilities and open space and protection of heritage assets. This period of growth and change in the LGA should strengthen the fabric of the Parramatta community, rather than reinforcing inequalities in the area.</p> <ul style="list-style-type: none"> A review of Council documents indicates that City of Parramatta defines liveability as: <ul style="list-style-type: none"> Improved infrastructure and access to public transport Improved access to high quality jobs close to home Protection, enhancement and increase of green spaces Protection and celebration of heritage assets Managing congestion Preventing “overdevelopment” Future developments in Parramatta should lead to “great places”, that reflect community needs and aspirations, are responsive to community participation and enhance the qualities of the neighbourhoods that make them unique and which communities strongly identify with. 	<p>Socially Sustainable Parramatta Framework (CoP 2017)</p> <p>Cultural Plan (CoP 2017)</p>
Social infrastructure	<ul style="list-style-type: none"> Population growth, increased high density urban renewal and an increasingly diverse resident and worker community are placing pressure on existing social infrastructure across the Parramatta LGA, and many facilities are at or nearing capacity. City of Parramatta Council has undertaken detailed social infrastructure planning for Parramatta LGA, Parramatta CBD and Catchment 4 (including Parramatta, Granville, Camellia, North Parramatta, Oatlands, Harris Park, Mays Hill, Rosehill and Clyde). Council’s Draft Social Infrastructure Strategy notes that in Parramatta CBD there is a shortfall in almost all types of social infrastructure, including open space and recreation facilities. This is due to increased residential population growth, as well as increased students, visitors, workers accessing the CBD. Increased provision of social infrastructure is needed across Parramatta CBD to service the diverse communities that visit the area, including students, residents and workers from across Western Sydney, and to deliver on the vision of Parramatta as Sydney’s Central City. Future social infrastructure planning in the area should adopt a networked approach, be multi-functional, safe and secure and welcoming to all members of the community. 	<p>Central City District Plan (GSC, 2018)</p> <p>Draft Social Infrastructure Strategy (CoP, 2017)</p>
Connectivity across the Greater Parramatta region	<ul style="list-style-type: none"> Across Parramatta LGA, significant investment in public and active transport is required to support population growth and improve the accessibility of the LGA. The GSC has a vision for a “30 minute city” across Parramatta LGA. There is an opportunity to leverage new transport investment, including Sydney Metro West and Parramatta Light Rail, to improve accessibility and productivity across the Greater Parramatta region. Increasing walkability and accessibility are key priorities for the City of Parramatta Council, and CoP has planned new walking and cycling links between Westmead, Parramatta CBD and rest of the LGA. This strategy has been supported by the GSC. 	<p>Central City District Plan (GSC 2018)</p> <p>Parramatta Bike Plan (CoP 2017)</p>
Heritage	<ul style="list-style-type: none"> As a key site of colonial history in Australia, Parramatta CBD contains a wide range of heritage assets, including the Lancer Barracks, adjacent to the site. City of Parramatta’s Aboriginal and colonial heritage is key to the identity of the Parramatta CBD. City of Parramatta Council currently does not adopt a strategic approach to handling heritage, however these assets are increasingly activated/celebrated through programming. 	<p>Cultural Plan (CoP 2017)</p>

4.0 Local social and economic context

The following section analyses the local social context of the proposed development, including demographic characteristics, local character, local social issues and trends, local social infrastructure available to the site and the outcomes of community consultation to date.

Overview

- Parramatta CBD, where the site is located, is a rapidly growing, high density community. The population profile of the area is higher income, younger, more culturally and linguistically diverse than the Parramatta LGA average. There is a high proportion of 25-34 year olds compared to the LGA average, and a higher proportion of smaller households (lone person households and couples without children). However, there is still significant demographic diversity across the Parramatta CBD, with residents from all age groups, income levels and household types living in the LGA.

The CBD is also forecast to undergo dramatic population growth to 2036, with the number of residents increasing significantly from 18,412 in 2019 to 34,353 by 2036.

- The local context of the proposed development is characterised by CBD uses, predominantly commercial buildings and a diversifying range of businesses and government services. Increasingly, the Parramatta CBD is also developing a broader range of non-commercial uses, including vibrant public spaces, arts and cultural facilities and retail shops, bars and restaurants, which activate the Parramatta CBD after work hours.
- The proposed development is a short walking distance from a major urban renewal precinct at Parramatta Square. This site comprises WSU's existing Parramatta City Campus, commercial and civic facilities, and a large public domain component which will offer spaces for different Parramatta CBD users to come together for events and other interactions.
- A number of identified social issues and trends have a bearing on the site, including WSU's role as an advocate for the region, and its vision to ensure that high quality education opportunities are accessible to residents across Western Sydney.

Second, the changing landscape of higher education is likely to shape the proposed development, including current trends emphasising increased collaboration between university and industry and campus design that emphasises permeability and connection to the surrounding urban environment.

Third, the scheme is located within the Parramatta CBD, which is currently transforming into a vibrant, culturally and socially diverse centre with a wide range of businesses, retail shops, bars, restaurants, cultural spaces and events.

- Previous community consultation undertaken by the City of Parramatta and the Greater Sydney Commission has highlighted key community concerns and aspirations for the Parramatta LGA. Increasing the diversity of jobs close to home for Parramatta residents is a priority, and the creation of a vibrant CBD.

4.1 Population profile

The following community profile of the Parramatta area uses population and employment data from multiple sources. The results of the 2016 ABS Census of Population and Housing, sourced from City of Parramatta Council's Community Profile (<https://profile.id.com.au/parramatta>) have been used to identify key socio-economic and demographic characteristics of the Parramatta CBD community. For the purpose of this section, demographic analysis will focus on the Parramatta CBD (rather than Parramatta suburb) in its relation to the wider Parramatta LGA.

Population and age structure

Between 2011 and 2016, Parramatta CBD underwent significant growth. In 2016, the usual resident population of Parramatta CBD was 12,461 residents, compared with 7,663 residents in 2011. This represents an increase of 4,798 residents, or 39% over five years. In comparison, the Parramatta LGA grew by 14.2% over five years, from 194,021 residents in 2011 to 226,149 residents in 2016.

Parramatta CBD has a similar age profile compared to the Parramatta LGA as a whole:

- In 2016, the median age in Parramatta CBD was 31 years, the same as the median age across the Parramatta LGA,
- Parramatta CBD has a similar proportion of residents aged 18 to 24 years (8.2%) compared with 8.7% across the Parramatta LGA,
- There is a significantly higher proportion of residents aged 25 to 34 years (41.6%) compared with 20.2% across the LGA. Of all age groups in Parramatta CBD, this age group has grown the most between 2011 and 2016 (+1,769 residents).

Figure 3 shows the age structure of the Parramatta CBD population in 2016, in comparison to the Parramatta LGA.

Household and dwelling characteristics

In 2016, Parramatta CBD had a different household profile to the Parramatta LGA average, with a lower proportion of households with children compared with the LGA average:

- The largest household group is couples with children households (30% of households in Parramatta CBD, compared with 38.3% across the Parramatta LGA),
- The second largest household group is couples without children (24.6% of households in Parramatta CBD, compared with 22.3% across the Parramatta LGA),
- The third largest household group is lone persons, with the same percentage of household type (19%) across both Parramatta CBD and Parramatta LGA,
- 9.4% of households in Parramatta CBD are group households, compared with 4.4% across the Parramatta LGA,
- 4.9% of households in Parramatta CBD are one parent families, compared with 9.2% across the Parramatta LGA.

In 2016, the average household size in Parramatta CBD was 2.47 people per dwelling, a slight increase from 2.32 people per dwelling in 2011. This is slightly lower than the 2016 average household size across Parramatta LGA, of 2.72 people per dwelling.

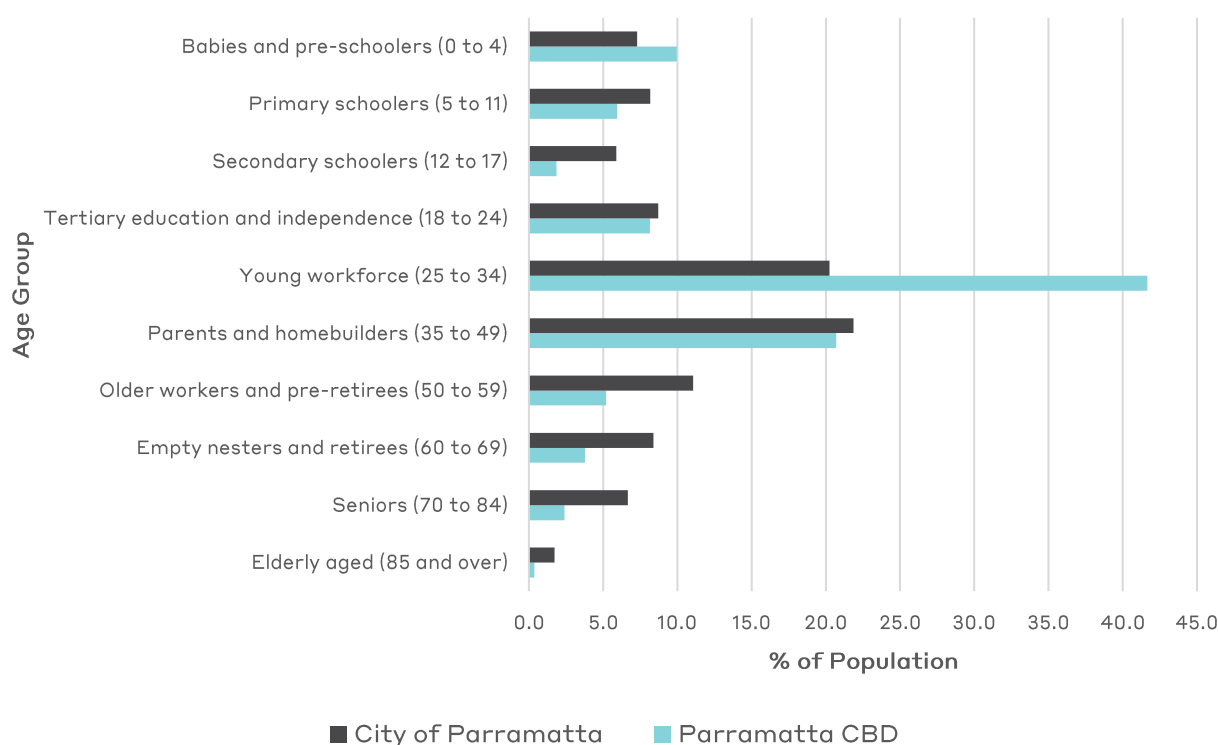


Figure 4 Age structure 2016 (%)

Source: ABS Census 2016, compiled and presented by .id demographic consultants

Compared with the Parramatta LGA average, there is a higher proportion of separate houses and high density dwellings in Parramatta CBD:

- 93.9% of dwellings in Parramatta CBD are high density, compared with 33.8% across the Parramatta LGA,
- 3.3% of dwellings in Parramatta CBD are medium density, compared with 21.4% across the Parramatta LGA,
- 0.6% of dwellings in Parramatta CBD are separate houses, compared with 43.9% across the Parramatta LGA.

Tenure and housing costs

In 2016, there were a mix of tenure types in Parramatta CBD:

- 67.4% of households in Parramatta CBD were renting compared with 34.1% across the Parramatta LGA. Of these households, 1.1% of households in Parramatta CBD were living in social housing, compared with 5.2% across Parramatta LGA,
- 6.1% of households in Parramatta CBD fully own their home, compared with 23.4% of households across the Parramatta LGA,
- 14.6% of households in Parramatta CBD have a mortgage, compared with 29% of households across the Parramatta LGA.

In 2016, the median rental payment in Parramatta CBD was \$457 per week, compared with \$447 per week across the Parramatta LGA. 14.4% of households in Parramatta CBD were experiencing housing stress,² compared with the Parramatta LGA average of 13.1%. Of all households renting in Parramatta CBD, 17.1% are in rental stress, compared with 24.3% across the Parramatta LGA.

² Housing stress is measured in terms of the proportion of households paying more than 30% of their gross household income on housing costs (rent or mortgage), with the latter constituting a truer measure.

Weekly household income

Parramatta CBD has a slightly higher median weekly household income compared with the Parramatta LGA. In 2016, the median weekly household income in Parramatta CBD was \$1,826, compared with \$1,755 per week across the Parramatta LGA. The median weekly household income in Parramatta CBD is also higher than the Greater Sydney average of \$1,745 per week.

In 2016, 24.4% of households in the Parramatta CBD were high income (earning more than \$2,500 per week), compared with 26.7% across the Parramatta LGA. 11.7% of households in Parramatta CBD were low income (earning less than \$650 per week), compared with 14.3% across the Parramatta LGA.

Cultural and linguistic diversity

Parramatta CBD is a culturally and linguistically diverse community, with a significantly higher proportion of residents that speak a language other than English at home, compared with the Parramatta LGA average:

- 72.7% of Parramatta CBD residents speak a language other than English at home, compared with 52% of Parramatta LGA residents.
- The top languages other than English spoken in Parramatta CBD are:
 - Hindi (12.9% of Parramatta CBD residents)
 - Mandarin (12.5%)
 - Tamil (6.6%)
 - Gujarati (4.2%)
 - Cantonese (3.7%)
- 74.0% of Parramatta CBD residents were born overseas, compared with 71.2% across the Parramatta LGA. Of the residents living in the Parramatta CBD who were born overseas, 56.4% arrived in Australia in the last five years.
- The top countries of birth, other than Australia, for Parramatta CBD residents were:
 - India (39.4% of Parramatta CBD residents)
 - China (12.4%)
 - Philippines (2.0%)
 - South Korea (1.5%)
 - Nepal (1.4%).

Educational attainment

Many Parramatta CBD residents are highly educated. Parramatta CBD residents are more likely to have a university qualification, compared with the Parramatta LGA average:

- More than half of Parramatta CBD residents have a university qualification (55.8%), compared with 37.2% of Parramatta LGA residents. The proportion of residents with a university qualification in Parramatta CBD has increased significantly from 45.8% in 2011 to 55.8% in 2016,
- 20.4% of Parramatta CBD residents have no qualifications, compared with 32.2% across the Parramatta LGA,
- Only 4.6% of Parramatta CBD residents have a trade qualification, compared with 11.5% across the Parramatta LGA,
- 7.8% of Parramatta CBD residents were attending university in 2016, compared to 9.2% across the Parramatta LGA.

Forecast population growth and change

Parramatta CBD is forecast to grow significantly over the next two decades.

According to City of Parramatta Council's population forecast,³ the population of Parramatta CBD is forecast to increase significantly from 18,412 residents in 2019 to 34,353 by 2036, representing an extremely significant increase of 86.58% between 2019 and 2036. This is almost twice the forecast growth rate of the Parramatta LGA (forecast to increase by 49.55% between 2019 and 2036).

As shown in Figure 4 below, the largest age group in the Parramatta CBD will remain 25-34 year olds, but there is likely to be significant growth in the proportion of 18-24 year olds living in the Parramatta CBD between 2016 and 2036.

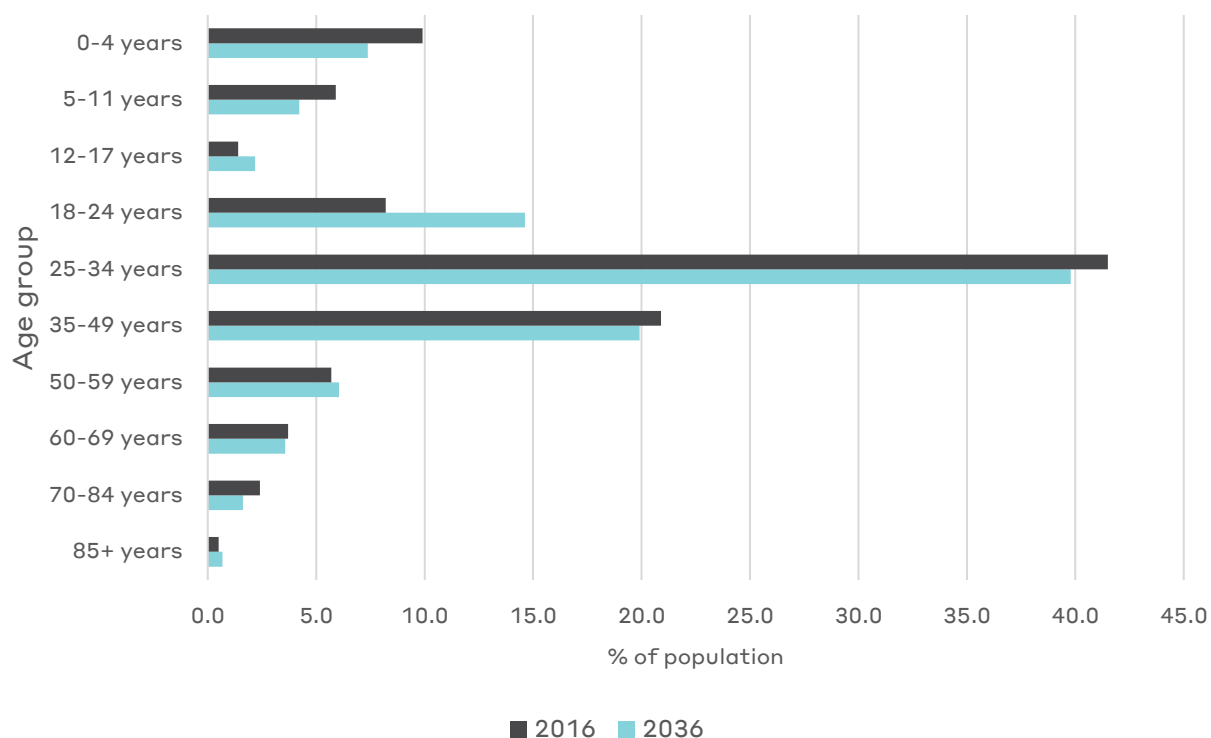


Figure 5 Forecast age structure, Parramatta CBD

Source: Population and household forecasts, 2016 to 2036, prepared by .id, February 2019

4.2 Local character

The following section identifies the local character of the area surrounding the proposed development, including the Parramatta CBD context and the site's proximity to a major urban renewal precinct at Parramatta Square.

Parramatta CBD

The site is located within the Parramatta CBD, an important regional economic centre attracting workers, visitors and students from across Greater Sydney. Parramatta CBD is home to a mix of businesses, government services, arts and cultural facilities and retail shops, bars and restaurants. Increasingly, the area is also home to a large number of residents living in high density apartments with easy access to the inner city lifestyle within Parramatta CBD. Visitors and residents of the Parramatta CBD are also able to access large open space assets, including Parramatta Park and the Parramatta River, and heritage assets interwoven within the fabric of the growing city.

³ Forecast ID 2018, Parramatta Council – population forecast, <<https://forecast.id.com.au/parramatta>

According to Council's Community Strategic Plan 2018-2038:

"Our CBD is changing as Council's vision to create a vibrant business and cultural hub for Western Sydney comes to life. It is now buzzing with activity due to increased commercial and residential development, including new shops, restaurants, and a year-round program of events offering entertainment for locals and visitors. In the medium term, Parramatta Square, the Civic Link project, Parramatta Quay, Western Sydney Stadium redevelopment and Parramatta Light Rail will completely transform the look and feel of the City. The centrepiece of Parramatta's river foreshore will be a new cultural precinct, including the new, state-of-the-art Museum of Applied Arts and Sciences, and the redevelopment of the Riverside Theatres."

The CBD will grow significantly over the next decade, with widespread construction activity in the short term.

Parramatta Square

The site is located adjacent to the \$2.4 billion Parramatta Square precinct, adjacent to Parramatta Station. According to Council's Community Strategic Plan 2018-2038:

"Spread over three hectares of prime real estate, [Parramatta Square] will showcase design excellence from internationally acclaimed architects, as well as provide a major injection of public and private sector jobs into the Parramatta CBD. It includes the construction of at least five major commercial, educational and civic buildings that will border a public domain thoroughfare in the core of Parramatta's CBD."

WSU's existing Parramatta City Campus is located at 1 Parramatta Square, as shown in Figure 5 below. This precinct will be further activated by civic facilities, extensive public domain works and commercial tenants. The proposed development will be less than five minutes' walk from this commercial centre.



Figure 6 Parramatta Square & Western Sydney University Parramatta campus

Source: Walker Corporation; The Urban Developer

4.3 Local social trends and issues

The following section includes a brief overview of social issues and trends associated with the proposed development that have been raised through strategic policy documents, the outcomes of previous community engagement processes, and other research. The key issues raised include:

- Tertiary education, research and innovation in Western Sydney,
- Changing higher education landscape, including new industry partnerships and inner city campuses,
- Transformation of Parramatta CBD.

Western Sydney University – advocate for the region

Western Sydney University (WSU) was established to provide high quality tertiary education and research to meet the needs and aspirations of residents of Western Sydney. It is the largest tertiary education provider in Western Sydney, with campuses in Parramatta CBD, Parramatta South (Rydalmere), Bankstown, Blacktown/ Nirimba, Campbelltown, Liverpool City, Westmead, Penrith, Lithgow and the Hawkesbury.

WSU has a distinct student profile. In 2017:

- Over 60% of students were the first in their family to attend university,
- There was a comparatively high proportion of domestic students compared with other universities in Sydney,
- A very high proportion of domestic students are based in Western Sydney.⁴

WSU is an explicit advocate for the needs and aspirations of Western Sydney. WSU's vision is to "secure success for our students and the Greater Western Sydney region through innovation and discovery in a dynamic and technology-enabled world."⁵ To achieve this vision, WSU is currently undertaking an initiative to build new, state-of-the-art learning, teaching and research facilities in key centres within Western Sydney – the Western Growth initiative.

As part of this initiative, WSU's Parramatta City Campus opened in 2016, and a new high density Liverpool Campus will open in 2019. These campuses have been designed to create "accessible, connected learning hubs close to industries that open up opportunities for future employment".⁶ The location of new campuses in highly accessible regional centres improves the accessibility to education for Western Sydney students and contributes towards the development of a highly-skilled, locally connected talent pool of graduates in the region.

Changing higher education landscape

Over the past decade, universities have grappled with a rapidly changing landscape, including decreased government funding, increasing student expectations, competition for international students and increased connections between universities and industry. The proposed development reflects Western Sydney University's response to these trends.

New partnerships between universities and industry

Across Australia, universities are increasingly investing in innovation and entrepreneurship to ensure that students are equipped with the skills they will need to succeed in the growing knowledge economy.

As part of this broader shift, universities are also developing and implementing new partnership models to ensure that researchers, students and industry are brought more closely together to catalyse new opportunities, including establishing startups. For example, UNSW Engineering has established partnerships with a range of international firms, government and other stakeholders, to increase the faculty's research impact. The faculty also focuses on engaging students in real-world challenges to ensure they have a skillset to meet industry needs. Universities are also increasingly investing in startup programs to assist students to grow their ideas.

⁴ WSU 2017, WSU Pocket Guide, < https://www.westernsydney.edu.au/_data/assets/pdf_file/0018/1243233/WSU_Pocket_Profile.pdf >

⁵ WSU 2019, *Leadership & Governance*, <https://www.westernsydney.edu.au/about_uws/leadership/mission_goals_strategic_plan>

⁶ WSU 2019, *Western Growth*, https://www.westernsydney.edu.au/finance_and_resources/division_of_finance_and_resources/office_of_estate_and_commercial/western_growth

WSU's Western Growth and Launch Pad programs seek to respond to this trend by "position[ing] ourselves for rapid growth in our region together with the next wave of sector-wide change in higher education."⁷ This includes ensuring that WSU students are able to connect with industry partners, gain real world experience and potentially commercialise their ideas.

WSU's Launch Pad program aims to drive innovation and create new jobs in Western Sydney by:

"Collaborating with government and key corporate partners to deliver Launch Pad, a network of business and innovation support centres (Smart Business Centres) across Western Sydney's key growth areas of Penrith, Parramatta, Liverpool and Macarthur.

For Western Sydney's technology-based businesses whether they be in IT development, advanced manufacturing or logistics, Launch Pad provides an end-to-end innovation experience. With the opportunity to access in-house mentoring and a modern collaborative work space, clients work within a community of technology-focused entrepreneurs and enjoy the opportunity to partner with one of Australia's fastest growing and most applied Universities.

Launch Pad is acting as a catalyst and rallying point for an innovation ecosystem across Western Sydney that is adapted from places such as Silicon Valley, Tel-Aviv and Bangalore where major universities have partners with government and industry to transform their regional economies into global technology hubs.

Western Sydney's innovation ecosystem will be based on building blocks such as, developing a pro-entrepreneurship culture, delivering entrepreneurship education, increasing access to venture capital, driving greater collaboration between entrepreneurs and with the university and delivering specialised mentoring to help Start-Ups develop and scale into global businesses...

*Launch Pad is a critical component in transforming Western Sydney into a globally recognised technology and innovation region."*⁸

Launch Pad is already established in the Parramatta CBD, but will be incorporated within the proposed development, along with flexible co-working space.

Inner city campuses – accessible, engaging and inviting

In contrast with traditional "sandstone" universities, isolated from the surrounding urban environment, 21st century universities are increasingly seeking to integrate with the social and built fabric surrounding their campuses.

Campus design is increasingly oriented to encourage the local community to connect with the university by inviting them into a space that could otherwise feel intimidating. As University of Melbourne researcher Bree Trevena recently wrote in *The Conversation*:

"In an increasingly deregulated global market, universities must change tack and become more inclusive. Competition to attract the best and brightest students and researchers is increasing. Universities are vying for industry and social partnerships, research grants and a seat at the policy table. The digital revolution has also transformed study habits.

In this climate, being able to create an engaging experience on a real-world campus can set an institution apart, potentially offering social and educational benefits that can't be had online or on other universities' campuses.

The focus on the public realm taps into today's urban planning orthodoxies of porous boundaries and programmed public spaces combined with statement architecture. Campus-centred public programming might involve inviting the "neighbours" over not only for public lectures, but also for summer day parties and winter footy matches. Private-sector tenants might include farmers' markets and lifestyle retailers, making the quad more like a local high street.

⁷ WSU 2019, *Leadership & Governance*, <https://www.westernsydney.edu.au/about_uws/leadership/mission_goals_strategic_plan>

⁸ WSU, n.d., *Launch Pad Smart Business Centres – Driving Innovation in Western Sydney*, WSU, p.2.

With its public programming, mixed-use planning and the insertion of small-to-medium private enterprises, campus design strategy has begun to mirror many Australian urban regeneration strategies. We can already see an “urbanisation” of campus buildings. In particular, new student accommodation resembles share houses, boutique hostels or luxury condos.”⁹

WSU’s approach to “vertical campuses” reflects this trend in campus design and has been planned to encourage connections with the broader community.

Transformation of Parramatta CBD

Parramatta CBD is continuing to evolve as Sydney’s Central City, attracting new investment, infrastructure, commercial and residential development and educational offerings. Many spaces in the CBD are currently undergoing construction activity to enable the delivery of Parramatta Square, Parramatta Light Rail and new commercial buildings.

Parramatta CBD is a vibrant centre that reflects the cultural and socio-economic diversity of its community. The area is home to a high proportion of non-English speaking residents, including many residents recently arrived in Australia, as well as a broad range of age groups, including many children and young people. This diversity is reflected in the variety of restaurants, cafes and shops in the area.

Parramatta CBD also hosts a wide range of events, including Parramatta Lanes, Parramasala, Australia Day, Lunar New Year, Sydney Festival, Tropfest and others, many of which attract tens of thousands of attendees. The area also hosts a range of cultural activities and spaces that contribute to the vibrancy of the area, including Riverside Theatre and Parramatta Artist Studios. This cultural offering will be enhanced through the delivery of the new Museum of Applied Arts and Sciences at the Parramatta River Foreshore.

However, some users of the Parramatta CBD perceive the area as unsafe, due to recent high profile crime events (including the murder of Curtis Cheng outside NSW Police Headquarters, adjacent to the proposed development). Population growth, diversified land uses and increased activation will improve perceptions of safety in the area.

4.4 Outcomes of stakeholder and community engagement to date

The following section offers an analysis of findings of stakeholder and community engagement activities previously undertaken by City of Parramatta Council and the Greater Sydney Commission, which constitute relevant social considerations for the development.

Engagement by City of Parramatta

Since its proclamation as a newly amalgamated Council in 2016, City of Parramatta has undertaken extensive community and stakeholder engagement to understand community priorities for the area. A desktop review of the outcomes of these community engagement activities has been undertaken to identify key social drivers for the site. The following documents have been reviewed:

- *Consultation report – Community Strategic Plan, Delivery Program and Operation Plan, Asset Management Strategy* (City of Parramatta, 2018),
- *Our Vision and Priorities* (City of Parramatta, 2016),
- *City of Parramatta Community Strategic Plan, Stakeholder Workshop* (KJA on behalf of City of Parramatta, 2017),
- *Greater Parramatta and Olympic Peninsula Community Engagement report* (Greater Sydney Commission, October 2016).

The key priorities identified in these documents include:

- Increasing the number and diversity of jobs close to home for Parramatta residents, and improved job diversity. Parramatta CBD has been identified as playing a role in increasing job opportunities in the local area and there is general community support for an economically vibrant Parramatta CBD. In particular, more skilled job

⁹ Trevena, B 2019, “Looking beyond the sandstone: universities reinvent campuses to bring together town and gown,” < <https://theconversation.com/looking-beyond-the-sandstone-universities-reinvent-campuses-to-bring-together-town-and-gown-87174>>

opportunities are needed to meet the deficit of these opportunities in Western Sydney and reduce daily east-west travel to the Sydney CBD.

- Enhancing the role of the Parramatta CBD as a strong city centre that can generate jobs and attract business and growth. In particular, promoting the CBD as a knowledge hub, centre for knowledge intensive jobs, ideas and excellence that will drive the generation of wealth in Western Sydney. Opportunities to support education and employment growth in science, technology, maths and engineering were also emphasised, including via co-locating firms with universities and providing incubator spaces.
- Creating “great places,” with vibrant neighbourhoods and precincts, that enhance the local identity of centres across the Parramatta LGA, while driving renewal in key precincts to increase, jobs, housing and transport options. Some residents are concerned that the focus on the growing Parramatta CBD should not be at the expense of improving other neighbourhoods across the LGA.
- Ensuring that growth is well supported by infrastructure and that the benefits of growth are shared with all people. There is a perceived tension between growth and liveability, and residents are concerned that increased development in the area is not improving the quality of life or meeting the needs of the existing community.
- Enhancing and protecting green and open spaces, which are deeply valued by the community and should be improved and expanded to support population growth. Increasing opportunities for recreation and leisure and maintaining high quality facilities to promote healthy and active lifestyles was also identified as a priority.
- Improving connectivity across the Parramatta LGA to meet the needs of residents, visitors and workers, and ensure they are connected to jobs and the rest of the region. Improved walking and cycling options and public transport options are required to address traffic congestion, and improved parking and roads are also a priority for residents.
- Building a sense of community that is friendly and welcoming and ensuring Parramatta LGA is inclusive and accessible for all people. Supporting local businesses, investing in job growth across the LGA and celebrating Parramatta’s cultural diversity are seen as some ways to enhance community cohesion.
- Supporting arts and culture and providing a variety of cultural destinations to make Parramatta CBD a destination of choice for residents across Greater Sydney is a priority.
- Improving housing affordability has also been identified as a key issue by the community, and community members have mixed views on the appropriate level of density for the area.

It is noted that while these community priorities have informed the social impact analysis and social strategy components of this report, they will need to be further refined through community engagement undertaken specific to this project.

Engagement by Ethos Urban

Refer to the separate Consultation Outcomes Report, prepared by Ethos Urban and provided with the Environmental Impact Statement.

5.0 Social infrastructure context

The following section analyses the supply of social infrastructure – including open space, sport and recreation facilities available to the site (as specified through the SEARs). This section also includes an analysis across social infrastructure types and local and district-level catchments as relevant.

In particular, this section addresses the following SEARs:

“Adequacy of open space, sport and recreation facilities to support the student and academic population.”

5.1 Supply of local and district social infrastructure

A desktop review of the existing local and district social infrastructure has been undertaken to inform this Social Impact Assessment, taking into account both current and planned facilities.

Local social infrastructure context

This local social infrastructure analysis has identified and mapped social infrastructure within a local catchment of 400m and 800m from the site, a distance equivalent to a 10-15 minute walk (see **Figure 8**). Due to the concentration of other local social infrastructure on the periphery of this catchment area, additional key social infrastructure has also been mapped and identified.

Social infrastructure has been grouped into eight categories as follows:

- Public open space
- Sport and recreation facilities
- Local community facilities
- Libraries
- Education facilities
- Childcare
- Public transport
- Cultural facilities.

Due to the CBD location of the site, there is a significant concentration of social infrastructure within walking distance. Much of this social infrastructure is currently under pressure due to population growth and increasing demand.

A summary of the key infrastructure within each category is provided below and local social infrastructure is mapped at Figure 8.

Public open space

The site is located around 400m walking distance to public open space at Robin Thomas Reserve, James Ruse Reserve and St John's Park, and to Jubilee Park on the other side of the railway line. There are several other public open spaces within 800m walking distance of the site, including the Parramatta River Foreshore, Rosella Park and Prince Alfred Square and Parramatta Park on the periphery of the 800m walking catchment.

Additionally, when completed, Parramatta Square will include a large, high quality public domain component which will incorporate green and water elements.

There is also open space associated with the Lancer Barracks heritage item, adjacent to the site, however this open space is not open to the public. The architectural design competition process undertaken for the site ensured that the winning design has considered the future possibility of the opening up of Lancer Barracks and future connection through the site.

Sport and recreation facilities

The site is within walking distance to a limited number of sporting and recreation facilities, including a football field and skate park at Robin Thomas Reserve and bowling green at Parramatta Park.

New sport and recreation facilities will be also be delivered as part of the redevelopment of Arthur Philip High School, in close proximity to the site. There may be opportunities to open up these facilities to community use, as per the NSW Department of Education's shared use of school facilities policy.

Local community facilities

The site is within walking distance to a range of community facilities, including Parramatta Town Hall, Parramatta PCYC, Harris Park Community Centre and a Harry Todd Band Hall.

Additionally, a new landmark civic facility and library is being developed at 5 Parramatta Square, shown below.



Figure 7 5 Parramatta Square proposed

Source: *theurbandeveloper.com*

Libraries

The site is located within short walking distance of Parramatta CBD Library. This is a temporary library located across three floors of a commercial building. The CBD Library will be moved to Parramatta Square upon the completion of the new civic facility and library at 5 Parramatta Square.

Education facilities

The site is located close to a range of tertiary education facilities, including a vertical WSU Parramatta City Campus at Parramatta Square, a satellite campus of University of New England and Raffles Design College.

The site is also located adjacent to Arthur Phillip High School and Parramatta Public School (shortly to be redeveloped to enhance the capacity and quality of learning environments, see Figure 7), and within walking distance to St Oliver's Primary School and Maronite College of the Holy Family.



Figure 8 Arthur Phillip High School & Parramatta Public School

Source: Watpac

Childcare

The site is located within walking distance of a range of childcare facilities, including a Council-run childcare centre at Jubilee Park.

Public transport

The site is within short walking distance of Parramatta Station and Parramatta Interchange, which is a major transport hub. Buses depart the Interchange for locations across Western Sydney.

Cultural facilities

The site is located close to a number of cultural and heritage facilities. It is adjacent to the Lancer Barracks, which includes colonial heritage items and a museum open to the public on Sundays. The site is also within walking distance to Parramatta Artist Studios (featuring studios and a small exhibition space), Riverside Theatres, Burlington Medical and Nursing Museum and the planned site of the new Museum of Applied Arts and Sciences at on the Parramatta River Foreshore.

Regional open space and recreational facilities context

The following section provides an overview of the access to regional open space and recreation facilities from the site across the Central City District, within 5-10km from the site. A summary of the key regional open space and recreation facilities accessible to the site is shown at Figure 8.

Regional open space

The site is within a short distance to regional open space within the Parramatta CBD – Parramatta Park, on the western edge of the Parramatta CBD. Parramatta Park is currently undergoing a \$21.7 million revitalisation program to upgrade park facilities, including:

- Mays Hills Precinct Masterplan, including upgrades to the park such as new active recreation opportunities, carpark upgrades, new multi-use sportsfields and a new aquatic centre delivered in partnership with City of Parramatta,
- The People's Loop, proposed upgrades to the internal road within Parramatta Park to provide a safe, car-free pedestrian and cycling loop within the park to accommodate visitation growth,
- Paddocks Precinct Upgrade, including \$8.7 million investment into a new regional playground at Domain Creek, new picnic shelters and other amenities. According to the Parramatta Park website, these upgrades are underway and the construction of the new playground is complete.

The site is also within 5-10km of regional open space at Sydney Olympic Park (including Bicentennial Park), Prospect Reservoir (part of Western Sydney Parklands), and Newington Nature Reserve.

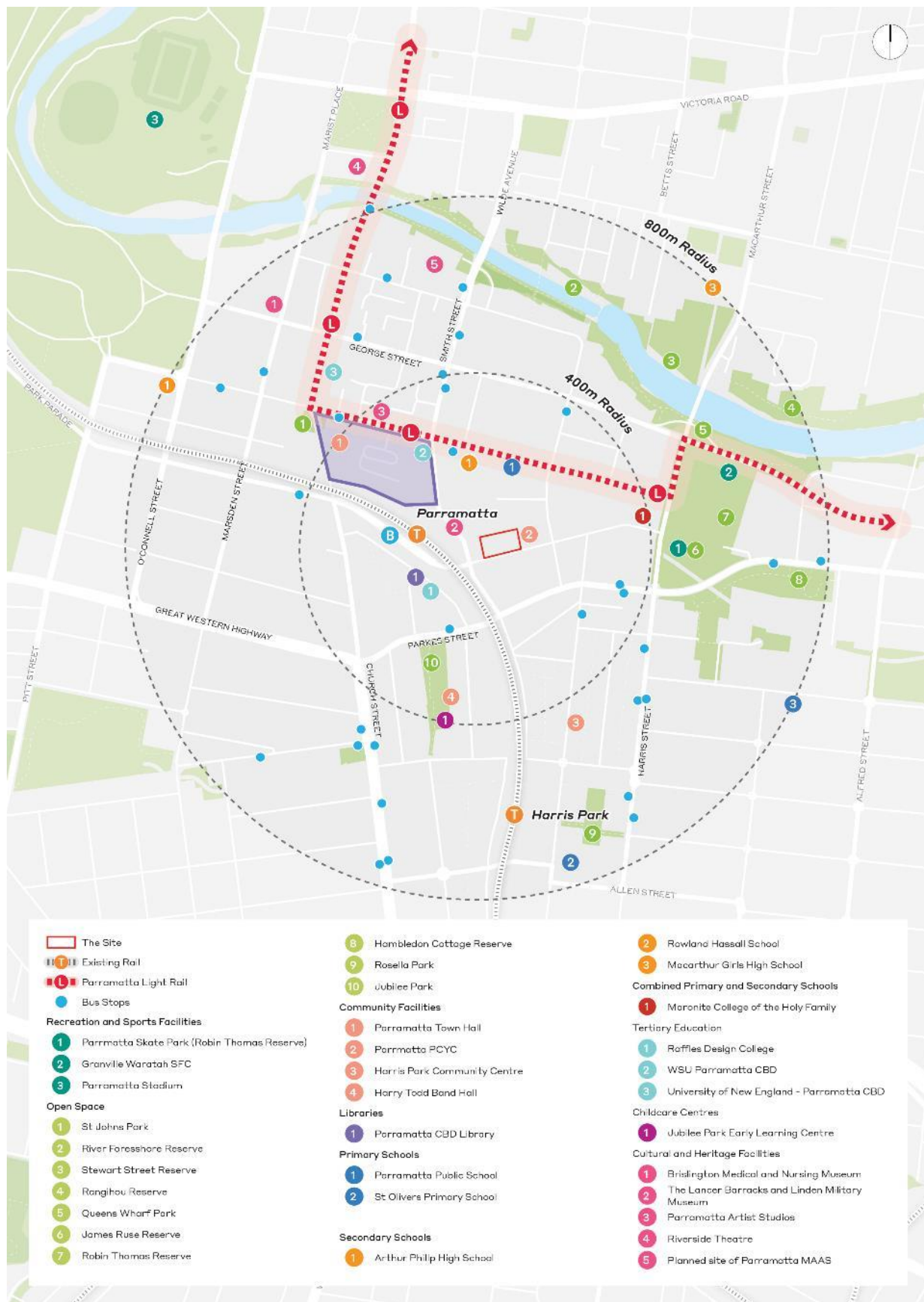


Figure 9 Local social infrastructure context

Source: Ethos Urban

City of Parramatta Council and the Greater Sydney Commission are also investing in active transport links between major centres and regional open space and recreation facilities, via the Parramatta Ways and Green Grid Projects (see Figure 9).

Regional recreation facilities

The site is within a short distance to regional recreation facilities at Parramatta Stadium, which is located on the northern edge of the Parramatta CBD. This stadium is currently undergoing major upgrades to increase capacity.

The site is also within 5-10km of regional recreation facilities at Sydney Olympic Park (including an aquatic centre, netball centre, hockey centre, athletics centre and several major stadiums). Many recreation facilities at Sydney Olympic Park will undergo upgrades as part of the *Sydney Olympic Park Masterplan 2030*.

As shown in Figures 9 and 10, Parramatta CBD is linked to regional recreational facilities via active transport links, as well as current and future public transport links.

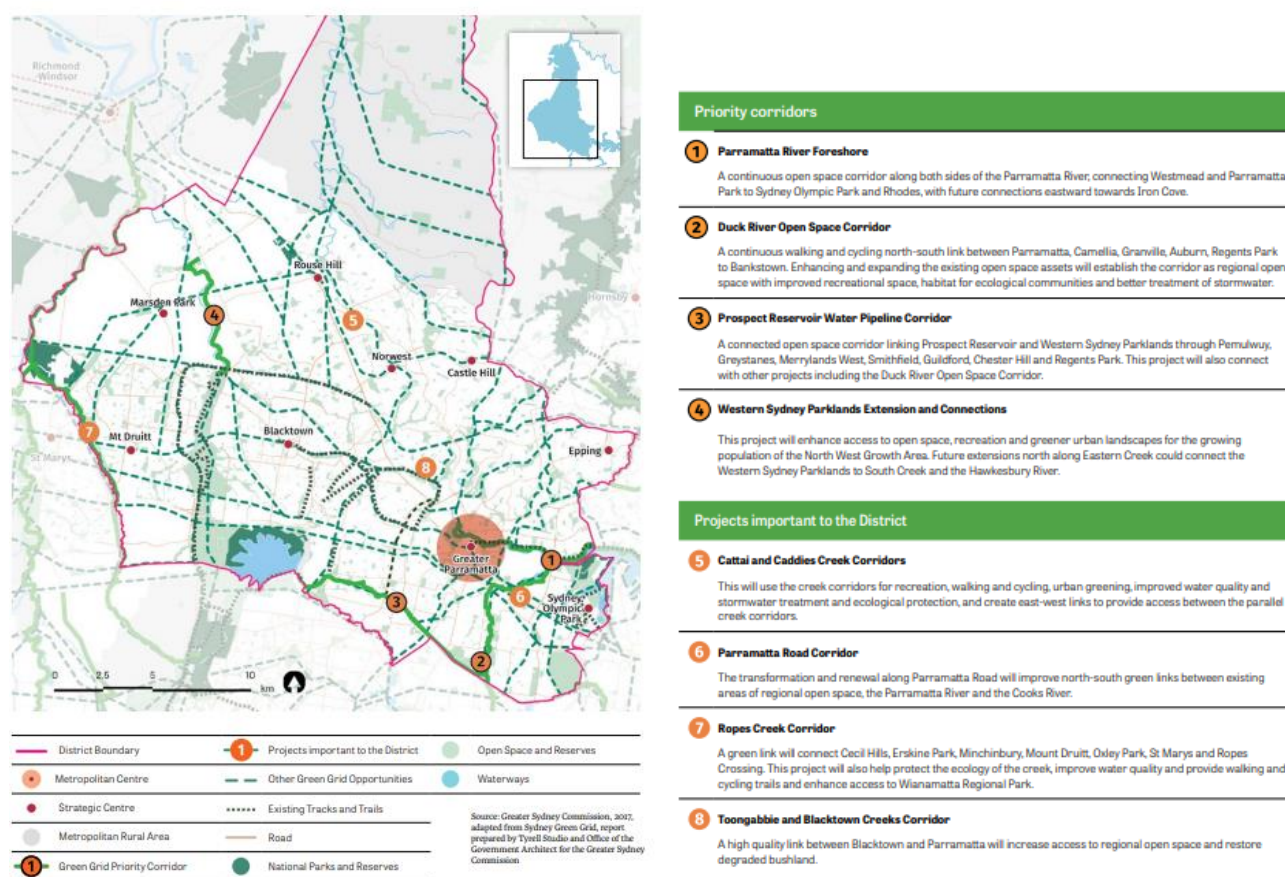


Figure 10 Central City District – Green Grid opportunities

Source: Greater Sydney Commission

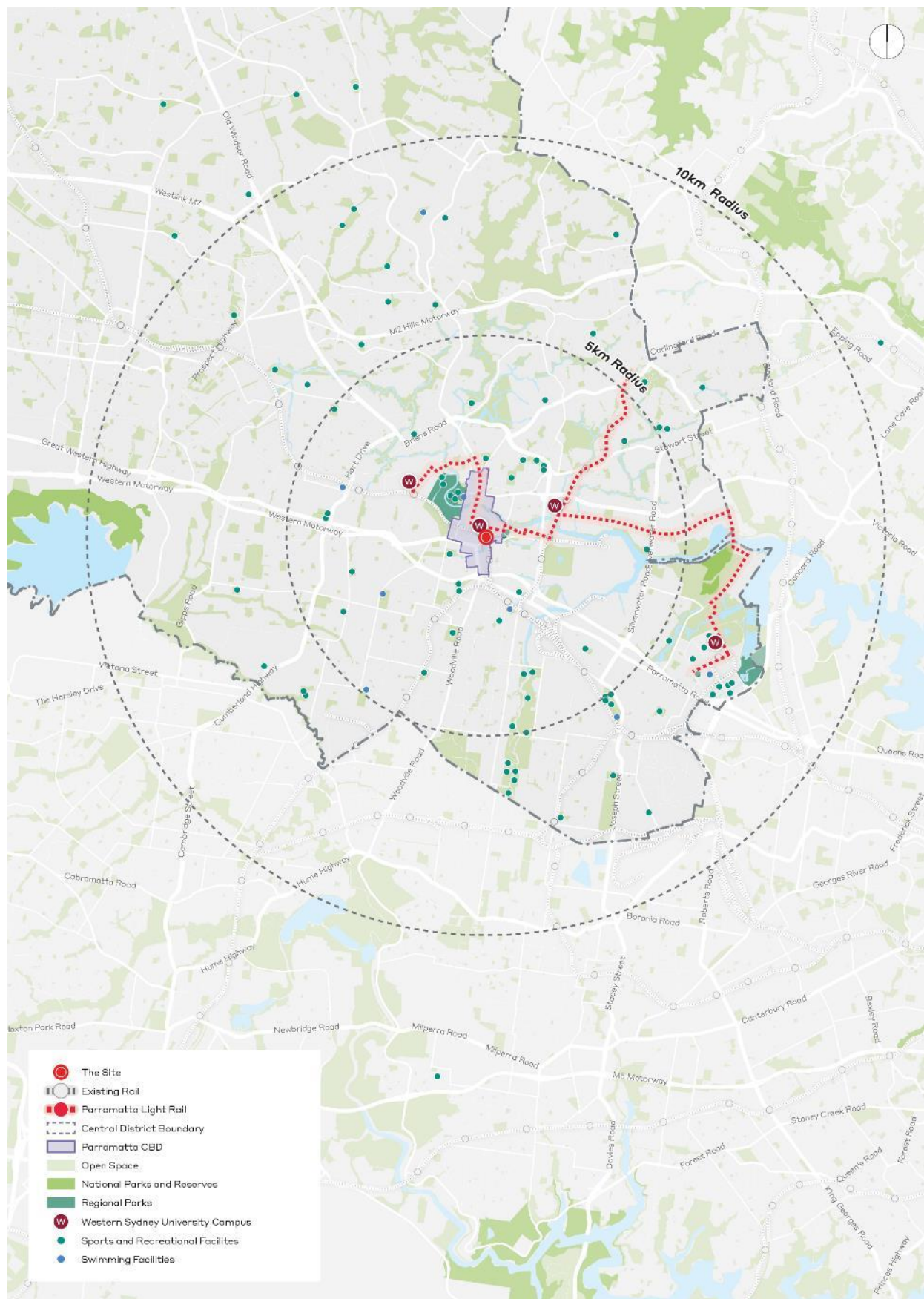


Figure 11 Regional open space and recreation context

Source: Ethos Urban

5.2 Issues and opportunities

The following section sets out key issues and opportunities relating to the provision of existing and planned open space, sport and recreation facilities to support the student and academic population associated with the proposed development.

Provision of open space, sport and recreation facilities in Parramatta CBD

City of Parramatta Council has identified in the *Draft Social Infrastructure Strategy* (2017) that although the Parramatta CBD is currently well-provisioned in terms of open space, sport and recreation facilities, compared with other parts of the LGA, many of these facilities are already at capacity.

As the worker, resident, student and visitor population of Parramatta CBD grows, Council has identified that there is likely to be a significant shortfall in access to sportsfields, parks and recreation facilities across the Parramatta CBD by 2036. In particular, Council has identified:

- Although provision of open space and recreation facilities is relatively high in the Parramatta CBD compared with other locations in the LGA, as the CBD population grows this will place significant pressure on existing resources.
- The intensity of use of many Parramatta CBD open spaces is increasing due to rising numbers of workers, residents and students in the Parramatta CBD. Additionally, many parks in this area are increasingly used as event spaces, with mass crowds regularly gathering at Prince Alfred Square, Robin Thomas Reserve and the CBD River Foreshore. This requires improved maintenance and upgrades to improve the capacity of the open space.
- Council-owned sportsfields across the Parramatta LGA are generally at capacity in most areas, and under pressure due to competing demands from informal and formal users. Council is seeking to increase the utilisation of existing fields while also developing new sports fields for community use.
- Redevelopment across the Parramatta CBD is also causing temporary shortfalls in some social infrastructure asset types. For example:
 - Council's Parramatta Memorial Swimming Centre was recently demolished to enable the delivery of upgrades to Parramatta Stadium. Although a new aquatic facility is proposed for the Parramatta CBD, construction has not yet commenced,
 - Construction activity associated with the Parramatta Light Rail is likely to limit access to parts of Robin Thomas Reserve,
 - Redevelopment and decanting of students from Arthur Philip High School and Parramatta Public School is likely to place pressure on CBD open space, which will now need to be used for school-related activities at certain times during the day.

Planned improvements to Parramatta CBD open space, sport and recreation facilities

Although City of Parramatta Council is planning a number of upgrades and improvements to improve existing open space, sport and recreation facilities in the Parramatta CBD. Planned upgrades and new facilities include:

- A new Parramatta CBD aquatic facility is planned to be delivered in the Mays Hill precinct of Parramatta Park (located on the Parramatta CBD fringe). This facility will replace the Parramatta Memorial Swimming Pool, which was demolished in 2017.
- A new Western Sydney Stadium is currently being constructed on O'Connell Street in Parramatta CBD. The completed Stadium (which is due for completion in 2019) will include a stadium for 30,000 spectators, function spaces, plazas and sporting and community uses as part of the surrounding stadium precinct.
- Some Parramatta CBD open spaces are subject to master plans, which will be progressively delivered to increase the capacity and utilisation of these open spaces. The following parks within walking distance of the site will be upgraded:
 - Robin Thomas and James Ruse Reserve
 - Prince Alfred Square

- New sport and recreation facilities and open spaces will be delivered as part of the redevelopment of Arthur Philip High School and Parramatta Public School. There is potential for these facilities to be made available for community use, as per the NSW Department of Education's shared use of school facilities policy.

WSU may be able to enter into shared use agreements with the owners and managers of these facilities to accommodate demand generated by academics, students and workers at the site.

Innovative open space and recreation offerings

In addition to conventional sportsgrounds, parks and other recreation and open space facilities, WSU students and academics, and workers in the commercial component of the development, will be able to access high quality public spaces throughout the CBD.

Although not conventional parks or open spaces, these public spaces will provide opportunities for physical activity, social interaction and restoration in an urban setting. For example, the proposed development will be located a short walk from Parramatta Square, which will incorporate a large, high quality public domain component (see Figure 9).



Figure 12 Parramatta Square proposed public domain

Source: ArchitectureAU.com

The proposed development has also been designed to maximise permeability and accessibility, and to contribute to the surrounding public domain. For example:

- The proposed development has been designed to invite members of the public into the campus, via expansive public domain works at ground level, ground floor retail, cafe and a publicly accessible amphitheatre designed for both formal events and informal socialising,
- The proposed development includes terraces within the building that could be utilised as social and/or learning spaces for students, academics and workers,
- The proposed development has been designed to enable a potential connection to open space within the Lancer Barracks, should this ever become publicly accessible. The design competition for this proposed development considered an option to open up the site to the Lancer Barracks, if this was to become public open space. The building is also designed to relate to this space via an interim link from Station Street.

Network of facilities connected by active and public transport links

Students, academics and workers at the proposed development will also be able to access open space, sport and recreation facilities outside the Parramatta CBD via active and public transport links.

Open space, sport and recreation facilities that are likely to be accessible to users of the site include:

- Facilities at WSU Parramatta South campus, including multiple green spaces, basketball and tennis courts and an indoor recreation hall. These facilities are accessible to the Parramatta CBD via a WSU shuttle bus, or other buses. The sites will soon be linked via a planned separated cycle lane,

- Facilities at Sydney Olympic Park, including an aquatic centre, netball, hockey, athletics and basketball centre. The site will be linked to these facilities via rail, the future Parramatta Light Rail and planned Green Grid/Parramatta Ways links.

As recommended in the *Draft Social Infrastructure Strategy*, these facilities should be viewed as forming part of an accessible network, linked by public and active transport links.

Demand generated by the development

Students, university staff and workers associated with the proposed development are likely to generate demand for the following sporting and recreation infrastructure and activities:

- Formal sporting activities associated with WSU, e.g. AFL, soccer, netball, basketball competitions,
- Lunchtime and after hours sport and informal recreation activities,
- Space for informal social interaction, outdoor group work, club meetings and other university-related activities.

Analysis set out Section 6 specifically addresses the SEARs requirement to consider the adequacy of open space, sport and recreation facilities to support the student and academic population.

6.0 Social assessment

6.1 Introduction

This Social Impact Assessment (SIA) provides a concise response to the intent, objectives and principles outlined in the International Association for Impact Assessment's (IAIA) International Principles for Social Impact Assessment guideline (2003). This framework has been applied to the identification, consideration and assessment of the social impacts associated with the proposed development.

The IAIA's SIA guidelines set out a series of principles to guide consideration of social elements, within the practice of environmental impact assessment. The document defines Social Impact Assessment as:

"The process of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment."

The document identifies eight key factors as a means of identifying, conceptualising and defining social impacts of a project, these being:

- People's way of life: how they live, work, play and interact with each other on a day-to-day basis,
- Their culture: in terms of their shared beliefs, customs, values and language or dialect,
- Their community: its cohesion, stability, character, services and facilities,
- Their political systems: the extent to which people are able to participate in decisions that affect their lives, the level of democratisation that is taking place, and the resources provided for this purpose,
- Their environment: the quality of the air and water people use; the availability and quality of the food they eat; the level of hazard or risk, dust and noise they are exposed to; the adequacy of sanitation, their physical safety, and their access to and control over resources,
- Their health and wellbeing: health is a state of complete physical, mental, social and spiritual wellbeing and not merely the absence of disease or infirmity,
- Their personal and property rights: particularly whether people are economically affected, or experience personal disadvantage which may include a violation of their civil liberties, and
- Their fears and aspirations: their perceptions about their safety, their fears about the future of their community, and their aspirations for their future and the future of their children.

This assessment seeks to respond to the intent, objectives and principles outlined by the IAIA. The social factors identified above have therefore guided the identification, consideration and assessment of the social impacts associated with the project.

This SIA also responds to the terms of the SEARs, including:

- *The economic feasibility and suitability of the innovation hub*
- *The social impacts on the local community, including how the proposal adds to the social sustainability of the broader community, and*
- *Adequacy of open space, sport and recreation facilities to support the student and academic population.*

6.2 Issues and impact assessment

The following section highlights the potential social impacts of the development – positive and negative – both during construction and operation of the proposed development, which comprises a mixed use building including a vertical university campus and commercial development.

This summary analysis primarily focuses on the following social impact themes:

- Social suitability of the WSU innovation hub
- Social impacts on the community
- Access to sport and recreation facilities.

It is noted that the social impacts of the development will be experienced differently by different parts of the community. Key affected communities include:

- Students
- Academics and other WSU employees
- Workers
- Surrounding residents, workers and visitors in the Parramatta CBD.

Social suitability of the WSU Innovation Hub

The proposed development includes:

“a state-of-the-art facility for engineering innovation and will offer programs across engineering, architecture and entrepreneurship with broader opportunity for additional programs offered by the School of Computing, Engineering and Mathematics (SCEM).

The facility will provide for both education and research at undergraduate and postgraduate level and accommodate Launchpad, the University’s business and innovation support program and co-working spaces.

Launchpad has an established presence in Parramatta city and will co-locate as part of this facility, fostering collaboration between students, start-ups and tenants that will be co-located in the building. The University’s plan is [to] open the Hub for the beginning of 2021.”¹⁰

Potential impacts

- Positive social impacts associated with increased employment and economic opportunities generated by the WSU Innovation Hub and accessible to Western Sydney residents, including:
 - Increased highly skilled job opportunities within the Parramatta CBD, leading to decreased social and economic costs of commuting for skilled workers living in Western Sydney
 - Increased opportunities for Parramatta CBD and Western Sydney residents to develop and commercialise business ideas with support from WSU’s Launch Pad program
 - Increased opportunities for Western Sydney-based businesses to access highly skilled students and workers via the WSU Innovation Hub, leading to increased employment for Western Sydney residents.
- Positive social impacts associated with the transformation of Parramatta CBD from a suburban centre into Sydney’s Central City, with a diversified range of economic and employment opportunities, including jobs and businesses supported by the WSU Innovation Hub. Increasing and diversifying the range of highly skilled employment opportunities in the Parramatta CBD is a community and Council priority.

¹⁰ City of Parramatta, Design Excellence Competition Brief – 2-6 Hassall Street, dated 17 October 2018, p.21

Potential impacts**Responses / mitigation measures**

- Consider curation of WSU Innovation Hub to ensure that the Launch Pad program and associated co-working spaces can also accommodate Western Sydney-based businesses and social enterprises alongside strategic industry tenants, subject to feasibility.
- Consider opportunities to open up the WSU Innovation Hub to surrounding businesses, residents and visitors to increase the visibility of the program and enhance the image of Parramatta CBD as an innovative and vibrant hub.

Summary

Overall impact	Positive
Duration	Long
Extent	Students, WSU employees
Potential to mitigate/enhance	Medium
Likelihood	Very high

Social impacts on the local community

The proposed development is likely to have a range of positive social impacts that will contribute towards the social sustainability of the broader community, as per the SEARs. These impacts include improving access to education in Western Sydney, improving local amenity, increasing employment opportunities and enhancing Parramatta CBD's role as a metropolitan centre.

Potential impacts*Access to education in Western Sydney*

- Positive social impact associated with increased and diversified tertiary education opportunities accessible to Western Sydney residents. Parramatta CBD is accessible via public and active transport to many centres across Western Sydney, and the provision of increased education opportunities at this site is likely to have the following positive social impacts:
 - Increased opportunities for Western Sydney residents to access tertiary education opportunities close to home, leading to increased lifetime earnings, satisfaction and resilience. In 2017, 60% of WSU students were the first in their family to attend university. Access to education has intergenerational impacts, particularly for people experiencing disadvantage, as it provides the opportunity for people to improve their own, and their family's, circumstances.
 - Broader socio-economic benefits to Western Sydney, including a growing talent pool of highly skilled, locally knowledgeable graduates based in Western Sydney for regional businesses to draw on.
 - Contribution towards the transformation of the economic and social context of Western Sydney to reduce the spatial inequity between eastern and Western Sydney.

Local amenity improvements

- Positive social impacts associated with improvements to local amenity through the delivery of a high quality design with expansive public domain works, retail and ground floor activation (including a robotics lab and amphitheatre), including:
 - Increased activation of Hassall Street due to provision of retail spaces, commercial entry lobby, WSU lobby, amphitheatre and robotics lab. The ground floor of the development has been designed to invite local residents and visitors into the building and establish a presence for WSU on the ground floor, thereby increasing pedestrian activity and vibrancy, and increasing opportunities for social interaction,
 - Improved permeability along Hassall Street due to the design of the proposed development to incorporate a plaza and link through the site to Station Street, and potentially the Lancer Barracks in the future. Provision of

Potential impacts

links through the site is likely to encourage pedestrian flow past retail shops and university facilities on the ground floor and improve pedestrian links to Parramatta Station and Interchange.

- Improved perceptions of safety in this area of the Parramatta CBD. Students are more likely than office workers to access the proposed development outside of conventional working hours, leading to increased activation of the area outside of working hours and improved perceptions of safety.
- Increased activation and vibrancy in the Parramatta CBD due to increased numbers of students and workers in the area. Students and workers associated with the proposed development are likely to spend time in the public domain within Parramatta CBD, as well as accessing social infrastructure, retail facilities, public transport, restaurants and cafes in the area.
- Potential negative amenity impacts associated with the construction of the proposed development, including increased dust, noise, traffic and disruption to the streetscape.

Increased employment opportunities

- Positive social impacts associated with increased employment opportunities generated by the proposed development including:
 - Increased employment opportunities within the Parramatta CBD generated by the new WSU campus (including academic and operational roles) and commercial office space within the development.
 - Improved capacity of WSU graduates (the majority of whom live in Western Sydney) to access highly skilled, highly paid knowledge jobs within Greater Sydney, including in the Parramatta CBD.
 - Growth of the knowledge economy within Parramatta CBD and Western Sydney more generally, as the programs within the new WSU campus will focus on engineering, innovation and entrepreneurship and graduates of these programs will have an improved chance of participating in the transformed knowledge economy.

Enhancing Parramatta CBD's role as Sydney's Central City

- Positive social impacts associated with enhancing the role of the Parramatta CBD as Sydney's Central City, including:
 - Reduced social and economic costs of commuting for Greater Parramatta and Western Sydney residents, due to increased availability of education and employment opportunities close to home.
 - Increased social interaction, liveability and cohesion resulting from implementation of "30 minute city" policy, wherein residents are able to access education and employment opportunities within thirty minutes' travel from their home.

Responses / mitigation measures

- Develop and implement Construction Management Plan to minimise the impacts of construction on the surrounding Parramatta CBD.
- Consider active programming of ground floor of the proposed development to encourage interaction between students, workers and the broader Parramatta CBD community, e.g. open days, showcases and other activations.
- Consider opportunities for programming of amphitheatre located on ground floor to be opened up to City of Parramatta Council or other organisations that promote social interaction within the community e.g. publicly accessible lectures, and community film nights.
- Ensure the potential through site link to the Lancer Barracks is protected, should this space ever become publicly accessible.
- Consider opportunities for opening up learning spaces within the WSU vertical campus to community or other groups to hire, use and run events and activities. These facilities may be offered to community groups and social enterprises at a low cost.
- Consider opportunities for lifelong learning opportunities to be delivered at WSU campus to members of the Western Sydney community not currently enrolled in university.

Potential impacts	
Summary	
Overall impact	Positive
Duration	Long
Extent	Surrounding locality, students, workers and academics on campus, broader Western Sydney region
Potential to mitigate/enhance	Medium
Likelihood	Very high

Access to open space, sport and recreation facilities

The proposed development is likely to generate increased demand for open space, sport and recreation facilities due to the increase of students, workers and visitors associated with the proposed development. Students and workers are likely to demand for the following types of open space, sport and recreation facilities:

- Formal sporting activities associated with WSU
- Lunchtime and after hours sport and informal recreation activities
- Space for informal social interaction, outdoor group work, club meetings and other university-related activities.

WSU students, academics and workers having access to existing open spaces and recreation facilities, and innovative new open spaces, including the Parramatta Square public domain, terraces within the proposed development and the expansive public domain associated with the ground floor of the proposed development.

Potential impacts
<ul style="list-style-type: none"> • Potential negative social impacts associated with additional pressure on open space, sport and recreation facilities within the Parramatta CBD, generated by the development. Although there are a large number of open space and recreation facilities within Parramatta CBD, many of these are currently at capacity due to population growth. • Potential positive social impacts associated with access to existing open space, sport and recreation facilities, for students and workers: <ul style="list-style-type: none"> – Opportunities for students and workers to undertake sporting and social activities, to improve their physical and mental wellbeing and community connectedness, – Opportunities for students and workers to undertake passive recreation in existing parks and public spaces within the Parramatta CBD, – Opportunities for students and workers to interact in shared spaces within the proposed development, including terraces and the public domain.

Responses / mitigation measures
<ul style="list-style-type: none"> • Consider opportunities to provide development contributions towards delivering required upgrades to social infrastructure surrounding the proposed development. • Consider opportunities to link proposed development to public and active transport links including Parramatta CBD cycling network, Parramatta Light Rail, Parramatta Station and Interchange, to ensure that students and workers are able to access the significant open space network of the broader Central City District. • Ensure that the public domain and indoor and outdoor communal spaces within the development are designed with attention to permeability, access to open space, opportunities for social interaction and green spaces.

Potential impacts	
Summary	
Overall impact	Mixed
Duration	Long
Extent	Surrounding locality, students and workers at the site
Potential to mitigate/enhance	Medium
Likelihood	High

7.0 Social strategy implications and directions

The following section draws on the social policy context, local social context, social infrastructure analysis and social impact analysis to identify key social strategy directions to deliver social value through the scheme.

Delivering on Sydney's Central City

The vision for the WSU Innovation Hub and vertical campus is to create an exceptional education and business precinct that enhances the vibrancy, productivity and dynamism of Parramatta CBD and Western Sydney as a whole.

This project fits seamlessly with the Greater Sydney Commission's and City of Parramatta Council's vision for Greater Parramatta as an engine of growth for Greater Sydney. The delivery of a new WSU campus, with a focus on innovation, entrepreneurship and collaboration with industry will support the transformation of Greater Parramatta as Sydney's Central City, by increasing capacity for economic growth in the region.

The new campus will also increase access to education in the Parramatta CBD to enhance the skills of the Greater Parramatta and Western Sydney residents and deepen the talent pool accessible to businesses across the region. The new campus will increase economic and employment opportunities accessible to Western Sydney residents, well-linked to public and active transport, and strategically located close to the future heart of Western Sydney's knowledge economy – Parramatta Square.

As well as delivering new, future-focused education and economic opportunities, the project builds on the state and local vision for Parramatta CBD to become a vibrant, activated city centre with a broad range of users, businesses and retail offerings.

The interplay between the built form and the public domain will also deliver social value. At ground level, pedestrians will be prioritised through a pedestrian link (potentially connecting to the Lancer Barracks in the future), as well as fine-grain activation via retail tenancies, a robotics lab and views into the maker's space and amphitheatre. The design will deliver an energised public realm, in line with the vision for a vibrant, activated and dynamic Parramatta CBD.

Access to opportunity – liveability, community wellbeing, social sustainability

The project will also enhance access to opportunity for students, workers and the residents of the Greater Parramatta and Western Sydney regions.

Improving access to education for Western Sydney residents is a key part of WSU's mission to drive social and economic development in the region. Access to high-quality education has intergenerational impacts, in particular for the 60% of WSU students who are the first in their family to attend university. Knowledgeable and informed residents and workers are an important foundation for a thriving and empowered community and local economy. Access to university education helps people to maintain their employability, be resilient to the changing economy, improve their circumstances and reach their full potential. This project aligns with WSU's vision to remain a strong advocate for the Western Sydney region.

The project will play a role in delivering inclusive growth in the Parramatta CBD. Inclusivity will be achieved by making sure that the right community members are connected with the opportunities associated with the development. This will require WSU and their partners to sustain a focus on the social outcomes of the development, and to ensure that the innovative education and employment offerings associated with the development are accessible to Western Sydney-based students.

At the core of this exciting project is the creation of a destination that will foster new relationships between business and WSU, enabling students, academics and workers to flourish. To enhance access to opportunity, and respond to economic and social drivers, the development has been designed to enable interplay between the business and academic sectors – including via shared facilities, spaces and WSU's Launch Pad program. Students will have the opportunity to gain real world experience, while businesses will have access to the region's brightest students as collaborators.

The project has also been designed to invite the residents and visitors of Western Sydney into the space, via expansive public domain at the ground floor, and community-facing facilities such as a café, robotics lab and amphitheatre. Unlike a conventional university campus – isolated and insular – this development will be permeable, inviting curious and creative visitors into Western Sydney's innovation ecosystem.

8.0 Economic Assessment

8.1 Introduction

This section provides an assessment of potential economic impacts associated with the proposed development.

The preparation of an Economic Assessment has been specified through the Secretary's Environmental Assessment Requirements (SEARs) for the project, to accompany the State Significant Development Application for the scheme.

To address SEARs requirements, this economic assessment of the proposed Hassall Street project considers:

- Domestic and international demand for courses and programs to be provided at WSU Hassall Street campus to confirm long-term tertiary education floorspace requirements.
- Demand for associated research and innovation facilities at the integrated innovation hub to confirm floorspace/tenancy requirements,
- Demand for general commercial office floorspace to be provide in the building, having regard for local supply and market competition.
- Demand for proposed ground floor retail tenancies to confirm the sustainability of the proposed level of retail floorspace/tenancies, having regard for local supply and market competition.
- Local and state economic benefits from the proposed development including:
 - Direct and leveraged investment
 - Construction and ongoing employment generation (direct and multiplier)
 - Increased Gross State Product and Value-Added Output
 - Increased spending generated by international students, educators and researchers
 - Improved training and skills enhancement outcomes for the economy
 - Enhanced research and development, innovation, entrepreneurship and business startups
 - Improved reputational benefits to NSW.

The following section provides an assessment of the economic dimensions of the project, including demand for university places, the innovation hub, commercial office space, retail and employment.

8.2 Issues and impact assessment

Demand for university places

University enrolments in Australia have steadily increased over the period 2009 to 2018, as shown in Table 3.

Table 3 Trends in university student enrolments, Australia and WSU, 2009 to 2018

Student enrolments	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Ave 2009-18
Students (no.)											
Australia	978,062	1,037,945	1,066,987	1,094,672	1,136,041	1,176,801	1,213,403	1,249,544	1,292,440	1,332,822	1,177,851
WSU	35,461	37,895	39,461	40,257	42,000	43,916	44,919	44,452	44,815	48,125	42,871
Year on year growth (no.)											
Australia		59,883	29,042	27,685	41,369	40,760	36,602	36,141	42,896	40,382	39,418
WSU		2,434	1,566	796	1,743	1,916	1,003	-467	363	3,310	1,407
Year on year growth (%)											
Australia		6.1%	2.8%	2.6%	3.8%	3.6%	3.1%	3.0%	3.4%	3.1%	3.5%
WSU		6.9%	4.1%	2.0%	4.3%	4.6%	2.3%	-1.0%	0.8%	7.4%	3.5%

Source: Commonwealth Department of Education and Training; WSU annual reports; Ethos Urban

In 2009, less than 1 million students were enrolled in Australian universities. Annual growth of almost 40,000 enrolments (3.5% pa) has brought the total number of enrolments to 1.33 million by 2018.

WSU student numbers have grown from 35,460 in 2009 to 48,130 enrolments in 2018. Average growth over the period was 1,410 enrolments, at the same rate of growth (3.5% pa) as for all Australian universities combined.

However, trends in overseas student enrolments at WSU differ when compared with all Australia institutions, as shown in Table 4.

Table 4 Trends in university student enrolments by residency status, Australia and WSU, 2009 to 2018

Residency status	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Australia										
Students (no.)										
Domestic	728,171	770,781	796,431	831,391	876,637	905,307	929,211	946,472	957,641	958,502
International	249,891	267,164	270,556	263,281	259,404	271,494	284,192	303,072	334,799	374,320
Total	978,062	1,037,945	1,066,987	1,094,672	1,136,041	1,176,801	1,213,403	1,249,544	1,292,440	1,332,822
% International	25.5%	25.7%	25.4%	24.1%	22.8%	23.1%	23.4%	24.3%	25.9%	28.1%
WSU										
Students (no.)										
Domestic	31,070	33,280	34,989	35,986	37,641	39,210	40,315	39,638	38,858	41,377
International	4,391	4,615	4,472	4,271	4,359	4,706	4,604	4,814	5,939	7,160
Total	35,461	37,895	39,461	40,257	42,000	43,916	44,919	44,452	44,797	48,537
% International	12.4%	12.2%	11.3%	10.6%	10.4%	10.7%	10.2%	10.8%	13.3%	14.8%

Source: Commonwealth Department of Education and Training; WSU annual reports; Ethos Urban

At all Australian universities, more than a quarter of students were overseas residents. This proportion of overseas students reached 28.1% of enrolments by 2018.

In contrast, 14.8% of students at WSU were overseas residents in 2018, having declined from 2009 levels (to as low as 10.2% in 2015) before increasing more recently. Nevertheless, the number of students at WSU with overseas

residency was 2,770 students more in 2009 than in 2018 despite these students contributing a relatively low share of total enrolments.

Courses in engineering and related technologies have increased in popularity since 2009, as shown in Table 5.

Table 5 Trends in university student enrolments by broad field of education, Australia and WSU, 2009 to 2018

Field of Education	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Australia										
	Students (no.)									
Engineering and related technologies	70,632	76,942	80,274	82,540	87,540	91,332	94,885	98,931	102,245	105,879
All other	967,349	1,021,793	1,048,518	1,075,399	1,114,143	1,153,972	1,189,044	1,223,549	1,265,960	1,304,453
Total ¹	1,037,981	1,098,735	1,128,792	1,157,939	1,201,683	1,245,304	1,283,929	1,322,480	1,368,205	1,410,332
% Engineering	6.8%	7.0%	7.1%	7.1%	7.3%	7.3%	7.4%	7.5%	7.5%	7.5%
WSU										
	Students (no.)									
Engineering and related technologies	1,146	1,316	1,454	1,548	1,614	1,703	1,990	2,178	2,412	2,937
All other	34,315	36,579	38,007	38,709	40,309	42,080	42,929	42,274	42,403	45,600
Total	35,461	37,895	39,461	40,257	41,923	43,783	44,919	44,452	44,815	48,537
% Engineering	3.2%	3.5%	3.7%	3.8%	3.8%	3.9%	4.4%	4.9%	5.4%	6.1%

1: Total includes combined courses i.e. multiple fields of education

Source: Commonwealth Department of Education and Training; WSU annual reports; Ethos Urban

In all Australian universities, the number of students studying in the broad field of engineering and related technologies rose steadily from 70,630 in 2009 to 105,880 in 2018 at an annual growth rate of 4.6%. As a proportion of total study content, engineering and related technologies at Australian universities increased from 6.8% to 7.5% over that time period.

At Western Sydney University, the popularity of engineering and related technologies was lower than in Australian universities overall, but grew at a faster rate:

- In 2009 WSU enrolled 1,150 students in engineering and related courses; however, by 2018 this number had more than doubled to 2,940 students.
- The rate of growth in students studying engineering and related technologies over that period averaged approximately 10% per year.
- Overall, students in engineering and related courses at WSU contributed around 6.1% of all study content.

Engineering innovation hub – research, industry collaboration and support for startups

Innovation hubs, incubators, accelerators, collaborations with industry and support for startup businesses are now common features of Australian and international universities.

Startup programs

According to Universities Australia, 40 universities accommodate 113 startup programs. At a general level, programs offered provide advice regarding entrepreneurship and establishing and building a business. At a highly technical level, programs focus on, for example, software development, advanced manufacturing and biotechnology.¹¹

Research by Universities Australia also highlights the importance of these programs to the Australian economy and the critical role of universities, as summarised below:

¹¹ Universities Australia 2019, University start up support programs, <<https://www.universitiesaustralia.edu.au/australias-universities/Universities-and-the-startup-economy/University-startup-support-programs>>

- Startups are the largest contributor to job creation in Australia.
- From 2004 to 2011, startups created more than 1.2 million new jobs or 90% of net positive job creation.
- Startups contributed \$164 billion to the Australian economy and nearly 40% of the value added to the economy over the period.
- In 2016, \$568 million was raised by startups, or 73% more than in 2015.
- In 2016, 84.4% of startup founders had a university qualification.
- 70% of startup founders were aged between 25 and 44.

(source: Startup Smarts: Universities and the startup economy, Universities Australia, March 2017.)

The planned engineering innovation hub at the new Hassall Street campus will incorporate Launch Pad, WSU's one-stop-shop business and innovation support program. Launch Pad is clearly in line with the national trend of universities providing support for startups.

Accordingly, subject to a professional implementation of the service, we see no obvious reason why this component of the innovation hub at Hassall Street will not be successful.

Industry synergies and collaboration – floorspace demand

In this early stage of planning for the new vertical campus at Hassall Street, approximately 4,000m² of commercial office floorspace in the control of WSU is nominally allocated to be sub-leased to companies or organisations having synergies with the engineering focus of the innovation hub. This nominal allocation is flexible and subject to demand from industry.

The strategy has been successful at 169 Macquarie Street, the existing Parramatta vertical campus accommodating the business school. PwC and Sydney Water are two prominent tenants co-located in the building, which actively partner with WSU School of Business.

In 2016, PwC chose to co-locate in 169 Macquarie Street for several reasons:

- PwC was expanding its footprint in Western Sydney, a key growth area. The move to Parramatta would strategically strengthen its overall footprint and service offer.
- Around 1,000 PwC staff lived in the Greater Western Sydney region. Parramatta was clearly considered to be the region's centre and a move to Parramatta was therefore a response to changing market demands and staff needs.
- In addition, PwC was able to sign a Memorandum of Understanding with WSU whereby the two organisations would work side-by-side at 169 Macquarie Street, in areas such as: mentoring; integrated learning opportunities; joint staff and leadership programs; and collaboration in research and innovation.

WSU is seeking to replicate this type of arrangement between WSU School of Business and PwC in the engineering innovation hub. However, attracting commercial tenants to Hassall Street with engineering synergies may not be as straightforward as was the case with PwC:

- The population of the 'synergistic' tenants in the fields of engineering may be narrower than in the more general business and consulting environment in which PwC operates.
- PwC saw clear strategic advantage in locating to Parramatta for market and staff reasons. An engineering firm choosing to co-locate to Hassall Street would probably also need to be 'ready to move' for strategic reasons.
- The timing of a move of offices of an engineering firm would also need to coincide with an end of lease at existing premises.

Nevertheless, by leveraging existing connections between WSU and industry and active marketing by commercial real estate agents, there is a strong likelihood that the office space nominally allocated to synergistic tenants can be leased.

The fall-back position would be to lease the space to general office users, which is likely to be successful as discussed in the next section.

Commercial office space

Parramatta is a significant and growing commercial office market in Sydney. Table 6 tracks the stock of commercial office stock in Sydney, sourced from publicly available Knight Frank Research bulletins.

Table 6 Sydney office market stock, 2012 to 2018 ^{1, 2}

Major Office Markets	2012	2013	2014	2015	2016	2017	2018
Total Stock ('000 m² NLA)							
Sydney CBD	4,929	4,859	4,959	4,962	5,066	5,080	5,024
North Sydney	860	862	849	822	792	822	824
Crows Nest/St Leonards	358	369	357	348	334	316	308
Chatswood	266	281	281	285	279	279	279
North Ryde/Macquarie Park	808	840	854	866	883	879	865
<i>Parramatta</i> ³	625	628	637	660	682	706	705
Other Suburban	<u>3,206</u>	<u>3,229</u>	<u>3,287</u>	<u>3,256</u>	<u>3,201</u>	<u>3,189</u>	<u>3,187</u>
TOTAL	11,052	11,068	11,223	11,200	11,239	11,271	11,192
Share of Total Stock							
Sydney CBD	45%	44%	44%	44%	45%	45%	45%
North Sydney	8%	8%	8%	7%	7%	7%	7%
Crows Nest/St Leonards	3%	3%	3%	3%	3%	3%	3%
Chatswood	2%	3%	3%	3%	2%	2%	2%
North Ryde/Macquarie Park	7%	8%	8%	8%	8%	8%	8%
<i>Parramatta</i>	6%	6%	6%	6%	6%	6%	6%
Other Suburban	<u>29%</u>	<u>29%</u>	<u>29%</u>	<u>29%</u>	<u>28%</u>	<u>28%</u>	<u>28%</u>
TOTAL	100%	100%	100%	100%	100%	100%	100%

1: Buildings with more than 1,000m² of office provision

2: Different office precincts measured at different times within years

3: Parramatta floorspace estimated for 2012-2015

Source: Knight Frank Research; Ethos Urban

Sydney CBD continues to be the main office location in Sydney, accommodating around 45% of the city's total office stock.

Parramatta (705,000m²; 6% of total stock), is regarded as Sydney's second CBD, and office buildings are 'CBD style'. The office tenant mix is heavily weighted to the government sector. Parramatta is also a major transport interchange, and a key shopping destination, including a large regional Westfield shopping centre.

Recent commercial real estate agent reports (from Knight Frank, Ray White, JLL, Savills) have observed the following regarding Parramatta's office market:

- Parramatta CBD continues to be one of the best performing office markets in Australia, with persistently low vacancy rates. The overall vacancy rate grew by 200 basis points in July 2018 to 3.2%, the first upward movement in vacancy for three years. Vacancies are well below the long term 10-year average of 7.8%.
- A-Grade office stock experienced vacancy rates of 0% between July 2016 and January 2018.
- Low vacancies have driven rental growth. Prime gross face rents have grown by 5.7% per year in the three years to June 2018.
- Compared with the Sydney CBD, Parramatta is relatively cheap, with prime face rents around 52% of Sydney prime rents.
- A high number of office completions (>100,000m²) are expected over the next 2-3 years, including 1 Parramatta Square. However, minimal impact on vacancies is forecast due to the high levels of pre-commitment.

The continuing development of Parramatta as a key Sydney office location is also strongly supported by State government and local government policy. Key examples include:

- The Greater Sydney Commission Central City District Plan (2018), which is a blueprint to manage growth in Parramatta, Cumberland, Blacktown, and the Hills LGAs, notes:
“Parramatta CBD is already the fifth largest office market in Greater Sydney after Sydney CBD, Macquarie Park, Sydney CBD fringe and North Sydney. It provides more than 700,000 square metres of office floor space and has the potential to be transformed into one of Australia’s most important business hubs...”
City of Parramatta Council forecasts a near doubling of economic growth in Parramatta CBD by 2021. To strengthen Parramatta’s position as the metropolitan centre of the Central River City, planning needs to increase capacity for new knowledge-intensive jobs, including A-grade office floor space, which is currently at capacity.”
- The City of Parramatta Economic Development Plan 2017-2021 aims to increase the number of jobs in the LGA, specifically:
“Parramatta CBD will become Sydney’s Central CBD, specialising in finance and government services whilst attracting more professional services, high quality retail and hospitality providers. Access to and within Parramatta CBD will be improved through continued improvements to transport infrastructure and services. The CBD will be more attractive and liveable with improved hospitality, entertainment, arts, cultural offerings, retail and increasingly integrated with green spaces. North Parramatta will experience a renewal with heritage conservation at its heart.” (p.32)

Retail uses

The latest plans for Hassall Street show 205m² GFA of retail floorspace in five shops on the ground floor. Parramatta CBD already accommodates an estimated 200,000m² of retail floorspace, so an extra 205m² is a very minor addition.

Given the location of these shops within an office/university building, the expectation is that they will be food and beverage tenancies. The main customers for these shops will be office workers, students, researchers and visitors to the building.

In the existing WSU Parramatta vertical campus at 169 Macquarie Street, there are 5 shops (4 are F&B tenants) occupying approximately 500m² of floorspace. These tenants are estimated to trade at an average level of more than \$7,000 per m².

On this basis, we would expect the planned F&B tenants in Hassall Street to trade very successfully.

However, as with any retail project, it will be important to select tenants with proven business success and an offer that matches local market demand.

Employment generation

Jobs supported by development of the Hassall Street vertical campus will accrue through direct and indirect employment generated during the construction phase; and ongoing employment in the engineering innovation hub, the retail shops and the commercial office components of the project.

Construction employment

Direct employment in the *construction industry* is expressed as FTE job years. A ‘job year’ is a full-time job for one year.

Indirect or flow on employment will also be supported in other industries, for example, suppliers of materials and financial and legal services. Employment estimates in the wider economy are derived from ABS national accounts input-output analysis, specifically, employment multipliers.

Direct employment in the construction industry depends on the nature of the building, in particular, the capital intensity of the project. It is estimated 1.96 FTE direct construction industry job years per \$1 million of expenditure

(or 1.0 FTE job year per \$510,000) will be generated by the construction activity, based on research and the type of work expected to be undertaken in the construction phase of the site.

In addition, these direct construction industry jobs lead to demand for employment in supplier industries in the wider economy. The ABS construction multiplier is 2.6 - that is, for every single FTE job in the construction industry a further 1.6 FTE jobs are supported elsewhere in the economy.

The total investment will be approximately \$227.2 million. This total cost includes land costs; development management; authorities; construction and design; legals; marketing; finance; and contingencies.

Direct construction costs are estimated to be \$184.8 million.

Total construction costs of \$184.8 million would support 362 jobs *in the construction industry* and support a further 580 jobs *in related (supplier) industries* over the development period.

Scaling by the duration of construction phase (approximately 3 years), the project would support 120 direct and 190 indirect FTE jobs for each year of the development phase.

Local businesses, workers and jobseekers are likely to benefit from increased employment and contracts afforded by the construction phase of the project. This opportunity is highlighted by the following:

- Approximately 4,000 construction businesses are located in the City of Parramatta LGA, representing 16.4% of all businesses in the LGA (Table 7).
- Approximately 23,000 working residents in the City of Parramatta are occupied in construction-related activities (technicians and trades workers, machinery operators and drivers, labourers), representing 22% of all LGA occupations (Table 8).
- Some 4,770 resident jobseekers living in the City of Parramatta are currently unemployed (*Department of Jobs and Small Business – Small Area Labour Markets, September Quarter 2018*), with the project potentially providing new employment opportunities for these jobseekers (subject to suitable skills match).

Table 7 City of Parramatta Business Structure, 2017

City of Parramatta Registered Businesses		2017
Industry	Number	City of Parramatta %
Agriculture, Forestry and Fishing	95	0.4
Mining	6	0.0
Manufacturing	726	3.0
Electricity, Gas, Water and Waste Services	59	0.2
Construction	3,969	16.4
Wholesale Trade	1,275	5.3
Retail Trade	1,479	6.1
Accommodation and Food Services	1,008	4.2
Transport, Postal and Warehousing	2,327	9.6
Information Media and Telecommunications	201	0.8
Financial and Insurance Services	2,013	8.3
Rental, Hiring and Real Estate Services	2,809	11.6
Professional, Scientific and Technical Services	3,449	14.2
Administrative and Support Services	1,304	5.4
Public Administration and Safety	121	0.5
Education and Training	386	1.6
Health Care and Social Assistance	1,644	6.8
Arts and Recreation Services	211	0.9
Other Services	783	3.2
Industry not classified	354	1.5
Total businesses	24,218	100.0

Source: *Economy.id; Ethos Urban***Table 8 City of Parramatta Occupational Structure, 2016**

City of Parramatta Occupation		2016
Employed Persons (Usual Residence)	Number	City of Parramatta %
Managers	13,517	12.7
Professionals	33,772	31.7
Technicians and Trades Workers	11,003	10.3
Community and Personal Service Workers	8,823	8.3
Clerical and Administrative Workers	16,429	15.4
Sales Workers	8,955	8.4
Machinery Operators & Drivers	5,064	4.8
Labourers	6,927	6.5
Not stated or inadequately described	2,099	2.0
Total employed persons aged 15+	106,589	100.0

Source: *Profile.id; Ethos Urban*

Ongoing employment

Ongoing employment in the Hassall Street vertical campus is estimated as follows:

- The teaching component of the university at the Hassall Street site would employ 50 FTE academic and administrative staff or approximately 100 jobs in total when casual, part-time and full-time workers are considered.
- Assuming 4,000m² of office space occupied by organisations having synergies with the engineering innovation hub, this space would accommodate 270 jobs based on a ratio of 1 job per 15m² of floorspace.
- Assuming 14,200m² of other commercial office space is fully occupied, this space would accommodate 950 jobs based on a ratio of 1 job per 15m² of floorspace.
- The approx 200m² of retail tenancies would employ approximately 7 jobs when fully occupied, based on a ratio of 1 job per 30m² of floorspace.

In total, the Hassall Street development has the potential to accommodate **1,330 jobs** when the building is fully occupied.

8.3 Other economic benefits

Increased Economic Output

Gross Regional Product (GRP)

Gross Regional Product (GRP) is a measure of size or net wealth generated by the regional economy.

The activities and employment supported in the new facility will generate significant regional economic output. As Table 9 shows, total output (GRP) at full occupancy is estimated at **\$630 million pa** (2018 dollars), which includes significant output contributions from industry sectors such as education, engineering, research and development, finance etc.

Value Added

Value added by industry is an indicator of business productivity. It shows how productive each industry sector is at increasing the value of its inputs. It is a more refined measure of the productivity of an industry sector than output (total gross revenue), as some industries have high levels of output but require large amounts of input expenditure to achieve that. Value added is estimated at **\$445 million pa** (2018 dollars) at full occupancy of the building (refer to Table 9).

The above analysis has been sourced from economy.id (based on modelling by the National Institute of Economic and Industry Research) for the City of Parramatta, with 'best fit' industry sectors applied to likely economic activities at the new facility. The results of the analysis assume no substitution effects from outside the regional economy, rather, rather the activities undertaken at the new facility represent increased net demand associated with population, labour force and industry growth.

Table 9 2-6 Hassall Street, Parramatta – Estimated Economic Output at Full Occupancy

Activity:	Education	Administration	Engineering/ R&D	Professional	Food and Beverage	Total
<i>Economy id</i>	<i>Tertiary Education</i>	<i>Administrative Services</i>	<i>Professional, Scientific and Technical Services</i>	<i>Finance</i>	<i>Food and Beverage Services</i>	
Employment (jobs)	80	20	270	950	11	1,331
GRP per job	\$186,000	\$383,000	\$221,000	\$574,000	\$110,000	-
Value added per job	\$125,000	\$243,000	\$106,000	\$422,000	\$49,000	-
GRP Total	\$14,880,000	\$7,660,000	\$59,670,000	\$545,300,000	\$1,210,000	\$628,720,000
Value added total	\$10,000,000	\$4,860,000	\$28,620,000	\$400,900,000	\$539,000	\$444,919,000

Source: Economy.id; Ethos Urban

Spending and employment stimulus associated with uplift in international student enrolments

By Year 4 of operations at the Hassall Street campus (e.g. when the campus is well established) an estimated 1,075 Effective Full Time Student Load (EFTL) will be generated, which is the equivalent of approximately 1,610 students (noting not all students will be enrolled in a full-time capacity). This data has been provided by WSU.

The WSU data also shows that approximately 30% of students are likely to be from overseas, a significant uplift in the proportion of international students currently studying at WSU (around 13%). International student enrolments are anticipated to be strongest for engineering and entrepreneurial courses.

Overall, approximately **480 international students** are expected to be studying at the Hassall Street campus in Year 4 of operations.

The expenditures of international students represent new 'net' annual income for the state (assuming these students are not switching from other courses in NSW), which will benefit businesses/operators in sectors such as housing accommodation, food and beverage, entertainment, retail, medical, transportation, recreation etc.

Based on an average annual retail spend of \$13,240 for City of Parramatta residents, sourced from the *MarketInfo* retail spending model for 2018, new annual spending generated by international students is estimated at **\$6.4 million** (constant 2018 dollars), which will benefit local, regional and state economies.

This level of induced spending will support approximately **55 jobs** in the services sector, allowing for 1 job (includes part time, casual and full time) positions for \$120,000 of spending in the accommodation, food and retail sectors (source: economy.id). It is likely many of these jobs will be created in the City of Parramatta or in surrounding municipalities in which international students are resident.

Improved training and skills enhancement outcomes for the economy

Students undertaking courses at the WSU facility will benefit from real world experiences through exposure to industry professionals and innovation.

Enhanced research and development, innovation, entrepreneurship and business startups

The WSU Innovation Hub will result in positive outcomes for the economy (local, regional, state and national) through interaction, coordination, and knowledge sharing between educators, students, researchers, business and industry leading to improved productivity across a range of sectors.

Improved reputational benefits to NSW.

The development of a contemporary and leading-edge multipurpose facility, including an engineering innovation hub, will further enhance the reputation of NSW higher education sector.

9.0 Summary of economic assessment

In summary, this economic assessment of the proposed Hassall Street vertical campus and office building has demonstrated:

- The success and sustainability of the proposed engineering offer at the new Hassall Street campus are supported by generally positive trends in student enrolments:
 - Student numbers at WSU have been steadily growing in line with Australian universities, demonstrating that demand for a tertiary education from WSU is increasingly popular.
 - In particular, demand for engineering related courses at WSU has been strong, growing at around twice the rate of demand for engineering related courses in Australia overall.
- In combination with planned enrolments from UNSW, the new engineering innovation hub at Hassall Street is unlikely to have difficulties in attracting students, especially given its central location and easy accessibility via public transport.

Accordingly, we conclude that at a high level, and from the perspective of student demand for engineering courses, the planned Hassall Street vertical campus has a strong likelihood of success.

- The likely ongoing growth of Parramatta CBD as a key office location in Sydney, backed by strong policy commitments, is highly positive for the development of the new Hassall Street vertical campus:
 - Approximately 14,000m² of prime A-Grade office space will be offered to the general market. This office space, located close to Parramatta station and bus terminal, should be readily absorbed into the current market given strong market demand and low existing vacancy rates.
 - A high level of pre-commitment is likely.
 - If WSU is unable to sub-lease space nominally set aside for organisations having synergies with the engineering innovation hub, this floorspace should also be readily absorbed by the general market.
- Construction and ongoing operations of the Hassall Street campus and associated office space will provide significant employment opportunities and increased economic output.
- Finally, the multifunctional campus and engineering innovation hub will further enhance the reputation of the NSW higher education sector.

Appendix A. Strategic policy review

Central City District Plan	
Greater Sydney Commission (2018)	
Purpose & vision	<p>The Greater Sydney Commission's Central City District Plan is a 20 year plan to manage growth in the Parramatta, Cumberland, Blacktown and The Hills LGAs. The Plan represents should be reflected in local planning documents.</p> <p>The Plan highlights the strategic importance of the Parramatta CBD precinct as a driver of economic and social outcomes for Sydney:</p> <p><i>"Parramatta CBD is already the fifth largest office market in Greater Sydney after Sydney CBD, Macquarie Park, Sydney CBD fringe and North Sydney. It provides more than 700,000 square metres of office floor space and has the potential to be transformed into one of Australia's most important business hubs..."</i></p> <p><i>City of Parramatta Council forecasts a near doubling of economic growth in Parramatta CBD by 2021. To strengthen Parramatta's position as the metropolitan centre of the Central River City, planning needs to increase capacity for new knowledge-intensive jobs, including A-grade office floor space, which is currently at capacity.</i></p> <p><i>City of Parramatta Council's Parramatta CBD Planning Proposal seeks to expand the CBD boundaries and amend land use controls to create long-term employment opportunities supported by high density residential. The proposed amendments will provide capacity for more than 27,000 new jobs and 7,500 new dwellings by 2036 to create a dynamic and diverse city." (p.58)</i></p> <p>The Plan also highlights that Parramatta CBD is a centre of public and private investment, including the delivery of a new WSU Parramatta campus, new commercial and office space, new Western Sydney Stadium, new museum and cultural precinct on the Parramatta River, new vertical schools and transport infrastructure (including the Parramatta Light Rail and Sydney Metro West). Additionally, new cycling and walking paths and public domain improvements are planned for Greater Parramatta to improve the accessibility of the area.</p> <p>The Plan also notes the role of the Central City District in providing educational opportunities for the District:</p> <p><i>"The Central City District provides tertiary and vocational education and training facilities that allow people to gain and refine skills for employment and connect with other people in the community. These include the Western Sydney University campuses in Westmead, Parramatta CBD and Rydalmere, University of Sydney campus in Westmead, and TAFE campuses in Blacktown, Castle Hill, Baulkham Hills, Parramatta, Lidcombe and Granville. TAFEs and universities are employment hubs for knowledge-intensive industries." (p.28)</i></p>
Key actions	<p>The Plan contains a number of priorities and actions relevant to the proposed development:</p> <ul style="list-style-type: none"> • Planning Priority C3: Providing services and social infrastructure to meet people's changing needs. <ul style="list-style-type: none"> – Action 8 Deliver social infrastructure that reflects the needs of the community now and in the future. – Action 9: Optimise the use of available public land for social infrastructure. • Planning Priority C4: Fostering healthy, creative, culturally rich and socially connected communities. <ul style="list-style-type: none"> – Action 10: Deliver healthy, safe and inclusive places for people of all ages and abilities that support active, resilient and socially connected communities by: <ul style="list-style-type: none"> – A. providing walkable spaces at a human scale with active street life – B. prioritising opportunities for people to walk, cycle and use public transport – C. co-locating schools, health, aged care, sporting and cultural facilities – D. promoting local access to healthy fresh food, and supporting local fresh food production. – Action 11: Incorporate cultural and linguistic diversity in strategic planning and engagement. – Action 12: Consider the local infrastructure implications of areas that accommodate large migrant and refugee populations. – Action 13: Strengthen the economic self-determination of Aboriginal communities by engagement and consultation with Local Aboriginal Land Councils to better understand and support their economic aspirations as they relate to land use planning.

Central City District Plan

- Action 14: Facilitate opportunities for creative and artistic expression and participation, wherever feasible, with a minimum regulatory burden, including:
 - A. arts enterprises and facilities and creative industries
 - B. interim and temporary uses
 - C. appropriate development of the night time economy.
- Action 15: Strengthen social connections within and between communities through better understanding of the nature of social networks and supporting infrastructure in local places.
- Planning Priority C6: Creating and renewing great places and local centres, and respecting the District's heritage
 - Action 1: Using a place-based and collaborative approach throughout planning, design and development and management deliver great places by:
 - A. prioritising a people-friendly public realm and open spaces as a central organising design principle
 - B. recognising and balancing the dual function of streets as places for people and movement
 - C. providing fine grain urban form, diverse land use mix, high amenity and walkability, in and within a 10-minute walk of centres
 - D. integrating social infrastructure to support social connections and provide a community hub
 - E. recognising and celebrating the character of the place and its people.
 - Action 2: Identify, conserve and enhance environmental heritage by:
 - A. engaging with the community early in the planning process to understand heritage values and how they contribute to the significance of the place
 - B. applying adaptive re-use and interpreting heritage to foster distinctive local places
 - C. managing and monitoring the cumulative impact of development on the heritage values and character of places
 - Action 3: Use place-based planning to support the role of centres as a focus for connected neighbourhoods.
- Planning Priority C7: Growing a stronger and more competitive Greater Parramatta:
 - Action 23: Strengthen the economic competitiveness of Greater Parramatta and grow its vibrancy by:
 - A. enabling the development of an internationally competitive health and education precinct at Westmead
 - B. creating opportunities for an expanded office market
 - C. balancing residential development with the needs of commercial development including, if required, a commercial core
 - D. providing for a wide range of cultural, entertainment, arts and leisure activities
 - E. improving the quality of Parramatta Park and Parramatta River and their walking and cycling connections to Westmead and the Parramatta CBD
 - F. providing for a diverse and vibrant night time economy, in a way that responds to potential negative impacts.
 - Action 26: Prioritise:
 - A. public transport investment to improve connectivity to Greater Parramatta from the Harbour CBD, Western Sydney Airport-Badgerys Creek Aerotropolis, Sydney Olympic Park, Westmead, Macquarie Park, Norwest and Kogarah via Bankstown
 - B. infrastructure investment, particularly those focused on access to the transport network, which enhance walkability within 2 kilometres of metropolitan or strategic centres or 10 minutes walking distance of a local centre
 - C. infrastructure investments, particularly focused on access to the transport network, which enhance cycling connectivity within five kilometres of a strategic centre or 10 kilometres of Greater Parramatta
 - Action 27: Manage car parking and identify smart traffic management strategies.
 - Action 28: Investigate opportunities for renewal of Westmead East as a mixed-use precinct, including the need for new or augmented road connections to serve increased densities at Westmead East.
- Planning Priority C8: Delivering a more connected and competitive GPOP Economic Corridor:
 - Action 29: Prioritise public transport investment to deliver the 30-minute city objective for strategic centres along the GPOP Economic Corridor.
 - Action 30: Prioritise transport investments that enhance access to the GPOP Economic Corridor and between centres within the GPOP Economic Corridor
 - Action 31: Co-locate health, education, social and community facilities in strategic centres along the GPOP Economic Corridor.

Central City District Plan	
	<ul style="list-style-type: none"> • <i>Planning Priority C10: Growing investment, business opportunities and jobs in strategic centres.</i> <ul style="list-style-type: none"> – <i>Action 37: Provide access to jobs, goods and services in centres by:</i> <ul style="list-style-type: none"> – <i>A. attracting significant investment and business activity in strategic centres to provide jobs growth</i> – <i>B. diversifying the range of activities in all centres</i> – <i>C. creating vibrant, safe places and a quality public realm</i> – <i>D. focusing on a human-scale public realm and locally accessible open space</i> – <i>E. balancing the efficient movement of people and goods with supporting the liveability of places on the road network</i> – <i>F. improving the walkability within and to centres</i> – <i>G. completing and improving a safe and connecting cycling network to and within centres</i> – <i>H. improving public transport services in all strategic centres</i> – <i>I. conserving and interpreting heritage significance</i> – <i>J. designing parking that can be adapted to future uses</i> – <i>K. providing for a diverse and vibrant night time economy in a way that responds to potential negative impacts</i> – <i>L. creating the conditions for residential development within strategic centres and within walking distance (up to 10 minutes), but not at the expense of the attraction and growth of jobs, retailing and services; where appropriate, strategic centres should define commercial cores informed by an assessment of their need.</i> – <i>Action 38: Create new centres in accordance with the Principles for Greater Sydney's Centres.</i> – <i>Action 39: Prioritise strategic land use and infrastructure plans for growing centres, particularly those with capacity for additional retail floor space.</i> • <i>Planning Priority C12: Supporting growth of targeted industry sectors:</i> <ul style="list-style-type: none"> – <i>Action 53: Facilitate health and education precincts that:</i> <ul style="list-style-type: none"> – <i>A. create the conditions for the continued co-location of health and education facilities, and services to support the precinct and growth of the precincts</i> – <i>B. have high levels of accessibility</i> – <i>C. attract associated businesses, industries and commercialisation of research</i> – <i>D. facilitate housing opportunities for students and workers within 30 minutes of the precinct.</i> • <i>Planning Priority C17: Delivering high quality open space.</i> <ul style="list-style-type: none"> – <i>Action 71: Maximise the use of existing open space and protect, enhance and expand public open space by:</i> <ul style="list-style-type: none"> – <i>A. Providing opportunities to expand a network of diverse, accessible, high quality open spaces that respond to the needs and values of communities as populations grow</i> – <i>B. Investigating opportunities to provide new open space so that all residential areas are within 400 metres of open space and all high density residential areas (over 60 dwellings per hectare) are within 200 metres of open space</i> – <i>C. requiring large urban renewal initiatives to demonstrate how the quality of, or access to, high quality and diverse local open space is maintained or improved</i> – <i>D. planning new neighbourhoods with sufficient quantity and quality of new open space</i> – <i>E. delivering shared and co-located sports and recreational facilities including shared school grounds and repurposed golf courses</i> – <i>F. delivering or complementing the Greater Sydney Green Grid</i> – <i>G. providing walking and cycling links for transport as well as leisure and recreational trips.</i>
Greater Parramatta to Olympic Peninsula Vision	
Greater Sydney Commission (2016)	
Purpose & vision	<p>The Greater Sydney Commission's (GSC) vision for the Greater Parramatta and Olympic Peninsula area (a 4,000 Ha area stretching east-west from Strathfield to Westmead and north-south from Carlingford to Lidcombe) is to leverage the area's existing assets to realise the following 2036 vision:</p> <p><i>"GPOP will be Greater Sydney's true centre – the connected, unifying heart." (p.6)</i></p>

Greater Parramatta to Olympic Peninsula Vision

	<p>In particular, the Vision aims to achieve the following potential for GPOP in the next two decades:</p> <ul style="list-style-type: none"> • <i>A central city close to Sydney's heart: GPOP will be a thriving, accessible and inclusive civic heart with its own rich history and diverse cultures. It will be situated close to Greater Sydney's growing population and strategically positioned between Sydney CBD and the new Western Sydney Airport.</i> • <i>A link forging one Greater Sydney: GPOP forms a physical bridge for all parts of the city. Renewal of the GPOP area will help build a unified, coherent and integrated city: one Greater Sydney for all.</i> • <i>A jobs hub within reach of skilled workers: GPOP will be an employment and entrepreneurial centre, with Parramatta CBD-Westmead and Olympic Park providing key work and business opportunities. This will help address the deficit of skilled work opportunities in the west and lessen the daily west-east travel to Sydney CBD and surrounds.</i> • <i>An attractive place to invest: GPOP has the foundations to be a magnificently diverse 21st century urban economy that can service the city's needs, its people and its enterprises – including managing the fundamentals like waste, water, energy.</i> • <i>A place of celebrated natural beauty: GPOP will be known for its own city-scale natural treasures – its river, its parklands and its landscapes. It will be loved and enjoyed by Greater Sydney's extraordinary mix of people. It will be a truly attractive and liveable place. (p.25)</i> <p>To achieve this vision, the GSC has identified four distinct quarters within the broader GPOP region, including a health and education super precinct including Westmead and Parramatta CBD. The GPOP Vision contains the following vision for Parramatta CBD:</p> <p><i>"A strong commercial core interwoven with the river: Parramatta CBD</i></p> <p><i>The revitalised Parramatta CBD will be GPOP's commercial and civic centre. It will grow with a strong commercial core, an identifiable CBD skyline, a sound mix of finance, insurance, accountancy, legal, real estate, convention, public administration and IT services and a lively night time economy.</i></p> <p><i>The revitalised Parramatta River will be the CBD's centrepiece and connect to the prestigious commercial address of Parramatta Square via the Civic Link. Parramatta CBD will be designed as our central '30 minute city'." (p.30)</i></p>
Key actions	<p>The Vision identifies the following key actions relevant to the proposed development:</p> <ul style="list-style-type: none"> • <i>Action 1: Sustain strong investment momentum in the principal economic anchors of Parramatta CBD-Westmead and Olympic Park.</i> • <i>Action 3: Cultivate a world-class education, research and enterprise eco-system across Parramatta CBD, Westmead, Rydalmere and Olympic Park.</i> • <i>Action 7: Design Parramatta as our central '30 minute city' with good connectivity within GPOP and beyond to the north, south, east and west.</i> • <i>Action 12: Shape attractive and effective built environments and public spaces that reflect a focus on great urban design and environmental excellence. (p.38-39).</i>

City of Parramatta Community Strategic Plan 2018 - 2038

City of Parramatta (2018)

Purpose & vision	<p>The City of Parramatta's most recent community strategic plan identifies a twenty year vision for the future of the LGA, based on extensive community consultation. The following vision for the LGA has been identified: <i>"Sydney's central city, sustainable, liveable and productive – inspired by our communities."</i> (p.27)</p> <p>Public consultation undertaken to develop the CSP indicates that Parramatta LGA residents view "balanced growth" as a priority and seek to ensure that development improves liveability across the LGA:</p> <p><i>"Now is the time to take significant strides to shape the future and harness change to deliver positive outcomes for our community.</i></p> <p><i>Over the next 20 years, the intensity of growth and investment has the potential to create many opportunities. For Council, a growing population and more investment means a stronger rates base. This allows an increased capacity to improve the lives of our community through a more powerful voice in advocacy with other levels of government, and more resources to upgrade and expand essential facilities.</i></p>
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City of Parramatta Community Strategic Plan 2018 - 2038

Council is committed to ensuring that our City benefits from this period of growth, and that our community emerges more sustainable, liveable and productive than before.

We will use our increased capacity as a Council to advocate for the needs of our community, so that all people can share in the benefits of growth, without compromising what makes our community strong.”
(p.24)

Based on a review of the City of Parramatta's CSP, Council defines improved liveability as:

- Improved infrastructure and public transport
- Improved access to high quality jobs
- Protecting and improving green spaces
- Protecting and celebrating heritage assets
- Managing congestion
- Preventing overdevelopment
- Enhancing the vibrancy and activation of the city, particularly through culture.

The CSP also identifies Parramatta CBD as a “transformational project” for City of Parramatta:

“Our CBD is changing as Council's vision to create a vibrant business and cultural hub for Western Sydney comes to life. It is now buzzing with activity due to increased commercial and residential development, including new shops, restaurants, and a year-round program of events offering entertainment for locals and visitors.

In the medium term, Parramatta Square, the Civic Link project, Parramatta Quay, Western Sydney Stadium redevelopment and Parramatta Light Rail will completely transform the look and feel of the City. The centrepiece of Parramatta's river foreshore will be a new cultural precinct, including the new, state-of-the-art Museum of Applied Arts and Sciences, and the redevelopment of the Riverside Theatres.” (p.18)

Key actions

To achieve this vision, the following long term goals and strategies have been identified, including the following strategies relevant to the proposed development:

- **Goal 1: Far – We can all benefit from the opportunities our City offers.**
 - 1.1 Invest in services and facilities for our growing community.
 - 1.2 Advocate for affordable and diverse housing choices.
 - 1.3 Support people to live active and healthy lives.
 - 1.4 Ensure everyone has access to education and learning opportunities.
 - 1.5 Empower communities to be strong and resilient by building individual and community capability.
 - 1.6 Engage and consult the community in decision making.
 - 1.7 Deliver effective, responsible and ethical leadership and decision making, reflective of community needs and aspirations.
- **Goal 2: Accessible – We can all get to where we need to go.**
 - 2.1 Design our City so that it is usable by people of all ages and abilities.
 - 2.2 Improve public transport to and from Parramatta CBD, our local centres, neighbourhoods and the Greater Sydney region.
 - 2.3 Make our City more enjoyable and safe for walking and cycling.
- **Goal 3: Green – We care for and enjoy our environment.**
 - 3.4 Provide green spaces for recreation, relaxation and enjoyment.
- **Goal 4: Welcoming – We celebrate culture and diversity – past, present and future.**
 - 4.1 Acknowledge the Darug peoples as the traditional custodians of this land and make Parramatta a leading City of Reconciliation.
 - 4.2 Promote the growth of arts and culture and champion the role that culture plays in city-building.
 - 4.3 Respect, protect and celebrate our shared living histories of Parramatta and embrace our heritage.
 - 4.4 Recognise that Parramatta has always been a gathering place and our diversity is our strength.
- **Goal 5: Thriving – We benefit from having a thriving CBD and local centres.**

City of Parramatta Community Strategic Plan 2018 - 2038	
	<ul style="list-style-type: none"> – 5.1 Accelerate local jobs growth and support people in finding employment. – 5.2 Attract public and private investment to our City and support the growth and prosperity of local business. – 5.3 Plan and deliver a vibrant, safe and attractive CBD and local centres. – 5.4 Ensure major centres have a thriving day and night-time economy. • Goal 6: Innovative – We collaborate and champion new ideas to create a better future. <ul style="list-style-type: none"> – 6.1 Engage in strategic planning and implement innovative solutions to manage the growth of our City. – 6.2 Support collaboration and partnerships to deliver key outcomes for our City. – 6.3 Embrace technology, creativity and innovation to solve complex problems and improve our City. – 6.4 Attract leading research, education and training facilities to Parramatta. – 6.5 Manage the City's assets and financial resources in a responsible manner and provide the best possible resources to the community.
Sharing the opportunities of growth for all: Socially Sustainable Parramatta Framework	
City of Parramatta (2017)	
Purpose & vision	<p>The purpose of the City of Parramatta's <i>Socially Sustainable Parramatta Framework</i> is to outline Council's commitment to social sustainability in Parramatta, in response to the significant changes taking place across the City, including: population growth, urban renewal, unprecedented public and private investment, climate change, rising inequality, Sydney's housing crisis, safety issues and high density living.</p> <p>The City of Parramatta's vision of the LGA is that: <i>"In a socially sustainable City of Parramatta, the opportunities of growth are shared equitably with all people."</i> (p.38).</p> <p>The Framework also includes a range of values for making socially sustainable decisions, including:</p> <ul style="list-style-type: none"> • <i>Collaborative: We work together to achieve social sustainability recognising that everyone has a role to play. Social sustainability is a whole-of-Council and whole-of-community responsibility.</i> • <i>Equitable: First and foremost, we help those who need it most. By working for an inclusive and socially just Parramatta, we strengthen the whole community and enable everyone to thrive.</i> • <i>Courageous: We will take fearless decisions in our community, and implement them, where it is the right thing to do. We accept the challenge and responsibility to address our most complex problems.</i> • <i>Honest: We act openly, transparently and ethically. We listen to our community, uphold their rights and responsibilities and make effective decisions based on evidence.</i> • <i>Respectful: Diversity is our strength, and everyone is welcome here. We recognise that the differences within and between our communities enrich our people and this place as a whole.</i> (p.106 – 107)
Key actions	<p>The Framework contains a number of goals that identify how City of Parramatta will work in partnership to advance social sustainability including:</p> <ul style="list-style-type: none"> • <i>Goal 1: Children are our future – Work to ensure every child in Parramatta is healthy, nurtured, happy and will thrive.</i> • <i>Goal 2: Diverse affordable homes for everyone – Deliver and expand a diverse range of affordable, high quality housing that meets the spectrum of housing needs in the community.</i> • <i>Goal 3: All people can learn, share and grow – Facilitate formal and informal learning opportunities at all ages, to help people improve their circumstances, reach their full potential and share their knowledge, creativity and culture, including:</i> <ul style="list-style-type: none"> – <i>Continue to implement lifelong learning programs across all libraries and community centres.</i> – <i>Continue to improve and expand City of Parramatta Council's network of libraries and community centres.</i> – <i>Continue to revise Council's MOU with Western Sydney University to ensure shared opportunities for learning and research.</i> – <i>Continue to work to secure affordable community spaces through planning controls and negotiations with developers.</i> – <i>Continue to expand young people-focused events and programming, including undertaking a youth music event, and establishing a partnership with MCA Genext to foster the creativity of local young people.</i>

Sharing the opportunities of growth for all: Socially Sustainable Parramatta Framework

- *Goal 4: All people can access a job that enables them to live with dignity and security – Secure and retain decent jobs and access to enterprise for all Parramatta residents, including:*
 - *Continue to implement Parramatta Skills Exchange in partnership with TAFE NSW, and support similar programs to improve access to jobs, skills and learning opportunities.*
 - *Develop and implement Economic Development Plan to support inclusive jobs growth.*
- *Goal 5: Green, inclusive and safe places to share – Design, build and maintain public spaces and neighbourhoods that are green, safe and inclusive for all.*
 - *Develop a Social Infrastructure Strategy to increase sharing and access to community facilities, open space and recreation facilities.*
 - *Develop a Night Time Economy Strategy that supports diversity, inclusiveness and great experiences.*
 - *Develop a formal partnership with NSW Department of Education, to expand community access to open space.*
 - *Implement Parramatta Ways to connect green spaces across our neighbourhoods and improve walkability by greening our streets and improving shading and amenity.*
 - *Implement Council's active travel strategies including Bike Plan and CBD Pedestrian Strategy, to improve the accessibility and amenity of our City, while reducing car reliance.*
 - *Review the Parramatta Safety Plan 2014-2018 to improve safety outcomes for all people in our City.*
- *Goal 6: All people can live healthy, active lives – Improve health outcomes, starting with people experiencing disadvantage in our community.*
- *Goal 7: We trust each other, are welcoming, and feel good about being here together – Facilitate social connections to foster socially and culturally diverse, inclusive and empowered communities.*
 - *Develop and implement the Cultural Plan including a range of cultural celebrations and events.*
 - *Implement annual City of Parramatta Youth Forum to empower young people.*
 - *Continue to improve Council's community grants program to build leadership in local communities.*
- *Goal 8: We lead by example – Improve Council's policy and practices to enable a more socially sustainable City of Parramatta.*

Draft Social Infrastructure Strategy

City of Parramatta (2017)

Purpose & vision

The purpose of this draft Social Infrastructure Strategy is to outline City of Parramatta's long term direction for social infrastructure provision across the Parramatta LGA. Parramatta LGA is one of the fastest growing local government areas across Greater Sydney, and existing social infrastructure is under significant pressure due to a growing and diversifying resident and worker population, with a broad range of needs.

In its draft Strategy, City of Parramatta has identified a range of principles for the delivery of social infrastructure, including:

- *Co-located, multifunctional facilities and collaborative approaches*
- *An accessible and connected network*
- *Safe and secure social infrastructure*
- *Welcoming spaces where we can celebrate our diversity*
- *Equitably resourced neighbourhoods (p.34 – 35)*

The draft Strategy employs a catchment-based approach to social infrastructure planning. The site is located in Catchment 4, comprising Parramatta, Granville, Camellia, North Parramatta, Oatlands, Harris Park, Mays Hill, Rosehill and Clyde.

The draft Strategy identifies a range of key considerations for the planning of social infrastructure within Parramatta CBD, in close proximity to the site:

- *Parramatta CBD services the Greater Western Sydney region and so there are diverse communities to consider when planning for infrastructure. These include residents, workers, students of all ages and many kinds of visitors who come for attractions, events, services, support and amenities. This will be a 24 hour community, and many of these people will use or depend on Council's social infrastructure to meet some of their needs.*

Draft Social Infrastructure Strategy

- *In the coming years, Parramatta CBD will be home to new residential communities, most of whom will live in high density apartments. This includes families with young children. Public social infrastructure is a vital part of supporting residents living in apartments to have a good quality of life. In these neighbourhoods, libraries are studies, parks are playgrounds, ovals are backyards and community meeting rooms are living rooms to host family birthday parties and other social functions.*
- *As office rents increase during redevelopment of the CBD, there is a risk that existing community services could be displaced without some planning or intervention. Low cost leasable office space within or nearby the CBD is limited, and many organisations are already seeking assistance to find affordable office leases. There are over 500 not-for-profit agencies based in City of Parramatta. Council has an active relationship with at least 364 of these organisations. Many homelessness community service providers and the communities they serve are located in the Parramatta CBD, along with youth, mental health and other providers.*
- *There is a need for flexible multipurpose community spaces and youth-specific spaces.*
- *There is mounting pressure on schools as population growth exceeds capacity. Planning is underway for new schools within the CBD, including Arthur Phillip High, Parramatta Primary and O'Connell Street Primary.*
- *There are significant open spaces in the CBD, particularly at Parramatta Park, Robin Thomas Reserve and the Parramatta River foreshore. However, there will also be large population pressures on these resources. Robin Thomas Reserve is already at capacity, the foreshore is underutilised and Parramatta Park is not Council-owned or managed therefore our role in regard to this open space extends to advocacy and partnerships.*
- *Planning and feasibility testing is underway to consider sites within and close by to the Parramatta CBD for a new comprehensive aquatics facility for Parramatta.*
- *Planning for Stage 1 of the Parramatta Light Rail project is underway. Light rail will connect Parramatta CBD with the rest of the GPOP corridor. Capitalising on improved connectivity and locating infrastructure nearby to light rail is a positive opportunity, and will assist with mitigating traffic, parking and navigation issues in the CBD. (p.202-203)*

Key actions

The draft Strategy provides a range of key directions for social infrastructure provision in Parramatta CBD, where the site is located:

Through advocacy, partnerships and the resources of many, seek to realise:

FOR COMMUNITY FACILITIES

- *A network of complementary Council and non-Council community facilities and hubs across the CBD from the south in Harris Park to the middle in the CBD core, to the north in North Parramatta, to achieve approximately:*
 - *2,500 to 3,000sqm library and community learning space*
 - *3,400sqm of community centre space*
 - *1,000sqm of youth space*
 - *Approximately 1,300 early childhood education and care long day care places in and around the CBD*
 - *1,000 to 1,500sqm of low-cost leasable office space.*
- *Increased access by the community to community spaces in not-for-profits and businesses in the CBD through shared use arrangements.*
- *Planning for shared use of new school facilities for the community.*
- *Increased provision of private and not-for-profit long day care centres.*

Within the CBD Core

- *Inclusion within Council's civic building at Parramatta Square of the following:*
 - *A regional library of approximately 2,500 sqm*
 - *Multipurpose space of approximately 1,000 sqm*

Within the southern area of the CBD

- *A new community hub of at least 1,500sqm including a community centre of at least 1,000sqm and community meeting rooms.*
- *Redevelopment and upgrade of Council's Jubilee Park Early Childhood Education and Care long day care into a Child and Families Hub, including additional childcare places and co-located complementary services.*

Draft Social Infrastructure Strategy	
	<p><i>Within the northern area of the CBD</i></p> <ul style="list-style-type: none"> • <i>A new community hub including a multipurpose community space of at least 1,500sqm, low-cost leasable office space of 1,000sqm and a long day care centre.</i> <p>FOR RECREATION AND OPEN SPACE</p> <ul style="list-style-type: none"> • <i>Increased provision of open space and recreation facilities for the community through shared use of new school facilities.</i> • <i>Provision of open space and recreation facilities within new private development to support resident's needs, including those of families with children.</i> • <i>Upgraded sports fields, recreation parks and outdoor recreation facilities within the CBD.</i> • <i>Revitalisation and upgrade of open space and recreation facilities along the Parramatta River foreshore.</i> • <i>Increased pedestrian and bike connections to natural assets including Parramatta Park, Parramatta River and key parks and open spaces.</i> • <i>New Council-owned aquatics facility within the Parramatta CBD, subject to further feasibility.</i> • <i>New Council owned indoor recreation facility with approximately 4 multiuse courts, ideally co-located with a new aquatics offering.</i> • <i>Increased provision of Council, private and not-for-profit indoor recreation facilities in traditional and non-traditional locations.</i>
Parramatta Ways Walking Strategy	
City of Parramatta (2017)	
Purpose & vision	<p>The purpose of the Parramatta Ways Walking Strategy is to encourage “a safe and attractive walking network, accessible to everyone. A network that provides a great variety of local walking opportunities and supports our community and the environment...Parramatta Ways aims to bring more life to our streets, creating a green, active and walkable city.” (p.3)</p>
Key actions	<p>The Strategy identifies a range of key strategies to make Parramatta LGA's streets more walkable, including:</p> <ul style="list-style-type: none"> • Safety <ul style="list-style-type: none"> – <i>Prioritising pedestrians along network routes and at intersections</i> – <i>Increasing street activity</i> – <i>Providing multiple route options</i> – <i>Promoting clear sight lines</i> – <i>Lighting provision</i> – <i>Traffic management</i> – <i>Equal access for all users</i> • Comfort <ul style="list-style-type: none"> – <i>Shade and sunlight</i> – <i>Footpath quality and verge widths</i> – <i>Increase priority of pedestrians at crossings</i> – <i>Promoting accessibility</i> • Interest <ul style="list-style-type: none"> – <i>Great destinations, parks, playgrounds and centres</i> – <i>Access to bushland and biodiversity</i> – <i>Access to Parramatta River and local waterways</i> – <i>Revealing local heritage (p.14)</i>

Economic Development Plan 2017 - 2021**City of Parramatta (2017)**

Purpose & vision	<p>The purpose of City of Parramatta's <i>Economic Development Plan</i> is to increase the number of jobs in the Parramatta LGA. The Plan aims to address the challenges and leverage the opportunities for economic development in Parramatta to achieve the area's economic ambitions. The Plan also includes a range of guiding principles, including:</p> <ul style="list-style-type: none"> • <i>Employment growth is key</i> • <i>Creating great places</i> • <i>Inclusive growth for all</i> • <i>Working in partnership</i> • <i>Evidence-led and outcomes focused programs.</i> (p.25) <p>The Plan also highlights the economic role of Parramatta CBD:</p> <p><i>"Parramatta CBD will become Sydney's Central CBD, specialising in finance and government services whilst attracting more professional services, high quality retail and hospitality providers. Access to and within Parramatta CBD will be improved through continued improvements to transport infrastructure and services. The CBD will be more attractive and liveable with improved hospitality, entertainment, arts, cultural offerings, retail and increasingly integrated with green spaces. North Parramatta will experience a renewal with heritage conservation at its heart."</i> (p.32)</p>
Key actions	<p>The Plan includes a range of goals relevant to the proposed development including:</p> <ul style="list-style-type: none"> • <i>Jobs – The City of Parramatta LGA will be the centre for employment in Greater Western Sydney employing a total of 185,000 people.</i> • <i>GDP – City of Parramatta LGA will be established as Sydney's Central City with a strong and growing economy.</i> • <i>Unemployment – City of Parramatta LGA will have a healthy and resilient economy with unemployment kept below the NSW average.</i> • <i>Commercial space – The City of Parramatta LGA will feel more like a genuine CBD with increasing levels of commercial office space.</i> • <i>Small business – The City of Parramatta LGA will be a thriving innovative economy with a strong and growing small business sector.</i> • <i>Programs – the City of Parramatta LGA will be known for delivering highly successful business and employment programs that respond to the needs of the community.</i> • <i>Regulation – the City of Parramatta LGA will have a business-friendly environment with Council making it easier to start and run a business.</i> • <i>Innovation – the City of Parramatta LGA will be a centre of innovation in Greater Western Sydney where new business ideas can be fostered and commercialised.</i> • <i>Major developments – The benefits of major developments will be shared with the community, and negative impacts on businesses will be mitigated.</i> • <i>Vibrancy – Residents, workers, students and visitors will enjoy improvements in retail, hospitality, entertainment, cultural events and attractions.</i> (p.23) <p>The Plan also identifies a Parramatta CBD-specific action relevant to the proposed development:</p> <ul style="list-style-type: none"> • <i>Action 3.12 – Seek to support increased collaboration between Western Sydney University's new CBD campus and businesses located in the CBD for research, student internships and commercialisation.</i>

Culture and our City: A cultural plan for Parramatta's CBD 2017-2022**City of Parramatta (2017)**

Purpose & vision	<p>City of Parramatta's Cultural Plan identifies strategic directions for culture and creativity in the Parramatta CBD to 2022. The vision for the Plan is to foster a city that is: <i>"Driven by culture, Parramatta will be a world-class city known for its diversity and energy, with people, ideas and creativity at its core."</i> (p.8).</p>
Key actions	<p>The plan includes a range of strategic goals relevant to the proposed development, including:</p>

Culture and our City: A cultural plan for Parramatta's CBD 2017-2022	
	<ul style="list-style-type: none"> • <i>Always was, always will be a gathering place, including:</i> <ul style="list-style-type: none"> – Action 1.10 Work with key industry partners to broker new artistic collaborations across science, technology, design and the environment to share the stories of our significant green sites and the Parramatta River. – Action 1.12 Create an integrated Heritage Strategy to unify our approach to built, natural and intangible cultural heritage. • <i>Diversity is our strength and everyone is welcome, including:</i> <ul style="list-style-type: none"> – Action 2.8: Enable young people to inform, create, curate and occupy cultural spaces and programs. – Action 2.9: Extend the City's relationship with students through partnerships with education and training providers. – Action 2.12: Commence an arts and cultural program of student interns across the City of Parramatta, including professional development for young and emerging artists. – Action 2.13: Establish our 'Welcome to the City' event for international students as an annual event. • <i>Ideas and imagination are the heartbeat of our City,</i> • <i>By design, our City incubates creativity, industry and new knowledge, including:</i> <ul style="list-style-type: none"> – Action 4.9: Establish an integrated approach with private and public investment to attract and foster a cultural ecology throughout this key public domain.
Parramatta Bike Plan	
City of Parramatta (2017)	
Purpose & vision	<p>City of Parramatta's Bike Plan proposes a significantly expanded and upgraded bicycle network for the Parramatta LGA. The Plan aims:</p> <ul style="list-style-type: none"> • To enhance the productivity and liveability of Parramatta through an increase in cycling, helping foster healthy and connected residents, workers and visitors. • For cycling to be safe, and perceived as a safe and attractive option for all members of the community, for those aged 8 to 80. • To increase the proportion of people cycling in Parramatta to 5% of all trips to work, and 10% for those ending in the CBD. <p>The Plan proposes new off road shared paths as part of the proposed cycling network, including a number of new and improved routes within the Parramatta CBD, as well as increased amounts of higher quality, secure bike parking in the CBD and at key transport hubs.</p>
Parramatta CBD Planning Proposal	
City of Parramatta (2016)	
Purpose & vision	<p>City of Parramatta Council has prepared a Planning Proposal to amend planning controls for the Parramatta CBD to manage significant growth and change across the Parramatta CBD. The purpose of the Parramatta CBD Planning Proposal is to:</p> <ul style="list-style-type: none"> • Provide for an expanded and more intense commercial core to strengthen and facilitate the role of Parramatta as a dual CBD. • Support the CBD as a vibrant centre by surrounding the core with higher density mixed use. <p>Council received a Gateway Determination from DPE on 13 December 2018, which contains a number of conditions including requirements for further studies, amendments and consultation with Government agencies. When Council has addressed all the conditions of the Gateway Determination to the satisfaction of DPE, it will be able to proceed to public exhibition.</p>
Key actions	<p>The draft Planning Proposal includes a number of objectives relevant to the proposed development:</p> <ol style="list-style-type: none"> 1. <i>To strengthen Parramatta's position as the dual CBD for metropolitan Sydney.</i>

Parramatta CBD Planning Proposal

2. *To increase the capacity for new jobs and dwellings so as to create a dynamic and diverse city.*
3. *To encourage a high quality and activated public domain with good solar access.*
4. *To facilitate the provision of community infrastructure to service the growing city.*
5. *To strengthen opportunities for the provision of high quality commercial floor space.*
6. *To future proof the city through efficient and sustainable use of energy and resources.*
7. *To manage risks to life and property from flooding. (p.35)*