CITY OF PARRAMATTA



CBD South Parramatta Precinct Master Plan 2026 - Phase I



Recognition of & commitment to the Dharug People

City of Parramatta recognises the Dharug People as First Australians, people of the oldest continuous living culture in the world.

For more than 60,000 years, Parramatta has been home to the Burramattagal and other Dharug people, the Traditional Owners of the land we call Parramatta today.

The Burramattagal and other Dharug People have cared for and nurtured the habitat, land, and waters for thousands of generations, and maintain an ongoing connection to Parramatta and its surrounding areas.

First Nations People continue to play a vital role in the ecological, economic, social and cultural life of Parramatta, while maintaining a distinct culture built on the principles of Caring for Country, the primacy of family, and the dignity and governance of Elders.

At City of Parramatta, we aspire to a future where the cultures, histories and rights of all First Nations People are understood, recognised, and respected by all Australians. City of Parramatta is committed to playing an active role in making this future a reality.

City of Parramatta is proud to acknowledge the ongoing stewardship of Country by Dharug and other First Nations People and to celebrate their enduring wisdom, strength, and resilience.

Always was, always will be, Aboriginal land.

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Disclaimer: All 3D imagery shown in this report represents an aspirational vision for the future of CBD South Parramatta Precinct. These images are indicative only, subject to future design stages and negotiation to ensure alignment with Council's Property Strategy, government stakeholders and private landowners.



Executive Summary

Executive Summary

CBD South Parramatta Precinct Phase 1 Master Plan Vision

CBD South Parramatta is a lively destination where people gather over food, culture, and community. Chinatown eateries activate intimate laneways and arcades, filled with public art and light features, creating a vibrant nightlife destination. A new city square offers space for markets, cultural events and gathering, active day and night. The Precinct connects growing residential areas to the CBD and transport hubs with streets that are reshaped for people, with wider footpaths, safer crossings, street trees and cycleways.

Purpose of this Report

Phase I of the CBD South Parramatta Precinct has been identified for a Master Plan to set the strategic direction for the area. This Master Plan will:

- Identify opportunities to deliver public benefit in a growing part of the CBD, close to public transport, which is in need of renewal and improved amenity.
- Identify opportunities to deliver higher development capacity, balanced with public benefit and placemaking, on Council-owned sites.
- Enhance the existing cultural identity found within the dining and retail precinct in Church Street, including developing a night-life focused Chinatown Precinct.
- It will not propose increased density, but will shape future buildings and the urban structure to allow for high-amenity streets and public places.

Precinct Definition

The CBD South Parramatta Precinct sits within the Parramatta CBD, bounded by the rail line to the north and east, Great Western Highway and Parkes Street to the south, and O'Connell Street to the west. The Master Plan will be delivered in two phases, with Phase 1 addressing the eastern precinct and Council-owned sites to respond to development opportunities, and Phase 2 focusing on the western precinct centred on Westfield landholdings and surrounding mid-rise residential. This Master Plan report addresses Phase 1 of the CBD South Parramatta Precinct.

The Phase 1 Precinct plays a critical connector role between the CBD core, Parramatta Station and southern growth areas, requiring an integrated Master Plan to align development capacity with public domain and connectivity outcomes. It interfaces with surrounding inner-CBD precincts including the north of the CBD (CBD North), SPIA, Auto Alley and Harris Park, each with distinct roles in urban renewal, housing, employment access and cultural heritage, and opportunities to strengthen north–south connections through the CBD South Parramatta Precinct.

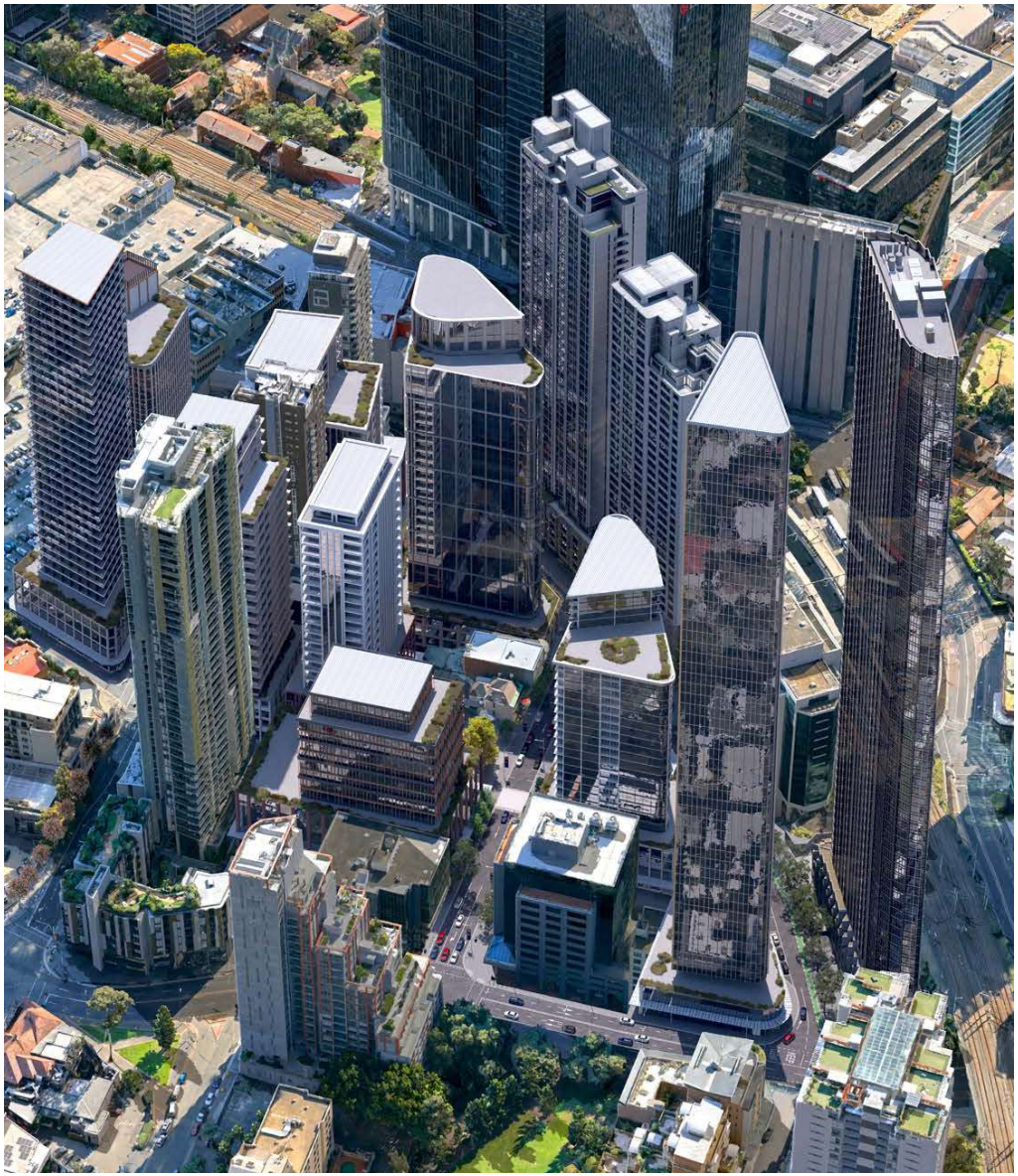
Strategic Opportunities

The Phase 1 Precinct's irregular urban form, combined with an aging public domain and building stock and recent large scale development proposals, underpins the need for a cohesive renewal vision. The Wentworth Street Car Park acts as a blockage in the heart of the precinct, and fragmented streets and laneways restrict pedestrian movement and safety. The lack of local public open spaces increases pressure on Jubilee Park and Parramatta Square as the population grows.

Despite these challenges, there is a clear opportunity to transform the precinct into a vibrant, character-rich destination by reactivating laneways and arcades, creating new public spaces, improving connections, and strategically leveraging Council-owned land to establish a connected public heart and enhance the Precinct's identity. Urban design principles and a vision statement for the Precinct were developed to respond to these constraints and opportunities.

Community Engagement

The Master Plan report, publicly exhibited for 6 weeks between May-June 2026, received over 200 unique submissions from the community, with 92% of participants expressing full or partial support. This feedback has helped refine the final recommendations of the Master Plan, including economic activation within the Precinct, its cultural identity, traffic and the desire for more greenery. The community strongly supported Woodhouse Square as a new civic place, prioritisation of pedestrians and improved connectivity within the Precinct.



Indicative aerial view of the Precinct

Executive Summary

Master Plan Vision

The vision for the Phase 1 Precinct is a lively destination where people gather over food, culture, and community. Chinatown eateries activate intimate laneways and arcades, filled with public art and light features, creating a vibrant nightlife destination. A new public square offers space for markets, cultural events and gathering, active day and night. The Precinct connects growing residential areas to the CBD and transport hubs with streets that are reshaped for people, with wider footpaths, safer crossings, street trees and cycleways.

The plan focuses on four key local places, each with a distinct role in delivering this vision:

1. Fitzwilliam Street

Fitzwilliam Street welcomes people into the precinct, with a generous public domain, new urban plaza and eased congestion connecting people to transport and public spaces.

2. Church Street

Church Street celebrates its cultural identity, anchoring a new Chinatown Precinct and renewing its role as a leafy, lively high street that connects the CBD to South Parramatta.

3. Chinatown Laneways and Arcades

Intimate laneways and arcades are brought to life day and night as a vibrant Chinatown destination, with dining, lighting and public art, connecting the precinct and anchored by a new city square for markets and cultural events.

4. Wentworth Street

Wentworth Street is a leafy pedestrian spine with a generous public domain that connects people to Jubilee Park and a new city square, for events, gathering and relaxation.



1. Vision for Fitzwilliam Street



2. Vision for Church Street



3. Vision for the Chinatown Laneways and Arcades



4. Vision for Wentworth Street

These images are indicative only.

Executive Summary

Impact of the Master Plan

The Master Plan will deliver lasting improvements that enhance everyday life for the community, including:

- **A new Chinatown Precinct with vibrant streets and laneways** - Church Street, laneways and arcades are transformed into a Chinatown destination with food, lighting and public art, creating a lively atmosphere day and night that supports local businesses and attracts visitors.
- **New public squares for everyday life and events** - New public spaces, including Woodhouse Square and Firehorse Plaza, provide places to meet, relax, host markets and celebrate culture, giving the precinct a clear community identity.
- **Safer, more walkable streets** - Traffic on local streets is made one-way, with new pedestrian and cycling links reducing conflicts with vehicles and allowing for more comfortable shaded footpaths and safer crossings.
- **Clearer and easier connections through the Precinct** - Realignment of Rivoli Way and improved street links make it simpler to walk between South Parramatta, the CBD, transport hubs and Jubilee Park, improving access for residents and visitors.
- **Better use of Council land for public benefit** - Redevelopment of Council-owned sites unlocks new public spaces, streets and connections, ensuring the precinct is shaped to deliver lasting benefits for the community.



CBD South Parramatta Precinct Master Plan

Legend

T Parramatta Station entry

Fitzwilliam Street

1. One-way on Fitzwilliam St
2. Firehorse Lane Plaza
3. Separated cycle track
4. Widened public domain
5. Taxi pick-up/drop-off
6. Kiss and ride
7. New pedestrian crossing

Church Street

8. Upgraded public domain - lighting, public art, paving
9. New street trees

Laneways and Arcades

10. Realigned and upgraded Rivoli Way
11. Upgraded Firehorse Lane
12. Arcades

Wentworth Street

13. Woodhouse Square - new urban public space
14. One-way on Wentworth St
15. On-street car parking
16. Upgraded public domain - widened footpath
17. New street trees
18. New Pedestrian crossing

Valentine Avenue

19. One way on Valentine Ave
20. Separated cycle way

Council-Owned land

21. Redeveloped public car park, mixed-use buildings

Chinatown Precinct



Parramatta CBD Strategic Context

Strategic Documents

The Sydney Plan - Draft, *2026*

The Draft Sydney Plan establishes a 20-year strategic framework for Greater Sydney, aligning housing, jobs, infrastructure and liveability to support a more connected, sustainable and equitable city. Greater Parramatta is identified as one of Sydney's three CBDs, with a central role in accommodating growth and delivering jobs, services and high-amenity places.

There are opportunities for the Master Plan responds to these directions by enabling renewal and intensification in a highly accessible inner-CBD location, supporting the Plan's Connected, Liveable and Coordinated priorities, while also contributing to Housed and Prosperous outcomes.



Future Transport Strategy 2056, *2022*

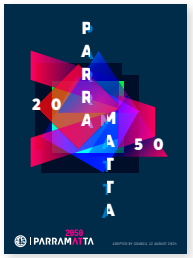
The Future Transport Strategy sets the long-term vision for NSW's transport system, prioritising connected centres, transport-oriented development, active transport and integrated land-use and infrastructure planning. Parramatta is identified as a major transport hub and city-shaping centre.
There are opportunities for the Master Plan to address these priorities by enabling higher-intensity, mixed-use development in close proximity to heavy rail, light rail and future metro infrastructure, supporting walkability and active transport, and reducing reliance on private vehicles.



Parramatta 2050, *2024*

Parramatta 2050 establishes Council's long-term vision for Parramatta as a global city, with a strong focus on culture, economic vitality and high-quality public spaces.

There are opportunities for the Master Plan to guide the renewal of the Precinct, unlocking Council land to deliver public benefit and support Parramatta's evolution as a connected headquarters district with enhanced place quality, walkability, cultural vibrancy and access to high-capacity public transport.



Local Strategic Planning Statement (LSPS), *2020*

The Parramatta LSPS sets out Council's 20-year land-use vision, identifying the Parramatta CBD as the Central City core with a focus on productivity, liveability and sustainability. It prioritises concentration of employment and higher-density development in the CBD, aligned with city-shaping transport, enhanced public domain and open space, and a diverse day to night economy.

There are opportunities for the Master Plan to address these priorities with high-quality urban renewal delivering improved walkability and fine-grain connectivity, a strong mix of employment and streetscape activation day and night and improved access to recreation and transport.



Community Strategic Plan 2025-2050 (CSP), *2025*

The CSP sets out the community's long-term aspirations for Parramatta, positioning the Parramatta CBD as the City's civic, cultural and economic heart, with a strong emphasis on liveability, inclusion, economic vitality and high-quality public places.

There are opportunities for the Master Plan to provide welcoming public spaces, to support the arts, culture and the night-time economy, and reinforce the CBD as a destination for work, culture and community life.



Parramatta Development Control Plan (DCP), *2023*

The Parramatta DCP, in particular Part 9, provides a place-based framework for development in the CBD. It translates strategic planning objectives into controls for built form, public domain, movement and amenity, ensuring consistent and high-quality urban outcomes.

There are opportunities for the Master Plan to visualise the built form and public domain framework envisioned for the CBD, while enhancing the urban structure with new connections and public spaces.



Relevant Council Strategies

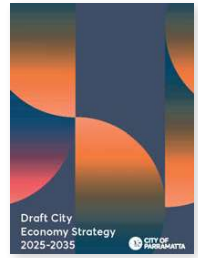
The City Economy, Night-Time Economy and Visitor Economy strategies reinforce the role of food, culture and evening activity in driving economic vitality and destination appeal.

The Creative Parramatta Cultural Strategy provides a vision to celebrate cultural identity through everyday public life with arts, cultural production, participation and the creative economy.

The City of Parramatta's Disability Inclusion Action Plan (DIAP) is a 2026–2030 strategy setting out specific actions to make public spaces, events, and workplaces accessible for people with visible and invisible disabilities.

Council has endorsed a Special Entertainment Precinct area that includes this Precinct, which offers a framework for extended trading hours while maintaining residential amenity.

There are opportunities for the Master Plan to build on its established cultural and dining character, supporting authentic cultural expression, small business growth and a vibrant day-to-night public domain.





Strategic Location

The CBD South Parramatta Precinct occupies a strategic position, linking the CBD's civic core with emerging southern growth precincts, positioning the area as a connector to transport and public amenity.

Growth Near Public Transport
Parramatta's role as Sydney's Central City is reinforced by strong population growth, with the *Community Infrastructure Strategy (2018)* projecting an additional 30,600 CBD residents between 2019 and 2041. This growth underpins demand for new housing and employment, which is supported through the *LSPS (2018)* and the *Parramatta CBD Planning Proposal (2020)* by providing capacity for new dwellings and significant job growth in the CBD.

Major transport investment, including Sydney Metro West and the Parramatta Light Rail, reinforces the CBD as a high intensity, transit oriented centre.

The CBD South Precinct has capacity to accommodate well-connected commercial and residential renewal while delivering high-amenity streets, laneways and public spaces.

Planning Reform
Council and State planning reforms culminated in the Parramatta CBD Planning Proposal (2020), which enabled long-term growth by reshaping land-use, built-form and public-domain controls to manage change and protect key civic and heritage assets.

By unlocking development capacity at a CBD scale, the framework heightens the need for precinct level coordination to ensure delivery strengthens connectivity, public domain quality and place outcomes.

Strategic Roles of Inner-CBD Precincts
The CBD South Parramatta Precinct is located immediately south of the railway line within the station catchment, functioning as a key connector between the CBD core, Parramatta Station and southern growth areas.

An integrated Master Plan is required to align development capacity with public-domain delivery, ensuring high quality connectivity between surrounding precincts. These precincts are identified below:

CBD North Precinct - North of the railway line and Parramatta's civic heart, supported by a clear planning framework and major public-domain investment including Parramatta Square, Church Street North and Civic Link. A formal grid and connected civic spaces have delivered significant renewal, with Church Street functioning as the primary spine linking the river to the railway and beyond through CBD South.

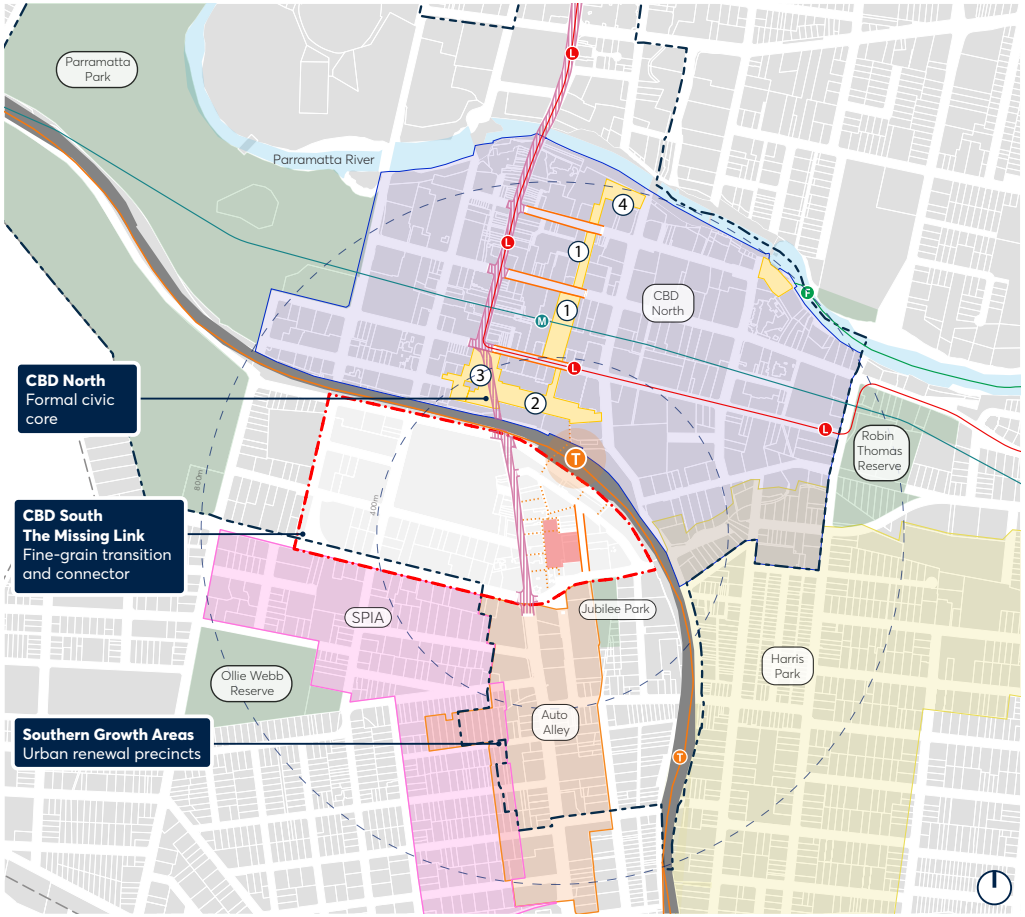
Southern Precinct Investigation Area (SPIA) - Located South-West of the CBD, SPIA was identified in Parramatta CBD Planning Proposal (2020) as having capacity for additional residential density within walking distance of employment opportunities, amenities and public transport through CBD South. This area is subject to an ongoing study to develop a land use and built form model for renewal and provision of public domain and local infrastructure.

Auto Alley - Located south of the CBD, this area was upzoned for additional residential and commercial capacity in Parramatta CBD Planning Proposal (2020). Centred around Church Street, it is envisioned that existing automatic and light industry uses will transition to additional residential density with connections to Harris Park and the potential for an integrated relationship to the CBD through CBD South.

Harris Park - Located south-east of the CBD, Harris Park is a low-scale heritage and cultural precinct including Little India and low-density residential dwellings, with connections to Harris Park Station and the CBD. There is an opportunity to improve permeability to CBD South under the railway, connecting cultural precincts.

Legend

- Master Plan boundary
- Parramatta CBD
- CBD North precinct
- SPIA growth area
- Auto Alley growth area
- Harris Park precinct
- Green open space
- Public space
- Church St high street
- Connector street to public space
- Arcade / laneway
- Railway line
- ① Civic Link
- ② Parramatta Square
- ③ Centenary Square
- ④ Powerhouse Museum



Parramatta CBD Strategic Context

Master Plan Boundary and Phasing

The Master Plan is proposed in two phases, with Phase 1 focusing on the eastern half of the precinct including Council-owned land, while Phase 2 focuses on Westfield and surrounding areas in the western half.

Master Plan Boundary
The CBD South Parramatta Precinct is bounded by the rail line to the north and east, Great Western Highway and Parkes Street to the south, and O'Connell Street to the west. The Precinct sits immediately south of Parramatta Station and forms a transitional zone between the redeveloping CBD core to the north and emerging growth areas to the south.

The Precinct includes Council-owned sites along Wentworth Street, substantial Westfield Parramatta landholdings, and a number of recently approved or emerging large-scale development sites.

For the purpose of this Master Plan, the CBD South Parramatta Precinct was broken into two phases to address the immediate need for a cohesive vision for the eastern precinct, which is experiencing increased development pressure:

- **Phase 1**: focuses on the eastern portion of the precinct, including Council-owned sites, the majority of Church Street, local streets and an interface with Jubilee Park at the southern edge.
- **Phase 2:** focuses on the western portion of the precinct, centred on Westfield Parramatta landholdings and surrounding development predominantly comprising mid-rise strata residential buildings.

This report addresses Phase 1 of the CBD South Precinct Master Plan only. All references to the Master Plan within this document relate to Phase 1 unless stated otherwise.



Parramatta CBD Strategic Context

Strategic Opportunities

CBD South's central location and cultural character create an opportunity to improve connectivity and amenity, with Council-owned sites providing a pathway to delivering key public outcomes.

Future Transport Strategy 2056, *2022*

CBD South Parramatta Precinct occupies a prime inner-city, station-adjacent location which has evolved incrementally with limited place-based guidance and public domain investment.

Development capacity is now being realised through individual development applications, however the existing public domain and built fabric does not adequately support a high-amenity, people-focused environment.

The Master Plan presents a timely opportunity to shape urban renewal in a coordinated way that strengthens connectivity, lifts public domain amenity and delivers lasting public benefit.

Cultural and Night-Time Economy Opportunity

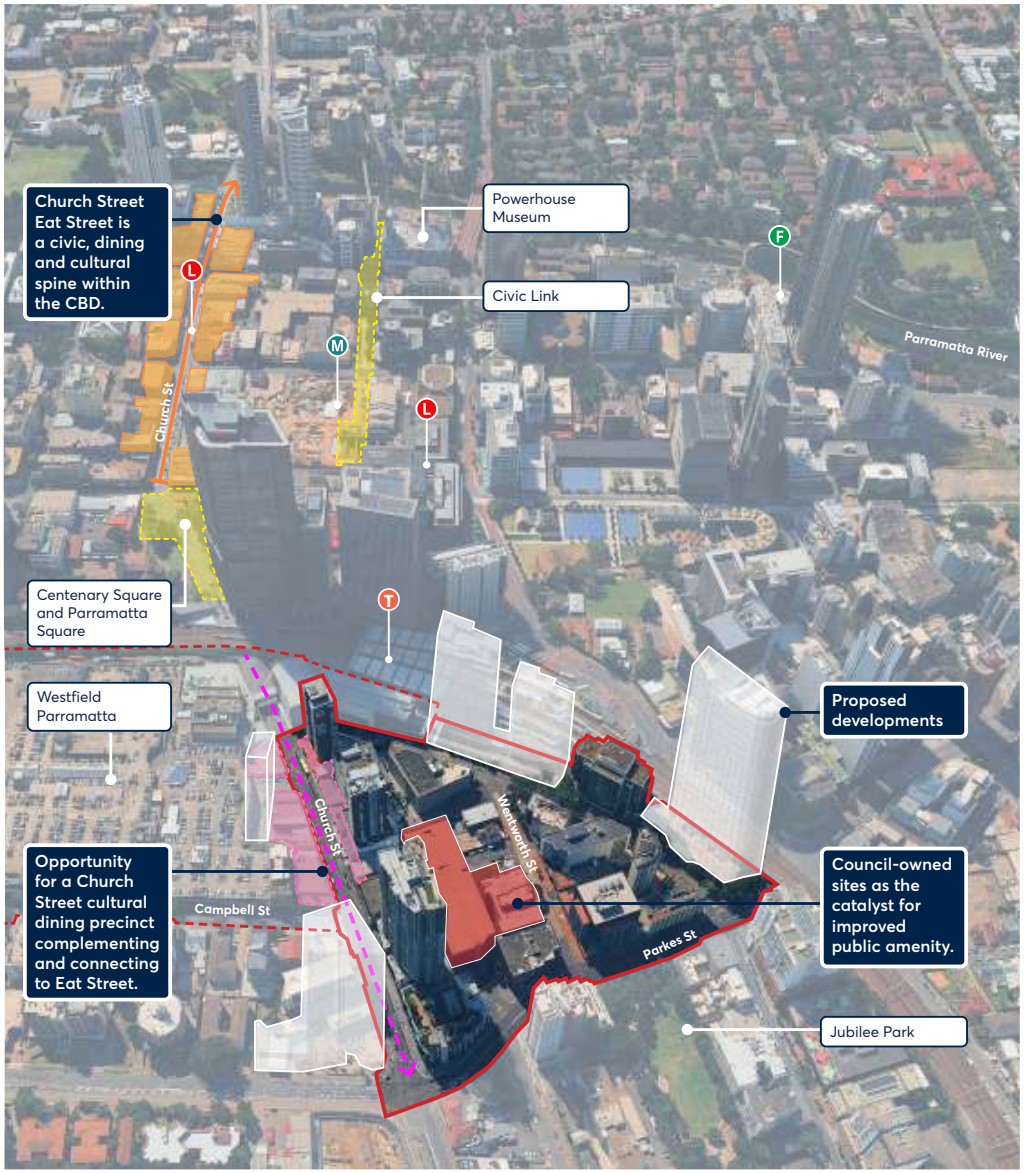
Parramatta 2050, the Community Strategic Plan and Council strategies identify the night-time economy as a key driver of CBD growth, increasing demand for culturally rich, dining-led and mixed-use destinations that operate beyond standard business hours and deliver broader public benefit. Council has endorsed a proposal to progress with a Special Entertainment Precinct area that includes this Precinct, which would offer a framework for extended trading hours while maintaining residential amenity.

A unique cultural identity has been established in the Precinct through a concentration of Asian dining and retail businesses along Church Street. There is an opportunity to conceive of a new cultural precinct which mirrors and connects to the mature Eat Street precinct in the northern section of Church Street, with supporting public-domain improvements in laneways and connecting streets to operate as a cohesive day-to-night environment.

Role of Council-owned Land in Precinct Renewal

Council-owned land plays a strategic role in shaping CBD South Parramatta Precinct's future urban structure and public outcomes. Located at the core of the precinct, these sites provide an opportunity to shape the urban block and offer breathing space within a crowded block, with integrated public-domain and civic space improvements.

With Council leading urban renewal as an anchor tenant, there is also an opportunity to integrate cultural infrastructure with new civic spaces to allow for the development and presentation of work by arts, cultural and creative industry workers.



Strategic Opportunities and proposed development in CBD South Parramatta Precinct - February 2026



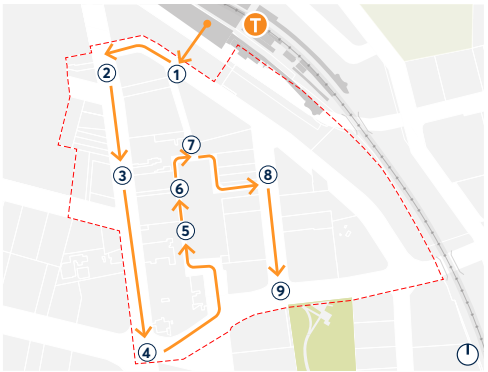
Contextual Analysis

Existing Character

CBD South Parramatta is shaped by Church Street's north-south spine and its immediate proximity to Parramatta Station, with laneways and small spaces offering strong potential for fine-grain movement and activation.

The CBD South Parramatta Precinct houses a diverse built form character, ranging from fine-grain buildings on Church Street and scattered heritage buildings to larger commercial and mixed-use developments, much of which is aging with capacity for renewal. Streetscapes outside of Church Street offer limited activation to the public realm, often with blank interfaces, inconsistent alignments and undercroft spaces. Ongoing construction activity is further altering the Precinct's character, reinforcing a condition of transition and change.

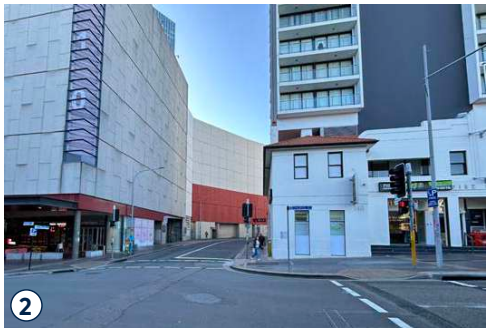
The Precinct is bounded by primary streets that enclose a fine-grain internal network of laneways, arcades and shared streets. While Church Street supports the highest level of activity, surrounding streets and laneways function largely as circulation and service spaces, creating a clear contrast between active edges and inward-focused environments that define the precinct's spatial character.



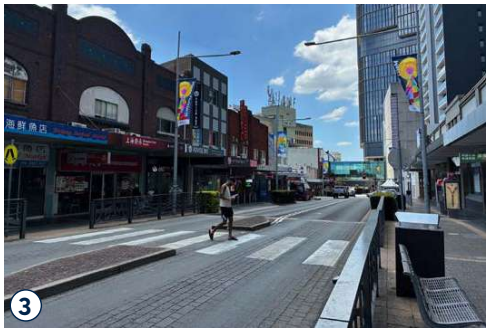
Site Plan



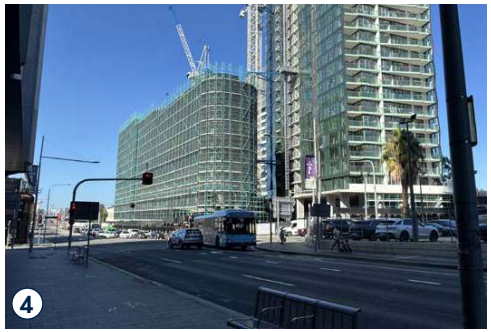
Existing Fire Horse Lane opposite the Wentworth Street Station exit, characterised by a tight, constrained and cluttered public domain dominated by vehicles.



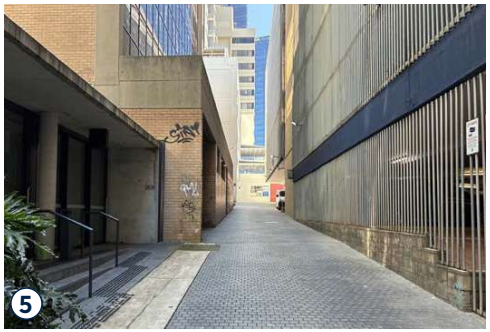
Heritage Fire Station building in foreground with large blank walls along the Westfield site on Fitzwilliam and Church Streets.



Church Street is framed by low-scale, fine-grain buildings, activated by Asian restaurants and shops with pedestrian barriers, a lack of trees, and limited pedestrian crossings.



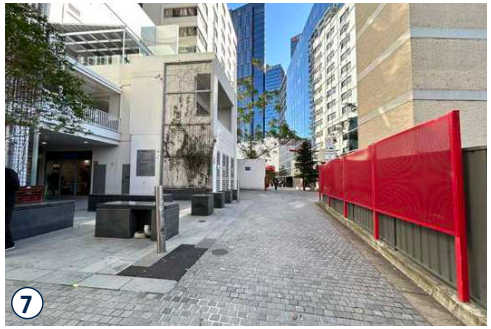
Busy State roads bound the Precinct to the south, creating a vehicle-dominated edge with limited public domain quality amid emerging urban renewal.



Fire Horse Lane accommodates mixed traffic and servicing, with the public car park forming a physical barrier and poor interfaces contributing to retail vacancy.



Rivoli Way is a narrow laneway with blank wall interfaces, terminating at the public car park, with only an indirect connection to Wentworth Street beyond.



Inconsistent building and public domain interfaces along Fire Horse Lane are activated by largely inactive arcades feeding in from Church Street.



19 Wentworth Street heritage item frames Woodhouse Lane, with Parramatta Station Car Park dominating the streetscape. Pedestrian movement is constrained by vehicles conflicts.



Jubilee Park (in the distance) provides public open space for the Precinct, however, vehicle conflicts and the barrier of Parkes Street limits its accessibility and use.

Site Analysis

The Precinct has evolved as part of the Parramatta CBD, shaped by a vision to support high-density growth, protect key public assets, and reinforce its role as a mixed-use precinct near transport hubs.

LEP Planning Controls

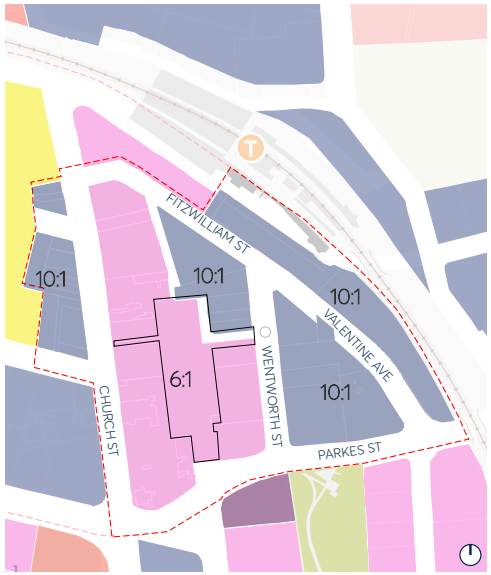
The Precinct includes a mix of land uses under the Parramatta Local Environment Plan (LEP 2023), with commercial development concentrated near the railway line and high-density mixed-use development across the remainder of the precinct. The envisioned range of uses serve workers, residents and visitors, reinforcing the Precinct's role as a key part of the Parramatta CBD.

Highest density controls are generally consistent with CBD North, however development capacity is shaped by solar access controls that step building heights down toward Jubilee Park to protect public amenity. These controls establish a transition in scale across the Precinct while enabling continued growth close to Parramatta Station.

Consistency with the LEP Controls

This Master Plan does not intend to adjust the LEP planning framework, which was revised in 2023. The Master Plan works within the current framework to achieve optimal design quality and amenity outcomes for the community.

FSR

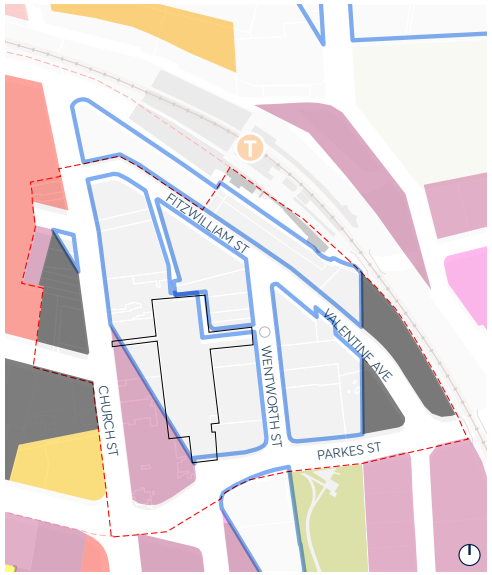


- The Precinct has maximum FSR controls of 6:1 and 10:1. This is generally consistent with the land surrounding the Precinct.
- Council-owned land is zoned with a maximum 6:1 FSR.

Legend

- Master Plan Boundary
- 4.2:1
- 6:1
- 6.5:1
- 7.2:1
- 10:1
- Council-owned Land

Height



- Building heights in the Precinct are largely subject to solar access plane controls to protect Jubilee Park. This solar plane shapes the range of heights in the Precinct, framed by taller towers along the northern, eastern and western edges with maximum heights ranging from 80m to 200m.
- Council-owned land sits under the solar access plane.

Legend

- Master Plan Boundary
- Solar Access Plane
- 36m
- 80m
- 118-120m
- 180m
- 200m
- Council-owned Land

Land Use



- The Precinct consists of E2 Commercial Centre zoning directly south of the railway line, while the rest of the Precinct is zoned mixed use, allowing for residential development.
- Council-owned land is zoned for mixed use development.

Legend

- Master Plan Boundary
- E2 - Commercial Centre
- MU1 - Mixed Use
- SP2 - Railway Corridor
- SP2 - Classified Road
- RE1 - Public Recreation
- Council-owned Land

Site Analysis

CBD South Parramatta is a strategically located precinct, shaped by proximity to major transport infrastructure and an established cultural dining scene which influences movement patterns, redevelopment capacity and local character.

Summary

The CBD South Parramatta Precinct sits south of the railway line and, while strategically close to Parramatta Station and the bus interchange, is physically separated from CBD North by the rail line.

Church Street continues its role as the area's high street, balancing bus and vehicle movement with active dining and retail uses, while Fitzwilliam Street manages heavy pedestrian and vehicular flows to and from the station. Local streets and laneways convey traffic and pedestrian movements, with limited activation and a fragmented character.

Pedestrians rely on a complex network of private arcades and laneways to navigate the Precinct's large block structure, which lacks true permeability and legibility due to the Council public car park acting as a blockage at the heart of the precinct. Council owned land therefore presents a key opportunity to transform the Precinct with improved amenity and connectivity.

The area lacks its own public open spaces, relying on areas outside of the precinct accessed by convoluted pedestrian routes with heavy traffic, limited tree cover and a congested, aging public domain.

Local Traffic and Street Hierarchy

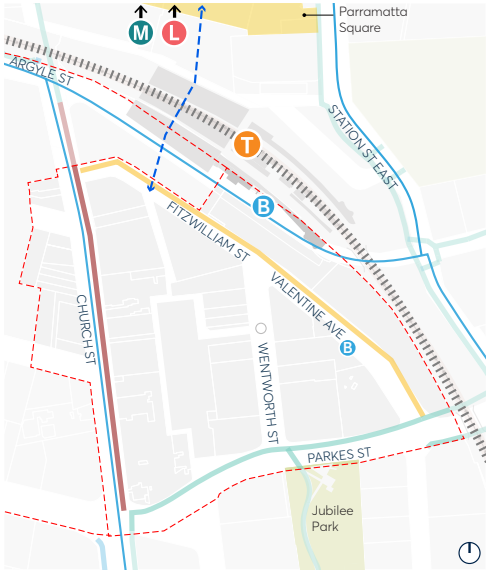


- Fitzwilliam Street connects the Precinct to Parramatta Station, supporting both pedestrian and vehicle movements.
- Church Street carries through-traffic between Argyle Street and Parkes Street and functions as the Precinct's high street. It also connects pedestrians to CBD North under the rail line.
- Wentworth Street, Valentine Avenue and shared laneways support slower local movement, servicing, and access to public car parking for the broader CBD.

Legend

- Master Plan Boundary
- Council-owned Parramatta Station Car Park
- Privately-owned Car Park
- State Road
- Regional Road
- Local Road
- Shared Laneway
- Closed Road

Public and Active Transport



- The Precinct is well connected to transport, with direct access to heavy rail, light rail, bus and metro services. The rail line physically separates it from CBD North, with constrained pedestrian connections.
- Church Street allows bus movement between southern Parramatta and Argyle Street, with replacement bus services in Valentine Avenue.
- Parramatta Bike Plan identifies active connections, however no formalised bike paths are yet provided.

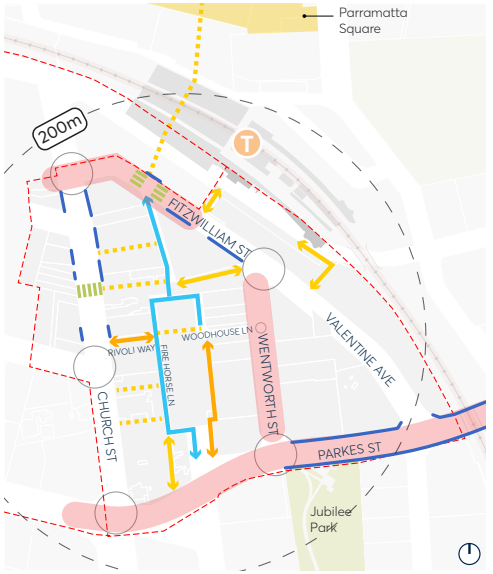
Legend

- Master Plan Boundary
- Bus Route
- Westfield Connection to Parramatta Square

Parramatta Bike Plan 2024

- Shared path
- Painted cycleway
- Mixed traffic

Pedestrian Connectivity



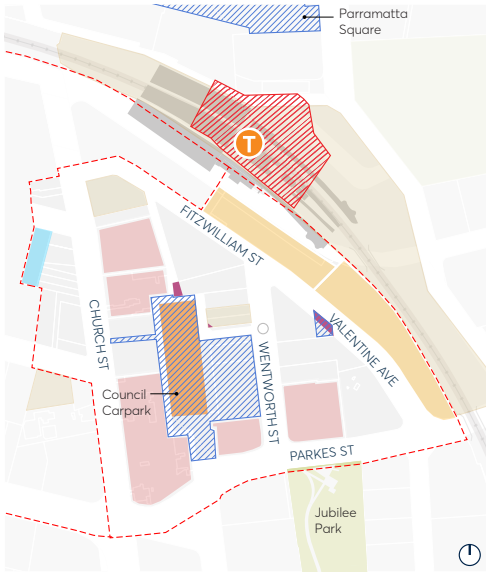
- The Precinct is triangular, shaped by the train line and distinct from the broader CBD's regular grid layout. This results in large block lengths without adequate permeability.
- Internal arcades along Church Street support local permeability without broader connections.
- Rivoli Way is terminated by the Council public car park, limiting movement and wayfinding through the Precinct.

Legend

- Master Plan Boundary
- Pedestrian Crossing
- High Traffic Zone
- Pedestrian Barrier
- Shared Way
- Arcade/ Internal Link
- Open-to-Sky Link (private)
- Open-to-Sky Link (public)

Site Analysis

Development Potential and Heritage



- The Precinct contains proposed developments of extreme density, signaling upcoming urban renewal.
- Council-owned land at the heart of the precinct has capacity to shape the urban block structure and deliver public space.
- It is assumed that recently constructed Strata buildings or those without redevelopment potential will remain, however there is significant potential for renewal in the precinct under the planning framework.

Legend

- Master Plan Boundary
- Council-owned Sites
- Council-owned Parramatta Station Car Park
- Land Reservation Area (LRA)
- Heritage Item
- State Heritage Item
- Strata Titled Land (unlikely to be redeveloped)
- Approved Development
- Proposed Development

Ground Floor Activation

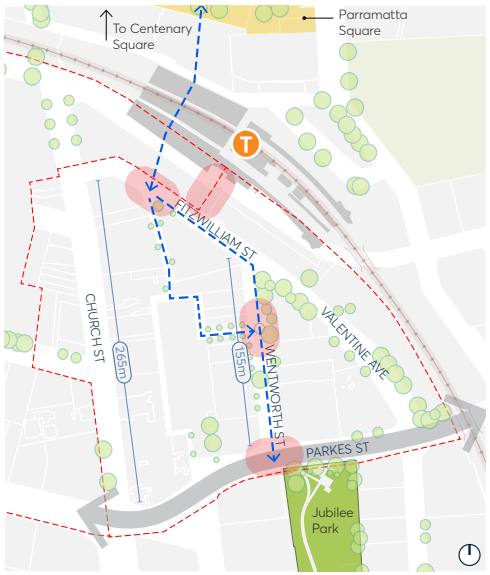


- Church and Fitzwilliam Streets offer restaurants, cafés, retail and supermarkets. Asian restaurants dominate the food offering, reflecting a strong dining culture.
- Fire Horse Lane supports servicing for the block, with inactive edges despite heavy pedestrian use, contributing to safety concerns. The remaining local streets are largely inactive, resulting in a dull public domain to move through rather than dwell in.
- Adjacent to the Precinct is Westfield, the primary retail attraction in Parramatta.

Legend

- Master Plan Boundary
- High Street
- Shared Service Laneway
- Activated Ground Floor - Cafes and restaurants
- Activated Ground Floor - Retail
- Vehicle Entry/ Exit

Public Domain and Open Space

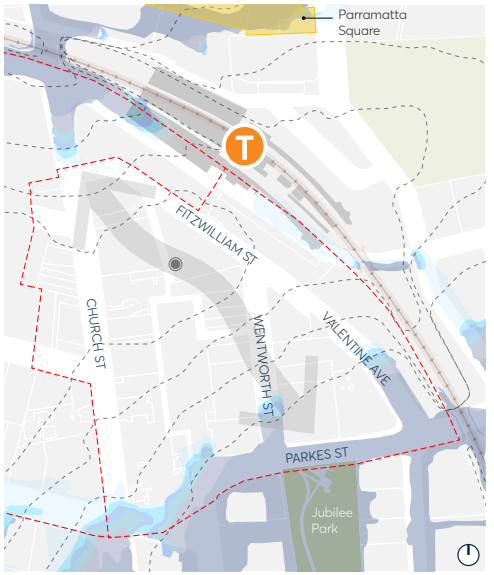


- The Precinct lacks public open spaces, relying on nearby areas such as Parramatta Square and Jubilee Park. Access to these spaces is restricted by major barriers, including Parkes Street and the rail line.
- Walkability is constrained in local streets by vehicular conflicts and a cluttered, narrow public domain.
- Tree canopy is sparse on Church Street and Fitzwilliam Street, further reducing pedestrian comfort and amenity.

Legend

- Master Plan Boundary
- Jubilee Park (open space)
- Parramatta Square (civic space)
- Pedestrian Barrier
- Walking Route between Public Open Spaces
- Pedestrian impediment
- Existing Tree

Topography and Flood



- The topography is relatively steep, falling away from Fitzwilliam Street to Church and Parkes Streets, which are flood prone. The public domain, ground floor of buildings and street walls will require a sensitive design approach in response.

Legend

- Master Plan Boundary
- Direction of Slope
- 2m Contours
- Flood Prone Areas
- High Point

Constraints

The Precinct is constrained by traffic congestion, with various areas of pedestrian conflict. The train line is a major barrier and disconnection between the north and south of Parramatta CBD.

Irregular Urban Fabric

The Precinct is characterised by an irregular urban fabric with long block lengths, fragmented by laneways and arcades with sloping terrain, contrasting with the formal grid and connected civic space network north of the railway line.

Mid-Block Physical Barrier

The Council-owned Parramatta Station Car Park acts as a major physical and visual barrier at the centre of the Precinct, reducing connectivity and wayfinding.

Constrained Public Domain

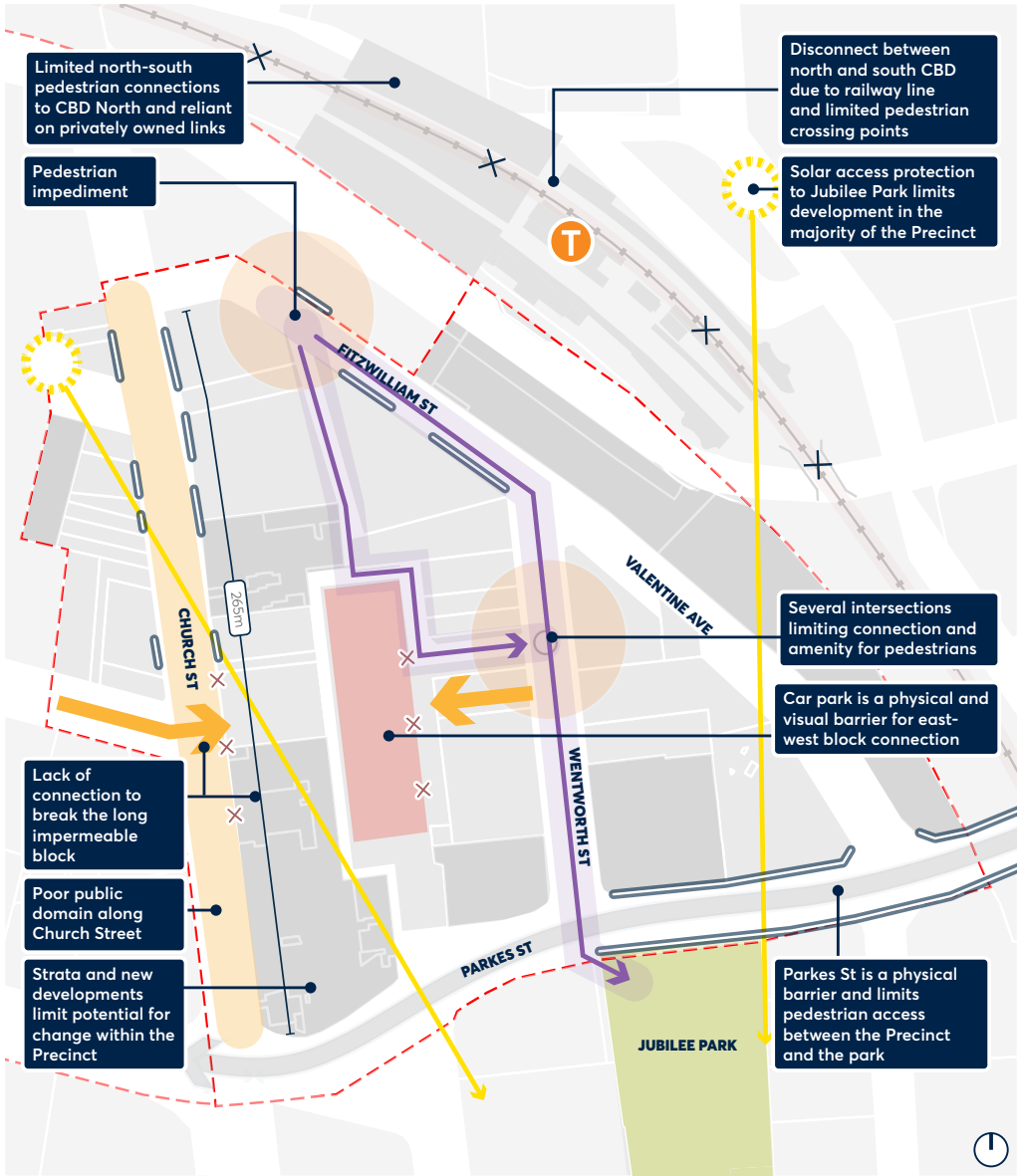
A complex network of local streets and service lanes with narrow, cluttered footpaths create frequent vehicle conflicts with pedestrians and limits the quality and usability of the public domain.

Lack of Public Open Space

The Precinct lacks dedicated public open spaces, relying on Parramatta Square and Jubilee Park for amenity. As development intensity increases, unsustainable pressure will be placed on these spaces.

Lack of Active Transport

Cycle paths are concentrated on the Precinct edges, with limited internal links creating network gaps.



CBD South Parramatta Precinct Constraints

Opportunities

The Precinct has opportunities to enhance connectivity and public amenity to act as Parramatta's southern gateway. Church Street can become a food and nightlife destination, while local streets and laneways can offer walkability and new public spaces.

Prioritise Pedestrians and Active Transport

There is an opportunity to simplify traffic movements within the precinct to remove conflicts with pedestrian movements and upgrade the public domain for improved walkability and cycling.

Introduce Public Open Spaces

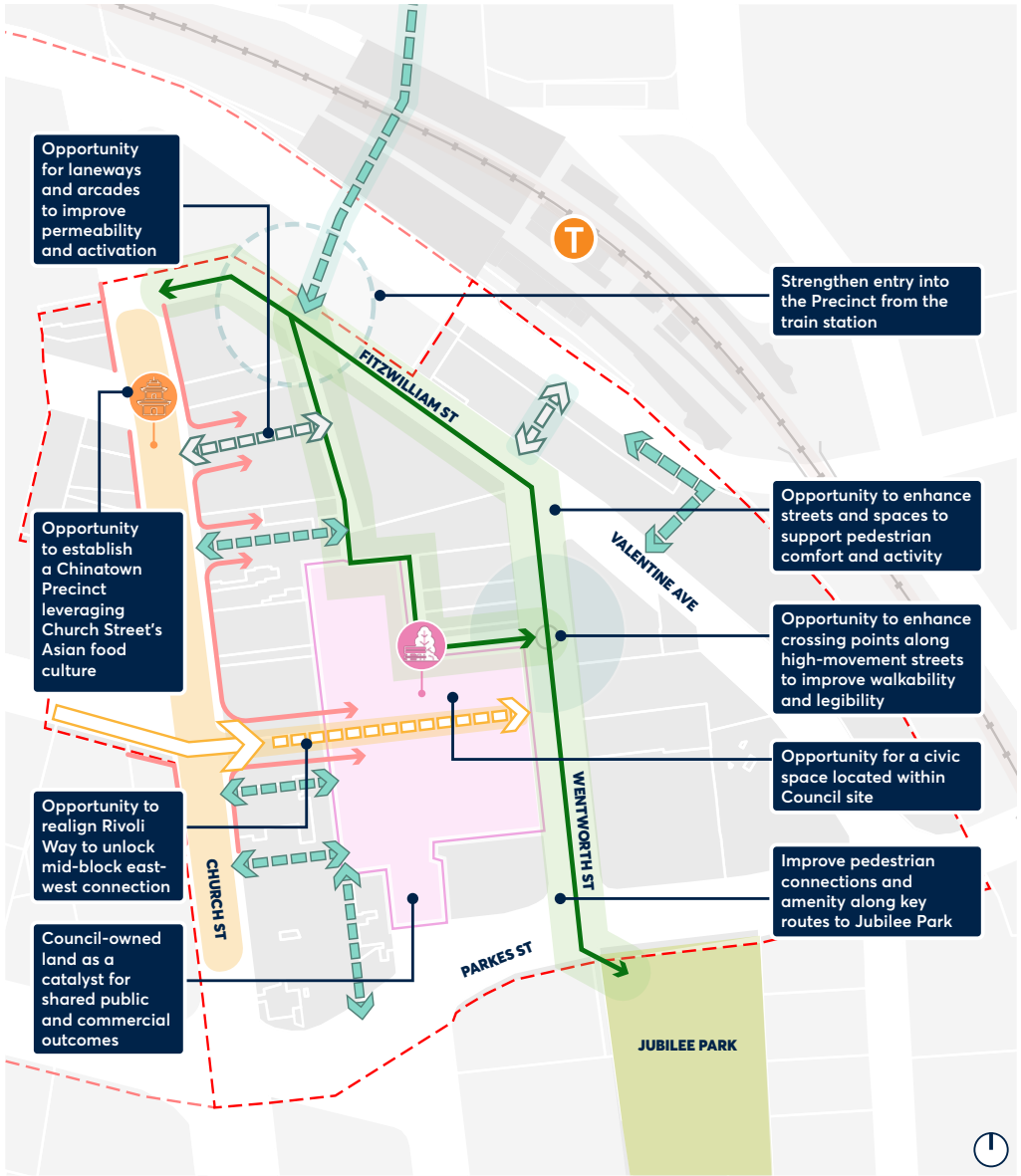
Council-owned land offers an opportunity to introduce a public space at the heart of the Precinct that provides relief from high density and connects local streets and laneways.

Unlock Mid-Block Permeability

The Council-owned Parramatta Station Car Park presents a critical opportunity to address a major mid-block barrier, allowing realignment of Rivoli Way to connect Church Street and Wentworth Street.

Create a Chinatown Cultural Destination

The existing Asian food culture on Church Street presents an opportunity to create a Chinatown dining destination, with potential to expand into underutilised laneways and arcades, with activated arcades offering convenient, vibrant connections through the Precinct. Council endorsement of an expanded Special Entertainment Precinct boundary to include the Precinct can support this opportunity.



CBD South Parramatta Precinct Opportunities

Opportunities - Local Places

Four key local places have been identified within the CBD South Parramatta Precinct, each with distinct opportunities to deliver improved public amenity and a unique local character.

1. Fitzwilliam Street

Fitzwilliam Street offers an opportunity to function as a gateway into the Precinct, allowing for wayfinding from the train station to destinations within the Precinct, with public domain upgrades to prioritise pedestrians.

2. Church Street

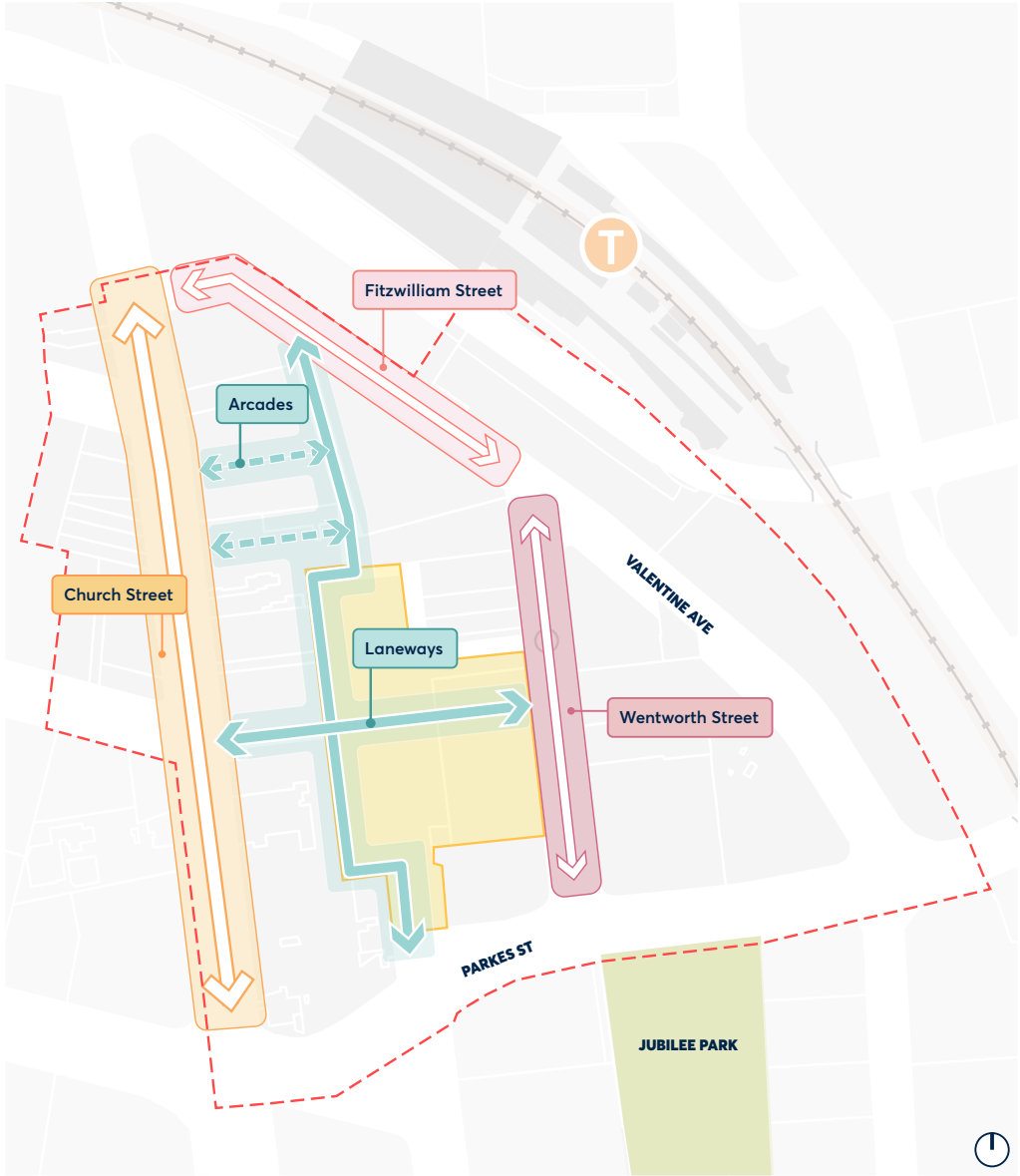
Church Street presents an opportunity to reinforce its role as a high street, with its established cultural Asian food identity able to extend into adjoining arcades and laneways to create a food and nightlife destination.

3. Laneways and Arcades

Rivoli Way, Fire Horse Lane and arcades present opportunities to introduce fine-grain connectivity through the Precinct, with characterful, intimate spaces supporting vibrant activity and local identity.

4. Wentworth Street

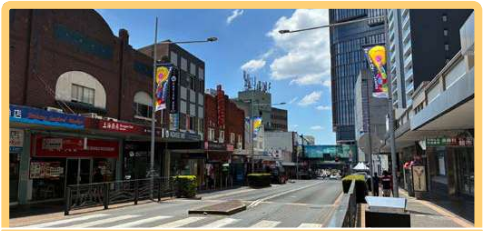
Wentworth Street holds a pivotal opportunity as a primary pedestrian connection between Parramatta Station and Jubilee Park, with Council-owned land able to support walkability, connectivity and space for community in the heart of the Precinct.



Identified opportunities for CBD South Parramatta Precinct



1. Fitzwilliam Street



2. Church Street



3. Laneways and Arcades

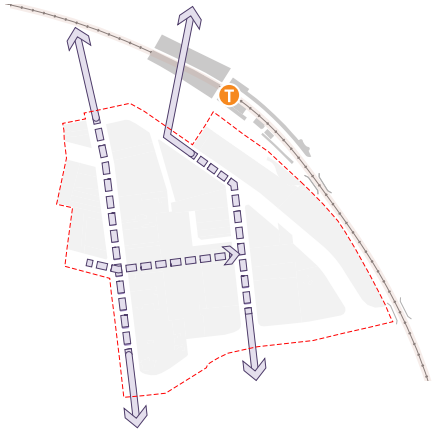


4. Wentworth Street

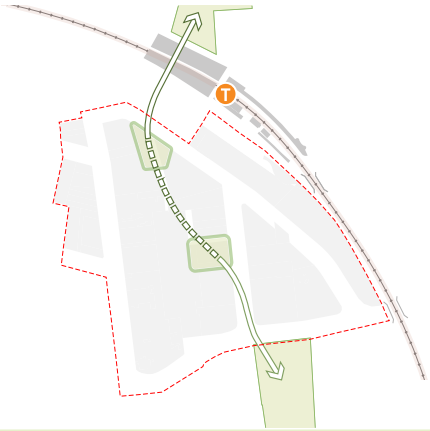
Urban Design Principles

Based on the identified constraints and opportunities within the Precinct, urban design principles were established to guide the development of the Master Plan.

P1 Connect urban renewal areas to the CBD and transport hubs
Optimise the flow of transport, remove barriers to pedestrian movement and provide public domain amenity to renew the precinct and connect the broader locality.



P2 Create new public spaces for community gathering
Create a connected network of public spaces between Parramatta Square and Jubilee Park where people can gather, connect and enjoy community events.



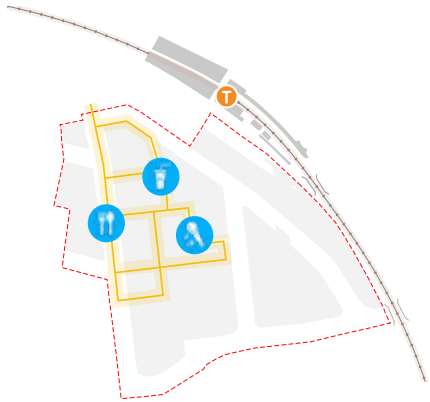
P3 Improve connections between streets and public spaces
Create convenient, vibrant links between streets and new public spaces with upgraded laneways and arcades.



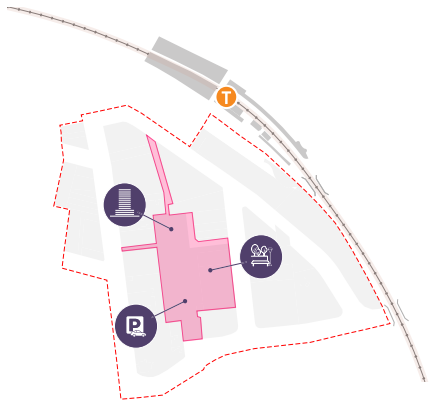
P4 Make walking and cycling easier, safer and more comfortable
Prioritise pedestrians and cyclists in local streets by reducing vehicle conflicts and providing wider footpaths, street trees and places to dwell.



P5 Establish Parramatta Chinatown as a vibrant cultural destination
Provide lighting, signage and public art to establish a Chinatown precinct in Church Street, spilling into vibrant laneways and anchored by a new square.



P6 Redevelop Council land to provide public amenity at the heart of the precinct
Leverage Council-owned land to anchor and connect the precinct, balancing development capacity with public benefit in laneways and public spaces.



Council-Owned Land Redevelopment Options Testing

Redevelopment options on Council-owned land were tested to understand how different spatial arrangements could balance development yield and public benefit.

Purpose
Council, as a key landowner within the CBD South Parramatta Precinct, has the potential to deliver public benefit concurrent with redevelopment of its landholdings. The purpose of this testing was to explore various scenarios which achieve higher development capacity balanced with placemaking outcomes and the delivery of high-quality public amenity.

Methodology
Three schemes were explored:

- Creation of a large public open space with limited development capacity;
- Achieving the highest development capacity with limited public benefit; and
- Delivering a public square balanced with increased development capacity.

Each scheme was assessed against the established urban design principles relating to connectivity, public space, walkability, cultural activation, and delivery of public amenity on Council land.

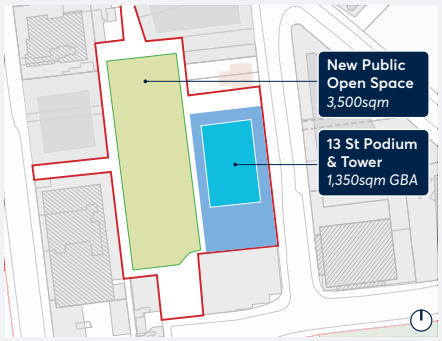
Outcome

- **Step 1:** Scheme 3, Public Space and Development Yield, was selected as it balances development potential with improved public amenity by providing a public plaza.
- **Step 2:** Option 3, Urban Plaza on Wentworth Street, was selected as it delivers an urban plaza along Wentworth Street that celebrates the adjoining heritage building, activates the street edge through outdoor dining to support safety and placemaking, and provides a critical mid-block connection between Church Street and Wentworth Street.

Step 1: Council-owned land redevelopment testing

Scheme 1: Large Public Open Space

Creates a large rectilinear open space but delivers low development potential. It is **not suitable** for further testing as it does not achieve development yield, amenity or visual security to the open space.

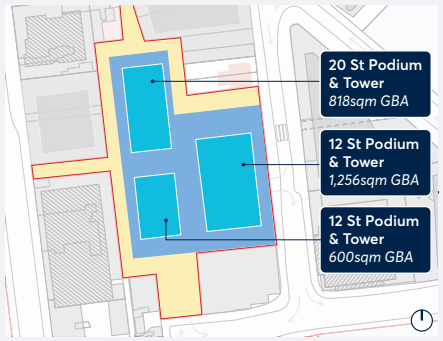


Achieves Urban Design Principles:

P1 P2 P6

Scheme 2: Highest Development Capacity

Delivers the highest development yield (approx. 5.6:1 FSR / 36,000 sqm GFA) but is **not suitable** for further testing due to limited public benefit and poor built form outcomes.

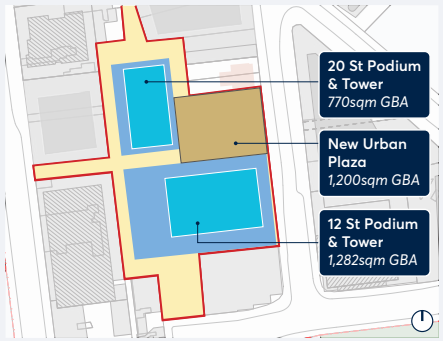


Achieves Urban Design Principles:

P1

Scheme 3: Public Space and Development Yield

Delivers high development capacity (approx. 4.5:1 FSR / 36,000 sqm GFA) and an urban plaza. It is **suitable** for further testing as it balances public benefit and development yield.



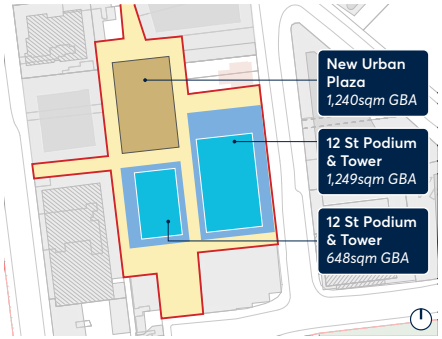
Achieves Urban Design Principles:

P1 P2 P3 P4 P5 P6

Step 2: Location of an Urban Plaza

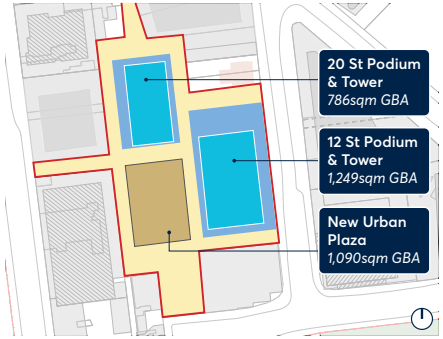
Option 1: Urban Plaza in Interior of Block - North

The location is **not suitable** due to isolation from public streets, very low solar access, and the absence of a mid-block connection.



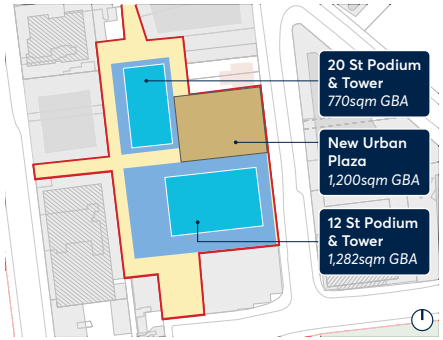
Option 2: Urban Plaza in Interior of Block - South

The location is **not suitable** due to isolation from public streets, very low solar access, poor desire-line connections to the station, and the absence of a mid-block connection.



Option 3: Urban Plaza on Wentworth Street

The location is **suitable** as it fronts a public street, improves pedestrian connectivity, provides a mid-block connection and delivers a new community gathering space on Council-owned land.





Community Engagement

Community Insights

Community feedback helped refine the Master Plan, with residents, businesses and stakeholders sharing their support, ideas and concerns through surveys, in-person engagement sessions and written submissions.



What the community loves about South CBD

A vibrant destination

The vision for a lively Precinct centered on food, culture, events and community was strongly supported and seen as an opportunity to create a unique destination for Parramatta.

Walkability and connectivity

The focus on walkability, safer crossings and improved connections to Parramatta Station and the city centre was strongly supported.

Activated laneways

The activation of laneways and arcades through hospitality offerings, cultural activities, public art and lighting was welcomed as an opportunity to bring new life to the Precinct.

A new community gathering space

The vision for a new public square and community gathering space resonated strongly, with many seeing it as the future civic heart of the Precinct.

Culture and character

The vision for a culturally vibrant destination that celebrates Chinese heritage and reflects the diversity of the local community resonated strongly with many respondents.



What the community is concerned about

Cultural representation

Some respondents would like the Precinct's cultural identity to reflect the broader diversity of Parramatta's multicultural community.

Traffic and accessibility

Community members were concerned about the potential impacts of future street and traffic network changes on vehicle movements, access and traffic flow throughout the Precinct.

Parking provision

Many respondents expressed concern that redeveloping the Council car park could reduce parking supply and affect access to local businesses, services and the wider precinct.

Business impacts

Community members expressed concern about the potential loss of established businesses and its impact on the precinct's character and identity.

Safety and amenity

Concerns were raised about balancing increased activity with the need for safe, well-managed public spaces and the protection of residential amenity.



How the vision resonated with the community

A new civic destination

The vision for transforming the CBD South Precinct into a vibrant destination for residents, visitors and workers resonated strongly with many respondents.

Prioritising People and Place

The emphasis on walkability, public spaces and a more people-focused public domain align with community aspirations for a more liveable city centre.

Celebrating Culture and Diversity

Respondents connected with the vision of a culturally vibrant precinct, while also expressing a desire for broader multicultural representation.

A Vibrant Nighttime Economy

Respondents welcomed the potential for dining, cultural events and activated laneways to support a thriving and welcoming night time economy.

Transforming an Underutilised Precinct

The ambition to revitalise a tired and underutilised area of Parramatta was widely supported as an opportunity to create a more vibrant and attractive precinct.

" The area must be at the heart of a liveable city while also catering to visitors and workers."

"We have a unique opportunity to showcase and celebrate what Western Sydney has to offer and create a unique world-class destination which we can be proud of and which will put Parramatta on the map."

"There needs to be diversity of offering that cater to different audiences not just in terms of food but also art and activities."

"Parramatta's Chinatown should have its own character distinct from that of existing areas with a Chinatown feel."



Community quotes from community engagement

Community Engagement

Online and Hardcopy survey

18 May - 23 June 2026

Promotion by notification letters, a media release, social media ads, on-street posters

190
Survey responses

12
Email submissions

49% male
47% female

25-34 years
Top age group with 33%

72%
Surveyors live in the area

78% replied **"yes"** to the overall vision for the Master Plan

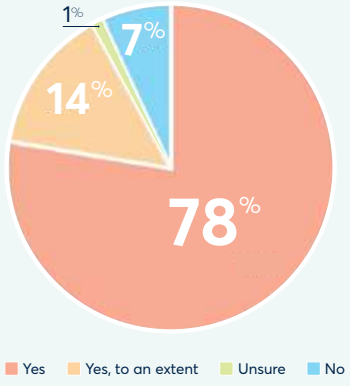
Community Engagement with **3** pop-up and drop-in sessions

CBD South Parramatta

Precinct Vision

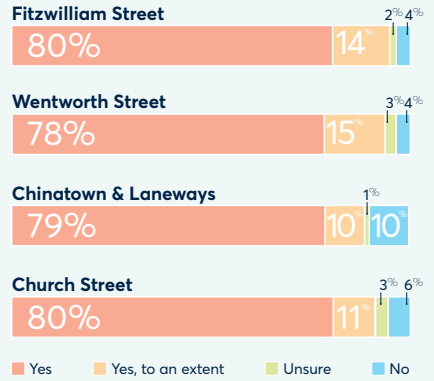
"CBD South Parramatta Precinct will become a lively destination where people gather over food, culture, and community. Chinatown eateries activate intimate laneways and arcades, filled with public art and light features, creating a vibrant nightlife destination. A new city square offers space for markets, cultural events and gathering, active day and night. The Precinct connects growing residential areas to the CBD and transport hubs with streets that are reshaped for people, with wider footpaths, safer crossings, street trees and cycleways."

*Do you support the overall vision?**



Local Places

*Do you support the proposal in this location?**



*Data is from online Survey responses only

Key Themes

from the Community Submissions

Economic Development & Activation
Business viability and retail opportunities, precinct activation and night-time economy.

Public Spaces & Community Amenity
Open spaces, landscaping and tree canopy, safety, lighting, community facilities and gathering places.

Walking, Cycling & Connectivity
Pedestrian and cyclist safety, accessibility, wayfinding, laneway and arcade connections.

Culture & Character
Chinatown, multicultural identity, heritage, public art, events and festivals.

Transport, Access & Parking
Vehicle access and movement, Council carpark retention, pick-up and drop-off facilities, taxi locations, connections to public transport.

Community engagement survey feedback



Farmers Market pop-up session



PHIVE drop-in session



Farmers Market pop-up session



Vision



CBD South Parramatta

Vision Statement

CBD South Parramatta Precinct will become a lively destination where people gather over food, culture, and community. Chinatown eateries activate intimate laneways and arcades, filled with public art and light features, creating a vibrant nightlife destination. A new city square offers space for markets, cultural events and gathering, active day and night. The Precinct connects growing residential areas to the CBD and transport hubs with streets that are reshaped for people, with wider footpaths, safer crossings, street trees and cycleways.

This image is indicative only.

Master Plan



CBD South Parramatta Precinct Master Plan

Legend

T Parramatta Station entry

Fitzwilliam Street

1. One-way on Fitzwilliam St
2. Firehorse Lane Plaza
3. Separated cycle track
4. Widened public domain
5. Taxi pick-up/drop-off
6. Kiss and ride
7. New pedestrian crossing

Church Street

8. Upgraded public domain - lighting, public art, paving
9. New street trees

Laneways and Arcades

10. Realigned and upgraded Rivoli Way
11. Upgraded Firehorse Lane
12. Arcades

Wentworth Street

13. Woodhouse Square - new urban public space
14. One-way on Wentworth St
15. On-street car parking
16. Upgraded public domain - widened footpath
17. New street trees
18. New Pedestrian crossing

Valentine Avenue

19. One way on Valentine Ave
20. Separated cycle way

Council-Owned land

21. Redeveloped public car park, mixed-use buildings

Chinatown Precinct

Local Places

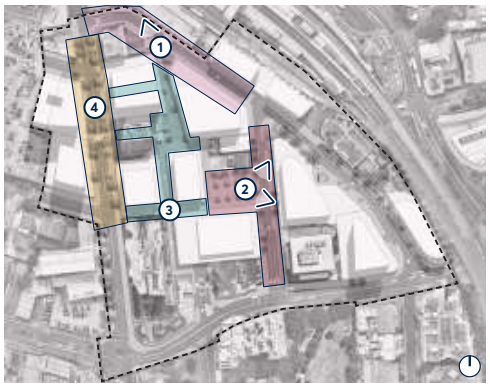
The vision for the Precinct is brought to life through four key local places, each with a distinct role in delivering the vision and guided by its own vision statement.

1. Fitzwilliam Street

Fitzwilliam Street welcomes people into the precinct, with a generous public domain, new urban plaza and eased congestion connecting people to transport and public spaces

2. Wentworth Street

Wentworth Street is a leafy pedestrian spine with a generous public domain that connects people to Jubilee Park and a new city square, for events, gathering and relaxation.



Key Plan

1. Fitzwilliam Street



Before



After

2. Wentworth Street



Before



After



Before - Woodhouse Lane



After - Woodhouse Square

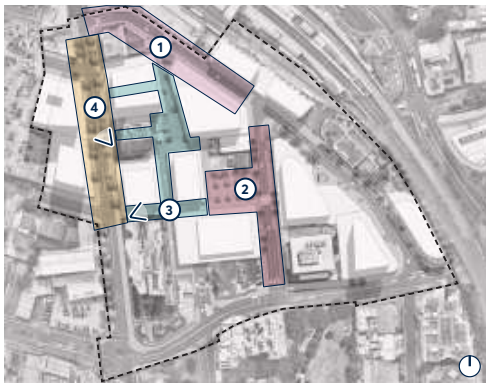
Local Places

3. Chinatown Laneways and Arcades

Intimate laneways and arcades are brought to life day and night as a vibrant Chinatown destination, with dining, lighting and public art, connecting the precinct and anchored by a new city square for markets and cultural events.

4. Church Street

Church Street celebrates its cultural identity, anchoring a new Chinatown Precinct and renewing its role as a leafy, lively high street that connects the CBD to South Parramatta.



Key Plan

3. Chinatown Laneways and Arcades



Before - Rivoli Way



After - Realigned Rivoli Way



Before - Fire Horse Lane



After - Fire Horse Lane

4. Church Street



Before



After



Local Places



Fitzwilliam Street

Fitzwilliam Street welcomes people into the precinct, with a generous public domain, new urban plaza and eased congestion connecting people to transport and public spaces.

Fitzwilliam Street

Fitzwilliam Street acts as a gateway into the Precinct, reinforced through improved connections to transport and key public spaces, traffic calming and public domain upgrades, including a new urban plaza.

Arrival to CBD South Parramatta Precinct
Fitzwilliam Street provides a welcoming arrival into the Precinct through a new public space, Fire Horse Plaza, connecting people between Parramatta Station and Church Street, the Chinatown laneways, Woodhouse Square, Wentworth Street and Jubilee Park.

Pedestrian Priority
Local traffic changes include one way circulation, reducing congestion and pedestrian conflicts to create a calmer street that is safe and comfortable for walking and cycling.

Public Domain Improvements
Wider footpaths, new cycling infrastructure and a refreshed public domain create a more generous streetscape where people can move comfortably. Fire Horse Plaza is a new public space with trees, seating and outdoor dining to gather and connect.

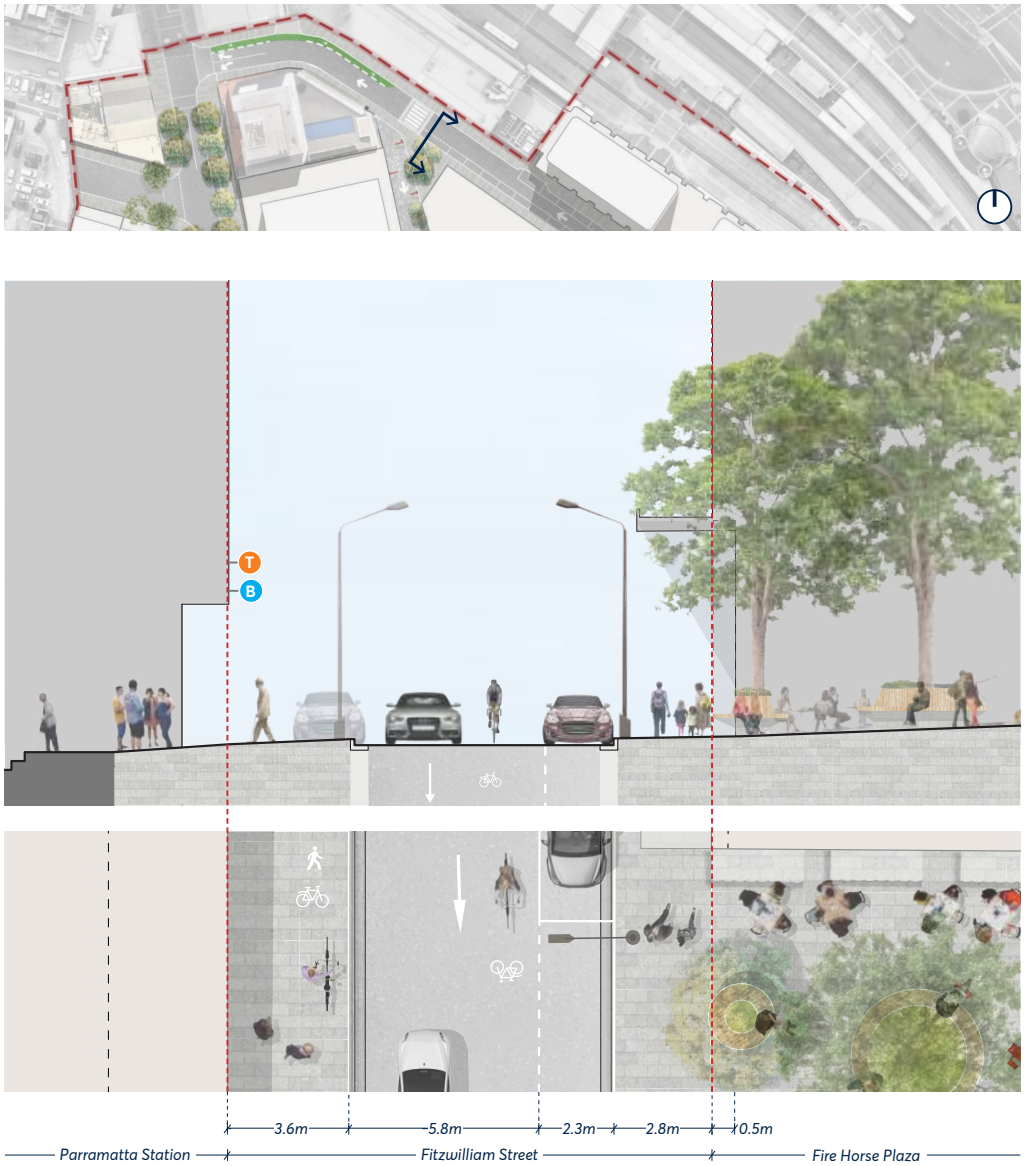


Key Plan



Fitzwilliam Street Plan

Fitzwilliam Street



Fitzwilliam Street Section



Church Street

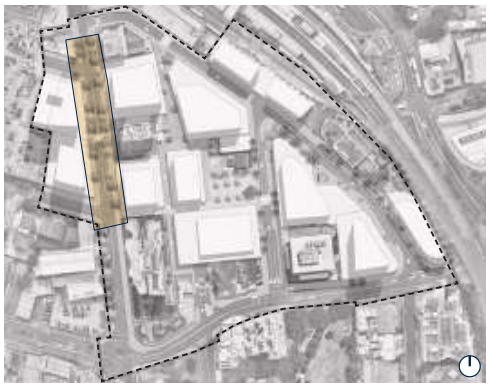
Church Street celebrates its cultural identity, anchoring a new Chinatown Precinct and renewing its role as a leafy, lively high street that connects the CBD to South Parramatta.

Church Street

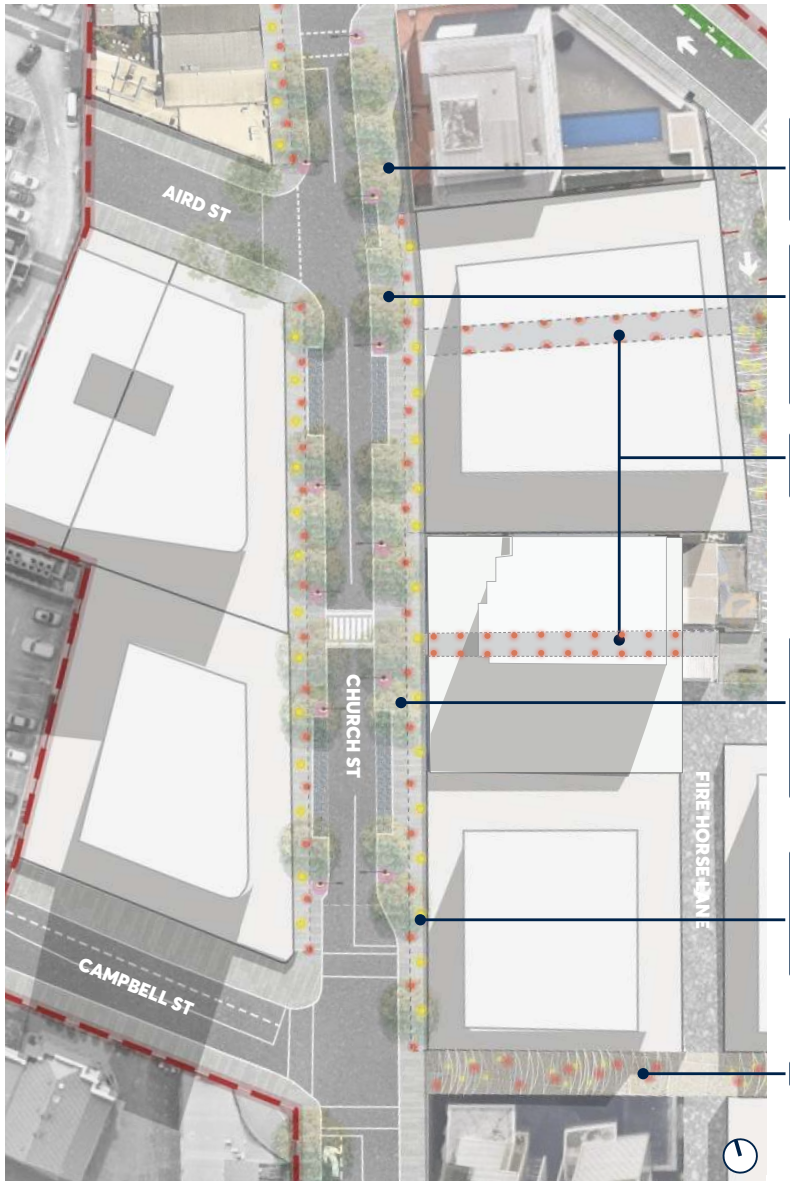
Church Street is Parramatta's high street, shaped around food, culture and everyday living. People come together and move comfortably through this lively and distinctive Chinatown destination.

Chinatown Cultural Identity
Church Street develops its cultural character as a dining destination, becoming the spine of a new Chinatown Precinct with streetscape improvements that support pedestrian comfort and place identity. Street trees, lighting, paving and signage help reinforce the street's role as a revitalised high street that complements and connects to Eat Street in CBD North.

Walkability and Connectivity
Walkability is prioritised, with shade trees, public domain improvements and fewer pedestrian barriers. Arcade and laneway connections are reinforced, promoting fine grain permeability into the broader street and public space network, including the Chinatown laneways.



Key Plan



Public Domain Upgrades
The outdated footpath is replaced and upgraded to meet the public domain standards for the CBD

New Signage and Lighting
Erection of signage and lighting provides a consistent and engaging Chinatown visual language, including flag signage, business signage, lanterns and under-awning lighting

Active Chinatown arcades connect Church Street to Fire Horse Lane

Removal of Pedestrian Barriers
Removal of fences and shrubs, pedestrian barriers that signalled a car - dominant street, contribute to a pedestrian-priority high street character

Street Trees
Planting of street trees creates a leafy high street character with improved visual and pedestrian amenity

Realigned Rivoli Way

Church Street Plan

Church Street





Church Street Section



Chinatown
Laneways and Arcades

Intimate laneways and arcades are brought to life day and night as a vibrant Chinatown destination, with dining, lighting and public art, connecting the precinct and anchored by a new city square for markets and cultural events.

Rivoli Way

Rivoli Way

The realigned Rivoli Way creates a fine-grain pedestrian environment connecting Church Street to the wider precinct through food, culture and lively public spaces.

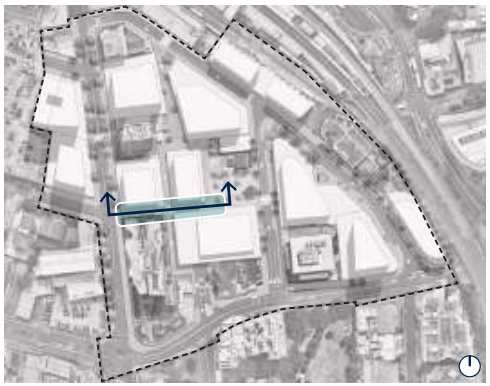
Rivoli Way
Rivoli Way sits at the heart of the Chinatown Precinct as a pedestrian-focused cultural destination, supporting movement and outdoor dining. Fine-grain food tenancies, lighting, public art and signage create active and intimate spaces with a distinct identity.

The existing laneway is realigned south to continue the Campbell Street view and movement corridor. It extends to the east, opening up to the new Woodhouse Plaza and Wentworth Street, allowing activities and events to spill into this larger community space.

The design, delivery and dedication of the laneway will require negotiations between Council and the landowner.



Rivoli Way Section



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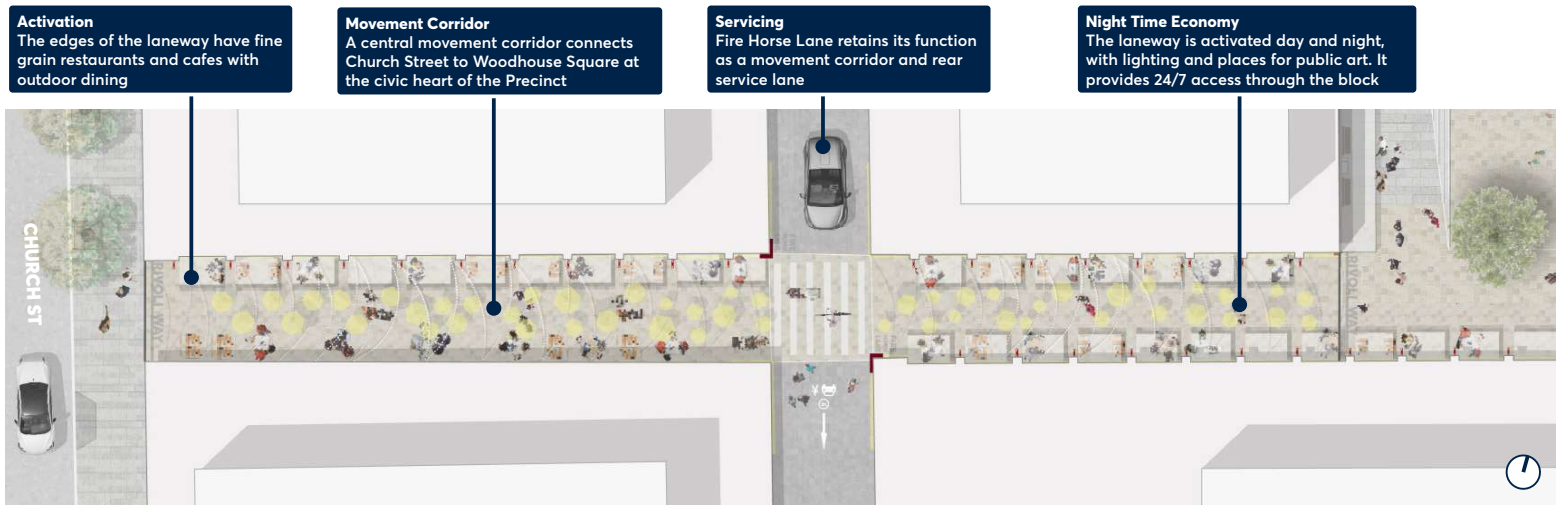


Rivoli Way Plan



Chinatown Laneways and Arcades
Fire Horse Lane

Fire Horse Lane

Fire Horse Plaza is a generous public space at the entry to the Precinct, designed to help people move to their destination, with opportunities to meet, relax and connect.

Movement and Connection

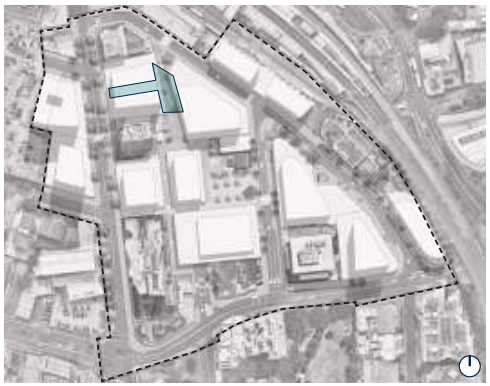
Fire Horse Plaza welcomes people into the Precinct, providing a generous space that helps people to meet, orient themselves and move easily between the train station, surrounding laneways and nearby public spaces. It sits at the intersection of Church Street, the Chinatown laneways and Wentworth Street.

Public Gathering and Identity

Street trees, seating, lighting and public art improve comfort and create an inviting place to spend time. This space acts as a gateway to Fire Horse Lane and the broader Chinatown Precinct.

Flexible Programming

The plaza supports everyday community use, including outdoor dining and informal seating. It can also be programmed for cultural activities as part of the broader Chinatown and public domain network.



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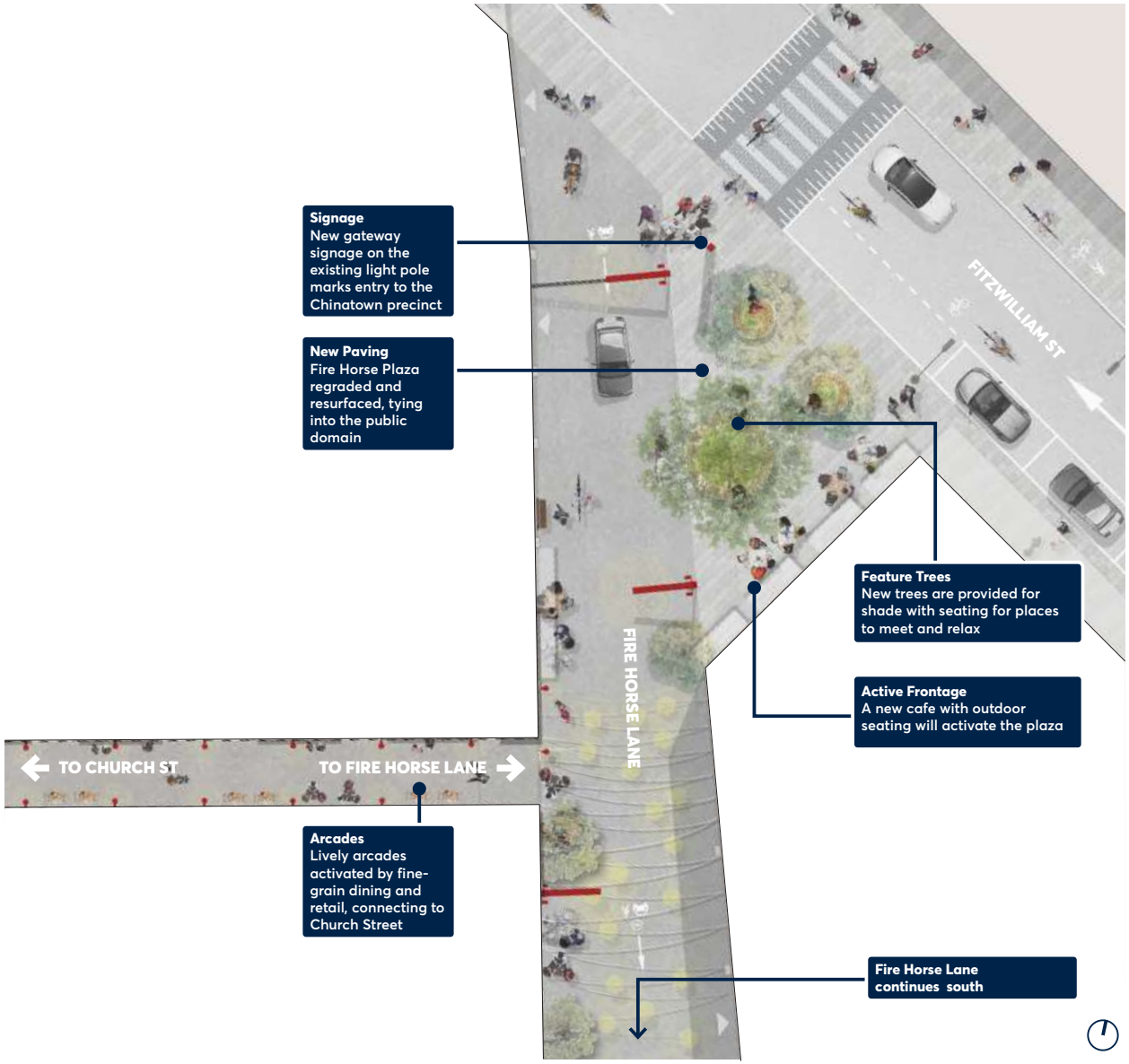


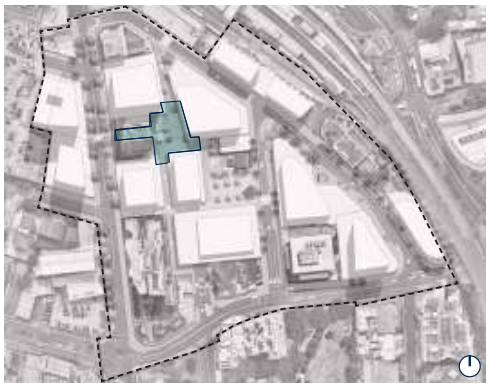
Fire Horse Plaza Plan

Fire Horse Lane

Fire Horse Lane knits together a fine-grain network or arcades connecting to Church Street and Rivoli Way, with a vibrant public domain balanced with the servicing needs of the Precinct.

Fire Horse Lane
Fire Horse Lane is a pedestrian-priority shared zone connecting Fire Horse Plaza, Rivoli Way and Woodhouse Square while allowing servicing to the rear of local streets.

An upgraded public domain, shade trees, lighting, signage and public art creates a vibrant space with a fine grain character, supported by connections through existing and new arcades which add to the intimate, vibrant character of the Chinatown Precinct.



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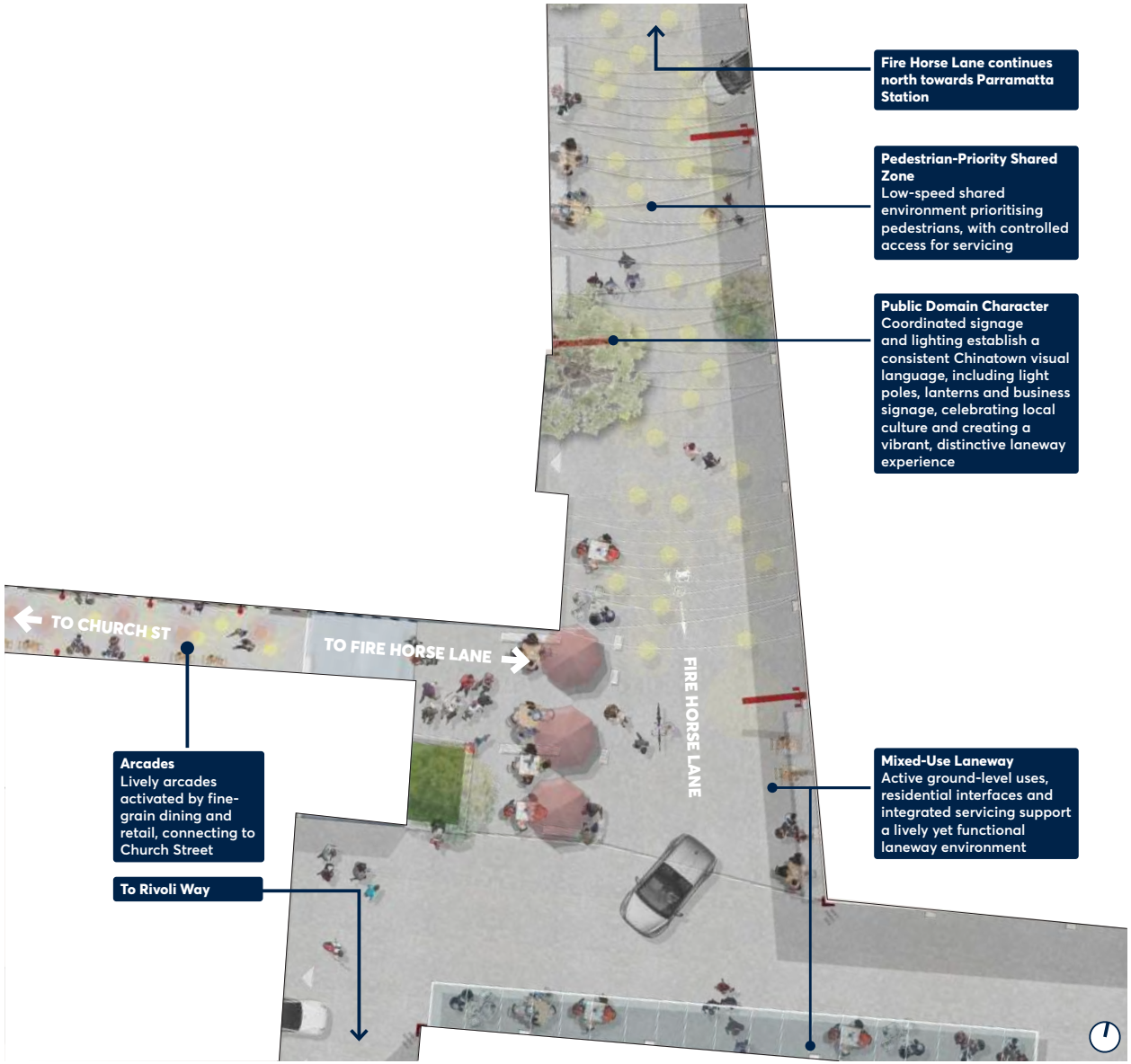


Fire Horse Lane Plan

Arcades

Existing and proposed arcades will be active, fine-grain links, extending and connecting Chinatown between Church Street and Fire Horse Lane.

Arcades Connectivity and Fine-Grain Activation
Existing arcades, which are not activated to their full potential, will be transformed into lively spaces with enhanced links between Church Street and Fire Horse Lane, creating an intimate pedestrian network that supports continuous movement, clearer wayfinding and greater integration with the wider public space system.

Chinatown Character
Arcades are integrated with the revitalised Chinatown Precinct, becoming a destination in themselves. Activated through fine-grain dining, retail, lighting and public art, the arcades support local businesses, attract visitors and create a distinctive, vibrant day-to-night identity for the Precinct.

Parramatta Retail Strategy
An action of the City Economy Strategy, proposed to be undertaken by Council by June 2027, the Parramatta Retail Strategy will inform how Council could grow and diversify the retail sector, including strengthening high-street retailing and helping to realise the vision for an activated arcade and laneway network.

Existing Arcades



Arcade through 127 Church Street



Arcade through 126 Church Street

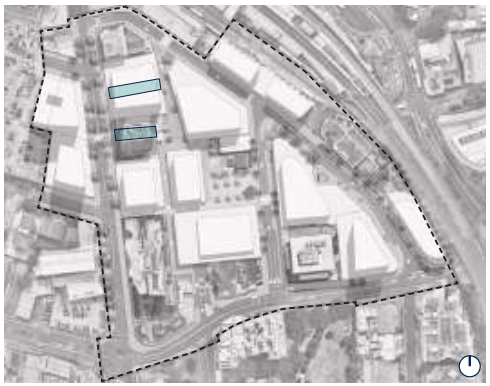
Potential Future Character of Activated Arcades



Entrance to an Arcade in Burwood Chinatown



Activated Arcade in Burwood Chinatown



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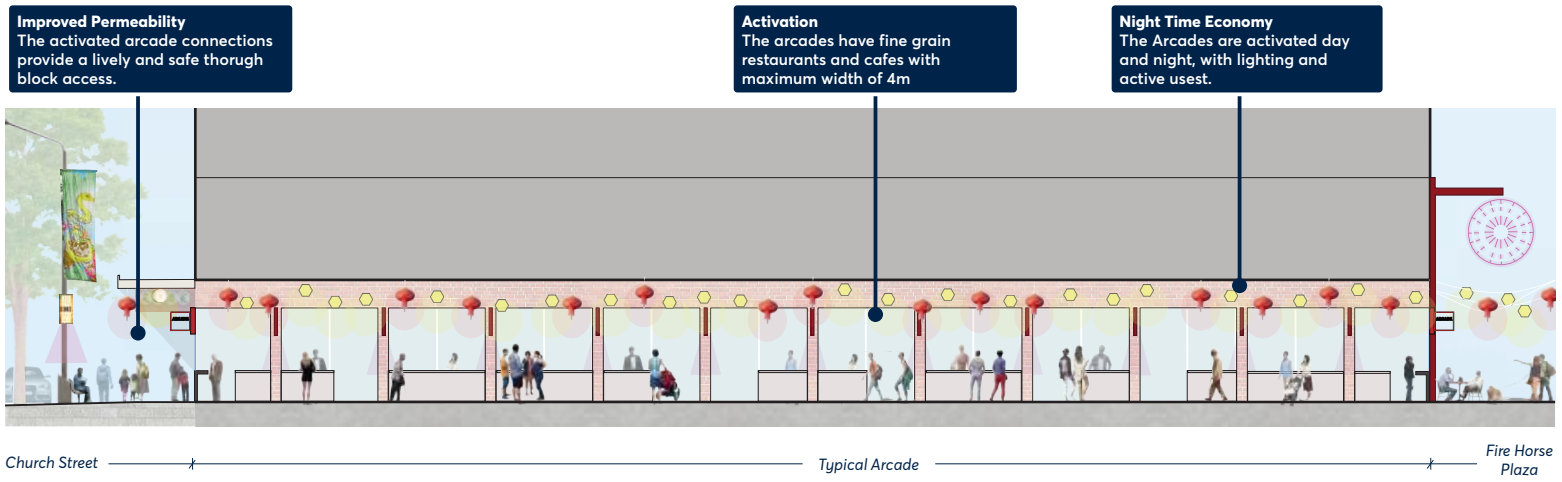


Section through a Typical Arcade (proposed)



Wentworth Street

Wentworth Street is a leafy pedestrian spine with a generous public domain that connects people to Jubilee Park and a new city square, for events, gathering and relaxation.

This image is indicative only.

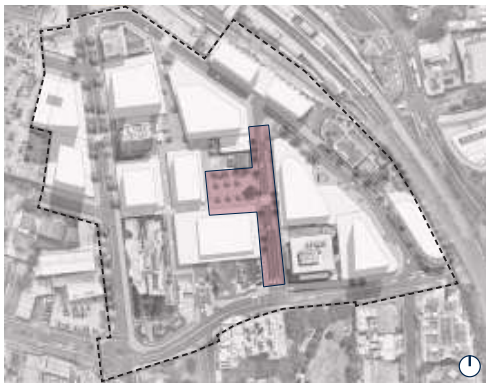
Wentworth Street

Wentworth Street is a people-focused spine with calmer traffic, wider footpaths and a greener public domain, forming a safe, walkable link between Parramatta Station, Woodhouse Square and Jubilee Park.

Movement and Street Function
Wentworth Street is converted to one way, reducing through traffic and pedestrian conflicts and simplifying turning movements for public car parking. This allows for additional on street car parking, a new crossing and a wider, unbroken public domain for ease of movement to Woodhouse Square and Jubilee Park.

Public Domain Improvements
Access to new underground public car parking, subject to detailed feasibility testing for the Council-owned sites, facilitates vehicular movement without the need for Woodhouse Lane and the existing roundabout.

This enables the creation of Woodhouse Square, an extension of the public space along Wentworth Street. New street trees and widened footpaths improve the public domain environment and connectivity to Jubilee Park.



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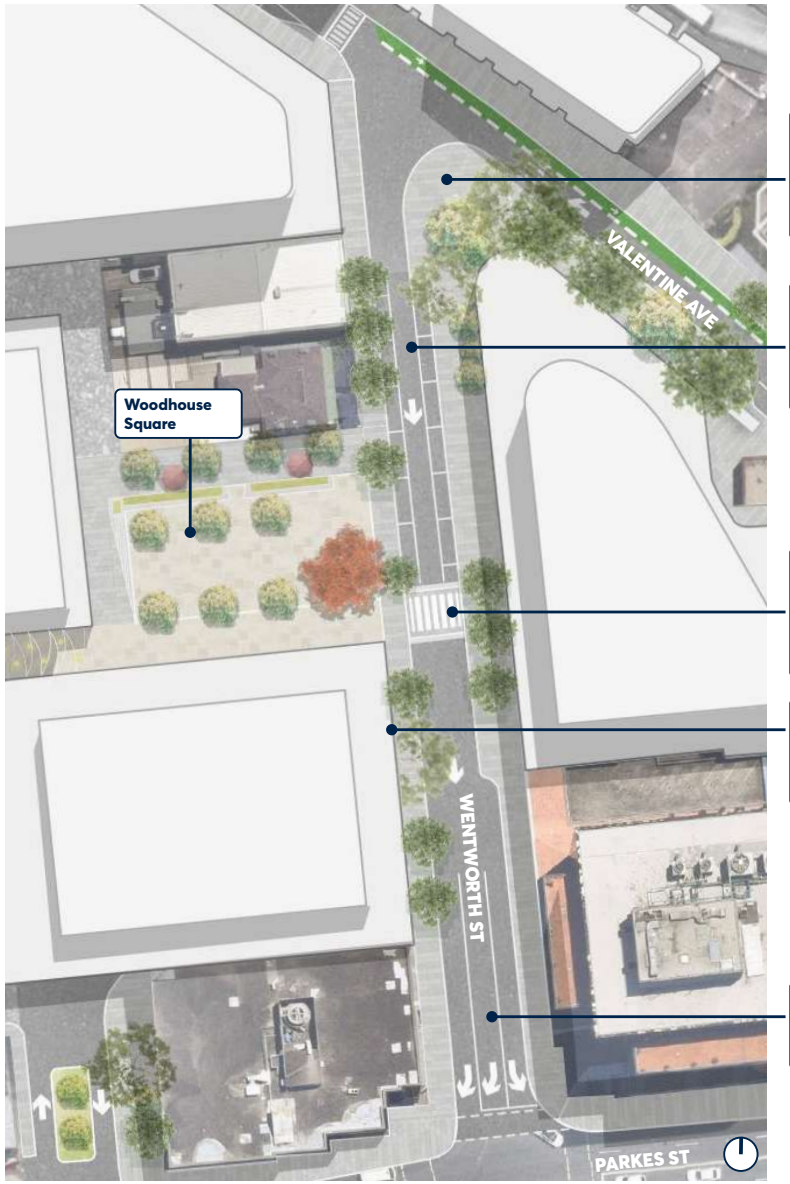


Wentworth Street Plan

Intersection Upgrade
Removal of the signalised intersection and extension of the public domain creates space for trees, pedestrians and cyclists

One-Way Movement
One-way vehicular movement allows for additional car parking, street trees and public domain widening

New Pedestrian Crossing
Removal of Woodhouse Lane allows for a raised pedestrian crossing aligned to Rivoli Way, connecting to Church Street

Basement Access
New entry location to the basement car park minimising conflict with pedestrians and cyclists

Intersection Reorganised
Three turning lanes connect to Parkes Street for efficient traffic flow



Wentworth Street
Woodhouse Square

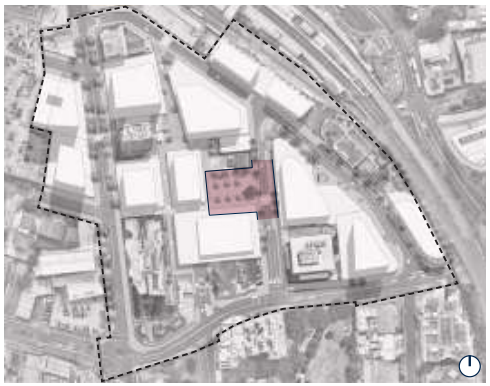
Woodhouse Square

At the heart of the Precinct, Woodhouse Square functions as a vibrant community space for people to gather, relax and connect. The square supports community identity, food culture and shared public life.

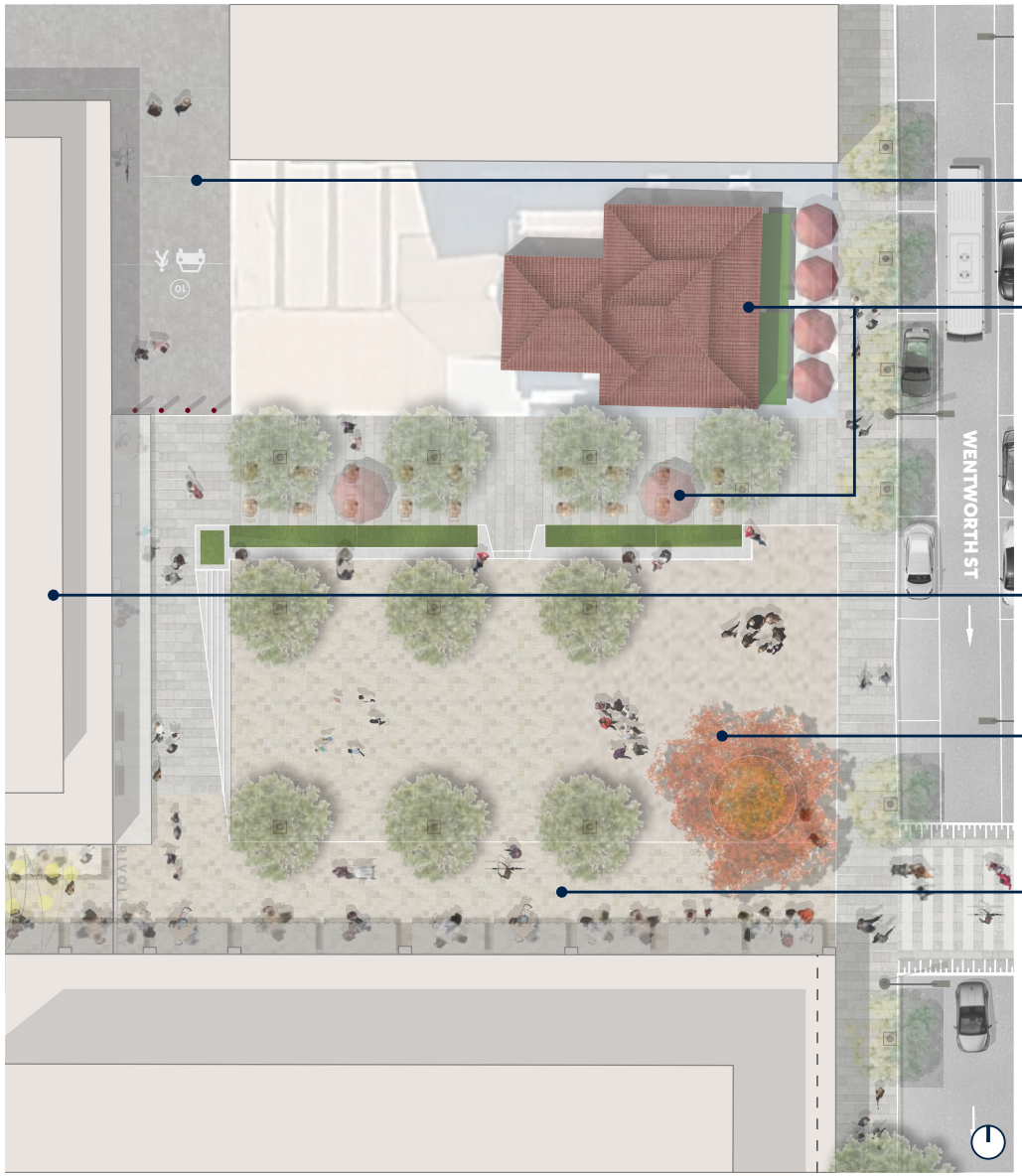
Spatial Qualities
Woodhouse Square acts as breathing space among future high-density development, framed by new Council development to the south and west, with fine-grain retail, dining and Council offices as anchor tenants activating its edges. To the north, a heritage townhouse building defines the space with a sensitive scale transition to the square. Together, these built edges create an active and well-defined public space which supports everyday community uses.

Spatial Programming
Woodhouse Square is a multi-functional urban space, offering amenity for the community with shaded seating, outdoor dining and cultural activation as part of the Chinatown Precinct. Lighting and public art enhances safety and night time activation, with flexibility to be programmed for night markets and cultural events.

The design prioritises universal access and clear pedestrian movement, creating a welcoming and inclusive space for gathering, movement and everyday living.



Key Plan



Woodhouse Square Plan

Fire Horse Lane
Pedestrian connectivity to Parramatta Station and Church Street is balanced with service vehicle accessibility.

Heritage Building Interface
The heritage building will maintain it's hospitality use with outdoor dining activating the public domain.

City of Parramatta Council Building
Council remains the anchor tenant in the precinct in a redeveloped mixed-use building, providing an active civic edge and address to the square. There is an opportunity to provide cultural infrastructure to activate the square, including space for the production and presentation of work by arts, cultural and creative industry workers.

Community Plaza
A community space with shade trees, public art and lighting in a flexible paved city square activated by outdoor dining at its edges. It supports community events, with raised planters and integrated seating for gathering.

Rivoli Way Extension
Rivoli Way is extended from Church Street, offering direct visual and movement connectivity from Campbell Street to Wentworth Street. Active food and retail uses activate the edges of the Square.

Wentworth Street



Wentworth Street and Woodhouse Square Section



Urban Framework

The Urban Framework section outlines the key traffic, public domain and built-form proposals of the CBD South Parramatta Precinct Master Plan. It explains these structural changes through diagrams and is supplemented by Design Guidelines that set out design objectives and controls. This framework will form the basis for future amendments to the Parramatta Development Control Plan and should guide interim development.

Local Traffic

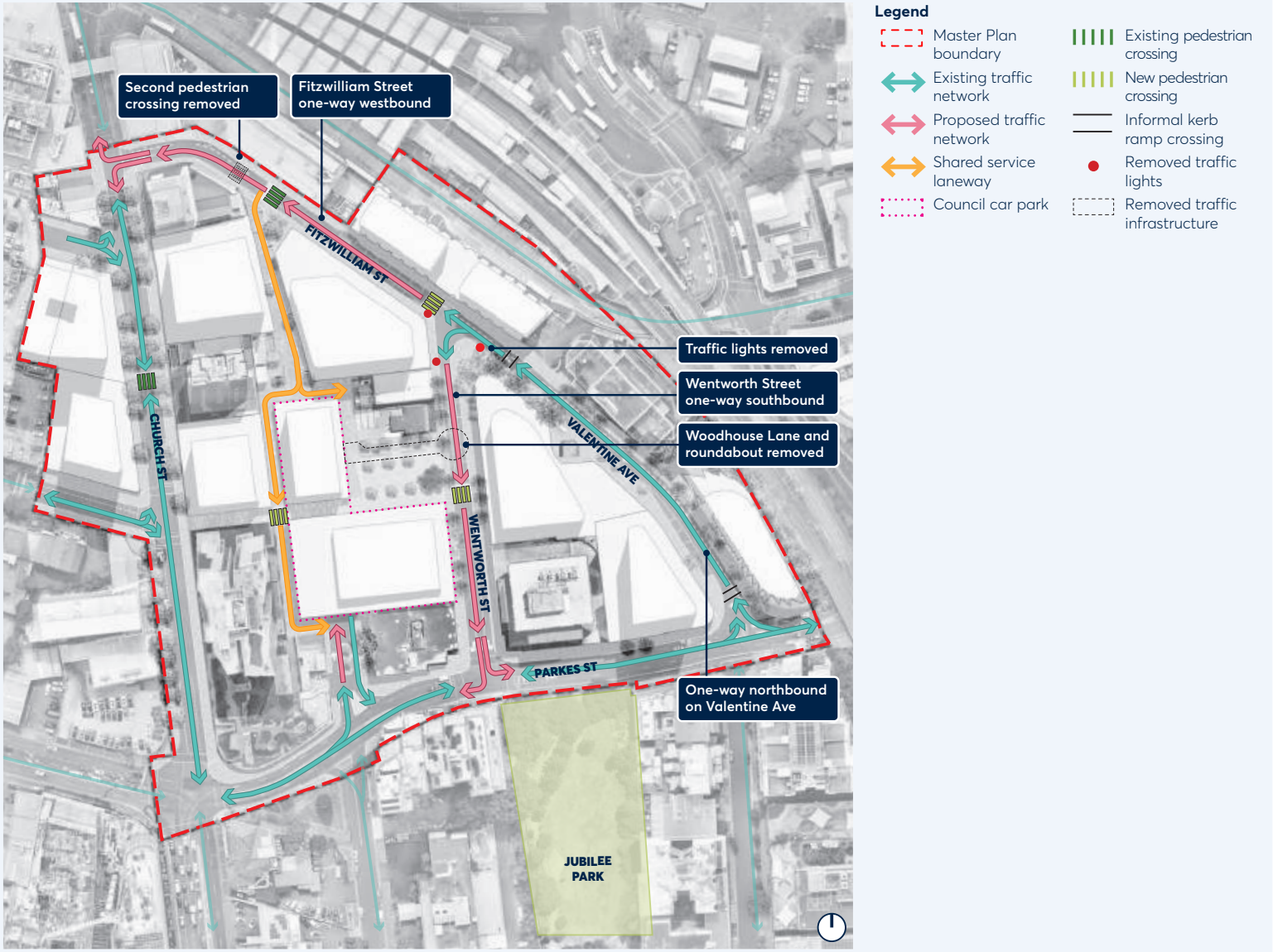
Reconfigured traffic flow that reduces through-traffic and simplifies vehicular movement allows CBD South Parramatta Precinct to be more walkable and people-focused with improved safety, connectivity and engagement.

Reconfigured Vehicular Movement
Fitzwilliam and Wentworth Streets are converted to one-way operation, together forming a clear vehicular movement loop through the precinct. Both streets adopt a simplified layout with a single traffic lane and on-street parking, with additional turning lanes near major intersections. This reduces through-traffic and turning conflicts, improves traffic efficiency, and enables wider footpaths and new cycleways.

Local Street Network
Woodhouse Lane, the roundabout on Wentworth Street and traffic signals at Valentine Avenue are removed to create a more contiguous public domain with fewer vehicle conflicts. Local streets are low-speed environments that prioritise pedestrian and cyclist movement, improving connectivity and reinforcing the precinct's people-focused character.

Public Car Parking
Subject to further feasibility and design, access to public car parking within Council's landholdings will now be accessed directly from Wentworth Street, with its one-way movement simplifying movements and reducing conflicts. Egress to Parkes Street will remain, with new access added.

Shared Streets
Fire Horse Lane is reconfigured as a one-way southbound shared laneway. Low-speed servicing and emergency access are accommodated in a controlled manner to minimise impacts on amenity.



Proposed changes to Local Traffic

Transport Accessibility

Transport operations are better integrated to balance access, safety and public-domain quality. Streamlined parking and drop-off reduces congestion, with a reconfigured public car park freeing space for public life.

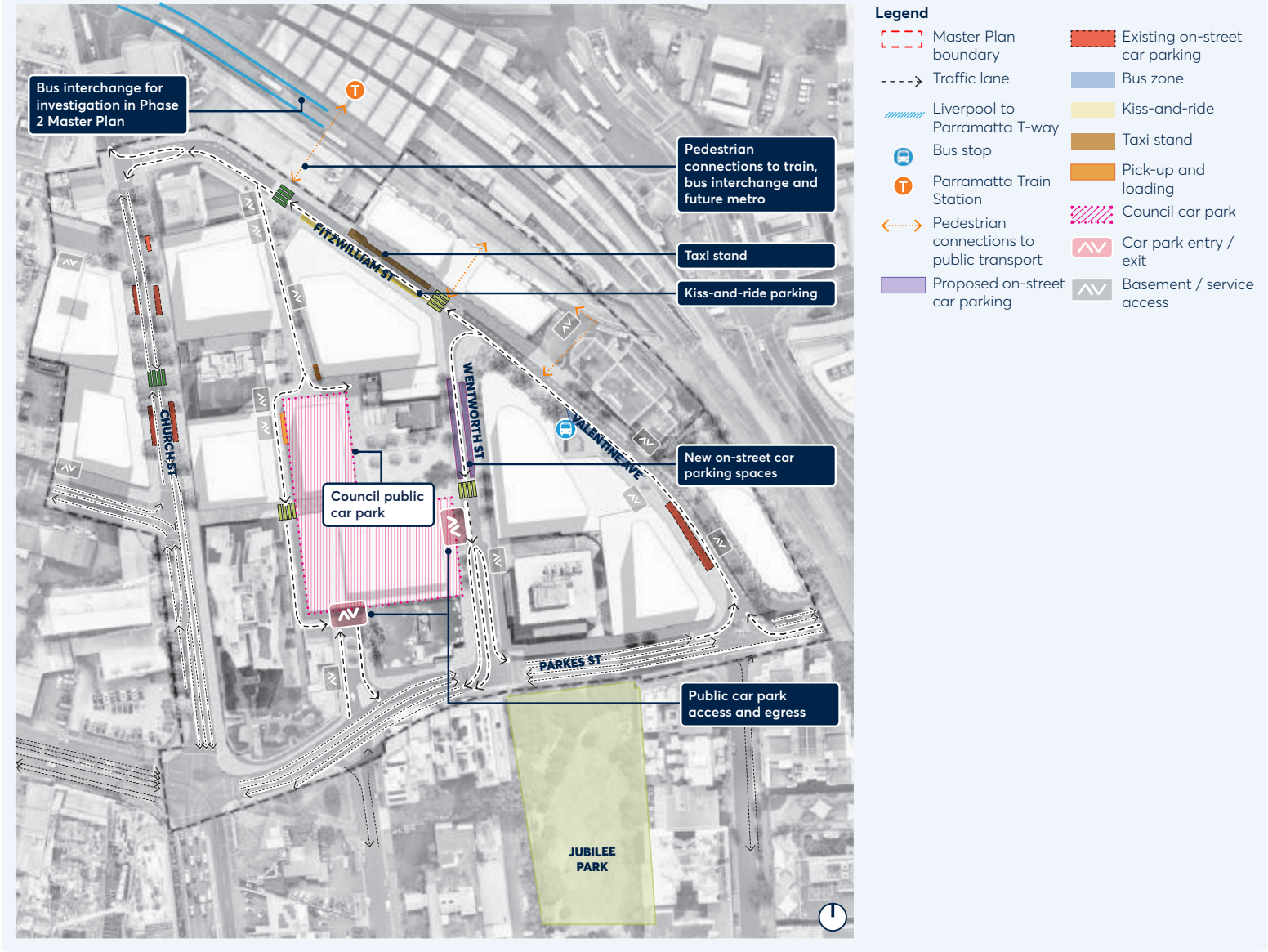
Connections to Regional Transport
CBD South Parramatta Precinct functions as a key link between Parramatta Train Station, the bus interchange and the future Metro. Improved public domain facilitates easier and safer access to these transport hubs, with further integrated improvements be explored as part of Phase 2, including any required integration with Phase 1.

Kiss-and-Ride and Taxi Drop-off
Dedicated kiss-and-ride and taxi drop-off zones are formalised in Fitzwilliam Street to support access to the train station. These designated spaces reduce traffic disruption by minimising turning movements and improving the efficiency of pick-up and drop-off activity.

Public Car Park Access
Subject to further feasibility and design, a new public car park is proposed on Council-owned land to replace the existing Parramatta Station Car Park, comprising a combination of underground and sleeved above-ground parking, replacing the existing parking structure. Access is provided from Wentworth Street and Parkes Street.

On-street Car Parking
A modest increase in on-street parking is provided on Wentworth Street, with existing on-street parking retained elsewhere across the precinct.

Bus movement
Bus routes within the Precinct are retained to maintain existing travel times and service reliability, subject to confirmation through future traffic modelling. Existing bus stops and bus zones on Valentine Avenue are maintained. Opportunities to enhance connectivity and amenity at the Parramatta Station bus interchange will be explored as part of Phase 2, including any required integration with Phase 1.



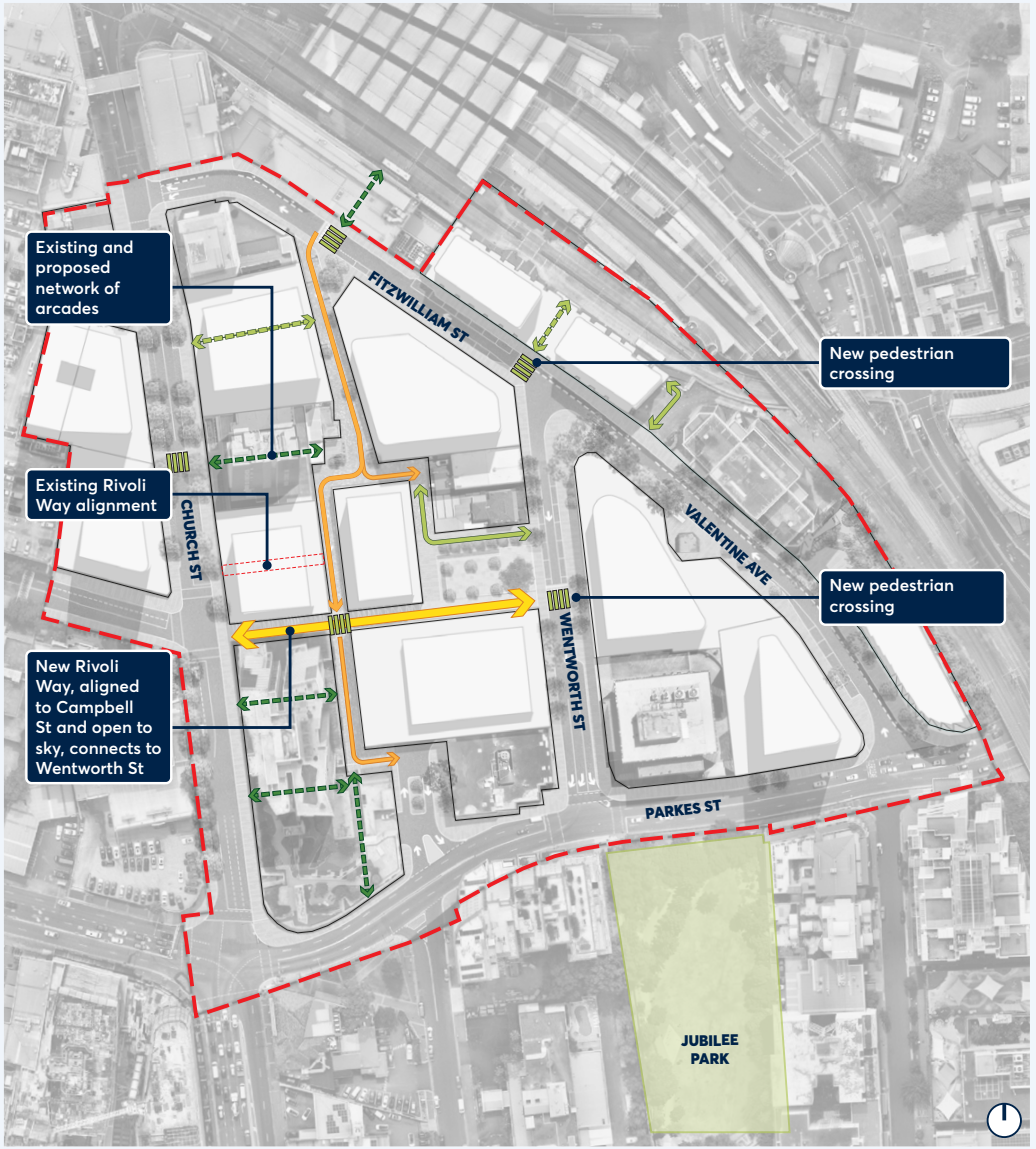
Indicative locations for Car Parking, Kiss-and-Ride and Bus Drop-Off

Walking Connectivity

A fine-grain network of generous footpaths, laneways and arcades enhance the Precinct's permeability and strengthen connections to Parramatta Station, Woodhouse Square and Jubilee Park.

New Through-Block Laneway
Rivoli Way is realigned and extended as a new east–west laneway connecting Campbell and Church Streets to Wentworth Street, breaking up the large block to improve physical and visual permeability as legible connection through the precinct. The laneway integrates with Fire Horse Lane to form a connected pedestrian network supported by active arcades.

Enhanced Arcade Connections
The established fine-grain arcade network that connects Church Street and Fire Horse Lane is enhanced with improved connections, becoming part of the Chinatown Precinct to improve activation and wayfinding.



Indicative Walking Connections

Legend

- Master Plan boundary
- Urban block
- Shared laneway
- New through block laneway
- Existing Rivoli Way
- Existing arcade to be retained
- New arcade
- New open to sky link
- Pedestrian crossing

Design Guidelines
The following objectives and controls reinforce and supplement (where shown in *italics*) Parramatta DCP Part 9: Parramatta City Centre.

New Through-Block Laneway

1. *Relocate Rivoli Way to align with the Campbell Street intersection and extend to Wentworth Street, consistent with the Master Plan location.*
2. *Maintain a consistent open to sky width of 6.5 metres.*
3. *Rivoli Way is to be dedicated to Council.*

Fire Horse Lane

4. *Maintain a continuous, unobstructed path of travel in Fire Horse Lane to accommodate pedestrians and vehicles.*

Arcades

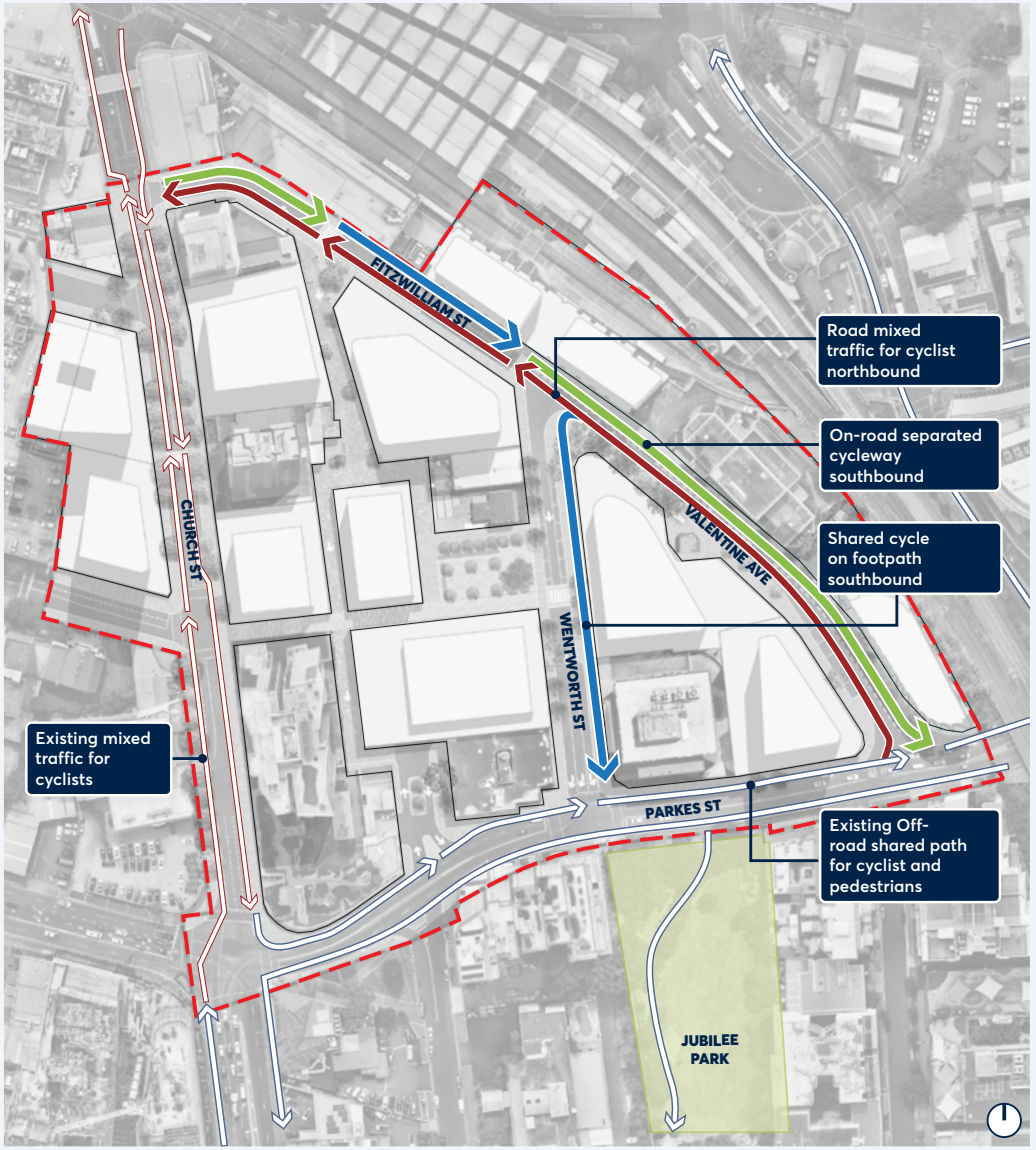
5. *Deliver arcades consistent with the Master Plan locations.*
6. *Allow for public access during business hours.*
7. *Maintain a minimum width of 3 metres.*
8. Design arcades with CPTED and accessibility
9. Provide a minimum height of 4.5m and clear sightlines within arcades.

Cycling Connectivity

A connected network of cycleways supports safe and convenient active transport throughout the Precinct, improving access to Parramatta Station and surrounding precincts.

Cycling Network
A new separated contraflow cycleway is introduced in Fitzwilliam Street and Valentine Avenue, providing a safe connection through the Precinct. These routes form part of the broader cycling network identified in the Parramatta Bike Plan 2024, improving access to the CBD, Parramatta Station, Jubilee Park, the Parramatta River and surrounding precincts.

Cycling Infrastructure
Opportunities for supporting cycling infrastructure, including bike parking and end-of-trip facilities, will be explored as part of future design development to support cycling within the Precinct.



Indicative Cycling Connections

Legend

- Master Plan boundary
- Urban block
- Proposed separated cycleway
- Proposed shared on cycleway footpath
- Existing shared on cycleway footpath
- Proposed on-road cycling
- Existing on-road cycling mixed traffic cycleway

Design Guidelines
The following objectives and controls reinforce and supplement (where shown in *italics*) Parramatta DCP Part 9: Parramatta City Centre.

Cycleways

1. *Deliver cycleways consistent with the Master Plan.*
2. Provide bike parking, wayfinding, lighting and passive surveillance to support safe cycling day and night.

Public Domain and Street Activation

The public domain is enhanced to create a walkable and highly active precinct, with fine grain Chinatown activation. Footpath widening, new crossings, street trees, lighting, signage and street furniture improves safety and comfort.

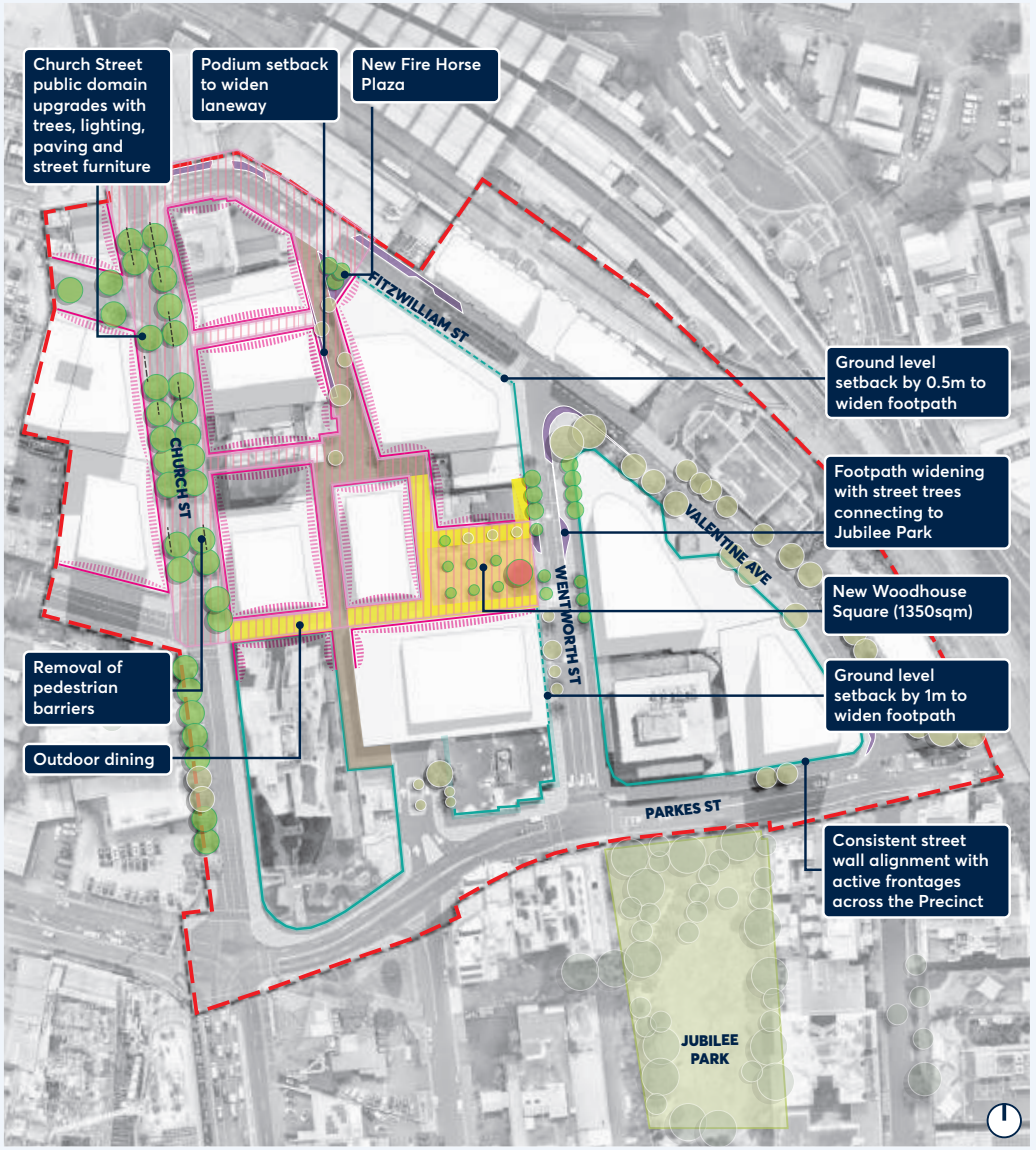
Fitzwilliam Street
A new urban plaza, Fire Horse Plaza, is created at the meeting point of Fitzwilliam Street and Fire Horse Lane, acting as a generous gateway into the Precinct. A ground floor setback allows for footpath widening.

Church Street
Significant pedestrian barriers, including shrubs and fences, are removed to signal pedestrian priority. Street trees are introduced for shade and character, with lighting, paving and signage creating a distinct identity for Church Street and Chinatown.

Laneways and Arcades
Laneways and arcades form an intimate, lively Chinatown Precinct, with lighting, public art and active frontages with fine-grain tenancies. Rivoli Way is open to sky, realigned to connect Church Street to Wentworth Street. Fire Horse Lane allows for servicing and movement.

Wentworth Street
The new Woodhouse Square forms the civic heart of the Precinct, providing space for gathering and events, activated by outdoor dining at its edges. Woodhouse Lane, the roundabout and traffic lights are removed, allowing for footpath widening, street trees and a new crossing.

Public Domain Setbacks
Building setbacks are proposed in nominated locations along Fitzwilliam Street, Fire Horse Lane and in Wentworth Street to support public domain improvements including footpath widening and a new Fire Horse Plaza at the entry to the Precinct.



Indicative Public Domain Upgrades

Legend

- Master Plan boundary
- Chinatown Precinct
- Chinatown activation on ground floor
- Active ground floor
- Removed fences
- Indicative shared zones
- New city square
- Indicative outdoor dining zone
- Widened public domain
- Existing street trees
- New street trees

Design Guidelines
The following objectives and controls reinforce and supplement (where shown in *italics*) Parramatta DCP Part 9: Parramatta City Centre.

Woodhouse Square

1. *Woodhouse Square must be delivered as a consolidated space with a minimum area of 1,350m² and a minimum width of 30m, consistent with the Master Plan.*

Fire Horse Plaza

2. *A building setback is to be provided at the corner of Fitzwilliam Street and Fire Hose Lane, consistent with the Master Plan, to allow for Fire Horse Plaza.*
3. *Fire Horse Plaza is to be a minimum of 117sqm, delivered as a 24/7 publicly accessible open space.*

Chinatown Laneways and Arcades

4. *Active uses and outdoor dining must be provided along Rivoli Way, with maximum tenancy widths of 4m.*
5. *Active uses must be provided within arcades, with maximum tenancy widths of 4m.*
6. *Provide lighting, public art and signage in laneways and arcades.*

Ground Floor Interface

7. *Ground-level setbacks on Fitzwilliam Street, Wentworth Street and Fire Horse Lane, consistent with the Master Plan, must be provided as part of the public domain.*

Street Trees

8. *Provide new street trees consistent with the Master Plan.*

Awnings

9. *Only retractable awnings with a maximum depth of 1.5m are permitted in laneways to maintain sky views.*

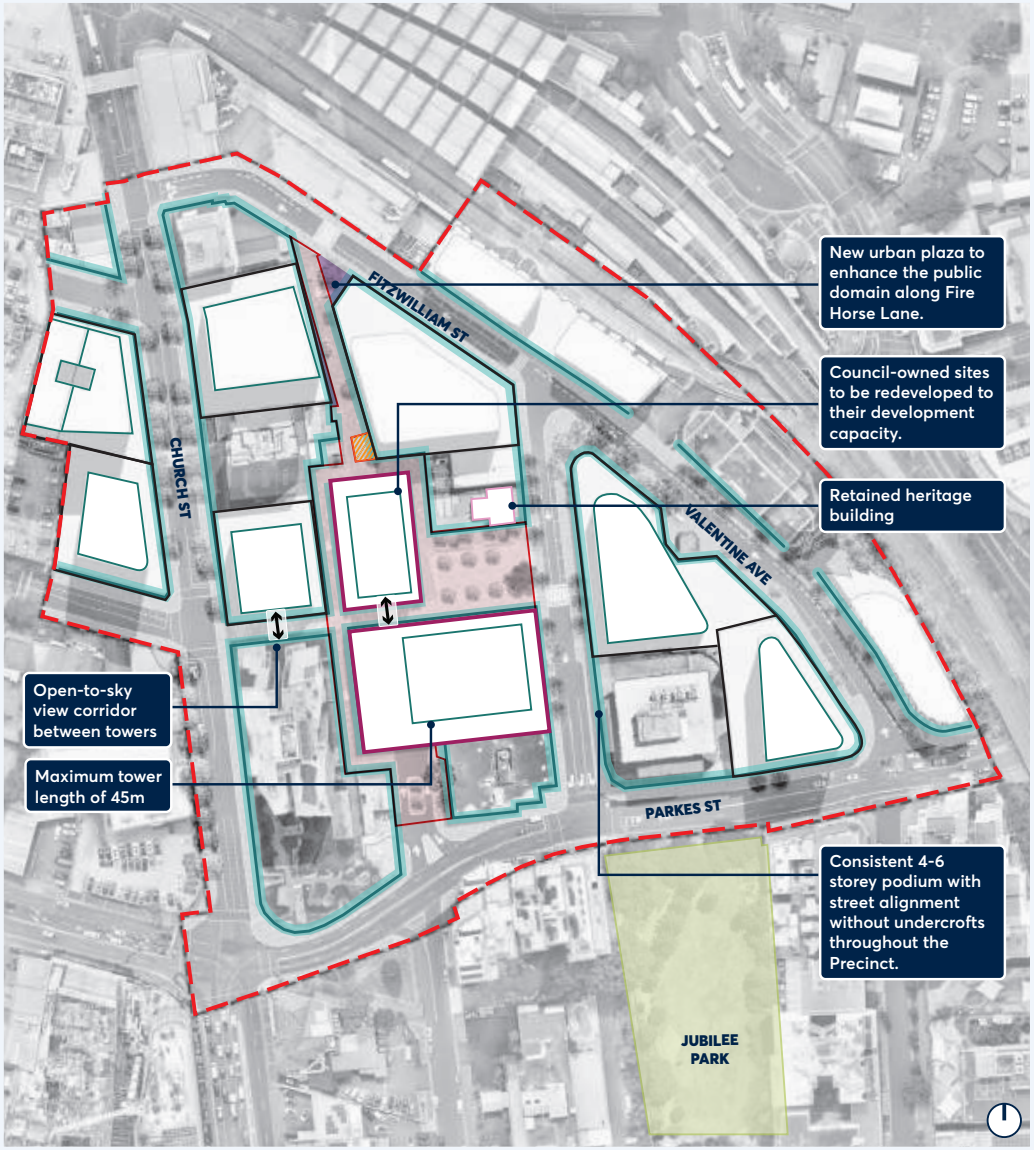
Built Form and Lot Amalgamation

The amalgamation and built form strategy supports slender towers set back from the street to preserve daylight and sky views while maintaining a human-scaled street wall for an active, high-amenity public domain.

Lot Amalgamation
The coordinated lot amalgamation strategy supports an efficient development pattern, enabling sites to realise their development potential while delivering an amenable streetscape environment.

Built Form
The built form vision is consistent with the Parramatta CBD DCP, comprising human-scale street walls which define streets and laneways, with slender towers, separated and set back to reduce environmental impacts and building bulk. The view corridor at the end of Campbell Street between Church Street and Wentworth Street is enhanced with the new laneway and tower alignments.

Council-owned Land
Council-owned sites at the core of the Precinct, including the Parramatta Station Car Park, 9 Wentworth Street, Woodhouse Lane and a vacant lot are proposed for coordinated redevelopment to deliver mixed-use dining and nightlife uses, the new Woodhouse Square and Rivoli Way and reconfigured public car parking. Redevelopment of these sites enables increased development capacity alongside high-quality public domain outcomes, supporting placemaking and the long-term vision for the Precinct.



Indicative Lot Amalgamation and Tower Placement

Legend

- Master Plan boundary
- Existing Council land ownership
- Assumed lot amalgamation
- Consistent street wall alignment
- Indicative podium footprint
- Indicative tower footprint
- Existing land acquisition
- Public domain setback
- View corridor tower separation
- Retained heritage building

Design Guidelines
The following objectives and controls reinforce and supplement (where shown in *italics*) Parramatta DCP Part 9: Parramatta City Centre.

Podiums and Towers

1. *Towers must be located to ensure protection of sky views and the view corridor in Rivoli Way, consistent with the Master Plan.*
2. Podiums are to be 4-6 storeys in height and step in response to site topography.
3. Towers must be slender with adequate building separation.
4. Towers must be set back 6m from the podium along main streets to maintain a human-scale street wall.



Implementation

Assumptions, Limitations and Policy Updates

Cooperation between City of Parramatta Council and private landowners, as well as funding from a range of sources is required to deliver the Master Plan outcomes.

General Assumptions

Design testing confirms that no amendments are required to the existing land use zoning, maximum building height, or floor space ratio (FSR) controls to achieve the aims of the Master Plan.

It has been assumed that existing Strata buildings which have recently been built or are near their maximum development potential under the Jubilee Park solar access plane will not redevelop within the 15-year timeframe of the Master Plan, so are shown as existing.

Traffic Assumptions

Amendments to the local road network and the flow of traffic must be further investigated in a Traffic and Transport Study. To integrate the traffic and transport approach to the broader precinct, this study should occur after the Phase 2 Master Plan.

Council will consult with Transport for NSW in scoping and commissioning a study to verify the proposed transport initiatives and support its implementation.

Private Delivery of Public Assets

It is assumed that some Master Plan outcomes will be delivered by private landowners:

- Realignment of Rivoli Way, between Church Street and Fire Horse Lane, will require negotiations between Council and the landowner for its design, delivery and dedication.
- Widening of the public domain within setbacks on select sites, nominated in Fitzwilliam Street and Fire Horse Lane, will be delivered by private landowners to meet Council's Public Domain Guidelines.

Funding for Capital Projects

It is assumed that funding for delivery of assets on Council-owned and managed land will be achieved through a range of sources, potentially including Council capital works funding, revisions to Council's CBD Contributions Plan, Federal and State infrastructure grants or joint venture partnerships. These works include:

- Delivery of Fire Horse Plaza and Woodhouse Square.
- Delivery of street upgrades, including the removal of traffic lights and a roundabout, new pedestrian crossings, a separated cycleway, carriageway and parking changes and public domain upgrades including paving, street trees, signage, public art, lighting and street furniture.
- Delivery of mixed use buildings and associated public domain projects on Council land, potentially including Chinatown tenancies, new Council offices, and public car parking.

Council's Property Strategy

Any future development on Council-owned land must align with Council's Property Strategy to assure project feasibility, funding and responsible development of Council's assets.

Council's Universal Design Position Statement

Any future development within the Precinct must align with the Master Plan and Council's Universal Design Position Statement, endorsed in June 2025 -

City of Parramatta Council is committed to implementing the principles of Universal Design across all Council business to ensure our organisation and City is accessible and inclusive for everyone. This includes in the design, procurement and delivery of buildings, public spaces, Council workplaces, policies, systems, services, products and communications.

Naming of Public Spaces and Laneways

The naming of new public spaces and laneways proposed in the Master Plan will be subject to a formal naming process at a later project stage. The assumed names of these spaces in the Master Plan are subject to change, including: Parramatta Chinatown, Fire Horse Plaza, Woodhouse Square and Rivoli Way.

Subsequent to Council endorsement of the Master Plan, a series of supporting studies and policy updates must be prepared to give effect to the proposed changes.

Update the Contributions Plan

Key public infrastructure deliverables of the Master Plan will be considered as part of ongoing reviews of Parramatta City Centre Local Infrastructure Contributions Plan 2022. This will allow developers to contribute to infrastructure upgrades, to the extent that it is apportioned, to meet additional demand generated by new development, including:

- Delivery of Fire Horse Plaza and Woodhouse Square.
- Delivery of street and public domain upgrades.

Update Parramatta DCP 2023

The Design Guidelines and the Structure Plan diagrams in the Master Plan will form the basis for an amendment to Parramatta Development Control Plan (DCP) 2023 Part 9 Parramatta City Centre to reflect the desired built form and public domain outcomes. These guidelines will serve to shape development in the interim.

Public Art and Placemaking Opportunities

Guidance for delivery of public art, branding, lighting, signage and wayfinding within the Precinct, particularly focused in the Chinatown area, will be coordinated with Council's public art and placemaking teams.

This consultation will include spatial analysis and opportunity mapping, curatorial framework and themes, public art typologies, and treatments, short-term and long-term opportunities and indicative costings.

Prepare a Feasibility Study for Council Sites

Further feasibility testing of the redevelopment aspirations for Council-owned sites within the precinct should be undertaken to ensure alignment with Council's Property Strategy, ensuring the feasibility, funding and responsible development of Council's assets.

A development feasibility study is required to support a development business case and Council approval prior to detailed design and delivery of these sites.

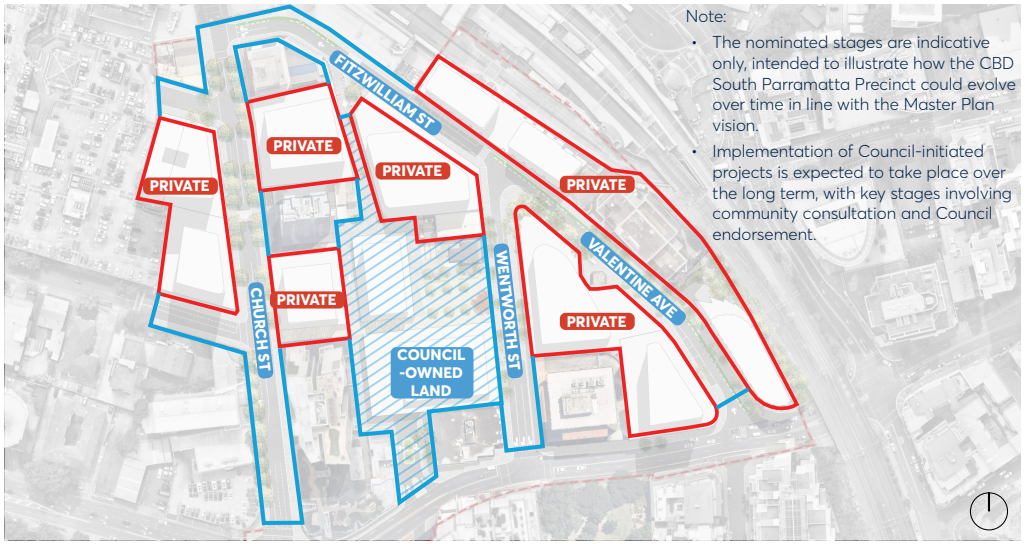
Traffic and Transport Study

After endorsement of the Master Plan, it is recommended that CBD South Parramatta Precinct Master Plan - Phase 2 be completed to identify a holistic approach to traffic within the precinct.

At that point, it is recommended that a traffic and transport study be prepared, in consultation with Transport for NSW, to reaffirm the proposed initiatives within the local and broader traffic network. An indicative scope could include (but not be limited to):

- Operational transport modelling of proposed amendments to the traffic network, including:
- Converting Wentworth Street and Fitzwilliam Street to one-way movement, requiring consideration of broader impacts to the road network.
- Removal of traffic lights at the intersection of Valentine Avenue and Wentworth Street.
- Amendments to access and egress arrangements for Council public car parking, including impacts to Parkes Street.
- Ability for service vehicles to navigate Fire Horse Lane with the removal of Woodhouse Lane.
- Broader traffic impacts to Church Street, Parkes Street and Great Western Highway.

Master Plan Delivery and Staging



Note:

- The nominated stages are indicative only, intended to illustrate how the CBD South Parramatta Precinct could evolve over time in line with the Master Plan vision.
- Implementation of Council-initiated projects is expected to take place over the long term, with key stages involving community consultation and Council endorsement.

Indicative staging plan

Church Street Upgrades

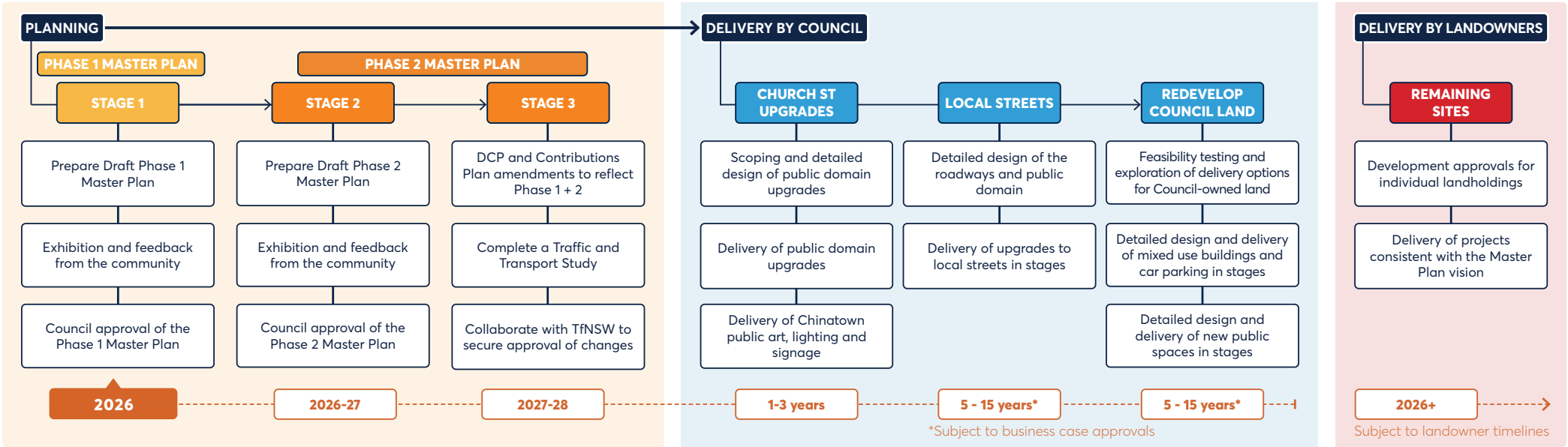
To demonstrate the Master Plan's intent and begin improvements to public amenity within the Precinct, the near-term transformation of Church Street in support of the Chinatown Precinct is proposed.

Under Council's Draft Budget 2026/27, $1 million has been allocated as part of the capital works program for the CBD Church Street upgrades between Argyle Street and the Great Western Highway/Parkes Street. These works will be reflective of the Master Plan vision and community consultation outcomes.

Subject to approval of the budget, scoping and design development is anticipated during 2026/27 and will likely include:

- Removal of fences and shrubs along Church Street, which are an outdated approach to managing pedestrian and vehicle conflicts and signal a car-dominant rather than pedestrian-prioritised street.
- Planting of street trees along Church Street to improve visual and pedestrian amenity.
- Replacing and upgrading the footpath pavement to meet the current CBD public domain standards.
- Erection of branded signage and lighting to provide a consistent and engaging Chinatown visual language, including business signage, flag signage, lanterns and under-awning lighting.

The scope and detailed design for these public domain improvements will incorporate feedback received during public exhibition from engagement with local Chinese community organisations, business owners, and residents.



CITY OF PARRAMATTA