REPORT NAME OCM26-156 Outcomes of Public Exhibition - Draft CBD South Parramatta Precinct Master Plan - Phase 1

REPORT OF Team Leader City Projects

PURPOSE:

To report the outcomes of public exhibition and seek Council's approval of the CBD South Parramatta Precinct Master Plan – Phase 1.

RECOMMENDATION:

(a) That Council note the feedback received during the public exhibition of the CBD South Parramatta Precinct Master Plan.

(b) That Council approve the CBD South Parramatta Precinct Master Plan – Phase 1 provided at Attachment 1.

BACKGROUND

1. At its Meeting on 10 June 2025, Council resolved:
    a. *That Council note the CBD South Parramatta Precinct, situated in a prime location south of Parramatta train station within the growing Parramatta CBD, has the potential to deliver greater public benefit.*
    b. *That a Councillor Briefing on this matter be held before the end of July 2025 prior to the preparation of a draft Master Plan.*
    c. *That Council officers prepare a draft Master Plan to guide the renewal for the CBD South Parramatta Precinct, to be presented to Council during Quarter 4 of the 2025 calendar year.*
    d. *That for the purposes of preparing the Masterplan, the extend of the CBD South Parramatta Precinct is defined as:*
        - *North boundary – T1 Western Railway Line*
        - *Eastern boundary – T1 Western Railway Line*
        - *Southern boundary – Great Western Highway and Parkes St*
        - *Western boundary – O'Connell St*

2. At its Meeting on 11 August 2025, Council resolved, in part, that it:

(d) Requests Council staff to consider the viability of developing a Chinatown Precinct along Church Street (between Fitzwilliam Street and Campbell Street) as part of the South CBD Masterplan project Council resolved to pursue on 10 June 2025.

3. Council Officers prepared a Preliminary Master Plan Framework to seek support for the draft vision and urban design principles. At its Meeting on 8 December 2025, Council resolved:

   (a) That Council endorse the Preliminary Master Plan Framework at Attachment 1, including the vision, urban design principles, diagrammatic structure plan and next steps to inform the preparation of the Phase 1 Master Plan. That the Phase 1 Master Plan makes references to "Chinatown Precinct" rather than "Asian Food and Nightlife Precinct".

   (b) That the draft Phase 1 Master Plan be presented to Council by April 2026 for the purposes of seeking endorsement to undertake stakeholder and community consultation.

4. It is noted that the Master Plan was to progress in two phases, with Phase 1 focusing on the area bounded by Church Street, Parkes Street and the Western Rail Line.



Figure 1: Precinct definition – Phase 1 and Phase 2

5. At its Meeting on 28 April 2026, Council resolved:

   (a) That Council approve the draft Master Plan for the CBD South Parramatta Precinct provided at Attachment 1, for the purpose of public exhibition for a period of 6 weeks.

   (b) That a report be submitted to Council following public exhibition, detailing the outcomes of the exhibition.

CBD SOUTH PARRAMATTA PRECINCT MASTER PLAN (MASTER PLAN)

6. The Master Plan, illustrated in Figure 2 below and at Attachment 1, was developed to establish a long-term vision to guide the transformation of a strategically important precinct at the southern gateway to the Parramatta CBD into a more vibrant, attractive and people-focused destination. The Master Plan seeks to enhance the public domain, revitalise streets and laneways, strengthen pedestrian connectivity, and support the emergence of a distinctive cultural and entertainment precinct that complements the broader Parramatta city centre.

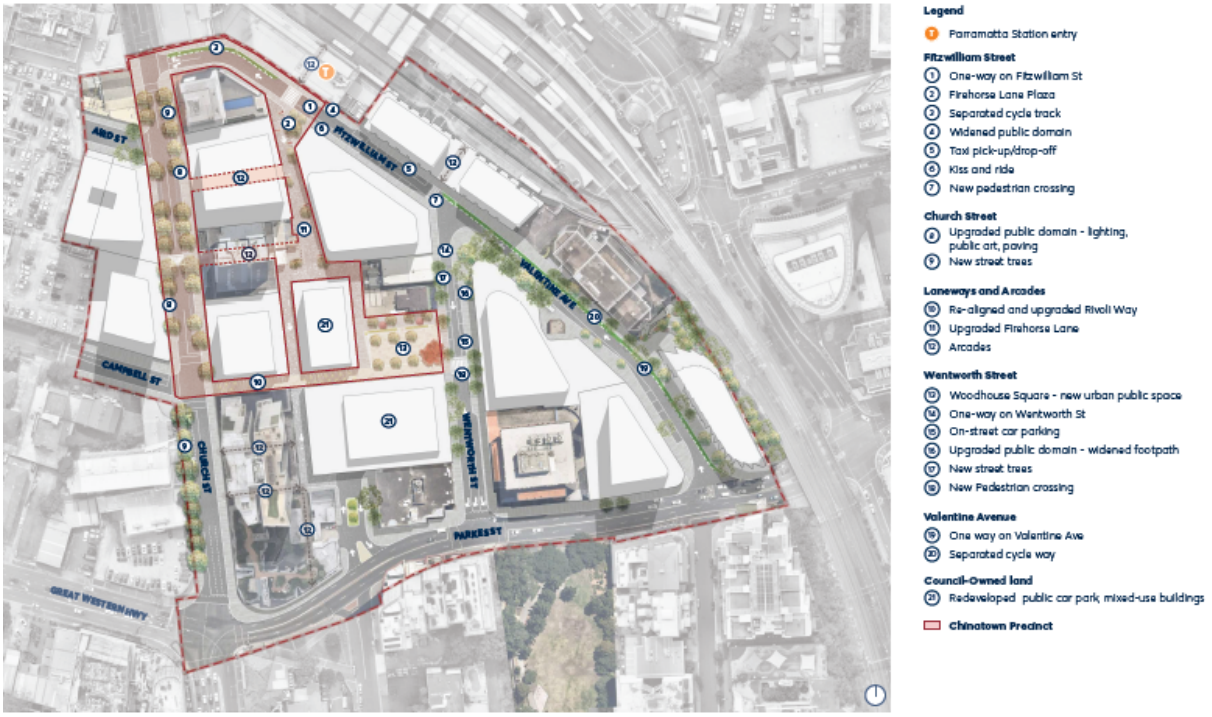

Figure 2: Draft CBD South Precinct Master Plan – Phase 1.

PUBLIC EXHIBITION

7. The Master Plan was publicly exhibited for six weeks from 18 May to 23 June 2026. The public exhibition was promoted with 2,313 notification letters to landowners, residents and businesses within the master plan boundary and nearby; 563 flyer drop-offs to properties in the Phase 2 area; a media release; social media ads; and promotion in Council's e-newsletters.
8. During public exhibition, Council Officers undertook consultation with key stakeholders in the precinct including relevant landowners, community organisations, business owners as well as local Chinese community

organisations. Council officers also conducted a pop-up community consultation session in Centenary Square and two community drop-in sessions at PHIVE.

9. The exhibition attracted strong community interest with a total of 202 unique submissions received, including 144 online surveys, 12 email submissions and 46 hardcopy surveys collected at a 'Meet Your Councillor' session.

10. A clear majority (92%) of feedback supported the overall vision for the Master Plan, with 78% indicating 'Yes' and 14% indicating 'Yes to an extent'. The visions for local places within the Precinct also received strong support including – 94% for Fitzwilliam Street, 93% for Wentworth Street, 89% for the Chinatown and Laneways and 91% for Church Street.

COMMUNITY SUBMISSIONS AND RESPONSES

11. A summary of the feedback raised in submissions by the community, landowners, local businesses and community groups during public exhibition is provided below, with responses from Council Officers. A more detailed summary of submissions and responses is provided in the Community Engagement Report at Attachment 2.

12. Overall, feedback indicated strong support for the Master Plan and its strategic vision for renewal of the precinct and did not raise any significant concerns that warrant changes to the Master Plan. The principal matters raised related to transport and parking, public domain improvements, business impacts, cultural character, project delivery, and the design and management of future development outcomes.

<u>Economic development and business impacts</u>

13. Community feedback highlighted strong support for increasing economic activity within the precinct through a broader mix of dining, retail, entertainment and cultural offerings. Respondents emphasised the importance of supporting small businesses and independent operators, with concerns regarding affordability issues and the potential impacts of future redevelopment on existing businesses. Some submissions advocated for inclusion of the area within a Special Entertainment Precinct (SEP) to support a vibrant night-time economy.

Council Officer Response

14. The Master Plan supports a diverse mix of entertainment, cultural and community activities, with Chinatown providing a focus for dining and Woodhouse Square accommodating events and cultural programming, and potential to explore arts production and exhibition space within the redeveloped Council sites. Potential impacts to existing businesses will be considered, with community input, as redevelopment and public domain improvements are planned and implemented over time.

15. Council resolved on 23 March 2025 to progress a trial SEP with an expanded boundary that includes the Precinct. The SEP will provide a framework to support extended trading hours while balancing residential amenity outcomes. Preparation for the trial, including a Planning Proposal, Precinct Management Plan and Good Neighbour Policy, is currently underway.

Public spaces and community amenity

16. Feedback demonstrated strong support for Woodhouse Square, providing much-needed civic public open space south of the railway line and a destination for community events and cultural activities. Respondents also sought more tree canopy, landscaping, seating and gathering spaces, while raising concerns about hard paving, limited shade, parking impacts and the need for safety measures as activity within the Precinct increases.

Council Officer Response

17. Opportunities for additional seating, landscaping, shade and public amenities, as well as improved safety with lighting and passive surveillance, will be explored during future detailed design stages, noting the Master Plan currently presents a vision and principles only.

18. The vision for Woodhouse Square as a paved urban square reflects operational needs for a flexible public space for community events, as well as site constraints, including the undergrounding of Parramatta Station Car Park and impacts to solar access by development. The detailed design will be subject to further refinement in future stages, with community engagement.

19. The Master Plan seeks to retain existing Council-owned parking capacity, with no net loss of public parking envisaged. Parking may be delivered through alternative formats, including underground or integrated above-ground solutions, subject to future feasibility testing and detailed design, with interim and replacement parking arrangements to be considered as part of the redevelopment process.

Walking, cycling and connectivity

20. Feedback demonstrated strong support for improved walkability, connections and accessibility, including wider footpaths, pedestrian-priority streets and an upgraded public domain. Feedback also sought improved connections to Parramatta Station, while views on cycling infrastructure ranged from calls for additional separated cycleways to requests for their removal. Requests for greater clarity on the cycling network and concerns regarding universal access and safety were also raised.

Council Officer Response

21. While traffic and access requirements limit opportunities for full pedestrianisation of local streets, the Master Plan supports a more walkable environment through wider footpaths, improved crossings and shared

spaces, with further enhancements to safety to be considered in detailed design of the public domain.

22. Improved connections to Parramatta Station, the Argyle Street bus interchange and Westfield will be considered in Phase 2 of the Master Plan and integrated with the Phase 1 Master Plan.

23. The range of views regarding the cycling network are noted. The Master Plan supports improved active transport connections around Parramatta Station and the CBD, consistent with Parramatta Bike Plan 2024, through a network of separated cycleways and shared paths, intended to improve cyclist safety and connectivity while providing greater clarity for motorists and pedestrians. In response to feedback, the Master Plan has been amended to more clearly identify the proposed cycling network, which can be found in the Master Plan on page 54.

24. Universal design principles have informed the Master Plan vision and will continue to inform future planning, design and delivery stages. This approach aligns with Council's Universal Design Position Statement, which commits to creating accessible and inclusive public spaces, buildings and services for all, now included in the amended Master Plan on page 58.

Traffic, parking and transport

25. Submissions highlighted concerns regarding the proposed traffic circulation changes, increased pedestrian activity on Fire Horse Lane and the potential impacts on vehicle access for businesses and residential buildings. Feedback emphasised the importance of retaining car parking and appropriate interim parking arrangements during redevelopment.

Council Officer Response

26. Traffic arrangements have been developed in consultation with Council's Traffic and Transport team to reduce through traffic and pedestrian conflicts, improve traffic efficiency and enable wider footpaths and new cycleways. The road network changes will be subject to a traffic and transport study following Phase 2 of the Master Plan to ensure adequate vehicular flow and servicing within the broader precinct.

27. Potential safety and access impacts due to increased pedestrian activity on Fire Horse Lane will be assessed through the traffic and transport study to ensure an appropriate balance between access, safety and place outcomes.

28. The Master Plan seeks to retain the existing Parramatta Station Car Park capacity, subject to feasibility testing and design development, with interim parking arrangements to be addressed through future redevelopment planning aligned with Council's Property Strategy.

Built form and development

29. Community feedback supported measures to achieve high-quality urban design outcomes and the renewal of underutilised sites, while raising

concerns regarding heritage protection, local character and potential impacts on neighbouring properties.

Council Officer Response

30. The Master Plan builds on the foundation of the Parramatta City Centre DCP, in compliance with the Parramatta LEP, to ensure local amenity and consistency with the envisioned local character. Development impacts to heritage assets and the locality will be considered through future development assessment processes.

Chinatown, culture and character

31. Feedback expressed strong support for a culturally distinctive destination that celebrates Chinese culture through dining, events, public art and place activation. However, some submissions supported a broader multicultural approach that reflects Parramatta's diverse community, with concerns that other cultures would feel excluded. Feedback also highlighted the importance of supporting existing businesses, attracting visitors and creating an authentic and inclusive destination that contributes to the Precinct's identity and economic vitality.

Council Officer Response

32. The Precinct will be designed to be inclusive and welcoming to all communities. The vision for the Chinatown Precinct aims to recognise the significant contribution of the Chinese Australian community to Parramatta's cultural, economic, and social fabric and the community's expressed interest in the establishment of a dedicated precinct to celebrate cultural identity, boost local business, and enhance tourism.

33. As the Master Plan is a long-term vision for the Precinct which will develop incrementally and largely within private land ownership, impacts on existing businesses by public domain improvements and redevelopment of Council's land will be considered and managed as they are planned and implemented.

Implementation and delivery

34. Community feedback supported the long-term vision for the Precinct but noted the need for staged delivery to minimise impacts to residents and businesses and ongoing maintenance and Council investment to ensure the Precinct remains functional and well-managed over time.

Council Officer Response

35. The Master Plan establishes a long-term vision for the Precinct to be staged and delivered progressively through private development, capital works funding, Federal and State infrastructure grants and potential joint venture partnerships, with an indicative implementation timeline provided on page 59 of the Master Plan. Ongoing maintenance will be guaranteed through Council's asset management processes.

ADDITIONAL COMMUNITY ENGAGEMENT

Community pop-up and drop-in sessions

36. Feedback received at the pop-up and drop-in sessions hosted by Council officers was generally consistent with the submissions, demonstrating strong support for the Master Plan vision, including renewal of the precinct, the proposed Chinatown, public domain improvements and laneway activation. Many participants expressed a desire to see the Master Plan delivered as soon as possible and highlighted the importance of supporting local businesses, creating a vibrant destination and maintaining ongoing engagement with the community.
37. Key concerns related to parking retention, traffic circulation, public transport connectivity and the impacts of future redevelopment on residents and businesses. Participants also raised issues relating to safety, public space management, future built form outcomes and the need to ensure high-quality public domain, heritage and place-making outcomes as the Precinct evolves. These matters have been addressed with Council officer responses above.

'Meet Your Councillor' session

38. Councillor Ng undertook engagement with members of the community through a 'Meet Your Councillor' session at PHIVE on 19 June 2026 to raise awareness of the Master Plan public exhibition, resulting in 46 hardcopy surveys.
39. Responses reflected strong support for the overarching vision and principles of the Master Plan, including the delivery of a Chinatown precinct and a new public square, and welcomed the renewal of an area widely perceived as dated and lacking activity.

KEY STAKEHOLDER SUBMISSIONS

Australian Chinese Community Association of NSW (ACCA)

40. Council officers met with the ACCA, who support the Master Plan and the proposed Chinatown, considering it an opportunity to create a vibrant, inclusive and culturally rich destination. They advocated for the inclusion of culturally appropriate aged care, community services and social infrastructure within the Precinct. They expressed interest in partnering with Council and other stakeholders to deliver a dedicated multicultural community centre through contributions and joint venture opportunities.

Council Officer Response

41. Council acknowledges the request for aged care facilities to support the local Chinese community; however, the provision of such facilities is beyond the scope of this project.

42. The request for a multicultural community facility and other community services is noted, for consideration in future feasibility and planning stages. Officers acknowledge the offer for ongoing collaboration and stakeholder input into future community infrastructure and precinct initiatives.

Chinese Australian Historical Society

43. Strongly supports the proposed Chinatown Precinct and advocates for the recognition, interpretation and celebration of Parramatta's Chinese heritage through future public domain improvements, cultural initiatives, heritage storytelling and place-making. Recommends further research into the area's Chinese history and expresses interest in ongoing collaboration with Council.

Council Officer Response

44. The Master Plan supports the creation of a distinctive Chinatown Precinct, with opportunities for cultural interpretation, public art and placemaking initiatives to be further explored through future design development. Officers acknowledge the offer for ongoing collaboration on future cultural initiatives within the Precinct.

Parramatta Chamber of Commerce

45. Council officers met with the Chamber of Commerce, who expressed support for the Master Plan and its vision for a more vibrant, walkable and economically active CBD South Parramatta Precinct. They support enhanced public spaces, improved pedestrian connectivity, activation of the Chinatown precinct and measures to strengthen the night-time economy. They raised concerns regarding parking availability and accessibility and advocated for a Special Entertainment Precinct (SEP) and enhanced safety measures. The importance of staged delivery, precinct branding and ongoing stakeholder engagement to support business viability and visitation was emphasised.

Council Officer Response

46. The Master Plan does not propose a net reduction in parking, with details relating to parking provisions, including spaces within the Council-owned car park, to be resolved through future planning and design stages aligned with the Property Strategy.

47. Council resolved on 23 March 2025 to progress a trial SEP with an expanded boundary that includes the Precinct.

48. Council acknowledges the request for ongoing engagement and will continue to consult with stakeholders through the development of Phase 2 of the Master Plan and into the future.

LANDOWNER SUBMISSIONS

110 Church Street

49. Supports the Master Plan vision, including improvements to the public domain and pedestrian connectivity, and the development of a Chinatown. Supports the redevelopment opportunities identified for 110 Church Street and requests that future development be assessed against the Master Plan vision.

Council Officer Response

50. Officers met with the landowners and acknowledged the important role of ongoing consultation and coordination to deliver the realigned Rivoli Way. Once endorsed, the Master Plan will provide the strategic framework to guide future development and inform the assessment of development applications within the precinct.

Scentre Group (Westfield Parramatta)

51. Supports the Master Plan's vision for a more activated, walkable and connected CBD South Precinct, including improvements to public spaces, pedestrian connectivity and the Chinatown precinct. Raises concerns regarding the proposed traffic, servicing and access changes and their impact on Westfield Parramatta and requests that traffic modelling be completed prior to the finalisation of the Master Plan. Requests greater clarity regarding the implementation of the Master Plan, any potential changes to planning controls and seeks ongoing involvement in future planning and design processes.

Council Officer Response

52. Traffic modelling and assessment is proposed to be undertaken in a traffic and transport study following the endorsement of Phase 2 of the Master Plan to allow for a coordinated precinct-wide evaluation of proposed changes, including potential impacts to Westfield Parramatta.

53. Westfield Parramatta is part of the Phase 2 Master Plan. A process of integration between the Phase 1 and Phase 2 Master Plans will occur, with potential minor amendments to Phase 1 to ensure holistic outcomes.

54. Further detail regarding implementation pathways, potential changes to planning controls, design guidelines and future amendments to Westfield Parramatta will be investigated in Phase 2 of the Master Plan.

55. Council Officers acknowledge the request for ongoing engagement and will continue to consult with key stakeholders as projects progress through future planning and design stages.

Station Hotel Parramatta/O'Hara Group

56. Supports the Master Plan's vision to create a more vibrant and activated precinct. Noted the importance of supporting existing and future hospitality businesses to create a thriving night-time economy, recommending the expansion of Special Entertainment Precinct (SEP) to include the precinct and staged construction of upgrades to minimise disruption. Recommends enhanced CCTV and lighting and no loss of parking in the precinct.

Council Officer Response

57. Council resolved on 23 March 2025 to progress a trial SEP with an expanded boundary that includes the Precinct.

58. The request for enhanced safety measures, including lighting and surveillance is noted and will inform future detailed design.

59. The Master Plan does not propose a net reduction in parking, with details relating to parking provisions, including spaces within the Council-owned car park, to be resolved through future planning and design.

60. The Master Plan provides a long-term framework for the precinct and will be delivered progressively over time. Future projects will consider staging and impacts on existing businesses through the planning approval process. Place activation and promotion will be considered as part of future implementation.

LOCAL BUSINESS SUBMISSIONS

Lil Miss Collins

61. Supports the Master Plan's vision for a more connected, vibrant and culturally activated precinct. Raises concerns regarding the potential impact of the proposed Woodhouse Square redevelopment on Lil Miss Collins and highlights the economic, cultural and community contribution of long-standing local businesses. Seeks clarification regarding how affected businesses will be accommodated as future redevelopment planning progresses.

Council Officer Response

62. Officers met with the business owners and acknowledged the important contribution that established businesses make to the character, activation and economic success of the precinct. Detailed planning for redevelopment of Council-owned land will include engagement with Lil Miss Collins, with potential for replacement within new development aligned with Council's

Property Strategy. Council will continue to engage with affected stakeholders as planning for future redevelopment opportunities progresses.

POST-EXHIBITION AMENDMENTS TO THE MASTER PLAN

63. In response to community feedback received during the public exhibition process and further review by Council officers, the Master Plan has been amended to improve its clarity, accessibility and technical accuracy, as outlined below.
    a. For clarity, the name of the Master Plan now includes "Phase 1" to delineate it from the upcoming Phase 2 work.
    b. A summary of the community engagement process and key insights has been included in a new section of the Master Plan, starting page 25.
    c. To improve clarity and legibility, the walking and cycling connections have been divided into two diagrams in the Master Plan (pages 53 and 54 respectively).
    d. The Master Plan has been updated to include the City of Parramatta Council Universal Design Position Statement on page 55, and the Disability Inclusion Action Plan 2026-2030 on page 10.
    e. The exhibited Master Plan referred to the opportunity for a Public Art Master Plan (on page 59). However, due to current DPOP priorities and resourcing, preparation of a standalone Public Art Master Plan is not considered necessary. Instead, it is recommended that public art be incorporated into the scope for the streetscape upgrades along Church Street between Argyle and Parkes Streets and Great Western Highway. This capitalises on a current project in an efficient way.
    f. The rendered aerial image of the Precinct in the Draft Master Plan incorrectly represented a couple of buildings taller than permitted under existing planning controls. The corrected image, on page 5 and 28 of the amended Master Plan, illustrates indicative building envelopes consistent with permissible building heights and densities.

CHURCH STREET UPGRADES

64. Council's DPOP 2025-2029 identifies the scoping for streetscape upgrades for Church Street between Argyle and Parkes Streets and Great Western Highway. This represents an opportunity for the Master Plan's vision to be integrated in this scope (planned to commence FY27), as well as considering opportunities for public art and placemaking.

CONSULTATION & TIMING

Stakeholder Consultation

65. The following stakeholder consultation has been undertaken in relation to this matter:

Date	Stakeholder	Stakeholder Comment	Council Officer Response	Responsibility
25 May 2026	Parramatta Chamber of Commerce	In person session – stakeholders provided questions/comments in relation to all aspects of the Master Plan.	Responses were provided during the session by Council Officers and comments that also formed part of the submissions were considered in the report.	Group Manager City Design
2 June 2026	Australian Chinese Community Association of NSW (ACCA)			
25 May 2026	The landowners of 110-112 Church Street, Parramatta	In person session – stakeholder provided questions/comments in relation to all aspects of the Master Plan.	Responses were provided during the session by Council Officers and comments that also formed part of the submissions were considered in the report.	Group Manager City Design
30 June 2026	The business owners of Lil Miss Collins cafe			
18 May to 23 June 2026	The local community of the CBD South Parramatta Precinct	Questions/comments in relation to all aspects of the Master Plan.	Online survey results and written submissions are considered and responded to in this report.	Group Manager City Design

Councillor Consultation

66. The following Councillor consultation has been undertaken in relation to this matter:

Date	Councillor	Councillor Comment	Council Officer Response	Responsibility
23 July 2025	All invited	Councillors discussed the CBD South Parramatta Precinct boundary and phasing of the master plan to support the ongoing Westfield Precinct planning proposal, with Phase 1 as the immediate priority.	Contained in this report and in the Master Plan.	Group Manager City Design

1 September 2025	All invited	Councillors discussed the challenges, opportunities and priorities for the precinct, with agreement to explore two options for new public domain, in a linear or square arrangement, and to explore a convention centre.	Contained in this report and in the Master Plan.	Group Manager City Design
1 October 2025	All invited	Councillor Drop-In Session feedback focussed on options for smaller, fine grain interventions, including laneways and smaller public spaces with cultural expression and active night-time economy.	Contained in this report and in the Master Plan.	Group Manager City Design
3 November 2025	All invited	Councillors expressed support for the recommendation for the precinct vision to be focused on nightlife and dining, with small squares, laneways, and strong connections to Jubilee Park and the railway station.	Contained in this report and in the Master Plan.	Group Manager City Design

CONCLUSION AND NEXT STEPS

67. It is recommended that Council approve the amended CBD South Parramatta Precinct Master Plan at Attachment 1.
68. After Phase 1 of the CBD South Parramatta Precinct Master Plan is endorsed, Phase 2 will commence and be reported to Council for public exhibition by June 2027.
69. The Master Plan is informed by expert internal traffic advice and identifies preferred traffic improvements; however further specialist modelling is required as part of a Traffic and Transport Study. To integrate the traffic and transport approach to the broader precinct, this study should occur after adoption of the Phase 2 Master Plan.
70. Amendments to Part 9: Parramatta City Centre of Parramatta DCP 2023 will be required to reflect the intended outcomes of the Master Plan. The amendments will translate the diagrams and Design Guidelines in the Urban Framework chapter of the Master Plan into DCP diagrams, objectives, and controls. To ensure a holistic and integrated planning approach to the broader Master Plan precinct, amendments to Part 9 of the DCP will only occur following approval of the Phase 2 Master Plan. The anticipated timing for these amendments to be reported to Council is June 2028.

LEGAL IMPLICATIONS FOR COUNCIL

71. There are no legal implications for Council associated with the recommendations of this report.

FINANCIAL IMPLICATIONS FOR COUNCIL

72. There are no financial implications for Council associated with the recommendations of this report.

Kelly Van der Zanden
Group Manager City Design

Jennifer Concato
Executive Director City Planning and Design

George Bounassif
Acting Chief Executive Officer

ATTACHMENTS:

1. ECM 2128264 v 1 Attachment - 1 260813 CBD South Parramatta Precinct Master Plan Phase 1 [**12.6.1** - 59 pages]
2. ECM 2130717 v 1 Attachment 2 - Community Engagement Report [**12.6.2** - 25 pages]


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.

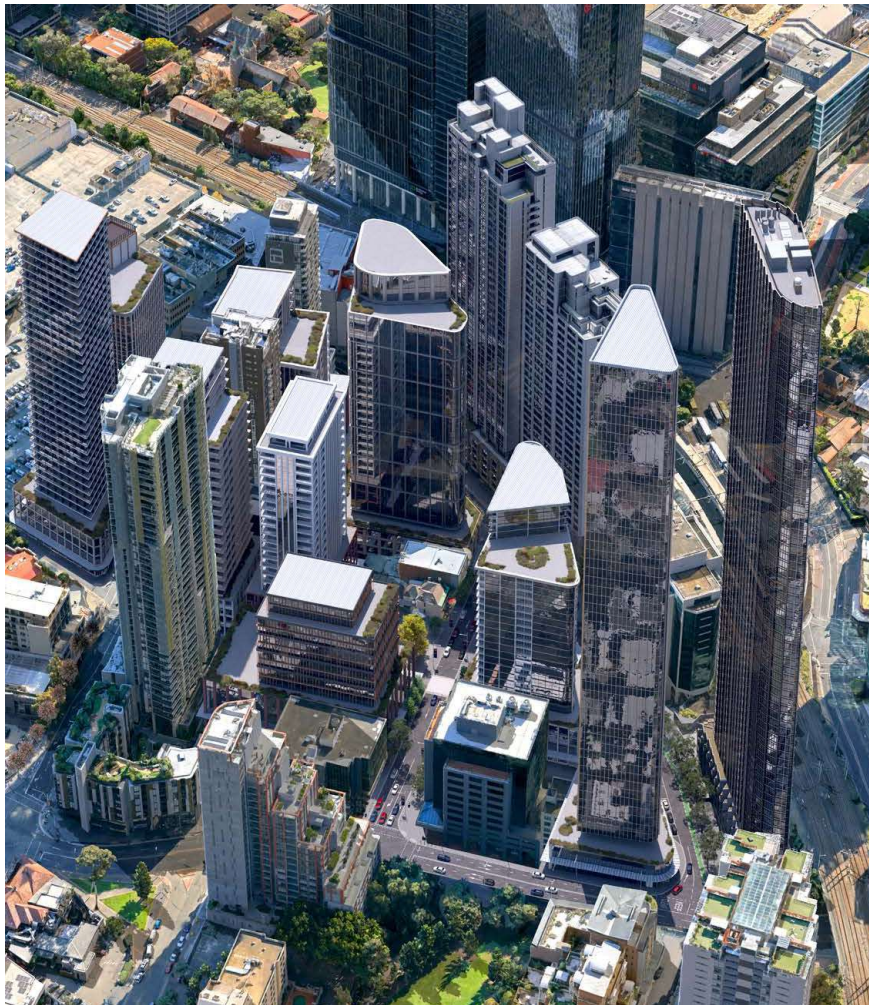
Strategic Opportunities

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

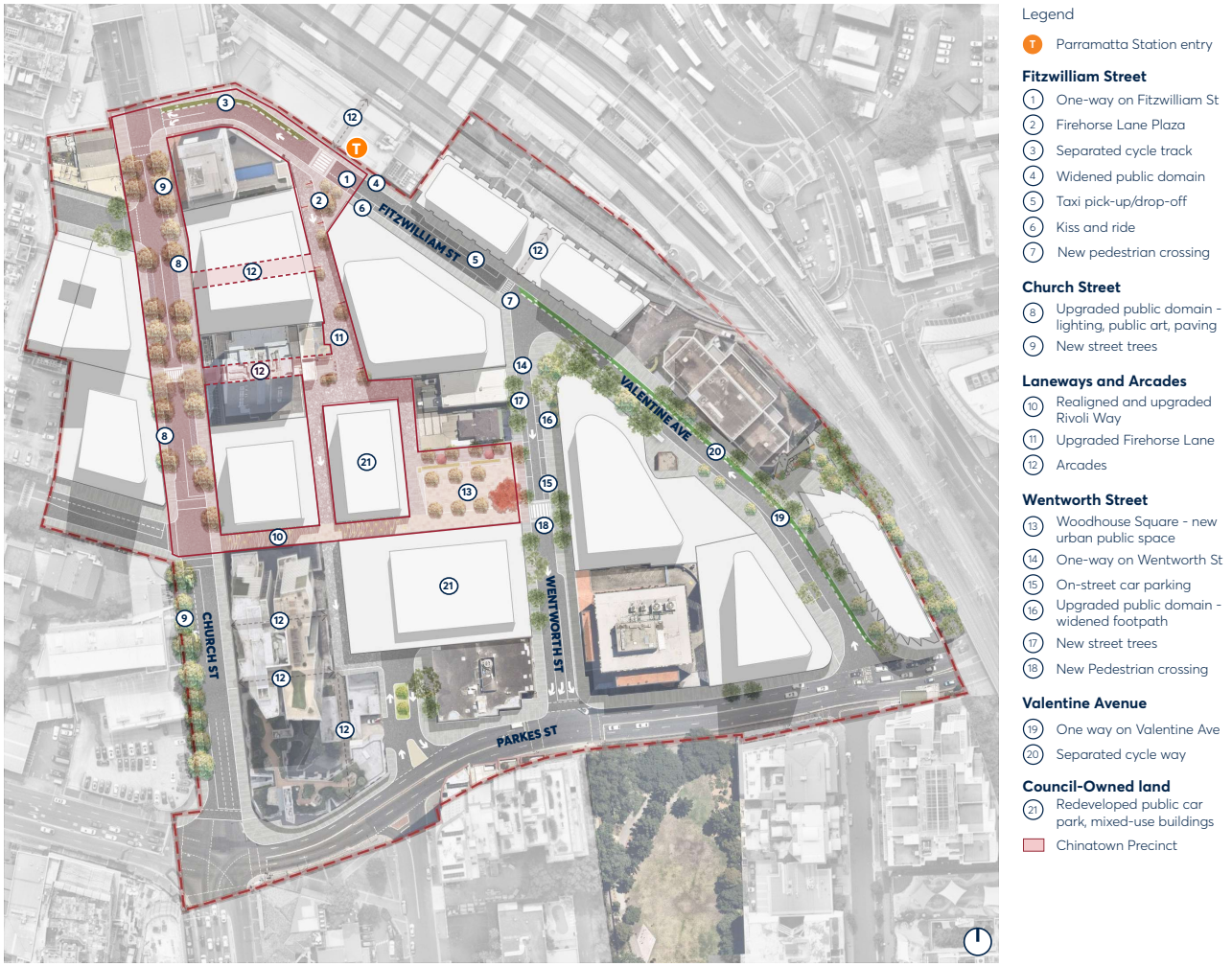
These images are indicative only.

Executive Summary

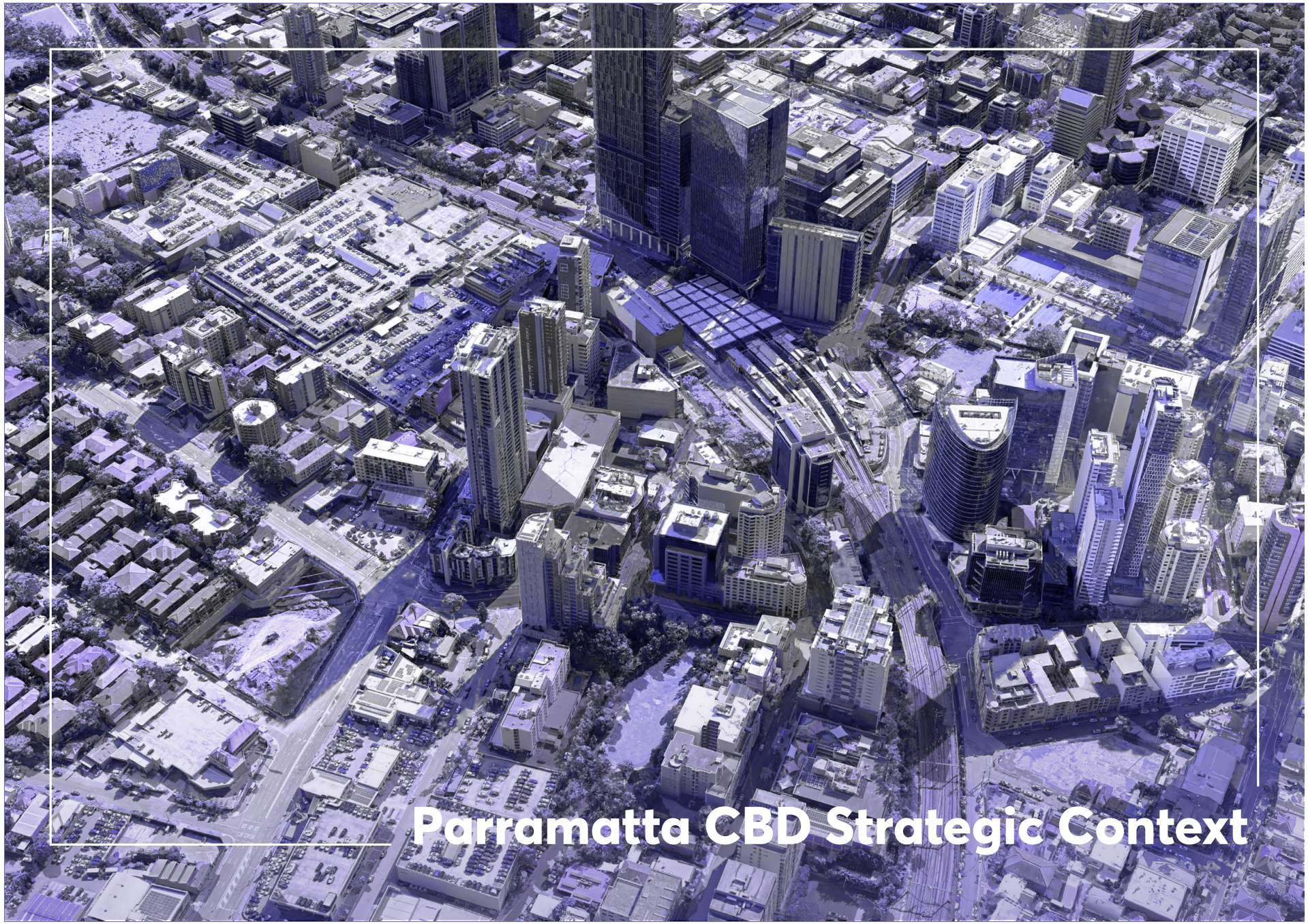
Impact of the Master Plan

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



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.

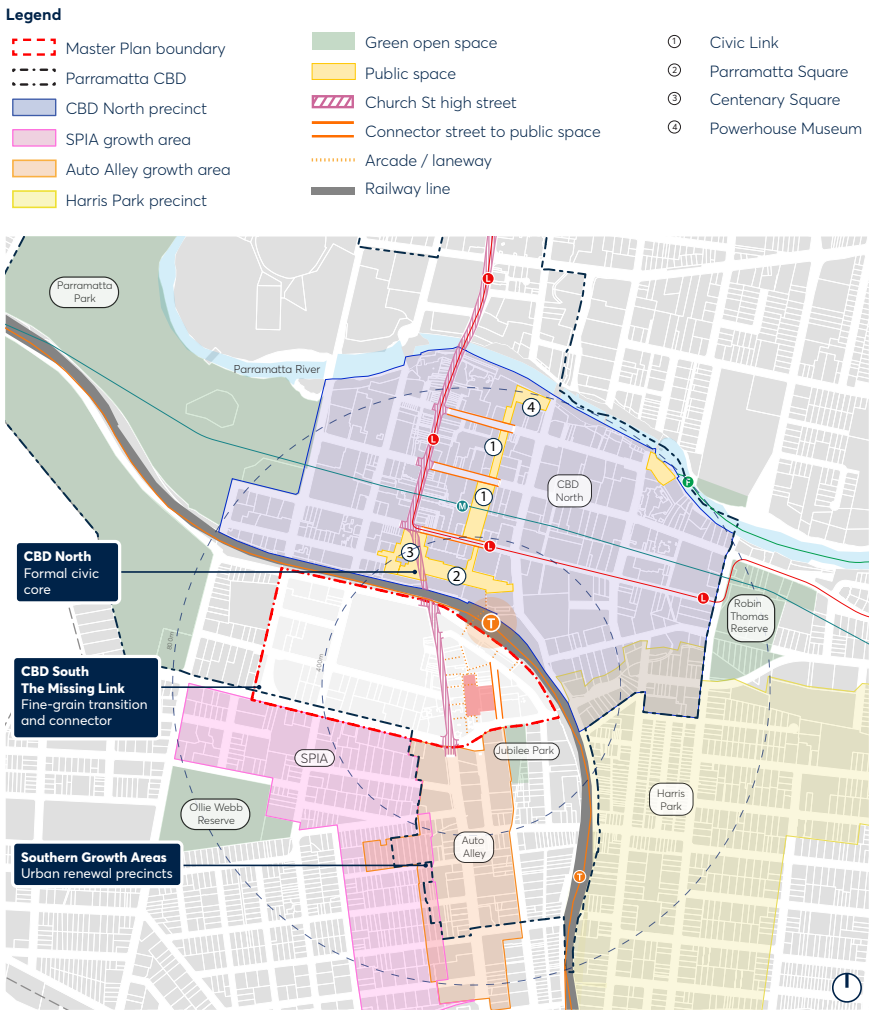
An integrated Master Plan is required to align development capacity with public-domain delivery, ensuring high quality connectivity between surrounding precincts. These precincts are identified below:

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.



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.

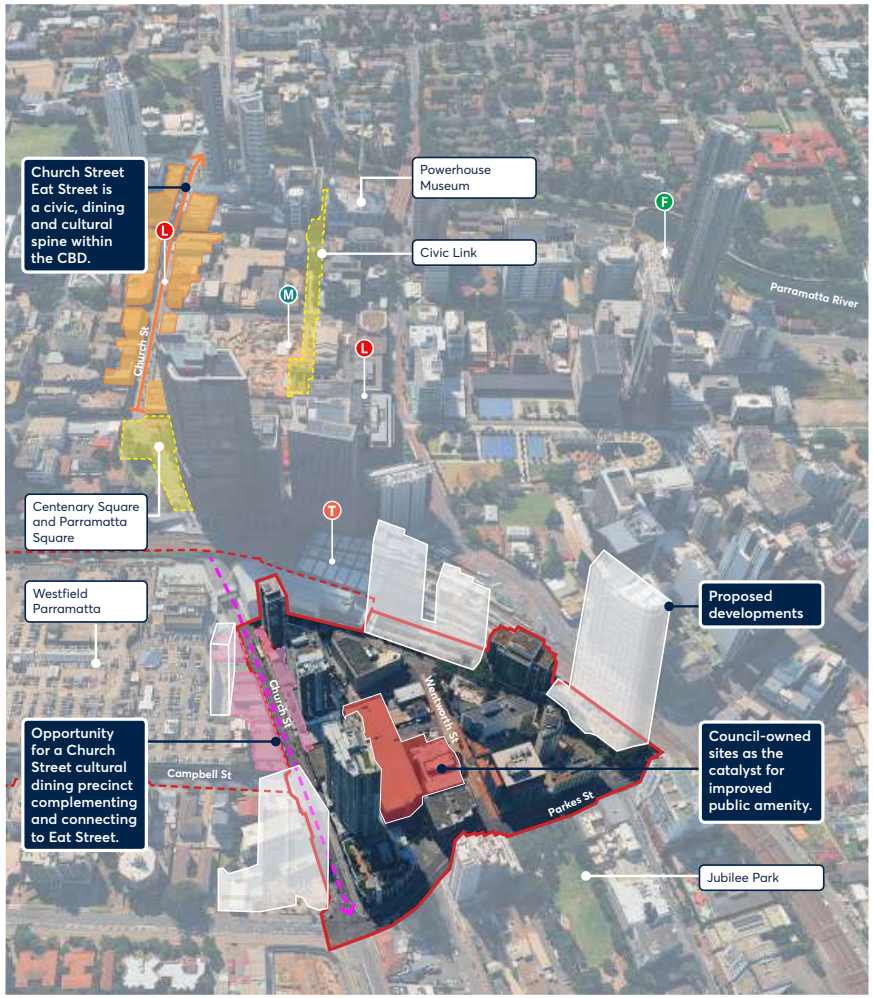
The Master Plan presents a timely opportunity to shape urban renewal in a coordinated way that strengthens connectivity, lifts public domain amenity and delivers lasting public benefit.

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



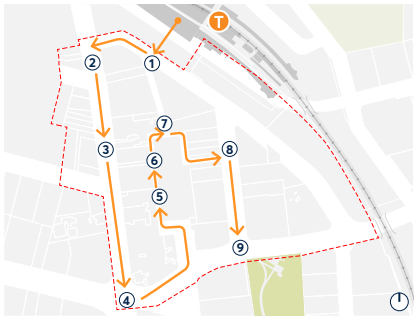
Contextual Analysis

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.

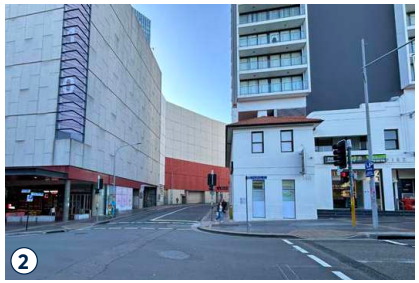
The Precinct is bounded by primary streets that enclose a fine-grain internal network of laneways, arcades and shared streets. While Church Street supports the highest level of activity, surrounding streets and laneways function largely as circulation and service spaces, creating a clear contrast between 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.



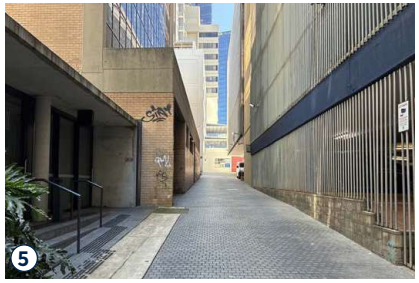
Heritage Fire Station building in foreground with large blank walls along the Westfield site on Fitzwilliam and Church Streets.



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.



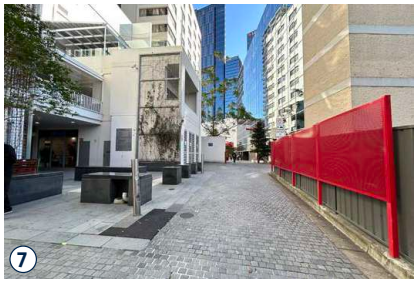
Busy State roads bound the Precinct to the south, creating a vehicle-dominated edge with limited public domain quality amid emerging urban renewal.



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

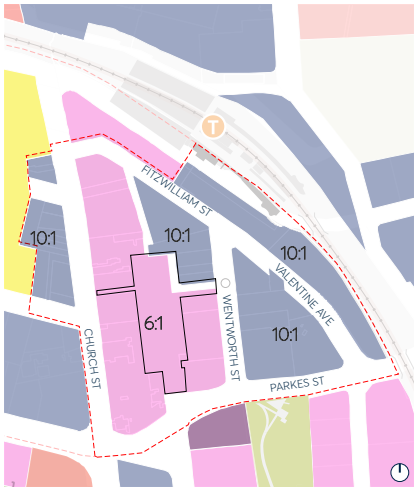
The Precinct includes a mix of land uses under the Parramatta Local Environment Plan (LEP 2023), with commercial development concentrated near the railway line and high-density mixed-use development across the remainder of the precinct. The envisioned range of uses serve workers, residents and visitors,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

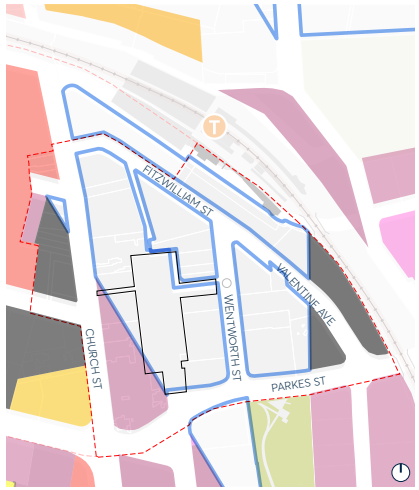


- The Precinct has maximum FSR controls of 6:1 and 10:1. This is generally consistent with the land surrounding the Precinct.
- Council-owned land is zoned with a maximum 6:1 FSR.

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

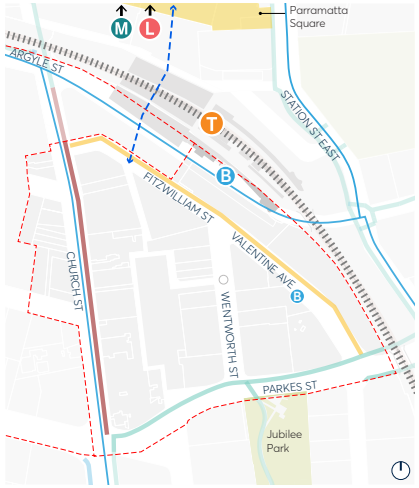


- Fitzwilliam Street connects the Precinct to Parramatta Station, supporting both pedestrian and vehicle movements.
- Church Street carries through-traffic between Argyle Street and Parkes Street and functions as the Precinct's high street. It also connects pedestrians to CBD North under the rail line.
- 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



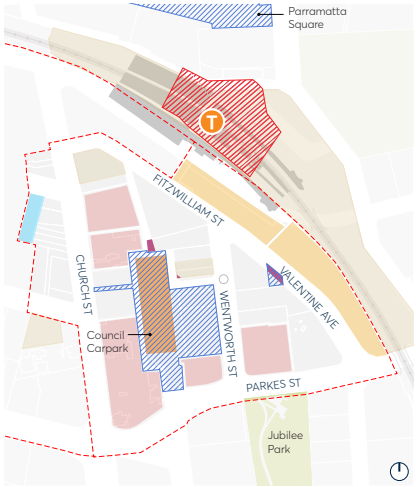
- The Precinct is triangular, shaped by the train line and distinct from the broader CBD's regular grid layout. This results in large block lengths without adequate permeability.
- Internal arcades along Church Street support local permeability without broader connections.
- Rivoli Way is terminated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

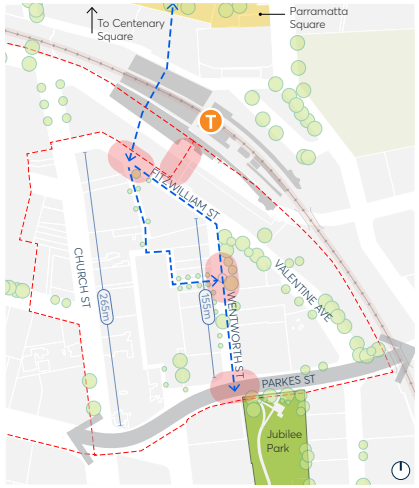


- Church and Fitzwilliam Streets offer restaurants, cafés, retail and supermarkets. Asian restaurants dominate the food offering, reflecting a strong dining culture.
- Fire Horse Lane supports servicing for the block, with inactive edges despite heavy pedestrian use, contributing to safety concerns. 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

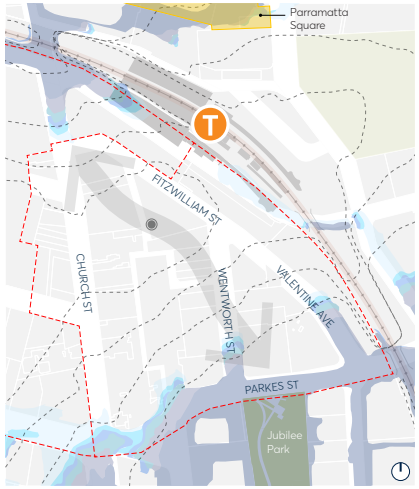


- The Precinct lacks public open spaces, relying on nearby areas such as Parramatta Square and Jubilee Park. Access to these spaces is restricted by major barriers, including Parkes Street and the rail line.
- Walkability is constrained in local streets by vehicular conflicts and a cluttered, narrow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

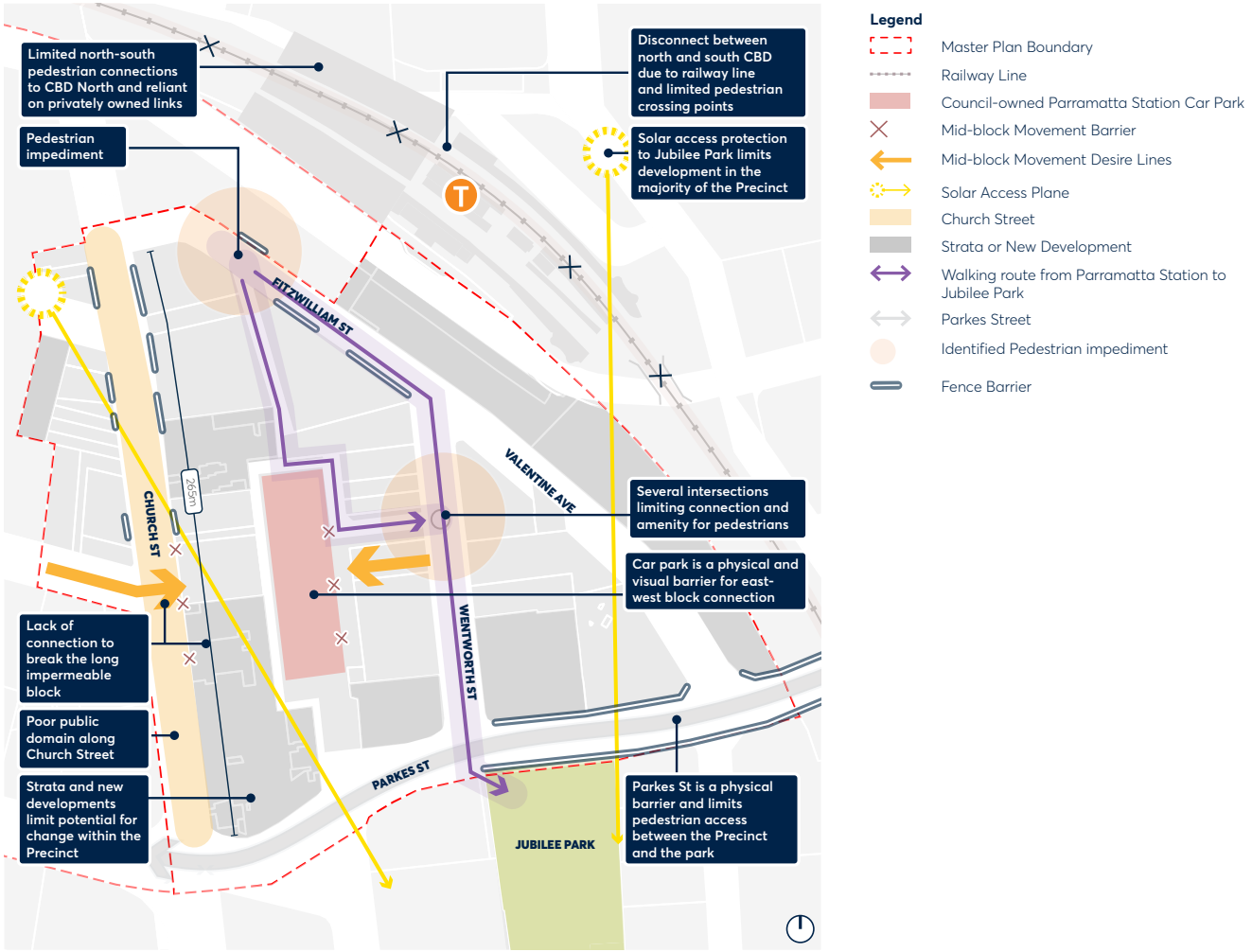
A complex network of local streets and service lanes with narrow, cluttered footpaths create frequent vehicle conflicts with pedestrians and limits the quality and usability of the public domain.

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

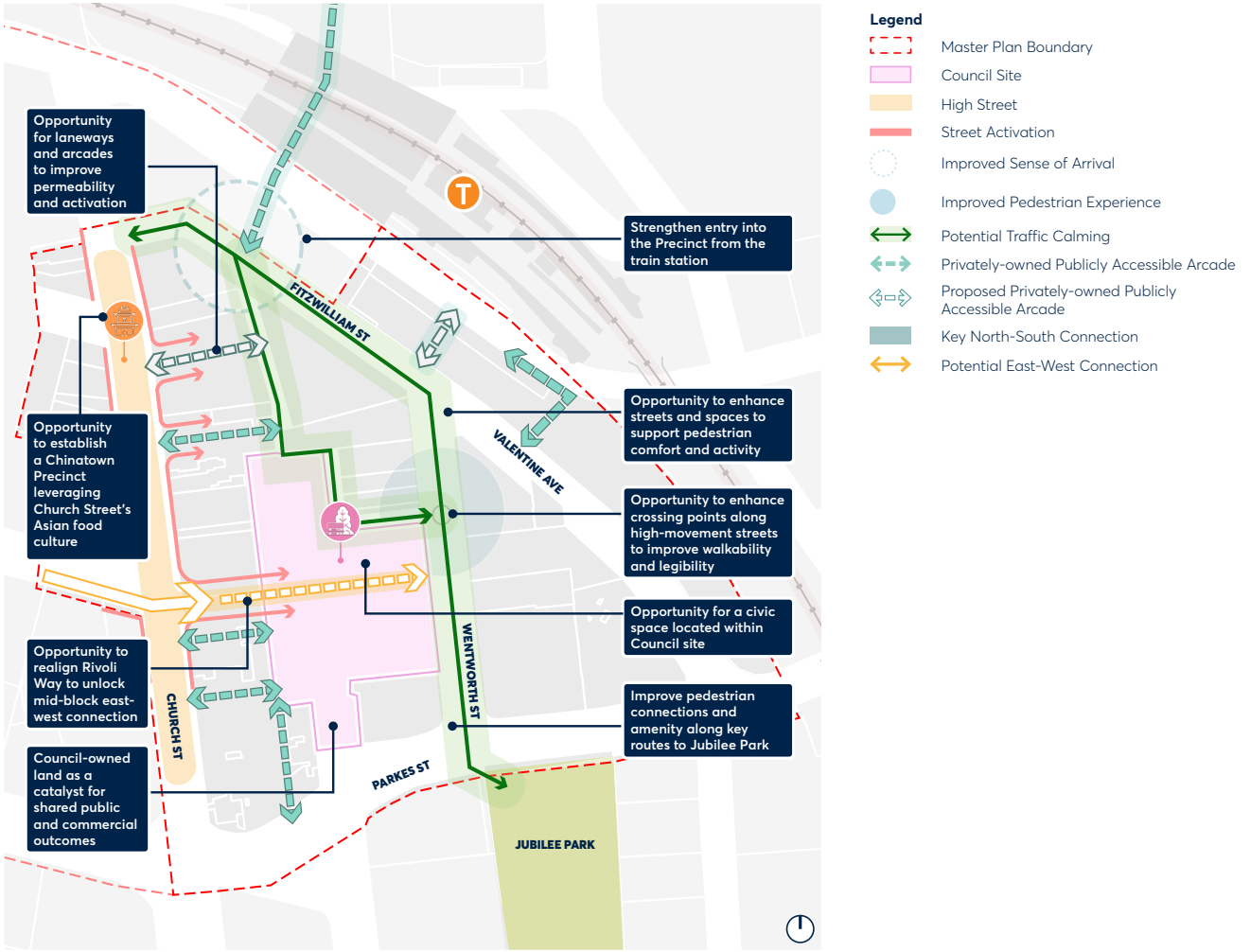
Council-owned land offers an opportunity to introduce a public space at the heart of the Precinct that provides relief from high density and connects local streets and laneways.

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

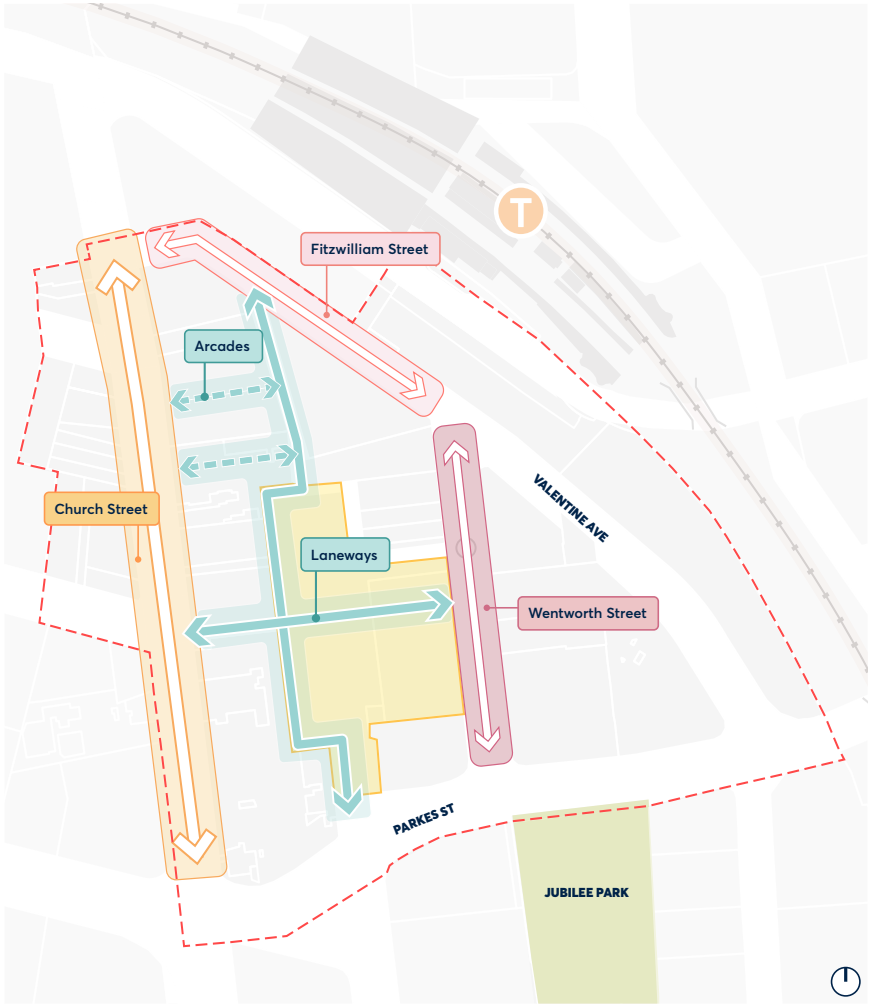
Church Street presents an opportunity to reinforce its role as a high street, with its established cultural Asian food identity able to extend into adjoining arcades and laneways to create a food and nightlife destination.

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

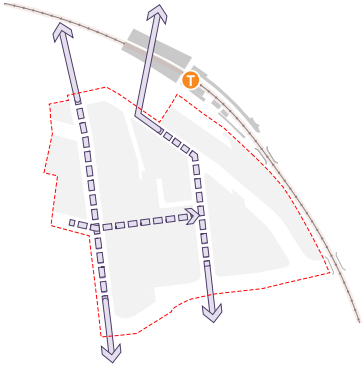


4. Wentworth Street

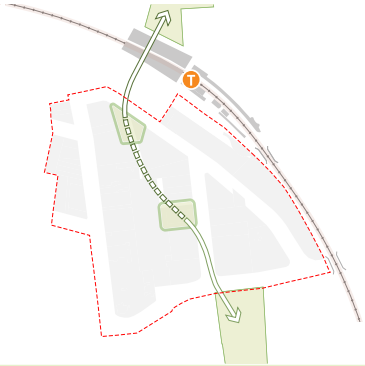
Urban Design Principles

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.



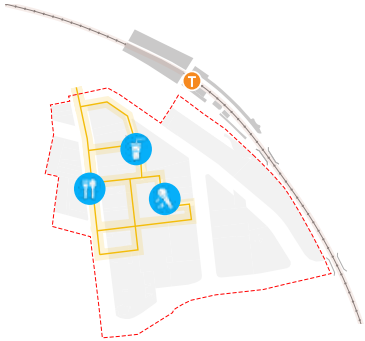
P3 Improve connections between streets and public spaces
Create convenient, vibrant links between streets and new public spaces with upgraded laneways and arcades.



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.

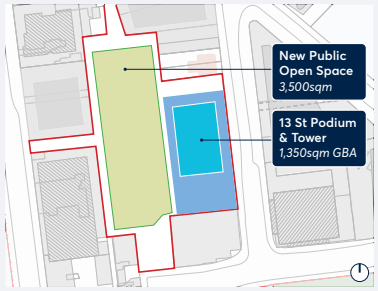
Outcome

- **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

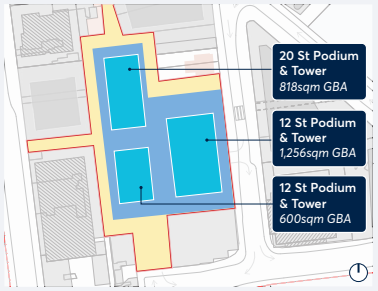
Creates a large rectilinear open space but delivers low development potential. It is **not suitable** for further testing as it does not achieve development yield, amenity or visual security to the open space.



Achieves Urban Design Principles:
P1 P2 P6

Scheme 2: Highest Development Capacity

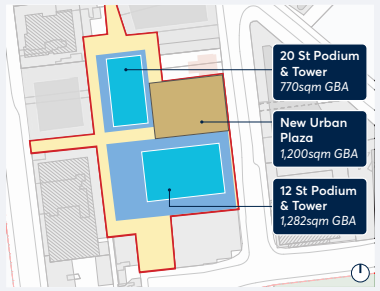
Delivers the highest development yield (approx. 5.6:1 FSR / 36,000 sqm GFA) but is **not suitable** for further testing due to limited public benefit and poor built form outcomes.



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.

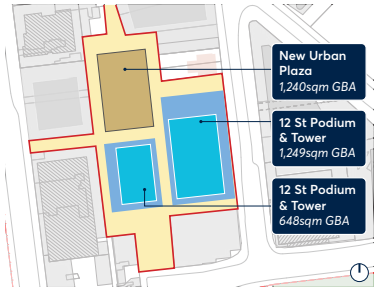


Achieves Urban Design Principles:
P1 P2 P3 P4 P5 P6

Step 2: Location of an Urban Plaza

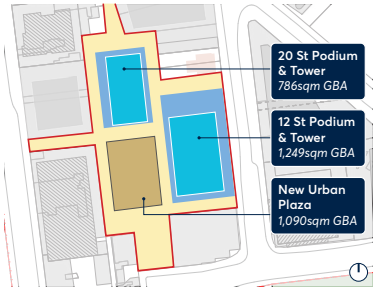
Option 1: Urban Plaza in Interior of Block - North

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



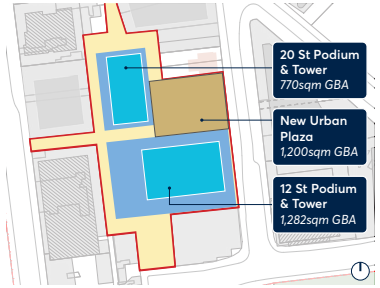
Option 2: Urban Plaza in Interior of Block - South

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

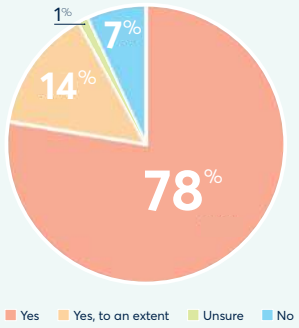
Community Engagement with **3** pop-up and drop-in sessions

CBD South Parramatta

Precinct Vision

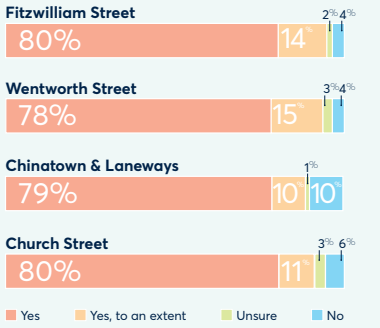
"CBD South Parramatta Precinct will become a lively destination where people gather over food, culture, and community. Chinatown eateries activate intimate laneways and arcades, filled with public art and light features, creating a vibrant nightlife destination. A new city square offers space for markets, 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.

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

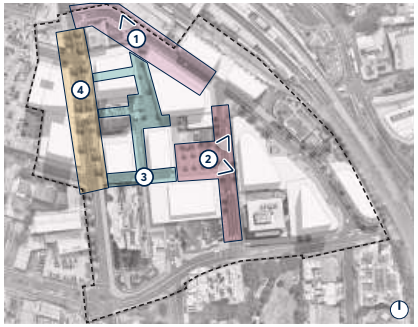
The vision for the Precinct is brought to life through four key local places, each with a distinct role in delivering the vision and guided by its own vision statement.

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.

3. Chinatown Laneways and Arcades



Before - Rivoli Way



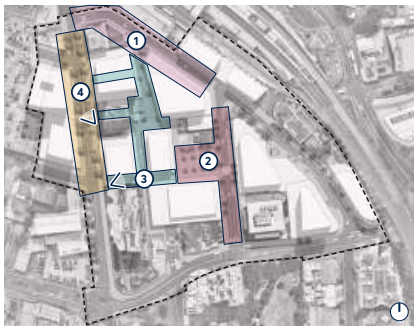
After - Realigned Rivoli Way



Before - Fire Horse Lane



After - Fire Horse Lane



Key Plan

4. Church Street



Before



After



Local Places


Parramatta
FIRST HORSE LAND
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.

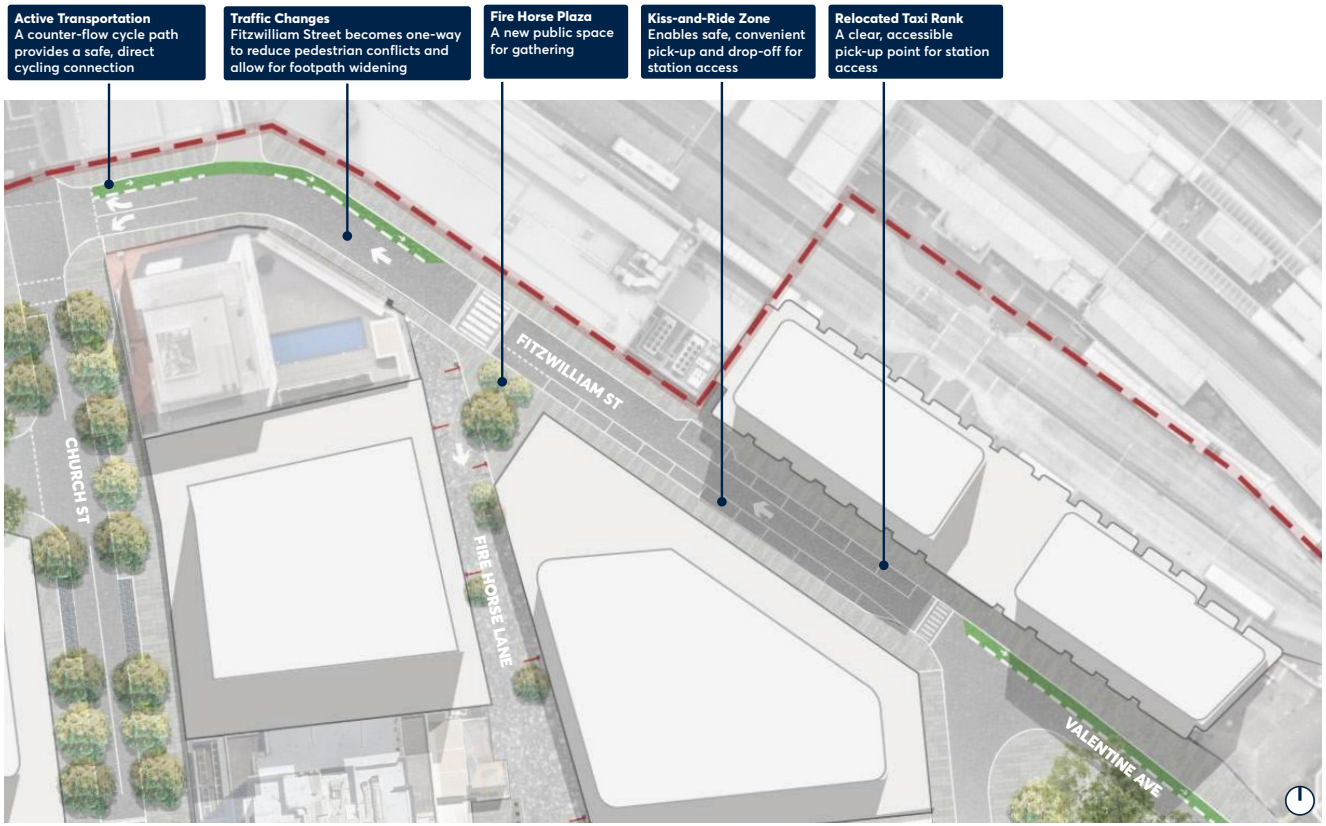
Arrival to CBD South Parramatta Precinct
Fitzwilliam Street provides a welcoming arrival into the Precinct through a new public space, Fire Horse Plaza, connecting people between Parramatta Station and Church Street, the Chinatown laneways, Woodhouse Square, Wentworth Street and Jubilee Park.

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.

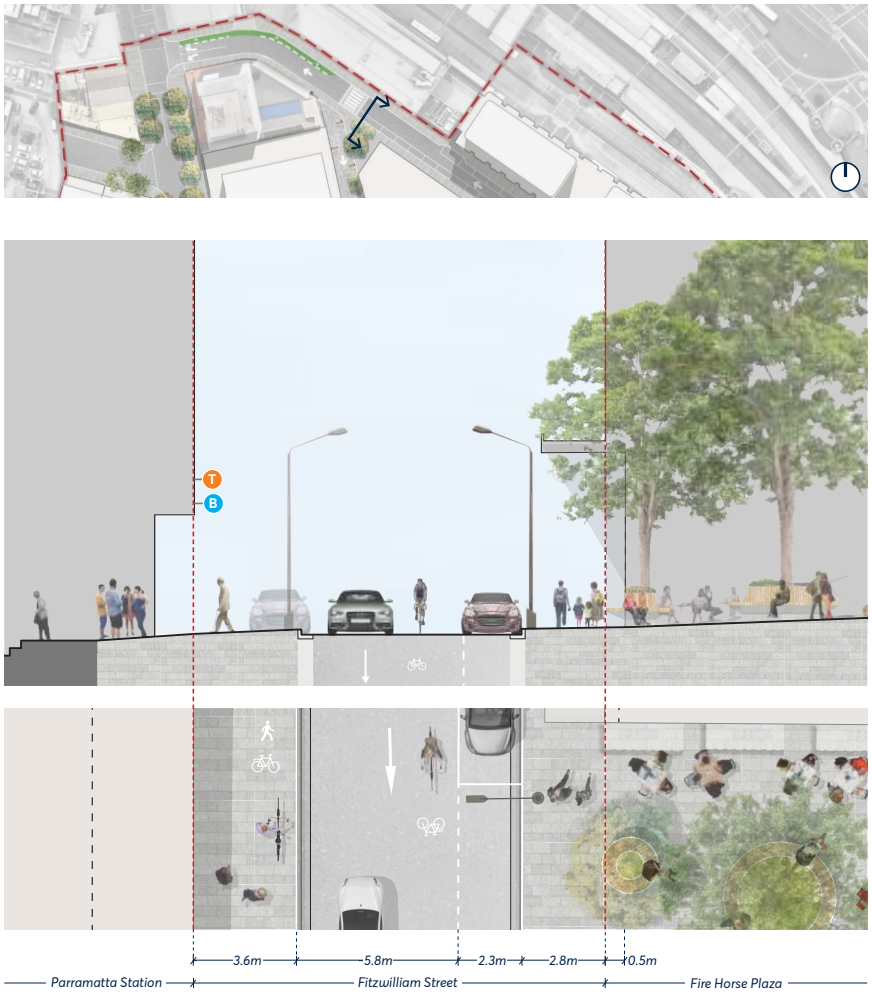


Key Plan



Fitzwilliam Street Plan

Fitzwilliam Street



Fitzwilliam Street Section



Church Street

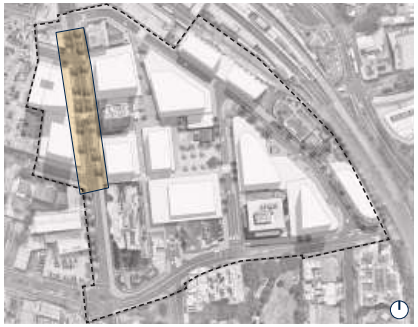
Church Street celebrates its cultural identity, anchoring a new Chinatown Precinct and renewing its role as a leafy, lively high street that connects the CBD to South Parramatta.

Church Street

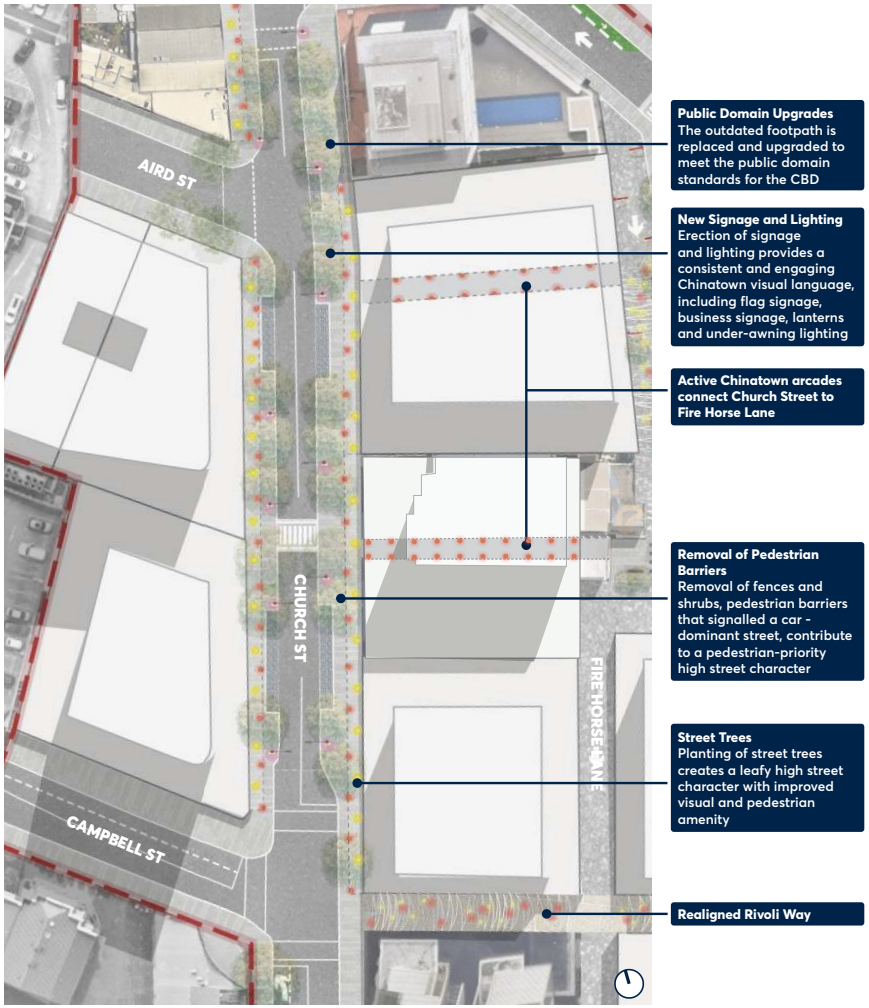
Church Street is Parramatta's high street, shaped around food, culture and everyday living. People come together and move comfortably through this lively and distinctive Chinatown destination.

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



Church Street Plan

Church Street



Church Street Section


FRESH FUSION
RIVOLI WAY
lucky wok
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

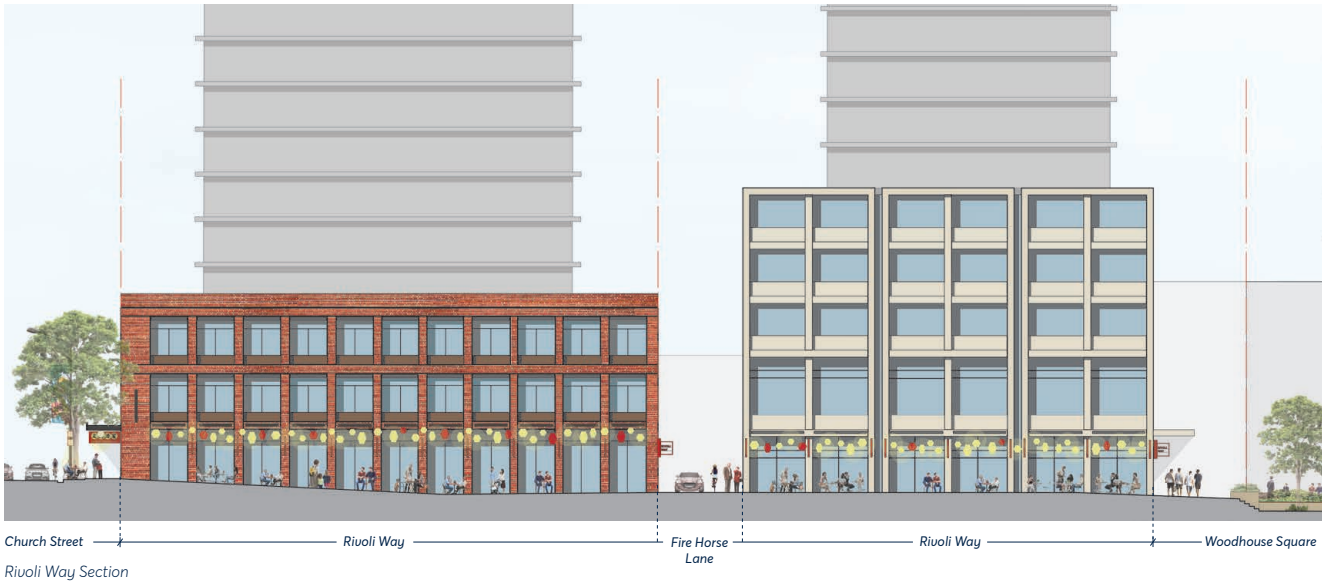
Rivoli Way

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

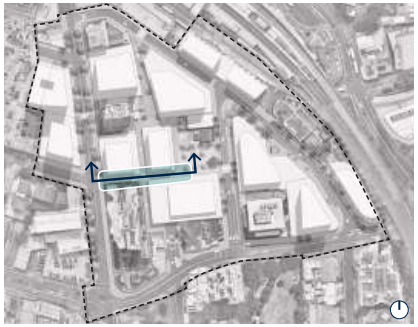
Rivoli Way
Rivoli Way sits at the heart of the Chinatown Precinct as a pedestrian-focused cultural destination, supporting movement and outdoor dining. Fine-grain food tenancies, lighting, public art and signage create active and intimate spaces with a distinct identity.

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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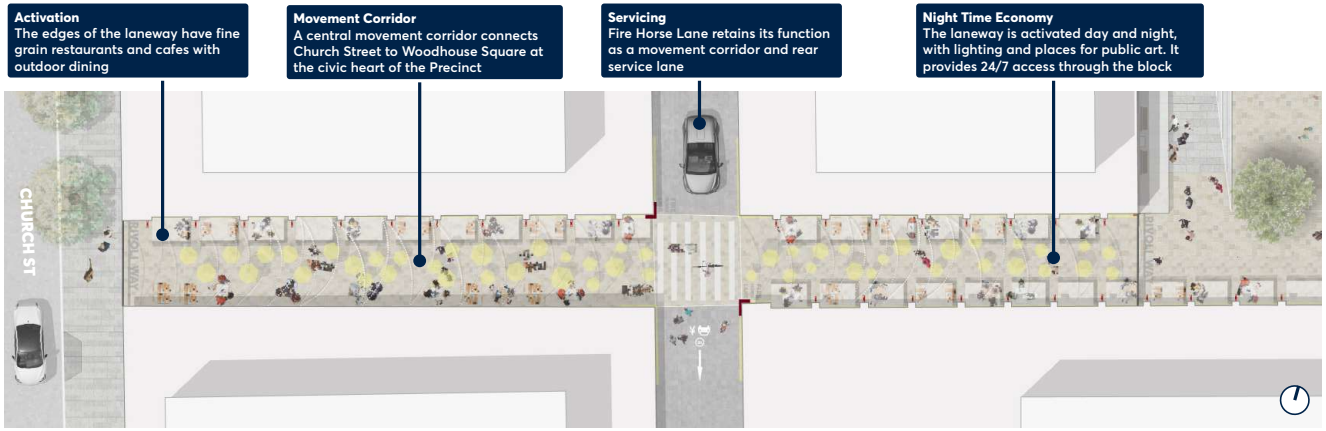


Rivoli Way Plan


FIRE HORSE LANE
FIREHORSE LN
PARRAMATTA CHINATOWN
Chinatown Laneways and Arcades
Fire Horse Lane

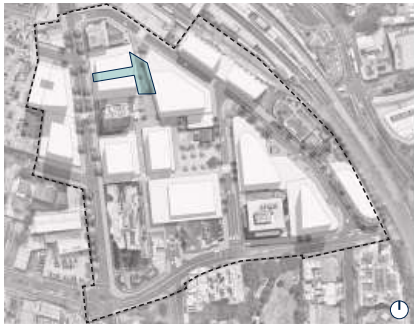
Fire Horse Lane

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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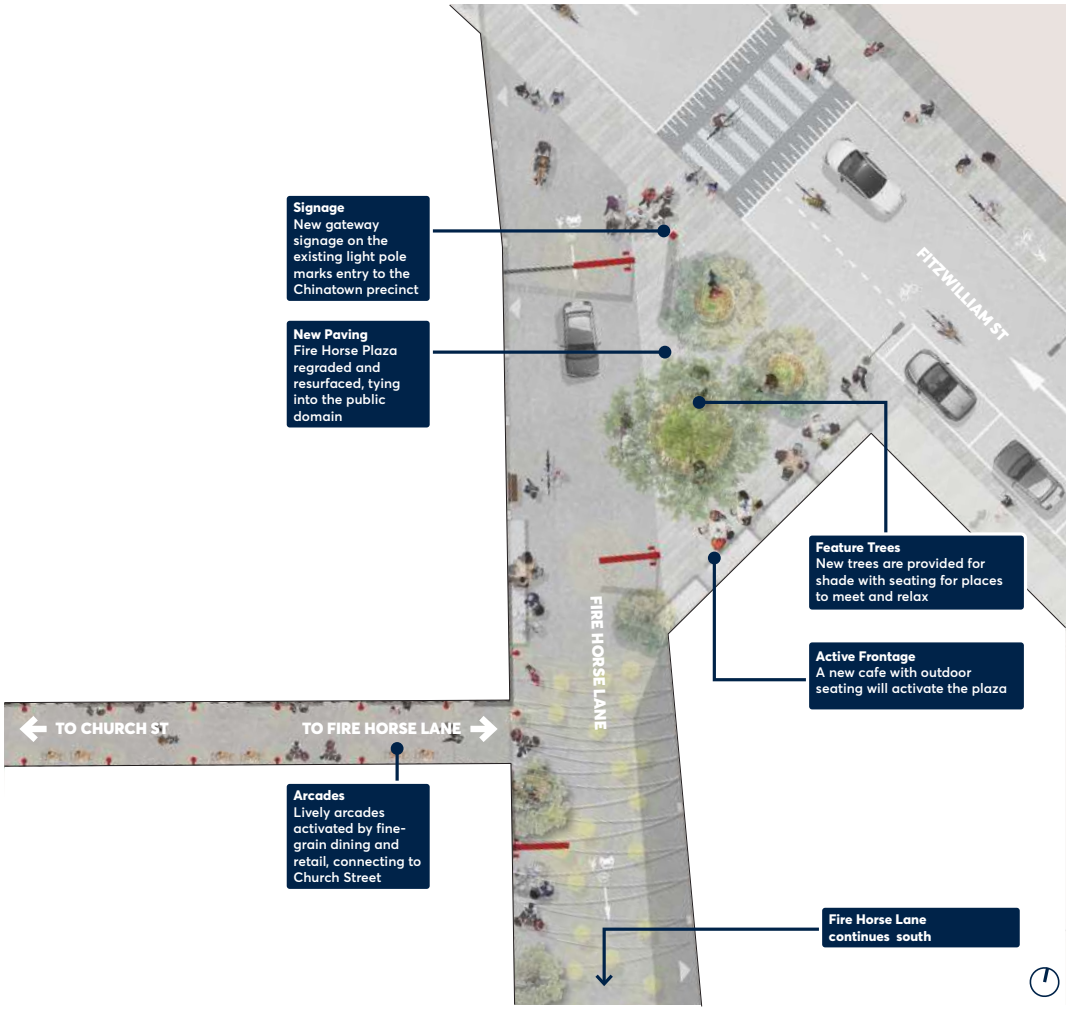


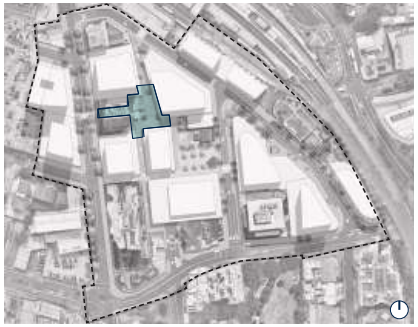
Fire Horse Plaza Plan

Fire Horse Lane

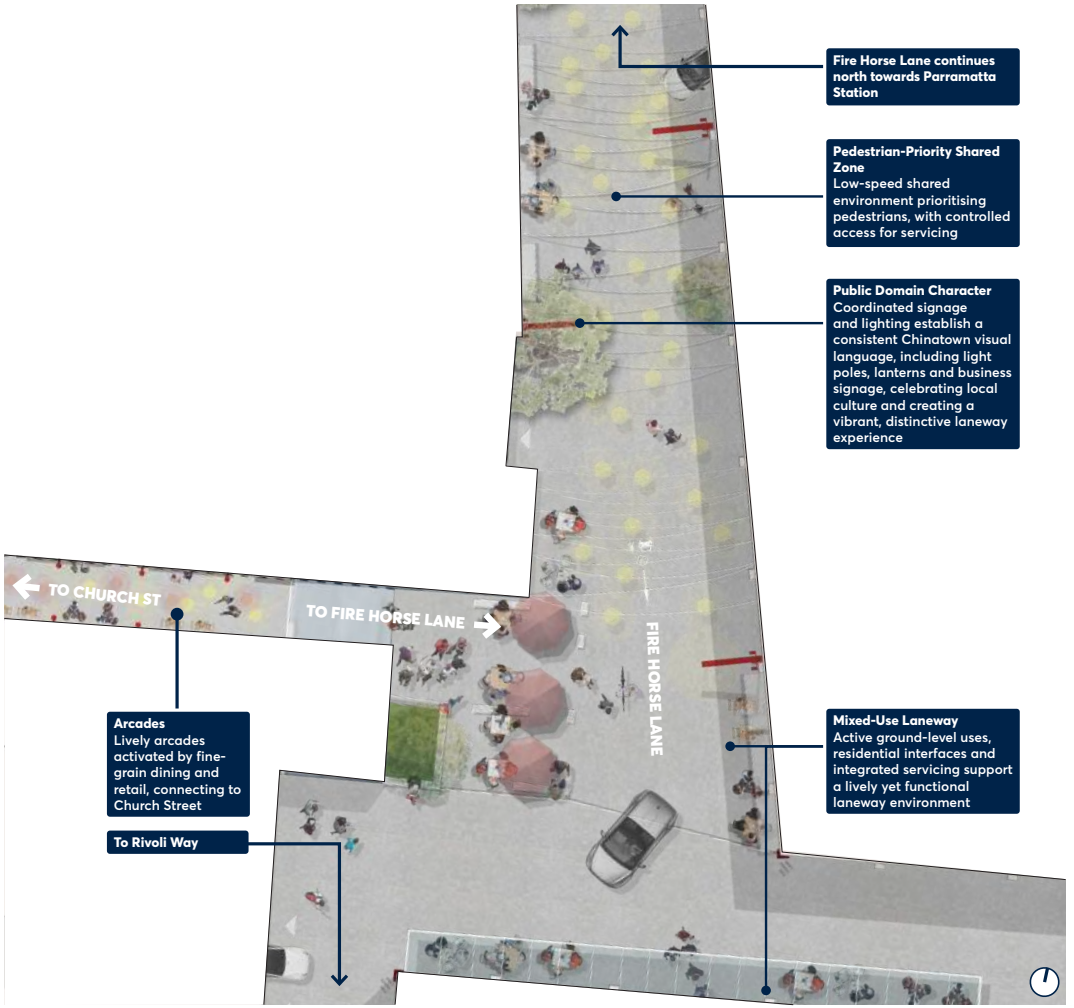
Fire Horse Lane knits together a fine-grain network or arcades connecting to Church Street and Rivoli Way, with a vibrant public domain balanced with the servicing needs of the Precinct.

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.



Key Plan



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

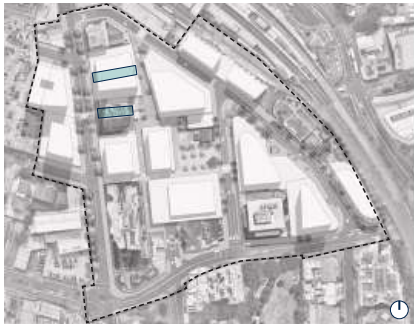
Potential Future Character of Activated Arcades



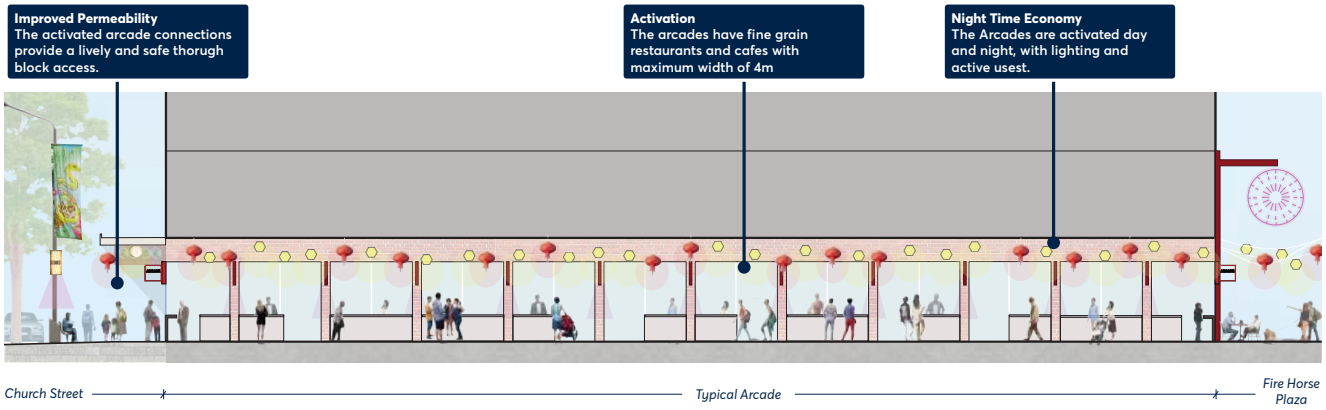
Entrance to an Arcade in Burwood Chinatown



Activated Arcade in Burwood Chinatown



Key Plan



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.

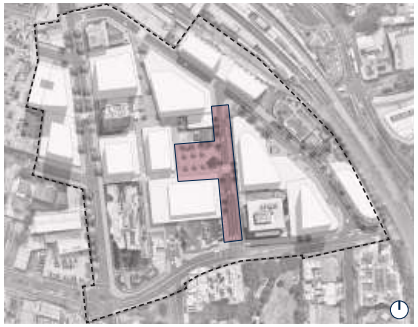
Wentworth Street

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.

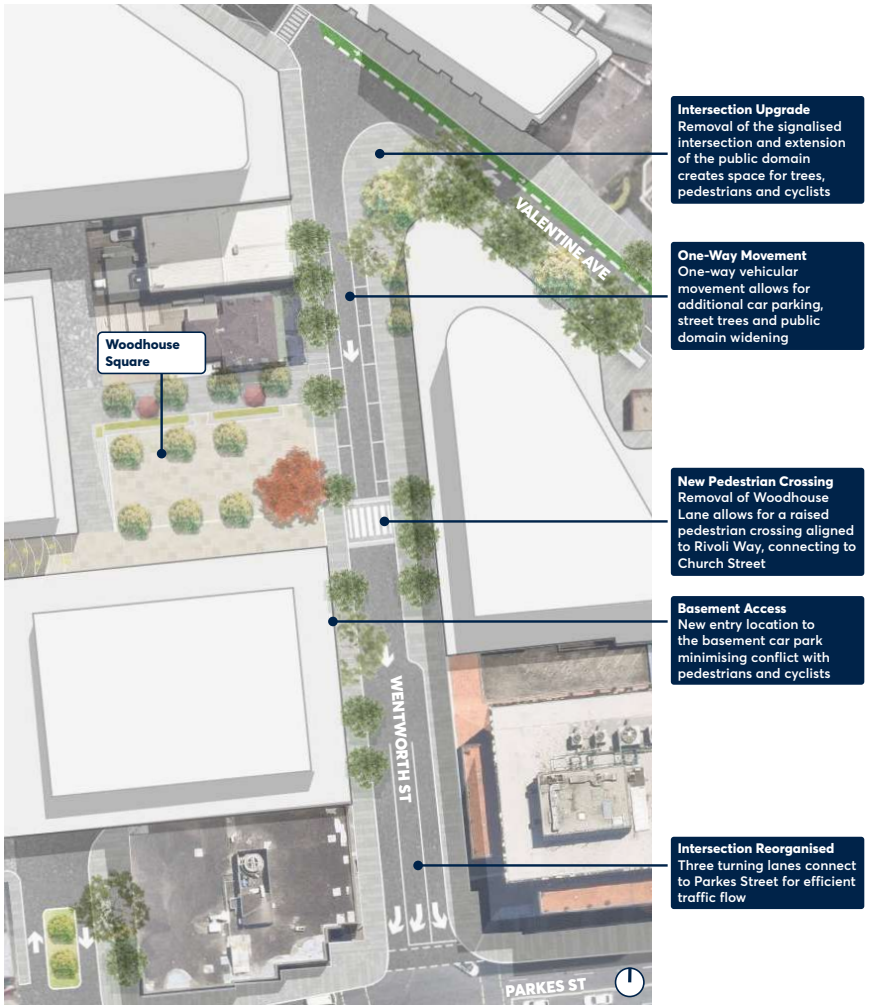
Movement and Street Function
Wentworth Street is converted to one way, reducing through traffic and pedestrian conflicts and simplifying turning movements for public car parking. This allows for additional on street car parking, a new crossing and a wider, unbroken public domain for ease of movement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



Key Plan



Wentworth Street Plan


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.

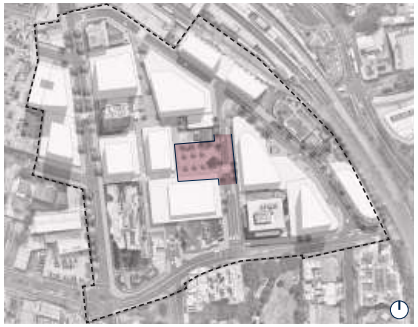
Spatial Qualities

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.

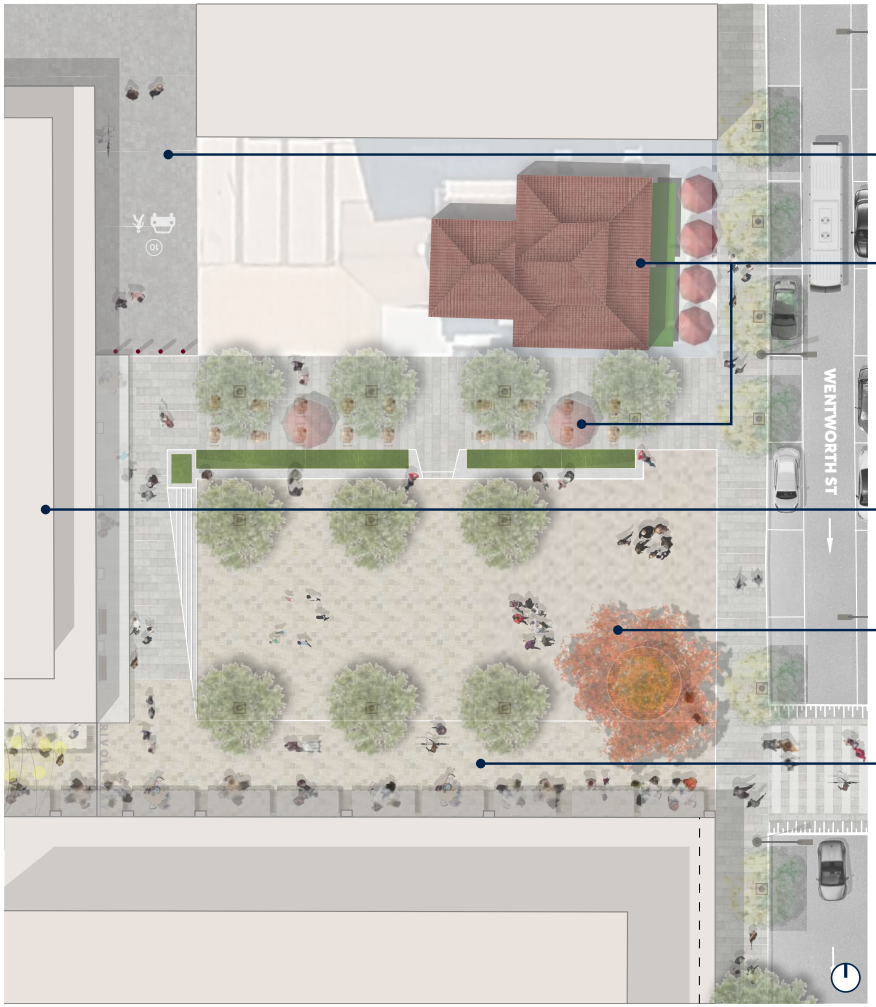
Spatial Programming

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

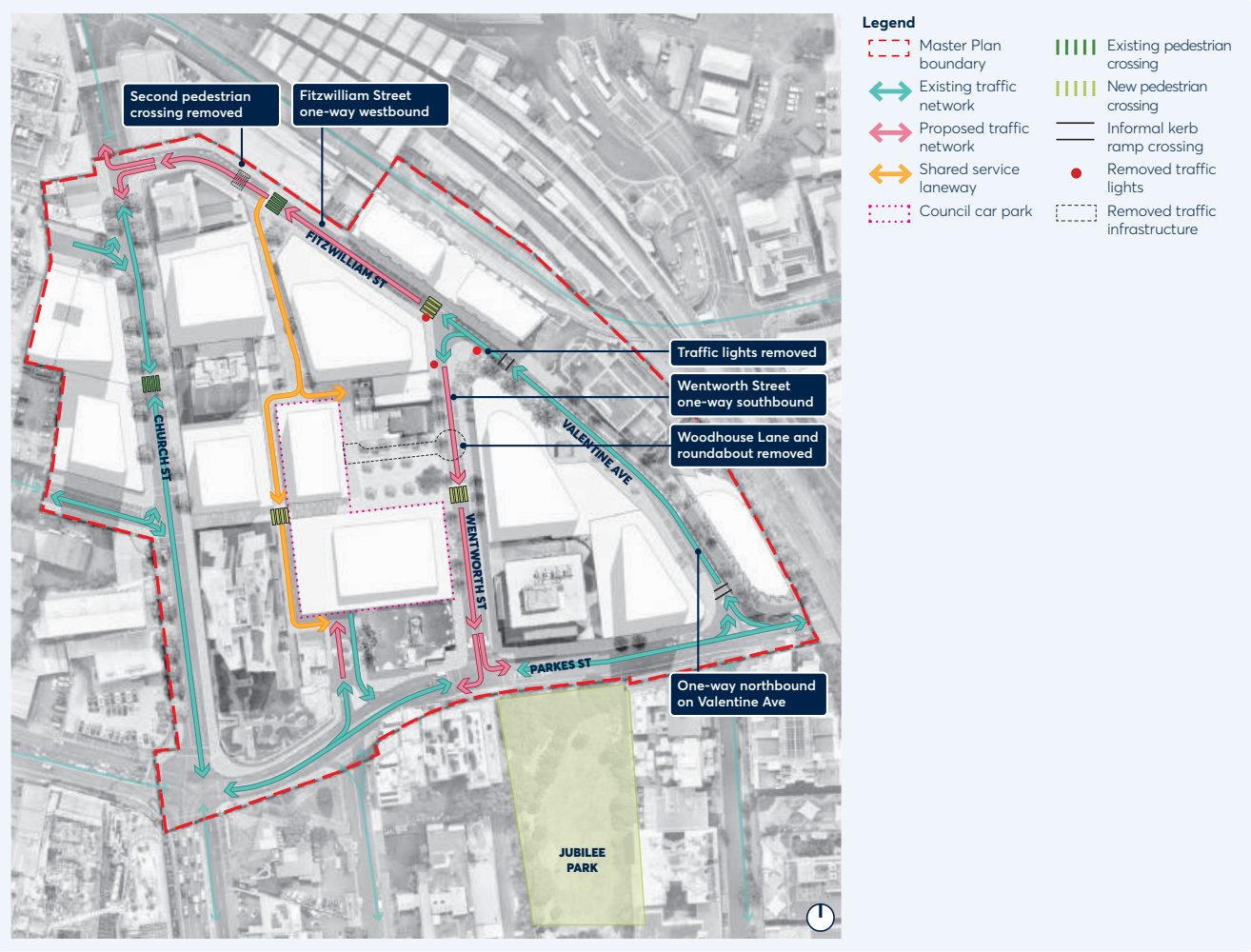
Reconfigured traffic flow that reduces through-traffic and simplifies vehicular movement allows CBD South Parramatta Precinct to be more walkable and people-focused with improved safety, connectivity and engagement.

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.

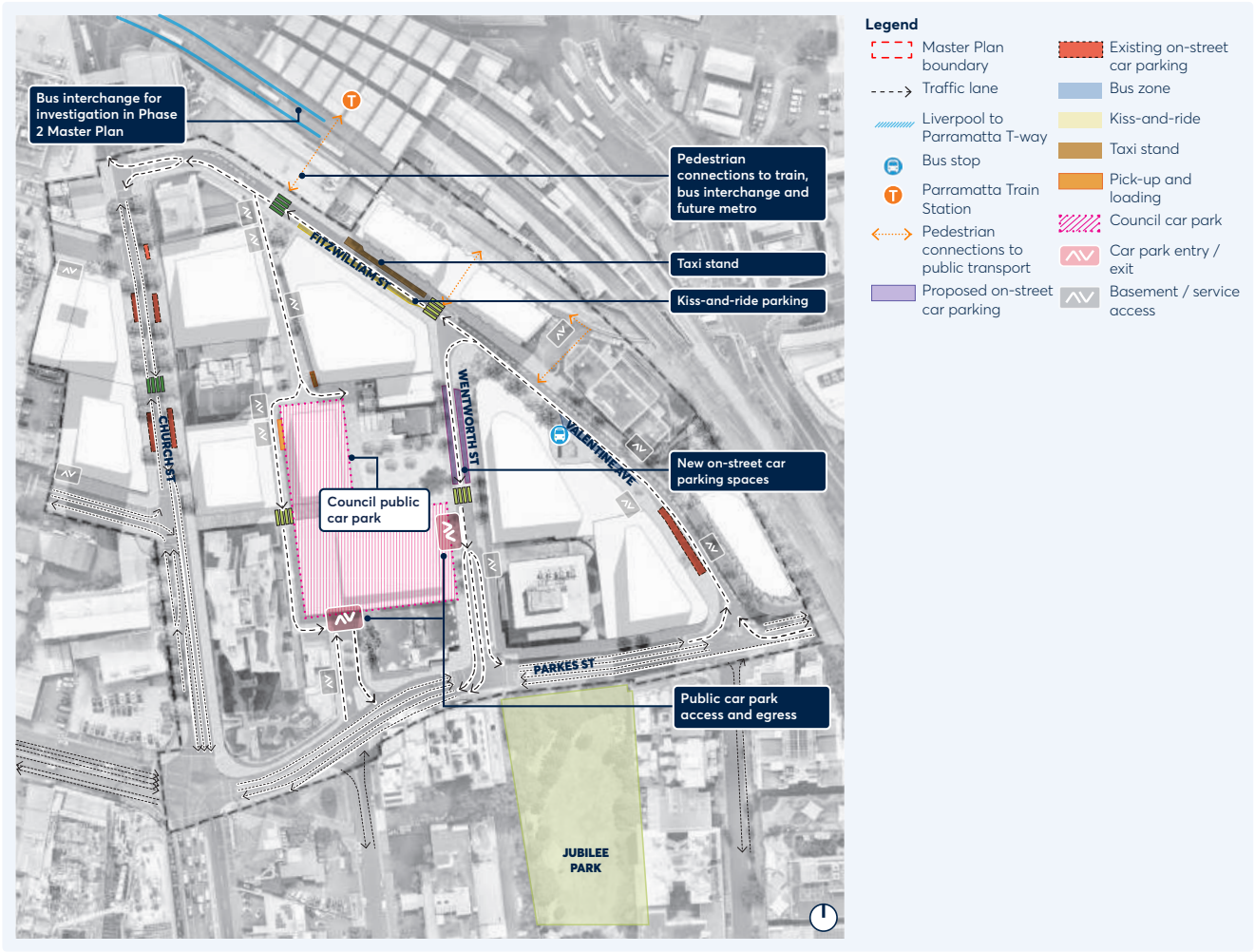
Connections to Regional Transport
CBD South Parramatta Precinct functions as a key link between Parramatta Train Station, the bus interchange and the future Metro. Improved public domain facilitates easier and safer access to these transport hubs, with further integrated improvements be explored as part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



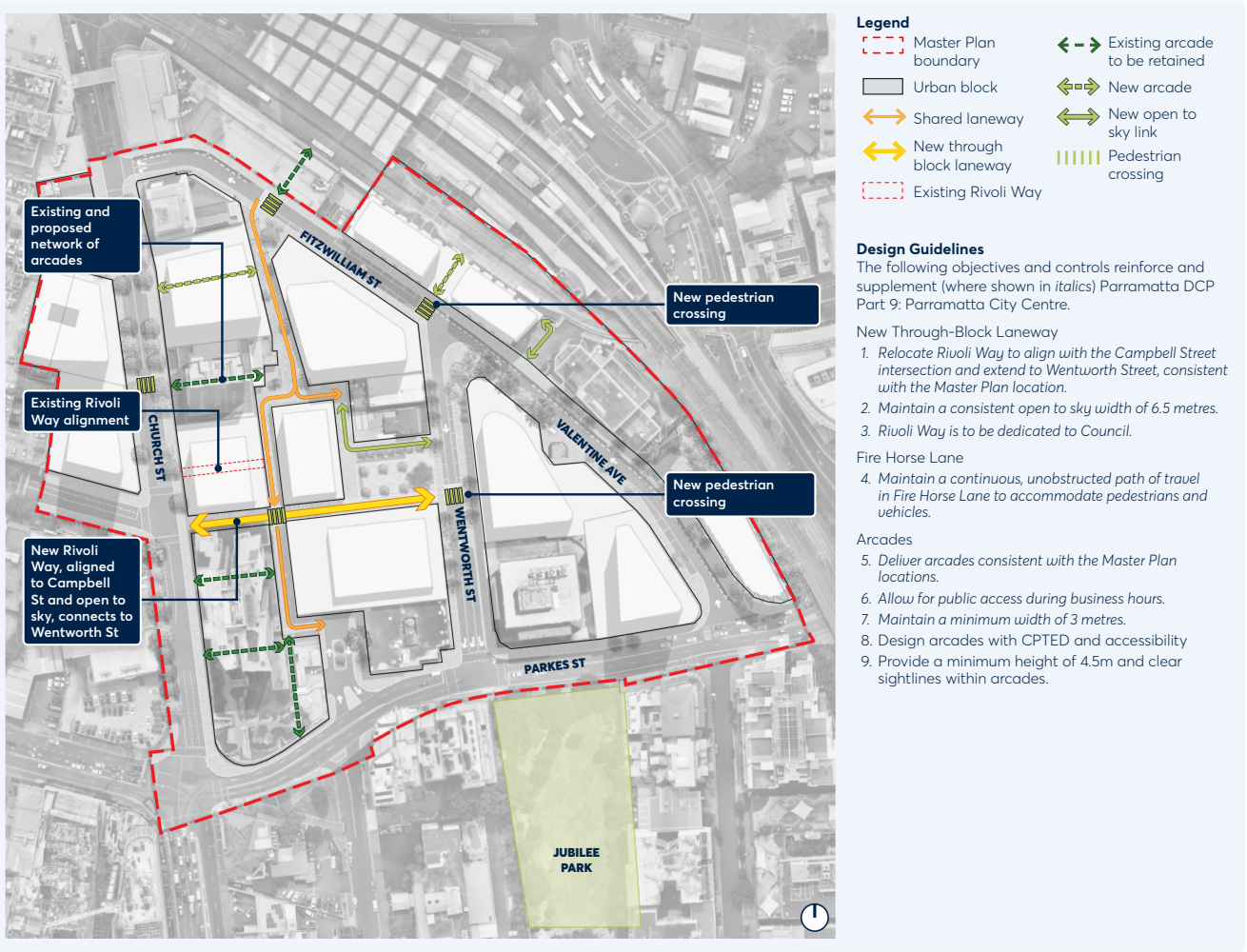
Indicative locations for Car Parking, Kiss-and-Ride and Bus Drop-Off

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

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

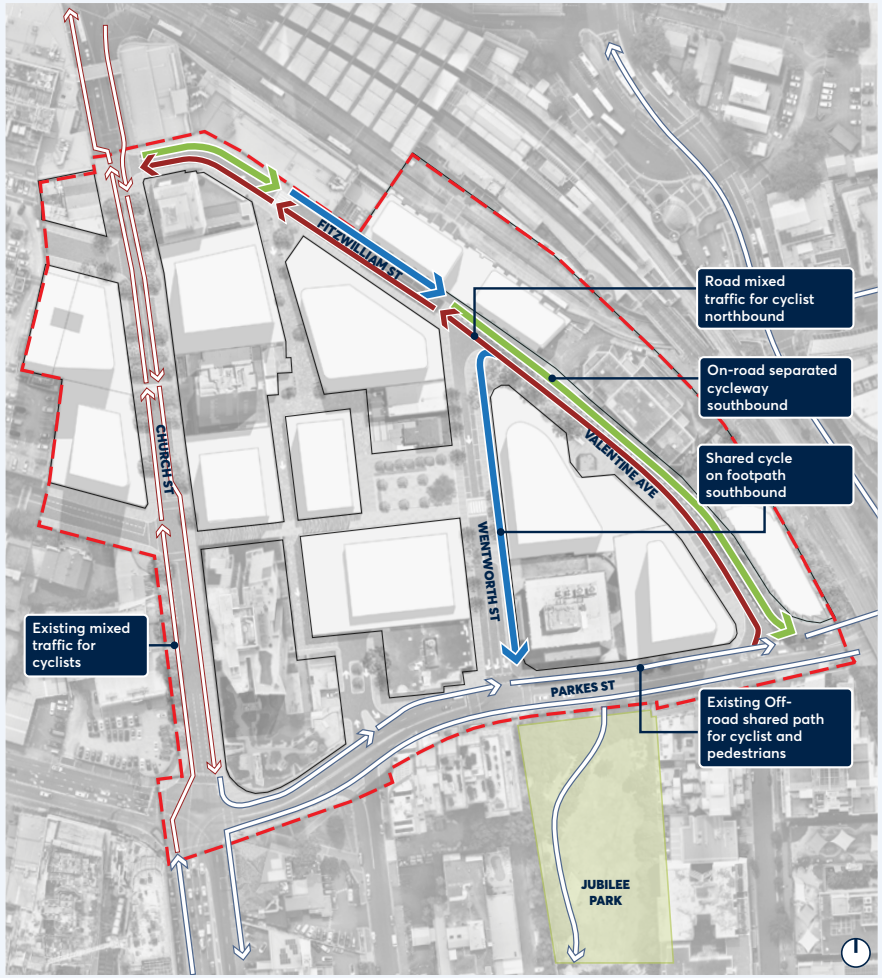
5. *Deliver arcades consistent with the Master Plan locations.*
6. *Allow for public access during business hours.*
7. *Maintain a minimum width of 3 metres.*
8. Design arcades with CPTED and accessibility
9. Provide a minimum height of 4.5m and clear sightlines within arcades.

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.



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.

Indicative Cycling Connections

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.

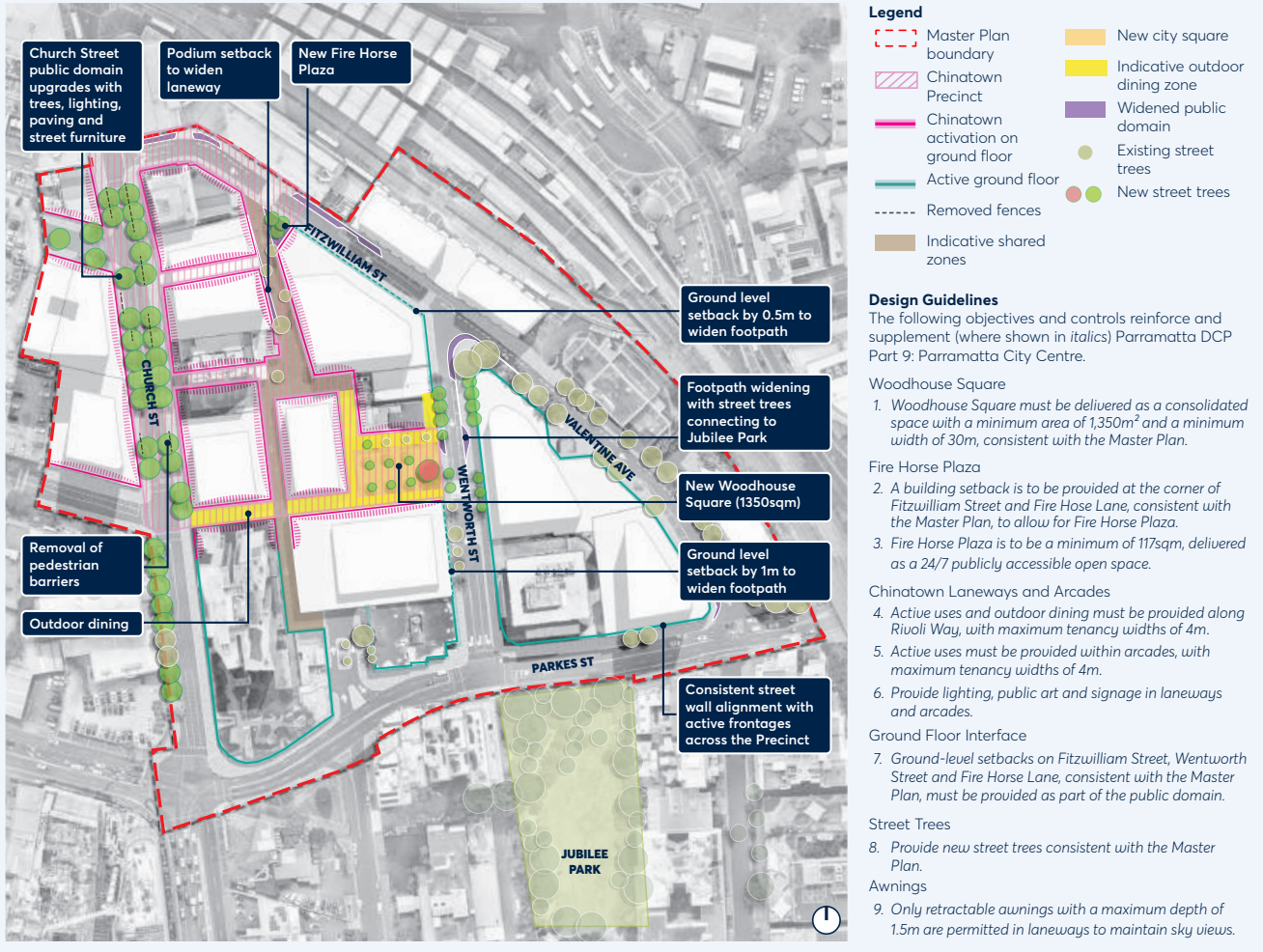
Fitzwilliam Street
A new urban plaza, Fire Horse Plaza, is created at the meeting point of Fitzwilliam Street and Fire Horse Lane, acting as a generous gateway into the Precinct. A ground floor setback allows for footpath widening.

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

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.*

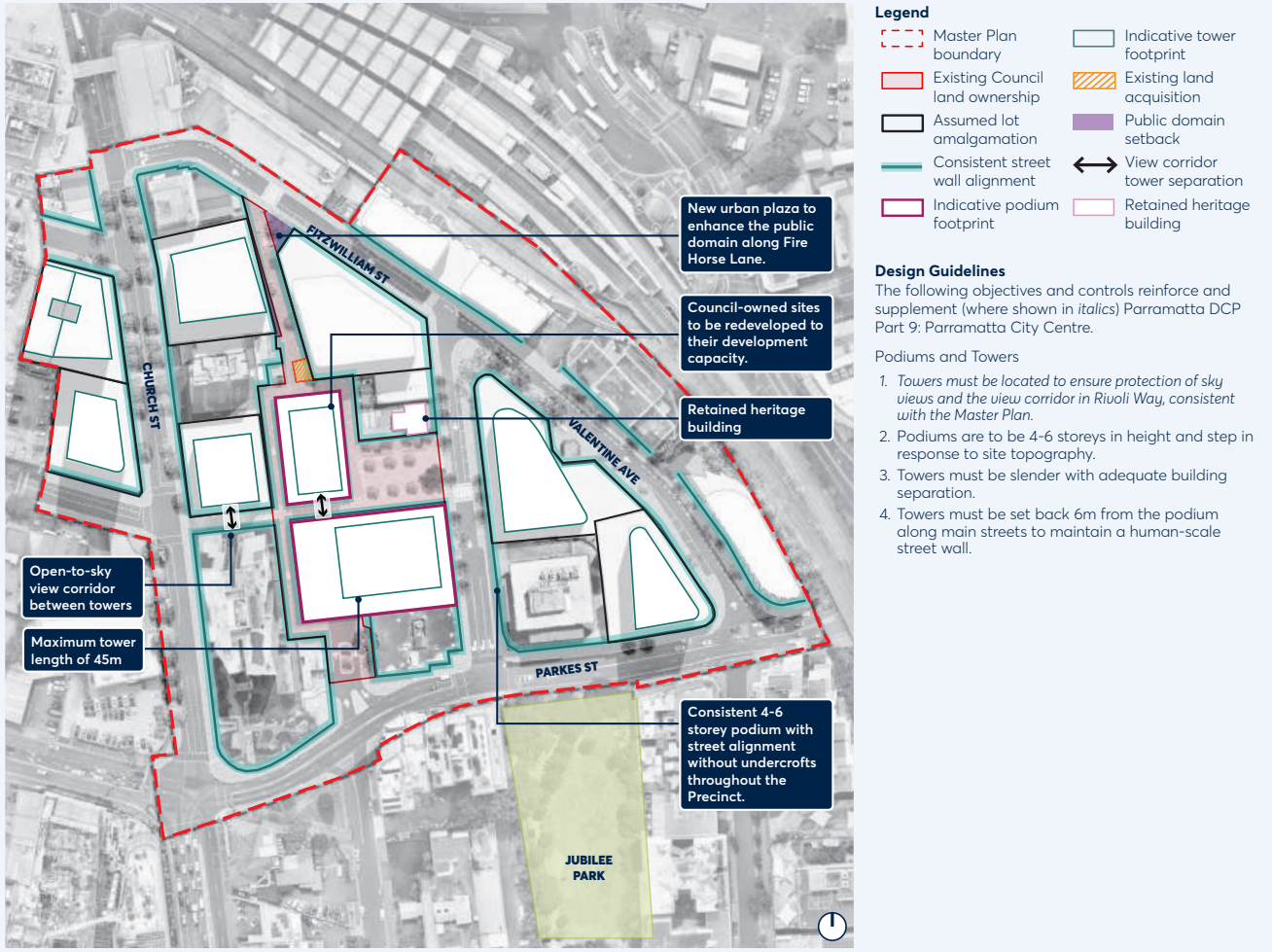
Built Form and Lot Amalgamation

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.



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.

Indicative Lot Amalgamation and Tower Placement



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.

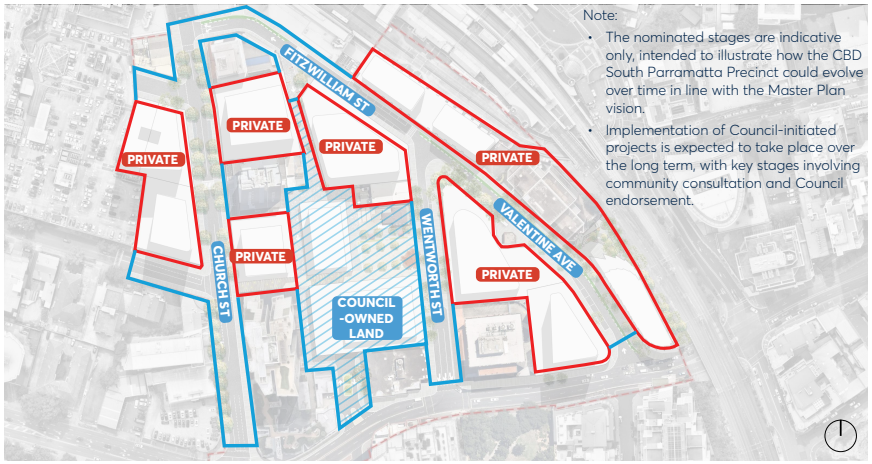
Traffic and Transport Study

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



Indicative staging plan

Church Street Upgrades

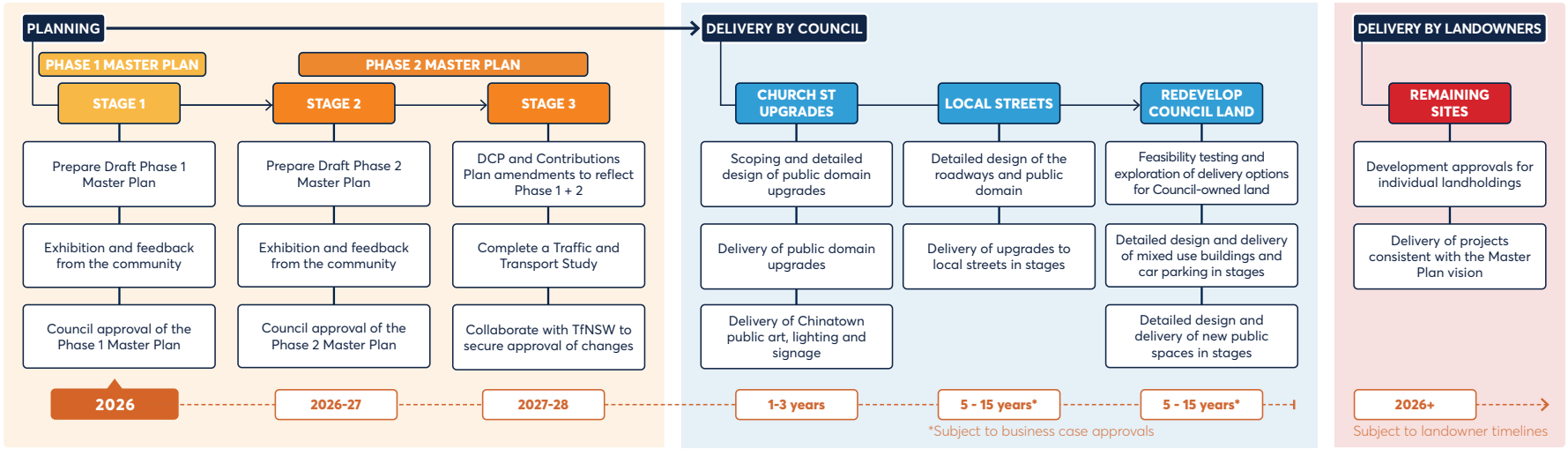
To demonstrate the Master Plan's intent and begin improvements to public amenity within the Precinct, the near-term transformation of Church Street in support of the Chinatown Precinct is proposed.

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

CITY OF PARRAMATTA

CBD SOUTH PARRAMATTA PRECINCT MASTER PLAN – PHASE 1 COMMUNITY ENGAGEMENT REPORT

Engagement Evaluation

24 August 2026

cityofparramatta.nsw.gov.au

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1. Introduction

This Community Engagement Report accompanies the Council Report on Phase 1 of the CBD South Parramatta Master Plan (the Master Plan).

The draft Master Plan was publicly exhibited from 18 May to 23 June 2026, during which 202 unique submissions were received from community members and key stakeholders. The exhibition provided an opportunity to review the proposed vision, public domain improvements and land use outcomes for the Precinct.

A clear majority (92%) of survey responses generally supported the overall vision for the Master Plan, with 78% indicating 'Yes' and 14% indicating 'Yes to an extent'. The visions for local places within the Precinct also received strong support in the online survey – 94% for Fitzwilliam Street, 93% for Wentworth Street, 91% for Church Street and 89% for the Chinatown and Laneways.

This report summarises the key issues raised during exhibition, Council officers' responses, and amendments made to the Master Plan following consideration of community and stakeholder feedback. It should be read in conjunction with the accompanying Council Report.

2. Community Engagement

2.1. Who is the community?

The term 'community' includes (but is not limited to) residents, landowners, businesses, workers, visitors, community groups, interest groups, non-governmental organisations, and the development industry, and other industry sectors and stakeholders.

2.2. Engagement principles

Council's Community Engagement Strategy includes eight key principles to guide engagement: building relationships, right to be involved, clarity of purpose, accessible and inclusive, timely and coordinated, tailored, transparent, and learning from practice. These key principles have been based on the Community Participation principles outlined in the Environmental Planning and Assessment Act 1979. These principles were used to inform the processes and engagement mechanisms undertaken during the exhibition period.

2.3. Engagement timeframe

Public exhibition of the draft Master Plan formally commenced on Monday 18 May 2026 and concluded on Tuesday 23 June 2026.

2.4. Engagement questions

Survey respondents were asked to review four location-specific visions that formed the basis of the Master Plan. For each location, participants were asked to indicate their level of support and provide any additional comments. The locations related to Fitzwilliam Street, Wentworth Street and Woodhouse Square, Chinatown Laneways and Arcades, and Church Street.

2.5. Engagement mechanism

The exhibition period was supported by several engagement mechanisms to promote public participation and provide the opportunity for feedback on the proposed Master Plan. The engagement tools implemented are listed below with a short description of each:

2.5.1. Notification letter

At the commencement of the exhibition period, 2,313 letters were distributed to landowners and occupiers within and surrounding the Phase 1 precinct to notify them of the public exhibition of the draft Master Plan.

2.5.2. Notification flyers

563 flyers were mailed out to the residential properties within the Phase 2 boundary, to notify them of the public exhibition of the draft Master Plan. Additionally, flyers were distributed to the businesses within the Phase 1 precinct, via a business walkthrough by Council officers.

2.5.3. Notification emails

The following major landowners and businesses within the Phase 1 precinct were contacted by Council officers via email and phone to advise them of the public exhibition and invited to meet with the project team should they wish to discuss the Master Plan in more detail.

- Local businesses

  - Little Miss Collins (13 Wentworth Street, Parramatta)
  - Circa (21 Wentworth Street, Parramatta)
- Key landowners
  - 1 Wentworth Street
  - 2 Wentworth Street
  - 12-14 Wentworth Street
  - 16-18 Wentworth Street
  - 20-22 Wentworth Street
  - 23 Wenworth Street
  - 25 Wentworth Street
  - 104-103 Church Street
  - 110-112 Church Street
  - 126 Church Street
  - 136 Church Street
  - 1-3 Fitzwilliam Street
  - 2-4 Fitzwilliam Street
- Business groups
  - Parramatta Chamber of Commerce
  - Scentre Group (Westfield Parramatta)
- Chinese community
  - Australian Chinese Community Association of NSW (ACCA)

2.5.4. In-person engagement

A range of face-to-face engagement activities were undertaken during the exhibition period by Council officers to provide residents, businesses and stakeholders with opportunities to learn about the Master Plan, discuss the proposal with Council officers and provide feedback. Sessions were held across a range of locations and times to support participation. A summary of these activities is provided in the table below.

In-person engagement	Details
Flyer distribution	**Wednesday, 20 May 2026** 1pm-3pm Flyers were distributed in high-footfall locations across the Phase 1 precinct.
Community drop-in session 1	**Saturday, 23rd May 2026** 11am – 1pm PHIVE
Community drop-in session 2	**Tuesday, 26th May 2026** 4pm – 7pm PHIVE
Pop-up session	**Wednesday, 27th May 2026** 11am – 2pm Farmers Market in Centenary Square, Parramatta
Business walk-through	**Monday & Tuesday, 1 & 2 June 2026** 2pm -3pm Council officers visited ground-floor businesses within the Phase 1 precinct to distribute project flyers and explain the Master Plan. Officers also spoke with Fo Guang Shan Nan Tien Buddhist Temple.



Figure 1: Community drop-in session at PHIVE



Figure 2: Pop-up session at Farmers Markets in Centenary Square

2.5.5. Signage

Thirteen location-specific 'Have Your Say' signs were installed throughout the precinct during the exhibition period, showcasing existing conditions and proposed future outcomes.

Promotional content was also displayed on digital screens at PHIVE and Parramatta Square to raise awareness of the Master Plan and encourage community participation.

2.5.6. Participate Parramatta website

The draft Master Plan was exhibited on Council's Participate Parramatta website from 18 May to 23 June 2026. The project page provided access to exhibition materials, information on the proposal, and details on how to provide feedback. During the exhibition period the page recorded 15,159 views by 6,835 visitors.

Frequently Asked Questions (FAQs) were also published to support community understanding of the Master Plan and address common enquiries.

2.5.7. Social media

Paid and organic social media campaigns were undertaken to promote the public exhibition and encourage community participation. The campaign generated more than 3,000 visits to the project page, with three paid posts and 12 organic posts achieving engagement rates of 4.76% and 8.24% respectively. A total of 186 comments were received across social media and responded to by Council officers.

2.5.8. Digital newsletters

Stakeholders subscribed to the City of Parramatta digital newsletters were notified of the exhibition via email, including:

- Participate Parramatta Newsletter (12 and 25 May 2026) – Reached approximately 20,000 subscribers, achieving a 51% open rate and 163 link clicks.
- Business News (May 2026) - Reached approximately 20,000 subscribers.
- Internal Friday Five (May 2026) - Reached approximately 1,000 Council staff.
- City News (June 2026) - Reached approximately 19,030 subscribers, achieving a 59% open rate and 121 link clicks.

2.5.9. Meet Your Councillor

Councillor Ng promoted the public exhibition through a 'Meet Your Councillor' session at PHIVE on 19 June 2026. The session resulted in 46 hardcopy surveys.

2.5.10. Media interest

Media releases and associated communications generated 52 media mentions across metropolitan and local outlets during the exhibition period, reaching an estimated audience of 938,294 people and delivering an advertising value equivalent of $335,492.







Newslocal › Parramatta

Plans revealed for Parramatta South CBD masterplan, including Chinatown

New images reveal the bold plan to revitalise a 'tired' section of Parramatta's CBD – including the former site of A with arcades and streets bustling with Asian eateries, lights and plazas.

Joanne Vella Follow

@Parramatta_News less than 2 min read April 23, 2026 - 4:44PM Parramatta Advertiser

Make us your preferred sou

What it could look like ... A mock up of artwork for Firehorse Lane at Parramatta. Picture: Supplied

Parramatta unveils plans for a new Chinatown in Western Sydney

The new hub would reshape Parramatta's south, and feature public art, laneways lined with eateries and a new public square

Written by Olivia Hart
Time Out Contributor
Thursday 21 May 2026

Share

Photograph: Supplied/ Parramatta City Council | A render image of Chinatown in Parramatta

Parramatta has been undergoing a glow-up in recent years. With major plans revealed in 2024 to transform the Western Sydney CBD into a globally leading creative hub, we've already seen some of the change in action. Following the news that Powerhouse Parramatta's futuristic building is officially complete, and recently ranking in as one of the world's best food destinations for 2026, according to Conde Nast Traveller, it's safe to say Parramatta is on the rise as a cultural and culinary powerhouse.

Figure 3: Examples of media clippings

3. Who responded in the Exhibition Period

3.1. Summary of feedback received

Formal feedback on the draft Master Plan was received in accordance with the community participation requirements of the Environmental Planning and Assessment Act 1979. During the exhibition period, Council received 202 submissions, comprising 144 online survey responses, 12 email submissions and 46 hardcopy survey responses. The exhibition also generated significant media coverage, reaching an estimated audience of 938,294 people.

Submissions have been categorised as follows:

- Community - comprising online and hardcopy survey responses and email submissions. The key themes raised, together with Council officers' responses, are discussed in Section 4.
- Key stakeholders - comprising submissions from local businesses, major landowners, business groups and Chinese community organisations. These submissions and Council officers' responses are discussed in Section 5.

4. Submissions summary

This section summarises feedback received through surveys, email submissions and face-to-face engagement activities.

4.1. Online surveys and email submissions

A total of 144 online survey responses and 12 emails were received from community members and key stakeholders, including major landowners, business groups and Chinese community organisations. during the exhibition period.

4.2. Hardcopy surveys

Councillor Ng undertook engagement with members of the community through a 'Meet Your Councillor' session at PHIVE on 19 June 2026 to raise awareness of the Master Plan public exhibition, resulting in 46 completed hardcopy surveys.

Council officers' involvement was limited to translation of the Chinese-language responses (32 surveys), data entry and analysis of the surveys.

A summary of the feedback received specifically from the hardcopy surveys is provided below, with Council officer responses included in 4.4 Submission Themes further below.

- Submissions were strongly supportive of the draft Master Plan and proposed Chinatown Precinct, recognising its potential to strengthen Parramatta as a cultural, economic and community destination.
- There was strong support for a distinctly Chinese cultural precinct, including cultural programming, public art, festivals, markets, community facilities and Chinese-focused businesses and services. However, mixed views were expressed regarding the Precinct's identity, with some respondents supporting a broader multicultural approach alongside the Chinatown concept.
- Key issues raised included parking, traffic and accessibility, support for local businesses and economic activation, the provision of high-quality public spaces and community facilities, and the need for staged and coordinated implementation of the Master Plan.

4.3. Summary of submissions

The figure below summarises respondents' level of support for the overall vision of the Master Plan. The key issues raised are summarised in this section, with detailed summaries of submissions of key stakeholder submissions provided in Section 5.

A clear majority (92%) of feedback supported the overall vision for the Master Plan, with 78% indicating 'Yes' and 14% indicating 'Yes to an extent'. The visions for local places within the Precinct also received strong support– 94% for Fitzwilliam Street, 93% for Wentworth Street, 89% for the Chinatown and Laneways, and 91% for Church Street.

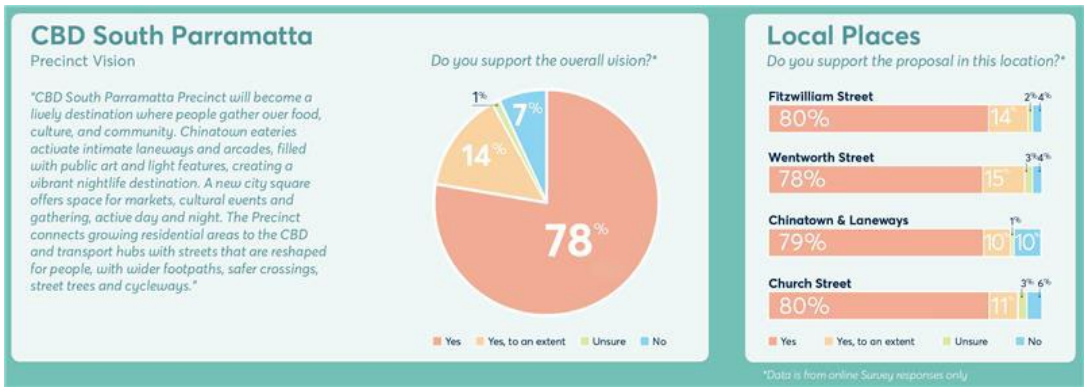

Figure 4: Snapshot of feedback

4.4. Submission themes

Council officers identified eight key themes in the responses and have summarised these below in order of frequency mentioned. These themes include a summary of the topics raised and Council officer responses.

No.	*Theme*
1.	Economic development and business impacts
2.	Public spaces and community amenity
3.	Walking, cycling and connectivity
4.	Chinatown, culture and character
5.	Traffic, parking and transport
6.	Implementation and delivery
7.	Built form and development
8.	Sustainability and environment

*Some submissions did not provide written comment.

Theme 1 – Economic development and business impacts

Topics raised:

- Strong support for a vibrant mixed-use destination with more restaurants, cafés, bars, retail, entertainment and cultural activities, including live music, markets and family-friend experiences.
- Support for a diverse mix of businesses, including small businesses, independent operators and businesses that contribute to both daytime and evening activity.
- Support for planning and policy measures that strengthen the night-time economy, including Special Entertainment Precinct designation, extended trading opportunities and late-night transport.
- Suggestions to strengthen and extend Church Street's role as the Precinct's dining and hospitality 'spine'.
- Concerns regarding business affordability, viability and support for existing businesses during implementation and redevelopment.

- Concerns regarding future operating hours, noise management and potential impacts associated with increased night-time activity.

Council Officer response:

- As a long-term vision, the Master Plan seeks to create the conditions for a vibrant mixed-use precinct with opportunities for a diverse range of dining, retail, entertainment, cultural and community activities, including a strengthened night-time economy. Woodhouse Square reflects this vision as a flexible public space for both programmed events and everyday use.
- The Master Plan supports a diverse mix of businesses and activities by creating active streets, flexible public spaces and improved connectivity that can attract and support a range of daytime and evening uses. Details on tenant mix and specific business types will be determined through future development processes.
- Council resolved on 23 March 2025 to progress a trial Special Entertainment Precinct (SEP) with an expanded boundary that includes the Precinct. The SEP will provide a framework to support extended trading hours while balancing residential amenity outcomes. Preparation of the trial, including a Planning Proposal, Precinct Management Plan and Good Neighbour Policy, is currently underway.
- Business impacts, operating hours, noise management and supporting infrastructure will be considered during future planning, assessment and implementation processes.

Theme 2 – Public spaces and community amenity

Topics raised:

- Strong support for increased tree canopy, landscaping, shade and greener public spaces to improve comfort, amenity and urban cooling.
- Broad support for Woodhouse Square as a key civic space that addresses the shortage of public open space in the CBD, supports a growing residential population and helps alleviate pressure on the increasingly congested Jubilee Park, while providing a destination for community events, markets and cultural activities.
- Desire for seating, gathering spaces, recreation facilities and other community infrastructure - including pickle ball courts, indoor recreational facility on Council owned land and more parks - that encourage social interaction and everyday use.
- Concerns that the Master Plan, particularly Woodhouse Square, appears overly hard-paved, with calls for more trees, gardens, lawns and landscaping. Suggestions include:
    - Replacing on-street car park to create wider footpaths allowing for more trees and improved accessibility
    - Including water features and soft scaping in Woodhouse Square that is designed with continuous travel paths in mind
- Concerns that increased activity and visitation within the Precinct may create safety challenges, including the need for adequate lighting, CCTVs, passive surveillance and measures to discourage anti-social behaviour, particularly at night.
- Desire for public spaces to be smoke free.
- Recognition of the need to balance on-street parking provision with public domain improvements, including tree planting, wider footpaths and enhanced pedestrian amenity.

Council Officer response:

- The Master Plan responds to the growing demand for public open space through the provision of Woodhouse Square, which is intended as a flexible civic space supporting events, markets, outdoor dining, recreation and community gatherings.

- Community feedback regarding the balance between hard and soft landscaping, urban cooling and tree canopy has been noted. The vision for Woodhouse Square as a paved urban square reflects operational needs for a flexible public space for community events, as well as site constraints, including the undergrounding Parramatta Station Car Park and impacts to solar access by development, which restrict opportunities for soft landscaping. The detailed design will be subject to further refinement in future stages, with community engagement.
- The Master Plan adopts a balanced approach to public domain improvements and parking provision, retaining the overall parking supply while delivering additional tree planting and footpath improvements where feasible.
- Council acknowledges concerns regarding safety, including lighting, passive surveillance and the ongoing management of public spaces. These matters will be considered during future design development.
- The desire of increased community infrastructure within the Precinct is noted and will be considered in the detailed feasibility and design of Council-owned sites.

Theme 3 – Walking, cycling and connectivity

Topics raised:

- Strong support for wider footpaths, pedestrian-priority streets and improved walkability throughout the Precinct.
- Support for improving accessibility, removing barriers and strengthening connections between Parramatta Station, Church Street, Jubilee Park and other key destinations.
- Several mentions for an improved wayfinding strategy, station access and connections across the rail corridor, including Parramatta Square, Argyle Street and Harris Park.
- Mixed views regarding cycleway provision, with support for improved cycling infrastructure alongside concerns about cyclist-pedestrian conflicts and cyclist behaviour. Suggestions included a separated cycleway along Church Street, while others supported wider footpaths in place of dedicated cycling infrastructure.
- Requests for greater clarity regarding the proposed cycling network and how routes connect to the broader active transport network.
- Concerns about safety and accessibility, including the management of privately owned publicly accessible spaces, such as laneways, and ensuring universal access throughout the precinct.
- Several comments relating to full pedestrianisation of streets including:
    - Church Street (from Great Western Highway to Argyle St)
    - Fitzwilliam Street between Wentworth and Church Street
    - Wentworth Street
    - Fire Horse Lane.
- Desire for the connections and spaces in the Master Plan to be designed to be inclusive and universally accessible and be compliant with DIAP and NSW Disability Inclusion Act 2014.

Council Officer response:

- While traffic and access requirements limit opportunities for full pedestrianisation of local streets, the Master Plan supports a more walkable environment through wider footpaths, improved crossings and shared spaces, with further enhancements to safety to be considered in detailed design of the public domain.
- The Master Plan supports improved active transport connections consistent with Parramatta Bike Plan 2024, through a network of separated cycleways and shared paths, intended to improve cyclist safety and connectivity while providing greater clarity for motorists and pedestrians. Community feedback regarding cycleway provision, cyclist-pedestrian

interactions and supporting cycling infrastructure has been noted and will inform the scope of future traffic and transport investigations.

- Opportunities for additional cycling infrastructure and end-of-trip facilities within Council-owned buildings will be explored through future design development, where feasible.
- The Walking and Cycling Connectivity diagrams (p. 53 and 54) have been separated into two diagrams and updated to provide greater clarity regarding the proposed cycling network and connections throughout the Precinct.
- Universal accessibility has been a key consideration in the design of Woodhouse Square, Fire Horse Plaza, Fire Horse Lane and the proposed pedestrian connections. Site topography and accessibility requirements have informed the Master Plan and will continue to guide future design development and implementation.
- Council acknowledges concerns regarding the safety and management of privately owned public spaces and encourages landowners to ensure these spaces remain safe, accessible and welcoming.
- Improved connections to Parramatta Station, the Argyle Street bus interchange and Westfield will be considered in Phase 2 of the Master Plan and integrated with the Phase 1 Master Plan.

Theme 4 – Chinatown, culture and character

Topics raised:

- Strong support for a culturally themed destination that celebrates Chinese and East Asian culture, strengthens Parramatta's identity and attracts visitors.
- Support for cultural experiences beyond dining, including public art including projecting artwork on facades, festivals, signage and destination branding.
- Interest in creating a unique destination that supports local businesses, tourism and community activity.
    - Mixed views on whether the Precinct should be a Chinatown or reflect Parramatta's broader multicultural identity. Concerns that other cultures would feel excluded from Chinatown, and advocating for a more inclusive, multicultural approach.
    - Concerns about creating an authentic and locally distinctive destination rather than replicating existing Chinatowns and ensuring the precinct remains inclusive and reflective of the wider community.
    - Concerns about supporting existing businesses within the Precinct.
    - Suggestions included strengthening connections with other cultural and food destinations, such as Little India in Harris Park.

Council Officer response:

- The Precinct will be designed to be inclusive and welcoming to all communities. The vision for the Chinatown Precinct aims to recognise the significant contribution of the Chinese Australian community to Parramatta's cultural, economic, and social fabric and the community's expressed interest in the establishment of a dedicated precinct to celebrate cultural identity, boost local business, and enhance tourism.
    - 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 will support the delivery of an authentic and distinctive precinct identity that responds to Parramatta's unique character and avoids replication of other cultural precincts.
- Council acknowledges the importance of supporting existing businesses. As the Master Plan is a long-term vision for the Precinct which will develop incrementally and largely within

private land ownership, impacts on existing businesses by public domain improvements and redevelopment of Council's land will be considered and managed as they are planned and implemented.

Theme 5 – Traffic, parking and transport

Topics raised:

- Support for reducing vehicle dominance in key public spaces and improving access to Parramatta Station, public transport and pedestrian environments.
- Recognition of the need for better station access, public transport priority and improved kiss-and-ride facilities. Suggestions included relocating kiss-and-ride facilities to the northern side of Fitzwilliam Street to improve access to Parramatta Station and reduce the need for pedestrians to cross the road.
- Concerns regarding the loss of car parking, particularly the Council owned car park, and the potential impacts on residents, businesses and commuters. Desire for motorcycle and bike parking.
- Support for removing on-street parking to achieve improved place outcomes – wider footpaths and more trees, particularly on Wentworth St and in front of Circa Cafe to maintain Alfresco dining.
- Concerns that proposed one-way street arrangements, particularly on Fitzwilliam Street and Fire Horse Lane, and changes to traffic circulation could increase congestion, queuing and conflicts between different transport modes. Suggestions include:
    - Making Fitzwilliam St east bound (Master Plan has proposed westbound)
    - Retaining Fitzwilliam St as two-way traffic
    - Allowing vehicles to enter the Precinct through Fitzwilliam St and Valentine Ave, and exiting at Parkes St through Wentworth St
    - Introducing traffic signal or a round-about at the Fire Horse Lane/Parkes Street intersection to facilitate access to the Great Western Highway
- Requests for replacement parking, effective traffic management and interim parking solutions during redevelopment of Council owned land.
- Concerns regarding vehicular access and servicing within the Precinct, particularly along Fire Horse Lane, which currently accommodates vehicle access and servicing movements and may experience increased conflicts with pedestrians as activity grows.
- Concerns were also raised regarding the proposed car park access from Parkes Street and its interaction with the Fire Horse Lane/Parkes Street intersection

Council Officer response:

- Council acknowledges concerns regarding the potential impacts of proposed traffic circulation changes. These proposed amendments to the local network and the flow of traffic have been developed in consultation with Council's Traffic and Transport team to reduce through traffic and pedestrian conflicts, improve traffic efficiency and enable wider footpaths and new cycleways, and will be further investigated in a Traffic and Transport Study. To better integrate the traffic and transport approach to the broader Precinct, this study will 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.
- The Master Plan seeks to retain the existing capacity of the Council-owned Parramatta Station Car Par, subject to feasibility testing and future design development. The overall provision of on-street parking is proposed to be retained. The desire for motorcycle and bike parking is noted and will be explored in future design development stages.
- Interim and replacement parking arrangements associated with future redevelopment of the Council car park will be considered through the design development process.

- Community feedback regarding Fire Horse Lane access, station access and kiss-and-ride facilities has been noted and will be investigated as a part of the Traffic and Transport study.

Theme 6 – Implementation and delivery

Topics raised:

- Support for the long-term vision for South Parramatta and recognition of the need for coordinated and staged delivery for this side of the CBD.
- Interest in understanding project timeframes, implementation priorities and how the vision will be realised over time, including interim parking arrangements should the Council car park be redeveloped.
- Requests for ongoing funding, maintenance and management to ensure public spaces and infrastructure remain attractive and functional in the long term.
- Concerns regarding Council spending priorities and the allocation of resources to deliver the proposed outcomes.

Council Officer response:

- The Master Plan establishes a long-term vision for the Precinct to be staged and delivered progressively through private development, capital works funding, Federal and State infrastructure grants and potential joint venture partnerships, with an indicative implementation timeline provided on page 59 of the Master Plan.
- Implementation of the Master Plan will be prioritised in consideration of Council's portfolio of capital works projects and in compliance with the Property Strategy.
- Council recognises the importance of ongoing funding, maintenance and management to support the long-term success of the Precinct. Public spaces will be maintained in accordance with Council's standard asset management and maintenance practices.

Theme 7 – Built form and development

Topics raised:

- Interest in high-quality urban design, architecture and redevelopment opportunities that contribute positively to the character and vitality of the Precinct.
- Support for the renewal of underutilised sites, including Council-owned land, and opportunities for future mixed-use development.
- Recognition of the importance of delivering distinctive and well-designed development outcomes that create a unique identity for the Precinct.
- Concerns about protecting heritage buildings, local character and valued heritage assets, including the building occupied by Circa Café.
- Concerns regarding potential impacts on adjoining private properties and the need to balance redevelopment with existing neighbourhood character.

Council Officer response:

- The Master Plan does not propose any changes to land use zoning, building heights or floor space ratio controls. Any future changes to planning controls would be subject to separate planning processes and community consultation.
- The Master Plan builds on the foundation of the Parramatta City Centre DCP to ensure local amenity and consistency with the envisioned local character, including consideration of heritage items.

- Any development concepts shown in the Master Plan are indicative only and are intended to illustrate potential opportunities rather than prescribe specific development outcomes. Detailed impacts on adjoining properties, heritage items and neighbourhood character will be considered through future development assessment processes.

Theme 8 – Sustainability and environment

Topics raised:

- Support for increased tree canopy, landscaping and greening initiatives to improve urban cooling, environmental performance and public realm amenity.
- Support for environmentally sustainable design measures across the Precinct, including increased tree canopy, Water Sensitive Urban Design, and measures to address urban heat, flooding and broader climate resilience challenges are noted.

Council Officer response:

- The Precinct is not significantly affected by flooding. Any flood-related constraints will be addressed through future development assessment.
    - Opportunities for sustainability and Water Sensitive Urban Design measures will be explored through the design development of Woodhouse Square.

4.5. In-person sessions

Council officers conducted one pop-up session and two drop-in sessions during the exhibition period. Sessions were held across weekdays, weekends and outside standard business hours to maximise opportunities for the community to meet the project team, ask questions and provide feedback. The schedule of these sessions is provided in Section 2.5.4.

Feedback received through the drop-in and pop-up sessions was generally consistent with the key themes identified above. Council officers responded to questions and feedback raised during the sessions, and these matters have been addressed with Council officer responses above.

Feedback received across the three sessions is summarised below.

- Broad support for the Master Plan vision, including the proposed Chinatown Precinct, new public spaces, laneway activation and public domain improvements, with many respondents recognising the need to revitalise the southern CBD.
- Strong support for delivery of the Master Plan, with frequent requests for implementation to occur as soon as possible and concerns that the proposed timeframe may be too long.
- Support for Woodhouse Square and improved public spaces, including requests for shade, weather protection, heritage retention and high-quality public domain outcomes.
- Broad support for the Chinatown Precinct, with feedback highlighting the need for authentic cultural experiences, a diverse mix of businesses and services, and activation of laneways.
- Some respondents questioned whether Chinatown already exists or expressed concerns regarding the Precinct's identity, trading hours and potential impacts on nearby residents.
- Concerns regarding parking provision, including the retention of on-street parking, impacts of redevelopment on the Council-owned car park and the need for interim parking arrangements during construction.
- Concerns regarding traffic and transport, including the proposed one-way conversion of Fitzwilliam Street and Fire Horse Lane, changes to traffic circulation, congestion on surrounding streets, public transport connectivity and access to the Precinct.
- Concerns regarding the impact of future development and construction, including noise, servicing, business continuity, construction impacts and maintaining access for residents, visitors and local businesses during implementation.

- Recognition of the importance of supporting local businesses and creating a vibrant hospitality, retail and entertainment destination, while ensuring affordability and business viability.
- Requests for improved safety, lighting, wayfinding, cleanliness and ongoing management of public spaces, particularly to support increased activity during the evening.
- Concerns regarding future built form outcomes, including development height, density and potential impacts on residential amenity.
- Recognition of the importance of engaging with the Chinese community and other stakeholders as planning and implementation of the Precinct progresses.

5. Stakeholders

5.1. Overview

To support public exhibition of the Master Plan, targeted stakeholder engagement was undertaken with local businesses, major landowners, business groups and representatives of the Chinese community. This engagement resulted in 12 unique email submissions from key stakeholders.

A summary of the engagement methods, stakeholder feedback and Council officers' responses is provided below.

Landowners

Council officers contacted major landowners within the Precinct via email and phone to advise them of the Master Plan and public exhibition process. The stakeholders contacted are listed in Section 2.5.3. Feedback received and Council officers' responses are summarised below.

1. **110 Church Street**
   - Supports the Draft Master Plan and proposed public domain improvements, including the Chinatown Precinct, active laneways and enhanced public spaces.
   - Supports the proposed redevelopment of 110 Church Street and seeks clearer guidance for future development of the site.

   Council Officer response:
   - Officers met with the landowners and acknowledged the important role of ongoing consultation and coordination to deliver the realigned Rivoli Way.
   - Once endorsed, the Master Plan will provide the strategic framework to guide future development and inform the assessment of development applications within the precinct.

2. **Scentre Group (Westfield)**
   - Supports the Draft Master Plan and its vision for a more activated, walkable and pedestrian-focused CBD South Precinct, including improvements to public spaces, pedestrian connectivity and the Chinatown Precinct.
   - Raises concerns regarding the proposed one-way conversion of Fitzwilliam Street and Wentworth Street and the removal of traffic signals at the Valentine Avenue/Wentworth Street intersection, noting these proposals have not been supported by detailed traffic and transport analysis. Requests that traffic modelling be completed prior to finalisation of the Master Plan, including assessment of impacts on Westfield Parramatta access, servicing arrangements and surrounding bus operations.
   - Seeks confirmation that proposed servicing arrangements, including use of Fire Horse Lane, have been tested against Westfield Parramatta's operational requirements.
   - Supports improved pedestrian connectivity, including upgrades to Church Street, arcade links, laneway improvements and the proposed Rivoli Way realignment, while seeking further detail regarding their design, feasibility and implementation.
   - Raises concerns regarding the ownership and deliverability of proposed arcade links, the application of Rivoli Way view corridor controls, the timing of the Parramatta Retail Strategy, and the relationship between Phase 1 public domain improvements and future bus interchange upgrades.

- Requests ongoing involvement in future planning and design processes, including consultation on Church Street improvements, the Special Entertainment Precinct and Phase 2 planning.
- Seeks greater clarity regarding implementation pathways, future planning controls, DCP amendments, access to emerging Phase 2 work, and how Phase 1 decisions will influence future outcomes.
- Emphasises the importance of recognising Westfield Parramatta's role as a major commercial anchor and ensuring its continued viability is considered throughout future planning and implementation.

Council Officer response:

- Council acknowledges concerns regarding the potential impacts of proposed traffic circulation changes on Westfield's landholding. These proposed amendments to the local network, including service arrangements, and the flow of traffic will be further investigated in a Traffic and Transport Study.
- To better integrate the traffic and transport approach to the broader precinct, this study will 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.
- The Master Plan, including delivery of public domain, will be delivered progressively through future funding, approvals and partnership opportunities and will consider minimising impacts on existing businesses. An indicative implementation timeline is provided on page 59 of the Master Plan.
- Resolution of the interface between Phase 1 public domain improvements and Phase 2 initiatives, including the future bus interchange, will form part of the Phase 2 Master Plan scope.
- Council acknowledges the request for ongoing engagement and will continue to consult with stakeholders through the development of Phase 2 of the Master Plan and/or any future planning opportunities.

Local Businesses

Council officers emailed and undertook a flyer distribution walk-through of the Precinct to notify businesses of the Master Plan and encourage survey participation. Below are the responses received from local business.

1. **Station Hotel, Parramatta**
   - Supports the draft Master Plan and its potential to support local business growth and strengthen Parramatta's role as a major CBD.
   - Requests increased parking provision and improved access to support businesses, visitors and future precinct growth.
   - Supports inclusion of the Precinct within the Special Entertainment Precinct and other measures to strengthen the night-time economy, including extended trading hours, live music and hospitality use.
   - Requests enhanced safety and amenity measures, including improved lighting and CCTV coverage.
   - Supports destination marketing and activation initiatives to increase visitation and promote the Precinct.
   - Requests a staged approach to implementation to minimise disruption to existing businesses during construction.

Council Officer response:

- The Master Plan retains the overall provision of on-street parking. It also seeks to retain the existing Council-owned car park capacity, subject to feasibility testing and future design development.
- Council resolved on 23 March 2025 to progress a trial SEP with an expanded boundary that includes the Precinct, supporting a vibrant night-time economy through more flexible trading hours and noise management provisions.
- Council acknowledges concerns regarding safety, including lighting, passive surveillance and the ongoing management of public spaces. These matters will be considered during future design development.
- The Master Plan will be delivered progressively through future funding, approvals and partnership opportunities and will consider minimising impacts on existing businesses. An indicative implementation timeline is provided on page 59 of the Master Plan.

2. **Lil Miss Collins**

- Supports the Master Plan vision for a more connected, vibrant and culturally activated precinct.
- Raises concerns regarding the future of Lil Miss Collins and other existing businesses that may be affected by the proposed Woodhouse Square and Council-owned site redevelopment.
- Highlights the economic, cultural and community contribution of long-standing businesses and seeks greater recognition of their role in the Master Plan.
- Requests the Master Plan be amended to acknowledge established businesses that may be affected by future redevelopment of Council-owned land.
- Requests business continuity planning, including relocation or reinstatement opportunities for affected businesses.
- Requests ongoing consultation with affected businesses and greater clarity regarding how existing businesses will be considered and accommodated through future redevelopment.

Council response:

- Officers met with the business owners and acknowledged the important contribution that established businesses make to the character, activation and economic success of the precinct.
- Future planning for any redevelopment of Council-owned land will include engagement with affected businesses and consideration of business continuity, with potential for replacement within new development.
- The Master Plan will be delivered progressively through future funding, approvals and partnership opportunities. Detailed redevelopment and implementation outcomes will be determined through subsequent planning and design stages, with consideration given to minimising impacts on existing businesses.
- Council will continue to engage with affected stakeholders as planning for future redevelopment opportunities progresses.

Business groups

Key business groups within and surrounding the Precinct were contacted via email and encouraged to review the Master Plan and provide feedback through the survey. Feedback received and Council officers' responses are summarised below.

1. **Parramatta Chamber of Commerce**
    - Supports the Draft Master Plan and its vision for a safer, more vibrant and activated CBD South Precinct.
    - Supports early delivery of public domain improvements, including enhanced lighting, pedestrian-focused streets and activation initiatives.
    - Supports the proposed Chinatown Precinct and expanded laneway network, and advocates for high-quality urban design outcomes that create a distinctive destination.
    - Advocated for a Special Entertainment Precinct (SEP) and enhanced safety measures.
    - Raises concerns regarding the potential loss of public parking and its impact on local businesses, hospitality venues and visitors.
    - Requests clear precinct identity and branding, together with ongoing stakeholder engagement as implementation of the Master Plan progresses.

    Council Officer response:
    - The Master Plan, including delivery of public domain, will be delivered progressively through future funding, approvals and partnership opportunities and will consider minimising impacts on existing businesses. An indicative implementation timeline is provided on page 59 of the Master Plan.
    - The Master Plan retains the overall provision of on-street parking. It also seeks to retain the existing Council-owned car park capacity, subject to feasibility testing and future design development.
    - Council resolved on 23 March 2025 to progress a trial SEP with an expanded boundary that includes the Precinct.
        - 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 will support the delivery of a distinctive precinct identity that responds to Parramatta's unique character.
    - Council acknowledges the request for ongoing engagement and will continue to consult with stakeholders through the development of Phase 2 of the Master Plan.

Chinese community

Council officers engaged with representatives of the Chinese community to raise awareness of the Master Plan and encourage feedback on the proposed vision and initiatives. Feedback received and Council officers' responses are summarised below.

1. **Australian Chinese Community Association of NSW (ACCA)**
    - Supports the proposed Chinatown precinct as an opportunity to create a vibrant, inclusive and culturally rich destination.
    - Advocates for the inclusion of ACCA aged care and community services within the Chinatown precinct to provide culturally appropriate support for older Chinese Australians and other multicultural communities.
    - Proposes a dedicated multicultural community centre within the precinct to support Chinese, Indian, Korean, Arabic and other multicultural communities, including community meeting

spaces, a multipurpose hall, seniors' facilities, cultural and language programs, exhibition spaces and shared facilities for community organisations.
- Expresses a willingness to partner with Council and other stakeholders, including through funding contributions and joint venture opportunities, to support delivery of the proposed community facilities.

Council Officer response:
- Council acknowledges the request for aged care facilities to support the local Chinese community; however, the provision of such facilities is beyond the scope of this project.
- The request for a multicultural community facility and other community services is noted, for consideration in future feasibility and planning stages.
- Council acknowledges the offer for ongoing collaboration on future community infrastructure and precinct initiatives.

2. Fo Guang Shan Nan Tien Buddhist Temple
- Supports the initiatives of the Master Plan, including the proposed Chinatown Precinct, laneways and arcade connections.
- Raises concerns regarding public transport connectivity between CBD South and the wider CBD, noting reduced accessibility following changes to local bus services. The submission notes that improved transport connections would support greater visitation and activity within the Precinct.

Council Officer response:
- Council acknowledges concerns regarding public transport connectivity. Future planning for Phase 2 will consider the bus interchange and broader public transport network. The proposed transport initiatives will be further investigated through a Traffic and Transport Study, to be undertaken following completion of the Phase 2 Master Plan to ensure an integrated approach across the broader Precinct. Council will consult with Transport for NSW in scoping and commissioning the study to assess the proposed transport initiatives and support future implementation.

3. Chinese Australian Historical Society Inc
- Strongly supports the proposed Chinatown Precinct and its role in celebrating and interpreting Parramatta's Chinese heritage through place-making, public domain improvements and cultural initiatives.
- Advocates for greater recognition of the broader Chinese heritage footprint within the Precinct, including Fitzwilliam Street, Wentworth Street and surrounding areas historically associated with Chinese market gardeners, merchants and small businesses.
- Requests further research, documentation and interpretation of Parramatta's Chinese history, including archaeological investigations, oral histories and historical records, and supports integrating these stories into future public art, wayfinding, interpretation and naming initiatives to ensure the Precinct reflects Parramatta's unique heritage and identity.
- Supports the preparation of a culturally informed public domain and landscape framework to guide future public art, cultural expression, interpretation, day and night-time activation, and place-making outcomes across the Precinct.
- Expresses interest in continuing to work with Council to ensure Chinese Australian heritage is accurately represented through future planning, public domain and cultural initiatives.

Council Officers:
- The Chinatown Precinct incorporates Church Street, a network of laneways, and two proposed public plazas fronting Fitzwilliam Street and Wentworth Street. This arrangement

seeks to balance the activation and functioning of the Chinatown Precinct with the movement of traffic and servicing requirements within the wider Precinct.

    - Council notes the request for further research into Parramatta's Chinese history. 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 will support the delivery of a distinctive precinct identity that responds to Parramatta's unique character and avoids replication of other cultural precincts.
- Council acknowledges the offer for ongoing collaboration on future cultural initiatives within the Precinct.

Other

1. **Green Building Council Australia**
    - Supports the Draft Master Plan and its objectives to deliver greater public benefit, improved placemaking, enhanced connectivity and increased development capacity within the Precinct.
    - Encourages Council to build on the sustainability outcomes achieved at Parramatta Square, particularly in relation to the proposed redevelopment of Council-owned land under Option C.
    - Recommends the use of Green Star certification to support Council's environmental sustainability objectives, including climate resilience, sustainability, biodiversity and circular economy outcomes.
    - Expresses interest in continuing to work with Council and supporting future sustainability initiatives.

    Council Officer response:
    - Support for strong sustainability outcomes is noted and will inform future project planning and design.
    - Council acknowledges the offer of ongoing collaboration and stakeholder input on sustainability initiatives and future project delivery.

6. Conclusion

6.1. Amendments to the Master Plan

Following consideration of feedback received during public exhibition, minor updates have been made to the Master Plan to provide additional clarity and refinement. These updates do not result in any substantive changes to the Master Plan vision or strategic direction.

Page No	Amendment
5 & 28	Rendered aerial image of the Precinct amended to illustrate correct massing of building envelopes
10	Inclusion of City of Parramatta Disability Inclusion Action Plan 2026-2030
25 & 26	Summary of community engagement process and feedback
53 & 54	Separated Walking and Cycling Connectivity diagrams
55	Inclusion of City of Parramatta Universal Design Position Statement

6.2. Updates to the community

The Participate Parramatta project page will continue to be updated to keep the community informed of Council's consideration of the Master Plan and any future project milestones.