



**Preston Rowe Paterson**

International Property Consultants and Valuers

## Three Cities Metropolis Vision (Part 2)

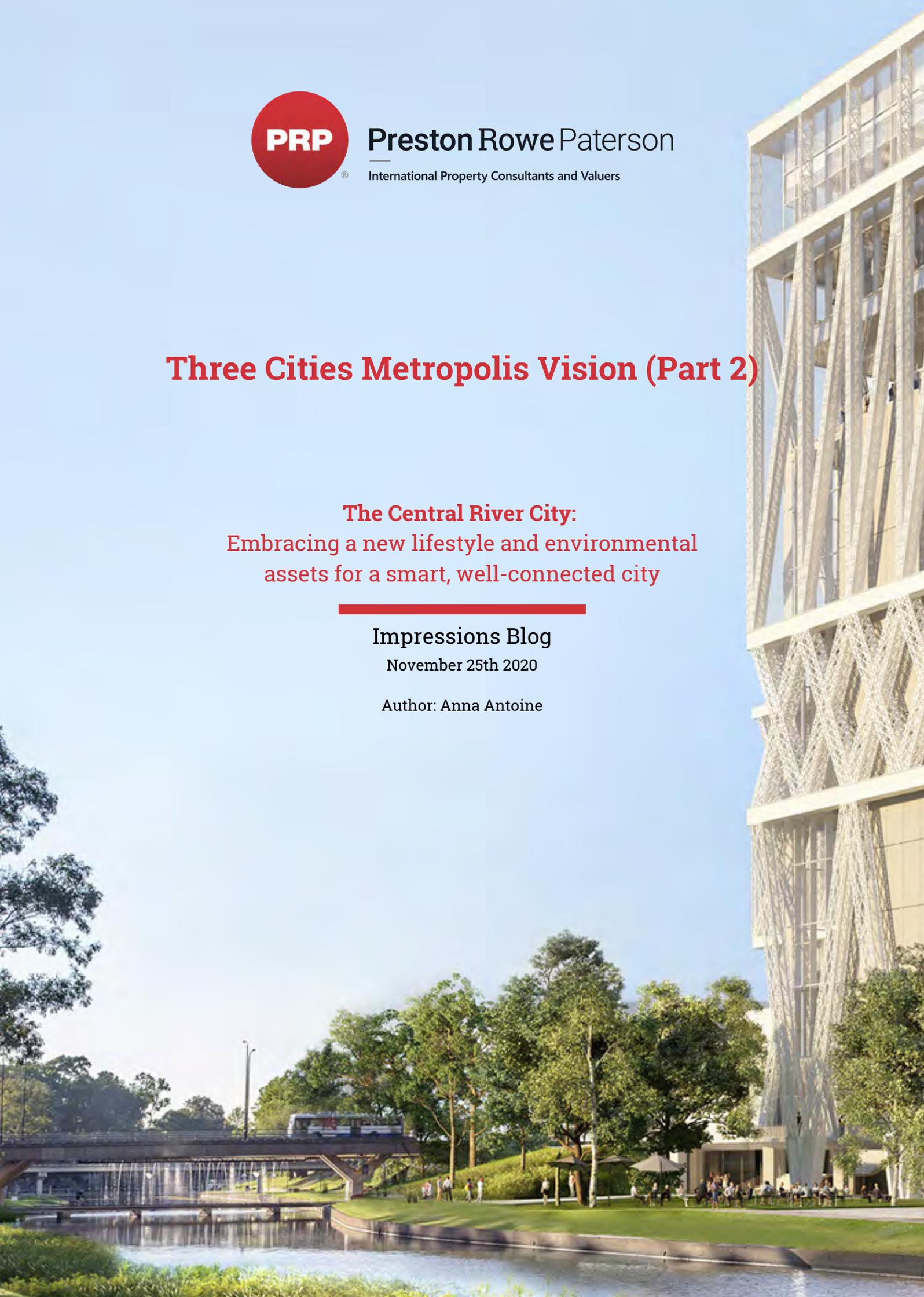
**The Central River City:**  
Embracing a new lifestyle and environmental  
assets for a smart, well-connected city

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**Impressions Blog**

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Author: Anna Antoine



# Three Cities Metropolis Vision (Part 2)

## The Central River City: Embracing a new lifestyle and environmental assets for a smart, well-connected city

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As part of Preston Rowe Paterson Sydney's business strategy for 2021, we have put together a suite of blogs about the Three Cities Metropolis Vision plan from the Greater Sydney Commission. The below blog focuses on The Central River City and its core, the Greater Parramatta.

The Greater Parramatta is 'Australia's tiger economy'(1), it is a city at the international crossroads of Global Sydney. As a geographical, commercial and cultural capital with \$23b in Gross Regional Product (GRP), Parramatta is a compelling option for businesses looking to access the rapidly expanding Central River city's economy. Those who have invested in Parramatta over the past two decades have already discovered it to be a dynamic, supportive and cost-effective business environment to grow and expand. Especially knowing Greater Parramatta's economy is centred on world-class health, education and research institutions as well as finance, business services and administration.

Comparatively, the Central River City's economy is much broader, with the Greater Parramatta and the Olympic Peninsula Economic Corridor taking in the Westmead health and education precinct; advanced technology and urban service sectors in Camellia, Rydalmere, Silverwater and Auburn; and the Sydney Olympic Park lifestyle precinct.

The city will grow substantially capitalising on its location close to the geographic centre of Greater Sydney. Unprecedented public and private investment is contributing to new transport and other infrastructure leading to a major transformation of the Central River City.

The Central River City is also the junction in between the two other Cities: The Western Parkland City (also named Garden City) and the Eastern Harbour City. The River City is one of Sydney's busiest traffic area.

Consequently, the Greater Sydney Commission has imagined an infrastructure plan to respond to Sydney's population growth and expected high demand for jobs and social activities. To reinforce this idea, the Greater Sydney Commission will deliver integrated land use with the Civic-Link green corridor.

The River City will be supported by new developments through environmental infrastructure, parklands and further commercial office choices. With the largest railways and roads connecting North, South & West Sydney, Paramatta City is building a strategy to become smart-connected while bringing a healthy work-life balance to its citizens. The new city-shaping integrates the Future Transport 2056 plan, to connect Greater Parramatta and the Eastern Economic Corridor supported by infrastructures such as WestConnex's extension, Parramatta Light Rail and Sydney Metro West.

The Sydney Metro West rail link will deliver faster and more efficient transport from the Harbour CBD to Greater Parramatta. This potential radial mass transit/rail services from Greater Parramatta will boost business-to-business connections and provide access to a larger skilled labour force to support the growing metropolitan centre.

The main goals, part of the Three Cities Metropolis Vision's plan, to achieve by the Central River City are:

- Developing the economy with jobs and skills growth from unprecedented city-scale infrastructure investments;
- Supporting cohesive and socially dynamic communities with new social infrastructures like schools and community services, new cultural and sporting facilities;
- Establishing transport connections north, south, east, and west from Parramatta to optimise Greater Parramatta's location in the centre of Greater Sydney;
- Transforming Westmead health and education precinct to an innovation district with a greater diversity of knowledge-intensive jobs;
- Retaining industrial and urban services land and creating new skills with a 21st-century clean-tech and advanced manufacturing cluster around precincts such as Camellia, Rydalmere, Silverwater, and Auburn;
- Linking parks, bushland, playgrounds, and waterways through the Greater Sydney Green Grid with enhanced opportunities for safe walking and cycling paths;
- Enhancing the quality of, and access to, waterways such as Parramatta River, Duck River and South Creek.

The above goals will be achieved by new infrastructure such as:

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Out of all the new property developments that Parramatta is facing three main multi-million investments will make you see Parramatta as the new place to be and invest.

### 1. Parramatta Square

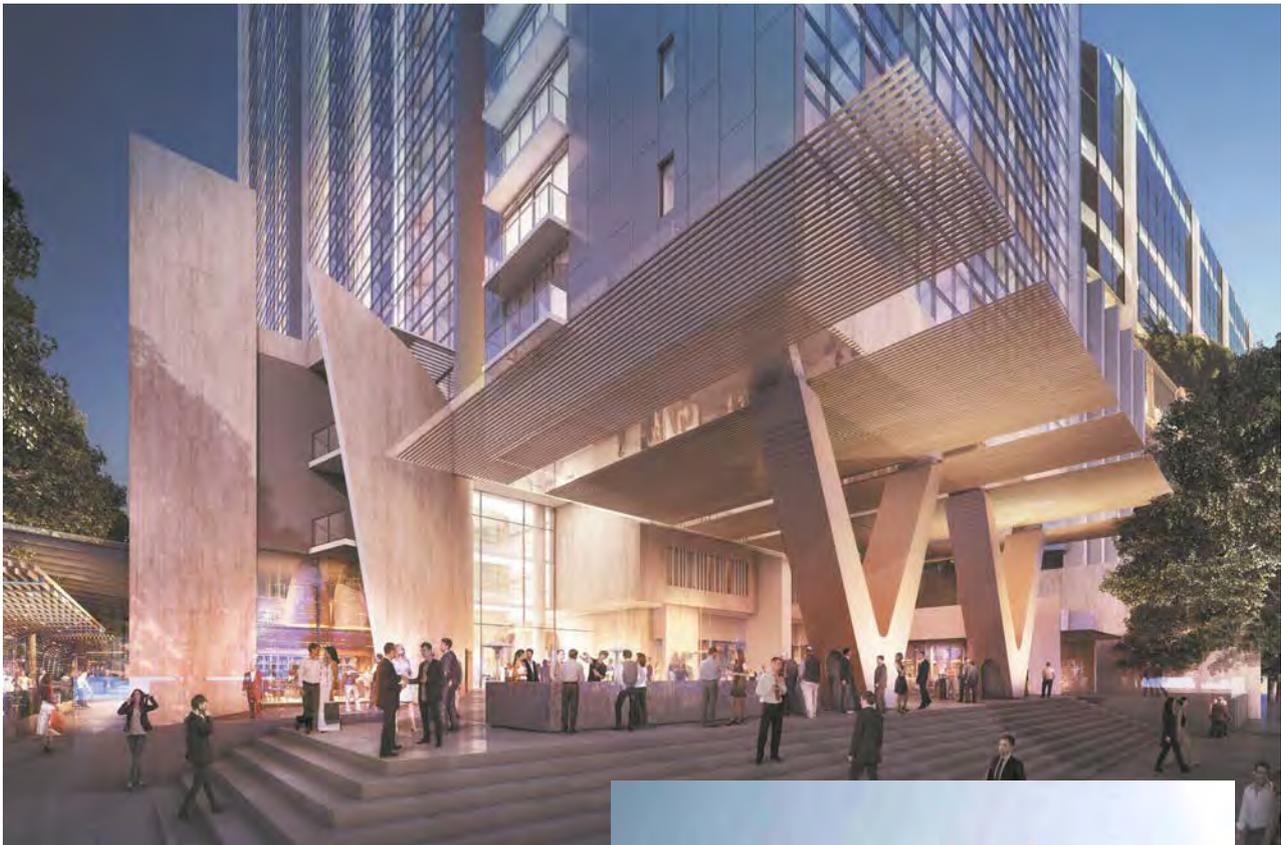
The construction at Lang Walker's \$3.2 billion Parramatta Square precinct is one of the largest urban renewal projects in the country, with the project due for completion in 2022.

The three-hectare city-style precinct will transform the heart of Parramatta's CBD into a vibrant, cosmopolitan, commercial and residential precinct. Designed to accommodate the dreams of a growing city, the new developments on the square, which include the Walker developed commercial towers and Council's new state of the art library and civic building, will create a liveable and inspiring public realm in the cultural heart of Parramatta City. This equates to approximately 13,000 jobs. In terms of jobs, this makes Parramatta Square Sydney's second biggest urban regeneration project behind only Barangaroo.



A few coming and under construction developments are the transformational core of Parramatta Square and CBD, such as:

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**V by Crown**

*(Picture above)*

- 31 – 39 Macquarie Street,  
Parramatta, NSW -

Studio, one, two- and three-bedroom luxury apartments starting from \$553,000 V by Crown Group will usher in a new era of style and opulence into Parramatta. Taking sophistication to new heights, V by Crown Group will offer unrivalled resident-only facilities and exquisite interiors. Designed by multi-award-winning Allen Jack + Cottier architects, together with celebrated architect Koichi Takada, V by Crown Group will be a shining tower of apartments in Parramatta with sweeping views across Sydney's skyline and Parramatta's Heritage Parklands.



**PSQ 4 & 6**

*(Picture above)*

- 4-6 Parramatta Square -

The first tower being built, 4 Parramatta Square is expected to be completed in mid-2019, while 6 Parramatta Square will be ready for occupants in 2020.



## **WSU Parramatta City Campus**

*(Picture below)*

*- 1 Parramatta Square -*

The Parramatta City campus marks the completion of the first phase of the \$2 billion Parramatta Square redevelopment – the largest urban renewal project in Australia. Western Sydney University has opened its new, Architectus-designed high-rise campus, with interiors by Woods Bagot, in Parramatta’s CBD. The 14-storey, \$220.5 million building houses 10,000 students, mainly from the university’s business school.



### **West Village**

*100 Church street*

Boasting 390 spacious one, two and three bedroom off the plan apartments across 40 floors, West Village packs a level of sophistication and contemporary living in the Woods Bagot designed tower.



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**Macquarie Towers**

Soaring 30 storeys into the sky at the eastern gateway to the thriving metropolis that is 21st Century Parramatta, Macquarie Towers sets a new benchmark in elegant, contemporary CBD living. An ideal site, close to the Parramatta River, parks, train station and schools and providing uninterrupted 360 degree views to the Sydney skyline, Chatswood and the Blue Mountains was the inspiration for renowned architects Krikis Taylor to design a truly exceptional residential landmark in Macquarie Towers.

**Skyrise**

The Parramatta CBD skyline is truly starting to grow. Skyrise at 11 Hassall St is a residential tower which will stand out of Parramatta's ever-growing city skyline. This project is well underway and is already making a major impact on the skyline. Once 11 Hassall St which is named Skyrise is topped out, it will be the second tallest tower in the Parramatta CBD only second to the 55-floor Altitude Tower by Meriton.



To help you visualise better what it will look like, Parramatta City Council has created an animated video, available on YouTube. [See the video](#)

## 2. The development of a Civic Link or Pedestrian Public Pathway

The Civic Link will be a green, pedestrianised public space and cultural spine that connects public life from the heart of Parramatta CBD to the River.

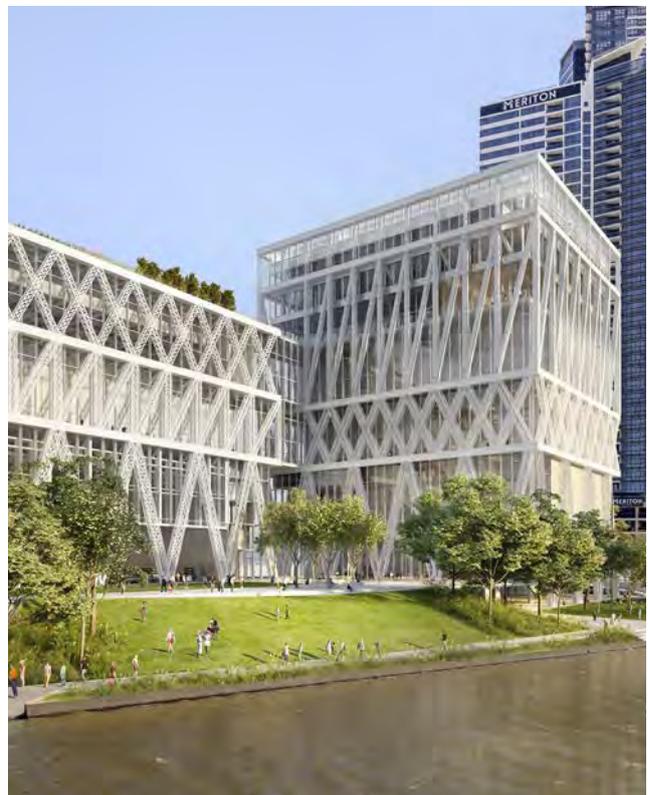
It will respond to the environmental challenges of an urban, river city as well as to the City's rich and vibrant history, expressive of and welcoming to people and place; past, present, and future. The Civic Link will play an important role in realising the vision for Sydney's Central City. It will support liveability by connecting major CBD destinations, to the Transport Interchange and the River through a pedestrian and cycle-friendly avenue, fit for the growing population of Parramatta.



## 3. The Powerhouse Museum re-development

The Powerhouse was established in 1879 in the Garden Palace which emerged from a history of 19th Century grand exhibition halls, including the Grand Palais. Powerhouse Parramatta will radically return to its origins through the creation of exhibition spaces of extraordinary scale that will enable the delivery of an ambitious, dynamic, and constantly changing program that provides new levels of access to Powerhouse Collections.

Powerhouse Parramatta will reflect the communities and cultures of one of Australia's fastest-growing regions. It will hold First Nations culture at its core and set a new national benchmark in culturally diverse programming.



Many other infrastructure and developments are forecasted for the Central River City, such as the Westmead Health and Education precinct, designed to become the largest health and biomedical research precinct, along with Sydney Metro West plan (which is still under negotiation) and the South-West Light Rail Parramatta.

Not only being well-reputed for being the second Metropolitan centre of the Greater Sydney area, but Parramatta will also become the driving force and heart of Australia's most significant economic region.

(1) - cf. Parramatta City Council

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