

# 355 & 375 Church Street Parramatta NSW

IPC Presentation 12 April 2021



# Presentation Overview

1. Site Context and Project Overview, *presented by Stockland*
2. Planning History, *presented by Ethos Urban and McDonald's*
3. Traffic and Parking Assessment, *presented by Josh Milston from JMT Consulting*
4. *Isolated Site Notes (385 Church St)*



# 1. Project Overview & Site Context

Location: 355 & 375 Church St Parramatta, corner Victoria Rd and Church St

Landowner: McDonald's Australia

Developer: Stockland (Stockland entered a development agreement with McDonald's in 2017 to develop the site).

Current Use: McDonald's Restaurant





# Site Context



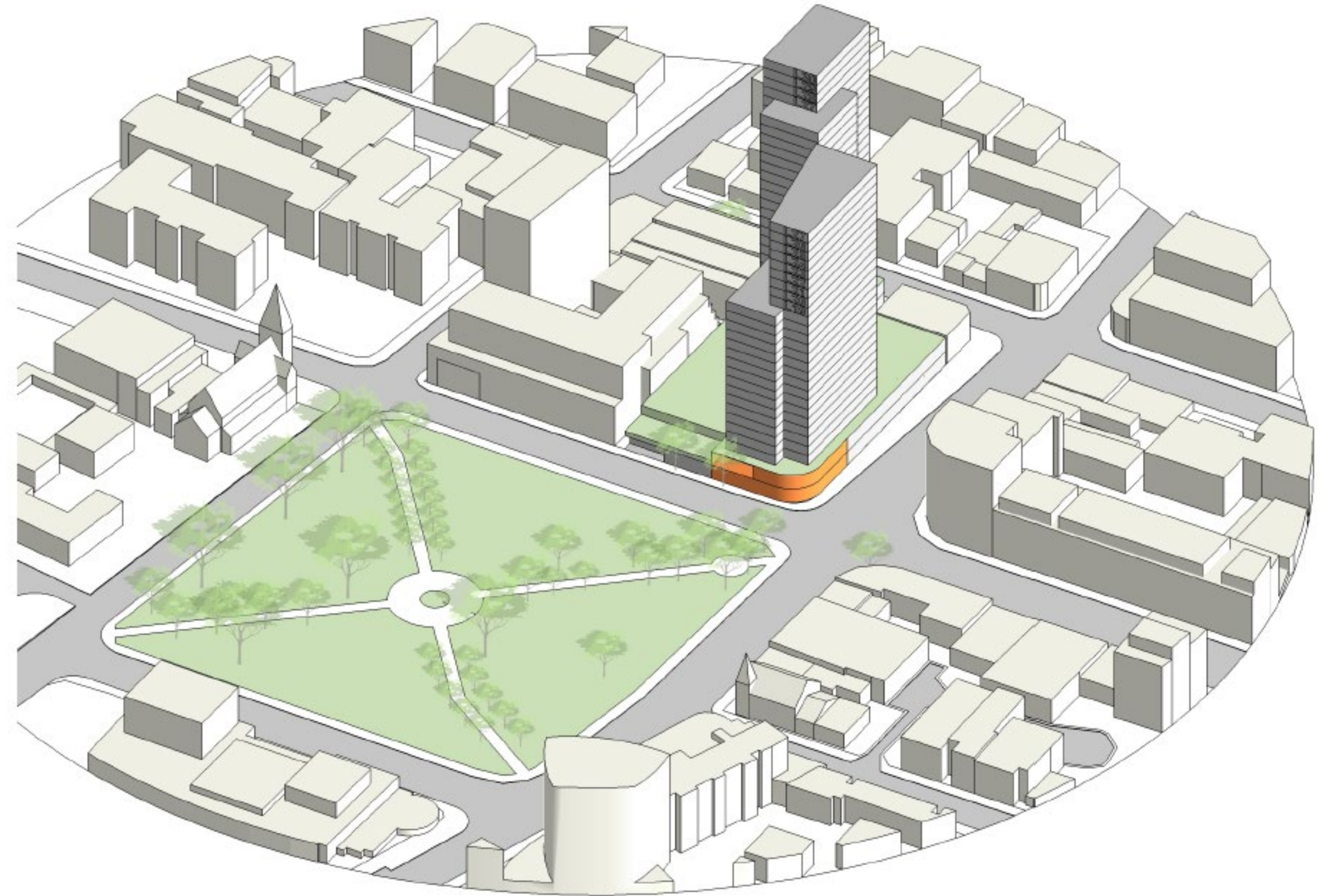


# Project Overview

## Proposal:

Mixed use development comprising of a new McDonald's restaurant (approx. 950sqm), ground floor retail and 360 residential apartments across two towers.

The proposed development would occur under the new Citywide Planning Proposal controls (increased height and FSR).





# Images of Potential Scheme



Artist Impression



Artist Impression



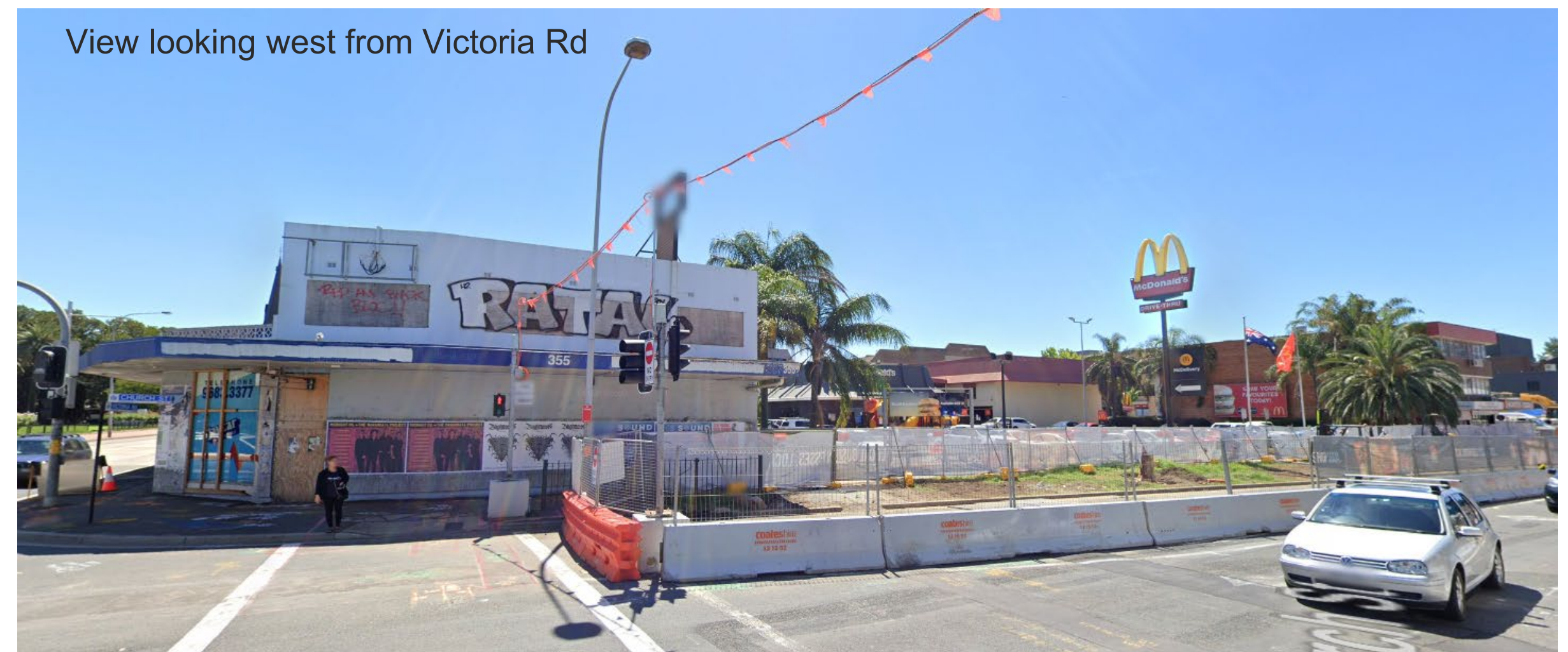
## 2. Planning History

McDonalds has owned and operated on the site since 1978.

Current operation includes the onsite restaurant as well as a drive through facility and some 60 at-grade parking spaces as well disused former retail and commercial buildings.

The restaurant and drive thru are both visible from the street and to passing motorists.

The site is also highly accessible with unrestricted entry/exit points to Victoria Road and Ross Street.





# Planning History

The site was the subject of a previous development application (DA/96/2015) that was lodged in 2015 that included a dual lane drive thru and 36 parking spaces.

RMS reviewed this application and at the time supported the DA subject to conditions.

Application was deferred by JRPP on basis that the proposal did not maximize the site potential.



Artist Impression of original McDonald's application



# Planning History

McDonalds entered into new JV agreement with Stockland in 2017 to submit a site-specific PP.

Following an extensive assessment process Council resolved to support the proposal submitted by Stockland.

Gateway Determination issued in November 2020. Of particular note are the following gateway conditions:

1. The removal of the site specific parking rates for McDonald's (i.e. for consistency with the CBD PP) which would reduce the number of spaces from (up to) 30 to 3 making it unfeasible for McDonald's to proceed with the development.
2. The addition of the isolated site at 383 Church St to the PP.

Gateway Review was submitted in January 2021 with the support of Council.

In response, the DPIE has agreed to remove the isolated site condition however the car parking rate condition remains.



Artist Impression



# Planning history – precedent

- The bespoke parking rate is a response to the unique history and locational context of the site and not a precedent for new development.
- The proposed parking rate is consistent with current controls for this land use under Parramatta LEP 2011.
- The current use is the only use of this kind in Parramatta CBD.
- Council is satisfied that the proposal does not create a precedent that calls into question the proposed parking rates in the CBD planning proposal.



### 3. Traffic and Parking Assessment

#### Key Principles:

Striking the right balance with car parking that provides sufficient parking for McDonalds to be a viable business without impacting the operation of the road network

Supporting mode shift away from private vehicle use through the development of reduced car parking rates for the site, while also recognising the specific travel requirements / behaviours of McDonalds users

Not impact the objectives and findings of the Parramatta Integrated Transport Plan (including mesoscopic modelling) and Strategic Transport Study

Not set a precedent for other CBD developments that would negatively impact the operation of the surrounding road network.

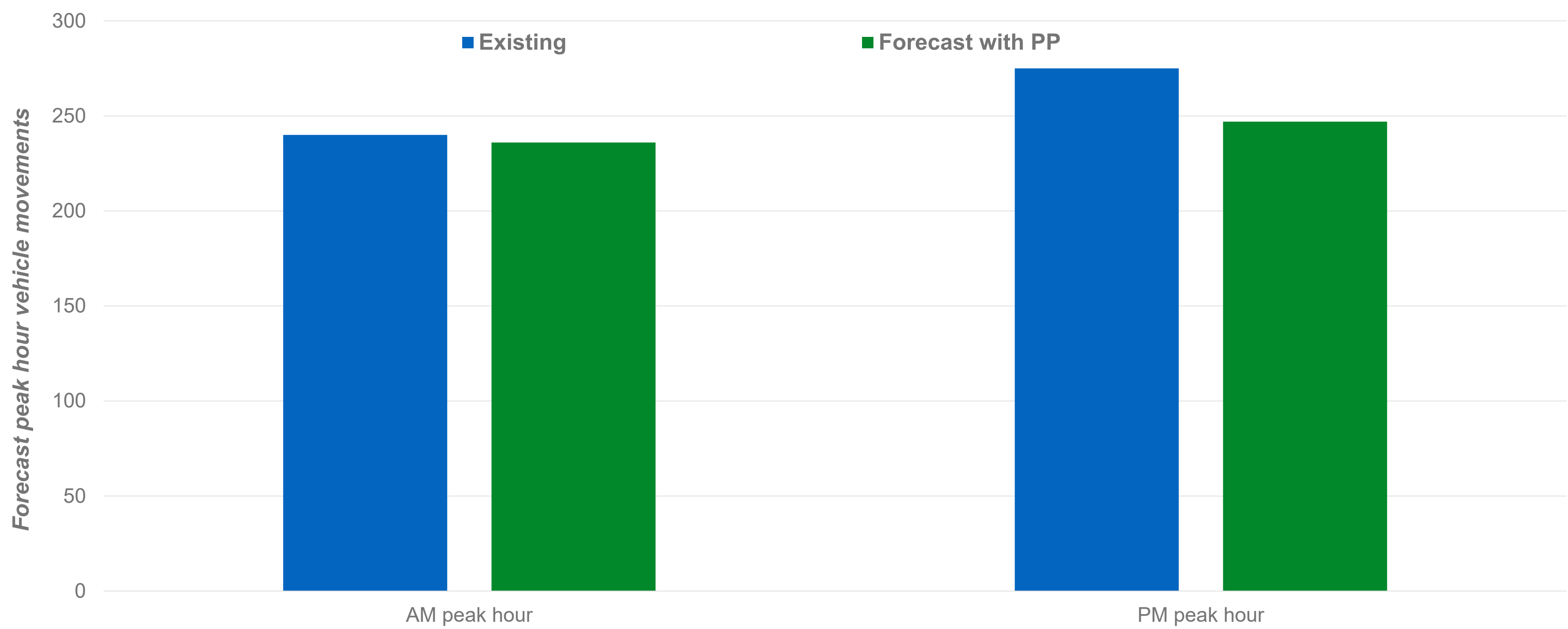


# Traffic Impacts and Forecast Generation

The car parking rate has been developed to ensure that the proposal would not impact the operation of the surrounding road network

McDonald’s car parking would from reduce 60 to (up to) 30 spaces under the Planning Proposal

Planning Proposal would decrease traffic movements during peak hours when compared to current conditions



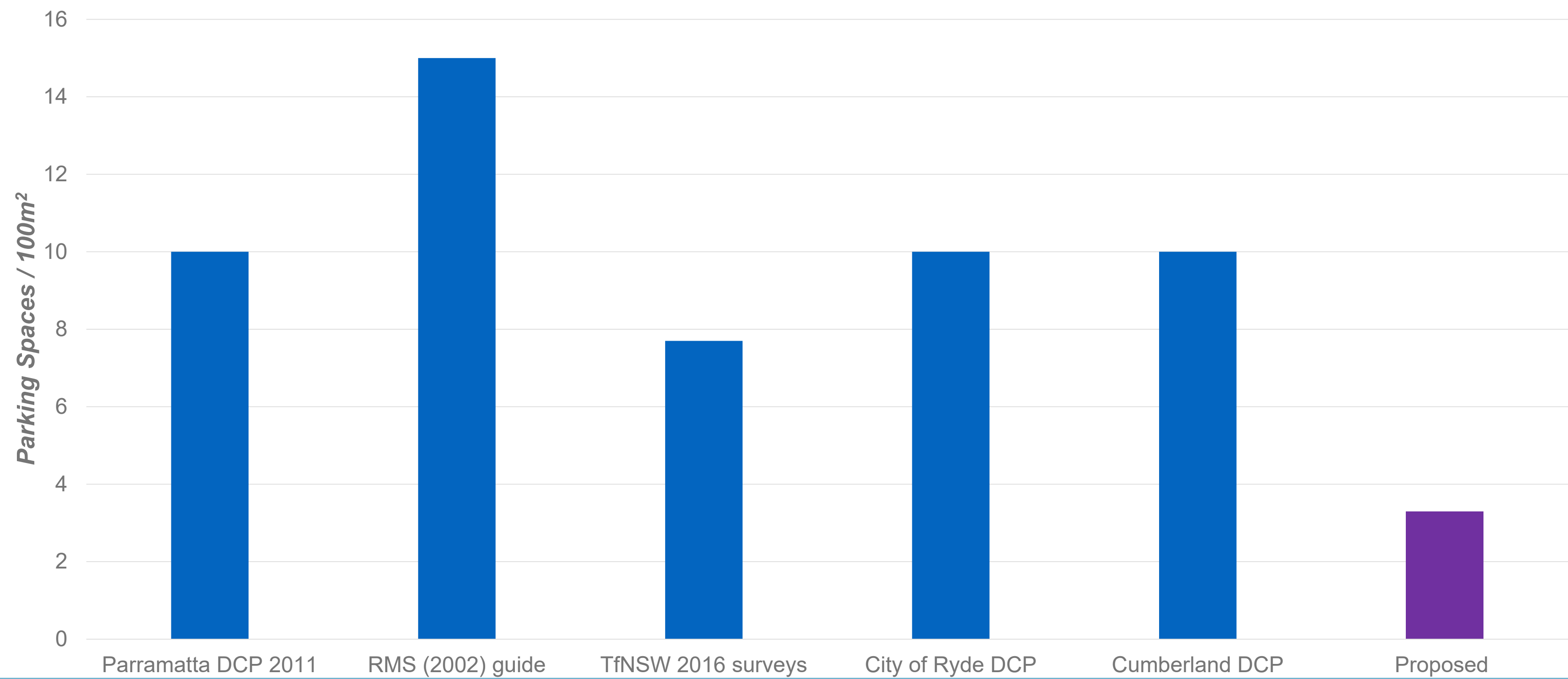


# Parking Rates

The proposed parking provision equates to a rate of approximately 1 space / 30m<sup>2</sup>.

This parking rate is significantly lower when compared to recent TfNSW surveys of fast food takeaway outlets as well as existing planning controls.

Parking rates for fast food take away outlets:





# Consistency with ITP and CBD Planning Proposal

No specific parking rate for drive-in take away food and drink premises is identified in the draft LEP provisions supporting the CBD Planning Proposal Parking rates for any use not listed are subject to a separate, standalone assessment.

Potential Draft LEP Provisions – Guide Only

- (b) More than one provision of this clause may apply in the case of a mixed use development, and in such a case:
- (i) the maximum number of car parking spaces is the sum of the number of spaces permitted under each of those provisions, and
  - (ii) a reference in those provisions to a building, is taken to be a reference to those parts of the building in which the relevant use occurs.
- (4) **Car Parking spaces not to exceed the maximum set out in this clause**
- (a) Development consent must not be granted to development that includes car parking spaces in connection with a proposed use of land if the total number of car parking spaces (including existing car parking spaces) provided on the site would be greater than the maximum set out in this clause.
- (b) If the maximum number of car parking spaces under this clause is not a whole number, the number is to be rounded to the nearest whole number.
- (5) **Maximum parking rates**
- If development for a purpose set out in Column 1 of the table to this subclause includes a car parking space in connection with that use, the development must provide no more than the number of car parking spaces specified opposite that use in Column 2 of that table.

Column 1	Column 2
Proposed use	Maximum number of parking spaces
Business premises and office premises	(a) A maximum of 1 car parking space to be provided for every 175 square metres of gross floor area where the building is on land which has a floor space ratio of no more than 3.5:1, or  (b) For buildings on land where the floor space ratio is greater than 3.5:1, the following formula is to be used: $M = (G \times A) \div (50 \times T)$ where: <i>M</i> is the maximum number of car parking spaces, and <i>G</i> is the gross floor area of all business premises and office premises in the building in square metres, and <i>A</i> is the site area in square metres, and <i>T</i> is the total gross floor area of all buildings on the site in square metres.
Centre-based child care facilities	A maximum of 1 car parking space plus 1 space per 100 square metres of gross floor area.
Dwelling houses, attached dwellings and semi-detached dwellings	A maximum of 1 car parking space for each dwelling.
Health consulting rooms and medical centres	A maximum of 2 car parking spaces to be provided per consulting room.
Hotel or motel accommodation and serviced apartments	A maximum of: (a) 1 car parking space for every 4 bedrooms up to 100 bedrooms, and

Potential Draft LEP Provisions – Guide Only

	(b) 1 car parking space for every 5 bedrooms above 100 bedrooms.
Information and education facilities	A maximum of 1 car parking space for every 200 square metres of gross floor area.
Light industries	A maximum of 1 parking space to be provided for every 150 square metres of gross floor area.
Places of public worship and entertainment facilities	A maximum of: (a) 1 space for every 10 seats, or (b) 1 space for every 30 square metres of the gross floor area, whichever is the greater.
Residential flat buildings, dual occupancies and multi dwelling housing	A maximum of: (a) 0.1 car parking spaces for each studio dwelling, and (b) 0.3 car parking spaces for each 1 bedroom dwelling, and (c) 0.7 car parking spaces for each 2 bedroom dwelling, and (d) 1 car parking space for 3 or more bedroom dwelling.
Retail premises	In the case of a building that has less than 2000 square of retail premises: (a) A maximum of 1 car parking space to be provided for every 90 square metres of gross floor area where the building is on land which has a floor space ratio of no more than 3.5:1, or  (b) For buildings on land where the floor space ratio is greater than 3.5:1, the following formula is to be used: $M = (G \times A) \div (50 \times T)$ where: <i>M</i> is the maximum number of car parking spaces, and <i>G</i> is the gross floor area of all retail premises in the building in square metres, and <i>A</i> is the site area in square metres, and <i>T</i> is the total gross floor area of all buildings on the site in square metres.

**Note.** For any land uses that are not specified in the table above, a Parking and Access Report is to be supplied in accordance with the requirements in the Parramatta Development Control Plan.

- (6) **Use of excess car parking spaces in an existing building**
- If the consent authority is satisfied that there are car parking spaces in excess of the requirements of the occupiers of an existing building, the consent authority may grant development consent to the use of those car parking spaces by persons other than the occupiers of the building.

**Note.** For any land uses that are not specified in the table above, a Parking and Access Report is to be supplied in accordance with the requirements in the Parramatta Development Control Plan.



# Traffic and Parking Data

Fast food takeaway outlets have differing parking requirements when compared with other commercial and retail land uses, which has been previously recognised by TfNSW





# Parramatta Light Rail

The site is adjacent to the future Parramatta Light Rail (PLR) stop at Prince Alfred Square.

This improved level of public transport accessibility is reflected in the reduced parking rates for both the McDonalds and residential component of the site.

Despite this improved accessibility there will still be a level of car reliance to the site:

- McDonald's is a family restaurant and the typical 400m/800m walking catchments for residential and employment land uses do not apply.
- People visit McDonalds in the evening and on weekends when public transport isn't as readily available as compared to weekday commuter peaks
- Previous TfNSW surveys have demonstrated a high reliance on 'passing trade' for McDonalds sites of approximately 50%. People are already in a car travelling to/from their destination when they decide to go to McDonalds, meaning a high proportion of customer visits are incidental and the land use does not in itself generate a significant number of vehicle trips.
- In this circumstance PLR would only benefit a small portion of visitors to the site.



# Traffic Assessment Summary

City of Parramatta Council (Jul 20 Council resolution) and TfNSW (update advice on 01 Apr 21) are supporting of the proposed parking rate.

The number of McDonald's car parking spaces would reduce from 60 existing to 30 under the proposal.

No net increase in traffic generation associated with the Planning Proposal.

Significantly reduced parking rate compared to existing planning controls.

The proposal does not undermine the Parramatta ITP and CBD Planning Proposal as:

- It does not increase traffic on the surrounding road network
- No specific parking rate for drive-in take away food and drink premises is identified in the draft LEP provisions
- Future development proposals would be required to undertake a bespoke parking assessment which demonstrates acceptable impacts on the road network
- There are unique circumstances applying to this site and Planning Proposal that do not question the validity of Council's proposed controls for other development

Although PLR will improve accessibility there will still be a level of car reliance requiring a minimum of 30 parking spaces.



## 4. Isolated Site Notes

The DPIE has recommended that Condition 1(d) of the Gateway Determination, relating to site isolation, could be deleted.

We strongly support this recommendation, which is consistent with the representations by Council and the proponent.

While we note that the inclusion of 385 Church has the opportunity to create a better planning outcome, Stockland has demonstrated that considerable efforts have been made to acquire 385 Church Street over a number of years. However, the landowner is not a willing seller.

By including 385 Church in the site-specific PP, Council's policy would require a separate VPA to be negotiated with the owner of 385 Church prior to finalisation of the PP. This would be a fruitless exercise, because 385 Church will receive an identical uplift under the CBD PP without the need for a VPA. Therefore there is no incentive for that owner to negotiate and enter into a VPA.

Deleting Condition 1(d) does not prevent the inclusion of 385 Church at a later date within a consolidated development scheme, and the site-specific DCP will address this option. The site would be subject to uplift under the CBD PP by the time a DA were to proceed, and Council may require an additional or amended VPA to secure any bonus floor space generated on the site in accordance with the final CBD PP.



Thank you