



### A Transformational Precinct for Parramatta CBD

197 Church Street, Parramatta is a Design Excellence Competition win and encompasses a 4,300sqm site at the heart of the CBD, includes a 32-storey hotel, 25 floors of commercial offices and significant public gathering spaces driven by a design narrative rich in culture.

Parramatta is undergoing a transformational evolution in growth and prosperity in both the private and public sectors which has led to many new developments, and the implementation of a citywide framework plan.

The 197 Church Street site sits at the nexus of this new development at the heart of the Parramatta CBD, on one of the city's most culturally significant intersections.

Our exploration of Indigenous pathways and geomorphological lines through the Parramatta region, and the subsequent colonial layering and urbanisation of the city led us to develop four key conceptual design principles; Travel Lines, the Urban Grid, Layering and Placemaking.

#### Project snapshot

Client	Holdmark
Location	197 Church Street, Parramatta NSW AUSTRALIA
Status	Development Application
Sector	Commercial, Hotels, Retail, Mixed-Use, Workplace
Services	Architecture, Interior Design, Urban Design
Awards	2021: Architectural Design Excellence Competition Winner

