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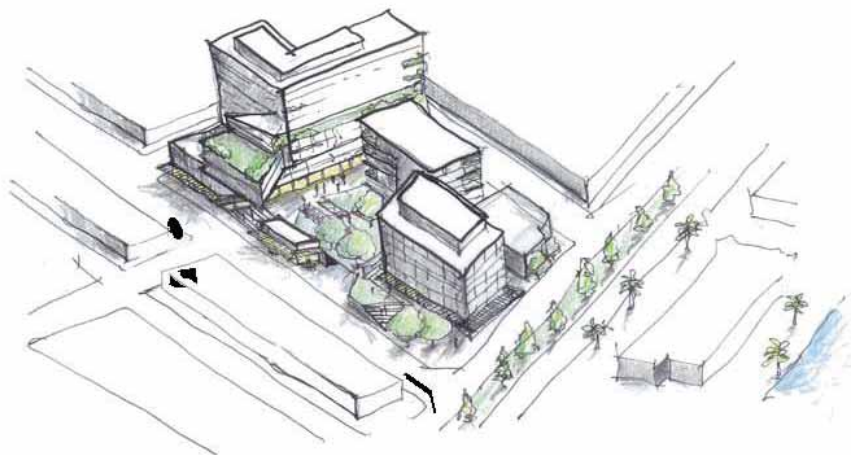
NEWCASTLE URBAN RENEWAL STRATEGY 2012 - HANNELL STREET WICKHAM

This submission has been prepared by JBA Planning on behalf of McCloy Group who own the existing Blackwoods site located in Hannell Street Wickham. The submission contains both this written document and the Wickham Village Square Preliminary Concept Plan prepared by Suturs Architects (attached).

INTRODUCTION

The Newcastle Urban Renewal Strategy 2012 (NURS) seeks to transform and revitalise Newcastle's City Centre. The NURS represents the result of a lot of background work prepared over an extended period of time, culminating in the release of a comprehensive strategy. However, despite the NURS applying to the full area known as the Newcastle City Centre, the strategy does not necessarily activate the full area. It is important to keep in mind that Wickham is within the City Centre. The vision for Newcastle includes Wickham, and Wickham can provide an attractive destination for business, residents and visitors.

Wickham will play a key role in the revitalisation of Newcastle. Minister for Planning & Infrastructure, Brad Hazzard, issued a Media Release dated 19 February 2013 stating that 'the NSW Government will create a new commercial hub at Wickham and three new precincts in the city'. It is understood that 'a new state-of-the-art transport interchange at Wickham' will be the cornerstone of the new commercial hub. The NURS contains some good initiatives relating to the Wickham Redevelopment Area, including the removal of the Wickham Redevelopment Area Map and associated controls within the LEP. However, the NURS currently fails to provide a clear framework for the renewal of Wickham and the integration of the Wickham area and the transport interchange. A key development, such as that proposed upon the Blackwoods site (illustrated below), will anchor a future local centre and provide the catalyst for Wickham to be revitalised.



The NURS establishes a vision for Newcastle and incorporates 9 Guiding Principles, JBA has undertaken a review of the NURS **Guiding Principles** with respect to Wickham.

1. Opportunities to grow and expand

Wickham provides land zoned predominantly B4 which provides for economic sustainability and anticipated growth and trends. The Wickham area accommodates some of the largest redevelopment sites within the City Centre, including the Blackwoods site being approximately 9,000m² of B4 zoned land. The Wickham area is suitable for large-scale retail and commercial development. Wickham will have a key activity cluster around the proposed commercial hub. A Wickham 'Town Centre' cluster would be located further north upon a site able to accommodate a range of day-to-day retail such as supermarkets, grocer, medical facilities, etc.

2. Economic viability with enhanced choice and competition

Wickham supports a range of retail, commercial and residential uses. It provides a strong diverse range of services associated with business within the City Centre and broader LGA. Wickham has large sites providing the flexibility to accommodate emerging trends in retail and other uses.

3. Busy and vibrant city centre

Wickham has developed its own character and identity separate to other areas within the City Centre. This identity will continue to attract investment within Wickham as the character develops adjacent to the new Wickham transport interchange and commercial hub.

4. Integrity and viability

The Wickham area has a number of heritage items and former commercial buildings that have been adopted for residential accommodation. The mix of built form within Wickham adds to the overall character and provides for variety and innovation in adaptive re-use opportunities into the future.

5. Investment, employment and business growth

Wickham is a diverse employment sector within the Newcastle City Centre. The area provides for a range of employment activities, with an economic diversity supported by the land use zone and broader NURS. Wickham supports emerging business by providing a range of commercial premises, promoting affordability and business diversity.

6. Transport, access and connectivity

Wickham provides accessibility pedestrian and cycle networks, as well as the broader connections to public transport within the City Centre. This public transport network will be enhanced by the new transport interchange at Wickham. Wickham contains a number of destination points including the Marina Precinct and Wickham Park, being the largest active open space area within the City Centre.

7. Housing mix and affordability

Wickham currently accommodates the most diverse mix of residential accommodation within the City Centre. Historically Wickham has provided for affordable housing within the City Centre. Wickham will continue to deliver a range of residential development into the future.

8. Retail variety

Wickham will provide for day-to-day convenience shopping, such as supermarkets and convenience retail, within a localised town centre. Wickham has a number of large development sites that can provide the flexibility to accommodate bulky goods retailing.

9. Provide for future employment growth

Wickham can act as a supporting commercial area, not competing directly with large floor plate commercial office, entertainment, civic and community uses within the commercial core. Such large format commercial buildings will be located within the future Wickham commercial hub, with the broader Wickham area providing support and ancillary employment opportunities.

The abovementioned responses to the Department's Guiding Principles for the City Centre identify the manner in which Wickham can support the overall revitalisation of the City Centre.

WICKHAM



Figure 1 – Blackwoods site location and the broader Wickham area.

Within Wickham there is an opportunity to provide a genuine mixed use precinct, accommodating existing urban services and residential accommodation with new mixed use buildings, open space and public transport connections. The vision for the Blackwoods site and broader Wickham Area is the creation of a vibrant urban renewal area in Newcastle with the development of a high quality sustainable mix of residential, retail and commercial uses. The Concept Plan prepared by Suters Architects (attached) includes a precinct analysis and future vision for Wickham that should be incorporated within any future Urban Renewal Strategy.

THE BLACKWOODS SITE

The submission relates to the site known as Blackwoods, being Lots 3,4,5,6,8,15,16,17,18 Section B in DP 18422 and Lot 7 DP 169528 and Lots A and B DP 354403 and Lots 2 and 3 DP 552322 and Lot 1 DP 956631, within the suburb of Wickham.



Figure 2 – Blackwoods Site.

The Blackwoods site at Wickham has an area of approximately 9,000 sq.m in total. McCloy Group intends to redevelopment this key site within Wickham as the commercial and retail neighbourhood centre, being a catalyst for the broader redevelopment of Wickham. The NURS outlines dwelling and employment targets for the City Centre and Wickham can play a vital role in achieving these targets.

PLANNING CONTROLS

Newcastle LEP 2012

The Newcastle LEP 2012 has recently been adopted. The Newcastle LEP 2012 largely adopted the provisions contained within the Newcastle City Centre LEP 2008, as they applied to the subject site and broader Wickham Redevelopment Area. Newcastle City Council has previously prepared and adopted urban design guidelines for Wickham in 2006. These guidelines have not resulted in any renewal within the redevelopment area and are considered to be an out-dated vision. The controls have little consideration given to consolidated development sites or key development opportunities and have stifled development through low density outcomes coupled with excessive public thoroughfares. The proposed removal of these controls via the implementation of amendments to the Newcastle LEP, as outlined within the NURS, is fully supported.

Proposed Amendments to the Newcastle LEP 2012

The following provisions are proposed to apply to the Wickham Redevelopment Area in the Newcastle LEP 2012:

Land Use Zoning

The Blackwoods site is currently zoned B4 Mixed Use in the Newcastle LEP 2012. There is no intention to amend this zone.

Height of Buildings

The proposal is to amend 'Clause 4.3 – Height of Buildings' in Newcastle LEP 2012 by amending the Height of Buildings Map referred to in subclause (2).



Figure 3 – Proposed extract Height of Building Map under Newcastle LEP 2012.

Floor Space Ratio

The proposal is to amend 'Clause 4.4 – Floor Space Ratio' in Newcastle LEP 2012 by amending the Floor Space Ratio Map referred to in subclause (2).



Figure 4 – Proposed extract Floor Space Ratio Map under Newcastle LEP 2012.

CONCLUSION

The vision and framework established by the NURS provides direction for the revitalisation of Newcastle. Unfortunately Wickham has not been included within this vision. Wickham will become a key element in the renewal process forming the transport hub for the Newcastle City Centre in the long term. Wickham provides an opportunity to develop a neighbourhood of unique character and housing diversity. The Wickham area provides employment and services that support the broader Newcastle City Centre. The Blackwoods site forms a key landholding within the Wickham area and will be a catalyst for the development of a Wickham Town Centre. The Concept Plan (attached) illustrates the manner in which the proposed development would sit within a revitalised Wickham area, with the scale and form of development consistent with the vision for Newcastle outlined by the Urban Renewal Strategy.

Should you have any queries about this matter, please do not hesitate to contact me on 0249270980 or ssullivan@jbaplanning.com.au.

Yours faithfully

Shannon Sullivan
Principal Planner

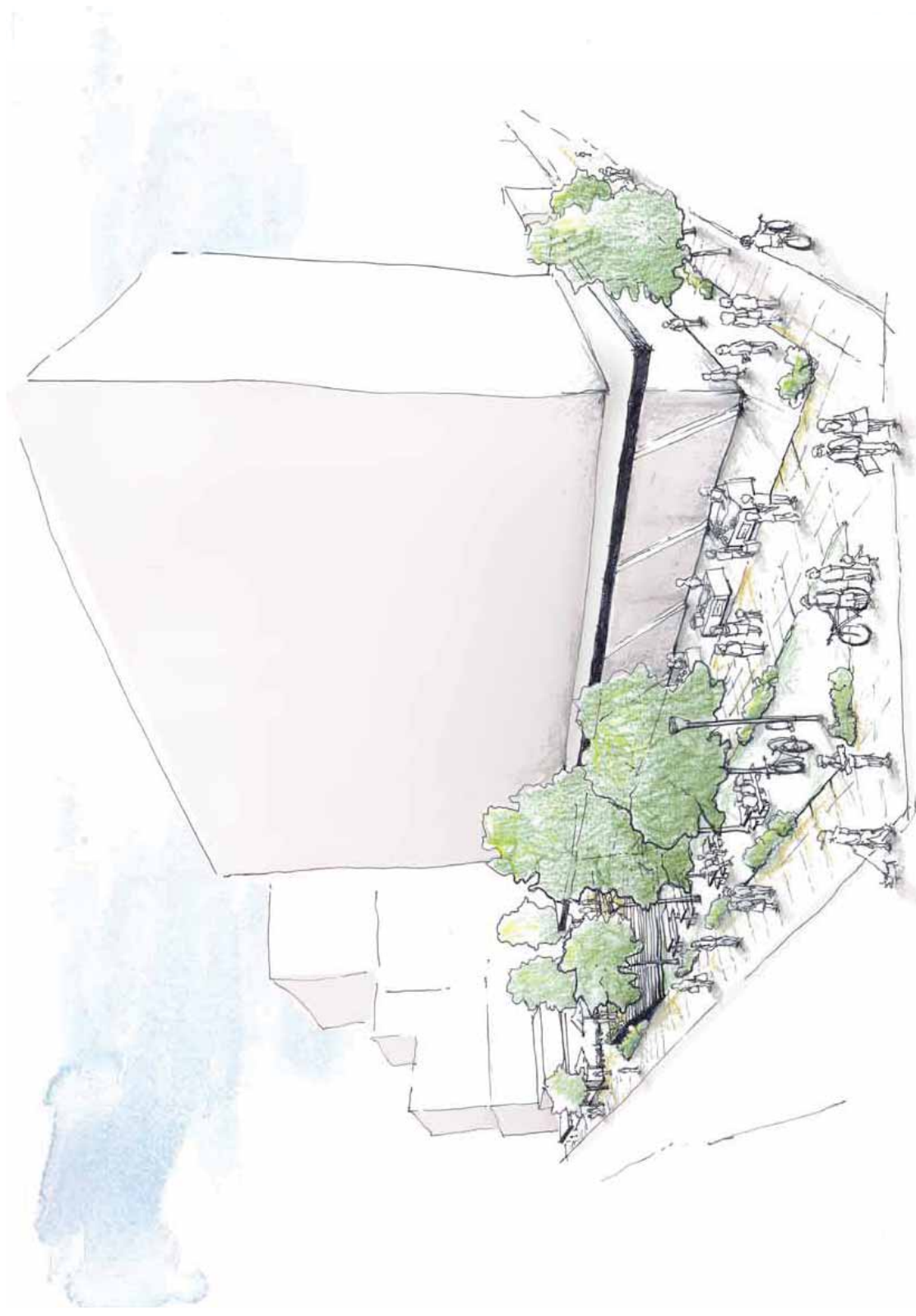
ATTACHMENT

Wickham Village Square Preliminary Concept Plan

Prepared by Suters Architects

WICKHAM VILLAGE SQUARE
PRELIMINARY CONCEPT PLAN

suters



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Iss	Description	Date	Chk	Auth
A	DRAFT ISSUE	12.12.2012	KD	MM
B	Council Meeting	28.02.2013	JH	MM

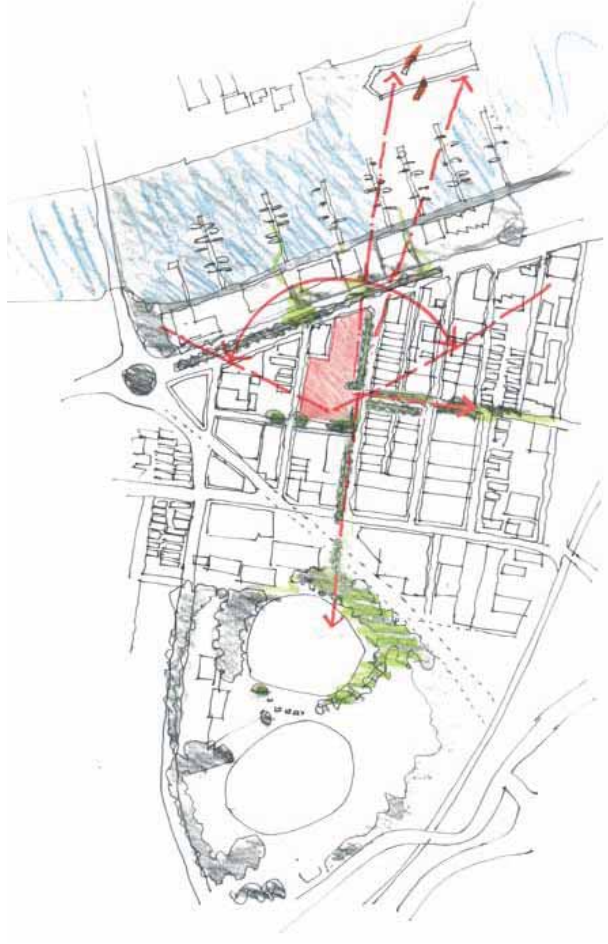
This preliminary concept plan has been prepared by Suters Architects for the McCloy Group, for the Wickham Village Square site at Hannell Street, Wickham. The report is to be used as a support document for the submission to the Urban Renewal SEPP and the Planning Proposal to be presented to Newcastle City Council.

The report analyses the site and context opportunities, and illustrates the potential development options to provide a suitable contextual and commercial built form outcome for Wickham.

The site has an area of approximately 9,000m² and is located at Hannell Street Wickham. The site is bounded by Church Street to the south, Foundry Street to the west and Greenway Street to the north. The McCloy Group intends to redevelop this key site within Wickham as a key commercial and retail neighbourhood centre, being a catalyst for the broader redevelopment of Wickham.



Precinct Plan

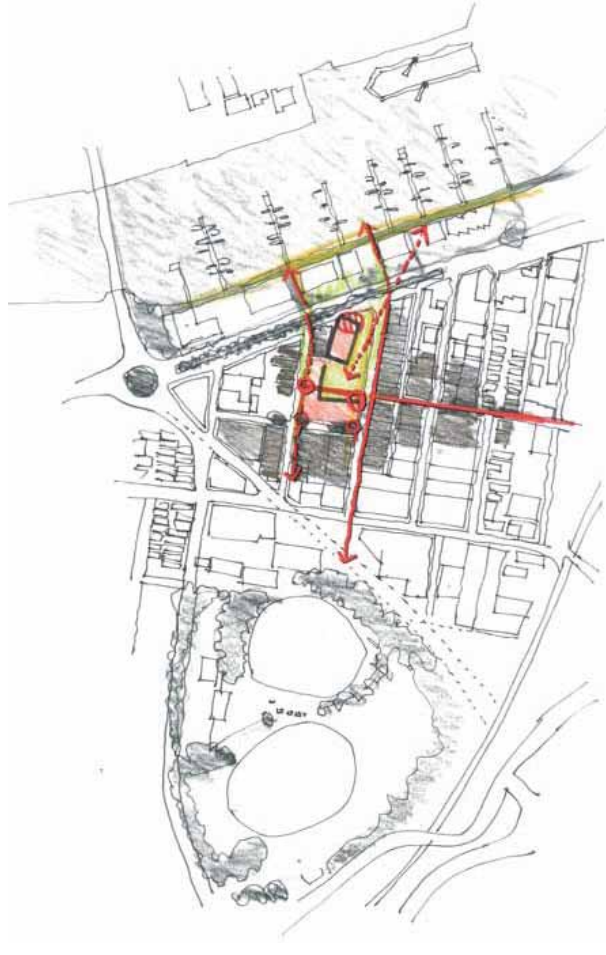


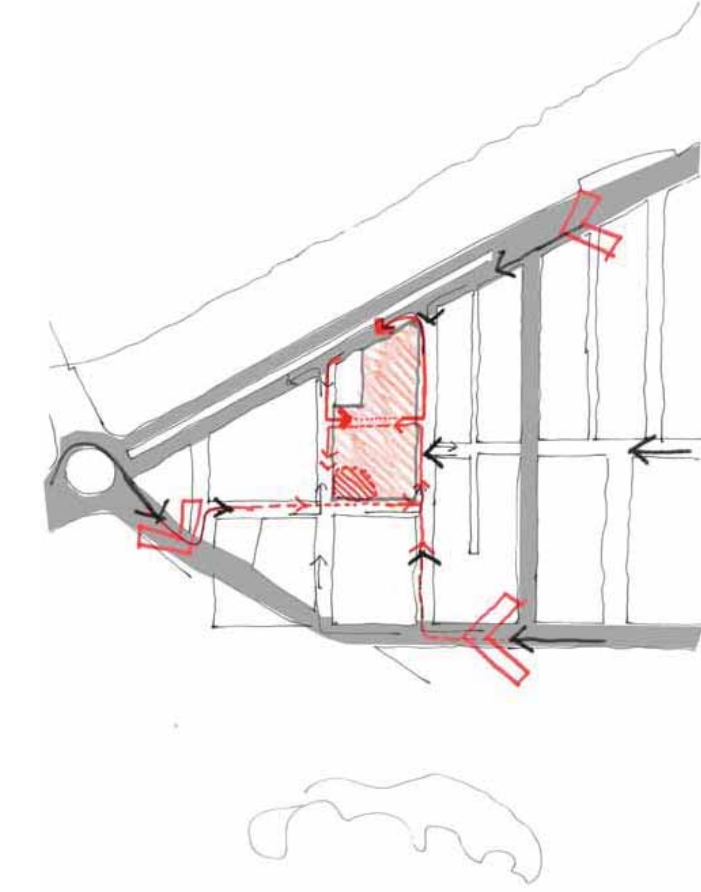
PRECINCT ANALYSIS DIAGRAMS

Small Scale Residential & Businesses

Warehouse Style Businesses

Hotel & Retail uses

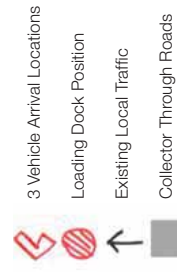




2.5 LOCAL TRAFFIC MOVEMENTS

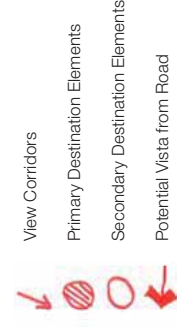
There are 3 primary vehicle arrival paths to the site which need to be considered. The separation of vehicle entry positions will allow for more unified traffic flows. Car parking will be accessed from Church and Greenway Streets and the loading dock accessed from Foundry Street. All car access will be based on a left in / left out principal.

ADD NOTED ABOUT 1 WAY



2.6 SITE MARKERS

The street frontage presence to Hannell St and vista connection down Union Street offer two primary opportunities for destination elements. The secondary destination elements are at the western corners of the site. Consideration must also be given to the vistas toward the site, for the development of built form and facade treatments.



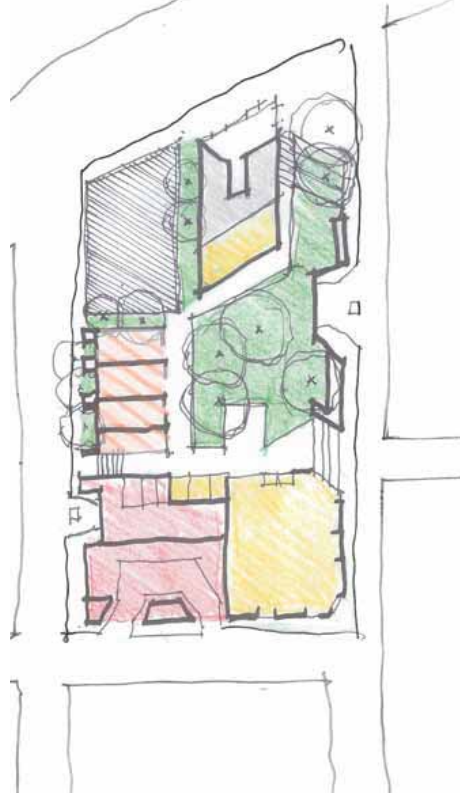
The preceding precinct analysis has determined the appropriate placement of built form, street address, facade activation and open space.

The site can be broken down into 2 main built forms - a commercial building fronting Hannell Street, and a mixed use retail/residential building wrapping around the northwest corner of the site. As such the centre of the site is opened up as a communal green space, which is the continuation of the vista down Union Street.

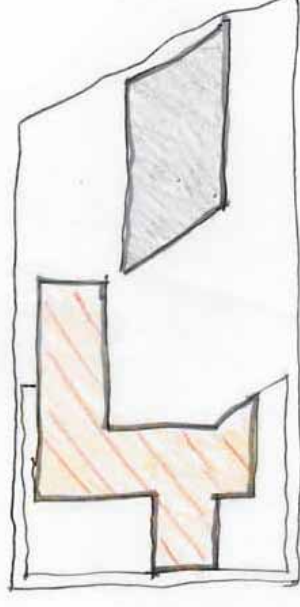
The majority of site bulk is constrained to the mixed use building, with the form stepping down to Hannell Street

LEGEND

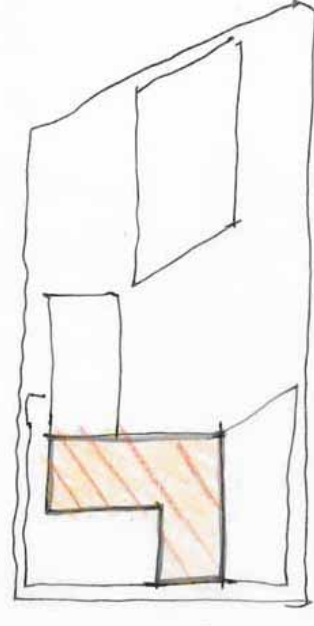
-  Commercial
-  Retail
-  Residential
-  Car Parking / Loading
-  Existing Neighbour



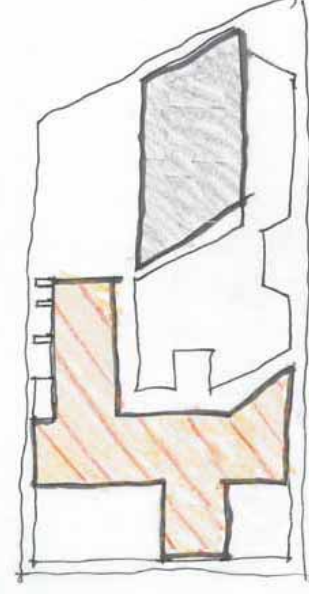
GROUND - LEVEL 1 FLOOR PLAN



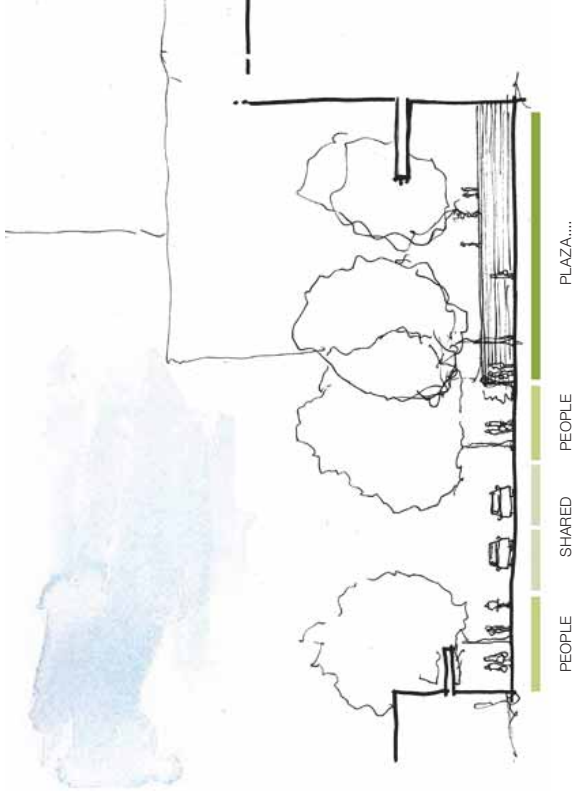
LEVELS 5 - 6 FLOOR PLAN



LEVELS 7 - 11 FLOOR PLAN

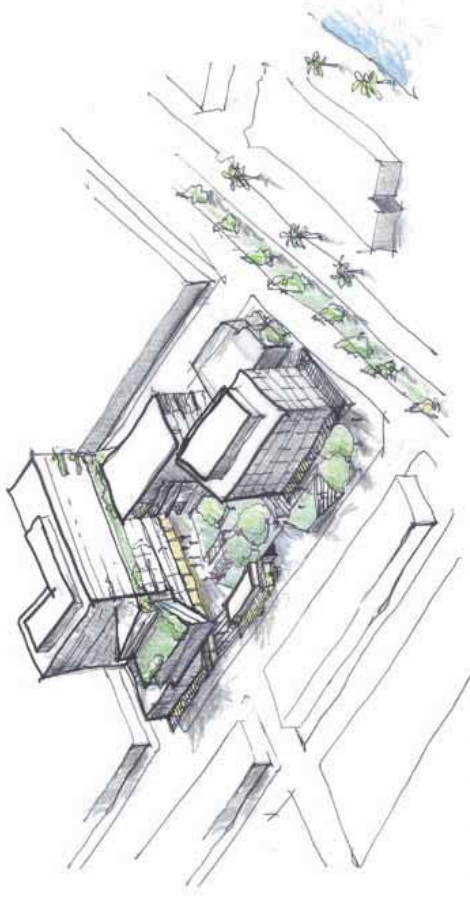


LEVELS 2 - 4 FLOOR PLAN



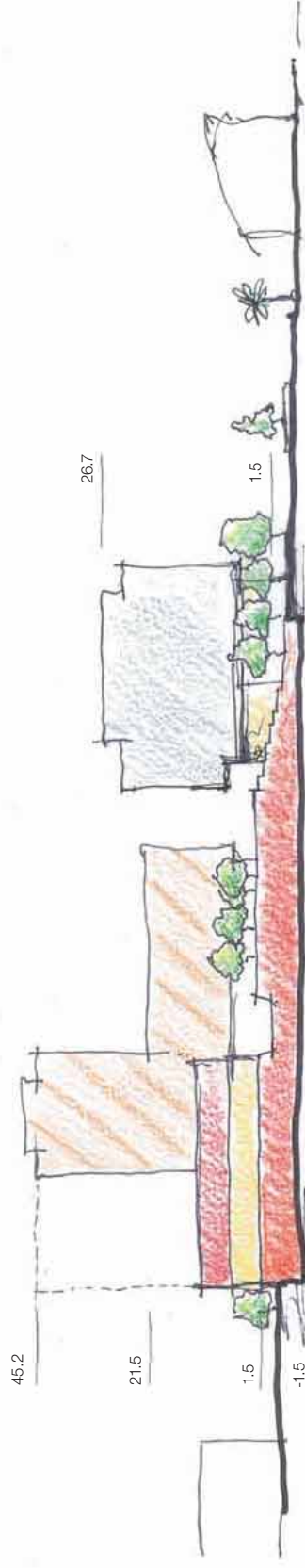
CHURCH STREET VISUALISATION

The width of Church Street creates the opportunity to accommodate both cars and pedestrians, cyclists and increased landscaping. Proposal for one way localised traffic will afford an atmosphere conducive to a local village street and affords the opportunity for properties opposite to become retail based facilities.



PRECINCT VISUALISATION

Concept sketch indicating vision for Wickham Village Square within the existing context of Wickham.



SECTION

LEGEND

- Commercial
- Retail
- Mixed Residential
- Car Parking / Loading





FUTURE VISION FOR WICKHAM

3D Visualisation

6.0

PRECINCT VISUALISATION

10