

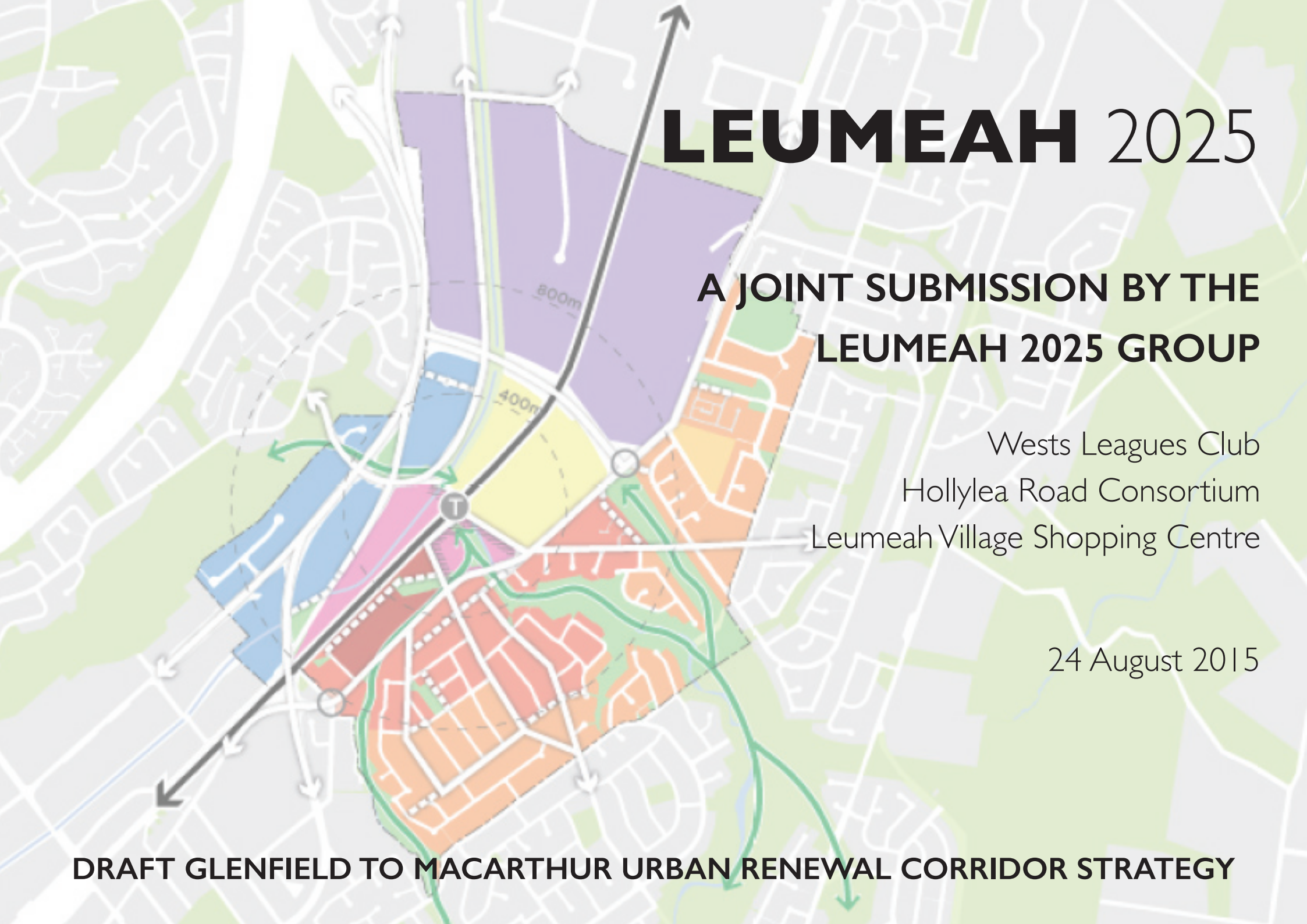
LEUMEAH 2025

A JOINT SUBMISSION BY THE
LEUMEAH 2025 GROUP

West's Leagues Club
Hollylea Road Consortium
Leumeah Village Shopping Centre

24 August 2015

DRAFT GLENFIELD TO MACARTHUR URBAN RENEWAL CORRIDOR STRATEGY





This submission has been jointly prepared on behalf of the LEUMEAH 2025 Group by:

Urban Futures Group
Saturday Studio
Michael Brown Planning Strategies

**Saturday
Studio**

**Urban
Futures**



I. LEUMEAH 2025 GROUP - JOINT SUBMISSION

This is a joint submission on behalf of the LEUMEAH 2025 Group, to the NSW Department of Planning and Environment's Draft Glenfield to Macarthur Urban Renewal Corridor Strategy, which is on public exhibition from 27 July to 24 August 2015.

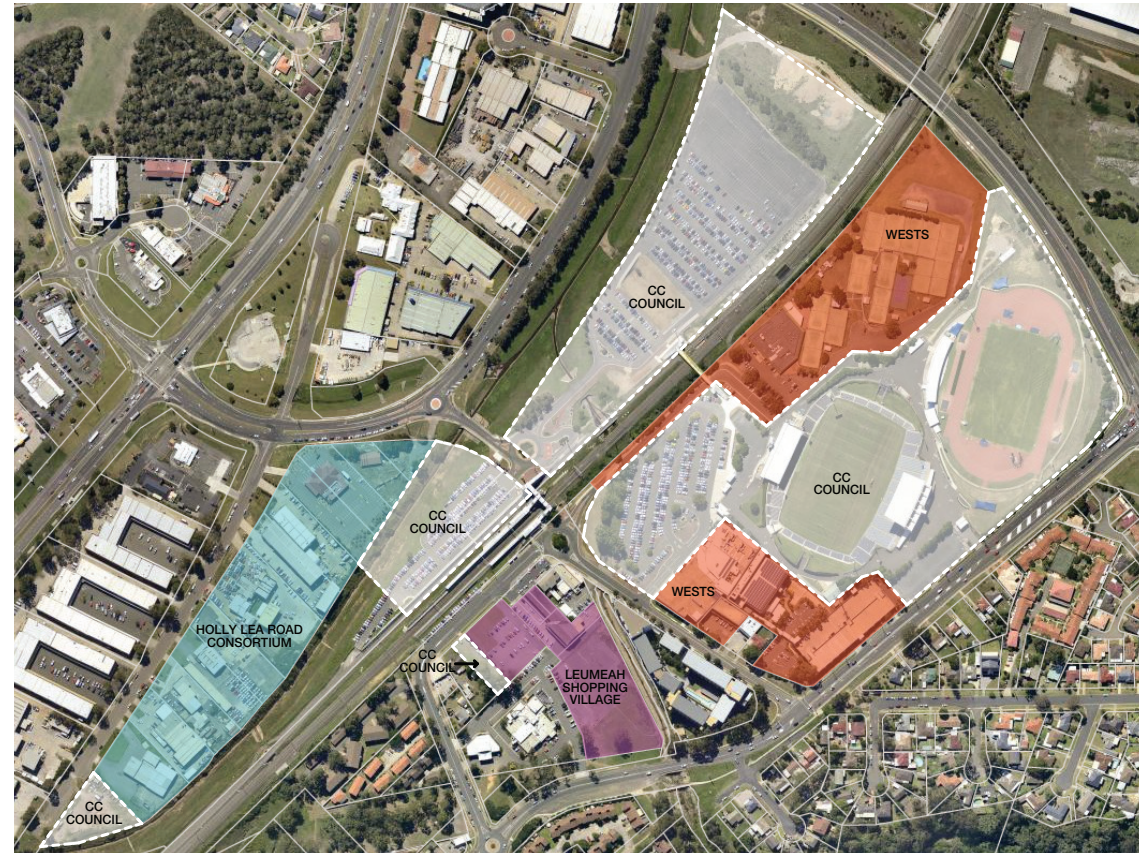
The LEUMEAH 2025 Group currently comprises of and represents:

- **Wests Leagues Club**
- **Leumeah Village Shopping Centre**
- **Hollylea Road Consortium**

In the past 12 months, the stakeholders in the LEUMEAH 2025 Group has been collaborating and also meeting with Council with a view to establishing a vision that can guide the future growth and change of Leumeah Village - the LEUMEAH 2025 Vision. The department's vision for Leumeah goes a long way towards the vision and ideas that have been discussed and promoted by local Leumeah landowners.

Campbelltown City Council is a key landowner and potential future partner in the LEUMEAH 2025 Vision. In the period since release of the Draft Glenfield to Macarthur Urban Renewal Corridor Strategy, the LEUMEAH 2025 Group met with members of the Council's Executive, who have indicated support for the LEUMEAH 2025 Vision and are promoting a joint Leumeah Working Group, to be established early in the process.

The comprehensive extent and influence of land ownership of the LEUMEAH 2025 Group, in conjunction with land owned by Campbelltown City Council is illustrated in the ownership plan.



LEUMEAH 2025 Group - Illustrative land ownership map:
Wests Leagues Club (orange), Leumeah Village Shopping Centre (purple), Hollylea Road Consortium (blue). Campbelltown City Council's ownership is also shown, as white hatched land.

2. STATE GOVERNMENT'S DRAFT CORRIDOR STRATEGY AND VISION FOR LEUMEAH

The NSW Department of Planning and Environment has recently placed on exhibition the Glenfield to Macarthur Urban Renewal Corridor Strategy. Its purpose is to establish a strategic planning framework to guide future development and infrastructure delivery throughout the Glenfield to Macarthur corridor over the next 20 years, as illustrated to the right.

The Strategy has been informed by a coordinated approach between the NSW Government and Campbelltown City Council and identifies opportunities for additional housing and jobs around each station and the infrastructure required to support future growth.

The Strategy has been informed by constraints analysis and detailed technical investigations to determine potential for growth and the infrastructure needed to support this growth along the corridor.

These investigations included urban design, transport, employment, economic feasibility, market demand, social infrastructure, public domain and open space studies.

The Strategy will enable Council and Government agencies to identify, prioritise and co-ordinate future land use change and the delivery of infrastructure in accordance with the Corridor's identified long term growth potential. The Strategy aims to promote community discussion about the vision for each station precinct, guide future development and inform more detailed precinct planning and infrastructure investigations for the corridor.

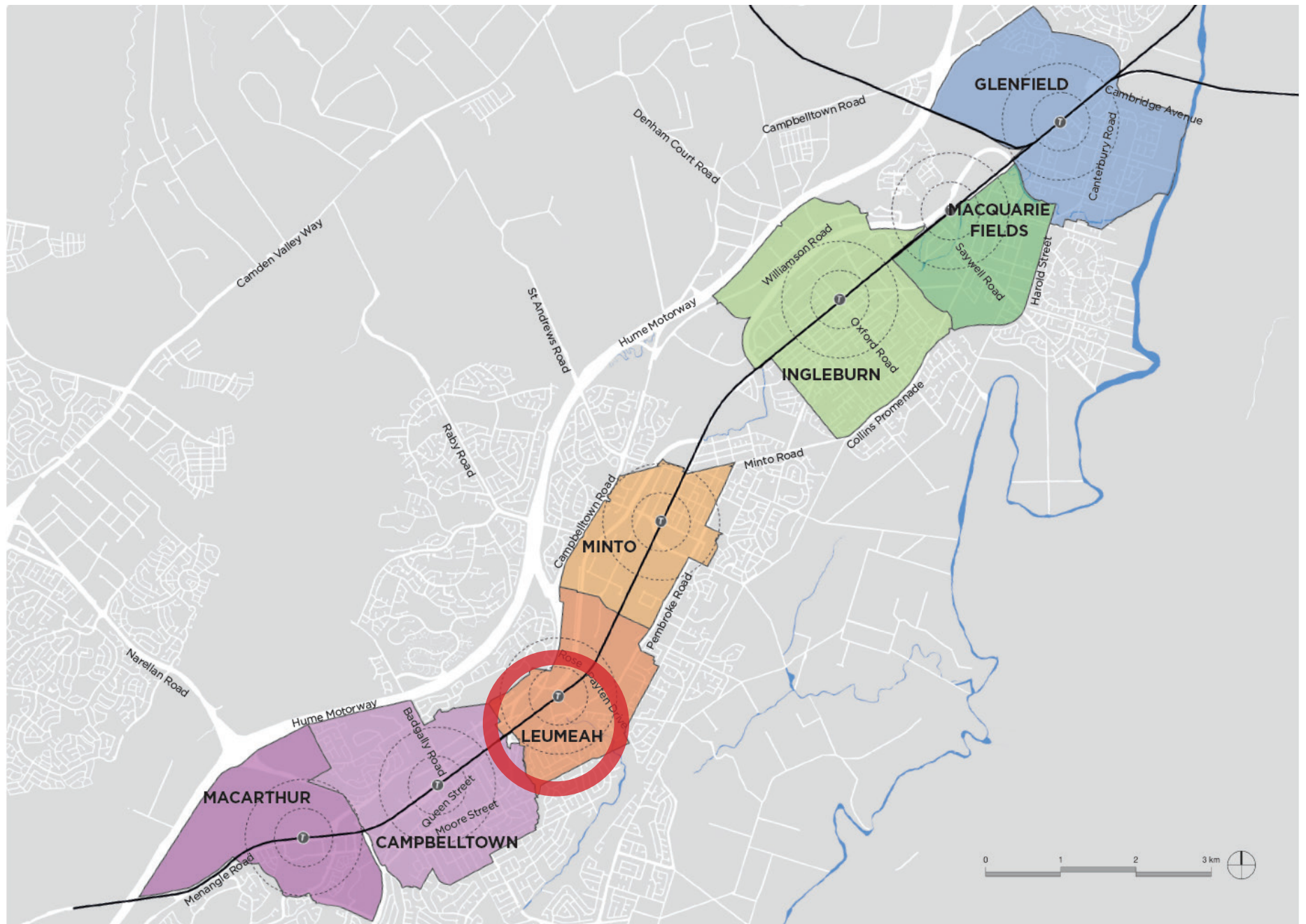


Glenfield to Macarthur

URBAN RENEWAL CORRIDOR STRATEGY

JULY 2015





DRAFT VISION FOR LEUMEAH

The Draft Glenfield to Macarthur Urban Renewal Corridor Strategy seeks to transform Leumeah into:

‘A regionally significant sporting, recreation and entertainment precinct for south west Sydney’

The department’s vision for Leumeah goes a long way towards the ideas that have been discussed and promoted by local Leumeah landowners in the last 12 months and referred to in this submission as the LEUMEAH 2025 Vision.

Leumeah Vision

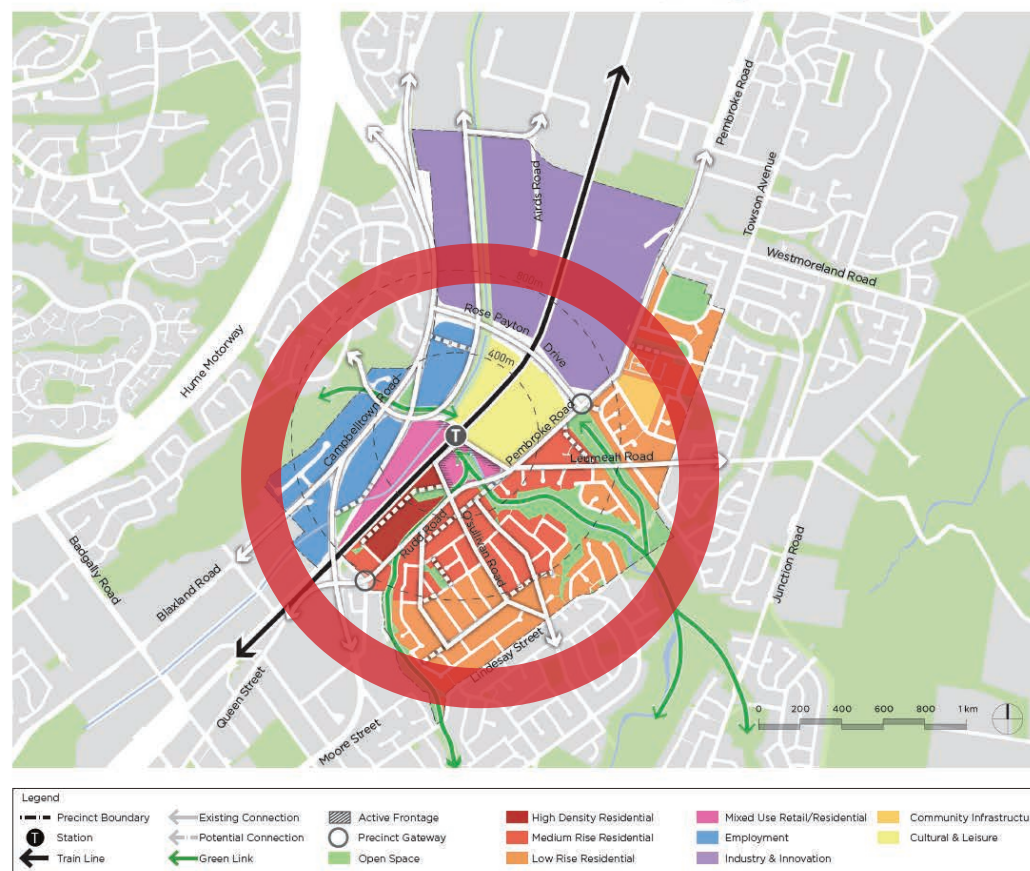
“A regionally significant sporting, recreation and entertainment precinct for south west Sydney”

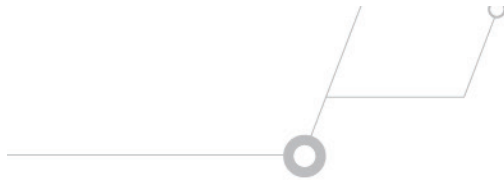
Built Form

- ▶ Campbelltown Sports Stadium and surrounding lands to be redeveloped as a regionally significant precinct, providing a gateway to the Campbelltown Macarthur regional city centre.
- ▶ Ground floor retail and mixed residential uses within an enhanced local centre to generate activity and ensure a highly visible station.

Movement Network

- ▶ Promote cycling and walking by providing new shared pathways, separated cycleways, footpaths, pedestrian refuges, street tree planting, bicycle storage facilities and lighting.
- ▶ Develop a continuous, safe regional commuter and recreational cycle route from Glenfield to Macarthur adjacent and perpendicular to the rail corridor.
- ▶ Introduce new local cycle routes to improve connections with Leumeah station and the surrounding area.





Housing

- ▶ Provide a variety of housing types within walking distance of the station to cater for all members of the community.
- ▶ Providing a range of building heights, with increased heights closest to the station to maximise pedestrian activity and increase trade for local businesses.

Dwelling Type	2021	2031	2036
Low Rise	150	500	700
Medium Rise	0	50	250
High Rise	0	30	50
Total Dwellings	150	580	1,000

Figure 35: Projected dwelling growth in Leumeah

Jobs

- ▶ Leumeah's emergence as a regional recreation and entertainment precinct will be a catalyst for growth in services, retail and cultural employment jobs.
- ▶ Construction and industrial related jobs will continue to be a major employment base for the precinct.
- ▶ Potential for the precinct's employment lands to accommodate a broader range of employment generating uses and intensification of activities over time.

Job Type	2021	2031	2036
Industry	35	70	90
Retail	600	1,000	1,200
Business	80	120	140
Special Uses	180	360	450
Total Jobs	895	1,550	1,880

Figure 36: Projected job growth in Leumeah

Open Space and Public Domain

- ▶ Enhance the local centre around Leumeah station with pedestrian friendly streets, outdoor dining, street tree planting, inviting public gathering spaces and attractive street furniture.
- ▶ Establish a quality open space and public domain network that provides better linkages to and upgrades of existing open spaces.
- ▶ Promote ecological corridors linking the precinct with Smiths Creek Reserve to the Georges River
- ▶ Investigate opportunities to review underutilised open space to contribute towards improved recreational outcomes



Figure 37: Existing character for the Leumeah precinct, O'Sullivan Road



Figure 38: Desired future character for the Leumeah precinct, O'Sullivan Road

3. LEUMEAH 2025 VISION

The LEUMEAH 2025 Group has been collaborating during the last 18 months and working towards a vision for the future of Leumeah.

The LEUMEAH 2025 Group envisage the Leumeah to evolve as:

A transit oriented dynamic mixed-use centre with a strong sense of place and a sports activity hub that can develop as Campbelltown's Centre of Sporting Excellence serving South West Sydney.

In the context of the structured and managed growth of Sydney, this vision of Leumeah in 2025 seeks to optimise the value of existing assets in the future of the place, namely the train station and the two sporting stadia.

CENTRE OF SPORTING EXCELLENCE

With its good regional access and the sports stadium facilities, Leumeah is a clear candidate for the creation of a Centre of Sporting Excellence proposed by Campbelltown City Council.

From a sporting perspective, aside from Campbelltown Sports Stadium at Leumeah, there are only two other sporting venues in the Sydney Metropolitan Area, (including Newcastle and Wollongong) which are directly serviced by a train station - Sydney Olympic Park in Homebush and Gosford on the Central Coast. However; these sporting venues do not have reasonable access to major transport routes such as the M31 Motorway and connecting Motorways.





Campbelltown Sports Stadium has immense potential as a multi code sports venue. The current rectangular stadium has the potential to be rebuilt and extended into a 30,000+ all seat venue that is ideal for Rugby League, Rugby Union and Football (soccer) codes.

With the existing and projected population growth of South West Sydney and the future potential expansion of the A League, Campbelltown Sports Stadium is well placed to become the home of the third A League franchise in Sydney.



A precedent for this type of stadium are AAMI Park in Melbourne which has a bioframe design, with a light framed geodesic dome roof covering much of the seating area, while still allowing light through to the pitch. AAMI Park can seat up to 30,000 fans.

The Skilled Park / CBUS Stadium on the Gold Coast is another similar precedent.



The revitalisation of the existing athletics stadium is proposed as a part of a broader sports and mixed use precinct that could include state-of-the-art facilities for training, recovery, lecture theatres, community facilities, meeting rooms and administration spaces. This could form part of an indoor entertainment precinct that provides indoor sporting facilities (dual use) such as that provided at Homebush.

In June 2014, as part of its State Infrastructure Strategy, the NSW Government states that it will look at identifying long term options for the construction of an outer Western Sydney Stadium, with the appropriate capacity and facilities to house high- profile events.

Infrastructure NSW recommends that investment in sporting infrastructure focus on implementing the NSW Government's Stadia Strategy, which consolidates and directs investment into a limited number of world-class stadia and aims to create two international sporting hubs at Moore Park and the Olympic Park/Parramatta precinct.

Infrastructure NSW also recommends that the Government commence long-term planning for building an outer Western Sydney stadium and through the establishment of Western Sydney cultural hubs, partner with local councils to develop opportunities for co-investment in new and repurposed cultural infrastructure in Western Sydney, with particular regard to the river cities of Liverpool, Penrith and Campbelltown.



LEUMEAH - DYNAMIC TRANSIT ORIENTED MIXED-USE CENTRE

The renewal of Leumeah as a dynamic transit oriented mixed-use centre will be the ideal complement to the creation of a state of the art sports precinct. Caxton Street in Brisbane provides a great precedent for a mixed use street environment that leads to a major sports stadium and provides dynamic street based setting for pre and post event activities.



To achieve an integrated sports and mixed use centre vision requires flexibility of both land use and building form for key sites within easy walking distance of Leumeah Train Station.



4. SUPPORT FOR THE GLENFIELD TO MACARTHUR URBAN RENEWAL CORRIDOR STRATEGY

The LEUMEAH 2025 Group represents these key Leumeah landowners and stakeholders:

- **West's Leagues Club**
- **Leumeah Village Shopping Centre and**
- **Hollylea Road Consortium**

The LEUMEAH 2025 Group welcomes the Department of Planning and Environment's strategic plan for the revitalisation of this key corridor and provides its in principle support for the Glenfield to Macarthur Urban Renewal Corridor Strategy.

The Leumeah Vision and many of the plans and strategies for housing / built form, jobs, movement network and open space / community facilities are considered to be consistent with and support the ideas and plans being developed by the LEUMEAH 2025 Group.

Notwithstanding this support, following a review of the corridor strategy, a number of issues have been identified that are not consistent with the LEUMEAH Group's 2025 Vision for the future of Leumeah and these are detailed in the Section 5.

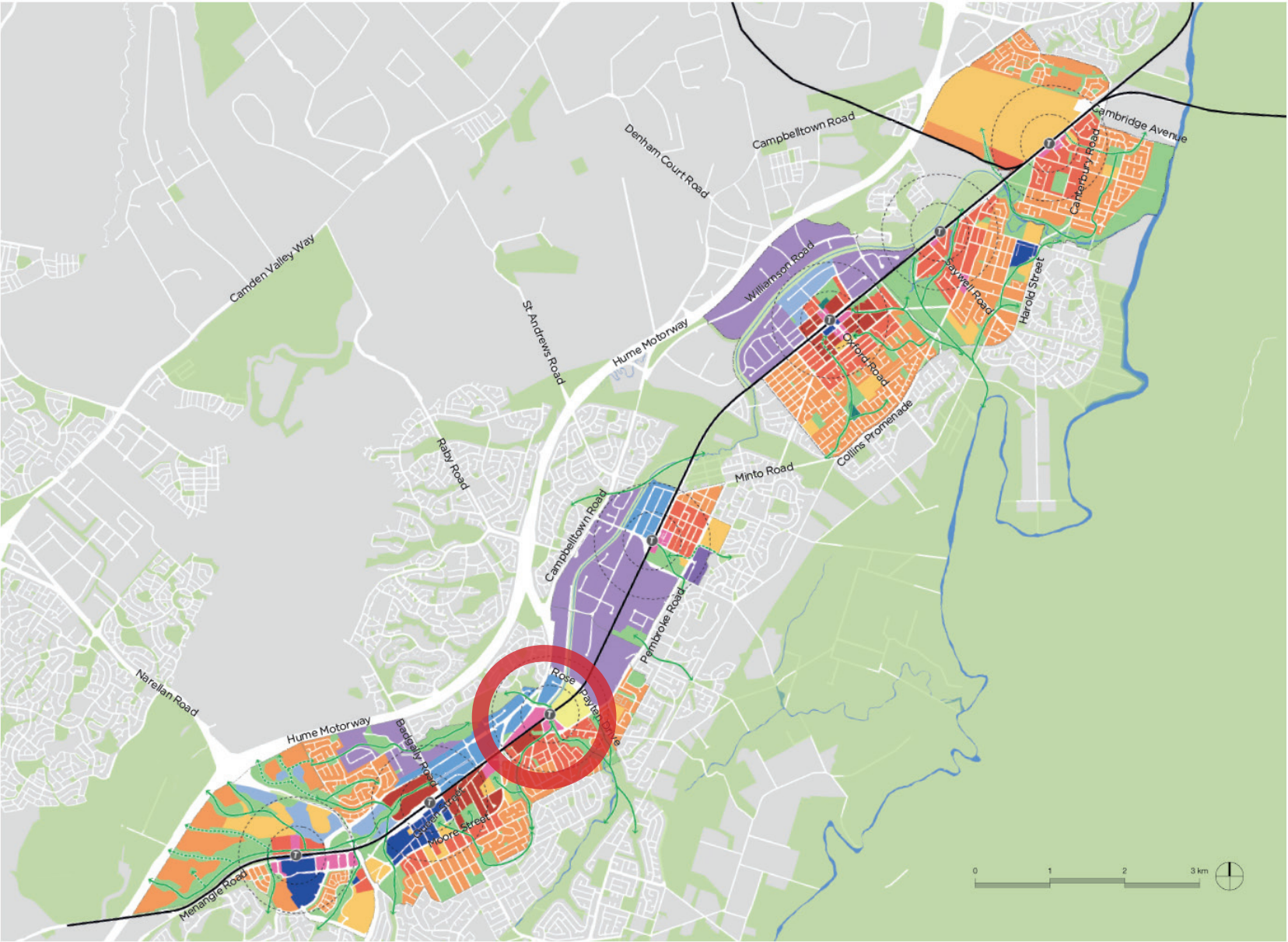


Figure 11: Glenfield to Macarthur Urban Renewal Corridor



5. **RECOMMENDATIONS FOR CHANGES**

DRAFT GLENFIELD TO MACARTHUR URBAN RENEWAL CORRIDOR STRATEGY

For Leumeah to achieve its true potential, the LEUMEAH 2025 Group recommends a number of changes to the Draft Glenfield to Macarthur Urban Renewal Corridor Strategy.

These changes are structured into the following four categories:

- i. LEUMEAH'S ROLE AS AN ACTIVITY HUB OF CAMPBELLTOWN - REGIONAL CITY
- ii. MIXED LAND USE
- iii. BUILDING FORM
- iv. BETTER CONNECTIONS



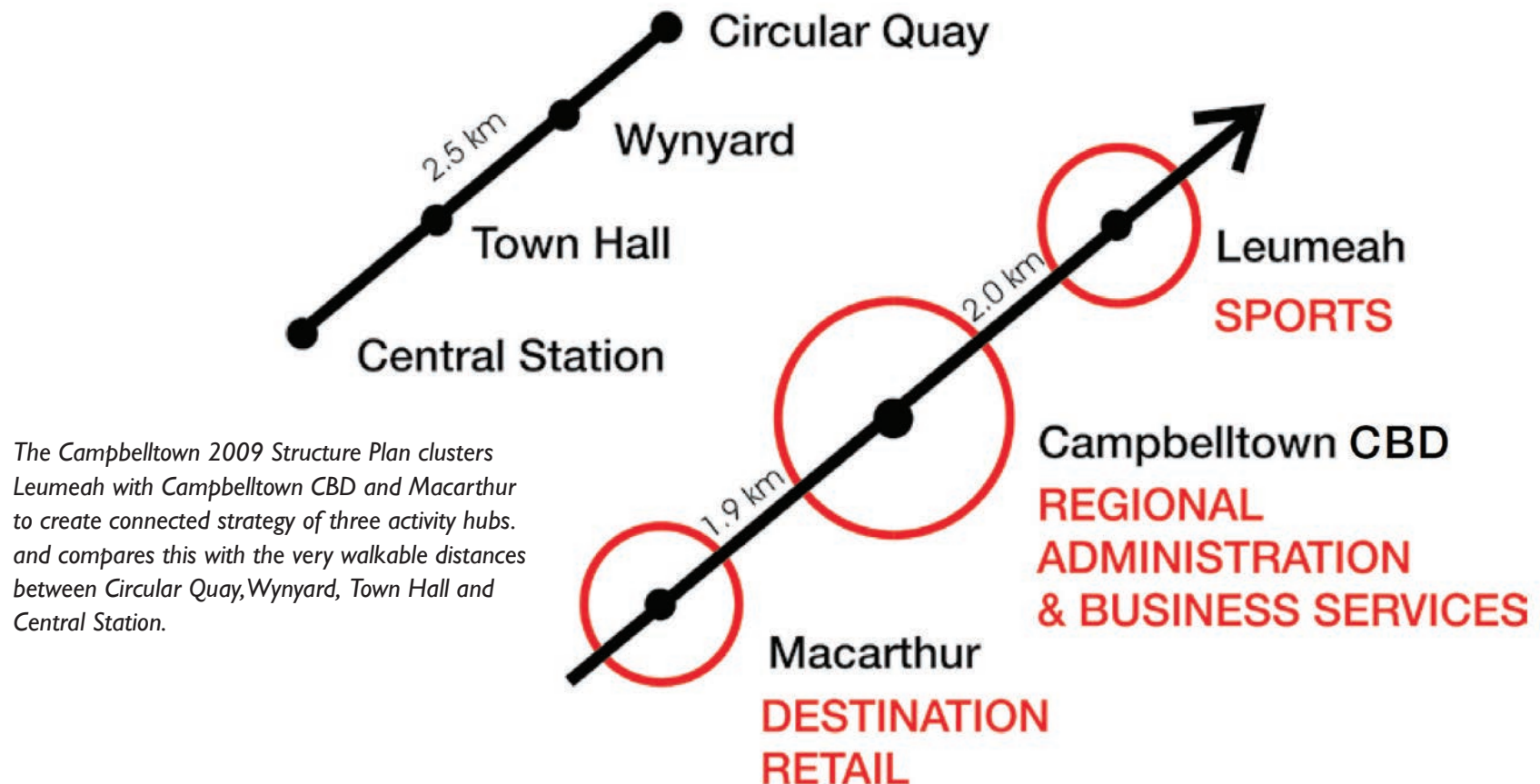
Figure 38: Desired future character for the Leumeah precinct, O'Sullivan Road

i. LEUMEAH'S ROLE AS AN ACTIVITY HUB OF CAMPBELLTOWN - REGIONAL CITY

A *Plan for Growing Sydney* was released by the NSW Government in December 2014 and nominated Campbelltown as a city of regional status within the Sydney Metropolitan Area.

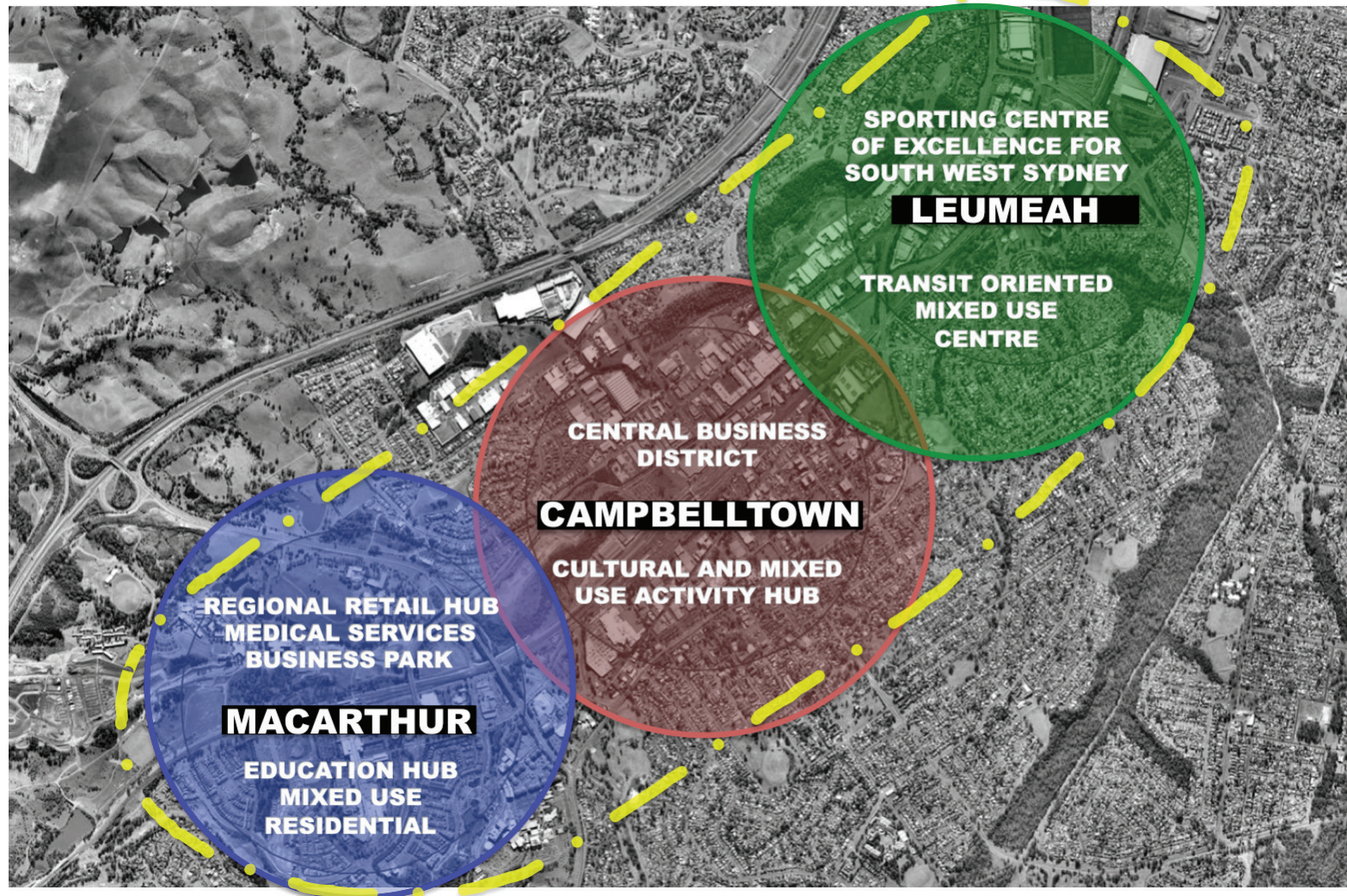
Leumeah is effectively part of the Campbelltown urban area. It is located just 2km to the north of Campbelltown CBD, which is the same distance that Macarthur is to the south of the CBD.

For Campbelltown to fulfil its role as a future regional city, consistent with the three activity hub strategy in the Campbelltown 2009 Structure Plan, Leumeah needs to be considered as the 'northern gateway' into the City of Campbelltown. This northern gateway role for Leumeah is reinforced by the proximity of the Campbelltown Road access to the M31 (Hume) Motorway.



The LEUMEAH 2025 Group recommends that the Department amend the Draft Glenfield to Macarthur Urban Renewal Corridor Strategy to:

1. Reinforce Campbelltown's status as a regional city, by acknowledging the importance and clustering of the city's three diverse activity centres of Leumeah, Campbelltown and Macarthur; and
2. Reinforce the importance and the role of the Leumeah centre as the 'northern gateway' to the regional city of Campbelltown



ii. MIXED LAND USE

As set out the Department's Draft Centres Policy and illustrated in the Centres Design Guidelines, successful centres thrive on good connectivity, a diverse mix (vertically and horizontally) of land uses, sufficient density and active streets and spaces.

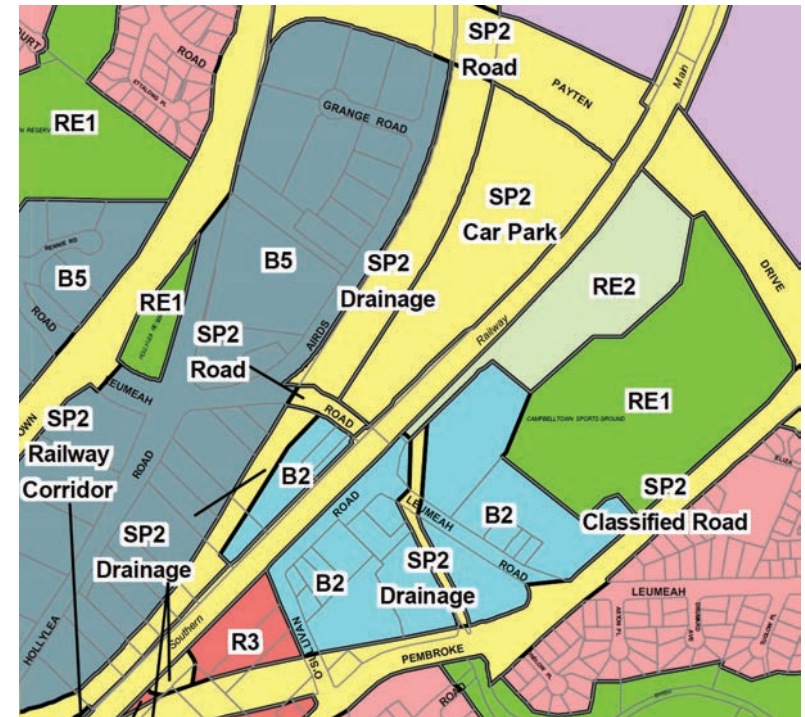
The Leumeah 2025 Vision is for Leumeah to grow into a thriving transit oriented mixed-use local centre and sports activity hub. But for the 2025 vision to be achieved, there needs to be greater flexibility in the mix of future land uses in the core of the centre. In terms of creating a vibrant centre at Leumeah, the key issue is the Cultural and Leisure / open space land uses proposed for key accessible sites in the centre.

The Draft Corridor Strategy would benefit from being more explicit on likely future land use zones, consistent with the standard zones used in the Standard LEP template.

The LEUMEAH 2025 Group is concerned that the land uses plan in the Draft Corridor Strategy is not flexible enough to achieve the desired vision. Specifically, for land north of Leumeah that is part of the sports precinct, the Draft Strategy is more restrictive in future land uses than the land use zoning plan for Draft Campbelltown Local Environmental Plan 2014.

This Draft LEP proposes a mix of B2 Local Centre either side of Leumeah Road, RE1 Public Recreation for the stadia and RE2 Private Recreation for the tennis centre. To achieve the transit oriented mixed vision, this LEP zoning map should also show the western car park and the Holylea Lea Road sites with Local Centre or B4 Mixed use zoning.

For the key sites north of Leumeah Road that form the sports precinct and the western car park, Draft Corridor Strategy proposes 'Cultural and leisure' uses along with an 'open space' land use overlay in the open space and community facilities plan. These 'cultural, leisure and open space' uses proposed, whilst beneficial, will not deliver the mixed land use flexibility that is required to achieve the Leumeah 2025 Vision and are not supported by the LEUMEAH 2025 Group.

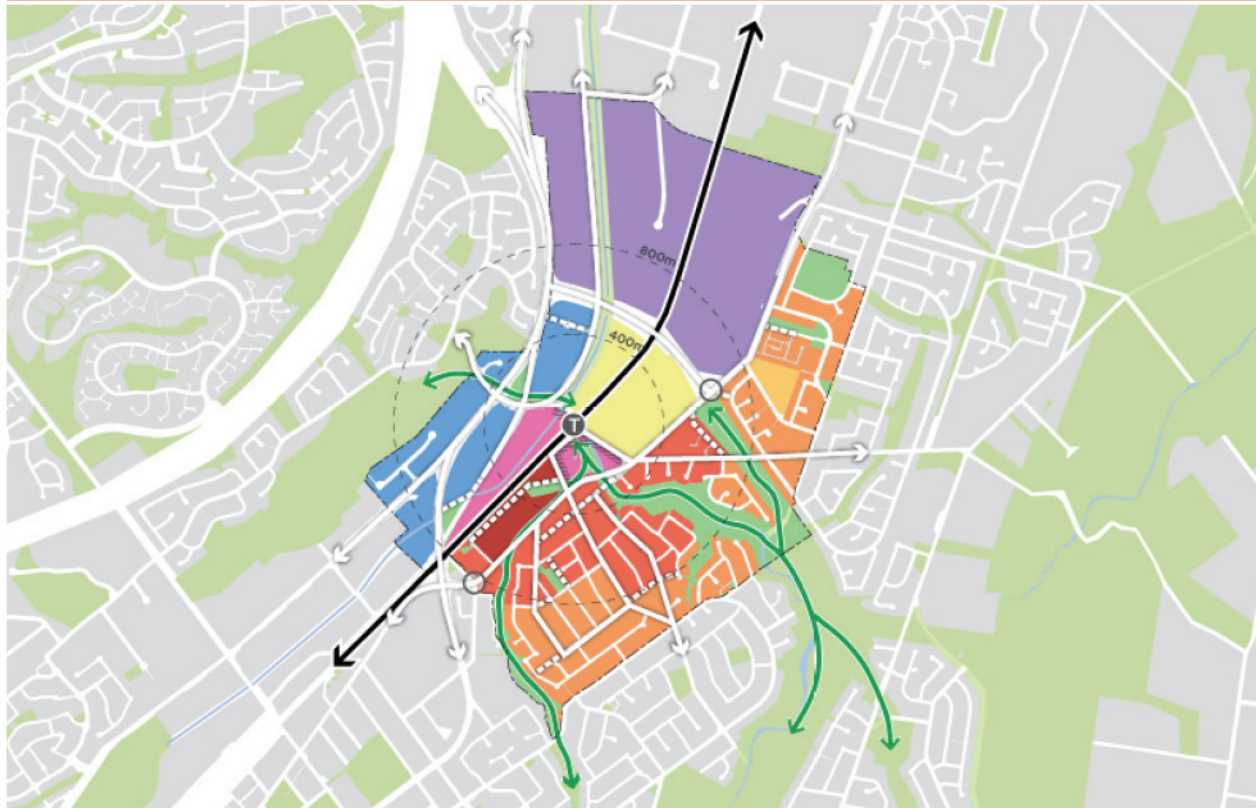


The Draft Strategy would appear to be more restrictive in future land uses than the land use zoning plan for Draft Campbelltown Local Environmental Plan 2014, which illustrates large areas of the Leumeah to be rezoned B2 - Local Centre.

Specifically, in the sports sector, demand for tennis is diminishing and there is a need to relocate the existing tennis facilities. The location of an underutilised sports facility next to a train station is a poor use of well serviced and Wests Leagues Club have been discussions with Council for alternative locations in the vicinity.

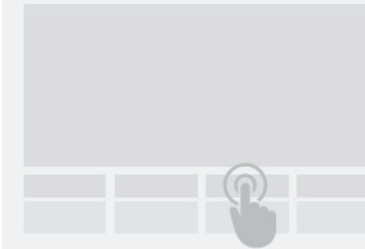
LEUMEAH VISION

A regionally significant sporting, recreation and entertainment precinct for South West Sydney



Artist's impression of O'Sullivan Road

Click on the tabs below the map to highlight the individual sections



HOUSING AND BUILT FORM

- HOUSING MIX - LOW RISE
- HOUSING MIX - MEDIUM RISE (3-6 STOREYS)
- HOUSING MIX - HIGH RISE (7+ STOREYS)
- MIXED USE RETAIL/RESIDENTIAL
- BUSINESS PARK/EMPLOYMENT
- CULTURAL AND LEISURE
- COMMUNITY INFRASTRUCTURE

JOBS

- MIXED USE RETAIL/RESIDENTIAL
- INDUSTRY AND INNOVATION
- EMPLOYMENT

MOVEMENT NETWORK

- T STATION
- TRAIN LINE
- EXISTING CONNECTION
- PROPOSED REGIONAL CYCLEWAY NETWORK
- PROPOSED LOCAL CYCLE WAY NETWORK
- PROPOSED LOCAL PEDESTRIAN NETWORK

OPEN SPACE AND COMMUNITY FACILITIES

- GREEN LINK
- - - PROPOSED GREEN LINK
- OPEN SPACE
- COMMUNITY INFRASTRUCTURE

To ensure that Leumeah achieves its true transit oriented and mixed use potential, the LEUMEAH 2025 Group request that following land use changes be made to the Draft Glenfield to Macarthur Urban Renewal Corridor Strategy:

Include indicative proposed zones for Leumeah (and other centres) that are consistent with the zoning terminology in the Standard LEP Instrument

Consistent with Department's Draft Centres Policy, retain the draft B2 Local Centre zone proposed for Leumeah in the Draft Campbelltown Local Environmental Plan 2014 and also apply the B2 zone to other key walkable sites in the centre of Leumeah

Consider the use of the B4 Mixed Use zone as a flexible alternative zone for sites in and close to the centre and allows community infrastructure and cultural uses

Designate the car parks on the eastern and western sides of the rail line for both mixed use / residential uses, as it is within easy walking distance of Leumeah Train Station

Only apply the Cultural and Leisure land uses designation to Campbelltown Sport Stadium and the Athletics Stadium

Not designate the stadium areas and (eastern) council car park as open space in the 'Open space and Community Facilities Plan'

Not propose the parcel of land in the middle of the shopping centre as a 'public plaza'. But alternatively, consider part of the eastern car park next to Old Leumeah Road, as a more suitable location for a focal public open space for Leumeah, such as a 'public plaza'. In event mode, a public open space in this location can provide a key transition space between the train station and the stadium. Out of event mode, this public open space would form part of the centre's public domain and broader open space network.

Propose the shopping centre as a mixed use area, enabling its redevelopment as a shopping centre with residential and commercial uses.



HOUSING AND BUILT FORM	
	HOUSING MIX - LOW RISE
	HOUSING MIX - MEDIUM RISE (3-6 STOREYS)
	HOUSING MIX - HIGH RISE (7+ STOREYS)
	MIXED USE RETAIL/RESIDENTIAL
	BUSINESS PARK/EMPLOYMENT
	CULTURAL AND LEISURE
	COMMUNITY INFRASTRUCTURE
OPEN SPACE AND COMMUNITY FACILITIES	
	GREEN LINK
	PROPOSED GREEN LINK
	OPEN SPACE
	COMMUNITY INFRASTRUCTURE

iii. BUILT FORM

The strategy is not consistent in the manner in which it indicates building heights in some areas of the centre, but not others.

As a local centre focused on a train station, Leumeah presents a significant opportunity to meet transit oriented development objectives and achieve higher densities and taller buildings in areas that are close and easily accessible to good public transport services.

To ensure that Leumeah achieves its true transit oriented and mixed use potential, the LEUMEAH 2025 Group request that following built form changes be made for Leumeah as a key centre in the Draft Glenfield to Macarthur Urban Renewal Corridor Strategy:

Establish a consistent approach to the designation of building heights on sites across Leumeah centre (and other centres in the corridor.)

Illustrate 'preferred' or 'indicative' building heights in both storeys and height (m) that can meet transit oriented development objectives

Establish a maximum building height for mixed use residential areas (much like the high density residential has) on Hollylea Road of up to 16 storeys in areas close to the train station

Proposed high density residential areas that are close and easily to the train station should have an increased height equivalent of 10 to 16 storeys

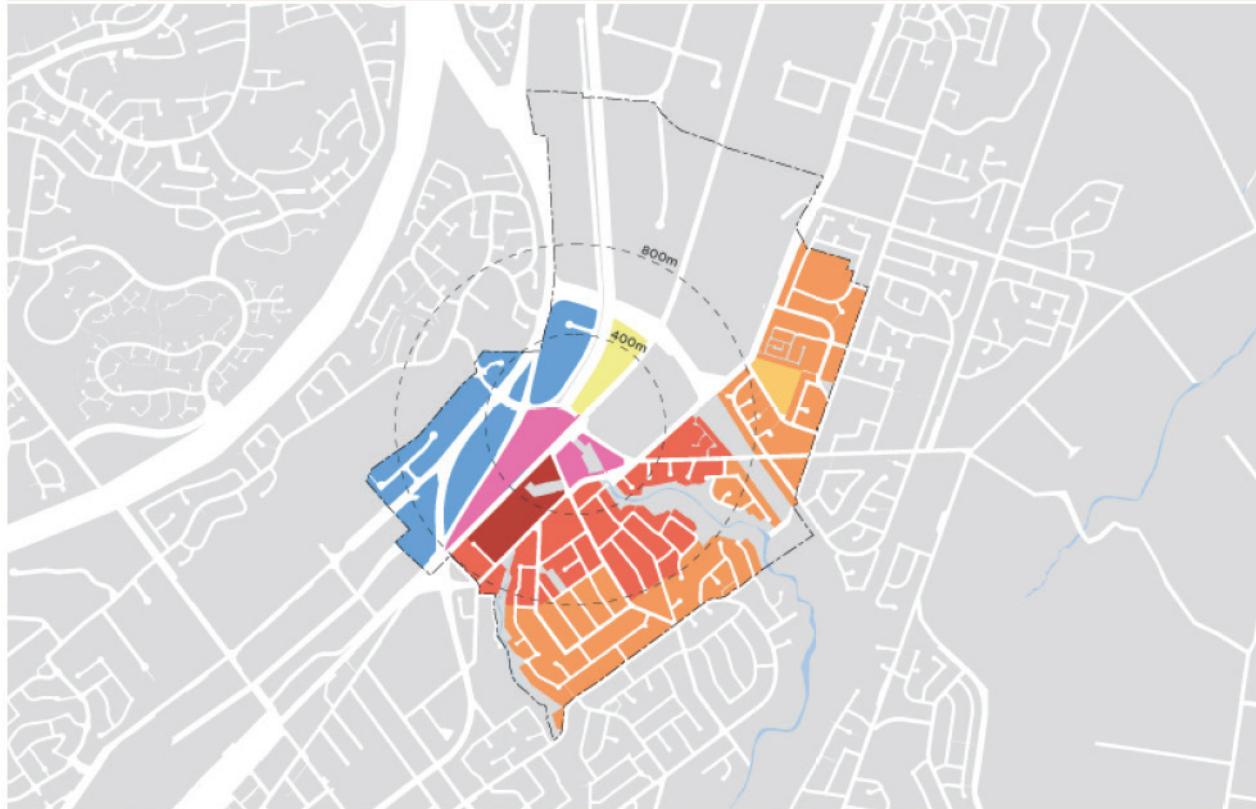
In areas close and walkable to the train station in council's eastern and western car parks, enable building heights of 10-16 storeys

Permit higher buildings of 10-16 storeys on the Wests Leagues Club and Wests Tennis Centre land in a combination of mixed use residential and recreation

Consider height of 10-16 storeys on the mixed use land of the Leumeah shopping centre land

LEUMEAH VISION

A regionally significant sporting, recreation and entertainment precinct for South West Sydney



Artist's impression of O'Sullivan Road

HOUSING

- Provide a mix of different types of homes within walking distance of the station
- Provide more opportunity for people to live within walking distance from the train station
- People living and working close to transport links will encourage trade for local businesses

Dwelling Type	2021	2031	2036
Low Density	150	500	700
Medium Density	0	50	250
Higher Density	0	30	50
Total Dwellings	+150	+580	+1,000

Projected dwelling growth in Leumeah

BUILT FORM

- Campbelltown Sports Stadium and surrounding lands to be redeveloped as a regional sporting precinct
- Ground floor retail and mixed residential uses within an enhanced local centre to generate activity and ensure a highly visible station.



HOUSING AND BUILT FORM

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iv. BETTER CONNECTIONS AND ACCESS

The movement network plans in the strategy clearly show Leumeah's street structure radiating from the train station, but do not show the existing recently opened pedestrian bridge that connects the car park on the western side of the rail line with the sports precinct.

The movement network plans in the strategy do not show or number the existing bus routes that service the local area (routes 870, 871, 872, 878 and 879) and connect with Leumeah Train Station. These are useful to provide a fuller appreciation of local accessibility and the role of the centre as a transit and activity hub.

To ensure that Leumeah achieves its true transit oriented and mixed use potential, the LEUMEAH 2025 Group recommend that the Leumeah movement network plans in the Corridor Strategy be amended to:

Show existing bus routes (870, 871, 872, 878 and 879) that connect with Leumeah Train Station and the 400m accessibility contours for those routes in and around Leumeah centre. For consistency, this amendment should take place for all seven centres in the Glenfield to Macarthur corridor

Illustrate the pedestrian bridge over the rail line and the pedestrian connection that links the car park with the sports precinct



Artistic impression of O'Sullivan Road

OPEN SPACE AND COMMUNITY FACILITIES

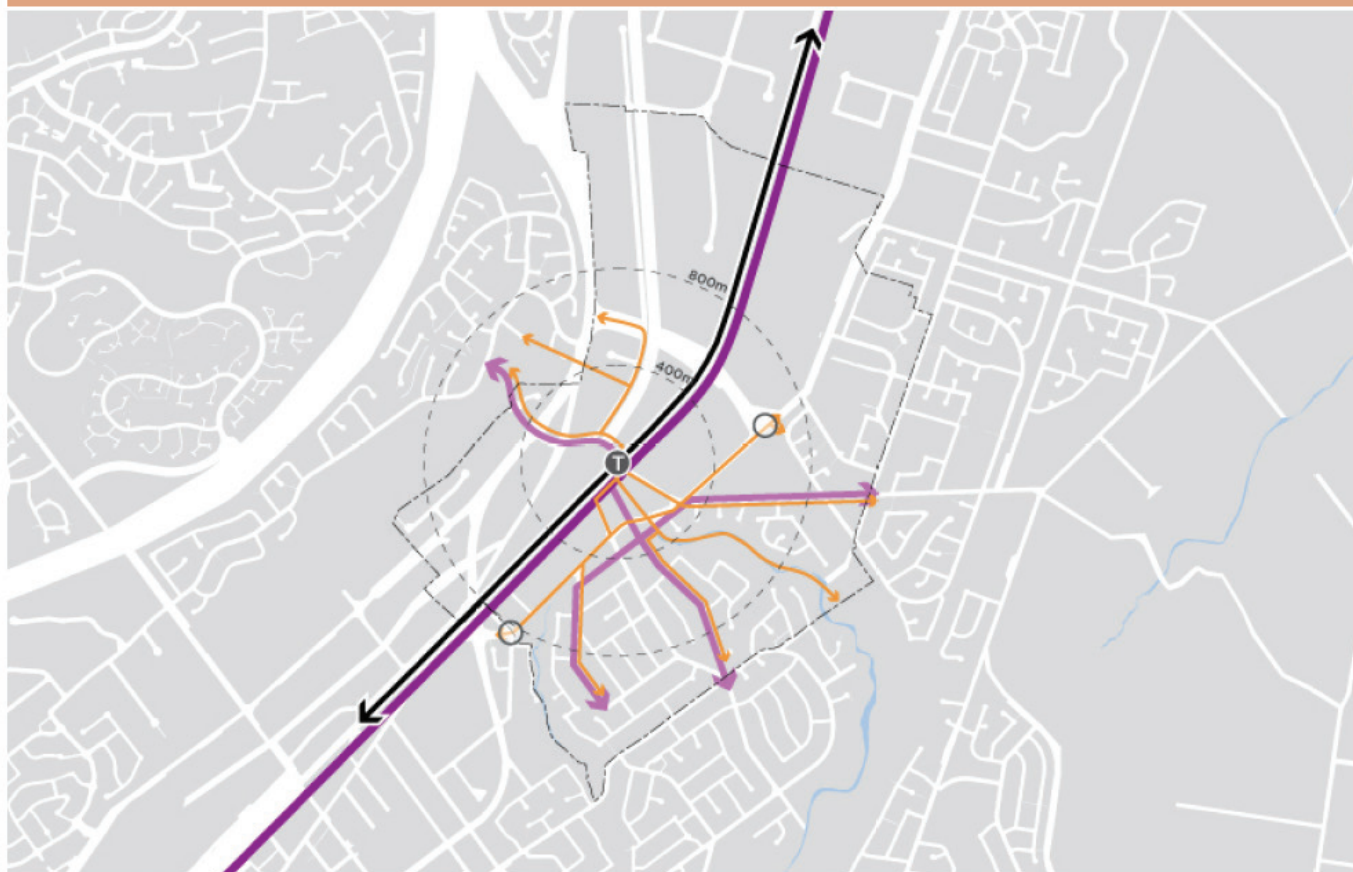
- Enhance the local centre around Leumeah station with pedestrian friendly streets, outdoor dining, new trees, inviting public gathering spaces and attractive street furniture
- Establish a network of quality open spaces with improved connections to existing open space
- Promote ecological corridors linking the precinct with Smiths Creek Reserve to the Georges River
- Investigate opportunities to transform high maintenance, under-utilised grassed areas with gardens that are more attractive and easier to maintain.



The new pedestrian bridge over the rail line connects the western car park with the sports precinct, but is not illustrated. This bridge could be extended to connect directly into an indoor entertainment facility and a refurbished stadium.

LEUMEAH VISION

A regionally significant sporting, recreation and entertainment precinct for South West Sydney



Artist's impression of O'Sullivan Road

MOVEMENT NETWORK

- Promote cycling and walking by providing new shared pathways, separated cycleways, footpaths, pedestrian refuges, street tree planting, bicycle storage facilities and lighting
- Introduce new, better connected local cycle routes to link to existing networks and improve connections with Leumeah station and the surrounding area
- Investigate opportunities to improve direct connections and reduce travel times for the suburban bus network to create a more connected system that provides direct routes to, from and through the corridor
- Develop a regional cycleway from Glenfield to Macarthur adjacent to the railway line.



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