18 September 2015

Director, Urban Renewal
Executive Director
NSW Department of Planning and Environment
GPO Box 39
SYDNEY NSW 2001

Attention: Michael File, Director Urban Renewal

Dear Michael

PRELIMINARY SUBMISSION
CAMELLIA PRECINCT LAND USE AND INFRASTRUCTURE STRATEGY


This preliminary submission has been prepared by the Australian Turf Club and should be read in conjunction with a more detailed submission including an overview of the Rosehill Gardens Racecourse Masterplan to be lodged with the Department under separate cover, and within 2-3 weeks.

We welcome the Department’s identification of the Racecourse as a key asset for the Camellia Precinct, which also recognises its evolving and central role in the urban renewal of the Camellia Precinct.

The ATC is well positioned to deliver a world class entertainment and mixed use precinct at Rosehill Gardens Racecourse that is an integral part of the Camellia Town Centre, Parramatta CBD as well as remaining an iconic drawcard for the people of a greater Western Sydney area.

ATC generally supports the principles and nominated land uses contained in the Draft Strategy. We believe the proposed mixed use areas located in the north western part of the site will act as catalyst for the growth and transformation of the Precinct.

A preliminary outline of our key comments to the Strategy can be categorised into the following key focus areas:

- Study area
- Land use
- Transport and connectivity
- Built form
- Rosehill Racecourse - key asset
- Infrastructure
- Planning controls
STUDY AREA

Inclusion of the Bowling Club Site and adjacent James Ruse Drive / Tramway Ave Landholdings

This land is being consolidated with our present holdings and we see its potential, along with other sites surrounding the intersection of James Ruse drive and Tramway Avenue, as an iconic gateway site into the Parramatta CBD, Camellia Precinct with the ability to improve the interaction between the Parramatta CBD and the Camellia Precinct, permeating the barrier created by James Ruse Drive. These sites will becoming increasingly important if Tramway Avenue is considered the preferred route for light rail and in the instance Tramway Avenue becomes the preferred route for vehicles into Camellia and Parramatta CBD.

![Figure 1](image)

Figure 1 – Landowners Structure Plan showing town centre and Precinct boundary expanded to the west to create an iconic gateway

LAND USE

Entertainment Precinct

The Rosehill Gardens Racecourse Masterplan is proposing a major scale redevelopment involving a super lifestyle club, associated hotels/serviced apartments, leisure facilities, commercial showrooms, as well as a pedestrian walkway lined with cafes, restaurants and other specialty retail, in addition to its existing operations as a world class horse racing venue with specialist facilities.

With the new role of Parramatta as Sydney’s Second Major CBD in the Plan for Growing Sydney 2014, this scale of development whilst seemingly grand, is totally appropriate when planning for a future 20 years ahead.
Such an entertainment precinct will support the viability of a Light Rail route through the Parramatta to Sydney Olympic Park Corridor, providing an attractive destination for entertainment for high-density residential communities served by the light rail within the corridor. The site will also be a major employer 24/7 and on race days and major events associated with the new facilities and showrooms.

It is important for the entertainment precinct to attract a critical mass of pedestrian traffic from the recourse located mixed use precincts both to the north and south as proposed in the ATC’s Rosehill Gardens Masterplan.

**Figure 2 – ATC’s Rosehill Gardens Racecourse Masterplan identifying mixed use precinct to the north and south of the Entertainment Precinct**

**TRANSPORT AND CONNECTIVITY**

**Role of Grand Avenue**

We support the role of Grand Avenue as an urban boulevard and main public transport route into the Precinct.

The *Rosehill Gardens Racecourse Masterplan* seeks improved, simplified and beautified linkages to the west to the Parramatta CBD, noting the current traffic issues experienced at James Ruse Drive and Grand Avenue. The augmentation of Grand Avenue, connecting with Tramway Avenue and George Street, as the main route for light rail and also as the main artery for vehicular traffic between the peninsula and Parramatta CBD. This modification to the existing road structure has the ability to create a new intuitive relationship between the Parramatta CBD and Camellia, an iconic gateway to Parramatta CBD and the new Camellia Town Centre, which will be important for future residents, workers and visitors to the area. This augmentation would be coupled with the decommissioning of the existing Grand Ave flyover and the downscaling of Hassall Street to left in left out off James Ruse Drive therefore deleting one set of traffic lights. Figure 3 below also demonstrates the benefits of the ATC’s Masterplan in mitigating crossovers of road, heavy and proposed light rail corridors from the current proposed 5 to 2. This will result in improved performance of both road and rail as well as mitigating costly and ugly elevated structures which will also act as major barriers for connectivity between precincts and therefore result in a poor planning outcome.
A fundamental component of the Masterplan is to create mixed use zone commercial, major retail and residential precinct which forms part of the Camellia Town Centre anchored by a future transport interchange. This mixed use site will transition into the entertainment, retail, commercial and residential precincts creating a highly-activated pedestrian zone which links to the pedestrian spine through the ATC’s masterplan.

The ATC site, as a result of its major redevelopment plans to develop into a regional entertainment facility will become a major employer. It will be a significant destination and tourist attraction which will help to make Light Rail viable in the Parramatta to Sydney Olympic Park growth corridor.

**BUILT FORM**

**Proposed Town Centre Location**

We support the general location of the new Camellia Town Centre as proposed in the Draft Strategy subject to its expansion to enable future mixed use development within the ATC site, and new connections between all component parts of the Town Centre to allow and encourage pedestrian movement and importantly, activation of the Entertainment Precinct. The deletion of the Grand Ave flyover is an important part of this connectivity and activation.

At the moment, announcements in respect of light rail and associated infrastructure are awaited before more detailed planning can be undertaken in terms of how the town centre might take shape, and its exact location. The importance of mitigating elevated structures in and around this area cannot be understated. The Government is urged to make this decision and release details as a matter of priority.

Currently, ATC, Billbergia and GPT are funding an Economic Study to examine sustainable opportunities for retail and commercial space in the area. The Study will soon be submitted to the Department and Council and it is envisaged this work will further inform the Government’s planning for the Precinct.
Polycentric approach to shape the Parramatta CBD/Future Vision of a Major CBD

We support a polycentric [rather than monocentric] approach to the shape of the Parramatta CBD, which will enable increased densities and building heights at Camellia as well as other satellite centres around the main Parramatta CBD. Further details on the proposed built form, treatment and landuses within the ATC site, will be provided in the Rosehill Gardens Racecourse Masterplan.

Central to the ATC’s vision for its site at Rosehill is redevelopment befitting a regional scale entertainment and retail facility associated with a major CBD. Accordingly, built form and architecture associated with such a vision needs to be iconic and large scale, so as to attract tourists and other visitors to this location. Tourism is being increasingly acknowledged as one of the most important employment growth areas associated with the future role of Parramatta as a major CBD.

ROSEHILL GARDENS RACECOURSE – KEY ASSET

The ATC will be an important catalyst for the success of the redevelopment of the Camellia Precinct, building on one of the Precinct’s most important assets. Our redevelopment will form part of and activate the town centre, the urban boulevard of Grand Avenue, and also the under-utilised frontage of James Ruse Drive. Further, it will contribute significantly to the viability of light rail in its role as an entertainment destination and also as a future hub of community activity.

It is critical that a close and collaborative partnership be established between the ATC and Government so that the opportunities associated with the redevelopment of the Rosehill Racecourse can be harnessed to provide benefits to ATC and the Government, as well as to the existing local community and the proposed new community within Camellia.

INFRASTRUCTURE

Delivery, funding and timing of Infrastructure

We support contestable infrastructure provision and willing to enter into further discussions with Government in relation to the construction and delivery of major infrastructure required to deliver urban outcomes at Camellia.

We are particularly interested in dialogue with Government to ensure that our redevelopment fully integrates with new infrastructure associated with Grand Avenue. If there is indeed the possibility that a north-south light rail route could potentially be moved to sit adjacent to James Ruse Drive [rather than occupy the existing heavy rail corridor which transects our site], this would have enormous benefit for consolidating land within our land holding and further increase its development potential. Alternatively if the heavy rail corridor remains in its existing location the ability to construct over the corridor will require close collaboration between all parties to ensure the opportunity is not lost as a result of a compressed delivery program for a single piece of the infrastructure puzzle.

PLANNING CONTROLS

Flexible B4 mixed use and other zones

We recognise the existing unique nature of the Racecourse and its evolving function into a mixed use entertainment precinct. The ATC is highly supportive of a range of zones including B4 Mixed Use Zone for the northern and southern parts of the site with alternate appropriate zones to facilitate a world class Entertainment Precinct.

Further details will be provided in our subsequent main submission, which will seek flexibility to allow for market changes and a diversity of uses to evolve on the site, over a 10 to 15-year time frame.
The *Rosehill Gardens Racecourse Masterplan* will outline key built form controls [height and floor space ratio] to deliver a high quality urban environment taking into consideration contamination and infrastructure costs associated with the Precinct.

**MOVING FORWARD**

We will continue to work in collaboration with the Department, Council, TfNSW, RMS and landowners and community to deliver an evidence-based urban renewal outcome for Camellia with a view to creating new benchmarks for such integrated developments.

Our more detailed submission [submitted under separate cover] will include an overview of the *Rosehill Gardens Racecourse Masterplan* and seek the opportunity to enter into further detailed discussions with Government and Council on *how the Masterplan may translate into future planning controls* to support the urban renewal of Camellia.

Please do not hesitate to contact us on the details below if you wish to discuss any aspect of this submission.

Yours faithfully

**Australian Turf Club Limited**

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