

# HEARTLAND SITE

CASTLE HILL SHOWGROUND UAP

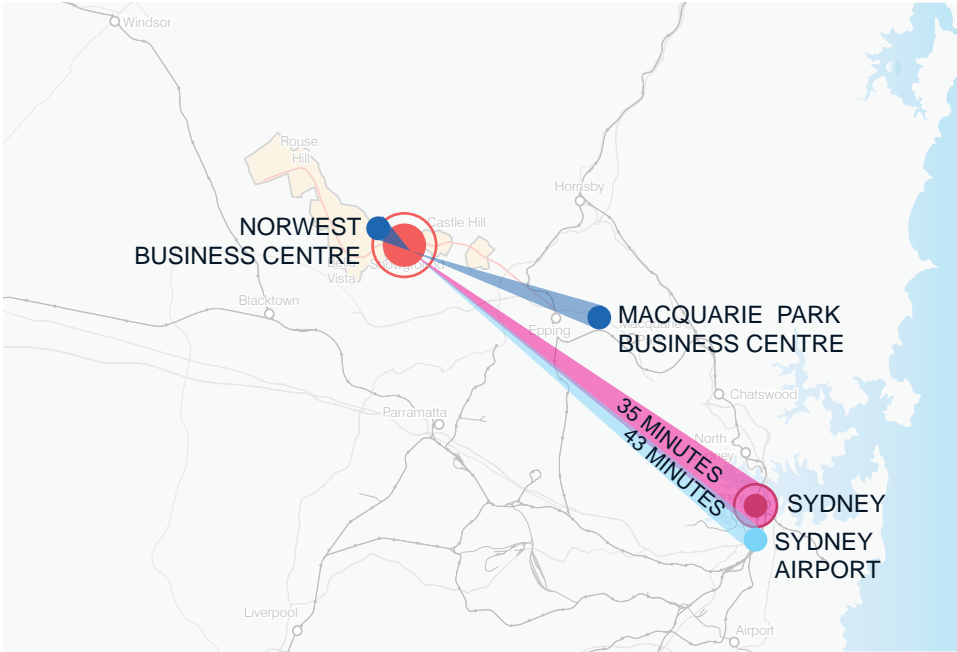




# Context

**83% OF RESIDENTIAL GROWTH** EXPECTED TO OCCUR IN **3-12 STOREY** APARTMENTS

**12,700 NEW** RETAIL, COMMERCIAL AND BULKY GOODS **JOBS** BY 2036



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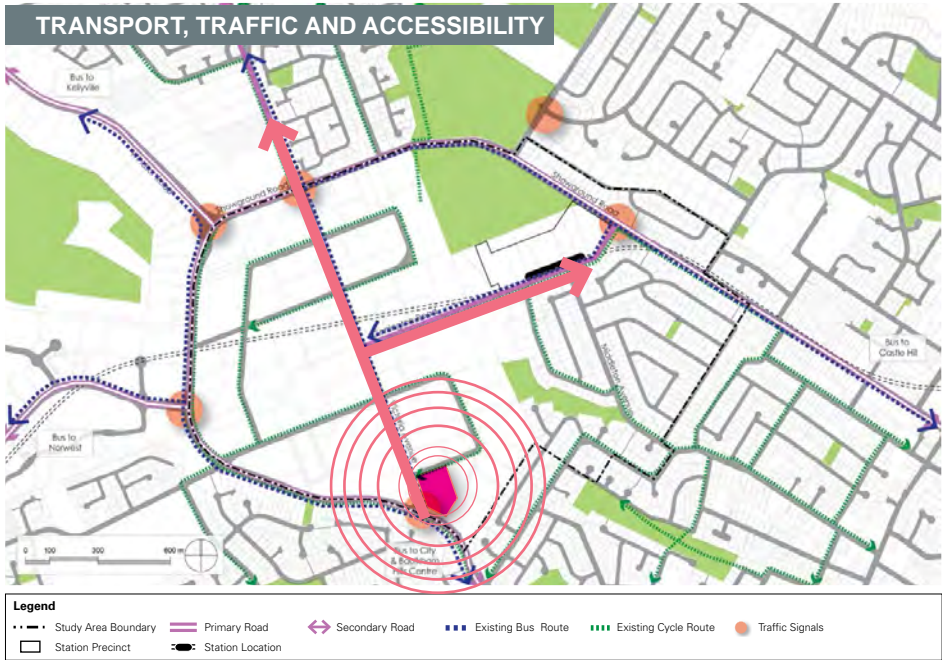


# Context - Victoria Avenue



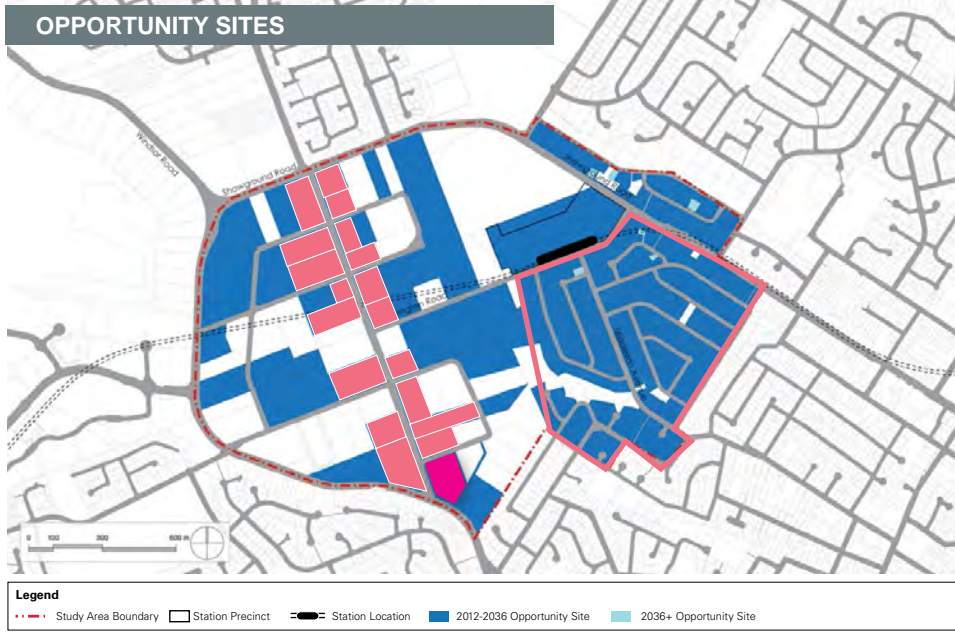


# Showground Structure Plan



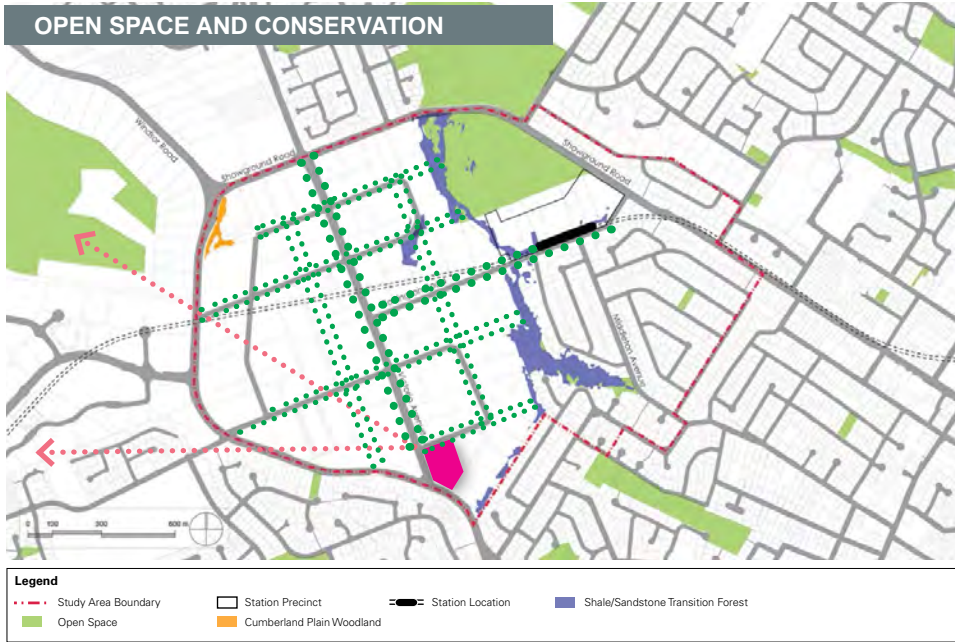
## A DEFINED AND MEMORABLE ARRIVAL EXPERIENCE:

The Heartland site is an important precinct arrival gateway bound by Victoria and Windsor Roads. Victoria Road provides access to the precinct from the M2 Motorway and is the main north south spine connecting to Carrington Road and the station.



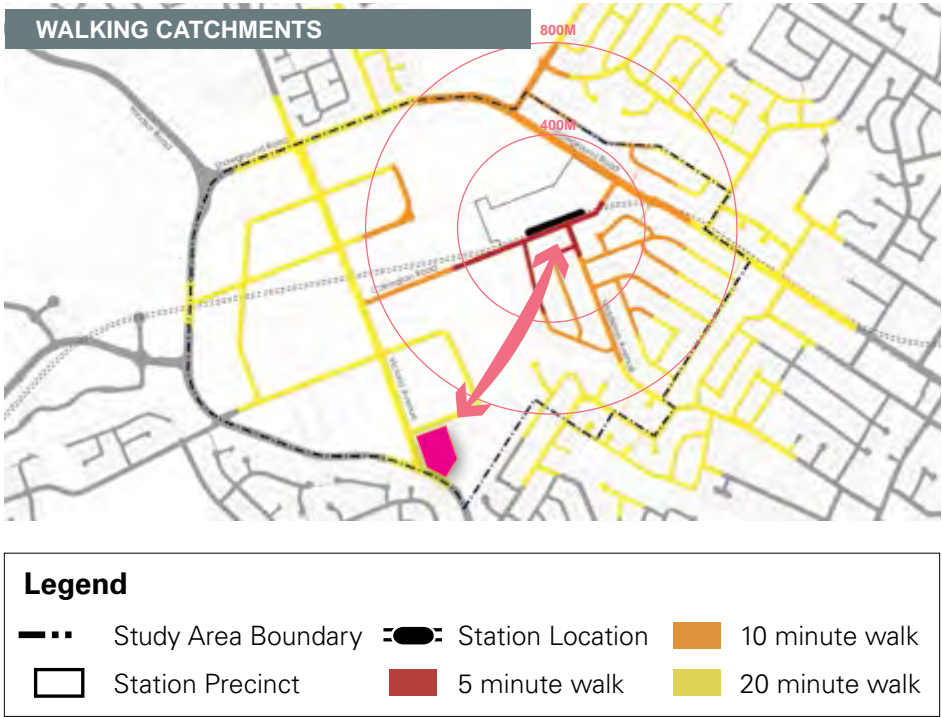
## SHORT TERM GROWTH AND RETURN ON INFRASTRUCTURE INVESTMENT:

The heartland site and many of the sites along Victoria Avenue comprise large lots and are under single ownership making them more likely to redevelop in the short term. While there is a significant area of opportunity sites to the south east of the station, this area is made up of lots of small lots under different ownership. It is unlikely development in this area will occur rapidly.



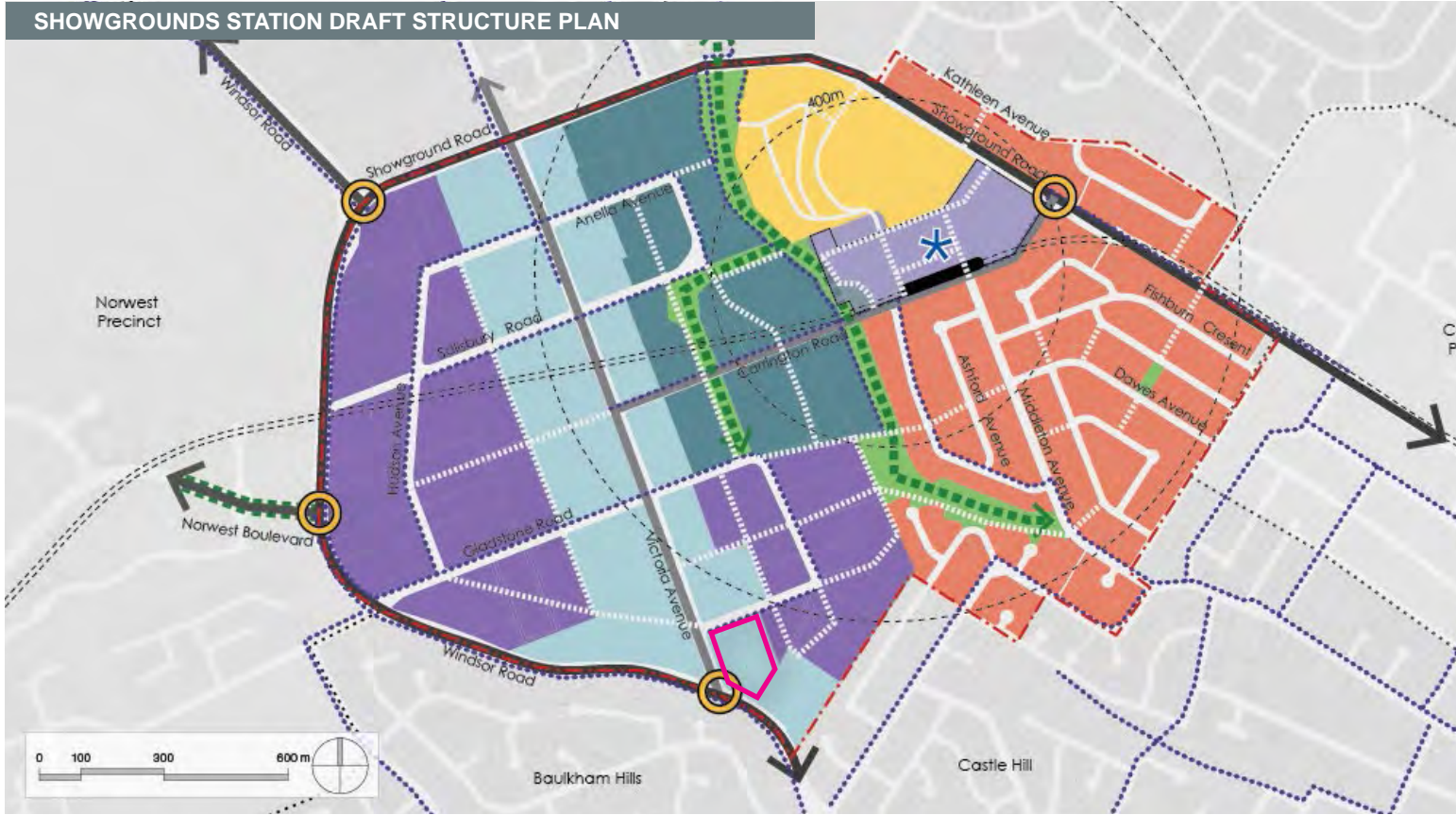
## GREEN AMENITY AND SCENIC VIEWS:

Maximise views to the Blue Mountains from the ridgeline and create a network of green shady streets that link to parks and the Sandstone Transition Forest. There are no environmental constraints on the site or the adjacent areas.



## A WALKABLE NEIGHBOURHOOD

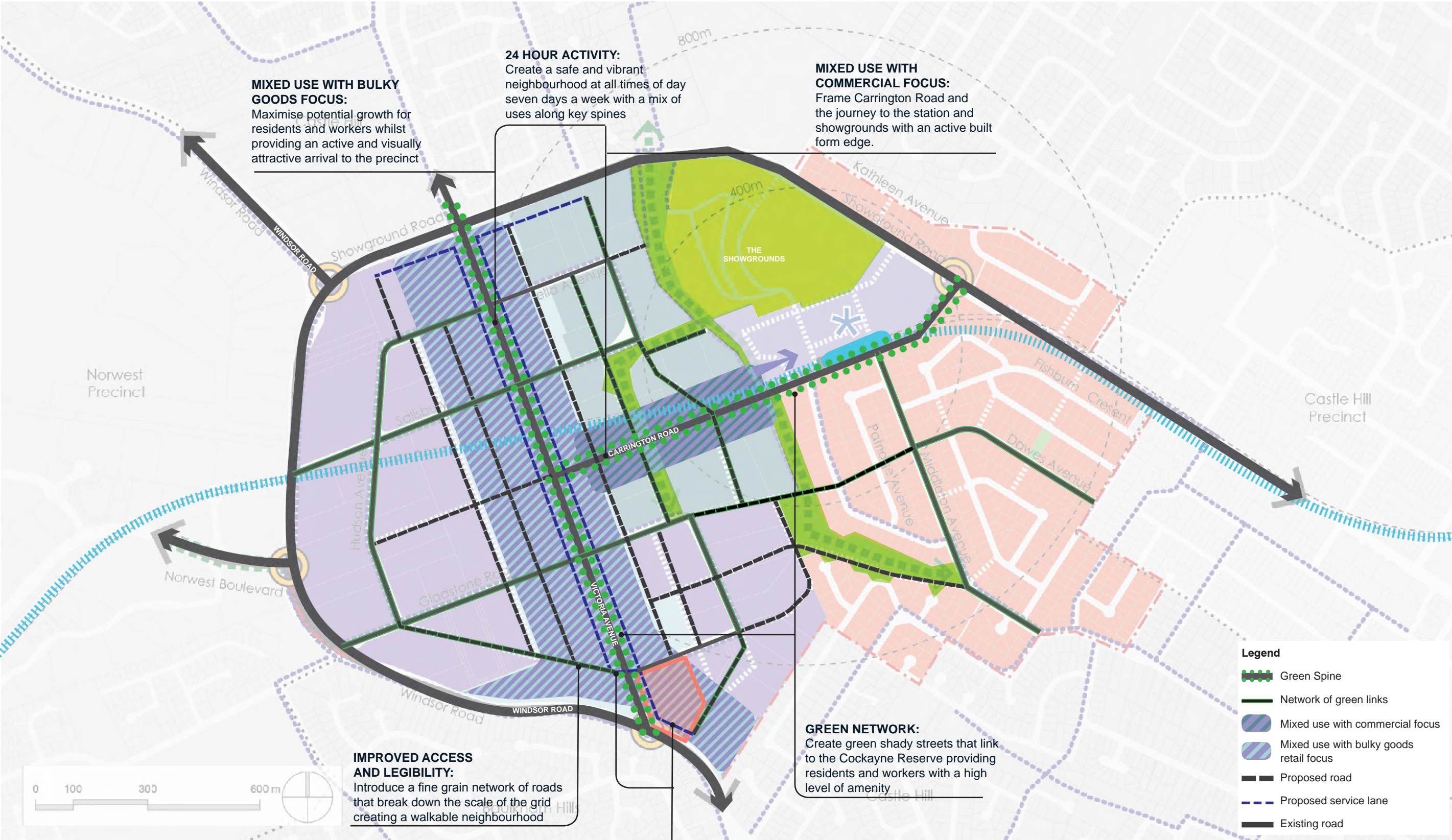
A finer grain permeable road network will significantly reduce walking times to the proposed Showgrounds Station.



## A VIBRANT NEIGHBOURHOOD:

The Showground Station Draft Structure Plan identifies the Heartland site within a bulky goods zone. There is an opportunity to create a vibrant new neighbourhood that will attract further investment by introducing a greater area of mixed use development which will result in an active and vibrant community.









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# Vision - Concept Plan for Heartland Site



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# Precedents - Alexandria





# Precedents - Gateway South Parramatta



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# Precedents - Fortitude Valley



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