

26 February 2016

Director, Urban Renewal
Ms Ann-Maree Carruthers
NSW Planning and Environment
GPO Box 39
Sydney NSW 2001

Dear Ann-Maree,

Submission in respect to the Bella Vista Priority Precinct Proposal

1 Introduction

This letter has been prepared on behalf of Diversified Property Holdings Pty Ltd, the option holder over No. 30 Memorial Avenue, Kellyville. The report and plans have been prepared in consultation with the owners of 32 Memorial Avenue Kellyville, who will also make individual submissions in support of this submission. We wish to express our overall support for the precinct plan, which identifies opportunities for additional homes and jobs close to existing and future public transport, employment areas and town centres.

Notwithstanding, it is our view that further opportunity for additional residential yield through higher density is achievable on our client's property as well as extending beyond into other vacant land in Memorial Avenue. A significant portion of land to the east of the station is identified for low rise and medium density housing. Following our contextual analysis of the precinct and a meeting with the Department, we consider that the area to the east of the station including the subject site has been overlooked in the preparation of the plan and warrants further investigation.

Based on our review of the subject site and surrounding land, we believe that they have the merit and the capability of accommodating additional density, beyond that identified in the draft precinct plan. We therefore recommend that the precinct plan be amended to include the subject site for high density residential housing or to allow residential flat buildings on the subject properties. The higher density zoning is logical as the site is within close proximity of a range of transport options and comprises two large allotments.

2 The subject site and surrounds

The subject site is described as Lot 43, DP10702 and Lots 1 & 2 DP 1208590 (subdivision of Lot 421 DP1163412) and is known as Nos. 30 and 32 Memorial Avenue, Kellyville. The site is a regular, rectangular shaped allotment with an area of approximately 5.6 hectares.

The site is located on the southern side of Memorial Avenue between Rutherford Avenue and the future extension of Hodges Road. It is also noted that Memorial Avenue is proposed for future upgrade within the plan, with a new junction proposed at Free Settlers Drive in close proximity to the west of the site. The site is within 800m of the Balmoral T-Way.

The site is currently zoned R3 – Medium Density Residential with a maximum permissible height of 10m under the provisions of The Hills Local Environmental Plan 2013. There are no Floor Space Ratio (FSR) Controls which apply to the site. The site is located on the boundary of the Kellyville precinct and is within the Bella Vista priority precinct.

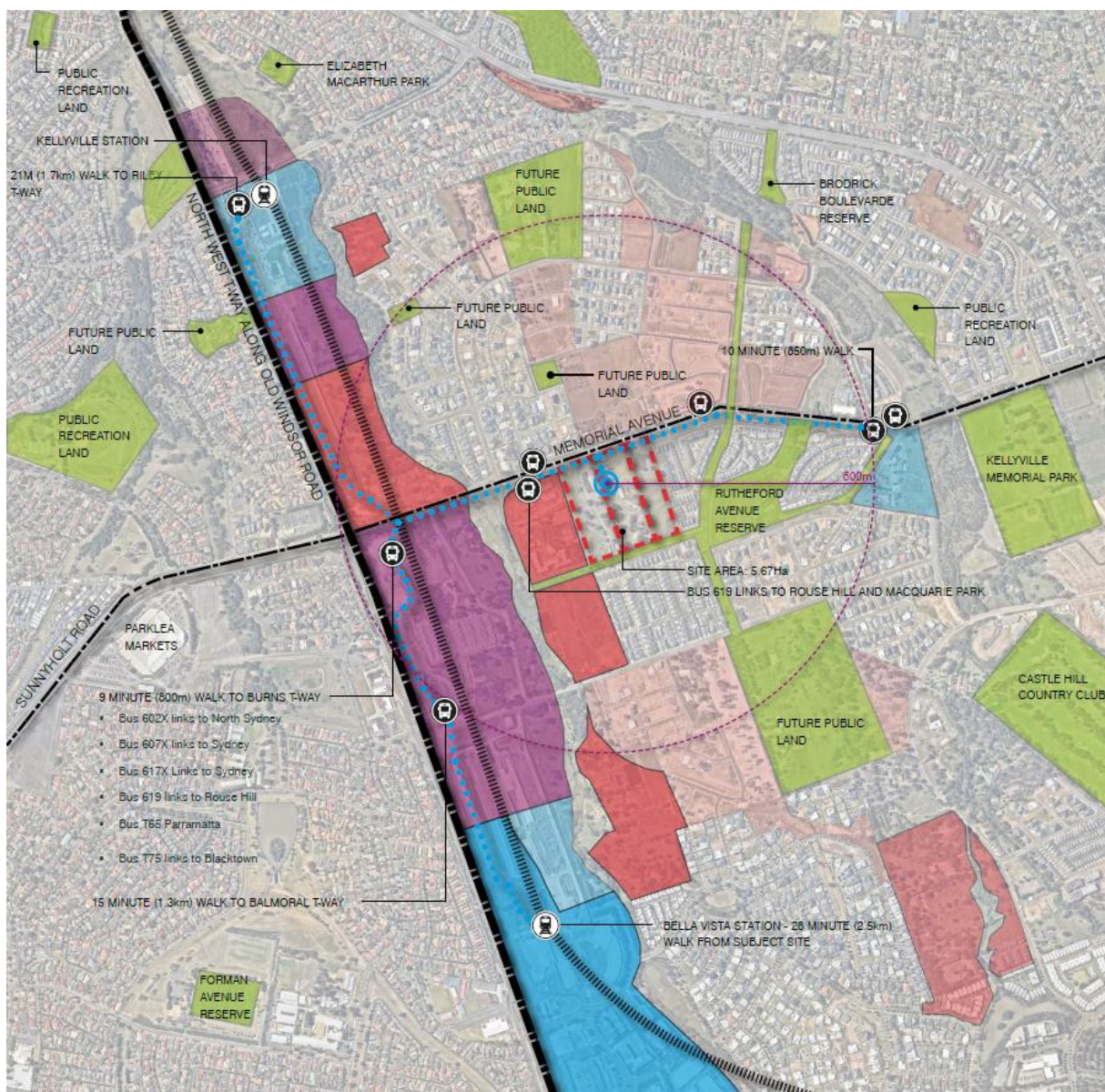


Figure 1 – The subject site within the context of the Kellyville and Bella Vista Precincts. (Prepared by Urbis and attached).

3 Justification for increased density on the subject site

There are a number of compelling planning and strategic reasons to justify an increase in the proposed density of the subject site.

▪ Strategic Location

The site is a large undeveloped area and is located adjoining No. 34 Memorial Avenue, an existing R4 zoned site (which would remain R4 in the draft scheme).

Refer to the context plan which illustrates the following key features:

The site is within 800m of the Balmoral T-way and within approximately a 1.2km radius of the future Bella Vista Station. The site's proximity to public transport (including express bus links to North Sydney and Sydney CBD, and links to Rouse Hill, Parramatta, Blacktown and Macquarie Park, and the future Bella Vista and Kellyville Train Stations), coupled with proximity to infrastructure, employment and other services (Kellyville and Bella Vista Local Centres and Norwest Business Park), make it ideal to accommodate more intensive land use and development than the current planning controls allow.

The draft precinct plan informed by the North West Rail Link Corridor Strategy concentrates on the principle of placing the highest densities within closest proximity to future train stations. Amendment of the draft zoning maps to include the site within the R4 – high density residential zone is therefore logical and does not appear to be out of context.

- Housing Choice

The Plan is supported by a NSW Department of Planning and Environment Demographic Profile (2011 figures) which indicates that there are no residential flat buildings within the precinct. Although the figures are outdated it would suggest that there is a gap in the market for unit development. Residential flat buildings on the subject site would support one of the key goals of the plan which is to provide for greater housing choice and affordability within the precinct.

This is reflected in the draft precinct plan which aims to provide for increased housing choice in close proximity to local centres and business parks, feeding from the ideal of a 'Living and Business Precinct'. The existing area has a large portion of low density dwellings and a high portion of open space. The rezoning of the subject site will provide additional choice in the housing market.

- Feasibility

The precinct plan is supported and informed by an Economic Feasibility study prepared by AEC Group which reviews commercial markets in the area. No. 30 Memorial Avenue was identified as an 'opportunity site' for review as part of the study in conjunction with No. 28 Memorial Avenue. Although the site is identified in the feasibility study, this has not transferred in terms of reflection in the proposed draft land zoning maps.

The study notes that the sites when combined (creating a total land area of 4.86ha) could potentially facilitate a minimum FSR of 1.25:1. From our analysis (see accompanying concept plans) the subject site which has a total area of 5.6ha could accommodate an FSR of 1.57:1 with a maximum building height of 20m. The feasibility study notes that the site is 'feasible' for zoning uplift.

- The Concept Plan

Our analysis of the precinct has found that the land on the periphery of the station that has no density allocations is considered to be fragmented and addressed through previous land release and rezoning strategies (E.g. Balmoral Road Release Area). As discussed at our meeting with the Department, it is our opinion that the subject site has been overlooked in the precinct planning process.

Note: No. 28 Memorial Avenue is not included in this submission, however, urban design and built form principles have been applied to the site so that the review of the subject site can be assessed in a broader context. The attached concept plan demonstrates the potential capacity of the site in the context of the surrounding area. The concept plan provides;

- Indicative building envelopes,
- Potential development yield,
- Indicative building heights; and
- Incorporation of connecting open space.

The concept plan demonstrates that Nos. 30 – 32 Memorial Avenue could accommodate a development yield of approximately 515 units with an FSR of 1.57:1, and maximum building height of 20m. The plan illustrates building envelopes for residential flat buildings in a landscape setting. The height in storeys ranges from 4 to 6 storeys allowing for suitable building separation and solar access.

The concept plan further reinforces the capability of the site to accommodate high density development in an orderly manner. The addition of a common open space corridor would connect the site to the Elizabeth McArthur Creek open space area to the west providing added amenity to future occupants.

Summary

We support the direction of the Precinct Plan and the recognition of the need to provide a greater variety of housing around a vibrant centre and employment area. Our review of the Draft Bella Vista Priority Precinct Plan in respect to its recommendations for the subject site and surrounds has found that;

- The subject site and surrounding land east of Elizabeth MacArthur Creek have not been reviewed since the Balmoral Road Release Area 2004.
- The fragmentation of land within the area was cited as a constraint within the planning report. The subject site would have a total area of 5.6 hectares and directly adjoins the existing R4 zone to the west. The strategic location of such a large land holding provides for effective and immediate redevelopment maximising opportunity to contribute to delivery of housing targets.
- The site was identified as part of the supporting Economic Feasibility study as being a 'feasible option' for higher density development.
- The accompanying context map and concept plan prepared by Urbis clearly demonstrate that residential flat buildings are a suitable built form and density for the site.
- The amalgamated site holding represents a unique opportunity to maximise positive urban design outcomes, which will contribute to desired results such as improved pedestrian linkages to the centre and station. This would also allow for immediate implementation of the strategy.
- The precinct plan would be implemented via a SEPP amendment to The Hills Shire Council LEP. The draft plan also recommends precinct specific controls for adoption by The Hills Shire Council into their Development Control Plan. It is recommended that the proposed LEP maps be amended to include the subject site as R4 High Density Residential.

Our client would be happy to further discuss any of the above in relation to progressing to the next steps.

Should you have any questions regarding this submission, please contact either David Hoy (8233 9925) or myself on 8233 7636 (mnolan@urbis.com.au).

Yours sincerely,

A handwritten signature in black ink, appearing to read "MNolan".

Meadhbh Nolan
Consultant