

# Sydney Olympic Park Master Plan 2030 (2016 Review) | Submission







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Prepared for:



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# 1.0 Introduction

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## Submission Purpose

CM<sup>+</sup> has been retained by Billbergia Group to review the Sydney Olympic Park Master Plan 2030 (2016 Review) - (SOP Master Plan 2030), in relation to the proposed land use for two sites adjacent to the existing Sydney Olympic Park rail station. The SOP Master Plan 2030 does not consider major changes to rail infrastructure currently under consideration such as the MetroWest Rail project. This report is intended to outline a case for reconsidering uses proposed by the SOP Master Plan 2030 for these sites, to allow greater flexibility and integration with proposed transport infrastructure. An indicative scheme for the sites is included, to illustrate potential use of the sites that would capitalise on their location and proximity to transport links. This is referred to as the Proposal in this report. The intent of this report is to convey the benefits of reconsidering the use of these sites, particularly in relation to transport infrastructure.



## 2.0 The Site

### Site Summary

The subject sites are located within the SOP Master Plan 2030 area and include the following:

**Site A** - Existing Brickpit carpark on the corner of Australia Avenue and Murray Rose Avenue. This vacant land is currently used for on-grade carparking by the Royal Agricultural Society (RAS). The site is directly adjacent to the Royal Agricultural Showgrounds (Sydney Showground).

**Site B** - Existing Australia Avenue carpark on the corner of Australia Avenue, Parkview Drive and Murray Rose Avenue. This vacant land is currently used for on-grade carparking by Sydney Showground. The site is directly adjacent to the existing Sydney Olympic Park overland train station.

### Site Context

The sites are located at the corner of Australia Avenue and Murray Rose Avenue. They are adjacent to the Royal Agricultural Showground, Olympic Park Railway Station and the open space of Brickpit Park. Several parcels of development land exist just to the south of the site. Large low rise commercial buildings are located nearby, along Dawn Fraser Avenue, in the vicinity of the site. Recent development includes the Australia Towers residential project and extensions of Murray Rose Avenue and Parkview Drive towards Bennelong Parkway.





## 3.0 Sydney Showground

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### Royal Agricultural Society Interests

The RAS currently has a long term leasehold interest in the subject sites. They are maintained as parking areas for Sydney Showground, subject to special event usage such as the Royal Easter Show for carnival rides. During special event times, the site is usually directly linked to the Sydney Showground precinct through a closing of Australia Avenue. This allows unrestricted movement of people, equipment and animals between these two sites to facilitate seamless connectivity of events. The current status of Australia Avenue as a lightly trafficked connector allows for this flexibility. The Proposal assumes that current ownership and RAS control of the sites can be effectively maintained.

# 4.0 SOP Master Plan 2030 | 2016 Review

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## Proposed Land Use - SOP Master Plan 2030

Figure 4.4 of the SOP Master Plan 2030 proposes land uses for the subject sites as follows:

**Site A** - Carparking, Coach Parking and Rail Corridor

**Site B** - Mixed Commercial, Hotels and Serviced Apartments

## Site FSR and Building Heights - SOP Master Plan 2030

Figure 3.13 of the SOP Master Plan 2030 proposes maximum heights for the subject sites and precinct controls define the FSR as follows:

**Site A** - No development

**Site B** - Up to 45 storeys, FSR 5.5:1



## 5.0 Billbergia Vision for Sydney Olympic Park

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The Billbergia vision for Sydney Olympic Park is one of a world class event centre and transport hub, linked to the Sydney Showground, sporting facilities, residential development, hotels, retail, commercial offices and the Brickpit Reserve. Development of Site A proposes a unique residential tower marking Sydney Olympic Park on the Sydney skyline. The vision is one of a green, urban landscape and an integration of density and natural environments. The Proposal interconnects many uses, and forms the heart of a new Sydney Olympic Park.

The Proposal integrates and links a new rail station required by MetroWest Rail / Metro West proposals, a re-developed existing station box and new mixed use developments on Sites A and B. The proposed new station development will link the Sydney Showground, Central and Parkview precincts. Additionally it will link all major developments within the 400 metre radius defined by Figure 3.3 in the SOP Master Plan 2030 and Brickpit Reserve.

Proposed development of these sites is as follows:

**Site A** - Mixed use development including commercial, residential, carparking, station entries and pedestrian streets.  
Proposed FSR 10:1

**Site B** - Mixed use development including commercial, residential, hotels, carparking, station entries and pedestrian streets.  
Proposed FSR 8:1

The Proposal includes provision for all existing on-grade carparking on the subject sites to be replaced with new carparking within proposed new developments. New carparking will be under cover and linked to adjacent facilities.

# 6.0 The Proposal

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## Proposed Land Use – Integrated with new rail infrastructure

Billbergia propose that land use be considered in the context of proposed new rail infrastructure as follows:

**Site A** - Mixed Commercial and Residential, integrated with Rail Corridor and carparking

**Site B** - Mixed Commercial, Hotels and Serviced Apartments, integrated with Rail Corridor and carparking

## Site FSR and Building Heights – Integrated with new rail infrastructure

Billbergia propose that land development be considered in the context of proposed new rail infrastructure as follows:

**Site A** - Up to 95 storeys, FSR 10:1

**Site B** - Up to 45 storeys, FSR 8:1



Figure 2: Proposed Uses Plan





Figure 3: Circulation

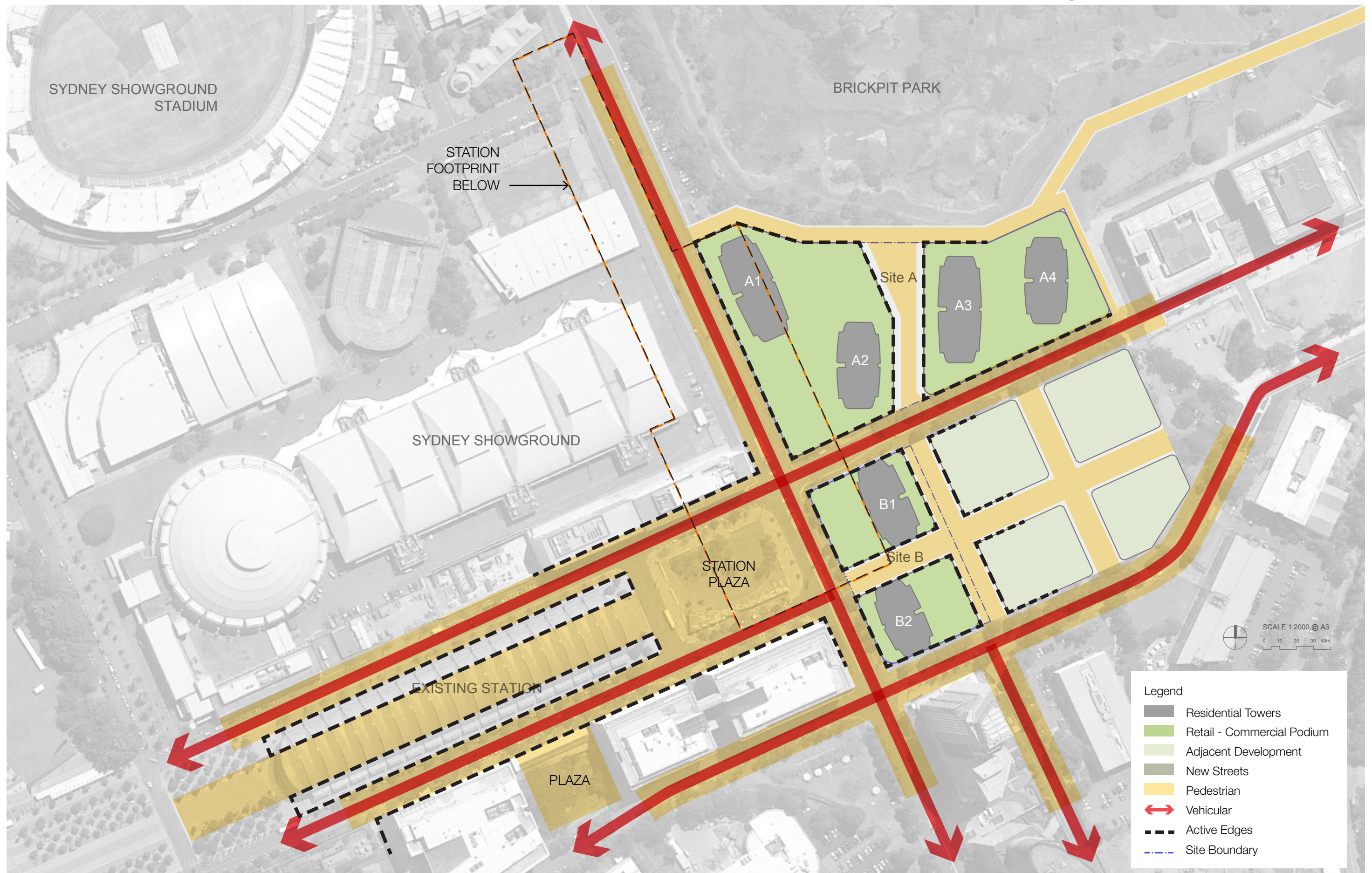




Figure 4: Station Integration

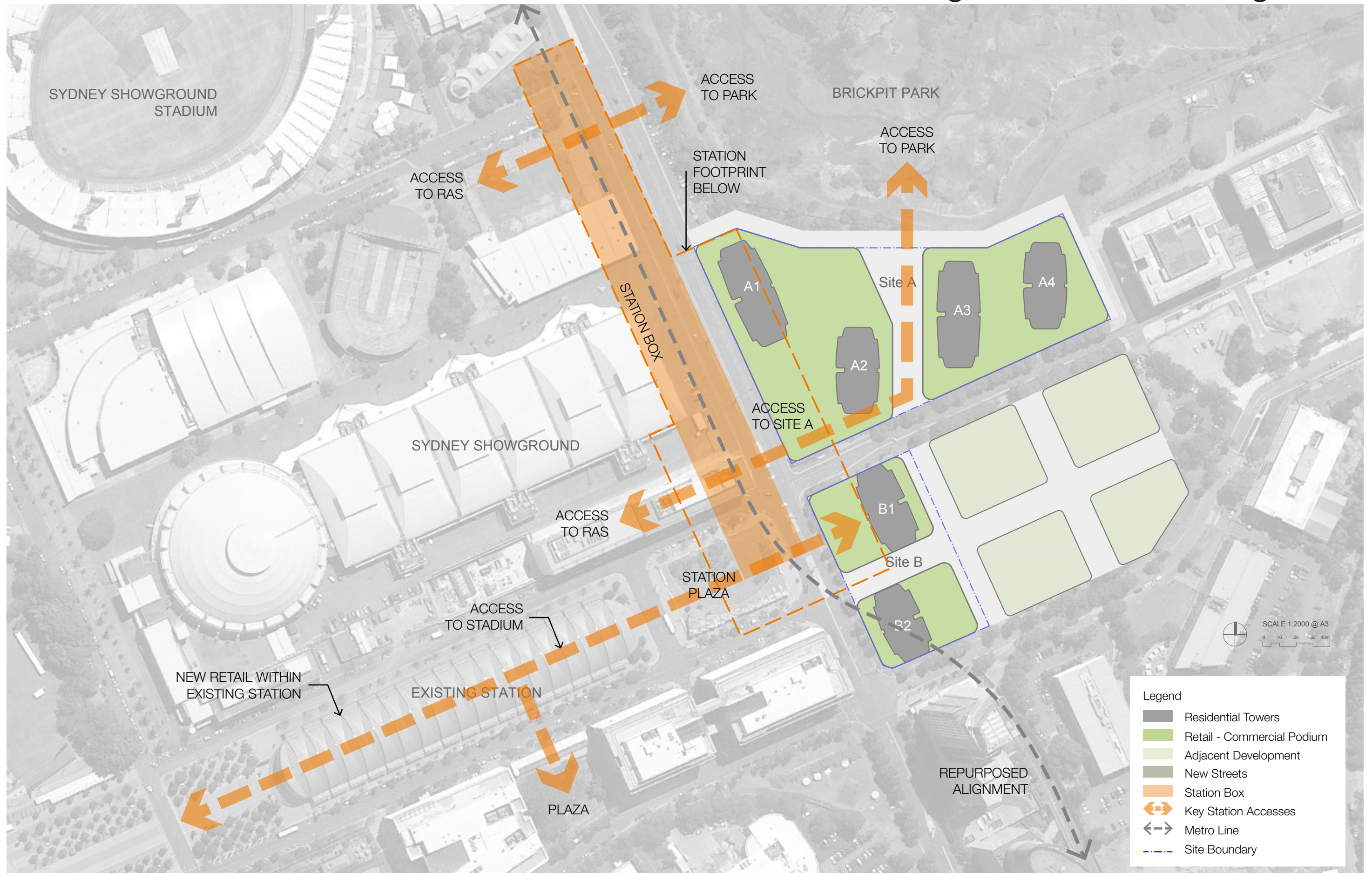




Figure 5: Green Links





Figure 6: Site Plan





Figure 7: Station Concourse Plan



Figure 8: Station Platform Plan

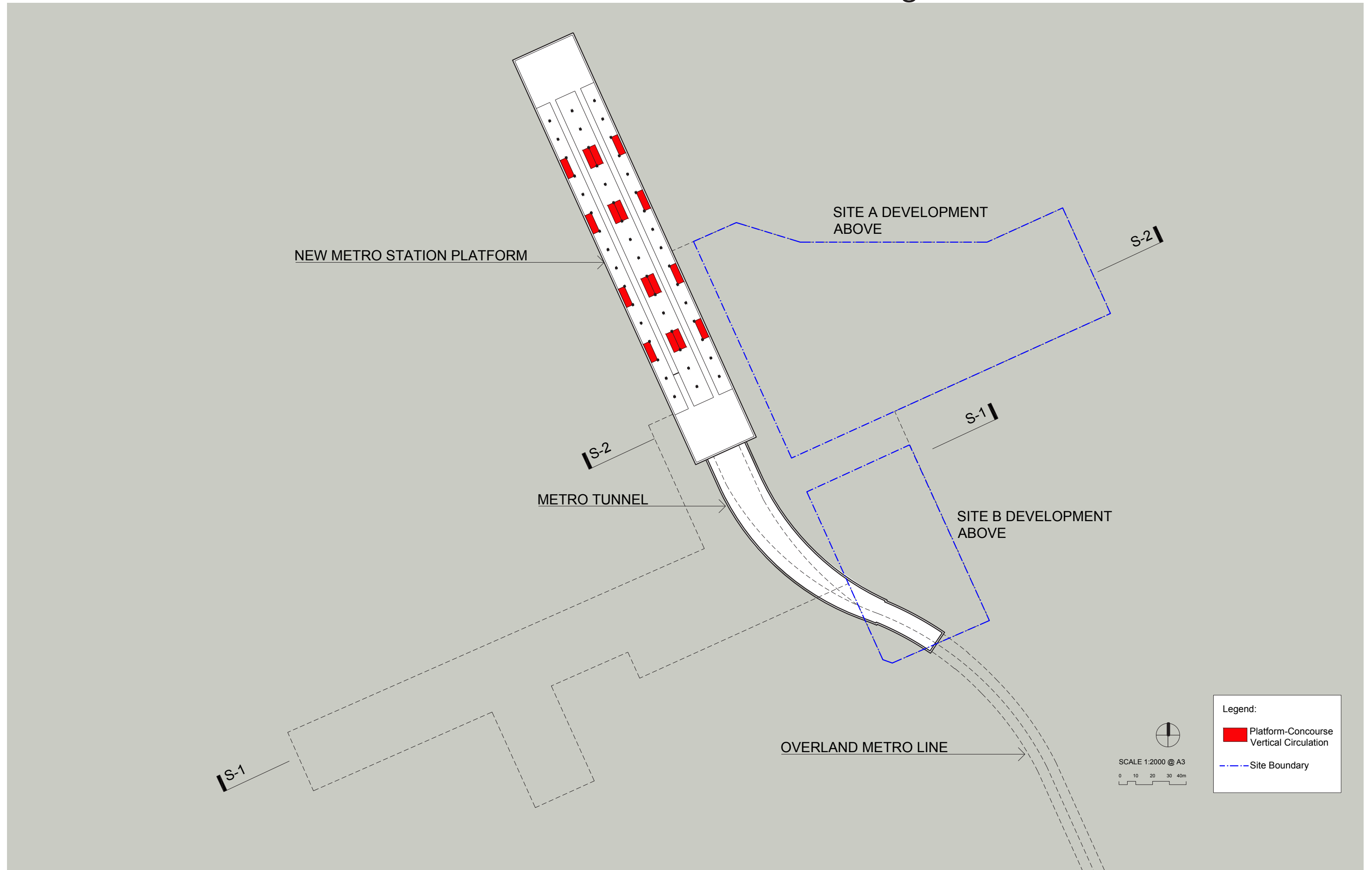
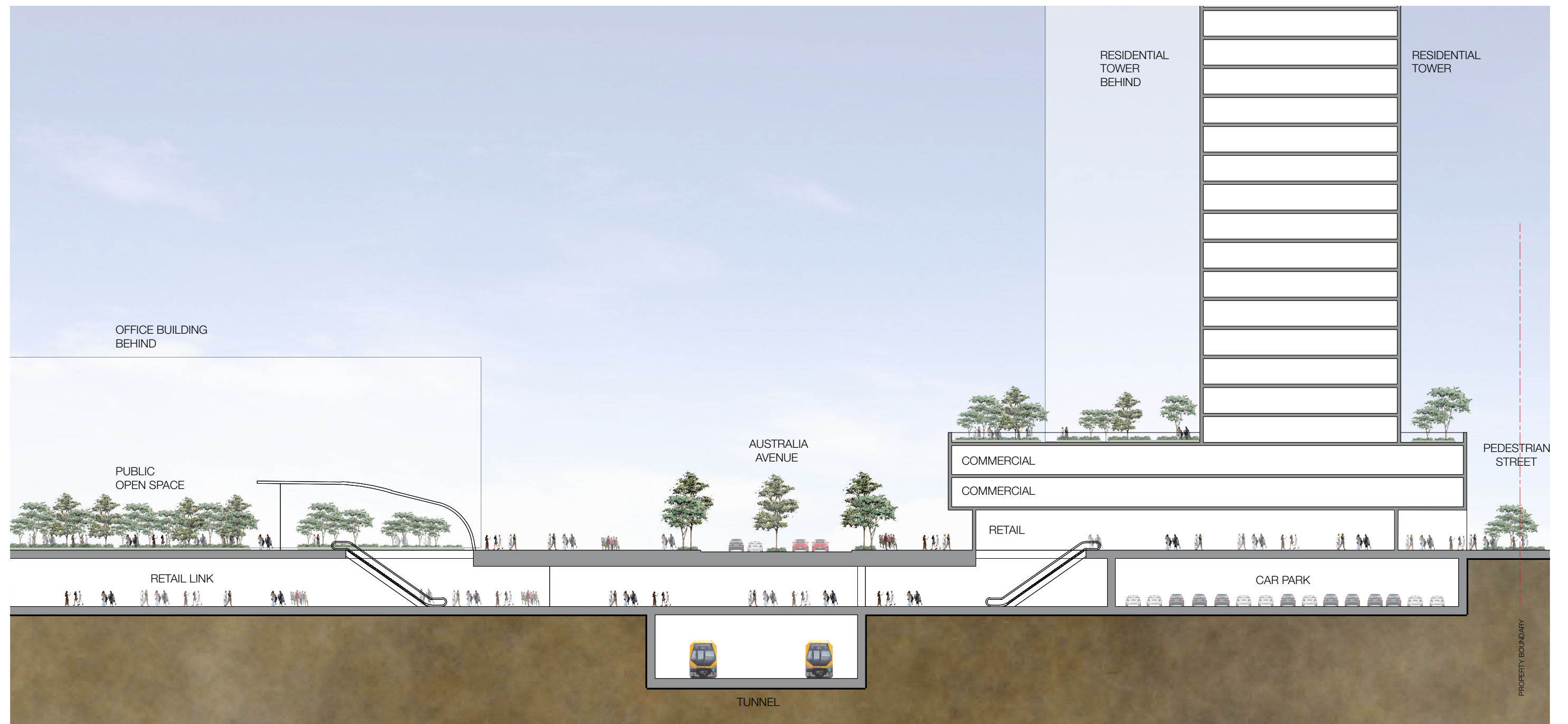




Figure 9: Street Level Plan



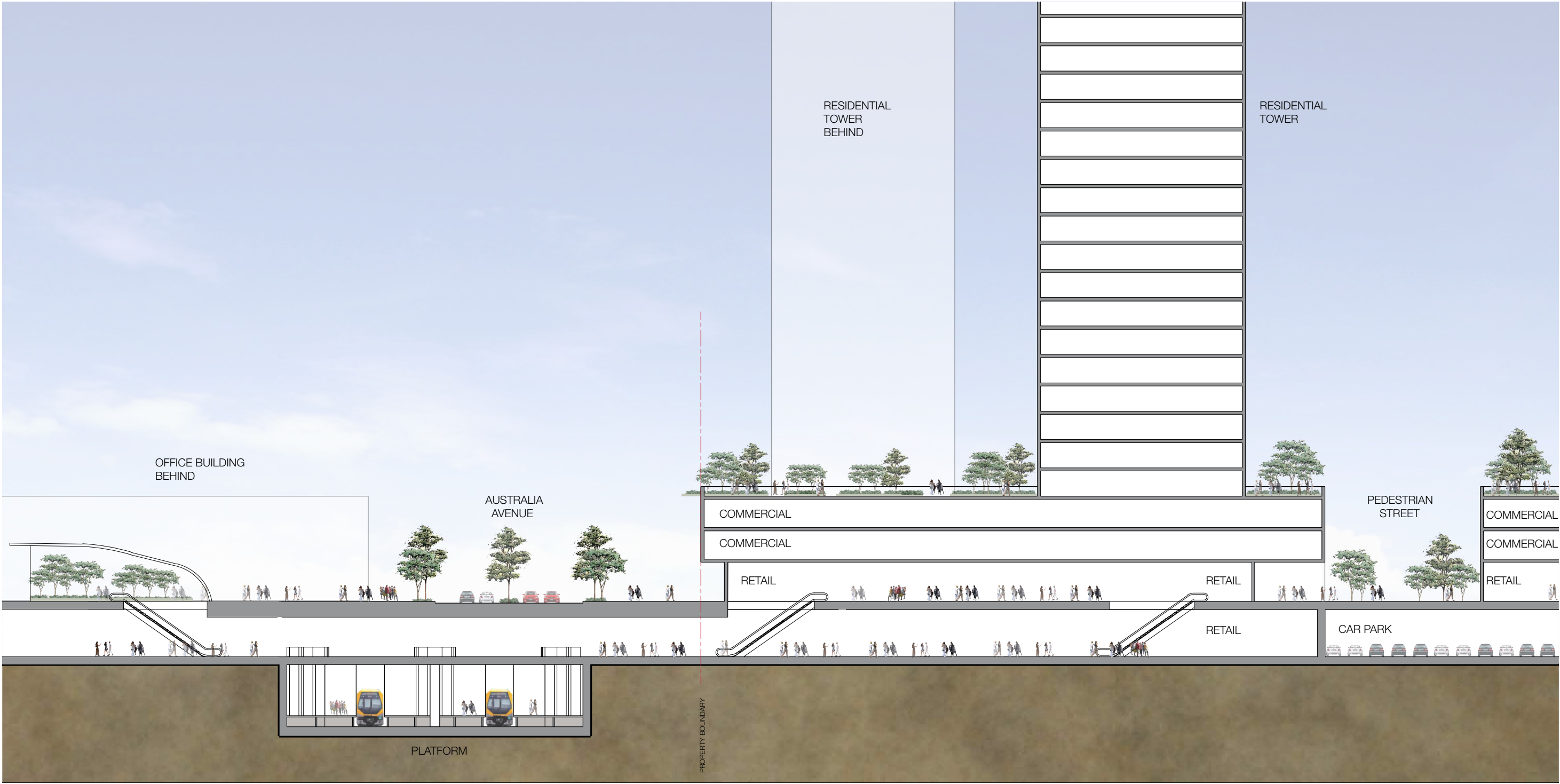




0 5 10 15 20 25m  
SCALE 1:500@A3



Figure 11: Section 2



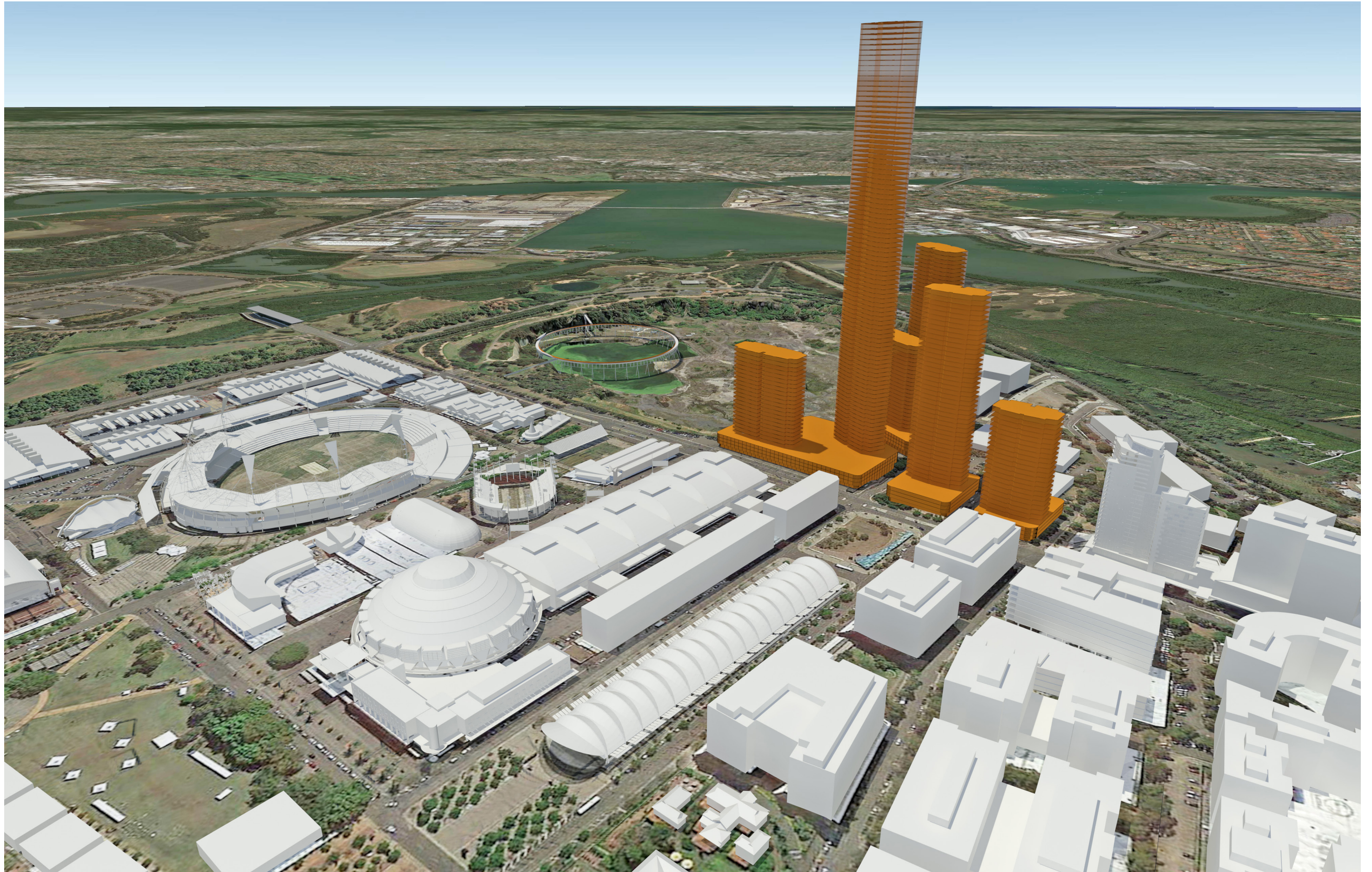
0 5 10 15 20 25m  
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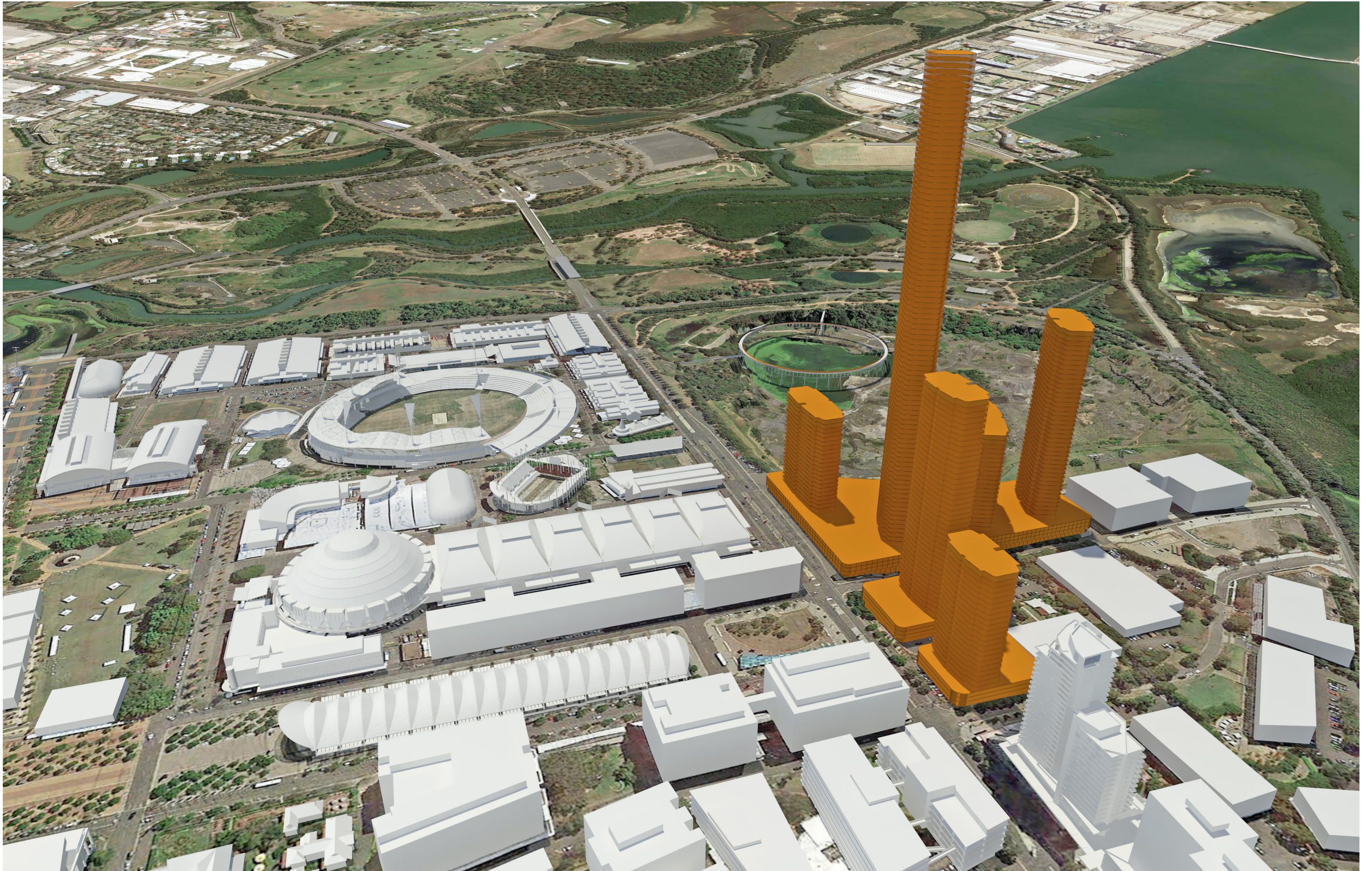
*Figure 12: South East View*



*Figure 13: North East View*





*Figure 14: North View*



## 7.0 Similar Sites Adjacent to Rail Links

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A high level assessment of similar sites within metropolitan Sydney indicates that major developments and densification have been completed, or are underway, at numerous railway stations. These developments are located within a 400 metre walking catchment of stations and from the centres of new or existing urban centres. Indicative examples include:

### Existing urban centre revitalization

- **Chatswood** – New development adjacent to Chatswood Station as part of the reconfiguration and integration with the Chatswood to Epping Rail Link. This includes up to 8.0 FSR of density adjacent to the station.
- **Parramatta** – New development adjacent to Parramatta Station as part of the revitalisation of central Parramatta in conjunction with Parramatta Square. This includes up to 8.0 FSR of density adjacent to the station.

### New urban Centre development

- **Green Square** – a new town centre development adjacent to Green Square Station as part of the redevelopment of the South Sydney corridor between the Sydney CBD and Sydney Airport. This includes up to 5.0 FSR of density adjacent to the station.
- **Rhodes West** – A new town centre development adjacent to Rhodes Rail Station as part of the redevelopment of the Rhodes peninsula. This includes up to 9.0 FSR of density adjacent to the station.

## 8.0 Development Potential as a Key Rail Site

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The Proposal will work with current initiatives for the development of new commercial, retail and residential developments along the new western rail corridor. Conservative estimates that approximately 91,000 new dwellings, housing approximately 200,000 residents will likely to be built along the urban infill corridor from Westmead to Strathfield as a result of anticipated Metro projects. The proposed Parramatta Light Rail uplift suggests that this number could rise to 152,000 new dwellings to accommodate approximately 350,000 new residents, as well as 3,400,000 m<sup>2</sup> of new non-residential construction capable of accommodating over 100,000 new jobs. The Olympic Park precinct is at the heart of this growth corridor.

Given the large parcel size of the Site A site and its status as a site in single ownership, in proximity to new planned transport, it will be possible to use new development to reinforce the urban structure of the Olympic Park precinct as an example of 'density done well'. The development will be concentrated within the 5-minute (400 metre) walking catchment of the station, enabling ease of access to transport and to establish effective links between other centres of Sydney.

The Proposal supports the Government's challenge of providing accommodation and key infrastructure for Government's recently updated projected population growth rates for the western corridor, to provide a significant proportion of the 700-800,000 new homes that are needed to be provided in Greater Sydney over the next 20 years.



# 9.0 Sydney Olympic Park Transport Linkages

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The Proposal can make use of existing infrastructure to improve connectivity across the Sydney transport network, as well as complementing other transport initiatives currently being undertaken by Government.

Sydney Olympic Park currently has three modes of transport connectivity to the region. These include:

- Sydney Trains
- Sydney Ferries
- Sydney Buses

Current services provided by existing transport links are limited in nature and do not adequately provide for the potential of the Olympic Park precinct. The current Olympic Park Station is served by a spur from the T1 Western Railway Line and does not allow through connectivity to either the Sydney or Parramatta CBD. This results in inconvenient transfer movements for most passengers and greatly affects the attractiveness of travel to Olympic Park by rail.

Ferry service is limited, due to fewer capacity of the ferries and the intermodal transfer required for buses at the ferry terminal. Bus service is constrained by limited capacity and congestion at the Homebush Bay roundabout. Improvements to the M4 at Hill Road are underway, however this is not seen as significantly changing access capacity to Olympic Park to promote growth and redevelopment.

## Future Connectivity

In the light of the transport issues at the Olympic Park, two initiatives are currently underway to provide improved capacity and reliability for people wishing to travel to Olympic Park. These initiatives will significantly unlock access and increase the attractiveness of Olympic Park as an urban hub for working and living.

Transport initiatives for Sydney Olympic Park include:

- Parramatta Light Rail
- MetroWest Rail / Metro West

## Parramatta Light Rail

Parramatta Light Rail is proposed as an initiative to strengthen Parramatta as Sydney's second CBD. Light rail routes radiate from the centre of Parramatta and travel west, north and east. The eastern route crosses through Olympic Park and travels along Australia Avenue, eventually reaching Strathfield Railway Station. This alignment is intended to be complementary to the current heavy rail and will provide access through the heart of the Precinct. The Light Rail will carry up to approximately 7,500 people per hour. Its alignment will require Australia Avenue to remain open and accessible to the public at all times.

## MetroWest Rail / Metro West

MetroWest Rail is an unsolicited bid, recently lodged with the NSW State Government. It comprises a major transport, housing and jobs proposal that aims to provide a fast, efficient and high capacity rail service between Westmead and Sydney, effectively joining the two CBDs of metropolitan Sydney. West Metro is a recently announced proposal by Transport for NSW which follows the same alignment.

A MetroWest station is envisioned below the Sydney Showground site and immediately adjacent to Australia Avenue, just to the west of the current Olympic Rail Station on location. This location allows re-use of some of the current rail spur serving the existing station and would allow the current heavy rail station to be decommissioned and the station site to be developed as an active part of the heart of the Olympic Park precinct. MetroWest will provide the much needed link for Olympic Park and greatly increase the attractiveness of the precinct as a place for living and working. It will also unlock development potential in the immediate vicinity of the station. WestMetro is seen as a complementary initiative to the Light Rail providing greater capacity and speed than the Light Rail can deliver.



# 10.0 Planning and Urban Design

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## Planning and Urban Design Benefits

The Proposal has been developed to respond to initiatives underway, to provide high volume public transport for Sydney. It will provide well-located, new housing stock and focuses development where increased density will have ready acceptance from the community. This will enable new housing stock to be developed to help accommodate Sydney's forecast population growth. This housing stock will be positioned at the centre of metropolitan Sydney rather than on the fringes, will be close to quality jobs, and reverses the trend to extended commuting, in keeping with the *Federal Government's Smart Cities Plan*.

The Proposal complements both planned future transport infrastructure as well as transport infrastructure currently under construction. Non-residential development has been included to co-locate housing, jobs and services. Importantly, a Value Sharing funding model will enable private delivery of much-needed transport improvements in the corridor. This transport capacity and major housing boost will help accommodate the Government's population growth forecasts for the Western Sydney region.



# 11.0 Summary of Benefits

## Integrated station development

The Proposal as an example of a significant mixed-use development, built in conjunction with proposed transport improvements that offer the potential of a fully integrated Transport Oriented Development (TOD) from the onset. This ensures that jobs, homes and services can be co-located without creating traffic or design conflicts and allows staging to seamlessly occur. Fully integrated stations and associated developments greatly reinforce the creation of new community hubs with quality public places and facilities that:

- Encourage active transport use
- Facilitate a vibrant public domain
- Foster potential for living and working together

## Rail Funding – ‘Value Sharing’ Methodology

The high costs of delivering major transport projects combined with the scarcity of Government finance (given the competing needs for Government funds and the Government’s current extensive infrastructure program), means that the deployment of alternative funding models needs to be considered as a viable method of funding additional transport infrastructure to meet the transport and housing needs of Sydney in a timely fashion.

Value Sharing as recognised by the Government’s announcement on the Parramatta Light Rail is an innovative and fair funding model under which funding for infrastructure is obtained from those parties that are the main beneficiaries of the new infrastructure. The Proposal is within the one corridor (given the Government’s current population projections) in which the collection of a Value Sharing uplift and an innovative funding model as outlined will substantially cover the construction and delivery of the proposed MetroWest rail link.

A Value Sharing funding model can enable private delivery of the much needed transport link between the two CBD’s at reduced cost to Government. Value Sharing can be coordinated with other Government initiatives such as the Parramatta Light Rail to ensure that value generated by development on Sites A and B is appropriately allocated across the various initiatives improving public assets.

## Alignment with Government Priorities

The Proposal aligns with numerous priorities of government and complements transport infrastructure currently under construction, particularly in Western Sydney.

The latest NSW Populations Projections Update states that between 2011 and 2036 Sydney’s population will increase by another 2.1 million to an estimated 6.4 million and that an additional 726,000 dwellings will be required between 2016 and 2036. The Proposal will contribute to the construction of both additional residential and commercial space on a well-connected transport link as will be necessary to accommodate projected population growth.

Set out below are the priorities identified in *A Plan for Growing Sydney*, which are aligned with the Proposal:

- **Growth of Greater Parramatta:** the growth of Greater Parramatta as Sydney’s second CBD, including development of Westmead as a specialised health and education precinct. This Proposal will provide synergies with transport links to the Greater Parramatta area.
- **New Priority Growth Area - Greater Parramatta to Olympic Peninsula:** the establishment of a New Priority Growth Area from Greater Parramatta to Olympic Peninsula. This Proposal will not only provide connectivity between Olympic Park to Greater Parramatta but will also enable urban renewal by putting in place the infrastructure required for establishment of businesses, jobs and population growth. The utilisation of Olympic Park Station site as part of The Proposal, is an example of smart redevelopment, taking the opportunity to leverage existing infrastructure as is encouraged by Direction 1.3 (*A Plan for Growing Sydney*) and encouraging revitalisation of this precinct as identified in Action 1.3.3. of Direction 1.3 (*A Plan for Growing Sydney*).
- **Grow Strategic Centres:** Direction 1.7 (*A Plan for Growing Sydney*) emphasises the importance of growing strategic centres that provide access to services, transport and employment. A Plan for Growing Sydney identifies the Sydney CBD, Greater Parramatta and Sydney Olympic Park as Sydney’s strategic centres, which is consistent with the proposal.

- **Accelerate Housing Supply:** Direction 2.1 (*A Plan for Growing Sydney*) outlines the necessity of increasing Sydney’s housing supply with an estimated 665,000 new dwellings required over the next 20 years (recently updated by Greater Sydney Commission to 700-800,000) The construction of an estimated 91,000 new dwellings will provide additional housing stock on a well-connected transport routes.

## Importance of Timing

There is a limited window of time within which to derive the benefits possible from a Value Sharing model in the corridor, in light of the imminent development of the Bays Precinct and continued population growth in Sydney (in particular, Western Sydney). It is important that flexibility for development be maintained on The Proposal site, to capitalise on this development window.



# 12.0 Conclusion

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## Benefits of Billbergia's Proposal

The benefits of the Billbergia proposal include a world class transport hub linked to the Sydney Showground, sporting facilities, residential development, hotels, retail, commercial offices and the Brickpit Reserve. Development of Site A proposes a unique residential tower marking Sydney Olympic Park on the Sydney skyline. The Proposal interconnects many uses and forms the heart of a new Sydney Olympic Park.

Key benefits include the following:

- Private sector funding of a new Government owned metro rail station
- A landmark residential development marking Sydney Olympic Park on the greater Sydney skyline
- Integration of key Sydney Olympic Park uses through the new Station Precinct
- A greener urban landscape, complimenting density
- An activated retail edge to the Sydney Olympic Park streetscape
- Enhanced relationship between Sydney Olympic Park and Brickpit Reserve
- Financial benefits to the RAS
- Economic benefits to Sydney Olympic Park
- Sustainable income for stakeholders
- Sustainable development
- Effective Value Sharing

## Billbergia Recommendations

Billbergia have reviewed the SOP Master Plan 2030 (2016 Review) and appreciate the proposed vision for this important area. Huge potential exists for the integration of transport infrastructure, residential living, commercial activities, sporting events, Showground events and urban parkland. Billbergia would like to request that some aspects of the SOP Master Plan 2030 are re-evaluated in the context of current proposals being considered to enhance transport infrastructure, in particular MetroWest Rail.

Billbergia would like to request that Sydney Olympic Park Authority considers the following actions:

- Review all current transport infrastructure proposals that may need to be incorporated into the Master Plan 2030
- Re-consider uses of sites that may be incorporated into future transport infrastructure developments
- Consult with stakeholders, including Government and private sector investors in relation to these transport infrastructure projects
- Re-consider the proposed uses and controls designated to specific sites that may be incorporated into transport infrastructure developments, specifically Sites A and B as identified in this submission
- Grant stakeholders additional time to develop site specific proposals, in relation to proposed transport infrastructure projects