



CB/AD
15804
28 February 2017

Carolyn McNally
Secretary
Department of Planning & Environment
GPO Box 39
SYDNEY NSW 2001

Dear Ms McNally

**SUBMISSION - ARNCLIFFE AND BANKSIA PRECINCT PROPOSAL
381-391 PRINCES HIGHWAY, ROCKDALE**

JBA has prepared this submission on behalf of SPG Investments Pty Ltd. SPG Investments Pty Ltd is the owner of 381-391 Princes Highway, Rockdale, (herein referred to as the 'Spotlight site') which is located within the southern portion of the Arncliffe and Banksia Priority Precinct.

In summary this submission concludes that the proposed amendments to the zoning and development controls:

- will create a pocket of land that will be incongruous with the surrounding land parcels;
- should not seek to retain the B6 – Enterprise Corridor zoning on the Spotlight site or Storage King site as no automotive or typical employment uses exist;
- should rezone the Spotlight site and Storage King site to a B4-mixed use zone and increase the allowable maximum height and FSR controls, because solely increasing the maximum height control by 3.5m will not encourage any investment injection;
- will create a pocket of land that be a blight on the high quality and active streetscape envisioned along the western side of Princes Highway;
- should permit residential development in the form of shop-top housing to act as a catalyst for increased jobs and growth.

This submission describes the site, the existing planning controls and the proposed amendments to the land use framework for the site and the surrounding land parcels. In addition, this submission includes a discussion of the impacts on the site from the Precinct Proposal seeks the following amendments:

- rezone the site and the Storage King site to the B4-Mixed Use zone;
- increase the maximum height control to 28m; and
- increase the maximum FSR control to 2.5:1.

1.0 THE SITE

The site, has a street address of 381-391 Princes Highway, Rockdale and is bound by Rockdale Street to the north, Princes Highway to the east, an un-named street to the south and the Illawarra rail line to the west. It is situated approximately 300m south of Banksia Railway Station and is currently occupied by a Spotlight retail store. Directly north of the site is a Storage King warehouse. A used car yard is situated directly south.

The Spotlight site is approximately 7,000m² in area and is located within the southern-most portion of the Banksia Precinct. The combined Spotlight and Storage King site area is approximately 12,000m². A site location plan is provided at **Figure 1** and an aerial photograph and context plan is provided at **Figure 2**.

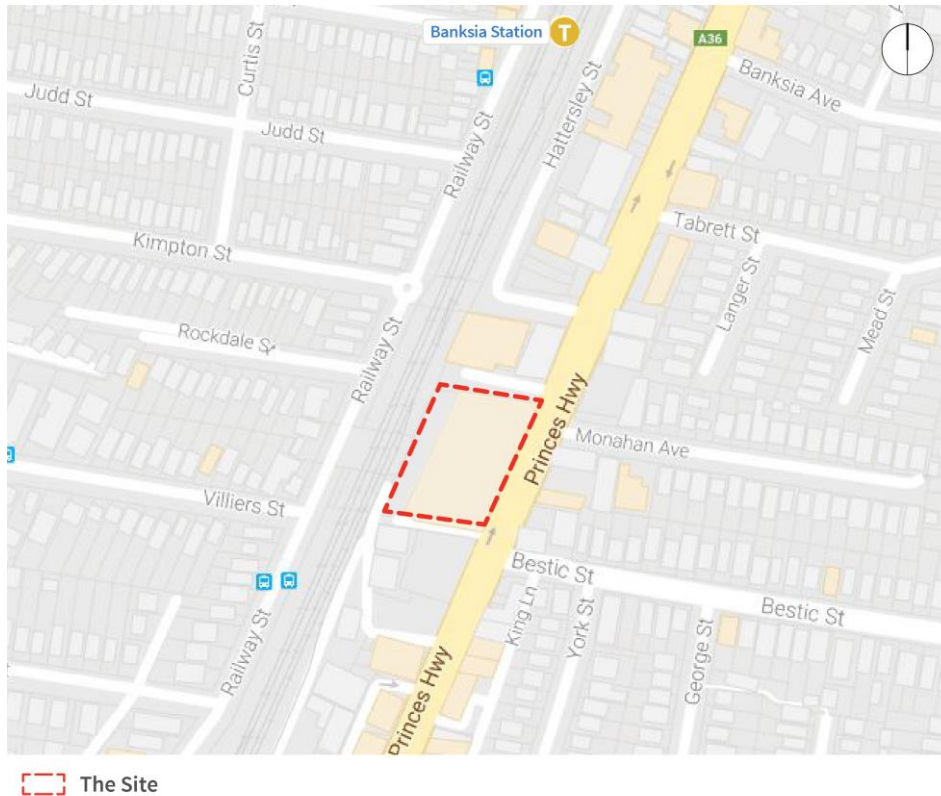


Figure 1 – Site location plan
Source: Google Maps and JBA

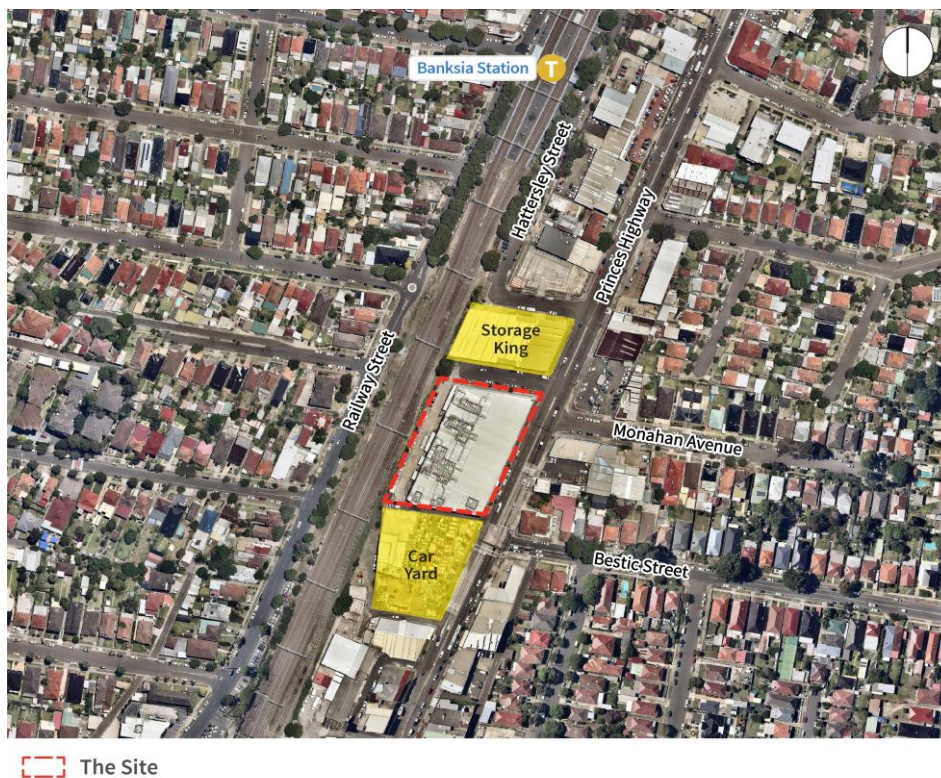


Figure 2 – Aerial photograph and context plan
Source: Google Maps and JBA

2.0 EXISTING PLANNING CONTROLS

Under the *Rockdale Local Environmental Plan 2011*, the site is currently zoned B6 – Enterprise Corridor and has a maximum height limit of 14.5m and a maximum FSR control of 1.5:1. The existing zoning, height and FSR controls for the Spotlight site and strip of land running along the Princes Highway to the north and south are depicted **Figures 3-5**.



Figure 3 – Existing zoning provisions under the Rockdale LEP
Source: Department of Planning

We would like to note that whilst the car yard site to the south of the site is not within the Arncliffe and Bankia Precinct area, a development application is currently being assessed by Bayside Council for an 11 storey mixed use building comprising 3 ground floor retail units, basement car parking and 92 residential units. It is understood that design revisions are currently being made to the proposed development, but notwithstanding this, the maximum height is expected to be approximately 34m and the FSR is to be 4.8:1.

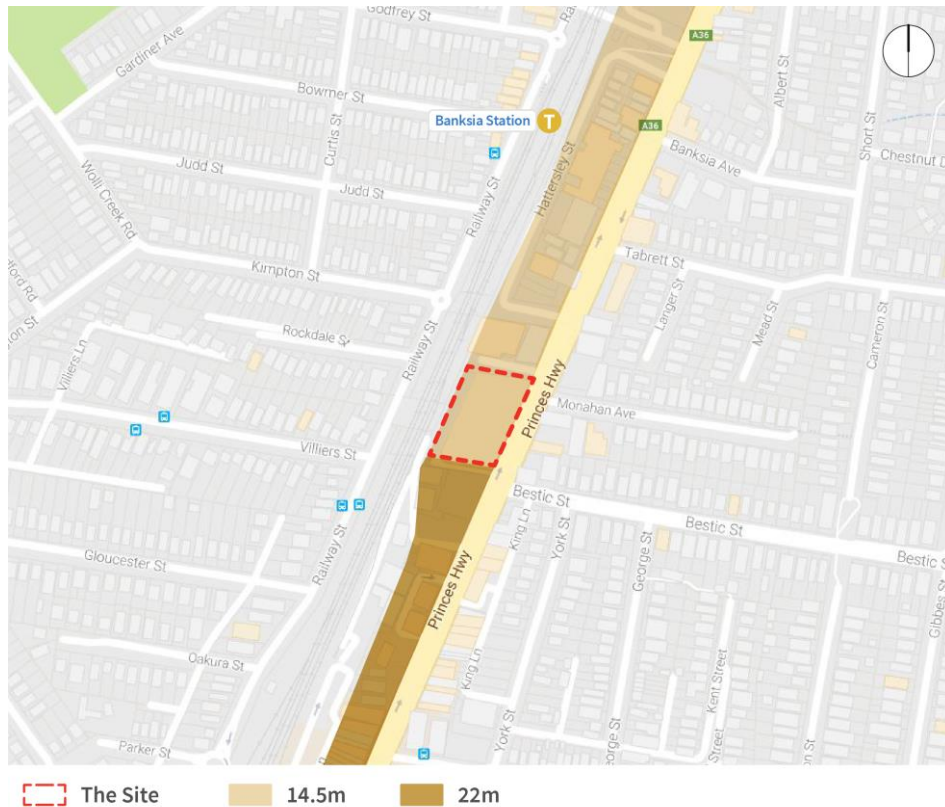


Figure 4 – Existing maximum height controls under the Rockdale LEP
Source: Department of Planning

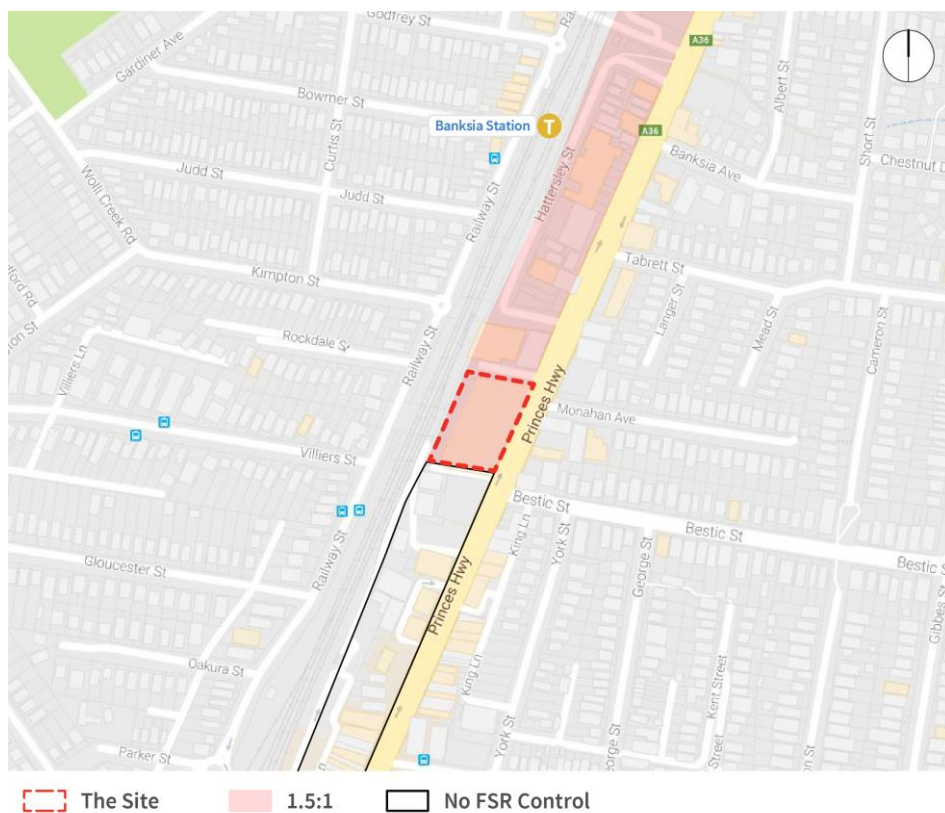


Figure 5 – Existing maximum FSR controls under the Rockdale LEP
Source: Department of Planning

3.0 THE PRECINCT PROPOSAL

The Arncliffe and Banksia Precinct Proposal outlays a number of changes to the Princes Highway Corridor land use framework. With specific reference to the western side of the Princes Highway, the following is proposed.

Zoning

- Retention of the B6 – Enterprise Corridor zoning provision on the Spotlight site and the Storage King site; and
- Rezoning of the land referred to as the Banksia neighbourhood centre, which surrounds the Banksia Railway Station and is bounded generally by Hattersley Street from a B6 – Enterprise Corridor zone to a B4 – Mixed Use zone.

The proposed amendments to the zoning provisions are illustrated in **Figure 6**.

We note that the justification for the retention of the Spotlight site's existing B6 – Enterprise Corridor zoning is to *“encourage an employment focus and ensure that employment uses associated with the automotive industry continue to be provided for”* (p22).

Furthermore, the justification for rezoning the Banksia neighbourhood centre area is predicated on the requirement to expand the centre to serve the growing community and continue to allow showrooms with a retail component, but also provide for a broader range of businesses including retail, cafés, offices and shop-top housing.

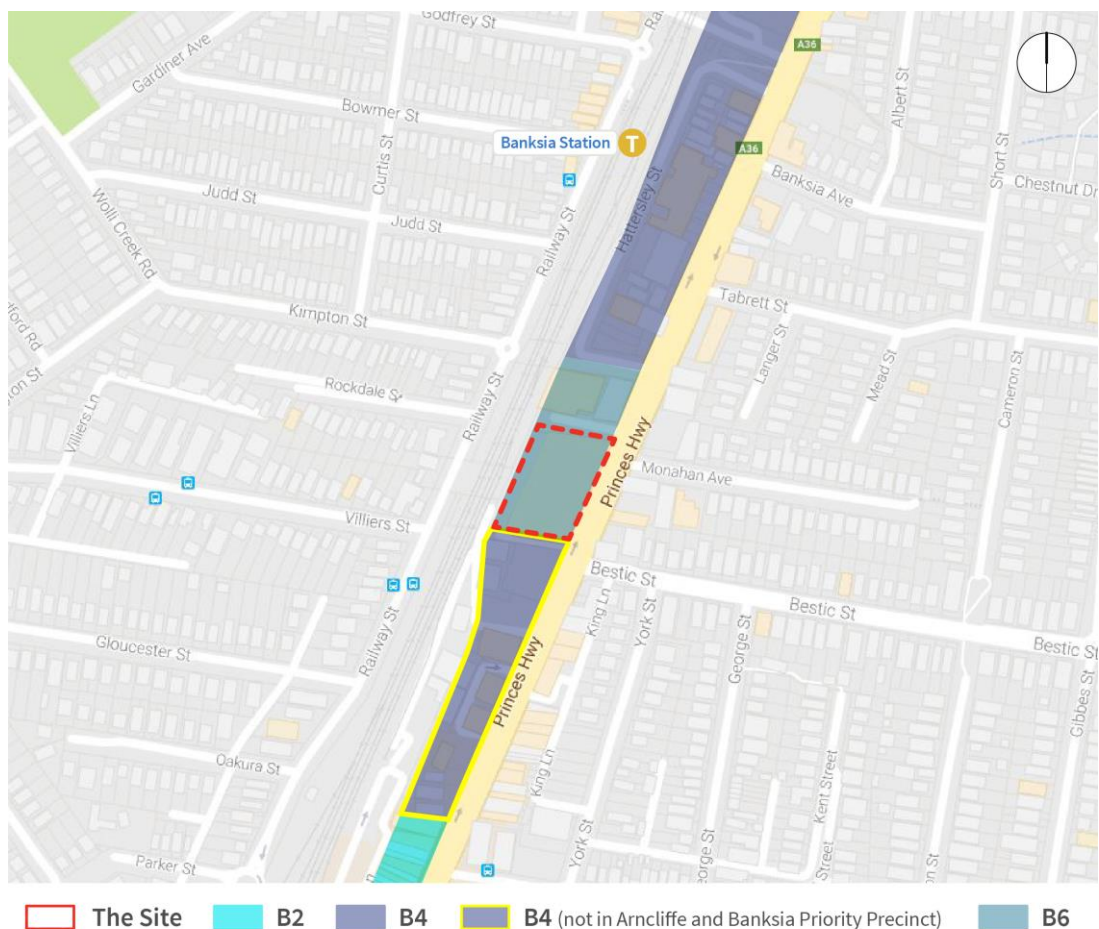


Figure 6 – Arncliffe and Banksia Precinct Proposal amendments to the zoning provisions
Source: Department of Planning

Height

- Increasing the maximum height control on the Spotlight site and the Storage King site from 14.5m to 18m; and
- Increasing the maximum height control within the Banksia neighbourhood centre to 28m.

The proposed amendments to the maximum height controls are illustrated in **Figure 7**.

The justification for the increase in height proposed on the Spotlight site is *“to allow for expanded commercial buildings in this area”* (p32). Furthermore, the proposed amendment to the Banksia neighbourhood centre height control appears to be based on the requirement for the tallest buildings to be located within close proximity to the railway stations. We note however that in general, the Precinct Proposal height controls have been formulated *“to provide for heights that decrease towards the boundaries of the precincts in order to provide an appropriate transition to the built form of surrounding areas”* (p23).

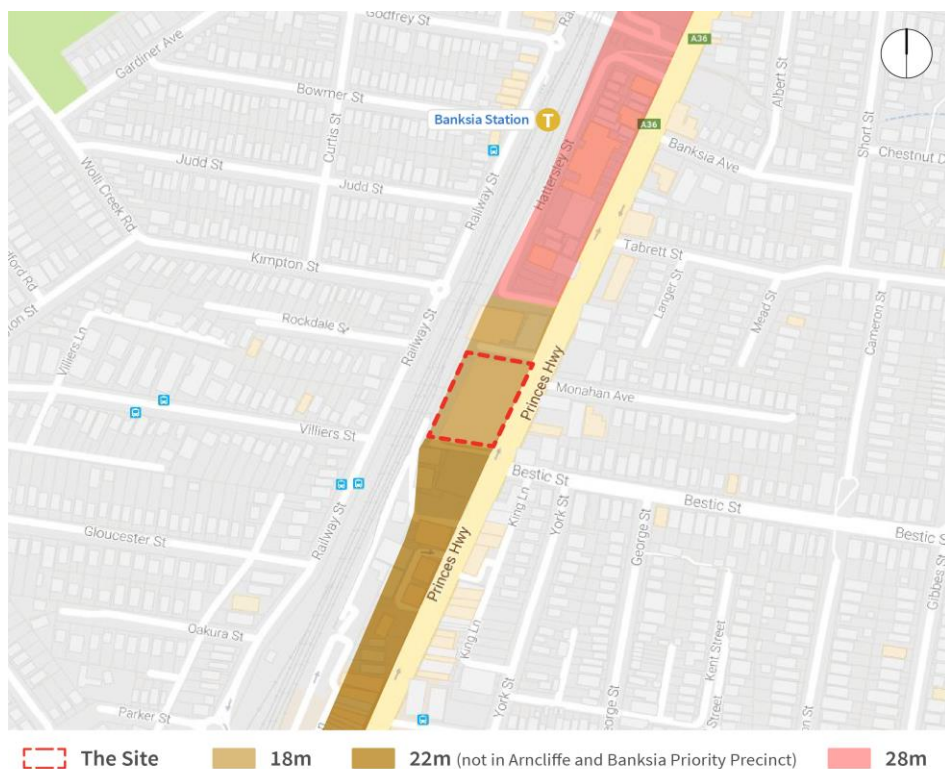


Figure 7 – Arncliffe and Banksia Precinct Proposal amendments to the maximum height provisions
Source: Department of Planning

FSR

- Retention of the 1.5:1 FSR control that applies to the Spotlight site and the Storage King site; and
- Increasing the FSR control on the land within the Banksia neighbourhood centre from 1.5:1 to 2.5:1.

The proposed amendments to the maximum FSR controls are illustrated in **Figure 8**.

The Precinct Proposal document does not appear to provide a specific justification for the retention of the 1.5:1 FSR control on the Spotlight site or the increase of the FSR control for the Banksia neighbourhood centre. Instead, the general justification is that the proposed range of FSR controls have been identified to encourage regeneration and investment in the precinct as well as allowing for the desired built form to ensure a balance between a high quality built form, the capacity of infrastructure and financially viable development.

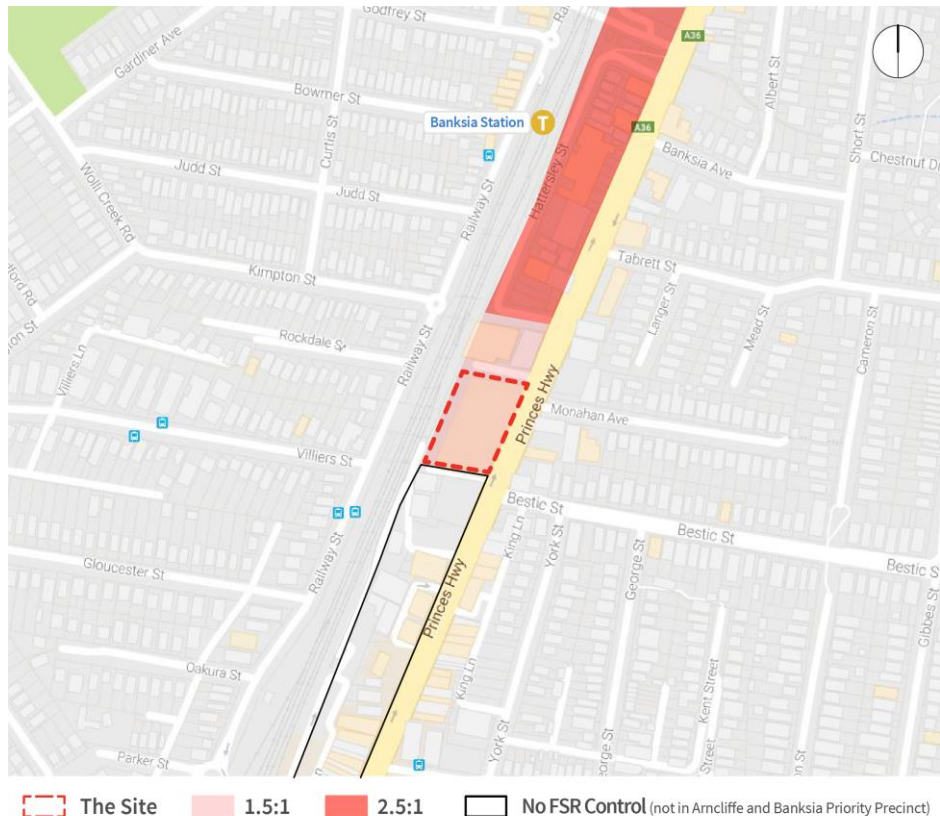


Figure 8 – Amcliffe and Banksia Precinct Proposal amendments to the FSR provisions

Source: Department of Planning

Design Excellence

In addition to the above, it is noted that a new clause is recommended within the Precinct Proposal to require all future development in the precinct is to exhibit design excellence and be designed and assessed against a set of criteria to ensure the highest standard of architectural, urban and landscape design is delivered.

4.0 THE ISSUES

4.1 The site and the Storage King site will be incongruous with the surrounding land parcels

As shown in **Figure 6**, the retention of the B6 – Enterprise Corridor land use zone on the Spotlight site and the Storage King site will create an isolated 12,000m² pocket of land on the western side of Princes Highway that will be incongruous with the zoning provisions applying to the land located to the north and south.

The justification provided for retaining the B6 zoning provision does not relate to the existing uses on the Spotlight site or Storage King site, as the key argument is based upon the notion of retaining land to encourage growth in employment uses associated with the automotive industry.

Neither the Spotlight site nor the Storage King site are used for any purpose related to the automotive industry and are not generally suitable for typical employment or automotive uses. Therefore, the justification set out in the Precinct Proposal to justify the B6 zone retention has no direct relationship to the existing uses.

Furthermore, the high quality and active street scape that is being encouraged within the Banksia neighbourhood centre and will be provided on the Car Yard site (should the proposed DA be granted), will be blighted by the retention of the Spotlight site and Storage King site given there is little incentive for redevelopment provided by the Precinct Proposal.

4.2 The restrictive development controls applying to the site and the Storage King site will not encourage investment

The objective for the Arncliffe and Banksia Precincts is to create vibrant, attractive and connected communities, where people can live and work with good access to public transport, community facilities, open space, shops and cafes.

AEC's Economic & Feasibility Analysis of the Banksia Priority Precinct (Appendix H of the Precinct Proposal) states "*new mixed use developments which accommodate a diverse range of uses such as retail, bulky goods, modern showrooms and light industrial uses coupled with residential development have been met with success*". Examples cited in the report include, East Village at Zetland, Stockland Balgowlah, Peninsula Village Matraville, Central Park at Broadway and the Broadway at Punchbowl.

The report also states "*that good quality retail and commercial space within Banksia is limited. The Princes Highway has in the past been perceived as a desirable location with many successful businesses located therein with corresponding demand underpinning strong sales and leasing activity. Over time many buildings have become tired and aged, contributing to the precinct's dated appearance and presentation*".

Whilst the maximum building height control on the site is proposed to be increased to 18m, the development controls that apply to the Spotlight site and the Storage King site remain too restrictive to encourage investment. The Department of Planning should therefore consider the release of the Spotlight site and Storage King site from the current stringent B6 Enterprise Corridor zoning and its associated height and FSR controls in order to create the impetus for new residential investment injection that in turn will lead to new commercial and retail investment injection.

Furthermore, it is noted that the Precinct Proposal also seeks to require all future development within the Precincts and hence the site, to exhibit design excellence and be assessed against a set of criteria. Should this additional requirement be applied to the Spotlight site, then this will further inhibit investment in its redevelopment unless incentives, such as permitting a greater range of uses and increased densities are permitted.

4.3 Use residential development on the site and the Storage King site to act as a catalyst for increased jobs growth and investment

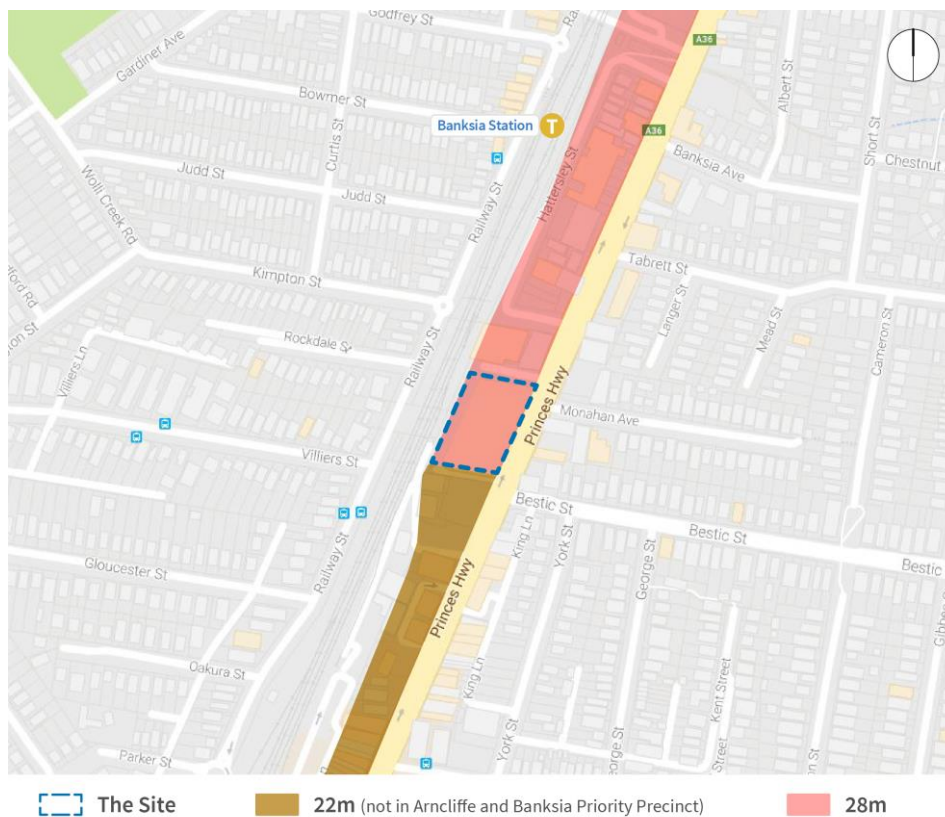
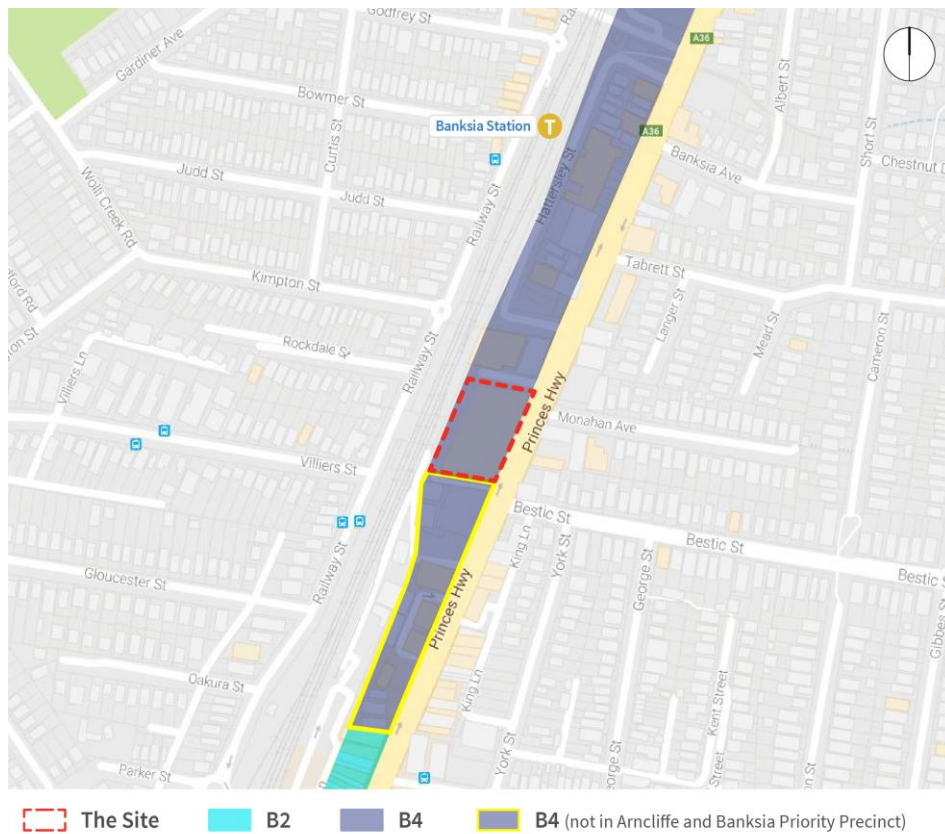
The AEC economic report acknowledges that the Precinct Proposal seeks to encourage renewal of the Hattersley Street cluster into a new retail strip and recognises the need for residential uses to facilitate/cross-subsidise provision of new retail facilities.

The Department of Planning should apply the same thinking to the Spotlight site and the Storage King site and use residential development to act as a catalyst for investment. For residential development to be permissible on the Spotlight site and Storage King site, a different zone and set of development controls are required. We therefore seek all of the following amendments (in conjunction with one another) to be made to the Arncliffe Banksia Precinct Proposal:

- rezone the Spotlight site and the Storage King site to the B4-Mixed Use zone;
- increase the maximum height control to 28m; and
- increase the maximum FSR control to 2.5:1.

The proposed amendments are depicted in **Figures 9-11** and are justified as follows:

- The proposed zoning amendment will create a contiguous B4 zone that will permit a suitable range of land uses which will in turn create an impetus for investment in the Princes Highway corridor.
- The proposed maximum height control will provide the opportunity to provide for a more continuous and smoother transition in built form along Princes Highway between the Rockdale and Banksia centres, particularly given that a development with a height of 34m is proposed on the Car Yard site.
- The proposed FSR control will provide a suitable density that will encourage regeneration and investment and ensure that the built form is balanced along this part of the Princes Highway and a high quality and active streetscape be encouraged along the entire Princes Highway frontage between Rockdale and Banksia.



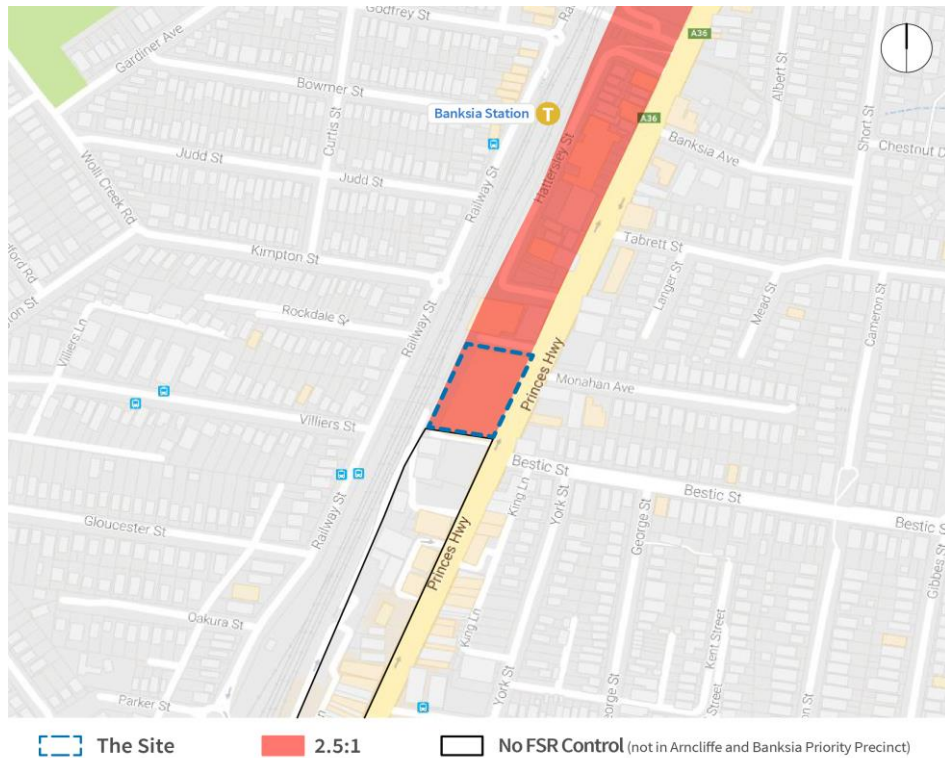


Figure 11 – Proposed FSR control
Source: JBA

5.0 CONCLUSION

In conclusion, we commend the Department of Planning for seeking to stimulate the upgrade of the urban environment along the Princes Highway and within the Arncliffe and Banksia areas. However for the reasons explained above, and to simply provide a better development outcome, we respectfully seek that the Arncliffe and Banksia Precinct Proposal amend the zoning provisions, maximum height and FSR controls that apply to the Spotlight site at 381-391 Princes Highway, Rockdale.

Should you have any queries about this matter, please do not hesitate to contact me on 9956 6962 or cburdett@jbaurban.com.au.

Yours faithfully

Claire Burdett

Claire Burdett
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