GREATER PARRAMATTA PRIORITY GROWTH AREA

INTERIM LAND USE & INFRASTRUCTURE IMPLEMENTATION PLAN SUBMISSION

1. Introduction

We congratulate and support the Department of Planning & Environment in its release of the Greater Parramatta Priority Growth Area Interim Land Use & Infrastructure Implementation Plan (the Plan).

The Plan outlines a vision for a connected, vibrant city with more jobs, homes, and essential services over the next 20 years and provides a framework to guide future redevelopment and identifies the infrastructure needed for continued growth.

The Plan represents a key step forward in the coordinated strategic planning framework for the Greater Parramatta & Olympic Park (GPOP) area and will now facilitate the delivery of jobs, housing and infrastructure across precinct.

The exhibition material addresses two key land use and planning matters being:

a. The establishment of the Greater Parramatta Priority Growth Area providing a Statutory planning framework for the rezoning of land within the precinct; and

b. The Land Use & Infrastructure Implementation Plan which will guide urban design and infrastructure delivery.

This submission has been prepared on behalf of the land owners of a key site adjoining the Westmead station which will help shape the future urban structure and skyline of the Westmead Precinct.

The site, 3 Hassall Street Westmead, is situated directly adjacent to Westmead Station, on the corner of Alexandra Avenue and Hassall Street, a key junction in the pedestrian, cycle and vehicle paths leading to and from the station and future light rail interchange.

The vision for the site is to deliver an iconic mixed-use retail, commercial and residential building which acts as a visual marker in the urban landscape, directing residents to and from the Westmead Station Transport Interchange as part of an activated Hub encompassing the northern and southern side of the rail station.
The delivery of this vision will ensure a built form which frames the street edge at this key junction, and provides a building which acts as a way finding element in the local streetscape, consistent with traditional Town Planning principles.

In context of this site, we request that the Department of Planning & Environment consider the following key elements and urban design outcomes in the progression in the finalisation of the Plan and preparation of more detailed planning outcomes for the Westmead Precinct:

- **The Local Planning Direction to be issued provides advice regarding lodgement and progression of Local Planning Proposals prepared by land owners.**

- **Consistent with the background analysis reports, deliver a built form transition which concentrates intensive higher rise mixed-use development around the Station Core, transitioning to medium rise development along the northern and southern edge of the Westmead Precinct.**

- **Encourage built form directly adjoining Westmead Station which allows for iconic gateway buildings of 30+ storeys, establishing Westmead as a true world class Transit Orientated Development Precinct.**

- **Consistent with the background analysis reports, review and minimise car parking provision for sites adjoining Westmead Station.**

- **Ensure that the cost of infrastructure does not detrimentally impact housing affordability.**

We look forward to working with the Department of Planning and Cumberland Council in a coordinated fashion to play a key role in the regeneration of the Westmead Precinct.

### 2. The Subject Landholding

The subject land holding is located on the corner of Hassall Street and Alexandria Avenue, in Westmead and encompasses a site area of approximately 1,100m².

The site is adjacent to the southern side of Westmead Station, opposite the southern pedestrian entry. Hassall Street functions as the main thoroughfare to the station for residents who live in the southern area of Westmead.

As such, the signalised Hassall Street / Alexandria Ave intersection is a major pedestrian and cyclist crossing point for residents accessing the station.

It is essential that the future built form on the site will need to act as a gateway building, which acts as a way finding element in the local urban and streetscape context.
3. Greater Parramatta Priority Growth Area

The package released by the Department of Planning included establishment of the Greater Parramatta Priority Growth Area providing a Statutory planning framework for the rezoning of land within the precinct.

As outlined in the documentation this is to be achieved through an amendment to the existing State Environmental Planning Policy (Sydney Region Growth Centres) 2006 (Growth Centres SEPP).

The SEPP amendment will include updated mapping to identify a new growth centre - the Greater Parramatta Priority Growth Area and required amendments to the operative provisions of the Growth Centres SEPP.

We support this approach and consider that this will allow for a long term statutory planning outcome to be adopted over the whole of the Precinct area.

It is however, critical to ensure that Local Planning Proposals can be progressed at any point in time, without being delayed by the finalisation of broader planning / urban design studies and rezoning processes.

The information package released by the Department notes that Local Planning Proposals can be prepared by land owners. We request that this be addressed in the Local Planning Direction proposed to be issued.
4. Interim Land Use and Infrastructure Implementation Plan

The Interim Land Use Infrastructure Implementation Plan identifies how more jobs, homes and essential services will be accommodated in the priority growth area over the next 20 years.

The Plan provides a land use framework to guide future redevelopment of the priority growth area which has the capacity to accommodate more than 100,000 additional dwellings and 300,000 additional jobs.

The Hassall Street site is located within the Parramatta CBD and Westmead Health and Education Super Precinct portion Greater Parramatta. The Super Precinct is described as playing “a critical role, offering a dynamic combination as a commercial core, civic heart, health, education and research hub. This super precinct will be GPOP’s westernmost economic anchor – attracting human talent, investment, creative and innovative activity”.

Figure 2 below shows the site in context of the Plan.

Figure 2: Land Use Plan Site Identification
The Background Analysis released with the Plan notes that *there may be opportunity for higher forms of residential development on the eastern side of Hawkesbury Road as part of mixed use development above retail and/or commercial uses.*

The Westmead Station Hub will play a key role in delivering a dynamic and vibrant core for the broader Westmead area. Commercial floor space, retail scale and residential housing densities should transition iconic high-rise mixed-use buildings adjoining the Station Hub to medium density housing on the edge of Westmead.

The Hassall Street site is ideally situated to play a key role in the renewal of Westmead, consistent with the LUIIP, delivering an iconic building structure which incorporates mixed use commercial and retail elements, with residential apartment housing above.

The commercial and retail components will deliver long term employment and service opportunities for both local residents and the broader Western Sydney community, particularly given the proximity to Westmead Station and Light Rail interchange.

Figure 3 below demonstrates how commercial, retail and residential densities can be delivered in a gradating form surrounding the Station Hub.

Figure 3 demonstrates three distinct land use areas being:

- **Station Core**
  The Station Core will accommodate the most intensive commercial, retail and residential built form, with strategic key sites to accommodate iconic way finding buildings on prominent corners and pedestrian / cycle path junctions.
  The Station Core will include key place making elements including the Town Square Zone nominated in the Plan.
  Built form in the Station Core could be up to 30 storeys. Key sites delivering iconic mixed-use buildings directly adjoining the station could be 30+ storeys, maximising housing and employment creation adjacent to the rail and light rail transport interchange.

- **Higher Density Transition**
  The Higher Density Transition area allows for a gradual transition in density, built form and land use between the Station Core and the surrounding medium rise residential and health care areas.
  Built form in the Higher Density Transition area could be typically 10-15 stories, delivering pedestrian scale street edge, with higher density development above. This will allow for urban renewal of the predominantly existing 3 storey walk-up apartment buildings within Westmead.
• **Medium Rise Health Care / Medium Density Residential**

The Medium Rise Urban and Health Care areas form the northern and southern edges of the Westmead Precinct. These areas form the edge of the renewal and activation areas, and allow for a transition to existing residential areas.

Built form in the Medium Rise area could be typically four to eight stories, delivering an urban / suburban interface.

Figure 3: Urban Renewal Land Use Intensity Diagram
5. Pedestrian Connectivity and Way Finding

The signalised intersection of Hassall Street and Alexandria Parade forms a key cross road for residents to access a range of transport and employment facilities including:

- Westmead Station
- Westmead bus interchange on Alexandria Ave
- Westmead Health Precinct (northern side of the rail line)
- Light Rail interchange

The intersection also forms a key crossing point for pedestrians and cyclists travelling from the Parramatta CBD to the south. The pedestrian path from the CBD is located on the southern edge of Alexandria Parade.

Any future urban renewal strategy for the Westmead Precinct needs to recognise the importance of and plan for the revitalisation of both the northern and southern edge of the Station Hub.

It is critical from a pedestrian way finding and urban structure perspective that the future built form on the site provide a key marker in the urban landscape to guide residents.

An iconic architectural built form marker which delineates key movement routes providing direct access to the railway station will strengthen east-west pedestrian connectivity.

Streetscape activation is also critical to provide a vibrant interface with the railway station entry and enhance pedestrian safety.

Figure 4 below identifies the key pedestrian linkages surrounding Westmead Station.
6. Car Parking & Access

As discussed in the Background Analysis reports released, *the precinct is an excellent location for future mixed-use development given its proximity to public transport including future light rail, heavy rail.*

The Background Analysis states that *Due to the existing over-reliance on cars for travel to the precinct any future redevelopment of the precinct will require a readjustment in current approaches to transport strategies including the provision of car parking.*

We support this approach and review of parking provision rates for future mixed-use development. For sites such as the Hassall Street land holding, which are situated directly adjoining the station and associated transport facilities, vehicular parking provision requirements should have minimised to encourage walkability.
7. State Infrastructure Levy

The Land Use & Infrastructure Plan released discusses the implementation of a Special Infrastructure Contribution (SIC) Levy to fund State and Regional infrastructure.

While the provision of key infrastructure items is supported, it is essential to ensure that the cost of infrastructure is equitably distributed over the area which it benefits.

As an example, the Light Rail will benefit both existing and future residents between Westmead and Carlingford.

As such, the cost of delivering the Light Rail, should not be solely born by future development projects.

Infrastructure costs should, as much as possible, be minimised through a broadening of the funding base. High infrastructure costs and associated levies will directly impede the delivery of housing and employment within Westmead and the broader GPOP area.

8. The Opportunity

In response to the Land Use and Infrastructure Plan and site context we have prepared an indicative preliminary design response, which demonstrates how an iconic mixed-use building could be delivered on the site.

As discussed above, the Hassall Street property sits at the junction of key local pedestrian links, adjoining the planned Westmead rail, light rail and bus transport interchange hub, forming part of the Station Core.

The site presents an unparalleled opportunity to deliver an iconic gateway building, a long term visual landscape marker which acts as a way finding element in the urban fabric.

The street level and lower floors will be dedicated to retail, cafe and commercial suites which achieve an open and interactive streetscape presence. Outdoor dining areas, cafes and restaurants will provide visual amenity to the streetscape and vibrancy to the interface with Westmead Station.

An activated street front will enhance pedestrian safety at this key intersection and the southern entrance point to Westmead Station.

Above the retail and commercial floors, the residential portion of the building provides four floors along the Alexandria Avenue frontage. This will ensure that the building maintains a pedestrian scale along the streetscape edge.

On the corner of the site, the proposal incorporates a podium tower, up to 30 storeys, providing an iconic and visually prominent gateway built form element. The tower has been setback from the building edge to ensure the pedestrian scale streetscape is maintained.

The residential tower enhances passive surveillance of the Station and future Transport Interchange Hub, benefiting community and future employees of the Westmead Health and Medical Precinct to the north. Figure 5 below provides an indicative built form vision for the site.
Figure 5: Indicative Built Form Perspective
9. Summary

We congratulate and support the Department of Planning & Environment in its release of the Greater Parramatta Priority Growth Area Interim Land Use & Infrastructure Implementation Plan (the Plan).

The Plan represents a key step forward in the coordinated strategic planning framework for the Greater Parramatta & Olympic Park (GPOP) area and will now facilitate the delivery of jobs, housing and infrastructure across precinct.

The key considerations in the progression of detailed Land Use and Urban Design Planning which we request be addressed are:

- **The Local Planning Direction to be issued provides advice regarding lodgement and progression of Local Planning Proposals prepared by landowners.**
- **Consistent with the background analysis reports, deliver a built form transition which concentrates intensive higher rise mixed-use development around the Station Core, transitioning to medium rise development along the northern and southern edge of the Westmead Precinct.**
- **Encourage built form directly adjoining Westmead Station which allows for iconic gateway buildings of 30+ storeys, establishing Westmead as a true world class Transit Orientated Development Precinct.**
- **Consistent with the background analysis reports, review and minimise car parking provision for sites adjoining Westmead Station.**
- **Ensure that the cost of infrastructure does not detrimentally impact housing affordability.**

Please do not hesitate to contact me if you have any questions regarding this submission. We look forward to working collaboratively with all levels of government and key stakeholders to achieve the vision for the renewal of the Westmead Precinct.

Your faithfully

_Urbanco Group Pty Ltd_

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