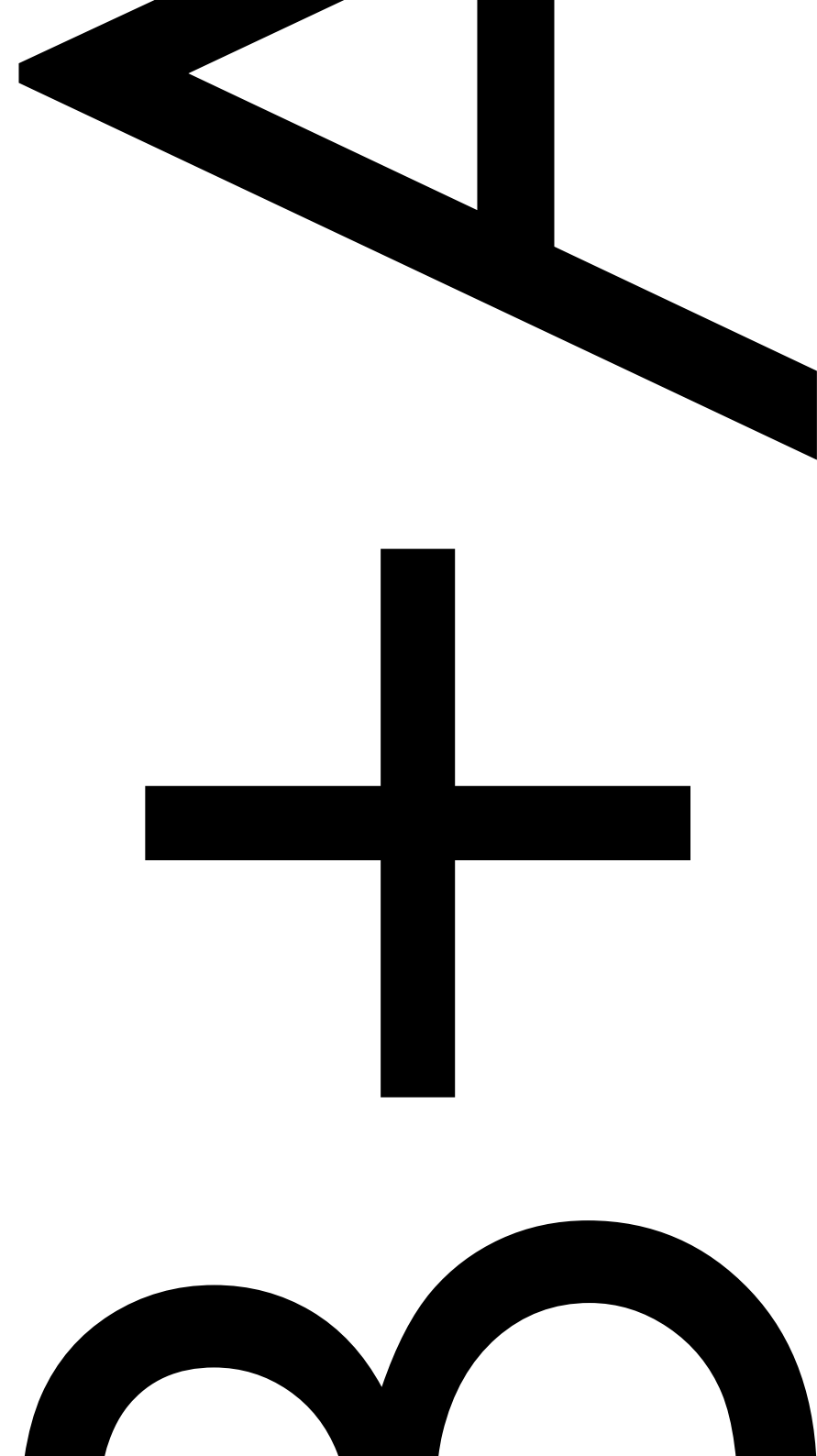


DRAFT NEWCASTLE METROPOLITAN PLAN 2017 URBAN DESIGN RESPONSE

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137 LAMBTON ROAD, 127-129 LAMBTON ROAD, 6 NEWTON STREET, BROADMEADOW
1805 28 FEBRUARY 2018 ISSUE A

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INTRODUCTION

On behalf of our clients Warathy Pty Limited, Bonus + Associates are pleased to make the following submission to Department of Planning & Environment regarding the DRAFT Greater Newcastle Metropolitan Plan 2017.

Warathy Pty Limited is the owner of several strategic sites within the Lambton Road Precinct of the DRAFT Greater Newcastle Metropolitan Plan 2017, including:

- 137 Lambton Road, Broadmeadow
- 127-129 Lambton Road, Broadmeadow
- 6 Newton Street, Broadmeadow

137 Lambton Road Broadmeadow operates as Fraser Motorcycles, a landmark automotive dealership and Australia's premier motorcycle dealer, who have operated continuously on this site since 1955.

B+A welcomes the identification of Broadmeadow as a 'catalyst area', recognising its potential as a nationally-recognised sport and entertainment precinct. The stadium regularly brings Newcastle onto the national and international stage, with events like the Special Olympics in 2013, AFC Asian Cup in 2015, and appearances by the Kangaroos, Wallabies, Socceroos and Matildas over recent years.

When considered in the context of the sporting facilities and associated businesses, Hunter School of Performing Arts, and offices at Nineways, there is no denying this is a busy area, reflective of the area's diverse culture. Accordingly, we support the continued focus on growth. This will support, and make better use of existing infrastructure, including the railway station. It can also support the case for extending Newcastle's light rail network to service a broader catchment area.

B+A understands considerable planning and investment is already being directed to the predominantly government-owned land around the stadium. This has been demonstrated through the draft Concept Plan prepared for Venues NSW and recently exhibited.



HUNTER SPORTS & ENTERTAINMENT PRECINCT WITH SUBJECT SITES IDENTIFIED

Unfortunately, we do not feel the same level of consideration has been given to assessing the potential for change in the other precincts identified within the catalyst area. This submission outlines these issues and provides recommendations for the final Plan to offer a more ambitious vision, and clearer directions for growth, with a specific focus on the Lambton Road Precinct.

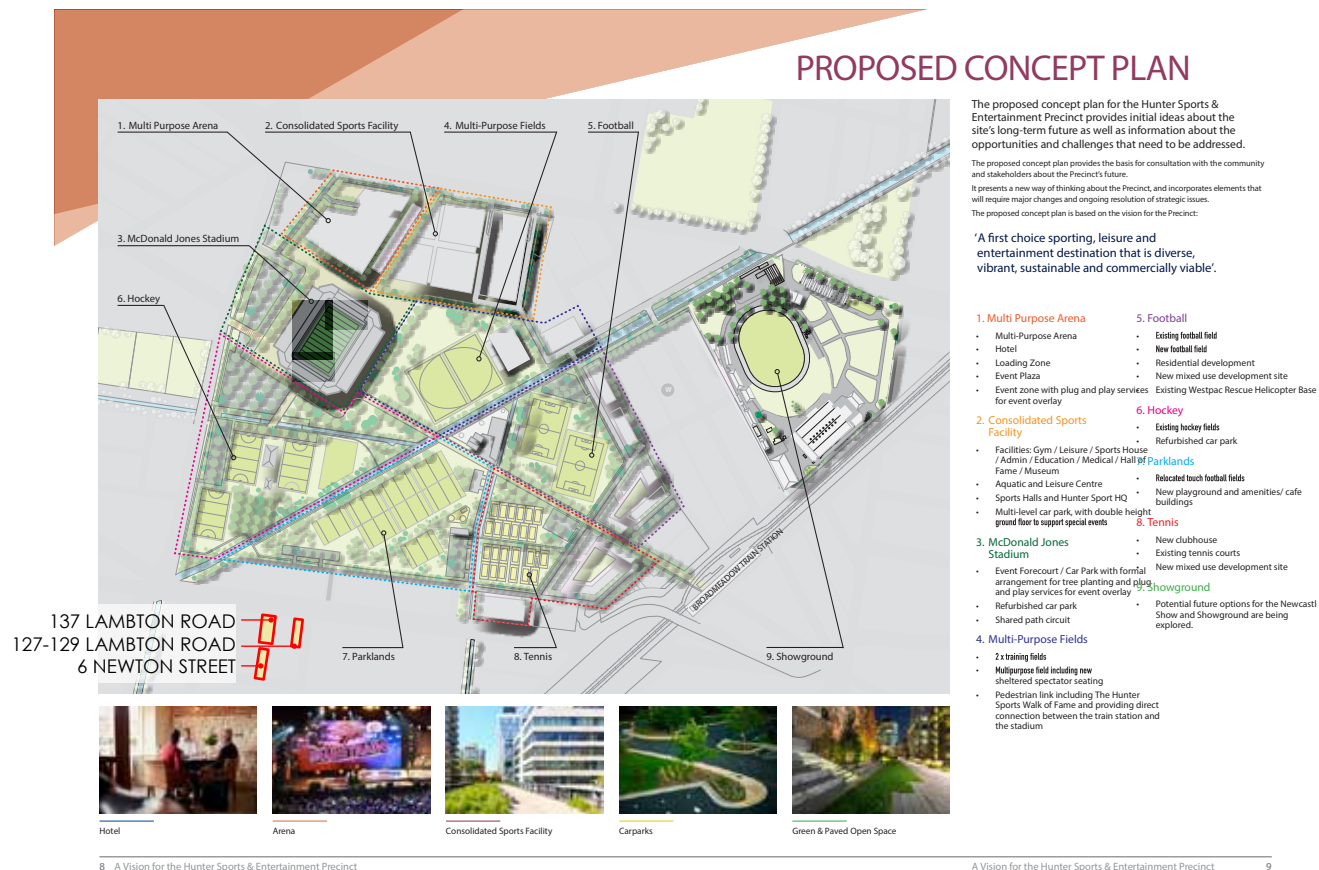
A GOAL BEYOND BUSINESS AS USUAL

As presented, and except for the Hunter Sports and Entertainment Precinct, the draft Plan does not move beyond business as usual.

The precinct boundaries shown generally reflect the extent of existing land use zonings. While medium-density housing is suggested across several precincts, the preferred uses described are already permissible under the current zonings. In our opinion, this fails to inspire the change necessary to create the vibrant sporting and entertainment precinct envisaged.

Instead, the final Plan should offer a more ambitious vision for growth and transformation, with density centred around the key transit assets and services within the catalyst area, particularly:

- The existing railway station. The current layout does not deliver on the goal of focusing more housing around existing railway stations, stated on page 57. While this may be provided through the introduction of controls to encourage medium density housing in the Broadmeadow Station and Broadmeadow Road Precincts, the take-up of this type of infill development is likely to be slow, as it relies predominantly on small-lot developments or amalgamations.
- Priority multi-modal corridors. In the short-term, these corridors will offer more direct bus services between major strategic centres throughout the Metro area. In the longer term, these could be serviced by an expanded light rail network. Focusing a denser and more diverse mix



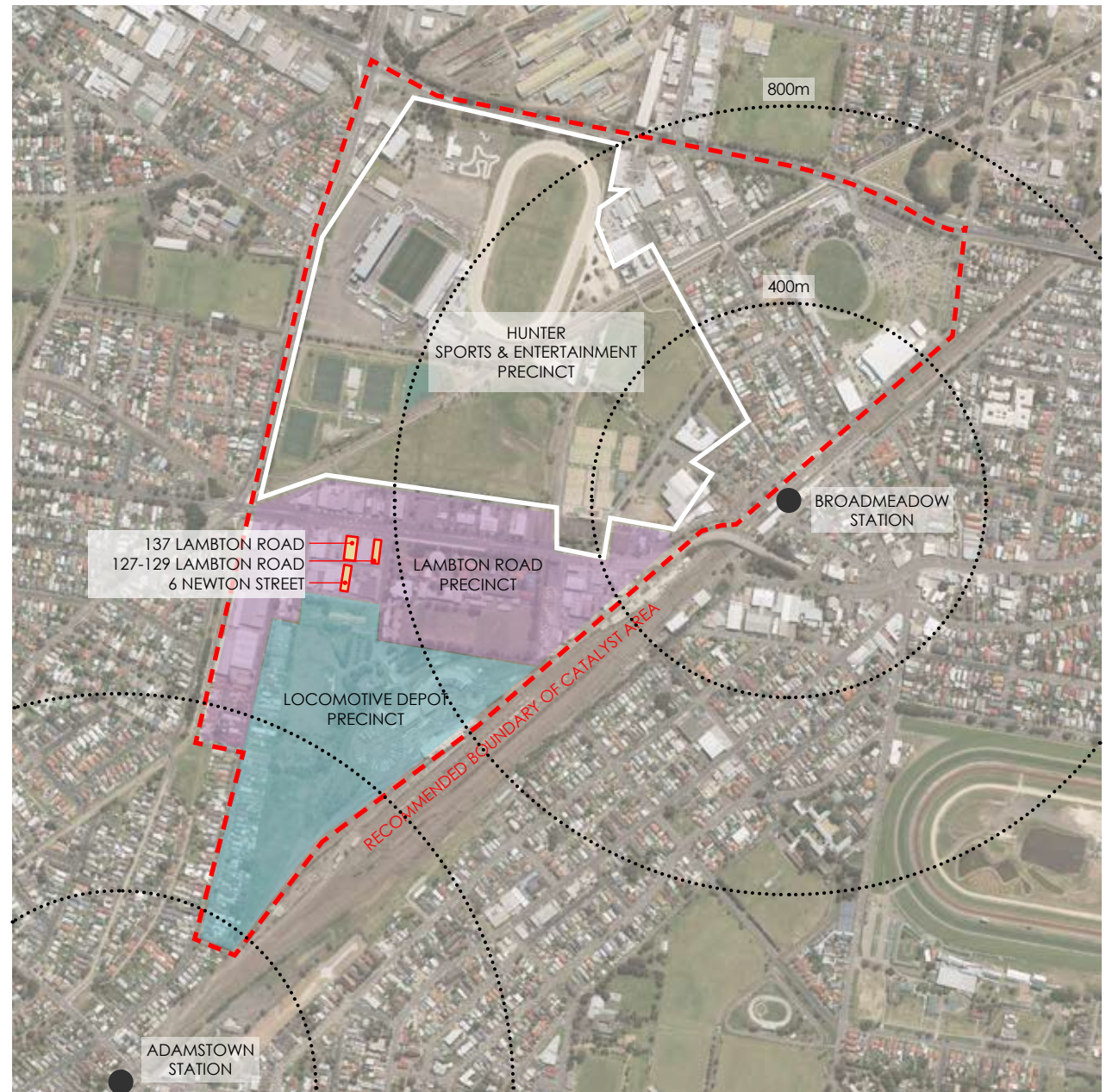
HUNTER SPORTS & ENTERTAINMENT PRECINCT CONCEPT PLAN WITH SUBJECT SITES IDENTIFIED

of uses along these corridors will be critical to maximising patronage, and the value of investment in these services.

The mix of land uses specified for the area also falls short of recognising the breadth of uses needed to service a sporting and entertainment precinct. The outcomes presented fail to consider the full breadth of commercial uses that could complement the envisaged sporting and cultural uses, from rehearsal space, to performance venues, to health and wellbeing services. To reach its potential, the area must also be capable of catering for a core population of residents and employees, as well as a diverse and highly changeable stream of visitors, ranging from spectators, to sporting professionals, to contracted professional staff. This will rely on the market to provide a variety of facilities and services, and the ability of these to change quickly in response to customer expectations.

We recommend combining the Lambton Road and Locomotive Depot Precincts to enable a more holistic approach to planning for this area. This would still recognise the opportunity for large-scale redevelopment of the Locomotive Depot land but would also recognise the opportunity for smaller-scale incremental redevelopment within the surrounding area to accommodate a much broader range of mixed uses, including hotel, hospitality and residential developments. This broader mix would make more efficient use of and better complement the location.

Failing this, the specified uses for the Lambton Road Precinct should be broadened to allow for high-density hotel, hospitality and residential uses. This recognises that the majority of the 800m walkable catchment to the west of the railway station is occupied by the Hunter School of Performing Arts and would allow for a greater critical mass of transit-oriented development to occur as close to transit assets as possible.



DELIVER A WORLD-CLASS QUALITY PUBLIC REALM

The area's transformation should be supported by improvements to the public realm to make it a convenient and attractive place to travel to and through. These improvements should lead, not follow, changes to the built environment. This will rely on coordination at several levels of government to establish the vision and delivery framework for these improvements, particularly where outcomes are expected to be delivered across privately-owned areas.

The simplicity of the design for public spaces across the area, quality of materials specified, and application of new technologies should reflect the world-class aspirations suggested in the draft Plan. We recommend this objective be clearly stated, as part of the "Desired Role in Greater Newcastle" to provide definite direction for future planning and plan-making undertaken for any individual precinct.

FACILITATE RAPID AND FLEXIBLE CHANGE

At a recent industry event in Newcastle, a local architectural firm put forward a hypothetical vision for re-development of the Showground site, within the "Hunter Sports and Entertainment Precinct". This showed what could be achieved if planners and developers adopted a more ambitious goal for Newcastle. It offered higher densities and more diverse uses to fit changing lifestyle trends and expectations. Despite the merits of the design, much of the feedback received by industry and through social media was reactive resistance to change that sometimes occurs in Newcastle. While this reaction is not unusual, it can be sensitively managed and should not be allowed to be a barrier to inspiring genuine change in catalyst areas such as Broadmeadow.

Within the industry, one of the greatest limitations to achieving more innovative built form outcomes is ironically often cited as the planning system itself. This generally stems from the current system's reliance on creating more, not fewer, levels of development control for special areas. If the actions specified for the draft Metro Plan were to be implemented as currently described for Broadmeadow, Newcastle City Council would be responsible for



LAMBTON ROAD AND LOCOMOTIVE DEPOT PRECINCT

establishing a site-specific approvals framework for most of the individual precincts within the wider catalyst area. In our view this is not the most effective or timely approach for any of the individual precincts, nor would it lead to unified outcomes for the area as a whole.

As Greater Newcastle transitions from a “Big Town” to a more coordinated “Metropolitan City”, there will need to be greater recognition in practice that the catalyst areas identified are of significance to communities far beyond the singular LGAs in which they sit. This will require a level of engagement that is LGA-blind, streamlines (as appropriate) sequential levels of approvals, and offers a level of flexibility that enables catalyst areas to respond in a timely way to changes in the market and customer expectations. This would more effectively be achieved through the formulation of a site-specific approvals framework for the whole of the catalyst area, rather than each individual precinct, to enable a more unified understanding of how each precinct interrelates. The draft Metro Plan recognises the catalyst areas to be “places of metropolitan significance where a planned approach will drive the transformation of Greater Newcastle as a metropolitan city” (p16). Arguably, many of these areas already, or are intended to be significant at State or National levels. We recommend that the draft Plan provides stronger directions as to how the site-specific approvals frameworks are formulated for each catalyst area, to make the appropriate level of government accountable for taking the required action.

For Broadmeadow, we recommend specifying an approach like that offered through the State Environmental Planning Policy (State Significant Precincts) 2005, commonly known as the “Major Precincts SEPP”. This SEPP has almost exclusively been used to facilitate transformation of areas in Sydney, but the approach could be easily transferred to Greater Newcastle. The ambition for Broadmeadow to be a nationally-significant area undoubtedly makes it a suitable candidate for achieving the aims of the policy:

- “to facilitate the development, redevelopment or protection of important urban, coastal and regional

sites of economic, environmental or social significance to the State so as to facilitate the orderly use, development or conservation of those State significant precincts for the benefit of the State, and

- “to facilitate service delivery outcomes for a range of public services and to provide for the development of major sites for a public purpose or redevelopment of major sites no longer appropriate or suitable for public purposes.”

This approach would enable a Whole-of-Government approach to be followed. It has proven to be effective elsewhere, such as to encourage multi-use campus-style developments across public and private landownerships, such as Macquarie Park. An outcome like this would be highly suitable for the Broadmeadow catalyst area.

SUMMARY AND CONCLUDING REMARKS

On behalf of our client, Warathy Pty Ltd we request consideration of the following recommendations in relation to the Broadmeadow catalyst area when finalising the Metro Plan:

- Broaden the uses envisaged for the Lambton Road Precinct to allow for high-density hotel, hospitality and residential uses. This would recognise that the majority of the 800m walkable catchment to the west of the railway station is occupied by the Hunter School of Performing Arts and would allow a greater critical mass of transit-oriented development to occur as close to transit assets as possible. Ideally, this would also include merging the Lambton Road and Locomotive Depot Precincts to enable a more holistic approach to planning for this area.
- Include an objective for the whole of the catalyst area of promoting delivery of a world-class public realm that leads, instead of follows, redevelopment. This is a critical element in building the area's brand and establishing benchmarks for industry.
- Specify an action for State Government (or a metropolitan-level offshoot thereof) to lead in the formulation of a site-specific approvals framework for the entire Broadmeadow catalyst area. This could be achieved through an approach similar to the application of the Major Precincts SEPP, or through a comparable equivalent for Greater Newcastle.