



Billbergia
creating communities®

29th March 2018

Yolanda Gill
Director, Greater Parramatta Urban Renewal
Housing and Urban Renew
Department of Planning and Environment
Level 4, 10 Valentine Ave
Parramatta NSW 2150

Dear Yolanda

DRAFT CAMELLIA TOWN CENTRE MASTERPLAN – Billbergia Submission

The Billbergia Group welcomes the Draft Camellia Town Centre Masterplan released by the Department of Planning and Environment.

The Billbergia Group firmly believes that its site plays a critical part in the urban renewal of the Camellia Precinct for two fundamental reasons - its key location and Billbergia's proven commitment to creating new communities.

The Billbergia Group generally supports the principles contained in the Draft Masterplan. We believe the proposed mixed use areas located in the north western part of the site will act as catalyst for the growth and transformation of the Precinct.

This submission has been prepared for the Billbergia Group by KEYLAN Consulting Pty Ltd and Allen Jack + Cottier and should be read in conjunction with the Planning Proposal lodged with Council in August of 2017. The submission undertakes a high-level review of the Draft Plan in the context of the Governments commitment to the urban renewal of the Town Centre focusing on the following key issues:

- Role of Camellia Town Centre
- Equitable Floorspace
- Building Height
- Building Forms
- Street Network
- Transport and Carparking
- Delivery of future retail uses
- Remediation Strategy
- Flooding
- Infrastructure
- Feasibility and Delivery
- Community Facilities
- Built form
- Infrastructure
- Transport and connectivity
- Planning controls



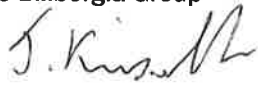
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The Billbergia Group will continue to work in collaboration with the Department, Council, landowners and community to deliver an evidence-based urban renewal outcome for Camellia. As previously stated, Billbergia is committed to creating communities providing for the needs of the end-user into the future.

We welcome, and request, the opportunity to further work with the Department, Council and Transport for NSW (Parramatta Light Rail) on detailed discussions to examine effective ways to deliver the much-needed infrastructure to support the urban renewal of Camellia in advance of delivery of residential and commercial/retail uses.

We look forward to working with the Department, Council and Transport for NSW (Parramatta Light Rail) to realise the urban development potential of the Billbergia site as a key site and catalyst for the Camellia Precinct. Please do not hesitate to contact us on the details below if you wish to discuss any aspect of this submission.

Yours sincerely
The Billbergia Group

PP. 
Director
John Kinsella