

8 March 2019

Mr. Brett Whitworth
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Department of Planning & Environment
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Sydney NSW 2001

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Dear Brett,

RE: Submission to Greater Macarthur 2040: Kellicar Precinct, Macarthur

Thank you for the opportunity to provide this submission in response to the recent exhibition of the Greater Macarthur 2040 Strategy.

We have previously made submissions to Campbelltown City Council, the Department and to the Greater Sydney Commission regarding the potential and strategic importance of land that is bound by Gilchrist Drive, the T2 metropolitan rail line and Kellicar and Narellan Roads (the Kellicar precinct). This submission reinforces the strategic relevance of the Kellicar precinct to the future planning aims of the Greater Macarthur region, as espoused in Greater Macarthur 2040.

The Kellicar Precinct incorporates 3 'blocks' of land (from Bunnings to Market Fair) and comprises over 7ha in area. The land is proximate to both Macarthur and Campbelltown rail stations.



The site is strategically located along the rail corridor, positioned just 300m from Macarthur Station and 1.3km from Campbelltown Station

A planning proposal for the land has been lodged with Campbelltown Council and is in the early stages of its assessment. The planning proposal envisages the site's redevelopment for mixed-use purposes (involving a substantial investment in the site's public domain). The site presents retail and residential opportunity and is also suited to a range of other new employment purposes - specifically health,

education and other innovative industry. The planning proposal is accompanied by letters of interest from hotel operators and a retirement/aged care provider.

The site is strategically located between the Western Sydney University campus and the Campbelltown hospital precinct and is adjacent to Campbelltown's cultural facilities, anchored by the Catholic Club and the Rydges hotel and adjacent entertainment complex.

The site is one of few non-fragmented parcels of land that are suited to new mixed-use development in the Campbelltown-Macarthur centre and is within the frame of Council's *'Reimagining Campbelltown'* initiative (see **Appendix A** for explanation of development opportunity).



Four landowners (+ NSW Govt) have come together to develop a master plan for the 7ha site

This submission presents a summary of the site's key characteristics and its alliance with the major planning principles espoused in the exhibited Greater Macarthur 2040 Strategy.

Site Overview

The Kellicar Precinct is:

- A large, consolidated parcel – 7ha+ site with only 4 private owners + NSW Government
- Zoned 'mixed use' and currently under-developed. Its current uses are not suited to 'future' Campbelltown
- Centrally located – the site is adjacent to health, education & cultural precincts and to rail transport
- Strategically important to the growth potential and regional significance of Campbelltown-Macarthur as a gateway to southern Sydney + Western Sydney Airport
- Not heritage or environmentally restricted (as reflected in Current LEP and Precinct Planning documents) and is unconstrained by land ownership
- A key site within the *Reimagining Campbelltown* framework – it is not unlike Penrith's Thornton, Liverpool's Moorebank, Blacktown's Warwick Lane – it presents a major opportunity that binds and reconciles the elongated CBD of Campbelltown-Macarthur to unlock the greater potential of this strategic centre

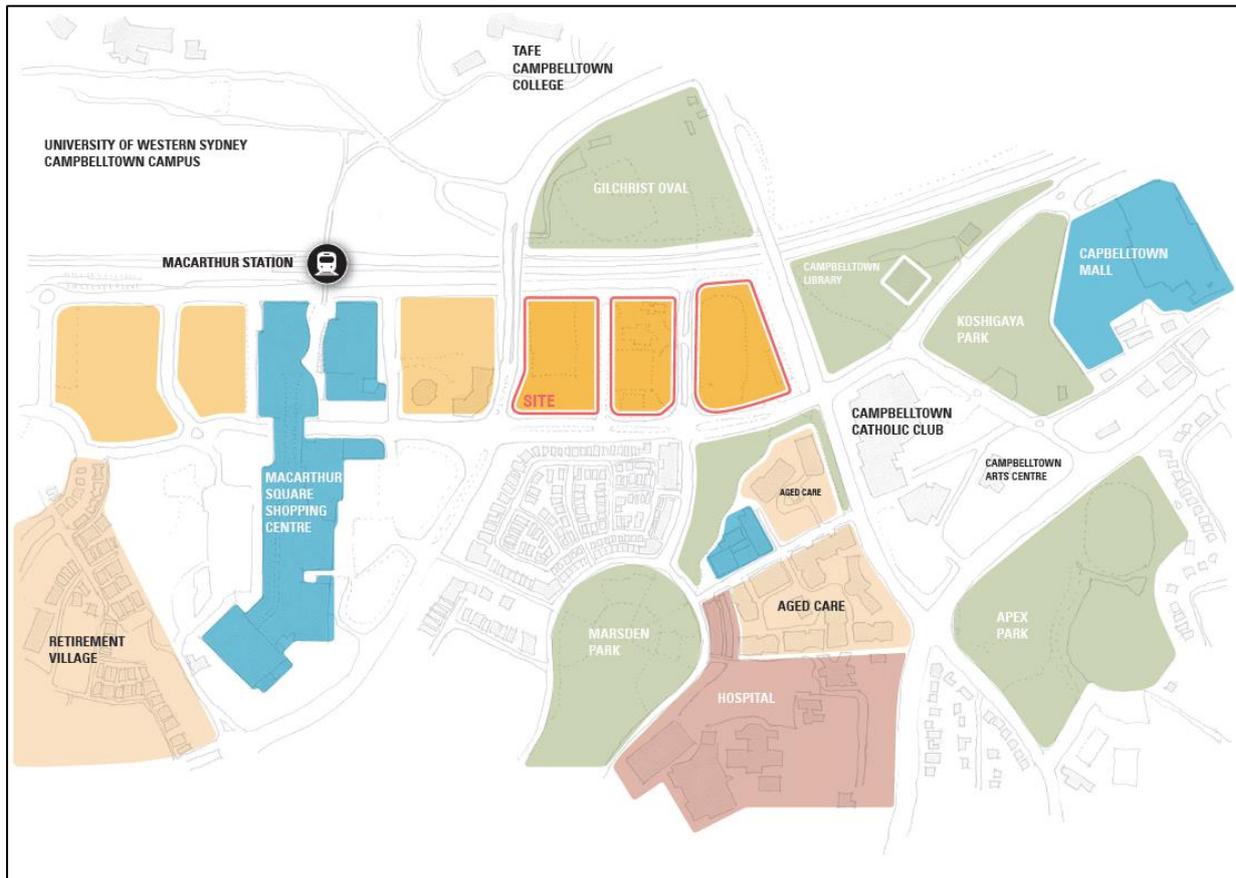
Strategic Importance & Alliance with Greater Macarthur 2040

Campbelltown-Macarthur is:

- one of four centres that form part of the **metropolitan city cluster**
- recognised as an important **health and education precinct** that is critical to the region's growth in knowledge intensive jobs, building education and skills and servicing the employment needs of its growing population
- one of several rail-oriented precincts identified in the **Greater Macarthur 2040** as ready for development, subject to its consistency with the long-term vision for the precinct and growth area

With release of the Phase 1 *Reimagining Campbelltown* initiative and the Greater Macarthur 2040 Strategy, the Kellicar Precinct presents a unique opportunity to:

- Consolidate Campbelltown-Macarthur as **twinned centres** with complementary roles; and to
- Realise higher density mixed-use development on unconstrained and available land that is rail-focused, whilst protecting the **historical fabric and heritage character of Campbelltown**.



The site adjoins an important retail, health and education precinct and is proximate to key open spaces and rail transport.

Greater Macarthur 2040 recognises the strategic importance of Campbelltown-Macarthur as the region's primary centre:

“The Greater Macarthur Growth Area pivots on Campbelltown-Macarthur” (page 2)

“Campbelltown-Macarthur will thrive as part of the burgeoning metropolitan cluster. With further investment in tertiary education and health and connection to the Western Sydney Airport via a new rail line, the centre will grow to provide an economic and social hub for the Growth Area and region.” (page 7)

Greater Macarthur 2040 identifies that Macarthur will complement Campbelltown with world-class health facilities, integrated educational institutions, more diverse housing, a premier retail precinct and attractive public spaces (page 52).

The future development of Macarthur, of which the Kellicar precinct is a major component, is further identified under Greater Macarthur 2040 as:

- Provid(ing) a range of building heights, with taller buildings close to the station to maximise pedestrian activity and increase trade for local businesses
- Retain(ing) the character of areas east of Gilchrist Avenue, with a mix of detached dwellings, townhouses and terraces
- Plan for a large floor plate, campus-style office park west of the station

The submitted planning proposal for the Kellicar Precinct is consistent with these objectives and will enable achievement of other key elements of the 2040 strategy that seek to encourage:

- transport-oriented development in urban renewal precincts
- homes in a variety of forms to meet the needs of people of different ages and incomes
- a highly accessible transport corridor
- public open space and amenities for new communities
- walkable neighbourhoods for all age groups
- cycle paths connecting neighbourhoods with public transport, jobs, education and open space
- economic opportunities through an economically strong Campbelltown-Macarthur

Notably, Greater Macarthur 2040 identifies that the Macarthur precinct could accommodate a **housing yield** of 4,650 new dwellings (page 52), based on an initial assessment of suitable locations for higher, medium and low-density development, although noting that precinct planning will allow this estimated yield and capacity to be further refined.

Greater Macarthur does not explicitly nominate **job targets** for each of its rail-based centres or for the new release precincts south of the primary Campbelltown-Macarthur city centre. Instead it references a *City Deal* focus on “supercharging the Aerotropolis and delivering industry precincts to create 200,000 new jobs across Western Sydney” and suggests that the Strategy itself provides opportunity for employment and social services, “creating 40,000 local jobs, with opportunities for small business ownership in and around local centres and more intensive employment activities in designated areas” (page 24).

Greater Macarthur 2040 suggests that this collective 40,000 job target could be shared between the urban renewal and new land release areas:

“The Glenfield to Macarthur corridor could be home to an additional 21,000 jobs over 20 years. These would be provided in expanded employment lands and through knowledge jobs in education and health. Job opportunities in land release precincts will include those provided by commercial, retail and employment lands. New employment areas will include the Glenlee

Precinct. The Department will work with councils to develop economic development initiatives that will attract business to the area and support job creation. This plan targets an additional 20,000 jobs within or accessible to the release areas.” (page 56)

The Kellicar Planning Proposal incorporates provision for 2,000 + dwellings and 2,000 + jobs across key retail, commercial, hospitality, health and education sectors. Clearly, the housing and employment mix of the Kellicar PP is appropriate to the site’s strategic location and is not out-of-kilter with the current or planned regional importance of Campbelltown-Macarthur. The planning proposal will contribute handsomely to the Greater Macarthur 2040 housing and job targets.

The **built form and landscape vision** for Greater Macarthur 2040 incorporates the following key principles, each of which is consistent with the public domain and innovative built form focus of the Kellicar planning proposal:

- High quality urban design of the public and private realm (to) complement areas of conservation to provide high amenity
- A connected urban community (where) people can come together in public places in streets, plazas, parks and recreation spaces providing opportunities for community events, markets and festivals
- Engaging, well designed places – better design, guided by green and sustainable planning controls and complemented by innovative approaches by the private sector (to) create places where people want to live and work
- Great streets with taller buildings set-back behind human scale street edges
- Built-form shaped to ensure sunny public spaces in winter combined with ‘cooling’ public domain treatments for pedestrian amenity during the summer months
- City-scale homes and offices near transit nodes – a variety of building forms will include multi-storey development near train stations and centres and along transport corridors
- Compact walkable neighbourhoods - towns within the Growth Area will be attractive places where it is easy to walk and cycle to schools, open space, services and employment.

“In the northern part of the Growth Area, there is a strong corridor of mixed residential and industrial uses with the opportunity for local urban renewal and improvement. Older detached housing close to stations could be replaced over time with apartments. This is essential to meet the changing housing and employment needs of the community, the aging population and expected smaller household sizes. This plan aims to meet the needs of the population while conserving local character including heritage and environmental values.” (page 10)

The Strategy suggests that further precinct planning will seek to:

- Create opportunity through new development to improve public places including plazas, activated main streets and shopping strips with safe and well-designed pedestrian links, creating spaces and places that are more diverse and interactive
- Provide streets that offer shared environments for pedestrians, cyclists and motor vehicles and have ample footpaths
- Create innovative and creative places via public art that integrates with the area’s cultural heritage and natural environment
- Create high quality and adequate open space and parklands ... (through the integration) of Green Plans that underpin neighbourhood structure and identify with tree-lined streets and shaded environments

- Create public plazas, activated main streets and shopping strips that shift shopping centres into public places that are more diverse, clustered and innovative
- Deliver high quality public domain space including appropriate furniture, bus stops, street lights, seating, bins, bicycle parking, that is comfortable, safe and integrated with the environment
- Incorporate ecologically sustainable development principles that:
 - improve energy efficiency through the design and siting of buildings
 - encourage the use of low energy materials and construction techniques
 - consider the feasibility of any measures to substitute grid-source power with environmentally sustainable alternatives such as tri-generation, co-generation or photovoltaics, alongside an urban sustainability precinct tool such as the Infrastructure Sustainability Council of Australia's Infrastructure Sustainability Rating Scheme or Green Star Community rating
 - minimise private vehicle use by promoting active transport opportunities and access to local services and employment using best practice emission controls to minimise air pollution from industrial and commercial uses
 - ensure an integrated approach to drinking water, wastewater, and stormwater services is considered to drive more sustainable water management outcomes
 - incorporate development that fosters the relationship between water, landscapes and urban living, to enhance human and social wellbeing, and promote community co-design and governance in urban water strategies
 - assess flood risks and impacts at a precinct level to determine an appropriate development footprint and flood planning considerations to ensure that there is no negative impact on adjoining lands or riparian corridors
 - provide for sustainable design and waste management
 - ensure that local resource recovery and waste management is supported by the road hierarchy and urban services zones

The Kellicar PP proposes a **built form outcome** that is consistent with the stated objectives for Campbelltown-Macarthur as the primary city centre to serve the Greater Macarthur region.

It proposes a series of buildings that range in height (some tall, others more of a campus-style) that have been carefully sited to minimise the effect of shadow and to maximise solar access at the ground level. The proposal is further supported by a retail curation plan that identifies appropriate ground and upper floor land uses to interface with the generous north-south pedestrian spine that binds and connects the site to adjacent developments¹.

The Kellicar site stands apart given its size, central location, strategic positioning and its unconstrained and non-fragmented nature. It is a key site that is able to accommodate tall buildings given its public domain benefits and strategic location.

The proposed scheme, demonstrated graphically at **Appendix B, C and D**, is superior in built form to that which is otherwise allowed under current planning controls or is likely to be achieved if development of the precinct were to occur on a site-by-site basis.

¹ Note that the proposal is in its early stages of assessment with Campbelltown City Council and is yet to be publicly exhibited. The ultimate built form outcome of the proposal may vary subject to further discussions and assessment.

Subject to Council endorsement, the site's development is intended to also incorporate leading-edge environmental initiatives:

- A pioneering pneumatic vacuum-based automatic waste collection system that negates the need for garbage vehicles to service the site, similar to that which is currently planned for the new Maroochydore City Centre; and
- A private tri-generation power system, similar to that installed at Central Park, Sydney, being a joint venture between Frasers Property / Sekisui House and the City of Sydney.

Conclusion

The owners of the Kellicar Precinct are encouraged by the vision expounded by Greater Macarthur 2040 and welcome the chance to work alongside the Department, Council and others in securing an exciting and prosperous future for the city of Campbelltown-Macarthur.

We look forward to further discussions in this regard.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Wayne Gersbach', written in a cursive style.

Wayne Gersbach
Memphis Strategic

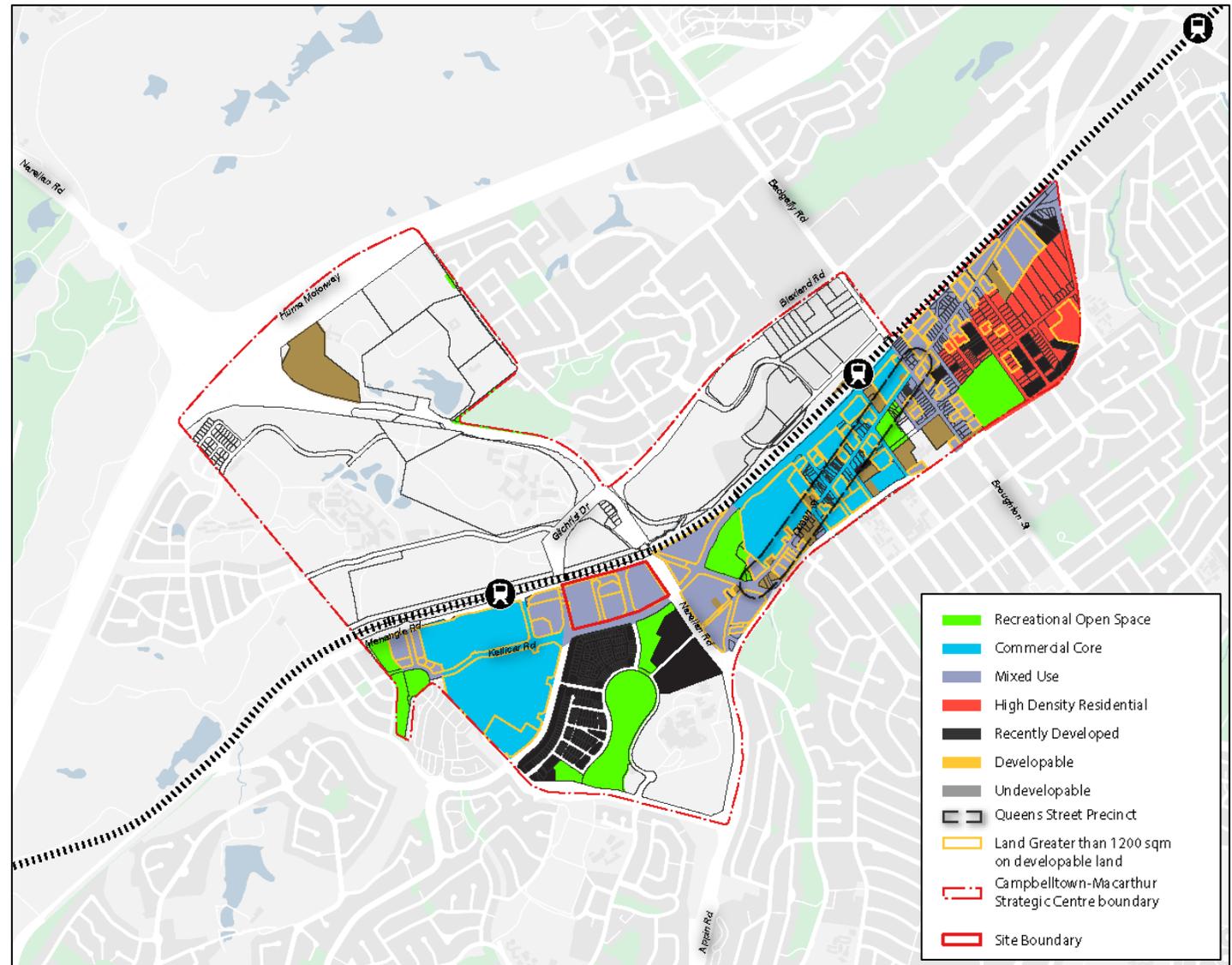
Appendix A: Development Opportunity Assessment – Campbelltown-Macarthur

Opportunity sites are identified using the following criteria:

- Business zoned land where shop top housing is permissible
- Unconstrained by heritage or open space
- Not recently developed
- A minimum size of 1,200sqm

Key observations:

- Kellicar PP comprises **12% of total developable area** in Campbelltown-Macarthur
- We are one of the only B4 Mixed Use sites of this **size (7ha)** in Campbelltown-Macarthur strategic centre
- Campbelltown Macarthur is comprised of **twin centres** that complement each other
- There are opportunities for greater **height and density in Macarthur**, whilst protecting the **historical fabric and heritage sites of Campbelltown**
- The proposed development of the **Kellicar Precinct** is **consistent with the role and status of Macarthur as identified by Greater Macarthur 2040**

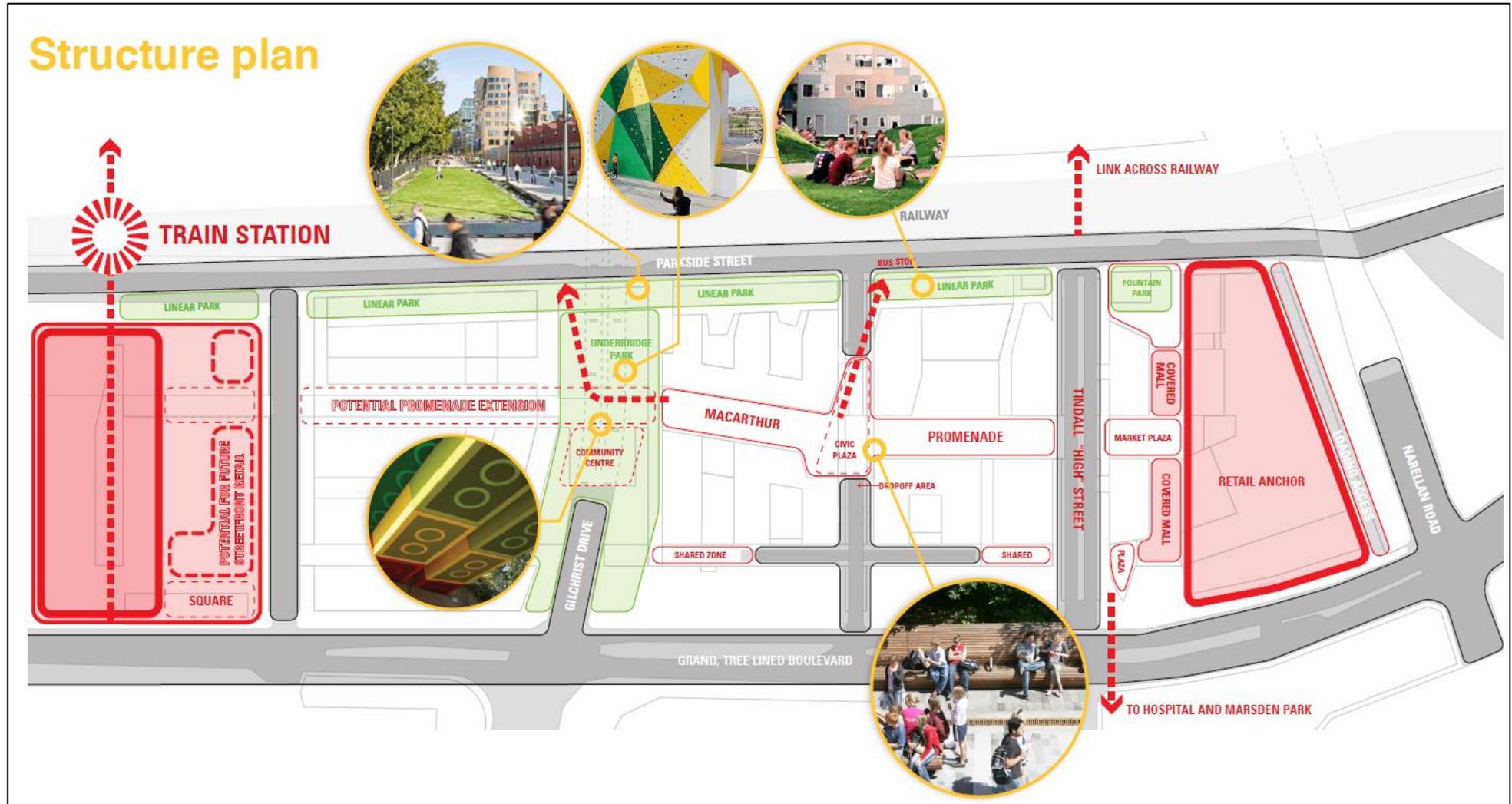


Appendix B: Planning Proposal Masterplan – building configuration



Image above showing master plan with subject site outlined in red.

Appendix C: Planning Proposal Masterplan - development layout



Appendix D: Planning Proposal Masterplan – retail curation

<p>Supermarket Harris Farm</p>	<p>Supermarket Aldi</p>	
<p>Restaurant & Bar The Local Taphouse</p>	<p>Cafe The Grounds</p>	
<p>Retail services - Bupa</p>	<p>Food Catering - Everytable</p>	