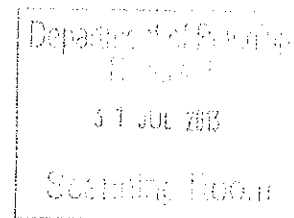


25 July 2013

Our ref: RJC:AKB/08-001L

Department of Planning and Infrastructure
Sydney West Region
Locked Bag 5020
PARRAMATTA NSW 2124



Attn: Mr. Peter Goth, Regional Director, Sydney West

Dear Peter,

re: Planning to amend the Hills Shire LEP 2012: Rouse Hill Town Centre Commercial Precincts (Council ref: 3/2013/PLP)

We write on behalf of The GPT Group (GPT) in relation to the Planning Proposal to amend the Hills Shire LEP 2012 ("LEP 2012"). The Planning Proposal has a Council reference of 3/2013/PLP and relates to the commercial precincts of the Rouse Hill Town Centre (RHTC). It is referred to in this letter as "the RHTC PP".

GPT requested The Hills Shire Council (THSC) to prepare the RHTC PP in September 2012. The request was considered by THSC at its meeting of 25 Jun 2013. Although THSC resolved to support a number of components of the RHTC PP, it refused to support one of the key requests, relating to the permissibility of a wide range of housing when undertaken as 'integrated housing'; and the adjustment of minimum lot sizes. We understand that THSC has now forwarded the RHTC PP to the Department for a gateway determination, although at the time of writing it is yet to be registered and assigned a tracking number.

The key purpose of this letter and the accompanying report prepared by Integrated Design Group, is to summarise and expand upon information we have provided to THSC in relation to this request, which sought to ensure the continued ability for GPT to undertake a wide range of residential development types and forms in the RHTC, as envisaged by the approved Masterplan and the proposed Northern Precinct Plan DA. We request that this information be considered by the LEP Panel when assessing THSC's gateway determination request.

You may recall that we wrote to you on 3 May 2013 in relation to a different but related Planning Proposal, which sought to rezone the retail and commercial core of the Rouse Hill Town Centre (RHTC) from B4 Mixed Use to B3 Commercial Core (referred to in this letter as "the B3 PP"). We ask you to note that this letter does not relate to the B3 PP, however we have provided some commentary in this letter on the relationship between the two. We

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further ask you to note that a formal pre-gateway review request is likely to be lodged in the near future in relation to the B3 PP.

This letter has the following structure and attachments:

1. SUMMARY OF THE ISSUE	2
2. PERMISSIBILITY AND MINIMUM LOT SIZES	4
2.1 The current situation (LEP 2012)	4
2.2 The previous situation (LEP 2005)	4
2.3 The requested outcome (RHTC PP)	4
3. BACKGROUND TO REQUEST	5
3.1 Approvals Framework	5
3.2 September 2012 Applications	5
3.3 The RHTC PP	6
3.4 The B3 PP	6
4. INTEGRATED AND SMALL LOT HOUSING – HISTORIC SUPPORT	7
4.1 Historic LEP and DCP Support for Integrated Housing	7
4.2 Approved Masterplan Support	8
4.3 Northern Precinct Plan DA	12
5. MERIT ISSUES	12
6. RESPONSE TO COUNCIL'S REPORTING OF THIS ISSUE	13
7. REQUESTED LEP PANEL CONSIDERATION	14
8. FURTHER ACTION	15

Under separate cover is a Architectural Comment report by Integrated Design Group, prepared specifically to support this letter.

1. SUMMARY OF THE ISSUE

Over the past 3 years, GPT has made numerous representations to THSC and the DoPI in relation to the need to retain the land use and development flexibility which formerly applied to the RHTC under The Hills LEP 2005. In particular, GPT has sought to ensure that the zoning of the RHTC reflects to the greatest extent possible the land use and development flexibility under the former 3(a) zone of LEP 2005 (and LEP 1991 before it), so that development flexibility remains comparable.



THSC and DoPI have generally agreed with GPT's position that flexibility should be retained, and many of GPT's concerns have now been addressed, either in the gazetted version of LEP 2012, or in the RHTC PP which is currently awaiting gateway determination.

However, one issue in particular remains outstanding. That is, the ability to seek consent, within the Rouse Hill Regional Centre's (RHRC) commercial precincts, for what was previously known as "integrated housing". Pursuant to LEP 2005, "integrated housing" was permissible with consent in the 3(a) zone. Integrated housing was defined to mean the subdivision of land into two or more allotments, and the erection of one or more dwellings on each allotment so created, where the siting and design of each dwelling occurs prior to the determination of the subdivision boundaries. While "attached dwellings" are permissible in the B4 zone in Rouse Hill (by way of Schedule 1 of LEP 2012), the LEP prescribes a minimum lot size for individual allotments in the B4 zone of **600 square metres**, which means it is not a suitable translation of the formerly flexible integrated housing provisions.

THSC has in the past expressed reservations about permitting what it refers to as "low" or "medium density housing" in the B4 zone, despite the fact that medium density housing forms (such as townhouses, villa houses, and attached or detached dwellings undertaken as integrated housing) were both permissible in the former 3(a) zone, and approved under the RHRC Masterplan. THSC planning officers have reported that integrated housing was never permissible in the former 3(a) zone. This claim is, in our opinion, both incorrect and inconsistent with documentation dating back to at least the LEP 1991, and discussions in the context of the then-draft LEP 2010 and the current Northern Precinct Plan DA over the course of the last three years.

The facts on this issue are as follows:

- All forms of dwellings were permissible in the 3(a) zone under LEP 2005, if undertaken as integrated housing, with no restriction on minimum subdivision size;
- The Rouse Hill DCP has, for over a decade, required all housing west of Caddies Creek to be undertaken as integrated housing;
- The Rouse Hill Masterplan consent facilitates a wide range of residential dwelling types in the Northern Precinct of the town centre, including medium and lower density housing forms, provided that the overall density targets for the Masterplan area are met; and
- Notwithstanding the Regional Centre status of the RHTC, high quality medium density housing in all its forms has always been, and remains, an appropriate form of development within the commercial precincts.

We therefore request that the LEP Panel requires that THSC amends the RHTC PP to ensure that all the development type previously known as integrated housing be made permissible in the RHTC commercial precincts. This may be achieved by introducing a site specific clause permitting dwelling houses, dual occupancies and semi-detached dwellings in the B4 zone of Rouse Hill, provided that those forms are undertaken by way of a single DA for the subdivision and siting of dwellings. The RHTC PP should also be amended to delete



the current 600sqm minimum lot size applying to the B4 zone at Rouse Hill, or reduce it to 160sqm.

The merits of the request are set out in this letter. It is important to note that the request will not prevent the RHRC from meeting overall dwelling and density targets.

2. PERMISSIBILITY AND MINIMUM LOT SIZES

2.1 The current situation (LEP 2012)

Relevant residential land uses permissible within the B4 zone at Rouse Hill are:

- Residential Flat Buildings
- Shop-top Housing
- Attached Dwellings
- Multi-Unit Housing

Although attached dwellings are permissible, the ability to obtain approval for attached dwellings in the B4 zone is severely curtailed (if not actually prevented) by the blanket 600sqm minimum subdivision size applying to B4 zoned land.

2.2 The previous situation (LEP 2005)

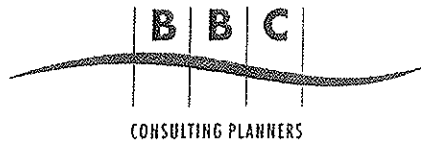
Relevant residential land uses permissible within the 3(a) zone at Rouse Hill were:

- Apartment buildings;
- Town-houses
- Villas
- Shop top housing, and
- In addition, any form of dwellings, if undertaken as "Integrated housing" or as "environmentally integrated housing" (both being separately defined land use terms which were permissible in the 3(a) zone).

There was no minimum subdivision size applicable to development undertaken as integrated housing.

2.3 The requested outcome (RHTC PP)

The primary purpose of the RHTC PP, as submitted by GPT to THSC, was to achieve the range of land use and planning flexibility in LEP 2012 previously available through LEP 2005. At the time the PP was lodged by GPT, LEP 2012 was still in draft form, and certain draft provisions were changed prior to gazettal.



The following summary represents the additional outcome that GPT seeks to achieve, that has not been supported by Council:

- The LEP should permit all forms of housing in the B4 zone at Rouse Hill, subject to a provision that dwelling houses, dual occupancies and semi-detached dwellings can only be undertaken by way of the lodgement of a single application for subdivision and erection of dwellings, where the siting and design of each dwelling occurs prior to the determination of the subdivision boundaries (ie as integrated housing).
- Considering that the current minimum subdivision size in the B4 zone of 600sqm is excessive and unreasonable, particularly where attached dwellings are permitted with consent, the LEP should enable the subdivision of land for the purpose of integrated housing and attached dwellings with no minimum subdivision size, or alternatively, with a minimum subdivision size of 160sqm. A separate Planning Proposal for the residential zones within the RHRC will permit minimum subdivision size of 160 square metres where attached or detached dwellings are being delivered using a single DA for the subdivision and the dwellings (ie integrated housing). It would be appropriate to reflect the same minimum lot size in the B4 zone.

3. BACKGROUND TO REQUEST

3.1 Approvals Framework

The RHRC is subject to a unique staged approval framework. Development consent was granted in 2004 to the "Level 1" Masterplan DA, which established a framework for future development of the site. "Level 2" Precinct Plan DAs and accompanying Built Form Guidelines are required for each precinct within the RHRC, and are intended to be consistent with the Level 1 Masterplan consent. A number of "Level 3" DAs are then lodged for detailed building and works, in compliance with the relevant Level 2 consent and Built Form Guidelines.

3.2 September 2012 Applications

On 25 September 2012, a suite of applications was submitted to THSC, which had two separate, but related, purposes: to obtain approval to the Precinct Plan for the Northern Precinct (and Interface Area of the Town Centre Core), and to restore the land use and development flexibility which applied to the RHRC under previous planning controls. The applications which were lodged comprised:

- A Level 2 Precinct Plan DA for the Northern Precinct and Interface Area;
- A Section 96 application to modify the Level 1 Masterplan consent to facilitate approval of the Level 2 Precinct Plan DA;
- Proposed amendments to the Rouse Hill DCP; and
- Two planning proposals, the RHRC PP and the B3 PP, which sought to restore the land use and development flexibility which applied to the site under LEP 2005, and to

ensure there was no impediment in the approval of future Level 2 and Level 3 DAs for the Northern Precinct.

3.3 The RHTC PP

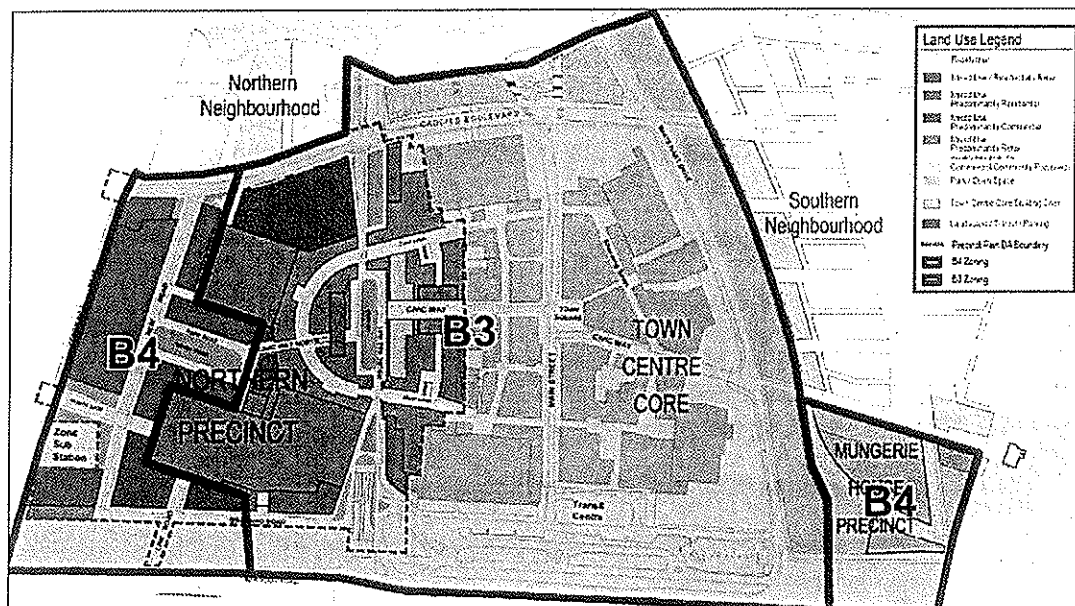
THSC has agreed to support certain key aspects of the RHTC PP, being:

- the deletion of the height limit applying to the land to which the PP applies; and
- in relation to minimum lot sizes for residential flat buildings and multi dwelling housing, the inclusion of a clause similar to that which existed under LEP 2005 which will facilitate timely processing of applications where justification exists for variation of the minimum lot sizes.

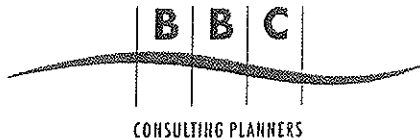
However, THSC has declined to support the request to permit a wider range of housing types and small lot housing.

3.4 The B3 PP

The B3 PP sought to alter the zoning of the greater part of the RHTC from B4 Mixed Use to B3 Commercial Core, so that the RHRC's commercial precincts are recognised in the highest-order commercial zoning available in a non-metropolitan setting. The requested zoning under the B3 PP is illustrated below.



THSC resolved not to support the B3 PP. GPT intends to submit a pre-gateway review request. If the B3 PP was to be supported, the changes requested as part of the RHTC PP would only apply to a small part of the RHTC, ie the Northern part of the Northern Precinct.



(It would also apply to Mungerie House, however the approved Level 2 Precinct Plan for Mungerie House precludes residential development).

However, even if the B3 PP is not supported, there should be no concerns about the RHTC PP applying to the entirety of the RHTC. This is because all development in the RHTC is subject to Level 2 Precinct Plan consents which will ensure that dwelling densities are in accordance with housing targets.

4. INTEGRATED AND SMALL LOT HOUSING – HISTORIC SUPPORT

4.1 Historic LEP and DCP Support for Integrated Housing

When the RHRC Masterplan DA was originally approved in 2003, Baulkham Hills LEP 1991 was in place. "Environmentally integrated housing", which permitted all forms of dwellings, was permissible in the 3(a) and 2(a4) zones: that is, on all land west of Caddies Creek within the RHRC. Further, the Rouse Hill Regional Centre DCP 201, which was in place at the time, required that all housing west of Caddies Creek be undertaken as integrated housing.

When BH LEP 2005 was introduced, it retained the permissibility of environmentally integrated housing in the 3(a) and 2(a4) zones. In addition, a new definition of "integrated housing" was introduced, which, as a separate land use definition, is permissible with consent in the 3(a) zone. When LEP 2005 came into effect, the Rouse Hill DCP was renumbered as DCP 33, and continued to require that housing west of Caddies Creek be developed as integrated housing.

Further, no minimum lot sizes applied to either environmentally integrated or integrated housing. Within the RHRC's residential precincts, lot sizes as low as 160sqm have been achieved using the integrated housing approval model.

The current DCP applying to Rouse Hill, Part D Section 6 of the Hills DCP 2012, specifies that:

- All housing on the western side of Caddies Creek within the RHRC is to be developed through a process of integrated development.
- Residential areas between Windsor Road and Caddies Creek are developed as integrated housing.
- Integrated [Housing] requires the coordinated planning and design of street layout, services, subdivision pattern, housing mix and siting;
- Housing density in the Town Centre is to be maximised.
- Provide a range of housing types and sizes to meet a wide range of housing needs.

The RHTC PP, as requested by GPT, is entirely consistent with the above, noting that housing density in the Town Centre will meet targets set by the Masterplan.

4.2 Approved Masterplan Support

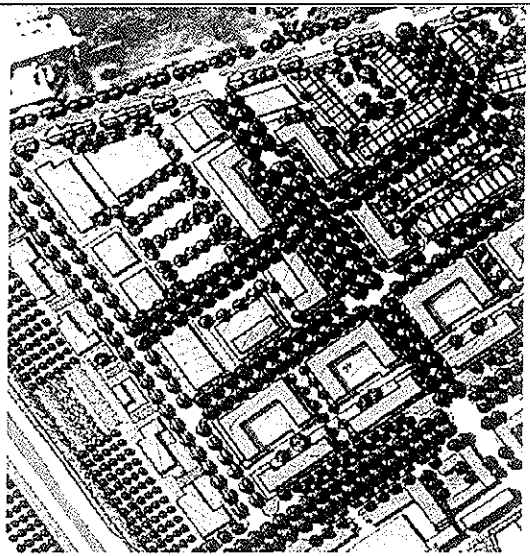
The Masterplan consent provides the framework for all development at the RHRC. It provides a framework and principles for future development, guides the future form of development, provides a flavour of future character, identifies key issues (such as land use mix or access to public transport) which require resolution at the detailed design phase, and provides flexibility so that the development responds to community needs and market demands.

The approved Masterplan includes 1,800 dwellings distributed over the RHRC and across a range of housing typologies. One of the approved Masterplan DA drawings establishes the distribution of residential densities across the site.

The Masterplan contains provisions relating to residential development. The North Neighbourhood, which includes the current Northern Precinct, was to have a range of dwelling types including single owner dwellings, as set out in the following extracts from the Masterplan.

Principles/Character

- Demand for amenity, urban character, particularly for empty nester, seniors and young double income couples, singles and families will all find this precinct highly attractive;
- In addition to convenience to town centre amenities and public transit, it has open space and recreation amenity with pedestrian and cycle access to Caddies Creek;
- On a north-south collector which connects directly into Town Square, a street with live/work or home occupancy, retail and incubator businesses is seen as a response to this connection to the Centre. This will add a vibrant, animated street to the neighbourhood at the north end of Civic Way;



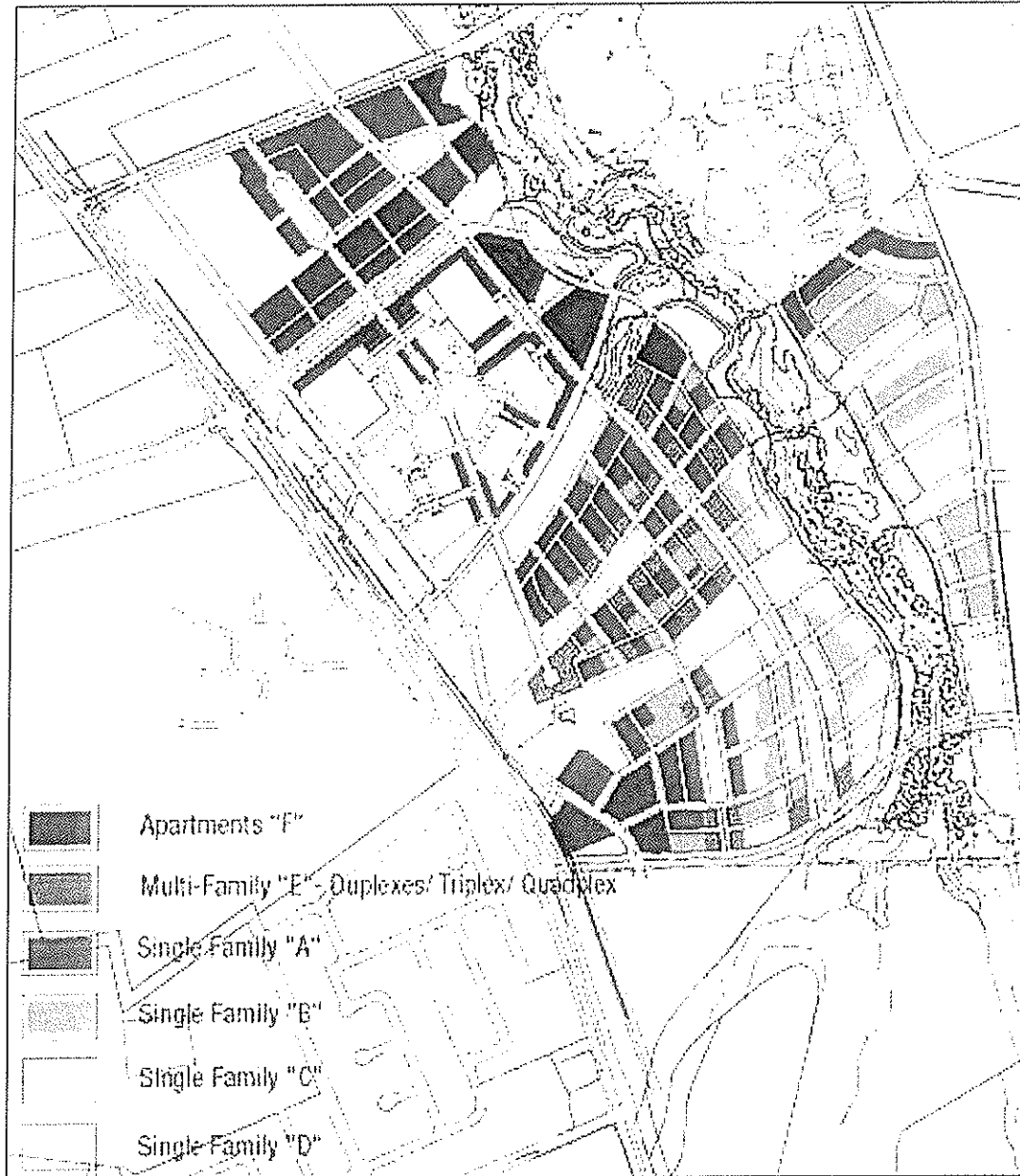
All images, diagrams and drawings in this report are illustrative only and represent the applicant's intention.

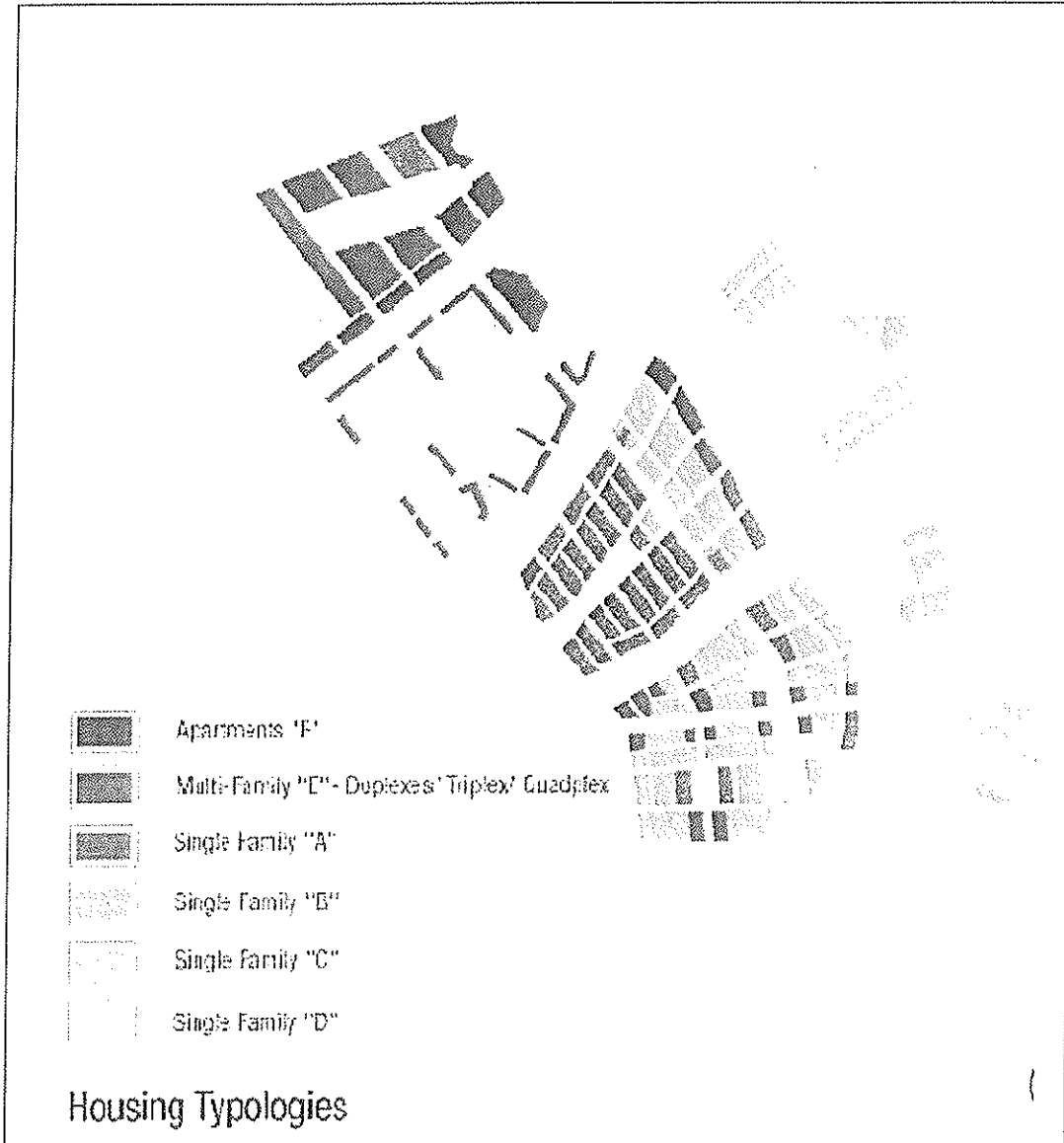
- The Caddies Creek precinct is envisaged as one where higher densities facing north into the creek environment would take advantage of this spectacular setting including views over Caddies Creek and the District Park; and
- In the mixed use blocks facing Schofields Boulevard and extending north to the first street within this neighbourhood, a higher density mix of apartments and terrace units is envisaged. The intent is that the ground level of these units is utilized for commercial and business use or residential use.

Product Description

- Groupings of terrace units around a common central courtyard with gated access for units facing onto it. These are private green courtyards for residents only with provision for children's play facilities in a safe controlled environment and passive intimate sitting areas;
- Caddies Creek edge apartments and terraces ranging from two to four storeys; and
- Live/Work or Single Owner Home Occupancy Terrace Units (SOHO) within the central position of the Town Frame District and North Neighbourhood.

Section 6.2.3.5 of the Masterplan established housing typologies, with two sample layouts provided (as reproduced on the following two pages). It can be seen that residential development within the Northern Precinct included single family homes, duplexes, triplexes and quadriplexes (which would be defined under LEP 2012 as: detached dwellings; semi detached dwellings or attached dual occupancies; and attached dwellings or multi-dwelling housing).





In conclusion, it is clear that a range of dwellings were envisaged for the Northern Precinct as part of the Masterplan approval, including dwelling typologies which are now prohibited and/or unachievable due to the 600sqm minimum subdivision size.



4.3 Northern Precinct Plan DA

The Precinct Plan DA relates to the development of the Northern Precinct and Interface Area for mixed use purposes. It builds upon the principles and the broad framework of the approved Masterplan and seeks development consent for the detailed distribution of land uses, roads, open spaces and other places within the Northern Precinct and Interface Area for purposes including *"dwellings of various types including, but not limited to low-to-medium density housing and apartments"*.

In the DA and accompanying Built Form Guidelines, the Northern District of the Northern Precinct is envisioned to provide a diverse assortment of housing, including the following:

- *Duplexes / Townhouses / Terraces*

Duplexes are comprised of two dwellings that share a common wall; while townhouses / terraces are comprised of multiple dwellings that share one or two common walls.

- *SOHOS*

As above, with the distinction of small office / home office (SOHO) suites to provide a blend of commercial and residential uses in the District. Office space is typically at ground level with one or two levels of residential above.

- *Apartments / Seniors' Housing*

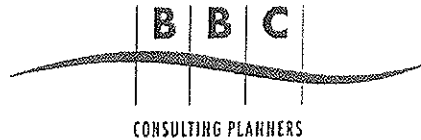
5-8 storey multi-family buildings provide a strong street definition and are recommended for Strategic Sites within the District.

A number of forms of housing envisaged above cannot be achieved under the current LEP provisions, yet they are entirely consistent with the Masterplan.

5. MERIT ISSUES

Integrated Design Group has prepared an Architectural Comment report (provided under separate cover) specifically to accompany this letter. The report explores the importance of the RHTC PP for the successful and timely delivery of the RHTC commercial precincts. The report, which forms an integral part of this submission to the Department, sets out how the RHTC PP will meet agreed objectives and priorities under the Masterplan. It also clarifies certain key misunderstandings, such as that small lot individual housing is "low density" and cannot be part of a high density precinct. The merits of the RHTC PP as submitted by GPT are apparent throughout the Integrated Design Group Report. The report's author, Tony McBurney, summarises as follows:

The development of the Northern Precinct of the Rouse Hill Town Centre is likely to be undertaken in a period of significant change. This change will operate across all boundaries of procurement, demography, population growth, social morés, market expectation, funding and economics. The Master Plan has been carefully researched, informed and formed to provide 'space and place' for a strong and sustainable, mixed-use town centre, augmenting the success of the



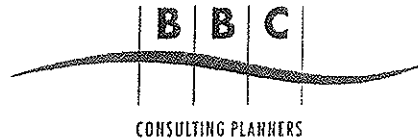
existing Central Precinct. The layout provides for viable allotments within manageable 'superlots' creating precincts of specific character and amenity. The plan also represents an opportunity to continue, improve and consolidate the successes of the first stages of the town centre.

To achieve these agreed objectives, the new codes and standards which direct the realisation of the Plan must provide appropriate flexibility in respect of housing type and procurement, defining a broad set of "as of right" yield and delivery methods, subject to the directions of the Plan - its urban form, viability and objectives - more than reliance on common instruments applicable to dissimilar contexts. In this regard, Design Guidelines directly associated with the Master Plan and its objectives ought carry significant force and precedence, especially over and above the imposition of general codes and clauses from existing standards which apply to places of entirely different character.

It is critical that particular housing options are not excluded because of errant understanding of their type from recent or common expressions of that type. It is also important that a clearer understanding be developed of the drivers and economics of single and multi-unit dwelling delivery and that the delivery method (subdivision and certification limitations, codes, etc) do not innately restrict housing diversity or innovation.

6. RESPONSE TO COUNCIL'S REPORTING OF THIS ISSUE

- In rejecting that part of GPT's RHTC PP which sought to reinstate a wider range of housing typologies in the B4 zone, THSC's business paper stated that *"allowing for these uses has the potential to undermine the achievement of housing targets ...will fail to maximise residential densities...will compromise the centre's ability to accommodate future population"*. Yet the business paper also recognised that *"the achievement of [the target] number of dwelling is currently on track"*. The latter statement is the only correct and relevant one: The achievement of 1800 dwellings remains on track. The density provisions and dwelling targets in the Masterplan will not be jeopardised by the RHTC PP. There is no proposal to alter or reduce the targets.
- THSC's assessment report also stated that *"the proposed additional uses ...do not reflect the high density focus of the centre... will compromise the centre's ability to accommodate future population and fail to capitalise on the strategic location of the site. Maintaining a high density focus is consistent with the desired urban character of the centre and will promote the role of Rouse Hill as a major centre..."*. Integrated Design Group's report at Attachment 1 establishes that the proposed housing forms are entirely consistent with the desired high density urban character of the centre.
- The debate is also about delivery and ownership, rather than built form. There is no sound reason why multi-dwelling housing should be permissible, but individual torrens title terrace housing should be prohibited, if that housing is planned in an integrated fashion with the subdivision boundaries.
- Further, although torrens title subdivision in the form of attached dwellings is permissible in the B4 zone of Rouse Hill , this form of development is effectively



precluded through a blanket 600sqm minimum subdivision size for individual allotments.

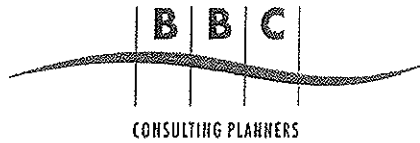
- 'Integrated housing' was historically permissible in the commercial zone, and remains obligatory under the DCP for all land west of Caddies Creek. If the aim is to reinstate the previous land use framework, a broader range of uses must be permitted through an LEP amendment.
- A wide range of housing types were approved under the Masterplan in the Northern Precinct, including "single family homes, duplexes, triplexes and quadriplexes". These dwelling forms are now largely prohibited, reducing the ability to deliver these products to the market.
- A number of forms of housing envisaged for the Northern Precinct within the Precinct Plan DA cannot be achieved under the current LEP provisions. Yet they are entirely consistent with the Masterplan consent.

7. REQUESTED LEP PANEL CONSIDERATION

In summary, we request that the LEP Panel requires that THSC amend the RHTC PP to ensure that all the development types previously known as integrated housing be made permissible in the RHTC commercial precincts. This may be achieved by introducing a site specific clause permitting dwelling houses, dual occupancies and semi-detached dwellings in the B4 zone of Rouse Hill, provided that those forms are undertaken by way of a single DA for the subdivision and siting of dwellings). The RHTC PP should also be amended to delete the current 600sqm minimum lot size applying to the B4 zone at Rouse Hill, or reduce it to 160sqm.

The primary purpose of the RHTC PP, as submitted by GPT, was to achieve the range of land use and planning flexibility previously available through LEP 2005 in LEP 2012. At the time the PP was lodged, LEP 2012 was still in draft form, and certain draft provisions were changed prior to gazettal. As such, the following summary represents the additional outcome not supported by THSC that GPT seeks to achieve:

- The LEP should permit all forms of housing in the B4 zone at Rouse Hill, subject to a provision that dwelling houses, dual occupancies and semi-detached dwellings can only be undertaken by way of the lodgement of a single application for subdivision and erection of dwellings, where the siting and design of each dwelling occurs prior to the determination of the subdivision boundaries (ie as integrated housing).
- Considering that the current minimum subdivision size in the B4 zone of 600sqm is excessive and unreasonable, particularly where attached dwellings are permitted with consent, the LEP should enable the subdivision of land for the purpose of integrated housing and attached dwellings with no minimum subdivision size, or alternatively, a minimum subdivision size of 160sqm.



8. FURTHER ACTION

We would appreciate the opportunity to discuss our concerns with you at the earliest opportunity. To this end, we ask that you contact the undersigned or Alison Brown of this office, on 9211 4099.

Yours faithfully,
BBC Consulting Planners

A handwritten signature in black ink, appearing to be 'R Chambers', followed by a long horizontal line extending to the right.

Robert Chambers
Director

Email bob.chambers@bbcplanners.com.au

Encl: Rouse Hill Town Centre Northern Precinct: Architectural Comment, Prepared
by Integrated Design Group, July 2013

rouse hill town centre
northern precinct

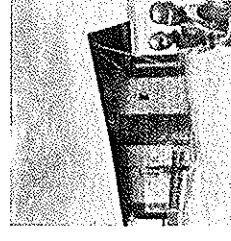
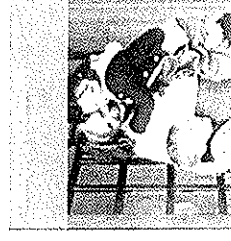
INTRODUCTION

Integrated design group has been engaged by GAT to assist in assessment of housing options and other built form in the continuing realisation of the Pound Hill Town Centre. The consultation has been progressing over several years, testing the built form implications of the urban design considerations in development of the new urban

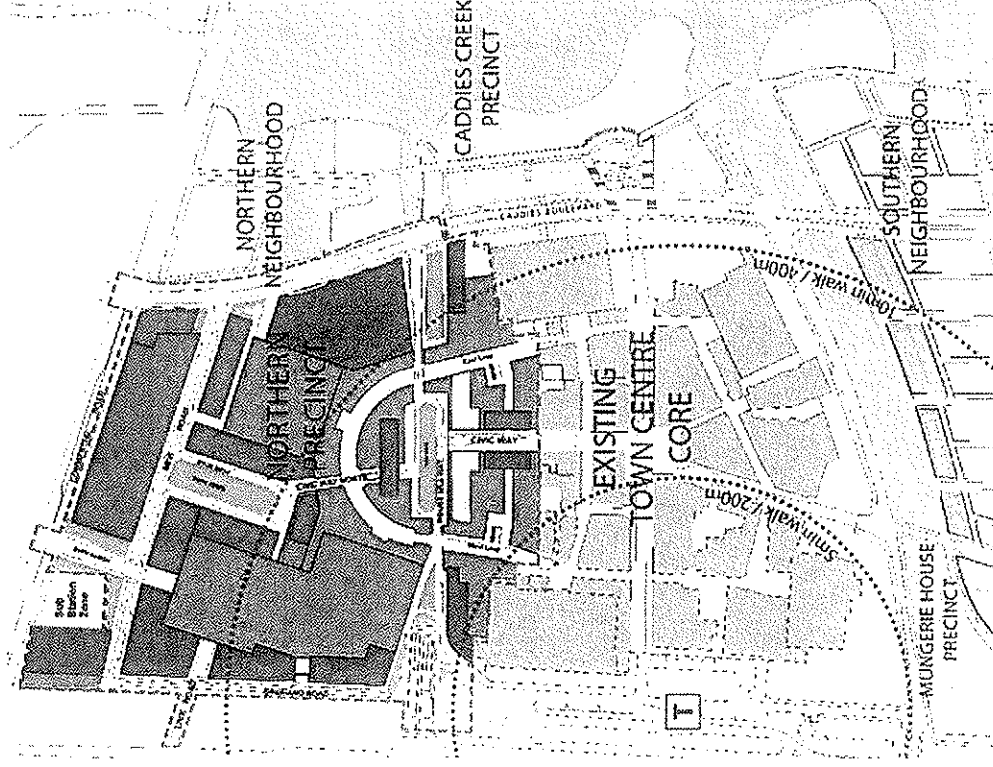
This report will comment on the findings of research and analysis through this period and provide opinion in respect of codes and controls to help foster positive, viable and progressive realisation of the agreed objectives for the town centre. It comes within the context of deliberations and application to The Hills Shire Council in respect of zoning and DCP provisions. We will make observations drawn from our experience as practitioners within the housing market across a broad range of housing options within a Shire, further

Our exercises reflect

- apartment developments in several diverse markets.
- medium density housing forms in established and developing markets.
- project home product development with various companies.
- individual Contract Homes for private clients.
- residential alterations and additions.
- regional development analysis.
- exploration of varying building and development methodologies within real projects.
- affordable housing provision.
- and universal flexible housing codes and review of built examples



integrated architecture group
architects bathurst | sydney



rouse hill town centre
northern precinct

EXPERIENCE

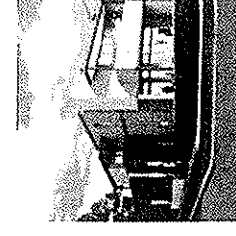
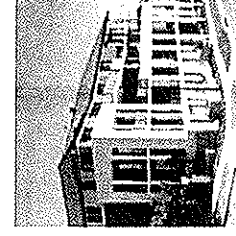
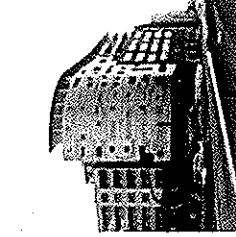
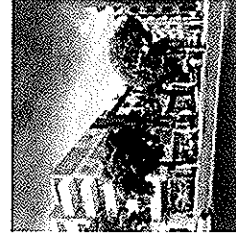
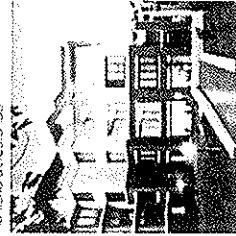
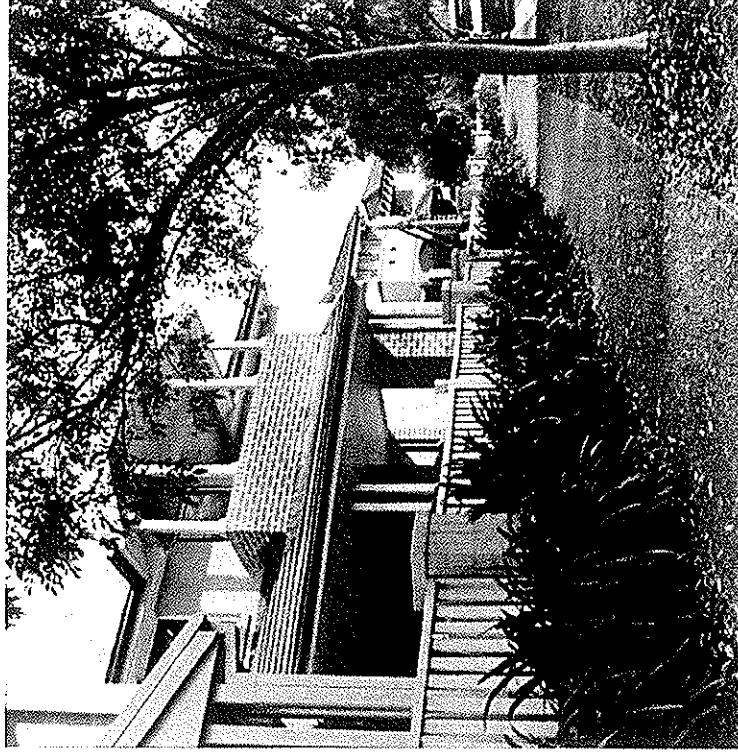
Integrated Design Group strategically and deliberately focuses attention in the provision of general (for market) housing and the 'community making' contexts within which housing is achieved. Our residential projects, and therefore experience, span from Sydney's Northern Suburbs (Lindfield), through the Inner West (Marrickville), the Middle Ring (Strathfield, Bankstown), South West (Campesdown and Camdenville), West (Pentridge) and North West (The Hills and Blacktown). Each of these represent a distinct market segment and, together, a diverse set of development drivers and priorities.

As a condition we continue involvement in further projects, through which progressive and significant changes is achieved, including:

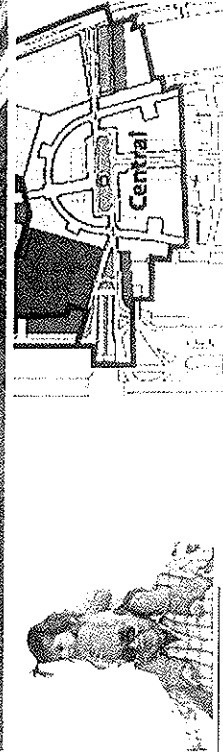
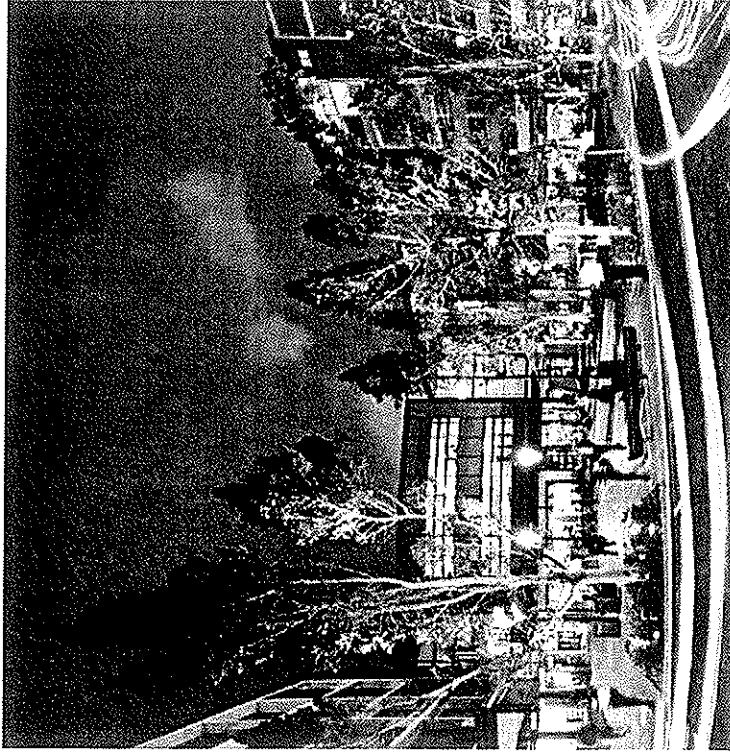
- Urban Growth NSW - (then Landcom) - 21st Century Townships project; Fennell -
- Forest Glade - Affordable Housing demonstration project -
- Park Central, 1stth western Sydney Urban with Campbelltown -
- the oversight and execution of Hunterford @ Oxlands - NSW Promoters Award 2003 -

These and other projects by the firm have been broadly recognised, both in the successful market response and in industry awards for their leadership and excellence in the changing forms of housing in NSW. The practice has received significant recognition in every year of its existence (1989-1999).

This present analysis and its recommendations flow from the breadth and depth of such experience.



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PHOTOGRAPH BY THE ARCHITECTS

DEVELOPMENT CONTEXT

Rouse Hill Town Centre is broadly recognised as a highly successful example of the creation of a new, major town centre established on a green-field site for a modern growth suburb. It provides for the commercial imperatives of major retailers and enables independent 'mixed use' within a 'main street' and traditional 'town format'. It addresses modern priorities of transport and parking while preserving traditional 'town centre' pedestrian oriented community ideals. It has established a new town square at the heart of a vibrant precinct. It has successfully introduced high density, town centre residential experiences to a community conservation and staunchly suburban semi-rural market. These achievements are undeniable and extend as continuing priorities in the further and final build-out of the northern frame of the town centre.

BABY BOOM AND ELDER

During the historically short period of the realisation of the current 'Town Centre Core Precinct', there has been a dramatic shift in appreciation of several drivers of Australia's residential market. The maturing of the Baby Boom market from 'family home' to 'active seniors' living is resulting in an effective reversal of the domestic market within a very short timeframe. From around 70% priority for large family homes, the market paradigm is swinging to a 70-1% priority in accommodating 2 person and single households. This reversal will work the market in as little as a decade. It is the decade through which the Rouse Hill town centre Northern Frame will develop and, augmented by other technological, social and economic change, it will be one of the most significant market changes in recent history. The final form of appropriate housing for this emergent market is yet to be fully understood.

DEVELOPMENT CONTROL

There is, simultaneously, a new opportunity afforded in the development of the northern frame with the change of controlling ownership of this portion of the Rouse Development precinct. Previously there was necessary separation of the Town Centre and the Northern Frame due to both distinctive ownership of the parcels and the previous demand for a major arterial connection dictating the land. With GPT securing control of the land

rouse hill town centre
northern precinct

ANALYSIS OF THE DATA

The Global Financial Crisis is purported, in some quarters, to have arisen from an unbalanced, badly diagnosed and largely artificial residential market (predominantly in the US).¹ Inevitably, it has had pronounced impact on market confidence, residential development, and particularly residential funding mechanisms across the globe, and no less in Australia.

Simultaneously, in Sydney, a critical shortage of land release had effectively 'turned off' supply, in spite of continued growth in demand.¹ As this reached a crisis point in the supply-demand equation, the net result has been an observable falling of demand in dots of the 'natural' population and demographic drivers of the industry.² These poorer and unconditioned influences, combined with the real-estate demographic adjustments mean that uncertainty is the order of business in the building and development industry. Finance is extremely difficult and expensive and market predictions are sketchy at best.

EXERCISE 1

Yet, in this environment, GPT is courageous enough to move toward the confidence of the population established through the innovation already demonstrated in the successful Pousa Hill Town Centre, and to seek to provide a range of options to both stimulate and capture emerging markets and trends. This is a task, but a critically necessary one in a most strategic location in Sydney's North Western Growth Corridor. The management of this risk is in the flexibility to quickly respond to market opportunities and demand through the provision of a range of development scenarios housing types at any given time. To enable this it is absolutely

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Figure 1. The effect of the number of trials on the mean number of correct responses. The number of correct responses was significantly higher for the 10-trial condition than for the 5-trial condition. Error bars represent the standard error of the mean.

rouse hill town centre
northern precinct

innovation. In this regard, Build Form Guidelines can be a most powerful way to define the critical outcomes for specific products. In preference to more generic amenity provisions, the product-specific guidelines can direct purposeful outcomes and accordingly balance urban form with amenity objectives.

It is an error to presume that large dwelling areas (m2) is, or will continue to necessarily be synonymous with either high quality or non-amenity. It is common for large dwelling areas to compensate for a lack of both quality and amenity. It is also common for large dwelling areas to necessitate lower quality of finish so as to meet similar cost thresholds. Typically, inner urban areas are characterised by smaller dwelling units having access to better amenity, while outer/sub-urban areas are characterised by larger dwelling units because of limited public amenity. This is a critical variation in thinking by The Hills Shire to embrace as it develops centres such as

The rules that ought apply to the development of Pousis III are necessarily different than those applying to other areas of the Shiro because that which is being achieved in Pousis III is fundamentally different than other areas in the Shiro. This is not a disposition, nor a precedent. It is *senjio* logic facilitating the development of a unique place.

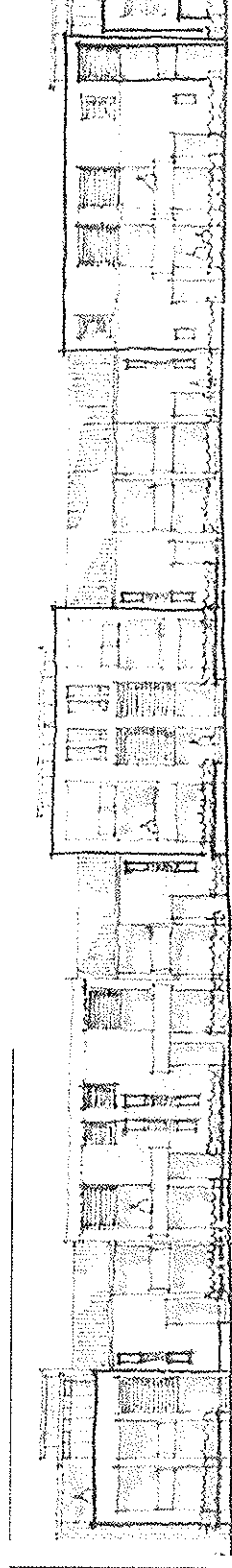
it is an error to presume that parking demands in a progressively urbanised and serviced area will remain consistent with those of a previously suburban built form and across changing demographic profiles. The Hills Shire has been characterised by both car dependency and a demographic segment favouring personal transportation modes. This cannot be presumed to continue to prevail as both the demography and transport options change? The re-introduction of Rail services will be well within the development timeframe alluded to by current considerations, contrary to the implications of considerations in the report to Council in June 2013.

it is an error to presume that the housing type, and/or mixed use or buildings will remain consistent through the progressive development of a town center, or to presume that a particular promotional mix will be best over

rouse hill town centre northern precinct



- existing buildings
- new buildings
- existing roads
- new roads



line. The flexibility of a dynamic town centre is proven in its adaptation to a changing market and demographic balance. Those things are historically observable, and the codes which define the realisation of the Town Centre MUST provide for a living and changing community through flexibility - while respecting the creation of 'Space and Place' in urban objectives. It is the scale and disposition of the built form which is critical, not the procurement method, type or even occupation category that is sustained over time.

Conversely, it may also be important to encourage at least temporary population density to support the gestation and key location of particular retail or commercial ventures, or appropriate use of key public assets (ie e. through passive surveillance of open space). The built form that encourages this may itself be 'temporary', but make specific provision for future redevelopment or adaptation. There has been little innovation from Council of opportunities to encourage or allow 'temporary' development, or to define the terms and parameters under which it might be allowed.

Housing tenure and ownership priorities are likely to undergo significant adjustment in the context of the redevelopment of the Rouse Hill Town Centre Northern Precinct.

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