

# 1 Crescent St, Holroyd

**Submission to demonstrate the Planning Proposal's consistency with the strategic intent and vision in the "Draft West Central District Plan 2016" and "Parramatta Road Urban Transformation Strategy 2016"**

**Prepared by Tiberius (Holroyd) Pty Ltd (the Proponent) and its Consultant Team**

**6 December 2016**





# 1 Executive Summary

At the request of the NSW Department of Planning and Environment (**DPE**), we submit the following summary document to demonstrate the Planning Proposal's (**Proposal**) consistency with the strategic intent and vision for the site, in the "Draft West Central District Plan 2016" (**District Plan**) and "Parramatta Road Urban Transformation Strategy 2016" (**PRUTS**).

The Proposal's capital investment is forecast in excess of \$500 million and will result in the renewal of a strategically significant site that will provide job creation for more than 400 people, facilitate economic growth and deliver new housing supply.

Over the past twenty-four months, professional extensive analysis and advice from industry leading consultants has comprehensively demonstrated how the proposed rezoning is justifiable on a number of strategic planning grounds, and how it delivers on all relevant planning policies and strategies.

Having regard to the recent release of the District Plan and PRUTS, we note the following:

1. It is clear in both strategies that the vision and future intent is to facilitate a residential and employment land use change for the site;
2. The PRUTS is more specific with respect to planning controls and puts forward a different type and more dominant employment component to that of the Proposal, however the NSW UrbanGrowth (**UG**) recommendations do not appear to reflect the key principles of the PRUTS, insofar as they relate to the site specific strategic merits and public benefits the Proposal will deliver;
3. Based on the Proponent's detailed evidence backed merit assessment, the allocated land use zoning by the PRUTS will inhibit and fail to deliver development outcomes consistent with its strategic objectives and those in the District Plan;
4. The B5 Business Development zone in particular will restrict the use to industrial, warehousing and bulky goods. This will create land use conflict and amenity impacts with the proposed adjacent residential uses, severely compromise accessibility and provision of public open space, generate traffic well in excess of the Proposal and based on the expert advice from Macroplan Dimasi and Colliers International is not viable or feasible and will result in the sterilisation of the site; and

5. The above issues are addressed by the Proposal, with more appropriate planning controls put forward that will deliver a superior planning and urban design outcome consistent with the intent of the District Plan and PRUTS.



Illustrative masterplan



Aerial view

## The Proposal

Owing to its location, the site will support and connect the surrounding centres including the Parramatta CBD and Granville core, and has many attributes that make it both logical and supportable for the proposed rezoning. In support for the Proposal's approval we highlight the following key points:

- **Site Attributes** – The sites scale, locality and physical attributes support major urban infill development and delivers on the PRUTS objective for "15 minute neighbourhoods" and the District Plans "30 minute centres", whilst having minimal impact on existing low-density residential neighbourhoods. The mixed use Proposal is strategically justified, providing an integrated masterplan that supports the density proposed, and promotes the live work and play principles.
- **Sustainable Employment** – Macroplan Dimasi and Deep End Services has demonstrated through industry tested data that the 13,000sqm of retail, commercial and community uses will deliver up to 400 jobs and create a viable centre critical to support the site and surrounding growing population base. The PRUTS recommendations for multi-storey bulky goods adjacent to residential dwellings on the one site is not viable or feasible and detracts from the objectives of PRUTS. Colliers International has concluded rents would be in excess of 45% higher than current and historic market levels to justify development, however most importantly Colliers and Macroplan deem the location and site attributes unviable for bulky goods and industrial uses.
- **Open Space Provision** – Capitalising on the generous new 7,714sqm public open space provision of the Proposal, together with the Proponents offer to enhance the Holroyd sportsground via a VPA, provides the Government the ability to deliver on one of its key objectives to deliver green spaces close to the growing population base, and deliver healthier and better connected communities. The PRUTS recommended B5 Zone would prevent the delivery of the proposed open space, new connections and other infrastructure upgrades.
- **Transport & Connectivity** – The site is now correctly defined by PRUTS as within the "800m walking catchment to public transport". The Proposal puts in place a transport solution via Proponent led and funded infrastructure upgrades that allows the site to

be delivered ahead of current implementation targets of PRUTS. The PRUTS recommendations would result in traffic impacts approximately 50% greater than the Proposal.

- **Infrastructure Delivery** – Infrastructure aligned planning of the site to reduce traffic congestion, encourage public transport and walking/cycling supports the densities proposed. The Proposal is not reliant on the Government in terms of funding and delivery for site servicing and infrastructure. The Proponent has put forward a comprehensive infrastructure proposal that includes delivery of a pedestrian bridge, dedicating land for a SP2 infrastructure zone for rapid bus, road widening and upgrades, new pedestrian and cycle connections and upgrades to others and delivery of major new public open space.
- **Housing Choice & Affordability** – The proposal gives provision of approximately 1,650 to 1,850 dwellings and allows for a mix of housing types including 1, 2 and 3 bedroom apartments, dual key dwellings, and potential for ground floor hybrid residential/commercial use terraces. Historically the Granville and Holroyd areas have seen developments that included over 75% of two bedroom apartments. As outlined in the Proposal, the Proponent has allowed for up to 45% one bedroom apartments given the changing demographics, lack of affordability and proximity of the site to the Parramatta CBD.
- **PRUTS Sequencing** – Although outside of the Granville precinct priority development zone, the Frame Areas are envisaged to play an important role in shaping the corridor and precincts. With the fragmented nature of ownership in Granville there is no certainty on timing or delivery. The sites attributes allow for the staged development over time whilst concurrently delivering the infrastructure it is committing to fund and build, to ensure the development is appropriately supported.



# 2 Introduction and Purpose

The purpose of this submission is to demonstrate how the Proposal is consistent and aligned to the principles, objectives and deliverables of the following recently released strategies:

- 1. Draft West Central District Plan 2016 (**District Plan**); and
- 2. Parramatta Road & Parramatta Road Urban Transformation Strategy 2016 (**PRUTS**).

It is submitted that the land use zoning of the Proposal will deliver a more appropriate urban design and development outcome for the site, aligned with the vision for these strategies.

This summary should be read in conjunction with the detailed assessment and information provided in “Attachments A to E”, and the extensive analysis and information that formed the Proposal “Pre-Gateway” request to the DPE on 17 May 2016.

## Strategic Context

The site is located in the West Central District Plan adjacent to the Parramatta CBD and Granville core. Consistent with the priorities for greater Sydney, the overarching strategic objectives of the District Plan is to create a productive, liveable and sustainable city.

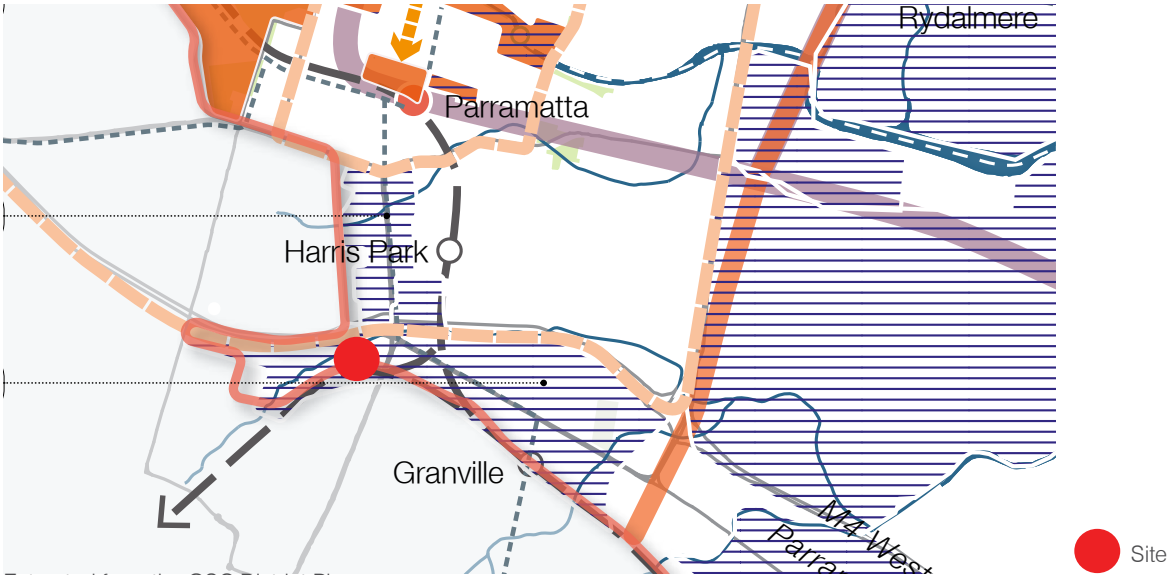
The site is also located in “Corridor West” within the Granville “Frame Area” of the PRUTS. As outlined on page 13 of the PRUTS, the “Frame Areas are important because they form the connections between Precincts, and in many cases, they will shape the transformation of the road corridor itself. The urban transformation of the Corridor should not be seen as the redevelopment of the Precincts alone, but rather the combined renewal of Precincts and Frame Areas, delivering a transformational effect on the Corridor as a whole”. The overall vision for the PRUTS is to deliver improved transport choices, better amenity and balanced growth of housing and jobs.

## What Does the District Plan, PRUTS & Proposal Outline?

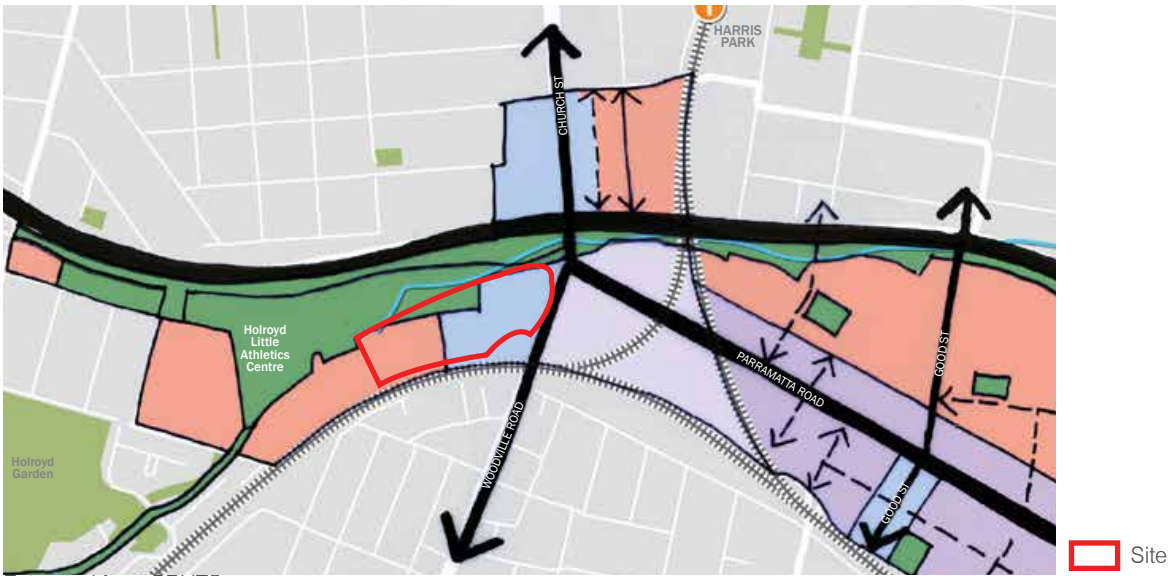
- 1. **The District Plan**, prepared by the Greater Sydney Commissions (**GSC**), illustrates the site (refer opposite and page 6 of this document) as a future location for “Major Projects & Precincts”, “Residential Focused Area” and “Potential Targeted Growth”. It is also adjacent to major “Public Open Space” and with close proximity to the “Economic Anchors” of Church Street, Parramatta. Overarching to the District Plan is the need for economic growth, job and housing creation and a better connected district.
- 2. **The PRUTS**, prepared by NSW UrbanGrowth (**UG**), has recommended the site be a combination of “B6 Enterprise” (residential and mixed use) with “B5 Business Development” (bulky goods and industrial) land uses. We note that all the existing B5 zone and industrial properties to the west of the site are recommended to transition to residential uses.
- 3. **The Proposal**, before the DPE and Joint Regional Planning Panel (**JRPP**), comprises “B4 Mixed Use” (commercial, retail and business uses), “R4 High Density Residential” with permitted commercial, significant new “RE1 Public Recreation”, “SP2 Infrastructure” corridor for a rapid bus provision, and definable public benefits that align to these strategies.

Having regard to these strategies, it is clear that the vision and future intent is to facilitate residential and employment land use changes for the site. However, the UG recommendations do not reflect the key principles of the PRUTS, insofar as they relate to the site specific strategic merits and public benefits the Proposal will deliver. These aspects need to be carefully considered before a determination can be made for the Proposal.

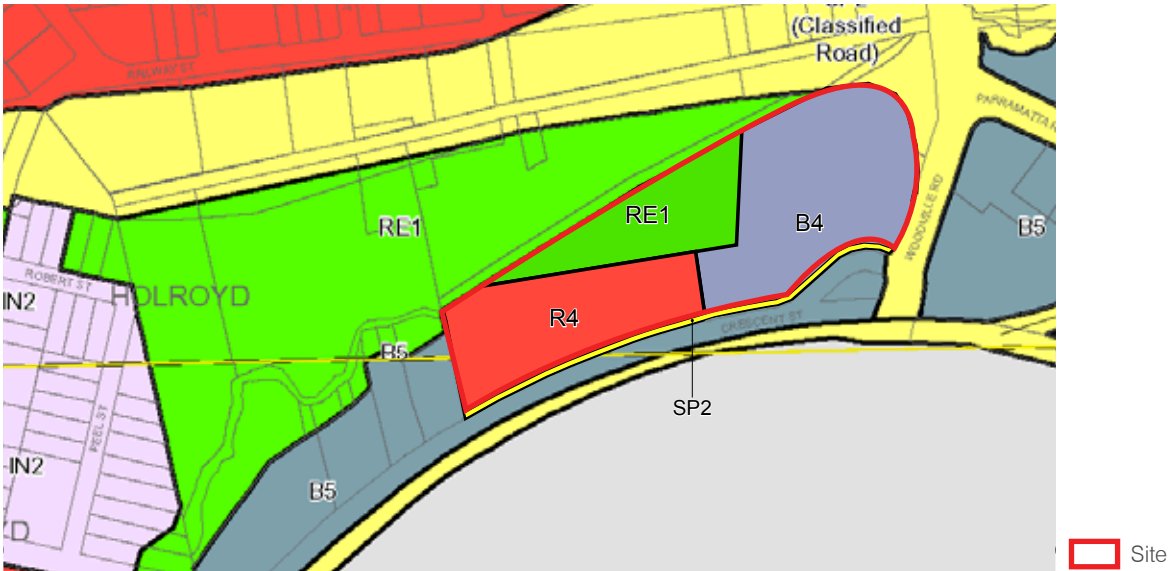
We note that where there appears to be an inconsistency between the Proposal and PRUTS, we have provided evidence based reasoning and justification to support why the Proposal delivers a superior planning and urban design outcome.



Extracted from the GSC District Plan



Extracted from PRUTS



Extracted from Proponent's Proposal

# 3 Strategic Consistency and Facts

The following demonstrates how the Proposal is consistent and justified having regard to the collective key principles and objectives of both the District Plan & PRUTS.

In considering the following, it is apparent the B5 Business Development zone recommended by the PRUTS does not achieve, and in many ways adversely restricts or prevents delivering on the key objectives for the site against the strategies.



## Sustainable Employment Aligned to Future Market Needs

- The Proposal will deliver retail, commercial and community uses through the creation of 13,000m<sup>2</sup> of employment floor space, creating new types of jobs ensuring the site retains and enhances its employment relevance.
- Applying established and tested industry data, Macroplan and Deep End have conclusively shown that the Proposal will deliver an employment outcome of up to 400 full time jobs, being over 5% of the Granville precincts 7,200 jobs target forecast by 2050.
- Deep End has demonstrated that the retail provision is not only supported now, however will play an important role as the Parramatta Road corridor population increases (refer to Attachment E).
- The District Plan establishes Church St, some 100m from the site, as a “Commercial Anchor” (District Plan pg. 32, Figure 3-1: GPOP’s major economic anchors) which will deliver on the work, live and play principles of both strategies.
- As outlined by Macroplan and Colliers International in Attachment C & D, the site constraints deem it unsustainable for PRUTS recommended B5 zone and the continued industrial and/or bulky goods retailing uses, is neither suitable or feasible.

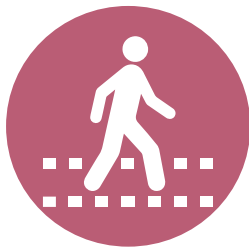


## Landowner Funded Infrastructure

- Infrastructure aligned development to reduce traffic congestion, encourage public transport and walking/cycling has been a major consideration of the Proposal.
- The Proposal provides for significant new infrastructure to be brought on line early that will be to the benefit of the whole Granville Precinct and the surrounding centres.
- Consistent with PRUTS’ “Urban Amenity Improvement Program” it will open up new walking and cycle links, improve transport accessibility, connect the centres, enhance the streetscape and character of the area and deliver major new public open space.

The Proponent has put forward to deliver and fund:

- A pedestrian bridge across Woodville Road to improve connectivity and safe access to Granville station, whilst also providing a link for Granville residents to access the site and Merrylands.
- An on-site transport corridor (SP2 zone) provision to support future bus routes between Merrylands, Parramatta and Granville, including road widening and upgrades.
- Proposed new bus stops adjacent to pedestrian bridge and in the SP2 zone.
- Improved pedestrian and cycle accessibility including provision of new links and improvements of others, with the creation and upgrade of major open space (refer below).



## Public Transport & Improved Connectivity

- As outlined in the “Precinct Transport Report” (page 61, Figure 18) the site is correctly defined within “800m walking catchment to public transport”.
- Creating a more connected District and improving public transport access and efficiency, will deliver on key principles of both strategies to reduce reliance on car use and therefore traffic congestion, encouraging alternate transport use including cycling and walking.
- Existing heavy rail (Harris Park, Granville), existing bus routes and the rapid bus way is proposed in the PRUTS to travel past the Parramatta/Woodville road frontage of the site.
- Public transport is improved by the Proposal via the pedestrian bridge which overcomes the barrier of Woodville Road and provides a more direct pedestrian connection between the site (and adjacent residential areas) to Granville Railway station, additional bus stops, SP2 infrastructure zone that will allow buses to efficiently travel from Merrylands and “jump” the traffic at one of the most critical intersections.
- Walking times will be reduced and the pedestrian experience improved through the urban transformation of the Granville Precinct and Church Street.
- In contrast, the PRUTS will result in traffic impacts approx. 50% greater than the Proposal (refer to Attachment B).



## Major New Public Open Space

- Creation of new open space and enhancement of existing, is a key objective and deliverable of both strategies in establishing healthy and vibrant communities.
- 11,000m<sup>2</sup> (35% of the site) of site is allocated as publicly accessible open space and includes a plaza element with proposed kids playground, water play area and large contiguous green space that will be landscaped to ensure an appropriate microclimate.
- 7,714m<sup>2</sup> of this area is set aside as parkland to be dedicated to Council, and is illustrated in the PRUTS as “Indicative Proposed Open Space”.
- The new park represents a 200% increase in new public open space for the Granville precinct.
- Under the VPA, the Proponent has also put forward to upgrade the adjacent underutilised Holroyd sportsground to create a potential 6-hectare parkland, including the potential for tennis and/or basketball courts which is an objective and deliverable of PRUTS “Urban Amenity Improvement Plan”.
- This area represents the largest public open space in the entire PRUTS, and the opportunity to capitalise on it should not be impeded by the proposed B5 zone recommended by the PRUTS.



### 3 Strategic Consistency and Facts (cont)



#### Housing Diversity & Affordability

- The proposal gives provision of approximately 1,650 to 1,850 (dependent on apartment mix) new dwellings within the West Central District.
- The masterplan allows for a mix of housing types and will include 1, 2 and 3 bedroom apartments, dual key dwellings, and the potential for ground floor hybrid commercial use terraces.
- Owing to its proximity to Church Street and Granville, the masterplan has been envisaged to cater for a greater percentage of 1 bedroom units (45%) than what has been historically built in the Cumberland LGA and surrounds. This also reflects the changing demographics and delivering affordability to younger age groups who want to be in a location close to public transport and the Parramatta CBD.
- The site scale and characteristics mean the masterplan can be staged over time as market demand allows and infrastructure is brought on line, consistent with PRUTS.
- Affordable housing can be provided through the delivery of sustainable supply and allocation of dwellings for low income workers. Although the PRUTS objective has emerged after the preparation of the Proposal, the Proponent understands this new requirement which can be addressed in the gateway rezoning stage.



#### Amenity & Services

- The PRUTS identifies that the amalgamation of sites to deliver better amenity and services should be explored, however the Proposal holds one of the largest single landholdings that has demonstrated how it can deliver amenity and services for both the onsite population and surrounding communities.
- New local shops and facilities are proposed to include commercial adaptive spaces, supermarket, specialty retail, gym, childcare, medical, showroom and cafes/restaurants that create a plaza setting fronting the open space.
- The PRUTS “Social Analysis Infrastructure Report” (page 13) identifies the need to deliver an additional 266 childcare spaces by 2023, consistent with the Proposal.
- The retail and other services are both market supported and feasible and will play an even more important role given the PRUTS recommendations to make all the sites within the Frame Area to the west residential. They will rely on the subject site and its amenity and services.
- As detailed in Macroplan’s Social Impact Assessment, the Proposal’s social impacts are largely positive.
- In contracts, the PRUTS recommendations will create land use conflict and amenity impacts and detract from the Proposal’s ability to deliver a resilient, safe and welcoming centre.



#### Sustainability

- The Proposal will create and improve the natural environment to create a liveable and desirable location.
- The proposed creation of the RE1 public open space and the desire to de-urbanise A’Becketts Creek to a more natural form will ensure the long term protection of the environment.
- The proposal to partner with Council to realise the open space vision on the adjoining underutilised sportsground could also provide a significant benefit to all surrounding residents and the community.
- The Proponent is open and committed to implementing the targets and measures of the PRUTS “Sustainability Implementation Plan”.



#### Demonstrated Commitment to Design Excellence

- The site concept and planning aspirations have evolved as part of a comprehensive process following a master planning design competition with three leading Sydney design firms.
- Additional urban design expertise and independent review was undertaken with Mr Geoff Baker to ensure the concept plan for the Proposal delivered upon the key urban design principles for creating vibrant communities and places.
- Professional extensive analysis and advice from industry leading consultants has informed the master plan and proposed planning controls through a collaborative and holistic approach which rigorously considered each critical planning element.



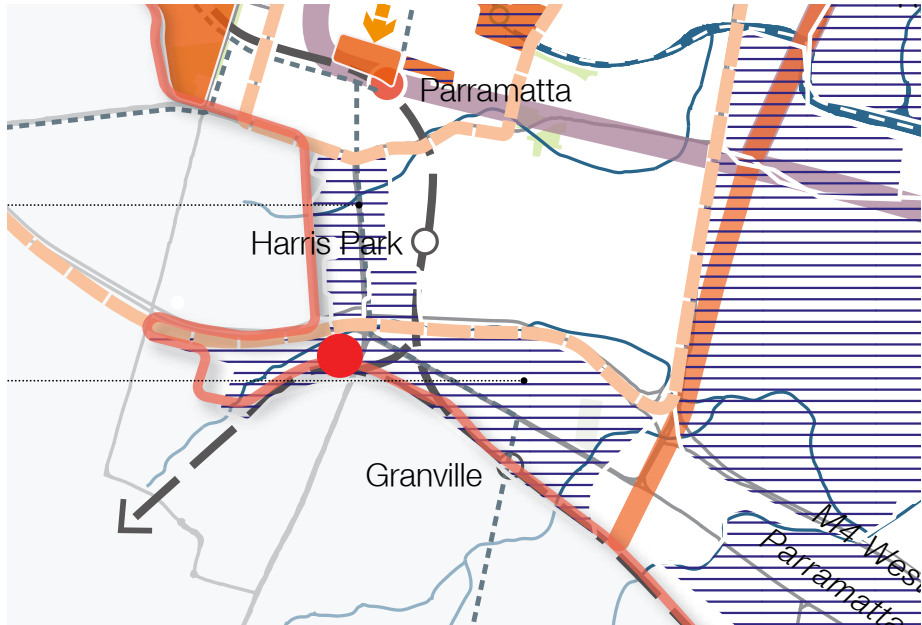
# 4 Consistency with the West Central Draft District Plan

A detailed analysis of how the Proposal meets each vision, principle and priority of the District Plan is provided in Attachment A. It is our strong view that the Proposal is consistent and supports the Central West in delivering employment growth, housing supply and a better connected and resilient district.

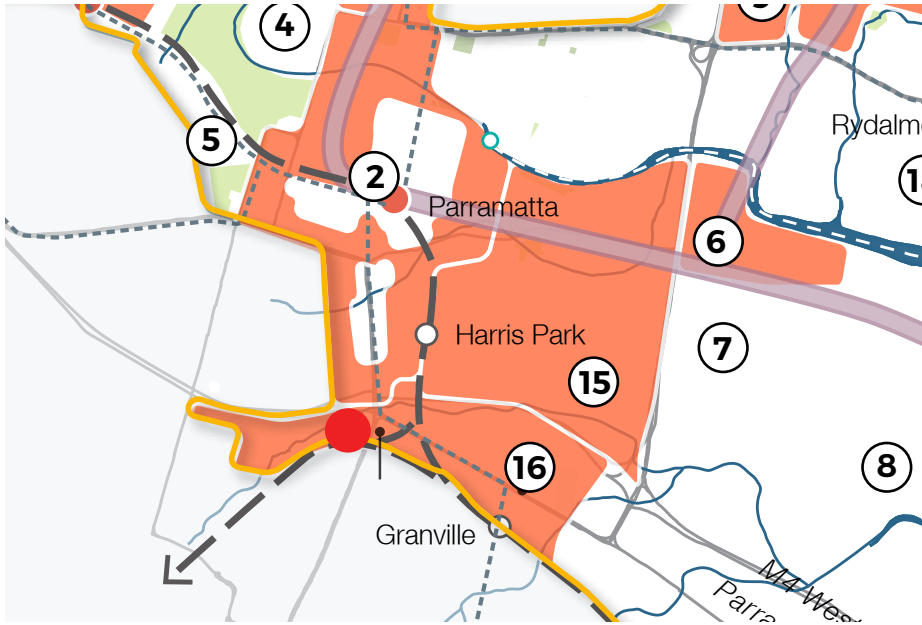
The District Plan, in many ways builds upon the principles and strategic direction in the “Plan for Growing Sydney” (PGS). The Proposal has demonstrated how it meets the vision and objectives of the PGS in the information and expert reports provided to the DPE. Furthermore, we note that the DPE acknowledged the Proposal is consistent with the PGS in its Pre-Gateway assessment report finalised on 16 September 2016.

The following visual overview has been extracted from the District Plan and the GSC supporting document referred to as the “Connecting the Heart of Greater Sydney - Evidence Pack: Stakeholder Engagement Background Paper” dated 18 November 2016. As evidenced below, it is clear that the site is identified to transition to residential uses, and in accordance with the District plan deliver a balanced employment outcome, which supports the Proposal under assessment.

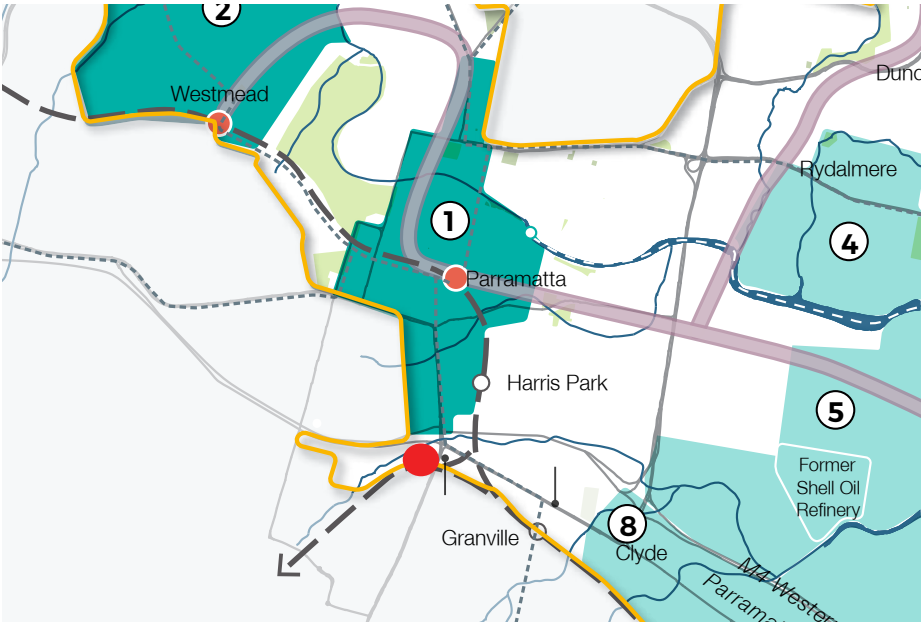
Site identified as “Major Projects & Precincts”



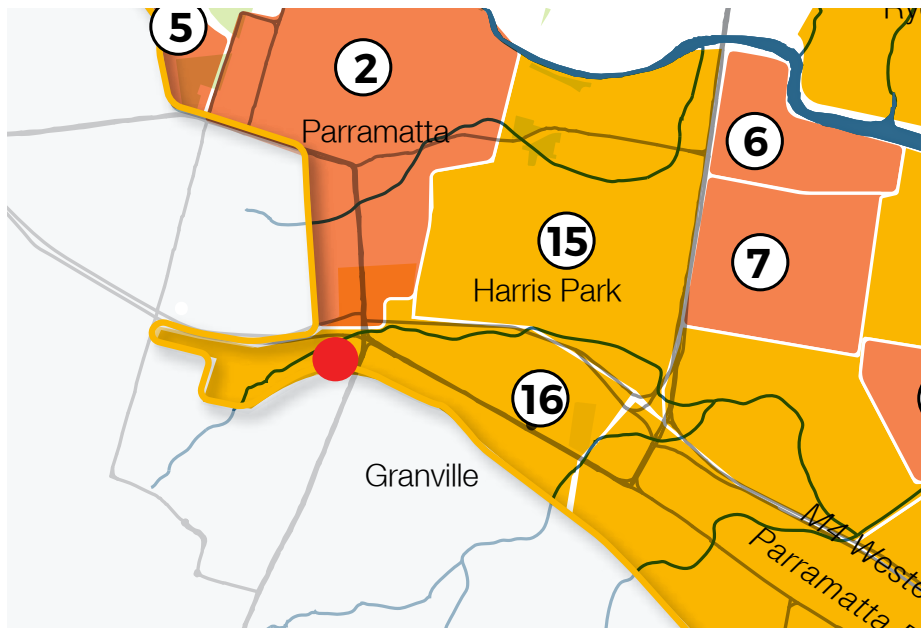
Site identified as “Future Residential”



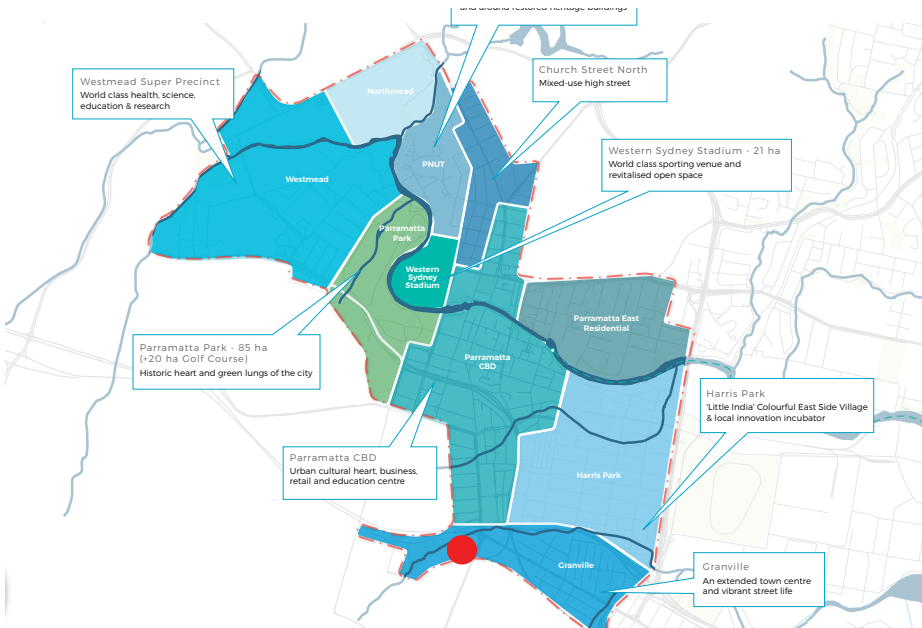
Site adjacent to the “Economic Anchors” on Church Street



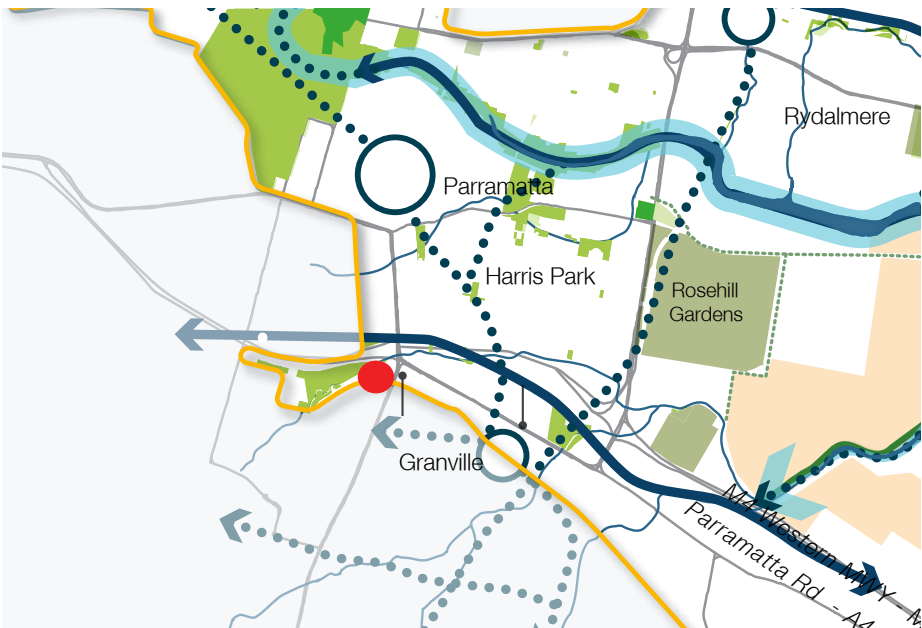
Site identified as “Potential For Targeted Growth”



Site within Granville “Extended Town Centre & Vibrant Street Life”



Site adjacent to major “Public Open Space”




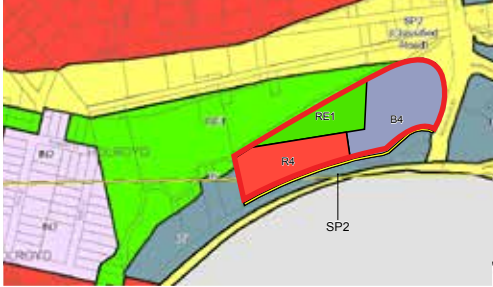

Site



# 5 Proposal Comparison to the Parramatta Road Urban Transformation Strategy

As stated by Minister for Planning, Rob Stokes, “The overall vision for the Parramatta Road Corridor is for improved transport choices, better amenity and balanced growth of housing and jobs. The Parramatta Road Corridor of the future will offer residents and road users improved transport — including more efficient and reliable public transport, and walkable neighbourhoods. It will be a better place to live and work, while preserving the things we love about our local areas. We’re delivering on community priorities for the area for more appealing public areas, including green space, and satisfying urban centres.”

The following table considers the PRUTS principles and objectives and provides a comparison of UrbanGrowth’s recommendations against the current Proposal under assessment. Having regard to the comments provided and evidence that supports these assumptions, it is apparent that the PRUTS recommendations for the site are not consistent with its own objectives.

PRUTS Principles/Objectives	Urban Growth Recommendation (PRUTS 2016)	Planning Proposal (Current)
Land use map		 
Planning Controls	<ul style="list-style-type: none"><li>– B5 Business Development - allowing for bulky goods and industrial use</li><li>– B6 Enterprise Corridor - allowing for residential and mixed use</li><li>– Building heights generally 30 – 42 metres</li><li>– Site FSR of 1.9:1 (considerable under development of the site)</li></ul> <p>NOTE: The two diagrams above extracted from the PRUTS provides conflicting information with one showing residential and a business/enterprise land use and the other B5 and B6 zones.</p>	<ul style="list-style-type: none"><li>– B4 Mixed Use Zone including commercial, retail and residential uses</li><li>– R4 High Density Residential - proposed with additional permitted “Commercial Premises”</li><li>– RE1 Public Recreation – 7,714m<sup>2</sup> (approx.) proposed as dedicated to Council</li><li>– SP2 Infrastructure - public transport provision fronting Crescent Street</li><li>– Building heights generally 28 – 85 metres, with one marker tower of 35 storeys</li><li>– Site FSR of 4:1</li></ul>
Development Outcome	<ul style="list-style-type: none"><li>– Employment: 5,200m<sup>2</sup></li><li>– Residential: 29,500m<sup>2</sup> (approx. 343 apartments)</li><li>– Bulky goods/Industrial: 39,000m<sup>2</sup></li><li>– Total: 73,700m<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li>– Employment: 13,000m<sup>2</sup></li><li>– Residential: 142,000m<sup>2</sup> (approx. 1,650 apartments)</li><li>– Total: 155,000m<sup>2</sup></li></ul>
Employment Creation	<ul style="list-style-type: none"><li>– As concluded by Macroplan (refer Attachment C) the PRUTS recommendations will likely encourage limited employment change due to the non-feasible and unrealistic land use that represents the majority of the site. Employment outcomes will therefore be significantly compromised.</li><li>– Colliers International has confirmed economic rents to deliver a multi-level bulky goods centre would result in rentals 45% greater than current market and historic averages, however more importantly the sites attributes don’t support the type of use proposed by PRUTS (Refer Attachment D).</li></ul>	<ul style="list-style-type: none"><li>– An employment outcome of up to 400 full time jobs, plus indirect employment, representing approximately 5% of the Granville precincts 7,200 jobs target forecast by 2050.</li><li>– Comprehensive analysis by Macroplan and Deep End Services has demonstrated the employment provision is both market supported and feasible (refer Attachment C &amp; D).</li></ul>
B5 Business Development Zone - Viability & Feasibility	<ul style="list-style-type: none"><li>– No specific reference is provided in PRUTS or the supporting documents to confirm the basis for site’s B5 zone recommendation.</li><li>– It is clearly acknowledged in the “Economic Analysis Report” (refer pages 4,7,8,10,11,12,38,39,53,79, 87,90) the drivers for bulky good retailing and the intent of future locations, which appear contrary to what is recommend for the site.</li><li>– Page 48 of the PRUTS outlines Auburn is the prime location for bulky goods and the importance to co-locate and cluster these business to increase efficiency, productivity and provide economic resilience.</li><li>– It concludes (pg. 12/13), “In terms of the future location of retail and commercial floor space in each of the precincts, key factors to consider are:<ul style="list-style-type: none"><li>– The location of existing centres/clusters within precincts and the priority to reinforce existing activity node;</li><li>Access to public transport and accessibility consideration;</li><li>Accessibility to the identified catchment to be served and Physical barriers that would limit or impede access.”</li></ul></li></ul>	<ul style="list-style-type: none"><li>– Macroplan has concluded the site is not suitable or feasible to support the delivery of a bulky goods and industrial multi-level centre (refer Attachment C).</li><li>– In further support, we provide a summary from Colliers International National Director of Bulky Goods who also concludes the site location is not suitable for B5 Business zoning, that large format retailers seek to cluster together in efficient sites and to deliver this type of property would result in rents 45% greater than the upper end of premium bulky goods centres in Sydney, and is therefore unfeasible (refer Attachment D).</li><li>– Industrial occupiers pay even less than bulky goods tenants and we note that the B5 zone does not permit commercial premises under the Holroyd Local Environment Plan.</li></ul>



5 Proposal Comparison to the Parramatta Road Urban Transformation Strategy (cont)

Infrastructure Delivery	<ul style="list-style-type: none"><li>Under the “Urban Amenity Improvement Plan – implementation toolkit” there is no allocation for any infrastructure expenditure or upgrades in the Granville Frame Area.</li></ul>	<p>Consistent with the objectives of the “Urban Amenity Improvement Plan”, the Proponent will bring forward, deliver and fund:</p> <ul style="list-style-type: none"><li>A pedestrian bridge across Woodville Road to improve connectivity and safe access to Granville station, whilst also providing a link for Granville residents to access the site and Merrylands.</li><li>An on-site transport corridor (SP2 zone) provision to support future bus routes between Merrylands, Parramatta and Granville.</li><li>Proposed new bus stops adjacent to pedestrian bridge and in the SP2 zone.</li><li>Improved pedestrian and cycle accessibility including provision of new links to the regional cycle way and improvements of others.</li><li>Widening of Crescent Street to provide a right turn facility into the site.</li><li>Provide a reasonable contribution to the upgrade of Woodville Road/Parramatta Road intersection if works above those committed in the strategy are required.</li><li>The creation and upgrade of major public open space (refer heading above).</li></ul> <p>These significant works will benefit both the Granville priority precinct and will allow the Frame Area to evolve and play the role anticipated by the PRUTS.</p>
Reduce Traffic Impacts	<ul style="list-style-type: none"><li>Based on PRUTS land uses and the resultant Development Outcome outlined above, this would result in traffic generation levels more than 50% greater than the Proposal (Refer Attachment B).</li><li>The B5 Bulky Goods site area, on its own, would result in traffic impacts equivalent to 75% of the current traffic generated under the Proposal.</li><li>It is unknown whether RMS would permit such significant traffic impacts given the adjacent intersection at Parramatta Rd/Woodville Rd/Church St.</li></ul>	<ul style="list-style-type: none"><li>The Proposals results in 50% less potential traffic impacts that the PRUTS recommendations, which is critical to deliver on the aspirations to reduce congestion on Parramatta Road.</li><li>The Proponent led and funded infrastructure upgrades have demonstrated how the development will put in place a transport solution that will encourage public transport use and better connect the centres.</li><li>Detailed traffic modelling demonstrates the traffic impacts and the mitigation measures to achieve a manageable traffic outcome for the site.</li><li>RMS has confirmed its requirements to progress the Proposal, and it is acknowledged by the Proponent will contribute to the PRUTS planned upgrades of the adjacent intersection.</li><li>Transport for NSW support the pedestrian bridge, SP2 infrastructure zone and new bus stops, which deliver the UAIP Principles.</li></ul>
Public Open Space Creation	<ul style="list-style-type: none"><li>The PRUTS recommendations will result in the sterilisation of the adjacent open space and not support the delivery of the Proponents RE1 Public Recreation land use.</li><li>One of the key drivers and objectives for PRUTS is the creation of “green spaces and links”, and the sterilisation of the land through a B5 bulky goods land use contradicts this objective.</li><li>There is no allocation of funds in the UAIP to support the upgrade of the adjacent sportsground.</li></ul>	<ul style="list-style-type: none"><li>11,000m² (35% of the site) of site is allocated as publicly accessible open space and includes a plaza element with proposed kid’s playground, water play area and large contiguous green space that will be landscaped to ensure an appropriate microclimate.</li><li>7,700m² of this area is set aside as parkland to be dedicated to Council with the proponent submitting under its Voluntary Planning Agreement to upgrade and connect to the adjacent parkland.</li></ul>
Housing Diversity & Affordability	<ul style="list-style-type: none"><li>The PRUTS identified 27,000 new dwellings, 15,000 of which are earmarked for delivery before 2023.</li><li>Granville comprises 5,400 of these dwellings with no allocation between the Precinct and Frame Area, and Cumberland Council has a five-year delivery target of 9,350 dwellings.</li><li>The objective is for a range of housing types and a focus for affordability.</li><li>A challenge of Granville is the fragmented ownership and smaller landholdings which limit the timely delivery of measurable supply.</li><li>Affordable housing should represent between 5%-10% of all new developments.</li></ul>	<ul style="list-style-type: none"><li>The Proposal gives provision of approximately 1,650 to 1,850 (dependent on apartment mix) new dwellings.</li><li>The masterplan allows for a mix of housing types and promotes the concept of live, work and plan and will include 1, 2 and 3 bedroom apartments, dual key dwellings, potential for ground floor hybrid commercial use terraces.</li><li>Owing to its proximity to Church Street and Granville, the masterplan has been envisaged to cater for a greater percentage of 1 bedroom units (45%) than what has been historically built in the Cumberland LGA and surrounds. This also reflects the changing demographics and delivering affordability to younger age groups who want to be in a location close to public transport and the Parramatta CBD.</li><li>The site scale and characteristics mean the masterplan can be staged over time as market demand allows and infrastructure is brought on line, consistent with PRUTS.</li><li>Affordable housing can be achieved through both the delivery of sustainable supply and dedication of dwellings in new projects for low income workers. Although the PRUTS objective has emerged after the preparation of the Proposal, the Proponent understands the need to consider this element which can be dealt with during the gateway rezoning stage.</li></ul>



5 Proposal Comparison to the Parramatta Road Urban Transformation Strategy (cont)

Transport & Accessibility	<ul style="list-style-type: none"><li>– Principle 3 of PRUTS states that “Accessible and connected transport is vital for the liveability, economic prosperity, efficiency and success of the Parramatta Road Corridor”.</li><li>– Development should be aligned to the delivery of key transport infrastructure and generally follow the implementation strategy, unless a development can demonstrate how and why it can achieve these principles.</li></ul>	<ul style="list-style-type: none"><li>– The PRUTS” Precinct Transport Report” identifies (pg. 61-Figure 18) the site as within the 800m walking catchment of public transport.</li><li>– The Proponent is committed to numerous infrastructure upgrades (refer Infrastructure Delivery) that support the Proposal to be brought online earlier than forecast.</li><li>– These upgrades will ensure have a positive impact on the priority development areas and deliver on the objectives to create “15 minute centres”.</li></ul>
Connectivity – 15 Minute Centres	<ul style="list-style-type: none"><li>– The principle of this is “<i>Planning and development of neighbourhoods at the local level is required to ensure people can access a range of local services and facilities, ideally within a reasonable amount of time from home</i>”.</li></ul>	<p>The Proposal has demonstrated how it will achieve each rezoning implementation principle to:</p> <ul style="list-style-type: none"><li>– Improve walkability, cycling and safety to support healthier communities.</li><li>– Improve housing choice and diversity.</li><li>– Increased usability of, and access to, safe open spaces.</li><li>– Improve local economic opportunities.</li><li>– Adequate local services and infrastructure.</li><li>– Access public transport.</li></ul>
Place Making	<ul style="list-style-type: none"><li>– Page 87 of the PRUTS states to “Recognise the Historical Junction’ and acknowledge/ reinforce that it is a junction, both of rail lines and of suburbs/centres, being the southern extent of Parramatta, western extent of Granville, northern/eastern extent of Holroyd/ Merrylands as a key action.</li><li>– The development of a bulky goods centre on this corner does not deliver upon this objective.</li></ul>	<ul style="list-style-type: none"><li>– The proponent put forward a marker tower of 35 storeys on the Woodville / Parramatta Rd frontage to signify the regional importance of this junction to Holroyd and Parramatta.</li><li>– The Fine Grain Study illustrates the site as the highest topographical point in the Parramatta Road corridor and it makes logical sense to have a marker tower to signify this important junction.</li></ul>
Amalgamation	<ul style="list-style-type: none"><li>– Through the division of the site into the proposed land uses, the PRUTS is recommending to disjoint and create conflicting land use on one of the largest single landholdings, which is contrary to the “Planning &amp; Design Guidelines”.</li><li>– Section 5.8-Lot Amalgamation, outlines that “<i>Amalgamation of lots is required to achieve increased height and floor space ratios permitted on larger sites</i>”.</li></ul>	<ul style="list-style-type: none"><li>– The ability of the site, given its scale, locality and physical attributes, to deliver major urban infill development whilst having minimal impact on existing low-density residential neighbourhoods cannot and should not be overlooked.</li></ul>

This summary document is further detailed and supported by the Attachments (A to E), which should be read in conjunction with this summary.