

<b>ITEM-7</b>	<b>NORTH ROCKS INDUSTRIAL PRECINCT REVIEW AND PLANNING PROPOSAL (FP149)</b>
<b>THEME:</b>	Balanced Urban Growth
<b>OUTCOME:</b>	7 Responsible planning facilitates a desirable living environment and meets growth targets.
<b>STRATEGY:</b>	7.2 Manage new and existing development with a robust framework of policies, plans and processes that is in accordance with community needs and expectations.
<b>GROUP:</b>	<b>STRATEGIC PLANNING</b>
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**EXECUTIVE SUMMARY**

It is recommended that a planning proposal for the North Rocks Industrial Precinct be forwarded to the Department of Planning and Environment for Gateway Determination.

A review of the Precinct has indicated that it is an active employment area which provides a niche market for business activities that do not rely on passing trade or immediate connections to major transport routes. It provides approximately 1,300 jobs across a range of local and larger businesses including urban support services, start-ups as well as larger national and international companies. The precinct has an annual economic output of \$531 million primarily due to manufacturing and wholesale trade uses.

Whilst the Precinct is currently functioning well in economic terms, its ongoing viability will inevitably be influenced by broader industrial trends related to the decline of manufacturing and increasing professional/managerial workforce. Due to its location and range of building stock and land parcel sizes, the Precinct is well placed to transition to a higher order employment precinct to meet the needs of the Shire's growing residential population. Given the Precinct has an ongoing opportunity for employment provision it is not recommended that the land be rezoned for residential development.

To facilitate future investment and employment diversity, it is proposed to rezone the Precinct from IN1 General Industrial to B6 Enterprise Corridor and reduce the minimum lot size from 8,000m<sup>2</sup> to 4,000m<sup>2</sup>. It is also proposed to remove 'Shop-top housing' from the permitted land uses within the B6 zone to reduce potential for land use conflict which may inhibit future employment development.

The proposed zone would maintain the permissibility of existing industrial uses as well as permit a wider range of commercial and business premises and increase employment densities. To encourage revitalisation and improve accessibility and amenity within the Precinct, a Public Domain Plan has been prepared. Development Control Plan amendments primarily relating to reduced setbacks are also proposed to support the recommended zone change.

**REPORT**

The purpose of this report is to review the existing capacity and capability of the North Rocks Industrial Precinct to sustain continued industrial development and provide options for its revitalisation and redevelopment by way of either job growth or housing outcomes.

Council's Employment Direction (2008) identified the North Rocks Industrial Precinct as requiring revitalisation and renewal. Industrial trends in recent years have seen some older areas come under pressure for rezoning for residential, particularly in inner city areas. The trend is partly influenced by escalating land values and the development of major employment lands in Western Sydney. This has prompted the need to examine the relevance and performance of North Rocks as an Industrial Precinct and whether it is affected by similar pressures.

**THE PRECINCT**

The North Rocks Industrial Precinct has evolved since the first developments in the late 1960s and early 1970s and is now dominated by a variety of warehousing and light industrial uses, including some manufacturing. It is positioned in a unique location surrounded by bushland and residential development; it was once regarded as a central location in Sydney and benefits from reasonably close proximity to transport routes and the Parramatta CBD.

The Precinct comprises approximately 46ha of industrial land and is accessed via Loyalty Road and North Rocks Road. It is located approximately 2kms from James Ruse Drive, Windsor Road and the North Rocks Town Centre. It is bordered by Excelsior Reserve and predominantly low density detached housing.

The Precinct comprises light industrial, manufacturing, warehousing/distribution, personal storage and urban support services, and is also home to a major Korean Church, a manufacturing headquarters of Unilever and Officeworks warehouse. Lot sizes vary from 2,321m<sup>2</sup> to 9.462ha and building types also vary from small strata complexes to substantial warehouses ranging in age and condition.

**Figure 1**

The precinct and surrounding development

The Precinct is a worker and vehicle oriented employment area, meaning it does little to attract the interest of the public and provides minimal amenities and services for pedestrians and visitors.

Economic trends in deindustrialisation, technological advancements and mechanisation have led to a decline in manufacturing and an increase in warehousing, logistics and specialised uses. The position of employment land relative to major transport routes and industry clusters has become increasingly important to improve efficiencies and competitiveness. These trends have created a shift in the approach to some industrial areas to ensure they are able to withstand the pressures of change. This shift is evident throughout the Sydney region with increased rezoning of industrial land to other employment zones in the interest of versatility or a change to housing.

Investigations have found that the North Rocks Industrial Precinct is an active employment area with a low vacancy rate (9% of units or 2.3% of the total Precinct floor space) and has an economic output of \$531 million. It currently provides approximately 1,300 jobs, primarily consisting of administration workers (20%), technicians and trade workers (18%), managers (16%), machinery operators and drivers (13%) and professionals (11%). The percentage of administration workers within the precinct has increased over time which is reflective of the wider economic trends associated with deindustrialisation and manufacturing decline.

Whilst North Rocks is currently an active industrial area, it is also in need of renewal and revitalisation if it is to remain competitive into the future and attract investment. Its connections to major transport routes, in addition to its suburban location mean that it may struggle to retain industrial functions into the future and encourage redevelopment.

The Precinct is one of two (2) IN1 General Industrial zoned areas in The Hills Shire, together with Winston Hills. Previously zoned light industrial, North Rocks was given a general industrial focus under LEP 2012 in order to encourage a freight and logistical

role. Economic trends, both domestic and international, have decreased the relevance of this focus in North Rocks.

The Precinct now provides an excellent opportunity to increase employment diversity and business innovation in the area whilst also maintaining valuable urban support and industrial functions. To ensure that the Precinct remains relevant into the future with a key role of providing jobs, it is recommended that the current zone be expanded to include commercial activities and lower minimum lot sizes, together with consideration given to public domain improvements to stimulate investment in development.

**PLANNING PROPOSAL**

The planning proposal seeks to facilitate the future redevelopment and revitalisation of the Precinct by rezoning from IN1 General Industrial to B6 Enterprise Corridor and to reduce the minimum lot size from 8,000m<sup>2</sup> to 4,000m<sup>2</sup>. Existing and proposed zone maps are shown in Figure 2.



**Land Zoning (LZN)**

<span style="background-color: #ADD8E6; border: 1px solid black; padding: 2px;">B6</span> Enterprise Corridor	<span style="background-color: #FFC0CB; border: 1px solid black; padding: 2px;">R3</span> Medium Density Residential	<span style="background-color: #D8BFD8; border: 1px solid black; padding: 2px;">IN1</span> General Industrial
<span style="background-color: #FFDAB9; border: 1px solid black; padding: 2px;">E2</span> Environmental Conservation	<span style="background-color: #90EE90; border: 1px solid black; padding: 2px;">RE1</span> Public Recreation	
<span style="background-color: #FFB6C1; border: 1px solid black; padding: 2px;">R2</span> Low Density Residential	<span style="background-color: #90EE90; border: 1px solid black; padding: 2px;">RE2</span> Private Recreation	

**Figure 2**  
Existing and Proposed zone

In order to retain an employment focus, the planning proposal also seeks to prohibit 'shop-top' housing within the B6 Enterprise Corridor zone. Associated amendments are proposed to setbacks in the Development Control Plan and a Public Domain Plan has been prepared to provide the Precinct with a sense of identity and to improve its amenity.

The B6 Enterprise Corridor zone, under the Standard Instrument, was primarily intended to promote businesses along main roads and encourage a range of employment uses. This zone has been used elsewhere in the Shire at North Parramatta, Beaumont Hills, Rouse Hill and Annangrove. North Rocks is ideal to accommodate a variety of uses that are complimentary to the nearby North Rocks Town Centre and is within 2kms of major arterial roads.

Under a B6 Enterprise Corridor zone it is expected that the Precinct will continue to have a strong light industrial, warehousing and urban support focus. However the Precinct

will increasingly struggle to compete with more accessible locations particularly in the area of warehousing. Diversity in employment uses will further enliven the area and encourage investment and redevelopment. It is not an intention of the planning proposal to 'push out' uses that are desirable in the Precinct under the proposed B6 Enterprise Corridor zone, in particular Unilever which was established under a light industrial zone and still permissible under the B6 Enterprise Corridor zone.

It is anticipated that the B6 zone will attract a range of smaller scale office and business premises, but would not shift entirely to commercial since these uses will continue to gravitate towards business parks and centres. It is not intended to facilitate a business park however the Precinct may also offer an attractive, alternative location for low scale or campus style office uses (such as IBM) given the 16 metre height limit and the Precinct's bushland setting.

It is not proposed to increase the permitted height limit of 16 metres, nor the existing floor space ratio of 1:1 in order to maintain development of an appropriate scale.

#### Lot Size

In addition to a change in zone, lot sizes can also affect investment and redevelopment. Whilst the minimum lot size is 8,000m<sup>2</sup>, lots in the Precinct range from 2,321m<sup>2</sup> to 9.6 hectares. This means the Precinct is well-placed to cater for small to large uses and already offers subdivision potential that has not been pursued. However, as with a diversification in employment uses, potential for increased variation in lot sizes will also contribute to the Precinct's flexibility and ability to counteract economic trends and attract investment and redevelopment.

Analysis undertaken in relation to lot sizes and industrial land uptake found that the high capital cost to establish a development on an 8,000m<sup>2</sup> site has a negative impact on project feasibility. An analysis of similar industrial areas identified that of the most common lot range was less than 2,000m<sup>2</sup>, followed by 2,000 to 4,000m<sup>2</sup>. Based on the assumption that market demand is sensitive to lot size, it is concluded that a large portion of the industrial market may be excluded by the existing 8,000m<sup>2</sup> minimum control. It is considered that a smaller lot size of 4,000m<sup>2</sup> in the North Rocks Industrial Precinct would provide opportunities for smaller landholding investment for businesses as an alternative to renting by reducing the capital cost to develop.

#### Shop top housing

In order to ensure the viability of North Rocks as an employment area it is necessary to limit potential land use conflicts. Whilst residential and industrial uses currently exist alongside one another in North Rocks, substantial setbacks and the buffer of Excelsior Reserve minimises conflicts. It is not desirable to introduce residential uses within the Precinct itself since it may deter business investment and restrict operations.

'Shop top housing' on B6 zoned land is not required to meet dwelling targets. There is sufficient residential and mixed use zoned land in the Shire to cater for medium and high density development. The proposed deletion is consistent with a proposed change to State Environmental Planning Policy (Sydney Region Growth Centres) 2006 for the Box Hill Industrial Area.

#### Employment

The draft Metropolitan Strategy for Sydney 2031 sets a target of 45,000 jobs for The Hills, with 10,000 of these to be located outside of Norwest, Rouse Hill and Castle Hill.

Based on likely future floor space estimates associated with a mix of industrial and commercial uses under the proposed B6 Enterprise Corridor zone, employee numbers in the Precinct could increase from 1,300 to 2133 jobs (+833) which would make a

significant contribution towards Council's employment targets. These figures assume a 50% uptake of redevelopment opportunities.

#### Traffic Capacity

Estimated increases in floor area across the Precinct as a result of future redevelopment under the B6 zone will increase the number of vehicular movements in the Precinct. With the exception of properties having access to North Rocks Road, all traffic enters and leaves the Precinct via Loyalty Road. Existing roads are sufficiently wide to cater for large truck movements.

Traffic analysis based on projections of maximum future industrial and commercial floor space in the Precinct advises that there will be spare capacity to cater for additional traffic provided subject to the following:

- Traffic signals at Loyalty Road / North Rocks Road with two right turning lanes into Loyalty Road; and
- Parking restrictions on Loyalty Road within the Precinct in morning and afternoon peaks.

Peak time parking restrictions on North Rocks Road may be considered as part of the assessment of future development applications.

Traffic signals are already planned at Loyalty Road within the next five (5) years and are funded under Council's Section 94A Contributions Plan which applies to the Precinct. The cost of implementing parking restrictions is minimal and is not required to be itemised in the Contributions Plan.

#### **DEVELOPMENT CONTROL PLAN AMENDMENTS**

It is recommended that amendments to setbacks in the Precinct be considered in conjunction with a reduction in lot size in order to facilitate redevelopment and to stipulate appropriate setbacks in the event of subdivision. A generous setback to North Rocks Road (30m) is reasonable to minimise conflicts with nearby residences. Setbacks on any internal roads within the Precincts should be 10 metres, which is considered appropriate to provide adequate landscaping.

Draft amendments to the Development Control Plan Industrial Section and associated maps for the North Rocks Industrial Precinct are provided in Attachment 1.

#### **PUBLIC DOMAIN PLAN**

The success of the Precinct has not been due to its public image, however for the Precinct to attract new business investment and to improve the amenity of workers and visitors, improvements to the public domain are recommended.

A draft Public Domain Plan (refer Attachment 2) has been prepared to improve the Precinct's image and amenity through the provision of footpaths, street trees and feature signage and landscaping within an existing traffic island at the intersection of Loyalty and North Rocks Roads to highlight the entrance to the Precinct. The estimated cost of these works is as follows:

<b>Improvement</b>	<b>Estimated cost</b>
Footpaths (approximately 1.3kms)	\$195,000
Gateway Pylon Signage	\$6,000
Gateway flag poles (3)	\$3,900
Median island landscaping	\$15,000
Existing street tree removal	\$5,000

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New street trees (190)	\$19,000
<b>TOTAL</b>	<b>\$243,900</b>

The desired footpaths on Loyalty and Trent Roads are already listed within Council's footpath program. At present the footpaths are outside of the four-year funded program and may be incorporated into the next program beyond 2019. Funds (\$534,041) allocated in the S94A Contributions Plan for traffic signals at Loyalty and North Rocks Road incorporates the provision of landscaping and general signage for the Precinct. Street trees are not funded by any current revenue source but could be required as a condition of consent with any redevelopment of sites within the Precinct.

## **IMPACTS**

### **Financial**

Based on the estimated floor space which equates to 50% uptake of redevelopment opportunities, future redevelopment of the Precinct has the potential to generate up to approximately \$1.6 million in contributions under the 1% levy required in the Section 94A Plan. The draft Public Domain Plan proposes improvements totalling approximately \$243,900 and should be included for consideration in the next review of the S94A Plan.

### **The Hills Future Community Strategic Plan**

The proposal is consistent with the vision and objectives of The Hills Future – Community Strategic Plan since it will lead to the revitalisation of an existing employment area through flexibility in employment opportunities.

## **RECOMMENDATION**

1. A planning proposal be forwarded to the Department of Planning and Environment for a Gateway Determination to amend Local Environmental Plan 2012 to:
  - Rezone the North Rocks Industrial Precinct from IN1 General Industrial to B6 Enterprise Corridor;
  - Amend the minimum lot size from 8,000m<sup>2</sup> to 4,000m<sup>2</sup>; and
  - Delete 'shop top housing' as a permitted use within the B6 Enterprise Corridor and the associated objective.
2. The following plans be exhibited concurrently with the planning proposal:
  - Draft amendments to Development Control Plan 2012 Part B Section 7 – Industrial; and
  - Draft North Rocks Employment Precinct Public Domain Plan.

## **ATTACHMENTS**

1. Draft Development Controls North Rocks Employment Precinct (4 pages)
2. Draft North Rocks Employment Precinct Public Domain Plan (20 pages)

## ATTACHMENT 1

Part B Section 7

Industrial

*renewable energy sources in accordance with Council's ESD objective 5.*

- (v) *To ensure development is compatible with land capability.*
- (vi) *To minimise adverse impacts on the environment in accordance with Council's ESD objective 7.*
- (vii) *To ensure during consideration of the site layout and design that disturbance to the natural environment is minimised in accordance with Council's ESD objective 4.*

**DEVELOPMENT CONTROLS**

- (a) Development should be designed to respect site constraints such as topography, drainage, soil landscapes, flora, fauna and bushfire hazard.
- (b) Disturbance to existing natural vegetation, landforms, creeks, wetlands and overland flow paths should be minimised.
- (c) Development on land adjoining bushland reserves should incorporate measures (such as setbacks and buffers) to prevent any impact on those reserves.
- (d) Development should be sited on the area of land having the least topographic constraints.
- (e) Development should be sited away from steep slopes (particularly those containing natural vegetation) so that, where possible, these features can be kept in a natural state.
- (f) Land with a slope greater than 20% is not suitable for development.
- (g) Development applications for proposals on land with a slope of between 10-20% must be accompanied by a geotechnical assessment.
- (h) Development within the Annangrove Road Light Industrial Area should be sited, designed and landscaped to minimise visual impact upon Rouse Hill House Estate and avoid development of topographically prominent knolls and ridgelines easily viewed from the Estate.

**SUBMISSION REQUIREMENT**

- Site Analysis.

**2.3. DEVELOPMENT SITES****OBJECTIVES**

- (i) *To ensure development sites have sufficient areas to provide adequate access, parking, landscaping and building separation.*
- (ii) *To provide for the orderly development of land through subdivision or the consolidation of lots.*
- (iii) *To ensure development on a particular site has due regard to adjoining developments.*

**DEVELOPMENT CONTROLS**

- (a) The proposed development retains any significant mature vegetation, and provides a suitably landscaped setback to the street frontage in keeping with that of an industrial 'park-like' environment. Plantings shall reduce the visual bulk of the building and screen car parking areas.
- (b) The development complies with the setback provisions of this development control plan, and is generally consistent with adjoining structures in terms of its elevation to the street and building height.
- (c) The proposed development is sited to avoid disturbance of natural site features including existing significant mature vegetation, creeks, steep slope and other significant landforms. The building platform shall be sited in an accessible and practical location on relatively flat terrain with stable soil and geology.
- (d) The development provides a direct, legible, safe and stable means of access for both vehicles and pedestrians from a public road to the proposed building platform. Adequate area is to be provided for the entry, exit and manoeuvring of heavy vehicle or service vehicles within the development site.
- (e) With the exception of the Edwards Road Precinct and **North Rocks Employment Precinct**, the minimum road frontage requirement is 60 metres.
- (f) Development shall not isolate an adjoining area of land that does not meet the minimum lot size identified in The Hills LEP 2012.

**ATTACHMENT 1**

Part B Section 7

Industrial

- and all associated hard paved areas (such as car parks, loading areas and driveways);
- All buildings are to be low profile in design so as to reduce the apparent or visual bulk of the structure;
  - All external building materials are to be non-reflective and of a colour consistent with the surrounding natural environment and vegetation;
  - Roofing material in particular should be of a dark, non-reflective colour (such as dark green or grey) which recedes visually within the surrounding natural landscape; and
  - The maximum height of any freestanding signage is 3 metres. Consideration will be given to an increase in the maximum height, provided:
    - The applicant can demonstrate it will not be visible from Rouse Hill House Estate; or
    - The structure is of a design, colour and utilises materials which are considered by Council to mitigate the visual prominence of the signage when viewed from Rouse Hill House Estate.
  - Where possible existing remnant mature trees should be retained particularly along existing road reserves and building setbacks should include supplementary plantings of native trees to ensure that buildings are seen within a canopy of trees when viewed from the Estate.
  - Any tall structures such as light towers or flagpoles should be of a dark, non-reflective colour (such as dark grey or green) and should be sited carefully so as not to obstruct critical sightlines to and from Rouse Hill House Estate.

**SUBMISSION REQUIREMENTS**

- Submit applicable documentation in the Development Application to demonstrate how the objectives and development controls are satisfied.
- Any application for development within the light industrial area south of Annangrove Road as shown in Map Sheet No.6 of this Section of the DCP must provide details of proposed external colours, materials, finishes and landscaping and

any other supporting documentation in order to demonstrate how the development will minimise visual impact upon Rouse Hill House.

**2.28. DEVELOPER CONTRIBUTIONS**

Applicants should refer to Council's Section 94 Contributions Plan No. 11 - Annangrove Light Industrial Area.

**2.29. SEX SERVICES PREMISES**

Refer to Appendix B for development controls specific to sex services premises.

**2.30. EDWARDS ROAD PRECINCT**

Refer to Appendix C for development controls specific to development within the Edwards Road Precinct.

Appendix C applies to the land identified as the Edwards Road Precinct within Sheet 6 of Appendix A – Precinct Plan Maps identified.

In the event of an inconsistency between the development controls contained within Appendix C and another control within this Plan or any other Development Control Plan, the development controls contained within Appendix C will prevail.

**2.31. NORTH ROCKS EMPLOYMENT PRECINCT**

The following controls apply to development in the North Rocks Employment Precinct in addition to other relevant controls in this Section of the Development Control Plan:

(a) Development shall be set back:

- 30 metres to North Rocks Road.
- 10 metres to all other road frontages.

(b) Development is to be consistent with the North Rocks Employment Area Public Domain Plan.

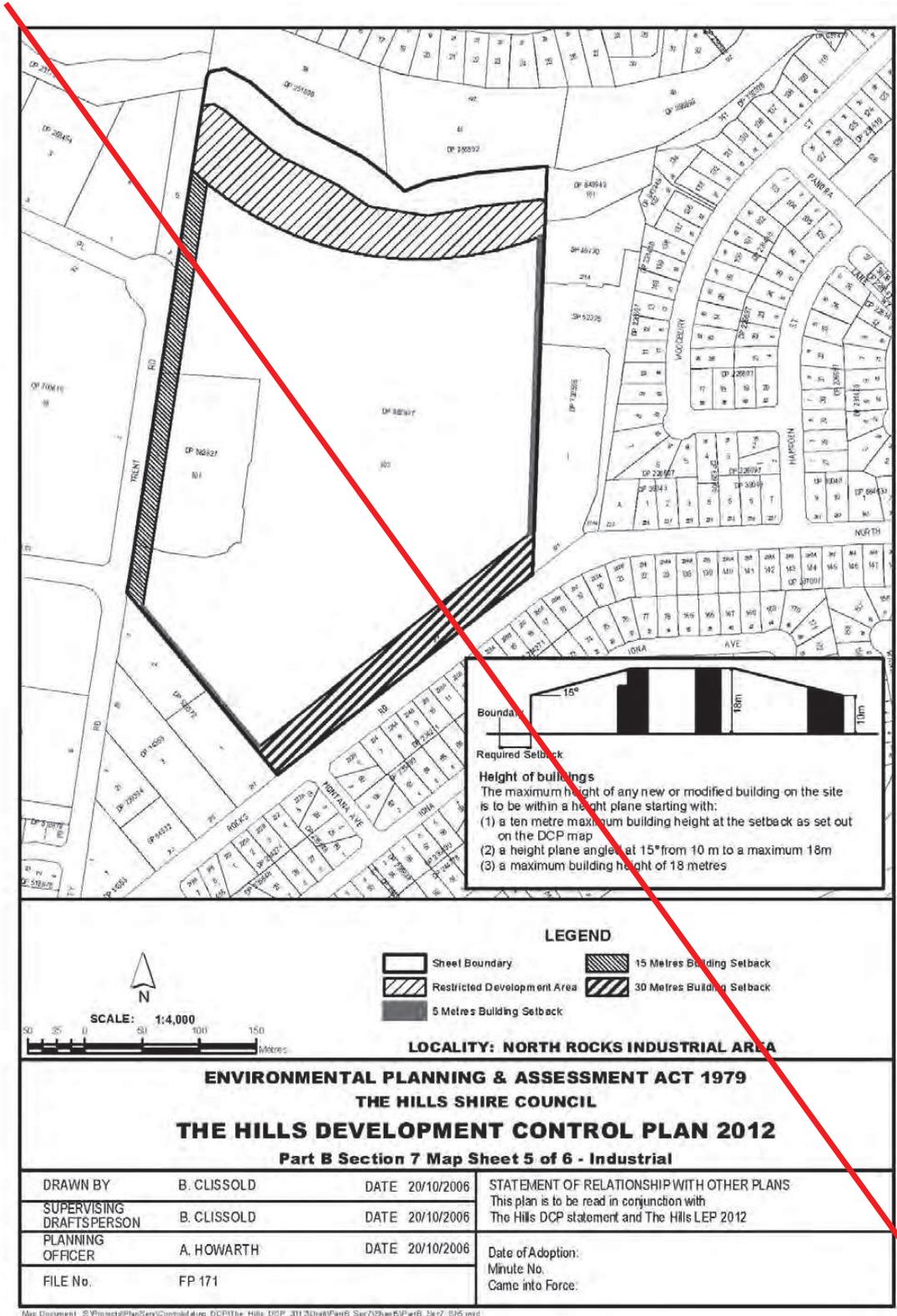
In the event of an inconsistency between the development controls contained within this section and another control within this Plan or any other Development Control Plan, the development controls contained within this section will prevail.



**ATTACHMENT 1**

Part B Section 7

Industrial



ATTACHMENT 2



**DRAFT**

**PUBLIC DOMAIN PLAN**

NORTH ROCKS EMPLOYMENT  
PRECINCT



**DECEMBER 2014**

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**THE PURPOSE OF THIS PLAN IS TO:**

- Guide future improvements to the public domain of the North Rocks Employment Precinct
- Enhance the visibility of the Precinct and ensure it has a clear image and identity.
- Improve amenity and accessibility for employees and visitors.
- Assist in the ongoing viability of the Precinct by encouraging investment and redevelopment.



FUTURE VISION - LOYALTY ROAD  
ENTRANCE SIGNAGE

# INTRODUCTION

## WHAT IS THE PUBLIC DOMAIN?

The public domain is space that is publicly accessible for the whole community such as streets, roads and parks. An improved public domain can promote increased environmental amenity and accessibility of an area for the community. A high quality public domain can also act as a core attractor for investment in economic activity and business development.

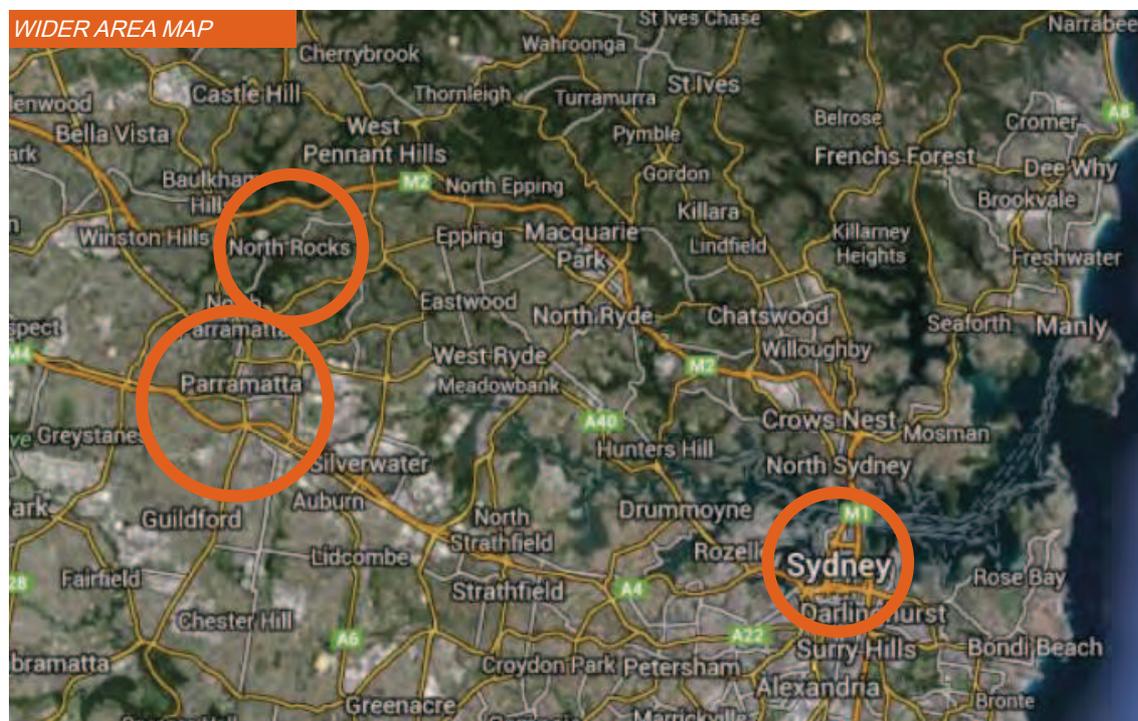
## WHAT IS A PUBLIC DOMAIN PLAN?

A Public Domain Plan serves as a manual to guide future improvements to the public domain. It provides a vision for an area and the design principles and elements to achieve the outcome. For the North Rocks Employment Precinct, the Public Domain Plan will guide specific improvements to enhance the visibility, accessibility, identity and amenity of the precinct to ensure its ongoing viability, and to encourage increased employment opportunities and redevelopment.

## NORTH ROCKS EMPLOYMENT PRECINCT

The Precinct comprises approximately 46 hectares of industrial land accessed via Loyalty Road and North Rocks Road. It is located approximately 2kms from James Ruse Drive, Windsor Road and the North Rocks Town Centre. The Precinct is surrounded by the extensive Excelsior Reserve and predominantly low density residential development. A pocket park, Bill Watson Reserve lies adjacent to the Loyalty Road entrance. An isolated pocket of four residential lots is located at the end of Loyalty Road.

Land uses within the precinct include light industrial, manufacturing, warehousing and urban support services. Lot sizes and building types are varied and range from 2,000m<sup>2</sup> to over 9 hectares and include small strata complexes as well as substantial warehouses ranging in age and condition.

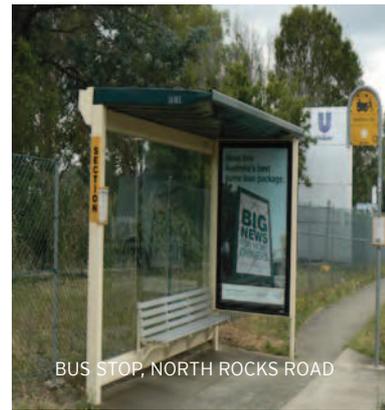


PRECINCT BOUNDARY





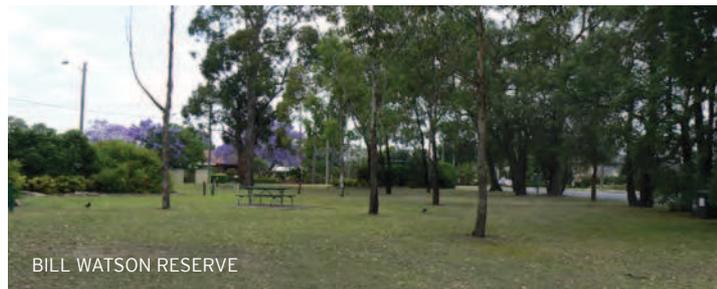
PRECINCT ENTRANCE - LOYALTY ROAD



BUS STOP, NORTH ROCKS ROAD



HEAVY VEHICLE MOVEMENTS



BILL WATSON RESERVE



BILL WATSON RESERVE



DEVELOPMENT ON NORTH ROCKS ROAD



MANUFACTURING



# VISION AND OBJECTIVES

## **VISION FOR THIS PLAN**

An improved public domain within the North Rocks Employment Precinct will promote improved amenity and accessibility for workers and visitors and ensure the precinct is identifiable as an employment area. Improvements to the public domain will enhance investment and encourage employment growth and diversity within the Precinct.

## **OBJECTIVES FOR THIS PLAN**

This plan provides a framework of design principles to guide the implementation of improvements to the employment area.

- Create a clear identity for the North Rocks Employment Precinct.
- Improve the aesthetic quality and image of the Precinct.
- Enhance pedestrian amenity and connectivity to bus stops and throughout the Precinct.

# ANALYSIS

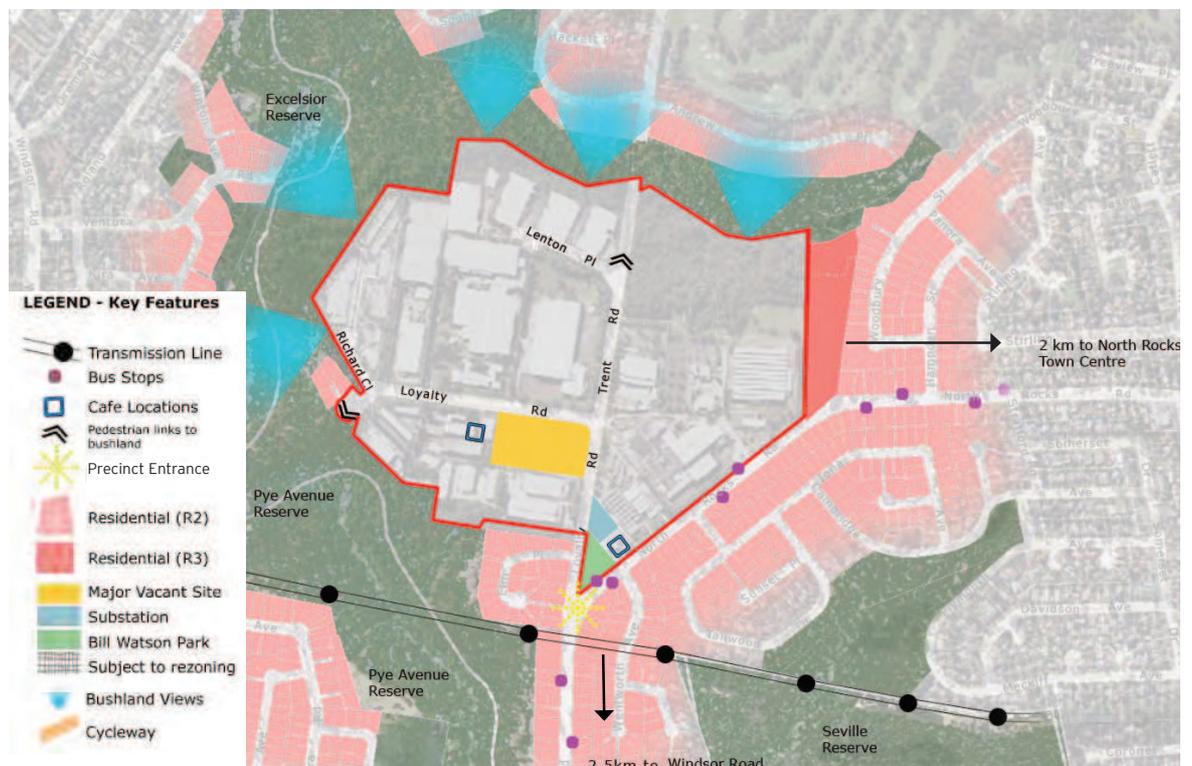
## PLANNING AND INFRASTRUCTURE FRAMEWORK

The Hills Local Environmental Plan 2012, Development Control Plan 2012, and Section 94A Contributions Plan provide a planning and infrastructure framework for future development within the North Rocks Employment Precinct. The Local Environmental Plan provides the primary controls for what activities can be carried out and the size of buildings, and the Development Control Plan provides greater detail for building setbacks and parking. The Section 94A Plan provides a mechanism to fund key infrastructure (traffic signals at Loyalty Road and North Rocks Road) which ensure the Precinct can accommodate additional employment capacity.

The preparation of a public domain plan to guide the development of, and improvement to, the public domain and streetscape, within employment areas is identified in Council's Local Strategy which guides land-use planning and management in the Shire. Together with proposed changes to the planning framework for North Rocks, the public domain plan will assist in achieving key objectives of the strategy namely:

- E1 Accommodate the growth of a local economy
- E2 Enhance the attractiveness of the Shire for new business and visitors
- E3 Promote growth in local business and employment opportunities
- E4 Enhance the use and viability of existing employment lands
- E6 Encourage quality employment lands

## SPATIAL ANALYSIS



**PUBLIC DOMAIN ANALYSIS**

## PEDESTRIAN CONNECTIVITY

Whilst the entire Precinct is considered walkable (all areas are within 800m of the closest bus stop on North Rocks Road), no footpaths are located in the Precinct with the exception of North Rocks Road. The Precinct is not conducive to pedestrian activity however there are opportunities to improve pedestrian access through the precinct and to bus connections on North Rocks Road through the installation of footpaths on key routes in and out of the Precinct. This would improve the amenity and accessibility of the Precinct.

## IDENTITY

The Precinct has no visible identity or image. The entrance to the Precinct is not signposted, with many passers-by unaware of its existence apart from the properties that front North Rocks Road. Even these buildings provide little indication of the extent of the employment land which lies behind. Significant front setbacks and landscaping appropriately reduce the street presence of industrial activity on North Rocks Road and enable the Precinct to function well alongside residential land.

The grassed triangular 'island' at the intersection of Loyalty Road and North Rocks provides a good opportunity for a clearly defined gateway into the Precinct. Signage, flag poles and landscaping are recommended as they would further highlight this entrance.

## LANDSCAPING AND STREET TREES

Bushland adjoining the perimeter of the Precinct is densely vegetated and steep. Many sites benefit from an attractive bushland outlook. Street trees are located sporadically throughout the Precinct and consist mostly of unkempt Callistemon (Bottle Brush) which do little to enhance the streetscape. The entrance to the Precinct via Loyalty Road is visually bland and non-descript.

Planting is therefore recommended along both sides of Loyalty Road, being the main road within the Precinct, to create an attractive entrance and a sense of an identity throughout the Precinct. Planting is proposed along one side of Trent Road and Lenton Place due to topographical constraints in these locations.

Given its size when established Lagerstroemia Indica (Crepe Myrtle), is recommended as an appropriate species for new street trees within the Precinct as will not interfere with power lines and will not impede truck movements throughout the Precinct. The species is also compatible in a bushland setting since it not known to become a bushland weed. It also provides attractive seasonal foliage and flowers to enhance the streetscape.



# PUBLIC DOMAIN STRATEGY

## PEDESTRIAN CONNECTIVITY

### PRINCIPLES

- Provide walkable linkages to employment land from local bus stops.
- Enhance and improve the walking environment.
- Encourage pedestrian movement between sites and to cafes in the area.
- Low maintenance requirements.
- Minimise trip hazards and safety issues from walking on roads and unpaved nature strips.

### STRATEGIES

- Provide standard concrete footpaths (1.2m) along both sides of Loyalty Road.
- Provide standard concrete footpaths (1.2m) along one side of Trent Road and Lenton Place.

### EXISTING AND PROPOSED FOOTPATHS



**IDENTITY**

**PRINCIPLES**

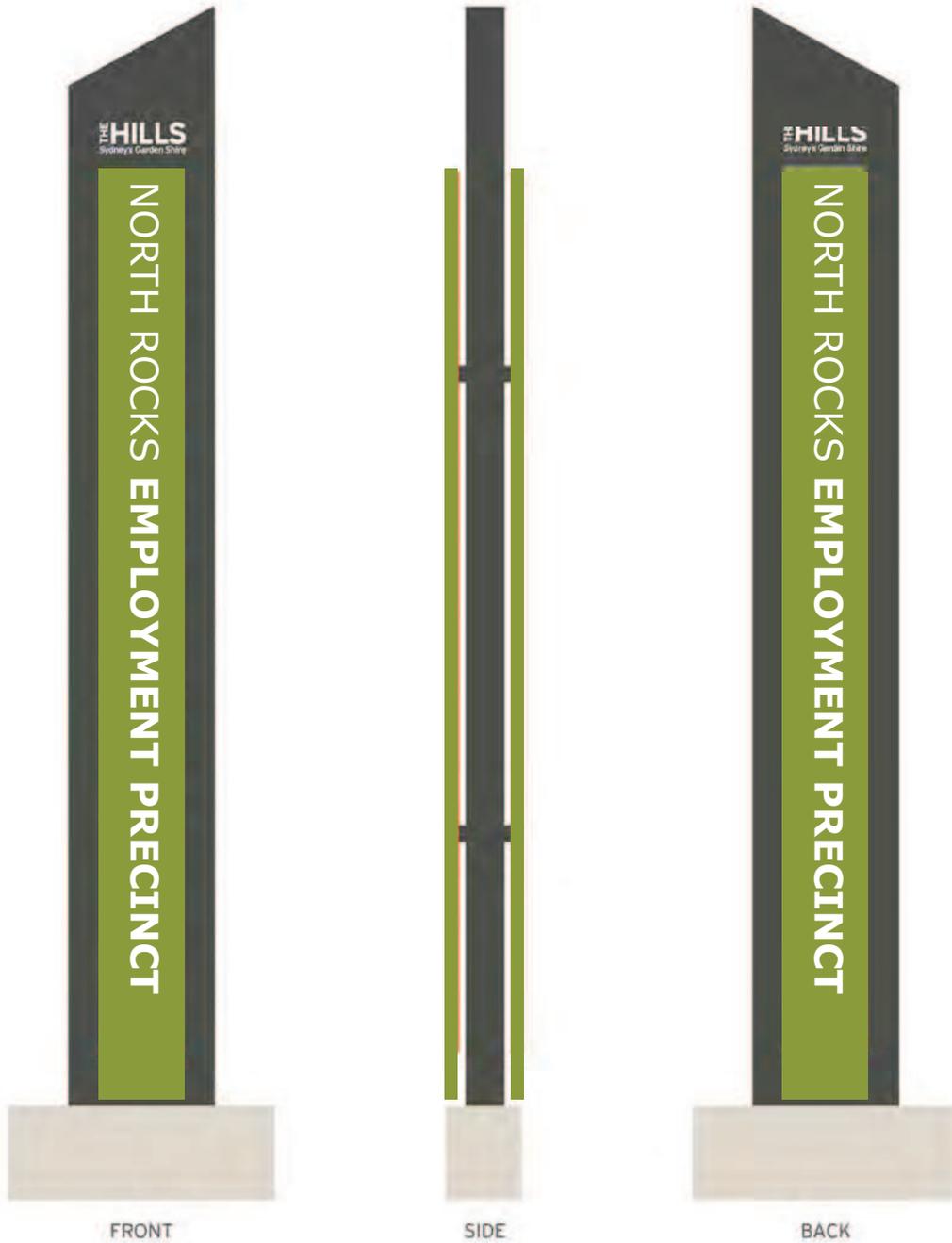
- Highlight the entrance to the Precinct at North Rocks Road and Loyalty Road with entry signage to provide the precinct with an identity and increase community awareness
- Position and scale to be clearly visible on key vehicular approaches (along North Rocks Road).

**STRATEGIES**

- Provide entry signage (pylon sign) at the intersection of Loyalty Road and North Rocks Road within the existing traffic island.
- Provide flag poles within the same traffic island.



ENTRY SIGNAGE



**ENTRY SIGNAGE TREATMENT AND DESIGN**

**PRINCIPLE**

- Provide signage at the Precinct entrance to allow pedestrians and motorists to locate the employment area.

**MATERIAL/FINISH**

Aluminium

**FLAG POLE TREATMENT AND DESIGN**

**PRINCIPLE**

- Flag poles highlight the Precinct entrance.

**MATERIAL/FINISH**

Extruded aluminium flag pole with a height of nine (9) metres.

DESIRED ENTRY TREATMENT



**STREET TREES**

**PRINCIPLES**

- Improve the image of the Precinct by providing consistent street tree planting.
- Provide street trees that are attractive and functional.
- Provide trees that do not conflict with heavy vehicle movements and the bushland environment.
- Provide street trees that minimise impact on paving, services and other infrastructure.

**STRATEGIES**

- Provide Lagerstroemia Indica (Crepe Myrtle) at six (6) metre intervals at the following locations:
  - Both sides of Loyalty Road
  - Western side of Trent Road
  - Northern side of Lenton Place.
- Provide Tanika Lomandra and Dianella Caerulea on the 'triangular' island at the intersection of Loyalty and North Rocks Road.



LAGERSTROEMIA INDICA



TANIKA LOMANDRA



DIANELLA CAERULEA



**STREET TREE PLANTING**  
IONS



**DESIRED STREETSCAPE**



# IMPLEMENTATION

The works proposed in this Plan consist of footpaths, street trees, footpaths and entrance signage to the Precinct. The desired footpaths are identified in Council's Footpath Strategy for possible inclusion in the delivery program from 2019.

Funds are allocated in Council's Section 94A Contributions Plan for traffic signals at Loyalty and North Rocks Road incorporates the provision of landscaping and signage at the entrance to the Precinct.

Street trees will be secured as a condition of consent as part of the redevelopment of sites within the Precinct.



**THE HILLS**  
Sydney's Garden Shire