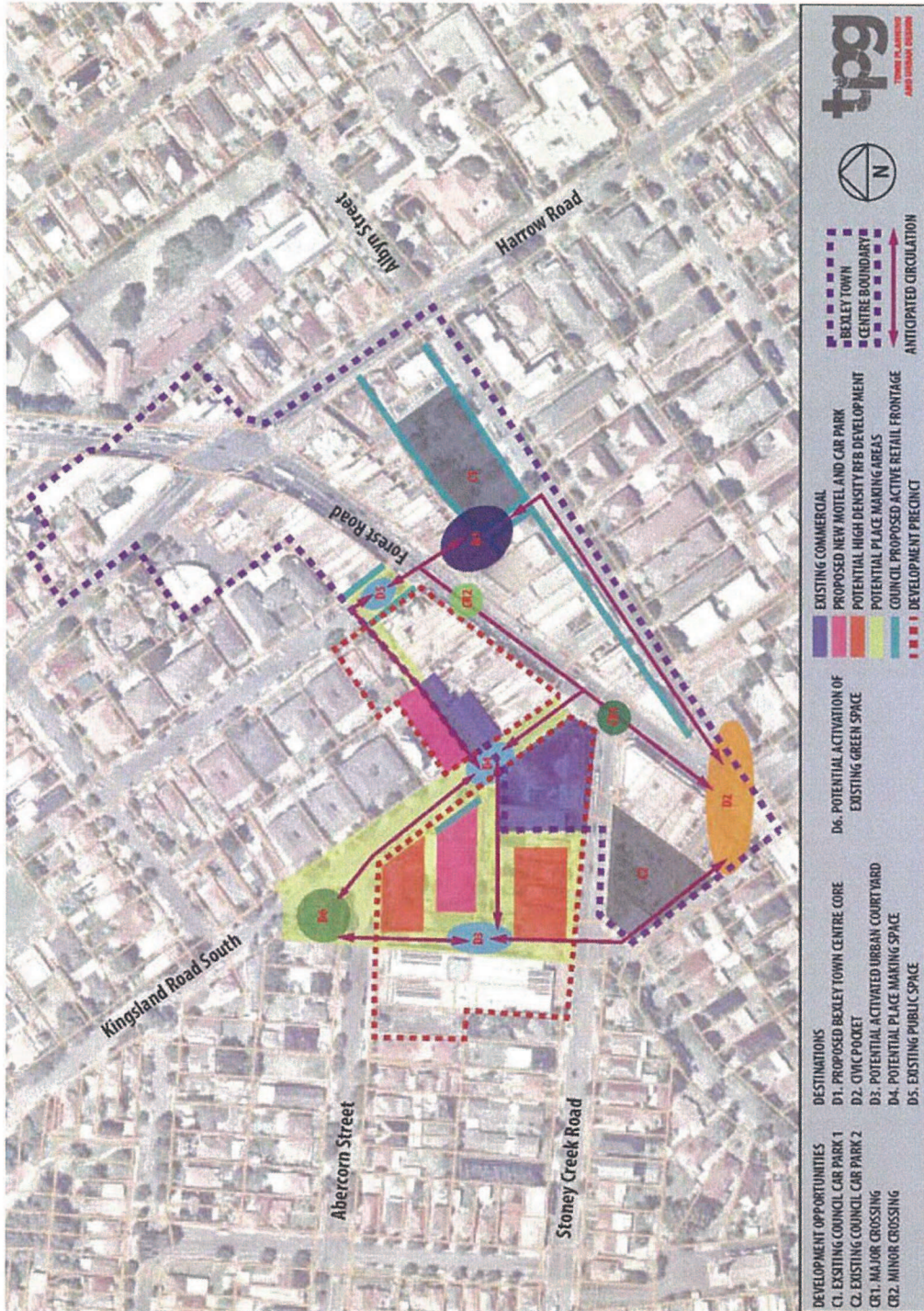


Figure 9 -Opportunity to enhance and add character to the local area

Potential to create new place making opportunities that are interconnected with existing destinations through the activation public spaces, retail frontages, new links and accessway development.

All potential urban design strategies in the public domain are to complement, not compete with Council's vision for Bexley Town Centre. Existing open spaces are revitalised and potential place making spaces are intended to be discreet laneway developments with minimal street presence.

Insight into the strategic thinking of the potential built form outcomes that the change in zoning, height and FSR may encourage.



4.1.3 Is there a net community benefit?

The PP will result in a number of net community benefits.

The amendments to the RLEP 2011 Land Use Zoning, Height of Buildings and FSR maps for the subject land would deliver a number of community benefits. In particular, the PP will:

- Facilitate appropriate residential urban infill adjacent to the Bexley Town Centre;
- allow for additional residential accommodation, which will enhance economic viability and prosperity for existing services by increasing the critical mass with the existing centre to support local businesses;
- enable residential orientated mixed use development to encourage increased investment in housing in an area of high amenity with convenient access to a variety of services and destinations, further increasing critical mass within the centre and supporting local business.
- facilitate investment in the Bexley Town Centre by motivated land owners seeking to build upon existing successful businesses such as the Forest Inn Motel;
- create significant opportunities for ongoing investment in the Bexley Town Centre through catalytic and economic multiplier effects associated with town centre expansion;
- allow more dense residential developments that will provide the opportunity for greater urban consolidation in a location capable of accommodating it. In this regard, greater density in this location will take full advantage of an urban renewal opportunity in an existing town centre and accommodating demand for housing without further exacerbating the need to extend Sydney's urban footprint;
- facilitate urban renewal within a presently underutilised area of the existing town centre by supporting economic activity;
- allow for the provision of more housing choice and visitation related accommodation in the Bexley Town Centre, in a location of high amenity and public transport accessibility, by allowing an increase in the permitted density and intensity of development on the sites; and
- allow a more detailed approach to building envelope and massing controls on the subject site, which take into consideration potential impacts on the amenity of neighbouring properties in the vicinity of the subject site, whilst also having regard to achieving a high quality streetscape outcomes and permeability in the Bexley Town Centre.

The PP will result in a net community benefit as it will allow future development to take full advantage of its location in close proximity to high frequency transport routes and hubs and infrastructure. This encourages sustainable transport use and discourages car dependence, which in turn has positive flow-on effects for the local and wider traffic network such as reduced energy consumption and a smaller ecological footprint.

4.2 Section B – Relationship to Strategic Planning Framework

4.2.1 Is the planning proposal consistent with the objectives and actions contained within the applicable regional or sub-regional strategy (including the Sydney Metropolitan Strategy and exhibited draft strategies?

4.2.1.1 A Plan for Growing Sydney

The relevant metropolitan strategy relating to the proposed development is *A Plan for Growing Sydney* released by the NSW Department of Planning and Environment in December 2014. The plan identifies growth projections from a whole of Sydney perspective and specifically identifies Western Sydney as a key to Sydney's success. The strategy seeks to achieve the following outcomes for Sydney:

Goal 1: A competitive economy with world-class services and transport.

Goal 2: A city of housing choice, with homes that meet our needs and lifestyles.

Goal 3: A great place to live with communities that are strong, healthy and well connected.

Goal 4: A sustainable and resilient city that protects the natural environment and has a balanced approach to the use of land and resources

A Plan for Growing Sydney identifies Sydney Airport and Port Botany as crucial transport and freight nodes that are important economic drivers for Sydney's South Subregion or South District. The main priority for the South Subregion is to facilitate good employment and transport links to support the Sydney Airport and Port Botany. It is anticipated that the potential F6 motorway will provide a major transport link running throughout the South Subregion, resulting in growth opportunities along the western shores of Botany Bay.

The Department of Planning and Environment's *Population Household and Dwelling Projections South Subregion* predicts that in the next 20 years, the subregion will encounter a population increase of 154,700 people. An increase of 62,800 households is forecasted with people aged in their 20s and 30s contributing to the growth. The subregion's population aged between 20 and 30 are crucial in supporting the local economy through employment and the expenditure of money. This demographic also contributes to growth as couples with children households or single parent households. A growing ageing population also contributes to an urgent need to provide more housing stock to accommodate the predicted 66,650 homes needed in the next 20 years.

The NSW State government's vision to accelerate the delivery of housing supply, choice and affordability to accommodate the growth in the South Subregion involves the identification of suitable locations, with input from Councils. Potential areas considered for housing intensification and urban renewal includes the following areas:

- Employment agglomerations in particular Priority Precincts;
- Areas in established and new centres; and
- Areas along key public transport corridors including the Illawarra Line, south Line and Sydney Rapid Transit along the Bankstown line.

Once the areas are identified for growth, local and state government have the onus to deliver housing stock that aligns with market demand and minimum household projections. It is important to formulate policies that address affordable housing and the provision of appropriate housing stock for people at different stages of their lives.

Local councils in unison with the NSW State government seek to identify suitable locations for the development of housing and employment as outlined by the Plan for Growing Sydney. The subject sites are at an integral location with the Bexley Town Centre to provide for such visions with the proposed land use, height and FSR amendments directly aiding in achieving this goal. Through these amendments they will strengthen the economic vitality of the existing Bexley Town Centre as well as allowing for the increase in residential availability and diversity within an already well-connected area of high amenity.

4.2.1.2 South District Plans

New South Wales is currently undergoing major planning changes with the formation of The Greater Sydney Commission, which will be a governing body that overlooks metropolitan planning. The Greater Sydney Commission has the duty to form partnerships with state and local government to plan for the areas currently identified as subregions in *A Plan for a Growing Sydney*.

These individual subregions are in the process of being reclassified as districts. Each district is governed by a Commissioner and a District Plan that is tailored to suit each district's vernacular. The District Plans will elaborate on the objectives of *A Plan for a Growing Sydney* on a local level, and influence the delivery of housing, employment and infrastructure. The subject sites proposed for rezoning are located in the South District of Sydney and includes the local government areas of Canterbury, Hurstville, Kogarah, Rockdale and Sutherland.

The District Plan for the South District is yet to be developed and legislated. In the interim, preliminary objectives have been identified to guide planning outcomes.

4.2.2 Is the planning proposal consistent with the local council's Community Strategic Plan or other local strategic plan

4.2.2.1 Rockdale Community Strategic Plan 2013-2025

The Rockdale City Plan 2013-2025 was adopted by Council in April 2013. It comprises a number of plans that seek to deliver on the community's aspirations. The Community Strategic Plan 2013-2025 seeks to achieve the following four outcomes that cover social, environmental, economic and community leadership issues. These are summarised as follows:

Outcome 1 - Rockdale is a welcoming and creative City with active, healthy and safe communities.

Outcome 2 - Rockdale is a City with a high quality natural and built environment and valued heritage in liveable neighbourhoods. A City that is easy to get around and has good links and connections to other parts of Sydney and beyond.

Outcome 3 - Rockdale is a City with a thriving economy that provides jobs for local people and opportunities for lifelong learning.

Outcome 4 - Rockdale is a City with engaged communities, effective leadership and access to decision making.

The plan is supported by resourcing delivery plans that provided the necessary tools for implantation and performance.

Table 7 highlights how this PP will directly deliver on relevant objectives and strategies outlined within the plan.

Table 7: Rockdale City Plan: Community Strategic plan 2013 – 2025 Directions and PP Responses.

Strategic Direction		PP Response
Objective 1.3 - Our community is welcoming and inclusive and celebrates its cultural diversity and community harmony		
1.3.3 Build a vibrant and exciting City that reflects the range of cultures, entertainment, events and networks that contribute to the well being of its community		The PP will facilitate enhanced linkages and consolidation in an existing centre supporting the range of existing activities available in the centre.
Objective 1.4 - Our City has quality and accessible services, community and recreational facilities		
1.4.1 Ensure that community buildings and facilities are designed, delivered and maintained in a manner that is sustainable and reflects the needs of the community		The PP will facilitate a strategic, rational and sustainable approach to intensification and growth in a location adjacent to the Bexley Town Centre
1.4.3 Ensure equitable and affordable access to services and facilities for our established and emerging communities		The PP will facilitate revitalisation and expansion of residential accommodation in close proximity to existing services as well as increase housing choice and affordability.
Objective 2.5 - Our community will be able to get around and connect with a range of effective linkages across the City and beyond		
2.5.1 Ensure that the City's transport networks and infrastructure are well planned, integrated and maintained		The PP will facilitate improved connectivity and permeability within the Bexley Town Centre at a pedestrian level.
2.5.2 Ensure sustainable current and future transport needs of the community providing access to services and facilities and enabling active living		The PP seeks to enhance connectivity, service availability and employment opportunities through increasing population density in close proximity to key public transport nodes.
Objective 3.2 - Our city comprises a thriving and robust economy with diverse industry and employment		
3.2.2 Identify and enhance opportunities for diverse employment and income generation through business growth and investment		The PP will facilitate an increase in population which will support existing town centre business functions. See Section 4.3.3.2. The provision of additional mixed use zones will provide more commercial and retail activity, which will contribute to the local economy.

Strategic Direction		PP Response
Objective 3.3 - Our City has vibrant town centres that provide a range of services and experiences for our residents, workers and visitors		
3.3.1 Ensure Town Centres are improved on a rolling program		The PP will promote investment by a motivated land owner and ongoing catalytic economic and multiplier effects.
3.3.2 Provide a strategic approach to tourism		The PP seeks to enable a variety of development options, which will provide for a range of accommodation types in the region. The provision of motel accommodation is responsive to the visitation objectives of the local area.
4.1 Rockdale City's citizens are enabled, encouraged and able to participate in planning and decision making that affects the city		
4.1.1 Council engages the community in decision making, planning and delivery of outcomes		The proponent seeks to create opportunities for economic growth and transformation to assist in achieving Council's revitalisation and urban renewal goals for its town centres, with input from the wider community.
4.1.2 Build a sound partnership between council and the community and other stakeholders		

4.2.2.2 Rockdale City Urban Strategy 2010

Rockdale City Urban Strategy 2010 has been listed by Council as an important document used to inform the planning decisions conveyed in the Rockdale Local Environmental Plan (RLEP) 2011 and Rockdale Development Control Plan (RDCP) 2011. The planning principles of Rockdale City Urban Strategy 2010 relevant to the rezoning of the subject sites are include the following:

- Improve residential amenity by improving the variety and quality of new housing;
- Revitalise villages and neighbourhoods; and
- Ensure opportunities for future employment and growth.

Rockdale City Council recognises the need for growth in the LGA to attract commercial activity and future residents. One of the urban strategies to direct growth in the LGA is to concentrate future developments around the LGA's villages and local centres. The deliberate growth around the villages and local centres serve to increase activity to the area, which results in the greater vibrancy and diversity. The local population can access goods and services without the need to travel to major centres.

Rockdale City Urban Strategy 2010 identifies Bexley as a smaller centre or village of unique character that can service the surrounding community. Redevelopment is encouraged to increase density and improve built form outcome near public transport within Bexley. Rockdale City Council proposes for the provision of additional open space and pedestrian connections within what is identified as Bexley Town Centre. The Bexley Town Centre core is intended to be located on the Albyn Street car park and activation around the core, in particular Albyn Street is encouraged. The *RLEP 2011* proposes development incentives for the provision of connections to Bexley Town Centre core through Forest Road, and the consolidation of sites within Bexley. The main objective is for developments to be more compact whereby a range of activity is accessible and located within the local centres.

This PP aligns with visions of the *Rockdale City Urban Strategy 2010* and *RLEP 2011*. The urban design strategy for the up zoning and the proposed development precinct is aimed at supporting the development of Bexley Town Centre. The up zoning will allow for more diverse activity and complement the intended activation of Bexley Town Centre.

4.2.2.3 Capacity Analysis and Built Form Study September 2010

The *Capacity Analysis and Built Form Study* was prepared to test the development potential of Rockdale LGA through maximising building height and FSR. The study was used to inform the formulation of the draft *RLEP 2011* and draft *RDCP 2011*. It is concluded that Rockdale LGA has the capacity to increase its density to provide housing and employment for its growing population.

The study cites Bexley as a precinct that is mainly residential in character. The proposed Bexley Town Centre has the opportunity to be developed into a viable destination due to its accessibility through public transport and high visibility from the busy Forest Road. Rockdale City Council also has significant land holdings, in particular the Albyn Street car park and Forest Road car park, which can be developed into appealing civic spaces for the community.

Bexley also presents some development constraints that need to be addressed to achieve good planning outcomes. The precinct is comprised of fragmented lots and strata titles that need to be consolidated to allow for a more logical and systematic approach to land use planning. Vehicular and