

KEYHOLE LANDS FAIRFIELD

PLANNING PROPOSAL

URBAN DESIGN REPORT

26TH MAY 2021



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Title: Keyhole Lands Urban Design Report
Prepared for: Frasers Property Australia
Date: 26.05.2021
Status: Final
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EXECUTIVE SUMMARY

The Keyhole Lands Industrial Estate is an urban design concept and a Planning Proposal for multiple parcels of land referred to as the Keyhole Lands located in the Fairfield Local Government Area, NSW (The Site). The impetus of this Planning Proposal is to amend the Fairfield Local Environmental Plan 2013 and the current controls for the site. The Site's potential investment and contribution to the local economy and identity of the place is not recognised by current planning controls.

The site currently comprises rural and agricultural uses and is zoned RU2 Rural Landscape. Located within Western Parklands, with close proximity to M7 motorway and existing employment and industrial precincts, the site presents an opportunity for redevelopment to promote local employment and provide publicly accessible connections to the broader blue and green grid of Western Sydney Parklands. The Keyhole Lands Industrial Estate provides an opportunity for expanding local employment offer whilst incorporating Designing for and with Country principles to improve amenity and create a 21st century employment hub in a unique natural setting.

The site has significant strategic merit for considering the future potential of a 60.2ha landholding under single ownership. The Client has engaged Hatch RobertsDay to lead a place-led design response for the site to enable the transformation of the site and provide key public benefit, improving Council's employment offering.

The Keyhole Lands Industrial Estate vision is to create a 6-star green star sustainable employment hub complementing the surrounding natural setting of the Western Sydney Parklands, connecting the local workforce and visitors with the natural amenity of the Eastern Creek and WSP tracks and open spaces.

As part of the Vision, the Proposal provides:

- **Over 313,000 m² of 6 Star Green Star industrial warehousing and logistics space**
- **Over 3000 m² of public domain unlocking access to the Eastern Creek and adjacent bushlands for public use**

- **A Retail hub supporting commercial and retail uses for local workforce and visitors**
- **3.0km of bike paths and pedestrian links across the Site**

The proposal also has broad site-specific merit. Through understanding of local character, a place-based design approach focuses on creating a fine-grain, human scale network of places and connection that ties the development with the local DNA. The NSW Government Architect's Better Placed champions projects that are a better fit contextually, locally and of its place.

The Proposal will enhance the natural environment by providing a response to the site's unique location within the Western Sydney Parklands. The Proposal addresses and celebrates co-location with the Eastern Creek and provides an architecturally expressed interface with the surrounding parklands, acting as its feature element.

The proposed land uses focus on strengthening the local offering of employment whilst providing a community benefit focusing on outdoor activity opportunities and shaping connectedness with the surrounding nature.

Rather than perpetuating a pattern of generic, car-orientated development, Keyhole Lands Industrial Estate will deliver a place for people that evolves the best attributes of Fairfield into the 21st century. Over time, it is the intent for The Keyhole Lands to be recognised as a significant project for creating better local places in Fairfield LGA.

In light of the proposed amendments to the Fairfield LEP 2013, the scheme, place merits, built form response and public benefit generated, it is considered that the Planning Proposal for The Keyhole Lands Industrial Estate represents site, local and strategic merit at a unique scale. This document highlights the significant opportunity the rezoning of The Site presents. It is recognised that the Planning Proposal should be supported by Council.



01

INTRODUCTION

BACKGROUND

Property referred to as the Keyhole Lands (comprising multiple lots) is owned by Frasers Property Australia, further referred to as “The Client”.

Inspired by the local character of Western Sydney Parklands and best practice employment precincts from Australia and overseas, the Client intends to invest in creating a role model industrial community on their land.

With a focus on strengthening local economy and connecting with local natural corridors, the Proposal intends to achieve a broad public benefit and to create a local destination with associated complementary retail and commercial uses.

The Client has engaged Hatch RobertsDay (HRD) to evolve a place-led vision supporting the Planning Proposal for the Keyhole Lands. The Site is bound by Horsley Drive from the south and Chandos Road from the north and comprises rural and agricultural uses including farms and a golf driving range.

The Planning Proposal for The Keyhole Lands provides a place-led design response, aligning with local context, and responding to the current needs and objectives of the Western City. The result is a sustainable warehousing and logistics industrial community with a unique to local natural character.

PURPOSE

This Planning Proposal Report seeks to amend the Fairfield LEP 2013 in accordance with the proposed design concept. Considering this intention, the report seeks to:

- Provide a vision and guiding principles for creating the destination The Keyhole Lands Industrial
- Create a precinct with broad public benefit and potential to connect with the broader context of Western Sydney Parklands.
- Provide the Strategic Design Justification to support the Planning Proposal, including the relationship of the precinct to its broader context, employment precinct trends, local needs and under performance of the site as undeveloped rural lands retail centre in the greater Horsley Park context.
- Provide the Local Merit assessment for the Planning Proposal in terms of complementing and improving upon the local character of the area.

STRUCTURE

The Planning Proposal is composed of four main sections.

- The Vision highlights the aspirations of The Keyhole Lands Industrial Estate itself and broader benefits, including a place-led opportunity to activate and expand the blue green grid.
- Context Analysis provides background information on planning merit, existing conditions and key factors that will inform the Proposal
- The Urban Design Framework describes the strategy for creating The Keyhole Lands Industrial Estate, the public life, new public places, built form, sustainability initiatives and implementation of the precinct.
- Technical Analysis highlights the Proposal’s contribution and integration into the local setting, whilst highlighting compliance and achieved targets.



PROJECT HIGHLIGHTS

This section summarises the key highlights and outcomes of The Planning Proposal for The Keyhole Industrial Estate

01

OVER 313,000 SQM OF 6 STAR GREEN STAR INDUSTRIAL WAREHOUSING AND LOGISTICS SPACE



02

3000 SQM PUBLIC DOMAIN UNLOCKING ACCESS TO THE ADJACENT NATURE CORRIDOR FOR PUBLIC USE



03

**SUPPORTING RETAIL AND COMMERCIAL USES
FOR LOCAL WORKERS AND VISITORS**

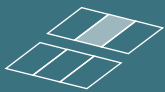


04

**3.0 KM OF BIKE PATHS AND PEDESTRIAN
LINKS ACROSS THE SITE**



WHAT WE ARE ASKING FOR



MINIMUM LOT SIZE

930M²



ZONING

**IN 1 - GENERAL
INDUSTRIAL**

SITE LOCATION PLAN



The Site (60.2 ha) sits approximately 800m east of the M7 Westlink, The Horsley Dr exit and is bound by The Eastern Creek to the west, Chandos Rd north and Horsley Dr to the south. The Site is split in two by Redmayne Rd cutting through the middle section of the site.



02

THE PROJECT VISION



GUIDING DESIGN PRINCIPLES

Guiding Design Principles have been established to lead the development of the concept for the Proposal. The principles have been established based on gained understanding of the Site's context as well as best practice urban design and Client's aspirations.



01 PROVIDE A MIX OF USES

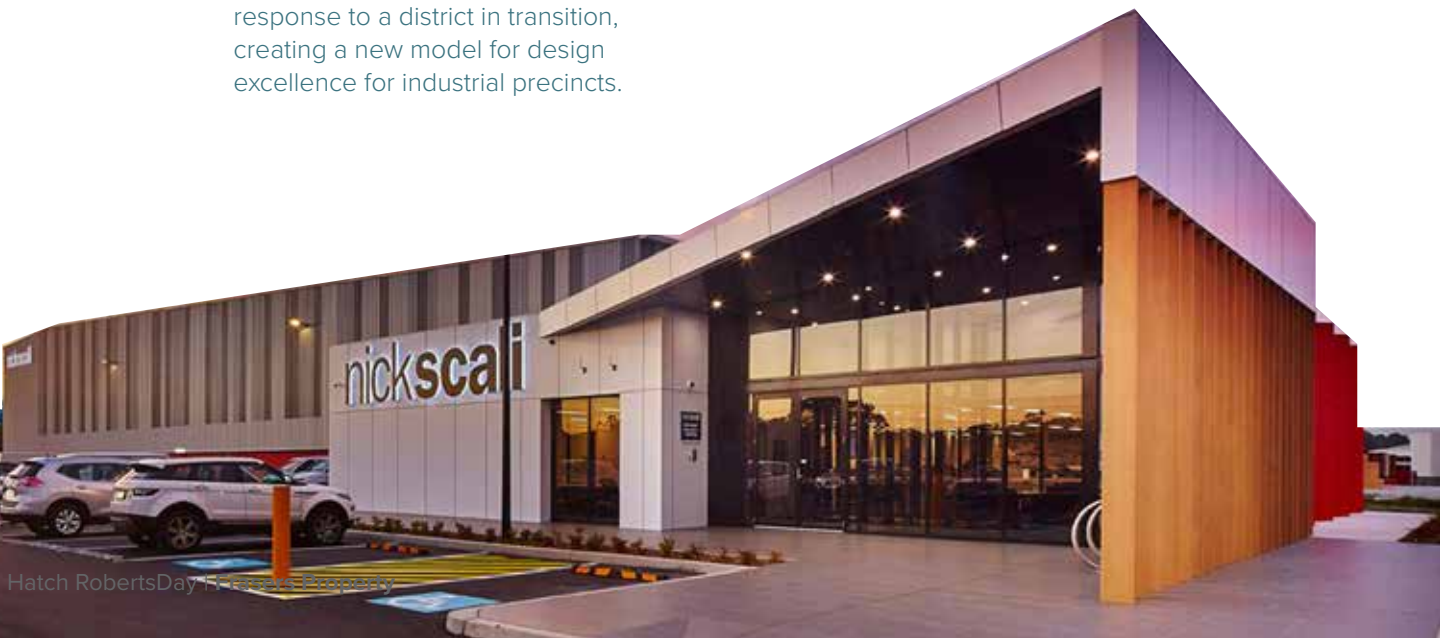
Introduce additional uses that will co-exist with the industrial and facilitate activation and future-proofing of the The Site.



02 6 STAR GREEN STAR SUSTAINABLE PROJECT

A development reflects the high standard of Frasers Property brand.

A streetscape and built form response to a district in transition, creating a new model for design excellence for industrial precincts.





03 CREATING A DESTINATION

Capitalise on the site's direct proximity to Western Sydney Parklands and create a destination that will attract people working in the area as well as visitors.

Integrated pedestrian and cycling network will establish connectivity to places of interest.



04 CREATE A GREAT PLACE

Shape a thriving 21st century employment hub and great a place, capitalising on its strategic location and offering active and engaging spaces





THE PROJECT VISION

The Keyhole Industrial Estate re-purposes an underutilised and strategically located site to become a class A employment hub embracing its location within Western Sydney Parklands. The atmosphere of the estate will be shaped by a network of pedestrian and cycling connections, outdoor activity opportunities and an active plaza and retail and dining hub at heart.



Walking and cycling are the prioritised modes of transport particularly to the centrally located plaza and retail hub. Green streets throughout the development will provide connectivity for cyclists and pedestrians and provide shading through extensive tree canopy complimenting the parkland atmosphere.

The Keyhole Industrial connects and expands the existing blue green grid. The Proposal focuses on activation in proximity to the natural amenity, where key places of interest and pedestrian activity are co-located and have a direct physical connection with the Eastern Creek and its bushland as well as the broader Western Sydney Parklands. The proposed civic spaces embrace native landscape character and incorporate water features for people and visitors to use.



04

CONTEXT ANALYSIS



SETTING THE SCENE

Keyhole Lands Business Park, by Frasers Property, showcases a new approach to delivering employment precincts.

Drawing upon its unique location, the proposal sets out to realise Greater Sydney Commission's vision for the The Western City by:

- Delivering a sustainable, 6 star green star development,
- Contributing to the economic growth of the region,
- Complementing and contextually responding to the surrounding natural assets of Western Sydney Parklands.

By implementing the design principles of the Western City District Plan and best practice design, Keyhole Lands Business Park demonstrates potential to become a new model for employment hubs, which alongside being a workplace, is a destination attracting local workers and residents to spend time in an active, engaging and walkable place, located in a unique natural setting.

The development of the design framework has been steered by local, regional and state planning policy and guidance. In particular, it seeks to enhance the employment offering of Fairfield by re-purposing a strategic site within close proximity to M7 Westlink highway, proximity to established employment precinct of Wetherill Park and in line with key design oriented policy.

The planning policy summary on the following pages is a breakdown of the strategic and local planning context for this Planning Proposal. It highlights the context and how the site provides relevant responses to the directions and objectives outlined in each of the key documents.

A comprehensive assessment of the proposal in planning terms has been developed by WillowTree Planning and will be submitted as part of this Planning Proposal.



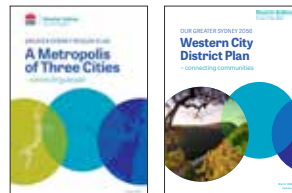


POLICY ALIGNMENT

OVERVIEW

The development of this proposal's design framework has been informed by local, regional and state planning policy and guidance. The following pages highlight the proposal's context and how the precinct provides opportunities for a relevant response to the following documents:

- A Metropolis of Three Cities
- The Western City District Plan
- SEPP (Western Sydney Aerotropolis) 2020
- SEPP (Western Sydney Parklands)
- Western Sydney Parklands Plan of Management
- Fairfield Local Strategic Planning Statement
- Fairfield Rural Lands UIA Report
- Fairfield City Open Space and Recreation Strategy
- Better Placed
- Greener Places



A METROPOLIS OF THREE CITIES + THE WESTERN CITY DISTRICT PLAN

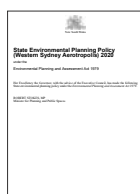
The Western City District covers the Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Liverpool, Penrith, and Wollondilly local government areas. This Western City District Plan is a 20-year plan to manage growth in the context of economic, social, and environmental matters to achieve the 40-year vision for Greater Sydney. Relevant Objectives, Strategies and Actions from A Metropolis of Three Cities are embedded in each of the Planning Priorities, to integrate the District's challenges and opportunities with the Greater Sydney vision of the metropolis of three cities.

RELEVANCE TO PROPOSAL:

The most relevant priorities that apply to the Planning Proposal for Key Hole Lands are set out below:

- **PPW4:** Fostering healthy, creative, culturally rich, and socially connected communities.
- **PPW7:** Establishing the land use and transport structure to deliver a liveable, productive, and sustainable Western Parkland City
- **PPW8:** Leveraging industry opportunities from the Western Sydney Airport and Badgerys Creek Aerotropolis.
- **PPW11:** Growing investment, business opportunities and jobs in strategic centres.
- **PPW14:** Protecting and enhancing bushland and biodiversity
- **PPW15:** Increasing urban tree canopy cover and delivering Green Grid connections
- **PPW18:** Delivering high quality open space.

The Western City District Plan also identifies the Fairfield/ Penrith Rural Lands Urban Investigation Area (UIA) as a potential area for urban development.



PROJECT RESPONSE:

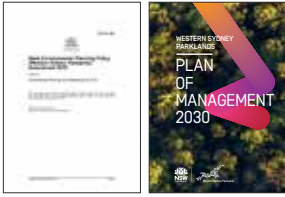
- **PP4:** Delivering a new model for employment hubs, which alongside being a workplace, is a destination attracting local workers and residents to spend time in an active and engaging place
- **PP7:** The site is identified as employment land in the preferred structure plan, and thus responds to this by creating an employment focused area with integrated public benefits to deliver a liveable, productive, and sustainable Western Parkland City
- **PP8:** The keyhole site will facilitate industries in high technology, logistics and advanced manufacturing, complementing the vision of Badgerys Creek Aerotropolis.
- **PP11:** The proposal will create a focused employment area, fulfilling the employment growth underlying economic goal set out for Western Sydney District. It will be a place that balances economic exchange and commercial gathering while celebrating the natural and recreational assets.
- **PP14:** A productive industrial development that is sensitively nestled in its natural landscape
- **PP15:** Proposal provides access to surrounding Western Parklands, connecting the future community to this exceptional natural asset
- **PP18:** A new public plaza will be delivered in the delivery of this industrial precinct

STATE ENVIRONMENTAL PLANNING POLICY (WESTERN SYDNEY AEROTROPOLIS) 2020

The aim of this policy is to facilitate development in the Western Sydney Aerotropolis in accordance with the objectives and principles of the Western Sydney Aerotropolis Plan. It is also to ensure development is compatible with the long-term growth and development of the Western Sydney Airport and other critical transport infrastructure.

RELEVANCE TO PROPOSAL:

- The North West corner of the site is located under the 20-25 ANEC (Australian Noise Exposure Concept) (Part 3 (19) Aircraft Noise).
- The site also falls broadly within the 3-13 kilometre wildlife buffer area (Part 3 (21) Wildlife hazards)



STATE ENVIRONMENTAL PLANNING POLICY (WESTERN SYDNEY PARKLANDS) + WSP PLAN OF MANAGEMENT

The Keyhole site is enclosed by Western Sydney Parklands (WSP), stretching 27km from Quakers Hill to Leppington and sets out to become the largest urban parkland in Australia with 3.5 million visitors noted in 2016- 2017.

Lands within the Western Sydney Parklands are subject to the provisions of State Environmental Planning Policy (SEPP) Western Sydney Parklands and associated Plan of Management overseen by the Western Sydney Parklands Trust.

Western Sydney Parklands is a place that offers diverse experiences, celebrates its natural qualities, and creates an identity for local communities. By respecting the area's heritage and planning for the future, the Parklands will be a sustainable legacy for generations to come.

Principles:

1. Protect natural environmental values
2. Respond to the needs of new and existing communities
3. Build a strong identity
4. Respect cultural heritage
5. Provide education opportunities
6. Enhance community health
7. Co-locate complementary land uses
8. Be accessible to visitor
9. Be financially and operationally sustainable
10. Contribute to the economic development of Western Sydney
11. Adopt a partnership approach (collaboration)

RELEVANCE TO PROPOSAL:

WSP Plan of Management presents a division of The Parklands into 16 precincts, varying in character and directions of growth.

The site is located between Horsley Park precinct, bounding the site from the north and west and Abbotsbury Precinct bounding the site from the south.

Desired Future Character

Horsley Precinct:

- To be a key WSPT Business Hub site as an extension of the Smithfield/Wetherill Park industrial area, surrounded by a sustainable urban farming precinct.
- The urban farming precinct will feature market gardening, community and research gardens, agri-tourism, and education programs.

Abbotsbury:

- To be a centre of major activity for the Parklands, offering a full range of cultural, recreational, tourism, sport and community uses, including urban farming and equestrian activities.
- This Precinct has a high level of design quality, in a picturesque environment.



FAIRFIELD CITY 2040 SHAPING A DIVERSE CITY LOCAL STRATEGIC PLANNING STATEMENT

LSPS provides the strategy for Fairfield community's economic, social, and environmental land use needs over the next 20 years. It is framed around 16 planning priorities that sit under 5 themes:

1. Community well-being
2. Infrastructure and places
3. Environmental sustainability
4. Strong and resilient economy
5. Good governance

RELEVANCE TO PROPOSAL:

The most relevant priorities that apply to the Planning Proposal for Key Hole Lands are set out below:

- **PP3:** Plan for and manage areas identified for future urban development
- **PP4:** Provide attractive, healthy, and safe places for the whole community
- **PP6:** Ensure infrastructure is aligned to accommodate planned growth and community needs
- **PP8:** Protect areas of high natural value and environmental significance and improve the health of catchments & waterways
- **PP9:** Realise the Parkland City Vision
- **PP10:** Adapt to natural hazards and environmental impacts
- **PP11:** Promote a robust economy which generates diverse services and job opportunities
- **PP12:** Plan for and manage urban services land

Within the LSPS, the site is also identified as a catalyst for significant transformation and provision of major infrastructure to service growth within Fairfield and the Western City. It is noted within the LSPS that Council have adopted a draft preferred Structure Plan for the Fairfield Rural Lands UIA and Keyhole Lands.

RURAL LANDS URBAN INVESTIGATION AREA (UIA) – PREFERRED DRAFT STRUCTURE PLAN

The Draft Structure Plan has investigated future directions for existing rural lands and ties the study area to the future growth area of Western Sydney Aerotropolis.

RELEVANCE TO PROPOSAL:

- The Key Hole Lands site is identified as Employment Land – “to facilitate employment generating land uses to compliment the adjoining farming precinct”
- Rural Landscape land zoned area located immediately adjacent to the site
- The preferred character for the site is to maintain a rural and industrial warehouse style

PROJECT RESPONSE:

- The Site's setting within WSP and vicinity of existing employment lands provides an opportunity for a unique design response marrying the intended connection and extension of existing employment areas with WSP objectives to provide a context-sensitive response respecting the natural assets and land uses of the WSP.
- Proposed employment uses will further contribute to the economic growth of Western Sydney as well as playing a key role in the growth and resilience of WSP as a key green corridor in Western Sydney.
- The Site's location and proximity to future transport infrastructure upgrades will create an opportunity to strengthen the connections of current and future employment precincts with local residential neighbourhoods.



RURAL LANDS URBAN INVESTIGATION AREA (UIA) — URBAN CAPABILITY ASSESSMENT

A preliminary desktop urban capability assessment of lands within the Mount Vernon, Horsley Park and Cecil Park Urban Investigation Area (UIA) identified under the Western City District Plan. The study is intended to assist the Councils in future land use planning decisions within the subject UIAs

The Keyhole lands are located within the Western Sydney Parklands and are not part of the formal UIA identified in the Western City District Plan but, have been included within this study to determine a strategic direction for the precinct.

RELEVANCE TO PROPOSAL

Slope and Topography:

- The Keyhole lands comprise of two drainage catchments with a general gradient dropping to the north west.
- The primary low point runs along the western boundary with a rise in the centre of the lands with a second depression along the north eastern boundary.
- The south eastern boundary of the keyhole lands follows a north south oriented rise in the landscape

Flooding

- Areas with the highest flood risk within the UIA are located around the water courses, Rope Creek, Reedy Creek and Eastern Creek (along the flank of the Keyhole Lands) and their tributaries that make up the four distinguished catchments in the UIA

Bushfire

- The keyhole lands are affected by bush fire from the surrounding parklands.
- The development of the keyhole lands needs to be considered at a precinct based level and further investigation is required to determine appropriate staging of development to manage the bush fire risk

Lot Size

- The lot sizes within the keyhole lands are consistent in size and provide for reasonable development potential without the need for amalgamation.



FAIRFIELD CITY OPEN SPACE AND RECREATION STRATEGY 2020

The Fairfield Open Space and Recreation Strategy (the Strategy) provides a framework for Fairfield City Council (Council) to deliver on Fairfield City community's growing and changing open space and recreation needs over the next 20 years

5 Strategy Framework:

- More open space where we need it
- Facilities that keep us active and healthy
- Welcoming open space that brings us together
- Greener open space that connects us to nature
- Smart and sustainable management



BETTER PLACED

Better Placed is an integrated design policy for the built environment of NSW. It seeks to capture our collective aspiration and expectations for the places where we work, live and play. It creates a clear approach to ensure we get the good design that will deliver the architecture, public places, and environments we want to inhabit now and those we make for the future.

Principles:

1. Better fit (contextual, local and of its place)
2. Better performance (sustainable, adaptable, and durable)
3. Better for community (inclusive, connected, and diverse)
4. Better for people (safe, comfortable, and liveable)
5. Better working (functional, efficient, and fit for purpose)
6. Better value (creating and adding value)
7. Better look and feel (engaging, inviting and attractive)



GREENER PLACES

Greener Places is a Green Infrastructure policy produced by the Government Architect NSW to guide the planning, design, and delivery of Green Infrastructure in urban areas across NSW.

The policy is assessed against agreed criteria, enabling better opportunities for industry to embed the benefits of a greener approach to projects.

Principles:

1. Integration: combine green infrastructure with urban development and grey infrastructure
2. Connectivity: create an interconnected network of open space
3. Multi-functionality: deliver multiple ecosystem services simultaneously
4. Participation: involve stakeholders in development and implementation



OBJECTIVES OF THE PARKLAND CITY

The transformation of Western City will be driven by key directions outlined in GSC's Western City District plan. The Keyhole Site aims to contribute to the implementation of the outlined directions through a best practice design.

01

VALUING GREEN SPACES AND LANDSCAPE

- Increased urban tree canopy
- Expanded Greater Sydney Green Grid
- Scenic and cultural landscapes are protected
- Public open space is accessible, protected and enhanced



03

ADAPTING TO A CHANGING WORLD

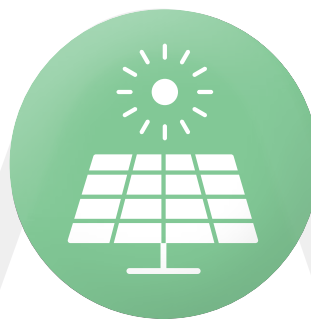
- People and places adapt to climate change and future shocks and stresses
- Exposure to natural and urban hazards is reduced
- Heatwaves and extreme heat are managed



02

USING RESOURCES WISELY

- Reduction of transport related greenhouse gas emissions
- Reducing carbon emissions and managing energy, water and waste
- Energy and water flows are captured, used and re-used
- A cool and green Parkland City



04

DESIGNING PLACES FOR PEOPLE

- Increased access to open space
- Great places that bring people together
- Environmental value is identified, conserved and enhanced



05

CREATING CONDITIONS FOR A STRONGER ECONOMY

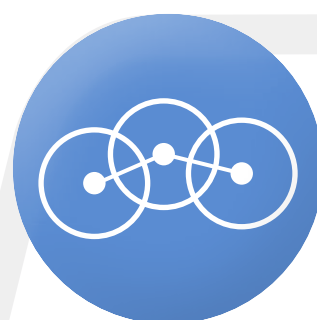
- Increased jobs in metropolitan and strategic centres
- Leveraging industry opportunities from the Western Sydney Airport and Badgerys Creek
- Maximising freight and logistics opportunities and planning and managing industrial
- Growing investment, and business opportunities



06

A MORE ACCESSIBLE AND WALKABLE CITY

- The Western Economic Corridors are better connected and more competitive
- Freight and logistics network is competitive and efficient
- Establishing the land use and transport structure to deliver a liveable, productive and sustainable Western Parkland City





REGIONAL CONTEXT

DISTRICT SCALE

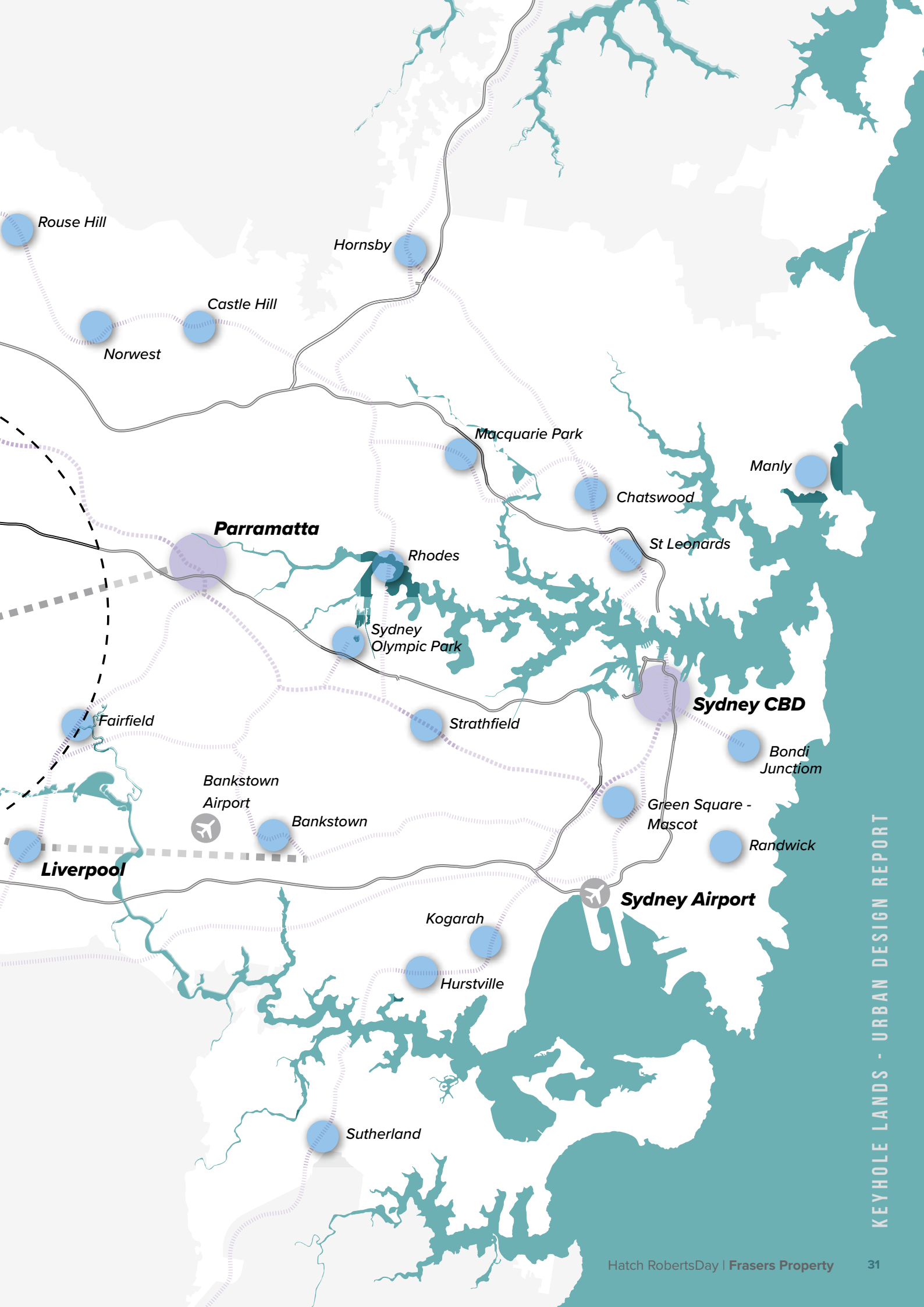
The Keyhole Site is located in Fairfield local government area, 10km north-west from Fairfield Council Town Centre and approximately 40km from Sydney CBD.

The Site's proximity to the Western Sydney Airport (WSA) and Western Sydney Aerotropolis precinct presents a catalyst for significant transformation and provision of major infrastructure.

This proximity to existing infrastructure provides unique potential for the site to become part of the transformation and contribute to service growth within the Western City.

In addition, the site's unique location in the centre of Western Sydney Parklands creates potential for realising the Greater Sydney Commission's vision for improving green grid connectivity with Western Sydney Parklands and establishing a beyond business as usual example of delivering employment precincts within the parkland setting.







THE SITE IN WESTERN SYDNEY PARKLANDS

THE WSP CONTEXT

The Keyhole site is enclosed by Western Sydney Parklands (WSP), stretching 27km from Quakers Hill to Leppington and sets out to become the largest urban parkland in Australia with 3.5 million visitors noted in 2016-2017.

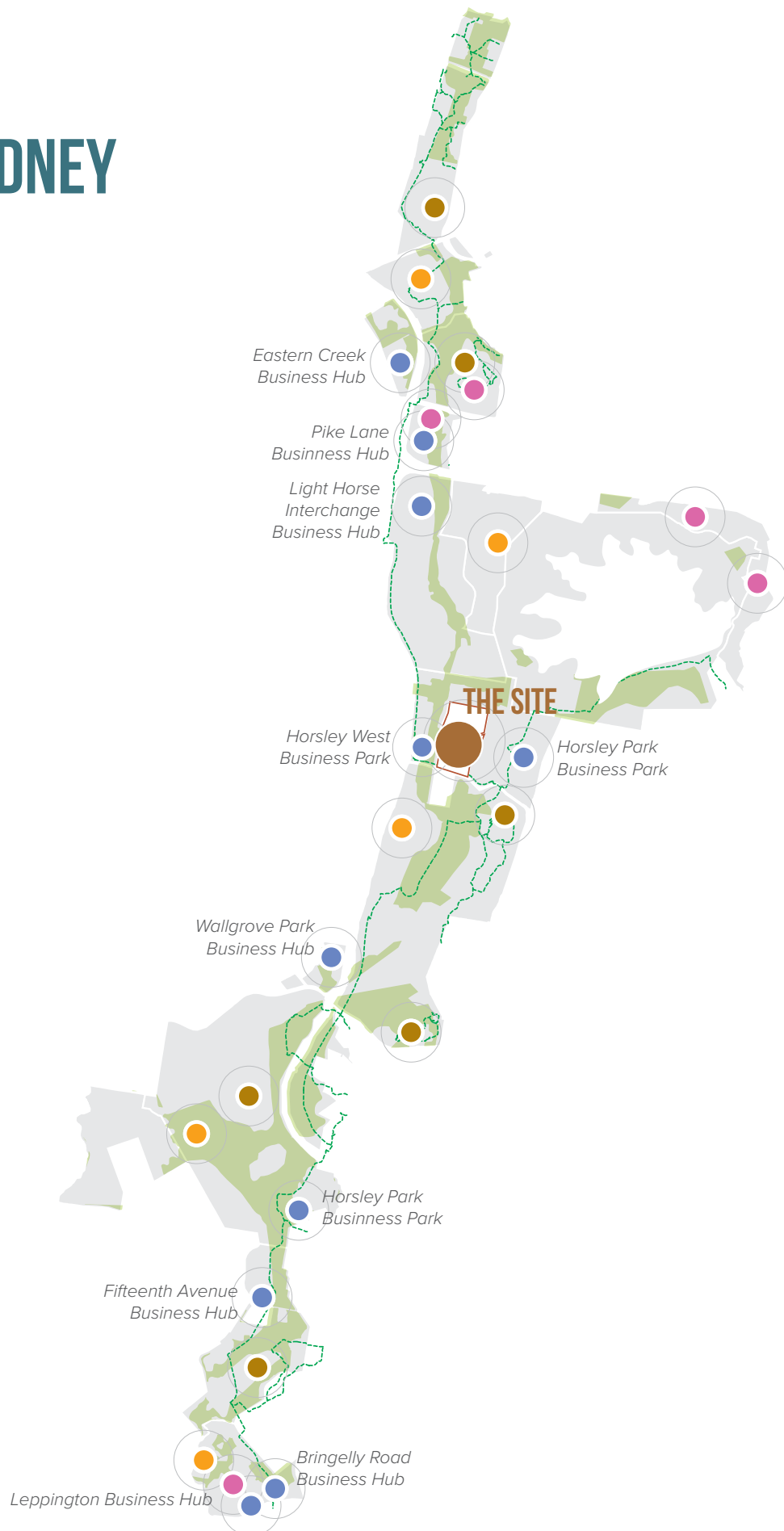
WSP Plan of Management presents a division of The Parklands into 16 precincts, varying in character and directions of growth.

THE SURROUNDING PRECINCTS

The site is located between Horsley Park precinct, bounding the site from the north and west and Abbotsbury Precinct bounding the site from the south.

Horsley Park Precinct comprises rural farming lands bounded by the M7 Motorway to the west, industrial lands (Smithfield and Wetherill Park) to the east, private quarrying and brick-making facilities to the north and the State heritage significant Upper Canal system to the south.

Whilst the Abbotsbury Precinct is a scenic area including Cumberland Plain Woodland, multiple picnic areas and playgrounds, and the state-significant Upper Canal system. The precinct has a ridgeline within it creating two distinct regional sub-precincts with scenic regional views.



THE FUTURE CHARACTER

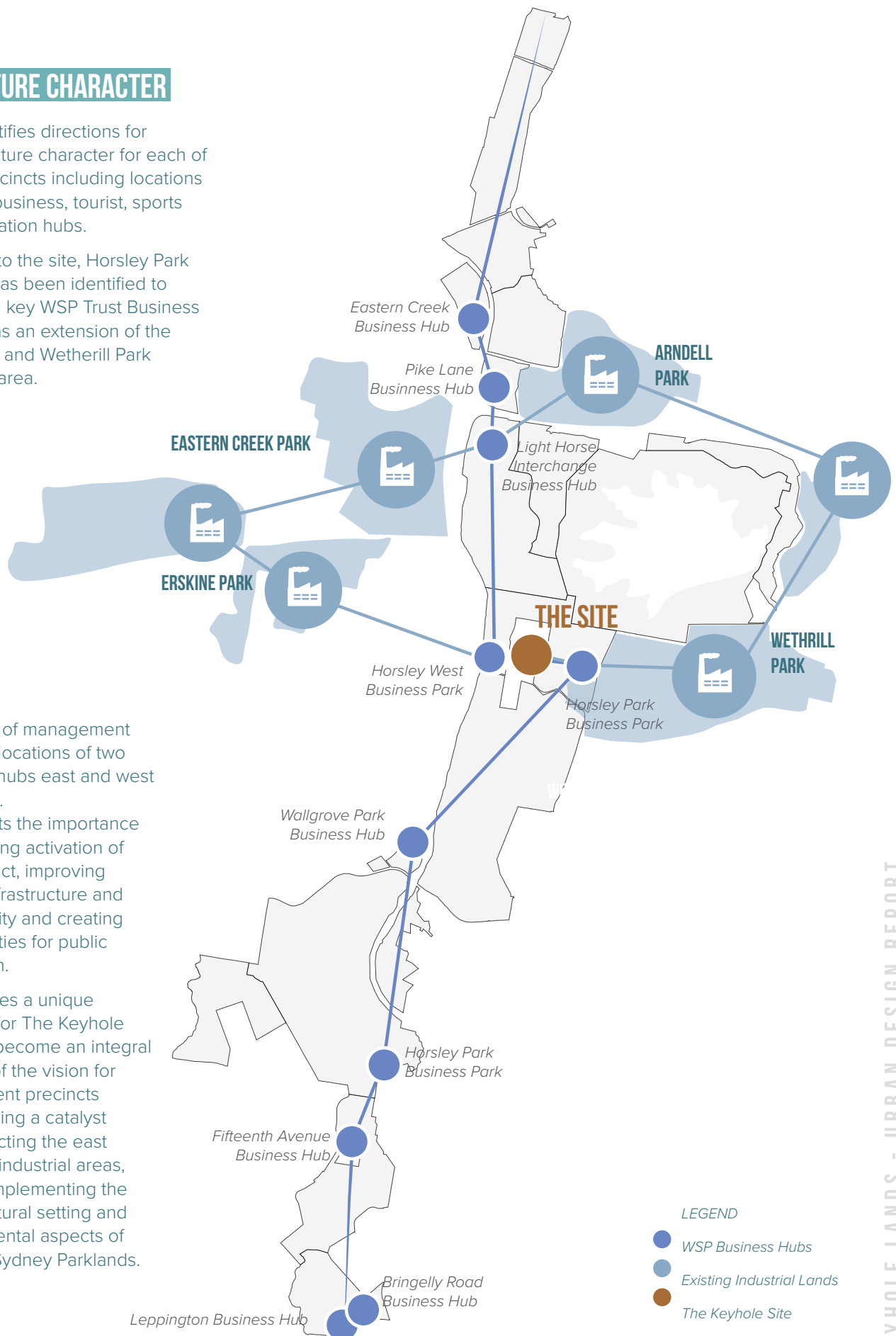
WSP identifies directions for desired future character for each of the 16 precincts including locations of future business, tourist, sports and recreation hubs.

Adjacent to the site, Horsley Park Precinct has been identified to become a key WSP Trust Business Hub site as an extension of the Smithfield and Wetherill Park industrial area.

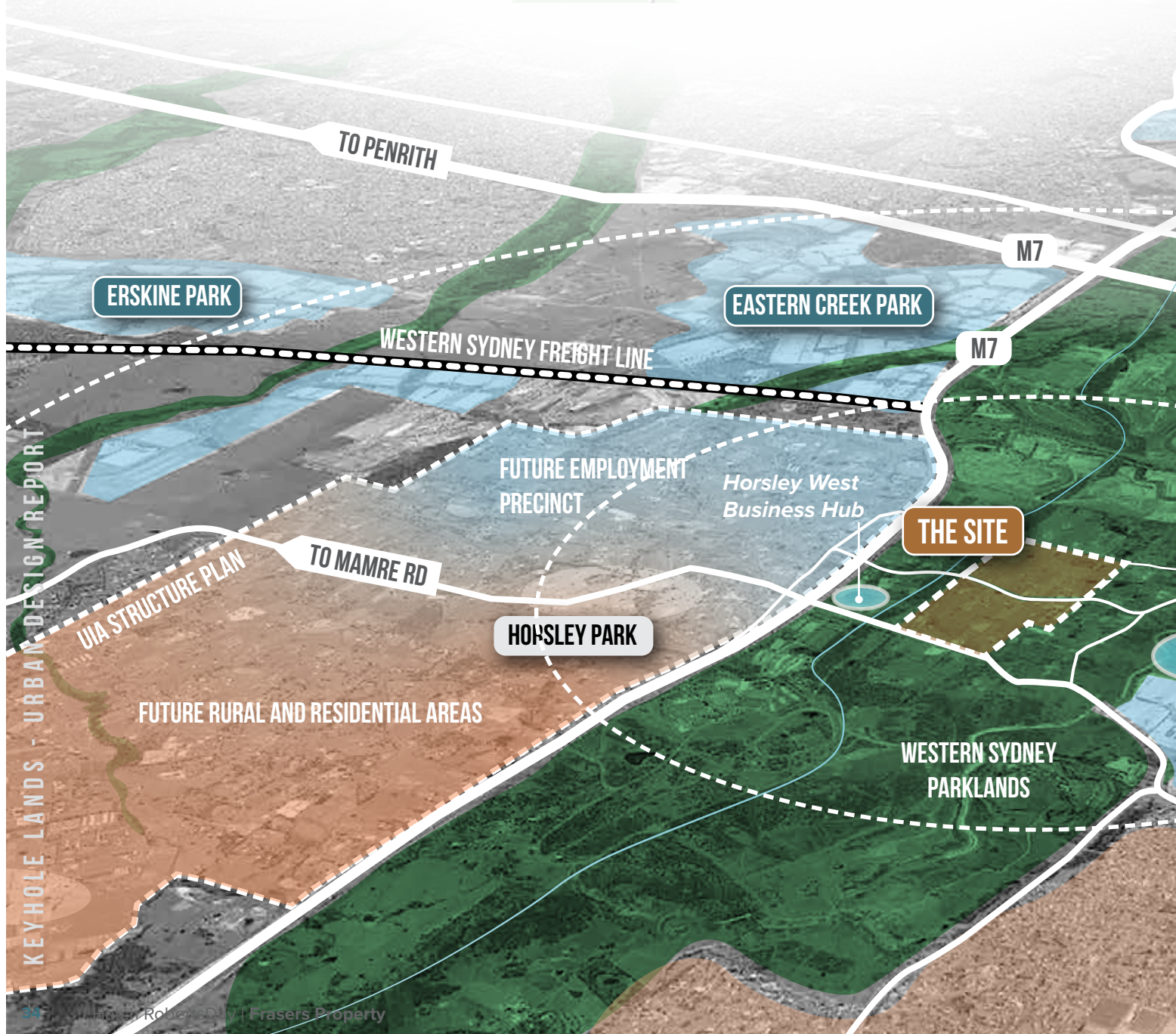
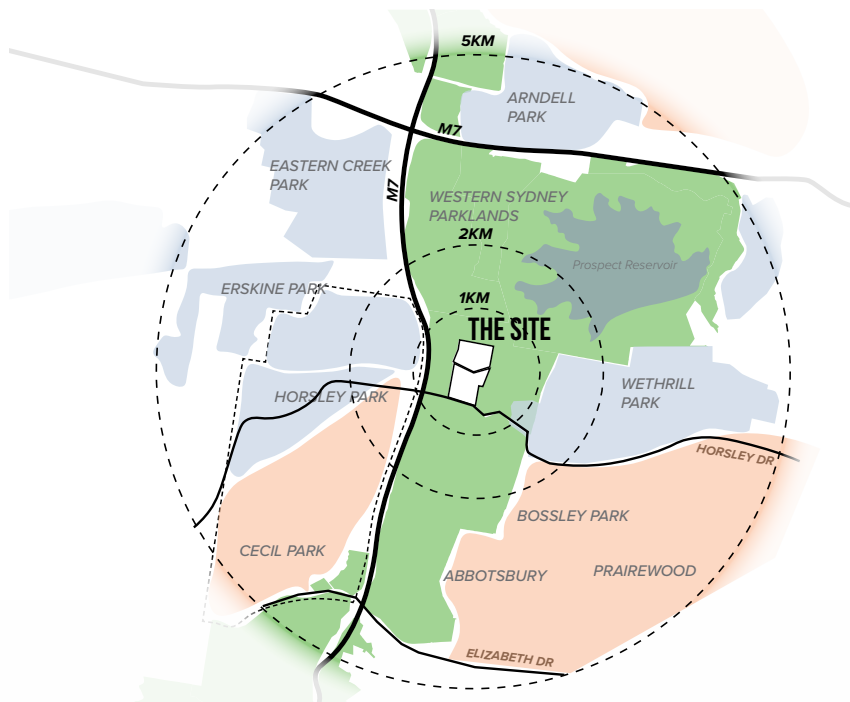
WSP Plan of management identifies locations of two business hubs east and west of the site.

It highlights the importance of improving activation of the precinct, improving cycling infrastructure and connectivity and creating opportunities for public interaction.

This creates a unique potential for The Keyhole Lands to become an integral element of the vision for the adjacent precincts by becoming a catalyst for connecting the east and west industrial areas, whilst complementing the scenic natural setting and environmental aspects of Western Sydney Parklands.



LOCAL CONTEXT



STRATEGIC POSITIONING

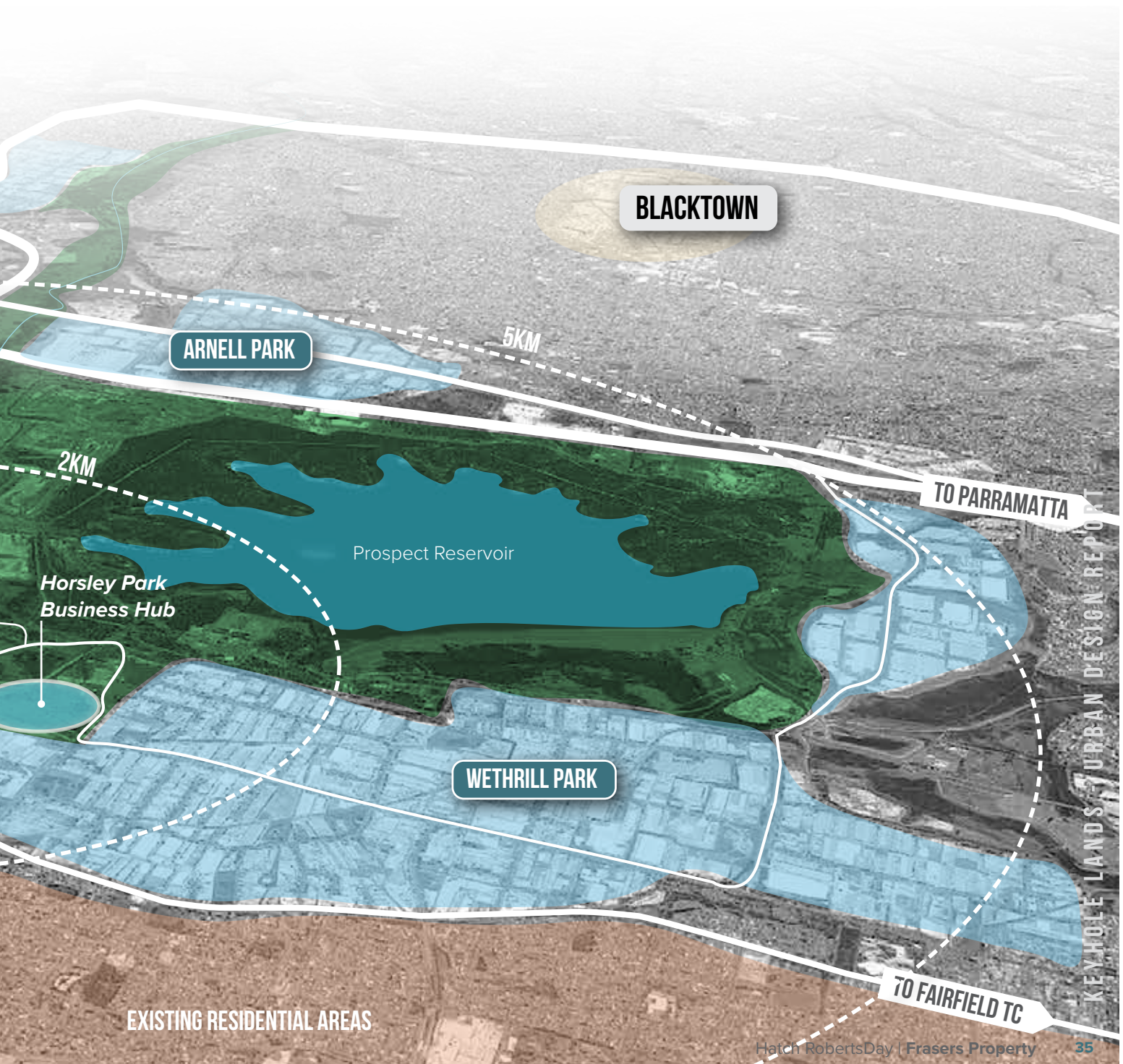
The Keyhole site is strategically positioned in close proximity to Westlink M7 and existing employment precincts surrounding Western Sydney Parklands.

Under the umbrella of Fairfield UIA Draft Structure Plan The site has been identified as future employment lands. The draft structure plan has investigated future directions for existing rural lands and ties the study area to the future growth area of Western Sydney Aerotropolis.

The Site's setting within WSP and vicinity of existing employment lands provides an opportunity for a unique design response marrying the intended connection

and extension of existing employment areas with WSP objectives to provide a context-sensitive response respecting the natural assets and land uses of the WSP. Proposed employment uses will further contribute to the economic growth of Western Sydney as well as playing a key role in the growth and resilience of WSP as a key green corridor in Western Sydney.

The Site's location and proximity to future transport infrastructure upgrades will create an opportunity to strengthen the connections with existing and planned employment precincts as well as local residential neighbourhoods.





KEYHOLE SITE PROFILE

DIRECT SITE CONTEXT

The Site comprises multiple lots with collective area of 60.2 ha and is located approximately 500m from the Horsley Dr M7 exit. The Site is bound by Chandos Rd from the north, Eastern Creek and surrounding bushland from the east, existing WSP rural and farming lands to the west and Horsley Dr from the south.

The Site has a significant level difference between its eastern and western boundaries (34m), inclining towards the west. The level change is noticeable, particularly from the adjacent ridgeline along Ferrers Rd where the as well as Redmayne Rd and Horsley Dr.

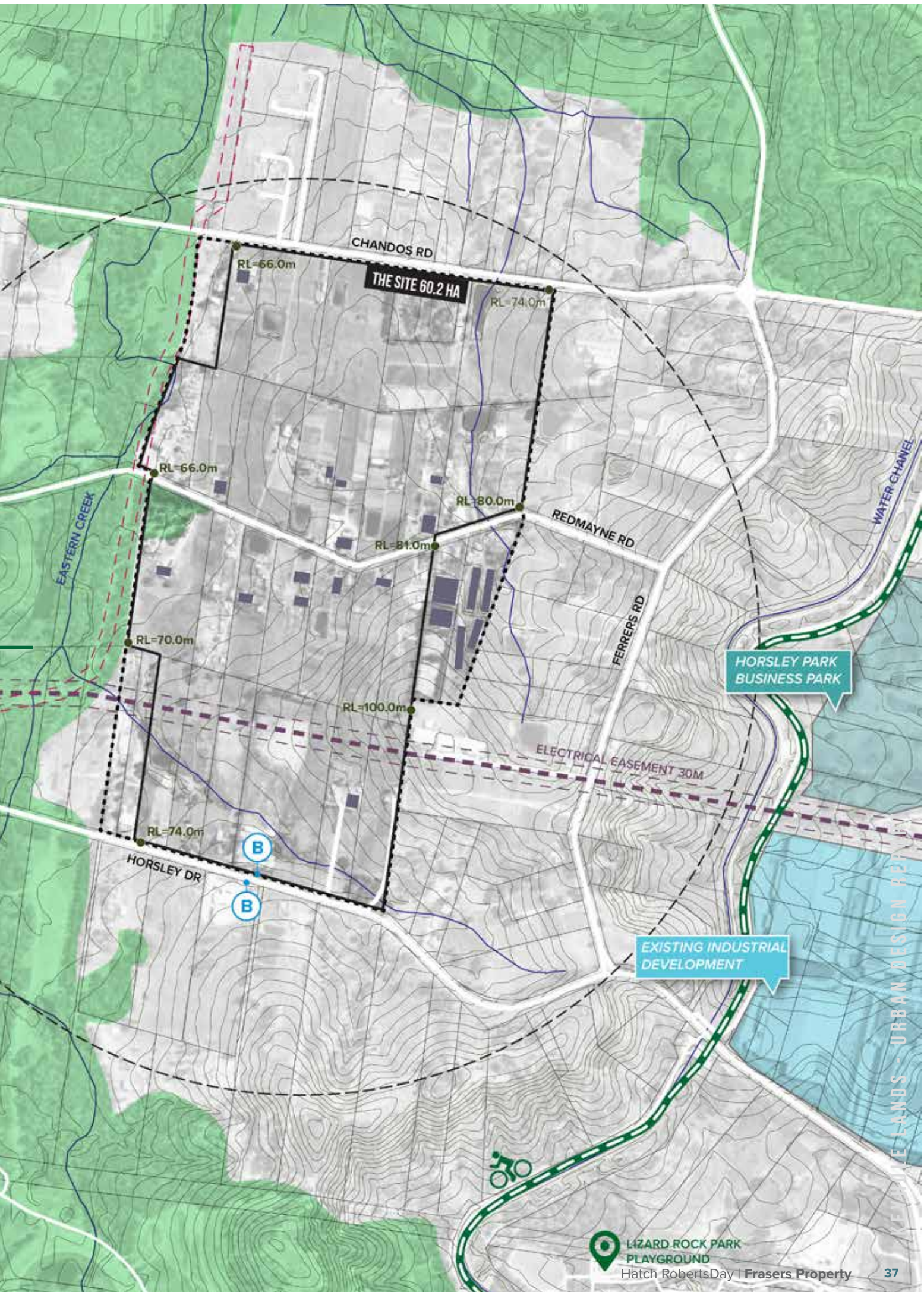
There is a 30-metre wide electrical easement traversing through the site (approximately half-distance between Horsley Dr and Redmayne Rd)

The lots comprising the Site are currently accessed from streets - Horsley Dr which connects Fairfield Town Centre and Kemps Creek, Redmayne St which goes through the centre of the site and Chandos Rd from the north.

The Site is located within 0.5km of the Westlink M7 cycle link and western cycle link aligned with the Western Sydney Parkland canal system. The two existing bus stops along the souther boundary of the Site which currently service connections terminating at Fairfield, Bossley Park, Kingwood and St Marys.

The Keyhole Lands are located within a 10-minute walk from existing and planned employment precincts.







THE SITE TODAY

EXISTING CONDITIONS

Under current planning controls
The Site controls is zoned RU2
Rural Landscape and comprises
predominantly rural and agricultural
uses.



1. THE SITE - VIEW FROM CHANDOS RD LOOKING SOUTH



2. THE SITE - VIEW FROM THE HORSLEY DR LOOKING NORTH



3.VIEW TOWARDS THE SITE FROM FERRERS RD



4. VEGETATION ALONG THE EASTERN CREEK



5. BUSHLAND VEGETATION ALONG EASTERN CREEK



6. THE SITE - VIEW FROM REDMAYNE RD LOOKING NORTH

CURRENT OCCUPANCY

The Site is currently occupied by low rise rural buildings, a series of farm dams and undulating grasses land with trees and shrubs.

The landscape character of the site and surrounding area is predominantly rural pasture lands with some farm lands and a small number of associated dwellings that do not exceed two storeys in height.



7. THE SITE - VIEW FROM REDMAYNE RD LOOKING SOUTH



8.COMMERCIAL BUILDING ON THE HORSLEY DRIVE

05

URBAN DESIGN FRAMEWORK



DESIGN OPPORTUNITIES FOR THE SITE

DIRECT ACCESS TO MOTORWAY

The site is located within close proximity of a major motorway, enabling direct access for transport vehicles onto the site. Warehouse and logistics uses envisaged as part of the Proposal have the opportunity to benefit from The Site's strategic location.

EXPANDING THE BLUE-GREEN GRID

The site presents the opportunity to expand the existing blue-green grid network of the Eastern Creek and adjacent bushlands. Expansion of the blue-green grid provides the opportunity to create an attractive and engaging public realm, encouraging public life within The Site.

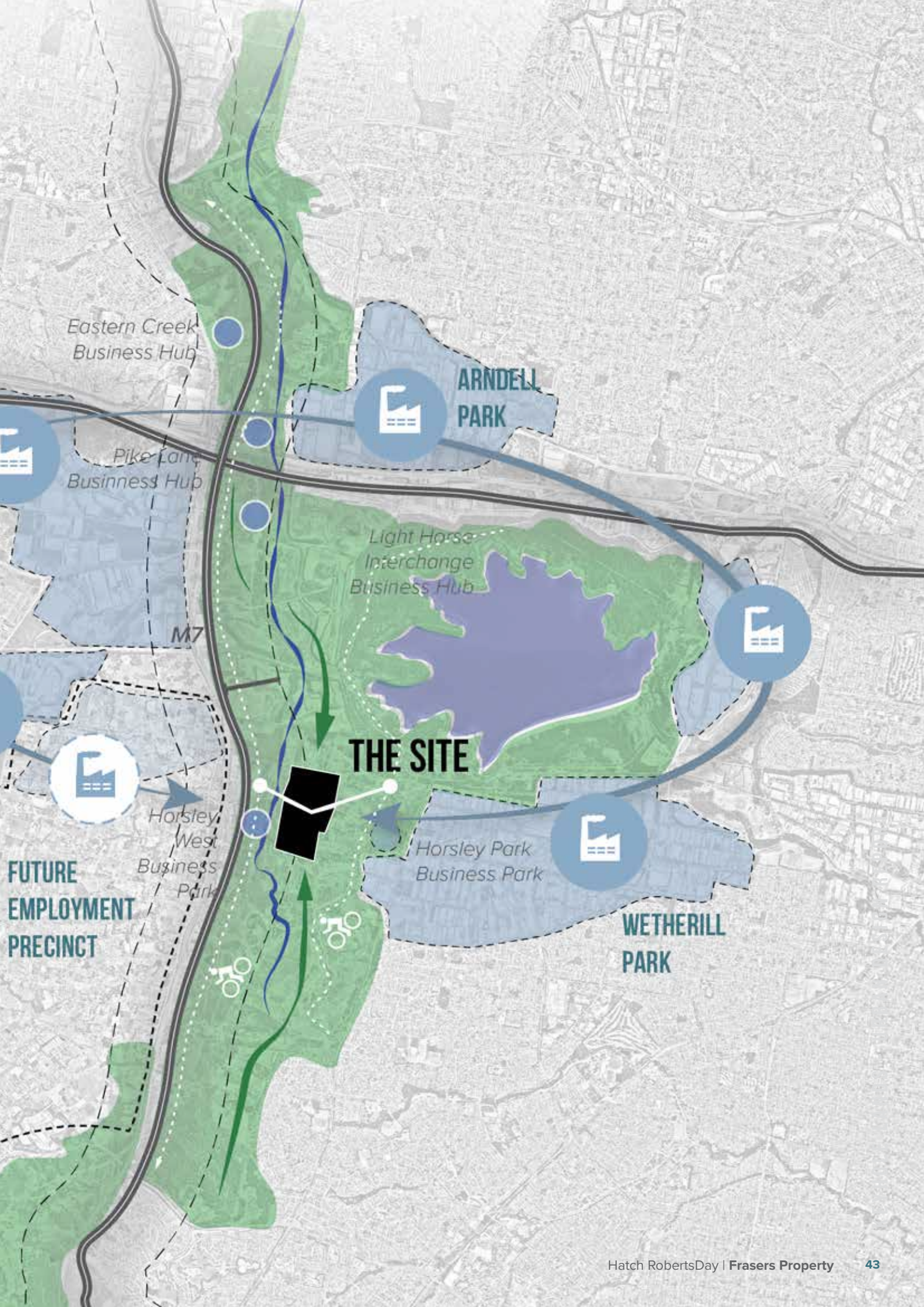
CONNECTING TO EXISTING CYCLE PATHS

There is the potential to extend the existing cycling infrastructure along Westlink M7 as well as broader Western Sydney Parklands cycleways and trails into The Site. Cycle paths will encourage physical activity, promote well-being and contribute to the completion of the pedestrian/bike network within Western Sydney Parklands.

COMPLETING THE EMPLOYMENT LOOP

Looking at the surrounding precincts, it is evident that the site is strategically positioned within its context and has the opportunity to provide the missing link in the chain of encircling employment hubs.

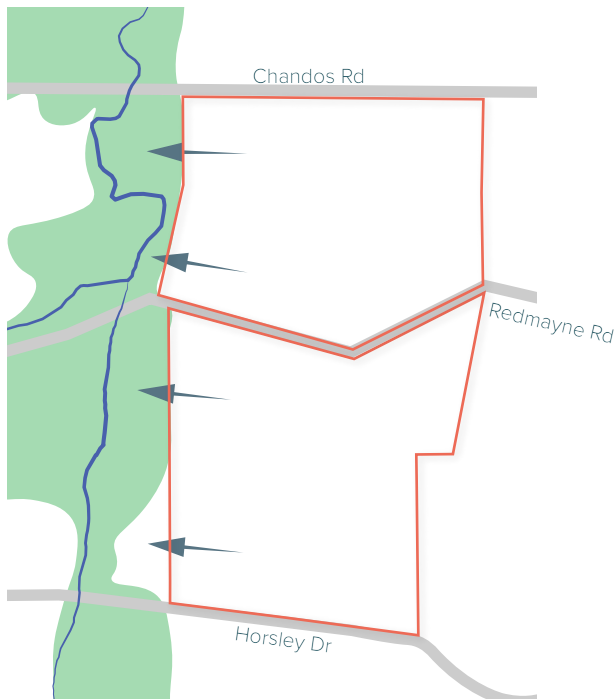






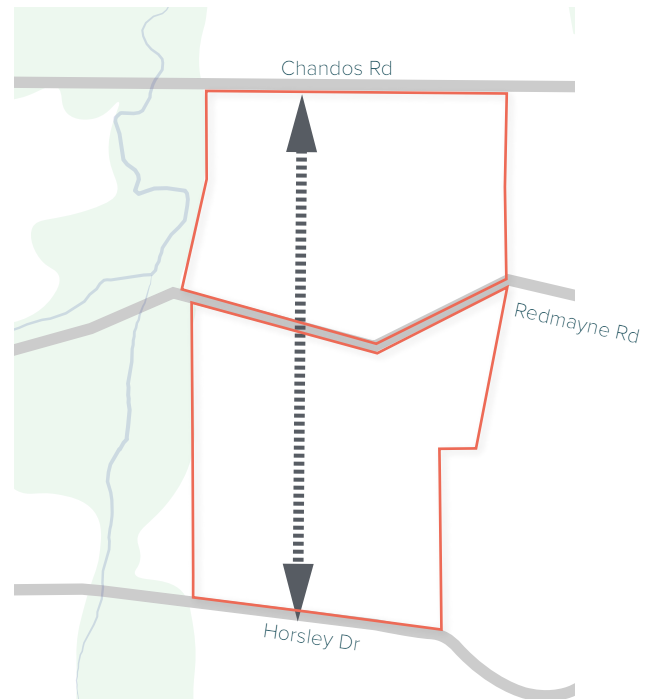
PLACE DESIGN FRAMEWORK

01 CAPITALISE ON THE PROXIMITY OF THE CREEK



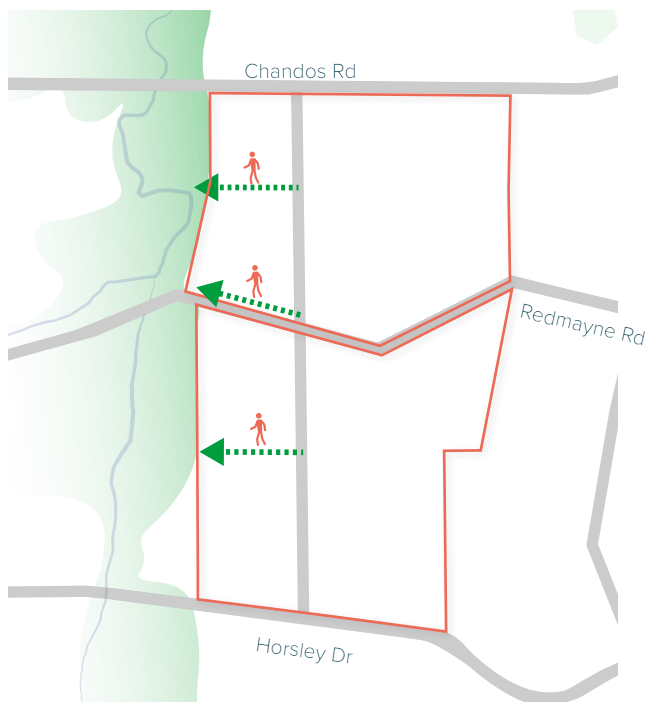
The Site's unique natural setting will be celebrated by establishing key east-west connections throughout the site to link to the existing natural assets of the Eastern Creek corridor.

02 INTRODUCE A NEW NORTH-SOUTH STREET THROUGH THE SITE



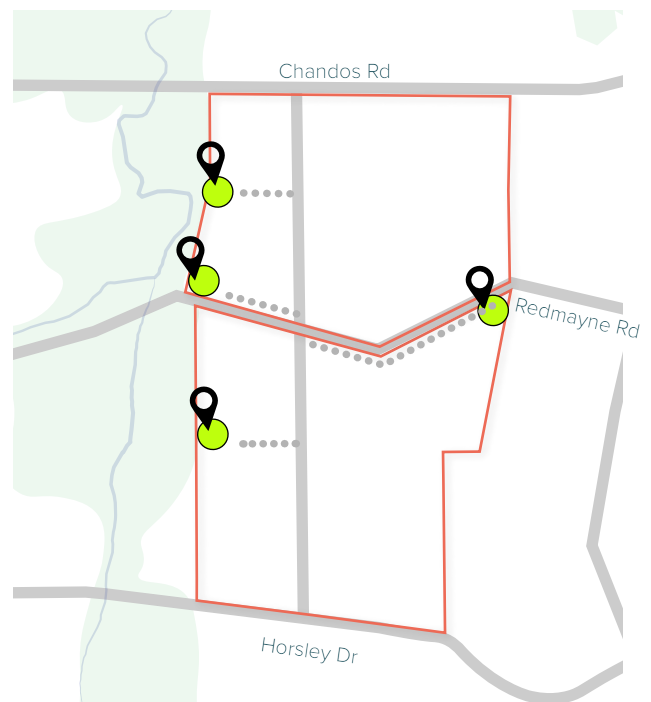
Improving connectivity and movement throughout the site by introducing a new north-south connection. The new key street provides access to the site from surrounding existing road network.

03 INTRODUCE PEDESTRIAN CONNECTIONS TO THE CREEK AND BUSHLANDS



Establishing view lines and introducing pedestrian connections to the picturesque Creek corridor and surrounding bushlands.

04 CREATE KEY DESTINATIONS ALONG THE CREEK CORRIDOR

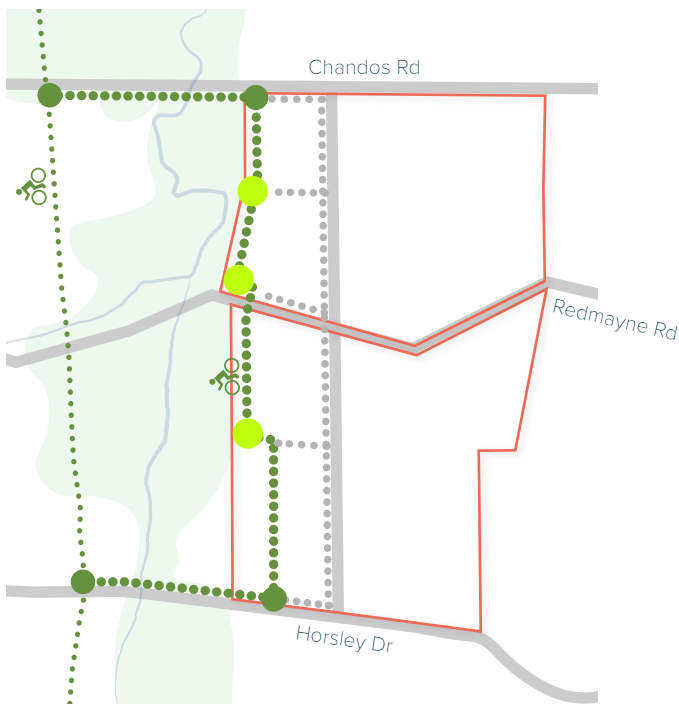


Activate the western boundary by introducing a number of key destinations offering a range of outdoor activities and civic space for local workers and visitors.



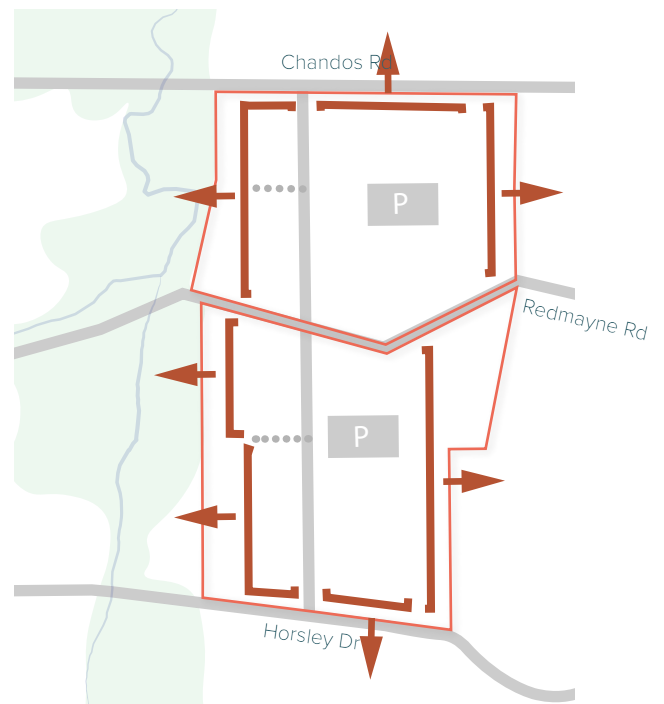
PLACE DESIGN FRAMEWORK

05 INTRODUCE A PEDESTRIAN AND CYCLE TRAIL CONNECTING THE DESTINATIONS



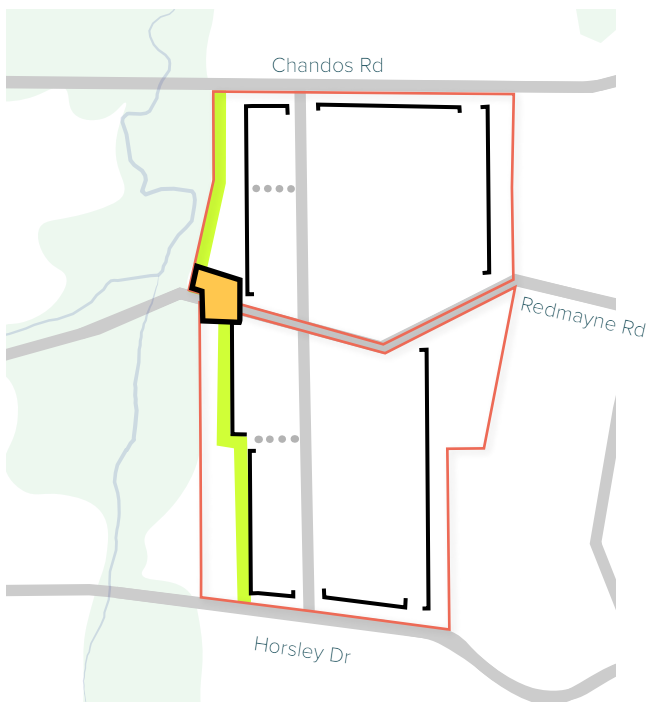
Provide a linear connection with pedestrian and cycle links to connect the destinations along the western boundary of the Site. There is also an opportunity to connect the proposed cycle link to existing cycling infrastructure along Westlink M7 as well as broader Western Sydney Parklands cycleways and trails

06 CREATE INTERFACE WITH THE PARKLANDS AND MINIMISE PARKING / LOADING AREAS EXPOSURE



Orientate the facades of the warehouses towards view corridors and establish a defined frontage towards surrounding rural lands and parklands. Apply unique architectural treatment of the warehouse elevations to complementing the site's setting within WSP through incorporation of artwork and murals.

07 CREATE A “FEATURE PRECINCT” OVERLOOKING THE PARKLANDS



Establish a feature precinct co-located with natural assets of the Eastern Creek comprising a mixed-use hub and an active plaza.

Shape the precinct as the focal point and main place of interest within the estate connecting to the proposed destinations along the western boundary of the Keyhole Industrial Estate.

08 CREATE AN ACTIVE PROMENADE AND EXTEND THE EXISTING GREEN GRID



Define the mixed-use hub, the central plaza and the promenade as the heart of the Keyhole Industrial Estate. The proposed activated spaces will enable socialising and people interaction, lingering and engagement in outdoor activities.

Expand the existing green grid into the Site through incorporation of Green Streets providing generous canopy cover and contributing to beneficial pedestrian experience and heat island effect reduction.



THE KEYHOLE MASTER PLAN

CONCEPT DESIGN

The concept plan focuses on the provision of a series of 6 Star Green Star warehouses varying in layout and size, which responds to the site and locality and creates a desired destination and aesthetic within the Western Sydney Parkland.

The site layout addresses both the need for warehousing functionality and a high quality presentation to the overall precinct. It is accessed from Redmayne Road and individual lots are serviced through a network of internal streets with separated pedestrian movement paths. Street trees and lush vegetation improve the amenity and limit the heat island effect.

The western boundary has been designed as a linear promenade providing walking and cycling connections throughout the estate. The promenade is connected to a series of plazas creating an activated edge with views to the surrounding landscape. The promenade and plazas have been programmed through a range of activities including but not limited to meeting areas, a playground, outdoor dining areas, and relaxation zones, to encourage local workers and visitors to engage in outdoor activities, socialise and linger.







THE KEYHOLE MASTER PLAN

The Keyhole Site showcases a new approach to delivering industrial precincts by providing a sustainable and desired employment hub for innovative and prosperous businesses.

The Site will be well connected, not only through a variety of pedestrian paths, vehicular links and plazas but in how the businesses collaborate and interact.



By implementing the design principles of the Western City District Plan and best practice design, Keyhole Site demonstrates potential to become a unique destination which attracts local workers and visitors to spend time in a green and walkable environment, located in a picturesque natural setting.

A variety of active plazas combined with a vibrant promenade along western boundary with pedestrian and cycle paths provide opportunities to create an engaging and active place. The proposed built forms along the western interface area allow for uninterrupted pedestrian movements. They feature well articulated facade elements that promote a feeling of safety and interaction in the promenade.





THE DEVELOPMENT SUMMARY

BUILT FORM OUTCOMES SUMMARY

SITE AREA	NET DEVELOPABLE AREA	PROPOSED LAND USES		TOTAL Building Area	TOTAL GFA	FSR (GROSS)
		Industrial Total Building Area	Industrial GFA			
602,115 m ²	540,897	313,340	297,673	313,340	297,673	0.5:1

PROJECTED EMPLOYMENT MATRIX

PROPOSED LAND USES	
Industrial GFA	Industrial No. of Jobs 1 job / 150sqm of site area
297,673	2,381

ASSUMPTIONS - DEVELOPMENT SUMMARY

The above calculation is based on applying:

- 95% GBA to GFA efficiency for industrial uses

GBA (Gross Building Area) is the built external mass, compliant with SEPP65, LEP and DCP controls.

It includes all volumes whether internal or external, habitable or non-habitable, but excludes parking (same as Building Envelope). Efficiency is the percentage factor of the GBA to determine NSA, effectively subtracting everything that does not count towards saleable space.

GFA (Gross Floor Area) is the sum of the floor area of each floor of a building measured from the internal face of external walls, or from the internal face of walls separating the building from any other building, and includes the area of a mezzanine, habitable rooms in a basement or attic, any shop, auditorium, cinema and the like. It excludes any area for common vertical circulation, basement, plant rooms, lift towers and car parking to meet any requirements of the consent authority plus terraces and balconies with outer walls less than 1.4m high.

ASSUMPTIONS - EMPLOYMENT SUMMARY

The projected employment calculations are based on applying Common Planning Assumptions - Workspace Ratios available under the link below used by Landcom and UGFC Policy. The CPA outlines the following ratios:

- Warehouse / Transport / Storage - 1 job / 150 sqm of GFA





KEY DESTINATIONS

MAIN PLAZA AND MIXED USE HUB

The plaza is an important component of urban open space which improves the sense of community of a place. As a focal point in the public space network, the plaza is a thriving space that invites people to linger, interact and connect.

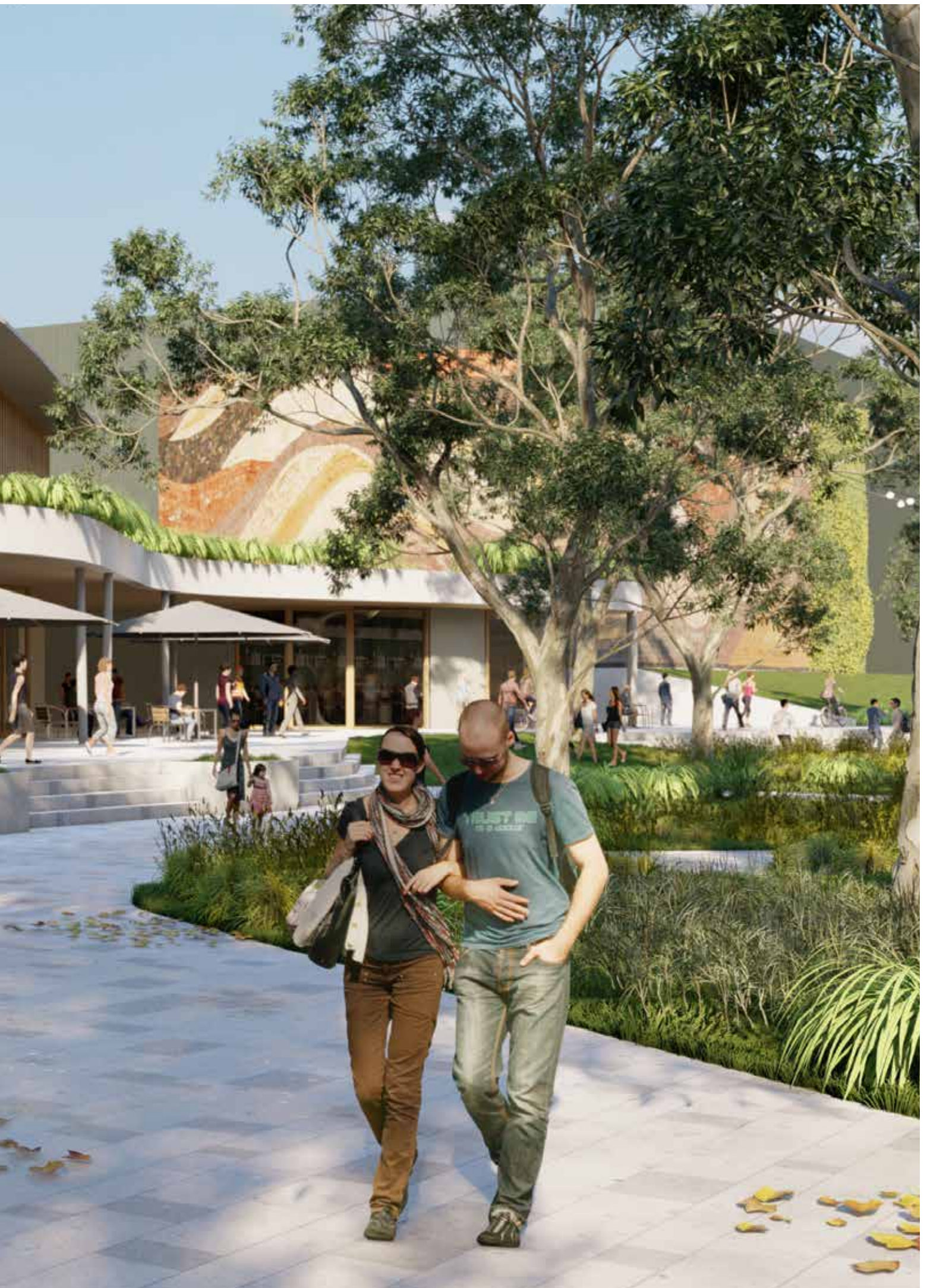
The proposed main plaza is an active place and the heart of the Keyhole Site which attracts the workers and visitors to gather and connect to the surrounding green open space.

The main plaza is linked to the promenade and a series of smaller pocket plazas, creating a permeable pedestrian network throughout the estate.











KEY DESTINATIONS

THE PROMENADE

The Concept Plan provides physical and visual connections with nature, including pedestrian paths and a linear promenade running along the western boundary of the site and parallel to the Creek corridor.

The pedestrian-focused promenade provides safe and convenient access to a series of destinations. It accommodates a variety of uses to enable workers and visitors to engage in a range of activities including gathering, walking, having lunch, conversing, watching others, reading and resting. This attractive environment also encourages walking and cycling among workers and visitors.

The promenade gives identity and cohesion to the Keyhole Site and connects it to the surrounding natural environment.











COMPLETE STREETS

STREET DESIGN

The Proposal provides new road connections through the site to improve access and connectivity to proposed uses and amenity. Keyhole Industrial Estate streets will provide more than a car dominated streetscape. To promote pedestrian and cycle movement, the street provide two way cycle lanes, generous footpaths and flexible parking / verge vegetation zones to enable extensive green canopy and pedestrian and cycle-friendly environment.

The main features of the street design are to:

- Provide safe and comfortable transit for pedestrians and cyclists
- Provide north south connection through the Proposal including improved access to existing public transport (existing bus connections along Horsley Dr)

- Provide legible connections leading the visitors and workers to the key civic spaces including the main plaza and a retail and dining hub as well as other places of interest within the Proposal
- Allow multi-functionality through the revisions of various transit lanes such as heavy vehicle, cars, pedestrian footpaths and cycleways

PROPOSED NEW STREET - TYPICAL SECTION



ARTIST IMPRESSION OF PROPOSED NEW STREET



PRECEDENT IMAGE OF BOURKE ROAD, ALEXANDRIA



06

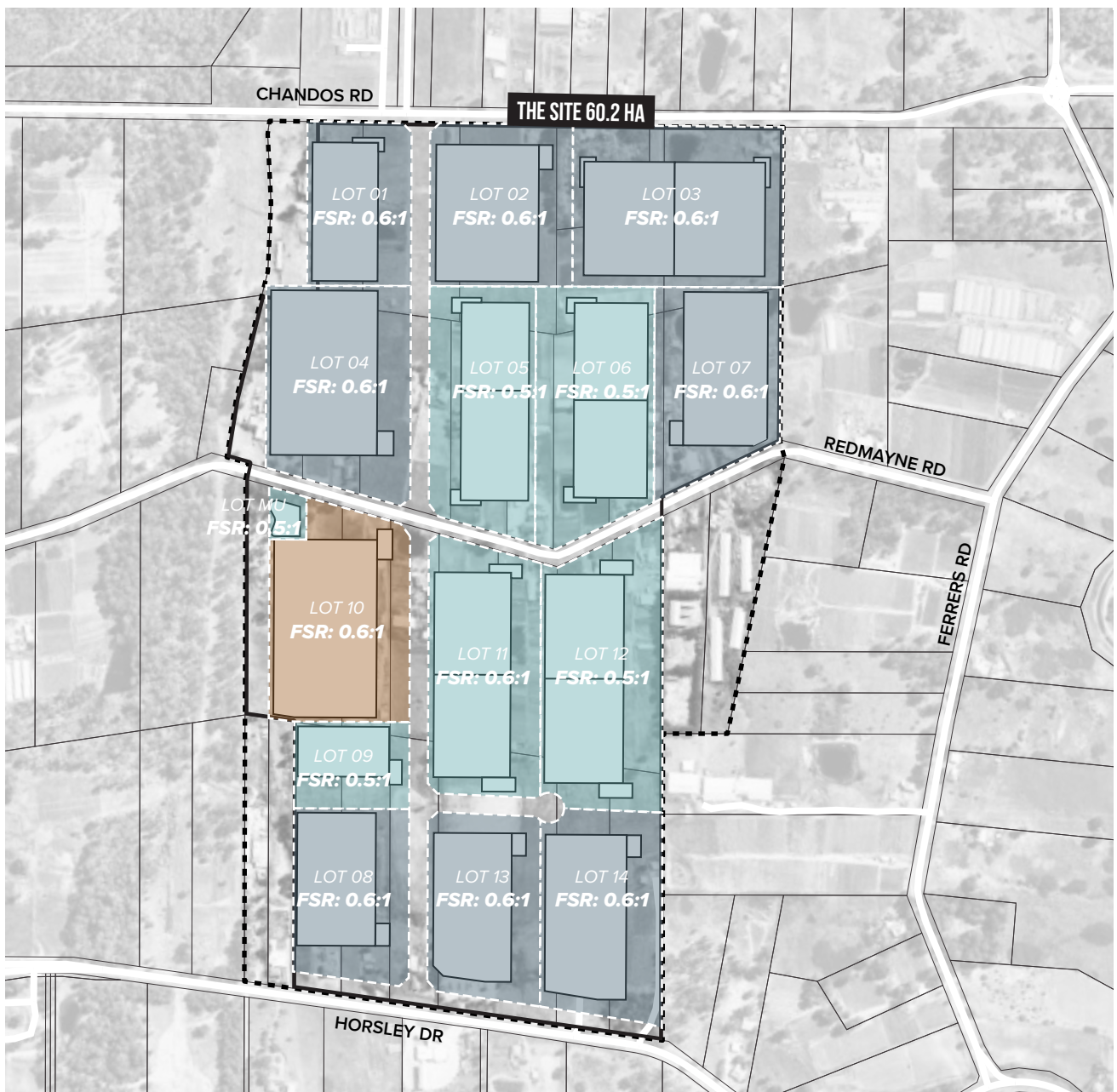
TECHNICAL ANALYSIS



BUILT FORM STUDY

FLOOR SPACE RATIO

PROPOSED FSR



FSR PER LOT BREAKDOWN

BUILT FORM STUDY				
Building	Building Area (m ²)	Lot	Lot Area (m ²)	FSR / Lot
Development Areas - North				
Warehouse 01	14215	Lot 01	26511	0.6:1
Office 01	750			
Warehouse 02	21930	Lot 02	36003	0.6:1
Office 02	1000			
Warehouse 03A	15980	Lot 03	52522	0.6:1
Office 03A	750			
Warehouse 03B	15980			
Office 03B	750	Lot 04	45344	0.6:1
Warehouse 04	27195			
Office 04	1200	Lot 05	39981	0.5:1
Warehouse 05A	9220			
Office 05A	550			
Warehouse 05B	11540	Lot 06	44703	0.5:1
Office 05B	550			
Warehouse 06A	11095			
Office 06A	750	Lot 07	36117	0.6:1
Warehouse 06B	11095			
Office 06B	750	Lot 08	30795	0.6:1
Warehouse 07	19960			
Office 07	1000	Lot 09	15696	0.5:1
Total Building Area - North	166,260	Net Developable Area	281,181	0.6:1

BUILT FORM STUDY				
Building	Building Area (m ²)	Lot	Lot Area (m ²)	FSR / Lot
Development Areas - South				
Warehouse 08	16070	Lot 08	30795	0.6:1
Office 08	1000			
Warehouse 09	7015	Lot 09	15696	0.5:1
Office 09	500			
Warehouse 10	28270	Lot 10	44264	0.6:1
Office 10	1500			
Warehouse 11A	12200	Lot 11	43160	0.6:1
Office 11A	750			
Warehouse 11b	12200			
Office 11b	750	Lot 12	49659	0.5:1
Warehouse 12A	12650			
Office 12A	750			
Warehouse 12B	12650	Lot 13	32112	0.6:1
Office 12B	750			
Warehouse 13	17695	Lot 14	38532	0.6:1
Office 13	1000			
Warehouse 14	20330	Lot MU	2650	
Office 14	1000			
Mixed Use Hub	-			
Total Building Area - South	147,080	Net Developable Area	259,716	0.6:1
				Total FSR
Total Building Area	313,340	Total Net Developable Area	540,897	0.6:1 (Net)
			Total Gross Site Area	602,115 (Gross)



PROPOSED LEP CONTROLS

ZONING

CURRENT CONTROLS



CURRENT LAND ZONING LEP MAP

Legend

 RU2 - Rural Landscape

PROPOSED CONTROLS



PROPOSED LAND ZONING LEP MAP

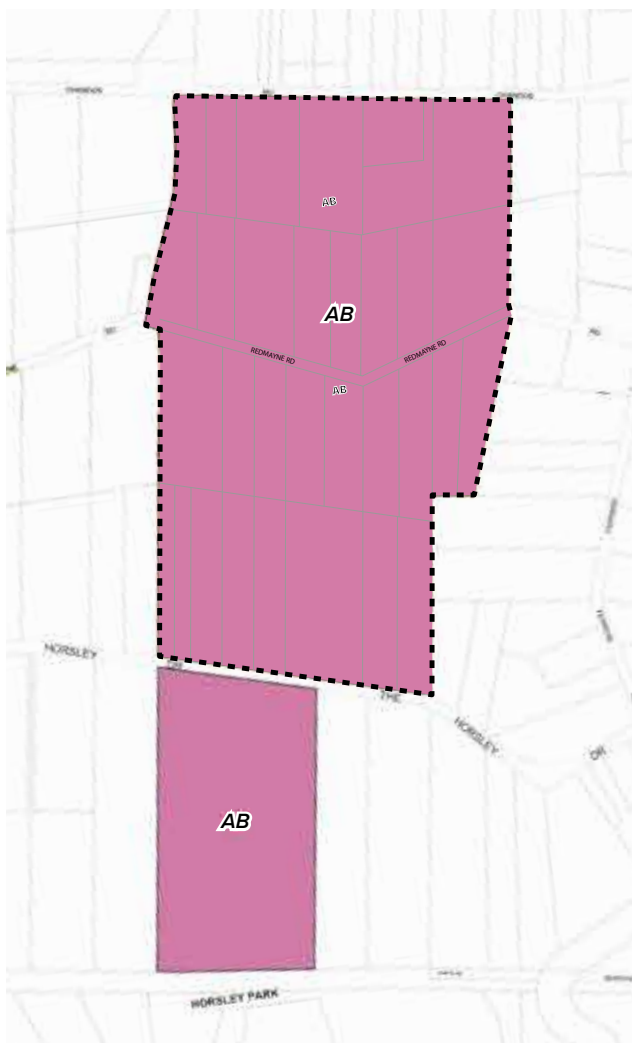
Legend

 IN1 - General Industrial

PROPOSED LEP CONTROLS

MINIMUM LOT SIZE

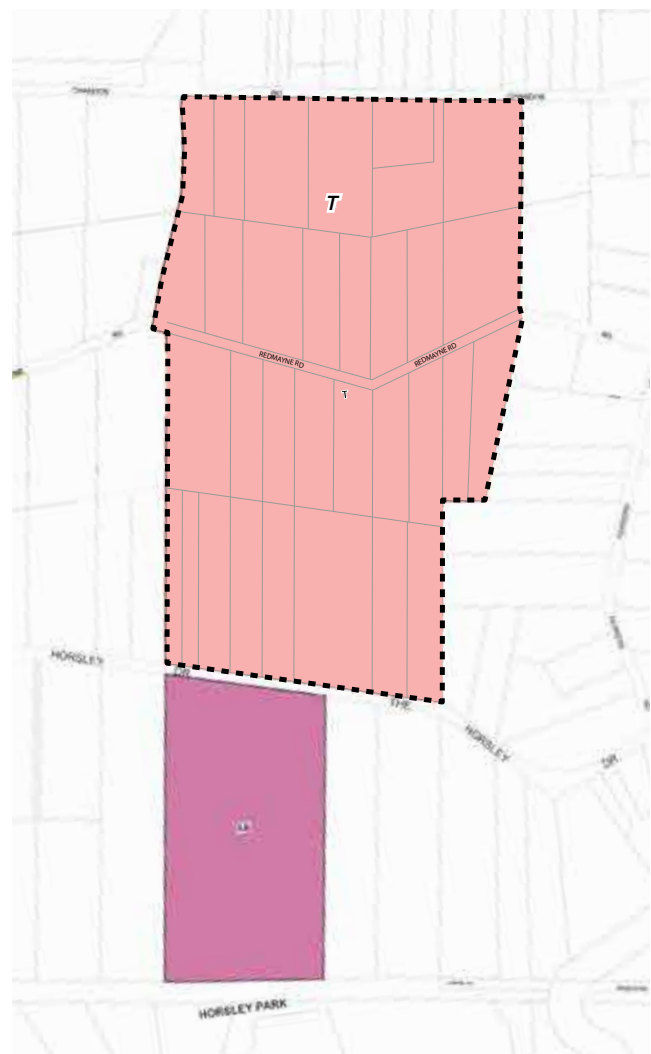
CURRENT CONTROLS



**CURRENT MINIMUM LOT
SIZE LEP MAP**

Legend
■ AB - 10ha

PROPOSED CONTROLS



**PROPOSED MINIMUM LOT
SIZE LEP MAP**

Legend
■ T - 930 m²



PROPOSED LEP CONTROLS

HEIGHT OF BUILDINGS

CURRENT CONTROLS



CURRENT HEIGHT OF BUILDINGS LEP MAP

Legend
J - 9m

PROPOSED CONTROLS



PROPOSED HEIGHT OF BUILDINGS LEP MAP

Legend
No Control





SOLAR IMPACT STUDY

SOLAR IMPACT

The solar impact assessment has been undertaken for the Site. The testing is modelled at 21st of June (winter solstice) between 9.00am and 3.00pm and is intended to understand the potential overshadowing impact that the Proposal might have on the adjacent properties and the Site itself.

It is considered that the Proposal does not carry any overshadowing impacts onto adjacent properties. The configuration and height of proposed buildings does not provide any significant overshadowing to the proposed public spaces and streets within the Site allowing for quality solar access throughout the day at winter solstice.







VISUAL IMPACT ASSESSMENT

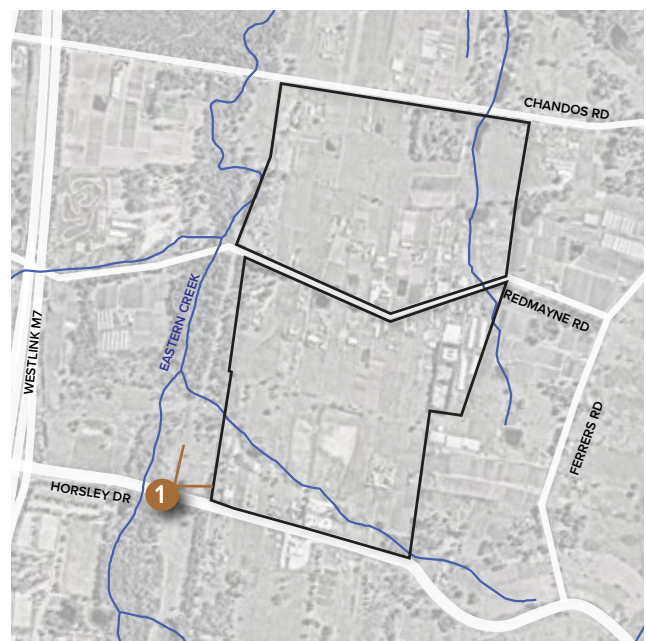
PURPOSE OF VISUAL ASSESSMENT

The Visual Assessment investigates on the possible visual impacts that the proposed building may have on the surrounding and adjacent publicly accessible areas, and provides detailed assessment of the sensitivity and magnitude of the changes from different vantage points in comparison to the existing.

VIEWPOINT 1 - HORSLEY DRIVE

The aim of assessing the view from Horsley Dr is:

- To understand the visual impact of proposed built form viewed from the location providing an arrival experience into the Proposal
- To assess to what degree the existing topography/vegetation screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view



Google Earth Coordinate: 33°50'33.03"S 150°51'35.78"E
Viewing Distance from Site Boundary: 86 m

SENSITIVITY

The view from Horsley Drive is considered to have **MODERATE** sensitivity due to:

- Receptors are mostly vehicle drivers users with short term views and are less likely to notice, appreciate or be concentrating on the views. However the view is considered to have an arrival experience value as the receptors are coming of the highway located in close proximity of the Site.
- There are landscape detractors including electricity poles and existing large mature trees

MAGNITUDE

The magnitude of the proposal in this view is assessed as **LOW**, considering the:

- Proposal is not prominently visible from the view point
- There already exists a presence of landscape detractors including electricity poles, and mature trees
- Proposed landscaping will further contribute to covering the proposed development

The visual impact is assessed as LOW.

		MAGNITUDE					
SENSITIVITY		Very High	High	Moderate	Low	Very Low	Negligible
	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None



EXISTING CONDITION



PROPOSED DEVELOPMENT



VISUAL IMPACT ASSESSMENT

VIEWPOINT 2 - FERRERS RD RIDGELINE

The aim of assessing the view from Ferrers Rd is:

- To understand the visual impact of proposed built form viewed from the high point location looking towards the Site
- To assess to what degree the existing topography/vegetation screen or disguise the future development
- To test the extent to which the change of built elements may alter the existing character of the view

SENSITIVITY

The view from Horsley Drive is considered to have **MODERATE** sensitivity due to:

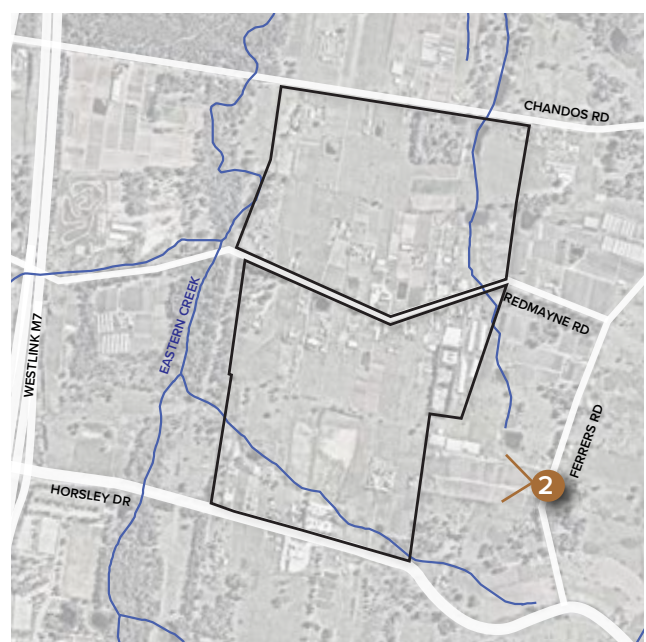
- Receptors are mostly vehicle drivers users with short term views and are less likely to notice, appreciate or be concentrating on the views. However the viewpoint is located on the ridgeline with panoramic views in all directions
- There are landscape detractors including utility poles, large trees, existing buildings and other structures

MAGNITUDE

The magnitude of the proposal in this view is assessed as **LOW**, considering the:

- Proposal is consistent with the surrounding industrial character as it only partially stands out from the existing visible terrain.
- The Proposal is not extending above the horizon line and therefore is not obstructing the scenic views to the west from the high point on Ferrers Rd
- There already exists a presence of landscape detractors including electricity poles, mature trees, existing built form and other structures.

The visual impact is assessed as **LOW**.



Google Earth Coordinate: 33°50'34.02"S 150°52'12.08"E
Viewing Distance from Site Boundary: 315 m

		MAGNITUDE					
SENSITIVITY		Very High	High	Moderate	Low	Very Low	Negligible
	Very High	Substantial	High	High/ Moderate	Moderate	Moderate/ Low	None
	High	High	High/ Moderate	Moderate	Moderate/ Low	Low	None
	Moderate	High / Moderate	Moderate	Moderate/ Low	Low	Low/ Negligible	None
	Low	Moderate	Moderate/ Low	Low	Low/ Negligible	Negligible	None
	Very Low	Moderate/ Low	Low	Low/ Negligible	Negligible	Negligible/ None	None





CONCLUSION

KEYHOLE LANDS INDUSTRIAL ESTATE

Keyhole Lands Industrial Estate combines the parkland atmosphere and character with a contemporary, mixed-use working community, nested in a scenic natural landscape of Western Sydney Parklands.

The Keyhole Lands Industrial Estate connects to and is designed with a blue-green band of open spaces and landscape weaving through The Site towards an embellished creekside nature trail and active plaza.

The proposal provides more employment in the right location with direct connection to the M7 providing good access opportunities for warehouse and logistics uses.

The proposal provides significant public benefit for the local work community, as well as visitors and users of Western Sydney Parklands. It is therefore considered to hold strategic and local merit, including but not limited to:

- **Over 313,000 m² of 6 Star Green Star industrial warehousing and logistics space**
- **Over 3000 m² of public domain unlocking access to the Eastern Creek and adjacent bushlands for public use**
- **Supporting commercial and retail uses for local workforce and visitors**
- **3.0km of bike paths and pedestrian links across the Site**

Based on the merits of the Planning Proposal and the place-led design response for the site and potential key outcomes, it is considered that Council should approve the Planning Proposal and subsequent amendments to the LEP, to realise the Keyhole Lands Industrial Estate.



