

BUSHELLS 3.0

CREATING A BETTER PLACE

AMENDED PLANNING PROPOSAL IN RESPONSE TO THE
GATEWAY DETERMINATION REPORT



HATCH | RobertsDay

PLANNING PROPOSAL
URBAN DESIGN - GATEWAY RESPONSE
APRIL 2022



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EXECUTIVE SUMMARY

BUSHELLS 3.0 is the amended urban design concept in response to Canada Bay Council's Local Planning Panel (the Panel) advice, and has since been amended based on the Gateway Determination Report.

The amended concept maintains at its heart the public benefit of creating a large foreshore park and public plaza making Concord a better place for people. This public benefit aligns with the NSW Premier Priority of Greener Public Spaces with the goal of increasing the proportion of homes in urban areas within 10 minutes' walk green, open space and public space by 10 percent by 2023.

Based on the Panel's advice however, the foreshore park has been increased by an additional 800sqm to retain an existing mature Hills Fig (T184) - an overall increase in public benefit.

Also, the amended proposal commits to the Panel's advice of a landscape control of 25% tree canopy across the whole site, which will be achieved by the proposed site specific DCP. Generous landscape opportunities exist to achieve this control including the foreshore park, plaza, streets verges, communal open space of apartments, and retention of most existing trees along the western boundary.

In response to the Panel's advice regarding the retention of the Roasting Hall and its heritage significance, detailed heritage justification has been prepared by Heritage 21 and AJC Architects and is available under separate cover. In summary, the amended concept provides an appropriate heritage response for reasons including:-

- Important views of the Roasting Hall 'tower' element from the foreshore are maintained (and improved) by the deletion of building C5;
- There will be expansive open space in and around the building which is a characteristic of an industrial landscape setting;
- Proposed built form scale and articulation will break up the scale of proposed buildings;
- The adaptive re-use of the tower element itself will maintain its architectural qualities, as demonstrated by the AJC study.

In improving the proposal's relationship to local character and built-form response to its neighbours, the amended concept adopts the built form advice of the Panel including:-

- Buildings along the western boundary have been reduced to 3 storeys, with scale further broken down by creating four smaller 'garden apartment' buildings;
- Buildings along the eastern boundary have been reduced to be between 3 to 6 storeys;
- Buildings along the southern boundary are 3 storeys as viewed from the street;
- Proposed building C5 has been reduced from 9 storeys to 6 storeys;
- Proposed building E1 has been deleted to permit the retention of a Hall Fig.

In addition to the Panel's advice, to improve sunlight into the proposed Roasting Hall plaza the south-eastern wing of building C4 has been reduced from 5 to 2 storeys. The majority of the plaza, as well as the entire foreshore park, now benefits from direct sunlight throughout the majority of the day on mid-winter.

Through this place-led process, the proposed density has been reduced from 1.5:1 (approx. 475 apartments) to 1.25:1 (approx. 384 apartments) - a significant reduction.

This proposed density is considered appropriate for a number of reasons:-

1. The Greater Sydney Commission's Eastern District Plan – Planning Priority C17 identifies the fact there are few opportunities in existing urban areas to increase the quantity of quality open space, but when this occurs 'high density development' (over 60 dwellings per hectare) should be located within 200m of the open space. By creating a significant parkland with low-rise, high density development where all dwellings are within 200m of the open space, the proposal delivers this planning priority on the site itself.

2. When considered within its broader neighbourhood context (52ha) including the Pelican Waters redevelopment and detached housing the average density of the neighbourhood is approximately 23 dwellings per hectare. This is significantly less than Breakfast Point's neighbourhood density of 49 dwellings per hectare over a similar land area. Breakfast Point has been identified by Council and locals during engagement as having an appropriate density.

3. The proposal's perceptual density (i.e. as experienced by people walking) and its influence on local character also aligns with Council's suggestions as 'the experience' is largely identical. This is discussed further under Visual Analysis.

4. In response to the Panel's advice requesting updated transport modelling take into account new transport influences (e.g. opening West Connex and commitment to Burwood North Metro), a detailed Traffic Impact Assessment has been prepared by GTA and concludes the proposed density can be supported with key features including:

- Easy access to high-frequency buses;
- A shuttle bus service operating in a loop through the local area;
- An on-site car sharing pod with a minimum of 10 cars;
- A fleet of e-bikes and / or scooters for fast and easy connections to local destinations, including future Burwood North Metro;
- Travel demand management technologies for future residents;
- Integrated walking and cycling infrastructure;
- A series of potential road network improvements

Finally, the amended concept commits to a range of other advice provided by the Panel including:-

- A minimum of 10% affordable housing;
- Restricting the size of any supermarket to a maximum of approximately 1,000sqm;

- An appropriate golf course fence to mitigate any risks agreed through detailed design. For example, the Zoeller Street extension creates a logical break between the golf course and proposal, is a proven typology for mitigating risks and may result in the requirement for some additional 'modest' fencing.
- Preparation of a site specific DCP including block-by-block FSRs (submitted under separate cover as part of the amended concept).
- The Gateway Determination process evolved the uses within the Roasting Hall, increasing employment opportunities on site.

Given Council has identified the strategic merit of the site's renewal as part of its Draft Local Strategic Planning Statement (LSPS), and the amended urban design concept responds to the site specific advice of Council's Panel, and the Gateway Determination Report, it is recommended the Planning Proposal proceed for approval.

AMENDED PROPOSAL

A SNAPSHOT OF THE KEY FEATURES

.....
**44% of site dedicated
to the public realm**

.....
**51% of public realm
is new foreshore
parkland + plaza**

.....
**6,983sqm GFA dedicated
to retail + community
orientated uses**

.....
**3,675sqm GFA of
light industrial/ urban
services within Bushells
Factory Building for
adaptive re-use**

.....
**25% of total site area
covered by tree canopy**

.....
**Heritage listing of
Roasting Hall tower
element**





INTRODUCTION

THE OPPORTUNITY

Select parts of the Parramatta River are undergoing transformation as mixed-use, river-orientated villages to diversify housing choice for existing communities and improve public foreshore access.

The Bushells Factory site is one of the final pieces of the puzzle – a 3.94 hectare site in single ownership.

As recognised by Canada Bay Council, including its inclusion of the site within its Draft Local Strategic Planning Statement (LSPS), the Bushells site represents a unique opportunity to create greener public spaces supporting an increase in homes within a 10 minute walk and range of other complementary uses and public benefits.

The provision of a large, quality foreshore park with continuous foreshore access will provide benefit to a significant number of locals within the immediate area.

Other benefits, such as the heritage listing of the Roasting Hall 'tower' elements protects the historic significance of the site going into the future.

Within this context, the site presents an ideal opportunity for place-led renewal in order to create a publicly accessible waterfront destination for locals providing daily needs and amenity, as opposed to continuing a pattern of largely private, gated enclaves with little public benefit.

THE RESPONSE

In evolving the master plan for the Bushells Factory to support an amended Planning Proposal in response to the advice of Council's Panel, RobertsDay (RD) was engaged by Colliers International (previously NixAnderson) to provide on-going urban design and place-making advice. RobertsDay has since been integrated with Hatch to become Hatch Roberts Day (HRD)

The evolved concept retains the design partnership of ACJ, BVN and Oculus.

The purpose of this report is to illustrate how the amended concept responds to the advice of Council's Panel and gateway determination feedback and letter. In addition, it reviews and supports the evolved Bushells Factory master plan against relevant urban design policy, urban design principles and precedents in order to ascertain the distinguished character and value added to the community.

Key responses to Council's Panel advice includes:-

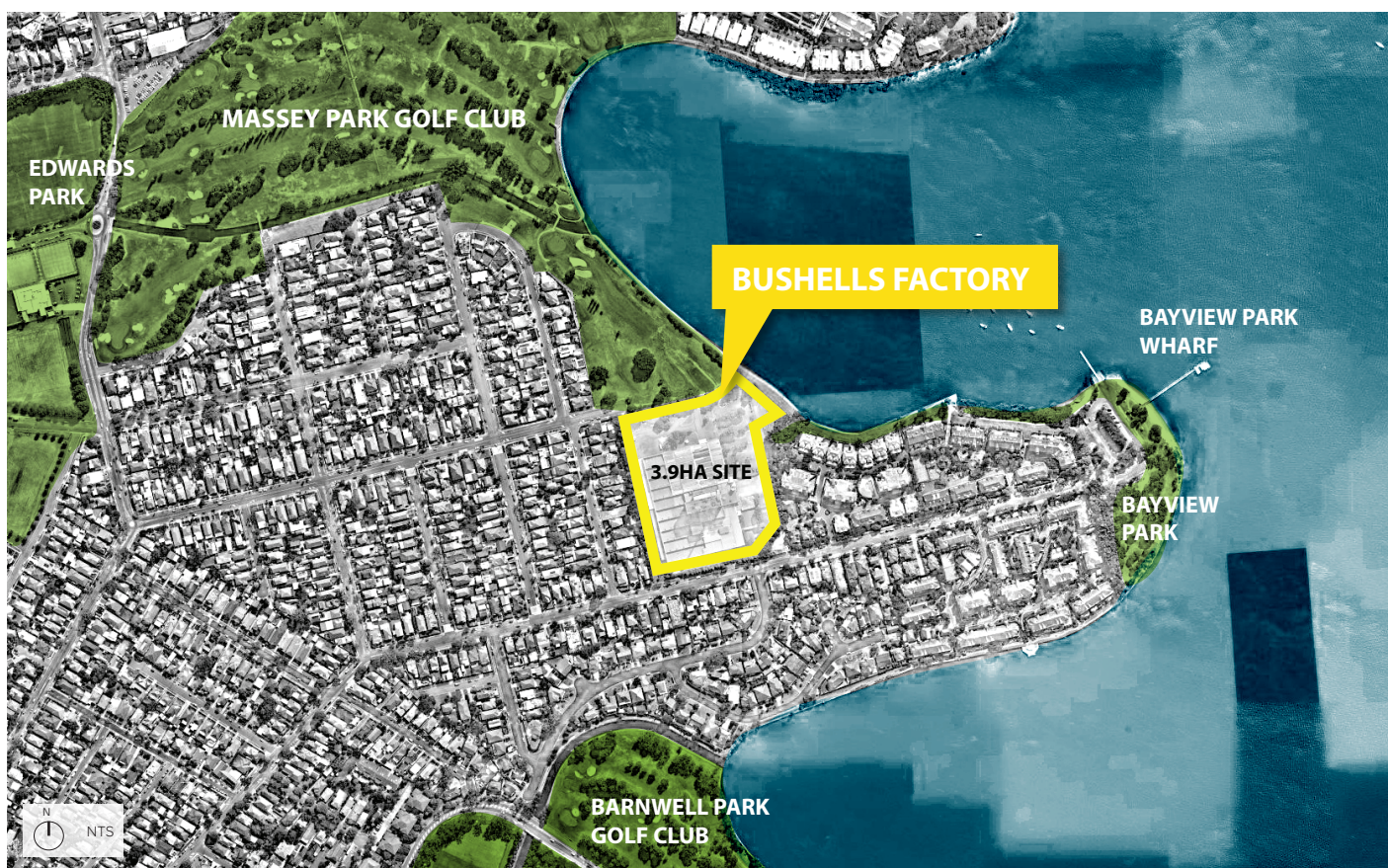
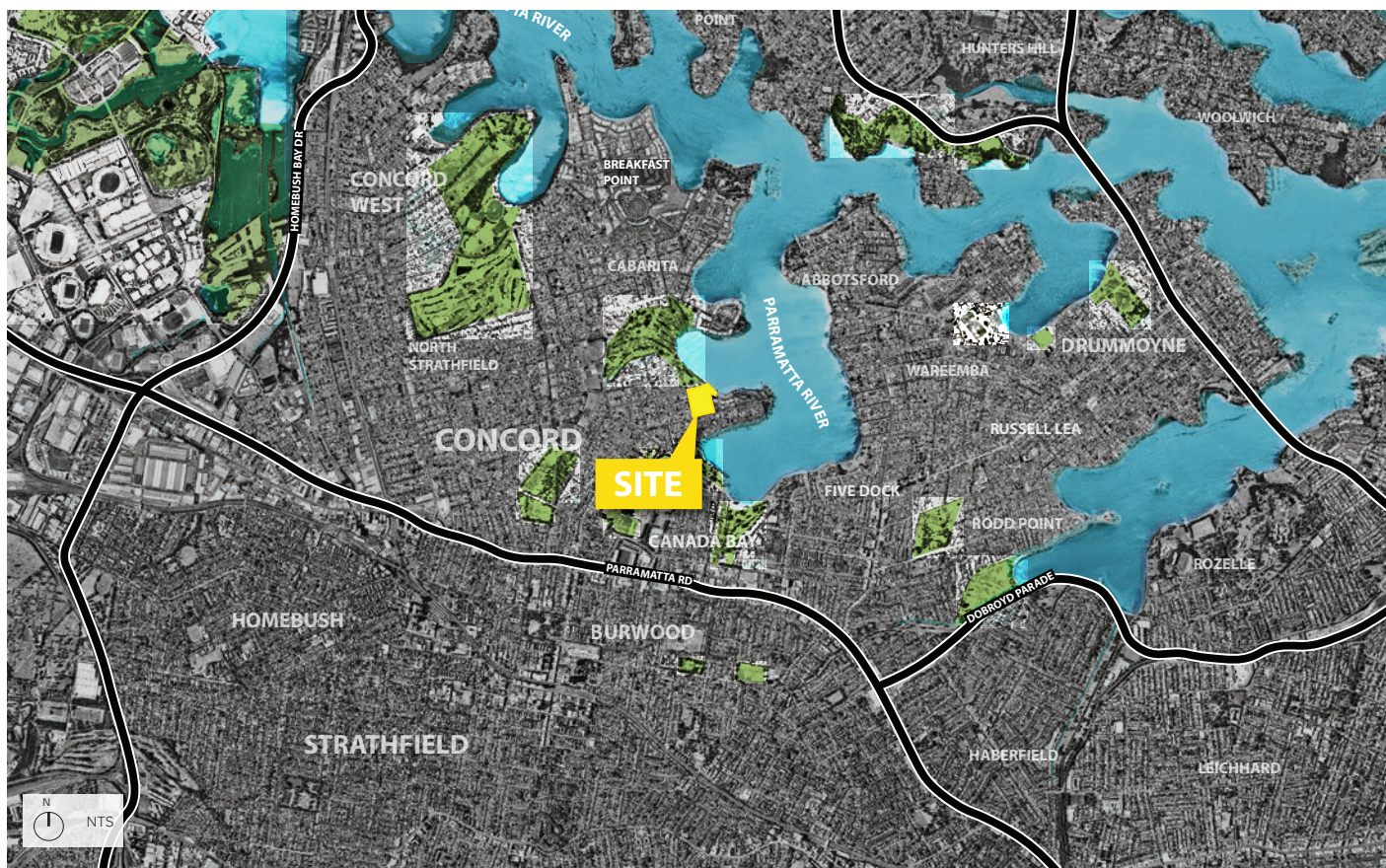
- Reduction of the proposed scale and density with lowering of building heights;
- Improved traffic and transport strategy responding to new transport influences;
- Improved heritage response by lowering building heights around the retained Roasting Hall element to maintain important foreshore views;
- Retention of an important tree and provision of an appropriate landscape framework ensuring 25% total tree canopy;
- Preparation of a site specific DCP, including block-by-block FSR.

The balance of this report outlines this justification.

RESPONDING TO COUNCIL'S PANEL

- Reduction of building height and density
- Improved transport and traffic strategy
- Increased tree retention and foreshore park
- Improved views to heritage listing Roasting Hall

THE SITE IN CONTEXT



“ALWAYS DESIGN A THING
BY CONSIDERING IT IN ITS
NEXT LARGER CONTEXT
– A CHAIR IN A ROOM, A
ROOM IN A HOUSE, A HOUSE
IN AN ENVIRONMENT, AN
ENVIRONMENT IN A CITY
PLAN.”

ELIEL SAARINEN

STRATEGIC ANALYSIS

SETTING THE CONTEXT FOR THE MASTER PLAN

DESIGN ORIENTATED POLICY

GREATER SYDNEY COMMISSION REGIONAL PLAN AND DISTRICT PLAN

The Greater Sydney Regional Plan, *A Metropolis of Three Cities* and District Plan articulates the vision of 30 minutes community where most residents live within 30 minutes of their jobs, education and health, services and great places. Consisting with the 10 Directions in *Directions for a Greater Sydney* which establish the aspirations for the region over the next 40 years and are a core component of the vision and a measure of the Plan's performance.

From a planning perspective, the Policy directly references existing State Environmental Planning Policies, Local Environment and Development Control Plans and influences the development of new ones.

THE OBJECTIVE

The vision brings new thinking to land use transport patterns to boost Greater Sydney's liveability, productivity and sustainability by spreading the benefits of growth.

WHAT IS A METROPOLIS OF THREE CITIES?

To transform Greater Sydney into a metropolis of three cities to meet the needs of a growing and changing population. Rebalancing economic and social opportunities to deliver the benefits more equally and equitably across Greater Sydney.

THE PRINCIPLES

Having three cities, each will supporting metropolitan and strategic centres, putting workers closer to knowledge-intensive jobs, city-scale infrastructure and services, entertainment and cultural facilities.

“A Metropolis of Three Cities will build on its social, economic and environmental assets to improve the quality of life for all its residents and to uphold its status as one of the top cities of the world”



GREATER SYDNEY REGION PLAN

A Metropolis of Three Cities

— connecting people

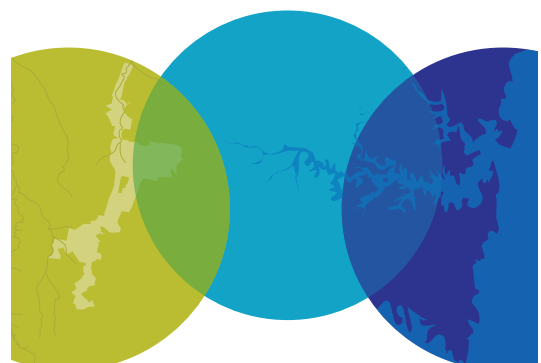


Image: A Metropolis of Three Cities, 2018

March 2018

How does Bushells Factory respond to the 'Regional Plan'?

1 INFRASTRUCTURE AND COLLABORATION	
A City supported by Infrastructure	Strengthens The Central River City concept by creating a river-orientated urban village providing jobs, diversity of housing and improved public transport.
A Collaborative City	Encouraging collaboration with local community resulting in the promotion and allocation of various public spaces, plaza's and other community facilities. Communities will be involved in the integration of community uses into the retained building.
2 LIVEABILITY	
A City for People	A focus on people and improving the quality of life by building strong social and cultural networks within the community through vast community, public open spaces.
Housing the City	Introduces a diversity of housing types within an area dominated by large detached houses. Unlike other gated estates, the concept offers inclusiveness and openness fostering social bonds and interaction.
A City of Great Places	Putting people near amenity; reconceiving the golf course as a community asset; creating a community focus (village green); integrating community uses into the retained building.
3 PRODUCTIVITY	
A Well-connected City	Contributes to 30 Minute City concept with reinstated ferry stop, cycling distance to three train stations and future rapid transit on Parramatta Rd. It also improves viability of local bus network and brings people closer to the new Metro Station at Burwood North.
Jobs and skills for the city	Increases Jobs and Skills on site through improved retail, maker space and other opportunities.
4 SUSTAINABILITY	
A City in its Landscape	Completes the green loop; improving the value of the golf course; enhanced foreshore connections; strengthening of the sports axis; new parks & tree retention.
An Efficient City	Providing a re-use to the Factory in the context of a new residential neighbourhood. Refined open spaces are fit for purpose, each with clear intent and scale relative to use. Proximity to public transport and promoting alternative modes.
A Resilient City	Providing resilience to local business owners and residents through various opportunities and maker space, adaptable open spaces and diverse/affordable housing stock.

How does the proposal respond to the District Plan?

“ Planning Priority C17 identifies the fact there are few opportunities in existing urban areas to increase the quantity of quality open space, but when this occurs ‘high density development’ (over 60 dwellings per hectare) should be located within 200m of the open space. By creating a significant parkland with low-rise, high density development where all dwellings are within 200m of the open space, the proposal delivers this planning priority on the site itself. ”

DESIGN ORIENTATED POLICY

DEPARTMENT OF PLANNING LOCAL CHARACTER POLICY

The Eastern City District Plan guides the growth of the District within the context of Greater Sydney's three cities to further improve its social, economic and environmental assets.

Local councils and other relevant planning authorities, state agencies and communities can use the Policy for guidance about the tools available to them to incorporate consideration of local character into strategic planning and detailed planning for places..

THE OBJECTIVE

The NSW Government aims to ensure planning to accommodate housing and job growth in new and existing communities recognises and enhances local character.

WHAT IS LOCAL CHARACTER?

Character is what makes a neighbourhood distinctive. It is created by a combination of the land, public and private spaces and how they interact to make a distinctive character and identity of an area. This includes the interplay between buildings, architectural style, subdivision patterns, activity, topography and vegetation.

THE PRINCIPLES

Key strategies to ensure that the places we plan today, become the much-loved places of the future include:

- Adopting a place-based, and design-led approach which builds on the valued characteristics of existing neighbourhoods and places;
- Recognising, and championing the important role communities play in defining existing character and shaping a desired future character for their local area; and
- Ensuring the right tools are available in the planning system to ensure that shared visions for the future are effectively realised.

“Character is a critical element of local areas and neighbourhoods and needs to be carefully considered in future planning.”



Planning circular

PLANNING SYSTEM

Respecting and enhancing local character in the planning system

Circular	PS 18-201
Issued	16 January 2018
Related	None

Stepping up planning and designing for better places: respecting and enhancing local character

This circular provides advice on how the NSW planning system will deliver development that both meets the growing needs of NSW and is contextual, local and of its place, to make better places for everyone. Growth in NSW will continue and it is the role of the planning system to guide how growth will be managed, including by setting strategic targets for new housing to meet the needs of future communities. Character is a critical element of local areas and neighbourhoods and needs to be carefully considered in future planning. The circular provides guidance for local councils and other relevant planning authorities, state agencies and communities about the tools available to them to incorporate consideration of local character into strategic planning and detailed planning for places.

What is local character?

Character is what makes one neighbourhood distinctive from another. It is the way a place 'looks and feels'. It is created by the way built and natural elements in both the public realm and private domain interrelate with one another, including the interplay between buildings, architectural style, subdivision patterns, activity, topography and vegetation.

It is important to ensure that consideration of character is understood to be distinct from considerations of heritage and conservation. Compatibility is different from sameness, as it allows for many different features to coexist together harmoniously.

All places have character and what is important in one area might be very different in another. Good planning should ensure all places have a future desired character and once this has been established the planning framework can be used to guide the degree of change needed to achieve that vision.

Where major growth is planned, such as in growth areas or precincts there are opportunities to enhance the future character of these areas through the planning system to ensure the places we create become the much loved suburbs of the future.

In other areas where the existing character is highly valued by the community, there are opportunities to plan for the enhancement of that character for the enjoyment of existing and future residents.

Respecting character does not mean that new development cannot occur, instead, it means that a design-led approach needs to be implemented which builds on the valued characteristics of individual neighbourhoods and places. Built form, bulk, scale and height as well as landscaping and good design all play a part in ensuring the character of an area is maintained while still allowing for new development to occur.

Good design in the built environment is informed by and derived from its location, context and social setting. It is place-based, relevant to and resonant with local character and community aspirations. It contributes to evolving and future character and setting.

A new approach to include the role of character in the NSW planning system

NSW is rapidly growing and, respecting and enhancing local character are important considerations in planning for the growth of our cities, towns and regions.

While a growing population can bring the benefits of greater housing diversity and choice, more job opportunities closer to home and investment in infrastructure, facilities and services. Communities are also concerned that new development can impact the local character and amenity of their neighbourhood.

Image: Respecting & Enhancing Local Character, 2018

How does Bushells Factory respond to 'Local Character'?

1

LANDSCAPE:
CELEBRATING
THE NATURAL
LANDSCAPE

The distinctive landscape of the Parramatta River and Canada Bay reflected in various public open spaces and plazas to maintain connection to the local natural context through view corridors, green fingers and the only public foreshore space in the immediate locale.

2

HERITAGE:
ADAPTIVE REUSE
FOR THE ICONIC
FACTORY

Response to future changing needs are incorporated into reprogramming of the iconic Bushells Factory which will be adapted to cater for light industrial, urban services, community events, temporary activation and retail/commercial uses.

3

**PLACE BASED
APPROACH:**
DESIGN SHAPING
CHARACTER

The place based approach to the Bushells Factory concept creates a unique place based on the sites history and natural assets. The concept improves transition to existing/ surrounding residential built form, maintaining the existing surrounding character.

4

**HARNESSING
COMMUNITY:**
BUILDING
CHARACTER

Combining all of the above, further enhancing the character of the local area is a key outcome. The concept heavily relies on the linear foreshore park in connecting people to place, creating a sense of community and building social and cultural networks.

DESIGN ORIENTATED POLICY

'BETTER PLACED': NSW GOV'T ARCHITECTS

Better Placed articulates the means and methods to value and improve the built environment and public domain. Leveraging the GA200+ series of forums, workshops and discussions delivered to date, it offers directions towards design excellence at the scale of cities and towns, the public realm, and buildings.

The Policy directly references existing State Environmental Planning Policies, Local Environment and Development Control Plans and influences the development of new ones.

THE OBJECTIVE

The strategy aims to create a safe, equitable, sustainable built environment, which is distinctive and of its place, creates value and is fit for purpose.

WHAT IS DESIGN EXCELLENCE?

Every new development has the potential to transform people's quality of life, stimulate the economy and enhance the environment. The design of built environment shapes the places in which we live, work and meet.

The quality of design affects how spaces and places function, what they contribute to the broader environment, and which kind of end-user or audience they attract.

THE PRINCIPLES

Collectively, the principles, seen to the right, aim to achieve the kinds of urban places and spaces we collectively aspire to, how we deliver these and ultimately move towards better understanding, measuring and capturing the benefits of good design.

“Better Placed has been developed by the Government Architect to deliver the strategic approach needed to ensure that as our cities and towns grow bigger they get even better”

Image: Better Placed Strategic Design Policy, 2017



How does Bushells Factory respond to 'Better Placed'?

1

BETTER FIT:
CONTEXTUAL,
LOCAL AND OF
ITS PLACE

The distinctive landscape of the Parramatta River/Canada Bay reflected in Bushells Factory so as to maintain connection to the local natural context through view corridors, green fingers and public open spaces.

2

BETTER PERFORMANCE:
SUSTAINABLE,
ADAPTABLE,
DURABLE

Response to future changing needs are incorporated into the masterplan, in the form of flexible ground floor spaces and reprogrammed factory adapted to cater for light industrial, urban services, events, temporary activation and retail/commercial

3

BETTER FOR COMMUNITY:
INCLUSIVE,
CONNECTED AND
DIVERSE

A hybridized urban landscape strategy establishes links with the surrounds on water and land, connecting residents to natural amenity, community facilities, and appropriate transitions to local neighbourhoods of Canada Bay and Concord.

4

BETTER FOR PEOPLE: SAFE,
COMFORTABLE
AND LIVABLE

Bushells Factory is grounded by its liveable neighborhood core: complete with places for people such as shared streets, a new public foreshore park and clustered active community facilities, and local business space, supported by medium density residential.

5

BETTER WORKING:
FUNCTIONAL,
EFFICIENT AND
FIT FOR PURPOSE

Providing a re-use to the Factory in the context of a new residential neighbourhood. Refined open spaces are fit for purpose, each with clear intent and scale relative to use. Proximity to public transport and promoting alternative modes.

6

BETTER VALUE:
CREATING AND
ADDING VALUE

The Parramatta River is an iconic part of Sydney's history and has been rich with meaning since Aboriginal inhabitation by the Darug people. The foreshore park ensures the value of this natural asset is maintained for the views, air cooling and natural habitat it provides.

7

BETTER LOOK AND FEEL:
ENGAGING,
INVITING AND
ATTRACTIVE

A diverse and distinct urban, architecturally-excellent buildings and contemporary design will position Bushells Factory as an appealing and enjoyable place to experience.

DESIGN ORIENTATED POLICY

'GREENER PLACES': DRAFT GREEN INFRASTRUCTURE POLICY

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 builds on the Sydney Green Grid - the design-led Green Infrastructure strategy developed to create a network of high quality green areas that connect town centres, public transport networks and major residential areas in Sydney.

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

THE OBJECTIVE

The draft policy aims to create a healthier, more livable and sustainable urban environment by improving community access to recreation and exercise, supporting walking and cycling connections, and improving the resilience of urban areas.

WHAT IS GREEN INFRASTRUCTURE?

Green Infrastructure is the network of green spaces, natural systems and semi-natural systems including parks, rivers, bushland and private gardens that are strategically planned, designed and managed to support a good quality of life in an urban environment.

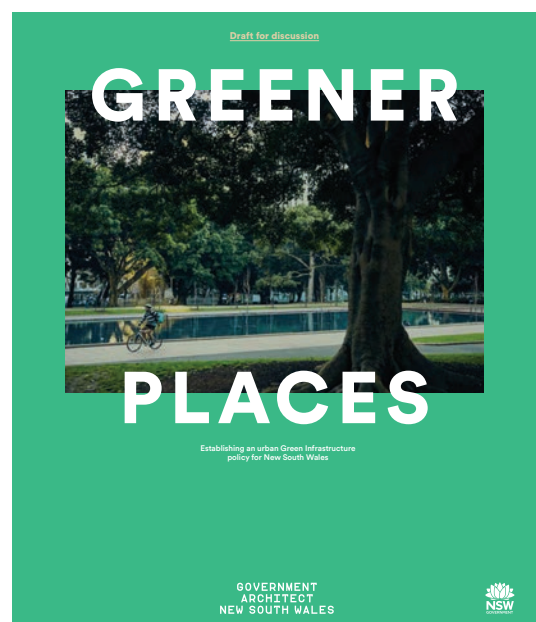
THE PRINCIPLES

Green Infrastructure connects vital life support systems for urban environments. Well-designed Green Infrastructure responds to four key principles:

- Integration
- Connectivity
- Multifunctionality
- Participation.

“Greener Places is an overarching schema for ensuring connection and integration of our green assets, ensuring their contribution to quality of life, and that the environment and the economy are maximised, rendering a working whole that is far greater than the sum of its parts.”

Image: Greener Places Strategic Design Policy, 2017



How does Bushells Factory respond to 'Greener Places'?

1

INTEGRATION:
COMBINE GREEN
INFRASTRUCTURE
WITH URBAN
DEVELOPMENT + GREY
INFRASTRUCTURE

Bushells Factory transforms a landscape and delivers quality of life to residents through verdant greenery and functional open spaces.

2

CONNECTIVITY:
CREATE AN
INTERCONNECTED
NETWORK OF OPEN
SPACE

A local-scale green space network consisting of open spaces of different types and sizes is connected by human-scale walkable links which permeate the masterplan. Bushells Factory also plays a vital part in the broader regional and city-scale green network, positioned between Parramatta and the City of Sydney, connected by the blue-green grid centred on the river.

3

MULTI FUNCTIONALITY:
DELIVER MULTIPLE
ECOSYSTEM SERVICES
SIMULTANEOUSLY

Landscape elements such as the foreshore park respond to multiple demands; acting as a social connector for the many people who will meet and spend time there, an economic anchor to potential future commercial uses, and an environmental asset via stormwater management, flood mitigation and biodiversity.

4

PARTICIPATION:
INVOLVE
STAKEHOLDERS IN
DEVELOPMENT AND
IMPLEMENTATION

Equitability and accessibility are key principles of the green infrastructure in Bushells Factory, with open spaces and community facilities such as the Wharf Cafe which allow for community gatherings and offer amenity to the residents of the wider community. Residents will be encouraged to participate in the public and private realm through varied programming, weekend and seasonal offering, and communal facilities.

PROPOSAL BENCHMARKING

PROPOSAL PRECEDENTS AND BENCHMARKING

Featured precedent benchmarking has been primarily sourced from local projects located on the banks of the Parramatta River which have been chosen on the basis of being comparable to the Bushells Factory site. Key features of these projects include: foreshore interface, brownfield renewal sites, similar sub/urban context, built form scale, heights and FSR as well as appropriate transitions to existing neighbourhoods.

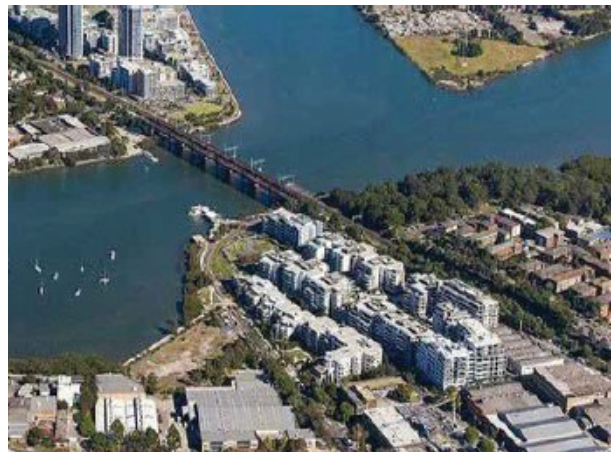
The second part of the benchmarking study features relevant local, national and international examples, which draw inspiration from various built form, public realm and place activation principles. This study enables the team to assess our concept against these examples and identify key lessons learned for the Bushells Factory.



BREAKFAST POINT, NSW



JACKSON LANDING, PYRMONT NSW



MEADOWBANK, NSW

PARRAMATTA RIVER SQUARE, NSW



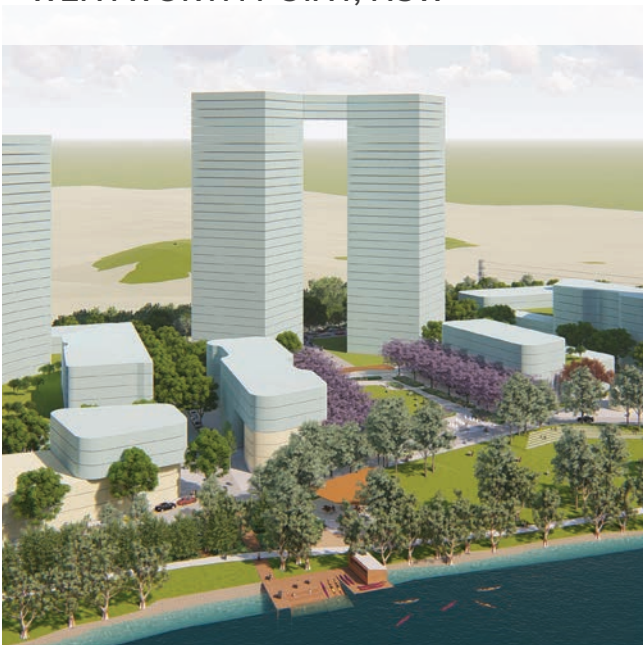
RHODES EAST, RHODES NSW



RHODES WEST, RHODES NSW



WENTWORTH POINT, NSW



MELROSE PARK, NSW



PLACE INSPIRATION

Aligned with the philosophy of Gehl Architects in creating places for people, the intent of the amended proposal is to strengthen identity, improve public life and create a river-orientated destination:

IDENTITY THROUGH ADAPTIVE REUSE

MIDLAND RAILWAY SQUARE
PERTH, WESTERN AUSTRALIA



TRAMSHEDS, FOREST LODGE
NEW SOUTH WALES



CARRIAGEWORKS, SYDNEY
NEW SOUTH WALES



DENSITY DONE WELL

CASBA MIXED USE HOUSING,
WATERLOO NEW SOUTH WALES



KNUTSFORD HOUSING
FREMANTLE, WESTERN AUSTRALIA

PUBLIC LIFE & CONNECTION TO WATER

RHODES, NEW SOUTH WALES



SOL SQUARE, AUCKLAND NEW ZEALAND



AIRLIE BEACH LAGOON, AIRLIE BEACH QUEENSLAND



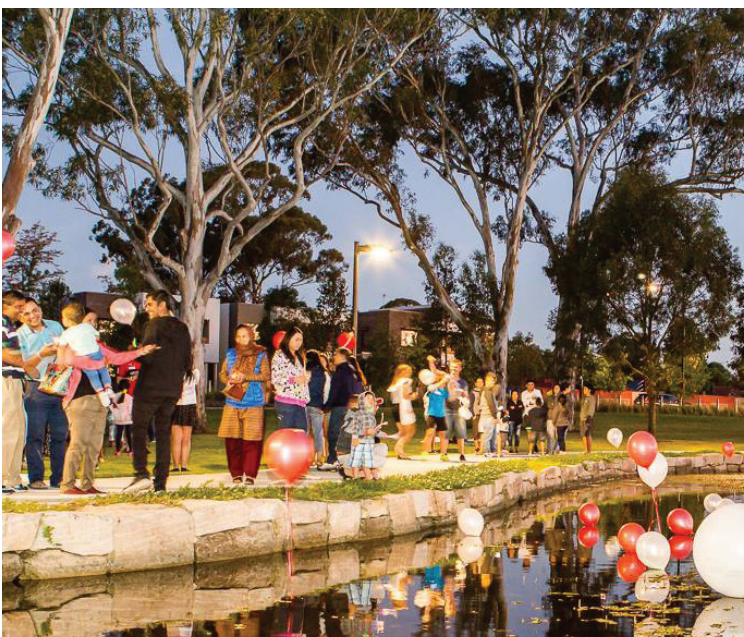
WATERFRONT ACTIVATION, IZMIT TURKEY



BOARDWALK, BLUE HILLS WETLANDS NEW SOUTH WALES



LIGHT THE NIGHT, FAIRWATER VICTORIA



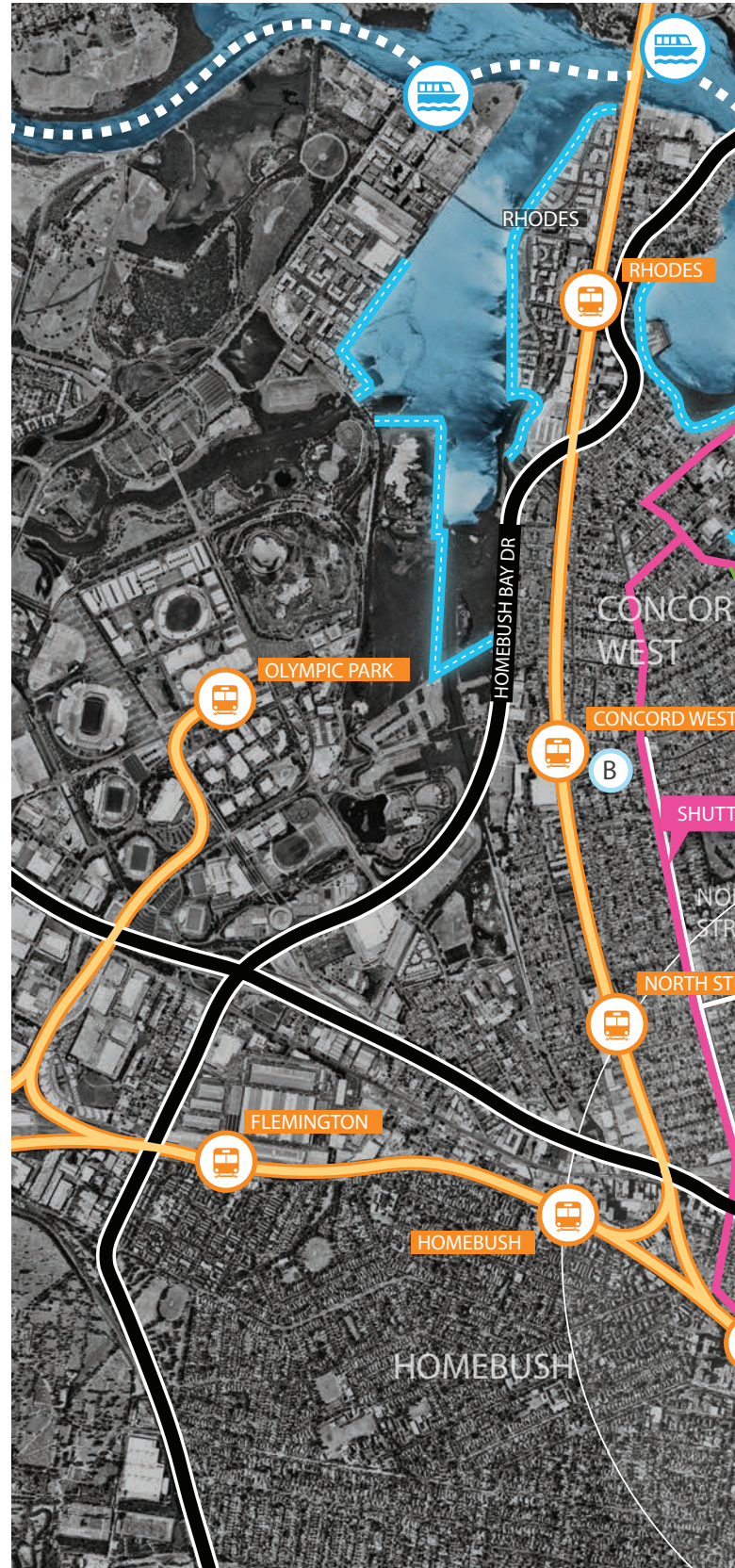
EXPANDING MOBILITY NETWORK

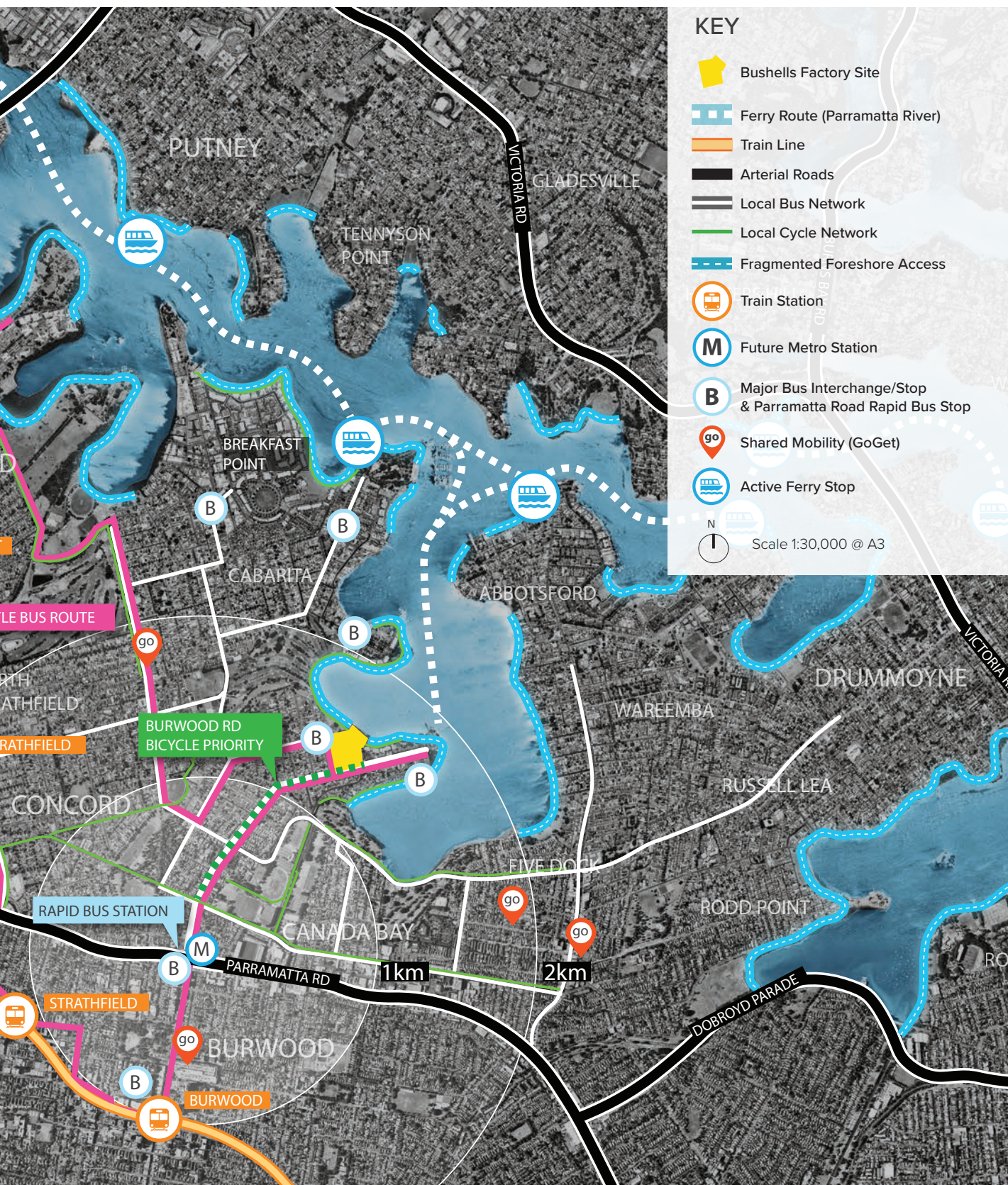
STRATEGIC TRANSPORT CONNECTIONS

The NSW Transport network is preparing for 28 million trips a day by 2056, serviced by integrated systems which harness rapidly advancing technology and innovation. In the project's lifetime, Bushells Factory will be positioned at the nexus of a mobility network which has developed to accommodate this increasing movement throughout New South Wales, equipped for efficient and enjoyable journeys. In response to the extra 420,000 people expected to move into the corridor between Greater Parramatta and central Sydney over the next 20 years, Sydney Metro West is planned to service the Canada Bay precinct including proximate suburbs such as Burwood and Concord via a future station planned for Burwood North, and provide access to the 31 stations across the entire Sydney Metro network.

Future and existing transport modes will support residents at Bushells Factory. As outlined in the GTA Traffic Impact Assessment Report these include:

- Easy access to high-frequency buses;
- A shuttle bus service operating in a loop through the local area;
- An on-site car sharing pod with a minimum of 10 cars;
- A fleet of e-bikes and / or scooters for fast and easy connections to local destinations, including future Burwood North Metro;
- Travel demand management technologies for future residents;
- Integrated walking and cycling infrastructure;
- A series of potential road network improvements.





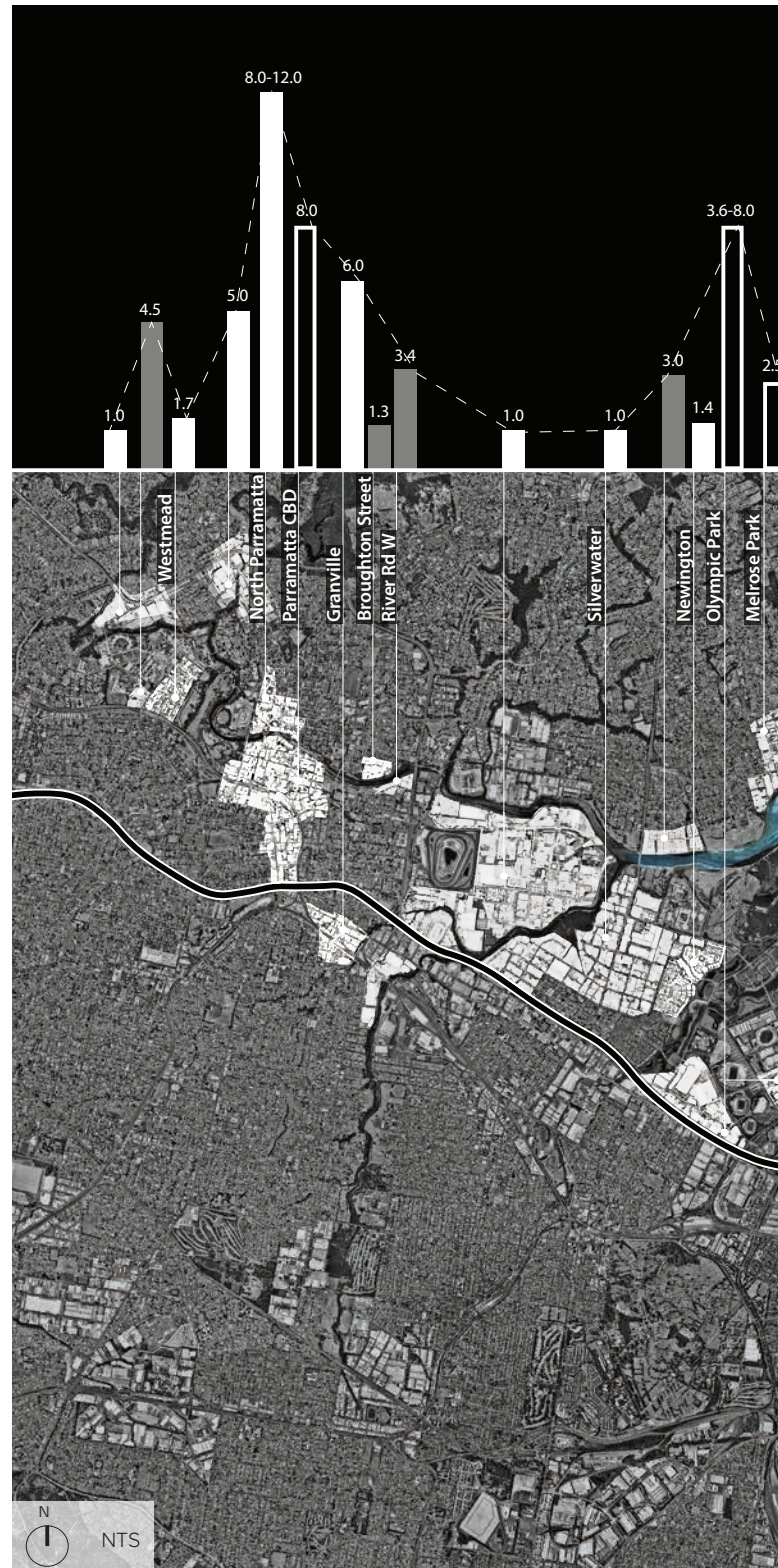
CONTEXT ANALYSIS

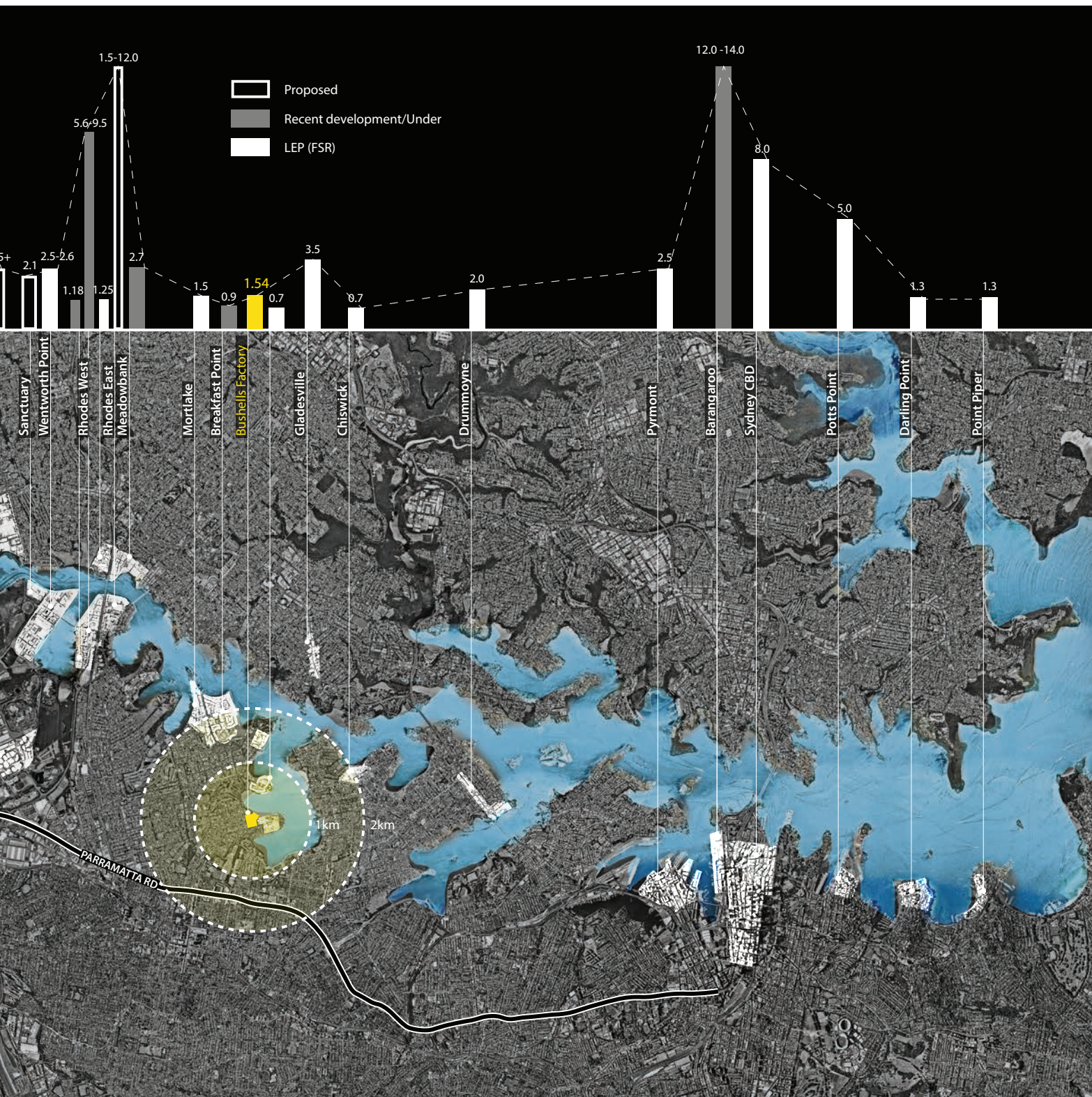
SETTING THE CONTEXT FOR THE AMENDED PLANNING PROPOSAL

RIVER-ORIENTATED CITY SHAPING

SKYLINE AND BUILT FORM

A macro observation of the central River City (Parramatta) and the eastern Harbour City (Sydney city) reveals a tradition of water-oriented city making where building height & floor space ratio is a compositional device. FSR at Bushells Factory (highlighted in yellow adjacent) will form part of a distinct and transitional skyline which traces along the Parramatta River, from the planned Aspire tower, to Jackson's Landing in Pyrmont to the towers at Barangaroo. Stylistically and vertically varied building heights at Bushells Factory will contribute to this built form rhythm and ultimately form part of a recognised and well-loved skyline.





20 MINUTE NEIGHBOURHOOD: COMMUNITY ANALYSIS

WHAT IS A 20 MINUTE NEIGHBOURHOOD?

A 20 minute neighbourhood is an identified urban area which allows its residents to access their day to day needs within a 20 minute walk, cycle or public transport trip. The Greater Sydney Commission highlights the vision for a 30minute city in the Eastern City District Plan which focuses on delivering social and economic opportunities (jobs education, health and other services) within a 30minute journey from where residents live.

In this instance a 20minute neighbourhood is considered an appropriate and aspirational model given the sites proximity and existing connectedness to green space, the river, Concord Town Centre as well as various public transport networks. In this case, it is envisioned that the Parramatta Road Neighbourhood (highlighted adjacent) will become a 20 minute neighbourhood with the full incorporation of the Bushells Factory Master Plan within the context of the current north south corridor from the Parramatta River to Parramatta Road (Concord Town Centre).

THE OPPORTUNITY

A number of opportunities exist to build upon the site's connectedness and access to services and amenity to create a 20minute neighbourhood:

- The current privatisation of majority of the foreshore at Canada Bay presents an opportunity to open up public accessibility to the waterfront by increasing equity and public benefits around the community and providing more access to and along the foreshore.
- Link the new Bushells Factory community hub to the existing Concord local centre on Parramatta Road via green pathways and corridors.
- The narrative of the Green Loop and River Biome (ecosystem) emerges and provides impetus for a range of opportunities for density, site activation, public benefits and recreation types.
- Parramatta Road neighbourhood highlighted adjacent, is encompassed by a Green Loop featuring a collection of public and private passive and active open spaces (golf course, playing fields, parks). Opportunity to build upon the sites surrounding context of foreshore recreation, active lifestyle and connection to water.
- The River Biome offers opportunities to provide a greater amenity for new higher density, as well as water activities to support the community.
- Lack of local retail needs and opportunity to fill this gap by creating a river orientated mixed use village.
- Lack of social/community infrastructure and opportunity to create improved access to services.



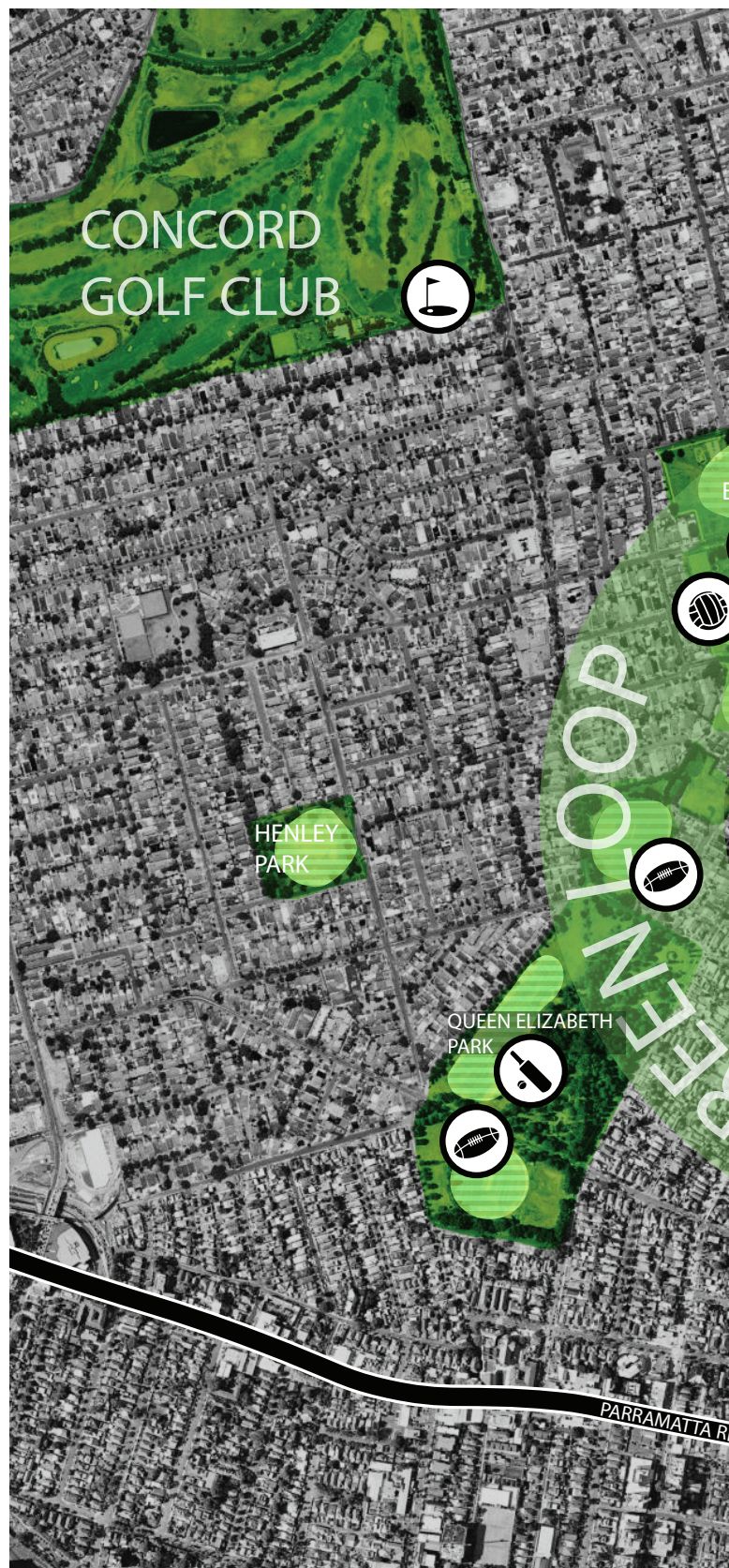


20 MINUTES NEIGHBOURHOOD: SYSTEMS RESPONSE

URBAN DESIGN RESPONSE

In order to create or realise a 20 minute neighbourhood at the Bushells Factory, there are a number of urban design responses which have been devised:

- Increase the amenity and activity on the foreshore walkway.
- Direct physical and visual access from the centre of site - Bushells Factory - to the foreshore.
- A hybridised urban grid which ensures connectivity and permeability whilst respecting the existing character of the community.
- Inviting and appealing ground floor experience in a walkable context.
- Green fingers' throughout the site.
- A hybridised urban grid which ensures connectivity and permeability whilst extending the organic Parkland setting.
- Inviting and appealing ground floor experience in a walkable context.
- Creating and realising the Green Loop which continues through the Bushells Factory site and overlaps with the River ecosystem (Biome) of the Parramatta River by offering increased density to support increased access (visual and physical) to amenity.
- Concentrate local retail needs at the centre of the Bushells Factory Site, to increase walkability and reduce unnecessary vehicle trips.
- Introduce social and community infrastructure, light industrial and urban services uses which further enhances the 20minute neighbourhood within the highlighted green loop.





LOCAL CONTEXT ANALYSIS

BUSHELLS FACTORY

The existing factory has a long and recognised history in Sydney. Bushells Pty Ltd bought land on Exile Bay in the mid 1950s and built the first stage of their present extensive plant in 1957-58. The distinctive chimney was added in the mid 1970s and soon became a landmark in the district. Industry played an important part of the early history of Canada/Exile Bay, with many industries set up along the shoreline; however Bushells is the last remaining working site.

SITE LEVELS

The site is relatively flat, with the highest point in the south west corner of the site. The site then slopes down towards the river foreshore before taking a significant step down to the water on the foreshore edge. The constructed retaining wall at the edge of Bayview park changes in condition to mangroves and a sandy beach. The Golf Course also slopes down from higher points towards the eastern foreshore edge.

EXISTING LANDSCAPE

The Bushells site contains numerous mature trees including large canopied trees along the western boundary as well as smaller trees along the eastern boundary in a park like landscape.

EXISTING SITE ACCESS

The site is bound by Duke Avenue to the west, Burwood Road to the south and Zoeller Street to the north, providing direct access to the sites internal car parking. There is a formalised entrance to the Factory off Burwood Road. To the east, the site is bound by existing medium to low residential buildings as well as open space and the river foreshore to the north east which do not provide access to the site. The site is inaccessible to the public as it is fenced off on Burwood Road.

CHARACTER OF ADJOINING PROPERTIES

The immediate adjacent properties vary from low to medium density residential, largely consisting of single storey bungalows to the west an newer multi-level residential townhouses and waterfront apartment dwellings east of the Bushells Factory (Pelican Quays).

The surrounding streetscape comprises tree lined avenues with on street parking reinforcing a residential streetscape.

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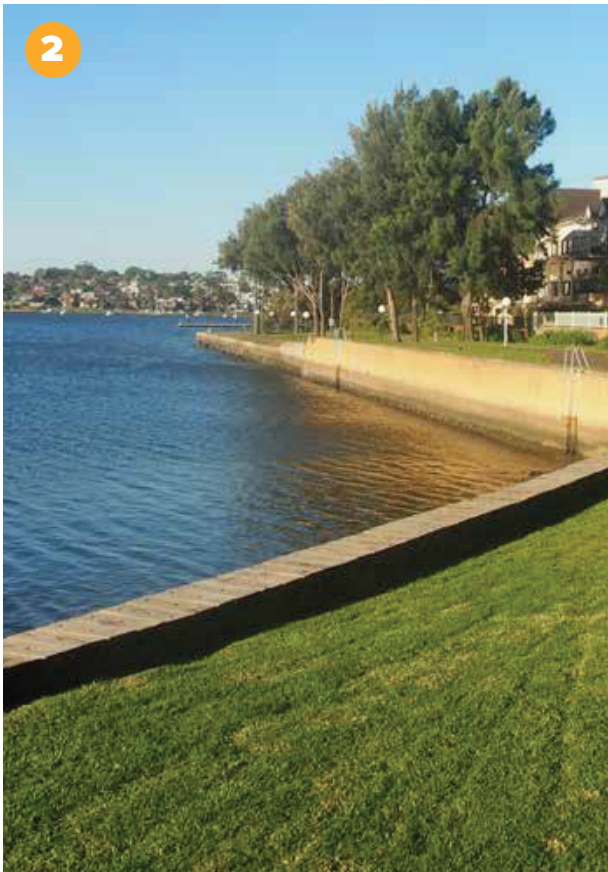




LOCAL CONTEXT ANALYSIS



Bushells Factory - Retained Character Building



Retaining Wall & Foreshore Interface



Massey Park Golf Course



Landscape at Exile Bay and Built Form Interface



Bayview Park Wharf



Burwood Road Entrance to Bushells Factory



Zoeller Street Entrance to site and Golf Course/Forshore



Foreshore Access along Exile/Canada Bay looking South East



Pelican Heights Medium density housing typology



Mixture of Low Density Dwelling Types on Duke Ave

CREATING A COMPLETE COMMUNITY

THE OPPORTUNITY

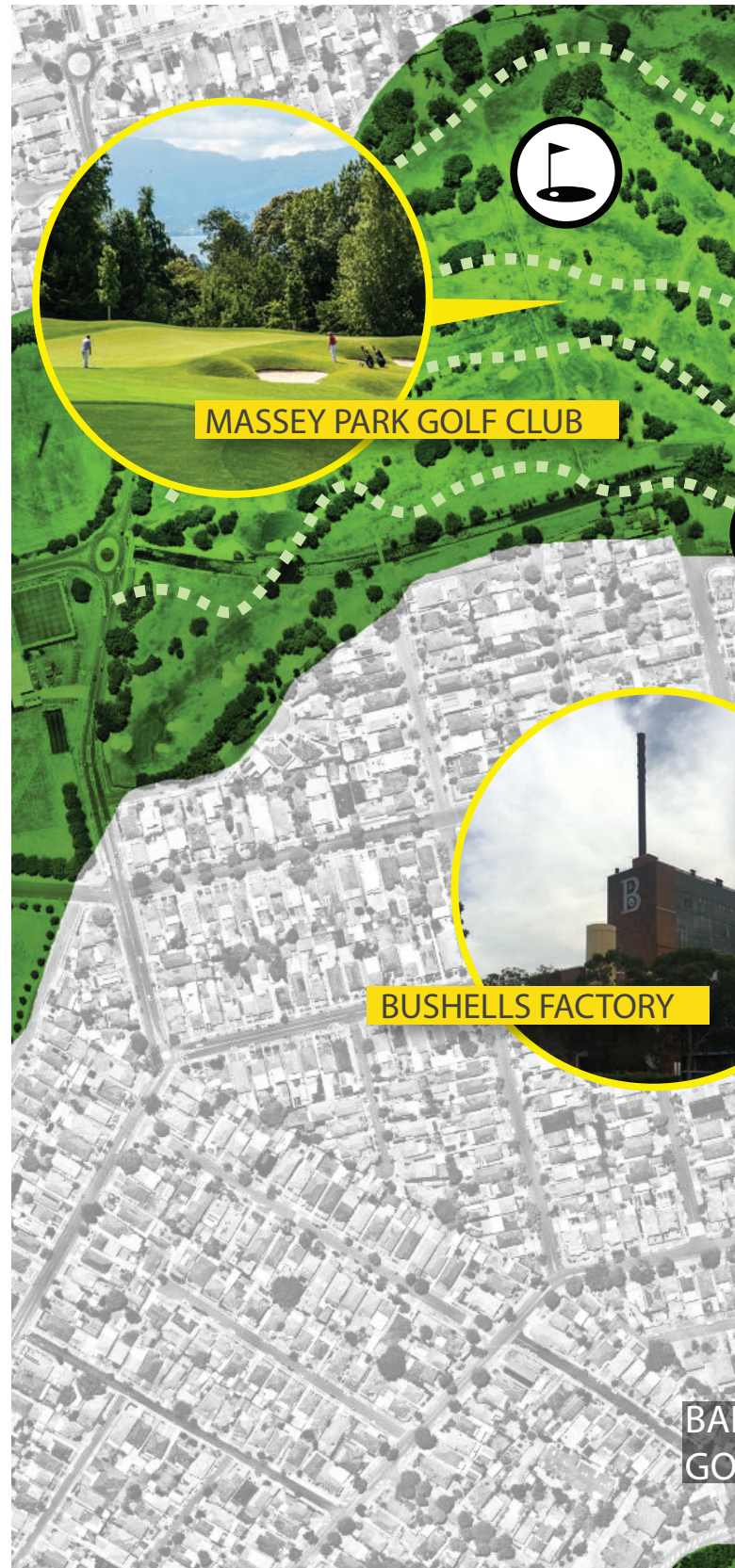
The Bushells Factory site is the missing link in realising a completed community that appropriately transitions into and complements its surrounding context. At the local scale there are many opportunities which exist, allowing the site to be better integrated into the greater network and context of Concord and neighbourhood:

- The existing buildings and the history of the area combined with the immediate waterfront access, proximity to the peninsula, Bayview Park and adjacent Massey Park Golf Course provides an ideal starting point for an exemplary urban regeneration typology and benchmark for the future.
- The site acts as a mediation between open spaces, presenting a great retail opportunity at the ground level particularly with the adaptive reuse of the Factory, thus completing the community as the amenities grow.
- The ability to create a character filled and remarkably unique environment, maintaining the current scale of development which orientates towards the foreshore.
- The opportunity to transition the site into its surrounding context creating a continuous foreshore link and completing the Green Loop.
- Provide a relationship Green Loop in with the foreshore and river interface, increasing overall amenity.

URBAN DESIGN RESPONSE

In order to realise a resilient and completed community which appropriately transitions into its context and provides community facilities and public open spaces accessible to all, a number of urban design responses have been devised from the identified opportunities:

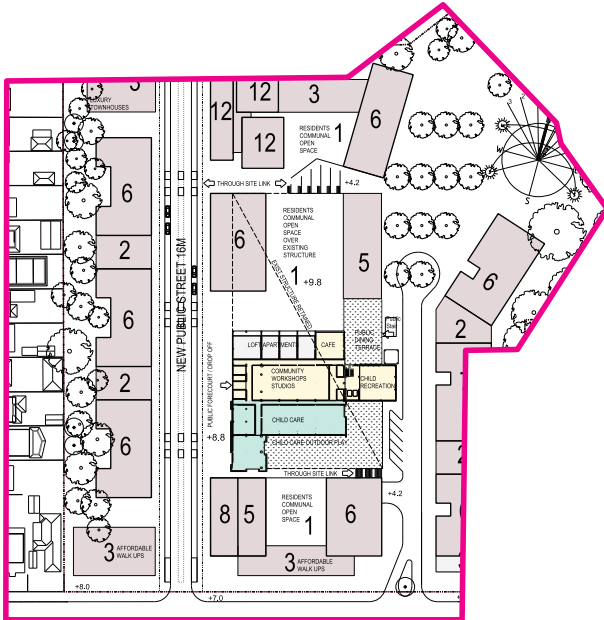
- Complete the existing fragmented foreshore walk through the north eastern boundary of the site, linking Bayview Park and the future ferry stop with the existing foreshore walk adjacent to the Massey Park Golf Club.
- Complete the Green Loop by providing enhanced access to the foreshore for the existing Concord residential area south to the Barnwell Park Golf Club via an activated and green pedestrian plaza/ shared street.
- Utilise and retain the character of the Bushells Factory adapting it for reuse consisting of light industrial, retail, commercial and community spaces.
- A range of publicly accessible destinations and activities on the foreshore (furniture, markets BBQ's & shelter), and on the water (kayaking, water play and terraced steps to water).





DESIGN EVOLUTION

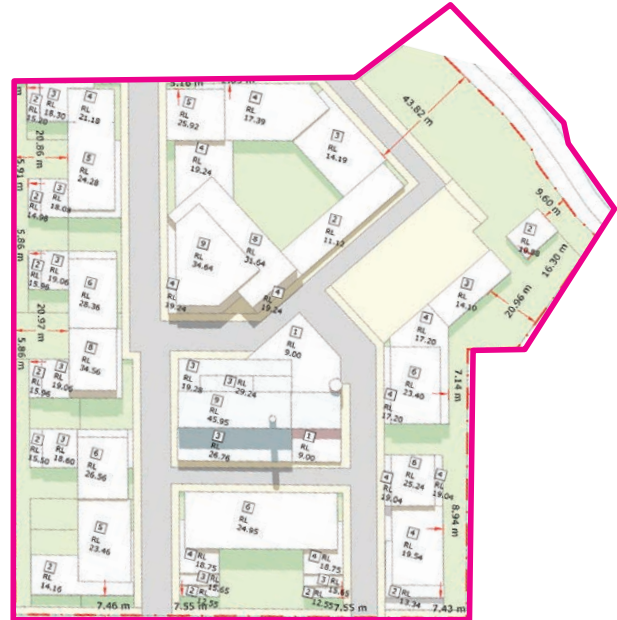
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September 2017

ORIGINAL CONCEPT

2



February 2018

CONCEPT REFINEMENT

5



Jan 2019

AMENDED CONCEPT

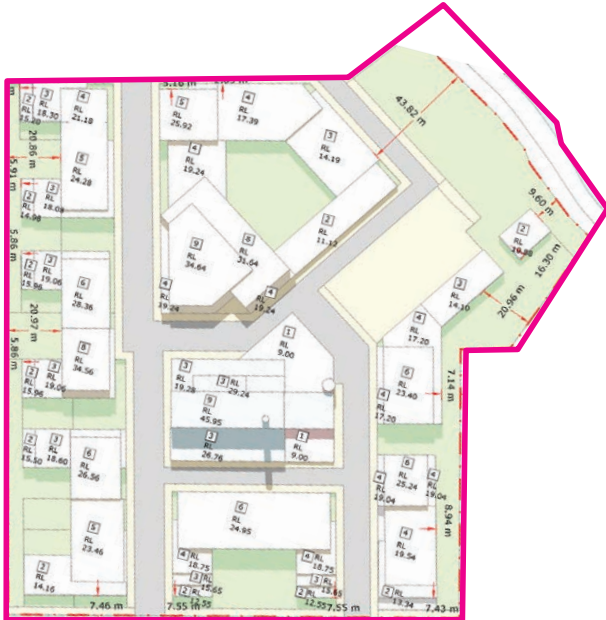
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Sep 2019

AMENDED CONCEPT

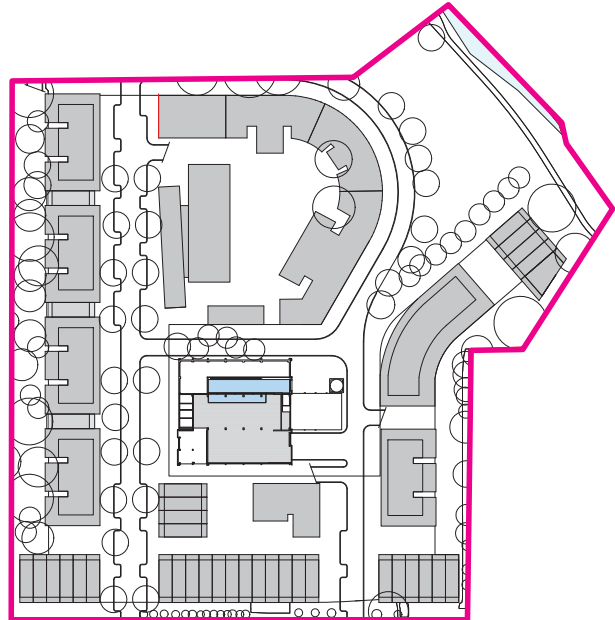
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February 2018

COUNCIL FEEDBACK & PREFERRED CONCEPT

4



June 2018

AMENDED CONCEPT

7



July 2021

AMENDED CONCEPT

“SUSTAINABLE DEVELOPMENT
IS A DYNAMIC PROCESS WHICH
ENABLES ALL PEOPLE TO
REALISE THEIR POTENTIAL, AND
TO IMPROVE THEIR QUALITY
OF LIFE, IN WAYS WHICH
SIMULTANEOUSLY PROTECT AND
ENHANCE THE EARTH’S LIFE
SUPPORT SYSTEMS”

FORUM FOR THE FUTURE ANNUAL REPORT, 2000

THE AMENDED PROPOSAL

THE VISION

The evolved Bushells vision is to create a fine-grain, river-orientated village bringing broad public benefit to locals including new parklands, community uses, daily needs retail, diversity of housing choice and transport choices where the retention of the existing Roasting Hall as a heritage item creates a unique sense of place and enhances local identity.

The natural surroundings of the expansive Canada Bay and the Parramatta River, attributes difficult for immediate locals to enjoy, are key drivers of the evolved master plan. The proposal offers existing and future residents (along with visitors) incredible amenity and a generous offering of public open space and community facilities, in the context of the iconic Roasting Hall. Furthermore, these surroundings have inspired the open spaces within the master plan, which are generous and simple in their execution, connecting the elements of nature, water and urbanity.

A sense of harmony is maintained through the seamless connection between buildings and public open spaces, via a walkable and accessible network. The street grid not only enhances connectivity and encourages/orientates activity to central public open spaces on the foreshore but instills a sense of urbanity, which in turn enhances livability and encourages social connections.

Bushells Factory vision for social sustainability and resilience permeates the master plan, particularly in the way it supports people to participate in the shared life of community. Amenities and facilities, active programming day and night, and foreshore open spaces for play, contemplation, and social encounters all contribute to a rich and fulfilling lifestyle.

The master plan incorporates qualities of urbanity with the tranquil landscape qualities of the site's setting, by designing the environment as a holistic whole and by enriching the pedestrian experience.





VISION HIGHLIGHTS

AMENDED CONCEPT

44% of site dedicated
to the public realm
.....

51% of public realm
is new foreshore
parkland + plaza
.....

6,983sqm GFA dedicated
to retail + community
orientated uses
.....

3,675sqm GFA of
light industrial/ urban
services within Bushells
Factory Building for
adaptive re-use
.....

25% of total site area
covered by tree canopy
.....

Heritage listing of
Roasting Hall tower
element





- 1 WATERFRONT PARK
- 2 PUBLIC PLAZA
- 3 TERRACED BOARDWALK
- 4 PUBLIC PROMENADE
- 5 PLAY SPACE
- 6 GROUND FLOOR RETAIL
- 7 SHARED ZONE
- 8 PUBLIC SQUARE
- 9 TREE LINED AVENUE/CYCLEWAY
- 10 BUSHELLS FACTORY
- 11 THROUGH SITE LINK
- 12 ROAST HOUSE
- 13 EAST WEST STREET
- 14 EXISTING TREES
- 15 POOL GARDEN (PRIVATE)
- 16 FUTURE JETTY



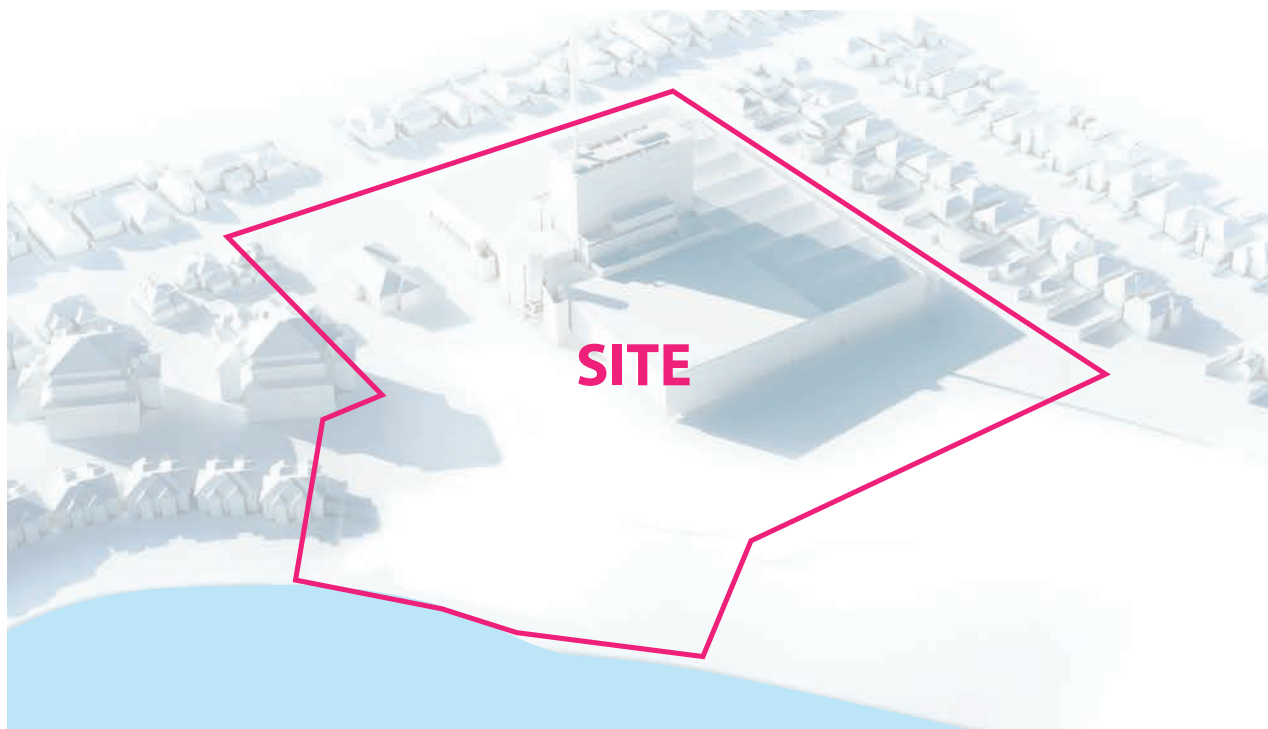
URBAN DESIGN ANALYSIS

The following urban design analysis establishes a robust framework for the Bushells Factory master plan, highlighting the key moves and design techniques incorporated throughout the design and refinement process to provide evidence on the place specific merits of this proposal.



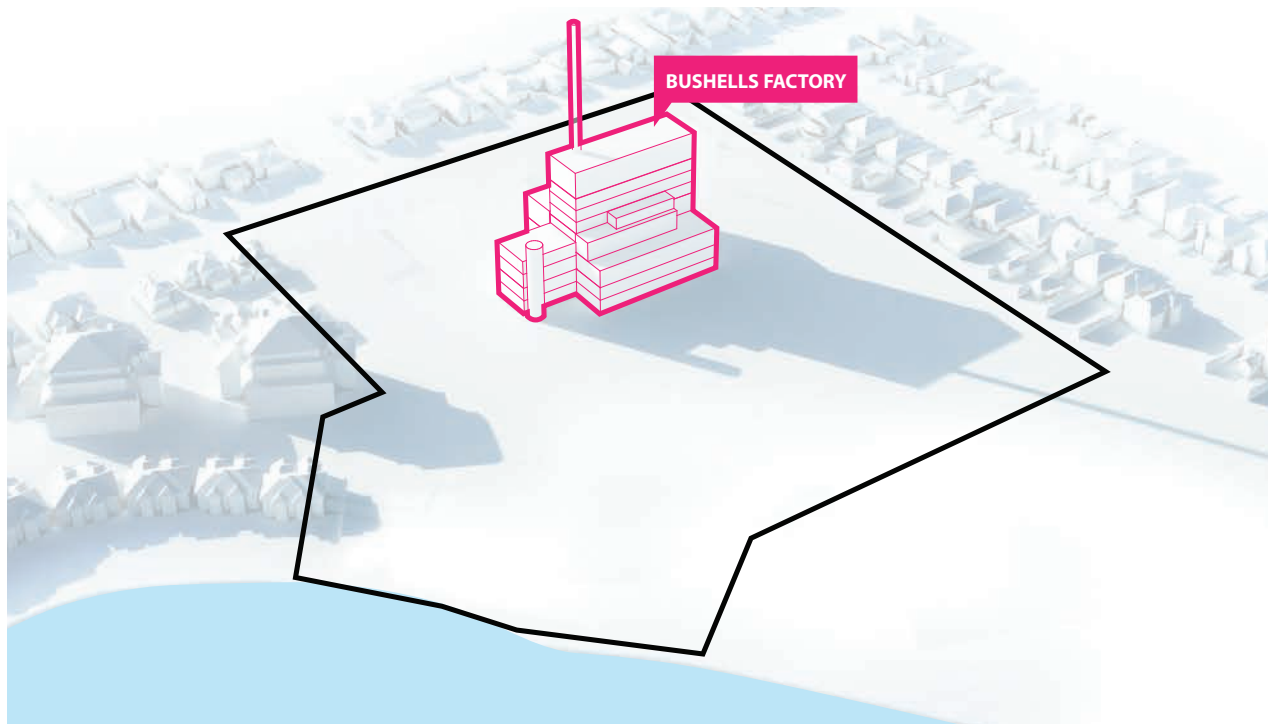
EXISTING SITE

Existing development shows how the site and existing factory presents itself in relationship to surrounding built form and foreshore. In effect, the site is a privatised gated barrier to locals gaining access to and enjoy the River foreshore.



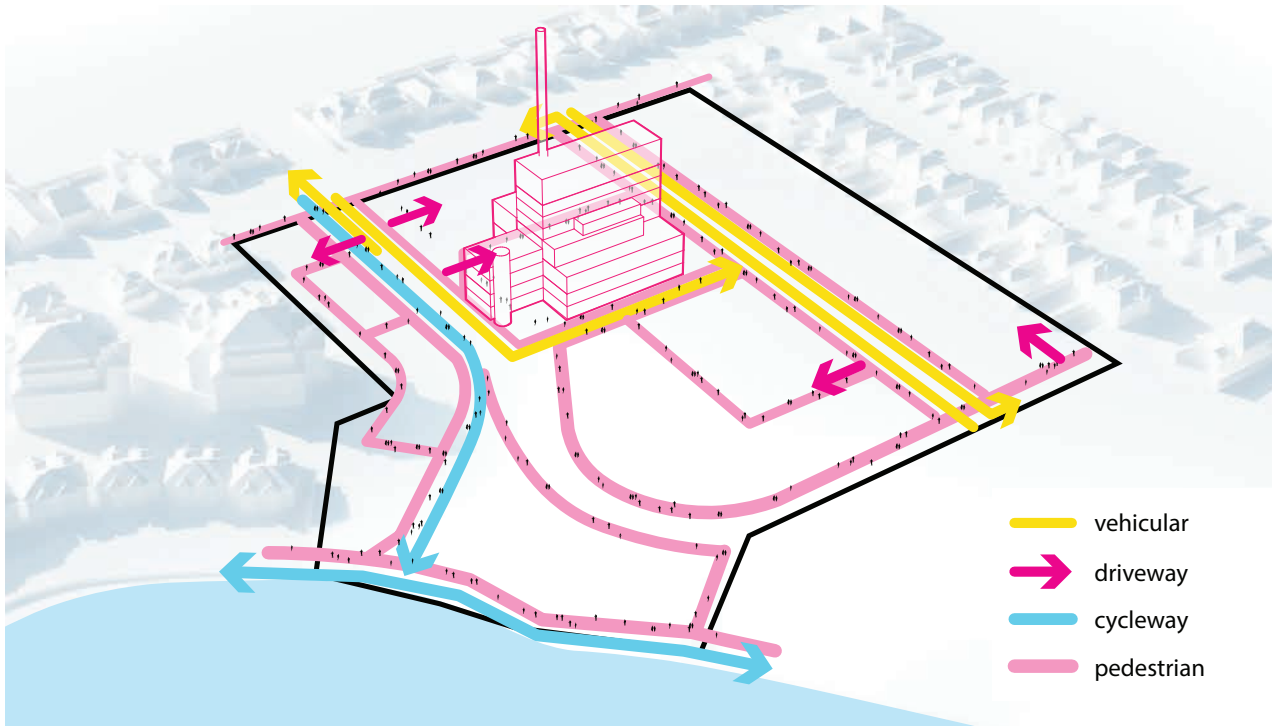
CHARACTER RETENTION

The existing Roasting Hall is 'the' important character building on site and the visual landmark from the River and other vantage points that is to be maintained. The Roasting Hall will be retained with ground floor programmed with a variety of public benefits, including community uses and village retail.



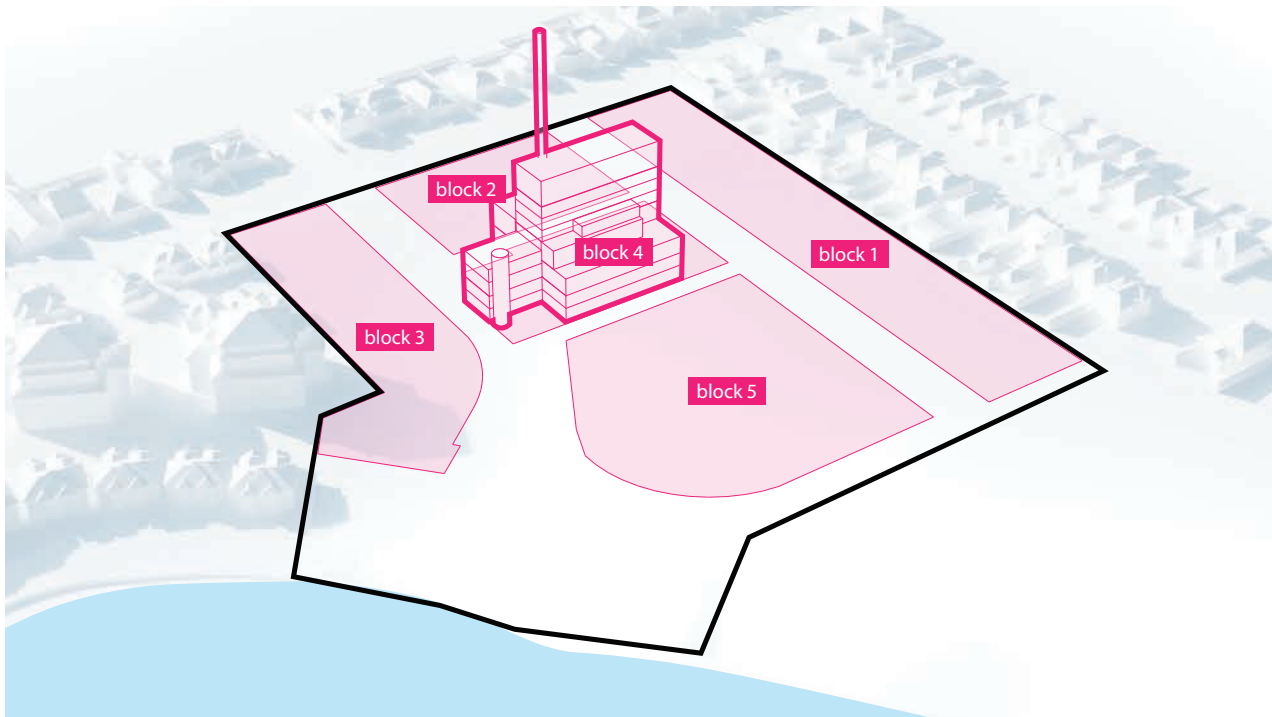
MOVEMENT & ACCESS

An internal hierarchy of movement networks increases the overall permeability & accessibility within the site and to other local networks. Free flowing public movement along the foreshore (east west) and north south avenue completes the Green Loop. Pedestrian networks are the key focus of this proposal.



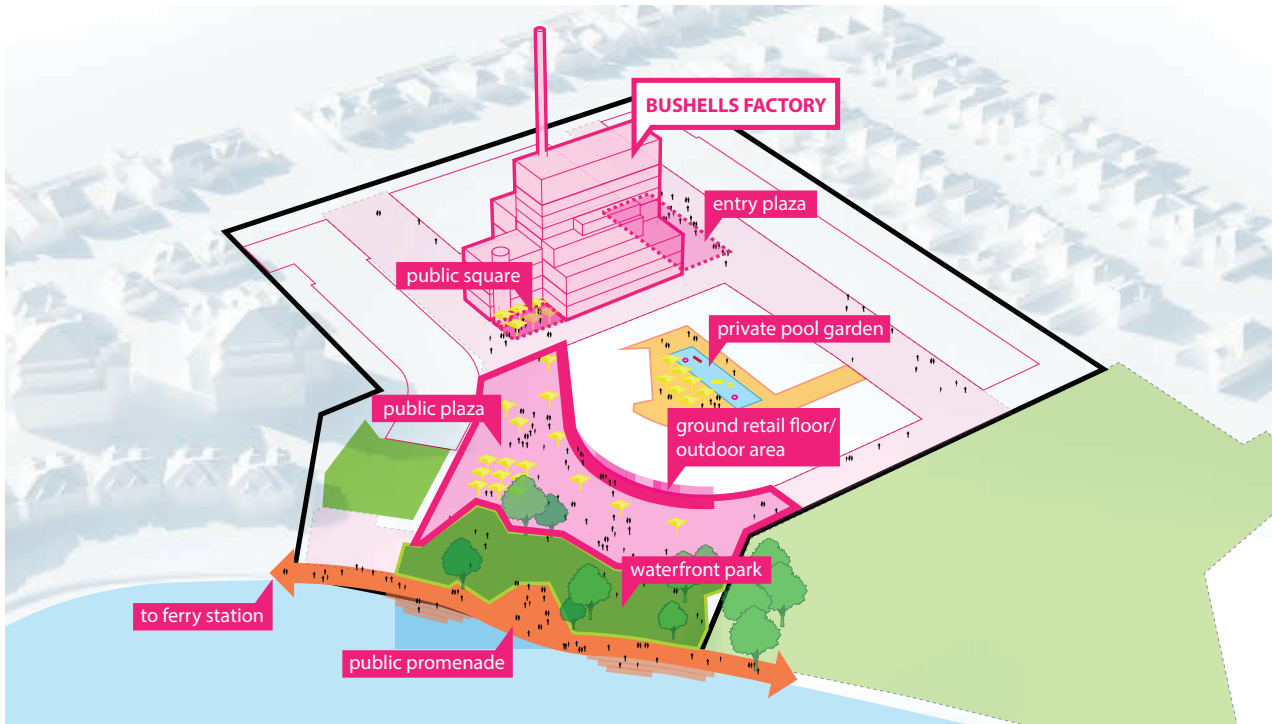
BLOCK STRUCTURE

Refined from the design of the internal movement hierarchy and through site linkages, block structure orientates towards key landmarks and public places allowing for quality built form potential, enhanced permeability and uninterrupted view corridors to key landmarks and spaces.



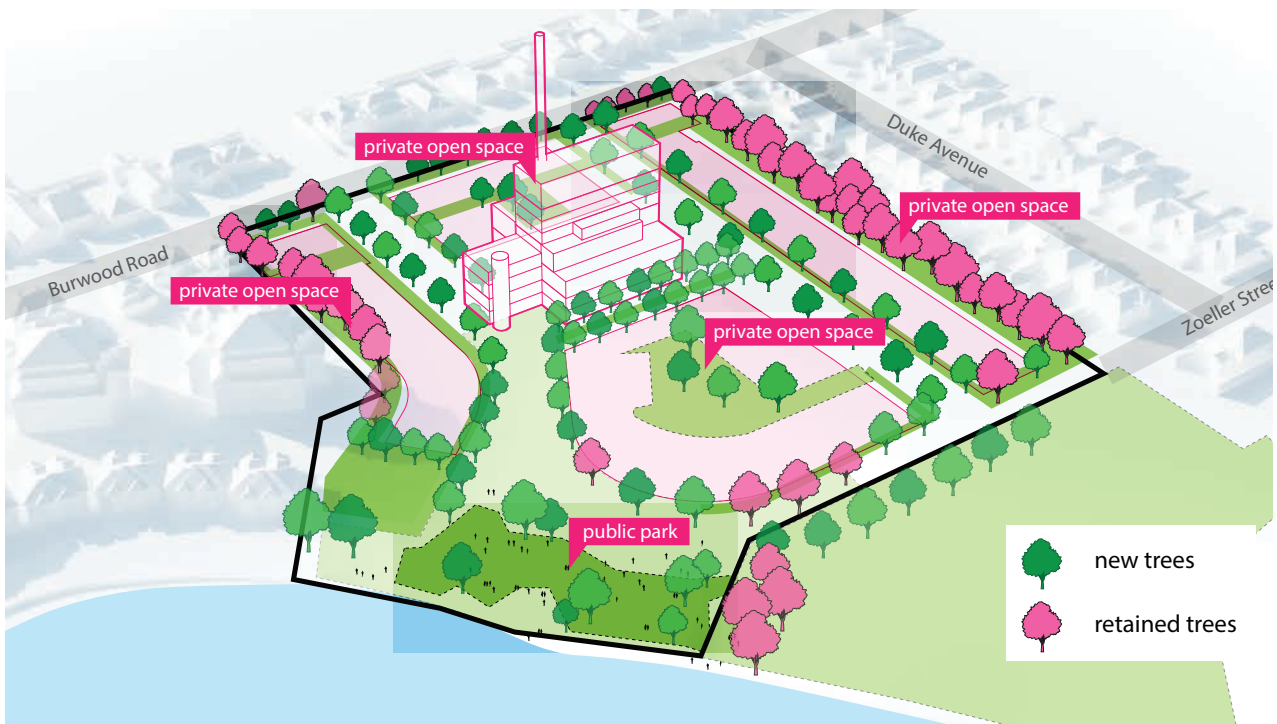
PUBLIC REALM

An abundance of flexible public space is a key public benefit, aiming to create a series of destinations, complementing the existing natural and urban context. Highly activated spaces will create various stages for social and cultural connectedness, wellbeing and community relationships.



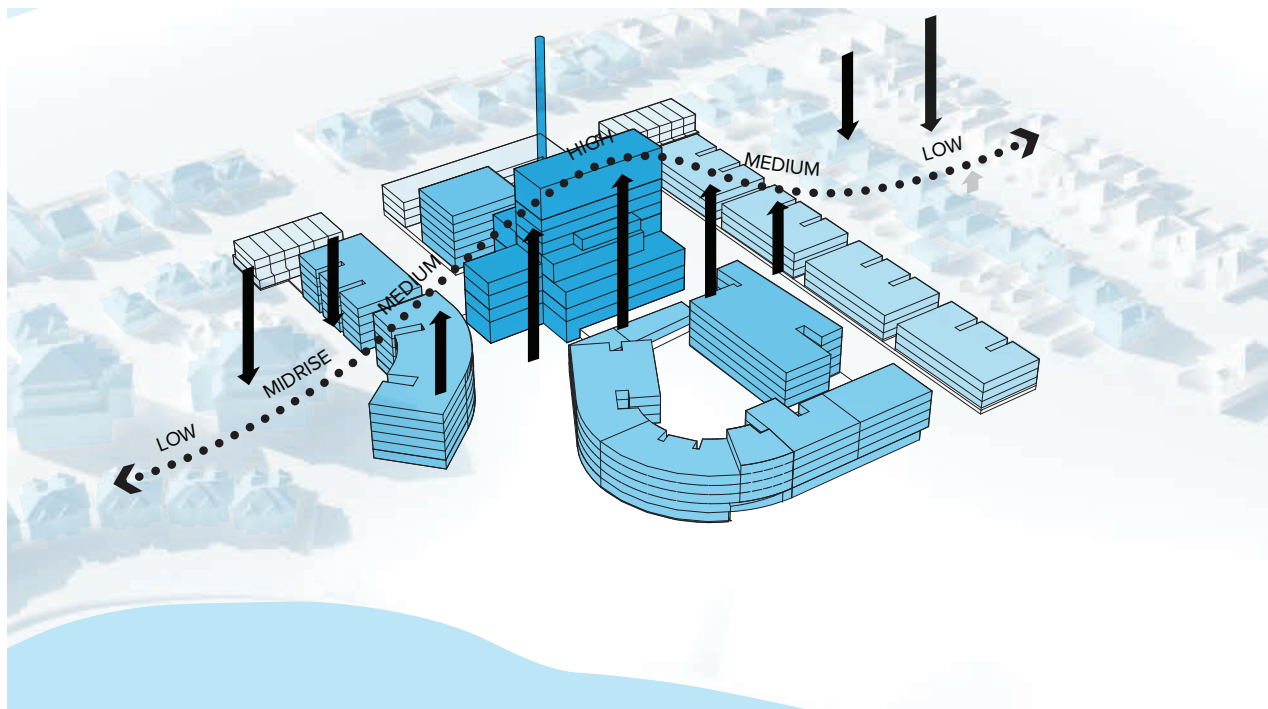
GREENERY & TREE RETENTION

The below diagram highlights the concept of greening the site through public parks, planting new trees along key pedestrian networks as well as retaining significant mature trees which contribute to the overall amenity, local character and identity of the area. A total of 25% tree canopy (minimum) is achieved.



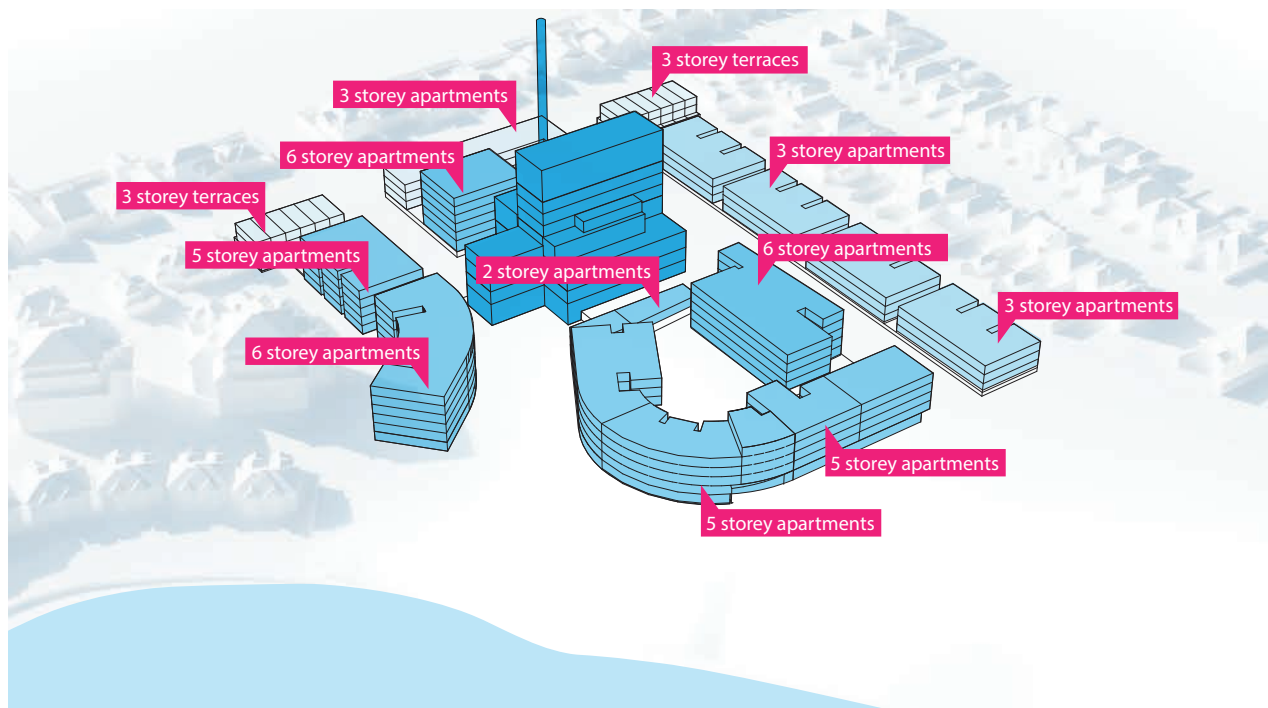
HEIGHT TRANSITION

A key consideration of the proposal is to transition height to the surrounding context, maintaining privacy and amenity for neighbours. The below diagram highlights this transition, focusing lower building heights to the site periphery, ensuring the interface with surrounding context is appropriate.



BUILT FORM AND MASSING

In response to the Panel's advice, building form has been appropriately scaled based on function, orientation of views to amenity and public spaces as well as height transition. The centre of the site features the largest allocation of height, stepping down to the perimeter of the site to approximately 3-6 storeys.





LOCAL CHARACTER & DENSITY

LOCAL PRECEDENTS

The amended concept has carefully considered an appropriate density that respects local character and can be benchmarked against successful precedents in the area, such as Breakfast Point.

With a neighbourhood land area of approximately 52ha, Breakfast Point includes a diversity of housing types including detached houses, terraces and apartments up to 10 storeys.

Despite significant differences in building types and heights across the Breakfast Point neighbourhood, the buildings positively contribute to attractive, human-scaled streetscapes.

The resulting neighbourhood density of Breakfast Point is approximately 49 dwellings per hectare.

When the proposal is considered within its neighbourhood context across a comparable land area (i.e. 52ha), a similar pattern emerges with a diversity of housing types and heights.

However, the resulting neighbourhood density is significantly lower and is approximately 23 dwellings per hectare.

The key reason for this is except for Pelican Waters that is built, the opportunity to diversify housing choice with new apartments in the neighbourhood is largely limited to the Bushells site.

The opportunity to create a vibrant village by the river is unique and is reflected in the amended concept.

With a total of approximately 384 dwellings, the site density itself of approximately 100 dwellings per hectare is consistent with the District Plan's Planning Priority that the highest density should be located within 200m of quality open space.

Further, the site density is comparable to other precedents such as Newmarket Green in Randwick. It has a site density of 127 dwellings per hectare (700 dwellings over 5.5ha). Similar attributes of Newmarket Green to our proposal include heritage buildings, retained trees, comparable heights, new public realm, low rise suburban housing adjoining the site and proximity to major public transport stops.

Based on this analysis and understanding the relationship between neighbourhood and site density, the amended concept is an appropriate response.

NEWMARKET GREEN RANDWICK



a

Breakfast Point Broader Area



Source: Profile.id

Land Area
52ha

Dwelling Density
49dw/ha

b

Bushells Factory Broader Area



Source: Sixmap

Land Area
52ha

Dwelling Density
23dw/ha

SUSTAINABLE DESIGN CONCEPT

The amended proposal will enhance the local character and identity of Concord bringing broad public benefits. Many of those public benefits achieved, contribute to the overall sustainable aspiration and contribution to sustainable design outcomes for Bushells Factory. The sustainable design concept diagram, seen adjacent, highlights the key features of the proposals sustainable design outcomes



STREET TREES

Street trees increases tree canopy cover, reducing heat island effect, improves streetscapes and has social benefits.



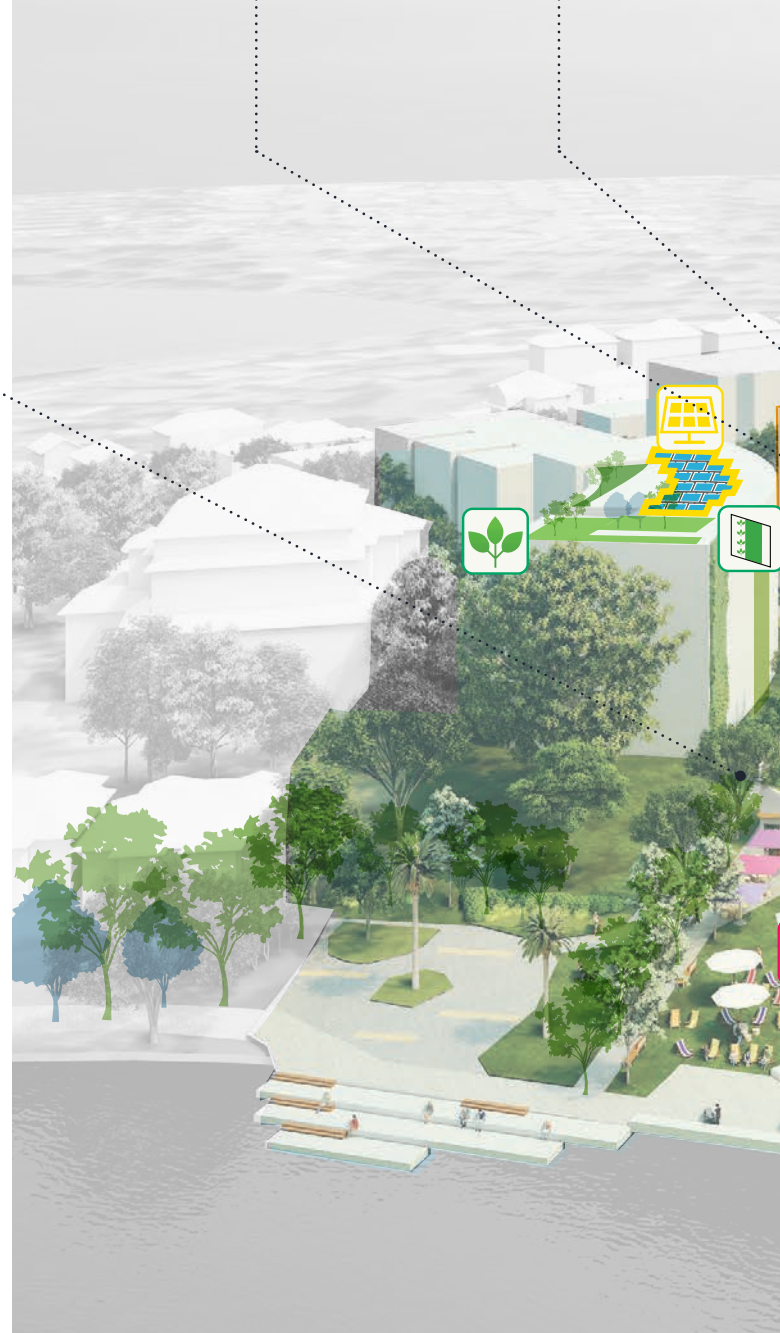
LIGHT INDUSTRIAL USES

Food and Beverage Production, Furniture/ Woodwork, Leatherwork, Textiles



CREATIVE HUB

Artists, Music recording, Gallery, Theatre props.





ADAPTIVE RE-USE
Maintaining character buildings reduces construction costs.



LOCAL POP UP MARKETS
Space for local markets allow residents to buy fresh produce.



GREEN ROOFS
Rooftop space for recreation and amenities improves residents health and wellbeing, reduce stormwater runoff and mitigate heat island effect.



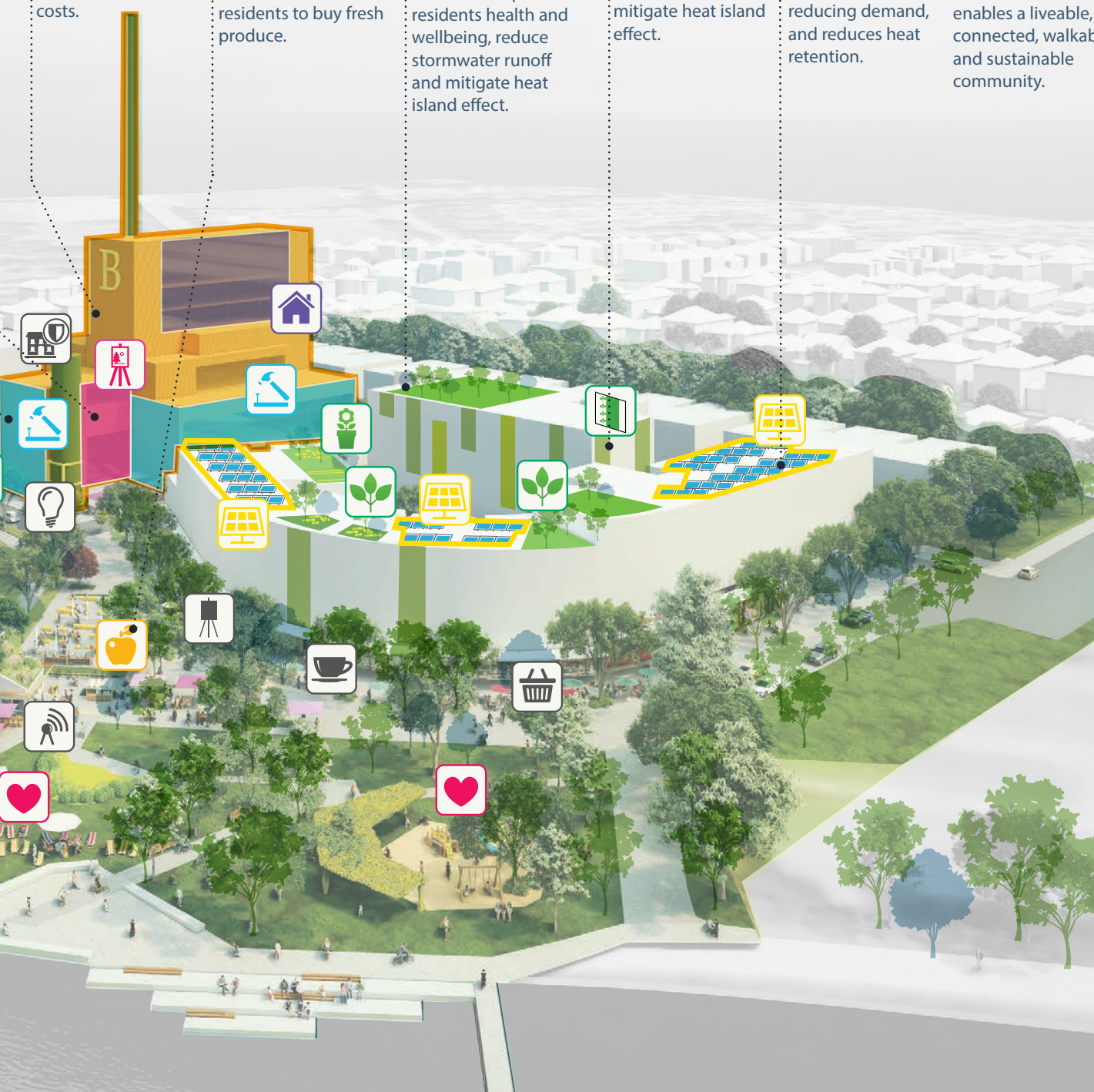
GREEN WALLS
Green walls contribute to insulation and mitigate heat island effect.



SOLAR PANELS
Photovoltaic cells contribute to energy supply, reducing demand, and reduces heat retention.



10 MINUTE NEIGHBOURHOOD
The diverse mix of uses on site enables a liveable, connected, walkable and sustainable community.



VISUAL ANALYSIS

A preliminary visual analysis has been undertaken to understand the amended proposal's relationship to the surrounding context. Specifically, the analysis has been carried out in order to understand the proposed building envelope and its relationship to public open spaces, transition to existing residential built form and preservation of key view corridors to landmarks.

VIEW 1: Bushells Factory transition to Pinnacle Waters & key view corridors



VIEW 2: Aerial view from Parramatta River towards the proposal with clear building transitions



VIEW 3: Public Life and activation along the pedestrian promenade



VIEW 4: Activated Foreshore Park and Playground, catering for all ages



VISUAL ANALYSIS

VIEW 5: Public Life, social and community gathering space in the foreshore park



VIEW 6: Terraced boardwalk to the River



VIEW 7: View from Harmony Point looking south to Bushells Factory with clear building transitions



VIEW 8: Typical view from corner of Burwood Rd & Duke St showing appropriate transition of built form



VISUAL COMPARISON

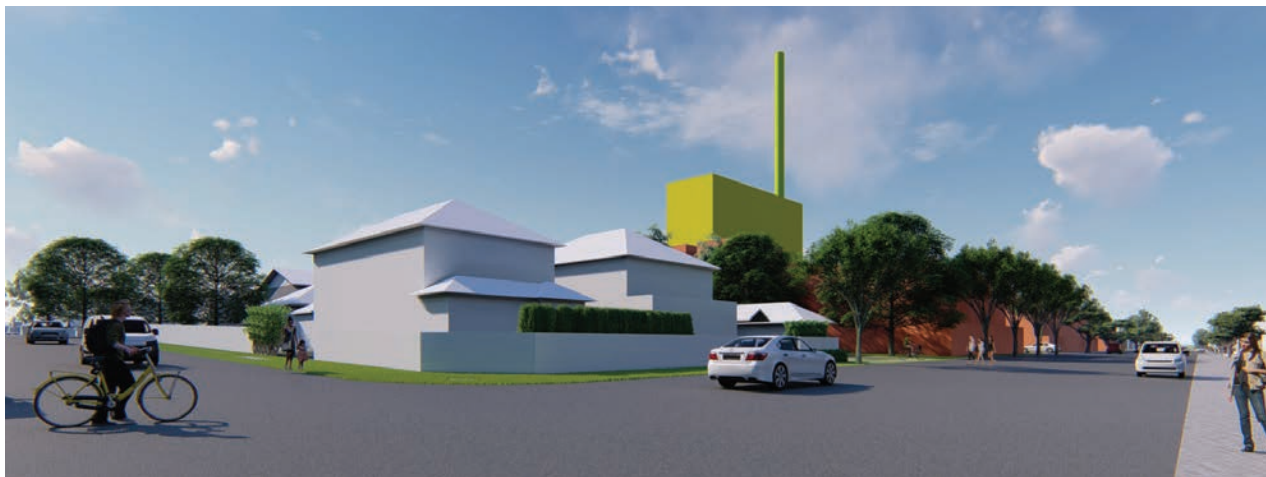
Complementing the Visual Analysis, a Visual Comparison has been undertaken comparing the Council Panel Advice against Bushells 2.0 and 3.0. The analysis clearly illustrates the perceived built form between the Council Panel and amended proposal is largely identical. Further, the analysis clearly illustrates any new built form maintains the visual significance of the Roasting Hall element.

LOCAL VIEW



VIEW 01 - INTERSECTION DUKE AVE WITH BURWOOD RD

BUSHELLS 3.0 PROPOSAL



POST GATEWAY PROPOSAL



VISUAL COMPARISON

VIEW 02 - INTERSECTION BURWOOD RD WITH MARCEAU DR

PROPOSED 3.0



POST GATEWAY PROPOSAL



VIEW 03 - FROM EAST BURWOOD RD

PROPOSED 3.0



POST GATEWAY PROPOSAL



VISUAL COMPARISON

VIEW 04 - FROM THE EAST WATERFRONT FOOTPATH

PROPOSED 3.0



POST GATEWAY PROPOSAL



VIEW 05 - INTERSECTION DUKE AVE WITH ZOELLER ST

PROPOSED 3.0



POST GATEWAY PROPOSAL



VISUAL COMPARISON

LOCAL VIEW



VIEW 06 - FROM EAST BURWOOD RD

PROPOSED 3.0



POST GATEWAY PROPOSAL



VISUAL COMPARISON

VIEW 07 - FROM BOTTOM MARCEAU DR

PROPOSED 3.0



POST GATEWAY PROPOSAL



VIEW 08 - INTERSECTION BURWOOD RD WITH TRIPOD ST

PROPOSED 3.0



POST GATEWAY PROPOSAL



VISUAL COMPARISON

VIEW 09 - INTERSECTION ZOELLER ST WITH TRIPOD ST

PROPOSED 3.0



POST GATEWAY PROPOSAL



VIEW 10 - FROM SALTWATER CREEK

PROPOSED 3.0



POST GATEWAY PROPOSAL



VISUAL COMPARISON

VIEW 11 - FROM HARMONY POINT PENINSULA

PROPOSED 3.0

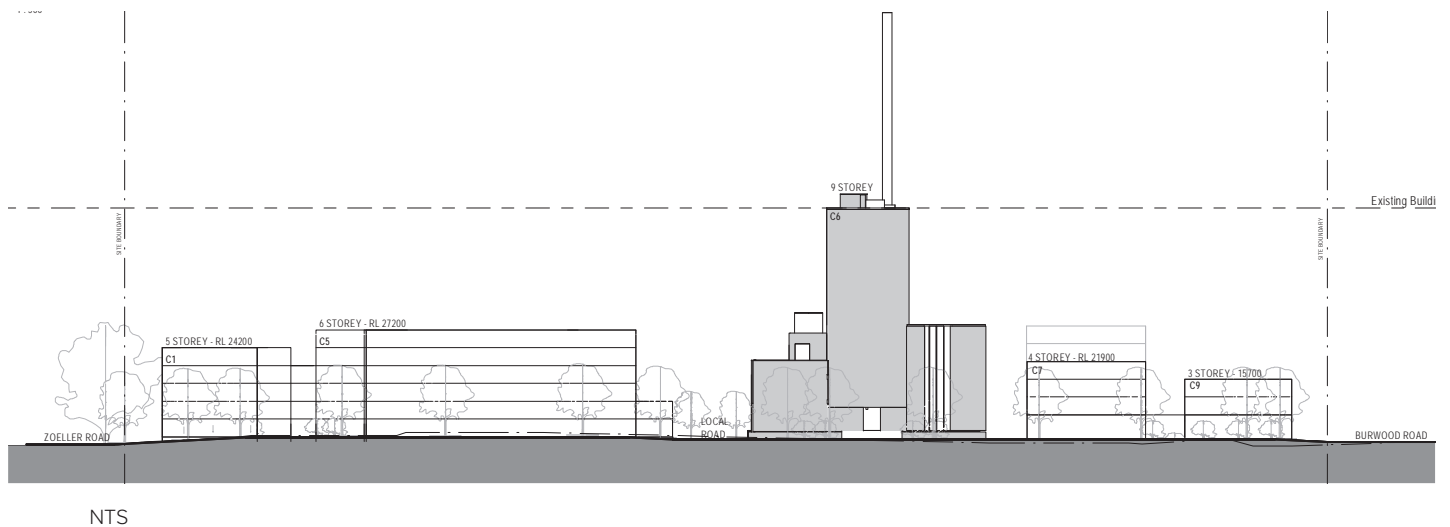


POST GATEWAY PROPOSAL

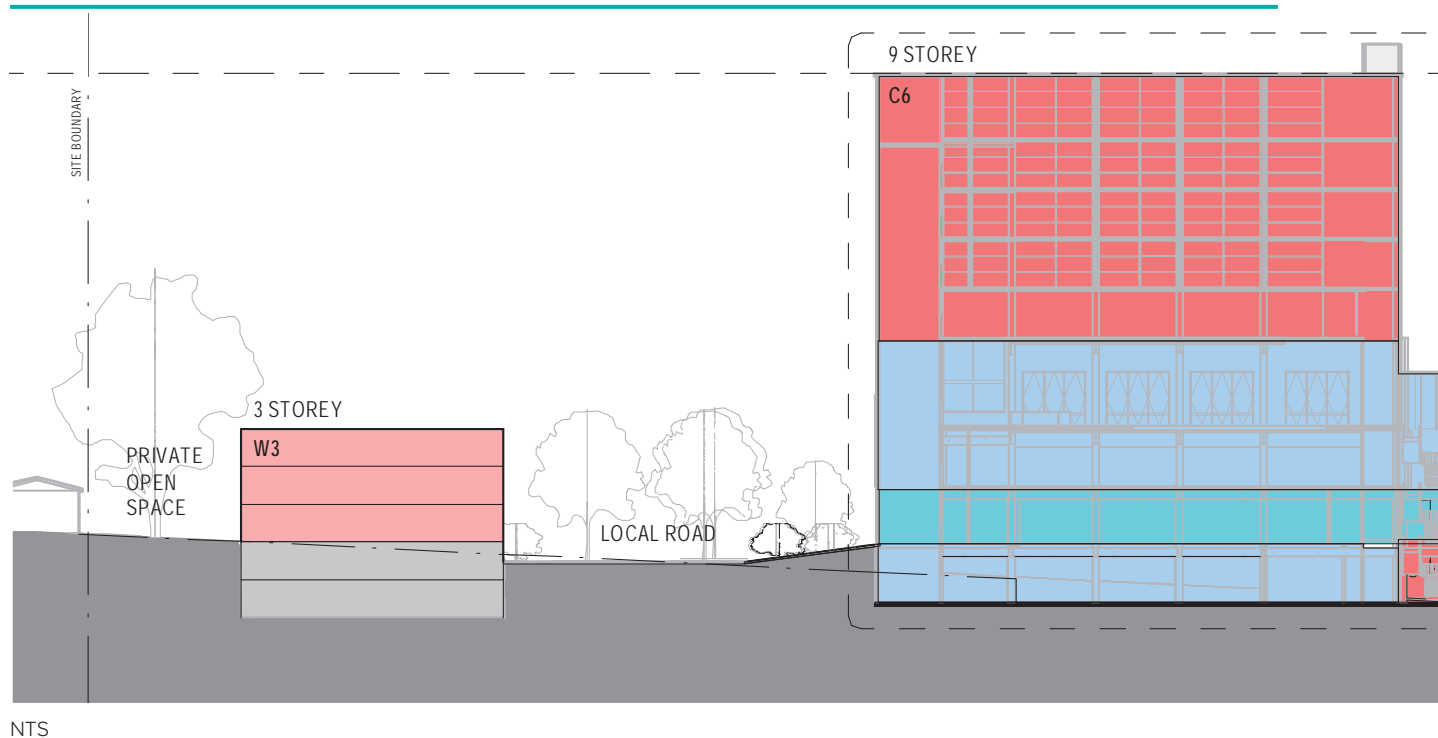


SECTION ANALYSIS

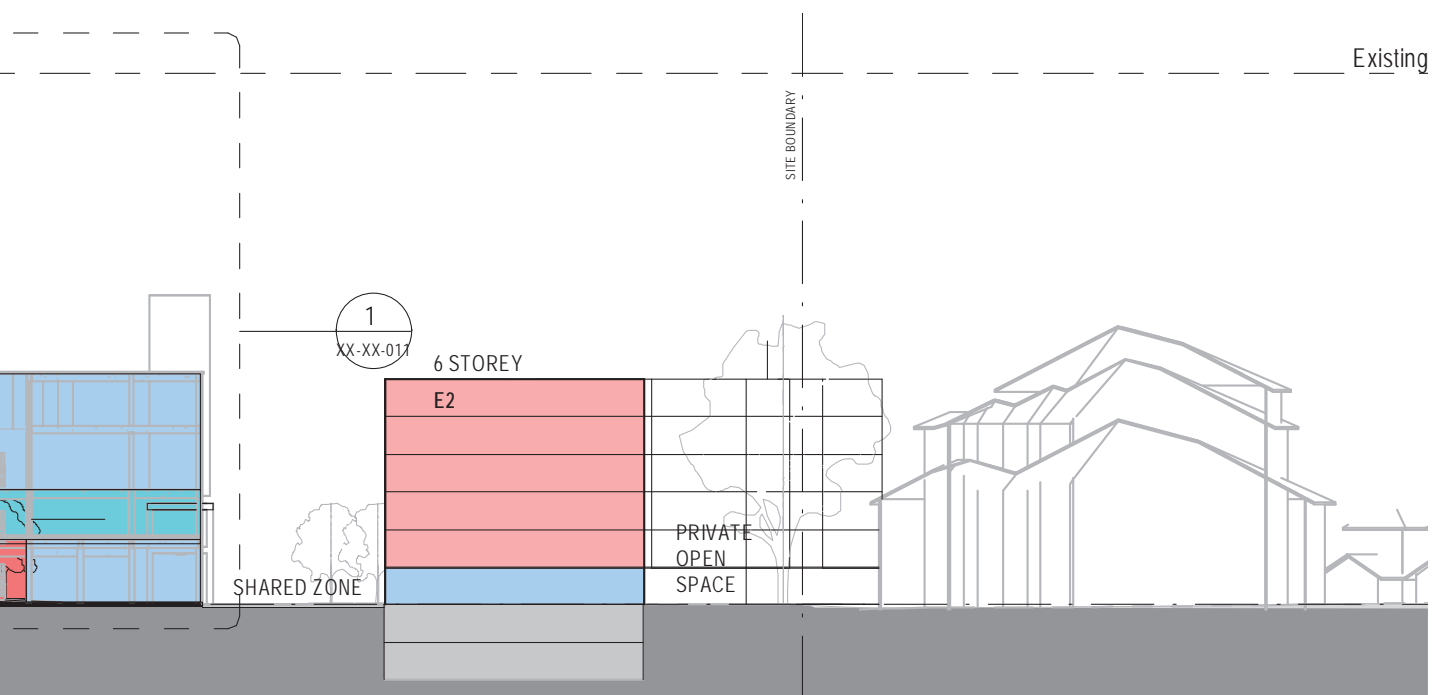
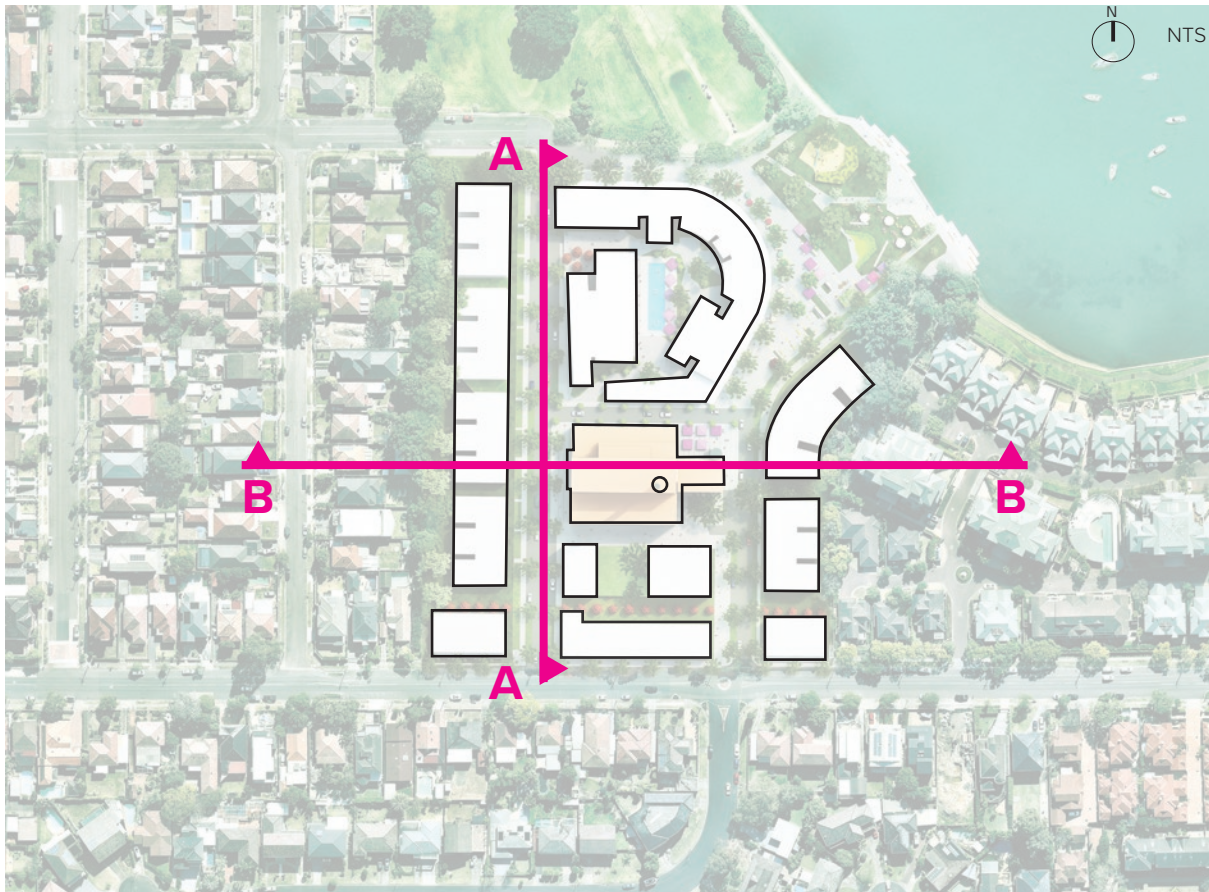
SECTION A - A: Looking east towards Bushells Factory highlighting the transition to Burwood Road



SECTION B - B: Looking north through Bushells Factory site highlighting the transition to Duke Street (west) and existing development at Pelican Heights (east)



LOCATION PLAN



CONCLUSION

BUSHELLS 3.0 is the amended urban design concept in response to Canada Bay Council's Local Planning Panel (the Panel) advice. Due to the application of Council advice, the proposal progressed to Gateway, where key considerations were addressed. This report incorporates and supports all changes highlighted in the Gateway determination report.

The amended concept maintains at its heart the public benefit of creating a large foreshore park and public plaza making Concord a better place for people. This public benefit aligns with the NSW Premier Priority of Greener Public Spaces with the goal of increasing the proportion of homes in urban areas within 10 minutes' walk green, open space and public space by 10 percent by 2023.

The amended concept responds positively to the Panel's advice with key refinements being:-

- Reduction of the proposed scale and density with lowering of building heights;
- Improved traffic and transport strategy responding to new transport influences;
- Improved heritage response by lowering building heights around the retained Roasting Hall element to maintain important foreshore views;
- Retention of an important tree and provision of an appropriate landscape framework ensuring 25% total tree canopy;
- Amendment of a site specific DCP, including block-by-block FSR.
- Since gateway determination, there has been a new proposed allowed use; urban services. This provides additional employment opportunities on site, while establishing a 10-minute neighbourhood which is connected, walkable and sustainable.

These refinements have resulted in a significant decrease to the proposed yield, whilst actually increasing public benefit with the foreshore park increasing in size.

As such, it is recommended the Planning Proposal be favourably considered post Gateway Determination process that has been undertaken.



