

Attachment 13

4. Strategic Context – Relationship to Local and State Policies

• Greater Sydney Region Plan

The Greater Sydney Region Plan (the Plan) provides a framework for the predicted growth in Greater Sydney. The plan identifies key goals of delivering a metropolis of 3 x 30 minute cities through 4 key themes, infrastructure and collaboration, liveability, sustainability and productivity.

The PP is consistent with the Plan as it will provide opportunities for a mixed use development with employment and housing opportunities in a mixed use and high density zone, within close proximity (about 800 m) to Campbelltown Train Station.

• Western City District Plan

The Western City District Plan (WCDP) sets out priorities and actions for the Western Parkland City which are structured on themes that are based on the Greater Sydney Region Plan.

The WCDP identifies (in part) the following priorities for Campbelltown CBD:

- Encourage revitalisation of the commercial core
- Identify prioritise and deliver collaboration areas which includes the health and education precinct and Campbelltown Mall
- Enhance the centres civic, cultural and heritage role
- Encourages new lifestyle and entertainment uses to activate streets and grow the night-time economy
- Improve east-west pedestrian connectivity
- Improve accessibility through walking, cycling and public transport
- Support mixed-use development and surrounding high quality apartments and medium density residential development
- Capitalise on the Western Sydney Airport and Western Sydney City Deal.

The PP is consistent with the WCDP as outlined in attachment 1.

• Glenfield to Macarthur Urban Renewal Corridor Strategy

The Glenfield to Macarthur Urban Renewal Corridor Strategy (URC) was identified as a growth corridor by the State Government for the purposes of providing further jobs, open space, improved movement networks and revitalisation of existing urban centres through good design.

The PP is partially consistent with the Strategy and is consistent with the Campbelltown Precinct Plan adopted as part of this Strategy.

Under the Strategy, buildings in this location are identified as being able to accommodate heights from 7+ storeys that will provide a location for residents close to local services and existing transport hubs. These would be setback from the street to ensure the scale and feel of Queen Street is maintained. Detailed planning would be required to identify appropriate height and built form outcomes in this area.

The PP is considered to be partially consistent with the URC Strategy as the portion of the site fronting Queen Street is proposed to retain the MU1 zone and not be rezoned to R4 as per the

vision under the URC strategy. This departure from the URC Strategy is considered favourable as it will help provide an active street frontage to Queen Street, as identified in the Campbelltown precinct plan in the URC strategy and which has been supported by the DEP.

In addition, the vision under the Reimagining Campbelltown City Centre Master Plan, which was prepared post the URC Strategy, denotes this section of Queen Street, including the adjacent site (22-32 Queen Street) as City Centre Living which recommends active street frontages to Queen Street.

The subject site is also located in walking distance to Campbelltown Train Station (approximately 800 m).

- **Campbelltown Local Strategic Planning Statement**

The Campbelltown Local Strategic Planning Statement (LSPS) came into effect 31 March 2020.

The LSPS is Campbelltown City Council's plan for our community's social, environmental and economic land use needs over the next 20 years.

The LSPS provides context and direction for land use decision making within the LGA.

Its purpose is to:

- Provide a 20 year land use vision for the LGA
- Outline the characteristics that make our city special
- Identify shared values to be enhanced or maintained
- Direct how future growth and change will be managed
- Prioritise changes to planning rules in the CLEP 2015 and Council's Development Control Plan
- Implement the Region and District Plans as relevant to the LGA
- Identify where further detailed strategic planning may be needed.

A number of actions within the LSPS are relevant to the PP and an assessment of the PP against these actions are identified in attachment 1. The PP is generally consistent with the LSPS

- **Re-imagining Campbelltown CBD**

The Re-imagining Campbelltown City Centre Master Plan is a key strategic vision that provides a structured plan for future growth of the Campbelltown City Centre.

Re-imagining Campbelltown CBD identifies 6 key pillars that inform decision making around the evolution of the Campbelltown City Centre:

- Confident and self-driven
- Connected place
- Centre of opportunity
- No grey to be seen
- City and Bush
- The Good Life

The PP is considered to be consistent with the Re-imagining Campbelltown City Centre Master Plan as it has the potential to revitalise the site and provide additional housing close to existing transport nodes consistent with the City Centre Living precinct.

- **Draft Greater Macarthur 2040**

Greater Macarthur 2040 is a land use and infrastructure implementation plan to set a vision for the Growth Area as it develops and changes. The plan provides a framework for the future of the 2 elements of the Greater Macarthur Growth Area, in the north, urban renewal of the rail corridor from Glenfield to Macarthur and in the south, the development of land release areas from Menangle Park to Appin. This PP is located within the urban renewal section of the plan.

The PP is considered to be consistent with the plan due to its location within the Campbelltown City Centre and potential housing supply close to existing transport hubs.

- **Campbelltown Community Strategic Plan – Campbelltown 2032**

The overarching Community Strategic Plan (CSP) represents the principal community outcome focused strategic plan guiding Council's policy initiatives and actions.

The PP is consistent with the following relevant strategies of the CSP:

- 2.3 Housing a growing city; and
- 4.3 Revitalise the city.

The PP has the potential to significantly increase the population in Campbelltown CBD and as such accessible public open space will need to be provided. The PP includes a portion of the site as open space that will be publicly accessible. Further discussion is provided in part 4 of this report.

- **Campbelltown Strategic Review of Employment Lands Strategy**

The Campbelltown Strategic Review of Employment Lands 2020 seeks to ensure an adequate supply of appropriately zoned land is available to accommodate the future employment needs of the Campbelltown Local Government Area (LGA). This Strategy has been endorsed by Council on 10 December 2020 and is waiting on endorsement by DPE.

The Strategy provided predictions in relation to demand for retail within the Campbelltown business centres.

The forecast demand for retail space by centre was derived using resident and worker expenditure modelling. Two scenarios were undertaken: one based on the Forecast ID. Population projections and the other based on the NSW Transport, Analytics and Performance (TPA) projections and distribution. The estimated net increase in floor space across the centres under both scenarios are outlined below:

Table 28: Centre maximum theoretical capacity assessment by demand and capacity scenario

Centre	Non-residential capacity by capacity scenario		Total demand by scenario*		Over/undersupply - Ground floor capacity scenario		Over/undersupply - Ground & first floor capacity scenario	
	Ground (a)	Ground and first floor (b)	TPA (c)	Forecast id (d)	TPA (e-a-c)	Forecast id (f-a-d)	TPA (g-b-d)	Forecast id (h-b-d)
Campbelltown	252,708	305,416	571,304	678,218	-318,796	-423,510	-66,088	-170,802
Ingleburn	60,848	121,697	73,109	69,615	-12,200	-6,767	48,588	52,082
Macquarie Fields	5,863	11,726	21,819	28,809	-15,956	-22,946	-10,091	-17,084
Glenfield	4,973	9,945	27,931	40,423	-22,958	-35,450	-17,986	-30,477
Minto	13,700	25,401	19,687	15,511	-6,987	-2,811	5,714	9,889
Claymore & Eagle Vale	66,284	132,567	39,465	42,082	26,819	24,202	93,103	90,486
Rosemeadow	64,049	128,098	34,816	35,179	29,233	28,870	93,283	91,920
Denham Court	16,203	32,406	4,214	13,104	11,989	3,098	28,191	19,301
Menangle Park	31,556	63,113	10,837	16,741	20,719	14,815	52,276	46,372
Gilead	1,594	3,188	18,435	68,180	-16,841	-66,586	-15,247	-64,992
Leumeah	37,376	74,752	48,759	50,427	-11,383	-13,050	25,994	24,326
Other	390,182	780,365	201,368	207,673	188,814	182,509	578,997	571,691
Total	944,337	1,888,674	1,071,944	1,363,962	-127,607	-319,625	816,730	624,712

The current site forms part of the Campbelltown Centre within the Strategy. Both tables identify that there will be additional demand for retail floor space in 2031 and 2041 under both scenarios.

The PP will minimise the amount of potential commercial floorspace on the site. The Retail and Demand Study prepared by GAPAdvisory to support the PP determined the site does not have capacity to accommodate non-retail uses for the entirety of the site given its depth. Zoning a portion of the site to R4 is considered the most appropriate outcome for this site to ensure the activation and revitalisation of Queen Street.

However, it is recommended that a clause be inserted in CLEP 2015 to ensure that the ground floor of the MU1 – Mixed Use zone component of the site delivers a minimum 2,000 m² of retail floorspace.

The lack of demand at the present time for commercial open space at this location is also evident by the vacancy rate at the former Direct Factory Outlet building and the consequent development application to demolish it.

- Campbelltown Local Housing Strategy**

The Campbelltown Local Housing Strategy 2041 was endorsed by Council on 11 April 2023 and was referred to the then DPE for endorsement. This document seeks to ensure an adequate supply of appropriately zoned land is available to meet the future housing needs of the Campbelltown, noting that up to 36,000 additional dwellings will be required across the LGA by 2036.

The LHS seeks to contain urban development within the urban areas defined by existing strategies such as the Glenfield to Macarthur Urban Renewal Corridor Strategy.

The PP is generally consistent with the LHS as the subject site is located within Campbelltown City Centre whilst providing additional housing located close to existing amenities and transport hubs.

Action	Assessment
Encourage an appropriate mix of apartment sizes to meet the growing need for diversity in dwellings and more affordable dwellings.	The PP will assist in facilitating a more diverse type of dwellings within the Campbelltown CBD.
Collaborate with landowners, developers and government agencies to unlock the	The PP is located within a strategic location being Campbelltown CBD. The PP will provide

development potential of strategic holdings in Campbelltown City Centre to deliver housing and improved amenity, including car park sites owned by Council.	additional housing and improved amenity through publicly accessible open space and public domain improvements.
Rezoning northern end of Campbelltown to R4 High Density to assist in consolidating the centre or alternatively, in the MU1 zone (formerly B4 Mixed Use zone) enable a greater diversity of ground floor uses such as light industry and specialised retail, which currently do not qualify under the shop top housing use.	The PP is consistent with this action as it seeks to rezone a portion of land in the northern end of Campbelltown CBD to R4. The PP is also generally consistent with the precinct plan under the URC Strategy.

Site and Strategic Merit of the PP

The subject site is located within the commercial core of Campbelltown CBD and currently encompasses an MU1 – Mixed Use zone. The PP seeks to rezone a portion of the site towards the rear to R4 – High Density Residential.

The PP has site and strategic merit due to the location of the site within the context of the Campbelltown CBD and its consistency with the Re-imagining Campbelltown CBD vision and Western City District Plan. The PP will facilitate the provision of additional housing close to Campbelltown Railway Station

Additionally, the PP is generally consistent with the Glenfield to Macarthur Urban Renewal Corridor Strategy. The proposed rezoning of the site to R4 will be consistent with the Strategy which identifies the site as accommodating high density residential.

The PP will minimise the amount of potential commercial floorspace on the site. The Retail and Demand Study prepared to support the PP determined the site does not have capacity to accommodate non-retail uses for the entirety of the site given its depth. Zoning a portion of the site to R4 is considered the most appropriate outcome for this site to ensure the activation and revitalisation of Queen Street.

The PP further provides 2,660 m² of publicly accessible open space within the Campbelltown CBD. Open space within this part of the CBD will provide the future residents of the site and surrounding residents with the opportunity to enjoy a much-needed open space within this location.