



Norwest Markettown Planning Proposal

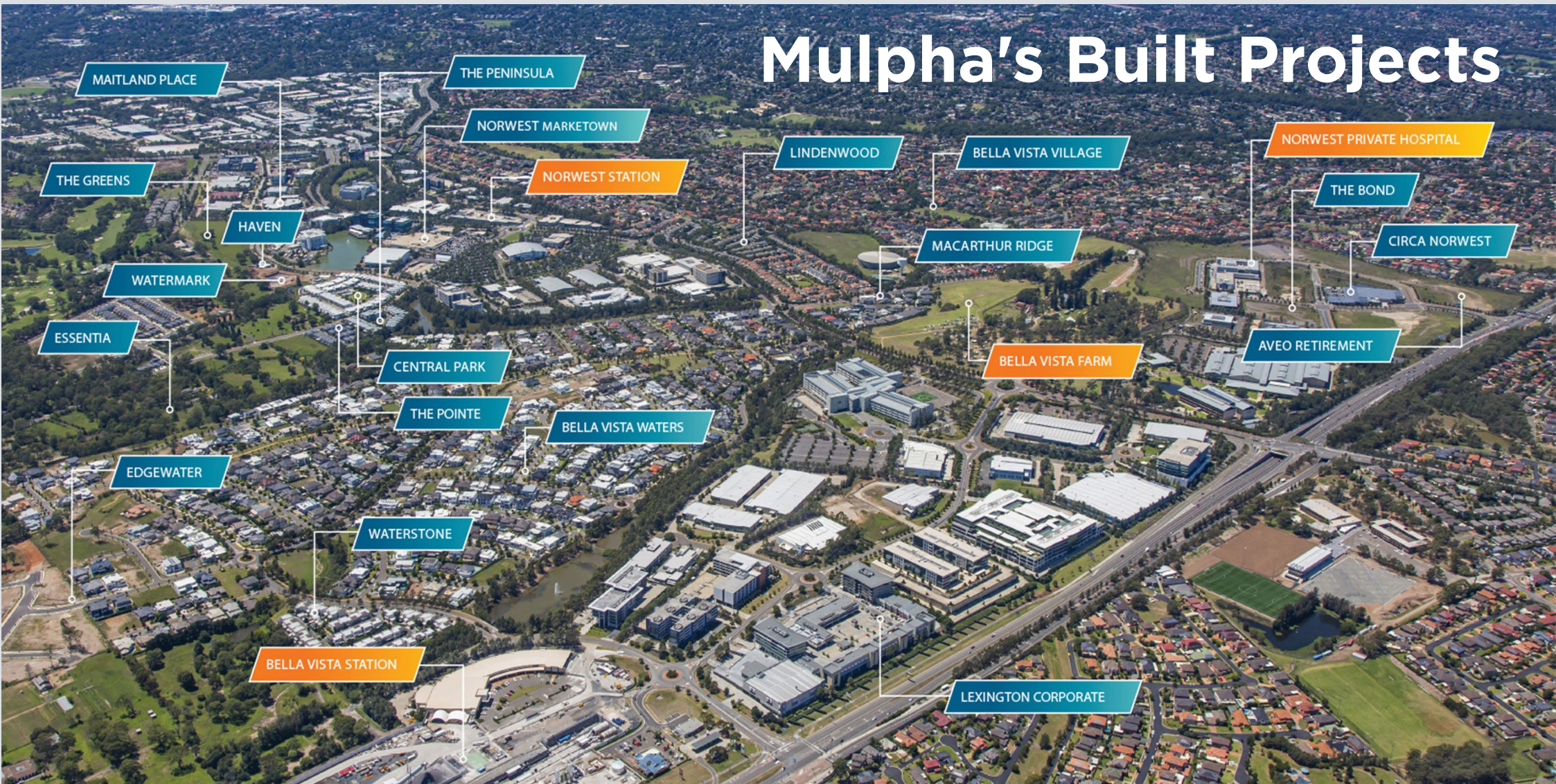
Norwest A Smart City

A 377ha mixed used strategic centre delivered by Mulpha in co-ordination with The Hills Shire Council since 1990.

Mulpha's role:

- Parent land owner of all 377ha
- Land developer
- Built form developer
- Continuing roll in community building

Mulpha's Built Projects



Norwest Business Park Evolution



Industrial



Detached Housing



Townhomes



High Density
Apartments

1980

1990

2000

2010

2020

2023*

WE ARE
HERE



Establishing the Business
Park 1980s-1990s



Local Retail



Office



Medium Density
Apartments



Mixed Use



Post war 1950 Government
mandate to find quarry
materials to underpin
employment for housing
construction. Birth of Norbrik
Brick & Tile.



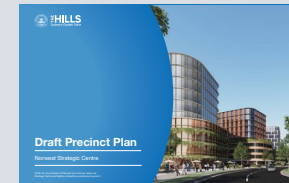
Development of
Markettown Shopping
Centre

Image Source: Norwest
Markettown (2023)



Construction and
delivery the Sydney
Metro 2019

Image Source: Sydney Metro
(2019)



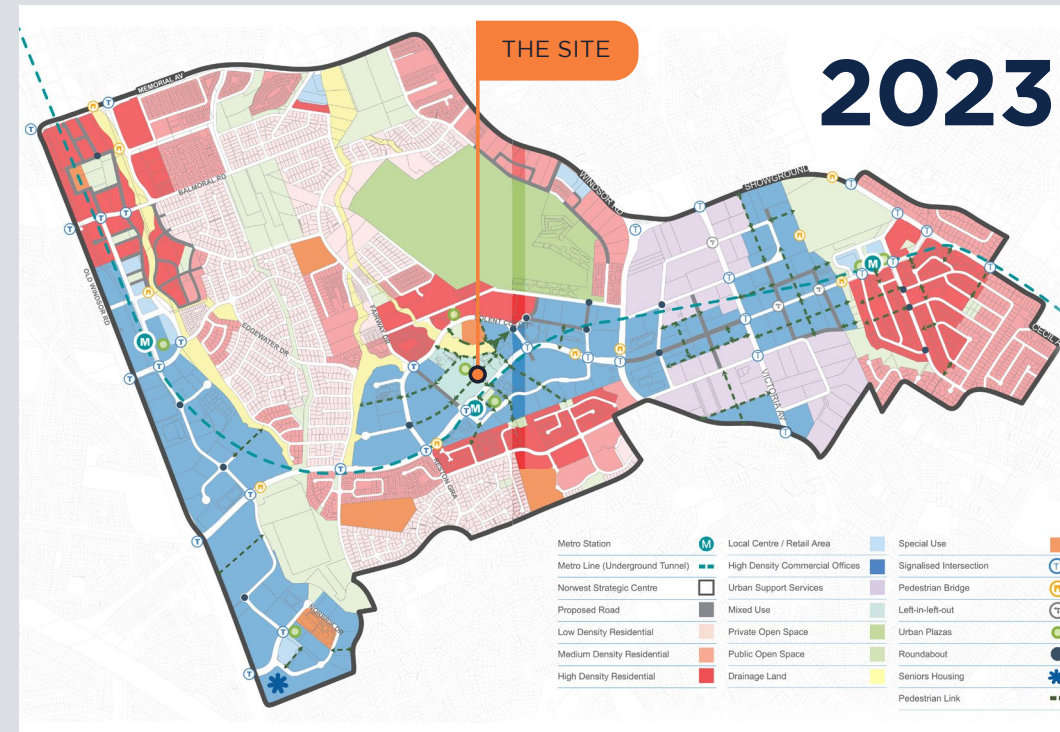
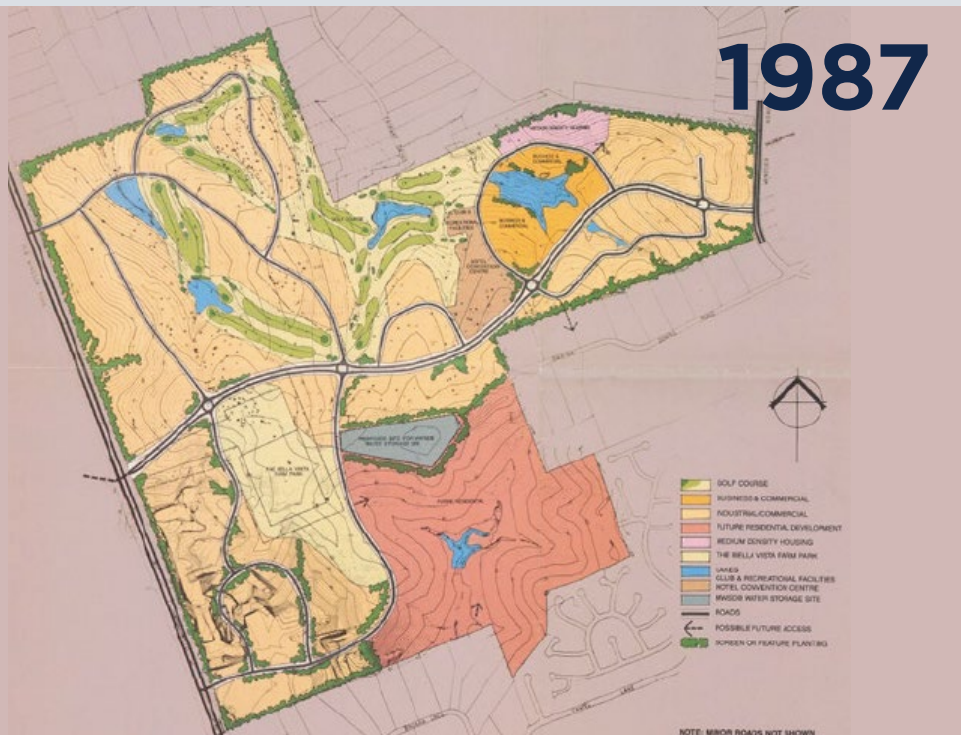
Planning for the Future
(2013-2023)



Future Renewal of
Markettown (2023-
onwards)

Strategic Vision & Co-ordination Maintained

The Planning Proposal brings to life the strategic planning and Council's vision for development surrounding the Norwest Metro Station precinct. Mulpha's proposal ensures alignment with the Strategic Planning process which has been developed over the preceding decades – which will set the site on a pathway for a transformational, “once in a generation” redevelopment.



Consistency with the Draft Northwest Precinct Plan

Mulpha's Planning Proposal for Norwest Marketown will deliver a mixed use precinct that aligns with the design principles set by the Draft Northwest Precinct Plan in 2023 as sought by The Hills Shire Council. Being at the "heart" of Norwest Central Precinct, Norwest Marketown has been designed in alignment with the principles as demonstrated below.

- Growing Employment
- Creating Places for People
- Achieving a 30-minute city
- Integrating Smart Technology
- Enhancing Public Domain
- Encouraging Sustainability
- Providing infrastructure to meet business and residents needs



Mulpha, as Northwest Business Park's Parent Developer makes it the natural delivery partner to implement the heart of Council's renewed precinct plan.



Mulpha's Other Key Northwest Projects

Years of Experience

Decades of research, testing, learning, and delivering has enabled us to acquire a clear understanding of markets, behaviours and what communities need to thrive.

Environmentally Aware

Mulpha Development's cultural progression has now embedded an approach to development that starts with an acute focus on the sustainability and biodiversity regeneration opportunities that a potential project could deliver.

Design Excellence

Our holistic approach to design encapsulates the tangible and intangible, qualitative and non-qualitative aspects of space, the built form and the 'feel good' areas in the public realm.

Sustainability Achievements/Targets

Norwest Metro:

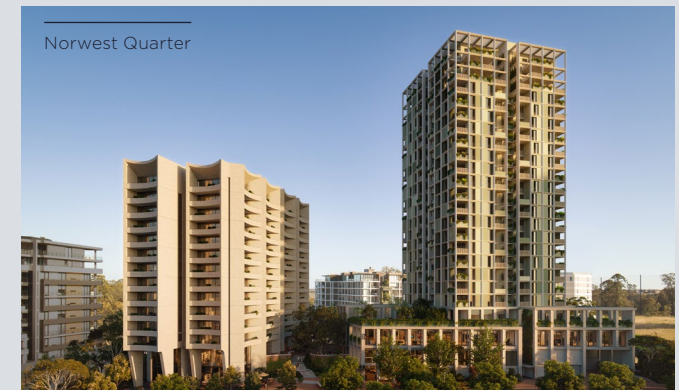
- Net zero building
- 5 star NABERS energy and water rating
- 5 star Green Star
- 100% renewal energy
- Zero carbon in operations
- Zero waste in operations
- Ultra low waste construction

The Bond:

- 5 star Green Star
- Cross-laminated timber structure
- High performance glazing that minimises heat gain
- 400m2 photovoltaic roof system
- 50,000L rainwater capture and reuse tank
- Over 60% of site planted with drought tolerant native vegetation

Norwest Quarter:

- 7.8 NatHERS rating
- Zero carbon living
- 100% renewable energy
- 100% electric apartments
- High efficiency centralised air conditioning
- Passive design principles for thermal comfort
- Electric vehicle car share



Mulpha's Marketown Interpretation of Council's Precinct Plan Vision

Norwest Mulpha's vision for the site is a revitalised and vibrant mixed-use precinct that increases the productivity of employment generating land, provides essential services and increases the provision of housing close to transport. We see this being entirely consistent with the leadership direction as demonstrated by Council

The precinct will provide essential services and a range of new community facilities and open space areas that will benefit the broader community. This will enable the creation of a vibrant and rejuvenated centre that fosters an attractive place to live, work and play.



Markettown Redevelopment

Strategic Goals



1. Employment Creation



2. Transit-Oriented



3. Mixed Use Activation



4. Economic, Social and Environmental Benefits



5. Acutely Permeable and Connected

Mulpha Pillars



Beyond Sustainable



Thought Leadership & Education



Health and Wellness



Consultation Led



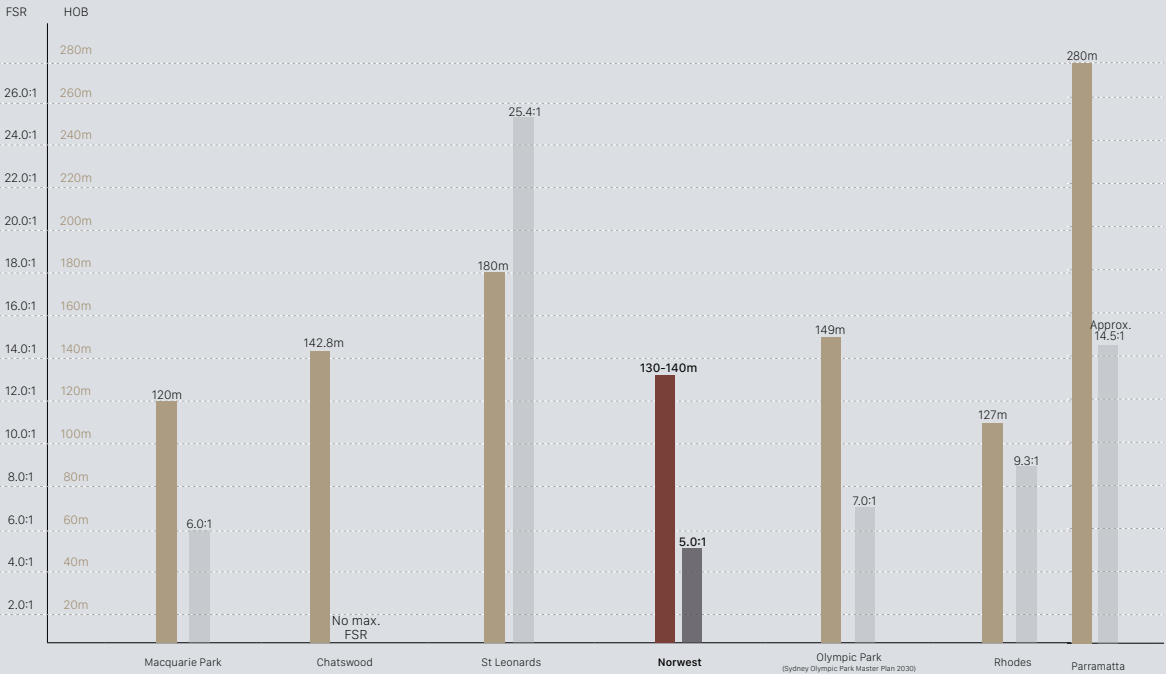
Quality Assurance



Planning Metrics

Summary	Norwest Marketown PP
Consolidated Site Area	46,455m ²
Overall GFA	232,375m ²
Overall FSR	5:1
Employment GFA	117,330m ²
Residential GFA	102,523m ²
Indicative Residential Units	854
Non-Residential GFA	12,523m ²
Height of Buildings	RL 216m (36 storeys)
Pedestrian Space	23,200m ²
Lakeshore Green	6,000m ²
Rooftop Gardens	3,000m ²
Car Parking	2,603 spaces

Key centres' maximum height/FSR vs proposal for Norwest



Source: Norwest Marketown Urban Design Report



Bringing the heart of the Precinct Plan to life.

- 1. Small/Large tenancies with Alfresco Dining
- 2. Community Hub
- 3. Glasshouse
- 4. The Grove
- 5. Box Lane
- 6. Civic Space with Fixed and Movable Seating
- 7. Metro Station Access
- 8. Shareway
- 9. Sky Bridge

Norwest
Lake

Lakeshore
Green

Green Lane

Eat Street

The Rivulet

Century Circuit

Century Circuit

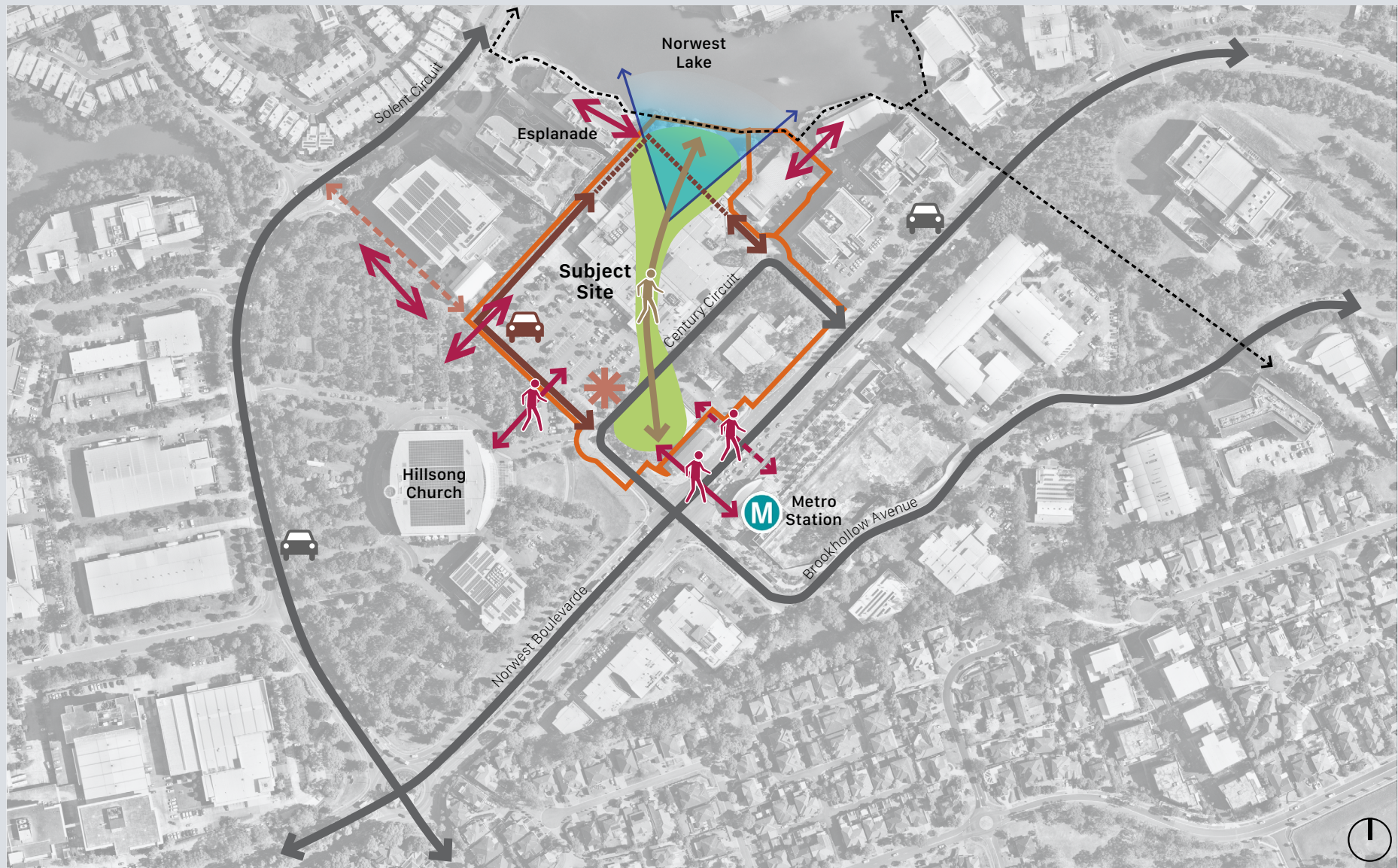
Norwest Boulevard

The Hills
Square

Mulpha/Landcom
Station Development Site



Site link connectivity



KEY

Subject Site	Existing Key Roads	New Public Space Opportunity	Pedestrian Access to Northwest Lake	Underground Link	Internal Vehicular Access	New Road (Draft Precinct Plan)
View to Northwest Lake	Controlled Vehicular access	Potential Built Form Marker	Above Grade Pedestrian Links	Lakeside Access		

Mulpha's Vision Anchored in Community and Societal Benefits

1. Precinct shaping Urban Heat Island Initiatives, Biodiversity Regeneration within Precinct Flora and Fauna Strategy and an overall place of holistic health, wellness and education.
2. Stimulation of a '1st' and "last' mile transport strategy as well as leadership in the pragmatic recognition of the need for a car transition strategy.
3. District level park amenities including water quality initiatives to enable the activation of Norwest Lake, outdoor gym facilities, wild landscape kids play, BBQ facilities and public art.
4. Monetary contribution of \$2.5m for Active Uses within BV Farm @ Council discretion.
5. A 3,000sqm Community Facility/Librarium integrated within an innovation and education hub of 12,500sqm.
6. A doubling of supermarket, convenience and speciality shopping.
7. An activated day and night Food and Beverage economy
8. 12,000+ jobs and over \$4B in economic output
9. Increased short-term accommodation of 200 rooms to stimulate Regional Tourist and Business Visitation
10. Homes for over 850 families based on Hills Shire liveable sizes as well as a contribution into the States Housing and Productivity Scheme for wider housing crisis and contribution to Sydney Water Regional Infrastructure.





Artist impressions
FJC Studios, July 2023

A proposal that delivers more...

Over 50% public accessible and open space.

- Activated lake
- Kids wild landscape play
- BBQ
- Art
- Outdoor gym



Lakeshore Green
5,700m²



The Hills Square
1,200m²



Pedestrian Space
22,000m²

Local, tourist & visitor amenity.



Short-term
Accommodation
200 rooms



5,000+m² F&B



15,000m² Local
Supermarket Convenience
& Services



5,000+m² Boutique
Speciality

Live & work.



Commercial
Premises
89,176m²



Living
854 apartments

Community, Education & Collaboration.



Innovation &
Education
8,000m²



Community Facility/
Library
3,000m²



Health & Wellness
Centre
1,500m²

Norwest Integrated Transport Strategy....

A precinct scale initiative which proposes transport policies, programs and infrastructure to help businesses and organisations diversify transport access to and from Norwest premises.

The strategy focuses on reducing car dependency and using alternate transport modes for all trips to and from Norwest.

Opportunities to achieve targets....

- Target ambitious car parking allocation numbers. From parking requirements that would have exceeded 6,000 spaces only some 5 years ago, to only 2,600 spaces
- Incorporate parking management systems in all car parks
- Encourage out of peak travel and carpooling
- Provide connected pedestrian paths to all buildings
- Upgrade cycling links, parking and provide end of trip facilities to reach more residents and commuters
- Reserve car-pooling and on-demand car parking spaces
- Promote, educate and incentivise people as to transport options
- Collect and disseminate data to empower people in their decision making about transport options
- Develop last mile options better way finding, shuttle, shared vehicles and bikes

Need for a Strategy to drive a multi-modal solution....

...there is NO one solution to answer traffic congestion

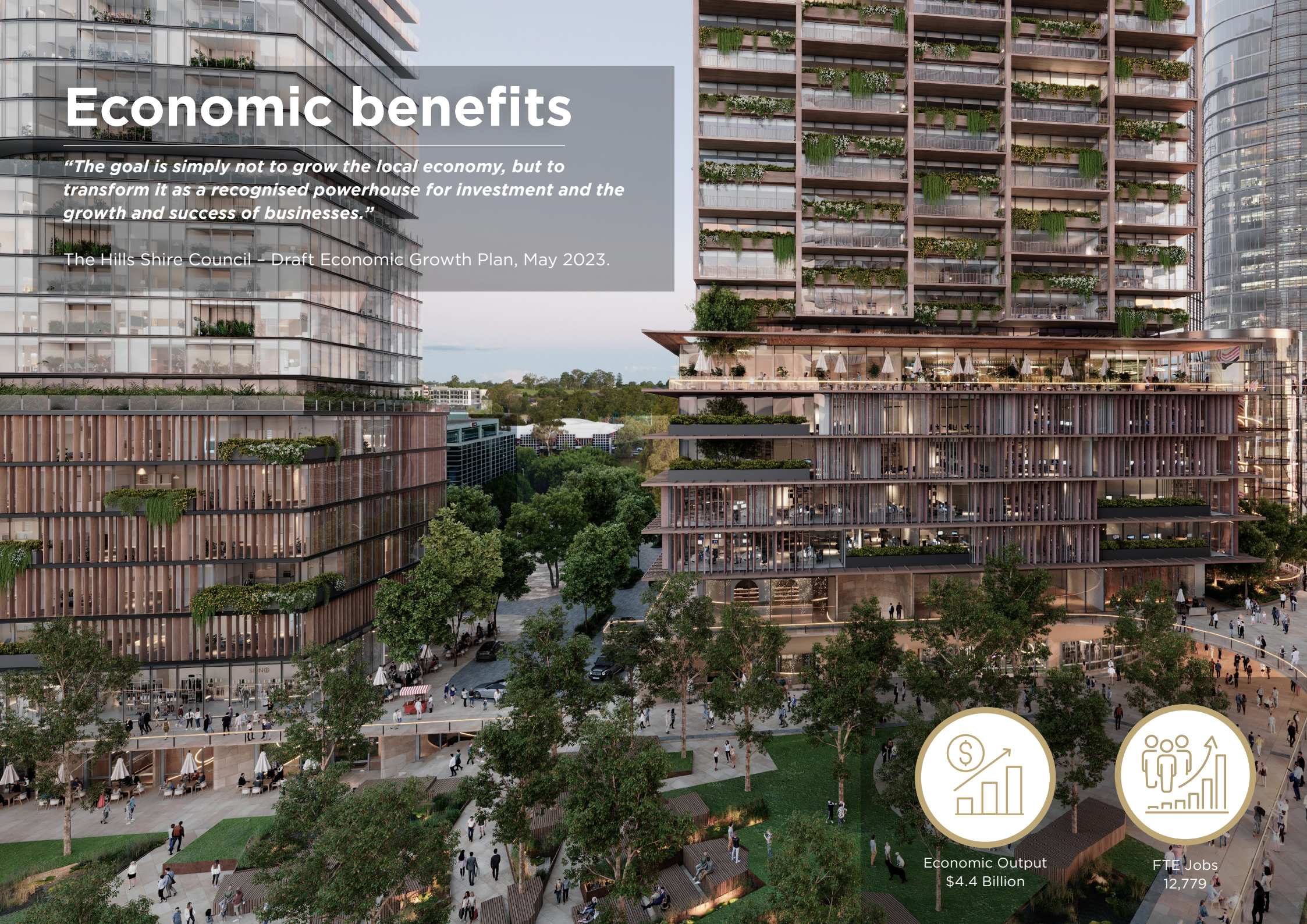
...but we all have a role to play

 **Norwest Connect**
Make It Connected

Economic benefits

"The goal is simply not to grow the local economy, but to transform it as a recognised powerhouse for investment and the growth and success of businesses."

The Hills Shire Council – Draft Economic Growth Plan, May 2023.



Economic Output
\$4.4 Billion



FTE Jobs
12,779

Mulpha's holistic approach to all developments.

Mulpha's approach to development is led by what we call the "Green Perspective" setting the targets and benchmarks in the initial brief driving a focus on biodiversity regeneration, beyond net neutral sustainability and health and wellness.

Green Initiatives

- Zero carbon, zero waste & circular construction
- Electric Precinct
- Highly efficient buildings
- Renewable energy generation & storage
- Wastewater treatment & reuse
- Rainwater capture, treatment & infiltration
- Organic waste to energy
- Circular economy
- Safe and comfortable microclimate
- Community resilience through public realm
- Healthy urban forest & green network

Source: Sustainability Strategy, Finding Infinity, August 2023

Infrastructure Delivery and Planning Agreement

A local planning agreement between Mulpha and Council is proposed to enable the provision of certain land and works on the site by Mulpha and the payment of a monetary contribution by Mulpha to Council towards the provision of offsite works by Council.

Infrastructure Delivery Key Terms of Contribution Offer	Value
Community floor space – dedication of approximately 3,000m ² land at no cost to Council for the purposes of a community facility	\$4,500,000*
Community facility - construction of a community facility including a cold shell	\$25,500,000*
Open space / public domain - 5,700m ² of open space works associated with the delivery of Lakeshore Green.	Excluded
Open space / public domain – Embellishment of Lakeshore Green and Norwest Lake water quality to establish a District Level Offering including water park, outdoor fitness gym, family bbq facilities, integrated wild landscape play and public art.	\$1,500,000*
Open space / public domain – 1,770m ² of public domain works associated with The Hills Square, including a public access easement.	Excluded
Transport – works associated with the delivery of Century Circuit and Norwest Boulevard	Excluded
Active open space – payment of monetary contributions for the purposes of active open space / playing fields**	\$2,500,000*
Transport – ‘First and last mile’ initiative, to be agreed with Council	\$1,000,000
Total	\$35,000,000

State Contributions	Value
Housing and Productivity Contribution	\$12 million
Sydney Waters DSP's	\$4.4 million

Total Contributions: \$51.4 million

**Values as at October 2023. Values to be indexed for inflation in accordance with quarterly CPI updates*

***Works / principles to be agreed e.g. location, timing, distance from site etc. Potential opportunity includes active recreation upgrades to Bella Vista Farm*

Delivery Challenges

Delivering a project of this magnitude over an extended time frame can only be accomplished with a partnership mindset between all stakeholders, especially Council and Parent Developer.

The development will be staged over a period of time with final realisation of the Masterplan vision circa 2047. Factors influencing development include economic and market conditions, population growth and sector demand for commercial, retail, residential and community facilities.


2027  2047



Figure 104. Indicative Stage 1



Figure 105. Indicative Stage 2



Figure 106. Indicative Stage 3



Figure 107. Indicative Stage 4

Key Development Challenges/Risks

1. The aim of staged delivery is to keep current retailers trading including car parking
2. Alignment of balance sheet equity, debt availability, planning approvals and market cycles
3. Sheer scale of stage sizes delivers market absorption and cost risk, especially cost of basements to support future buildings
4. Construction and finance cost escalation - high risk
5. Builder availability and program certainty
6. Possible refinance requirements mid project (due to longevity of project and stages)



