

## Background to the Beverly Hills Town Centre Master Plan

### Preliminary Background

- In early 2017, Council was approached by several landowners of key sites within the Beverly Hills Town Centre (the Centre) seeking to prepare planning proposals to amend the planning controls and facilitate redevelopment on their sites.
- In response, Council recognised the need to revitalise the Beverly Hills Local Centre and improve the quality of life for residents, workers and visitors acknowledging that there has been little change to the existing built form of the local centre over the last 40 years due to restrictive and outdated development controls. With increasing development pressures and the introduction of clearways on King Georges Road, Council decided to prepare a master plan for the Beverly Hills Local Centre to provide a vision and an urban design framework to improve the amenity and quality of the built environment of the Centre. The master plan would also identify future infrastructure requirements for inclusion in a development contributions plan or any future planning agreement.
- Council's Economic Development Strategy 2018-2022 identified an intention to prepare a Master Plan for Beverly Hills that was consistent with its role as a dining and entertainment hub. It further identified Beverly Hills as a potential emerging centre, that if encouraged and managed well, could develop into a key centre providing additional employment and lifestyle opportunities.
- In November 2018, a Preliminary Commercial Centres Economic and Feasibility Study was prepared for Georges River Council to provide independent advice on the financial viability of variations to planning controls as part of a broader suite of studies to inform the Beverly Hills Masterplan work.

The planning proposal site was identified as being within 'The Strip' precinct and the results of the modelling suggested that the existing FSR of 2:1 be increased to a range of 2.7:1 to 3.54:1. The report concluded that the most appropriate FSR within the increased FSR range (or otherwise) would be dependent on urban design testing and other environmental considerations, and that each site and its 'tipping point' must be considered on its merits.

### April 2019 Council Resolution

- On 23 April 2019, Council resolved to endorse Phase 1 of the draft Beverly Hills Local Centre Master Plan (which contains the site) involving the development of a vision for the future of the Centre through community engagement and an analysis of the opportunities and constraints to development in the study area (**Appendix A**).

Council also resolved to proceed with Phase 2, being to prepare a masterplan for the Centre.

### The draft Beverly Hills Town Centre Master Plan dated April 2020

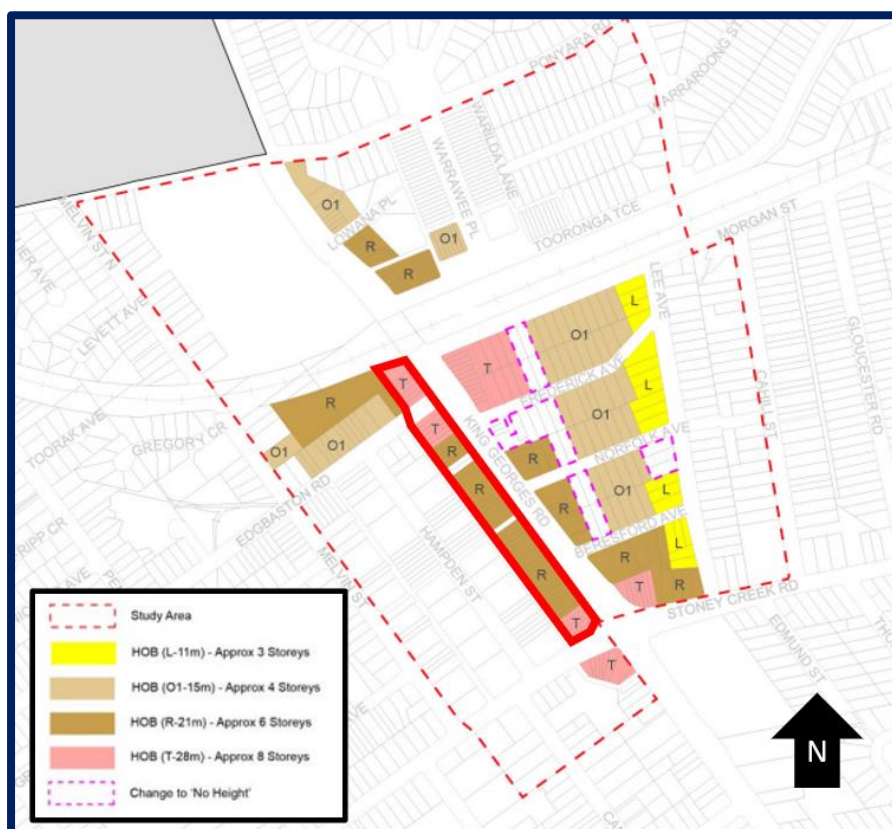
- The draft Beverly Hills Town Centre Master Plan was prepared by Georges River Council in April 2020 (the draft Master Plan 2020) (**Appendix A**).

The draft Master Plan 2020 establishes 5 "big ideas" concepts for the town centre:

- (a) revitalising 'The Strip' (land zoned B2 along King Georges Road), by encouraging mixed use development and shop top housing, including an expansion of the B2 zone and the creation of a new 'East Street'.

- (b) new opportunities for people to live close to public transport and services with the introduction of medium to high density residential redevelopment along the new East Street between the town centre and Lee Avenue;
  - (c) a new Civic Square for Beverly Hills on the corner of King Georges Road and Frederick Street, including a plaza space integrated with a community facility;
  - (d) new and improved connections including creation of 'East Street' and the widening of 'West Lane'; and
  - (e) new and improved pocket parks including a new neighbourhood park on the corner of Norfolk Avenue and Lee Avenue.
- The draft Master Plan 2020 recommended the following amendments to the site:
    - retain the existing B2 Local Centres zone (now E1 Local Centre zone);
    - increase the maximum building height from 15m to part 21m (6 storeys) and part 28m (8 storeys) (**Figure 1**);
    - increase the maximum FSR from 2:1 to 3:1 (**Figure 2**); and
    - provide three new through site links, public open space and 3m widening of Dumbleton Lane (**Figure 3**).

Further details of the draft Master Plan 2020, including the urban design analysis can be found at **Appendix A**.



**Figure 1** – Draft Master Plan 2020 proposed maximum building height map (Source: The draft Master Plan 2020)

# Rezoning Review – Briefing Report

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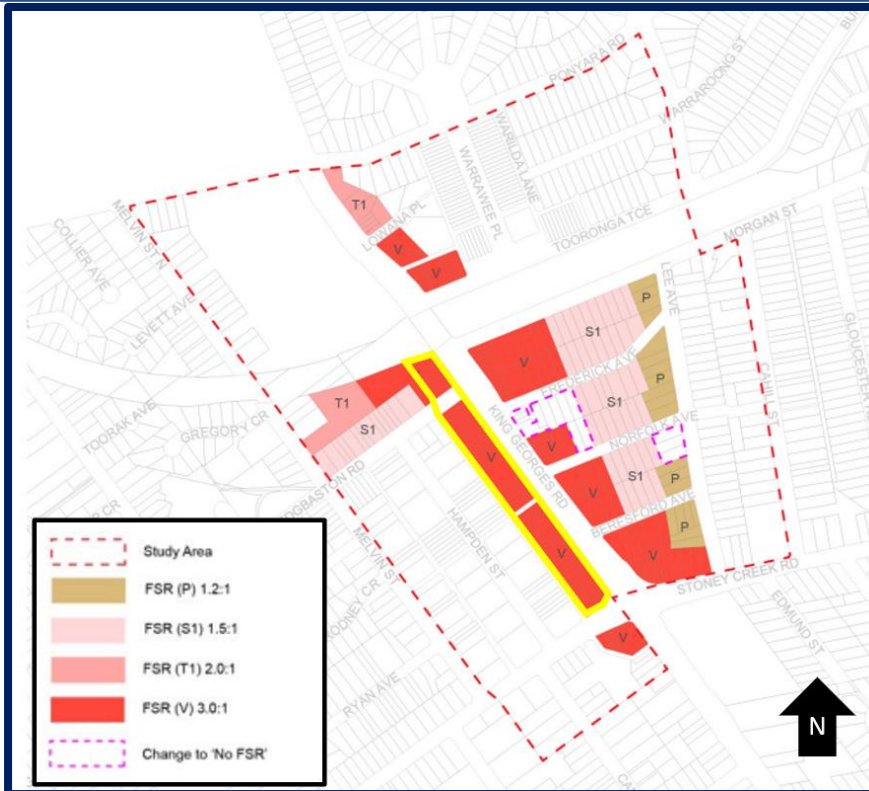


Figure 2 – Draft Master Plan 2020 proposed maximum FSR map (Source: The draft Master Plan 2020)

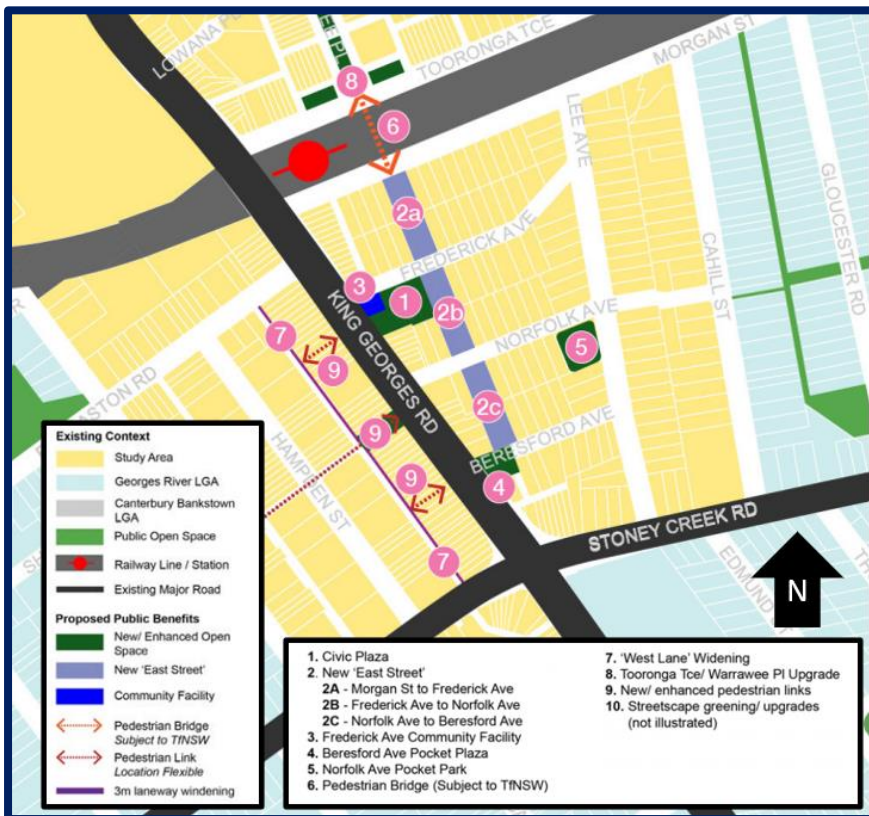


Figure 3 – Draft Master Plan 2020 proposed public benefits (Source: The draft Master Plan 2020)

## Exhibition of the draft Master Plan 2020 – July to September 2020

- On 25 May 2020 Council endorsed the draft Beverly Hills Local Centre Master Plan for public exhibition (**Appendix B**).
  - The draft Master Plan was publicly exhibited for 60 days from 28 July to 28 September 2020. A total of 78 survey submissions, 61 community submissions and 4 public authority and infrastructure provider submissions were received. Issues raised included:
    - compulsory acquisitions/amalgamation incentives;
    - development, scale, layout, and connectivity;
    - objections to traffic and car parking; and
    - requests for changes to the proposed controls to increase floor space ratios and building heights on specific sites within the study area, including the site of the planning proposal.
  - On 26 July 2021, Council considered a report on the outcomes of the public exhibition of the draft Master Plan 2020 which detailed submissions and recommended several amendments. Council resolved that the matter be deferred to a Councillor workshop to allow Council staff to explain the submissions received, amendments to the development controls, and to review compulsory acquisition of properties in the areas such as between Frederick Street and Norfolk Street. Subsequently, four Councillor workshops were held.
  - On 1 November 2021, the Department issued a letter confirming that the Land Use Safety Study prepared to support the draft Masterplan 2020 adequately addressed the NSW Land Use Safety Planning Framework (**Appendix C**). The letter required Council to ensure the LUSS was given effect in the draft Masterplan 2020, including:
    - limiting uplift on sites immediately adjoining the rail corridor to non-residential; and
    - utilising clause 6.16 - Development in areas of activity hazard risk to ensure compatibility of sensitive land uses, such as early education and care facilities.
- Council prepared a land use safety study (LUSS) to demonstrate the compatibility of future development with the hazard risk of the Moomba Sydney (Ethane) Pipeline.
- On 26 April 2022, Council resolved to defer the draft Master Plan 2020 to consider additional and/or updated studies including a population study, traffic study, and public domain works. Council also resolved to consider planning proposals that apply to the site in the interim on a case-by-case basis.
  - On 28 November 2022 Council resolved to defer the draft Master Plan 2020 to allow for a Councillor workshop, prepare a new draft master plan including the preparation of a public domain plan, a transport and parking study to assess the potential impacts of land use uplift on the existing network, and an amended hazard analysis. Council also reiterated its previous resolutions that the Masterplan does not incorporate any form of compulsory acquisition of private property, and not include a green corridor and public link proposed in the amendments to the draft Master Plan 2020.
  - Between November 2022 and February 2023, Council received more than 60 additional submissions regarding the Beverly Hills Local Centre Master Plan, the majority of these were in two proforma responses requesting no change to the R2 and B2 zones on the eastern side of King Georges Road and supporting no compulsory acquisition, and no 'East Lane'. Other concerns raised included:
    - the proposed commuter car park;
    - building heights, and



- the location of future supermarkets.

## April 2023 Council Meeting

- On 24 April 2023, Council resolved to not proceed with the draft Master Plan 2020 (**Appendix D**) and endorsed new principles to guide the preparation of the masterplan:
  - a) The Master Plan guides future development on both sides of King Georges Road.
  - b) The expansion of the business zone on the eastern side of King Georges Road to create opportunities for the growth of the Local Centre to support the local community.
  - c) The exploration of the western side of King Georges Road having greater maximum building heights than the eastern side of the road.
  - d) The investigation of the inclusion of affordable housing within the Local Centre.
  - e) That built form transition provisions between the business zone and adjoining low scale residential zones are incorporated into the Master Plan and future development controls.
  - f) That non-residential floor space within future developments ensures capacity to meet the 2036 projections for employment floor space.
  - g) That the Master Plan addresses the risk associated with the Moomba to Sydney High Pressure Gas Pipeline on future development.
  - h) The provision of a plaza and additional green spaces within the Local Centre.

The following elements to guide the development of the masterplan:

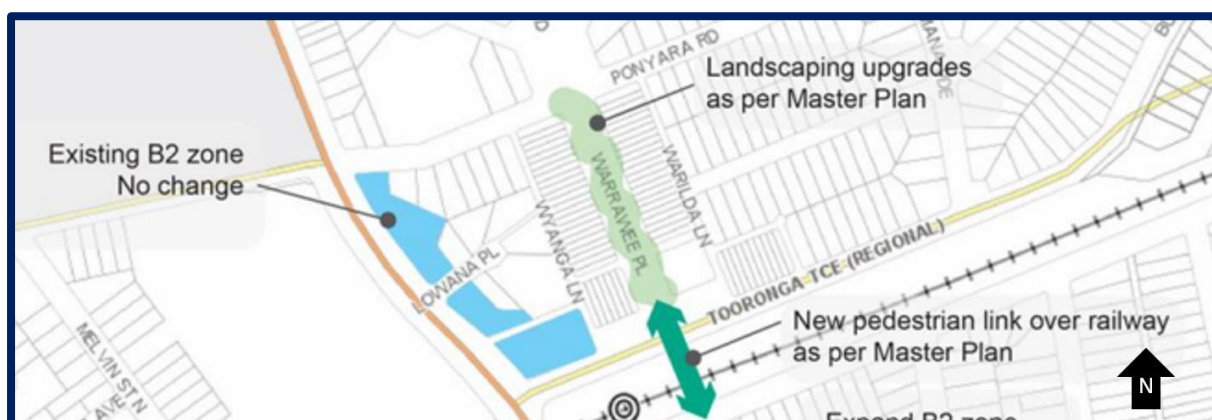
- a) For the northern side of the Railway Line (**Figure 4**):
  - i. No changes to the zone or development controls
  - ii. Public domain upgrades in Warrawee Place
  - iii. New pedestrian bridge over the railway line.
- b) For the eastern side of King Georges Road (**Figure 5**):
  - i. Expand the B2 zone
  - ii. Interface/setback controls are identified to address the built form transition between the B2 and R2 zone
  - iii. Car park at 23 Frederick Avenue and 506 King Georges Road is converted to a plaza with angled parking
  - iv. The maximum building heights is 21m (base height) to 28m (gateway sites)
  - v. The maximum floor space ratio is 2.5:1 (base FSR) to 3:1 (gateway sites).
- c) For the western side of King Georges Road (**Figure 6**) – part of this area is the site of this rezoning review:
  - i. The maximum building heights is 21m (base height), 24.1m (sites requiring 3m road widening and min 20m frontage), 31.4m (gateway sites), and 27.2m (Cinema site)
  - ii. The maximum floor space ratio is 3:1 (base FSR), 3.5:1 (sites requiring 3m road widening and min 20m frontage and gateway sites), and 4:1 (Cinema site)
  - iii. The widening of Dumbleton Lane by 3m
  - iv. The provision of green space on King Georges Road (purchase of land)
  - v. The provision of a pedestrian air bridge over King Georges Road.
- d) Melvin Street and Edgbaston Road (**Figure 7**):
  - i. Retention of the R4 High Density Residential Zone

- ii. Any future controls (FSR + height) result in limited residential intensification and restricted range of sensitive uses
- iii. The maximum building heights ranges from 15m to 21m
- iv. The maximum floor space ratio ranges from 1.5:1 to 2:1.
- e) That the non-residential floor space ratio in the B2 Zone be 0.75:1.
- f) That affordable housing is investigated to be provided on the western and eastern side of King Georges Road.

Council prepare and exhibit an amended documentation to support a new masterplan, including:

- o traffic, transport, and parking study which assesses TfNSW's concerns, the potential impacts of land use uplift on the existing network and to develop mitigation strategies in order to accommodate the expected growth under the Draft Master Plan;
  - o public domain plan;
  - o Affordable Housing Contributions Scheme for the Centre; and
  - o further risk modelling of the Moomba to Sydney High Pressure Gas Pipeline.
- Council's report anticipates preparing and exhibiting the updated masterplan by June 2023. This has not occurred.

A context map of these areas is identified in **Figures 4 to 7**, the rezoning review site and the study area for the masterplan can be found at **Figure 8**.



**Figure 4** – 24 April 2023 Council resolution on the draft Master Plan 2020 for the northern side of the Railway Line (Source: GRC Environment and Planning Committee report 11 April 2023)



**Figure 5** – 24 April 2023 Council resolution on the draft Master Plan 2020 for the eastern side of King Georges Road (Source: GRC Environment and Planning Committee report 11 April 2023)

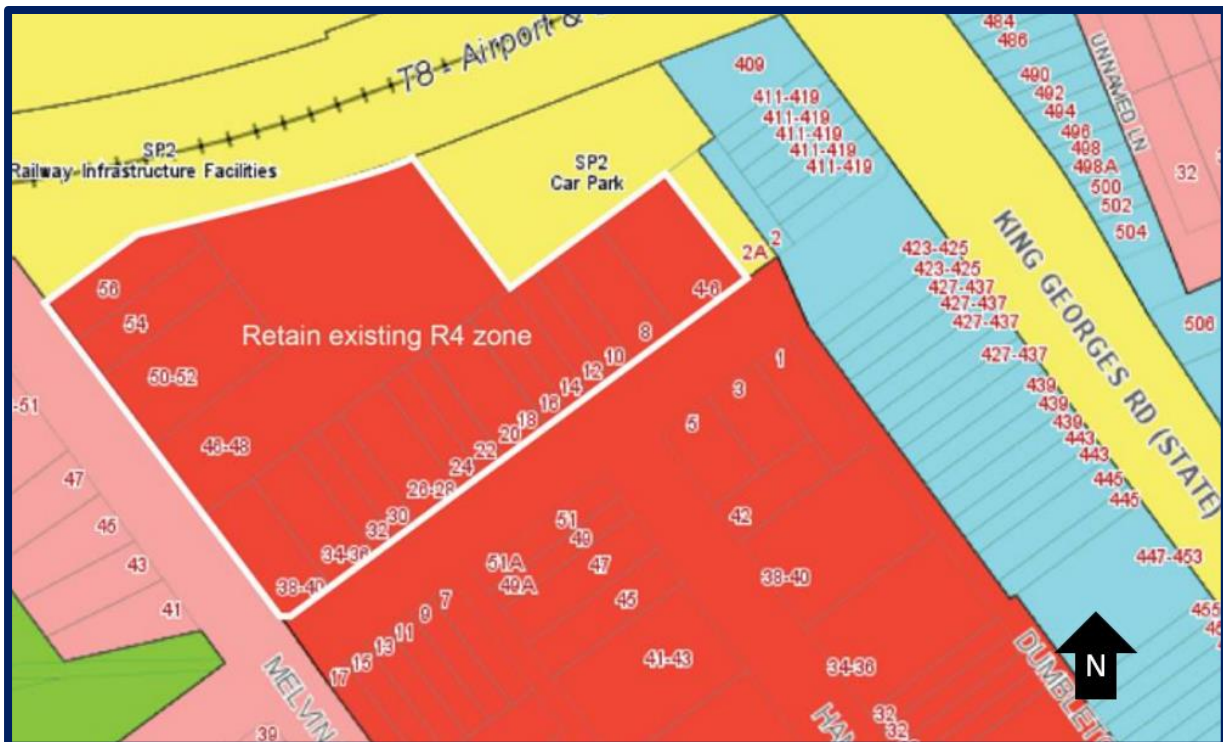


# Rezoning Review – Briefing Report

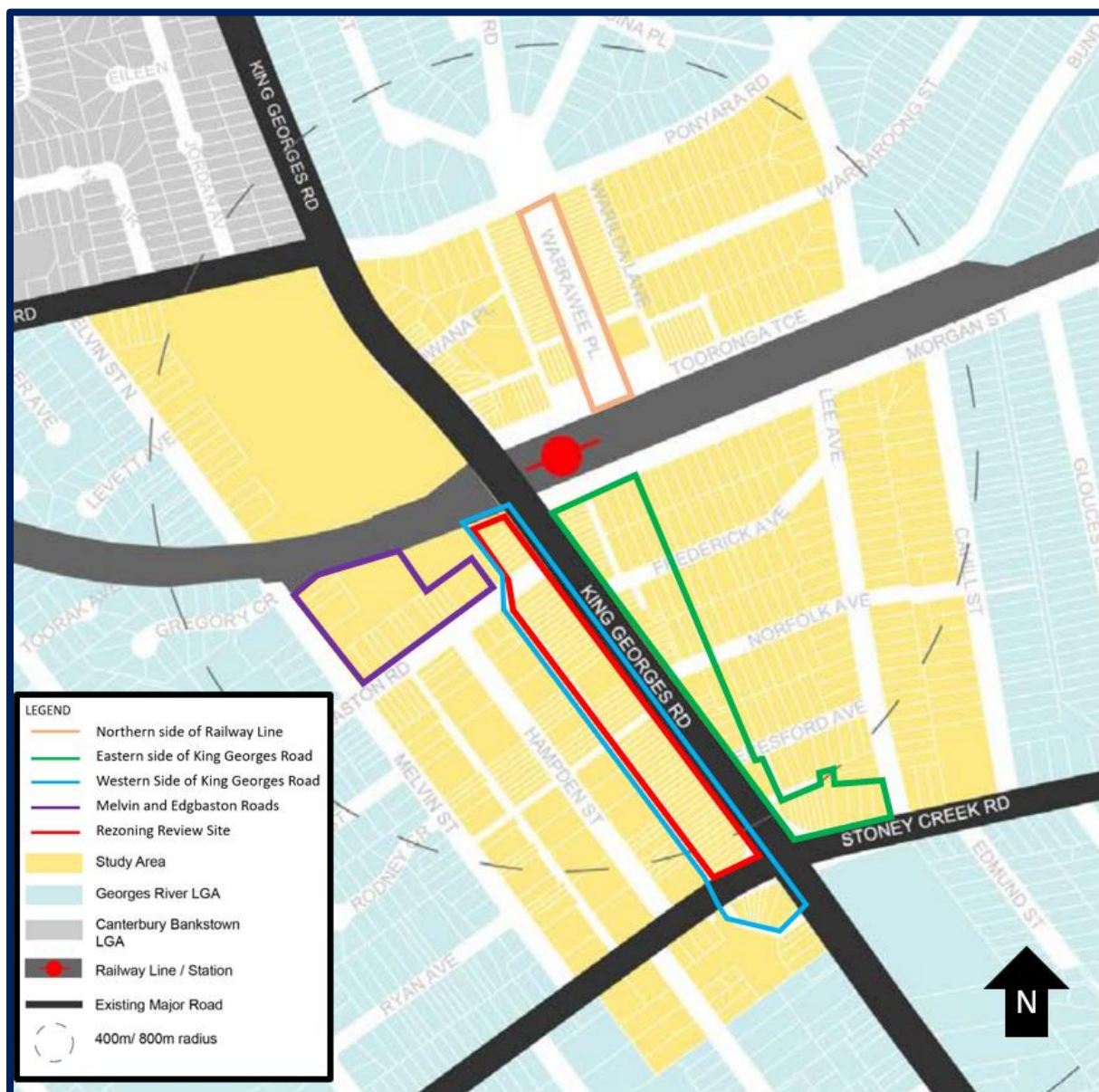
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**Figure 6** – 24 April 2023 Council resolution on the draft Master Plan 2020 for the western side of King Georges Road (Source: GRC Environment and Planning Committee report 11 April 2023). **Note:** area subject to rezoning review request highlighted red.







**Figure 8** – Context map of the study area, Council’s resolved elements to guide the development of the masterplan and the rezoning review site (Source: The Department of Planning and Environment).

## Appendices

**Appendix A** - The draft Beverly Hills Town Centre Master Plan dated April 2020

**Appendix B** - 25 May 2020 Council report package

**Appendix C** – Department’s Letter dated 1 November 2021

**Appendix D** - 24 April 2023 Council report package