

VISUAL IMPACT ASSESSMENT

EXISTING VISUAL CHARACTER

Campbelltown is located approximately 50km from Sydney and was initially developed during the 1960s and 1970s when planning policies were seeking to create satellite cities separated from Sydney's urban sprawl. This created a unique city centre at Campbelltown which is seen as a self-contained city in the countryside. The city centre sits between two prominent ranges of hills, the Scenic Hills and the East Edge Scenic Hills.

The precinct is characterised by a major split between the eastern and western sides of the railway station. The eastern side of the station, where the subject land is located, is a mix of retail, commercial, civic and residential uses. On the western side of the station, light industrial and bulky goods uses are more dominant land use activities.

Residential development on the eastern side of the station is characterised by 3-4 storey medium rise housing and low rise housing further from the station. There are areas of medium rise development located close to the station and several high rise developments proposed within this precinct of the city centre. There are also large areas of land surrounding the station containing at-grade car parking, particularly to the north-west of the station, with the station being a key Park & Ride location.

Campbelltown station plays a vital role in connecting the city centre to Sydney and to other major centres to the north, most notably Liverpool. The city centre and key features are shown in the aerial map overleaf.



Legend		Key Landmarks							
	Precinct Boundary	1	Campbelltown Council Chambers	5	Queen Street Historic Buildings	9	H J Daley Library	13	Bradbury Park
	Station	2	Campbelltown Court House	6	Campbelltown Mall	10	Campbelltown Arts Centre	14	Hurley Park
	Train Line	3	Mawson Park	7	Fisher's Ghost Creek	11	Campbelltown Catholic Club	15	Campbelltown Showground
		4	Glenalvon House, Lithgow St	8	Koshigaya Park	12	Ryldges Campbelltown	16	Kanbyugal Reserve

Source: Campbelltown Land Use and Infrastructure Analysis (Source: NSW Department of Planning)



OBJECTIVES FOR MANAGING THE EXISTING VISUAL CHARACTER

Campbelltown sits at the heart of the Macarthur region as the City Centre which serves as the main city for more than 800,000 people living within the Macarthur region. Campbelltown is projected to become the leading centre of health services, medical research and med-tech activity over the coming 20 years.

Campbelltown city centre is set to transform from the existing precinct is the major business and cultural centre for the region, with a mix of commercial, cultural, retail, civic and residential land uses. Queen Street is the focus of retail and commercial development in the precinct, with mixed-use and commercial development varying greatly between single storey shop fronts to multi-storey buildings with a range of retail and commercial and uses.

DESCRIPTION OF THE MAIN VISUAL COMPONENTS OF THE PROPOSAL

Movement and activation

The proposal seeks enhance the public domain spaces to visually enhance the site and it's surrounds, specifically at the ground floor by creating space for people to cycle and walk by providing new pathways, opportunity for separated cycleways, footpaths, pedestrian refuge spaces, bicycle storage facilities and enhanced public domain lighting.

Improved linkages at the ground level also creates opportunities for better visual connections both within the site and to the features that surround the site. Linkages are enhanced through the site in both north to south and east to west movements with both public as well as private through site links. The site now comprises a large wide building footprint which is permeated with the proposal to improve linkages to and through the City Centre. The Planning Proposal also seeks to enhance the public domain with high quality finishes and activated retail/commercial frontages, which will all facilitate delivering a better visual environment for the local community.

The proposal will also enhance activity around Campbelltown train station and Queen Street with new pedestrian friendly street frontages, through site links and the creation of opportunities for outdoor dining, street tree planting which will invite public gathering spaces and attractive street furniture.



Orientation

The proposed orientation of buildings has been carefully considered to ensure delivery of a highly activated and attractive Queen Street with new and improved site through linkages and view lines from the site to Mawson Park, Glenalvon House and surrounding developments. The proposal also includes mixed use towers that surround an attractive civic space which is designed in a manner that offers potential space for future public art, pop up food stalls, market spaces and alfresco dining opportunities – these features all seek to enhance the visual character of Campbelltown city centre.

Building form and height

The Planning Proposal delivers 4 towers which will range in height from approximately 40m through to the maximum permitted building height of 85m. The height variation seeks to create visual interest in the city skyline which can accommodate a range of future housing typologies to suit the needs of the growing community.

IDENTIFICATION OF IMPACTS

The Planning Proposal commits to the delivery of 5,000m² of commercial floor space which injects a significant number of future job opportunities ranging from the construction workers who will construct the actual development through to the hotel staff and (for example) landscaping staff that will maintain and manage the property in perpetuity.

The Planning Proposal provide a significant level of new and improved connectivity (including visual connectivity) for this site and surrounding land. The proposal seeks to deliver:

- A new link from Queen Street through to Anzac Lane (to the south of the proposed RSL building) along with road widening/future dedication. This will also enhance view lines from Queen Street to Anzac Lane which at present do not exist.

- 2 x new north to south through site links that will link Cordeaux Street, Mawson Park through to Anzac Lane and Glenalvon House, again these will also deliver new view lines and visual connections to these strategic spaces
- 1 additional new east to west link through the activated ground plane of the proposed development.

The new connections offered under the Planning Proposal are shown in the Draft DCP which accompanies this submission.

The entire new development will provide accessible paths of travel through the public domain and into the publicly accessible parts of the development. The future development scheme will offer the residents of Campbelltown a new lifestyle choice that is currently limited in offering. Where people can live a truly urban lifestyle where the need to drive and commute large distances is diminished which largely aligns with the NSW Government's 30 minute city approach to strategic centres.

The visual impact resulting for a development must clearly be seen in two dimensions. Firstly at the ground level and within the public domain as the site will be experienced by future residents, employees and visitors to the site. The proposal seeks to enhance this visual environment with new site connections, high quality public domain and flexible civic spaces as shown in the reference design. The planning proposal also seeks to deliver a visually interesting development with varied building height and high quality architecture which deliver a superior outcome on the site as shown in the photo montage overleaf which has super imposed the proposal onto the Re-imagining Campbelltown Vision Document.



Indicative Impression of Campbelltown Centre re-imagined



Indicative Impression of Proposal on Subject Site

