

13 October 2021

Department of Planning, Industry and Environment
Directions for Camellia-Rosehill Place Strategy Submission
Locked Bag 5022,
Parramatta NSW 2124

Via NSW Planning Portal

Directions for Camellia-Rosehill Place Strategy

Dear Camellia-Rosehill Place Strategy Team,

The Urban Development Institute of Australia NSW (UDIA) is the leading industry body representing the interests of the urban development sector and has over 500 member companies in NSW. UDIA NSW advocates for the creation of liveable, affordable, and connected smart cities.

We welcome the opportunity to provide comment on the Directions for Camellia-Rosehill Place Strategy and we are encouraged to see the Government recognising the immense opportunities that exist for the redevelopment of the Camellia-Rosehill precinct.

We are supportive of the five directions outlined in the Directions Paper, being:

1. Recognising and celebrating Country
2. Boosting economic activity and employment opportunities
3. Improving connectivity with a focus on sustainable modes of transport
4. Making residential development key to delivering good placemaking outcomes
5. Delivering an integrated and holistic approach to environmental management and sustainability

We encourage the Greater Sydney Commission (GSC), Department of Planning, Industry and Environment (DPIE), City of Parramatta Council and Cumberland City Council to be bold in their aspirations for the area and develop a place strategy worthy of the opportunity. One that recognises the strategic importance of the area in servicing the long term future for the Central River City, Parramatta, Sydney Olympic Park and surrounding suburbs. It is also imperative that the investment in state infrastructure, the Parramatta Light Rail and Sydney Metro West, is leveraged to ensure a return on investment and maximisation of benefits.

The Directions Paper rightly acknowledges that there are significant challenges to overcome, however these are not insurmountable. UDIA supports innovative solutions and mitigation techniques to overcome the challenges. We implore Government to see these challenges as opportunities and not squander this once in a generation chance.

In this regard, while UDIA supports the intent of the Directions Paper, there are areas where we believe the approach could be improved to ensure the best possible outcome is delivered for Camellia-Rosehill. To improve the future Place Strategy UDIA recommends:

1. **Implement a true co-design process by which industry and landowners are real partners in the development of the Place Strategy and precinct plan.**
2. **Investigate the utilisation of digital interactive tools such as an Urban Development Program or the Urban Pinboard already used to model scenarios for Camellia-Rosehill which can support engagement.**
3. **Support greater transparency in the process, with milestones, timeframes, responsible agencies, status and next steps made publicly available.**
4. **Deliver a much more ambitious target for residential that supports the economic productivity of the area, recognises the housing supply and affordability crises in Sydney, enables greater private contributions towards infrastructure and supports a more vibrant and productive precinct and region.**
5. **Deliver on the aspiration to promote sustainable transport and reduce private vehicle usage.**
6. **Leverage the opportunity of a single Minister responsible for the planning and transportation portfolios to fast-track staging and delivery.**

This submission has chosen to comment only on sections of the Directions Paper where UDIA believes there are opportunities for improvement:

Co-design Process with Industry and Landowners

While UDIA supports the directions outlined in the Directions Paper, the success of the future place strategy and ultimately that of Camellia-Rosehill Precinct, will come down to the strategic planning, infrastructure coordination, delivery program and funding. For this to have any chance of succeeding Government needs to ensure that the process is truly one of co-design and not just consultation. Industry and landowners need to be partners with Government to develop the strategic plans and implement their objectives.

Industry is best placed to understand not only the existing constraints the precinct is subject to, but to know the future conditions under which the existing regionally significant industries will thrive and the opportunities for densification of businesses, co-location of businesses and opportunities for mixed used business and residential.

UDIA recommends:

1. **Implement a true co-design process by which industry and landowners are partners in the development of the place strategy.**

Online interactive tools can ensure the co-design process is a simpler, quicker and more cohesive process. Governments should look to employ these tools to engage with all stakeholders in a meaningful and inclusive way. They further enable issues to be identified early, alternative scenarios to be run and for all partners to understand the direction of the place strategy and reason for the decisions made. The Urban Pinboard is an example of an online tool which exists now and scenarios for Camellia-Rosehill have already been developed and could be used to support the process. UDIA would welcome the opportunity to demonstrate this tool to Government with the owners – Giraffe Technologies.

UDIA recommends:

- 2. Investigate the utilisation of online interactive tools such as an Urban Development Program or the Urban Pinboard to model scenarios already developed for Camellia-Rosehill which can and support engagement.**

The next steps outlined on page 22 of the Directions Paper show that the draft place strategy will be exhibited this month, October 2021, within a couple of weeks of the Directions Paper coming off exhibition. This timeframe suggests that the draft place strategy must be well progressed and that comments made on the Direction document will have little time to be included. UDIA question the value of exhibiting the Directions Paper based on these short time frames.

The place making and strategic planning process in NSW is widely inconsistent and lacks any real sense of transparency. For industry and the community to have confidence in the process, a more transparent system must be implemented. The online interactive tools recommended above could also be used to track the process, milestones, timeframes, agency involvement, status & next steps.

UDIA recommends:

- 3. Support greater transparency in the process, with milestones, timeframes, responsible agencies, status and next steps made publicly available.**

Deliver on the immense opportunity for a great place to live and work

UDIA is encouraged that the Directions Paper identifies the immense opportunities that the redevelopment of the Camellia-Rosehill Precinct afford. The document acknowledges that while the focus of the precinct will remain on employment, this does not just mean supporting the 'status quo'. The acceptance that new business practices and technology enable greater diversity of employment and densification, while negating many of the past land use conflicts is supported by UDIA.

While it is encouraging to see that preliminary modelling has identified the opportunity for an increase in jobs from 4,000 to 10,000 in the precinct, UDIA recommends that future modelling be undertaken in partnership with industry, to ensure this number encapsulates the most contemporary business practices and delivers the maximum number of jobs for the precinct and surrounding region.

UDIA strongly supports the inclusion of Direction No. 4 making residential development key to delivering good place making outcomes. Camellia-Rosehill is ideally placed to support a new town centre and a significant residential component. This is not only important to house the residents of NSW during a housing supply and affordability crisis, but it will leverage the investment made in infrastructure with the Parramatta Light Rail and Sydney Metro West. It will also support, rather than detract from the primary employment focus of the precinct.

The suggestion that 10,000 dwellings could be accommodated on the basis that key infrastructure is delivered is underwhelming. The question should not be if key infrastructure will be funded and delivered but when, to ensure the maximum potential for the location is delivered. The Camellia-Rosehill precinct has the opportunity to rival some of the great revitalisation projects of the world.

UDIA recommends:

- 4. Deliver a much more ambitious target for residential that supports the economic productivity of the area, recognises the housing supply and affordability crisis, enables greater private contributions towards infrastructure and supports a more vibrant and productive precinct and region.**

Focus on sustainable transport modes

The direction to improve connectivity, with a focus on sustainable modes of transport, is strongly supported by UDIA. It is essential that place making is focused on outcomes and productivity. The investment in the Parramatta Light Rail and Sydney Metro West makes the precinct ideally suited to transport-orientated design, with the residential centres focusing on public transport usage, the proposal for reduced private carparking is also supported, as this will drive public transport patronage while also improving yield and feasibility.

The focus on sustainable transportation further reduces the strain on existing and proposed transportation networks that are essential to the continued operation of industrial and commercial operations in the area.

UDIA recommends:

5. Deliver on the aspiration to promote sustainable transport and reduce private vehicle usage.

UDIA acknowledges the significant challenges that the revitalisation of the precinct must overcome, and while these challenges are significant, they must not be used as excuses to minimise the ambition or delay the realisation of the place outcomes.

The recent appointment of Minister Stokes to the transportation portfolio, in addition to the planning portfolio, presents an unprecedented opportunity to align the transport and land use planning. Government should use this opportunity to better coordinate the program management, address infrastructure funding and bring forward the delivery of the precinct to support increased productivity as well as providing increased housing.

UDIA recommends:

6. Leverage the opportunity of a single Minister responsible for the planning and transportation portfolios to fast-track staging and delivery.

Conclusion

UDIA commends Government on its commitment to revitalise the Camellia-Rosehill precinct and while we are supportive of the directions outlined in the document, we implore Government to be more ambitious on the targets for employment and housing.

If you have any further questions or comments in regard to this submission, please contact Michael Murrell, Planning Policy Manager at UDIA NSW at mmurrell@udiansw.com.au or on 0413 221 195.

Yours sincerely,



Steve Mann
Chief Executive
UDIA NSW