

## REGIONAL

**Structure PLANS.** A Structure Plan is a visionary document. Its role is not necessarily to say how the vision might be achieved, but to articulate its key elements and set the scene for development and realisation of a vision of the future. The Structure Plans sets a framework for development of Campbelltown-Macarthur and Ingleburn over the next 25 years. They are the base for more detailed studies that identify strategies and actions to be implemented through statutory planning instruments - Local Environmental Plans and Development Control Plans.

Developing Structure Plans involves asking questions about a region, the immediate study area and the aims and agendas of different stakeholders. For Campbelltown, the strategies for each Centre aim to work in concert, not against each other, to benefit the whole City and the region. To this end, stakeholder views have been acknowledged but, in some instances, an independent approach has been taken.

**the MetroPoLit AN StrA tegy .** The Metropolitan Strategy was released by the NSW Department of Planning in December 2005. It sets out a comprehensive set of planning objectives for the Sydney metropolitan area over the next 25 years. Campbelltown-Macarthur is nominated as a Major Centre and Ingleburn is nominated as a Town Centre in the Strategy's hierarchy of centres. It forecasts the construction of over 150,000 new homes in Sydney's greenfield areas (including Edmondson Park, Camden and the South-West Growth Centre) and the creation of over 80,000 new jobs. The proposed Structure Plans have been developed in the context of these State government objectives.

**geNerA tiNg LocAL eMPLOYMeNt.** Over the next 25 years the Metropolitan Strategy is targeting the development of around 20,000 new jobs in the Macarthur/Liverpool Industrial Lands and 4,500 more jobs in the Campbelltown CBD. Some believe that few of these jobs will be in the advanced business service sector where value is added and incomes are higher. Others, however, consider that many of the 'knowledge workers' who currently commute out of Campbelltown might value the opportunity to apply their specialised skills, increase their productivity and improve their lifestyles, in jobs closer to home. Either way, a major job creation effort is required for a region where unemployment is relatively high and car dependency contributes to Sydney's environmental challenges.

In meeting its strategic objective to create *employment and entrepreneurial opportunities* Campbelltown City Council needs to address a number of related issues. These include:

- Improving public transport and private vehicle access to its major Centres,
- Ensuring the public realm (particularly in the Campbelltown CBD and Ingleburn) offers a sense of belonging to a lively, living community to those seeking a more 'urban' lifestyle,
- Ensuring the Centres contain a dynamic mix of places with a wide range of opportunities for employment, entertainment, recreation and personal services,
- Ensuring a quality local business environment is available for small, 'knowledge economy' and small clean production businesses, and
- Facilitating the development of affordable, quality residential choices for young people, couples and families unable or unwilling to enter the conventional detached housing market in the new release areas.

**eNcourage higher deNsity reSidentIAl.** The Metropolitan Strategy targets the development of between 60 and 70% of new housing stock around major centres and transport nodes. This aims to balance new greenfield release area development with in-fill in existing suburbs. For example, of the forecast 7,550 increase in Campbelltown's dwellings over the next 10 years, around 37% are anticipated to be developed around the City's transit nodes. A further 16% are likely to be on in-fill sites within existing neighbourhoods.

The likely age and structure of the fastest growing household groups – couples without children, singles and single parent families - suggests that much of Campbelltown's new housing stock will need to cater for a wider range of income levels, equity capacities and physical capabilities than has been the case to date. Many will find housing in the Growth Centres beyond their financial capacity, some distance from employment or unsuitable for their physical and lifestyle needs. New developments that offer well-designed affordable housing, employment and a diversity of retail, services and entertainment around Campbelltown's major transport hubs will meet the needs of these people.

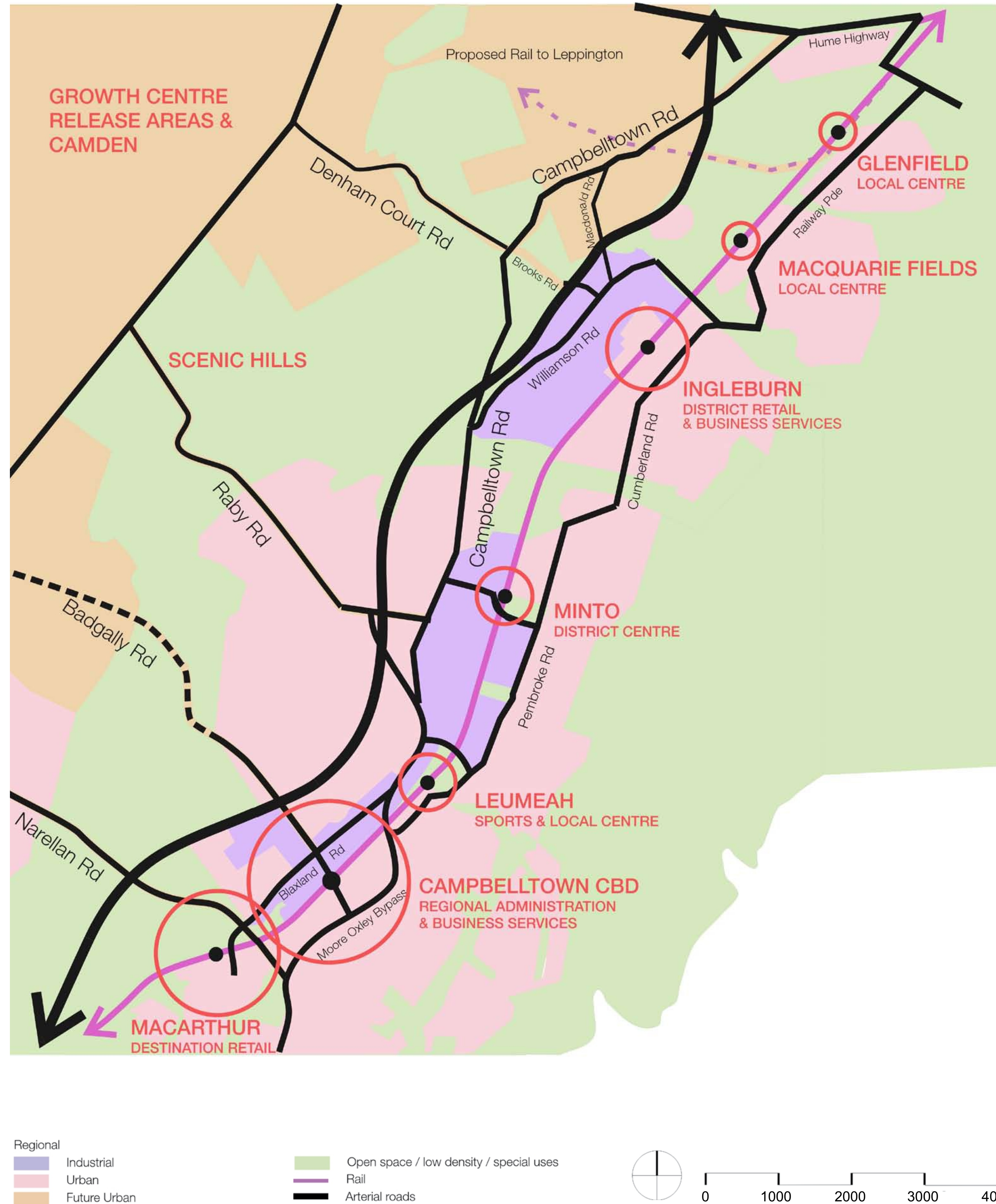
**deveLoPiNg the ret AiL eNviroNMeNt.** Studies undertaken by Council for the Structure Plans study identified the principal differences between Macarthur, Campbelltown and Ingleburn as being their different proportions of retail, commercial and cultural/recreational floor space. This distribution is unlikely to change significantly in the future.

- Macarthur Square with its high quality mix of shops and entertainment, is the region's dominant retail destination. Ease of both pedestrian and vehicular access will remain a major limiting factor unless upgrades to Narellan Road and important intersections are undertaken in the near future.
- Ingleburn has a high proportion of commercial floor space that clearly indicates its importance as a local business and services centre. This should be reinforced without destroying the centre's spatial and streetscape qualities. Nardoo, Macquarie and Oxford Streets offer a distinctive village character to visitors that should not be diluted by inappropriate development in the short term.
- Campbelltown CBD is the region's business and cultural centre. Its retail offer is split between the enclosed environment of Campbelltown Mall and the street oriented, in-grained mix of Queen Street. Campbelltown Mall and the cultural/entertainment precinct around the Arts Centre, Library, Catholic Club and heritage buildings are the southern anchor. The Broughton Street end, with its proximity to the railway station, can become an employment-based northern anchor. Between the two is Mawson Park with its potential to become the 'green heart' of an intensified CBD. As the primary pedestrian connection between these anchors, Queen Street would benefit from the increase in employment and residential densities.

Successful development of these Centres will demand developments and interventions that support their transformation into places that are so valued and special, the community is encouraged to invest, work, shop, live there and continue to visit.

# REGIONAL STRUCTURE

## CAMPBELLTOWN CENTRES STRUCTURE PLAN



## ACCESSIBILITY AND TRANSPORT

The Metropolitan Strategy, the State Plan and the Government's Integrated Land Use and Transport policy framework all aim to provide mode share targets to local governments and sustainable travel mode choices for Sydney residents. The principal mechanisms are:

- The intensification of residential development around public transport, retail and commercial nodes, together with
- A hierarchy of pedestrian and cycle access routes,
- Integrated bus/rail interchanges,
- Efficient drop-off and pick-up zones, and
- Strategically located, shared commuter parking.

The State Government is targeting Campbelltown/Macarthur as an emerging public transport hub. Importantly, Campbelltown/Macarthur and Ingleburn already have the basic bus, rail and parking infrastructure in place. Furthermore, the Structure Plans identify land for higher density housing and opportunities for increased local employment to support policy objectives to reduce private vehicle trips and external commuting. The challenges are to recognise that:

- Campbelltown's principal regional roads and intersections are near or over their design capacity or fail to reach acceptable service efficiency levels,
- Private motor vehicle use will continue to put pressure on the regional and local road networks and investments in eliminating 'bottle necks' must be made,
- Regional and local bus networks must be enhanced to efficiently connect residential areas with the major transport hubs and increase the appeal of public transport, and
- Efficient east/west bus and car links are required because Camden and Brngelly will, at least in the short-term, both rely on Campbelltown for high level health, education, retail and business services.

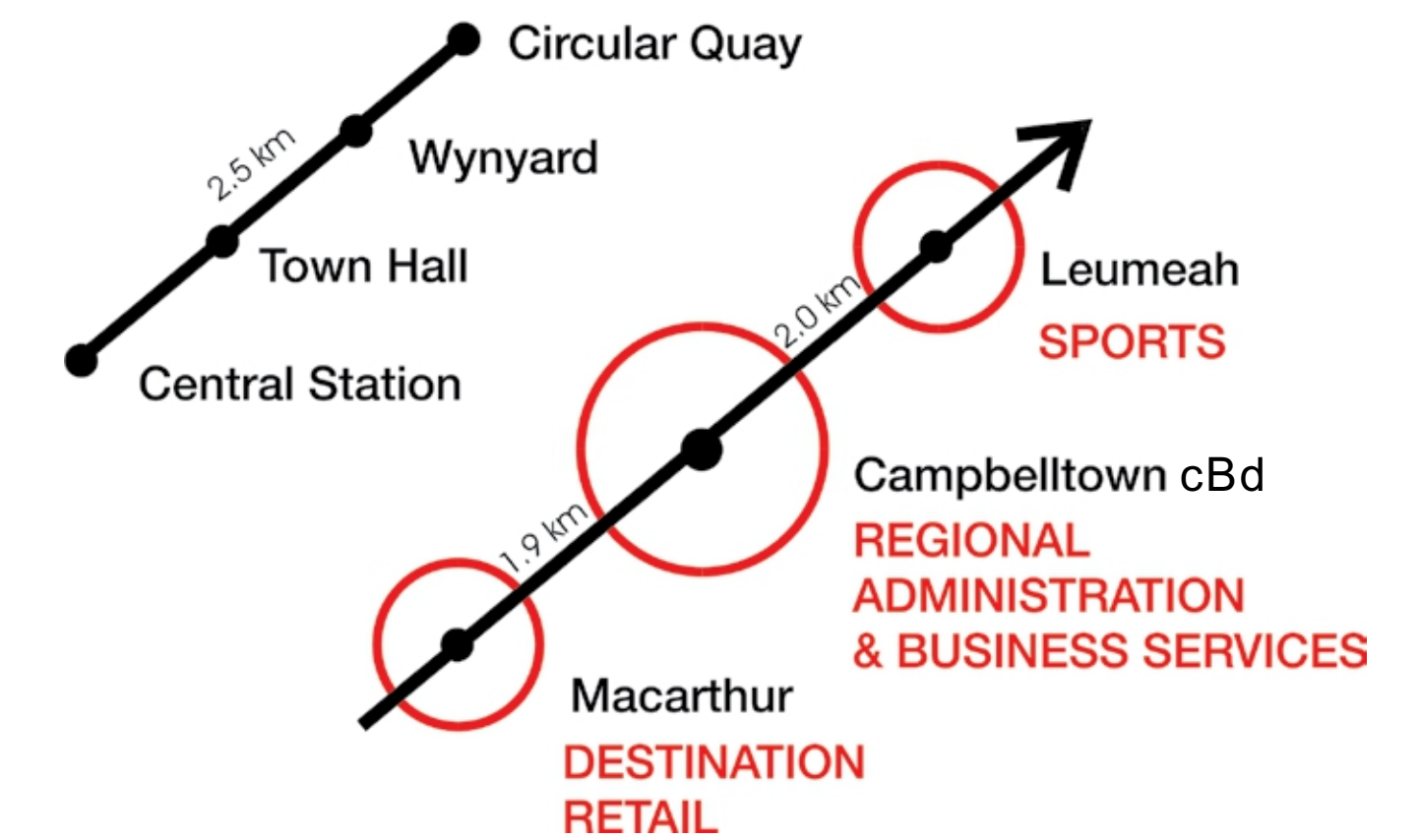
Development of a stronger public transport network is the key to reducing problems with traffic congestion, car parking and conflicts between commuter, shopper and worker parking. To help achieve this aim, a new bus interchange at Macarthur is being promoted to cater for increased train servicing at Macarthur Station, and the Structure Plan calls for a major upgrade of Ingleburn station. In addition, the importance of Campbelltown station should be recognised by the recommendation it is redeveloped as the region's major bus/rail interchange. The detail of these actions will involve continuing consultation with the relevant State agencies.

## CENTRES STRUCTURE AND HIERARCHY

**Ingleburn.** With its mix of commercial, retail, employment and public transport connections, Ingleburn has the ingredients for gradual growth and reinforcement of its role as Campbelltown's second CBD. Centres in the vicinity of Ingleburn, including Minto, Glenfield and Macquarie Fields support this hierarchy with a more local retail focus. With improved public transport links, Ingleburn is well placed to serve the growing catchment population located Campbelltown and Liverpool. Its role as major centre is supported and its Structure Plan contains ways the Centre's growth can be managed.

**Campbelltown and Macarthur** are not clearly defined as a single Centre or two disconnected precincts. They are located about two kilometres apart but have continually been promoted as a combined place. In contrast, Leumeah – a further two kilometres to the north - is considered to be a centre in its own right with an emerging sports centre and abundant commuter parking. Narellan Road, and their different functions, are barriers to Campbelltown and Macarthur functioning as one centre.

Analysis of the two precincts indicates that Macarthur provides the major destination retail, tertiary education and health services for the sub-region in contrast to Campbelltown. The latter is characterised by a rich and varied mix of commercial, cultural, retail, civic and open space activities in the frame around Queen Street. Public transport favours Campbelltown over Macarthur as access to the station from the surrounding region is more direct and has more opportunities for enhancement. The CBD also has room to grow in the short term, private vehicle and public transport access to and between both Centres needs to be improved.



It is interesting to compare the reality of a strong link between Campbelltown and Macarthur with the Sydney CBD. Campbelltown and Macarthur are similar distance apart as Circular Quay and Central Station. Over this distance the Sydney CBD contains five railway stations as well as distinct activity and service precincts. For example, high level administration and business services are concentrated toward Circular Quay, retail activities focus on the Pitt Street Mall and educational institutions cluster around Central Station.

These precincts have only started to merge in the last two decades. This demonstrates that even without the Narellan Road barrier, similar functional and access connections between Campbelltown and Macarthur may be possible but only over the longer term. It is proposed that Campbelltown-Macarthur continue to be promoted as one centre in keeping with the Metropolitan Strategy with recognition of the various precincts that make up this major centre.