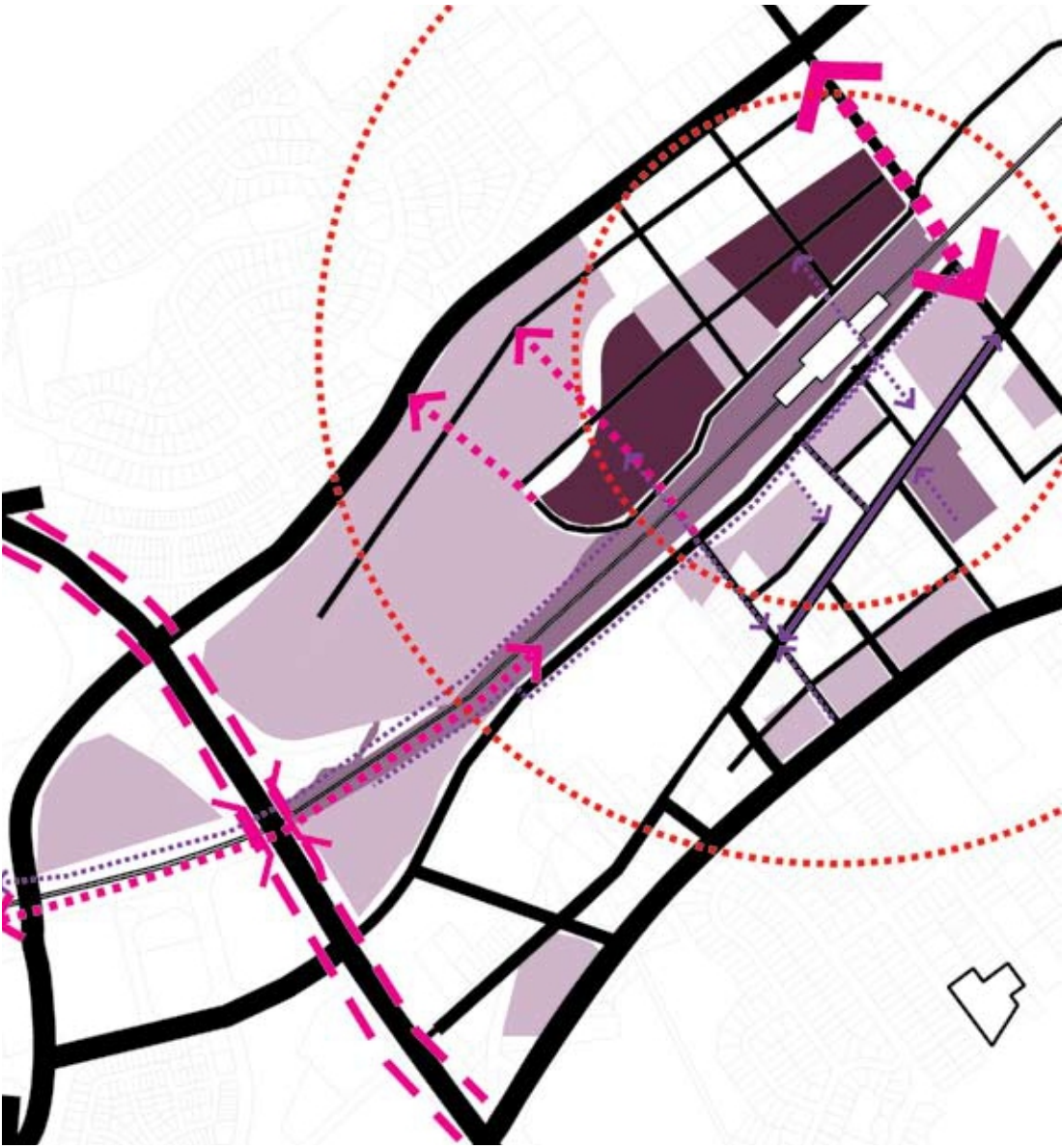


CAMPBELLTOWN-MACARTHUR

CATALYST SITES

Council owns substantial areas of land east of Blaxland Road and north of the railway. Much of the remainder is in the hands of a few owners who, it is understood, are willing to cooperate in identifying long term development strategies for their land.



Central Business Districts by their nature are founded upon multiple land ownerships from which their character and diversity evolves. As the consent authority, Council plays a leading roll in determining strategic directions for the City as well as their implementation. It is also the dominant landowner in both the CBD and Blaxland Road Precincts and its holdings are strategically located. These key sites can be catalysts for development that demonstrates leadership in achieving the Structure Plan outcomes.

couNciL oWNed cA tALySt SiteS

Three key catalyst sites in Campbelltown CBD have been identified: Campbelltown Library
Demands on Council's Hurley Street library may soon exceed its

capacity and prompt consideration of its future. It is strongly believed that enlargement may preclude other long-term opportunities that would benefit the community and the library would continue to be disadvantaged by its distance from the City centre.

The Structure Plan has also identified the employment generation

opportunity presented by the concept of Live/Work Villages. A small demonstration of this concept might benefit from proximity to the communications, meeting and support facilities offered by a modern library. An opportunity to address both these issues is available over Council's car park on Moore Oxley Street between Dumaesq and Lithgow Streets. The site has strong connectivity to Queen Street and a good street frontage. Its grades are likely to enable relatively low cost, partly underground public and resident parking over which a new library and live/work premises could be built.

Development of this concept's design and commercial feasibility is obviously necessary but it could present Campbelltown as a forward-looking City and assist the development of Queen Street as a high quality, active and attractive urban 'place'.

Possible Relocation of Council's Offices

An issue worthy of considered and informed debate is whether Council's current office accommodation and facilities are functionally, environmentally and technically adequate. If it is concluded that the community may be better served by a new building, thought should be given to redeveloping Council's land on the corner of Hurley and Railway Streets. This would create a stronger 'civic precinct' adjacent to the Law Courts and Mawson Park and just off Queen Street. It may also enable redevelopment of the present site as an employment generating northern 'gateway' to the CBD.

Commercial testing of a concept design will be necessary. This would not commit Council but may stimulate wide debate about the future shape and character of the City and how Council might optimise its service offer to the community.

PRECINCTS



Existing development
Development areas
Recommended development
Open Space



KEY PRECINCTS

BLAXLAND roAd

This area offers ample long-term opportunity for growing Campbelltown's CBD. New land uses that might compete with the retail and commercial revitalisation of Queen Street and the main CBD area should not however, be permitted.

High quality commercial, mixed use and residential development adjacent to the station is fundamental to the evolution of this area and improving east/west connections. Clear articulation of the road network is important in setting its character. In addition, there is potential to redevelop Bow Bowling Creek as a linear park that would dramatically improve the amenity and value of adjacent residential development. This park would complement Koshigaya Park and consolidate a number of currently unrelated open spaces into a 'Green Gateway' for the Campbelltown - Macarthur Centre.

cAMPBeLL toWN St AtioN redevLoPMeNt

A bus/rail interchange designed to be an iconic element of public art rather than a utilitarian structure would:

- Symbolise the importance placed on developing Sydney's public transport network,
- Provide the City of Campbelltown with a significant 'civic icon'
- Create a strong pedestrian connection between the existing CBD and what will become more intense land uses west of the railway, and
- Enable passengers to move safely, and under cover, between two transport modes.

The vision is a 'civic icon' for Campbelltown that evokes a sense of place and establishes an image for the promotion of the City as a place of choice and opportunity.

A major effort to realise the concept and coordinate the multiple authorities and interested stakeholders is required.

Queen Street -cAMPBeLLtoWN cBd

The area along Queen Street, north of Railway Street and Mawson Park, contains the Law Courts, Council's offices and a few small shops and commercial premises. The Structure Plan proposes that this area becomes a high-density employment sub-precinct for knowledge-based and service businesses that seek a superior address and access to public transport. Council may consider in the longer term relocating its operations to land it owns on the corner of Railway and Hurley Streets as a way to stimulate creation of this sub-precinct as Queen Street's northern anchor.

Queen Street cuL turAL PreciNct

At the southern end of Queen Street, the Arts Centre, Library, Catholic Club and Koshigaya Park can be consolidated as a cultural precinct. With better connections to Campbelltown Mall, this precinct can become Queen Street's southern anchor. The challenge of the barrier and disconnection created by Camden Road needs to be addressed if this objective is to be achieved. Implementation of the employment and cultural anchors demands that detailed attention is given to their overall amenity, connections and access.

tiNdALL Street PreciNct

The Tindall Street Precinct will be a key site in any effort to improve the connection between the Macarthur and Campbelltown CBD Precincts. The Structure Plan envisages its long-term redevelopment for higher density residential and a high quality open space connected to Marsden Park. This requires an investment in open space and drainage infrastructure and a joint venture or multiple land owner development approach. To protect its longer term potential, the area could be 'land banked' either under existing controls or carefully considered envelope controls that may be incorporated in the new DCP. The controls might include height or floor space incentives to ensure a high quality 'green link' to Marsden Park is created when the site is redeveloped.

green gA teWAY

A 'green gateway' is created by the combination of Tindall Street Precinct, Queen Street Cultural Precinct (including Koshigaya Park) Gilchrist Oval and the Bow Bowling drainage and open space reserve. Consideration should be given to varying the experience for people going to or leaving the Macarthur Precinct by permitting well-designed, low scale development between Gilchrist Oval and Gilchrist Drive. This gateway can provide the Campbelltown-Macarthur Centre with a unique feature of high amenity that supports growth in a major town centre.