



# Re-imagining Campbelltown CBD Sydney's Southern Gateway

## Engagement Summary





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## Background

Council is committed to Re-imagining the Campbelltown - Macarthur Strategic Centre (CBD) to a world class destination city. This aspirational goal aligns both the aims articulated by the community through the adopted Community Strategic Plan (*Campbelltown 2027*), as well as our classification as a key strategic centre by the State Government/Greater Sydney Commission. Council is keen to push the typology to drive transformational change positioning the city as a key metropolitan location and a destination in its own right.

To better understand, position and leverage off this potential, Council has recently undertaken a body of work building on and articulating the vision and strategy for the recently launched Campbelltown Health and Education precinct. This work was based on a collaborative approach bringing together a range of key stakeholders to articulate a draft vision for the Campbelltown CBD.

In support of this, the Greater Sydney Commission (GSC), through the metropolitan and district plans, provide the overall metropolitan planning context and articulates the role and state level actions required to achieve the vision for Campbelltown - Macarthur CBD within the Western City.

The overall aim as articulated by the GSC is to enable the City of Campbelltown to function as the main focus for access to goods and services, entertainment, leisure and recreational activities as well as cultural and arts experiences (*GSC District Plan*). In line with this emerging status there needs to be a greater focus on attracting economic, employment and investment opportunities.

In order to make this vision a reality, the “Re-imagining Campbelltown CBD” project was developed recognising the need for an extensive level of transformational change through a multi staged process.



## Purpose of engagement

The vision for the Re-imagining Campbelltown CBD project was informed using the aspirations expressed during a multitude of stakeholder workshops, one-on-one meetings, and from the previous extensive consultation process undertaken with our community, as part of the development of the Community Strategic Plan (CSP), *Campbelltown 2027*.

The results of the CSP engagement were fundamental to the development of the draft vision. The stakeholder workshops for the CBD project were based on the comprehensive feedback Council received through the CSP engagement. The process for the CBD built on the themes which the community said were important to them – connectivity, protecting the green space and appropriate planning for future growth. Key stakeholders, which included members of the local community, were involved in workshops and interviews throughout the development phase of the draft vision.

As this is a vision for the City, it was important to determine that the Campbelltown community as a whole was embrative and supportive of the future direction.

In order to achieve this, Council endorsed the Re-imagining Campbelltown CBD document to go on public exhibition for a four week period. The exhibition period invited the public to provide written submissions commenting on the suitability of the draft vision, and encouraged the completion of a public survey providing feedback on the six growth principles that will serve as indicators to measure Council's success in implementing the vision of this high impact, CBD shaping project.

## Engagement strategy

To commence the journey of Re-imagining Campbelltown CBD, a Project Management structure was established, which included the Project Sponsor Group, Project Management Office, and the Project Reference Group. This structure of working groups ensured the project was delivered on time, and on budget, and enabled professional and specialist staff input.

The Deloitte consortium (who were the successful tenderers for this project), a group of world class specialists in transport and infrastructure, economic development, sustainability, strategic and structure planning and urban design, operated at Council's Administration Building throughout the duration of Phase 1. This allowed for not only knowledge transfer opportunities with Council staff from renowned industry professionals, but also a ground level approach towards the project.

This team of specialists conducted three stakeholder workshops which were attended by community groups, government agencies, local businesses, local members of parliament and community advocates to inform the growth principles and overarching vision to Re-imagining Campbelltown CBD. Each workshop was informed by the one before with content developed through interactive activities. The vision and principles were a result of those in depth, focused and engaging discussions.





In addition, more than 20 stakeholders were involved in one-on-one meetings gathering their thoughts on the current situation within the CBD and where opportunities were for revitalisation, as well as distinguishing the city's point of difference from neighboring local government areas.

Following the extensive analysis of stakeholder workshops, one-on-one meetings, the ideas and aspirations from key city advocates and the reoccurring themes from the responses to the Community Strategic Plan engagement, an engagement plan was established to ensure as many members of the community had an opportunity to have their say in the draft vision.

This engagement plan included a forum to present the draft vision at Parliament House which was well attended by politicians including the NSW Premier, Gladys Berejiklian MP, NSW Opposition Leader, Luke Foley MP, local, state and federal tiers of government, local and metro media representatives and health and education institutions. In order for the draft Re-imagining Campbelltown CBD vision to become a reality, the project needed to be presented in this type of forum to gain interest from state and federal government to facilitate cross-agency collaboration to ensure the vision is delivered efficiently and achieves the best outcome for our residents.

A local business forum was then held at Campbelltown Arts Centre in a similar format. This forum attracted a number of local residents, local businesses and local media.



*Local Re-imagining Campbelltown CBD Forum at Campbelltown Arts Centre*



At an extraordinary meeting on Tuesday 27 March, Council endorsed the draft vision to be placed on public exhibition for a broader community consultation process to commence. During this period, the community was encouraged to provide any comments, suggestions or feedback on the draft vision through multiple methods including face-to-face consultation, an online survey and the opportunity to provide a formal submission.

Below is a summary of the consultation schedule.

Engagement Activity	Date	Time
Online survey	28 March – 27 April	Anytime
Submissions via Have Your Say page or via email or post	28 March – 27 April	Anytime
Campbelltown Civic Centre – static display	28 March – 27 April	Business hours
HJ Daley Library – static display	28 March – 27 April	Business hours
Campbelltown Civic Centre – staff available for face to face consultation	Tuesday 3 April Tuesday 10 April Tuesday 17 April Tuesday 24 April	9.00am – 11.00am
HJ Daley Library – staff available for face to face consultation	Monday 16 April Friday 20 April	1.00pm – 2.30pm 10.00am– 11.30am
Campbelltown Mall pop up stall	Thursday 5 April	4.00pm – 7.00pm
Macarthur Night Markets pop up stall	Friday 6 April	5.00pm – 9.00pm
Macarthur Square pop up stall	Thursday 12 April	4.00pm – 7.00pm
Campbelltown Arts Centre pop up stall	Saturday 14 April	9.30am – 12.30pm
Campbelltown Arts Centre pop up stall	Wednesday 18 April	10.00am– 12.00pm
Campbelltown Mall pop up stall	Thursday 19 April	4.00pm – 7.00pm
Internal staff information session – Minto Depot	Wednesday 18 April	7.30am – 8.30am
Internal staff information session – Civic Centre	Wednesday 18 April	10.00am– 11.00am 2.00pm – 3.00pm



Notice of Public Exhibition letters were sent to government agencies, key stakeholders and community groups inviting their comments and feedback regarding the vision. These letters were also extended to local members of parliament and neighbouring Councils.

### Marketing and promotion

Following the forums at Parliament House and Campbelltown Arts Centre, the Re-imagining Campbelltown CBD project was promoted through major and local news outlets including Channel 7 and 9 News, The Daily Telegraph, The Sydney Morning Herald, Macarthur Chronicle, Campbelltown Macarthur Advertiser and South West Voice. This was supplemented with internal communications to staff, social media posts, further news articles in local papers, media releases, updates on Council's webpage, articles in Council's community e-newsletter, business e-newsletter and Council's quarterly staff newsletter Connect.



*Campbelltown Macarthur Advertiser's social media post on Facebook*





## Engagement Branding

In order to familiarise and easily identify the Re-imagining Campbelltown CBD project, a consistent branding was developed and utilised throughout the consultation. This branding was used on all posters, flyers, promotional material at engagement events, online and on the draft vision itself.





## **Appendices**

- I. Thematic Assessment of Community Response to the Online Survey**
- II. Graphical Survey Results**
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## **APPENDIX I – Thematic Assessment of Community Response to the Re-imagining Campbelltown CBD Community Survey**

### **1. Survey approach**

It is important to note that the online survey questionnaire included a background statement and introductory remarks which aimed to assist the participant to understand its purpose and to outline what Council was seeking to achieve. It linked the field of response to 'Re-imagine' and the future of the Campbelltown CBD more generally. Those introductory remarks are reproduced below:

*"The City of Campbelltown is facing vast levels of growth over the next few decades; almost double that of the existing population. As a community, we need to be in front of this growth – we need to be proactive rather than reactive, to create a CBD grounded in the strengths and identity of our community.*

*With this growth, we need to ensure jobs and amenity are within reach of everyone. The lifestyle and health of our community are paramount. The Re-imagining Campbelltown CBD project aims to address these ambitions.*

*The vision for the project was informed using the aspirations expressed during stakeholder workshops and from the extensive consultation process undertaken within our community, as part of the development of the Community Strategic Plan, 'Campbelltown 2027'.*

*To help us understand the suitability of the proposed Re-imagining Campbelltown CBD vision, we encourage you to take a few minutes to complete the below survey."*

### **2. Survey Response**

A total of 434 survey responses were received throughout the public exhibition period which ran from 27 March – 27 April 2018.

By far and away, the majority of responses were received electronically, with only 60 (or approximately 14%) out of 434 surveys submitted on paper.

The survey questionnaire invited respondents to leave their contact details with Council for further information on future workshops and forums concerning the Re-imagining Campbelltown CBD project. Pleasingly, 129 respondents submitted their contact details or just below 30% of the total respondents.

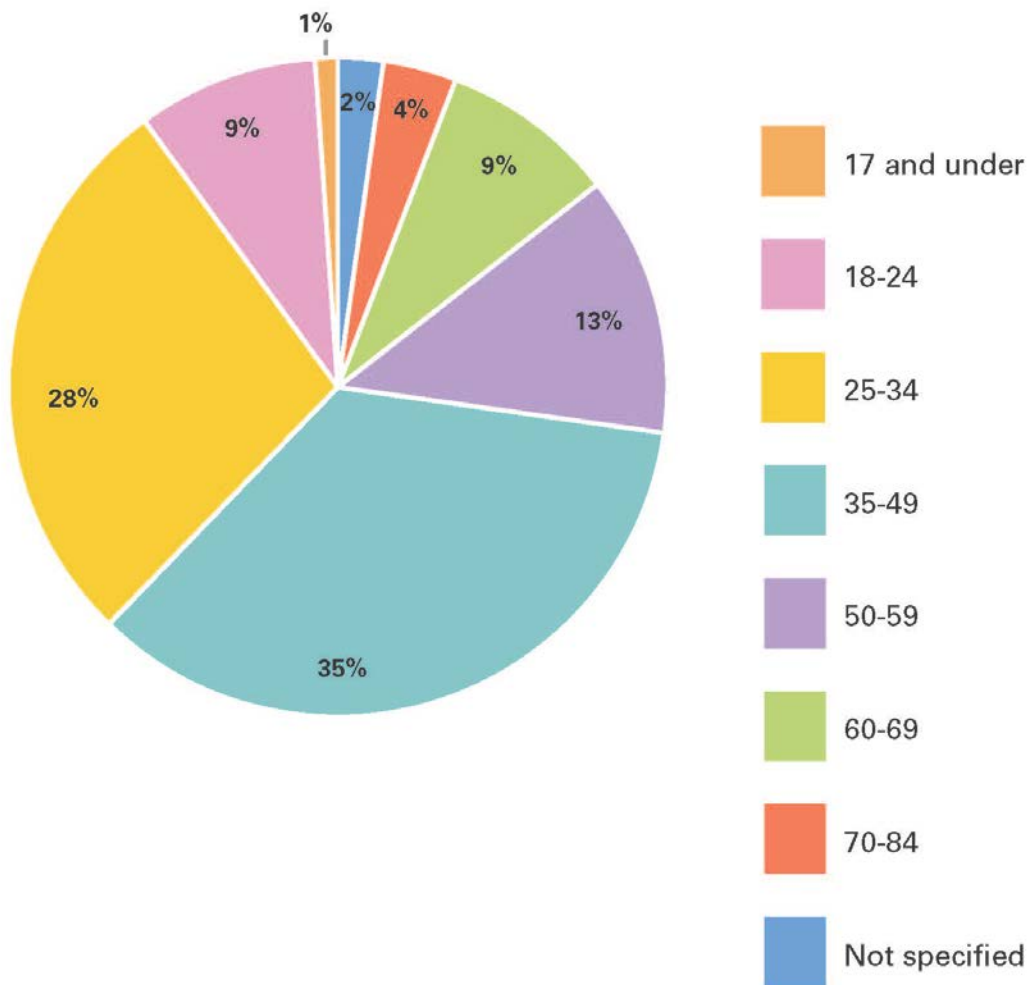
Information has also been extracted from the respondent data base showing the age, gender and location of participants.





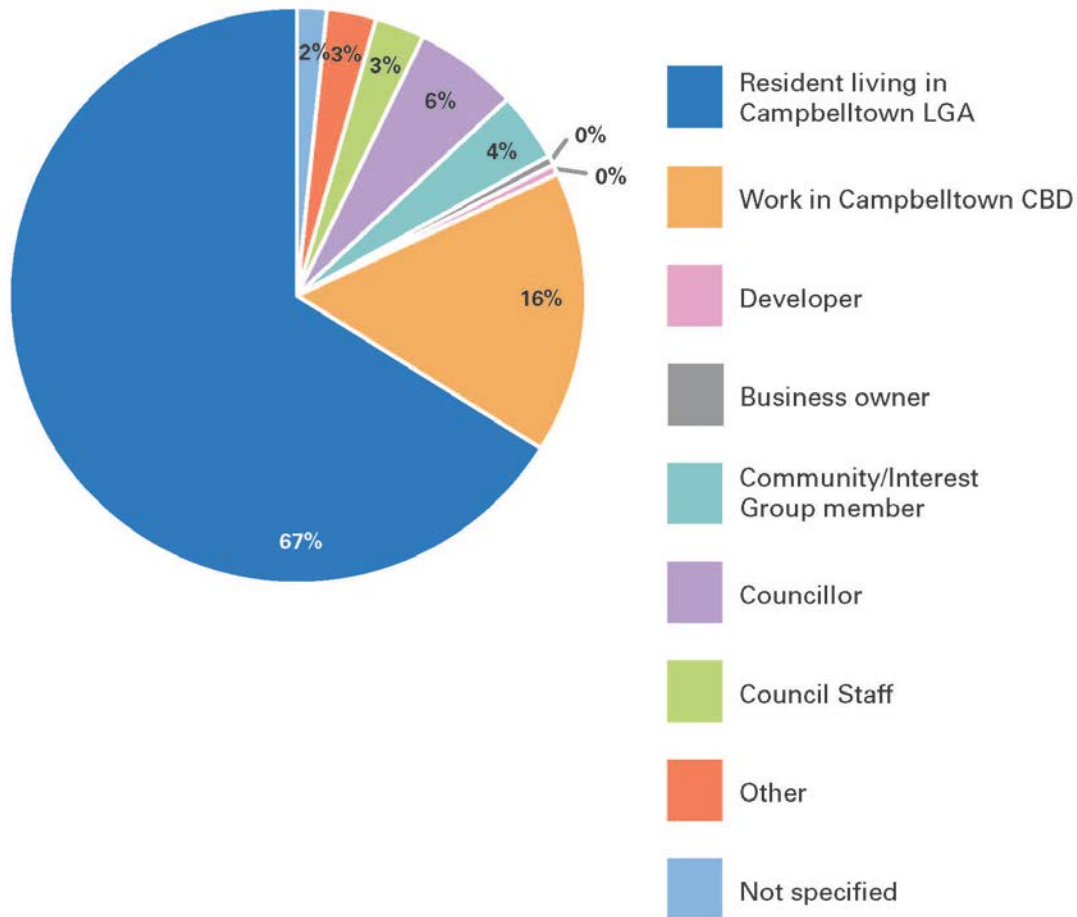
**i. Age**

The graphic below summarises the age distribution of survey respondents:



**ii. Place/Location**

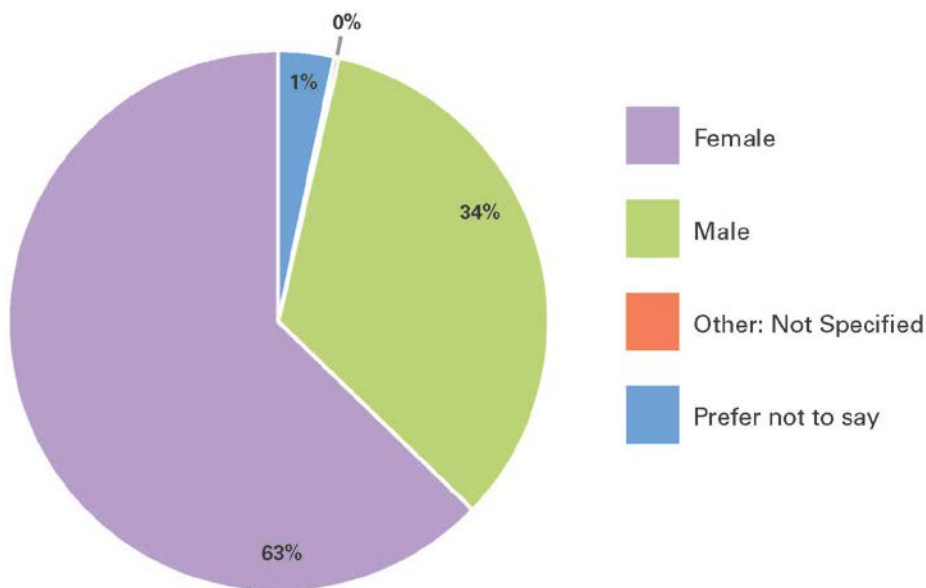
The graphic below describes the location of survey respondents. As can be seen, a significant majority of respondents are a resident living in the Campbelltown LGA (67%). Interestingly 16% of people who completed the survey indicated that they work in the Campbelltown CBD.





### iii. Gender

The survey respondents were completed by 63% female and 34% male. A small number of respondents either preferred not to disclose their gender or did not nominate.



## 3. Survey Results

The survey provides an indication of the support or otherwise (of the respondents) for a range of planning principles that are embedded within the draft Re-imagining Phase 1 documentation (Vision and Growth Principles) that Council may wish to consider going forward with the Re-imagining Campbelltown CBD project, including the suitability of the proposed Vision.

The survey also gave a clear opportunity to all respondents to offer open comments or feedback to Council (not specifically tied to any particular proposition or issue). This provided a direct chance for respondents to provide feedback on any matter including any element of the Re-imagining Campbelltown CBD document.

### i. Feedback on Planning Principles

In summary, there was extensive and expressed support for a range of planning principles indicated by survey respondents. Support was overwhelming for the following principles/propositions:

- a. plan and develop infrastructure and transport connectivity for Campbelltown (98% strongly agreed or agreed)
- b. sustainability and green space be included at the heart of every planning decision rather than an after-thought (96% strongly agreed or agreed)
- c. Campbelltown CBD should incorporate a variety of high quality open spaces and be visionary in greening the urban centre (95% strongly agreed or agreed)
- d. create vibrant, activated and inspirational places within the Campbelltown CBD that are safe and welcoming for everyone (94% strongly agreed or agreed)



- e. deliver connected places and healthy communities through the provision of a range of recreation spaces which encourage people to be more active (94% strongly agreed or agreed)
- f. increase access to local amenities and services for those with disabilities (94% strongly agreed or agreed)
- g. be proactive in the attraction of investment in Campbelltown in order to create additional jobs for the local community (92% strongly agreed or agreed)
- h. diversify locally based job opportunities and increase Campbelltown's economic productivity (91% strongly agreed or agreed)
- i. respect and protect the existing natural, historic and cultural features of Campbelltown while embracing opportunities to modernise Campbelltown CBD (90% strongly agreed or agreed)
- j. be a leader by setting the benchmark for sustainability in design in an urban environment (aesthetic energy solutions water recycling, green facades,) to become a carbon neutral CBD (89% strongly agreed or agreed)
- k. create integrated communities through a range of housing options (acres to apartments) and affordable living solutions (81% strongly agreed or agreed).

## ii. **Open Comments/Feedback**

Of the total of 434 survey responses some 197 offered Council open comments/feedback. Some of the individual responses offered a single comment whilst many offered feedback on multiple issues.

It is important to note that Question 12 of the survey invited comments, but did not seek to limit the response to any particular issue. Accordingly, any respondent had the chance to raise any issue with Council.

These comments have been grouped into a range 'themes' and then ranked according to the number of times these themes were raised in a response.

### **GROUP ONE THEME: SUPPORT FOR GROWTH/VISION**

- Support for Vision, Growth Principles etc. *(16 comments)*
- Council encouraged to move forward, improve CBD presentation, make more interesting and distinctive implement plan ASAP – time for big change *(7 comments)*
- Bulldoze/recreate/remove dollar stores/revitalise Queen Street – call to make it more boutique and offer community markets/events *(11 comments)*.

### **GROUP TWO THEME: DON'T SUPPORT GROWTH/VISION/HIGH DENSITY**

- Vision is not supported, doesn't address issues – no confidence in approach *(8 Comments)*
- Vision is considered too bold - unrealistic/overly ambitious *(3 Comments)*
- Objection to more development/population growth due to negative consequences such as congestion – bad enough now *(10 Comments)*
- Not supportive of apartments/high rise at all/too much high rise proposed – want less *(22 Comments)*.





### GROUP THREE THEME: PERCEPTIONS and PLANNING RISKS

- Apartments proposed are too high for Campbelltown – keep to a more liveable scale. Some limited reference to suggested heights – less than 10 storeys, 5 storeys. *(6 Comments)*
- Don't destroy the feel/character of Campbelltown that people are proud of and moved here to enjoy *(7 Comments)*
- Concern/objection to allowing Campbelltown develop as Liverpool has – with reference to high rise *(7 Comments)*
- Concern over not planning for people and Campbelltown – but for developers – need better developers *(10 Comments)*
- Expressed concern that Council shouldn't plan just to make money/raise rates/sneaky, cynicism, etc. *(9 Comments)*
- Questioning Council's capacity to create good outcomes given track record of poor planning/urban development – other areas need attention first *(9 Comments)*
- Transport Vision unsatisfactory/underwhelming *(2 Comments)*

### GROUP FOUR THEME: RECOMMENDATIONS/SUGGESTIONS

#### Heritage

- Protect, incorporate and celebrate heritage resources and places including European and Aboriginal heritage *(21 Comments)*

#### Open/Green Space/Vegetation and Biodiversity

- Retain and expand/more parks, iconic green spaces, public places that are well vegetated and well-connected/easily accessible *(22 Comments)*
- Leave/extend green spaces and vegetation between buildings, high rise *(8 Comments)*
- Keep and enhance/plant more existing trees and vegetation/biodiversity/fauna corridors across the City (including in the CBD) – don't remove vegetation, plant more trees *(18 Comments)*

#### Transport and Connectivity

- Better connectivity is required within and to/from the CBD from the whole of Campbelltown LGA and beyond – ensure communities are connected and have transport corridors for rail, road, public transport, cycle-ways and walkways *(20 Comments)*
- Improved, more accessible and more convenient public transport is required *(8 Comments)*

#### Infrastructure

- Now and in the future to accommodate growth, better infrastructure must be provided now/before growth and development takes place – cited examples include transport, schools, better medical and health facilities/hospital, and services (e.g. After Hours Medical Services) *(14 Comments)*
- CBD requires/will require more car parking and needs more parking options and proper distribution – including underground. Do not underestimate this need given people's reliance upon cars *(14 Comments)*
- Expression of need to provide more recreation facilities in the CBD area as well as in other residential neighbourhoods e.g. playgrounds, facilities for



- families, kids – all ages, places for younger people, water parks, beach, leisure centre, stadium, etc. in new development areas *(13 Comments)*
- Expression of need to provide for more arts, culture, creative spaces, theatres, outdoor concert/entertainment areas, vitality/vibrancy etc. in CBD *(6 Comments)*
  - Better provisions required for seniors and people with disabilities *(5 Comments)*
  - Better provision required to facilitate a safe CBD (e.g. lighting) *(4 Comments)*
  - Call for improvement in appearance and maintenance of the CBD including buildings/streets/public places *(4 Comments)*.

#### Employment and Economic Development

- Expression of need for better night time economy/venues/facilities including restaurants, food hubs etc. *(7 Comments)*
- More jobs required in Campbelltown (including government jobs, tourism) and before more residential development takes place – will not be successful economically without office and other employment – apartments alone will not drive sufficient economic growth *(9 Comments)*
- Call for support for local businesses *(5 Comments)*.

#### Sustainability

- Expressed support for more sustainability/energy efficiency, waste management, building design etc. – encouragement for Council to do more *(7 Comments)*.

#### **GROUP FIVE THEME: CRITICISM OF DOCUMENTATION AND SURVEY**

- Criticism of the plans visualisations – particularly excluding heritage places/buildings *(6 Comments)*
- Criticism of Council's website survey – should have given better opportunity for expression of feelings over suitability of proposed changes – it doesn't address the real issues etc. *(6 Comments)*.

#### **GROUP SIX THEME: OTHER SUGGESTIONS**

- Proposals for improvement for areas outside of the CBD – e.g. planning related such as larger lot sizes and objection to densification of residential neighbourhoods and infrastructure related comments *(15 Comments)*
- Mixed concerns expressed over CBD road widths – too wide, not wide enough *(6 Comments)*.

#### **GROUP SEVEN THEME: ABORIGINAL CULTURE**

- Reflect, embrace and support Campbelltown's Aboriginal culture and community, to achieve opportunities/advancement in employment/small business for Aboriginals – align with overall reconciliation approach *(3 Comments)*.

#### **GROUP EIGHT THEME: OTHER COMMENTS – NON THEMATIC**

- A significant number *(36)* of comments were made across a wide range of topics that did not specifically relate to the Campbelltown CBD nor distinctly fell into the above group themes. Some of the topics raised included the making suburban lot sizes larger, addressing other issues before the CBD,





concern over Government Policy, pest pigeons, and some expression of concern over the relocation of the Gordon Fetterplace Aquatic Centre.

## 5. Discussion and Analysis of Survey Results and Open Feedback

The extent of survey participation was pleasing (a total of 434 responses) and of interest is that 197 made an effort to add value in their feedback to Council with additional and more detailed 'free form' comments. Further, and as noted above, almost 30% of total respondents submitted contact details to Council for further information concerning the Re-imagining Campbelltown CBD project including future workshops and forums. It is not unreasonable to suggest, at face value at the least, that this signals a willingness to engage further on the future of the Campbelltown CBD.

### i. Feedback on Planning Principles

The survey questions were deliberately targeted to assist in gaining an understanding of the community's level of support for a set of principles to help inform strategic city shaping (planning and decision making) concerning Campbelltown CBDs future.

The principles that were 'tested' focused upon:

- Leadership commitment to **Sustainability**
- High quality **Open Space and Green Space**
- **Greening** the CBD
- **Accessibility** to local facilities and amenities for those with a disability
- **Transport Connectivity and infrastructure**
- Investment attraction and **job creation**
- **Job diversification** and economic productivity
- Protection of Campbelltown's **natural, historic and cultural features**
- **Upgrading and Modernising** Campbelltown's CBD
- **Housing choices and affordable living** to facilitate integrated communities
- **Quality Place-making** to develop Campbelltown CBD into an inspirational, well-connected, healthy, vibrant, safe, and attractive destination where people want to be.

These themes/principles are at the core of the Re-imagining Campbelltown CBD Vision and reflected in the six pillars for growth. It is both important and pleasing to note that, the level of community support for Council's strategic approach to planning for the Campbelltown CBD appears strong amongst the survey respondents.

#### Transport Connectivity and Infrastructure

Significantly, but not surprisingly, the survey results suggest a strong indication that planning for and delivering transport connectivity and infrastructure rated equally the most highly, amongst the respondents for dealing with Campbelltown CBD. 98% of all 429 respondents either strongly agreed or agreed that "It is important to plan and develop infrastructure and transport connectivity for Campbelltown".

This point is reinforced in many of the open comment responses received as part of the survey, including the point raised by many that such connectivity



and infrastructure should be in place before or at the time growth and development occurs. This will be discussed further in this report.

#### Leadership Commitment to Sustainability and Green Space

Sustainability was raised in two of the survey questions, and it becomes clear from consideration of the responses to both, that an overwhelming proportion of survey respondents share an expectation that future decision making and planning should embrace sustainability and the concept of the Green CBD as a core principle.

Some 96% of respondents either strongly agreed or agreed that sustainability and green space be included at the heart of every planning decision rather than be treated as an after-thought.

Further, 89% of respondents either strongly agreed or agreed that it was important to be a leader by setting the benchmark for sustainability in design in an urban environment (aesthetic and energy solutions, water recycling, green facades) to become a carbon neutral CBD.

Adding to this, the fact that 95% of respondents either strongly agree or agree that Campbelltown CBD should incorporate a variety of high quality open spaces and be visionary in greening the urban centre, would not unreasonably suggest that many in the community whom participated in the survey would expect sustainability to underpin planning and decision making for the CBD, and support the notion of Council facilitating civic leadership for Campbelltown's future, at least in part, based on such a premise.

A number of the open comments received as part of the survey response add some weight to these types of conclusions. They will be discussed further, later in this assessment.

#### Quality Open Spaces and Recreation Opportunities in Greening the Campbelltown CBD

Significantly, there was level of support demonstrated by an overwhelming majority of the survey respondents to incorporate a variety of high quality open spaces and be visionary in greening the urban centre. Some 95% of respondents either strongly agreed or agreed with this principle.

Again, and expectedly, this sentiment was endorsed by many of the individual comments received in the open comments section of the survey.

Further there was acknowledgement from an overwhelming proportion (94%) of survey respondents that indicated either strong agreement or agreement that it was important to deliver connected places and healthy communities through the provision of a range of recreation spaces which encourage people to be more active.

#### Access to amenities and facilities for disabled people

A high total proportion (94%) of survey respondents indicated that they either strongly agreed or agreed that it is important to increase access to local amenities and services for those with disabilities.





This needs to be a critical consideration in city accessibility planning and delivery, across all dimensions of infrastructure, development, place making, economic development and service provision.

#### Employment Creation and Job Diversification

A productive economic centre where the new and diverse jobs of the future can be locally accessed will be an important and aspirational objective for Campbelltown CBD. The survey response would suggest that there is genuine and healthy degree of community support for good planning and investment attraction to be undertaken.

Some 92% of respondents indicate either their strong agreement or agreement to the proposition that it is important to be pro-active in the attraction of investment in Campbelltown in order to create additional jobs for the local community. Similarly, 91% strongly agreed or agreed that it is important to diversify locally based job opportunities and increase Campbelltown's economic productivity.

#### Unique Campbelltown CBD – a creative and modern city place that protects, enhances and celebrates its heritage, culture, and environment while growing vitality, amenity, opportunity and well-being

The survey response indicated a strong level of support amongst respondents that it is important to respect and protect the existing natural, historic and cultural features of Campbelltown while embracing opportunities to modernise Campbelltown CBD. Some 90% of respondents strongly agreed or agreed with this principle.

This was a point borne out in a number of the individual submissions received in the open comment section of the survey, where it was claimed that inappropriately, the Re-imagine Vision did not recognise heritage resources.

Some 94% of survey respondent either strongly agreed or agreed that it was important to create vibrant, activated and inspirational places within the Campbelltown CBD that are safe and welcoming for everyone.

#### Housing Diversity and Affordable Living

There was support amongst a significant proportion (80%) of respondents that either strongly agreed or agreed that it is important to create integrated communities through a range of housing options (acres to apartments) and affordable living solutions. Although still significant, this was the lowest level of 'agreement' shared across the survey respondents across all questions. Some 10 % of respondents either strongly disagreed or disagreed that this was important.

#### ii. **Open Comments/Feedback**

Question 12 of the Survey provided respondents with an opportunity, at their option, to make further submissions to Council (as part of the survey) by inviting further comments or feedback.



This question not only provided survey respondents with an opportunity to indicate their support or otherwise for Council's Re-imagining Campbelltown CBD process, the vision and the pillars for growth, but also gave them a chance to raise suggestions for Council's further consideration in progressing planning for the Campbelltown CBD.

A total of 197 respondents submitted additional comment or comments as described above under the eight Group Themes. Please note that not all survey respondents answered Question 12. Some respondents made no comment in response to Question 12, some raised just one point whilst others raised multiple items.

### Vision

Amongst the open feedback responses, comments were received that expressed support, objection or concern over the Vision and CBD growth scenario.

There was a quite definite view expressed that the CBD (and in particular Queen Street) should be renewed, and that the process should not be delayed.

Objections to the Vision appear to have been founded over concerns/rejection of the extent and scale of high density apartment living that is proposed, existing and future congestion, and the absence of infrastructure to support current development yet alone the needs generated by increasing growth and density.

Sixteen separate positive comments were received over the Re-imagining Campbelltown CBD Vision, seven encouraged Council to move forward, whilst 11 expressed support for the revitalisation of the CBD (Queen Street in particular).

On the other hand, eight separate comments were made by respondents that indicate an objection to/little or no confidence in the vision and 32 comments were made in objection to more growth, excessive high rise, congestion, and other resultant consequences and issues. Three comments suggested that the Vision was unrealistic.

### Perceptions and Planning Risks

A not insignificant number of comments were submitted by some survey respondents that broadly fall into a category of items relating to perceptions about the character of Campbelltown and risks associated with the Vision and future strategic planning for the CBD. These risks need to be read in conjunction with the comments submitted on the Vision and many call up concerns some in the community have with implications arising from the Vision in its current form.

The value of these points is that they provide an indication of the sentiment of some in the community that Council may wish to take into account in considering whether to review or refine the Vision, should it deem appropriate to do so. There appears to be some relationship between these perceptions and the anti-sentiment expressed towards high rise development.





Generally, the comments relate to perceptions about the character of Campbelltown:

- Building heights are excessive
- community proud of Campbelltown
- don't develop as Liverpool has
- plan for people not developers
- perception that Council is motivated to plan to maximise revenue
- perception is that Council's past record on planning and development cast doubt over capacity to achieve good outcomes in the future.

#### Recommendations and Suggestions

This group of comments covered a wide ranging scope of topics but essentially, they could be considered as suggestions to be taken into account in moving ahead with the Re-imagine process.

For ease of discussion, these comments have been sorted across five categories:

- Heritage
- Open Space/Vegetation and Biodiversity
- Transport and Connectivity
- Infrastructure
- Employment and Economic Development
- Sustainability.

#### Heritage

Council would be aware of the concerns expressed in recent local media over the erroneous anomaly that appeared as part of the publicly exhibited Re-imagining Phase 1 documentation and in particular the visualisations relating to the Vision i.e. the exclusion of heritage buildings and places and their replacement with alternative development scenarios.

This was an unintended error and there was and remains no intention on behalf of Council nor the consultant authors of Re-imagining Campbelltown CBD vision to seek to remove Campbelltown CBD's heritage resources.

There is a clear recommendation mentioned in a number of the open comments (21) that reflect a need for Council to protect, incorporate and celebrate the CBD's heritage buildings and places, thereby properly respecting its Aboriginal and European cultural heritage.

The CBD's heritage resources are iconic in value in the context of promoting and achieving Campbelltown's distinctive sense of place. This is a foundation of character, culture and community that needs to be clearly respected and reflected in the way the CBD develops in the future. There is a strong case for Council to consider a review in the Vision to make these directions clearer and unable to be misinterpreted.



### Open/Green Space/Vegetation and Biodiversity

The Vision and Pillars for Growth make a strong commitment to making the Campbelltown CBD a more sustainable, liveable, amenable, comfortable and 'green' city centre.

These outcomes can only be achieved with a real and lasting commitment by Council, other levels of government, the development sector, institutions and the broader community to respect and enhance the environmental character of the CBD and the whole of the Campbelltown Local Government Area.

The opportunities for achieving a 'green city centre' are inextricably related to the way in which natural and man-made environmental ecosystems located, not just within but beyond the CBD, are treated. This is not dissimilar to how the success of the CBD relates not just to connectivity and mobility around the CBD, but to the CBD's connectivity to surrounding transport networks, other centres and economic and social generators.

So therefore it is not surprising to have received the significant number of submissions that raised the importance of moving forward to maintain, create and connect new green and vegetated open spaces within the CBD, leave vegetated spaces between buildings, retain and enhance existing vegetation and biodiversity across the city (18 comments).

### Transport and Connectivity

- Better connectivity is required within and to/from the CBD from the whole of Campbelltown LGA and beyond) – ensure communities are connected and have transport corridors for rail, road, public transport and cycle-ways and walkways. *(20 Comments)*
- Improved, more accessible and more convenient public transport is required *(8 Comments)*.

### Infrastructure

- Now and in the future to accommodate growth, better infrastructure must be provided now/before growth/development takes place – cited examples include transport, schools, better medical and health facilities/hospital, and services (e.g. After Hours Medical Services) *(14 Comments)*.
- CBD requires/will require more car parking and need more parking options and proper distribution – including underground. Do not underestimate this need given people's reliance upon cars *(14 Comments)*
- Expression of need to provide for more recreation facilities in the CBD area as well as in other residential neighbourhoods e.g. playgrounds, facilities for families, kids of all ages, places for younger people, water parks, beach, leisure centre, stadium, etc. in new development areas *(13 Comments)*
- Expression of need to provide for more arts, culture, creative spaces, theatres, outdoor concert/entertainment areas, vitality and vibrancy etc. in CBD *(6 Comments)*
- Better provisions required for seniors and people with disabilities *(5 Comments)*
- Better provision required to facilitate safe CBD e.g. lighting *(4 Comments)*





- Call for improvement in appearance and maintenance of the CBD including buildings/streets/public places *(4 Comments)*.

#### Employment and Economic Development

- Expression of need for better night-time Economy/Venues/facilities including restaurants, food hubs etc. *(7 Comments)*
- More jobs required in Campbelltown (including government jobs, tourism) and before more residential development takes place – will not be successful economically without office and other employment – apartments alone will not drive sufficient economic growth *(9 Comments)*
- Call for support for businesses *(5 Comments)*.

#### Sustainability

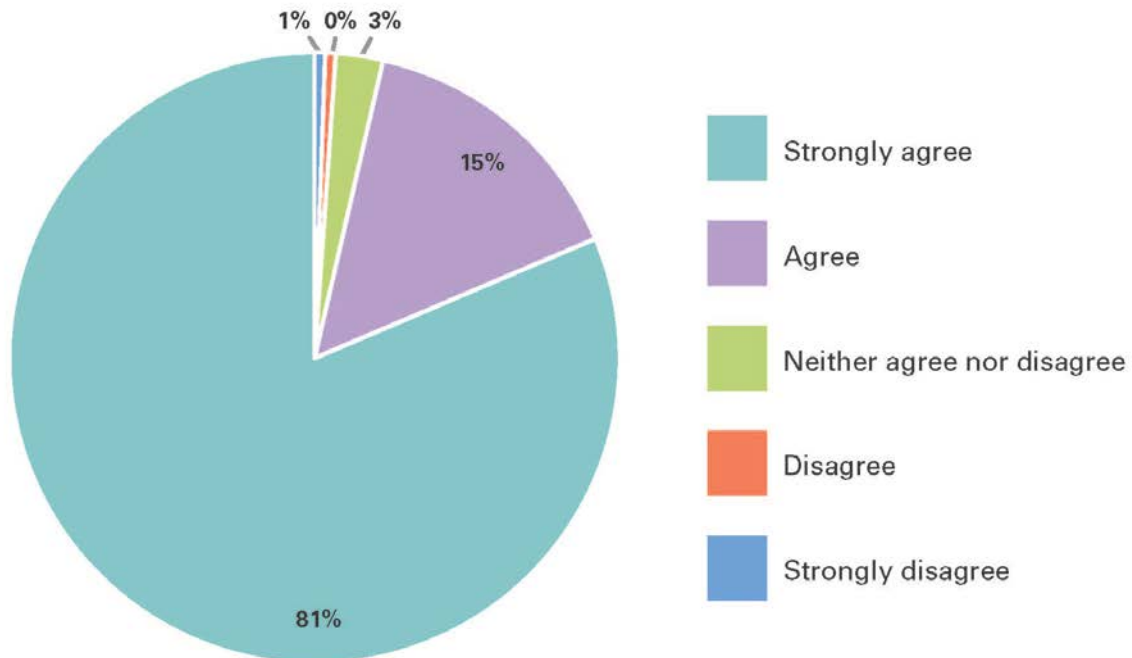
- Expressed support for more sustainability/energy efficiency, waste management, building design etc. – encouragement for Council to do more *(7 Comments)*



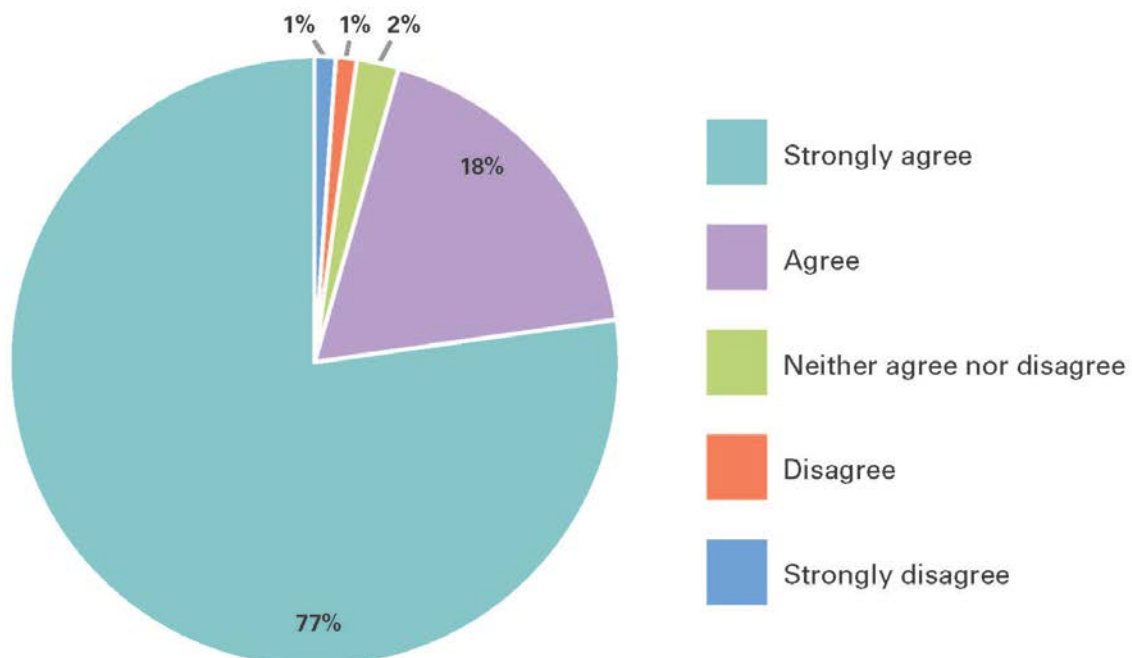
## APPENDIX II - Graphical Survey Results

For your information, all survey graphs are attached below:

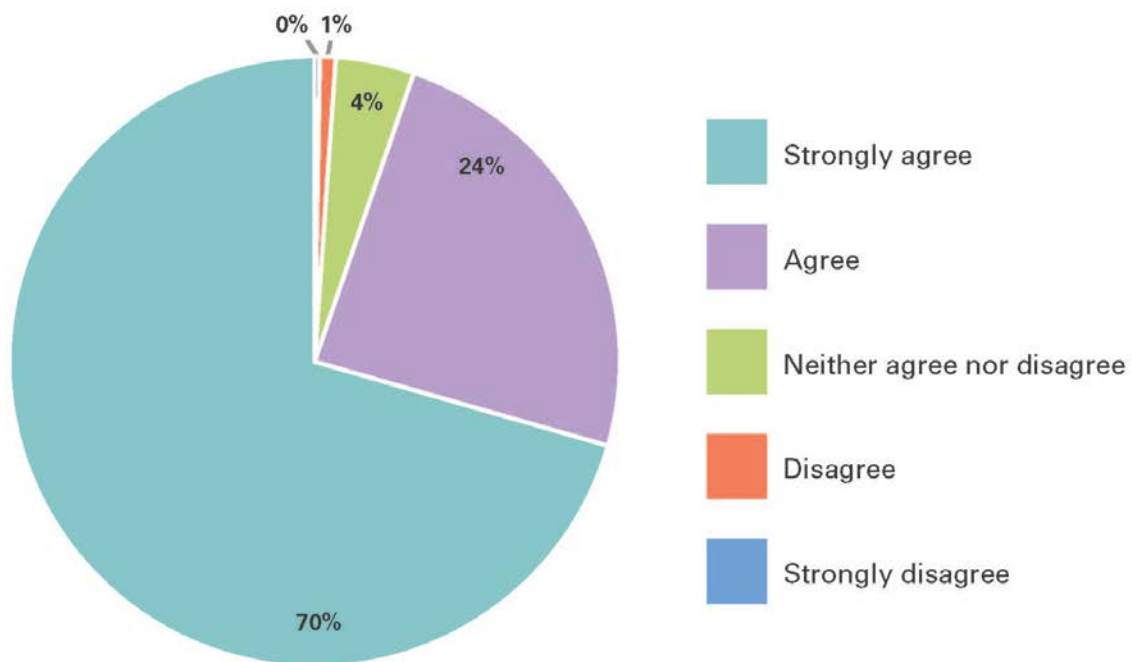
Q1. Do you agree it is important to include green space and sustainability at the heart of every planning decision, rather than being an afterthought?



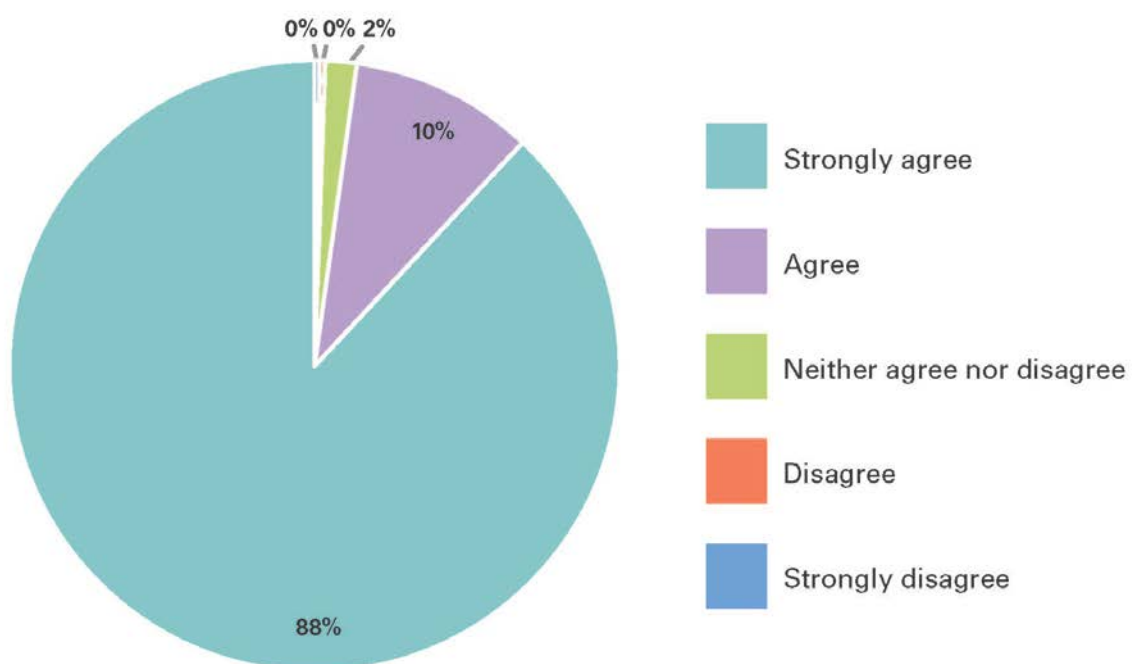
Q2. Do you agree Campbelltown CBD should incorporate a variety of high quality open spaces and be visionary in greening the urban centre?



Q3. Do you agree it is important to increase accessibility to local amenities and services for those who experience disabilities?

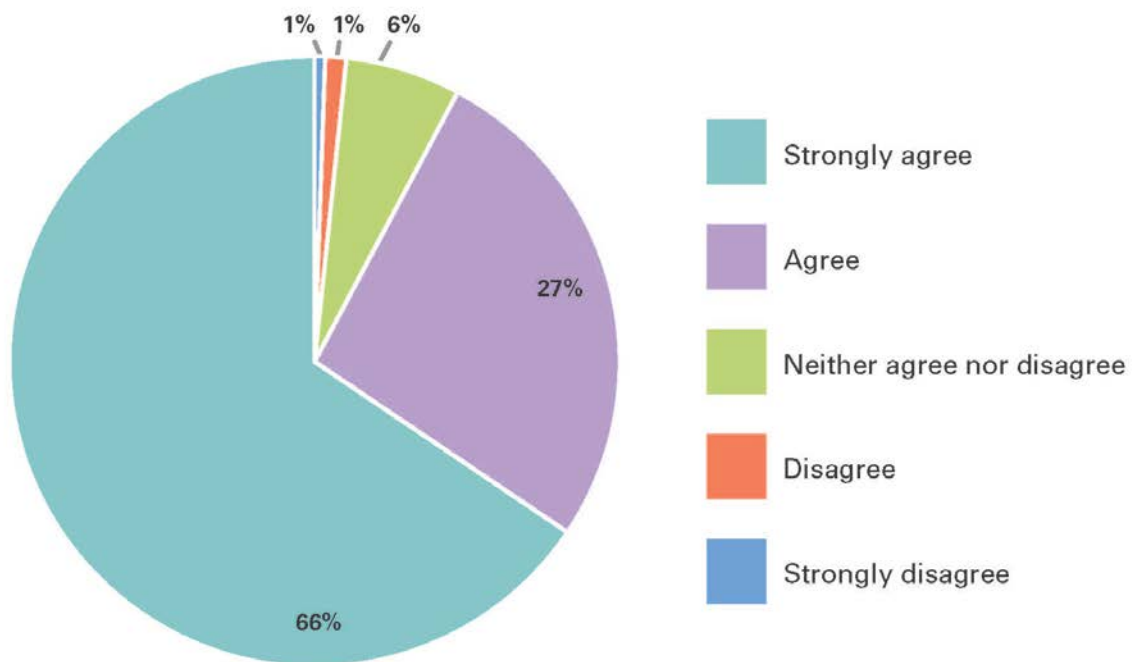


Q4. Do you agree is it important to plan for and develop infrastructure and transport connectivity for Campbelltown?

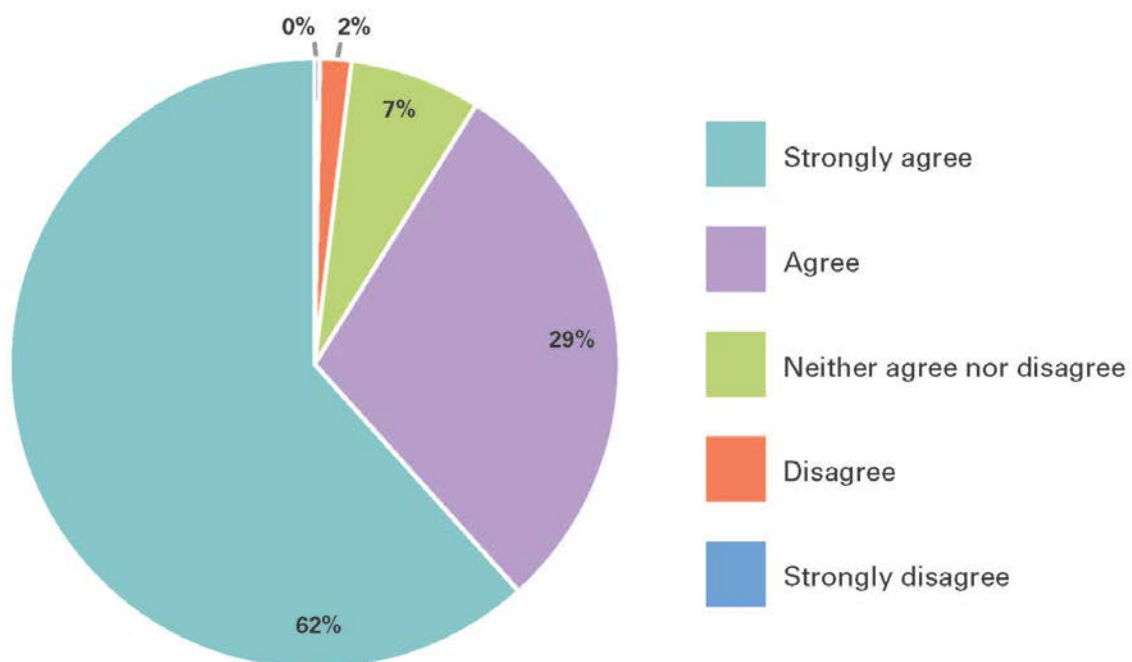




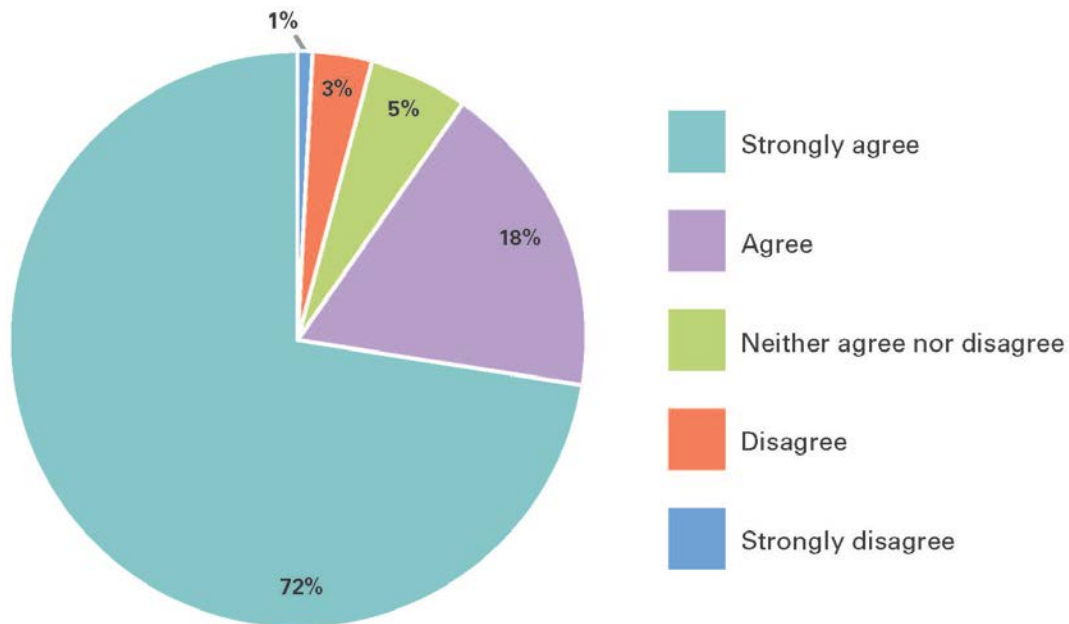
Q5. Do you agree it is important to be proactive in the attraction of investment in Campbelltown, in order to create additional jobs for the local community?



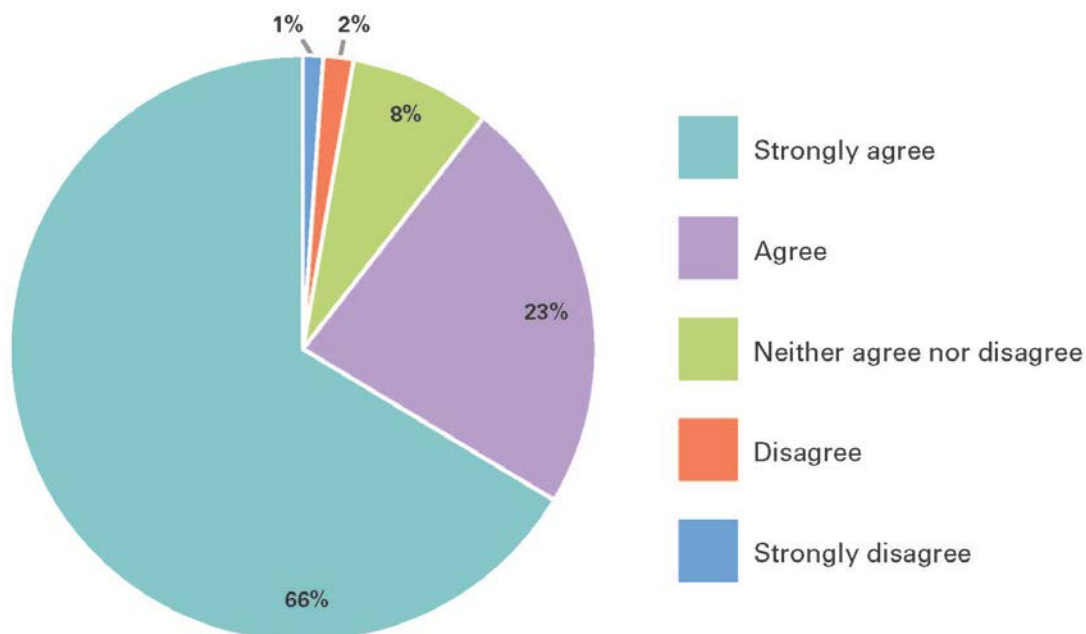
Q6. Do you agree it is important to diversify locally based job opportunities and increase Campbelltown's economic productivity?



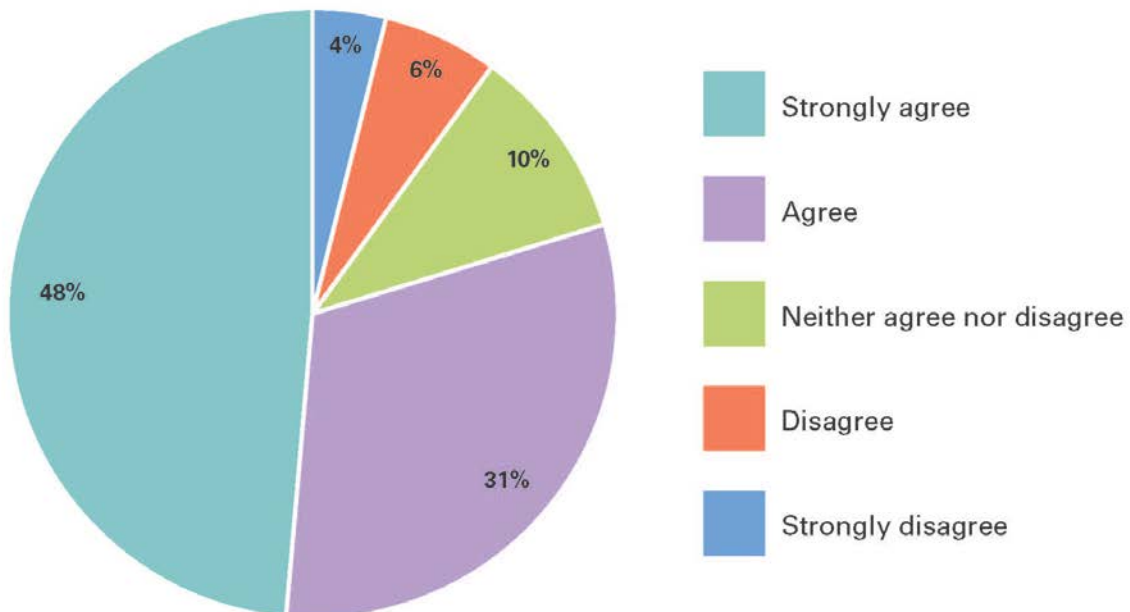
Q7. Do you agree it is important to respect and protect the existing natural, historic and cultural features of Campbelltown while embracing the opportunities to modernize Campbelltown CBD?



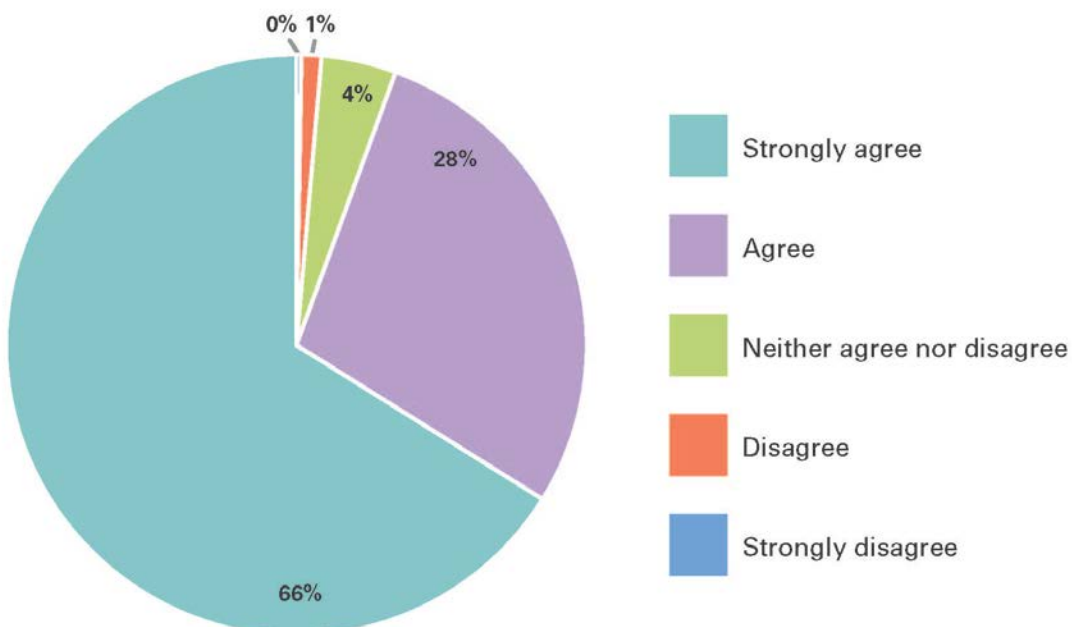
Q8. Do you agree it is important to be a leader by setting the benchmark for sustainability in design in an urban environment? Where not only do buildings look aesthetically pleasing but they also incorporate functions such as effective energy solutions, water recycling and green facades to become a carbon neutral CBD.



Q9. Do you agree it is important to create integrated communities through a range of housing options from apartments through to acreages, as well as affordable living solutions?

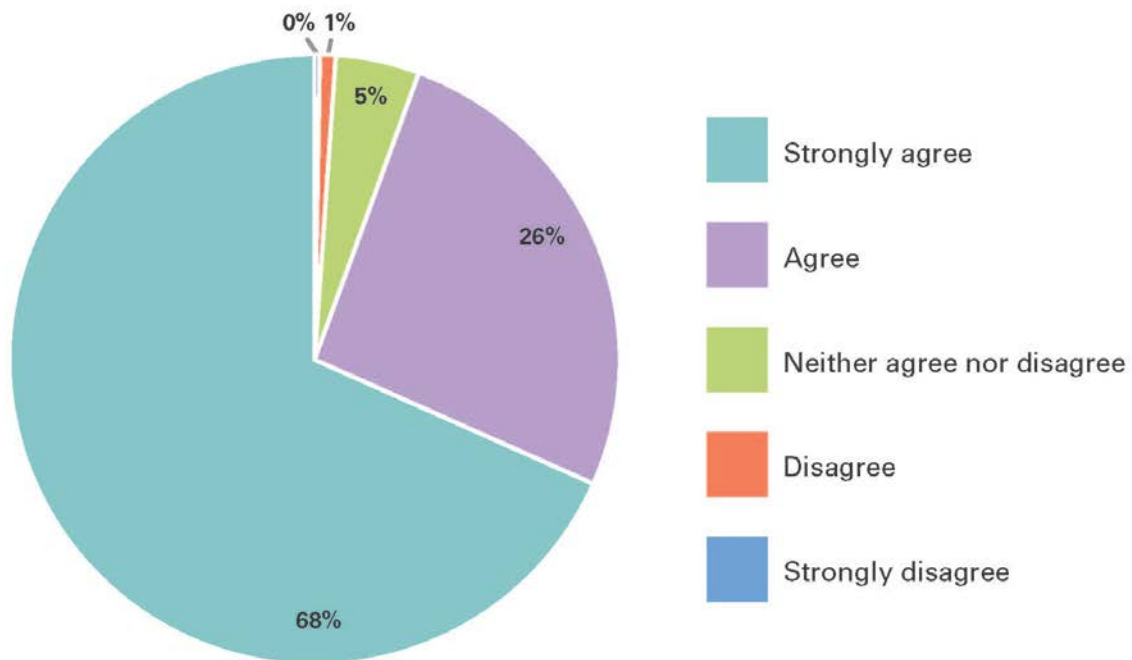


Q10. Do you agree it is important to plan for and deliver connected places and healthy communities through the provision of a range of recreation spaces which encourage people to be more active?

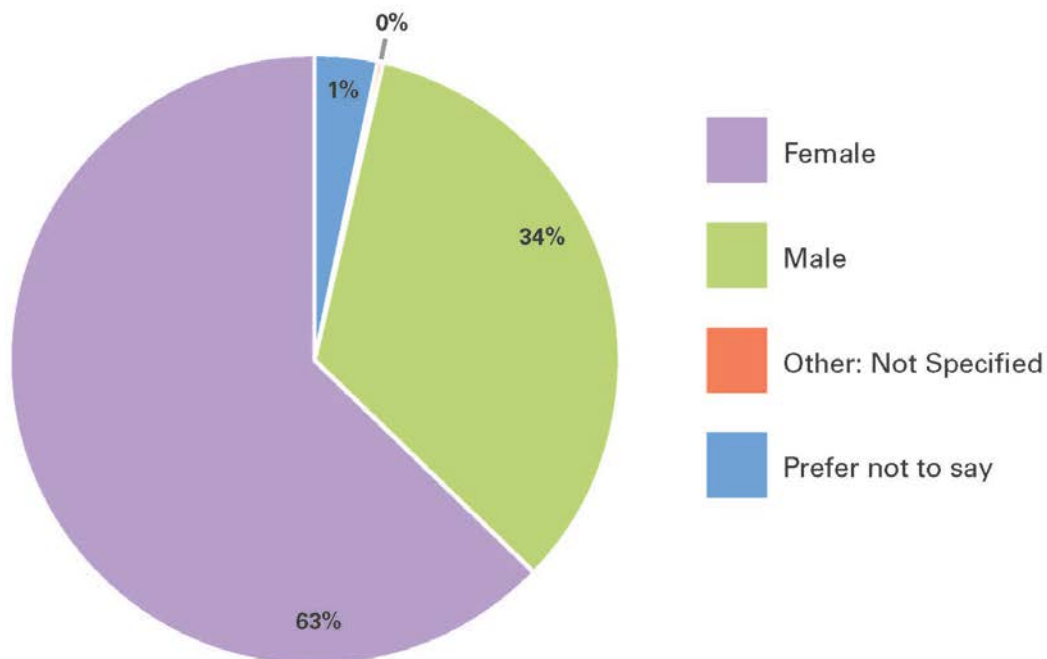




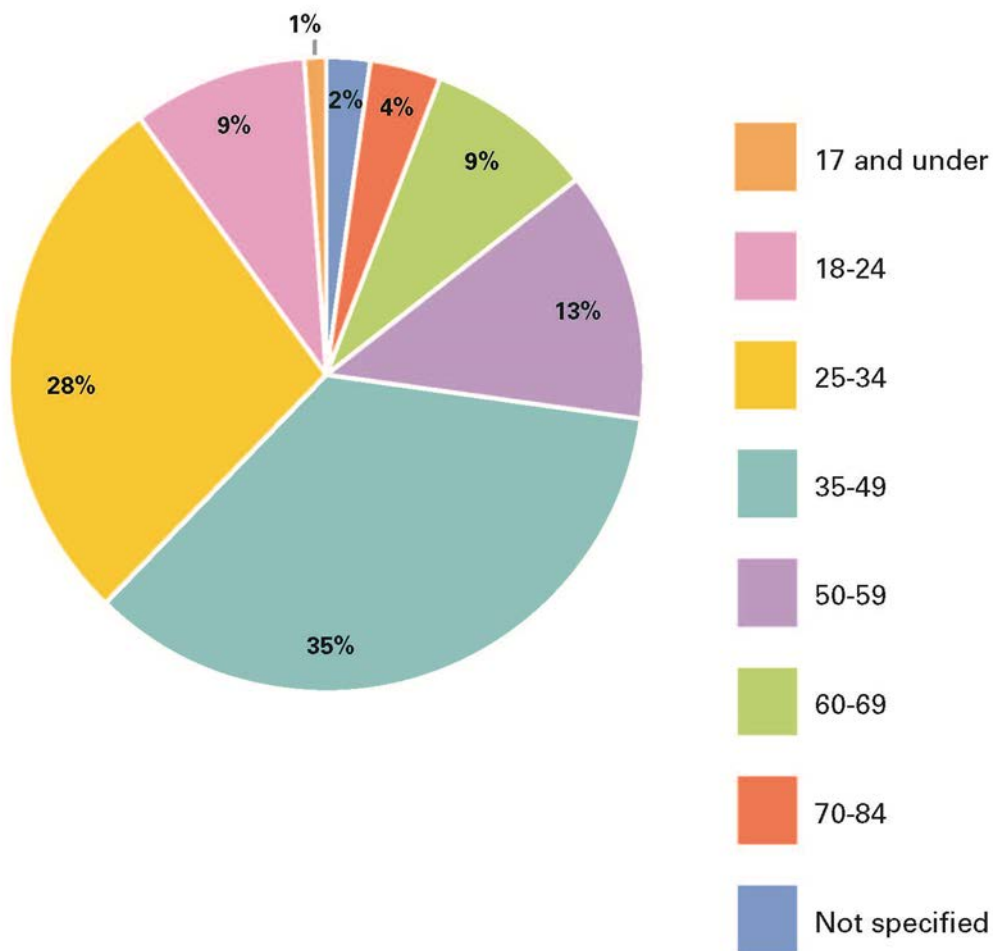
Q11. Do you agree is it important to create vibrant, activated and inspirational places within Campbelltown CBD that are safe and welcoming for everyone?



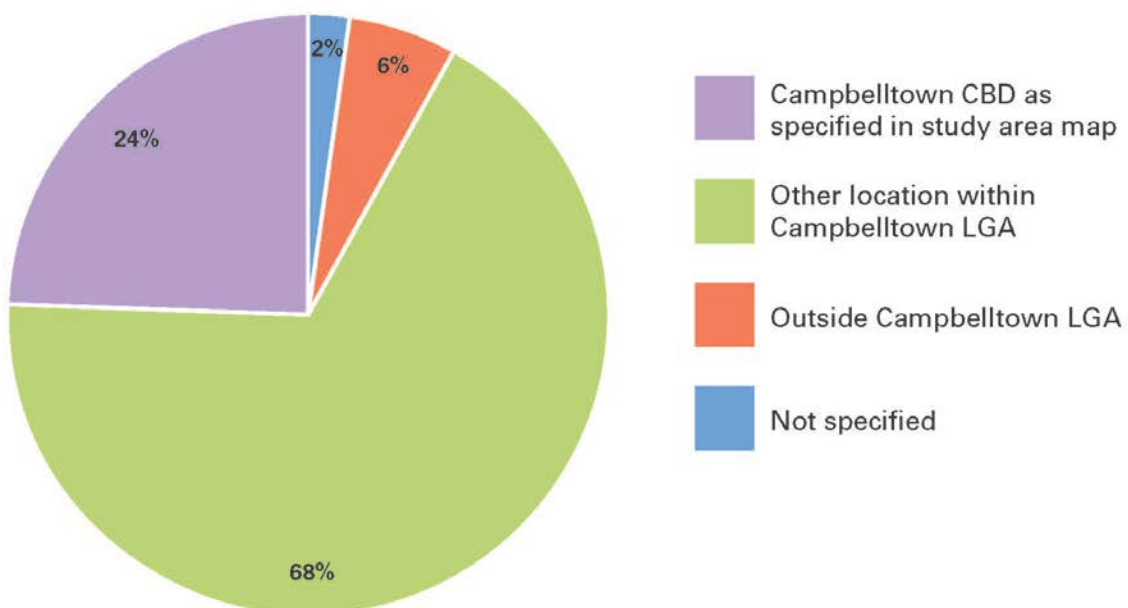
Gender:



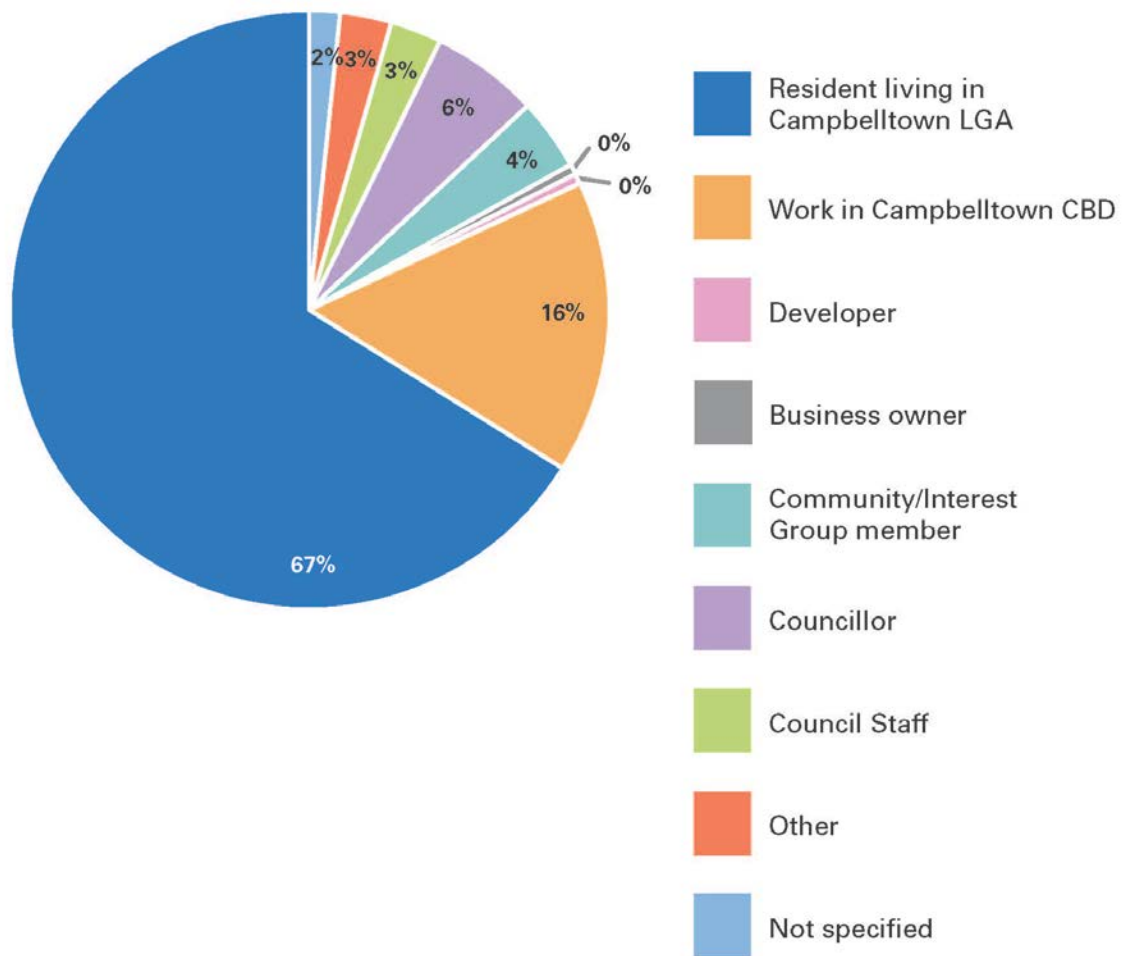
## Age Group:



## Where respondents live:



Audience:





## **APPENDIX III – Thematic Analysis of Formal Submissions**

The identification of the more significant themes that are expressed across the range of separate submissions is best categorised according to either Government or Non-Government sources.

### **Part A: Government Submissions**

It is important to be aware that Council informed a wide range of Government Departments, agencies and authorities of the Re-imagining Campbelltown CBD planning framework and invited submissions.

The extent of government organisation feedback has been limited, however it is fair to say that those agencies which are fundamental to the future success of the transformation of Campbelltown CBD have responded, and in general have responded positively to the Re-imagine project, the vision and principles. They have shown a willingness to work more closely with Council as far as future detailed analysis and planning is concerned.

The expression of support from the Greater Sydney Commission, the South Western Sydney Local Health District, Sydney Water, Transport for NSW and Roads and Maritime Services is particularly welcomed, whilst the concerns of the Office of Environment and Heritage and NSW Aboriginal Affairs are acknowledged.

The NSW Office of Environment and Heritage, NSW Aboriginal Affairs and Council's Aboriginal Community, whilst not objecting to Re-imagining Campbelltown CBD, expressed concern over the absence of any clearly identifiable strategy to give substance to a commitment to protect and plan for (including for instance the adaptive reuse of the CBDs heritage buildings, and other assets). There is a request for Council to review the vision and growth principles to clearly demonstrate a more sustainable heritage outcome which can be positively incorporated into a transformed CBD. This has been accommodated to recognise that the future appeal, integrity and distinctiveness of the Campbelltown CBD. Its economic attraction value, as would community identification with Campbelltown's special sense of place would be enhanced by ensuring that significant heritage assets are properly respected, protected and uses permitted to be readapted where appropriate.

There was an expression of willingness for Council to work together with all government organisations and this is welcomed.

Comments received from Sydney Water and the South Western Sydney Local Health District that express their policy alignment with Re-imagine, as far as integrated water and sustainability are concerned and then with the strategic focus on health and education respectively, promise well for the soon to be commenced Campbelltown CBD Collaboration Area process.

The Greater Sydney Commission's comments regarding connectivity are strongly supported, and it has been advocating very intensely for enhanced connectivity between Campbelltown and:

- The South West Growth Centre and other Camden Urban Release Areas
- Proposed new residential areas south of the CBD including Wilton New Town



- Penrith and Liverpool
- The Western Sydney Airport and Aerotropolis
- Parramatta and Sydney CBD.

This advocacy has been expressed in a range of submissions to Government and through the Western Sydney City Deal Group.

The input from Transport for NSW (TfNSW) indicates a level of confidence that the agency has for the future of Campbelltown CBD, and expectedly seeks to encourage Council's future detailed centre and regional based transport planning to align with the NSW Government's Future Transport Strategy 2056. There are some points that have been raised in the submission which appear to have sufficient merit to consider a refinement of the vision and growth principles. Such refinement should address rail connectivity (current, planned and long term future) in particular as well as perhaps more strongly emphasising the importance of active transport in the context of CBD mobility and precinct linkages. These will be addressed throughout future phases of the Re-imagining Campbelltown CBD process.

In consideration of a number of the comments received over connectivity and transport, there is perhaps some opportunity to refine Re-imagine's vision and growth principles to articulate more definitely, and more specifically, the significant connectivity imperatives that need to be embraced in order for Campbelltown to achieve transformation.

The detail of a centre based transport and connectivity study and strategy should be embraced as part of Phase 2, and also consider in-centre linkages and connectivity of sub-precincts (inclusive of active transport – walking and cycling), such as for example, a strategy that governs infrastructure investment and development criteria for enhanced connectivity of the health and education precinct to the CBD.

## **Part B: Organisation and Private Submissions**

Some private submissions concern over the CBD's heritage assets and the way they are treated by Re-imagine are similar to that expressed by the Office of Environment and Heritage. These submissions points are well made and review of the Vision and Growth Principles in particular is justified as suggested above.

This issue of heritage will require significant consideration in Phase 2 particularly with respect to spatial master planning and place based resolutions of adaptive reuse and respectful curtilage treatment. It is considered that transformation of the CBD can and should be undertaken with appropriate inclusions for heritage conservation that celebrate the CBDs heritage assets and values.

Some submissions were concerned with higher density housing risks to the future form of the CBD, social impacts, as well as implications for the Centre's amenity are noted and respected. These concerns are not inconsistent with some of the points raised in the Scenic Hills Association submission.

The references of a range of suggestions that work towards the transformation of Campbelltown into a more community inclusive place have merit and are worthy of consideration as part of future phases of the Re-imagine process. These suggestions



are fundamental to a philosophy that ensures Council, government and the community work together, making sure people aren't left out or behind in the transformation process. Key to this end, will be the delivery of an affordable CBD – for people and for businesses and the creation of and access to opportunities for as many community interests as is possible.

The points raised concerning education (both learning and accommodation related) opportunities is consistent with Re-imagine's approach and Council's recent adoption of the Health and Education Precinct Strategy. The upcoming commencement of the Campbelltown CBD Collaboration process will provide a precedent level opportunity to bring together educational interests across the broad spectrum of government and institutions such as TAFE and Universities.

The submission of the Scenic Hills Association raises a number of claims and issues that are critical of the Re-imagine process – particularly as far as what is considered to be a lack of serious community engagement over the development of the vision and growth principles. Criticism is also levelled at the lack of time for meaningful consultation to take place and for the opportunity to prepare a well-considered submission. There are claims as to the legitimacy of the consultation process and concern has been expressed over the survey that Council undertook.

On these points, there were a number of workshops held with key stakeholder groups by the Re-imagine Team, supported by Council staff. There were also workshops held with elected Councillors to develop its draft vision.

The approach adopted by the Re-imagine Team and endorsed by the General Manager and relevant senior staff was to develop the draft vision, principles and an overall framework that took into account and then responded to the challenges, issues and opportunities:

- Identified by both stakeholders within Campbelltown and from outside of the City
- revealed from extensive analysis of empirical evidence
- revealed by detailed review of government positioning and policy concerning Campbelltown and strategic city planning (metropolitan and regional across many disciplines including transport, planning, and health)

This approach to the development of a draft vision and principles which were then tested by the Team on the senior staff of Council and the elected Councillors, ultimately culminating in the endorsement by Council to proceed with community engagement.

This is not an unreasonable process nor is it unusual in terms of putting a draft proposition before the community for consideration, as opposed to a more 'blue sky' approach.

The electronic survey provided an opportunity for all respondents (through Question 12) to raise any matter that they would like. Some 197 comments were received as a result. Many of these comments expressed objections and concerns over the Re-imagine approach, with some emphasis on objection to high rise development. At the same time, there were also many comments received that were supportive of the approach, urging Council to proceed with the transformation. And then there were





numerous comments that made observations and suggestions over critical items such as transport and connectivity, infrastructure, heritage, car parking, open space and green space, arts, cultural and recreation facilities etc.

This is an important expression of the feedback by the community on the Re-imagining Campbelltown project, just as was the survey (434 respondents in all) response to the survey questionnaire which tested the level of community agreement with the Council's strategic aspirations for Campbelltown, which in most part was wholeheartedly endorsed by the respondents.



## APPENDIX IV – Formal Submissions Overview

Submitter	Issues Raised	Response
<b>1. Individual</b>	Need to consider lower socio economic sectors in relation to community spaces, need more multipurpose community centres.	Noted
	Need to ensure connectedness of people and place.	Noted. There is a strong theme of connectivity and place that came through Phase 1. This will be carried through to future phases.
	Need community gardens not just roof gardens	Noted
	Need accessibility considered	
	Need to consider permeable car parks	Noted. This suggestion will be carried through to Phase 2+.
	Need to retain existing trees in the CBD	Noted. The vision has a strong sustainability component.
	Happy with the 6 principles	Noted
	Think about integrating student housing in the CBD to generate activity	Noted. The provision of a range of accommodation types will add to vibrancy in the CBD.
	Has a CBD university been considered as a part of this process?	Noted. Health and education will be key drivers for the CBD.
	A central park needs to be identified for the CBD which is large enough to hold events and provide space.	Noted – Mawson park is nominated as this
<b>2.Member for Macquarie Fields Anoulack Chanthivong</b>	Council's plan can only work if we obtain our "fair share" of resources from State and Federal liberal government.	Noted
	Raised issues with the City Deal and the rail links.	Noted
	Raised feedback that he had obtained from residents that "development is out of control in our suburbs and people have had enough. They want to see firm action on infrastructure before people move into our suburbs".	Noted
	Need to save the Scenic Hills from development and work together to stop the State Government decision to sell off Hurlstone.	Noted
<b>3. NSW Aboriginal Affairs</b>	Encourage Council to engage the Aboriginal Community in the design and implementation of the vision.	Noted.
	Consideration should be given to contacting the Tharawal Local Aboriginal	Noted.



Submitter	Issues Raised	Response
	Land Council, other Elders.	
	Aboriginal cultural heritage needs to be considered though the project.	Noted. Amendments made to reflect this issue.
	Liaison with Heritage Division of the Office of Environment and Heritage should occur though this project.	Noted. Office of Environment and Heritage has prepared a submission.
	"Council is encouraged to meet with the Tharawal LALC to explore economic, social or cultural opportunities for land holding owned or currently under claim."	Noted.
<b>4. Sydney Water</b>	Currently undertaking master planning for water related services for the wider Western Sydney including innovative water, wastewater and stormwater servicing solutions.	Noted.
	Support regulatory frameworks which encourage innovation and result in improving environmental and public health outcomes etc.	Noted
	"Supports Campbelltown Council's vision to look at pioneering solutions such as decentralisation, recycled water generation & use and the development of the blue-green grid ..."	Noted.
<b>5. Council's Aboriginal Community Partnerships Officer</b>	The vision needs to ensure that Aboriginal culture is reflected in a current and future identity.	Noted.
	Include within 4.2 Building Block 2 Blue and Green grid an additional concept: <i>"Protect areas of Aboriginal value and to provide opportunities to engage and educate the community, both local and visiting, on the Dharawal people and culture."</i>	Noted. Amendments made to reflect this issue.
	Incorporate the reference to the Aboriginal community more explicitly within the Section 05 Growth principles. Some suggestions include under City and Bush: <i>"respect and give life to existing natural, historic and cultural features, with consideration to places of significance for Aboriginal people"</i> . Under The Good Life, include: <i>"Create inspirational places for all, showcasing</i>	Noted. Amendments made to reflect this issue.





Submitter	Issues Raised	Response
	<i>culture and the arts, including representation of Aboriginal arts."</i>	
	Under Section 06 Transforming Campbelltown, 6.5 Blue Green Grid include reference to <i>"Protection and celebration of places of Aboriginal significance"</i> . In 6.12 Horizon Three suggested inclusions <i>"Expand the network of cultural facilities across the district with new public exhibition spaces, education facilities and cultural programs that incorporate and reflect the Aboriginal cultural richness of the city."</i> And <i>"Continue to retrofit and widen streets, and improve canopy cover and activation strategies which incorporate and showcase Aboriginal culture and heritage throughout the CBD."</i>	Noted. Amendments made to reflect this issue.
	Under section 07 Our Commitment to Transformation, an additional commitment to <i>"Showcasing and acknowledge aboriginal Heritage, culture and arts in a way that is also inclusive and reflective of our modern Aboriginal community."</i>	Noted. Amendments made to reflect this issue.
	Under section 08 Informing the Vision, under City and Bush include the following: <i>"Acknowledge, include and value the Aboriginal history for the area."</i> Under The Good Life include: <i>"Create inspirational places for all, showcasing culture and the arts, especially reflecting our high and diverse population of Aboriginal and Torres Strait Islander community within Campbelltown."</i>	Noted. Amendments made to reflect this issue.
<b>6. Staff submission</b>	Suggest that we use renewable energy as oppose to just referencing solar. Need to ensure consistency with language around future energy provision.	Noted. Amendments made to reflect this issue.
	Would like to include a reference to Campbelltown's 50 <sup>th</sup> Anniversary for the Proclamation as a City.	Noted. Amendments made to reflect this issue.
	Can we include a map of the collaboration area?	Noted. This can be addressed in future phases.
	Need to reword the language around	Noted.



Submitter	Issues Raised	Response
	transforming Campbelltown to ensure it is clear about intent.	
	Some spelling and grammar.	Noted. Amendments made to reflect this issue.
<b>7. NSW RFS</b>	“RFS raises no objections to the proposal”.	Noted
	Any subsequent development should consider Planning for Bushfire Protection 2006.	Noted
<b>8. Greater Sydney Commission</b>	Congratulates Council on the development of a draft vision and planning framework. Notes that with the Collaboration Area scheduled to commence in the second half of 2018 this work “will inform the process and provide a strong platform ...”	Noted.
	Would like Council to explore as a part of the visioning document potential solutions for minimising potential conflicts associated with land use intensification and current and project future traffic in the vicinity South West of Moore Oxley Street.	Noted. These issues will be addressed as a part of future phases.
	Would like to see attention to improving the connections between the health and education facilities and Campbelltown CBD.	Noted. These issues will be addressed as a part of future phases.
	Encourages Council to build on the visioning and planning framework by undertaking a place based planning approach (As identified in priority W6 of the Western City District Plan.	Noted. These issues will be addressed as a part of future phases.
<b>9. Scenic Hills Association</b>	Didn't agree with the way the vision was developed	Noted.
	Issue with the Parliament House launch	Noted. The need to socialise the draft document with politicians of both sides prior to the finalisation of the drafting meant that an event at parliament house was undertaken. The timing of this opportunity was dependent on gaining parliamentary access.
	Issue with the stakeholder engagement undertaken prior to public consultation	It should be noted that extensive stakeholder engagement with a range of stakeholders including government, business, educational institutions, etc.



Submitter	Issues Raised	Response
		was undertaken in producing the draft vision. Larger scale community consultation/engagement was undertaken while the draft is on exhibition.
	Issue with the Survey	The survey was aimed at road testing the growth principles that were developed in consultation with stakeholder engagement. Understanding these as future growth pillars is important.
<b>10. Office of Environment and Heritage</b>	Recommends Council consider amending the vision to <i>"discuss how heritage items in the CBD will be retained and the character, setting and curtilages of these items protected."</i>	Noted. Amendments made to reflect this issue
	Reiterates that Council has the following state and locally listed items in the CBD: - Queen street Building group (Including coach house) - Campbelltown post office - Warbys Barn and Stables - CBC Bank	Noted
	Some suggestions include: In section 1 – 'Our vision for the future' - include a reference to the reuse of heritage buildings helping to create more sustainable city. In section 4 under 4.2 Blue and green Grid Infrastructure – include a statement about retaining and protecting built heritage. In section 5 – growth principles, include statements about the retention of heritage.	Noted. Amendments made to reflect this issue
	Section 8 includes a commitment to heritage but no indicators that are appropriate for [built] heritage. Would like to suggest the following: - Heritage items and their settings are conserved and retained - Appropriate curtilages for heritage items maintained - Adaptive reuse of heritage buildings encouraged.	Noted. Amendments made to reflect this issue





Submitter	Issues Raised	Response
<b>11. South Western Sydney Local Health District. (SWSLHD)</b>	Is <i>“supportive of the vision and planning framework and the future it proposes for the Campbelltown CBD.”</i>	Noted
	<i>“SWSLHD is committed to the growth of Campbelltown CBD as demonstrated in the current redevelopment of Campbelltown Hospital.”</i>	Noted
<b>12. Member for Campbelltown, Mr Greg Warren MP</b>	Indicates that at NSW Government will play a pivotal role in Campbelltown future development in terms of transport, jobs, health, roads and other services.	Noted
	Would like existing and new residents to enjoy <i>“the brilliant quality of life that has made Campbelltown such a wonderful place to live, work and raise a family ...”</i>	Noted
<b>13 TfNSW</b>	<i>“Generally supports Campbelltown City Council’s proactive approach “</i>	Noted
	Noting that we need to align with Future transport 2056 <i>“as a way of enabling NSW Government agencies to support Councils vision”</i>	Noted
	Support actions that encourage walking and cycling	Noted
	<i>“Comments on rail connection to the Western Sydney Airport (WSA) need to be updated to reflect the City Deal announcement and the potential staging of the preferred public transport network including the rail link to Macarthur and including rapid buses from Campbelltown to WSA.”</i>	Noted. Amendments made to reflect this issue
	Council will need to work with TfNSW to better understand the feasibility of proposed over station development	Noted. This suggestion will be carried through to Phase 2+.
	<i>“Need for further consultation between TfNSW, RMS and Council in translating Council’s vision into a more actionable plan”</i>	Noted. Council has engaged a Strategic Transport Advisor who will assist in a working closely with TfNSW.
	Raise general comments on: Active transport, travel demand management, over station development, local transport connectivity, parking, and Rail Freight	Noted. This suggestion will be carried through to future phases.



Submitter	Issues Raised	Response
<b>14. Individual submission</b>	No strategy is proposed to the following threats: competing HEPs in Gregory Hills, impact of slowing of apartment sales, increased likelihood of interest rate rise etc.	Noted.
	Raises the need for a strategy to accompany the Vision document	Noted. This suggestion will be carried through to future phases.
	Outlines a list of actions such as encouraging innovation etc. encouraging medium density housing that enhances social interrelation. Building on the strengths of the City to encourage botanic architecture and sculptural forms in landscaping.	Noted. This suggestion will be carried through to future phases.
	Would like Council to commit to a scheme such as Parramatta's Social Sustainability framework	Noted.
<b>15. RMS</b>	RMS acknowledges the significant level of strategic planning Council has undertaken, and the leadership they have shown	Noted
	RMS supports and reiterates TfNSW comments.	Noted
	RMS is undertaking a Road Network Plan for Campbelltown Road. This work appears to be aligning with the vision and planning framework for Re-imagining by: - Identifying and developing an active transport grid and gaps in the existing network - Canopy over to encourage walking and cycling - Identifies need to provide connectivity to Campbelltown CBD - Highlights need to improve bus stop facilities.	Noted. This suggestion will be carried through to future phases.
	Indicate that Council should undertake a transport study in order to translate from vision to actionable plan. This study would need to <i>"identify the cumulative transport impacts of future residential and employment uplift in Campbelltown CBD and associated identification of feasible transport infrastructure improvements, staging, funding responsibilities and associated funding mechanisms."</i>	Noted. This suggestion will be carried through to future phases.



Submitter	Issues Raised	Response
	Could also identify measures for inclusion in a green travel plan for the CBD.	
<b>16 Subsidence Advisory NSW</b>	The mine subsidence district that previously encompassed the Council area has been revoked. They therefore have no comment.	Noted
<b>17. Individual submission</b>	Supportive of the project	Noted
<b>18. Individual submission</b>	Supportive of the project	Noted
	Raised an issue with Hurley Street	Note. CBD roads (including Hurley Street functioning) will be investigated as a part of future phases.
<b>19. Individual submission</b>	Neutral – would like to see more thought given to transport infrastructure such as bike paths, faster trains, more frequent buses etc.	Noted. Transport and connectivity are a major platform that will be further investigated in future phases.
<b>20. Individual submission</b>	Need infrastructure, respect history and heritage, need to ensure connectivity between CBD and HEP, supports renewable energy.	Noted. This suggestion will be carried through to future phases.
<b>21 Individual submission</b>	Don't want Council to adopt the plan.	Noted
	Must preserve Heritage	Agree
	Must preserve Mawson Park	Agree
	Like suburbs - don't want high rise development.	Noted
<b>22. Individual submission</b>	Plan to build free water fill stations into the CBD to save plastic bottle waste.	Noted
<b>23. Individual submission</b>	Would like Campbelltown to be a <i>"beautiful, safe and pleasing place to shop and visit."</i>	Noted





**APPENDIX V - Parliament House Forum**

*Campbelltown City Council's General Manager, Ms Lindy Deitz*



*NSW Premier Gladys Berejiklian MP, with Mayor of Campbelltown, Mr George Brticevic*

**Re-imagining Campbelltown CBD**  
**Sydney's Southern Gateway**





*Lisa Wilkinson AM – Campbelltown's National Champion, with Mayor George Brticevic*

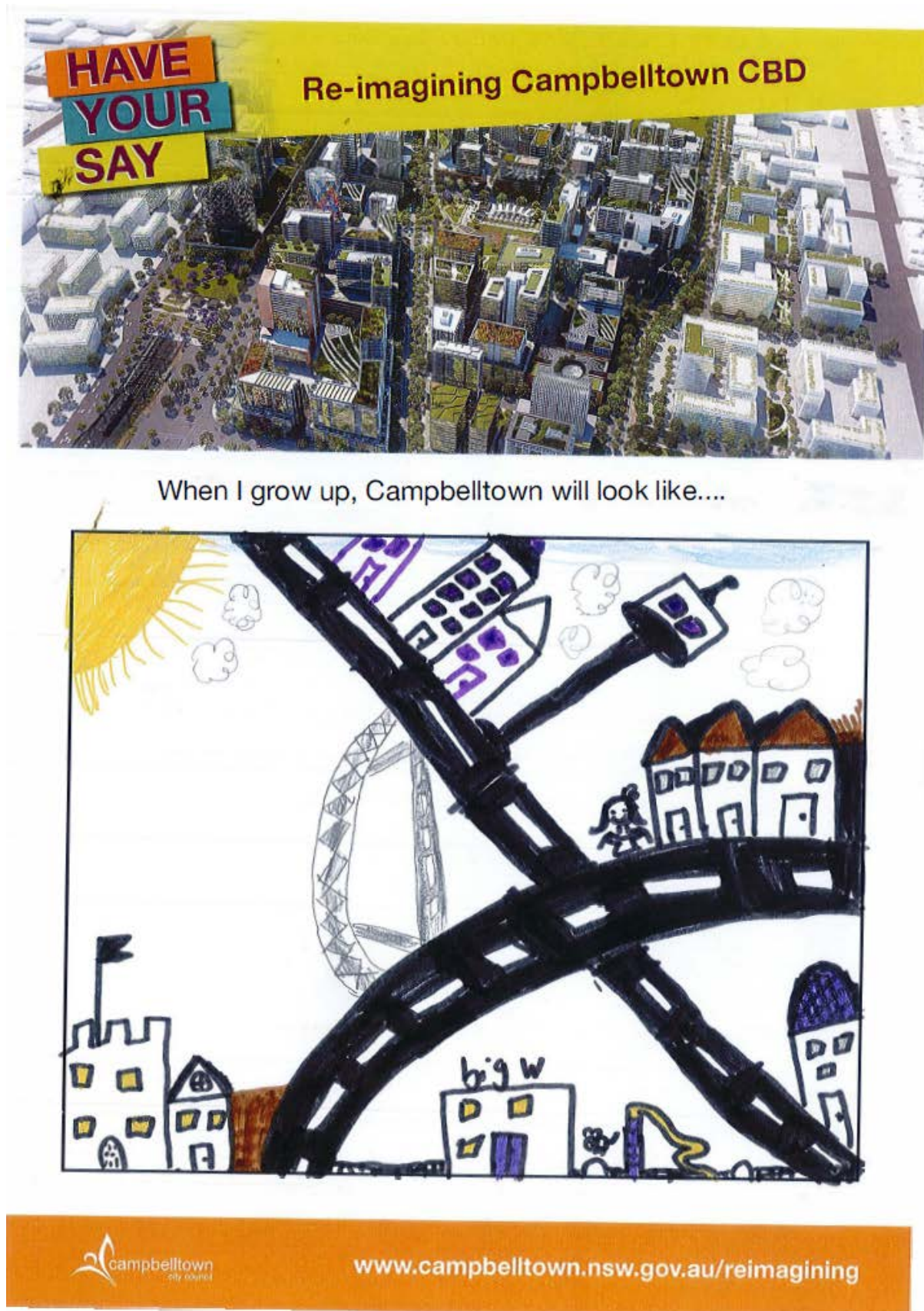


*Mr Jim Marsden OAM – Campbelltown's National Champion with Mayor George Brticevic*

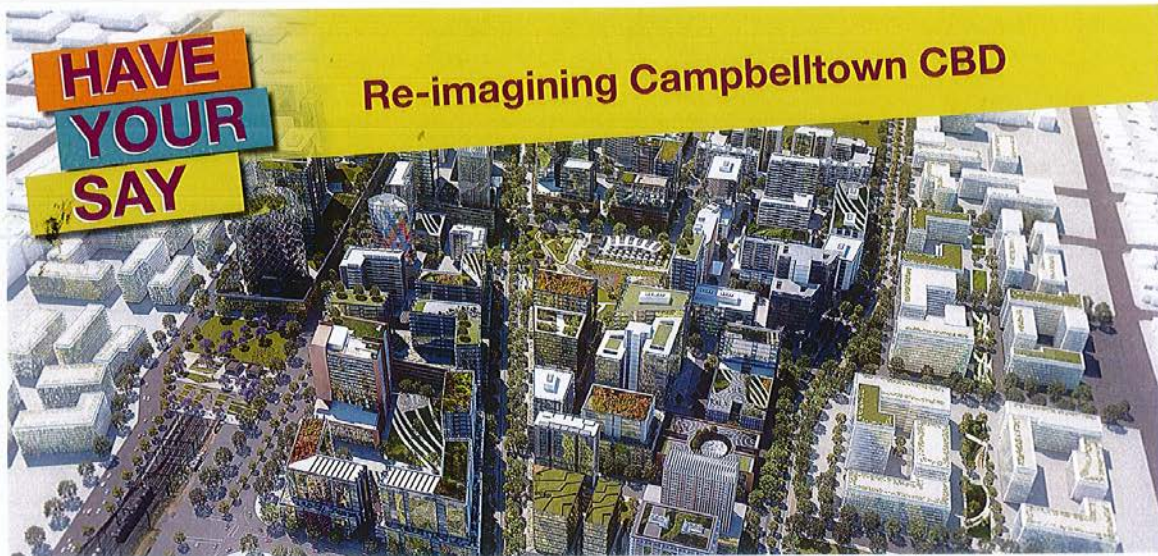




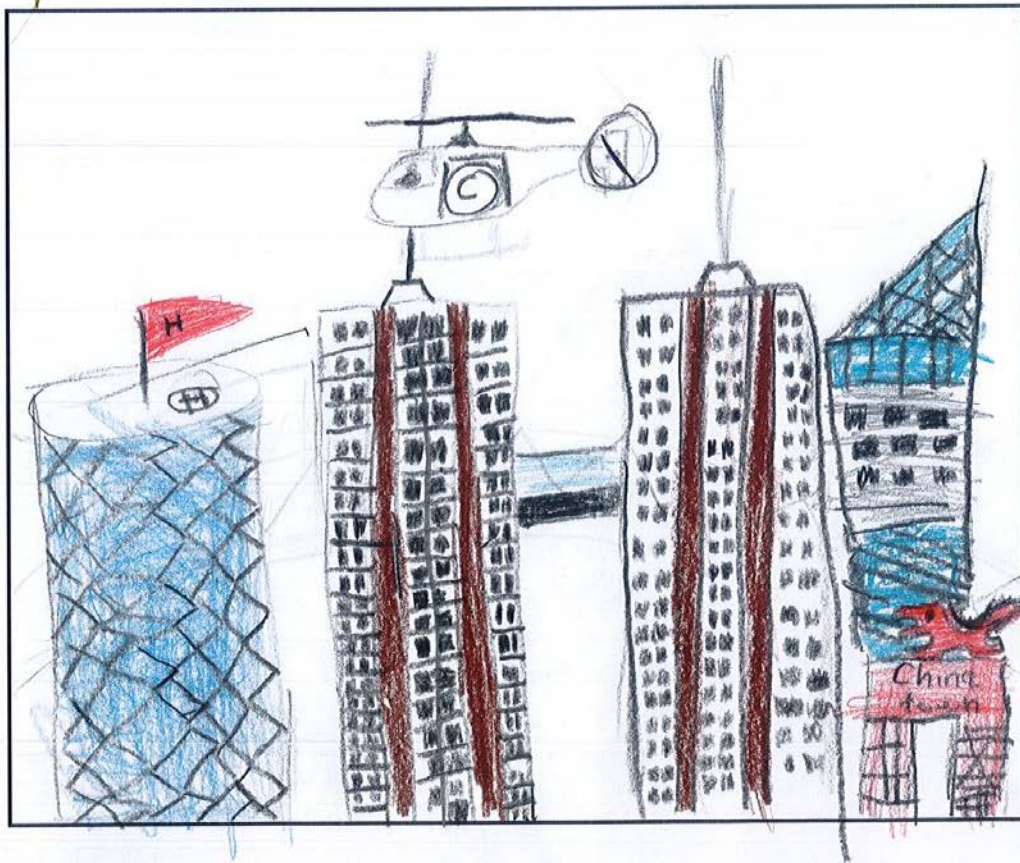
## APPENDIX VI – Kids Poster Drawings







When I grow up, Campbelltown will look like....



[www.campbelltown.nsw.gov.au/reimagining](http://www.campbelltown.nsw.gov.au/reimagining)







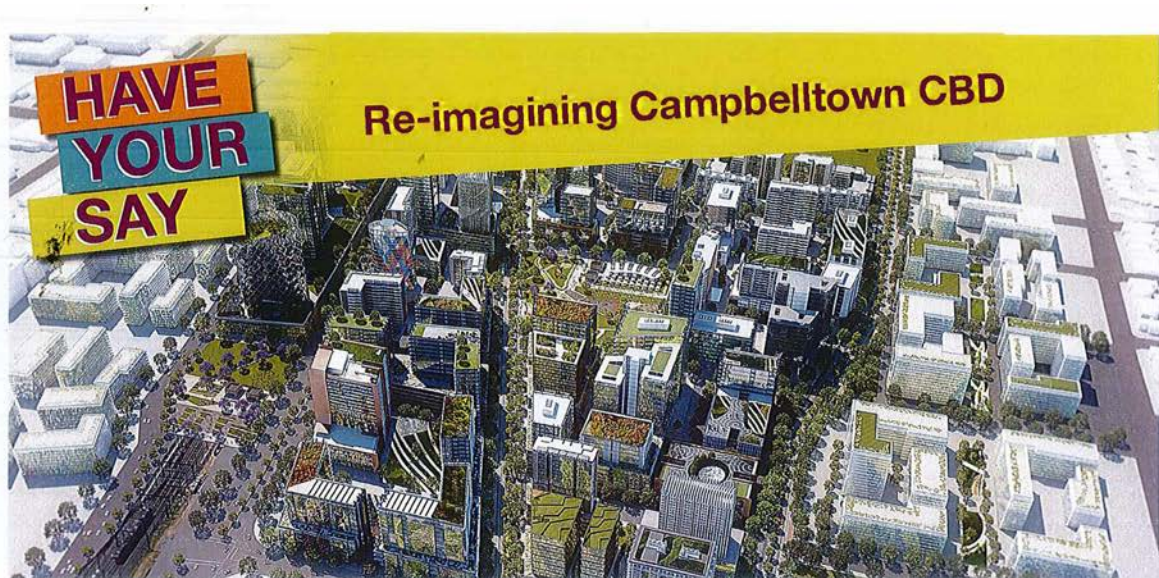
When I grow up, Campbelltown will look like....



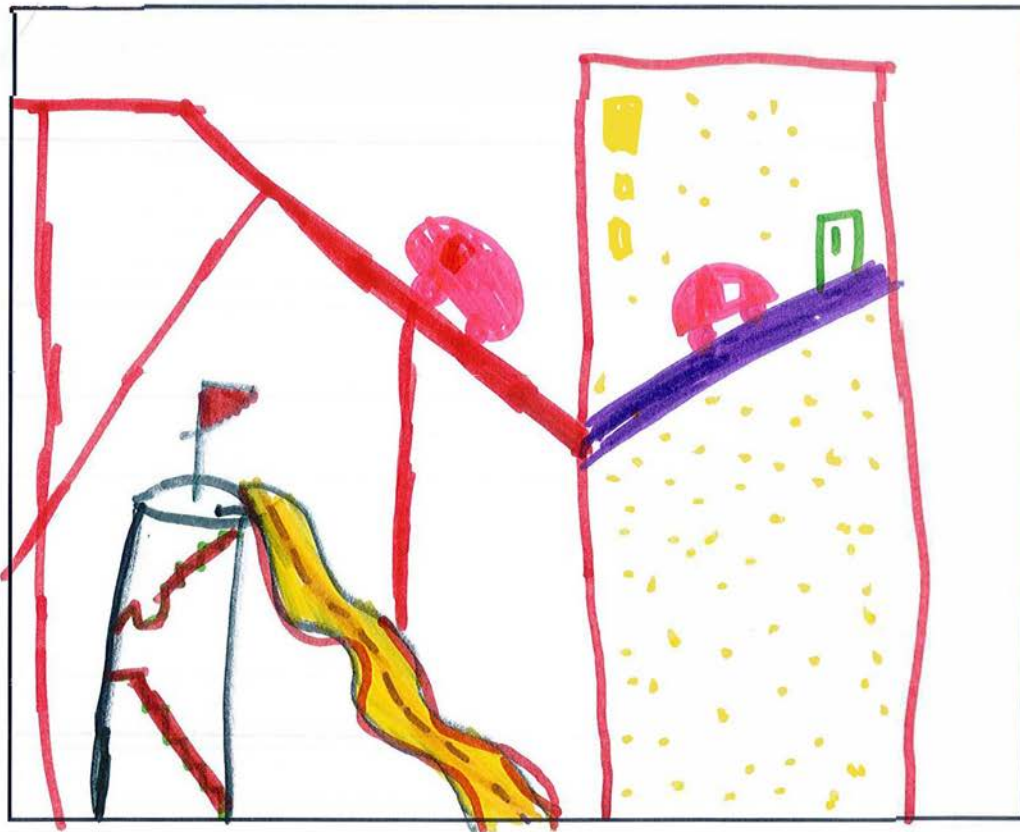
[www.campbelltown.nsw.gov.au/reimagining](http://www.campbelltown.nsw.gov.au/reimagining)







When I grow up, Campbelltown will look like....



[www.campbelltown.nsw.gov.au/reimagining](http://www.campbelltown.nsw.gov.au/reimagining)





## APPENDIX VII - Communications/Media

Our Social Media platforms shared information and updates throughout the duration of the project with these posts reaching a total of 17,669 people! The Have Your Say webpage had 2,207 visits, and another 749 people visited the events pages for the pop up/drop in sessions.



*Re-imagining Campbelltown CBD – The Daily Telegraph, Tuesday 14 March 2018*



*Front page article in the Campbelltown Macarthur Chronicle – Tuesday 20 March 2018*



# MEDIA RELEASE



14 March 2018

## Campbelltown City Council unveils vision for city's future

Campbelltown City Council will unveil its plan to create "Australia's Greenest City" as it kick-starts a new employment and investment initiative aimed at attracting, and supporting, the next generation of jobs, homes and lifestyle, for one of the fastest growing economic regions in the country.

Following the recent Western Sydney City Deal, a tri-level agreement with federal, state and local government, which set a target of 200,000 new jobs across the region, Council, will today release a bold vision for its future, in front of Sydney's leaders in government, business, tourism, health, education and sport, at NSW Parliament House.

Mayor of Campbelltown, Cr George Bricevic said Re-Imagining Campbelltown, a draft strategy prepared by Deloitte in partnership with Council, had been developed to help ensure the city, and broader Macarthur region, was positioned to leverage the growth, investment and opportunities of the future.

The draft report compiled by one of the world's leading consultants, suggests that Macarthur will be home to an additional 800,000 within the next 25 years.

"In order to support this population explosion, we need to start planning for the necessary infrastructure, jobs, and homes, now. Doing nothing is not an option," Cr Bricevic said.

"Campbelltown has today put its hand up and said it's prepared to meet these growth targets head on. We can't afford to just sit back and wait for growth to overtake us – we need to get on with the job of planning and building a city that people will want to invest in, want to live, and want to visit. Cr Bricevic said today marked the start of a new era for Campbelltown as a place of opportunity, innovation and collaboration.

Council will soon commence a program of engagement with community, business, and government, seeking their feedback on the draft report, to ensure its future plans are communicated widely, to a variety of stakeholders.





# MEDIA RELEASE



"Campbelltown is uniquely placed to lead the development of some of NSW's major centres. It is Sydney's southern gateway, acting as a main city 'hub' for the Southern Highlands and the Illawarra, and is ideally situated between Sydney's two international airports at Mascot and Badgerys Creek.

"Its strategic location, combined with existing assets such as its vast natural spaces, and health and education clusters, as well as a rapidly growing population, makes the Campbelltown proposition like no other in Sydney.

"Today's event is about putting Campbelltown on the map, and letting the rest of the state know that we have an important role to play in not just supporting the economic and social growth of Western Sydney, but NSW."





# MEDIA RELEASE



14 March 2018

## Building Australia's Greenest City

To address the fact that two thirds of employed residents leave the local area every day for work, and to attract, and retain skilled workers and business, the first stage of *Re-Imagining Campbelltown* is focused on the creation of more activated, connected and sustainable places, in Campbelltown CBD.

"The creation of green spaces, and inspirational places that showcase local arts and culture, will be at the forefront of our planning decisions, not an after-thought," Cr Bricevic said.

"We want to build Australia's greenest and most sustainable city – a place that is attractive for young professionals, that fosters innovation and encourages industry collaboration. The good news is that we have the structures in place to make it a reality."

More than 70 per cent of Campbelltown is natural environment, and this will feature strongly in how the future design of the urban centre is developed in future stages of the project

Other initiatives aimed at building an attractive, sustainable and prosperous CBD, include:

- Incentivising design-led excellence for public and private spaces
- Creating a 'compact' city – a 30-minute city where jobs, amenity and recreation is within short reach of everyone in Campbelltown and the wider Macarthur region
- Ensuring that the economy is centred around the principles of urban agglomeration – clustered, connected and collaborative businesses.
- Lead the delivery of authentic, low-resource, low carbon solutions, including the transition from car-dependence to the creation of more walkable, transport-connected communities.
- Provide more community facilities and public spaces that encourage healthy lifestyles and activity.

"With our massive spike in population, in addition to Australia's biggest infrastructure project – the Western Sydney Airport – a stone's throw away, there is a great opportunity to re-shape our city and capitalise on the public, and private sector interest that is happening across the region," Cr Bricevic said.

"To do that we need to build a place that appeals to young millennials and to big corporates which are looking to leverage the opportunities, and growing talent-pool that exists in Campbelltown and beyond."



# MEDIA RELEASE



14 March 2018

## Building Australia's Knowledge City

Campbelltown City Council will officially launch its strategic vision for a new health and education precinct, bringing together medical science, research and education, as a way to fuel jobs growth while also improving local health outcomes.

NSW Education Minister Rob Stokes MP will unveil the vision, which is aimed at providing world leading education and specialist community-based care in areas of paediatrics, Aboriginal health and gastro motility, through new science-based research and discovery.

"By assembling a critical mass of co-located research, teaching and clinical services, the Campbelltown Health and Education precinct can establish itself as one of Australia's leading innovation districts," Mr Stokes said.

"Education and health is no longer just about service delivery, they are important urban and economic drivers, particularly in the Macarthur region, where there is a strong agglomeration of health and education providers."

Mayor of Campbelltown, Cr George Bricevic, said health and education was the city's largest employer, currently accounting for almost 30 per cent of all jobs.

"Health and education is at the centre of our growth story, and by building on our existing partnerships with Campbelltown Hospital, Western Sydney University, TAFE NSW and other industry leaders, we have an opportunity to develop a nationally recognised centre of research, medicine and health," Cr Bricevic said.

At 400 hectares, the Campbelltown Health and Education Precinct, which will include Campbelltown Hospital, Campbelltown Private Hospital, and the Macarthur Clinical School, is the largest of Western Sydney's five health and education precincts.

There will also be opportunities for the precinct to connect to the nearby WSU campus, TAFE NSW campus, as well as potentially link to future business parks, and the city's commercial and retail centres.

"In addition to the generation of more concentrated smart jobs, the health and education precinct will provide an environment that has the potential to act as a catalyst to attract industry and employment opportunities that ensure we can continue to develop and retain the next generation of local leaders," Cr Bricevic said.

