

RE- MAG- N- ING

SUMMARY REPORT

**CAMPBELLTOWN
CITY CENTRE
MASTER PLAN**

2020



OUR GATHERING PLACE

**THIS LAND
BETWEEN
TWO RIVERS IS
OUR MEETING
PLACE. THIS
IS DHARAWAL
LAND.**

Campbelltown has
**ONE OF THE
LARGEST
POPULATIONS**

of Aboriginal and Torres
Strait Islander people
in NSW

5,971

people are **Aboriginal
or Torres Strait
Islander.**

ACKNOWLEDGMENT OF COUNTRY

Dharawal people walked in harmony with this land, treading lightly and paying respect to the Elders who went before them. They welcomed people from many nations to gather and enjoy the sustenance of their fertile land, the land between two rivers. We acknowledge the Dharawal people, the traditional custodians of this land.

Campbelltown has always been a gathering place. Its fertile land provided first inhabitants with abundant food sources, bushland and wildlife. This, along with the welcoming nature of the Dharawal people, made the area a perfect meeting place for all Aboriginal and Torres Strait Islander nations to unite, to yarn, trade, discuss lore and resolve any grievances that may have occurred between them.

Today Campbelltown's Aboriginal community continues to embody this welcoming nature. Made up of different communities from far and wide they are one of the largest Aboriginal and Torres Strait populations of all LGAs in NSW. Despite coming from different Aboriginal and Torres Strait Islander nations, having different stories, and different connections to Country, they have joined together as one community and made Dharawal land their home. We acknowledge the strength and welcoming spirit of the Campbelltown Aboriginal community.

Together they are creating a new shared culture of contemporary Campbelltown - one that honours the past and its people whilst looking towards the future. They create strength through their connections to each other. In agreeance with the Dharawal people, they welcome all new people to Campbelltown. We acknowledge the future Aboriginal community of Campbelltown

Always was, always will be, Dharawal land.



ALIGNED APPROACH

Aboriginal people know if you care for Country, it will care for you. Since time immemorial Aboriginal people have managed, cultivated and cared for the landscape where Sydney is today. However, during the making of the city post 1788, the multi-dimensional nature of Country has never been deeply considered, reconciled or remembered.

In recognition of this, and in response to Sydney's rapid growth, the Greater Sydney Commission (GSC) have shaped a new approach to ensure planning and land use of the Greater Sydney Region is respectful, equitable and sustainable. Guided by 'A Metropolis for Three Cities' a suite of strategic planning documents now embed an understanding and respect of Country into a bold vision, key directions and steps for delivery across different scales from the whole region, to five districts and thirty-three local government areas.

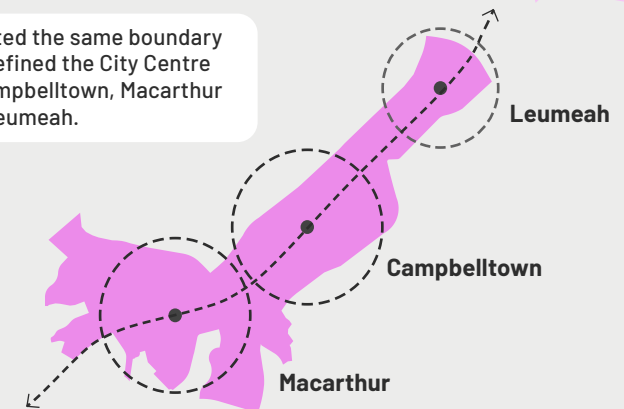
The Western City District Plan identifies Campbelltown-Macarthur as the metropolitan cluster centre for the southwest. This has been expanded to include Leumeah due to its regional role as the hub of sports and events and the home of Campbelltown Stadium. Together the three centre form Campbelltown City Centre.

Reimagining Campbelltown City Centre Master Plan builds on the GSC's work. It is a master plan with an ambitious vision towards a more liveable future that will leverage our growth to build resilience and reduce impacts of climate change. It has been prepared in concert with the Campbelltown-Macarthur Place Strategy.

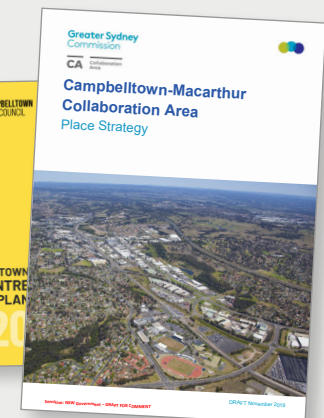
HOW THESE DOCUMENTS WORK TOGETHER

Shared vision and objectives for Campbelltown City Centre as the capital of opportunity, creativity and culture for the Macarthur Region.

Adopted the same boundary and defined the City Centre as Campbelltown, Macarthur and Leumeah.



Actions to be led by Council with limited input from other agencies.

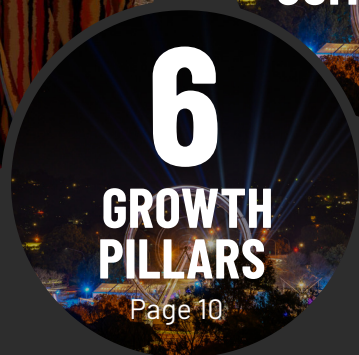


Actions requiring a high degree of multi-stakeholder collaboration to deliver.

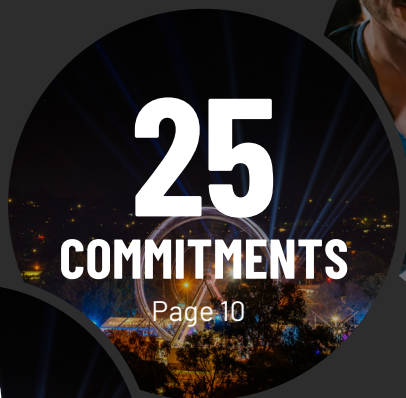
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How to use the Master Plan

The Campbelltown City Centre Master Plan is a framework for decision-making in the City Centre into the future. It is intended as a living document that is revisited and refreshed as projects are delivered and outcomes are measured.

Four parts to the Master Plan:

INTRODUCTION: STRATEGIC CONTEXT & VISION

Five strategic positioning insights set the context for Reimagining Campbelltown and shared vision and objectives with the Place Strategy.

PART 1 PLACE FRAMEWORK: PILLARS & COMMITMENTS

The Place Framework is the enduring component of the Master Plan. Six growth pillars and 25 commitments capture the community's values and underpin every single decision in the city centre.

WHAT WE HEARD: COMMON THEMES FROM ENGAGEMENT

Seven themes which emerged from community, industry, agency and stakeholder engagement.

PART 2 DELIVERY FRAMEWORK: CITY MAKING MOVES & ACTIONS

10 City-Making Moves describe the key outcomes for the city centre to unlock its potential in the first 10 to 20 years of the Master Plan. Each move will be realised through a series of actions including Transformative Projects, Further Studies And Catalyst Programs. It is intended the Delivery Framework will be refreshed every seven to 10 years.

PART 3 IMPLEMENTATION

The Implementation Plan identifies priorities for the first five years with a focus on doing a few projects well, commencing programs and undertaking foundational investigations to unlock potential.

INTRODUCTION STRATEGIC CONTEXT & VISION

Southern Gateway

Building on our Strengths

Growth Opportunity

City in a Valley

Celebrate our Diversity

The Time is Now

Vision

THE CAPITAL OF OPPORTUNITY & CULTURE FOR THE MACARTHUR REGION

PART 1 PLACE FRAMEWORK: PILLARS & COMMITMENTS



WHAT WE HEARD

Your Big Ideas



PART 2 DELIVERY FRAMEWORK: CITY MAKING MOVES & ACTIONS



PART 3 IMPLEMENTATION

1. Governance Framework

A Cross Functional Team

2. Five Year Priority Plan

Five Priority Projects

A1.1 A1.2 A3.1 A4.1 A7.1

Three Partnership Projects

A1.3 A1.4 A2.1

Programs & Studies



3. Monitoring

Refresh



VISION

In 2036, Campbelltown City Centre is the capital of **OPPORTUNITY** and **CULTURE** for the Macarthur region.

Designed for **PEOPLE**, **AMBITION** and **INNOVATION**, Campbelltown City Centre accommodates **COMPACT**, **WALKABLE** and **WELL-CONNECTED** clusters of activity, nestled in a green **VALLEY** and united along the Bow Bowing Creek spine.





SHARED PLACE OBJECTIVES

Campbelltown City Centre is a place ...

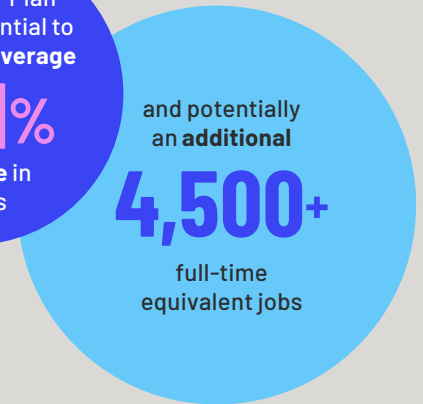
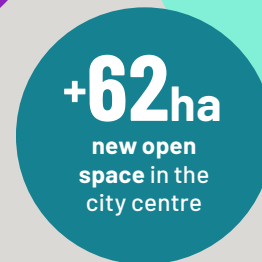
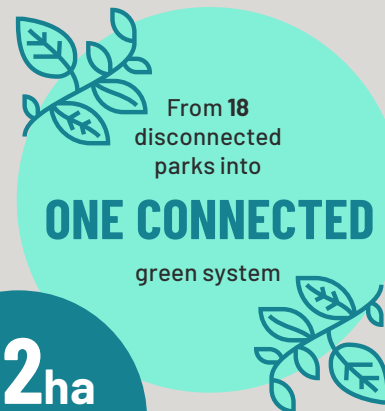
- **on Dharawal Land**, that celebrates its rich Aboriginal heritage, and contemporary culture and creativity in myriad ways
- that **leverages its economic strengths and opportunities** around population health and education, justice, plant and animal science, agribusiness, additive and hi-tech manufacturing industries, and sport and entertainment to attract investment and provide knowledge and skilled jobs for its community
- with **three well-connected, compact and mixed-use neighbourhoods** that offer jobs and amenity within easy reach of everyone reducing the infrastructure burden
- where **blue-green infrastructure forms an integrated ecosystem** embedded into all planning decisions and developments, creating a sustainable future and celebrating the natural landscape
- that **prioritises people and streets** to create lively and inclusive centres, and healthy, walkable neighbourhoods
- where **people choose to walk, cycle and use public transport** over using a car
- supported by collaboration and leadership that **embraces innovation, and boldly seeks and acts on opportunities** to deliver great outcomes for Campbelltown's community, environment, and economy.



IMAGINE THE FUTURE

Campbelltown City Centre comprises of three distinctive and complementary centres. Each centre has its own identity, shaped by natural features, lifestyle destinations and the unique role they play in the city centre. The following illustrative master plans depict a potential future outcome for each of the three centres.

NOTE: Buildings, facilities, and outcomes depicted in these plans are illustrative only and are subject to further detailed studies.



Bow Bowling Creek is reimagined as a **GREEN-BLUE AMENITY SPINE**

A high amenity **TECH AND CITY SERVICING** precinct accommodating a range of tech, advanced and additive manufacturing uses

MIXED-USE HIGH DENSITY LIVING with the convenience of inner city amenities

Tertiary education campuses transformed into **INTENSIVE LIVING AND KNOWLEDGE PRECINCTS** with education, business and knowledge incubators

Bow Bowling Creek connects key sports and recreation spaces including the **SPORTS AND HEALTH CENTRE OF EXCELLENCE**

CAMPBELLTOWN CBD

LEUMEAH LIVE

IMAGINE

**IMAGINE
LEUMEAH LIVE
IN ACTION**

MIXED-RESIDENTIAL NEIGHBOURHOODS provides diverse housing options in a green parkland setting.

Leumeah Live is a **REGIONAL SPORTS AND ENTERTAINMENT DESTINATION** anchored by Campbelltown Stadium, an arena and regional indoor sports facility and consideration for potential aquatic centre.

Short-term accommodation co-located with flexible office space anchors a new **NIGHT-TIME FOOD AND ENTERTAINMENT OFFER**.

A **MIXED-USE URBAN VILLAGE** at the heart of Leumeah

Campbelltown transit interchange is the City Centre's grand **ARRIVAL GATEWAY**

Queen Street is a bustling **PEOPLE STREET** including the new food destination **FLAVOUR LANE**

An **EXPANDED CAMPBELLTOWN ARTS CENTRE**

Campbelltown's new cultural precinct features the **NATIONAL ABORIGINAL CULTURAL CENTRE** and **CAMPBELLTOWN BILLABONG PARKLANDS**.

A new **CIVIC, COMMUNITY AND JUSTICE PRECINCT** includes multi-jurisdictional courts, emergency services, civic spaces and a vertical learning campus

**IMAGINE A
VIBRANT
BUSTLING CBD**

IMAGINE

**IMAGINE
LEADING
INNOVATION**

IMAGINE

MIXED-USE WELLBEING PRECINCT with private health, education, research and high density mixed residential living.

A new **18-HOUR ENTERTAINMENT QUARTER** adjacent to the station and anchoring the **VIBRANT NEW PEOPLE STREET**

MACARTHUR HEALTH & INNOVATION DISTRICT



ONE VISION

SIX GROWTH PILLARS

25 COMMITMENTS

The vision for Reimagining Campbelltown City Centre is underpinned by a Place Framework. Comprising six strategic growth pillars and 25 commitments, it is the enduring decision-making framework to guide growth and investment for a more prosperous future.

The six strategic growth pillars describe the community values and place identity of our City Centre. Each aspirations of each pillar are articulated through a series of commitments which describe the key outcomes that are envisaged for the City Centre. These outcomes are visually communicated through a map or supporting diagrams.

NOTE: Visual material is indicative and intended to communicate a strategy, rather than regulate. The place framework will continue to be informed by further investigations and more detailed studies and will be updated accordingly.





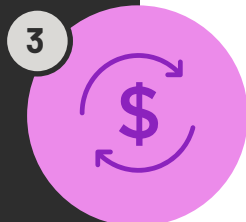
Confident & Self Driven

We don't wait for others to act for us – we own our future.



Connected Place

We make it easier to move around our City Centres, so we are both the heart of the Macarthur region and the Southern Gateway to Sydney.



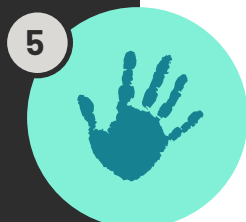
Centre of Opportunity

We play to our economic strengths and opportunities, to attract investment and create a range of jobs for our community.



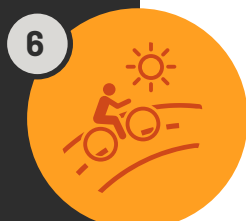
No Grey to be Seen

We enhance our waterways and green spaces and plan for a sustainable future.



City & Bush

We respect and celebrate our cultural heritage and our unique city bushland lifestyle.



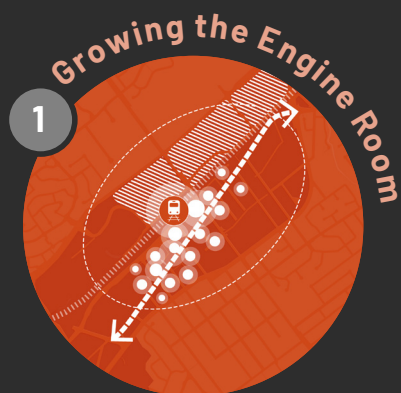
The Good Life

We are an inclusive, diverse and friendly community. People choose the Campbelltown lifestyle.

C1.1	Seek and act on opportunities
C1.2	Smart city approach
C1.3	Collaborating for change
C1.4	Reduce shocks and stresses
C2.1	Streets for people
C2.2	Optimise connectivity and servicing
C2.3	Enhance connections to Macarthur
C2.4	Connect to greater Sydney and beyond
C3.1	Cluster businesses
C3.2	Intensify land use
C3.3	Increase local jobs
C3.4	Upskill local residents
C4.1	Connected green grid
C4.2	Enhanced and resilient blue grid
C4.3	Low resource, low carbon, low waste
C4.4	Reduce urban heat
C5.1	Multi-use open space
C5.2	Active urban spaces
C5.3	A city in a valley
C5.4	Campus city
C5.5	Design excellence
C6.1	A City to call home
C6.2	Regional facilities
C6.3	Energy and enchantment
C6.4	Telling our stories

TEN CITY MAKING MOVES

THIRTY FIVE ACTIONS



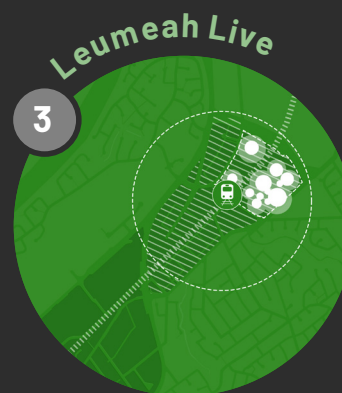
Grow Campbelltown CBD as the civic and economic heart of the Macarthur region.

- 1.1 Revitalise Queen Street
- 1.2 Create a new City Library
- 1.3 Create CBD Vertical Education Campuses
- 1.4 Create the South West Sydney Community & Justice Precinct
- 1.5 Tech and City Servicing Innovation Precinct



Foster growth and collaboration in the Macarthur Health, Knowledge and Innovation District.

- 2.1 Deliver the Macarthur Health, Knowledge and Innovation District
- 2.2 Deliver Business and Knowledge Incubators
- 2.3 Increase the Private Health Offer



Amplify Leumeah as the home of integrated sports and entertainment heart in Macarthur.

- 3.1 Amplify the Sport and Entertainment Precinct
- 3.2 Develop the Leumeah Centre Precinct



Connect our network of multi-use green-blue spaces to each other and our City Centre destinations.

- 4.1 Transform Bow Bowling Creek
- 4.2 Be Guided by Green



Embrace environmental sustainability and climate resilience for liveability.

- 5.1 Plan for Tomorrow
- 5.2 Make the City Cooler
- 5.3 Re-purpose Waste



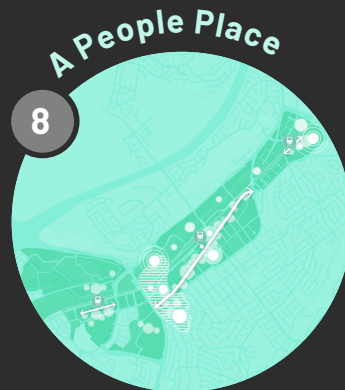
Stitch the City Centre into one seamless place with new bridges and underpasses.

- 6.1 Enhance the City Centre Station Interchanges
- 6.2 Improve City Centre Connections
- 6.3 Improve Active Transport Connections



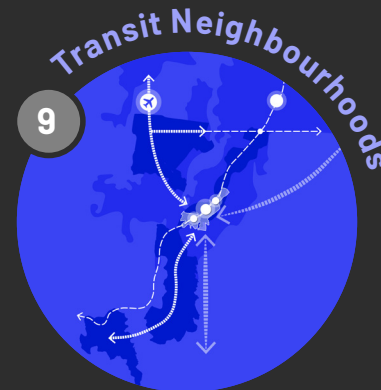
Place people at the forefront of all decisions for an inclusive, diverse and safe City Centre.

- 7.1 Deliver the Campbelltown Billabong Parklands
- 7.2 Reflect our Cultural Heritage through Places and Programs
- 7.3 Develop the National Aboriginal Cultural Centre
- 7.4 Expand Campbelltown Arts Centre
- 7.5 Create a Screen Culture



Attract talent and visitors from across the world to our creative cultural heart which showcases our community.

- 8.1 City Centre Housing Strategy
- 8.2 A Home of Iconic Events and Celebrations
- 8.3 Design for Excellence
- 8.4 Cultural Interpretation Strategy



Connect our City Centre to our community, region and beyond.

- 9.1 Connect the Three Centres
- 9.2 Connect the Macarthur region with the City Centre
- 9.3 Connect WSA with the City Centre
- 9.4 Plan for Faster Rail



Lead the way to a better future through decisive and bold action and collaborative partnerships.

- 10.1 Grow the City's Economy
- 10.2 Leverage Opportunity Sites
- 10.3 Lead the Way with Water and Energy
- 10.4 Improvements through Innovation

A CALL TO ACTION

MECHANISM 2:

FIVE YEAR PRIORITY PLAN

Establishing clear short-term priorities for implementation of the master plan is fundamental to its success. It provides transparency and clarity to the private sector and assists in catalysing and coordinating investment in areas of focus.

The priority actions for the first five years have been identified in alignment with existing momentum and identified community priorities. This five year priority plan identifies:

- Five prioritised projects which Council will lead the delivery of;
- Three transformative projects which Council will partner with key stakeholders to enable delivery;
- Foundational studies to build alignment with Government agencies; and
- Council programs to enable investment.

COUNCIL WILL LEAD DELIVERY ON THE FOLLOWING FIVE PRIORITISED PROJECTS



ACTION 1.1 REVITALISE QUEEN STREET

Campbelltown's Queen Street is a vibrant people place at the heart of the City Centre. New sustainable buildings sit alongside our heritage buildings which come to life with some of the city's best hidden gems. Lined with fine grain shopfronts, the eclectic mix of cafes, bars and restaurants showcase food from around the world and attract a variety of people who occupy our streets and spaces enjoying events any day of the week.

STAKEHOLDERS

Transport for NSW, community, landowners, local business, Chamber of Commerce



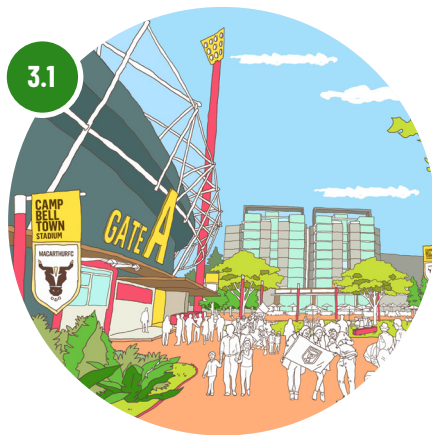
1.2

ACTION 1.2 CREATE A NEW CITY LIBRARY

The city library is a place where people come to meet, connect, create, learn, engage, work and relax. A new type of community space, it integrates multiple uses in one well connected CBD location. The landmark facility focuses on education and learning and is the celebrated heart of the community.

STAKEHOLDERS

Community members, local industry



3.1

ACTION 3.1 AMPLIFY THE SPORT & ENTERTAINMENT PRECINCT

Leumeah Live is a high volume, high energy, integrated sports and entertainment destination catering for all levels and abilities. On major event days Leumeah Live comes to life with a buzz of activity as crowds of people from Greater Sydney and beyond fill the precinct.

STAKEHOLDERS

NSW Office of Sport, sporting groups, adjoining landowners, industry



4.1

ACTION 4.1 TRANSFORM BOW BOWING CREEK

Bow Bowing Creek is unlocked as the central green spine at the heart of the city centre. a unique and defining element. Enhancements to the waterway and surrounding open space creates a vibrant multi-use landscape offering active connections, enhanced liveability and environmental benefits for new development. The length of the creek transitions from densely vegetated naturalised settings to more engineered landscape interventions creating a continuous green corridor.

STAKEHOLDERS

Sydney Water, CRC for Water Sensitive Cities, Department of Planning, Industry and Environment, adjoining landowners



7.1

ACTION 7.1 DELIVER THE CAMPBELLTOWN BILLABONG PARKLANDS


Campbelltown Billabong Parklands brings the essence of the Dharawal National Park into the heart of the city. A variety of aquatic experiences emulate this natural environment, draws inspiration from our rich local Aboriginal history and provide a focal point for the community, region and beyond.

STAKEHOLDERS

Western Sydney City Deal Partners, cultural groups, community, industry

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