

REIMAGINING CAMPBELLTOWN CITY CENTRE MASTER PLAN

Summary of
engagement outcomes

OUR CITY CENTRE



OUR MASTER PLAN

Reimagining Campbelltown City Centre Master Plan, from Leumeah to Macarthur, embodies Campbelltown City Council's commitment to showing leadership in the region by taking decisive action and a game-changing approach to planning for the city's future growth and prosperity.



The master plan delivers for Campbelltown City Council (Council) three interlinked frameworks which, combined, will shape the direction of the city over the next 20 years:

- **Strategic Framework** – six strategic positioning insights
- **Place Framework** – including enduring pillars and commitments
- **Delivery Framework** – including key actions to realise the vision and priorities for implementation.

Reimagining Campbelltown City Centre Master Plan and the Campbelltown-Macarthur Place Strategy, led by Council and the Greater Sydney Commission, collectively harnessed the passion, knowledge and aspirations of Campbelltown's residents, workers, business owners and operators, industry and students, as well as NSW Government agencies to shape the future of our city centre.

5,676

engagements with Council's website

3

co-design labs with the community, business and non-government organisations

600+

people involved in face-to-face engagement

13

interviews with people across business and non-government organisations

342

online survey responses

17

community events

10

days of the Reimagining Hub at the Fishers Ghost Festival

154

stakeholders from across State Government and Council

1,000+

Campbelltown City Council staff

7

workshops with government agencies and stakeholders

THIS REPORT PROVIDES AN OVERVIEW OF PEOPLE'S FEEDBACK ACROSS TWO PHASES OF ENGAGEMENT LED BY COUNCIL TO INFORM REIMAGINING CAMPBELLTOWN CITY CENTRE MASTER PLAN.

BIG IDEAS

What was most
important to people?



These seven themes emerged as the key aspirations for Campbelltown City Centre Master Plan across all engagement activities.

REVITALISING QUEEN STREET

- Attract residents and workers to Queen Street through amenity upgrades which protect its human scale, create great public domain and include street trees.
- Showcase our cultural diversity by creating a Spice Lane, cafe, bar and restaurant precinct offering food from around the world.
- Activate Queen Street throughout the day and night to create an 18-hour economy and improve safety.

CONNECTING OUR CITY CENTRE

- Make the city centre safe and prioritised for pedestrians and bicycles.
- Improve bus links including a community bus shuttle and dedicated bus lanes.
- Ensure the city centre is connected to Western Sydney Airport.
- Implement short and long-term parking solutions for the city centre.

ENHANCING OPPORTUNITIES

- Better connect our knowledge-intensive industries across health, education and manufacturing to drive new kinds of jobs.
- Encourage more diverse business industries and government agencies into Campbelltown City Centre.
- Ensure people who live in the region can find employment and educational opportunities close to home.

CELEBRATING OUR STRENGTHS AND DIVERSITY

- Protect and enhance our important heritage buildings.
- Create a community and cultural hub in Campbelltown City Centre.
- Build a world-class Aboriginal Cultural Centre to educate and inspire people about our significant cultural heritage.
- Celebrate diversity through regular events and festivals focused around cultural celebrations.

DESTINATION CAMPBELLTOWN

- Create destination packages that bring together the best of our nature, food and cultural experiences.
- Promote natural assets such as national parks, walking tracks and swimming locations as adventure tourism.
- Build a constructed lagoon alongside Campbelltown Stadium.

ENHANCING ACCESS TO NATURE

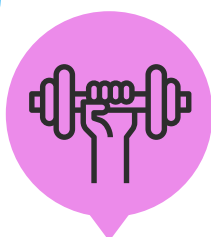
- Plant more trees and re-naturalise our waterways.
- Connect our green spaces and waterways, such as Smiths Creek and Bow Bowling Creek, with the city centre.
- Be a plastic-free city.

A HAPPY & HEALTHY CITY CENTRE

- Use materials that do not attract heat when building new communities.
- Provide diverse types of housing that cater to our communities in different stages of their lives.
- Adaptively reuse areas for mixed use development, so that people are attracted to live, work and socialise in the centre.



A car-free city



Outdoor gym equipment



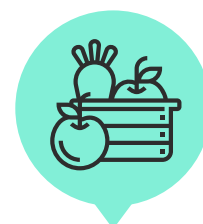
A Fortitude Valley Zone



A Silicon Valley Hub



Build a bridge over the railway



A community farm

PLACE FRAME- WORK

A Shared Vision

The Place Framework is the enduring component of the master plan. It supports Council's decision-making and guides growth and investment for a more prosperous future. Six growth pillars were identified during Phase 1 of Reimagining Campbelltown City Centre Master Plan, to provide a sense of direction and measurement for the city centre's progress over the next 20 years.

The growth pillars include:



Confident & Self Driven



Connected Place



Centre of Opportunity



No Grey to be Seen



City & Bush



The Good Life

During the development of the master plan, these pillars were tested with the community and other stakeholders to ensure we got them right. This was to ensure that the community's values underpin every decision made in the city centre. (The Confident and Self Driven pillar, a foundational pillar that is not spatially measured, was not tested with the community and other stakeholders.)

Feedback was used to create a shared vision statement for each growth pillar that reimagines the city centre; this is included at the beginning of each section of feedback. These vision statements have informed the master plan.





CONNECTED PLACE

Our three centre destinations, Leumeah, Campbelltown and Macarthur are connected to one another through well-shaded walkways and bike paths and by public transport, which will reduce the number of cars in our centres.

We capitalise on our strong rail network by building active and public transport networks linking our suburbs to our train stations. We are ideally located close to the Western Sydney Airport, and we have fast and reliable connections to and from it, making us a destination for domestic and international visitors and opening up job opportunities associated with the airport.

We ensure our city is people-focussed and not car-prioritised. We are increasingly using public and on-demand transport because it is frequent and reliable, reducing congestion caused by cars in our centres. We have a smart parking strategy that provides car parking in our centres for those people who need it. We work with business about the best way to calm our streets and activate them with people.

We have pathways for walking and cycling that link us to our favourite green and recreational spaces such as Mawson and Koshigaya Parks and the Campbelltown Arts Centre.

We have vibrant streets and spaces that are safe and easy to move around during both day and night. We have people-focussed roads in our centres, especially Queen Street. We have tree-lined streets, that are well lit and accessible for everybody and have standardised awnings and fittings. We can find our way around Leumeah, Campbelltown and Macarthur through clear and informative signs.

Leumeah, our sports and event precinct, is activated with food and beverage options that attract people to the precinct outside of events. Leumeah is well connected through public transport with the wider region. We are utilising event mode parking solutions to ensure our precinct is people focussed not car prioritised. We realise the opportunity for Macarthur to grow alongside its community, co-locating and connecting health, education and complementary services.

People's exciting ideas for Campbelltown City Centre

- We are a car-free city.
- Dedicated bus lanes.
- Dedicated community bus loop.
- Free shuttle bus between the centres.
- A smart parking strategy for the three centres.
- Incentivise new homes closer to transport hubs, to reduce reliance on private vehicles.
- Tree-lined and dedicated tracks for walking and cycling.
- Outdoor gym equipment in open space, from Leumeah to Macarthur.
- City centres that welcome people of all abilities.

"Keep up the current trend of providing more units near stations to ease congestion for commuters and easy sustainable access to train stations."

"To attract people into Campbelltown City Centre from the newer suburbs, the road links between Gregory Hills, Catherine Fields and Oran Park need to be widened and a bridge put over the railway at the base of Badgally Road to link both sides of Campbelltown."

"The city is currently designed around cars and people using cars to get everything, even visiting parks requires a drive first. This needs to be addressed to put people and other modes of transport – bikes, trams, buses – at the heart of things."





CENTRE OF OPPORTUNITY

Campbelltown City Centre has access to flexible educational opportunities, helping to upskill our people for jobs in new industries. Our workforce is diverse and quality jobs are available, enabling people who live in the region to find employment close to home.

We have diverse employment opportunities and more skilled jobs. Queen Street is a desirable commercial hub with office space and workers enjoy access to good outdoor spaces. We are well-connected to Western Sydney Airport. We are educating our workforce with the skills required for the jobs of the future in industries such as health, technology, advanced manufacturing, tourism, construction and care services. We can work close to home if that is what we choose.

To prepare Campbelltown City Centre for the future, businesses and Council are working together to provide education in the region. This includes career advice and support for small and sole business operators.

We are building strong connections between our schools, TAFE and universities. We are hosting events in collaboration with other levels of government for career expo days, connecting industry and job seekers. Council is providing regular employment statistics to the community, so we know how we are tracking against our aspirations.

We have a world-class sporting stadium and world-class event precinct that is attracting tourism opportunities for Campbelltown City Centre.

We are innovative and flexible in the way that we plan for future land uses in Leumeah centre, keeping at the forefront our goal to be a leading-class sport and event precinct.

We support Campbelltown to be an emerging commercial hub for the Western Parkland City, leveraging the opportunities of the new Western Sydney Airport, with a distinct, magnetic offer.

We capitalise on and strengthen our leading education and medical precinct in Macarthur.

People's exciting ideas for Campbelltown City Centre

- A "Silicon Valley Hub" at the University to nurture the future.
- A "Fortitude Valley" zone in the Campbelltown centre to attract students.
- Programs such as 'Multicultural Child and Family Support' can teach us about food security and sustainability.
- Develop a community farm to provide job opportunities and open access for schools to learn about fresh produce from 'farm to table'.
- A revitalised civic precinct in Campbelltown City Centre, to attract people.
- Bring the University campus into town – it will make our town buzzing with students.
- A Smart work hub that has space for local businesses and workers who travel out of the area to work from. It can include business facilities, workshop and meeting rooms.
- Focusing on developing Campbelltown into a cultural or resort style experience destination.
- Activities such as tree-top adventures to celebrate our bush.
- Campbelltown Visitors Centre, where visitors get a unique tourism experience providing the public with conservation efforts and hands on learning about Koalas. Campbelltown can be known as the Koala capital of NSW.

"We need jobs for people with different abilities and skill levels"

"We have a lot of space and access to nature that we can promote through ecotourism, packages that educate on sustainable food sources, urban and pocket farms."

"Campbelltown is full of business professionals and highly educated people, and most of these people are commuting to other major CBDs such as Sydney, Liverpool and Parramatta. Campbelltown needs a strong business centre/park to keep locals in the area and boost the economy."

"I think Campbelltown could become a centre for agricultural research, as it is close to Sydney services but close to rural areas."



NO GREY TO BE SEEN

Our parks and waterways have been revitalised and linked together through walk and cycle ways, providing our community with more opportunities to connect with nature and with each other. We have easy access to quality spaces to meet all year round and cool down in summer.

We value our parks and waterways. They provide a place to exercise and meet friends. Our connection with the bush helps us recharge and we are inspired by nature.

We are preparing our city for a heating climate by ensuring everybody has access to cool outdoor spaces and by ensuring new buildings are built with sustainable materials and passive heating and cooling. We have regenerated our open spaces and natural waterways to make them more accessible and inviting.

Our favourite open spaces such as Quirk Reserve, Smiths Creek Reserve, Mawson Park, Koshigaya Park and Bow Bowling Creek are attractive, safe and revitalised. We have drawn inspiration from places such as Helen Stewardson Reserve in Leumeah, Woodbine Parklands, Plough and Harrow and Bungarribee Parks in the Western Sydney Parklands to build multi-use play spaces and pathways, with active recreation such as basketball courts.

We have reimagined our streets and new estates being lined with trees which give us shaded paths to walk in summer. Our open spaces are linked together through walking trails that celebrate and enhance our bushland setting.

Activating our shaded open spaces with gym equipment, end of trip facilities and playgrounds give us a place for our kids to play and for everyone to recharge. Community gardens and coffee culture permeate our open spaces with garden kitchens and farms. It becomes a space where our kids can learn about native foods, healthy lifestyles and sustainability.

People's exciting ideas for Campbelltown City Centre

- Create a Grounds of Alexandria styled café attached to community pocket farms in our parks to teach kids about food security and sustainability.
- Be a plastic-free city.
- Paths that connect our community with bush tracks and nature.
- Improve active transport connections between home, shops and nature.
- Use flower boxes to plant native plants in Campbelltown City Centre.
- Plant more trees and re-naturalise our waterways to enhance the existing environment.
- Use materials that do not attract heat when building new communities.
- Reduce our reliance on cars in our centres.
- Outdoor sports park that encourages people to work out.
- A safe walkway through Smith's creek starting at Woronora Avenue.
- More dog parks.
- Squash courts available as part of our Council Sporting facilities.
- A park like Singapore Gardens by the Bay.
- Encourage Cafes to be sustainable by separating recycling and waste bins along Queen Street.
- Make the waterways such as Smiths Creek beautiful with well-known walking trails.
- A constructed lagoon alongside Campbelltown Stadium.

"We need to make Campbelltown City Centre a more friendly playground. Get more colour in the area and plant native trees and shrubs. We should promote education around food security and sustainability."

"It would be great to have activities or fun workout areas at the many green spaces around Leumeah. This could be to represent the city of sports. Seek inspiration from the Scandinavian countries for this. It could be things like a treadmill or push up machine at the bus stops, wheel with steps at the train station etc."

"The sustainability movement in our local community should be highlighted and progressed further. We have a lot of eco-warriors amongst us, who should be utilised to help further shape Campbelltown for the better."





CITY & BUSH

Our proximity to nature is our strength and we want to ensure we retain access and enhance the bushland setting which is distinct to Campbelltown City Centre.

We enhance and protect our rich natural setting. People live and visit Campbelltown City Centre because we are surrounded by native bush that is accessible through walking tracks and sustainable tourism, camping and tree-top walking packages at our national parks, such as Dharawal National Park. Our community is educated about our Aboriginal bush foods and plays an active role in keeping our waterways, such as the Georges River healthy. Our region celebrates our agricultural and colonial history through events and experiences.

Our open spaces are well connected to one another and this provides various opportunities for community to gather and interact. We have an interpretive and interactive digital Aboriginal walk and native gardens throughout our city centre to celebrate Campbelltown's unique identity. Our buildings are encased in green walls and green rooftops to maintain our bush identity, cool our city, and encourage people connect with nature.

Our city centres have diverse types of housing that cater to our communities in different stages of their lives. These homes are within walking distance to parklands with seating and entertainment options day and night. Our new homes are high-quality and cater to people at different stages of their lives, from students, to young professionals, families, empty nesters and older people. We further reduce people's reliance on their cars by increasing housing close to public transport.

People's exciting ideas for Campbelltown City Centre

- Pocket city farms with edible gardens and education about sustainable food and lifestyles.
- Include some "informal" recreational space (courts with other facilities for small children and picnic spaces).
- Interactive activities that celebrate our heritage built into the city centres.
- Good lighting – "smart" sensor lighting throughout the city.
- Church grounds are sitting empty through the week. We can open them up to the community to increase our open space when Church is not in session.
- Roof top gardens and solar power on as many buildings as possible.

"Let's add facilities such as seats, shade, toilets and reintroduce indigenous species [flora/fauna] into our city centre."

"More affordable housing for first time buyers, similar to retirement villages, but instead of being over 55's it is for under 30's. Even if that housing was in a retirement village to help bring some life back into the place. Young people can live and work there to bring some life back into the village."





THE GOOD LIFE

We are a diverse city and we proudly celebrate who we are. We draw inspiration from our diverse communities and country charm. Having spaces to celebrate what makes us unique reinforces our identity and connects communities.

We are known as a destination for nature and cultural programs that encourage people to visit and stay in Campbelltown City Centre. We celebrate our culturally diverse communities through regular events focused around cultural celebrations like Diwali, Holi and Feast. Our city is a vibrant and exciting place to be throughout the day and night. We are known as a 'city of many festivals.'

Visitors and locals come to our world class Aboriginal Cultural Centre. We are an eco- and cultural-tourism destination, with nature walks, food experiences and native food trails.

We have a contemporary library precinct, with contemporary technology and programs to teach new skills to people of all ages. We host public performances in our state-of-the-art spaces that are accessible for everybody. We are using technology in innovative and accessible ways to tell our stories through street art and sculptures on walkways. We have cultural interpretations built into our buildings and public art to reflect and communicate our diversity. We are undertaking collaborative projects with local schools to foster ownership of our public spaces. We are using digital technologies to immerse people in our city.

People's exciting ideas for Campbelltown City Centre

- A city of many festivals to build vibrancy and celebrate our diversity
- A world-class Aboriginal Cultural Centre in Campbelltown City Centre
- Dual naming of our streets and public spaces to celebrate our significant Aboriginal heritage.
- Destination packages that bring together the best of our nature, food and cultural experiences.
- Dynamic public art using new technology.
- Beautiful restaurants and al fresco dining.
- Celebrate Campbelltown agricultural beginnings through a children's education centre.
- Community and entertainment hubs with art galleries.
- Get youth painting the street with murals.
- A specialist centre that aims to improve access to vital support services for children and young people with hearing loss.
- A range of funky smaller venues for more intimate music e.g. whisky and wine bars
- Bring the library into the city centre.
- Fountain in the centre of Campbelltown.
- Food truck pods that encourage quality and innovative food.
- Give Queen Street a historical theme. If people walk or drive through, they can see Campbelltown through the ages.
- Ice skating to encourage active recreation.
- Cinema under the stars.



"I believe Campbelltown can be a diverse and multicultural artistic hub. When I reimagine Campbelltown, I see lots of beautiful restaurants with al fresco dining and street entertainment, which makes walking the streets at night feel pleasant and uplifting. I also envision lots of greenspaces."

"More locations for outdoor dining, specifically down Queen Street and around Campbelltown Stadium."

"I would like to see more local and international acts and music festivals in the area for the over 40's."

"Let's keep people in the CBD after 5pm. Libraries and shops opening later for families."

"Provide access to grassroots sports clubs to Campbelltown Stadium."



DELIVERY FRAME- WORK

City Making Moves





The Master Plan Delivery Framework comprises 10 City-Making Moves and 35 actions to unlock the potential of and transform Campbelltown City Centre over 20 years.

The Delivery Framework is Council's plan to turn its vision into reality. Stakeholders were consulted on five of the priority actions and their feedback is outlined below.

- Redesign Queen Street
- Deliver the Macarthur Health, Knowledge and Innovation District
- Amplify the Sports and Entertainment Precinct
- Reflect our Cultural Heritage through places and programs
- Transform Bow Bowling Creek





REDESIGN QUEEN STREET



Redesign Queen Street will ensure the heart of the city centre is a vibrant place to live, work and play throughout the day and night. Redesign Queen Street is about creating a city centre that is safe, welcoming and accessible.

A vibrant main street that will tell our stories old and new, through our heritage buildings, public art, walking tours and events. Our cafes, bars and restaurants on Queen Street will offer food from around the world, showcasing our cultural diversity.

WHAT WORKS WELL ABOUT THIS INITIATIVE

Stakeholders and community supported the vision and actions outlined for Redesign Queen Street, including improving the amenity of the street while maintaining the personality and soul of Campbelltown. Stakeholders and community particularly supported the pedestrian-prioritisation of the main street, enhancement of heritage buildings, improving public domain, and creating a tree-lined streetscape which would attract higher-grade retail and commercial premises.



WHAT IS IMPORTANT TO GET RIGHT

Pedestrian focus: Stakeholders supported transforming Queen Street into a pedestrian prioritised place and acknowledged that the balance of cars in the city centre will be important to get right. They supported the development of a City Centre Parking Strategy to achieve this outcome.

Human scale: Stakeholders valued the human scale of Campbelltown's Queen Street, they supported a design excellence approach to underpin future development, and they supported a cohesive approach to street trees and planting, ensuring people can walk down a shaded street in summer and a sunny street in winter.

Critical mass: Stakeholders acknowledged that this project involves not one action, but many actions to be delivered across state and local government, businesses and the community. Ensuring all stakeholders share the same vision and aligning timing will lead to a more successful outcome for Queen Street. Stakeholders discussed the need for a series of catalytic projects that encourage private investment in the main street. They also noted that increasing the city centre population of both workers and residents is crucial to activating the streets day and night. Stakeholders felt that co-working spaces, a multi-purpose library and social spaces on and near Queen Street were important early inclusions to catalyse revitalisation of the main street.

OTHER CONSIDERATIONS

Activate for safety: Stakeholders acknowledged that a more activated main street will address perceptions of safety but that there will be a ramp-up period to build confidence in socialising in the city centre. Programmed events, led by Council, were seen as critical. Family-friendly events were also seen as important in this regard as well as ensuring business continuity during renewal.

Coordinate with strategic sites: Stakeholders also recommended that Council consider strategic acquisition of further land in the city centre, with the Bowling Club in Mawson Park identified as a prime site for activation, given its proximity to Queen Street.





DELIVER THE MACARTHUR HEALTH, KNOWLEDGE & INNOVATION DISTRICT

Macarthur is going to be the health and education hub of Campbelltown and is home to Western Sydney University, Campbelltown TAFE, Campbelltown Hospital and Campbelltown Private Hospital. We will be using these innovative places to share knowledge, services and health and education infrastructure, creating new opportunities in health research and advanced health manufacturing. Research in animal and plant sciences will complement our specialised medical research focused on population health. Our knowledge is sought after globally and our jobs resilient to economic shock.





WHAT WORKS WELL ABOUT THIS INITIATIVE

Strong infrastructure: Stakeholders supported the health and innovation precinct noting it builds on a solid foundation of existing health and education infrastructure and is located close to both Macarthur and Campbelltown city centres and at the Southern gateway to the region.

A desire for collaboration: Stakeholders highlighted the precinct's large consolidated land holdings, complementary industries, and strong desire for collaboration across education, health, state and local government entities as precursors to its success.

WHAT IS IMPORTANT TO GET RIGHT

Community-centred outcomes: Stakeholders noted that successful health and education precincts tend to focus on issues that are of relevance to the communities they operate in. In the case of the Macarthur Health and Innovation Precinct, there is a strong opportunity to focus on population health, children's and adolescent health, and the health of Aboriginal and Torres Strait Islander communities. Stakeholders particularly saw an opportunity for the precinct to become a leader in Indigenous health.

Healthy design: Stakeholders suggested Council develop a comprehensive public domain strategy to ensure the amenity of the precinct is welcoming, reflects healthy design principles, and enhances the natural green landscape in Macarthur. Stakeholders noted the precinct should promote a healthy lifestyle by providing well-connected, active transport links throughout. Stakeholders would like walking and cycling paths that are linked to public transport, easy to navigate and serve as both a means of transport and recreation.

Alignment of purpose and innovation: Stakeholders highlighted the opportunities between Western Sydney University and the two hospitals to share resources and align their programs. Stakeholders noted that innovation links to plant and animal science should include a focus on Aboriginal connections to country.

OTHER CONSIDERATIONS

Define the precinct's mandate and focus: Stakeholders noted the precinct will need a unique identity that sets it apart from other education and innovation precincts close by, such as the Liverpool Innovation Precinct. It was noted that Macarthur needs an attraction to bring people and investment into the area. Stakeholders suggested this could be the link between medical research and education.

Activate the precinct: Further activation of the precinct could be achieved by the inclusion of student and key worker housing. Innovative approaches and the use of new technology such as driverless cars, innovative art therapy and recovery programs should also be considered.





AMPLIFY THE SPORTS & ENTERTAINMENT PRECINCT



Create a world class sports and entertainment precinct, which is integrated with our vibrant and healthy neighborhood. We amplify our Sports and Entertainment Precinct to cater for the full spectrum of sports participation, from elite performance to participation and foundation skills. We enjoy an active lifestyle, holistic wellness services, and diversity of housing. We offer a variety of options to entertain and delight locals and visitors to the area, with a renewed focus on night economy offerings.



WHAT WORKS WELL ABOUT THIS INITIATIVE

Leverage location: Stakeholders acknowledged Leumeah is well placed to support an entertainment and sports precinct, that leverages the existing Campbelltown Stadium and its connection to road and rail. They saw opportunities to improve the surrounding food and beverage offer to create a destination that is “sticky”, attracting people and keeping them there beyond the event.

WHAT IS IMPORTANT TO GET RIGHT

Define the point of difference: Stakeholders recommended the sports and entertainment precinct define its point of difference to other sporting and entertainment precincts across Sydney. Lessons learnt from Fox Studios and Sydney Olympic Park should be applied to managing entertainment and residential uses.

Create a one-stop destination: Stakeholders noted that the success of the precinct will be in becoming a “sticky” destination, that is, one that people come to and want to stay in because of its supporting food, beverage and entertainment offers.

Activate with a residential population: Stakeholders felt that the precinct needs a permanent residential population to be viable and Council should consider setting targets around affordable housing for key workers in the precinct. It was noted that the vibrancy and amenity of Sydney Olympic Park improved after introducing a residential population that activates the space outside of events.

Manage traffic and parking: A traffic and parking strategy should be developed, particularly for event days, which already see car parking oversubscribed. Suggestions included staggered event start and end times, separate entry and exit points, and examining park and ride options in other centres, such as Macarthur, then having attendees utilise the rail network.

OTHER CONSIDERATIONS

Leverage consolidated land holdings: It was noted that Leumeah has a small number of landholders with large parcels of land which should accelerate renewal of the precinct.

Flexible zoning: More flexible zoning in the precinct will allow co-location of offices, retail, major clubs, stadium, sports administration and community groups can expedite development and promote investment. Stakeholders suggested Council negotiate with hotel chains to build a hotel with conference facilities.

People-centred design: Stakeholders suggested that future community engagement is undertaken to ensure the precinct offers something that local people want and need, including family-friendly activities such as an adventure park. It was noted that the Optus Stadium in Perth is a good example of a stadium with surrounding, well-utilised play spaces.



REFLECT OUR CULTURAL HERITAGE THROUGH PLACES & PROGRAMS



Our cultural precinct builds on the success of the existing Campbelltown Arts Centre, Koshigaya Park and the future Campbelltown Billabong Parklands. Our new world-class Cultural Centre will attract domestic and international tourists. We facilitate world-class cultural and art performances and are inspired by events and pop-up performances in our streets that build our diverse and thriving night-time economy.

WHAT WORKS WELL ABOUT THIS INITIATIVE

Celebrate strengths and improve

perceptions: Stakeholders acknowledged that Campbelltown City Centre has a diverse cultural heritage, a young and vibrant population, and many natural and cultural assets to showcase. They felt this project provided an important platform to highlight diversity and address negative perceptions associated with the city centre.

WHAT IS IMPORTANT TO GET RIGHT

Wayfinding and interpretation: Stakeholders noted that Campbelltown City Centre currently has many stories to tell through historic buildings and culturally significant sites. Stakeholders felt that these places are hard to find and spoke to opportunities for improved wayfinding and interpretation, to bring these stories alive for locals and visitors.

Aboriginal stories: Stakeholders wanted to see Aboriginal stories acknowledged and celebrated, they suggested walkways, plaques and programmed events such as bush food tours be undertaken to showcase this history. Stakeholders believed that important stories such as the Appin Massacre should be highlighted.

Multi-purpose community facility: It was noted that Campbelltown Library needs upgrading, and that Campbelltown City Centre would also benefit from a new multi-purpose community facility.

Leverage natural assets: Stakeholders wanted to see natural assets outside of the city centre, such as national parks, walking tracks and swimming locations, promoted and linked to the city centre and cultural precinct.

OTHER CONSIDERATIONS

Interactive technology: Stakeholders noted Campbelltown's existing success in telling its stories, such as the Fisher's Ghost Festival and initiatives undertaken by the Campbelltown Arts Centre. Building on this success, stakeholders would like to see interactive technology located at train stations and other nodes, to reflect Campbelltown's heritage and stories.

Create an arts, culture and nature destination: Stakeholders wanted Campbelltown City Centre to be promoted as an arts, culture and nature destination. They saw opportunities to improving entrances to the city centre and encourage people to stop and visit the region. Stakeholders noted that, given its natural assets, Campbelltown could become a destination for adventure tourism.

Celebrate sister cities: Stakeholders also noted that Campbelltown has two sister cities, Koshigaya in Japan and Coonamble in western NSW. Stakeholders would like the stories about these relationships to be promoted and celebrated.





TRANSFORM BOW BOWING CREEK

We are all connected to Bow Bowing Creek which leads to each of our city neighbourhoods. The green corridor transitions from a natural to urban setting as you walk or ride your bike along its length to and from work. Its ease of access from the city centre makes the creek an ideal place to relax during work breaks. It is a place for locals and visitors to gather with open spaces dotted along its banks, cooled by the breeze that rolls off the water. The health of the creek's ecosystem is renewed connecting us to nature.

The community will benefit from a range of new open spaces from passive play lawns, to sensory gardens, learning spaces, and sporting fields. The health of the creek's ecosystem will be vastly improved through restoring and enhancing sections of the creek and defining a priority green corridor.



WHAT WORKS WELL ABOUT THIS INITIATIVE

Enhancing the natural ecosystem: Stakeholders supported improving and enhancing habitats for natural flora and fauna throughout Campbelltown City Centre. Stakeholders saw many benefits in linking Bow Bowling Creek through parklands to create a cultural trail, promoting a safe, sustainable and liveable city. They wanted to see Bow Bowling Creek provide a natural and active transport link between surrounding residential suburbs and the city centre.

Healthy and sustainable: Stakeholders noted that Bow Bowling Creek has the potential to promote a healthy lifestyle, reduce the heat island effect and promote biodiversity and educational opportunities. Stakeholders noted precedents with Maroochy Wetland Sanctuary in Queensland and Steel Park at Marrickville.

WHAT IS IMPORTANT TO GET RIGHT

Connected and accessible: Stakeholders noted that a driving factor of this project should be to connect community with nature as easily as possible. This means building footpaths and cycle ways with activation points along the way to promote outdoor recreation and education. Stakeholders made suggestions such as community gardens, cafes and play and exercise areas. Stakeholders also suggested ensuring residential communities live close by and are involved so that they are inspired to look after and care

for the waterway and surrounding open space. Stakeholders also noted that Council should promote the care and activation of Bow Bowling Creek through cultural signage, programming of the space, including for school, walking and cycling groups.

Water management: Stakeholders noted that effective water management should provide opportunities for safe water play. Stakeholders noted that planting the right trees will be important. Stakeholders highlighted Centennial Park as a good example of water play and planting.

OTHER CONSIDERATIONS

Link the broader network of spaces: Stakeholders noted that if Bow Bowling Creek has links to commercial spaces this would provide workers with somewhere to go in their lunch breaks. Stakeholders would like to see if this project could link the broader network of spaces in the region, such as the Australian Botanic Garden. Stakeholders highlighted the 65km walking trail between Parramatta to Penrith (through Blacktown CBD) and Parramatta Park as a good example for how to build engaging footpaths and bikeways over a long distance.





NEXT STEPS



Council has a commitment to consulting its communities about decisions that affect them. Working across our diverse communities, industry partners, Macarthur region councils and government agencies, our ambition is that we all feel a sense of ownership and responsibility for the sustainable growth of our city centre and become ambassadors for it.

The Reimagining Campbelltown City Centre Master Plan will be on exhibition until [insert date] for feedback – and we encourage everyone to share their ideas.

Together, we will create a strong, distinctive and proud heart that is bursting with opportunity.



