

REIMAGINING CAMPBELLTOWN CITY CENTRE

Summary of engagement with
community members



GROWTH & PROSPERITY

Reimagining Campbelltown City Centre, incorporating the city centres of Campbelltown, Leumeah and Macarthur, embodies Campbelltown City Council's (Council) 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.

Reimagining Campbelltown City Centre will provide Council with an implementable blueprint to grow a sustainable, resilient and prosperous cluster city, servicing the broader Macarthur region.

The master plan will deliver for Council the direction of the city over the next 20 years.

The master plan is being developed through two stages of engagement with stakeholders and members of the community:

- **Stage one engagement, September 2019:** a campaign to raise community awareness so that people are informed and understand the intent of Reimagining Campbelltown City Centre.







Activities held during this stage were an online survey, social media, media releases, printed materials available at Council venues, and a community co-design workshop.

- **Stage two, November 2019:** a comprehensive public communication campaign aligned with Council's popular Fisher's Ghost Festival, to maximise people's engagement in the master plan. This engagement will test city-making moves and suggest priority projects through pop up community sessions and workshops, face-to-face events, social media and media coverage.

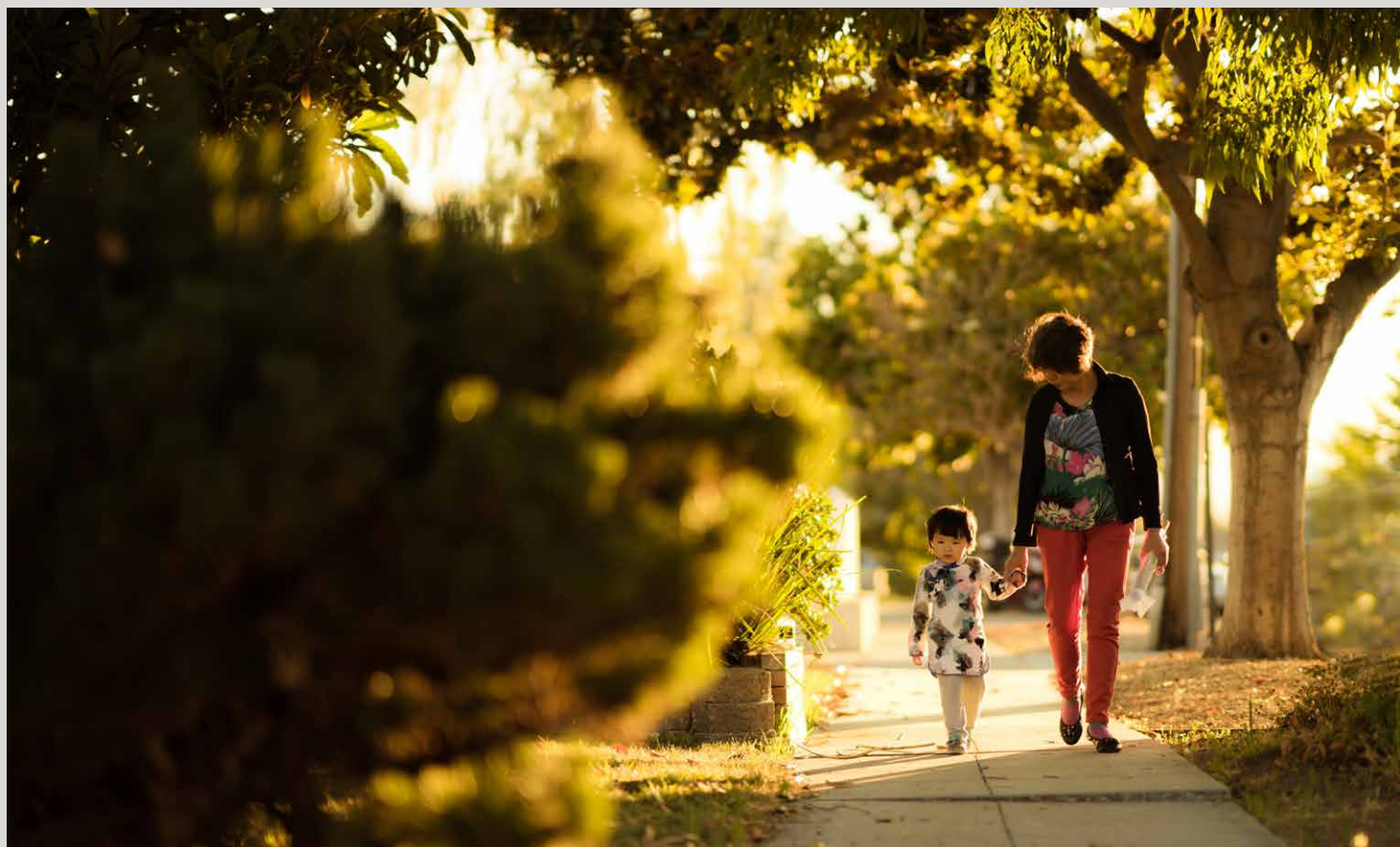
THIS REPORT

This report summarises the outcomes of stage one engagement. The insights are drawn from 352 responses to the survey and post cards, a co-design workshop held on 14 September 2019 and social media commentary.

During this engagement period, people were asked to identify what they love about Campbelltown City Centre and how they reimagine it in the future. During Phase 1 of Reimagining Campbelltown City Centre, six growth pillars were identified to provide a sense of direction and measurement for the city centre's progress over the next 20 years, which include:

-  Confident & Self Driven
-  Connected Place
-  Centre of Opportunity
-  No Grey to be Seen
-  City & Bush
-  The Good Life

Community members were asked to provide feedback for all pillars except for Confident & Self Driven which is a foundational pillar that is not spatially measured. Feedback was used to create a shared vision statement for each growth pillar that reimagines the future of the city centre, this is included at the beginning of each section of feedback.



WHAT PEOPLE LOVE ABOUT CAMPBELLTOWN CITY TODAY

We like that Campbelltown City Centre offers a balance of the city and bush.

We value our parks and waterways. We love that nature is easily accessible with walking tracks to explore the Dharawal National Park, Minto Bush Camp, Koshigaya Park and The Australian Botanic Gardens Mount Annan. Open spaces around the Georges River give us quiet space to relax and reflect. We are excited for the Campbelltown Billabong Parklands project to start in mid-2020. The re-naturalisation of Fishers Ghost Creek will enhance our rich natural setting and provide habitat for native wildlife.

Campbelltown has **a culture of country hospitality and we help each other out where we can.** We are a friendly, diverse and caring city. We are proud of our significant Aboriginal heritage and culture. We acknowledge the traditional landowners formally on signage when entering the region and on Council buildings as well as at NAIDOC and Sorry Day events. The Australian Botanic Gardens Mount Annan is close by and has a guided Stolen Generation walk and memorial for people to learn about our history.


Historic buildings from Colonial times such as Quondong Cottage and John Oxley Cottage are unique to us and help tell our story. Fisher's Ghost and other events such as Feast help connect us and celebrate our cultural diversity. The Campbelltown Arts Centre is telling our stories, old and new, with art programs such as Aboriginal weaving.

We are attracted to Campbelltown City Centre's affordability in comparison with Greater Sydney. This is a place where we can purchase a home for ourselves and our family. Campbelltown is the ideal place to play or watch sport with open fields and a regional stadium.

CENTRE

Community members were asked to rank the top five strengths of Campbelltown City Centre from a range of responses provided in the online and intercept surveys. Access to nature is considered Campbelltown City Centre's greatest strength. Community members also highly value the city's heritage buildings, which tell some of Campbelltown's historic stories. The Community like that Campbelltown City Centre is made up of three centres, Campbelltown, Leumeah, Macarthur, which provide different services and experiences. People also value that Campbelltown City Centre provides space to grow and the potential to shape the future. Community members recognise Campbelltown has a strong base of social infrastructure with potential to support growth, they specifically pointed to the University, TAFE and Campbelltown Sports Stadium.

Community members were asked to score the top five areas for improvement across Campbelltown City Centre from a range of ten responses provided in the online and intercept surveys. Campbelltown's perception as 'unsafe' is recognised as the top priority to change. The need to create a vibrant city centre through revitalising Queen Street, enhancing green spaces and attracting a diverse range of jobs and businesses into the city centre are also considered highly important.



“The Scenic Hills – I had never been to Campbelltown before I moved here. When I came out, I couldn’t believe how nice the established gum trees and the lovely hills in Campbelltown are.”

“Keep the heritage, history, green city, wildlife, community, family focus – this is what Campbelltown is all about. Let’s be our own city!”

How people reimagined Campbelltown City Centre



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. The use of dual naming for our streets and favourite places helps us to celebrate our significant Aboriginal heritage. We have public amenities such as bubblers, toilets and cafés throughout our centres making them easy and attractive places to visit.

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.

WHAT YOU TOLD US

"Build walkways that link up with natural corridors and build parks and outdoor gyms along the way so people will use them."

"Build a bridge to connect Broughton Street with Badgally Road. It will transform how public transport could be planned along Queen Street."

"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."

"More people will be travelling to the Western City Airport, so we need to develop a parking strategy that ideally minimises space used in our city centres."

"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."

"Less cars in our shopping areas, however parking needs to be a priority too."



How people reimagined Campbelltown City Centre



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 create connections between our university and hospitals to create an innovation hub in Campbelltown City Centre.

We are attracting tourism through our culturally diverse communities with multicultural festivals and a spice lane on Queen Street, which is open day and night for a longer economy.

Our city centre has abundant land and open space that are used for sharing sustainable food sources and urban farms.

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

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 into our city centre.

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 TreeTop 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.

WHAT YOU TOLD US

"I want to see more jobs for our Aboriginal kids."

"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."

"Queen Street is multi-cultural, which needs to be celebrated and we want it to stay open at night. We could have a Spice Lane here."

"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 and extension, as it is close to Sydney services but close to rural areas."

"More employment opportunities with organisations, including Government offices choosing to operate out of Campbelltown."

"Activate the streets with cafes and offices and residential apartments above."

"There is so much for visitors to see and do in Campbelltown. Give them accommodation and they'll stay and see the sights. We are in the perfect location for travellers who don't want to stay in Sydney City but still want to explore Sydney's surrounding regions."

How people reimagined Campbelltown City Centre



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 Bowing 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. Running tracks and bike paths are shielded from the sun and connect us to meeting spaces in open areas, shops and restaurants.

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.

Re-naturalised waterways help cool our neighbourhood as a breeze rolls across new swimming holes and rockpools in the heart of Campbelltown City Centre. These urban swimming spots are connected to our homes and shops by our tree lined streets.

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.

Connect the community with paths that connect 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.

WHAT YOU TOLD US

"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."

"Our Billabong is turned into an entire waterpark area and connected with the existing pool."

"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."

"Campbelltown City Centre from Chamberlain St all the way to Allman and Dumaresq St should have outdoor green spaces for residents to enjoy."

"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."

"Bow Bowling Creeks looks like a water drain, let's revitalise this to look natural."



How people reimagined Campbelltown City Centre



CITY AND 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.



WHAT YOU TOLD US

"Keep Campbelltown City Centre green!!

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

"We can co-locate our developments close to green space."

"There is plenty of space at Leumeah to change from cement to green and grassed areas."

"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."

How people reimagined Campbelltown City Centre



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 people of all ages new skills. 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.

A renewed Civic Precinct to bring people into Campbelltown City Centre.

Places with great food that celebrate our diversity such as a Chinatown, India Quarter and Nepalese Quarter.

Destination packages that bring together the best of our nature, food and cultural experiences.

Dynamic public art using new technology.

Streets that turn into pathways and into the bush.

Beautiful restaurants and al fresco dining.

Community and entertainment hubs with art galleries.

Celebrate Campbelltown agricultural beginnings through a children's education centre.

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 that stars.

WHAT YOU TOLD US

"I think Campbelltown should be known for being the City of Festivals. We have one festival for every culture!"

"We can build retail centres that are about experiences, not shopping. They have an indoor and outdoor component and will be community hubs with art galleries and other services that connect people."

"A new art and cultural precinct will help bring more people to the city."

"Queen Street is multicultural. Create a Spice Lane that celebrates this diversity and is open at night."

"Our stadium has lots of different events and we love hearing people cheer for THEIR team".

"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."

"There needs to be more things to do at night-time throughout the year, and I think trying to arrange consistent events. Food trucks and the Winter Wonderland are good starts."

"Community involvement is paramount across our socio-economic strata. A free community owned area like a community garden, that requires action or work, would bring all people, young, old, rich, or poor to work together."

"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."

