

Policy Title	<b>Urban Renewal and City Revitalisation</b>
Related Documentation	Campbelltown Local Strategic Planning Statement Community Strategic Plan Delivery Program and Operational Plan Investment Property Portfolio - Strategy for Revenue Growth Policy Unsolicited Proposals Policy Acquisition of Property Policy Divestment of Land and Building Assets Policy
Relevant Legislation	<i>Local Government Act 1993</i> <i>Local Government (General) Regulation 2005</i>
Responsible Officer	General Manager

**UNCONTROLLED WHEN PRINTED**

**Objective**

Urban Renewal and City Revitalisation reflect our commitment to making the whole of Campbelltown an attractive place to live, work, play and visit.

Council endorses the *Community Strategic Plan*, the *Delivery Program and Operational Plan*, together with other plans and strategies as a blueprint for transformational change. Together, these documents seed the opportunity to create a prosperous and enlivened local government area (LGA) and transform our City into a vibrant metropolitan centre for Macarthur.

City revitalisation involves inputs from both a policy and development setting to realise community benefits. It requires a full understanding of the economic, social, environmental, and commercial levers at Councils disposal to catalyse urban renewal, create new jobs and improve urban places.

To this end, Council will undertake catalytic urban renewal within the Campbelltown LGA by delivering on the following objectives:

- 1) Create vibrant places through the delivery of design-led, people-focussed revitalisation by:
  - a) leveraging Council land and assets to catalyse urban renewal opportunities;
  - b) involving the community and relevant government agencies in the co-design and delivery of urban renewal;
  - c) growing and diversifying the economy for the benefit of the community; and
  - d) attracting public and private sector investment in urban renewal aligned to these objectives.
  
- 2) Implement social and environmental sustainability by:

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<b>Section:</b> City Revitalisation and Urban Renewal	<b>Revised Date:</b> 08/08/2023	
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- a) the orderly planning, feasibility, and delivery of urban renewal projects;
  - b) integrating the delivery of public infrastructure that enhances place-based outcomes; and
  - c) enhancing community wellbeing, resilience and environmental stewardship.
- 3) Ensure effective operations that deliver value for money, including the generation of profit and revenue streams, in accordance with sound governance, legislative and management practices.

### **Policy Statement**

Council is committed to the ongoing revitalisation of the Campbelltown LGA as reflected through the Community Strategic Plan, Delivery Program and Operational Plan and other endorsed plans and strategies. Campbelltown has set a clear vision for the future and this policy will enable Council to improve social, economic and environmental outcomes for the community.

This Policy sets out the framework on how Council will identify, program and deliver urban renewal and city revitalisation projects that align with the policy objectives. These projects will catalyse urban renewal, and in the process, fund other key initiatives within the Campbelltown LGA.

Council is making a positive choice to be the change agent by leading an urban renewal agenda to revitalise our City, stimulate and create local jobs, promote town centre redevelopment, create economic, environmental and social benefits, and where appropriate attract private sector investment that aligns to our strategies.

### **Scope**

The scope of this Policy applies to the entire Campbelltown LGA and will include a variety of projects that will stimulate urban renewal opportunities. These projects will be selected and identified within a biennial *Development Intent* that will consider:

- 1) The optimisation and revitalisation of Council owned and controlled land and assets by:
  - a) identifying and carrying out urban renewal in key areas;
  - b) supporting public and private sector investment and participation in urban renewal by encouraging development that is attractive to potential investors and participants;
  - c) managing orderly urban renewal, including planning, holding, managing and selling of land and other property;
  - d) seeking Council approval to buy and sell land that facilitates catalytic urban renewal outcomes;
  - e) supporting cooperation between Council, the community, and relevant entities (for example, government or industry groups);
  - f) supporting high quality design, planning and delivery of sustainable urban renewal;
  - g) supporting statutory greenhouse gas emissions targets and deliver environmentally sustainable development; and
  - h) following and supporting whole-of-government strategies.
- 2) The allocation of appropriate Council resources to carry out Urban Renewal and City Revitalisation including place activation, property and land development, and associated enabling works.
- 3) The inclusion of urban renewal and city revitalisation principles within planning policy.
- 4) The inclusion of urban renewal and city revitalisation actions and resourcing requirements within each Operational Plan.

- 5) Council will exercise its urban renewal projects and activities lawfully and in a way that is consistent with the CSP, LSPS, and other relevant Council strategies as reflected in each Operational Plan.
- 6) Council may exercise its functions:
  - a) through subsidiaries, joint ventures or trusts; or
  - b) by holding shares in, or other securities of, corporations in accordance with the Local Government Act and any other relevant legislation.

In this section:

"supporting" an outcome, includes promote, encourage, facilitate and deliver the outcome.

### **Development Intent**

The *Development Intent* outlines Council's commitment to urban renewal over a period of two financial years, or longer for larger projects.

The purpose of the *Development Intent* is to:

- Report on the outcomes and performance of the urban renewal commitments from the previous period (if applicable);
- Provide an open and transparent statement of Councils intended urban renewal projects and activities over the coming years;
- Identify specific Project Plans that have been approved for implementation;
- Establish a clear framework and timeframe for the delivery of urban renewal projects and activities;
- Establish expected measurable project and activity deliverables;
- Integrate urban renewal commitments into Councils corporate planning cycle, regulatory budgeting and reporting requirements, including resourcing of staff, subject matter experts, consultants and the Specialist Advisory Group.

### **Legislative Context**

All projects and decisions considered under this Policy will meet the relevant legislative requirements specific to each project. These legislative requirements will be determined during the project scoping and embedded within project planning and implementation.

### **Effectiveness of this Policy**

The effectiveness of this policy will be assessed by the following key performance indicators:

- a) Completion of corporate and operational strategies defining the intent of the urban renewal agenda.
- b) Implementation of urban renewal projects via approved project plans and operationalisation of strategies.
- c) Establishment of an ongoing pipeline of urban renewal activities leading to profitable revenue streams for Council based on agreed urban renewal metrics.

**Definitions**

<b>Term</b>	<b>Meaning</b>
CLGA	Campbelltown Local Government Area
Council	Campbelltown City Council - this includes the elected Council and the administrative organisation.
CSP	Community Strategic Plan - updated as required
DPOP	Delivery Program and Operational Plan- updated as required
LG Act	<i>Local Government Act 1993</i>
LSPS	Local Strategic Planning Statement - updated as required
Place Activation	Place Activation describes the various strategies used to bring a Place to life. This may be through the development of tactical on-the-ground activities including events and physical improvements to public places that catalyse positive change.
Project Plan	A Project Plan establishes the framework for each Urban Renewal project including scoping, planning, implementation, financing and evaluation. The Plan is dynamic and integrates regular Go / No-Go check points at critical stages of the project to ensure that expected project outcomes are continually measured against project deliverables.
Resilience	Resilience is the process and outcome of successfully adapting to difficult or challenging life experiences, especially through mental, emotional, and behavioural flexibility and adjustment to external and internal demands.
Development Intent	A biennial (every two years) position statement of the proposed urban renewal and city revitalisation activities, projects, resourcing, funding and their expected outcomes.
Urban Renewal	Urban renewal involves unlocking under-utilised or under-performing areas to create new jobs, attract investment, commerce, and new housing. It often involves rezoning land, improving an area's amenity and public realm, and identifies transport and infrastructure needs to bring about positive community benefit. Also referred interchangeably as urban revitalisation or regeneration.

**END OF POLICY STATEMENT**