

# Camden Centres and Employment Land Strategy


March 2022











**Council acknowledges the Dharawal people as the traditional custodians of this land and pay our respect to their Elders past, present and emerging.**



## Executive Summary

This Centres and Employment Land Strategy sets a vision that in 2040, Camden's retail centres and industrial and urban services lands offer a range of local job opportunities and access to amenities for residents. Retail centres will be well connected to other centres across Sydney and we will capitalise on the area's heritage and rural values. This Strategy will drive this vision via four directions:

1. A network of successful, integrated and attractive retail centres.
2. A network of productive industrial and urban services land.
3. Agribusiness, tourism and health care services to support the local economy.
4. Capitalising on existing and future infrastructure.

This Strategy sits within a broader strategic framework and responds to the strategic objectives identified in the Greater Sydney Region Plan, the Western City District Plan and the Camden Community Strategic Plan. It also addresses the actions in the Camden Local Strategic Planning Statement.

The Strategy is supported by the Camden Centres Study (2019) and Camden Industrial and Employment Lands Study (2020).

This Strategy was written at the same time DPE released new employment zones, which update the business and industrial zones under the Standard Instrument LEP. At this stage, the reforms do not apply to land in the South West Growth Area zoned under the Grown Centres SEPP.

DPE is currently working to change the current business and industrial zones under Camden LEP to the new employment zones. As such, zones referred to in this Strategy are subject to change.

### We know that:

- There is sufficient planning capacity to cater for the growing demand for development in retail centres across the Camden Local Government Area (LGA). The focus on retail centre development aims to ensure the viability of development and connectivity in and around retail centres.
- There will be a shortage of industrial and urban services land by 2036, and this shortage may even occur as early as 2026. Planning for Camden's industrial and urban services land will help to increase the number of local jobs and additional employment floor space at suitable locations.

### Achieving the vision:

We're supporting the vision with an action plan and guidance for future planning proposals.

The mechanisms for implementation include proposed amendments to environmental planning instruments, advocacy and potential further studies.







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## Terminology

<b>Planning capacity</b> .....	The physical ability of land to be developed, taking into account permissibility under the planning framework, environmental and infrastructure constraints, etc.
<b>Planning proposal</b> .....	an application seeking an amendment to an Environmental Planning Instrument.
<b>Urban services</b> .....	Industries that support the activities of local populations and businesses. They include uses such as motor vehicle repairs, waste recycling and transfer, printing, construction depots, and utilities (electricity, water, gas supply)

## Abbreviations

<b>LEP</b> .....	Local Environmental Plan
<b>SEPP</b> .....	State Environmental Planning Policy
<b>DCP</b> .....	Development Control Plan
<b>EP&amp;A Act</b> .....	Environmental Planning and Assessment Act 1979
<b>SWGA</b> .....	South West Growth Area
<b>LGA</b> .....	Local Government Area
<b>DPE</b> .....	Department of Planning and Environment
<b>GSC</b> .....	Greater Sydney Commission
<b>WPCA</b> .....	Western Parkland City Authority



# INTRODUCTION AND CONTEXT

## About the Strategy

This Centres and Employment Land Strategy sets our strategic planning vision for Camden LGA's retail centres and industrial and urban services land development for the next 20 years.

The development of existing and future centres and industrial and urban services land will help to build up a diverse range of employment opportunities for our residents, and develop Camden as an attractive employment option.

This Strategy draws on a body of evidence and establishes four (4) strategic directions and fifteen (15) principles for managing retail and employment land. It describes employment land as 'industrial and urban services land' to illustrate the broader range of uses on these lands.

Each principle includes actions that will support the Strategy's implementation. You can view the full set of actions and their outcomes in the 'Achieving the vision' chapter.

### Direction 1 - A network of successful, integrated and attractive retail centres

Principles:

1. A defined retail centres hierarchy
2. Retail centres are vibrant, safe, accessible and distinctive
3. Retail centres are innovative, environmentally sustainable and planned to mitigate natural hazards
4. A planning framework that supports retail centres

### Direction 2 – A network of productive industrial and urban services land

Principles:

5. Industrial and urban services land is valued and protected.
6. Industrial and urban services land is productive and functional.
7. A planning framework that supports industrial and urban services land.
8. A pipeline of industrial and urban services land supply
9. Industrial and urban services land is environmentally sustainable and planned to mitigate natural hazards

### Direction 3 – Agribusiness, tourism and health care services that support the local economy

Principles:

10. Agribusiness is supported and enhanced
11. Place-based initiatives promote tourism and the visitor economy
12. Medical and health care services are valued and promoted

### Direction 4 – Capitalising on existing and future infrastructure

Principles:

13. Land use and infrastructure planning is aligned
14. Retail Centres and employment land productivity is maximised around existing and planned rail stations, rapid bus service routes and major transport corridors
15. The freight and logistics network is supported and efficient



## Developing the Strategy

This Strategy has been developed during the COVID-19 pandemic, with the supporting studies completed before the pandemic.

Camden's economy has remained relatively unscathed during this tumultuous time, with a 2.3% fall in gross regional product (GDP) through 2019-2020 – this compares to -6.3% and -8.8% for the rest of Australia and NSW respectively (Economy ID, 2020). This is largely due to the area's steady housing growth and construction activities, aided by Camden Council's COVID-19 Community Support Package, which injected stimulus to support residents and local businesses.

In June 2021, the Strategy was placed on public exhibition for community and stakeholder feedback. Opportunities to share ideas and perspectives were provided through an online webinar, drop-in session, face-to-face workshops and by completing an online survey. The feedback received has been incorporated in the final version of the Strategy.

Following exhibition of the Strategy, DPE released new employment zones which update the business and industrial zones under the Standard Instrument LEP. At this stage, the reforms do not apply to land in the SWGA zoned under the Grown Centres SEPP.

DPE is currently working to change the current business and industrial zones under Camden LEP to the new employment zones. Finalisation of the new employment zones will be subject to public exhibition by DPE and consideration by Council. As such, zones referred to in this Strategy are subject to change as DPE finalise the new employment zones.

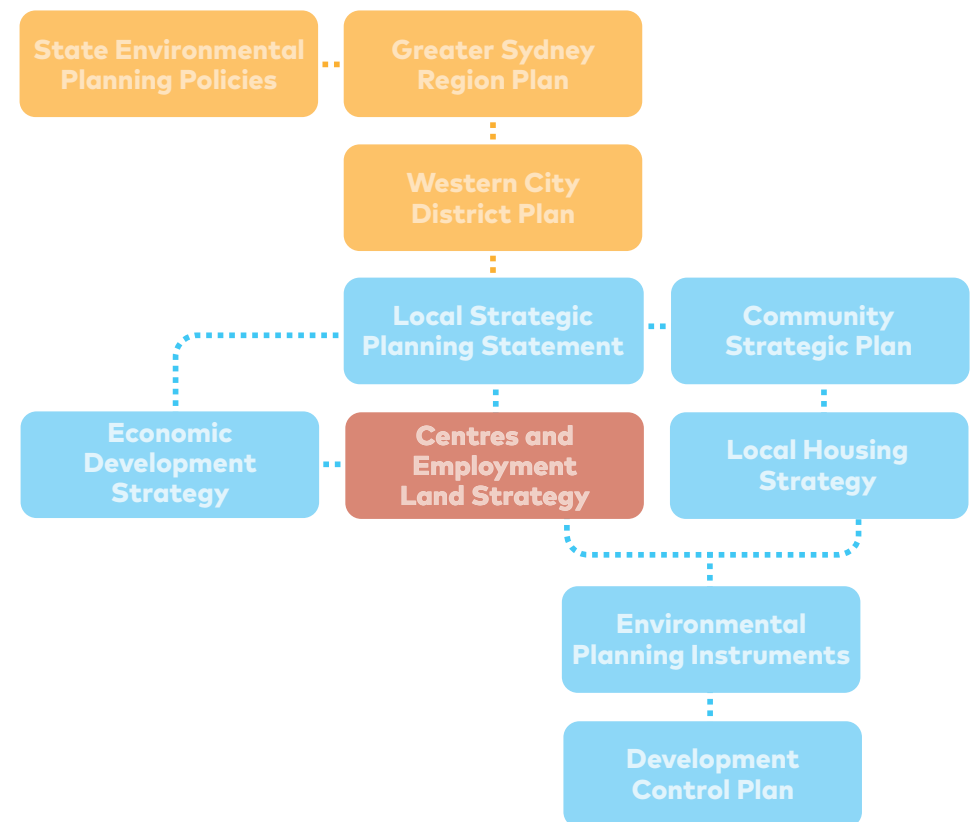
## Policy and planning context

A range of state, regional and local plans, policies and strategies have informed this Strategy. It responds to the strategic objectives of the Greater Sydney Region Plan and the Western City District Plan, which both identify key priorities, objectives and actions that require us to appropriately plan for the development of new centres and employment land precincts, while improving the functionality of existing precincts.

This Strategy also incorporates the Camden Community Strategic Plan and Camden Local Strategic Planning Statement. These documents consider

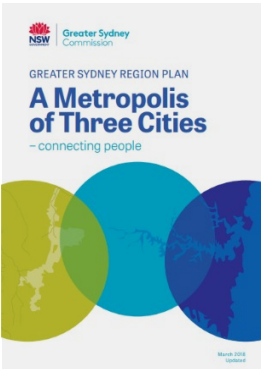
the current and future needs of Camden's community, while providing a future vision that responds to district, region and state level strategic planning direction.

We are also developing a new Economic Development Strategy that will identify priorities for economic development throughout the LGA, and strategic directions to achieve these.

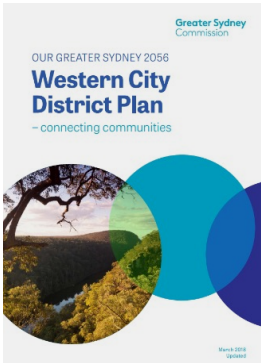




Regional planning and policy context



The *Greater Sydney Region Plan* sets a 40-year vision and establishes a 20-year plan to manage growth in response to the changing context of social, economic and environmental matters across the region. The plan builds on a vision of Greater Sydney as a metropolis of three cities and introduces the aspiration of a 30-minute city, where most residents live within 30 minutes by public transport for their nearest strategic centre.



The *Western City District Plan* is a 20-year plan to manage growth in the Western City District, of which Camden LGA is a part. It is a bridge between the Region Plan and local planning.



The *Western Sydney City Deal* is an agreement between the Australian government, NSW government and eight Western Sydney councils. Commitments include stage one of the North South Rail Line (from St Marys to the Aerotropolis), which will open in 2026, and the development and delivery of a Smart Western City Program.



The *Western Sydney Aerotropolis Plan* presents the NSW Government's vision for the Aerotropolis as Australia's next global gateway, with new jobs and places to learn situated within a cool, green and connected Parkland City.



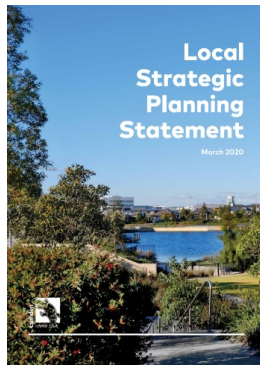
*Better Placed* is an integrated design policy for the built environment in NSW. It captures the aspiration and expectation for the places where people work, live and play.



## Local planning and policy context



The *Camden Community Strategic Plan* identifies the community's main priorities and aspirations to achieve a sustainable Camden LGA by 2040.



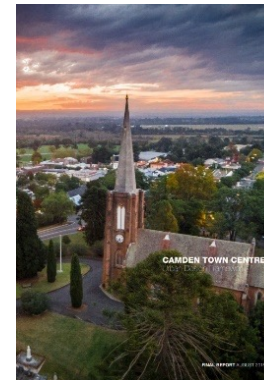
The *Local Strategic Planning Statement (LSPS)* is a 20-year planning vision, emphasising land use, transport and sustainability objectives to demonstrate how the Camden LGA will change to meet the community's needs over the next 20 years. It includes actions to prepare a Centres and Employment Land Strategy.



The *Local Housing Strategy (2021)* sets a plan for housing in Camden LGA to 2040. Based on evidence from the Housing Market Analysis (2019), it establishes projected housing demand and supply before identifying potential planning capacity gaps.



The *Camden Economic Development Strategy 2022-2026* outlines Council's priorities and actions for economic development throughout the LGA. It sets the framework for Council as an enabler of economic growth and diversification in Camden and throughout the Western Parkland City.



The *Camden Urban Design Framework (2018)* provides a structure for the future direction of Camden Town Centre by addressing both existing challenges and future opportunities



The *Camden Rural Lands Strategy (2018)* seeks to maintain and protect rural land outside the South West Growth Area from future development.



## NSW Government Employment Zone Reform Context

In November 2021, DPE released new employment zones which update the business and industrial zones under the Standard Instrument LEP. At this stage, the reforms do not apply to land in the SWGA zoned under the Grown Centres SEPP.

The new proposed employment zones framework aims to:

- 1. provide greater flexibility of land-uses within zones;
- 2. effectively manage land-use conflict; and
- 3. encourage vibrant and viable employment land to provide a greater range of local employment opportunities for residents.

As shown in Figure 1, the existing employment zones under the Camden LEP will change to new zones. DPE is currently working to implement these changes. Finalisation of the new employment zones will be subject to public exhibition by DPE and consideration by Council.

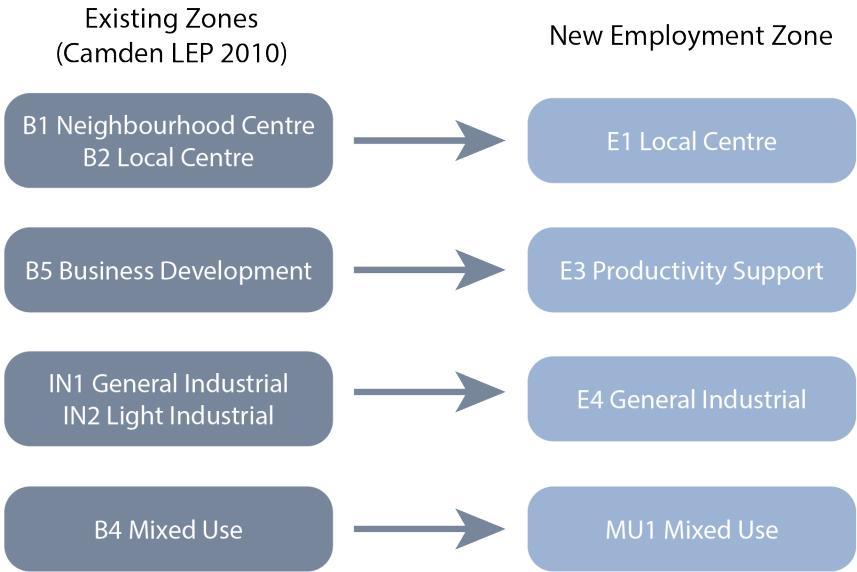


Figure 1: DPE Proposed Translation of Employment Zones

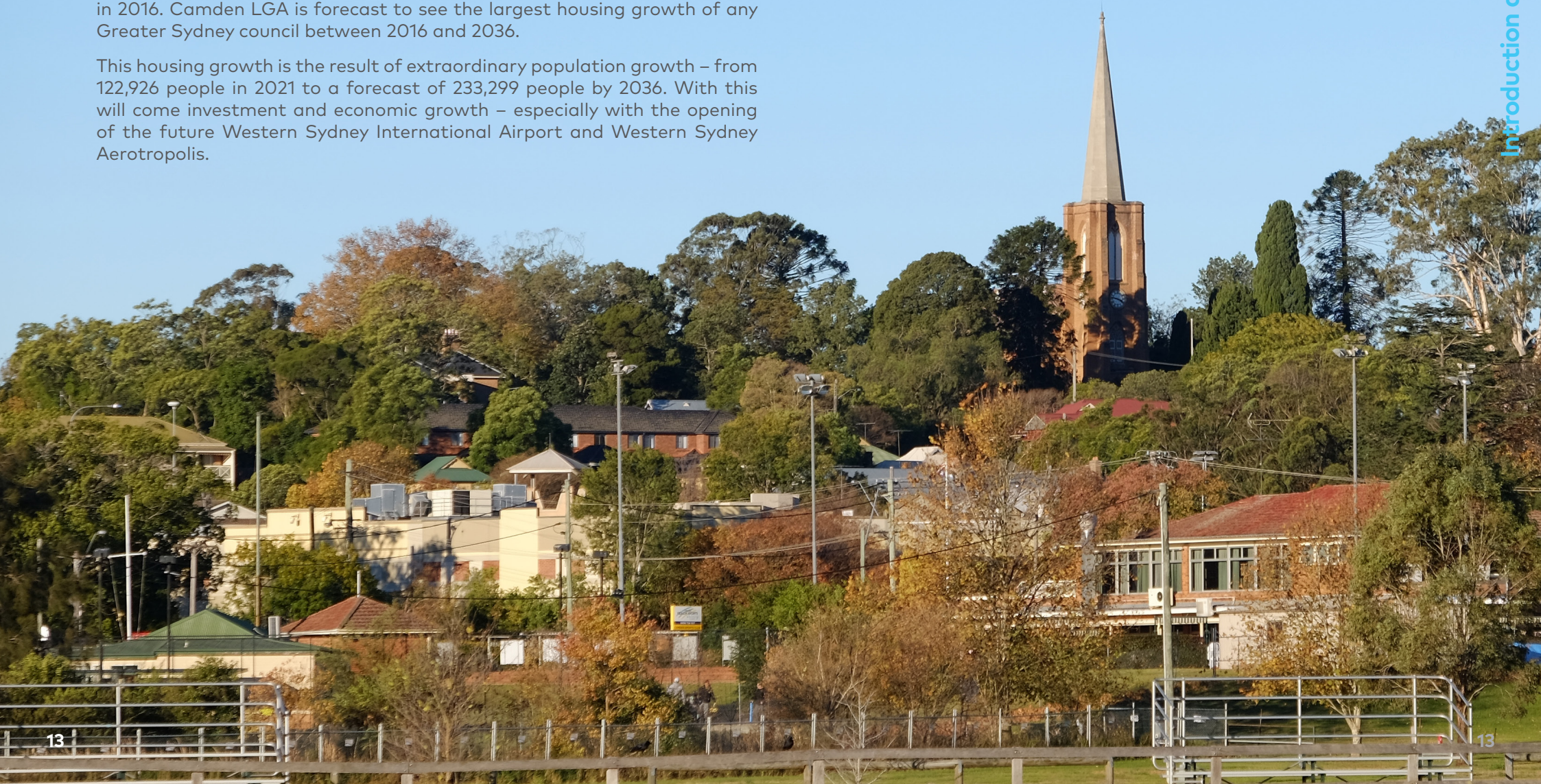




# About Camden

Camden LGA sits on Sydney's urban and rural edge. The area has been subject to significant urban development over the past decade, with the number of homes increasing from nearly 11,000 in 1996 to just over 26,000 in 2016. Camden LGA is forecast to see the largest housing growth of any Greater Sydney council between 2016 and 2036.

This housing growth is the result of extraordinary population growth – from 122,926 people in 2021 to a forecast of 233,299 people by 2036. With this will come investment and economic growth – especially with the opening of the future Western Sydney International Airport and Western Sydney Aerotropolis.





## Planning and investment catalysts

The **SWGA** is designated for substantial urban development led by the NSW Government. Much of the Growth Area is greenfield land – that is, land not currently used for urban development that will, in the future, be transformed to include new housing, community areas, open space and workplaces. The Growth Area includes centres such as Oran Park and Leppington and it is where we expect the majority of the LGA's urban growth to occur.

This growth will be supported by associated infrastructure investment. With the LGA not currently well connected by public transport, one of the most transformative investments will be in rail.

The Australian and NSW governments have, through the City Deal, committed to jointly fund Stage 1 of the **North South Rail Line** which will connect the Western Line at St Marys through to the Airport in time for its opening in 2026.



Stage 1 will be **Sydney Metro Western Sydney Airport**, a 23-kilometre connection between residential areas and job hubs including the new Aerotropolis, and from the new airport to the rest of Sydney's public transport system.

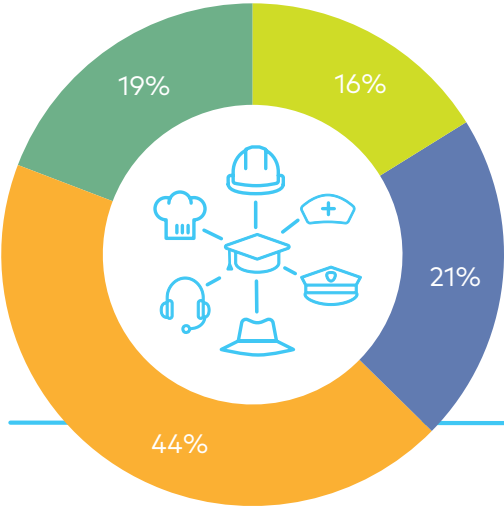
The joint Australian and NSW Government funding will also allow investigations to extend the North South Rail Line from the Airport to Campbelltown/Macarthur via Oran Park and Narellan, and a **South West Rail Link Extension** connecting Leppington to the Airport.

From a strategic planning perspective, Camden is expected to grow in tandem with the growth of the infrastructure investment and ongoing residential development in and around the LGA.





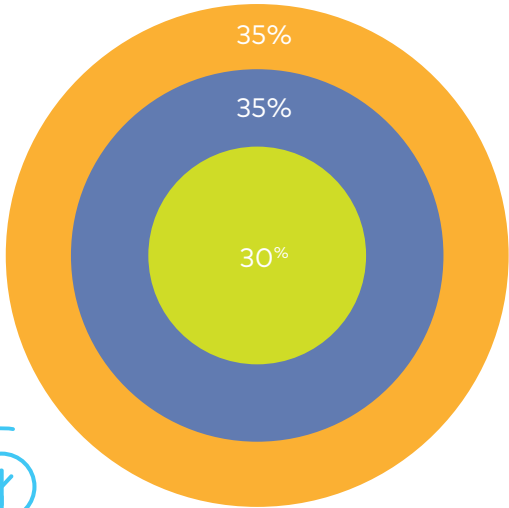
### Employment by Sector



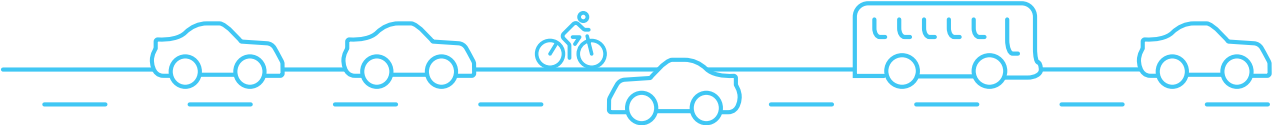
	Camden	Camden Trend*	Western City District
Population Serving	44%	↑	34%
Health and Education	21%	↑	25%
Industrial	19%	↓	24%
Knowledge Intensive	16%	↑	17%

### Resident Work Destination (2016)

A majority of workers within Knowledge Intensive industries leave the LGA for work

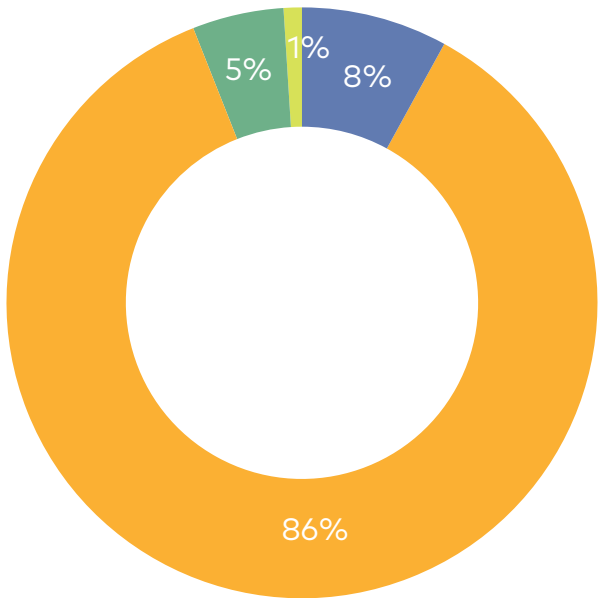


- Work Destination:
- Camden
  - Western Sydney District
  - Rest of Sydney



### Method of Travel to Work (2016)

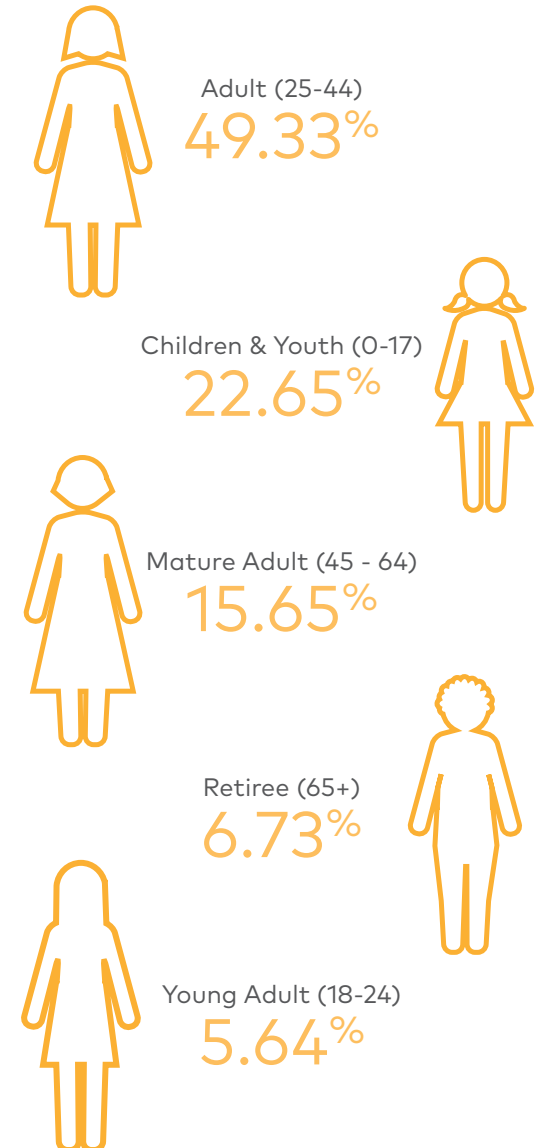
	Camden	Camden Trend*	Western City District
Private Vehicle	86%	↓	80%
Public Transport	8%	↑	14%
Work at Home or Other	5%	↑	4%
Active Transport	1%	↓	2%



## Housing Growth (1996 to 2036)



## New Residents (net 2011-2016)







## Camden's retail centres and industrial and urban services land

Camden's retail centres and industrial and urban services land are distributed across the LGA.

We think of retail centres as the main places where people go to for work, local services, shopping or socialising. The thirteen established retail centres and several future planned centres provide floor space for retail, commercial offices, and public/civic uses.

The Camden LSPS identifies four types of retail centres that contain a range of land uses and services – we use the term 'retail centres hierarchy' to describe these different types.

**Strategic Centres** Major centres with a wide mix of co-located uses including shopping centre-based retail, residential dwellings, commercial offices and civic. They serve regional catchments and are connected by public transport and regional roads and support strong job growth across numerous sectors.

**Town Centres** Locally important centres with a mix of co-located uses including retail, civic, commercial office and some residential. They serve an LGA-wide catchment, have a high-quality public domain and pedestrian amenity and support strong job growth for certain sectors.

**Local Centres** Serve a group of suburbs and are anchored by a large supermarket with a limited mix of supporting co-located uses such as medical services and restaurants and cafes.

**Neighbourhood Centres** Serve a single suburb and offer a convenience function to local populations, often anchored by a small supermarket and supported by a very limited mix of other uses such as a café.

Table 1. Camden Centre Hierarchy (Camden LSPS; SGS 2019)\*

Centre	Floor Space	Primary Role	Supporting Functions
<b>Strategic Centres</b>			
Narellan	132,000m <sup>2</sup> retail 9,000m <sup>2</sup> commercial	Regional retail	Everyday retail; Medical services; Professional services
Leppington	<i>Future centre under review</i>		
<b>Town Centres</b>			
Camden	40,000m <sup>2</sup> retail 11,000m <sup>2</sup> commercial	Specialty & everyday retail; Food and hospitality; Professional services	Medical services; Art & culture; Civic
Oran Park	10,000m <sup>2</sup> retail 16,000m <sup>2</sup> commercial	Everyday retail; Civic; Professional services	Medical services; Food and Hospitality
<b>Local Centres</b>			
Mount Annan	21,140m <sup>2</sup> retail 4,000m <sup>2</sup> commercial	Everyday retail	Professional services; Medical services
Emerald Hills	10,000m <sup>2</sup>	Everyday retail	Medical services
Gregory Hills	10,000m <sup>2</sup> retail (neighbourhood centre) 12,000m <sup>2</sup> retail (bulky goods retail B5 zone) 2,000m <sup>2</sup> commercial**	Everyday retail	Professional services; Medical services; Food and Hospitality
Lowes Creek	<i>Future centre</i>		
<b>Neighbourhood Centres (3000m<sup>2</sup>+) </b>			
Spring Farm	5,000m <sup>2</sup>	Everyday retail	Medical services
Harrington Park	5,000m <sup>2</sup>	Everyday retail	Professional services; Medical services
Gledswood Hills Entertainment Precinct	3,500m <sup>2</sup>	Specialty & everyday retail; Food and hospitality	
Oran Park (Southern NC)	<i>Future centre</i>		

\* Information contained within Table 1 is subject to change based on development activity

\*\* Estimate based on Council Information



**Table 1 (cont.) Camden Centre Hierarchy (Camden LSPS; SGS 2019)**

Centre	Current Floor Space	Primary Role	Supporting Functions
<b>Neighbourhood Centres (3000m<sup>2</sup> or less)</b>			
Currans Hill	1,186m <sup>2</sup> retail	Everyday Retail	
Bringelly Village	2,800m <sup>2</sup> retail 105m <sup>2</sup> commercial	Everyday Retail	
Narellan Vale	805m <sup>2</sup> retail	Everyday Retail	
Mount Annan South	251m <sup>2</sup>	Everyday Retail	

The five established industrial and urban services precincts across the LGA are Smeaton Grange, Narellan, Camden (Little Street and Ironbark Avenue), Oran Park and Gregory Hills. These precincts provide jobs in industries such as manufacturing, freight and logistics, and warehousing.

## Local economy

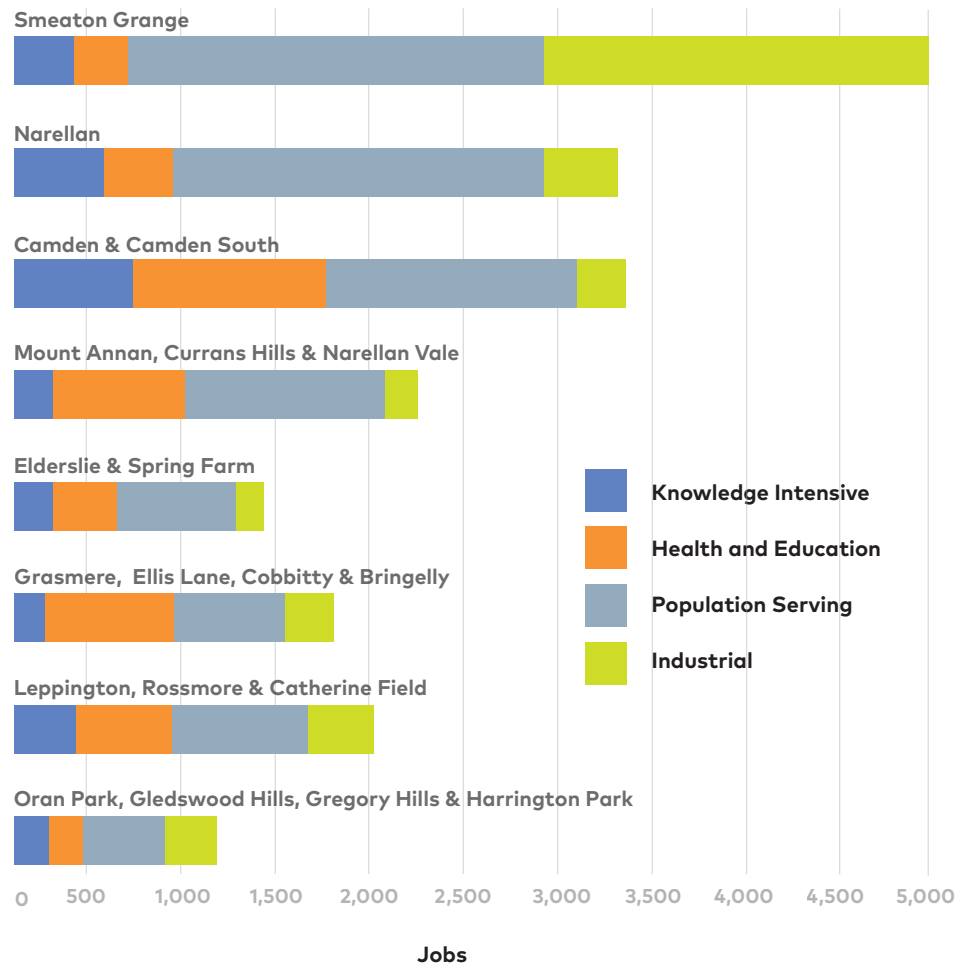
Camden LGA has a strong and diverse local economy. In the last 10 years, the LGA's local economy has grown at an average rate of 8.3% per annum.

In 2019, the largest industries in terms of employment were construction, retail trade, health care and social assistance, and education and training. By 2036, we expect these industries along with other sectors will have experienced a considerable expansion in their employment capacity.

In 2036, employment across the LGA will have increased by more than 32,200 jobs – more than a doubling of jobs – with professional, scientific and technical services, retail trade, health care and social assistance and construction being the biggest contributors. Considerable growth will also be seen in the manufacturing sector.

Camden's existing and future centres and employment lands will need to be planned to accommodate a range of new employment opportunities and facilities as Camden's labour force grows and shifts in nature.

## Camden Jobs - by Location & Industry Category



## Employment Snapshot

The types of jobs in the LGA are distributed across the following industry categories:

- 44% Population Serving
- 21% Health and Education
- 19% Industrial
- 16% Knowledge Intensive
- The majority of Industrial jobs are located in Smeaton Grange
- Population Serving jobs are evenly distributed across the LGA
- Health and Education jobs are evenly distributed across the LGA, with a large cluster of Health jobs in and around Camden
- Camden and Narellan have the largest share of Knowledge Intensive jobs of any centre
- Employment within the Camden LGA is very dispersed. Nearly 50% of jobs are located outside of the key employment areas/centres of Smeaton Grange, Narellan and Camden Town Centre





# Vision for 2040


In 2040, Camden's retail centres and industrial and urban services land offer a range of local job opportunities and access to services for residents. Retail centres are well connected to other centres across Sydney and have developed in a way that capitalises on the area's heritage and rural values.


The Western Sydney International Airport has catalysed opportunities for residents who work in the surrounding employment lands, and for local supporting industries that have located within Camden LGA.


The local rural economy is booming, with businesses leveraging opportunities to export produce and promote fresh local food production. Tourism is thriving thanks to Camden's heritage and rural values and its local food scene, cultural festivals and events.


-  Metropolitan Cluster


 Strategic Centre


 Town Centre


 Local Centre


 Neighbourhood Centre


 Primary Medical Facility



 Supporting Medical Facility


 Civic Precinct


 Enterprise Corridor Investigation Area


 SWGA Future Urban Land


 Future Employment Land - Investigation Area


 Mixed Employment Land
-  Future Industrial Land


 Industrial Land


 Tourism


 Metropolitan Rural Area (MRA)


 South West Growth Area (SWGA)


 Proposed M9 Alignment/Tunnel (road and rail freight)


 Proposed Train Line/ Tunnel

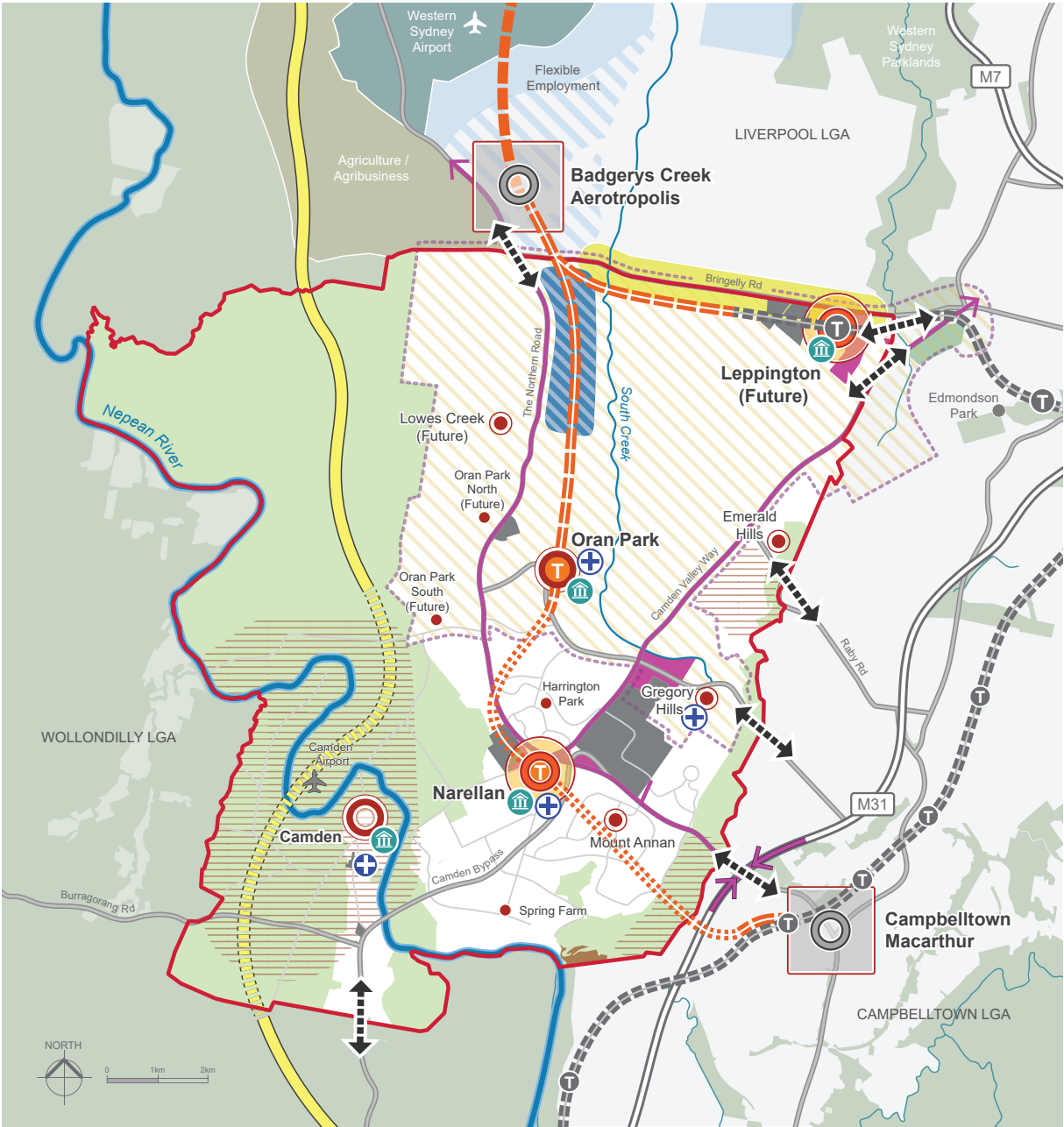
 Proposed Train Station

 Existing Train Station

 Key Transport Connection

 Freight Connection/ Corridor

 Camden LGA Boundary



## DIRECTION 1

### A network of successful, integrated and attractive retail centres

Accessible, diverse and high amenity retail centres generate local retail and office activity, bringing jobs and services closer to where people live to support a thriving local economy.

To attract investment and create successful retail centres, we must leverage the existing strengths of each centre and develop a broader network of centres in a complementary way with clear identities and functions.

This section outlines the retail centres network and includes four principles that will underpin our actions to achieve the direction:

- Principle 1: A defined retail centres hierarchy
- Principle 2: Retail centres are vibrant, safe, accessible and distinctive
- Principle 3: Retail centres are innovative, environmentally sustainable and planned to mitigate natural hazards
- Principle 4: A planning framework that supports retail centres

#### We will:

- Collaborate with relevant stakeholders to identify opportunities to support development around confirmed and future rail stations and major road infrastructure
- Partner with the local community and relevant stakeholders to identify opportunities for Oran Park, Narellan, Camden Town Centre and Leppington Town Centre
- Develop vision statements for Camden's key neighbourhood and local centres that set the future desired character and supports healthy and vibrant neighbourhood and local centres
- Review planning controls for employment zoned land to reflect best practice planning and adopt a consistent approach across the Camden LGA.
- Investigate opportunities to encourage and promote the night-time economy in established centres
- Identify options to encourage the early development of centres during precinct planning
- Collaborate across governments to identify opportunities for digital and smart centres in Camden LGA through the Smart Western City Program
- Finalise work on the Leppington Town Centre Review.



## Principles

### Principle 1: A defined retail centres hierarchy

The retail centres hierarchy provides certainty around the role and function of each centre, and guides infrastructure planning.

- The Region Plan identifies Narellan and Leppington as strategic centres. Both are intended to be mixed use centres with a combination of housing, employment, retail and services
- We define Oran Park and Camden as town centres. Our focus for Camden Town Centre is to plan for appropriate growth that protects the town centre's heritage and enhances its unique character. Oran Park is benefiting from rapid population growth and offers a range of emerging opportunities

The development of any future out-of-centre development must complement the existing network of centres and be considered in terms of the broader centre hierarchy.

### Principle 2: Retail centres are vibrant, safe, accessible and distinctive

Camden LGA contains a variety of different places, each with their own distinctive characteristics and potential. Centres no longer provide a single function but offer a rich fabric of leisure, living, learning and work opportunities. Centres can be places of social activity and community celebration.

A night-time economy encourages and extends this vibrancy and activation into the evening hours, allowing people to enjoy cafes and restaurants, pubs and bars, and entertainment premises. When coupled with place-based planning, these uses offer both economic and social benefits – they activate a centre, provide services and amenities to the community outside of regular business hours and support a diverse workforce.

Reviews of Camden LGA's strategic and town centres should consider each centre's place-based needs. This includes the land use mix, potential for night-time uses, urban design, the centre's character, how easy it is to access and move around regardless of a person's ability, and safety audits. Visioning work for local and neighbourhood centres will support their growth.

### Principle 3: Retail centres are innovative, environmentally sustainable and planned to mitigate natural hazards

Retail centres need to be places that contribute to people's quality of life. They should be environmentally sustainable and innovative, and enhance people's experiences, whether they live, work in or visit the centre. We want to focus on environmental sustainability and building resilience to natural hazards when undertaking any reviews or master plans for centres. Building environmentally sustainable retail centres can support retail and business continuity during urban heat and natural disaster events.

Many initiatives can promote environmental sustainability and improve people's experiences, including:

- Making retail centres easy to walk or cycle to or around, with easy access by public transport
- Enriching the tree canopy, incorporating Water Sensitive Urban Design (WSUD), and creating open space opportunities
- Reducing urban heat and building resilience to climate change through architecture design

Existing retail centres can be retrofitted over time to increase environmental sustainability. Newer centres such as Leppington can develop as sustainable centres from the outset. Programs such as Green Star for Communities offers many innovative solutions. Other programs, such as the Smart Western City Program - a commitment of the Western Sydney City Deal – will see us working with the Australian and NSW government, along with other councils, to leverage opportunities of the program in Camden's retail centres.

### Principle 4: A planning framework that supports retail centres

A clear and responsive planning framework that provides clarity and certainty and reflects contemporary best practice will support the productivity and function of centres. The statutory planning framework should support the role and function of centres.

A review of the statutory framework including, zone objectives, land use permissibility and development controls, can support the vision for each centre in the retail centres hierarchy and allow for one consistent set of rules.

## Context

Camden LGA's unique network of retail centres range in size, function and characteristics. More than just areas to shop and work, centres are the place people go to socialise, exercise and enjoy life.

Retail and commercial land uses in centres provide space for local jobs and act as focal points for social interaction. We see evidence of growing demand for commercial floor space across centres in the LGA, especially as the population increases.

Narellan provides retail and commercial floor space and in 2019 offered more floor space than all other centres in the LGA combined.

Several local and neighbourhood centres will be established to provide retail and services to new residents.

### Retail Centres Hierarchy and the New Employment Zones

DPE's new employment zones consolidates the existing B1 and B2 zones under Camden LEP 2010. As a result, Council will look to retain the Retail Centres Hierarchy established in the Strategy (as shown in Table 1) through built form controls and future DCP amendments.

At this stage, the reforms do not apply to land in the SWGA zoned under the Grown Centres SEPP.





Table 2: Planned future centres (SGS 2019, Camden Council 2021)\*

Location	Forecast development year	Floor space by 2036 (sqm)	Retail Centres Hierarchy Status
Oran Park (Northern)	2022	5,000	Neighbourhood Centre
Elderslie	2022	2,500	Neighbourhood Centre
Gledswood Hills Entertainment Precinct	2026	3,500	Neighbourhood Centre
Catherine Fields	2026	1,000	Neighbourhood Centre
Leppington Town Centre	2026	120,000	Strategic Centre
Oran Park (Southern)	2026	5,000	Neighbourhood Centre
Lowes Creek Maryland			Town Centre and Neighbourhood Centres
Bulky Goods	2024	3,500	
Highway Service Centre	2024	4,000	
Town Centre	2028	20,000	
Mixed Use	2028	4,000	
Neighbourhood Centres (x2)	2030	500 (each)	
Pondicherry	2026	1,500	Neighbourhood Centre
Leppington Local Centre	2036	16,700	Local Centre
Maryland South Village	2036	5,500	Neighbourhood Centre

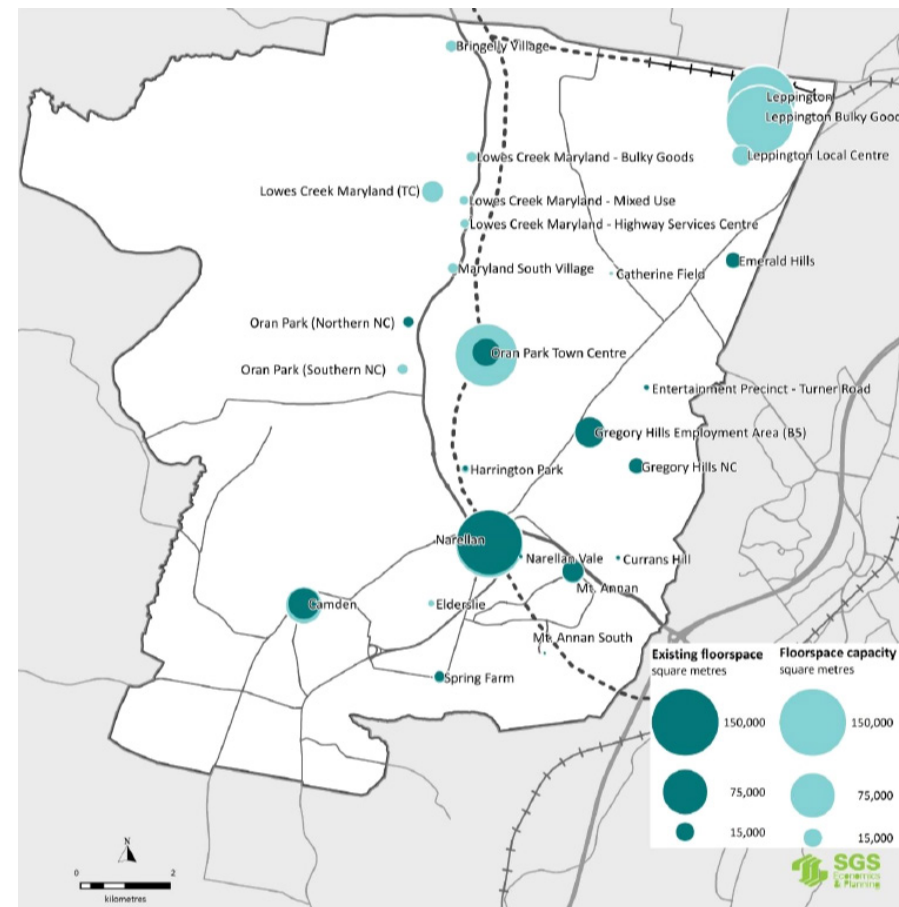


Figure 2: Local retail system (SGS 2019)

Planned centres in new precincts are often established late in the development phase. Opportunities will be identified through precinct planning to encourage early provision of local and neighbourhood centre.

By 2036, there will be sufficient capacity to meet the retail and commercial floor space demand across the network of existing retail centres (SGS, 2019). This is attainable under the current capacity in both existing centres and future planned centres in the SWGA. However, we can look to address inconsistencies between Camden LEP and the Growth Centres SEPP to ensure consistent planning objectives and controls for the LGA's retail centres.

We will also look to build the economic resilience of centres by diversifying economies and opportunities – for example, by expanding night-time uses in existing centres or through our work on smart city development with other councils and other levels of government.





Narellan

Narellan is in the southern part of Camden LGA, divided by Camden Valley Way. It serves a large catchment and is accessible from most parts of southern Camden LGA and beyond the LGA. The planned rail station at Narellan has the potential to change the function, and the way people experience this retail centre.

Strengths and opportunities	<ul style="list-style-type: none"><li>Regionally significant retail centre</li><li>Largest centre in Camden LGA</li><li>Small-scale office uses on Somerset Avenue</li><li>Strong civic function (library) and social services (medical)</li><li>Future North South Rail Line could alter Narellan</li><li>Potential to increase night-time uses</li></ul>
Challenges	<ul style="list-style-type: none"><li>Car-dominated and inward facing centre with little pedestrian amenity or street activity</li><li>Limited capacity to expand due to surrounding sensitive land uses</li><li>Residential uses at capacity under current zoning</li><li>Uncertainty around the delivery, timing and location of the rail line</li><li>Rising competition from future centres</li></ul>
Future	<ul style="list-style-type: none"><li>A strategic centre, diversified into many functions by leveraging the potential of Sydney Metro connections to the rest of Greater Sydney</li><li>More office and residential floor space, as well as high quality civic spaces and pedestrian connections</li><li>Growth planned through a place-based approach and staged master plan that coordinates infrastructure with growth</li><li>A better movement network, urban structure, land uses and public domain to improve functionality and user experience</li></ul>

Leppington

Leppington was rezoned for urban development in 2013, with the Leppington rail station opening in 2015. There is no retail or commercial development, with land fragmentation a major barrier to development.

The surrounding context has shifted since rezoning, with the investment opportunities created by the Airport and Aerotropolis. A DPE review that commenced in 2017 is ongoing. This includes a new vision for the town centre, with land use controls that may change the quantity and mix of new homes and jobs near the rail station. From 2019, we began to lead this review in collaboration with Liverpool City Council and DPE.

Strengths and opportunities	<ul style="list-style-type: none"><li>An established rail station</li><li>Good road access</li><li>Proximity to Western Sydney International Airport and Aerotropolis</li><li>Large long-term forecast population catchment</li><li>Substantial amount of planning capacity</li><li>Significant infrastructure investment</li></ul>
Challenges	<ul style="list-style-type: none"><li>Lack of development to date and challenging development economics</li><li>Fragmented land ownership</li><li>No market interest to date in B7 Business Park land</li><li>Lack of a lead developer</li></ul>
Future	<ul style="list-style-type: none"><li>A dynamic strategic centre supported by a mix of high amenity residential development and employment land, with access to retail and civic services</li><li>A specialist role (residential, retail or civic activity) in support of the Airport, leveraging the future rail connection to the Airport and Aerotropolis and the existing connections to the main employment districts of Sydney CBD and Parramatta</li><li>An emphasis on sustainability that promotes Leppington as a modern place to live and work in the Western Parkland City</li></ul>

Oran Park Town Centre

Oran Park’s retail offering, civic precinct and commercial floor space is growing, thanks to growth in the resident catchment and a consolidated land ownership structure.

Our focus will be on optimising this growth and capacity for new retail and commercial floor space in what is a substantial greenfield area. The planned rail station at Oran Park will also elevate the retail centre’s significance and potential.

Strengths and opportunities	<ul style="list-style-type: none"><li>• Concentrated land ownership</li><li>• Significant capacity for new retail or commercial floor space, given substantial greenfield land</li><li>• Established population base of working age</li><li>• Development momentum in retail, commercial and residential</li><li>• Geographical centre of the LGA</li><li>• Location of several civic functions including Council office and library</li><li>• Lead developer able to catalyse investment</li><li>• Business and commercial floorspace capacity</li></ul>
Challenges	<ul style="list-style-type: none"><li>• Car-dominated.</li><li>• Uncertainty around timeframes for the North South Rail Line</li><li>• Lack of higher density residential development</li><li>• Character is still evolving</li></ul>
Future	<ul style="list-style-type: none"><li>• A strategic centre with significant modern commercial floor space and attractive residential areas</li><li>• New uses and growth that takes advantage of the planned rail line</li><li>• New retail and commercial opportunities</li></ul>

Camden Town Centre

Camden is a long-established centre and has historically functioned as a regional centre servicing a broader agricultural district. Its urban form reflects this history, with its retail and commercial floor space set out in a traditional high street format.

Camden Town Centre is suitable for sensitive incremental growth that will preserve and enhance its heritage and character values while growing as a visitor destination.

Strengths and opportunities	<ul style="list-style-type: none"><li>• Traditional main street layout</li><li>• Established visitor destinations</li><li>• A unique character, heritage and history that is valued by the community</li><li>• Niche retail and hospitality component</li><li>• Wide mix of uses</li><li>• Growing medical specialisation</li><li>• Strong commercial presence</li></ul>
Challenges	<ul style="list-style-type: none"><li>• Limited capacity to expand</li><li>• Limited public transport</li><li>• A heritage conservation area with a significant number of heritage items</li><li>• Competition from larger, newer centres to the north</li></ul>
Future	<ul style="list-style-type: none"><li>• Continued planning through the Camden Urban Design Framework</li><li>• A broader role and focus beyond that of a regional centre providing retail and population services to a surrounding catchment</li><li>• Creating a stronger brand as a visitor destination, with heritage, food and hospitality offerings; and as a cultural destination, with Camden Museum, Town Farm and Civic Centre and Alan Baker Art Gallery</li><li>• A place that attract tourists from across Greater, which may have a flow on effect to retailers</li></ul>



## Gledswood Hills Entertainment Precinct

Gledswood Hills is a rapidly growing precinct, supported by existing and proposed retail, commercial and entertainment development. With its unique hill top location and visual character, Gledswood Hills is envisaged to remain a high quality residential area that also offers key services to the community.

Strengths and opportunities	<ul style="list-style-type: none"><li>Established residential precinct and population catchment</li><li>Wide mix of land uses</li><li>Strong visual link to Gledswood Estate</li><li>Hill top location provides visual amenity</li></ul>
Challenges	<ul style="list-style-type: none"><li>Limited capacity to expand</li><li>Limited public transport</li><li>Rising competition from future new centres</li></ul>
Future	<ul style="list-style-type: none"><li>A vibrant village centre supported by a mix of residential uses, entertainment, retail, medical centre and commercial facilities</li><li>High quality urban design in public areas to attract people to shop, play and socialise in the area</li><li>A clear view corridor towards Gledswood Estate to protect the unique visual characteristic that is highly valued by the community</li></ul>

## Local and neighbourhood centres

The established local and neighbourhood centres vary in size and serve a local population catchment. They help to shape their local community's day-to-day life. The design, feel and function of local centres influence the quality of life that people can experience in their local area.

These centres cater to residents' everyday retail and service needs and create a focal point for suburbs and communities. They should continue to serve their local communities while remaining at a size that supports the broader retail centres hierarchy.

### Camden Local Centres

- Mount Annan
- Emerald Hills
- Gregory Hills

Serve a group of suburbs and are anchored by a large supermarket with a limited mix of supporting co-located uses such as medical services and restaurants and cafes.

### Camden Neighbourhood Centres

- Spring Farm
- Harrington Park
- Currans Hill
- Narellan Vale
- Mount Annan South

Serve a single suburb and offer a convenience function to local populations, often anchored by a small supermarket and supported by a very limited mix of other uses such as a café.

The competitiveness of smaller established centres will be challenged in the future with the emergence of new, high quality retail floor space. However, the advantage of being located within an easy, accessible walk of where people live means that the centres will still provide an important function in the retail hierarchy of Camden.

Vision statements for these centres can help to acknowledge each centre's distinct look and feel, as identified by the community. Including these statements in Camden Development Control Plan 2019 (Camden DCP) will provide a place-based planning approach to support centre evolution.



## Actions

1. Identify opportunities to support development around confirmed future rail stations, rapid bus service routes and major road corridors.
2. Improve the liveability and amenity of Oran Park, Narellan, Camden Town Centre and Leppington Town Centre
3. Prepare the Narellan Centre Vision and staged master plan to understand Narellan's capacity as a strategic centre
4. Examine the potential of Oran Park as a strategic centre
5. Review land use and development controls within Camden Town Centre to sensitively accommodate housing and employment growth
6. Develop vision statements for Camden's key neighbourhood and local centres that set the future desired character and supports healthy and vibrant neighbourhood and local centres
7. Review planning controls for employment zoned land to allow a consistent planning approach across the Camden LGA.
8. Investigate opportunities to encourage and promote the night-time economy in established centres
9. Identify options to establish local centres early in the development of a precinct
10. Partner with the Australian and NSW Governments, and other Western Parkland City Councils, to identify opportunities for digital and smart centres in Camden LGA through the Smart Western City Program
11. Continue to work with Liverpool City Council and the Department of Planning and Environment to finalise the Leppington Town Centre Review
12. Investigate opportunities to encourage walking and cycling to retail centres including providing end of trip facilities and e-bike charging stations



## DIRECTION 2

### A network of productive industrial and urban services land

Industrial and urban services land provides local jobs, and provides essential services to residents, and local and regional businesses.

We must plan for a sufficient supply of industrial and urban services land to meet demands created by the high population growth and opportunities from the Airport and Aerotropolis. This will ensure a network of productive employment lands and a sustainable increase of jobs.

This section provides an overview of Camden's industrial and urban services land and includes four principles underpinned by actions to achieve this Direction:

- Principle 5: Industrial and urban services land that is valued and protected
- Principle 6: Industrial and urban services lands that is productive and functional
- Principle 7: A planning framework that supports industrial and urban services land
- Principle 8: A pipeline of industrial and urban services land supply
- Principle 9: Industrial and urban services land is environmentally sustainable and planned to mitigate natural hazards

#### We will:

- Protect and retain the industrial and urban services land at Smeaton Grange, Gregory Hills and Narellan
- Partner with the Department of Planning and Environment (DPE) to review planning controls for IN1 General Industrial, IN2 Light Industrial and B5 Business Development land and to remove the current shop area cap provisions applying to B5 land in Gregory Hills
- Review zoning in Little Street and Ironbark Avenue Precincts
- Collaborate with Western Sydney Airport and key State agencies to advocate for Leppington to have a specialist role in supporting the Western Sydney Airport
- Work with DPE to ensure an adequate supply of industrial and urban services land through South West Growth Area land use planning, with a focus on locating these land uses close to transport corridors





## Principles

### Principle 5: Industrial and urban services land that is valued and protected

The District Plan recognises that Sydney's existing industrial, manufacturing, warehousing and distribution facilities contribute to its role as Australia's manufacturing capital. It outlines that Camden's existing industrial and urban services land should be managed under a 'retain and manage' approach.

#### Retain and Manage – District Plan

Where a retain and manage approach is being undertaken, councils are to conduct a strategic review of industrial and urban services land as part of updating LEPs. The Camden Industrial and Employment Lands Study (AEC, 2020) fulfils this requirement and outlines the justification for retaining the employment precincts or reviewing their future roles.

As the population grows, industrial employment and urban services land will be in greater demand. Major industrial employment precincts at Smeaton Grange, Gregory Hills and Narellan will need to be protected from future development.

### Principle 6: Industrial and urban services land is productive and functional

The viability and sustainability of land for continued industrial and urban service uses requires access to arterial roads and highways and continued operations in a conflict-free environment.

If access issues and land use conflicts are not resolved, long-term industrial and urban services land operations will be limited. Our planning must consider access to a range of transport and minimise potential impacts on surrounding sensitive land uses such as housing.

### Principle 7: A planning framework that supports industrial and urban services land

We need consistency between the two environmental planning instruments that apply to Camden LGA – Camden LEP and the Growth Centres SEPP – to allow for a network of unique and consistent employment precincts. This will ensure industrial areas remain fit for purpose, and continue to attract business and investment to Camden.

We have identified incompatibility of land uses between the applicable IN1 General Industrial and B5 Business Development under the Growth Centres SEPP and the Camden LEP, which has created a level of confusion amongst the market (AEC 2020). Any review of these controls should also consider the ability to accommodate contemporary land uses in industrial and urban services land uses (such as gyms or cafes etc) to meet the needs of workers.

Council will work with DPE and the GSC on the Employment Zones Reform and Industrial Lands Policy Review (respectively) to ensure a consistent and appropriate approach is taken to accommodate contemporary land uses within industrial and urban services land.

### Principle 8: A pipeline of industrial and urban services land supply

The planned population and economic growth in Camden LGA and the Western Parkland City will require a commensurate pipeline of industrial and urban services land.

A shortage of industrial and urban services land in Camden is likely by 2036, but evidence suggests this shortage could potentially occur as early as 2026 (AEC, 2020). We need a pipeline of industrial and urban services land that retains and attracts employment and economic activity in the LGA.

The Camden Local Strategic Planning Statement identifies potential investigation areas: The Northern Road Employment Corridor and Bringelly Road Enterprise Corridor. We can plan for additional industrial and urban services land, ideally adjacent to arterial roads or motorways, through precinct planning in growth areas.



**Principle 9: Industrial and urban services land is environmentally sustainable and are planned to mitigate natural hazards**

Reducing the impact of urban heat, promoting greener places, and encouraging environmentally sustainable design in industrial and urban services land is an important consideration in the future planning of these areas. Equally, ensuring buildings are designed during the planning stage to mitigate the impact of natural hazards including bushfires, floods and drought can support the continuity of business productivity during these natural disaster events.

Sustainable design can be encouraged through reviewing existing, and introducing new, development controls relating to WSUD, tree canopy cover, green roofs and vertical gardens, energy efficiency and that consider planning for bushfire protection guidelines.

**Context**

Camden’s industrial and urban services land includes a mix of land zoned IN1 General Industrial, IN2 Light Industrial and business precincts zoned B5 Business Development and B7 Business Park.

Of the five industrial precincts (410.6 hectares) and three planned precincts (129.5 hectares), Smeaton Grange and Gregory Hills are the major industrial precincts. These precincts account for 75% and 13% of employment floor space in the LGA, respectively.

Narellan follows as the third largest employment precinct in Camden LGA (11% of employment floor space). Little Street and Ironbark Avenue Precincts are the smallest industrial precincts in the LGA.

In terms of the predicted shortfalls, Gregory Hills (B5, IN1, IN2 zoned land) is unlikely to meet projected floor space demand to 2036 with a significant shortfall expected. A shortfall in employment floor space is expected from 2021. With increased building heights, Smeaton Grange could accommodate projected industrial floor space demand by 2036 with a mix of both vacant land and infill development.

The projected industrial and urban services land deficits have implications for market dynamics across Camden LGA. Higher levels of demand than supply could drive up prices and rents and ultimately impact the viability of local business. This requires additional locations for industrial and urban service development – including greenfield land serviced by new or improved transport connections – or allowing development with higher floor space ratios (FSRs), which can catalyse investment and generate more floor space.



## Existing industrial and urban services land

### Smeaton Grange

Smeaton Grange comprising approximately 236 hectares of industrial and urban services land. It is approximately 80% developed. Smeaton Grange is currently zoned part IN1 General Industrial, IN2 Light Industrial and B5 Business Development under Camden LEP.

Smeaton Grange comprises a diverse occupier profile reflecting a typical industrial precinct as well as other compatible uses (e.g. indoor recreation facilities). The high composition of population-serving businesses in the precinct is attributed to the proliferation of businesses within the construction services, repair and maintenance and motor vehicle retailing industries. Smeaton Grange serves as a freight activity precinct, leveraging from its location between the freight corridors of Narellan Road and Camden Valley Way.

<b>Strengths</b>	<ul style="list-style-type: none"> <li>o Highly accessible, particularly for freight and logistics activities</li> <li>o Range of typologies</li> <li>o Modern buildings and significant scale</li> <li>o Natural barriers</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>o Lack of stock resulting in capital value and rent escalation</li> <li>o Rising congestion on the surrounding road network</li> <li>o Poor walkability and limited amenity for workers</li> </ul>
<b>Market conditions</b>	<ul style="list-style-type: none"> <li>o Most desirable precinct in Camden</li> <li>o Little stock available</li> <li>o Rising rents, capital values and land values</li> <li>o Limited supply pipeline</li> </ul>
<b>Outlook</b>	<ul style="list-style-type: none"> <li>o Positive given lack of supply in competing markets and infrastructure investment nearby</li> </ul>
<b>Future</b>	<ul style="list-style-type: none"> <li>o Major industrial employment precinct with the cluster of industrial and urban services land to be retained.</li> <li>o Potentially subject to increased building heights and FSR controls</li> </ul>

### Gregory Hills

Located immediately north of the Smeaton Grange precinct, Gregory Hills (also referred to as the Turner Road Precinct) is the most recently released and developed industrial and employment precinct in the Camden LGA. Comprising just over 99 hectares, it includes 39 hectares of IN1 General Industrial and 59 hectares of B5 Business Development zoned land under the Growth Centres SEPP.

The precinct is separated into two distinct sub-precincts: the Gregory Hills Corporate Park (zoned B5 Business Development) north of Gregory Hills Drive and the Central Hills Business Park (zoned B5 Business Development and IN1 General Industrial) to the south.

<b>Strengths</b>	<ul style="list-style-type: none"> <li>o Good accessibility</li> <li>o Strong amenity offering</li> <li>o Range of building typologies and land uses</li> <li>o Modern buildings</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>o Lack of stock resulting in capital value and rent escalation</li> <li>o Rising congestion levels of surrounding road network</li> <li>o High quantum of retail users</li> <li>o Lack of car parking</li> </ul>
<b>Market conditions</b>	<ul style="list-style-type: none"> <li>o Highly desirable precinct</li> <li>o Extremely tightly held market</li> <li>o Very little stock available</li> <li>o Rising rents, capital values and land values</li> <li>o Ongoing development activity</li> </ul>
<b>Outlook</b>	<ul style="list-style-type: none"> <li>o Positive outlook, particularly for commercial and health-related uses</li> </ul>
<b>Future</b>	<ul style="list-style-type: none"> <li>o Major precinct to cater for a mainly population-serving industry presence, while enabling more flexibility for modern commercial and industrial development and complementary development such as retail, café and restaurants</li> <li>o Potential health and education occupiers if the approved private hospital (on B5 zoned land) is progressed</li> </ul>



A shop cap control applies to the Gregory Hills B5 – Business Development zoned land under the Growth Centres SEPP and Turner Road Precinct DCP. This limits a total shop floor space to 2,500m<sup>2</sup> and includes an individual shop cap of 500m<sup>2</sup> within the employment area zoned B5 (it excludes food and drink premises).

The shop cap was established in 2006; the precinct has changed significantly since then with established residential and commercial developments. Over time, the application of the shop cap has become increasingly difficult to enforce, due in part to developments approved under the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008.

Council's shop floor space audit in Gregory Hills and shop cap review for Turner Road Precinct indicate that the shop cap provision is not feasible and impedes economic viability in the area. The total shop floor space exceeds the aggregated shop floor space of 2,500 m<sup>2</sup>, and many developments are larger than the individual shop cap of 500 m<sup>2</sup>.

Narellan

Located adjacent to the Narellan Town Centre, Narellan's industrial and urban services land is the oldest and most established industrial precinct in Camden LGA. It comprises approximately 43.1 hectares of industrial and urban services land and is more than 90% developed. Zoned under Camden LEP, The precinct comprises a mix of IN1 General Industrial and IN2 Light Industrial land, with a smaller amount of B5 Business Development land fronting The Northern Road and Camden Valley Way.

The precinct is located at the intersection of Camden Valley Way, The Northern Road, Camden Bypass and Narellan Road. The Hume Highway is five kilometres to the east and accessible via Narellan Road. New transport infrastructure such as The Northern Road upgrade and Spring Farm Parkway will improve access.

A future rail station is planned on the North South Rail Line from the Western Sydney Airport. Early delivery of the North South Rail Line and South West Rail Link Extension will directly benefit Narellan.

Work to prepare the Narellan Centre Vision and staged master plan (Action 3) will influence the future of Narellan's industrial and urban services land.

Narellan is dominated by small local businesses with a large cluster of construction and trades-related, automotive, equipment wholesaling, equipment hire, gym/fitness and light manufacturing businesses. The high concentration of population-serving businesses is attributed to the number of repair and maintenance, construction services and other-store based retailing businesses.

Strengths	<ul style="list-style-type: none"><li>o Highly accessible</li><li>o Adjacent to the town centre</li><li>o Affordable</li><li>o Significant scale</li><li>o Range of typologies</li></ul>
Challenges	<ul style="list-style-type: none"><li>o Price and rental growth eroding affordability</li><li>o Older-style warehouse and factory buildings not fit for modern users</li><li>o Narrow streets in some sections not conducive for heavy vehicle movements</li></ul>
Market conditions	<ul style="list-style-type: none"><li>o Tightly held market with number of legacy occupiers</li><li>o More affordable precinct</li><li>o Rising rents, capital values and land values</li><li>o Some development activity</li></ul>
Outlook	<ul style="list-style-type: none"><li>o Positive outlook given lack of supply across Camden</li><li>o Pressure for rezoning expected</li></ul>
Future	<ul style="list-style-type: none"><li>o A place for essential employment opportunities across IN1, IN2 and B5 land</li><li>o The proposed rail station could transform the employment and economic profile and may influence the viability of existing land uses near the strategic centre</li><li>o Requires sufficient capacity to accommodate alternative development opportunities</li></ul>

Source: AEC and Mecone

## Little Street Precinct

The Little Street Precinct comprises some 2.3 hectares of industrial and urban services land south of the Camden town centre adjacent to Camden Hospital.

Little Street is less competitive, due to its small scale, limited access, older style warehouse/buildings and surrounding residential land use.

There are 24 lots within the Little Street Precinct zoned IN2 Light Industrial under Camden LEP. Of these 24, 16 lots contained detached houses and are used for residential purposes.

Existing occupiers reflect a more service-orientated employment area rather than traditional industrial and urban services land use.

<b>Strengths</b>	<ul style="list-style-type: none"> <li>o Good accessibility and exposure</li> <li>o Affordability</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>o Surrounded by sensitive uses (land use conflict)</li> <li>o Older-style warehouse and factory buildings not fit for modern users</li> <li>o Lacks scale</li> <li>o Long-term vacancies detracting from profile</li> </ul>
<b>Market Conditions</b>	<ul style="list-style-type: none"> <li>o Limited market profile</li> <li>o Cheaper rents compared to other precincts</li> <li>o Some new development activity occurring</li> <li>o Several vacancies</li> </ul>
<b>Outlook</b>	<ul style="list-style-type: none"> <li>o Unlikely to accommodate most industrial users</li> <li>o Potential for alternative uses which need exposure</li> </ul>
<b>Future</b>	<ul style="list-style-type: none"> <li>o Potential for a rezoning to allow mixed uses, depending on technical studies (including traffic, economic impacts and potential site contamination)</li> <li>o Future development controls need to address land use conflicts</li> <li>o Continued harmonious neighbourhood environment through the <i>Little Street Good Neighbour Initiative</i></li> </ul>

Source: AEC and Mecone

## Ironbark Avenue Precinct

Ironbark Avenue Precinct is located further south on the corner of the Old Hume Highway and Camden Bypass. It contains approximately 1.8 hectares of industrial and urban services land zoned IN2 Light Industrial under Camden LEP, with a vacancy rate of just over 10%.

Ironbark Avenue Precinct faces similar challenges to Little Street given its small size and proximity to residential uses. However, it benefits from good access and exposure along the Old Hume Highway and the Camden Bypass. The precinct is generally well occupied by a mix of businesses, many of which could operate within an alternative business zone. New development is also underway in the precinct, indicating the precinct is playing an important (albeit small) role in the overall market.

<b>Strengths</b>	<ul style="list-style-type: none"> <li>o Good accessibility and exposure</li> <li>o Affordability</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>o Surrounded by sensitive uses (land use conflict)</li> <li>o Older-style warehouse and factory buildings not fit for modern users</li> <li>o Lacks scale</li> <li>o Long-term vacancies detracting from profile</li> </ul>
<b>Market Conditions</b>	<ul style="list-style-type: none"> <li>o Limited market profile</li> <li>o Cheaper rents compared to other precincts</li> <li>o Some new development activity occurring</li> <li>o Several vacancies</li> </ul>
<b>Outlook</b>	<ul style="list-style-type: none"> <li>o Unlikely to accommodate most industrial users</li> <li>o Potential for alternative uses which need exposure</li> </ul>
<b>Future</b>	<ul style="list-style-type: none"> <li>o Potential to rezone land to generate employment and allow more flexibility for industrial and commercial uses in this area (subject to relevant technical studies)</li> </ul>

Source: AEC and Mecone



# Future planned industrial and urban services land

Three planned industrial and urban service precincts are yet to be developed in greenfield areas: Oran Park, Leppington and Glenlee. These precincts are adjacent arterial roads and highways, benefit from significant scale and are likely to be developed over the coming decade.

## Oran Park

Oran Park comprises approximately 18.5 hectares of Industrial Land to the north-west of Oran Park town centre. The precinct is zoned IN1 General Industrial under the Growth Centres SEPP and was one of the first employment precincts zoned in the SWGA in 2007. To date, no employment uses have been developed on the site which is held under single ownership by a major developer. In April 2019, a Planning Proposal was lodged with Council seeking to expand the Oran Park Employment Land by approximately 11.5 hectares. This proposal is currently with DPE for finalisation.

Oran Park is ideally suited to transport and logistic users given its direct frontage to The Northern Road. This may also attract bulky goods and large format retail users who rely on exposure. It is also close to amenity and retail offering at the Oran Park town centre.

## Leppington

Leppington comprises a mix of Industrial and Business Support land zoned IN2 Light Industrial and B5 Business Development under the Growth Centres SEPP in 2013. To date , limited development of the IN2 zoned land has occurred with no take up of land zoned B7.

The precinct benefits from its accessibility to Leppington rail station and Bringelly Road and its position on the southern border of the Western Sydney Aerotropolis. It also offers large lot sizes capable of accommodating significant building footprints and/or densities.

Take-up has been slow to date due mainly to fragmented land ownership and high existing-use (rural-residential) values. Although there has been a shift in these values, ownership fragmentation is still challenging.

This area will have significant status as a place for diverse employment as the Airport opens and the Aerotropolis evolves.

## Glenlee

Glenlee is located in the south-eastern section of the LGA. Approximately 38 hectares of the precinct falls within Camden LGA, with 14.6 hectares zoned IN1 General Industrial under Camden LEP.

Its strengths include its accessibility and its buffers from sensitive uses. Glenlee is ideally suited to transport and logistic users given its proximity to the Hume Highway. This location also makes the precinct suited to more heavy industrial users, including manufacturing.

The Spring Farm Parkway Extension will influence take-up. We will continue advocating to Transport for NSW on the early delivery of proposed Spring Farm Parkway extension.

## Actions

- 13. Protect and retain the industrial and urban services land at Smeaton Grange, Gregory Hills and Narellan
- 14. Remove the shop area cap provisions applying to the B5 Business Development zoned land in the Turner Road Precinct (Gregory Hills)
- 15. Review the Little Street Precinct zoning to support mixed use development
- 16. Review the zoning at Ironbark Avenue Precinct
- 17. Review planning controls for industrial and urban services land across the Camden LGA
- 18. Identify existing and new opportunities for Leppington to have a specialist role in supporting the Western Sydney Airport
- 19. Ensure an adequate supply of industrial and urban services land through South West Growth Area land use planning, with a focus on locating these areas close to transport corridors



## DIRECTION 3

### Agribusiness, tourism and health care services that support the local economy

Agribusiness, agritourism and health services contribute to a diverse Camden economy. With the right balance, these land uses will continue to provide a mix of jobs for the community.

This section outlines the important roles of agribusiness, the visitor economy and health care sector across Camden LGA and details three of the principles and associated actions to achieve this direction.

- Principle 10: Agribusiness is supported and enhanced
- Principle 11: Place-based initiatives promote tourism and the visitor economy
- Principle 12: Medical and health care services are valued and promoted

#### We will:

- Collaborate with key stakeholders to identify opportunities to support agritourism
- Leverage opportunities from future agribusiness precincts within the Aerotropolis to encourage local food production
- Consult with relevant key stakeholders to review permissible uses and controls in Camden LEP to create capacity for visitor accommodation and to support existing visitor destinations and encourage the development of new destinations
- Investigate opportunities to support existing primary and supporting medical facilities located within the Camden LGA.
- Advocate for future medical and health care precincts in key locations including the Little Street Precinct, Oran Park Town Centre, Gregory Hills and Leppington Town Centre.



Principles

Principle 10: Agribusiness is supported and enhanced

Camden’s proximity to domestic and international markets by air freight is envisaged to create an integrated fresh food precinct on Sydney’s doorstep, which includes diverse agribusinesses from primary production to high-tech agricultural innovation and provide local jobs and local fresh food.

Future agribusiness planning should capitalise on this opportunity and minimise potential land use conflicts within and adjoining the sensitive land uses – such as housing.

Camden’s agricultural lands and land within the Metropolitan Rural Area should be protected and supported via future land use planning. This includes protecting and retaining primary rural production zoned land.

Principle 11: Place-based initiatives promote tourism and the visitor economy

Camden’s rural setting, rich heritage and proximity to Sydney, presents opportunities to grow the visitor economy through initiatives that activate key centres and promote Camden’s diversity of local visitor experiences.

The retention and preservation of urban and rural heritage items that tell nationally important stories offer the potential for culture and heritage-based tourism across the LGA. Our challenge is to ensure the appropriate type of tourism while protecting the LGA’s natural and heritage qualities.

Principle 12: Medical and health care services are valued and promoted

The health care sector provides jobs for the local community and essential services. We expect the sector to grow as the overall population becomes older. The health care sector will have two main growth areas:

- Local health services (for example, general practitioners and community health services) which will be spread out and follow broad population and employment growth patterns

- Regional services (for example, hospitals) which will increasingly be clustered around existing nodes as specialisation drives innovation

Unlike many other service sectors, health care must be physically accessible to customers. For this reason, health care jobs will emerge where the population grows.

Context

Agribusiness

Camden LGA has historically been known as a highly productive rural region. In 2018, when our Rural Lands Strategy was released, agricultural land use accounted for 50% of the LGA. This will change with the development of the South West Growth Area, yet one third of Camden LGA will still be rural land.

With the new international Airport offering access to overseas markets and the development of a specialised Agribusiness Precinct in the Western Sydney Aerotropolis, there is great potential for the LGA’s agricultural economy.

The Region Plan highlights the need for scenic and cultural landscapes to be protected and for rural areas to be protected and enhanced. This will not only support those living in rural residential areas, but could also help to promote agritourism in the LGA. The Region Plan also identifies the Metropolitan Rural Area, which in Camden includes areas such as Kirkham and Grasmere.

The District Plan also notes that the rural hills and ridgelines of Camden create a distinct setting for neighbouring urban communities.

In addition to the ongoing implementation of the Rural Land Strategy, there is a need to collaborate with key stakeholders such as the Sydney Peri-Urban Network and Western Sydney Airport to leverage opportunities from the Agribusiness Precinct to support Camden’s agricultural production.

## Tourism and visitor economy

Camden's rural setting, rich heritage and proximity to Sydney present several opportunities to grow the visitor economy. Camden Town Centre's traditional main street layout is framed by historic buildings, and the burgeoning food and hospitality scene offer a unique visitor experience.

In addition to Camden Town Centre, other areas that can be developed into visitor destinations include the Australian Botanic Garden Mount Annan, Narellan Sports Hub, Camden Airport and Nepean River. These areas could be the platform for numerous civic, cultural, natural and sporting events.

Building on these assets and supporting tourism-related development could see land planned for visitor accommodation, food and hospitality, recreational activities and events.

## Health care

Planning reviews are required to consider the viability of supporting medical and health care land uses, which will generate high knowledge intensive jobs in the Camden LGA. This includes the potential for the Little Street Precinct, given its location near Camden Town Centre, Camden Hospital and a cluster of health-related home businesses along Broughton Street.

NSW Health are investigating new models of health care service delivery including creating Integrated Health Hubs (IHHub) to be located in areas of high community amenity, easily accessible by public transport, and is centrally located close to people's homes. Potential locations for future medical and health care precincts include the Little Street Precinct, Oran Park town centre, Gregory Hills and Leppington town centre.

Currently, Campbelltown Hospital is the primary public medical facility servicing the Camden LGA, with Camden Hospital providing a supporting function. A private hospital has been approved at Gregory Hills which could include 473 hospital beds, a medical centre and other health uses. This hospital was approved under the State Significant development pathway.

## Actions

20. Identify opportunities to support agritourism in the LGA
21. Leverage opportunities from future agribusiness precincts within the Aerotropolis to support Camden's agricultural production
22. Review planning controls to create capacity for visitor accommodation in appropriate locations to support Camden's heritage, cultural and visitor economies
23. Identify opportunities to review permissible land uses and planning controls to support tourism
24. Investigate opportunities to support existing primary and supporting medical facilities located within the Camden LGA
25. Advocate for future medical and health care precincts in key locations including the Little Street Precinct, Oran Park town centre, Gregory Hills and Leppington town centre.



## DIRECTION 4

### Capitalise on existing and future infrastructure

Camden is benefiting from the Airport and Aerotropolis as well as new rail infrastructure. We can leverage these investments if we plan for centres and industrial and urban services land in areas that are well connected to major infrastructure.

Investment in key transport infrastructure will result in a better-connected Camden. However, uncertainty around the extent and timing for the delivery of the major infrastructure projects such as the South West Rail Link Extension poses challenges to long-term strategic planning.

This section outlines the major form of infrastructure that will impact Camden and details three principles and associated actions to achieve this direction:

- Principle 13: Land use and infrastructure planning is aligned
- Principle 14: Retail centres and employment land productivity is maximised around existing and planned rail stations, rapid bus service routes and major road corridors
- Principle 15: The freight and logistics network is supported and efficient

#### We will:

- Collaborate with Western Sydney Planning Partnership and Western Parkland City Authority to inform policies that will capture new industrial and commercial opportunities created by Camden's proximity to the Aerotropolis
- Continue working with Transport for NSW and the Federal Government to promote transport connectivity to the Airport, Aerotropolis and other metropolitan centres
- Work with other State agencies and utilities to plan for broader infrastructure delivery, sequenced in a way that aligns with population growth
- In partnership with the Department of Planning and Environment and key State agencies, lead Camden's future precinct planning, including a potential new structure plan for the South West Growth Area

Principles

Principle 13: Land use and infrastructure planning is aligned

The provision of appropriate, coordinated, efficient and timely infrastructure is essential to viable and productive centres and industrial and urban services land and a sustainable jobs supply. Uncertainty over service provision can stall development in rezoned precincts and cause issues for existing and future landowners, such as increased land rates alongside an inability to develop due to the delay of infrastructure provision.

An overarching strategic Structure Plan for the SWGA is critical to provide a framework to facilitate future housing, centres and industrial and urban services land and community facilities. This will outline the infrastructure requirements to guide the work of Council, DPE, WPCA, and other State agencies. In particular, planning for additional centres and industrial and urban services land in growth areas needs to be informed by the sequencing of utility services.

Council has prepared a South West Growth Area Infrastructure Study to establish a baseline understanding of planned infrastructure and identify gaps between infrastructure requirements and housing and employment growth. This will help inform the Structure Plan and advance the development of a placed-based infrastructure compact (or equivalent) to align infrastructure delivery with growth.

Principle 14: Retail centres and employment land productivity is maximised around existing and planned rail stations, rapid bus service routes and major road corridors

A rail station can be a catalyst for a successful retail centre or productive industrial and urban services land. Clusters of mixed land uses around rail stations provide viability of development take-ups and diverse jobs and social activities.

Equally, strategically co-locating retail centres and commercial land uses with the proposed rail stations and rapid bus service route can make these destinations more accessible for workers, shoppers and tourists.

With increased visitation, they will become places that are vibrant, safe,

dynamic, economically viable, and enjoyed by diverse groups of people. Other employment land such as freight and logistic services should be located in proximity to strategic transport corridors to support their business operations.

Principle 15: The freight and logistics network is supported and efficient

The viability of industrial precincts is directly linked to the accessibility of the freight and logistics network. The Camden LGA's geographical position between the ports at Botany and Port Kembla, and the future Western Parkland City and aerotropolis enables the area to play an important role in supporting freight and logistics supply chains. It is noted that proposed rail freight corridor along the M9 corridor has the potential to support further support the efficient transportation of bulky goods and cargo. Transport, freight and logistics have time-sensitive business models and thus gravitate to areas that allow quick and unimpeded access to these networks.

It will be important for Council to investigate opportunities to protect and retain existing industrial and urban services land, and to investigate new opportunities to support the freight and logistics network.

Accessibility is also important to other industrial occupiers who rely on these industries for their freight and transportation needs. Similarly, many businesses that locate within business zones (such as B5 Business Development) are located along arterial roads given their dependence on traffic volumes to generate customers.



Context

Western Sydney Airport and Aerotropolis

The Airport and Aerotropolis will provide many opportunities for Camden. From a strategic employment perspective, Camden will grow in tandem with the Airport and Aerotropolis.

Set to open in 2026, the Airport will generate economic activity and provide employment opportunities for people in Western Sydney and shift economic and investment activity towards the Western Parkland City, including Camden.

While many industries within the Aerotropolis will align with the existing skillset of Camden residents, the attraction of industries that foster innovation such as engineering and advanced technologies will see a larger proportion of high skilled jobs. This could further diversify employment opportunities within Camden LGA.

The development of the Airport will also encourage supportive industries to locate in Camden LGA. Given the early stages of the Airport and Aerotropolis planning, it is too early to identify how these flow-on effects will play out; however, we will continue to investigate the opportunities and how those opportunities can be best capitalised on.

Rail

The construction of both stages of the North South Rail Line and South West Rail Link Extension will be one of the most important and transformative infrastructure investments that Camden will experience over the next 20 years. Rail can transform centres and industrial and urban services land. Planning in the interim will be a challenge and may require a staged master planning approach until the details and exact timing of the rail is known.

Freight

The rise of online shopping and the need to service centres and employment land efficiently has increased the importance of freight movement.

Freight vehicle movements can produce negative effects on neighbourhood amenity, especially in higher density residential areas. Local roads, infrastructure and buildings should be planned and designed to balance efficient freight movement and any associated amenity impacts.

The location of transport and logistic operators is largely determined by the capacity of the road network to accommodate heavy vehicle movements.

In NSW, heavy vehicle traffic routes are determined by Transport for NSW. In Camden LGA, heavy vehicle movements are generally limited to Camden Valley Way, The Northern Road, Narellan Road and the Camden Bypass, with local roads within Smeaton Grange and Gregory Hills also permitted to carry heavy vehicle movements.

Stage 2 of Spring Farm Parkway will improve connections from Smeaton Grange, Narellan and Gregory Hills thanks to an alternative link to the Hume Highway and Sydney Motorway Network, boosting the appeal of these precincts to business.

Actions

- 26. Plan for economic opportunities that the Western Sydney International Airport and Aerotropolis developments present
- 27. Continue advocating and planning for a rapid bus service route to connect key Camden centres with the Airport and Aerotropolis
- 28. Develop an Infrastructure Study for the Camden portion of the South West Growth Area to inform infrastructure requirements and a land sequence schedule
- 29. Plan for the delivery of special infrastructure contribution-funded roads between centres in the Growth Centre and to/from the Airport and Aerotropolis
- 30. Advocate for a place-based infrastructure compact (or equivalent) for the South West Growth Area (and the broader Camden LGA) to align infrastructure delivery with growth
- 31. Advocate for the early delivery of the North South Rail Line and South West Rail Link
- 32. Advocate for the NSW Government to widen Camden Valley Way, link Camden Valley Way to Camden Bypass, and deliver Spring Farm Parkway Extension – Stage 2
- 33. Advocate for the NSW Government to review the South West Growth Area Structure Plan, to reflect the revised retail centres hierarchy for the Camden LGA
- 34. Plan for opportunities to support rail and road freight corridor delivery and the freight and logistics network.



## ACHIEVING THE VISION

### Action Plan

This section summarises how this Strategy will be implemented over the short and medium term and provides guidance for future planning proposals.

The mechanisms for implementation include advocacy, proposed amendments to environmental planning instruments and DCPs, as well as opportunities to undertake further studies.

This Strategy uses short and medium timeframes that align with the Local Strategic Planning Statement and Community Strategic Plan:

- Short term actions: 0-5 years
- Medium term actions: 5-10 years

The mechanisms for implementation include advocacy, proposed amendments to environmental planning instruments and DCPs, as well as opportunities to undertake further studies.





## A network of successful, integrated and attractive retail centres

Actions	Rationale	Outcomes	Timeframe
1	Identify opportunities to support development around confirmed future rail stations, rapid bus service routes, and major road corridors.	Amendments to the Growth Centres SEPP and Camden LEP 2010 and associated DCPs.	Medium term
2	Improve the liveability and amenity of Oran Park, Narellan, Camden Town Centre and Leppington Town Centre.	Amendments to the Growth Centres SEPP, Camden LEP 2010 and associated DCPs. Potential amendments to contribution plans.	Short - Medium term
3	Prepare the Narellan Centre Vision and staged master plan to understand Narellan's capacity as a strategic centre.	Adopted Narellan Town Centre Vision and Masterplan.	Short term
4	Examine the potential of Oran Park as a strategic centre.	Oran Park identified as a strategic centre in the District Plan. Note – This outcome requires consultation with the NSW Government.	Short term
5	Review land use and development controls within Camden Town Centre to sensitively accommodate housing and employment growth.	Amendments to Camden LEP and/or Camden DCP.	Short term
6	Develop vision statements for Camden's key neighbourhood and local centres that set the future desired character.	Adopted vision statements for neighbourhood and local centres.	Medium term
7	Review planning controls for employment zoned land to allow a consistent planning approach across the Camden LGA.	Amendments to the Growth Centres SEPP, Camden LEP and associated DCPs.	Short term
8	Investigate opportunities to encourage and promote the night-time economy in established centres.	Amendments to the Growth Centres SEPP, Camden LEP and associated DCPs.	Short term
9	Identify options to establish local centres early in the development of a precinct.	Opportunities identified through precinct planning and Council's contribution planning schemes.	Ongoing

Continued...

Note: Any reference to specific land use zones may change in the future as a result of DPE's employment zones reform

Actions		Rationale	Outcomes	Timeframe
10	Partner with the Federal and NSW Governments, along with other Western Parkland City Councils, to identify opportunities for smart centres in the Camden LGA through the Smart Western City Program.	To leverage contemporary technology to promote digital and smart city development.	Opportunities and solutions identified to improve user experience in and around centres via smart technology in the Camden LGA.	Medium term
11	Continue to work with Liverpool City Council and the Department of Planning and Environment to finalise the Leppington Town Centre Review.	To ensure Leppington Town Centre achieves its full development potential.	A review of planning controls for Leppington Town Centre.	Short term
12	Investigate opportunities to encourage walking and cycling to retail centres including providing end of trip facilities and e-bike charging stations.	To improve accessibility to retail centres through active transport infrastructure and provide amenity for workers.	Amend DCP controls to promote active transport usage and reduce road traffic congestion around retail centres.	Short term

## A network of productive industrial and urban services land

13	Protect and retain the industrial and urban services land at Smeaton Grange, Gregory Hills and Narellan.	To retain and enhance the quantity and diversity of local jobs for the community.	The retention of existing employment lands will be considered as part of the assessment of planning proposals.	Ongoing
14	Remove the shop area cap provisions applying to the B5 Business Development zoned land in the Turner Road Precinct (Gregory Hills).	To address inconsistencies in the Growth Centre SEPP and Turner Road DCP.	Amendments to the Growth Centres SEPP and Turner Road DCP.	Short term
15	Review the Little Street Precinct zoning to support mixed use development.	To address the land use conflicts and provide strategic direction for future Little Street.	Amendments to Camden LEP.	Short term
16	Review the zoning at Ironbark Avenue Precinct	To ensure Ironbark Avenue can continue to generate employment and allow more flexibility for industrial and commercial use in long term.	Amendments to Camden LEP.	Medium term
17	Review planning controls for industrial and urban services land across the Camden LGA.	To ensure consistent planning objectives and controls for employment and industrial development under Camden LEP and Growth Centre SEPP.	Amendments to the Growth Centres SEPP, Camden LEP and associated DCPs.	Short term
18	Identify existing and new opportunities for Leppington to have a specialist role in supporting the Western Sydney Airport.	To leverage the opportunities from the Airport to develop Leppington's identity and achieve its full potential.	Collaboration and advocacy with Western Sydney Airport and State agencies to identify opportunities.	Medium term

Note: Any reference to specific land use zones may change in the future as a result of DPIE's employment zones reform



Actions		Rationale	Outcomes	Timeframe
19	Ensure an adequate supply of industrial and urban services land through South West Growth Area land use planning, with a focus on locating these areas close to transport corridors.	To support a sustainable supply of industrial and urban services land to meet future job demands.	Additional industrial and urban services lands in the South West Growth Area through precinct planning.	Ongoing

### Agribusiness, tourism and health care services that support the local economy

20	Identify opportunities to support agritourism in the LGA.	To support Camden's agritourism, while respecting the rural nature of the area and ensuring compatible development.	Review of permissible land uses and planning controls undertaken.	Short term
21	Leverage opportunities from future agribusiness precincts within the Aerotropolis.	To promote agricultural production within the LGA.	Opportunities identified to encourage local agricultural production through Camden Rural Lands Strategy review.	Medium term
22	Review planning controls to create capacity for visitor accommodation in appropriate locations.	To support Camden's heritage, cultural and visitor economies.	Amendments to Camden LEP and Camden DCP.	Medium term
23	Identify opportunities to review permissible land uses and planning controls to support tourism.	To support existing visitor destinations and encourage the development of new destinations.	Amendments to Camden LEP and Camden DCP.	Medium term
24	Investigate opportunities to support existing primary and supporting medical facilities located within the Camden LGA.	To provide employment opportunities and promote local medical and health care service provision.	Amendment to Camden LEP, Growth Centres SEPP and DCPs.	Short term
25	Advocate for future medical and health care precincts in key locations including the Little Street Precinct, Oran Park town centre, Gregory Hills and Leppington town centre.	To provide medical and health care precincts in areas of high community amenity and which are easily accessible by public transport and centrally located close to people's homes.	Amendment to Camden LEP, Growth Centres SEPP and DCPs.	Medium term

Continued...

Note: Any reference to specific land use zones may change in the future as a result of DPIE's employment zones reform

## Capitalise on existing and future infrastructure

Actions		Rationale	Outcomes	Timeframe
26	Plan for economic opportunities that the Airport and Aerotropolis developments present.	To capture new industrial and commercial opportunities created by Camden’s proximity to the Aerotropolis.	Collaboration with stakeholders to inform policy development.	Short term
27	Continue advocating and planning for a rapid bus service route to connect key Camden centres with the Airport and Aerotropolis.	To promote transport connectivity to the Western Sydney International Airport and Aerotropolis.	Collaboration and advocacy undertaken with Transport for NSW.	Short - Medium term
28	Develop an Infrastructure Study for the Camden portion of the South West Growth Area to inform infrastructure requirements and a land sequence schedule.	To support Camden’s future precinct planning.	Infrastructure Study prepared.	Short term
29	Plan for the delivery of special infrastructure contribution-funded roads between centres in the Growth Centre and to/from the Airport and Aerotropolis.	To promote transport connectivity to the Airport and Aerotropolis, and between key centres in Camden LGA.	Plan and delivery of SIC funded roads.	Medium term
30	Advocate for a place-based infrastructure compact (or equivalent) for the South West Growth Area (and the broader Camden LGA) to align infrastructure delivery with growth.	To coordinate infrastructure delivery and sequenced employment and residential land release.	Place-based infrastructure compact delivered by DPE, GSC and /or WPCA.	Short term
31	Advocate for the early delivery of the North South Rail Line and South West Rail Link.	To promote transport connections to other metropolitan centres.	Advocacy with the Federal Government, Transport for NSW and other stakeholders.	Short term
32	Advocate for the NSW Government to widen Camden Valley Way, link Camden Valley Way to Camden Bypass, and deliver Spring Farm Parkway Extension – Stage 2.	To promote the productivity of existing employment and industrial centres within Camden LGA, and to leverage freight movement on the regional road network.	Advocacy with Transport for NSW and other stakeholders.	Short term
33	Advocate for the NSW Government to review the South West Growth Area Structure Plan, to reflect the revised retail centres hierarchy for the Camden LGA.	To reflect the revised centres hierarchy for the Camden LGA in the South West Growth Area Structure Plan.	An updated South West Growth Area Structure Plan.	Short term
34	Plan for opportunities to support rail and road freight corridor delivery and the freight and logistics network.	To support the local and regional freight and logistics network.	Collaboration and advocacy undertaken with Transport for NSW, state government agencies and other stakeholders.	Medium term

Note: Any reference to specific land use zones may change in the future as a result of DPE's employment zones reform



Guiding criteria for planning proposals

Guiding criteria will assist in the assessment of future planning proposals to help deliver the directions for retail centres and industrial and urban services land.

These criteria do not remove the need for development to be subject to the assessment processes that apply to all planning proposals under NSW planning legislation and guidelines.

New and expanding retail centres

Guiding Criteria		Rationale
1	Planning proposals for new centres and the expansion of existing centres should be supported by an economic impact assessment, detailing potential economic impacts on current and planned centres.	Further development should not undermine the viability of Camden LGA's centres network and development should be complementary, with each centre having a clear identity and function.
2	Planning proposals for redevelopment or expansion of town centres and local centres should demonstrate improved integration with the public domain, nearby open space, social infrastructure and public transport services.	Accessible, diverse, and high amenity centres generate local retail and office development. This is more likely when centres are designed to properly interact with the public domain and with surrounding open space, social infrastructure and other services.
3	Proposed centres in greenfield areas should be established early in the development process.	Lags in the delivery of retail floor space can mean new residents have limited access to retail and key services.
4	Planning proposals should demonstrate a net community benefit and contribute to vibrant centre activities.	Productive centres accommodate different types of floor space. This includes community facilities and services that help to foster a healthy and socially connected community.
5	Planning proposals for new centres should demonstrate maximised pedestrian, public transport and bicycle usage to and within the centre and minimise conflict with vehicles.	New centres should be pedestrian friendly and designed to maximise different modes of transport.
6	Planning proposals for redevelopment or expansion of town centres and local centres should identify opportunities for smart centres.	Leveraging contemporary technology to promote smart and digital centres to improve user experience in and around centres.
7	Planning Proposals should adopt environmental sustainability and Water Sensitive Urban Design (WSUD) principles.	Retail Centres should be designed to reduce the impact of urban heat events, incorporate water features and support the retention of water in urban environments, and contribute to the creation of greener places.

## Industrial and urban services land

Guiding Criteria		Rationale
1	Planning proposals seeking changes to industrial and urban services land should demonstrate a sustainable and diverse increase of jobs.	Job diversity and density is crucial in supporting the local and surrounding population of Western Sydney. Local jobs are crucial for achieving a 30-minute city vision.
2	Changes to existing and new industrial and urban services land should be located in or adjacent to arterial roads, motorways, rail stations or rapid bus service routes to facilitate transport choices for workers.	The viability and sustainability of industrial and urban services land is underpinned by how easily precincts can be accessed from arterial roads and motorways. Workers should have the ability to choose sustainable transport – such as public transport or cycling – to get to work.
3	Planning proposals to expand or develop industrial and urban services land should minimise conflicts with current and/or planned residential land.	Industrial and urban services land should be provided in the right locations and operate productively with minimal land use conflicts.
4	Planning proposals to expand or develop industrial and urban services land should not adversely impact on the viability of other industrial and urban services land.	The evolving and diversifying nature of industrial and urban services requires monitoring and management to ensure a suitable supply and ongoing viability.
5	Planning proposals to expand or develop industrial and urban service land should consider opportunities to promote a smart employment precinct.	Leveraging contemporary technology to promote smart and digital industrial and urban service land to improve productivity and user experience.
6	Planning Proposals should adopt environmental sustainability and Water Sensitive Urban Design (WSUD) principles.	Retail Centres should be designed to reduce the impact of urban heat events, incorporate water features and support the retention of water in urban environments, and contribute to the creation of greener places.

## Monitoring and review

Once finalised, we will continually monitor, review and report on this Strategy as outlined below;

- An annual review of retail and employment land supply against the action plan;
- A five yearly review of the evidence base against the broader aims of the District and Region Plan;
- A ten yearly review of the Strategy to ensure it continues to respond to the changing role and priorities for retail centres and employment land;
- A review upon release of an updated Western City District Plan and the Future Transport 2056 Plan; and
- Reviews where required to reflect significant changes in the LGA such as major infrastructure investment, employment opportunities or significant changes to population projections.

Regular reviews of this Strategy will ensure it reflects the vision for retail centres and employment land within the LGA and is aligned with the latest trends and information available.





## Centres and Employment Land Strategy Published 2022

### Acknowledgments

Council acknowledges and extends appreciation to all contributors.

### Availability



The Centres and Employment Strategy is available on Council's website:  
[www.camden.nsw.gov.au](http://www.camden.nsw.gov.au)

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