

Draft Camden Centres and Employment Land Strategy

June 2021





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

Executive Summary

This draft 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:

- A network of successful and attractive retail centres.
- A network of productive industrial and urban services land.
- Agribusiness, tourism and healthcare to support the local economy.
- 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 Land Study (2020).

We know that:

- There is sufficient planning capacity to cater for the growing demand for development in retail centres (land zoned under B1, B2, B3, B4) across the LGA. The focus on retail centre development aims to ensure the viability of development and connectivity in and around centres.
- There will be a shortage of industrial and urban services land (land zoned IN1, IN2, B5, B7) 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.

Have Your Say

Council welcomes feedback on this draft Strategy to ensure we capture the collective vision and goals for employment development over the next 20 years.

Submissions will close on Monday, 5 July 2021. Please visit Council's website (camden.nsw.gov.au) for information on how to get involved and have your say.



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Terminology

Planning capacity	The physical ability of land to be developed, taking into account permissibility under the planning framework, environmental and infrastructure constraints, etc.
Planning proposal	an application seeking an amendment to an Environmental Planning Instrument.
Urban services	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

LEP	Local Environmental Plan
SEPP	State Environmental Planning Policy
DCP	Development Control Plan
EP&A Act	Environmental Planning and Assessment Act 1979

INTRODUCTION AND CONTEXT

About the Strategy

This draft 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.

The Strategy draws on a body of evidence and establishes four strategic directions and 14 principles for managing retail and employment lands. 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 and attractive retail centres

Principles:

- A defined retail centres hierarchy
- Centres are vibrant, accessible and distinctive
- Centres are sustainable and innovative
- A planning framework that supports the strategy

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

Principles:

- Industrial and urban services land is valued and protected.
- Industrial and urban services land is productive and functional.
- A planning framework that supports industrial and urban services land.
- A pipeline of industrial and urban services land supply

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

Principles:

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

Direction 4 – Capitalising on existing and future infrastructure

Principles:

- Land use and infrastructure planning is aligned
- Centres and employment land productivity is maximised around existing and planned rail stations
- 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.

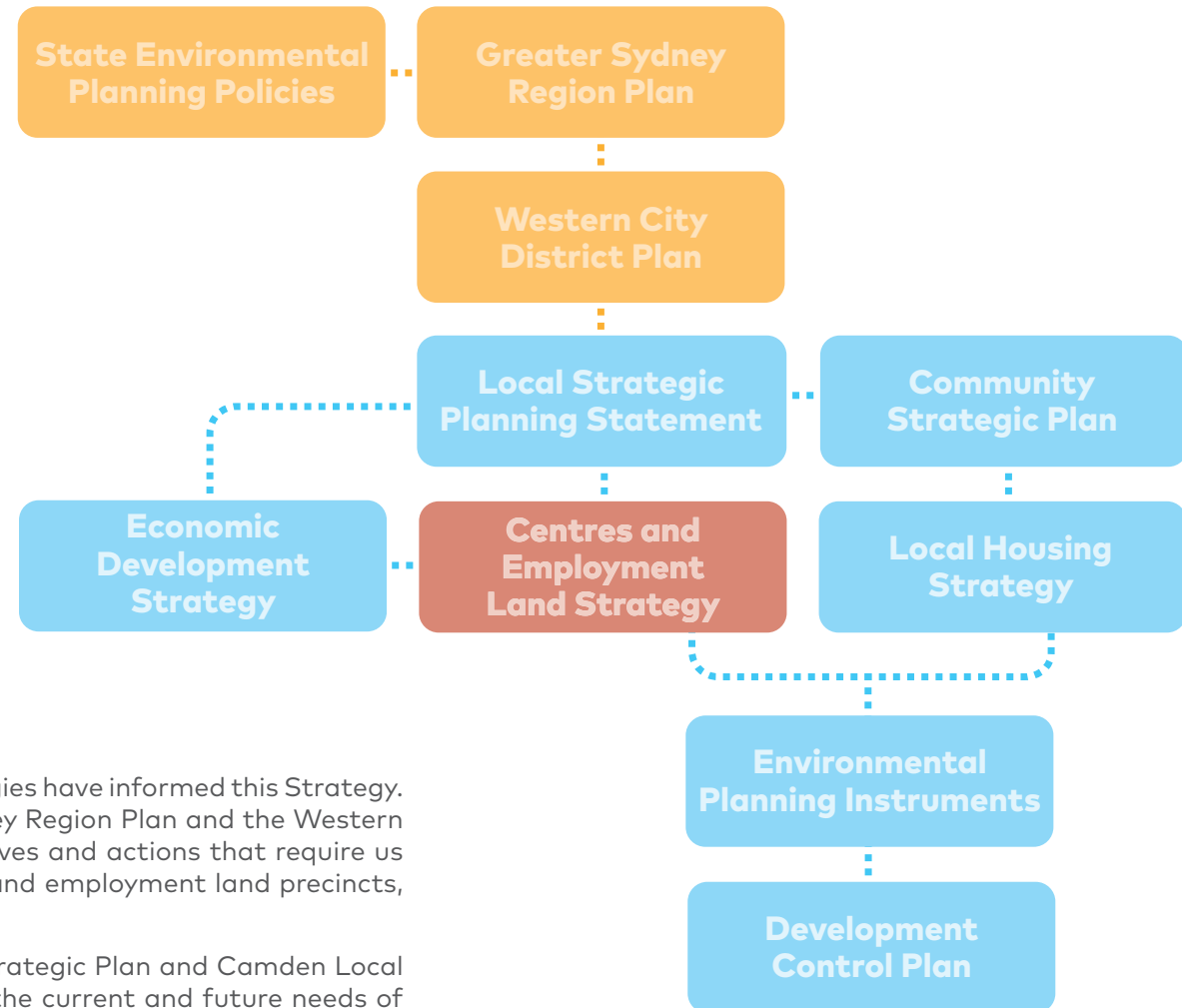
This is a draft Strategy that will be finalised following a period for public consultation. The final Strategy will consider the Department of Planning, Industry and Environment's reforms to employment zones. At the stage of releasing this draft, the full details of these reforms are not known; as such, the draft Strategy does not address the impacts of these reforms.

Policy and planning context

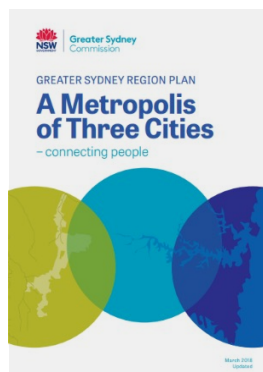
A range of state, regional and local plans, policies and strategies have informed this Strategy. It responds to the strategic objectives of the Greater Sydney Region Plan and the Western City District Plan, which both identify key priorities, objectives and actions that require us to appropriately plan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

The 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.

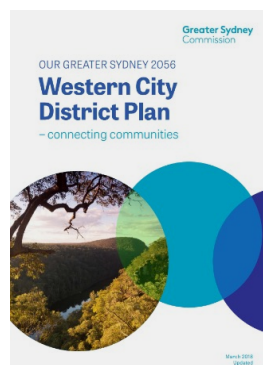
We are also developing a new Economic Development Strategy that will identify priorities for economic development throughout the LGA, and strategic directions to achieve these.



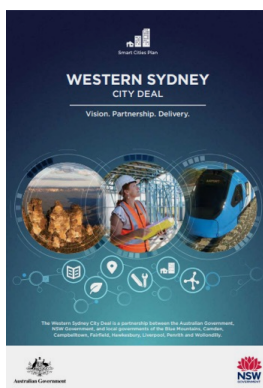
Regional planning and policy context



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.

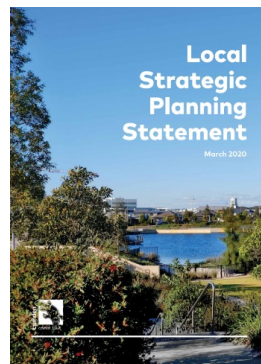


Better Placed is an integrated design policy for the built environment in NSW. It captures the aspiration and expectation for the places where people work, live and play.

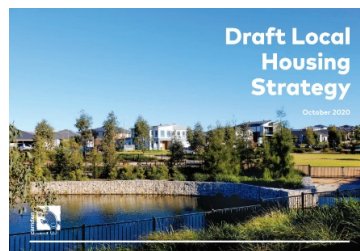
Local planning and policy context



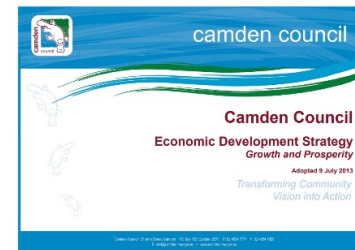
The *Camden Community Strategic Plan* identifies the community's main priorities and aspirations to achieve a sustainable Camden LGA by 2040.



The *Local Strategic Planning Statement* 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 *Draft Local Housing Strategy (2020)* 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 (2013)* aims to develop a prosperous local economy as a key part of managing urban growth. A new Economic Development Strategy is in development.



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.

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 **South West Growth Area** 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.

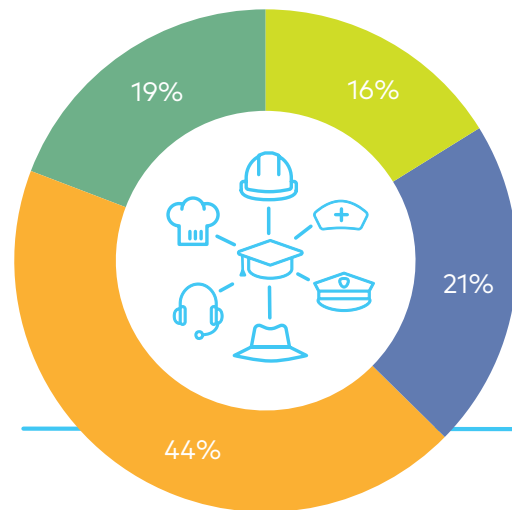


Stage 1 will be **Sydney Metro Western Sydney Airport**, a 23-kilometre connection between residential areas and job hubs including the new Aerotropolis, and from the new airport to the rest of Sydney's public transport system.

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, including 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.

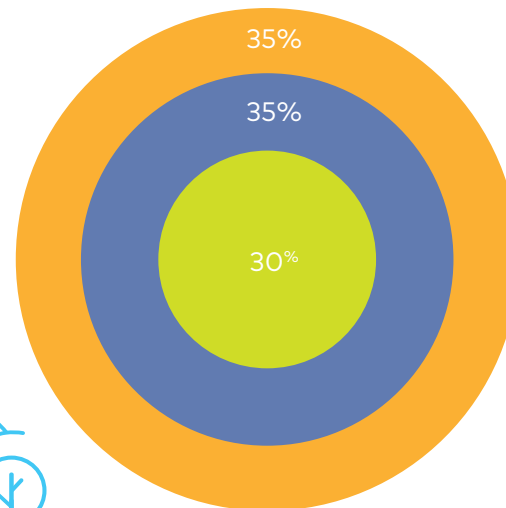
Employment by Sector



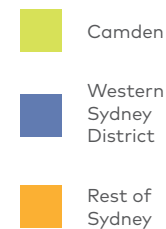
	Camden	Camden Trend*	Western City District
Population Serving	44%	↑	34%
Health and Education	21%	↑	25%
Industrial	19%	↓	24%
Knowledge Intensive	16%	↑	17%

Resident Work Destination (2016)

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

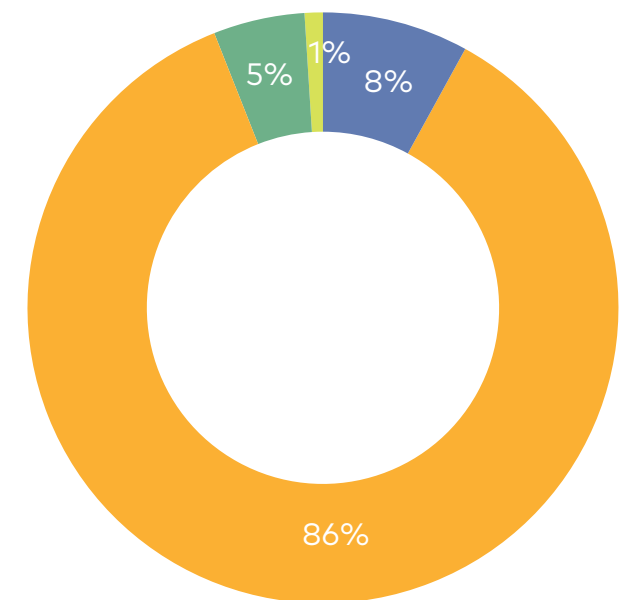


Work Destination:



Method of Travel to Work (2016)

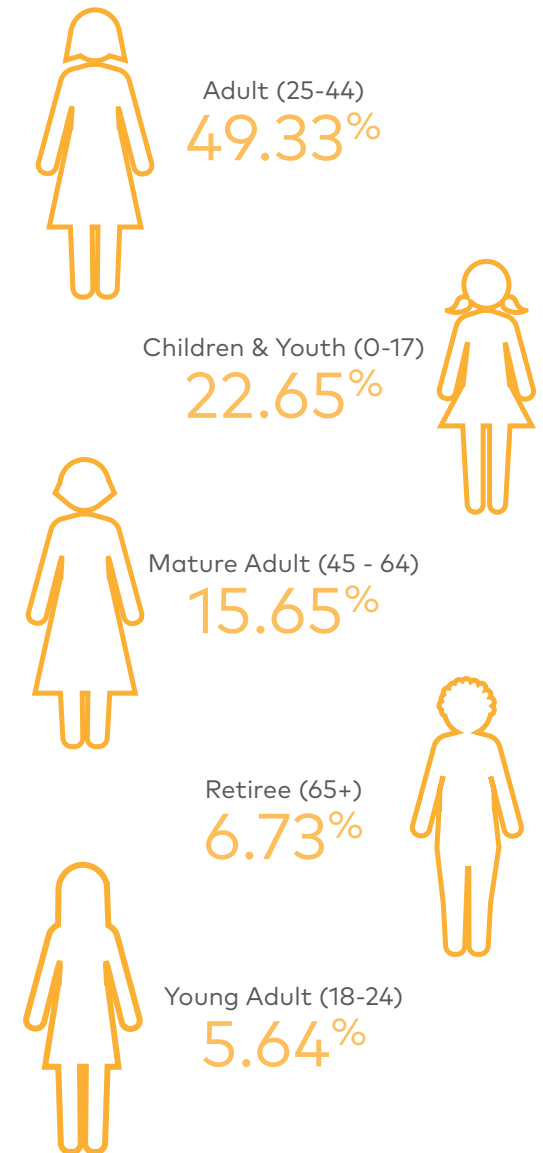
	Camden	Camden Trend*	Western City District
Private Vehicle	86%	↓	80%
Public Transport	8%	↑	14%
Work at Home or Other	5%	↑	4%
Active Transport	1%	↓	2%



Housing Growth (1996 to 2036)



New Residents (net 2011-2016)





Camden's centres and industrial and urban services land

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

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

The Camden Local Strategic Planning Statement identifies four types of centres that contain a range of land uses and services – we use the term '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)

Centre	Current Floor Space	Primary Role	Supporting Functions
Strategic Centres			
Narellan	132,000m ² retail 9,000m ² commercial	Regional retail	Everyday retail; Medical services; Professional services
Leppington	<i>Future centre under review</i>		
Town Centres			
Camden	40,000m ² retail 11,000m ² commercial	Specialty & everyday retail; Food and hospitality; Professional services	Medical services; Art & culture; Civic
Oran Park	10,000m ² retail 4,000m ² commercial	Everyday retail; Civic	Professional services; Medical services
Local Centres			
Mount Annan	21,140m ² retail 4,000m ² commercial	Everyday retail	Professional services; Medical services
Emerald Hills	10,000m ²	Everyday retail	Medical services
Gregory Hills	10,000m ²	Everyday retail	Medical services
Lowes Creek	<i>Future centre</i>		
Neighbourhood Centres (3000m²+) 			
Spring Farm	5,000m ²	Everyday retail	Medical services
Harrington Park	5,000m ²	Everyday retail	Professional services; Medical services
Gledswood Hills* Entertainment Precinct	3,500m ²	Specialty & everyday retail; Food and hospitality	
Oran Park (Southern NC)	<i>Future centre</i>		
Oran Park (Northern NC)	<i>Future centre</i>		

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.

The map below identifies Camden's existing and future planned centres and employment land by zone.

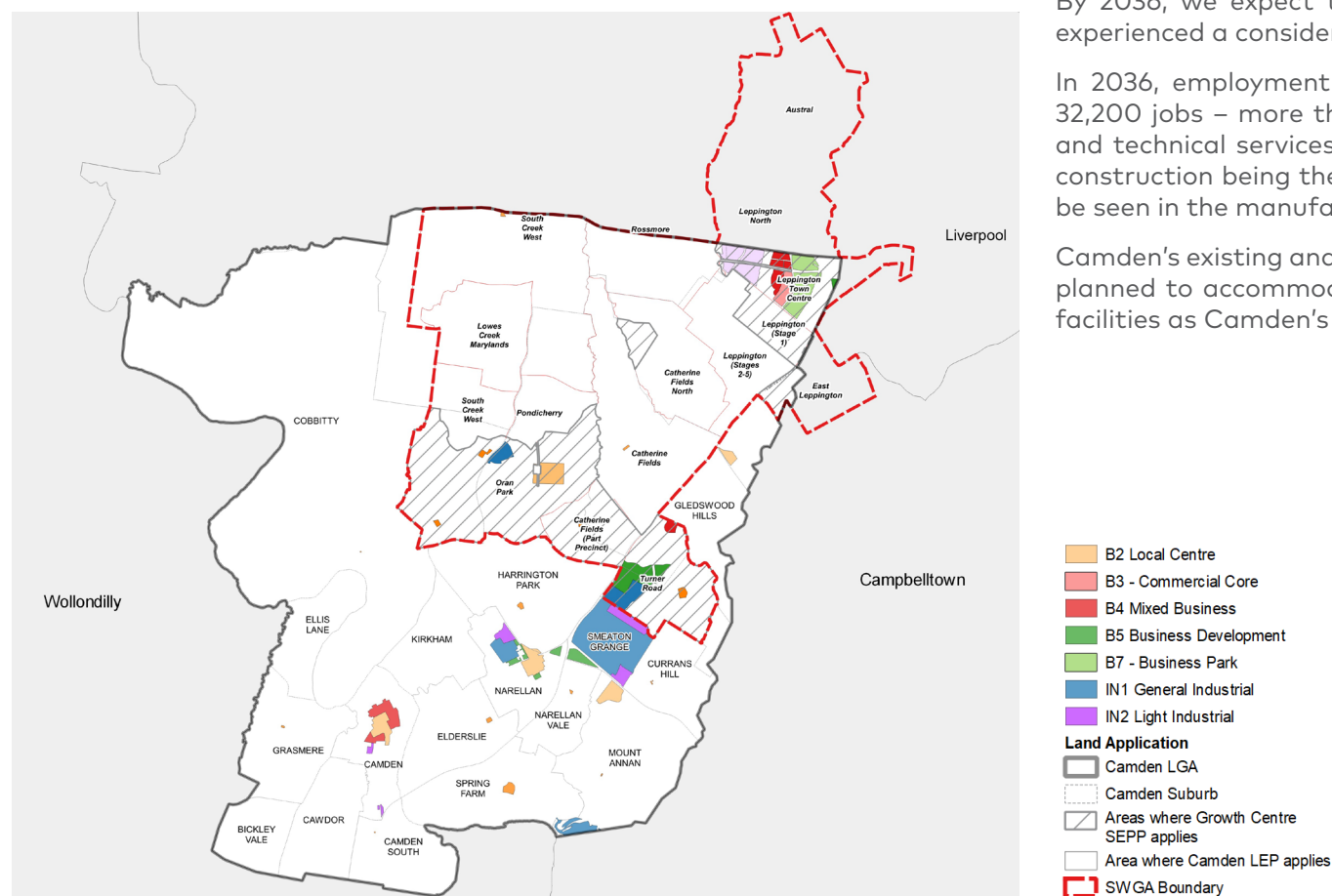
Local economy

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 7.6% per annum.

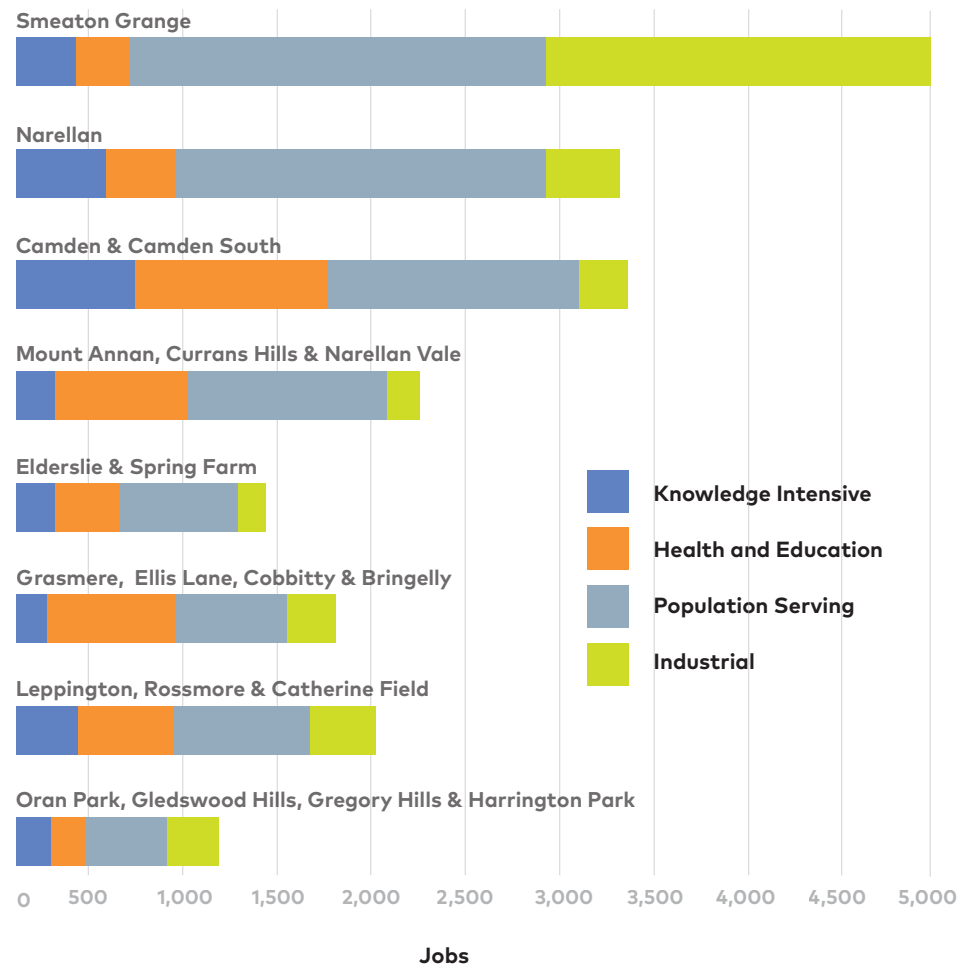
In 2019, the largest industries in terms of employment were construction, retail trade, health care and social assistance, and education and training. By 2036, we expect these industries along with other sectors will have experienced a considerable expansion in their employment capacity.

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:

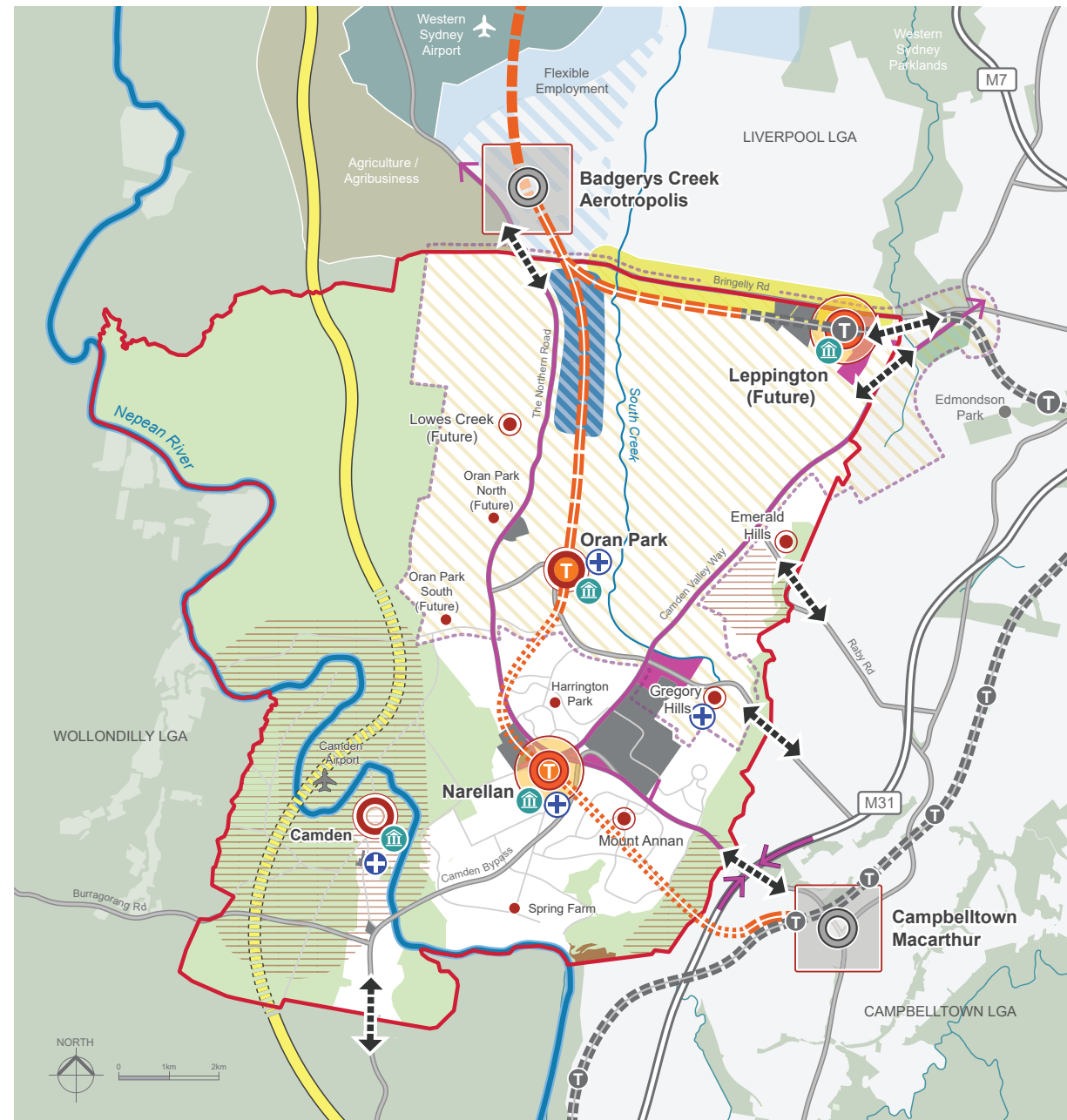
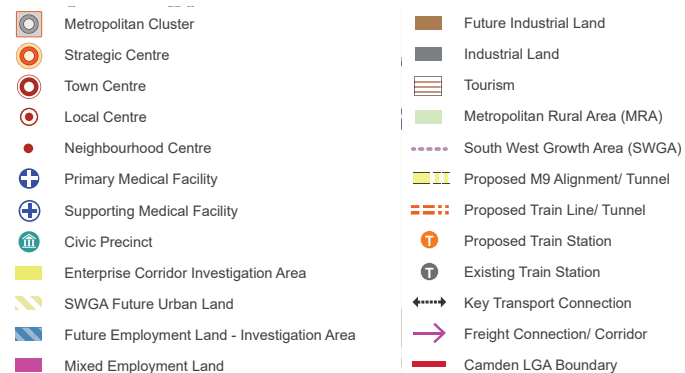
- 44% Population Serving
- 21% Health and Education
- 19% Industrial
- 16% Knowledge Intensive
- The majority of Industrial jobs are located in Smeaton Grange
- Population Serving jobs are evenly distributed across the LGA
- Health and Education jobs are evenly distributed across the LGA, with a large 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 lands 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.



DIRECTION 1

A network of successful and attractive retail centres

Accessible, diverse and high amenity 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 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: Centres are vibrant, accessible and distinctive
- Principle 3: Centres are sustainable and innovative
- Principle 4: A planning framework that supports the Strategy

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 B1 Neighbourhood Centre, B2 Local Centre and B4 Mixed Use zoned land to reflect best practice planning and adopt a consistent approach across the 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
- Continue work on the Leppington Town Centre Review.

Principles

Principle 1: A defined centres hierarchy

The 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: Centres are vibrant, 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 considers 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: Centres are sustainable and innovative

Centres need to be places that contribute to people's quality of life. They should be sustainable and innovative, and enhance people's experiences, whether they live, work in or visit the centre. We want to focus on sustainability when undertaking any reviews or master plans for centres.

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

- Making centres easy to walk or cycle to or around, with easy access by public transport
- Enriching the tree canopy and creating open space opportunities
- Reducing urban heat and building resilience to climate change through architecture design

Existing centres can be retrofitted over time to increase 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 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 centre hierarchy and allow for one consistent set of rules.

Context

Camden LGA's unique network of 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.



Table 1: Existing retail and commercial floor space (SGS 2019 & Camden LSPS)

Current Centre	Current Floor Space (m ²)	
Strategic Centres	Retail	Commercial
Narellan	132,000	9,450
Leppington	-	-
Town Centres		
Oran Park	10,000	4,000
Camden	40,000	11,160
Local Centres		
Mount Annan	20,000	1,140
Emerald Hills	10,000	-
Gregory Hills	8,000	2,000
Neighbourhood Centres		
Spring Farm	5,000	300
Harrington Park	1,937	840
Currans Hill	1,186	-
Bringelly Village	2800	105
Narellan Vale	805	-
Mount Annan South	251	-

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

Location	Forecast development year	Floor space by 2036 (sqm)
Oran Park Neighbourhood Centre (Northern)	2021	5,000
Elderslie	2022	2,500
Gledswood Hill Entertainment Precinct	2026	3,500
Catherine Fields Neighbourhood Centre	2026	1,000
Leppington	2026	120,000
Oran Park (Southern) Neighbourhood Centre	2026	5,000
Lowes Creek Maryland – Town Centre	2026	20,000
Lowes Creek Maryland – Mixed Use	2031	4,000
Leppington Local Centre	2036	16,700
Lowes Creek Maryland – Bulky Goods	2036	5,000
Lowes Creek Maryland – Highway Service Centre	2036	4,000
Maryland South Village	2036	5,500

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 South West Growth Area. However, we can look to address inconsistencies between Camden Local Environmental Plan 2010 (Camden LEP) and State Environmental Planning Policy (Sydney Region Growth Centres) 2006 (Growth Centres SEPP) to ensure consistent planning objectives and controls for the LGA's 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.

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

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 Department of Planning, Industry and Environment 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 the Department.

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

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 centre's significance and potential.

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

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

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

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 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 and major road infrastructure
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 B1 Neighbourhood Centre, B2 Local Centre and B4 Mixed Use zoned land to allow a consistent planning approach across the 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, Industry and Environment on the Leppington Town Centre Review

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

We will:

- Protect and retain the industrial and urban services land at Smeaton Grange, Gregory Hills and Narellan
- Partner with the Department of Planning, Industry and Environment 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 the Department 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.

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.

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 onwards in Little Street. 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 and predominantly zoned IN1 General Industrial with some of IN2 Light Industrial and B5 Business Development.

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.

Strengths	<ul style="list-style-type: none"> o Highly accessible o Range of typologies o Modern buildings and significant scale o Natural barriers
Challenges	<ul style="list-style-type: none"> o Lack of stock resulting in capital value and rent escalation o Rising congestion on the surrounding road network o Poor walkability and limited amenity for workers
Market conditions	<ul style="list-style-type: none"> o Most desirable precinct in Camden o Little stock available o Rising rents, capital values and land values o Limited supply pipeline
Outlook	<ul style="list-style-type: none"> o Positive given lack of supply in competing markets and infrastructure investment nearby
Future	<ul style="list-style-type: none"> o Major industrial employment precinct with the cluster of industrial and urban services land zoned under IN1, IN2 and B5 retained o Potentially subject to increased building heights and FSR controls

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. The precinct is about 70% developed.

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.

Strengths	<ul style="list-style-type: none"> o Good accessibility o Strong amenity offering o Range of building typologies and land uses o Modern buildings
Challenges	<ul style="list-style-type: none"> o Lack of stock resulting in capital value and rent escalation o Rising congestion levels of surrounding road network o High quantum of retail users o Lack of car parking
Market conditions	<ul style="list-style-type: none"> o Highly desirable precinct o Extremely tightly held market o Very little stock available o Rising rents, capital values and land values o Ongoing development activity
Outlook	<ul style="list-style-type: none"> o Positive outlook, particularly for commercial and health-related uses
Future	<ul style="list-style-type: none"> 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 o Potential health and education occupiers if the approved private hospital (on B5 zoned land) is progressed

Source: AEC and Mecone

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 requires a total shop floor space of 2,500m² and an individual shop cap of 500m² 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.

Our 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 m², and many developments are larger than the individual shop cap of 500 m².

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. The precinct comprises a mix of IN1 General Industrial and IN2 Light Industrial along 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 has been confirmed 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"> o Highly accessible o Adjacent to the town centre o Affordable o Significant scale o Range of typologies
Challenges	<ul style="list-style-type: none"> o Price and rental growth eroding affordability o Older-style warehouse and factory buildings not fit for modern users o Narrow streets in some sections not conducive for heavy vehicle movements
Market conditions	<ul style="list-style-type: none"> o Tightly held market with number of legacy occupiers o More affordable precinct o Rising rents, capital values and land values o Some development activity
Outlook	<ul style="list-style-type: none"> o Positive outlook given lack of supply across Camden o Pressure for rezoning expected
Future	<ul style="list-style-type: none"> o A place for essential employment opportunities across IN1, IN2 and B5 land 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 o Requires sufficient capacity to accommodate alternative development opportunities

Source: AEC and Mecone

Little Street Precinct

The Little Street precinct comprises some 2.3 hectares of IN2 Light Industrial 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.

Of Little Street precinct’s 24 lots zoned IN2 Light Industrial, 16 lots contain residential uses.

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

Strengths	<ul style="list-style-type: none">o Good accessibility and exposureo Affordability
Challenges	<ul style="list-style-type: none">o Surrounded by sensitive uses (land use conflict)o Older-style warehouse and factory buildings not fit for modern userso Lacks scaleo Long-term vacancies detracting from profile
Market Conditions	<ul style="list-style-type: none">o Limited market profileo Cheaper rents compared to other precinctso Some new development activity occurringo Several vacancies
Outlook	<ul style="list-style-type: none">o Unlikely to accommodate most industrial userso Potential for alternative uses which need exposure

Future

- Potential for a rezoning to allow mixed uses, depending on technical studies (including traffic, economic impacts and potential site contamination)
- Future development controls need to address land use conflicts
- Continued harmonious neighbourhood environment through the *Little Street Good Neighbour Initiative*

Source: AEC and Mecone

Ironbark Avenue

Ironbark Avenue precinct is located further south on the corner of the Old Hume Highway and Camden Bypass. Of the 1.8 hectares of IN2 Light Industrial land, just over 10% is vacant.

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.

Future

There is future potential to rezone land at Ironbark Avenue to generate employment and allow more flexibility for industrial and commercial uses in this area. A planning proposal to rezone the land would need to be informed by relevant technical studies.

Strengths	<ul style="list-style-type: none">o Good accessibility and exposureo Affordability
Challenges	<ul style="list-style-type: none">o Surrounded by sensitive uses (land use conflict)o Older-style warehouse and factory buildings not fit for modern userso Lacks scaleo Long-term vacancies detracting from profile
Market Conditions	<ul style="list-style-type: none">o Limited market profileo Cheaper rents compared to other precinctso Some new development activity occurringo Several vacancies
Outlook	<ul style="list-style-type: none">o Unlikely to accommodate most industrial userso Potential for alternative uses which need exposure

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 IN1 General Industrial land to the north-west of Oran Park town centre. The precinct was one of the of the first employment precincts rezoned under the Growth Centres SEPP in 2007. To date, no development has occurred, with the site 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.

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 IN2 Light Industrial, B7 Business Park and a portion of B5 Business Development. It was rezoned in 2013. To date, no development has occurred in the B7 and B5 zoned portion, with only one site in the IN2 Light Industrial portion developed.

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 we're seeing 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 of the LGA. Approximately 38 hectares of the precinct falls within Camden LGA, with 14.6 hectares zoned IN1 General Industrial.

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

12. Protect and retain the industrial and urban services land at Smeaton Grange, Gregory Hills and Narellan
13. Remove the shop area cap provisions applying to the B5 Business Development zoned land in the Turner Road Precinct (Gregory Hills)
14. Review the Little Street zoning to support mixed use development
15. Review the zoning at Ironbark Avenue
16. Review planning controls for IN1 General Industrial, IN2 Light Industrial and B5 Business Development zoned land
17. Identify existing and new opportunities for Leppington to have a specialist role in supporting the Western Sydney Airport
18. 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 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 9: Agribusiness is supported and enhanced
- Principle 10: Support place-based initiative to promote the tourism and visitor economy
- Principle 11: Medical and health care service is 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 the potential for a medical and health care precinct at the northern B5 Business Development zoned land within Gregory Hills

Principles

Principle 9: 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 10: 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 11: Medical and health care service is 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) 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.

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

19. Identify opportunities to support agritourism in the LGA
20. Leverage opportunities from future agribusiness precincts within the Aerotropolis to support Camden's agricultural production
21. Review planning controls to create capacity for visitor accommodation in appropriate locations to support Camden's heritage, cultural and visitor economies
22. Identify opportunities to review permissible land uses and planning controls to support tourism
23. Investigate opportunities to support the medical and health care precinct at the northern B5 Business Development zoned land within Gregory Hills

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 12: Land use and infrastructure planning is aligned
- Principle 13: Centres and industrial and urban services land productivity is maximised around existing and planned rail stations
- Principle 14: 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, Industry 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 12: 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 South West Growth Area 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, the Department of Planning, Industry and Environment 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.

We are preparing 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 would inform the Structure Plan and advance the development of a placed-based infrastructure compact for Leppington North (which includes Leppington Town Centre) and for the rest of the Growth Area.

Principle 13: Centres and employment land productivity is maximised around existing and planned rail stations

A rail station can be a catalyst for a successful 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.

Principle 14: 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. Transport, freight and logistics have time-sensitive business models and thus gravitate to areas that allow quick and unimpeded access to these networks. 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

24. Plan for economic opportunities that the Western Sydney International Airport and Aerotropolis developments present
25. Continue advocating and planning for a rapid bus service route to connect key Camden centres with the Airport and Aerotropolis
26. Develop an Infrastructure Study for the Camden portion of the South West Growth Area to inform infrastructure requirements and a land sequence schedule
27. Plan for the delivery of special infrastructure contribution-funded roads between centres in the Growth Centre and to/from the Airport and Aerotropolis
28. Advocate for a place-based infrastructure compact for the South West Growth Area (and the broader Camden LGA) to align infrastructure delivery and land release
29. Advocate for the early delivery of the North South Rail Line and South West Rail Link
30. 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
31. Advocate for the NSW Government to review the South West Growth Area Structure Plan, to reflect the revised centres hierarchy for the Camden LGA

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 and attractive retail centres

Draft Actions		Rational	Outcomes	Timeframe
1	Identify opportunities to support development around confirmed future rail stations and major road infrastructure.	To support existing and future planned centres with well connected infrastructure for the growing community.	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.	To ensure established strategic and town centres continue to provide amenity and services. To ensure future planned centres provide the retail and commercial needs for the growing population and new residents.	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.	To ensure Narellan achieves its full potential.	Adopted Narellan Town Centre Vision and Masterplan.	Short term
4	Examine the potential of Oran Park as a strategic centre.	To optimise growth and capacity for new retail and commercial floor space in substantial greenfield areas. To draw on the potential of the planned rail station at Oran Park.	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.	To provide for sensitive incremental growth while preserving and enhancing heritage and character values. To ensure Camden Town Centre continues to provide amenity, retail and services to the community while growing as a key visitor destination.	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.	To protect and enhance the desired future character of local and neighbourhood centres.	Adopted vision statements for neighbourhood and local centres.	Medium term
7	Review planning controls for B1 Neighbourhood Centre, B2 Local Centre and B4 Mixed Use zoned land.	To ensure consistent planning objectives and controls for business centres development under Camden LEP and Growth Centres SEPP.	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.	To ensure a diverse and resilient local economy.	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.	To ensure new residents in South West Growth Area precincts have access to amenity and services.	Opportunities identified through precinct planning and Council's contribution planning schemes.	Ongoing

Continued...

Draft Actions		Rational	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, Industry and Environment on 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

A network of productive industrial and urban services land

12	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
13	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
14	Review the Little Street 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
15	Review the zoning at Ironbark Avenue.	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
16	Review planning controls for IN1 General Industrial, IN2 Light Industrial and B5 Business Development zoned land.	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
17	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
18	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 services that support the local economy

Draft Actions		Rational	Outcomes	Timeframe
19	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
20	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
21	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
22	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
23	Investigate opportunities to support the medical and health care precinct at the northern B5 Business Development zoned land within Gregory Hills.	To provide employment opportunities and promote the area's specialisation as a medical and health care precinct near an approved private hospital.	Amendment to the Growth Centres SEPP and Turner Road DCP.	Short term

Capitalise on existing and future infrastructure

24	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
25	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
26	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
27	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
28	Advocate for a place-based infrastructure compact for the South West Growth Area (and the broader Camden LGA) to align infrastructure delivery and land release.	To coordinate infrastructure delivery and sequenced employment and residential land release.	Place-based infrastructure compact delivered by DPIE and /or Greater Sydney Commission.	Short term

Continued...

Draft Actions		Rational	Outcomes	Timeframe
29	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
30	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
31	Advocate for the NSW Government to review the South West Growth Area Structure Plan, to reflect the revised centres hierarchy for the Camden LGA.	To reflect the revised centres hierarchy for the Camden LGA.	An updated South West Growth Area Structure Plan.	Short term

Guiding criteria for planning proposals

Guiding criteria will assist in the assessment of future planning proposals to help deliver the directions for centres (land zoned B1, B2, B3, B4) and industrial and urban services land (land zoned IN1, IN2, B5, B7).

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 centres

Guiding Criteria		Rationale
1	Planning proposals for new centres and the expansion of existing centres should be supported by an economic impact report, 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 and with nearby open space, social infrastructure and other 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.

Guiding Criteria		Rationale
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.

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	New industrial and urban services land should be located in or adjacent to arterial roads, motorways or rail stations 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.

Monitoring and review

Once finalised, we will monitor, review and report on this Strategy through a five-yearly review of the evidence base and centres and industrial and urban services land supply against the broader aims of the District and Region Plan.



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Availability



The Centres and Employment Strategy is available on Council's website: www.camden.nsw.gov.au

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