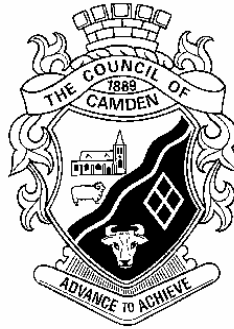


COUNCIL OF CAMDEN



CAMDEN TOWN CENTRE

MASTERPLAN

Prepared by the Governance and Outcomes Division
And adopted 11th December 2000

Camden Council
37 John Street
CAMDEN NSW 2570

Index

1. Foreword

2. Background to the Camden Town Centre Masterplan

- (a) Need for a Masterplan.
- (b) Preparation of the Masterplan.
- (c) Relationship to the Strategic Plan – Camden 2025.
- (d) Public Exhibition/Consultation.

3. The Camden Town Centre Masterplan

- (a) Introduction – The Vision.
- (b) Realising the Vision.
- (c) Elements of the Plan –
 - (i).. Role
 - (ii).. Form & Function
 - (iii).. Priority Routes/ByPass
 - (iv).. Traffic
 - (v).. Pedestrian/Vehicular
 - (vi).. Pedestrian Crossings
 - (vii).. Car Parking
 - (viii).. Bus Interchange
 - (ix).. Trees/Vegetation
 - (x).. Street Furniture
 - (xi).. Civic & Urban Spaces
 - (xii).. Urban Design & Heritage Conservation
 - (xiii).. Rural Urban Interface
 - (xiv).. Urban Security/Safety
 - (xv).. Tourism & Economic Development
 - (xvi).. Place Management

4. Relationship of the Masterplan to Other Strategies

- (a) General.
- (b) Tourism and Economic Development Strategies.

5. Further Work Required

6. Masterplan – A dynamic document

1. Foreword

The Local Government Area of Camden comprises some 206 square kilometres and has experienced dramatic increases in population over recent years. Between 1991 and 1996 Camden's population increased by 29%. Such growth has been generally confined to the new urban release area of Narellan Vale, Mount Annan, Currans Hill and Harrington Park.

The Camden Town Centre has traditionally been the focal point of the Camden District; a district which has a zone of influence extending into adjoining local government areas. It is a town steeped in history, with its earliest development extending back to the early days of European colonisation.

From the earliest days of servicing the needs of free settlers and workers associated with the Macarthur holdings, to addressing the needs of farmers, miners and general residents, the town has developed. It has emerged as a significant administrative and service centre for the District and beyond.

In 1973 Camden was identified as one of three centres to be subject to significant urbanisation under the Three Cities Plan. Camden Town was identified as a principal centre in such plan.

The role and importance of Camden Town has been constantly reinforced in planning studies in the intervening period, particularly as planning for further major commercial facilities in the Narellan area evolved.

However, it has only been recently with the development of the Camden Strategic Plan in Camden 2025 and the Camden Structure Plan and pursuit of strategies and actions in both plans that a clear vision for the Camden Town Centre has evolved.

2. Background to the Camden Town Centre Masterplan

(a) Need for a Masterplan

The large scale urbanisation of the local government area which commenced in the mid 1980's led to attendant pressures for the further development of Camden and other centres in the Narellan area. A concern emerged that the pressures for commercial development, if not planned and controlled, could ultimately threaten the qualities that make Camden the unique Town Centre it is.

(b) Preparation of the Masterplan

The Masterplan exercise was commissioned by Council and the Camden Mainstreet Committee in 1995 and sought to provide a "strategic framework for the future direction of the town centre". Consultants M.Plan (Mario Majarich

Planning and Architectural Network) carried out extensive research and broad ranging consultations in preparing a Masterplan Report and Draft Masterplan.

The Draft Plan was purported to:

“Provide options for the perceived function of the Town Centre and the features likely to direct its continued and prosperous development. It suggests patterns for the pedestrian and traffic movement system and urban design directions generally if the heritage and unique qualities of Camden are to be protected and promoted for the benefits of its residents and visitors”.

(c) Relationship to the Strategic Plan – Camden 2025

Council during 1999 prepared a comprehensive Strategic Plan which sought to articulate a vision of Camden in the year 2025 and document a series of strategies and actions to realise a number of principal underlying objectives and in so doing deliver the 2025 vision.

The Draft Camden Town Centre Masterplan has been revised in the context of the Strategic Plan and specialist planning and retail/commercial advice from Don Fox Planning Ltd and Leyshon Consulting respectively.

Camden Town in the Strategic Plan is identified as the last remaining significant country town on the Cumberland Plain. It is first and foremost a service centre to its rural hinterland and resident population and an alternative centre for the burgeoning population of the Narellan Urban Release Areas.

Camden is identified as a town which has retained its country town atmosphere and culture, whilst accommodating some of the demands of the new development areas. It is the civic and cultural heart of the Local Government Area and a major asset of the whole community.

The Strategic Plan in seeking to reinforce Camden Town as the provincial heart of the area has expressly identified the finalisation and implementation of the Camden Town Centre Masterplan as an action to be undertaken. Indeed, such action has been prioritised by Council.

The Masterplan has been “recalibrated” to enhance the country town role, image and historic values of Camden in a manner consistent with the Strategic Plan and community/business applications.

The Masterplan Report prepared by consultants M.Plan constitutes a reference document in the evolution of the Masterplan, as does the Don Fox Planning and Leyshon Consulting advice.

(d) Public Exhibition/Consultation

The Masterplan exercise was initially guided by a Steering Committee comprising interests representing:

- Camden Chamber of Commerce
- Camden Mainstreet Committee
- Camden Residents' Action Group
- Council

The M. Plan Masterplan Report and consequent draft Masterplan were publicly exhibited in the period December, 1995 through February, 1996. Submissions received in response to the invitation to comment raised a diverse range of issues which were summarised into principal themes for further consideration.

A reconstituted Steering Committee representing the following interests was assembled to conclude the Masterplan deliberations and produce a plan:

- Camden Chamber of Commerce
- Camden Mainstreet Committee
- Camden Residents' Action Group
- Camden Historical Society
- Camden Seniors' Committee
- Camden Police
- Camden Youth
- Tourism Taskforce
- Camden High School

This plan is the result of the Steering Committee's most recent deliberations.

3. The Camden Town Centre Masterplan

(a) Introduction – The Vision

“Camden Town – the last remaining significant country town on the Cumberland Plain”.

It is first and foremost a service centre to its rural hinterland and resident population and an alternative centre for the burgeoning Narellan urban release areas. It is steeped in history and exhudes a country town atmosphere and culture.

Camden is the civic and cultural heart of the Local Government Area where shopping and socialising are a pleasure. It is the centre of a broader tourist experience.

(b) Realising the Vision

This plan seeks to document a strategy and some guiding principles for realising the vision and should be considered in concert with other initiatives including; inter alia, the Camden Tourist and Economic Development Strategies.

Importantly, the realisation of the vision will be achieved by a series of partnership arrangements. Initially, ownership of the Plan must be broadly embraced by the community and business houses. Implementation of the plan cannot be achieved by Council or traditional structures in isolation.

(c) Elements of the Plan

(i) Role

Camden and Narellan will remain the principal town centres in the LGA. They shall perform complimentary roles in which diverse shopping opportunities and services are available in both centres. Narellan may provide a broader range of convenience items and focus upon a “mall” dominated environment. Camden will provide more specialised goods and services in addition to a staple range of convenience items, in largely a “strip” centre configuration.

Camden shall be reinforced as the civic and cultural heart of the LGA.

(ii) Form and Function

The following interim position in respect of the form and function of Camden Town shall be adopted. It shall be revised upon completion of the Floodplain Management Study/Strategy.

- The Argyle Street/Murray Street shopping precinct shall remain and be reinforced as the centrepiece of shopping and commerce in Camden.
- Support retail and commercial facilities shall be fostered in streets comprising the town centre core extending to Broughton Street in the East. (refer to map as **Annexure “A”**). They shall not be encouraged in the Menangle Road/Park Street precinct.
- Professional office and health care related premises shall be permitted in Broughton Street extending from Murray Street to the Hospital. Such premises shall not involve shop fronts. Any redevelopment of premises in the subject precinct shall retain the prevailing cottage domestic scale.
- Broughton Street extending in a southerly direction beyond the Hospital shall remain residential in nature.
- The Little Street precinct extending to Little Byrne Street (from Barsden Street) shall be promoted as a mixed use precinct.

- Residential redevelopment which is sympathetic to the prevailing scale and character of the centre shall be permitted in the town centre core. Such shall not exceed two storeys, although it may include use of a roof attic space.
- Shop top housing shall be promoted in the town centre.
- Industrial/service industrial uses shall not be promoted along Cawdor Road (extending from the RSL Youth Facility in a southerly direction).
- Argyle Street shall not be developed as a retail mall.

(iii) Priority Routes/ByPass

The need for a ByPass is not considered warranted as the Camden ByPass with improved linkages to Narellan and an Elderslie/Spring Farm link road will perform an enhanced role in this regard. Nor is there a route closer to the centre which is likely to be considered attractive in respect of time saved or is feasible in an environmental and economic context.

Opportunities for redirecting traffic flows and establishing priority routes in the town centre although not promoted are not negated.

(iv) Traffic Lights/Roundabouts

Traffic lights are not supported as a means of traffic management in the Camden Town Centre. Appropriately landscaped roundabouts are promoted for managing traffic at the higher order intersections.

(v) Pedestrian/Vehicular Conflicts

Pedestrian safety is a significant concern in the functioning of the Town Centre. A strategy for improving pedestrian safety shall be developed which focuses upon better management of the crossing of Argyle Street and improved safety of the designated John Street crossings (near Argyle Street).

(vi) Pedestrian Crossings

Measures to highlight the presence of the Argyle Street crossings shall be pursued. Spotlighting should be examined as to should the installation of an alternative pavement treatment. Raised crossings are not promoted at this point in time.

(vii) Carparking

Council's recently adopted parking strategy which focuses upon maximising the use of key spaces and planning longer term for an integrated multi-storey structure (as summarised in **Annexure "B"**) shall be implemented.

(viii) Bus Interchange

The present bus interchange shall remain as the focus of bus transfers in the Town Centre.

(ix) Trees/Vegetation

Camden Town is characterised by a diversity of plantings comprising exotic and indigenous trees and shrubs in both formal and informal configurations. They occur as entrance statements, median plantings, avenue plantings and individual specimens.

- Gateway plantings shall be reinforced to reflect their significance. Such shall involve "building on" the existing palate of trees present.
- The grass central median and Jacaranda plantings in Argyle Street shall be retained and embellished. The median shall not include garden plantings. Existing garden plantings shall be removed over time.
- Footpath "blisters" at intersections shall be landscaped having regard to the recently introduced paving theme (Cnr John Street) and shall include similar garden styled plantings, subject to safety, visibility and planning for maintenance.
- Avenues of like trees shall be promoted and shall reinforce precinct character. Plantings shall importantly be undertaken in a manner that does not impact adversely upon cultural views. Reproduced as **Annexure "C"** is a schedule of recommended trees to reinforce the existing character of streets and bring enhanced uniformity.

(x) Street Furniture

A number of actions in respect of street furniture have been evoked over recent years and have led to the development of a suite of furniture. Such suite of furniture involving the following elements shall be reinforced:

- Street furniture and footpath paving shall relate to street hierarchy.

- New garbage receptacles shall be reinforced.
- New seat design shall be reinforced.
- New clay pavers recently employed in Argyle Street shall be continued, subject to an appropriate surface being achieved.
- Concrete and paver/stencil trim and grass verge (in less highly trafficked areas) for “secondary streets”.
- Bitumen shall not be used for footpath paving.
- Disabled access must be central to all street furniture planning.

Other streetscape issues include:

- A strategy for lighting in the secondary streets needs to be developed.
- Heritage items generally shall be floodlit, subject to control of light “spillage”.
- Power infrastructure shall not impact adversely on streetscape and in particular trees.
- Selective undergrounding of power in sensitive areas shall be pursued.
- A pole based upon the Argyle Street light standard shall be designed for use with directional signage in the Town Centre.
- A comprehensive program focussing upon the replacement/creation/maintenance of garbage receptacles, seats, footpath paving, street lighting and floodlighting, directional signage, civic and public spaces, shall be prepared.

(xi) Civic and Public Spaces

A full inventory of civic and urban spaces shall be prepared, together with a listing of possible space creation opportunities and embellishment.

Onslow Park in particular shall be better integrated with the town centre and promoted whilst specific opportunities on the High School site shall be promoted as it is potentially redeveloped.

(xii) Urban Design and Heritage Conservation

The prevailing highly valued qualities of the Town Centre are in large part the product of the layout of the centre and the quality and variety of architecture present.

Every effort shall be made to conserve and embellish such qualities without mimicking historical themes. Central elements in a strategy to achieve the foregoing shall include:

- No retail mall in Argyle Street.
- No “big box” retail facilities which are highly visible (like Woolworths, Bowral).
- Development must be sympathetic in scale and design to existing buildings/facilities/spaces.
- A street aligned setback shall generally be maintained in Argyle and Murray Streets.
- A two storey height limit shall prevail (7 metres) excepting significant architectural features.
- Shop fronts shall be sympathetic to parapet styles.
(Endeavours to promote such link in terms of existing buildings shall be pursued.)
- Awnings shall generally be provided and shall complement existing verandahs and cantilever and box style awnings.
- The integration of traditional sun blinds with cantilevered box style awnings shall be encouraged where appropriate.
- Significant properties shall be conserved. The principal element in a relevant conservation strategy shall involve the extension of the existing conservation area to cover the Town Centre.

(xiii) Rural/Urban Interface

The rural/urban interface represents one of the unique distinguishing qualities of Camden. Its nature shall be more specifically documented and a strategy developed to reinforce same and Council’s Working Country Town philosophy.

Elements which should not be lost in such a strategy include:

- On-going presence of the livestock sales facility shall be encouraged.
- The concept of a town farm shall be promoted.
- The Camden Bicentennial Equestrian Park shall be promoted.
- Street plantings and pavement styles shall reinforce the rural character.
- Informal road shoulder treatment shall be encouraged where appropriate.

(xiv) Urban Security and Safety

Urban security and safety shall be integrated in urban design strategies, but should not detract from the town’s inherent appeal.

(xv) Tourism and Economic Development

The importance of tourism and economic development to the Town Centre cannot be overstated and should assume significance in urban design contemplations and the form and function of the Town Centre generally.

The development of a tourism and economic development strategy which clearly focuses upon Camden Town is central to realising the Camden Town vision as previously articulated.

(xvi) Place Management

The adoption of a place management model including assignment of a place manager shall be reinforced as of central importance in the delivery of this Masterplan.

(xvii) Camden High School Site (Cnr John/Exeter/Elizabeth Streets)

The soon to become redundant Camden High School site is strategically placed to perform an important, be it potentially different role, in the long term functioning of the Town Centre.

It provides an opportunity to establish a northern face to the Town Centre and in so doing reinforce and embellish the town's rural/urban interface. It provides the opportunity to build on the "working country town" theme through its interface with the floodplain and dairy.

Pursuit of a development model focused on diversity, incorporating a range of residential, commercial and open space elements should provide a central plank for redevelopment of the site.

Guidelines are referred to in **Annexure "D"**.

4. Relationship of the Masterplan to Other Strategies

(a) General

The relationship of the Masterplan to the Strategic Plan (Camden 2025) has been previously documented. The Masterplan should also be read in the context of the following studies:

- Camden and Narellan Town Centres Heritage Analysis and Development Guidelines by Travis Partners Pty Ltd (1990).
- Camden Scenic and Cultural Landscapes Study by Lambcon Associates (1998).

(b) Tourism and Economic Development Strategies

The Masterplan does not purport to address tourism promotion or economic development directly. It should be noted, however, in seeking to realise the vision it is providing a sound basis for the development of tourism and economic development strategies.

5. Further Work Required

It is clear that work is required to develop strategies consistent with the issues raised in the Plan. The focus of these issues includes:

- Development of a landuse strategy.
- Review and consolidation of prevailing planning instruments.
- Review and expansion of the Conservation Area.
- Identification and strategy for undergrounding electricity in areas of sensitivity.
- Strategy for rationalising and embellishing street plantings.
- Development of a Management Plan for the Town Farm.

6. Masterplan – A Dynamic Document

The Camden Town Centre Masterplan paints a basic portrait of Camden Town and its future. It provides direction for realising the vision of Camden Town.

However, as with any strategy, it is critical that the Plan retains its relevance having regard to changing circumstances. While it is not intended to undertake any major amendments to the Plan, especially in the short term, there needs to be opportunity to constantly review the Plan to ensure it retains its currency and delivers the vision.

It is therefore proposed that the Plan be reviewed on a regular basis.

ANNEXURE “A”

EXTENT OF CAMDEN TOWN CENTRE



- | | | |
|---|--|--|
| 1 MIXED USES
PRECINCT | 2 "STRIP" SHOPPING
ARGLE/MURRAY STREET | 3 NO INDUSTRIAL SERVICE
SERVICE INDUSTRIAL |
| 4 SUPPORT RETAIL &
COMMERCIAL ENCOURAGED | 5 SUPPORT RETAIL & COMMERCIAL
NOT ENCOURAGED | 6 CONSERVATION PRECINCT |
| 7 PROFESSIONAL OFFICE &
HEALTH CARE (NO SHOP
FRONTS) | 8 RESIDENTIAL (INCLUDING MEDIUM
HOUSING) | 9 RESIDENTIAL |

SITE PLAN

MASTERPLAN PRECINCT


SCALE 1:6000
NORTH **LOCALITY: CAMDEN**

ANNEXURE “B”

CAMDEN CAR PARKING STRATEGY

- (i) Council continue to pursue increased kerbside parking opportunities in a manner that does not adversely impact upon the functioning of the prevailing traffic network.*
- (ii) Council review the viability of the further dedication of land in John/Hill Street without the requirement of compulsory acquisition.*
- (iii) Council increase the number of short term parking spaces in Council controlled car parks, and that designated two (2) hour spaces be increased to three (3) hour parking and enforce the restrictions.*
- (iv) Council develop a car park on the perimeter of swimming pool and integrate with Onslow Park car park to gain 50 spaces, utilising funding from the existing parking reserve.*
- (v) Council note that the Council controlled parking in the Oxley Street precinct will be expanded and rationalised utilising funds already allocated to gain 15 spaces.*
- (vi) Council investigate the feasibility of providing further town centre parking as part of the redevelopment of the Camden High School site.*
- (vii)*
 - (a) The effectiveness of these measures be assessed in twelve months.*
 - (b) Funding for the feasibility study of a multi storey carpark be included in the 2001/2002 budget, if needed.*
- (viii) Council pursue opportunities for providing additional all day car parking in the Argyle St (North) precinct by negotiating with existing owners.*
- (ix) The Development Committee (Camden Chamber of Commerce) be advised of the preceding actions as constituting a revised parking strategy.*
- (x) Council generally approach parking provision as a shared business/community responsibility and to this end Council should liaise with the business community.*
- (xi) Council publicise the foregoing as its revised approach to facilitating increases in convenient/accessible carparking commencing immediately.*

Council endorse the provision of additional surface level parking in the current Youth Centre’s backyard at the corner of Oxley and Mitchell Streets, and that further consideration be given to the possible future relocation of the existing Youth Centre if an appropriate relocation site can be established.

ANNEXURE “C”

SCHEDULE OF RECOMMENDED STREET PLANTINGS

Street Name	Tree Species	Botanical Name
Argyle Street	Jacaranda	Jacaranda mimosifolia
Argyle Street North	Chinese Tallow woods	Sapium sebiferum
Argyle Street South	Chinese Tallow woods	Sapium sebiferum
Broughton Street, to Old Hume Hwy	Chinese Tallow wood	Sapium sebiferum
Camden Valley Way	Liquidambar	Liquidambar styraciflua
Cawdor Road, to Bicentennial Park	Pin Oak AND Chinese Tallow woods	Quercus palustris Sapium Sebiferum
Edward Street	Tallow wood	Eucalyptus microcorys
Exeter Street(western) (eastern)	Chinese Weeping Elm	Ulmus parvifolia Eucalyptus
Hill Street	Chinese Tallow woods	Sapium sebiferum
John Street	Brush Box	Tristania conferta
Macquarie Grove Road	Chinese Weeping Elm	Ulmus parvifolia
Menangle Road(northern) (southern)	Weeping Bottlebrush Jacaranda	Callisterman Jacaranda mimosifolia
Mitchell Street (western) (eastern)	Iron bark Chinese Weeping Elm	Eucalyptus sideroxylon rosea Ulmus parvifolia
Murray Street	Chinese Tallow wood	Sapium sebiferum
Old Hume Hwy, to Bypass	Lemon Scented Gum	Eucalyptus citridora
Oxley Street(southern) (northern)	Broad leafed Paperbark Tallow wood	Melaleuca quinquenervia Eucalyptus microcorys
Remembrance Drive	Tallwood	Eucalyptus microcorys

ANNEXURE “D”

DEVELOPMENT GUIDELINES CAMDEN HIGH SCHOOL **(Cnr John/Exeter/Elizabeth Streets)**

The following guidelines/principles are considered to represent the framework which should underpin the preparation of a masterplan for development of the site.

(a).. Mixed Use

A diversity of landuses shall be encouraged in planning and developing the site.

A masterplan shall provide for a diversity of uses including:

- Residential
- Commercial/retail
- Tourist
- Educational/community
- Open space
- Parking

(b).. Relationship of Uses

The relationship of uses one to another and the context beyond the site is critical to maximising mixed use opportunities.

A central open space component would provide the focal setting for a variety of uses.

Privacy, acoustic amenity and solar access shall be promoted in the master planning of mixed uses, with such considerations extending to adjacent historic and community land uses.

Opportunities for community gardens/community use/town farm extension programs and local produce/craft markets generally including parking would be encouraged on the “ag plot” site and southern Exeter Street reserve.

(c).. Views and Vistas

Views and vistas would be documented, with the more important forming a significant design “building block”.

(d).. Architecture

The building design for the site would draw upon the prevailing architectural style and qualities of the broader precinct.

(e).. Rural/Urban Interface

It is critical that the interface of rural and urban land uses is creatively and sensitively approached.

Buildings would observe a special relationship (both physical and visual) to the existing farm and rural landscape generally.

Architectural design would, however, be sensitive to the surrounding rural landuses and landscape setting.

A sensitive approach to balancing flood risk and the scale, bulk and floor levels of buildings would be pursued.

The special relationship of the prospective town farm and educational facilities would be recognised in design principles.

The informal street edge of Exeter Street would be reinforced. The Exeter Street planting pattern would be extended and amplified.

(f).. Accessibility/Movement Patterns

The potential emergence of Edward and Exeter Streets as a primary service road network to the “working country town” elements would be acknowledged in design. This network would bring together other elements of the “working country town” so vitally necessary to create a compact and functional country town.

Treatment of the immediate road network would have regard to the need to balance vehicle movements in a precinct with potentially significant levels of pedestrian movement.

The site would be “self-contained” in its parking demands, with any prospect of surplus parking being included in the design in the knowledge that transferable development rights could flow from the project.

Several access points from different service roads shall be available to the central parking cell.

Movement patterns in particular between the prospective town farm and educational components would be paramount design considerations, with particular emphasis on safe efficient pedestrian movement.

Movement through the site (parking aside) shall be “structured” and sensitively encouraged through landscape design and would be restricted to pedestrians.

The design would visually draw patrons to the site through innovative and sensitive application of simple and effective elements.

Alternative means of transport including rural focused means and cycles shall be capable of operating safely in a controlled environment.

(g).. Community Park

The open space would perform an important community/civic park function for the town centre and shall be functionally integrated with the surrounding movement network in a visual and structural form.

Elements in the landscape design of the open space would reflect this function/role and would include a formal approach to landscape design and in particular planting to the extent appropriate.

The multipurpose nature of the space would be balanced in the community/civic park design ethos.

The different relationship requirements to the open space from the diversity of landuses would be paramount in site planning. The open space would accordingly be positioned and designed to balance the various demands.

The heritage listed “Nant Gwylan” and gardens would be sensitively integrated with the open space precinct.

(h).. Staged Development

Development of the site would be capable of being pursued in a staged manner, subject to the need for remediation being comprehensively addressed at the outset.

Any staged development plan shall demonstrate the ability for development proceeding in such fashion without impacting adversely upon the environmental amenity of existing residents, new residents, community and diverse commercial interests.

The ability of service authorities to provide and satisfy a staged development program shall be clearly demonstrated in any development plan.

(i).. Residential Mix

The opportunities for an element for affordable housing should be explored.