

CONSULTANTS BRIEF TO DEVELOP AN URBAN DESIGN FRAMEWORK FOR THE CAMDEN TOWN CENTRE

SCHEDULE 1:

Consultant's Brief

1. Introduction

Camden Township has a long and rich historical story. It is a story that is palpable in the civic institutions, buildings and in the public domain that form the backdrop to everyday life. The foundation of this story and its significance lies in its associations with Australia's early agricultural industries, including the wool industry, its role in early colonial settlement, the opening up of the Cumberland Plain for the development of urban centres and its associations with significant pioneers. The most notable of these pioneers were the Macarthurs, whose influence over the development of the town and broader landscape was fundamental and remains evident today.

The streets and buildings that make up Camden provide evidence of the town's heritage and evolution over time. The character and charm of the Camden township is derived from the collection of significant heritage items, strength and quality of the remaining original town layout and setting and evidence of the evolution of Australian architecture and distinctive vegetation. Existing trees and other vegetation form an important part of the cultural landscape and help to reinforce the town's character. It is important the landscape, streetscape and architectural elements relate.

As this story continues to evolve the physical environment must also evolve. Camden LGA is going through a radical transformation as urban growth increases the population from currently 67 000 to over 300 000. The role of Camden Township is changing with the newly developing urban centres supporting far larger civic and retail hubs. The challenge for Camden has always been to manage a careful balance between development and the retention of its unique historic character and this challenge has never been more acute. In mid 2016, Council's administrative operations at Camden & Narellan will be relocated to a new administration building in Oran Park. In light of this, Council has been developing a range of strategies to support both the Camden and Narellan town centres and secure their continued viability into the future.

In 2008 Camden Council prepared a Camden Town Centre Strategy. This provided a vision for the material character, the traffic and pedestrian functionality as well as planning controls to guide future development within the town centre. This strategy is now due for review and Council has undertaken a number of expert studies and other work to inform its decisions for the future of the Camden town centre. These include;

- A comprehensive traffic study for the Camden town centre, in early 2013. On completion of the traffic study, an Argyle Street Concept Plan was prepared taking into consideration the findings of this study and the 2008 Strategy.
 - Following the completion of the traffic study Council undertook a study of the parking within the Town Centre to determine the most appropriate location for a multistorey carpark.
 - In 2014, Council engaged consultants to undertake a retail and commercial study that would inform the preparation of a new vision for the town centre. The scope of this work included a detailed review of the economic drivers and engagement with stakeholders to obtain information and identify opportunities to create a vision for the town centre.
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- Between July and September 2014, Council undertook an extensive community engagement program consisting of a series of recommendations for enhancing the public domain and the location of a single decked car park within the Camden town centre.
- The community engagement process also provided input into the Camden town centre study and assisted in the formulation of a vision for the town centre.
- On 25 November 2014, Council endorsed stage 1 of public domain enhancement works for Argyle Street Camden together with recommending further investigation and design of a decked car park in Oxley Street.
- The Camden Town Centre Vision Report was completed in late 2014 was subsequently endorsed by Council on 14 April 2015.

In order to support and direct the considered and appropriate development of Camden, the Camden Town Centre Vision Report recommended that Council:

- Prepare an Urban Design Framework,
- Prepare a public domain and streetscape plan,
- Prepare a place focussed, performance based DCP based on the findings and directions on the above studies,
- Review current zoning and height restrictions and consider recommendations to update the LEP in response,
- Undertake master planning for the John Street Precinct, and
- Prepare a wayfinding and signage strategy.

This brief is built around undertaking these priority items and incorporating this work and the work already completed into an updated Camden Town Centre Strategy.

Another Initiative of the Camden Town Centre Vision was the implementation of the strategic public domain upgrades. Stage one of the Argyle Street upgrades commenced in August 2015 with completion due mid 2016. This work will inform the completion of the Public Domain Plan.

2. The Study Area

Urban Design Framework

The area to be considered when developing the Urban Design Framework is for the land within the Camden Town Centre that is Zoned B2 and B4 (Figure 1).

Public Domain Plan

While the scope of the public domain plan is contained to the land within the Camden Town Centre that is Zoned B2 and B4, specific consideration is to be given to landscape and public domain features and connections surrounding the Town Centre. The aim of this is to identify ways to protect and enhance the major entrances into the Town Centre, connections between major recreational and open space areas surrounding the town, ways to build upon the distinguishing natural and cultural features surrounding the town, and to recognise Camden's importance in its regional landscape.

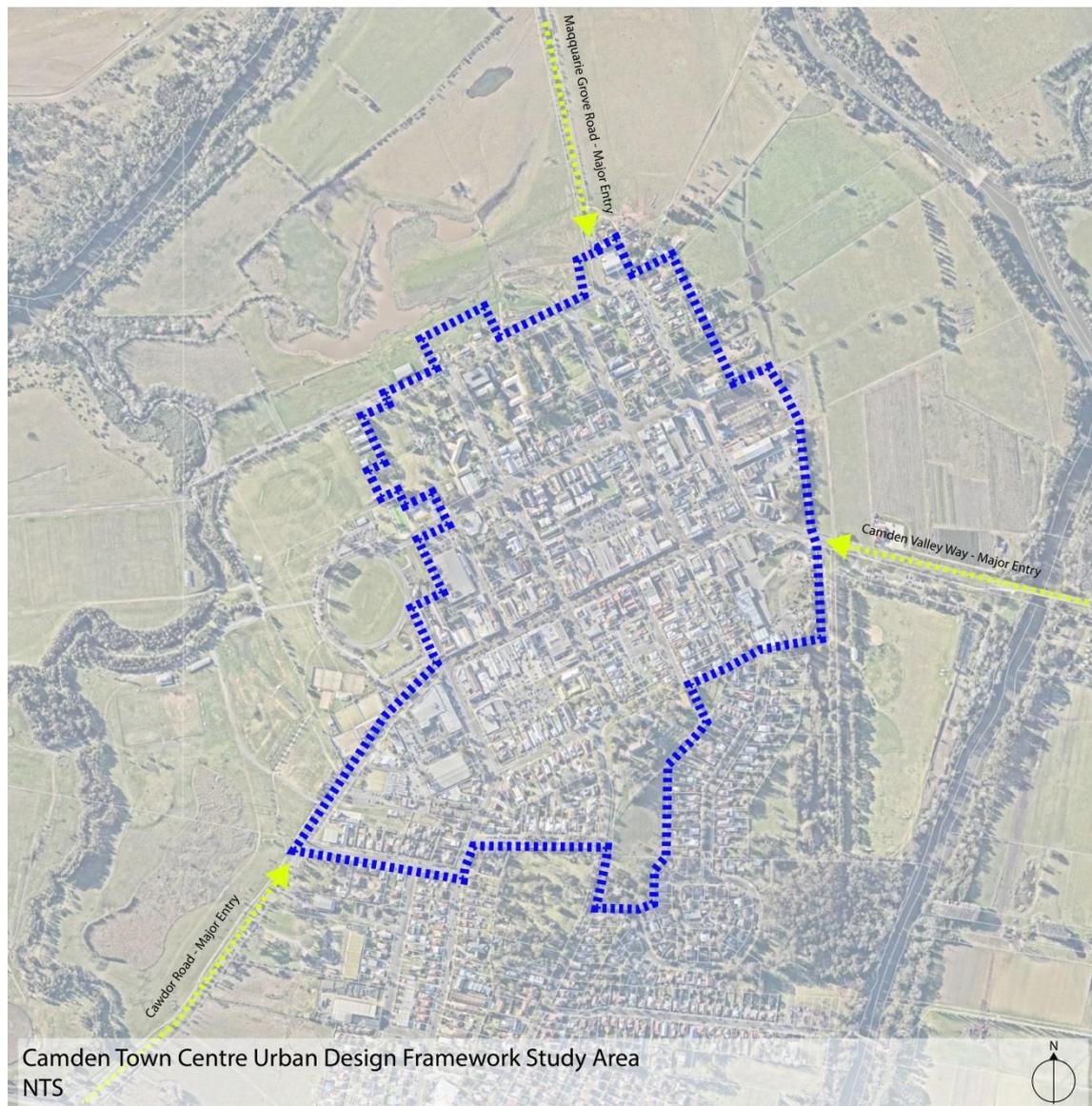


Fig. 1. Camden Town Centre Urban Design Framework Study Area

Full LEP map available Here:

<http://www.legislation.nsw.gov.au/mapindex?type=epi&year=2010&no=514>

Map Reference:

[1450 COM LZN 010 005 20120202](#)

3. SCOPE OF WORKS

This Brief will comprise the following tasks:

- a. Document Review
- b. Prepare a series of Urban Design Criteria for the Camden Town Centre
- c. Update LEP Controls
- d. Update DCP Controls
- e. Preparation of a Public Domain and Streetscape Plan (incorporating adopted streetscape plan for Argyle Street)

- f. Update 2008 Camden Town Centre Strategy
- g. Preparation of a community engagement process for:
 - Urban Design Criteria, and
 - Public Domain & Streetscape Plan

The consultant submissions need to outline the intended approach and methodology, incorporating these tasks to achieve the study purpose and outcomes. The tasks are described in more detail below:

a. Document Review:

- Review existing background studies, including those relating to flooding, traffic, public domain planning and design as well as past heritage studies (refer to documents included in Part 6. Attached Information).
- Identify implications and improvements for the LEP & DCP

b. Prepare a series of Urban Design Criteria for the Camden Town Centre

This task comprises the following components:

1. Establishment of a set of objectives for the Camden Town Centre

Consideration of key opportunities and constraints being:

- Review of current zoning to ensure they are appropriate to the future development of the town centre
- Principles for appropriate commercial and/or recreational development for flood affected areas within the Camden Town centre.
- Traffic & access incorporating the recommendations of the Camden Town Centre Traffic & Transport Study – September 2013
- Recognising and ensuring the heritage components and values of the Camden town centre are retained
- Identify significant vantage points and view corridors affecting the Camden town centre and establish criteria to enable Council to vary the current 7metre height control. This could include incentives that promote heritage conservation and good infill development.
- Activated street frontages, surveillance and safety. Building materials, articulation, fences, entries and how these influence public domain.

2. Identification of development opportunities and associated controls for selected catalyst sites identified in the Camden Town Centre Vision Report, namely Former Dairy Farmers Co-op (11 Argyle Street) and Former Clinton's Garage (16 Argyle Street), and sites abutting the 4 Council car parks within the town centre.

In addition specific attention should also be given to the development opportunities for the former Camden Police Station located in John Street.

3. Specific consideration is to be given to priority matters identified in the Vision such as:

- Walkability
 - Identify and develop strategies for the reinvigoration of forgotten spaces both within the public and private domain
 - Identification of principles with regard to a business advertising signage strategy for the Camden town centre.
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c. Update LEP Controls:

- Review the existing Camden LEP 2010, relating to the Camden town centre, and make recommendations (including justification) for text and mapping changes, in particular relating to rezoning and height, as well as flood controls.

d. Update DCP Controls:

- Translate the key directions of the Vision into the DCP. In this regard the update is likely to include the insertion of a new vision and principles part (which may be removed/reordered from the Heritage Conservation Chapter).
- Incorporation of the Heritage Inventory Sheet of the Camden Town Centre Heritage Conservation Area together with the Burra Charter principles into the DCP
- Translate existing content into a new structure and update where necessary to ensure it reflects the key directions of the vision without resulting in substantial planning policy change, except where justified by a supporting study and agreed to in advance by Council
- Ensure a high level of integration between the vision, principles, performance criteria and the acceptable solutions
- Reword to improve clarity and align terms with Standard Instrument definitions
- Remove unnecessary repetition
- Resolve conflicting provisions
- Remove unnecessary background information that does not assist in the development application and assessment process
- Replace existing maps in the DCP with new higher quality maps prepared in Adobe InDesign.
- Maximise the appropriate use of flood affected areas

e. Public Domain and Streetscape Plan

Building upon the work undertaken as part of the upgrade to Argyle Street Camden, as well as work undertaken to develop the Urban Design Criteria for the Camden Town Centre, prepare a public domain and streetscape plan for the Camden Town Centre.

- Review the foundation documents, the precinct, the site and all other relevant background information and investigations carried out thus far and provide an assessment of issues
 - Prepare a street typology diagram that clearly provides definition between civic and residential areas that will allow council to implement consistent streetscape upgrades. Street typology should be determined through an analysis of:
 - i. Street hierarchy - determined by the importance of the street in the vehicular and pedestrian network and the desired design intent of individual streets within the study area
 - ii. Existing street tree plantings
 - iii. The character of activity in the street determined by the ground floor use of the built edge
 - iv. Connections to public open spaces, and civic/public buildings
 - The street typology diagram should also define the material character of individual streets and areas within the study area, including ground level treatments, lighting, street trees etc.
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- Pedestrian analysis of movement within the Town Centre, reviewing existing pedestrian facilities and identifying locations to be upgraded
- Opportunities to encourage slower speed environments through appropriate design interventions
- Public open spaces – opportunities to connect existing areas of open space and identify any opportunities for new open space provision within the Town Centre
- Prepare a conceptual public signage and wayfinding strategy for the Town Centre
- Significant view and vistas to be retained and strategies for the public domain to enhance and protect these
- Intersections, entries and gateways: visual identification in the public domain of major entries to the Town Centre including Cawdor Road, Camden Valley Way, Menangle Road and Macquarie Grove Road
- Assess viability and develop options for a town square in the Town Centre to improve social interaction, sense of place and community focus.
- Preliminary investigations and development of a master plan for the John Street Precinct
- Opportunities for public art and heritage interpretation throughout the Town Centre to recognise to continue to develop Camden's story and to recognise Camden's uniqueness, its important historical figures, buildings and events.
- Opportunities within landscape treatment for sustainable use of water throughout the Town Centre.
- Identification, protection, intergration and promotion of, the significant landscape and cultural landmarks including The Nepean River, Camden Park, Belgenny Farm, Macarthur Park, Regional recreation facilities including the Bicentennial Equestrian Park, Kirkham Park, The Camden bike track, the Camden Town Farm and The Camden airport.

As a Sub section of the Public Domain Strategy prepare a Manual that will build upon the work undertaken as part of the upgrade to Argyle Street Camden to provide a coordinated approach to design, construction and maintenance for the public domain within the Camden Township. The Manual is to consider materials, street/footpath widths, kerbs, interfaces with other materials, safety, intersections, pram ramps, footpath extensions and street furniture relating to the developed street hierarchy.

f. Update 2008 Camden Town Centre Strategy:

- Update the Camden Town Centre Strategy to reflect the Vision, the outcomes of this study including LEP and DCP controls, Council's current public domain improvement program and Proposed Public Domain Plan and the findings of existing technical studies such as those related to transport and traffic, economics, flooding and heritage.
- This will only update material where it is outdated, unnecessary or is not aligned with the Vision.
- New figures to be produced to replace the existing figures with new high quality versions prepared in Adobe InDesign.

g. Community engagement:

The consultant is to provide a community engagement program in compliance with Council's Community Engagement Policy for each of the following stages:

1. Urban design criteria, and
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2. Public Domain & Streetscape Plan.

Community engagement is a vital component of this project. As such and given the amount of community involvement during the preparation of the Camden Town Centre Vision in 2014, Council intends to work very closely with the consultants in developing an engagement strategy. The final community engagement program may not be determined until after the project methodology has been agreed upon.

Accordingly Council requests that conceptual program, based on the understanding of the project, be submitted at this stage to provide an overall costing.

4. DELIVERABLES

The successful consultant team shall deliver the following documentation:

- DCP objectives and controls for the Camden Town Centre to be incorporated into the Camden DCP 2011
- Documentation to justify variations to Camden LEP 2010 with regard to zoning, land use and building height.
- Preparation of design perspectives and illustrative plans incorporating 3D modelling based on a three dimensional form study for the urban design and changes to planning controls.
- Public Domain Plan
Drawings and report that provides a base for future development. This document shall include analysis drawings, structure diagrams, street sections, hierarchy diagrams, plans, visualisations etc. as necessary to fully explain the desired outcomes of the public domain plan.
- Updated Camden Town Centre Strategy 2008 incorporating the findings of the foundation documents and the work undertaken as part of this brief.

The successful consultant will meet with Council's project control group at an inception meeting prior to work commencing and on a regular basis (once a month for the duration of the process). At each meeting the consultant must present key findings/outcomes at the completion of each stage/required task of the project.

In addition to the above, the consultant will need to attend the following meetings:

- Presentation to Council's Executive Leadership Team
- Presentation to Councillors

5. PROGRAM

It is anticipated that the project will be completed within 6 to 12 months from the date of commission.

6. ATTACHED INFORMATION

The following documents will need to be considered when undertaking the Study:

- Camden Town Centre Masterplan – Camden Council Nov 1995
 - Critique of Camden Town Centre Masterplan and Associated land use Zones. – Don Fox Planning June 2000
 - Report on the Jacaranda Trees Argyle Street, Camden - David Potts, April 2000
 - Camden Significant Trees & Vegetated Landscape Study, Landarc Landscape Architects, June 1993 – Digitised by Council in 2003.
 - Camden Town Centre Strategy – Camden Council, June, 2008
 - Camden Town Centre Traffic & Transport Study – Brown Consulting (NSW) Pty Ltd, Sept., 2013
 - Camden Town Centre Multi-Storey Car Park Study – Brown Consulting (NSW) Pty Ltd., April, 2014
 - Camden Town Centre Opportunities and Issues Report – AEC Group, August, 2014
 - Camden Town Centre Economic Feasibility Report – AEC Group November 2014
 - Camden Town Centre Vision – JBAUrban, December, 2014
 - Camden DCP 2011
 - Camden & Narellan Town Centres Heritage Analysis & Development Guidelines – Travis Partners Pty Ltd, January, 1990
 - Heritage Assessment Report, Oxley Street Car Park, Camden – OCP Architects, March, 2015
 - Camden Town Centre Conservation Area Inventory Sheet
 - Existing and proposed traffic facilities
 - Camden Destination Management Plan
 - Town Farm Masterplan
 - Bicentennial Equestrian Park Masterplan
 - Insert public domain documentation for the Argyle Street precinct
 - Notes from meeting with Ed Blakely and Mike Brown - 19 August 2015
 - Camden Council – Community Engagement Policy
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