

30 August 2018

General Manager
Cumberland Council
PO Box 42
Merrylands NSW 2160

Attention: Adan Davis

Dear Adan

300 Manchester Road Amended Planning Proposal (PP1/2018)

This submission has been prepared by KEYLAN Consulting Pty Ltd on behalf of PAYCE Consolidated to accompany an Amended Planning Proposal at Manchester Road, Auburn.

Background

As you are aware in 2015, a Planning Proposal was lodged with the former Auburn Council for a residential mixed-use development on the site (PP-5/2015). On 14 December 2016, this application was withdrawn to await the findings of the *Draft Employment Lands Strategy* commissioned for the newly formed Cumberland Local Government Area.

On 18 December 2017, PAYCE lodged a new Planning Proposal seeking amendment to the current local planning controls to support a new mixed-use development on the site, while retaining areas for new employment opportunities.

This application was placed on preliminary public exhibition between 24 January 2018 and 26 February 2018.

Following the lodgement of the 2017 Proposal, PAYCE have considered the submissions received during the public consultation, consulted with senior Council staff and briefed the elected Council on the proposal. In response to constructive feedback received from Council, submissions and further technical input from traffic, acoustic and economic experts, a significant amendment to the Planning Proposal has been undertaken.

Strategic Justification

The Amended Planning Proposal is supported by a comprehensive strategic economic analysis prepared by SGS which also undertakes a policy review against the newly released *Greater Sydney Region Plan* and *Central City District Plan*.

This analysis provides further strategic justification to support the planning proposal by rezoning the site from industrial to a combination of business, residential and open space uses.

This strategic justification can be summarised into the following 7 key themes:

- **Consistency with the Review and Manage policy for Industrial land** - consistent with the Stage Government direction for employment lands and net community benefit
- **Consistency with the 30 minute city strategic directive** - aligns with the Stage Government direction to provide new homes close to stations that provide access to jobs within 30 minutes of both the Parramatta CBD, as well as close to the future Sydney Olympic Park centre
- **Redundant industrial land** - recognition that the site will not be able to sustain any reasonable employment function based on the current zoning, supported by comprehensive feasibility testing and option analysis
- **Delivery of contemporary employment uses** - opportunities for a variety of contemporary employment uses resulting from rezoning of the site through a site specific masterplan
- **Delivery of residential uses, open space and community facilities** - maximise the site's strategic location by putting 1,150 new homes within walking distance of Auburn train station and the vibrant Auburn town centre
- **Public benefits** - assessment of the tangible economic, environmental and social public benefits resulting from the proposal
- **Single land ownership** - ability to deliver coordinated urban renewal outcome and infrastructure upgrades in a timely manner

The Amended Planning Proposal

The Amended Planning Proposal contemplates significant changes to the 2017 Planning Proposal and drastic changes from the 2015 proposal, namely a large reduction in the residential dwelling yield and density and a significant increase in employment land.

A comparison of the key metrics of the 2017 Proposal and the Amended Proposal is outlined below:

Key Component	2017 Planning Proposal	2018 Amended Planning Proposal	Difference
Dwellings	approx 1,800 dwellings	approx 1,150 dwellings	- 650 less dwellings
Affordable rental housing	5% 90 dwellings	5% 58 dwellings	5% maintained
Total Gross Floor Area (GFA)	199,541m ²	180,000m ²	-19,541m ²
Total Residential GFA	164,307m ²	103,000m ²	-61,307m ²
Total Non-residential GFA	Employment uses 30,000 - 40,000m ² Retail 6,000m ² Community 2,000m ² Child care centre 1,000m ²	Employment uses 75,000m ² Retail 1,000m ² Community/Child care 1,000m ²	Employment uses +45,000m ² Retail -5000m ² Community/child care -2,000m ²
FSR	1:1 (northern area) 1.7:1 (southern area)	1:1 (northern employment area) 1.5:1 (remaining areas)	Employment FSR No change Residential FSR - 0.2:1
Building Height	2 to 12 storeys	2 to 12 storeys	No change

Next Steps

PAYCE has a strong track record in working closely with both State and Local Government to produce environmentally, economically and socially beneficial developments.

Based on this additional submission and supporting documentation, we recommend that Council staff support the revised planning proposal to enable the Revised Proposal to proceed to a Gateway determination.

We look forward to continuing to work with Council staff to provide much needed employment and residential accommodation supported by enabling infrastructure consistent with the Greater Sydney Region Plan and Central City District Plan.

Should you require any additional information please do not hesitate to contact Michael on 8459 7506 or email michael@keylan.com.au in the first instance.

Yours sincerely



Michael Woodland BTP
Director