CAMELLIA

21ST CENTURY BUSINESS, INDUSTRY & ENTERTAINMENT PRECINCT

DISCUSSION PAPER

VERSION 1

PARRAMATTA
FUTURE GENERATION

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INTRODUCTION

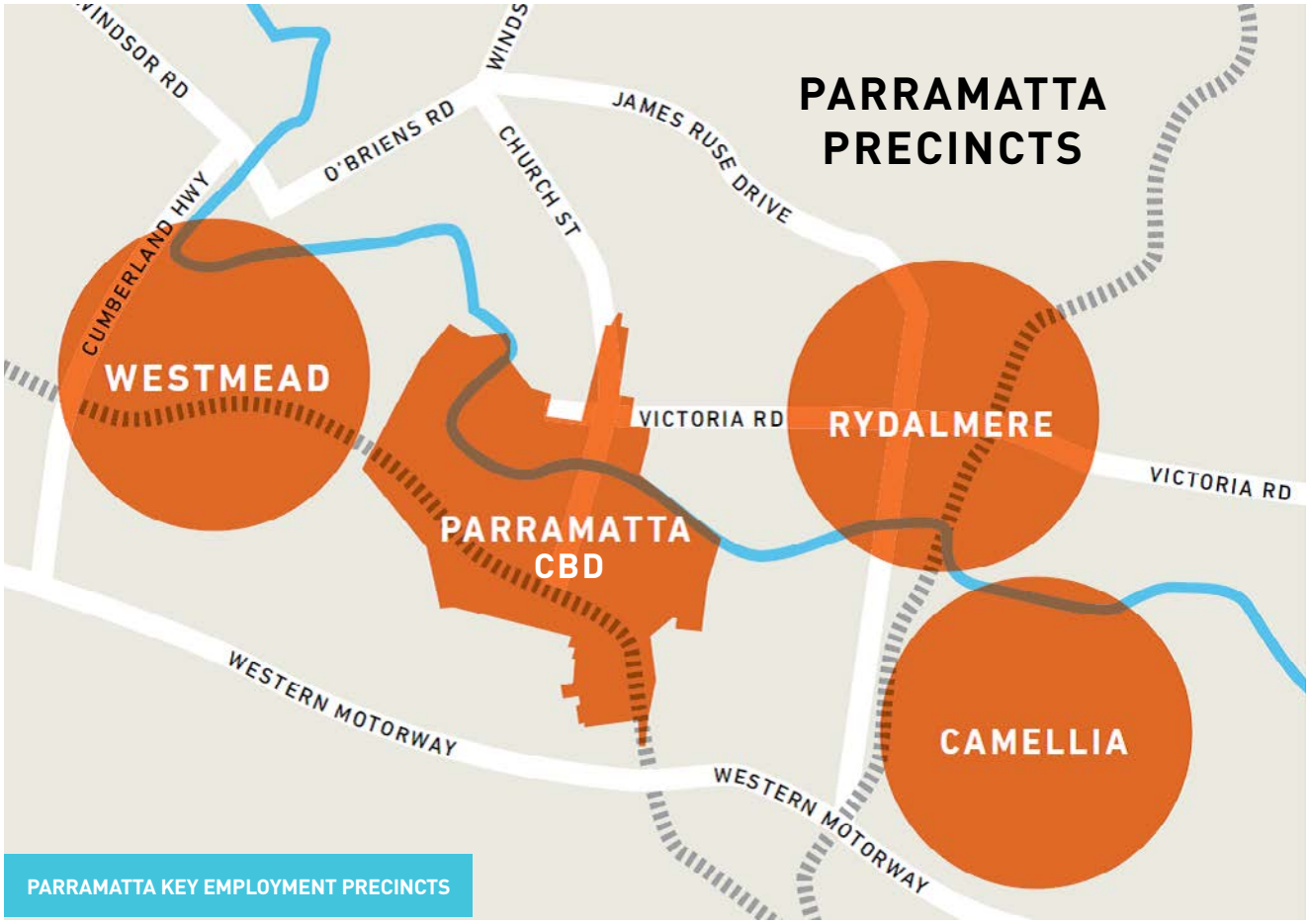
The purpose of this Discussion Paper is to synthesise the Camellia Precinct's strategic advantages, challenges and opportunities so as to assist with working towards a long term vision for the precinct in consultation with landowners and businesses.

The Camellia Precinct is one of the most important employment land precincts in metropolitan Sydney, with great strategic value in terms of its size, location, activity and opportunities for future development.

The NSW Government's 'Draft Metropolitan Strategy for Sydney to 2031' recognises that Parramatta is expected to grow beyond its own CBD boundaries into surrounding precincts including Camellia, and that connecting and investing in the region's network of employment hubs is a priority for metropolitan Sydney.

The Camellia Precinct has a long industrial heritage and is home to a number of significant businesses, providing employment across a range of industries. However, the area is in urgent need of renewal to support the rapid growth of Parramatta expected over the next 20 years.

Preparation of a long term vision for the Camellia Precinct is critical to ensure its ongoing growth and prosperity. Council is seeking feedback from interested stakeholders on the ideas put forward in this Discussion Paper, so as to inform the preparation of the long term vision for the precinct. The intent is that the vision will guide further investigations and studies and also inform future zoning changes in the precinct.



PARRAMATTA KEY EMPLOYMENT PRECINCTS

MIELE WAREHOUSE IN ROSEHILL INDUSTRIAL ESTATE (SHIRLEY STREET)

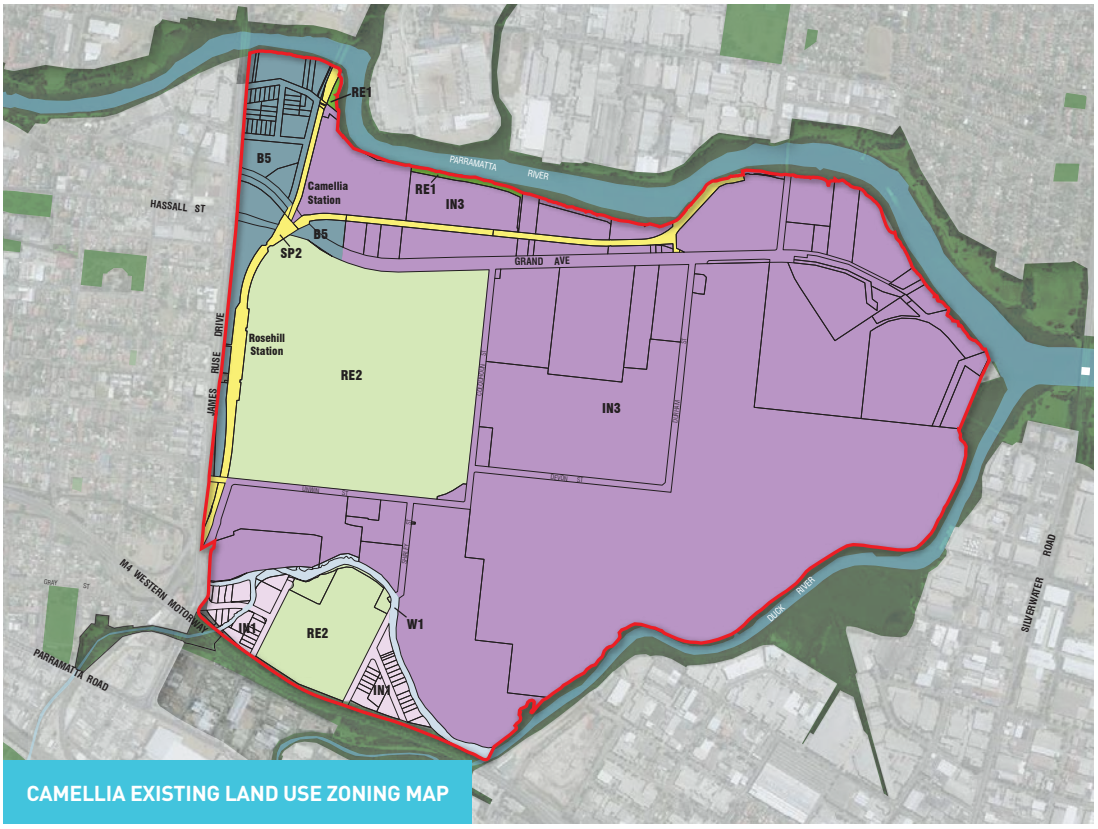
THE CAMELLIA PRECINCT

For the purposes of this Discussion Paper, the Camellia Precinct is defined as the area bound by Parramatta River to the north, Duck River to the east, the M4 Motorway to the south and James Ruse Drive to the west. It is made up of the suburb of Camellia and parts of Rosehill and Clyde.

The precinct has an area of approximately 321 ha and is situated 1.5 km east of the Parramatta CBD. The Carlingford Railway Line passes through the precinct on the western side and there is also a heliport situated in the south-western corner. The precinct is characterised by predominantly industrial uses, including Shell's fuel import terminal (formerly a refinery).

In addition, there are also significant recreational uses in the precinct, including the Rosehill Racecourse and the Sydney Speedway/Granville Showground.

The precinct is predominantly zoned IN3 (Heavy Industrial) and RE2 (Private Recreation), but also includes small sections which are zoned B5 (Business Development) and IN1 (General Industrial) under the provisions of the Parramatta Local Environmental Plan 2011.



CAMELLIA EXISTING LAND USE ZONING MAP

LEGEND

- Precinct Boundary
- B5 Business Development
- IN1 General Industrial
- IN3 Heavy Industrial
- RE1 Public Recreation
- RE2 Private Recreation
- SP2 Infrastructure
- W1 Natural Waterways

STRATEGIC ADVANTAGES

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CENTRAL LOCATION

Located in the heart of metropolitan Sydney and directly adjacent to the Parramatta CBD, the Camellia Precinct is well positioned to provide jobs and services to support greater Western Sydney's rapidly growing population.

PROXIMITY TO KEY TRANSPORT ROUTES

Located adjacent to the M4 and James Ruse Drive, the precinct provides scope for improved connections to key transport routes including the proposed WestConnex motorway, Regional Ring Road and Western Sydney Light Rail. Further, the precinct is serviced by the Carlingford Railway Line including Rosehill and Camellia stations, which could be better utilised through improved land use integration. The precinct also features access to an industrial freight railway line, which is currently not being used.

AVAILABLE LAND

Significant opportunities exist for redevelopment and renewal with a number of sites considering changes to their current land use. The large lots in the precinct also provide significant opportunities for industrial development of large floor-plate facilities, without the need for amalgamation. The reconfiguration of Shell's refinery to a fuel import terminal will allow for the divestment of a significant amount of surplus land for new industrial development, which will revitalise the precinct.

INDUSTRY CLUSTERING

Located adjacent to other key employment lands at Rydalmere, Silverwater and Auburn, the precinct is strategically positioned to grow existing and new high technology industry clusters and support resource sharing. Given the significant and continued operation of Shell's fuel import terminal in the precinct, there is the opportunity for clustering of associated industries.

INNOVATION PRECINCT

Co-location with the University of Western Sydney provides scope for increasing research and development activities and creating an innovation "hub". There is the potential for this innovation "hub" to be associated with alternative transport fuels refining, advanced biofuels and research and distribution given the ongoing presence of Shell's fuel import terminal in the precinct

PIPELINE INFRASTRUCTURE

The Camellia Precinct is currently connected to State and regionally significant pipelines for the transfer of fuel and recycled water. The existing fuel pipeline infrastructure connects the fuel import terminal to important petroleum suppliers and customers, including Port Botany, Sydney Airport and the Hunter Region. There is the opportunity for other parties to connect to this significant pipeline infrastructure, which is considered to be a major asset for the precinct.

VEOLIA OFFICES IN UNWIN STREET

SITE ANALYSIS

CAMELLIA SITE ANALYSIS MAP

LEGEND

- Precinct boundary
- Mixed use
- Low density residential
- Medium density residential
- Place of interest e.g - school / heritage item
- Petrochemical
- Medium / Heavy Industrial
- Small Business/ General Industrial
- Private recreation
- Open space network
- Endangered ecological communities
- River corridor
- Heliport
- Business name (Veolia)
- Railway line
- Disused freight rail line
- Motorway
- Parramatta-Circular Quay Ferry Route
- Existing road access

CHALLENGES

TRANSPORT AND ACCESS

Road access is via two congested main entry/exit points at Grand Ave (joining James Ruse Drive) and Wentworth Street (joining Parramatta Road). Both access intersections are already at capacity and vehicles can experience long waiting periods to exit the precinct during peak times. A lack of public transport options increases pressure on roads and no direct link exists to the neighbouring industrial area of Silverwater (separated by Duck River).

CONTAMINATION

The long industrial use of the precinct and poor historic management practices have resulted in much of it being contaminated. Substantial filling of the area is believed to have occurred but is largely undocumented, however fill is known to include asbestos wastes and chrome ore processing residues.

FLOODING

The precinct is impacted by flooding from both Duck and Parramatta Rivers. Much of the precinct is subject to the 1 in 20 and 1 in 100 year floods, which has specific implications for permitted land uses, building location, design and construction. Existing road access points are impacted by flooding as low as the 1 in 20 year flood level, obstructing emergency evacuation routes.

LAND USE AND OWNERSHIP

There are currently more than 100 individual landowners within the precinct, with the southern part being highly fragmented. Discussions with stakeholders in 2013 indicate that the majority of businesses intend to stay at present, limiting widespread change of use in the short to medium term. Conflicts between different land uses in the future need to be managed.

FORMER REFINERY

In October 2012, Shell, who are one of the primary occupants in the precinct, changed their operations from a refinery to a fuel import terminal. This change has greatly reduced the amount of land they need for their future business. Whilst on the one hand this is an opportunity, in that a significant quantum of previously unavailable industrial land will now be released to the market for new industrial development, on the other hand it is a constraint in that the operation of the fuel import terminal has very specific and significant land requirements due to the location of existing pipe and tank infrastructure. This will ultimately affect overall precinct layout, the new road network and also future land uses.

VIEW OF SHELL REFINERY FROM GRAND AVENUE

OPPORTUNITIES

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IMPROVED ROAD ACCESS

A series of intersection upgrades along the M4, James Ruse Drive and Cumberland Highway are proposed as part of the Western Sydney Regional Ring Road. A new road connection to the east of the precinct (i.e. bridge) could connect it with key employment lands in Silverwater and Olympic Park and reduce traffic impacts on existing roads. An early proposed action is to model upgraded and potential new access points and benefits through a Transport, Traffic and Access Study.

WESTERN SYDNEY LIGHT RAIL

The Western Sydney Light Rail network will connect the Camellia Precinct to the Parramatta CBD, as well as Macquarie Park and Olympic Park. This will address the lack of public transport links across the region and connect residential areas with jobs, education and recreation. The precinct also has the capacity to provide essential depot facilities for the proposed light rail network.

REMEDIATION OF LAND

Any changes to a more sensitive land use will trigger the need for remediation. The level of remediation applied and associated cost is directly related to the final land use outcome. A number of existing businesses have made a long term commitment and significant financial investment into remediation of contaminants on their sites. Clean-up technologies are likely to improve over time both in terms of cost and effectiveness.

DIVERSITY OF LAND USES

The precinct has the ability to support a range of land uses with the right planning controls. Traditional heavy industries can exist with a mix of lighter industries, recreational and residential uses provided that any future sensitive land uses in the north-west of the precinct are protected by a suitable "buffer zone" from industrial uses in the east and south.

INNOVATIVE INDUSTRIES AND INFRASTRUCTURE

The precinct is well positioned to support a transition from traditional heavy industries to an innovative clean technologies business hub, building on a number of existing enterprises within the precinct and creating potential links to research and development opportunities within universities. The Camellia Precinct is also home to two key pieces of regional infrastructure, being the Rosehill Recycled Water Scheme and a high pressure fuel distribution pipeline.

ENHANCED PUBLIC DOMAIN AND PEDESTRIAN CONNECTIONS

Grand Avenue has the potential to be transformed into a distinctive entry boulevard. The existing wide road reserve presents opportunities for innovative and sustainable urban design initiatives, which will create a unique and attractive entry to the Camellia Precinct. There are numerous opportunities for public domain improvements, including the continuation of the Parramatta riverside walk through to Silverwater, and improved public open spaces and foreshore connections that will provide amenity for residents, employees and visitors.

PARTNERSHIPS

Collaboration between stakeholders and potential partnership opportunities with the University of Western Sydney could advance a positive vision and long term strategy for the precinct. A partnership approach would strengthen the positioning of Camellia and provide a voice for lobbying State and Federal Government. Other organisations such as CSIRO and UNSW have expertise in some of the industries present on site, and may also be interested in a partnership

NATURAL VALUE

The Camellia Precinct is surrounded by substantial areas of natural value. The Parramatta and Duck Rivers bound the northern, southern and eastern parts of the precinct, offering attractive views and recreational opportunities along these waterways and in the surrounding environments. Future opportunities to remediate and regenerate these natural areas and improve access to this area will create a highly attractive business environment and new open space areas. The wetland on the north-east corner provides habitat for some endangered species.

ROSEHILL RACECOURSE AS A NATURAL BUFFER

A significant section of the western part of the precinct is the existing Rosehill Racecourse. Given its size, the racecourse already provides a natural buffer between industrial uses in the eastern part of the precinct with residential uses on the western side of James Ruse Drive. This natural buffer presents an opportunity to provide increased residential uses along James Ruse Drive that could be adequately separated from industrial uses in the east.

EMPLOYMENT

There are currently just over 3,000 people employed in the precinct. Almost 50% of these employees come from only six businesses situated within the precinct, as shown in the table below.

Employer	No of Employees	Type of Business	% of Total Employees
James Hardie	420	Cement, Lime, Plaster & Concrete Product Manufacturing	14%
API	325	Pharmaceutical & Medicinal Product Manufacturing	11%
Australian Turf Club	240	Recreation, Entertainment, Club & Horse Racing	8%
Armaguard	150	Road Freight Transport	5%
Bunnings (State Support Centre)	140	Hardware, Building & Garden Supplies Retailing (Warehouse)	5%
Downer EDI Works	140	Cement, Lime, Plaster & Concrete Product Manufacturing	5%
Total	1,415		47%

A notable exclusion from the above table is Shell, who has been one of the primary occupants in the precinct for decades. When operating as a refinery, Shell had 490 employees working in the precinct. However, the reconfiguration of the refinery to a fuel import terminal will now only require 60 employees.

Notwithstanding this, divestment of surplus industrial land from Shell's holdings and subsequent industrial redevelopment will generate 1,600 new, direct employment positions. This will lead to a net benefit of 1,170 direct employees for the precinct in the long term from this site.

Currently the B5 (Business Development) and IN1 (General Industrial) zones within the precinct are producing the highest employment densities, at around 40 jobs/ha, as shown in the table below. Potential zoning changes should be investigated to encourage new employment opportunities in the precinct. However, any changes need to consider the ongoing operation of heavy industrial uses in the precinct and the need for any new uses to be complimentary.

Zone	Location Description	Employees	Area (Ha)	Employment Density (jobs/ha)
B5 Business Development	Rosehill (James Ruse Drive)	368	9.22	40
IN3 Heavy Industrial	Camellia/Rosehill	2,196	239.29	9
IN1 General Industrial	Clyde (North of M4)	212	5.76	37
RE2 Private Recreation	Rosehill Racecourse	240	55.19	4
RE2 Private Recreation	Speedway/Heliport	16	11.72	1
	Total	3,032	321.18	9

POTENTIAL INFRASTRUCTURE IMPROVEMENTS

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The Camellia Precinct is well positioned to accommodate strong growth in the future. However, limitations to this growth and opportunity are imposed by some of the current infrastructure in the precinct and its poor transport connections.

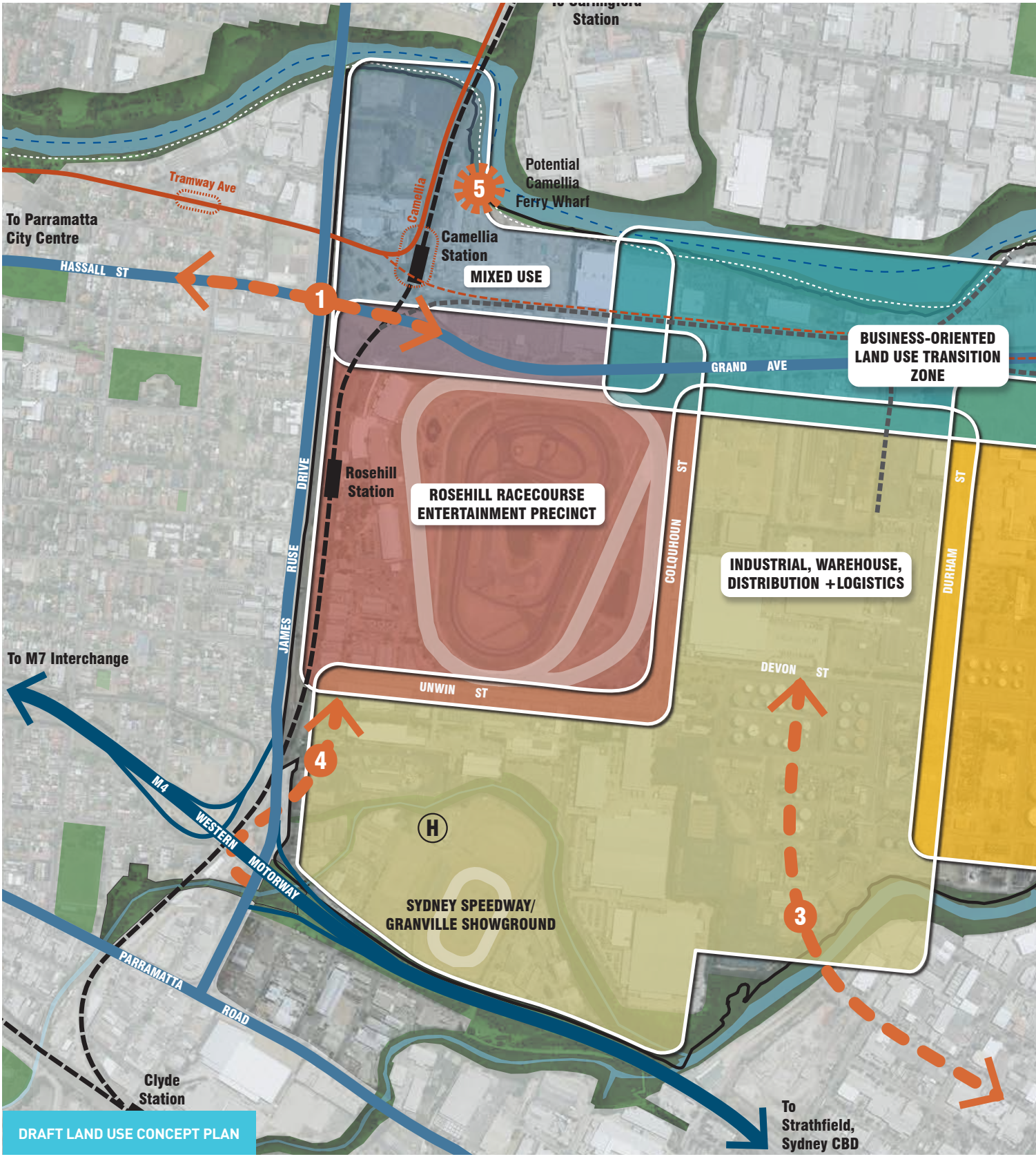
In order to accommodate potential growth in the precinct, the following infrastructure upgrades require further investigation:

1. Upgrade and improvements to Grand Avenue
2. New link to Sydney Olympic Park (bridge over Duck River)
3. New link to Silverwater (bridge over Duck River)
4. New direct link to the M4 Motorway (to southern part of precinct)
5. Potential new Ferry Wharf on Parramatta River (in north-western part of precinct)

In addition to the above, Council should continue to pursue its Western Sydney Light Rail Proposal, which would provide improved access in the north-western corner of the precinct, and better connect the Camellia Precinct with the Parramatta CBD.

GRAND AVENUE BRIDGE

DRAFT LAND USE CONCEPT PLAN



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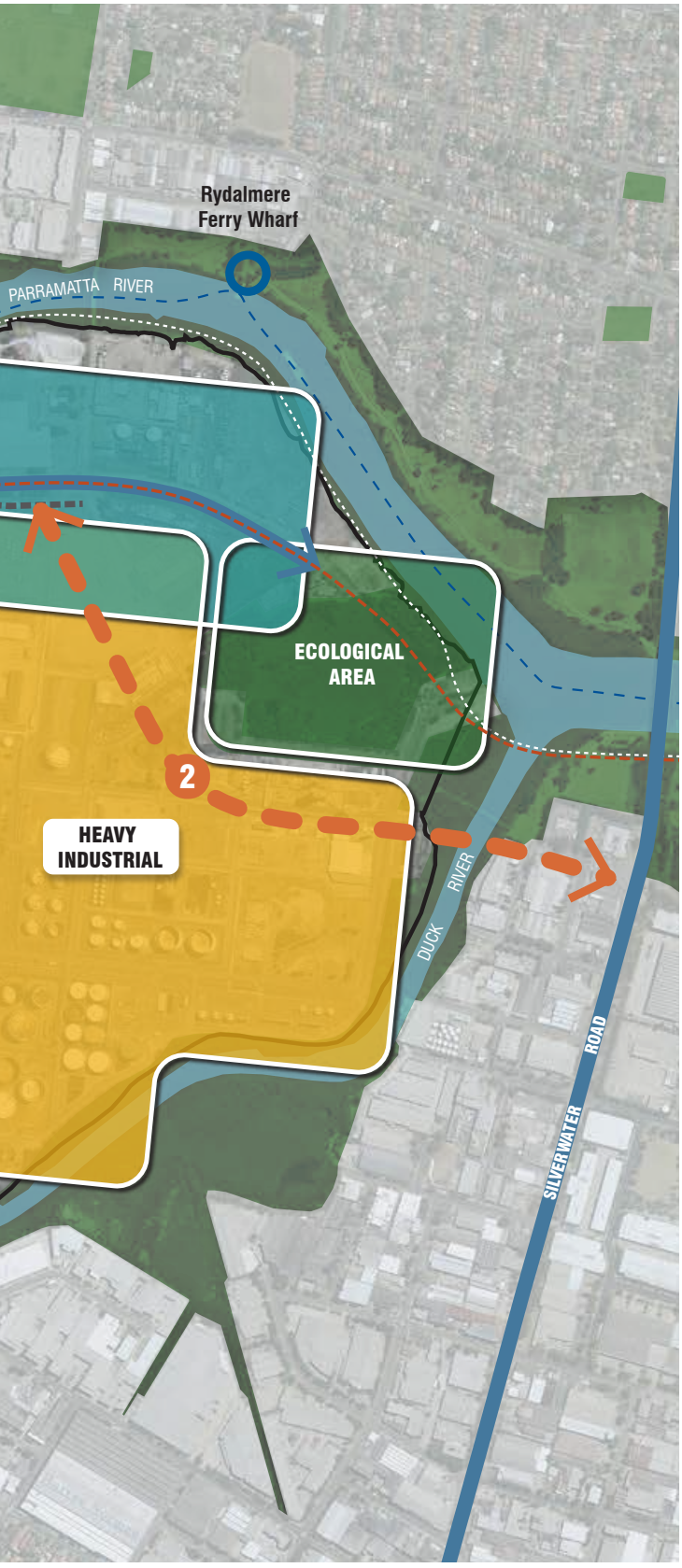

POTENTIAL INFRASTRUCTURE IMPROVEMENTS

1. Grand Avenue improvements
2. Link to Sydney Olympic Park (Location TBD)
3. Link to Silverwater (Location TBD)
4. M4 Western Motorway link
5. New Camellia Ferry Wharf

LEGEND

- Precinct Boundary
- Motorway
- Major roads
- Potential infrastructure improvements
- Railway line
- Disused freight rail line
- Indicative Light Rail Route / Stop
- Indicative Light Rail Route - Stage 2
- Heliport
- Potential riverside pedestrian access
- Parramatta-Circular Quay Ferry Route
- Open space network
- River corridor

DRAFT GUIDING PRINCIPLES

ONE
Allow for some mixed use development, including residential, in the north-western part of the precinct fronting James Ruse Drive and adjacent to the Carlingford Railway line.

TWO
Facilitate a renewed entertainment precinct at Rosehill Racecourse, and use it as a buffer between the residential and industrial parts of the precinct.

THREE
Retain the majority of the precinct in the southern and eastern parts for industrial development, but facilitate its transition to more contemporary industries, including warehousing and logistics, and also high tech and eco industries, so as to generate more jobs.

FOUR
Provide a dynamic, business-oriented land use transition zone in the northern part of the precinct on Grand Avenue adjacent to Parramatta River, allowing for a smooth transition between the mixed use precinct to the west and industrial precinct to the east.

FIVE
Provide for new traffic access points in the eastern part of the precinct over Duck River and also in the southern part connecting to the M4, so as to allow for improved access to the industrial zone and minimise any land use conflicts with industrial traffic needing to pass through any new residential development in the west.

SIX
Improve the viability of existing public transport options in the precinct by focussing any new residential development intensification around the existing rail stations at Rosehill and Camellia and also providing for a new Camellia ferry wharf on the Parramatta River in the north-western part of the precinct.

These principles are illustrated in the Draft Land Use Concept Plan.

NECESSARY STUDIES

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In order to progress planning for the precinct that would lead to any rezoning of land, the following technical studies are required to be funded and completed:

1. Transport, Traffic and Access Study
2. Economic Issues and Drivers Study
3. Contamination Study
4. Urban Design Study
5. Infrastructure Costing Study

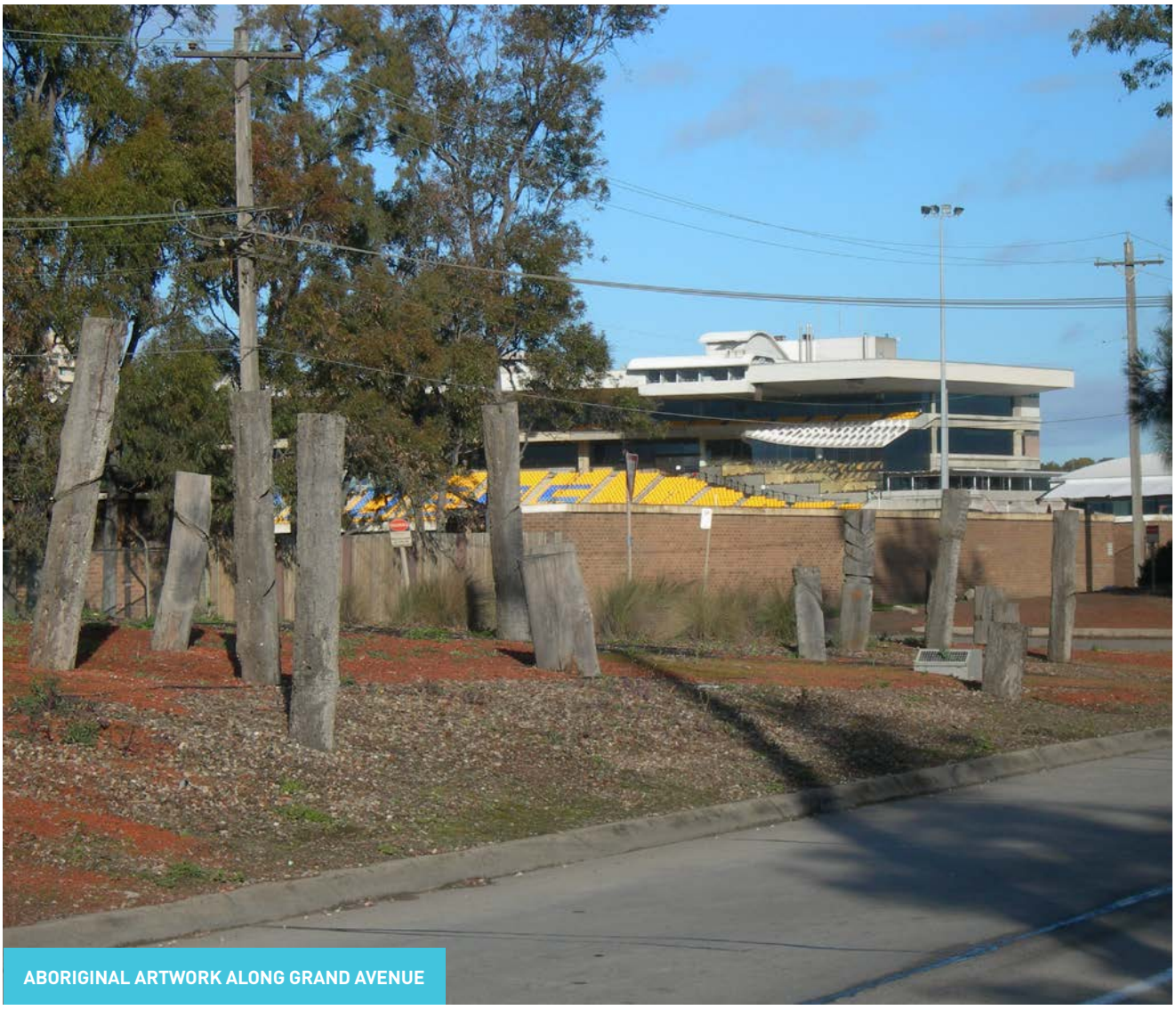
VIEW FROM PARRAMATTA RIVER OVER BORAL SITE

NEXT STEPS

1. Parramatta City Council will convene stakeholder working groups to consult on the ideas presented in this Discussion Paper and agree on a long term vision for the Camellia Precinct.

2. Investigation of funding opportunities will continue to advance necessary studies for the precinct.

3. Council to determine an appropriate pathway leading to rezoning in the precinct, as per the figure overpage.



ABORIGINAL ARTWORK ALONG GRAND AVENUE

POTENTIAL REZONING PATHWAYS

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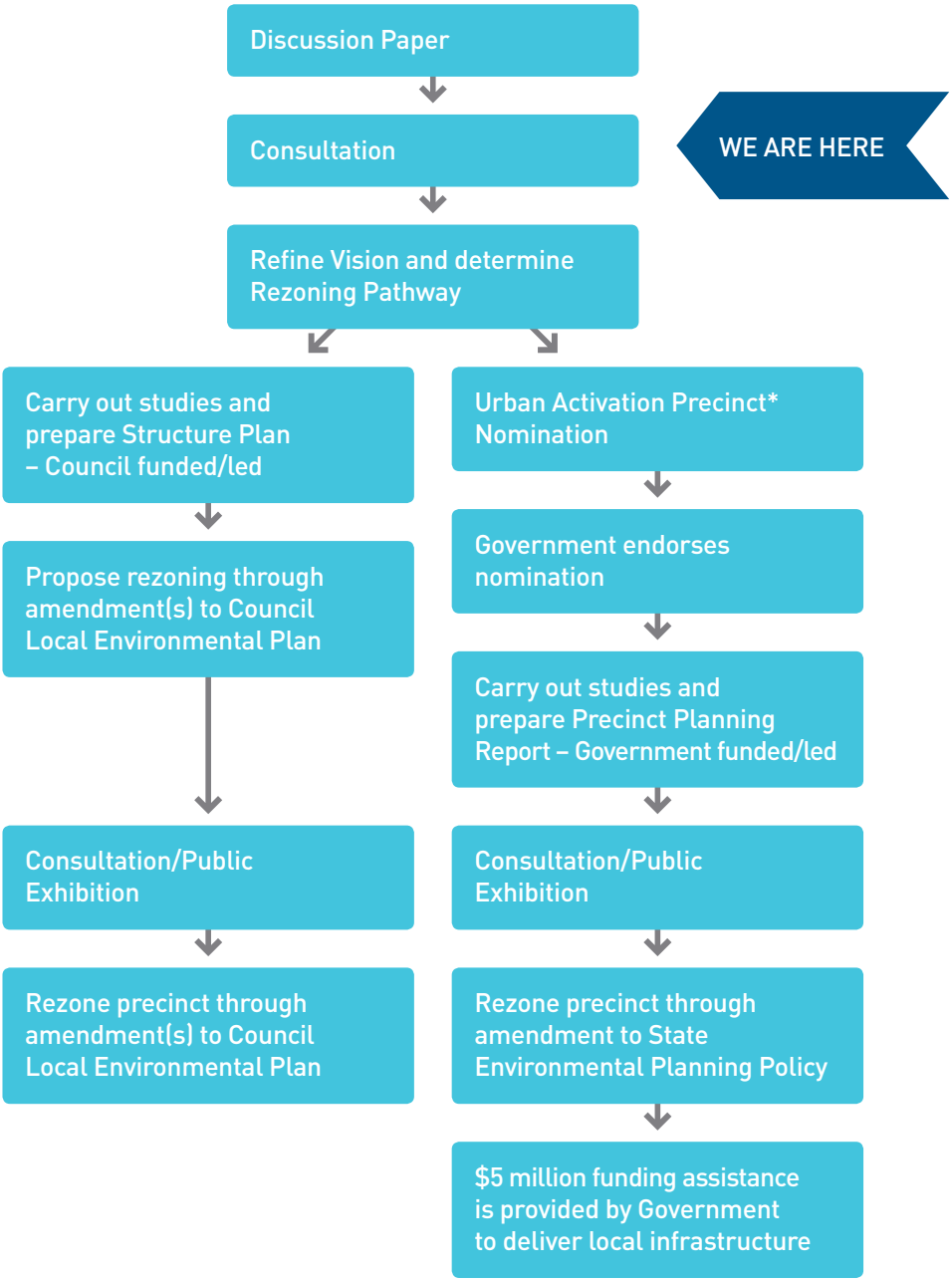
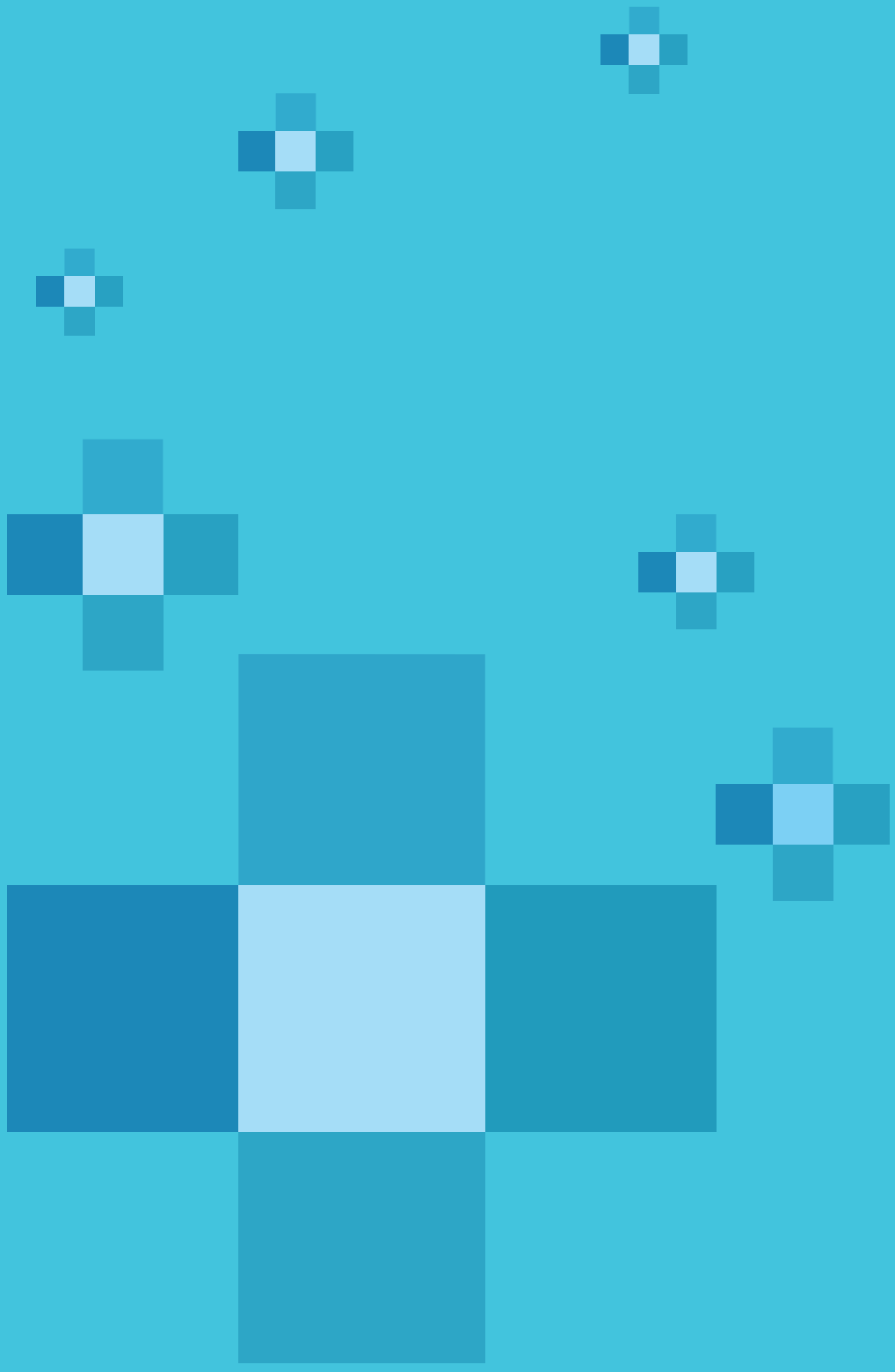


*Note: "Urban Activation Precincts are important areas that the Minister for Planning and Infrastructure considers have a wider social, economic or environmental significance for the community or have redevelopment significance of a scale that is important to implementing the State's planning objectives.

Precincts are envisaged as being larger areas, usually made up of multiple land-holdings. They will be capable of delivering significant additional growth and require coordination from State and local government to realise their potential."

NSW Urban Activation Precincts Guideline, October 2012, Department of Planning & Infrastructure



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