

GPOP

Greater
Parramatta and the
Olympic
Peninsula

Our true centre: the connected,
unifying heart



About Us

The Greater Sydney Commission (the Commission) was established by the NSW Government to lead metropolitan planning for Greater Sydney. This means the Commission plays a co-ordinating role in economic, social and environmental planning across the whole of Greater Sydney. The Commission has specific roles and responsibilities, such as producing District Plans, the Metropolitan Strategy and identifying infrastructure priorities.

Collaboration and engagement are at the core of everything the Commission does. We work across government, with communities, interest groups, institutions, business and investors to ensure that planning for Greater Sydney results in a productive, liveable and sustainable future city.

October 2016

FOREWORD



CHIEF COMMISSIONER'S FOREWORD

It's time for a change of perspective and a change in the way we all imagine Greater Sydney.

Today, more than 2 million people live west of Sydney Olympic Park, yet everyday around 300,000 people leave the region to travel for work.

Greater Sydney needs a true city at its centre, close to its heart. We need a central '30-minute city', that is connected to the north, south, east and west.

GPOP is the name we have given to the Greater Parramatta and the Olympic Peninsula. We have co-created a draft vision for how we can make it our central city.

When we consider Parramatta's extraordinary heritage and civic assets, the stunning Bicentennial and Millennium Parklands and the many projects planned and underway, GPOP is one of Sydney's most promising areas.

Around \$10 billion of public and private investment will be delivered within GPOP in the next 5 to 10 years. The area is being transformed into a great river city. It will become one of the most liveable and dynamic parts of Greater Sydney.

We at the Commission are committed to the ideas and directions set out in the draft GPOP vision. We thank all of our co-creators, including the City of Parramatta Council and the local community for inspiring the vision.

Lucy Hughes Turnbull AO
Chief Commissioner
Greater Sydney Commission



DISTRICT COMMISSIONER'S FOREWORD

Greater Parramatta and the Olympic Peninsula is the geographic and demographic heart of Greater Sydney, and a key part of the West Central District.

We have the opportunity to shape the transformation of the place we now call GPOP.

Global best practice shows that a co-ordinated approach to public and private investment is critical for successful transformation, involving innovation and enterprise.

It is crucial that a vision for GPOP is widely supported. This draft vision is a key step towards a coordinated design and delivery mechanism for this central part of Greater Sydney.

GPOP has a number of projects at different stages of progression. These projects, combined with community support and enthusiasm for the place, create momentum for public and private initiatives to continue.

More on GPOP will be incorporated into the draft West Central District Plan. My thanks to all involved in co-creating the idea of GPOP and its future direction.

We at the Commission look forward to working with all stakeholders on building this area as a model for the nation.

Professor Edward J Blakely
West Central Commissioner
Greater Sydney Commission

INTRODUCING GPOP

A growing city needs a vision – a dynamic and effective agenda for an exciting future

Finding Greater Sydney's true centre

Sydney is growing and changing. Right now we have the chance to shape the Greater Sydney of tomorrow.

- We can direct Greater Sydney's growth in a way that unifies our city.
- We can channel our city's progress in a way that preserves our unique lifestyle and assets.
- We can envisage the Greater Sydney of tomorrow with a spirit of optimism, ambition and excitement.

In this spirit, the Greater Sydney Commission welcomes this opportunity to share its draft vision for **GPOP** – the name we've given the area comprising **Greater Parramatta and the Olympic Peninsula**.

It's a vision for a city and urban hub at Greater Sydney's heart.

Where is GPOP?

GPOP stands for Greater Parramatta and the Olympic Peninsula – a 4,000-hectare area in Greater Sydney.

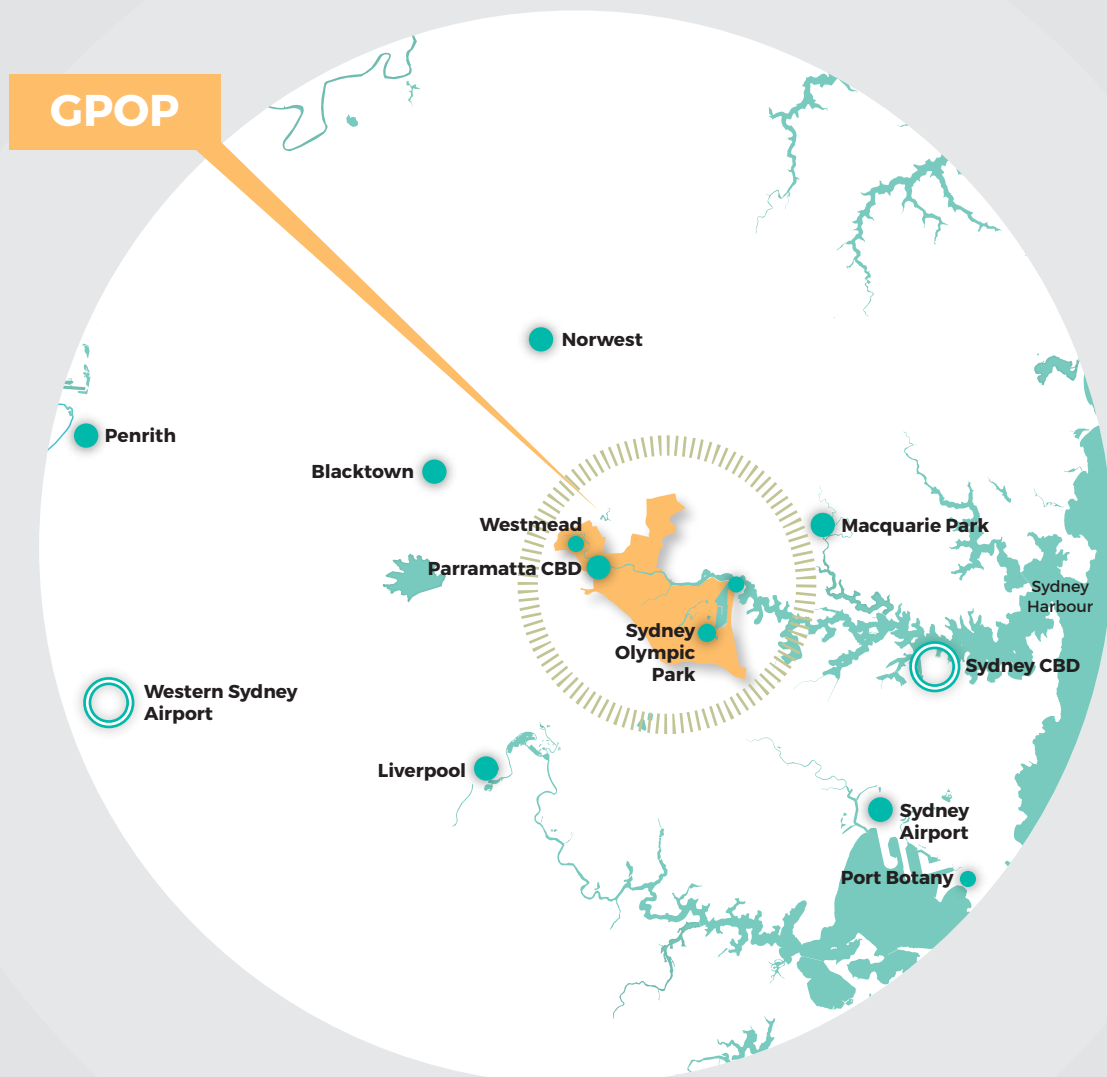
It spans 13 km east-west from Strathfield to Westmead, and 7 km north-south from Carlingford to Lidcombe and Granville.

By comparison, the City of Melbourne is 3,620 hectares.

GPOP is the geographic and demographic centre of Greater Sydney.

The Parramatta River flows east through the area and the planned Parramatta Light Rail will form the spine of GPOP.

Greater Parramatta and the Olympic Peninsula



A CITY-SHAPING VISION FOR GPOP

If decisions are guided by a coordinated vision for success, GPOP can realise its potential over the next 20 years and beyond to be:

- A central city close to Sydney's heart
- A link forging *one* Greater Sydney
- A jobs hub within reach of skilled workers
- An attractive place to invest
- A place of celebrated natural beauty

WHAT'S THE VISION FOR GPOP?

Our 2036 vision:
GPOP will be
Greater Sydney's
true centre
– the connected,
unifying heart

GPOP has a strong foundation and great assets already – it is ripe to become our true centre. We envisage four distinct quarters within GPOP:

1. **Parramatta CBD and Westmead** Health and Education Super Precinct
2. **Next Generation Living** from Camellia to Carlingford
3. **Essential Urban Services, Advanced Technology and Knowledge Sectors** in Camellia, Rydalmere, Silverwater and Auburn
4. **Olympic Park** Lifestyle Super Precinct.

Why have a vision for GPOP?

Cities are now central to human progress. They are places where people come together to live, work, learn, teach, connect, generate new wealth, celebrate and respect history and heritage. They are engines of the economy and centres of creativity and innovation.

A growing city needs a vision – a dynamic and effective agenda for an exciting future for everyone; one that invites collaboration and co-creation. This draft vision is a first step towards a city-shaping agenda for GPOP – an area already renewing in parts.

What do we hope to achieve from sharing this vision?

We are committed to engaging all of Greater Sydney – especially the local community – in a dialogue about GPOP's future. We want to incorporate everyone's aspirations in the vision.

We are confident that others will see the area's great potential as we do and contribute to its future success as our central city.

The process so far, and the way forward

GPOP was identified as a new priority growth area in the most recent metropolitan strategy for Sydney, *A Plan for Growing Sydney* (2014).

The Commission has collaborated with key partner agencies, the City of Parramatta Council, institutions and businesses throughout 2016. We have also been out and about listening and speaking to the community about their aspirations for GPOP.

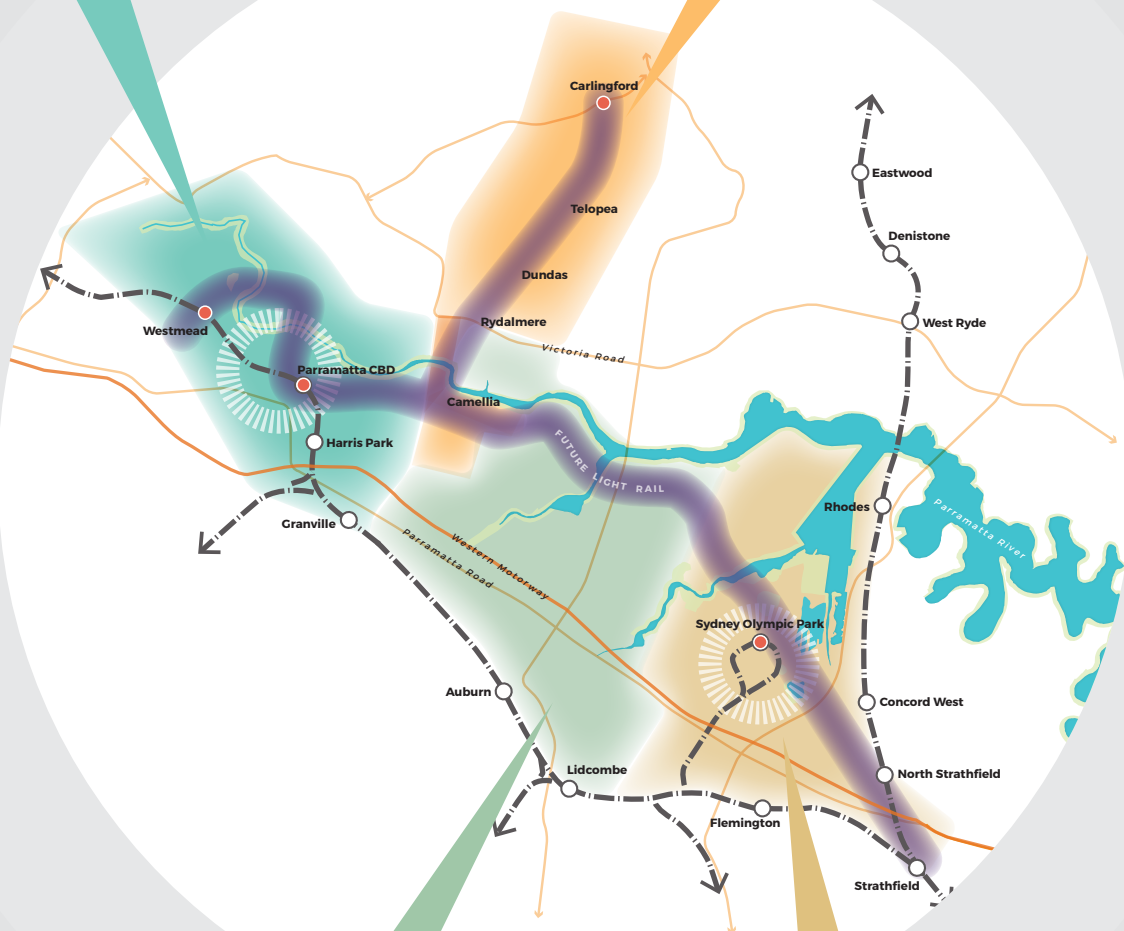
The GPOP area sits within one of Greater Sydney's six districts – the West Central District. The Commission is currently preparing the West Central District Plan and will share a draft of this plan in late 2016.

1

**Parramatta CBD
Westmead Health and
Education Super Precinct**

2

**Next Generation Living
Camellia to Carlingford**



3

**Essential Urban Services,
Advanced Technology
and Knowledge Sectors**

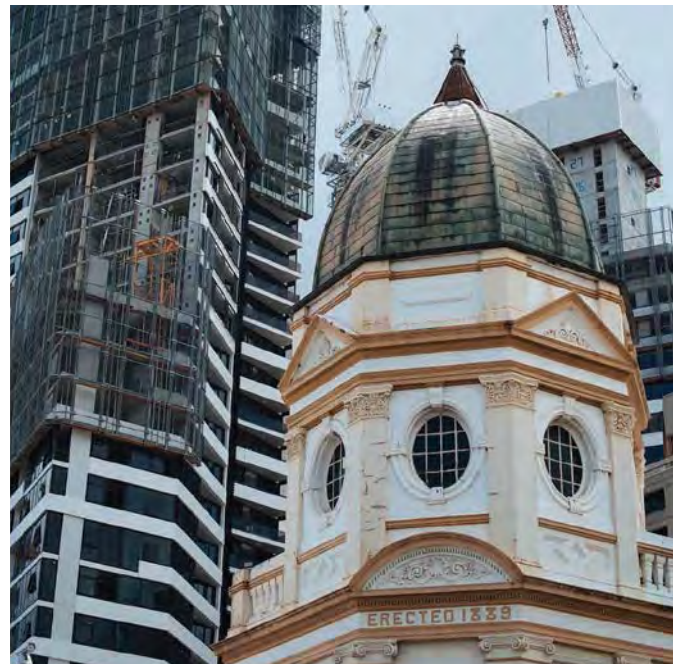
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**Olympic Park
Lifestyle Super Precinct**



#GreaterSydney: insights from the community

Our conversations with the community through the #GreaterSydney engagement program have provided valuable insights into what the community values about the GPOP area and what people want to see changed. We have sought to encapsulate these ideas in the draft GPOP vision.



GPOP: 'OPPORTUNITY CENTRAL'

GREATER SYDNEY: GROWING FAST, CHANGING DAILY

In Greater Sydney today, the evidence of change is all around us. The number of people in our metropolitan region is growing rapidly. Today we are a city of 4.3 million people. By 2036, Greater Sydney will be home to 6 million people. By 2056, that number will grow to 8 million.

We believe these challenges can be addressed by inspiring discussions about city-shaping: that is, by talking about the Greater Sydney of tomorrow as we would like to see it take shape.

It's time for a change of perspective and a change in the way we imagine our city. Greater Sydney needs a true city at its centre.

- We need to imagine a central city that is well connected and linked all round – to Sydney's CBD in the east, but also to the north, south and west.
- We need to imagine and aspire to have a central city that unifies us as *one* Greater Sydney.
- We need to imagine a central city in its fullest sense: a city with homes, jobs, open space and urban services fundamental to making cities work – water, energy, waste, freight and logistics.

The people and the numbers

- Around 100,000 people already call GPOP home and 125,000 people already work in GPOP.
- One in two people who live in GPOP were born overseas.
- One in five people who live in GPOP are 25 to 34 years old and will be of working age for 30+ years.
- \$515,000 buys a two-bedroom unit within 5 km of Parramatta CBD and \$680,000 within 5 km of Olympic Park, compared to \$1 million+ within 5 km of Sydney CBD.
- Parramatta CBD is a major destination for 50,000 workers and Westmead nearby has 18,000 workers in the health and education sectors.
- Westmead has 700 full-time researchers, including 170 leading clinician scientists and 200 PhD candidates.
- Camellia, Rydalmere, Silverwater and Auburn together employ more than 35,000 people in a mix of urban service type enterprises.
- More than 33,000 students attend 3 universities across 5 campuses; many more attend colleges and TAFE.
- More than 5,000 events are held every year across Parramatta City, Rosehill and Olympic Park.

Greater Sydney needs a central city at its heart

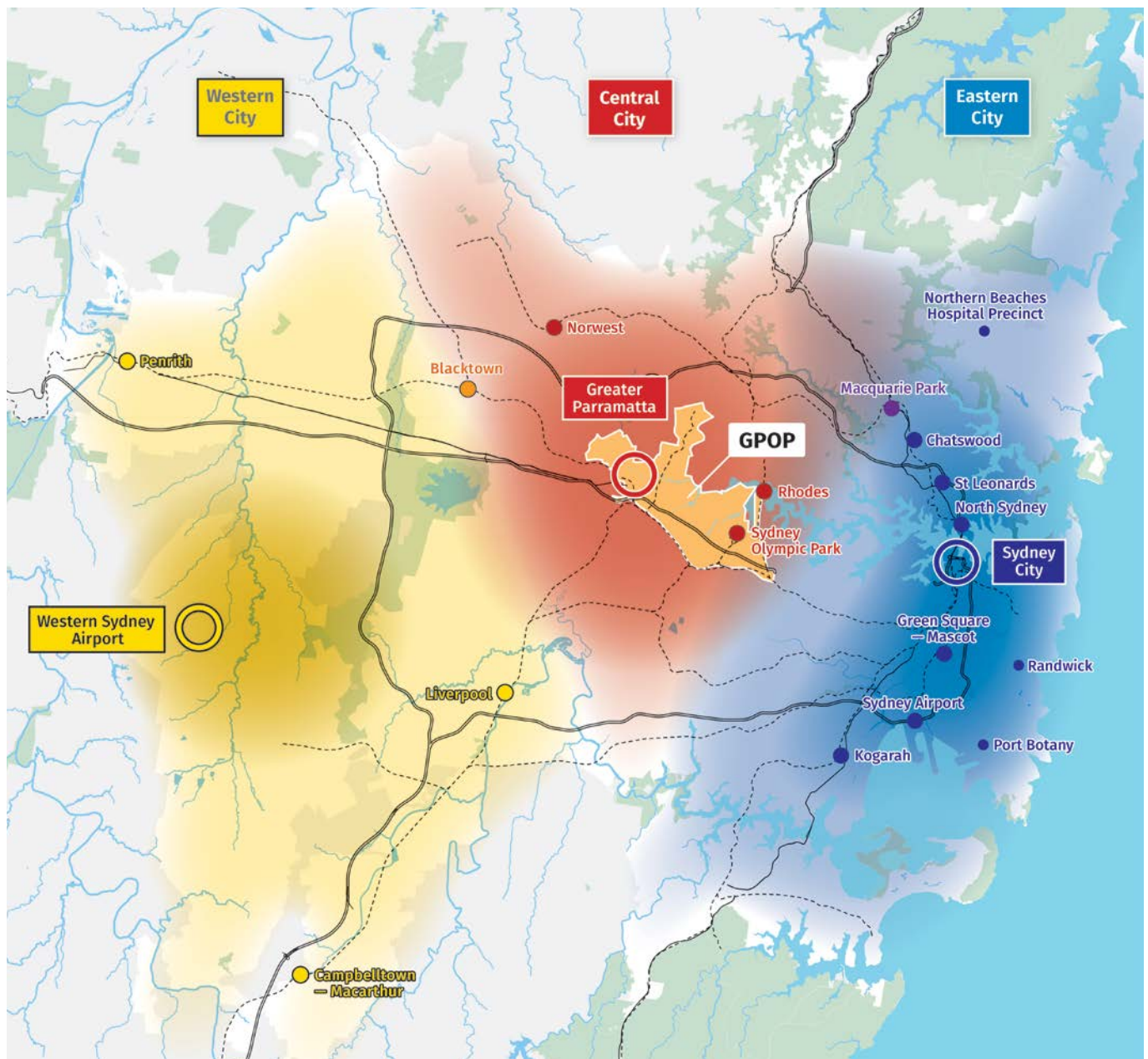
More than 2 million people currently live west of Sydney Olympic Park. That's around one in two Sydneysiders. In 2036, this figure will increase by 1 million. Yet everyday around 300,000 people travel outside of the region to work.

Plans are already taking shape to focus on job creation in the west with a game changer on the horizon: the much anticipated Western Sydney Airport. But this

alone won't alleviate the continuing strain on the established east, in and around Sydney's CBD.

We see increased congestion and affordability pressures. For many people, this strain is felt in long commute times and less than ideal housing choices.

The best way forward is to create more jobs close to where people live.



THE OPPORTUNITY TO BUILD A GREAT CITY

GPOP is on the cusp of significant revitalisation. We can expect to see immense growth and change in GPOP over the next 20 years and beyond — arguably greater than for any other part of Sydney. It's a priority for the Commission to help develop the enormous potential GPOP has for its people, present and future.

Together, community, government and private partners can co-create change in a positive way. We can take an approach that:

- considers how to meet the broad needs and aspirations of the city's people
- is collaborative, inclusive and embraces innovative thinking
- is led by urban design and environmental excellence
- results in commercially astute decision-making to the benefit of all generations.

THE OFFERING TODAY

GPOP has attracted high levels of interest from a range of sectors — universities, institutes, business, developers and investors — all of whom value the area's potential.

Diverse economic activity

Westmead health precinct

Westmead is now Australia's largest health services precinct. It was only 40 years ago that Westmead Hospital was opened on a former racecourse. Today, Westmead offers world-class integrated tertiary clinical care, an innovative education and research network, hundreds of private health businesses and the globally connected Westmead Institute for Medical Research and Children's Medical Research Institute.

Parramatta CBD

Parramatta CBD is undergoing major revitalisation now. The three-hectare Parramatta Square development will create a long-awaited attractive public space in the commercial core. Adjacent to the multi-modal transport interchange, it includes an east-west thoroughfare wider than Sydney CBD's Martin Place, to support new and existing activities.

Central urban services cluster

The urban service enterprises in Rydalmere, Camellia, Silverwater and Auburn are prime economic assets. Here many of the goods we rely on are manufactured; it is where our cars, appliances and gadgets are serviced, where our waste is recycled, our building products made and where around 50 percent of our State's fuel distribution occurs.

Sydney Olympic Park

With more than 10 million visitors each year, the world-class sporting and leisure facilities at Sydney Olympic Park are one of Greater Sydney's most significant attractions. The remediation of past domestic, commercial and industrial waste sites was the largest project of its kind in Australia and is one of the most significant environmental legacies of the Olympic Games. The Olympic Peninsula's parkland setting and river views have drawn aligned quality development. This place is now a jewel for innovative living and working.

Universities and research institutes

GPOP is home to three universities across five campuses:

- Western Sydney University (WSU) at Westmead, Parramatta and Rydalmere
- University of Sydney, Westmead
- University of New England (UNE), Parramatta.

GPOP is also host to an impressive list of renowned and respected institutes including:

- Westmead Institute for Medical Research
- Children's Medical Research Institute
- Kids Research Institute
- Institute for Clinical Pathology and Medical Research
- WSU Centre for Western Sydney
- WSU Centre for Research in Mathematics
- WSU Institute for Culture and Society
- WSU Australia-China Institute for Arts and Culture
- Whitlam Institute within WSU's Rydalmere campus
- NSW Institute of Sport.





Parramatta CBD



Camellia



Teloepa



Sydney Olympic Park

Historic stories, buildings and places

GPOP is rich in indigenous and early Australian colonial history. It features some of Australia's most significant heritage assets from land grants and family estates — Ruse, Macarthur, Phillip, Blaxland, Newington and Wentworth — and contains significant Aboriginal lands, for example around Domain Creek in Parramatta Park.

Indigenous significance

GPOP's indigenous residents called themselves the Burramatta ('Burra' meaning eel and 'matta' meaning creek). Their eastern boundary is thought to have been Duck River, Homebush Bay or some point in between. Today Parramatta is still home to the Burramatta clan of the Darug people. They retain a spoken language, which is part of the Darug language group.

Colonial footprints

The settlement of Parramatta developed at the head of the Parramatta River at the same time as settlement

A river ribbon linking green spaces

Appealing waterways, open spaces, parks and leisure hubs make up a portfolio of more than 550 hectares of natural assets and amenities within GPOP that are easily navigable and walkable. Parramatta River meanders through GPOP and borders many of the green spaces in the area. Up until the 1950s, most of the river was swimmable and its banks played host to a range of social activities.

Today, its upper and mid reaches are too polluted for swimming — prompting a group of passionate locals, the Parramatta River Catchment Group, to launch the 'Let's make Parramatta River swimmable again by 2025' campaign. A swimmable Parramatta River would provide Greater Sydney's water loving residents and visitors with a central waterside leisure destination.

Lake Parramatta was officially reopened for public swimming and water recreation activities in 2015, after being closed since 1942.

GPOP has great civic, heritage, cultural, sporting, recreational and leisure assets.

occurred in Sydney Cove. Governor Arthur Phillip officially renamed the colonial settlement Parramatta in 1791.

Consequently, there are fascinating colonial heritage sites in and around Parramatta, including the world heritage-listed Old Government House, The Lancer Barracks, St Patrick's and St John's Cathedral and Elizabeth Farm.

North Parramatta's heritage sites include the Female Factory Precinct, Parramatta Gaol and old mental health facilities, assets that the local community would like to see restored, interpreted and made accessible.

Post-industrial revolution: the Olympic Park story

The Olympic Peninsula has its own unique history. Some 19th-century Armory Depot buildings remain today — reminders of the area's long industrial past. Over the years, the place has sustained salt making, abattoirs, a brickworks and chemical industries. Yet today's Sydney residents are most familiar with the area's post-industrial remediation and its restoration as Olympic Park.

A diversity of arts, culture, food and worship

GPOP has an exciting and diverse arts and culture scene, and is a focus for Western Sydney artists. It already boasts the Riverside Theatres and their resident company National Theatre of Parramatta, Information and Cultural Exchange (ICE), Parramatta Artists' Studios, plus a regular catalogue of public events in the Parramatta CBD and at Sydney Olympic Park. Members of the community have expressed a strong desire to further enrich arts and culture in Parramatta CBD and North Parramatta.

Parramatta CBD is host to a thriving restaurant and café culture, with Harris Park nearby uniquely defining itself as 'Little India' due to a cluster of Indian restaurants, music and grocery stores. Western Sydney's Indian and Pakistani Muslim community come together in Harris Park to worship at the Harris Park Mosque (Masjid Tawheed) in Marion Street while the Sydney Murugan Temple in Mays Hill hosts Hindu worship.

Welcome to the newcomers: MAAS and Tropfest

The Museum of Applied Arts and Sciences (MAAS) is set to spur an arts and culture precinct along the banks of the Parramatta River, following relocation of its popular Powerhouse Museum from Sydney's CBD to Parramatta CBD.

Tropfest, the largest global festival for short films and a hugely popular event for Sydney's film lovers, will be held for the first time in Parramatta Park in February 2017. Entering its 25th year, the festival began at the Tropicana Cafe in Darlinghurst with an audience of around 200 and has most recently been screened in Sydney's Centennial Park, with attendance peaking at around 100,000 people.

With a plethora of high profile sponsorship partners including large media corporations, and a viewership Australia-wide of up to 1 million people, Tropfest is an unprecedented win for GPOP's arts and culture scene.

During the next five to ten years it will boast many more.



Olympic calibre venues and passionate spectators

GPOP boasts 3 stadiums, a horse racecourse, an arena, a racetrack, a showground and a world-class aquatic centre — all city-scale attractors drawing spectators and punters from across Greater Sydney. GPOP is also host to a number of well-loved sporting teams, whose successes fill Western Sydney locals with pride.

The now-legendary Western Sydney Wanderers call GPOP their home. In a few short years, the Wanderers have become one of the A-League's most supported clubs, gaining attention for the passion they inspire in their loyal fans and for the atmosphere at their games.

The Parramatta Eels, founded in 1947, are long-standing local NRL favourites. The Greater Western Sydney Giants

have a strong grass-roots fan base and respected profile within AFL fixtures. They continue to grow their base as they establish AFL among a new generation of Western Sydney players and fans.

Women's sport has a strong presence in GPOP. The Australia Diamonds, NSW Swifts, GWS Giants Netball, GWS Giants Women's AFL and the Sydney Thunder Women's Cricket teams all reside here. The annual Women's Sports Festival, held every year at Sydney Olympic Park, inspires girls and young women to strive for sporting excellence.



WHAT MAKES GPOP IDEAL FOR OUR CITY-SHAPING PLANS?

GPOP HAS THE RIGHT INGREDIENTS FOR SUCCESS

Centrality is key – it's where east meets west

GPOP is the centre of Greater Sydney. It unites north, south, east and west. With the right connections it can easily attract people from all parts of Greater Sydney – to work, live, be educated, access services, and take part in leisure activities.

The economic advantages of GPOP's central location are many: the GPOP area will introduce 360-degree benefits as the drive for urban change and renewal flows into neighbouring areas.

Transformative investment is on the horizon

With so many projects planned for GPOP and unprecedented levels of attention from the NSW Government and its partners, momentum and entrepreneurial activity builds daily.

We have a young and diverse labour force with 21st-Century skills

Cultural diversity is one of GPOP's true strengths – with one in two residents born overseas. Most have migrated from India, China, South Korea, the United Kingdom and Hong Kong. An added strength is the area's youthful age demographic: one in five residents are aged between 25 and 34. As GPOP evolves into a burgeoning central city, an emerging educated and aspirational labour force are in ready supply. This group typically has:

- diverse language skills and cultural competencies
- global connections and entrepreneurial spirit
- high levels of qualification in the IT, engineering, mathematics and medical sectors
- strong community and family links in the GPOP area
- a desire to establish their lives in the centre of our city.

"Parramatta is the place where I have managed to grow a successful business, raise a beautiful family and enjoy the vast array of cultures and cuisines. It is a meeting place of the peoples, a city where all the world lives."

– Mustapha Elsamad, Mecca Group International Parramatta

We can leverage a rich mix of city-scale assets already here

A city needs housing, commercial centres, hospitals, universities, open spaces, leisure hubs and urban services to work well — and GPOP has that mix.

It's helpful to compare the GPOP area with the Sydney CBD to Sydney Airport span, which has been a priority for urban renewal over the past three decades.

GPOP shares many of the features that gave the Sydney CBD to Sydney Airport its priority status for public investment.

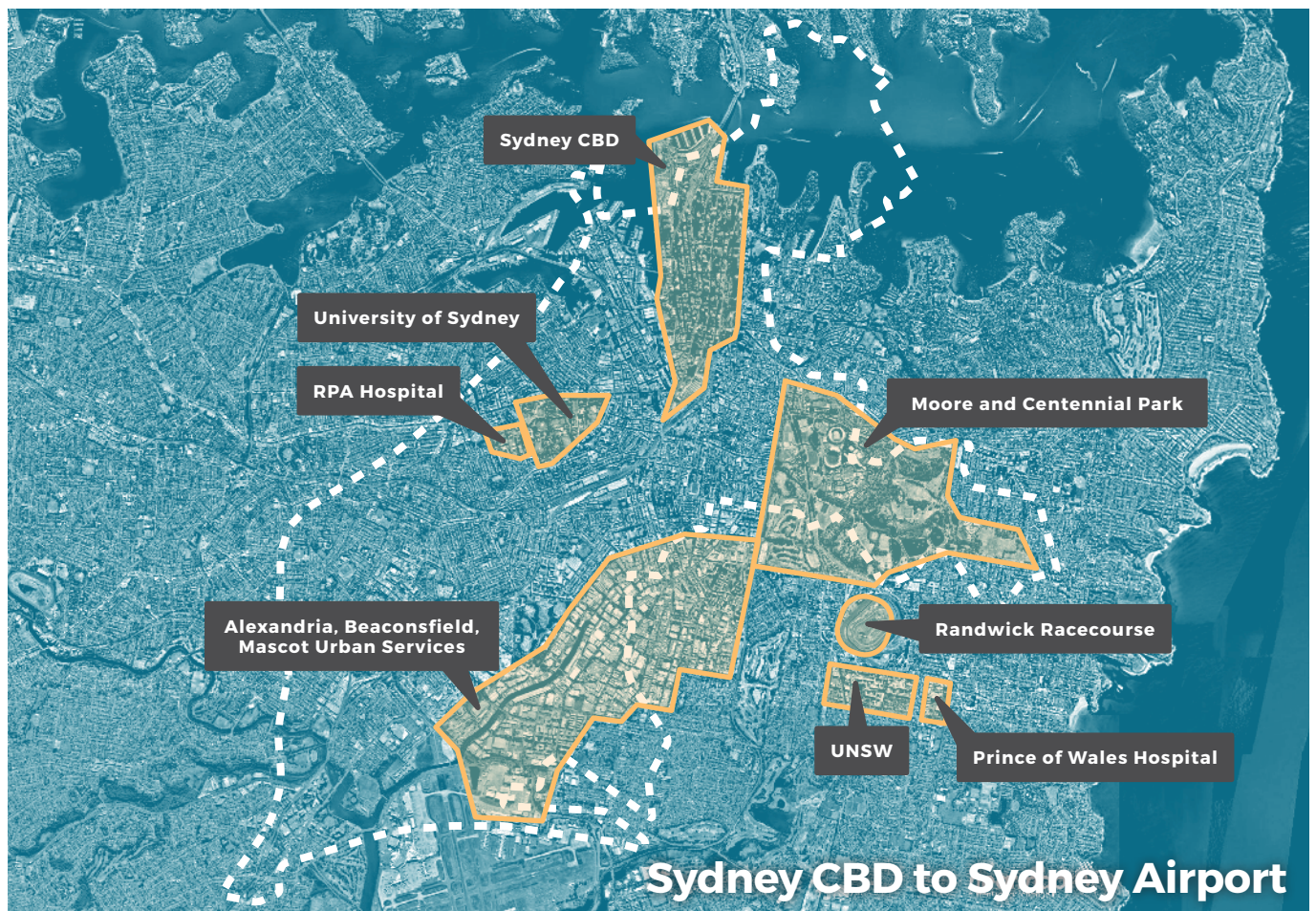
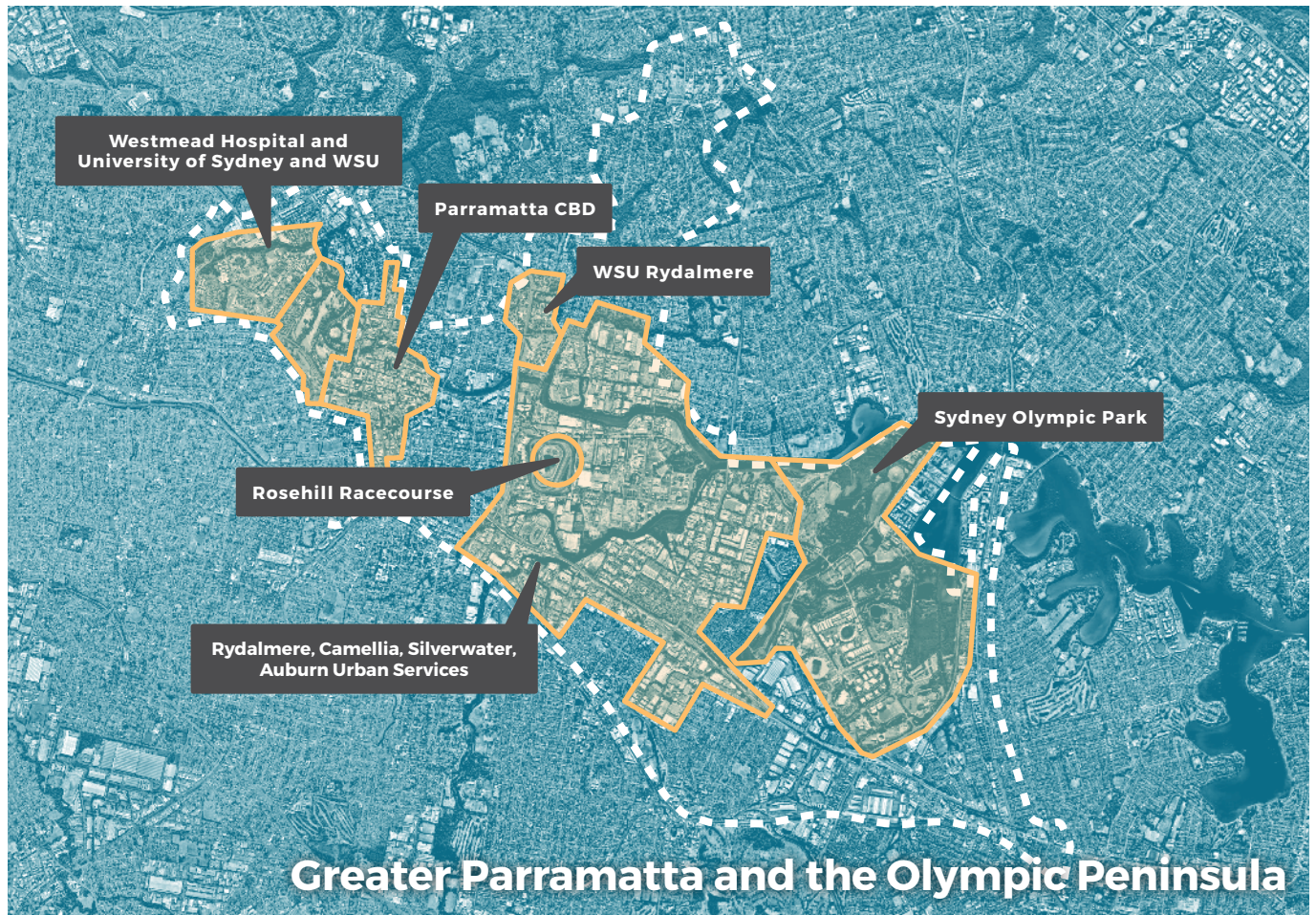
GPOP can offer a more affordable urban lifestyle

With impressive city-scale civic assets, great open spaces and the prospect of rapid job growth close to quality housing, GPOP is an attractive solution for Sydney's renters and homebuyers.

A two-bedroom unit within 5 km of Parramatta CBD or Sydney Olympic Park is around half the price of a two-bedroom unit within 5 km of Sydney CBD.

The GPOP resident profile has begun to change as the area attracts young skilled professionals and their families looking for more affordable homes within reach of employment and civic centres.

- Parramatta CBD parallels Sydney CBD as a commercial and civic core.
- Parramatta's fascinating indigenous history and settlement artefacts are comparable to Sydney CBD's heritage assets for cultural significance.
- Westmead Hospital and The Children's Hospital at Westmead are part of a wider precinct, in the same way Camperdown's Royal Prince Alfred and Randwick's Prince of Wales Hospitals are nestled in wider health and education precincts.
- Parramatta Park – nominated as the Governor's Domain and later the People's Park – shares a similar history to Sydney treasure The Domain, which was also the Governor's Domain.
- A number of respected universities have campuses within GPOP including WSU, University of Sydney and UNE. The eastern location of University of Sydney, UTS and UNSW draws parallels.
- Camellia, Rydalmere, Silverwater and Auburn service central Sydney, just as Alexandria, Beaconsfield and Mascot have serviced eastern Sydney.
- GPOP proudly claims its own 'Centennial Park' and sporting precinct: the stunning Millennium and Bicentennial Park lands located within the Sydney Olympic Park sporting precinct.



Modern infrastructure, new experiences.

WHAT'S PLANNED FOR GPOP?

The scale of change in the GPOP area — including projects planned and committed — represents a major city-shaping opportunity for the Commission and its partners.

New infrastructure

Committed projects in the GPOP area

- Parramatta Square, including a new WSU Campus.
- Western Sydney Stadium upgrade.
- Old Kings School Primary School and Arthur Phillip High School.
- Parramatta Light Rail.
- Revitalisation of the Parramatta River through the CBD.
- Museum of Applied Arts and Sciences.
- Westmead Hospital upgrade.
- WSU Westmead redevelopment.
- WestConnex and Hill Road ramps.
- ANZ Stadium redevelopment.

Light rail — the GPOP link

A new Parramatta Light Rail is being planned, to better connect the mass of new infrastructure — public and private — in the GPOP area.

GPOP will benefit from the light rail's high-frequency 'turn up and go' schedule to residential, employment, cultural and education destinations.

Easy connections will be available to the wider rail network, bus, ferry and active transport links, enabling travel beyond GPOP.

New living and working areas

Major renewal areas connected by light rail

- Westmead.
- Parramatta North.
- Parramatta CBD.
- Camellia Town Centre.
- Rydalmere.
- Telopea.
- Olympic Park.
- Homebush Precinct.

Potential for targeted growth in existing areas

- Church Street North.
- Harris Park and Rosehill.
- Granville Precinct.
- Rydalmere, Dundas, Telopea West and Carlingford within 1 km of new light rail stops.

Great places to live,
homes for all.



WHAT'S THE VISION FOR GPOP?

Our 2036 vision:
GPOP will be Greater Sydney's
true centre – the connected,
unifying heart

LET'S COLLABORATE AND MAKE GPOP A SUCCESS

With so much to offer, **GPOP makes sense** as the focus of Greater Sydney's central urban revitalisation efforts during the next 20 years – to 2036 and beyond.

If we apply a city-shaping mindset to the revitalisation of GPOP, it will become a distinctive inner-urban hub that draws its strength from a vibrant Parramatta CBD.

To do this, we must apply a clear vision to public and private investment in:

- infrastructure and transport
- housing diversity and affordability
- jobs, business and enterprise
- culture, leisure, heritage, tourism, sport and recreation assets
- education, health and research assets
- open spaces, waterways and natural assets and amenities.

Our task

The Greater Sydney Commission is tasked with **co-creating and implementing key plans for Greater Sydney.**

To succeed, the Commission must collaborate with stakeholders, including all levels of government, business, institutions and the community. The Commission is committed to:

- engaging all of Greater Sydney, especially GPOP locals, in a dialogue about the future of the area and their aspirations for its development over the next 20 years and beyond
- managing delivery of the vision, focusing on productive, liveable and sustainable outcomes.

A CITY-SHAPING VISION FOR GPOP

If decisions are guided by a coordinated vision for success, GPOP can realise its potential over the next 20 years and beyond to be:

A central city close to Sydney's heart

GPOP will be a thriving, accessible and inclusive civic heart with its own rich history and diverse cultures. It will be situated close to Greater Sydney's growing population and strategically positioned between Sydney CBD and the new Western Sydney Airport.

A link forging *one* Greater Sydney

GPOP forms a physical bridge for all parts of the city. Renewal of the GPOP area will help build a unified, coherent and integrated city: *one* Greater Sydney for all.

A jobs hub within reach of skilled workers

GPOP will be an employment and entrepreneurial centre, with Parramatta CBD-Westmead and Olympic Park providing key work and business opportunities. This will help address the deficit of skilled work opportunities in the west and lessen the daily west-east travel to Sydney CBD and surrounds.

An attractive place to invest

GPOP has the foundations to be a magnificently diverse 21st-Century urban economy that can service the city's needs, its people and its enterprises — including managing the fundamentals like waste, water, energy.

A place of celebrated natural beauty

GPOP will be known for its own city-scale natural treasures — its river, its parklands and its landscapes. It will be loved and enjoyed by Greater Sydney's extraordinary mix of people. It will be a truly attractive and liveable place.

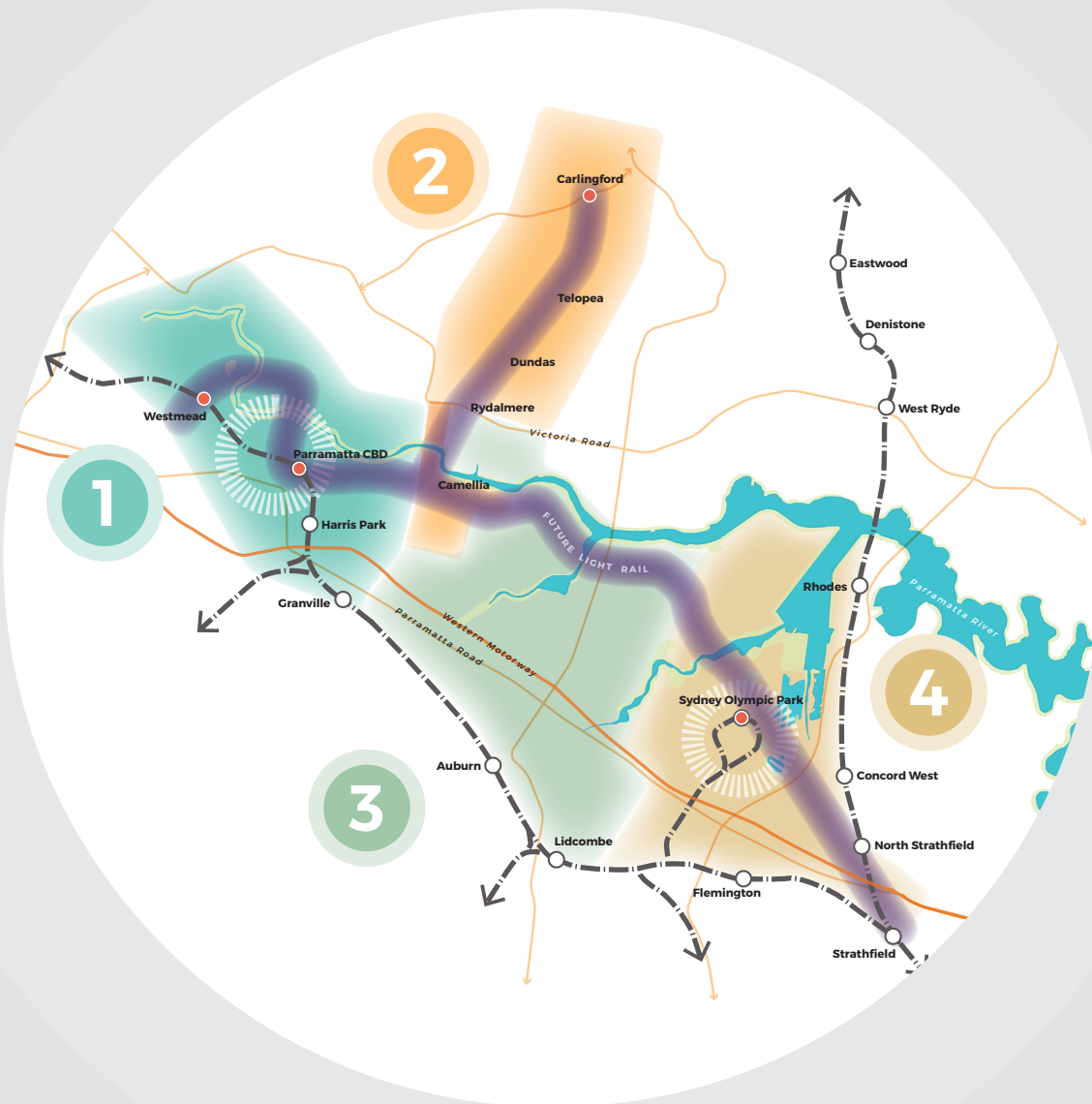




View of GOP into the future looking west



FOUR QUARTERS – A STORY FOR SUCCESS



Each quarter within GPOP is linked by the **Parramatta River** and the planned **Parramatta Light Rail**. In the future, metro rail may also play a role. Each quarter plays a different but important economic, environmental, social and cultural role in our vision to establish GPOP as Greater Sydney's true centre.

PARRAMATTA CBD AND WESTMEAD HEALTH AND EDUCATION SUPER PRECINCT

Parramatta CBD and Westmead will play a critical role for GPOP, offering a dynamic combination of commercial core, civic heart, health, education and research hub. This super precinct will be GPOP's westernmost economic anchor — attracting human talent, investment, and creative and innovative activity.

A strong commercial core interwoven with the river: Parramatta CBD

The revitalised Parramatta CBD will be GPOP's commercial and civic centre. It will grow with a strong commercial core, an identifiable CBD skyline, a sound mix of finance, insurance, accountancy, legal, real estate, convention, public administration and IT services and a lively night-time economy.

The revitalised Parramatta River will be the CBD's centrepiece and will connect to the prestigious commercial address of Parramatta Square via the Civic Link. Parramatta CBD will be designed as our central '30-minute city'.

A proud 'health city' and international innovator: Westmead

Westmead's renewal will take shape around a lively main street and urban village, served by rail, light rail and rapid bus. The street will be a place for workers, student and researchers to meet, for hospital patients and visitors to seek an outdoor escape, and a place where many will begin an onward journey into Parramatta CBD.

Westmead will have the vital services required for everyday life — childcare, hairdressers, florists, cafes, and so on. Westmead's identity will form around its street life, with great places to meet fostering the area's dynamic culture.

A step away from Parramatta CBD, Westmead will be a place where clinicians, researchers and students convene and link to commercial experts with the capability to take scientific inventions to new markets.

Creative, heritage and entrepreneurial hub: North Parramatta

North Parramatta will be enlivened by an ambitious 40-hectare renewal agenda with heritage conservation at its heart. With easy connections to Parramatta CBD and Westmead, North Parramatta will be a great place to enjoy an easy 'live-work-walk' lifestyle.

Creative solutions for the adaptive reuse of heritage buildings will spark new enterprise and inspire new arts, cultural, health and heritage endeavours.

A green connector: Parramatta Park

Parramatta CBD–Westmead–Parramatta North will all be linked by the 85-hectare Parramatta Park. We see Parramatta Park as becoming an urban oasis loved by the city's people, with a safe, direct and well-lit path between Parramatta CBD and Westmead.

Parramatta Park also follows the contours of the Parramatta River — soon to be restored as a living waterway — where GPOP's people will enjoy walking, cycling and safe swimming.

"Parkroyal Parramatta has just added another 90 rooms and 5 conference rooms. Meriton Apartments will open later in 2016, along with the Skye Hotel in 2017, and Four Points by Sheraton in 2018. This represents more than an additional 50 percent of rooms supply into Parramatta in the next 2-3 years, which indicates confidence and is extremely positive."

— Michael Johnson, Parkroyal Parramatta

An economic centre boasting great character, community and diversity

The Parramatta CBD and Westmead Health and Education Super Precinct will be characterised by the following elements.

- It will deliver a diverse, entrepreneurial and resilient urban economy focused on professional services and public administration, plus world-class health, education, research and enterprise.
- It will be designed as our central '30-minute city' — that is, a city with easy connections to the north, south, east and west to maximise the catchment of talent, enhance social inclusion and offer an attractive lifestyle in the centre of Greater Sydney.
- All modes of transport connection will be utilised — heavy rail, metro, light rail, road, ferry, cycling and walking. We need to break the historic focus on east-west movement to make our central city, and Greater Sydney, work effectively.
- It will foster the city's unique diverse spirit by creating the setting for the extraordinary diversity of the city's people to flourish and enjoy life. The super precinct will support a rich local arts and cultural community.
- It will offer excellent and diverse dining options — reflecting the diversity of its people — as well as an iconic museum and inspiring events. It will be a proud sporting city: our city's people and businesses will join together to show their support for home teams.
- It will offer a mix of housing, enabling residents of all kinds to settle and to move as their needs change — from student or researcher to innovation entrepreneur, medico or executive. It will include some affordable rental housing for very low to low income households, and micro-housing for those that just need a 'pad'.



NEXT GENERATION LIVING FROM CAMELLIA TO CARLINGFORD

A 21st-Century living, learning and leisure district is planned for this northern GPOP spur. It will comprise a mix of medium to high-density housing types with nearby education, research, retail, recreation and entertainment facilities providing all the conveniences of 'inner-city' living. Smart, vibrant and inclusive communities are the goal.

The '30-minute city': from dream to reality

The planned 'turn up and go' Parramatta Light Rail will connect existing and future communities in Carlingford, Telopea, Dundas, Rydalmere and Camellia, to Westmead, Parramatta CBD, Silverwater and Olympic Park.

With these swift and convenient connections, the '30-minute city' will truly become a reality. The line will be connected to Epping and Macquarie Park — by one mode or another — giving people excellent work and study choices.

A revitalised community: Telopea

A mix of new and revitalised modern social housing, affordable housing and private housing is planned across 40 hectares in Telopea. The suburb will have a new retail centre right next to a new light rail station.

New and integrated community facilities will help meet the needs of the area's community. The currently underutilised Telopea Public School, for example, will be reimagined to support community-building goals.

Smart living: Rydalmere

The 19-hectare site opposite the Western Sydney University's campus at Rydalmere will be redeveloped with a mix of housing types to cater for people seeking an inner-city lifestyle next door to a great university campus.

This redevelopment will contain retail and commercial uses — designed to suit businesses seeking to build strong relationships with this world-class institution.

New life on the river: Camellia Town Centre

The Camellia Town Centre, planned for the banks of the Parramatta River in Camellia, will be created from the ground up. It will offer new employment, housing and lifestyle opportunities. At 45 hectares, this site is similar in size to the neighbouring Rhodes Town Centre, further east along the River.

We can expect to see Camellia undergo a transformation, as this urban hub emerges. Careful planning will provide assurance that the new Camellia Town Centre and neighbouring fuel operations can safely coexist. Remediation of contaminated sites will prepare ex-industrial lands for new uses.

A total transport solution will need to be found to meet the requirements of this new town centre.

Entertainment and leisure precinct: Rosehill Gardens

Rosehill Gardens will be transformed into a high-quality leisure precinct, focused on racing. Around 25 hectares is available for redevelopment at this eastern gateway to Parramatta CBD. Rosehill's new facilities will add to GPOP's impressive entertainment and hospitality portfolio.

Infill around new light rail stops

Residents in existing neighbourhoods within 1 km of new Parramatta Light Rail stops (such as Carlingford, Dundas and Telopea West) will be able to take advantage of urban infill opportunities, including knock-down-and-rebuild options for duplexes, triplexes, terrace housing or small secondary dwellings like granny flats.



“Affordable housing should be a part of the bedrock to make Parramatta CBD work. It will underpin the economically diverse communities that we want to live in. It is critical to providing financial stability for working families, helping them get ahead and build a better life.”

– Andrea Galloway, Evolve Housing

Modern housing for all and thriving town centres

‘Next generation living’ will contain the following characteristics:

- It will offer easy access to a wide range of work, study and enterprise venues. Families will be able to make choices between attractive options within reach for high schools, university courses, employment and business locations
- For example, people will be able to travel on the light rail line to run a professional services business

in Parramatta CBD; or to a start-up ‘green’ enterprise in Camellia or Silverwater

- With sustainable transport and great modern housing, this area’s residents can be the vital cultivators of a world-class education, research and enterprise eco-system that thrives across Parramatta CBD, Westmead, Rydalmere and Olympic Park.

ESSENTIAL URBAN SERVICES, ADVANCED TECHNOLOGY AND KNOWLEDGE SECTORS

Our central city needs multiple dimensions — it needs a commercial core, with high density housing nearby and places to enjoy life. It also needs urban services and modern industrial areas.

At GPOP's centre is a major hub of urban services and employment spanning across Rydalmere, Camellia, Silverwater and Auburn. This area's unique centrality in Greater Sydney offers its businesses great access to markets and customers.

This potential to prosper and grow makes GPOP's urban services hub a true economic asset. GPOP has the foundations to become a remarkably diverse urban economy that can service a wide range of the city's needs.

A total transport solution for the area will help ensure this great potential is realised.

More than meets the eye: GPOP's entrepreneurial spirit

At a glance, the area is an industrial landscape, generating commercial and freight traffic. But dig deeper and you'll see evidence of the richness of entrepreneurial nous, the variety of enterprise and the thriving business network that has built over decades.

Our vision is to maintain this central employment and urban services area, intensify employment uses and connect with the 21st century global economy.

A centre for smarts, an incubator for innovation

We want to encourage new low-cost start-ups to locate in this area in order to grow and evolve in close proximity to universities, related industry and Parramatta CBD.

For example, this area could incubate innovative technology-based industries that emerge from GPOP's university sector — picture a place where electric cars and smart home appliances are serviced, free trade coffee beans are roasted, low-carbon concrete and plasterboard are made and energy is recovered from organic waste.

The smarts may come from the institutions nearby, such as Western Sydney University's Rydalmere campus, with its Centre for Research in Mathematics or the University of New England at Parramatta, which retains roots in the agricultural sciences.

New modern enterprise opportunity

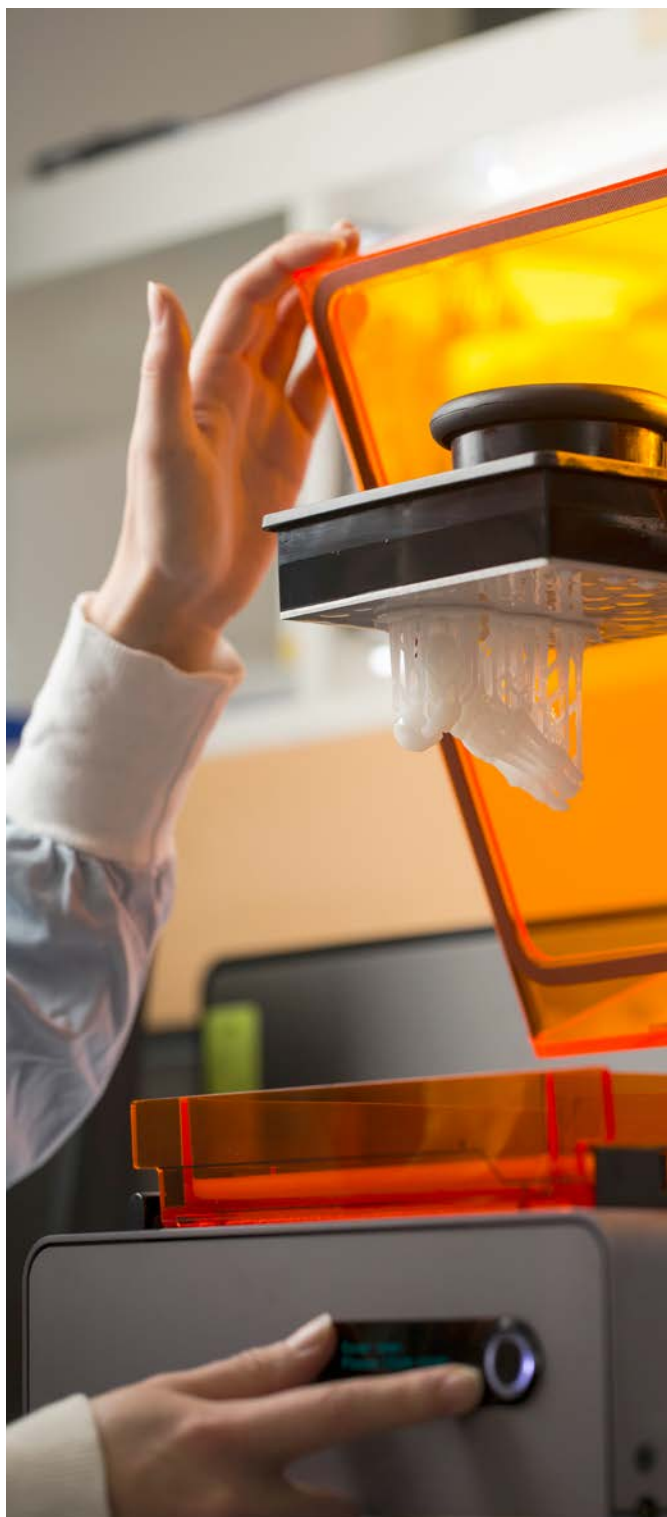
Viva Energy's evolution from an oil refinery to an oil distributor — a change brought about by changes in the global fuel supply chain — represents a landmark change and an opportunity for GPOP.

Around 40 hectares of surplus land in Camellia will become available for modern enterprise with relatively high density employment. Its future use must be compatible with the requirements of Viva's fuel terminal.

Our ambition for GPOP: cross-pollination between ideas and sectors

One of GPOP's most ambitious goals is to create unique and positive connections between Science, Technology, Engineering, Art and Mathematics (STEAM), health, education, sports, culture and business sectors — to drive innovations that arise from an eco-system of interdependency, growth and change. GPOP will become a place with the right mix, the right spirit of aspiration and the connectors for success.

We also see the opportunity to leverage the Olympic legacy of the 'Green Games' with the goal of developing and attracting clean and green industries to our central city. We hope to advance the waste, water and resource recovery industries in GPOP to sustainably service our central city well into the next century.



"We hold a very optimistic view that GPOP will continue to grow in manufacturing. Advanced manufacturing is already one of the main opportunities in GPOP and we are well advised to further nurture this area of strength."

— Dr Jens Goennemann, Advanced Manufacturing Growth Centre Ltd

OLYMPIC PARK LIFESTYLE SUPER PRECINCT

The world-class sporting and event venues of Sydney Olympic Park to GPOP's east come alive when there are crowds of tens of thousands – that is, on major game days at concerts and events like the Royal Easter Show.

We see Olympic Park as GPOP's eastern economic anchor offering inner-city style living in the Olympic Park Town Centre, Carter Street and Homebush Precincts.

Green living and wellbeing in the heart of the park

The park will focus on elite sports as well as be developed to inspire a lifestyle of wellbeing and healthy activity. Planned developments will ensure the parkland setting – including Millennium Park and Bicentennial Park – is better utilised every day. The 2000 Sydney Olympics 'Green Games' legacy has inspired plans for an eco-friendly central city.

The Royal Agricultural Society of NSW, a non-profit organisation approaching 200 years in operation, offers Olympic Park its strong connections to food and farming. With this in mind, the Super Precinct has the potential to become Sydney's next go-to destination for:

- A great outdoor fresh food and organics market, drawing from the nearby Sydney Markets

- A program of 'pop-up' free events like a monthly 'Best in Show' cheese and wine event, referring to the Royal Easter Show or monthly night time noodle markets.

Sustainable transport to realise lifestyle potential

Sydney Olympic Park was designed for the Olympic Games. Accordingly, it has limited road transport access and 'special-events' style rail access. A total transport solution is needed to support a permanent community who live and work in there.

We envisage that Olympic Park will offer sustainable forms of transport, promoting a lifestyle that relies on 'turn up and go' style transit, cycling and walking. Car-share, ride-share and bike hire could be integral to this sustainable transport picture.

Our central city's new celebration space

The Olympic Park area mirrors the Circular Quay, Darling Harbour, King Street Wharf or Woolloomooloo precincts, which are similarly bordered by inner-city urban housing.

The Olympic Park area has the potential to follow the example set by these city entertainment spaces, evolving to showcase inspiring and inclusive city-scale events like New Year's Eve celebrations and the Vivid festival.

"Gen Y is not prepared to work in semi-isolated environments that have limited amenity and are hard to get to. The great centres in Sydney, with high amenity and accessibility, are becoming prohibitively expensive to live in or near to. The three key factors that will determine if Parramatta CBD and Olympic Park prosper as economic anchors, are:

- 1. Access: immediate accessibility via road and particularly public transport from affordable housing.*
- 2. Amenity: an abundance of retail, entertainment, government/business/medical services and sporting facilities within a walkable area.*
- 3. Jobs: ample employment opportunities in sustainable, growth industries that appeal to the younger, educated generation."*

– Wally Scales, Knight Frank Australia



An attractive mix of elements in an appealing setting

Living, working or starting an enterprise in the precinct will offer the following benefits:

- Modern, sustainable and flexible commercial office space within a green oasis — with a mix of features that are distinctly different from the nearby Parramatta CBD or Macquarie Park
- A unique setting that attracts allied and like-minded businesses in health, environment, food, wellness, sports and education to create an energetic and progressive mix that offers a truly unique space central to Greater Sydney
- Higher-density living with diverse, innovative and sustainable built form that provides a quality living environment served by sustainable transport, proximate to Sydney's best sporting facilities and open space
- A mix of housing, enabling residents of all kinds to settle and to move as their needs change. It will include some affordable rental housing for very low to low income households.

12 DIRECTIONS TO DRIVE THE GPOP VISION

The situation

Today's Sydney is a metropolis of 4.3 million people and its focal point is the Sydney CBD in the east. We're growing fast – and our growth is in the west.

The problem

As the city grows to house 6 million people in 2036 and 8 million people in 2056, a metropolis focused on a single eastern Sydney CBD will not meet the needs of all of Greater Sydney.

The solution

Greater Sydney needs a new city with a civic heart, services, housing, culture, education and enterprise at its centre. **GPOP can become Greater Sydney's true centre: the connected, unifying heart.**

The Commission has collated many ideas and is focused on driving 12 directions to deliver the GPOP Vision.

1

Sustain strong investment momentum in the principal economic anchors of Parramatta CBD–Westmead and Olympic Park

2

Advance Westmead as a world-class health and education precinct, with a vibrant street along Hawkesbury Road and a walkable connection through to Parramatta CBD, to become a true 'health city'

3

Cultivate a world-class education, research and enterprise eco-system across Parramatta CBD, Westmead, Rydalmere and Olympic Park

4

Activate world-class sports, entertainment, cultural and arts destinations across Parramatta CBD, Rosehill and Olympic Park

5

Transform Camellia, Rydalmere, Silverwater and Auburn into 21st Century essential urban service, advanced technology and knowledge assets

6

Continue to evolve Olympic Park and surrounds into an inclusive place for active and green living, health and wellness

7

Design Parramatta as our central '30-minute city', with good connectivity within GPOP and beyond to the north, south, east and west

8

Deliver a rich mix of housing to create inclusive and diverse 'inner-city' liveability across GPOP, to attract and retain talent

9

Adopt a 5-10 percent (subject to viability) affordable rental housing target for nominated urban renewal areas for very low to low income households

10

Stimulate engagement with Parramatta's rich history and development of cultural assets, and celebrate the extraordinary diversity of people in our city's central heart

11

Make Parramatta River a great living waterway and connector, where people enjoy walking, cycling and safe swimming

12

Shape attractive and effective built environments and public spaces that reflect a focus on great urban design and environmental excellence

WHAT'S NEXT FOR GPOP?

FORUMS

Throughout 2016, the Greater Sydney Commission established various forums within the NSW Government to focus attention on GPOP. These will all continue in 2017 and include the following.

- **Greater Parramatta Investment and Technical Coordination Group** — chaired by the Chief Commissioner, this group meets monthly and includes relevant state agencies and the City of Parramatta Council. In 2017 it will be expanded to include the whole GPOP area.
- **GPOP Collaboration Group** — contributors from relevant state agencies, the City of Parramatta Council and special interest agencies, associations and institutions have met regularly in 2016 to inform the GPOP vision and draft West Central District Plan. This group will focus on progressing the 12 directions to drive the GPOP Vision.
- **Business Roundtable** — hosted by the Chief Commissioner in July with a range of businesses from the GPOP area started a conversation with the private sector being a key delivery partner. A similar forum will be hosted every six months to keep lines of communication open.

DISTRICT PLANNING

GPOP will be a centrepiece of the Greater Sydney Commission's draft District Plan for the West Central District, within which the bulk of GPOP is located.

The draft District Plan will form a link between the NSW Government's metropolitan plan and councils' local environment plans.

An extensive consultation process will complement the exhibition of the draft District Plans, and feedback on this GPOP vision is encouraged as part of that process.

Visit www.greater.sydney to register for news updates to find out when the draft plans are published.

RELATED LAND USE PLANNING ACTIVITIES

The GPOP area is the subject of several land use planning activities by NSW Government agencies and the City of Parramatta Council. These will progress alongside, and consistent with, the developing GPOP Vision, including:

- GPOP Land Use and Infrastructure Strategy, Department of Planning and Environment
- Parramatta CBD Planning Proposal, City of Parramatta Council
- Sydney Olympic Park Master Plan, Sydney Olympic Park Authority
- Camellia Town Centre Detailed Rezoning Proposal, Department of Planning and Environment and City of Parramatta Council
- Telopea Master Plan, Department of Land and Housing and City of Parramatta Council
- Parramatta Road Urban Transformation Strategy, UrbanGrowth NSW.



JOIN THE CONVERSATION

Tell us what you think about this vision for GPOP by visiting the online discussion forum at www.greater.sydney/discuss

FIND OUT MORE

To find out more about activities in GPOP go to our collaborators' websites:

- planning.nsw.gov.au/Plans-for-your-area/Priority-Growth-Areas-and-Precincts/Greater-Parramatta-to-Olympic-Peninsula-Urban-Renewal-area
- parracity.nsw.gov.au
- parramattalightrail.nsw.gov.au
- westmeadproject.health.nsw.gov.au
- dec.nsw.gov.au/about-the-department/our-reforms/innovative-education-successful-students/newschools/parramatta
- communitiesplus.com.au/telopea
- sopa.nsw.gov.au/planning_and_development/master_plan_2030
- urbangrowth.nsw.gov.au/projects/parramatta-north
- urbangrowth.nsw.gov.au/projects/parramatta-road
- parrapark.com.au
- ourlivingriver.com.au
- transport.nsw.gov.au
- rms.nsw.gov.au

COLLABORATORS

- Advanced Manufacturing Growth Centre Ltd
- ANZ Stadium
- Arts NSW
- Australian Turf Club
- Baxter Healthcare
- Catholic Diocese
- Colman and Greig Lawyers
- City of Parramatta Council
- Cumberland Council
- Deloitte
- Department of Education and Training
- Department of Industry
- Department of Justice
- Department of Planning and Environment
- Department of Premier and Cabinet
- EarthPower Technologies
- Endeavour Energy
- Evolve Housing
- GHD
- Health Infrastructure NSW
- Infrastructure NSW
- Knight Frank Australia
- Land and Housing Corporation
- Mecca Group International Parramatta
- Museum of Applied Arts and Sciences
- Office of Environment and Heritage
- Office of the Government Architect
- Parkroyal Parramatta
- Parramatta Park Trust
- Parramatta River Catchment Group
- Price Waterhouse Coopers
- Property NSW
- Ramsay Private Health
- Rheem
- Roads and Maritime Services
- Rosehill Racecourse
- Scott Automation and Robotics – MAR
- Sydney Business Chamber
- Sydney Olympic Park Authority
- Sydney Olympic Park Business Chamber
- Sydney Showground
- Sydney Water
- TAFE
- Transport for NSW
- Transport for NSW – Transport Management Centre
- Transport for NSW – Parramatta Light Rail
- University of New England
- UrbanGrowth NSW
- Venues NSW
- Viva Energy
- Western Sydney Leadership Dialogue
- Western Sydney Local Health District
- Western Sydney University

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- Ethan Rohloff and Sydney Olympic Park Authority
- Health Infrastructure NSW
- Land and Housing Corporation – Communities Plus, Department of Family and Community Services
- Mark Boyer and City of Parramatta Council
- Parramatta Park Trust
- Sydney Showground
- UrbanGrowth NSW
- Venues NSW
- Western Sydney University

