

ATTACHMENT E

Columbia Precinct Web-Page Information and Public Submissions To It

ATTACHMENT E - COLUMBIA PRECINCT WEB-PAGE INFORMATION AND PUBLIC SUBMISSIONS RECEIVED

A number of alternative approaches to how best to interact with the public were considered, and the decision was made to create an interactive webpage providing project detail and having the facility for readers to lodge their comments on-line. Approximately 2000 residences and businesses within the surrounding area (see attached map) were notified by notices placed in letterboxes, presented in window panel envelopes revealing the nature of the contents (see attached Notice to Residents and Businesses). Readers were invited, if so inclined, to go through the information contained in the web-site (also see attached information) and to make a submission. The Notice also provided Mayoh Architects' contact details for those readers who wanted to be provided hard copy.

Twelve submissions were received, a small number thought to reflect the island nature of the Columbia Precinct and the separation (and hence low impact) of the building forms in their 'island' context. [The web-site is still active, although the submission period is now closed.]

The public comments during the submission period and the design team's response can be summarised as follows:-

Loss of cross-site views from units on Station Street (3) – **comment:** *the orientation and spacing of the building tower elements will allow reasonable retention of existing cross-site views. In any event, cross-site views are not guaranteed for existing residents, while any Columbia building(s) of similar height to the Station Street buildings will by very definition affect existing views currently available to Station Street buildings.*

Privacy impacts – **comment:** *Separations far exceed SEPP65 requirements*

Loss of sunlight and cross-ventilation (3) – **comment:** *Given the footprint locations and building heights and orientation, existing resident sunlight access and cross-ventilation are unaffected*

Buildings ugly, bad feng shui – **comment:** *this is a subjective opinion*

Don't want the public pathway through to Station Street – **comment:** *this is a council initiative and is favoured by the project proponent. RoW is already on Title*

Homebush Station and rail service need to be improved (2) – **comment:** *A matter for City Rail*

Increased crime (2) – **comment:** *Unsure the basis on which this claim is made*

Sufficient carparking must be provided (3) – **comment:** *Analysed in EA report*

Noise from freight trains – **comment:** *Addressed in SLR's acoustic report*

Concerned about traffic impacts (4) – **comment:** *Analysed in EA report*

Interested in purchasing property in development (3) – **comment:** *Noted*

More shops needed to serve existing and future – **comment:** *Whilst a small supermarket/superette is a possibility, a large, destination supermarket such as Coles will not be included, as these should locate in or adjoining existing centres*

Love the Parks and open space (2) – **comment:** *Noted*

The development will be a great improvement – **comment:** *Noted*

George Street extension a good initiative (2)

Childcare facility much-needed in area

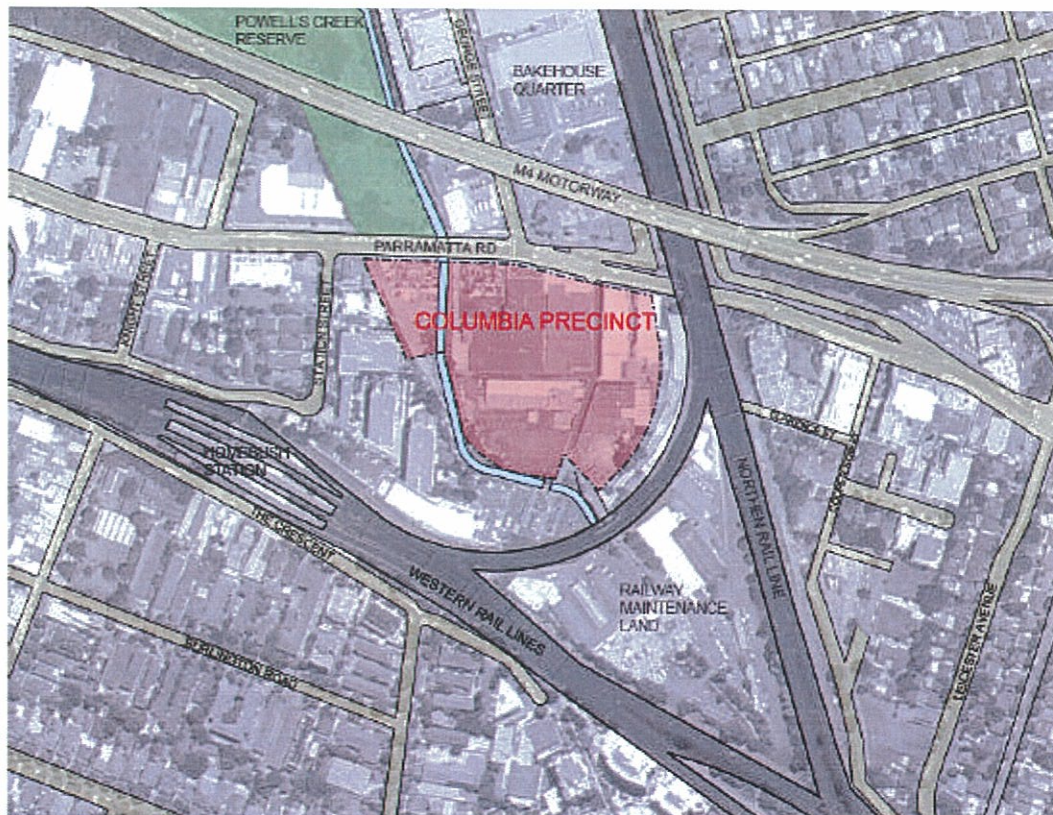
When will it be completed?

Potential inundation due to global warming – **comment:** *see SLR report*

Properties will be devalued – **comment:** *Considered unlikely*

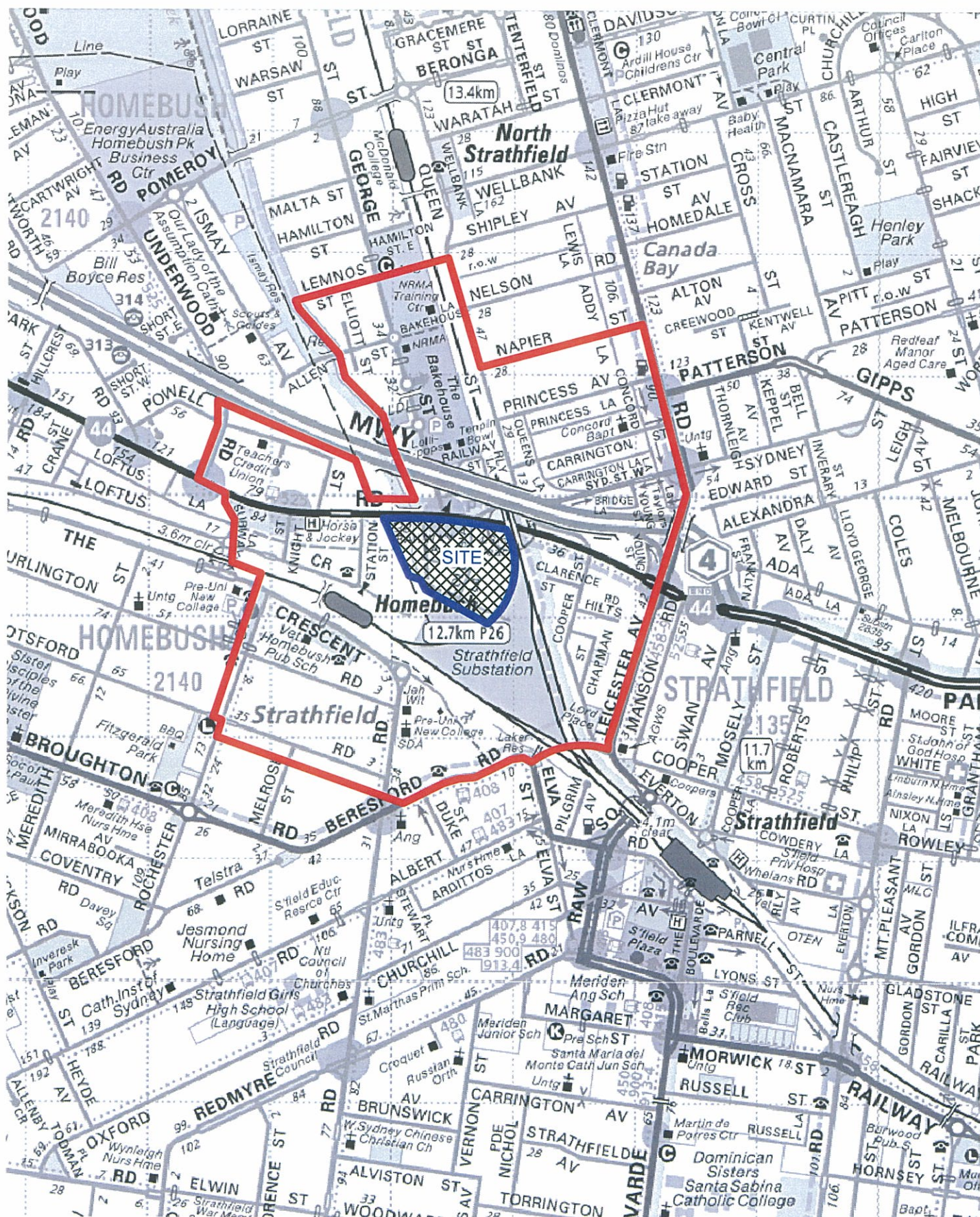
NOTICE TO RESIDENTS AND BUSINESSES – COLUMBIA PRECINCT REGENERATION

The landowners of the Columbia Precinct lands, shown in pink below, wish to replace existing unattractive warehouse and industrial buildings with a new residential community. This community is proposed to be supported by new local retail, commercial, open space and civic uses designed to serve both the future and existing residential population and to enhance the Precinct's appearance and its environmental performance.



A project web-site has been created to allow the local community to view current detail of the proposed development, and provide comment to assist the progression of the project concept. Community comments are sought by 29 May 2011 and can be made on-line via the web-site www.columbiaprecinct.com.au. If you do not have access to the internet, either at home, at work or in a Council library, please ring **Mayoh Architects on 9958 0488** for more information.

12 May 2011



Notification Area

Figure 1

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The Columbia Precinct Regeneration Project is a development proposal designed to create a new residential neighbourhood with supporting commercial facilities out of an area characterized today by a mix of obsolescent industrial buildings, used car saleyards, and unsightly open storage areas. It represents a unique opportunity in Strathfield LGA to provide substantial additional housing with minimal negative impact, taking pressure off established residential areas to meet Strathfield's housing targets under the Sydney Metropolitan Planning Strategy.

The Columbia Precinct Consortium is comprised of the three private landowners of the Columbia Precinct land in Homebush identified at the [Location Plan](#). This land is a mix of old and obsolescent industrial buildings and caryards that the Consortium wishes to redevelop for mixed-use purposes, primarily residential. The proposed development site has been declared a Major Project under Part 3A of the Environmental Planning and Assessment Act by the Minister for Planning. The purpose of this web-site is to inform local residents, business people and other interested persons about the development concept, and to seek their views for consideration and adoption as appropriate. Further opportunity for public submission will be available when the proposal is submitted to the Department of Planning and Infrastructure and placed on the Department's Major Project web-site (under Strathfield LGA) in accordance with statutory requirements.

Your ideas and opinions on this project material are sought. If you wish to contribute to this consultation process, please do so before 29 May 2011. You will have further opportunity to express your views during the statutory notification by the Department of Planning in due course, as noted above.



The project has strong potential to achieve progressive change and improvement over an existing brownfields environment. The design team is keen to receive your comments and suggestions

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Project Site

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The Columbia Precinct site is an island site supporting largely obsolescent land uses in a highly accessible location, with great potential for constructive change and improvement.

The project site is bounded by Parramatta Road to the north, residential and open space reserve (still privately owned) to the west, the Powells Creek stormwater channel to the south and RailCorp lands to the south-east and east. It has a site area of some 3 hectares.



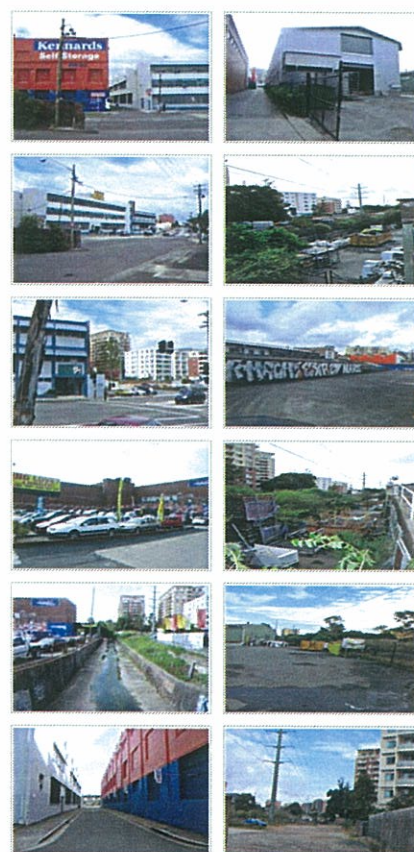
Location Plan

The aerial photograph shows the existing development on the land, most of which consists of obsolescent industrial and warehouse buildings, the balance being open storage and caryard. Two narrow Council-owned laneways provide access.

The Columbia Precinct lands can fairly be described in planning terms as a 'brownfields' site. It is in pressing need of redevelopment and refurbishment. West of the site is land containing residential flat buildings, across which pedestrian linkage to the Homebush railway station has been legally preserved and will be provided in due course.

To the south-west, south and east of the site are Sydney Water, Integral Energy and RailCorp lands. North of the site across the Highway is the urban regeneration area referred to as the Bakehouse Quarter. These urban elements comprise the defining parameters for the site planning undertaken for the Columbia Precinct, discussed in following sections.

Columbia Precinct needs to move into the 21st Century and provide much-needed residential accommodation and support facilities close to excellent public transport



Existing Site Photos

Click on thumbnail to view larger image

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Concept Principles

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The central approach has been to create a vibrant community supported by retail, commercial and community facilities in an extension of George Street south across Parramatta Road, and designed to exemplify strong environmental credentials.

At the broad level, Columbia Precinct is a large site, well located in close proximity to very good public transport and providing excellent accessibility to jobs and recreation within metropolitan Sydney. At the more local level the site is fortunate to have a range of perimeter uses which provide an excellent buffer to existing residential uses in the vicinity. It also enjoys extensive northern frontage to Parramatta Road, and an opportunity to extend George Street south into the site.



Open Space Network

In fundamental planning terms the Columbia Precinct therefore lends itself to a variety of street-activating and street-defining ground level uses such as retail, commercial, restaurants, community facilities and the like, with new residential development above, in buildings of varying height. The placement, orientation and heights of those buildings have been considered from a careful evaluation of Parramatta Road presentation, generous separation from existing buildings to the west, avoiding overshadowing impacts to residential, retaining of Council-owned public laneways, and contextual visual appearance from various key vantage points surrounding the Precinct.



Building Height Gradation

At the site's ground level, particular attention has been given to creating strong pedestrian permeability and linkage, extension of the Powells Creek green corridor (to the significant benefit of existing residences), and generous provision of open space and civic uses within the site, both for resident and public usage. This design philosophy has been carefully applied to ensure that Columbia Precinct will be pedestrian-friendly and will offer high amenity to all users.



Pedestrian Connectivity

The Concept Principles have evolved over two years of planning analysis by the Design Team, with close regard for achieving sensible and viable development with minimal impact and significant environmental improvement

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Sustainability

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The existing buildings and uses on the land well pre-dated today's concerns for environmental protection and sustainability. The Columbia Precinct project will comprehensively redress that situation.

The Columbia Precinct is currently a brownfields industrial site featuring a number of unsightly external storage areas and obsolescent buildings in need of redevelopment. It presently has no green open spaces, no stormwater control, and no water quality treatment. It does not tread lightly on the environment.

The Columbia Precinct Regeneration project will address all those issues with a range of identified improvement measures that form part of the proposal, and that will improve the land's environmental performance and ecological sustainability enormously. Furthermore, the project will 'green up' the interface with the stormwater channel, and facilitate the 'green finger' extension of the Powell's Creek Corridor into the area to the south of Parramatta Road, in turn promoting its further extension southward onto other public open space reserve land.

The new buildings themselves will also have strong environmental credentials, featuring low energy usage and good performance against ESD regulatory measures. Car-sharing will be promoted to further reduce car ownership, and public transport usage will be encouraged with a variety of measures. The environmental performance of the development is expected to be of a high standard.

The future site environment will be significantly improved over the current situation.

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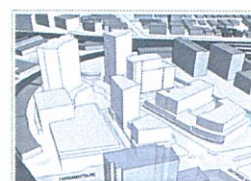
Columbia Precinct is an island site well removed from sensitive land uses, and can accommodate significant new development without environmental impact. Building footprints and massing have been arranged on the site in such a way that such an outcome can be achieved

The present Concept Plan draws from the identified opportunities, constraints and design principles applicable to the site, and is underpinned by an analysis of market viability. The following are the key elements as at this stage of the Part 3A Process :-

- The development concept has taken the approach that height and building mass should be determined through an analysis of environmental performance and impacts, desired streetscapes and open spaces, and residential amenity, with particular regard to solar access, shadow, privacy and outlook. This approach has resulted in a proposal of mixed height ranging from 2 to 21 storeys which utilises the lowest floors for retail and commercial uses and accommodates residential units in buildings of smaller footprint above.
- The preferred concept utilises the attributes of the site and the surrounding land to achieve tall building heights without overshadowing, overlooking or overbearing other residential properties on the surrounding lands.
- It promotes pedestrian connections between the site and Homebush Station, Homebush Village Centre and Public School via Station Street, and links the Precinct site to the Bakehouse Quarter mixed-use commercial precinct and North Strathfield station across Parramatta Road.
- It allows for linkage and incorporation of the proposed park into Powells Creek Open Space corridor stretching ultimately from Strathfield Town Centre to Bicentennial Park, Sydney Olympic Park and Rhodes Peninsula, including new pedestrian and cycle facilities.
- It provides a pedestrian-oriented retail streetfront extension of George Street as a retailing and entertainment-based pedestrian 'main street' and creates an outdoor community-oriented plaza space combining hard and soft landscape and surrounded by active building frontages.
- It provides flexible accommodation opportunities for significant community facilities such as gym, pool, library, senior centre, youth centre, day care pre-school and neighbourhood health care facilities amongst other possibilities.
- The proposal is approximately 75% residential floorspace (c.6-700 units, depending on final mix) and 25% mixed commercial and community facilities, at a total FSR of the order of 3 to one.
- The business and community facilities are located so as to activate and interact with the proposed new public spaces including the southward extension of George Street, the new neighbourhood square and the new park areas. These facilities would service the new residential population brought in by this development along with other new residential developments in the surrounding areas close by. The modest non-residential portion of the project is expected to complement the mixed commercial premises of the Bakehouse Quarter on the opposite side of Parramatta Road.



Site Plan



Building Envelopes



Artist Impression

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Project Benefits

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Benefits of the Columbia Precinct Regeneration Project will include the following:-

- Regeneration of an essentially obsolescent brownfields site
- Significant improvements to the natural and physical environments
- Provision of additional residences and jobs in a location with very good public transport and little adverse impact
- Reduced pressure on established residential areas to absorb more housing as part of Strathfield LGA's metropolitan planning obligations
- A range of other support facilities including local shops and businesses in an attractive environment
- Dedication of new public park
- Improved pedestrian and cycleway networks
- Significant greening of new open space areas
- Improved outlook from residences presently looking down onto unsightly land-uses
- Substantial investment providing more jobs and housing.

The Design Team has made great effort to ensure that significant tangible benefits will flow from the proposal. Interested persons are invited to offer their suggestion for further improvement.



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Planning Process

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The Department of Planning and Infrastructure will decide whether this project will proceed, either as proposed or as amended. Public input is an important part of that process, and will again be invited should the project proceed to statutory exhibition.

Columbia Precinct Regeneration is a declared Major Project under Part 3A of the Environmental Planning and Assessment Act. The Director-General of the Department of Planning and Infrastructure has issued his formal requirements for the Part 3A Environmental Assessment necessary to support the statutory Concept Application. That Environmental Assessment is currently underway, and this web-site is designed to inform the public about the project as it currently stands, and to give the public an opportunity for their comments to be heard.

The preliminary concept plan itself is going through a process of ongoing review and refinement as part of this Assessment process. Once the preferred scheme and the Environmental Assessment report is lodged with the Department, it will be reviewed for its adequacy in dealing with the Director-General's requirements. Once deemed suitable, it will be placed on statutory exhibition for a minimum period of 60 days, during which time the public will again be able to make submissions. Those public submissions, plus those of any relevant government authority, will need to be reviewed and taken into account by the Department in deciding whether to grant a Concept Plan approval and if so, in what form, in due course.

The proposal will be publicly advertised in the future if the Department considers it suitable to do so, and further public submissions will need to be evaluated at that time.

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Community Feedback

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The current period for written submissions has completed. As the project progresses, there will be future opportunities to provide feedback. If you would like to receive future notifications on project updates, please use the checkbox below to subscribe to our distribution list.

Feedback Form

Name*	<input type="text"/>
Email*	<input type="text"/>
Street Number	<input type="text"/>
Street Name	<input type="text"/>
Suburb*	<input type="text"/>
Subscribe to project updates	<input type="checkbox"/>
Comment	The current period for written submissions has completed. As the project progresses, there will be future opportunities to provide feedback.
Please enter code in blue box into the adjacent empty box. *	<div>th8c7</div> <input type="text"/>
	<input type="submit" value="Submit"/>

* Indicates required field

Privacy Statement

Thank you for your interest and input

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Project Team

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Members of the Columbia Precinct Project Team were selected on the basis of their qualifications and experience in every specialist role to be covered in this multi-dimensional and innovative project.

A site of this size and complexity has required input from a wide range of specialist sub-consultants in order to address satisfactorily the environmental assessment requirements of the Department of Planning.

The team has included the following:-

- **Architects**
 - Mayoh Architects
- **Planners**
 - Colston Budd Hunt & Kafes Pty Ltd
- **Traffic & Transport Engineers**
 - Colston Budd Hunt & Kafes Pty Ltd
- **Urban Design Consultant**
 - Professor Peter Webber
- **Economic Consultant**
 - Leyshon Consulting Pty Ltd
- **Land Surveyor**
 - Hill and Blume Pty Ltd
- **Environmental/Geotechnical/Hydrogeological**
 - WSP Environmental Pty Ltd
- **Landscape Architects**
 - Site Image (NSW) Pty Ltd
- **ESD/Wind/Noise & Vibration/Infrastructure/Solar/Ventilation**
 - SLR Heggies Pty Ltd
- **Heritage**
 - Noel Bell Ridley Smith + Partners Pty
- **Visual Impact Assessment**
 - Richard Lamb & Assoc. Pty Ltd
- **Quantity Surveyor**
 - Altus Page Kirkland Partnership Pty Ltd

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