



28 September 2020

Department of Planning, Industry and Environment
4 Parramatta Square
Parramatta NSW 2050

Reference: Revised Draft Carter Street Master Plan 2020

Dear Sir/Madam

The Sydney Olympic Park Business Association Incorporated (Business Association) is pleased to have the opportunity to provide this submission to the Department in the relation to the above referenced plan, which we are generally supportive of and consider it to be an improvement from the previous iteration.

The Business Association is an independent membership-based body representing the interests of companies, organisations and stakeholders of Sydney Olympic Park and surrounding suburbs.

Our membership consists of companies across a range of industries including venues, events, elite and community sporting organisations, government agencies, hotels and accommodation, property trusts, developers, leasing and real estate agents, corporates, SME's, education institutions, childcare providers, associations, not for profits and charities, allied health and fitness services, start-ups and retailers.

Established in 2000, our mission is to maximise the potential of this iconic precinct and address issues and opportunities to ensure its growth, access, and sustainability by advocating and influencing key decision makers to meet the collective needs of our members.

The Business Association works closely with the Sydney Olympic Park Authority, contributing to continuous improvements aligned with the Masterplan 2030 (Review 2018) and the Greater Sydney Commission's vision for Greater Parramatta and the Olympic Peninsula (GPOP).

ACCESS AND TRANSPORT

Sydney Olympic Park is the closest neighbour to the Carter Street precinct, and we consider the potential growth and development of this area inextricably linked to the park.

This is particularly so in regard to access and transport.

The existing lack of an adequate direct rail service to and from Olympic Park and surrounding suburbs, connecting these areas in all directions on a daily basis, continues to be the greatest impediment to the growth, development, and investment across the region.

The proposed Sydney Metro Station at Olympic Park will be the key transport for residents and workers when this is eventually in place in some 10 year's time.

SYDNEY OLYMPIC PARK BUSINESS ASSOCIATION INC.

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In recent years there has been a significant increase in residential, commercial, and retail development and the entire community welcomes further densification for the region to make it a vibrant place to live, work, learn and play. Unlike some other areas of Sydney that are 'full', we are open to embrace any development that can assist this to happen and as soon as possible.

As identified by the Greater Sydney Commission, GPOP, Sydney Olympic Park and Carter Street within that, can be the beating heart of the Central River City, providing much needed housing, jobs and investment that will significantly contribute to the NSW economy.

PARRAMATTA LIGHT RAIL STAGE 2

The Business Association is a passionate supporter and vocal advocate for Parramatta Light Rail Stage 2 (or similar solution with its own corridor separated from normal vehicle traffic) and its role in connecting the high-density but isolated communities of Melrose Park, Wentworth Point and Carter Street, with the Sydney Metro West at Olympic Park.

Further density at Carter Street, provides even more reason for this important project. The business case for Parramatta Light Rail Stage 2 has been before Government for a considerable time now. The 2020 revised draft Master Plan for Carter Street is an opportunity for Government to make an investment decision on this project to allow the further densification of the area to proceed.

Parramatta Light Rail Stage 2 will create a functional transport network to provide people in Carter Street a connection to the Sydney Metro West Station in Olympic Park. Without it, it is a long way for people to be able to access the Metro link and private car usage will be the likely outcome further impacting on congestion and productivity.

IMPROVEMENTS TO HILL ROAD AND ACTIVE TRANSPORT LINKS

The Business Association is supportive of the widening of Hill Road that will provide greater connectivity to the M4 Motorway and Olympic Park.

We are also supportive of the proposed active transport links, including suitable pedestrian crossings to improve access between Carter Street and Olympic Park.

There is little information to be found on reduced future car parking rates to "help better manage traffic and encourage public transport use in the area". It is difficult to understand how reduced parking rates will achieve as this suggests, other than perhaps being an option for people to 'park and ride'. And, if this is the case it is unlikely they will park in the Carter Street precinct when the Metro Station is in Olympic Park.

CONSIDERATIONS FOR MAJOR EVENTS

Sydney Olympic Park is Australia's major sports and entertainment precinct, currently attracting over 10 million visitors annually. Notwithstanding that event attendances have been dramatically impacted due to COVID-19 mass gathering restrictions, this is short term and the mid and longer-term forecasts will continue to grow upwards from 10 million.

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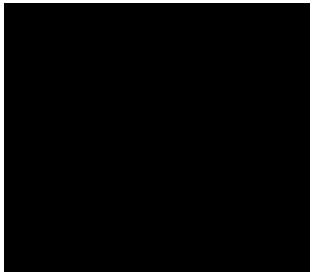
Any planning in neighbouring areas including Carter Street must consider the importance of Olympic Park as NSW's major entertainment precinct and include the necessary legislative controls to ensure this status cannot be adversely impacted.

Additionally, traffic and transport access and egress for major events must be considered in signalling capabilities and communication processes established between relevant parties to ensure changes to accommodate event traffic can be implemented.

The Business Association appreciates the opportunity to comment and make a submission on the Revised Draft Carter Street Master Plan 2020 . We are optimistic that the responses you receive are all supportive in principle of the revised draft plan and look forward to the next stage.

Please do not hesitate to contact me directly if you would like to discuss any of our comments.

Yours sincerely



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