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From: system@accelo.com on behalf of Knight Frank Town Planning Company
Sent: Friday, 2 November 2018 2:38 PM
To: [REDACTED]
Subject: Submission Details for company Knight Frank Town Planning (org_comments)
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Submitted by a Planner: no

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Agreed to false or misleading information statements: yes

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Submission: Online Submission from company Knight Frank Town Planning (org_comments)
https://majorprojects.accelo.com/?action=view_activity&id=292076

Submission for Job: #9552
https://majorprojects.accelo.com/?action=view_job&id=9552

Site: #0
https://majorprojects.accelo.com/?action=view_site&id=0

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2 November 2018

Mr [REDACTED]
Executive Director, Aerotropolis Activation
Department of Planning and Environment
GPO Box 39
Sydney NSW 2001

Lodged Online:
<http://planspolicies.planning.nsw.gov.au>

Dear Mr [REDACTED]

Submission: Draft Western Sydney Aerotropolis Land Use and Infrastructure Implementation Plan, Stage 1 (Our Ref. 17-066)

Knight Frank Town Planning has been engaged by *Rigent Pty Ltd* to prepare this submission on the Department of Planning and Environment's (DPE) *Draft Western Sydney Aerotropolis Land use and Infrastructure Implementation Plan, Stage 1 initial precincts* (hereinafter referred to as the Draft LUIP). For the purposes of this submission, our client's land is referred to as Bradfield. On behalf of our client, we thank you for the opportunity to comment on the Draft LUIP.

Purpose of this Submission

The purpose of this submission to the LUIP is to outline and confirm:

- The unique attributes of Bradfield as a key contributor to the Western Sydney Airport (Airport) and Aerotropolis economy;
- The suitability of Bradfield for agriculture and agribusiness, consistent with the broader area west of the Airport and proposed Outer Sydney Orbital (OSO);
- Why it is important to the economy of Western Sydney and for the success of the Aerotropolis, that the broader area west of the OSO be confirmed as part of the Agriculture and Agribusiness Precinct within the Draft LUIP and that the planning of this precinct be brought forward as a priority or stage one release; and
- How the unique setting of Bradfield provides an opportunity for tourism that supports and complements the agricultural use of the property. In doing so, confirm Bradfield as an important potential contributor to the tourism economy of Western Sydney and the Airport.

What is Bradfield?

Bradfield comprises a large landholding of circa 200 hectares adjacent to Luddenham village with primary road access off both Park and Greendale Roads, and secondary access via Silverwood Avenue. Bradfield is an undulating rural/farm landscape.

Bradfield is largely cleared with improved pasture. Located at the end of an access road (battle axe handle), the majority of Bradfield is not visible from any public vantage points.

Bradfield – Key Contributor to Agriculture and Agribusiness

Bradfield is one of the largest single holdings west of the proposed OSO and Airport. The 200 hectare size is capable of accommodating a diversity of agricultural and agribusiness uses at an economic scale. The potential of Bradfield is reflected in the preliminary discussions held with advisors to Sydney Markets. It is this size of holding and its central location that provides an important contribution to a broader expansion of the current Agriculture and Agribusiness Precinct. This broader expansion has significant economic and planning merit notably:

- Making sufficient and suitable land available for agriculture and agribusiness within close proximity to the Airport. This reflects the number of large holdings in the expanded area and landowners capable of supporting agricultural industries.
- The size of many of the landholdings provides the necessary scale for services and infrastructure.
- Greater certainty over the availability of land for agriculture and agribusiness compared to the apparent limits to the availability of land for agriculture and agribusiness within the existing precinct due to fragmented land ownership and landowners resistance.
- Consequently, the managing of risk to the providing of sufficient land.
- Providing Government with greater certainty over the economic contribution of agriculture and agribusiness.
- Unlike other parts of the Metropolitan Rural Area the broader area to the west of the proposed OSO has significant economic potential due to its proximity to the Airport and largely unfragmented landholdings. This is a key point of difference to the balance of the Metropolitan Rural Area that warrants and justifies the area being developed for agricultural and agribusiness industry. The general scenic values of the area can still be retained through detailed place based planning.

Considering the risks to providing adequate land within the current proposed precinct, the expanded area is better described as a redefining or review of the precinct boundaries rather than necessarily an expansion.

Accordingly, it is also critical to ensure that the proposed OSO does not act as a major barrier to unlocking the economic potential of land to the west. The OSO should be regarded as an enabler not impediment to economic development by the providing of direct crossings.

A more appropriate western boundary to the Aerotropolis would be the Nepean River corridor to the west of Wallacia Village. The importance of agriculture and agribusiness, to the future economy of Western Sydney and the Aerotropolis will be significant and as equally important as the broader employment lands. Accordingly and in the same manner as the key employment precincts of the Northern Gateway and the Aerotropolis Core are identified as 'Initial Precincts', so too should the extended Agriculture and Agribusiness Precinct.

Bradfield key attributes

Together with making an important contribution more broadly to agriculture and agribusiness, Bradfield has a number of key attributes which make it a unique setting for specific uses that will both support and complement agriculture and its scenic values. Those attributes are:

- **Proximity to the Airport** - Bradfield is approximately 3 km or 10 minutes from the Airport, and will be on the 'airport edge' – See Figure 1.
- **Large developable site** - Bradfield comprises a large landholding of circa 200 hectares, which is in single ownership and so not fragmented. It is also adjacent to two other parcels of similar size.
- **Landscape Setting** - No other settings or locations close or adjacent to the Airport have the same high quality landscape setting as Bradfield. The landscape setting of Bradfield is a unique opportunity not a constraint to development.
- **Accessible Site** - Bradfield is a highly accessible site, with existing road access provided via Park Road, Greendale Road and Silverwood Avenue. Bradfield is in close proximity to but not directly impacted by the Northern Road upgrade and future OSO, making it strategically placed to benefit from future connections to these transport corridors.

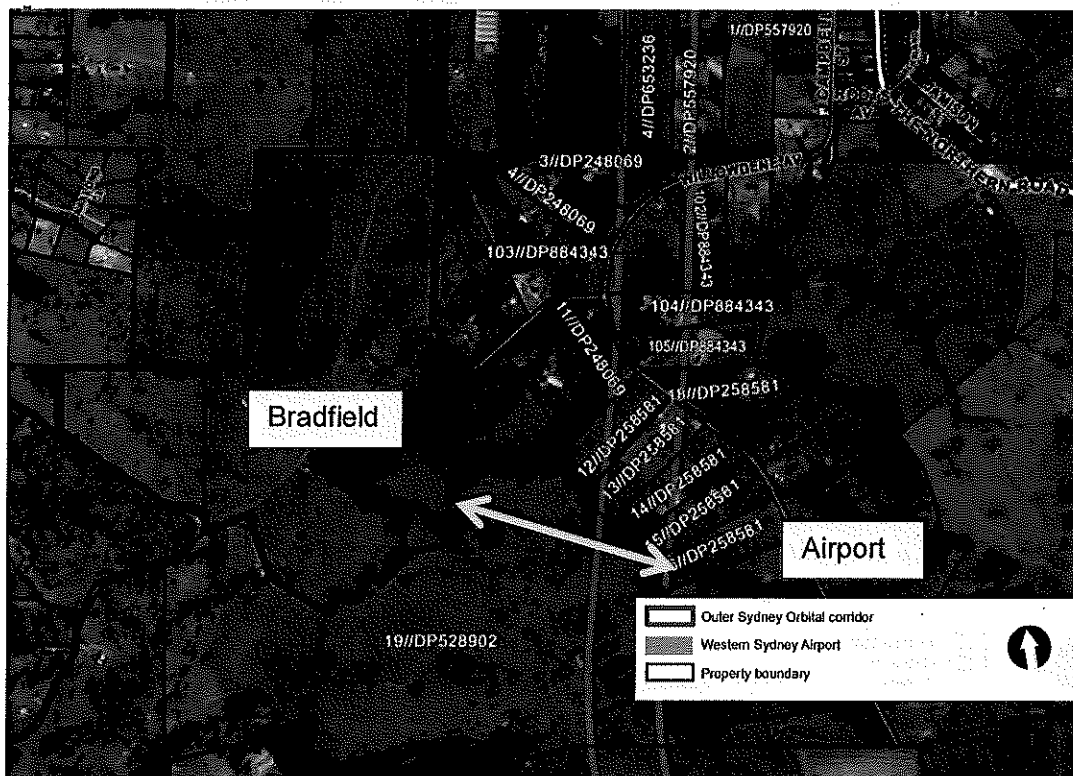


Figure 1: Bradfield – Proximity to Airport (TfNSW 2018, Amended)

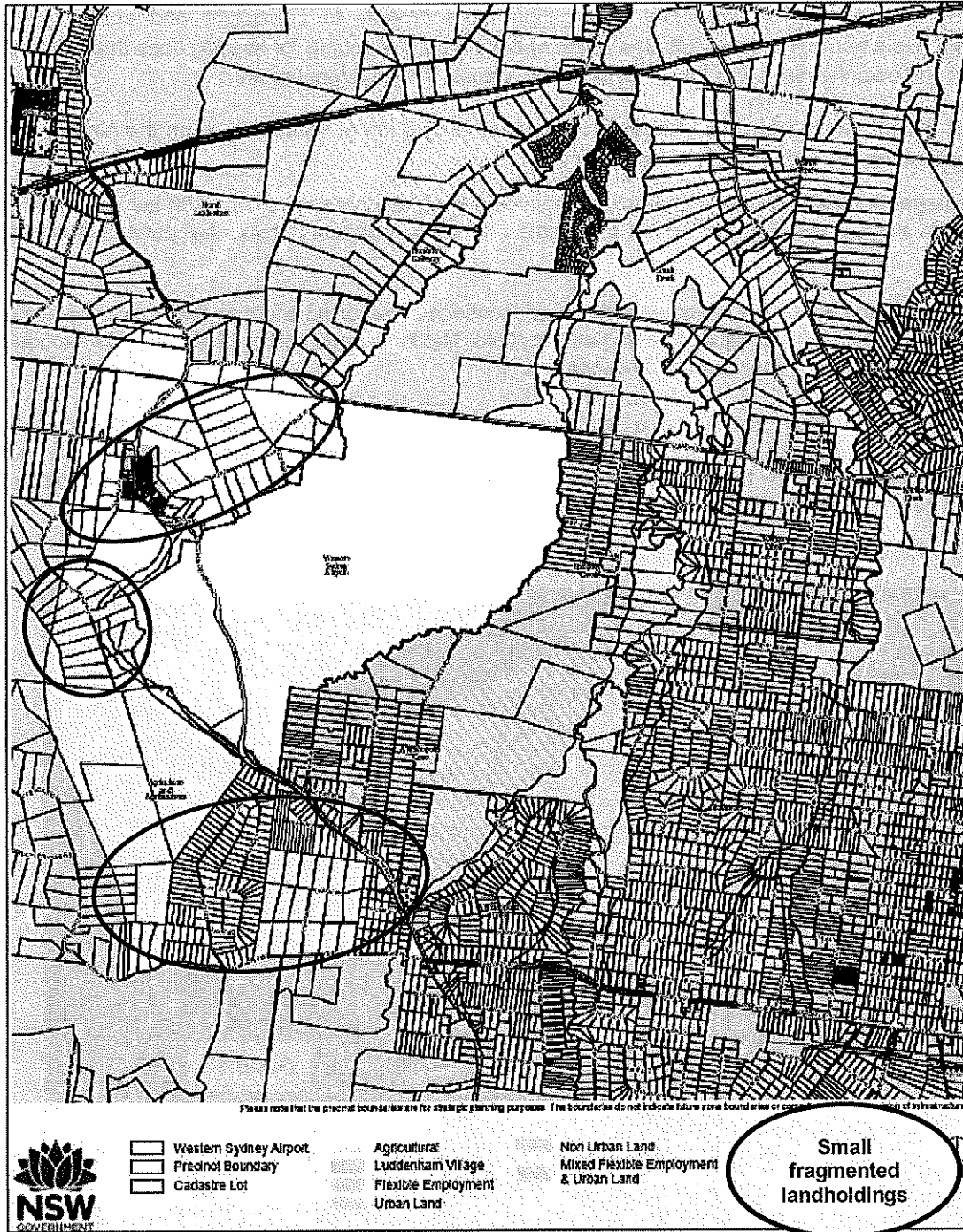


Figure 2: Aerotropolis Lot Boundaries (DPE 2018, Amended)

Bradfield and Tourism

Bradfield is ideally and uniquely positioned to be a key contributor to the tourism economy of Western Sydney. Specifically, agritourism based on sustainable or eco design principles.

We refer to the Deloitte Agribusiness Bulletin (undated), which state as follows:

The term agritourism now encompasses a wide variety of activities where agriculture and tourism intersect. Essentially it is the act of going to a region to visit a farm or food-related business (including restaurants, markets, produce outlets and natural attractions) for enjoyment, education, or to participate in activities and events¹.

Key agribusiness products prominent in agritourism include wine, craft beer and spirits, gourmet foods (cheese, olives, condiments, and confectionary), fruit, vegetables, nuts, meat and seafood. Agritourism activities are many and diverse and examples include direct shop front outlets with produce tastings, regional markets, farm and winery tours, cooking classes, food and wine festivals, farm stays, restaurants sourcing local produce, self-picking experiences and farm gate sales.

Agritourism at Bradfield will benefit from proximity to the Airport and inbound tourism. Located just 10 minutes from the Airport, Bradfield (via the Northern Road and its current upgrading) is also only 20 minutes from the foothills of the Blue Mountains. Bradfield is well placed to be either on transit to the Blue Mountains or a base for day excursions. In either instance an important an opportunity to support the further retention of overnight tourism dollars in Western Sydney. The overnight visitor economy in Western Sydney contributes \$4.2 billion to the NSW economy (*Destination NSW 2017*). The *Destination NSW Western Sydney Visitor Economy Strategy 2017/18 – 2020/21* expressly identifies the following opportunities for which Bradfield is ideally located to take advantage of:

- *Western Sydney already has a vast array of assets that can be leveraged for further growth such as its sporting and major events legacy venues, its natural assets; its rich history, its indigenous and pioneer heritage and its multi-cultural population and cultural assets.*
- *The new Western Sydney Airport at Badgerys Creek by 2026 is a game changer for the visitor economy.*

Bradfield as a tourism destination aligns and supports *Strategic Direction 3 (Product and Experience Development)* of the *Western Sydney Visitor Economy Strategy*, which aims to: “*Improve Western Sydney’s tourism offering through product and experience development, leveraging existing strengths and building on these to address current gaps and options for future opportunities*”.

The tourism potential of Bradfield is entirely consistent with the Greater Sydney Commission’s Western City District Plan (District Plan) which states:

“.. the Western Parkland City is a place that meets the country and where the Metropolitan Rural Area, Western Sydney Parklands and the national parks and reserves of the Protected Natural Area including the Greater Blue Mountains World Heritage Area frame the city. This unique setting provides the opportunity to derive tourism benefits linked to the District’s natural, recreational and agricultural assets”. (pg. 62)

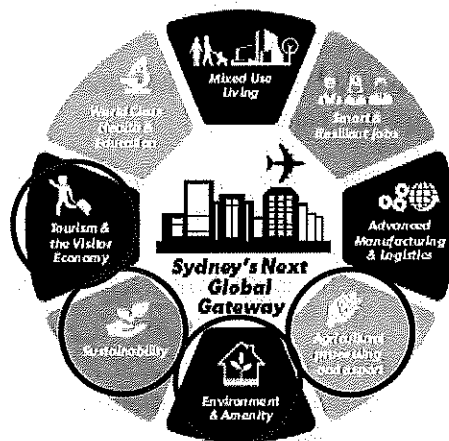
Agricultural industries provide produce, employment and tourism opportunities and require long-term certainty to enable investment and growth, especially as the Western Sydney Airport may provide new international markets. (pg. 75)

Furthermore, the District Plan acknowledges that the “Western Sydney Airport will create significant opportunities to grow the international and domestic tourism markets and thus the District’s visitor economy”. (pg. 73)

Bradfield – Meeting the Visioning for Sydney Next Global Gateway

Bradfield as a property and as part of an extended Agricultural and Agribusiness Precinct is consistent with meeting the vision of the Draft LUIP as set out below:

Aerotropolis Vision	How Bradfield meets this vision
Agricultural processing and export	Bradfield’s significant scale provides land suitable to accommodate a range of agricultural industries. The proximity of the landholding to the Airport provides the ideal location for exporting. Bradfield has the capacity and capability to contribute economically to the Airport’s success through the introduction of new innovative agricultural and agribusiness opportunities.
Tourism and the Visitor Economy	Tourism and resort development at Bradfield that is in close proximity to the Airport is entirely consistent with supporting a 24 hour city, connected, globally, nationally and local. It will be an important contributor and value add to the Airport and Western Sydney economy. This use is consistent with the Agriculture And Agribusiness Precinct, whilst still achieving the right balance between an economic use in close proximity to the Airport and the landscape setting of the site.
Sustainability	The unique setting of Bradfield provides the right location for a model of an innovative model approach to agritourism and sustainable development practices. Its location adjacent to an international Airport is the opportunity to be an exemplar and high profile sustainable resort.
Environment and Amenity	<p>The landscape values of Bradfield are considered to be an opportunity not a constraint for the appropriate form and scale of development. Resort clustered tourism development with minimal building footprints is regarded as the least intrusive type of development in such close proximity to the Airport. The proposed use and form of development is a direct response to the limits and values of the site. This is compatible with a landscape led approach to urban development.</p> <p>Tourism related development is entirely consistent with limited footprints and improvements such as roads that are in keeping with the undulating and landscape setting of the property. Unlike commercial/warehousing or logistics, the resort scale does not involve major benching or modifying of the landscape.</p>



Recommendations

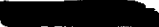
In terms of the Draft LUIP, It is recommended that:

- The OSO be a permeable corridor that supports east-west movement and that the business case for the M9 Motorway and Freight Line make adequate provision for crossing, ensuring it does not act as a barrier to development.
- The Agriculture and Agribusiness Precinct be extended to the west to include Bradfield and surrounds due to their proximity to the Western Sydney Airport and significant economic potential for the Aerotropolis and Western Sydney.
- The extended Agriculture and Agribusiness Precinct be confirmed as an 'Initial Precinct', as this will assist the new Airport to be a successful 24/7 functioning operation for high value perishable food cargo from its opening in 2026.
- Bradfield and the general area to the west of the OSO be acknowledged as unique in comparison to the balance of the Metropolitan Rural Area due to its proximity to the Airport and significant economic potential.
- Detailed local planning on the specific type and arrangement of uses be undertaken in the extended Agriculture and Agribusiness Precinct.
- Bradfield in particular be recognised as having the potential to make a unique contribution to the tourism economy of Western Sydney.

If you have any queries please do not hesitate to contact me.

Yours sincerely



Mark Grayson
Director, Knight Frank Town Planning
Ph: 



CC: 
Director, Aerotropolis Activation

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