



**Burwood** <sup>Inc.1874</sup>

Burwood . Burwood Heights . Croydon . Croydon Park . Enfield . Strathfield

**Attachments Excluded from Agenda**  
**Burwood Local Planning Panel Meeting**  
**Tuesday, 25 February, 2025**  
**6:00 PM**

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# Planning Proposal

Amendments to Burwood Local Environmental Plan 2012 and Burwood Development Control Plan 2012

166-204 Parramatta Road and 1-1A Cheltenham Road, Croydon

On behalf of  
LSH Property (Alexandria)  
Pty Ltd



LSH PROPERTY AUSTRALIA

Prepared by Ethos Urban  
Submitted to Burwood Council

21 June 2023 | 2210896



**'Gura Bulga'**

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales.

By using the green and blue colours to represent NSW, this painting unites the contrasting landscapes. The use of green symbolises tranquillity and health. The colour cyan, a greenish-blue, sparks feelings of calmness and reminds us of the importance of nature, while various shades of blue hues denote emotions of new beginnings and growth. The use of emerald green in this image speaks of place as a fluid moving topography of rhythmical connection, echoed by densely layered patterning and symbolic shapes which project the hypnotic vibrations of the earth, waterways and skies.

Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We acknowledge the Gadigal people, of the Eora Nation, the Traditional Custodians of the land where this document was prepared, and all peoples and nations from lands affected.

We pay our respects to their Elders past, present and emerging.

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Associate Director

**This revision of the document has been prepared and reviewed**

Stephen Gouge

| Version No.           | Date of issue | Prepared By | Approved by |
|-----------------------|---------------|-------------|-------------|
| 1.0 (DRAFT)           | -             | ZC/SG       | SG          |
| 2.0 (DRAFT)           | 29/11/2022    | ZC/SG       | SG          |
| 3.0 (FINAL)           | 02/12/2022    | ZC/SG       | SG          |
| 4.0 (FINAL – REVISED) | 22/12/2022    | SG          | SG          |
| 5.0 REVISED           | 21/06/2023    | SG          | SG          |

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*Ethos Urban*

## 1.0 Introduction

This Planning Proposal requests amendments to the *Burwood Local Environmental Plan 2012* (Burwood LEP 2012) relating to 166-204 Parramatta Road and 1-1A Cheltenham Road, Croydon. Ethos Urban has prepared this Planning Proposal on behalf of LSH Property Alexandria Pty Ltd.

The broad intent of the Planning Proposal is to achieve a vibrant, mixed-use precinct that places greenery at its heart, combining all the elements that make a great Sydney neighbourhood within a single precinct. Realising a considered mix of neighbourhood retail, community amenity, generous open green space and much-needed housing, the proposal will uplift the local community and unlock great public spaces for current and future residents. The proposal will also deliver crucial housing supply adjacent to key transport infrastructure.

The future redevelopment of the site will act as a catalyst for planned future developments along one of Sydney's most critical transport corridors which will assist in the reinvigoration of the Parramatta Road corridor, stimulate the local economy, and contribute to housing supply (including affordable housing), social infrastructure, retail, and hospitality offering.

The following amendments to the Burwood Local Environmental Plan 2012 (LEP 2012) are sought by the Planning Proposal.

- Amending the Burwood LEP 2012 Zoning (including mapping) to change the zoning of the site to MU1 Mixed Use.
- Including a new Burwood LEP 2012 Alternate Floor Space Ratio Map to change the maximum permissible floor space ratio (FSR) across the site to 3.4:1 (including a range of land uses)
- Including a new Burwood LEP 2012 Alternate Height of Buildings Map to allow maximum building height from 8.5m to 72.5m (maximum 22 storeys) to allow for, and control, the delivery of proposed built form in line with the design principles for the site.
- Inclusion of additional local provisions applying to the site, which required that community infrastructure is provided for any development that seeks to use the Alternate controls, including elements such as publicly accessible open space in quantum, and location relative to built form (approximately 2,700sqm) and community facilities (approximately 100sqm).
- Identification as a Key Site and requirements for Design Excellence to be included in the Burwood LEP 2012.
- Incorporation of site-specific provisions relating to the mix of land uses (FSR maximum and/or minimum) built form controls and requirements.

The Planning Proposal proposes a responsive and broad mix of land uses to meet the identified demand and supply, which is expected to change in response to the Sydney Metro West station at Burwood North. The Planning Proposal will provide community and public benefits as well as the contribution towards the provision of affordable housing stock within the LGA.

In summary, the Planning Proposal

- demonstrates strategic merit and supports the aims and objectives of the relevant strategic plans and policies, including the *Eastern District Plan*, *Burwood Local Strategic Planning Statement*, and the *Burwood Housing Strategy*.
- will enable a development that can comply with relevant statutory plans and policies, including the Burwood LEP 2012 and the Housing SEPP 2021.
- is consistent with the Ministerial Planning Directions that commenced on 1 March 2022 – particular with regard to transit orientated development and the Parramatta Road Urban Transformation Corridor.
- demonstrates site-specific merit and will address relevant site-specific planning matters.
- will enable a development that can effectively minimise any potential adverse environmental impacts.
- will deliver social and economic benefits.
- will provide for increased housing diversity and supply (contribution to affordable housing stock), employment, and tourist and visitor accommodation close to public transport infrastructure, jobs and amenities.



### 1.1 The Proponent

LSH Property (Alexandria) Pty Ltd is a wholly owned subsidiary of Lei Shing Hong Limited (LSH). LSH is a major international conglomerate based in Hong Kong. LSH stands at the forefront of innovation and design, collaborating with market-leading partners to deliver quality, first to market projects in commercial, retail, lifestyle and industrial spaces.

### 1.2 The Vision

166-204 Parramatta Road will be Croydon's Urban Village – a mixed-use building that places greenery at its heart, combining all the elements that make a great Sydney neighbourhood within a single precinct.

The project vision is for the development of a vibrant, mixed-use precinct which will assist in the regeneration of the Parramatta Road corridor, stimulate the local economy, and contribute to the area's current social infrastructure, retail, and hospitality offering. The development would deliver this, along with residential apartments, a high-quality hotel, and commercial floorspace, in a highly accessible location, strategically positioned on a large site, fronting Parramatta Road and in proximity to the planned Burwood North Metro Station.

The desired future character of the site consists of five key elements

- **A green heart** - A focus for community and an oasis in the inner west
- **A green address** - Generous new landscaped setbacks will transform Parramatta Road
- **Local dining & retail** - An active 18-hour community
- **Community spaces and jobs** - New opportunities for the precinct

### 1.3 Project Team



LSH PROPERTY AUSTRALIA

Proponent

**architectus**

Architecture  
Urban Design



Planning  
Engagement  
Social and Economics

**ARCADIA**

Landscape  
Public Domain

**FCAD**

Fellingham Consultancy and Design

Public Art



Contamination  
Geotechnical

**RIGHT ANGLE**

Placemaking  
Strategy



ESD Strategy



Flood Risk and  
Drainage

**neoscape**

Project  
Management



Traffic



Commercial  
Viability



Data Consultant

## 2.0 Background

### 2.1 Background

Parramatta Road is one of Sydney's most critical transport corridors and with the continued evolution of Western Sydney, the arterial passage and its surrounding neighbourhoods are in the middle of transformative change.

Alongside the Western Sydney Metro and WestConnex, 166–204 Parramatta Road represents a unique opportunity to shape the future of this evolving area at scale. As the neighbourhood continues to grow, there is a clear requirement for local housing supply and community facilities to meet its varied and changing needs.

The mixed-use development will respond to the increasing accessibility of the area and maximise its potential as a convenient mid-point between the Parramatta and Sydney CBDs, as well as complementing the growth of Kings Bay and Burwood North.

With the arrival of the Burwood North Metro Station 400-600 metres away, this is the perfect time to revitalise the Parramatta Road Corridor and prepare for the inevitable growth that will follow. Croydon is forecast to undergo significant population growth in the next ten years. With it, there will be an increased need for varied housing requirements to meet the needs of the new residents. There will also be significant workforce growth, particularly within a 3km radius of the site. Croydon's increasing population will call for a greater demand for amenity, retail, public space and community infrastructure.

#### 2.1.1 Scoping Proposal and Council Feedback

On 1 June 2022, a Scoping Proposal report was submitted to Burwood Council. The report was accompanied by preliminary technical reports including Architectural Report and Drawings, a Transport Assessment, A Social and Economic Assessment and Strategy (Summary Findings and Advice), Economic Impact Assessment (Retail) and Place and Vision Document. On 2 August 2022, a response to the Scoping Proposal was received from Council, raising the following issues which have been addressed in this Proposal:

- Connection To Country
- PRCUTS Vision
- Affordable Housing
- Transport And Access
- Active Transport
- Parking
- Sustainability And Resilience
- Design Quality
- Urban Design
- Massing Analysis
- Visual Impact
- Public Spaces And Landscaping
- Public Art
- Flood Risk And Drainage
- Contamination
- Tunnel Infrastructure
- Housing That Meets Community Needs
- Public Benefit
- Engagement
- Staging Plan
- Draft Development Control Plan

Council confirmed the Scoping Proposal had been referred to Transport for NSW for review and comment. On 8 August 2022, comments from TfNSW were received regarding the following. These have been address in the Planning Proposal

- Integrating Land Use And Transport,
- Proposed Non-Residential Uses
- Proposed Access Arrangement
- Freight And Servicing
- Proposed Shared Zone
- Active Transport
- Car Parking
- Transport Impact Assessment
- Proposed Green Edge Setback
- Funding And Implementation

### 2.1.2 Community Engagement – Pre-Lodgement of Planning Proposal

On behalf of the proponent, Ethos Urban carried out local community and stakeholder consultation throughout October and November 2022.

The purpose of engagement on the Planning Proposal at the early stage prior to lodgement, was to:

- Seek feedback from immediate neighbours and the wider community to better understand local views and potential concerns.
- Provide clear, timely and accessible information and opportunities for neighbours to provide feedback during the initial planning phases of the project.
- Explain how the proposed design concept and site planning approach addresses key community issues and long terms NSW Government strategic planning priorities.
- Create effective lines of communication between the local community and the project team.

This early engagement process provided opportunities for open conversations and feedback from:

- immediate neighbours to the site,
- community located within a 200m+ radius of the site; and
- several key government agencies and service providers.

A high-level summary of the engagement activities undertaken is provided below, with more detail included in the Consultation Outcomes Report, prepared by Ethos Urban (**Appendix G**).



#### Letterbox drop

- Letterbox notification to approximately 36 immediate neighbours and approximately 219 wider community members on 5 November 2022



#### Stakeholder correspondence

- Several formal and informal project briefings with Burwood City Council planning team.
- Consultation with Transport for NSW, Sydney Water and Ausgrid.



#### Community drop-in sessions (in-person)

- Five registrants and four attendees at an immediate neighbour session held on the 17 November 2022.
- 22 registrants and 15 attendees at a wider community session held on 21 November 2022.



#### Community webinar (online)

- 20 registrants and 15 attendees at an online community webinar held on 22 November 2022.



#### Project email and phone

Five enquiries received through community engagement channels during the consultation period.

Attachment 1 - Planning Proposal Report

2.1.3 Local Environmental Plan - Plan Making Guideline 2021

The Planning Proposal has been prepared and structured in the format prescribe by the Local Environmental Plan Making Guidelines published by the NSW Department of Planning and Environment (DPE) in 2021. The following flowchart (**Figure 1**) forms part of the LEP Plan Making Guidelines and is provided for reference. To date, the process required of the Guideline to undertake early engagement with Council via a scoping report has been completed.

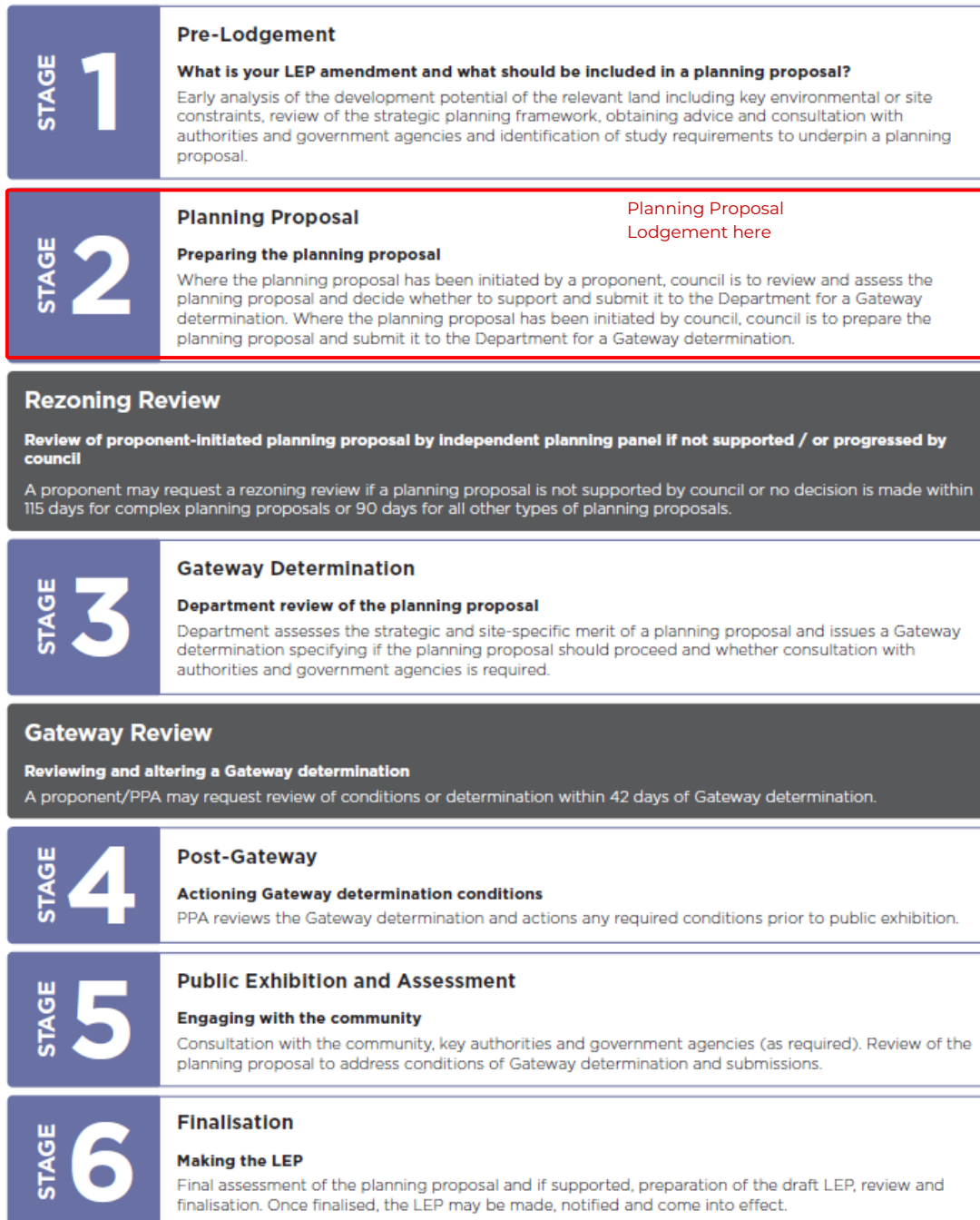


Figure 1 Planning Proposal Process  
Source/Notes: DPE LEP Plan Making Guideline

#### 2.1.4 Burwood Design Review Panel

Burwood Council have recently formulated the Burwood Design Review Panel (BDRP) to examine, evaluate and comment on the design aspects of development applications and planning proposal referred to the BDRP under the terms of the referral triggers established by Council.

The panel is tasked with providing advice to Council and considering Design Excellence Clause contained in section 6.5 of the Burwood Local Environmental Plan and relevant State Environmental Planning Policies as part of this. In the case of Planning Proposals, strategic and site-specific considerations in the terms of the Plan Making Guidelines are expected to be considered.

On 23 February 2023, the Burwood Design Review Panel met, along with the proponent and project team, to hold a Design Review Panel meeting. The proposal, strategic alignment and site-specific merits were presented, and feedback provided from the Panel. Written comments were provided to the proponent on 22 March 2023 and have all been carefully reviewed and addressed within the Planning Proposal.

### 3.0 The Site

#### 3.1 Site Location and Context

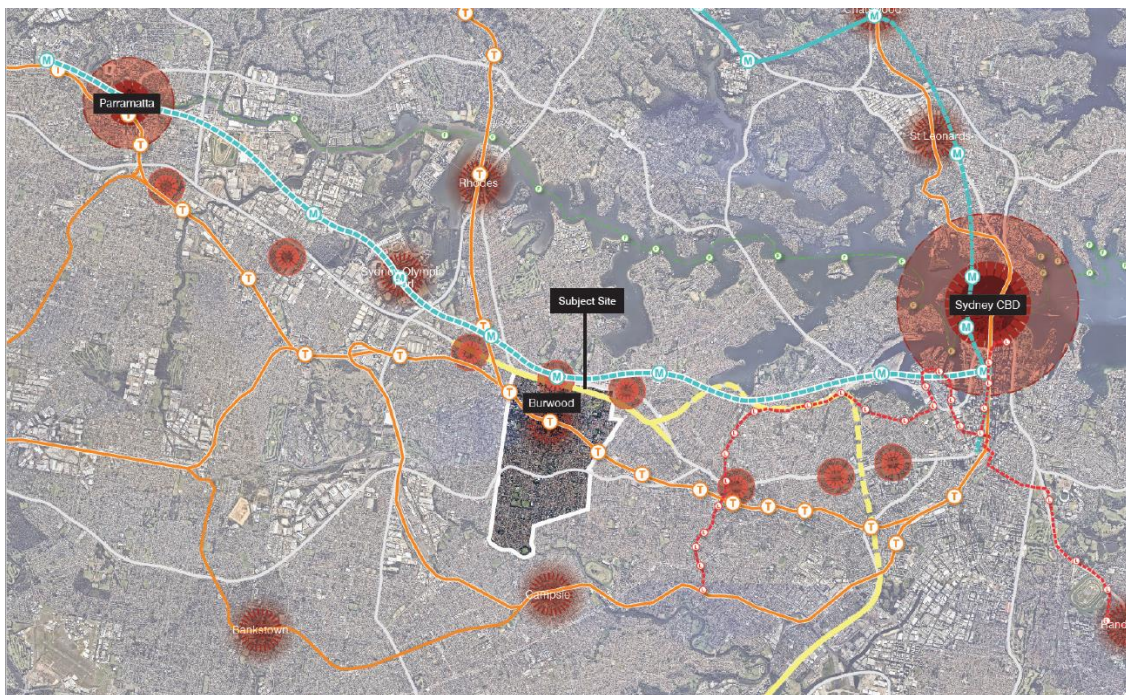
The site is located at 166-204 Parramatta Road and 1-1A Cheltenham Road, Croydon, and within the Burwood LGA. Over recent years, Parramatta Road has experienced increased vehicular congestion, a degrading public realm, economic decline, a lack of coherent delivery to a strategy, and the undervaluing of placemaking.

The Parramatta Road Corridor Urban Transformation Strategy (PRCUTS) has prescribed a number of actions and considerations to regenerate Parramatta Road, establishing several precincts to transform the Corridor into an active community precinct. The proposal will contribute positively to the renewal of the Parramatta Road Corridor, acting as a catalyst for regeneration in the Burwood-Concord and Kings Bay portion of this important Corridor.

The site has excellent access to Westconnex, in close proximity to the entrance to the future extension to M4/M5, and Rozelle Interchange due to open in 2023 which will provide faster access to Sydney International Airport and the Sydney CBD.

The opening of Sydney Metro West, 400-600m west of the subject site, will mean that the site is highly accessible by rail, with faster travel times to key employment precincts and other community hubs including between Parramatta and the Sydney CBD (10min to Sydney CBD). As such, redevelopment of the site will act as a catalyst project and help to support planned and ongoing investment and uplift in this part of Sydney.

The character of the site's immediate context includes large bulky goods retail, showrooms and light industrial sites. Immediately to the south of the site the context is low scale residential dwellings including two storey townhouses. The Site and its local context are shown in **Figure 2** and **3**.



**Figure 2 Site Context Plan**

Source/Notes: Architectus

### 3.2 Site Description

The Site is located at 166-204 Parramatta Road and 1-1A Cheltenham Road, Croydon (Lot 1 DP20641, Lot 1 DP86926, Lots A-C DP84812, Lot 1 DP 86033, Lots 100-101 DP850953 and Lot 1 DP 817488) on the southern side of Parramatta Road and is bound by Lucas Road and Cheltenham Rd in the Burwood local government area. The Site is approximately 1km from Burwood Station and Town Centre and 150m east of Concord Oval. The site has an area of approximately 10,499sqm

The site is not a heritage listed item nor within or adjacent to a heritage conservation area. The Site includes 1-1A Cheltenham Road which currently contains a single storey brick dwelling. A context photograph of the surrounding precinct is provided in **Figure 3** and an aerial photo of the site is shown in **Figure 4**.



**Figure 3** Precinct Aerial Photograph

Source: Google/Ethos Urban



**Figure 4** Site Aerial

Source: Google/Ethos Urban

### 3.3 Site Conditions

The majority of the site is currently vacant and is excavated to basement level, excluding the Salvation Army site at the eastern edge of the site as shown in **Figure 5** and 1-1A Cheltenham Road in the south-eastern corner of the site. Photographs of the current conditions of the site are shown below, including the substantial hoarding surrounding the boundary to Parramatta Road.



**Figure 5 Site Photos – Salvos Site (left), Hoarding to Paramatta Road (right)**

Source: Google/Ethos Urban



**Figure 7 Parramatta Road Frontage (left), existing site excavation (right)**

Source: Google/Ethos Urban

### 3.4 Existing Development Consent

On 15 April 2018, development approval DA 89/2017 was granted by Burwood Council for the construction of a 4-storey car sales showroom, storage and service facility at the site. The facility was to be operated by Mercedes-Benz. The consent was activated and works commenced. Accordingly, the majority of the site is currently vacant and is excavated to basement level, with the exception of 1-1A Cheltenham Road which currently contains a single storey brick dwelling. No 166-176 Parramatta Road consists of the “Salvation Army” building.

### 3.5 Parramatta Road Corridor Urban Transformation Strategy 2016

The site is situated within the Kings Bay Precinct, as defined by the Parramatta Road Corridor Urban Transformation Strategy (PRCUTS). The PRCUTS was released in November 2016 and seeks to coordinate the renewal of land and neighbourhoods along Parramatta Road in the context of reduced congestion associated with the implementation of the WestConnex transport project, which is expected to remove significant traffic volume, in particular heavy vehicles, from the corridor.

PRCUTS forecasts that the Kings Bay Precinct will support some +5,200 new residents, including +2,500 new homes and +2,900 new jobs by 2050. The Strategy envisions the Kings Bay Precinct as a new residential urban village with a Parramatta Road address having a dense network of streets and an identity.



Of relevance to the site, PRCUTS notes that there are significant urban renewal opportunities for land immediately fronting Parramatta Road, and identifies the site as 'mixed use' in its vision. The plan also recognises that there is an opportunity in Kings Bay Precinct to capitalise on rapid transit, and that the amalgamation of sites in appropriate locations should be encouraged to promote opportunities for redevelopment.

### 3.6 Surrounding Development

The current surrounding development is defined by large bulky goods retail, showrooms, and light industrial sites to Parramatta Road and medium to low density residential south of the site along Cheltenham and Lucas Roads.

- **North:** to the north across Parramatta Road are car dealerships and areas of future transformation through the PRCUTs (including parts of the Kings Bay precinct to the north-west)
- **East:** to the east the Site adjoins a warehouse development on the opposite side of Cheltenham Road
- **South:** to the south is residential development in the form of two storey townhouses with single detached dwellings beyond that
- **West:** To the west across Lucas Road, is located a Kennards hire store. Lucas Road has a left-in left-out intersection with Parramatta Road while Cheltenham Road has a fully signalised intersection with Parramatta Road providing for left and right turning movements out of Cheltenham Road and left turn movements from Parramatta Road into Cheltenham Road.

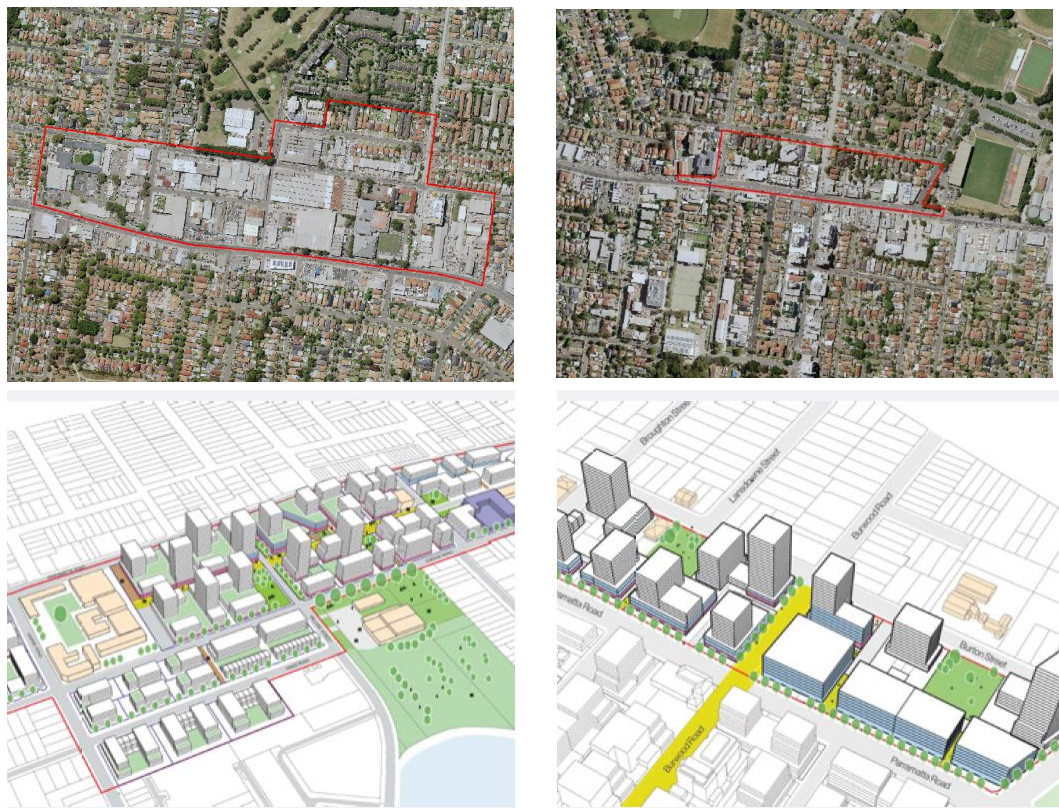
**3.6.1 Future Development/Precincts**

Several recent or proposed developments/proposals are in proximity and relevant to the subject site, which bear relevance to the site and the changing nature of the precinct.

**Kings Bay and Burwood North Precincts, City of Canada Bay Council**

Canada Bay City Council has identified Kings Bay and Burwood as two of three precincts for urban renewal as part of the Parramatta Road Corridor Urban Transformation Strategy. It is proposed as a new residential and mixed-use urban village on Parramatta Road, with a vibrant main street and strong links to the open space network along Sydney Harbour.

**Project Status:** Public exhibition of the Parramatta Road Corridor Urban Transformation Strategy Planning Proposal occurred in early 2022. Supporting documentation relating to Kings Bay/Burwood included the Draft PRCUTS DCP – and the Urban Design Masterplan. The Planning Proposal was gazetted on 16 December 2022.



**Figure 8** Canada Bay Council Planning Proposal – Kings Bay and Burwood North

Source: Canada Bay Council

**Burwood North Metro and Station, Sydney Metro**

The future Burwood North Station has been identified to be located on the corner of Burwood and Parramatta roads. It will strengthen the business and retail centre to the South of Parramatta Road and provide a new fast, frequent and reliable transport link for the community north of Parramatta Road. In addition, it aims to alleviate pressure off the existing bus network along Burwood and Parramatta roads and Burwood Station.

**Project Status:** The Sydney Metro West is a rapid transit railway connection being constructed between Sydney CBD and Westmead, with a station planned at Burwood North on the corner of Parramatta and Burwood Roads. When completed, the route “will move more than 40,000 people an hour in each direction between Westmead and the

Attachment 1 - Planning Proposal Report

Sydney CBD”, cut road congestion on Parramatta and Victoria Roads, create over 80,000 direct and indirect jobs, and enable faster travel for commuters.

Sydney Metro was granted planning approval to construct twin underground rail tunnels between Westmead and The Bays for Sydney Metro West in March 2021. The Sydney Metro West State Significant Infrastructure Application, including the detail and anticipated over station development for the Burwood North Metro Station was public exhibited from March 2022 to 4 May 2022.

Set to be opened in 2030, the Sydney Metro West will dramatically transform the precincts in which each station is situated. This is likely to drive further investment in these areas, as public transport connectivity allows for greater liveability for existing and prospective residents, and greater economic viability for businesses.

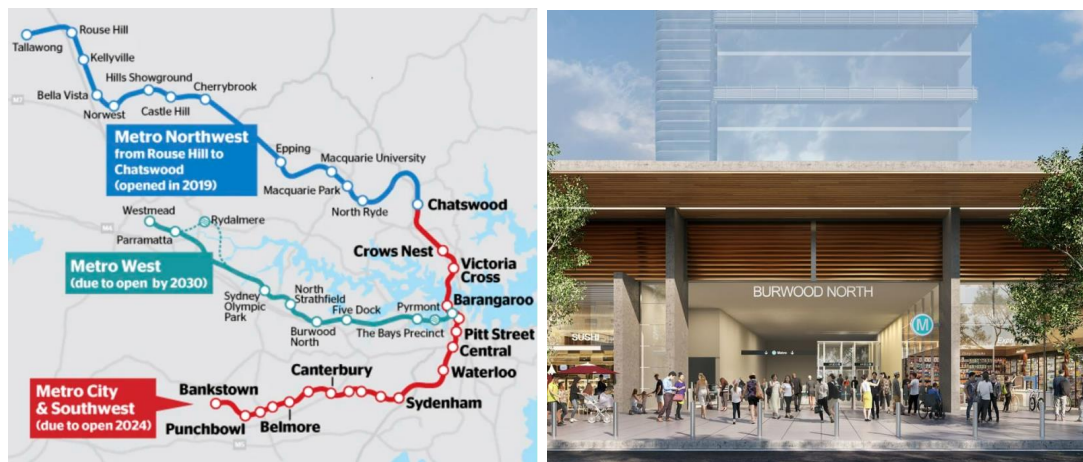


Figure 9 Sydney Metro Line – combined (left), illustration of Burwood North Metro Station (right)

Source: Sydney Morning Herald (left) Sydney Metro West EIS (right)



Figure 10 Proposed Burwood North Metro Station arrangement

Source: Sydney Metro West EIS

Attachment 1 - Planning Proposal Report

**Burwood North Planning Proposal**

Burwood Council is working on developing a masterplan which will inform the planning framework to deliver a new and vibrant neighbourhood at Burwood North, in line with the intent set out in the Local Strategic Planning Statement. Council have recently appointed a consultant team and engagement has been undertaken throughout the end of 2022 and early 2023. Council has previously conducted community consultation on the principles for the Burwood North Precinct in early phases of the masterplan formulation.

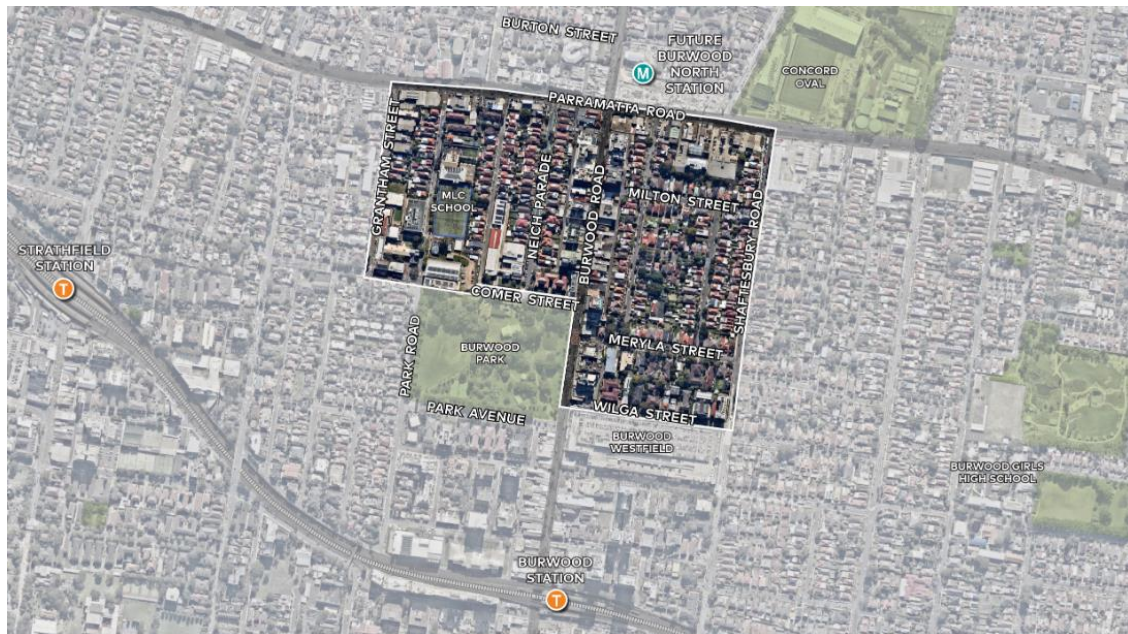
On 18 October 2022, Council endorsed a report that provided an update of the preparation of the Burwood North Precinct masterplan, along with an affordable housing policy. Unanimously endorsed by the Councillors in attendance at the meeting, the report provided an update on the appointment of the consultants who will be undertaking the work relating to the preparation of the Burwood North Precinct Masterplan and the Burwood Affordable Housing Policy and Contributions Scheme.

The actions agreed out of the meeting were as follows:

- Prepare Planning Proposal for 2021 Local Environmental Plan (LEP) Amendment
- Develop an Affordable Housing Policy
- Research plans and opportunities for the creation of public open spaces as part of the planning of the Burwood North Precinct
- Undertake initiatives that support new economic growth in the Burwood North Precinct and Burwood Town Centre
- Undertake comprehensive community engagement programs to seek community input on Council projects, operations, initiatives and major decisions.

The Masterplan will be used to inform new planning controls in an update to Burwood Local Environmental Plan 2012 and Burwood Development Control Plan. It will also have recommendations that could be included in broader strategic directions of Burwood Council. It will set a long-term vision and strategic directions to make sure future growth is well planned, sustainable and meets the changing needs of our community. Within 10 minutes of Parramatta and the Sydney CBD, the new metro is stimulating new opportunities to build on the lifestyle, cultural and economic offerings of Burwood.

According to Council's community participate website, the intended timeline for endorsement of the masterplan and Planning Proposal by Council is June 2023.



**Figure 11 Burwood North Masterplan Frame Area**  
Source/Notes: Burwood Council



















































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































































