

Preliminary Green Travel Plan

Campbelltown Arts Centre Expansion SSDA

State Significant Development No. 74509208

Prepared for Campbelltown City Council

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Section 1 Introduction

1.1 Overview

A Green Travel Plan (GTP) is a way to sustainably manage the transport needs of employees and visitors to a development, and to shift travel behaviour over the long term to achieve more sustainable travel practices. The aim of the plan is to reduce the environmental impacts of travel to and from the site, and to provide a clear plan of management for vehicle and pedestrian movements within and around the site.

This preliminary GTP prepared by TTW on behalf of Campbelltown City Council is submitted to the Department of Planning, Housing and Infrastructure (DPHI) in support of a State Significant Development Application (SSDA) for the expansion of the existing Campbelltown Arts Centre (CAC) on land at 1 Art Gallery Road, Campbelltown (the site).

This SSDA seeks approval for:

- Demolition of parts of the existing buildings and structures on site.
- Expansion and redesign of the existing CAC, including the following elements:
 - Reorientation of the building towards Queen Street in the north to create a more substantial, welcoming and visible connection to the City Centre.
 - Addition of a new 350 seat theatre with back of house facilities.
 - Providing rehearsal spaces, creative and educational workshop areas, and community facilities.
 - Provision of ancillary artists' residences.
 - Provision of commercial spaces including a café / restaurant, retail, and conference facilities.
 - Provision of expanded gallery spaces for the exhibition of artists' collections and dedicated storage for loaned artworks and collections.
- Landscaping works including provision of feature planting and paving.
- Expansion and reconfiguration of at grade car parking.
- Extension and augmentation of services and infrastructure as required.

For a further detailed project description, please refer to the Environmental Impact Statement prepared by Colliers Urban Planning, the Architectural Drawings prepared by fjstudio, and the other accompanying technical documents that form part of the State Significant Development Application.

1.2 Relevant SEARs to this Report

This preliminary GTP has been prepared in response to the Secretary’s Environmental Assessment Requirements (SEARs) for the proposed development dated 7 August 2024 for SSD-74509208. Specifically, this report has been prepared to respond to those SEARs outlined in Table 1 below.

Table 1: Response to SEARs

Issue and Assessment Requirements	Section Reference
Measures to promote sustainable travel choices for employees, residents, students and visitors, such as:	
Connections into existing walking and cycling networks,	Active Travel Movements – Section 3.1
Minimising car parking provision,	Parking Restrictions – Section 3.5
Encouraging car share and public transport,	Public Transport – Section 3.2 Carpooling – Section 3.3
Providing adequate bicycle parking and	Active Travel Movements – Section 3.1
High quality end-of-trip facilities, and	
Implementing a Green Travel Plan.	Strategies and Procedures – Section 3 Communication Plans – Section 4 Data Collection – Section 5

For the purposes of this SSDA submission, this GTP is preliminary in nature, intended to be dynamic and a response to the future operation of the site. It is anticipated that this GTP for the CAC will be developed into a more comprehensive and detailed GTP prior to the operational commencement of the new development.

Section 2 Transport Goals

2.1 Guiding Principles

The overall principles guiding this GTP are:

- To reduce carbon emissions and the environmental impact of travelling to and from the site.
- To improve road safety and decongest road networks around the site.
- To develop strategies which are targeted to different types of events rather than a generic strategy.
- To adapt to changing infrastructure and transport provisions in the local area over time.
- To monitor and evaluate transport operations and revise as required to achieve continual improvement.

2.2 Mode Splits

The anticipated travel demands and targets for the project are estimated as shown in Table 2 and Table 3 below. As detailed in Section 2.9.3 of the Transport and Accessibility Impact Assessment (TAIA), the assumed baseline travel behaviour for visitors and staff have been derived from the travel mode surveys completed at the site by in 2024. TTW have reviewed the data with input from the Client and confirm the travel mode surveys represent existing travel behaviours. In addition, Australian Bureau of Statistics (ABS) Census data, Journey to Work (JTW) data has also been reviewed.

As outlined in Section 2.1, this GTP aims to prioritise sustainable travel by encouraging staff and visitors to use public and active transport while reducing private vehicle trips. To support these objectives, targets have been established:

- Short-term targets (1 – 3 years), which are considered realistic and achievable.
- Long-term targets (5+ years), which are more ambitious and will require a gradual shift in travel behaviour across the area.

For the purposes of the subject traffic assessment, travel behaviours of visitors are assessed separately for weekdays and weekends, as weekday travels are typically more structured and time-sensitive, while weekend travels are typically more flexible and discretionary, both of which lead to differences in travel patterns. Staff travel, however, is expected to remain consistent across the week, as their trips to the CAC are primarily work-related, and generally follow fixed schedules.

2.2.1 Visitor Mode Split

Table 2: Visitor Baseline and Targeted Mode Splits
Note: totals may not add exactly to 100% due to rounding

Travel Mode	Weekday			Weekend		
	Baseline	Short-term Targets	Long-term Targets	Baseline	Short-term Targets	Long-term Targets
Walk	2%	3%	4%	1%	1%	2%
Bicycle	0%	1%	3%	0%	1%	3%
Train	0%	1%	2%	0%	1%	2%
Bus	0%	1%	3%	0%	1%	2%
Car, as driver	55%	51%	47%	37%	33%	27%
Car, as passenger (Carpool)	22%	24%	26%	60%	62%	63%
Car, as passenger (Pick-up and Drop-off)	21%	19%	15%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%

2.2.2 Staff Mode Split

Table 3: Staff Baseline and Targeted Mode Splits (Weekday and Weekend)
Note: totals may not add exactly to 100% due to rounding

Travel Mode	Baseline	Short-term Targets	Long-term Targets
Walk	2%	2%	3%
Bicycle	0%	1%	3%
Train	4%	5%	6%
Bus	2%	3%	4%
Car, as driver	83%	80%	77%
Car, as passenger (Carpool)	0%	2%	2%
Car, as passenger (Pick-up and Drop-off)	8%	7%	5%
Truck	1%	0%	0%
Total	100%	100%	100%

Section 3 Strategies and Procedures

This section outlines proposed developments, any relevant strategies and procedures that stimulate the use of non-private vehicle modes of travel in order to achieve the target mode shares as listed in Table 2. Notably, encouraging the use of any nearby public transport.

Therefore, it is suggested that this GTP be read in conjunction with the Transport and Accessibility Impact Assessment (TAIA). The TAIA provides information regarding transport operations and specifics of any proposed non-car-related facilities. Such information allows for a better understanding of how and why the following strategies are feasible and could be achieved over time.

3.1 Prioritise Active Travel Movements and Access

Active transport modes such as walking and cycling should be priorities, thus movement and access to these modes would be favoured over vehicular travel modes, encouraging safe usage whilst accommodating the increased demand. As shown in Section 2.4 and 2.5 of the TAIA, pedestrian and cyclist networks are readily available in the vicinity of the site. Ample footpaths are also available connecting the CAC to its nearby bus stops. Appendix A provides a summary of the pedestrian and local cycling infrastructure in the vicinity of the site.

As part of the expansion project, new facilities will be provided for cyclists, including 30 bicycle parking spaces. End-of-trip facilities, including showers, are also available. As shown in Figure 1, two showers and one accessible shower are available, adjacent to Flexible Arts Workshop 2.

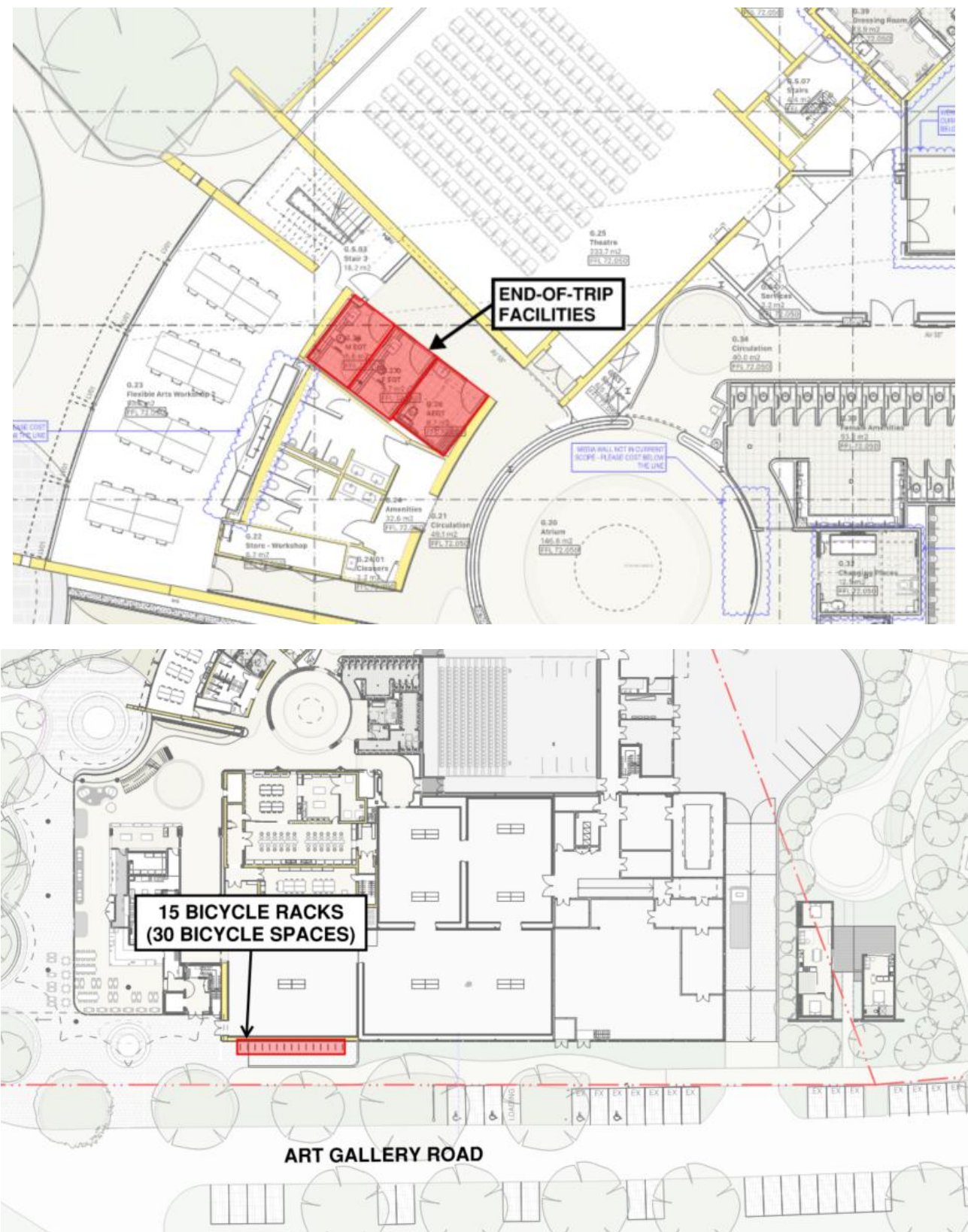


Figure 1: Proposed Bicycle Parking and End-of-trip Facilities
Source: fjcstudio

3.2 Public Transport

As documented in Section 2.6 of the TAIA, the site is well-serviced with several public transport options: a number of bus stops are available within a 3 – 8-minute walk from the site, and most walking routes are well-equipped with signalised crossings and footpaths. The nearby Campbelltown and Macarthur Stations could also be accessed by said bus services, or by a 20-minute walk.

The CAC should remain up to date with any proposed plans by Council or TfNSW to increase the public transport services as demand increases and the local area goes through future development. If the current public transport services are not meeting the demand, the CAC may consult with Council and TfNSW about potential upgrades to the offered services, such as increasing bus frequencies during peak hours, to further encourage the use of public transport.

As mentioned above, ample active transport facilities are available in the vicinity of the site, providing connections between the CAC and train stations / bus stops. Appendix A summarises the public transport availability nearby the CAC, the nearest bus stops are located within a 15-minute walk, while Campbelltown and Macarthur stations can be accessed within a 20-minute walk.

3.3 Carpooling Pairing

A strategy to encourage staff to carpool involves a pairing system that informs of other staff who live in nearby areas or along their travel route. Initiating this system may involve a meeting to provide an opportunity for staff members to discuss carpooling options, including coordination of staff by local area. Off-the-shelf alternatives such as the Liftango app may also be an option for staff to utilise.

3.4 Shuttle Buses / Coach Services

In addition to the above, the CAC or event organisers could consider implementing shuttle / coach services to further encourage the use of public transport. For instance, during one-off events, shuttle buses could operate between nearby train stations and the CAC, facilitating visitors' journeys and reduce reliance on private vehicles and support more sustainable travel choices.

3.5 On-site Parking Restrictions

Parking facilities at the CAC currently allow for 2-hour free timed roadside parking and 4-hour free timed on-site parking. To further discourage any private vehicle use, a paid parking system could be introduced. Such introduction could disincentivise the use of private transport, and also lower the demand for parking facilities.

3.6 Event Travel Guidelines

Event Travel Guidelines could be provided by the event organiser, or CAC, for guests and visitors who are attending a one-off event. Travel guidelines could provide guidance on public transport usage to and from the site, or schedules of the aforementioned shuttle service (if any).

These travel guidelines could outline and address items such as:

- Public transport options (e.g. bus and train schedules, timetables).
- Walking routes to and from the site, and the nearest public transport stops.
- The limited availability of on-site parking.
- Travel alerts of any known disruptions on the transport network (at a closer date to the event).
- Details of any shuttle services.
- Instructions for guests / visitors with specific transport needs (e.g., accessibility needs, deliveries).

Event travel guidelines could also be used to coordinate operational requirements such as the use of the loading dock.

3.7 Managing Complex Transport Activities

To ensure all travel modes operate smoothly and safely around the site and the precinct, any transport activities which are complex (e.g., loading trucks servicing to and from the site) should be actively managed by staff. A management system should be in place to ensure all travelling should be smooth, safe and efficient, regardless of the travel mode.

Section 4 Communications Plan

4.1 Arts Centre Website

The CAC website can be utilised to provide transport options. This can encompass comprehensive details about the centre's active transport infrastructure, such as bicycle parking facilities. Moreover, a public transport guide could be included to incorporate insights into existing bus and train services, as well as forthcoming government-planned public transport projects to encourage and promote public transport usage.

As shown in Figure 2, the current CAC website provides information of active, private and public transport available in the vicinity of the site. This could be reviewed and further enhanced prior to the opening of the new CAC.

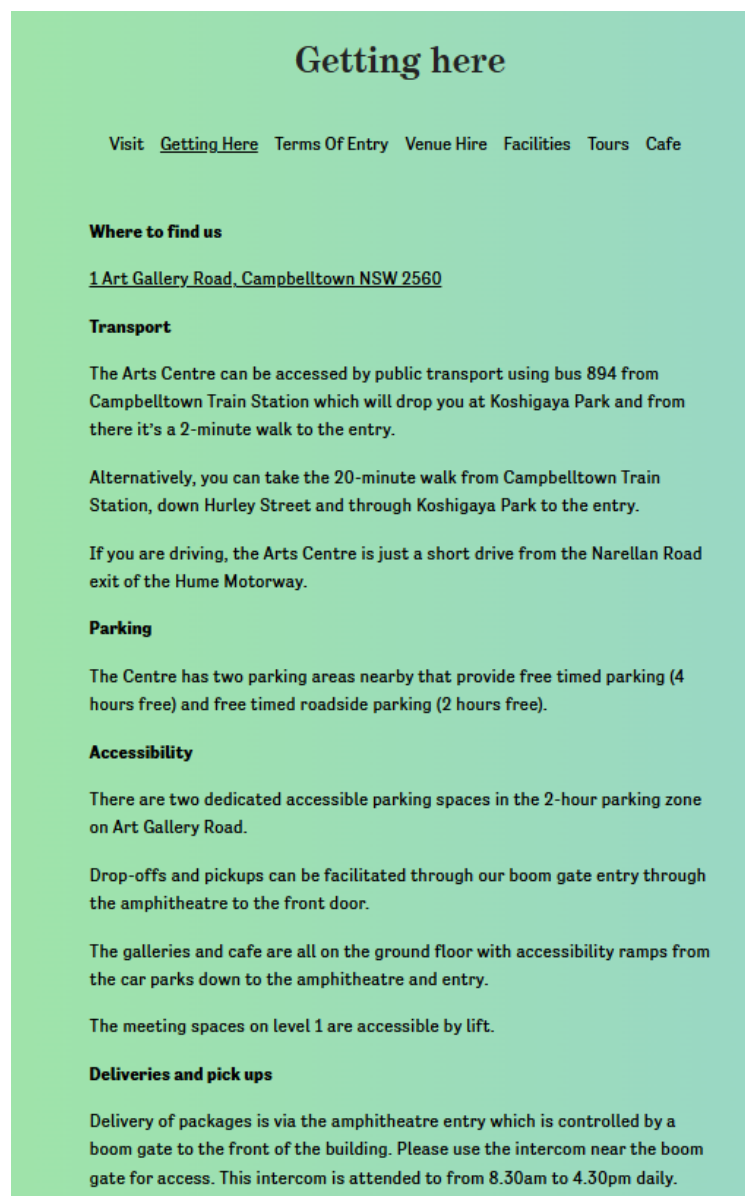


Figure 2: Example of Transport Information on CAC Website
Source: Campbelltown Arts Centre website

4.2 Transport Access Guide

The aim of a Travel Access Guide (or Transport Access Guide) is to present users of the CAC with information about the available safe and sustainable transport options in the local area. This action involves presenting this information in a simple and understandable manner through an educational brochure. Staff and visitors are more likely to change their travel behaviour after being made aware of the public and active transport options and how to utilise these alternatives safely and easily.

The brochure will be uploaded to the CAC website to provide information for visitors. The Transport Access Guide can also include CAC's operational hours, bus services frequencies, and any future changes to public transport services. Additionally, a poster or Transport Access Guide may be displayed at the entrance of the CAC. An example of a Transport Access Guide can be seen in Figure 3.

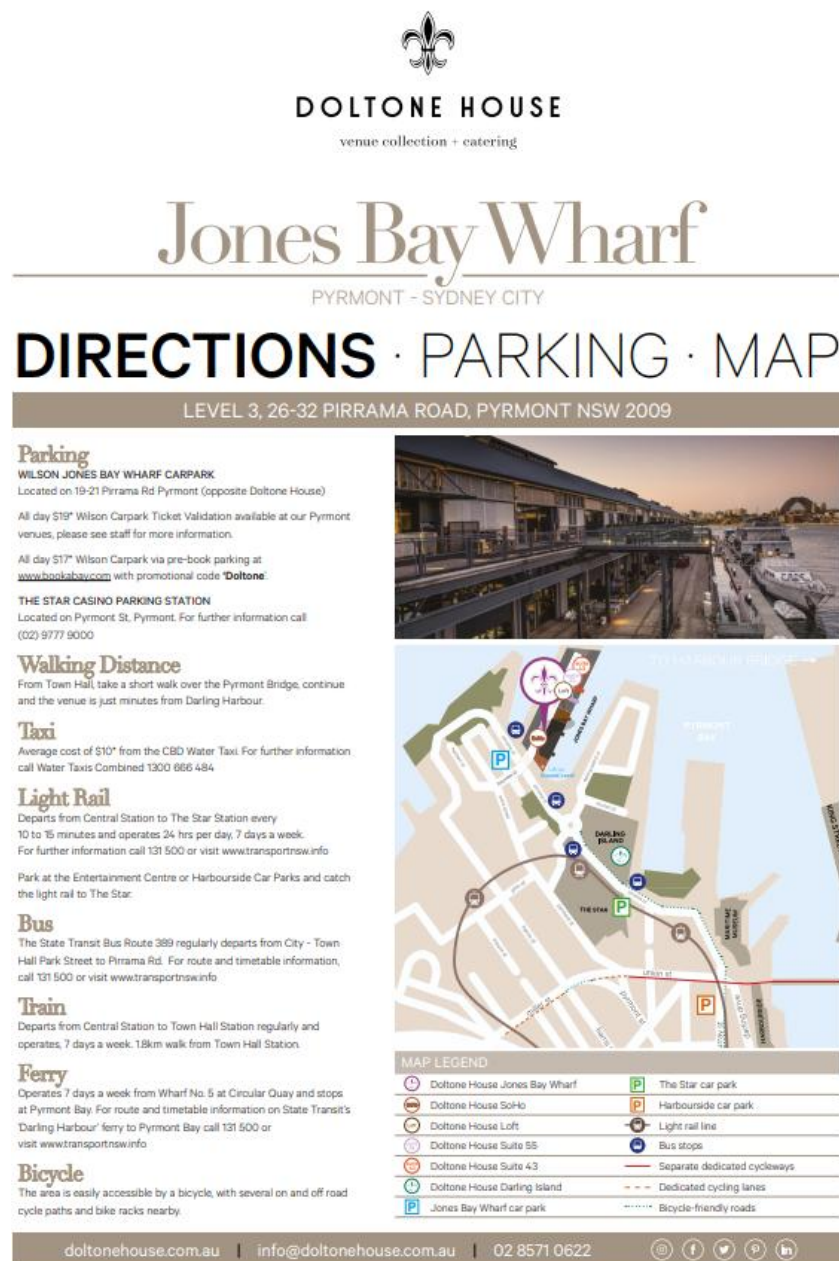


Figure 3: Transport Access Guide Brochure Example

Source: Doltone House

4.3 Social Media

Social media platforms, for either the CAC or for individual events, can readily share information and links to transport information for the CAC and its events. It is suggested that these platforms (including Facebook, Instagram etc.) should be utilised to quickly and easily reach a wide audience with relative ease. As mentioned, periodic reminders regarding any changes related to the transport operations nearby the CAC can also be announced through social media platforms. An example of the types of information distributed for events is shown in Figure 4 below.



Figure 4: Examples of Social Media Distribution by TfNSW and Accor Stadium

Section 5 Data Collection and Monitoring

A key component of the GTP success is program evaluation and ongoing improvement. This section includes consideration of how the centre will be able to adaptively respond to meet the GTP goals over time.

5.1 Data Collection

It is recommended that the following data be collected periodically as required by CAC:

- User travel demand
 - The travel modes of both regular users and one-off visitors should be regularly surveyed to better understand the shift in travel behaviour over time.
- Transport audits and travel data
 - When updating the GTP, spot checks for the car park capacity should be undertaken, to gain an understanding of trends in travel behaviour.
 - When updating the GTP, pedestrian movement counts should be undertaken at all pedestrian access points into the site, to accurately determine the spread of demand across the site.
 - Postcode information could be collected during ticket sales, to inform the spread of demand and travel behaviour across the road network in the vicinity.
- Transport events and initiatives
 - Where these events involve or are relevant to external authorities such as Council or TfNSW, consider consulting with these authorities about the types of data to be collected, or share data with them once collected.
- Digital communication strategies
 - Where available, data should be recorded on any available digital communication such as hit rates for travel articles on the CAC website, click-through of links provided through email, or downloads of the Travel Access Guide.
 - Any digital communications that relate to specific events should also include (if possible) data collection that can correlate digital engagement to event attendance.

5.2 Program Evaluation

The data collected as outlined in Section 5.1 shall be used to evaluate the GTP performance as follows:

- Progress on mode share targets
 - The outcomes on regular surveys are to be reviewed against the travel targets put forward in the most current revision of the GTP at the time.
 - Where mode splits fall short of targets, initiatives and communications are to be reviewed in those areas. Targets could be shifted to other sustainable travel modes if appropriate (for example, low uptake of cycling could be better addressed with higher public transport targets).
 - Where mode splits have been achieved beyond the targets, these targets could be made more ambitious, and some resources may be able to be re-directed to other areas.
- Transport network and operations
 - Usage of rail and bus should be closely analysed with information provided to TfNSW for review, if necessary. Services in high demand should be bolstered with additional services. Services with low demand may be able to be re-routed or adjusted to better suit the overall population.

- Car park occupancy
 - Usage of the car park is to be closely monitored (as described elsewhere in the GTP), in order to understand demand for on-site car parking across different types of events.
- Engagement with transport articles and links
 - Varying types of articles and links should be reviewed for engagement and success. For example, “bite-sized” pieces of information might have more engagement with particular audiences or content, and longer form “articles” may have success in different areas.

5.3 Documentation Updates

This GTP, and other associated documentation (such as a TAG) are to be reviewed regularly and updated as required.

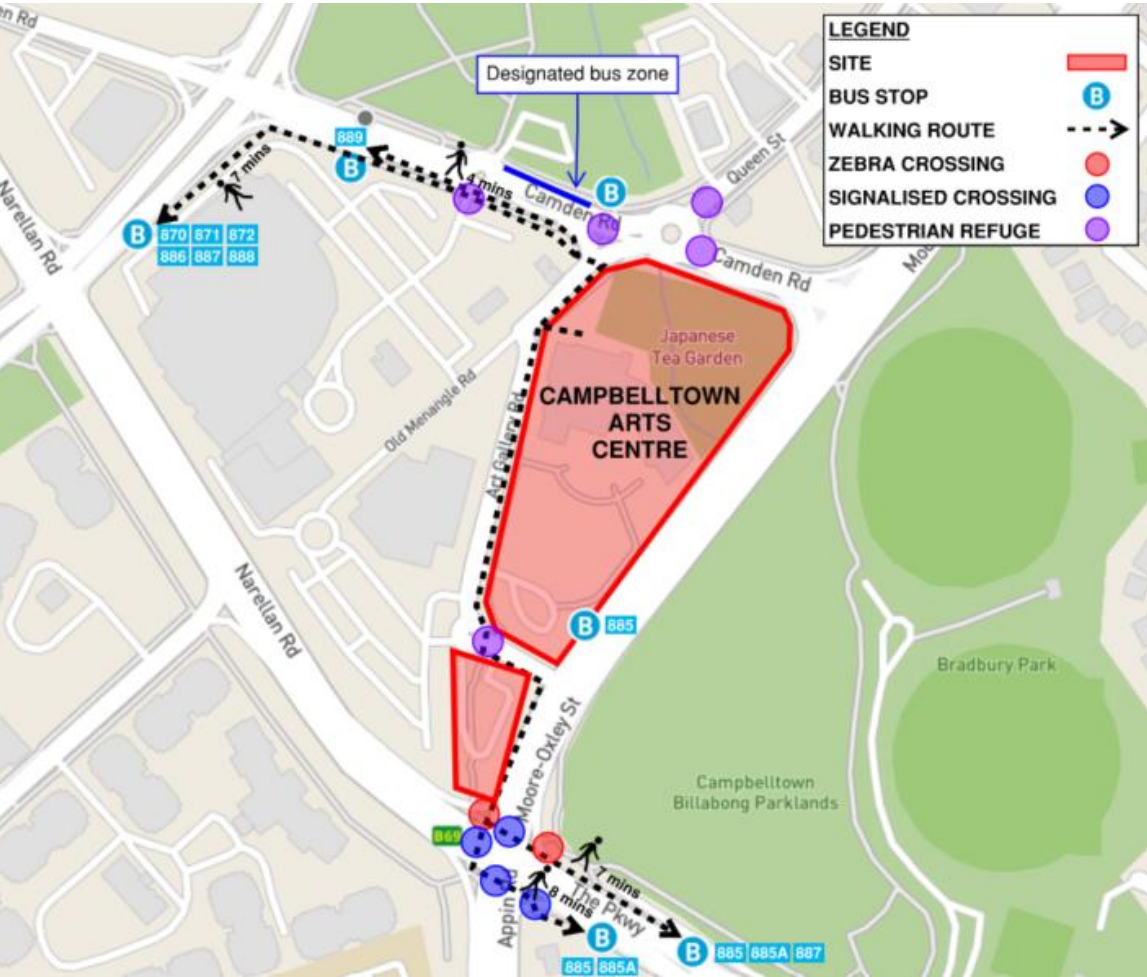
The review and update process shall include:

- Updating to reflect any travel-related changes in the local area such as bus services, new cycle routes or pedestrian crossings (this should occur as changes arise).
- Reviewing progress against the proposed mode share targets and update targets if required.
- Identifying any shortfalls in the GTP and updating sustainable initiatives and programs to address these shortfalls.
- Distributing an updated travel mode survey to all regular users. Collect data including residential postcodes to inform their origin.
- Consulting with regular users and the CAC to understand travel behaviours and any barriers and facilitators to shift to sustainable travel.
- Adjusting initiatives and targets based on the updated survey results and in response to any issues that may arise.

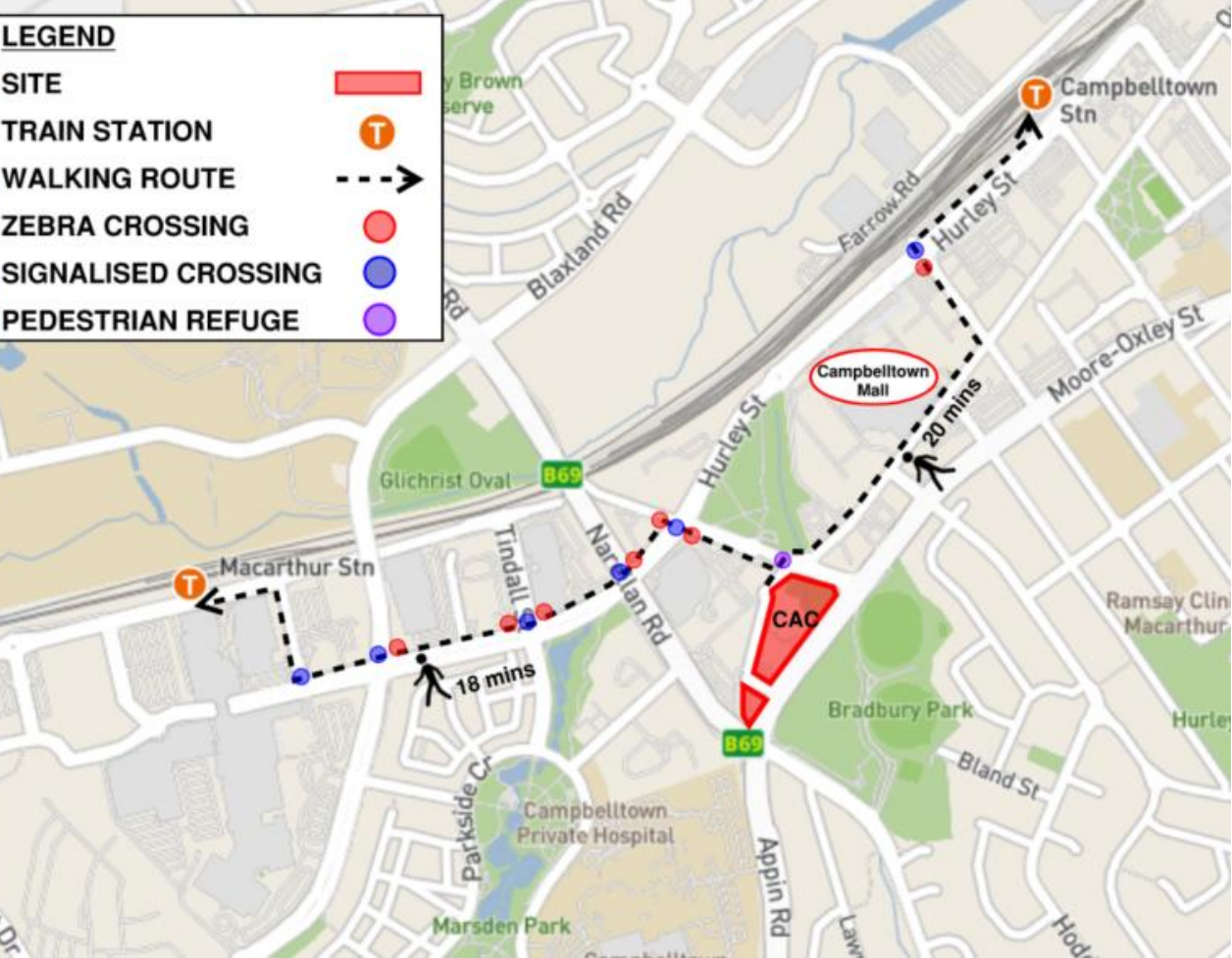
Appendix A Access Routes

Public Transport Access Routes

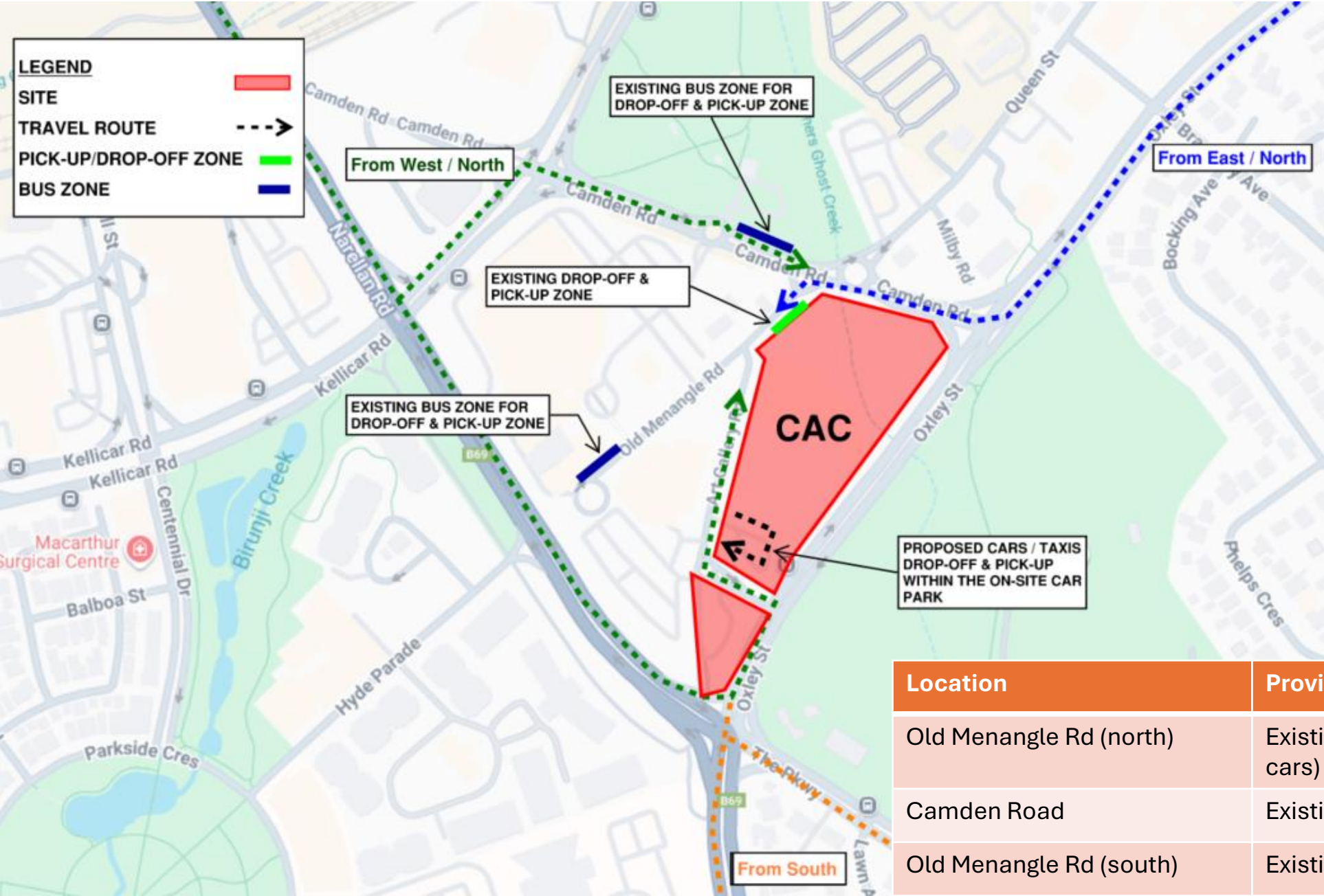
Bus Stops



Train Stations



Cars / Coaches Access Routes



Location	Provision
Old Menangle Rd (north)	Existing 23m drop-off area (1 bus, 2 cars)
Camden Road	Existing 37m Bus Zone (~3 buses)
Old Menangle Rd (south)	Existing 35m Bus Zone (~3 buses)