

The Approach

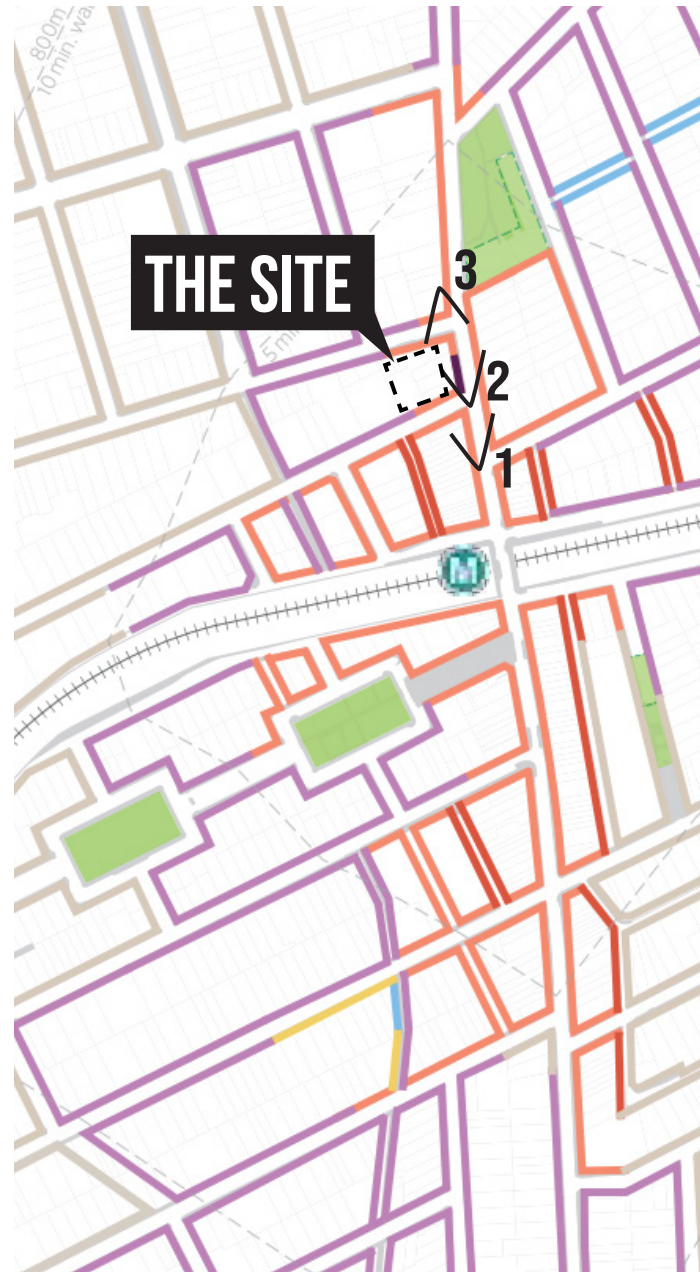
The Master Plan also proposes street setbacks which promote vibrancy and articulation of the public realm. This will promote a transition between the shop frontages along Beamish Street, and the deeper setbacks of the existing urban fabric.

The proposed NIL setback along Beamish Street promotes and retains the vibrant streetscape character of Campsie's High Street local character.

The heritage-listed site is a key contributor to the high street's established character. The proposed 10-metre setback is not site-responsive and undermines the integrity of the streetscape, rather than enhancing or celebrating the heritage significance of the place.

The proposal aims to retain the streetscape up to the Campsie Cultural Hub where the space opens to invite traffic to slow down and pedestrians to linger in the extended civic square that connects the site to the cultural hub.

The pedestrian crossing area is further marked by the retain tree in Beamish Street, an improved sense of arrival.



PROPOSED SETBACKS



1 - BEAMISH ST INTERSECTION CLISSOLD PDE



2 - BEAMISH ST ORION FUNCTION CENTRE



2 - BEAMISH ST INTERSECTION NINTH AVE

URBAN DESIGN: FEASIBILITY

Matter:

Design-Led Density: Balancing Feasibility with Urban Quality

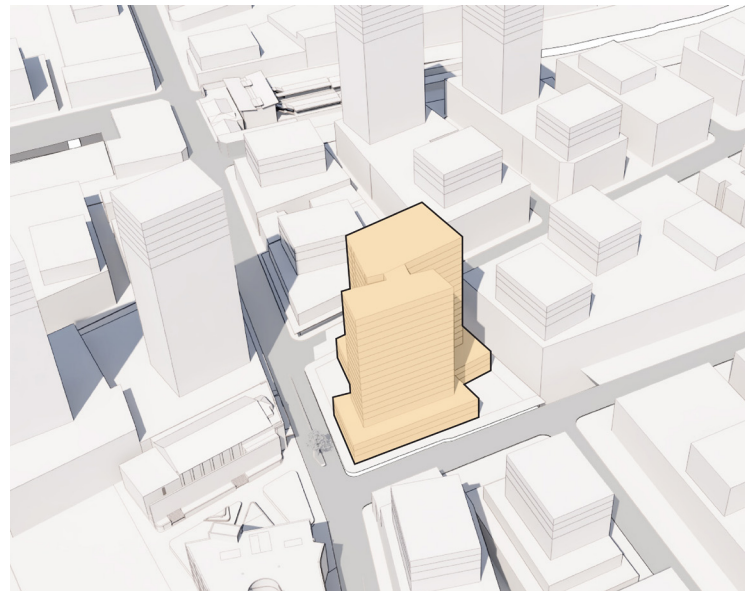
Fast Facts:

- +50% increased on construction cost

Recommendation:

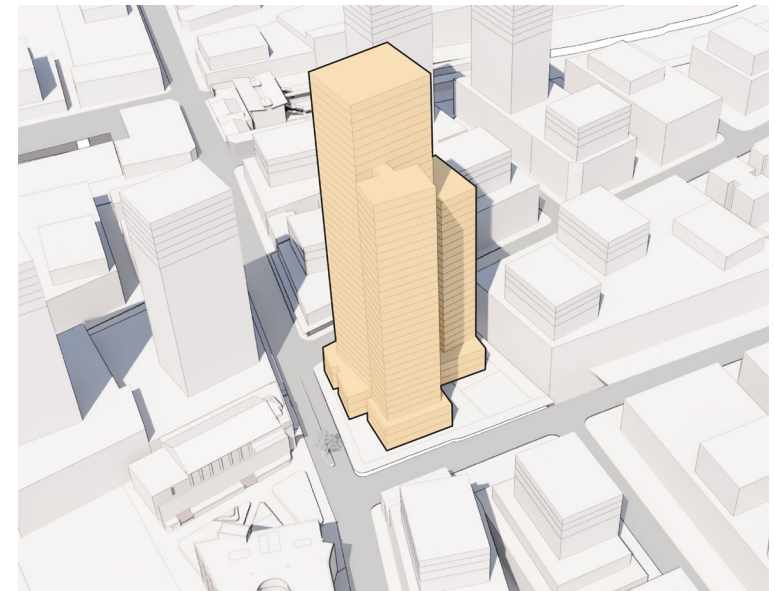
PP-2024-2261 was informed by 2021 economic data (SGS Bankstown City Centre & Campsie Town Centre Economic And Land Use Study) indicating that the masterplan proposed building heights and floor space ratios (FSR) were feasible for developers. However, based on our understanding of the NSW Government’s planning proposal assessment process, it is unlikely to be finalized and gazetted before 2026. During this five-year period, despite confirmation of the Sydenham to Bankstown Metro commencement and construction costs rising by more than 40%, Council has not reviewed or increased its proposed density uplift. In addition, Council’s perpetual affordable housing model further undermines development feasibility and conflicts with the NSW Government’s fixed-term approach.

Council Masterplan Massing 2022



The proposed uplift to 39 storeys is not a simple extrusion of massing to meet feasibility—it is the outcome of a place-led design process that balances economic viability with urban quality. While construction costs have doubled since Council prepared the Campsie Master Plan in a pre-COVID context, the design response goes beyond financial necessity. The massing has evolved through strategic urban design

Our Proposal



moves that prioritise pedestrian comfort, civic identity, and public benefit. Setbacks, slender tower forms, activated ground planes, and integrated green infrastructure ensure that the increased height delivers a more legible skyline, improved solar access, and a richer public realm. In this way, feasibility and good design are not in conflict—they are interdependent, and the proposal demonstrates how density can be done well.

CONSTRUCTION COST 2019

\$6,000/SQM

CONSTRUCTION COST 2025

\$12,000/SQM

Matter:

Consideration of the underground FSR bonus.

Fast Facts:

- Not feasible.

Recommendation:

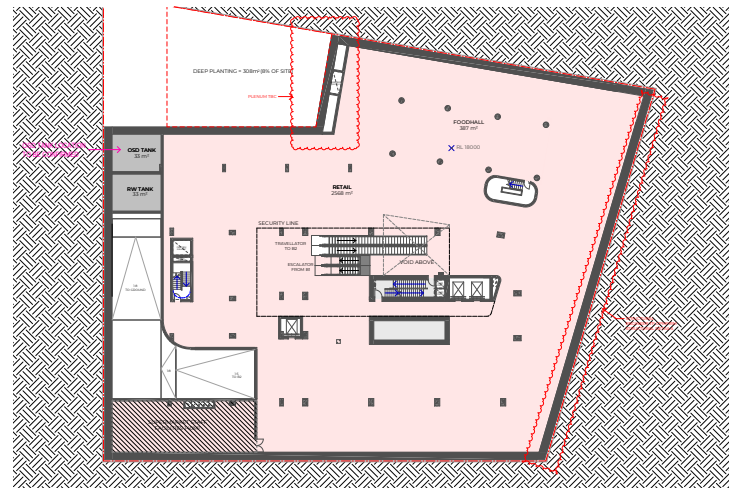
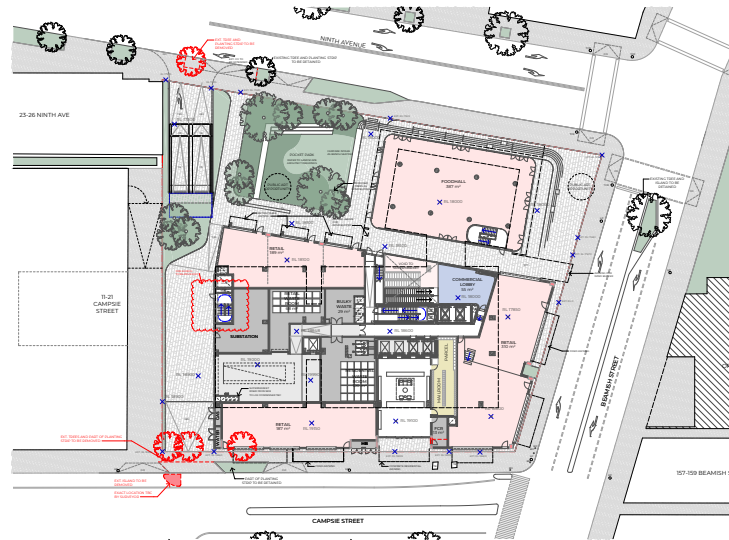
While the Campsie Master Plan proposes a 1:1 underground FSR bonus to incentivise below-grade development, this approach is no longer feasible under current market conditions. Although the plans were at an early stage of development it was already clear the significant impact on the ground-floor plane and podium, including:

- additional stairs, lifts, escalators,
- substantial risers for smoke exhaust,
- a larger loading bay,
- a 250m2 of plant which required noise and visual mitigation.

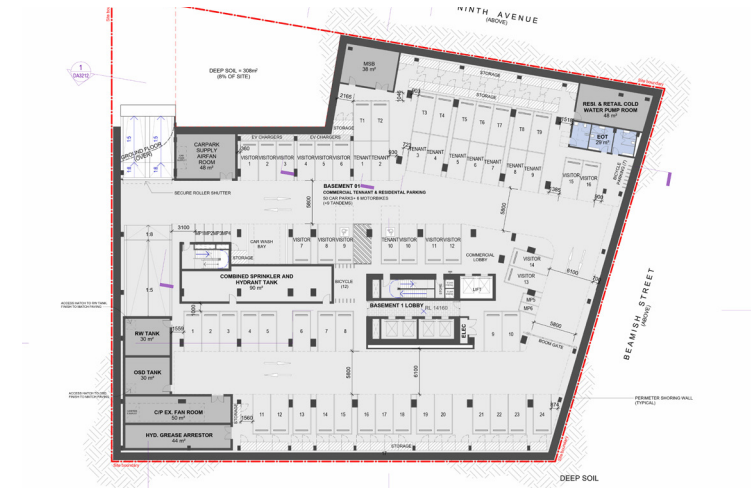
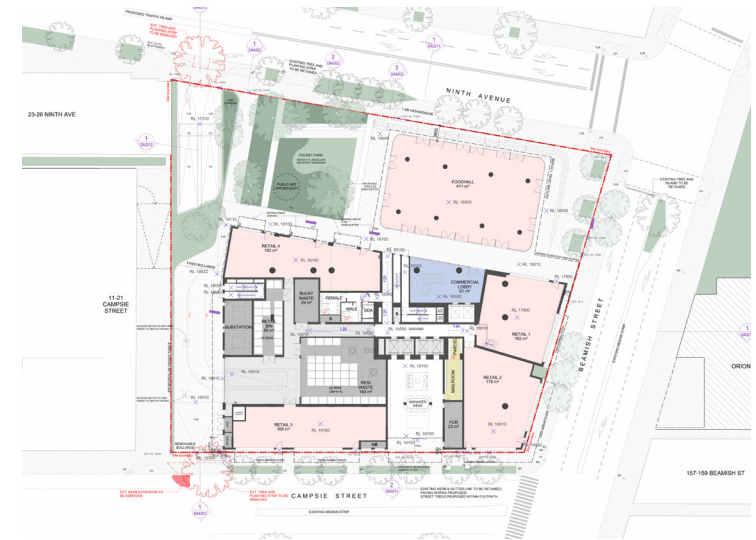
In 2019, when the Master Plan was drafted, construction costs were significantly lower, making underground retail and parking more viable. Today, with construction costs having nearly doubled, the delivery of a supermarket and three basement levels for car parking presents substantial financial risk.

The One Campsie proposal acknowledges this shift and instead focuses on a more realistic and deliverable design strategy—prioritising above-ground activation, efficient podium planning, and place-led density that supports feasibility without relying on cost-prohibitive underground floor space.

Supermarket Layout (preliminary design)



Proposed Layout



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CONCLUSION

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This Urban Design Justification Report demonstrates that the proposal at 124–128 & 132–142 Beamish Street, and 16–18 Ninth Avenue, Campsie delivers a site-specific, place-led response that aligns with Council’s strategic vision for the Campsie Town Centre. Through a rigorous design framework, the proposal addresses the urban design matters raised in the SEARs and responds meaningfully to the Master Plan’s objectives—particularly around heritage integration, pedestrian experience, public realm activation, and strategic density uplift.

The proposed built form is contextually appropriate, marking the intersection of Beamish Street and the emerging Cultural and Civic Hub with a distinctive civic gesture. It prioritises public benefit, enhances walkability, and reinforces Campsie’s identity as a modern, connected, and culturally rich centre. On balance, the proposal represents a high-quality urban design outcome and should be supported as a benchmark for future development in Campsie.

