

April 2024

architectus™

Community  
workshop

# SOUTHERN HIGHLANDS INNOVATION PARK



We acknowledge the Traditional Custodians  
of the lands and waters where we live and  
work, and we pay our respects to Elders past  
and present and emerging.

# Agenda

- 01 Introduction
  - \*\*\**Ice breaker*
- 02 Opportunities and challenges
- 03 Emerging vision, principles and character
  - Vision
  - \*\*\**Q&A session - Vision*
  - UD and land use principles
  - \*\*\**Workshop*
- 04 How do we get there?
- 05 Wrap up and next steps

01

# INTRODUCTION



# Overview/purpose



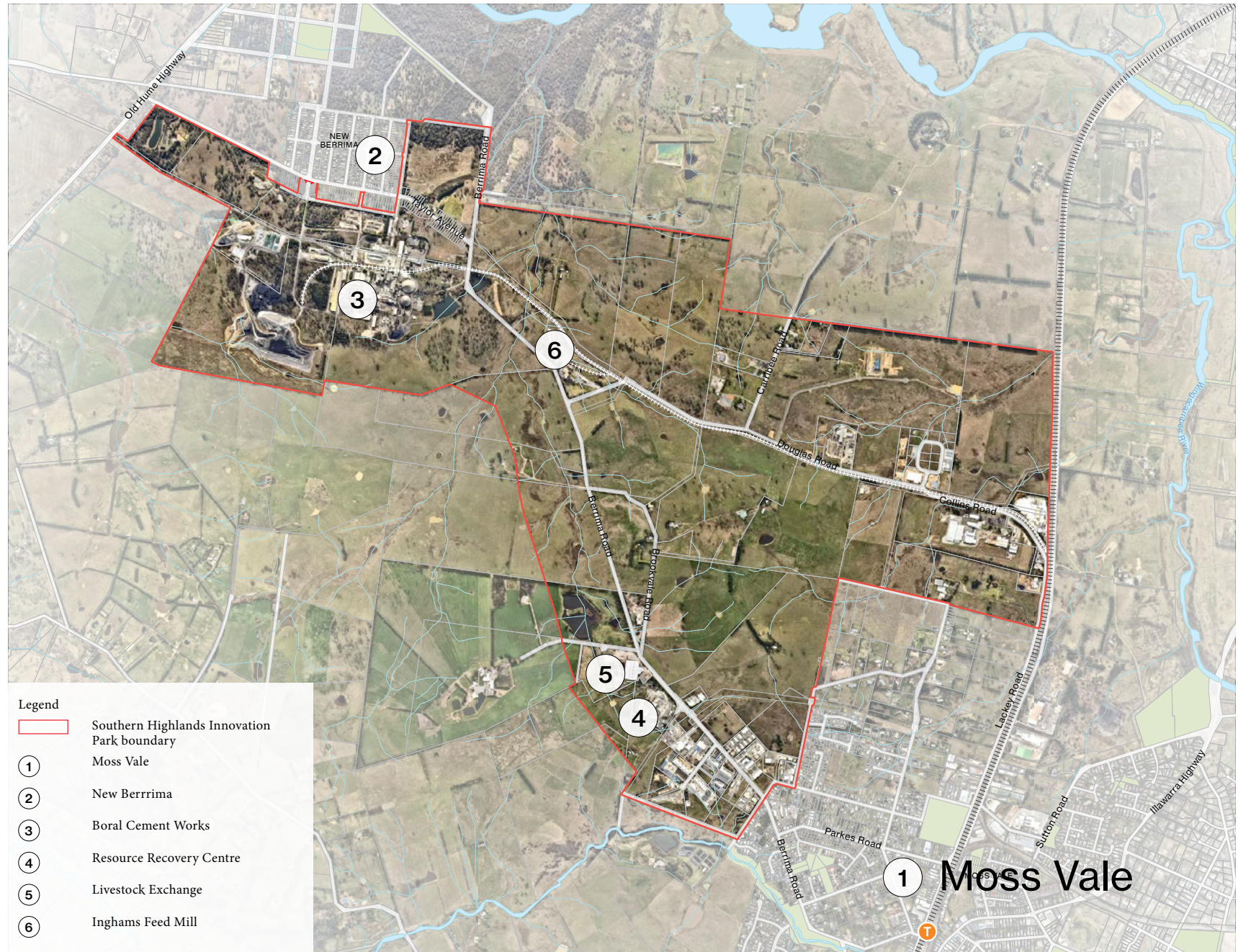
- Strategically located in close proximity to Sydney, Canberra, Wollongong and the new Western Sydney Airport and Aerotropolis.
- A grant has been secured by Council to develop a detailed Master Plan and Governance Strategy for the precinct.
- We are here today to discuss the initial opportunities, principles and draft structure plan.



# Overview/purpose

- A regionally significant employment precinct comprised of 1,053 hectares of industrial zoned land between Moss Vale and Berrima.
- Currently consists of a diverse range of businesses relating to construction, manufacturing, agriculture and resource and waste management.

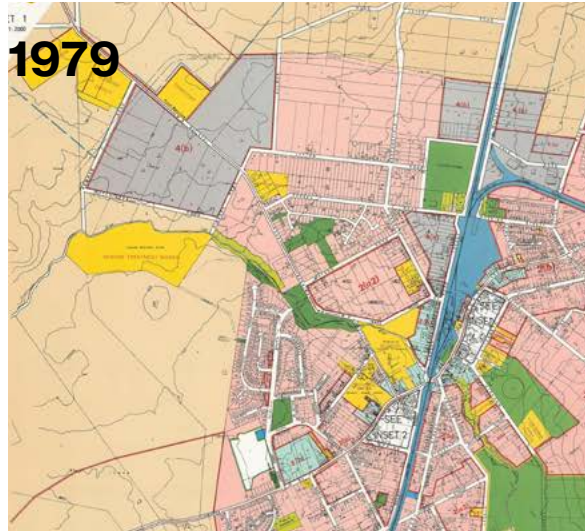
**Leveraging its industrial zoning, connectivity and the natural and regional characteristics of the site, there is an opportunity to develop the SHIP into an innovation precinct that generates economic and social benefits for the region.**





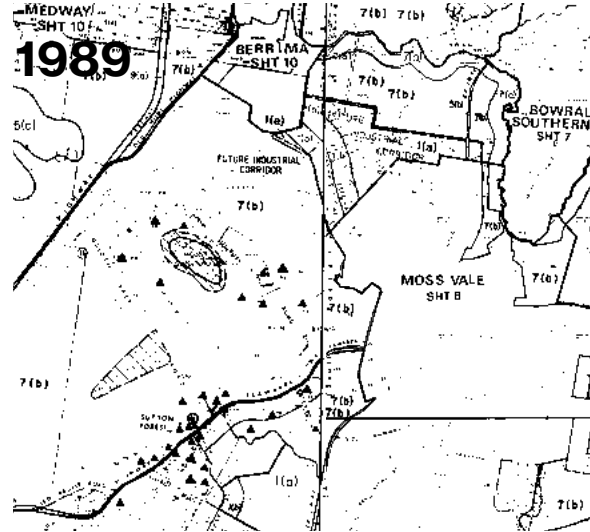
## Did you know?

This land has been zoned for employment use for over 40 years.



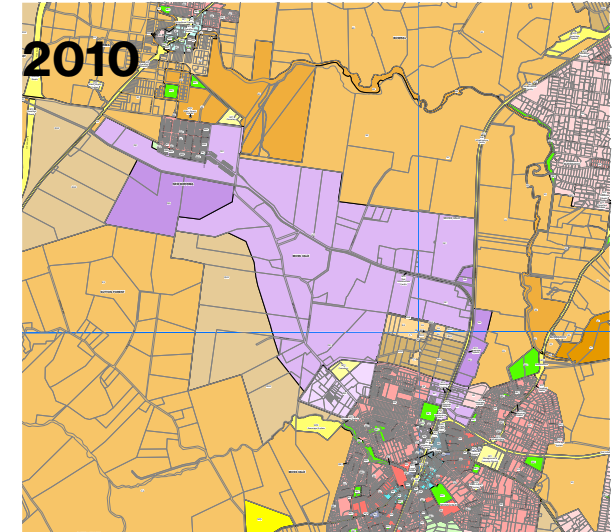
Interim Development Control Map 1979

This precinct was originally identified as a 'Future Industrial Corridor' in 1979.



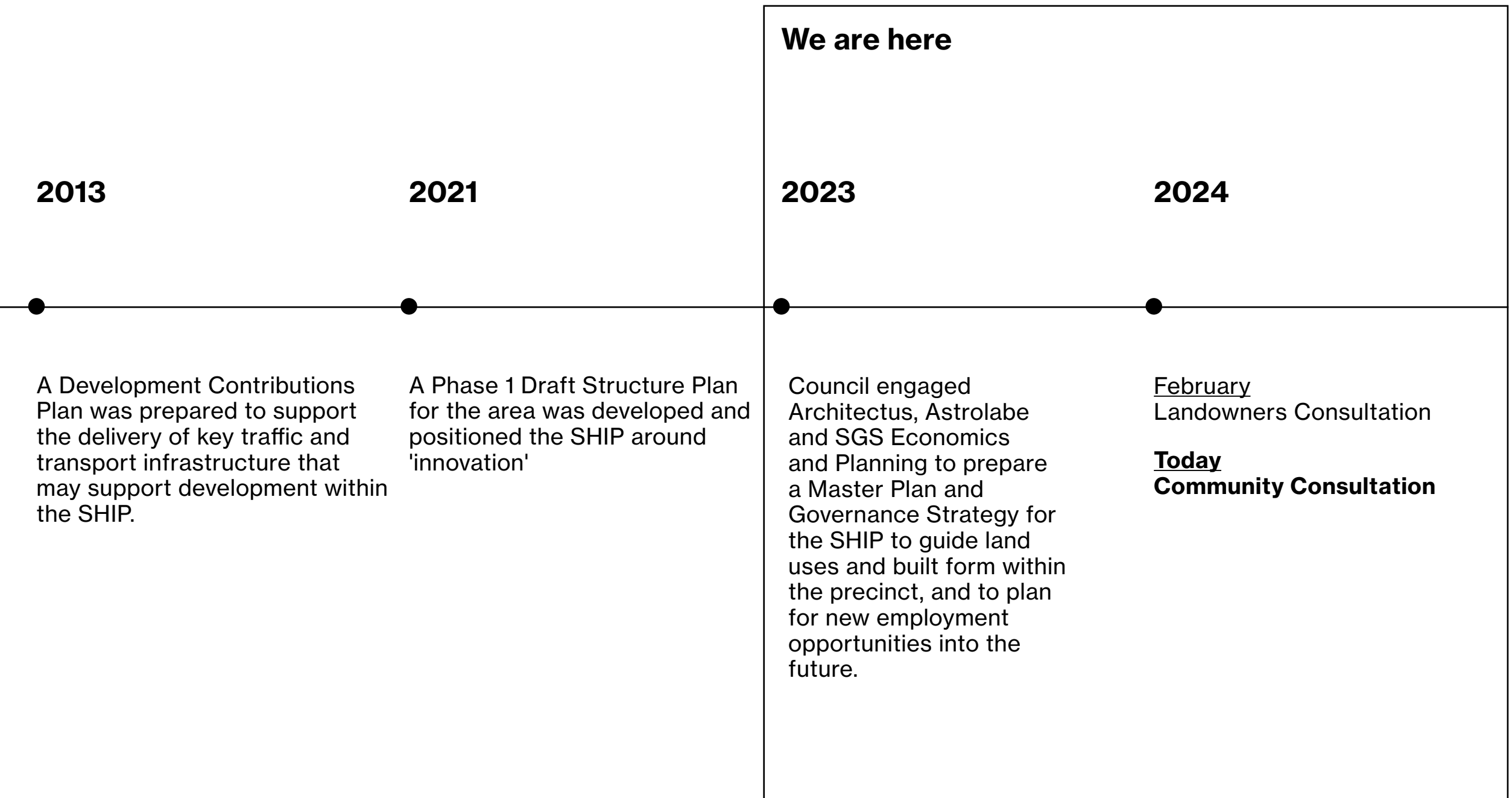
Local Environmental Plan 1989

Formerly known as the Moss Vale Enterprise Corridor, the SHIP was initially identified as an employment precinct in the 1989.



Local Environmental Plan 2010

The area was designated an industrial zone.



**We are here**

**2013**

**2021**

**2023**

**2024**

A Development Contributions Plan was prepared to support the delivery of key traffic and transport infrastructure that may support development within the SHIP.

A Phase 1 Draft Structure Plan for the area was developed and positioned the SHIP around 'innovation'

Council engaged Architectus, Astrolabe and SGS Economics and Planning to prepare a Master Plan and Governance Strategy for the SHIP to guide land uses and built form within the precinct, and to plan for new employment opportunities into the future.

February  
Landowners Consultation

**Today**  
**Community Consultation**



Ice breaker



It's nice to meet you. We'd like to learn more about you.

What do you like about living and working in the Southern Highlands?

What do you like about working in the SHIP?

What do you value most about the Southern Highlands?

What do you value most about the SHIP?

What is employment  
zoned land? What is  
an innovation park?

# What is permitted in employment zoned land

The key focus of employment zones is to support employment by protecting it from incompatible uses.

It does not support residential or other uses that conflict with land uses in surrounding local and commercial centres.

## E3 Productivity Support

Animal boarding or training establishments; Boat building and repair facilities; **Business premises**; Centre-based child care facilities; **Community facilities**; Depots; Function centres; Garden centres; Hardware and building supplies; **Hotel or motel accommodation**; Industrial retail outlets; Industrial training facilities; **Information and education facilities**; Landscaping material supplies; Light industries; Local distribution premises; **Markets**; Mortuaries; **Neighbourhood shops**; Office premises; Oyster aquaculture; Passenger transport facilities; Places of public worship; **Plant nurseries**; **Recreation areas**; **Recreation facilities (indoor)**; **Recreation facilities (major)**; **Recreation facilities (outdoor)**; Research stations; Respite day care centres; Rural supplies; Service stations; Specialised retail premises; Storage premises; **Take away food and drink premises**; Tank-based aquaculture; Timber yards; Vehicle body repair workshops; Vehicle repair stations; Vehicle sales or hire premises; Veterinary hospitals; Warehouse or distribution centres; Wholesale supplies

## E4 General Industrial

Depots; Freight transport facilities; **Garden centres**; **General industries**; Goods repair and reuse premises; Hardware and building supplies; **Industrial retail outlets**; **Industrial training facilities**; **Light industries**; **Local distribution premises**; **Neighbourhood shops**; Oyster aquaculture; Take away food and drink premises; Tank-based aquaculture; **Warehouse or distribution centres**

## E5 Heavy Industrial

**Data centres**; Depots; Freight transport facilities; **General industries**; Hazardous storage establishments; **Heavy industries**; **Industrial training facilities**; Offensive storage establishments; Oyster aquaculture; Tank-based aquaculture; **Warehouse or distribution centres**

# What is an innovation park?

An innovation park is *not* a typical industrial park.

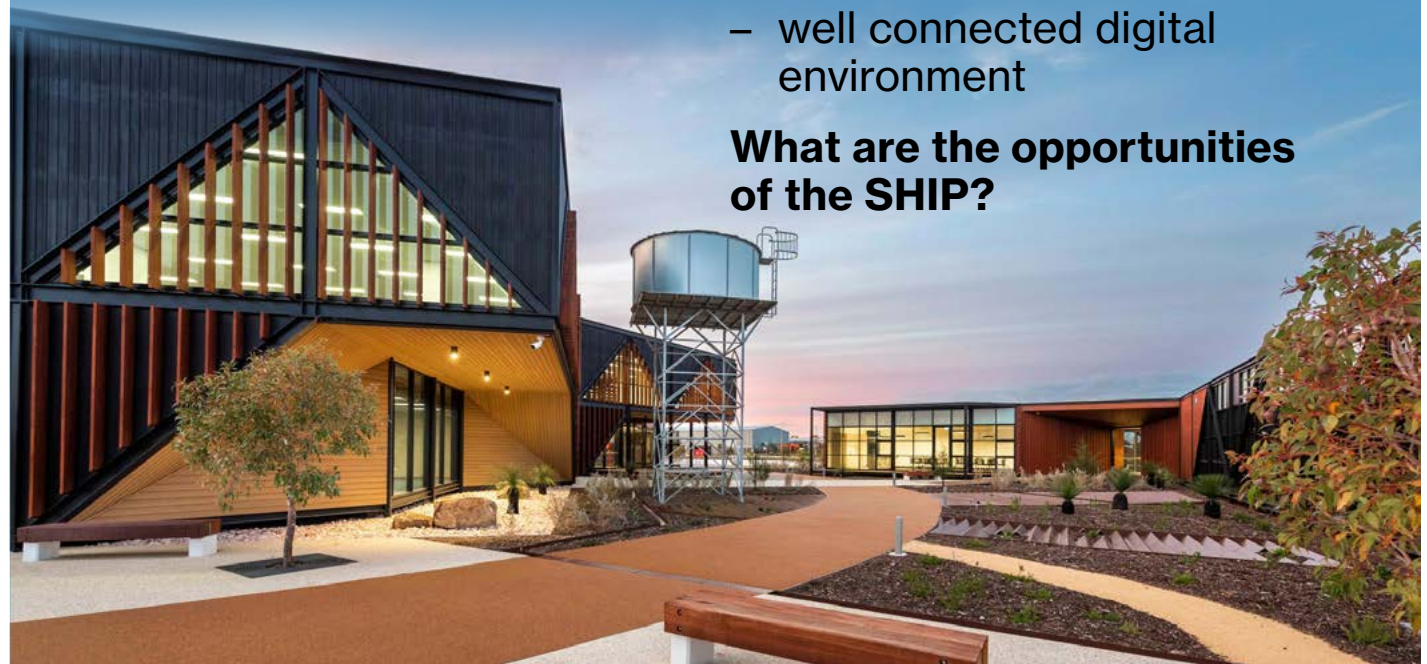
Innovation parks are locations where research and development operates side by side with existing local anchor industries to foster specialised innovation, sustainability, business, and growth.

A successful precinct in the early stages of its development will be one that builds on the inherent strengths of the industries in the surrounding region.

## **The needs of an innovation precinct:**

- highly accessible location
- serviced land
- credible anchor enterprises
- critical mass of related enterprises
- governance arrangements
- flexible design
- well connected digital environment

## **What are the opportunities of the SHIP?**





How do we get  
there?

## Governance strategy

This governance Strategy sets out the governance framework and approaches for the SHIP. It informs how the stakeholders should be organised and guides the implementation process.

Who's involved:

- Government
- Firms
- Institutions
- Landowners
- Developers
- Investors
- Community

# Horizons

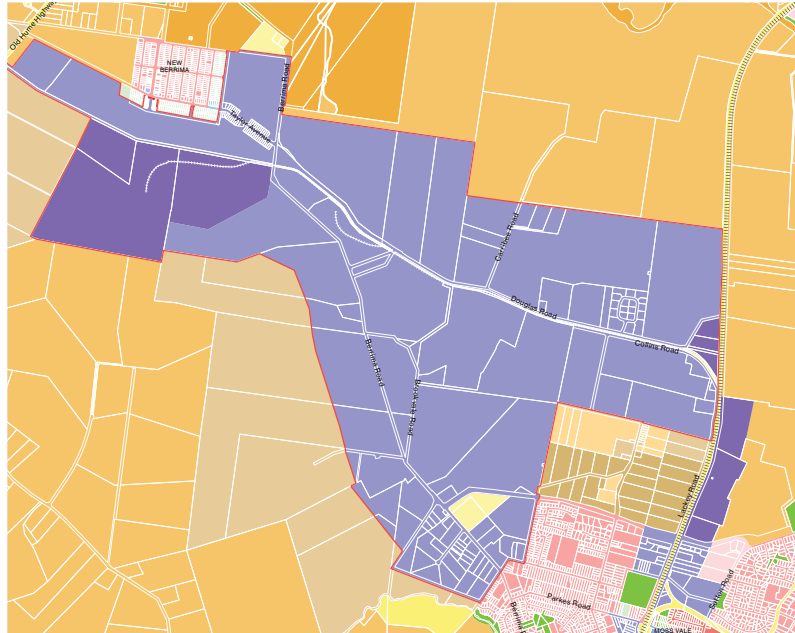
The vision is supported by three development horizons (see Figure 1 below). The horizons identify the short, medium and long term objectives of the SHIP.



# OPPORTUNITIES & CHALLENGES



# Spatial opportunities



Over 1,000 hectares of currently industrial-zoned land able to deliver new jobs



Centrally located in close proximity to Greater Sydney, Canberra and Woollongong

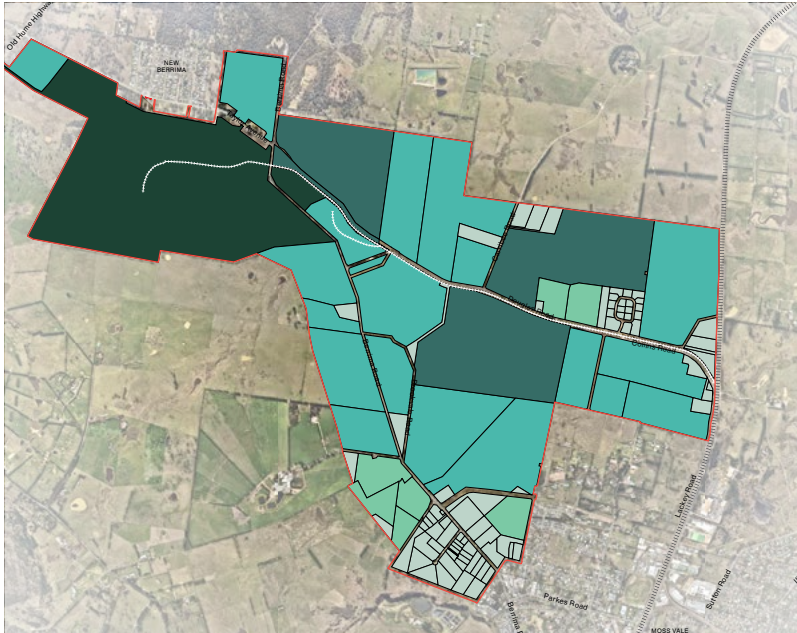


Character of the Southern Highlands - compact centres/urban footprint surrounded by vast rural landscape and national parks

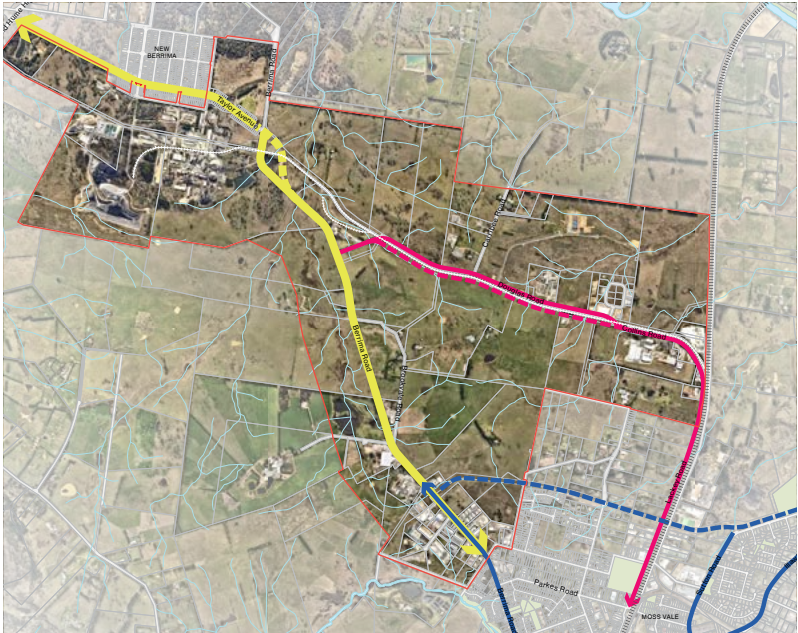
# Spatial opportunities



Established industries and anchors



Mix of large and smaller lots

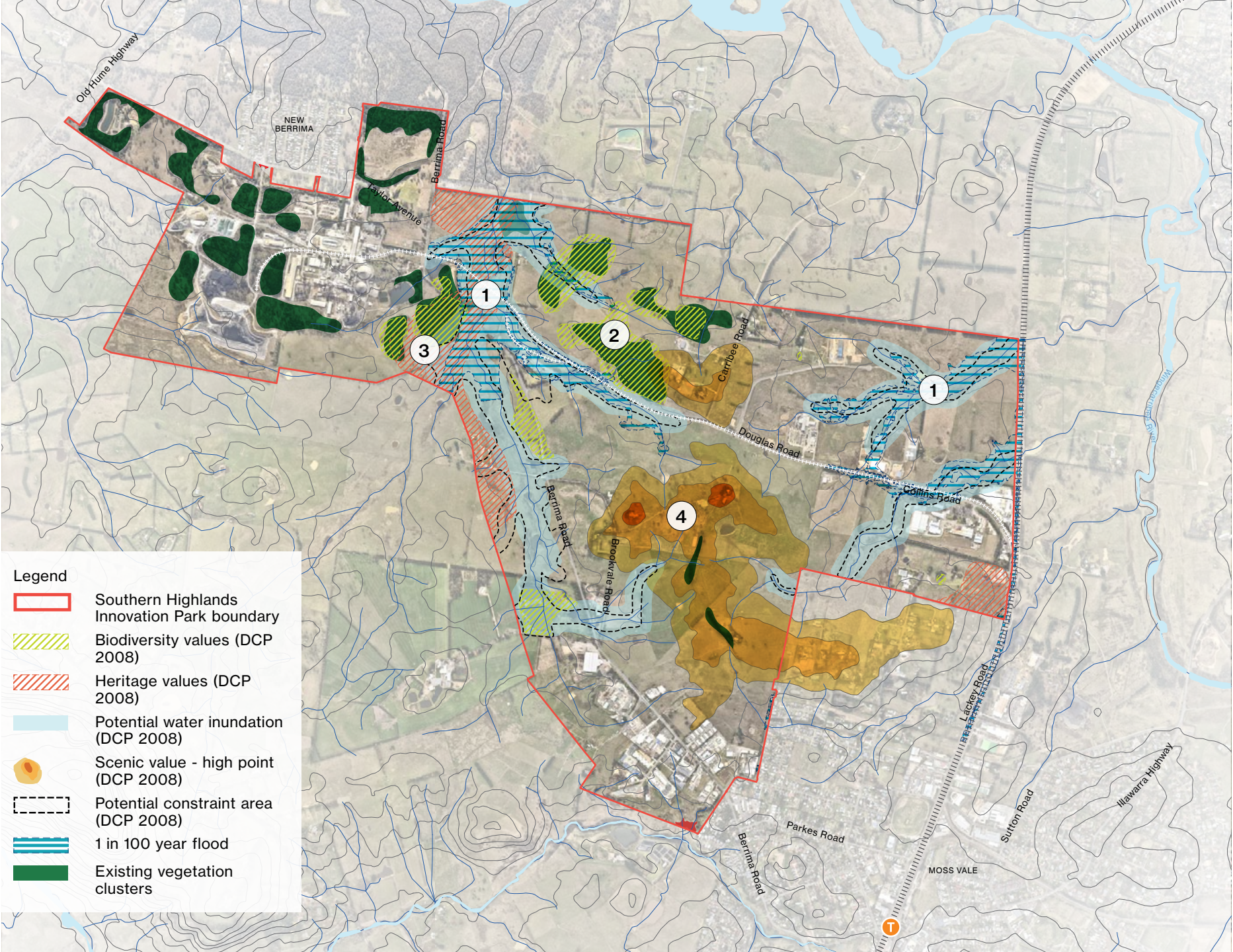


Proposed road infrastructure projects



# Environmental constraints

- 1. Creeks and flooding
- 2. Biodiversity value
- 3. Heritage value
- 4. Scenic value





# Market opportunities

A strategic positioning study was undertaken to provide an understanding of industrial land use demand, existing industries, and what market dynamics may attract expanded or new operations for the SHIP and Wingecarribbee.



## Industry insights



**The proximity and scale of industrial land in Western Sydney positions it as the SHIP's main competitor.**

**An appreciation of the Western Sydney supply provides a context for the SHIP to potentially capitalise on any supply gaps.**

Metropolitan Sydney has a very limited supply of available land that is serviced and undeveloped, only 4%.

Anecdotal evidence indicates Western Sydney is beginning to lose out to interstate markets due to lack of serviced land and high land prices.

# Strengths

Large lot opportunities

Proximity to Sydney and Canberra markets

Agriculture is specialised in the Southern Highlands

Existing industries and anchor assets including Berrima Cement works which contributes 60% of cement products to NSW.

Construction is a large employer and growing sector

The supply of available employment land for development is limited in Greater Sydney



# Weakness

Insecure power supply and lack of enabling infrastructure (power, water and sewer connections)

Not digitally connected

Fragmented land ownership

Environmental constraints may reduce development potential.

However these are also an opportunity as they may serve to ensure buffers to sensitive uses.





# Market Opportunities

Providing serviced land to market may entice relocation of new operators

Retention of employment lands at a scale that can support growth of operators and relocation of new businesses is rare

Reducing imports may create more local supply chains

Supporting existing operators will create momentum





# Market Threats

## **Clear identity**

Need a clear identity and targeted market attraction to avoid the creation of a general industrial precinct. Attraction should pivot around existing industries and key anchors to create conditions for innovation.

## **Development aesthetic**

Potential conflict between development aspiration and aesthetic aspirations to retain 'the green between'

## **Training pathways**

Misalignment of local education/vocational training pathways and existing industry strengths. This can reduce local work experience and placement pathways.

## **Encroachment**

Encroachment of non-compatible land uses such as residential will reduce business operations and limit suitable business types



## The opportunity

Wingecarribee can position itself as an innovation precinct and generate economic and social benefits for the region, and an alternative to Western Sydney.

To do this, SHIP would need to focus on prioritising the servicing of land and enabling infrastructure to present a compelling, proximate alternative.

# EMERGING VISION, PRINCIPLES, AND CHARACTER



Aspiration

**The SHIP will  
become NSW's  
location of choice  
for industry and  
innovation.**





Distinctly Southern  
Highlands – Where  
innovation meets the  
green in between.  
The SHIP is *not* your  
typical industrial park.

The SHIP will have a truly unique identity that celebrates the unique attributes and setting of the Southern Highlands.

Under the umbrella of innovation, the SHIP targets three focus sectors that reflect Wingecarribee's economic strengths and opportunities:

**Agribusiness and agri-innovation, resources, and manufacturing, with a long term aim to attract research and development, and advanced manufacturing with the same focus.**

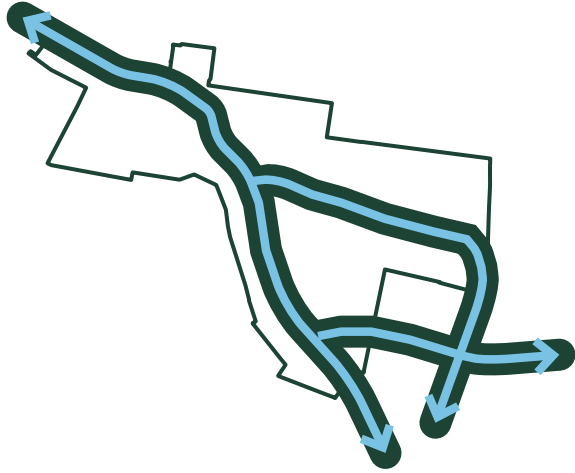


Is this vision  
for the SHIP  
on the right  
track?

How does this vision  
align with your vision  
for this site?

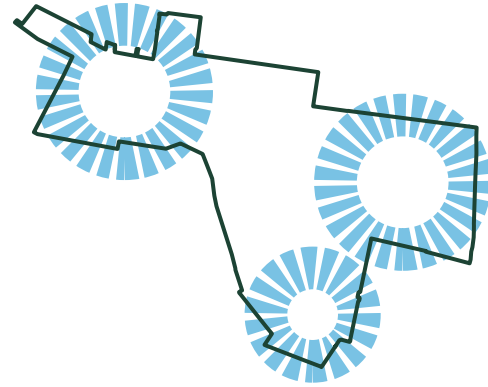
Are we maximising  
the opportunities of  
the SHIP?

# Urban design principles



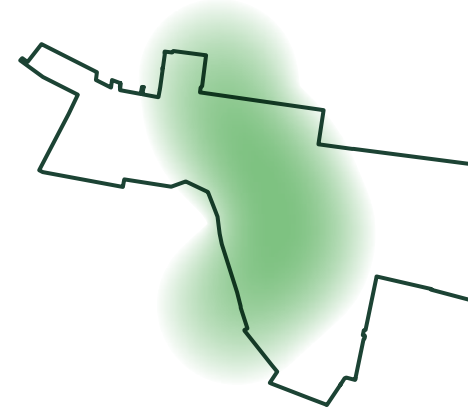
## Green connections

- Key infrastructure upgrades.
- Green corridors along main roads.



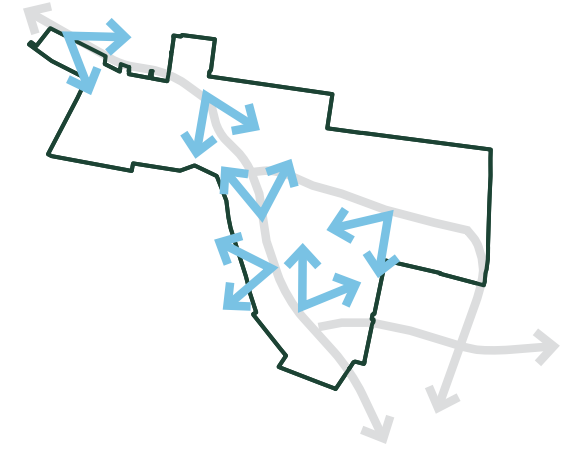
## Gateways and arrivals

- Distinct gateway precincts at the three major entry points into the SHIP.



## The green between

- Celebrate the landscape character of the Southern Highlands.
- Consider areas that are environmentally constrained and locate compatible industries activities within the 'green between'.



## Views and vistas

- Celebrate views to the rolling hills of the Southern Highlands.

# Precincts

## Creative precinct/activity node

The activity node will build on the existing small businesses already within the precinct, while cultivating new creative industries to create a cluster of activity that will become a new attractor for locals and visitors for the region, in close proximity to Moss Vale.



Southern Highlands Innovation Park

### Principles

- Create a key attractor for the SHIP in close proximity to Moss Vale.
- Create a synergy between industry and community.
- Locate public facing uses next to existing community and away from heavy industrial uses.
- The existing smaller lot pattern is well suited to support smaller retail and light industrial tenancies.

### Potential uses

- community facilities
- hotel/motel accommodation
- markets
- neighbourhood shops
- recreation facilities
- specialised retail
- local fabricators
- local art gallery
- maker spaces
- information and education facilities

### Character





# Precincts

## Agribusiness and agri-innovation

This precinct will expand on existing industries such as the Livestock Exchange and Ingham's Feed Mill to provide new opportunities in agribusiness that supports the growth of local food producers while also retaining the rural landscape character that epitomises the Southern Highlands.



Southern Highlands Innovation Park

### Principles

- Location of agribusiness and agri-innovation precinct complements the existing Salesyard/livestock centre and Feed mill.
- Adjacent to activity node where it can contribute to growers markets.
- Recommended uses are more likely to be compatible with areas that have environmental value.
- Maintains the landscape character of the SHIP.

### Potential uses

- Garden centres
- Warehouse or distribution centres
- Centralized packing/storage/processing facilities
- Cold storage
- Food related research facility
- Veterinary clinic

### Character



# Precincts

## Heavy industry/construction

This precinct will attract new heavy industries, expanding on the existing Boral Cement Works anchor asset. This can create a skilled heavy manufacturing and engineering workforce that could circulate between operators and create longevity of the workforce.

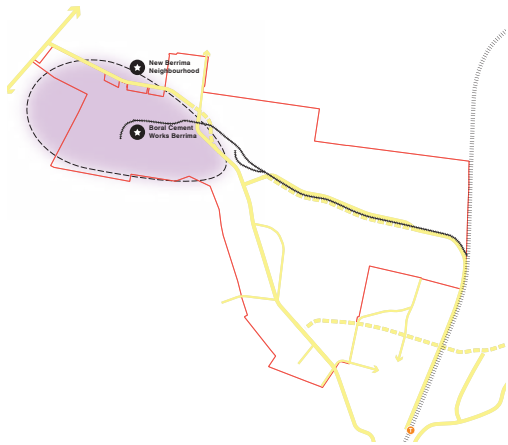
### Principles

- Cluster heavy industrial or more high impact uses around the cement works anchor.
- Future heavy industry should not impinge on the cement works buffer.
- Location along rail line enables future opportunities to connect to the rail freight network for distribution.
- The rail line provides a natural separation buffer from other uses and serves as a point of transition.

### Potential uses

- Warehouse or distribution centres
- Industrial training facilities
- Expanded Boral operations
- Local industrial waste recycling to localise waste-energy inputs for the concrete works

### Character





# Precincts

## Research & advanced manufacturing

This Precinct will focus on providing education and training in relevant industries to cultivate local knowledge and skills. The precinct in the longer term can attract innovative businesses to foster the creation of high-value industries in a collaborative ecosystem that can re-energise the region's economy.

### Principles

- Locate research and development uses near infrastructure and access as well as the True Green anchor operator
- Location provides employment opportunities in proximity to research (Garvan Institute).

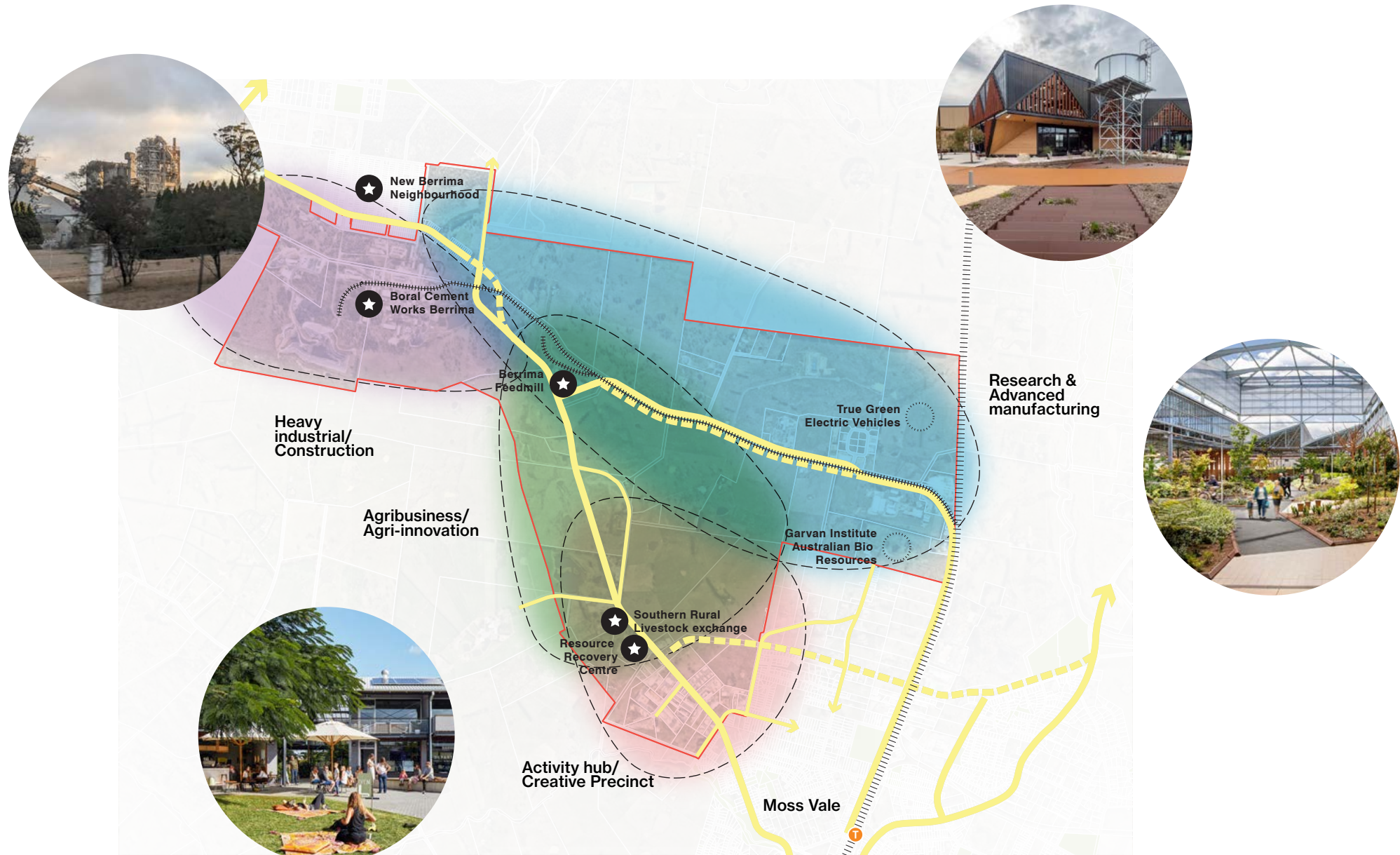
### Potential uses

- Industrial training facilities
- Expanded operations of the Garvan Institute
- Research focus on agriculture, horse farming, waste to energy transfer etc.
- Electric vehicle manufacture or assembly

### Character



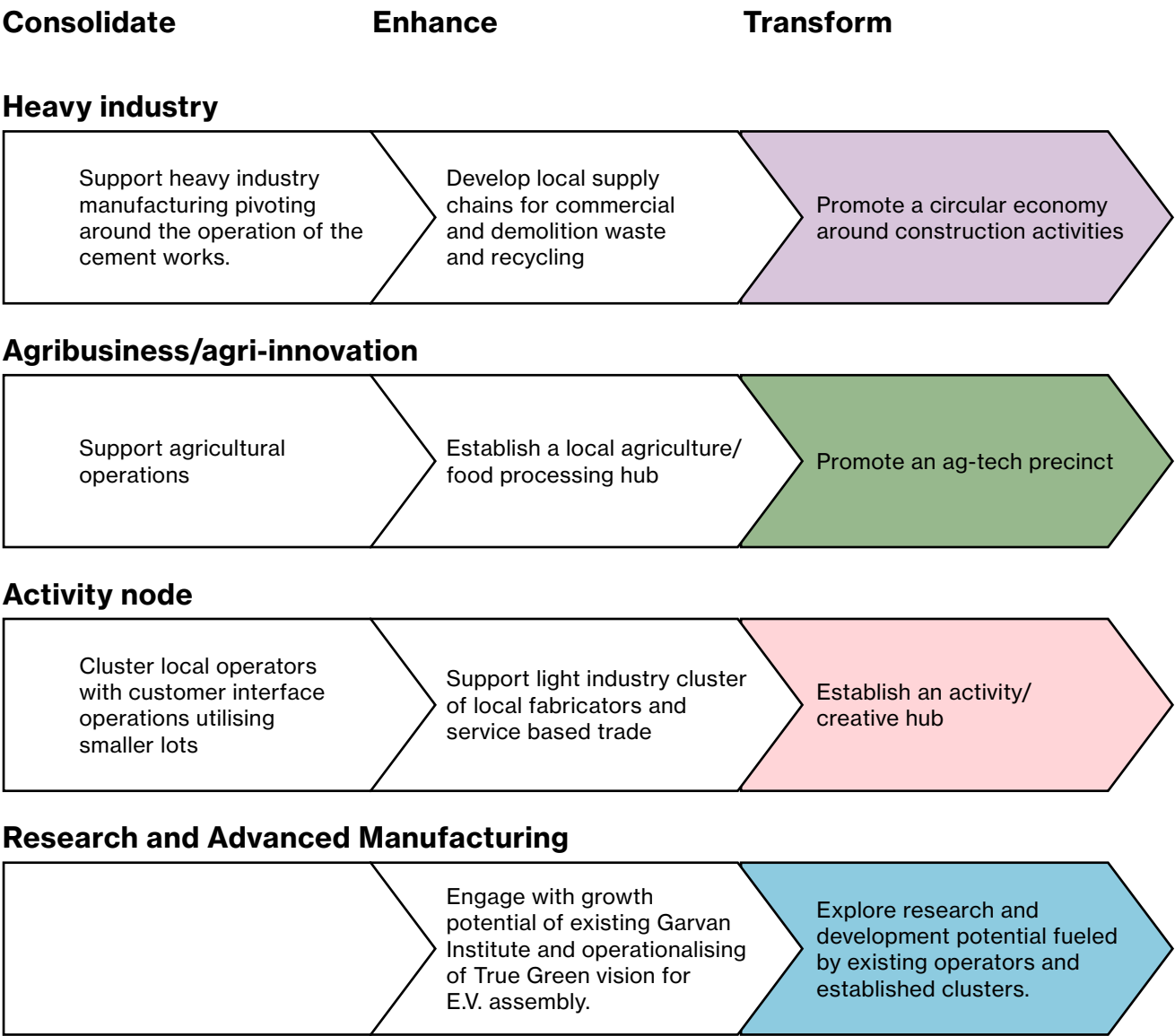
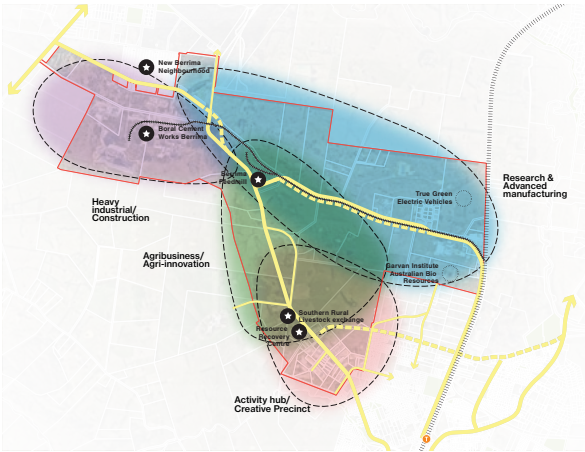
# Precincts



# Staging

Advancing development within the SHIP will require first movers to gain momentum. It is suggested that shorter term goals focus on attraction and establishment of operators in existing strength industries.

Longer term aspirations are seen to focus on innovations that come from the agglomeration benefits of clustering these communities, or establish new anchor assets that will drive new industry attraction.







# Industry sectors and character

1. Do you support these industry sectors?
2. What are some others you would like/not like to see?
3. Which building typologies do you respond to? What will celebrate the character of the southern highlands.



What we have heard.  
Is there anything we  
have missed?



NEXT STEPS

# Next steps





# What we have heard.



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