

Bradfield Land Development Strategy

April 2024

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Acknowledgement of Country



Aboriginal people have had a continuous connection with the Country encompassed by the Western Parkland City (the Parkland City) from time immemorial. They have cared for Country and lived in deep alignment with this important landscape, sharing and practicing culture while using it as a space for movement and trade.

We Acknowledge that four groups have primary custodial care obligations for the area: Dharug/Darug, Dharawal/Tharawal, Gundungurra/Gundungara and Darkinjung. We also Acknowledge others who have passed through this Country for trade and care purposes: Coastal Sydney people, Wiradjuri and Yuin.

Western Sydney is home to the highest number of Aboriginal people in any region in Australia. Diverse, strong and connected Aboriginal communities have established their families in this area over generations, even if their connection to Country exists elsewhere. This offers an important opportunity for the future of the Parkland City.

Ensuring that Aboriginal communities, their culture and obligations for Country are considered and promoted will be vital for the future of the Parkland City. A unique opportunity exists to establish a platform for two-way knowledge sharing, to elevate Country and to learn from cultural practices that will create a truly unique and vibrant place for all.

Foreword



Jennifer Westacott AO
Chair, WPCA

The *Bradfield Land Development Strategy* outlines the dynamic approach to development at Bradfield City Centre, Australia's newest city located at the heart of the Western Sydney Aerotropolis.

Western Sydney International Airport represents a once in a generation opportunity to generate new jobs in advanced and emerging industries, driving economic development for Western Sydney and uplifting the NSW and Australian economies. The Western Parkland City Authority is responsible for coordinating economic activity across the surrounding Aerotropolis, with a focus on developing Bradfield City Centre.

Bradfield will be a substantial city, spanning 114 hectares, with over 2 million square metres available for development and 10,000 homes, a third of which will be affordable. It will be walkable and connected, only a 5-minute metro ride from the new airport, and built on the principles of world class sustainability, targeting net zero and nature positive outcomes.

We are focused on providing jobs and housing with high amenity, including access to retail, industrial, community, and visitor spaces that incubate a vibrant, 24/7 city centre. All complemented by 36 hectares of open green space, including a 2-hectare Central Park at the heart of the city.

Founded on driving global industries such as advanced manufacturing, space, aerospace, and defence, Bradfield will be home to pioneering businesses and major global companies. The city will adapt to the changing needs of growing sectors as they move through the innovation life cycle and require different spaces to scale up.

We know that a city of this scale cannot be built to full capacity all at once – it will take time to realise the full potential of the city and its connectivity to the surrounding Aerotropolis.

A companion to the *Bradfield City Centre Master Plan*, this strategy sets out the city's evolution over time. It shows how the city can be phased in development, with industries clustering in neighbourhoods that will generate world leading advancements in their fields.

This will allow for immediate activation of the land, while also enabling the flexibility needed to respond to changing infrastructure, technology, and business and community demands as the city grows.

With \$20 billion investment from the Commonwealth and State Governments supporting the delivery of essential infrastructure in the region, the Authority is kickstarting development at Bradfield City Centre. As industry indicates interest in developing the site, we can release accordingly.

We look forward to engaging with the private sector, hearing your ideas for innovation, and talking to the community about your aspirations.

Bradfield is a unique opportunity that comes along only once every 100 years. It is located in an area of Sydney that will grow very fast, linked to a 24/7 international airport. Already, many parts of business and industry are showing strong interest.

We want the *Land Development Strategy* to show the role you can play – whether you are a local business, multinational developer, or global company, we encourage you to be involved in this opportunity as we deliver a stronger future for Western Sydney.

Australia's newest city - Bradfield

We're building the national economic catalyst to activate the new Western Sydney International (WSI) airport and metro line to St Marys.

Bradfield will grow in-line with multiple objectives, in particular the need both to spark an innovation economy and provide a significant quantity of housing from the outset.

It is an essential catalyst to leverage investment in the Airport and Metro. A flexible and evolving approach to the development of land is required to ensure:

- the feasibility and attraction of all anticipated land uses.
- the city's responsiveness to market demand for each use at each stage of development.
- comfortable co-location of a mix of uses in each neighbourhood.

Bradfield will leverage its distinct economic position and harness the catalytic effect of WSI Airport and Metro line to St Marys. We're driving new industries and ensuring the city evolves in tandem.

High quality streets and public spaces in a compact and walkable city will encourage innovation and accelerate investment. As an innovation city, Bradfield is expected to be home to businesses that are entrepreneurial in nature and pioneering in spirit.

The operational needs and the accommodation requirements of different sectors are likely to change and grow rapidly as businesses ramp up.

Development in the city needs to be entrepreneurial, welcoming of enterprise pivots and accelerations.

All of these imperatives call for a Land Development Strategy that anticipates the dynamic nature of growing a new city.

The Strategy is built on the learnings from other global innovation industries in urban centres, that consistently demonstrate that:

- success depends on the clustering of businesses to take advantage of proximity and opportunities for face-to-face interaction
- innovation industries and businesses move through different stages over their life cycle and need different spaces and buildings over time.

Bradfield is driven by a long-term vision to activate the Airport and Metro that will take years to reach its final form.

Realising that vision will require nurturing and responsiveness to industry needs at each step along the way.

An incremental and staged approach to the development of each site is available, to help balance short-term demand and viability with long-term objectives.

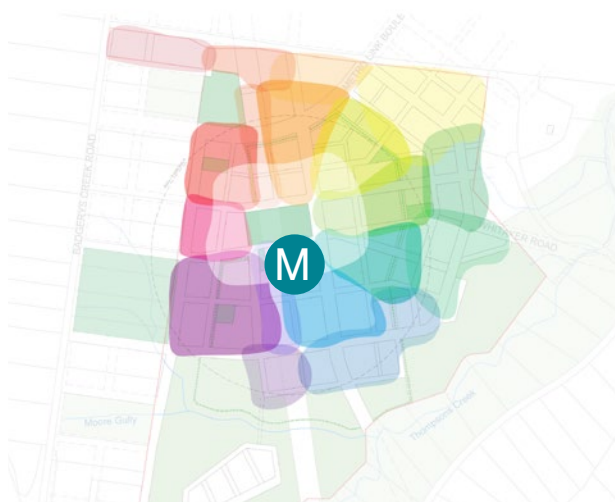


Artist's impression of Bradfield CBD

This Land Development Strategy aims to kickstart the city and support the evolving needs of industry. It is two-pronged, promoting:

- **industry clustering** at various scales in neighbourhoods across the city, anchored by a world-class city park and metro station.
- **adaptive built forms** providing building and accommodation types to support businesses at different stages along the innovation life cycle.

1 Industry clustering in neighbourhoods



Businesses and key institutions in closely related fields will be supported to co-locate in close proximity, fostering face-to-face interaction and improved collaboration.

2 Adaptive built form for industry



Different building types will be encouraged at different phases in the evolution of Bradfield to suit industry's changing accommodation needs as it matures into a CBD.

We're releasing land from mid-2024

The NSW Government has committed over \$1 billion to kickstart the delivery of Bradfield.

WPCA is building the foundations of the city to de-risk investment by private developers. This means:

- the NSW Government will build the roads, parklands, and services to create early lots.
- these lots will be released to the market in stages, for the private sector to build new buildings for a wide range of tenants.

WPCA is inviting Expressions of Interest (EOIs) from private developers for the first super lot in early 2024.

The draft Master Plan for Bradfield and where the NSW Government is investing to enable the first stage, is shown in Figure 1.

WPCA is always keen to hear from industries and interested in the first stage of Bradfield.

The draft Master Plan for Bradfield has been lodged with the Department of Planning, Housing and Industry (DPHI) for public exhibition and determination.

You can monitor progress on the Bradfield City Centre Master Plan and contact us on our website: www.wpca.sydney/bradfield-city-centre



Figure 1 – Draft Master Plan for Bradfield



Quick Facts – Bradfield



114 hectares



Delivering more than 20,000 jobs and 10,000 homes in Bradfield



2 million square meters gross floor area for mixed use development



Around 50,000 jobs within Aerotropolis Core, and more than 100,000 across the Aerotropolis



36 hectares of open space, waterways and playgrounds



Centre for innovation, education, and skills development



First stage of enabling works to be completed in 2026



Late night retail, entertainment, and cultural facilities



Process for first stage land release starting in 2024

Industry clustering for innovation

Innovation is more fruitful when businesses and individuals work in close proximity with frequent face-to-face interaction.

Bradfield and the Aerotropolis will support businesses to cluster at several scales. While neighbourhood identities will not be prescribed at Bradfield, they will be supported to thrive in different ways with targeted temporary activations, interim uses and concierge support relevant to each industry community.

- **Shared workspaces**

The first commercial development in Bradfield - the First Building - comprises shared workspaces including laboratories, workshops and offices, as well as the Advanced Manufacturing Research Facility (AMRF), providing businesses with access to key resources to begin innovating and developing.

- **A core innovation precinct**

Central Park adjacent to the Bradfield Metro station will be the focal point for key scene-setting tenants such as the AMRF, universities, and first-mover businesses who will lead collaborative research and development programs together.

- **Industry neighbourhoods**

As more businesses settle into Bradfield, closely related businesses will begin to co-locate within a few minutes' walk of their most frequent collaborators, allowing a pattern of individual neighbourhoods with different sectoral emphases to emerge.

- **Bradfield**

Over time, Bradfield will mature into a CBD with rich ecosystem of related sectors, major organisations, leading firms, as well as specialist businesses, service providers, and supporting commercial, retail, and entertainment activities, with a range of accommodation types for key staff and collaborators.

- **Aerotropolis Core**

Businesses in Bradfield will enjoy proximity to an immediate surrounding area of enterprise zoned land for industrial activities and other operations requiring larger footprint sites. An 80 Ha regional park, Thompsons Creek, adjoining the CBD will cool the city.

- **Aerotropolis**

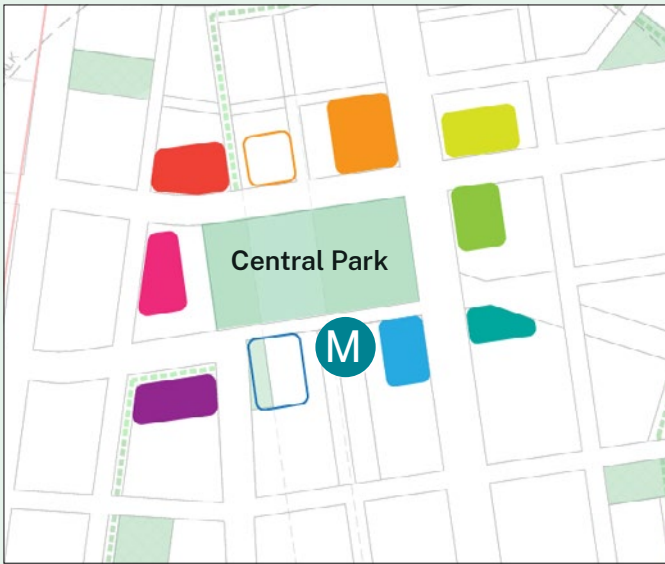
Surrounding the new Western Sydney International Airport is a cluster of industrial and commercial precincts across numerous advanced sectors creating a broad range of opportunity for new collaboration, growth and diversification.

- **Greater Sydney**

Businesses choosing Bradfield are participating in one of the world's largest city economies, benefiting from one of the largest ongoing programs of infrastructure investment in Western Sydney's other major metropolitan centres of Parramatta, Liverpool, Penrith and Campbelltown-Macarthur, as well as being part of the overall Western Sydney industrial and logistics corridor.

- **Global networks**

With close proximity to the Western Sydney International Airport, businesses in Bradfield will have 24-hour access to international markets and collaborators, including our largest trading partners in Asia and the Pacific. Over time, Western Sydney as a whole will drive new innovation economies across Australia and become a powerhouse alongside other global cities.

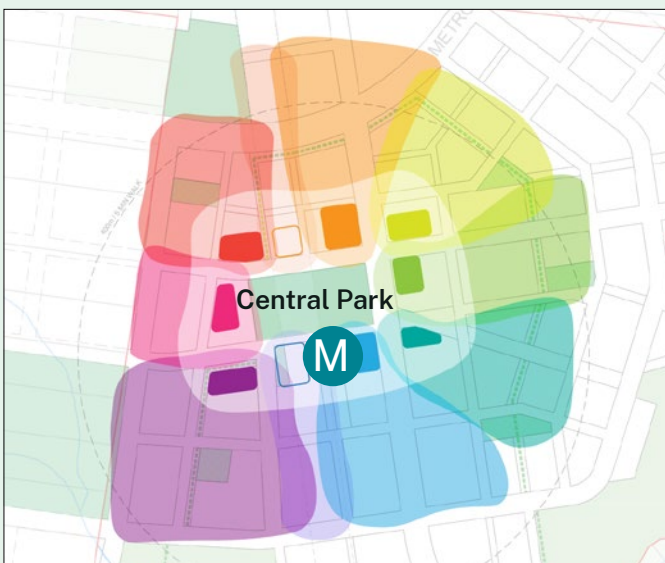


1 Takeoff phase: Scene-setting anchors set up

Neighbourhoods begin by attracting the first anchor tenants to establish at Bradfield as the right institutions to set the scene for the high-tech city to come.

Anchor tenants cluster around the Bradfield Metro station and Central Park, establishing Bradfield as a hub for innovation and technology from arrival in the city.

Initial adjacencies form by locating anchor tenants in proximity to their closest institutional partners.

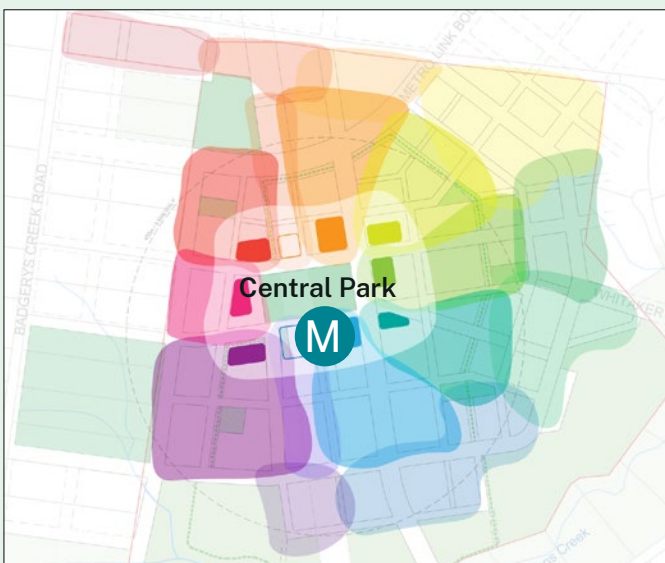


2 Growth phase: High-tech city emerges

Each key anchor tenant will steadily attract a growing ecosystem of related businesses and developments into the streets and blocks immediately surrounding them.

Research facilities such as the AMRF will attract technology businesses, universities will attract student housing and retail precincts, hospitals will attract specialist medical centres and private health facilities. Similarly, housing will drive retail and other activation.

Over time, the sense that the city is composed of a family of neighbourhoods will gradually emerge. Just as Sydney CBD has identifiable neighbourhoods for the financial, legal, media and other industries, so too will Bradfield.



3 Maturity: A multifaceted city

As Bradfield matures into a thriving CBD, the business community will diversify further, attracting firms in increasingly specialised fields to serve existing businesses across multiple sectors in different ways.

A clustering proposition for Bradfield

Over time, neighbourhood areas associated with the kinds of industry, businesses and amenities that prevail in each of them will emerge.

The WPCA is actively attracting a targeted set of industries – from local to international businesses, to drive this outcome.

Each neighbourhood will emphasise a different mix of development types relevant to the typical preferences and needs of its businesses, and their proximity to other activities on the city fringe and wider Aerotropolis.

Identities will not be determined in advance for each neighbourhood, but will emerge naturally as businesses and institutions begin to take their place.

Neighbourhoods will not be exclusionary – a mix of uses including residential will exist throughout each neighbourhood.

This mix of use throughout Bradfield will bring 24/7 vitality, with people in the city around the clock.

Advanced manufacturing, semi conducting and quantum tech



Education and research



Residential and retail





**Defence,
aeronautical and
space**



**Advanced medical
technology and
medical devices**



**Entertainment, culture,
leisure and hospitality**

Adaptive built form for industry

Different building types at different phases in the evolution of Bradfield to suit industry's changing accommodation needs is encouraged.

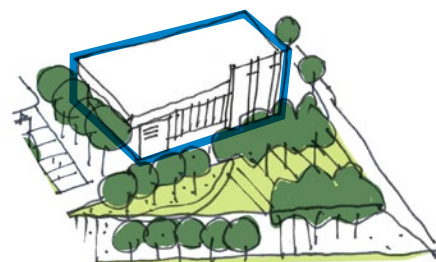
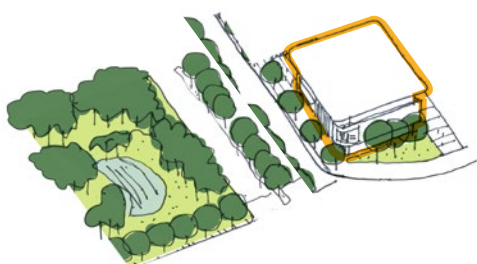
Bradfield must offer medium-term flexibility for developers to build what businesses need as the city evolves towards its mature form.



Anchor/keystone



High-tech industrial spaces



The WPCA prefers that developers maximise development potential, employment and housing targets on each site, to contribute to realising the end-state vision for Bradfield as early as possible.

However, for some sites a first generation of interim developments may be needed to kickstart the city before subsequent generations of more permanent, intensive developments take their place.

Interim developments may take various forms, including:

- buildings that do not take up a site's full height or yield potential.
- developments that generate lower job densities, typologies that fulfil short-term accommodation demands.
- activities that may later shift out of the city centre, into the Enterprise Zone prevalent across the Aerotropolis.

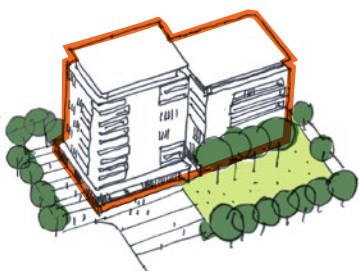
For each lot released by the WPCA to the market, developers may devise a site-specific evolution strategy.

This allows the staging of development across the site to be better tuned to the expected characteristics of market demand along the development timeline.

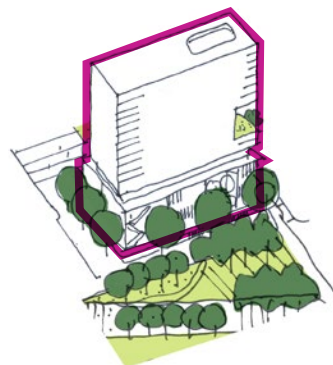
Developers may also choose to pursue more immediate pathways to realising a site's final form.



Dynamic mixed-use retail, residential and hotel

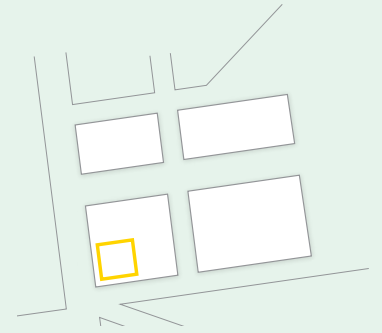


Mixed-use, high-tech industry and premium commercial office spaces



An adaptive built form proposition for Bradfield

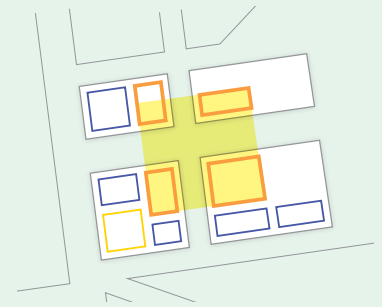
1 Key scene-setting uses positioned around the Bradfield Metro station and Central Park



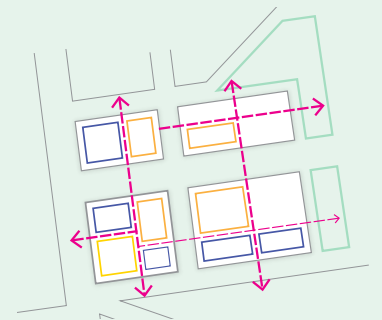
2 Early high-tech industrial tenancies roll out along main access roads



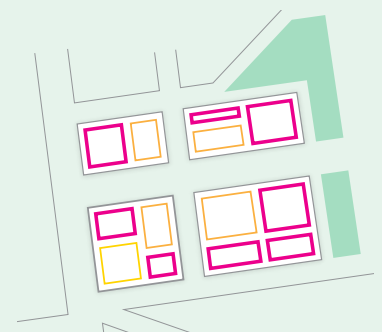
3 Residential micro-precincts create a welcoming environment for early occupants



4 A mesh of mid-block accessways and laneways allows uses to begin to blend

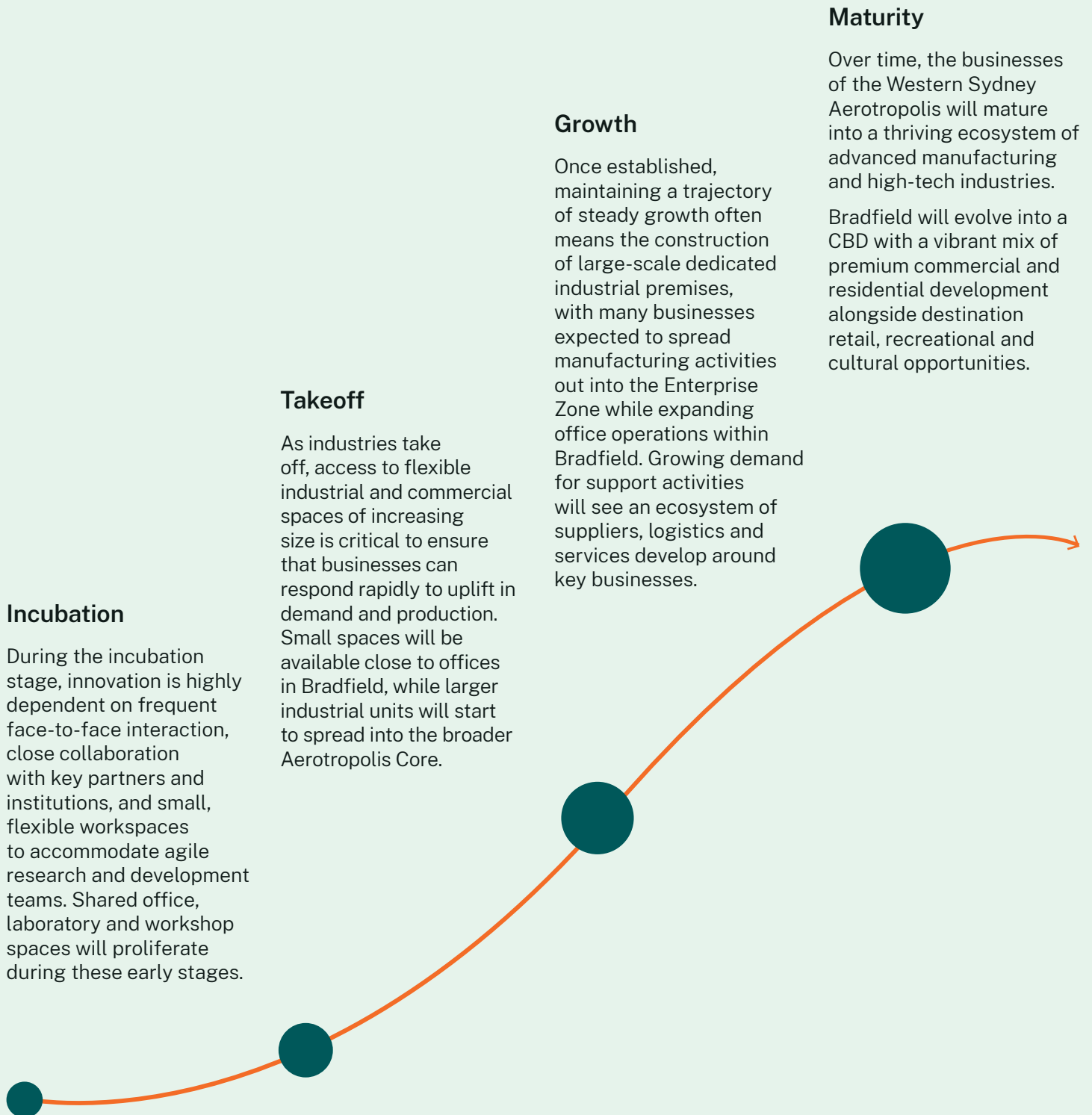


5 As the city matures, early high-tech industrial spaces give way to more premium commercial and mixed-use development



Innovation life cycle

Businesses involved in highly innovative industries such as technology and advanced manufacturing go through a number of stages throughout their development. They have changing needs at each phase that need to be met with an adaptive built form, floor space and tenancies.



Takeoff phase

The scene is set with key tenants occupying sites close to the Bradfield Metro station and Central Park, with a rollout of high-tech industrial spaces leading away from these tenants.

A residential micro-precinct is established to create a sense of neighbourhood for the first homemakers.



1. The anchor tenant sets the scene



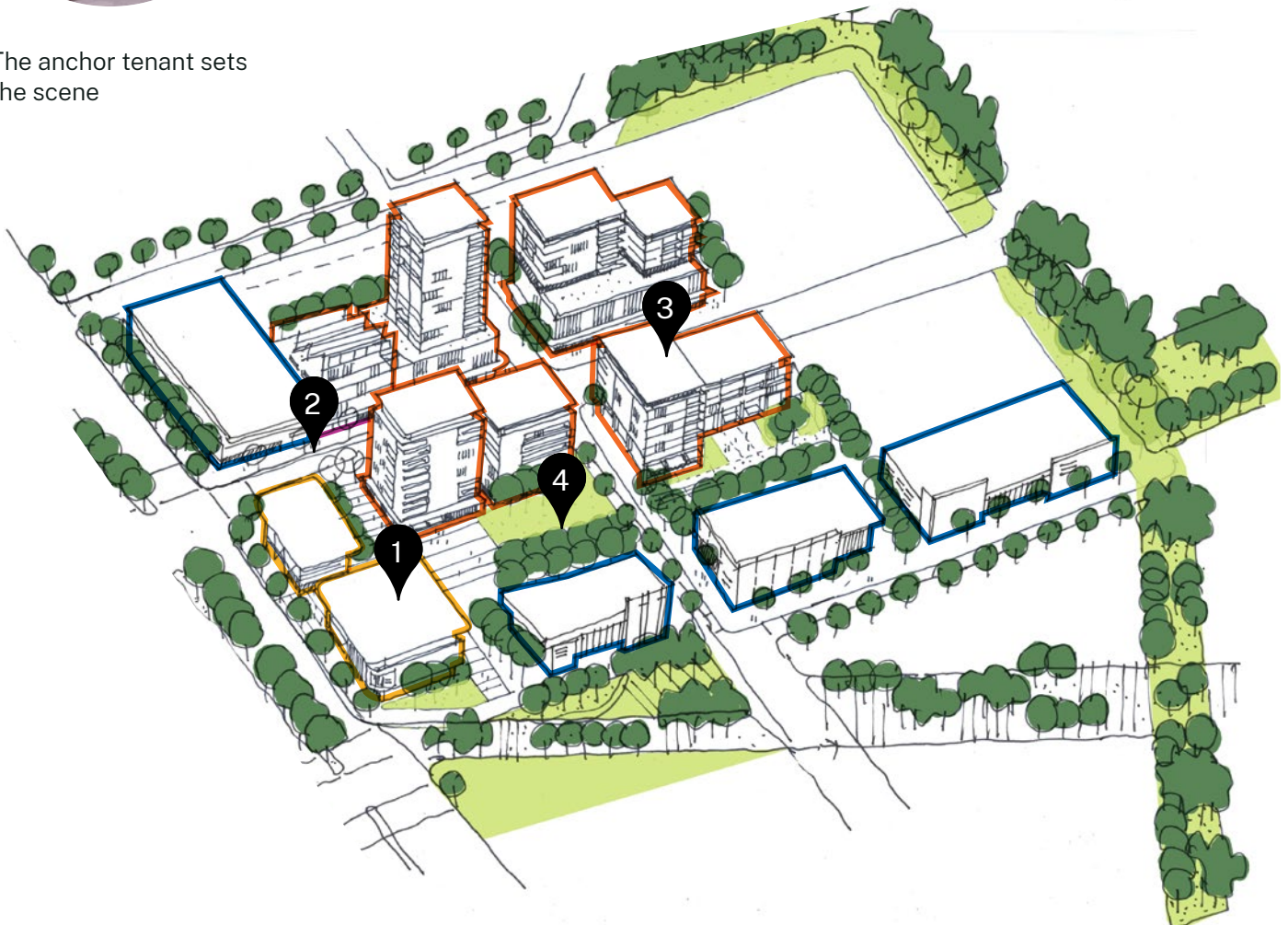
2. Ground floors activate the streets



3. Residential and hotel provides accommodation close to jobs



4. Cool, shady public domain contributes to the precinct's success



Growth phase

Early investment is renewed providing the addition of larger scale high-tech and commercial spaces as part of mixed use developments.



1. Residential uses intensify



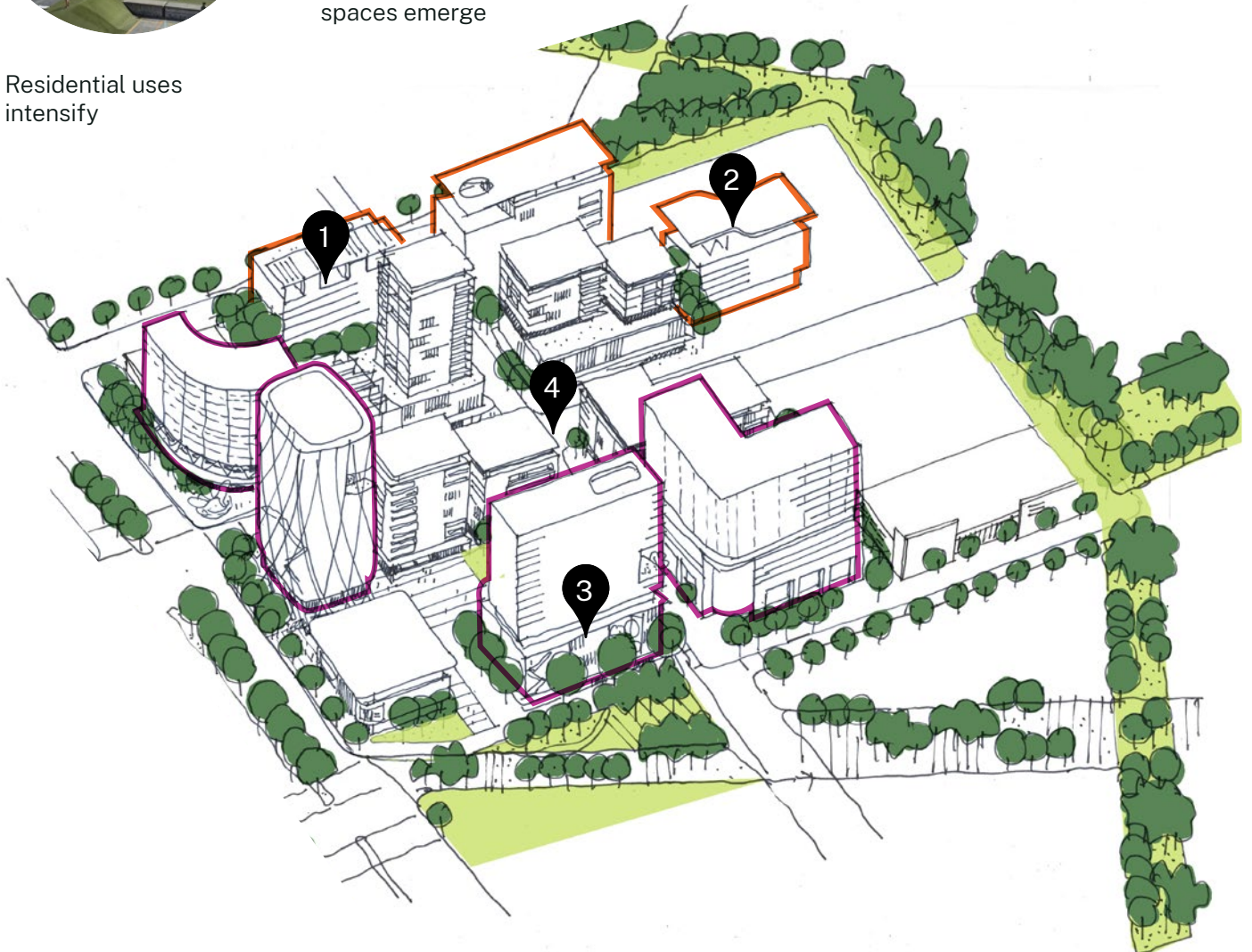
2. Purpose-built tech spaces emerge



3. Tech and commercial spaces co-locate around great public domain



4. The night-time economy is emerging



Maturity

Development consolidates to achieve the maximum development potential within each superlot, attracting firms in increasingly specialised fields to serve existing businesses across multiple sectors, with an interrelated manufacturing hinterland spread across the Aerotropolis Core and Aerotropolis.



1. Specialist spaces support the advanced economy.



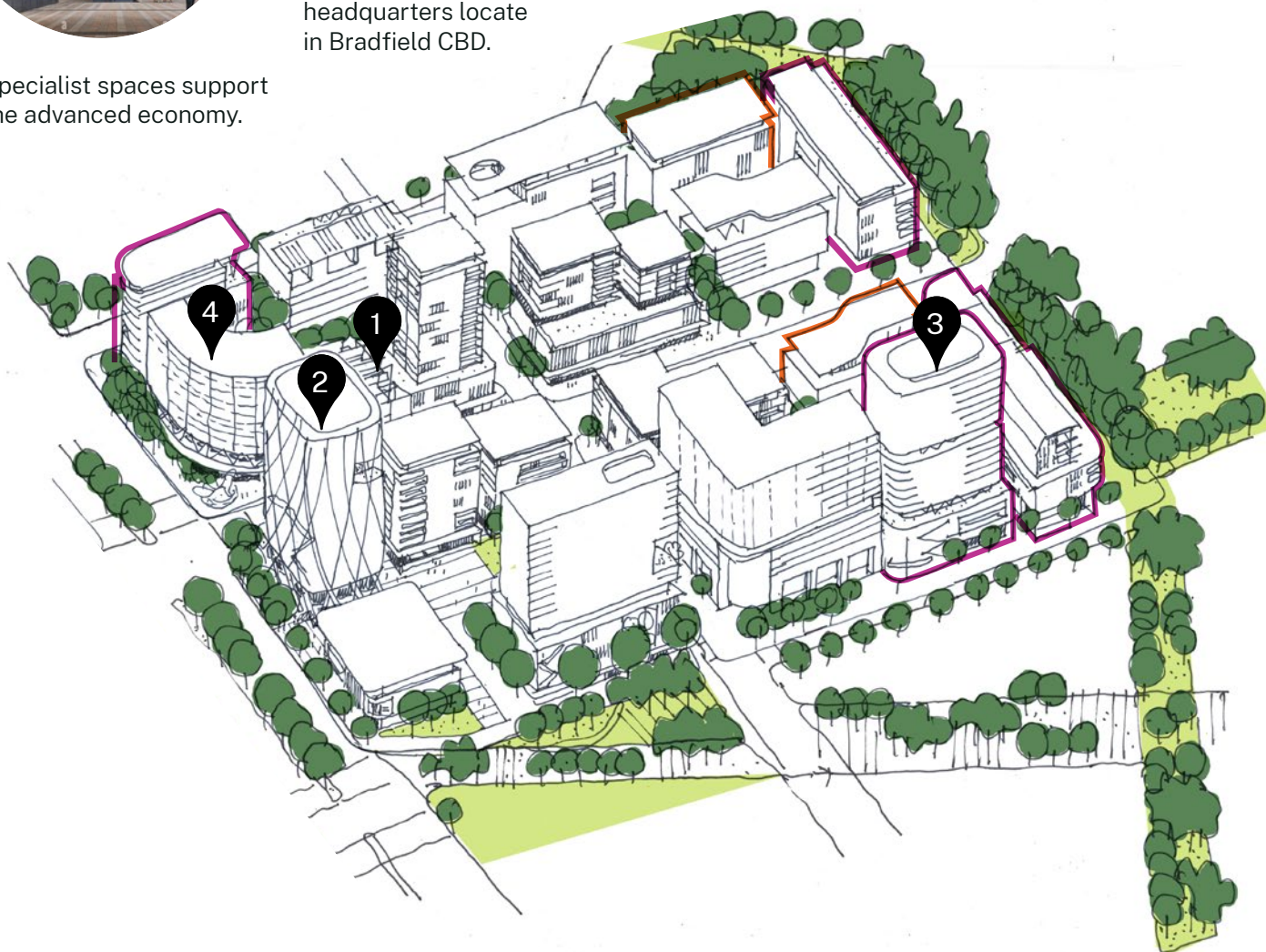
2. Specialised global headquarters locate in Bradfield CBD.



3. High-tech suites come in large and small parcels.



4. Bradfield CBD is a destination for arts and culture.



Register your interest in being at Bradfield

WPCA is always keen to hear from industries and businesses interested in coming to the first stage of Bradfield.

To register your interest simply fill out the form on our website: www.wpca.sydney/contact-us

With your permission WPCA will share your interest with our future development partner/s building the city.

Our investor Concierge Service in Western Sydney

The Investor Concierge Service is a free, comprehensive and confidential service which can provide your business with a suite of support services including information, site selection and employee training.



Contact our Head of Concierge
Sanket Purohit at invest@wpca.sydney

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