



Clearer thinking, smarter solutions, better outcomes

**Committed to the creation of better urban environments**



SYDNEY  
WESTERN SYDNEY  
MELBOURNE  
BRISBANE

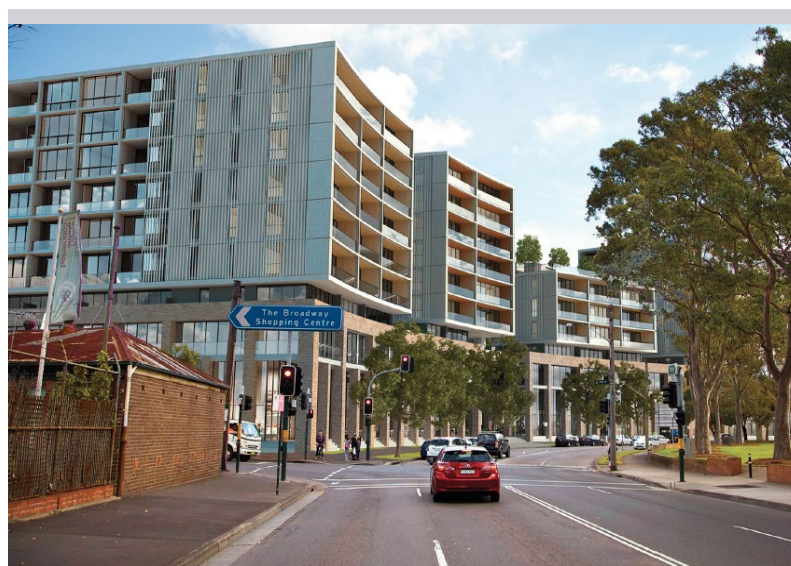
**POLICY AND URBAN ANALYTICS**

**STRATEGIC PLANNING**

**STATUTORY PLANNING**

**INTEGRATED LAND USE AND TRANSPORT PLANNING**







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# NEW CONZON



# MECONE PLANNING

Mecone is a leading urban planning and development advisory firm. With offices in Sydney CBD, Parramatta CBD, Melbourne CBD and Brisbane CBD, our senior consultants bring considerable experience and knowledge having worked on some of the largest and highest profile projects in Australia. Additionally, we have worked on regional projects in areas including, but not limited to, Central Coast, Hunter, Illawarra-Shoalhaven, North Coast, Central West & Orana. We favour a balance between human needs and the natural environment, providing practical, economically viable and sustainable solutions to complex planning problems.

## What is Mecone?

Mecone is a mythical Greek city. Known as the city where humans came into conflict with the gods resulting in the gods taking fire away from humans – humankind's most precious natural resource. To us, Mecone represents the need to find balance between human needs and the natural environment. It also represents how humanity benefits from the natural world and how conflicts with the environment can have major impacts.

## OUR SECTORS

### Residential

- Residential flat buildings
- Multi-dwelling housing
- Single dwellings
- Greenfield and urban renewal
- Seniors housing
- Affordable housing
- Student accommodation

### Industrial and commercial

- New office development
- Industrial estates
- Data centres and distribution warehouses

### Tourism and Recreation

- Serviced Apartments
- Hotels
- Small bars

### Transport and Infrastructure

- Corridor Protection
- Rail and infrastructure
- Land use analysis
- Value capture
- Data analytics
- Policy and plan making

### Retail and Mixed Use

- Signage
- Fit-out and change of use
- Supermarkets and local centres
- Strategic centres policy

## OUR SERVICES

Mecone provides a range of services including:

- Statutory planning
- Strategic planning and research
- Due diligence studies
- Submissions
- Feasibility assessment and development advisory
- Preparation of vision statements
- Project management
- Land and Environment Court witness
- Integrated land use and transport planning
- Policy and urban analytics



# STRATEGIC PLANNING

## STRATEGIC PLANNING EXPERIENCE

Mecone is highly experienced in the provision of strategic planning services and the making of new plans. We provide strategic planning services to both public and private sectors.

Our areas of experience include:

- Preparation of planning proposals under the gateway process for spot rezonings
- Preparation of Development Control Plans
- Undertaking strategic land use supply and demand studies
- Undertaking land use studies for the appropriate use of lands for new use
- Undertaking demographic assessments in support of community facilities
- Obtaining site compatibility certificates
- Preparation of Vision Statements
- Making submissions to planning instruments and strategies.

During the recent years, Mecone has established excellent relationships with the local councils and State planning authorities and has successfully negotiated planning uplifts for a range of greenfield and urban renewal projects.





# STATUTORY PLANNING

## STATUTORY PLANNING EXPERIENCE

Mecone has extensive experience in providing urban and environmental assessment services for a range of high profile and large scale projects for public and private sector clients. Mecone is selected as a preferred consultant and is placed on the consultancy panels for a number of government organisations including the Department of Treasury, Transport for NSW, Local Government Procurement, Roads and Maritime Services, Barangaroo Delivery Authority and NSW Health for the provision of planning and development advisory services.

Our range of statutory planning services include:

- Local development applications
- Major development applications
- State significant development applications
- Development assessment under Part 5
- Peer review and DA assessment for planning authorities
- Due diligence studies, feasibility assessments and development advisory
- Land and Environment Court Witness
- Management of Design Competitions

Mecone has a long-standing and very good relationship with various local councils as well as the Department of Planning and Environment (DP&E). Our staff members were previously employed by the State and local governments including DP&E, City of Sydney Council, Blacktown City Council, Liverpool City Council, Fairfield City Council and Woollahra Municipal Council.







# SYDNEY

## OUR SYDNEY CBD TEAM

Our Sydney statutory team is comprised of highly experienced planners who specialise in providing advice and services for statutory and strategic planning projects including development applications and rezoning proposals for both private and government clients. With two Sydney offices, in the Sydney CBD and in Parramatta, we are able to draw upon our extensive combined industry experience to continuously raise the bar for successful planning outcomes across Sydney.

The Sydney CBD team is led by Kate Bartlett who has over 10 years of professional town planning experience in NSW in statutory and strategic planning, and planning policy for both local government and the private sector. The Sydney CBD team's significant statutory planning experience includes major developments and rezonings for residential flat buildings, commercial and industrial development valued over \$100 million. This has included co-ordinating new development with complex infrastructure requirements in urban renewal precincts including DPE Planned Precincts, the Sydney CBD and Green Square.



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# Balmain Leagues Club Redevelopment

Inner West Council

CLIENT
HEWORTH GROUP PTY LTD
SIZE
162 RESIDENTIAL UNITS, 2500SQM SUPERMARKET, 3000SQM CLUB SPACE, 1200SQM COMMERCIAL SPACE, 2940SQM OF PUBLIC OPEN SPACE (PLAZA)
VALUE
\$140,000,000
SECTOR
RESIDENTIAL, RETAIL, CLUB
SERVICE
STRATEGIC AND STATUTORY PLANNING

## Description

The Balmain Leagues Club site has been sitting vacant since 2009 when it was initially considered as part of the CBD Metro that was subsequently cancelled. Mecone was brought on to the project in 2017 when the site's ownership changed, with Heworth Group purchasing the site.

Mecone was engaged to manage a site-specific DCP amendment, and a subsequent DA that would be capable of delivering the critical uses and amenity required by the site including:

- A new Club location for the Balmain/Wests League Club;
- A retail supermarket;
- A new town plaza and ancillary retail uses to support the existing Darling Street precinct;
- Additional commercial uses including co-working areas; and
- Approximately 160 high-quality residential apartments

Mecone worked with the project team to negotiate and resolve the requirements of NSW Government Agencies, Council and the public. The site-specific DCP amendment was approved by Council in June 2019, with the DA approved by the Sydney East Planning Panel in September 2020.

## Scope of Works

Mecone's engagement includes the following tasks:

- Establishment of a Site Specific Development Control Plan;
- Preparation of a DA package to accompany the DCP;
- Preparation of a Statement of Environmental Effects and SEPP 1 Objection;
- Planning Coordination and Management of the DCP and DA through Council; and
- Preparation and attendance at multiple Sydney East Planning Panel briefings and final meeting on behalf of applicant to obtain development approval.





CLIENT IGLU
SIZE 180 ROOM STUDENT ACCOMMODATION
VALUE \$30.4M
SECTOR RESIDENTIAL   STUDENT ACCOMMODATION
SERVICE STATUTORY PLANNING

# 74 Carlton Crescent, Summer Hill

Inner West Council

## Description

The redevelopment of the site was approved for a new 180 room student accommodation development including partial demolition of an existing building and construction of a 3-4 storey, student accommodation building designed by Bates Smart. The development includes the partial retention of an existing building that was previously the Western Suburbs District Ambulance Station established in 1924.

The approved development will exceed sustainability expectations through adopting leading practices and initiatives to reduce energy and water consumption and generate electricity through renewable resources. Each of the student rooms will have ensuite and kitchenette facilities.

The development also includes significant communal facilities including:

- Ground level spaces including a staff office and reception area, student study areas and communal living rooms totalling approximately 230m2 of common area;
- Lower ground level spaces including communal laundry, waste room, communal areas and media room totalling approximately 155m2 of common area;
- Expansive landscaped courtyard which provides over 580m2 of open space; and
- Bicycle storage area with capacity for 52 bicycles.

## Scope of Works

Mecone provided a number of urban planning services in relation to the project which included the following:

- Undertaking pre-lodgement discussions with Council on behalf of Iglu;
- Preparing a Statement of Environmental Effects to support the development application;
- Preparing three Clause 4.6 variation statements to vary requirements of the Local Environmental Plan and SEPP;
- Successful lodgement and planning coordination through the DA Assessment process with Council; and
- Presentation to the Sydney East Planning Panel at two separate meetings to obtain approval.



Image courtesy of Bates Smart

# 87 Bay Street, Glebe

City of Sydney Council

## Description

The redevelopment of the site proposes a mixed-use development with ground floor retail and commercial (education use) and 207 residential units above (with 19 affordable units). The site is conveniently located within walking distance to Sydney's CBD, Glebe, Broadway Shopping Centre and a number of bus, light rail and train services.

The development will activate the Wentworth Park Road and Bay Street frontages and provides a through-site link for community social interaction. The development will create high-quality residential accommodation which is primarily north facing and enjoys pleasant views of Wentworth Park (opposite), the city skyline, Glebe and Pyrmont Bridge.

## Scope of Works

Mecone has been involved in a number of urban planning services which have included:

- Preparing a planning proposal to rezone the site from industrial to B4 mixed-use;
- Preparing draft Local Environmental Plan and Development Control Plan site-specific controls for the site;
- Assisting with the preparation of a Voluntary Planning Agreement;
- Assisting with the Competitive Design Alternatives Process to achieve design excellence for the site which included preparing relevant reports, liaising with architects and panel members and chairing meetings; and
- Preparing a Statement of Environmental Effects for a Development Application; and
- Assisted with achieving a fast approval timeframe of 7 months for processing a large-scale Development Application through the City of Sydney Council.

CLIENT  
OAKSTAND PROPERTY GROUP  
THROUGH DENWOL GLEBE

SIZE  
207 RESIDENTIAL UNITS |  
4,720M<sup>2</sup> RETAIL AND  
COMMERCIAL SPACE

VALUE  
\$110,000,000+

SECTOR  
MULTI-RESIDENTIAL | MIXED-USE

SERVICE  
REZONING APPLICATION |  
LOCAL DEVELOPMENT  
APPLICATION



Image courtesy of KANNFINCH and CHROFI



CLIENT  
FIFE CAPITAL

SIZE  
199 RESIDENTIAL UNITS | 2,763M<sup>2</sup>  
COMMERCIAL OFFICE SPACE |  
4,946M<sup>2</sup> RETAIL SPACE

VALUE  
\$110,000,000

SECTOR  
MIXED-USE DEVELOPMENT –  
RESIDENTIAL, COMMERCIAL AND  
RETAIL

SERVICE  
DEVELOPMENT APPLICATION

# York & George Street, Sydney

City of Sydney Council

## Description

Mecone achieved development approval within four months for one of the most prominent and exciting new projects in Sydney CBD which is set to become a benchmark development.

Mecone lodged an application for this mixed-use tower including flagship retail at the lower levels with 199 residential apartments across 32 storeys. The application was subject to a competitive design process with multiple architects.

The development provides a unique transition between the modern aesthetics of the George Street façade and the heritage significance of York Street and contributes to the urban fabric of the locality by opening up a previously underutilised and rarely seen heritage courtyard.

## Scope of Works

Mecone was engaged to provide planning and project management services for Stage 2 Development Application Lodgement.

Scope of works included:

- Due diligence studies and preliminary planning advice;
- Liaison with Council;
- Preparation of a detailed Statement of Environmental Effects to support the Stage 2 Development Application;
- Coordination of the consultancy team for the Development Application;
- Lodgement of the application and management of the DA process; and
- Ongoing planning support post approval including assistance with satisfaction of conditions, and Section 96 modifications with respect to improved retail services and Heritage Flood Space requirements.



Image courtesy of John Wardle Architects



Image courtesy of John Wardle Architects

# Ascham Independent Girls School

Woollahra Municipal Council

CLIENT  
ASCHAM SCHOOL C/O EPM  
PROJECTS PTY LTD

SIZE  
4.44 HA

VALUE  
\$8,800,000

SECTOR  
EDUCATIONAL INSTITUTION

SERVICE  
STATUTORY PLANNING |  
DEVELOPMENT APPLICATION

## Description

Mecone has secured development approval through the Sydney Central Planning Panel for a new English Centre at Ascham Independent Girls School. The site is located within Edgecliff Town Centre and across to Edgecliff Train Station and Edgecliff bus interchange.

The Development Application proposed a 4-storey English Centre which will create further teaching space associated with the Dalton Plan which promotes independent learning, tailors programs to suit student needs, interests and abilities and enhances social skills.

The proposal allowed for a 27% departure from the maximum building height control under the Woollahra Local Environmental Plan 2014 which was supported by a Clause 4.6 variation.

## Scope of Works

Mecone's involvement include planning advice and services, and lodgement of a development applications. Scope of works included:

- Preparing the Statement of Environmental Effects;
- Liaising with Council and objectors;
- Presenting at the Sydney Central Planning Panel.



Image courtesy of BVN Architects



CLIENT  
DEFENCE HOUSING AUSTRALIA

SIZE  
155 RESIDENTIAL UNITS AND A  
SMALL LOCAL CAFÉ.

VALUE  
\$68,000,000

SECTOR  
RESIDENTIAL

SERVICE  
STRATEGIC PLANNING |  
STATUTORY PLANNING |  
DEVELOPMENT APPLICATION

## 18 Huntley Street, Alexandria

City of Sydney Council

### Description

This is a key site located on the corner of Huntley Street and Sydney Park Road, Alexandria. Mecone's urban planning services commenced with the preparation of a site-specific Development Control Plan with the City of Sydney Council, through to a range of statutory planning services.

The proposed development comprises 155 dwellings over 6 storeys, with a site area of approximately 5,590 m<sup>2</sup>. A key component of the design is the provision of "Huntley Green", a significant area of publicly-accessible open space fronting Huntley Street.

### Scope of Works

Mecone was engaged to undertake strategic and statutory planning services for site. Scope of works included:

- Negotiation with Council officers and presentation to Councillors;
- Preparation of a Draft Development Control Plan and liaison with Council officers and Councillors for approval;
- Preparation of Competitive Design Alternatives Brief and Design Excellence Strategy;
- Facilitation of design competition process and preparation of Competition Report;
- Preparation and lodgement of a detailed Statement of Environmental Effects and development application;
- Project coordination and management of consultants; and
- Ongoing liaison with Council officers during assessment process.



Image courtesy of DKO Architects

# 5-11 Hollywood Avenue, Bondi Junction

Waverley Council

## Description

The proposal included demolition of the existing commercial building and construction of a new 11-storey 'lifestyle' hotel development at 5-11 Hollywood Avenue, Bondi Junction (the site). The application provided a total of 198 rooms with associated amenities, ground-floor facilities including lobby, conference rooms, co-working spaces, gymnasium and a café, and one level of basement and roof garden including a lounge and terrace area, and a rear landscaped courtyard and seating area.

The applicant appealed the proposal to the Court under 'deemed refusal' provisions and agreed to a reduction in rooms to 197 and associated design refinement. Through the Court process, Mecone acted as the Expert Planning witness to assist in the approval through a Class 1 Appeal and Land and Environmental Court final hearing.

## Scope of Works

Mecone provided the following urban planning services for the redevelopment including:

- Preparation and attendance at a Pre-DA Meeting and Design Review Panel with Waverley Council;
- Compliance assessment against key controls, legislation and policies relating to the development and site constraints;
- Ongoing liaison with Council officers throughout the assessment process;
- Project coordination with Client and management of consultants;
- Liaise with project team, solicitors and Council in managing the Appeal Process;
- Preparation and lodgement of Statement of Environmental Effects (SEE) supported by a Clause 4.6 to height under the LEP;
- Responding to Council's Facts and Contentions and preparation of a Joint Planning Report with Council;
- Preparation and attendance at subsequent Class 1 Appeal and Court Hearing as the Proponents expert planning witness.

CLIENT  
IGLU

SIZE  
197 ROOM LIFESTYLE HOTEL  
DEVELOPMENT

VALUE  
THE CIV FOR THE SCHEME IS  
\$36.41M

SECTOR  
STATUTORY PLANNING |  
DEVELOPMENT APPLICATION |  
MODIFICATION APPLICATION

SERVICE  
APPEAL | STUDENT  
ACCOMODATION





CLIENT  
CATHOLIC HEALTHCARE LIMITED

SIZE  
159 INDEPENDENT LIVING UNITS  
AND 160 RESIDENTIAL AGED  
CARE FACILITIES

VALUE  
\$115 MILLION

SECTOR  
SENIORS LIVING | RESIDENTIAL

SERVICE  
STRATEGIC PLANNING ADVICE |  
SITE COMPATIBILITY CERTIFICATE  
| DEVELOPMENT APPLICATION

## Lewisham Aged Care Facility – 2B West St, Lewisham

Inner West Council

### Description

Mecone successfully obtained approval for a seniors living development with a total of 159 Independent Living Units (ILUs) and 160 Residential Aged Care Facility (RACF) beds. The site is conveniently located within close proximity to Lewisham Train Station, Petersham Park and Fanny Durack Aquatic Centre and a number of shops and services along Parramatta Road.

The site has a number of heritage listed buildings including the Anne Walsh and Novitate buildings which are to be adaptively reused as seniors living accommodation.

The development will include a new part ILU, part RACF building which has three building envelopes being 2X 9 storeys (each with 5 storey podium), and 7 storeys. The new built form will be sensitive to the heritage items and will respond to the street edge.

### Scope of Works

Mecone provided a number of urban planning services for the redevelopment, including:

- Preparing a Strategic and Development Advice Report outlining redevelopment options;
- Preparing a submission to the Draft Parramatta Road Urban Transformation Strategy;
- Preparation of a Site Compatibility Certificate (SCC) Report and assisting with the approval process by liaising with the DPIE and Council;
- Preparation and obtaining approval for a SCC renewal application;
- Assisting with the Pre-Development Application process and the preparation of a Pre-Development Application Report;
- Preparation of the SEE for the DA; and
- Successful management of the post-lodgment process to obtain development approval.



Image courtesy of Jackson Teece

# St Patricks, Kogarah

Georges River Council (Formerly Kogarah City Council)

## Description

The proposal is for a seniors living development consisting of 137 independent living units (ILUs) and 80 aged care beds and basement and at-grade car parking. The project is a much needed facility in the Kogarah area, which suffers from significant shortfall of aged care facilities. The location of the aged care facility offers great synergy with the adjoining St. George Hospital.

## Scope of Works

Mecone was engaged by the landowner to provide urban planning services on a range of matters. Mecone's role included:

- Assisting in obtaining Site Compatibility Certificate;
- Review of the proposal against all relevant Council controls, plans and policies;
- Preparing a Statement of Environmental Effects; and
- Liaison with Council and management of the application through the approval process.

CLIENT
TRUSTEE OF THE ROMAN CATHOLIC CHURCH OF THE ARCHDIOCESE OF SYDNEY
SIZE
137 INDEPENDENT LIVING UNITS   80 AGED CARE UNITS   UP TO 11 STOREYS
VALUE
APPROX. \$68,000,000
SECTOR
RESIDENTIAL   SENIORS HOUSING
SERVICE
STATUTORY PLANNING   LOCAL DEVELOPMENT APPLICATION



Image courtesy of Greengate Architects



CLIENT  
CORONATION PROPERTY CO PTY  
LTD

SIZE  
APPROX. 500 DWELLINGS

VALUE  
TBC

SECTOR  
RESIDENTIAL

SERVICE  
STRATEGIC PLANNING

# Milton St, Ashbury

Canterbury / Bankstown Council

## Description

Mecone successfully worked with the proponent and Council for a number of years to progress a Planning Proposal across the sites 149-163 and 165-171 Milton Street Ashbury. Mecone's client is the owner of 165-171 Milton Street, Ashbury. The subject sites are isolated industrial sites currently zoned IN2 and surrounded by residential areas. The current light industrial uses have either ceased operation or are intending to vacate. This presented an opportunity to work with Council to rezone the sites to High Density Residential (R4) with appropriate increases in the height and floor space controls. Mecone has worked with the landowner and Council to support progress of the Planning Proposal and associated DCP, which have now been approved by Council and recently gazetted.

## Scope of Works

- Strategic Assessment and Preliminary Feasibility;
- Preparation of a Vision Statement for the Precinct;
- Negotiation with Council Officers and presentation to Councillors;
- Preparation and lodgement of Planning Proposal and Development Control Plan;
- Ongoing liaison with Council Officers and the Department of Planning, Infrastructure and Environment;
- Preparation of submissions and advice to Council regarding the progress of their Planning Proposal; and
- Advocating for the development of the precinct through submission to the Greater Sydney Commission and Transport for NSW.



Image courtesy of Coronation

# Alfred Street Precinct, North Sydney

North Sydney Council

CLIENT  
BENMILL PTY LTD & JB NO. 3 PTY LTD

SIZE  
156 RESIDENTIAL UNITS, 10,127M2 COMMERCIAL

VALUE  
OVER \$100 MILLION

SECTOR  
MIXED USE, RESIDENTIAL, RETAIL, COMMERCIAL

SERVICE  
PLANNING PROPOSAL

## Description

Mecone has been extensively involved in providing urban planning services for the Bayer Building (which forms part of the Alfred Street Precinct) over a 5 year period, since 2014.

The Alfred Street Precinct is isolated and dislocated from the North Sydney CBD by the Warringah Freeway and adjoins low scale residential accommodation in a Heritage Conservation Area. The Precinct is currently zoned B3 Commercial Core however it is not considered suitable for employment growth given its location.

A Planning Proposal was originally submitted for the Bayer Building, however the Joint Regional Planning Panel required a precinct wide approach to be undertaken as part of their Pre-Gateway Review. Council prepared the Alfred Street Precinct Planning Study (whilst not formally adopted) it provided a framework for the future redevelopment of the Precinct.

A Planning Proposal was submitted to Council to create a vibrant mixed use precinct which proposed to rezone the site to B4 Mixed Use (to introduce residential accommodation) and increase the density. The proposal provided substantial improvements to the ground floor plane by creating a pedestrian arcade through the site, increasing footpath widths with additional landscaping and activating the ground floor with retail.

The Planning Proposal was unanimously supported by the Sydney North Planning Panel to proceed to Gateway in November 2019.

## Scope of Works

Mecone has provided a number of urban planning services for the redevelopment, including:

- Preparing two Planning Proposals for the site with one for the Bayer Building and the other for the wider Alfred Street Precinct;
- Preparing draft Local Environmental Plan controls for the site and a site specific Development Control Plan; and
- Assisting with the approval process of the Planning Proposals through ongoing collaboration with Council officers and Department of Planning and Environment;
- Preparing a submission to Council's Alfred Street Precinct Planning Study;
- Assisting with consultation of the landowners within the Precinct; and
- Providing strategic planning advice for the best planning pathway.
- Preparation and successful negotiation of a Rezoning Review with the Sydney North Planning Panel.





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CLIENT  
THE TRUSTEE FOR GORDON CRES  
DEVELOPMENT UNIT TRUST

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SIZE  
69 X APARTMENT – RESIDENTIAL  
FLAT BUILDING

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VALUE  
\$30,000,000

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SECTOR  
STATUTORY PLANNING

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SERVICE  
DEVELOPMENT APPLICATION  
AND EXPERT WITNESS IN LAND  
AND ENVIRONMENT COURT

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## 84-90 Gordon Crescent, Lane Cove North

Lane Cove Council

### Description

The proposal included the redevelopment of the final four remaining lots on the north side of Gordon Crescent, Lane Cove for high density residential development. Mecone worked with the project team to develop a scheme that was contextually appropriate and limited impacts to the recently developed surrounding high density developments. The proposal provided unique solutions to topographical and contextual complexities including:

- A steep sloping south facing site;
- Maintaining views from surrounding properties; and
- Limiting overshadowing.

The final approved development included a diverse mix of residential apartments and generous communal open space. The proposal was approved by the Land and Environment Court despite the exceedance of the maximum height of building development standard within the Lane Cove Local Environmental Plan 2009.

### Scope of Works

Mecone was engaged as the lead planning consultant and facilitated the preparation and lodgement of the Development Application to Lane Cove Council. Subsequent to the Deemed Refusal of the application, the Applicant appealed the refusal to the Land and Environment Court. Through the appeal process Mecone acted as the Applicant's planning expert, attending 3 x Section 34 Conferences in an attempt to achieve a negotiated outcome. On account that no negotiated outcome was reached, Mecone acted as the Applicant's expert witness at the Land and Environment Court hearing, where Senior Commissioner Dixon upheld the appeal and granted consent to the application.



Image courtesy of PSEC Project Services

# 10 Martin Avenue, Arncliffe

Rockdale City Council

CLIENT
CANBERRA ESTATES CONSORTIUM
SIZE
149 RESIDENTIAL UNITS
VALUE
\$40,000,000
SECTOR
RESIDENTIAL
SERVICE
REZONING APPLICATION   LOCAL DEVELOPMENT APPLICATION

## Description

The redevelopment of the site proposes a residential flat building for 149 units and basement car parking. The site falls within the ‘Bonar Street Precinct’ and the proposal will incorporate works to the future Community Park which is to be dedicated to Council via a VPA. The site is situated in close proximity to Arncliffe Train Station, Wolli Creek Train Station and a number of bus services that run along Princes Highway.

## Scope of Works

Mecone has been involved in a number of urban planning services which have included:

- Preparing a Planning Proposal to increase the Floor Space Ratio from and Building Height of the site;
- Preparing draft Local Environmental Plan controls for the site;
- Assisting with the preparation of a Voluntary Planning Agreement;
- Preparing a Statement of Environmental Effects for a Development Application;
- Preparing two Clause 4.6 variations for the Floor Space Ratio and Building Height controls; and
- Assisted with approval process for the Planning Proposal and Development.





CLIENT

BLACKMORES LTD

SIZE

APPROX. 4,500SQM GFA

VALUE

N/A

SECTOR

COMMERCIAL

SERVICE

PLANNING PROPOSAL

# 15 Jubilee Avenue, Warriewood

Northern Beaches Council

## Description

The “Blackmores Campus” at 20 Jubilee Avenue, Warriewood was opened in 2009 and covers more than 25,000m2. Blackmores Ltd recognised that staff numbers would outgrow the existing campus, and additional work space was required. The most desirable option to locate this additional work space was through the construction of a new building directly opposite, at 15 Jubilee Avenue. However, this required the rezoning of land from its IN2 Industrial Zoning into a B7 Business Park zoning.

Mecone was engaged by Blackmores Ltd to prepare a planning proposal to rezone the land and engage with Council. Mecone engaged successfully with Northern Beaches Council to secure the timely rezoning of the site, allowing the client to move forward with their vision for the expanded campus precinct and space for over 200 new jobs.

## Scope of Works

- Represent landowner in discussions with Northern Beaches Council;
- Identify planning pathways for rezoning and future development;
- Prepare a planning proposal report;
- Ongoing management and negotiation of the Planning Proposal and Development Applications through the relevant Council and Department of Planning processes.

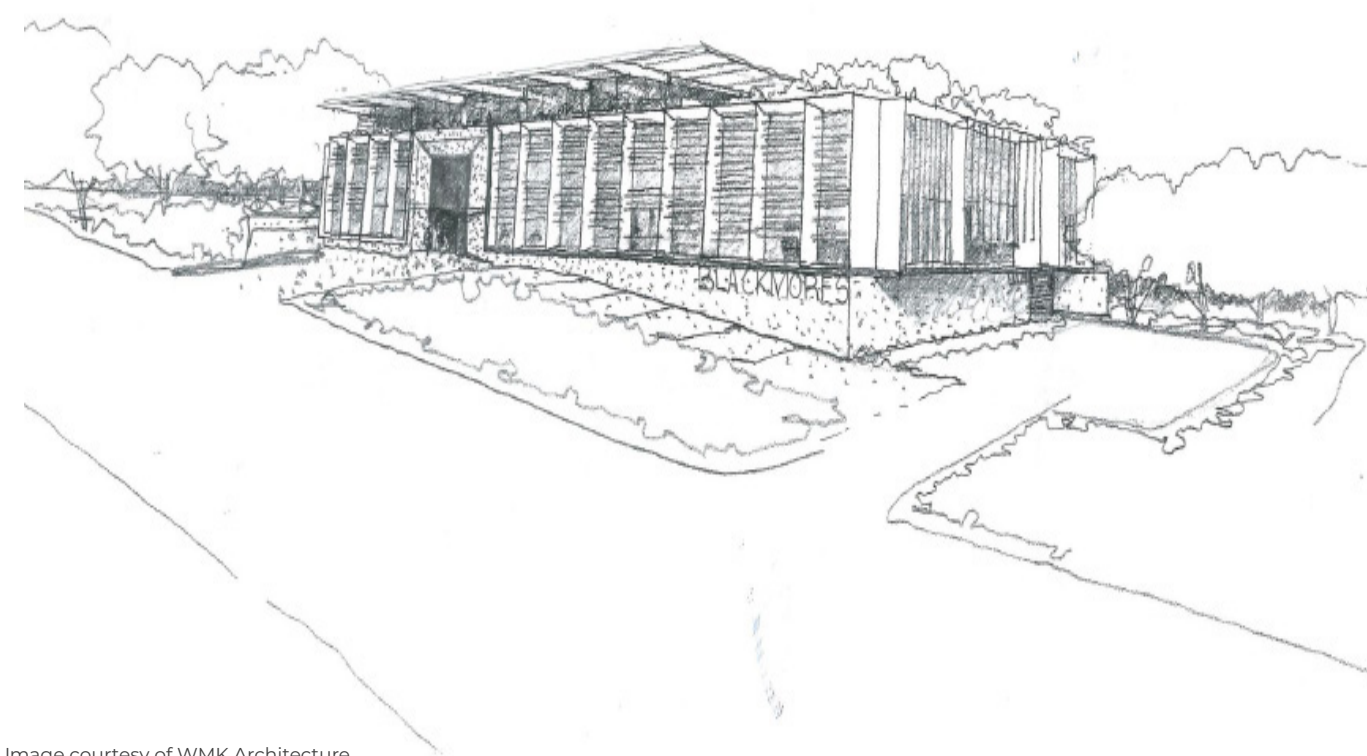


Image courtesy of WMK Architecture

# Sydney Metro - Victoria Cross Over Station Development

North Sydney Council

## Description

In March 2017, Premier Gladys Berejiklian and Transport Minister Andrew Constance unveiled the new Sydney Metro station designs. The new Metro Stations have been designed to allow for future over-station development.

It is envisioned that an over-station development located at Victoria Cross, North Sydney would revitalise the area, creating a vibrant transport, commercial and retail precinct in the heart of the North Sydney business district.

Mecone was engaged by Transport for NSW as part of a team of specialist consultants to design and deliver an integrated Sydney Metro Victoria Cross over-station development. Mecone's role in the project includes the provision of strategic advice, review and advice on applicable planning controls and to manage the planning approval process.

## Scope of Works

- Strategic Assessment and Preliminary Feasibility;
- Preparation of SEARs for a State Significant Development application;
- Preparation of an Environmental Impact Statement for the application; and
- Ongoing liaison with Council Officers and the Department of Planning and Environment.

CLIENT  
TRANSPORT FOR NSW

SIZE  
4,840 SQM

VALUE  
TBC

SECTOR  
STATUTORY PLANNING

SERVICE  
MANAGEMENT OF PLANNING  
APPROVAL PROCESS





CLIENT
FIVEX
SIZE
4,066M2 COMMERCIAL
968M2 RETAIL   244 UNITS
VALUE
OVER \$100 MILLION
SECTOR
MIXED USE   COMMERCIAL
RETAIL   RESIDENTIAL
SERVICE
PLANNING PROPOSAL

# Rockdale Transport Interchange Planning Proposal

Bayside Council

## Description

A Planning Proposal for the site is currently being assessed by Bayside Council that proposes to increase the Height of Building control by 5m (from 34m to 39m) and remove the Floor Space Ratio control from the Rockdale Local Environmental Plan 2011 to enable development uplift. The site is identified as the Transport Interchange Precinct under the Rockdale Town Centre Masterplan and is the final site to be redeveloped in the Rockdale Town Centre.

The Planning Proposal seeks to enable redevelopment of the Precinct into a high-quality, mixed-use area, with active street frontages, a through site link and residential towers. The Planning Proposal will contribute to the revitalisation of the Town Centre through a transit orientated development opposite Rockdale Train Station and a number of bus services along Princes Highway.

Council endorsed to send the Planning Proposal to DPIE for Gateway approval in December 2019.

## Scope of Works

Mecone have provided a number of urban planning services for the redevelopment, including:

- Preparing a Planning Proposal to increase the Height of Building control for the site;
- Preparing draft Local Environmental Plan controls for the site;
- Preparing a Development Control Plan; and
- Assisting with approval process for the Planning Proposal through ongoing collaboration with Council officers assessing the Planning Proposal.



Description

Mecone currently provide exclusive statutory and strategic planning advice to Equinix within NSW, who are a leading global provider of network-neutral data centres and Internet exchange services for global enterprises. Equinix are currently going through a period of rapid growth in response to the increasing need for cloud storage and in response to the 5G network rollout. Our services to Equinix include the provision of both development advisory and project management services throughout all stages of the project lifecycle including due diligence phase, development approvals and post-approval.

Scope of Works

- Mecone’s engagement includes the following tasks:
- Due Diligence Reporting in relation to new and existing sites;
  - Provision of regular ongoing advice in relation to Development Applications, complying development certificates, modification applications and construction certificates as required;
  - Authoring and management of development applications and modification applications for Equinix Data Centres and office premises;
  - Assist with public art competition management process;
  - Project management on a range of matters as requested.





CLIENT  
ST GEORGE COMMUNITY  
HOUSING

SIZE  
53 BOARDING ROOMS FOR  
YOUTH FOYER  
22 ROOMS FOR BOARDING  
HOUSE

VALUE  
\$18 MILLION

SECTOR  
BOARDING HOUSE | RESIDENTIAL

SERVICE  
STATUTORY PLANNING  
DEVELOPMENT APPLICATION

# Foyer 26-32 City Road, Chippendale

City of Sydney Council

## Description

The redevelopment of the site proposes a boarding house and ground floor retail tenancy. The 'youth foyer' component incorporates 53 boarding rooms which is to be managed by Uniting and SGCH (a Tier 1 community housing provider) and provides affordable accommodation and education facilities for young people that are at risk of homelessness. The boarding house component will include 22 rooms and the rent will be capped in accordance with requirements by the NSW Department of Family and Community Services.

The site is conveniently located within close proximity to Central and Redfern train stations, Victoria Park and Broadway Shopping Centre. The development is 5 storeys with a 3 storey street wall height to City Road. The development will rely upon the additional 0.5:1 FSR applicable under the Affordable Rental Housing SEPP and is supported by a Clause 4.6 variation for the Height of Buildings control. The site is adjacent to the 'Grace Bros' heritage item and the proposal will not impact upon the heritage significance of the item.

## Scope of Works

Mecone have provided a number of urban planning services for the redevelopment, including:

- Preparing a Planning Risk Report which outlined the key risks associated with the redevelopment of the site
- Assisting with the Pre-Development Application process and the preparation of a Pre-Development Application Report
- Mecone prepared a Statement of Environmental Effects for the Development Application and a subsequent Section 4.55 modification
- Mecone coordinated the approval process through City of Sydney Council



# Holiday Inn - 19 Bourke Street, Mascot

Bayside Council

CLIENT
THE TRUSTEE FOR SILVERSEA TRUST
SIZE
ADDITION 204 HOTEL ROOMS
VALUE
\$41 MILLION
SECTOR
HOTEL ACCOMODATION
SERVICE
STATUTORY PLANNING DEVELOPMENT APPLICATION

## Description

The redevelopment of the site provides an additional 12 storey hotel development above the existing podium level which will accommodate an additional 204 hotel rooms. The proposal will create a high quality gateway/landmark building to the corner of O’Riordan Street and Bourke Road when travelling into Sydney from the Sydney Airport. The site is located within the Mascot Station Precinct and is required to demonstrate design excellence.

The site has been designed by a highly reputable Architect and was thoroughly supported by the Design Review Panel. The DA was formally approved by the Sydney East Planning Panel in December 2019.

The subject site benefits from a number of transport services including the domestic and internal Airport, hotel airport shuttle, Mascot train station and bus services infront of the site.

The site is highly restricted given the Airport Rail Tunnel Corridors runs underneath Bourke Road, is located within the Sydney Airport Obstacle Limitation Surface and Procedures for Air Navigation Services Operation Surfaces, it adjoins a sewer line owned by Sydney Water and fronts two classified roads. Concurrence will be required by the RMS and Sydney Trains under the Infrastructure SEPP.

## Scope of Works

Mecone have provided a number of urban planning services for the redevelopment, including:

- Preparing a Due Diligence Report which outlined the key planning controls for the site
- Assisting with the Pre-Development Application process and the preparation of a Pre-Development Application Report
- Attendance at the Design Review Panel meetings
- Preparing a Statement of Environmental Effects for the Development Application
- Coordination with Council and the Planning Panel to obtain Development Consent.

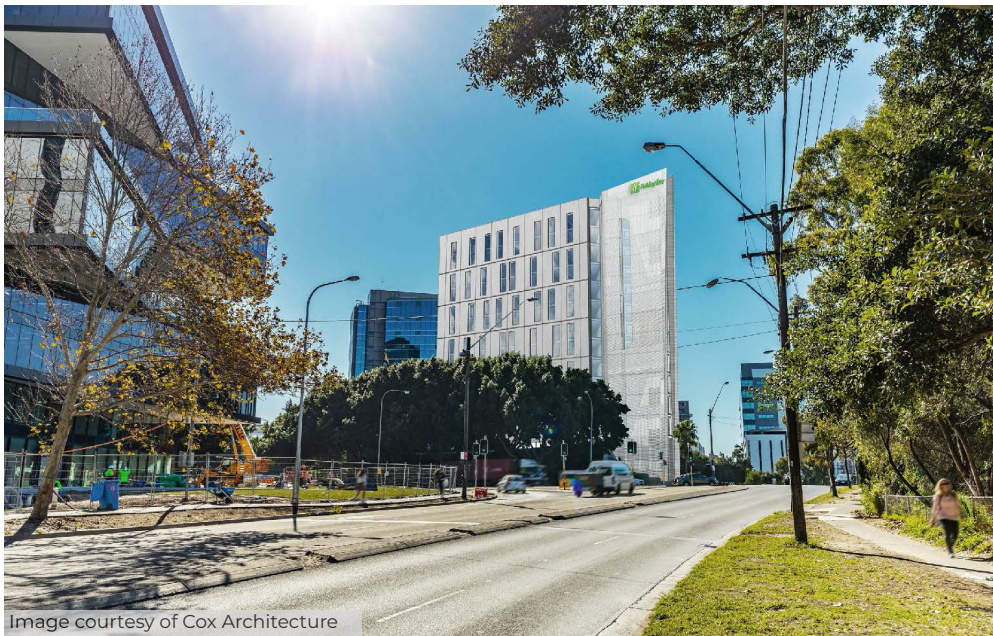


Image courtesy of Cox Architecture



CLIENT
ROSE GROUP
SIZE
129 RESIDENTIAL UNITS
VALUE
OVER \$70,000,000
SECTOR
RESIDENTIAL
SERVICE
DEVELOPMENT APPLICATION & STRATEGIC PLANNING SUBMISSIONS

# 23 Fisher Road, Dee Why

Northern Beaches Council

## Description

The redevelopment of the site was approved for a new 130 residential unit complex with the adaptive re-use of a heritage item known as Pacific Lodge for commercial purposes.

The subject site is located within the strategic centre of Dee Why adjoining civic uses such as the Dee Why Library and northern beaches Council Dee Why Campus.

The development provides a high-quality design which responds appropriately to the transitioning context of the area as well as the undulating terrain of the site.

Furthermore, the development will contribute to achieving strategic objectives of the North District Plan through providing additional housing in close proximity to public transport and mixed use strategic centres.

## Scope of Works

Mecone provided a number of urban planning services in relation to the project which included the following:

- Undertaking a Pre-DA meeting on behalf of Rose Group;
- Preparing a Statement of Environmental Effects to support the development application
- Preparing two Clause 4.6 variation statements to vary requirements of the Local Environmental Plan;
- Successful lodgement and approval of the DA with Council;
- Authoring of several submissions in relation to various LEP and DCP amendments proposed during the development process by Council.



Image courtesy of Rose Group





# WESTERN SYDNEY

## OUR WESTERN SYDNEY TEAM

Our Western Sydney office in Parramatta is led by Adam Coburn who brings over 19 years experience in senior positions within government and the private sector. The Western Sydney Planning team has been one of the leaders in providing specialist planning services and advice for projects in Western Sydney, with a unique understanding of the critical opportunities and challenges as Western Sydney grows.

Mecone has established excellent relationships with local councils and state planning authorities and have been placed on a number of panels and procurement lists.



info@mecone.com.au  
02 8073 4677  
Level 2, 3 Horwood Place, Parramatta

# 2-10 Phillip Street, Parramatta

City of Parramatta Council

## Description

The redevelopment of the site proposes a 48-storey mixed-use development with ground and first floor retail, five-star hotel from levels 2 to 13 with 200 rooms and 320 residential units above. The site is conveniently located within the heart of the Parramatta CBD adjacent the Riverfront Precinct

The development will be a key part of unlocking access constraints on and around Philip Lane and will not only provide major public benefits in its own right but also assist in the achievement of complimentary developments on other nearby sites in the heart of Parramatta.

The development will activate the public domain, revitalise eat street and deliver the Phillip Street entertainment precinct by providing a mix of retail uses at ground level, high-quality public spaces and laneway, pedestrian access links. Further, future residents and hotel patrons will contribute significantly to the local economy and act as a catalyst for delivering a thriving night time economy.

## Scope of Works

Mecone has been involved in a number of urban planning services, which have included:

- Preparing a planning proposal to allow for increased height and density on the site;
- Preparing draft Local Environmental Plan and Development Control Plans site specific controls for the site;
- Assisting with the preparation of a Voluntary Planning Agreement;
- Liaison with Council and Department of Planning and Environment to progress the rezoning;
- Management of competitive design process; and
- Prepared the Statement of Environmental Effects and managing the approval process of the Development Application through Council.

CLIENT  
CORONATION PROPERTY CO  
PTY LTD

SIZE  
320 RESIDENTIAL UNITS  
240 HOTEL ROOMS  
2000 SQM OF SPECIALITY RETAIL

VALUE  
\$100,000,000

SECTOR  
RESIDENTIAL, HOTEL, RETAIL  
(URBAN RENEWAL)

SERVICE  
STRATEGIC PLANNING  
DESIGN COMPETITION

Image courtesy of Woods Bagot





CLIENT  
MULTIPLE LAND OWNERS

SIZE  
APPROX. 500 RESIDENTIAL  
DWELLINGS, PARKLAND,  
ENVIRONMENTAL CONSERVATION  
AND DRAINAGE.

VALUE  
TBC

SECTOR  
GREENFIELD DEVELOPMENT  
(RESIDENTIAL)

SERVICE  
STRATEGIC AND STATUTORY  
PLANNING

## Townson Road, Marsden Park

Blacktown City Council

### Description

The Townson Road Precinct is located within the North West Priority Growth Area (NWPGA), formerly located within the Schoeflieds Precinct. Mecone assisted the landowners in obtaining the only part precinct release for development in the NWPGA, allowing a rezoning application to be made to Blacktown city Council. The rezoning of the greenfield site for residential development was secured in June 2016.

Subsequent development Consents have been achieved for the southern portion of the Townson Road Precinct. The northern portion of the precinct is subject of current development applications that once approved will create a residential neighbourhood of approximately 500 x residential dwellings as well as parkland, environmental conservation and drainage.

### Scope of Works

Mecone was engaged as Project Manger and representative for the landowner group as well as undertaking the planning services for the rezoning. Mecone is currently engaged as the Town Planning consultant in obtaining the subsequent development Consents to subdivide the site and establish the residential dwellings. Work included;

- Identify, brief and engage the consultant project team;
- Prepare strategic planning review and documentation for part precinct release;
- Represent landowner in negotiation;
- Prepare a Planning proposal; Voluntary Planning Agreement letter of offer and Draft Development Control Plan;
- Prepare subsequent Development Applications for subdivision, dwelling design and display suite;
- Ongoing management and negotiation of the Planning Proposal and Development Applications through the relevant Council and Department of Planning processes.



Image courtesy of Cox

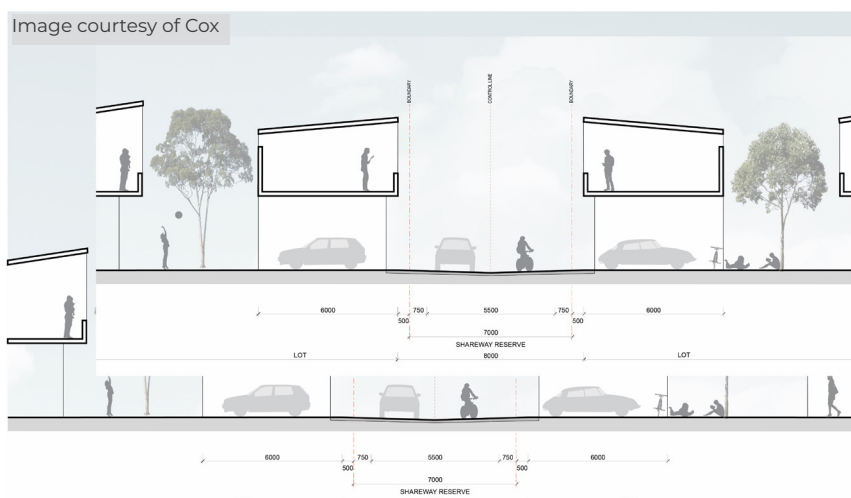


Image courtesy of Cox

# Shepherd Street Precinct, Liverpool

Liverpool City Council

CLIENT
CORONATION PROPERTY CO PTY LTD
SIZE
1,310 DWELLINGS OVER 3.1 HECTARES
VALUE
TBC
SECTOR
MIXED USE
SERVICE
STRATEGIC AND STATUTORY PLANNING

## Description

Mecone has been working with Coronation to deliver Shepherd Street, Liverpool as a high-quality mixed-use precinct, with excellent connectivity to the Liverpool City Centre, and improved access to the natural beauty of the Georges River.

The project aligns with Council's vision for a River City and ensures the adaptive re-use of the existing vacant heritage building into a thriving local centre. As part of this work, Mecone has undertaken both strategic and statutory planning services, including successfully preparing and managing a Planning Proposal across the precinct and multiple development applications.

The approved controls for the precinct will enable:

- Approximately 1,300 residential dwellings across the 3.1 hectare area;
- Adaptive re-use of the heritage listed 'Challenge Woollen Mills' building as a local neighbourhood centre with food and beverage retail; and
- Significant local infrastructure upgrades including a boardwalk adjacent the Georges River frontage and local public domain upgrades.

The site is located at the edge of the Liverpool City Centre, directly to the west of the Georges River and is part of a larger urban renewal of the local precinct.

## Scope of Works

Mecone's involvement included:

- Ongoing management of the assessment process for the client;
- Preparation, lodgement and management of the Planning Pathway process to enable successful rezoning of the precinct;
- Preparation and management of multiple development applications, including preparation of a number Statement of Environmental Effects;
- Preparation of detailed planning information as required by Council during the assessment of the application;
- Coordination of the consultancy team for the Development Application;
- Liaison with Council planners and DPE during the assessment process; and
- Preparation and presentation at the Joint Regional Planning Panel – Sydney West to obtain approval.



Image courtesy of Woods Bagot



Image courtesy of Woods Bagot



CLIENT  
BRITLEY

SIZE  
123 RESIDENTIAL UNITS AND  
COMMERCIAL AND RETAIL  
FLOOR SPACE

VALUE  
\$39,500,000

SECTOR  
MIXED-USE DEVELOPMENT

SERVICE  
DEVELOPMENT APPLICATION

# 326 Hume Highway, Bankstown

City of Canterbury–Bankstown Council (Formerly Bankstown City Council)

## Description

The approved development is for a 4–7 storey mixed-use building consisting of 123 residential units and a two-storey commercial building fronting the Hume Highway.

The site is located at the eastern end of the Rookwood Enterprise Zone and is well located in proximity to the Yagoona and Bankstown Centres as well as local residential and mixed-use facilities.

The development offers a contemporary design provides significant local commercial opportunities along the Hume Highway while ensuring good amenity for residents. The development has been sensitively design and includes a generous internal communal space and high-quality facilities for residents.

## Scope of Works

Mecone’s involvement included:

- Due diligence studies and preliminary planning advice;
- Preparation and lodgement of a detailed Statement of Environmental Effects to support the Development Application;
- Coordination of the consultancy team for the Development Application;
- Liaison with Council planners during the assessment process; and
- Preparation and presentation at the Joint Regional Planning Panel – Sydney West to obtain approval.



Image courtesy of Kriskis Tayler Architects

# 93 Forest Road, Hurstville - Stage 3

Georges River Council (formerly known as Hurstville City Council)

## Description

The proposed development is located at 93 Forest Road, Hurstville set within the Hurstville City Centre. It is bounded by Durham Street to the north, by the Illawarra Railway Line to the south, by Kempt Field to the east, and by the Stage 2 East Quarter site to the west. The site is conveniently positioned within walking distance to Hurstville Railway Station and Allawah Railway Station.

This development will provide a high-quality mixed use development that respects its setting and sets a new benchmark for design excellence in Hurstville. The proposal includes basement parking, retail shops, a supermarket, two podiums and four buildings ranging from 7 to 18 storeys for 556 residential units.

## Scope of Works

Mecone's involvement included:

- Preparation of a detailed Statement of Environmental Effects to support the Stage 3 Development Application;
- Liaison with Council;
- Preparing a Preliminary CPTED report; and
- Coordination of the consultancy team for the Development Application.

CLIENT  
HVILLE FCP PTY LTD.

SIZE  
556 RESIDENTIAL UNITS | 3,445M<sup>2</sup>  
SUPERMARKET | 900M<sup>2</sup> RETAIL

VALUE  
APPROX. \$193,100,000

SECTOR  
MIXED-USED DEVELOPMENT -  
RESIDENTIAL, COMMERCIAL AND  
RETAIL

SERVICE  
DEVELOPMENT APPLICATION





CLIENT  
SIGNATURE PROPERTIES PTY LTD

SIZE  
61 RESIDENTIAL LOTS AND 65  
RESIDENTIAL DWELLINGS

VALUE  
APPROX. \$23,008,703

SECTOR  
RESIDENTIAL SUBDIVISION

SERVICE  
LOCAL DEVELOPMENT APPLICATION

# Tallawong Road Subdivision

Blacktown City Council

## Description

The proposal seeks to allow staged residential subdivision of the site that will facilitate the construction of residential dwellings, ranging from 4 bedroom dwellings, 3 bedroom dwellings and 2 bedroom studios.

Mecone recognises that the development will contribute to the housing supply in the North West Growth Centre.

## Scope of Works

Mecone have been involved with a planning services which include:

- Represent landowner in pre-lodgement discussions with Blacktown City Council;
- Preliminary review of controls and identify planning pathway for subdivision;
- Preparation of a Statement of Environmental Effects for lodgement with Council; and
- Ongoing post-Lodgement assistance and liaison with Council.



Image courtesy of Signature Property Developers Pty Ltd

# Greenway Estate Subdivision

Blacktown City Council

CLIENT	BRITLEY
SIZE	330 RESIDENTIAL LOTS
VALUE	\$39,500,000
SECTOR	GREENFIELD DEVELOPMENT
SERVICE	DEVELOPMENT APPLICATION

## Description

The Greenway Estate has involved the ongoing development of over 32ha of rural land into a 330 lot residential estate in the North West Priority Growth Area.

The estate is located on the eastern side of Richmond Road in Marsden Park, with direct access to the Sydney Business Park and the Sydney Orbital Motorway.

The development offers a range of dwelling types and lot sizes in one of the city's fastest growing regions. The estate has incorporated a number of principles of ecologically sustainable development and has included the regeneration of the native watercourse which traverses the site.

## Scope of Works

Mecone's involvement included:

- Due diligence studies and preliminary planning advice;
- Preparation and lodgement of ongoing Statement of Environmental Effects to support the various stages of development;
- Coordination of the consultancy team for the Development Application;
- Liaison with Council planners during the assessment process; and
- Preparation and presentation at Council meetings to obtain approval.



Image courtesy of Legacy Property



Image courtesy of Legacy Property



Image courtesy of Legacy Property



CLIENT  
SOHO PARRAMATTA PTY LTD

SIZE  
APPROX. 135 RESIDENTIAL UNITS  
800 SQM SITE AREA

VALUE  
\$35,000,000

SECTOR  
RESIDENTIAL (URBAN RENEWAL)

SERVICE  
STRATEGIC PLANNING | DESIGN  
COMPETITION | DEVELOPMENT  
APPLICATION

# 12a Parkes Street, Harris Park

City of Parramatta Council

## Description

The redevelopment of the site proposes a 25storey mixed-use development with ground floor retail and 135 residential units above. The site is conveniently located within the Parramatta CBD, in close proximity to transport and employment land uses.

The development will activate an existingvacant block with a high-quality mixed-use development that is sensitively designed to enhance the surrounding infrastructure including a local stormwater culvert.

The development will facilitate a higher density and redevelopment of the site in a prime location in close proximity to a range of current and future services and public transport options.

## Scope of Works

Mecone has been involved in a number of urban planning services which have included:

- Preparing a planning proposal to allow for increased height and density on the site;
- Preparing draft Local Environmental Plan site specific controls for the site;
- Assisting with the preparation of a Voluntary Planning Agreement;
- Managing the Competitive Design Alternatives Process to achieve design excellence for the site, which included preparing relevant reports, liaising with architects and panel members and chairing meetings;
- Liaison with Council and Dept. of Planning and Environment to progress the rezoning; and
- Prepared the Statement of Environmental Effects and managing the approval process of the Development Application through Council.



Image courtesy of FJMT Studio

# 295 Church Street, Parramatta

City of Parramatta Council

## Description

The site is located within the entertainment district in Parramatta, also referred to as ‘eat street’ section of Church Street, Parramatta. The proposal involves a high-quality mixed-use building, adding to the vitality of Church Street and its built form.

The project involved the amendment to the height and floor space ratio controls for the site, to enable a significantly greater density of residential and commercial development. The site involved a number of challenges including, heritage (being part of the Church Street conservation area) and through site connections.

The Planning Proposal has been supported by Council and is currently awaiting gateway certification.

## Scope of Works

Mecone was engaged on behalf of the owner to provide urban planning and development advisory services. The scope of works include:

- Preparation of Strategic Study in response to the draft Planning Controls for Parramatta City Centre;
- Negotiations with DP&E and Council;
- Preparation of a Planning Proposal;
- Preparation of a Voluntary Planning Agreement letter of offer;
- Preparation of key development controls; and
- Advisory and project positioning advice through LEP amendment process.

CLIENT	IRIS CAPITAL
SIZE	APPROX. 150 RESIDENTIAL UNITS UP TO 15 STOREYS
VALUE	APPROX. \$100,000,000
SECTOR	MULTI-RESIDENTIAL MIXED-USE
SERVICE	STRATEGIC PLANNING AND RESEARCH   REZONING APPLICATION



Image courtesy of Grimshaw



Image courtesy of Grimshaw



CLIENT
SIGNATURE PROPERTY DEVELOPERS.
SIZE
APPROX. 1HA / 30 DWELLINGS
VALUE
APPROX. \$12 MILLION
SECTOR
GREENFIELD RESIDENTIAL
SERVICE
PLANNING PROPOSAL
DEVELOPMENT APPLICATION

# Hambledon Road, The Ponds

Blacktown City Council

## Description

The Hambledon Road site is located within the Alex Avenue Precinct of the North West Priority Growth Area (NWPGA). Mecone has assisted the landowners in:

- Progressing a planning proposal to rezone a corridor of un-needed drainage land to permit residential development; and
- Facilitating the lodgement of the development application for civil earthworks, subdivision, and construction of 31 dwellings on site.

## Scope of Works

- Represent landowner in pre-lodgement discussions with Blacktown City Council;
- Identify planning pathways for rezoning and development;
- Prepare a planning proposal report;
- Prepare subsequent development application documentation including a Statement of Environmental Effects;
- Ongoing management and negotiation of the Planning Proposal and Development Applications through the relevant Council and Department of Planning processes.



# Springwood Seniors Housing

Blue Mountains City Council

CLIENT	BAPTIST CARE
SIZE	15 SELF-CONTAINED DWELLINGS
VALUE	APPROX. \$4,297,259
SECTOR	SENIORS HOUSING
SERVICE	LOCAL DEVELOPMENT APPLICATION

## Description

Mecone facilitated an approval of a Seniors Housing development on the site with a total of 15 self-contained dwellings. The site is located closely to Springwood Train Station and to shops and services around it.

The new residential development sits adjacent to an existing seniors housing development and provides an architectural finish that is compatible with the surrounding Period Housing context of the area.

The site was identified with asbestos-containing materials and will be remediated to make it suitable for the residential development.

## Scope of Works

Mecone have been involved with a planning services which include:

- Preparing a preliminary Due Diligence report for landowner;
- Assistance with the Pre-Development Application meeting;
- Preparation of Statement of Environmental Effects for DA lodgement;
- Ongoing assistance with post-lodgement activities.





CLIENT  
SUNSHINE PROPERTY GROUP

SIZE  
159 SELF CARE SENIORS LIVNG  
UNITS

VALUE  
\$54,000,000

SECTOR  
SENIORS HOUSING

SERVICE  
STATUTORY PLANNING

# Penrith Golf Course Seniors Living

Penrith City Council

## Description

The Penrith Golf Course is an 18 hole Golf Course and Clubhouse located between The Northern Road and the suburb of Glenmore Park. The site is zoned for Private Recreation. Through the application of the State Environmental Planning Policy (Housing for Seniors and People with a Disability) 2004, Mecone secured a Site Compatibility Certificate, which makes seniors housing permissible with consent on the site.

A subsequent Development Application for 159 x Independent Living Units for purposely designed for seniors will be established on the site adjacent to the existing Penrith Golf Course Clubhouse. The development includes provision of onsite dining facilities, indoor and outdoor recreation areas, medical consultation rooms, underground car parking and a pool to be established in a garden setting.

## Scope of Works

Mecone was the Town Planning consultant engaged to obtain the relevant certificates and Development consents. Works included;

- Identify, brief and engage the consultant project team;
- Prepare and coordinate the application to the Department of Planning and Environment for a Site Compatibility Certificate;
- Negotiate the conditions of the Site Compatibility Certificate;
- Prepare subsequent Development Applications for subdivision;
- Manage the Development Assessment process; and
- Represent the applicant in negotiations with Council.



# 263-265 Church Street, Parramatta

Parramatta Council

CLIENT
IRIS CAPITAL
SIZE
TBC
VALUE
TBC
SECTOR
COMMERICAL
SERVICE
STATUTORY PLANNING   DEVELOPMENT APPLICATION

## Description

The project involves the fit-out and change of use of an existing heritage building to provide for a new restaurant and pub over two levels.

The site is situated on Church Street in the heart of Parramatta’s “Eat Street” food precinct.

## Scope of Works

Mecone's involvement include planning advice and services, and lodgement of a development applications. Scope of works included:

- Liaison and negotiation with Council;
- Advice to client on the approval process and associated risks;
- Review of architectural plans and advice on compliance with relevant planning provisions;
- Preparation of a Statement of Environmental Effects; and
- Management of the application process.



Image courtesy of NBRS+Partners



CLIENT  
SELL AND PARKER

SIZE  
360,000 TPA | 6.1 HECTARES

VALUE  
APPROX. \$10,000,000 AND 100 JOBS

SECTOR  
COMMERICAL

SERVICE  
ENVIRONMENTAL IMPACT  
ASSESSMENT | STATUTORY  
PLANNING | ENVIRONMENTAL  
PLANNING

# Kings Park Waste Metal Facility

Blacktown City Council

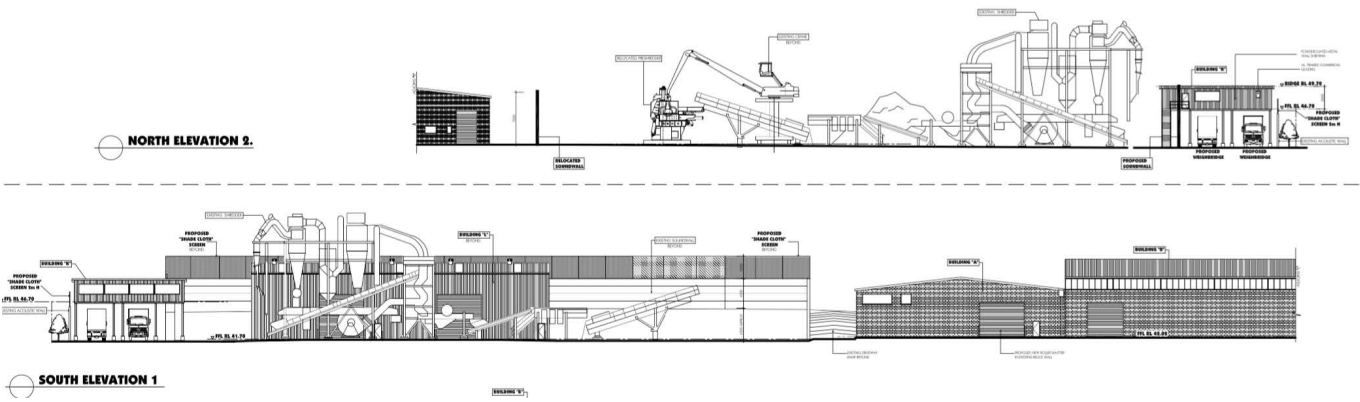
## Description

Mecone provided environmental planning services to support a State Significant Development Application for a major expansion of Sell and Parker's waste metal facility at Kings Park. The project includes the expansion of the existing facility from an annual capacity of 90,000 tpa to 50,000 tpa and includes one of only two hammermills operating within the Sydney metropolitan area.

## Scope of Works

Mecone was engaged to provide a range of environmental planning services as part of the State Significant Development process, which included:

- Preliminary Environmental Assessment;
- Revised Environmental Impact Statement;
- Response to Submissions Report; and
- Review and drafting of consent conditions.







# POLICY & URBAN

# ANALYTICS

## INTEGRATED LAND USE AND TRANSPORT PLANNING

Mecone is highly experienced in providing a wide range of planning and project management services to transport agencies in NSW. Having worked on some of the largest and highest profile transport projects in NSW in recent years, Mecone is well placed to provide project advice and support that can be relied upon.

Our particular areas of expertise include:

- Integrated land use and transport planning
- Transport corridor identification
- Transport corridor protection
- Network development planning
- Provision of commuter carpark
- Rail and infrastructure strategy development

We understand the current challenges of Sydney's ageing and complex transport network and have a high knowledge of the government's plans to modernise and increase the capacity of the network.

## STRATEGIC POLICY

Mecone has a strong track record in undertaking land use analysis, research, and strategy and policy development. Mecone staff have held senior roles in local and state government organisations and have a strong understanding of government processes. Mecone is currently working with the Greater Sydney Commission, Department of Planning and Environment and various local councils, to further their strategic planning initiatives.

Mecone is well-regarded in the industry for leveraging GIS-based spatial modelling as part of our planning analysis. This includes planning capacity modelling and growth forecasting, mapping and data-driven infographics.

Our expertise includes:

- Land use analysis and GIS-based capacity modelling
- Land use strategy
- Urban research and planning policy development
- Local Environmental Plans
- Development Control Plans
- GIS mapping and infographics
- Project management

The staff at Mecone have developed strong relationships with various local and State government agencies and work closely with them to achieve high-quality outcomes. Mecone's recent experience in rail, infrastructure, and strategic planning projects has included extensive collaboration with government agencies and Local Councils.

The Managing Director of Mecone, Ben Hendriks, is a highly regarded planner with extensive experience in urban planning spanning State Government, Local Government and consultancy. Ben has particular interest in transport, development advisory and economics. Having cut his teeth on some of Sydney's highest profile planning projects over the last decade Ben is able to provide insightful and practical advice that delivers results.

# Parramatta Light Rail – Land Use Analysis and Value Capture

## Description

The Parramatta Light Rail is a proposed 22-kilometre modern light rail network for Western Sydney. The initial stages of the network consists of two lines – one will connect Parramatta to Strathfield via Olympic Park and second branch line connects Parramatta to Carlingford, utilising the corridor of the existing Carlingford heavy rail line.

The Parramatta Light Rail network will act as a catalyst for urban renewal and transit-oriented development with the light rail in part funded by through value capture mechanisms levied on property development above current planning controls.

## Scope of Works

Mecone was engaged by Transport for NSW to analyse and identify the urban renewal opportunities and value uplift along the light rail corridor. Mecone provided a study that assisted in informing the potential for urban renewal uplift for the project that was used in the development of the business case. Mecone’s scope of work included:

- Creating lot-level modelling of existing land uses and potential land use scenarios. The land use scenarios included a base case that could occur without the light rail and an intervention case that identified the potential urban renewal uplift that could occur because of the light rail;
- Compilation and consolidation of strategies and plans for uplift in the PLR study area to inform land use modelling;
- Identification of additional opportunities for urban renewal uplift; and
- Provision of advice relating to utilising value capture mechanisms to fund the project.

CLIENT  
TRANSPORT FOR NSW

SIZE  
APPROX 22KM

VALUE  
TBC

SECTOR  
LAND USE AND TRANSPORT  
PLANNING

SERVICE  
INTEGRATED LAND USE AND  
TRANSPORT PLANNING



Image courtesy of Transport for NSW



CLIENT  
TRANSPORT FOR NSW

SIZE  
APPROX 65KM

VALUE  
TBC

SECTOR  
LAND USE AND TRANSPORT  
PLANNING

SERVICE  
INTEGRATED LAND USE AND  
TRANSPORT PLANNING

# Sydney Metro – City Shaping Opportunities

Sydney Metropolitan Area

## Description

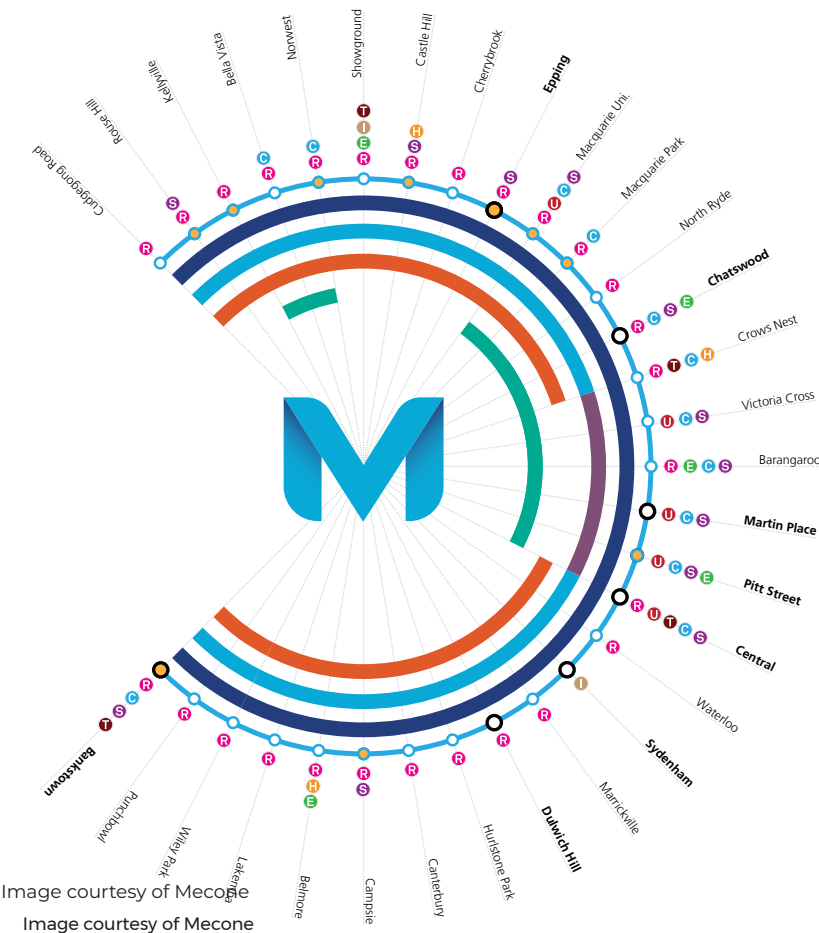
Sydney Metro is Australia's largest rail project, spanning a distance of 65 kilometres and 31 stations. It includes new track between Epping and Cudgegong Road and between the CBD and Sydenham via Waterloo, and the conversion of existing Sydney Trains heavy rail to metro rail on the Bankstown Line and Macquarie Line. Sydney Metro will run from Sydney's Hills District in the northwest via Macquarie Park, Chatswood and the CBD to Bankstown.

The Sydney Metro project offers significant opportunities to shape both how the city functions and patterns of future growth.

## Scope of Works

Mecone was engaged by Transport for NSW to outline the city shaping influence of Sydney Metro at the metropolitan level and to analyse the role of the project in achieving the vision for the city and strategic land use and transport directions. Mecone's scope of works included:

- Analysis of the city shaping influence of Sydney Metro, including implications to destinations/strategic centres along the route and its sphere of influence;
- Statistical and spatial modelling of the opportunity Sydney Metro provides in linking people to greater employment, education, shopping and recreational choices; and
- Preparation of mapping, graphics, presentation and reports with the findings of the analyses.



## Sydney Metro – facilitating a diverse range of trips

### Key

#### Metro Uses

- Access to universities
- Journey to work
- CBD Distributor
- Local service + shopping trips
- Local core employment area trips

#### Land Uses

- Major Commercial
- Major Industrial
- Major Shops
- Residential Growth Area

#### Facilities

- Rail Interchange
- Bus Interchange
- Rail + Bus Interchange
- Entertainment/Recreation
- Major hospital
- TAFE
- University

# Sydney Metro West – Preliminary Land Use and Urban Design Services

CLIENT
TRANSPORT FOR NSW
SIZE
OVER 20KM / 20 LOCATIONS
VALUE
OVER \$10B
SECTOR
INTEGRATED LAND USE AND TRANSPORT PLANNING

## Description

The Sydney Metro West is an underground metro railway that will link Westmead and Parramatta to the Sydney CBD, via Sydney Olympic Park and several potential new locations not previously serviced by rail. The Government has so far committed to new stations at Westmead, Parramatta, Olympic Park, the Bays Precinct, and the Sydney CBD, plus an interchange with the T1 Northern Line.

The project offers significant opportunity to integrate transport and land use planning along the corridor and help achieve in reaching the transport and planning targets and ambitions for the corridor outlined by several Government agencies.

## Scope of Works

Mecone was engaged by Transport for NSW to undertake preliminary land use planning and urban renewal analysis for a number of potential station locations. Mecone led a collaborative team including Cox and AEC to analyse each potential precinct from planning, urban design, and market perspectives. The analysis informed preliminary decision making regarding timing of the project and station locations.

Works included:

- An analysis of the strategic and metropolitan planning opportunities created by the route options and the development of a number of land use scenarios along the corridor.
- Spatial modelling at the lot-level to identify varying capacities for dwellings and jobs along the corridor that was used to inform preliminary forecasts for options comparisons.
- Advice regarding the potential take-up of dwellings and jobs capacity across a 40 year horizon.
- Mapping and graphics to support the study findings.

SERVICE
PROJECT MANAGEMENT, LAND USE PLANNING, GIS MAPPING AND ANALYSIS



Image courtesy of Transport for NSW



## SERVICE GOVERNMENT STRATEGIC LAND USE PLANNING

## Randwick Local Government Area

Mecone worked as part of a multidisciplinary team to develop and prepare draft planning controls for Randwick Council to guide the future redevelopment around the Kensington and Kingsford Town Centres. This involved working with the design and engineering teams, and Council officers, to prepare a suite of planning controls for the Town Centres including regarding land use, density, design excellence and local infrastructure. The project was recognised by PIA, being awarded the 'Best Planning Ideas Small Project' at the 2017 NSW PIA awards.

The draft controls have been endorsed by council and recently obtained Gateway Determination from the Dept. of Planning and Environment.

Mecone was tasked with preparing a set of draft planning controls for the precinct as part of the wider project and urban design team, which included:

- Provide feedback to the council and urban design staff regarding optimal built form and environmental outcomes for the area;
- Prepare draft planning controls that meet key strategic planning objectives and will allow an optimal future local centre precinct.



# Glenfield Planning Precinct

Campbelltown local government area

CLIENT	NSW DEPARTMENT OF PLANNING AND ENVIRONMENT
SIZE	GLENFIELD
VALUE	\$200,000
SECTOR	NSW GOVERNMENT
SERVICE	GOVERNMENT STRATEGIC LAND USE PLANNING   PROJECT MANAGEMENT   LAND RELEASE

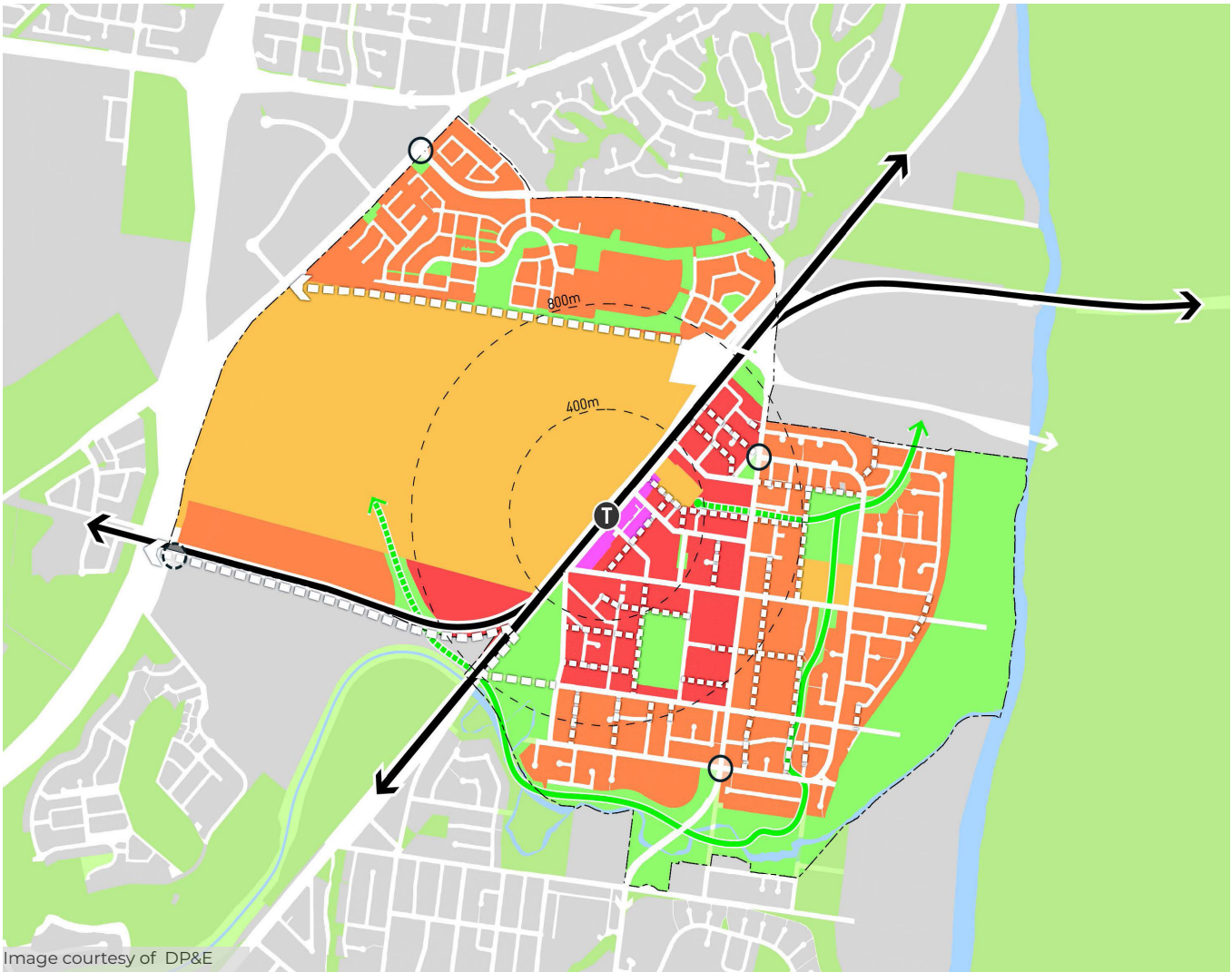
## Description

The Department of Planning and Environment is updating the Glenfield Precinct Plan following the Government's proposal to relocate Hurlstone Agricultural High School and reconfigure the education facilities at Glenfield. The potential for a new education precinct, homes and jobs located in walking distance to the Glenfield Station are being investigated.

## Scope of Works

Mecone was was tasked with project managing the preparation of the updated Glenfield Precinct Plan. The project management tasks include:

- Manage a range of technical consultants to prepare robust evidence based planning to support the updated Precinct Plan;
- Prepare strategic planning review;
- Liaise across Government and Campbelltown Council to ensure that land use is integrated with infrastructure requirements;
- Provision of land use planning expertise to inform decision making in the preparation of the updated Precinct Plan.





CLIENT  
CESSNOCK COUNCIL

SIZE  
CESSNOCK COMMERCIAL  
CENTRE

VALUE  
TBC

SECTOR  
LOCAL GOVERNMENT

SERVICE  
STRATEGIC AND STATUTORY  
PLANNING

# Cessnock Commerical Centre

Cessnock Local Government Area

## Description

Mecone worked as part of a multidisciplinary team to prepare new planning and public domain controls to enable the Cessnock Commercial Precinct to deliver on its desire to operate as 'The Gateway to Hunter Valley Wine Country'. Cessnock Council wanted to prepare a vision for the Centre to celebrate the cultural landscape of the region and provide a quality environment where the community is actively encouraged to participate in community and civic life.

Fulfilling its role as a regional centre, the City of Cessnock is a key location within the region as the first point of contact for visitors to the region from the south. Its location provides visitors to the region with a place to stop, orient and refresh themselves before setting off to explore the offerings of the Hunter's Wine Country. It also offers a base camp for those wishing to stay in the region longer, a place to eat, sleep and be entertained.

## Scope of Works

Mecone worked as the consultant town planners to Cessnock Council to help develop a site-specific Development Control Plan for the Cessnock Commercial Centre. The intent of the DCP was to help guide and encourage local economic and commercial development within the Centre and to activate and improve the public domain. As part of the preparation of the DCP, Mecone also provided recommendations to Council regarding potential changes that could also be introduced into the Cessnock LEP at a later stage.





# Lower Hunter Freight Corridor

Newcastle Metropolitan Area

CLIENT  
TRANSPORT FOR NSW

SIZE  
APPROX. 25KM

VALUE  
TBC

SECTOR  
LAND USE AND TRANSPORT  
PLANNING

SERVICE  
CORRIDOR PROTECTION | LAND  
USE PLANNING | PROJECT  
MANAGEMENT

## Description

The Lower Hunter Freight Corridor is a dedicated freight rail corridor providing connections between the Main North Railway Line at Fassifern and the Hunter Valley Rail corridor, north west of Newcastle. The infrastructure is crucial to support an expected doubling in growth of the freight task to NSW ports by 2020 and to provide relief for two level crossings in Newcastle severely affected by large scale freight operations on the Main North Railway Line.

Mecone was engaged by Transport for NSW to identify a number of viable corridor alignment options and identify the preferred option to enable statutory protection of the corridor.

## Scope of Works

Mecone's involvement included planning investigations and project management services including:

- Management of the consultancy team and input into options development and evaluation;
- Identification of potential constraints and opportunities;
- Multi-criteria assessment of options; and
- Liaison with the internal and external stakeholders including Transport for NSW executives, Department of Planning and Environment, Office of Environment and Heritage and the affected local Councils.



Image courtesy of Transport for NSW



CLIENT  
AEC (CUMBERLAND COUNCIL)

SIZE  
CUMBERLAND LOCAL  
GOVERNMENT AREA

VALUE  
\$30,000

SECTOR  
LOCAL GOVERNMENT

SERVICE  
GOVERNMENT STRATEGIC LAND  
USE PLANNING | POLICY

# Cumberland Employment Lands Strategy

Cumberland Council

## Description

The Cumberland Employment and Innovation Lands Strategy aims to promote firmer and innovative employment, business and economic outcomes for the Cumberland employment precincts through development of a Land Use Planning Framework.

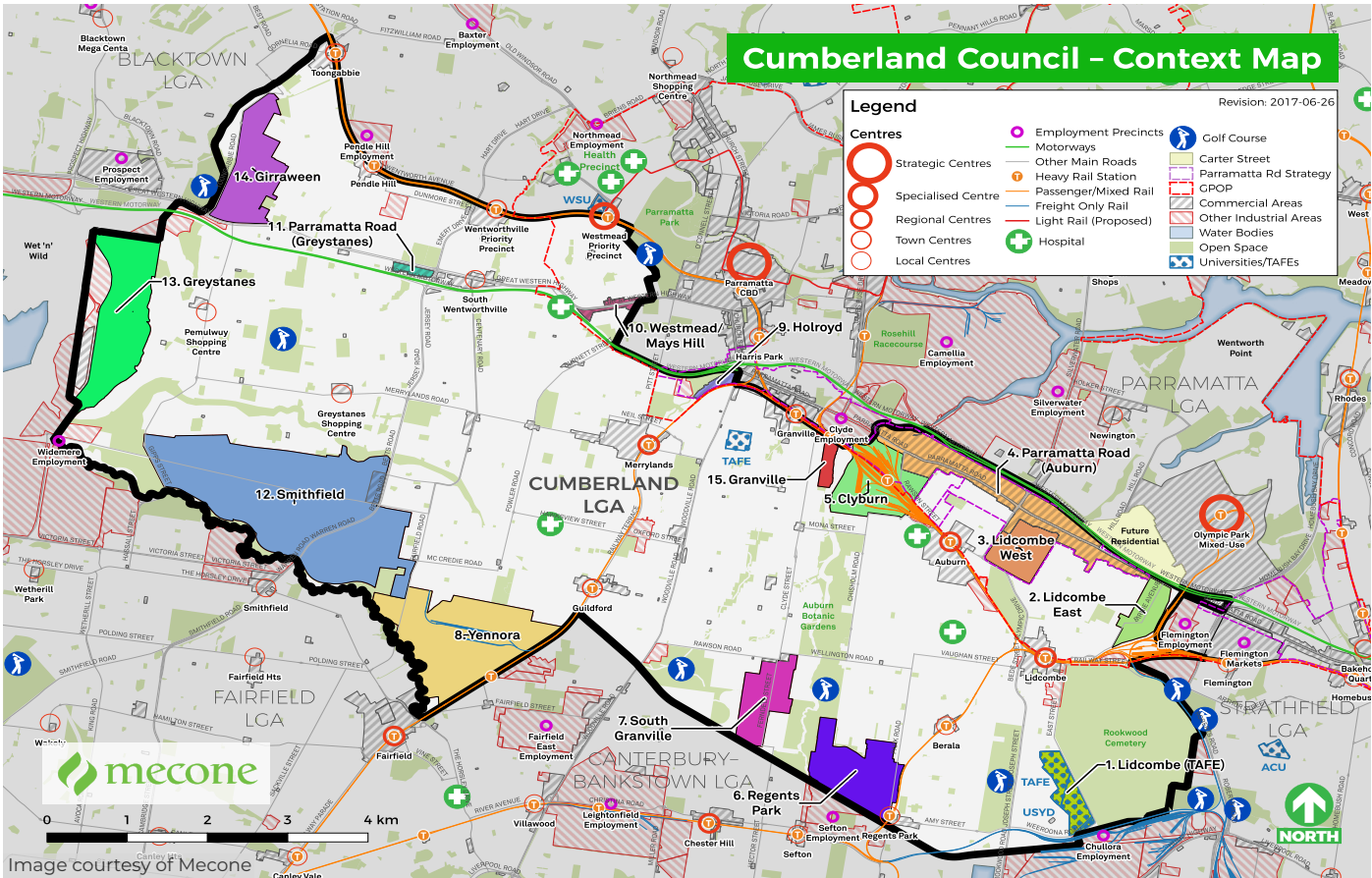
Through the Strategy, Council aspired to form an innovation ecosystem and knowledge-intensive industrial sector within the LGA, fostering growth in priority productive sectors which will also leverage the diversity and skills of migrants to the LGA. It also sought to develop a defensive strategy against pressure to rezone and repurpose industrial and other business lands to residential uses.

AEC Group and Mecone comprised a consultant team to produce the integrated Cumberland Employment and Innovation Lands Strategy and Land Use Planning Framework. The report is available on Council's website

## Scope of Works

Mecone's scope of works included:

- Review of existing planning policy and strategies.
- Work collaboratively with AEC and Council to prepare a vision for the employment lands and the implications for implementation and planning framework.
- Visually represent existing land use patterns, visions and key business activities.
- Prepare a Land Use Planning Framework that recommends planning instrument updates that would support the development of the vision.
- Develop criteria for site specific planning proposals to be assessed against to meet the visions.



# Willingness to Pay for Accessibility to Public Transport and Urban Renewal

Sydney Metropolitan Area

## Description

Mecone and LUTI Consulting are jointly undertaking a study of ‘Willingness to Pay’ for accessibility to public transport and urban renewal. A hedonic pricing model examines the effects of different modes and levels of accessibility of transit on property prices in Sydney over a 25-year period between 1990 and 2015 to understand how property prices were affected as a result of decisions to invest in public transport infrastructure and urban renewal projects. The project seeks to answer the question of willingness to pay for transit accessibility and other different land market attributes (access, geographical location, urban density, infrastructure, amenities, etc).

A separate stage of the same project involves the assessment of alternative funding mechanisms for public transport and urban renewal projects.

## Scope of Works

The works being undertaken jointly by Mecone and LUTI Consulting include:

- Compiling a comprehensive database of information, including land use and density layers, cadastre, school district spatial area data, transit-related indicators, census data and historical property valuations;
- Development of a hedonic pricing model;
- GIS mapping and analysis of data; and
- Preparation of a technical report and academic paper on the findings of the study.

CLIENT  
TRANSPORT FOR NSW,  
DEPARTMENT OF PREMIER AND  
CABINET,  
COOPERATIVE RESEARCH  
CENTRES,

VALUE  
N/A

SECTOR  
TRANSPORT AND  
INFRASTRUCTURE

SERVICE  
INTEGRATED LAND USE AND  
TRANSPORT PLANNING



Image courtesy of Mecone



CLIENT  
CORVIEW (TRANSPORT FOR  
NSW)

SIZE  
WESTERN SYDNEY

VALUE  
\$50,000

SECTOR  
STATE GOVERNMENT

SERVICE  
INTERGRATED LAND USE AND  
TRANSPORT PLANNING

# Western Sydney Rail Needs

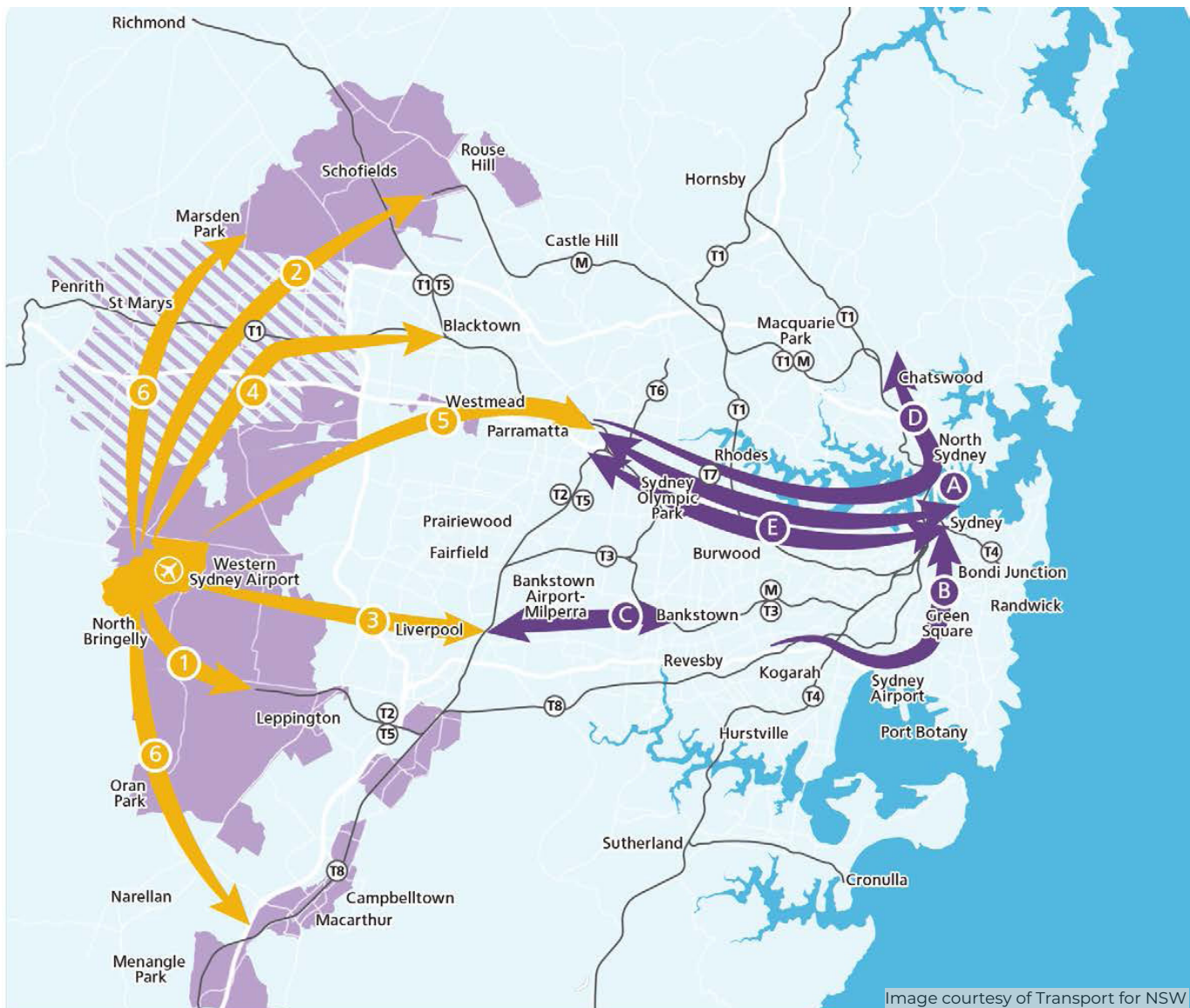
## Description

The Australian and NSW Governments (led by the Department of Infrastructure and Regional Development and Transport for NSW) prepared the Western Sydney Scoping Study to identify the rail needs of Western Sydney and the Western Sydney Airport.

The Western Sydney Rail Needs Scoping Study Discussion Paper was released in 2016 for public and industry consultation on an initial set of rail service options that were identified for Western Sydney and the proposed airport.

## Scope of Works

Mecone was tasked with providing specialist integrated land use and transport planning advice that helped inform the preparation of the Western Sydney Rail Needs Scoping Study Discussion Paper



# Future Rail Corridor Protection

Sydney Metropolitan Area

## Description

Mecone was involved in a range of corridor protection services for numerous government agencies from the preparation of policy through to the implementation of active corridor protection.

Policy: Mecone was engaged to assist Infrastructure NSW (INSW) and the NSW Department of Planning and Environment in undertaking a review of current corridor protection and management issues and processes.

Mecone assisted INSW seek Expressions of Interest for the allocation of funds under the \$100 million Corridor Protection Fund for strategic planning and identification of infrastructure corridors. The Expression of Interest sought funding bids, initially from transport agencies, to identify transport corridors in need of reservation and statutory protection in the medium to long term.

Active Protection: Mecone is currently engaged by TfNSW to undertake planning and project management services for ongoing protection of Sydney's future rail corridors. The role is to undertake the review of all development proposals pursuant to the relevant legislation.

## Scope of Works

Mecone's involvement includes:

- Review of proposed developments along the approved Sydney Metro corridor;
- Management of engineering assessments on proposed developments;
- Management of design experts involved in detailed station design;
- Managing legal assessments and preparation of deeds;
- Preparing planning conditions of approval;
- Negotiating developer deeds for interface development;
- Negotiation of a framework deed on behalf of Transport for NSW for the protection of the corridor and the future delivery of a metro station portal at the Barangaroo Project; and
- Providing advice on corridor protection, including the preparation of a 'Corridor Protection Policy Paper'.

CLIENTS
TRANSPORT FOR NSW
SYDNEY TRAINS
INFRASTRUCTURE NSW
NSW DEPARTMENT OF
PLANNING & ENVIRONMENT
SIZE
VARIABLES
VALUE
TBC
SECTOR
LAND USE AND TRANSPORT
PLANNING
SERVICE
CORRIDOR PROTECTION
ENVIRONMENTAL ASSESSMENT
LAND USE PLANNING
POLICY



Image courtesy of Mecone



CLIENT  
TRANSPORT FOR NSW

SIZE  
THROUGHOUT SYDNEY CBD

VALUE  
TBC

SECTOR  
LAND USE AND TRANSPORT  
PLANNING

SERVICE  
LAND USE PLANNING| PROJECT  
MANAGEMENT

# Sydney City Centre Access Strategy

City of Sydney

## Description

The Sydney City Centre Access Strategy was prepared in 2013 as a key action of the NSW Long Term Transport Master Plan. It is a 20 year plan showing how people will access and move in and around the CBD. It provides directions on how Sydney's light rail, buses, trains, ferries, cars, taxis, pedestrians and cyclists will work together and interact in the Sydney CBD, with the aim of reducing congestion, providing for future growth and improving the customer experience.

Mecone was appointed as the Program Director for the initial stages of the study and worked with a large team of specialist consultants that also included a high level steering committee made up of DDGs and GMs of Transport for NSW.

## Scope of Works

Mecone's engagement included:

- Project governance;
- Managing staff;
- Managing and providing advice on engagement of key consultants;
- Review and management of the preparation of expert reports; and
- Liaison with key stakeholders and agencies.



Image courtesy of Transport for NSW



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