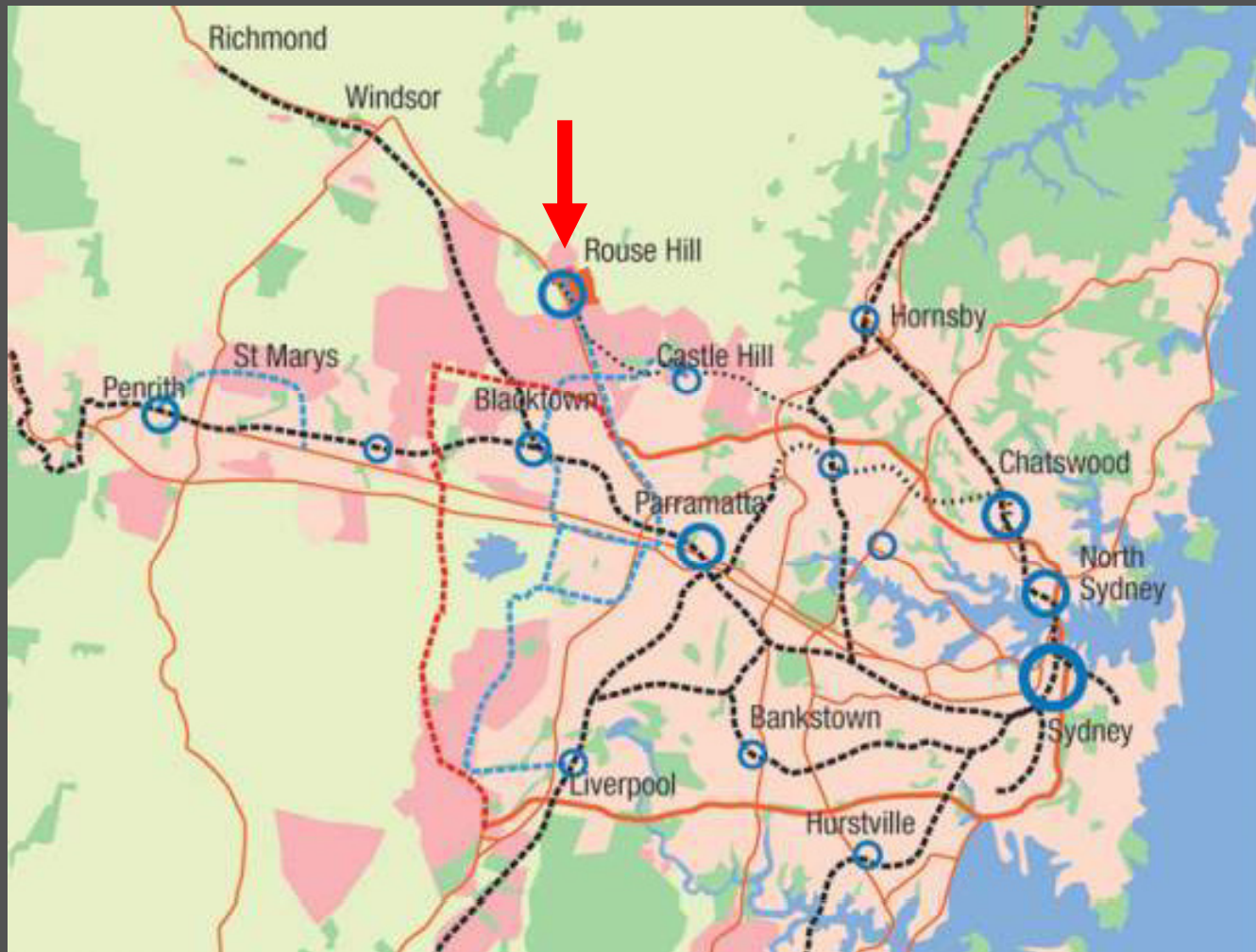




# THE NEW ROUSE HILL

**Mike Scott**  
**The Treadstone Company**

# Regional Context



# Rouse Hill background

- Regional centre for north-west growth sector
- Mixed use development
- 123 hectare site
- 200,000m<sup>2</sup> GFA approval for Town Centre
- Up to 1,800 dwellings, including apartments
- 25% of the site conserved for open space



**APRIL 2006**



# Rouse Hill site issues

- Site on the North Western edge
- Not an “infill site” connecting other things
- End of the Bus “T” Way
- Commercial centre at Norwest (5 kms)
- Primary function is a retail centre
- Car dependent area (3500 car spaces)





# Rouse Hill

- Complex partner selection process
- The JV partners:
  - Department of Planning
  - Landcom
  - Lend Lease
  - The GPT Group





High and  
Primary Schools

Residential

Recreation

Residential

Residential

Residential

Future Mixed Use

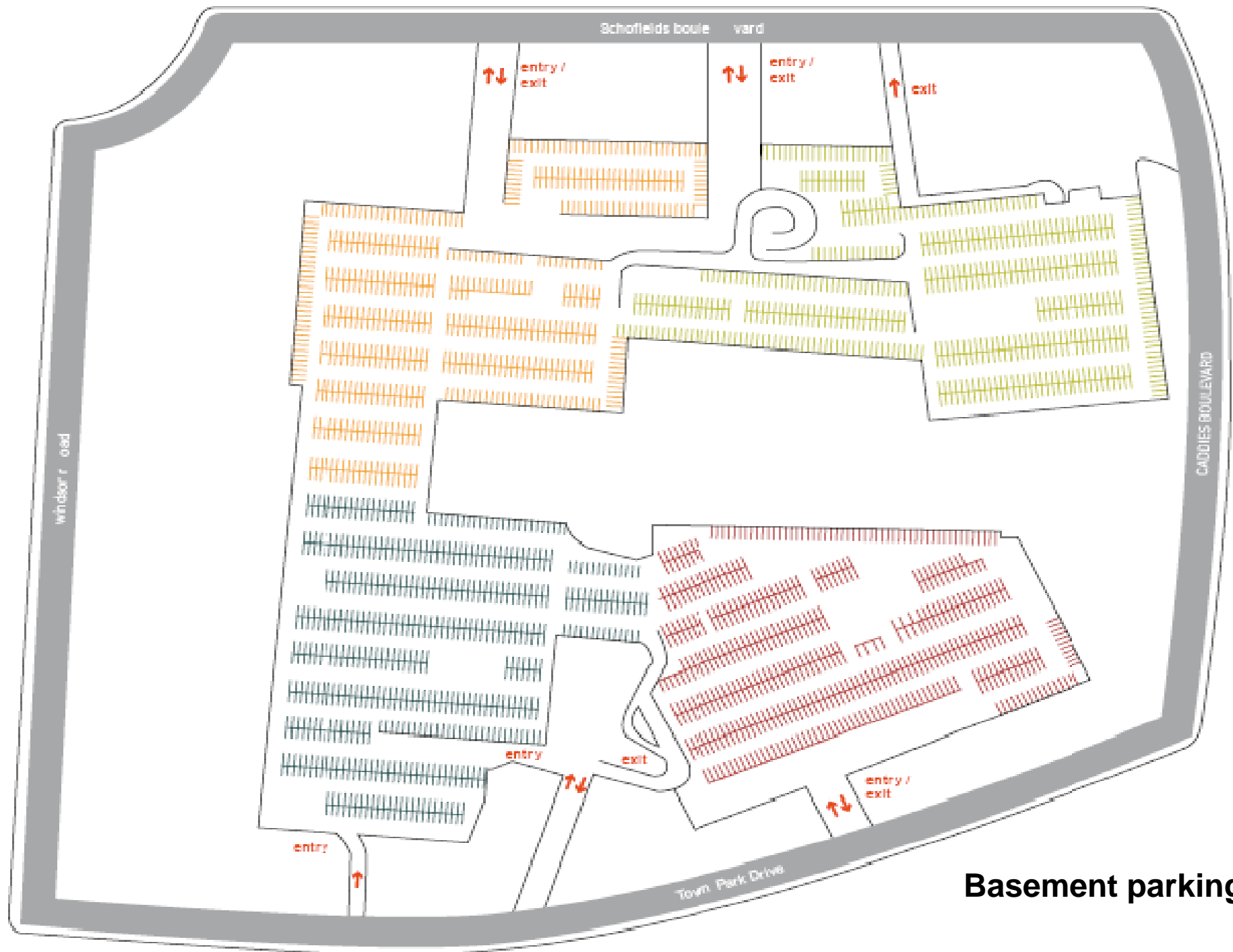
Rouse Hill  
Town Centre



# Rouse Hill development issues



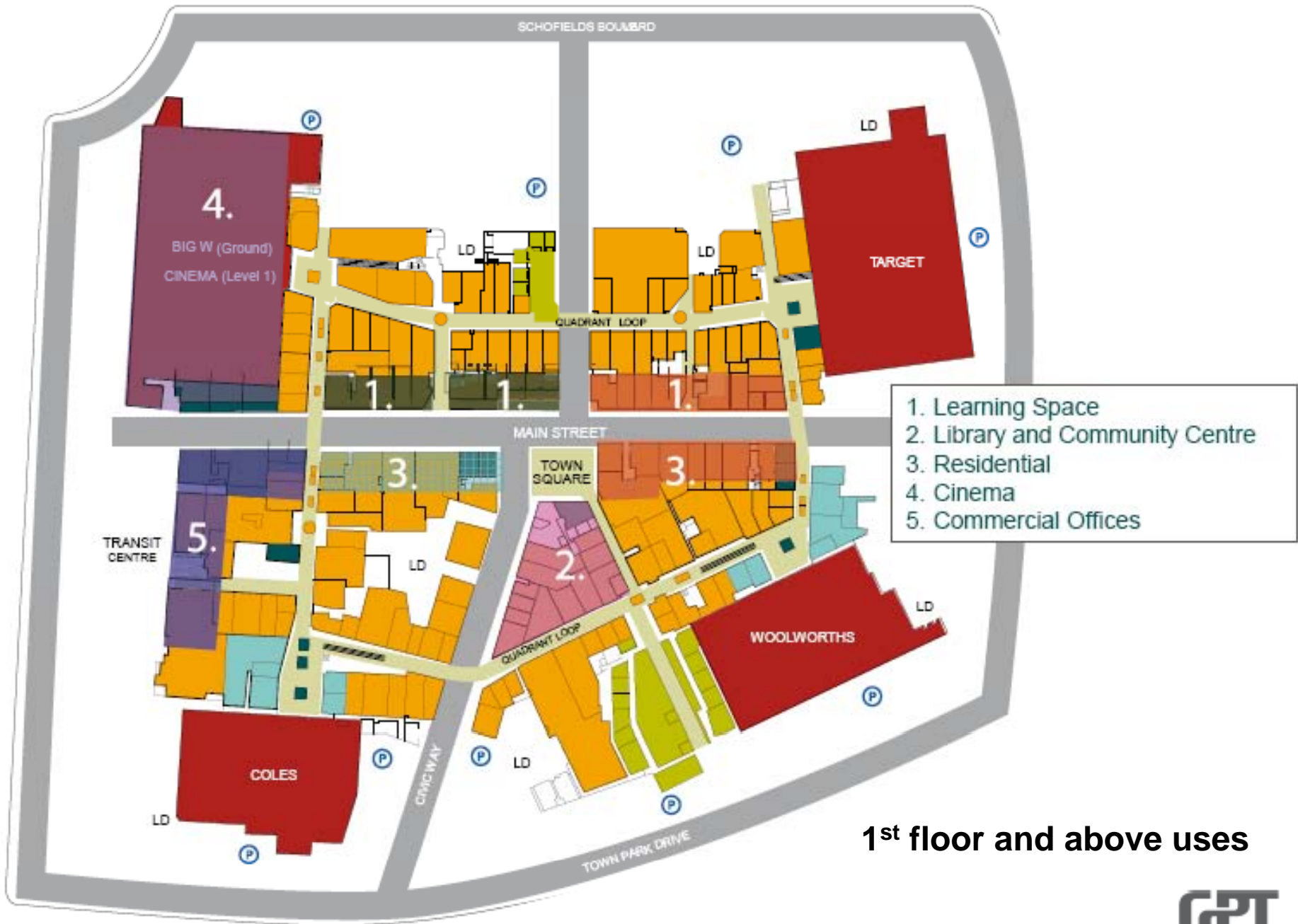
- Single ownership (good and bad)
- A need for instant town
- Apartments not feasible (bonus on land value)
- Resistance from key tenants
- Open air spaces biggest issue
- Changing “corporate space” to “public space”



**Basement parking**



**Street level retailing**



1<sup>st</sup> floor and above uses

**Pre-construction: March 2006**



Mid-construction, February 2007



# Opening Day - 6 March 2008

Residential

Riparian Corridor

Caddies Creek

Residential

Town Centre

Town Centre  
expansion area





**Apartments**

**Library and  
Community Centre**

**Apartments**

**Retail and  
commercial**





**Main Street,  
March 2008**

# The Backyard



# Food Terrace



# Main Street crossing



# Pedestrian loop



# Town Centre Apartments

Library



# Town Centre Apartments



# Rouse Hill fast facts



- \$470 million greenfield development
- 65,000 sqm retail space
- 3,500 sqm office space
- Five major tenants
  - Woolworths; Coles; Target; Big W; Reading Cinemas



# Rouse Hill fast facts



- Four mini-major tenants
  - JB Hi Fi; Borders; Best & Less; Bing Lee
- Other uses
  - 104 apartments
  - 2,600 sqm Library and Community Centre
  - 2,000 sqm Learning space
- Significant public realm and open spaces

# Market Square





**Town Square**

# Summary



- Hybrid of a Town Centre and a Retail Centre
- Difficult to get texture with instant town and a single owner/ builder
- Future growth of the “core” will make it difficult to maintain the grid and create mixed uses
- Very successful with stakeholders



# THE NEW ROUSE HILL

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