THE NEW ROUSE HILL

Mike Scott
The Treadstone Company
Rouse Hill background

- Regional centre for north-west growth sector
- Mixed use development
- 123 hectare site
- 200,000m² GFA approval for Town Centre
- Up to 1,800 dwellings, including apartments
- 25% of the site conserved for open space
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
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”
Street level retailing
1st floor and above uses
Mid-construction, February 2007
Opening Day - 6 March 2008

Residential

Riparian Corridor

Caddies Creek

Town Centre

Town Centre expansion area
Library and Community Centre

Apartments

Retail and commercial

Apartments
Main Street crossing
Pedestrian loop
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
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

Mike Scott
The Treadstone Company

Email: mikescott@treadstone.net.au
Mobile: 0418 223 969