Urban Taskforce
AUSTRALIA

23 September 2026

Luke Oste
Manager Strategic Planning
Georges River Council
PO Box 205
HURSTVILLE BC NSW 1481
Ref: SF26/5945

Sent to: loste@georgesriver.nsw.gov.au
cc. Monica Gibson, Deputy Secretary, DPHI

Dear Mr Oste

Draft Beverly Hills Town Centre Master Plan

I write to you in response to the public exhibition of the Draft Beverly Hills Town Centre Master Plan.

Urban Taskforce Australia does not support this draft Master Plan, primarily because of the lack of feasibility associated with the detail of the permissible heights and densities proposed. Urban Taskforce members are concerned that the draft Masterplan will not facilitate the urban renewal and revitalisation it envisages.

The draft Master Plan proposes very conservative height limits broadly throughout the area contained within the Plan.

This includes the portion of land on the western side of King Georges Road contained within the State led *Beverly Hills Town Centre (West) Rezoning* where height limits of generally 4-7 stories, but no more than 9-12 stories are proposed.

The State led rezoning proposes height limits of 15-22 storeys, which while significantly higher than that proposed in the draft Master Plan, would, according to Urban Taskforce members, still be only marginally feasible to develop in the current market.

The State led rezoning itself is contained within a relatively small strip of land (approximately 1.7 hectares) and is estimated to have the potential to deliver approximately 800 new homes (60 per cent of what is envisaged in the draft Master Plan). Urban Taskforce understands the Beverly Hills Land Owners' Association had requested the planning controls be amended within this area.

Urban Taskforce members who are active in this area advise that they are concerned that this Master Plan is taking development in the Beverley Hills community in the wrong direction and holding back investment that is ready to be made.

At a time when the NSW Government, through the recently published Sydney Plan, has made it clear that council needs to develop a pipeline of feasible housing supply, Urban Taskforce members are very concerned that this Master Plan will result in Georges River Council falling well short of this objective.

In the midst of a housing supply crisis, our analysis of the ABS and DPHI data reveals that Georges River Council is delivering just under a third of its pro rata dwelling completions required under the National Housing Accord.

With an indicative yield of 1,345 dwellings, this Plan is unlikely to make a significant contribution towards meeting the shortfall of housing supply within Georges River LGA.

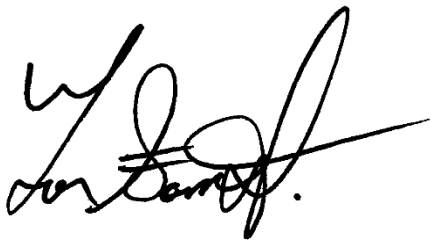
Urban Taskforce urges Georges River Council to reconsider the subject Draft Master Plan with a view to supporting feasible housing and retail development in the Beverly Hills Town Centre.

In short, Council should start from the yield generated by the State led rezoning and then build on that to support a feasible return on investment.

By doing so, Urban Taskforce members believe that there is some prospect for Council to achieve its stated aims of revitalizing and transforming the Beverly Hills Town Centre into a liveable and attractive place that can help Georges River Council deliver on its National Housing Accord Target.

Should you wish to discuss any aspect of this submission further, please call our Economist and Planning Analyst, William Hughes, on 0418-286-530 or via email will@urbantaskforce.com.au

Yours sincerely



Tom Forrest
Chief Executive Officer