

enquiries refer

**Kate Singleton**

in reply please quote

**LEP Amendment – Bulky Goods Retailing Precinct**

12 September 2012



PGF001572



Mr Steve Murray  
Regional Director, North Coast  
Department of Planning & Infrastructure  
Locked Bag 9022  
GRAFTON NSW 2460

Received

13 SEP 2012

12/14845

North Coast

Dear Mr Murray

**Re: LEP Amendment – Bulky Goods Retailing Precinct, Southern Cross Industrial Estate Ballina**

In response to representations made in relation to the permissibility of bulky goods retailing on certain land during the preparation of Council's draft Local Environmental Plan 2011 (draft LEP 2011), Council identified bulky goods retailing as a matter requiring further and more detailed consideration as part of the LEP renewal program. In particular, additional information in relation to supply, demand and location of facilities was identified as a priority.

Consulting firm Hill PDA was subsequently engaged to carry out investigation and analysis with respect to bulky goods retailing and large format retailing (LFR) land use in Ballina Shire. The primary purpose of the investigation and analysis was to inform the establishment of a land use planning framework for bulky goods retailing and LFR premises in Council's draft LEP 2011 and Local Growth Management Strategy.

The study incorporated a review of background material including Council's draft LEP 2011, consultation with stakeholders, an audit of bulky goods retailing and LFR floor space, and retail expenditure and demand modelling to determine the existing and projected demand for bulky goods retailing and LFR.

The recommendations of the Ballina Shire Bulky Goods Retailing Investigation advocate the application of a local planning policy that supports the clustering of bulky goods retailing land uses around the Harvey Norman Centre (Lot 951 DP 1165266) in the Southern Cross Industrial Estate. The findings of the Hill PDA study were reported to Council's Ordinary Meeting held on 23 February 2012. At that meeting, Council resolved as follows [Minute No. 230212/21]:

1. That Council notes the contents of the Ballina Shire Bulky Goods Retailing Investigation Report prepared by Hill PDA.
2. That Council proceed to implement a strategic planning framework for bulky goods retailing in Ballina Shire consistent with the recommendations in the Ballina Shire Bulky Goods Retailing Investigation report prepared by Hill PDA.
3. That Council proceed to prepare a planning proposal for the application of a suitable zone over Lot 951 DP 1165266 and the proposed Lots 2 and 3 (as shown in attachment 2) at the Southern Cross Industrial Estate to facilitate a bulky goods retailing precinct.

4. *That in the preparation of a planning proposal in accordance with point three, options be canvassed in relation to the co-location of large format retail uses with bulky goods premises.*

In considering the above resolution, it should be noted that Ballina Shire Council is a landholder in the area nominated for a bulky goods precinct.

In May 2012, GeoLINK was engaged to prepare an options report and planning proposal in order to implement the strategic planning framework recommended in the Ballina Shire Bulky Goods Retailing Investigation report and items 3 and 4 of Council's resolution in particular.

This report was presented to Council at its Ordinary Meeting held on 26 July 2012. A copy of the report to the Council and the associated resolution is **enclosed** for your information. At that meeting Council resolved as follows [Minute No. 260712/21]:

1. *That Council proceed with the referral of the planning proposal for the Southern Cross Industrial Estate Bulky Goods Precinct, based on the application of a B5 Business Development zone to the subject land, to the Department of Planning & Infrastructure for gateway determination.*
2. *That in the event that the gateway determination enables the planning proposal to proceed, the planning proposal be placed on public exhibition in accordance with the requirements of the gateway determination.*

Based on the above, please find **enclosed** a copy of the planning proposal for gateway determination in accordance with the provisions of section 56 of the *Environmental Planning and Assessment Act 1979*. A copy of the Hill PDA Ballina Shire Bulky Goods Retailing Investigation, and the Options Paper prepared by GeoLINK, is also **enclosed**.

If you have any enquiries in regard to this matter please contact Kate Singleton of Council's Strategic and Community Services Group on telephone 6686 1284.

Yours faithfully



Matthew Wood  
**Manager Strategic Planning**  
**Strategic and Community Services Group**

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