

PLANNING PROPOSAL

NORTH ORANGE NEIGHBOURHOOD CENTRE

Planning proposal for proposed rezoning to allow a new retail centre
Lot 70 DP 851029 - 9 Telopea Way, Orange

Orange City Council



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PART 1 OBJECTIVES OR INTENDED OUTCOMES

The purpose of this planning proposal is to enable the redevelopment of part of Lot 70 DP 851029 - 9 Telopea Way, Orange to accommodate the new North Orange Neighbourhood Shopping Centre comprising of 4,700m² of retail floor space. This includes a total floor space of 3,200m² for a supermarket and 1,500m² for specialty stores. The site is currently zoned 2(a) Urban Residential under Orange LEP 2000.

PART 2 EXPLANATIONS OF PROVISIONS

Amendment to Schedule 1 of Orange LEP 2000 to include development for the purpose of a retail premises with a maximum floor space of 4,700m², including 3,200m² for a retail premises and 1,500m² for specialty stores.

Clause 10 of Orange LEP 2000 enables Council to permit certain additional development on land where such development would otherwise be prohibited by the LEP. Clause 10 states:

“development may be carried out, with the consent of the Council, on land identified in Schedule 1 if it is specified for that land in that Schedule, subject to any conditions that may be specified for the development in that Schedule”.

PART 3 JUSTIFICATION

SECTION A Need for the planning proposal.

1. Is the planning proposal a result of any strategic study or report?

Yes - the planning proposal is a result of the Business Centre Strategy Review Study by Leyshon Consulting (included at Attachment C). The Business Centre Strategy Review Study was prepared by Leyshon Consulting in 2005 in order to present the findings of a review of the existing Business Centre Strategy Review Study for the City of Orange. Council held an expression of interest process which determined that Lot 70 DP 851029 - 9 Telopea Way, Orange is the most suitable site for the North Orange Neighbourhood Centre. The Business Centre Strategy Review Study identified the need for a North Orange Neighbourhood Centre.

At its meeting held on 17 September 2007, Council's Sustainable Development Committee resolved as follows:

That Council continue to proceed with a neighbourhood centre for North Orange as recommended by both Leyshon Consulting and Ingham Planning within the following framework:

- 1. Zoning of a suitable area for a small neighbourhood centre in the area identified as Site 1, in conjunction with the comprehensive Local Environmental Plan review.*

2. *The Local Environmental Plan and associated Development Control Plan limit retail floor space to the neighbourhood centre scale of 4700m² as determined by Council's retail adviser, Leyshon Consulting, following review of submissions to the Business Strategy Review.*
3. *To maintain the role of neighbourhood centres, future discount department stores (DDSs) shall be directed to Central Business District locations.*
4. *Site specific Development Control Plan provisions being established to determine appropriate design and setting for a centre which applies sensitivity to its location.*
5. *Any expansion of neighbourhood centres to be reviewed at each programmed comprehensive Local Environmental Plan review to address demand for convenience retail at that time as development progresses in urban release areas.*
6. *To reaffirm the primacy of the Central Business District, Council promotes the Central Business District for development, including capacity to accommodate expansion, relocation and new discount department stores within the Central Business District locations.*

The Business Centre Strategy Review Study found that the development of the North Orange Neighbourhood Centre will enable residents of the new housing estates in North Orange to be serviced by a full line supermarket and a number of specialty shops without generating excess traffic impacts and without threatening the role and viability of the commercial core of the city. The Strategy required that development for Discount Department Stores continue to be directed to the Orange CBD.

The Business Centre Strategy Review Study included a limit on retail floor space up to 4,700m². This final figure was determined by Leyshon following a review of submissions to the Business Strategy Review and adopted by Council on 10 September 2007. Leyshon recommended that a maximum floor space of 3,200m² be allowed for the supermarket and a maximum floor space of 1500m² be allocated for specialty stores. It was envisaged that these floor space limits will help reaffirm the primacy of the Central Business District while serving the residents of North Orange.

2. Is the planning proposal the best means of achieving the objectives or intended outcomes, or is there a better way?

It is expected that dealing with this planning proposal as a spot rezoning is the best means of achieving the objectives and intended outcomes. Previously it was intended that this site would be dealt with under the comprehensive Orange LEP which has been developed under the Standard Instrument Order.

Council is wishing to maintain the current 2(a) Urban Residential zoning of the site and thus amend Orange LEP 2000 to allow a supermarket with a maximum floor area of 3,200m² and 1,500m² of speciality stores on the southern part of Lot 70 DP 851029 - 9 Telopea Way, Orange, pursuant to Clause 10 and Schedule 1 of Orange LEP 2000. Council is aware that these Additional Permissible Uses may not be allowed to be translated to the new principal Orange LEP under the Standard Instrument order when Council resumes with the progress of this plan. One of the outcomes of the mandatory LEP 2009 pre-lodgement meetings with the Department of Planning was that the Department would not support any of Council's Additional Permissible Uses. Thus it seems the Department will be encouraging Council to appropriately zone the site for the intended use, rather than use Clause 10 and Schedule 1 of Orange LEP 2000. It is envisaged that the site will be rezoned to B2 Local Centre Under the provisions of the Standard Instrument.

In April 2009 the Department of Planning (DoP) wrote to all councils in NSW advising that the State-wide progress on implementing the Standard Local Environment Plan Program has not been as fast as initially anticipated. In May 2009 Orange City Council's Sustainable Development Committee resolved that there would be no immediate benefit in prioritising its plan, providing certain key economic development proposals can be dealt with by way of spot rezonings. As a result, DoP has agreed to progress a number of compelling spot rezoning applications that are justified with planning merit and considered important to delivering critical housing, employment or other opportunities in a priority manner.

It was agreed that by bringing forward a number of priority rezonings and by taking a more considered approach to finalising Council's comprehensive plan, this will enable Council to await the outcomes of the Draft Centres Policy, monitor ongoing changes to the Standard LEP Template and to take additional time to properly consider its Additional Local Provisions. Ultimately this will ensure that the new LEP is a more robust plan with greater community acceptance. It will also enable key sites which have the ability to provide economic stimulus and employment generating activity to the city of Orange to be fast tracked ahead of the new LEP based on the Standard Instrument.

DoP has expressed an interest in Council continuing to complete draft LEP 2009. To date progress on refining draft LEP 2009 has continued in-house and will continue once the proposed spot rezonings are completed and the outstanding issues with the Standard Instrument are resolved.

3. Is there a net community benefit?

It is envisaged that this proposal will result in an overall net community benefit. Detail on how the proposal meets the Net Community Benefit Test is dealt with through Attachment B to this report.

SECTION B Relationship to strategic planning framework.

- 4. Is the planning proposal consistent with the objectives and actions contained within the applicable regional or sub-regional strategy (including the Sydney Metropolitan Strategy and exhibited draft strategies)?**

Not Applicable. Orange City Council does not have any applicable regional or sub-regional strategy.

- 5. Is the planning proposal consistent with the local council's Community Strategic Plan, or other local strategic plan?**

This planning proposal is considered to be consistent with the *State Plan* and the *Orange Sustainable Settlement Strategy (SSS)*. The main strategy of relevance to this proposal is the *Business Centre Strategy Review Study*.

Council held an Expression of Interest process to determine that the Woolworths site is the most suitable for the North Orange Neighbourhood Centre. The Business Centre Strategy Review Study considered the likely future demand for retail space based on population projections, available retail spending, external influences and existing provision. The report also considers locational options on the basis that there is justification for the establishment of some retailing to serve the North Orange population. The report concluded the following:

- *That by 2011 a full-line supermarket (of about 3,200m²) would be viable in the North Orange area supported by about 1500m² of speciality retail space - broadly equivalent to approximately 15 shops.*
- *That such a centre would support approximately a further 200m² of non-retail floor space - for instance, commercial tenancies like a real estate agent, medical practice and the like.*
- *That by the time the North Orange area is fully developed, it could support two full-line supermarkets or, alternatively, redevelopment of the original centre could occur so as to provide a major full-line supermarket of at least 3,500m².*
- *That the North Orange area, even at full development, will not generate sufficient demand itself to support a full-line Discount Department Store (DDS). It nonetheless may be possible that the area (in its own right) could support a DDS from about 2021 onwards if it took the form of a smaller store module like those now being developed by K Mart, Big W and Target specifically for non-metropolitan areas. Such stores generally comprise <5,000m² GLA.*

6. Is the planning proposal consistent with applicable State Environmental Planning Policies (SEPPs)?

There are no existing State Environmental Planning Policies (SEPPs) or known draft policies that would prohibit or restrict the planning proposal. An assessment against **relevant** SEPPs is provided below:

SEPP	Relevance	Consistency	Comments
SEPP (Infrastructure) 2007	Aims to more efficiently facilitate the delivery of infrastructure through the establishment of consistent planning provisions for infrastructure and services.	Yes	Existing public infrastructure is capable of serving the proposed site. • The site has a central location in North Orange with ready access to the Northern Distributor Road. • The development will allow for reduced traffic generation and the potential for shared trips due to the sites access to existing road, cycle and bus networks. • The site will be able to readily accommodate bus services that utilise the Northern Distributor Road. In addition, the site design will include capacity to link to the Northern Distributor Road cycleway, so as to encourage a range of modes of transport to access the site. • The site will include provision of parking facilities to meet the demand of Waratah Park marketplace. • Reticulated water and sewer is available to the site
SEPP No 19 - Bushland in Urban Areas	Aims to prioritise the conservation of bushland in urban areas. Requires consideration of aims in preparing a draft amendment.	Yes	There will be no potential loss of bushland as a result of the rezoning
SEPP No 55 - Remediation of Land	Establishes planning controls and provisions for remediation of contaminated land.	Yes	The requirement for a contamination study is unlikely based on existing knowledge of the site but otherwise would occur at DA stage
SEPP (Building Sustainability Index: BASIX) 2004	This SEPP operates in conjunction with Environmental Planning and Assessment Amendment (Building Sustainability Index: BASIX) Regulation 2004 to ensure the effective introduction of BASIX in NSW. The SEPP ensures consistency in the implementation of BASIX throughout the State by overriding competing provisions in other	Yes	Not relevant to this development.

SEPP	Relevance	Consistency	Comments
SEPP (Building Sustainability Index: BASIX) 2004 (cont)	environmental planning instruments and development control plans, and specifying that SEPP 1 does not apply in relation to any development standard arising under BASIX. The draft SEPP was exhibited together with draft Regulation amendment in 2004.		

Schedule of Consistency - State Environmental Planning Policies

Draft Centres Policy

The Draft Centres Policy provides that sound planning outcomes should promote development in 'a *network of centres*' in order to accommodate 'the *broad future pattern of future growth in each region and Council area*'.

The view of the Draft Centres Policy is that the commercial make-up and functions of each centre will vary according to their scale and nature and the catchment they serve; whilst a large town centre area may provide a wide range of shopping and commercial activities commensurate with its role in the city/town, a group of local shops/takeaway stores may provide convenience services to a small section of the community in which it is based.

The Draft Centres Policy recommends that:

- the planning system should be flexible enough to enable centres to grow and new centres to form
- the planning system should ensure that the supply of available floor space always accommodates the market demand, to help facilitate new entrants into the market and promote competition and
- retail and commercial development should be well designed to ensure it contributes to the amenity, accessibility, urban context and sustainability of centres.

This proposal can be considered consistent with the Draft Centres Policy as it facilitates the addition of further retail floor space to meet the growing market demand in North Orange forecast by Leyshon.

7. Is the planning proposal consistent with applicable Ministerial Directions (s.117 directions)?

The proposal is consistent with all applicable Ministerial Directions. An assessment against the Ministerial Directions under Section 117 of the Environmental Planning and Assessment Act, 1979 is provided below.

Ministerial Direction	Relevance	Consistency	Implications
1.1 – Employment & Resources	The direction aims to encourage employment growth, protect employment land in business and industrial zones and support the viability of strategic centres	Yes	The proposed rezoning would facilitate future development associated with the subject land resulting in employment growth in Orange and begin the growth of a new centre in North Orange.
1.3 – Mining Petroleum and Extractive Industries	The direction requires consultation with the Director- General of the Department of Primary Industries where a draft LEP will restrict extractive resource operations.	Yes	Future uses would not prohibit mining or restrict development of resources
2.1 – Environmental Protection Zones	The direction requires that the draft LEP contain provisions to facilitate the protection of environmentally sensitive land.	Yes	There will be no potential for loss of vegetation as a result of the proposed rezoning. The subject land is not within an environmentally sensitive area.
2.3 – Heritage Conservation	The direction requires that the draft LEP include provisions to facilitate the protection and conservation of aboriginal and European heritage items.	Yes	No known Aboriginal or European heritage items have been identified within the subject land at this stage.
3.1 – Residential zones	This direction seeks to optimise housing choice and location whilst minimising impact of residential development on the environment and resource lands.	Yes	The proposed rezoning is not residential, rather residential 2(a) land being rezoned in order to provide retail services that will serve existing and future residential land.
3.2 – Caravan Parks and Manufactured Home Estates	The direction requires a draft LEP to maintain provision and land use zones that allow the establishment of Caravan Parks and Manufactured Homes Estates.	Yes	The proposal will not affect provisions relating to Caravan Parks or Manufacture Homes Estates.
3.3 Home Occupations	The direction requires that a draft LEP include provisions to ensure that Home Occupations are permissible without consent.	Yes	Not relevant to this proposed rezoning
3.4 – Integrating Land Use and Transport	The direction requires consistency with State policy in terms of positioning of urban land use zones.	Yes	The land is well positioned to maximise its accessibility to transport networks including the Northern Distributor and local roads, adjoining industrial and residential zones.
4.2 – Mine Subsidence and Unstable Land	The direction requires consultation with the Mine Subsidence Board where a draft LEP is proposed for land within a mine subsidence district.	Yes	The land is not within a mine subsidence district or been identified as unstable land.

Ministerial Direction	Relevance	Consistency	Implications
4.4 – Planning for Bushfire Protection	The direction applies to land that has been identified as bushfire prone, and requires consultation with the NSW Rural Fire Service, as well as the establishment of Asset Protection Zones.	Yes	The site does not contain land identified as bushfire prone.
5.1 – Implementation of Regional Strategies	The direction requires a draft amendment to be consistent with the relevant State strategy that applies to the Local Government Area.	Yes	The draft amendment will be consistent with this requirement as there are no Regional Strategies applying to the Western Region.
6.1 – Approval and Referral Requirements	The direction prevents a draft amendment from requiring concurrence from, or referral to, the Minister or a public authority.	Yes	The draft amendment will be consistent with this requirement.
6.2 – Reserving Land for Public Purposes	The direction prevents a draft LEP from altering available land for public use.	Yes	Public use of the land is not proposed.
6.3 – Site specific provisions	The objective of this direction is to discourage unnecessarily restrictive site specific planning controls.	Yes	The Planning proposal does not meet this requirement due to the proposed floor space restrictions that have been placed upon the proposed development following recommendations from the Leyshon Retail Study of 2005.

SECTION C Environmental, social and economic impact.

8. Is there any likelihood that critical habitat or threatened species, populations or ecological communities, or their habitats, will be adversely affected as a result of the proposal?

There do not appear to be any critical habitat or threatened species, populations or ecological communities or their habitats on the site. There does not appear to be a need for a Local Environmental Study.

Council is of the view that there is no need to consult with the Director General of the Department of Environment and Climate Change under Section 34A of the EP&A Act with regard to this planning proposal.

9. Are there any other likely environmental effects as a result of the planning proposal and how are they proposed to be managed?

No other likely environmental effects are envisaged as a result of the planning proposal.

This planning proposal is not located on land that is affected by any landuse planning constraints or subject to natural hazards. The land is not identified as Bushfire Prone Land, nor is it affected by potential Flood inundation or subject to potential landslide. In addition, the proposal is not located in the Orange Water Catchment area.

10. How has the planning proposal adequately addressed any social and economic effects?

The planning proposal will lead to positive social and economic effects. This planning proposal will achieve an immediate economic stimulus and overall benefit to the community as it will provide much needed shopping and parking facilities in the area as well as generating employment opportunities for local residents. The size of the proposed centre will be adequate to meet the local shopping needs of the residents of North Orange with provision of a “full-line” supermarket of 3,200m² and specialty shops of 1,500m².

This planning proposal will enable a retail centre to be located on the site which, when operational, will generate 238 jobs. In addition, some 66 direct jobs and 106 indirect jobs will be generated during the construction phase. The proposed centre has a construction cost estimate of some \$12 million dollars. The employment generating capacity of the development has been specifically considered in an economic impact assessment prepared by Duane Location IQ. This is provided as Attachment C to this planning proposal.

The proposal will have a positive social impact for the North Orange area. Positive social impacts include the following:

- The site's central location in North Orange with ready access to the Northern Distributor Road will ensure that the proposed centre will service the needs of the growing North Orange residential population while not threatening the primacy of the Orange CBD.
- The site is adjacent to existing and proposed community facilities such as Waratah Sports Ground, the Botanic Gardens and a proposed school. This enables a clustering of services and provides convenient access to a wide range of services.
- The site will be able to accommodate bus services that utilise the Northern Distributor Road. Pedestrian access to the proposed centre will be accommodated within the design.
- Site design will include capacity to link to the Northern Distributor Road cycleway, so as to encourage a range of modes of transport to access the site.
- The development will allow for reduced traffic generation and the potential for shared trips due to the site's access to existing road, cycle and bus networks.
- New and vibrant streetscape presentations to each street frontage with design elements addressing the major focal point of the site at the corner of Telopea Way and Farrell Road to mark the entry from the south and east into the Waratah Park precinct.

There are no known items or places of European or aboriginal cultural heritage. Therefore it is not envisaged that this planning proposal will have any adverse impacts on such items.

SECTION D State and Commonwealth interests.

11. Is there adequate public infrastructure for the planning proposal?

Adequate public infrastructure is provided for the planning proposal.

- The site has a central location in North Orange with ready access to the Northern Distributor Road.
- The site is adjacent to existing and proposed community facilities such as Waratah Sports Ground, the Botanic Gardens and a proposed school. This enables a clustering of services and provides convenient access to a wide range of services;
- The site will include the provision of parking facilities to meet the demand of Waratah Park marketplace.
- New and accessible public amenities/toilet facilities are included in the design of the Waratah Park marketplace.
- Additional demand on community services will be addressed through Council's Section 94 Plan which will apply to this site.

12. What are the views of State and Commonwealth public authorities consulted in accordance with the gateway determination?

State and Commonwealth public authorities will be consulted following the outcomes of the gateway determination. Consultation will be carried out in accordance with section 57 of the EP&A Act. Council intends to seek comment from the following agencies with regard to this proposal:

- Roads and Traffic Authority and
- Country Energy.

PART 4 COMMUNITY CONSULTATION

Under Section 57(2) of the Environmental Planning and Assessment Act, before community consultation is undertaken, the Director-General of the Department of Planning must approve the form of planning proposals to comply with the gateway determination.

Council is of the view that this site meets all the above criteria as a 'low impact planning proposal' in its "Guide to Preparing Local Environmental Plans" and thus this planning proposal shall be exhibited for 14 days.

Council intends to advertise the proposed rezoning in the following manner:

- advertisement in the Central Western Daily newspaper
- exhibited material will be on display for 14 days at Council's Civic Centre located on the corner of Byng Street and Lords Place
- exhibition material will also be made available on Council's website throughout the duration of the exhibition period
- letters will be issued to adjoining property owners advising them of the proposed rezoning.

The gateway determination will specify any additional consultation that must be undertaken on the planning proposal.

NORTH ORANGE NEIGHBOURHOOD CENTRE

Proposed Rezoning for a new retail centre at Lot 70 851029 DP - 9 Telopea Way,
Orange

The map displays a residential area with several streets and lots. A red outline highlights a specific lot (70 DP851029) and a red dashed line indicates a proposed boundary. The streets shown include Farrell Road, Northern Distributor Road, Teolepa Way, Emerald Street, Opal Street, Jade Avenue, Pearl Court, Diamond Drive, and Farrell Road. Lots are labeled with their respective DP numbers and lot numbers. The map also shows a green shaded area and a blue shaded area.

Streets shown include:

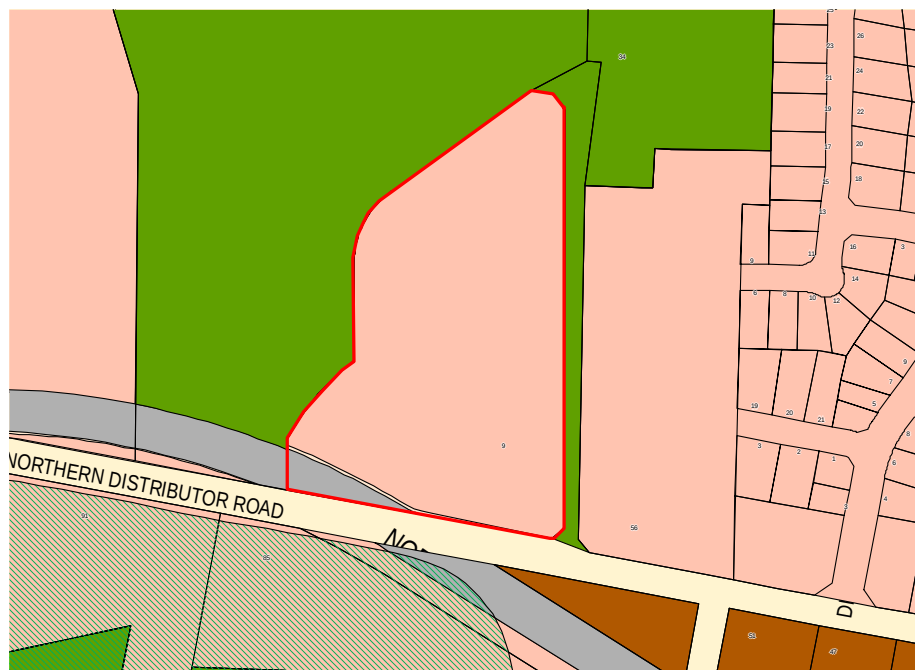
- Farrell Road
- Northern Distributor Road
- Teolepa Way
- Emerald Street
- Opal Street
- Jade Avenue
- Pearl Court
- Diamond Drive
- Farrell Road

Lots shown include:

- 2 DP1074558
- 21 DP632673
- 70 DP851029
- 72 DP851029
- 116 DP1103278
- 117 DP1103278
- 118 DP1103278
- 107 DP1103278
- 109 DP1122096
- 400 DP1113573
- 401 DP852650
- 402 DP852650
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An aerial photograph of Orange, California, with a red outline delineating the city's jurisdiction. The word "ORANGE" is printed in white capital letters in the center of the urban area. The map shows a dense grid of streets and buildings within the city limits, surrounded by green fields and some industrial or undeveloped land. A major road, likely the 91 Freeway, runs vertically through the right side of the image.

EXISTING ZONING



1. RURAL (a) GENERAL FARMING (b) RURAL RESIDENTIAL	 	3. BUSINESS (a) REGIONAL CENTRE (b) BUSINESS SERVICES (c) BULK RETAIL	 	5. SPECIAL USES (a) PUBLIC PURPOSES (b) DISTRIBUTOR ROAD	
2. RESIDENTIAL (a) URBAN RESIDENTIAL (b) URBAN TRANSITION (c) VILLAGE	 	4. INDUSTRIAL (a) INDUSTRY AND EMPLOYMENT		6. OPEN SPACE OPEN SPACE AND RECREATION	
				7. ENVIRONMENT PROTECTION WATER SUPPLY CATCHMENT	

SITE LAYOUT



STREET VIEW



View of subject land from Farrell Road looking northwest.

ATTACHMENT B - NET COMMUNITY BENEFIT

NORTH ORANGE NEIGHBOURHOOD CENTRE

Proposed Rezoning for a new retail centre at Lot 70 DP 851029 - 9 Telopea Way, Orange

The following information is provided to the Department of Planning to assist with the assessment of net community benefit. The information is based on the Evaluation Criteria (p25) provided in the NSW Department of Planning *Draft Centres Policy, Planning for Retail and Commercial Development*.

- 1. Will the LEP be compatible with agreed State and regional strategic direction for development in the area (eg land release, strategic corridors, development within 800m of a transport node)?**

Yes - the planning proposal is a result of the Business Centre Strategy Review Study (included at Attachment B). The Business Centre Strategy Review Study was prepared by Leyshon Consulting in 2005 in order to present the findings of a review of the existing Business Centre Strategy Review Study for the City of Orange. Council held an expression of interest process which determined that Lot 70 DP 851029 - 9 Telopea Way, Orange is the most suitable site for the North Orange Neighbourhood Centre.

- 2. Is the LEP located in a global/regional city, strategic centre or corridor nominated within the Metropolitan Strategy or other regional/sub-regional strategy?**

No.

- 3. Is the LEP likely to create a precedent or change expectations of the landowner or other landholders?**

No.

- 4. Have the cumulative effects of other spot rezoning proposals in the locality been considered? What was the outcome of these considerations?**

The cumulative effects of all other spot rezoning proposals in this locality have been considered. This proposal is in response to recent housing growth in North Orange and it is envisaged that the scale of the North Orange Neighbourhood Centre will be sufficient to serve the North Orange area. This proposal is of a unique scale and nature which ensures that it is not impacted by any of the other spot rezoning proposals in the wider Orange area.

5. Will the LEP facilitate permanent employment generating activity or result in a loss of employment lands?

The planning proposal will facilitate permanent employment generating activity and will not result in any loss of employment lands. This planning proposal will achieve an immediate economic stimulus and overall benefit to the community as it will provide much needed shopping and parking facilities in the area as well as generating employment opportunities for local residents. The size of the proposed centre will be adequate to meet the local shopping needs of the residents of North Orange with provision of a “full-line” supermarket of 3,200m² and specialty shops of 1,500m².

This planning proposal will enable a retail centre to be located on the site which, when operational, will generate 238 jobs. In addition, some 66 direct jobs and 106 indirect jobs will be generated during the construction phase. The proposed centre has a construction cost estimate of some \$12 million dollars. The employment generating capacity of the development has been specifically considered in an economic impact assessment prepared by Duane Location IQ. This is provided as an attachment to the planning proposal.

6. Will the LEP impact upon the supply of residential land and therefore housing supply and affordability?

No - the site has been set aside for the North Orange Neighbourhood Centre since 2005 and will not have any impact on the supply of residential land, housing supply or affordability.

7. Is the existing public infrastructure (roads, rail, utilities) capable of serving the proposed site? Is there good pedestrian and cycling access? Is public transport available or is there infrastructure capacity to support future public transport?

Existing public infrastructure is capable of serving the proposed site.

- The site has a central location in North Orange with ready access to the Northern Distributor Road.
- The site is adjacent to existing and proposed community facilities such as Waratah Sports Ground, the Botanic Gardens and a proposed school. This enables a clustering of services and provides convenient access to a wide range of services.
- The development will allow for reduced traffic generation and the potential for shared trips due to the sites access to existing road, cycle and bus networks.
- The site will be able to readily accommodate bus services that utilise the Northern Distributor Road. Pedestrian access to the proposed centre will be accommodated within the design. In addition, the site design will include capacity to link to the Northern Distributor Road cycleway, so as to encourage a range of modes of transport to access the site.

- The site will include provision of parking facilities to meet the demand of Waratah Park marketplace.
- New and accessible public amenities/toilet facilities are included in the design of the Waratah Park marketplace.

8. Will the proposal result in changes to the car distances travelled by customers, employees and suppliers? If so what are the likely impacts in terms of greenhouse gas emissions, operating costs and road safety?

The proposal will not result in changes to the car distances travelled by customers. The site is served by a road system (including a highway) that also serves nearby commercial precincts. As such, the site integrates with existing transport routes.

9. Are there significant Government investments in infrastructure or services in the area whose patronage will be affected by the proposal? If so what is the expected impact.

There are no significant Government investments of infrastructure or services in the area whose patronage will be affected by this proposal.

10. Will the proposal impact on land that the Government has identified a need to protect (eg land with high biodiversity values) or have other environmental impacts? Is the land constrained by factors such as flooding?

The proposal will not impact on land that the Government has identified a need to protect. The land is not constrained by flooding or other factors.

11. Will the LEP be compatible/complementary with surrounding landuses? What is the impact on amenity in the location and wider community? Will the public domain improve?

The development will enable provision of:

- parking facilities to meet the demand of Waratah Park marketplace
- new and accessible public amenities/toilet facilities and
- vibrant streetscape presentations to each street frontage, with design elements addressing the major focal point of the site at the corner of Telopea Way and Farrell Road to mark the entry from the south and east into the Waratah Park precinct.

The LEP will be compatible with surrounding landuses, it will have a positive impact on the community and there will be dramatic improvements to the public domain.

12. Will the proposal increase choice and competition by increasing the number of retail and commercial premises operating in the area?

Yes.

13. If a stand alone proposal and not a centre, does the proposal have the potential to develop into a centre in the future?

Yes - it is intended that the proposal will develop into a centre which will be adequate to meet the local shopping needs of the residents of North Orange. The centre will have provision of a "full-line" supermarket of 3,200m² and specialty shops of 1,500m².

14. What are the public interest reasons for preparing the draft plan? What are the implications of not proceeding at that time?

The planning proposal will lead to a positive net community benefit. This includes the following benefits:

- The site's central location in North Orange with ready access to the Northern Distributor Road will ensure that the proposed centre will service the needs of the growing North Orange residential population, while not threatening the primacy of the Orange CBD.
- This planning proposal will enable a retail centre to be located on the site which, when operational, will generate 238 jobs. In addition, some 66 direct jobs and 106 indirect jobs will be generated during the construction phase.
- The proposed centre has a construction cost estimate of some \$12 million dollars. The employment generating capacity of the development has been specifically considered in an economic impact assessment prepared by Duane Location IQ. This is provided as Attachment C to this planning proposal.
- The size of the proposed centre will be adequate to meet the local shopping needs of the residents of North Orange with provision of a "full-line" supermarket of 3,200m² and specialty shops of 1,500m².
- The site is adjacent to existing and proposed community facilities such as Waratah Sports Ground, the Botanic Gardens and a proposed school. This enables a clustering of services and provides convenient access to a wide range of services.
- The site in North Orange is more than 2km from the Orange CBD and hence encourages multi-purpose trips for the local community.



North Orange Neighbourhood Centre, NSW
Economic Impact Assessment

Prepared for Woolworths Limited
July 2009

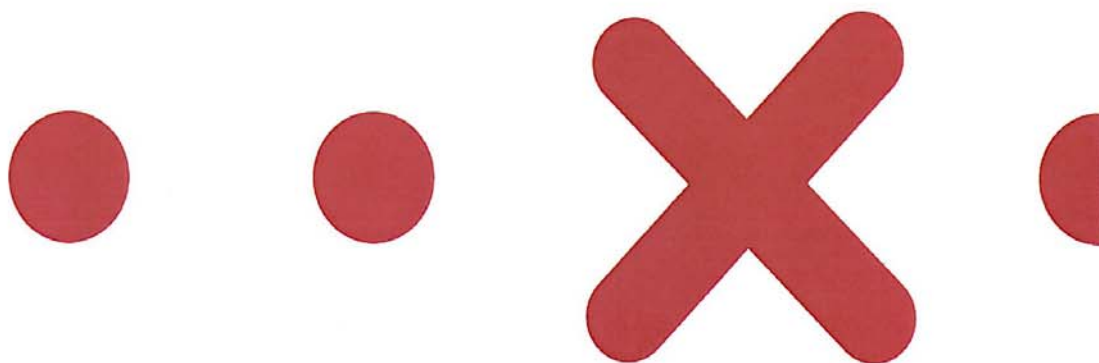


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INTRODUCTION

This report presents an independent assessment of the likely economic impacts from the opening of the proposed North Orange Neighbourhood Centre. The site for the proposed retail centre in North Orange is currently being considered for a spot rezoning.

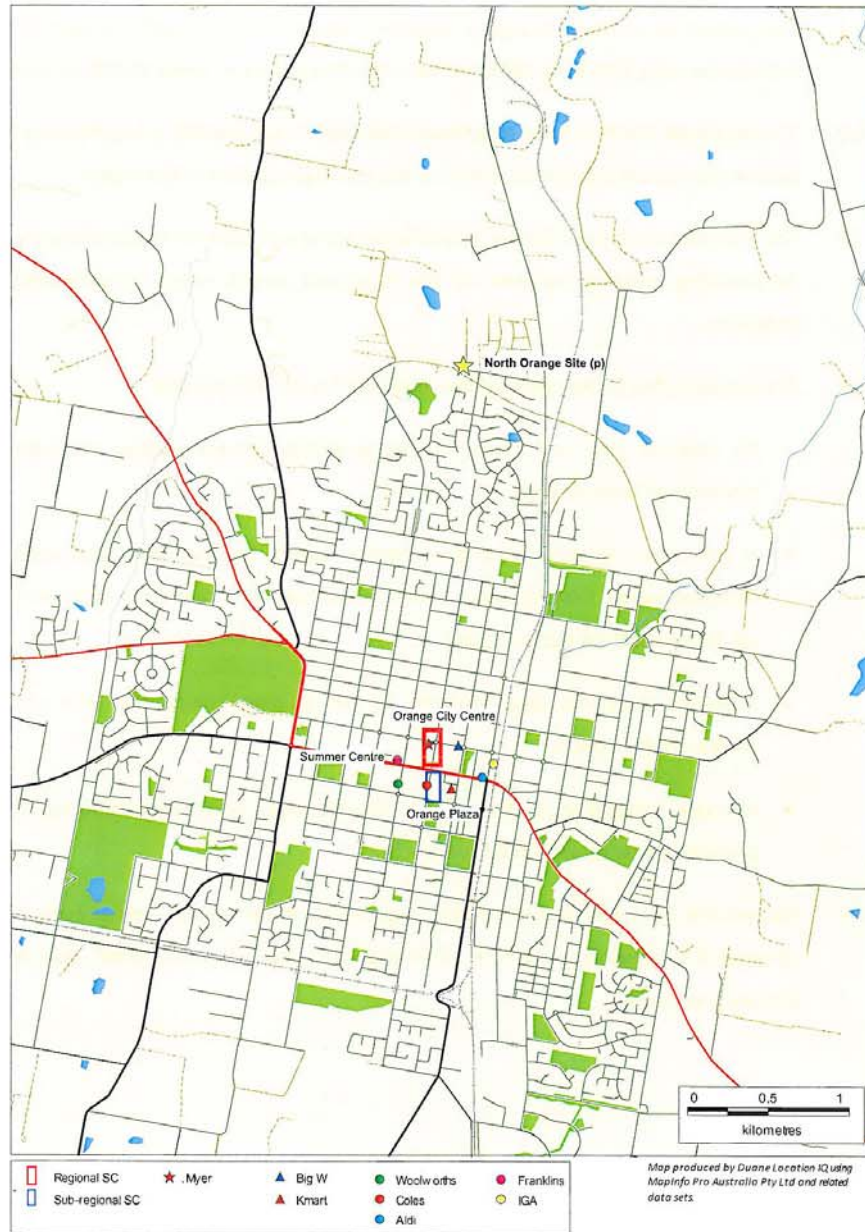
This report is structured in three sections as follows:

- **Section 1** reviews the site location and proposed development.
- **Section 2** assesses the benefits which will accrue to existing and future residents of the region.
- **Section 3** assesses the likely employment impacts of the proposal.

1 SITE LOCATION & PROPOSED DEVELOPMENT

- 1.1 Woolworths propose the development of the North Orange Neighbourhood Centre at a site situated at the intersection of Telopea Way and Farrells Road, approximately 4 km north of the Orange Central Business Area (refer Map 1.1).
- 1.2 The site is now being considered for a spot rezoning which will allow for the submission of a development application for the North Orange Neighbourhood Centre.
- 1.3 Woolworths propose to develop the North Orange Neighbourhood Centre as follows:
 - A Woolworths supermarket of 3,200 sq.m.
 - A specialty floorspace provision of 1,500 sq.m.
- 1.4 In total, the proposed centre would encompass 4,700 sq.m of floorspace (Gross Lettable Area).
- 1.5 The North Orange Neighbourhood Centre would be a modern, convenience based facility that would serve the needs of the existing and future population base and also generate significant economic stimulus.

MAP 1.1 – NORTH ORANGE SITE CONTEXT



2 RESIDENT BENEFITS

- 2.1 The population of North Orange is currently in-excess of 6,000 and is projected to increase to some 13,000 by 2021, with an ultimate capacity of some 18,000 persons.
- 2.2 The proposed North Orange Neighbourhood Centre will provide a supermarket to service the existing population as well as the future population of the region.
- 2.3 The provision of supermarkets in growth areas act as a catalyst for residential growth by providing essential services for the daily and weekly needs of surrounding residents.
- 2.4 The proposed North Orange Neighbourhood Centre will also provide:
 - An essential food and grocery shopping destination for existing and future residents of North Orange.
 - A convenient location, close to residents homes, for their daily and weekly shopping needs. Existing supermarkets in the CBA are a round trip of some 7-8 km for residents of North Orange.
 - Increased choice for local residents as well as price competition with other retailers in the region.
 - Alleviate congestion in the vibrant Orange CBA, particularly reducing the pressure on car parking in this precinct.
- 2.5 Woolworths have assessed an existing undersupply in the market, and as such, are committed to developing a centre at the proposed site in the short term, provided the site is rezoned.

3 EMPLOYMENT IMPACTS

3.1 On-going Centre Employment

- 3.1 The proposed North Orange Neighbourhood Centre will create on-going permanent jobs from the day-to-day operation of the centre.
- 3.2 The retail component of the centre is projected to employ around 250 persons as summarised in Table 3.1. Taking a conservative view and allowing for an estimated 5% of the total increase to be as a result of the reduced employment at existing retail facilities, the net additional jobs are estimated at 238.
- 3.3 The additional 238 permanent retail employees within the centre would earn an average annual wage of around \$22,000 as sourced from the ABS. This represents an additional \$5.2 million in salary and wages for the local economy, directly as a result of the proposed development.

TABLE 3.1 – ESTIMATED PERMANENT CENTRE EMPLOYMENT

Type of Use	Estimated Employment Per '000 sq.m	Nth Orange	
		GLA (sq.m)	Employment (persons)
Supermarket	50	3,200	160
Specialty Shops	60	1,500	90
Total Centre¹		4,700	250
Net Increase²			238

1. Excludes non-retail components.
2. Net increase includes an allowance for reduced employment levels at impacted centres estimated at 5% of the total increase

- 3.4 Further jobs would be created from the supplier induced multiplier effects as a result of the retail jobs in the centre as well as from the construction of the centre. Jobs created are full-time equivalent jobs, which may include both full-time and part-time positions.
- 3.5 The additional retail jobs in the centre (238), will result in a further 225 jobs in the broader community, based on ABS Input/Output Multipliers (refer Table 3.2).

TABLE 3.2 – ESTIMATED PERMANENT CENTRE EMPLOYMENT IMPACT

	Direct Employment	Supplier Employment Multiplier Effects	Total*
Centre Employment ¹	238	225	463
Total	238	225	463

* Employment totals include both full-time and part-time work
1. Indicates the estimated number of net additional ongoing jobs as a result of the proposed development
Source : Australian National Accounts: Input-Output Tables 1996-97

3.6 The creation of local retail jobs is particularly important for youth employment.

3.2 Construction Employment

3.7 The proposed North Orange Neighbourhood Centre will also create a substantial number of additional jobs for the construction and related industries during the construction phase of the centre.

3.8 The estimated total capital costs for the construction of the centre are \$12 million, equivalent to 50% of the typical value of non-residential building approvals in any one year. This is a significant investment in the local Orange economy.

3.9 By using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and a deflated estimated total capital cost of construction of \$9.4 million (i.e. in 1996/97 dollars), it is estimated that the construction period of the proposed North Orange Neighbourhood Centre would create some 66 direct jobs (refer Table 3.3).

3.10 The additional construction jobs (66), will result in a further 106 jobs in the broader community based on ABS Input/Output Multipliers (refer Table 3.3).

TABLE 3.3 – ESTIMATED CONSTRUCTION EMPLOYMENT IMPACT

Original Stimulus	Estimated Capital Costs (\$M) ¹	Direct Employment	Supplier Employment Multiplier Effects	Total*	
Construction of Project	9.4	66	106	172	Job Years ²
* Employment totals include both full-time and part-time work 1. Adjusted by inflation and productivity to 1996/97 Dollars 2. Indicates the estimated number of jobs over the life of the construction project plus ongoing multiplier effects, for the equivalent of one year Source : Australian National Accounts: Input-Output Tables 1996-97					

Duane Location IQ
PO Box 1121
Bondi Junction
NSW 1355
www.locationiq.com.au

