

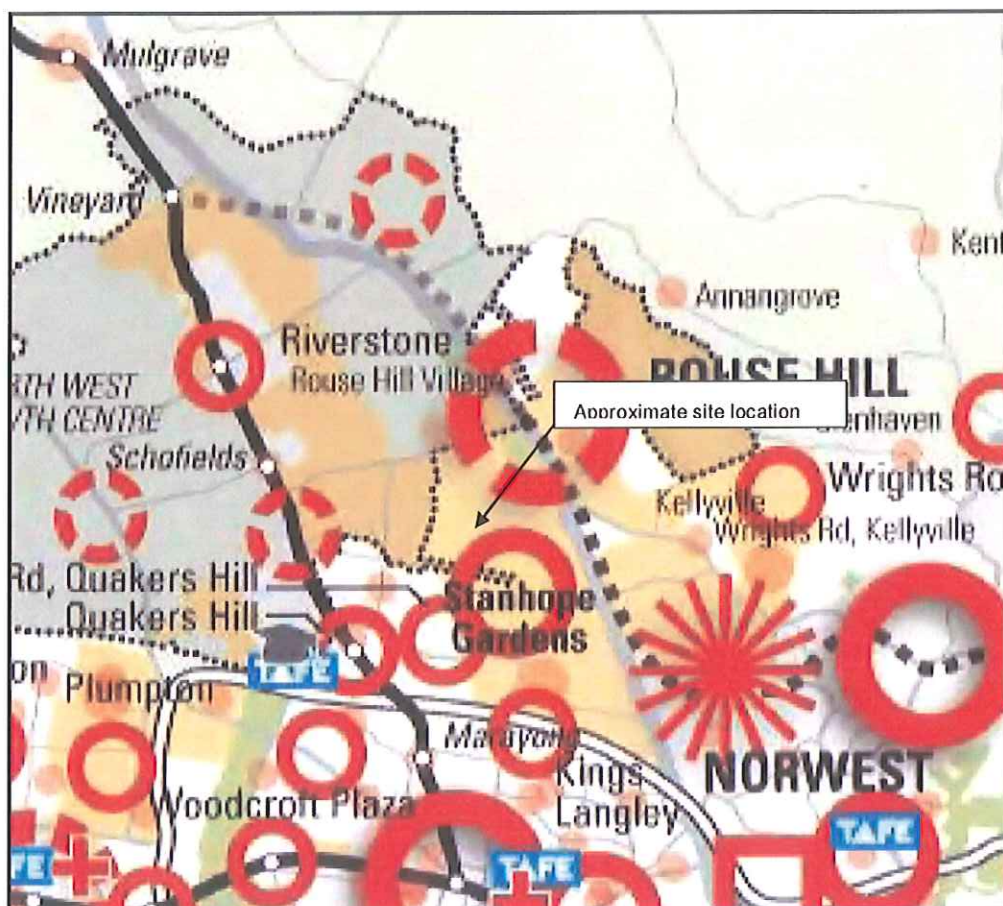
Based on construction costs of approximately \$19.5m the proposed development may also create up to 52 jobs at the construction phase.

4. Is the planning proposal consistent with the objectives and actions contained within the applicable regional or sub-regional strategy?

This request to prepare a planning proposal is consistent with the intent of the Metropolitan Plan for Sydney 2036 which supports *"the location of commercial development in the central part of existing or planned centres"* and identifies the need to *"plan for centres to grow and change over time"* as a key action. With regard to the North West and South West Growth Centres, the Metropolitan Plan also notes that *"The Department of Planning will continue to plan for new centres to meet community needs"*.

Prior to the Metropolitan Plan for Sydney 2036 being published, the Department of Planning published the draft North West Subregional Strategy (SRS) in 2007, to provide more localised dwelling and employment targets and strategic planning initiatives. Despite The Ponds Neighbourhood Centre being planned and zoned for such since 2006, the draft North West Sub-Regional Strategy failed to acknowledge its existence. This is illustrated in the Centres Map contained in the draft SRS, an extract of which is contained Figure 13 below is confirmed by the non-inclusion of The Ponds Neighbourhood Centre in the Schedule of Centres listed on the Centre map in the draft SRS.

FIGURE 13 – EXTRACT DRAFT NORTH WEST SUB-REGIONAL STRATEGY



Despite this, and noting that the sub regional strategies are due to be refined prior to finalisation, the proposal does not derogate from the intent of the draft SRS. In this respect, the scope of the retail offer suggested in the development concept is generally commensurate with a "Village" designation. Subsequent clarification from the DoP Director General confirmed that there is no intention for the range of uses anticipated to occur within a "Village" to be in any way interpreted literally, but rather a reflection of the role and function of each respective Village centre in a sub-regional context. For example Carlingford is defined as a "Village" under the SRS, yet Carlingford Court Shopping Centre sits within this "Village" and contains 2 x full line supermarkets, a discount department store (DDS) plus a range of specialities. Similarly Glenmore Park Village Centre has recently obtained planning consent to expand to

include an expanded retail offer including a DDS. Conversely Quakers Hill, which is also designated a "Village" centre under the same draft SRS, (described in detail in the Community Needs Assessment Report in Appendix 1), is considerably lesser in scale than these other two aforementioned centres but are each deemed to be playing similar roles in the overall hierarchy of Centres throughout the sub-region.

This divergence in role and function on similarly classified Centres under the draft SRS forms the basis of one of the core principles that is contained in the Draft Centres Policy issued by the Department in 2009. The Community Needs Assessment Report provides some useful benchmarking of neighbourhood centres which tend to highlight that newer centres within master planned estates (e.g. Glenwood and Circa Retail) tend to provide a higher order of actual retail provision but do not challenge hierarchy.

Again, and while still a draft document, the Policy suggests that it should be the market that determines the ultimate need/scale for retail centres, being regulated purely in terms of maintaining a hierarchical ordering of Centres in terms of their role and function. This is clearly evidenced by the comparable benchmarks above.

The planning proposal is consistent with the key principles of the draft Centres Policy as it:

- Proposes the efficient use of land already identified as a centre, in close proximity to a residential area with good transport links and infrastructure provision;
- Requires only slight degree of flexibility in the current planning controls to enable the optimal development of the centre;
- Responds to growing market demand at the Ponds and environs for high quality convenience retailing;
- Would enhance the competitive retail environment by increasing the range and choice of retailing for residents without adverse effects on the existing retail hierarchy;
- Would facilitate the development of a well designed centre which would contribute to the overall amenity and sustainability of The Ponds residential estate.

The draft Centres Policy notes that:

"the positive benefits of clustering retail and commercial development in centres can only be achieved where centres are able to grow and new centres form. Increases in population and real incomes and a constantly changing and evolving economy means that the planning system needs to respond dynamically to prevailing market demand".

The Community Needs Assessment Report contained in Appendix 1 highlights that population growth and increasing available expenditure within the Main Trade Area will create demand for an enhanced shopping centre, in excess of the 1,500 sq.m which is currently prescribed in the planning controls pertaining to part of the site. The report confirms that an expanded centre (as outlined in Section 3.1 of this report) can be accommodated without adverse impacts on other centres within the retail hierarchy. The population forecasts as detailed in the Community Needs Assessment Report provided below are based on projected growth within the Main Trade Area, which is illustrated in Figure 14.

The Ponds Trade Area Population, 2001-2021

Trade Area Sector	Forecast Population					
	2001	2006	2009	2011	2016	2021
Primary Trade Area	850	1,080	2,440	3,470	10,470	10,720
Secondary Trade Area						
• North East	0	2,670	3,790	4,130	4,930	5,060
• South East	500	2,300	4,780	5,300	5,580	5,750
Total Secondary	500	4,970	8,570	9,430	10,510	10,810
Main Trade Area	1,350	6,050	11,010	12,900	20,980	21,530

Copyright © 2014 KPMG Australia Pty Ltd. All rights reserved. Produced by Urbis Pty Ltd. December 2014.

Sub-Regional Centre
 Supermarket Centre
 Aldi
 Coles
 Woolworths
 Supa IGA
 Independent

Big W
 Kmart
 Subject Site
 Railway Station
 Railway Line
 Highway / Freeway
 Main Road
 Road

Primary
 Secondary South East
 Secondary North East
 Parkland
 Waterbody
 3km Radius
 Urban Centre/Locality

0 0.5 1 2
 Kilometres

MAIN TRADE AREA AND COMPETITION

urbis