

1975-1985 Camden Valley Way Prestons

Planning Proposal – B2 Local Centre

January 2013



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Executive Summary

On behalf of Empirica Developments Pty Ltd, MacroPlan Dimasi has prepared this Planning Proposal to rezone land at 1975-1985 Camden Valley Way, Prestons in Liverpool Local Government Area (LGA), Sydney, NSW.

This Planning Proposal follows a resolution by Liverpool City Council on Wednesday, 28 November 2012 to consider a *Planning Proposal for the rezoning of the site at 1975-1985 Camden Valley Way, Prestons to B2 'Local Centre'*. In addition this resolution acknowledges that *Council 'can consider future planning proposals for retail and commercial opportunities which are supported by a recognised Economic Impact Study'*. (Item No: Plan 01, File No: 2011/5401 Subject: Liverpool Retail Centres Hierarchy Review).

This resolution was made following submissions made during the public exhibition of the Council's Retail Centres Hierarchy Review.

Currently the subject land is utilised as a landscape and garden supplies. The land is zoned B6 Enterprise Corridor under the Liverpool Local Environmental Plan (LEP) 2008. Retail Premises are permitted in Zone B6; however a floorspace restriction applies under this specific zoning, which limits the individual floorspace of retail premises to 1,600 Sq.m.

The purpose of this Planning Proposal is to change the land use zone to permit retail premises over the existing retail floorspace cap. There are no proposed changes to the following existing development standards, which apply to the land under the current Liverpool LEP 2008:

Clause- LLEP 2008	Development Standard
Minimum Lot (Clause 4.1)	2000 Sq.m
Height of Building (Clause 4.3)	15 metres
Floor Space Ratio (Clause 4.4)	0.75:1

An existing DA approval for retail premises totalling 2,837 Sq.m was approved by Liverpool City Council on 10 May 2011 (DA No: 1517/2010). The site owner now wishes to accommodate a full-line supermarket on the site in response to market demand and therefore seeks a B2 Local Centre zoning to do so.

This Planning Proposal and accompanying reports consider the potential impacts of rezoning the site to B2 Local Centre.

The subject land is a rectangular corner site on the northern side of Camden Valley Way. The land is legally identified as Lot 50, DP1082416 and Lot 1, DP661177. The site area is 16,900 Square metres (Sq.m), with a frontage of 125 metres onto Camden Valley Way and a frontage of 119 metres onto Corfield Road.

The corner site offers the opportunity to provide retail premises in a suitable, centrally located area to meet current and future demand and allows for acceptable vehicular access arrangements to both street frontages.

Road upgrades have been undertaken by the RMS, including the provision of a deceleration lane off Camden Valley Way, which improves site accessibility for a range of commercial and retail activity.

The size and location of the site is particularly suited to grocery and other retailing services where shoppers can access the site by car or by public transport for daily or weekly shopping needs.

A detailed Economic Impact Assessment (EIA), enclosed by separate attachment, provides justification of this proposal in relation to:

- local and regional context;
- relevant retail trends;
- strategic planning framework;
- relevant trade area: socio demographic and population profiles and retail expenditure;
- role and performance of existing and relevant planned centres in the surrounding competitive network;
- overall demand for retail floorspace;
- comparison with existing supply present and future market gap;

- likely trading impacts on the surrounding retail network and consequences;
- employment generation;
- net community benefit, generally.

The site location and context is considered ideal for a full line supermarket and associated retail and service specialties.

The EIA demonstrates that there is demand for retail premises in the catchment, despite proposed expansions to existing centres at Carnes Hill and Middleton Grange. Likewise, the potential role of this site for the use of retail premises is not intended to substitute the role and function of Prestons Small Village Centre located 1.1 km from the site or future planned business activity at Edmondson Park.

Justification has also been provided for the B2 – Local Centre zone to address all relevant Section 117 Ministerial Directions and NSW State Environmental Planning Instruments (EPI's).

Notably, whilst the site is currently not zoned as a 'centre' it is worthy of such a zoning given:

- its current use for traffic generating development (as a landscape supply facility);
- its central location to a growing catchment;
- the current undersupply of supermarket floorspace servicing the community;
- the full range of retail service to be offered – facilitating multi-purpose visits to the site; and
- the site's accessibility to both public transport users and motorists.

Recommendations

This Planning Proposal recommends the following zoning to apply to land currently zoned B6 Enterprise Corridor at 1975-1985 Camden Valley Way, Prestons, being Lot 50, DP1082416 and Lot 1, DP661177:

- B2 – Local Centre

Based on this Planning Proposal, supporting Economic Impact Assessment and relevant supporting information, it is recommended that Liverpool City Council considers rezoning this site to B2 Local Centre favourably and progresses with lodgement to seek 'gateway determination' with the NSW Department of Planning and Infrastructure (DP&I).

Introduction

The Planning Proposal has been prepared in accordance with the NSW "A Guide to Preparing Local Environmental Plans" and "A Guide To Preparing Planning Proposals."

The report is structured as follows:

Section 1 - Background

Section 2 – Intended Outcomes

Section 3 – Explanation of Provisions

Section 4 – Justification

Section 5 – Community Consultation

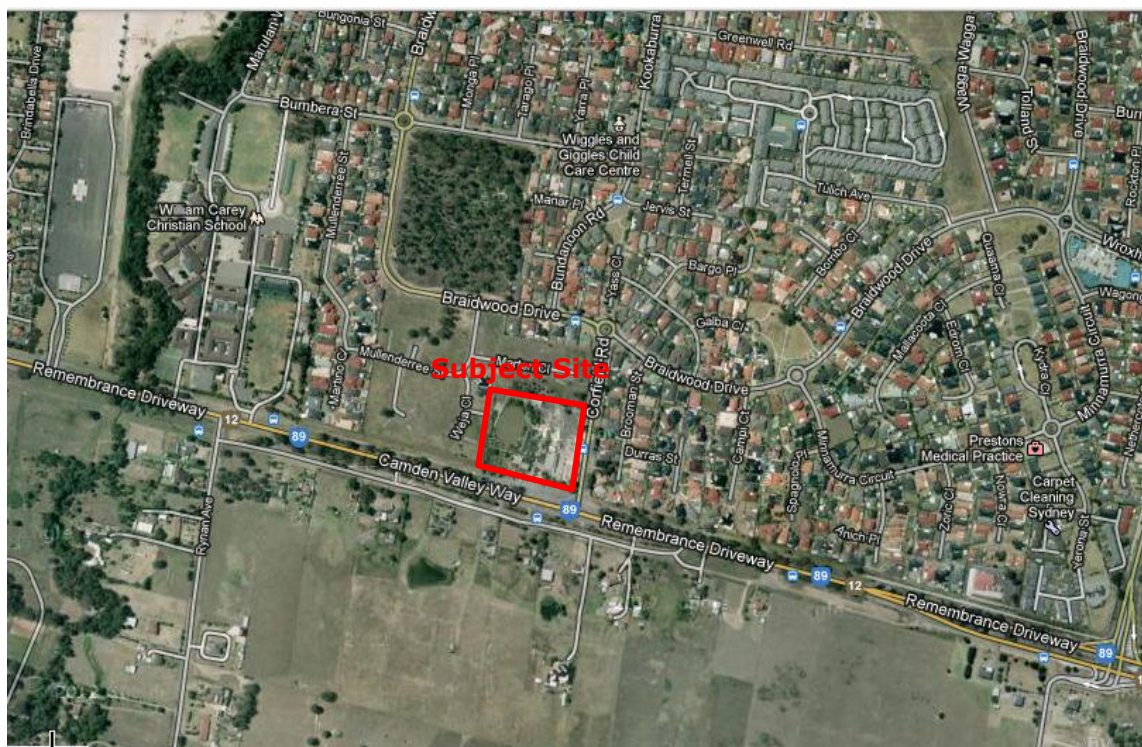
Section 6 - Conclusion

Section 1: Background

1.1 Site Location and Characteristics

This Planning Proposal affects the subject land at 1975-1985 Camden Valley Way, Prestons (on the corner of Corfield Road). The land is formally referred to as Lot 50, DP1082416 and Lot 1, DP661177.

Location Map



Source: Google Maps 2012

Situated north of a state classified road, the site covers an area of approximately 1.7 hectares and has a street frontage of approximately 124 metres to Camden Valley Way and 119 metres to Corfield Road. The current use is a landscape supplies and garden centre.

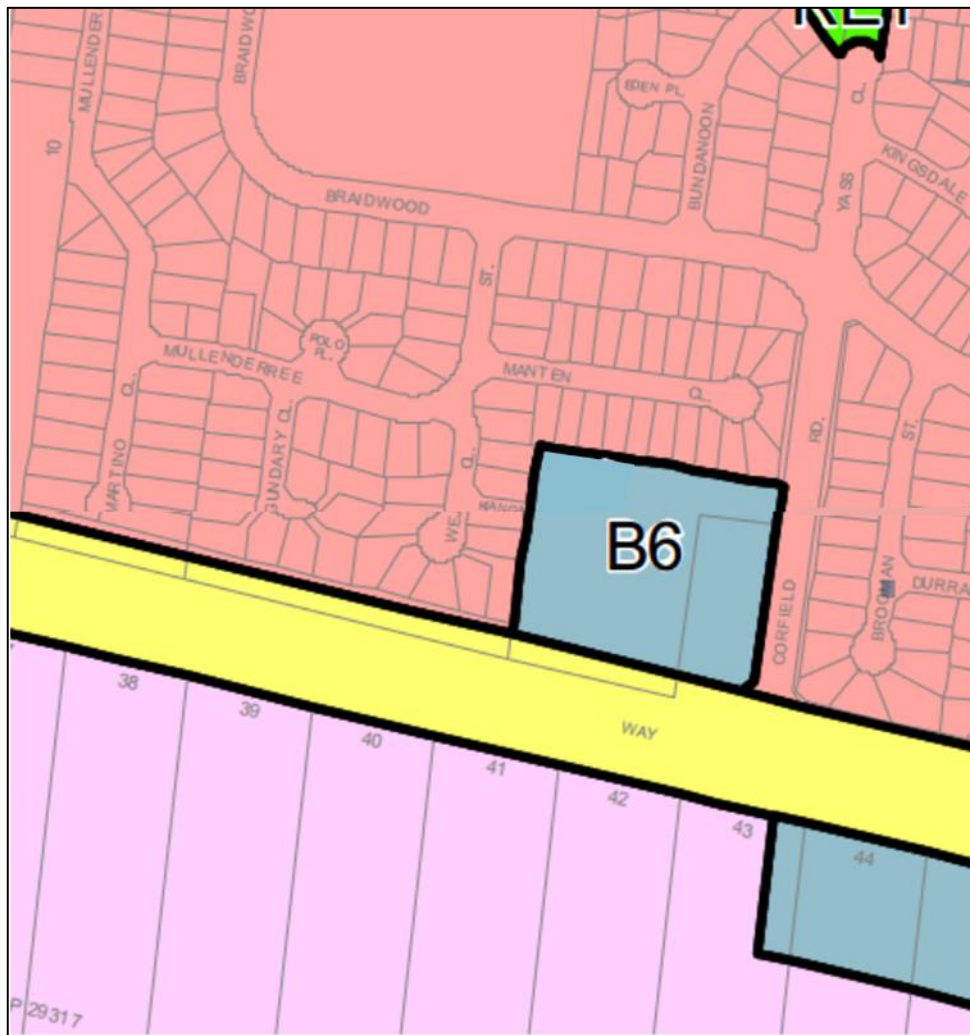
The impact of a change of use has been considered appropriate in a Development Application for retail premises totalling 2,837 Sq.m, which was approved by Liverpool City Council on 10 May 2011 (DA No: 1517/2010).

The site is bounded by a residential subdivision to the north and west and the surrounding area to the east contains established low density residential dwellings. Much of the surrounding land is undeveloped. Large vacant blocks of land are located to the south of Camden Valley Way; zoned for future residential subdivision and other business purposes.

1.2 Planning Context

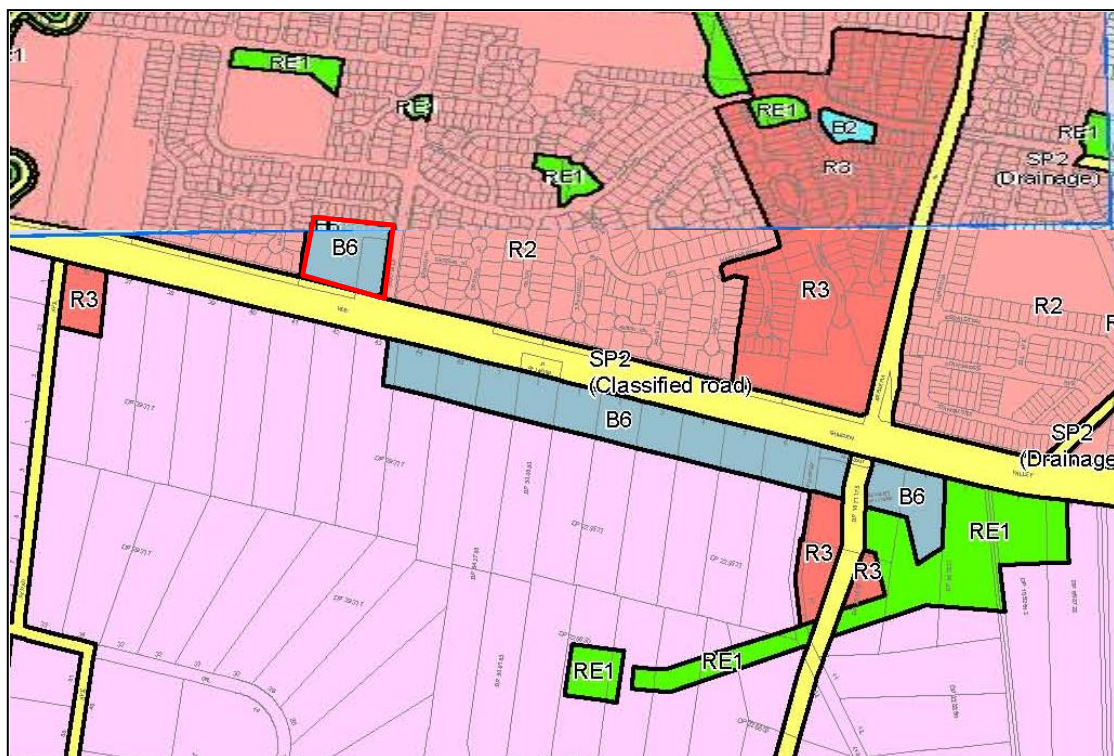
The land is currently zoned B6 – Enterprise Corridor under the Liverpool LEP 2008, as indicated in the zoning map extracts below.

Liverpool LEP 2008 Zoning Map Extract



Source: Liverpool LEP 2008

This site is isolated from the land zoned B6 Enterprise Corridor, extending approximately 1 kilometre on the southern frontage to Camden Valley Way east of the junction with Bemera Road and Croatia Avenue. The current zoning therefore is more reflective of the site's existing use than it is of any recognition of the site's contribution to an economic corridor. This does not mean however that the site's potential to accommodate a commercial land use should be ignored.



Source: Liverpool LEP

The following land use objectives and permissibility currently applies:

Zone B6 Enterprise Corridor

1 Objectives of zone

- To promote businesses along main roads and to encourage a mix of compatible uses.
- To provide a range of employment uses (including business, office, retail and light industrial uses).

- *To maintain the economic strength of centres by limiting the retailing activity.*
- *To provide primarily for businesses along key corridors entering Liverpool city centre, major local centres or retail centres.*
- *To ensure residential development is limited to land where it does not undermine the viability or operation of businesses.*
- *To provide for residential uses, but only as part of a mixed use development.*

2 Permitted without consent

Home-based child care; Home occupations

3 Permitted with consent

Building identification signs; Business identification signs; Business premises; Car parks; Commercial premises; Community facilities; Crematoria; Depots; Educational establishments; Entertainment facilities; Environmental facilities; Environmental protection works; Flood mitigation works; Function centres; Garden centres; Hardware and building supplies; Helipads; Home businesses; Hotel or motel accommodation; Information and education facilities; Landscaping material supplies; Light industries; Liquid fuel depots; Multi dwelling housing; Passenger transport facilities; Places of public worship; Plant nurseries; Public administration buildings; Recreation areas; Recreation facilities (indoor); Recreation facilities (outdoor); Registered clubs; Roads; Service stations; Serviced apartments; Shop top housing; Storage premises; Transport depots; Vehicle repair stations; Veterinary hospitals; Warehouse or distribution centres

4 Prohibited

Any development not specified in item 2 or 3

Crucially, the need for this planning proposal arises from Liverpool LEP 2008 Clause 7.23, which gives effect to the following floorspace restrictions for retail premises in the current zone B6 Enterprise Corridor.

Clause 7.23 Bulky goods premises and retail premises in Zone B6

(1) Development consent must not be granted to development for the purposes of bulky goods premises on land in Zone B6 Enterprise Corridor if the gross floor area of the bulky goods premises is more than 2,500 square metres.

(2) Development consent must not be granted to development for the purposes of retail premises on land in Zone B6 Enterprise Corridor if the gross floor area of the retail premises is more than 1,600 square metres.

The Planning Proposal will not affect the existing maximum floorspace ratio and height of building development standards, which effectively control the bulk and form of future development, thus protecting the amenity of the surrounding locality.

The proposal is consistent with all relevant Aims of Liverpool LEP 2008:

- *to encourage a range of housing, employment, recreation and services to meet the needs of existing and future residents of Liverpool,*
- *to foster economic, environmental and social well-being so that Liverpool continues to develop as a sustainable and prosperous place to live, work and visit,*
- *to provide community and recreation facilities, maintain suitable amenity and offer a variety of quality lifestyle opportunities to a diverse population,*
- *to strengthen the regional position of the Liverpool city centre as the service and employment centre for Sydney's south west region,*
- *to concentrate intensive land uses and trip-generating activities in locations most accessible to transport and centres,*
- *to promote the efficient and equitable provision of public services, infrastructure and amenities,*
- *to conserve, protect and enhance the environmental and cultural heritage of Liverpool,*
- *to protect and enhance the natural environment in Liverpool, incorporating ecologically sustainable development,*
- *to minimise risk to the community in areas subject to environmental hazards, particularly flooding and bush fires,*
- *to promote a high standard of urban design that responds appropriately to the existing or desired future character of areas.*

The Planning Proposal takes into account relevant Section 117 Ministerial Directions and consistency with the following applicable State Environmental Planning Policies:

- SEPP (Exempt and Complying Development Codes) 2008
- SEPP (Infrastructure) 2007
- SEPP No. 33 – Hazardous and Offensive Development

- SEPP No. 55 – Remediation of Land

The rezoning will allow development which will support current and future market demand and is consistent with Section 5 (a) of the Environmental Planning and Assessment Act, where applicable:

to encourage:

(i) the proper management, development and conservation of natural and artificial resources, including agricultural land, natural areas, forests, minerals, water, cities, towns and villages for the purpose of promoting the social and economic welfare of the community and a better environment,

(ii) the promotion and co-ordination of the orderly and economic use and development of land,

(iii) the protection, provision and co-ordination of communication and utility services,

(v) the provision and co-ordination of community services and facilities...

1.3 Appraisal of Constraints

Site specific studies carried out by various consultants to address potential constraints and necessary measures arising from traffic, acoustic and contamination. All accompanying reports are attached in separate appendices.

Traffic and Access

Camden Valley Way was upgraded by the RTA in 2010. This improved site access arrangements for traffic generating development including a deceleration lane.

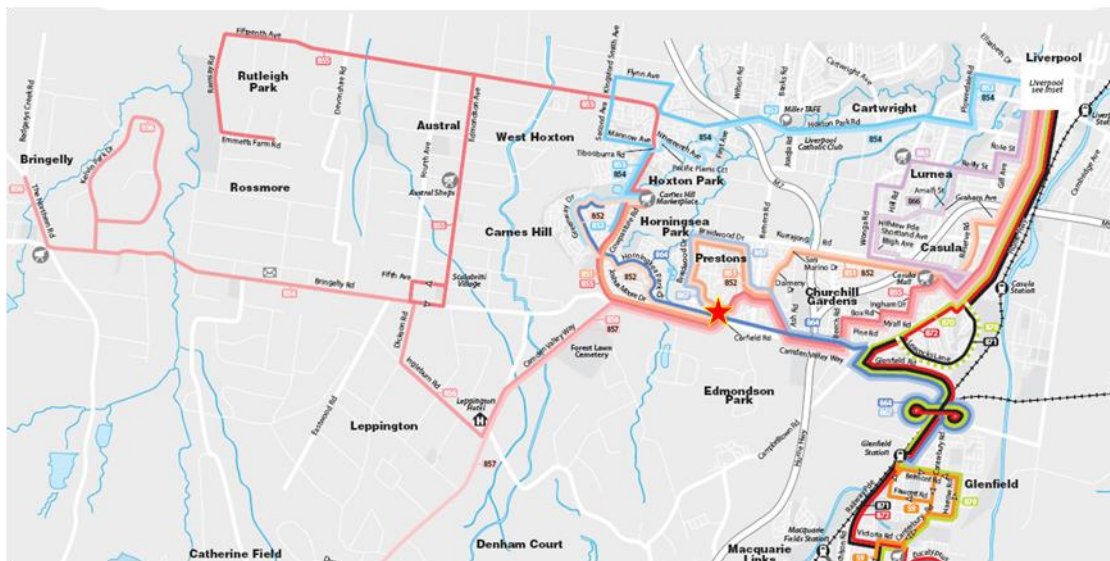
These improvements supported the approval of the recent development application for retail on the site. The attached traffic report, prepared by Colston Budd Hunt and Kafes accompanied this development application. An updated traffic report is pending completion of traffic counts scheduled to be finalised immediately after the NSW school holidays to reflect average traffic patterns.

This report examines the traffic effects of a mix of uses including a petrol station, shops, fruit market fast food restaurant and car wash in the context of the

Camden Valley Way road network, which provides an arterial link between the M5/M7 interchange to the east and

Public transport operated by Busabout provides seven public bus services in the vicinity of the site. Frequent services connect the site seven days a week to Carnes Hill, Austral, Bringelly and Narellan with Liverpool via Prestons. Services connecting Horningsea Park and Glenfield via Prestons operate Monday- Friday.

Bus Network Map



Source: Busabout

The 119 metre depth of the site allows for potential future access and egress to and from Corfield Road, which would be over 90 metres from the junction with the state classified road, as required by NSW Roads and Maritime Service.

Updated traffic counts are scheduled for the first week after the NSW school holiday period at the end of January 2013, which will update the enclosed Traffic Report prepared by Coulston Budd Hunt and Kafes, originally prepared in support of the approved DA for retail premises on this land.

Salinity Assessment

A Salinity Assessment was prepared by SMEC Testing Services Pty Ltd in March 2010. The assessment followed the procedures outlined in *Site Investigation for*

Urban Salinity (2002), published by the Department of Land and Water Conservation. This report details the level of salinity assessment undertaken and clearly identifies measures that address potential impacts on future development.

Contamination

A Stage 1 Contamination Assessment was prepared by SMEC Testing Services Pty Ltd in March 2010. The report was prepared in accordance with the NSW Environmental Protection Agency's (EPA) *Guidelines for Consultants Reporting on Contaminated Sites (1997)*.

The Assessment makes recommendations based on a review of historical records and a site inspection. It found that market garden uses and the garden supplies centres are potentially contaminating activities.

Three areas of environmental concern were identified during the preliminary assessment. Further sampling and testing is recommended to ensure suitability of the site to human health prior to development.

Noise Impact Study

An acoustic report, prepared in January 2013 by Noise and Sound Services is enclosed. This report identifies various potential noise emissions and finds that there will be no significant noise impacts from the potential development of this site, arising from this planning proposal to rezone the land B2 Local Centre.

Other Considerations

The planning proposal for this site is not affected by the following environmental planning considerations:

- Heritage Conservation
- Bushland and Fauna Habitat
- Acid Sulfate Soils
- Flood Prone Land
- Waterways

Summary

This Planning Proposal outlines the objectives and intended outcomes of rezoning the subject land to amend the Liverpool LEP 2008. The Planning Proposal and Economic Impact Assessment (EIA) prepared by MacroPlan Dimasi seek to make the highest and best use of strategically located land along a State Classified Road for a range of compatible uses.

As further explained below, this Planning Proposal and accompanying Economic Impact Assessment clearly identify the social, environmental and economic considerations specific to the site and what impact it may have on centres with respect to local and state planning policy.

Justification has also been provided for the B2 – Local Centre zone that addresses all Section 117 Ministerial Directions and is in accordance with NSW State Environmental Planning Instruments (EPI's).

Section 2: Intended Outcomes

Specifically, the Planning Proposal seeks to amend the current zoning of B6 – Enterprise Corridor to B2 – Local Centre. This proposal is in accordance with all other legislative planning provisions applicable to land at 1975-1985 Camden Valley Way, Prestons.

The intended outcome of this Planning Proposal is to rezone this land to permit retail premises over the 1,600 Sq.m floorspace cap, whilst maintaining permissibility of a range of business and commercial activities below this size in response to market demand and retail competition in the local catchment.

This will support multi- purpose trips by enabling people to carry out more than one activity.

In addition to a full line supermarket, a range of currently permissible activities and services will still be permitted by the B2 Local Centre Land Use Zone, for example: post office, hairdresser, pharmacy, to meet the day to day needs of shoppers including nearby residents, workers and passing trade.

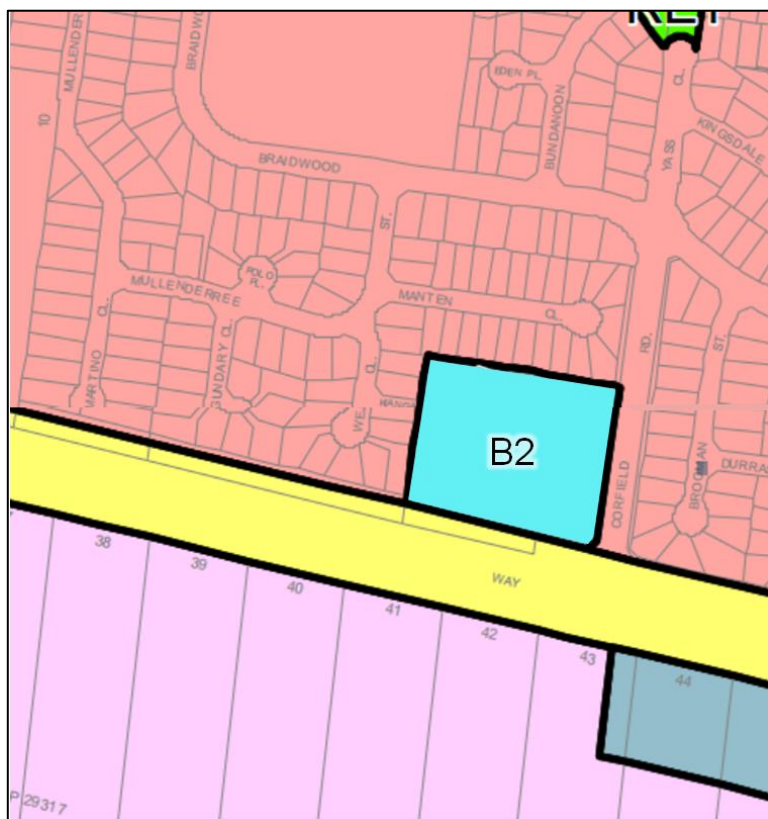
Section 3: Explanation of Provisions

3.1 Amendments

In accordance with the Standard Instrument LEP Order 2006, this Planning Proposal affects land at 1975-1985 Camden Valley Way, Prestons (being Lot 50, DP1082416 and Lot 1, DP661177) in respect of Draft Zone B2 Local Centre under *Liverpool Local Environmental Plan 2008*. The Planning Proposal seeks to:

1. Amend the current land use zoning from B6 – Enterprise Corridor to B2 – Local Centre in the land use zoning map and adopting the land use zone objectives and land use table identified in the Liverpool LEP 2008 for this zone.

Draft Amendment to Liverpool LEP 2008 Zoning Map- Proposed Zoning for 1975-1985 Camden Valley Way



Source: Legislation NSW and MacroPlan Dimasi

B2 - Local Centre Zone

1 Objectives of zone

- *To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area.*
- *To encourage employment opportunities in accessible locations.*
- *To maximise public transport patronage and encourage walking and cycling.*
- *To allow for residential and other accommodation while maintaining active retail, business or other non-residential uses at street level.*
- *To facilitate a high standard of urban design and a unique character that contributes to achieving a sense of place for the local community.*

2 Permitted without consent

Home-based child care; Home occupations

3 Permitted with consent

Boarding houses; Building identification signs; Business identification signs; Child care centres; Commercial premises; Community facilities; Depots; Educational establishments; Entertainment facilities; Environmental facilities; Flood mitigation works; Function centres; Helipads; Home businesses; Home industries; Hostels; Information and education facilities; Medical centres; Passenger transport facilities; Places of public worship; Public administration buildings; Recreation areas; Recreation facilities (indoor); Recreation facilities (outdoor); Registered clubs; Residential flat buildings; Respite day care centres; Restricted premises; Roads; Service stations; Shop top housing; Tourist and visitor accommodation; Vehicle repair stations; Veterinary hospitals

4 Prohibited

Any development not specified in item 2 or 3

Section 4: Justification

4.1 Analysis

This Planning Proposal and associated Economic Impact Assessment and other specialist consultants provide strategic advice in relevant matters including traffic, salinity, acoustic and contamination.

Prestons is situated to the immediate north of the South West Growth Centre (SWGEC) and is proximate to the future growth suburbs of Edmondson Park, Horningsea Park, Leppington, West Hoxton Park and Austral.

Prestons is highly accessible for a significant proportion of residents of metropolitan Sydney being located close to the M7 Motorway, the M5 Motorway and the Hume Highway. There is major employment node around this key intersection, as well as nearby Moorebank, and the remainder of the suburb is established residential housing. The site is serviced by frequent public buses.

Notwithstanding the site location, size and applicable development standards for height and floorspace ratio, the current zoning and associated floorspace cap poses significant limitations to the future potential use of the site for any single tenancy retail activity.

Current draft planning policy with respect to the nature and location of retail and commercial development and the role of activity centres in accommodating such development recognises that “the market is best placed to determine the need for development”.

4.2 Relationship to Strategic Planning Framework

The Planning Proposal seeks to contribute to regional and local strategic policies, in particular through job creation, maximising the use of urban land and promoting economic development and competition.

State Strategies and Policies

Integrating Land Use and Transport -The Right Place For Business And Services — Planning Policy

The assertion of this policy is that businesses and services which generate transport demand should be situated in locations that offer a choice of transport and encourage people to make fewer and shorter trips. The application of this policy to rezoning applications has been tested against this planning proposal.

The aims of 'the right place' policy are:

- *This policy aims to encourage a network of vibrant, accessible mixed use centres which are closely aligned with and accessible by public transport, walking and cycling.*
- *Responsive planning, consistent decision making and good design and management are needed to ensure that:*
 - *there are development opportunities in centres for businesses and services*
 - *community investment in infrastructure is protected*
 - *investor confidence in centres is maintained.*

The planning objectives of the policy are to:

- *locate trip-generating development which provides important services in places that:*
 - *help reduce reliance on cars and moderate the demand for car travel*
 - *encourage multi-purpose trips*
 - *encourage people to travel on public transport, walk or cycle*
 - *provide people with equitable and efficient access*
- *minimise dispersed trip-generating development that can only be accessed by cars*
- *ensure that a network of viable, mixed use centres closely aligned with the public transport system accommodates and creates opportunities for business growth and service delivery*
- *protect and maximise community investment in centres, and in transport infrastructure and facilities*

- *encourage continuing private and public investment in centres, and ensure that they are well designed, managed and maintained*
- *foster growth, competition, innovation and investment confidence in centres, especially in the retail and entertainment sectors, through consistent and responsive decision making.*

This proposal is traffic generating development and is served by public transport; with multiple frequent bus services passing the site daily. The site meets the suitability criteria of this policy for a number of reasons:

- The site is sufficiently large to accommodate new development with safe and appropriate access arrangements for vehicles.
- The site offers a choice of transport options, including public transport.
- The potential floorspace is justified by demand.
- The change of zoning will permit a variety of compatible shops and services to support future population growth and economic investment.
- The development will encourage multi - purpose trips by visitors.
- Net employment resulting from the proposed expansion is expected to be 170 jobs.
- A local centre zoning at the subject site will help establish a sense of community and place for local residents.

NSW Draft SEPP (Competition) 2010

The *Promoting Economic Growth and Competition through the Planning System* review resulted in the preparation of the NSW Draft State Environmental Planning Policy (SEPP) 2010. This was placed on public exhibition in August 2010.

The aims of the Draft SEPP (Competition) 2010 are:

- To promote economic growth and competition, and*
- To remove anti-competitive barriers in environmental planning and assessment.*

This proposal will support the aims of the SEPP (Competition) 2010.

Specifically the Draft SEPP outlines that the commercial viability and the proximity or the impact of commercial developments to other commercial development is not to be a consideration when determining a development application.

The Draft SEPP has not yet been finalised. Nonetheless, the Draft SEPP has not specifically been rejected or deferred by the Minister and is therefore still a relevant draft EPI for the purposes of development assessment considerations under Section 79C.

NSW Draft Activities Centres Policy

The NSW Draft Centres Policy is intended as a guideline and provides a planning framework for the development of new and existing retail and commercial centres in NSW.

This is based on six planning principles:

1. *Retail and commercial activity should be located in centres to ensure the most efficient use of transport and other infrastructure, proximity to labour markets and to improve the amenity and liveability of those centres.*
2. *The planning system should be flexible enough to enable centres to grow and new centres to form.*
3. *The market is best placed to determine the need for retail and commercial development. The role of the planning system is to regulate the location and scale of development to accommodate market demand.*
4. *The planning system should ensure that the supply of available floorspace always accommodates the market demand, to help facilitate new entrants into the market and promote competition.*
5. *The planning system should support a wide range of retail and commercial premises in all centres and should contribute to ensuring a competitive retail and commercial market.*
6. *Retail and commercial development should be well designed to ensure they contribute to the amenity, accessibility, urban context and sustainability of centres.*

The Draft Activity Centres Policy places emphasis on the need to ensure development is assessed on its merits, taking into consideration costs and benefits to economic, social and environmental conditions, and whether the scale and design of the development is in keeping with or will improve the character of the local area.

The draft policy identifies functional considerations including easy access, sufficient, well located parking and appropriate infrastructure and facilities for

delivery vehicles. This Planning Proposal will support a future development application for a full line supermarket and specialist retailing and services.

In advance of a future development application, this planning proposal has taken all of these matters into consideration and promotes a range of compatible uses and services that will benefit the area in terms of shopper convenience, reduced travel times, on-site parking and loading, local employment; integrated with public transport and close to current and future labour markets.

This planning proposal meets the principles of the Draft Activity Centres Policy as demonstrated in the accompanying Economic Impact Assessment.

Metropolitan and Regional Strategies and Policies

Metropolitan Plan for Sydney 2036

In 2010, the NSW Department of Planning and Infrastructure (DPI) released its Metropolitan Plan for Sydney (2036). This plan draws on the principles of the 2005 Metropolitan Strategy – City of Cities, the draft sub-regional strategies for metropolitan Sydney and the Metropolitan Transport Plan (2010).

The revised forecasts contained within this plan, compared with 2005, anticipate that Sydney's population will grow by 1.7 million, to reach 5.7 million by 2031, reflecting an increase of 400,000 persons from the expectations of the 2005 Strategy. To cater for this growth, the NSW DPI has recommended the following revised capacity targets:

- 770,000 new dwellings (previously 640,000)
- 760,000 new jobs (previously 500,000)
- 7 million sq.m of additional commercial floorspace (previously 6.8 million)
- 4 million sq.m of additional retail floorspace (previously 3.7 million)

This means an additional 9-10% of retail floorspace is expected to be accommodated across Sydney over the next 25 years than previously projected for the same period five years prior. This analysis highlights that planning should be sufficiently flexible to be able to absorb future growth in a ready manner.

South West Subregional Plan

This site is well suited to meet South West Draft Sub Regional Strategy objectives to concentrate retail activities near public transport.

Rezoning this site from B6 Enterprise Corridor to B2 Local Centre complements existing Strategic Centres identified in the South West Subregional Strategy 2007.

The site will help deliver the following objectives:

B1 Provide places and locations for all types of economic activity and employment in the Sydney region.

B4 Concentrate activities near public transport

B7 Recognise the role of enterprise corridors as locations for local employment.

Specifically, the B2 Local Centre zone will ensure a more flexible approach to economic growth and productivity.

In terms of employment and economic outcomes, retail is a major employment generator- accounting for the second largest proportion (10.5%) of employment in all industries in NSW (Industry and Investment NSW).

- *Food retailing has consistently been the biggest driver of growth in the NSW retailing industry. In 2009–10, food retailing turnover was valued at \$29.4 billion, representing 40 percent of the total value of all retail turnover in NSW.*
- *NSW's retail sector accounted for \$17.2 billion, or 5.2 percent of NSW's total industry value added in 2009–10. It is forecast to grow 22 percent over the next decade. ¹*

The centre at the subject site will create net additional employment for the Liverpool LGA thus contributing to meeting the employment target of 35,000 new

¹ Industry and Investment NSW

jobs between 2006 and 2031. Furthermore, these new jobs will be provided near new residential housing, providing existing and future residents with local employment options and convenient shopping facilities.

South West Growth Centre

The South West Growth Centre (SWGC) is one of two major growth centres identified for metropolitan Sydney and is expected to accommodate in excess of 100,000 new dwellings and more than 300,000 persons once fully developed.

The SWGC is divided into 18 precincts, of which 8 have been rezoned or released for more detailed precinct planning. Of particular note, the Edmondson Park precinct is situated across the road from the subject site. This precinct was rezoned in 2007 and is expected to accommodate up to 25,000 new residents once fully developed.

This precinct is intended to accommodate a sub-regional town centre, in the order of 20,000 sq.m to 25,000 sq.m. However this is expected to be developed over the next decade or so, and new residents in this precinct, as well as the northern parts of the SWGC, should be provided with convenience oriented retail facilities in-line within market demand.

A local centre zoning at the subject site will help establish a sense of community and place for local residents.

Local Strategies and Policies

Liverpool Retail Centres Strategy Review

The attached Economic Impact Assessment provides analysis and justification for this rezoning against the Liverpool Retail Centres Hierarchy Review (*retail review*); undertaken by Hill PDA in July 2012.

This retail review was prepared to inform the new Liverpool LEP (2012) and assessed the existing retail hierarchy in the Liverpool LGA; examined future retail demand expected across the LGA; and provided recommendations to manage the

future retail growth. Particular regard was given to several specific sites across the LGA including the subject site at Prestons; a proposed Woolworths supermarket at Casula; the proposed Costco at Crossroads; and several sites at Orange Grove.

Council considered this review at a meeting in November 2012 and resolved to consider a planning proposal to rezone the subject site from B6 Enterprise Corridor to B2 Local Centre. Council's resolution also confirms its approach to consider future planning proposals for retail and commercial opportunities on their merit, where supported by an Economic Impact Study.

In order to provide further clarity in support of this planning proposal, the attached Economic Impact Assessment provides a clear outline of the retail demand in the trade area for the proposed centre; a broader analysis of supermarket demand versus supply across a broader area of influence, including Casula, Prestons, Carnes Hill and Horningsea Park; and examines the likely trading impacts on the surrounding centres network – with specific regard given to the Prestons Small Village Centre.

Growing Liverpool 2021, Delivery Program 2011-2015 and Operational Plan 2011-2012

Liverpool's Community Strategic Plan and subsequent delivery programme particularly focuses on delivery of Council services in response to resident's aspirations. These principle documents provide a quadruple bottom line approach to measuring the delivery of Council Services against environmental, economic social and civic leadership principles.

A number of themes relevant to this planning proposal include:

- Promote an integrated and user friendly public transport service
- Support the delivery of a range of transport options
- Further develop a commercial centre that accommodates a variety of employment opportunities
- Deliver and maintain a range of transport related infrastructure such as footpaths, bus shelters and bikeways

- Enhance the environmental performance of buildings and homes
- Deliver a high quality local road system including provision and maintenance of infrastructure and management of traffic issues
- Facilitate economic development

4.3 Review of State Environmental Planning Policies

The Planning Proposal is consistent with all relevant State Environmental Planning Policies (SEPPs) as follows:

SEPP	Consistency
SEPP (Exempt and Complying Development Codes) 2008	The Planning Proposal does not recommend any amendments to Part 3, Schedule 2 or Schedule 3 of the LEP affecting exempt and complying development provisions.
SEPP (Infrastructure) 2007	The site triggers the controls relating to development fronting a classified road, as the site has frontage along Camden Valley Way. The determination of a development application must have regard for vehicular access to be provided on another road other than the classified road and that the operation, safety and efficiency of the classified road is not adversely affected. The Planning Proposal must have consideration for the future proposed intent of the site.
SEPP No. 33 – Hazardous and Offensive Development	SEPP No. 33 ensures the provision of hazardous and offensive development is subject to measures which reduce the impact of the development. All development for land uses consisting of hazardous or offensive industry (identified as heavy industries) is currently prohibited on the land. These uses shall continue to be prohibited in the proposed Zone B2 – Local Centre zone.
SEPP No. 55 – Remediation of Land	For the purposes of this Planning Proposal the site has undergone a preliminary contamination investigation.

4.5 Review of Relevant Section 117 Ministerial Directions

The Planning Proposal is consistent with all relevant Section 117 Ministerial Directions, as outlined in the table below. All other Section 117 Ministerial Directions are not applicable to this Planning Proposal.

Relevant Direction	Consistency
1. Employment and Resources	

1.1 Business and Industrial Zones	The Planning Proposal is assisting employment growth and development in suitable locations, supported by market demand. The site is strategically positioned along Camden Valley Way and is in close proximity to existing frequent bus services. The Planning Proposal does not undermine the amount of floorspace within business zones. The attached Economic Impact Assessment (EIA) provides detailed justification in relation to the objectives of this Section 117 Direction.
3. Housing, Infrastructure and Urban Development	
3.4 Integrating Land Use and Transport	The site is supported for a B2 – Local Centre zoning as future proposed population growth will occur in the surrounding areas. The site contains has good access to freight and private vehicles via Camden Valley Way. The site is also supported by numerous frequent nearby bus stops which provide connections throughout Liverpool.
5. Regional Planning	
5.8 Second Sydney Airport: Badgerys Creek	The Planning Proposal will not hinder the development of the second Sydney airport at Badgerys Creek.
6. Local Plan Making	
6.1 Approval and Referral Requirements	The Planning Proposal is consistent with this Section 117 Direction and does not impose any additional referral mechanisms.
6.3 Site Specific Provisions	This Section 117 Direction supports the Planning Proposal which discourages unnecessarily restrictive site specific planning controls. Liverpool LEP limits the size of bulky goods and retail premises development in B6 zones to 1,600m². This development control is not reflective of market demand. The clause also inhibits the feasibility of the site given its size (approximately 16,900m²), which would render a large proportion of the site being under-utilised.
7. Metropolitan Planning	
7.1 Implementation of the Metropolitan Plan for Sydney 2036	The Planning Proposal addresses many of the challenges facing Sydney, as outlined in Metropolitan Plan 2036. These include: • A growing population – increasing demand for services, retail, etc. • Ageing population – walkable access to services. • More jobs closer to home –providing jobs in locations that are close to existing and expected residential areas and are in close proximity to public transport services. • More sustainable Sydney – containing Sydney’s urban footprint.

Summary Net Benefits to the Community

Section 6 of the Economic Impact Assessment provides detailed consideration of impacts and net community benefit.

The assessment provides a rational view that retail developments usually result in some trading impacts on other retail facilities within or beyond the main trade

area. At the heart of considerations of trading impacts is whether any other centre or centres, as a whole, and not individual tenants or businesses, may be negatively impacted to the extent that their viability is in question, or the population served by such other centres could suffer some reductions in the level of service which they enjoy i.e. a net community dis-benefit.

Assessment of potential trading impacts shows that the proposed development will not affect the future viability of any centres, as it will have a very minor trading impact on most centres and moderate impacts only on three nearby centres.

It will not alter or impact the existing centres hierarchy, nor the role and function of future planned centres across the hierarchy, and those planned within the SWGC.

The projected impacts are normal competitive impacts that are to be expected in any dynamic environment. The magnitude of impacts, coupled with strong future market growth, indicate that the proposed centre is an appropriate addition to the local market. Furthermore, such impacts should be considered in conjunction with the economic benefits that convenience retail development at the subject site will also generate.

The Economic Impact Assessment demonstrates a number of benefits, including improved shopping choice, more competitive (i.e. lower) pricing and reduced private vehicle trip distances. Other benefits include employment that is created during the construction of the project as well as substantial on-going employment created on site, which will also lead to additional flow-on, or multiplier induced impacts through the broader Sydney and NSW economy.

Net employment resulting from the proposed expansion is expected to be 170 net jobs. Based upon the ABS employment multiplier for the retail industry we estimate this would also lead to a further 68 multiplier induced jobs.

The proposed expansion will therefore result in a significant stimulus to the local economy and its employment base.

Section 5: Community Consultation

The extent of statutory community consultation in relation to the planning proposal will be dependent on the prescribed exhibition period to be specified in the gateway determination.

According to NSW guidelines, the consultation period for planning proposal is tailored dependent on whether the proposal is low impact or otherwise.

Low impact planning proposal means a planning proposal that, in the opinion of the person making the gateway determination is:

Low Impact Planning Proposal	✓ or X
1. consistent with the pattern of surrounding land use zones and/or land uses.	✓
2. consistent with the strategic planning framework.	✓
3. presents no issues with regard to infrastructure servicing	✓
4. is not a principal LEP, and	✓
5. does not reclassify public land .	✓

The B2 Zone will permit land uses that are reasonably and logically harmonious with adjoining uses. The proposal is consistent with the objectives of the South West Sub Regional Strategy 2007, relevant S.117 Ministerial Directions, Council's Community Strategic Plan and State Environmental Planning Policies.

It is anticipated that this planning proposal will be considered low impact requiring a 14 day exhibition period. Public exhibition of the planning proposal will be notified by the Relevant Planning Authority; being Liverpool City Council.

Various studies have been provided to demonstrate the proposal is consistent with the above criteria, therefore it is not expected any further investigations will be necessary. However, should the gateway determination require further studies to be undertaken, these could be commissioned in the lead up to public consultation.

Section 6: Conclusion

This Planning Proposal has been prepared in accordance with the NSW "A Guide to Preparing Local Environmental Plans" and "A Guide to Preparing Planning Proposals".

Overall, this Planning Proposal supports the rezoning of land at 1975-1985 from B6 – Enterprise Corridor to B2 – Local Centre in response to a resolution by Liverpool City Council resolution. Specifically, if approved through the NSW LEP gateway, this planning proposal will facilitate the provision of a full line supermarket at the site in addition to smaller specialty tenants that deliver a wide range of local services and convenience retailing options to meet current and future market demand.

The planning proposal is supported by the following key findings, which addresses current retail policy on locating business and services:

- The site is sufficiently large to accommodate new development with safe and appropriate access arrangements for vehicles.
- The site offers a choice of transport options, including public transport.
- The potential floorspace is justified by demand.
- The change of zoning will permit a variety of compatible shops and services to support future population growth and economic investment.
- The development will encourage multi - purpose trips by visitors.
- Net employment resulting from the proposed expansion is expected to be 170 jobs.
- A local centre zoning at the subject site will help establish a sense of community and place for local residents.

The extent of community consultation is dependent on a NSW gateway determination.

The land owner has given support to this Planning Proposal. It is duly presented for Council's formal consideration.

Appendix 1:

See all appendices enclosed by separate attachment:

- Economic Impact Assessment
- Site Plan (Lot and DP)
- Preliminary Concept Plan
- Traffic Study
- Preliminary Contamination Study
- Acoustic Study
- Salinity Assessment
- Council Resolution: Liverpool Retail Centres Hierarchy Review

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