



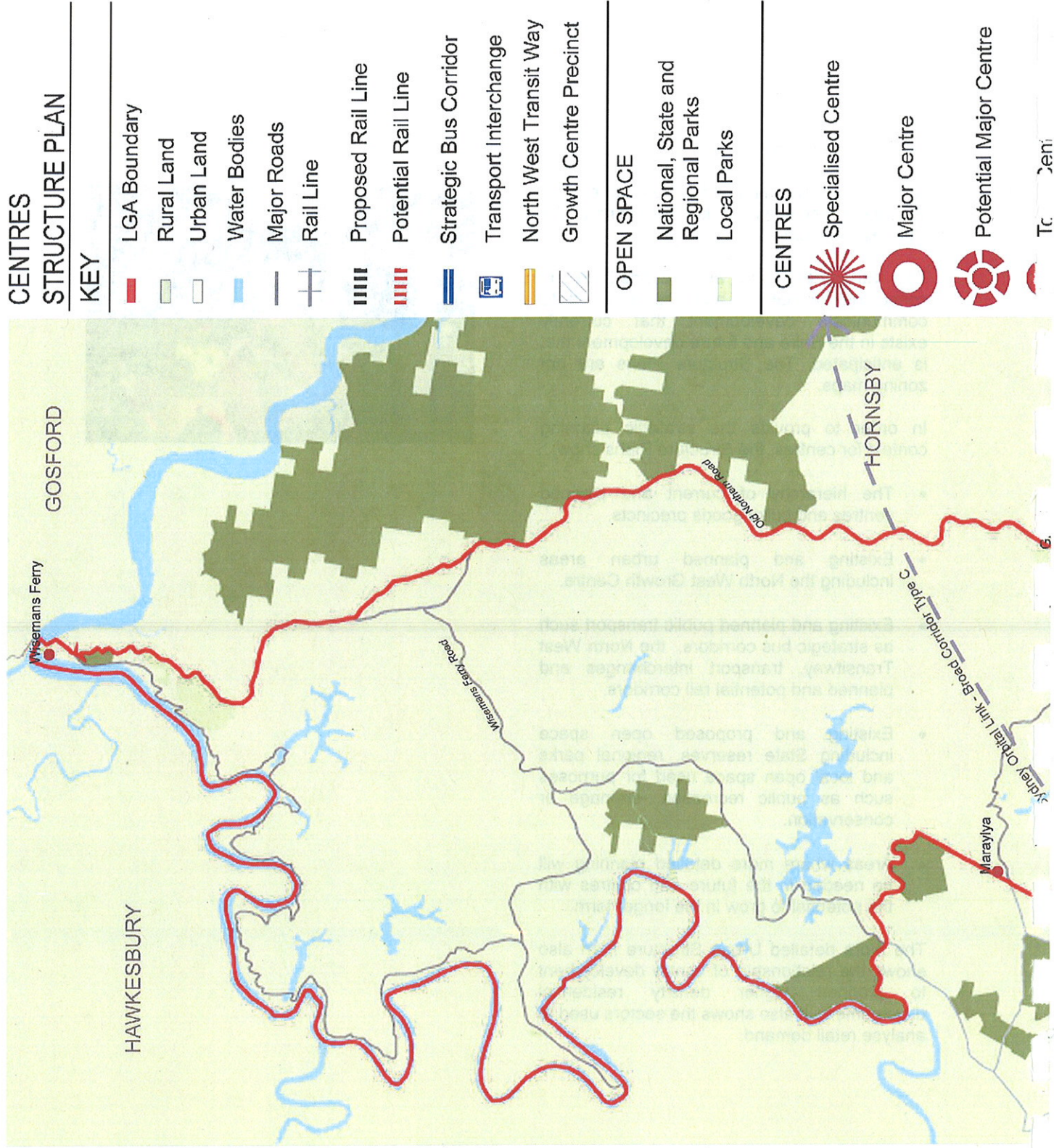
Castle Hill



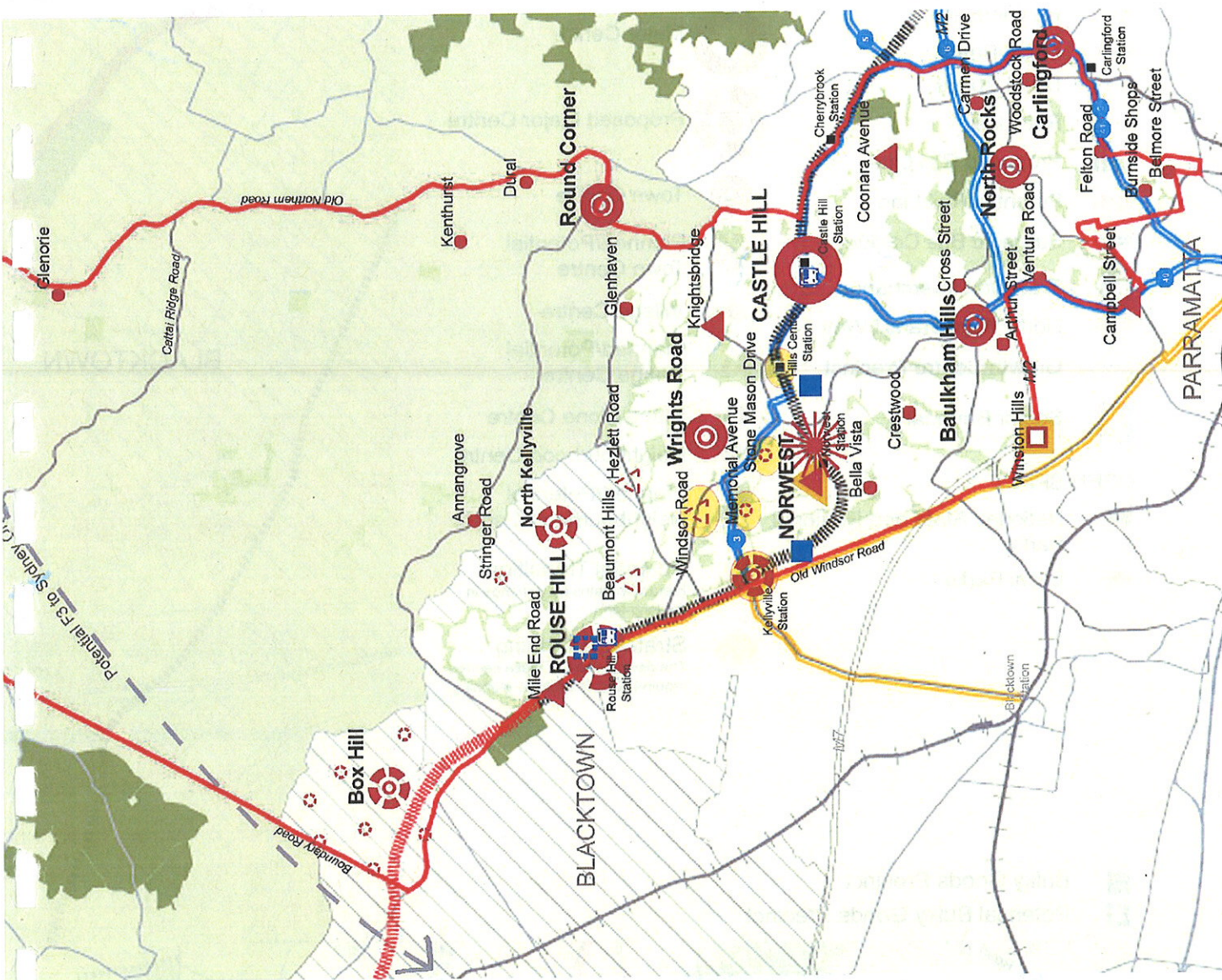
Arthur Street



Round Corner



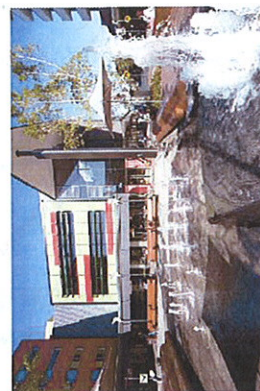
-  Town Centre
 -  Planned/Potential Town Centre
 -  Village Centre
 -  Planned/Potential Village Centre
 -  Stand Alone Centre
 -  Neighbourhood/Rural Centre
 -  Planned/Potential Neighbourhood
 -  Bulky Goods Precinct
 -  Potential Bulky Goods Precinct
 -  Potential Transition
 -  Strategic Planning
- The development of these centres requires further strategic planning



Coonara Avenue



Glenorie



Rouse Hill

CENTRES URBAN STRUCTURE PLAN

KEY

-  LGA Boundary
-  Rural Land
-  Urban Land
-  Higher Density Residential
-  Major Roads
-  Local Roads
-  Rail Line
-  Proposed Rail Line
-  Potential Rail Line
-  Strategic Bus Corridor
-  Transport Interchange
-  North West Transit Way
-  Growth Centre Precinct
-  Sector Boundary

OPEN SPACE

-  National, State and Regional Parks
-  Local Parks

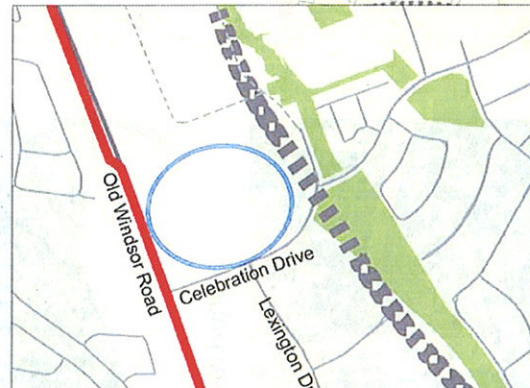
CENTRES

-  Specialised Centre
-  Major Centre
-  Proposed Major Centre
-  Town Centre
-  Planned/Potential Town Centre
-  Village Centre
-  Planned/Potential Village Centre
-  Stand Alone Centre
-  Neighbourhood Centre
-  Planned/Potential Neighbourhood Centre
-  Potential Transition
Hierarchy status may change in the long-term
-  Strategic Planning
The development of these centres requires further strategic planning.

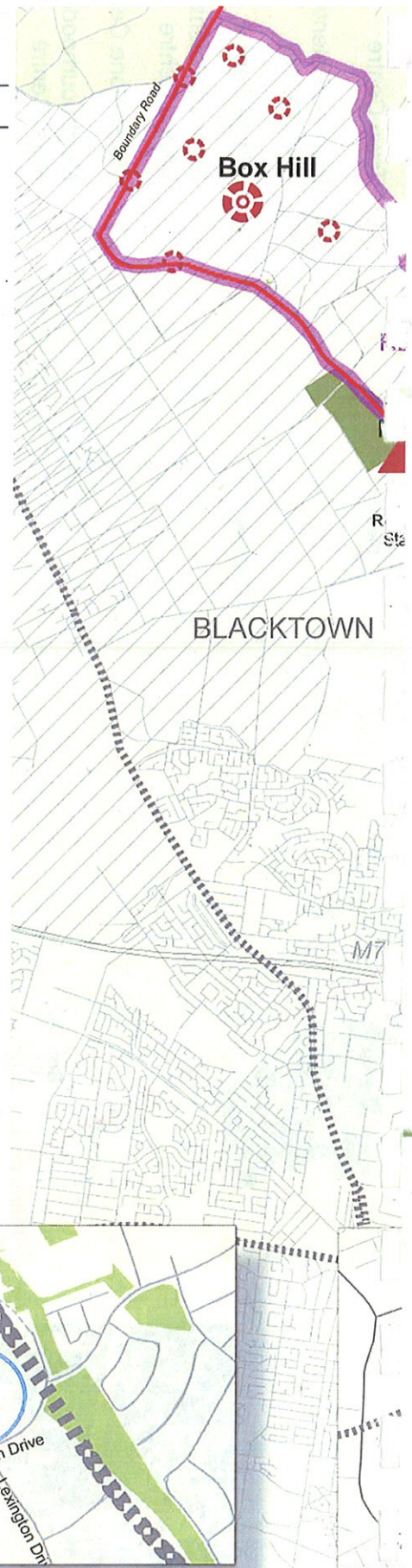
-  Bulky Goods Precinct
-  Potential Bulky Goods Precinct

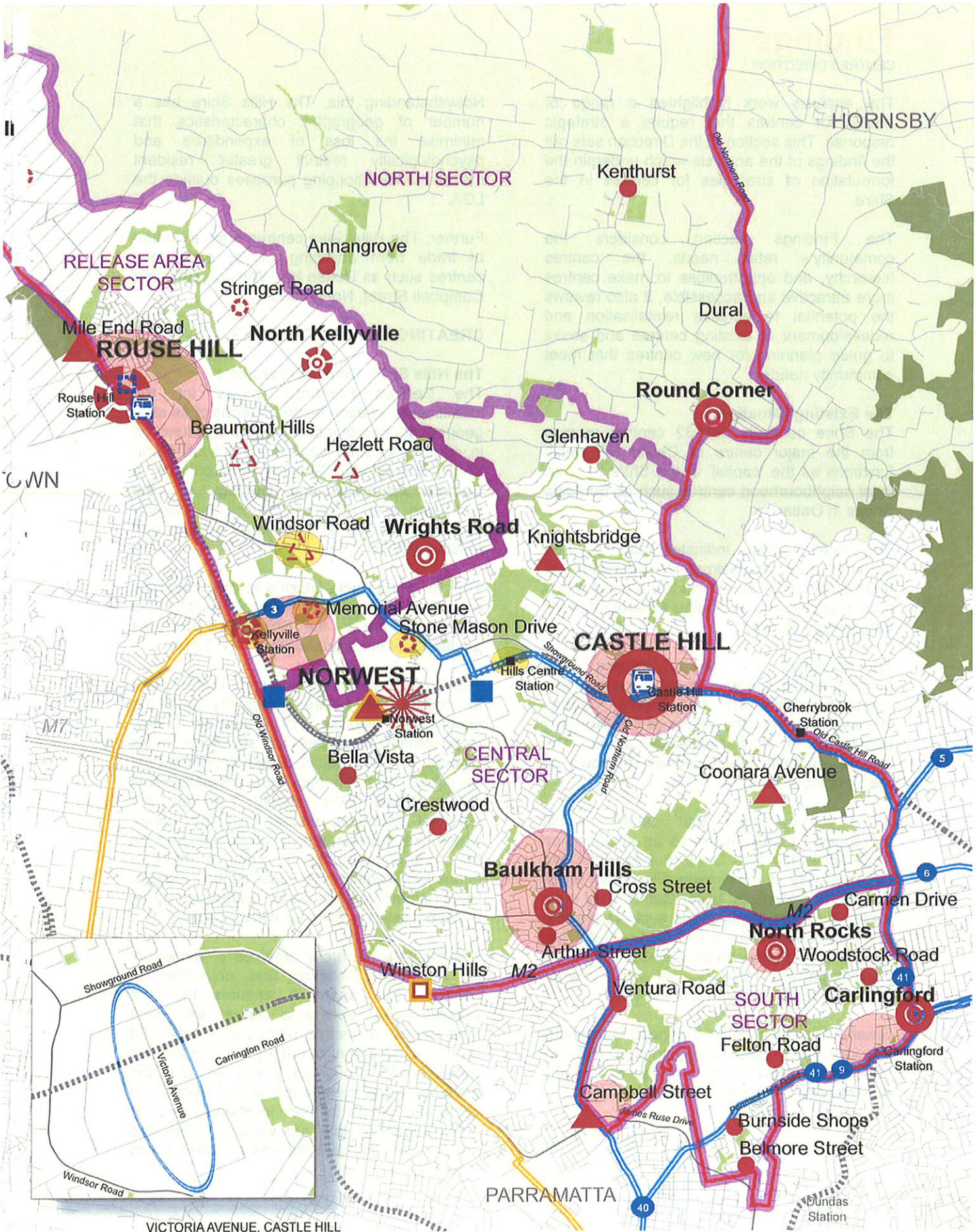


COMMERCIAL ROAD, ROUSE HILL (POTENTIAL)



CELEBRATION DRIVE, BELLA VISTA





Findings

CENTRES DIRECTION

The analysis work highlighted a range of issues for centres that require a strategic response. This section of the Direction sets out the findings of the analysis which underpin the formulation of strategies for centres in the Shire.

The Findings section considers the community's retail needs, the centres hierarchy, and opportunities to make centres more attractive and accessible. It also reviews the potential to achieve revitalisation and redevelopment of existing centres and seeks to guide planning for new centres that meet community needs.

The Existing Situation

The Shire currently has 32 centres ranging from the major centre of Castle Hill which functions as the 'capital' of the Shire to small local neighbourhood centres such as Burnside Shops in Oatlands.

The Retail Analysis indicated that the Shire currently has approximately 451,000m² of retail floorspace. This includes around 1,360 retail premises, incorporating 42 supermarkets and grocery stores.

An additional 15 centres ranging from neighbourhood centres to town centres are identified within the Hills Shire Centres Hierarchy to meet the needs of the incoming population in new residential areas. The location of these future centres is shown on the Structure Plans.

It is acknowledged that centres within surrounding LGAs may have an influence on trade within the Hills Shire. For example, the Regional City of Parramatta, Blacktown Major Centre, and Hornsby Major Centre may draw trade for higher order goods such as clothing and department store items. Carlingford Town Centre is split between the LGAs of The Hills, Parramatta and Hornsby, with only a small portion of retail located within the Hills.

Smaller centres such as Stanhope Gardens in Blacktown LGA and Cherrybrook in Hornsby LGA may draw trade for specialty and supermarket shopping.

Notwithstanding this, The Hills Shire has a number of geographic characteristics that minimise the loss of expenditure and psychologically restrict greater resident movement for shopping purposes outside the LGA.

Further, The Hills Shire centres draw a portion of trade from adjoining LGAs, particularly centres such as Rouse Hill, Winston Hills and Campbell Street, Northmead.

CREATING VIBRANT CENTRES

The Hills Shire Centres Hierarchy

The Centres Hierarchy allows for the identification of each centre in terms of its size, geographic area of influence, role and function in relation to other centres. The Draft North West Subregional Strategy incorporates a Centres Hierarchy and typology for the subregion and requires Council to classify centres according to their size, location and function (NWB1.1.1).

The following table illustrates the hierarchy and desired typology of each centre and planned centre in the Shire, and provides guidance for the preparation of LEP 2010.

The Retail Analysis recommends that in order to protect the centres hierarchy and the economic viability of centres, new development proposals for significant retail tenants, or bulky goods developments should be subject to Economic Impact Assessments (EIA). These EIAs should consider the potential economic impacts on the centre where the development is proposed, and on the centres hierarchy, in order to maintain economic sustainability and centre viability. Development controls will be drafted to require the submission of EIAs for such proposals.

The Centres Hierarchy provides a framework for the scale, location and objectives of centres. This approach ensures that the population has access to centres that meet their needs. A centres hierarchy is important for the achievement of orderly and sustainable development throughout the Shire, and the development of centres that are appropriate in scale and design for their location. It aims to achieve centres that are vibrant, viable and diverse, with minimal impacts on surrounding land uses.

CENTRE TYPE	NAME	TPOLOGY	LEP OBJECTIVES / ZONE CRITERIA
Specialised Centre 	Norwest	Landsaped Business Park. Access to major transport infrastructure, road, future rail Large office floorplates, commercial built form Technology based business and industry Higher density and variety of housing High amenity restaurants, recreation facilities, child care centres, parkland.	Promote the specialised technology based employment role of the centre. Mix of employment, commercial and industrial uses is appropriate. Facilities and services should meet the day to day needs of workers in the centre. Minimum lot size and FSR should reflect commercial built form. Height to reflect suburban locality. Densities should be greater near to transport hubs. Locate all retail activities (including bulky goods premises) in a separate and appropriate business zone.
Major Centre 	Castle Hill	Transport interchange Taller commercial built form i.e.8 or more storeys Higher order retail and destination shopping Higher density and variety of housing. Community services and facilities including Police Station, Government offices, Council Chambers, major library. Strong pedestrian activity day and night. Entertainment including restaurants, cinemas.	Encourage a mix of business, retail, residential and community uses within the core of the centre. Height and FSR to reflect centres role as a primary retail and commercial centre within the Shire by a taller, commercial built form. Land uses to include a broad range of retail, commercial, entertainment and community facilities.
Proposed Major Centre 	Rouse Hill (transitioning)	Transport interchange Taller commercial built form i.e.8 or more storeys Higher order retail and destination shopping Higher density and variety of housing i.e. seniors living, affordable housing Community services, facilities, and Government services, major library Strong pedestrian activity	Encourage a mix of business, retail, residential and community uses within the core of the centre. Height and FSR to reflect centres role as a primary retail and commercial centre within the Shire by a taller, commercial built form. Land uses to include a broad range of retail, commercial, entertainment and community facilities

CENTRE TYPE	NAME	TYPOLOGY	LEP OBJECTIVES / ZONE CRITERIA
		day and night. Entertainment including restaurants, cinemas.	
Town Centre 	• Baulkham Hills • Box Hill (potential) • Carlingford • North Rocks • North Kellyville (planned) • Round Corner • Wrights Road • Kellyville Station, Balmoral Road Release Area Transit Centre (potential)	Local transport node Local scale built form with civic amenity Retail meets weekly shopping needs Medium and higher density housing including seniors living, affordable housing Services and facilities include Council library branch, banks, post office, private recreation (e.g. gym), community centre. Pedestrian accessible and convenient car parking Schools, medical practitioners within vicinity of centre	Provide a range of retail, business and commercial uses to serve the needs of residents, workers and visitors. Provide for the weekly shopping needs of the community. Provide civic spaces for community interaction. Height and FSR to reflect the scale of surrounding residential development. Focus on a broad diversity of retail and commercial land uses, as well as community facilities. Community facilities and social support services such as medical facilities to reinforce the role of town centres. Encourage pedestrian and cycling links to surrounding residential areas.
Village 	• Beaumont Hills (planned) • Campbell Street, Northmead • Coonara Avenue, West Pennant Hills • Hezlett Road, Kellyville (planned) • Knightsbridge, Castle Hill • Mile End Road, Rouse Hill • Norwest (Marketown) • Windsor Road, Kellyville (planned transition)	Local bus stop Low scale built form Retail serves local residents' weekly shopping needs Medium density housing such as town houses Services and facilities may include child care centre, public open space, health care, ATM Schools, private recreation within vicinity of centre	To provide a range of retail and other uses to meet the weekly convenience shopping needs of residents. Appropriate mix of retail uses. Height and FSR to be of a scale in keeping with surrounding residential character. The village centre environment should be easily walkable, located close to dwellings, and accessible by public transport.
Stand Alone Centre 	• Winston Hills	Local bus stop Internalised centre layout and design Retail serves local residents' weekly shopping needs	Provide a range of retail, business and commercial uses to serve the residents weekly shopping needs. Height and FSR to reflect character of surrounding residential area. Permit a range of retail and associated uses.
Neighbourhood Centre 	• Arthur Street, Baulkham Hills • Stone Mason Drive, Kellyville (planned) • Bella Vista	Local bus stop Low scale strip retailing. Retail meets daily needs on a small scale. Medium	Ensure a range of small shops that meet daily convenience needs, personal services and community uses are provided.

CENTRE TYPE	NAME	TYPOLGY	LEP OBJECTIVES / ZONE CRITERIA
	• Belmore Street, Oatlands • Box Hill (7 potential centres) • Burnside, North Parramatta • Carmen Drive, Carlingford • Crestwood • Cross Street, Baulkham Hills • Felton Road, Carlingford • Glenhaven • Memorial Avenue, Kellyville (planned) • Stringer Road, Kellyville (planned) • Ventura Road, Northmead • Woodstock Road, Carlingford	to large supermarkets are not appropriate Low density residential development Services include post box, public phone, public open space Child care centre, primary school, general practitioner, community centre/facility within vicinity of centre	Permit neighbourhood shops and shop top housing. Supporting uses in adjoining zones might include schools, child care centres, health care premises and community facilities. Height and FSR to be appropriate to the surrounding residential character.
Rural Centre 	• Annangrove • Glenorie • Kenthurst • Maraylya • Dural • Wisemans Ferry	Regional road Low density rural – residential development Services may include a public phone, service station and convenience store Public open space, community centre, general practitioner, schools within vicinity of centre	Provide for retailing and services that are associated with a rural village or centre. Provide civic spaces for community interaction. Appropriate diversity of small-scale retail uses to meet the daily needs of the local rural community. Height and FSR of development to be in keeping with surrounding rural and rural residential character.
BULKY GOODS PRECINCT 	• Castle Hill • Norwest • Commercial Road, Rouse Hill (potential)	Accessible to regional road network and public transport. Site access via the local road network. Clustering of like uses, located close to centres. Conveniently located and well connected to surrounding land uses. High quality built form with large floor areas, accessible customer parking and loading facilities. Small scale services i.e. cafes as ancillary. Pedestrian access between buildings is desirable.	Provide suitable locations to address demand for bulky goods Height and FSR of development to be suitable for bulky goods uses Bulky goods retailing, takeaway food premises, and restaurants are suitable uses. General retailing to be prohibited.

Figure 4: The Hills Shire Centres Typology and Hierarchy

Transitioning Centres

Windsor Road, Kellyville and Rouse Hill are two centres that are currently transitioning to higher order centres.

Rouse Hill has in the order of 63,610m² of retail floorspace, incorporating a wide range of retail offer including two supermarkets and two discount department stores, as well as restaurants, cinemas, a library and community facility and public domain space. However, in order to become a true major centre, other supporting infrastructure and services need to be provided, particularly commercial development and government services. The employment capacity target identified in the Draft North West Subregional Strategy for Rouse Hill is 9,000 people. In this regard, there is approximately 9.9 hectares of zoned vacant business land in the Rouse Hill Major Centre.

The Windsor Road, Kellyville centre has a retail floorspace of around 2,130m² which incorporates a small supermarket, a range of specialty shops and some commercial floorspace (Hill PDA, 2008). In order to accommodate this centre's transition to a village, issues such as the provision of a supermarket and additional specialty retail, pedestrian accessibility from within the Balmoral Road Release Area and fragmented ownership need to be considered. To assist the transitioning of this centre and to provide an incentive for redevelopment (particularly of the southern portion of the centre), a masterplan will be prepared to guide development.

Bulky Goods Retailing

Bulky goods stores sell a variety of household appliances, furniture, outdoor / camping supplies, furnishings and homewares, and floor and window coverings. Within The Hills Shire, concentrations of bulky goods premises are located within:

- Homemaker – style centres in the Castle Hill light industrial area (Victoria Avenue); and
- Norwest Business Park (Celebration Drive).

These precincts have been identified due to their current function, their highly visible locations, and accessibility for shoppers.

The Retail Analysis suggests that a competitive bulky goods cluster has the potential to adversely affect the economic

viability of nearby traditional centres. Bulky goods clusters generally seek the large, more affordable sites within industrial areas, which provides an economic advantage over retailers within centres. This trend can affect the availability of low cost land for price sensitive urban support uses, for example auto repairs. The location of big outlets also increases private transport trips away from public transport routes.

In accordance with the Draft North West Subregional Strategy (NWB4.1.2), it is important that out-of-centre retail areas complement, rather than compete with centres. There are a number of advantages to co-locating bulky goods retailing within centres. Advantages include greater shopper convenience and potential for a higher level of amenity, reduced duplication of activities such as food premises, and improving the attractiveness and vitality of a centre by providing a better range of goods and services.

The Metropolitan Strategy (action B4.1.2) requires that retailing in industrial areas be limited to those uses which are ancillary to industrial uses or that have operating requirements or demonstrable off site impacts similar to industrial uses (eg: building and hardware, plumbing, nurseries etc). The Draft North West Subregional Strategy action NWB4.1.3 indicates that business development zones should be considered for existing or emerging regional bulky goods outlet clusters which are to be located adjacent to or linked to those identified Strategic centres that would benefit from supporting activity in the zone.

The existing bulky goods uses within the Castle Hill light industrial area and Norwest Business Park (Celebration Drive) form precincts and should be identified by a specific zoning.

The Standard Template defines bulky goods premises as: *"a building or place used primarily for the sale by retail, wholesale or auction of (or for the hire or display of) bulky goods, being goods that are of such size or weight as to require:*

- (a) a large area for handling, display or storage, or*
- (b) direct vehicular access to the site of the building or place by members of the public for the purpose of loading or*

unloading such goods into or from their vehicles after purchase or hire,

but does not include a building or place used for the sale of foodstuffs or clothing unless their sale is ancillary to the sale or hire or display of bulky goods."

The Centres Hierarchy refers to the bulky goods precincts that are located in the Castle Hill industrial area and the Norwest Business Park. A potential bulky goods precinct in Commercial Road, Rouse Hill has also been identified, following the lodgement of a rezoning application in January 2009. A specific zone such as the 'B5 Business Development' zone should be applied for these clusters of bulky goods uses. An objective of this zone should be to provide suitable locations to address demand for bulky goods.

Land and uses within the 'B5 Business Development' zone should be characterised by features as set out in Figure 4 'The Hills Shire Centres Typology and Hierarchy'.

The requirements of Section 117 Direction 3.4 'Integrating Land Use and Transport' should be considered in the zoning of land for business purposes.

The Retail Analysis identified the demand for an additional 81,000m² of bulky goods floorspace to meet the Shire's needs to 2031. Consideration of additional floorspace should be based on the identified demand and be contained within bulky goods precincts. A wider distribution of such precincts may be desirable with potential locations to consider the typology.

In determining the location of future bulky goods precincts, the following criteria should be considered:

- Opportunities to locate in an area that supports a major centre such as Castle Hill or Rouse Hill;
- The provision of public infrastructure including roads and public transport, and pedestrian and cycling paths;
- Convenient and well connected to surrounding land uses including residential areas and nearby centres;
- Traffic generation and accessibility. Site access is to be via the local road network (no direct access to properties from Classified Roads), to avoid disruption to traffic flows;
- Compatibility with surrounding land uses and potential implications such as loss of amenity and changes to the public domain;
- Implications on the supply and affordability of employment and residential land; and
- Development proposals for bulky goods developments should be accompanied by Economic Impact Assessments.



Bulky goods premises in the Castle Hill light industrial area

Meeting Retail Needs

A vibrant centre is one which meets the needs of the community which it supports, particularly the retail needs. It is important that adequate retail floorspace is provided to meet demand.

The anticipated population growth forecast for the Shire by 2031, household characteristics and changes in retailing will result in a significant growth in demand for retail floorspace. Demand is also generated by employees travelling into an area to work and visitors to an area for social and recreational activities.

Population Growth

The Hills Shire is expected to receive a significant increase in population by 2031. The Draft North West Subregional Strategy sets a target for the Hills Shire to contribute an additional 36,000 dwellings by 2031, equating to approximately 100,000 more people.

Of this target, 14,500 dwellings are to be located in the North West Growth Centre Precincts of North Kellyville and Box Hill. A further 21,500 dwellings are to be located in the existing urban area and other release areas such as the Kellyville/Rouse Hill and Balmoral Road release areas (refer Figure 5). Increased densities within existing urban areas will also generate new demand for shopping and entertainment facilities. Further details on dwelling growth are provided in the Residential Direction.

LOCATION	ESTIMATE	TARGET
Established and Release Areas	21,425	21,500
Established Areas	11,100	
Carlingford	3,476	
North Rocks	283	
Northmead	770	
Baulkham Hills	3,338	
Castle Hill	2,755	
Bella Vista, Glenhaven, West Pennant Hills	478	
Release Areas	10,325	
Kellyville/Rouse Hill Release Area	4,700	
Balmoral Road Release Area	5,625	
North West Growth Centre	14,500	14,500
North Kellyville	4,500	
Box Hill	10,000	
TOTAL	35,925	36,000

Note:
Under the North West Subregional Strategy any new dwelling from June 2004 will contribute to meeting the target dwellings.

Figure 5 Baulkham Hills Shire Dwelling Target, Source: Baulkham Hills Shire Council, Residential Direction June 2008, pp.37.

Household Characteristics

The profile or character of the Shire's households will also influence how much expenditure is available to contribute towards retail spending and therefore demand for floorspace. The 2006 Census identified the following key household characteristics for the Hills Shire:

- It is a relatively affluent community with a median weekly household income of \$1,732 compared to \$1,154 for the Sydney Statistical Division.
- The Shire has a high rate of home ownership, with around 80% of homes owned or being purchased.
- The Shire has a high proportion of households with children (60%).
- A high proportion of the Shire's population are within the labour force with a significantly higher proportion of the Shire's labour force employed as professionals and managers (43%) compared to the Sydney Statistical Division (36.9%).
- The Shire has a comparably low unemployment rate of 3.2% compared to 5.3% for the Sydney Statistical Division.

These characteristics highlight the established family based community in the Shire. The relative affluence facilitates home ownership and significantly greater median household weekly income. The high proportion of households with children increases demand for grocery and other retail items. A higher proportion of labour force participation also indicates a number of households with dual income. Together these characteristics enhance the degree of retail expenditure generated within the Shire and the ability of residents to spend.

Retail Trends

Retail trends are outlined earlier in the Trends Section. Trends that will have a particular influence on this Shire include bulky goods retailing, and the growth in convenience shopping. The absence of natural features such as a beach that act as a recreation destination has also influenced the changing nature of shopping in the Hills Shire to be more experiential, multi-purpose and entertainment based rather than pragmatic.

The Retail Analysis suggests that there will be demand for an additional 346,000m² of retail floorspace by 2031. This could be accommodated by:

- 60,500m² of supermarket retail space
- 55,000m² of department store space
- 81,000m² of bulky goods space
- 143,000m² of specialty retail space



Rate of Development

The extent of residential development and the rate at which development will occur are the two key factors that drive the floorspace demand and its timing. The rate of residential development for the Shire has been estimated based upon a number of assumptions. For the Growth Centre precincts of North Kellyville and Box Hill, the take up rates are based upon the planned rollout for North Kellyville precinct. The commencement of development in Box Hill however, ultimately depends on the timing of delivery of services. It is also expected that the Box Hill target of 32,000 additional population will not be realised within the 2031 timeframe.

For Balmoral Road Release Area, the rate of development has been based upon Metropolitan Development Program estimates, consistent with contributions planning for this area. For remaining areas, consideration has been given to planning underway, the extent of remaining development opportunities and proposed infrastructure proposals such as a rail line. Any change in such factors together with changes in economic trends or market conditions will obviously influence the timing of residential take up rates.

Based on the estimated rate of development as shown in Figure 6, the Retail Analysis has determined that additional retail floorspace will be needed to meet future demand.

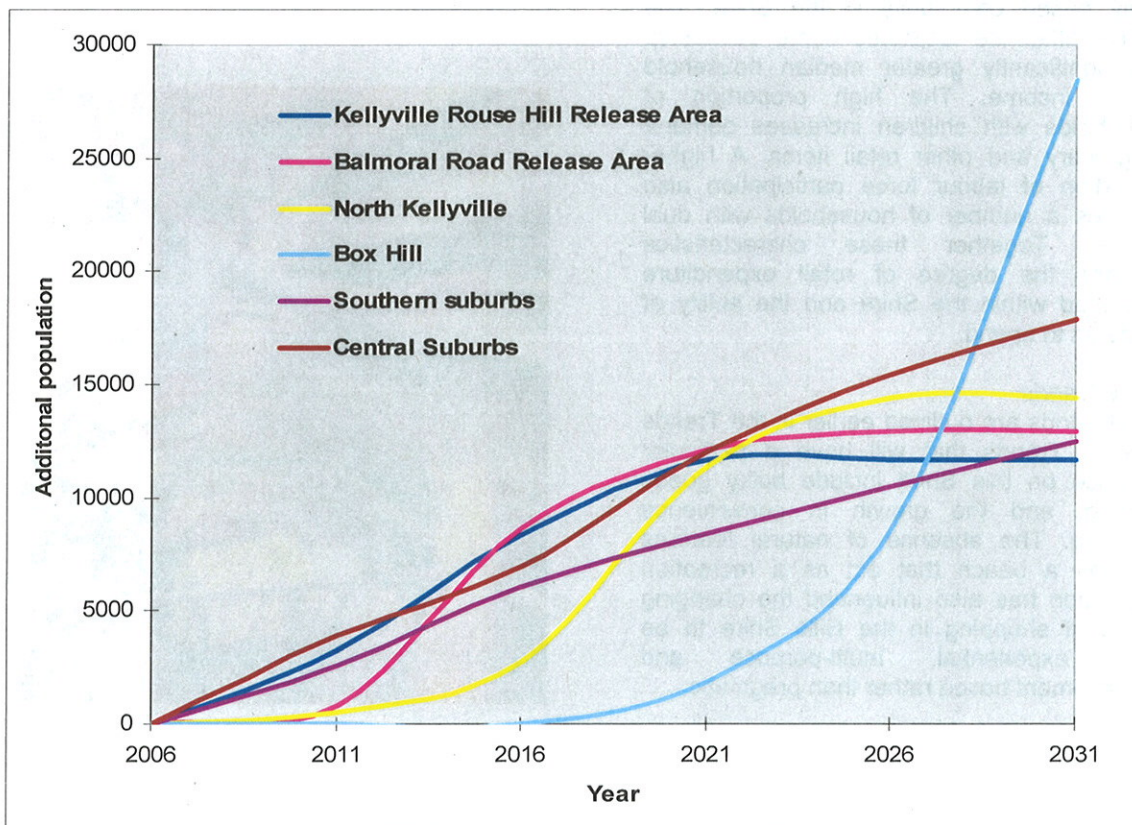


Figure 6 Estimated Rate of Residential Development for the Shire.
Source: The Hills Shire Council 2008

To assist with identifying where additional retail floorspace will be required, four geographic sectors have been identified. These include:

North Sector: Includes the rural areas of the Shire, shown as rural land on the Structure Plan (i.e. land north of the Box Hill and North Kellyville release areas and to the north of Glenhaven).

South Sector: Includes those suburbs located south of the M2 Motorway, including Northmead, North Rocks, Carlingford, Oatlands, North Parramatta and Winston Hills.

Central Sector: Includes land within the suburbs of Bella Vista, Baulkham Hills, Castle Hill, West Pennant Hills and Glenhaven.

Release Area Sector: Includes land within the Box Hill, North Kellyville, Balmoral Road and Rouse Hill / Kellyville release areas which incorporates the suburbs of Box Hill, Rouse Hill, Beaumont Hills and Kellyville.

The boundaries of these sectors is shown on the Urban Structure Plan.

Sector and Retail Stores	2006	2016	2021	2031	Total
North					
Large supermarket	0	0	0	0	0
Small supermarket	0	0	0	0	0
Department / Discount Department store	0	0	0	0	0
Specialty retail	47	+8	+5	+10	70
South					
Large supermarket	0	0	0	0	0
Small supermarket	0	0	0	+1	1
Department / Discount Department store	0	0	0	0	0
Specialty retail	59	+71	+28	+54	212
Central					
Large supermarket	3	+1	+1	+2	7
Small supermarket	0	+1	+1	0	2
Department / Discount Department store	1	+1	+1	+1	4
Specialty retail	133	+201	+113	+182	629
Release Area					
Large supermarket	0	+2	+1	+3	6
Small supermarket	0	0	+1	0	1
Department / Discount Department store	1	+1	0	+1	3
Specialty retail	76	+50	+140	+252	518

Note: In calculating supermarket demand, the floorspace was first assigned to large supermarkets, with the remainder being assigned to small supermarkets. Floorspace estimates are based on the following areas - large supermarket: 4,500m²; smaller supermarkets: 1,000m²; discount department stores: 7,000m²; and specialty retail: 100m².

Figure 7 Retail Floorspace Demand to 2031 Source: Adapted from Baulkham Hills Retail Floorspace and Demand Analysis 2008

Figure 7 provides a guide to anticipated retail floor space type and demand. It is acknowledged that different combinations of floor space and type of retail outlets may occur due to market demand and changing trends. For example, an identified demand for 1 large supermarket within a sector could be addressed instead by the provision of 2 medium supermarkets.

- In the Northern Sector, an additional 70 specialty retail shops will be required by 2031.

- In the Southern Sector, an additional 212 specialty shops and one small supermarket will be required by 2031.
- In the Central Sector, an additional 7 large supermarkets and 2 small supermarkets will be required by 2031, as well as 4 department / discount department stores and 629 specialty retail shops.
- In the Release Area Sector, an additional 6 large supermarkets, 1 small supermarket, 3 department / discount department stores and 518 specialty stores will be required by 2031.

Undersupply

The Retail Analysis indicated that there are currently some sectors which had a deficiency within some retail categories. For example, as shown in Figure 7 there is current demand for an additional discount department store in the Release Area Sector, and the Central Sector requires 3 large supermarkets, a department / discount department store and additional specialty retail stores.

The high demand for additional retail is primarily focused within the centres of Baulkham Hills and Castle Hill which are centrally located for the majority of the LGA's population.

The strength of retail offer in these centres (particularly the two department stores in Castle Hill) draws shoppers from a wide catchment area. The high demand can also be attributed to the growing size and affluence of the resident and employee population and the increasing demand for retail goods and services.

There is a need to encourage developers to address the current undersupply of specific retail types. Strategies may include providing advice on the current identified retail needs in the various sectors and information on shopping trends and demographics to encourage a suitable retail mix in new developments. Consideration will be also given to the current identified retail needs in development assessment.

The intent of LEP 2010 is to provide a landuse planning framework to accommodate retail floorspace demand up to 2016. Figure 7 shows a cumulative demand for retail offer in the following sectors by 2016:

<i>Northern Sector:</i>	55 additional specialty shops
<i>Southern Sector:</i>	130 additional specialty shops
<i>Central Sector:</i>	4 additional large supermarkets 1 additional small supermarket 2 additional department / DDS 334 additional specialty shops
<i>Release Area Sector:</i>	2 additional large supermarkets 2 additional department / DDS 126 additional specialty shops

Note: The above figures are a guide to anticipated retail demand only.

Developments currently under construction, current Development Applications and known future projects will meet some of this undersupply. An example is the Beaumont Hills shopping centre.

Additional land is not proposed to be rezoned for retail or commercial purposes in LEP 2010 as it is considered that sufficient land and opportunities are available within existing centres. Some of these opportunities include:

- Castle Towers Stage 3 extension
- Redevelopment potential within the Baulkham Hills Town Centre
- Wrights Road Town Centre
- Rouse Hill Major Centre
- Windsor Road, Kellyville
- North Kellyville Precinct

For LEP 2016 and the period beyond, there may be a need for additional zoned land to cater for retail uses in the Shire. It is envisaged that a full review of floor space will be undertaken at that time.

Beyond 2016

The retail demand outlined in Figure 7 will be likely to result in changes to many of the Shire's centres in terms of retail composition, size and support services to meet future demand. Centres such as Winston Hills and Norwest Marketown have been identified in the Retail Analysis as having potential to transition to a higher order centre.

Winston Hills is identified as a stand alone centre. The Draft North West Subregional Strategy recognises such centres as having the potential to transition to a traditional Town Centre. Opportunities exist to redevelop existing building stock, improve public domain and access to the adjoining Gibbon Road employment precinct, and public open space in Parramatta LGA.

Norwest Marketown is currently identified as a village, however, as the population of the Balmoral Road Release Area increases, Norwest is a logical centre to transition to a town centre to meet the increased demand. The addition of a discount department store, supermarket and additional specialty retail will support this transition. Potential for a rail station will also enhance its status as a town centre.

The future transitioning of Norwest Marketown and Winston Hills centres to higher order

centres will be considered in the assessment of development applications.

Accommodation of the retail floorspace demand beyond 2016 will be the subject of future LEPs. Population growth and associated retail demand will be further assessed to ensure demand throughout the period to 2031 is met by future LEPs.

Related Retail Issues

Objective (d) of the Centres Direction is to inform the drafting of Council's Local Environmental Plan, Development Control Plan, Contributions Plans and other Council projects with regard to centres. In this regard a number of other retail related issues need to be addressed in the statutory planning framework. These include out-of-centre retailing and existing use rights, convenience retailing and current discrepancies in the zoning framework.

Out-of-Centre Retailing

There are a number of sites located outside identified centres that are used for retail purposes that are non-conforming uses in the current zone. In some instances such premises may have rights to remain operating under the Environmental Planning and Assessment Act 1979. In most cases, the formalisation of out-of-centre retailing through rezoning is not proposed due to their proximity to competing centres, lack of access to public transport, being located in poor or difficult locations, and potential to further impact on surrounding land uses.

Sites used for retailing purposes that are not located within the identified Centres Hierarchy are to be zoned consistent with the surrounding properties. For those sites that have a logical connection to centres or are functioning as a de-facto centre, the identification of their commercial and retail role through rezoning may be appropriate.

Dural

Dural is one such centre, located on Old Northern Road in Dural, on the local government boundary with Hornsby Shire. A variety of retail and commercial uses are operating on both sides of Old Northern Road between Galston Road and the Dural Primary School. Those properties in this area that are located within the Hills Shire are currently zoned rural.

The Baulkham Hills Rural Lands Study Stage 3 Background Report (2004) considered the

need to rezone and formalise some of the existing uses in the area to an appropriate business zone. Those properties identified in the Rural Lands Study Stage 3 Background Report for rezoning include:

- No. 644 Old Northern Road, Dural (Lot 4 DP 1006461)
- No. 642 Old Northern Road, Dural (Lot 2 DP 315212)
- No. 640 Old Northern Road, Dural (Lot 2 DP 863435)
- No. 636 Old Northern Road, Dural (part Lot 1 DP 136011)
- No. 634 Old Northern Road, Dural (Lot 2 DP 136011)

A substantial increase in retailing in this location could affect the viability of the centre at Round Corner. Accordingly, the extent of land to be rezoned for business purposes will be limited to only that portion of the land currently used for retail or commercial purposes and any ancillary development such as car parking.

Annangrove

Located on Annangrove Road, Annangrove Shops is another precinct that functions as a rural centre servicing the convenience needs of the surrounding rural community. The site has been in operation from approximately the 1970s and operates under existing use rights. It is located adjacent to a place of public worship and a public reserve incorporating a sports field and Council's Environment Centre. In close proximity is Annangrove Public School.

In order to formally recognise Annangrove Shops as a centre, rezoning to an appropriate business zone is recommended.

Section 117 Direction No.1.2 'Rural Zones' must be considered in the rezoning of rural land for business purposes.