



3 May, 2010

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Dear Michael

PLANNING PROPOSAL FOR CIRCA BUSINESS CENTRE, BELLA VISTA

Further to our on-site meeting and discussions on 1 April concerning the above matter we now forward our response.

Following our meeting Urbis was requested to review the previous work on the basis of calculating the retail demand by the Circa Precinct workforce and assuming that Woolworths (2,800m²) is considered external to the Circa catchment as suggested by Council.

The attached advice from Urbis demonstrates that a future workforce estimated at 16, 626 employees could support 6,067m² of retail in the Circa Business Centre. With Woolworths excluded, the assessment shows the capability to support additional retail over and above that requested in our initial proposal - see below:-

Retail Assessment Circa Business Centre

	Retail Space m ²	Comment
Woolworths - External Catchment	2,800	External catchment as suggested by Council
Remaining retail - Circa	1,090	
Total	3,890	Currently permitted
Circa Workforce Demand	6,067	Urbis assessment attached
Less existing	1,090	Remaining retail after Woolworths
New Circa Total	4,977	
Current request	2,500	As submitted to Council

In view of the above we submit that the quantum of additional retail sought in our proposal of 2,500m² is supportable. Furthermore we have demonstrated that such an increase will not have any impact on surrounding centres and is within the expectations for future retail floor space as set out in Council's Centre's Direction.

We submit that approval of this proposal is justified and will allow the market to respond to retail needs in future.

In relation to the Standard Template LEP and future zoning while the majority of the Business Park would fit comfortably within Zone B7 Business Park, the vision for Circa Business Centre is to create an

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urban place comprising a mix of commercial, business and lifestyle uses are best described by the template Zone B2 Local Centre or Zone B4 Mixed Use zones.

Under these circumstances the contained area of the Circa Business Centre, its built form controls and market forces will act to determine actual mix and floor space within an overall limitation. On this issue we would welcome further discussion.

We trust this information will be considered along with our previous correspondence, as part of our proposal and that Council is able to support the project to proceed to the next stage in the Gateway process. Should you need any further information or have any queries please contact me on 9270 6174.

Yours faithfully



Michael Watt
Development and Planning Manager
Norwest Land

Attachments: Correspondence from Urbis dated 3 May 2010
Attachment 1 - Employment Estimates Table