

Assessment of the Industrial Land in the Byron Shire LGA



Byron Bay Arts & Industry Estate

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P O Box 134
KOTARA NSW 2289
M 0400 103044
F 49577548
E stuart@siterd.com.au
W www.siterd.com.au

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Executive Summary

- The Byron Bay Shire has five industrial areas; Bangalow, Billinudgel, Mullumbimby, the Byron Bay Arts & Industry Estate and West Byron.
- Byron Bay being the primary urban centre has the largest and most dominate industrial area in the Shire.
- Byron Bay has a “global” brand factor resulting in strong demand for commercial businesses to be located in the town.
- There is currently a major undersupply of industrial land in the Shire. This is especially the case in Byron Bay where demand is the strongest.
- The Arts and Industry Estate in Byron Bay is almost fully developed with only 7 vacant lots remaining comprising only 4% of the total lots. However, all of these lots are owner occupied and not available for sale or lease.
- **There is currently NO vacant industrial land available in Byron Bay for sale or lease for new businesses wishing to establish themselves in the town.**
- There is currently NO available expansion space for existing business operators. As a result, there are currently three major businesses which are assessing whether to move out of the town which would have a negative socio economic impact on the town.
- There is a significant risk that if no additional industrial land is made available over the next 3-5 years, a number of existing businesses will relocate out of the town and new businesses will be prevented from establishing themselves in town.

1. Introduction

This industrial land market assessment is undertaken for the purposes of assessing the supply chain of industrial lands in the Byron Shire Local Government Area (LGA).

Byron Shire has five identified industrial areas, Bangalow, Billinudgel, Mullumbimby, Byron Bay Arts & Industry Estate and West Byron. The first three of these industrial areas are classed as “localized” as the development within them provide services to the immediate urban centre. In contrast, the Byron Bay industrial area, Byron Bay Arts & Industry Estate, is the largest and most diverse estate within the Byron Shire. It commenced as an industrial estate in the 1970’s but over time it has evolved to contain other land uses such as residential and retail. This has led to land use conflicts within the estate and possibly limited the full potential of industrial development. Many business owners and tenants have a strong desire to be located within the town of Byron Bay due to the global “brand” factor associated with the town. As a result, if industrial space is not available in Byron Bay, the majority of these tenants are unlikely to consider locating their businesses within the other three industrial areas of the Byron Shire. Rather, it is likely that these tenants would locate in Lismore or Ballina or out of the region altogether. The West Byron Industrial lands was gazette in 2014 and is an undeveloped 7.5 hectare englobo site yet to be constructed.

This report looks at what the current industrial land stock is and what future supply chain opportunities exist. All of the industrial estates within Byron Shire currently face constrained opportunities for expansion and specific industrial characteristics that would limit the level of industrial opportunity in the future.

It can be concluded that Byron Shire Council has a shortage of immediate, medium and long term supply opportunities for available industrial land which is providing a barrier to further employment opportunities and economic growth in the LGA which effects the long term economic sustainability of the region.

2. General Characteristics of Industrial Land

Industrial land has various classifications such as light, heavy and hazardous etc. In the case at hand, IN 2 zones represent light industry which comprises a myriad of uses such as warehousing or light manufacturing. Whilst these uses are compatible within themselves they may be incompatible with other uses that can occur within an industrial estate and on adjacent and adjoining boundaries. The more incompatibility, the less efficient the land use is.

In general industrial land has the following general characteristics and requirements:

- Larger land areas;
- Good access to transportation links;
- Superior site access for heavy vehicles;
- Access to services reticulation- normally higher than levels than domestic service;
- Access to labour forces;
- Level topography for loading docks;
- Good site configuration for site design and subdivision lot layout;
- Suitability for construction of wide portal frame buildings with reasonable height;
- Sites need to be unencumbered by building foot print and overhead imposts;
- Supply of industrial lands is generally quicker and easier to develop than other types of economic generating property and as such can meet higher rates of demand for property; and
- Supply of property can be customized to purchaser's requirements with consolidation of minimum lots and strata development of lots for smaller users.

Byron LGA has limited areas of land that meets the majority of this criteria. With reference to the following section it is considered that the current available industrial areas are lacking in the characteristics of lands suitable for industrial development or have been nearly completely subdivided and then developed to the next level of having buildings in various title structures. This means there is little opportunity for potential industries to enter or existing business to expand within the LGA due to the lack of suitable sites and industrial footprints.

A ready supply of appropriate industrial lands ready for development is critical as businesses need to make critical strategic commercial decisions and act quickly, such as the expansion of facilities to meet market opportunities. Lead times to rezone and develop industrial sites are quite often too long and generally lead to businesses seeking sites elsewhere so as to take advantage of commercial opportunities. An immediate example is Stone & Wood Brewery and Brookfarm. See Appendix A.

2.1 Characteristics of an Efficient / Inefficient Market

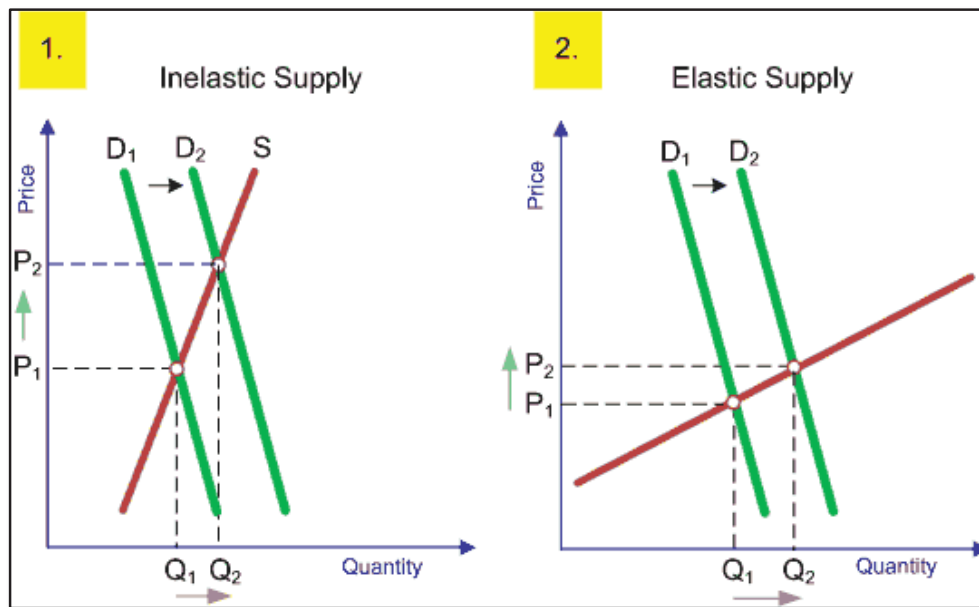
Real Estate in general is characterized as an inefficient market based on the following:

CHARACTERISTICS	INEFFICIENT MARKET (REAL ESTATE)
Products	Unique
Inventory of Buyers & Sellers	Few
Prices	Variable/ inconsistent/ high- limited affordability
Restrictions	Many restrictions
Supply & Demand	Often unbalanced (for Months/ years)
Information/ intelligence	Limited Accurate Information
Organised Conduit	None
Goods	Years to consume/ months & years to supply/ immobile

2.2 Demand & Supply of Industrial Land

Land supply is inelastic, since its suppliers (in this case developers) can only sell what available land they have. As land has other constraints by virtue of the physical/ environmental setting, government and general characteristics for land of a particular market segment only so much land and developed lots are available to be sold or further developed by building construction.

The diagram below illustrates the in/elasticity of supply. The diagram to the left (#1) is representative of land and is representative of industrial land the Byron Shire LGA. The noteworthy point is that where the demand curve moves to the right (D2), representing more of the product is demanded, because Supply is inelastic the price increases disproportionately for a small additional release of land to the market.



Supply inelasticity in association with real estate being an inefficient market means that the provision of employment generating lands requires a supply chain of industrial land in three basic forms- fully developed, ready for construction and engloba reserves so as to keep ready access to the resource and to keep prices to a level where they are not restrictive barrier to entry or growth for businesses.

2.3 Social, Economic, Physical/ Environmental & Governmental Factors

Reviewing the BSC Demographic data the following information regarding the employment and labour force provided the following overview:

Social:

This section is closely associated with the economic value drivers as the labour pool for commerce and industry is drawn from the communities in proximity to the industry.

With a population of approximately 29,000, the Shire's economy is dominated by tourism, reflecting the iconic status of Byron Bay and its surrounds.

Byron Bay is clearly the centre of economic activity by virtue of its tourism allure, accounting for over 50% of the Shire's \$1.37 billion gross business revenue.

Economic:

The main industries people from Byron Bay work in are 22.2% accommodation and food services, 10.7% retail trade, 10.2% health care and social assistance, 8.6% education and training,

6.9% manufacturing, 6.6% construction, 6.5% professional, scientific and technical services, 4.0% administrative and support services and 3.7% other services.

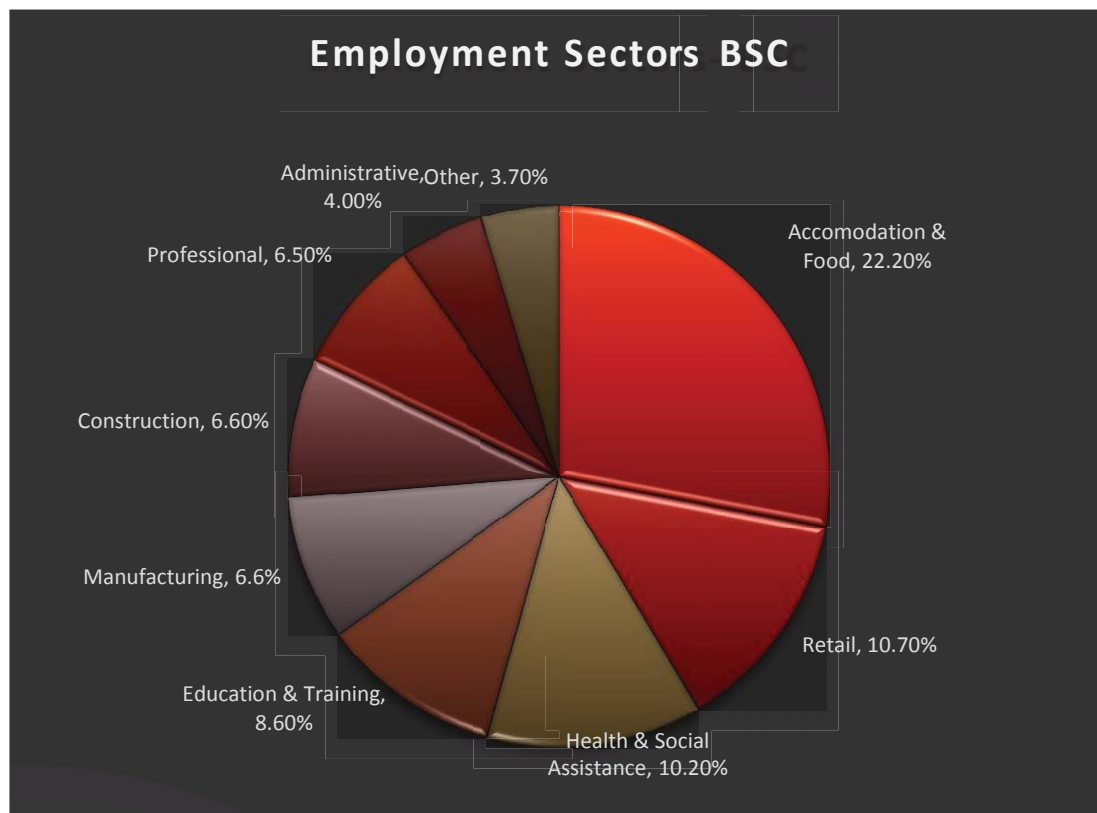


Chart 1- Employment Sectors in Byron Shire Council

What is obvious is the predominance of the service industries that are characterized as local markets, those industries that generate internal economics through satisfying the demand for local goods and services rather than external or export markets that are high generators of employment. An example of these external markets was the previous Sunnybrand (Ingham's) chicken factory that produced external products and required high labour forces to generate business.

When considering the socio economics forces this demonstrates the dominance of the tertiary industries such as accommodation/ food and retail but also has a highly competitive labour market for positions within these two sectors of employment. A more diverse employment base "flattens" out the employment vulnerability and leads to a wider base of cash flow generation within a community when there are specific employment sector downturns.

For example the dominant sectors above are very vulnerable to impacts on discretionary spending (such as tourism) as it is localized markets where industry with export to wider markets are more robust and can withstand downturns. Obviously this is dependent on the market they provide for.

Physical/ Environmental:

This section relates to the topographic and environmental characteristics of the lands themselves- these may be categorized as natural systems- sub surface, topographic, ecological and ambient.

Other physical characteristics are the improvements such as the augmentation of services and infrastructure that promote development of industrial lands. These were identified in the earlier section of “General Characteristics of Industrial Land”.

Whilst lands may be zoned for industrial use the actual usable area is derived from discounting those areas where the characteristics above have detrimental impacts on the gross industrial areas. For example land zoned industrial may also be identified as susceptible to flood, and this may discount that area of lands based on physical limitations or economic limitations, as such that industrial land reserve is no longer relevant and it is appropriate to discount it from the industrial land stock.

Governmental:

All land, with particular reference in this case, to employment generation, fall under the controls of the zoning instruments and various government policies.

This relates to the regulations that legislation and administration bring to bare on land uses and the activities that are permissible within the area and adjacent and adjoining lands.

Industrial lands by virtue of the uses that are provided for need to be grouped together where the general characteristics suite this development but also where the intended uses are not in conflict with each other. For example residential land uses that abut an industrial zone are a point of conflict and will have detrimental impositions on each other.

Likewise financial policy of all layers of government impose cost or incentives that will impact the market in the delivery of industrial lands. For example grants may provide startup capital for small business, deferred payments of fees such as stamp duty or s94 contributions, incentives to use specific technology.

Government involvement is critical to delivering employment lands.

3. Industrial Areas in the Byron Shire

There are four identified centres within Byron Shire LGA containing industrial land uses:

1. Mullumbimby
2. Billinudgel
3. Bangalow
4. Byron Bay

Below are figures illustrating the various industrial subdivisions within the Shire, commentary regarding these areas and the consideration of these land uses in light of the general characteristics of industrial land.

3.1 Mullumbimby

Figure 1a & 1b shows the three Industrial areas of Mullumbimby. These are three separate estates with one that is considered complete and the other two that are constrained.

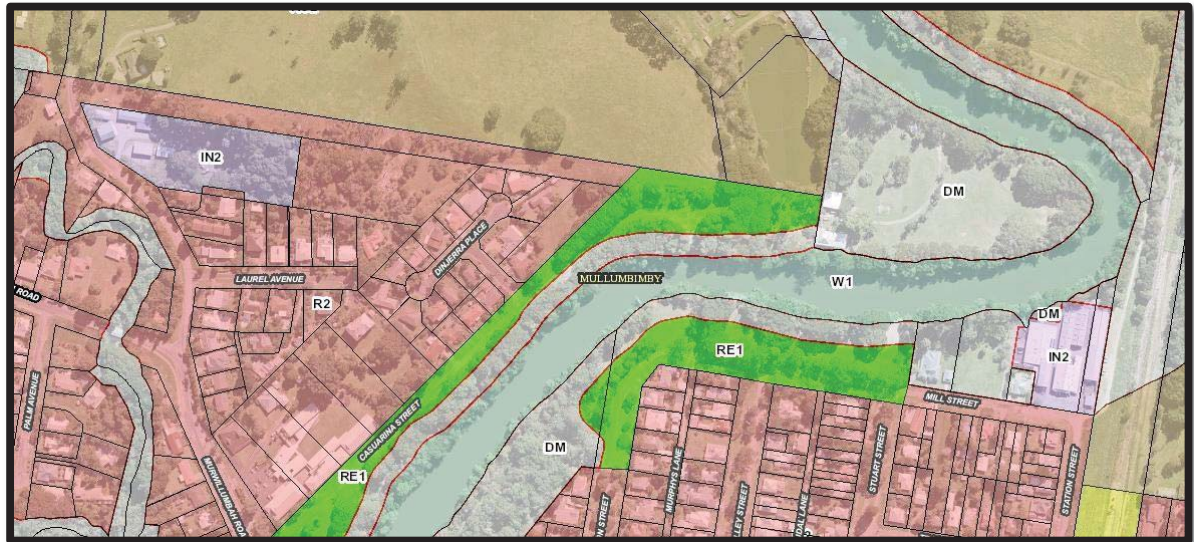


Figure 1a

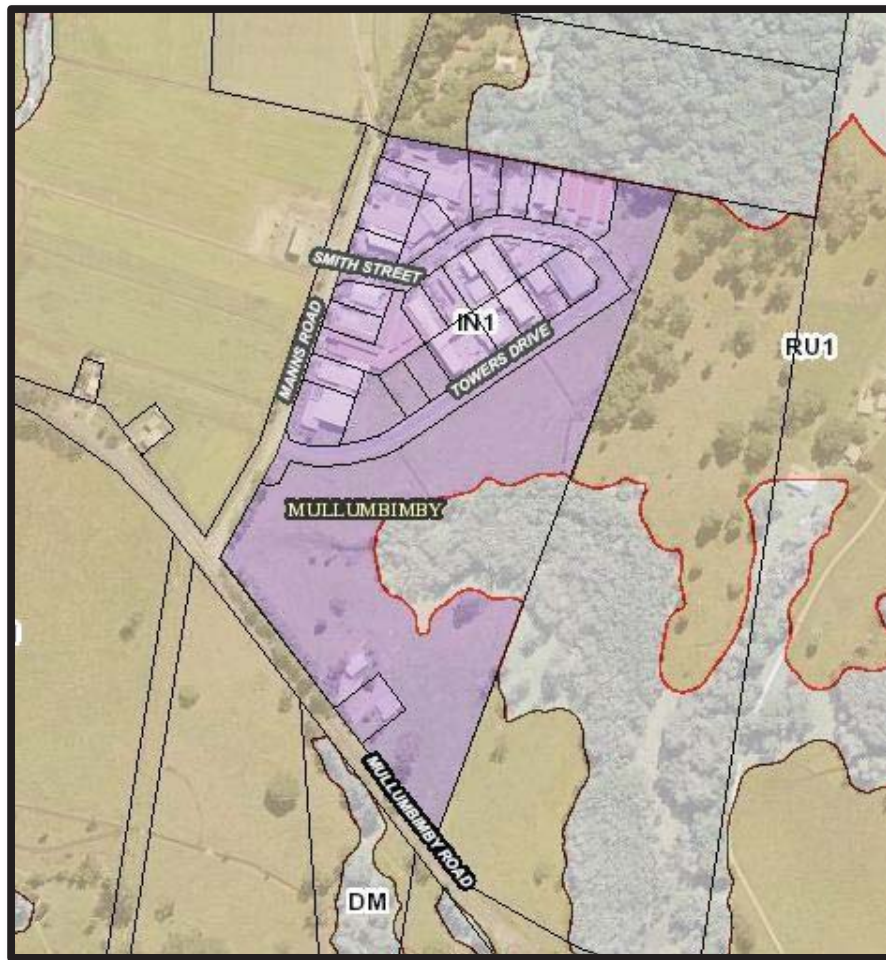


Figure 1b

The industrial area of Mullumbimby is very constrained with limited opportunity to physically expand because of natural environment areas or equally as important agricultural resource land bounding the current sites. Two of the sites contain vegetation that will require clearing and to do so will need to have vegetation offsets prior to clearing and if not there will be bushfire imposts and setbacks for future development. As such this severely limits the industrial land supply.

This current industrial area reflects the smaller industrial lot sizes that typically provide for localized services rather than import/ export type industry location.

Again, the characteristics of industrial estates are somewhat limited. Traffic and transport routes are constrained as access to the freeway is somewhat difficult, with narrow roads and poor road geometry.

Figure 2 shows the Billinudgel Industrial Area.

The map displays the following details:

- Streets:** DORN SWICK STREET, WILFRED STREET, LUCK LANE, DORN SWICK VALLEY WAY, and a road labeled "THE TUNNEL ROAD".
- Zoning Designations:** DM (Designated Medium Density Residential), IN1 (Designated Intensive Neighborhood Residential), RU2 (Designated Residential Urban), and SP2 (Designated Special Purpose).
- Highlighted Area:** A yellow-shaded region is situated between Wilfred Street and Dornswick Street, adjacent to the SP2 zoning area.
- Other Labels:** "BILLYNUGEL" and "BALEMO DRIVE" are also visible on the map.

As can be seen from the above diagram of the existing Billinudgel IN1 zone, the opportunity to expand the zoning footprint is quite constrained with a hard boundary of the Freeway to the east and vegetated areas to the south and west. In addition the area has flooding issues that would limit development potential by virtue of adding to the cost of development through either development costs for filling be prohibitive or that the requirement of a flood study may result in other properties being adversely affected in the industrial lands were filled and therefore future industrial development could not occur.

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3.3 Bangalow

Figure 3 shows the Bangalow Industrial Area.



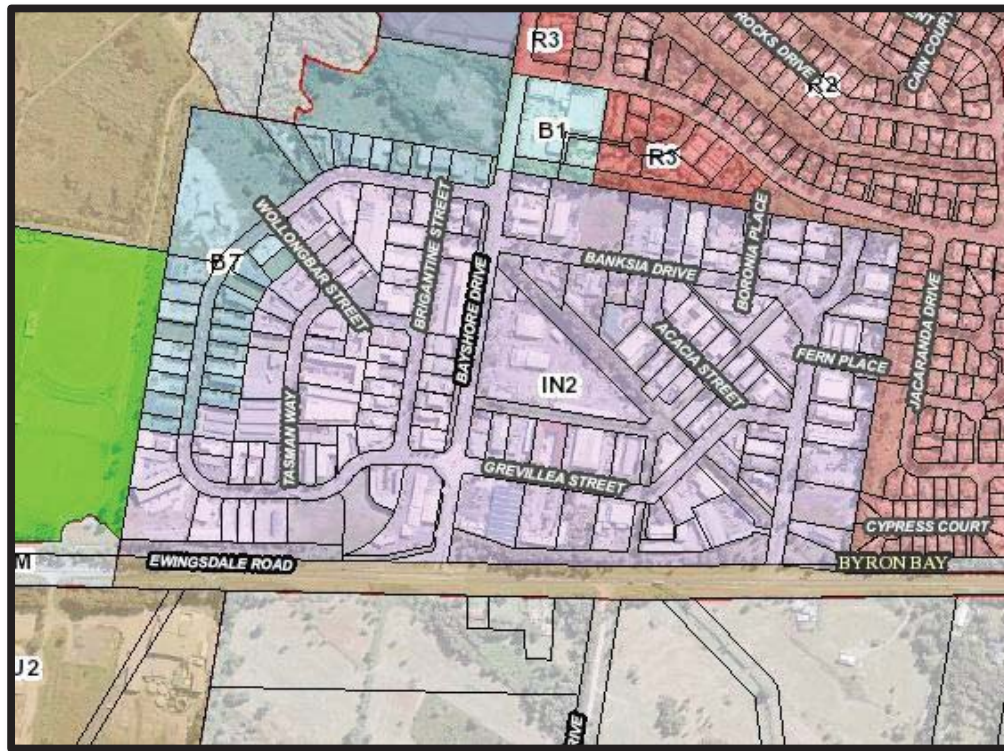
As with Billinudgel and Mullumbimby, the Bangalow industrial estate is small and suitable for “localized” industrial demand, providing areas for industry that services the associated urban townships. Employment is much localized with limited opportunity to expand the labour force due to not performing higher order industries with greater opportunity for expansion.

The small town of Bangalow is generally a quiet rural / residential township and not currently suited for significant industrial expansion. Whilst there are plans afoot for employment generating land use with the proposal of DA .10.2016.283.1, at 201 Lismore Road, Bangalow, which is for a rural industries food precinct. This use is specific to the development provisions within the RU1 Zone under Byron LEP 2014. This proposal is does not require Industrial zoned lands. Whilst it adds to the employment opportunities for the wider LGA it is quite specific targeting one segment of agricultural industry and is different from the rational of industrial zoned lands.

In reality it cannot be considered industrial land supply.

3.4 Byron Bay Arts & Industry Estate and West Byron

Figure 4 shows the Byron Bay Arts & Industry Estate.



Byron Bay Arts & Industry Estate is by far the largest and most significant industrial area within the Byron Shire. It is associated with the largest urban population and the largest area of industrial zoned land. Other zones adjoin the estate and do provide some industrial opportunities within the B7 Business Park and B4 Mixed zonings but generally these landuse zones cater more toward small scale industrial commercial activities and strata type development, not the more expansive greenfield industrial development that provides for value adding industries or large shed developments on lot of 2,000 to 4,000 m2 and above.

Byron Bay Arts & Industry Estate contains a wide range of business activities which service the local market and other national markets.

The estate is currently almost fully developed with only 7 vacant lots remaining in the IN2 zone.

These vacant lots are either owner occupied properties or are being proposed for further subdivision into multiple strata industrial units. For example 74 Centennial Circuit is being offered to market as four industrial strata units ranging in size from 98.3 m2 to 300 m2.

In reviewing Realcommercial.com.au there is currently no available vacant lots for sale or lease.

The Arts & Industry Estate is constrained by virtue of surrounding land uses of the Regional Sports Fields to the west, residential uses to the east and alternate commercial/ industrial uses to the north all of which does not allow for any expansion of industrial lands.

The graph below shows the number of Torrens Title lots within the Byron Arts & Industry Estate.

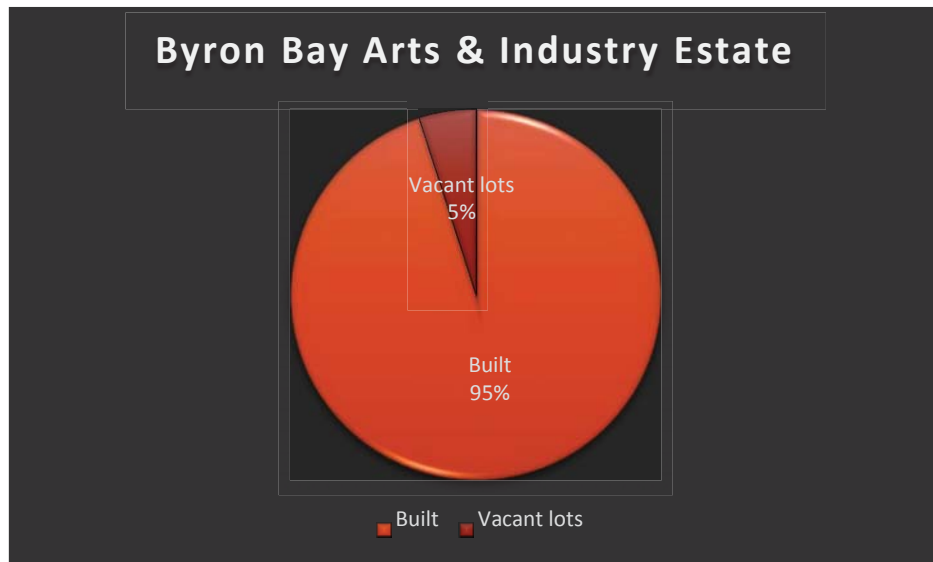


Chart 2- Built vs vacant lands in Byron Arts & Industry Estate.

There are approximately 143 industrial lots in Byron Bay Arts & Industry Estate that are developed only 7 vacant blocks remaining. However, these vacant blocks are owner occupied and there is no vacant industrial Torrens Title land currently available for sale or lease in Byron Bay.

On the north west side of the Arts & Industry Estate there is a section of B7 Business Park lands. Whilst this zoning does share a suite of similar permissible land uses with the IN1 and IN2 zones the objectives of the zone do differentiate the intent with the B7 being a zone that provides ancillary services to industrial uses such as office spaces it provides for the more human services based activities. Its role is more of a supportive landuse that allows primarily industrial pursuits to occur on the industrial zoned land. The B7 zoned land does equate to 8.7 hectares and whilst it does have some industrial uses within its provisions it is arguable that its role is primarily industrial activities.

The lack of available land is resulting in business operators having to look elsewhere for available space. As a result of the substantial “branding” appeal of being located within Byron Bay, if business operators cannot secure space in Byron Bay they are more likely to source available space outside of the Shire in areas such as Murwillumbah, Lismore and Ballina rather than consider alternative opportunities within the Shire. See Appendix A.

Furthermore the lack of available space is resulting in a lack of expansion opportunities for existing buildings located within the Arts and Industry Estate. Anecdotal evidence from local commercial real estate agents indicates that there are at least three major businesses within the Arts and Industry Estate who are considering relocating due to the lack of available expansion

space, including Brookfarm who are considering a site in Bangalow (again see appendix A). The relocation of these businesses would have a direct impact on employment within the town of Byron Bay.

People are less likely to travel outside the LGA for work where pay is low and costs to travel to work is increasing. Likewise those who do elect to travel whilst living in Byron Bay will have less disposable cash flow to spend within the towns economy so there is a decrease within the internal economy.

West Byron:

Figure 5 is the West Byron Industrial Zoned lands.



The other available industrial land in Byron Bay is the West Byron industrial zone lands which comprises approximately 7.5 hectares of land which has recently been rezoned to IN2.

The West Byron Land is an englobo site (that being land that is zoned by not subdivided). These lands may yield somewhere between 5 and 20 lots but this is dependent on the lot size which itself is dependent on the specifications of the end user and their preparedness to enter into a contract of sale which specifies a prerequisite lot formation. West Byron is yet to go through the development process.

For this land to be available to the market it will require development consent, construction certificates, significant infrastructure works and subdivision and registration of lots. The lead time for delivery of lots is likely to take somewhere around 2 years to develop. Again this is a long term run with a high risk profile and is not conducive to business decisions regarding start-up businesses or expansion of existing businesses.

In summary of the available areas of industrial land within Byron Shire LGA is extremely limited and as such this has a sequential and detrimental impact for the labour force opportunities and diversified economic base of Byron Bay.

4. Demand Estimation for Industrial lands:

Demand estimates tend to be through anecdotal evidence provided by realtors within the specific market segments. These are useful and insightful however they rely on historical data and subjective assessment of market demand. It is still a viable source.

Land Projections are a best estimate process using calculated benchmark values that can be correlated to known items that directly impact on land take up, in this case population and growth projections.

The methodology developed by the Queensland Department of Business, Industry and Regional Development as described in the a paper “ Establishing Future Business & Industry Requirements and Identifying Strategically Important Sites” was used to estimate the demand for industrial land as correlated to population.

Using the methodology outlined in this paper (pages 9- 10) three ranges covering low, medium and high scenarios of land areas to per 1000 persons/ population were calculated for Byron Shire LGA to estimate the industrial area needed to meet demand as the population grows.

Projected Population	Low- (1.75 ha) / per 1000 pop.	Medium- (2.2 ha)/ 1000 pop.	High- (3.0 ha)/ 1000 pop.
30,700 (Yr. 2011)	53.73	67.5	92.1
32,250 (Yr. 2016)	56.44	70.95	96.75
33,650 (Yr. 2021)	58.89	74.03	100.95
35,000 (Yr. 2026)	61.25	77	105
36,200 (Yr. 2031)	63.35	79.64	108.6

Table 1- Demand Estimation for Industrial Lands.

The dark grey column are the projected population figures were drawn from the NSW Department of Planning & Environment Demographics for Byron Shire LGA. The three ratios range from low, medium & high.

The light grey box are the results showing areas in hectares required for the equivalent population.

Using this methodology for current demand in 2016, the methodology suggests that 56.44 to 96.75 gross hectares are required.

By comparison with the analysis of the current industrial lands discussed in section 3, there is a deficit of employment generating lands with the LGA.

5. Summary of Industrial Lands Supply in Byron Shire:

The lands within the IN1 and IN2 land use zones in the Byron Shire were layered with the cadastral boundaries and these were layered again over the air photos for these areas. A manual count was applied to the lots. No adjustment was made to the strata developments that were situated within individual deposited plans.

There were 4 categories applied for the assessment- number of lots, buildings, vacant lots, englobo zones site and available for sale or lease.

After the desk top assessment site inspections were carried out on the 23rd of June 2016, to verify the information and preliminary analysis. The kerb side inspections were mapped and field notes identified any changes to the original desk top analysis. The notes identified vacant, built, for sale, sold and any relevant notes such as uses for example the SES depot in Mullumbimby. (Refer to Appendix C).

An assessment was made of gross area of the zone IN 1 and IN2, then an assessment of what land had been developed, what land remained undeveloped and finally what elements would detract from the undeveloped reserve and marked as discounted.

The values are represented in Table 2.

Locality	Zoned land (ha)	Developed land (ha)	Undeveloped land (ha)	Discounted land (ha)	Reason for Discount
Billinudgel	10.89	9.2	1.7	1.7	small lots/ flood prone
Bangalow	5.46	2.4	2.64	1.66	House & Infrastructure
Mullumbimby- area A	13.9	6.95	6.127	1.34	Bushland
Mullumbimby- Area B	1.04	0.28	0.76	0.76	Bushland
Mullumbimby- Area C	0.6315	0.6315	0	0.0	Fully developed
Byron Arts & Industry Estate	37.73	36.6	1.13	0.0	n/a
West Byron	7.5	0.0	7.5	0.0	n/a
Total: (hectares)	77.15	56.09	19.82	5.45	14.37

Table 2: Byron Shire LGA Current Industrial Land Supply

The above figure represents the inventory of Industrial land in each of the four primary urban centres of the Byron Shire.

Whilst the analysis shows there is 19.82 hectares of zoned but undeveloped land, there is most likely only 14.37 hectares of land that is fit for industrial development. Of that, 7.5 hectares is West Byron, approximately half of the entire undeveloped reserves of industrial lands for the entire Byron Shire.

6. Real Property data for Industrial Development:

Industrial property transaction records for the period 2010 to 2016 were sourced from “Red Square” a data base that draws from the Valuer’s Generals and other sources in relation to sales transactions. The data package relates to industrial lands in the urban areas of Byron Bay, Bangalow, Mullumbimby and Billinudgel.

Data provided includes property identifier, suburb, address, land areas, transaction values, primary purpose and zone. The data table relates to actual real property with an individual title, it does not include strata title. (An edited copy of the data is attached at annexure with vendors and purchasers being removed from the data for privacy reasons).

During the time period there were 117 transaction on land classed as Industrial, with the dominant purpose being existing built structures and strata industrial units. The transaction split chart below illustrates this.

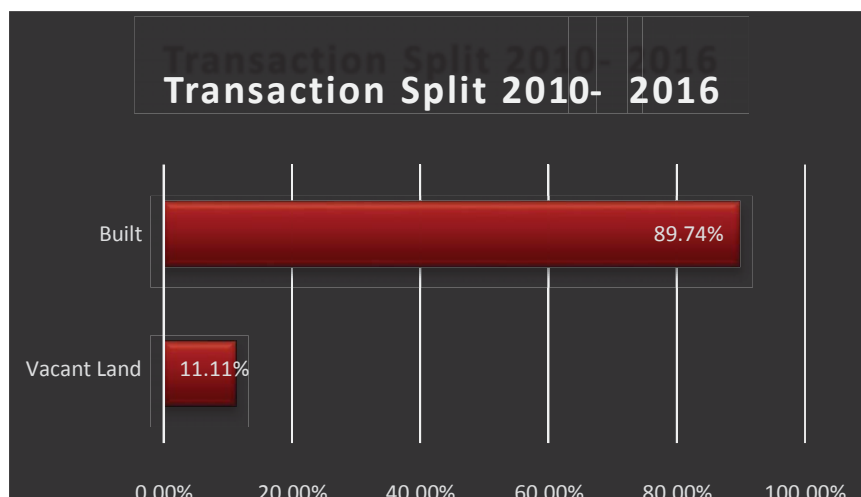


Chart 3- Sales Transaction Split 2010 to 2016

Over the 6 years of data only 13 lots of vacant real estate were transacted. These 13 lots of land represented 2.4438 ha of vacant titled lands shared over four industrial centres:

- Bangalow- 0.3479 ha
- Billinudgel- 0.5047 ha
- Byron Bay- 1.5912 ha
- Mullumbimby- 0 ha

There has been subsequent release of 11 vacant lots of industrial land at Mullumbimby. These were presented to the market by the “Professionals” and had 8 sold “off plan”. These will still require construction and registration. Once transfer of ownership occurs there is a depletion of supply and with reference back to the Mullumbimby sub- section of the “District & Neighbouring Industrial Land uses and figure 7, there is an increased shortage within the supply chain for industrial lands.

It is also worth noting that these sales are within an industrial estate that is primarily for the local service market of Mullumbimby.

The only evidence of vacant sales of Torrens Title lots in Byron Bay includes sales in the Arts & Industry Estate.

The Bunnings site at 2 Bayshore Drive, sold in 2010 for \$2,145,000 site is 6120sqm. By nature of the purchaser this is a single development site and will not be further subdivided into strata industrial units that would otherwise provide additional industrial and employment opportunities.

Lot 59 & 60 in Centennial Circuit, with a combined land area of 0.70 hectares and a potential floor area of 8,000m², was sold in 21st of September 2015 for \$3.9 million.

When considered on a square metre basis, these sales represent \$390.90 per m² and \$487.50 per square m² respectively.

The Arts & Industry Estate does demonstrate the greater number of industrial land characteristics but is substantially constructed and as such does not contribute to the supply of Industrial lands for future development potential and employment generation.

Reviewing the web site “realcommercial.com.au” there are currently no vacant Torrens Title lots available for sale within the Arts & Industry Estate. This equates to virtually no supply of industrial lands.

7. Delivery Timetable:

Whilst there is currently reserves of approximately 14. 37 hectares of industrial land, there needs to be a “pipeline” of industrial land moving through the lifecycle of industrial land development.

A gross industrial land pipeline will contain land in the following forms:

- 1. Englobo-** zoned but undeveloped, still requires Development Assessment. This is normally strategic and long term supply of 15 years. Currently there is no long term supply
- 2. Serviceable-** this is land that is zoned and can readily be subdivided due to proximity to services - it will require all consents and civil construction. It medium term approximately up to 2 years from subdivision registration. For example Mullumbimby area A has 11 lots with 8 lots sold off the plan and 3 remaining available for purchase.
- 3. Subdivided-** fully serviced and separate titles. It is immediate but as yet to be developed to operational. 18 lots were identified on the shire-wide site inspection and classed as subdivided and vacant of a usable size for industrial development.
- 4. Fully constructed-** facilities built, operational and contributing to the economy. These will still have lead times for gaining the necessary consents, construction and fit out to be fully functioning businesses. The example of this is the Byron Bay Arts & Industry Estate where 95% of the estate is built out.

When considering that above, Byron Shire LGA has a critical shortage of industrial lands in all levels of a supply pipeline and as such is losing opportunity to broaden the economic base of the LGA.

7. Conclusion:

There is limited existing expansion opportunities across the Byron Shire LGA for industrial development as the majority of current lands are:

- fully developed with occupancy,
- have poor characteristics for industrial development
- Has limited expansion opportunities with immediate physical constraints or impediments to development potential.
- Has is minimal englobo parcels for longer term development and release.

This inelastic supply market condition means that prices for what is available are higher and is considered a barrier to the entry of employment opportunities for other potential industry sectors.

The shortage of available industrial lands has placed pressure on expanding industries and businesses within Byron Shire LGA to consider relocating to other areas outside of the LGA because there are no industrial land reserves or production in the pipeline that are available to meet the requirements of these businesses expansion.

An increase in the supply chain of industrial lands would potentially lower the price barrier for land resources needed for industry and therefore broadening the employment market providing for job creation in the community.

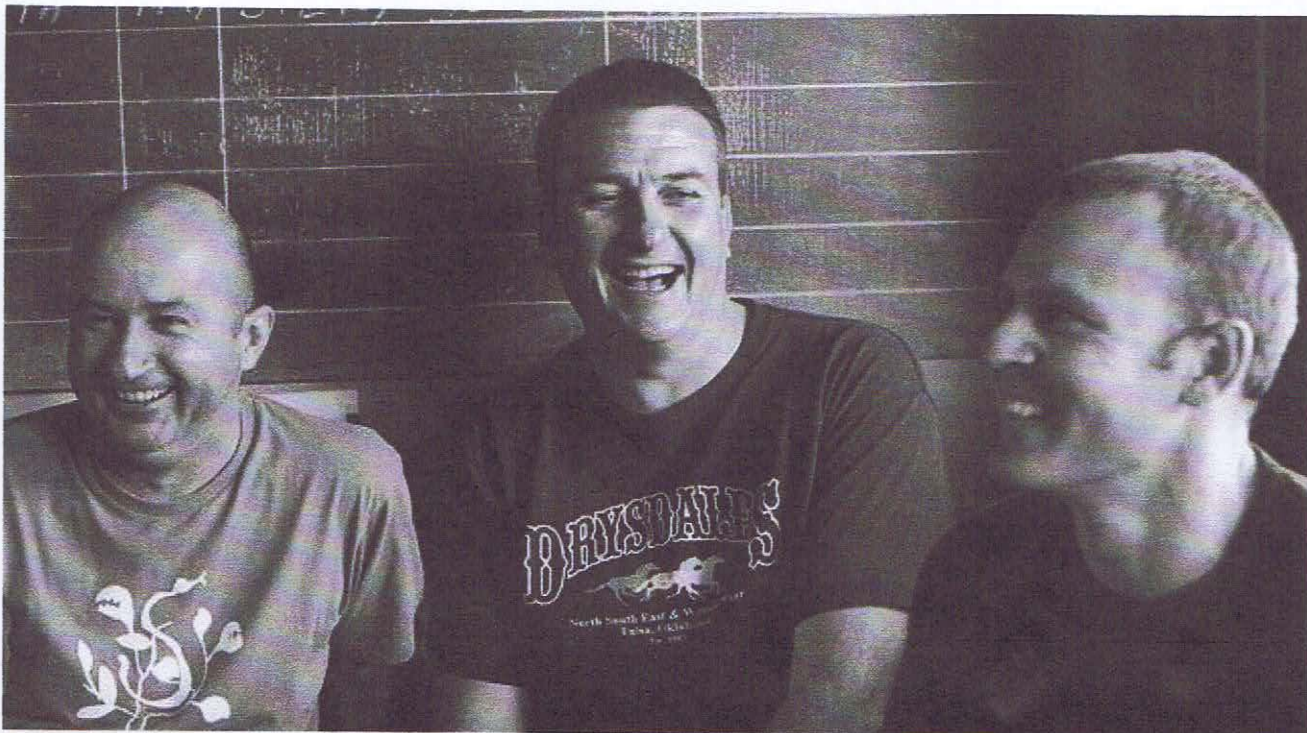
Appendix A – Gold Coast Bulletin Article 2014, Echo Article 2016

Gold Coast Bulletin

Business

Byron Bay's Stone & Wood to expand in Northern NSW

- by: BOB ANTHONY
- From: Gold Coast Bulletin
- January 20, 2014 10:42AM



Brad Rogers, Jamie Cook (middle) and Ross Jurisich (right), directors of the Byron-Bay based Stone and Wood Brewery.

Source: Supplied

BYRON Bay-based brewer Brad Rogers is a man on the move - literally.

One of the co-founders of the Stone & Wood Brewery, Rogers is overseeing the expansion of the brewery's operations into a former Bunnings warehouse site in Murwillumbah's industrial estate.

The brewery finds itself in an enviable position where it is currently "flat out" keeping up with demand for its limited but popular range of beers.

Having worked at the former Sanctuary Cove brewery before heading up the Matilda Bay range in Western Australia before it was acquired by Fosters, Rogers knows all about craft beers and what it takes to make a popular brew.

However what he and fellow Stone & Woods founders, Ross Jurisich and Jamie Cook hadn't planned on was just how quickly their beers would be accepted.

Their Byron Bay site has reached capacity and continuity of supply has been an issue for them, according to Mr Rogers.

The larger premises at Murwillumbah will allow for greater volumes.

"For a brewer, the old Bunnings premises is a 'nirvana site' - it's large with room to expand down the track, we can incorporate a large production line, there's room for storage and it will be easy to get trucks in and out," Mr Rogers said.

"Our existing site at Byron is running to capacity, the popularity of our beers, especially the Pacific Ale, has exceeded our expectations and we are flat out trying to keep up with demand.

"In fact my mother rang me to complain that she couldn't get Stone & Wood beer at her local bottle shop at Christmas - it's bad when your own mum can't get your beer because it's selling out."

Having completed floor preparations within the warehouse, Mr Rogers has been supervising the installation of equipment which began late last week and expects the first beers to be shipped out of Murwillumbah around April- May.

He said the brewery would employ about a dozen people in the initial stages.

"I'd say we are probably about a year ahead of where we thought we might be but we are delighted to have our product in such demand," he said.

"By having our Murwillumbah brewery as our main production site, it will allow us to increase capacity, have more assurance that we can meet orders and also be able to expand our distribution.

"We will retain our Byron Bay site which will allow our brewers to look at experimenting a little to develop new brews."

Mr Rogers said their market share, while very small compared to the major brewers, saw 50 per cent of their production distributed from Yamba to Noosa, about 40 per cent to Sydney and Melbourne and the remaining 10 per cent distributed through national chains.

"Our production includes keg and packaged beer of which about 60 per cent is draught," he said.

"The Murwillumbah plant will allow us to cater for new venues wanting to take us on as well as supplying both local and national retail outlets."

Mr Rogers said that there had been great support from the Tweed Shire Council and numerous Tweed businesses in helping to establish the new brewery.

The expansion of Stone & Wood reflects solid growth in the craft beer market with the Fortitude Brewing Company last week announcing plans to become the fourth-biggest brewer in Queensland after acquiring the rights to brew from out of the Mt Tamborine Brewery.

Fortitude Brewing sits behind Lion Nathan, CUB and Burleigh Brewing but with players like Stone & Wood also targeting southeast Queensland, the big winners will be lovers of the amber drop on both sides of the border.





Individuals • Couples • Relationships
Loss and grief • Life direction • Anxiety
Depression • Overwhelming experiences

0412 518 024

— Local News (<http://www.echo.net.au/category/local-news/>) | June 3, 2016 | by Chris Dobney

20-acre food factory and outlet precinct plan for Bangalow



Plan of the proposed food precinct for Bangalow Road.

Chris Dobney

Two of Byron's iconic food brands say they will have to quit the shire within a year unless substantially larger processing space can be found for them than anything currently available.

That's the urgency behind plans to build a 20-acre 'food precinct' opposite the existing Bangalow industrial estate on Lismore Road.

Because of the scale and cost of the proposed development (\$23 million) it will bypass Byron Shire Council and be considered by the state's Joint Regional Planning Panel (JRPP) instead.

Developer Bart Elias and town planner Paul De Fina told a packed Bangalow Progress Association (BPA) meeting on Thursday evening that they had been looking for 18 months to find an appropriate site for them to build at least two 5,000 square-metre factories for anchor tenants **Brookfarm and Salumi**.

They could soon be joined by a third world-famous shire-based brand, Byron Bay Cookies, which is also looking to expand.

And while the meeting heard about residents' concerns over truck movements, visual amenity and potential pollution of Byron Creek (which runs through the property), most agreed with Mr De Fina's proposition that, 'the worst thing that could happen is seeing Byron Bay cookies produced in Melbourne [where owner Rinoldi is based].'

The development would also include several smaller commercial kitchens for cottage businesses requiring occasional usage as well as a barn that could provide space for a regular growers market and a cafe.

The proposal would blow out of the water Byron Shire Council's equally contentious 'food hub' plan for the old RMS donga site, with both Brookfarm and Salumi confirming to *Echo* that it was unsuitable for them.

Rowdy meeting

The at-times rowdy meeting had to be brought to order by BPA president Tony Hart, who at one point begged the audience, 'don't let this turn into a fight.'

'There are a lot of pros and cons of every development,' he said, adding that if 'Bart and Paul [don't] give you some answers that might satisfy you... they can take away your issues or we can pass them to council.'

Mr De Fina exacerbated matters by referring to some women questioners as 'darl' and 'love', resulting in some sarcastic responses from the audience.

At one stage he pointedly asked the audience if they had read the 550-page DA in its entirety, to which two said that they had.

But that didn't negate a range of concerns, highest on the list being a substantial increase in the number of truck movements along Lismore road, and from the M1 exit through the town itself.

Mr De Fina himself admitted that the principal concern about the development was the proposed size of the three main sheds, which are designed to be increased from 5,000sqm to 10,000sqm each over time. But this he said was necessary to cater to expansion over a 10-year timeline.

'It looks large from aerial point of view but the view from road [will be] minimal,' he said.

Brook family plead

Members of the Brook family, owners of Brookfarm said the estate would be good for Bangalow and increase employment in the area.

Brookfarm's logistics manager Will Brook told the meeting why the new factory site was so important to them.

'We've hit around 55 in-house staff, not including subcontractors. We did own another site in Byron Bay that was going to give us 1,500-2,000sqm but it was going to be too small.'

'We're now going backwards and forwards between sheds. We tried to look in the Byron Arts & Industry Estate and elsewhere but this is going to be the best solution. We want to employ more people,' Will Brook said.

Co-founder Martin Brook pleaded with the meeting to let the development go ahead.

He said the business had started on their macadamia farm at St Helena 'and our first factory was on our farm but it's impossibly small.'

'We started at Bangalow markets and live in the 2479 postcode. It's the town we most connect with. We are still utilising our original farm factory as well as our main factory in Byron Bay and have packaging stored offsite at Murwillumbah.'

'We would not be involved in anything that was in any way shonky. It's going to be sensitive, environmental. My passion is rainforest regen – we just want to stay here – we don't want to go the Gold Coast, Lismore or Ballina,' Martin Brook said.

Traffic concerns

Regarding concerns about the entry to the site via Slatterys Lane, which is on the brow of a hill, Mr De Fina said, 'the whole road will be widened. There will be massive road works to fix it up. Our original proposal was a roundabout but RMS said no.'

A spokesperson for Shooobridge Transport told the meeting that the new location would in fact reduce truck movements around the shire as both companies were currently operating from several different locations.

'We're doing multiple movements. This project is going to minimise our movements. At the end of the day it will improve things for everybody.'

He added that it was current practice for his company to drive to Lismore via Ballina, rather than using Lismore Road because 'it's so hard on the vehicles'.

But he agreed there was no way around using Lismore Road to access the new site.

One audience member asked about the option of a Bangalow bypass that would connect the motorway directly to Lismore Road, saying that it was 'back on the table' as far as RMS was concerned.

But Mr De Fina described the proposal as 'futuristic' 'I don't think that's likely,' he said.

Another audience member quoted an email from Byron mayor Simon Richardson (unseen by *Echonetdaily*) in which the development was described as 'huge and on the wrong side of town'.

'It will bring huge traffic movements through town. It's just big enough to bypass council and go to the JRPP,' the mayor was quoted as saying.

Mr Elias responded, 'What does the mayor know about construction costs? He's a schoolteacher, not a quantity surveyor.'

Byron Shire Cr Paul Spooner said that while the DA will be considered by the JRPP, not the elected body, it was on exhibition through the council website until June 22 and that council would take submissions in the normal way.

Mr De Fina concluded the meeting by saying he and Mr Elias were being upfront about the proposal.

'We're not trying to hide anything here; we're trying to be really open,' he said.

Appendix B- Maps & Field Notes from Shire-wide Site Inspections

IN2 Zone - Mullumbimby (A)

Legend **V** = Vacant Land as Viewed on 23 June 2016

Comment: Approx area shown in broken red line is a recent subdivision. Real Estate sign indicates that only 3 lots (out of 11 lots) remain for sale in that subdivision.



IN2 Zone – Mullumbimby (B and C)

as Viewed on 23 June 2016

Comment: Site B is the SES Headquarters for Byron Shire. Area to the rear (east) of the site is elevated and heavily vegetated including mature native species.



IN2 Zone/ B7 Zone -Byron Bay
 Legend **V** = Vacant Land as Viewed on 23 June 2016 (B7 Zone Land shown Dashed)

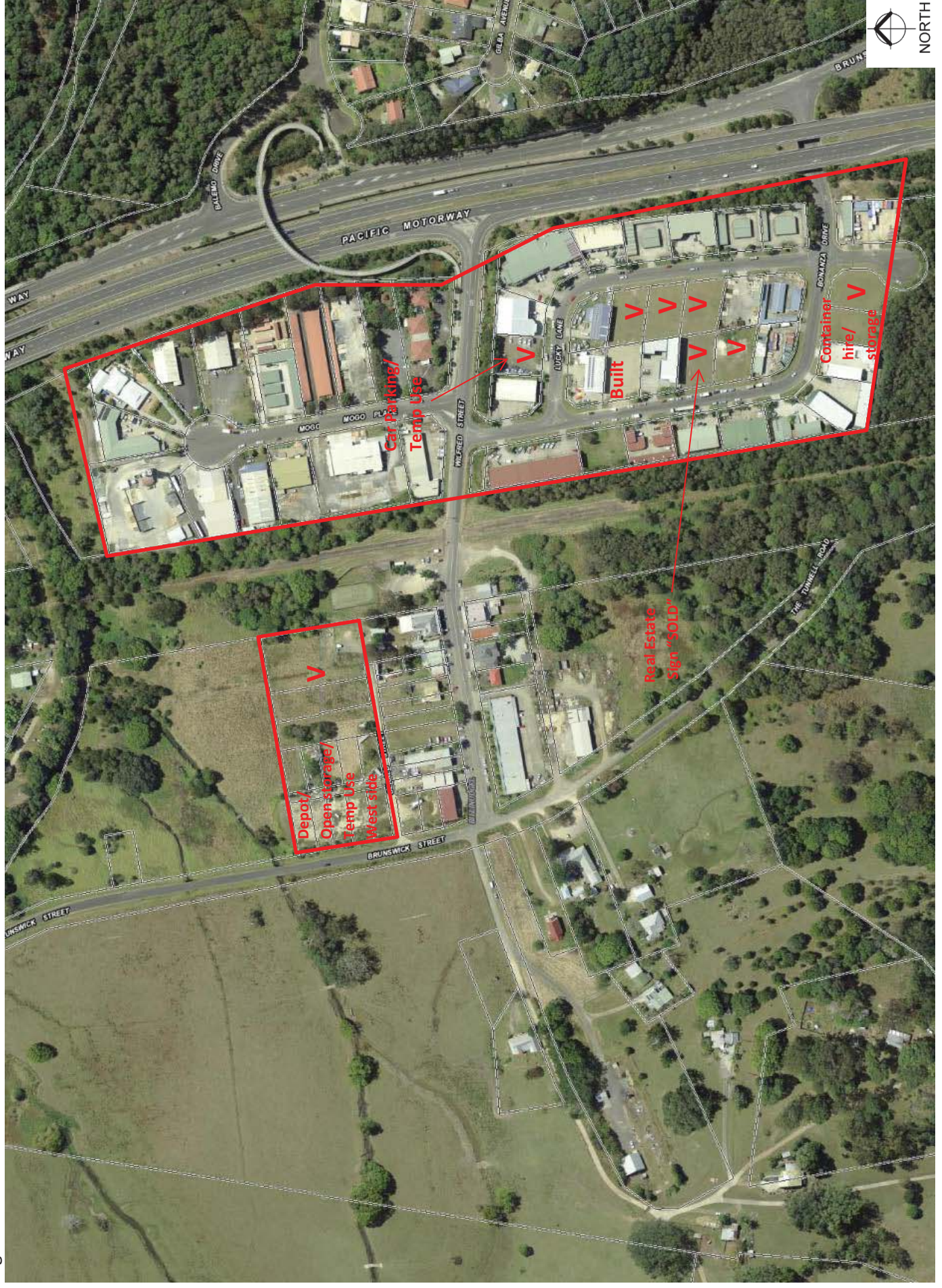
Martial Arts/Temp Use



Real Estate Sign
"SOLD"

IN1 Zone - Billinudgel

Legend **V** = Vacant Land as Viewed on 23 June 2016



IN1 Zone - Bangalow

Legend **V** = Vacant Land as Viewed on 23 June 2016

Depot/ Open
Storage/ Temp Use

Real Estate Sign "FOR SALE"

Electricity?

Built



Appendix C – Transaction Data

Suburb	Postcode	Sale Date	Price	Area	Lot	Plan No.	Primary Purpose
BANGALOW	2479	1/08/2013	\$350,000	1859	30	862275	VACANT LAND
BANGALOW	2479	28/08/2015	\$561,000	1620	24	865643	VACANT LAND
BANGALOW	2479	27/04/2011	\$800,000	0	3	84845	INDUSTRIAL
BANGALOW	2479	3/03/2016	\$297,500	1003	7	805144	INDUSTRIAL SHE
BILLINUDGEL	2483	6/03/2014	\$280,000	1000	25	850926	VACANT LAND
BILLINUDGEL	2483	5/11/2015	\$130,000	1000	27	850926	VACANT LAND
BILLINUDGEL	2483	3/06/2015	\$285,000	1049	28	850926	VACANT LAND
BILLINUDGEL	2483	15/05/2015	\$700,000	1053	23	850926	COMMERCIAL
BILLINUDGEL	2483	20/01/2010	\$325,000	1000	22	850926	VACANT LAND
BILLINUDGEL	2483	13/05/2010	\$368,500	997.7	12	850926	VACANT LAND
BILLINUDGEL	2483	12/04/2013	\$255,000	2199	6	785412	INDUSTRIAL
BILLINUDGEL	2483	6/07/2010	\$1,200,000	1679	1377	837876	BUS DEPOT
BYRON BAY	2481	13/04/2015	\$385,000	0	2	83369	RESIDENCE
BYRON BAY	2481	29/08/2013	\$357,000	0	1	80581	INDUSTRIAL UNI
BYRON BAY	2481	27/07/2012	\$315,000	0	4	80581	RESIDENCE
BYRON BAY	2481	29/08/2013	\$358,600	0	2	80581	INDUSTRIAL UNI
BYRON BAY	2481	4/10/2012	\$995,000	2000	25	249401	VACANT LAND
BYRON BAY	2481	9/12/2015	\$665,000	1000	24	249401	COMMERCIAL
BYRON BAY	2481	24/06/2015	\$585,000	1200	103	831056	COMMERCIAL
BYRON BAY	2481	7/10/2015	\$940,000	1257	1	852167	INDUSTRIALSHED
BYRON BAY	2481	21/01/2010	\$199,000	0	4	18802	INDUSTRIAL UN
BYRON BAY	2481	17/07/2015	\$700,000	1000	12	248197	COMMERCIAL
BYRON BAY	2481	17/11/2011	\$1,193,500	4000	42	249401	VACANT LAND
BYRON BAY	2481	28/04/2010	\$1,240,000	3039	35	249401	INDUSTRIAL
BYRON BAY	2481	4/05/2010	\$2,125,000	6120	1	567252	INDUSTRIAL
BYRON BAY	2481	1/10/2014	\$581,500	1350	62	261292	INDUSTRIAL
BYRON BAY	2481	24/06/2013	\$2,400,000	1500	20	812667	FACTORY
BYRON BAY	2481	24/06/2013	\$2,400,000	1409	21	812667	FACTORY
BYRON BAY	2481	1/04/2011	\$750,000	0	1	70893	INDUSTRIAL UNI
BYRON BAY	2481	29/08/2011	\$500,000	0	5	70893	INDUSTRIAL
BYRON BAY	2481	4/02/2013	\$425,000	0	1	55594	COMMERCIAL
BYRON BAY	2481	1/05/2010	\$565,000	0	2	55594	RESIDENCE
BYRON BAY	2481	21/05/2010	\$330,000	0	2	47768	INDUSTRIAL UNIT
BYRON BAY	2481	6/12/2011	\$290,000	0	1	55682	RESIDENCE
BYRON BAY	2481	23/11/2012	\$190,000	0	3	55682	INDUSTRIAL
BYRON BAY	2481	23/01/2014	\$263,500	0	2	66320	INDUSTRIAL UNIT
BYRON BAY	2481	22/12/2014	\$324,500	0	4	66320	COMMERCIAL
BYRON BAY	2481	4/02/2014	\$330,000	0	1	72600	COMMERCIAL
BYRON BAY	2481	17/02/2016	\$400,000	0	10	72600	COMMERCIALUNIT
BYRON BAY	2481	1/03/2016	\$410,000	0	2	72600	COMMERCIAL
BYRON BAY	2481	1/03/2016	\$370,000	0	5	72600	INDUSTRIAL
BYRON BAY	2481	20/12/2013	\$220,000	0	6	72600	COMMERCIAL
BYRON BAY	2481	31/05/2012	\$200,000	0	8	72600	INDUSTRIAL
BYRON BAY	2481	15/11/2013	\$572,000	1000	102	1034055	VACANT LAND
BYRON BAY	2481	22/12/2010	\$550,000	1011	112	1034055	VACANT LAND
BYRON BAY	2481	16/03/2016	\$0	0	1	62330	
BYRON BAY	2481	30/06/2015	\$170,000	0	1	62330	INDUSTRIAL
BYRON BAY	2481	22/05/2014	\$235,000	0	12	67651	INDUSTRIAL
BYRON BAY	2481	2/06/2014	\$242,000	0	13	67651	INDUSTRIAL UNIT

BYRON BAY	2481	7/02/2014	\$230,000	0	2	62330	COMMERCIAL
BYRON BAY	2481	17/11/2014	\$240,000	0	3	62330	IND UNIT
BYRON BAY	2481	13/02/2015	\$325,000	0	4	62330	INDUSTRIALUNIT
BYRON BAY	2481	1/10/2011	\$312,000	0	7	65413	INDUSTR UNIT
BYRON BAY	2481	3/12/2013	\$250,000	0	11	67651	INDUSTRIAL UNI
BYRON BAY	2481	1/07/2015	\$266,667	2000	99	1012128	STORAGE SHED
BYRON BAY	2481	17/04/2015	\$347,343	690	2	91161	INDUSTRIAL
BYRON BAY	2481	1/02/2012	\$845,500	1389	74	849226	WORK SHOP
BYRON BAY	2481	18/07/2014	\$285,000	0	2	57715	INDUSTRIAL UNI
BYRON BAY	2481	16/07/2015	\$480,000	0	4	57715	COMMERCIAL
BYRON BAY	2481	26/06/2014	\$660,000	0	1	64290	RESIDENCE
BYRON BAY	2481	13/02/2015	\$140,000	0	1	62355	COMMERCIAL
BYRON BAY	2481	28/06/2014	\$220,000	0	3	62355	INDUSTRIALUNIT
BYRON BAY	2481	28/08/2014	\$440,000	0	2	74049	INDUSTRIAL UNI
BYRON BAY	2481	29/08/2014	\$376,200	0	3	74049	INDUSTRIAL UNI
BYRON BAY	2481	4/09/2013	\$110,000	0	4	74049	COMMERCIAL
BYRON BAY	2481	12/02/2010	\$326,700	0	5	74049	INDUSTRIAL
BYRON BAY	2481	9/04/2013	\$375,000	0	7	74049	INDUSTRIAL UNIT
BYRON BAY	2481	18/09/2015	\$1,975,000	4020	60	835249	VACANT LAND
BYRON BAY	2481	21/08/2015	\$1,100,000	1225	56	835249	LOCKUP FACTORY
BYRON BAY	2481	18/09/2015	\$1,975,000	3881	59	835249	VACANT LAND
BYRON BAY	2481	13/11/2012	\$363,000	0	1	68222	COMMERCIAL UNI
BYRON BAY	2481	3/02/2016	\$370,000	0	3	68222	INDUSTRIAL
BYRON BAY	2481	22/01/2016	\$360,000	0	4	68222	INDUSTRIALUNIT
BYRON BAY	2481	1/06/2010	\$275,000	0	5	68222	SHOP
BYRON BAY	2481	5/07/2013	\$473,000	0	6	68222	RESIDENCE
BYRON BAY	2481	11/06/2015	\$635,000	1201	67	261642	FACTORY
BYRON BAY	2481	6/12/2011	\$1,000,000	4001	2	248197	RESIDENCE
BYRON BAY	2481	8/05/2015	\$0	2280	3	715110	
BYRON BAY	2481	23/12/2015	\$645,000	845.9	1	736174	COMMERCIAL
BYRON BAY	2481	17/03/2014	\$7,000,000	4.939	5	622736	RESIDENCE/VAC
BYRON BAY	2481	17/03/2014	\$7,000,000	5.49	6	622736	RESIDENCE/VAC
BYRON BAY	2481	18/07/2014	\$109,500	1175	65	835249	FACTORY
BYRON BAY	2481	1/12/2015	\$1,350,000	1227	57	835249	RESIDENCE
BYRON BAY	2481	1/07/2015	\$266,667	3126	778	880628	STORAGE SHED
BYRON BAY	2481	14/02/2016	\$525,000	0	1	76189	COMMERCIAL
BYRON BAY	2481	9/12/2015	\$357,000	0	11	76189	COMMERCIAL
BYRON BAY	2481	26/07/2012	\$275,000	0	14	76189	INDUSTRIAL UN
BYRON BAY	2481	21/06/2012	\$273,000	0	3	76189	INDUSTRIAL UNI
BYRON BAY	2481	3/07/2014	\$320,000	0	4	76189	INDUSTRIAL
BYRON BAY	2481	2/03/2010	\$335,000	0	5	76189	INDUSTRIAL UN
BYRON BAY	2481	23/05/2013	\$235,000	0	6	76189	COMMERCIAL
BYRON BAY	2481	16/09/2015	\$285,000	0	8	76189	INDUSTRIAL UNI
BYRON BAY	2481	19/03/2015	\$325,000	0	2	69449	RESIDENCE
BYRON BAY	2481	26/03/2015	\$309,000	0	3	69449	COMMERCIAL FAC
BYRON BAY	2481	18/03/2010	\$300,000	0	4	69449	INDUSTRIAL
BYRON BAY	2481	25/09/2014	\$280,000	0	5	69449	RESIDENCE
BYRON BAY	2481	28/09/2012	\$352,000	0	4	73089	INDUSTRIAL
BYRON BAY	2481	21/04/2010	\$286,000	0	5	73089	RESIDENCE
BYRON BAY	2481	24/12/2010	\$265,000	0	3	72166	INDUSTRIAL

BYRON BAY	2481	31/10/2013	\$330,000	0	5	72166	INDUSTRIAL UNI
BYRON BAY	2481	26/07/2010	\$292,500	0	1	73010	RESIDENCE
BYRON BAY	2481	4/04/2013	\$200,000	0	2	73010	INDUSTRIAL UNI
BYRON BAY	2481	21/08/2015	\$350,000	0	5	73010	COMMERCIAL
BYRON BAY	2481	28/03/2013	\$252,500	0	6	73010	INDUSTRIAL
BYRON BAY	2481	28/03/2013	\$252,500	0	7	73010	INDUSTRIAL
BYRON BAY	2481	23/11/2012	\$900,000	1942	73	262795	INDUSTRIAL SH
BYRON BAY	2481	26/09/2013	\$1,248,500	1329	117	1040988	INDUSTRIAL
BYRON BAY	2481	6/11/2013	\$82,500	0	1	80800	INDUSTRIAL
BYRON BAY	2481	15/07/2015	\$80,000	0	11	80800	SHED
BYRON BAY	2481	19/06/2015	\$82,500	0	12	80800	INDUSTRIALSHED
BYRON BAY	2481	28/01/2015	\$96,500	0	13	80800	INDUSTRIAL SHE
BYRON BAY	2481	28/08/2014	\$87,500	0	17	80800	INDUSTRIAL UNI
BYRON BAY	2481	22/03/2013	\$82,500	0	2	80800	RESIDENCE
BYRON BAY	2481	14/02/2014	\$82,500	0	3	80800	RESIDENCE
BYRON BAY	2481	9/08/2010	\$107,000	0	4	80800	INDUSTRIAL SHE
BYRON BAY	2481	15/04/2014	\$100,000	0	5	80800	INDUSTRIAL
BYRON BAY	2481	11/05/2012	\$80,000	0	6	80800	SHED
BYRON BAY	2481	1/06/2015	\$283,800	0	4	70183	UNIT
MULLUMBIMBY	2482	29/01/2015	\$675,000	1158	6	811615	INDUSTRIAL