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# LIST OF ABBREVIATIONS

ABS	Australian Bureau of Statistics
CBD	Central Business District
DoP	NSW Department of Planning (as it was)
DP&E	NSW Department of Planning and Environment
FSR	Floor Space Ratio
GCCSA	Greater Capital City Statistical Areas
GFA	Gross Floor Area
GLA	Gross Lettable Area
На	Hectares
LEP	Local Environmental Plan
LGA	Local Government Area
SA1	Statistical Area Level 1
SA2	Statistical Area Level 2
SA3	Statistical Area Level 3
SA4	Statistical Area Level 4
SD	Statistical Division
SLA	Statistical Local Area
Sqm	Square metre
VPA	Voluntary Planning Agreement

## **EXECUTIVE SUMMARY**

Austino propose to redevelop the site at 42-44 Dunmore Street (lot 11 DP746514) that is located in the heart of Wentworthville Town Centre (hereafter referred to as the Subject Site). The redevelopment at this stage is indicative and therefore subject to refinement however it proposes to incorporate ground and first floor retail and business services, a public plaza, community uses and approximately 698 residential apartments.

The following assessment has been commissioned by Austino to better understand and quantify the potential social and economic benefits of the proposal. This impartial assessment is intended to inform the establishment of a Voluntary Planning Agreement (VPA) that achieves a reasonable and fair outcome for the community, the applicant and Holroyd City Council (Council).

On the basis of the research and modelling undertaken to inform this assessment, the following social and economic benefits are likely to be achieved as a result of the proposed development.

## **Retail Expenditure and Town Centre Benefits**

Close to \$20m in additional retail expenditure as well as additional pedestrian activity within Wentworthville Town Centre would support its vitality and economic viability to the benefit of a broad range of businesses and users. This is also in keeping with Council's plan to revitalise the Wentworthville Town Centre.

- It is estimated that the 698 apartments to be provided as part of the development could accommodate approximately 1,675 new residents within the Wentworthville Town Centre<sup>1</sup>. Assuming all residents were new to the locality, this could generate \$20.7m in retail expenditure per annum once the development was complete and occupied. Whilst not all of this expenditure would be directly retained within Wentworthville Town Centre a notable portion would be available to existing and potential retailers, services and other businesses;
- In addition to expenditure generated by new residents, \$1.1m per annum could be injected into the Wentworthville locality as a result of non-resident workers employed on the Subject Site. This would represent a net increase of \$0.4m (taking into consideration existing retail supply on the Subject Site);
- A further \$1.8m over the four year construction period in retail expenditure could be generated as a result of the construction workers to the benefit of existing Wentworthville businesses;

<sup>1</sup> Assuming an average of 2.4 persons per apartment, averaging the household size of apartments in Parramatta LGA and Holroyd LGA

 The additional expenditure and activity within Wentworthville Town Centre would support its vitality and economic viability to the benefit of a broad range of businesses and users and in line with Council's plan to revitalise the Wentworthville Town Centre.

## **Employment Generation**

The redevelopment of the Subject Site could result in 355 on site jobs upon operation – a net increase in 136 jobs.

Wentworthville Town Centre has the opportunity to create a nexus relationship with nearby Westmead. This could have the positive benefit of increasing employment and investment within the Town Centre.

- The proposed development would generate 739 job years directly in the construction industry over the course of the construction period. Over a four year construction period this equates to 185 additional construction jobs in the locality;
- Upon completion of construction and complete occupation, the proposed 8,545sqm of retail and commercial floorspace could accommodate 320 full time and part time jobs (a net increase of 99 jobs being generated in the Town Centre)<sup>2</sup>. This floorspace could also support commercial uses associated with the Westmead Health and Education cluster owing to its proximity to the new Greater Parramatta Precinct;
- Based on ABS data it is estimated that 35 residents would be likely to use their own dwellings as their main place of work (excluding home duties). Combined with our estimates above, the redevelopment of the Subject Site could result in 355 on site jobs – a net increase in 136 jobs; and
- HillPDA notes that subject to appropriate marketing and support, Wentworthville Town Centre could notably increase demand for employment floorspace by leveraging off the specialised focus and close proximity of a range of medical and education uses in nearby Westmead. Wentworthville Town Centre could provide a complementary yet more affordable commercial offer to businesses and uses that wish to be associated with Westmead but are more cost sensitive and / or attracted to the lifestyle offer provided by the revitalised Wentworthville Town Centre.

## **Economic Multiplier Benefits**

The proposed development would generate an additional 1,976 jobs indirectly by way of multiplier benefits with a total of 2,715 job years being generated directly and indirectly once flow-on economic multipliers are included<sup>3</sup>; and

<sup>&</sup>lt;sup>2</sup> Employment densities sourced from ABS Retail Survey 1998-99

<sup>&</sup>lt;sup>3</sup> Source: Hill PDA Estimate using data from ABS Australian National Accounts: Input-Output Tables 2008-09 (ABS Pub: 5209.0)

 The estimated construction value of \$259m would generate a total of \$857m in total output – being direct, production induced and consumption induced output<sup>4</sup>.

## Housing Supply, Choice and Sustainability

 The proposed development would make a significant contribution to housing supply in Wentworthville and Holroyd LGA, representing 6.1% of Holroyd's 11,500 dwelling target established by the draft West Central Subregional Strategy to 2031;

- The proposed dwelling mix would enhance housing diversity and choice in a highly accessible and sustainable location, well situated in relation to community services, retail and public transport;
- The proposed development would achieve a high quality sustainable design and incorporate a number of positive environmental initiatives to ensure a quality and sustainable development;
- The provision of housing within a Town Centre (located approximately 1.7km and 4.5km respectively of major employment nodes such as Westmead and Parramatta) also creates opportunities to live and work within close proximity, reducing travel times and additional traffic congestion; and
- The co-location of residential uses, services and public transport increases opportunities for walking and access to key services.
  Studies show that a higher level of public transport usage as well as access to services increases the likelihood of walking and thereby levels of activity resulting in health benefits<sup>5</sup>.

## **Community Cohesion and Civic Place**

- The proposed 2,059sqm public square would facilitate a greater level of social cohesion and amenity than the current use; and
- The development proposes significant visual and amenity improvements to the public domain by way of renewed urban form, increased connectivity, the creation of a new public area and associated landscaping. This supports Council's initiative to revitalise the Wentworthville Town Centre.

<sup>4</sup> Ibid

<sup>5</sup> NSW Health et al Creating Healthy Environments, NSW Centre for Overweight and Obesity (2005)

The proposed development would make a significant contribution to housing supply in Wentworthville and Holroyd LGA, representing 6.1% of Holroyd's 11,500 dwelling target established by the draft West Central Subregional Strategy to 2031

## **Community Services**

The development proposes significant visual and amenity improvements to the public domain by way of renewed urban form, increased connectivity, the creation of a new public area and associated landscaping.

These improvements support Council's initiative to revitalise the Wentworthville Town Centre.

In financial terms our assessment calculates that the 2,059sqm plaza would represent a \$5.15m contribution to the community<sup>6</sup>.

#### **Retail Competition and Choice**

- A community facility, such as a library together with a health and medical facility is proposed as part of the development. Not only would such facilities create activity and provide passive surveillance for the public square, they would support the mental and physical health and well-being of a growing residential and worker population as well as the existing needs of the surrounding community;
- To this effect our demographic analysis identifies that Holroyd LGA had a higher combined proportion of couples with children and one parent families (68%) in 2011 than Greater Sydney (65%). Couples with children are projected to remain the most prevalent household type in the LGA into the future. This indicates the increasing need for medical and health facilities as well as learning facilities such as community libraries; and
- Our research finds that these facilities would also generate employment opportunities within the Town Centre that are well suited to the occupational skills of existing and anticipated future Holroyd LGA residents.
- The anticipated mix of retail activity, including a supermarket anchor, on the Subject Site would also improve the range of shopping options for residents, workers and visitors to Wentworthville. From an economic perspective this would provide added price competition in the local area and reduce the quantum of 'escape expenditure' from the LGA and Town Centre.

## Value of Public Benefits

- In financial terms our assessment calculates that the 2,059sqm plaza would represent a \$5.15m contribution to the community<sup>7</sup>;
- In economic terms we calculate the benefit of the 537sqm through site link to the community to be in the order of \$1.34m based on the same methodology; and
- The proposed public square and through site link would represent a direct economic contribution of \$6.5m to the Wentworthville Community and development along with a broader range of social and community benefits.

<sup>6</sup> Based on \$1,500/sqm for the unimproved land component plus \$1,000/sqm for embellishments

<sup>7</sup> Based on \$1,500/sqm for the unimproved land component plus \$1,000/sqm for embellishments

## 1 STUDY PURPOSE AND APPROACH

Austino propose to redevelop the site at 42-44 Dunmore Street (lot 11 DP746514) bounded by Dunmore Street to the north, Pritchard Street East to the south with retail and residential land uses to the east and west. The site has an area of 8,952sqm.

## **The Study Purpose**

HillPDA has been commissioned to undertake an assessment of the potential social and economic benefits of the proposal. This includes detailing and quantifying the public benefits of the proposed development, but does not constitute a social and economic impact assessment.

## **The Subject Site**

The Subject Site is located in Wentworthville, within the Holroyd Council area. At the time of writing, the Subject Site is occupied by low density retail uses, including associated car parking. The Subject Site is approximately 120m from the Wentworthville Railway Station, with connections to Parramatta, Richmond, Liverpool and the Sydney CBD.

Figure 1 - Proposed Development Site



Source: Nearmap 27 July 2014

## **Area Overview**

The site is zoned B2 Local Centre, supporting a range of local retail and services. The railway line runs to the north of the site, along the boundary of the Holroyd LGA.

The local centre services a primarily low to medium density residential area, with high density zoning to the east and west of the site along Lane Street and the Cumberland Highway, respectively.

The site is within 250m of three open space areas, including Friend Park, Lytton Street Reserve, and Wentworthville Memorial Park. Ringrose Park and Shannons Paddock are within 800m.

On a broader scale, Wentworthville is located within close proximity to the University of Western Sydney Westmead Campus and Westmead Hospital, approximately 2km east of the subject site and one stop on the railway line.

The regional City of Parramatta, approximately 5km away, provides access to a diverse range of services and employment opportunities. Wentworthville is approximately 30km from the Sydney CBD, with rail services running every 15 - 20 minutes and taking 30 - 45 minutes.



Figure 2 - Site Zoning

Source: Holroyd Local Environmental Plan 2013

## **Project Description**

The proposal includes:

- 698 residential units, with a mix of 130 studio (19%), 202 one bedroom (29%), 300 two bedroom (43%) and 66 three bedroom (9%) dwellings;
- 8,545sqm GFA of retail and commercial space, including service areas;
- A community facility (potentially providing a library and medical / health uses);
- 2,059sqm of public open space in the square and 537sqm in the through site link;
- 533 car spaces for residents and 347 car spaces for commercial and retail units; and
- A range of landscaping, amenity and car parking improvements.



Figure 3 - Artists Impression of Proposed Development

Source: PTW 2015

#### Figure 4 - Artists Impression of Proposed Development



Source: PTW 2015

#### **Methodology and Structure**

This assessment is structured into six chapters that assess the social and economic benefits of the proposal, as follows:

- A demographic analysis. This analysis provides key background to the needs of the surrounding community (Chapter 2);
- A review of local and State Government policy relevant to the Subject Site. This review offers the policy context of the proposal and identifies key government objectives for the area (Chapter 3)
- An assessment of the economic benefits of the proposal, including job generation and economic multipliers (Chapter 4);
- An assessment of the public benefits of the proposal, including its potential to enhance the visual appeal of the area; the potential for town centre revitalisation and resulting generation of additional retail expenditure; additional car parking; and the provision of community facilities (Chapter 5);
- A quantification of the value and benefit to the community of the open space and other proposed features (Chapter 6); and
- A conclusion that provides a summation of the report's findings and their implications to this proposal (Chapter 7).

## **Key Assumptions**

Owing to the indicative nature of this proposal, we have based our assessment on the following assumptions:

**Table 1 - Assumed Development Parameters** 

Site Area	8,952sqm
Residential FSR	7.4:1
No. Units	698
Unit Mix	
Studio	19% (130)
1 Bedroom	29% (202)
2 Bedroom	43% (300)
3 Bedroom	9% (66)
Retail / Commercial FSR	1.13:1
Retail / Commercial sqm total	8,545sqm
Retail – ground and podium level	5,321
Commercial – ground and podium level	3,224
Public Square (sqm)	2,059
Through site link (sqm)	537
Car Parking Provision	880
Construction Costs	\$259m
Construction: mid to late 2016 - full com stages).	pletion by 2020 / 2021 (over 1 or 2

## 2 WENTWORTHVILLE DEMOGRAPHIC ANALYSIS



Statistical Area Level 2 Girraween-Westmead, ABS 2011

The following Chapter provides a snapshot of demographic data from the ABS Census of Population and Housing for the Census years of 2001, 2006 and 2011 using the Statistical Area Level 2 (SA2) of Girraween-Westmead.

This area has been selected for analysis as the most focused area incorporating the Subject Site with data available across three census periods. To support this analysis, data has been compared to results for Holroyd LGA where relevant. This data establishes the demographic characteristics of the development area, indicating the likely social needs of the community.

### **Household and Age Characteristics**

The predominant age group of the SA2 as of 2011 was 25-34 years (19.2%), having increased from 18.3% in 2001.

Children aged 0-14 years made up 20.7% of the total population, having increased from 19.3% as of the 2001 Census. Accordingly, the Holroyd LGA had a higher combined proportion of couples with children and one parent families (68.3%) in 2011 than across Greater Sydney (64.6%).

#### Table 2 - Demographic Analysis by Five Year Age Group 2001 – 2011

Age Group	2001	%	2006	%	2011	%	% Growth
Total persons(a)	21,601		23,261		26,076		21%
0-4 years	1,523	7.1%	1,762	7.6%	2,115	8.1%	39%
5-14 years	2,644	12.2%	3,000	12.9%	3,275	12.6%	24%
15-19 years	1,247	5.8%	1,302	5.6%	1,326	5.1%	6%
20-24 years	1,655	7.7%	1,518	6.5%	1,554	6.0%	-6%
25-34 years	3,953	18.3%	4,207	18.1%	5,002	19.2%	27%
35-44 years	3,392	15.7%	3,747	16.1%	4,066	15.6%	20%
45-54 years	2,507	11.6%	2,740	11.8%	3,218	12.3%	28%
55-64 years	1,791	8.3%	2,041	8.8%	2,406	9.2%	34%
65-74 years	1,478	6.8%	1,453	6.2%	1,538	5.9%	4%
75-84 years	1,014	4.7%	1,085	4.7%	1,074	4.1%	6%
85 years and over	397	1.8%	407	1.7%	503	1.9%	27%

Source: ABS Time Series Profile 2011

The average household size increased from 2.5 persons in 2001 to 2.8 persons in 2011, compared to the average household size of 2.7

persons across three census periods in Greater Sydney. The higher occupancy rates in Holroyd LGA reflecting the predominant single detached dwelling type in the locality. The average household size for apartments in Girraween-Westmead was 2.5 people in 2011, 2.6 people in Holroyd LGA, and 2.2 people in Parramatta LGA.

This occupancy rate has been averaged to 2.4 people per dwelling for the purposes of estimating the potential residential population of the proposed development. This lower rate has been used to reflect a likely lower rate for apartments that is consistent with apartment occupancy rates across the LGA.

### **Employment Characteristics**

The area had a high number of people employed in Healthcare and Social Assistance and Manufacturing, with Health Care and Social Assistance having increased significantly between the 2001 and 2011 census (50% growth, representing 455 people).

Employment in the Professional, Scientific and Technical Services has also experienced a growth of 53%, representing 325 people. This finding being a likely reflection of the locality's close proximity to the Westmead Specialised Precinct and its major focus on health facilities such as Westmead Hospital along with ancillary medical research facilities and the presence of the University of Western Sydney Campus.

Industry	2001	2006	2011	Change	% Change
Agriculture, forestry and fishing	29	12	17	-12	-41%
Mining	9	8	16	7	78%
Manufacturing	1,231	1,201	1,180	-51	-4%
Electricity, gas, water and waste services	93	94	122	29	31%
Construction	585	584	569	-16	-3%
Wholesale trade	576	587	709	133	23%
Retail trade	924	986	1,057	133	14%
Accommodation and food services	496	543	617	121	24%
Transport, postal and warehousing	481	581	646	165	34%
Information media and telecommunications	296	260	311	15	5%
Financial and insurance services	597	712	844	247	41%
Rental, hiring and real estate services	142	125	120	-22	-15%

#### Table 3 - Demographic Analysis by Industry of Employment

Industry	2001	2006	2011	Change	% Change
Professional, scientific and technical services	617	701	942	325	53%
Administrative and support services	362	361	408	46	13%
Public administration and safety	516	645	704	188	36%
Education and training	490	564	635	145	30%
Health care and social assistance	918	1,112	1,373	455	50%
Arts and recreation services	53	75	91	38	72%
Other services	350	352	389	39	11%
Inadequately described/Not stated	277	281	282	5	2%
Total	9,042	9,784	11,032	1,990	22%

Source: ABS Time Series Profile 2011

As of 2011, the greatest proportion of residents in the area were employed as Professionals (26%), with Clerical and Administrative Workers and Technicians and Trades Workers making up 18% and 12% of the population respectively.

Unemployment has declined since the 2001 Census from 8.0% to 7.7%, but increased since a low of 7.1% in 2006.

## **Demographic Forecast**

Lone person households are forecast to increase from 7,100 households in 2011 to 10,450 households in 2031 in the Holroyd LGA, a growth of 3,350 people (47%). According to the most recent population forecasts by the NSW Department of Planning and Environment, the resident population of Holroyd LGA is expected to grow to 136,000 people by 2031, an increase of 31,900 from 104,100 people in 2011. Growth in the area is expected to be driven by positive overseas migration, an internal migration loss (people moving from Holroyd LGA to other LGAs), and a high fertility rate.

Couples with children are expected to remain the most prevalent household type into the future, with lone person and couple only households increasing to become the second and third most common household types respectively.

In line with an expected growth across the Sydney Metropolitan, lone person households are forecast to increase from 7,100 households in 2011 to 10,450 households in 2031 in the Holroyd LGA, a growth of 3,350 people (47%). This indicates a growing need for smaller and more affordable housing choices.

## **Key Demographic Findings**

- The Girraween-Westmead SA2 had a high and increasing proportion of children aged 0-14 years, making up 20.7% of the resident population as of 2011. This suggests a growing need for services supporting children and families.
- The average occupancy rate for apartments in the Girraween-Westmead SA2 was 2.5 people in 2011. This indicates the proposed apartment mix, including 60% two bedroom apartments, is appropriate for the area as it transitions to a higher density urban form.
- The significant increase in residents employed in Healthcare and Social Assistance and Professional, Scientific and Technical Services from 2001 to 2011 indicates that the area is well located in relation to employment opportunities in the Westmead Specialised Precinct and the University of Western Sydney Campus.
- Couples with children are expected to remain the most prevalent household type across Holroyd LGA to 2031, however lone person and couple only households are forecast to increase significantly. This indicates a growing need for smaller and more affordable housing opportunities.

## 3 GOVERNMENT POLICY REVIEW

The following Chapter provides an overview of local and State Government policies, strategies and directions of relevance to the proposed development and its potential social and economic benefits.

## **State Policy Direction**



The Plan aims to increase the percentage of the population who can travel less than 30 minutes by public transport to a city or major centre in Metropolitan Sydney.

#### NSW 2021- A Plan to Make NSW Number 1 2011

The NSW 2021 Plan aims to rebuild the NSW economy, provide quality services, renovate infrastructure, restore government accountability and strengthen NSW's local environment and communities. The Plan comprises five sub-strategies. The main substrategy that is of relevance to this assessment is 'Rebuild the Economy' as it encourages more land to be made available for housing. The Plan sets a target for the delivery of +25,000 new dwellings in Sydney per year to 2021.

The Plan aims to increase the percentage of the population who can travel less than 30 minutes by public transport to a city or major centre in Metropolitan Sydney. More specifically, the Plan identifies that there should be an increase in the proportion of total journeys to work by public transport in the Sydney Metropolitan Region. The proposed development would increase housing supply in close proximity to a well serviced railway station, assisting in meeting this target and the principles of sustainability established in this plan.

#### A Plan for Growing Sydney 2014

A Plan for Growing Sydney, released in December 2014, identifies growing Greater Parramatta as a priority. This Strategy aims to make Parramatta Sydney's second CBD and invest in the specialised health and education precincts at Westmead and Rydalmere. The Westmead Health Precinct is acknowledged as Sydney's most significant concentration of biotechnology, pharmaceutical and medical device companies, well located to access opportunities in the knowledge sector with colocation with the University of Western Sydney.

Wentworthville Town Centre will adjoin the new Greater Parramatta Precinct, likely to benefit from investment and increasing professional opportunities in Westmead Health Precinct through proximity and by supporting the residential population accessing these jobs.



Figure 5 - Greater Parramatta Precincts

Source: A Plan for Growing Sydney 2014

#### **Draft West Central Subregional Strategy 2007**

Although the draft West Central Subregional Strategy 2007 was prepared under the former Metropolitan Strategy, until new Subregional Strategies are prepared and released by the Department of Planning and Environment (DP&E), the draft West Central Subregional Strategy 2007 remains a useful guide for higher level strategic planning purposes.

The draft West Central Subregional Strategy 2007 sets the framework for planning and development in the Subregion for the next 25 years. Specifically, it seeks to encourage the delivery of housing supply near to public transport corridors, provide greater housing choice and affordability and improve local employment opportunities.



Department of Plan

Under the draft West Central Subregional Strategy 2007, Wentworthville is identified as a Town Centre. Town Centres act as anchors of retail, services and community facilities within a primarily residential area. The proposed development co-locates residential, retail and community uses, supporting the function of the town centre and increasing housing supply near public transport corridors.

#### **NSW Draft Centres Policy 2009**

The NSW draft Centres Policy was released in 2009 and reflects the continuing need to have a balanced approach to employment and economic growth and share the growth across a number of centres in Sydney.

Central to this policy of sharing growth and facilitating a polycentric model for Sydney are six key principles:

- The need to reinforce the importance of centres and clustering business activities;
- 2. The need to ensure the planning system is flexible, allows centres to grow and new centres to form;
- The market is best placed to determine need. The planning system should accommodate this need whilst regulating its location and scale;
- 4. Councils should zone sufficient land to accommodate demand including larger retail formats;
- 5. Centres should have a mix of retail types that encourage competition; and
- 6. Centres should be well designed to encourage people to visit and stay longer.

#### Westmead Hospital Campus Redevelopment

In November 2013 the NSW Minister for Health announced funding to plan the Westmead Hospital Redevelopment project, with the redevelopment forming part of the state's healthcare policy for 2014/15.

The redevelopment will focus on the provision of a new Acute Services building, new care centres and operating theatres, as well as additional parking spaces and inpatient beds to service the growing Western Sydney population<sup>8</sup>.

<sup>8</sup> Western Sydney Local Health District, 2014

The Government has invested more than \$400m in Stage 1 of the project, which began in 2015. This investment and the strengthening of the Westmead hospital campus is likely to further develop associated medical and support services in the surrounding locality.

## **Local Policy Direction**

The Living Holroyd Community Strategic Plan 2013 demonstrates Councils commitment to deliver housing supply in sustainable locations, achieve housing targets and facilitate the renewal of local centres, including increasing civic areas.



## Holroyd Local Environmental Plan 2013

The Holroyd Local Environmental Plan 2013 establishes the Subject Site as part of the B2 Local Centre zone. The objectives of this zone are:

- 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; and
- To permit residential development that is complementary to, and well-integrated with, commercial uses.

The proposed development situates residential uses close to public transport, which is likely to maximise public transport usage and encourage active transport by the residents, in line with these objectives.

In addition, the construction of the proposed development and the operation of a community facility provide employment opportunities and community services in accessible locations.

## Living Holroyd Community Strategic Plan 2013

The Living Holroyd Community Strategic Plan 2013 presents the 20 year community vision for the City of Holroyd. Key community outcomes and strategies include enhancing the atmosphere of local centres and business areas through the revitalisation of centres (G5.2 and B11.1) and encouraging the development of affordable housing stock close to services, amenities and transport hubs (G8.2).

This Plan demonstrates Councils commitment to deliver housing supply in sustainable locations, achieve housing targets and facilitate the renewal of local centres, including increasing civic areas.



Place Partners, 2014

#### Wentworthville Centre Revitalisation Project

Holroyd Council is currently seeking to facilitate the revitalisation and renewal of Wentworthville Town Centre through the Wentworthville Centre Revitalisation Project, which commenced in July 2014 with community engagement.

The project aims to identify a vision for the future of the centre and establish planning controls and actions to support the realisation of this vision. The project is expected to be completed in early 2016 with a final Land Use and Development Control Plan<sup>9</sup>.

### **Key Policy Findings**

State policy seeks to co-locate residential, community and retail uses with public transport infrastructure in effective and desirable mixed use development. The increase in housing supply and choice in these locations is seen to encourage public and active transport patronage and achieve balanced growth across infrastructure networks. The investment of the State Government in Westmead Hospital and the Parramatta region is likely to not only drive employment but also residential activity in the region.

Local policy seeks to apply these principles though local planning controls and subsequent development, providing a range of uses in local centres that achieve a sustainable community outcome. Specifically, Holroyd Council has identified the Wentworthville Centre as the focus of renewal and revitalisation activities to accommodate residential growth.

<sup>9</sup> Holroyd City Council, Wentworthville Centre Revitalisation, http://www.holroyd.nsw.gov.au/your-development/wentworthvillecentre/

## 4 ASSESSMENT OF ECONOMIC BENEFITS

This Chapter provides an assessment of the likely economic benefits of the proposal, considering the impacts of additional retail expenditure, employment generation and multiplier benefits.

## **Additional Retail Expenditure**







The additional expenditure and activity that could be generated by the proposed development within Wentworthville Town Centre would support its vitality and economic viability to the benefit of a broad range of businesses and users. The proposed development would generate additional retail expenditure in the local area on account of additional resident and worker spend. This expenditure would have flow-on benefits to businesses within Wentworthville Town Centre in addition to other centres across Holroyd LGA.

It is estimated that the 698 apartments could accommodate over 1,675 new residents within the Wentworthville Town Centre<sup>10</sup>. Assuming all residents were new to the locality, this could generate \$20.7m in retail expenditure per annum once the development was complete and occupied<sup>11</sup>. Whilst not all of this expenditure would be directly retained within Wentworthville Town Centre, a notable portion would be available to existing and potential retailers, services and other businesses.

In addition to expenditure generated by new residents, \$1.1m per annum could be injected into the Wentworthville locality as a result of non-resident workers employed on the Subject Site (i.e. in the shops and commercial suites). This would represent a net increase of \$0.4m (taking into consideration existing retail supply on the Subject Site).

A further \$1.8m over the four year construction period in retail expenditure could be generated as a result of the needs of construction workers on the Subject Site. Food and beverage businesses would benefit from this additional expenditure in particular through the construction phase.

The additional expenditure and activity that could be generated by the proposed development within Wentworthville Town Centre would support its vitality and economic viability to the benefit of a broad range of businesses and users.

<sup>10</sup> Assuming an average of 2.4 persons per apartment, averaging the household size of apartments in Parramatta LGA and Holroyd LGA

<sup>11</sup> Assuming new residents spending levels will be 10% above Wentworthville's average (Source: Marketinfo 2012)

#### **Employment Generation**

The provision of over 8,500sqm of commercial and retail floorspace on the Subject Site would make a notable contribution to the local economy through the generation of employment. Employment generation would be derived in two separate phases being:

- The construction phase; and
- Upon the operation and occupation of the proposed floorspace.

This section estimates the degree of employment likely to be generated in each phase.

#### **Construction Phase Employment**

Employment generated through the construction phase would largely related to jobs for construction workers and others employed directly on the construction of the building.

It is estimated that 2.85 full time construction positions over 12 months are created for every one million dollars of construction work undertaken<sup>12</sup>. In addition to the direct generation of jobs, the construction industry creates a flow on or additional economic benefit (such as wages and salaries) through the multiplier effect.

To calculate the potential scale of the flow-on employment benefits, production and consumption induced employment multipliers have been utilised. The 2008-09 ANA Input-Output Tables identified employment multipliers for first round, industrial support and consumption induced effects.

Direct and indirect construction employment effects are measured in this scenario as 'job years'<sup>13</sup>. In this respect it is estimated that the proposed development could generate a total 2,715 job years during the construction phase, comprising of:

- 739 job years directly in construction;
- 475 job years from first round production induced effects;
- 513 jobs from production induced industrial support services; and
- 988 jobs from consumption induced effects.<sup>14</sup>



The proposed development would generate 739 job years directly in construction... Over a four year construction period, this equates to 185 construction jobs in the locality.

<sup>&</sup>lt;sup>12</sup> ABS Australian National Accounts: Input-Output Tables 2008-09 (ABS Pub: 5209.0)

<sup>&</sup>lt;sup>13</sup> 1 job year equates to one full time equivalent job for a one year period

<sup>&</sup>lt;sup>14</sup> Sources: HillPDA estimate from ABS Australian National Accounts: Input-Output Tables 2008-09 (ABS Pub: 5209.0).

When discussing economic multipliers, it is important to note the caution applied by Australian Bureau of statistics in that "*Care is needed in interpreting multiplier effects; their theoretical basis produces estimates which somewhat overstate the actual impacts in terms of output and employment. Nevertheless, the estimates illustrate the high flow-on effects of construction activity to the rest of the economy. Clearly, through its multipliers, construction activity has a high impact on the economy."* 

#### **Operational Employment**

Operational employment refers to the number of jobs created from the various tenancies to be accommodated by the proposed development including commercial office and retail spaces.

Estimate of employment on site is based on worker density ratios (square metre per worker) for each of the land use tenancies. Employment density ratios have been applied based on Hill PDA's experience in this area, ABS Retail Survey 1998-99 and recent research international research which has been adapted to Australian conditions.

As shown in the table below, there is the potential for a significant number of jobs (an estimated 355 jobs) to be generated and accommodated on site post construction particularly in relation to retail operations.

320 of these full and part time jobs could be provided by the operation of 8,545qm of retail and commercial floorspace. 35 are likely to be the result of residents using their own dwellings as their main place of work.

	NLA Sqm / Worker*	Workers on Site
Supermarket Anchor (2,753sqm)	22	125
Specialties & Mini Majors (2,568sqm)	25	103
Non-Retail (3,224sqm)	35	92
Residential Apartments**	5%	35
TOTAL		355

#### Table 4 - Estimated Full-time and Part-time Workers on Site (NLA)

Source: \* Various Sources including ABS Retail Survey 1998-99

\*\* 7.6% of workers undertake majority of work at home (ABS Locations of Work 2008 Cat 6275.0). For the purpose of this report we have conservatively assumed 5% of dwellings would be used for main place of work

### **Multiplier benefits**

In addition to the multiplier benefits calculated from the construction process, a development of this nature is likely to generate substantial economic multipliers based on its direct construction value. In this respect the added marginal economic value of the development has been calculated using the output multipliers from the Australian Bureau of Statistics (ABS) Australian National Account Input-Output tables (ABS publication 5209.0).

The proposed development is expected to be completed over a 31 month period at a cost of \$259m, with construction beginning in 2016. This level of construction output would lead to flow-on economic benefits from production and consumption induced multiplier effects.

On this basis it is estimated that the proposed development would generate in order of \$857m of output from direct and indirect sources. Each component of the total economic multiplier effect of the proposed development is outlined below (please refer to Table 3):

- \$259m of investment directly outlaid over the course of the construction period;
- A further \$167.4m generated in first round effects from production induced sources;
- Approximately \$174.5m of output generated from production induced industrial support effects; and
- An additional \$256.2m from consumption induced effects.

#### Table 5 - Economic Multipliers

	Direct Effects	Production Induc	ed Effects	Consumption Induced Effects	Total	
		First Round Effects	Industrial Support Effects			
Output multipli		0.6463	0.6734	0.9891	3.3088	
Output (\$millio		\$167.4	\$174.5	\$256.2	\$857.2	

\* Source: Hill PDA and ABS Australian National Accounts: Input-Output Tables 2008-09 (ABS Pub: 5209.0).

The proposed development would provide a high level of output for the regional and national economy and would directly and indirectly benefit a range of industry sectors. The extent of these economic multipliers being dependent on the extent of the inputs including raw materials, jobs and investment.

#### Wentworthville and Westmead Precinct

Subject to appropriate marketing and support, Wentworthville Town Centre could notably increase demand for employment floorspace by leveraging off the specialised focus and close proximity of a range of medical and education uses in nearby Westmead. Wentworthville Town Centre could provide a complementary yet more affordable commercial offer to businesses and uses that wish to be associated with Westmead but are more cost sensitive and / or attracted to the lifestyle offer provided by the revitalised Wentworthville Town Centre. This nexus relationship has the potential to further increase employment and investment opportunities within the Town Centre.

## 5 ASSESSMENT OF PUBLIC BENEFITS

This Chapter provides an assessment of the likely public benefits of the proposed development. These benefits are likely to support not only the existing surrounding community, but also the future residential and employee population as the Town Centre grows.

#### **Residential Benefits**

#### **Housing Supply**

A Plan for Growing Sydney seeks to "make a wider variety of housing available to suit the changing make-up of the population"<sup>15</sup> and to "accelerate housing supply". With a rapidly growing residential population, the supply of housing (and particularly of low cost housing) is under pressure. The impact of Sydney's well documented low housing supply and high market demand has been to drive the cost of housing upwards.

While housing output across Australia has reduced over the past decade, and particularly since 2005<sup>16</sup>, dwelling completions in middle ring areas have been increasing as demand for low cost housing has been driven out of inner Sydney by land constraints and high prices. This is demonstrated in Wentworthville suburb, where there have been 96 dwelling completions between 2009/10 and 2013/14, with 2,245 across the Holroyd LGA in the same period<sup>17</sup>.

The proposed development would deliver 698 new residential apartments in the town centre, creating additional housing supply within a highly sustainable location. The Subject Site is located 120m from the Wentworthville Rail Station and approximately 1.7km and 4.5km respectively of major employment nodes - Westmead and Parramatta.

Given the highly central location of the Subject Site within the Town Centre and its proximity to the rail station, a lower rate of car parking is proposed than the Holroyd SCP DCP 2013. We note however that the opportunity to purchase a studio or 1 bedroom apartment on the Subject Site without the cost car parking spaces may result in a greater variety of affordable accommodation in the locality.

This would be beneficial to attracting young professionals and key workers that may only need to travel by train to medical and

<sup>&</sup>lt;sup>15</sup> Department of Planning and Environment, A Plan for Growing Sydney, page 4 (2014)

<sup>&</sup>lt;sup>16</sup> Home Truths: are planners really to blame for our housing "shortage"?

<sup>&</sup>lt;sup>17</sup> NSW Department of Planning and Environment Sydney Region Dwelling Completions by Suburb (2004/05 to 2013/14)

The proposed development would contribute 6.1% of the 11,500 dwellings targeted by the draft West Central Subregional Strategy for Holroyd LGA by 2031.

The choice of unit sizes would also provide a different housing stock to the predominance of single detached dwellings in the suburb resulting in a more affordable range of housing options and greater housing diversity. educational uses in nearby employment hubs such as Westmead or commercial hubs such as Parramatta CBD.

### **Housing Targets**

The NSW Government's *A Plan for Growing Sydney* acknowledges the implications of population growth as the need to ensure adequate land for a mix of housing to meet demand.

At a subregional level, the draft West Central Subregional Plan 2007 projected that the West Central Subregion would experience a growth of 355,000 people from 2011 to 2031.

The proposed development would contribute 6.1% of the 11,500 dwellings targeted by the draft West Central Subregional Strategy for Holroyd LGA by 2031.

## **Housing Choice**

In addition to population growth, demand for housing is being driven by demographic and lifestyle changes including the ageing of the population, declining family sizes and fertility rates.

In recent decades, Greater Sydney has experienced an overall net decline in dwelling occupancy rates as a result of smaller families, an ageing of the population and an increase in lone person households (although occupancy rates appear to have plateaued since 2006). Combined these factors have increased demand for housing in Sydney (particularly smaller housing types) above that generated by population growth alone. In fact, the implications of these trends are such that even if Sydney did not experience any population growth, more dwellings would be needed over time<sup>18</sup>. This means that the types of dwellings being delivered must respond to changing household needs.

The proposed development would increase dwelling supply and contribute to dwelling diversity, including a range of studio, one, two and three bedroom apartments. The development proposes to provide predominantly one and two bedroom apartments (29% and 43% respectively). This is considered a good housing option for new entrants into the housing market and older residents downsizing with excellent access to local shops, services and community links.

Studios and three bedroom apartments would each make up 19% and 9% respectively of the proposed development. The choice of unit sizes

<sup>18</sup> Metropolitan Strategy Review, Sydney Towards 2036, NSW Government

Studies indicate that providing jobs and services close to home has a positive influence on mental health by reducing the stress associated with traffic congestion. It also increases the selfsufficiency of residents with mobility restrictions, such as the elderly or those without private transport would also provide a different housing stock to the predominance of single detached dwellings in the suburb resulting in a more affordable range of housing options and greater housing diversity.

#### **Housing and Sustainability**

A Plan for Growing Sydney 2014 identifies the importance of meeting growing housing demand by locating "a greater choice of dwelling types in well serviced locations". Increasing housing supply in centres is acknowledged to deliver a range of economic, environmental and social benefits to the community as well as productivity benefits for the broader city.

Locating new and higher density housing in appropriate areas can generate economic benefits for the locality and enhance the economic productivity of the metropolitan area. By way of example, traffic congestion in Sydney has been estimated to cost \$4.6 billion a year. This cost is forecast to rise to \$8 billion in 2015<sup>19</sup> as a consequence of increased travel times and externalities such as air pollution and infrastructure maintenance. Reduced traffic congestion and need to travel in turn reduces travel times, which provides an economic benefit in that the time which would otherwise be spent travelling can be put to alternative, more productive use. It also lowers travel costs for households, workers and businesses and associated externalities<sup>20</sup>.

Studies indicate that providing jobs and services close to home has a positive influence on mental health by reducing the stress associated with traffic congestion<sup>21</sup>. It also increases the self sufficiency of residents with mobility restrictions, such as the elderly or those without private transport.

The Subject Site is well served by public transport links to the Sydney CBD, other suburban centres including Liverpool and Campbelltown, and many parts of the Sydney Region by rail. The proposed development delivers residential dwellings with good access to public transport, local services and employment centres. The opportunity to travel by rail to key work and leisure destinations not only provides a more environmentally sustainable means of travel to the benefit of

<sup>&</sup>lt;sup>19</sup> Clover Moore, Transport, http://clovermoore.com.au/working-for-sydney/issues/transport/

<sup>&</sup>lt;sup>20</sup> TTF Transport Position Paper: The Benefits of Transit Oriented Development, Tourism and Transport Forum, February 2010.

<sup>&</sup>lt;sup>21</sup> Source: Woodcock, J, Edwards P, Tonne C et.al. Public Health Benefits of Strategies to Reduced Greenhouse Gas Emissions: Urban Land Transport. Lancet 2009

Sydney more broadly, but also a more affordable means of travel for future residents.

This is likely to promote community health through increased active transport. High levels of active and public transport usage can improve public safety by activating public areas throughout the day and evening, presenting opportunities for passive surveillance.

The proposed development would achieve a high quality sustainable design and incorporate a number of positive environmental initiatives to ensure a quality Ecologically Sustainable Development.

#### **Community Cohesion and Civic Place**

The proposed development would seek to enhance the amenity and public domain of the Subject Site and Town Centre via landscaping improvements, the provision of public open space and in turn increased levels of activity.

The proposed development would enhance ground floor activity and pedestrian access for the retail tenants located in the building. This would lead to improved trading conditions by way of business exposure and visibility and thereby access to customers.

The proposed 2,059sqm public square, including its associated mix of uses and open spaces, would also facilitate a far greater level of social cohesion and public amenity than the current use. A public square has the capacity to function as a multi-purpose meeting, recreation and retail space, particularly appropriate for co-location with transport hubs.

The linkages of the Subject Site with surrounding uses and facilities would also promote a positive flow on effect to the broader community to the benefit of social health and wellbeing.

In addition, the proposed development would improve the visual appeal of the area through the provision of open space and associated landscaping.

The proposed 537sqm through site link would support connectivity through the centre, increasing the permeability of the urban form and providing additional activity that would support passive surveillance and the sense of security and safety for visitors to the Centre.



The proposed 2,000+sqm public square, including its associated mix of uses and open spaces, would facilitate a far greater level of social cohesion and public amenity than the current site layout and use.

The improved links between the Subject Site and surrounding uses and facilities would promote a positive flow on effect to the broader community to the benefit of social health and wellbeing.







#### **Community Services**

The development proposes to include community facilities, such as a library, medical or health facility or a childcare centre. Such a community facility would aim to provide for the proposed increase in residential and worker population as well as the existing community.

As discussed in Chapter 2, the Subject Site is located within the Giraween – Westmead Statistical Area Level 2. The predominant age group in this area in 2011 was 25-34 years (19.2%), having increased from 18.3% in 2001.

Children aged 0-14 years made up 20.7% of the total population, having increased from 19.3% in the 2001 Census. The pre-school aged group (0-4) grew by the most significant proportion from 2001-2011 (39%). Accordingly, the Holroyd LGA had a higher combined proportion of couples with children and one parent families (68.3%) in 2011 than across Greater Sydney (64.6%).

This high proportion of children across Census periods indicates the increasing need for childcare services, particularly in the pre-school age group, and learning facilities such as community libraries.

Desktop research indicates that there are approximately ten childcare facilities within an 800m radius of the Subject Site, including Bilby Baby Centre, Learning Through Play Pre-school and Long Day Care Centre, The Sometime Centre – Friend Park, Tralee Gardens Centre, KU Wentworthville Preschool, Monash Childcare, Scribbles Long Day Care Centre, and Possum's Place Kindergarten.

Whilst childcare centres appear to be well provided for, locations within close proximity to well serviced railway stations and major employment nodes are likely to increase the catchment area of childcare centres by attracting commuters. The demand for childcare services in Wentworthville is therefore likely to increase as young families are attracted to relatively affordable middle ring areas, as indicated over the past three census periods.

Notwithstanding this, we recommend a review or child care facilities supply and demand to better understand the suitability of providing one on the Subject Site and to determine the full extent of community benefit it might provide.

Council currently provides a branch library in Wentworthville (2 Lane Street, Wentworthville), including a toy library. This is approximately 190m from the Subject Site. Council also operates a community centre in the same location. The Subject Site presents an opportunity to provide new and upgraded library facilities to the community. We understand this prospect is being discussed with Council.

Wentworthville presently provides two medical centres and an imaging facility. It is also noted that the Westmead Specialised Centre is in close proximity to Wentworthville and provides excellent medical facilities to Sydney more broadly.

Notwithstanding these existing services, the future redevelopment of the Wentworthville Town Centre and broader LGA (with or without the subject planning proposal) will result in a significant increase in population. This growth, particularly in the younger and older age groups (as discussed in Chapter 2) will significantly increase demand for highly accessible health and medical related facilities. To this effect, a lack of additional supply is likely to put greater strain on existing medical facilities and the quality of care in the locality.

On this basis the provision of a new medical centre or health facility in a highly accessible location, such as the Subject Site, would make an important contribution to the wellbeing of a growing population in the town centre, whilst also leveraging off and complementing the services provided by the Westmead health hub.

#### **Retail Competition and Choice**

The anticipated mix of retail activity on the Subject Site would improve the range of shopping options for residents, workers and visitors to Wentworthville.

It would in turn provide added price competition in the local area to the benefit of the local communities living expenses and resulting in reduced 'escape expenditure' from the Town Centre.

## 6 VALUE OF PUBLIC BENEFITS

This Chapter seeks to assign a financial value to the public open space components proposed as part of the development to better understand them in relation to the financial benefits the developer will receive. This informs a fair and reasonable outcome for the community, the developer, and the community. The following quantification has been undertaken in line with best practice VPA assessment across NSW.

As explored in Chapter 5, the proposed 2,059sqm public square within the Town Centre would provide a range of community benefits including opportunities for community meeting and greeting, community events and festivals as well as focal point for the Town Centre. Collectively these factors would support community interaction and social cohesion.

In financial terms, our assessment calculates that the 2,059sqm plaza would represent a \$5.15m contribution to the community based on \$1,500/sqm for the unimproved land component plus \$1,000/sqm for embellishments.

The land value component of \$1,500/sqm represents unimproved land value in terms of dollars per square metre of gross floor area. This estimate is based on comparable sales evidence. The most direct comparable sale was number 3, 5 and 7 Garfield Street being three 506sqm lots. Total sale price in October 2013 was \$3.2m which equated to \$1,054/sqm of GFA (2:1 FSR).

Notwithstanding the above, our research finds that development site sales have moved considerably since the Garfield Street sale. By way of example, 60-64 Essington Street sold in August 2014 for \$150,000 per dwelling which would put the price closer to \$1,500 - \$1,600/sqm GFA.

The figure of \$1,000/sqm for embellishment is to cover public domain works and finishes such as paving, lighting, furniture and public art.

The proposed 537sqm through site link would also support connectivity across the centre enhancing opportunities for passing trade and visibility for businesses in Pritchard Street.

In economic terms we calculate the benefit of the 537sqm to the community and development to be in the order of \$1.34m based on the same methodology employed to assess the public square.

In financial terms, our assessment calculates that the 2,059qm plaza would represent a \$5.15m contribution to the community and development based on \$1,500/sqm for the unimproved land component plus \$1,000/sqm for embellishments.

In financial terms we calculate a further benefit of the 537sqm pedestrian link to the community and development to be in the order of \$1.34m. The proposed public square and through site link would therefore collectively represent a direct economic contribution of \$6.5m to the Wentworthville Community along with a broader range of social and community benefits.

The development also proposes significant visual and amenity improvements to the public domain by way of renewed urban form, increased connectivity including a public square and through site link, and associated landscaping works. These improvements would enhance the appeal of the Town Centre for a broad range of visitors increasing the scale of its trade area and thereby expenditure.

The improved appeal of the Town Centre, together with the scale of investment proposed by the Subject Site's development would signal confidence in the locality to the market and thereby be likely to stimulate additional investment activity and land value improvements in the locality.

## 7 CONCLUSION

This report has presented a comprehensive assessment of the social and economic benefits of the development proposed by Austino at 42-44 Dunmore Street, Wentworthville. It has also been prepared to assist in the agreement of a VPA that achieves a fair and reasonable outcome for the applicant, the Council, and the Community.

Our assessment concludes that the community would receive the benefit of a 2,059sqm public square, a 537sqm through site link, and resulting visual, amenity and connectivity improvements to the value of \$6.5m. In addition, the proposed development would offer employment opportunities and an increase in retail expenditure available to businesses within the Town Centre and broader locality.

The proposed development would increase the supply of housing and the diversity of housing choice close to the Wentworthville railway station, encouraging public and active transport usage and contributing to achieving dwelling targets for the Holroyd LGA.

These economic and social Project components are considered in keeping with, and in support of, Council's plans to revitalise the Wentworthville Town Centre.

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This valuation is prepared on the assumption that the lender or addressee as referred to in this valuation report (and no other) may rely on the valuation for mortgage finance purposes and the lender has complied with its own lending guidelines as well as prudent finance industry lending practices, and has considered all prudent aspects of credit risk for any potential borrower, including the borrower's ability to service and repay any mortgage loan. Further, the valuation is prepared on the assumption that the lender is providing mortgage financing at a conservative and prudent loan to value ratio.



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