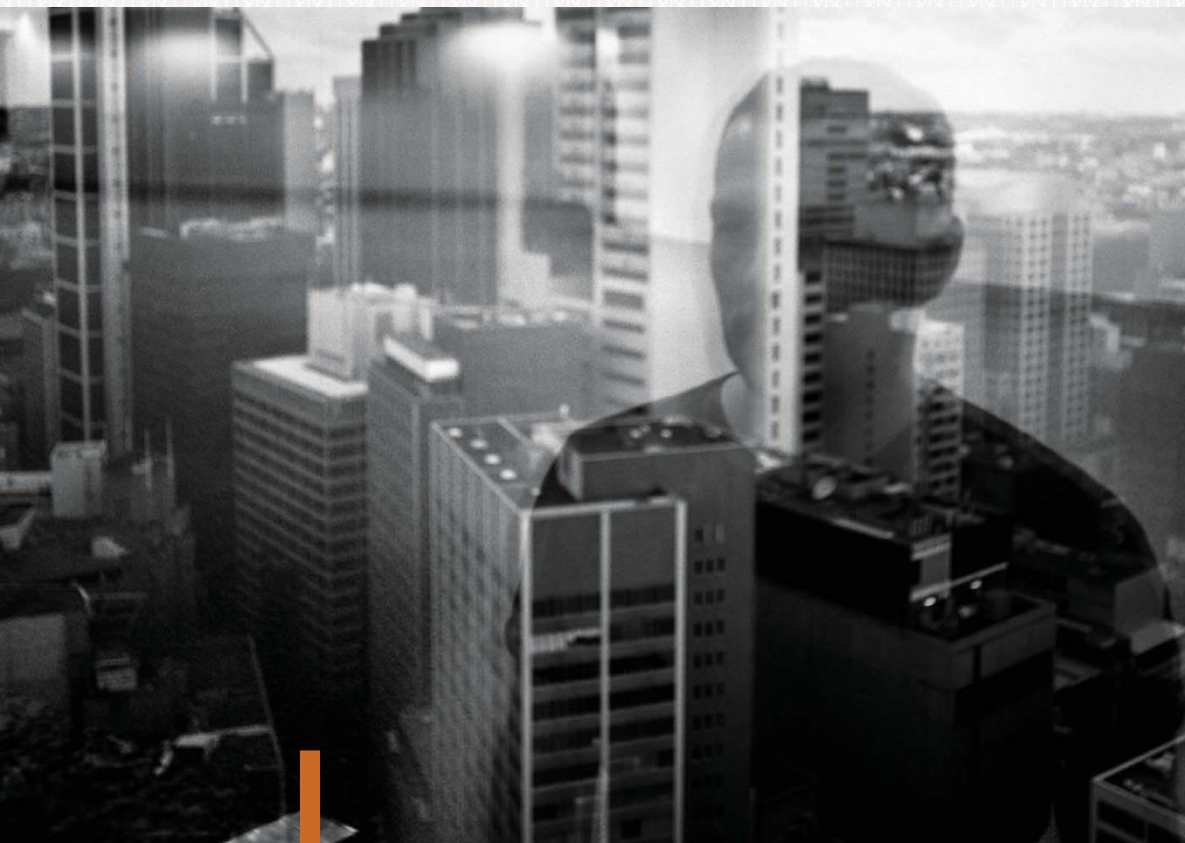




Planning Proposal

9 Telopea Way, ORANGE

Submitted to Orange Council
On Behalf of SCA Property Group

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July 2014 | P13129

Report Revision History

Revision	Date Issued	Prepared by	Reviewed by	Verified by
Draft V1	03/07/14	Michael Watson <i>Project Planner</i>	Susan E Francis <i>Executive Director</i>	Susan E Francis <i>Executive Director</i>
Draft V2	21/07/14	Michael Watson <i>Project Planner</i>	Susan E Francis <i>Executive Director</i>	
Final	29/07/14	Michael Watson <i>Project Planner</i>	Susan E Francis <i>Executive Director</i>	

This document is preliminary unless approved by a Director of City Plan Strategy & Development.

CERTIFICATION

This report has been authorised by City Plan Strategy & Development, with input from a number of other expert consultants, on behalf of the Client. The accuracy of the information contained herein is to the best of our knowledge not false or misleading. The comments have been based upon information and facts that were correct at the time of writing this report.

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APPENDIX	DOCUMENT	PREPARED BY
1.	Letter from Orange City Council	-
2.	Concept Plans	i2C
3.	Economic Impact Assessment	Macro Plan Dimasi
4.	Traffic Review Report	Colston Budd Hunt & Kafes Pty Ltd
5.	DP Plans	-

SECTION A - OVERVIEW

1 EXECUTIVE SUMMARY

This Planning Proposal (PP) is being submitted as a proposal prepared by City Plan Strategy and Development Pty Ltd for SCA Property Group.

This PP explains the intended effect of, and justification for, the proposed amendment to Orange Local Environmental Plan 2011. The amendment is a site specific 'principle' LEP for **No. 9 Telopea Way, Orange** (the site). It has been prepared in accordance with **Section 55** of the *Environmental Planning and Assessment Act 1979* (EP&A Act) and the relevant Department of Planning Guidelines including "*A Guide to Preparing Local Environmental Plans and A Guide to Preparing Planning Proposals*".

The subject site is currently partly zoned B2 Local Centre and partly R1 General Residential under the *Orange Local Environmental Plan 2011* (OLEP 2011). This PP seeks to amend the existing zoning of the site which is partly zoned **R1 General Residential** to be rezoned as **B2 Local Centre**, to allow permissible development of the site. The split zoning of the land is a result of the existing development on the site, and the recent gazettal of the OLEP 2011 which transferred that existing zoning into the standard format LEP.

The site currently contains an existing shopping centre which includes a 'Woolworths Supermarket' and a variety of retail stores. This development has been operating since approximately 2011, with all retail stores currently occupied. The PP will allow for the site to be further developed to accommodate a future full-line supermarket, specialty retail premises, and a future mini supermarket which will further support and expand the existing retail centre on the site in line with the anticipated residential growth, reaffirming the site as a retail centre for North Orange.

The proposal is supported by an Economic Impact Assessment which outlines the need for the future development, and a Traffic Report to demonstrate the impacts that the development will have on the surrounding road network and outlines recommendations for future development.

The proposal is an appropriate land use which will support the retail demands and needs of North Orange. The Planning Proposal also seeks to change the height and permitted floor space ratio on the site to optimise development of the land.

2 BACKGROUND

2.1 Planning History

The following is a history of relevant planning considerations for the site and surrounding area:

- Orange Local Environmental Plan (LEP) 2000 zoned the subject site as 2(a)-Urban Residential (refer to **Figure 1**).

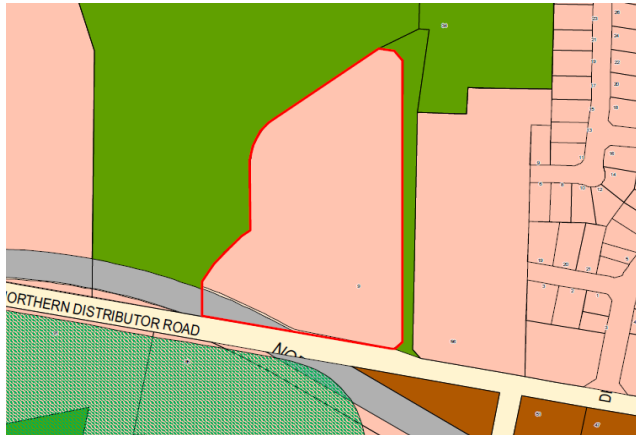


Figure 1: Site zoned 2(a)-Urban Residential under OLEP 2000 (site outlined in red).

- In 2004 Orange Council commissioned the preparation of an Orange Sustainable Settlement Strategy (OSSS). The OSSS identified an area as a New Urban Residential Area (LU-1), which the site is located within; which was also identified for a new centre (refer to **Figure 2**). (note: the OSSS has since been amended in 2010).

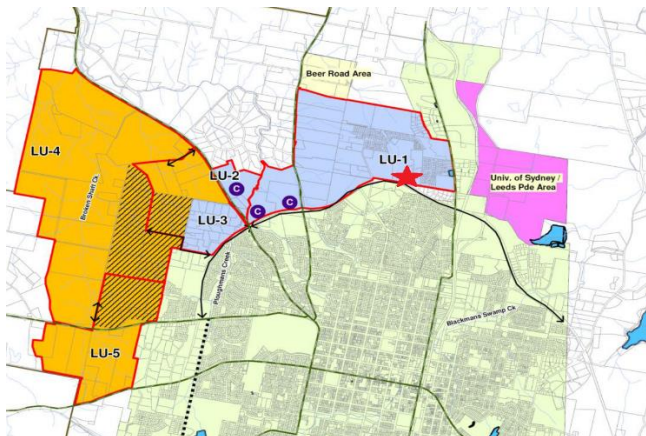


Figure 2: Orange Structure Plan indicating site located in the LU-1 area (site indicated by red star) (Source: OSSS 2004)

- In 2005 Council commissioned a Business Centre Strategy-Review Study (BCRS). The study identified that North Orange could accommodate a new full-line supermarket (including additional retail shops) by 2011. (note: the BCSRS study has since been amended in 2010).
- Amendment No. 8 to the Orange LEP 2000 was gazetted in 2010 which provided an additional permitted use over the southern part of the subject lot for a supermarket and specialty shops. Subsequently, post approval of the LEP amendment, a Development

Application (DA) was lodged with Council for a retail development (supermarket and specialty shops) on the southern portion of the land (DA 221/2010); this application was approved by the JRPP on 14 October 2010 (JRPP Ref: 2010WES006). This development has been fully constructed and consists of a Woolworths supermarket and various retail units that currently accommodate the building.

- The Orange LEP 2011 was gazetted on 24 February 2012 and is the relevant environmental planning instrument for this site. The site is zoned partly **B2 Local Centre** and partly **R1 General Residential** under this plan (refer to **Figure 5**). The site is partly zoned B2 as a result of the existing supermarket/retail centre, so that the approved development would be permissible under the new zones imposed under the Orange LEP 2011. The Orange LEP was supported by an updated OSSS (2010) as well as a review of the BCSRS (2010). The remainder of the site is zoned for residential purposes, consistent with the surrounding land.
- In June 2014 an Economic Impact Assessment prepared by Macro Plan Dimasi (**Appendix 3**) was undertaken to analyse the demand for supermarket floor space in the Orange LGA, in particular the North Orange precinct as a further peer review of the Leyshon Consulting work undertaken in 2010

2.2 Recent Proposals/Approvals

The surrounding area has been subject to various recent development applications that are of relevance to the subject site and its surrounding context, which are as follows:

- On the 5 November 2013 the Land and Environment Court approved a DA for a McDonalds restaurant (food and drink premises) at land adjacent to the subject site at the corner of Farrell Road and Telopea Way (Lot 301 DP 1179160). It is understood that this is currently under construction and that the road network upgrades required by the approval have commenced.
- Two (2) DAs have recently been approved that involve an alteration to an existing childcare centre, and a new childcare centre along Farrell Road.
- A Planning Proposal (PP) has been proposed at the corner of Farrell Road and Telopea Way adjacent to the subject site. The PP involves an amendment to the Orange LEP 2011 to permit a future service station and take away food and drink premises. The PP involves an amendment to Schedule 1 of the LEP to permit the future proposed development, and to amend the FSR map for the site to have a maximum FSR of 0.2:1. This PP has recently been supported by the JRPP, and has been submitted to the Department of Planning and Infrastructure for Gateway determination.

2.3 Consultation with Orange Council

Pre-lodgement discussions have been undertaken with Council staff regarding the proposed Planning Proposal. Council staff were generally in support of the proposal, with consideration given to the preliminary Economic Analysis for the site; please see the attached letter from Council dated 13 March 2014 indicating Council's initial support for the PP at **Appendix 1**.

3 THE SITE

3.1 Location and description

The subject site currently is located at 9 Telopea Way, Orange and is legally described as Lot 700 DP 1171441. The site has an area of 3.906ha and is bound by Telopea Way on the southern boundary, the Northern Distributor Road to the south and vacant land to the west.

North Orange is approximately 3.5km north of the Orange CBD. The precinct/area has been undergoing a transition from rural and rural residential land to land for low density residential for a period of time. Much of the surrounding land has been redeveloped for residential purposes, with an emerging pressure on the immediate area for a centre in this location based on recent approvals.

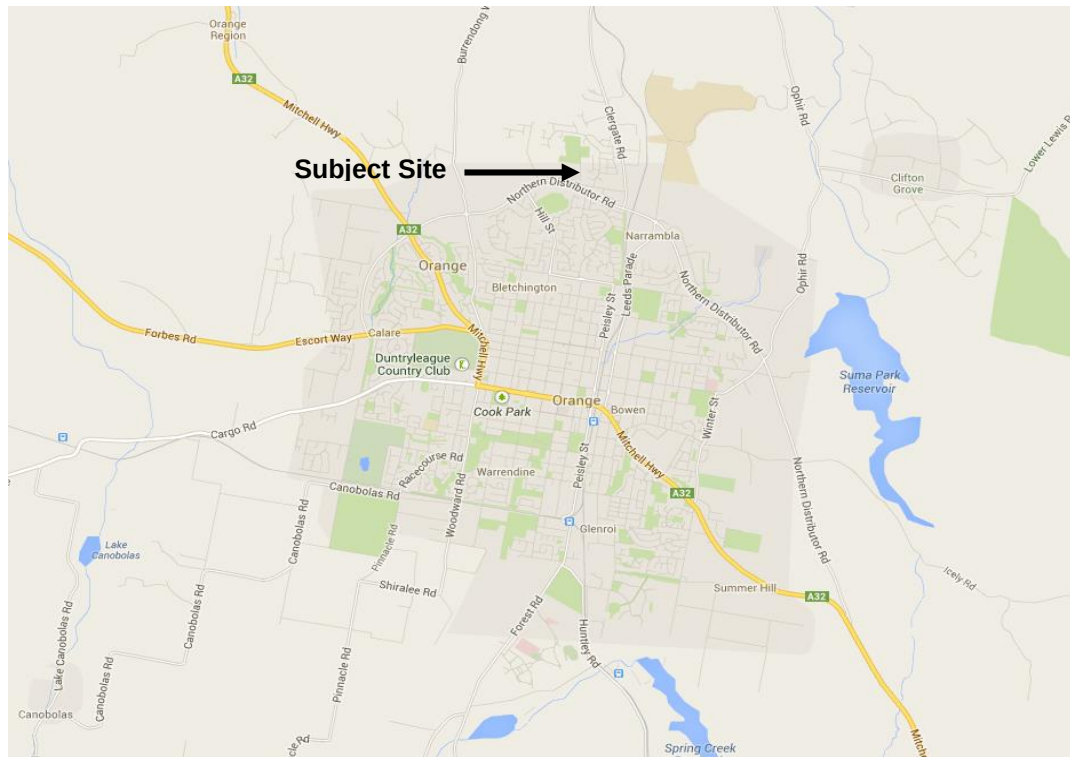


Figure 3: Location of subject site within the surrounding local context (Source: Google Maps)

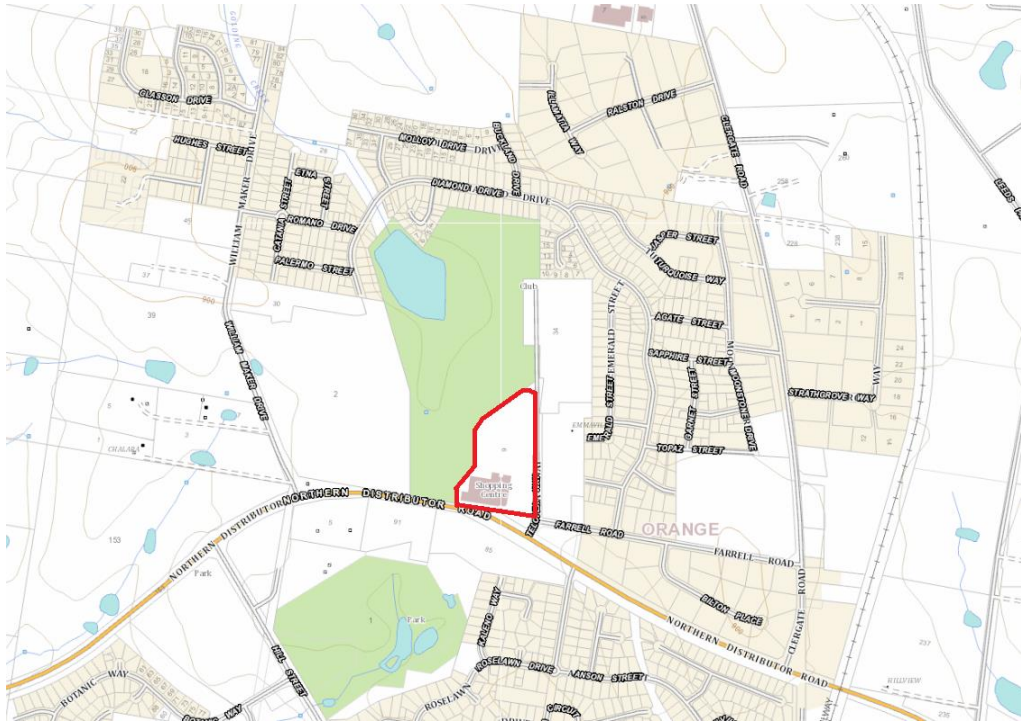


Figure 4: Location of subject site within the surrounding local context (site outlined in red)
(Source: Six Maps)

3.2 Current LEP Controls

The current OLEP 2011 has the following relevant controls applicable to this PP under:

- **Zoning:** The site is zoned partly B2 Local Centre and partly R1 General Residential under this plan as identified on the zoning map (refer to **Figure 5**).
- **FSR:** The site currently contains an FSR of 0.19:1 for the area for the area of the land zoned B2 Local Centre, and no FSR control for the area of the land zoned R1 General Residential as identified on the FSR map (refer to **Figure 6**)
- **Height:** The site currently contains a maximum building height of 9m for the area for the area of the land zoned B2 Local Centre, and no maximum building height for the area of the land zoned R1 as identified on the height of buildings map (refer to **Figure 7**).

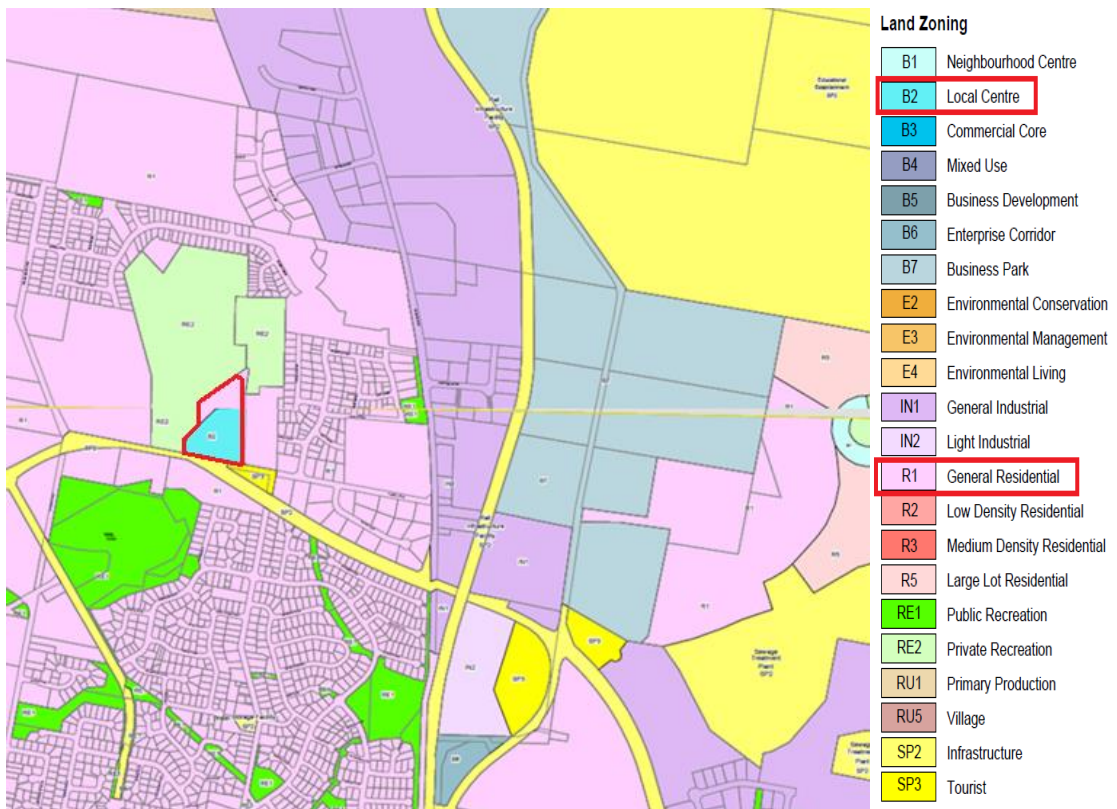


Figure 5: Current zoning of the site (site outlined in red) indicating partly R1-General Residential and partly B2-Local Centre (Orange LEP 2011 Zoning Map)

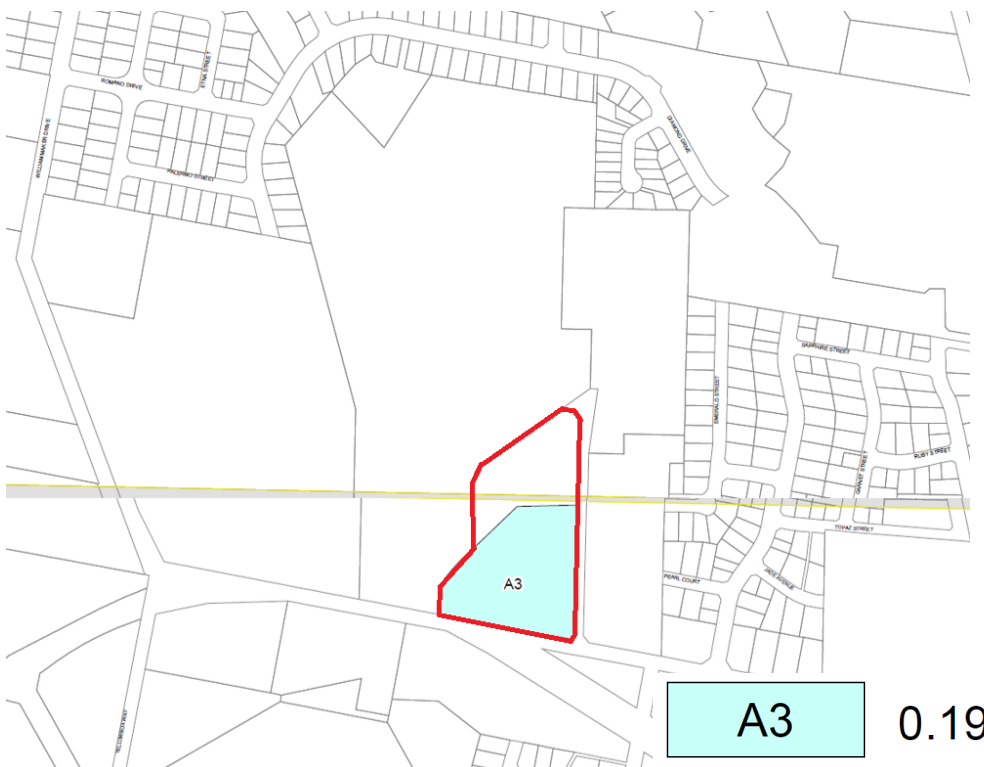


Figure 6: Extract of the FSR Map under OLEP 2011 indicating current FSR of partly 0.19:1, and partly no FSR control (Orange LEP 2011 FSR Map)

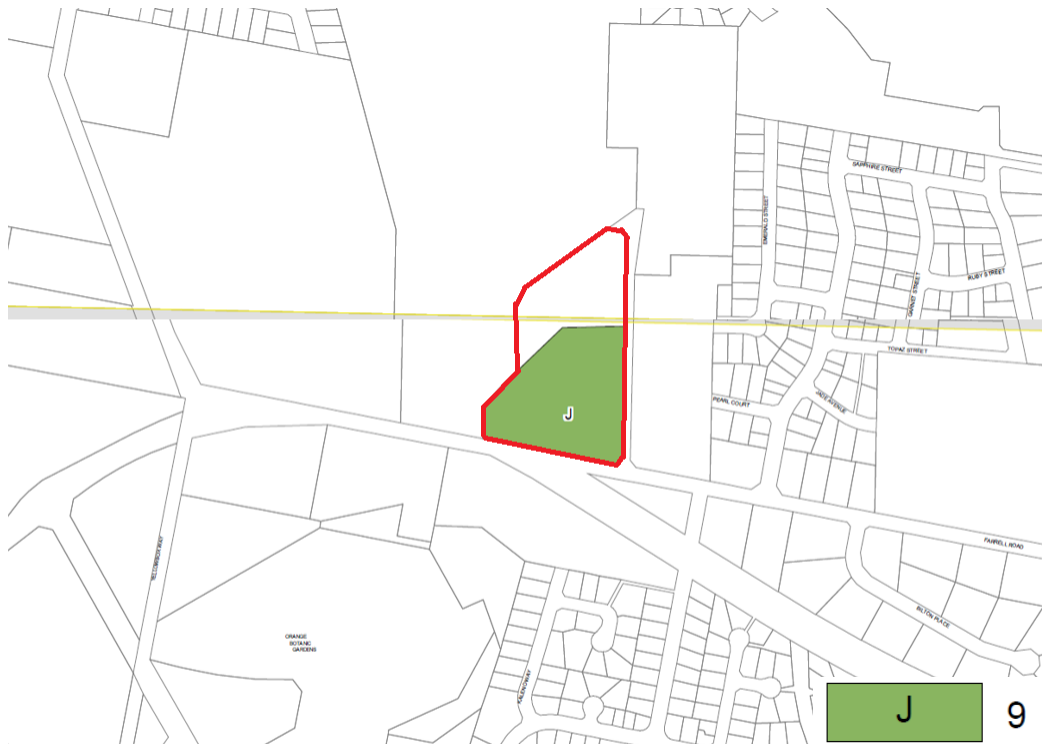


Figure 7: Extract of the Height of Buildings Map under OLEP 2011 indicating current height limit of partly 9m, and partly no height control (Orange LEP 2011 Height Map)

3.3 Existing development

The subject site currently contains an existing retail centre located to the south of the allotment that consists of the following:

- Woolworths supermarket (approximately 3,200m²);
- Specialty retail shops (approximately 1,644m²); and
- 280 car parking spaces

The area subject to the PP is currently vacant of development and vegetation (refer to **Figure 8**).

The site is currently accessed via Telopea Way, which connects to the Northern Distributor Road (highway bypass for Orange). Services are currently connected to the land.



Figure 8: Aerial view of the subject site (site outlined in red) (area subject to PP in blue)

3.4 149 Certificates

A review of a 149 Certificate obtained for the subject site dated 24 July 2012 has identified the following matters relating to the site:

- The land does not contain critical habitat;
- The land is not located in a heritage conservation area, nor does it contain a heritage item;
- The land is not located in a mine subsidence district;
- There are no flood related development controls that relate to development on the site;
- The subject site is not bushfire prone land;
- The land has not been identified as being contaminated

3.5 Adjacent and surrounding development

The subject site is adjoined by land vacant of development to the north and west; land to the north is currently used for recreational purposes for the Warratahs sports ground and club. Land adjacent to the east of the site is currently vacant and zoned for residential purposes (*note: a portion of this residential land is subject to a PP to use the land for a service station and food and drink premises, which is yet to be determined*). Land located at the intersection of Farrell Road/Telopea Way and the Northern Distributor Road is currently under construction for the purposes of a food and drink premises (McDonalds) (refer to **Figure 8** above).

In a broader context, land surrounding the site to the north is primarily used for residential purposes with various recent residential subdivisions. Land located to the south of the Northern Distributor Road is also primarily used for residential purposes; Orange Botanical Gardens are approximately 500m south west, Charles Sturt University approximately 1.5km north east, and an industrial estate approximately 1.5km south east. Please refer to figures 9-12 for further clarification:



Figure 9: View looking west towards the site from Farrell Road



Figure 10: Existing Retail Centre located on the site



Figure 11: Waratahs sporting field north of the site



Figure 12: Existing residential development in the immediate area

SECTION B - PLANNING PROPOSAL

4 PART 1 - OBJECTIVES AND INTENDED OUTCOMES

4.1 Objectives of the Planning Proposal

The intended outcome of the PP is to enable a development outcome that will achieve Local Government objectives and deliver public benefits with minimal environmental and economic impacts.

The objectives of the PP therefore are:

- To satisfy local objectives in the Orange Local Environmental Plan 2011 as well as relevant Section 117 directions to focus and encourage employment and services in a conveniently accessible network of evolving centres connected to homes via good public transport service;
- To capitalise on opportunities within the site and surrounding area to provide an economic and orderly use for the land as a commercial centre for North Orange, and contributes to a quantum of commercial/supermarket floor space that will reasonably contribute to the area without adverse impacts to the amenity economy and environment of the local area;
- To ensure that the proposed type of land use will not have an impact on the existing Business and Residential zones in Orange; and
- Ensure the use of land is appropriate to managing and minimising environmental risks.

4.2 Intended development outcome

- To provide an appropriate land use to the strategic context of the site within the North Orange Precinct;
- To cater for the identified demand for retail and supermarket floor space in the area of North Orange;
- To complement and contribute to the existing retail development on the site;
- Identify the relevant community economic and public benefits which are provided as a direct result of this PP;
- Protect and enhance the local environment including amenity of adjoining properties;
- To provide for development that is located in an appropriate location and ensure that the proposal will not have any adverse consequential impacts as a result of future Development Applications (DAs).
- To amend the Orange LEP 2011 to permit retail development on the subject land.

The specific intended development outcome of the PP is allow for future development of the site as identified on the indicative concept plan and supporting Economic Impact Assessment and Traffic report, which is as follows:

- A new supermarket with an area of approximately 4,000m²;
- Expansion of the existing supermarket on the site of approximately 800m²;
- Provide for additional specialty retail area of approximately 1,400m²; and
- Future mini-supermarket space for 1,500m².

5 PART 2 - EXPLANATION OF THE PROVISIONS

This PP is submitted by SCA Property Group and seeks the following modifications to the provisions of the Orange Local Environmental Plan (OLEP) 2011: -

- Rezone the land that is partly zoned **R1 General Residential** to **B2 Local Centre** under the OLEP 2011 to enable the redevelopment of the site as demonstrated in the Indicative Concept Site Plan (**Appendix 2**).
- Amend the OLEP 2011 Height of Buildings Map (007C and 007D) consistent with that applicable to the adjoining B2 zone from having no height limit, to have a height limit of 9m.
- Amend the OLEP 2011 Floor Space Ratio Map (FSR) (007C and 007D) from having no maximum FSR, to have a maximum FSR of 0.32:1 for the site as a whole. The proposed FSR across the site relates to the existing Gross Floor Area for development on the site, and the proposed Gross Floor Area of the indicative concept development. In this regard the FSR control is based upon the following:
 - Site are: 3.906ha (i.e. 39,060m²)
 - Existing (4,844²) and indicative proposed gross floor area (7,700m²): 12,544m²

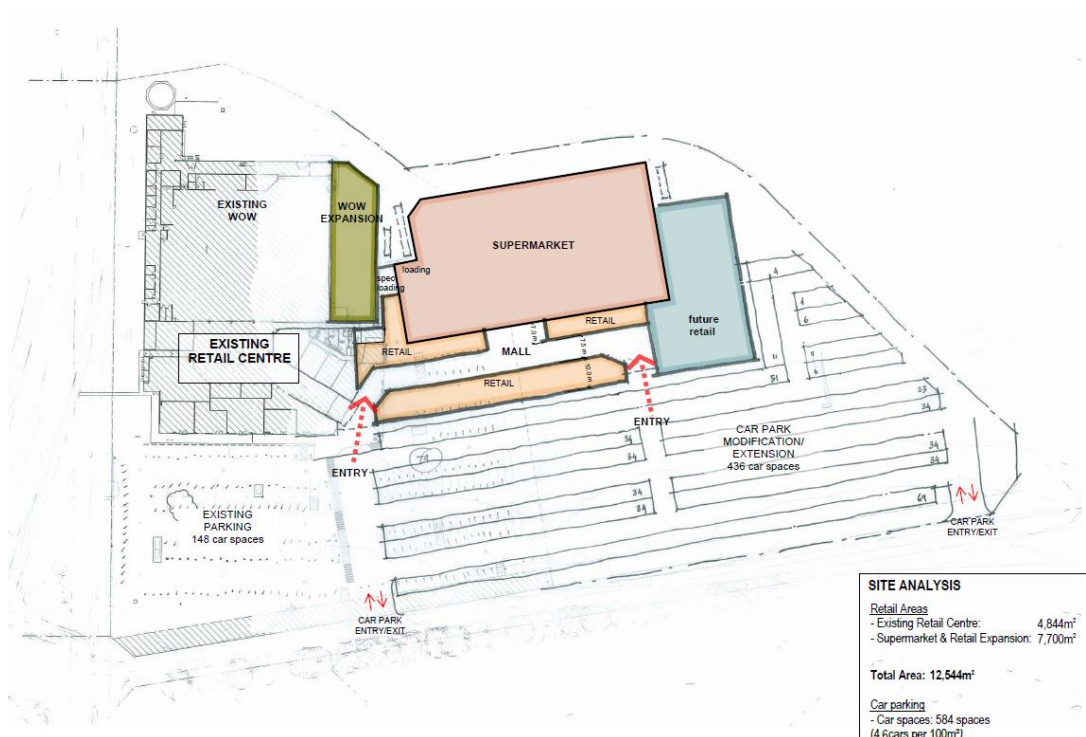


Figure 13: Indicative concept plan (Source: i2C)

6 PART 3 - JUSTIFICATION

6.1 Need for a Planning Proposal

6.1.1 Is the PP a result of any strategic study or report?

The Planning Proposal is a result of previous strategic studies that have been undertaken for Orange, and recently prepared studies that indicate the market demands for additional supermarket floor space.

The primary study for retail development in the city of Orange is contained in the *Business Centres Strategy Review Study (2005)* identified North Orange as an area for location of a retail centre to service the growing residential population in the area. In 2010 as part of the preparation of the new LEP a review of the *Business Centres Review Study (2010)* was undertaken by Leyshon Consulting, which identified the need for a 'new local centre in North Orange to meet local convenience retail needs' and that Orange will require another major full line supermarket (apart from that planned for North Orange) between 2009-2021. At the time of the study, the demand for another full-line supermarket was yet provided for.

Since this updated study in 2010, the planned retail centre (Woolworths supermarket and specialty shops) has been constructed, and is trading in excess of original expectations. With the demand for another full-line supermarket.

In June 2014 an Economic Impact Assessment prepared by Macro Plan Dimasi (**Appendix 3**) was undertaken to analyse the demand for supermarket floor space in the Orange LGA, in particular the North Orange precinct as a further peer review of the Leyshon Consulting work undertaken in 2010. A summary of the key findings of the report are as follows:

- *The main trade area served by North Orange Marketplace includes once primary and two secondary trade areas, comprising a population of 19,490 at June 2013. Future population growth is expected to average 1.7% per annum to 2026, driven mainly by greenfield residential development at Waratah and Ploughman's Valley.*
- *The main trade area has a high representation of young Australian born families, earning above average incomes.*
- *Per capita retail spending in the main trade area is 6.3% greater than the non-metropolitan NSW average. Total expenditure on retail non-food items is 11.7% above average and on retail food items is 2.2% above the benchmark.*
- *The total retail expenditure generated by the main trade area population is estimated at \$238.9 million for the year to June 2013. Take-home food and groceries plus packaged liquor (FLG) is the largest expenditure category, while*
- *North Orange Marketplace is the only significant retail facility located in the main trade area. Beyond the main trade area, Orange Town Centre provides the major concentration of retail facilities, including Orange City Centre and Orange Central shopping centre, Woolworths and Aldi supermarkets; and a large amount of strip retail.*
- *The main trade area population currently generates demand for between 8,800 sq.m and 9,300 sq.m of supermarket floorspace, which is projected to increase to between 11,500 sq.m and 12,200 sq.m by 2026.*

- At 2016, assuming that North Orange Marketplace is expanded as proposed, the supermarket floorspace gap would reduce to between 1,391 sq.m and 1,944 sq.m.
- We have identified an existing market gap of between 5,600 sq.m and 6,100 sq.m of supermarket floorspace in the main trade area. The gap is forecast to reduce to around 1,400 sq.m by 2016, following the proposed expansion of North Orange Marketplace.
- The proposed expansion is expected to achieve sales potential in the order of \$89.9 million (\$2013) at 2015/16, including total supermarket sales of \$74.4 million and retail sales of \$15.4 million. This sales performance is around \$23.6 million higher than projected under the 'do nothing' scenario for the existing centre.
- Typically, expansions at supermarket based centres result in the largest impacts being experienced by the closest like-for-like centres. As such, we expect the largest trading impact to be felt at the closet supermarket based centres, namely, Orange Central and the proposed Summer Centre. We expect Orange Central to experience a trading impact in the order of \$7.0 million (estimated at 8.1% of total sales), and at the Summer Centre we anticipate a trading impact of about \$1.7 million (estimated at 6.1% of total sales).
- In combination, we expect the stand alone supermarkets and retail strip in Orange Town Centre to experience a trading impact in the order of \$11.4 million (estimated at 2.8% of sales), while at Orange City Centre we expect very minor impacts due to the lack of a competitive supermarket anchor.
- The projected impacts are normal competitive impacts that are to be expected in any dynamic retail environment. Trading impacts between 10-15% are typically considered by the industry to be moderate, with impacts less than 10% considered relatively minor.

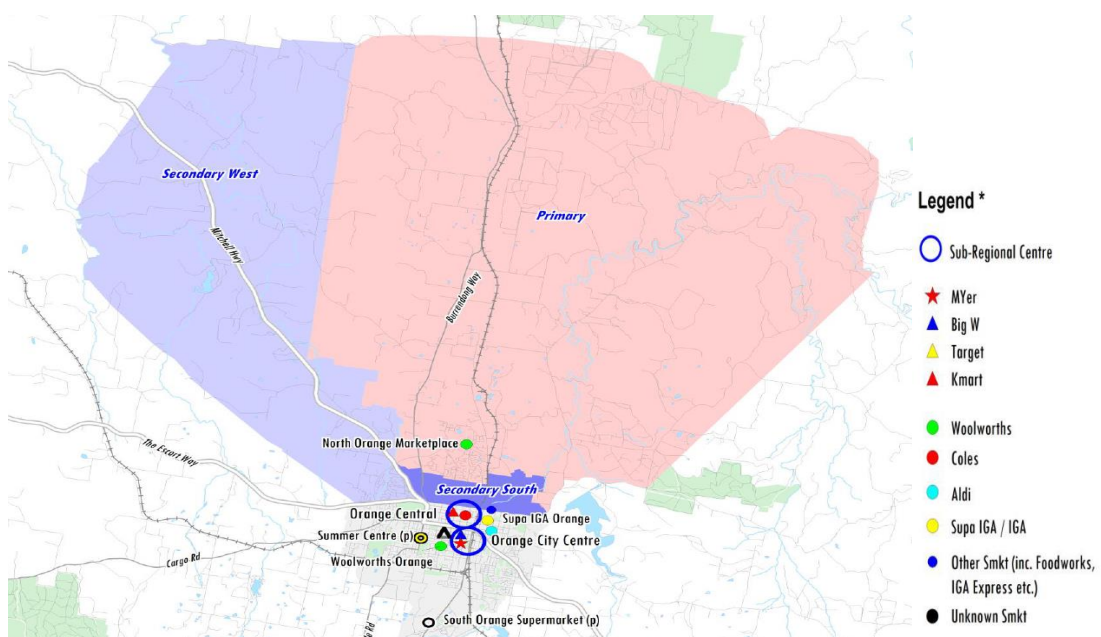


Figure 14: The main trade area (Source: Macro Plan Dimasi)

As demonstrated in the report, there is demand in the trade area to accommodate a future supermarket at the subject site. The proposed future supermarket and specialty retail shops will not have an adverse economic impact on the trading area. Please refer to **Appendix 3** for further detail.

This PP is also supported by a Traffic Impacts report prepared by Colston Budd Hunt and Kafes Pty Ltd. The traffic report concludes that the subject site and surrounding road network is capable of accommodating the proposed future development.

6.1.2 Is the Planning Proposal the best means of achieving the objectives or intended outcomes, or is there a better way?

Currently the subject R1 General Residential zone prohibits the development of a supermarket and retail premises. The only zones under the OLEP that permit this form of development are the following zones:

- B1 Neighbourhood Centre
- B2 Local Centre
- B3 Commercial Core
- B4 Mixed Use Development

Other than the existing B2 zone on the site, there are minimal existing zones in the surrounding trade area that permit the proposed future development (i.e. retail/supermarket). The closest areas zoned for this type of development is located along the approach from Molong into Orange along the Mitchell Highway. This area is currently developed, and it is not favourable to expand these areas for future rezoning as discussed under the *Draft Orange LEP 2010 Planning Strategy*.

Due to the site being partly zoned B2 Local Centre as a result of the existing retail centre on the land, and the conclusion of the supporting Economic Impact Assessment, the proposed rezoning of the site as B2 Local Centre would be the best means of achieving the objectives/intended outcome of the PP. The location of the site is consistent with the previous strategic planning studies for the LGA for reaffirming the specific site for the North Orange Local Centre, accordingly the B2 zone is the most appropriate zone for the site.

Whilst it is acknowledged that the LEP could also be amended to include an additional permissible use for the specific site under *Schedule 1 Additional permitted uses*, it is considered the extension of the existing B2 zoning boundary for the site is the most logical and appropriate method to facilitate the desired outcome.

6.2 Relationship to Strategic Planning Framework

6.2.1 Is the planning proposal consistent with the objectives and actions contained within the applicable regional or sub regional strategy (including the Sydney Metropolitan Strategy and exhibited draft strategies)?

There is no Regional or Sub Regional strategy that applies to Orange City Council.

6.2.2 Is the planning proposal consistent with the council's local strategy or other local strategic plan?

The subject site has been identified as a suitable site for a local shopping centre under the strategic studies undertaken by Orange City Council in preparation of the Orange LEP 2011. In particular, reference is made to the *Business Centres Review Study (2010) (BCRS 2010)* which identified the future need of a local centre in North Orange; as well as the *Orange Sustainable Settlement Strategy Update (2010)* which identified the location of the site as the new centre for North Orange.

The PP is also consistent with the *Draft Orange LEP 2010 Planning Strategy* that was prepared for the preparation of the OLEP 2011. This report also discussed the subject site as a centre and concluded that if future demand warranted the need for expansion then these controls could be reviewed. Accordingly, as demonstrated in the Economic Impact Assessment (EIA), there is a demand for additional supermarket floor space in the trade area and that the development of an additional supermarket and retail premises will not have adverse impacts to the existing retail premises throughout Orange. Of particular reference, the EIA report demonstrates that as of 2016 there will be a supermarket floorspace gap between 1,391m² to 1,900m² if the site was developed as proposed, which indicates that there will be remaining demand for future supermarket floorspace.

The PP provides an indicative concept plan outlining the proposed future development of the site with additional supermarket and retail floor space. This plan demonstrates that the site is capable of accommodating the proposed development.

The PP will not have a significant impact on the residential zoning supply within Orange due to the minor area of land reduced of the R1-Residential zone. Further to this, the use of the site for residential purposes is not the most beneficial use. In this regard, there is an existing retail centre directly to the south of the land, and sporting oval to the north east. Given the recently approved Food and Retail Premises (McDonalds), and current PP for a KFC and services station, the continuation of the subject site for residential land use is not the most desirable planning outcome; and the proposed use of the land for retail purposes is in keeping with the existing and future development of the surrounding area.

6.2.3 Is the planning proposal consistent with applicable state environmental planning policies?

Table 2: Consistency with state environmental planning policies (SEPPs)

SEPP TITLE	CONSIS - TENCY	COMMENT
1. Development Standards Consistent	Yes	Not applicable The Standard Instrument Clause 4.6 supersedes the requirement for this SEPP.
14. Coastal Wetlands	NA	Not applicable
15. Rural Landsharing Communities	NA	Not applicable
19. Bushland in Urban Areas	NA	Not applicable
21. Caravan Parks	NA	Not applicable
26. Littoral Rainforests	NA	Not applicable

29. Western Sydney Recreation Area	NA	Not applicable
30. Intensive Agriculture	NA	Not applicable
32. Urban Consolidation (Redevelopment of Urban Land)	Yes	The PP aims to be consistent with the SEPP having regard to the range of uses that may be appropriate for the site.
33. Hazardous and Offensive Development Complex	NA	Not applicable
36. Manufactured Home Estates	NA	Not applicable
39. Spit Island Bird Habitat	NA	Not applicable
41. Casino Entertainment	NA	Not applicable
44. Koala Habitat Protection	NA	The PP is unlikely to have any affect on koalas or koala habitat. The site is currently vacant of any significant vegetation, and is located in an urban/developed environment.
47. Moore Park Showground	NA	Not applicable
50. Canal Estate Development	NA	Not applicable
52. Farm Dams, Drought Relief and Other Works	NA	Not applicable
53. Metropolitan Residential Development	NA	Not applicable
55. Remediation of Land	Yes	The PP will not contain provisions that will contradict or would hinder the application of this SEPP. The sites historical use was for rural purposes. The likelihood of contamination can be investigated under any future DA's for development on the land. In the event the land is subject to contamination, it is anticipated suitable remediation measures could be adopted to render the land suitable for development if required.
59. Central Western Sydney Economic and Employment Area	NA	Not applicable
62. Sustainable Aquaculture	NA	Not applicable
64. Advertising and Signage	NA	Not applicable
65. Design Quality of Residential Flat Development	N/A	Not applicable
70. Affordable Housing (Revised Schemes)	N/A	Not applicable
71. Coastal Protection	NA	Not applicable
SEPP (Affordable Rental Housing) 2009	Yes	The PP will not contain provisions that will contradict or would hinder application of this SEPP.
SEPP (Building Sustainability Index: BASIX) 2004	N/A	Not applicable

SEPP (Exempt and Complying Development Codes) 2009	Yes	The PP will not contain provisions that will contradict or would hinder application of this SEPP.
SEPP (Housing for Seniors or People with a Disability) 2004	Yes	The PP will not contain provisions that will contradict or would hinder application of this SEPP.
SEPP (Infrastructure) 2007	Yes	The PP will not contain provisions that will contradict or would hinder application of this SEPP.
SEPP (Kosciuszko National Park-Alpine Resorts) 2007	NA	Not applicable
SEPP (Kurnell Peninsula) 1989	N/A	Not applicable
SEPP (Major Developments) 2005	N/A	Not applicable
SEPP (Mining, Petroleum Production and Extractive Industries) 2007	Yes	The PP will not contain provisions that will contradict or would hinder application of this SEPP.
SEPP (Miscellaneous Consent Provisions) 2007	N/A	Not applicable
SEPP (Penrith Lakes Scheme) 1989	N/A	Not applicable
SEPP (Port Botany and Port Kembla) 2013	N/A	Not applicable
SEPP (Rural Lands) 2008	NA	Not applicable
SEPP (SEPP 53 Transitional Provisions) 2011	N/A	Not applicable
SEPP (State and Regional Development) 2011	N/A	Not applicable
SEPP (Sydney Drinking Water Catchment) 2011	N/A	Not applicable
State Environmental Planning Policy (Urban Renewal) 2010	N/A	Not applicable
SEPP (Sydney Region Growth Centres) 2006	N/A	Not applicable
SEPP (Western Sydney Parklands) 2009	NA	Not applicable

There are no deemed State Environmental Planning Policies (former Regional Environmental Plans (REPs)) applicable to the PP.

6.2.4 Is the planning proposal consistent with the applicable Ministerial directions (s. 117 directions)

It is considered that the PP is consistent with the relevant Directions issued under Section 117(2) of the Act by the Minister to Councils, as demonstrated in the assessment of the following:-

Table 3: Consistency with S117 Ministerial Directions

DIRECTION TITLE	CONSIS- TENCY	COMMENT
Employment and Resources		
1.1 Business and Industrial Zones	Yes	The PP promotes employment growth and supports the viability of the North Orange Precinct, which is a suitable location for expanding the North Orange Centre. The proposal is not inconsistent with the objectives and provisions of this planning direction.
1.2 Rural Zones	N/A	Not applicable
1.3 Mining, Petroleum Production and Extractive Industries	N/A	Not applicable
1.4 Oyster Aquaculture	N/A	Not applicable
1.5 Rural Lands	N/A	Not applicable
Environment and Heritage		
2.1 Environment Protection Zones	N/A	Not applicable
2.2 Coastal Protection	N/A	Not applicable
2.3 Heritage Conservation	N/A	Not applicable
2.4 Recreation Vehicle Areas	N/A	Not applicable
Housing, Infrastructure and Urban Development		
Direction 3.1 Residential zones	Yes	Whilst the PP proposed will reduce the land available for residential development, the reduction is insignificant. The PP does not adversely affect the variety and choice of housing types for future development. The PP is not inconsistent with the provision of this direction as it complements the existing business zone on the site, and will have an insignificant impact on the residential supply of land within the Orange LGA.
3.2 Caravan Parks and Manufactured Home Estates	N/A	Not applicable
3.3 Home Occupations	N/A	Not applicable
3.4 Integrating land use and transport	Yes	The PP will enable retail / commercial development in close proximity to residential land and existing transport corridors. The proposal is not inconsistent with the objectives and provisions of this planning direction.
3.5 Development Near Licensed Aerodromes	N/A	Not applicable
3.6 Shooting Ranges	N/A	Not applicable
Hazard and Risk		

4.1 Acid sulphate soils	N/A	The site is not located on acid sulphate soils. Accordingly, Direction 4.1 is not applicable.
4.2 Mine Subsidence and Unstable Land	N/A	Not applicable
4.3 Flood Prone Land	N/A	The site is not located within flood prone land Accordingly, Direction 4.3 is not applicable.
4.4 Planning for Bushfire Protection	N/A	The site is not located within a Bushfire prone area. Accordingly, Direction 4.4 is not applicable.
Regional Planning		
5.1 Implementation of Regional Strategies	N/A	Not applicable
5.2 Sydney Drinking Water Catchments	N/A	Not applicable
5.3 Farmland of State and Regional Significance on the NSW Far North Coast	N/A	Not applicable
5.4 Commercial and Retail Development along the Pacific Highway, North Coast	N/A	Not applicable
5.5 Second Sydney Airport: Badgerys Creek	N/A	Not applicable
Local Plan Making		
6.1 Approval and Referral Requirements	Yes	The PP will be consistent with this Ministerial Direction.
6.2 Reserving Land for Public Purposes	Yes	The PP will be consistent with this Ministerial Direction.
6.3 Site Specific Provisions	Yes	The PP will be consistent with this Ministerial Direction.
Metropolitan Planning		
7.1 Implementation of the Metropolitan Plan for Sydney 2036	N/A	Not applicable

6.3 Environmental, Social and Economic Impact

6.3.1 Is there any likelihood that critical habitat or threatened species will be adversely affected as a result of the proposal?

The planning proposal to rezone the subject site will not have any impact on the likelihood of critical habitat being affected; the site is currently zoned for a purpose that permits development on the land similar in scale to that proposed in regards to building footprint and built form.

The subject site has not been identified as containing critical habitat or threatened species, and a review of the *Atlas of NSW Wildlife* did not contain any recorded sightings of any flora and fauna on the subject land. Furthermore, the subject site is generally clear of any vegetation, contains existing development, and is located in an area that is currently developed.

As such, it is unlikely that this PP will affect any critical habitat or threatened species.

6.3.2 Are there any other likely environmental effects as a result of the planning proposal and how are they proposed to be managed?

The PP is unlikely to result in any environmental effects. Future development applications will investigate the potential for other likely environmental effect arising for future detailed proposals.

The land is not identified as containing any environmental hazards that would prevent the development of the site for the intended purpose.

Any future retail/supermarket development on the land will generate additional traffic to and from the site, which will have an impact to the surrounding traffic network. Any future development would gain access from Telopea Way, which connects to Farrell Road and the Northern Distributor Road to the south of the site. The intersection at these road junctions are controlled by traffic lights, which has recently been subject to an upgrade as a result of the approved McDonalds DA approved immediately south east of the site.

Other than the upgrades to the abovementioned intersection, Council have indicated there are other short and long term road works planned in the area to provide additional capacity to the road network; these include:

- Minor works to improve the intersection at Farrell Road/Clergate Road (short term; and
- A new road is proposed to the north of the site linking Telopea Way with William Maker Drive to the west (long term).

As part of the PP a Traffic Review report has been prepared by Colston Budd Hunt and Kafes Pty Ltd. The review indicates that the indicative concept plans would generate traffic volumes of approximately 800 vehicles per hour (two way) in the weekday afternoon peak hour when the area is fully developed. However, it further discusses that the proposal will only generate some 450 vehicles per hour in the short to medium term.

The report concludes the following in regards to the anticipated traffic effects:

- *In the short to medium term the road network (with identified road improvements) could accommodate traffic from the retail development as identified in the planning proposal; and*
- *In the long term further road works would be required (as identified by Council). The timing of these further works would be determined by future residential development.*

6.3.3 Has the planning proposal adequately addressed any social and economic effects?

The PP will help to alleviate the pressure in terms of the provision of retail/supermarket floorspace. The proposal promotes the efficient utilisation of land, services and support facilities and encourages the orderly growth of the area in support of the North Orange Precinct.

The proposed development contributes to the continued social growth of the area by increasing choice, convenience and amenity of retail development in the area.

This PP will enable the development of the sites which are responsive to supporting the current and future social character of the locality, as well as supporting its economic potential. Given the proximity of the site to the existing retail centre on the land, this is an ideal site for development which will reinforce the site as the North Orange Centre. .

The Economic Impact Assessment concludes the following in regards to social and economic impacts:

“the proposed expansion will result in a net community benefit for local residents and for the Orange region more broadly. This is because, as detailed in this report, there would be substantial economic and social benefits resulting from the development, in particular additional employment; increased choice and convenience for the local population; and a reduction in the need for motor vehicle trips to access food and grocery shopping”.

As identified in Section 5 of this report, the trading impacts on existing retail facilities will be relatively minor, and would be able to be quite comfortably absorbed without threatening in any way the future outlook for those facilities. The trading impacts reflect normal competitive impacts in a dynamic environment.

The proposed expansion of North Orange Marketplace is therefore assessed as generating a significant net community benefit”.

Accordingly, it is considered that the PP will have a positive effect on the local economy and community.

6.4 State and Commonwealth Interests

6.4.1 Is there adequate public infrastructure for the planning proposal?

The existing public infrastructure is capable of accommodating this PP. The site currently has frontage to Telopea Way, which connects Farrell Road and the Northern Distributor Road (NDR) to the south. The NDR acts as a major thoroughfare for a bypass of Orange, and for the residents in the surrounding area.

As discussed in the Traffic Review report prepared by Colston Budd Hunt and Kafes Pty Ltd, the road network is capable of accommodating the proposed development (refer to **Appendix 4** for further detail).

The area is currently serviced by two bus services that run seven (7) days a week, and there is a bus stop provided at the existing shopping centre (refer to **Figure 15** below). As such, the site is accessible by public transport for residents and future staff.

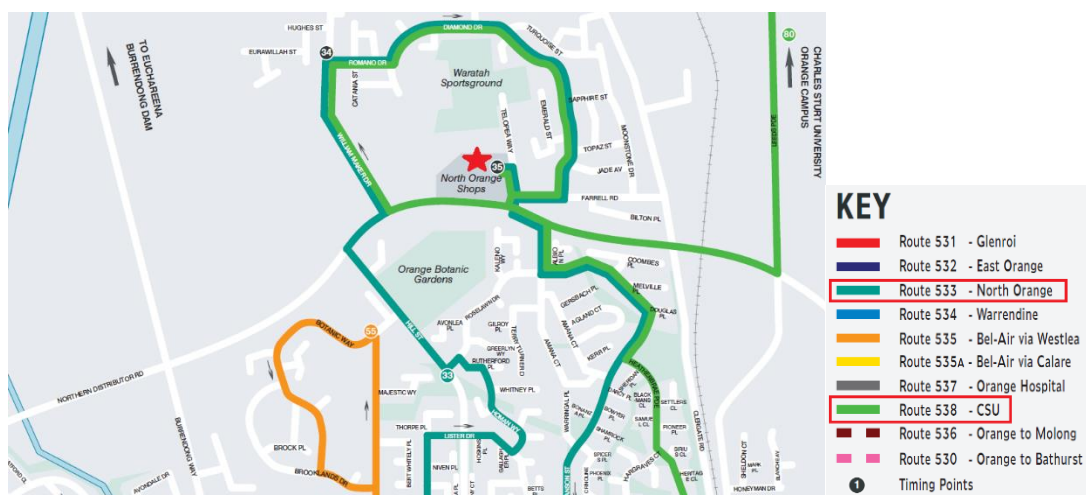


Figure 15: Extract of Orange Bus Services Map (site indicated by red star) (Source: Orange Buslines)

The proposed site currently contains an existing retail centre that is connected to relevant infrastructure/services, as such the required infrastructure exists in the area, and is likely to be capable to accommodate the proposal.

This PP does not obstruct the existing public infrastructure. In fact, the proposal seeks to support the efficient and viable operation of public transport service to the site and its surrounds.

6.4.2 What are the views of state and Commonwealth public authorities consulted in accordance with the Gateway determination?

At this first iteration of this PP, the appropriate State and Commonwealth public authorities have not yet been identified, and the Gateway Determination has yet to be issued by the Minister for Planning.

7 PART 4 - MAPPING

Zoning

The proposal requires a straight forward mapping change to the OLEP 2011 Land Zoning map, extending the B2 Local Centre zone to encompass the subject site as identified in **Figure 16** below.

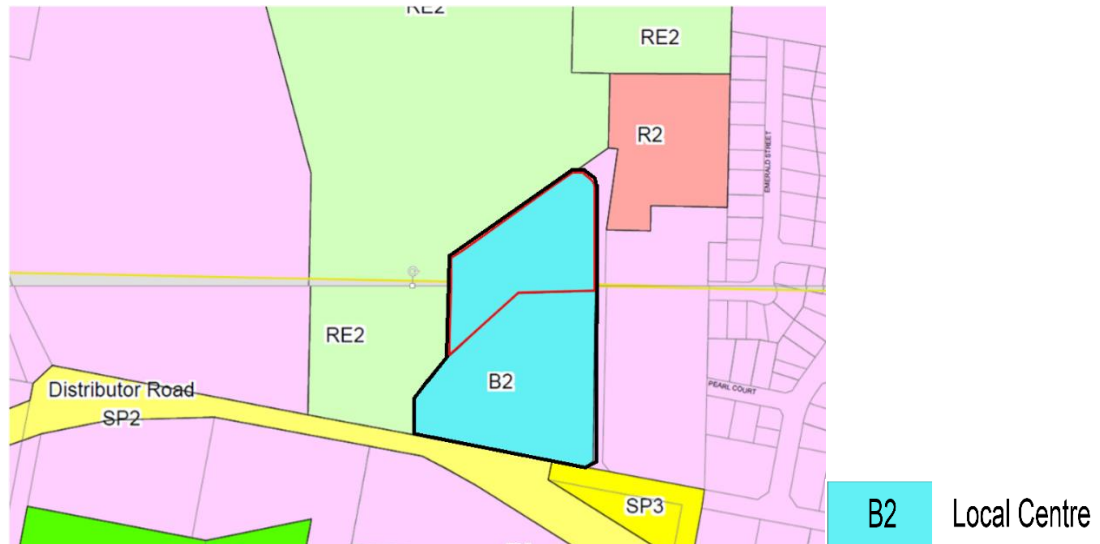


Figure 16: Indicative proposed zoning map identifying the proposed amendment to the zoning of the subject site (outlined in red) from R1 General Residential to B2 Local Centre.

Floor Space Ratio

The proposal requires the amendment to the OLEP 2011 Floor Space Ratio Map (FSR). Currently the land identified as being B2 Local Centre has an FSR control of 0.19:1 and the land identified as R1-General Residential has no LEP FSR limit. It is proposed to amend the FSR of the entire site to 0.32:1 which is based off the proposed and supportable gross floor area (GFA) and includes the GFA of the existing shopping centre (refer to **Figure 17** below). This FSR control would be imposed to restrict/limit the commercial/retail floorspace allowed for the site to ensure future development is consistent with the supporting reports.

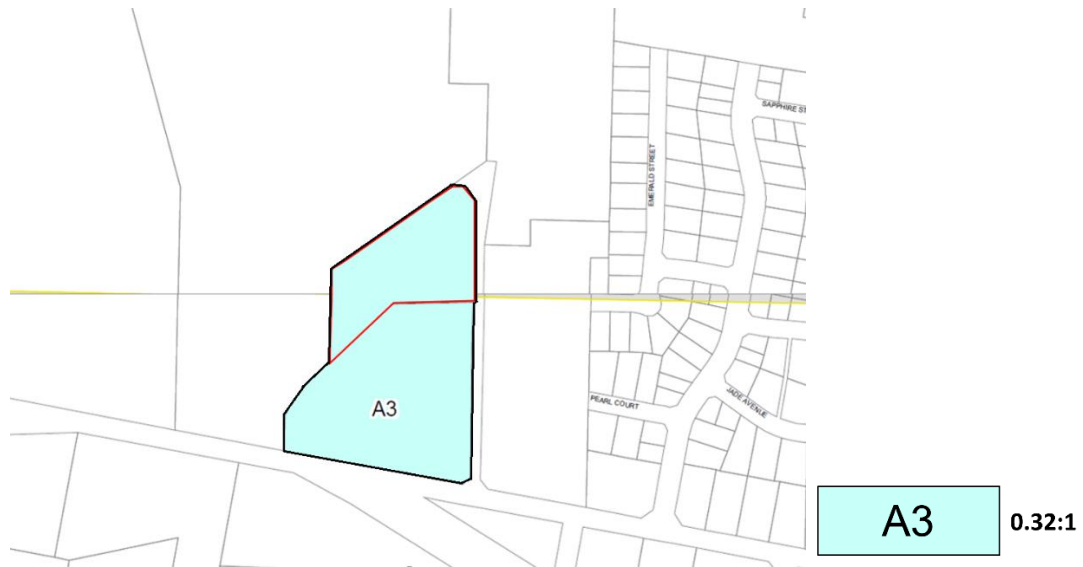


Figure 17: Proposed FSR map identifying the proposed amendment to the FSR of the subject site (outlined in red) from containing no FSR control standard to an FSR of 0.32:1 for the entire site (outlined in black).

Height of Buildings

The proposal requires the amendment to the OLEP 2011 Height of Buildings Map. Currently the land identified as being B2 Local Centre has a maximum building height limit of 9m, and the land identified as R1-General Residential has no LEP maximum building height. It is proposed to amend the maximum building height of the entire site to 9m (refer to **Figure 18** below).

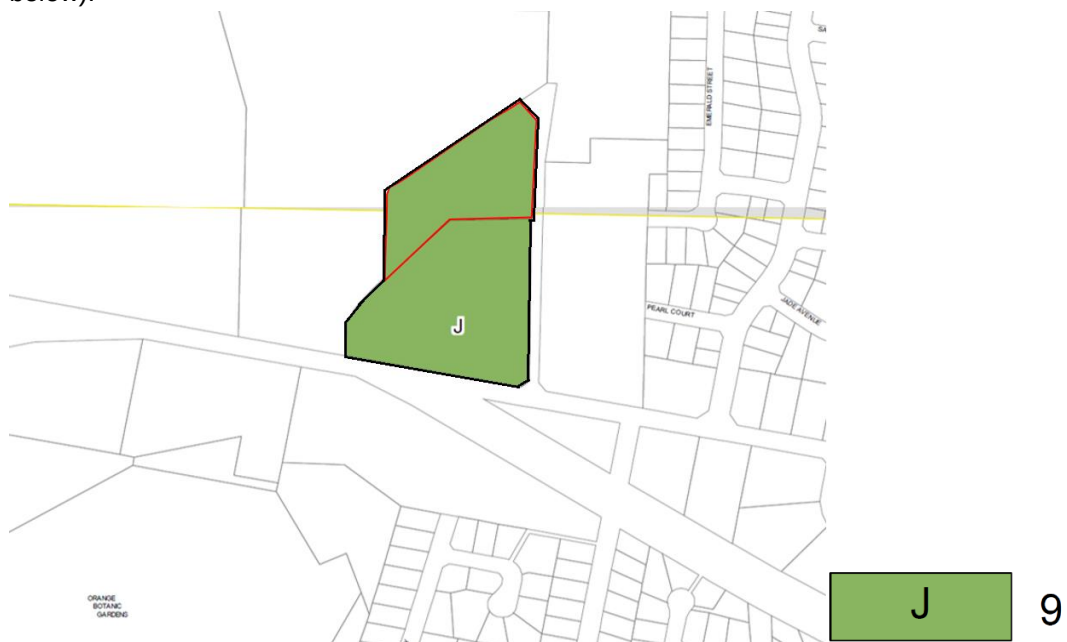


Figure 18: Proposed indicative Height of Buildings map identifying the proposed amendment to the height of the subject site (outlined in red) from no height limit to a 9m height limit for the entire site (outlined in black).

8 PART 5 - COMMUNITY CONSULTATION

This PP is considered to be of a type that falls within the definition of a '*low impact Planning Proposal*'.¹ Therefore, it is likely to be on exhibition for a minimum period of 14 days. It is anticipated that the community will be notified of the commencement of the exhibition period via a notice in a local newspaper and via a notice on Orange Council's website. The written notice will: -

- Give a brief description of the objectives or intended outcomes of the PP;
- Indicate the land affected by the PP;
- State where and when the PP can be inspected;
- Give the name and address of the RPA for the receipt of any submissions; and
- Indicate the last date for submissions.

During the exhibition period, the following material will be made available for inspection: -

- The PP, in the form approved for community consultation by the Director General of Planning and Infrastructure;
- The Gateway determination; and
- Any studies relied upon by the PP.

¹ Low impact planning proposal means a planning proposal that in the opinion of the person making the Gateway determination is consistent with the pattern of surrounding land use zones and/or land uses, is consistent with the strategic planning framework, presents no issues with regard to infrastructure servicing, is not a principle LEP, and does not reclassify public land.

9 PART 6 - PROJECT TIMELINE

The proposed PP is expected to be undertaken within a reasonable timeframe due to the relatively low impact of the proposal. It is anticipated that Council, once it has considered the PP will forward the PP in a timely manner to the Department of Planning and Infrastructure in accordance with the requirements of *'A guide to Preparing Planning Proposals'*.

10 CONCLUSION

This Planning Proposal is a proposal between Orange Council and SCA Property Group to amend the existing zoning of No. 9 Telopea Way, Orange to enable the redevelopment of the site for commercial/retail development, including amending the building height controls, and the floor space ratio controls. The Planning Proposal will enable the construction of a supermarket and retail premises comprising: -

- A new supermarket with an area of approximately 4,000m²;
- Expansion of the existing supermarket on the site of approximately 800m²; and
- Provide for additional specialty retail area of approximately 1,400m².

The Planning Proposal: -

- Is consistent with the objectives of the proposed B2 Local Centre zoning pursuant to the current Orange Local Environmental Plan (LEP) 2011;
- Is consistent with Orange Council's strategic planning studies that identify the site as a local centre for North Orange;
- Is a suitable development which is consistent with the existing development on the site;
- The proposal will have a minimal (2.8%) impact on the retail demand on the existing retail supermarkets of Orange;
- Establishes a proposed building height across the remainder of the site consistent with the existing development on the land;
- Establishes a proposed floor space ratio control across the remainder of the site consistent with the supportable GFA for the entire land;
- Is consistent with the Ministerial Directions; and
- Positively contributes net community benefits.

In summary there is no reasonable planning basis which would not support the re-zoning of the site B2 Local Centre, allowing a building height which is consistent with the existing height control of for development to the south, and providing an FSR that is consistent with the supportable GFA for the land.

APPENDIX 1
LETTER FROM ORANGE CITY COUNCIL

D14/5791
F375 F366

13 March 2014

Campbell Aitken
Chief Operating Officer
SCA Property Group
Level 8 - 50 Pitt Street
SYDNEY NSW 2000

Dear Campbell

PROPOSED PLANNING PROPOSAL - INCREASED SUPERMARKET - NORTH ORANGE

Thank you for the information you provided on the merits of an increased supermarket in North Orange and for meeting with the General Manager and me recently.

As discussed, we undertook to carefully consider the data report and indicate whether we believed that the proposal had merit. It would appear that, based on the research you have done and relating that back to the Leyshon Business Centres Study, there is potential merit to the proposal and Council encourages you to submit a planning proposal for staff consideration in the near future.

Please do not hesitate to contact me on 02 6393 8261 should you wish to discuss the matter.

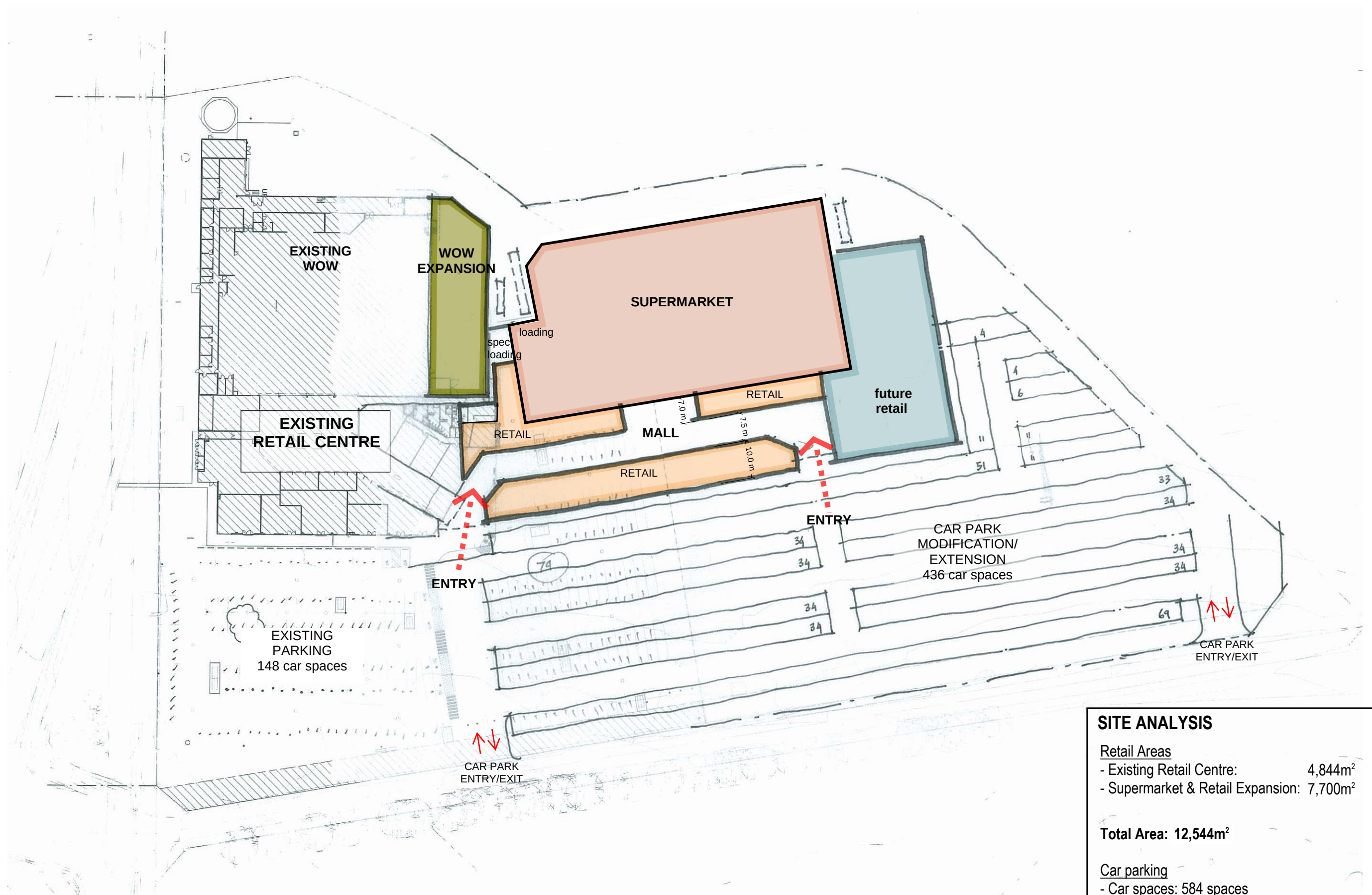
Yours faithfully



David Waddell
DIRECTOR DEVELOPMENT SERVICES
lgm

APPENDIX 2

INDICATIVE CONCEPT PLANS



SITE ANALYSIS

Retail Areas

- Existing Retail Centre: 4,844m²
- Supermarket & Retail Expansion: 7,700m²

Total Area: 12,544m²

Car parking

- Car spaces: 584 spaces (4.6cars per 100m²)

APPENDIX 3

ECONOMIC IMPACT ASSESSMENT

North Orange Marketplace, NSW

Economic Impact Assessment

September 2014



MacroPlan Dimasi

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Prepared for: SCA Property Group

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Introduction

This report presents an independent economic impact assessment of the proposed expansion of North Orange Marketplace, a single supermarket based centre located in the Central West region of New South Wales.

SCA Property group is preparing a planning proposal for the rezoning of the unused land adjoining the existing centre, from R1 – General Residential, to permit an expansion of the centre. The proposed expansion includes an 800 sq.m extension of the existing Woolworths supermarket, the addition of a 4,000 sq.m supermarket and a further 1,670 sq.m of retail floorspace. This report assesses the potential future sales and the likely economic impacts and benefits of the proposed expansion.

The report has been structured as follows:

- **Section 1** reviews the existing North Orange Marketplace, including the location and context of the centre; its composition and current trading performance; and its role within the retail hierarchy of Orange. It also provides details of the proposed expansion.
- **Section 2** examines the trade area which is served by the centre, and presents a detailed analysis of population levels, including forecasts; socio-demographic profile; and retail expenditure capacity for each trade area sector.
- **Section 3** examines the competitive context within which the centre operates, in particular the retail facilities provided within the Orange Town Centre.
- **Section 4** assesses the level of demand for supermarket retail floorspace generated by residents within the defined trade area and estimates the present and future market gap for additional floorspace.
- **Section 5** examines the likely sales potential of the proposed expansion and presents our estimates of likely trading impacts on the surrounding retail network.
- **Section 6** examines the net community benefits of the proposed expansion, including employment generation.

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Executive summary

This report presents an independent economic impact assessment of the proposed expansion of North Orange Marketplace. The following points summarise our analysis:

- Orange is a regional city located within the Central West region of New South Wales, approximately 260 km west of Sydney. North Orange Marketplace is located in the Waratah growth area, in northern Orange.
- At present, North Orange Marketplace comprises 4,973 sq.m of total floorspace, anchored by a 3,631 sq.m Woolworths supermarket (including the BWS liquor store).
- SCA Property has outlined indicative plans to expand North Orange Marketplace to include an 800 sq.m extension to the existing Woolworths supermarket, a second supermarket of 4,000 sq.m and around 1,670 sq.m of additional retail floorspace.
- The main trade area served by North Orange Marketplace includes once primary and two secondary trade areas, comprising a population of 19,490 at June 2013. Future population growth is expected to average 1.7% per annum to 2026, driven mainly by greenfield residential development at Waratah and Ploughman's Valley.
- The main trade area has a high representation of young Australian born families, earning above average incomes.
- Per capita retail spending in the main trade area is 6.3% greater than the non-metropolitan NSW average. Total expenditure on retail non-food items is 11.7% above average and on retail food items is 2.2% above the benchmark.
- The total retail expenditure generated by the main trade area population is estimated at \$238.9 million for the year to June 2013. Take-home food and groceries plus packaged liquor (FLG) is the largest expenditure category, while

food catering and general retail are expected to be the fastest growing categories over the forecast period to 2026.

- North Orange Marketplace is the only significant retail facility located in the main trade area. Beyond the main trade area, Orange Town Centre provides the major concentration of retail facilities, including Orange City Centre and Orange Central shopping centre, Woolworths and Aldi supermarkets; and a large amount of strip retail.
- The main trade area population currently generates demand for between 8,800 sq.m and 9,300 sq.m of supermarket floorspace, which is projected to increase to between 11,500 sq.m and 12,200 sq.m by 2026.
- At 2016, assuming that North Orange Marketplace is expanded as proposed, the supermarket floorspace gap would reduce to between 1,391 sq.m and 1,944 sq.m.
- We have identified an existing market gap of between 5,600 sq.m and 6,100 sq.m of supermarket floorspace in the main trade area. The gap is forecast to reduce to around 1,400 sq.m by 2016, following the proposed expansion of North Orange Marketplace.
- The proposed expansion is expected to achieve sales potential in the order of \$89.9 million (\$2013) at 2015/16, including total supermarket sales of \$74.4 million and retail sales of \$15.4 million. This sales performance is around \$23.6 million higher than projected under the 'do nothing' scenario for the existing centre.
- Typically, expansions at supermarket based centres result in the largest impacts being experienced by the closest like-for-like centres. As such, we expect the largest trading impact to be felt at the closest supermarket based centres, namely, Orange Central and the proposed Summer Centre. We expect Orange Central to experience a trading impact in the order of \$7.0 million (estimated at 8.1% of total sales), and at the Summer Centre we anticipate a trading impact of about \$1.7 million (estimated at 6.1% of total sales).

- In combination, we expect the stand alone supermarkets and retail strip in Orange Town Centre to experience a trading impact in the order of \$11.4 million (estimated at 2.8% of sales), while at Orange City Centre we expect very minor impacts due to the lack of a competitive supermarket anchor.
- The projected impacts are normal competitive impacts that are to be expected in any dynamic retail environment. Trading impacts between 10-15% are typically considered by the industry to be moderate, with impacts less than 10% considered relatively minor.
- We estimate the net additional employment increase resulting from the proposed expansion to be 234 jobs, which will lead to a further 94 multiplier induced jobs, which equates to 328 additional jobs across the economy.
- In addition to this, we estimate that 278 construction jobs will be created during the construction period, including 107 created directly and a further 171 resulting from multiplier induced effects.
- The delivery of the proposed expansion will result in a range of other economic benefits. The key benefits, summarised below, include:
 - Increased choice, convenience and amenity for the population of the main trade area.
 - Savings on time and fuel for main trade area residents due to a much better provision of food and grocery shopping facilities at a local level.
 - Increased price competition for consumers.
 - Increased sense of place and community for residents of the main trade area.

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Section 1: Asset location, composition and context

The first section of this report examines the existing North Orange Marketplace, as well as its current composition and performance. The centre's role within the planned retail hierarchy for Orange is also outlined.

1.1 Location and context

Orange is a regional city located within the Central West region of New South Wales, approximately 260 km west of Sydney (refer Map 1.1).

Orange is a well known food and wine destination within central New South Wales, and data published by Tourism Research Australia details that the surrounding region attracts over 3 million visitors a year.

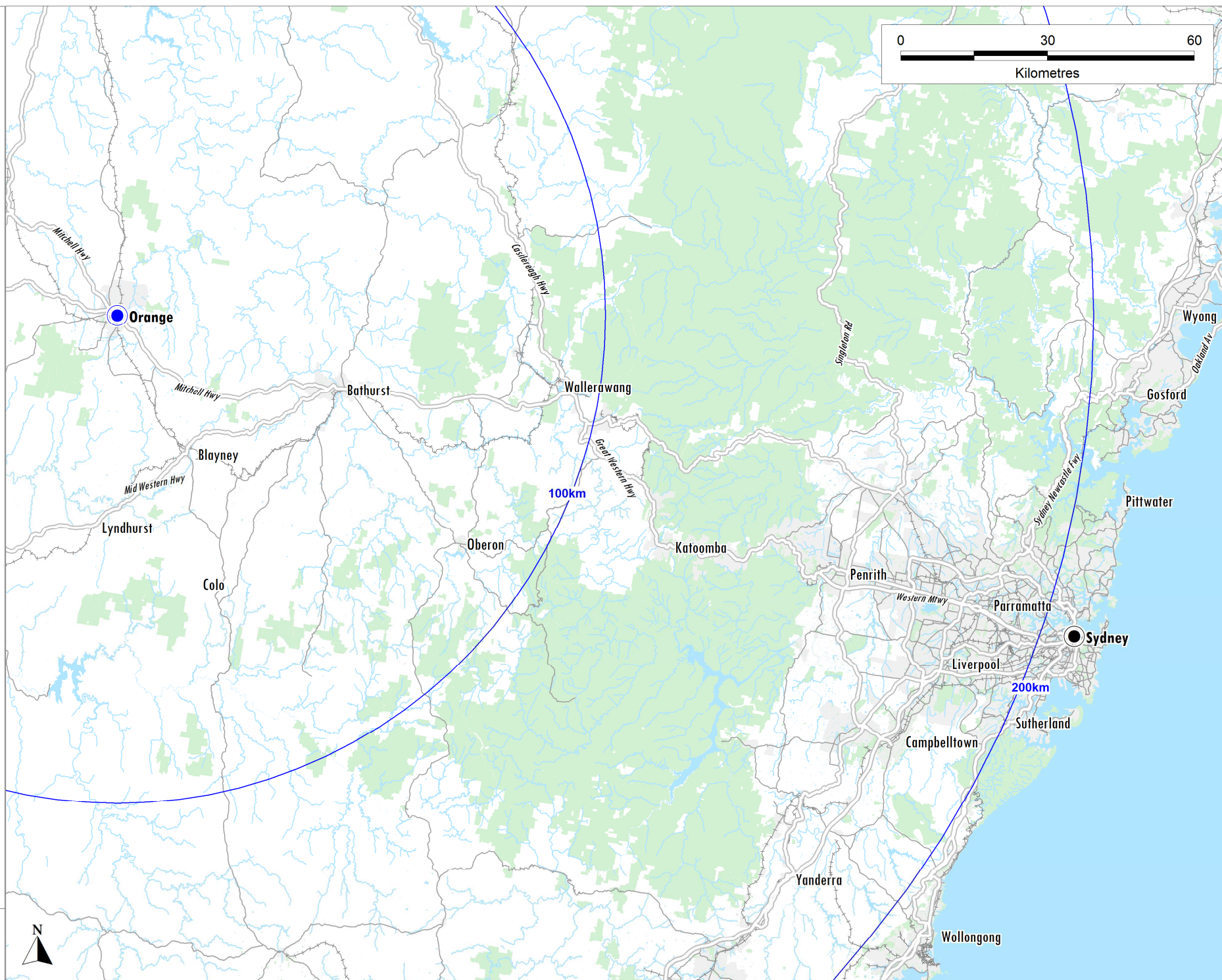
Orange also incorporates a large commercial and industrial precinct, which includes the Charles Sturt University Orange campus, support activities for regional mining operations, as well as a substantial transport/logistics operations hub.

Cadia Valley is located approximately 25 km south of Orange and is one of Australia's largest gold mining operations. A new Cadia East mine was constructed last year at a cost of \$2 billion, and commenced production on 1 January 2013. The new mine is expected to ramp up production at Cadia Valley and generate additional jobs over its lifetime. At present Cadia Valley has 750 employees and around 2,300 contractors, most of whom live in or around Orange.

Map 1.1

North Orange Marketplace

Regional Context



Map 1.2 illustrates the local context of North Orange Marketplace, with the key highlights as follows:

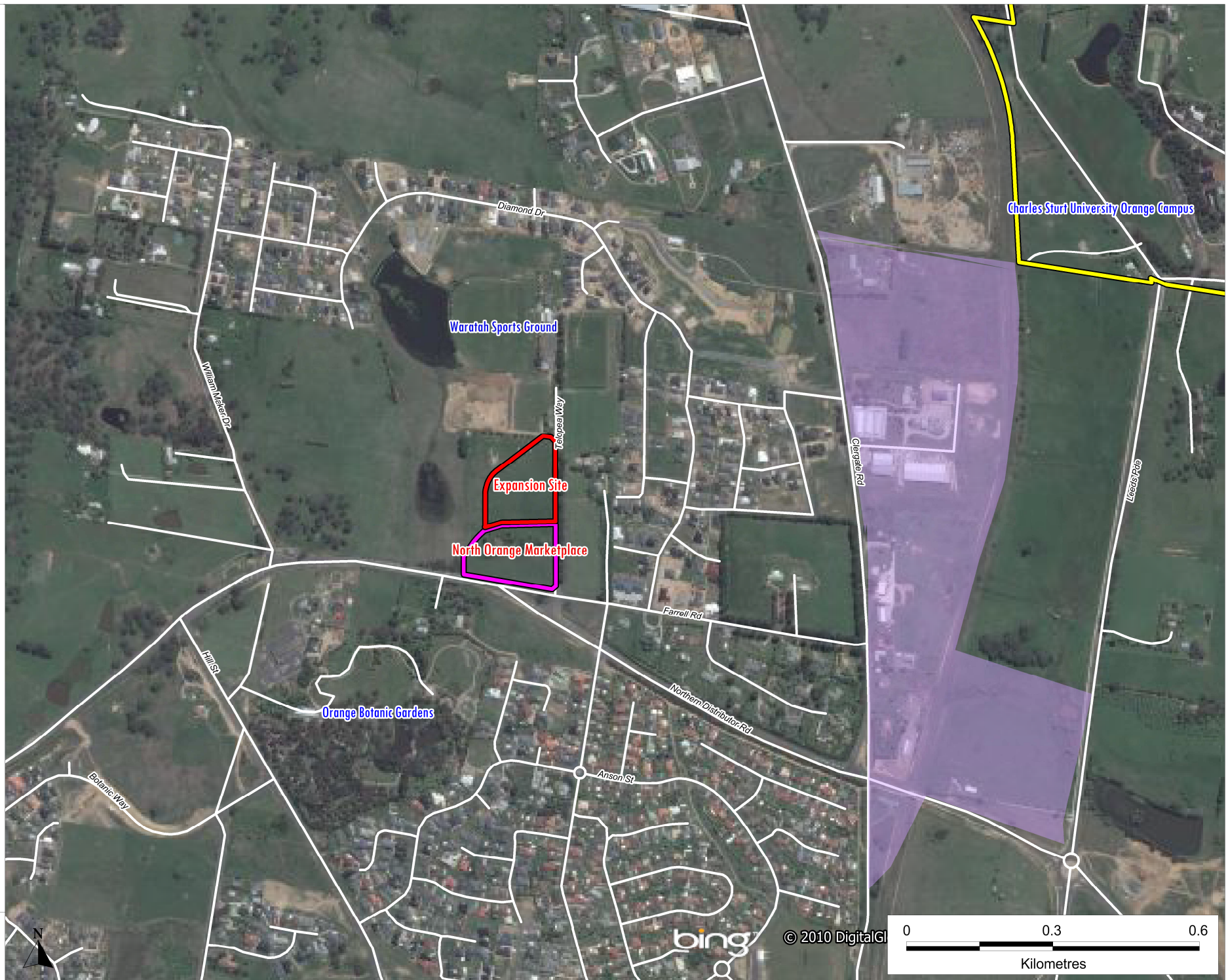
- North Orange Marketplace is situated on the northern side of the Northern Distributor Road, which is a major arterial route that extends around the northern fringe of the Orange urban area. Residents in the northern and western parts of Orange therefore have very convenient access to the centre.
- North Orange Marketplace is located in the Waratah growth area, in northern Orange. Residential development is currently occurring immediately east of the centre, and this residential growth is expected to continue to the north.

Map 1.2

North Orange Marketplace Site Location

Legend *

-  Expansion Site
-  Retail
-  Industrial
-  School



1.2 Centre composition

Based upon information provided by SCA Property Group, Table 1.1 details the composition of North Orange Marketplace, which opened in December 2011.

The key points to note are as follows:

- North Orange Marketplace comprises 4,973 sq.m of floorspace, of which the majority is dedicated to retail uses (4,659 sq.m).
- The centre is anchored by a Woolworths supermarket of 3,631 sq.m, which accounts for 78% of the total retail space.
- The centre also provides 1,028 sq.m of specialty retail floorspace. The tenancy mix includes a selection of food retail and food catering tenants, a newsagent, a large 246 sq.m pharmacy and a beauty salon. This retail offer is complemented by non-retail uses, including a real estate agent and various ATMs occupying some 171 sq.m of floorspace.
- There is currently around 143 sq.m of vacant floorspace at the centre.

Figure 1.1 illustrates the layout of North Orange Marketplace. The Woolworths supermarket is located at the western end of the centre, with a single mall providing direct access to the grade carparking to the north-east. The simple layout provides good customer flows for the retail tenants. A parcel of land adjacent to the supermarket to the north provides the potential for future expansion of the centre, which is the subject of this report.

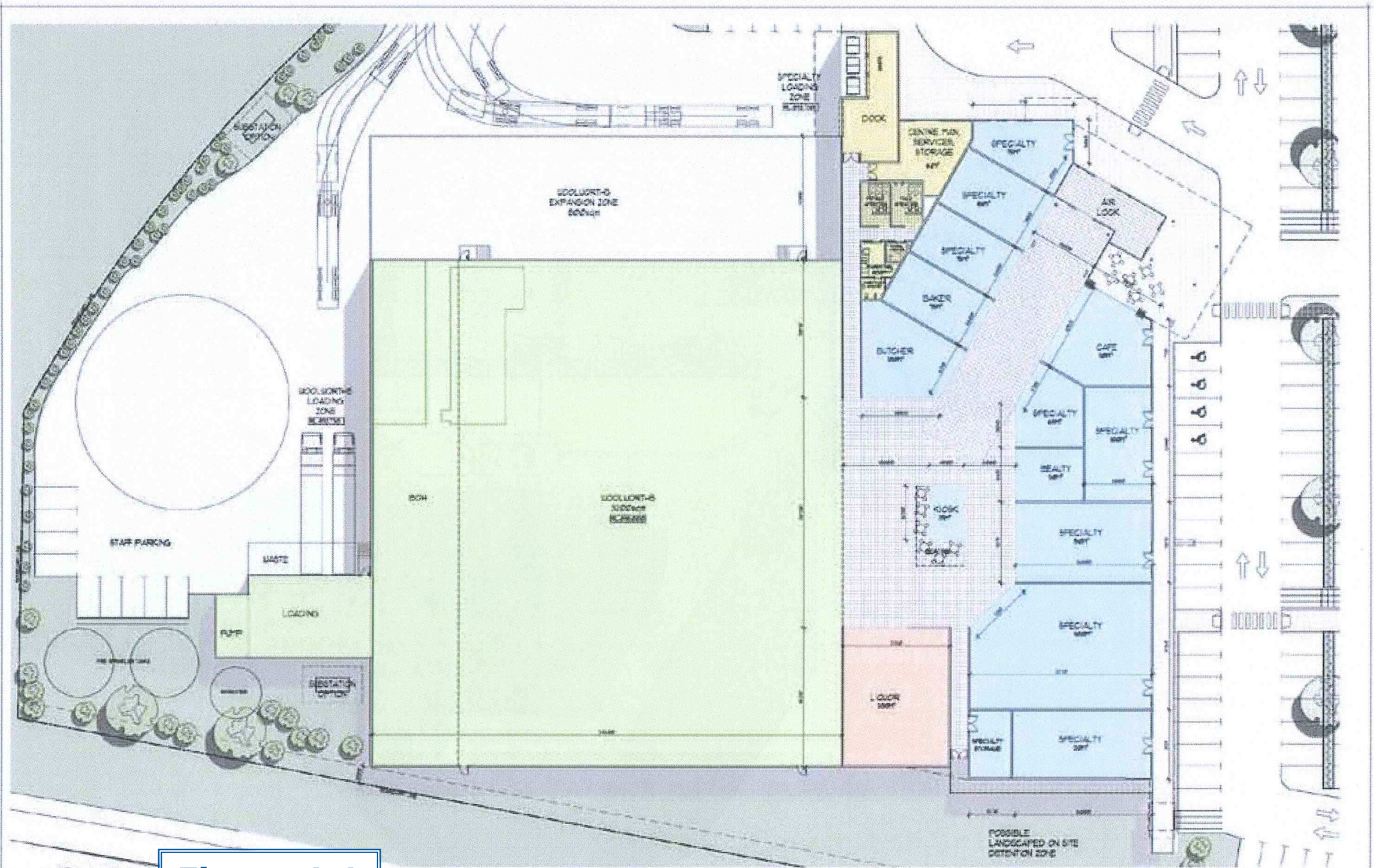


Figure 1.1

Table 1.1
North Orange Marketplace - Centre composition*

Category	Gross Lettable Area (GLA)	
	(sq.m)	(% of retail)
<u>Major tenants</u>		
Supermarket	3,631	77.9%
<u>Retail specialties</u>		
Food & liquor	332	7.1%
Food catering	233	5.0%
Apparel	0	0.0%
Household	0	0.0%
Leisure	166	3.6%
General	246	5.3%
Retail services	<u>52</u>	<u>1.1%</u>
Total retail spec.	1,028	22.1%
Total centre - retail	4,659	100.0%
<u>Non-retail</u>		
Non-retail services	171	
Vacant	<u>143</u>	
Total non-retail	314	
Total centre	4,973	

*As at July 2013

Source: Client; MacroPlan Dimasi

1.3 Proposed expansion

SCA Property has outlined indicative plans to expand North Orange Marketplace to accommodate the following:

- An expansion of the existing Woolworths supermarket in the order of 800 sq.m. This expansion will take the store to 4,000 sq.m.
- A second supermarket of 4,000 sq.m.
- An expansion of the centre's retail floorspace component, by 1,670 sq.m.

1.4 Planning background

The site on which the North Orange Marketplace sits is zoned B2 – Local Centre. An unused portion of the site, adjoining the existing centre to its immediate north-east, is currently zoned R1 – General Residential.

The strategy for the development of retail centres in the City of Orange is contained primarily within a document titled *Business Centres Review Study*, dated May 2010 and authored by Leyshon Consulting (Leyshon 2010). That document is an update of the previous *Business Centres Strategy* prepared by the same author in November 2005 (Leyshon 2005).

The key features of the Centres Strategy, drawing on the information provided in both documents, can be summarised as follows:

- The original strategy, Leyshon 2005, identified the need for a future centre to be developed in North Orange. That document estimated the likely scale of the North Orange centre, at full development, to be approximately 6,000 sq.m in retail floorspace terms.

- The 2010 update, Leyshon 2010, quantified the likely future increase in demand for retail floorspace within the total trade area defined for Orange at 25,490 sq.m under a low population growth scenario, and up to 40,974 sq.m under a high population growth scenario.
- For the City of Orange, defined as the primary trade area for retail facilities within Orange, Leyshon 2010 estimated the additional supportable retail floorspace to range from 19,171 sq.m under a low growth scenario to 35,723 sq.m under the high growth scenario.
- Leyshon 2010 further estimated that Orange will require another major full line supermarket (apart from the recently added Woolworths supermarket at North Orange) by 2021.
- Leyshon 2010 recommended consolidation of the city centre as the dominant retail centre for Orange, and the provision of a '*new local centre in North Orange to meet local convenience retail needs*'. (page 30)

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Section 2: Trade area analysis

This section of the report details the trade area served by North Orange Marketplace, including current and projected population and spending levels, as well as the socio-demographic profile of trade area residents.

2.1 Trade area definition

The North Orange Marketplace main trade area comprises a primary sector and two secondary sectors, as illustrated on Map 2.1 and, in greater detail, on Map 2.2, and described as follows:

- The **primary sector** incorporates the northern part of the Orange urban area, including the suburbs of Clifton Grove, March, Lewis Ponds, and the majority of Bletchington.
- The **secondary south sector** extends south to Dalton Road, a short distance north of the Orange Town Centre.
- The **secondary west sector** encompasses the suburb of Calare, and parts of Amaroo and Borenore.

The defined main trade area reflects the role of North Orange Marketplace serving residents within the northern and western parts of Orange, as well as outlying areas to the north. As shown on Map 2.2, the primary trade area served by the centre is also a key growth area of Orange, with substantial future residential development capacity.

Map 2.1

North Orange Marketplace

Trade Area & Competition

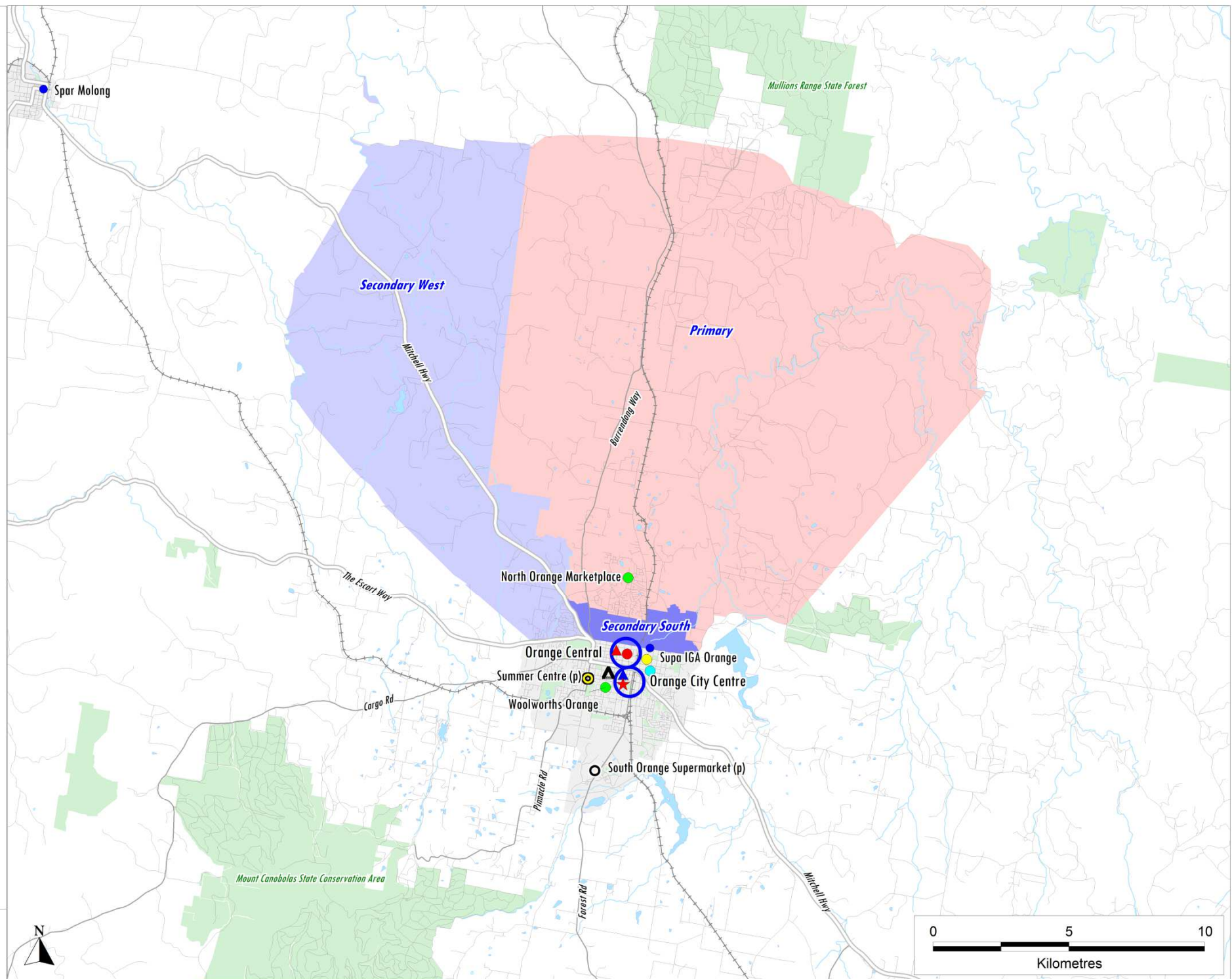
Legend *

○ Sub-Regional Centre

★ MYer
▲ Big W
▲ Target
▲ Kmart

● Woolworths
● Coles
● Aldi
● Supa IGA / IGA
● Other Smkt (inc. Foodworks,
IGA Express etc.)
● Unknown Smkt

* Hollow symbols indicate
proposed stores



Map 2.2

North Orange Marketplace

Trade Area, Competition & Residential Estates

Legend *

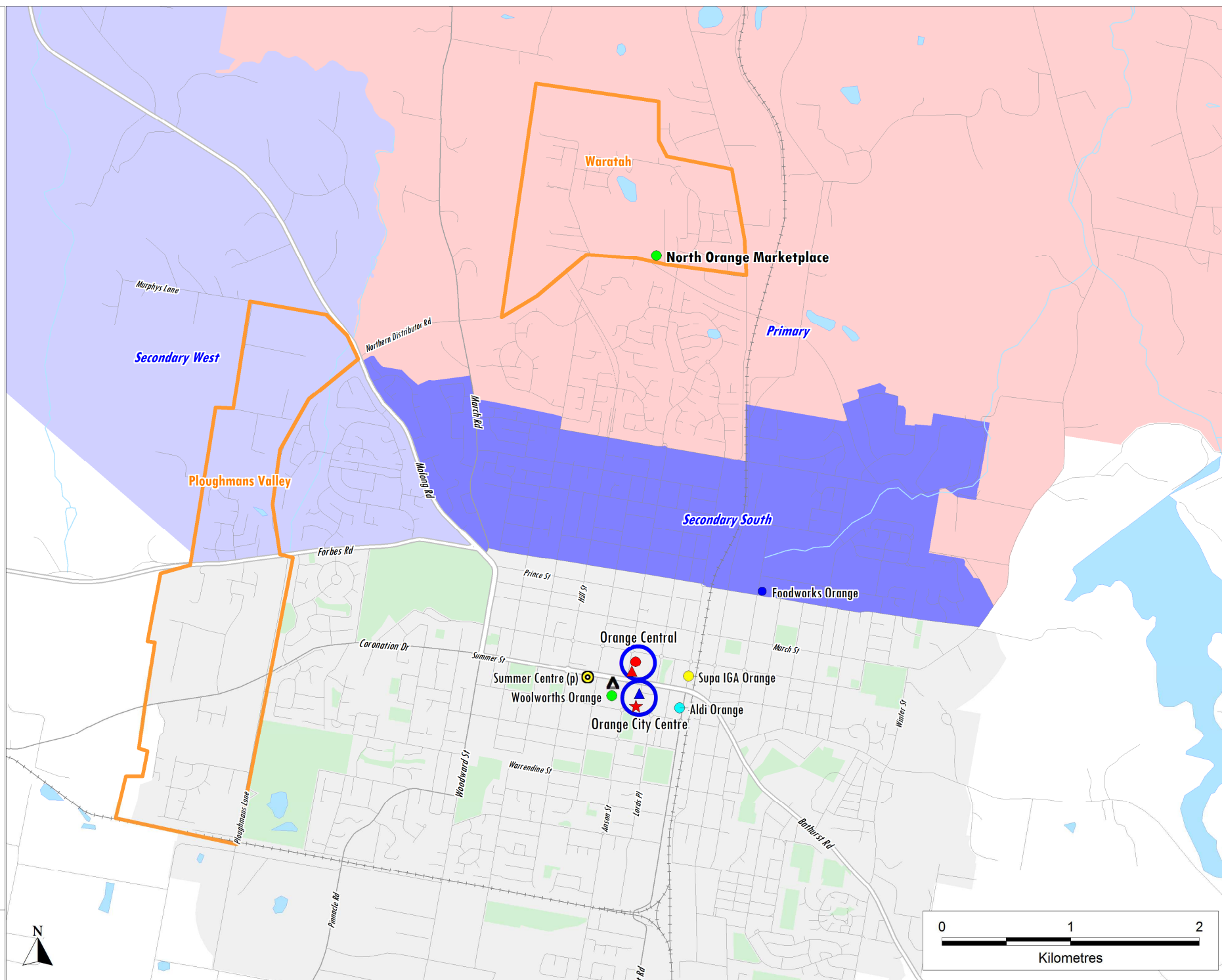
○ Sub-Regional Centre

- ★ Myer
- ▲ Big W
- ▲ Target
- ▲ Kmart

- Woolworths
- Coles
- Aldi
- Supa IGA / IGA
- Other Smkt (inc. Foodworks, IGA Express etc.)
- Unknown Smkt

□ Residential Estates

* Hollow symbols indicate proposed stores



2.2 Trade area population

Table 2.1 details the existing and projected population levels within the North Orange Marketplace trade area. Population forecasts are based on a number of sources, including the following:

- Australian Bureau of Statistics Census of Population and Housing data (2001, 2006 and 2011);
- Australian Bureau of Statistics New Dwelling Approval Data (2006-2011);
- Australian Bureau of Statistics Estimated Resident Population (ERP) for 2012; and
- Other investigations of future residential development, undertaken by MacroPlan Dimasi.

The main trade area population is estimated at 19,490 at June 2013, including 8,160 within the key primary sector. Over the most recent inter-censal period (2006-2011) the main trade area grew at an average rate of 2.5% per annum.

Future population growth will be primarily driven by greenfield residential development at the northern and western urban fringes of Orange. Residential development in the Waratah Hills and Ploughman's Valley estate, both of which are located within the North Orange Marketplace trade area, is well underway.

Residential development at the Waratah Hills estate is about two-thirds complete, and on final completion will accommodate approximately 1,300 new homes.

The Ploughman's Valley estate comprises three distinct precincts, Ploughman's Hill (north), Wentworth Hill (south) and Precinct 3 (middle). The Ploughman's Hill precinct is approximately 75% developed, and accommodates around 400 homes, while the Wentworth Hill precinct is almost at capacity, accommodating around 300 homes. Precinct three is still in the early stages of development with only around 100 homes built to date.

Taking this into account we estimate that the main trade area population will grow by an average of 1.7% per annum over the forecast period, to 24,060 by 2026, including 11,560 in the primary sector.

Table 2.1

North Orange Marketplace trade area population, 2006-2026*

Trade area	Estimated population			Forecast population		
	2006	2011	2013	2016	2021	2026
Primary sector	5,640	7,460	8,160	9,060	10,310	11,560
Secondary sectors						
• South	7,260	7,420	7,480	7,570	7,720	7,870
• West	<u>3,570</u>	<u>3,750</u>	<u>3,850</u>	<u>4,030</u>	<u>4,330</u>	<u>4,630</u>
Total secondary	10,830	11,170	11,330	11,600	12,050	12,500
Main trade area	16,470	18,630	19,490	20,660	22,360	24,060
Trade area	Average annual growth (%)					
	2006-11	2011-13	2013-16	2016-21	2021-26	
Primary sector	5.8%	4.6%	3.5%	2.6%	2.3%	
Secondary sectors						
• South	0.4%	0.4%	0.4%	0.4%	0.4%	
• West	<u>1.0%</u>	<u>1.3%</u>	<u>1.5%</u>	<u>1.4%</u>	<u>1.3%</u>	
Total secondary	0.6%	0.7%	0.8%	0.8%	0.7%	
Main trade area	2.5%	2.3%	2.0%	1.6%	1.5%	

*As at June

Source: ABS Census 2011; NSW Department of Planning and Infrastructure 2008; MacroPlan Dimasi

2.3 Socio-demographic profile

Table 2.2 and Chart 2.1 detail the socio-demographic profile of the main trade area population, compared with the respective benchmarks for non-metropolitan New South Wales (NSW) and also for total Australia, as sourced from the 2011 ABS Census of Population and Housing.

Key points to note regarding the characteristics of the main trade area population include the following:

- Main trade area residents earn incomes which are higher than the non-metropolitan NSW average, and this is particularly evident in the primary and secondary west sectors.
- The average age of trade area residents, at 34.5 years, is younger than the non-metropolitan NSW benchmark of 40.2 years.
- The proportion of residents who own or are in the process of purchasing their homes is above the non-metropolitan NSW average. The primary sector has particularly high ownership levels, at 75.8%.
- The main trade area population is predominantly Australia born (91.3%).
- The household structure shows that the main trade area is predominantly family orientated, with a high representation of couples with dependent children (50.6%). The primary and secondary west sectors have a particularly large proportion of households in this category, at 59.4% and 55.5%, compared to the secondary south, at 41.0%.

In summary, the main trade area has a high representation of young Australian born families, earning above average incomes.

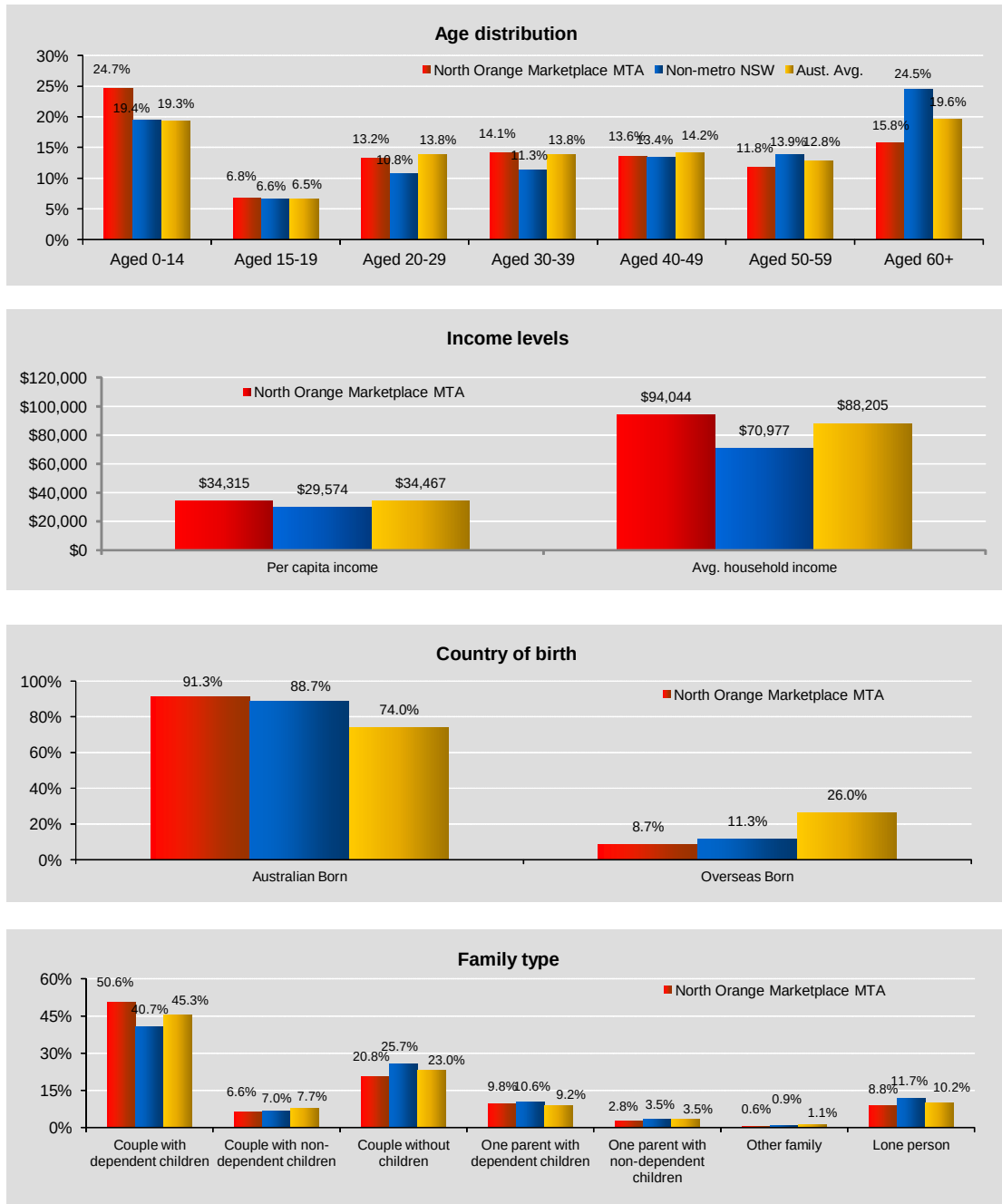
Table 2.2
North Orange Marketplace main trade area - socio-demographic profile, 2011

Census item	Primary sector	Secondary sectors		Main TA	Non-metro NSW avg.	Aust. avg.
		South	West			
Per capita income	\$36,865	\$28,987	\$39,792	\$34,315	\$29,574	\$34,467
<i>Var. from Non-metro NSW benchmark</i>	24.7%	-2.0%	34.6%	16.0%		
Avg. household income	\$109,374	\$71,514	\$116,960	\$94,044	\$70,977	\$88,205
<i>Var. from Non-metro NSW benchmark</i>	54.1%	0.8%	64.8%	32.5%		
Avg. household size	3.0	2.5	2.9	2.7	2.4	2.6
<u>Age distribution (% of population)</u>						
Aged 0-14	26.2%	23.5%	23.9%	24.7%	19.4%	19.3%
Aged 15-19	7.0%	6.2%	7.7%	6.8%	6.6%	6.5%
Aged 20-29	13.6%	14.8%	9.3%	13.2%	10.8%	13.8%
Aged 30-39	15.2%	13.4%	13.3%	14.1%	11.3%	13.8%
Aged 40-49	14.0%	12.7%	14.6%	13.6%	13.4%	14.2%
Aged 50-59	11.3%	11.6%	13.1%	11.8%	13.9%	12.8%
Aged 60+	12.8%	17.7%	18.1%	15.8%	24.5%	19.6%
Average age	32.7	35.3	36.4	34.5	40.2	37.9
<u>Housing status (% of households)</u>						
Owner/purchaser	75.8%	63.8%	79.8%	71.8%	70.6%	68.7%
Renter	23.5%	36.1%	19.6%	27.8%	28.4%	30.4%
Other	0.6%	0.1%	0.6%	0.4%	0.9%	0.9%
<u>Birthplace (% of population)</u>						
Australian born	91.5%	91.0%	91.6%	91.3%	88.7%	74.0%
Overseas born	8.5%	9.0%	8.4%	8.7%	11.3%	26.0%
• Asia	1.5%	1.7%	1.3%	1.5%	1.7%	8.6%
• Europe	3.3%	4.3%	4.2%	3.9%	6.8%	10.5%
• Other	3.8%	3.0%	2.9%	3.3%	2.8%	7.0%
<u>Family type (% of households)</u>						
Couple with dep't children	59.4%	41.0%	55.5%	50.6%	40.7%	45.3%
Couple with non-dep't child.	6.5%	6.1%	7.8%	6.6%	7.0%	7.7%
Couple without children	20.9%	20.1%	22.5%	20.8%	25.7%	23.0%
One parent with dep't child.	5.5%	14.5%	7.2%	9.8%	10.6%	9.2%
One parent w non-dep't child.	1.6%	4.3%	1.7%	2.8%	3.5%	3.5%
Other family	0.3%	1.0%	0.2%	0.6%	0.9%	1.1%
Lone person	5.7%	12.9%	5.1%	8.8%	11.7%	10.2%

Source: ABS Census of Population & Housing, 2011; MacroPlan Dimasi

Chart 2.1

North Orange Marketplace main trade area - socio-demographic profile, 2011



Source: ABS Census of Population & Housing, 2011; MacroPlan Dimasi

2.4 Retail expenditure

MacroPlan Dimasi estimates retail expenditure capacity generated by the main trade area residents based on information sourced from Market Data Systems (MDS), which utilises a detailed micro simulation model of household expenditure behaviour for all residents of Australia. The model takes into account information from a wide variety of sources including the regular ABS Household Expenditure Surveys, national accounts data, Census data and other information.

We consider MarketInfo data to be an accurate, indeed best available, detailed measure of retail expenditure capacity and behaviour and it is widely relied on in the retail industry. This office has undertaken thousands of retail assessments using actual retail sales turnover data from retailers and shopping centres and numerous customer surveys to understand the expenditure behaviour of shoppers. Total retail expenditure is detailed in a number of categories, as follows:

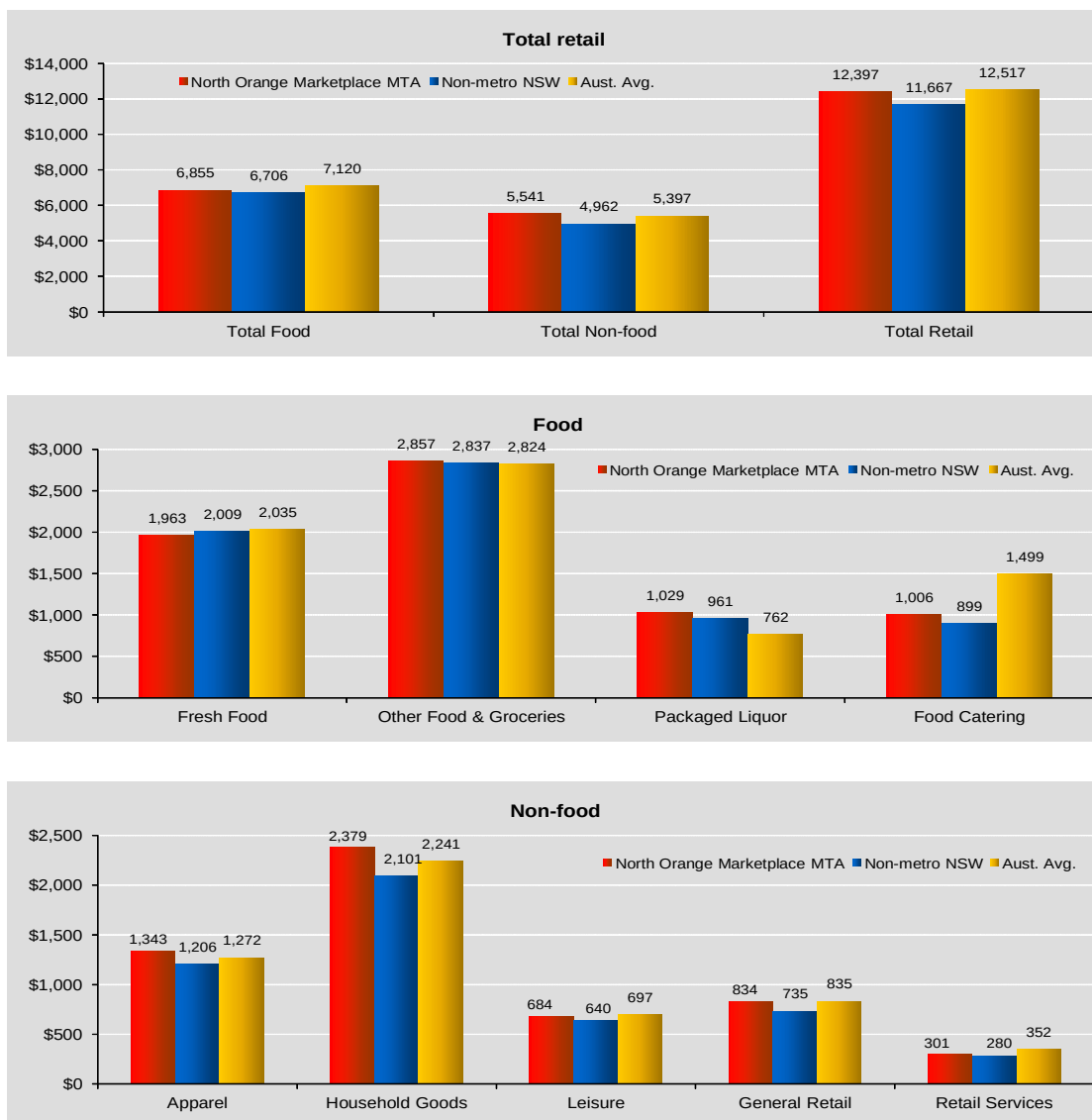
- Take-home food and groceries – goods typically sold in supermarkets and specialty fresh food stores.
- Packaged liquor – packaged beer, wine and spirits such as those purchased at bottle-shops and liquor outlets. The combination of take-home food and groceries and packaged liquor is referred to as FLG expenditure.
- Food catering – cafes, take-away outlets and restaurants, including liquor consumed on such premises.
- Apparel – clothing, footwear, fashion and accessories.
- Household Goods – giftware, electrical, computers, furniture, homewares, and hardware goods.
- Leisure – sporting goods, music, DVDs, games, books, newsagents and film processing/photography.
- General Retail –pharmaceutical goods, cosmetics, toys, florists, mobile phones.
- Retail Services – retail services such as key cutting, shoe repairs, hair and beauty.

Chart 2.2 details the estimated retail expenditure per capita of main trade area residents by retail category, and compares the expenditure capacity to national averages.

Per capita retail spending in the main trade area is 6.3% greater than the non-metropolitan NSW average. Total expenditure on retail non-food items is 11.7% above average and on retail food items is 2.2% above the benchmark.

Chart 2.2

North Orange Marketplace trade area - retail spending per person, 2012/13*



*Including GST

Source: MarketInfo; MacroPlan Dimasi

Table 2.3 details the estimated retail expenditure of the main trade area population in 2013 and presents projections over the period to 2026. All expenditure forecasts presented throughout this report are expressed in constant 2012/13 dollars (i.e. not including inflation) and including GST.

Table 2.3				
North Orange Marketplace main trade area - retail expenditure (\$M), 2013-2026*				
Year ending June	Primary sector	Secondary sectors		Main TA
		South	West	
2013	103.3	84.1	51.5	238.9
2014	108.1	85.0	52.5	245.6
2015	112.7	85.8	53.7	252.1
2016	117.4	86.7	54.8	258.9
2017	121.8	87.7	56.0	265.5
2018	126.0	88.7	57.3	272.1
2019	130.5	89.9	58.6	279.1
2020	135.2	91.1	60.0	286.3
2021	140.0	92.3	61.5	293.7
2022	144.7	93.5	62.9	301.1
2023	149.4	94.7	64.3	308.5
2024	154.3	96.0	65.8	316.0
2025	159.3	97.3	67.3	323.8
2026	164.5	98.5	68.8	331.8
<u>Average annual growth (\$M)</u>				
2013-2026	4.7	1.1	1.3	7.1
<u>Average annual growth (%)</u>				
2013-2026	3.6%	1.2%	2.3%	2.6%
<i>*Constant 2012/13 dollars & including GST</i>				
<i>Source: MarketInfo; MacroPlan Dimasi</i>				

The retail expenditure generated by the main trade area population is estimated at \$238.9 million for the year to June 2013. This expenditure is estimated to grow at an average rate of 2.6% per annum over the forecast period, to \$331.8 million by 2026.

This average annual growth rate estimate of 2.6% includes the following components:

- Residential population growth, which is expected to average 2.8% per annum.
- Real growth in per capita retail expenditure, which is expected to average 0.9% per annum over the forecast period.

Table 2.4 presents the estimated take-home food and groceries plus packaged liquor (FLG) expenditure of the main trade area population, as well as available expenditure across all other retail categories.

FLG expenditure is estimated at \$112.7 million at 2013, accounting for 47.2% of all retail expenditure. This expenditure category is of particular relevance when estimating the need for supermarket facilities, as approximately 90–95% of supermarket items are encompassed in this category definition.

Food catering, general retail and FLG are expected to be the fastest growing categories over the forecast period, with anticipated growth rates of around 2.7–3.0% per annum.

Table 2.4

North Orange Marketplace main trade area - retail expenditure by product group (\$M), 2013-2026*

Year ending June	FLG	Food catering	Apparel	Household goods	Leisure	General retail	Retail services	Total retail
2013	112.7	19.4	25.9	45.8	13.2	16.1	5.8	238.9
2014	116.0	20.0	26.5	47.0	13.6	16.6	6.0	245.6
2015	119.2	20.6	27.1	48.1	13.9	17.1	6.1	252.1
2016	122.5	21.3	27.8	49.2	14.3	17.6	6.3	258.9
2017	125.7	21.9	28.4	50.3	14.6	18.1	6.4	265.5
2018	129.0	22.5	29.0	51.4	15.0	18.6	6.6	272.1
2019	132.4	23.2	29.6	52.6	15.3	19.2	6.7	279.1
2020	136.0	23.9	30.3	53.8	15.7	19.7	6.9	286.3
2021	139.6	24.6	31.0	55.0	16.1	20.3	7.1	293.7
2022	143.3	25.3	31.7	56.2	16.5	20.9	7.2	301.1
2023	147.0	26.1	32.3	57.4	16.9	21.5	7.4	308.5
2024	150.7	26.8	33.0	58.6	17.3	22.1	7.6	316.0
2025	154.6	27.6	33.7	59.8	17.7	22.7	7.8	323.8
2026	158.5	28.4	34.4	61.1	18.1	23.3	7.9	331.8
<u>Average annual growth (\$M)</u>								
2013-2026	3.5	0.7	0.7	1.2	0.4	0.6	0.2	7.1
<u>Average annual growth (%)</u>								
2013-2026	2.7%	3.0%	2.2%	2.2%	2.5%	2.9%	2.5%	2.6%

*Constant 2012/13 dollars & including GST

Source: MarketInfo; MacroPlan Dimasi

Retail expenditure category definitions:

- FLG: Take-home food and groceries, as well as packaged liquor.
- Food catering: expenditure at cafes, take-away food outlets and restaurants.
- Apparel: clothing, footwear, fashion accessories and jewellery.
- Household goods: giftware, electrical, computers, furniture, homewares and hardware goods.
- Leisure: sporting goods, music, DVDs, computer games, books, newspapers & magazines, stationery and photography equipment.
- General retail: pharmaceutical goods, cosmetics, toys, florists, mobile phones and pets.
- Retail services: hair & beauty, optical goods, dry cleaning, key cutting and shoe repairs.

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Section 3: Competitive context

This section of the report reviews the competitive environment within which the North Orange Marketplace operates, including all existing and planned retail developments.

Table 3.1 details the major competitive retail facilities in the region, while the previous Map 2.1 illustrates the locations of these facilities.

Table 3.1 North Orange Marketplace - schedule of competing retail facilities			
Centre	Retail GLA (sq.m)	Major traders	Dist. by road from North Orange Marketplace (km)
Within main trade area			
North Orange Marketplace	4,948	Woolworths	-
Beyond main trade area			
<u>Orange Town Centre</u>	<u>95,000</u>		<u>5.0</u>
• Orange City Centre	17,850	Myer, Big W	
• Orange Central	12,500	Kmart, Coles	
• Summer Centre	4,900	IGA	
• Other	59,750	Woolworths, Supa IGA	
Source: Property Council of Australia; Leyshon Consulting; MacroPlan Dimasi			

North Orange Marketplace is the only significant retail facility located in the main trade area. The centre serves the retail needs, particularly for food and grocery shopping, of the growing population.

Beyond the main trade area, Orange Town Centre provides the major concentration of retail facilities, including the following:

- **Orange City Centre** – an enclosed shopping centre, anchored by a small Myer department store and a Big W discount department store. In total the centre provides around 17,850 sq.m of retail floorspace, including some 37 specialty shops, with a skew towards apparel.

- **Orange Central** – a sub-regional shopping centre with anchor stores comprising a Kmart discount department store and a Coles supermarket. The centre is provided over three levels, with the majority of retail tenants located on levels two and three. There are around 35 specialty shops at the centre, including several national brand tenants, such as The Coffee Club, Boost Juice, Cotton On, Supre, Tarocash, Priceline, Blooms the Chemist, Telstra and OPSM.
- **Summer Centre** – a small supermarket based centre, located at the western extent of the Orange Town Centre retail core, on the southern side of Summer Street. The centre is currently being redeveloped and on completion will provide a new IGA supermarket, a Dan Murphy's liquor store and 1,355 sq.m of specialty retail. The Dan Murphy's liquor store has opened and construction of the remaining centre is due to be complete by the end of 2013.
- Freestanding Woolworths, ALDI and IGA supermarkets, dispersed throughout Orange Town Centre.
- A large amount of strip retailing, which is predominantly focussed around Summer Street, but also extends along Kite Street, Anson Street, Paisley Street and Lords Place. The strip retail comprises a small amount of food retail and a mix of food catering tenants, including takeaways, cafes and good quality restaurants. There is a strong apparel offer including national brand tenants such as Athletes Foot, Strandbags, Blue Illusion, Susan and Just Jeans, in addition to a variety of general retail tenants including a book store, newsagents, a florist, a bike shop, a discount pharmacy, a video store, a music store and a skate shop. Non-retail tenants make up a large proportion of the strip, including several real estate agents, banks, business centres, travel agents, a job centre and community services, as well as a cinema and a tavern.

A new mixed-use development is mooted to replace the existing car park that is bound by Anson Street, Kite Street, Sale Street and Summer Street in Orange Town Centre. The development is indicatively proposed to include an 8,400 sq.m retail component, ideally to accommodate a discount department store and several specialty shops. If this project proceeds, construction on site is expected to start in early 2014.

The development of a new (small) supermarket has been mooted at a site within the Bloomfield development, opposite Bloomfield hospital in southern Orange. The timing for this development is unknown, but in any case, this development is of no competitive relevance to North Orange Marketplace given its distance from the subject site.

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Section 4: Supportable supermarket floorspace

This section of the report assesses the demand for supermarket floorspace generated by residents of the main trade area; compares this demand with the existing and proposed future supply of supermarket floorspace; and estimates current and future market gap for supermarket floorspace across the trade area.

4.1 Supermarket floorspace gap

In order to provide an accurate picture of the retail floorspace, and specifically supermarket floorspace, demand generated by the main trade area population, the available retail expenditure is translated into an estimate of retail floorspace. Floorspace estimates are generated by applying appropriate thresholds of sales or turnover levels per sq.m of floorspace, normally referred to as retail turnover densities (RTD) to the available expenditure volume.

Table 4.1 compares the demand for supermarket floorspace generated by residents of the main trade area with the existing supply of supermarket floorspace, outlining the estimated current and future market gap for supermarket floorspace within the main trade area.

For the purposes of calculating the estimated gap we have undertaken the following steps:

- Estimated the current and future population within the main trade area.
- Estimated per capita expenditure on take-home food and groceries (F&G) using MarketInfo data.
- Allowed for 80% of F&G expenditure to be directed to supermarkets. This estimate is consistent with national benchmarks for comparable areas, i.e. provincial towns and smaller cities, and allows for the remaining 20% to be allocated to smaller food specialty stores and grocery stores, as well as specialty food stores.

- Multiplied per capita F&G expenditure directed to supermarkets by the available population to determine the total available F&G expenditure pool to be directed to supermarkets.
- Allowed for 5% of supermarkets' turnover to comprise general merchandise (i.e. non-food) retail items, which is typical across national supermarkets.
- The total supermarket expenditure pool is then translated into supermarket floorspace demand by dividing by an applied retail turnover density (RTD).
- We have applied an RTD for supermarkets and grocery stores ranging from \$8,500–\$9,000 per sq.m in 2013, which we consider would reflect a successful and profitable average trading level.
- We have also allowed for some real growth in this RTD, averaging around 0.5% per annum from 2013 onwards.

Table 4.1
North Orange Marketplace main trade area - supermarket floorspace market gap

Factor	2013	2016	2021	2026
MTA Population	19,490	20,660	22,360	24,060
F&G Spend per capita* (\$)	\$4,821	\$4,931	\$5,182	\$5,462
80% of F&G spend to smkts (\$)	\$3,857	\$3,945	\$4,146	\$4,370
Total F&G expenditure to smkts (\$M)	\$75.2	\$81.5	\$92.7	\$105.1
5% of smkt sales to GM (\$M)	\$4.0	\$4.3	\$4.9	\$5.5
Total smkt expenditure (\$M)	\$79.1	\$85.8	\$97.6	\$110.7
<u>1. RTD @ \$8,500/sq.m increasing at 0.5% p.a.</u>	<u>\$8,500</u>	<u>\$8,628</u>	<u>\$8,846</u>	<u>\$9,069</u>
Supportable supermarket demand (sq.m)	9,308	9,944	11,031	12,202
Supermarket supply (sq.m)	3,200	8,000	8,000	8,000
New supermarket space (sq.m)		<u>4,800</u>		
• WOW supermarket expansion (sq.m)		800		
• Second supermarket (sq.m)		4,000		
Total supermarket gap (sq.m)	6,108	1,944	3,031	4,202
<u>2. RTD @ \$9,000/sq.m increasing at 0.5% p.a.</u>	<u>\$9,000</u>	<u>\$9,136</u>	<u>\$9,366</u>	<u>\$9,603</u>
Supportable supermarket demand (sq.m)	8,791	9,391	10,418	11,524
Supermarket supply (sq.m)	3,200	8,000	8,000	8,000
New supermarket space (sq.m)		<u>4,800</u>		
• WOW supermarket expansion (sq.m)		800		
• Second supermarket (sq.m)		4,000		
Total supermarket gap (sq.m)	5,591	1,391	2,418	3,524

*Constant 2012/13 dollars & including GST
Source: MarketInfo; MacroPlan Dimasi

The information in Table 4.1 above shows the following:

- The assessed demand at 2013 for supermarket floorspace generated by this main trade area population ranges from 9,300 sq.m assuming an RTD of \$8,500 per sq.m to 8,800 sq.m assuming an RTD of \$9,000 per sq.m.
- The current gap in supermarket floorspace is estimated to range from 5,600 sq.m to 6,100 sq.m. This demand of course is being met by the supermarkets provided within Orange Town Centre, and in the future it is reasonable to expect that a significant proportion of the demand generated by this main trade area population will continue to be directed to the supermarkets within the Orange Town Centre.

Section 4: Supportable supermarket floorspace

- At 2016, assuming that North Orange Marketplace is expanded as proposed, adding a second supermarket as well as an expansion of the Woolworths supermarket, the supermarket floorspace gap for the defined trade area would reduce to between 1,391 sq.m and 1,944 sq.m.
- By 2021, however, with ongoing population growth within the main trade area, the gap in supermarket floorspace would increase to between 2,418 sq.m and 3,031 sq.m.
- By 2026, the supermarket floorspace gap for the main trade area would have increased substantially further, to between 3,524 sq.m and 4,202 sq.m.

Section 5: Economic impacts and benefits

This section of the report examines the likely sales potential of an expanded North Orange Marketplace and then presents estimates of likely trading impacts on the surrounding retail network.

5.1 Estimated sales performance

Tables 5.1 and 5.2 summarise the estimated sales potential and market shares for an expanded North Orange Marketplace in 2015/16. Sales estimates are presented in constant 2012/13 dollar terms and include GST.

The estimated sales performance of the centre under a do nothing scenario at 2015/16 reflects the centre's current trading performance at 2013. At present the centre's annual retail sales volume is \$60.3 million, of which the supermarket, including BWS Liquor, accounts for approximately \$53.4 million.

In estimating the sales potential for the expanded centre we have had regard to the trade area sectors which the centre is able to serve and the existing provision and estimated trading levels of competitive retail facilities within Orange Town Centre.

As shown in Table 5.1, the expanded centre is estimated to generate sales in the order of \$89.8 million, including total supermarket sales of \$74.4 million and retail sales of \$15.4 million. This sales performance is around \$23.6 million higher than projected under the 'do nothing' scenario for the existing centre.

Table 5.2 presents the estimated market share performance of an expanded North Orange Marketplace at 2015/16. The expanded centre is expected to achieve a main trade area market share of approximately 31.7%, including a 39.6% in the primary sector and 25.2% on average across the two secondary sectors.

Table 5.1**North Orange Marketplace - Centre sales potential, 2015/16***

(Do Nothing vs Expansion scenarios)

Category	Do Nothing scenario			Expansion scenario			Difference		
	GLA (sq.m)	Est. sales (\$M)	(\$/sq.m)	GLA (sq.m)	Est. sales (\$M)	(\$/sq.m)	GLA (sq.m)	Est. sales (\$M)	(\$/sq.m)
Supermarket	3,631	58.8	16,201	8,431	74.4	8,825	4,800	15.6	3,246
Retail	<u>1,028</u>	<u>7.4</u>	<u>7,241</u>	<u>2,108</u>	<u>15.4</u>	<u>7,316</u>	<u>1,080</u>	<u>8.0</u>	<u>7,387</u>
Total centre - retail	4,659	66.3	14,224	10,539	89.8	8,523	5,880	23.6	4,006

*Constant 2012/13 dollars & including GST

Source: MacroPlan Dimasi

Table 5.2**North Orange Marketplace - Estimated market shares, 2015/16***

(Expansion Scenario)

Trade area	Retail spend (\$M)			Centre sales (\$M)			Market share		
	Food	Non-food	Total	Food	Non-food	Total	Food	Non-food	Total
Primary sector	63.7	53.6	117.4	39.9	6.7	46.5	62.5%	12.4%	39.6%
Secondary sectors									
• South	50.4	36.3	86.7	18.4	3.1	21.5	36.6%	8.5%	24.8%
• West	<u>29.6</u>	<u>25.3</u>	<u>54.8</u>	<u>12.1</u>	<u>2.0</u>	<u>14.1</u>	<u>41.0%</u>	<u>8.0%</u>	<u>25.8%</u>
Total secondary	80.0	61.5	141.5	30.6	5.1	35.7	38.2%	8.3%	25.2%
Main TA	143.7	115.1	258.9	70.4	11.8	82.2	49.0%	10.2%	31.7%
Sales from beyond TA				<u>6.5</u>	<u>1.1</u>	<u>7.6</u>			
Total centre sales				77.0	12.8	89.8			

*Constant 2012/13 dollars & including GST

Source: MarketInfo; MacroPlan Dimasi

5.2 Estimated trading impacts

Retail developments will usually result in some trading impacts on other retail facilities within or beyond the main trade area. At the heart of considerations of trading impacts is whether any other centre or centres, as a whole, and not individual tenants or businesses, may be negatively impacted to the extent that their viability is in question, or the population served by such other centres could suffer some reductions in the levels of service that they enjoy i.e. a net community disbenefit.

In order to understand whether any particular centre may be impacted to the extent that its continued viability may be in question, we have estimated specific retail impacts that we expect surrounding centres to experience if North Orange Marketplace were to be expanded as proposed. These estimates provide indications as to whether the scale of the proposed expansion is reasonable and whether any centres are likely to be at risk to the extent that the community would suffer a net disbenefit, attributable to the proposed expansion.

In considering likely trading impacts on any individual centre or individual retailer, it must first be acknowledged that such estimation can only realistically expect to provide a broad indication of likely outcomes, since there are many factors which can change in response to any new retail development, and which will have a bearing on the consequent outcomes. The competitive response of each relevant centre or trader is one such factor, as are further redevelopments/improvements which one or more of the competitive network of centres might implement.

The purpose of an impact assessment is to provide guidance as to whether or not there is likely to be a net community benefit or disbenefit from any proposed development. In particular, if there is a possibility of some existing facilities potentially being impacted to such a degree that they may be lost to the community and if the service or services provided by those facilities are not at the very least replaced by the proposed new facilities, then a community disbenefit would be likely.

5.2.1 Impact methodology

The following factors are typically considered when assessing the potential impacts of a new retail development, or expansion, on each existing facility or centre:

- The distance of the (impacted) centre, by road, from the proposed development.
- The size of the centre, in terms of total retail floorspace.
- The amount of department store, discount department store (dds) and supermarket floorspace available.
- The brand of the anchor tenants.
- The role and function of the centre. For example a centre may be oriented towards higher order retailing, homewares/bulky goods, or it may primarily service a worker/transit market.
- Relative accessibility and relative convenience compared with the proposed retail development.
- The estimated performance of the centre (in current sales) and future performance (in the impact year). This accounts for any future developments in the region that may also impact on the future sales of existing centres.
- The share of available expenditure which the centre attracts from the identified main trade area of North Orange Marketplace. A centre may not be situated in the identified trade area of the proposed development but its main trade area may extend to include parts, or all of the trade area of North Orange Marketplace. For example, the trade area for large regional shopping centre typically includes several hundred thousand persons. Such a trade area is likely to include (partially or completely) trade areas for smaller convenience based centres, sub-regional centres, retail strips and stand-alone supermarkets.

The following key principles are then relied on when assessing the dollar (and percentage) impacts that are likely to be absorbed by existing facilities/centres:

- The greatest impacts are typically absorbed by the closest comparable centres. For example, a new Woolworths supermarket is generally likely to impact the closest nearby Woolworths supermarket to the greatest extent, followed by impacts on other comparable large supermarkets (e.g. Coles), and at the lower end of the spectrum, by smaller scale supermarkets/food stores, which serve much more limited roles.
- Impacts on small scale, local supermarkets/food stores, tend to be relatively smaller in scale, as these stores normally attract a small market share of available main trade area expenditure and perform a different role and function in the hierarchy, often serving the local walkable catchments surrounding them, and/or serving more specialised/discerning needs (e.g. specialty food stores).

Table 5.3 presents a summary of the key metrics for the surrounding centres of relevance to North Orange Marketplace. This table summarises the distance of each centre or store from the subject site; the amount of retail floorspace at the centre; the amount of supermarket floorspace at the centre; the brand/s of key department store, dds and supermarket tenants; and estimated sales for the year 2012/13. We have then estimated:

- The proportion of total annual sales, in 2012/13, for each centre that is generated from the main trade area, and the subsequent sales volume to which this equates.
- The share of total main trade area retail expenditure that each centre attracts. North Orange Marketplace currently attracts around 23.1% of available main trade area retail expenditure. Table 5.3 shows that the surrounding centres of relevance attract about 72.0% of available main trade expenditure. The remainder is leakage to other centres/formats (e.g. bulky goods).

Table 5.3
North Orange Marketplace - Estimated Impact on Specific Centres (2015/16)*

Centres	Total Centre GLA (sq.m)	Department Store GLA (sq.m)	Brand (name)	DDS** GLA (sq.m)	Brand (sq.m)	Supermarket GLA (sq.m)	Brand (name)	Est. centre sales 2012/13 (\$m)	Est. % of sales from MTA (%)	Est. Sales from MTA (\$m)	Est. % of MTA exp. (%)	Est. Impact (2015/16) (\$m)	Est. Impact % of total (%)
<i>Orange Town Centre</i>													
• Orange City Centre	17,850	6,858	Myer	7,017	Big W	na	na	74.0	35.0%	26.1	10.9%	1.5	6%
• Orange Central	12,500	na	na	5,461	Kmart	2,736	Coles	80.0	40.0%	32.0	13.4%	7.0	30%
• Summer Centre (u/c)	4,900	na	na	na	na	2,247	IGA	na	na	na	na	1.7	7%
• Other Orange Town Centre	<u>59,750</u>	<u>na</u>	<u>na</u>	<u>na</u>	<u>na</u>	<u>6,660</u>	WOW, Aldi, Supa IGA, Foodworks	<u>372.0</u>	<u>30.7%</u>	<u>114.0</u>	<u>47.7%</u>	<u>11.4</u>	<u>48%</u>
Total Orange Town Centre	95,000	6,858		12,478		11,643	na	526.0	32.7%	172.1	72.0%	21.6	91%
Other centres/BTA												2.0	8%
Total												23.6	100%

*Constant 2012/13 dollars & including GST

**DDS = discount department store

NB: GLA = Gross lettable area; MTA = Main trade area; exp = expenditure

Source: Shopping Centre Council; MacroPlan Dimasi

5.2.2 Estimated impacts

Table 5.4 shows the estimated trading impacts that we expect across the surrounding network of centres, expressed in dollar terms and also in percentage terms, as a share of sales that would be expected without the development in the year 2015/16. We have estimated the percentage trading impacts by following the following methodology:

- First, as detailed previously, the sales potential of an expanded North Orange Marketplace is estimated at \$89.9 million in its first year (i.e. 2015/16), which is around \$23.6 million higher than under a 'do nothing' scenario for the existing centre.
- Sales are then estimated across the surrounding competitive supply network as at 2012/13 based on detailed inspections of the various facilities, plus other known public information.
- Potential sales for the surrounding competitive supply network in 2015/16 are then estimated, assuming the proposed development does not occur.
- Sales for all competitive centres as at 2015/16, if the proposed expansion of North Orange Marketplace were to occur, are finally estimated.
- An assessment of likely trading impacts is then made by comparing the estimated sales potential for each centre with and without the proposed supermarket.

Table 5.4 presents the estimated distribution of impacts across the surrounding competitive network. The impacts estimated to be absorbed across the surrounding retail network as a result of an expanded North Orange Marketplace are in the order of \$23.6 million.

Table 5.4
North Orange Marketplace - Estimated Impact on Specific Centres*

Centres	Est. sales 2012/13 (\$m)	Projected 2015/16		Est. Impacts (\$m) (%)	
		Without Development (\$m)	With Development (\$m)		
Subject site					
North Orange Marketplace	60.3	66.3	89.8	23.6	-
Nearby centres					
<u>Orange Town Centre</u>					
• Orange City Centre	74.5	80.7	79.3	-1.5	-1.8%
• Orange Central	80.0	86.7	79.7	-7.0	-8.1%
• Summer Centre (u/c)	na	28.1	26.4	-1.7	-6.1%
• Other Orange Town Centre	<u>371.6</u>	<u>402.8</u>	<u>391.3</u>	<u>-11.4</u>	<u>-2.8%</u>
Total Orange Town Centre	526.1	653.0	631.4	-21.6	-3.3%
Other floorspace	-	-	-	-2.0	-
Total	-	-	-	-23.6	-

*Constant 2012/13 dollars & including GST

Source: Shopping Centre Council; MacroPlan Dimasi

Typically, expansions at supermarket based centres result in the largest impacts being experienced by the closest like-for-like stores and centres. As such, in this instance we expect the largest trading impact to be felt at the closest supermarket based centres, namely, Orange Central and the proposed Summer Centre. We expect Orange Central to experience a trading impact in the order of \$7 million (estimated at 8.1% of total centre sales), and at the Summer Centre we anticipate a trading impact of about \$1.7 million (estimated at 6.1% of total sales).

In combination, we expect the strip retail and stand-alone supermarkets in Orange Town Centre, namely, Woolworths, ALDI, Supa IGA and Foodworks, to experience a trading impact in the order of \$11.4 million (estimated at 2.8% of total sales).

We expect very minor impacts at Orange City Centre due to the lack of a competitive supermarket anchor in that centre.

The projected impacts are normal competitive impacts that are to be expected in any dynamic retail environment. Trading impacts between 10-15% are typically considered by the industry to be moderate, with impacts less than 10% considered relatively minor.

Section 6: Employment and other economic benefits

This section of the report examines the net community benefits of the proposed expansion of North Orange Marketplace, including an assessment of estimated employment generation.

The expected economic and related social benefits will include improved shopping choice, more competitive (i.e. lower) pricing and reduced private vehicle trip distances. Other benefits will include employment that will be created during the construction of the projects as well as substantial ongoing employment created on site.

6.1 Estimated employment impacts

The proposed expansion of North Orange Marketplace will result in additional on-going employment on-site as well as further jobs through the supply chain, across industries servicing the retail (and non-retail) tenants at the site such as transport workers, wholesalers and the like.

Furthermore, the construction phase of the project will support construction employment during the period of construction as well as additional jobs through the broader economic supply chain (i.e. multiplier impacts).

Table 6.1 illustrates the estimated net increase in direct retail employment that would be created once the expansion is complete and the centre is fully operational. We have relied upon various data sources including data from retailers, the ABS and several state and local government agencies as well as 30 years of experience in preparing assessments of this nature to estimate the employment impacts.

Table 6.1

North Orange Marketplace - estimated future additional centre employment levels¹

Type of use	Estimated employment per '000 sq.m	GLA (sq.m)	North Orange Marketplace		
			Total Employment (persons)	Existing Employment (persons)	Net Employment Increase (persons)
Supermarket	40	8,431	337	145	192
Retail	40	2,108	84	41	43
Non-retail	30	<u>590</u>	<u>18</u>	<u>9</u>	<u>8</u>
Total centre¹		11,129	422	186	244
Net increase²					234

1. Excludes non-retail components

2. Net increase includes an allowance for reduced employment levels at impacted centres, estimated at 5% of the total increase

Source: Client; MacroPlan Dimasi

After allowing for existing employment at the centre, the number of net additional jobs at North Orange Marketplace is estimated at 244 jobs. Allowing for some minor impacts on employment at other nearby centres, estimated to be in the order of 5%, the overall net employment created by the proposed expansion is expected to be in the order of 234 jobs.

Table 6.2 provides an estimate of the total additional employment that would be created as a result of the proposed expansion, including both on-going direct and indirect (multiplier induced) employment from the construction phase of the project.

Table 6.2

Centre name - estimated future additional centre employment levels*

Original stimulus	Direct employment (long-term)	Direct employment (const'n period)	Supplier employment multiplier effects	Total	
Centre employment ¹	234		94	328	
Construction of project (\$25m. est. capital costs)		107	171	278	Job years ²

* Employment totals include both full-time and part-time work

1. Indicates the estimated number of net additional ongoing jobs as a result of the proposed development

2. Indicates the estimated number of jobs over the life of the construction project, for the equivalent of one year

Source: Client; MacroPlan Dimasi

To calculate the likely total economic stimulus that can be attributed to the proposed expansion, both due to the direct employment which it will create, and also due to its construction, we have had regard to ABS Australian National Accounts Input/output multipliers.

ABS Input/output multipliers measure general economic flows between industry sectors. There are several types of input/output multipliers that can be relied upon and we consider for the basis of estimating fairly small scale, and localised impacts, that *employment* multipliers are most suitable for estimating the employment effects of the proposed expansion.

The capital costs of the proposed expansion are expected to total \$25 million.

Based on estimated construction costs of \$25 million, and with construction of the development expected to occur over a period of one year, total employment resulting from the construction of the project is estimated to be about 278 jobs for that year, including around 107 created directly and a further 171 resulting from multiplier induced effects.

As previously outlined, direct net additional employment resulting from the proposed expansion is expected to be 234 jobs. Based upon ABS employment multipliers for the relevant industries we estimate this would also lead to an additional 94 multiplier induced jobs.

6.2 Other economic/social benefits

The delivery of the proposed expansion of North Orange Marketplace will result in a range of other economic benefits. The key benefits, summarised below, include:

- Increased choice, convenience and amenity for the population of the main trade area.
- Savings on time and fuel for main trade area residents due to a much better provision of food and grocery shopping facilities at a local level.
- Increased price competition for consumers.
- Increased sense of place and community for residents of the main trade area.

North Orange Marketplace will become increasingly relevant to the residents of the main trade area post-expansion. That in turn will result in substantial economic and social benefits for the surrounding area by reducing the level of escaped expenditure and serving the convenience needs of residents in the trade area.

In addition to the proposed retail facilities at North Orange Marketplace, other convenience orientated non-retail uses could be also considered for the centre. A gym or a medical centre, for example, would complement the proposed supermarket and retail offer and further enhance the convenience nature of the centre.

6.3 Net community benefit

Our assessment is that the proposed expansion will result in a net community benefit for local residents and for the Orange region more broadly. This is because, as detailed in this report, there would be substantial economic and social benefits resulting from the development, in particular additional employment; increased choice and convenience for the local population; and a reduction in the need for motor vehicle trips to access food and grocery shopping.

As identified in Section 5 of this report, the trading impacts on existing retail facilities will be relatively minor, and would be able to be quite comfortably absorbed without threatening in any way the future outlook for those facilities. The trading impacts reflect normal competitive impacts in a dynamic environment.

The proposed expansion of North Orange Marketplace is therefore assessed as generating a significant net community benefit.



APPENDIX 4

TRAFFIC REVIEW REPORT

Colston Budd Hunt & Kafes Pty Ltd

as Trustee for C & B Unit Trust
ABN 27 623 918 759

Our Ref: TR/9062/jj

Transport Planning
Town Planning
Retail Studies

11 July, 2014

SCA Property Group
Level 8, 50 Pitt Street
SYDNEY NSW 2000

Attention: Jane Macpherson
Email: jane.macpherson@scaproperty.com.au

Dear Madam,

RE: PROPOSED NORTH ORANGE
RETAIL PLANNING PROPOSAL
TRAFFIC REVIEW

1. As requested, we have undertaken a review of the traffic effects of the planning proposal to expand the existing North Orange shopping centre. The findings of our review are set down through the following sections:
 - site location;
 - proposed development;
 - public transport;
 - parking;
 - access and internal circulation;
 - road network and traffic effects; and
 - summary

Site Location

2. The subject site for the expansion is currently vacant land and is located immediately to the north of the existing shopping centre with frontage to Telopea Way. In addition to the existing shopping centre, surrounding land use comprises rural land to the east and west, Waratah sports club to the north and commercial development (McDonald's and a child care centre) in the vicinity of the intersection of Telopea Way and Farrell Road. Further east of the site, residential development is located along Farrell Road and Clergate Road. Areas to the west, east and north are identified for future residential development.

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P.O. Box 5186 West Chatswood NSW 1515 Tel: (02) 9411 2411 Fax: (02) 9411 2422
Directors - Geoff Budd - Lindsay Hunt - Stan Kafes - Tim Rogers - Joshua Hollis ACN 002 334 296
EMAIL: cbhk@cbhk.com.au

3. The existing shopping centre is located on the north western corner of the intersection of the Northern Distributor Road (NDR) and Telopea Way/Farrell Road. It comprises a supermarket (some 3,200m²) and specialty shops (some 1,500m²) with at grade parking (280 spaces) and access from Telopea Way at two locations (both north of Farrell Road).

Proposed Development

4. The planning proposal is to allow expansion of the existing shopping centre to the north with access from Telopea Way. The new retail is proposed to cater for existing and future residential development in North Orange and adjacent areas. Car parking for the new retail will be integrated with the existing car park. It is envisaged that the additional retail area will comprise a new supermarket (some 4,000m²), expansion of the existing supermarket (by some 800m²) and specialty retail (some 1,500m²). In the longer term, subject to demand in the trade area, the shopping centre could be expanded by a further 1,400m² of supermarket floor space.

Public Transport

5. Orange Bus Lines currently operates two services to the existing shopping centre with a bus stop provided on site (adjacent to the entry to the shopping centre). These are:
 - Route 533 connecting North Orange and the city centre. This service operates Monday to Saturday with 10 services on weekdays (between 7.30am and 6.00pm) and 3 services on weekends (between 9.00am and 12.30pm); and
 - Route 538 connecting Charles Sturt University and the city centre via North Orange. This service operates Monday to Saturday with 9 services on weekdays (between 9.00am and 5.45pm) and 3 services on weekends (between 9.30am and 1.30pm).
6. Thus the site is accessible by public transport, particularly for staff to access the centre during the week.
7. The planning proposal will increase employment and retail densities close to existing public transport services. The proposal would therefore strengthen demand for these services. The planning proposal is therefore consistent with government policy and planning principles of:
 - (a) improving accessibility to housing, employment and services by walking, cycling and public transport;

- (b) improving the choice of transport and reducing dependence solely on cars for travel purposes;
- (c) moderating growth in the demand for travel and the distances travelled, especially by car; and
- (d) supporting the efficient and viable operation of public transport services.

Parking

- 8. Parking will be provided in accordance with the provisions of DCP 2004 which are based on RMS Guidelines. As for the existing shopping centre, parking would be provided at the RMS rates of 4.5 spaces per 100m² for specialty shops and 4.2 spaces per 100m² for supermarkets. Applying these rates a minimum of 270 spaces would be provided. Appropriate disabled, motorcycle and bicycle parking would be provided (including provision of change rooms/showers and secure bicycle parking for staff).

Access and Internal circulation

- 9. Access to the site would be provided from Telopea Way and through the existing shopping centre car park. New car parking areas would be integrated with the existing shopping centre car park. Access, parking layout and service arrangements would be provided in accordance with the requirements of AS2890.1-2004, AS2890.2-2002 and AS2890.6-2009.

Road Network and Traffic Effects

- 10. The site has frontage to Telopea Way which runs in a north south direction past the site, connecting the Waratah Sports Club in the north with Farrell Road/NDR in the south. North of the existing shopping centre, Telopea Way is a two lane rural road. As part of the existing shopping centre, Telopea Way was upgraded to a wider urban road. As part of expansion of the shopping centre, the section of Telopea Way past the expanded shopping centre would be further upgraded.
- 11. South of the site, Telopea Way intersects with Farrell Road at a priority controlled T-intersection. Council, in conjunction with the approved McDonald's (currently under construction), is upgrading this intersection to traffic signal control. The new traffic signal controlled intersection will be integrated/co-ordinated with the existing traffic signal controlled intersection of Farrell Road/NDR, located just to the south.

12. Farrell Road runs east-west from Telopea Way connecting to Clergate Road to the east. Clergate Road provides access to residential development to the north and the NDR to the south.
13. The Northern Distributor Road (NDR) is a two lane road providing a bypass of Orange from the Mitchell Highway to the east to Mitchell Highway and Forbes Road to the west. It provides a route for through traffic to bypass Orange town centre.
14. In addition to the upgrade of the intersection of Telopea Way/Farrell Road to traffic signal control (under construction), Council has advised that there are other short and long term road works planned in the area to provide additional capacity to the road network. Some of these works would be constructed as additional residential development occurs in the area.
15. In the short term Council is investigating minor works to improve the intersection of Farrell Road/Clergate Road. This is to provide better access to the existing shopping centre from the residential development located to the north and east and to provide a secondary access between the shopping centre and NDR.
16. In the long term a new road is proposed to the north of the site linking Telopea Way with William Maker Drive to west. The timing of this road would depend on the level of residential development to the west. Construction of this road would provide access to existing and future residential development to the west and north as well as alternative access to the NDR. The existing intersection of William Maker Drive and the NDR would likely require upgrading to accommodate traffic from future residential development.
17. Based on RMS Guidelines the additional retail area identified in the planning proposal would generate some 800 vehicles per hour (two way) in the weekday afternoon peak hour. This level of traffic generation is likely to occur when the area is fully developed and does not take into account linked trips between the existing and expanded shopping centre (estimated to be some 25% of total trips). In the short to medium term, prior to the surrounding future residential development being completed, traffic generation would be lower than suggested by RMS rates (say 25% lower) as there would be less demand for the facilities. Taking these factors into account (lower traffic generation and linked trips) the additional retail area identified in the planning proposal would generate some 450 vehicles per hour (two way) in the weekday afternoon peak hour.
18. An assessment of the upgraded intersection of Telopea Way/Farrell Road/NDR intersection has been undertaken. This found that with some 450 additional vehicles (two way) passing through intersection and some diversion of traffic to

Colston Budd Hunt & Kafes Pty Ltd

the NDR via Clergate Road (following upgrade of the Clergate Road/Farrell Road intersection), the intersection of Telopea Way/Farrell Road/NDR would operate at a satisfactory level of service in the weekday afternoon peak period.

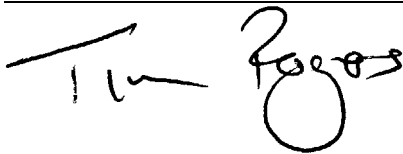
19. The addition of further retail space (such as some 1,400m² of supermarket floor space) would require further traffic investigation and possible mitigation measures to ensure that the road network could accommodate the additional traffic (such as construction of the new road to the west (to better distribute traffic). As noted above, the further retail space would be required as demand in the trade area increases (from additional residential development in the area) and it is likely that this road would be constructed as part of the this future residential development.

Summary

20. In summary our review of the traffic effects of the planning proposal to expand the existing shopping centre at North Orange has found the following:
- the proposal would strengthen demand for existing public transport services in the area;
 - parking would be provided in accordance with DCP 2004 and RMS Guidelines;
 - access, parking layout would be designed to the requirements of AS2890.1-2004, AS2890.2-2002 and AS2890.6-2009;
 - existing improvements to the road network are currently under construction;
 - Council has identified short and long term road improvements in the area;
 - in the short to medium term the road network (with identified road improvements) could accommodate traffic from the retail development identified in the planning proposal; and
 - in the long term further road works would be required (as identified by Council). The timing of these further works would be determined by future residential development.
21. We trust the above provides the information you require. Finally, if you should have any queries, please do not hesitate to contact us.

Yours faithfully,

COLSTON BUDD HUNT & KAFES PTY LTD



T. Rogers
Director

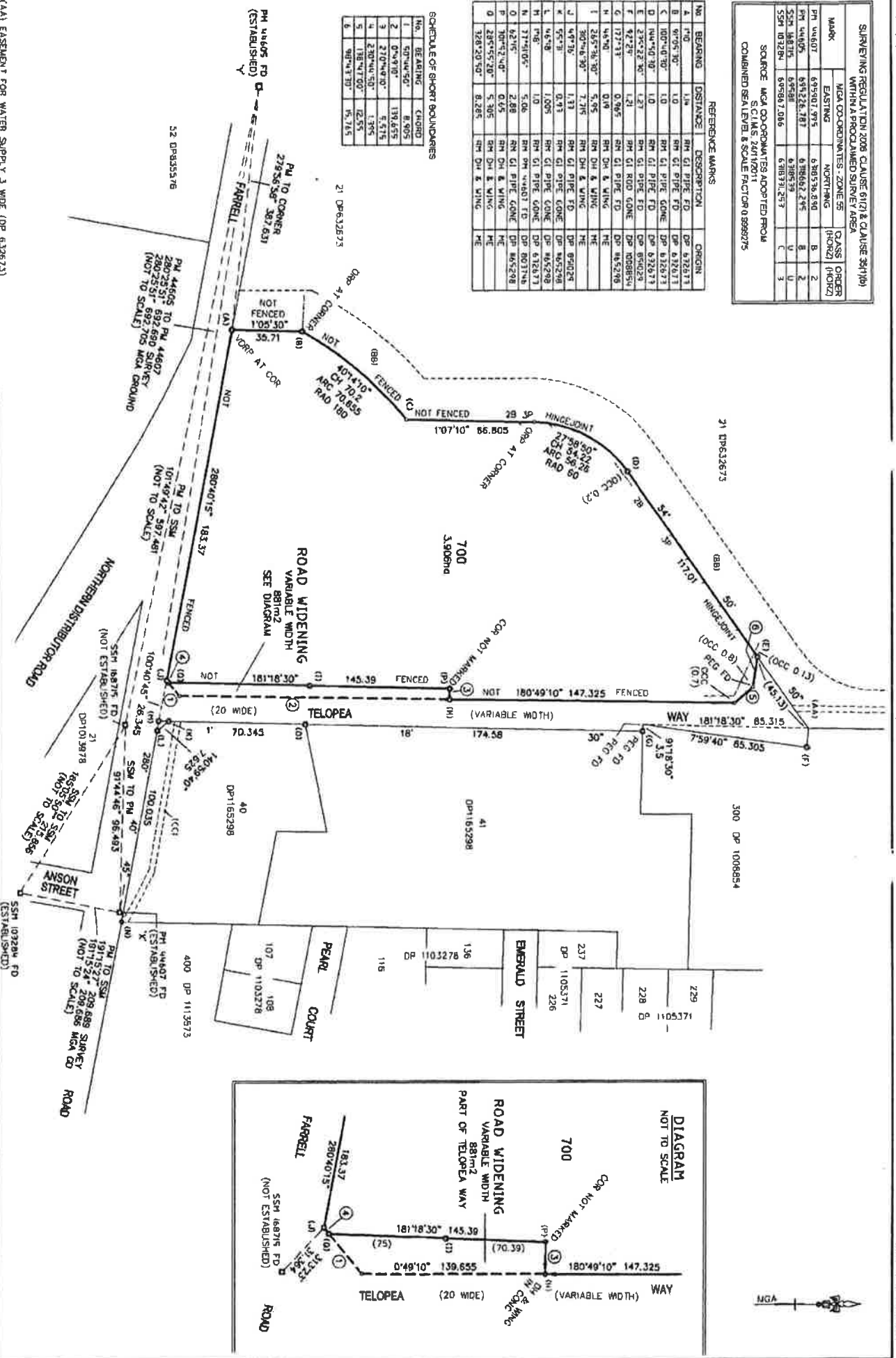
APPENDIX 5
DEPOSITED PLAN

SURVEYING REGULATION 2008 CLAUSE 6(1) & CLAUSE 38(1)(b)			
WITHIN A PROCLAIMED SURVEY AREA			
MADE	EASTING	NORTHING	CLASS ORDER (HORZ) (VERT)
PM 44607	649301.975	638538.830	B 2
PM 44605	649322.187	638662.275	B 2
SSM 18876	649381	638639	U 2
SSM 18728	649381.066	638637.257	U 3

SOURCE: MGA CO-ORDINATES ADOPTED FROM S.C.I.M.S. 24/1/2011
 COMBINED BE LEVEL & SCALE FACTOR 0.999975

NO	BEARING	DISTANCE	DESCRIPTION	ORIGIN
A	1°10'	1.16	RM CI PIPE FD	DP 632673
B	97°05'30"	1.0	RM CI PIPE FD	DP 632673
C	100°40'30"	1.0	RM CI PIPE GONE	DP 632673
D	94°40'30"	1.0	RM CI PIPE FD	DP 632673
E	235°22'30"	1.27	RM CI PIPE FD	DP 632673
F	94°25'	1.21	RM CI ROAD GONE	DP 1008554
G	172°13'	0.965	RM CI PIPE FD	DP 445298
H	44°40'	0.9	RM DM & WING	ME
I	345°34'30"	5.95	RM DM & WING	ME
J	267°46'30"	7.215	RM DM & WING	ME
K	47°30'	1.73	RM CI PIPE FD	DP 632673
L	45°38'	1.005	RM CI PIPE GONE	DP 445298
M	71°40'05"	5.06	RM DM & WING	DP 632673
N	62°45'	2.88	RM CI PIPE GONE	DP 445298
O	104°42'40"	0.55	RM DM & WING	ME
P	285°55'20"	5.305	RM DM & WING	ME
Q	128°20'50"	8.285	RM DM & WING	ME

NO	BEARING	CHORD
1	50°44'55"	8.905
2	0°49'10"	178.655
3	210°44'30"	1.475
4	210°44'30"	1.475
5	181°47'00"	12.555
6	98°43'30"	15.745



(AA) EASEMENT FOR WATER SUPPLY 3 WIDE (DP 632673)
 (BB) RIGHT OF CARRIAGEWAY 20 WIDE & VARIABLE WIDTH (DP 632673)
 (CC) EASEMENT FOR WATER SUPPLY 3 WIDE (DP 806106)

Surveyor: ANDREW FRANK USHER Date of Survey: 28th NOVEMBER 2011 Surveyor's Ref: B101	PLAN OF SUBDIVISION OF LOT 70 DP 61028 FOR ROAD PURPOSES	LGD ORANGE Locality ORANGE Subdivision No 4894 Lengths are in metres Reduction Ratio 1:1250	Registered 2-10-2012	DP1171441
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DEPOSITED PLAN ADMINISTRATION SHEET

Sheet 1 of 2 sheet(s)

* OFFICE USE ONLY

SIGNATURES, SEALS and STATEMENTS of intention to dedicate public roads, to create public reserves, drainage reserves, easements, restrictions on the use of land or positive covenants.

IT IS INTENDED TO DEDICATE TO THE PUBLIC AS PUBLIC ROAD THE ROAD WIDENING VARIABLE WIDTH

PURSUANT TO SECTION 88B OF THE CONVEYANCING ACT 1919

IT IS INTENDED TO RELEASE;

1. EASEMENT FOR WATER SUPPLY 3 WIDE (DP632673)

Use PLAN FORM 6A
for additional certificates, signatures, seals and statements

Crown Lands NSW/Western Lands Office Approval

I.....In approving this plan certify
(Authorised Officer)
that all necessary approvals in regard to the allocation of the land shown herein have been given
Signature:.....
Date:.....
File Number:.....
Office:.....

Subdivision Certificate

I certify that the provisions of s.109J of the Environmental Planning and Assessment Act 1979 have been satisfied in relation to:

the proposed **SUBDIVISION** set out herein
(insert 'subdivision' or 'new road')

David W. Bell
* Authorised Person/General Manager/Accredited Certifier

Consent Authority: **ORANGE CITY COUNCIL**
Date of Endorsement: **28.11.2011**
Accreditation no: **4894**
Subdivision Certificate no: **PR 12715**
File no: **PR 12715**

* Delete whichever is inapplicable.

DP1171441

Registered:  2-10-2012
Title System: TORRENS
Purpose: SUBDIVISION

PLAN OF SUBDIVISION OF LOT 70 DP 851029 FOR ROAD PURPOSES

LGA: ORANGE
Locality: ORANGE
Parish: ORANGE
County: WELLINGTON

Surveying Regulation, 2006

I, **ANDREW FRANK USHER**
of **USHER & COMPANY PTY LIMITED**
P.O. BOX 8069 ORANGE NSW 2800

a surveyor registered under the *Surveying & Spatial Information Act, 2002*, certify that the survey represented in this plan is accurate, has been made in accordance with the *Surveying & Spatial Information Regulation, 2006* and was completed on... **24th NOVEMBER 2011**
The survey relates to **LOT 700, ROAD WIDENING & CONNECTIONS**
(specify the land actually surveyed or specify any land shown in the plan that is not the subject of the survey)

Signature *A. Frank Usher* Dated: **24/11/2011**
Surveyor registered under the *Surveying & Spatial Information Act, 2002*

Datum Line: **PM 44607 'X' - PM 44605 'Y' (MGA)**.....
Type: **URBAN**

Plans used in the preparation of survey/compilation
DP 632673, DP803746, DP806106, DP 851029,
DP 1008854, DP 1103278, DP 1165298,
DP1171205

(if insufficient space use Plan Form 6A annexure sheet)

SURVEYOR'S REFERENCE: **8101**

DEPOSITED PLAN ADMINISTRATION SHEET

Sheet 2 of 2 sheet(s)

* OFFICE USE ONLY

PLAN OF SUBDIVISION OF LOT 70 DP 851029 FOR
ROAD PURPOSES

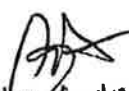
DP1171441

Registered:  2-10-2012

Subdivision Certificate No: 4894

Date of Endorsement: 28.11.2011

Signed by FALCON PTY LIMITED
by its Attorney MARK HADRIAN STUDD
pursuant to Power of Attorney registered BOOIC 4623 NO. 313
who has no notice of revocation of the said Power of
Attorney in the presence of:


Signature of witness.

CHAFEKA ELIAS
Solicitor
1 Woolworths Way
Bella Vista NSW 2153

MS
X 
Signature of Attorney

X

SURVEYOR'S REFERENCE: 8101