

Broad Location Criteria	Comment
and traffic noise impacts.	commercial space. Commercial development should not intrude into adjoining residential areas.
Large commercial and illuminated advertisements should be prohibited.	Clear advertising sign guidelines need to be developed which retain residential amenity.
Current lot sizes should not be reduced by further subdivision.	Incentives could be provided to consolidate lots to increase their size and provide greater future development opportunities.

6.8 Adequacy of land for industry and commerce, and requirements for additional land and services

Provision of adequate and appropriate industrial and commercial land is important in catering for future economic activity within the town. A number of studies have been undertaken in the past, which have been taken into account in the preparation of the Strategy, together with the response to community consultation undertaken in relation to the Situation Analysis review.

Commercial land

Commercial development in Singleton as a whole is well catered for under existing zonings. However, sectors that need consideration in future land use planning are the provision of land for bulky goods retailing, and provision for long term commercial land requirements in future urban areas in North Singleton.

Commercial land use in Singleton is concentrated within the town CBD area, with additional local shopping facilities in Singleton Heights. There is a need to provide additional local commercial areas to service future urban development in Singleton Heights, and demand exists for suitable sites with highway exposure for bulky goods retailing on larger sites.

A *Review of Options for an Additional Local Retail Facility in North Singleton* (Hirst Consulting Services 2007) evaluated 6 location options based on criteria including convenience, commercial attractiveness, investment optimisation, separation from CBD, site size, exposure and character. The review concluded that the only suitable sites are located along the proposed Pioneer Road link to Bridgman Road in North Singleton.

Future investigation on the suitability of, and options for, small scale non-residential facilities within the Clubhouse Precinct of the Gowrie Links Urban Release Area may occur. This will require a formal study.

Bulky goods retailing land options are extremely limited in Singleton. In the short term, this type of development can best be provided for in the Maison Dieu and McDougalls Hill Industrial Areas (an area with appropriate lot sizes and services close to the town), and in the long term by the provision of a specific bulky goods retailing

area. This will require local environmental plan provisions which support mixed use light industrial development in this specific area only. Some uses that occupy large areas of zoned commercial land in the Singleton CBD may be able to relocate to larger sites in the Maison Dieu/McDougalls Hill area. This may free up sites within the CBD and provide commercial redevelopment opportunities. A decision on the preferred long term site for bulky goods retailing development should await finalisation of the route of a future highway bypass, but would be located on the northern approach to the town. Although there has been interest in providing for this type of land on the New England Highway along the southern approaches to the town, sites in this location are not suitable, for the following reasons:

1. Adverse affect on nearby agricultural activities, noting that any development in this area will be on prime agricultural land which should not be developed.
2. The land is subject to significant flood impacts (being part of a floodway), and any development has potential to adversely affect urban areas as a result of changes to flood flows.
3. This area provides the gateway to Singleton for visitors and tourists, and it is essential to retain a high degree of amenity and rural character to be able to market Singleton as a destination with a unique and identifiable character, and as a community of excellence and sustainability.
4. Any premature development on this land has the potential to prejudice and prevent a future New England Highway bypass of Singleton.

Industrial land

The requirements for industrial land within the Singleton LGA are complex, and also require consideration within a regional context. Key elements to be considered in the Strategy are the types of industrial land and services required, existing and projected land supply and demand, the options for future provision for industry, and criteria for the location of new industrial development. The Strategy may also identify and promote employment generating activities for which Singleton is particularly suited.

Future employment generating opportunities where Singleton has locational advantages and which offer high potential to contribute to sustainable employment generation are as follows:

- Tourism
- Development related to transport infrastructure (e.g. railways and highways)
- Home based businesses and clusters
- Energy sector related
- Local and regional food processing and agriculture related (e.g. abattoir)



Regional demand for industrial land has been considered in the Lower Hunter Regional Strategy. Projected demand for general purpose industrial land needs in the Lower Hunter for the 25 years to 2031 is 825 ha and the Lower Hunter Regional Strategy states that there are currently 503 ha for the whole Lower Hunter Region. There is also around 1,200 ha of specialised industrial land available for specialised activities. Five main types of industrial land can be identified in Singleton and are summarised in Table 9.

Table 9: Industrial land types

Industrial land type	Comment
Light industrial/warehouse/bulky goods retailing (up to about 2 ha lot size)	Provided for in existing industrial areas, this comprises the predominant demand.
Large lot/heavy industrial	Generally equates to heavy industrial. Comprises uses requiring separation from other activities. Provided for in Mt Thorley Industrial Area.
Small scale, mixed use or rural industries able to be integrated with other uses (e.g. rural, residential or rural residential)	Includes transport and earthmoving, businesses, processing of rural produce, and small businesses associated with residential use or rural, with few or no non resident employees. Often conducted with no development consent or planning control.
Specialised employment areas (e.g. airport or transport related, and Macquarie Generation land)	Provide specific attributes, but are subject to limitations related to the specialised activities that can be carried out.
Adaptive reuse of sites having suitable infrastructure (e.g. former coal mines)	Have existing infrastructure (e.g. water allocation and supply), wastewater treatment, roads, rail access, electricity, etc.) and are separated from urban areas. Limited by current rural zoning.

Selmon and Broyd (2006) note that the Industrial and Commercial Lands Study of the Cessnock City Wide Settlement Strategy identifies an undersupply of light industrial land, with an additional 50 ha required to provide adequate supply for the next 15 years. Industrial land supply in Newcastle LGA is considered adequate for the short to medium term. Maitland is estimated to have industrial land supply for at least 10 years, but existing land available does not meet all demand characteristics of the market. Muswellbrook has a relatively small land supply and appears to have minor impact on demand and supply issues in Singleton LGA, with the exception of specialised industrial land opportunities around Bayswater and Liddell Power Stations.

Table 10: Summary of current zoned employment/industrial land in Singleton LGA

Name	Characteristics (total area, lot sizes, zoning and occupation)	Infrastructure limitations	Comments
Mt Thorley Industrial Area	115.2 ha zoned 4 Industrial, predominant lot sizes 0.5 to 2.0 ha, 80% of lots occupied	No sewer, water supply at capacity limits. Separated from residential uses.	Currently 20% of land is vacant, but is subject to constraints that limit development with 15.9 ha realistically available, including some large lots. Suited to heavy industrial uses and those with a mining focus
Maison Dieu Industrial Area	64.2 ha zoned 4 Industrial, with 87% occupied, no large lots with predominant sizes 0.3 to 0.5 ha	Low pressure sewer	Vacant land which could realistically be available is 6.7 ha. Site restricted to small and medium users, with no large sites
McDougall's Hill Industrial Area	53 ha zoned 4 Industrial, proposed 0.2 to 0.8 ha lot size, not subdivided or developed	Low pressure sewer	Proposed for development in near future. Some biodiversity constraints
Industrial areas in Singleton town area	Small lots zoned 4 Industrial, all occupied	Sewered	Some lots are occupied by residential uses

Source: Urbis JHD, Selmon and Broyd 2006

Selmon and Broyd (2006) suggest that there is currently about 5 years supply remaining at current development rates at Mt Thorley and Maison Dieu, plus McDougalls Hill. This study suggests planning for additional land provision of 60 ha for next 10 to 20 years. However, the industrial lands analysis prepared by Urbis JHD to support the Whittingham industrial proposal indicates that land sales and demand have been steady, with a significant rise since 2003.

Selmon and Broyd (2006) identified 3 options for provision of additional industrial land:

1. Defer until growth potential of LGA is established in Singleton Land Use Strategy (particularly considering infrastructure requirements and options and locations for industrial growth).
2. Investigation of potential for additional land at Mt Thorley for large lot industrial development.
3. Give further consideration to the Whittingham proposal, noting that this should provide for general industrial uses rather than light industrial, and that bulky goods retailing should be prohibited.