

6. Strategic Direction

LOCAL GOVERNMENT AREA			Port Stephens
REGIONAL CENTRE		Each LGA in the Lower Hunter has an identified regional centre, which is the hub for that LGA. It has a concentration of business, higher order retailing, employment, professional services, and often civic functions and facilities. It is a focal point for transport networks and may service a number of districts.	Raymond Terrace
SPECIALISED CENTRES		Specialised centres are areas containing airports, hospitals, universities, research and/or business activities that perform vital economic and employment roles.	Salamander Bay (stand alone Retail) Williamtown (Air Services) Heatherbrae (Enterprise Corridor) Nelson Bay (Tourism)
TOWN CENTRES		Town centres contain shopping and business for the surrounding district, including health and professional services mixed with medium density housing.	Nelson Bay (also specialist centre) Tanilba Bay Anna Bay Medowie Raymond Terrace North (Kings Hill)
VILLAGE CENTRES		A village centre is a strip or cluster of shops in a mostly residential area to meet the day to day needs for local residents and workers.	Shoal Bay Karuah Salamander Bay (north) Raymond Terrace (Lake Side)
SMALLER VILLAGE CENTRES		A smaller village centre is a village centre, but on a smaller scale. Services available to these communities may be limited to a pub or general store.	Soldiers Point Lemon Tree Passage Salt Ash Fingal Bay Nelson Bay (Austral St and Armadale Ave) Fern Bay Corlette Hinton, Woodville and Seaham

6. Strategic Direction

SMALLER VILLAGE CENTRES (other/ neighbourhoods)		This subcategory of smaller village centre contains either no commercially zoned or occupied floor space, and may be a congregation of dwellings in a rural area.	Boat Harbour Mallabula Fullerton Cove One Mile Swan Bay Taylors Beach Wallalong
--	---	--	---

Figure 28: Centres Hierarchy

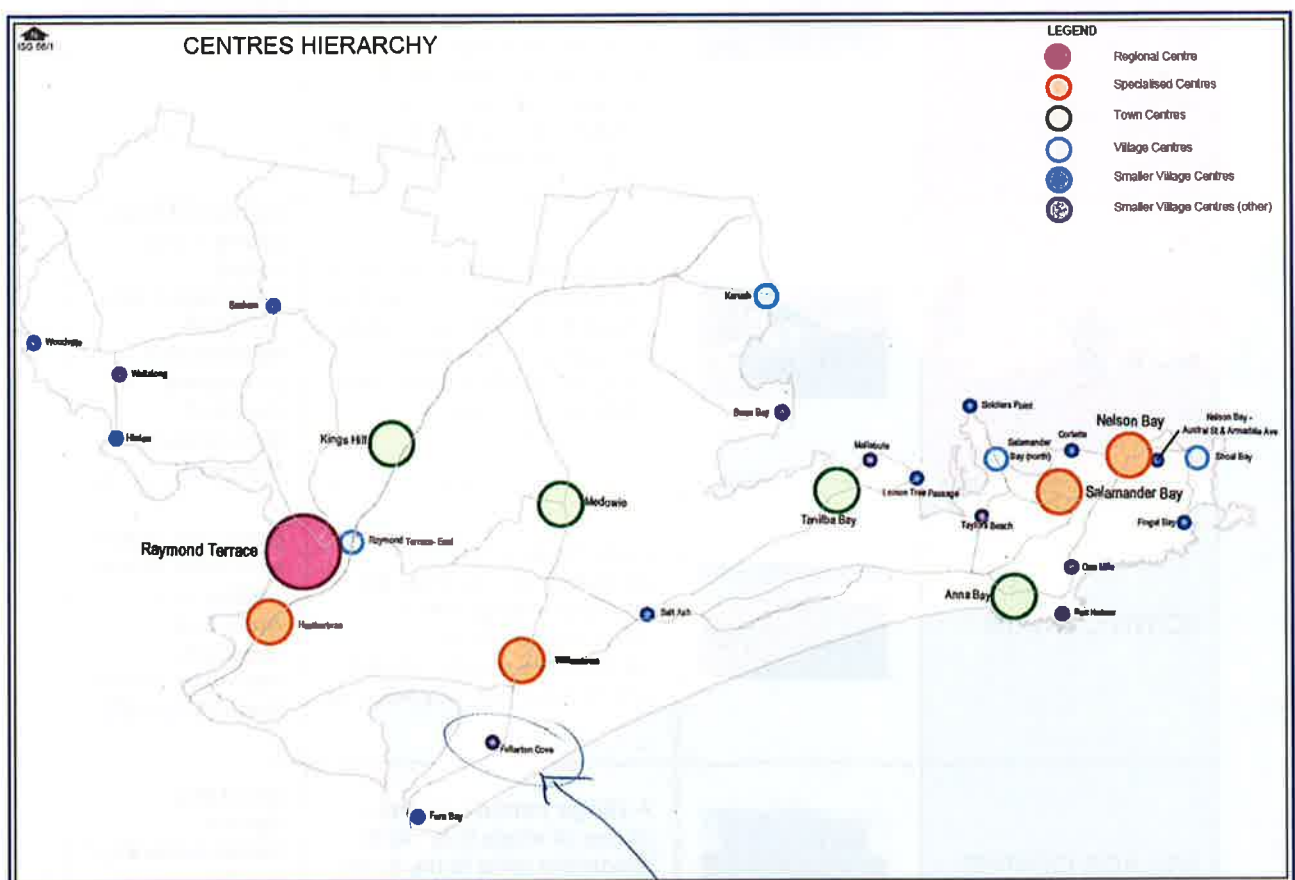


Figure 29: Map of the Hierarchy of Centres

6. Strategic Direction

Salt Ash

There are no plans for increased residential density in the areas surrounding the centre. Any increased demand is likely to come from additional passing traffic as development on the Peninsulas occurs.

There is around 1800 m² of commercial/retail floorspace which is forecast to increase by around 450 m² between 2009 and 2031. This increase could be easily accommodated on the two lots which currently host the petrol station and other retail activities. These lots should constitute the extent of the centre.

Fingal Bay

There is 1000 m² of commercial/retail floorspace which is expected to decrease by around 150 m² between 2009 and 2031. Growth is more likely to occur in the nearby village centre of Shoal Bay.

There may however be opportunities for Fingal Bay to host some small businesses that do not require high exposure to passing trade, prefer cheaper rents and are attracted by the lifestyle elements of the Peninsula. This type of demand is not captured in the forecast.

Nelson Bay (Austral Street and Armadale Avenue)

There is around 1,400 m² of occupied commercial/retail floorspace. The size and role of this centre should not change as the town centre of Nelson Bay is within close proximity and should be the focus of future development.



Fern Bay

Retail activity in Fern Bay consists of a general store on Nelson Bay Road.

Significant new residential development is expected at Seaside Fern Bay to the north. Population projections indicate population will increase from 1,906 people in 2009 to 5,211 people in 2031. This will increase demand for more retail in the area. While some of this demand will be accommodated outside of the LGA, it will likely support some degree of local retailing.

The site with the existing general store and the adjacent site on the corner of Vardon Road, which contains a house, should be investigated for commercial zoning. Additionally, a small area of commercially zoned land is proposed within the new Seaside estate via a clause in LEP 2000. However, the final location of site has not been determined by the developer and the amount of commercial land may need to be increased to accommodate increased demand.

6. Strategic Direction

Should opportunity and demand arise for additional commercial/retail activity to be attracted to the area, the location will need to support the existing identified commercial areas as per the established Commercial Hierarchy.

Corlette

The Commercial and Industrial Land Study found there is no additional floorspace demand to 2031 and the centre will continue to function as it does currently.

Hinton, Woodville and Seaham

Hinton, Woodville and Seaham are three of the four centres located in the Rural West area of the LGA, the other being Wallalong.

Population projections published for the Rural West area indicate population will increase from 5,225 people in 2009 to 6,203 people in 2031. Most of the additional demand is likely to continue to be met by either Raymond Terrace or centres within the Maitland LGA, and no single rural centre will develop a critical mass to induce the need for additional retail.

Other

A number of small centres have either no existing active commercial floorspace or no zoned commercial land. Given the small populations surrounding these centres, proximity of alternative centres and/or constraints such as flooding, the Commercial and Industrial Study identified no need for commercially zoned land in these centres. The centres are as follows:

- Boat Harbour (contains commercial zoned sites, however, there is no commercial activity).
- Mallabula (contains commercial zoned land with an old general store/ house but store appears unused)
- • Fullerton Cove
- One Mile
- Swan Bay
- Taylors Beach
- Wallalong

6.3.4 Special centres (Defence and Airport Related Employment Zone (DAREZ) Business Park)

Williamstown contains the RAAF Base and Newcastle Airport. Aside from the airport, there is presently no commercial or retail activity. There are a couple of service stations nearby along Nelson Bay Road.

Appendix 1 Centres Hierarchy



Centre Type	Name	Facilities Expected	Facilities Available	Challenges/ Opportunities
	Fern Bay	A strip or cluster of shops in a mostly residential area with a smaller range of products or services and a smaller catchment than a village centre.	A general store and café.	Fern Bay contains a considerable amount of moveable/relocatable housing. More of this housing is being developed. Fern Bay is set to experience a significant population increase due to the development of the Seaside Estate and the retirement and manufactured home villages. Flood prone and environmentally significant lands limit development. Considerable passing trade on Nelson Bay Road.
	Corlette	A strip or cluster of shops in a mostly residential area with a smaller range of products or services and a smaller catchment than a village centre.	General store, a beautician, restaurant and hardware.	Only limited growth is expected in this area, and increased retail and service demand is likely to be satisfied by the larger centres of Salamander and Nelson Bay.
	Hinton, Woodville and Seaham	A strip or cluster of shops in a mostly residential area with a smaller range of products or services and a smaller catchment than a village centre.	Victoria Hotel, Hinton. General stores, newsagents and some retail. Community halls at Hinton and Seaham	All these three centres are located in the Rural West and are surrounded by rural lifestyle properties. Dispersed nature of these properties means that the catchment population is limited, and this limits the amount of trade. The towns are picturesque and/or have historic character. The Hinton Heritage Conservation Area extends over the main residential area. To ensure the continued protection of the village and rural residential character

Appendix 1 Centres Hierarchy

Centre Type	Name	Facilities Expected	Facilities Available	Challenges/ Opportunities
				a sub-strategy may be an option as it would consider mechanisms such as the identification of additional potential rural residential land which acts as a barrier to residential growth.
→ SMALLER VILLAGE CENTRES (OTHER)	Boat Harbour Mallabula Fullerton Cove One Mile Swan Bay Taylors Beach Wailalong	A multi-purpose shop with a very small catchment or remote location.	Nil local services	Limited intensification options Inability to attract basic services ie. general store. Picturesque areas. Generally isolated from other settlements.

Appendix 1: Details of Port Stephens LGA Centres.

Note: The *Facilities Available* column is to provide a general understanding of what facilities are available in each centre and is therefore only a snap shot in time as they will likely change.