

Brimbin Retail Lands Assessment

PREPARED FOR

Roche Group Pty Ltd

July 2013

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LIST OF ABBREVIATIONS

Australian Bureau of Statistics	ABS
Australian and New Zealand Standard Industrial Classification	ANZSIC
Greater Taree Draft Conservation & Development Strategy (2005)	CADS
Central Business District	CBD
Census Collection District	CCD
Development Control Plan	DCP
Employment Lands Demand Model	ELDM
Floorspace Ratio	FSR
Full Time Equivalent	FTE
Greater Metropolitan Area	GMA
Gross Floor Area	GFA
Gross Lettable Area	GLA
Hectares	ha
Household Expenditure Survey	HES
Local Environmental Plan	LEP
Local Government Area	LGA
Moving Area Turnover	MAT
Net Lettable Area	NLA
NSW Department of Planning	DoP
Statistical Local Area	SLA
Square Metres	sqm
Transport Data Centre	TDC

GLOSSARY OF TERMS

Gross Leasable Area - Gross Leasable Area or Gross Lettable Area (GLA) is the common measure used for lease and for other descriptive purposes in retail centres and shops. It is usually defined as the total area of the lease and includes back of house, storage, offices and mezzanine levels but usually excludes loading docks and common mall spaces. GLA is more commonly used in the industry because it defines the area of the lease. Shopping centre owners report rents and turnover figures on the leased area and benchmarking is usually made on the GLA. For the purpose of Hill PDA's demand modelling all floor areas expressed are in GLA.

Gross Floor Area - Gross Floor Area is Gross Leasable Area plus common mall spaces (including amenities), centre management area and plant rooms. In a typical indoor centre with at least one department store and supermarket the GLA makes up around 72% to 75% of the GFA.

Commercial Space - Commercial space generally refers to any non-residential space used by business in employing people and producing goods and/or services. For the purpose of the modelling Hill PDA have used the term to refer to non-retail office use including travel agents, real estate agents, medical suites, government administration, financial services, business services, personal services, etc whether or not the space is shopfront or not. Commercial spaces in commercial centres that are not shopfront space are either in stand-alone office buildings or above shopfront space (shop-top).

Shopfront Space - Shopfront space is GLA that is occupied by retailers plus non-retail users that occupy shopfront spaces (such as banks, travel agents, medical services, real estate agents, etc) and vacant shopfront space.

Bulky Goods - Bulky goods retailing is often described as low cost/high bulk retail goods and ancillary products. Retailers enjoy financial benefits in lower occupancy costs and economies of scale outside of established high-rent and high-cost retail centres. Bulky goods retailing first appeared as showrooms attached to distribution and warehousing industries. Bulky goods can take the form of strip retailing along a major highway or it can be in a stand-alone building or "power centre". Bulky goods strip retailing and centres attract a number of furniture, appliance retailers and hardware stores.

1. EXECUTIVE SUMMARY

The 3,763ha Brimbin release area, 8km north of Central Taree, is identified in the NSW Department of Planning & Infrastructure's Mid-North Coast Regional Strategy (2009) as a Major Growth Area, with the capacity to provide around 8,000 dwellings for 22,000 residents. The Regional Strategy also nominates the site as including planned employment lands (380ha), retail provision, conservation land and a variety of community uses.

Following the inclusion of the site in the Regional Strategy, a Draft Local Environmental Plan (Draft LEP) is being prepared to rezone the land. The Draft LEP is required to be supported by a detailed Structure Plan. As part of this process Hill PDA has been engaged to determine demand for retail lands at Brimbin. For the purpose of this report retail lands are nominated as including land commonly associated to retail and commercial shopfronts (e.g. supermarkets, specialty stores, medical centres, real estate agents, and so on), as well as bulky goods and large format retail stores.

It will be important for local shopping facilities to be provided for new residents in the Brimbin release area given the extent of the forecast population. On this basis, Hill PDA assessed demand for retail centre uses based on a Local Trade Area that included forecast residents in the Brimbin release area, as well as the existing rural-residential areas surrounding Brimbin.

Based on household expenditure modelling, the identified Local Trade Area will have a population of almost 6,500 people who will generate some \$92m of retail expenditure in 2021. This will have increased to a population of over 17,500 people who will generate close to \$300m of retail expenditure in 2036.

However, not all this expenditure will be captured by retail provision in the Brimbin release area. Trade will still be lost to higher order centres outside Brimbin (e.g. to Central Taree and Port Macquarie). Whilst this would primarily be for the likes of higher-order comparative goods shopping such as fashion and bulky goods, it will also include some food, grocery, and specialty store spend.

It is anticipated that only \$52m or 57% of total available expenditure generated by the Brimbin Trade Area, will be captured by retail facilities in Brimbin in 2021, with the remainder (\$40m) escaping to centres such as Central Taree. By 2044, capture increases to around \$250m, with the remainder (\$192m) leaving the Trade Area. In other words, Central Taree will capture a significant amount of additional expenditure as a result of new residents moving into the Brimbin release area. The overall economic impact on Central Taree will be net positive.

Based on this capture of expenditure and target turnover rates, the Brimbin Trade Area is forecast to demand just over 31,000sqm (NLA) of retail floorspace upon full occupation in 2044. This would increase to 36,800sqm (NLA) of shopfront floorspace once non-retail¹ (e.g. commercial suites) and vacancies² are considered.

It is recommended that this floorspace be accommodated within the residential component of the Brimbin release area through one large retail centre (or town centre) and three smaller neighbourhood centres. Based on this recommendation, Hill PDA suggests the staging of shopfront floorspace as indicated in the following table.

¹ Assumes 10% to 15% of specialty stores should be provided to accommodate non-retail and commercial tenants.

² Assumes an additional 3% to 4% of specialty stores to be vacant at any one time.

Table 1 - Staging of Shopfront Floorspace in Brimbin (sqm NLA)

Year	Centre	Supermarket	Discount Department Store	Specialties	Total (NLA)	Total (GFA)	Population (approx.)
2021	Neigh. Centre No.1	1,000	-	1,000 - 1,500	2,000 - 2,500	2,500 - 3,500	6,500
2026	Town Centre Stage 1	3,000 - 3,500	-	5,000	8,000 - 8,500	10,000 - 11,000	10,000
2031	Neigh. Centre No.2	1,000	-	1,000 - 1,500	2,000 - 2,500	2,500 - 3,500	13,500
2036	Town Centre Stage 2	1,500	4,000 - 5,000	6,000	11,500 - 12,500	14,500 - 16,000	17,500
2041	Neigh. Centre No.3	1,000	-	1,000 - 1,500	2,000 - 2,500	2,500 - 3,500	21,000
	Total	7,500 - 8,000	4,000 - 5,000	14,000 - 15,500	25,500 - 28,500	32,000 - 35,000	

Assuming the town centre is a single storey development with at-grade parking a site of around 8ha³ is required for the Brimbin town centre by 2044. Applying a similar methodology, each neighbourhood centre would require a total site area of around 0.8ha to 1ha allowing for built form, car parking landscaping and inefficiencies.

Note also that a small group of shops should be located within the employment lands precinct. These shops will serve the lunch time trade of workers. Due to the trade area being restricted to workers in the employment precinct, a supermarket over and above a small convenience store is unlikely to be viable. As a result, it should be no larger than a small cluster of specialty shops. Assuming this additional cluster of shops would require a total site area of around 0.8ha to 1ha, total retail centre land within the Brimbin release area would be increased to around 12ha (net).

In addition to retail centre land is demand for bulky goods and associated floorspace. Unlike supermarket based shopping centres, bulky goods have wider and thinner trade areas. This is because bulky goods are destination retailers, which are visited less frequently and result in higher visitor spend patterns than regular shopping centres. As a result of their destination status, bulky goods located within Greater Taree will capture expenditure from Great Lakes and Gloucester. The primary reasons for this capture are:

- The relatively short travel time (around 40 minutes) between Great Lakes and Greater Taree;
- Greater Taree being the closest regional centre to Gloucester Shire despite the longer travel time (over an hour);
- The minimal amount of vacant and appropriate land in Great Lakes⁴ and Gloucester to accommodate new bulky goods development; and
- The smaller residential populations of Great Lakes and Gloucester which restrict the viability of significant bulky goods development within their own centres and employment land precincts.

As a result, a bulky goods regional catchment was defined to include the Greater Taree, Great Lakes and Gloucester local government areas (inclusive of new residents in Brimbin). In order to calculate the extent of bulky goods expenditure available to this regional catchment, capture rates were assumed to reflect the fact that some bulky goods expenditure will leave to higher order centres (e.g. Port Macquarie).

Hill PDA assumed the regional catchment can retain 75% of available bulky goods expenditure generated by residents. In addition, a small proportion (i.e. 3-5%) of household expenditure on take-away food stores, restaurants,

³ Note: assuming a 0.4:1 FSR and allows for landscaping and inefficiencies (say 1.5ha).

⁴ Note: 15ha of vacant employment land to meet future industrial and bulky goods demand. Source: Forster - Tuncurry Employment Lands Implementation Strategy (Hill PDA, 2009)

clothing (due to discount, wholesale or factory outlets) were also included to reflect the types of retailers often attracted to bulky good precincts and homemaker centres.

Based on these assumptions, the regional catchment will capture \$136.2m of bulky goods related expenditure in 2011. By 2044, this will almost double to \$268m accounting for expenditure generated by new residents in the Brimbin release area.

Whilst bulky goods can be accommodated in town centres like Central Taree, it is recognised that Council intends future bulky goods expansion to be accommodated in B5 Business Development and B6 Enterprise Corridor zones which are commonly identified as 'employment lands'. As a result, the outcomes of this report must be considered in light of Hill PDA's Brimbin Employment Lands Assessment (2013)⁵.

Hill PDA's Brimbin Employment Lands Assessment (2013) determined demand for employment lands, including retail lands, based on a forecast of resident workers from the regional catchment (Greater Taree, Great Lakes and Gloucester local government areas). The modelling within this Retail Lands Assessment was based on determining household expenditure available to bulky goods precincts within the same regional catchment.

Based on assumed capture and turnover rates, the modelling within this report determined demand for 63,200sqm (GFA) of bulky goods and associated retail floorspace by 2036. This is equivalent to around 20.4ha (net) of land allowing for internal roads and inefficiencies⁶. These results are largely in-line with the outcomes of the Employment Lands Assessment.

Based on Hill PDA's Employment Lands Assessment, the Taree South employment lands precinct is sufficient to meet demand for employment lands (including bulky goods demand) from the regional catchment to 2036. However, post 2036 there is an undersupply of appropriate land within the regional catchment.

Greater Taree will therefore need to consider the provision of new or expanded bulky goods land to meet demand in the long term. Hill PDA recommends that a bulky goods cluster of 15,000sqm (NLA) should be planned for in the regional catchment outside of the South Taree precinct. This is equivalent to 5.7ha (net) of appropriately zoned land.

The most appropriate location for this land will be within the proposed employment lands component of the Brimbin release area, given the new concentration of residents in the northern part of Greater Taree by this time. Whilst it is recognised that at least half of the turnover of this bulky goods precinct will be from residents in the Brimbin release area, it is likely to capture trade from a much wider area and the impact would be distributed accordingly.

However, this additional bulky goods precinct is recommended to be developed in-line with demand from new residents in Brimbin. Hence whilst an initial impact would be felt by existing bulky goods retailers within Greater Taree and beyond, with growth in real spend per capita and significant population growth this impact would be lessened over time.

Upon completion retail centre lands within the Brimbin release area could provide 875 to 1,250 full time and part time jobs, with a 15,000sqm bulky goods precinct generating an additional 294 part and full time jobs.

⁵ Note: for the purpose of Hill PDA's 2011 Brimbin Employment Lands Assessment, employment lands are nominated as including land commonly zoned B4 Mixed Use, B5 Business Development, B6 Enterprise Corridor, IN1 General Industrial and IN2 Light Industrial.

⁶ Note: assuming 0.4:1 FSR and inefficiencies at 22.5% of developable area.

In summary, based on demand modelling within this report, the Brimbin release area should accommodate 12ha (net) of retail centre land. This would include a town centre plus 3 neighbourhood centres.

In addition, 5.7ha (net) of land appropriate for bulky goods and associated floorspace should be accommodated in the employment lands component of the release area, recognising that take up of this land is likely to be in-line with new residents moving into the residential component of the release area.

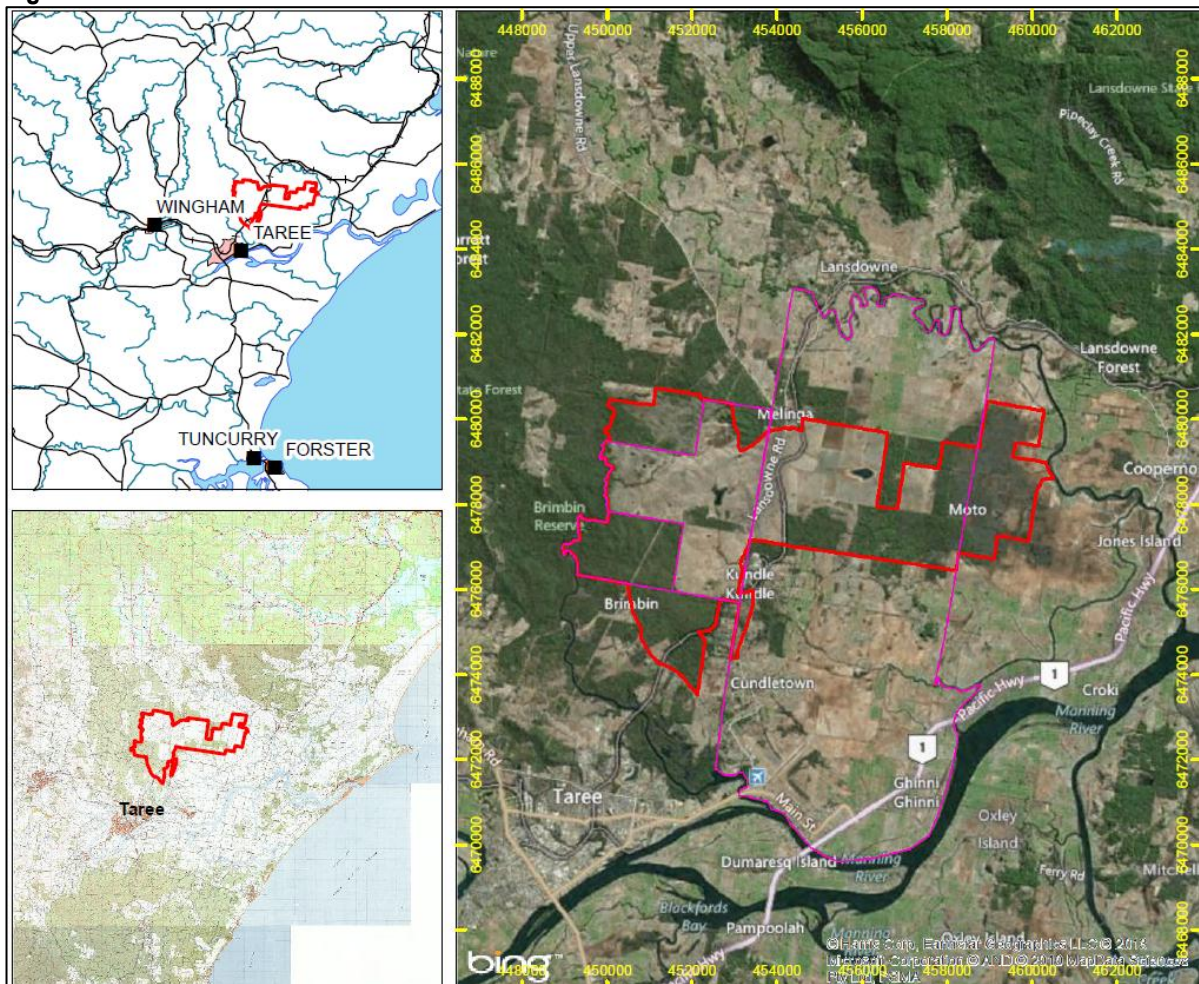
2. INTRODUCTION

2.1 Background

The 3,763ha Brimbin release area is located 8km north of the Taree retail centre (identified within this Assessment as Central Taree), within the Greater Taree Local Government Area, 80km south of Port Macquarie and 35km north of Forster-Tuncurry.

The site is bounded by farmland and the small settlement of Melinga and to the north, Lansdowne River to the east, the rear of properties fronting Kundle Kundle Road to the south, Brimbin Road to the south and south-west, and the Dawson River in the west. The North Coast Railway line and Lansdowne Road traverse the central part of the site. The North Coast Railway line provides services from Sydney to Brisbane with the closest station to the site being the Taree Railway Station in Central Taree. Vehicular access to the site is from Brimbin Road and Lansdowne Road. Existing uses on site are largely pastoral.

Figure 1 - Brimbin Release Area

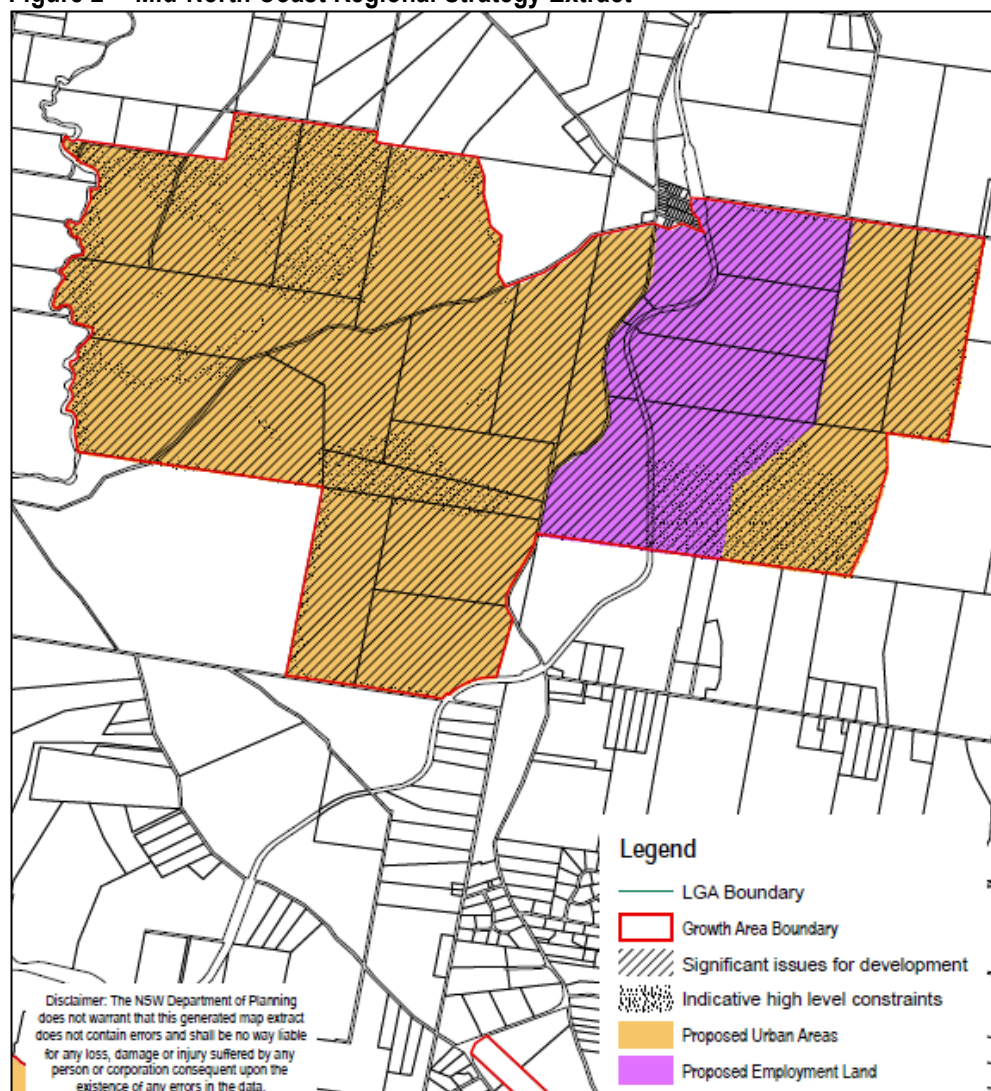


Source: Niche Environment and Planning (2013)

The Brimbin site was identified as a Major Growth Area in the NSW Department of Planning & Infrastructure's Mid-North Coast Regional Strategy (2009). The Strategy nominates that the site has the capacity to provide 8,000

residential dwellings for 22,000 residents, together with 380ha of employment lands, retail provision, conservation land and a variety of community uses consistent with a self-sufficient new town.

Figure 2 - Mid-North Coast Regional Strategy Extract



Source: Mid-North Coast Regional Strategy, NSW Department of Planning (2009)

In 2009, following the inclusion of the site in the Mid-North Coast Regional Strategy, Greater Taree City Council advised the Department of its intention to prepare a Draft Local Environmental Plan (LEP) to rezone the Brimbin release area.

The Department nominated that the Draft LEP is to be supported by and consistent with a detailed Structure Plan⁷ and the requirements of the Regional Strategy. Together with conservation principles, the Regional Strategy nominates that the Structure Plan must maximise the locational opportunities of the site (such as context to adjacent major employment area and Taree), and plan for the appropriate release of land consistent with infrastructure provision.

In October 2010 a Planning Proposal was lodged by the proponent Roche Group Pty Limited (Roche Group) to transition the Draft LEP into the Gateway process.

⁷ Plus the matters listed in Appendix 2 of Mid-North Coast Regional Strategy— "growth areas requiring significant issues to be resolved".

2.2 Study Brief

Hill PDA has been appointed by Roche Group for the provision of consultancy services to undertake an Retail Lands Assessment for the Brimbin release area. The scope of this Assessment was to:

- Analyse existing and proposed retail floorspace provision in Taree and surrounding centres and towns which may impact on demand for such land uses in Brimbin;
- Identify the trade areas, household retail expenditure and subsequent quantum and type of retail, commercial and related floorspace demand to meet the needs of the new release area at Brimbin;
- Determine and identify the appropriate size and staging of retail floorspace in Brimbin; and
- Assess the likely impacts of the proposal on existing and planned retail and bulky goods centres.

It is noted that analysis within this Assessment is based on ABS 2006 Census data and 2010 Greater Taree Council population forecasts which was the latest data available when this Assessment commenced in 2011. It is acknowledged however, that final and minor amendments to this Assessment have been made since that time based on client advice, with July 2013 being the date of this final report.

2.3 Background Documentation

Documents reviewed as background to this report included:

- Brimbin Economic Assessment, Hill PDA (2010)
- Brimbin Structure Plan, Roche Group (2013)
- Brimbin Development Strategy, Roche Group and Edge Land Planning (2010)
- Mid-North Coast Regional Strategy, NSW Department of Planning (2009)
- The Mid-North Coast Region Regional Business Growth Plan, NSW Department of State & Regional Development (2010)
- Mid-North Coast Regional Economic Profile, Mid-North Coast Regional Development Board (2008)
- Greater Taree Conservation & Development Strategy, Edge Land Planning (2005)
- Greater Taree Economic Profile, Hunter Valley Research Foundation (2005)
- State of the Environment Report 2008-2009, Greater Taree City Council (2008)
- Dawson River Downs Economic Assessment, Andrews Neil (2004)
- Precinct 2B, Old Bar Open Space, Community & Retail Needs Assessment, Urbis JHD (2006)
- Figtrees on the Manning Environmental Assessment Report Concept Plan, JBA Planning (2009)
- Preliminary Economic and Social Assessment, Pitt Street Waterfront Precinct Rezoning, SGS (2008)
- Manning Valley Economic Development Strategy, Greater Taree City Council (2002)
- Port Macquarie-Hastings Industrial Land Strategy Review, Hill PDA (2009)
- Port Macquarie-Hastings Retail Centres Strategy Review, Hill PDA (2009)
- Great Lakes Council Employment Lands Implementation Strategy, Hill PDA (2008)

3. PLANNING POLICY AND CONSIDERATIONS

When considering an appropriate quantum and mix of uses for the site it is important to take account of the existing and emerging planning policy framework. The following chapter briefly outlines the key regional and local plans and policies applicable to the future planning of the Brimbin release area.

3.1 Regional Planning

Delivering sustainable growth in the right locations is a key priority for NSW. The NSW Department of Planning & Infrastructure recognises the need for sufficient land to be allocated for housing whilst ensuring an adequate amount is reserved and available for industry, commerce and services.

The Mid-North Coast Regional Strategy (2009), which includes the 8 local government areas of Clarence Valley, Coffs Harbour, Bellingen, Nambucca, Kempsey, Port Macquarie–Hastings, Greater Taree and Great Lakes, plans for residential and employment growth in the Region to 2031. The purpose of the Regional Strategy is to ensure sufficient land is made available and maintained to accommodate planned growth in an appropriate manner. In doing so, the Strategy nominates that the main economic challenges of the Region are to:

- Assist in creating service jobs;
- Augment industrial land supply within the Region, in particular in Coffs Harbour, Port Macquarie and Taree to accommodate future needs;
- Recognise the value of existing agricultural industries and ensure land use planning decisions do not hinder the growth and diversification of agricultural production;
- Generate enough new export industries to employ the 11,000 people who will be in the jobs market but will not be needed to service the extra population within the Region; and
- Build on the employment sectors that are currently successful.

The key driver for jobs and dwelling demand is population growth and in this regard the Regional Strategy projects that the Mid-North Coast will grow to 424,600 people by 2031, an increase of 91,200 persons (27%) from 2006. This population growth generates the need for a minimum of 59,600 additional homes and 48,500 additional jobs to 2031. Demand for new jobs in the Region translates to a need for an additional 232ha of industrial land and about 210ha of commercial land (total 442ha) in the Mid-North Coast by 2031.

As a Major Regional Centre, the Strategy notes that Taree serves the Greater Taree-Great Lakes subregion with major services and some regional functions, notably health care. It has land and infrastructure capacity to accommodate significant industrial and residential growth.

Figure 3 - Extract from the Mid-North Coast Regional Strategy Map (2009)



Source: Mid-North Coast Regional Strategy, 2009, NSW Department of Planning and Infrastructure

The Mid-North Coast Regional Strategy (2009) identifies a typology for centres within the Region as indicated in the following table, where Central Taree is identified as a Major Regional Centre.

Table 2 - Mid-North Coast Centres Hierarchy

Typology	Centres
Major Regional Centre	Taree, Port Macquarie, Coffs Harbour, Grafton
Major Town	Forster-Tuncurry, Kempsey, Macksville, Bellingen, Woolgoolga, Maclean
Town	Old Bar, Wingham, Camden Haven, Lake Cathie / Bonnie Hills, Wauchope
Village – Inland	Nabiac, Tinonee, Coopernook, Lansdowne, Kew, Kendall, Comboyne, Beechwood, Long Flat
Village – Coastal	Hallidays Point, Harrington, Green Point

Source: Mid-North Coast Regional Strategy, NSW Department of Planning and Infrastructure (2009)

3.2 Local Planning

The local statutory planning framework in Greater Taree comprises the Greater Taree Local Environmental Plan (LEP 2010) and the Greater Taree Development Control Plan (DCP 2010) which provides more detailed design guidelines for new developments. Other local policies and plans of relevance to this study include the Manning Valley Community Plan (2010- 2030) and the Draft Greater Taree Conservation & Development Strategy (2005).

The Manning Valley Community Plan (2010-2030) is the future vision for Greater Taree. The Plan was prepared in collaboration with the local community to determine how Greater Taree should develop over the next 20 years. With regard to ensuring a strong economy, the key directions for Greater Taree will be:

- Supporting and developing existing businesses;
- Encouraging new businesses to relocate to the region;

- Targeting support to key business development opportunities;
- Providing the infrastructure that supports business, such as communications technology, adequately zoned land and access to vocational training;
- Continuing to develop opportunities for tourism; and
- Connecting with other communities and partners to encourage economic growth.

The Community Plan indicates that in order to develop a strong economy a regional view of existing businesses and emerging opportunities is required. This will enable the influence of national and international trends at a local level to be taken into consideration and acted upon.

In order to support and grow the role of Greater Taree in the regional economy, the Community Plan seeks to ensure that there is an appropriate supply of appropriately zoned land.

The Draft Conservation & Development Strategy (Draft CADS) is consistent with the aims and objectives established within the Mid-North Coast Regional Strategy and provide a good basis for a Local Growth Management Strategy. In this regard, both the Regional Strategy and the Draft CADS identify the site at Brimbin as a self-sufficient new town with links to the regional centre at Taree.

The Draft CADS nominates the site at Brimbin as having the capacity to provide greater than 300ha of land for employment generating uses and 8,000 dwellings (accommodating 18,000-20,000 people) in an attractive environment benefiting from its site attributes and proximity to the Dawson River and Lansdowne escarpment.

4. DEMOGRAPHIC PROFILE

Given Brimbin's location this chapter provides a demographic and employment profile of Central Taree benchmarked against the Mid-North Coast Region (Clarence Valley, Coffs Harbour, Bellingen, Nambucca, Kempsey, Port Macquarie-Hastings, Great Lakes and Gloucester). This analysis was undertaken to better understand current demographic characteristics, which are likely to impact on demand for future retail uses in Brimbin.

The population of Greater Taree in 2006 was 44,632 persons. In 1996 the population was 42,410 persons. This represents a growth of 2,222 persons or 0.51% per annum compound growth. When compared to the broader Mid-North Coast Region, stronger growth was experienced in Port Macquarie-Hastings and Great Lakes equivalent to 1.76% and 1.47% per annum.

Table 3 - Population and Age Characteristics (1996 to 2006)

Characteristic	Greater Taree				Mid-North Coast Region			
	1996		2006		1996		2006	
Median Age	37		43		38		44	
Age Profile:	No.	%	No.	%	No.	%	No.	%
0-4 years	3,096	7.3%	2,490	5.6%	18,096	6.9%	15,627	5.4%
5-14 years	6,893	16.3%	6,581	14.7%	41,552	15.8%	40,338	14.0%
15-19 years	2,751	6.5%	2,954	6.6%	16,473	6.3%	18,877	6.6%
20-24 years	1,996	4.7%	1,841	4.1%	11,860	4.5%	11,673	4.1%
25-34 years	4,735	11.2%	3,781	8.5%	29,264	11.1%	24,842	8.6%
35-44 years	6,183	14.6%	5,544	12.4%	39,398	15.0%	36,393	12.7%
45-54 years	5,424	12.8%	6,570	14.7%	32,652	12.4%	42,748	14.9%
55-64 years	4,441	10.5%	6,265	14.0%	27,585	10.5%	39,605	13.8%
65-74 years	4,167	9.8%	4,661	10.4%	28,117	10.7%	30,319	10.5%
75-84 years	2,169	5.1%	3,000	6.7%	14,380	5.5%	20,649	7.2%
85 years +	555	1.3%	945	2.1%	3,472	1.3%	6,521	2.3%
Total Persons	42,410	100.0%	44,632	100.0%	262,849	100.0%	287,592	100.0%
Growth 1996-2006	2,222				24,743			
Compound Annual Growth	0.51%				0.90%			

Source: ABS Census Data Time Series Profile (1996 to 2006)

The median age of Greater Taree residents increased from 37 years to 43 years between 1996 and 2006. Similar ageing of the population was experienced in the Mid-North Coast Region (38 years to 44 years). Both Greater Taree and the Region had an older population structure evidenced in the greater proportion of residents aged 45 years and over (48% and 49% respectively) in 2006.

In 2006 Greater Taree had an estimated 17,938 households. In 1996 the population was 16,007 persons, equivalent to growth of 1,931 households. Average household sizes have decreased since 1996 in Greater Taree, falling from 2.6 persons to 2.4 persons. By comparison, in 2006 average household sizes in Greater Taree were higher than Great Lakes and Port Macquarie-Hastings with 2.2 persons and 2.3 persons respectively.

Table 4 - Household Characteristics (1996 to 2006)

Characteristic	Greater Taree		Mid-North Coast Region	
	1996	2006	1996	2006
Total Households	16,007	17,938	99,721	115,736
Average Household Size	2.6	2.4	2.6	2.4
Household Type				
Separate house	83.80%	86.10%	77.10%	79.30%
Semi-detached/terrace house	4.70%	5.10%	6.30%	7.60%
Flat, unit or apartment	6.20%	6.40%	9.00%	8.70%
Other dwelling	3.30%	2.40%	5.90%	4.50%
Not stated	2.10%	0.00%	1.70%	0.00%
Total	100.00%	100.00%	100.00%	100.00%
Ownership Structure				
Owned / being purchased	70.00%	70.30%	67.60%	67.70%
Rented	25.50%	24.60%	27.80%	26.00%
Other tenure type	1.10%	0.80%	1.40%	1.20%
Not stated	3.40%	4.30%	3.20%	5.20%
Total	100.00%	100.00%	100.00%	100.00%
Household Structure				
Family Households	72.50%	69.60%	70.10%	67.20%
Lone Person Household	22.80%	25.10%	22.40%	25.20%
Group Household	2.20%	2.30%	2.80%	2.60%
Other	2.50%	3.00%	4.70%	5.00%
Total	100.00%	100.00%	100.00%	100.00%
Family Structure				
Couple without children	41.20%	44.60%	41.20%	44.80%
Couple with children	43.70%	37.00%	42.80%	36.30%
One parent family	13.80%	17.40%	14.70%	17.80%
Other family	1.30%	1.00%	1.20%	1.10%
Total	100.00%	100.00%	100.00%	100.00%
Median Weekly Household Income	\$451	\$636	\$446	\$642

Source: ABS Census Data Time Series Profile (1996 to 2006)

In 2006 the most common household type in Greater Taree was detached dwellings (86.1%) followed by flats and units (6.4%). Since 1996 there has not been a significant change in the types of dwellings in Greater Taree. In comparison, the Mid-North Coast Region has a smaller proportion of separate houses and a higher proportion of medium and higher density households (terraces and units).

The home ownership structure in Greater Taree and the Mid-North Coast Region are relatively similar, with the majority of households either owned or in the process of being purchased. Home ownership levels have increased marginally since 1996. The weekly household income of Greater Taree in 2006 of \$636/week is in-line with the broader Mid-North Coast Region of \$642/week. By comparison, Non-Metro NSW had a median household income of \$795/week as of 2006.

The majority of households across Greater Taree and the Mid-North Coast Region are family households. Since 1996, the proportion of family households has generally fallen, and lone person households have increased. Of family households, there are a slightly higher proportion of families without children across the study areas, when compared to families with children. Since 1996, there has been a decrease in couples with children, likely due to an increase in 'empty nesters' and retirees along the coast.

5. RETAIL FLOORSUPPLY

The purpose of this chapter is to understand the size and significance of existing centres when compared to their level in the retail hierarchy, and their quantum and mix of retail and commercial land uses. It also provides a benchmark for understanding the potential size and retail mix of the future retail centre in Brimbin, along with understanding the impact new retail in Brimbin would have on surrounding and established provision.

5.1 Central Taree

Central Taree is identified as a Major Regional Centre in the Mid-North Coast Regional Strategy (2009). As such, Central Taree serves as the civic, regional business and service centre for the surrounding localities that make up Greater Taree. Central Taree plays an important role in the provision of key government agencies and departments including Greater Taree City Council, NSW Land & Water Conservation, NSW Forestry, Catchment Management Authority, NSW Agriculture, Housing NSW, Centrelink, and Taree Indigenous Development & Employment. Central Taree also accommodates the Manning Base Hospital, and various other social, family and community services.

Retail provision in Central Taree comprises two enclosed shopping centres (Taree Central and Manning Mall) and substantial provision of street front retailing. The core retail precinct is centred upon Manning Street and comprises the blocks bounded by Wynter Street, Macquarie Street, Pulteney Street and Victoria Street.

Based on Hill PDA's floorspace survey Central Taree provides almost 66,500sqm of retail and commercial floorspace as indicated in the table below.

Table 5 - Retail and Commercial Floorspace in Central Taree (sqm NLA)

Land Use Category	Strip Retail	Taree Central	Manning Mall	Total	Proportion of Total
Discount Department Store	-	6,538	3,500	10,038	15.1%
Supermarket	2,239	3,919	3,650	9,808	14.8%
Specialty Food	587	1,005	761	2,353	3.5%
Specialty Non-Food	12,732	4,020	3,043	19,795	29.8%
Cafes, Restaurants & Hotels	3,035	-	-	3,035	4.6%
Take Away Food	727	-	-	727	1.1%
Clothing	3,800	-	-	3,800	5.7%
Bulky Goods	3,505	-	-	3,505	5.3%
Personal Services	2,600	-	-	2,600	3.9%
Total Retail Floorspace	29,225	15,482	10,954	55,661	83.8%
Commercial - Finance	1,855	-	-	1,855	2.8%
Commercial - General	771	-	-	771	1.2%
Commercial - Legal	614	-	-	614	0.9%
Commercial - Medical	719	-	-	719	1.1%
Commercial - Real Estate	1,597	-	-	1,597	2.4%
Commercial - Travel	158	-	-	158	0.2%
Total Industrial Floorspace	5,714	-	-	5,714	8.6%
Automotive	357	-	-	357	0.5%
Vacant	4,722	-	-	4,722	7.1%
Total Floorspace	40,018	15,482	10,954	66,454	100.0%

Source: Hill PDA June 2011

Manning Street links Victoria Street with the two enclosed shopping centres. Manning Street itself is a retail strip that accommodates a mix of supermarket, retail specialties, bulky goods, discount stores and commercial shopfronts. Coles supermarket anchors the strip, along with occupiers such as Retravisio and Best & Less.

Victoria Street is a mix of retail and commercial accommodation, reflecting its former role as the main commercial and retail strip in Central Taree. Victoria Street includes Centerpoint Arcade Taree which provides approximately 875sqm of retail floorspace including 25 specialty stores. Victoria Street accommodates many of the government tenants along with many other commercial tenancies, café's and restaurants, hotels and pubs. Other notable occupants along Victoria Street include Spotlight, the Exchange Hotel and Bing Lee.

Pulteney and Albert Streets are peripheral centre locations which include a range of retailers, large format showrooms, commercial and other non-retail uses. Based on Hill PDA's site visits Pulteney Street has the highest proliferation of vacant space in Central Taree, attributable to its fringe location and lower footfall compared to other parts of the centre.

The 15,527sqm (NLA) Taree Cental, owned by Mirvac, is anchored by a Big W (6,583sqm) and Woolworths (3,919sqm). There are also 45 specialty shops providing 5,025sqm of shopfront space. The Centre has 930 undercover parking spaces over two levels. In 2010 Taree Central had a reported turnover of \$107m equivalent to \$6,891/sqm⁸.

The recently refurbished Manning Mall, owned by Moss Capital, is located directly opposite Taree Central on Manning Street. The 10,954sqm (GLA) centre is anchored by Coles (3,650sqm) and Target (3,500sqm) plus 39 specialty shops (3,804sqm). Manning Mall had a reported turnover of \$52m, equivalent to \$4,747/sqm⁹. It provides 420 surface level car parking spaces.

A 1,600sqm ALDI store on the corner of High and Wynter Streets opened in mid-2010. It is understood that ALDI is expecting sales of around \$11.2m in the first year of trading equivalent to around \$7,000/sqm¹⁰.

Whilst there are a number of bulky goods premises dispersed throughout Central Taree (equivalent to 3,500sqm), bulky goods are also generally permitted within Council's B5 Business Development and B6 Business Enterprise Zones on the fringe of the centre. These additional areas include:

- B5 Business Development zoned land in Mill Close and Whitebread Street includes Harvey Norman, Pet Barn, Carpet Court, Everyday Living, Reece Plumbing, Whites Hardware, and Sleep City. Whilst this small cluster is anchored by the Harvey Norman, it is hidden within the broader industrial precinct and does not have the attributes or characteristics of a successful bulky goods precinct. The main issue being it is not located near any main road which results in a lack of passing trade, with the retailers located on low lying and sloping land in a hidden pocket of the broader precinct. The area is largely unknown to visitors and is difficult to find.
- B5 Business Development zoned land at the corner of Wingham Road and Bushland Drive which includes the existing Bunnings Warehouse. Its recognised additional bulky goods retail development is planned for the area adjacent to Bunnings as part of the Taree Homemaker Centre development. Unlike bulky goods land in Mill Close and Whitebread Street, the Bunnings and Taree Homemaker Centre sites are in a superior

⁸ Source: Mirvac Property Compendium, 31 December 2010

⁹ Source: Mirvac Property Compendium, 31 December 2010

¹⁰ Source: Manning River Times, September 2009

location given its high visibility, potential passing trade, and large level sites with provision for on grade car parking.

- B6 Enterprise Corridor land along Victoria Street (east of Central Taree towards Cundletown) however there are no strong concentrations or clusters and only stand-alone retailers.

Council's Draft Greater Taree Conservation & Development Strategy (2005) further identifies potential bulky goods land in Taree South. The 73.49ha Taree South precinct is 2.6km south of Central Taree and less than 1km north of the Pacific Highway. The precinct is highlighted in the Mid-North Coast Regional Strategy (2009) as providing future employment lands for Greater Taree. It is understood Council is promoting the Taree South precinct as the next logical location for bulky goods and industrial development given the strong connection between the precinct and Central Taree (along Manning River Drive) strengthening the gateway into Central Taree.

5.2 Port Macquarie

Port Macquarie is identified as a Major Regional Centre under the Mid-North Coast Regional Strategy (2009). Port Macquarie Greater CBD has almost 80,000sqm of retail space¹¹, around half of which is accounted for by two large indoor shopping centres - Settlement City Shopping Centre and Port Central Shopping Centre. There is also a large amount of shopfront strip retailing predominantly located along Gordon, William and Horton Streets.

Port Central Shopping Centre is a 14,000sqm centre anchored by Target (7,100sqm), Action Supermarket (2,247sqm) and IGA (1,500sqm¹²). The centre also has 59 specialty stores providing 4,652sqm of shopfront space. The centre had a reported turnover in 2009 of \$96.37m, equivalent to \$6,884/sqm¹³.

Around Port Central the CBD has around 275 shopfront premises totalling some 30,000sqm of space fronting Horton Street, Hay Street, Clarence Street and William Street. Anchor tenants include a 3,500sqm Coles supermarket, 2,000sqm Food for Less supermarket and The Warehouse¹⁴.

Settlement City is almost 1.5km west of Port Central Shopping Centre. The 19,200sqm shopping centre is owned by Lend Lease and anchored by Big W (6,620sqm), Woolworths (4,250sqm), Best & Less (1,175sqm) and The Reject Shop (1,000sqm) plus 65 specialty shops (6,155sqm). The centre had a reported turnover of \$154.20m¹⁵ in 2010, equivalent to \$8,152/sqm¹⁶.

Settlement City plans to undergo an expansion of some 15,300sqm of which around 7,900sqm will be strip retail comprising new large format stores, specialty retail stores and food and beverage outlets. Around 4,700sqm will be recreational facilities including cinemas and a gymnasium, and 2,700sqm will be commercial floorspace. It is understood the commencement date for this development will be around 2012-13 with completion anticipated in 2015.

There are a number of bulky goods retailers located in the industrial precincts in Port Macquarie, including:

¹¹ Source: Port Macquarie-Hastings Retail Centres Strategy Review, Hill PDA (2009)

¹² Hill PDA estimate.

¹³ Property Council of Australia 2009.

¹⁴ Source: Port Macquarie-Hastings Retail Centres Strategy Review, Hill PDA (2009)

¹⁵ Shopping Centres News Mini Guns 2010

¹⁶ A 'Mini-Gun' is a shopping centre of between 6,000sqm and 20,000sqm of retail floorspace. There are 141 such shopping centres in Australia

- Lake Road Precinct – including Spotlight, The Good Guys, Everyday Living, Sleep City, Bunnings, Fantastic Furniture, Radio Rentals, Baby Warehouse, and One Stop Pine;
- Bellbowrie Street Precinct – including Port Camping World, Latex Bedding Co, Radio Rentals, and Hastings Specialty Furniture; and
- Other smaller bulky goods clusters within industrial precincts such as the Hastings River Drive and Munster Street Precincts.

5.3 Forster-Tuncurry

Forster-Tuncurry is identified as a Major Town under the Mid-North Coast Regional Strategy (2009). Tuncurry is situated on the northern side of the entrance to Wallis Lake and Forster to the south. Based on Hill PDA's 2008 floorspace survey, Forster-Tuncurry provides around 73,130sqm of occupied retail floorspace and 4,380sqm of vacant shop front space¹⁷.

The largest share of occupied retail floorspace is provided within the Breese Parade retail precinct in Forster which is equivalent to 47,000sqm or 68% of total floorspace. Retail anchors in this precinct include a standalone full line Woolworths supermarket and the Stockland Forster shopping centre. The precinct also provides around 7,200sqm of commercial floorspace. A large portion of this includes Council premises, yet excludes civic buildings such as the library.

Stockland Forster is a regional shopping centre providing 38,500sqm of retail floorspace. The centre is anchored by Bunnings (8,000sqm), K-Mart (5,838sqm), Coles (4,083sqm), Target Country (1,500sqm) and ALDI (1,428sqm). There are also 78 specialty shops and two office tenancies. In 2010 the centre had a reported turnover of \$131.15m, equivalent to \$6,549/sqm¹⁸.

Wharf Street in Forster provides an additional 10,000sqm of occupied retail floorspace plus a further 2,100sqm of vacant shopfront space¹⁹. There is also around 5,900sqm of commercial floorspace along Wharf Street.

Manning Street in Tuncurry provides around 10,000sqm of occupied retail floorspace and 2,000sqm of vacant space²⁰. This includes a Bi Lo supermarket. There is also around 6,350sqm of commercial floorspace along Manning Street.

There is around 18,000sqm (GFA) of bulky goods floorspace in the broader Great Lakes local government area. The majority of bulky goods stores are concentrated within Forster, particularly within the Forster industrial area and adjacent to Stockland Forster shopping centre.

Bulky goods premises within the Forster industrial area front Breese Parade, Enterprise Court and Boundary Street. The land is zoned 4(a) General Industrial. The area comprises 10 bulky goods premises, totalling 6,400sqm of floorspace. Some of the larger bulky goods retailers include Harvey Norman Furniture (1,390sqm), Growthe Furniture (760sqm) and Retravisio (427sqm).

¹⁷ Source: Great Lakes Council Employment Lands Implementation Strategy, Hill PDA (2008)

¹⁸ Source: Property Council of Australia 2009.

¹⁹ As of Hill PDA's 2008 survey.

²⁰ As of Hill PDA's 2008 survey.

Stockland Forster includes of a large amount of bulky goods floorspace (8,370sqm), however, this mainly relates to the Bunnings Warehouse which totals some 8,000sqm. There are only two other bulky goods retailers within the shopping centre. In addition, there are two bulky goods premises located on the south-western side of The Lakes Way, opposite the Stockland shopping centre. These premises include Brian's Rise & Shine (960sqm) and Brian's Homemakers (1,720sqm).

5.4 Remaining Towns and Villages

Wingham

Wingham is located 20km (30 minutes) west of Brimbin and 12km (20 minutes) north-west of Taree. The main commercial area in Wingham is located along Isabella Street, with commercial strip retail running east to west fronting the town square (Central Park).

The 4,200sqm Wingham Plaza is a neighbourhood shopping centre located on the corner of Primrose and Isabella Streets. It was recently refurbished to include a Coles Supermarket (2,700sqm) which increased the centre size by almost 1,000sqm. The centre also includes 10 specialty shops (1,347sqm).

Old Bar

Old Bar is located 28km (35 minutes) south-east of Brimbin and 16km (25 minutes) south-east of Taree. It is a coastal village located adjacent to Old Bar Beach. Old Bar comprises strip retailing along Old Bar Road providing basic goods and convenience services for local residents. There is also a Bi Lo supermarket located on Old Bar Road.

Hallidays Point

Hallidays Point predominantly comprises the Hallidays Point Village Square, which includes a small Coles supermarket of around 1,800sqm plus 12 other shopfronts. The Village is located 40km (40 minutes) south east of Brimbin, 28km (30 minutes) south-east of Central Taree and 22km (30 minutes) north of Forster.

Harrington Waters

Harrington Waters Shopping Centre is part of the Harrington Waters residential estate, fronting the Manning River, 30km (25-30 minutes) north-east of Taree. The retail offer includes a 1,700sqm Coles supermarket and 14 specialty stores (newsagency, café, video shop, bakery, pharmacy, etc.). The centre also includes a Council Library and Public Hall.

Wauchope

Wauchope is located 20km (20 minutes) west of Port Macquarie, 77km (65 minutes) north of Brimbin and 80km (70 minutes) north of Central Taree. There is a small shopping centre in Wauchope that includes an IGA supermarket that was recently expanded from 1,200sqm to 1,620sqm (GLA). There are also 3 adjoining shops and a liquor outlet.

Laurieton

Laurieton is located 40km (40 minutes) south of Port Macquarie and 56km (52 minutes) north-east of both Brimbin and Central Taree. Haven Plaza is located on the corner of Bold and Tunis Street. The outdoor style plaza is

anchored by a relatively new Coles supermarket (opened in 2008) plus a few specialty shops. There are also some specialty shops fronting Bold Street which includes clothing stores, a hairdresser, bank, book store, travel agent, real estate agent, solicitor, etc.

5.5 Proposed Developments

Recent retail proposals of significance are detailed below.

Table 6 - Proposed Retail Developments

Development	Description
Figtrees on the Manning, Central Taree	It is envisaged that commercial and retail development on the site will relate to marina uses, tourism and leisure, as well as incorporating services which reflect a local character.
Wauchope Shopping Centre	Proposed 3,200sqm shopping centre consisting of an IGA supermarket and specialty shops, plus car parking. DA has been submitted but the project has been deferred.
ALDI, Port Macquarie	Construction of a single storey 1,600sqm ALDI store in the Melaleuca Caravan Park. Construction of this supermarket has commenced.
Bonny Hills Shopping Centre	Demolition of the existing shopping centre and construction of a new shopping centre containing 12 general shops including an IGA supermarket. The site is for sale with development approval.
Coles Supermarket, Wauchope	Development approval was granted for the construction of a 3,000sqm Coles supermarket. However the project has since been abandoned.
Haven Plaza Redevelopment, Laurieton	Redevelopment of the existing plaza and surrounding properties, which will include a 2,000sqm Country Target store (to replace the existing Bi Lo), a new 3,200sqm Coles supermarket and around 1,400sqm of specialty space. Development approval has been granted however the project has been deferred.
Woolworths, Thrumster	Construction of the first stage of the 'Sovereign Hills' retail area which will be anchored by a 2,500sqm Woolworths supermarket plus around 1,100sqm of specialty shops. Development approval has been granted and the likely construction date is not yet determined.
The Lakes Way, Tuncurry Shopping Centre	The construction of a new shopping centre consisting of a 2,500sqm supermarket and around 800sqm of specialty space. Development approval has been granted however the project has been deferred until late 2011
Settlement City, Port Macquarie	Concept Masterplan approval has been granted (but deferred until 2012) for an expansion to this shopping centre which would accommodate 7,862sqm of strip retail, to include new large format stores, specialty retail stores and food and beverage outlets, a cinema of 3,523sqm, a bowling alley of 1,165sqm and commercial floorspace of 2,748sqm. Commencement of this development is likely to be in 2012-13 with completion anticipated for 2015
Forster Marketplace	A Major Project Application/preliminary Environmental Assessment for a concept plan has been submitted for the construction of a new retail development comprising a total of almost 20,000sqm of floorspace. The proposal will include a Big W (8,000sqm), Woolworths (4,200sqm), mini major (700sqm), food outlet (1,340sqm), specialty shops (3,875sqm) and child care facility. There will also be 880 at-grade parking spaces.
Walters St Mixed Use Development	A rezoning application has been approved by Council which will facilitate the future development of a new shopping complex on the St Joseph's High School Regional Campus site. The planned centre would include 6 cinema screens, gym, supermarket, Kmart, bulky goods retail space, alfresco restaurants, specialty stores, & a residential area. Construction is likely to commence in 2012
Forster Bulky Goods Development	A rezoning application has been submitted for the construction of a Big W store (6,500sqm), bulky goods centre (7,000sqm) and specialty retail stores (1,200sqm) on

Development	Description
	Breese Parade. The project has not progressed since 2007.
Coles Supermarket, Port Macquarie	Construction of a new retail complex and bus terminal that will include a 4,200sqm Coles supermarket and two specialty shops.

Source: Reed Construction Data (2010) and Hill PDA Research (2011)

6. RETAIL CENTRE DEMAND

This chapter investigates demand for centre land uses that may be appropriate for Brimbin as a result of new residents moving into the release area. Retail centre land in this study is defined as including shopfront retail and commercial floorspace for the likes of supermarket, specialty stores and non-retail store types (e.g. medical services, accountants, real estate agents etc). These retail and commercial uses can be located in the likes of town and neighbourhood centres.

6.1 Trade Area Definition

In order to measure the need for retail floorspace, a trade or catchment area needs to be defined. The trade area served by any retail centre is determined by a number of factors including:

- The strength and attraction of the centre in question, determined by factors such as the composition, layout, ambience/atmosphere and car parking in the centre;
- Competitive retail centres, particularly their proximity to the subject centre and respective sizes, retail offer and attraction;
- The location and accessibility of the centre, including the available road and public transport network and travel times; and
- The presence or absence of physical barriers, such as rivers, railways, national parks and freeways.

Having regard to the above, Hill PDA makes the following comments:

- Like Central Taree, the Mid-North Coast Regional Strategy identifies Port Macquarie as a Major Regional Centre. Given the size, role and existing retail offer in Port Macquarie, it is unlikely residents of Port Macquarie-Hastings travel to Central Taree to shop. Notwithstanding this, its recognised residents of Greater Taree travel to Port Macquarie to shop given its greater provision of retail floorspace and wider range of retail offer.
- The Regional Strategy identifies Forster-Tuncurry as a Major Town, at a lower designation to Central Taree. Given the relatively short drive time, it is likely some residents from Forster-Tuncurry travel to Central Taree for destination shopping, especially for the likes of comparative goods shopping.
- Rural residential areas surrounding Brimbin had a population of around 1,000 persons in 2006²¹. Some of these residents will continue to shop in Central Taree, and to a lesser extent, Wingham, Laurieton and Port Macquarie. However, any supermarket based retail centre in Brimbin would capture some trade from residents in Lansdowne (there were 433 people in Lansdowne as of 2006²²) to the north of the Brimbin release area, given its close proximity and shorter travel times.
- New residents that move into Brimbin will demand retail floorspace. Preliminary forecasts indicate Brimbin could accommodate up to 8,000 dwellings for 22,000 persons upon full development. Whilst these residents

²¹ Source: ABS 2006. An allowance has been given based on the majority of ABS Collection Districts 1090910 (675 persons) and 1091005 (570 persons), excluding the northern parts of 1090910.

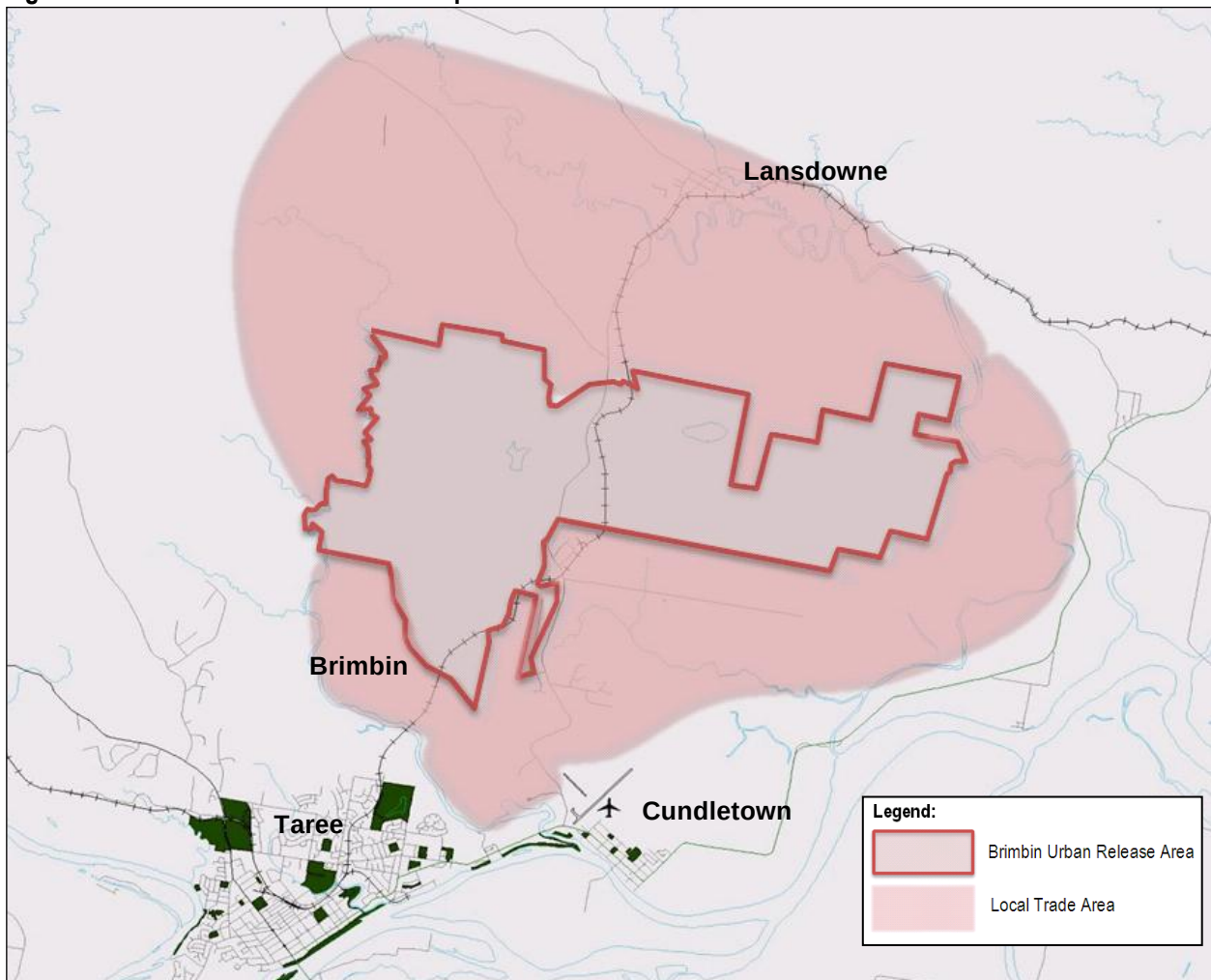
²² Source: ABS 2006, ABS Collection District 1091008

would travel into Central Taree to access broader retail, medical, entertainment, civic and government functions, provision is required for their everyday shopping needs closer to where they live.

- Initial investigations into urban development at Brimbin proposed a retail centre inclusive of a supermarket, discount department store, and specialty shops. The location of the proposed centre is to the west of Lansdowne Road, located centrally within the proposed residential area.

Having regard to each of the factors detailed above, and for the purposes of examining retail and commercial shopfront demand in the Brimbin release area, a Local Trade Area has been defined. The Local Trade Area includes the Brimbin release area as well as the rural-residential areas surrounding Brimbin. This Local Trade Area is shown in the following map.

Figure 4 - Brimbin Local Trade Area Map



Source: MapInfo (2006) and Hill PDA (2010).

6.2 Population Growth in the Local Trade Area

Initial analysis of urban development at Brimbin estimated the release area could provide up to 8,000 dwellings over a 30 year timeframe. This would be equivalent to a future population of 22,000 residents assuming an occupation rate of 2.75 persons per dwelling.

It is recognised that the assumed occupation rate is higher than Greater Taree's occupation rate at the 2006 Census of 2.4 persons per household. However, a larger household size in Brimbin is supported by comparable regional and Sydney residential release areas which are attracting a high proportion of families and therefore higher occupancy rates. These include:

- The North West and South West Growth Centres of Sydney which are achieving over 3 persons per dwelling²³;
- The Jerrabomberra release area (6.5km south-west of Queanbeyan), which has developed over the last 5 years and has an average household size of 3.1 persons per dwelling; and
- In Shellharbour, the residential release area of Flinders has achieved 3 persons per dwelling, Shell Cove 3.2 persons per dwelling, and Tullimbar 3.2 persons per dwelling.

It is expected that as a new inland release area, Brimbin is likely to attract a range and mix of dwellings and a large proportion of family households especially given the rising costs of living in nearby coastal locations, and the provision of significant employment lands as part of the proposed Brimbin release area. This will also be emphasised by Brimbin being the only major release area for Greater Taree and as such, it is anticipated to draw interest from a wide variety of potential purchasers.

As a result, Hill PDA supports the proponents assumed occupation rate of 2.75 persons per dwelling for Brimbin, which results in a population upon full development of 22,000 residents. Assuming residential development commences in 2015, with development over a 30 year time frame, an average take up rate of 267 dwellings per annum results. The population and growth assumptions for the Brimbin release area are indicated in the following table.

Table 7 - Brimbin Release Area Growth Assumptions

Year	Cumulative Dwellings	Cumulative Population
2015	267	734
2016	534	1,469
2021	1,869	5,140
2026	3,204	8,811
2031	4,539	12,482
2036	5,874	16,154
2041	7,209	19,825
2044	8,010	22,028

However, the Local Trade Area not only includes the Brimbin release area but the rural-residential areas surrounding Brimbin. ABS Census data indicates that in 2006 there were 1,433 residents and 561 existing occupied dwellings within these regional areas.

²³ For example: Rouse Hill (3.3 persons), Beaumont Hills (3.4 persons), Kellyville (3.4 persons), Stanhope Gardens (2.8 persons), Kellyville Ridge (3.4 persons).

As a result, forecast population and dwelling growth in the Local Trade Area are as follows.

Table 8 - Local Trade Area Growth Assumptions

Year	Cumulative Dwellings	Cumulative Population
2006	561	1,433
2011	561	1,433
2016	1,095	2,901
2021	2,430	6,571
2026	3,765	10,241
2031	5,100	13,911
2036	6,435	17,581
2041	7,770	21,251
2044	8,571	23,453
Growth 2006-2044	8,010	22,020

By 2044 the Local Trade Area will have a total population of 23,453 residents. This equates to a compound annual growth rate of 7.45% from 2006 to 2044. These population assumptions form the basis for the retail demand modelling.

6.3 Retail Expenditure from the Local Trade Area

The first step in determining demand for retail floorspace is to derive a likely expenditure level generated from residents in the Local Trade Area. This is done by examining the spending levels generated by residents in Greater Taree as well as surrounding areas. Household expenditure was sourced from:

- ABS Household Expenditure Survey 2003-04 which provides household expenditure by broad commodity type by household income quintile; and
- The Marketinfo 2009 database which is generated by combining and updating data from the Population Census and the ABS Household Expenditure Survey (HES) using “microsimulation modelling techniques”.

Marketinfo combines the data from the Census, HES and other sources to derive total HES by commodity type. This data, which was validated using taxation and national accounts figures, quantifies around 14% more expenditure than the ABS HES Survey. Retail spend per capita is also expected to increase at an average rate of around 1.30% per annum in accordance with historic growth since 1986.

According to 2009 Marketinfo data, the average retail spend per capita of residents in comparable settlements in the Mid-North Coast Region is around \$12,000 per annum. Hill PDA has assumed similar household expenditure patterns for residents within the Local Trade Area as indicated in the following table.

Table 9 - Retail Spend Per Capita Assumptions

Retail Store Type	Retail Spend per Capita	% of Total Retail Spend
Supermarkets, Grocery Stores	\$ 3,947	33%
Specialty Food Stores	\$ 1,306	11%
Fast-Food Stores	\$ 557	5%
Restaurants, Hotels, Clubs	\$ 620	5%
Department Stores	\$ 1,045	9%
Clothing Stores	\$ 602	5%
Bulky Goods Stores	\$ 1,794	15%
Other Personal, Household Goods	\$ 1,847	15%
Selected Personal Services	\$ 281	2%
Total	\$ 12,000	100.0%

6.4 Capture of Retail Expenditure

Whilst it is recognised that it will be important for local shopping facilities to be provided for new residents in the Brimbin release area, it must be acknowledged that trade will still be lost to higher order centres outside Brimbin (e.g. to Central Taree and Port Macquarie). This would primarily be for the likes of higher-order comparative goods shopping such as fashion, bulky goods, and the like.

As a result, potential expenditure captured by retail provision in Brimbin from the Local Trade Area was calculated by applying capture rates to household expenditure. These capture rates are shown in the following table.

Table 10 - Local Trade Area Capture Rates

Retail Store Type	Capture Rate
Supermarkets, Grocery Stores	85%
Specialty Food Stores	80%
Fast-Food Stores	65%
Restaurants, Hotels, Clubs	65%
Department Stores	50%
Clothing Stores	15%
Bulky Goods Stores	10%
Other Personal, Household Goods	35%
Selected Personal Services	65%

For example, the above table assumes that retail provision in Brimbin will have the potential to capture 85% of available supermarket expenditure. Therefore, the remaining 15% will be directed towards supermarkets and grocery stores in other retail centres such as Central Taree.

Based on the above capture rates, retail provision in Brimbin has the ability to capture \$21.55m of retail expenditure in 2016 as indicated in the following table.

Table 11 - Retail Expenditure Captured by Brimbin to 2044 (\$m 2009)

YEAR	2011	2016	2021	2026	2031	2036	2041	2044
Estimated Population	1,433	2,901	6,571	10,241	13,911	17,581	21,251	23,453
Supermarkets & Grocery Stores	4.9	10.7	25.7	42.8	62.0	83.6	107.8	123.7
Specialty Food Stores	1.5	3.3	8.0	13.3	19.3	26.0	33.6	38.5
Fast-Food Stores	0.5	1.2	2.8	4.6	6.7	9.0	11.6	13.4
Restaurants, Hotels and Clubs*	0.6	1.3	3.1	5.1	7.5	10.0	12.9	14.9
Department Stores	0.8	1.7	4.0	6.7	9.7	13.0	16.8	19.3
Clothing Stores	0.1	0.3	0.7	1.2	1.7	2.3	2.9	3.3
Bulky Goods Stores	0.3	0.6	1.4	2.3	3.3	4.5	5.8	6.6
Other Retailing	1.0	2.1	5.0	8.3	12.0	16.1	20.8	23.8
Selected Personal Services**	0.3	0.6	1.4	2.3	3.4	4.6	5.9	6.7
Total Retailing	10.0	21.6	52.1	86.6	125.4	169.1	218.0	250.1

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling). ** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos.

The above results indicated retail provision in the Brimbin release area is forecast to turnover \$250.1m by 2044 when the release area is expected to be fully occupied.

Additional Sources of Expenditure

Any retail centre in Brimbin is unlikely to draw significant tourism expenditure. This type of expenditure is likely to go to Central Taree and coastal areas. Any tourism expenditure captured in Brimbin would only be a very small proportion of total available retail turnover, and as a result has been excluded from this assessment. It is also recognised there will be significant tourism expenditure leaving the Local Trade Area from new residents in Brimbin who travel.

It is recognised that some retail expenditure from workers in the adjacent proposed employment lands may be captured by proposed retail facilities in Brimbin. Workers on average spend around \$2,500 to \$3,000 every year on retail goods and services close to their place of work, representing around 20% to 25% of total personal expenditure. However, this expenditure has been excluded to avoid double-counting, as many of these workers may live in Brimbin and have been accounted for in the Local Trade Area and residential expenditure modelling.

6.5 Forecast Demand for Shopfront Floorspace

Demand for Retail Floorspace

Forecast demand for retail floorspace is calculated by dividing household expenditure by benchmark turnover levels as indicated in the following table. The target turnover rates incorporate a 0.65% per annum escalation to 2044. This is because it is likely that the increase in real spend per capita (and overall population growth) will be greater than the rate of new retail floorspace being completed (i.e. supply versus demand).

Table 12 - Target Turnover Rates by Retail Store Type to 2044 (\$/sqm)

Retail Store Type	2009	2011	2016	2021	2026	2031	2036	2041	2044
Supermarkets, Grocery Stores	\$9,500	\$9,624	\$9,941	\$10,268	\$10,606	\$10,955	\$11,316	\$11,689	\$11,918
Specialty Food Stores	\$7,250	\$7,345	\$7,586	\$7,836	\$8,094	\$8,361	\$8,636	\$8,920	\$9,095
Fast-Food Stores	\$7,250	\$7,345	\$7,586	\$7,836	\$8,094	\$8,361	\$8,636	\$8,920	\$9,095
Restaurants, Hotels, Clubs*	\$4,500	\$4,559	\$4,709	\$4,864	\$5,024	\$5,189	\$5,360	\$5,537	\$5,645
Department Stores	\$3,500	\$3,546	\$3,662	\$3,783	\$3,908	\$4,036	\$4,169	\$4,306	\$4,391
Clothing Stores	\$5,000	\$5,065	\$5,232	\$5,404	\$5,582	\$5,766	\$5,956	\$6,152	\$6,273
Bulky Goods Stores	\$3,500	\$3,546	\$3,662	\$3,783	\$3,908	\$4,036	\$4,169	\$4,306	\$4,391
Other Retailing	\$4,500	\$4,559	\$4,709	\$4,864	\$5,024	\$5,189	\$5,360	\$5,537	\$5,645
Selected Personal Services**	\$3,000	\$3,039	\$3,139	\$3,243	\$3,349	\$3,460	\$3,573	\$3,691	\$3,764

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling). ** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos. Source: ABS Retail Survey 1998-99 (escalated to 2007 dollars), JHD Retail Averages, Hill PDA and various consultancy studies.

By applying the above turnover rates, the Local Trade Area is forecast to demand just over 31,000sqm (NLA) of retail floorspace upon full development in 2044 as indicated in the following table.

Table 13 - Forecast Demand for Retail Floorspace in the Local Trade Area to 2044 (sqm NLA)

YEAR	2011	2016	2021	2026	2031	2036	2041	2044
Estimated Population	1,433	2,901	6,571	10,241	13,911	17,581	21,251	23,453
Supermarkets & Grocery Stores	513	1,072	2,507	4,035	5,660	7,387	9,221	10,375
Specialty Food Stores	209	437	1,023	1,647	2,310	3,015	3,764	4,235
Fast-Food Stores	73	152	355	571	801	1,045	1,305	1,468
Restaurants, Hotels and Clubs	130	272	636	1,023	1,435	1,873	2,338	2,630
Department Stores	217	453	1,059	1,705	2,392	3,121	3,896	4,384
Clothing Stores	26	55	128	206	289	378	472	531
Bulky Goods Stores	74	156	364	586	821	1,072	1,338	1,506
Other Retailing	209	436	1,020	1,642	2,304	3,007	3,753	4,223
Selected Personal Services	88	185	433	696	977	1,275	1,591	1,790
Total Retailing	1,539	3,217	7,525	12,111	16,989	22,173	27,679	31,142

Demand for Commercial Shopfront Space

Further to demand for retail is demand for shopfront space occupied by non-retail commercial users. Such uses include real estate agents, medical services, travel agents, banks, etc. However, there are different types of commercial space such as:

- Non-retail in shopfront space like a travel agent, bank, doctors and so on, these make up around 5% to 7% of retail shopfront space in a retail centre; and
- Non-shopfront commercial spaces being stand-alone commercial buildings and shop top commercial above retail.

As a rule of thumb around 10% to 15% of specialty stores should be provided to accommodate these uses and a further 3% to 4% of specialty stores are assumed to be vacant at any one time, increasing to demand for 36,800sqm (NLA) of shopfront floorspace by 2044.

It is unlikely stand-alone commercial buildings or a commercial office business park will either be viable or be in demand in Brimbin. Furthermore, the role for such development 'in centre' is better suited to the role and function of a Major Centre such as Taree. Notwithstanding this, Brimbin can provide local urban commercial support services (i.e. smaller suites for local businesses like doctors, travel agents, banks etc.). A medical centre (around 300sqm),

community library branch and childcare centre may also be appropriate. Other non-retail land uses may include a tavern or bar.

Sensitivity of Results

The above results are based on full development of the site by 2044. However, it is recognised that take-up of residential land over such a long period is somewhat unknown and is dependent on a broad range of factors. As there is no certainty as to the final population or development yield, Hill PDA further tested demand for retail floorspace utilising Greater Taree Council's own population and household growth forecasts for Brimbin to 2031.

Based on new residents moving into Brimbin from 2014, Council's projections assume dwelling take-up of up to 125 dwellings per annum between 2016 and 2021, and 150 dwellings per annum from 2021 to 2031. Based on these assumptions, there will be an estimate 8,055 residents by 2031.

Applying the same capture and target turnover rates as those adopted in Section 6.4 and 6.5 of this report, the Local Trade Area will demand around 10,700sqm of retail floorspace by 2031, of which 3,500sqm is supermarket floorspace, 1,450sqm is specialty food store floorspace and so on as indicated in the following table.

Table 14 - Retail Floorspace Demand in the Local Trade Area using Council's Projections (sqm NLA)

Retail Store Type	2011	2016	2021	2026	2031
Population Growth	1,000	2,060	3,926	6,026	8,055
Supermarkets, Grocery Stores	382	812	1,599	2,534	3,499
Specialty Food Stores	158	335	660	1,046	1,444
Fast-Food Stores	55	116	228	362	499
Restaurants, Hotels, Clubs	103	220	433	686	947
Department Stores	165	351	692	1,096	1,513
Clothing Stores	20	43	85	135	186
Bulky Goods Stores	57	121	239	379	523
Other Retailing	156	331	652	1,033	1,427
Selected Personal Services	69	146	287	456	629
Total Retailing	1,164	2,477	4,875	7,727	10,666

This can be compared to the base case, which resulted in demand for 16,700sqm of retail floorspace to meet demand from 13,911 residents by 2031, and a total of 31,142sqm of retail floorspace upon full completion in 2044 (over 23,000 residents).

The full results of the above modelling is provided in Appendix 1.

6.6 Implications

The modelling within this report indicated that there will be demand for around 31,000sqm (NLA) of retail floorspace within Brimbin upon completion. In addition 10% to 15% of specialty stores should be provided to accommodate non-retail and commercial tenants with a further 3% to 4% of specialty stores assumed to be vacant at any one time. This would increase demand for 36,800sqm (NLA) of shopfront floorspace by 2044.

It is recommended that this floorspace be accommodated within the residential component of the Brimbin release area, through one large retail centre (or town centre) and three smaller neighbourhood centres. Based on this recommendation, Hill PDA suggests the staging of shopfront floorspace as indicated in the following table.

Table 15 - Staging of Shopfront Floorspace in Brimbin (sqm NLA)

Year	Centre	Supermarket	Discount Department Store	Specialties	Total (NLA)	Total (GFA)	Population (approx.)
2021	Neigh. Centre No.1	1,000	-	1,000 - 1,500	2,000 - 2,500	2,500 - 3,500	6,500
2026	Town Centre Stage 1	3,000 - 3,500	-	5,000	8,000 - 8,500	10,000 - 11,000	10,500
2031	Neigh. Centre No.2	1,000	-	1,000 - 1,500	2,000 - 2,500	2,500 - 3,500	13,500
2036	Town Centre Stage 2	1,500	4,000 - 5,000	6,000	11,500 - 12,500	14,500 - 16,000	17,500
2041	Neigh. Centre No.3	1,000	-	1,000 - 1,500	2,000 - 2,500	2,500 - 3,500	21,000
	Total	7,500 - 8,000	4,000 - 5,000	14,000 - 15,500	25,500 - 28,500	32,000 - 35,000	

Based on achieving around 22,000 new residents by 2044, Hill PDA recommends the following staging of retail floorspace in Brimbin.

Table 16 - Staging of Tenancies in Brimbin

Year	Centre	Anchors	No. Specialties
2021	Neigh. Centre No.1	Small Grocery Store	10 - 15
2026	Town Centre Stage 1	Supermarket	35 - 45
2031	Neigh. Centre No.2	Small Grocery Store	10 - 15
2036	Town Centre Stage 2	Second and Smaller Supermarket and new Discount Department Store	45 - 55
2041	Neigh. Centre No.3	Small Grocery Store	10 - 15
	Total		110 - 145

* Around 120sqm NLA per specialty store in the Town Centre and around 100sqm in the Neighbourhood Centres.

The above recommended staging is further based on:

- A full line national supermarket of around 3,500sqm requires at least 10,000 residents to be sustainable; and
- A minimum of 20,000 to 25,000 residents are required for a discount department store of around 4,000sqm.

The key objective is often to open centres concurrently with demand, if not slightly ahead of demand. Retailers, particularly the national supermarkets, are often satisfied to trade at below industry levels for the first few years, if they are confident that trading levels will increase over time due to population growth. Recommendations as to staging and timing are indicative and should be flexible. The important consideration is that its population thresholds are the key drivers to the size and staging of centres. The suggested staging plan should be reviewed periodically due to unforeseen changes. These changes can occur for any number of reasons including:

- Lot and/or dwelling production being higher or lower than previous forecasts;
- Location of land release being different from previous forecasts;
- Unforeseen impediments or other factors requiring modifications to the Structure Plan; and
- Changes in the retailing industry and/or new forms of retailing being introduced.

With regards to the amount of land required to cater for such development, a town centre of up to 21,000sqm would require around 950 car spaces (1 car space is required for every 22.5sqm of retail NLA²⁴). Assuming that the parking

²⁴ Source: Hill PDA Estimate.

provided will be at-grade parking, and that a car space is around 35sqm each (including circulation), around 3.5ha is required for parking.

Assuming that the retail centre is a single storey development with at-grade parking, and allowing for landscaping and inefficiencies (say 1.5ha), a site of around 8ha is required for the Brimbin retail centre by 2044. This is the equivalent of applying an FSR of 0.4:1.

A smaller site could be achieved if either rooftop or under-croft parking were incorporated into its design. Another alternative could be basement car parking and a multi-level shopping centre; however this may not be viable (or justifiable) due to the associated increases in construction costs.

Applying the similar methodology, each neighbourhood centre will require around 100 car spaces. Allowing for built form, landscaping and inefficiencies, the total site area would be around 0.8ha to 1ha for each neighbourhood centre.

Note also that a fourth smaller neighbourhood centre (or group of shops) should be located within the employment lands precinct. These shops will serve the lunch time trade of workers. Due to the trade area of the retail cluster being restricted to workers in the employment precinct, a supermarket over and above a convenience store is unlikely to be viable. This is because the majority of workers within the employment lands will also live in Brimbin, hence they will do the majority of their shopping either at the Brimbin town centre or the closest neighbourhood centre to their home. As a result, the neighbourhood centre in the employment lands precinct should be no larger than a small cluster of specialty shops.

7. BULKY GOODS DEMAND

This chapter investigates the demand for bulky goods land that may be appropriate for the Brimbin release area. It should be recognised that whilst bulky goods can be located in retail and mixed use zones, within Greater Taree bulky goods are also generally permitted within Council's B5 Business Development and B6 Business Enterprise Zones and must therefore be considered in this context.

7.1 Trade Area Definition

Bulky goods have wider and thinner trade areas than supermarket based retail centres. This is because bulky goods are destination retailers, which are visited less frequently and result in higher visitor spend patterns than smaller retail centres. Bulky goods centres are destination retailers where requirements for a successful bulky goods centre or cluster including:

- Having a large and extensive trade area;
- Being in a central position in the trade area or near the main entry point of a large trade area;
- Cheap and plentiful land to enable plentiful parking and loading and unloading facilities;
- Being located on a major road with high visibility and accessibility; and
- Having a trade area that is expanding as new homes generate higher demand for bulky goods than established area.

As a result of their destination status, bulky goods located within Greater Taree (whether in the Brimbin Release Area or other bulky goods precincts) will have a much wider trade area and will capture expenditure from outside the local government boundary for the following reasons:

- The relatively short travel time (around 40 minutes) between Great Lakes and Greater Taree.
- Greater Taree being the closest regional centre to Gloucester Shire despite the longer travel time (over an hour);
- The minimal amount of vacant and appropriate land in Great Lakes²⁵ and Gloucester to accommodate new bulky goods development; and
- The relatively smaller residential populations of Great Lakes and Gloucester which restrict the viability of significant bulky goods development within their respective centres and employment land precincts.

Despite this, it is important to note that it is unlikely Greater Taree will capture significant bulky goods expenditure from Port Macquarie-Hastings given extensive existing and planned bulky goods lands within the local government area.

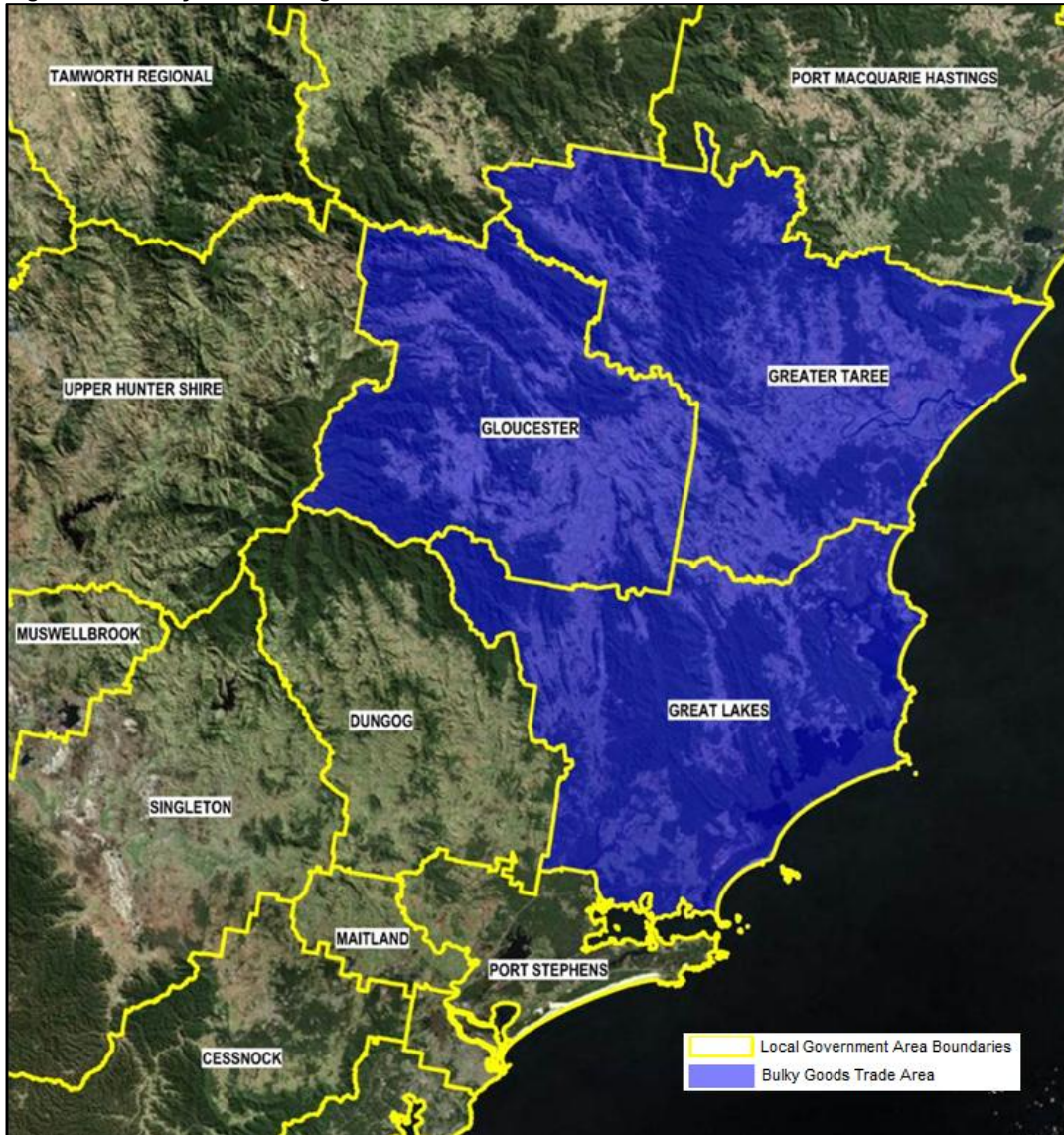
Having regard to each of the factors detailed above, for the purposes of examining bulky goods demand, a bulky goods regional catchment has been defined to include the Greater Taree, Great Lakes and Gloucester local government areas.

²⁵ Note: 15ha of vacant employment land to meet future industrial and bulky goods demand. Source: Forster - Tuncurry Employment Lands Implementation Strategy (Hill PDA, 2009)

Based on this regional catchment, Hill PDA has assessed bulky goods land demand (in hectares) generated from the regional catchment and compared this with appropriately zoned land supply.

The regional catchment is indicated in the following map.

Figure 5 - Bulky Goods Regional Catchment



Source: MapInfo 10.5, Hill PDA (2011)

7.2 Population Growth in the Bulky Goods Trade Area

For the purpose of assessing demand for bulky goods in Greater Taree, population growth projections were based on:

- Around 22,000 new residents in the Brimbin release area upon full development in 2044;
- Greater Taree Council population projections for the remainder of the local government area to 2031 at 1.08% per annum; and
- Great Lakes and Gloucester population projections to 2036 from the Department of Planning & Infrastructure (dated April 2010) equivalent to 1% and 0.07% per annum respectively.

For consistency, Hill PDA has applied the annual growth rates for Gloucester, Great Lakes and the balance of Greater Taree to extend the respective population forecasts to 2044, in line with the completion of the Brimbin release area. These population assumptions form the basis for the retail demand modelling.

7.3 Bulky Goods Expenditure from the Regional Catchment

The first step in determining demand for bulky goods floorspace is to derive a likely expenditure level generated from each resident in the Trade Area. Like demand for retail centre floorspace, household expenditure was sourced from:

- ABS Household Expenditure Survey 2003-04 which provides household expenditure by broad commodity type by household income quintile; and
- The Marketinfo 2009 database which is generated by combining and updating data from the Population Census and the ABS Household Expenditure Survey (HES) using “microsimulation modelling techniques”.

Marketinfo combines the data from the Census, HES and other sources to derive total HES by commodity type. This data, which was validated using taxation and national accounts figures, quantifies around 14% more expenditure than the ABS HES Survey. Retail spend per capita is also expected to increase at an average rate of around 1.30% per annum in accordance with historic growth since 1986.

Based on the above assumptions and forecast population growth, the regional catchment will generate \$2,184.1m of household expenditure by 2044, of which \$328.1m relates to bulky goods.

Table 17 - Total Retail Expenditure Available to the Trade Area to 2044 (\$m 2009)

Retail Store Type	2011	2016	2021	2026	2031	2036	2041	2044
Supermarkets & Grocery Stores	364.1	401.8	454.3	472.3	556.2	613.4	675.8	717.0
Specialty Food Stores	121.6	134.2	151.7	157.7	185.6	204.7	225.5	239.2
Fast-Food Stores	50.3	55.5	62.7	65.2	76.9	84.8	93.5	99.2
Restaurants, Hotels and Clubs*	59.1	65.3	73.8	76.8	90.1	99.3	109.4	116.0
Department Stores	96.3	106.3	120.2	125.0	147.2	162.3	178.8	189.7
Clothing Stores	55.2	60.9	68.8	71.5	84.3	93.0	102.5	108.7
Bulky Goods Stores	166.8	184.0	208.1	216.4	254.7	280.8	309.3	328.1
Other Retailing	169.9	187.5	212.0	220.4	259.6	286.4	315.5	334.7
Selected Personal Services**	26.1	28.8	32.6	33.9	39.9	44.0	48.5	51.4
Total Retailing	1,109.4	1,224.2	1,384.2	1,439.2	1,694.6	1,868.7	2,058.7	2,184.1

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling). ** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos.

7.4 Capture of Bulky Goods Expenditure

In order to calculate the extent of bulky goods expenditure available to the regional catchment, capture rates have been assumed as some bulky goods expenditure will leave the trade area for higher order centres (e.g. Port Macquarie).

Furthermore, whilst centres such as Central Taree will capture some bulky goods expenditure²⁶, it is recognised that most of Greater Taree's existing and future bulky goods provision is located within B5 Business Development and B6 Business Enterprise Zones outside of centres (e.g. within the South Taree precinct).

Bulky good precincts and homemaker centres in these locations also capture a small proportion (i.e. 3-5%) of household expenditure on take-away food stores, restaurants, clothing (due to discount, wholesale or factory outlets) and other personal and household goods.

As a result, capture rates are shown in the following table indicate bulky goods precincts in the regional catchment will capture \$136.2m of expenditure in 2031, increasing to \$268m in 2044. This is equivalent to 12.3% of total expenditure available to the regional catchment in 2011.

Table 18 - Expenditure Captured by Bulky Goods Precincts in the Regional Catchment to 2044 (\$m 2009)

Retail Store Type	Capture Rate	2011	2016	2021	2026	2031	2036	2041	2044
Fast-Food Stores	3%	1.5	1.7	1.9	2.0	2.3	2.5	2.8	3.0
Restaurants, Hotels and Clubs*	3%	1.8	2.0	2.2	2.3	2.7	3.0	3.3	3.5
Clothing Stores	5%	2.8	3.0	3.4	3.6	4.2	4.6	5.1	5.4
Bulky Goods Stores	75%	125.1	138.0	156.1	162.3	191.0	210.6	232.0	246.1
Other Retailing	3%	5.1	5.6	6.4	6.6	7.8	8.6	9.5	10.0
Total Retailing		136.2	150.3	170.0	176.7	208.0	229.4	252.7	268.0

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling)

7.5 Forecast Demand for Bulky Goods Floorspace

Forecast demand for floorspace is calculated by dividing household expenditure by benchmark turnover levels as indicated in the following table (based on the same assumed target turnover rates as shopfront retail floorspace modelling in Section 6.5 of this report).

Table 19 - Target Turnover Rates by Retail Store Type to 2044 (\$/sqm)

Retail Store Type	2009	2011	2016	2021	2026	2031	2036	2041	2044
Fast-Food Stores	\$7,250	\$7,345	\$7,586	\$7,836	\$8,094	\$8,361	\$8,636	\$8,920	\$9,095
Restaurants, Hotels, Clubs*	\$4,500	\$4,559	\$4,709	\$4,864	\$5,024	\$5,189	\$5,360	\$5,537	\$5,645
Clothing Stores	\$5,000	\$5,065	\$5,232	\$5,404	\$5,582	\$5,766	\$5,956	\$6,152	\$6,273
Bulky Goods Stores	\$3,500	\$3,546	\$3,662	\$3,783	\$3,908	\$4,036	\$4,169	\$4,306	\$4,391
Other Retailing	\$4,500	\$4,559	\$4,709	\$4,864	\$5,024	\$5,189	\$5,360	\$5,537	\$5,645

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling). ** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos. Source: ABS Retail Survey 1998-99 (escalated to 2007 dollars), JHD Retail Averages, Hill PDA and various consultancy studies.

The target turnover rates incorporate a 0.65% per annum escalation to 2044. This is because it is likely that the increase in real spend per capita (and overall population growth) will be greater than the rate of new retail floorspace being completed (i.e. supply versus demand).

By applying target turnover rates, the regional catchment demands 37,532sqm (NLA) of bulky goods floorspace in 2011, increasing to 59,600sqm (NLA) by 2044 as indicated in the following table. This is equivalent to growth of 22,100sqm of floorspace over the period.

²⁶ Note the retail centre modelling in Chapter 6, assumed retail centres in Brimbin would only capture 10% of available bulky goods expenditure with the remainder escaping to higher order centres such as Central Taree and bulky goods precincts within other employment land zones (e.g. business development and enterprise corridor zones).

Table 20 - Forecast Demand for Bulky Goods Floorspace to 2044 (NLA sqm)

Retail Store Type	2011	2016	2021	2026	2031	2036	2041	2044
Fast-Food Stores	205	219	240	242	276	295	315	327
Restaurants, Hotels, Clubs	389	416	455	458	521	556	593	616
Clothing Stores	545	582	637	641	731	781	833	867
Bulky Goods Stores	35,274	37,687	41,255	41,535	47,323	50,516	53,872	56,050
Other Retailing	1,118	1,195	1,308	1,316	1,501	1,603	1,710	1,779
Total Retailing	37,532	40,099	43,895	44,192	50,352	53,750	57,321	59,639

Assuming an FSR of 0.4:1 around 17.5ha of developable bulky goods land is demanded by 2044. Factoring internal roads and inefficiencies at 22.5% of the developable area, around 22.6ha of net land is required.

Table 21 - Forecast Occupied Land for Bulky Goods in the Regional Catchment

Year	Net Lettable Area (sqm)	Gross Floor Area (sqm)	Developable Land (ha)	Net Land Required (ha)
2011	37,532	44,155	11.0	14.2
2016	40,099	47,175	11.8	15.2
2021	43,895	51,641	12.9	16.7
2026	44,192	51,990	13.0	16.8
2031	50,352	59,237	14.8	19.1
2036	53,750	63,235	15.8	20.4
2041	57,321	67,437	16.9	21.8
2044	59,639	70,164	17.5	22.6
Growth 2011-2044	22,107	26,009	6.5	8.4

7.6 Implications

Whilst bulky goods can be accommodated in town centres like Central Taree, it is recognised that Council intends future bulky goods expansion to be accommodated in B5 Business Development and B6 Enterprise Corridor zones which are commonly identified as 'employment lands'.

Hill PDA's Brimbin Employment Lands Assessment (2011)²⁷ determined demand for employment lands, including retail lands, based on a forecast of resident workers from the regional catchment (Greater Taree, Great Lakes and Gloucester local government areas). The modelling within this Retail Lands Assessment was based on determining household expenditure available to bulky goods precincts within the same regional catchment.

Based on assumed capture rates, the modelling within this report determined demand for 63,200sqm (GFA) of bulky goods and associated retail floorspace by 2036. These results are largely in-line with the outcomes of the Employment Lands Assessment.

Based on Hill PDA's Employment Lands Assessment, the Taree South employment lands precinct is sufficient to meet demand for employment lands (including bulky goods demand) from the regional catchment to 2036. However, post 2036 there is an undersupply of appropriate land within the regional catchment.

²⁷ For the purpose of Hill PDA's 2011 Brimbin Employment Lands Assessment, employment lands are nominated as including land commonly zoned B4 Mixed Use, B5 Business Development, B6 Enterprise Corridor, IN1 General Industrial and IN2 Light Industrial.

Greater Taree will therefore need to consider the provision of new or expanded bulky goods land to meet demand in the long term. However, the staging of a bulky goods development is somewhat more complex than a traditional retail centre, mainly due to the larger size of bulky goods retailers. An anchor tenant would require around 5,000sqm (NLA) as a minimum, with several supporting bulky goods specialties up to 1,000sqm each. A destination bulky goods centre is typically a minimum of 15,000sqm (NLA) in order to be viable.

Hill PDA therefore recommends that a bulky goods cluster of 15,000sqm (NLA) should be planned for in the regional catchment outside of the South Taree precinct. This is equivalent to 5.7ha (net) of appropriately zoned land.

Given the locational requirements of successful bulky goods precincts (i.e. being on a highly visible main road, ability to capture passing trade, abundance of at grade car parking, low density development, large floor-plates, cheap and plentiful land) the best location in the Brimbin release area will be at the southern end of the proposed employment lands precinct between Lansdowne Road and the railway line. This type of development would help form the gateway into the employment lands precinct.

Furthermore, it would allow bulky goods to develop and occupy land in-line with residential growth in Brimbin, given the new concentration of residents in the northern part of Greater Taree by this time.

8. ECONOMIC IMPACTS & BENEFITS

8.1 Impact on Surrounding Retail Centres

Retail provision in Brimbin will cater for the core shopping needs of the new residential population who will occupy the release area as well as existing residents in the immediate area. However, the majority of comparative goods shopping will still take place at the likes of Central Taree.

Hill PDA recommended that the proposed retail centre development in the Brimbin release area include a town centre of 20,000sqm (NLA) of shopfront floorspace, together with three smaller and supporting neighbourhood centres of 2,000sqm to 2,500sqm (NLA).

The first stage of the town centre could occur by around 2021, with a second stage by around 2036. The neighbourhood centres could be developed every 5 years, depending on the timing and location of the residential and employment land components.

By 2021, the Local Trade Area will have a population of almost 6,500 people who will generate some \$92m of retail expenditure. It is anticipated that only \$52m or 57% of this retail expenditure will be captured by retail facilities in the Brimbin release area, with the remainder (\$40m) escaping to higher order centres such as Central Taree.

A similar impact occurs in 2036 (after Stage 2 of the town centre is completed). By 2036, the Local Trade Area will have a population of over 17,500 people who will generate close to \$300m of retail expenditure. It is anticipated that around \$169m or two-thirds of this retail expenditure will be captured to retail facilities in Brimbin, with the remainder (\$129.9m) escaping expenditure to higher order centres such as Central Taree.

In other words, Central Taree will capture additional expenditure as a result of new residents moving into the Brimbin release area. The overall impact on Central Taree is net positive.

8.2 Impact on Surrounding Bulky Goods Precincts

To account for population and growth in real spend post 2036, Hill PDA recommended a bulky goods centre of 15,000sqm (NLA) should be planned for within Greater Taree, equivalent to 5.7ha (net) of land.

The best location for a new bulky goods precinct will be in the Brimbin Release Area, given the new concentration of residents in the northern part of Greater Taree by this time. This recommendation also considers the absorption of existing supply with the local government area including proposed bulky goods expansion in precincts such as Taree South.

Whilst at least half of the turnover of this bulky goods precinct will be from residents in the Brimbin release area, due to their wider and thinner trade areas, bulky goods provision in Brimbin is likely to capture trade from a much broader area, the impact of which would be distributed accordingly.

However, this additional bulky goods precinct is suggested for the long term and is likely to be developed once the majority of new residents are accommodated in Brimbin. Hence whilst an initial impact would be felt by existing bulky

goods retailers within Greater Taree, with growth in real spend per capita and significant population growth this impact would be lessened over time.

8.3 Local Employment

Upon completion, the general retail component of Brimbin has the potential to provide approximately 875 to 1,250 full time and part time jobs as indicated in the following table.

Table 22 - Jobs in the Brimbin Retail Centre Post Construction

Retail Store Type	Employee Ratio (per sqm GFA)	By 2021 (Stage 1)	Upon Completion
Discount Department Store	45	-	100 - 130
Supermarket	21.3	165 - 250	275 - 470
Specialty Stores	30.5	270 - 350	500 - 650
Total Jobs		435 - 600	875 - 1,250

Source: Hill PDA Research (2006-2010)

Whilst employment ratios of 1 job per 60sqm (GFA) of bulky goods and homemaker centre floorspace is generally accepted, this figure varies greatly between different land uses, depending on how labour intensive they are. As a result, a 15,000sqm bulky goods precinct could generate an additional 294 part and full time jobs.

Whilst the Mid-North Coast Regional Strategy (2009) does not nominate a job target for Greater Taree, the provision of retail floorspace in Brimbin will go some way to meeting local job growth.

8.4 Other Impacts and Benefits

Improved Retail Offer and Increased Competition

The retail element of any new development on the subject site (and the injection of a significant new resident population) would be likely to attract new retailers not only to Brimbin, but to Taree Major Centre, providing an improved range of goods and services for local residents. Not only would the range of shops and services improve, but increased competition between retailers is widely acknowledged as being beneficial for consumers.

Shopper Convenience

The proposal will provide a level of service commensurate with the needs of the local population and is an appropriate response to the needs of the growing demand for retail space in the defined trade area.

Sustainability

The proposed development is well located to provide sustainable transport alternatives for shoppers. It provides important local retail amenities for existing and future occupiers without the need to travel long distances or rely on private car usage.

Investment Stimulus

Where a major property investment decision has been made it is generally viewed as a strong positive commitment for the local area. Such a major investment will in turn stimulate and attract further investment to the immediate area. In economic terms the value of this stimulus is often difficult to directly quantify and the effects are often not realised for many years after facilities and infrastructure have been built and are operational. Nevertheless investment, like that of the proposed scale, will help raise the profile of the local area, as a place to live, shop, work and invest. This can only be viewed as positive.

DISCLAIMER

This report is for the confidential use only of the party to whom it is addressed (the client) for the specific purposes to which it refers. We disclaim any responsibility to any third party acting upon or using the whole or part of its contents or reference thereto that may be published in any document, statement or circular or in any communication with third parties without prior written approval of the form and content in which it will appear.

This report and its attached appendices are based on estimates, assumptions and information sourced and referenced by Hill PDA and its sub consultants. We present these estimates and assumptions as a basis for the reader's interpretation and analysis. With respect to forecasts we do not present them as results that will actually be achieved. We rely upon the interpretation of the reader to judge for themselves the likelihood of whether these projections can be achieved or not.

As is customary, in a report of this nature, while all possible care has been taken by the authors to prepare the attached financial models from the best information available at the time of writing, no responsibility can be undertaken for errors or inaccuracies that may have occurred both with the programming or the financial projections and their assumptions.

This report does not constitute a valuation of any property or interest in property. In preparing this report we have relied upon information concerning the subject property and/or proposed development provided by the client and we have not independently verified this information excepted where noted in this report.

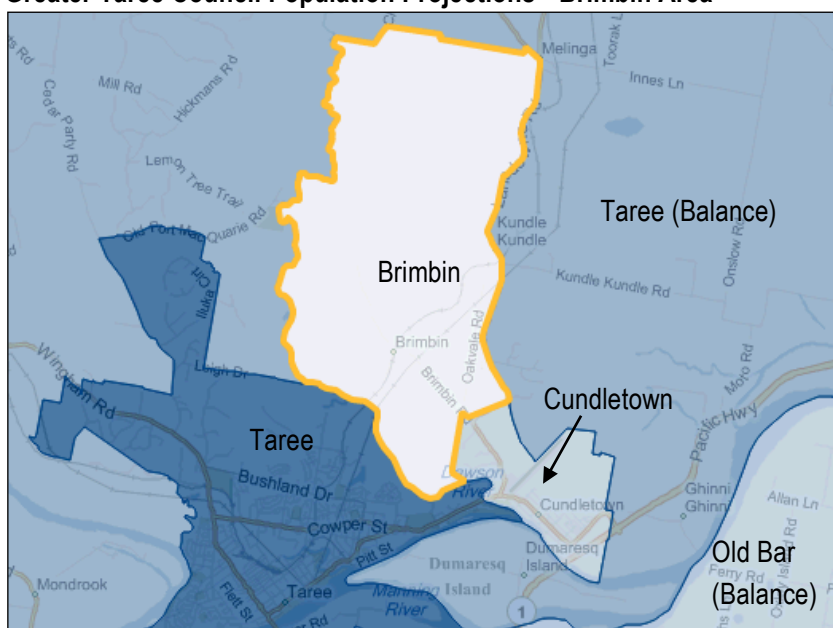
Appendix 1 - **RETAIL DEMAND MODELLING, SENSITIVITY ANALYSIS**

Greater Taree City Council Projections

Greater Taree Council prepares population and household forecasts for the years 2006 to 2031. The LGA is split into 10 areas, which includes Brimbin. These areas are different to the derived suburb boundaries in the 2006 ABS Census.

According to Council's projections, the Brimbin area is bounded by the Dawson River to the Upper Landsdowne Road intersection in the north, Landsdowne Road in the east, and the Dawson River in the south and west. The Brimbin area as part of Council's projections is illustrated in the following map.

Greater Taree Council Population Projections - Brimbin Area



Source: Greater Taree City Council (2010)

The projections are supplied by .id (Informed Decisions) under arrangement to Greater Taree City Council. The data was last reviewed and updated in March 2010. The projections assume that the Brimbin area will provide 2,500 dwellings between 2012 and 2031 as indicated in the following table.

Council's Dwelling Forecast for Brimbin to 2031

Year	Dwelling Commencements Per Annum	Cumulative Dwellings (including existing)
2007 to 2012	< 1 to 2	126
2013	52	178
2014	75	253
2015	100	353
2016 to 2021	125	1,128
2021 to 2031	150	2,628

Source: Greater Taree City Council (2010)

The table indicates that the first residents will move into the Brimbin release area in around 2014. The dwelling commencements start off slower between 2013 and 2015, increasing to 125 dwellings per annum between 2016 and 2021, and 150 dwellings per annum from 2021 to 2031.

Note Council's population estimates do not include all of the rural-residential dwellings surrounding Brimbin within the Local Trade Area. It is estimated that there are an additional 600 to 700 residents within the Local Trade Area that fall outside Council's Brimbin area boundaries. These residents fall into the population projections for the larger Taree Balance.

Adding the forecasts for the Brimbin area to those residents that exist in the Local Trade Area, results in a population of 8,000 residents by 2031.

Council's Population Forecast for Brimbin to 2031

Year	Cumulative Population	Population Change
2006	1,000*	-
2011	1,000*	-
2016	2,060	1,060
2021	3,926	1,866
2026	6,026	2,100
2031	8,055	2,029
Growth 2006 - 2031		7,055
Compound Growth Per Annum		8.70%

* An allowance has been given for the existing population of surrounding rural-residential areas in the Local Trade Area, based on 2006 ABS Collection Districts 1090910 & 1091005. Source: Greater Taree City Council (2010)

From the table it can be seen that the population of the Local Trade Area is forecast to increase to 8,055 persons by 2031, representing a compound annual growth rate of 8.70%. By contrast, the broader LGA will grow at 1.5% per annum over the same period.

Applying the same capture rates as those adopted in Section 6.3 of this report, the Local Trade Area will generate around \$78.4m of household expenditure in 2031, of which \$38.33m is in supermarket and grocery stores, \$12.08m in specialty food stores, and so on.

Expenditure Available to the Local Trade Area, based on Council's Projections (\$m 2009)

Retail Store Type	2011	2016	2021	2026	2031
Population Growth	1,000	2,060	3,926	6,026	8,055
Supermarkets, Grocery Stores	\$ 3.68	\$ 8.08	\$ 16.42	\$ 26.88	\$ 38.33
Specialty Food Stores	\$ 1.16	\$ 2.54	\$ 5.17	\$ 8.47	\$ 12.08
Fast-Food Stores	\$ 0.40	\$ 0.88	\$ 1.79	\$ 2.93	\$ 4.18
Restaurants, Hotels, Clubs*	\$ 0.47	\$ 1.04	\$ 2.10	\$ 3.45	\$ 4.91
Department Stores	\$ 0.59	\$ 1.29	\$ 2.62	\$ 4.28	\$ 6.11
Clothing Stores	\$ 0.10	\$ 0.23	\$ 0.46	\$ 0.75	\$ 1.07
Bulky Goods Stores	\$ 0.20	\$ 0.44	\$ 0.90	\$ 1.48	\$ 2.11
Other Retailing	\$ 0.71	\$ 1.56	\$ 3.17	\$ 5.19	\$ 7.40
Selected Personal Services**	\$ 0.21	\$ 0.46	\$ 0.93	\$ 1.53	\$ 2.18
Total Retailing	\$ 7.51	\$ 16.51	\$ 33.57	\$ 54.96	\$ 78.36

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling)

** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos

Demand for retail floorspace is derived from applying industry benchmark turnover rates to the above retail sales. Applying the same target turnover rates as those adopted in Section 6.4 of this report, the Local Trade Area will demand around 10,700sqm of retail floorspace by 2031, of which 3,500sqm is supermarket floorspace and 1,450sqm is specialty food store floorspace as so on.

Forecast Retail Floorspace Demand, based on Council's Population Projections (NLA sqm)

Store Type	2011	2016	2021	2026	2031
Supermarkets, Grocery Stores	382	812	1,599	2,534	3,499
Specialty Food Stores	158	335	660	1,046	1,444
Fast-Food Stores	55	116	228	362	499
Restaurants, Hotels, Clubs	103	220	433	686	947
Department Stores	165	351	692	1,096	1,513
Clothing Stores	20	43	85	135	186
Bulky Goods Stores	57	121	239	379	523
Other Retailing	156	331	652	1,033	1,427
Selected Personal Services	69	146	287	456	629
Total Retailing	1,164	2,477	4,875	7,727	10,666

