

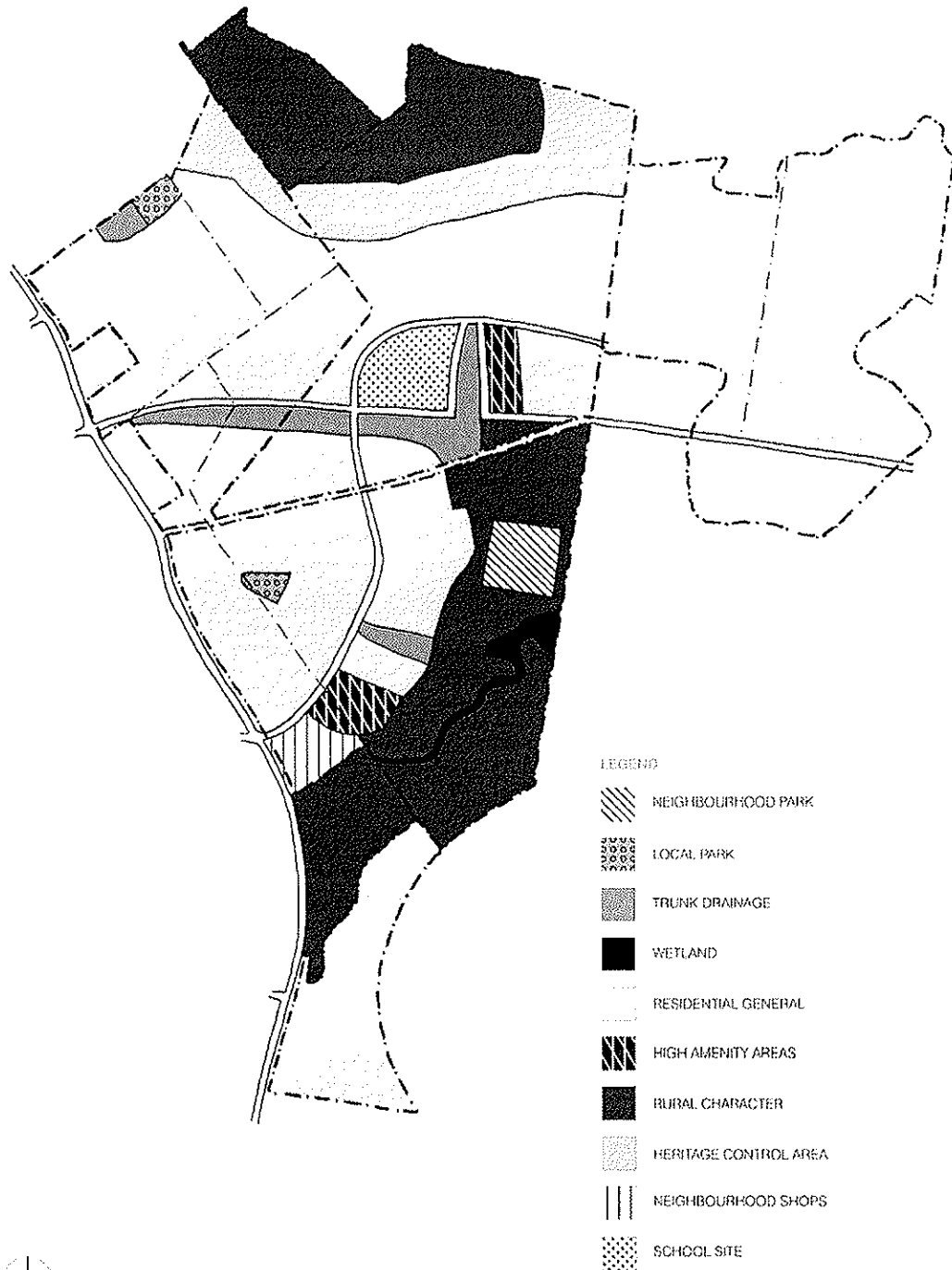
## **Appendix FIVE**

### *Extracts - Aberglasslyn Area Plan*

# Figure 1 - Aberglasslyn Structure Plan

Maitland LEP No 92 refers to the Aberglasslyn Urban Release Area Structure Plan adopted by Council on April 2007

## Aberglasslyn - Structure Plan

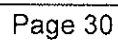


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### 3.13 Key Development Sites

| Objectives                                                                                                               | Requirements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>To ensure that key development sites are properly designed and planned</li> </ul> | <ul style="list-style-type: none"> <li>Development sites and possible uses within the Central Precinct are identified in Figure 8 which identifies open space, drainage/stormwater management areas, potential school site, potential neighbourhood shops, a heritage control area, noise management zone, wetlands and possible exhibition village</li> <li>Residential development within the Central Precinct shall comprise detached dwellings of one or two storeys, dual occupancy and medium density development, or integrated housing in accordance with Council's Urban Housing Chapter of the Maitland City Wide DCP. There will be no resubdivision of residential allotments created in the area, with the exception of subdivisions for approved dual occupancy or medium density housing</li> <li>Any dual occupancy, medium density or integrated housing development within the Central Precinct must be located and designed around areas of high amenity, being sites adjacent to open space, water bodies and bus routes</li> <li>The following sites or land uses shall be located and designed so as to comply with the provisions, standards and requirements of the Maitland Citywide DCP. In particular, development must be consistent with the relevant Precinct Plans, and the objectives and requirements within this Plan <ul style="list-style-type: none"> <li>Neighbourhood shops</li> <li>Schools and community facilities, including safe access, bus bays and adequate parking</li> <li>Existing rural land uses</li> <li>Exhibition villages</li> </ul> </li> </ul> |

Aberglasslyn - Central Precinct Plan



**Appendix SIX**  
*Extracts - Activity Centres and Employment Clusters Strategy*  
**2010**

## Activity Centre and Employment Cluster Typology

Defining a typology of centres and clusters is critical to understanding its function, role and place within the established network and hierarchy of activity centres and employment clusters in Maitland. This section provides an explanation of the types of activity centres, range employment clusters and specific types of retailing which exist in the Maitland LGA.

### ACTIVITY CENTRES

Activity centres are the local and regional hub for community activity. They are places providing a diverse mix of activities where people can socialise, shop, work, meet, relax and often live. Activity centres range in size, scale and development intensity from a neighbourhood centre, like Largs or Tenambit through to a major regional centre, like Central Maitland. Activity centres are usually well-served by public transport, offering a highly accessible location for commercial, personal and retail services, community, entertainment and recreational facilities as well as a mix of housing options to attract for a diverse population.

#### Major Regional Centre:

This activity centre is the community, cultural, civic and commercial heart of a sub-region and is the highest order activity centre for the LGA. It provides a diverse mix of uses which cater to the needs of the local and regional population in a location serviced by high levels of accessibility and where different modes of public transport interconnect.

A significant concentration of commercial offices, higher order comparison retailing and convenience shopping, employment, health and professional services are located within the Major Regional Centre. A range of entertainment, community, leisure and recreational services, along with local and regional educational, arts and cultural facilities are also offered in this activity centre. The Major Regional Centre is also the preferred location for civic functions, facilities and other government departments.

The inclusion of higher density residential development adds to the social diversity and mix of uses. Its inclusion creates a lively neighbourhood with high accessibility to public transport, facilities and services, supports activity outside 'business hours' and supports a thriving evening economy and vibrant activity centre.

#### Town Centre:

This activity centre is the community and commercial heart of a specific area within the LGA. Town centres provide a mix of uses in a highly accessible location which accommodates the needs of the local population within a specific segment. An indicative scale of this centre typology can range from between 80 and 150 establishments.

A Town Centre offers a range of convenience shopping and comparison retailing, health and professional services and commercial offices. It may also contain community and recreational facilities along with local educational institution. The location of restaurants and cafés, mixed with higher density residential development, provides a diverse range of activities, a strong local economy and supports activity outside 'business hours', which create a lively place to meet, socialise and live.

#### Local Centre:

This activity centre is the heart of a specific location. The function of a local centre is primarily to provide for the daily needs of the local residential population within a specific catchment located in close proximity. Residential development through shop top housing provides an alternative housing option in a accessible location and adds to the diversity of uses in this activity centre.

A Local Centre offers a range of convenience shopping with limited comparison retailing, local health and professional services along with a café, restaurant and/or takeaway establishment. A Local Centre may also contain local community facilities and can be characterised by a scale of between 4 and 12 establishments.

#### Neighbourhood Centres:

This activity centre is integrated within a residential neighbourhood to improve the walkability, provide for the convenience needs and create a place with a strong identity for the surrounding community. The scale of this activity centre is characterised by a small cluster of shops with the primary aim of providing convenience services and encourages a reduction in car use for short trips.

### EMPLOYMENT CLUSTERS

Employment clusters provide an accessible location to accommodate a range of industries, bulky goods retailing and business activities. Employment clusters are usually located outside of activity centres however, due to the size, activity or

potential impact of the activity, it may be inappropriate for the particular industry or business use to be located within an activity centre. They range in size and intensity but all have a common aim to provide employment generating activities to encourage growth in the local economy and provide job opportunities to cater for a range of skills and qualifications.

#### Bulky Goods Retailing:

A large, stand alone store or a cluster of similar sized stores which are typically referred to as a 'homemaker's centre' and are usually located at the edge of or outside of existing activity centres. The types of goods sold within these stores varies widely from furniture, white goods and electronics to automotive parts and building supplies, however the defining feature is that the goods are 'bulky' in nature and can not generally be carried away without the use of a vehicle

#### Industrial Activities:

A range of business types including manufacturing, storage, warehousing, transport, engineering and general trades such as mechanics usually removed from activity centres and other locations where a sensitive interface is required.

#### Business Areas:

A concentrated cluster of similar business enterprises usually located outside of existing activity centres. These concentrations offer a range of business types including research and development, education campuses, storage, warehousing and logistics, office-based businesses and high tech industries. In some cases, businesses choose to co-located with others due to the similar type of industry or activity they are engaged in.

### RETAIL TYPOLOGIES

#### Convenience Shopping:

The provision of everyday, essential items and services including food, drinks, newspapers and magazines as well as postal services and banking services.

#### Comparison Retailing:

The provision of items not obtained on a daily or frequent basis. These include items such as clothing, footwear, health and beauty, household and recreational goods.

#### Neighbourhood Shop:

A single shop located within a residential area or in other areas outside of activity centres and employment clusters, providing a convenience shopping function to the immediate residents. Areas for neighbourhood shops are not defined in this strategy as they are a single shop located within residential areas or as a result of an existing use.

#### Stand Alone Shopping Centre:

In line with the LHRs, a Stand Alone Shopping Centre is defined as being a privately owned freestanding format located away from other activity centres. Stand Alone Shopping Centres provide a focused retailing function in an enclosed format with associated car parking on a single site.

### Planning Policy Context

The planning for future growth of activity centres and employment clusters is guided by a variety of state and local government's strategies and policies. The strategies and policies, as outlined below, provide the policy context for the preparation of this strategy to accommodate future growth of Maitland's activity centres and employment clusters.

#### DRAFT CENTRES POLICY

*(NSW Department of Planning, April 2009)*

The NSW Government's *Draft Centres Policy – Planning for Retail and commercial Development* sets out the Department's (DoP) desired approach to the development of centres with a particular focus on retail and commercial activities. The aim of this policy is to "create a network of vital and vibrant centres that cater for the needs of business, and are places where individuals and families want to live work and shop" (DoP 2009: ii).

The principles of the Department's draft Centres Policy include:

- Retail and commercial activity should be located in centres to ensure the most efficient use of transport and other infrastructure, proximity to labour markets and to improve the amenity and liveability of those centres;
- The growth of centres and the creation of new centres are to be supported by

property and the surrounding landscape.

- **Accessibility** – the ease of access by a variety of transportation modes. This includes the quality of car parking in terms of location, safety and availability; the quality, frequency and connectivity of public transport and the provision of quality spaces for pedestrian and cyclists to access the centre from the main arrival point.
- **Potential Capacity for Growth and Change** – For both activity centres and employment clusters, this understands the physical constraints of the location to facilitate expansion and the land available for new and possibly more intensive development to occur.
- **Proportion of Vacancies** – conduct regular landuse surveys of activity centres and employment clusters to ascertain the take up and change in the type of businesses. In activity centres this is particularly significant for those properties at street level. High vacancy levels can contribute to an activity centre being lifeless, rundown and perceived as being unsafe. If this is observed as being a long term issue, incentives and alternative strategies can be put in place to reinvigorate or renew the centre.
- **Rental Value of Properties** – cost of rental can impact on the choices made about location. Providing a range of rental costs and grades of rental space offers choices, in terms of location, ongoing cost and types of services. A range of rental costs also facilitates the entrance of small business and start-up enterprises into the local market, and the location of community services within activity centres thereby resulting in greater choice and diversity for customers.
- **Pedestrian Volume and Movement** – This indicator is specific to activity centres and is a measure of vitality. Monitoring pedestrian volume and movement helps to evaluate the different areas which people are attracted to and frequently use within an activity area or alternatively an area that may be perceived as unsafe and that is not used. This can also be a sign of as to how the centre is being used and at what times of the day and night.

## Assessment of Planning Proposals

An important part to maintaining the viability and vitality of activity centres and

employment clusters and facilitating future development to strengthen existing and create new centres and clusters is through the development assessment process.

To achieve the desired future outcome of the network and hierarchy of activity centres and employment clusters in the Maitland LGA, Council will require applicants to demonstrate the appropriateness of the proposal. The following issues need to be justified for development application within activity centres and employment clusters as well as proposals for commercial, retail, industrial and community land uses located outside of centres.

The level of detail provided should be proportional to the nature and scale of the development proposed. However, all applications must demonstrate that:

- a. The need for the development within the local and if appropriate, the regional context. Consideration should also be given to the local network and hierarchy of activity centres and employment clusters as outlined in this strategy;
- b. The development is of an appropriate scale and is consistent with the vision, role and objectives of the activity centre or employment cluster in which the proposal is located;
- c. Based on the sequential testing framework, the development proposal can not be located within or at the edge of an activity centre or employment cluster;
- d. The location of the proposed development outside of activity centres and employment clusters will have no undesirable impact on their viability; and
- e. The location of the proposed development outside of activity centres and employment clusters is accessible by a variety of transportation modes.

## Sequential testing

In line with the key principles of this strategy to protect the vitality and viability of existing activity centres and protect the viability of well located employment clusters a sequential testing framework will be used. This assessment method has been in

the United Kingdom for a number of years to protect the viability of centres and to ensure communities have access to a range of services and facilities which are easily accessible while also promoting economic growth and encouraging investment. The sequential approach has also been applied to this strategy and the identification of activity centres and employment clusters within the Maitland LGA.

Prioritising sites within existing activity centres and employment clusters or at their edge, the sequential approach aims to encourage developers and business operator to demonstrate that in seeking an appropriate site, they have also been flexible about their business model in terms of scale, format and car parking provisions. This enables specific types of activities and land uses to be located within activity centres and employment clusters which is supported by high levels of accessibility and supported by a range of facilities, services and public infrastructure.

The sequential testing approach requires that sites be considered in the following order:

- Preference will be given to sites located within existing activity centres and employment centres;
- Edge of Centre/Cluster - located on or need to the boundary of the activity centre or employment cluster that is or will be well-connected to the existing centre or where it is demonstrated that expansion is required without compromising the network and hierarchy of centres and clusters; and
- Out of Centre/Cluster – where suitable sites can not be identified in or at the edge of activity centres or employment clusters, preference will be given to sites with have accessibility to a range of transport options, that are close to existing centres or clusters and there is a possibility of forming links.

For large-scale sites out of centre/cluster, an impact assessment must accompany applications which demonstrate that the location will not significantly impact on the vitality and viability of existing activity centres and employment clusters.

## **Impact Assessments**

An impact assessment is required for significant development proposals for a land use best suited within an activity centre or for an employment generating activity best

sited within an employment cluster which is located outside and is inconsistent with the strategies and principles of this strategy.

This assessment must clearly demonstrate to Council that the location outside of the activity centres or employment clusters has considered the sequential testing framework. The impact assessment must justify the location choice and demonstrate that the proposed development will have no undesirable impact on the viability of identified activity centres and employment clusters within the surrounding area; and that the proposed land use activity easily accessible, providing links with a variety of transport options and adequate car parking and therefore the impact on traffic and congestion.

Other considerations such as requirements for infrastructure provision to support the proposal, environment impact of the proposed location, the risk to Council's strategic approach to a network and hierarchy of activity centres and employment clusters and the community and social impact of the proposed development being located outside an existing centre or cluster.

## **Structure Planning**

The purpose of preparing structure plans for activity centres and employment clusters is to ensure that future growth takes place in a coordinated and sustainable manner. In consultation with the local community, government departments and agencies, infrastructure providers and community representatives, structure plans provide the framework, vision and key policy objectives for the activity centre or employment cluster.

It is envisaged that structure plans be prepared, but not limited to the following activity centres and employment clusters:

- Central Maitland Major Regional Centre;
- East Maitland Town Centre / Melbourne Street Precinct;
- Thornton Town Centre;

- Rutherford Town Centre; and
- Other new or identified activity centres and employment clusters as determined by Council.

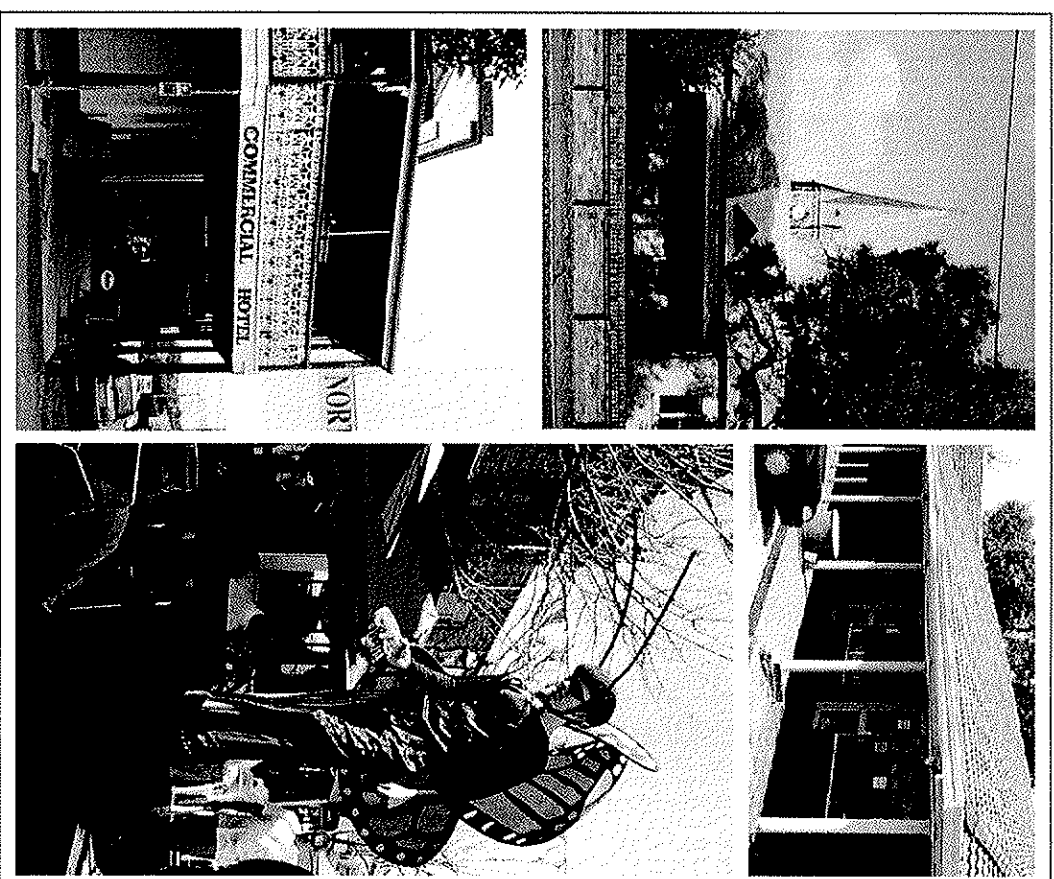
The town centre proposed at Lochinvar and the local centres proposed for Chisholm, Gillieston Heights are part of adopted structure plans. However, a number of the smaller local or neighbourhood centres will be included as a part of a structure plan for an identified urban release area.

Therefore, the planning and design of those activity centres must be considered within the context of the overall release area and how it will best support the immediate and wider residential neighbourhood. The future development of activity areas will be required to provide a detailed planning and design proposals clearly demonstrating that the vision and key objectives of the centre and this strategy are being achieved.

## Design and Development Controls

The implementation of this strategy will occur through a number of mechanisms. In regards to landuse planning, the primary implementation mechanisms are the Maitland LEP 2011 and associated development control plan. Policies and guidelines to support specific issues will also be prepared to ensure that vision and objectives of this strategy are implemented.

To ensure a positive design outcome for Maitland's activity centres and employment clusters, design guidelines will be prepared to support the implementation of this plan. This will provide guidance on a range a design outcomes, such as street layout and design; public spaces and landscaping, safe public realm, mixed use development and higher density building design and car parking. This will present landowners with a clear understanding as to the expectations of Council and ways to achieve the vision and objectives outline in this strategy.



**Appendix SEVEN**  
*Extracts – Maitland Urban Settlement Strategy 2008*

Except for the major release area of Thornton North, there are limited areas of vacant residential land and limited capacity to rezone land in the eastern sector. These limitations are due to the natural and man-made constraints within the locality.

Constraints include the Council waste disposal facility at Mt Vincent Road and its associated buffers, significant stands of remnant vegetation to the south of Ashtonfield, flood prone land around Rathluba and Metford and industrial and commercial developments in East Maitland and Ashtonfield. Residential land supplies are outlined in Table 9.

**Table 9: Land Supply in Eastern Sector**

|                                          |            |
|------------------------------------------|------------|
| Separate dwellings 2(a) zone 2002 - 2007 | 233/ yr    |
| Separate dwellings 1(c) zone 2002 - 2007 | 41/ yr     |
| Medium density dwellings 2002 - 2007     | 91/ yr     |
| Lot yield from existing zoned land       | 3,133 lots |
| Estimated supply of zoned land           | 8-12 years |

Source: Maitland City Council, 2008

### **3.3 Commercial land**

The Lower Hunter Regional Strategy has identified a population increase of 160,000 for the Lower Hunter from 2006–2031. It has been calculated, following employment trends in the Lower Hunter, that this increase in population has the potential to generate 66,000 new jobs.

The LHRS identifies Newcastle City as the regional City of the Lower Hunter supported by Maitland, Charlestown, Glendale/Cardiff, Cessnock, Raymond Terrace and Morisset as the major regional centres. Of the addition 66,000 jobs, the strategy targets 40,000 to be accommodated with these centres along with the stand alone shopping centres at Greenhills and Kotara.

The predicted population growth for the Maitland LGA over the next 25 years is estimated at 66,000 people. Studies into commercial development for the region have identified that Maitland caters for approximately 11.5% of employment in the Lower Hunter. This would equate to an increase of 7,590 jobs over the predicted 25 year period.

The LHRS sets a target of 4,700 new jobs to be accommodated in Central Maitland and Greenhills. This will be investigated, as a part of this work to determine their feasibility, the necessary infrastructure provision required and any potential planning incentives.

Maitland Council is currently preparing the Maitland Centres Strategy and associated policy. The purpose is to provide strategic direction for existing and future planned commercial and employment land uses. The Maitland Centres Strategy is due to be completed by mid 2009, with implementation to follow in the Citywide LEP 2011.

#### **3.3.1 Hierarchy of Centres in Maitland**

Maitland contains a range of retail and commercial centres that have been identified to accommodate the predicted growth in employment. The hierarchy of centres is being reviewed as part of the preparation of the Maitland Centres Strategy. However, using the LHRS centres hierarchy as a guide, the centres within the Maitland LGA are categorised as follows:

|                             |                                                                 |
|-----------------------------|-----------------------------------------------------------------|
| Major Regional Centre       | Maitland CBD                                                    |
| Town Centre                 | East Maitland<br>Rutherford<br>Thornton<br>Lochinvar (emerging) |
| Local Centre                | Telarah<br>Lorn<br>Morpeth<br>Tenambit<br>Metford<br>Woodberry  |
| Stand Alone Shopping Centre | Greenhills                                                      |
| Local Renewal Corridor      | Greenhills/East Maitland                                        |

### 3.3.2 Major Regional Centres

Catering for a range of services, major regional centres provide “a concentration of business, higher order retailing, employment, professional services and generally including civic functions and facilities. A focal point for subregional road and transport networks and may service a number of districts” (*LHRS p.15*).

Combined with the retail, employment, professional services are education, hospital, government, civic services and cultural facilities. Higher density residential development is also an important inclusion.

#### Central Maitland

The Lower Hunter Regional Strategy and Council's existing Commercial and Retail Policy reinforce Central Maitland's primacy as the highest order commercial centre in the LGA.

However, development and expansion of the Greenhills and Rutherford shopping centres have placed pressures on Central Maitland. The development and recently proposed expansions of these centres are catering for and benefiting from rapid residential and industrial growth that has occurred in the respective eastern and western parts of the LGA.

Nevertheless, Central Maitland provides higher order functions not found at other centres within the LGA. It also provides an opportunity for urban consolidation through the intensification of residential development given the proximity to the railway line and convenience to city services.

In recent times, the city has been successful in attracting government office relocations and bulky goods development. Some redundant retail space in Central Maitland provides the opportunity for different types of commercial developments in the future to cater for niche markets and other quasi-commercial opportunities.

Traditional retailing functions of Central Maitland are concentrated in three separate enclosed centres, with strip retailing/shop fronts located along High Street/Heritage Mall. *The Hunter Mall* is the largest single centre comprising over 14,500m<sup>2</sup> of floor space. *Maitland Market Place* is a smaller centre of 3,100m<sup>2</sup> located opposite the Heritage Mall.

*The Pender Place Shopping Centre* is located diagonally opposite the Maitland Marketplace with a floor space of 4,800m<sup>2</sup>. The remainder of the traditional retail facilities within the central area is located along the retail strip on the western side of High Street and Heritage Mall. It has been estimated that there is approximately 28,000m<sup>2</sup> of commercial floor space within this part of Central Maitland.

Central Maitland also contains a significant amount of non-retail floor space in the form of local servicing office space and regional servicing finance, business and government office organisations. The combination of these services strengthens the role of Maitland as the major regional centre, second only to Newcastle within the Lower Hunter Region.

It is estimated that there could be 25,000m<sup>2</sup> of non-retail floor space within Central Maitland. As an entertainment destination, the area contains a cinema complex, clubs, function rooms and restaurants and there is future potential to expand on this function to capitalise on Central Maitland's heritage atmosphere and riverside location.

Central Maitland has substantial diversity of facilities. Strategic planning will need to reinforce this, even though lower order retail functions are likely to continue to be drawn away from the central area. Deliberate mechanisms such as restrictions on use in outlying areas to maintain commercial, cultural and higher order social facilities within Central Maitland will need to be developed. Urban consolidation should be encouraged in strategic areas to support the revitalization of Central Maitland as well as a greater recognition of its important heritage and tourist assets.

The promotion and development of urban consolidation has the capacity to increase intensification of retail activity and related commercial and entertainment facilities near the core. Residential development is also a key factor of urban consolidation within Central Maitland. The increase of residents in this locality promotes a more sustainable use of land and offers high levels of accessibility to a variety of transport options, jobs and a variety of services and facilities. It is projected within the Lower Hunter Regional Strategy that Central Maitland accommodates 3,200 new jobs and 1,300 new dwellings by 2031.

### **3.3.3 Town Centres**

Providing for the district, a town centre will include concentrations of retail, social, commercial and professional services mixed with or adjacent to medium and higher density residential development and serving surrounding residential areas.

Retail representation should be greater than 10,000m<sup>2</sup>, ideally comprising a discount department store, supermarket and a range of specialty shops. Urban services provision greater than 5,000m<sup>2</sup> including professional and commercial activity along with social facilities (childcare), branch library or community centre.

Of the existing lower order centres within the Maitland LGA, the Lower Hunter Regional Strategy identifies the following four as town centres within the hierarchy of centres. Specific housing and employment targets are not provided in the regional strategy instead, it recognises that town centres have a role to play in providing housing and employment opportunities, which should be determined by the Council and responding to what is appropriate in the local area.

The role of the LGA's town centres in providing housing and employment opportunities is currently being investigated as part of the preparation of the Maitland Centres Strategy.

### East Maitland

East Maitland (Lawes Street) is the east side district centre which experiences to some extent competition from the nearby Greenhills shopping centre. Nevertheless it appears to be operating as a vibrant centre, with the potential to enhance its position. This centre has an estimated floor space of 11,400m<sup>2</sup>, of which 6350m<sup>2</sup> is retail floor space and 5,000m<sup>2</sup> is non retail floor space.

Council has undertaken the preparation of an *“East Maitland Shopping Precinct Concept Plan”* which identifies areas, facilities and structures for streetscape enhancement, upgrading and expansion for the betterment of the shopping precinct.

### Rutherford

Having regard to the recent urban expansion occurring in the Rutherford and Aberglasslyn localities, Rutherford town centre has the potential to expand and provide a more diverse range of services. The commercial centre currently provides for a total floor space of 16990m<sup>2</sup> of which 13990m<sup>2</sup> is occupied by retail facilities and 3000m<sup>2</sup> as non-retail floor space.

### Thornton

The existing town centre has a floor space of 4,300m<sup>2</sup> and supports a supermarket and 20 specialty shops. Surrounding the town centre are a number of community facilities supporting the local population. These include a community hall, library, sporting fields, passive open space, schools, pedestrian and cycle links and access crossings.

The proposed urban expansion of Thornton will not only sustain the commercial facility but potentially provide pressure to enhance and increase services in the locality. The structure plan for Thornton North urban expansion includes an area set aside for community facilities and a local commercial precinct.

Studies into population growth and required services justify such facilities for Thornton North without impacting upon the existing commercial centre at Thornton. Further investigations need to be made for this area and the future growth of this area will carefully monitored over the coming years.

### Lochinvar

The Lower Hunter Regional Strategy identifies Lochinvar as an emerging town centre within the Maitland LGA. This indicates a potential for future growth and development within the catchment of the existing centre. Although Lochinvar is currently not identified as one of the investigation areas for infill development or urban consolidation, the future growth of this area will carefully monitored over the coming years.

## **3.3.4 Local Centres**

Primarily servicing the daily convenience needs in walking distance of residents in the surrounding neighbourhood. Local centres vary in size comprising of 1 to 10 shops up to 2,500m<sup>2</sup> including a mini-market and some services, primary school and childcare centre.

As these local centres are generally positioned within established residential areas and not directly linked to major transport routes or other commercial centres, there is the potential for these centres to be forgotten when other larger centres are being upgraded or expanded. Therefore increasing the possibility for both public and private facilities within these local centres to become degraded and underutilized.

The need for a program to systematically select neighbourhood centres for enhancement and revitalization of local centres through streetscape improvements has been identified by Council. A selection program is currently being developed and implemented by Council being the "Neighbourhood Centre Revitalisation Plan."

Throughout the Maitland LGA there are a number of local centres which service the convenience needs of the surrounding local community. These local centres are described below.

### **Telarah**

The Telarah local commercial centre comprises of a supermarket and specialty shops. The total estimated floor space of these facilities is 1,500m<sup>2</sup>. In addition to these facilities there is also a service station across the road which supports a convenience store. A separate post office agency incorporating a newsagency and convenience store, church and church hall, stone mason, sporting fields and bowling club are all within walking distance of the commercial centre.

### **Lorn**

The Lorn local centre stretches along both sides of Belmore Road and includes a small supermarket and specialty shops such as cafes, hairdressers, butchers, restaurants, takeaway food outlets and non-retails such as medical related professional services. The Lorn local centre has an estimated total floor space of 3,600m<sup>2</sup>.

### **Morpeth**

Caters mainly for the tourist trade rather than convenience shopping for the local population. The commercial precinct is spread out along either side of the main road. There is no super market within this locality and only a few outlets could be described as "convenience retail". There is approximately 6,000m<sup>2</sup> of commercial floor space at Morpeth.

### **Tenambit**

The commercial area is an older facility in an established residential area. A supermarket and 14 shops make up the commercial facility. It is estimated the centre comprises of 1,700m<sup>2</sup> of floor space. Community facilities, schools, open space and commercial centre are connected by pedestrian and cycle links.

### **Metford**

A smaller centre of approximately 600m<sup>2</sup> providing basic conveniences to the surrounding population. A second newer small commercial area is provided to the east of the existing centre in proximity to schools and public open space. This centre supports a service station containing a convenience component.

### **Woodberry**

The locality of Woodberry is positioned on the eastern fringe of the LGA. The commercial centre of Woodberry supports approximately 1,300m<sup>2</sup> of commercial floor space. Facilities in this centre are limited due to the proximity of the North Beresfield shopping centre which contains 40 retail and non-retail outlets, including a supermarket. Community and public facilities are located in close proximity to the commercial centre with established links to these facilities and commercial centre.

#### **3.3.5 Stand Alone Shopping Centre - Greenhills**

Greenhills is identified within the Lower Hunter Regional Strategy as a 'stand alone centre' and defined as "privately-owned centres located away from other commercial areas, containing many of the attributes of a town but without housing or open space" (2006: 15).

The Greenhills shopping centre is a purpose built shopping complex comprises 38,170m<sup>2</sup> of floor space. In addition to this traditional retail floor space, the fringe areas surrounding the centre provide for 6,610m<sup>2</sup> of floor space for bulky goods outlets. The regional strategy projects an additional 1,500 new jobs be accommodated at Greenhills and while the shopping centre has capacity and notional plans for further extensions up to 23,000m<sup>2</sup>, topographical issues may limit this extension.

#### **3.3.6 Local Renewal Corridors**

Allow for clusters of low to medium residential development, mixed use businesses and enterprise development along former principal and main road links that now provide intra-regional road corridors carrying significant volumes of traffic and public transport services. Activity extends from a block beyond the road, allowing appropriate access and function.

Activities include residential, small specialised and independent retails, clusters dedicated to new retail formats, light industrial units and small emerging businesses. Older style shopping strips will persist, as will residential development within business zones.

The opportunity for residential development to intensify in the future is apparent. The renewal corridors, including both the anchor centres and the linear strip will accommodate a range of future mixed-use residential and commercial/retail developments in all parts of the corridor including the anchor centres.

#### **Local Renewal Corridor - Greenhills/East Maitland**

The East Maitland renewal corridor bridges the traditional East Maitland commercial area and the fast growing Greenhills area. The potential future importance and vibrancy of the New England Highway as a consequence of custom and traffic movement highlights the importance of this corridor. Much of the land is zoned residential, and therefore the intensification of dwellings would be a major component of future development and renewal in the corridor.

The proposed corridor improves the functional links between the regional centre of Maitland and the centre of Greenhills. This creates an important context in drawing these two centres together to compliment rather than compete.

From an urban consolidation perspective, the strip is currently largely underdeveloped. Low intensity retail and commercial development have occurred in more recent times, in the vicinity of the Greenhills Centre. The existing residential areas consist of single detached dwellings on large blocks. The capability to intensify these properties within easily accessible distance of the roadway and the railway line exists.

In galvanizing the connection between Maitland and Greenhills, this area would become an additional part of the focus for the combined Maitland and Greenhills trade area catchment. The proposals for urban release areas of Thornton North and the eastern precinct towards Four-Mile Creek and Beresfield would significantly enhance this renewal corridor's economic function.

The area should not compete with Greenhills or Central Maitland, but rather allow for lower order and less intensive commercial uses as well as residential development. The identification of the residential areas as "core" zones should be investigated and higher densities nominated.

### **3.4 Key outcomes for commercial land**

As a part of the preparation of the Maitland LEP2011 has become evident there is a need to develop a strategic approach to commercial land. Preparation of the Maitland Centres Strategy aims to develop key principles including:

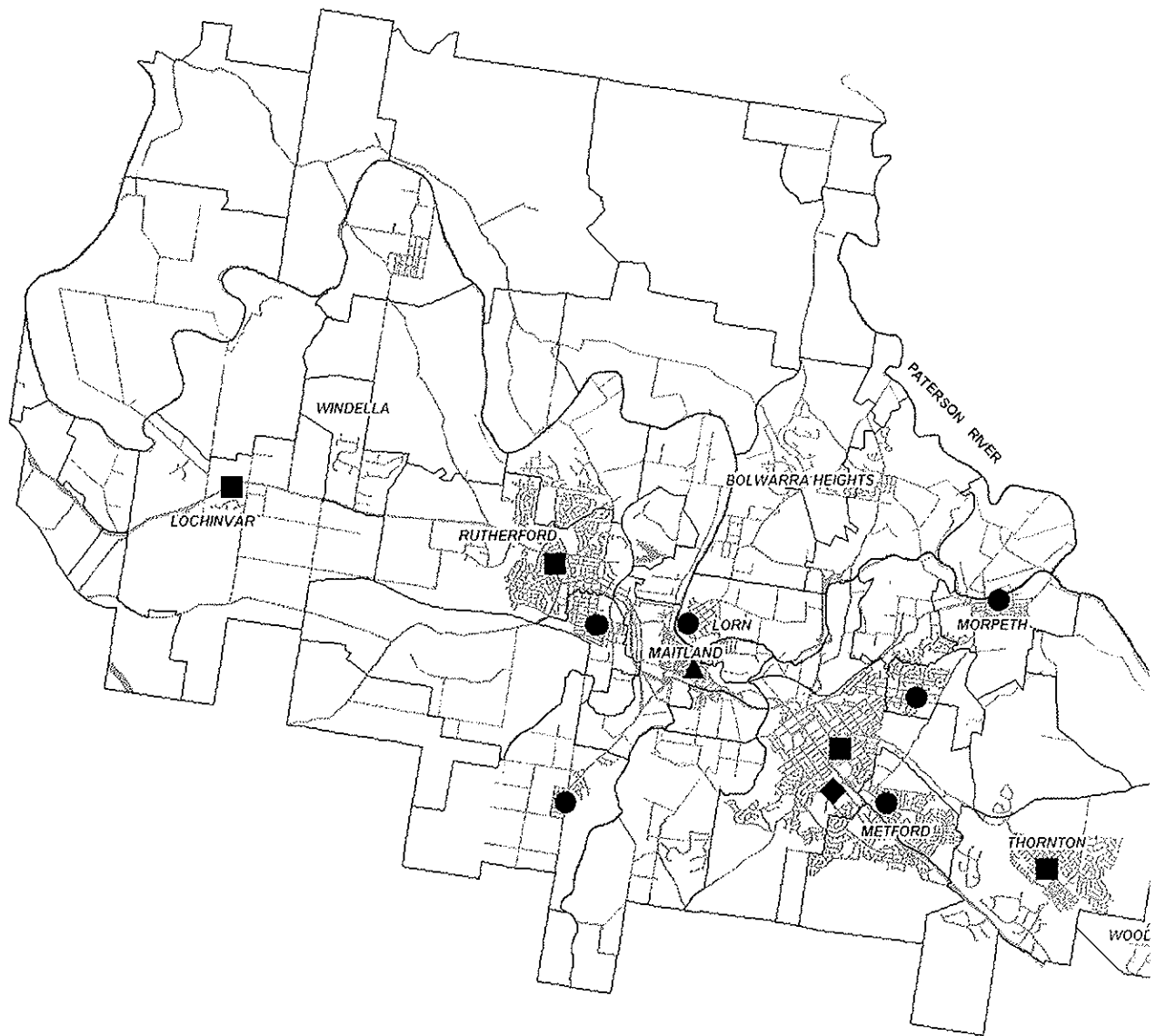
- Renewal of centres;
- Hierarchy of development;
- Integration of land use and transport;
- Variety of centres to service the community;
- Encouragement of residential development in and around centres; and
- Opportunities for new jobs to match population growth.

The outcome of these principles is to:

- Minimise the extent of ribbon commercial development;
- Ensure commercial centres are readily accessible to a range of transport nodes;
- Establish retail and commercial centres as the focus of community activity;
- Facilitate high standards of urban design in retail and commercial centres;
- Encourage the design of buildings and landscapes which relate to their physical context and are user friendly; and
- Consolidate and maintain the integrity of the retail and commercial centres hierarchy.

To achieve the intended outcome the following issues will be investigated:

- Demand for additional retail and commercial floorspace in planned centres due to likely continuation of high population growth;
- Demand for retail warehousing and need to manage demand to limit ribbon commercial development along major roads in and around existing commercial centres and industrial estates;



## COMMERCIAL CENTRES IN MAITLAND



Scale 1 : 150 000  
Printing Date: November 2008



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This map has been prepared on the basis of information available to Council at the date of issue. However, that information may be subject to change over a limited time and should therefore be verified with Maitland

- ▲ Major Regional Centre
- ◆ Stand Alone Shop
- Town Centre
- Local Centre

- Economic and community advantages in recognizing and supporting the hierarchy of centres;
- The failure of some retail centres to meet appropriate aesthetic and social expectations, variously exhibiting the following :–
  - Retail/commercial centres which are disjointed and lack cohesion;
  - Centres which fail to adequately address the street, placing parking abutting the street and containing facades which are out of context and demote civic profile;
  - Centres with inappropriate and/or lack of interpretive signage;
  - Centres lacking accessible community focal points;
  - Inadequate access for pedestrian/cyclists;
  - Inadequate street furniture;
  - Inadequate structural landscape works;
  - Effective user friendly local road network into and out of the business area.

The Maitland Centres Strategy is being prepared in support of the Lower Hunter Regional Strategy, to update the current commercial and retail policy and as a critical building block in the preparation of the Maitland LEP2011.

### **3.4.1 Current and Future Market Trends**

Recent studies into the areas of employment growth potential have identified the categorizing of employment into the following fields:

|                      |                                                                                                                                                                         |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Community Based      | Cultural and recreational services<br>Health<br>Education<br>Mining and extractive industries<br>Agriculture, Forestry, fishing                                         |
| Office/Defense       | Communications<br>Finance, insurance<br>Property and business<br>Public administration and defense                                                                      |
| Manufacturing        | Machinery, transport and equipment<br>Construction<br>Transport and storage<br>Wood products<br>Metal products<br>Chemicals and petroleum<br>Energy, water and sewerage |
| Retail/Entertainment | Food industries<br>Wholesaling<br>Retailing<br>Accommodation, restaurants, cafes and clubs                                                                              |