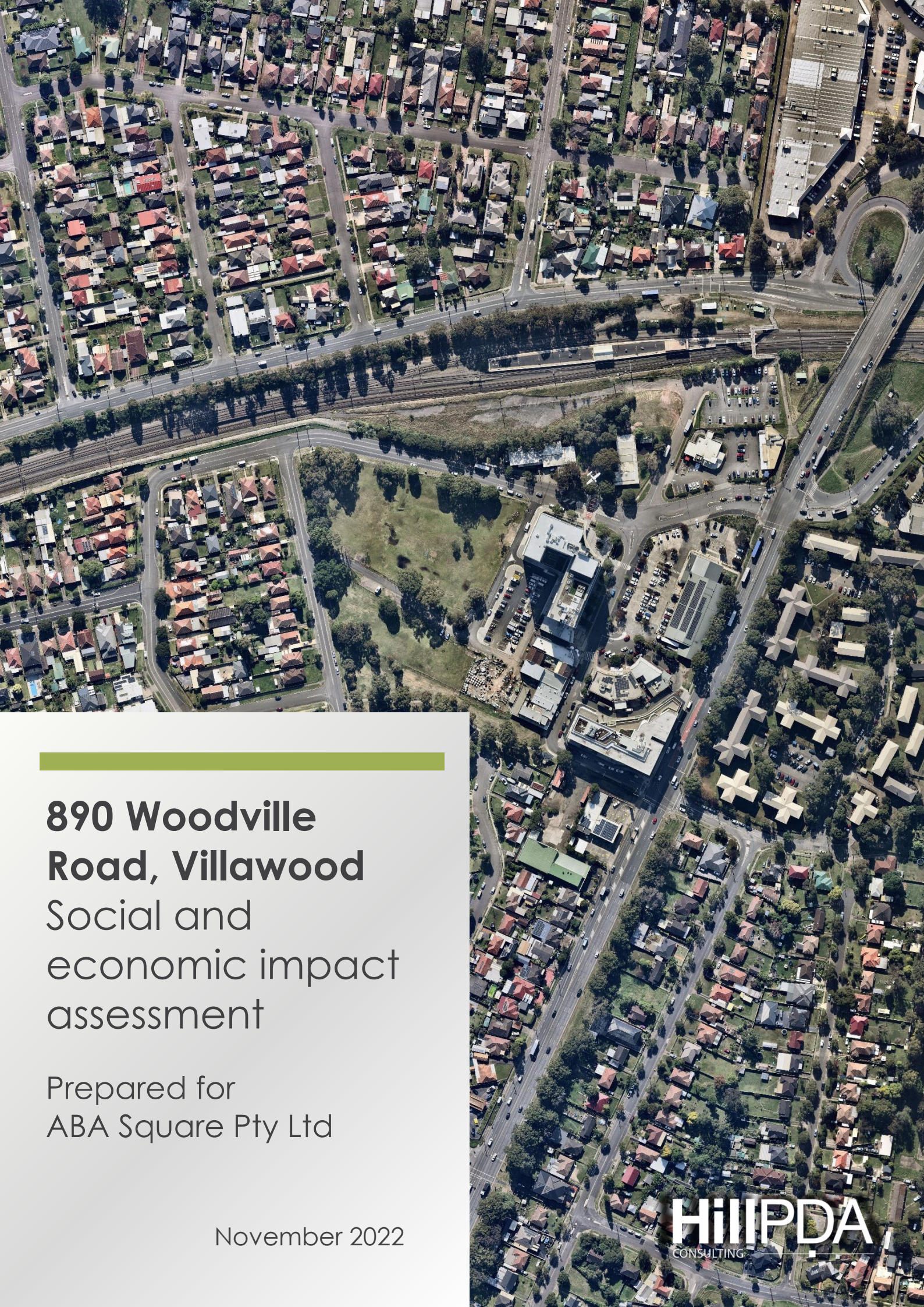

890 Woodville Road, Villawood

Social and economic impact assessment

Prepared for
ABA Square Pty Ltd

November 2022

HillPDA CONSULTING

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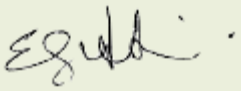
This document is for discussion purposes only unless signed and dated by a Principal of HillPDA.

Reviewer

Signature		Dated	02/11/22

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INTRODUCTION

1.0 INTRODUCTION

This Social and Economic Impact Assessment (SEIA) has been prepared for ABA Square Pty Ltd to accompany a combined Planning Proposal (PP) and Development Application (DA) for a 12,300 square metre mixed-use development at 890 Woodville Road, Villawood. The SEIA has been structured to align with the Department of Planning and Environment (DPE) *Social Impact Assessment Guideline* (the SIA Guideline), as well as with the requirements for SIAs contained within Clause 2.5.13 of the *Fairfield Citywide Development Control Plan 2013*.

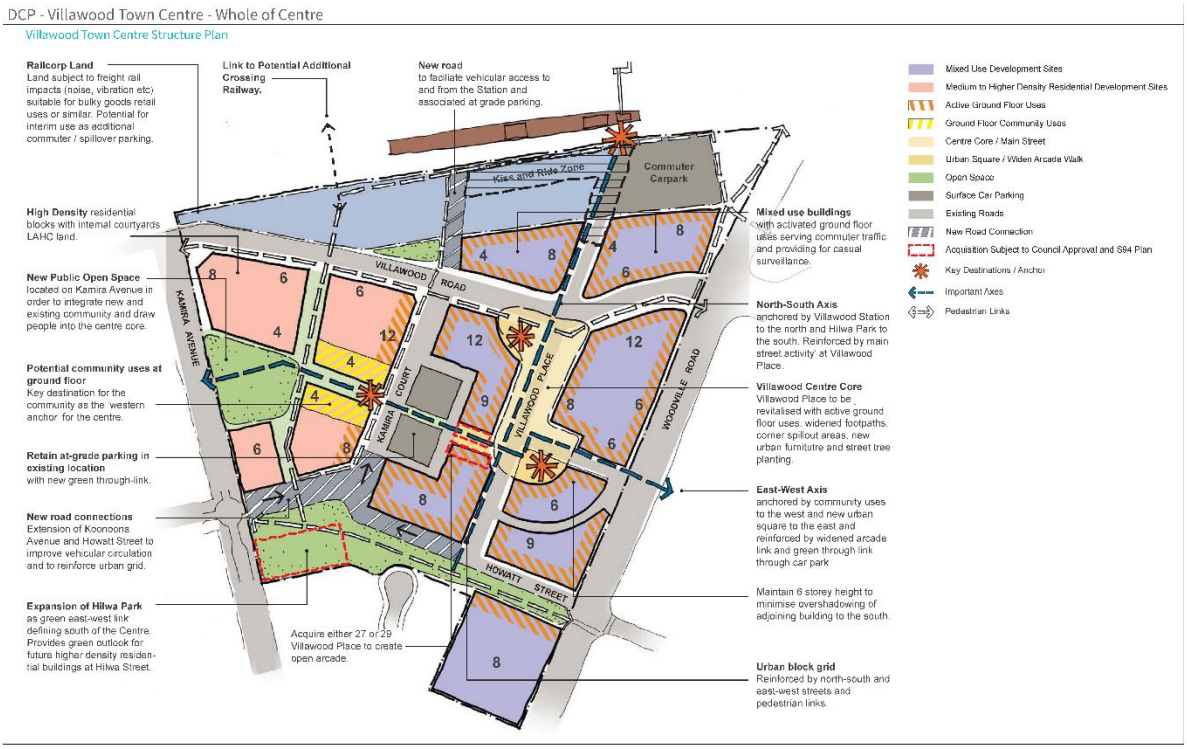
This SEIA has been prepared to comply with industry best practice. It identifies both positive and negative impacts that may arise from the proposed development and applies a social risk rating to evaluate the significance of impact that is likely to occur. Mitigation measures are proposed to enhance positive impacts and minimise negative impacts.

This report was originally prepared to accompany the PP concept design in May 2022 and has been updated to the final concept design in October 2022. As such, the demographic and background research reflect information current at the time this report was originally drafted.

1.1 Background to the proposal

Fairfield City Council have completed a range of strategic planning work over the last 15 years to cater for future population growth, including the Residential Development Strategy (RDS) (2009). Council adopted many of the recommendations for the RDS, leading to the implementation of residential upzoning and zoning of new public recreation areas in key centres, including Villawood. Villawood was identified as a key site for residential intensification due to its strategic location near key transport facilities and lack of development constraints, precipitating the procurement of an Urban Design Study for the Villawood Town Centre in 2018 (an excerpt can be seen in Figure 1). The recommendations of the Urban Design Study included retaining the existing zoning and lack of floor space ratio requirements, though it suggested a range of building heights, minimum site areas, and requirements for streetscape activation to apply to the Villawood Town Centre. These recommendations were developed into PPs and endorsed by Council in 2020. The Villawood Town Centre is now subject to a range of specific conditions in the *Fairfield Local Environmental Plan 2013* (Fairfield LEP) and *Fairfield Citywide Development Control Plan 2013* (Fairfield DCP), as well as those in a site-specific *Villawood Town Centre Development Control Plan 2020*.

Figure 1: Villawood Town Centre Urban Framework Plan



Source: TPG Town Planning and Urban Design (2017)

This SEIA has been prepared to accompany both a PP and a DA for 890 Woodville Road, a site located within the Villawood Town Centre as detailed above. The PP component of the proposal seeks to rezone the existing R4 zoned portion of the site (898 Woodville road and 15 Hilwa Street, Villawood) to B2 and reduce the minimum site area control pertaining to the site. Currently, Clause 7.8 of the Fairfield LEP imposes a nine metre height limit for the area the site is within (overriding any other height limit control in the Fairfield LEP) unless the relevant site area meets a prescribed minimum size.

For 890 Woodville Road, the minimum site area is 4,000 square metres. Should the site meet this minimum site area requirement, a 27 metre height limit would be applicable pursuant to Clause 4.3 of the Fairfield LEP. As the site is 3,430 square metres, the PP is to enable the 27 metre height limit to apply to the site despite it not meeting the minimum site area. HillPDA notes that urban design study for Villawood Town Centre had proposed a minimum site area for the site of 3,500 square metres.

Figure 2: Aerial imagery of the site and surrounds

Source: HillPDA, NearMap (2022)

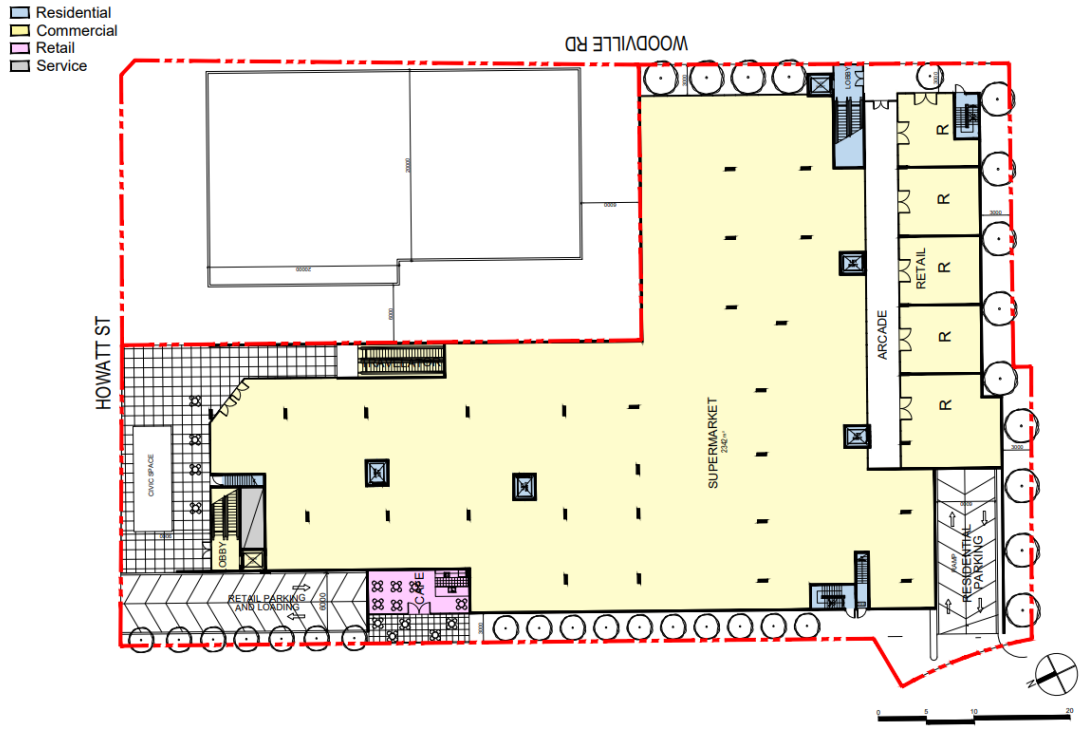
1.2 The proposed development

The DA component of the proposal is for the development of a mixed use development of approximately 12,300 square metres, consisting of:

- 122 residential apartments across two seven storey buildings
- Approximately 2,700 square metres of retail area at the ground level, including space for a supermarket and four smaller retail tenancies
- Approximately 192 car parking spaces across two basement levels
- Approximately 50 bicycle storage spaces
- Provision of 950 square metres of communal open space within the site.

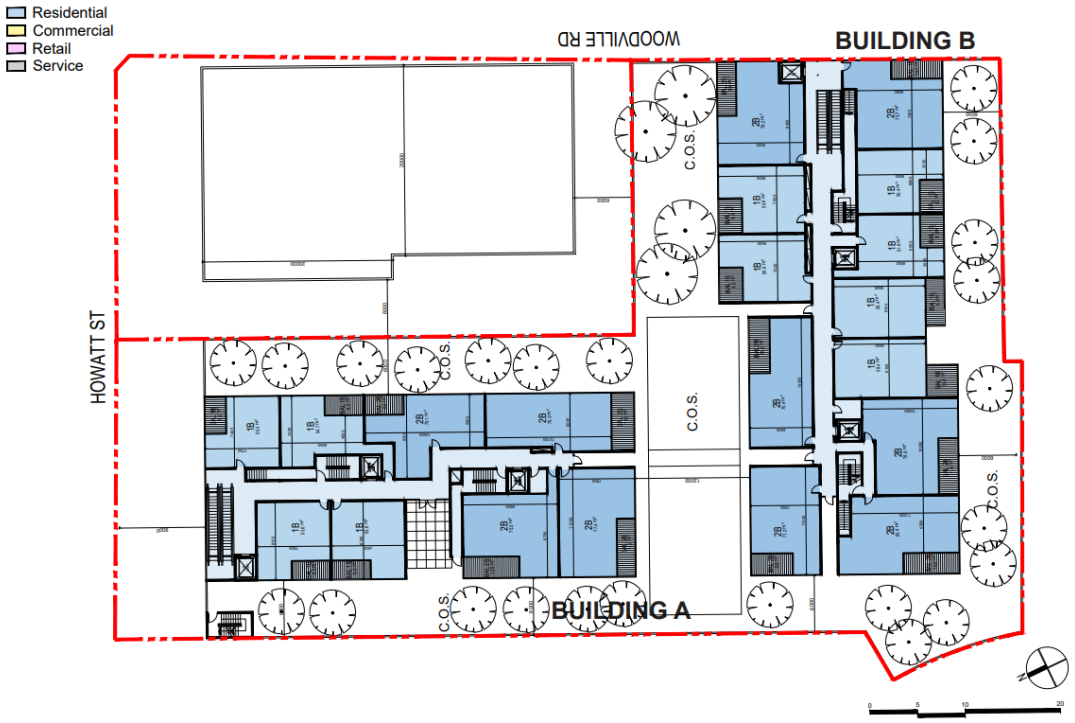
Excerpts from the plans for the DA are shown in Figure 3 and Figure 4.

Figure 3: Proposed ground floor plan, 890 Woodville Road, Villawood



Source: Tony Owen Architects (2022)

Figure 4: Proposed first floor plan, 890 Woodville Road, Villawood



Source: Tony Owen Architects (2022)

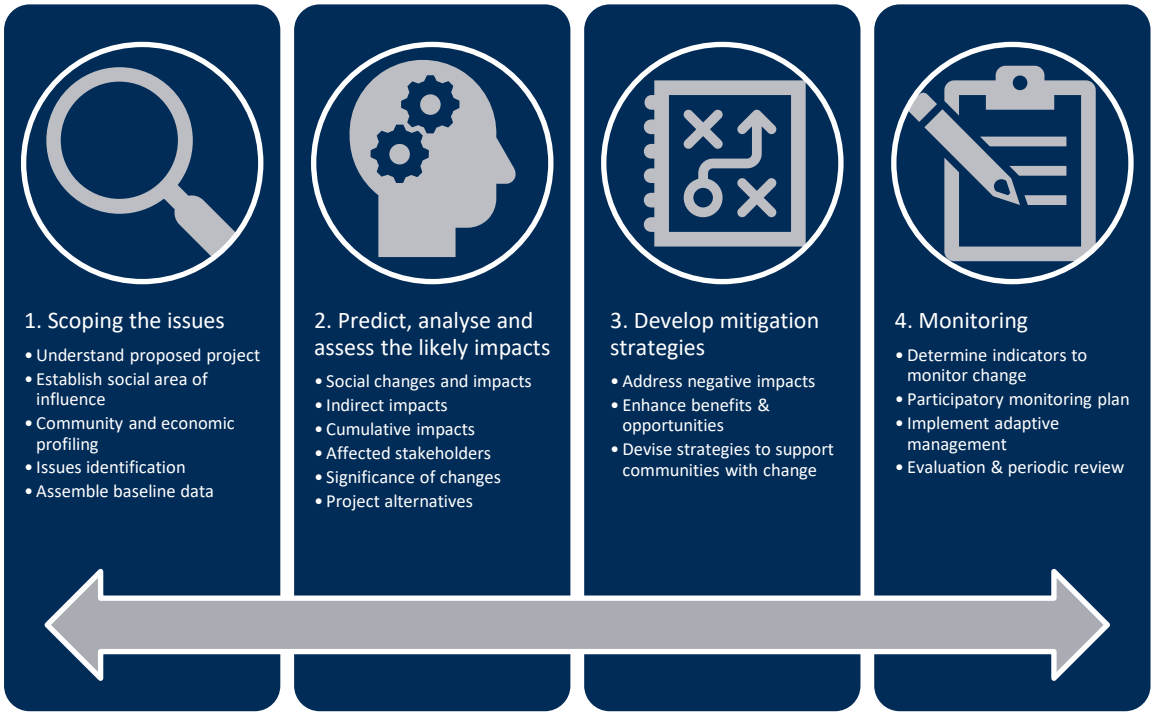
METHODOLOGY

2.0 METHODOLOGY

2.1 Overview

This SEIA has been prepared in alignment with industry best practice and Department of Planning and Environment *Social Impact Assessment Guidelines*, as well as the requirements outlined under Clause 2.5.13 of the Fairfield DCP. Figure 5 presents the key steps and tasks undertaken to prepare this SEIA.

Figure 5: Assessment approach



Source: Adapted from Vanclay, F., et al. (2015): p. 7

2.2 Impact assessment framework

The impact assessment presented in this report identifies and evaluates changes to existing social conditions due to the project. This includes the assessment of direct and indirect benefits and effects/impacts, as well as consideration of any cumulative impacts. Individual impacts are evaluated in terms of the likelihood of the impact occurring, the characteristics of the impact and the magnitude of the impact.

2.2.1 Likelihood of impact

The likelihood of a potential impact is a primary element of considering each social impact and its risk rating. The criteria used to determine the likelihood of any potential impact are described in Table 1.

Table 1: Likelihood of impact

Likelihood	Description	Indicative Probability
Almost certain	Definite or almost definitely expected	Greater than 90 per cent
Likely	High probability	70 per cent
Possible	Medium probability	50 per cent
Unlikely	Low probability	30 per cent
Very unlikely	Improbable or remote possibility	Less than 10 per cent

Source: DPIE (2021), *Social Impact Assessment Guideline*. Adapted from Esteves A.M.et. al. (2017)

2.2.2 Characteristics of impact magnitude

The magnitude of a potential impact is a key consideration to determine a risk rating, in determining the magnitude of a potential impact there are five key characteristics that must be considered, these are shown below in Table 2.

Table 2: Characteristics of social impact magnitude

Characteristic	Details needed to enable assessment
Extent	Who is expected to be affected? Will any vulnerable groups be impacted? Which locations and people are affected?
Duration	When is the impact expected to occur? Will it be temporary or permanent?
Severity or scale	What is the likely scale or degree of change?
Sensitivity or importance	How sensitive/vulnerable or adaptable/resilient are affected people to the impact, or (for positive impacts) how important is it to them?
Level of concern/ interest	How concerned or interested are people?

Source: DPIE (2021), *Social Impact Assessment Guideline*. Adapted from Esteves A.M.et. al. (2017)

2.2.3 Levels of impact magnitude

Below in Table 3, categories of scale to assess the overall level of magnitude of social impacts.

Table 3: Magnitude levels for social impact

Magnitude	Description
Minimal	No noticeable change experienced by people in locality.
Minor	Mild deterioration/improvement, for a reasonably short time, for a small number of people who are generally adaptable and not vulnerable.
Moderate	Noticeable deterioration/improvement to something that people value highly, either lasting for an extensive time, or affecting a group of people.
Major	Substantial deterioration/improvement to something that people value highly, wither lasting for an indefinite time or affecting many people in a widespread area.
Transformational	Substantial change experienced in community wellbeing, livelihood, amenity, infrastructure, services, health and/or heritage values; permanent displacement or addition of at least 20% to a community.

Source: DPIE (2021), *Social Impact Assessment Guideline*. Adapted from Esteves A.M.et. al. (2017)

2.2.4 Significance of impact

Potential impacts are identified as part of the scoping process (see section 6). They are then analysed based on the nature of the impact and its predicted severity. A mitigation strategy is proposed if necessary and finally both impacts are assigned a Social Risk Rating (SRR). The matrix used to calculate SRR is below in Table 4. The Social Risks for the proposed development are assessed using this matrix.

Table 4: Social risk matrix

		Magnitude				
		Minimal	Minor	Moderate	Major	Transformational
Likelihood	Almost certain	**Low**	**Medium**	**High**	**Very high**	**Very high**
	Likely	**Low**	**Medium**	**High**	**High**	**Very high**
	Possible	**Low**	**Medium**	**Medium**	**High**	**High**
	Unlikely	**Low**	**Low**	**Medium**	**Medium**	**High**
	Very unlikely	**Low**	**Low**	**Low**	**Medium**	**Medium**

Source: DPIE (2021), *Social Impact Assessment Guideline*. Adapted from Esteves A.M.et. al. (2017)

SOCIAL LOCALITY

3.0 SOCIAL LOCALITY

3.1 The site

The site is located at 890 Woodville Road, Villawood. It is comprised of the combination of two lots, Lot 3 of DP208677 and Lot 100 of DP1070965. The site is zoned a mixture of B2 Local Centre and RE1 Public Recreation. The site is bounded by residential development to the south and west, Howatt Street to the north, and a combination of Woodville Road and a service station to the east.

The combined site area is approximately 3,430 square metres. This is below the minimum lot size required to access the 27 metre height limit ascribed to the site in the LEP, noted in section 1.1. Currently, the site consists of a single storey commercial development, operating as piano store and repair shop, with associated vacant and storage land to the rear and north of the building.

Figure 6: Satellite image of the site

Source: HillPDA, Google Maps (2022)

3.2 The surrounds

The site is located in the southernmost section of the Villawood Town Centre (as defined under the *Villawood Town Centre Development Control Plan 2020*), and is therefore in a rapidly changing, urbanising area. As seen in Figure 7, the Villawood Town Centre area is located immediately to the north and northwest of the site, with the site located within the 'business precinct' of the town centre area. The 'residential precinct' section is located to the northwest of the site.

Figure 7: Villawood Town Centre DCP Precinct Map

Source: HillPDA, Fairfield City Council (2020)

The existing site surrounds include older residential developments to the south largely consisting of single and two storey residential dwelling houses, with a small commercial area further to the south. To the north (within the Villawood Town Centre DCP area) is a commercial area and local shopping centre, as well as some new mixed

use development. To the northeast of there is a large medium density residential development, with light industrial and warehousing development further to the east.

Further afield in Villawood, there is a range of industrial development, centred around the railway line at Leightonfield, east of the site. South and west of the site largely comprises low-density residential land. The Villawood Immigration Detention Centre is northeast of the site. Additionally, Villawood hosts significant transport infrastructure including the NSW Main South railway line which traverses east-west through the centre of the suburb; Woodville Road, which traverses southwest-northeast through the centre of the suburb; and the Hume Highway, which constitutes the southern boundary of the suburb.

3.3 Access

The site is located in western Sydney, approximately 21.5 kilometres west of the Sydney CBD, 8 kilometres south of the Parramatta CBD, 30 kilometres east of Penrith, and 6.5 kilometres north of Liverpool. An overview of surrounding transport infrastructure is provided in Figure 8.

Figure 8: Local context and transport access

Source: HillPDA, CartoDB (base map) (2022)

Road access to the site would be off Woodville Road, at the southwestern corner of the site, where access to underground parking within the site would be provided. Pedestrian access to the site would be provided from Woodville Road in the east and Howatt Street in the north.

The site is located between two important transport corridors, NSW's Main South railway line and the Hume Highway. Villawood Station, located 300 metres north of the site, provides access to Greater Sydney's railway network, and bus stops are located less than 100 metres from the site boundary. An overview of public transport routes servicing the site is provided in the table below:

Table 5: Public transport routes accessible from the site

Route number	Route name	Key destinations	Trip duration from site	Weekday peak frequency
Rail transport				
T3	T3 Bankstown Line	Liverpool	11 minutes	20-30 minute intervals
		Bankstown	10-15 minutes	15-20 minute intervals
		Lidcombe	25-35 minutes	20-30 minute intervals
		Parramatta (via Cabramatta and T5 line)	30 minutes	30-40 minute intervals
		Central	41 minutes	10-30 minute intervals
Bus transport				
905	Bankstown to Fairfield	Bankstown railway station	34 minutes	15-20 minute intervals
		Bass Hill	11 minutes	
		Fairfield railway station	12 minutes	
907	Bankstown to Parramatta via Bass Hill	Bankstown railway station	26 minutes	20-30 minute intervals
		Bass Hill	10 minutes	
		Parramatta railway station	23 minutes	

Source: TfNSW Trip Planner (2022)

From 2024, train services from Villawood will be changing to enable the conversion of a large part of the T3 Bankstown Line to the M1 Metro Line. This change will see the replacement of direct services to Bankstown (as well as services to the City via Bankstown) with direct services to the City via Lidcombe and the Inner West. This would have the effect of reducing travel times to Central and Lidcombe while increasing travel times to Bankstown.

Road access around the site is provided by the key arterial road adjacent to the site, Woodville Road. This provides north-south access between the Hume Highway (south of Villawood) and the M4 Western Motorway and A44 Great Western Highway, near Parramatta. Nearby links to these major roads provide the site with good access to the wider NSW road network.

The site is poorly serviced by active transport, with no designated, off-road cycleways within 800 metres of the site. However, the Parramatta to Liverpool Railside Trail is a short cycling distance from the site, with its nearest point located approximately 2.2 kilometres to the west (ten minutes via bicycle). This route provides relatively direct access between Liverpool and Parramatta. Utilising the Railside Trail to access Parramatta or Liverpool from the site would take roughly 40 minutes via bicycle.

3.4 Social infrastructure

What is social infrastructure?

Social infrastructure is comprised of the facilities, spaces, services and networks that support the quality of life and wellbeing of our communities. [1] Social infrastructure is important to a community as it provides the tangible infrastructure to support the safety, health and wellbeing of that community which allows individuals to be happy, safe and healthy, to learn, and to enjoy life. A network of social infrastructure contributes to social identity, inclusion and cohesion and is invariably used by all at some point in their lives, often on a daily basis.

[1] Australian Infrastructure Audit 2019 - 6. Social Infrastructure.pdf (infrastructureaustralia.gov.au)

Access to high-quality, affordable social services has a direct impact on the social and economic wellbeing of all community members.

This report has considered the following types of social infrastructure:

- Education – child care, schools, tertiary facilities
- Health care – general practice
- Community and culture – libraries and community centres
- Active and passive recreation – such as parks, sporting ovals and social clubs, halls etc.

This report focuses less on businesses such as retail or commercial services which may claim to offer social benefits or services. While these facilities provide a valuable social function, the future provision of these businesses in any area is typically market-led and does not benefit from formal government funding.

Social infrastructure facilities generally operate at three levels of provision. These are local, regional and district. The different scales of infrastructure service different sized catchments. Catchments refer to both geographical areas and the size of the population serviced. For example, a primary school is intended to serve the local population, usually within walking distance. However, a university will cater for a much wider population.

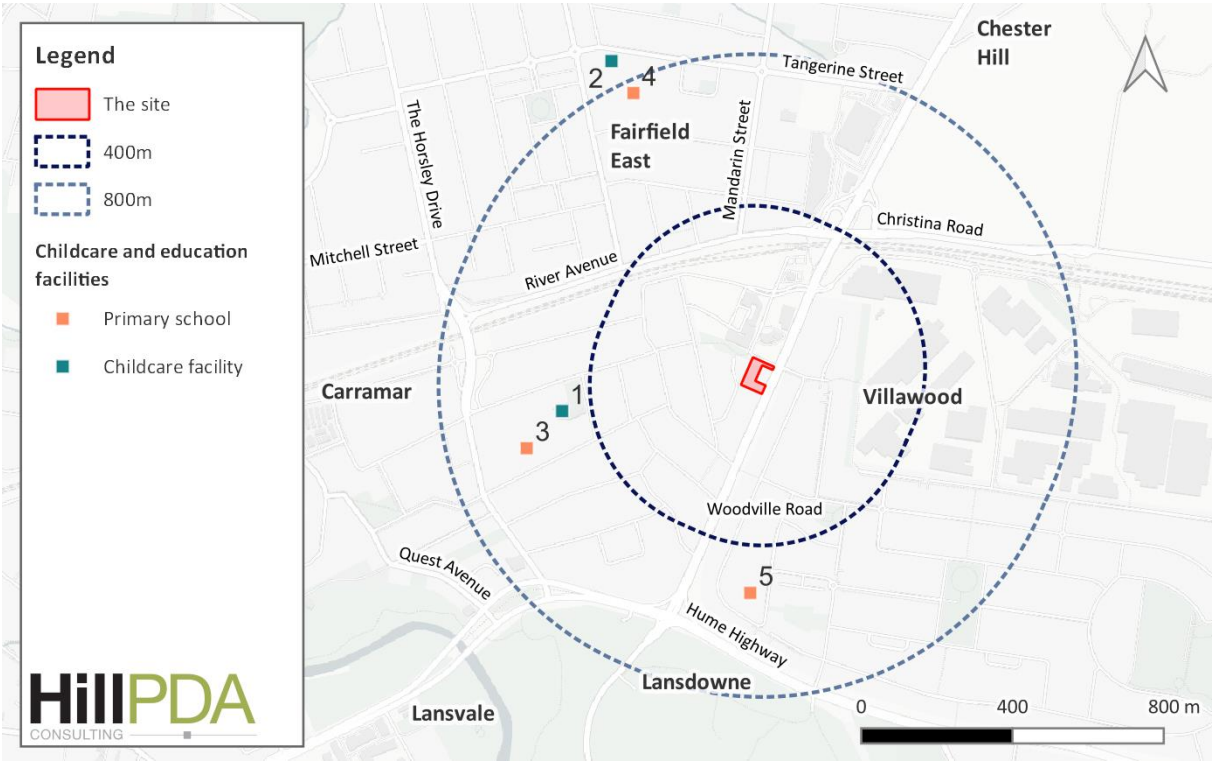
An audit of social infrastructure in the area surrounding the site (using 400 and 800 metre catchments) has been conducted using GIS software and drawing from a range of data sources, including:

- NSW DPE Environmental Planning Instruments Layer
- NSW DPE Points of Interest Layer
- Australian Department of Education MySchool database
- Australian Children's Education and Care Quality Authority (ACECQA) Child Care Finder
- ABS data
- Healthdirect Australia (Australian Department of Health) Service Finder.

3.4.1 Education and childcare

There are no education or childcare facilities within 400 metres of the site, however, there is a small collection of such facilities within and close to 800 metres from the site. This includes three primary schools (two public, one Catholic) which would likely be within a reasonable walking distance for any students who may reside at the site (provided that there is a safe active transport route). Additionally, a long day care centre is located slightly further than 400 metres from the site, and an outside school hours care facility is located approximately 900 metres to the northwest of the site.

Figure 9: Education and childcare facilities near the site



Source: DPE (2022), NSW Education (2021), ACECQA (2021)

Table 6: List and details of education and childcare facilities near the site

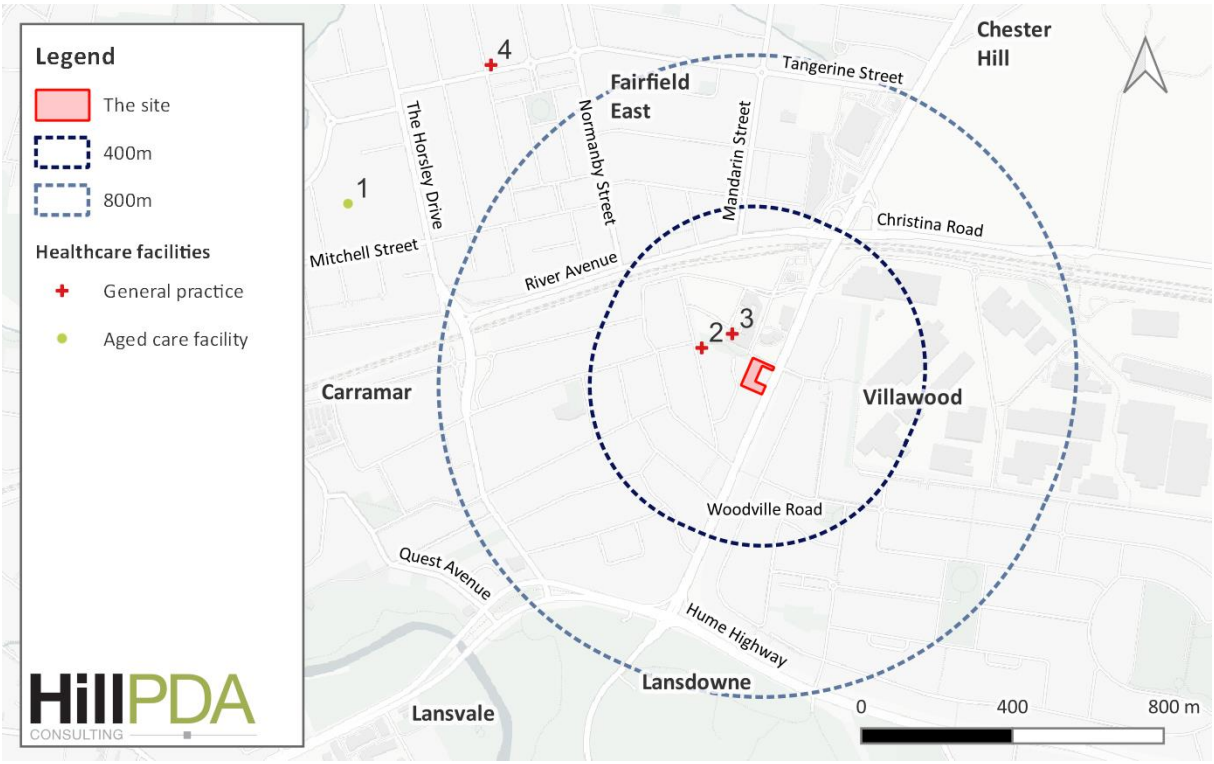
ID	Name	Type	Approved places	Vacancy
1	Carramar Childcare Centre	LDC	39	Y
2	Tangerine Street OSHC	OSHC	40	U
ID	**Name**	**Type**	**System**	
3	Carramar Public School	Primary	Public	
4	Villawood North Public School	Primary	Public	
5	Sacred Heart Catholic Primary School	Primary	Catholic	

Source: ACECQA Child Care database. Vacancy data from childcarefinder.gov.au accessed May 2022. U = data unavailable.

3.4.2 Health and aged care

The site is well-served by general practitioners (GPs), with two GPs operating within 400 metres of the site, and another operating in Fairfield East, roughly one kilometre from the site. There is one aged care facility operating near the site, though it is beyond the 800 metre catchment, at approximately 1.2 kilometres from the site. The nearest hospital is Liverpool Hospital, at approximately 5.5 kilometres from the site (between 15-25 minutes by car, or 25 minutes by train), which is the major hospital for southwest Sydney.

Figure 10: Health and aged care facilities near the site



Source: Healthdirect (2022), DPE (2022)

Table 7: List and details of health and aged care facilities near the site

ID	Name	Type	Catchment
1	Heiden Park Lodge UPA	Aged care	>800m
2	Villawood Medical Centre	General Practice	400m
3	Nguyen Practice Villawood	General Practice	400m
4	Vasan Medical Centre	General Practice	>800m

Source: Healthdirect (2022), DPE (2022)

3.4.3 Community and culture

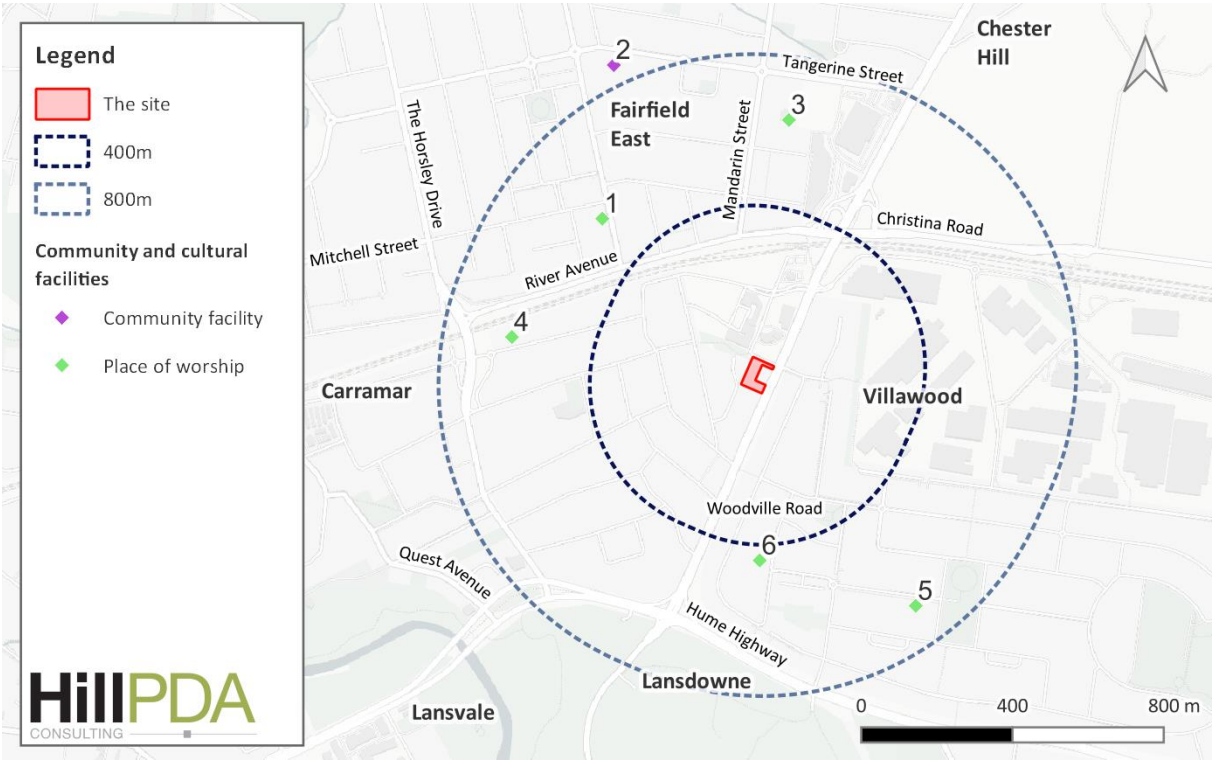
The site is served by few community facilities, with the majority being Christian churches of various denominations, as shown in Figure 11, though none of these are located within 400 metres of the site. One community facility was identified through the GIS analysis, Villawood North Community Centre, but HillPDA confirmed that such a centre did not exist at the mapped site. Despite this, the Villawood Senior Citizens Centre was identified through Fairfield City Council's website, and is located approximately 250 metres to the north of the site, near Villawood railway station. The Centre is a hireable venue with capacity for 200 persons.

No additional libraries, museums, art galleries, or other community facilities were identified within 800 metres of the site. The nearest library is Fairfield Library, located approximately 2.3 kilometres west of the site. Fairfield Library is a recently-constructed library with 1,000 square metres of floorspace, including meeting rooms.[2] The previous Fairfield Library site has been transformed into Fairfield City HQ, a co-working and business support space, with hireable services including hotdesking, office spaces, meeting and presentation spaces, as well as

[2] Fairfield City Council (2022) <https://www.fairfieldcity.nsw.gov.au/Your-Council/Major-Projects/New-Fairfield-Library-and-Fairfield-HQ>

audiovisual content production facilities.[3] Fairfield City HQ is located approximately 2.5 kilometres west of the site.

Figure 11: Community and cultural facilities near the site



Source: DPE (2022)

Table 8: List and details of cultural and community facilities near the site

ID	Name	Type	Catchment
1	Church of God Villawood	Place of worship	800m
2	Villawood North Community Centre*	Community facility	>800m
3	Kingdom Hall of Jehovah's Witnesses	Place of worship	800m
4	Baptist Union of New South Wales	Place of worship	800m
5	Chester Hill Anglican Church	Place of worship	800m
6	Sacred Heart Catholic Church Villawood	Place of worship	800m
N/A	Villawood Senior Citizens Centre**	Community facility	400m

Source: DPE (2022)

*No longer operating as a community centre

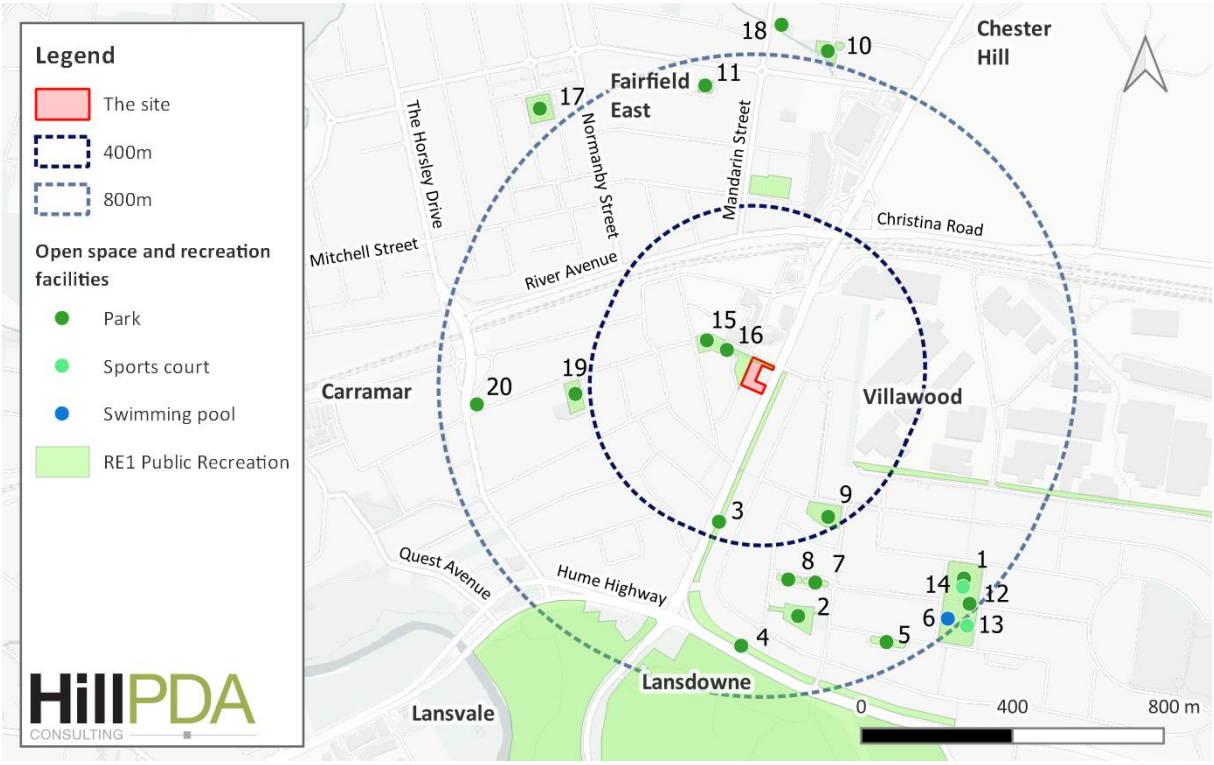
**Not mapped

3.4.4 Active and passive recreation

Figure 12 identifies active and passive recreation areas near the site, including sports fields and courts and swimming pools. It also identifies land zoned as RE1 Public Recreation under the *Fairfield Local Environmental Plan 2013* and the *Bankstown Local Environmental Plan 2015*.

[3] Fairfield City Council (2022) <https://www.fairfieldcity.nsw.gov.au/Business/Fairfield-City-HQ >

Figure 12: Active and passive recreation facilities near the site



Source: DPE (2022), Fairfield City Council (2013), City of Canterbury Bankstown (2015)

Table 9: List and details of active and passive recreation areas near the site

ID	Name	Type	Catchment	Area (ha)	Notes
1	Goondah Reserve	Park	800m	1.9	Conglomeration of active and passive recreation areas, including grassed area with treed perimeter (see map ID 6, 12-14 for included assets).
2	Carawatha Reserve	Park	800m	0.5	Open grassed area.
3	Woodville Road easement	N/A	400m	0.67	Roadside treed area with no added utility or amenity.
4	Hume Highway easement	N/A	800m	1.55	Roadside treed area with no added utility or amenity.
5	Unnamed reserve	Park	800m	0.16	Roadside treed area with no added utility or amenity.
6	Wran Leisure and Aquatic Centre	Swimming Pool	800m	N/A	18 metre heated swimming pool with wheelchair accessibility. Contained within Goondah Reserve (see map ID 1).
7 & 8	Gunaroo Reserve	Park	800m	0.26	Twin lots of grassed roadside area of marginal utility.
9	Alcoomie Reserve	Park	400m	0.46	Cleared grass area with small playground and covered seating.
10	Blackford Park	Park	>800m	0.18	Linear natural area with no added utility or amenity.
11	Macarthur Park	Park	800m	0.13	Grassed open area with medium sized playground and bench seating.
12	Goondah reserve playground	Park	800m	N/A	Medium sized playground with seating. Contained within Goondah Reserve (see map ID 1).

ID	Name	Type	Catchment	Area (ha)	Notes
13	Goondah Reserve tennis courts	Sports Court	800m	N/A	Four artificial turf tennis courts. Contained within Goondah Reserve (see map ID 1).
14	Goondah Reserve skate park	Sports Court	800m	N/A	Small skatepark. Contained within Goondah Reserve (see map ID 1).
15	Hilwa Park	Park	400m	0.47	Open area with trees and public toilets. An expansion of Hilwa Park to 0.66ha is proposed under the residential component of the Villawood Town Centre DCP. Note: the 0.66ha includes the RE1 zoned part of the site fronting Howatt Street.
16	Hilwa Park playground	Park	400m	N/A	Small playground with seating. Contained within map ID 15. Additional future open space has been identified between this park and the site.
17	Hamilton Grove Park	Park	>800m	0.43	Open grassed area with treed perimeter and small playground, bench seating.
18	Mandarin Drainage Reserve	Park	>800m	0.2	Treed and grassed area adjacent to creek/drainage infrastructure. Of little to no utility.
19 & 20	Koonoona Park*	Park	800m	0.32	Newly-developed neighbourhood park for Villawood and Carramar. Includes ropes course and a range of play items, half basketball court and table tennis table, and exercise equipment. Includes seating and treed areas.
N/A	Villawood Family Park**	Park	400m	0.08	Park with small playground and basketball hoop, seating.
N/A	New park**	Park	800m	0.54	Park (proposed) at Mandarin and Belmore streets, approximately 450 metres from the site. The area was rezoned by Council in 2020 for the purposes of open space provision.

Source: DPE (2022). Areas approximated from Google Maps (2022).

*dataset error, Koonoona Park is labelled twice – map ID 20 is correct location.

**not marked on map.

As seen in the figure, there are few recreation land areas in close proximity to the site, with only Hilwa Park (map ID 15) and its associated playground being located within 400 metres of the site. There are no sports fields located within 800 metres of the site, with the nearest being Thurina Park and Knight Park, located in Villawood East (1.2 kilometres from the site) and Yennora (1.8 kilometres from the site) respectively. A small recreation centre exists within 800 metres of the site at Goondah Reserve (map ID 1), which includes the Wran Leisure and Aquatic Centre, four tennis courts, and a small skate park. A range of RE1 land exists near the site, though the majority of these areas are roadside grassed areas with little amenity or utility.

Council has, however, recently completed the purchase of six residential lots and subsequent redevelopment of the lots into a 3,200 square metre public park (Koonoona Park – map ID 20), located approximately 450 metres from the site. Additionally, provisions and controls in the Villawood Town Centre Development Control Plan and in Fairfield City Council's development contribution plans should affect the development of additional public recreation space near the site, including at Hilwa Park (which abuts the site).

3.4.5 Proposed future infrastructure

A Development Application (DA 303.1/2022) is currently in the notification phase for a two-building redevelopment of Villawood Town Centre within 200 metres of this proposed development. The Development Application proposes the construction of mixed-use buildings between eight and 11 storeys tall, containing a community facility, supermarket, retail premises, childcare facility, medical centre, 222 residential units, car

parking, and a 2,000 square metre park. There is therefore the possibility that more extensive social infrastructure will exist close to this proposed development in the future.

The Villawood Town Centre redevelopment would include education and childcare infrastructure, in the form of the childcare facility (which would service 120 children); health and aged care infrastructure, in the form of the medical centre; and active and passive recreation infrastructure, in the form of the park. While these are all significant facilities that would serve the surrounding community, the Villawood Town Centre development would simultaneously generate higher demand for such facilities, due to also increasing the number of local residents.

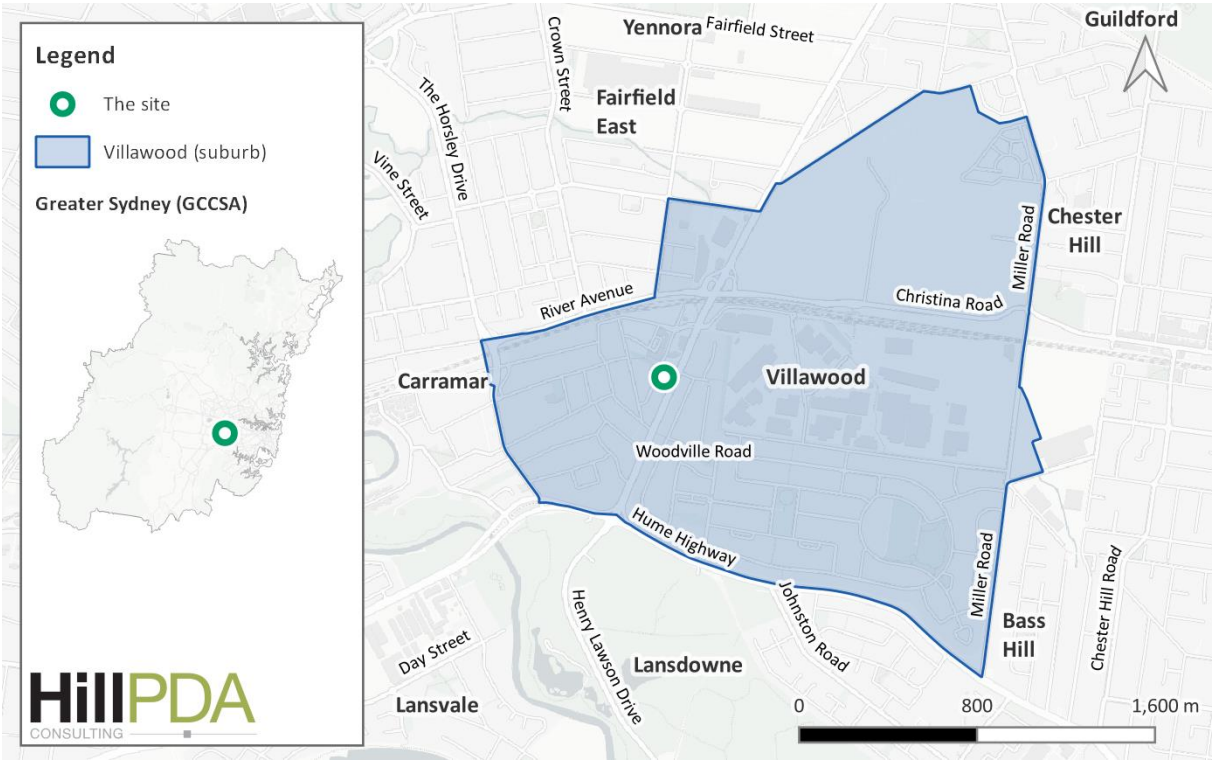
SOCIAL BASELINE

4.0 SOCIAL BASELINE

4.1 Study area

The study area utilised for this section consists of the suburb of Villawood, as shown in Figure 13, unless otherwise indicated.

Figure 13: The study area



Source: HillPDA, ABS (2016), CartoDB (2022) (imagery)

4.2 Demographic overview

The table below presents a summary of the salient characteristics of Villawood (SSC), with Greater Sydney (GCCSA) used as a comparator where relevant.

Population	• At the 2016 Census, Villawood was home to **6,032 people**. There was a total of **1,894 private dwellings** with an **average household size of 2.9**. • In 2016, the proportion of Villawood residents who identified as **Aboriginal or Torres Strait Islander** was 1.5%, equal to the 1.5**%** for the wider Greater Sydney area.
Population growth	• Forecast.id has projected the future population for Villawood. By 2041, the **projected population** is estimated to be 12,269 people – an increase of over 6,000 people or 103%.
Median age	• At the 2016 Census, the **median age** of Villawood was 35 years, slightly younger than Greater Sydney's 36 years.
Age profile	• At the 2016 Census, 67.3% of people in Villawood were **of working age** (15-64 years), similar to the proportion in Greater Sydney which was (67.4%).

Labour force

- At the 2016 Census, 1,710 or 28.3% of residents in Villawood were **participating in the labour force**, significantly lower than the 50.1% of Greater Sydney residents.
- Of those residents in the labour force in Villawood, 14.9% were **unemployed,** significantly higher than the 6% unemployed across the wider Greater Sydney area.
- Of employed residents, the following were the **most common industries of employment**:

Villawood		Greater Sydney	
1. Road freight transport	3.3%	1. Hospitals	3.4%
2. Child care services	3.1%	2. Computer system design and related services	2.5%
3. Supermarket and grocery stores	2.8%	3. Cafes and restaurants	2.5%

- The **most common occupations** were:

Villawood		Greater Sydney	
1. Technicians and trades workers	16.2%	1. Professionals	26.3%
2. Labourers	15.0%	2. Clerical and administrative workers	14.6%
3. Clerical and administrative workers	14.3%	3. Managers	13.7%

Education

- At the 2016 Census, approximately 42.4% of residents in Villawood over the age of 15 have **attained a year 12 or above education**, much lower than the 67% of Greater Sydney residents over 15.
- Approximately 22.7% of Villawood residents over the age of 15 possessed a **non-school qualification**, compared to 49.7% across Greater Sydney.
- Of those Villawood residents with non-school qualification, 38.2% had a **certificate level qualification**, 24.7% had a **diploma or advanced diploma** and 37% had a **bachelor's degree**. These proportions were 24.2%, 18.8% and 57% across Greater Sydney, respectively.

Income

- As at the 2016 Census, the **median weekly personal income** in Villawood was $381, significantly lower than the $719 across Greater Sydney.
- At the 2016 Census, the **median weekly household income** in Villawood was $781, significantly lower than the $1,750 across Greater Sydney.

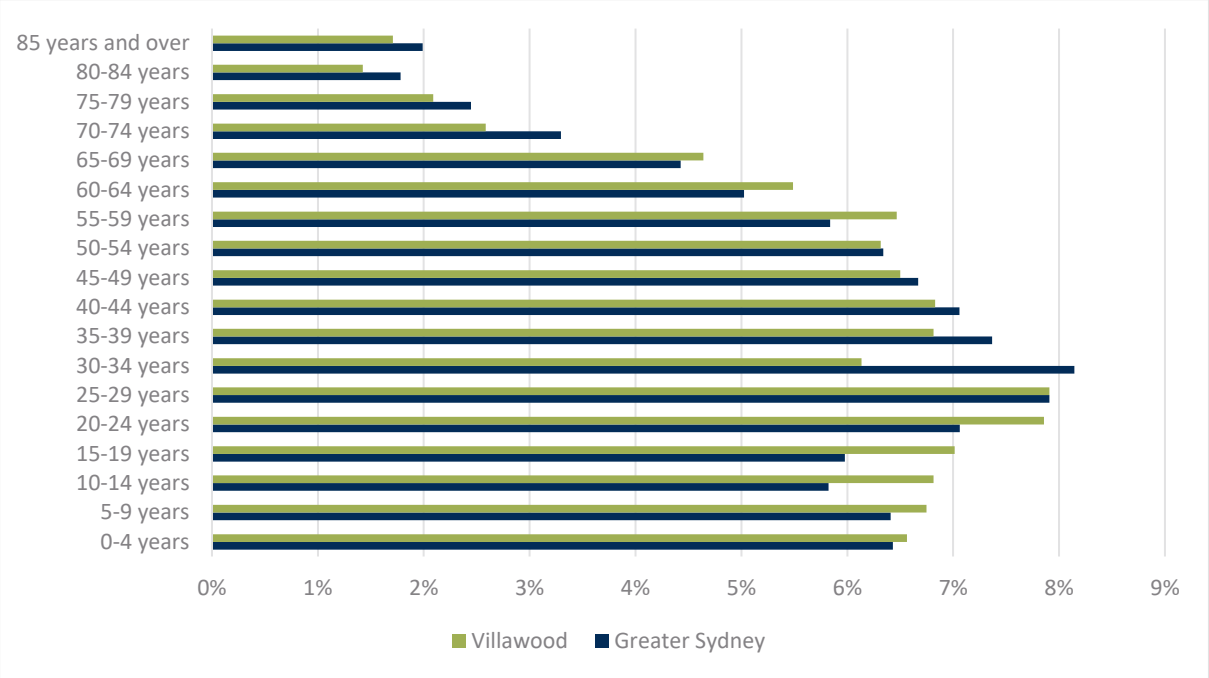
Source: ABS QuickStats (2016)

4.3 Population age structure

Figure 14 shows Villawood's population age structure (as compared to that of Greater Sydney), divided into five year cohorts. The figure shows that Villawood's population age structure is relatively similar to that of Greater Sydney, though it differs in the following ways:

- Villawood has significantly more 5-24 year old residents as a proportion of its total population than Greater Sydney (approximately 28.4 per cent of Villawood's population compared to 25.3 per cent of Greater Sydney's population)
- There are proportionally less 30-49 year old residents in Villawood than Greater Sydney (approximately 26.3 per cent of Villawood's population compared to 29.2 per cent of Greater Sydney's population)
- Villawood has a slightly larger proportion of 55-69 year old residents than Greater Sydney (approximately 16.6 per cent of Villawood's population compared to 15.3 per cent of Greater Sydney's population)
- There are less aged and elderly residents (aged over 70 years) in Villawood than Greater Sydney (approximately 7.8 per cent of Villawood's population compared to 9.5 per cent of Greater Sydney's population).

Figure 14: Comparison of age structure, Villawood and Greater Sydney (as at the 2016 Census)



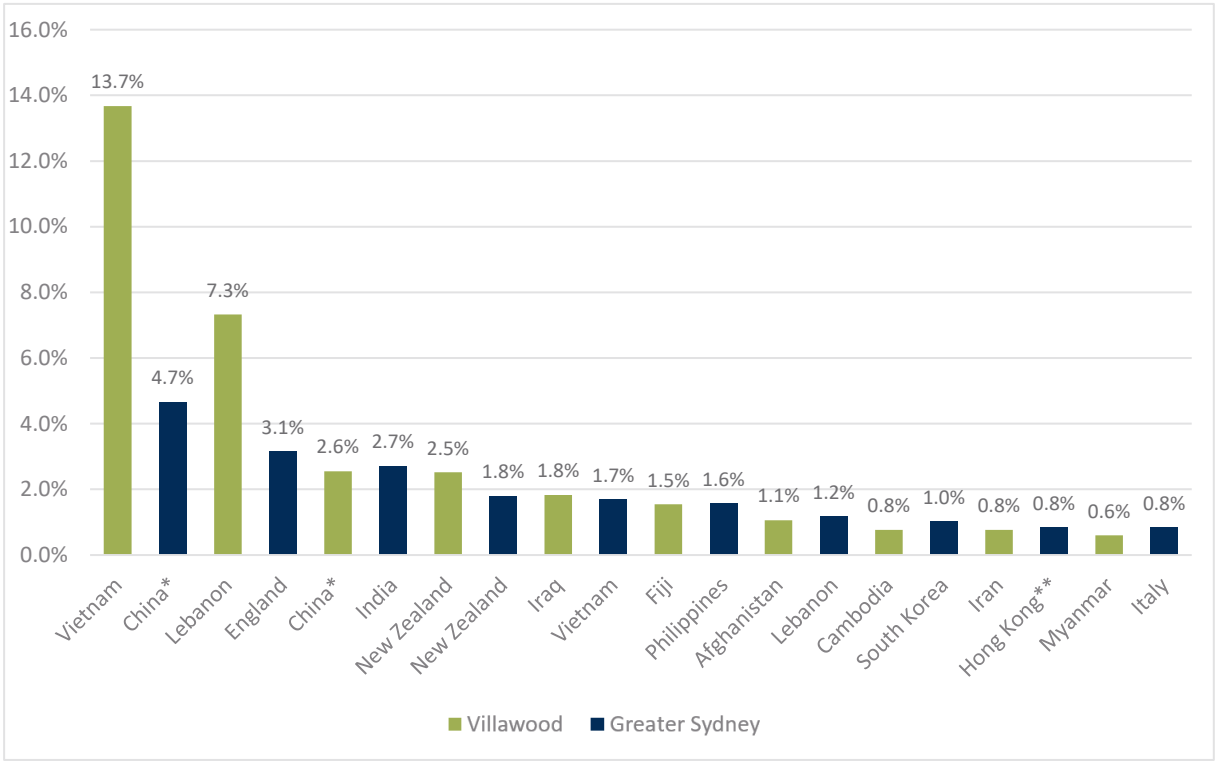
Source: ABS Community Profiles (2016)

4.4 Cultural diversity

Villawood is a highly diverse place. Persons born in Australia made up a significantly smaller proportion of Villawood's population at the 2016 Census, as compared to Greater Sydney (43.5 percent and 57.1 per cent respectively). Figure 15 shows the top ten (non-Australian) recorded places of birth for Villawood and Greater Sydney, suggesting that Villawood may host a number of significant minority populations.

The largest percentage share of non-Australian born Greater Sydney residents was that of Chinese-born Greater Sydney residents, constituting just under 5 per cent of the total recorded population in 2016. Conversely, Vietnamese and Lebanese-born residents of Villawood comprised over a fifth of that area's population in 2016. Other significant (over 1 per cent of the total population) non-Australian born populations in Villawood include residents born in China, New Zealand, Iraq, Fiji, and Afghanistan.

Figure 15: Top ten reported places of birth (excluding Australia), Villawood and Greater Sydney (as at the 2016 Census),



Source: ABS Community Profiles (2016)

* (excludes Special Administrative Regions (SARs) of China)

** (SAR of China)

In addition to a significant portion of its residents being born overseas, Villawood is also home to a significant degree of language diversity. Table 10 below identifies the top languages spoken at home in Villawood (as at the 2016 Census). Only 26 per cent of Villawood residents reported that they only spoke English at home, far less than the figures for Greater Sydney, NSW, or Australia (58.4 per cent, 68.5 per cent, and 72.7 per cent respectively).

Table 10: Language diversity in Villawood

Language spoken at home	Percentage of Villawood residents
English only spoken at home	26.0%
Arabic	22.0%
Vietnamese	17.1%
Cantonese	3.6%
Mandarin	1.8%
Spanish	1.3%

Source: ABS QuickStats (2016)

4.5 Social housing

The site is located within an area where social housing makes up a highly significant portion of the housing mix. As seen in Table 11, compared to Greater Sydney and Fairfield LGA figures, significantly more Villawood residents live in social housing dwellings, and significantly fewer own their home (outright or with a mortgage). Villawood also has correspondingly low rates of private ownership and renting compared to Greater Sydney or the Fairfield LGA.

Table 11: Housing tenure share in Villawood and comparator areas (as percentage of total dwellings), 2016

Geographical Area	Owned (outright)	Owned (mortgage)	Privately rented	Social housing
Villawood	**16.4%**	**18.7%**	**11.8%**	**45.8%**
Fairfield (LGA)	32.1%	28.8%	24.6%	8.4%
Greater Sydney	29.1%	33.2%	28.1%	4.8%

Source: ABS Community Profiles (2016)

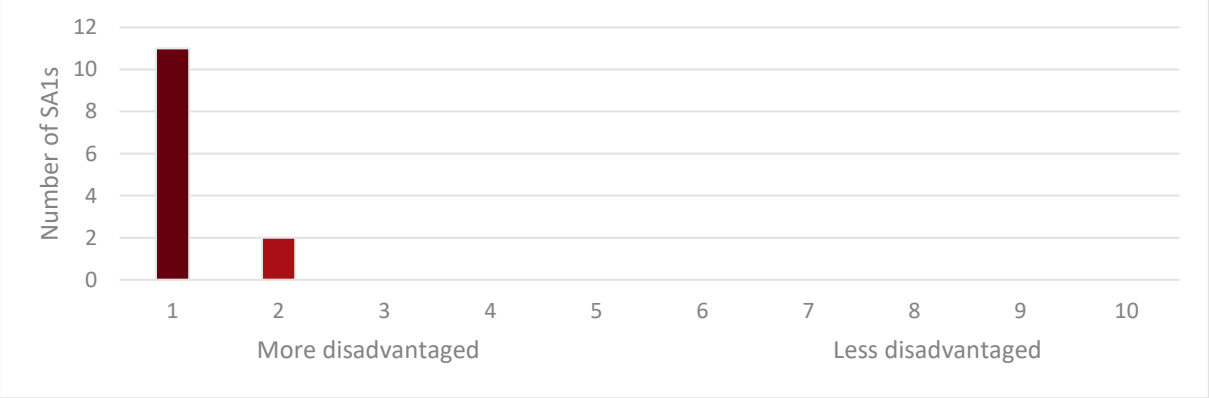
4.6 Social advantage and disadvantage

The Socio-Economic Indexes for Areas (SEIFA) are rankings of relative socio-economic status (advantage and disadvantage) for different geographic areas, within each state and nationally. The indexes rank areas against others of the same geographic type (e.g. Local Government Area or Statistical Area Level 1) based on specific socio-economic metrics, selected based on the particular SEIFA index.

4.6.1 Relative socio-economic disadvantage

Index of Relative Socio-economic Disadvantage (IRSD) examines factors like unemployment, proportion of lower income households, lower education levels or lack of internet access to compare overall levels of disadvantage in areas. Figure 16 shows the distribution of IRSD rankings for SA1s in Villawood. The SA1s surrounding the site are highly disadvantaged, with almost all of the SA1s being within the most disadvantaged decile.

Figure 16: Distribution of SA1s in Villawood on the IRSD (national)

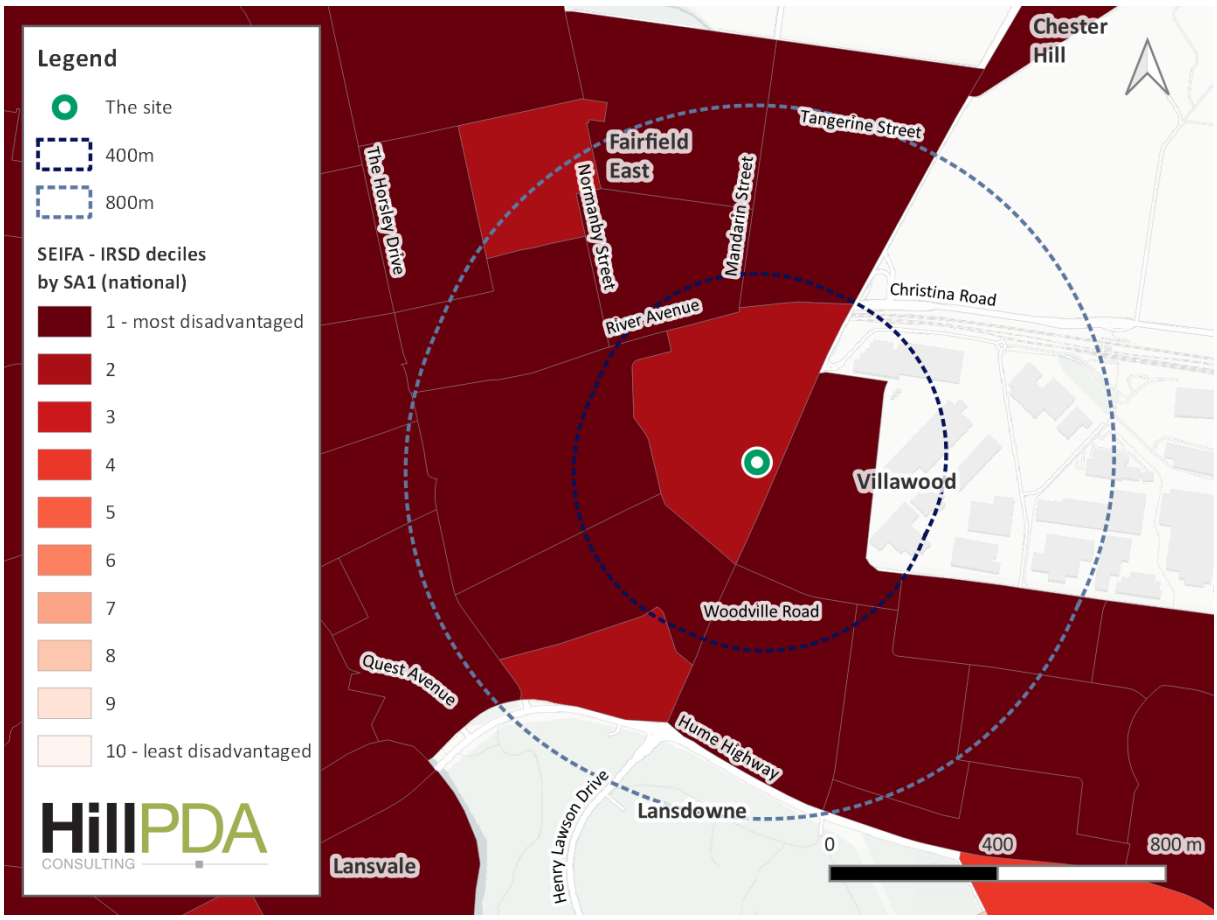


Source: ABS (2016). SA1s for which no score is recorded (low population) have been excluded.

This data has been mapped spatially in Figure 17. The SA1s immediately surrounding the subject site have high levels of disadvantage, indicating:

- More households with lower incomes
- More residents with no qualifications
- More residents in low skilled occupations.

Figure 17: SA1s near to the subject site ranked against others on the IRSD using deciles

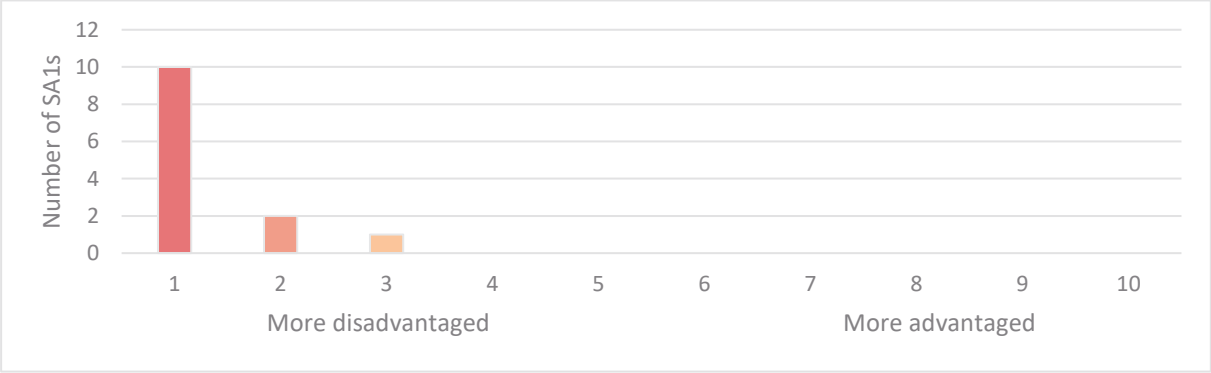


Source: ABS (2016). SA1s for which no score is recorded (low population) have been excluded.

4.6.2 Relative socio-economic advantage and disadvantage

The Index of Relative Socio-economic Advantage and Disadvantage (IRSAD), in addition to the indicators of disadvantage above, examines factors like professional occupations, high income, higher education levels, larger houses to compare overall levels of advantage and disadvantage in areas. Figure 18 shows the distribution of IRSAD rankings for SA1s in Villawood. There are no relatively advantaged areas, with none ranked above the bottom three deciles. The majority of SA1s in Villawood were ranked in the most disadvantaged decile, with only three SA1s ranked higher.

Figure 18: Distribution of SA1s in Villawood on the IRSAD (national)

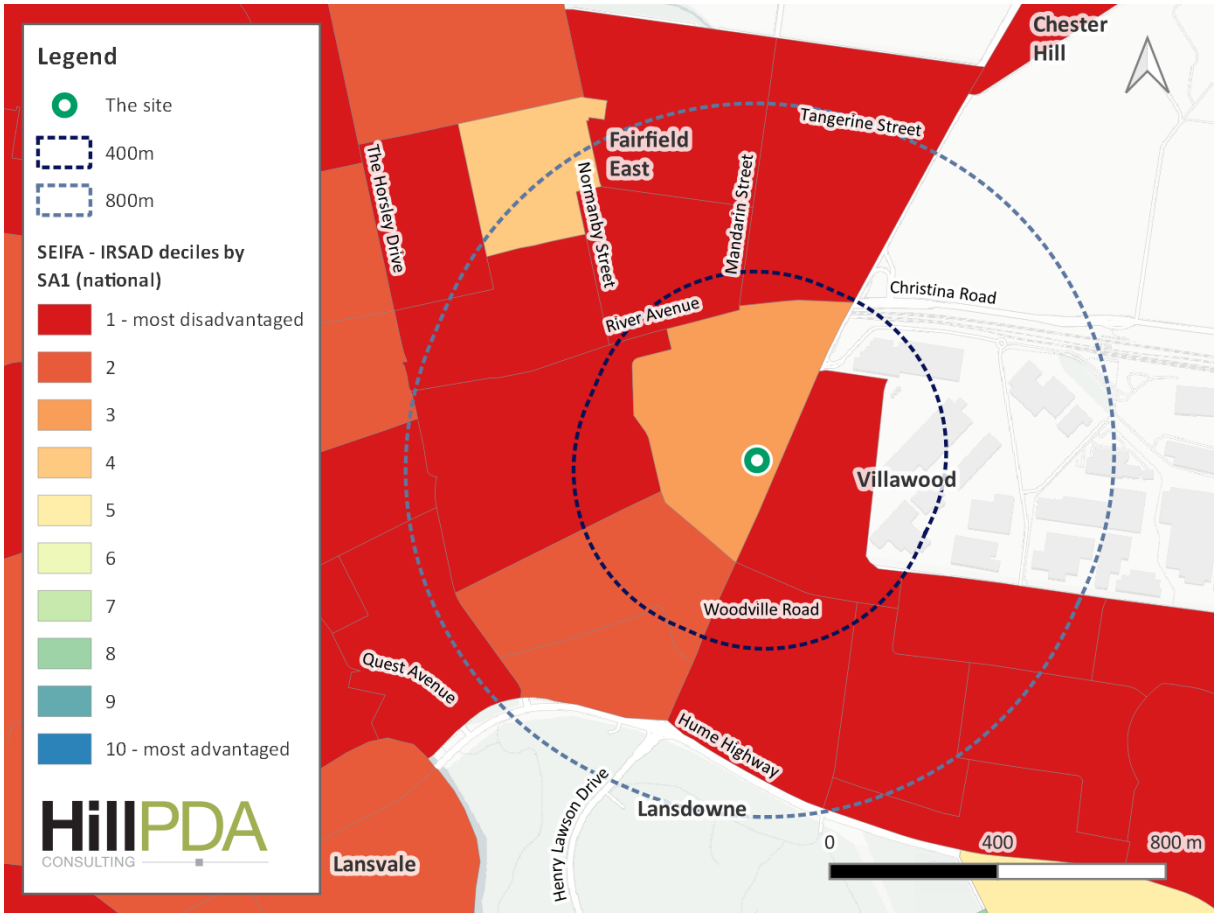


Source: ABS (2016). SA1s for which no score is recorded (low population) have been excluded.

This data has been mapped spatially in Figure 19. The SA1s immediately surrounding the site have high levels of disadvantage, indicating:

- few households with high incomes, or few people in skilled occupations
- more households with low incomes, or more people in unskilled occupations.

Figure 19: SA1s near to the subject site ranked on the IRSAD using deciles



Source: ABS (2016). SA1s for which no score is recorded (low population) have been excluded.

4.7 Crime

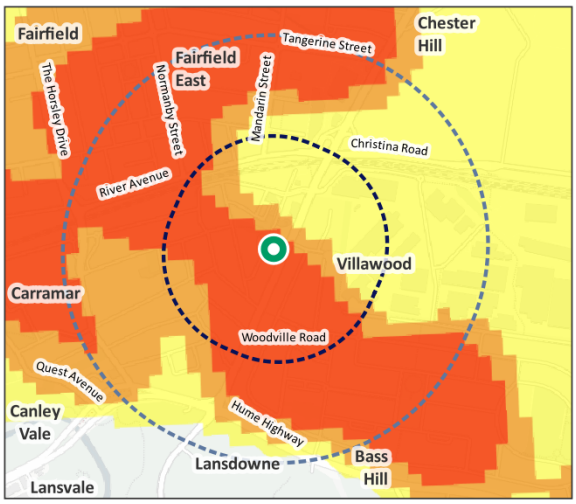
Data from the NSW Bureau of Crime Statistics and Research (BOCSAR) has been mapped below in Figure 20 to show crime hotspots near to the site. Hotspot mapping was analysed for the following crime categories, across the period January 2021 to December 2021:

- Domestic assault
- Non-domestic assault
- Alcohol-related assault
- Robbery
- Malicious damage to property
- Theft (break and enter dwelling)
- Theft (break and enter non-dwelling); and
- Theft (motor vehicle).

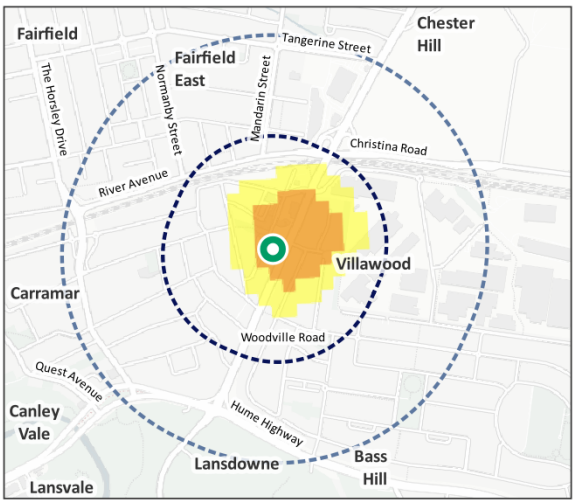
Of these, there were moderate-to-strong hotpots correlated with the site for all crime categories other than alcohol-related assault and theft (break and enter non-dwelling). The crime hotspots identified for domestic assault, robbery, theft (break and enter dwelling) and theft (motor vehicle) were especially strong near the site.

Figure 20: BOCSAR crime hotspot maps for incidents between January 2021 and December 2021

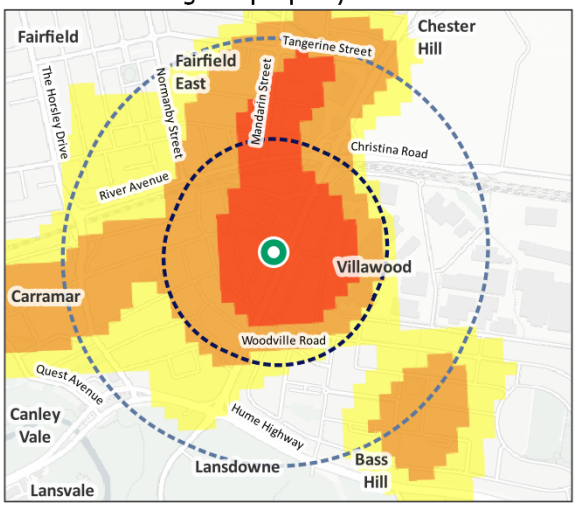
Domestic assault



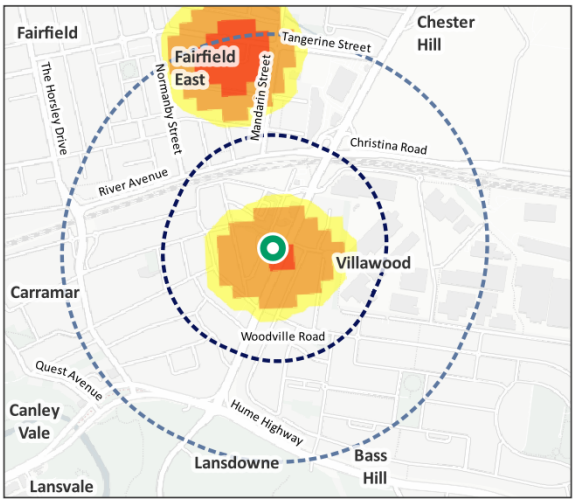
Non-domestic assault



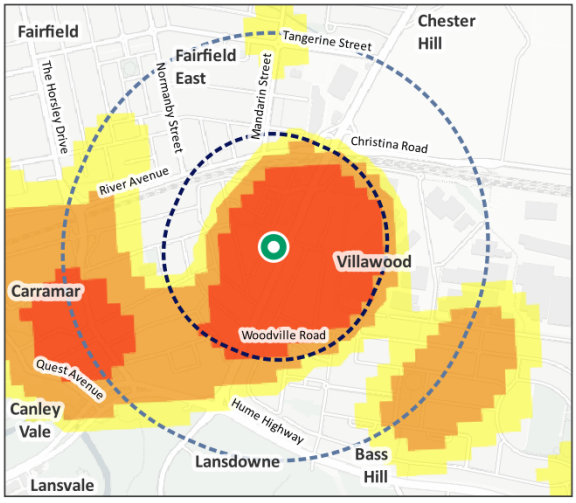
Malicious damage to property



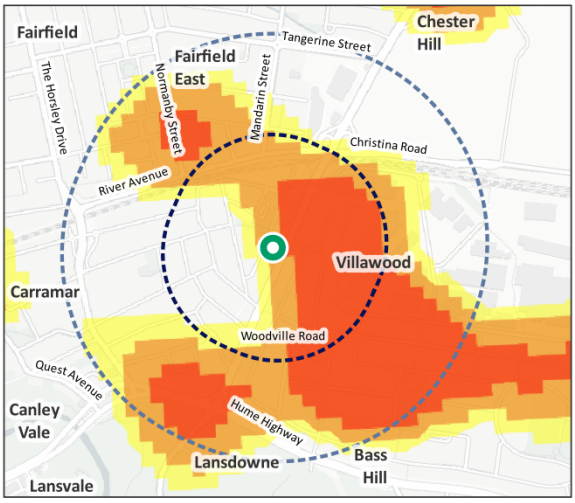
Robbery

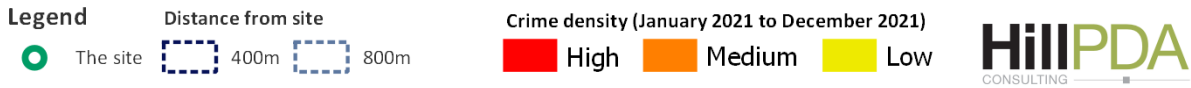


Theft (break and enter dwelling)



Theft (motor vehicle)





Source: BOCSAR (2022)

BOCSAR's crime hotspots tool represents the raw quantity of crime occurrence, therefore areas with high levels of human activity are prone to appearing as strong crime hotspots. To provide further insight to these hotspots, the following section identifies the occurrence rates (per 100,000 persons) of select crimes in Villawood (with comparison to the Fairfield LGA and NSW as a whole).

It can be seen in Table 12 that incidents of domestic assault remain very high in Villawood, occurring at approximately double the rate of the wider LGA and NSW. Occurrence rates have remained steady over the study period for the Fairfield LGA and NSW, but have risen slightly in Villawood.

Table 12: Incidents of domestic assault from January 2020 to December 2021 (rate per 100,000 population)

Year to	December 2021	December 2020		December 2021	
Area	Trend (2 year)	Count	Rate	Count	Rate
Villawood	Stable	45	684.4	50	760.5
Fairfield (LGA)	Stable	768	364.3	793	376.1
New South Wales	Stable	32,280	395.2	32,133	393.4

Source: BOCSAR (2022)

Table 13 identifies that incidents of non-domestic assault occurred more frequently in Villawood than across the Fairfield LGA or NSW during the study period. The occurrence rate in Villawood was significantly higher than that of the Fairfield LGA, though only slightly higher than the NSW occurrence rate. Villawood recorded a far lower occurrence rate, having decreased by roughly half, over the second year of the study period.

Table 13: Incidents of non-domestic assault from January 2020 to December 2021 (rate per 100,000 population)

Year to	December 2021	December 2020		December 2021	
Area	Trend (2 year)	Count	Rate	Count	Rate
Villawood	Stable	48	730.0	25	380.2
Fairfield (LGA)	Stable	560	265.6	484	229.6
New South Wales	Stable	29,533	361.6	28,144	344.6

Source: BOCSAR (2022)

Table 14 identifies that robbery occurs in Villawood at much higher rates than in the wider Fairfield LGA or NSW, at approximately double their respective occurrence rates. However, the occurrence rate in Villawood sharply decreased in the second year of the study period as compared to the first.

Table 14: Incidents of robbery from January 2020 to December 2021 (rate per 100,000 population)

Year to	December 2021	December 2020		December 2021	
Area	Trend (2 year)	Count	Rate	Count	Rate
Villawood	n.c.	7	106.5	3	45.6
Fairfield (LGA)	Stable	74	35.1	49	23.2
New South Wales	Down 16.9% per year	2117	25.9	1760	21.5

Source: BOCSAR (2022)

Table 15 shows incidents of malicious damage to property. This crime occurs in Villawood at more than double the occurrence rate for the wider Fairfield LGA, and at a significantly higher rate than that of NSW. Additionally, whilst the occurrence rates in the Fairfield LGA and NSW have decreased over the study period, rates in Villawood have increased.

Table 15: Incidents of malicious damage to property from January 2020 to December 2021 (rate per 100,000 population)

Year to	December 2021	December 2020		December 2021	
Area	Trend (2 year)	Count	Rate	Count	Rate
Villawood	Stable	56	851.7	63	958.2
Fairfield (LGA)	Stable	901	427.4	806	382.3
New South Wales	Stable	53,316	652.8	49,136	601.6

Source: BOCSAR (2022)

Table 15 Table 16 shows incidents of theft (break and enter dwelling). Incidents of theft (break and enter dwelling) occur in Villawood at much higher rates than the comparator areas, at between two and four times the rate recorded in the Fairfield LGA and roughly two times NSW's rates. Similarly to rates of malicious damage to property, whilst the occurrence rates for theft (break and enter dwelling) in the Fairfield LGA and NSW have decreased over the study period, rates in Villawood have increased.

Table 16: Incidents of theft (break and enter dwelling) from January 2020 to December 2021 (rate per 100,000 population)

Year to	December 2021	December 2020		December 2021	
Area	Trend (2 year)	Count	Rate	Count	Rate
Villawood	Stable	23	349.8	30	456.3
Fairfield (LGA)	Stable	309	146.6	257	121.9
New South Wales	Stable	19,699	241.2	17,835	218.4

Source: BOCSAR (2022)

Table 15 Table 17 shows incidents of theft (motor vehicle). Theft (motor vehicle) incidents occur in Villawood at approximately three times the occurrence rate across the Fairfield LGA, and between two and three times the occurrence rate for NSW. Notably, the occurrence rate for this crime category has decreased significantly in Villawood over the study period.

Table 17: Incidents of theft (motor vehicle) from January 2020 to December 2021 (rate per 100,000 population)

Year to	December 2021	December 2020		December 2021	
Area	Trend (2 year)	Count	Rate	Count	Rate
Villawood	n.c.	35	532.3	19	289.0
Fairfield (LGA)	Down 38.5% per year	325	154.2	200	94.9
New South Wales	Down 10.7% per year	11731	143.6	10473	128.2

Source: BOCSAR (2022)

4.8 What does it mean?

The analysis in this section 4.0 has revealed a range of key insights about the site and its context, including:

- The population of Villawood is projected to double over the next 20 years, and the area surrounding the site has been earmarked for more intensive residential development
- Villawood is a significantly socially disadvantaged area according to several indicators, including high unemployment, and lower than average levels of education and income

- Villawood is a highly diverse area in terms of language and place of birth
- Most of the areas near the site rank within the most socioeconomically disadvantaged parts of Australia
- Social housing is the dominant tenure type in the area, suggesting an opportunity to provide housing diversity. A large influx of new residents into an existing area with a large social housing cohort may have the potential to generate friction or division in the area
- The area around the site hosts strong crime hotspots and very high crime rates, especially for domestic assault, robbery, malicious damage to property, theft (break and enter dwelling) and theft (motor vehicle). Additionally, some crime rates have risen over the past two years. The proposal will need to respond to this context.

RETAIL DEMAND ASSESSMENT

5.0 RETAIL DEMAND ASSESSMENT

This Chapter quantifies the amount and type of retail floorspace that could be accommodated in Villawood town centre without impacting the surrounding retail hierarchy. The methodology to forecast demand is to define the likely trade area for Villawood town centre and then the likely capture of expenditure from trade area residents and workers.

5.1 Trade area identification

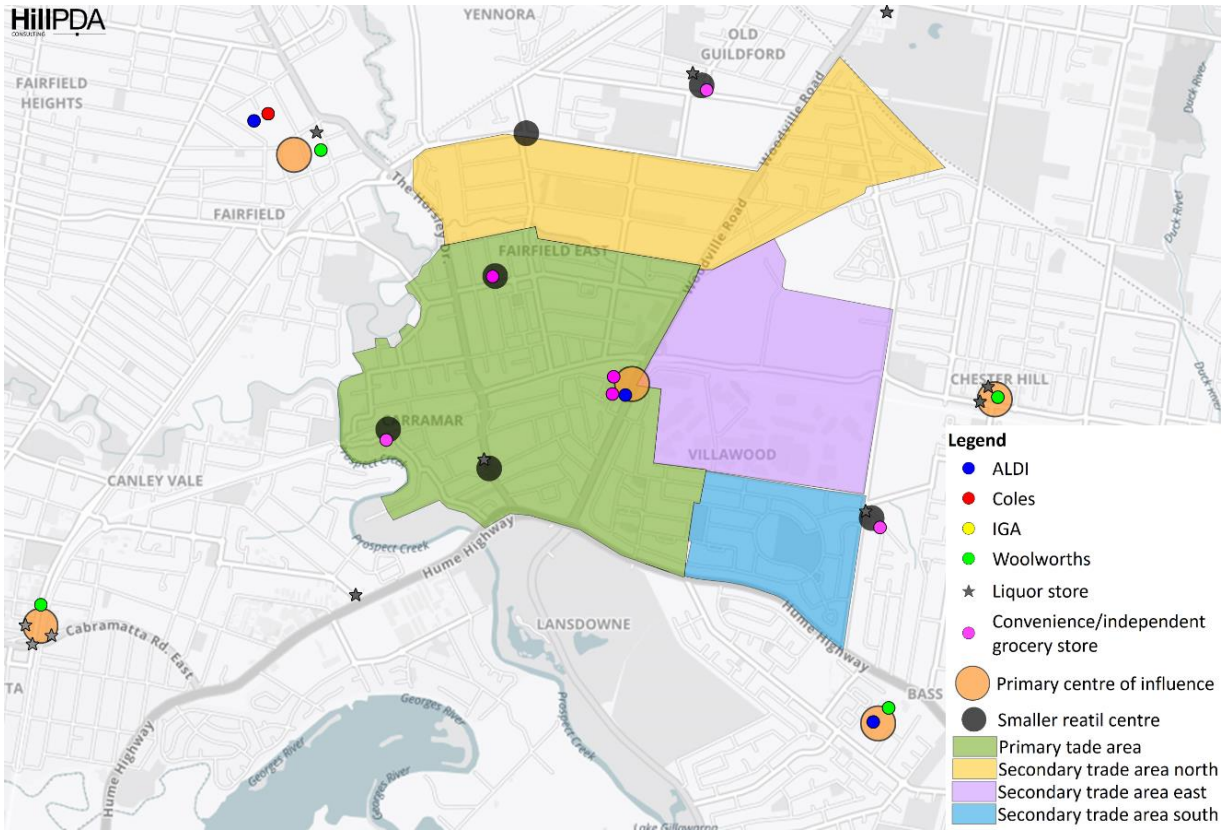
In defining a trade area served by the centre, we have considered the below:

- The strength and attraction of the centre, as determined by factors such as the composition, layout, ambience/atmosphere and car parking in the centre
- Competitive retail centres, particularly their proximity to the 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
- The presence or absence of physical barriers, such as rivers, railways, national parks and freeways.

Based on the surrounding retail environment, the composition of the centre, transport connections and presence of artificial/natural barriers, we have derived a main trade area (MTA) for the site comprising four sub-trade precincts. These are as follows:

- A **primary trade area** (PTA) – this area predominantly consists of Carramar suburb, part of Fairfield East suburb south of Landon and Malta Street and Villawood suburb west of Coolalie Street.
- **A secondary trade area north** (STAN) – this predominantly consists of the remaining part of Fairfield East suburb and Chester Hill north of Gurney Road.
- A **secondary trade area east** (STAE) – this predominantly consists of workers within Leightonfield Station employment precinct west of Miller Road. There is no residential population currently or forecast for this area.
- A **secondary trade area south** (STAS) – this consists of the remaining part of Villawood suburb between Coolalie Street and Miller Road.

Figure 21: Villawood own centre trade area



5.2 Trade area population projections

The following population and workforce projections have been sourced from:

- The ABS 2016 Census estimated residential population.
- Small area population forecasts prepared by Forecast.id (Fairfield LGA and Canterbury-Bankstown)

It is estimated that the MTA has a resident population of around 20,500 in 2021. Of this, the majority (67%) reside within the PTA. Over the next 15 years, the population of the MTA is forecast to increase by around 4,230 persons, reaching a total of around 23,550 residents. This growth represents an average annual compound growth rate of 1.3% across the MTA.

Table 18 below presents the population projections for both the Primary Trade Area (PTA) and the Secondary Trade Area (STA) outlined in Figure 21: Villawood own centre trade area. The PTA has an estimated residential population of almost 14,000 which is forecast to grow at an annual rate of 1.9% to almost 17,000 by 2036.

Table 18: Villawood MTA population projections

Sub-trade area	2021	2026	2031	2036	Change	ACGR
PTA	13,991	14,798	16,545	16,982	4,063	**1.8%**
STAN	4,594	4,584	4,635	4,648	159	0.2%
STAE	-	-	-	-	-	
STAS	1,924	1,923	1,926	1,926	7	0.02%
Total MTA	**20,509**	**21,305**	**23,106**	**23,556**	**4,230**	**1.3%**

Source: Forecast.id, HillPDA

5.3 Resident retail expenditure

This Section examines the projected growth in household retail expenditure within the main trade area between 2021 and 2036. Household expenditure was sourced from ABS Household Expenditure Surveys which provide household expenditure by broad commodity type by household income quintile and ABS Census 2016 data.

HillPDA has combined several retail expenditure categories into the following four main sub-categories. These being:

- **Food, Liquor and Groceries** (FLG) – includes spending on fresh food, groceries and take-home liquor. FLG is the main category relevant to supermarket-based shopping expenditure and demand.
- **Food catering** – includes cafes, restaurants and fast/take-away food.
- **Non-Food** – includes apparel, homewares, bulky goods and general merchandise.
- **Personal services** – includes personal services such as hairdressers, beauty salons, massage parlour, optometrist and alike.

The MTA residents generated an estimated $202 million in retail expenditure in 2021. This figure is forecast to increase to $282 million by 2036.

Of total retail expenditure in 2021, approximately $87 million, or about 43%, was spent on supermarkets, take away liquor and grocery stores. Spending in this retail sub-category is forecast to increase to around $124 million by 2036.

For a detailed breakdown by the main trade areas sub-trade area precincts, please refer to Appendix A.

Table 19: Main trade area household retail expenditure ($m)

MTA	2021	2026	2031	2036
FLG	87	98	110	124
Food Catering	29	33	37	41
Non-food	83	92	101	111
Services	4	5	5	6
Total Retailing	**202**	**228**	**252**	**282**

5.4 Workforce expenditure

Retail expenditure captured by the surrounding workforce is another import factor impacting the amount and type of retail space that could be accommodated in Villawood town centre.

Workers outside the CBD typically spend around 15-20% of their annual retail expenditure near their place of work depending on the level of retail offered. This expenditure is typically directed towards food and personal services and some groceries. Given the large amount of industrial and urban-service related jobs in the STAE, we have assumed a conservative rate of 15% of annual retail expenditure spent near their place of work.

Based on a high-level average Greater Sydney per capita annual retail expenditure of $15,000 per annum, this annual worker retail spend, near their place of work, is estimated at $2,250 per annum. This equates to around $10 per working day for 46 working weeks.

It is estimated that the local non-resident workforce that would be captured by Villawood town centre would spend around $4 million on retail items in 2020. This is forecast to increase to $5.6 million by 2036.

5.5 Capture of expenditure

Not all of the above expenditure will be captured by retailers in Villawood town centre. Reasons for this include:

- The proximity of surrounding centres which provide a greater range and quantum of retail floorspace

- Presence of small neighbourhood and village centres in the MTA which would capture some trade
- Residents leaving the locality to, predominantly, undertake discretionary shopping (in department stores, apparel stores and bulky goods stores elsewhere – such as Fairfield, Cabramatta, Auburn, Bankstown)
- Working residents spending a portion of annual retail expenditure close to their place of work (approximately 15-25%)
- Expenditure from residents who are on holidays/business trips or are away for other reasons for any extended period. This is counterbalanced to some extent by residents from outside the MTA visiting the town centre as they visit the area.

Capture rates (i.e. the proportion of expenditure captured by the site) have been adopted, considering the above factors. These market share assumptions are outlined in the following table and are indicative of retail services that appropriately provided for its surrounding community – in this case, the MTA, reducing their need to travel further to access essential services.

Table 20: Villawood town centre capture rates

Sub-category	PTA	STAN	STAS	Workers
FLG	64%	35%	30%	20%
Food Catering	57%	29%	30%	65%
Non-food	18%	9%	9%	
Services	65%	30%	33%	15%

5.6 Potential expenditure captured by Villawood town centre

Applying the above capture rates, around 37% of all expenditure generated by residents in the MTA could potentially be captured by retailers in Villawood town centre. This leaves 63% of expenditure being directed to smaller centres located in the MTA or surrounding larger centres outside the MTA such as Bankstown, Fairfield, Auburn, Merrylands, Liverpool and Parramatta and also to the homemaker centres such as Warwick Farm and Auburn.

From the above assumptions, retailers in Villawood town centre could potentially achieve total retail sales of around $87 million in 2021, increasing to $112 million by 2031 and $127 million by 2036.

Table 21: Villawood town centre potential capture of MTA expenditure

MTA	2021	2026	2031	2036
FLG	53	61	68	78
Food Catering	18	21	23	26
Non-food	13	15	17	18
Services	3	4	4	5
Total Retailing	**87**	**100**	**112**	**127**

Source: HillPDA, includes an additional 10% capture of trade from beyond MTA

5.7 Demand for retail floorspace

In order to determine the demand for retail floorspace, target turnover rates ($/sqm of retail floorspace, and otherwise known as Retail Turnover Densities (RTDs)) have been applied to projected retail expenditure captured by Villawood town centre. These RTD rates broadly represent industry averages.

Table 22: Potential retail floorspace demand– Villawood town centre (NLA)

Retail sub-category	Target Rate*	2021	2026	2031	2036	change 2020-24	Change 2020-36
FLG	12,000	4,403	4,939	5,415	5,996	1,012	1,593
Food Catering	7,750	2,339	2,631	2,883	3,180	545	841
Non-food	5,600	2,383	2,625	2,818	3,056	435	674
Services	5,000	623	703	772	852	149	229
Total Retailing		**9,748**	**10,898**	**11,889**	**13,085**	**2,140**	**3,337**
Commercial space (say 20%)		1,950	2,180	2,378	2,617	428	667
Vacant space (say 5% target)		585	654	713	785	128	200
Total		**12,283**	**13,732**	**14,980**	**16,487**	**2,697**	**4,204**

* Sources: ABS Retail Survey 1998-99 (escalated to 2020 dollars), Urbis Retail Averages, Shopping Centre News, HillPDA and various consultancy studies.

By applying the above RTDs, it is estimated that Villawood centre potentially could support up to 9,750sqm net leasable area (NLA) of occupied retail floorspace in 2021, increasing to around 12,000sqm NLA by 2031 and 13,100sqm NLA by 2036. Currently, around 4,400sqm of demand is attributed to FLG space, of which only an estimated 2,250sqm or just over half is currently provided. This is in the form of an ALDI supermarket, bakery, and two small specialist grocery stores. This implies that residents are likely travelling outside the PTA to surrounding centres to undertake weekly grocery shopping at larger full-line supermarkets.

Typically, a centre of this size would have additional demand from non-retail commercial businesses providing financial, travel, medical and real estate services. This space occupied by non-retail uses ranges from 10-30% for a neighbourhood to local centres. We have applied a conservative additional 20% demand for non-retail occupiers. This equates to around 2,000sqm, increasing to 2,400sqm by 2031 and 2,600sqm by 2036.

Accounting for some level of vacancy across the centre it is estimated that the centre could potentially support up to 12,300sqm of total shop front floorspace, increasing to 15,000sqm by 2031 and 16,500sqm by 2036.

5.8 Supply and demand gap analysis

Villawood town centre currently provides a total of around 6,150sqm NLA of commercial space. Our demand modelling suggests that the centre could support around 12,300sqm of commercial and retail space.

This indicates that the centre has a current undersupply of around 7,100sqm which will increase to 9,800sqm by 2031.

This undersupply may encourage residents to travel greater distances to access essential commercial and retail services. This decreases the viability and vibrancy of Villawood town centre while also having negative impacts on social cohesion and the environment.

We understand from Council that an amendment to the LEP is imminent which will introduce an additional permitted use to facilitate ground floor activation on B4 zoned land directly adjacent to the B2 Local Centre of the Villawood Town Centre at No. 2 Kamira Avenue. This will increase supply of shopfront floorspace by 4,600sqm which we have assumed will be delivered by 2031.

Development of the subject site to include retail and commercial services can contribute to the centre meeting some of this unmet demand, helping retain expenditure within the MTA, increase the centre's vibrancy and viability while also providing the type and quantity of services required to appropriately service the surrounding community.

Table 23: Villawood town centre supply and demand analysis (NLA)

Year	2021	2026	2031	2036
Supply	6,150	6,150	10,750	10,750
Demand	12,280	13,730	14,980	16,490
Over/undersupply (+/-)	**-6,130**	**-7,580**	**-4,230**	**-5,740**

Villawood centre currently provides around 2,250sqm of FLG space. Our demand modelling suggests that the centre could support 4,400sqm of associated FLG space. This implies that there is an undersupply of around 2,200sqm. Due to population growth in the trade area this is likely to increase to around 3,150sqm by 2031 and 3,750sqm by 2036 if there were no increase in supply. It's possible that with 4,600sqm of shopfront space a supermarket could be included as part of the mix at 2 Kamira Avenue which would result in some oversupply of FLG retailing. The likely result would be some underperformance of the FLG retailers in 2031 (although remain trading at sustainable levels of around 9,000 to $11,000/sqm depending on the size of the supermarket at 2 Kamira Avenue) or some conversion of FLG space to non-FLG retailing.

IMPACT ASSESSMENT AND PREDICTION

6.0 IMPACT ASSESSMENT AND PREDICTION

This chapter aims to predict the potential social impacts to arise from the proposed development. It includes an estimate of the likely population increase to arise from the proposed development.

6.1 Potential social impacts

6.1.1 Projected population

The concept proposes 130 residential flats, varying from 1-bedroom to 3-bedroom layouts. Table 24 below projects the likely residential population based on the rates of occupancy per bedroom in high density dwellings (defined by ABS as being apartment buildings of four or more storeys) across the study area at the 2016 Census.

Table 24: Implied population arising from the proposal at selected average occupancy rates in 2016

Unit size	Yield	Average household size of high density dwellings (Villawood)	Average household size of high density dwellings (Fairfield LGA)	Projected residential population		
				Villawood rates	LGA-wide rates	Difference
1-Bedroom	36	1.23	1.61	44	58	+14
2-Bedroom	78	1.67	2.49	130	194	+64
3-Bedroom	16	3.05	3.37	49	54	+5
Total	130	n/a		223	306	+83

Source: ABS (2016), *Australian Census of Population and Housing*. Compiled using TableBuilder Pro.

Household sizes or (occupancy rates) for high density dwellings in Villawood were found to be very low, compared to the average rates for the Fairfield LGA, and therefore would produce significantly lower residential population projections. This may be due to the small sample size alone, or it may be due to almost all high density housing in Villawood being social housing. Therefore, these occupancy rates were considered unsuitable for use in projecting residential population for a market housing development. As such, the occupancy rates for the Fairfield LGA were utilised, projecting a (rounded) total of 306 residents on site.

For the purpose of projecting social infrastructure needs generated by the proposal, a projected population projection of 306 residents has been assumed, as per the calculations in Table 24.

A projection of the age distribution within the proposal has been calculated below. Though the eventual profile of residents opting to live in the proposal may differ to the profile of existing study area population profile, this is considered to present a reasonable approximation of the likely future characteristics of the resident population on the site for the purposes of this PP and DA. The projections suggest that the proposed development is likely to appeal most to the parents and homebuilder age groups, and to a lesser extent, young workforce and older workers and pre-retirees groups. Overall, the projected population represents a fairly evenly distributed age range.

Table 25: Projected population by service age group

Service age group	Villawood proportion	Population within proposal
Babies and pre-schoolers (0 to 4)	6.6%	20
Primary schoolers (5 to 11)	9.5%	29
Secondary schoolers (12 to 17)	8.1%	25
Tertiary education and independence (18 to 24)	11.0%	34
Young workforce (25 to 34)	14.2%	43
Parents and homebuilders (35 to 49)	20.2%	62

Service age group	Villawood proportion	Population within proposal
Older workers and pre-retirees (50 to 59)	12.8%	39
Empty nesters and retirees (60 to 69)	10.0%	31
Seniors (70 to 84)	5.9%	18
Elderly aged (85 and over)	1.8%	6

Source: ABS (2016), *Australian Census of Population and Housing*. Compiled using TableBuilder Pro.

These projections have been used as a basis for predicting the demand for additional social infrastructure below.

6.1.2 Projected likely social infrastructure demand

In assessing the nature and level of social infrastructure need, historic practice has been to apply a population-based approach which relies on thresholds for social infrastructure provision. Recent research has revealed that such models can be limited in outer-suburban settings, where they can lead to more limited social infrastructure access in areas with lower densities, presenting risks of double disadvantage or deprivation amplification.[4] A response to addressing these issues is to apply an access-based social infrastructure model (i.e. one that is based upon access for residents rather than threshold population).

An indicative level of social infrastructure need that would arise from the proposal can be ascertained using standards from a variety of sources, as well as average servicing levels that have been derived from aggregate statistical data.

For the purposes of this report, provisioning rates and been adopted from:

- Fairfield City Council's Direct (Section 7.11) Development Contribution Plan 2011 Amendment 12 (for open and community space provision rates), and
- City of Parramatta's *Community Infrastructure Strategy 2020* (for childcare provisioning rates).

The open space provisioning rate employed below also stipulates that for high density areas – areas with a dwelling density higher than 60 residential dwellings per hectare – a neighbourhood park must be located within 200 metres of the proposed development. For the Villawood area, a neighbourhood park is defined as being between 4,000 and 5,000 square metres in size.

Table 26: Site dwelling density

Dwellings on site	Site size (ha)	Dwellings per hectare
130	0.343	**379**

Source: HillPDA

As shown in Table 26, this proposal is considered high density, therefore the following sections will assess the proposal in line with both the general provisioning rate and the proximity requirement.

For community facilities, the site lies within the Villawood Sub-District of the Fairfield Catchment, as identified in the Contribution Plan, and a benchmark rate is provided for this area along with identified potential works. Table 27 and the following sections will discuss the application of these rates and benchmarks to the proposal and its projected population with regard to social impact.

[4] Davern, M., Gunn, L., Whitzman, C., Higgs, C., Giles-Corti, B., Simons, K., et al. (2018). *Using spatial measures to test a conceptual model of social infrastructure that supports health and wellbeing*. Cities & Health, 1(2), 194-209.

Table 27: Projected social infrastructure demand arising from the proposal

Type	Benchmark	Existing near site (including proposed)	The proposal		Additional Facilities Needed
			Parameter	Need	
Open space*	2.78 sqm per additional person	**Within 200 metres:** 0.47ha (0.66ha) **Within 400 metres:** 1.01ha (1.2ha) **Within 800 metres:** 3.86ha (4.59ha)	306 residents	851sqm/ 0.085ha	**Exceeds** However, the amount of open space available within 400 metres of the site may be a constraint should Villawood be developed to the maximum permitted extent of its planning controls. Additionally, the proposal provides for 950 sqm of communal / open space within the development, both as communal central space, and a northern section of open space intended to interact with the adjacent town centre.
	Neighbourhood park (4,000-5,000 sqm) within 200 metres	**Hilwa Park:** 4,700 sqm (6,600 sqm), adjacent to site.	N/A	Nil	**Negligible** Need is met by colocation with Hilwa Park, whether it is extended or not.
Community facilities	0.14sqm per additional person	**Villawood Senior Citizens Centre**: 650 sqm (approx.), 250 metres from the site.	306 residents	42.8sqm	**Negligible** However, there are few existing nearby community facilities. Additional facilities are being provided as part of the nearby town centre.
Long day care	1 place : 2.48 resident children aged 0-4 and 1 place : 75 workers	39 (some vacancy)	20 children 102 workers	9 places	**Negligible** However, there are few options nearby and capacity is likely to become an issue as other residential developments occur in the area.
OSHC	1 place : 2.7 resident children aged 5-11	40 (unknown vacancy)	29 children	11 places	**Negligible** However, there are few options nearby and capacity is likely to become an issue as other residential developments occur in the area.

*Note: open space areas identified in section 3.4.4 that were described as lacking utility or amenity were not included in assessing whether the proposal met the benchmark.

The above benchmarks suggest that the proposed development would generate a negligible need for open space and community facilities, though it would generate additional demand for childcare that may not be easily accommodated within the existing facilities near the site. It is noted that:

- The site has access to existing open space within 200, 400, and 800 metre catchments, in addition to the proposed 950 square metres of open space within the concept design, some of which would be designated as communal central space, and some of which would be situated to the north, accessible

from the town centre. However, it is also noted that the existing Hilwa Park, though enabling the site to meet its neighbourhood park proximity requirement, is lacking in activation and utility.

- The open space needs of the future residents would be met, in part, through the provision of 950 square metres of open space within the proposed development, which would complement the wider open space network available to nearby residents by providing north-south and east- west through site linkages
- The proposed provision of open space within the development adjacent to existing public transport infrastructure would provide opportunities for future residents, workers and visitors to the site to participate in a range of passive and active recreational activities.

6.1.3 Access and connectivity

The site is in a positive location for homes and jobs in terms of transport and accessibility, with existing rail and bus services accessible less than 300 metres from the site boundary.

The PP and DA is consistent with the objectives of *Future Transport 2056* and *A Metropolis of Three Cities - Greater Sydney Region Plan*, as it facilitates an improved urban design outcome and provides increased residential density close to public transport, supermarkets and convenience shopping opportunities. This can help to promote the use of public transport and reduce reliance on private motor vehicles. This is important as many of the future residents – especially those with lower-than-average incoming earning capacity – would be able to implement a lifestyle with low car dependency, which can reduce congestion, save money, improve travel times and air quality, and reduce noise and health impacts for individuals and the community.

Additionally, the Traffic Impact Assessment prepared to accompany the PP and DA suggested that the existing bus-only right turn bay on Woodville Road be modified to permit all vehicles to turn right, in order to facilitate additional car movements resulting from the proposed development. The Traffic Impact Assessment also states that the existing road network has the capacity to accommodate traffic resulting from the completed development, and that the site's proximity to transport and the Villawood Town Centre benefits access and connectivity. However, it acknowledges that the Woodville Road / Villawood Road intersection will operate near capacity during the PM traffic peak, following the development.

6.1.4 Amenity

Amenity has a meaning of pleasantness, but also has a physical (or tangible) component. This includes the character and appearance of buildings, proximity to commercial or recreational facilities, quality of infrastructure and absence of noise, unsightliness or offensive odours. It also has a psychological or social component. Amenity is what makes one location feel different from another, but it also contributes to a place's identity and can be what makes our physical surroundings worth caring about. Amenity can affect the ability of a resident, a visitor or the community to enjoy or undertake activities within the local area.

The construction process has the potential to affect the amenity of sensitive receivers within the surrounding area. Sensitive receivers generally relate to residents but may also include childcare centres, places of worship, community and recreational facilities or businesses (such as cafes and restaurants) that rely on the amenity of a locality to attract customers. During construction, the following may affect local amenity:

- The removal of established vegetation
- The introduction of construction facilities
- Noise and dust arising from construction
- Unpleasant odours
- Increased traffic volumes and/or congestion.

Short term reduction in amenity may impact the existing residential properties near the site. Construction impacts on local amenity are generally contained within close proximity of construction sites. A range of mechanisms can be applied to minimise any potential construction impacts on amenity and implemented through a Construction Management Plan.

Additionally, taller, larger buildings can change the aesthetic appeal of traditionally low density areas, impacting sight lines and the visual quality of the area. This can impact existing residents' sense of belonging to place, as the area transitions to higher density. As part of Council's strategic planning for increased residential density in key areas, a series of Urban Design Studies were procured (including for Villawood) and adopted by Council in 2018. The Villawood Town Centre Urban Design Study formed the basis of the development of the town centre area by crafting a cohesive and considered set of LEP and DCP controls that enable the area to be revitalised whilst securing an attractive public domain.[5] Consultation was also a key component of works to enable the redevelopment of the Villawood Town Centre.

6.1.5 Demand for housing

Fairfield, like many other parts of Greater Sydney, has a strong need for additional dwellings that are well-located. Strategic planning for housing in Fairfield has resulted in a series of rezonings of suitable land to accommodate medium and high density residential development, located in town centres and along strategic transport corridors, including Villawood.[6] *Shaping a Diverse City*, Fairfield City Council's Local Strategic Planning Statement (LSPS), encourages the concentration of high density residential development around transport corridors and existing centres of high amenity. To that end, Planning Priorities 1-4 from Fairfield City Council's LSPS are:

1. Provide housing that accommodates the needs of existing and future residents
2. Deliver greater housing diversity and affordability to meet the changing needs of the community
3. Plan for and manage areas identified for future urban development, and
4. Provide attractive, healthy, accessible and safe places for the whole community.[7]

The proposed development would make an important contribution to the delivery of housing in Fairfield, and is consistent with the LSPS. The proposed bedroom mix would improve housing diversity in the Fairfield LGA and responds to the housing need of the LGA by increasing the supply of smaller, more affordable dwellings.

6.1.6 Community cohesion

Community cohesion refers to the connections and relationships between individuals and their neighbourhoods. A socially cohesive society is one which works towards the wellbeing of all its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust and offers its members the opportunity of upward mobility.[8] Rapid social change, particularly in growth areas, can result in disharmony between newly arrived groups and established communities. Social tensions in the wider community can also play out at the local level. Encouraging new resident interaction are great ways to integrate communities. The proposal would facilitate this through the provision of communal and public open spaces that are suited to social interaction. The inclusion of ground floor retail and communal space would contribute to connecting the public and private realms.

6.1.7 Community health and safety

Developments can increase or decrease perceived and actual safety. Safety is a fundamental aspect of a liveable community. As identified in section 4.7 crime is a significant issue in the areas surrounding the site. Crime Prevention through Environmental Design (CPTED) principles should be applied as part of the detailed design phase, ensuring that areas within the proposal are safe and appealing to all members of the community. Possible strategies that could be applied as part of CPTED include maximising passive surveillance of public and communal

[5] TPG Town Planning and Urban Design (2017). Villawood Town Centre Urban Design Study.
[6] City of Fairfield (2021). Draft Local Housing Strategy 2021.
[7] City of Fairfield (2020). Shaping a Diverse City: Local Strategic Planning Statement.
[8] OECD (2011). Perspectives on Global Development 2012: Social Cohesion in a Shifting World: Executive Summary.

areas and promote safety, or ensuring secure access points to delineate public and private areas and visible areas that are appropriate to the location and purpose.

6.2 Potential economic impacts

This section assesses the likely economic impacts during construction.

6.2.1 Estimated design and construction cost

HillPDA's preliminary estimate of total capital investment value (CIV) (design and construction) is $76.7m, measured in Australian 2022 dollars. This cost assumes:

- An efficiency of gross leasable area (GLA) to gross building area (GBA) of 80%,
- $3,500/sqm construction GBA for residential,
- $2,600/sqm construction GBA for non-residential,
- $1,000/sqm for fitout costs,
- 192 car spaces at $55,000 per car space,
- 5.0% of the above costs for site works, landscaping and external works
- 5.0% of the above for contingencies
- 8.5% for planning, design and other professional fees.

6.2.2 Economic multipliers

The construction industry is a significant component of the economy, accounting for 5.96% of Gross Domestic Product (GDP) and employing just over one million workers across Australia.[9] The industry has strong linkages with other sectors, so the impacts on the economy go further than the direct contribution of construction. This is known as the multiplier effect. Multipliers refer to the level of additional economic activity generated by a source industry. There are two types of effects captured by multipliers:

Production Induced Effects: which is made up of:

- *Direct effects:* which constitutes all outputs and employment required to produce the inputs for construction, and
- *Indirect effects:* which is the induced extra output and employment from all industries to support the increased production of the construction sector.

Consumption Induced Effects: which relates to the demand for additional goods and services due to increased spending by the wage and salary earners across all industries arising from employment.

The proposal will have a direct impact on construction output as well as indirectly stimulating other industries which assist in production or cater to increased consumption.

6.2.3 Gross Output

The table below details the output multipliers and shows the impact of the change in demand generated by the development and the impact on the national economy. The forecast change in total output (capital investment) at a national level is $240.5m as shown in the table below.

[9] Source: IBIS World Construction Industry Report 2020

Table 28: Gross output ($m)

	Direct Effects	Production Induced Effects	Consumption Induced Effects	Total
Output multipliers	1	1.235	0.901	3.136
Output ($million)*	**76.7**	**94.7**	**69.1**	**240.5**

* Includes design costs and other professional fees at 8.5% of construction costs

Source: HillPDA Estimate using data from ABS Australian National Accounts: Input-Output Tables 2018-19 (ABS Pub: 5209.0)

6.2.4 Gross value added (GVA)

The Gross Value Added (GVA) of an industry refers to the value of outputs less the costs of inputs. It also measures the contribution that the industry makes to the regions' wealth or gross regional product (GRP). The main components of GVA are workers' remunerations, profits and government taxes.

Design and Construction would directly contribute around $24.3m to the national economy. Including multiplier impacts, around $100.2m in GVA would be generated and/or supported.

Table 29: Gross value added ($m)

	Direct Effects	Production Induced Effects	Consumption Induced Effects	Total
Output multipliers	0.317	0.511	0.479	1.307
Output ($million)*	**24.3**	**39.2**	**36.8**	**100.2**

Source: HillPDA Estimate using data from ABS Australian National Accounts: Input-Output Tables 2018-19 (ABS Pub: 5209.0)

6.2.5 Job creation

Every million dollars of CIV generates 2.42 jobs over one year[10] directly in design and construction. Based on the estimated CIV, 186 job years[11] would be directly generated by the proposed development.

Through production induced and consumption induced multiplier impacts a total of 700 job years[11] would be supported in the national economy.

Table 30: Construction employment impacts

	Direct Effects	Production Induced Effects	Consumption Induced Effects	Total
Multipliers	1	1.444	1.320	3.764
Job Years per $million	2.424	3.501	3.199	9.124
Total Job Years Generated	**186**	**269**	**245**	**700**

Source: HillPDA Estimate using data from ABS Australian National Accounts: Input-Output Tables 2018-19 (ABS Pub: 5209.0), ABS Census 2016 Data

The following section assesses and where possible quantifies the potential economic impacts of the proposal measured against the 'do nothing' base case option. Key economic performance indicators include employment, wages and gross value added assuming full development and operations.

6.2.6 Current or 'base case' economic multipliers

For the purpose of the assessment, we have defined the base case as the 'do nothing' option. This scenario assesses the economic multipliers of the current uses on-site in terms of employment, wage and contribution to the local economy or Gross Value Added (GVA).

[10] Source: ABS Australian National Accounts: Input – Output Tables 2018-19

[11] Note that jobs in design and construction are not full-time jobs given that they jobs are limited in time. Technically this refers to 'job years' where one 'job year' equals one full time job over one year. To calculate average FTE jobs, total job years can be divided by the number of years to construct.

HillPDA estimate that the existing tenant on site (i.e. piano and repair tenant) employs around 7 workers.[12]

It is estimated that these jobs would generate an estimated $0.3 million in salaries and contribute $0.5 million in GVA.

6.2.7 Employment generation

It is estimated that development of the proposal has the potential to support 102 jobs on site. These are jobs in full and part-time positions. The breakdown of these jobs by the proposed land use is provided in the table immediately below.

Table 31: The proposal employment estimate

Land Use	Employment Density*	No.	Units	Jobs
Supermarket	1 / 27.5 sqm	2,350	sqm	85
Mini major	1 / 35 sqm	282	sqm	8
Work at home**	1 / 15 dwellings	124	dwellings	8
Total				**102**

* Sources: Various including ABS Retail Survey 1998-99, Landcom, Sydney City Floor Space Survey 2017 and HillPDA Research ** Work at Home: 5% of workers undertake majority of their work at home (ABS Locations of Work 2008 Cat 6275.0, Canterbury – Bankstown LGA Community Profile, ABS 2021 Working Arrangements release August 2021, HillPDA research) and assuming 1.28 working residents per household translates to 1 job per 15 occupied dwellings.

The proposed development supports up to 95 more jobs than the base case.

6.2.8 Gross Value Added

The Gross Value Added (GVA) of an industry refers to the value of outputs less the costs of inputs. It also measures the contribution that the industry makes to the region's wealth or gross regional product (GRP). The main components of GVA are workers' remunerations, profits and government taxes. It is estimated that the proposed development would generate $5.4 million in GVA every year as shown in the table below. This is $4.9 million more than the base case.

Table 32: Gross value added from the proposal

Land Use	Jobs	GVA / Worker	Gross Value Added ($m)
Supermarket	85	$50,015	$4.3
General retail	8	$51,850	$0.4
Work at Home	8	$91,000	$0.7
Total	102	$53,477	$5.4

* Sources: ABS, IBIS World Reports and HillPDA

6.2.9 Workers' remuneration

The 102 workers on site will enjoy remuneration of around $3.9m every year as shown in the table immediately below. This is $3.6 million more in salaries than the base case.

[12] Applying employment density of 1 worker/sqm to estimated 700sqm GFA (as sourced from Nearmap aerial imagery)

Table 33: Workers' remuneration ($m)

Land Use	Jobs	Avg Annual Wage	Total ($m)
Supermarket	85	$34,870	$3.0
General retail	8	$37,143	$0.3
Work at home**	8	$72,800	$0.6
Total	**102**	**$38,119**	**$3.9**

* Sources: ABS, IBIS World Reports and HillPDA

6.3 Impact evaluation

The following tables draw on the above sections to predict the likely social impacts arising from the proposal. The impacts have been separately considered at the construction and operational phases. Impacts are assessed using the framework outlined in Chapter 3.0. This includes an assessment of the duration, extent, severity, consequence rating, likelihood and overall significance. Management measures and benefit enhancements have been provided. This section proposes mitigation methods to lessen the effects of negative impacts, and enhancement methods to increase certain aspects of the development application. The impacts have been separately considered at the construction and operational phases.

During the project development phase, steps have been taken to mitigate some impacts through the project design. Further mitigations measures have been identified and are described below against each impact area with residual impacts noted, post mitigation.

6.3.1 Construction

The construction process has the potential to affect the amenity of sensitive receivers within the surrounding area through noise, dust, odours and the movement of construction vehicles to and from the site. Sensitive receivers for these types of impacts generally relate to residents but may also include childcare centres, places of worship, community and recreational facilities or businesses (such as cafes and restaurants) that rely on the amenity of a locality to attract customers.

In addition to potential amenity and access impacts, it should also be acknowledged that any construction activity resulting from the proposal would likely contribute positively to local livelihoods and economic activity though additional jobs and accompanying direct and indirect investment in the wider community.

Table 34: Social impact evaluation and mitigation response – construction

Detail	Evaluated	Standard measures	Project-specific mitigation measures	Residual impact significance
Dust from construction activity cause a decline in air quality, potentially impacting the amenity of surroundings and health and wellbeing of neighbouring workers and residents	Unlikely + Minimal = Low	• Construction phase air quality impacts shall be minimised or avoided by incorporation of appropriate dust suppression and air quality control measures at various stages of the project.	• None	Very unlikely + Minimal = Low
Noise and vibration from construction activity may negatively affect amenity for businesses surrounding the site, impacting upon quiet enjoyment of surroundings, way of life and health and wellbeing	Possible + Minimal = Low	• When planning construction work that will generate significant noise or vibration, consider: – Restricting times when work is carried out – Informing potentially affected neighbouring properties about when works will occur – Limit works to standard construction hours.	• Implementation of a Construction Management Plan, including: – Limiting noise-generating construction activity to approved site operating hours – Utilising noise and vibration monitoring equipment to ensure that activities remain within specified tolerances.	Unlikely + Minimal = Low
Additional construction vehicle movements may increase congestion on surrounding roads, impacting way of life, accessibility and livelihoods for surrounding residents, workers and businesses	Possible + Minimal = Low	• Implementation of construction transport management planning (as part of construction management planning). • Construction activity to be provided for on-site or within on-street work zones. • Construction activity to be coordinated with the construction of other developments in the vicinity of the site where required. • Movement of trucks on and off the site to be managed and controlled in accordance with appropriate protocols.	• Maintain vehicle access via existing access points and implement other access recommendations arising in	Unlikely + Minimal = Low

Detail	Evaluated	Standard measures	Project-specific mitigation measures	Residual impact significance
Potential changes to access for nearby businesses from parking for workers on site during construction, impacting way of life and access	Unlikely + Minor = Low	• Encourage workers to travel via alternative means (e.g. active or public transport).	• All construction workers' parking to be accommodated within the site boundary • Prepare a Traffic Management Plan as necessary.	Very unlikely + Minor = Low
Additional employment opportunities on site arising from construction activity (direct and indirect) positively impacting livelihoods, community, and way of life in the Fairfield LGA	Almost certain + Moderate (positive) = High (positive)	• Construction activity will draw resources from and thereby generate economic activity in Fairfield LGA as well as from outside the LGA.	• Creation of 186 job years through the direct effects of the construction of the proposal, and 700 job years through production induced and consumption induced multiplier impacts (see section 6.2.5). • Consideration could be given to hiring from within the Fairfield LGA.	Almost certain + Moderate (positive) = High (positive)
Potential feeling of powerlessness or lack of means to have input or say on the proposal during construction for surrounding properties and the wider community, negatively impacting decision-making systems	Unlikely + Minor = Low	• Standard engagement mechanisms as part of DA process	• Significant consultation undertaken to support rezoning and redevelopment of the Villawood Town Centre over more than a decade. • The proponent should continue engagement activities throughout the development process, including any potential construction stage by: – Continuing to engage with the community about the project, its impacts, and the approval process – Enabling the community to seek clarification about the project through the two-way communication channels – Providing information about communications and complaints protocols to neighbouring premises prior to any works commencing.	Unlikely + Minor = Low
Potential impact on community and culture through impacts to Aboriginal and Non-Aboriginal cultural heritage sites during construction.	Unlikely + Moderate = Medium	• Engagement with Local Aboriginal Land Council • Procure an assessment of Aboriginal and historic heritage from a suitably qualified heritage consultant (as necessary).	• Implement and adhere to recommendations of any heritage impact assessments or reports • Conduct training for all workers on site to ensure awareness of any heritage responsibilities and requirements.	Unlikely + Minor = Low

6.3.2 Operation

Operational impacts arise from the day to day activities of the proposal once complete and are experienced long term. These are summarised below with mitigation measures identified where appropriate.

Table 35: Social impact evaluation and mitigation response – operation

Detail	Evaluated	Standard measures	Project-specific mitigation measures	Residual impact significance
Increase in provision of environmental amenity on site through landscaping works, positively impacting surroundings and health and wellbeing for residents, workers, and visitors.	Likely + Minor (positive) = Medium (positive)	• Maximise opportunities to contribute to landscape setting, urban heat island effect, and urban tree canopy through plantings and landscaping.	• Maximise provision of new plantings and tree canopy • Encourage the planting of native plants to enhance residents' access to natural areas.	Likely + Minor = Medium (positive)
Reduction in environmental amenity through loss of views and significant change of environment for existing residents, negatively impact surroundings and health and wellbeing for residents, workers, and visitors.	Likely + Moderate = High	• None	• Villawood Town Centre DCP objectives encourage design excellence and reduce visual impact, and height limits ensure that buildings will be of an appropriate scale to the site. • Significant consultation undertaken to support rezoning and redevelopment of the Villawood Town Centre over more than a decade.	Possible + Minimal = Low
Additional employment opportunities on site arising from operational activity (direct and indirect) positively impacting livelihoods, community, and way of life in the Fairfield LGA.	Almost certain + Moderate (positive) = High (positive)	• Operational activity will draw resources from and thereby generate economic activity in Fairfield LGA as well as from outside the LGA.	• Employment of approximately 102 additional workers as outlined in section 6.2.5, including: – 85 in the supermarket site – 8 in the other proposed retail tenancies – 8 work from home jobs.	Almost certain + Moderate (positive) = High (positive)
Reduced access from additional vehicle congestion due to increased number of local residents.	Possible + Minimal = Low	• Encourage workers, visitors and residents to use public transport where possible • Encourage workers, visitors and residents to use active transport where possible • Provide end-of-trip facilities to enable workers to use active transport	• Assess and implement traffic mitigation requirements in collaboration with the relevant authorities at each stage of the project • Ensure that the bus-only right turn bay on Woodville Road be modified to permit all vehicles to turn right into Howatt Street.	Unlikely + Minimal = Low

Detail	Evaluated	Standard measures	Project-specific mitigation measures	Residual impact significance
		• Ensure construction of road access points aligns with all relevant laws and standards • Provide parking in line with relevant requirements		
Reduced access from additional vehicle movements due to increased number of workers on the site.	Possible + Minimal = Low	• Encourage workers, visitors and residents to use public transport where possible • Encourage workers, visitors and residents to use active transport where possible • Provide end-of-trip facilities to enable workers to use active transport • Ensure construction of road access points aligns with all relevant laws and standards • Provide parking in line with relevant requirements	• 192 car parking spaces provided within basement levels • 50 bicycle parking spaces • Assess and implement traffic mitigation requirements in collaboration with the relevant authorities at each stage of the project.	Unlikely + Minimal = Low
Increased community cohesion and social infrastructure through provision of on-site shared and communal spaces.	Likely + Moderate (positive) = High (positive)	• None	• Consider possibilities to encourage the development of social bonds among residents, for example by hosting events or establishing clubs.	Likely + Moderate (positive) = High (positive)
Increased safety and wellbeing through increased site activation reducing opportunity for crime in the area.	Possible + Minor (positive) = Medium	• Incorporate CPTED principles into proposal where possible.	• Adhere to Villawood Town Centre DCP requirements for active frontages where relevant.	Possible + Minor (positive) = Medium (positive)
Impacts to health, safety and wellbeing for existing and future residents through increased noise from operations of the proposed development (e.g. mechanical plant, receiving deliveries etc).	Possible + Minor = Medium	• Noise attenuation of buildings to relevant standards • Restrict any potentially noisy activities from occurring at night	• None	Unlikely + Minor = Low

Detail	Evaluated	Standard measures	Project-specific mitigation measures	Residual impact significance
Reduced access to childcare and education through additional demand and lack of nearby facilities.	Possible + Minor = Medium	• None	• Consider opportunities to provide childcare on site, or design retail floorspace in a way that would enable it to be retrofitted to host childcare services.	
Reduced access to healthcare through additional demand and lack of nearby facilities, disproportionately affecting poorer, less mobile, or otherwise marginalised residents.	Possible + Minor = Medium	• None	• Consider options to encourage a general practitioner, allied health professional, or chemist to occupy one of the site's retail tenancies.	Unlikely + Minor = Low
Reduced access to open space and recreational facilities through increase in local population and lack of nearby facilities.	Likely + Minimal = Low	• None	• Site's location adjacent to Hilwa Park, along with proposed upgrades to Hilwa Park. • Additional open space needs have been considered in strategic planning work by Fairfield City Council and accommodated within the Villawood Town Centre DCP and the contribution plans. • Encourage Council to bring forward delivery of open space areas as necessary. • Maximise provision of open space and recreational facilities within the proposed development. • Consider options to undertake a VPA with Council to deliver high level embellishments to Hilwa Park (over the required standard level embellishments in 1.4.3 of the contribution plan). • New (large) neighbourhood park is to be provided within 800 metres of the site at Belmore and Mandarin streets.	Possible + Minimal = Low
Reduced access to community facilities through increase in local population and lack nearby of facilities.	Likely + Minimal = Low	• None	• Maximise provision of community facilities within the proposed development. • Development contribution plans set out provisioning rates, contribution rates, and identified potential sites for delivery of community facilities. • Encourage Council to bring forward delivery of community facilities as necessary. • Consider options to deliver a small public community space within the proposal to offer diversity and a cost-free option for local residents.	Possible + Minimal = Low

ENHANCEMENT, MITIGATION AND RESIDUAL IMPACTS

7.0 ENHANCEMENT, MITIGATION AND RESIDUAL IMPACTS

Social impacts for the construction phase of the concept proposal have been identified in detail in section 6.3.1 of this report. While this report has been prepared with respect to a PP and, as such, the final DA would be subject to detailed design, it includes consideration of possible social impacts to surrounding residents and businesses and mitigations for implementation at that phase. As the previous chapter identifies, the proposal could have a range of impacts to residents, workers, visitors, and businesses in the surrounds, as well as the wider community.

Construction activity, while temporary, has the potential to significantly impact way of life, the quality of surroundings, health and wellbeing through dust, noise, vibration, and congestion from vehicles; the accessibility impacts resulting from additional road congestion and potential changes to access for businesses; the impacts to decision-making systems resulting from the potential disempowerment of the local community; and the cultural impacts resulting from the potential disruption of Aboriginal and non-Aboriginal cultural heritage sites. There is also the potential for positive impacts to livelihoods, community, and way of life in the Fairfield LGA to result from additional employment opportunities. The Development Application can largely mitigate the significance of these impacts through effective planning and coordination, in the form of a Construction Management Plan, which should at a minimum:

- Clearly identify hours for building activity to take place
- Identify sources of environmental disruption (e.g. noise, vibration, dust) and propose appropriate mitigations (e.g. covering loads, limiting noisy activity to certain times of day
- Coordinating vehicle movements to minimise congestion, parking and access
- Identify impacts to the local pedestrian network and ensure that alternative routes are provided where obstruction occurs
- Introduces appropriate communications protocols and strategies to inform nearby residents and businesses of potential impacts and enable the receipt of feedback or complaints. This would identify types of activities requiring notification of neighbours, identify a point of contact for neighbours' concerns, complaints and enquiries and outline a transparent resolution process and timeframe for addressing complaints, with a copy to be made available to neighbours as part of communications.

Social impacts for the operational phase of the proposed development have been identified in detail in section 6.3.2 of this report. The following measures have been proposed to mitigate or enhance the respective social impacts identified for the operational phase:

- Positive health and wellbeing impacts for residents, workers, and visitors would result from an improvement in environmental amenity from the landscaping of the development
  - New plantings and tree canopy should be maximised, while the use of native plants should be encouraged in the development.
- Impacts for surrounding residents, workers, and visitors could result from the loss of views and significant change in the built environment that would occur as a result of the development (surrounds and way of life)
  - The proposed development recognises and responds to the Villawood Town Centre DCP's encouragement of design excellence and lack of visual impact
  - Height limits set by the DCP enforce an appropriate scale in the proposed development
  - Significant consultation has also been undertaken during the past decade regarding the potential for rezoning and redevelopment of the Villawood Town Centre.

- An increased number of local residents and workers would slightly reduce local accessibility, due to additional vehicle congestion around the development
  - As the Traffic Impact Assessment states, local roads have the overall capacity to accommodate the increased traffic movement anticipated to result from the development. Nonetheless, it also recommends the modification of the bus-only right turn bay on Woodville Road to allow all vehicles to turn right, in order to improve traffic flow
  - 192 car parking spaces would be provided as part of the development, in order to mitigate accessibility impacts resulting from the traffic consequences of street parking demand.
- Community cohesion and social infrastructure could be positively improved through the provision of community and social spaces
  - Possibilities for community connections within the development, such as the hosting of events or clubs, should be explored
  - There may be potential uses for open space on the north of the site that would bring social benefits to the wider community.
- Access to open space and recreational facilities could be impacted through increased demand and a lack of relevant nearby facilities.
  - The development would deliver open spaces and potential recreational facilities
  - Open spaces and recreational facilities are set to be improved near the development, with a new large neighbourhood park to be provided within 800 metres of the site, and Hilwa Park to be upgraded
- Access to community facilities could be impacted through increased demand and a lack of relevant nearby facilities.
  - Developer contributions plans may aid the delivery of community facilities in tandem with the development.

While the majority of the development's economic and social impacts can be responded to with either mitigation or enhancement measures, there remain some residual impacts that cannot be fully responded to. Residual impacts resulting from construction should be thoroughly detailed for any proposed construction resulting from a Development Application. Residual impacts resulting from operation are listed as follows:

- Current and future residents' health, safety, and wellbeing could be impacted by the development's operational noise. In the case of a Development Application, these impacts could be more thoroughly accounted for through an acoustics report, and possible requirements regarding operating hours
- Access to childcare and education, healthcare, open space and recreational facilities, and community facilities may be impacted by the development, without the significant targeting of mitigation methods. However, a growing population may also generate demand for such social infrastructure, such as chemists or educational tutoring services, to occupy the retail sites provided by the development
- The introduction of active retail frontages and open space will increase foot traffic, significantly increasing passive surveillance. This will benefit public safety in the area, particularly noting the area's higher crime rates (see section 4.7). This benefit can be further enhanced through the implementation of and adherence to CPTED principals in the detailed design.
- There may be some residual impacts in terms of environmental amenity for residents, workers, and visitors, due to the development's inherently significant change to environment.

Enhancement and mitigation measures can be pursued for the majority of social impacts that would possibly result from the proposed development, leading to a lower residual level of social impact overall. Some residual social risks remain from greater demand for services; positives relating to greater reductions in crime; and people's experiences of changes to environmental amenity. These impacts may be further mitigated, such as through design revisions made ahead of any potential Development Application. As such, considerations have been made as to a variety of potential impacts resulting from the proposed development.

CONCLUSION

8.0 CONCLUSION

ABA Square Pty Ltd is seeking to submit a Planning Proposal and related Development Application for a mixed-use development at 890 Woodville Road, Villawood, involving 122 residential apartments, retail space, car parking, and 950 square metres of communal open space. HillPDA has prepared this SEIA to accompany the PP and Development Application. In alignment with industry best practice and the report aligns with DPE *Social Impact Assessment Guidelines* as well as the requirements outlined under Clause 2.5.13 of the Fairfield DCP.

HillPDA has investigated the location of the proposed development, finding that there is relatively poor access to social infrastructure in the vicinity of the site. However, more social infrastructure is planned to be developed in this area over the following years. The area surrounding the proposed development site is demographically diverse, socially and economically disadvantaged, and there are high rates of a variety of crimes. A high proportion of the area's housing tenure takes the form of social housing. Strong population growth is also anticipated for the area over the next 20 years.

HillPDA has undertaken a retail demand assessment, finding that the Villawood Town Centre has a current undersupply of around 7,100 square metres of commercial and retail space, which will increase to 9,800 square metres by 2031. The development would contribute to responding to this demand, in conjunction with the future use of nearby B4 zoned land that is anticipated to be permitted for retail use.

In addition to the retail demand assessment, HillPDA has also undertaken an assessment of the social and economic impacts anticipated to result from the proposed development. A mixture of positive and negative social impacts have been identified as potentially resulting from the proposed development. Positive social impacts include improvements to health, wellbeing, lifestyles, access to housing, and community cohesion, through the supply of diverse housing and retail spaces close to active transport. Potential negative social impacts could include decreased built environment amenity and higher demand for local social infrastructure, especially considering the likelihood for further future residential development nearby. HillPDA has found that the development would directly contribute $24.3m GVA to the national economy and $75.9m indirectly during construction. The development is also estimated to generate up to 102 jobs on-site, once fully operational. This range of social and economic impacts, summarised in section 6.3, contextualises the proposed development, amid higher levels and economic disadvantage in the local area.

An awareness of the proposed development's potential impacts allows for strategies to be developed to mitigate or enhance impacts, while cultivating an understanding of the residual impacts that are likely to remain. Construction impacts will require the implementation of management plans to effectively manage negative social impacts. Residual operational impacts will largely arise from potential pressures on existing social infrastructure, some of which would be alleviated by enhancements proposed in the adjacent town centre. The introduction of additional connected open space would yield benefits to the proposal and the surrounds, better connecting future population to the east with the current and proposed parkland to the west of the site. Most importantly, the proposal would introduce much needed housing supply and diversity in a location that is well connected to public transport, reinforcing the strategy of the 30-minute city. These positive impacts can be further enhanced through the maximisation of tree plantings within the proposed development's open space, and potential design considerations, including the adoption of CPTED principles. Despite the use of mitigations and enhancements, some residual positive and negative impacts are likely to remain, necessitating the use of a monitoring and management framework to make possible an ongoing understanding of the development's impacts.

Overall the proposal would yield a positive net social and economic outcome for the area.

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