

Club Punchbowl Redevelopment

Retail impact study





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Executive Summary

Hadron Group have been asked by Waldron Hills Project Pty Ltd to provide a local retail needs assessment to accompany the public exhibition of a planning proposal for the redevelopment of a site in Punchbowl in the City of Canterbury Bankstown, located at the corner of Punchbowl Road and Canterbury Road.

THE PLANNING PROPOSAL

The Planning Proposal envisages:

- The redevelopment of the existing Club Punchbowl
- Three retail tenancies (413sqm, 400sqm, 290sqm)
- The delivery of 320 dwellings

The purpose of this report is to address the need for, and impact of, the retail component of the proposed development. The Subject Site has a B1 zoning, for which the objective of retail uses is to service the needs of the surrounding neighbourhood.

DEMAND FOR RETAIL

The proposed retail offering would primarily cater to the Subject Site population and the local population within walking distance of the site (800m). The nearest alternative convenience retailing options to the Subject Site are some 1.4km away in the Punchbowl Local Centre.

Strong population growth is expected to drive additional demand for 5,000sqm of retail floorspace between 2021 and 2026 within walking distance (800m) of the Subject Site. This includes an estimated demand of 1,600sqm from the Subject Site population.

RETAIL TRADING ASSESSMENT

The strength of projected population growth in the trade area, the broader Punchbowl suburb, and in the neighbouring suburbs of Bankstown, Riverwood and Roselands will minimise the trading impacts of the Subject Site retail offering on other centres including Punchbowl Local Centre. All centres are projected to see turnover increase between 2021 and 2025 even with the additional competition from the Subject Site's retail facilities. On this basis, the trading impact of the proposed centre would be acceptable.

CENTRE HIERARCHY ALIGNMENT

The planning proposal is consistent with the objectives of its current B1 Neighbourhood Centre zoning and the objectives of a future Village Centre as identified in the Canterbury Bankstown Employment Lands Strategy and Local Strategic Planning Statement. It also consistent with the new 'E1 Local Centre' zoning which came into effect within the Standard Instrument Principal Local Environmental Plan on 1 December 2021.

SUMMARY

Based on the analysis in this report, we consider the proposed delivery of 1,103sqm of retail floor space on the Subject Site as justified based on projected growth in demand in the trade area and the lack of alternative convenience retailing within walking distance of the site. Moreover, the supportable floorspace demand provided in this report are conservative because there is upside to the near-term population forecasts for the trade area.

Introduction

Hadron Group have been asked by Waldron Hills Project Pty Ltd to provide a local retail needs assessment to accompany the public exhibition of a planning proposal for a site in Punchbowl.

DETAILS OF THE PROPOSAL

The Subject Site is located at the corner of Canterbury Road and Punchbowl Road, with a land area of approximately 1.9 ha. The Subject Site is currently occupied by the Club Punchbowl (921-925 Canterbury Road and 21 Punchbowl Road) and four detached houses (913-919 Canterbury Road).

Figure 1: Subject Site



The land on which the Club Punchbowl is located is currently zoned B1 Neighbourhood Centre, while the residential properties at 913-919 Canterbury Road are zoned R2 Low Density Residential. The planning proposal would see the entirety of the land rezoned to B1 Neighbourhood Centre, with a density of 1.8:1 and a maximum building height of 17 metres.

The Planning Proposal envisages:

- The Club Punchbowl being rebuilt back on the site, with an internal floor area of 1,660sqm
- The southern section of the site, located on the corner of Punchbowl Road and Canterbury Road, including retail uses (1,103sqm) and the club at ground level
- The northern section of the site only comprising residential flat buildings (12 terraces, 308 apartments).

GATEWAY DETERMINATION

The planning proposal has received a Gateway Determination. It was found to be consistent with the draft Greater Sydney Region Plan and draft South District Plan in providing housing supply and choice in proximity to public transport links and consistent with the vision of the Bankstown Community Plan 2023 to create a thriving centre. It was found not to be inconsistent with the Canterbury Road Corridor Review – in that the land use and built form provided in the review are adopted for the site.

The planning proposal was found to be consistent with the Direction 1.1 Business and Industrial Zones under section 9.1(2) of the Environmental Planning and Assessment Act 1979 as it retains the existing business zone (Club Punchbowl); however, the proposal was found to be inconsistent with clause 4(e) of the direction as the proposed extension of the business zone for commercial and retail uses was not in accordance with a strategy approved by the Secretary of the Department.

The Gateway Determination recommended that the planning proposal proceed (with conditions) as it would facilitate an opportunity for high quality residential accommodation and commercial development close to public transport with good connectivity to local and major centres.

The Department considered the inconsistency with clause 4(e) to be of a minor nature “given the planning proposal will maintain the existing business and commercial functions that currently exists and retain the areas and location of existing business zone”. Nevertheless, the Department supported Council’s request for a **retail study** to advise on impacts on local centres to confirm that any inconsistency with the direction is of a minor nature.

REPORT STRUCTURE

This rest of the report is structured as follows:

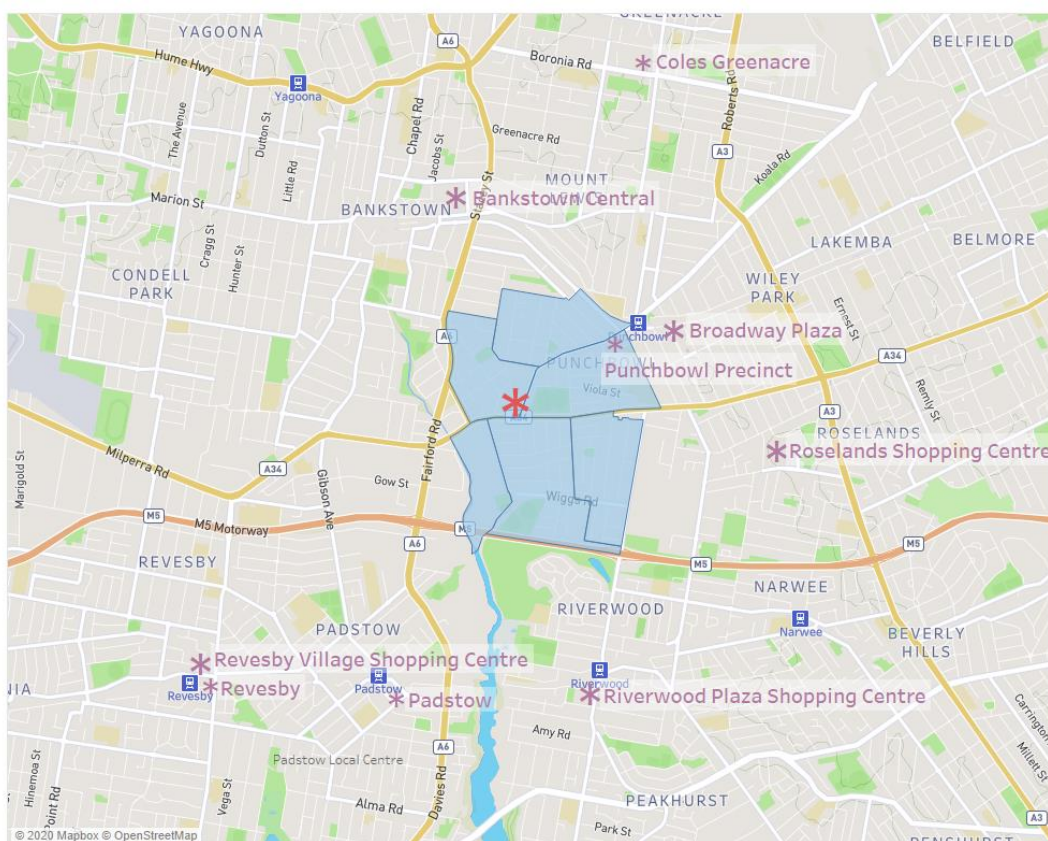
- Section 2 (Overview of Study Area) discusses the existing retail hierarchy in the region of relevance to the proposed retail development.
- Section 3 (Review of Sustainability) outlines an assessment of the trade area that would be expected to be served by the proposed retail development and estimates current and future retail expenditure within the trade area and the share of this demand which could be reasonably captured on the Subject Site.
- Section 4 (Centre Impacts) considers the impacts on the existing hierarchy considering the planned future retail provision.

Planning Implications

This section reviews the existing and planned competitive environment in which retail provision at the site would operate.

Figure 2. below illustrates existing retail provision within 5km of the Subject Site (indicated by the red asterisk). This provision comprises the Bankstown Strategic Centre and six Local Centres — Punchbowl, Revesby, Padstow, Riverwood, Roselands and Greenacre.

Figure 2: Existing retail provision within 5km of the Subject Site



Source: Mapbox

COMPETING RETAIL FACILITIES

The nearest significant retail/commercial provision to the Subject Site is Punchbowl Local Centre in the vicinity of Punchbowl Station. The centre contains a range of restaurant and fast-food outlets and is also well represented for bulky goods.

The retail (and commercial) offering in Punchbowl Local Centre is largely older stock and includes buildings with historic facades along Punchbowl Road and Breust Place. The trading performance of the centre is mixed, with several properties vacant.

To the east of Punchbowl Station is the Broadway Plaza Shopping Centre which opened in 2013. The two-storey shopping centre has a GLAR of approximately 8,455sqm and includes a full-line Woolworths (4,000sqm).

Other centres situated within a 5km radius of the Subject Site are:

- Padstow Centre (3.3km), which is anchored by a 1,500sqm Woolworths Metro supermarket
- Revesby Centre (4.5km), which lies either side of Revesby Station and includes two full-line supermarkets, takeaways, restaurants, and speciality food
- Coles Greenacre (4.0km), which contain a full-line Coles supermarket and a range of speciality retailing
- Roselands Shopping Centre (3.0km), a Major Regional Shopping Centre with three full-line supermarkets (Woolworths, Coles, and ALDI) and a large department store offering (Target and Myer)
- Bankstown Central (2.5km), a Major Regional Shopping Centre with around 85,000sqm of gross lettable area including two full-line supermarkets and over 25,000sqm of speciality retailing.

Bankstown Central and Roselands Shopping Centre would be expected to capture a significant portion of retail expenditure within the trade area defined for the Subject Site given the size and variety of their offerings and their proximity, whereas Punchbowl Local Centre (including the Broadway Plaza Shopping Centre) would capture a significant proportion of the convenience retailing as the closest offering.

CENTRE HIERARCHY ALIGNMENT

The Subject Site is currently zoned B1 Neighbourhood Centre. The Bankstown Local Environmental Plan 2015 (LEP) describes the objective of a B1 zone as:

- To provide a range of small-scale retail, business and community uses that serve the needs of people who live or work in the surrounding neighbourhood
- To provide for certain residential uses that are compatible with the mix of uses in neighbourhood centres.

A Neighbourhood Centre is defined in the Canterbury Bankstown Employment Lands Strategy (ELS) as providing:

'a range of small-scale retail and other services that serve the convenience needs of people that live and work in the surrounding neighbourhood. Higher order retail and commercial uses that serve the wider community are not located in neighbourhood centres.'

The proposed development is aligned with the ELS definition of a Neighbourhood Centre (page 118) in that it provides only 1,103sqm of retail and commercial uses, sufficient only to meet the convenience shopping needs of the surrounding neighbourhood.

The Subject Site is classified as a Village Centre in the Canterbury Bankstown Local Strategic Planning Statement (LSPS). On page 27 of the LSPS it is stated that:

*The village centres of **Punchbowl**, Wiley Park, Canterbury Road- Hurlstone Park, Canterbury Road- Campsie, Canterbury Road-Belmore, Canterbury Road- Lakemba, **Canterbury Road-Punchbowl**, Narwee, Clemton Park, Roselands, Yagoona- Hume Highway/Rookwood Road and Chullora will be home to a range of local urban services, and will **provide opportunities for daily and weekly shopping needs**.*

Although both Punchbowl and Canterbury Road-Punchbowl (which includes the Subject Site) are designated village centres, the small-scale retail offering at the Subject Site will only meet convenience

shopping needs and therefore Punchbowl Local Centre will remain the closest centre for weekly shopping needs for people who live or work in the neighbourhood surrounding the Subject Site. This is consistent with the B1 Neighbourhood Centre zoning for the Subject Site and the B2 Local Centre zoning for Punchbowl Local Centre.

Also, on page 27 of the LSPS it is stated that:

- *Village centres are hubs of community life, with high quality public, civic and community spaces and places.*

The proposed development on the Subject Site is consistent with the LSPS vision of a village centre as a hub of community life as it includes redevelopment of the existing community facilities (Club Punchbowl).

In summary, the small-scale retail uses proposed on the Subject Site are consistent with both the LSPS and ELS.

It should be noted that the proposed development is also fully consistent with the objectives of the new 'E1 Local Centre' that came into effect within the Standard Instrument Principal Local Environmental Plan on 1 December 2021, namely:

- To provide a range of retail, business and community uses that serve the needs of people who live, work or visit the area.
- To encourage investment in local commercial development that generates employment opportunities and economic growth.
- To enable residential development that contributes to a vibrant and active local centre and is consistent with the Council's strategic planning for residential development in the area.
- To encourage business, retail, community and other non-residential land uses on the ground floor of buildings.

In particular, the proposed development is consistent with the objective of encouraging non-residential land uses on the ground floor of buildings.

Review of sustainability

METHOD ADOPTED

This section of the report provides an independent analysis of retail floorspace that can be sustained at the Subject Site.

The method adopted is as follows.

- Identify the trade area for the Subject Site
- Identify the existing and projected resident (and worker) population within the Subject Site's trade area
- Identify per capita retail spend in the trade area with a focus on the following shop types:
 - Supermarkets & grocery stores;
 - Speciality food stores;
 - Fast-food stores;
 - Drinks and meals eaten out; and
 - Selected personal services.
- From the above expenditure, determine the level of floorspace demand for the trade area
- Estimate the share of trade area expenditure and floorspace that can be reasonably captured by the Subject Site
- Assess the likely impacts of the Subject Site retail provision on competing centres.

TRADE AREA ANALYSIS

A trade area for the retail development at the Subject Site has been defined by considering the following:

- Competitive retail centres in the surrounding region
- The arterial and sub-arterial road system
- The pattern of urban development
- Barriers to movement

The trade area is roughly defined as an 800m radius around the Subject Site, equivalent to a 10-minute walk. This is consistent with convenience shopping. The identified trade area is bounded by the A6 to the west and the South Western Motorway to the south.

There are no significant retail facilities within an 800m radius of the Subject Site. The Punchbowl Local Centre is around 1.4km away with the nearest significant grocery store at Broadway Plaza, 1.7km from the Subject Site.

Travel zone population estimates (modelled by Transport for NSW for planning purposes) have been used to approximate the trade area for the Subject Site as these are the smallest geographical areas for which population projections are available. The blue shaded areas in Fig. 2 (see pg. 6) correspond to the six travel

zones which are either fully or partly included in a trade area estimated as a 800m radius around the Subject Site. These six travel zones are listed in Figure 3 below.

Only part of the Punchbowl Primary School travel zone is within an 800-metre radius of the Subject Site and this large travel zone includes land adjacent to Punchbowl Station and the retail offering at the Punchbowl Local Centre. An adjustment has been made in the retail assessment to reflect this overlap when estimating the Subject Site's potential to capture retail spend from residents in this travel zone.

Figure 3: Trade area travel zones

Travel Zone Name	Travel Zone Number
Punchbowl Primary School (partial coverage)	2545
Punchbowl_James St and Lancaster Av	2544
Punchbowl_Scott St and South Tce	2542
Punchbowl Industrial Complex	2547
Whitmarsh Park	2548
George Cayley Reserve	2546

Source: Transport for NSW

SOCIO-ECONOMIC PROFILE

Figure 4 provides an overview of the socio-economic profile of the trade area population based on the 2016 Census of Population and Housing.

The key socio-economic characteristics of the trade area population compared with the Sydney metropolitan benchmarks, include:

- The median weekly household income is around 35% below the Sydney metropolitan average
- The average household size is larger than the Sydney metropolitan average, reflecting the higher share of couple families with children and one parent families
- The median age of the trade area population is younger than the Sydney metropolitan average
- The trade area has a higher share of its population born overseas and conversing in languages other than English at home. This is reflected in the retail provision in Punchbowl Local Centre which includes a significant share of Middle Eastern food retailing.

Figure 4: Selected key demographic attributes of trade area population and comparative populations

Demographic Profile	Punchbowl	Bankstown	Canterbury-Bankstown (LGA)	Sydney Region
Population	20,243	32,116	346,311	4,823,992
Average household size	3.4	3.1	3	2.8
Median age	32	32	35	36
Age Cohort				
0-14	23%	22%	21%	19%
15-24	16%	14%	13%	13%
25-34	16%	18%	15%	16%
35-49	19%	19%	20%	21%
50-64	16%	16%	17%	17%

Demographic Profile	Punchbowl	Bankstown	Canterbury-Bankstown (LGA)	Sydney Region
65+	11%	11%	14%	14%
Household Type				
Couple family without children	16%	17%	20%	24%
Couple family with children	47%	41%	42%	37%
One parent family	15%	16%	14%	11%
Other family	2%	2%	2%	1%
Lone person	17%	20%	20%	22%
Group	3%	4%	3%	5%
Dwelling Type				
Separate house	58%	32%	56%	55%
Semi-detached	17%	11%	16%	14%
Flat, unit, apartment	23%	56%	27%	30%
Other	2%	1%	1%	1%
Weekly Income				
\$Nil - \$649	65%	63%	58%	46%
\$650-\$1249	24%	26%	26%	26%
\$1250-\$1999	9%	9%	12%	17%
\$2000 - \$2999	2%	1%	3%	7%
\$3000 +	1%	1%	1%	5%
Median weekly household income	\$1,146	\$1,120	\$1,298	\$1,750
Selected variables				
Unemployment rate	10%	11%	8%	6%
No vehicle	10%	14%	11%	11%
No internet	18%	17%	17%	12%
Speak English only at Home	21%	18%	34%	58%

Source: ABS, 2016 Census of Population and Housing

POPULATION PROJECTIONS

Population and employment forecasts for this assessment are sourced from Transport for NSW's Travel Zone Projections 2019 (TZP19). The key advantage of these forecasts is that they are provided at a low geographic level (travel zone) and so a small trade area can be readily approximated. However, caution needs to be exercised with these small area estimates as the model is largely designed to project populations based on historical trends¹.

Figure 5 illustrates the projected resident population for the six travel zones included in the trade area. The Subject Site is in the Punchbowl_James St and Lancaster Av travel zone for which Figure 5 shows a projected increase in population between 2021 and 2026 of just 138 persons. The Planning Proposal for the Subject Site would provide 320 units/terraces. Assuming an average household size of 2.5 persons², this

¹ <https://opendata.transport.nsw.gov.au/dataset/population-projections>

² 2016 Census of Population and Housing: Canterbury-Bankstown LGA Community Profile

would translate into a population of around 800 persons for this single development which is expected to be completed in 2025.

Figure 5: Trade area population forecasts by travel zone

Travel Zone Name	Travel Zone Number	2021	2026	2031	2036
Punchbowl Primary School	2545	2427	2554	2651	2727
Punchbowl_James St and Lancaster Av	2544	2178	2316	2554	2733
Punchbowl_Scott St and South Tce	2542	2461	2586	2677	2745
Punchbowl Industrial Complex	2547	63	63	63	63
Whitmarsh Park	2548	2718	2990	3160	3273
George Cayley Reserve	2546	3434	3585	3683	3750
Total Trade Area		13281	14094	14788	15291

Source: Transport for NSW, Hadron Group

Including the projected population from the proposed development provides the following population projections for the trade area.

Figure 6: Trade area forecasts growth profile

	2021	2026	2031	2036
Trade area estimated resident population	13281	14894	15588	16091
Average annual change over previous five years	255	323	139	101
Average annual growth over previous five years	2.0	2.3	0.9	0.6

Source: Transport for NSW, Hadron Group

An 800m walking catchment around Punchbowl Station was identified for densification and renewal under the draft Sydenham to Bankstown Urban Renewal Corridor Strategy. This strategy was not adopted, but future planning for the area is expected to favour housing density and retail/commercial space within the vicinity of the station and to maintain low density development elsewhere in Punchbowl, including in proximity to the Subject Site.

However, a review of recent planning applications and approvals within an 800m catchment of the Subject Site suggest that there is significant upside to the near-term population forecasts for the trade area, particularly along Canterbury Road.

TRADE AREA RESIDENT EXPENDITURE

An annual per capita retail expenditure of \$13,663 was assumed for the trade area population for 2021, with real per capita expenditure assumed to grow at 1.0% per annum.

Figure 7 provides the projected total trade area retail expenditure based on the population projections in Figure 6 and the projected growth in per capita retail expenditure by category.

Figure 7: Total trade area retail spending, \$m – by category

	2021	2026	2031
Food & groceries	56.3	66.3	72.9
Liquor takeaway	9.1	10.7	11.8
Takeway food	9.1	10.7	11.8
Drinks and meals out	20	23.5	25.9
Selected personal services	6.4	7.5	8.2
Other	80.7	95.2	104.7
TOTAL	181.5	213.9	235.3

Source: ABS data, Hadron Group analysis

Retail turnover density benchmarks can be used to translate retail expenditure projections into floorspace demand. Figure 8 suggests that a combination of population growth and growth in real per capita expenditure will lead to an additional demand for 5,000sqm of retail floorspace within the Subject Site's trade area between 2021 and 2026. The planned residential population of the Subject Site alone is estimated to create additional demand for 1,600sqm of floorspace.³

Figure 8: Estimated floor space demand – trade area

	RTD (\$)	2021 (sqm)	2026 (sqm)	2031 (sqm)
Food & groceries	11000	5118	6027	6627
Liquor takeaway	12000	758	892	983
Takeaway food	8000	1138	1338	1475
Drinks and meals out	6500	3077	3615	3985
Selected personal services	4000	1600	1875	2050
Other	5000	16140	19040	20940
TOTAL	6500	27831	32787	36060

Source: ABS data, Hadron Group analysis

SUPPORTABLE EXPENDITURE AT SUBJECT SITE

The next step in the assessment is to estimate the share of retail demand within the trade area that could be captured by the Subject Site.

As the proposed development would represent the only significant convenience retailing offered in the defined trade area, a capture rate of 15% has been assumed for food & beverage and selected personal services expenditure. The exception is for the Punchbowl Primary School travel zone, of which only around half falls within an 800m radius of the Subject Site and whose proximity to Punchbowl Local Centre and the Broadway Plaza Shopping Centre is expected to reduce the relative attractiveness of the Subject Site's retail offering. A capture rate of 7.5% has therefore been applied to a 50% share of the expenditure associated with residents within this travel zone.

In addition to servicing the local resident population, the retail offering at the Subject Site would attract local workers. Urbis undertook a National Office Workers Survey in 2013 which estimated that Sydney CBD workers spent on average \$230 a week on retail goods in CBD localities. Workers outside of CBD localities were found to spend significantly less. For this analysis we have assumed half this value of which 50% is assumed to be spent on food and beverage retailing and selected personal services.

A slightly broader trade area than for the resident population has been identified for the worker catchment in recognition of its proximity to employment lands bounded by Canterbury Road and the South Western Motorway and the limited food and beverage options in proximity to these sites. An estimate of expenditure capture from workers in the northern end of the Padstow Industrial Area travel zone⁴ is therefore also incorporated into the analysis in addition to worker demand from the six previously identified travel zones. Again, a capture rate of 15% has been applied except for the Punchbowl Primary School travel zone where a 7.5% capture rate on a 50% share of worker expenditure has been applied to reflect the proximity to Punchbowl Local Centre.

A significant proportion of retail sales at the Subject Site are expected to come from passing trade. The facilities will be co-located with a redeveloped Club Punchbowl which services a significantly wider trade area than the 800m assumed for neighbourhood demand and will provide an easy ingress/egress from Canterbury Road and onsite parking. We have conservatively assumed that passing trade increases the total captured expenditure by 20%.

³ Based on per capita retail floorspace provision of 2sqm of which approximately half is non-food retail goods.

⁴ Padstow Industrial Area_Northern End (Travel Zone no. 2315)

Figure 9 provides estimates of the level of expenditure that could be supported over the forecast horizon at the Subject Site and illustrates that there would be sufficient demand for the proposed 1,103sqm of convenience retailing at the Subject Site.

Figure 9: Supportable floorspace demand at the Subject Site (sqm)

	2021	2026	2031
Food & groceries	861	1020	1123
Liquor takeaway	127	151	166
Takeaway food	191	226	249
Drinks and meals out	192	225	248
Selected personal services	267	317	349

Source: ABS data, Hadron Group analysis

The supportable floorspace demand estimates given in Figure 9 are considered conservative given there is significant upside to the near-term population forecasts for the trade area based on the number of planning applications for sites within Punchbowl suburb and along Canterbury Road.

Centre impacts

The previous section established a need for the retail component of the proposed development. This section assesses the economic impact of the proposed retail floorspace on the existing retail centres in the locality.

Canterbury-Bankstown Council has requested a study of the impact of the Subject Site's retail facilities on local centres. We have assumed an 800m main trade area for the Subject Site based on its small-scale retail provision. However, there is no alternative convenience shopping within walking distance for most of the trade area population, therefore we have considered competing centres within a 10-minute drive of the Subject Site:

- Punchbowl Local Centre (including Broadway Plaza)
- Revesby Local Centre
- Padstow Local Centre
- Roselands
- Bankstown Central
- Coles Greenacre
- Riverwood Plaza Shopping Centre

An assessment has been made of the potential impact of the development on existing centres in 2025 – the assumed year at which retail trading commences on the Subject Site.

Figure 10 provides the estimated splits of floorspace for the seven centres outlined above. The estimates are split into supermarket, specialty, and other retailing.

Figure 10: Competing centre estimated retail floorspace (sqm)

Shopping Centre	Distance from Subject Site	Supermarket	Specialities	Other
Punchbowl Local Centre*	1.5km	6807	3045	24961
Roselands Shopping Centre	3.0km	7208	1000	48147
Padstow Local Centre*	3.3km	2125	862	12326
Bankstown Central	2.5km	6871	25335	53676
Riverwood Plaza Shopping Centre	3.6km	4790	2037	
Revesby Centre*	4.5km	8541	3840	13809
Coles Greenacre	4.0km	3150	200	1500

Source: *Canterbury Bankstown draft Employment Lands Strategy, shopping centre directories and other sources.

The impact assessment projects the following:

- the retail sales of existing centres in 2021
- the retail sales of existing centres in 2025 – prior to the proposed development
- the retail sales of existing centres in 2025 – after completion of the proposed development
- the change of sales at existing centres (in both dollar and percentage terms in 2025) after completion of the proposed development.

Between 2021 and 2025 all centres are anticipated to experience growth in sales. This will result from both real growth in per capita expenditure and growth in the centres' trade area populations. Population growth is expected to be strongest in Riverwood, Roselands, and Bankstown (See Figure 11, below).

Figure 11: Projected annual growth in estimated resident population (%)

SA2 Name	2021-26
Bankstown - North	2.8
Bankstown - South	2.7
Greenacre - Mount Lewis	1.0
Roselands	2.5
Riverwood	4.9
Punchbowl	1.2
Revesby	1.0
Padstow	0.9

Source: TfNSW

For Roselands, Bankstown Central and the Riverwood Plaza Shopping Centre, real growth in trade between 2021 and 2025 was estimated at 3.0% per annum, while for the other four centres trade is expected to growth a 1.5% per annum.

Figure 12 outlines the estimated impact of the Subject Site's retail provision on existing centres. A retail gravity approach was used which measures a retail centre's relative attractiveness to a particular population based on distance and the size of its offering.

For the purposes of the impact assessment, it was assumed that the proposed 1,103sqm of retail provision at the Subject Site will comprise:

- a 413sqm small format supermarket
- 400sqm of speciality retailing
- 290sqm of take-away food retailing

The greatest proportionate shift in turnover in 2025 because of the Subject Site is expected to be felt by Punchbowl Local Centre. However, the impact will be modest, and no centre is projected to have a sales level in 2025 which is less in real terms than that achieved in 2021 because of the Subject Site's facilities.

Figure 12: Estimated impact of retail provision at Subject Site (\$m 2021)

Centre	Estimated Retail Turnover in 2021* (\$m)	Turnover in 2025 without Proposal (\$m)	Turnover in 2025 with Proposal (\$m)	% Shift in turnover in 2025	% Increase in turnover in from 2021 to 2025
Proposed Centre			8.6		
Punchbowl Local Centre	207	219	217	-1.1%	5.0%
Roselands Shopping Centre	294	331	330	-0.3%	12.2%
Padstow Local Centre	84	89	89	-0.3%	5.8%
Bankstown Central	504	567	564	-0.5%	11.9%
Riverwood Plaza Shopping Centre	66	74	73	-0.6%	11.9%
Revesby Centre	181	192	191	-0.3%	5.8%
Coles Greenacre	41	44	44	-0.4%	5.7%

Source: Hadron Group, *Assumes a resumption of 'normal' trading patterns

CONCLUSION

Based on the analysis in this report, we consider the proposed delivery of 1,103sqm of retail floor space on the Subject Site as justified based on projected growth in demand in the neighbourhood and the lack of alternative convenience retailing within walking distance of the site.

The strength of projected population growth in the trade area, the broader Punchbowl suburb, and in the surrounding suburbs of Bankstown, Riverwood and Roselands will minimise trading impacts on other centres.

HADRON GROUP

Contact Us

Level 3, 223 Liverpool St,
Hyde Park, Sydney,
NSW 2010

1300 478 433

hadrongroup.com.au