

November 2023

# Turrumurra Plaza, Sydney

Preliminary Need and Impact Assessment  
Prepared for Rebel Property



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# Introduction

This report presents a preliminary need and impact assessment for the proposed redevelopment of the Turramurra Plaza site in Turramurra, on the North Shore of Sydney. The existing Turramurra Plaza is based on an IGA supermarket and shops over two levels, with associated car parking. A mixed-use development is now proposed by Rebel Property.

This key findings format report outlines the following information:

- The regional and local context of the site.
- An overview of the current site and the proposed development scheme.
- The main trade area to be served by supermarket-based retail facilities at Turramurra.
- Main trade area current and projected population and retail spending levels.
- An overview of the planning environment and centres hierarchy.
- The potential for additional supermarket floorspace at Turramurra.
- The key benefits of the proposed development.

Figures, maps, tables, and charts are provided at the end of the report.

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# Key Findings

The key findings of this independent assessment of the need and impacts from the planned redevelopment of the Turrumurra Plaza site are as follows:

## Regional and Local Context

- i. The suburb of Turrumurra is on the North Shore of Sydney, 16 km north-west of the Sydney Central Business District (CBD) and 14 km to the north of the North Sydney CBD (refer Map 1).
- ii. Turrumurra is an established residential suburb that also includes a retail and commercial precinct along both sides of the Pacific Highway, as well as on the northern side of the railway line, along Rohini Street. According to information from Transport for NSW for September 2023, the station recorded 155,730 movements, which equates to 1.87 million commuter movements for the year. This is around 77% of the pre COVID-19 average of 2.44 million annual movements. Commuter car parking is provided along Rohini Street.
- iii. The Turrumurra Plaza site is situated on the southern side of the Pacific Highway, to the west of the intersection with Kissing Point Road. Ingress and egress to the site for cars is provided from the rear via a laneway off Kissing Point Road to the east and Duff Street to the west (refer Map 2).
- iv. Turrumurra is defined as a Primary Local Centre and encompasses some 145 shopfronts and an estimated 21,985 sq.m of floorspace. Retail shopfronts in Turrumurra account for an estimated 11,240 sq.m of floorspace, across 71 tenants.
- v. Turrumurra is a disjointed retail offer given the alignment of the Pacific Highway and the railway line. Aside from Turrumurra Plaza, on the eastern side of the Pacific Highway there is a free-standing Coles of 1,580 sq.m which has a provision of open-air car parking. A range of other retail and non-retail shopfronts are provided along both sides of the Pacific Highway and with frontage to Rohini Street which runs parallel to the railway line.

## Current Composition and Proposed Development Scheme

- i. Turrumurra Plaza is a neighbourhood shopping centre that is anchored by an IGA supermarket of 1,260 sq.m along with 12 specialty shops across 1,113 sq.m.
- ii. Based on the latest plans provided by Rebel Property, a mixed-use development is now planned for the site that would indicatively comprise:
  - 179 residential units.
  - A Basement One for a supermarket (3,098 sq.m), grocer (498 sq.m), and three specialty shops of a combined 208 sq.m. The foyer for the fitness centre (76 sq.m) would also be on this level.

- Ground Level retail totalling 1,712 sq.m as well as commercial floorspace (1,421 sq.m), including a fitness centre and medical centre.
  - two levels of basement car parking
- iii. Figures 1 and 2 illustrate the two levels of planned retail floorspace. The Basement One level is indicated to accommodate the full-line supermarket and a grocer, with specialty floorspace planned to be provided around commercial uses on the ground level.
- iv. Table 1 outlines the current and proposed composition of Turramurra Plaza based on information from Rebel Property. In total, floorspace (GFA) of 7,015 sq.m is planned for the development, which represents an increase of 4,642 sq.m on the current provision. Commercial floorspace will be destination type tenants including a medical centre and fitness centre.

## Resident Trade Area Analysis

### Trade Area Definition

- i. Map 3 illustrates the main trade area likely to be served by Turramurra supermarkets. The main trade area is defined to include four sectors as follows:
- The **Turramurra sector** generally extends south-west of the existing railway line to include the suburb of South Turramurra as well as parts of Pymble, Turramurra, Wahroonga, Warrawee, and West Pymble.
  - The **North Turramurra sector** encompasses the region to the north of the railway line and comprises parts of Turramurra, Wahroonga, Warrawee, and Pymble.
  - The **Wahroonga South sector** includes parts of Normanhurst and Wahroonga.
  - The **Wahroonga North sector** incorporates parts of North Turramurra, Wahroonga, and North Wahroonga.
- ii. The main trade area is limited by supermarkets at Hornsby to the north, St Ives to the east, Thornleigh to the west, and Gordon to the south.

### Main Trade Area Population

- i. Table 2 details the current and projected population levels by sector for the Turramurra Plaza main trade area over the period to 2041. At the time of the 2021 Census there were 43,261 persons in the main trade area, including 15,937 persons in the defined Turramurra sector.
- ii. The main trade area population is projected to grow to 45,881 over the period to 2041, representing an average annual growth rate of 0.3%. These population projections have been sourced from the New South Wales government, which were last prepared in 2022.
- iii. Chart 1 illustrates the new dwelling approval activity in the main trade area over the period from 2011/12 to 2022/23, indicating an average of 139 new dwellings approved over the last five years.

## Main Trade Area Socio-economic Profile

- i. Table 3 provides an overview of the socio-economic profile of the main trade area population. This information is based on the latest 2021 Census of Population and Housing. Key points to note compared to the Sydney metropolitan benchmarks include:
  - Higher than average household income levels.
  - A larger average household size
  - An older population, with an average age of 42.2 years.
  - A higher proportion of home owners.
  - A predominately Australian born population.
  - A large number of traditional families (i.e. couples with dependent children).
- ii. Residents would demand a high level of convenience-based retail facilities close to their homes, including access to a variety of full-line supermarkets. There are currently no full-line supermarkets in the main trade area.

## Main Trade Area Retail Spending

- i. The estimated retail expenditure capacity of the main trade area population is based on information sourced from CommBank iQ Retail Spend Insights.
- ii. CommBank iQ Retail Spend Insights is a new dataset that was first released in April 2023 (Calendar Year 2022) and is to be released for each Financial Year and Calendar Year going forwards (i.e. released every six months). The dataset has initially been adopted by the four leading economic property consultants in Australia.
- iii. Retail Spend Insights is a modelled view of retail spend per capita across Australia. It is provided at the granularity of SA1 allowing for the creation of bespoke catchments to facilitate a view on resident spend by category for the area. The dataset is based on de-identified, privacy treated retail banking transactions, normalised to be representative of the Australian population. Transactions may include purchases and refunds from credit card, debit card, EFTPOS cards, BPay and direct debit. Adjustments have been made for the inclusion of cash payments.
- iv. CommBank iQ Retail Spend Insights excludes cash and buy now pay later services (CBNPL). The data provides the average annual (for FY2023) spend across 81 categories for people aged 18 years and older. The data is also split out by instore and online transactions.
- v. Table 4 details the total retail expenditure levels generated by the main trade area population, which is currently estimated at \$1.01 billion and is projected to increase to \$1.22 billion by 2041 at a rate of 1.1% per annum (constant 2023 dollars and including GST). The projected growth rate considers the following:
  - **Real Growth** in retail spending per capita of 0.0% is assumed over the period to 2025. From 2026 real growth per capita is assumed at 0.5% annually for food retail and 1.0% for non-food retail categories over the period to 2041.
  - **Main trade area population growth** is projected at 0.3% per annum.

- vi. Table 5 provides a more detailed overview of the Turramurra Plaza main trade area retail spending by category. As shown, the supermarket spending market is projected to increase from \$209.1 million to \$240.4 million by 2041.

## Competition

### Within the Main Trade Area

- i. Major retail facilities within and immediately beyond the main trade area are detailed in Table 6 with the locations illustrated on Map 3. There are currently three existing supermarkets provided within the defined main trade area which are all small by modern standards, namely:
- The existing IGA of 1,260 sq.m at Turramurra Plaza (i.e. the subject site).
  - At Turramurra on the northern side of the Pacific Highway around 100 m from the subject site, a Coles supermarket of 1,580 sq.m.
  - An IGA supermarket of 520 sq.m is located at North Turramurra, some 3 km north-east of the subject site (Wahroonga North sector). Woolworths Metro of around 1,000 sq.m has also recently opened.
- ii. In addition, five smaller independent foodstores (i.e. smaller than 500 sq.m) are also located within the defined main trade area at Turramurra, South Turramurra, and Wahroonga.
- iii. In terms of future competition, the following is noted:
- It is understood that Woolworths own a site on the northern side of the Pacific Highway in Turramurra. This was previously mooted to be developed into a supermarket, although, this has not progressed recently. This proposal is not assumed to proceed.
  - Harris Farm Markets has development approval for a new store on the site of the Honeysuckle Garden centre at 45-47 Tennyson Avenue and 105 Eastern Road in Turramurra. The site was listed for sale in May 2023, with no further updates currently available.
- iv. The Turramurra Community Hub (formerly the Activate Turramurra) precinct was identified in the Ku-ring-gai Development Control Plan (2016) and is a revitalisation and beautification initiative focused on land adjoining the rail station. Turramurra Community Hub seeks to leverage Council-owned sites, in collaboration with private and government land owners, to develop a community hub which will incorporate an integrated district library and community centre, a park and new public domain areas. A Council decision in May 2020 paused the project to develop a new Ku-ring-gai Local Environmental Plan (LEP). The Council subsequently decided in 2021 not to change height and density controls. The master plan includes the Coles site and adjacent properties.
- v. Coles approached Council with a proposal to deliver part of the adopted masterplan and submit a commercial offer for a portion of Council owned land. If the proposal is accepted by Council, the Ray Street shopping area will be upgraded and expanded with a new full-line Coles supermarket, specialty shops and housing. At the Council meeting, Councillors voted that development of the site should be undertaken in stages and to continue discussions on a potential sale with Coles.

## Beyond the Main Trade Area

- i. Major supermarkets beyond the defined main trade area, include:
  - Woolworths (4,350 sq.m), Coles (4,080 sq.m), and Aldi at Westfield Hornsby, some 6 km to the north-west of Turrumurra.
  - Woolworths (2,940 sq.m) and Coles (2,080 sq.m) supermarkets at St Ives Shopping Village, some 7.2 km to the east.
  - A Woolworths of 3,340 sq.m at The Gordon Centre, some 6.5 km to the south-east. Aldi is under construction at the adjacent site at 810 Pacific Highway in Gordon as part of a mixed use development that will also comprise some 56 residential units.
- ii. It is understood that all existing large supermarkets in the region are achieving sales well above the Australian benchmark of \$10,000 – \$11,000 per sq.m.

## Supermarket Potential

- i. The existing IGA supermarket at Turrumurra Plaza is 1,260 sq.m in size. This is a small-sized store by modern standards and does not fully cater to the weekly food and grocery shopping needs of residents.
- ii. Based on the current plan, the net increase in supermarket floorspace at Turrumurra Plaza would be 1,838 sq.m. Under the proposed redevelopment, the supermarket would comprise 3,098 sq.m, or 56.1% of total retail floorspace (5,518 sq.m).
- iii. Typically, a population of around 8,000 – 10,000 persons is required to support one major full-line supermarket of at least 3,200 sq.m. Based on the main trade area population, five full-line supermarkets would be supportable, with none currently provided.
- iv. Chart 2 outlines the main trade area current and future supermarket floorspace provision. As shown, the current supermarket floorspace provision at 101 sq.m per 1,000 persons is significantly lower than the Sydney metropolitan average of 272 sq.m per 1,000 persons.
- v. Allowing for the proposed supermarket expansion of Turrumurra Plaza (which would result in an increase of 1,838 sq.m), the supermarket floorspace provision would increase to 141 sq.m per 1,000 persons in 2027, still significantly lower than the Sydney metropolitan average.
- vi. The full-line supermarket would provide an anchor tenant for Turrumurra that would result in spending being retained locally. This would likely be to the benefit of surrounding retail and non-retail floorspace.



## Retail Specialty Potential

- i. Turramurra Plaza currently provides 12 specialty shops across 1,113 sq.m. The planned development would include some 2,420 sq.m across less than 20 shops (i.e. an additional 1,307 sq.m). Based on the current development plan, specialty shops are indicated to account for 43.9% of total retail floorspace.
- ii. Turramurra currently has some 145 retail and non-retail shops. The less than 20 specialty shops at a redeveloped Turramurra Plaza would represent less than 14% of the existing level.
- iii. If the additional specialty floorspace of 1,307 sq.m achieves sales of around \$6,500 per sq.m, net additional sales would be in the order of \$8.5 million. This net increase would represent less than 1% of main trade area retail spend, and around 2.4% of the Turramurra sector retail expenditure.
- iv. The increase in specialty floorspace would be small and would not detract from the existing specialty offer in Turramurra or at other nearby centres. A new full-line supermarket would anchor the retail offer and would retain spending that is currently being directed to supermarkets outside the main trade area. This would likely have spin-off benefits for other shops in Turramurra.

## Impact on Centres Hierarchy

- i. The Turramurra Plaza site is zoned B2 - Local Centre. The objectives of this zoning include:
  - To provide a range of retail, business, entertainment, and community uses that serve the needs of people who live in, work in and visit the local area.
  - To encourage employment opportunities in accessible locations.
  - To maximise public transport patronage and encourage walking and cycling.
  - To provide for residential housing close to public transport, services, and employment opportunities.
  - To encourage mixed use buildings that effectively integrate suitable commercial, permitted residential development and other development.
- ii. The scale of the Turramurra Plaza redevelopment would not result in a change of the position of the centre in the retail hierarchy, with the centre to serve the needs of the local population only. The redevelopment would reinforce the centre by retaining spending locally, which should be to the benefit of other existing retailers.
- iii. In August 2020, Council endorsed the draft Ku-ring-gai Retail and Commercial Centres Strategy for public exhibition. Key points and recommendations to note in relation to the Turramurra Primary Local Centre include:
  - The population in Ku-ring-gai is estimated to increase to 154,500 by 2036. This translates to an additional 37,100 sqm of retail floorspace demand between 2019 and 2036, with an existing undersupply in 2019 of 35,000 sqm and potentially increasing to 58,000 sqm. This growing undersupply of retail floorspace is mainly due to the undersupply of supermarkets, and lack of regional and sub-regional shopping centres in the LGA, thus residents leaving the area to shop in neighbouring centres for their higher-order shopping needs.

- The existing provision of supermarket floorspace is lower than the metropolitan Sydney and Australian benchmark. One full-line supermarket typically requires a catchment population of 8,000 – 10,000 persons in order to be sustainable. This indicates that 13 full-line supermarkets are currently supportable in the LGA, increasing to 15 supermarkets by 2036. Currently, there are ten supermarkets provided which suggests there is capacity for more in the LGA.
  - In Turrumurra, Coles of 1,580 sqm and Supa IGA of 1,150 sqm are both small by modern supermarket standards.
  - Larger, modern supermarkets in the four Primary Local Centres should be encouraged. Aldi sites should also be encouraged in there and possibly other larger centres where the hierarchy would not be altered.
  - Turrumurra and Lindfield should emerge as more significant convenience and everyday retail precincts with a mix of supermarket (Woolworths, Coles, IGA, and Aldi) and complementary shops.
  - Turrumurra is recommended to provide an additional 15,000 – 17,000 sq.m of retail floorspace over the period to 2036 with key opportunities mainly focused on major tenants, including the expansion of Coles, a second major supermarket, and Aldi.
- iv. The Turrumurra Plaza proposed redevelopment is consistent with recommendations of the draft Ku-ring-gai Retail and Commercial Centres Strategy for the Turrumurra Primary Local Centre. The retail plan includes a full-line supermarket and a limited range of specialty shops.
- v. Any trading impacts on surrounding facilities within and beyond the main trade area would be unlikely to affect the future viability and viability of these centres.

## Net Community Benefits

- i. Retail precincts in Australia play fundamental roles in the economies of Australia's metropolitan areas, having developed around the need to meet consumer demand. The nature of consumer demand continues to develop and evolve, reflecting social changes within society, such as:
- Increasing time pressures on working families.
  - Population and income growth.
  - The evolution of new retail formats and traders.
  - Competitive retail developments and precincts.
- ii. The demands of retailers, as well as consumers, combine to add pressure for additional retail floorspace in existing retail precincts. There is a strong need for supermarket facilities within proximity to the homes of main trade area residents more generally, with consumers visiting supermarkets two to three times a week on average.
- iii. Over the past decade, there has been an increasing trend towards convenience shopping. This trend has been largely driven by broader social trends that have resulted in consumers becoming more time poor, such as longer working hours and an increase in the number of women in the labour force.

- iv. Time pressures are ranked at the top of the list of issues that consumers face when undertaking their regular food and grocery shopping. As a result, there is growing demand for convenience shopping facilities to meet the needs of residents.
- v. The design of the proposed development, including a supermarket, specialty shops, and commercial uses with easily accessible basement car parking, would be highly convenient for local families who would visit on a regular basis. Car parking ingress and egress would be provided via a new road (Stonex Drive), which will provide a connection to Duff Street and Kissing Point Road.
- vi. The proposed development would result in a range of important economic benefits which will be of direct benefit to the local community. These key positive employment and consumer impacts include:
  - The provision of a wider range of retail facilities near residents' homes.
  - Increased convenience and price competition for residents.
  - Improved customer amenity, design, and aesthetic for the residents by way of a new and modern development.
  - Reduced travel times.

#### **Ongoing Employment Generation**

- i. Table 7 summarises the projected level of ongoing employment likely to be generated by the retail and complementary non-retail components of the development. The employment benchmarks (jobs per 1,000 sq.m) used to calculate the indicative total jobs generated is based on typical floorspace and employment yield benchmarks.
- ii. The retail component of the development is projected to employ around 170 persons, while the non-retail/commercial component of the development is projected to employ around 27 persons.
- iii. Taking a conservative view and allowing for an estimated 10% of the total increase to be because of reduced employment at existing facilities, net additional jobs are estimated at 178 across retail and commercial components.

#### **Construction**

- i. Construction of the proposed Turramurra Plaza is estimated to incur total capital costs of in the order of \$77 million, generating significant employment within the construction and associated industries during the development of the project. It is important to note that the indicated capital costs of the project include the costs of the residential and commercial components also.
- ii. By using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and a deflated estimated total capital cost of construction of \$45.0 million (i.e. in 1996/97 dollars), it is estimated that the construction period of the proposed retail and commercial component (in isolation) would directly create some 242 full-time, part time and temporary jobs over the development timeline (refer Table 8).

#### **Multiplier Effect**

- i. Overall, the net additional retail and commercial component of the subject development is estimated to directly generate 420 jobs, including (refer Table 9):

- Ongoing Employment from Planned Floorspace: 178 jobs
  - Construction Phase: 242 jobs
- ii. In addition to this direct employment, multiplier effects will flow through the local economy and indirectly generate additional employment opportunities through ancillary businesses/suppliers that support the development and services, as well as additional consumption expenditure by workers employed within the precinct (spending wages).
- iii. Again, by using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and adjusting for inflationary and other changes to present, it is estimated that an additional 557 jobs will be created indirectly.
- iv. Overall, some 977 jobs are likely to be created both directly and indirectly because of the retail and commercial redevelopment of the site.

# Figures, Maps, Tables & Charts

FIGURE 1. TURRAMURRA PLAZA BASEMENT LEVEL ONE PLAN



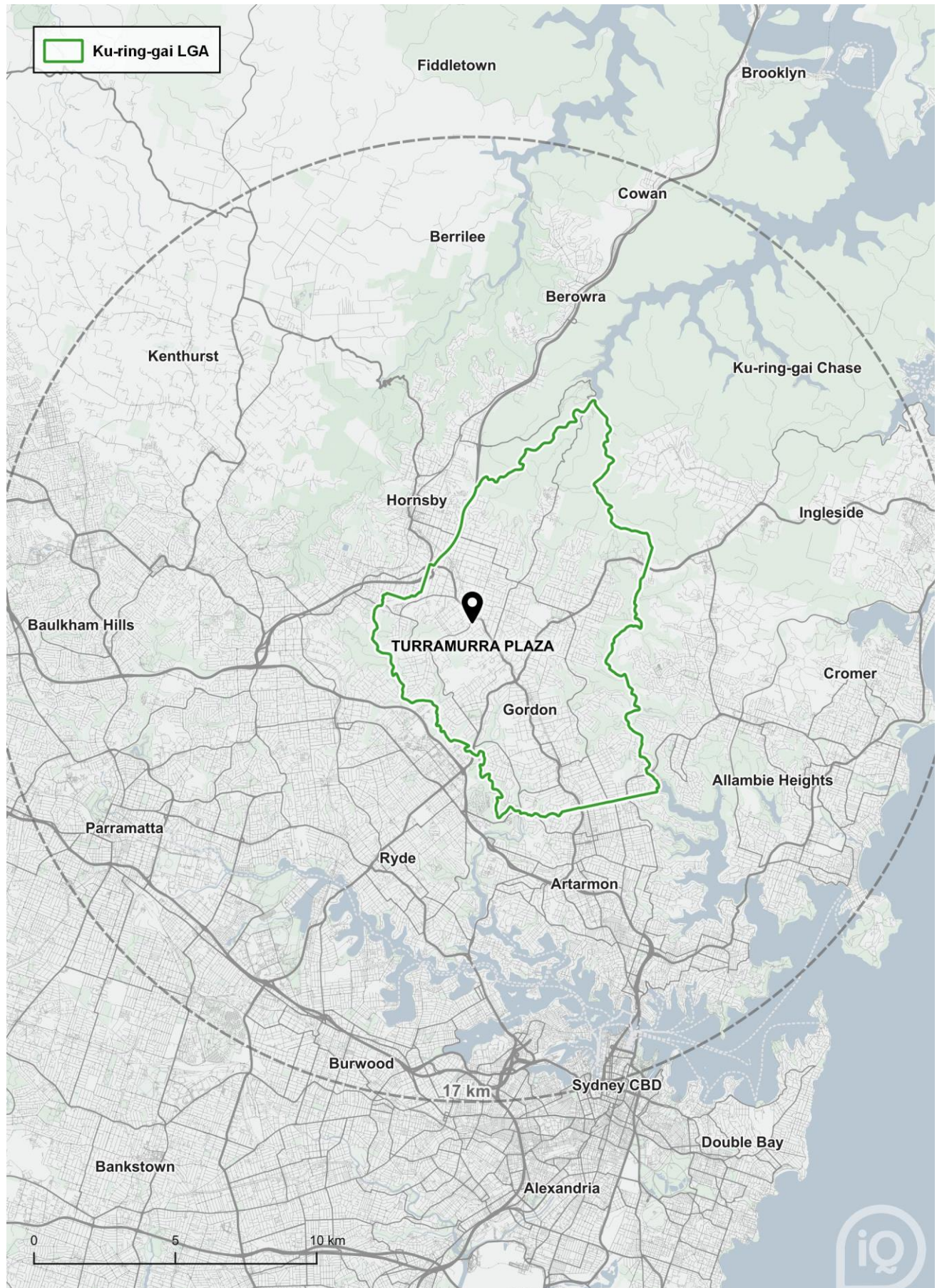


FIGURE 2. TURRAMURRA PLAZA GROUND LEVEL PLAN





MAP 1. TURRAMURRA PLAZA REGIONAL CONTEXT





## MAP 2. TURRAMURRA PLAZA LOCAL CONTEXT



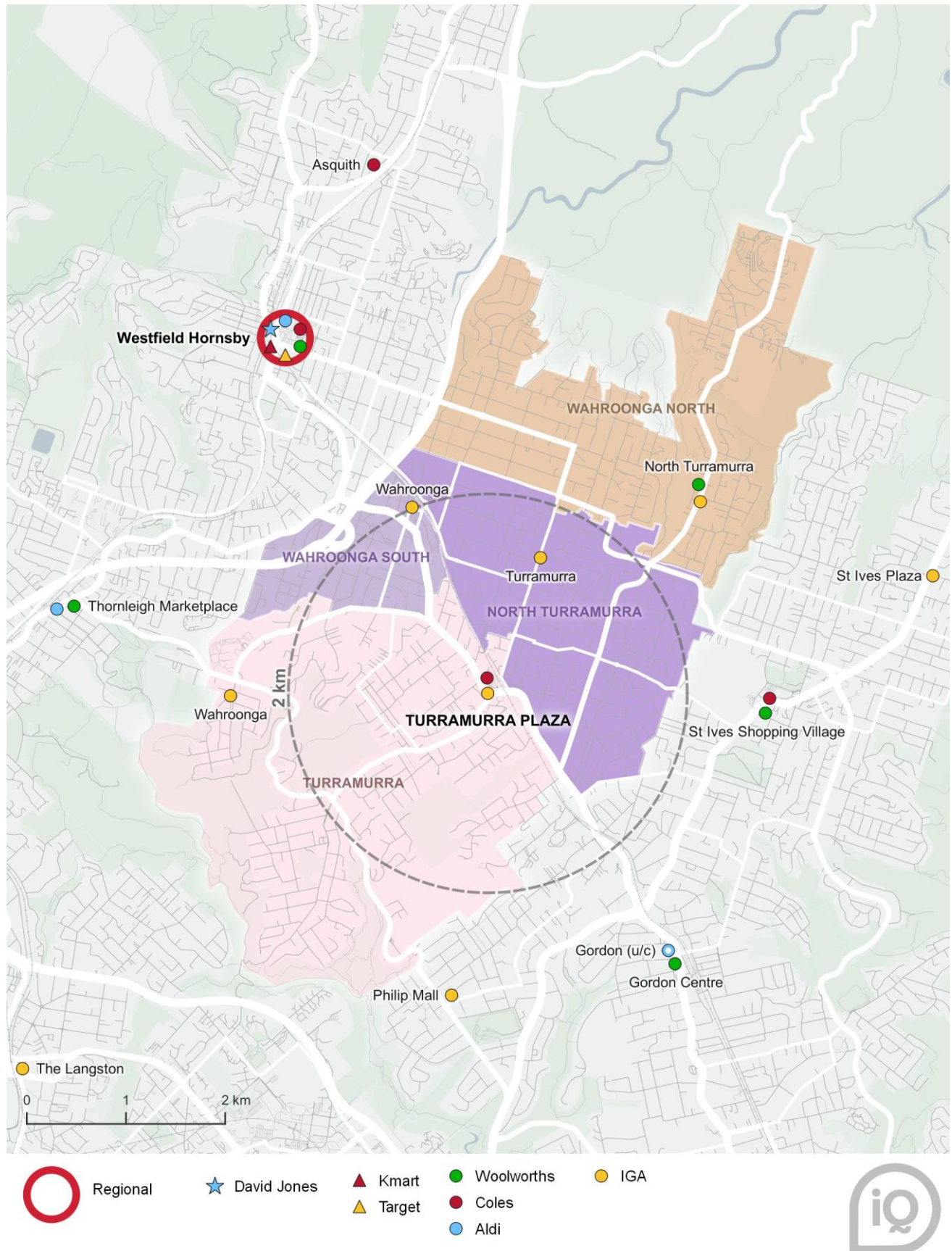
- |   |   |  |  |
|---|---|--|--|
| <span style="border: 2px solid red; display: inline-block; width: 15px; height: 10px; margin-right: 5px;"></span> Site            | <span style="border: 2px solid pink; display: inline-block; width: 15px; height: 10px; margin-right: 5px;"></span> Retail   | <span style="border: 2px solid green; display: inline-block; width: 15px; height: 10px; margin-right: 5px;"></span> Petrol Station | <span style="border: 2px solid blue; display: inline-block; width: 15px; height: 10px; margin-right: 5px;"></span> Transport |
| <span style="border: 2px solid red; display: inline-block; width: 15px; height: 10px; margin-right: 5px;"></span> Shopping Centre | <span style="border: 2px solid yellow; display: inline-block; width: 15px; height: 10px; margin-right: 5px;"></span> Health |  |  |

PhotoMap by nearmap.com





MAP 3. TURRAMURRA PLAZA MAIN TRADE AREA AND COMPETITION



\* White dot indicates proposed store

TABLE 1. TURRAMURRA PLAZA EXISTING AND PROPOSED DEVELOPMENT

Tenant/ Category	GFA (sq.m)		Diff
	Existing	Proposed	
Supermarket	1,260	3,098	1,838
Specialty Shops	1,113	2,420	1,307
<b>Total Retail</b>	<b>2,373</b>	<b>5,518</b>	<b>3,145</b>
Fitness	0	462	462
Medical	0	1,035	1,035
<b>Total Centre</b>	<b>2,373</b>	<b>7,015</b>	<b>4,642</b>

Source: Rebel Property

TABLE 2. TURRAMURRA PLAZA MAIN TRADE AREA POPULATION, 2011 – 2041

Population	Actual			Forecast					Change 2023-41
	2011	2016	2021	2023	2026	2031	2036	2041	
Turramurra	14,851	15,450	15,837	15,937	16,087	16,587	16,837	17,087	1,150
North Turramurra	10,738	11,297	11,592	11,752	11,992	12,242	12,492	12,592	840
Wahroonga South	4,528	4,863	4,547	4,567	4,597	4,647	4,697	4,747	180
Waroongah North	10,945	11,139	10,905	11,005	11,155	11,255	11,355	11,455	450
<b>Main Trade Area</b>	<b>41,062</b>	<b>42,749</b>	<b>42,881</b>	<b>43,261</b>	<b>43,831</b>	<b>44,731</b>	<b>45,381</b>	<b>45,881</b>	<b>2,620</b>

Average Annual Change (No.)	Actual		Forecast					Change 2023-41
	2011-16	2016-21	2021-23	2023-26	2026-31	2031-36	2036-41	
Turramurra	120	77	50	50	100	50	50	64
North Turramurra	112	59	80	80	50	50	20	47
Wahroonga South	67	-63	10	10	10	10	10	10
Waroongah North	39	-47	50	50	20	20	20	25
<b>Main Trade Area</b>	<b>337</b>	<b>26</b>	<b>190</b>	<b>190</b>	<b>180</b>	<b>130</b>	<b>100</b>	<b>146</b>

Average Annual Change (%)	Actual		Forecast					Change 2023-41
	2011-16	2016-21	2021-23	2023-26	2026-31	2031-36	2036-41	
Turramurra	0.8%	0.5%	0.3%	0.3%	0.6%	0.3%	0.3%	0.4%
North Turramurra	1.0%	0.5%	0.7%	0.7%	0.4%	0.4%	0.2%	0.4%
Wahroonga South	1.4%	-1.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Waroongah North	0.4%	-0.4%	0.5%	0.5%	0.2%	0.2%	0.2%	0.2%
<b>Main Trade Area</b>	<b>0.8%</b>	<b>0.1%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.3%</b>	<b>0.2%</b>	<b>0.3%</b>

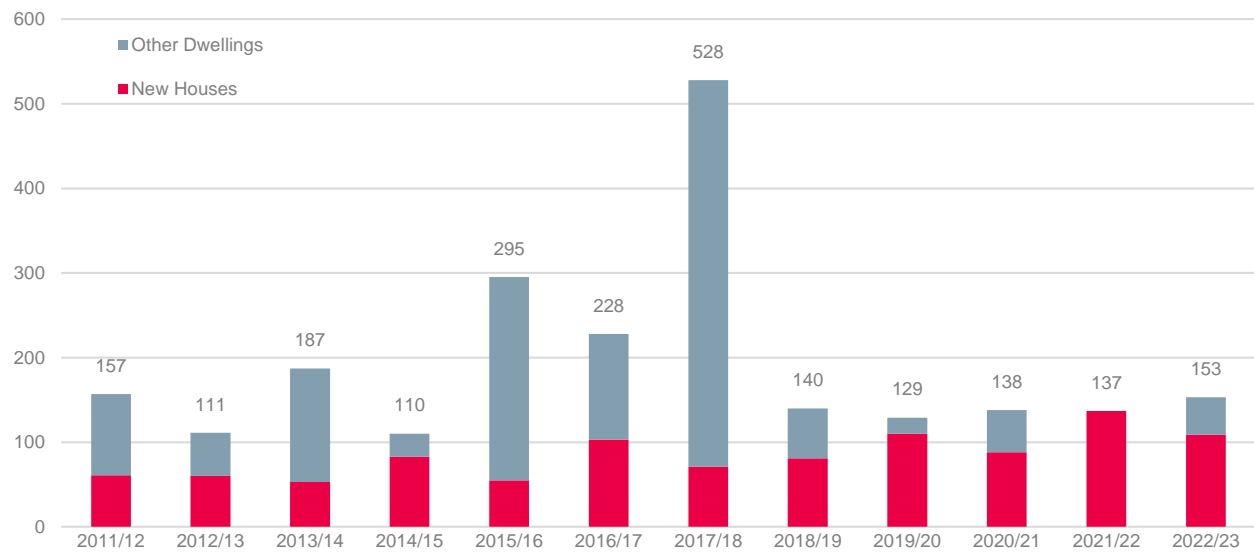
  

Greater Sydney	1.7%	1.3%	0.0%	1.3%	1.2%	1.5%	1.3%	1.3%
Australian Average	1.6%	1.2%	2.4%	1.6%	1.3%	1.2%	1.1%	1.3%

All figures as at June and based on 2021 SA1 boundary definition.

Sources : ABS; NSW DPIE

CHART 1. TURRAMURRA PLAZA MAIN TRADE AREA NEW DWELLING APPROVALS, 2011/12 – 2022/23



Source: ABS

**TABLE 3. MAIN TRADE AREA SOCIO-ECONOMIC PROFILE, 2021 CENSUS**

Characteristic	Turramurra	North Turramurra	Wahroonga South	Warroongah North	Main TA	Greater Sydney Average	Australia Average
<b>People</b>							
<b>Age Distribution (% of Pop'n)</b>							
Aged 0-14	20.6%	18.8%	19.7%	16.7%	<b>19.0%</b>	18.3%	18.0%
Aged 15-19	7.2%	8.0%	7.4%	8.1%	<b>7.6%</b>	5.6%	5.7%
Aged 20-29	8.4%	9.2%	8.4%	7.7%	<b>8.4%</b>	14.2%	13.3%
Aged 30-39	10.5%	9.0%	11.0%	6.4%	<b>9.1%</b>	16.0%	14.6%
Aged 40-49	15.6%	14.1%	15.0%	12.7%	<b>14.4%</b>	13.6%	13.0%
Aged 50-59	14.8%	15.2%	12.4%	14.5%	<b>14.6%</b>	12.0%	12.5%
Aged 60+	23.0%	25.7%	26.2%	33.9%	<b>26.8%</b>	20.4%	23.0%
Average Age	40.2	41.4	41.8	46.0	<b>42.2</b>	38.4	39.5
<b>Birthplace (% of Pop'n)</b>							
Australian	63.1%	59.7%	64.2%	64.2%	<b>62.6%</b>	60.6%	72.0%
Overseas	36.9%	40.3%	35.8%	35.8%	<b>37.4%</b>	39.4%	28.0%
• Asia	18.6%	23.0%	20.7%	15.2%	<b>19.2%</b>	20.3%	12.1%
• Europe	8.1%	7.5%	5.8%	9.5%	<b>8.0%</b>	6.9%	7.2%
• Other	10.2%	9.8%	9.3%	11.2%	<b>10.2%</b>	12.2%	8.7%
<b>Family</b>							
Average Household Size	2.9	2.9	2.8	2.8	<b>2.8</b>	2.7	2.5
<b>Family Type (% of Pop'n)</b>							
Couple with dep't children	59.0%	57.1%	57.3%	55.7%	<b>57.5%</b>	47.8%	44.2%
Couple with non-dep't child.	7.9%	8.2%	5.9%	8.6%	<b>8.0%</b>	8.9%	7.7%
Couple without children	18.9%	20.3%	20.9%	22.1%	<b>20.3%</b>	21.1%	23.8%
Single with dep't child.	5.3%	6.3%	6.0%	4.4%	<b>5.4%</b>	7.7%	8.6%
Single with non-dep't child.	2.4%	2.4%	2.4%	2.0%	<b>2.3%</b>	4.2%	4.0%
Other family	0.5%	0.4%	0.5%	0.6%	<b>0.5%</b>	1.1%	1.0%
Lone person	5.9%	5.2%	7.1%	6.6%	<b>6.0%</b>	9.2%	10.8%
<b>Employment</b>							
<b>Income Levels</b>							
Average Per Capita Income	\$81,315	\$83,207	\$78,079	\$77,523	<b>\$80,531</b>	\$60,644	\$55,301
Per Capita Income Variation	34.1%	37.2%	28.7%	27.8%	<b>32.8%</b>	n.a.	n.a.
Average Household Income	\$166,536	\$169,988	\$159,223	\$159,976	<b>\$165,048</b>	\$125,158	\$109,594
Household Income Variation	33.1%	35.8%	27.2%	27.8%	<b>31.9%</b>	n.a.	n.a.
<b>Housing</b>							
<b>Tenure Type (% of Dwellings)</b>							
Owned	80.8%	82.0%	76.5%	87.8%	<b>82.5%</b>	62.3%	67.4%
Rented	17.1%	16.4%	21.3%	7.6%	<b>14.9%</b>	36.1%	30.8%
Other Tenure Type	2.0%	1.6%	2.3%	4.7%	<b>2.6%</b>	1.6%	1.8%

Sources: ABS Census of Population and Housing 2021

TABLE 4. TURRAMURRA PLAZA MAIN TRADE AREA RETAIL EXPENDITURE, 2023 – 2041

Y/E June	Turramurra	North Turramurra	Wahroonga South	Waroongah North	Main TA
2023	354.3	285.5	103.0	268.8	1,011.6
2024	355.4	287.5	103.2	270.0	1,016.1
2025	356.5	289.4	103.4	271.2	1,020.6
2026	360.5	293.8	104.5	274.7	1,033.6
2027	365.2	297.8	105.6	277.8	1,046.5
2028	370.4	301.6	106.7	280.6	1,059.3
2029	375.7	305.3	107.8	283.5	1,072.3
2030	381.1	309.1	108.9	286.3	1,085.5
2031	386.6	313.0	110.1	289.2	1,098.8
2032	391.5	316.9	111.2	292.1	1,111.7
2033	395.9	320.8	112.4	295.0	1,124.1
2034	400.3	324.8	113.6	298.0	1,136.7
2035	404.8	328.8	114.7	301.0	1,149.4
2036	409.3	332.9	115.9	304.1	1,162.2
2037	413.9	336.6	117.1	307.1	1,174.8
2038	418.5	340.0	118.4	310.2	1,187.1
2039	423.2	343.4	119.6	313.3	1,199.5
2040	427.9	346.8	120.8	316.5	1,212.1
2041	432.7	350.2	122.1	319.7	1,224.8
<b>Expenditure Growth</b>					
2023-26	6.2	8.3	1.5	5.9	21.9
2026-31	26.0	19.2	5.6	14.5	65.2
2031-36	22.8	19.9	5.9	14.9	63.4
2036-41	23.4	17.3	6.2	15.6	62.6
2023-41	78.4	64.7	19.1	50.9	213.1
<b>Average Annual Growth Rate</b>					
2023-26	0.6%	1.0%	0.5%	0.7%	0.7%
2026-31	1.4%	1.3%	1.0%	1.0%	1.2%
2031-36	1.2%	1.2%	1.0%	1.0%	1.1%
2036-41	1.1%	1.0%	1.0%	1.0%	1.1%
2023-41	1.1%	1.1%	1.0%	1.0%	1.1%

\*Constant 2022/23 dollars & including GST

Source : CommBank IQ, Location IQ

**TABLE 5. MAIN TRADE AREA RETAIL EXPENDITURE BY KEY COMMODITY GROUP, 2023 – 2041**

Y/E June	Smkt	Dept Store	Discount Dept Store	Food & Liquor	Food Catering	Apparel	H'hold Goods	Leisure	General Retail	Retail Services
2023	209.1	20.1	15.6	117.8	193.5	88.0	169.0	65.5	94.7	38.4
2024	210.0	20.2	15.7	118.3	194.3	88.4	169.7	65.8	95.1	38.6
2025	210.9	20.3	15.7	118.8	195.2	88.8	170.5	66.1	95.5	38.8
2026	212.9	20.5	15.9	120.0	198.0	90.1	172.9	67.0	96.9	39.4
2027	214.8	20.6	16.0	121.1	200.9	91.4	175.4	68.0	98.3	39.9
2028	216.8	20.8	16.2	122.2	203.7	92.7	177.8	68.9	99.7	40.5
2029	218.8	21.0	16.3	123.3	206.6	94.0	180.3	69.9	101.1	41.0
2030	220.8	21.2	16.5	124.4	209.5	95.3	182.9	70.9	102.5	41.6
2031	222.8	21.4	16.6	125.5	212.4	96.7	185.4	71.9	104.0	42.2
2032	224.7	21.6	16.8	126.6	215.3	98.0	187.9	72.8	105.4	42.8
2033	226.4	21.8	16.9	127.6	218.1	99.2	190.3	73.8	106.7	43.3
2034	228.2	21.9	17.0	128.6	220.9	100.5	192.8	74.7	108.1	43.9
2035	230.0	22.1	17.2	129.6	223.7	101.8	195.3	75.7	109.5	44.5
2036	231.8	22.3	17.3	130.6	226.6	103.1	197.8	76.7	110.9	45.0
2037	233.6	22.4	17.4	131.6	229.5	104.4	200.3	77.6	112.3	45.6
2038	235.3	22.6	17.6	132.5	232.3	105.7	202.7	78.6	113.7	46.2
2039	237.0	22.8	17.7	133.5	235.1	107.0	205.2	79.5	115.1	46.7
2040	238.7	22.9	17.8	134.5	238.0	108.3	207.7	80.5	116.5	47.3
2041	240.4	23.1	17.9	135.4	240.9	109.6	210.2	81.5	117.9	47.9
<b>Expenditure Growth</b>										
2023-26	3.8	0.4	0.3	2.2	4.6	2.1	4.0	1.5	2.2	0.9
2026-31	9.9	0.9	0.7	5.5	14.4	6.5	12.5	4.9	7.0	2.8
2031-36	9.1	0.9	0.7	5.1	14.2	6.5	12.4	4.8	7.0	2.8
2036-41	8.6	0.8	0.6	4.8	14.2	6.5	12.4	4.8	7.0	2.8
2023-41	31.3	3.0	2.3	17.7	47.4	21.5	41.2	16.0	23.2	9.4
<b>Average Annual Growth Rate</b>										
2023-26	0.6%	0.6%	0.6%	0.6%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
2026-31	0.9%	0.9%	0.9%	0.9%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
2031-36	0.8%	0.8%	0.8%	0.8%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
2036-41	0.7%	0.7%	0.7%	0.7%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
2023-41	0.8%	0.8%	0.8%	0.8%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%

\*Constant 2021/22 dollars & including GST

Source : CommBank IQ, Location IQ

TABLE 6. TURRAMURRA PLAZA COMPETITIVE CENTRES

Centre	Shopfront GLA (sq.m)	Anchor Tenants	Dist. From Site (km)
<b>Regional Shopping Centres</b>			
Westfield Hornsby	98,100	David Jones (14,640), Kmart (8,000), Target (7,600) Woolworths (4,320), Coles (4,080), Aldi (1,360)	6.0
<b>Supermarket Based Shopping Centres</b>			
Turrumurra	11,240	Coles (1,580), IGA (1,260)	-
Eastern Rd - Turrumurra	920	IGA (200)	1.9
Kissing Point Rd - South Turrumurra	760	IGA (340)	2.5
North Turrumurra	3,500	IGA (520), Woolworths Metro (1,024)	3.4
Wahroonga	5,150	IGA (470)	3.7
East Wahroonga	830	IGA X-Press (150)	3.7
Thornleigh Marketplace	6,900	Woolworths (3,800)	5.0
Fox Valley SC	820	IGA (350)	5.2
Gordon Centre	13,000	Woolworths (3,340)	6.5
St Ives Shopping Village	17,130	Woolworths (2,940), Coles (2,080)	7.2

Source: Location IQ Database

CHART 2. TURRAMURRA PLAZA MAIN TRADE AREA SUPERMARKET FLOORSPACE PROVISION, 2023–2041

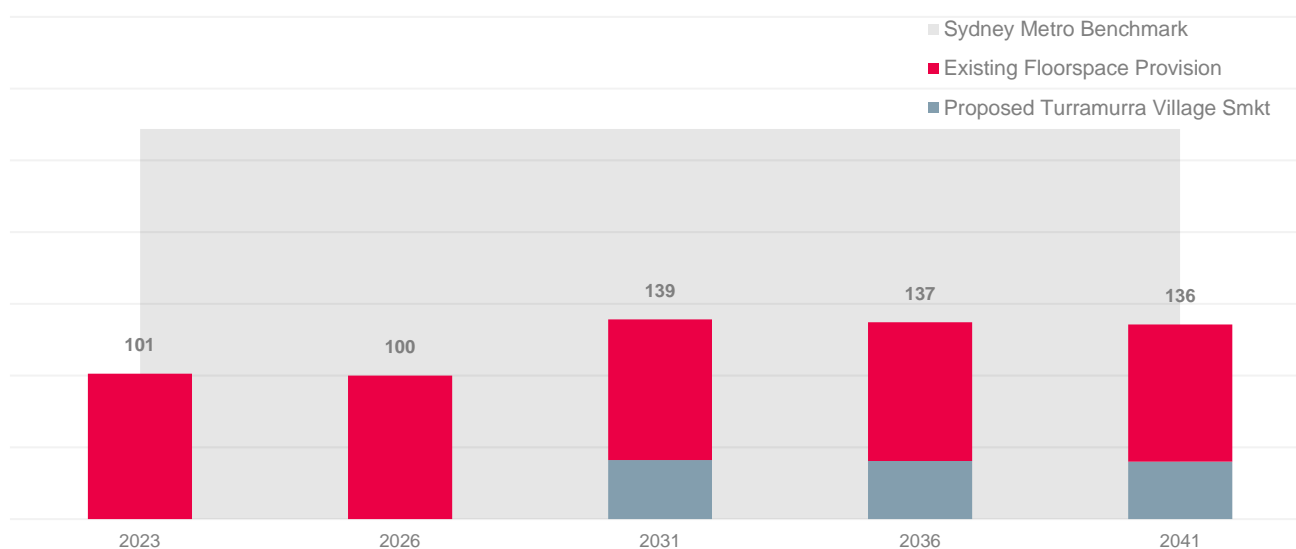


TABLE 7. ONGOING EMPLOYMENT GENERATING FLOORSPACE

Component	Net Additional Floorspace (sq.m)	Employment Potential		
		Employm. per 1,000 sq.m	Indic. Total Jobs	Net Increase <sup>1</sup>
Retail				
Supermarket	1,838	50.0	92	83
Retail Specialty Shops	1,307	60.0	78	71
Total Retail	3,145		170	153
Complementary Non-retail				
Fitness	462	25.0	12	10
Medical	1,035	15.0	16	14
Total Complementary Non-retail	1,497		27	24
Total	4,642		197	178

1. Indicates the estimated number of net additional ongoing jobs as a result of the proposed development

Source : Australian National Accounts: Input-Output Tables 1996-97

TABLE 8. CONSTRUCTION GENERATED EMPLOYMENT

Metric	Retail & Commercial Total
<b>Estimated Capital Costs of Construction</b>	
Estimated Capital Costs 2022/23 (\$M)*	\$77.0
Estimated Capital Costs 1996/97 (\$M)	\$34.6
<b>Direct Employment Generation</b>	
Construction Jobs per \$1 million (2022/23)	3.15
<b>Total Construction Jobs<sup>1</sup></b>	<b>242</b>

Source : Australian National Accounts: Input-Output Tables 1996-97

Employment totals include both full-time and part-time work. Indicates the estimated number of jobs over the life of the construction project plus ongoing multiplier effects, for the equivalent of one year

TABLE 9. ESTIMATED TOTAL EMPLOYMENT GENERATED

Metric / Category	Est. Net Employment Increase <sup>1</sup>	Employment Multiplier Effects	Total Employment
<b>Ongoing Employment from Planned Floorspace</b>			
Retail	153	145	299
Complementary Non-retail	24	23	47
<b>Total</b>	<b>178</b>	<b>169</b>	<b>346</b>
<b>Construction Phase</b>			
Direct Employment Generation	242	388	631
<b>Net Additional Employment</b>	<b>420</b>	<b>557</b>	<b>977</b>

Source: Rebel Property

1. Net increase includes an allowance for reduced employment levels at impacted centres estimated at 10% of the total increase





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