
# 204 Hume Highway, Chullora

## Economic Impact Assessment

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GapMaps

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Prepared for

**EG Funds on behalf of Sydney Fuels**

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# Executive summary

This report presents an economic impact assessment of a proposed rezoning of land at 204 Hume Highway, Chullora. The planning proposal is to allow for service station as a permissible use, which would enable the development of a service station at the subject site and two new food tenancies (with drive-thru). The subject site currently supports an iJuice drive-thru juice bar.

**Site context and planning proposal**

- The subject site is located at 204 Hume Highway, Chullora approximately 14 – 15km from the Sydney CBD and 11 – 12km from the Parramatta CBD. The site straddles both the Strathfield and the Canterbury-Bankstown LGAs, with the majority of the site located in the Strathfield LGA.

- The Hume Highway is a major arterial road connecting Ashfield to Warwick Farm, generating significant volumes of vehicles per day, ranging between 50,000 – 60,000 VPD in its busiest sections, including past the subject site.

- The proposed development being considered as part of the planning proposal comprises the following uses: a service station of 251 sq.m (with 6 pumps) and 2 x fast-food outlets of 129 sq.m and 224 sq.m.

**Strategic planning context**

- According to the Greater Sydney Commission - South District Plan, the Chullora Industrial precinct (at the time of publication) was one of the only industrial/employment land precincts with reasonable capacity to absorb future demand (21ha), with the only other precinct in the South District with reasonable capacity being Kurnell (43ha). The Chullora/Enfield Intermodal precinct focusses on interstate movements rather than port related movements and is considered an important strategic precinct on this basis. Providing important supporting amenities for workers in this precinct will be important, noting that this precinct has some capacity to grow further over time.

**Trade area resident population**

- We have defined a main trade area (MTA) that includes a primary sector and secondary east sector. The primary sector contains around 20,700 persons and there are around 8,200 in the secondary east sector. The MTA population is projected to grow from 29,200 to 33,200 between 2024 and 2039, which would equate to the need for around 0.7 - 1 additional service stations over this timeframe.

- Furthermore, the Hume Highway is a key arterial road through the Canterbury-Bankstown and Strathfield LGAs and would be utilised by a significant proportion of car owners in both LGAs over the course of a year. The Canterbury-Bankstown LGA population is projected to increase from around 392,750 to 443,100 by 2036 (around 51,350 persons equivalent to around 9 – 13 service stations worth of demand), while the Strathfield LGA population is projected to increase from around 49,725 to 55,049 by 2036 (around 5,324 persons equivalent to around 1 service station worth of demand).

**Trade area worker population**

- There are approximately 16,000 workers in the primary sector at present including around 9,000 – 10,000 in the Chullora industrial/employment land precinct in which the site is located. Overall, in the secondary sector there around 6,100 workers and a total of around 22,000 workers in the MTA.

- These worker estimates understate the true worker population in the area, as Covid significantly changed the way people worked (in white collar type jobs), with working part or all the week at home now commonplace.
- The workforce population is projected to grow marginally by 1,000 - 2,000 workers over the next 10 – 15 years.

**Passing traffic**

- The Hume Highway between Roberts Road and Rockwood Road/Stacey Street accommodates in the order of 50,000 – 60,000 vehicles per day, making it one of the busiest roads in the Strathfield and Canterbury-Bankstown LGAs.
- Roads with traffic volumes such as this typically support service stations every few km, typically on both sides of the road. There is a major gap in facilities on this part of the Hume Highway, with no service stations between the Shell at Yagoona and 7-11 at Strathfield South (a distance of around 7km).

**Economic Need – Service Station**

- The future residential population is projected to increase from around 29,200 to 33,200 between 2024 and 2039, which would equate to the need for around **0.7 - 1 additional service stations** over this timeframe, in addition to existing demand of around 7 – 8 service stations. We note a few of the existing service stations are located on the periphery of the trade area, while those located on the Hume Highway and Roberts Road would generate the majority of their turnover from passing traffic beyond those living in the MTA.
- Furthermore, the Hume Highway is a key road in each LGA and would be utilised by a significant proportion of car owners in each LGA over the course of a year. The Canterbury-Bankstown LGA population is projected to increase from around 392,750 to 443,100 by 2036 (around 51,350 persons equivalent to **around 9 – 13 service stations worth of demand**), while the Strathfield LGA population is projected to increase from around 49,725 to 55,049 by 2036 (around 5,324 persons equivalent to **around 1 service station worth of demand).**

- Most workers (local jobs) in the Canterbury-Bankstown LGA, who work at a place away from their home, travel by car to work (around 60 -70%) with only a small fraction travelling by public transport, walking or biking (less than 10%). Most local residents who are employed also travel by car to work.

- There are approximately 16,000 workers in the primary sector at present including around 9,000 – 10,000 in the Chullora worker precinct directly adjacent to the site. Overall, in the secondary sector there around 6,100 workers and a total of around 22,000 workers in the MTA. This worker catchment alone would be generating **demand equivalent to 3 – 4 service stations as well (around 2 service stations equivalent by the Chullora workforce alone).** This workforce population is projected to grow marginally over the next 10 – 15 years.

- In addition to meeting need and demand for fuel retailing, service stations fulfil a small role in servicing the convenience retail market for local residents, local workers and passing traffic. The proposed service station will meet a proportion of this demand, albeit a very small share given the proposed scale and type of offer.

**Economic Need – Food and beverage**

- Currently, the MTA population generates demand for 13,000 sq.m of food and beverage floorspace (i.e. restaurants, takeaway, cafes, and pubs/bars), which is expected to increase to around 18,200 sq.m by 2039, a 40% increase on current demand, equivalent to 5,200 sq.m.

- There would be some minor overlap in the MTA population and the MTA worker population demand, however, the demand profile for workers is to spend during the day near their place of work, while residents typically spend in mornings/evenings and weekends near their place of residence (unless they also work from home or don't work). We estimated the MTA workforce generates 4,800 sq.m of food and beverage floorspace demand which is expected to increase to around 5,900 sq.m by 2039, a 22% increase on current demand, equivalent to 1,100 sq.m.

**Economic and Community Impacts**

- **Substantially improving petrol station choice and convenience:** The proposed service station (and convenience retail offer within) and food and beverage tenancies will improve choice and convenience for MTA residents and workers. As it currently stands, the facility would be the only petrol station on the inbound/eastbound side of the Hume Highway between Yagoona and the 7-11 at Strathfield South.

- **Substantially improving food and beverage choice and convenience:** There is only one major fast food/QSR site between Hungry Jacks at Bass Hill and Parramatta Road on the inbound/eastbound side of the Hume Highway (we note there is a Domino's at Strathfield but this is not a drive-thru/quick service purchase). The likes of Guzman y Gomez or Zambrero do not have a presence in the area. Except for the drive-thru Gloria Jeans on Roberts Road (near KFC/Shell), there are no major chain drive-thru coffee operators in the MTA or the surrounding area. An opportunity for the likes of Gloria Jeans, The Coffee Club, Zarraffa's or Starbucks exists to potentially introduce an undersupplied market segment (i.e. drive-thru coffee).

- **Reduce travel/trip distances for Chullora workers to access food and beverage:** The Chullora employment land/industrial precinct is one of the largest employment precincts in the Canterbury-Bankstown and Strathfield LGAs and the subject site sits within this precinct. Local workers within walking distance could access the site for morning coffee, snacks, lunch and convenience retail (at the service station), while other workers could use internal roads and walk to the site (not needing to drive-onto the Hume Highway) or could undertake a short drive to access the site.

- **Creation of additional employment opportunities:** The proposed service centre and two new food and beverage tenancies would create a number of additional jobs, as well as support additional jobs across the economy, while the construction phase would also create jobs. The additional employment creation is discussed further below.

- We estimate that approximately 16 incremental ongoing full-time-equivalent jobs would be created by the proposed development, over and above the existing employment on site, which we estimate would support a further 6 indirect jobs across the economy.

- Based on the estimated construction costs of the project of $5 million and assuming a 1 year development timeframe, we estimate that during the construction period of the project approximately 21 direct jobs would be created and around 34 indirect jobs.

**Conclusion**

- When considering the above factors, we are of the view that the planning proposal, which seeks to alter the list of permissible uses within the current zone, should be approved as it would help fulfil a major spatial gap for service station and food and beverage facilities along the Hume Highway on the inbound/eastbound side of the road.

# 1.Introduction

This section reviews the local and strategic context of the site and outlines the proposed development plans.

## 1.1 Local and regional context

The subject site is located at 204 Hume Highway, Chullora approximately 14 – 15km from the Sydney CBD and 11 – 12km from the Parramatta CBD. The Hume Highway is a major arterial road connecting Ashfield to Warwick Farm, generating significant volumes of vehicles per day, ranging between 50,000 – 60,000 VPD in its busiest sections, including past the subject site.

The subject site currently accommodates an iJuice juice bar drive-thru, and abuts a Kennards Self Storage facility, Aussie Electrical Plumbing and Services facility and large Australia Post distribution centre. The subject site sits within the Chullora industrial/employment lands precinct which contains almost 10,000 workers including major businesses such as Australia Post, Kennards, Primo Foods, News Limited, Tip Top, Aramex Sydney, Bluescope Steel, Volkswagen, Fantastic Furniture and Anaconda.

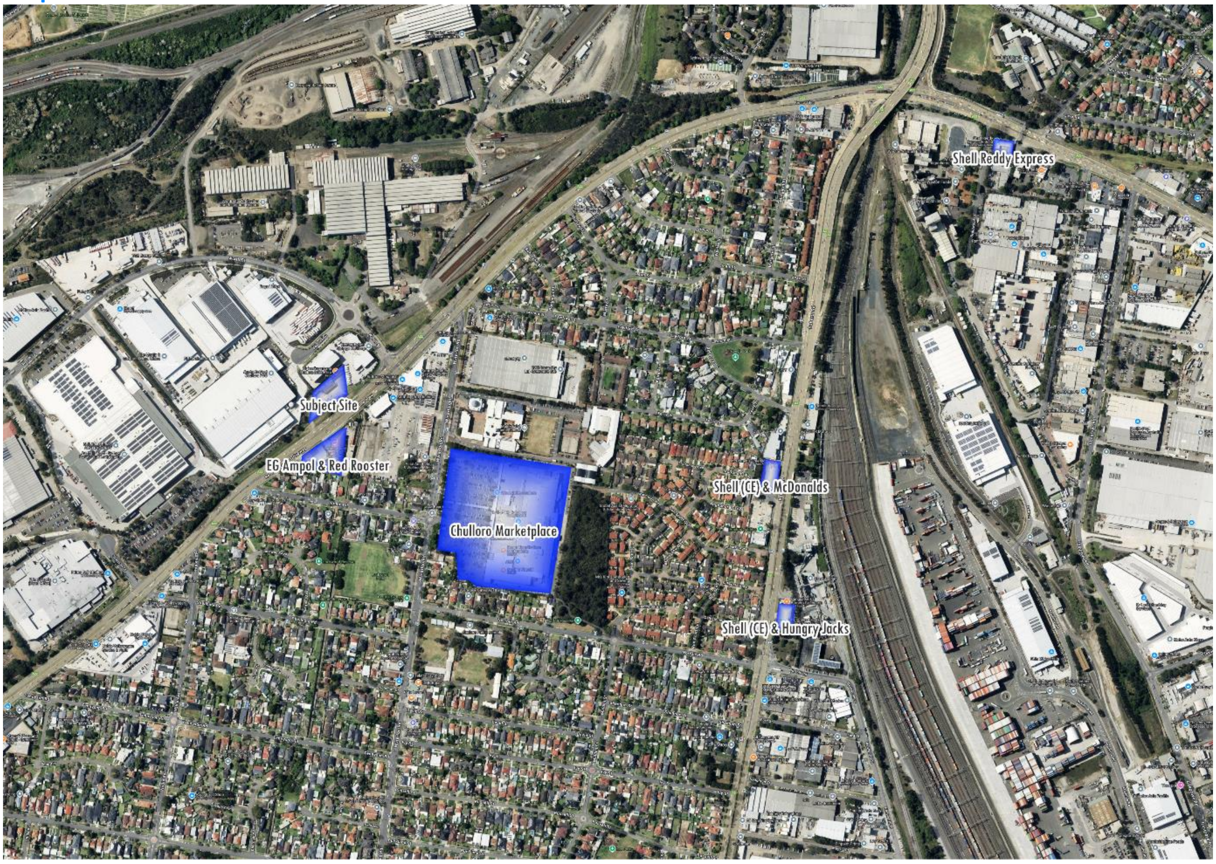
To the south, across the Hume Highway (600 – 700m drive, but 50m walking) is an EG Ampol service station and associated Red Rooster outlet, a mid-market motel and a Sutton's car dealership. Nearby is the Chullora Marketplace shopping centre with a convenience oriented retail mix with a food and beverage offer generally targeted at centre shoppers.

Further east is the Enfield intermodal terminal and associated industrial/employment area which contains a sizeable workforce. Roberts Road passes by this precinct, and it is slightly busier than the Hume Highway, particularly where it becomes Centenary Drive north of the Hume Highway (80,000 – 90,000 VPD).

There are no service stations on the inbound/eastbound section of the Hume Highway between Bass Hill and Strathfield South/Enfield, except for a Shell at Yagoona and there are no major brand fast food/food and beverage retailers on this side of the Highway in this area.

The Chullora employment precinct which contains some 9,000 – 10,000 workers only contains 3 cafes that are publicly accessible and the drive-thru juice bar on site. On the southern side of the road is a Red Rooster drive-thru, an EG Ampol service station plus convenience shop and slightly to the west is the Palms Hotel which offers F&B.

**Map 1.1 Site context**




Source: GapMaps

## 1.2 Strategic Planning Context

According to the Greater Sydney Commission - South District Plan, the Chullora Industrial precinct (at the time of publication) was one of the only industrial/employment land precincts with reasonable capacity to absorb future demand (21ha), with the only other precinct in the South District with reasonable capacity being Kurnell (43ha).

The Chullora/Enfield Intermodal precinct focusses on interstate movements rather than port related movements and is considered an important strategic precinct on this basis. Providing important supporting amenities for workers in this precinct will be important, noting that this precinct has some capacity to grow further over time.

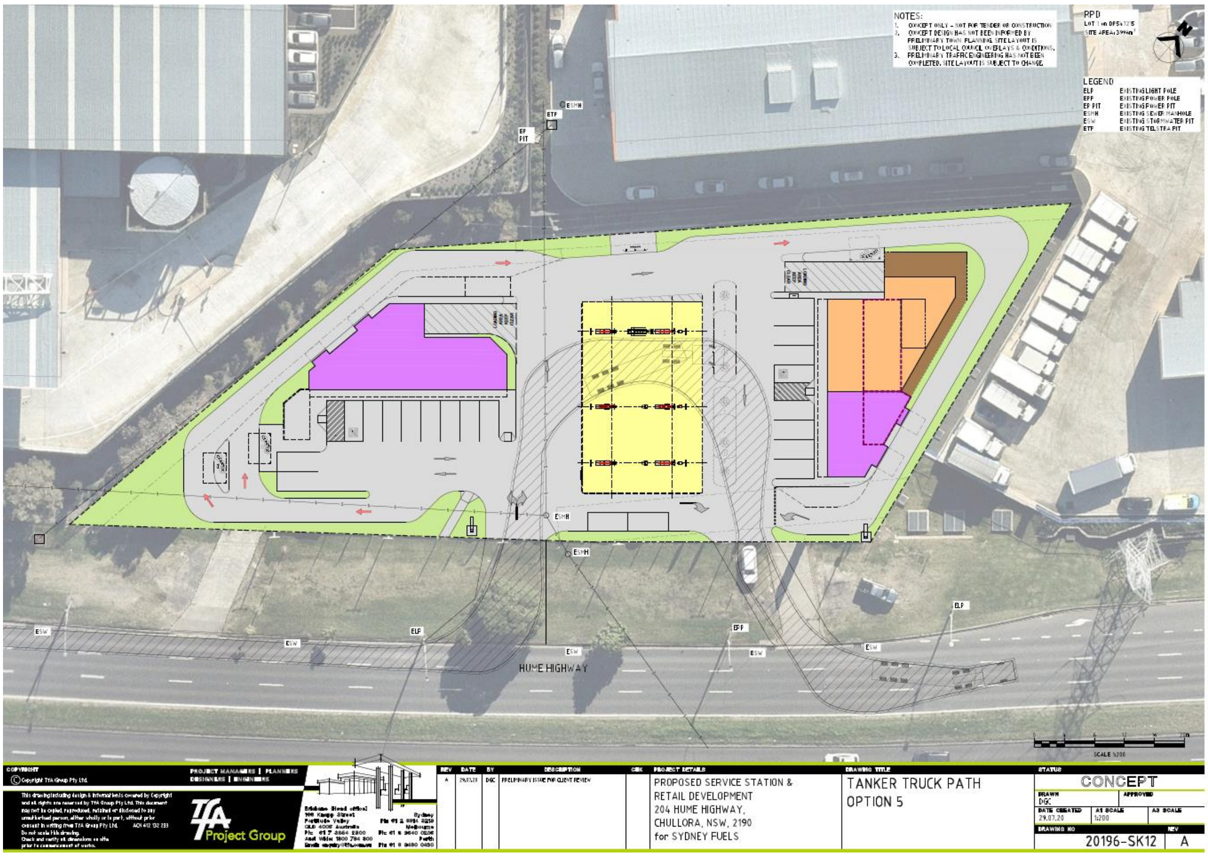
## 1.3 Proposed development

The proposed development being considered should the planning proposal be approved is illustrated in Figure 1.1 and comprises the following uses:

- Service station, with 251 sq.m with 6 double bowser pumps for passenger vehicles
- A fast-food outlet of 129 sq.m, with drive-thru facilities
- A fast-food outlet of 224 sq.m, with drive-thru facilities

This would replace the existing drive-thru juice bar at the subject site.

**Figure 1.1: Proposed development layout plan**




Source: EG Funds

# 2. Trade area analysis

This section of the report reviews the potential resident trade area of relevance for the proposed development, noting that there would also be demand from surrounding workers and passing traffic. The latter is a particularly important customer segment for service stations, particularly one proposed at the subject site along the very busy Hume Highway.

## 2.1 Trade area definition

The extent of the trade area or catchment that is served by any retail facility is shaped by the interplay of a number of critical factors. These factors include:

- The relative attraction of the use or mix of uses, in comparison with alternative competitive facilities. The factors that determine the strength and attraction of any particular development/centre are primarily its scale and composition (in particular the major trader or traders that anchor the centre); its layout and ambience; and car-parking, including access and ease of use.
- The proximity and attractiveness of competitive uses. The locations, compositions, quality and scale of competitive facilities all serve to define the extent of the trade area which a particular use or mix of uses is effectively able to serve.
- The available road network and public transport infrastructure, which determine the ease (or difficulty) with which customers are able to access a particular use or mix of uses.
- Significant physical barriers which are difficult to negotiate and can act as delineating boundaries to the trade area served by a particular use or mix of uses.

The key determinants of the trade area expected to be served by the proposed facility include the following:

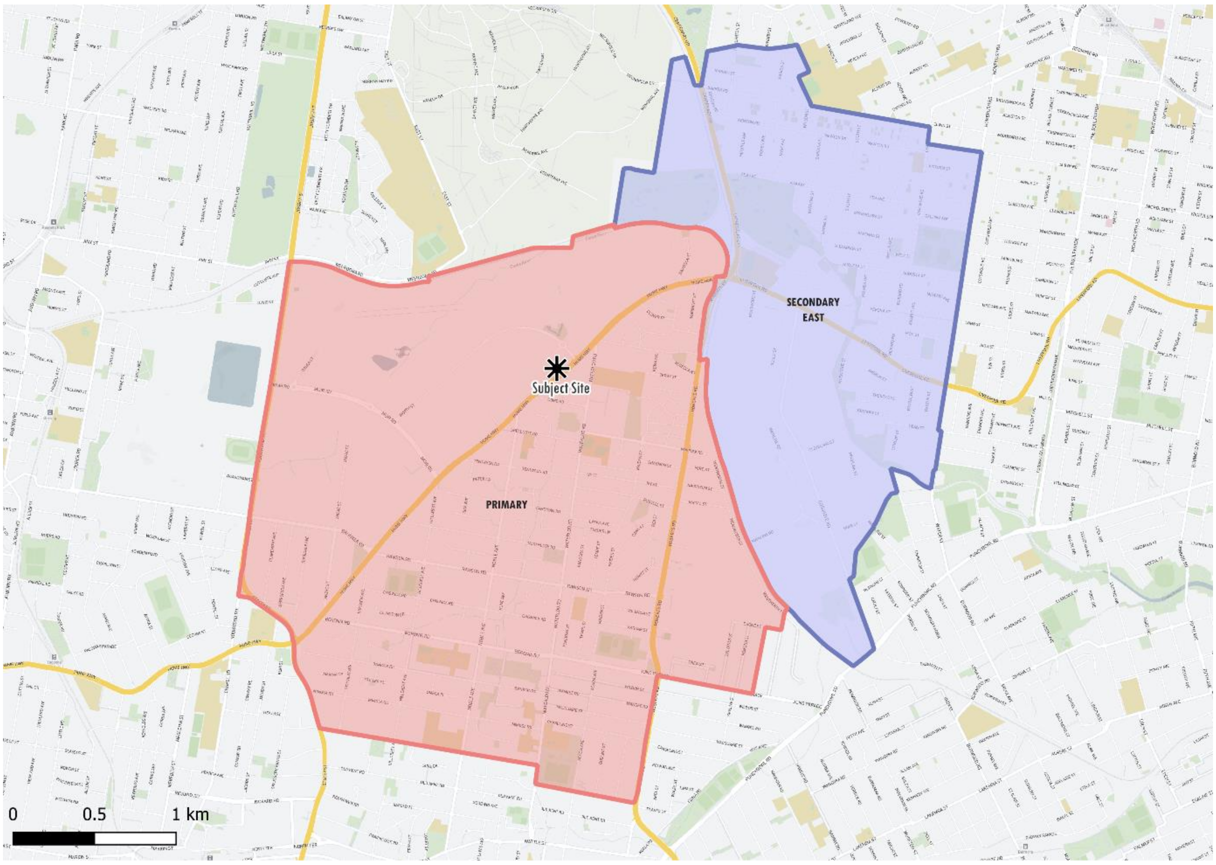
- The high-profile location of the site on the Hume Highway, which is the key arterial route through the area, noting that service stations and fast food offers on major roads are often accessed on an impulse basis.
- The accessibility of the subject site from a drive-time perspective (approximately 5min).
- The location of surrounding service stations and fast food/QSR facilities particularly those along the Hume Highway.
- The composition of the proposed facility, which will include petrol facilities as well as two food and beverage outlets, which will serve passing traffic, surrounding workers and surrounding residents.

Map 2.1 illustrates the trade area defined for the proposed development, which includes a primary sector and a secondary sector, described as follows:

- The primary sector covers an approximate 5min drive time from the site and includes the Chullora industrial / employment precinct and bits of Greenacre extending to Rookwood Road and Robertson Road.
- The secondary east sector includes the Enfield intermodal employment/industrial area as well as parts of Strathfield South. This area is accessible within a 5min drive time but would have lower engagement than the primary sector.

In combination, the above sectors form the main trade area (MTA) for the proposed development that could be delivered if the planning proposal is approved.

**Map 2.1: Main Trade Area**




Source: GapMaps

## 2.2 Resident trade area

**Population**

Table 2.1 details the estimated current and future population levels within the MTA. This information has been collected from a range of sources including the following:

- Australian Bureau of Statistics (ABS) Census of Population and Housing (2021) and ABS Dwellings Approvals and Estimated Residential Population Data (2022 - 2024).
- Population projections prepared by forecast.id for Canterbury-Bankstown and Strathfield LGAs and the NSW Department of Planning and Environment.
- Other investigations of future residential developments.

The primary sector contains around 20,700 persons and there are around 8,200 in the secondary east sector. The MTA population is projected to grow from 29,200 to 33,200 between 2024 and 2039, which would equate to the need for around 0.7 - 1 additional service station over this timeframe. Furthermore, the Hume Highway is a key arterial road through the Canterbury-Bankstown and Strathfield LGAs and would be utilised by a significant proportion of car owners in both LGAs over the course of a year. The Canterbury-Bankstown LGA population is projected to increase from around 392,750 to 443,100 by 2036 (around 51,350 persons equivalent to around 9 – 13 service stations worth of demand), while the Strathfield LGA population is projected to increase from around 49,725 to 55,049 by 2036 (around 5,324 persons equivalent to around 1 service station worth of demand).

**Table 2.1: Main Trade Area – Resident population**

| | Actual Population | | Estimated population | | | |
|---|---|---|---|---|---|---|
| | 2016 | 2021 | 2024 | 2029 | 2034 | 2039 |
| **Primary sectors** | | | | | | |
| • Primary | 20,226 | 20,733 | 21,207 | 22,215 | 23,420 | 24,688 |
| **Secondary sectors** | | | | | | |
| • Secondary East | 7,602 | 8,158 | 8,071 | 8,349 | 8,688 | 9,042 |
| **Main trade area** | **27,828** | **28,891** | **29,278** | **30,564** | **32,109** | **33,730** |
| | | | | | | |
| | | Average annual growth (no.) | | | | |
| | | 2016-21 | 2021 - 24 | 2024 - 29 | 2029 - 34 | 2034 - 39 |
| **Primary sectors** | | | | | | |
| • Primary | | 101 | 158 | 202 | 241 | 254 |
| **Total Primary** | | **101** | **158** | **202** | **241** | **254** |
| **Secondary sectors** | | | | | | |
| • Secondary East | | 111 | -29 | 56 | 68 | 68 |
| **Main trade area** | | **213** | **129** | **257** | **309** | **321** |
| | | | | | | |
| | | Average annual growth (%) | | | | |
| | | 2016-21 | 2021 - 24 | 2024 - 29 | 2029 - 34 | 2034 - 39 |
| **Primary sectors** | | | | | | |
| • Primary | | 0.5% | 0.8% | 0.9% | 1.1% | 1.1% |
| **Secondary sectors** | | | | | | |
| • Secondary East | | 1.4% | -0.4% | 0.7% | 0.8% | 0.8% |
| **Main trade area** | | 0.0% | 0.4% | 0.9% | 1.0% | 1.0% |

*As at June
Source: ABS, GapMaps, local councils/.id, NSW Government,

**Socio-demographics and spending**

Around 62% of the households in the MTA are family households with children (young and older children), compared with the Greater Sydney average of 42%. This means a higher than average proportion of kids related travel would be prevalent in this particular MTA population compared with the Greater Sydney average. Travel associated with children includes driving kids to school, the train station/bus stop (to school), to sporting activities, to other extracurricular activities or to friend's places.

Average car ownership in the MTA is 1.83 cars per household which is above the 1.6 cars per household across the Greater Sydney, while average car ownership across the Canterbury-Bankstown LGA is around 1.7 cars per household.

Based on spending data from CommbankIQ, even though average incomes are below Sydney the average and average retail spend per household is about 7% below the Sydney average:

- For petrol stations – spending per household is 9% above the Greater Sydney average
- For food catering - spending per household is consistent with Greater Sydney averages, even though spending on pubs, taverns, bars is 50% of average (due to ethic/religious skew to an Islamic population).

## 2.2 Worker trade area

**Population**

Table 2.2 details the estimated current and future worker population levels within the MTA. This information has been collected from a range of sources including the following:

- Australian Bureau of Statistics (ABS) Census of Population and Housing (2021).
- Transport for NSW employment projections

There are approximately 16,000 workers in the primary sector at present (noting the Transport for NSW data are presented in 5 year intervals aligned with Census periods) including around 9,000 – 10,000 in the Chullora worker precinct directly adjacent to the site. Overall, in the secondary sector there around 6,100 workers and a total of around 22,000 workers in the MTA. This worker catchment alone would be generating demand equivalent to 3 – 4 service stations as well (around 2 service stations equivalent by the Chullora workforce alone). We are of the view that the official worker estimates understate the true worker population in the area, as Covid significantly changed the way people worked (in white collar type jobs), with working part or all the week at home now commonplace (even though their registered workplace might be elsewhere).This workforce population is projected to grow marginally by 1,000- 2,000 workers over the next 10 – 15 years.

**Table 2.2: Main trade area – Worker population**

| | Actual Population | | | Estimated population | | |
|---|---|---|---|---|---|---|
| | 2016 | 2021 | 2026 | 2031 | 2036 | 2041 |
| **Primary sector** | | | | | | |
| Chullora | 9,907 | 9,925 | 9,704 | 9,863 | 10,181 | 10,418 |
| Rest of primary | 6,012 | 6,184 | 6,125 | 6,104 | 6,224 | 6,464 |
| **Total primary** | **15,919** | **16,109** | **15,829** | **15,967** | **16,405** | **16,882** |
| **Secondary sectors** | | | | | | |
| • Secondary East | 5,614 | 6,030 | 6,128 | 6,230 | 6,439 | 6,570 |
| **Main trade area** | **21,533** | **22,139** | **21,957** | **22,197** | **22,844** | **23,452** |
| | | Average annual growth (no.) | | | | |
| | | 2016-21 | 2021-26 | 2026-31 | 2031-36 | 2036-41 |
| **Primary sector** | | | | | | |
| Chullora | | 4 | -44 | 32 | 64 | 47 |
| Rest of primary | | 34 | -12 | -4 | 24 | 48 |
| **Secondary sectors** | | | | | | |
| • Secondary East | | 83 | 20 | 20 | 42 | 42 |
| **Main trade area** | | **118** | **8** | **16** | **66** | **90** |
| | | Average annual growth (%) | | | | |
| | | 2016-21 | 2021-26 | 2026-31 | 2031-36 | 2036-41 |
| **Primary sector** | | | | | | |
| Chullora | | 0.0% | -0.4% | 0.3% | 0.6% | 0.5% |
| Rest of primary | | 0.6% | -0.2% | -0.1% | 0.4% | 0.8% |
| **Secondary sectors** | | | | | | |
| • Secondary East | | 1.4% | 0.3% | 0.3% | 0.7% | 0.4% |
| **Main trade area** | | 0.6% | -0.2% | 0.2% | 0.6% | 0.5% |

*As at June
Source: Transport for NSW

**Composition of workforce**

The workforce within the MTA which includes workers in Chullora and Enfield, is skewed towards blue collar employment, with around 40% of the workforce in these types of jobs, and a high proportion of clerical and administrative workers (around 20%).

Most workers (local jobs) in the Canterbury-Bankstown LGA, who work at a place away from their home, travel by car to work (around 60 -70%) with only a small fraction travelling by public transport, walking or biking (less than 10% (source: ABS Census, .id/Canterbury-Bankstown Council). Most employed local residents (around 70 - 75%) also travel by car to work if not working at home. The reality is that this location is not a major office or retail based activity centre and residents travelling to work and local workers coming to work, tend to travel predominantly by car or motorised private transport.

This is similar for Strathfield LGA, where around 65 - 70% of local resident workers travel by private car/motor vehicle (source: ABS Census, .id/Strathfield Council).

# 3. Competition

This section of the report outlines the current and future competitive context within which the petrol station and fast-food facilities will operate.

**Petrol stations**

Table 3.1 details the provision of petrol stations within the primary and secondary trade areas along with those just beyond the trade areas, with their locations shown on Map 3.1. The key competitive facilities across the surrounding area include the following:

- EP Ampol Chullora is the closet petrol station to the subject site located approximately 650m away by road (50m by direct distance) on the other side of Hume Highway, with a total of 8 fuel pumps. The next closest is the Metro Petroleum at Greenacre on Waterloo Road, south of the Chullora Marketplace.

- In total there are 10 petrol stations within the primary trade area, however 3 of those are located right on the periphery of the trade area, 2 of those on Rookwood Road and the 7-11 near Boronia Road. There are two petrol stations just on the western side of Rookwood Road beyond the boundary of the trade area.

- There are no other facilities nearby to the west of the primary sector. Furthermore, there are no service stations on the inbound/eastbound side of the Hume Highway between the Shell at Yagoona with 5 pumps and a coffee/convenience offer and the 7-11 at Strathfield South.

- Within the primary sector, 4 of the petrol stations are location on Roberts Road a north-west arterial connecting Homebush/M4 with the M5/Sutherland, meaning the effective supply within the core primary sector around the subject site along the Hume Highway is fairly limited.

- There are three petrol stations in the secondary east sector on the Hume Highway/Liverpool Road, a Shell/Coles Express, a 7-11 (on the inbound/eastbound side) and an Ampol/Woolworths Metro.

- More broadly across the secondary sectors and just beyond the MTA, the smaller/independent brand petrol stations offer very little in retail offering and generally have fewer pumps.

**Future supply of petrol stations**

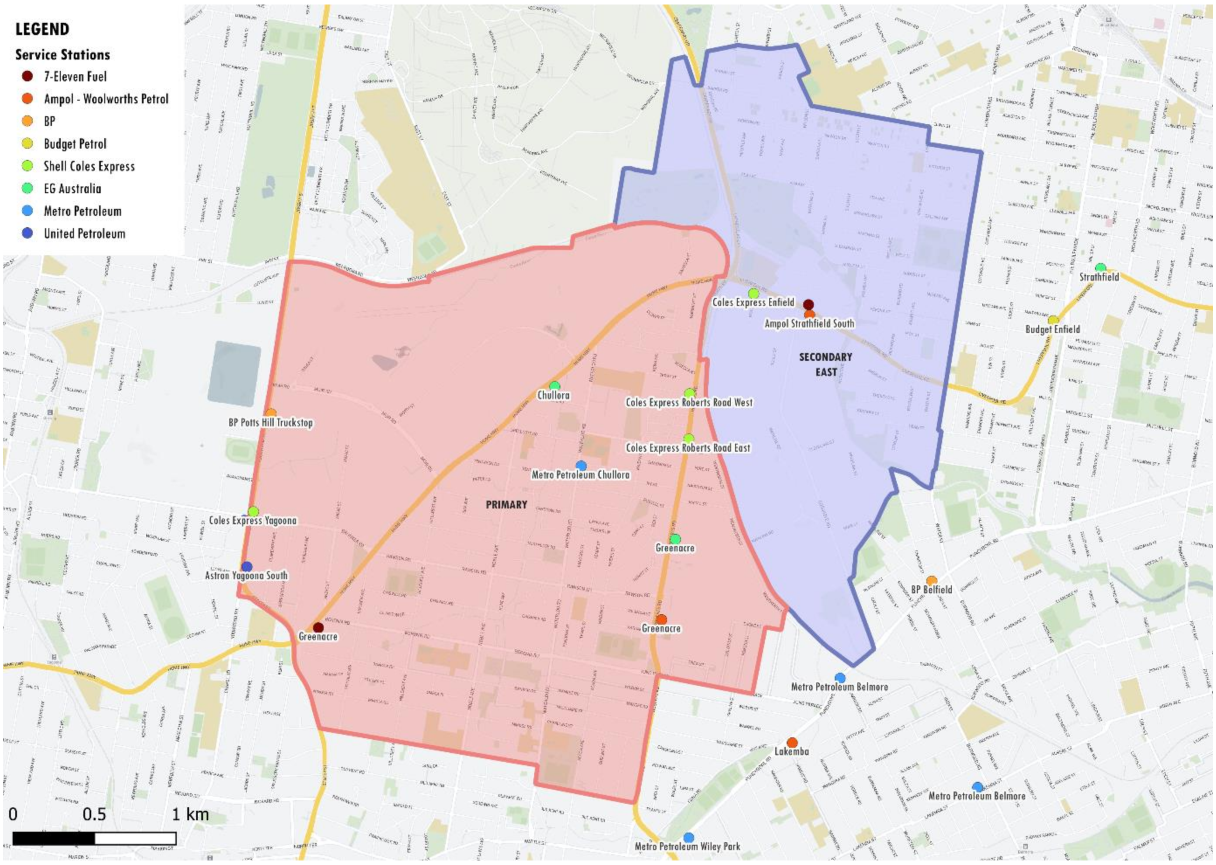
There are no currently proposed service station developments in or around the trade area other than the subject development.

## Table 3.1: Summary of Competing Service Station Facilities

| Name | Address | Suburb | No. Pumps | Distance (km) |
|---|---|---|---|---|
| **Primary** | | | | |
| EG Ampol Chullora** | 97 Hume Highway | Greenacre | 8 | 0.05 |
| Metro Petroleum Chullora | Cnr Waterloo Rd & David St | Greenacre | 4 | 1 |
| Shell Coles Express Roberts Road West | 74 Roberts Rd | Greenacre | 6 | 1.9 |
| Ampol Greenacre | 51 Roberts Rd (Cnr Amarina St) | Greenacre | 5 | 2.1 |
| Shell Coles Express Roberts Road East | 9-11 Roberts Rd | Greenacre | 6 | 2.1 |
| TEMCO Petroleum | 192-196 Waterloo Rd | Greenacre | 5 | 2.2 |
| BP Potts Hill Truckstop | 155-157 Rookwood Rd | Yagoona | 7 (4 truck) | 2.5 |
| Ampol Greenacre | 87-91-Roberts Rd Cnr Moondo St | Greenacre | 5 (2 truck) | 2.6 |
| 7-11 Greenacre | 301-305 Hume Hwy & Boronia Rd | Greenacre | 10 | 2.7 |
| Shell Coles Express Yagoona | 112 Rookwood (cnr Brunker) Rds | Yagoona | 6 | 3 |
| Astron Yagoona South | 45 Rookwood Rd Yagoona NSW | Yagoona | 6 | 3.5 |
| **Secondary East** | | | | |
| 7-11 Strathfield South | 575-585 Liverpool Rd | Strathfield South | 8 | 1.7 |
| Shell Coles Express Enfield | 630-634 Liverpool Rd | Strathfield South | 4 | 1.8 |
| Ampol Woolworths MetroGo Strathfield South | 600-Liverpool Rd | Strathfield South | 6 | 2.9 |
| **Beyond Trade Area** | | | | |
| Budget Enfield | 365 Liverpool Rd | Strathfield South | 3 | 3.7 |
| United Yagoona | 100 Rookwood Rd | Yagoona | 6 | 4 |
| Metro Petroleum Punchbowl | 10-12 Park Ave | Punchbowl | 3 | 4.1 |
| Ampol Strathfield | 287 Liverpool Rd | Strathfield | 6 | 4.2 |
| Metro Petroleum Belmore | 442A Punchbowl Rd | Lakemba | 3 | 4.2 |
| BP Wiley Park | 24-42 King Georges Rd | Wiley Park | 6 | 4.4 |
| BP Belfield | 53-57 Punchbowl Rd | Belfield | 4 | 4.5 |
| Ampol Lakemba | 516-Punchbowl Rd Cnr Wangee Rd | Lakemba | 5 | 4.7 |
| Metro Petroleum Wiley Park | 618 Punchbowl Rd | Wiley Park | 3 | 5.6 |
| Metro Petroleum Belmore | 47 Lakemba Street | Belmore | 4 | 5.7 |

*Note blue highlighted are on Hume Highway
**Distance to nearest service station is straight-line. It requires a drive of ~0.5-0.6km to navigate by car
Source: GapMaps

## Map 3.1: Competing Service Station Facilities




Source: GapMaps

**Food and beverage**

Table 3.2 details the provision of food and beverage retailers within the primary and secondary trade areas along with those just beyond the trade areas, with their locations plotted on Map 3.2.

The key competitive facilities areas across the surrounding area will typically include major brand fast food retailers with drive-thru facilities include the following:

- There is an iJuice drive-thru on the subject site itself, while the closest major fast-food facility is the Red Rooster located immediately south of the subject site, on the westbound/outbound side of the road.

- Within the primary trade area there are two McDonald's, a Hungry Jacks, a Red Rooster (south of the site), a Subway, KFC, a Dominos and an Oporto most of which are located along Roberts Road southbound in Greenacre.

- Chullora Marketplace contains around 8 – 9 food and beverage tenants, focussed mainly on shoppers visiting the centre including Top Juice, Boost Juice, Gloria Jean's as well as Gong Cha, 1919 Lanzhou Beef Noodle, Oliver Brown.

- There is no major fast food/QSR brand located on the Hume Highway between the Hungry Jacks at Bass Hill and Red Rooster just south of the site, except for a McDonalds on the south side of the highway at Yagoona. There is a cluster located at Enfield/Strathfield South (in the Secondary East sector), all on the outbound side of the road, including Oporto, Subway, McDonalds, KFC as well as a Feel Good Burgers.

- There is only one major brand coffee chain drive-thru in the MTA (Gloria Jeans on Roberts Road near the KFC) and none in the surrounding area. McDonald's McCafe plays this role to some extent, but its Hume Highway locations in the area are both outbound, not inbound (which would be more aligned with morning coffee visitations). Brands like The Coffee Club, Starbucks and Zarraffa's are potential opportunities for an eastbound/inbound site.

- More broadly, there are a range of independent cafes, drive-thrus, take-away shops within the MTA including 3 cafes in the Chullora employment/industrial area (that are publicly accessible).

- Of the food and beverage businesses on the Hume Highway, the majority are on the other side of the road to the subject site.

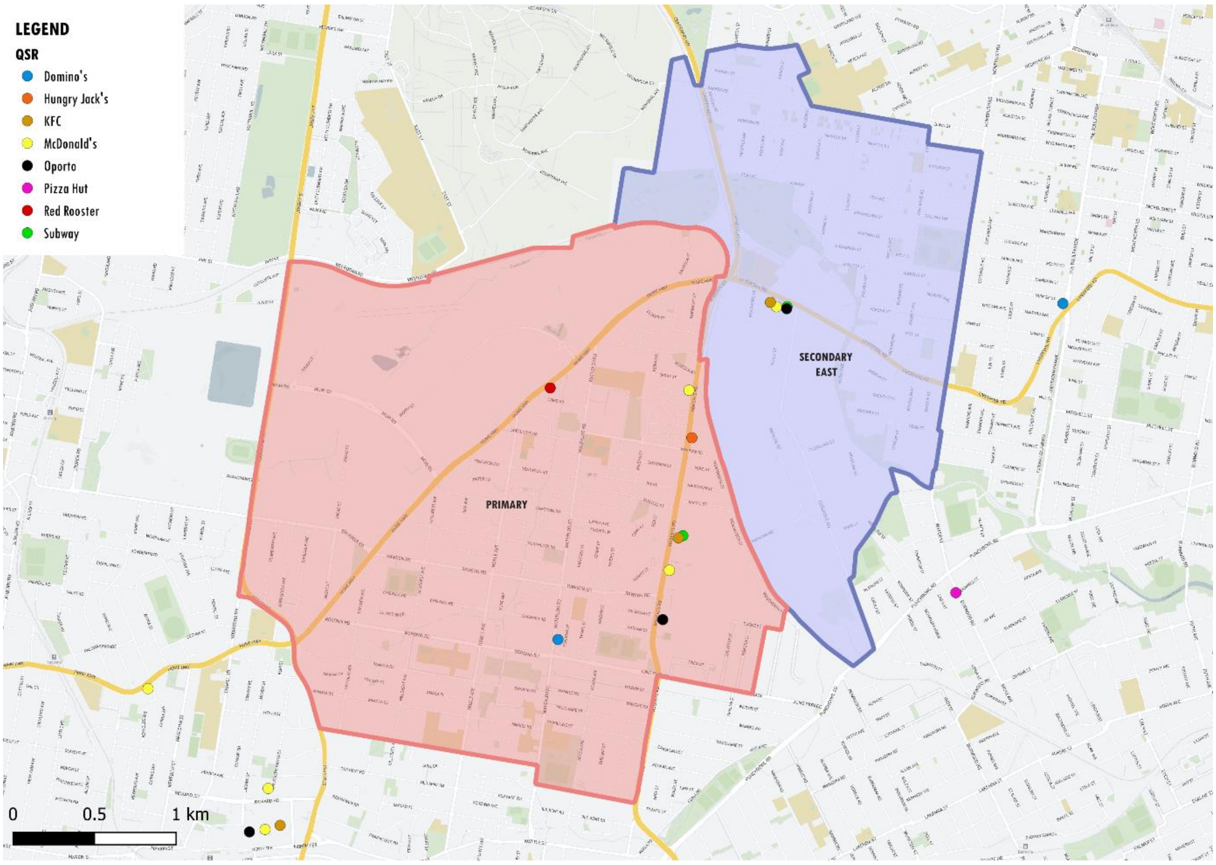
## Table 3.2: Summary of Competing Fast Food, QSR and Food Catering Facilities

| Name | Address | Suburb | Distance (km) |
|---|---|---|---|
| **Primary** | | | |
| Red Rooster Chullora | 97 Hume Highway | Chullora | 0.05 |
| Gloria Jean's Coffees | Chullora Marketplace* | Chullora | 0.8 |
| Top Juice | Chullora Marketplace* | Chullora | 0.8 |
| Boost Juice | Chullora Marketplace* | Chullora | 0.8 |
| Cafe Levant | 331 Waterloo Road | Greenacre | 1 |
| De First Stop Cafe Chullora | 62 Hume Highway | Chullora | 1.3 |
| Georges Restaurant Sydney | 21-25 Roberts Road | Greenacre | 1.7 |
| McDonald's | 74 Roberts Road | Greenacre | 1.9 |
| Hot Stone Café | 4 Brunker Road | Chullora | 1.9 |
| Hungry Jack's | 9-11 Roberts Rd | Greenacre | 2.1 |
| Subway | 51 Roberts Road Shop 1 | Greenacre | 2.2 |
| KFC | Unit 5, 51 Roberts Rd | Greenacre | 2.2 |
| Gloria Jean's Coffees | 51 Roberts Rd | Greenacre | 2.2 |
| Coffee Embassy | 187 Waterloo Road | Greenacre | 2.2 |
| Le Petit Spot Café | 168A Waterloo Road | Greenacre | 2.3 |
| New Harmony Chinese Restaurant | 1/198 Waterloo Road | Greenacre | 2.3 |
| Al Aseel | 183 Waterloo Road | Greenacre | 2.3 |
| McDonald's | 57-67 Roberts Road | Greenacre | 2.3 |
| Abla's Patisserie | 156 Waterloo Road | Greenacre | 2.3 |
| Oven Bake | Shop 1, 156 Waterloo Road | Greenacre | 2.3 |
| Dairee Frozen Yogurt | 171a Waterloo Road | Greenacre | 2.4 |
| Sugar House Waffles | 2/171A Waterloo Road | Greenacre | 2.4 |
| Four Season Juice Bar | A144 Waterloo Road | Greenacre | 2.4 |
| Awafi Charcoal Chickens | Shop 5/138, Waterloo Road | Greenacre | 2.4 |
| Little Tripoli | 195 Waterloo Road | Greenacre | 2.5 |
| Domino's | 195B Waterloo Rd | Greenacre | 2.5 |
| Soft Sip | 1/128 Waterloo Road | Greenacre | 2.5 |
| Mr. Shawarma | 145 Waterloo Road | Greenacre | 2.5 |
| Montbleu Greenacre | 19 Boronia Road | Greenacre | 2.6 |
| Stomping Grounds | 130A Waterloo Road | Greenacre | 2.6 |
| El Khayal Lebanese Restaurant | 134A Waterloo Road | Greenacre | 2.6 |
| Family Bakehouse | 138B Waterloo Road | Greenacre | 2.6 |
| Oporto | 87-91 Roberts Road | Greenacre | 2.6 |
| **Secondary East** | | | |
| Oporto | 608 Liverpool Road | Strathfield South | 1.7 |
| Subway | 608-612 Liverpool Street Shop 2 | Strathfield South | 1.7 |
| McDonald's | 618 Liverpool Road | Strathfield South | 1.7 |
| KFC | 618-634 Liverpool Road | Strathfield South | 1.7 |
| Massaya | 608 Liverpool Road | Strathfield South | 1.7 |
| Quatre Café | 7 Cave Road | Strathfield | 1.9 |
| Jacks Foods | 53 Cosgrove Road | Strathfield South | 2.2 |
| Strathfield Superbowl | 546 Liverpool Road | Strathfield South | 2.4 |
| Crossways Hotel | 482 Liverpool Road | Strathfield South | 2.7 |
| Village Cafe at Rookwood General Cemetery | Corner of Necropolis Drive and Memorial Avenue | Rookwood | 2.8 |

*National brands/fast-food/take-away

Source: Gapmaps

## Map 3.2: Competing Fast Food/QSR




Source: GapMaps

# 4. Economic Impact Assessment

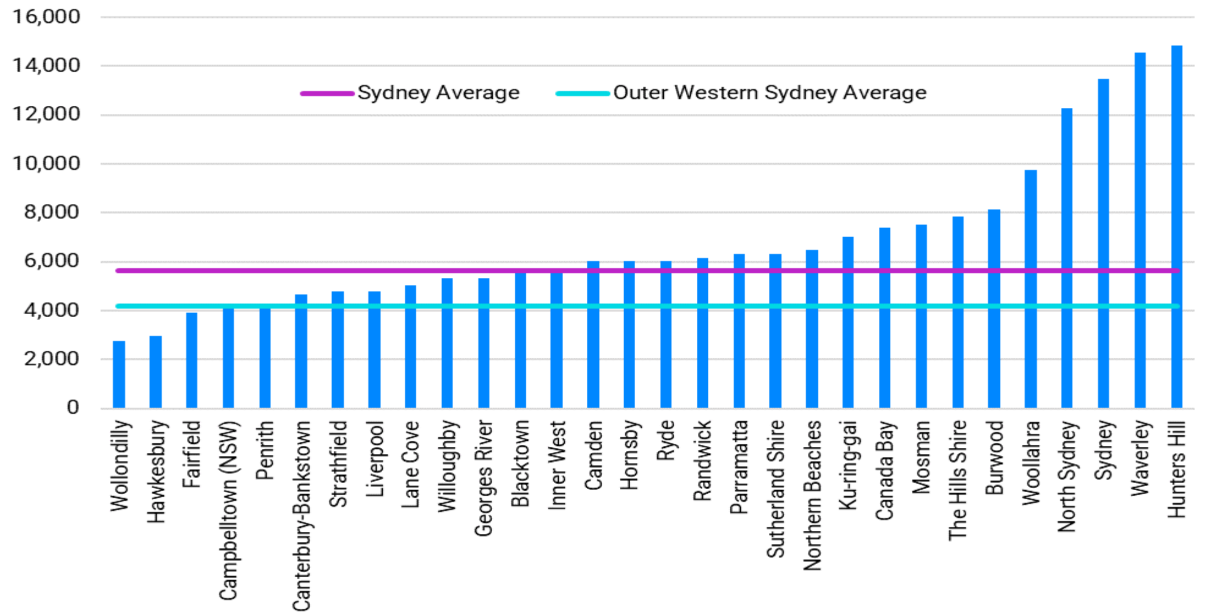
This section of the report assesses the supply and demand for the various uses and the potential economic impacts of the proposed development.

## 4.1 Need and demand: service station

Chart 4.1 outlines the benchmarks for service station provision, on a per capita basis, across Sydney. At present, there is one service station per every 5,500 residents in Sydney, which is lower than the national average of around 3,700 (a higher population per service station indicates lower levels of supply).

Within Sydney, the provision rate across LGAs varies widely from 2,700 in Wollondilly (highest rate of provision), where population density is much lower than other parts of Sydney and major roads/thoroughfares pass through this LGA, to 14,900 in Hunters Hill, which is small LGA geographically. There is a high provision in Canterbury-Bankstown per capita as the LGA accommodates significant through traffic passing along major roads like Roberts Road, Rookwood Road and the Hume Highway for example.

**Chart 4.1: Average persons per service station, selected Sydney LGAs**




Source: GapMaps

In this particular location, the lack of facilities along the Hume Highway in this particular segment of the Hume Highway needs to be considered in particular on the inbound/eastbound side; the significant daily traffic volumes past the site; and the demand generated by the surrounding worker population.

Even with improved public transport accessibility and increased residential densities in inner and middle ring locations, car ownership will continue to be a necessary requirement for Australian households, especially those with families (driving kids to school, sport etc) and those who do not work in the major CBDs where rail is efficient and more cost effective than driving (which is most resident workers in the MTA).

Over the long term, it is anticipated that the take up of electronic vehicles (EVs) will become much more commonplace, however at present EVs only account for a small fraction of the overall vehicle market and therefore petrol stations will remain a necessary and important service. As EVs become more established in the market it is expected that service stations will begin to provide rapid charging capabilities as well as standard fuel supply facilities. We note that home charging, street based or car-parking charging stations, at present, take a significant time to recharge.

The prevailing supply of service station facilities in the MTA and the immediate surrounding area has evolved along a few key roads, namely Roberts Road, Rookwood Road and to a lesser extent, the Hume Highway. The reality is that the Hume Highway is one of the busiest road in the locality and generates ~50,000 – 60,000 VPD while also being situated near one of the largest employment precincts in Canterbury-Bankstown and Strathfield LGAs at Chullora (with ~10,000 workers).

**Resident demand**

Average car ownership in the MTA is 1.83 cars per household which is above the 1.6 cars per household across the Greater Sydney, while average car ownership across the Canterbury-Bankstown LGA is around 1.7 cars per household.

The future residential population is projected to increase from around 29,200 to 33,200 between 2024 and 2039, which would equate to the need for around **0.7 - 1 additional service stations** over this timeframe, in addition to existing demand of around 7 – 8 service stations. We note a few of the existing service stations are located on the periphery of the trade area, while those located on the Hume Highway and Roberts Road would generate the majority of their turnover from passing traffic beyond those living in the MTA.

Furthermore, the Hume Highway is a key arterial road passing through both LGAs and would be utilised by a significant proportion of car owners in each LGA over the course of a year. The Canterbury-Bankstown LGA population is projected to increase from around 392,750 to 443,100 by 2036 (around 51,350 persons equivalent to around **9 – 13 service stations worth of demand**), while the Strathfield LGA population is projected to increase from around 49,725 to 55,049 by 2036 (around 5,324 persons equivalent to around **1 service station worth of demand).**

**Worker demand**

Most workers (local jobs) in the Canterbury-Bankstown LGA, who work at a place away from their home, travel by car to work (around 60 -70%) with only a small fraction travelling by public transport, walking or biking (less than 10%). Most local residents who are employed also travel by car to work.

There are approximately 16,000 workers in the primary sector at present (noting the Transport for NSW data are presented in 5 year intervals aligned with Census periods) including around 9,000 – 10,000 in the Chullora worker precinct directly adjacent to the site. Overall, in the secondary sector there around 6,100 workers and a total of around 22,000 workers in the MTA. This worker catchment alone would be generating demand equivalent to 3 – 4 service stations as well (the Chullora workforce alone would constitute 2 service stations worth of demand). This workforce population is projected to grow marginally over the next 10 – 15 years.

In addition to meeting need and demand for fuel retailing, service stations fulfil a small role in servicing the convenience retail market for local residents, local workers and passing traffic. The proposed service station will meet a proportion of this demand, albeit a very small share given the proposed scale and type of offer.

## 4.2 Need and demand: food and beverage

In terms of need and demand for additional food and beverage facilities, Table 4.1 outlines the forecast growth in retail floorspace demand by the MTA population and worker population. Currently, the MTA population generates demand for 13,000 sq.m of food and beverage floorspace (e.g. restaurants, takeaway, cafes, and pubs/bars), which is expected to increase to around 18,200 sq.m by 2039, a 40% increase on current demand, equivalent to 5,200 sq.m.

There would be some minor overlap in the MTA population and the MTA worker population demand, however, the demand profile for workers is to spend during the day near their place of work, while residents typically spend in mornings/evenings and weekends near their place of residence (unless they also work from home or don’t work). We estimated the MTA workforce generates 4,800 sq.m of food and beverage floorspace demand which is expected to increase to around 5,900 sq.m by 2039, a 22% increase on current demand, equivalent to 1,100 sq.m.

The proposed 243 sq.m food and beverage tenancies account for a small percentage of the current and future demand generated by the MTA residents and workers, noting that a drive-thru fast food tenancy on a major arterial road would be expected to draw a substantial share of trade from passing traffic, including workers in the surrounding region and other persons who may not live in the defined trade area.

There is a clear spatial gap for fast food/QSR/coffee drive-thru facilities on the inbound/eastbound side of the Hume Highway.

**Table 4.1: Estimated Food and Beverage Floorspace demand (MTA and MTA Workers)**

| Factor | 2024 | 2025 | 2029 | 2034 | 2039 | 2024-39 |
|---|---|---|---|---|---|---|
| **Spending** | | | | | | |
| **Food & Beverage Expenditure ($m) - Resident TA** | | | | | | |
| Primary | 51 | 54 | 63 | 80 | 98 | **47** |
| Secondary East | 27 | 28 | 32 | 40 | 49 | **22** |
| **Main Trade Area** | **78** | **81** | **95** | **120** | **147** | **69** |
| **Food & Beverage Expenditure ($m) - Worker TA** | | | | | | |
| Primary | 21 | 21 | 24 | 29 | 34 | **13** |
| Secondary East | 8 | 8 | 9 | 11 | 13 | **5** |
| **Worker Trade Area** | **29** | **30** | **34** | **40** | **47** | **19** |
| **Floorspace demand** | | | | | | |
| **Assumed productivity level per sq.m** | | | | | | |
| Food and beverage | 6,000 | 6,120 | 6,624 | 7,314 | 8,075 | n.a. |
| **Food & Beverage Floorspace Demand - Resident TA** | | | | | | |
| Primary | 8,578 | 8,759 | 9,479 | 10,893 | 12,147 | 3,569 |
| Secondary East | 4,425 | 4,497 | 4,817 | 5,463 | 6,014 | 1,589 |
| **Main Trade Area** | **13,003** | **13,256** | **14,295** | **16,356** | **18,162** | **5,158** |
| **Food & Beverage Floorspace Demand - Worker TA** | | | | | | |
| Primary | 3,484 | 3,506 | 3,651 | 3,910 | 4,223 | 739 |
| Secondary East | 1,331 | 1,348 | 1,420 | 1,531 | 1,649 | 318 |
| **Worker Trade Area** | **4,815** | **4,854** | **5,071** | **5,442** | **5,871** | **1,057** |

Source: CommBankIQ; GapMaps

## 4.3 Economic and Social Benefits

The proposed development associated with the planning proposal would likely result in a range of positive economic benefits, particularly for residents and workers of the main trade area. The key positive impacts will include the following:

1. **Substantially improving petrol station choice and convenience**

   The proposed service station (and convenience retail offer within) and food and beverage tenancies will improve choice and convenience for MTA residents and workers. As it currently stands, the facility would be the only petrol station on the inbound/eastbound side of the Hume Highway between Yagoona and the 7-11 at Strathfield South.

2. **Substantially improving food and beverage choice and convenience**

   There is only one major fast food/QSR site between Hungry Jacks at Bass Hill and Parramatta Road on the inbound/eastbound side of the Hume Highway (we note there is a Domino's at Strathfield but this is not a drive-thru/quick service purchase). The likes of Guzman y Gomez or Zambrero do not have a presence in the area. Except for the drive-thru Gloria Jeans on Roberts Road (near KFC/Shell), there are no major chain drive-thru coffee operators in the MTA or the surrounding area. An opportunity for the likes of Gloria Jeans, The Coffee Club, Zarraffa's or Starbucks exists to potentially introduce an undersupplied market segment (i.e. drive-thru coffee).

**3. Reduce travel/trip distances for Chullora workers to access food and beverage**

The Chullora employment land/industrial precinct is one of the largest employment precincts in the Canterbury-Bankstown and Strathfield LGAs and the subject site sits within this precinct. Local workers within walking distance could access the site for morning coffee, snacks, lunch and convenience retail (at the service station), while other workers could use internal roads and walk to the site (not needing to drive-onto the Hume Highway) or could undertake a short drive to access the site.

**4. Creation of additional employment opportunities**

The proposed service centre and two new food and beverage tenancies would create a number of additional jobs, as well as support additional jobs across the economy, while the construction phase would also create jobs. The additional employment creation is discussed further below.

## 4.4 Employment creation

This sub-section provides estimates of the employment levels likely to be created by the proposed development. The methodology used in estimating the number of potential new jobs at the centre is regularly used in economic impact assessments. The purpose is to provide a general indication of the number of jobs potentially created by the development, both directly and indirectly.

Table 4.4 details the employment likely to be created by the proposed development. Based on the amount and nature of floorspace to be included in the proposed development, we estimate that approximately 20 ongoing full-time-equivalent jobs would be created by the proposed development. We note the site currently supports a drive-thru juice take-away outlet, assumed to employ around 3 - 5 full-time equivalent workers or so. Thus, the incremental employment created would be around 16 jobs.

**Table 4.2: Estimated ongoing employment creation**

| Use/Category | Est. sq.m per job | GLA (sq.m) | Employment (FTE jobs) |
|---|---|---|---|
| Service station | 100 | 251 | 3 |
| Food and beverage - fast food | 20 | 224 | 11 |
| Food and beverage - coffee | 20 | 129 | 6 |
| **Total proposed development** | **30** | **604** | **20** |
| Est. existing use | 20 | n.a. | 4 |
| **Incremental jobs proposed development** | **n.a.** | **n.a.** | **16** |

*Source: GapMaps*

The proposed development will also create a number of new jobs during the construction and related industries during the construction phase, and for the economy generally once they are completed. Table 4.2 provides an estimation of both direct and indirect employment that would arise from the proposed development.

Based on the estimated construction costs of the project of $5 million and assuming a 1 year development timeframe, we consider that during the construction period of the project approximately 21 direct jobs would be created.

Further jobs in the broader community would also be created from supplier induced multiplier effects during this period (based on the appropriate ABS input/output multipliers). Around 6 indirect jobs are estimated be created as a result of the ongoing operation of the asset, while 34 indirect jobs are estimated to be created as a result of the construction period.

**Table 4.3: Estimated employment including multiplier impacts – permanent and temporary**

| Factor | Direct Jobs (long term) | Direct Jobs (const. period) | Multiplier Induced Jobs | Total Jobs |
|---|---|---|---|---|
| Proposed development* | 16 | | 6 | **23** |
| Construction of project** | | 21 | 34 | **56** |

**Net increase allows for the replacement of jobs at the subject site*
***Based on estimated construction costs of $5 million*