



TOWN PLANNING
AND URBAN DESIGN

STATEMENT OF ENVIRONMENTAL EFFECTS

Proposed retail redevelopment

176-186 The Boulevard, Fairfield Heights

for Fabcot Pty Ltd

May 2011

PROJECT NO: 209.058.59

Copyright Notice: The Planning Group NSW Pty Limited

The copyright in this work is vested in The Planning Group NSW Pty Limited and the document is issued in confidence for the purpose only for which it is supplied. It must not be reproduced in whole or in part except under an agreement with, or with the consent in writing of, The Planning Group NSW Pty Limited and then only on the condition that this notice appears in any such reproduction. No information as to the contents or subject matter of this document or any part thereof may be given orally or in writing or communicated in any manner whatsoever to any third party without prior consent in writing of The Planning Group NSW Pty Limited.

SYDNEY OFFICE

Suite 102, 8 West Street
North Sydney NSW 2060

PO Box 1612
North Sydney NSW 2059

Telephone +61 2 9925 0444
Facsimile +61 2 9925 0055
www.tpgnsw.com.au

The Planning Group NSW Pty Ltd
ABN 90 100 209 265

DOCUMENT REVIEW SHEET

CLIENT: Fabcot Pty Ltd	
PROJECT: Proposed retail redevelopment	
TITLE: Fairfield Heights	
DOCUMENT REFERENCE NO: 209.058.59 SEE RPT	
PROJECT MANAGER MH	FILE NO: 209.058.59
SPELL CHECK (WP OPERATOR) BY: MH	SECTION:

Document Details		Preparation & Self Check	Independent Review By:	Corrective Action /Approved by:	Sent To/ Date:
Final Draft	Name: Date: Signature:	MH 7/2/2011	SH 7/2/2011	MH 8/2/2011	TL/IA 8/2/2011
Final	Name: Date: Signature:	MH 10/5/2011	KL 10/5/2011	MH 10/5/2011	WD 10/5/2011
	Name: Date: Signature:				
	Name: Date: Signature:				
Reviewers Comments:					

TABLE OF CONTENTS

1.	INTRODUCTION	1
1.1	PURPOSE OF THIS DEVELOPMENT APPLICATION	1
1.2	THE SITE	2
1.2.1	Local and Regional Context	2
1.2.2	Legal Description	3
1.3	LOCAL AND REGIONAL CONTEXT	4
1.4	SURROUNDING DEVELOPMENT	4
2.	THE PROPOSED DEVELOPMENT	6
2.1	DESCRIPTION OF THE PROPOSED DEVELOPMENT	6
2.2	NUMBER OF EMPLOYEES	6
2.3	HOURS OF OPERATION	6
2.4	PRE-LODGEEMENT MEETING	6
3.	INTRODUCTION TO ASSESSMENT OF ENVIRONMENTAL EFFECTS	7
4.	ENVIRONMENTAL ASSESSMENT	9
4.1	SECTION 79C(1)(A)(I) – ENVIRONMENTAL PLANNING INSTRUMENTS	9
4.2	STATE ENVIRONMENTAL PLANNING POLICY (INFRASTRUCTURE) 2007	9
4.3	STATE ENVIRONMENTAL PLANNING POLICY NO. 55 – REMEDIATION OF LAND	10
4.4	FAIRFIELD LOCAL ENVIRONMENTAL PLAN 1994	11
4.4.1	Zoning	11
4.4.2	Permissibility	12
4.4.3	Relevant Provisions of the FLEP	13
4.5	SECTION 79C(1)(A)(II) – DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS	13

4.5.1	Draft State Environmental Planning Policy (Competition) 2010.....	13
4.5.2	Draft Fairfield Local Environmental Plan 2010.....	13
4.5.3	Permissibility	14
4.6	SECTION 79C(1)(A)(III) DEVELOPMENT CONTROL PLANS	15
4.7	SECTION 79C(1)(A)(IV) ANY MATTER PRESCRIBED BY THE REGULATIONS.....	15
4.8	SECTION 79C(1)(B) IMPACT ON THE ENVIRONMENT	16
4.8.1	Height, Bulk and Scale.....	16
4.8.2	Context and Setting	16
4.8.3	Social Impact Assessment.....	16
4.8.4	Access	17
4.8.5	Public Domain.....	17
4.8.6	Utilities	18
4.8.7	Heritage	18
4.8.8	Stormwater Runoff.....	18
4.8.9	Soils	18
4.8.10	Air and Microclimate	18
4.8.11	Resource, Energy and Water Efficiency	18
4.8.12	Waste.....	19
4.8.13	Energy Augmentation	19
4.8.14	Noise and Vibration.....	19
4.8.15	Natural Hazards	19
4.8.16	Technological Hazards	20
4.8.17	Economic Impact	20
4.8.18	Construction.....	20
4.9	SITE SUITABILITY	21

4.10 PUBLIC SUBMISSIONS AND THE PUBLIC INTEREST	21
5. CONCLUSION.....	22

APPENDICES

Appendix A: Survey Information

Appendix B: Architectural Drawings (reduced)

Appendix C: QS Certificate

Appendix D: Economic Impact Assessment

Appendix E: Awning Maintenance Plan

Appendix F: Acoustic Report

Appendix G: Crime Prevention Through Environmental Design Report

Appendix H: Waste Management Plan

Appendix I: Compliance Tables

Appendix J: Engineering Report and Drawings

Appendix K: Traffic Report

Appendix L: Pre-lodgement Meeting Minutes

Appendix M: Access Report

LIST OF FIGURES

Figure 1: Aerial Context of Site

Figure 2: Cadastral Relationship of Site

Figure 3: Regional Context of Site

Figure 4: Existing Site Survey

Figure 5: Existing Zoning Plan

Figure 6: Draft Zoning Plan

LIST OF TABLES

Table 1: Section 79C(1) of the *EP&A Act, 1979*: Relevant Matters for Consideration

LIST OF PHOTOGRAPHS

Photograph 1: View of subject site looking north along The Boulevard

Photograph 2: View of subject site looking south along the Boulevard

Photograph 3: View of development opposite the subject site fronting The Boulevard

Photograph 4: View of development to the south of the site fronting The Boulevard

1. INTRODUCTION

1.1 PURPOSE OF THIS DEVELOPMENT APPLICATION

This report constitutes a Statement of Environmental Effects (SEE) accompanying a Development Application (DA) prepared on behalf of Fabcot Pty Ltd by The Planning Group NSW Pty Ltd (TPG NSW). This Statement is submitted to Fairfield City Council for assessment and determination by Council under Section 79C of the *Environmental Planning and Assessment Act, 1979* (EP&A Act). The DA is for a retail redevelopment at 176-186 The Boulevard, Fairfield.

The overall objectives of the proposed redevelopment are to:

- Provide for a retail redevelopment in a location to support the urban area, on a site which permits the form of development proposed;
- Provide for additional local employment, and improved variety of choice for shoppers in Fairfield Heights; and
- Provide a redevelopment appropriate for the site and a level of retail amenity for the local community.

The purpose of this Statement of Environmental Effects report is to:

- Describe the proposed redevelopment and the locality in which it is situated;
- Address the specific assessment criteria under Section 79C of the *Environmental Planning and Assessment Act, 1979*;
- Discuss the potential environmental effects of the proposal;
- Draw conclusions as to whether those impacts are significant and if necessary propose measures to mitigate impacts; and
- Make a recommendation to Council as to whether the proposed redevelopment described in this application should be supported.

This report has been prepared pursuant to the provisions of the *Environmental Planning and Assessment Act 1979* (EP&A Act) and the *Environmental Planning and Assessment Regulation 2000* (EP&A Regs).

1.2.1 Local and Regional Context

The site has an area of approximately 5,027.3 square metres.

The subject site is being comprised of two allotments which can be described as containing a “Food for Less” supermarket some 1,330 square metres and associated at-grade parking area for 118 spaces. The site has been cleared all original vegetation except for that which occurs just inside the western boundary of the site opposite the pedestrian crossing in The Boulevard.

A survey of the land can be found at **Appendix A**.

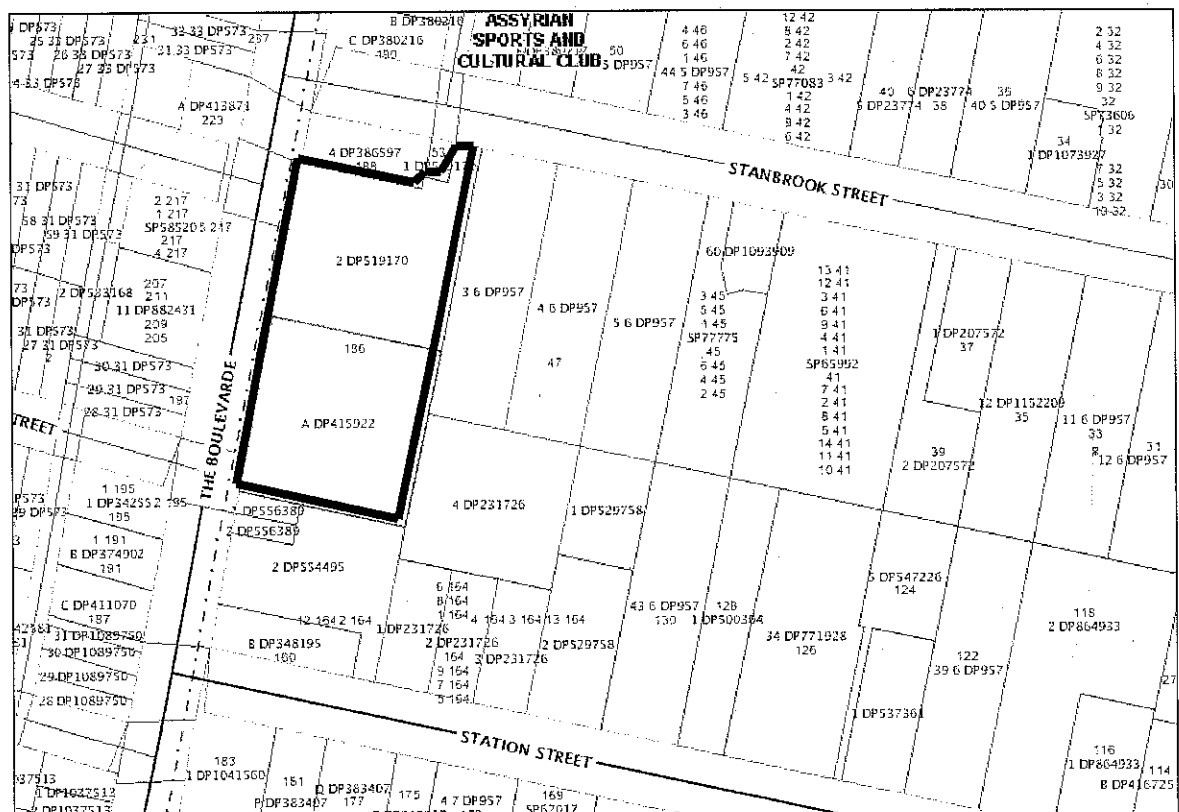
© 2006 The Authors
Journal compilation © 2006 Blackwell Publishing Ltd



Photograph 2: View of the site looking south along The Boulevard.

76-186 The Boulevard, Fairfield Heights. The
 DP 415922 and Lot 2 in DP 519170. The land is
 a right of way over Lot 3 Sec 6 in DP 957 to the

relationship of the site.



identified by red outline) NTS

1.3 LOCAL AND REGIONAL CONTEXT

The site is located in the Fairfield Heights shopping strip which runs along The Boulevard along the natural ridge line.

The site in terms of its context the site is located approximately in a straight line distance 1.5 kilometres from the Fairfield Town Centre, 8 kilometres from the Liverpool CBD and 25 kilometres from Sydney CBD Centre. Figure 3 demonstrates the location of the site relative to its surrounding suburbs.

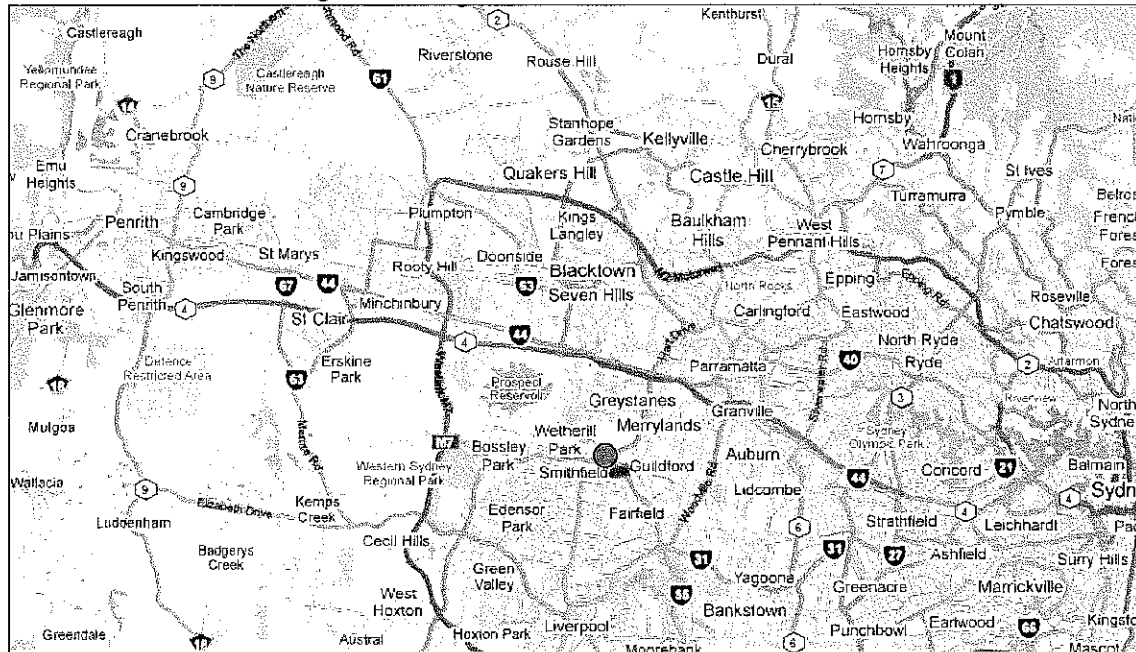


Figure 3: Regional Context of the Site (Site identified by red 'dot') NTS
Source: Google Maps

Other localities within close proximity to the site include Smithfield and Wetherill Park.

1.4 SURROUNDING DEVELOPMENT

Fairfield Heights is a well established urban area in the south-west of the Sydney Metropolitan area. The subject site has been developed for the purposes of a Food for Less shop which has stood on the site for in excess of 30 years.

The properties to the north of the site fronting Stanbrook Street Road have been developed for the purposes of a number of small shops and a public toilet facility.

The properties to the immediate south of the site fronting The Boulevard have been developed for the purposes of a dentist and pharmacy.

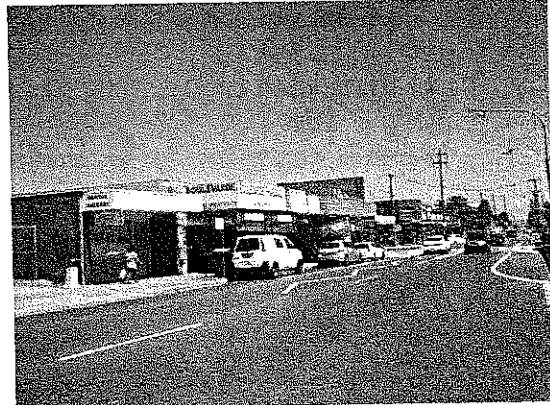
The properties to the west of the site fronting The Boulevard have been developed for the purposes of a number of shops including the Post Office, hot bread shop and take-away food shop.

The land to the immediate east of the site has been developed for the purposes of the Brown Jug Hotel and associated at-grade parking area.

The following photographs demonstrate the existing site features of adjoining properties:



Photograph 3: View of shops opposite the subject site fronting The Boulevard



Photograph 4: View of shops/development to the immediate south of the site fronting The Boulevard

2. THE PROPOSED DEVELOPMENT

2.1 DESCRIPTION OF THE PROPOSED DEVELOPMENT

The Development Application is for a retail redevelopment, involving:

- Demolition of all existing site structures;
- Bulk earthworks for excavation of a basement car parking level, provision of new access driveway and improved site infrastructure;
- Construction of retail building containing a 3,458 square metre supermarket , specialty shops space of 362 square metres and loading dock;
- Basement car parking for 139 cars and at-grade parking for 7 cars; and
- Signage.

The proposal does not seek any development on the land commonly referred to as the Brown Jug Hotel.

Details of the design are contained within the architectural drawings, a reduced plan set can be viewed at **Appendix B**.

2.2 NUMBER OF EMPLOYEES

The proposed retail redevelopment will employ an additional 100 persons inclusive of permanent full-time, part-time and casual staff within the supermarket.

2.3 HOURS OF OPERATION

The proposed retail redevelopment does not seek to alter the trading hours of the existing supermarket.

Deliveries to the retail redevelopment will occur between the hours of 6am and midnight daily.

2.4 PRE-LODGEEMENT MEETING

A pre-lodgement meeting was held with Council on 24 November 2010, a copy of the minutes from this meeting can be found at **Appendix L**. The matters raised have been considered in the preparation of this DA.

3. INTRODUCTION TO ASSESSMENT OF ENVIRONMENTAL EFFECTS

This SEE addresses all of the heads of consideration of Section 79C(1) of the EP&A Act, 1979.

In determining this DA, the consent authority is to take into account the following matters as they are relevant to the development. Section 79C(1) of the *Environmental Planning and Assessment Act 1979* is outlined below.

"79C(1) Matters for consideration – general

In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application:

- (a) *the provisions of:*
 - (i) *any environmental planning instrument, and*
 - (ii) *any draft environmental planning instrument that is or has been placed on public exhibition and details of which have been notified to the consent authority (unless the Director-General has notified the consent authority that the making of the draft instrument has been deferred indefinitely or has not been approved), and*
 - (iii) *any development control plan, and*
 - (iiia) *any planning agreement that has been entered into under section 93F, or any draft planning agreement that a developer has offered to enter into under section 93F, and*
 - (iv) *the regulations (to the extent that they prescribe matters for the purposes of this paragraph),*
 - that apply to the land to which the development application relates,*
- (b) *the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,*
- (c) *the suitability of the site for the development,*
- (d) *any submissions made in accordance with this Act or the regulations,*
- (e) *the public interest."*

Table 1 provides a summary of these issues and where each of these issues is addressed in the SEE.

Table 1: Section 79C(1) of the EP&A ACT, 1979: Relevant Matters for Consideration

Section 79C(1) – In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application:

(a)(i) – the provisions of any environmental planning instrument (EPI)

Primary Matters	Reference in SEE
State Environmental Planning Policies	4.1, 4.2, 4.3
Regional Environmental Plans	N/A
Local Environmental Plans	4.4

(a)(ii) – the provisions of any draft environmental planning instrument (EPI)

Primary Matters	Reference in SEE
Draft State Environmental Planning Policies	4.5
Draft Regional Environmental Plans	N/A
Draft Local Environmental Plans	4.5

(a)(iii) – any development control plan / planning agreements

Primary Matters	Reference in SEE
Development Control Plans	4.6

(a) (iv) - any matters prescribed by the regulations

Primary Matters	Reference in SEE
Crown DA Requirements	4.7

(b)- the likely impacts of that development

Primary Matters	Reference in SEE
Impact on the Environment	4.8

(c)– the suitability of the site for the development

Primary Matters	Reference in SEE
Does the proposal fit in the locality?	4.9
Are the site attributes conducive to development?	4.9

d)- any submissions made in accordance with this Act or Regulations

Primary Matters	Reference in SEE
Public submissions	4.10

(e)- the public interest

Primary Matters	Reference in SEE
Federal, State and Local government interests and community interests	4.10

4. ENVIRONMENTAL ASSESSMENT

Following is an assessment of the environmental effects of the proposed redevelopment in accordance with the heads of consideration listed under Section 79C(1) of the *Environmental Planning and Assessment Act 1979*.

4.1 SECTION 79C(1)(A)(I) – ENVIRONMENTAL PLANNING INSTRUMENTS

The following environmental planning instruments apply to the subject site as a result of the proposed redevelopment:

- *State Environmental Planning Policy (Infrastructure) 2007*;
- *State Environmental Planning Policy No. 55 – Remediation of Land (SEPP 55)*; and
- *Fairfield Local Environmental Plan 1994*.

These environmental planning instruments are considered on the following pages.

4.2 STATE ENVIRONMENTAL PLANNING POLICY (INFRASTRUCTURE) 2007

The proposal involves a redevelopment of the land for a 3,834 square metre retail facility. Under the provisions of *State Environmental Planning Policy (Infrastructure) 2007*, the proposal triggers the criteria of Schedule 3 being Column 2:

Size or capacity—site with access to any road

Shops – 2,000 square metres in area

Clause 104 of the SEPP is also relevant and states as follows:

104 Traffic-generating development

- (1) *This clause applies to development specified in Column 1 of the Table to Schedule 3 that involves:*
 - (a) *new premises of the relevant size or capacity, or*
 - (b) *an enlargement or extension of existing premises, being an alteration or addition of the relevant size or capacity.*
- (2) *In this clause, relevant size or capacity means:*
 - (a) *in relation to development on a site that has direct vehicular or pedestrian access to any road—the size or capacity specified opposite that development in Column 2 of the Table to Schedule 3, or*
 - (b) *in relation to development on a site that has direct vehicular or pedestrian access to a classified road or to a road that connects to a classified road where the access (measured along the alignment of the connecting road) is within 90m of the connection—the size or capacity specified opposite that development in Column 3 of the Table to Schedule 3.*
- (3) *Before determining a development application for development to which this clause applies, the consent authority must:*
 - (a) *give written notice of the application to the RTA within 7 days after the application is made, and*
 - (b) *take into consideration:*

- (i) any submission that the RTA provides in response to that notice within 21 days after the notice was given (unless, before the 21 days have passed, the RTA advises that it will not be making a submission), and
 - (ii) the accessibility of the site concerned, including:
 - (A) the efficiency of movement of people and freight to and from the site and the extent of multi-purpose trips, and
 - (B) the potential to minimise the need for travel by car and to maximise movement of freight in containers or bulk freight by rail, and
 - (iii) any potential traffic safety, road congestion or parking implications of the development.
- (4) The consent authority must give the RTA a copy of the determination of the application within 7 days after the determination is made.

An assessment of the traffic and parking implications of the proposed redevelopment has been prepared by Colston Budd Hunt and Kafes and can be found at **Appendix K**. This assessment has concluded that the proposed development will not adversely impact on the local network in terms of traffic and provides parking to meet the demands of the development, and the parking configuration of the parking area is satisfactory.

4.3 STATE ENVIRONMENTAL PLANNING POLICY NO. 55 – REMEDiation OF LAND

State Environmental Planning Policy No. 55 – Remediation of Land (SEPP 55) relates to the remediation of contaminated land. The policy states that land must not be developed if it is unsuitable for a proposed use because it is contaminated. If the land is unsuitable, remediation must take place before the land is developed. The policy makes remediation permissible across the State, defines when consent is required, requires all remediation to comply with standards, ensures land is investigated if contamination is suspected and requires councils to be notified of all remediation proposals. The *Managing Land Contamination: Planning Guidelines* were prepared to assist councils and developers.

The provisions of SEPP 55 state at clause 7:

- 7 Contamination and remediation to be considered in determining development application
- (1) A consent authority must not consent to the carrying out of any development on land unless:
 - (a) it has considered whether the land is contaminated, and
 - (b) if the land is contaminated, it is satisfied that the land is suitable in its contaminated state (or will be suitable, after remediation) for the purpose for which the development is proposed to be carried out, and
 - (c) if the land requires remediation to be made suitable for the purpose for which the development is proposed to be carried out, it is satisfied that the land will be remediated before the land is used for that purpose.
 - (2) Before determining an application for consent to carry out development that would involve a change of use on any of the land specified in subclause (4), the consent authority must consider a report specifying the findings of a preliminary investigation of the land concerned carried out in accordance with the contaminated land planning guidelines.
 - (3) The applicant for development consent must carry out the investigation required by subclause (2) and must provide a report on it to the consent authority. The consent authority may require the applicant to carry out, and provide a report on, a detailed investigation (as referred to in the contaminated land planning guidelines) if it considers that the findings of the preliminary investigation warrant such an investigation.
 - (4) The land concerned is:
 - (a) land that is within an investigation area,

C
+29

- (b) *land on which development for a purpose referred to in Table 1 to the contaminated land planning guidelines is being, or is known to have been, carried out,*
- (c) *to the extent to which it is proposed to carry out development on it for residential, educational, recreational or child care purposes, or for the purposes of a hospital—land:*
 - (i) *in relation to which there is no knowledge (or incomplete knowledge) as to whether development for a purpose referred to in Table 1 to the contaminated land planning guidelines has been carried out, and*
 - (ii) *on which it would have been lawful to carry out such development during any period in respect of which there is no knowledge (or incomplete knowledge).*

The subject site is currently occupied by the existing retail development and at-grade parking area. The site has been cleared and used for retail purposes for quite some time and there is no evidence that the site has been used for any purposes listed in Table 1 of the guideline.

The proposed redevelopment is not proposed on contaminated land and is not a usage which is a more sensitive use when compared to those identified in Clause 7(4)(c) of SEPP 55.

4.4 FAIRFIELD LOCAL ENVIRONMENTAL PLAN 1994

Fairfield Local Environmental Plan 1994 (FLEP) is the main environmental planning instrument which affects the subject site.

4.4.1 Zoning

The subject land is currently zoned 3(c) – Local Centre under the FLEP.

The subject sites zoning is demonstrated in the extract from the FLEP as shown in Figure 4:

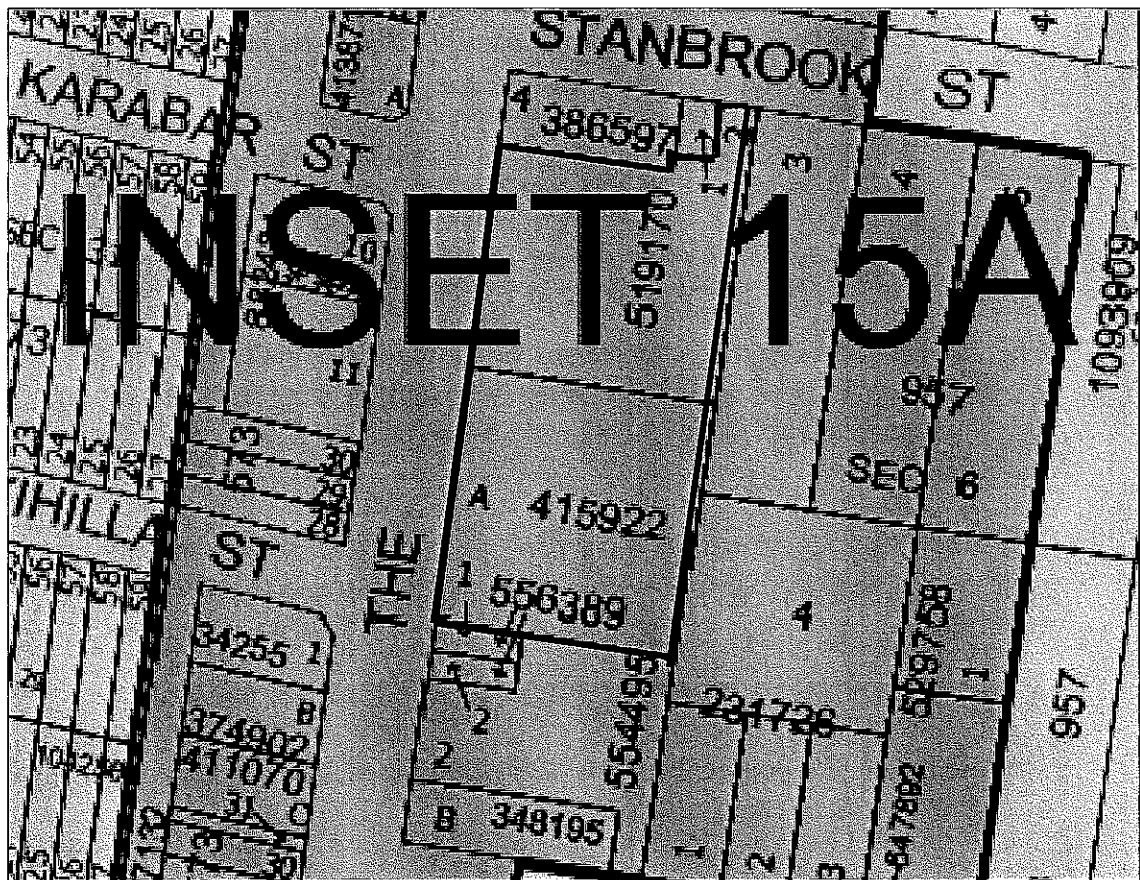


Figure 4: Existing Zoning Plan
Source: Fairfield City Council webpage

4.4.2 Permissibility

Clause 8 of the FLEP 1994 states:

Zone 3 (c) Local Business Centre

1 What are the objectives of the zone?

The objectives of the zone are:

- (a) to provide for the establishment in a business centre of retail, commercial, professional and community service activities to serve local residents, and
- (b) to provide for residential development to support business activity in the centre.

2 What is permitted without development consent?

Nil.

3 What is permitted only with development consent?

Any purpose other than a purpose included in item 4.

4 What is prohibited?

Abattoirs, amusement parks, animal establishments, brothels, camping grounds and caravan parks, communication facilities, entertainment facilities, extractive industry, forestry, gaming taverns, generating works, hazardous industry, hazardous storage establishments, helicopter landing sites, heliports, industry, institutions, intensive agriculture, junkyards, mines, motels, motor showrooms, offensive industry, offensive storage establishments, plant hire, roadside stalls, rural industry, sawmills, stock and sales yards, transport depots, transport terminals, vehicle body repair workshops, warehouses.

Under the provisions of the Dictionary of the FLEP a "shop" is a permissible form of development. The FLEP defines "shop" as:

Shop means a building or place used for the purpose of retail sale, auction sale, hire or display for the purpose of sale or hire of goods, materials and merchandise, but does not include a building or place elsewhere defined in this plan.

As such, the proposed redevelopment is permissible with consent. The proposed redevelopment is considered to be consistent with the objectives of the zone.

4.4.3 Relevant Provisions of the FLEP

The proposed redevelopment has been assessed against all of the relevant provisions of the FLEP as can be seen in the compliance tables at **Appendix I** of this SEE report.

4.5 SECTION 79C(1)(A)(II) – DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS

4.5.1 Draft State Environmental Planning Policy (Competition) 2010

The Draft Competition State Environmental Planning Policy was introduced for consultation by the NSW State Government to seek to remove artificial barriers on competition between retail businesses in the planning system by the following:

- *The commercial viability of a proposed development may not be taken into consideration by a consent authority, usually the local council, when determining development applications;*
- *The likely impact of a proposed development on the commercial viability of other individual businesses may also not be considered unless the proposed development is likely to have an overall adverse impact on the extent and adequacy of local community services and facilities, taking into account those to be provided by the proposed development itself; and*
- *Any restrictions in local planning instruments on the number of a particular type of retail store in an area, or the distance between stores of the same type, will have no effect.*

There are currently no restrictions in the environmental planning instrument in this area, the applicant has had an Economic Impact Assessment report prepared which can be found at **Appendix D**, which demonstrates that the proposal will not impact the commercial viability of individual businesses or the extent and adequacy of local community services and facilities. As such the proposed redevelopment is considered to be consistent with the provisions of the Draft SEPP.

4.5.2 Draft Fairfield Local Environmental Plan 2010

The *Draft Fairfield Local Environmental Plan 2010 (DFLEP)* was yet to receive a Section 65 Certificate at the time of writing.

The subject land is proposed to be zoned B2 – Local Centre under the DFLEP.

The subject sites zoning is demonstrated in the extract from the DFLEP map as shown in

Figure 5:

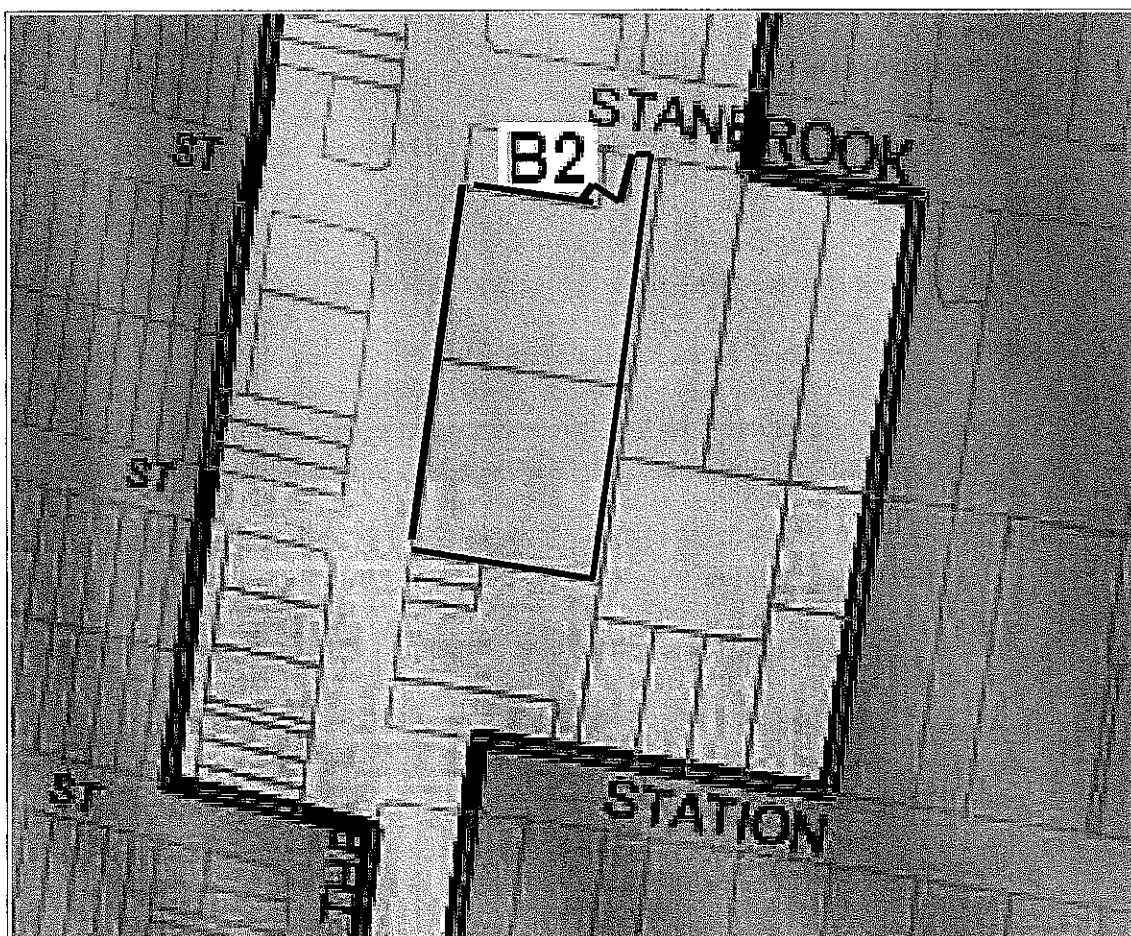


Figure 5: Draft Zoning Plan
Source: Fairfield City Council webpage

4.5.3 Permissibility

Clause 2.3 of the DFLEP 2010 states:

Zone B2 Local Centre

Direction. The following must be included as either "Permitted without consent" or "Permitted with consent" for this zone: Roads

1 Objectives of zone

- 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 shop top housing that supports the business activity in the centre.
- To ensure that mixed use developments present an active frontage to the street by locating business, retail and community uses at ground level.

2 Permitted without consent

Environmental protection works; Home-based child care; Home occupations

3 Permitted with consent

Boarding houses; Business premises; Child care centres; Community facilities; Educational establishments; Entertainment facilities; Function centres; Information and education facilities; Office premises; Passenger transport facilities; Recreation facilities (indoor); Registered clubs; Retail

premises; Roads; Service stations; Seniors housing; Shop top housing; Tourist and visitor accommodation; Any development not specified in item 2 or 4

4 Prohibited

Agriculture; Airports; Airstrips; Air transport facilities; Amusement centres; Attached dwellings; Bulky goods premises; Caravan parks; Cemeteries; Correctional centres; Crematoria; Depots; Dual occupancies; Dwelling houses; Earthworks; Environmental facilities; Exhibition homes; Exhibition Villages; Extractive industries; Forestry; Freight transport facilities; Group homes; Hazardous industries; Hazardous storage establishments; Heavy industries; Helipads; Heliports; Home businesses; Home industries; Home occupations (sex services); Industrial retail outlets; Industries; Light industries; Liquid fuel depots; Mining; Mortuaries; Multi dwelling housing; Offensive industries; Offensive storage establishments; Recreation facilities (major); Research stations; Residential flat buildings; Rural industries; Rural supplies; Rural workers dwellings; Secondary dwellings; Self-storage units; Semidetached housing; Sewerage systems; Sex services premises; Storage premises; Transport depots; Truck depots; Vehicle body repair workshops; Warehouse or distribution centre; Waste or resource management facilities; Water supply systems; Wholesale supplies

Under the provisions of the DFLEP a "retail premises" is a permissible form of development. The DFLEP defines "retail premises" as:

retail premises means a building or place used for the purpose of selling items by retail, or for hiring or displaying items for the purpose of selling them by retail or hiring them out, whether the items are goods or materials (or whether also sold by wholesale).

As such, the proposed redevelopment is permissible with consent in the Draft zone. The proposed redevelopment is considered to be consistent with the objectives of the Draft zone.

4.6 SECTION 79C(1)(A)(III) DEVELOPMENT CONTROL PLANS

Council has adopted a number of Development Control Plans for all land within the local government area of Fairfield, including:

- *Fairfield Heights Local Business Centre DCP No. 10/98;*
- *Fairfield City Wide Development Control Plan 2006 – Chapter 3 – Environmental Site Analysis - Version 10;*
- *Fairfield City Wide Development Control Plan 2006 – Chapter 8 – Commercial Development in Local Context - Version 10;*
- *Fairfield City Wide Development Control Plan 2006 – Appendix C Advice for Designing Advertising Signs; and*
- *Fairfield City Wide Development Control Plan 2006 – Appendix F Landscape Planning - Version 10.*

Each of the relevant sections of the DCP have been assessed in the compliance tables which can be found at **Appendix I** of this SEE report.

4.7 SECTION 79C(1)(A)(IV) ANY MATTER PRESCRIBED BY THE REGULATIONS

No prescribed matters under the *Environmental Planning and Assessment Regulation 2000* have been assessed which affect the proposal in its current form.

4.8 SECTION 79C(1)(B) IMPACT ON THE ENVIRONMENT

4.8.1 Height, Bulk and Scale

The overall height of the proposed building in relation to existing ground level is low scale and generally single storey with the exception of the mezzanine level of the supermarket which is located over the loading dock within the south-east corner of the redevelopment.

The building has been designed to 'work' with the topography of the site. This has reduced the potential bulk and scale of the redevelopment, particularly from the north and south, reducing impacts on amenity and impacts from overshadowing.

4.8.2 Context and Setting

The proposed redevelopment is considered to be consistent with the desired future character of the locality of the Fairfield Heights local centre. The proposed redevelopment has been designed having regard to the characteristics, topography, and orientation of the site and its relationship to neighbouring land.

4.8.3 Social Impact Assessment

The applicant has considered social and associated issues of the proposed redevelopment and the positive flow-on effects being broader than just economic impacts associated with the provision of a renewed retail facility in Fairfield Heights.

The proposed redevelopment, when operational, will:

- Generate additional employment,
- provide for additional local shopping needs to be met, and
- provide potential to include on-site "commercial/retail" space, which may be suitable for a variety of future uses such as shops, cafes, a community facility, medical centre or community meeting space depending on commercial terms being negotiated.

Overall the public benefits of the proposed redevelopment include:

- Provision of a parking facility to meet demand. Maintain, improve and provide choice for parking, including additional available spaces to meet demand for persons seeking access to the shopping facilities,
- New and vibrant streetscape presentation to The Boulevard,
- Improved shopping facilities, provision of additional choice and price competition in Fairfield Heights,
- Provision of accessible paths of travel throughout the redevelopment and between each building, and

- Accessible public amenities/toilet facilities.

4.8.4 Access

The redevelopment has been designed to enable accessible access within the site. Escalators and lifts are provided for accessibility between the basement car park and the retail level. Refer to the Access Report at **Appendix M**.

4.8.5 Public Domain

It is noted by the applicant that the Council has adopted the Fairfield Heights Local Business Centre and Fairfield City Wide Development Control Plan 10/98 (DCP) and that DCP includes provisions relating to public domain desires at Section 4 "Town Square and Tower". The DCP discusses a proposed square and indicates a concept location which affects the subject site.

As mentioned in Section 2.4 of this Report, the applicant attended a pre-DA meeting (refer to **Appendix L**) where the initial design was reviewed by council engineers and planners and advice given the provisions of the DCP. At that meeting, it was requested that consideration be given to modifying the design of the speciality shops fronting The Boulevard and consider 'wrapping' tenancies around existing and proposed buildings to create a forecourt/seating area to reflect the intentions and desired public domain outcome of the DCP. The design as submitted has implemented these suggestions so as to improve the interface of the proposed redevelopment with the public domain while at the same time achieving the intention of the DCP.

The applicant has been discussions and communications in writing with Council's strategic planning manager and these negotiations are ongoing.

The applicant has also noted that the DCP states at Section 4.5 a funding mechanism to generate money for the acquisition of part of the subject site for the purposes of the town square, however it is understood from discussions with Council that the Section 94 Contributions Plan has never included this funding mechanism since the DCP was adopted in March 1998. Section 4.5 states:

4.5 Funding

Land for the square and tower will be purchased from the owner by Council on behalf of the community. Funds for this project will be provided by way of contributions from new residential development surrounding Fairfield Heights. These new residents will place additional demand on open space.

The proposal includes a "forecourt" facility at The Boulevard frontage of the site in the location of the proposed specialty shops, which will provide for a visually appealing buffer

between the car park and the retail component while at the same time a suitable area which will also serve as some open space for this precinct.

4.8.6 Utilities

The site has access to water, sewer, electricity, telephone and gas services.

4.8.7 Heritage

The FLEP has not identified the subject land as containing any heritage items, is not in a conservation area and is not located in the vicinity of any listed heritage items. The site does not contain any known European Heritage items or archaeological heritage.

4.8.8 Stormwater Runoff

Details of all stormwater collection, treatment and modelling can be found at **Appendix J**, along with design drawings.

A soil erosion and sedimentation control plan has been prepared to minimise siltation and water quality impacts during construction.

4.8.9 Soils

It is unlikely that the construction or redevelopment of the site will have adverse impacts on soil quality subject to appropriate management regimes to be met at the construction phase.

4.8.10 Air and Microclimate

The proposed redevelopment is not considered likely to give rise to a change in the existing microclimate.

4.8.11 Resource, Energy and Water Efficiency

Energy saving devices which have been incorporated into the proposed redevelopment includes:

- Performance glass
- Applied sun shading devices, such as overhead louvers, awnings, screening and blinds to protect solar exposed glazing on elevation
- Insulation ratings to roof and wall sheeting
- Operable windows to purge building at night
- Zoned air conditioning to optimize systems flexibility
- Energy efficient lighting

- Water efficient fittings and fixtures to amenities areas
- Solar / gas fired heating if applicable

In addition, the following operational components of the supermarket will include

- Refrigerated Cases:
 - EC fans – lower energy use
 - Front fences – reducing cold air spill
 - Night blinds – reduces energy consumption after hours
- Lighting
 - Trial of compact fluorescents over metal halide lamps – lower energy use for same illumination.
 - Use of T5 fluorescent lights over T8 – more energy efficient
- Building
 - Building envelope complies with BCA energy requirements

4.8.12 Waste

Waste will be dealt with at the construction and operational phases, including recycled or reused where appropriate. Refer to the waste management plan at **Appendix H**.

4.8.13 Energy Augmentation

The proposed energy required to support the redevelopment will be upgraded as required. It is noted that a substation is shown as part of the design layout.

4.8.14 Noise and Vibration

Noise and vibration may occur during the construction phase and will be managed by the restriction in the hours permitted during the construction phase.

4.8.15 Natural Hazards

A number of hazards including: bushfire, acid sulphate soils, landslip and flooding have been considered in this assessment.

Bushfire

The site is not bushfire prone.

Acid Sulphate Soils

The site is not affected by acid sulphate soils.

Flooding

The site is not affected by flooding.

Landslip

The land is not identified as having landslip issues.

4.8.16 Technological Hazards

No known hazards or contaminants have been identified by the applicant.

4.8.17 Economic Impact

The proposed retail redevelopment is likely to result in a range of important economic benefits to Fairfield Heights, as is demonstrated in the Economic Impact Assessment prepared by Duane Location IQ which can be found at **Appendix D**, with key positive impacts to include the following:

- The provision of a wider range of food and consumables shopping facilities for local residents including a major full-line supermarket. This would significantly reduce travel time for the existing and future population.
- An enclosed retail centre with convenient car parking that would be easily accessible for the surrounding population.
- The proposed redevelopment will generate a substantial number of jobs, both for the construction and related industries during the construction period and also for the local economy generally once the centre is completed.
- Once fully operational, the retail redevelopment would be likely to employ in excess of 100 persons.
- The redevelopment of the site will create a substantial number of additional jobs, both for the construction and related industries during the construction phase of the centre and for the economy generally once the centre is completed.

4.8.18 Construction

Construction of the proposed redevelopment when the works are approved will be undertaken in accordance with EPA and Work Cover guidelines to minimise the impacts upon nearby premises and occupants and ensure the safety of workers.

Accordingly, it is considered that the impact upon the environment is acceptable.

4.9 SITE SUITABILITY

Section 79C(c) of the act requires consideration of the suitability of the site for the redevelopment. The primary matters under Section 79C (C) are whether the proposal fits into the locality and if the site attributes are conducive to development.

The site and surrounding locality do not present any significant physical, ecological, technological or social constraints on the proposed redevelopment of the site.

In summary, there are limited constraints on the redevelopment of the site and minimal conflicts will occur with surrounding land uses.

4.10 PUBLIC SUBMISSIONS AND THE PUBLIC INTEREST

Section 79C(D) and (E) of the Act require that any public submissions made in accordance with the Act or the public interest be considered in the development assessment process.

The proposed redevelopment will not significantly impact on the environment and is consistent with the applicable planning controls and strategic document for the site. It is therefore considered to be in the public interest.



5. CONCLUSION

This Statement of Environmental Effects has been prepared to assess the proposal that seeks approval for a retail redevelopment at 176-186 The Boulevard, Fairfield Heights.

The aim of this report has been to:

- describe the proposal;
- illustrate compliance of the proposed redevelopment with relevant statutory considerations and request a variation to the DCP based on the merits of the development; and
- provide an assessment of the likely environmental effects of the proposal.

In summary, the proposed redevelopment is appropriate within the context of the subject site and is generally consistent with the statutory and policy requirements of both Council and the State Government.

No significant impacts are envisaged to result and impact adversely on the amenity of surrounding properties.

Having regard to the analysis and assessment within this report, it is therefore recommended that the application be supported.

APPENDIX A

Survey Information



NOTES

- 1) THE BOUNDARIES HAVE NOT BEEN MARKED
- 2) ALL AREAS AND DIMENSIONS HAVE BEEN OBTAINED FROM THE OFFICE OF LAND & PROPERTY INFORMATION
- 3) ORDER OF LEVELS ON A.P.D. IS TAKEN FROM THE FOLLOWING
- 4) CONTOUR INTERVAL 0.5m
- 5) CONTOURS ARE INDICATIVE ONLY, ONLY SPOT ELEVATIONS OF QUANTITIES WITH CAUTION
- 6) KERB LEVELS ARE TO THE TOP OF KERB
- 7) FLOOR LEVELS SHOW ARE THRESHOLD LEVELS
- 8) NO INVESTIGATION OF UNDERGROUND SERVICES HAS BEEN MADE
- 9) PLOTTED FROM RELEVANT AUTHORITIES BUT NOT ALL ARE ON THE SAME THE
- 10) 6/4/77 INDICATES THE SPREAD OF 6m, TO 10m SHOWS APPROXIMATE POSITION OF ROAD
- 11) BEARINGS SHOWN ARE MAGNETIC, ADD APPROXIMATE

- 1) THE BOUNDARIES HAVE NOT BEEN MARKED
- 2) ALL AREAS AND DIMENSIONS HAVE BEEN COMPILED FROM PLANS MADE AVAILABLE BY THE CITY OFFICE OF LAND & PROPERTY ADMINISTRATION (LPA) AND ARE SUBJECT TO FINAL SURVEY OF THE BOUNDARY
- 3) ORDER OF LEVELS ON A.H.D. IS TAKEN FROM PM 1037 R.L. 35.98 (A.H.D.)
- 4) CONTOUR INTERVAL 0.5m
- 5) CONTOURS ARE INDICATIVE ONLY. ONLY SPOT LEVELS SHOULD BE USED FOR CALCULATIONS OF QUANTITIES WITH CAUTION
- 6) KERB LEVELS ARE TO THE TOP OF KERB UNLESS SHOWN OTHERWISE
- 7) FLOOR LEVELS SHOWN ARE THRESHOLD LEVELS. NO INVESTIGATION OF INTERNAL FLOOR LEVELS HAS BEEN UNDERTAKEN
- 8) NO INVESTIGATION OF UNDERGROUND SERVICES HAS BEEN MADE. SERVICES HAVE BEEN ASSUMED TO BE UNCHANGED.
- 9) ALL RELEVANT AUTHORITIES SHOULD BE NOTIFIED PRIOR TO ANY EXCAVATION ON OR NEAR THE SITE.
- 10) 8/4/17 REVOTES TREE SPREAD OF 6m, TRUNK DIAMETER OF 0.4m & APPROX HEIGHT OF 11m
- 11) SHOWS APPROXIMATE POSITION OF ROAD LINEMARKINGS AND IS INDICATIVE ONLY
- 12) BEARINGS SHOWN ARE MAGNETIC, APPROX. 930° FOR TRUE NORTH BEARINGS

[illegible]

C

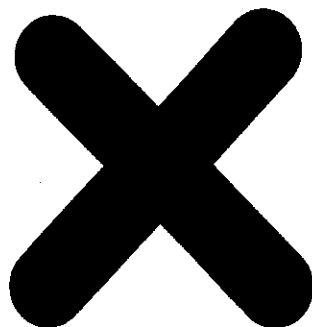


Fairfield Heights, Sydney

Economic Impact Assessment

Prepared for Woolworths Property Group

3rd May 2011



(C)

TABLE OF CONTENTS

INTRODUCTION	1
EXECUTIVE SUMMARY	2
1 SITE LOCATION AND PROPOSED DEVELOPMENT	5
1.1 Regional Context	5
1.2 Local Context	7
1.3 Proposed Development	10
1.4 Planning Environment	13
2 TRADE AREA ANALYSIS	16
2.1 Trade Area Definition	16
2.2 Main Trade Area Population	19
2.3 Socio-economic Profile	21
2.4 Main Trade Area Retail Spending	23
3 COMPETITIVE ENVIRONMENT	27
3.1 Regional Shopping Centres	29
3.2 Sub-regional Centres	29
3.3 Supermarket Based Shopping Centres	31
3.4 Proposed Developments	34
3.5 Summary	35
4 ASSESSMENT OF POTENTIAL FOR RETAIL FACILITIES	36
4.1 Sales Overview	36
4.2 Supermarket Sales Potential	36
4.3 Total Centre Sales Potential	41
4.4 Sales Impacts	42
4.5 Employment and Consumer Impacts	45

C'

5	NEEDS ANALYSIS	48
5.1	Expansion proposal will not alter the role of the Neighbourhood Centre within Fairfield's Retail System	49
5.2	Expansion proposal will not unacceptably affect the range of services available in nearby Sub-regional Centres or Local Shop Groups	50
5.3	Proposed development will not rely on expansion of the existing trade area of the Neighbourhood Centre for its viability	51
5.4	Development proposed will result in an outcome consistent with the current role of the centre	52
5.5	The development proposal will strengthen the viability of the centre, particularly its core function of providing supermarket services	53
5.6	Consumer Trends	54
5.7	Net Community Benefits	54

INTRODUCTION

This report presents an independent assessment of the demand for a proposed retail development anchored by a supermarket at Fairfield Heights in the western suburbs of Sydney. The report also considers the likely economic impacts that would result from the proposed development. The proposal is referred to as the Fairfield Heights Woolworths development throughout the remainder of this report.

The report is structured and presented in **five sections** as follows:

- **Section 1** details the location of the Fairfield Heights Woolworths site and discusses the context of the site within the western suburbs of Sydney. The planning environment and the proposed development scheme are also reviewed.
- **Section 2** examines the trade area which is relevant to the proposal, including the current and projected population and retail spending levels.
- **Section 3** provides an overview of the retail structure within the surrounding region.
- **Section 4** outlines our assessment of the sales potential for the retail component of the proposed Fairfield Heights Woolworths development and then presents an economic impact assessment. Likely trading impacts on other retailers throughout the surrounding region are considered, as are the employment and other economic impacts, both positive and negative, of the proposal.
- **Section 5** outlines the key findings of the analysis.

'C'

EXECUTIVE SUMMARY

The key points of this report, regarding the demand and market scope for the expanded Fairfield Heights Woolworths development, include:

- i. The proposed Fairfield Heights Woolworths development is planned to replace the existing Food for Less store at 176-186 The Boulevard, situated at the south-eastern intersection of The Boulevard and Stanbrook Street.
- ii. Based on an inspection and survey undertaken by this office in January 2011, the existing Fairfield Heights retail strip, focused along The Boulevard, encompasses some 101 retail and non-retail shopfronts, including only six vacancies. The Fairfield Heights precinct primarily comprises convenience based retail facilities focused on serving a substantial surrounding population.
- iii. A supermarket based retail development is now proposed at Fairfield Heights, replacing the existing stand-alone Food for Less supermarket. The development will include a full-line supermarket as well as a small provision of retail specialty floorspace.
- iv. In total, the proposed Fairfield Heights Woolworths development would comprise some 3,706 sq.m of floorspace (Gross Lettable Area - GLA) including:
 - A supermarket of 3,361 sq.m.
 - Specialty shops of 345 sq.m.
- v. The net addition of floorspace would be 2,376 sq.m, accounting for the 1,330 sq.m Food For Less store which will be replaced. At 2,376 sq.m, the provision of additional retail floorspace would be equivalent to the amount of floorspace that was previously approved at 164-168 The Boulevard, Fairfield Heights for a supermarket of 2,230 sq.m which has now lapsed.
- vi. The proposed retail offer of the Fairfield Heights Woolworths development would serve local residents by providing a food and convenience offer anchored by a full-

C

line supermarket. Supermarkets are commonly acknowledged as providing the widest range of convenience shopping goods for consumers, both for day to day everyday items as well as weekly items. The changes in the Australian demographic profile, including changing shopping and worker habits, means that supermarket customers now often visit the store 2-3 times a week on average, with some people visiting every day. Supermarkets have become, to a degree, a one stop shopping destination, trading over extended hours to meet the needs of a very busy consumer.

- vii. The provision of specialty shops would complement the proposed supermarket and would serve the day-to-day and convenience needs of the surrounding population.
- viii. In total, some 149 carparking spaces are to be provided as part of the Fairfield Heights Woolworths development. The majority of carparking will be provided in a basement level.
- ix. The Fairfield Heights main trade area population is currently estimated at 31,780 and is projected to increase to 34,050 persons by 2026. Population growth is projected to be moderate in the future, reflecting the built up nature of the region.
- x. The proposed Fairfield Heights Woolworths development will remain consistent with the definition and objectives of Fairfield Heights as a defined 'neighbourhood centre' according to the Fairfield City Retail and Commercial Centres Study, undertaken by Leyshon Consulting in June 2005.
- xi. Reflecting the fact that the proposed expansion would be consistent with the definition and findings outlined in the Leyshon report, combined with the limited provision of supermarket floorspace within Fairfield Heights currently, it can be seen that there is significant scope for the expansion of supermarket and retail facilities at the Fairfield Heights Woolworths site.
- xii. The projected impacts on other retailers throughout the region as a result of the expansion of the Fairfield Heights Woolworths development will not threaten the viability or continued operation of any facility. Importantly, the development would

C'

be substantially smaller than the core sub-regional precincts at Fairfield and Wetherill Park and will not impact on the existing retail hierarchy or viability of any surrounding retail facility.

- xiii. The Fairfield Heights Woolworths development will significantly enhance the vibrancy and long term sustainability of the Fairfield Heights retail precinct, providing an anchor tenant in a convenient location for existing and future residents. The proposed expansion will result in the retention of spending that is currently escaping to other centres beyond the defined main trade area and the overall Fairfield region
- xiv. It is concluded that the combination of the substantial positive economic impacts from the proposal, serve to more than offset the trading impacts that could be anticipated for a small number of the existing retail stores in the region, particularly the large supermarkets. Further, the impact will not threaten the viability of any of these retailers or centres or impact on the existing role or offer served by the retail hierarchy.
- xv. The development would support the economic and social well-being of surrounding residents by providing further supermarket competition in a convenient location as well as providing for additional jobs for the local community.

1 SITE LOCATION AND PROPOSED DEVELOPMENT

This section of the report reviews the regional and local context of the proposed Fairfield Heights Woolworths development and provides an overview of the composition of the proposed development scheme.

1.1 Regional Context

- i. The suburb of Fairfield Heights is situated within the Fairfield municipality, in the western suburbs of Sydney. The suburb is situated immediately west of the existing Fairfield Town Centre and just east of the Cumberland Highway.
- ii. As shown on Map 1.1, the suburb of Fairfield Heights is located some 30 km to the west of the Sydney Central Business District (CBD).
- iii. Fairfield Heights and the surrounding region are easily accessible, located in close proximity to the Cumberland Highway as well as major roads including Horsley Drive, Polding Street and The Boulevarde. The Cumberland Highway is a major north-south arterial throughout the locality linking to the Great Western Motorway to the north and the Hume Highway and South Western Motorway to the south.
- iv. Fairfield Heights is also accessible via public transport, being serviced by the Westbus bus network.

C'

1.2 Local Context

- i. The site for the proposed Fairfield Heights Woolworths development is situated at the south-eastern intersection of Stanbrook Street and The Boulevarde, within the key Fairfield Heights retail precinct. The development will be located at 176-186 The Boulevarde.
- ii. The Fairfield Heights Woolworths development will replace the existing free-standing Food for Less supermarket which currently occupies the southern portion of the proposed site and will build over the existing carpark situated to the north of the existing store.
- iii. Map 1.2 illustrates the local context of the Fairfield Heights Woolworths development site. Key points to note include:
 - The planned Fairfield Heights Woolworths development site is provided in a high profile location along The Boulevarde, a major road throughout the locality and within the core Fairfield Heights retail precinct.
 - Educational facilities are provided within the locality, including Fairfield Heights Public School to the south-east of the proposed site.
 - Some 68 retail specialty traders are provided along The Boulevarde, predominantly focused on a convenience retail offer.
 - A number of medical services are provided in close proximity to the site.
 - The surrounding area includes an established residential population.
- iv. The proposed Fairfield Heights Woolworths development would have excellent frontage and exposure to passing traffic along The Boulevarde and will also be situated in close proximity to Polding Street and Station Street, additional major roads within the locality. The proposed development would be centrally located within the area.

C

- v. The Fairfield Heights site enjoys excellent exposure to passing traffic and pedestrians along The Boulevarde. The proposed development would provide a larger anchor tenant in the form of a full-line supermarket and would help to retain customers within the Fairfield Heights region.

'C'

MAP 1.2 – FAIRFIELD HEIGHTS LOCAL CONTEXT



C'

1.3 Proposed Development

- i. The Fairfield Heights Woolworths development is now proposed at Fairfield Heights and is planned to replace the existing Food for Less store of 1,330 sq.m. The development will be anchored by a full-line supermarket as well as a small provision of specialty shops.
- ii. Table 1.1 details the planned composition of the proposed Fairfield Heights Woolworths development, with key points as follows:
 - In total, the proposed development would comprise 3,706 sq.m of floorspace, representing an increase of 2,376 sq.m.
 - A supermarket of 3,361 sq.m would be the anchor tenant.
 - Specialty shops would occupy around 345 sq.m.

TABLE 1.1 – FAIRFIELD HEIGHTS DEVELOPMENT PROPOSED COMPOSITION

Tenant/ Category	GLA (sq.m)	% of Total
Supermarket	3,361	90.7%
Total Specialty ¹	345	9.3%
Total Centre	3,706	100%

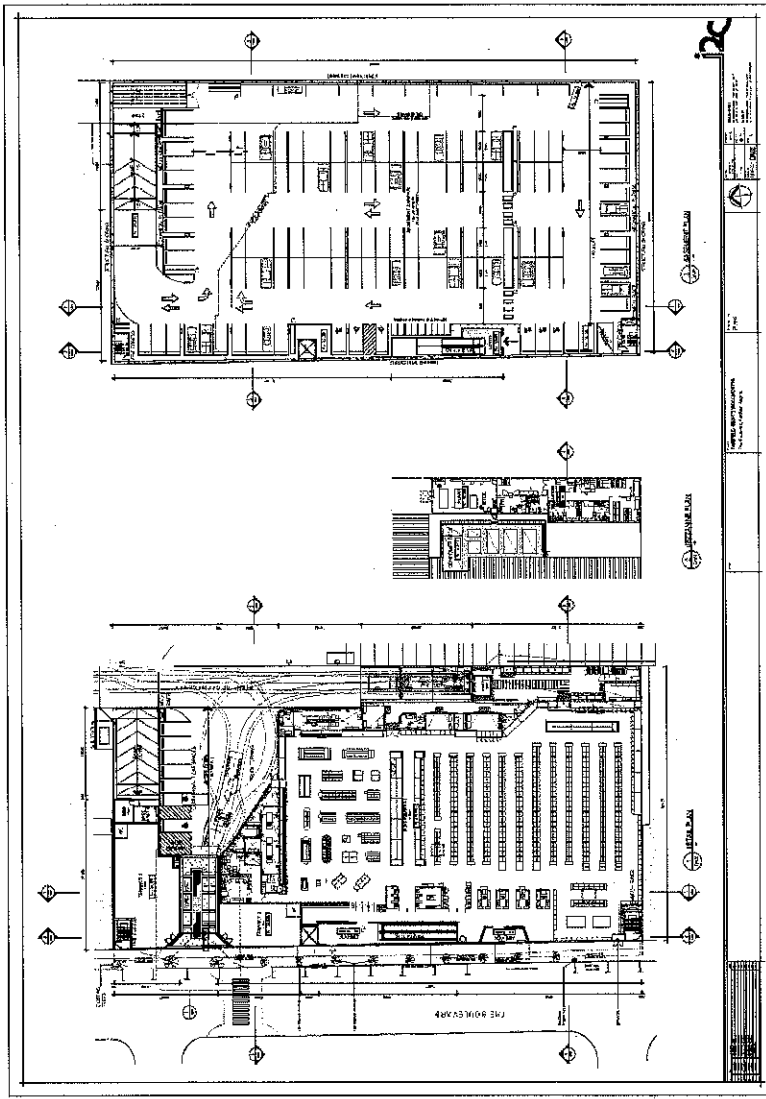
¹Includes retail and non-retail floorspace
Source: Woolworths

- iii. The proposed Fairfield Heights Woolworths development would offer a high degree of customer amenity and convenience by way of its high profile, easily accessible location and simple design (refer Figure 1.1). Key comments regarding the layout of the centre include:
 - The centre would be provided immediately north of existing specialty traders, south of the existing TAB and west of the existing Brown Jug Hotel. The centre would form a natural addition to the Fairfield Heights retail precinct.
 - The retail floorspace provision would be provided over a single level, with access via Stanbrook Street, as well as pedestrian access via The Boulevard.

(C)

- The supermarket would be provided at the southern side of the site, with frontage to Stanbrook Street and The Boulevard.
 - A provision of specialty shops would be provided adjacent to the supermarket, fronting The Boulevard.
 - Carparking would be provided both at-grade and at a basement level. The carpark will be accessible off Stanbrook Street.
- iv. The proposed Fairfield Heights Woolworths development would serve the convenience and day-to-day needs of the existing population and will complement the existing retail precinct. The supermarket would provide for the daily and weekly food and grocery needs of surrounding local residents, who typically visit supermarkets on average 2-3 times a week.
- v. In total, some 149 carparking spaces are to be provided as part of the development, with the majority provided in a basement level.

FIGURE 1.1 – FAIRFIELD HEIGHTS CENTRE PROPOSED LAYOUT



1.4 Planning Environment

The Fairfield Local Environment Plan (LEP) 1994

- i. The *Fairfield Local Environment Plan (LEP) 1994* outlines the types of development and permissible land uses within the various regions of the Fairfield Local Government Area (LGA). This is achieved by allocating a zone to each parcel of land within the municipality.
- ii. The Fairfield Heights site is situated within the region classified as Zone 3(c) Local Business Centre and the objectives of the zone are:
 - To provide for the establishment in a business centre of retail, commercial, professional and community service activities to service local residents, and;
 - To provide for residential development to support business activity in the centre.
- iii. The proposed Fairfield Heights development will satisfy these objectives.

The Fairfield City Retail and Commercial Centres Study, June 2005

- i. The Fairfield City Retail and Commercial Centres Study was undertaken by Leyshon Consulting on behalf of Fairfield City Council in June 2005. The report involved an examination of the four major retail/commercial centres in Fairfield, namely Fairfield CBD, Cabramatta, Bonnyrigg Town Centre and Prairiewood (Stockland centre) as well as three minor centres.
- ii. The study identified the future outlook for these four key centres, indicating a challenging environment, reflecting the moderate population growth as well as continued development of major retail centres outside of the Fairfield LGA, which continue to draw business away from the Fairfield municipality.
- iii. The Fairfield City Retail and Commercial Centres Study does not specifically outline the findings or recommendations for Fairfield Heights itself, however it does classify Fairfield Heights as a 'Neighbourhood Centre' in Appendix 3.

(C)

- iv. According to the study, 'neighbourhood centres' are generally defined to contain between 5,000-10,000 sq.m of retail floorspace and provide retail facilities to one or more suburbs. It is also acknowledged that these centres can include full-line supermarkets.
- v. The Leyshon study outlines the evaluation criteria for expansions and development at neighbourhood centres, with the key criteria including:
 - *That any expansion proposal not alter the role of the neighbourhood centre within Fairfield's retail system.*
 - *That any expansion proposal not unacceptably affect the range of services available in nearby sub-regional centres or local shop groups.*
 - *That any proposed development does not rely on expansion of the existing trade area of a neighbourhood centre for its viability.*
 - *That a development proposal result in an outcome consistent with the current role of the centre.*
 - *That a development proposal will strengthen the viability of a centre, particularly its core function of providing supermarket services.*
- vi. As a result, the proposed Fairfield Heights Woolworths development will satisfy each of these requirements, providing an expanded supermarket offer serving the local population. An additional 2,376 sq.m of retail floorspace is planned to be provided and this provision is equivalent to the retail floorspace provision that has previously been approved at the now lapsed development immediately south of the proposed site.
- vii. The study identifies that a full-line supermarket is considered a supermarket above 2,500 sq.m in size and as such, it can be seen that existing neighbourhood centres identified within the study, including Smithfield to the north of Fairfield Heights, currently include full-line supermarkets. As a result, the proposed Fairfield Heights Woolworths development, including the expansion of the existing Food For Less

C'

store to a full-line supermarket, will be consistent with existing neighbourhood centres within the Fairfield LGA currently.

- viii. It is also outlined in the study that full-line supermarkets can often have adverse economic impacts on smaller supermarkets, particularly those between 800-1,800 sq.m in size. As such, the development of full-line supermarkets at Smithfield and the recently completed Coles supermarket at Fairfield West are likely to impact on the existing smaller Food for Less store at Fairfield Heights which currently occupies some 1,330 sq.m. An expansion of this store and supermarket provision is therefore necessary in order to mitigate some of these likely impacts as well as to ensure the ongoing viability of this precinct.
- ix. The Leyshon study identifies that the typical catchment served by neighbourhood centres includes the surrounding suburb or suburbs. The population within the surrounding Fairfield Heights region is densely populated and more than adequate to support a full-line supermarket. A full-line supermarket is required in order to service the convenience shopping needs of the surrounding population. Other local centres are provided some distance away and serve their immediate local catchments, in addition, supermarket facilities at Fairfield West and Smithfield are separated from the Fairfield Heights population by the Cumberland Highway.
- x. Even assuming an expanded Fairfield Heights Woolworths, the centre will continue to be smaller than the larger surrounding Town Centre facilities such as Prairiewood and the Fairfield Town Centre and would continue to be in-line with existing neighbourhood centre classifications. As such, the proposed development would not compete with existing retail centres or the existing retail hierarchy within the Fairfield municipality.

1 C'

2 TRADE AREA ANALYSIS

This section of the report outlines the trade area likely to be served by the proposed Fairfield Heights Woolworths development including the current and projected population and retail spending levels. An overview of the socio-economic profile of the trade area population is also provided.

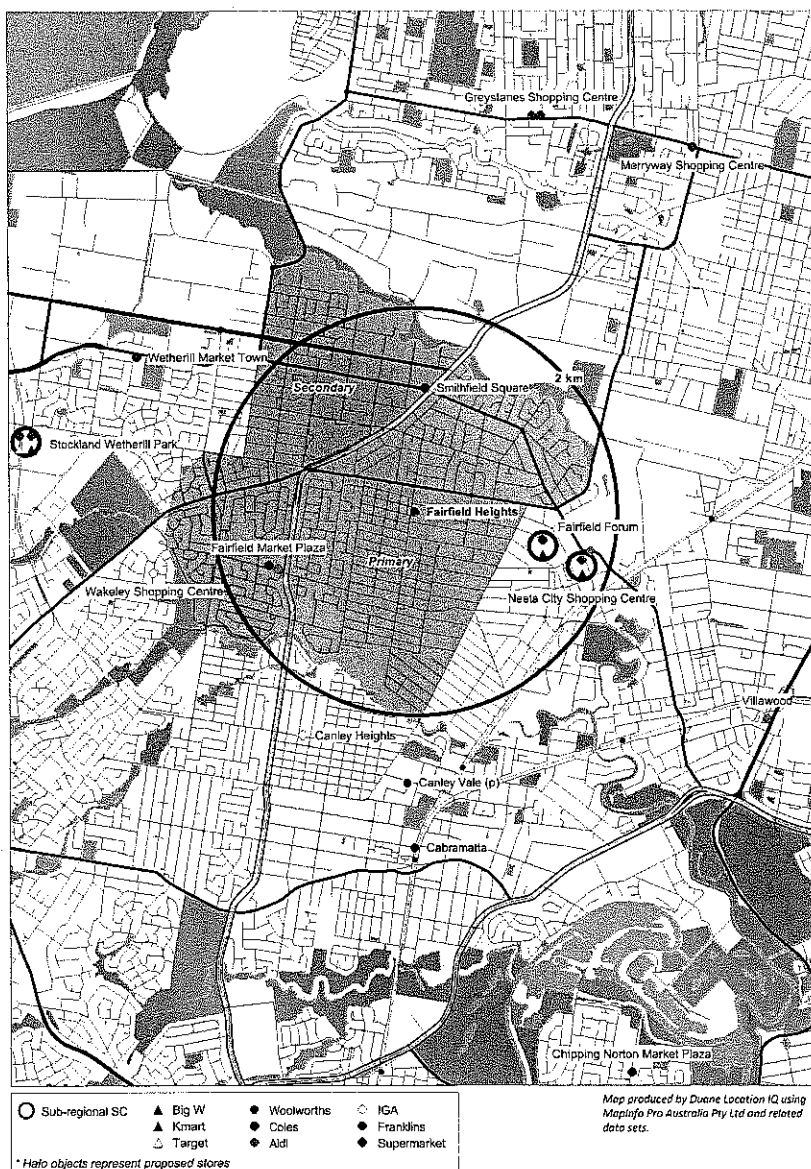
2.1 Trade Area Definition

- i. The trade area for the proposed Fairfield Heights Woolworths development has been defined taking into account the following key considerations:
 - The scale and composition of the proposed Fairfield Heights Woolworths development which will be based on a full-line supermarket as the anchor tenant.
 - The provision of retail facilities throughout the region.
 - Regional and local accessibility.
 - The pattern of urban development.
 - Significant physical barriers.
- ii. Map 2.1 illustrates the defined main trade area for the proposed Fairfield Heights Woolworths development. The main trade area is defined to include a primary sector and a secondary sector, described as follows:
 - The **primary sector** is generally bounded to the north by Prospect Creek, to the east by Sackville Street, to the south by Orphan School Creek and to the west by the Cumberland Highway (Smithfield Road). This sector includes the suburb of Fairfield Heights as well as parts of Fairfield, Smithfield, Fairfield West and Canley Vale.
 - The **secondary sector** extends west of the Cumberland Highway (Smithfield Road) to incorporate parts of Smithfield and Fairfield West.

C

- iii. As shown, the defined main trade area generally extends around 1-2 km from the Fairfield Heights site.
- iv. The retail offer of the proposed Fairfield Heights Woolworths development would serve local residents by providing a range of food and convenience shops focused around a full-line supermarket.

MAP 2.1 – FAIRFIELD HEIGHTS MAIN TRADE AREA



C

2.2 Main Trade Area Population

- i. Table 2.1 details the current and projected population levels by sector for the Fairfield Heights main trade area.
- ii. The current and projected population levels are based on the following:
 - The 2006 Census of Population and Housing undertaken by the Australian Bureau of Statistics (ABS);
 - New dwelling approval statistics sourced from the ABS;
 - Population projections prepared by the *New South Wales Department of Planning*;
 - And investigations by this office into new residential developments in the region.
- iii. The Fairfield Heights main trade area population is currently estimated at 31,780, including 20,300 within the key primary sector.
- iv. The Fairfield Heights main trade area population is projected to increase to 34,050 by 2026. On this basis, the Fairfield Heights main trade area population is projected to increase by an average of between 140-150 persons, or around 0.4%-0.5% per annum over the period to 2026.

C'

TABLE 2.1 – FAIRFIELD HEIGHTS MAIN TRADE AREA POPULATION, 2006-2026

Trade Area Sector	Estimated Resident Population		Forecast Population			
	2006	2010	2013	2016	2021	2026
Primary Sector	19,700	20,300	20,600	20,900	21,400	21,900
Secondary Sector	11,320	11,480	11,630	11,750	11,950	12,150
Main Trade Area	31,020	31,780	32,230	32,650	33,350	34,050
Average Annual Change (No.)						
	2006-2010	2010-2013	2013-2016	2016-2021	2021-2026	
Primary Sector	150	100	100	100	100	
Secondary Sector	40	50	40	40	40	
Main Trade Area	190	150	140	140	140	
Average Annual Change (%)						
	2006-2010	2010-2013	2013-2016	2016-2021	2021-2026	
Primary Sector	0.8%	0.5%	0.5%	0.5%	0.5%	
Secondary Sector	0.4%	0.4%	0.3%	0.3%	0.3%	
Main Trade Area	0.6%	0.5%	0.4%	0.4%	0.4%	
<small>*as at June Sources : ABS; Planning NSW</small>						

'c'

2.3 Socio-economic Profile

- i. Table 2.2 provides an overview of the socio-economic profile of the Fairfield Heights main trade area population. This information is based on the latest 2006 Census of Population and Housing.
- ii. The key socio-economic characteristics of the Fairfield Heights main trade area population compared with the Sydney metropolitan averages, include:
 - The main trade area population earn average income levels which are below the Sydney metropolitan average.
 - The average household size is larger than the Sydney metropolitan average.
 - The average age of the main trade area population is generally in-line with the Sydney metropolitan benchmark.
 - Home ownership levels are slightly lower than the Sydney metropolitan average in the primary sector and higher than average in the secondary sector.
 - The main trade area population incorporates a higher proportion of overseas born residents as compared with the Sydney benchmark.
 - A review of the household structure of the population indicates an above average proportion of households consisting of couples with non-dependent children, as well as single parent households with dependent children. The main trade area population incorporates a low proportion of lone person households.
- iii. The socio-economic profile of the main trade area population generally reflects that of an established outer suburban area of a major metropolitan city including a less affluent, ethnically diverse population. It is important to provide a range of convenience facilities within close proximity to these residents, including a choice of location and price competition for food and grocery shopping.

TABLE 2.2 – MAIN TRADE AREA SOCIO-ECONOMIC PROFILE, 2006 CENSUS

Characteristics	Primary Sector	Secondary Sector	Main TA	Syd Metro Average
Average Per Capita Income	\$17,936	\$19,941	\$18,668	\$30,938
Per Capita Income Variation	-42.0%	-35.5%	-39.7%	n.a.
Average Household Income	\$55,255	\$61,880	\$57,662	\$82,316
Household Income Variation	-32.9%	-24.8%	-30.0%	n.a.
Average Household Size	3.1	3.1	3.1	2.7
Age Distribution (% of Pop'n)				
Aged 0-14	19.9%	19.6%	19.8%	18.2%
Aged 15-19	8.7%	8.8%	8.7%	7.9%
Aged 20-29	13.6%	12.7%	13.2%	14.6%
Aged 30-39	13.9%	14.2%	14.1%	15.6%
Aged 40-49	13.7%	14.7%	14.1%	14.7%
Aged 50-59	11.6%	12.5%	11.9%	12.2%
Aged 60+	18.6%	17.4%	18.2%	16.7%
Average Age	36.6	36.2	36.5	36.6
Housing Status (% of H'holds)				
Owner/Purchaser	65.9%	77.1%	70.0%	67.5%
Renter	34.1%	22.9%	30.0%	32.5%
Birthplace (% of Pop'n)				
Australian Born	44.5%	51.5%	47.0%	65.6%
Overseas Born	55.5%	48.5%	53.0%	34.4%
▪ Asia	17.8%	15.2%	16.9%	13.0%
• Europe	13.3%	14.8%	13.8%	11.6%
• Other	24.4%	18.6%	22.2%	9.8%
Family Type (% of Pop'n)				
Couple with dep't children	47.4%	46.7%	47.1%	47.9%
Couple with non-dep't child.	13.2%	15.3%	14.0%	9.5%
Couple without children	14.4%	16.0%	15.0%	19.7%
Single with dep't child.	11.4%	10.8%	11.2%	8.5%
Single with non-dep't child.	6.0%	5.0%	5.6%	3.7%
Other family	1.4%	0.9%	1.2%	1.2%
Lone person	6.3%	5.2%	5.9%	9.4%

Sources : ABS Census of Population and Housing 2006

LOCATION^{3.0}

C

2.4 Main Trade Area Retail Spending

- i. The estimated retail expenditure capacity of the proposed Fairfield Heights main trade area population is based on information sourced from MDS Market Data Systems. MDS utilises a detailed micro-simulation model of household expenditure behaviour for all residents of Australia.
- ii. The MDS model takes into account information from a wide variety of sources, including the regular ABS Household Expenditure Survey, National Accounts Data, Census Data and other information.
- iii. In New South Wales, Queensland and Victoria, the MarketInfo estimates of retail spending that are prepared independently by MDS are commonly used by all parties in Economic Impact Assessments.
- iv. The estimated retail expenditure of the main trade area population, benchmarked with the averages for metropolitan Sydney, is shown in Chart 2.1 for food and groceries (which is most relevant for supermarkets), packaged liquor, Department Store Type Merchandise (DSTM i.e. spending on non-food retail goods) and total retail. Overall, total retail spending levels per person throughout the defined main trade area are slightly below the comparable metropolitan Sydney averages. It is interesting to note, however, that the Fairfield Heights main trade area population includes above average spending on fresh food and other food and grocery categories.
- v. Table 2.3 outlines the retail expenditure levels generated by the Fairfield Heights main trade area population. The total retail expenditure level of the main trade area population is currently estimated at \$334.5 million. This level is projected to increase at an average annual rate of around 1.4% to \$420.4 million by 2026. All figures presented in this report are in constant 2010 dollars and including GST.
- vi. Table 2.4 presents a breakdown of retail spending by key commodity group, indicating the largest spending market is food and grocery at \$159.1 million, representing 47.6% of the total retail spending market.

- vii. For the purposes of these forecasts, the main trade area population growth is assumed as detailed earlier in this report, and real growth in retail spending per person is assumed to average 1.0% per annum over the forecast period. The assumed level of real growth is in keeping with the typical trends generally evident throughout New South Wales and Australia over long-term periods.

CHART 2.1 – RETAIL SPENDING PER PERSON, 2009/10

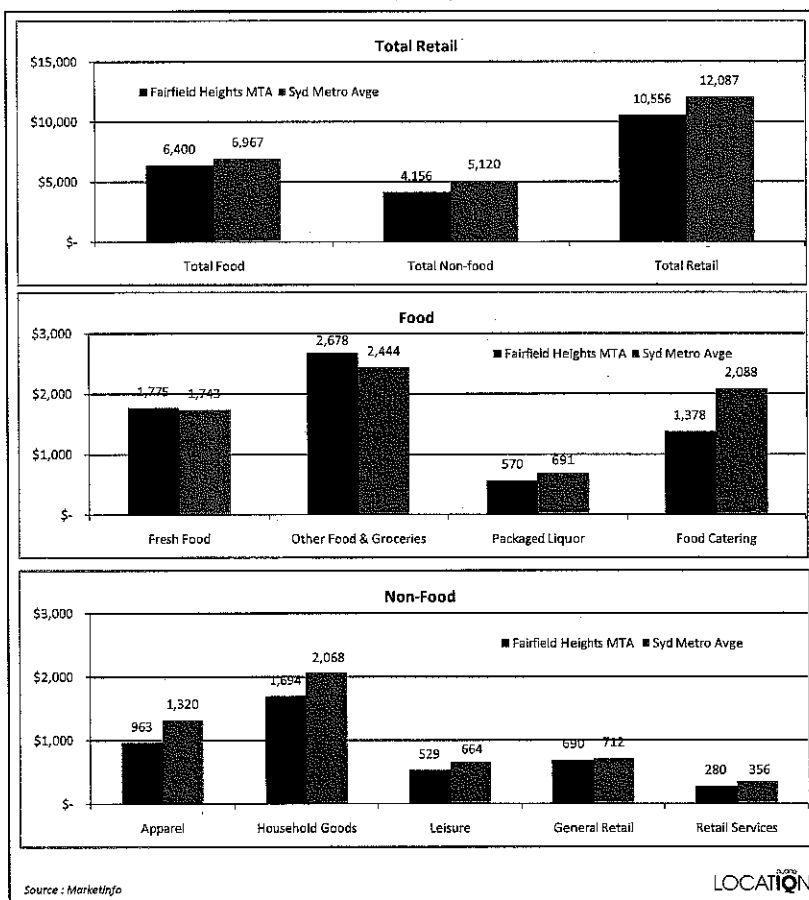


TABLE 2.3 – MAIN TRADE AREA RETAIL EXPENDITURE, 2010-26

Y/E June	Primary Sector	Secondary Sector	Main TA
2010	206.2	128.3	334.5
2011	209.5	130.1	339.6
2012	212.6	132.0	344.6
2013	215.8	133.9	349.7
2014	219.0	135.7	354.8
2015	222.3	137.6	359.8
2016	225.6	139.4	365.0
2017	228.9	141.3	370.2
2018	232.3	143.2	375.5
2019	235.8	145.1	380.9
2020	239.3	147.0	386.3
2021	242.8	149.0	391.8
2022	246.4	151.0	397.4
2023	250.0	153.0	403.0
2024	253.7	155.1	408.7
2025	257.4	157.1	414.5
2026	261.2	159.2	420.4
Expenditure Growth			
2010-2013	9.7	5.6	15.2
2013-2016	9.8	5.5	15.3
2016-2021	17.2	9.6	26.8
2021-2026	18.4	10.2	28.6
2010-2026	55.0	30.9	85.9
Average Annual Growth Rate			
2010-2013	1.5%	1.4%	1.5%
2013-2016	1.5%	1.4%	1.4%
2016-2021	1.5%	1.3%	1.4%
2021-2026	1.5%	1.3%	1.4%
2010-2026	1.5%	1.4%	1.4%
*Constant 2009/10 dollars & including GST Source : Marketinfo			

TABLE 2.4 – MAIN TRADE AREA RETAIL EXPENDITURE BY KEY COMMODITY GROUP

Y/E June	Food & Liquor	Food Catering	Apparel	H'hold Goods	Leisure	General Retail	Retail Services
2010	159.1	43.6	30.5	53.7	16.8	21.9	8.9
2011	161.6	44.3	31.0	54.5	17.0	22.2	9.0
2012	164.0	45.0	31.4	55.3	17.3	22.5	9.1
2013	166.4	45.6	31.9	56.1	17.5	22.9	9.3
2014	168.8	46.3	32.4	56.9	17.8	23.2	9.4
2015	171.2	47.0	32.8	57.8	18.0	23.5	9.5
2016	173.7	47.6	33.3	58.6	18.3	23.9	9.7
2017	176.2	48.3	33.8	59.4	18.6	24.2	9.8
2018	178.7	49.0	34.3	60.3	18.8	24.5	9.9
2019	181.2	49.7	34.8	61.1	19.1	24.9	10.1
2020	183.8	50.4	35.2	62.0	19.4	25.2	10.2
2021	186.4	51.1	35.7	62.9	19.6	25.6	10.4
2022	189.1	51.9	36.3	63.8	19.9	26.0	10.5
2023	191.8	52.6	36.8	64.7	20.2	26.3	10.7
2024	194.5	53.3	37.3	65.6	20.5	26.7	10.8
2025	197.2	54.1	37.8	66.5	20.8	27.1	11.0
2026	200.0	54.9	38.4	67.5	21.1	27.5	11.1
Expenditure Growth							
2010-2013	7.2	2.0	1.4	2.4	0.8	1.0	0.4
2013-2016	7.3	2.0	1.4	2.5	0.8	1.0	0.4
2016-2021	12.8	3.5	2.4	4.3	1.3	1.7	0.7
2021-2026	13.6	3.7	2.6	4.6	1.4	1.9	0.8
2010-2026	40.9	11.2	7.8	13.8	4.3	5.6	2.3
Average Annual Growth Rate							
2010-2013	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
2013-2016	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
2016-2021	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
2021-2026	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
2010-2026	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
*Constant 2009/10 dollars & Including GST Source : Marketinfo							

C'

3 COMPETITIVE ENVIRONMENT

This section of the report reviews the competitive retail environment within which the proposed Fairfield Heights Woolworths development would operate in order to assist in the assessment of likely trading impacts that the proposed centre would have on other competitive retailers.

The competitive retail centres to the proposed Fairfield Heights Woolworths development are summarised in Table 3.1 and illustrated on the previous Map 2.1. The centres in this section have been identified based on their status in the retail hierarchy according to how economists and the retail shopping industry classify centres, being:

- Regional centres anchored by a department store.
- Sub-regional centres anchored by a discount department store.
- Supermarket centres anchored by a supermarket.

This hierarchy differs to the designations attached to retail centres within the Fairfield City Retail and Commercial Centres Study, June 2005 prepared by Leyshon Consulting. According to Appendix 3 of this study, retail centres within the Fairfield LGA are classified as follows:

- Sub-regional centres include Fairfield, Cabramatta, Bonnyrigg and Prairiewood (Stockland Wetherill Park).
- Neighbourhood centres incorporate Edensor Park, Greenfield Park, Wetherill Park, Wakeley, Canley Heights, Fairfield Heights, Smithfield and Villawood.
- A number of local centres are also outlined throughout the municipality as well as a specialist centre at Villawood.

TABLE 3.1 – COMPETITIVE RETAIL FACILITIES

Centre	Retail GLA (sq.m)	Anchor Tenants	Dist. From Fairfield Heights (km)
Regional Shopping Centres			
Westfield Liverpool	83,300	Myer (18,766), Target (8,291), Big W (8,250), Coles (3,876), Woolworths (3,659)	8.0
Westfield Parramatta	135,300	Myer (28,272), David Jones (12,905), Target (8,438), Kmart (6,396), Woolworths (4,622), Coles (2,637)	10.5
Sub-regional Shopping Centres			
<u>Fairfield</u>	<u>60,000</u>		<u>1.5</u>
▪ Fairfield Forum	18,600	Kmart (6,960), Coles (3,054)	
▪ Neeta City SC	24,400	Big W (6,858), Woolworths (3,954)	
▪ Other	17,000	Aldi (1,350)	
Stockland Wetherill Park	36,400	Big W (8,097), Target (7,020), Woolworths (4,346), Franklins (3,273)	4.0
Stockland Merrylands	35,900	Kmart (7,159), Target (6,088), Coles (3,634), Franklins (1,802)	7.5
Bonnyrigg Plaza	22,000	Big W (8,373), Woolworths (4,030), Franklins (2,680)	9.0
Supermarket Based Shopping Centres			
Fairfield Heights	10,000	Food For Less (1,330)	-
<u>Smithfield</u>	<u>8,000</u>		<u>1.3</u>
▪ Smithfield Square	3,800	Coles (2,850)	
▪ Other	4,200		
<u>Fairfield West</u>	<u>6,800</u>		<u>2.1</u>
▪ Fairfield Market Plaza	5,400	Coles (3,650)	
▪ Other	1,400	Aldi (1,350)	
Wakeley SC	3,400	IGA (2,150)	3.5
Canley Heights	6,500	IGA (700)	4.0
Wetherill Market Town	6,000	Franklins (2,500)	4.1
Cabramatta	35,000	Woolworths (3,366)	4.3
Greystanes SC	5,600	Woolworths (1,700), Franklins (1,256)	5.4
Merryway SC	3,000	Franklins (1,850)	5.7

Source : Australian Shopping Centre Council Database – September 2010

(C)

3.1 Regional Shopping Centres

- i. While there are no existing regional shopping centres immediate surrounding Fairfield Heights, a number of regional centres are provided within the broader area, including:
 - Westfield Liverpool, situated around 8 km south of Fairfield Heights. Westfield Liverpool provides an extensive retail offer which is based on a Myer department store, Target and Big W discount department stores as well as Coles and Woolworths supermarkets. Westfield Liverpool also includes a large provision of some 319 retail specialty and non-retail specialty tenants. In total, the centre encompasses around 83,300 sq.m of retail floorspace.
 - Westfield Parramatta, situated around 10.5 km north-east of Fairfield Heights. Westfield Parramatta incorporates some 135,300 sq.m of retail floorspace and is anchored by Myer and David Jones department stores, Target and Kmart discount department stores as well as Woolworths and Coles supermarkets. Some 429 retail specialty and non-retail specialty tenants are also provided at the centre. Westfield Parramatta forms the major retail shopping destination within the western suburbs of Sydney.

3.2 Sub-regional Centres

- i. The nearest major sub-regional shopping centre is situated within the Fairfield Town Centre, some 1.5 km east of Fairfield Heights. The retail facilities within the Fairfield Town Centre include:
 - Fairfield Forum, a sub-regional centre occupying some 18,600 sq.m of retail floorspace. Fairfield Forum is anchored by a Kmart discount department store of 6,960 sq.m as well as a Coles supermarket of 3,054 sq.m. Some 35 retail specialty tenants are also provided at the centre. Total centre sales are estimated at \$63.4 million (Mini Guns 2010, a publication released by Shopping Centre News).

(C)

- Neeta City Shopping Centre, a sub-regional shopping centre anchored by Big W (6,858 sq.m) and a Woolworths (3,954 sq.m). The centre totals some 24,400 sq.m of retail floorspace and also includes some 69 retail specialty tenants.
 - A large provision of retail specialty floorspace is also provided within the broader Fairfield Town Centre, estimated to total some 17,000 sq.m of retail floorspace. An Aldi supermarket forms a major anchor tenant within the remainder of the Fairfield Town Centre, situated immediately north of Neeta City Shopping Centre.
 - In total, retail floorspace within the Fairfield Town Centre occupies around 60,000 sq.m.
- ii. Stockland Wetherill Park, is a sub-regional centre situated some 4 km west of Fairfield Heights. Stockland Wetherill Park encompasses some 36,400 sq.m of retail floorspace and is anchored by Big W and Target discount department stores as well as Woolworths and Franklins supermarkets. Total centre sales are estimated at \$269.0 million (Big Guns 2010, Shopping Centre News). Some 106 specialty tenants are also provided at Stockland Wetherill Park.
- iii. Remaining sub-regional centres situated within the broader region are of slightly less competitive relevance to the proposed Fairfield Heights Woolworths development and include:
- Stockland Merrylands, provided 7.5 km north-east of Fairfield Heights. This centre is anchored by Kmart and Target discount department stores as well as Coles and Franklins supermarkets. This centre is currently undergoing expansion to include additional Woolworths and Big W anchor tenants. The centre currently incorporates some 35,900 sq.m of retail floorspace.
 - Bonnyrigg Plaza, a sub-regional centre situated 9 km south-west of Fairfield Heights. Bonnyrigg Plaza incorporates some 22,000 sq.m of retail floorspace and is anchored by a Big W discount department store as well as Woolworths and Franklins supermarkets.

C

3.3 Supermarket Based Shopping Centres

- i. Several supermarket based centres are provided within the defined main trade area, including:

- The existing Food for Less supermarket of 1,330 sq.m at Fairfield Heights. This store is now planned to be replaced by the proposed Fairfield Heights Woolworths development.

Remaining retail facilities within Fairfield Heights are generally provided around The Boulevard and include a focus on convenience retailing.

Table 3.2 summarises the provision of specialty shops within Fairfield Heights, including along The Boulevard and in remaining suburb. Some 105 specialty traders are currently provided within Fairfield Heights, totalling an estimated 8,500 sq.m. The low level of vacancies within Fairfield Heights, at 6 out of 105 (5.7%), reflects the strength of precinct.

- Smithfield Square, situated 1.3 km north of Fairfield Heights within the defined secondary sector. Smithfield Square is anchored by a Coles supermarket of 2,850 sq.m and also incorporates 5 retail specialty traders.

Smithfield Square forms part of a larger retail strip, predominately focused around The Horsley Drive and the Cumberland Highway (Smithfield Road).

- Fairfield Market Plaza, in Fairfield West, is a recently completed centre and currently encompasses some 5,400 sq.m of retail floorspace and is anchored by a Coles supermarket of 3,650 sq.m. Some 20 specialty tenants are also provided at the centre. The centre is situated within the defined secondary sector, some 2.1 km west of Fairfield Heights.

Immediately adjacent to Fairfield Market Plaza is an Aldi supermarket.

- ii. In addition to the above, there are a number of supermarket based centres situated immediately beyond the defined main trade area including:

- Wakeley Shopping Centre, occupying some 3,400 sq.m of retail floorspace, is anchored by an IGA supermarket of 2,150 sq.m. Wakeley Shopping Centre is provided 3.5 km west of Fairfield Heights.
 - An IGA supermarket of 700 sq.m is provided at Canley Heights, some 4 km south of Fairfield Heights.
 - A Franklins supermarket of 2,500 sq.m is situated at Wetherill Market Town, some 4.1 km west of Fairfield Heights.
 - A Woolworths supermarket of 3,366 sq.m forms the anchor tenant within the Cabramatta retail precinct. Cabramatta is situated 4.3 km south of Fairfield Heights. Cabramatta incorporates a substantial provision of retail specialty floorspace, serving the surrounding population.
 - A Woolworths supermarket of 1,700 sq.m and Franklins supermarket of 1,256 sq.m are provided at Greystanes Shopping Centre, 5.4 km north of Fairfield Heights.
 - Franklins supermarket of 1,850 sq.m is also provided at Merryway Shopping Centre, 5.7 km north of Fairfield Heights.
- iii. In summary, the largest supermarket based centres throughout the surrounding region are located over 1 km from the proposed Fairfield Heights site. Each of these supermarket facilities serve distinct local catchments.
- iv. In addition, the nearest supermarket facilities surrounding Fairfield Heights including Coles stores at Smithfield and Fairfield West, both include full-line supermarkets and as such, the existing smaller supermarket provision at Fairfield Heights should also be expanded to include a full-line supermarket offer.

C'

TABLE 3.2 – FAIRFIELD HEIGHTS SPECIALTY COMPOSITION

	Number of Stores		
	The Boulevard	<u>Fairfield Heights</u> Other	Total
<u>Retail Specialties</u>			
Food & Liquor	14	0	14
Food Catering	14	0	14
Apparel	2	0	2
Household Goods	2	0	2
Leisure	6	0	6
General Retail	13	1	14
Bulky Goods/Hardware	2	0	2
Retail Services	15	2	17
Total Retail Spec.	68	3	71
Non-retail**	27	1	28
Vacant	6	0	6
Total Stores	101	4	105

*Based on a survey undertaken by this office in January 2011

**Includes medical facilities, childcare, gyms, petrol stations and offices. Excludes industrial and automotive facilities.

C

3.4 Proposed Developments

- i. There are a number of major retail developments that are currently planned or underway within the surrounding Fairfield Heights region with the most relevant including:
 - Fairfield Market Plaza has recently opened to include a Coles supermarket of 3,650 sq.m, as well as a specialty provision of some 1,704 sq.m. This is immediately adjoining the existing Aldi supermarket. The supermarket centre opened at the end of 2010 and as such, for the purposes of this analysis, the first full year of trading for Fairfield Market Plaza is assumed to be 2011.
 - A site immediately south of the proposed Fairfield Heights Woolworths development has been mooted for redevelopment. Discussions with Council indicate that development approval at 164-168 The Boulevarde, has recently lapsed. The proposal planned to include a mixed use development incorporating a supermarket of up to 2,230 sq.m supermarket as well as additional specialty floorspace. As this development application has now lapsed and is no longer proceeding, for the purposes of this analysis, no development is assumed to proceed at this site over the forecast period.
- ii. Remaining retail developments are all planned to occur beyond the defined main trade area and as such are of more limited competitive relevance to the proposed Fairfield Heights Woolworths development. Major developments beyond the defined main trade area include:
 - The proposed supermarket based centre at Canley Vale, south of Fairfield Heights. The development has been approved and is planned to include a small supermarket of around 2,200 sq.m as well as a provision of some 1,443 sq.m of specialty floorspace. This development will primarily serve its immediate local catchment, south of the defined Fairfield Heights trade area. This development is unlikely to be trading until 2014 and as such is excluded from this analysis.

C

- Stockland Wetherill Park, situated west of Fairfield Heights is proposed for expansion. The expansion is planned to total some 9,593 s.qm, including 3,668 sq.m in mini-major floorspace and 5,925 sq.m of additional specialty floorspace. A development application has been lodged, however, this development is unlikely to proceed prior to 2014 and therefore, has been excluded from this analysis. As this expansion is only proposed to include mini-major and specialty floorspace, it is of limited competitive relevance to the proposed Fairfield Heights Woolworths development.

3.5 Summary

- i. Based on the definitions outlined in the Leyshon Consulting study, there are a number of centres situated within the region that are classified as neighbourhood centres, including Fairfield Heights. An expansion of the Fairfield Heights Woolworths development, including a full-line supermarket, will be consistent with criteria outlined in the Leyshon study. Furthermore, the provision of a full-line supermarket at Fairfield Heights will still be consistent with the existing provision of full-line stores at surrounding neighbourhood centres such as Smithfield.
- ii. The larger retail destinations including Wetherill Park and the Fairfield Town Centre continue to serve different roles in the retail hierarchy. The proposed Fairfield Heights Woolworths development will be a convenient centre for the local population, while these larger facilities will continue to act as major destinations for a wide range of retail goods.
- iii. For an established, less affluent population, it is important that a range of convenience based retail facilities are provided in close proximity to their homes. A supermarket at the proposed Fairfield Heights Woolworths development would provide the local population with additional choice for their food and grocery needs and would also provide price competition within the area. This is particularly important for areas with lower than average income levels.

4 ASSESSMENT OF POTENTIAL FOR RETAIL FACILITIES

This section of the report considers the sales potential for the retail component of the proposed Fairfield Heights Woolworths development, as well as the likely trading and other impacts that can be anticipated following the construction of the proposal.

4.1 Sales Overview

- i. In order to assess the potential economic benefits and impacts that may arise from the establishment of the proposed Fairfield Heights Woolworths development, the sales level which the development is projected to achieve is outlined.
- ii. The sales performance of any particular retail facility, be it an individual store or a collection of stores provided in a shopping centre or precinct, is determined by a combination of the following critical factors:
 - The composition and quality of the facility, including major trader or traders; the specialty mix; centre layout and configuration; ease of accessibility and parking; and the overall feel of the centre.
 - The size of the available catchment which the facility serves.
 - The locations and strengths of competitive retail facilities.
- iii. The sales potential for the retail component of the proposed Fairfield Heights Woolworths development, which would be anchored by a supermarket and a small provision of retail shops, is now considered taking into account these factors.

4.2 Supermarket Sales Potential

- i. The proposed Fairfield Heights Woolworths development will include a supermarket of 3,361 sq.m. Supermarkets generate sales primarily from the food and groceries market, as discussed and measured in Section 2 of this report.
- ii. Table 4.1 details the potential sales for the proposed Fairfield Heights supermarket. The calculations in this Table go through a series of steps, commencing with the

available expenditure that is of relevance to supermarkets, namely food and grocery spending; assessing the share of the expenditure which all supermarkets are likely to achieve; and then concluding with the likely sales which the trade area supermarkets can expect to generate.

iii. The assessment detailed in Table 4.1 is based on the experience of many comparable analyses in locations throughout both New South Wales and Australia. Projected sales are detailed for the proposed Fairfield Heights supermarket of 3,361 sq.m as well as the other main trade area supermarkets. Supermarkets are defined as grocery and dry goods stores of at least 500 sq.m. Smaller foodstores are excluded from this analysis.

iv. The analysis in Table 4.1 is as follows:

- For the main trade area defined earlier in this report, the total food and grocery spending market is projected at \$141.1 million for the year to June 2010. The food and grocery spending market for the main trade area population is projected to grow to \$147.1 million (in constant 2010 dollar terms) by 2013 and further to \$176.8 million by 2026 (in constant 2010 dollars).
- Typically in Australia, approximately 70%-75% of food and grocery expenditure is directed to supermarkets and major foodstores (i.e. grocery stores greater than 500 sq.m), not including small corner stores, convenience stores and milk bars. This ratio does vary from location to location depending on the provision of such facilities and the socio-economic profile of the trade area population.
- In the defined Fairfield Heights main trade area, the proportion of spending to supermarkets is currently estimated at 60.0%, reflecting the ethnically diverse population as well as the lower proportion of spending that is typically attributed to supermarkets within metropolitan Sydney. This proportion is projected to increase to 65.0% with the addition of the Fairfield Heights supermarket and Coles at Fairfield Market Plaza.

TABLE 4.1 – SUPERMARKET SALES POTENTIAL

	2010	Financial Year			
	2010	2013	2016	2021	2026
Total Food & Grocery (F&G) Spending					
Primary Sector	88.0	91.8	96.0	103.3	111.1
Secondary Sector	53.1	55.2	57.5	61.5	65.7
Main Trade Area	141.1	147.1	153.5	164.8	176.8
F&G Spending to Supermarkets					
Primary Sector (@ 60% incr. to 65% in 12/13)	52.8	59.7	62.4	67.1	72.2
Secondary Sector (@ 60% incr. to 65% in 12/13)	31.9	35.9	37.4	40.0	42.7
Main Trade Area (@ 60% incr. to 65% in 12/13)	84.7	95.6	99.8	107.1	114.9
F&G Spending Retained by TA Smkts					
Primary Sector (@ 50% incr. to 67.5% in 12/13)	26.4	40.3	42.1	45.3	48.8
Secondary Sector (@ 55% incr. to 67.5% in 12/13)	17.5	24.2	25.2	27.0	28.8
Main Trade Area (@ 51.9% incr. to 67.5% in 12/13)	43.9	64.5	67.4	72.3	77.6
F&G Sales from Beyond TA (@ 13% incr. to 15% in 12/13)	<u>6.3</u>	<u>11.4</u>	<u>11.9</u>	<u>12.8</u>	<u>13.7</u>
Total F&G Sales for TA Smkts	50.2	75.9	79.2	85.1	91.3
General Merchandise Sales (@ 6%)	<u>3.2</u>	<u>4.8</u>	<u>5.1</u>	<u>5.4</u>	<u>5.8</u>
Total TA Smkt Sales	53.4	80.8	84.3	90.5	97.1
Smkt Floorspace in TA (sq.m)**	5,530	11,211	11,211	11,211	11,211
Average Trading Level (\$/sq.m)	9,656	7,204	7,520	8,072	8,662
Distribution of TA Smkt Sales					
Fairfield Heights Smkt	13.7	25.7	26.9	28.9	31.0
Other TA Supermarkets**	<u>39.7</u>	<u>55.0</u>	<u>57.4</u>	<u>61.6</u>	<u>66.1</u>
Total TA Smkt Sales	53.4	80.8	84.3	90.5	97.1

*Constant 2009/10 dollars & including GST

**Existing supermarkets in TA as at January 2011 include Coles at Smithfield Square, Aldi at Fairfield West and Food For Less at Fairfield Heights.

LOCATION

- The next step in the analysis is to estimate the likely proportion of food and grocery expenditure which can be retained by main trade area supermarkets; specifically the proportion of expenditure that can be retained by the existing and proposed supermarket facilities within the main trade area as compared with the spending directed to supermarkets outside the main trade area at locations such as the Fairfield Town Centre and Wetherill Park.

- The existing supermarket facilities currently provided within the main trade area include the existing Food For Less store, Coles at Smithfield Square, as well as Aldi at Fairfield West. The recently opened Coles supermarket at Fairfield West is presumed to record its first full year of trading in 2011. Based on the defined main trade area, it is estimated that 51.9% of the food and grocery spending directed to supermarkets is retained by existing supermarkets within the main trade area. Almost \$1 in every \$2 of main trade area resident food and grocery spending is estimated to be escaping the trade area. After the addition of the recently completed Coles supermarket at Fairfield Market Plaza as well as the proposed expanded Fairfield Heights supermarket, the level of retained spending is projected to increase to 67.5% in 2012/13.
 - Additionally, an estimated 13% of total supermarket sales is likely to be attracted from beyond the defined main trade area, reflecting the proximity to major arterial roads and the location at the periphery of the main trade area. With the addition of the full-line Coles supermarket at Fairfield Market Plaza as well as the expanded Woolworths supermarket at Fairfield Heights, projected business from beyond the defined main trade area is projected to increase to 15% in 2013.
- v. The steps detailed above generate the annual estimates of food and grocery spending available to supermarkets within the main trade area. On this basis, after the additional of the Coles store at Fairfield West and the Woolworths store at Fairfield Heights, this figure is projected at \$75.9 million in 2013, an increase from the current level of \$50.2 million. These projected figures do not include retail inflation, thus the increase shown over this time period reflects real growth.
- vi. In 2016, available food and grocery spending directed to main trade area supermarkets is projected to increase to \$79.2 million, with further growth to \$91.3 million in 2026, expressed in constant 2010 dollar terms.
- vii. Finally, in order to estimate the total likely sales volume available to main trade area supermarkets, additional components of sales other than food and grocery sales is

C'

taken into account. The major component of sales other than food and grocery sales that supermarkets typically include are general merchandise and non-food items. Non-food items typically generate around 6.0% of total store sales for modern supermarket chains.

- viii. On this basis, the total volume of sales available to main trade area supermarkets is estimated to increase from the current level of \$53.4 million to \$80.8 million in 2013 and further to \$97.1 million in 2026.
- ix. At the bottom of Table 4.1, the distribution of sales for the expanded Fairfield Heights supermarket as compared with the other supermarkets in the main trade area is detailed. The proposed Fairfield Heights supermarket is projected to achieve sales of \$25.7 million in 2013, increasing from the current sales level of \$13.7 million for the existing Food for Less store. Sales for the other supermarkets (Coles at Smithfield Square, Coles at Fairfield Market Plaza and Aldi at Fairfield West) within the main trade area are projected at \$55.0 million. The average trading level of the existing supermarkets within the main trade area are estimated at over \$9,650 per sq.m, significantly above the Australian average of around \$7,500-\$8,000 per sq.m. Following the addition of the Coles supermarket at Fairfield Market Plaza as well as the expanded Fairfield Heights supermarket, average trading levels are projected to be generally in-line with the Australian average at over \$7,200 per sq.m and increasing to \$8,662 per sq.m by 2026.
- x. The existing Food for Less supermarket at Fairfield Heights occupies 1,330 sq.m and is significantly smaller than the full-line Coles supermarkets at Fairfield West and Smithfield. As such, this store should be expanded in order to compete more effectively with these larger full-line stores.
- xi. Taking the above into account, there is clearly demand for additional supermarket floorspace at Fairfield Heights. The addition of a full-line supermarket at the proposed Fairfield Heights Woolworths development will provide a full-line store with an offer that will allow Fairfield Heights residents to undertake a full weekly shop locally. The addition of this tenant would result in the retention of customers in

'C'

the Fairfield Heights locality, with surrounding retailers standing to benefit from higher customer flows.

4.3 Total Centre Sales Potential

- i. The proposed Fairfield Heights Woolworths development will include a supermarket of 3,361 sq.m in addition to some 345 sq.m of specialty floorspace.
- ii. The proposed supermarket is projected to achieve sales of \$25.7 million in 2013.
- iii. Around 345 sq.m of specialty floorspace is also planned to be provided at the Fairfield Heights Woolworths development. Typically, supermarket based centres incorporate a provision of non-retail traders such as banks, travel agents, post office and medical traders, in the order of 10% of specialty floorspace. Due to the limited provision proposed at the Fairfield Heights site, no non-retail facilities are assumed at the proposed centre.
- iv. An analysis of retail specialty floorspace at the proposed Fairfield Heights Woolworths development, based on an indicative composition and inspection of existing retail floorspace within the Fairfield Heights area, outlines a projected average trading level of around \$6,000 per sq.m across retail specialty floorspace. Based on this trading level, the 345 sq.m of retail specialty floorspace is projected to achieve sales of \$2.07 million (i.e. 345 sq.m of retail specialty shop floorspace multiplied by \$6,000 per sq.m).
- v. As summarised in Table 4.2, total traditional retail sales for the Fairfield Heights Woolworths development are projected at \$27.8 million in 2012/13.
- vi. With total sales projected at \$27.8 million in 2012/13, this represents a net gain of around \$14.1 million following the development (\$27.8 million minus the existing Food For Less supermarket sales of around \$13.7 million).

TABLE 4.2 – PROJECTED CENTRE SALES, 2012/13

Component	GLA (sq.m)	Projected Sales*	
		(\$'000)	(\$/sq.m)
Supermarket	3,361	25,720	7,652
Total Retail Specialty	345	2,070	6,000
Total Retail	3,706	27,790	7,499
Non-Retail	0	n.a.	n.a.
Total Centre	3,706	27,790	7,499

*Constant 2009/10 dollars & including GST

LOCATION

4.4 Sales Impacts

- i. This sub-section of the report outlines the likely sales impacts on competitive retail centres/facilities as a result of the establishment of the retail component at the proposed Fairfield Heights Woolworths development.
- ii. It is important to note that impacts outlined in this report are indicative as it is difficult to precisely project the sales impact from the opening of a new store/centre on existing retail facilities. A number of factors can influence the impact on individual centres/retailers, including but not limited to:
 - Refurbishment/improvements to existing centres.
 - Expansions to existing centres.
 - Loyalty programs of existing retailers.
 - The existing centre mix and how it competes with the proposed development.
- iii. For all these reasons and other similar factors, sales impacts outlined in this report should be used as a broad indication.
- iv. Table 4.3 outlines projected sales impacts from the retail component of the proposed Fairfield Heights Woolworths development. The steps involved in assessing the sales and impacts on competitive centres are presented as follows:
 - Step 1 - Estimate sales levels for existing centres in the 2010 financial year.

- Step 2 - Project sales for existing and proposed centres in the 2013 financial year, the first full year of trading for the proposed Fairfield Heights Woolworths development. These projections allow for retail market growth and new retailers/centres. All sales projections in 2013 are presented in constant 2010 dollars (i.e. excluding inflation).
- Step 3 - Outline the change in sales at each centre in 2013 as a result of the establishment of the Fairfield Heights Woolworths development. Again, all sales are expressed in constant 2010 dollars.
- Step 4 - Show the impact on sales in 2013, both in dollar terms and percentage of sales.

TABLE 4.3 – FAIRFIELD HEIGHTS PROJECTED CENTRE IMPACTS, 2010-2013

	Unit	Projected 2013		Impact 2013	
		Pre Exp.	Post Exp.	\$M	%
<i>Fairfield Heights Woolworths Dev't</i>	\$M	12.5	27.8	15.3	121.8%
Fairfield Heights Remainder	\$M	29.7	29.0	-0.7	-2.5%
Sub-Regional Centres					
<u><i>Fairfield</i></u>	<u>\$M</u>	<u>209.9</u>	<u>204.2</u>	<u>-5.7</u>	<u>-2.7%</u>
• Fairfield Forum	\$M	63.0	61.7	-1.3	-2.0%
• Neeta City SC	\$M	84.3	80.5	-3.8	-4.5%
• Other	\$M	62.6	61.9	-0.6	-1.0%
Stockland Wetherill Park	\$M	279.8	277.0	-2.8	-1.0%
Other Smkt Centres					
<u><i>Smithfield</i></u>	<u>\$M</u>	<u>38.3</u>	<u>36.7</u>	<u>-1.5</u>	<u>-4.0%</u>
• Smithfield Square	\$M	25.2	24.0	-1.3	-5.0%
• Other	\$M	13.0	12.8	-0.3	-2.0%
<u><i>Fairfield West</i></u>	<u>\$M</u>	<u>45.1</u>	<u>43.0</u>	<u>-2.1</u>	<u>-4.6%</u>
• Fairfield Market Plaza ¹	\$M	32.4	30.4	-1.9	-6.0%
• Other	\$M	12.7	12.6	-0.1	-1.0%
Wakeley SC	\$M	14.9	14.6	-0.4	-2.5%
Canley Heights	\$M	25.1	24.9	-0.3	-1.0%
Wetherill Market Town	\$M	20.9	20.7	-0.2	-1.0%
Cabramatta	\$M	144.6	143.9	-0.7	-0.5%
Greystanes SC	\$M	38.6	38.4	-0.2	-0.5%
Merryway SC	\$M	19.9	19.9	0.0	0.0%

*Constant 2009/10 dollars & including GST

¹Coles and specialty stores opened in late 2010 and as such, first full year of trading will be 2010/11.

(C)

v. The key information outlined in Table 4.3 is summarised as follows:

- The proposed Fairfield Heights Woolworths development is projected to record sales of \$27.8 million in 2013. This represents an additional \$15.3 million as compared with the sales level that the existing Fairfield Heights Food for Less store is likely to achieve prior to development in 2013. The existing Field Heights Food For Less is likely to be impacted by the new Coles anchored Fairfield Market Plaza.
- Of this total, some \$4.3 million is projected as a result of a redirection of spending from competitive facilities in the main trade area, with the remainder (\$10.9 million) being a reduction in expenditure from facilities beyond the main trade area. Of this remaining impact, some \$0.7 million is likely to result in impacts on a range of smaller retail facilities beyond the trade area that are not currently represented in this analysis.
- The highest impacts in both dollar and percentage terms will be on the existing larger retail facilities, particularly full-line supermarkets within the region which would compete directly with the proposed development. The stores most likely to be impacted include existing full-line Woolworths supermarkets within the surrounding region as well as the nearby Coles supermarket at Fairfield Market Plaza and Coles at Smithfield Square. However, in each of these instances, the projected impacts will not threaten the viability of any centre. Furthermore, each of these centres are likely to benefit in the future from the growth in population within close proximity to the major centres, as well as, in some cases, planned centre expansions.
- Existing facilities within the Fairfield Heights retail strip are also proposed to be impacted by the planned development to some degree, however, this impact is likely to be minimal at around 2.5%. The establishment of the Fairfield Heights Woolworths development will likely result in a net gain in sales (as compared with current 2010 levels) for retailers within the Fairfield Heights retail strip.

(C)

- The projected impacts on remaining retail facilities within the surrounding region are projected to be 2.5% or less, and as such will not compete to any significant degree with the planned Fairfield Heights Woolworths development.
- The impact on each facility within the region is projected to be 6.0% or less and as such, will be well within the normal competitive range of less than 10%. Each existing trader and retail precinct will continue to remain viable.
- The Fairfield Heights Woolworths development will retain spending that is currently escaping Fairfield Heights, with existing facilities standing to benefit from increased customers in the precinct.
- The proposed development will serve the convenience food and grocery needs of the surrounding population and would provide a wide range of retail tenants.

4.5 Employment and Consumer Impacts

- i. The establishment of the proposed Fairfield Heights Woolworths development will 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 will include the following:
 - The provision of a wider range of shopping facilities for local residents, including a full-line supermarket and retail specialty floorspace in a convenient location.
 - Increased choice and price competition for food and grocery shopping.
 - The additional retail floorspace, above the existing provision within Fairfield Heights, is projected to employ around 122 persons as summarised in Table 4.4. Taking a conservative view and allowing for an estimated 10% of the total increase to be as a result of the reduced employment at existing retail facilities, the net additional jobs are estimated at 110.
 - The additional 110 permanent retail employees would earn an average annual wage of around \$28,800 as sourced from the ABS. This represents an additional

- \$3.2 million in salary and wages for the local economy, directly as a result of the expanded retail component at the Fairfield Heights Woolworths development.
- Further jobs would be created from the supplier induced multiplier effects as a result of the retail jobs for the on-going running of the retail component of the expanded Fairfield Heights Woolworths development as well as from the construction of the development. Jobs created are full-time equivalent jobs, which may include both full-time and part-time positions. In total, some 104 jobs are projected to be created in the broader community, based on ABS Input/Output Multipliers (refer Table 4.5).
 - The proposed expanded Fairfield Heights Woolworths development will create a substantial number of additional jobs, both for the construction and related industries during the construction phase of the development and for the economy generally once the development is completed.
 - The estimated total capital costs for the construction of the development are \$7.5 million. 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 \$5.9 million (i.e. in 1996/97 dollars), it is estimated that the construction period of the proposed Fairfield Heights Woolworths development would create some 41 jobs (refer Table 4.6).
 - The additional construction jobs (41), will result in a further 66 jobs in the broader community based on ABS Input/Output Multipliers (refer Table 4.6).

C

TABLE 4.4 – ESTIMATED PERMANENT EMPLOYMENT

Type of Use	Estimated Employment Per '000 sq.m	Fairfield Heights	
		Change in GLA (sq.m)	Employment (persons)
Supermarket	50	2,031	102
Retail Specialty Shops	60	345	21
Total Centre¹		2,376	122
Net Increase²			110
<small>1. Excludes non-retail components. 2. Net increase includes an allowance for reduced employment levels at impacted centres estimated at 10% of the total increase</small>			

TABLE 4.5 – ESTIMATED EMPLOYMENT IMPACT

Original Stimulus	Direct Employment	Supplier Employment Multiplier Effects	Total
Centre Employment ¹	110	104	214
<small>* Employment totals include both full-time and part-time work 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</small>			

TABLE 4.6 – ESTIMATED CONSTRUCTION EMPLOYMENT IMPACT

Original Stimulus	Estimated Capital Costs (\$M) ¹	Direct Employment	Supplier Employment Multiplier Effects	Total	
Construction of Project	5.9	41	66	107	Job Years ²
<small>* Employment totals include both full-time and part-time work 1. Adjusted by inflation and productivity to 1996/97 Dollars 2. Indicates the estimated number of jobs over the life of the construction project plus ongoing multiplier effects, for the equivalent of one year Source : Australian National Accounts: Input-Output Tables 1996-97</small>					

5 NEEDS ANALYSIS

The final section of this report summarises the key conclusions of the impact analysis for the proposed Fairfield Heights Woolworths development.

‘Need’ or ‘Community Need’ in a planning sense is a relative concept that relates to the overall wellbeing of a community. A use is needed, for example, if it would, on balance, improve the services and facilities available in a locality. The reasonable demands and expectations of a community are important, therefore, in assessing need.

The Fairfield City Retail and Commercial Centres Study, undertaken by Leyshon Consulting on behalf of Fairfield City Council in June 2005, provides an evaluation study for proposed retail developments and expansions within the Fairfield municipality. This document is used frequently by Fairfield Council in order to validate proposed developments.

The key evaluation criteria outlined within the Leyshon study for neighbourhood centres include:

- *That any expansion proposal not alter the role of the neighbourhood centre within Fairfield’s retail system.*
- *That any expansion proposal not unacceptably affect the range of services available in nearby sub-regional centres or local shop groups.*
- *That any proposed development does not rely on expansion of the existing trade area of a neighbourhood centre for its viability.*
- *That a development proposal result in an outcome consistent with the current role of the centre.*
- *That a development proposal will strengthen the viability of a centre, particularly its core function of providing supermarket services.*

These criteria are addressed below.

5.1 Expansion proposal will not alter the role of the Neighbourhood Centre within Fairfield's Retail System

- i. The proposed Fairfield Heights Woolworths development will not impact on the role of Fairfield Heights, which is defined as a neighbourhood centre within the Fairfield LGA. Instead, the proposed Fairfield Heights Woolworths development will strengthen Fairfield Heights as a neighbourhood centre destination.
- ii. The Leyshon Consulting Fairfield City Retail and Commercial Centres Study defines 'neighbourhood centres' to contain between 5,000-10,000 sq.m of retail floorspace and provide retail facilities to one or more suburbs. It is also acknowledged that these centres can include full-line supermarkets, which the study identifies as being supermarkets over 2,500 sq.m.
- iii. The proposed development, at 3,706 sq.m, including a full-line supermarket and a small provision of specialty floorspace, will be in-line with the size of the existing Smithfield Square, north of Fairfield Heights and substantially smaller than the recently completed Fairfield Market Plaza at Fairfield West. Both Smithfield and Fairfield West include full-line supermarkets.
- iv. In addition to the above, the net gain in retail floorspace as a result of the proposed Fairfield Heights Woolworths development will be 2,376 sq.m, taking into account the existing 1,330 sq.m Food For Less store which will be replaced. This provision of retail floorspace has previously been approved at the now lapsed development south of the Fairfield Heights Woolworths development site at 164-168 The Boulevard.
- v. The proposed Fairfield Heights Woolworths development will not include a new supermarket and instead, will merely expand the existing smaller Food for Less supermarket that is currently provided at Fairfield Heights. Other retailers within Fairfield Heights stand to benefit from the additional customers attracted to the precinct.

(C)

- vi. The proposed development will not impact on the role served by surrounding retail precincts and facilities, including the Fairfield Town Centre. The proposed development will include a full-line supermarket and a small provision of specialty floorspace which would compete more directly with surrounding large full-line supermarkets. Furthermore, the existing store is not a full-line store and as such an expansion will allow the supermarket and the Fairfield Heights precinct to compete more directly with surrounding facilities and continue to remain viable.
- vii. The inclusion of a full-line supermarket will result in local residents being able to undertake a weekly food and grocery shop at Fairfield Heights, instead of travelling to larger and more congested centres outside of the immediate region. Resident spending that is currently escaping the area, particularly food and grocery spending, will remain locally.

5.2 Expansion proposal will not unacceptably affect the range of services available in nearby Sub-regional Centres or Local Shop Groups

- i. The analysis of the impacts provided in the previous section of this report shows that the projected impacts on other retailers throughout the region, resulting from the establishment of the Fairfield Heights Woolworths development, will not threaten the viability or continued operation of any centre.
- ii. The majority of projected impacts would fall on other full-line supermarkets, however, this impact would be well within the normal competitive range of less than 10%. The viability of these supermarkets will not be impacted with the expanded supermarket at Fairfield Heights.
- iii. The impacts from the proposed supermarket based development are only likely to be experienced by competitive centres in the short term, and these centres stand to benefit from market growth after these impacts have been absorbed.
- iv. Smaller retail centres anchored by supermarkets in the surrounding region will continue to be viable and serve their local, surrounding populations.

'C'

- v. The proposed Fairfield Heights Woolworths development will cater to the food and grocery needs of the surrounding residents, particularly those within the key primary sector and will complement the larger retail precinct within the Fairfield Town Centre and to a lesser degree, facilities at Wetherill Park.
- vi. These larger surrounding facilities will continue to form the major destinations for retail shopping, providing a larger range of food, non-food and non-retail traders in a single location than the proposed Fairfield Heights Woolworths development. As a result, the proposed Fairfield Heights Woolworths development will not diminish the role or function of surrounding centres or detract from their vitality. Fairfield Heights residents will continue to travel to the higher order retail facilities, beyond the defined main trade area, on a regular basis.
- vii. Taking the above into account, the proposed Fairfield Heights Woolworths development would not impact on the role or function of any sub-regional, neighbourhood or local centre identified within the Fairfield municipality and will instead serve the immediate surrounding population with a convenient, food and grocery retail offer.

5.3 Proposed development will not rely on expansion of the existing trade area of the Neighbourhood Centre for its viability

- i. Some 20,300 residents are currently provided within the defined primary sector for the proposed Fairfield Heights Woolworths development, with these residents generally provided within 1 km of the proposed site. This population can sustain the development and the proposed Fairfield Heights Woolworths development will not rely on attracting business from the broader Fairfield region.
- ii. The establishment of the proposed Fairfield Heights Woolworths development would provide a full-line supermarket in addition to a small provision of retail specialty shops. The development would cater to the needs of the local population and allow them to undertake a full-line food and grocery shop in close proximity to their homes.

C'

- iii. The nearest existing full-line supermarket facilities are provided on the opposite side of the Cumberland Highway. These facilities will continue to serve their surrounding populations.
- iv. The planned Fairfield Heights Woolworths development would complement the existing mix of retailers within Fairfield Heights and would provide increased choice and price competition for the surrounding population. The proposed full-line supermarket will be able to compete more directly with existing full-line stores within the main trade area including at Smithfield Square and Fairfield Market Plaza.
- v. Furthermore, the main trade area population, including a less affluent population, should be provided with affordable, convenient retail facilities in close proximity to their homes.

5.4 Development proposed will result in an outcome consistent with the current role of the centre

- i. The proposed Fairfield Heights Woolworths development will be consistent with the current role of Fairfield Heights as a neighbourhood centre, providing a convenient food and grocery offer, anchored by a full-line supermarket, for the surrounding population.
- ii. The proposed Fairfield Heights Woolworths development is planned to result in an additional 2,376 sq.m of retail floorspace above the existing 1,330 sq.m Food For Less store which will be replaced. This provision will be in-line with the size of the previously approved supermarket of 2,230 sq.m at 164-168 The Boulevarde, in Fairfield Heights, which has now lapsed.
- iii. The high profile site would be very convenient and easily accessible for the local population and passing traffic, with excellent exposure along The Boulevarde.
- iv. The site of the proposed Fairfield Heights Woolworths development would promote excellent accessibility and cross shopping with other facilities, being located within the key Fairfield Heights retail precinct, along The Boulevarde.

- v. The proposed Fairfield Heights Woolworths development would have a direct link to Stanbrook Street and access to The Boulevard. The development would be integrated with the surrounding hotel and retail facilities.
- vi. The composition of the proposed Fairfield Heights Woolworths development would complement existing facilities within the precinct, including a small provision of retail specialty floorspace with a focus on convenience retail traders. The proposed development is centrally located within the Fairfield Heights precinct and would complement surrounding facilities.

5.5 The development proposal will strengthen the viability of the centre, particularly its core function of providing supermarket services

- i. The Fairfield Heights Woolworths development will enhance the supermarket offer of Fairfield Heights by providing a full-line supermarket offer to the surrounding population.
- ii. The existing Food For Less supermarket at Fairfield Heights will continue to lose market share and be impacted by surrounding full-line supermarkets including the Coles supermarket at Smithfield and the recently completed Coles supermarket at Fairfield Market Plaza.
- iii. Taking the above into account, there is clearly demand for additional supermarket floorspace at Fairfield Heights. The addition of a full-line supermarket at Fairfield Heights will provide a full-line supermarket with an offer that will allow Fairfield Heights residents to undertake a full weekly shop locally. The addition of this tenant would result in the retention of customers within Fairfield Heights, with all other retailers standing to benefit from higher customer flows.
- iv. The viability of Fairfield Heights as a neighbourhood centre would be strengthened as a result of the proposed development which would complement surrounding facilities and would provide a convenience based retail centre in an easily accessible location.

(C)

5.6 Consumer Trends

- i. There is a strong need for convenience shopping facilities and a wider choice of facilities within close proximity to the homes of residents of Fairfield Heights. Consumers visit supermarkets, on average, two to three times a week.
- ii. Over the past five years, 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. These social trends include:
 - Longer working hours.
 - An increase in the numbers of women in the labour force.
- iii. Time pressures are ranked at the top of the list of issues that consumers face when undertaking their regular food and grocery shopping.
- iv. As a result of the increasing time pressures that consumers face when it comes to food and grocery shopping, there is growing demand for convenience shopping facilities to meet the needs of local residents.
- v. There are a limited number of convenience based facilities within the surrounding Fairfield Heights region and as such, the establishment of the proposed Fairfield Heights Woolworths development, anchored by a supermarket, will provide a much needed convenient retail offer for the surrounding population.

5.7 Net Community Benefits

- i. It is the conclusion of this report that a substantial net community benefit will result from the establishment of the proposed Fairfield Heights Woolworths development. Offsetting the trading impacts on some existing retailers, predominantly supermarkets, there are very substantial positive impacts including the following:
 - Significant improvement in the range of convenient food and grocery supermarket and retail facilities that will be available to residents. The addition

C'

of the proposed Fairfield Heights Woolworths development will improve choice of location and also allow for price competition.

- Further, residents of the region should be provided with a wider range of conveniently located retail facilities within close proximity to their homes.
- Reduced travel times and fuel costs for the surrounding population.
- The creation of additional employment which will result from the project, both during the construction period, and more importantly, on an ongoing basis once the development is completed and operational.

ii. In statistics, sequential analysis or sequential hypothesis testing is statistical analysis where the sample size is not fixed in advance. Instead data is evaluated as it is collected. Sequential testing means that a conclusion may sometimes be reached at a much earlier stage than would be possible with more classical hypothesis testing or estimation. Sequential testing is increasingly being applied in the planning environment, as evidenced by the Retail Policy Review in Victoria.

iii. In terms of the proposed Fairfield Heights Woolworths development, the results of a sequential test for the economic issues are as follows:

Criteria Question	Result
Is the development in-centre?	Yes
Will the development impact on the established retail hierarchy?	No
Is there land available on site for the proposed development?	Yes
Is there major tenant demand?	Yes
Are other sites available in-centre that could support the proposal?	No
Is there population demand (catchment size)?	Yes
Will the proposal be co-located with other similar facilities?	Yes
Is the proposal consistent with planning strategies?	Yes
Will impacts on existing and future centres be detrimental?	No

(C)

- iv. On the basis of all of the above, the proposed Fairfield Heights Woolworths development meets all criteria of a sequential test.
- v. It is concluded that the combination of the substantial positive economic impacts serve to more than offset the trading impacts that could be anticipated for a small number of the existing retailers in the region. Further, the impacts would not threaten the viability of any of these retailers or centres.

'C'

Duane Location IQ
02 8248 0100
Level 10, 56 Pitt Street
Sydney, NSW 2000
www.locationiq.com.au



APPENDIX K

Traffic Report

FABCOT PTY LTD

C'

REPORT ON THE TRAFFIC ASPECTS
OF PROPOSED SHOPPING CENTRE,
REDEVELOPMENT, THE
BOULEVARDE, FAIRFIELD HEIGHTS

MAY 2011

COLSTON BUDD HUNT & KAFES PTY LTD
ACN 002 334 296
Level 18 Tower A
Zenith Centre
821 Pacific Highway
CHATSWOOD NSW 2067

Telephone: (02) 9411 2411
Facsimile: (02) 9411 2422
Email: cbhk@cbhk.com.au

REF: 8132/1

TABLE OF CONTENTS

1. INTRODUCTION.....	1
2. EXISTING CONDITIONS	2
3. IMPLICATIONS OF PROPOSED DEVELOPMENT	7

1. INTRODUCTION

1.1. Colston Budd Hunt & Kafes Pty Ltd has been retained by Fabcot Pty Ltd to prepare a report on traffic aspects of the proposed shopping centre redevelopment within Fairfield Heights town centre. The site is located on the eastern side of The Boulevard, just south of Stanbrook Street, as shown on Figure 1.

1.2. The site is currently occupied by a Food for Less store (some 1,330m² GLA) with an at-grade car park (118 spaces) and access to Stanbrook Street. The proposed redevelopment would replace the Food for Less store with a Woolworths supermarket (some 3,361m² GLA) and specialty shops (some 345m² GLA). Parking for 146 cars plus 9 motor cycles will be provided with access to/from Stanbrook Street

1.3. This report assesses the implications of the proposed development through the following chapters:-

- Chapter 2 - Describing the existing situation; and
- Chapter 3 - Assessing the implications of the proposed redevelopment.

2. EXISTING CONDITIONS

Site Location

- 2.1. The site is located within Fairfield Heights town centre, on the eastern side of The Boulevarde, just south of Stanbrook Street, as shown on Figure 1. It is currently occupied by a Food for Less store (some 1,330m² GLA) with an at-grade car park (118 spaces) and access to Stanbrook Street. Surrounding land use comprises retail/commercial development to the north, south and west (along both sides of The Boulevarde). To the east is located a hotel which shares access with the subject site (via an reciprocal rights of way) to Stanbrook Street. There is a limitation on the easement that restricts access to the subject site from the adjacent hotel site to two locations within the right of way. These are between points A-B (adjacent to Stanbrook Street) and C-D some located some 80 metres within the site. These are shown on Figure 2.

Road Network

- 2.2. The road network in the vicinity of the site includes The Boulevarde, Stanbrook Street and Marlborough Street. The Boulevarde runs along the western boundary of the site and is the main street of Fairfield town centre. It provides one traffic lane in each direction with kerb side parking. To the north The Boulevarde connects to Polding Street. A pedestrian crossing is located on The Boulevarde opposite the on site car park.
- 2.3. Stanbrook Street is located to the north of the site and connects The Boulevarde with Marlborough Street. It provides one traffic lane in each direction with kerb side parking. The intersection of Stanbrook Street with The Boulevarde is a priority controlled T-intersections with Stanbrook Street the minor road.

- 2.4. Marlborough Street is located to the east of the site and runs in a north south direction between Station Street and The Horsley Drive. It provides one traffic lane in each direction with kerb side parking. The intersection of Stanbrook Street and Marlborough Street is controlled by a single lane roundabout.

Traffic Volumes

- 2.5. In order to establish existing traffic conditions, counts were undertaken during weekday afternoon (2.30pm to 6.30pm) and Saturday midday (10.00am to 2.00pm) peak periods in the first week February 2011 (after school holidays had ended) at the intersections of:

- The Boulevarde and Stanbrook Street;
- Marlborough Street and Stanbrook Street; and
- Stanbrook Street and the site access.

- 2.6. The surveyed peak flows are summarised in Table 2.1 and displayed in Figures 3 and 4.

Table 2.1 : Existing Two-Way Peak Hour Traffic Flows		
	Vehicles Per Hour (Two-Way)	
Location	Weekday Afternoon	Saturday Midday
The Boulevarde		
– north of Stanbrook Street	835	720
– south of Stanbrook Street	930	775
Marlborough Street		
– north of Stanbrook Street	380	320
– south of Stanbrook Street	430	340
Stanbrook Street		
– west of Marlborough Street	310	210
– east of site access	280	240
– east of The Boulevarde	435	365
Site Access		
– south of Stanbrook Street	335	285

2.7. The results in Table 2.1 reveal that:-

- The Boulevarde carried some 720 to 835 vehicles per hour (two-way) during the peak periods;
- Marlborough Street carried some 320 to 430 vehicles per hour (two-way) during the peak periods;
- Stanbrook Street carried some 210 to 435 vehicles per hour (two-way) during the peak periods and
- The site access carried some 285 to 335 vehicles per hour (two-way) during the peak periods.

2.8. With regard to the site access the majority of vehicles accessed the shopping centre car park (some 55% during the week afternoon peak time and 85% during the Saturday – midday peak time).

Intersection Operations

2.9. The capacity of the road network is generally determined by the capacity of its intersections to cater for peak period traffic flows. The surveyed intersections have been analysed using the SIDRA program. SIDRA is designed to analyse isolated signal controlled intersections, roundabouts and priority intersections.

2.10. Based on average delay per vehicle, SIDRA estimates the following levels of service (LOS):-

- For Traffic Signals, the average delay per vehicle in seconds is calculated as $\text{Delay}/(\text{All Vehicles})$, for roundabouts the average delay per vehicle in seconds

is selected for the movement with the highest average delay per vehicle, equivalent to the following LOS:-

0 to 14	=	"A"	Good
15 to 28	=	"B"	Good with minimal delays and spare capacity
29 to 42	=	"C"	Satisfactory with spare capacity
43 to 56	=	"D"	Satisfactory but operating near capacity
57 to 70	=	"E"	At capacity and incidents will cause excessive delays. Roundabouts require other control mode.
>70	=	"F"	Unsatisfactory and requires additional capacity

- For give way and stop signs, the average delay per vehicle in seconds is selected from the movement with the highest average delay per vehicle, equivalent to following LOS:-

0 to 14	=	"A"	Good
15 to 28	=	"B"	Acceptable delays and spare capacity
29 to 42	=	"C"	Satisfactory but accident study required
43 to 56	=	"D"	Near capacity and accident study required
57 to 70	=	"E"	At capacity and requires other control mode.
>70	=	"F"	unsatisfactory and requires other control Mode

- 2.11. It should be noted that for roundabouts, give way and stop signs, in some circumstances, simply examining the highest individual average delay can be misleading. The size of the movement with the highest average delay per vehicle should also be taken into account. Thus, for example, an intersection where all movements are operating at a level of service A, except one which is at level of

service E, may not necessarily define the intersection level of service as E if that movement is very small. That is, longer delays to a small number of vehicles may not justify upgrading an intersection unless a safety issue was also involved.

2.12. The SIDRA analysis found that:

- the intersection of The Boulevard and Stanbrook Street operates with average delays per vehicle for the movement with the highest average delay, of less than 20 seconds for both peak periods. This represents level of service B, a satisfactory level of intersection operation;
- the intersection of Marlborough Street and Stanbrook Street operates with average delays per vehicle for the movement with the highest average delay, of less than 15 seconds for both peak periods. This represents level of service A/B, a good level of intersection operation; and
- the intersection of Stanbrook Street and the site access operates with average delays per vehicle for the movement with the highest average delay, of less than 15 seconds for both peak periods. This represents level of service A/B, a good level of intersection operation

Public Transport

2.13. The site is located within Fairfield Heights town centre and as such as access to public transport services (buses and taxis) that service the town centre. Westbus operates the 817 service along The Boulevard past the site. This service operates seven days a week and connects Fairfield with Cabramatta.

3. IMPLICATIONS OF PROPOSED DEVELOPMENT

The Proposed Development

- 3.1. It is proposed to redevelop the site to provide a new supermarket Woolworths supermarket (some 3,361m² GLA) and specialty shops (some 345 m² GLA). Parking for some 146 cars plus nine motorcycles will be provided with the majority of parking located in a basement car park. Access will be retained at the existing location of Stanbrook Street. The service area will be located on the eastern part of the site.
- 3.2. This chapter examines the implications of the proposed development through the following sections:-
- public transport;
 - parking provision;
 - access and internal layout;
 - servicing;
 - traffic effects; and
 - summary.

Public Transport

- 3.3. As noted in Chapter 2, the site is located with Fairfield Heights town centre with access to existing public transport services that service the own centre (bus and taxi services). Furthermore the location within the town centre maximises the opportunities for shared and linked trips and hence reduce traffic generation. The site is therefore well located in the future to provide opportunities for staff and customers with a choice of modes for travel to the site.

- 3.4. The proposed development is therefore consistent with government policy and the planning principles of:
- (a) improving accessibility to employment and services by walking, cycling, and public transport;
 - (b) improving the choice of transport and reducing dependence solely on cars for travel purposes;
 - (c) moderating growth in the demand for travel and the distances travelled, especially by car; and
 - (d) supporting the efficient and viable operation of public transport services.

Parking Provision

- 3.5. Parking requirements for development are set out in Chapter 12 of the Fairfield City Wide DCP. For retail development outside of Cabramatta, Fairfield, Bonnyrigg and Prairiewood town centres the DCP suggests provision of 1 space per 40m² GLA. The proposed development with some 3,623m² GLA would require provision of some 93 spaces.
- 3.6. By way of comparison RTA Guidelines suggest provision of 4.2 spaces per 100 m² for supermarkets and 4.5 spaces per 100m² for specialty shops. Applying these rates results in a requirement for 157 spaces.
- 3.7. The proposed provision of 146 spaces is considered appropriate as it falls within the range suggested by the Fairfield City Wide DCP and RTA Guidelines.

- 3.8. Appropriate bicycle, motor cycle parking and disabled parking will be provided in accordance with the requirements of DCP.

Access and Internal Layout

- 3.9. Access to the site will be retained via the existing driveway on Stanbrook Street. As noted in Chapter 2, access to and from Stanbrook Street is limited by the terms of an easement between the subject site and the adjacent hotel. For the proposed development, vehicles entering and departing the site will do so between points A and B as shown on the right of carriageway. There is sufficient width for a truck to enter the site while a car exiting the basement car park. Appropriate signage will be provided to direct customers to the basement car park and identify the service area on entry to the site.
- 3.10. Parking for 139 cars will be provided within a basement car park on the northern part of the site. Access to the basement car park will be via a two way ramp at the northern end of the car park. To the south of the ramp parking for seven cars (including two disabled spaces) will be located within a small at grade car park. The non-disabled spaces will be allocated to staff, with the disabled spaces for general public use. The disabled spaces are located at the western end of the car park to facilitate access to the proposed town square. Access to the parking spaces within the at-grade car park will be shared with the truck turning area. Such an arrangement is considered satisfactory for the following reasons:
- ❑ The majority of parking spaces will be allocated to staff;
 - ❑ The disabled spaces are located at the western end (adjacent to the town square). Pedestrian access to/from these spaces will be well clear of the area used by trucks to manoeuvre;
 - ❑ There are good sight lines within the at grade car park/truck turning area; and

- The number of large trucks using the area to turn around will be low at four to six per day and generally occur in the morning and early evening, outside peak related times.

3.11. The parking layout is set out in a simple and clear manner. Parking spaces, aisles, ramps etc. will be designed in accordance with appropriate standards. Parking bays will generally be a minimum of 2.7 metres wide by 5.4 metres long with 6.2 metre wide aisles. Overall, subject to satisfactory detailed design, it is considered that the access arrangements and layout of parking areas are appropriate.

Servicing

3.12. A separate service area is proposed at the eastern end of the building. The new dock can accommodate a single large truck or two smaller service vehicles (vans or small trucks). Swept paths of trucks accessing the dock are shown on the plans prepared by I2C Design and Management. The largest truck that would access the dock is a 19 metre long articulated truck. All manoeuvring would occur on-site with trucks entering and departing from Stanbrook Street in a forward direction. Trucks will use a turning area located on the northern side of the proposed supermarket to reverse into the loading dock.

3.13. Deliveries by large trucks (four to six per day) would be staggered over the day to avoid trucks waiting to access the dock. If there was a need for a truck to wait it could do so within the truck reversing area. There is sufficient width within the turning area to allow cars to access the staff parking area while a truck is waiting in the turn area. As noted above in the section on access and internal layout, the provision of staff parking within the truck turning area is considered appropriate.

- 3.14. A separate loading bay for the specialty shops will be located at the western end of the at grade car park. This service area can accommodate small trucks and vans.
- 3.15. The service area will be designed to comply with the requirements of AS2890.2-2002.

Traffic Effects

- 3.16. The traffic generated by the proposed development will have its largest effects during the weekday afternoon peak period and Saturday middle of the day. Estimates of traffic generation of the proposed retail component of the development have been made using RTA Guidelines. These are set out below:

Weekday Afternoon

- ❑ supermarket – 15.5 trips per 100m²; and
- ❑ specialty shops – 4.6 trips per 100m².

Saturday

- ❑ supermarket – 14.7 trips per 100m²; and
- ❑ specialty shops – 10.7 trips per 100m².

- 3.17. Application of these rates result in the existing supermarket (some 1,330m²) having a traffic generation of some 210 vehicles per hour (two way) in the Thursday afternoon and Saturday midday peak periods. The proposed development with some 3,361m² supermarket and some 345m² specialty shops would generate some 530 vehicles per hour (two way) in the weekday afternoon and Saturday midday peak periods. Thus the net increase in traffic generation would be some 320 vehicles per hour (two way) in the weekday afternoon and Saturday midday peak periods.

- 3.18. A proportion of the traffic will be passing trade, which are vehicles that are already in the existing traffic stream passing the centre. Some 15% to 25% of retail trips (based on surveys undertaken by the RTA) would be passing trade and multi purpose trips. For centres less than 10,000m² the RTA guide suggests a rate of 25%. Thus the net increase in traffic generation would be some 240 vehicles per hour (two way).
- 3.19. Traffic from the proposed development was assigned based on traffic patterns for the existing shopping centre as shown on Figures 3 and 4, and summarised in Table 3.1.

Table 3.1 : Existing Plus Development Two-Way Peak Hour Traffic Flows				
	Vehicles Per Hour (Two-Way)			
Location	Weekday Afternoon		Saturday Midday	
	Existing	With Dev	Existing	With Dev
The Boulevarde				
– north of Stanbrook Street	835	+50	720	+50
– south of Stanbrook Street	930	+70	775	+70
Marlborough Street				
– north of Stanbrook Street	380	+30	320	+30
– south of Stanbrook Street	430	+30	340	+30
Stanbrook Street				
– west of Marlborough Street	310	+60	210	+60
– east of site access	280	+60	240	+60
– east of The Boulevarde	435	+130	365	+130
Site Access				
– south of Stanbrook Street	335	+310	285	+310

- 3.20. Examination of Table 3.1 reveals that:
- ❑ traffic flows on The Boulevarde would increase by some 50 to 70 vehicles per hour (two-way) in the peak periods;
 - ❑ traffic flows on Marlborough Street would increase by some 30 vehicles per hour (two-way) in the peak periods;

- ❑ traffic flows on Stanbrook Street (east of the site access) would increase by some 60 vehicles per hour (two-way) in the peak periods. West of the site access (In the short section between the site access and The Boulevarde) the traffic flows would increase by some 130 vehicles per hour (two-way) in the peak periods; and
- ❑ traffic flows at the site access would increase be some 310 vehicles per hour (two-way) in the peak periods.

3.21. The surveyed intersections Chapter 2 have been reanalysed with development traffic in place, using SIDRA. The analysis found that:-

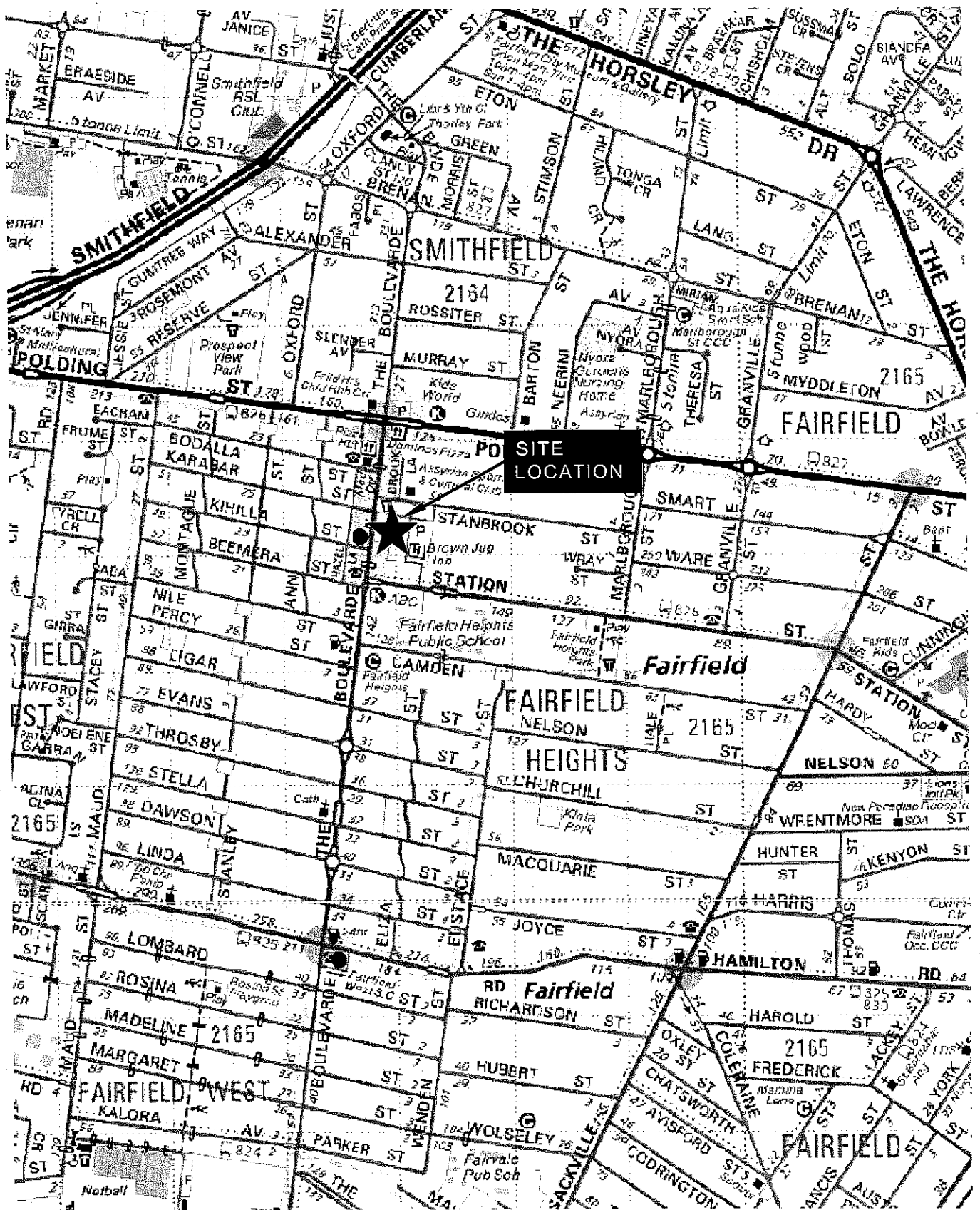
- ❑ the intersection of The Boulevarde and Stanbrook Street would operate with average delays per vehicle for the movement with the highest average delay, of less than 20 seconds for both peak periods. This represents level of service, a satisfactory level of intersection operation;
 - ❑ the intersection of Marlborough Street and Stanbrook Street would operate with average delays per vehicle for the movement with the highest average delay, of less than 15 seconds for both peak periods. This represents level of service A/B, a good level of intersection operation; and
 - ❑ the intersection of Stanbrook Street and the site access would operate with average delays per vehicle for the movement with the highest average delay, of less than 15 seconds for both peak periods. This represents level of service A/B, a good level of intersection operation
-

- 3.22. In summary, the surrounding road network can accommodate the additional traffic generated by the proposed development with intersections operating at satisfactory or better levels of service in both peak periods.

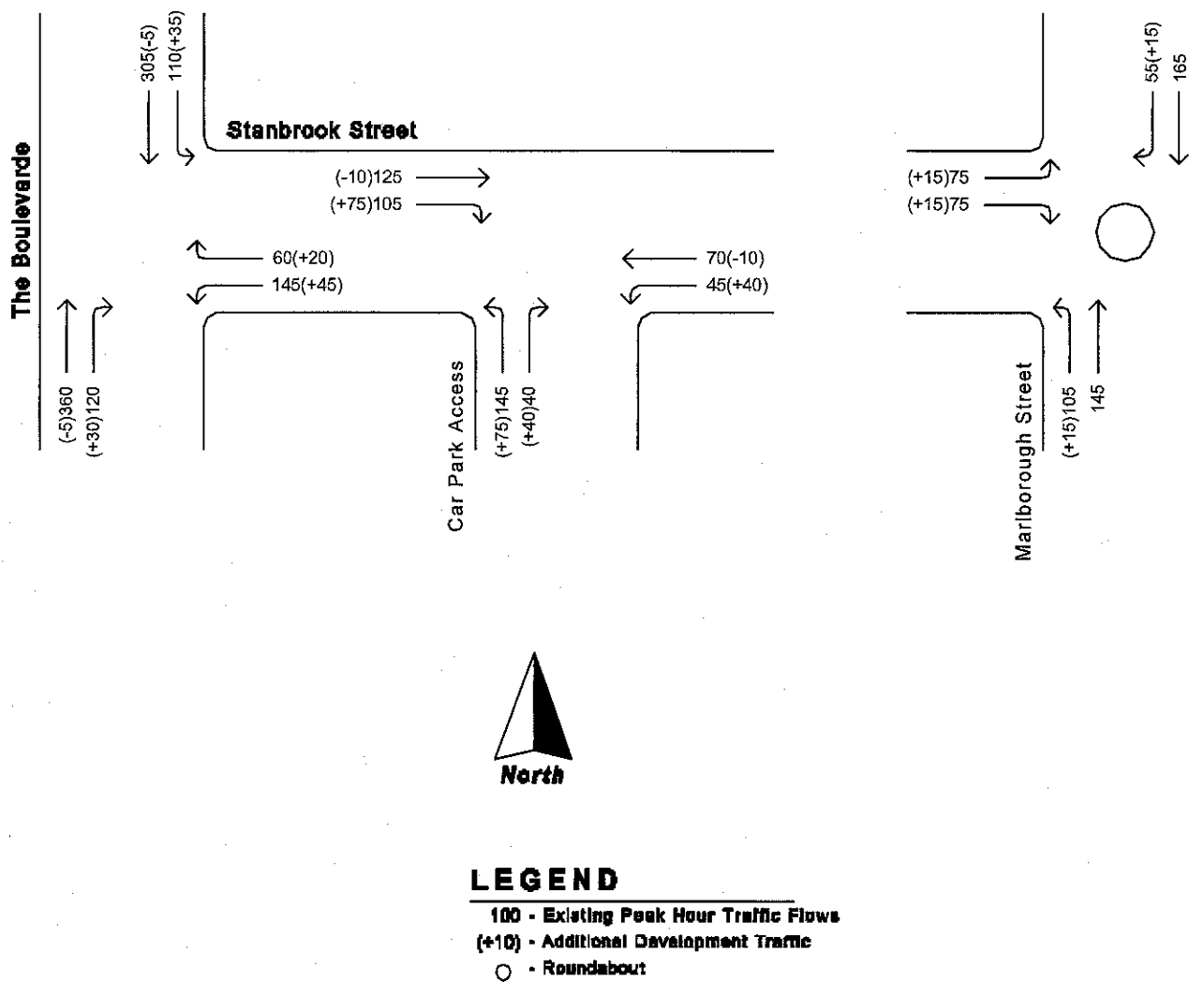
Summary

- 3.23. In summary, the main points relating to the proposed redevelopment of the existing Food for Less store to provide a Woolworths supermarket and specialty shops are:-

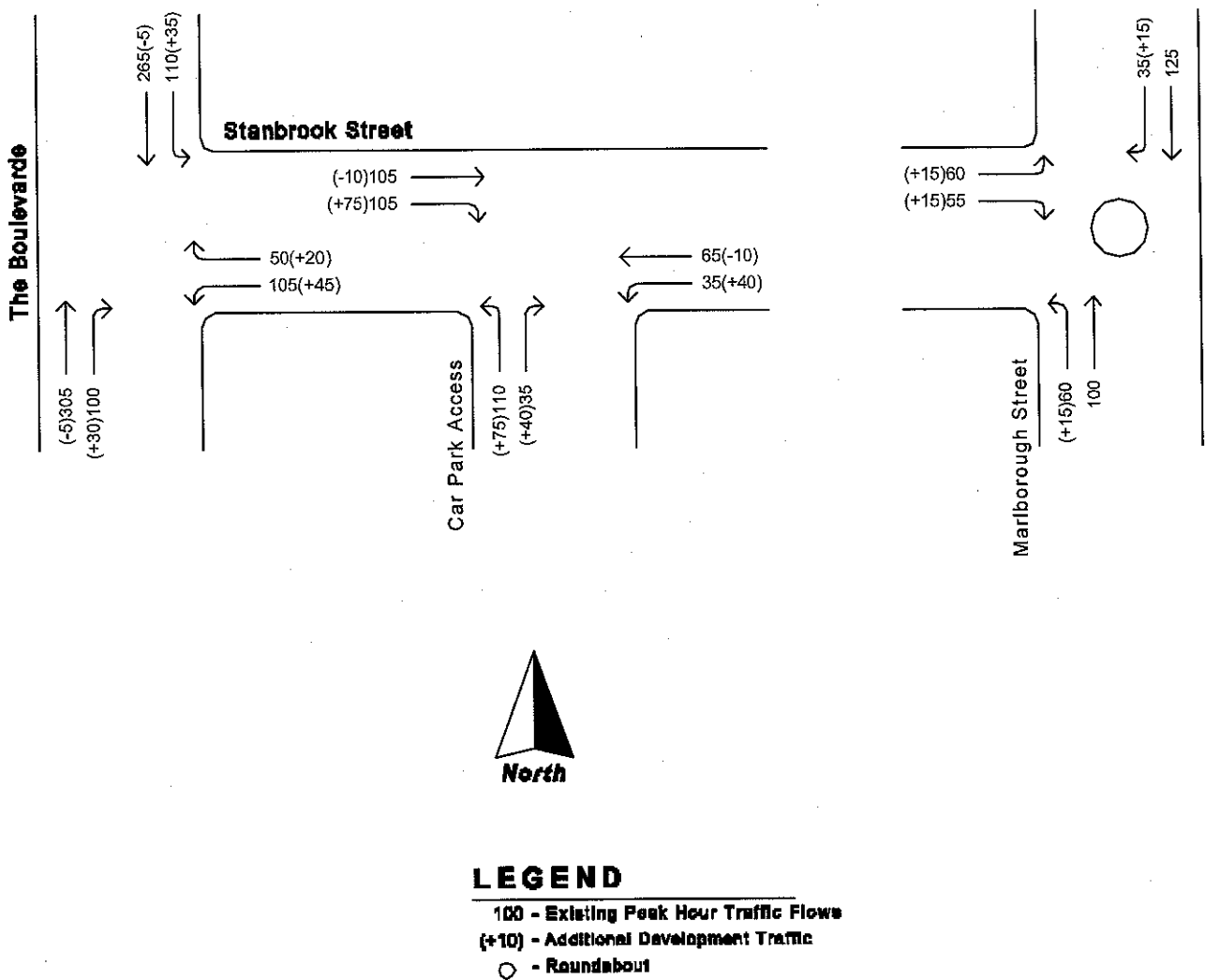
- (i) the proposed development is located within the Fairfield Heights town centre and the site has good access to public transport;
- (ii) the parking provision is considered appropriate;
- (iii) access arrangements and parking layout, subject to detailed design, are considered satisfactory;
- (iv) the proposed service arrangements are considered appropriate; and
- (v) the surrounding road network can cater for the traffic generated by the proposed development.



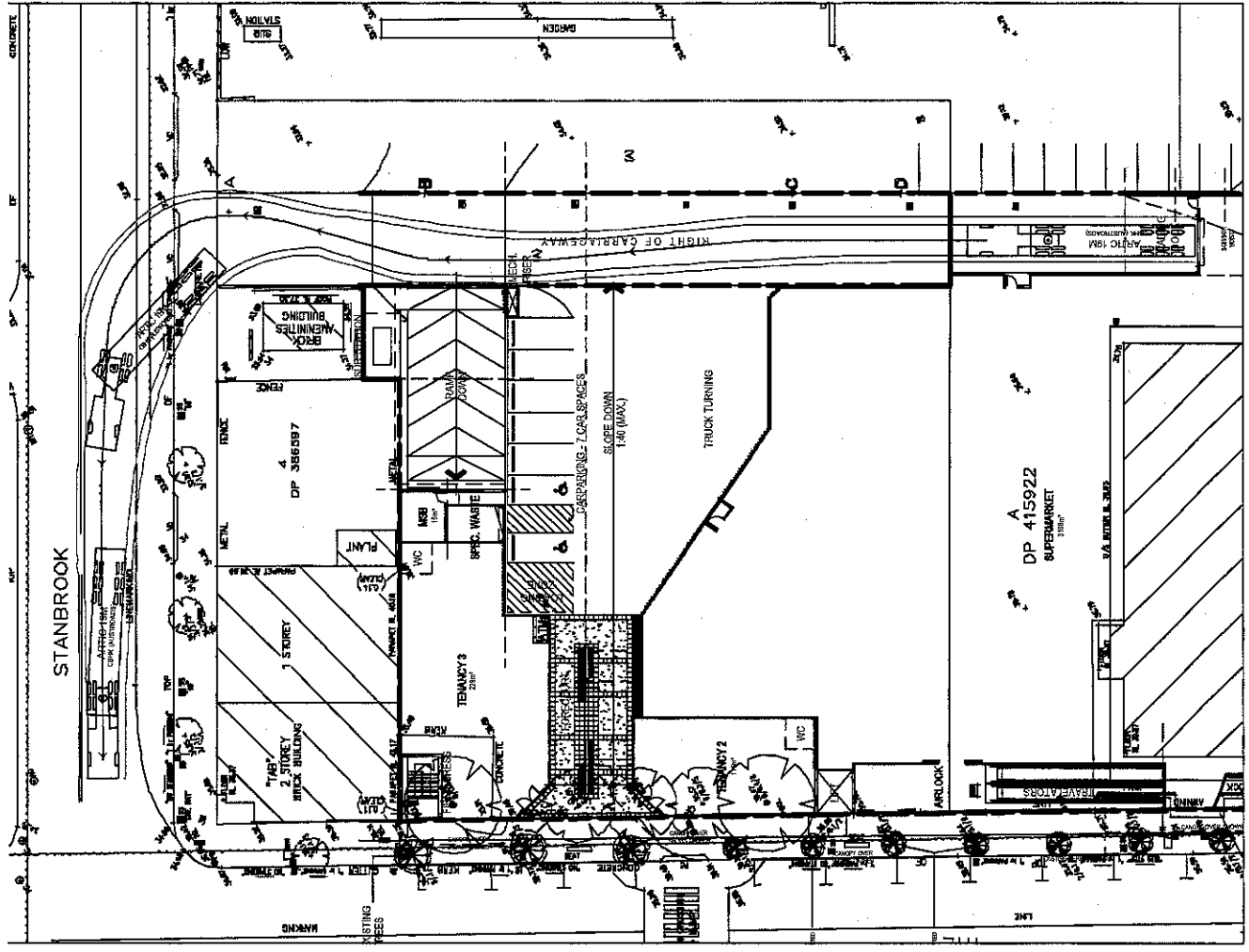
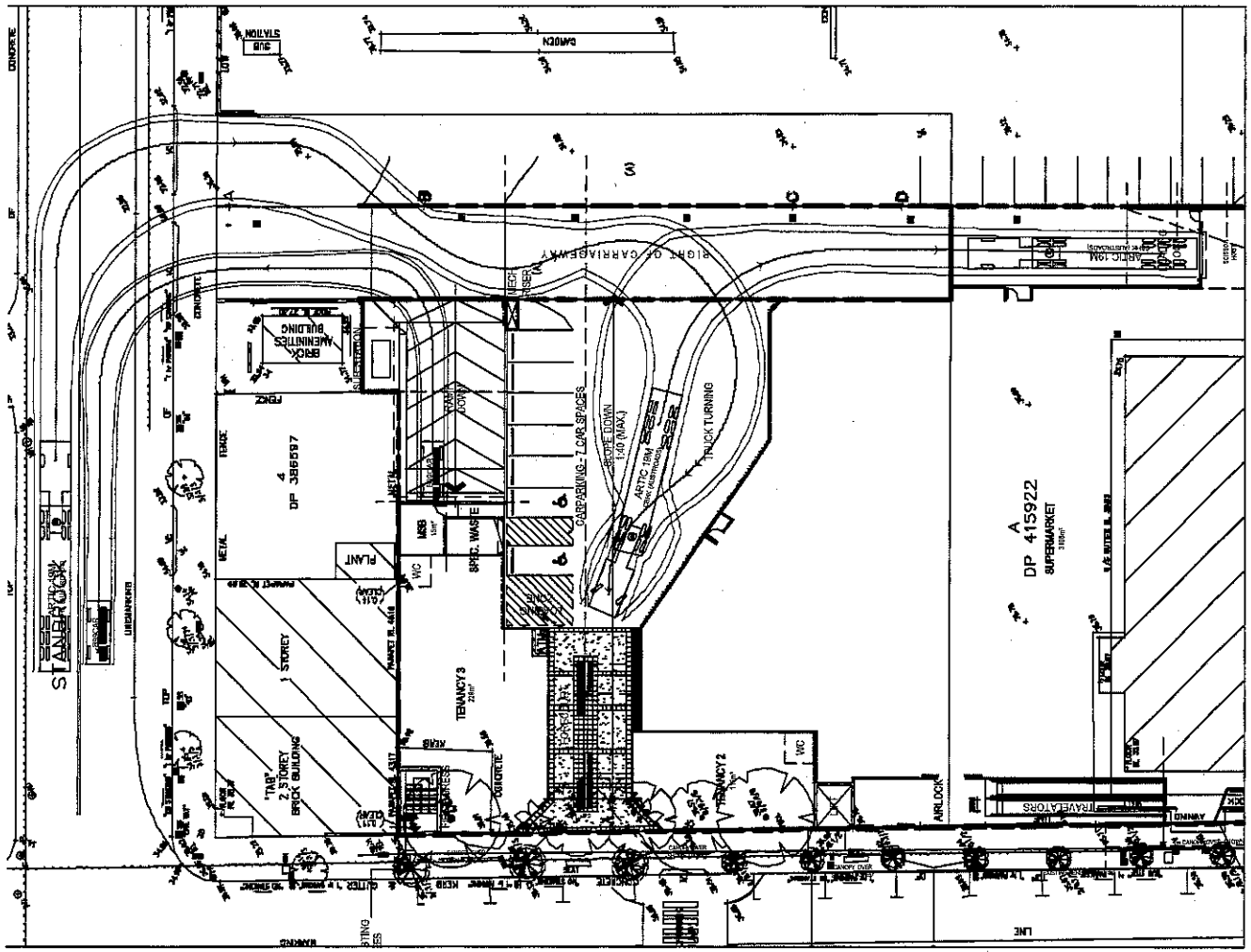
Location Plan



Existing Friday afternoon peak hour traffic flows plus development traffic



Existing Saturday midday peak hour traffic flows plus development traffic



NOTE:
 SKETCH PLAN ONLY. PROPERTY BOUNDARIES,
 UTILITIES, KERBLINES & DIMENSIONS ARE SUBJECT TO
 SURVEY AND FINAL DESIGN. TRAFFIC MEASURES
 PROPOSED IN THIS PLAN ARE CONCEPT ONLY AND
 ARE SUBJECT TO FINAL DESIGN BY CIVIL ENGINEERS.

— Swept Path of Vehicle Body
 — Swept Path of Clearance to Vehicle Body

19.0m ARTICULATED VEHICLE SWEEP PATHS