

Our ref: 13057/211013.HS

21 October, 2013

Michael Oliveiro  
Development Assessment Planner  
Fairfield City Council  
PO Box 21  
FAIRFIELD NSW 1860

**Email:** c/- MOliveiro@fairfieldcity.nsw.gov.au

Dear Michael,

**RE: Dutton Lane Carpark Redevelopment, Cabramatta**

### Background

Fairfield City Council has requested advice from Norling Consulting regarding the proposed construction of a 3 level commercial/retail building with associated parking. The mixed-use development would comprise retail uses on the ground level of approximately 3,000m<sup>2</sup>, approximately 500m<sup>2</sup> of commercial suites and a public car park on the first and second levels. The site is currently used as an open ground level car park. Fairfield City Council commissioned Hill PDA to prepare an Economic Impact Assessment (EIA) which was completed in September 2013. This letter outlines our review of the proposal and, in particular, the EIA and whether it can be relied upon.

### Planning Framework

The subject site is located within the B4 Mixed Use Zone of the Fairfield Local Environmental Plan (LEP) 2013. The objectives of the B4 Mixed Use Zone are *“to provide a mixture of compatible land uses”, “to integrate suitable business, office, residential, retail and other development in accessible locations so as to maximise public transport patronage and encourage walking and cycling”* and *“to support the development of Prairiewood, Fairfield and Cabramatta as the principal locations for specialist cultural, retail, business, tourist and entertainment facilities and services”*. In this context, the proposal appears consistent with these objectives, since it provides a mixture of retail, office and public car parking facilities in an accessible location and integrates with the adjoining retail developments. It also offers an opportunity to enhance the visual amenity of the Town Centre, further advancing Cabramatta as a Major Centre and destination for a range of facilities and services.

The proposal appears consistent with the Precinct intent as outlined in the Fairfield Cabramatta Town Centre Development Control Plan (DCP)(No5/2000) (as amended May 2012). The Objectives of Precinct 2 – Dutton Lane Car Park that are relevant to the planning and economic need for the proposal are to:

- (a) *Encourage medium scale and car based retail activities such as Variety Stores and Supermarkets up to 2,500m<sup>2</sup> floorspace of a scale compatible with the Town Centre*

- (b) *Encourage the development of commercial offices of between three and five storeys in specific locations*
- (c) *Ensure adequate safe, convenient and accessible car parking and provide adequate on-site loading and unloading facilities.*

In terms of the Desired Character for the Precinct, the DCP states that a “*medium to larger scale commercial and retail activity is represented as the main focus of Precinct 2*”, although it does not favour developments exceeding 2,500m<sup>2</sup>. A “*quality open forum retail development*” is envisaged in this Precinct, of “*shops clustered together and separated by private arcades access*” where “*small retail outlets ... are the most common*”. The proposed development seems to be consistent with Objectives (b) and (c), and generally complies with the Desired Character of the Precinct.

The Fairfield City Retail and Commercial Centres Study (2005), identifies Cabramatta as a ‘Major Centre’. Although Cabramatta, unlike other Major Centres, only has one supermarket and has no major discount department or variety stores like Big W or Best and Less, the Study recognises that Cabramatta operates differently due to the high ethnicity and that “*the centre is likely to continue in its present form of being essentially an amalgamation of small stores rather than a traditional centre with large anchor tenants such as supermarkets and DDS*”. In this sense, the proposed development responds to the market demand for small shops, with approximately 30 retail shops ranging between 62m<sup>2</sup> to 164m<sup>2</sup> proposed.

### **Economic Impact Assessment**

The Economic Impact Assessment undertaken by Hill PDA adopts an appropriate methodology and addresses the key items required by an Economic Impact Assessment. The definition of the Trade Areas and the population projections also seem reasonable. In regards to the impacts section, we agree that the proposal is unlikely to have any significant impact on other centres nearby, nor on the other higher order centres of Liverpool and Fairfield. We agree that the proposed development would generate a range of economic benefits to Cabramatta, including the creation of jobs during the construction and ongoing employment, increased variety and range of shops and convenience. We do not have any criticisms that impact on the overall conclusions of the Report.

It is our view that this Economic Impact Assessment can be relied upon by the assessing authority.

### **Comments**

The proposal appears consistent with the aforementioned planning intent for the subject site and for the Cabramatta Town Centre. Cabramatta has transformed to become a successful hub of activity; not only to the locals, but also to a much wider range of Sydney shoppers who want to embrace the local culture, cuisine, fashion, etc. It appears that the proposal would complement and contribute further to the current offering, with the proposed development likely to comprise a similar range of shops – an overall Asian theme with small businesses operated by proprietors from Indo-Chinese and other Asian origins. Given the nature of the proposal and its location within the Cabramatta Town Centre, we expect there to be minimal impacts upon other centres, particularly given Cabramatta’s unique role and function. We are therefore supportive of the proposal, providing that it is designed in such a fashion as to complement existing surrounding facilities (which it does appear to).

It is our view that this Economic Impact Assessment can be relied upon by the assessing authority.

We trust that this information is sufficient for your purposes at this stage. Should you have any queries or concerns, please do not hesitate to contact myself or Jon Norling to discuss.

Kind Regards,  
**Norling Consulting**

A handwritten signature in black ink, appearing to read 'H. Seymour', written in a cursive style.

**Hannah Seymour**  
**Consultant**