URBIS

BOWRAL SOUTH NEW LIVING AREA – RETAIL NEEDS ASSESSMENT

Prepared for Wingecarribee Shire Council
March 2024

COVID-19 AND THE POTENTIAL IMPACT ON DATA INFORMATION

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Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.

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EXECUTIVE SUMMARY

Key Findings

Urbis was commissioned by Wingecarribee Shire Council (Council) to conduct a retail needs assessment. This assessment will inform the strategic planning for the Bowral South New Living Area (NLA) and its retail potential at completion.

This assessment has considered two potential dwelling density scenarios for the Bowral South New Living Area:

- The 'low case' scenario – planned capacity of 2,300 dwellings. Under this scenario the Bowral South NLA is estimated to reach full capacity by 2050.
- The 'high case' scenario – 2,700 dwellings. Under this scenario full capacity is estimated to be reach by 2054.

The Bowral South NLA is forecast to feature approximately 5,401 people under the low case by 2050 and 6,071 people under the high case in 2054. The broader retail trade area that the Bowral South NLA is expected to draw on is forecast to have a population of 63,170 in 2050 and 66,351 in 2054. Growth in the broader trade area will be driven by ongoing development of new land release areas in Moss Vale, Mittagong and Colo Vale, with some densification also expected in the existing urban areas.

The population growth of the retail trade area is expected to result in $1,580 million in available retail spending by 2050, further growing to $1,695 million by 2054. Around $560 million of this spending is accounted for by the primary trade area (Bowral South NLA, East Bowral, South Bowral and Burradoo) which is expected to account for most of the spending at the Bowral South NLA.

There are three core existing retail precincts in the trade area, the largest being Bowral CBD which has an estimated 120,000 sq.m of retail and non-retail floorspace. Other competing centres are in Moss Vale and Mittagong, with Mittagong having a small sub-regional shopping centre. There is only one significant proposed development in the known pipeline, being a new Woolworths supermarket in Moss Vale. Although there is a strong existing retail offer in the trade area, new retail developments will be needed to support the growing population.

A retail needs assessment was completed to estimate the supportable centre floorspace (retail and complimentary non-retail floorspace) at the Bowral South NLA once it reaches full capacity (~2050-2054). This assessment determined that the Bowral South NLA could support around 25,810 sq.m - 27,283 sq.m of retail floorspace.

Table E.1 shows the recommended scale and mix of retail and non-retail uses that can be supported by the market in the proposed centre by around 2050 to 2054.

Table E.2 shows our recommendation on the Village Centre zoning location in each draft land use plan, based on the centre success drivers and the workshop between Council, Urbis and Marker ENG.

Recommended Centre Scale and Mix

Table E.1

TENANT TYPE	NUMBER OF STORES	GFA (SQ.M)
Discount Department Store	1	6,500
Supermarket	1	3,750
TOTAL MAJORS	**2**	**10,250**
Food Catering Mini Major	1 - 2	1,500
Apparel Mini Major	1 - 2	800
Leisure Mini Major	1	900
General Mini Major	1	400
TOTAL MINI MAJORS	**4 - 6**	**3,600**
Food Specialties	15 - 23	3,100 - 3,600
Non-Food Specialities	31 - 41	5,000 - 5,750
TOTAL RETAIL SPECIALITIES	**46 - 64**	**8,100 - 9,350**
TOTAL RETAIL	**52 - 72**	**21,950 - 23,200**
Non-Retail Tenancies	10 - 20	3,850 - 4,000
TOTAL CENTRE	**62 - 92**	**25,800 - 27,200**

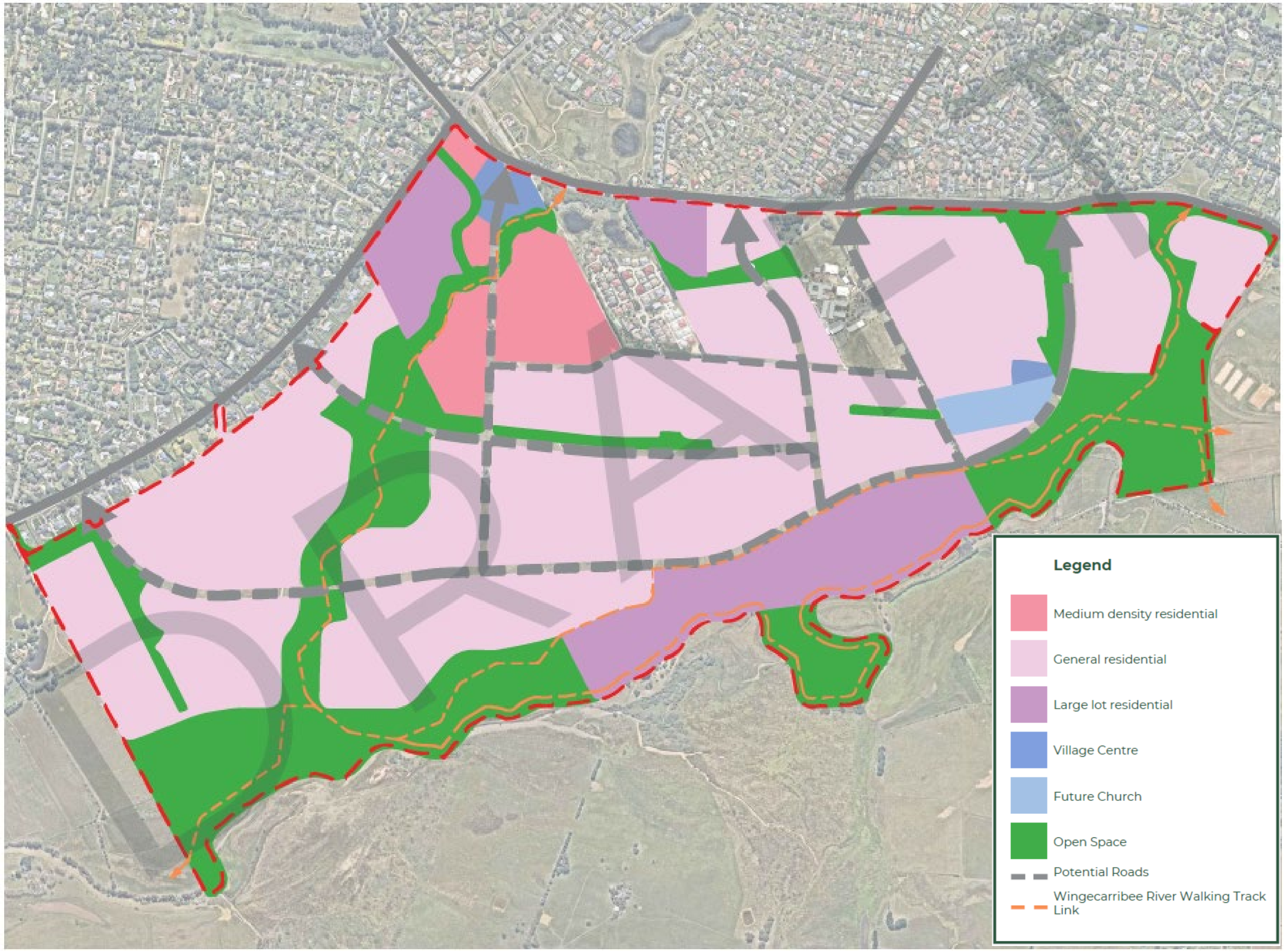
Source: Urbis Shopping Centre Benchmarks 2023, Urbis

Following a workshop between Urbis, Council and Maker ENG which occurred on 4th of March 2024, where three draft land use plans for the Bowral South NLA were discussed, Draft Land Use Plan 1 (see Map E.1 overleaf) was deemed to be the recommended option. In addition to this recommendation, it was also recommended that:

- The larger village centre location should feature a supermarket anchored shopping centre with minimum of 7,000 sq.m of centre floorspace, with an optimum scale of ~10,000 sq.m. This scale will service the convenience needs of existing and future local residents without compromising the commercial viability of the Bowral CBD.
- The smaller village centre location could feature a much smaller mix of retail with a maximum of ~500 – 1,000 sq.m of retail and non-retail floorspace.

DRAFT LAND USE PLAN 1

Map E.1



Source: Wingecarribee Shire Council

INTRODUCTION

PROJECT BACKGROUND AND PURPOSE

Urbis was commissioned by Wingecarribee Shire Council (Council) to conduct a retail needs assessment. This assessment will inform the strategic planning for the Bowral South New Living Area (NLA) and its retail potential at completion.

The Bowral South NLA is one of six new living areas defined under the Wingecarribee Local Housing Strategy, which was adopted in July 2021. The Bowral South NLA aims to provide new dwellings, a village centre and associated community facilities including a church and open space. This assessment has considered two potential dwelling density scenarios for the Bowral South NLA:

- The ‘low case’ scenario – planned capacity of 2,300 dwellings. Under this scenario the Bowral South NLA is estimated to reach full capacity by 2050.
- The ‘high case’ scenario – 2,700 dwellings. Under this scenario full capacity is estimated to be reached by 2054.

These dwelling scenarios have been provided by Council, noting they have been revised upwards from the planned dwelling capacity of 1,100 dwellings for the Bowral South NLA previously listed in the Wingecarribee Local Housing Strategy.

REPORT STRUCTURE

The analysis presented in this report is structured as follows:

- **Section 1: Site Context and Trade Area Definition –** outlines the site context of the Bowral South NLA and defines the retail trade area that a retail development at the subject site is expected to draw from.
- **Section 2: Population and Retail Spending Market Forecast – f**orecasts the defined retail trade area population and consequent spending market.
- **Section 3: Competitive Context–** outlines existing retail centres and proposed retail developments in the retail trade area.
- **Section 4: Retail Needs Assessment–** assesses the appropriate scale and mix of retail floorspace that can be supported at the Bowral South NLA.
- **Section 5: Centre Location and Success Drivers –** outlines the core success drivers of a retail centre.

1.0

SITE CONTEXT AND TRADE AREA DEFINITION

SUBJECT SITE CONTEXT

Key Findings

The Bowral South NLA is approximately 303 Hectares (ha) in size. The site has a 2.3 km frontage along Kangaloon Road which connects the site to Bowral to the north and Glenquarry and Robertson to the south-east. A 1.4 km frontage along Eridge Park Road connects the site to Moss Vale to the south west and Mittagong via Old South Road to the north east..

Currently, the site mostly comprises of cleared rural lands, with the existing uses of the Pepperfield Lifestyle Resort retirement village and the Southern Highlands Christian School occupying a small portion of the site along Kangaloon Road.

The immediate surroundings of the site are characterised by low-density residential dwellings to the north and large rural landholdings to the south.

If developed, the Bowral South NLA will form a natural extension to the existing township of Bowral.

Subject Site Context

Map 1.1

Source: Urbis

RETAIL TRADE AREA DEFINITION

Key Findings

To determine potential retail demand, a retail trade area was defined which will inform the potential spending at the Bowral South NLA.

The definition of the retail trade area (be it worker or residential) for any retail development is determined by several factors including:

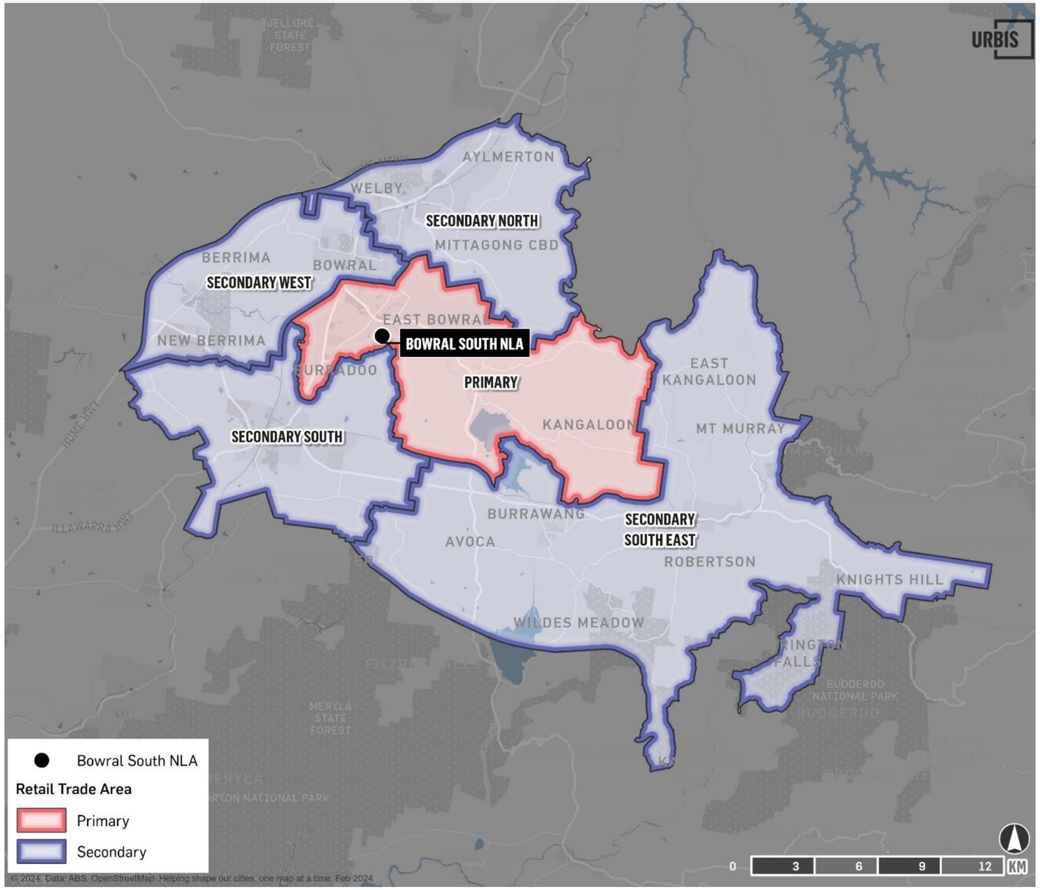
- Proximity to customer base, namely residential and employment land uses
- The proximity and scale of competing facilities
- The accessibility, including the road and transport network, and access to parking
- Physical barriers such as freeways, rivers/lakes, bushland and drive times.

Based on the above we defined the retail trade area shown in Map 1.2 opposite. This retail trade area is comprised of the following components:

- **Primary:** Includes the southern half of Bowral, Burradoo, East Bowral and future residents of the Bowral South NLA.
- **Secondary West:** Includes the remaining portion of Bowral and is bounded by the Hume Motorway to the West
- **Secondary North:** Includes Mittagong and is bounded by the Hume Motorway to the North
- **Secondary South East:** Includes the suburbs of Robertson and Burrawang
- **Secondary South:** Includes Moss Vale.

Retail Trade Area

Map 1.2



Source: Urbis

2.0

POPULATION AND RETAIL SPENDING MARKET FORECAST

POPULATION FORECAST

Key Findings

Chart 2.1 shows the retail trade area population forecast from 2024 to 2054.

To estimate the on-site population of the Bowral South NLA, we assumed that construction begins in 2027 and around 100 dwellings are built each year. Applying the NSW Department of Planning, Housing and Infrastructure (NSW DPHI) household size projections to this annual dwelling construction estimate yields the estimated on-site population in each year.

Using this method, we estimate the Bowral South NLA will reach full capacity by 2050 in the low case and 2054 in the high case, resulting in an on-site population of 5,401 and 6,071, respectively.

Population forecasts generated by Transport for NSW (TfNSW) have been adopted for the remaining trade area segments.

The total trade area population is estimated to reach 39,919 people in 2024, with the primary trade area accounting for 10,643 people and the remaining 29,276 people living in the secondary trade area.

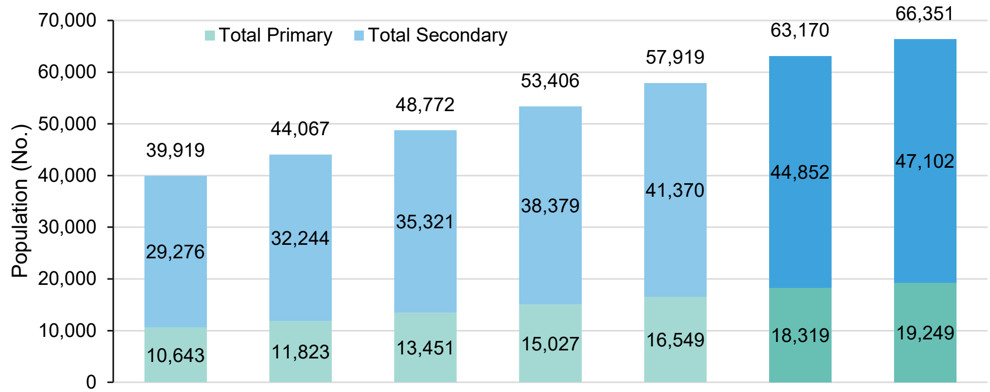
At full capacity under the low case in 2050 the total trade area population is estimated to reach 63,170 people, whereas under the high case this is expected to grow to 66,351 people.

The Bowral South NLA is expected to drive population growth in primary trade area, causing the population to double to 19,249 people by 2054 at an average annual rate of 2.0% p.a.

The secondary trade area is also expected to grow by 1.6% per annum, largely due to other greenfield release areas in Moss Vale, Mittagong and Colo Vale, affecting the secondary north and secondary south trade areas.

Retail Trade Area Population Forecast, 2024 - 2054

Chart 2.1



TRADE AREA SECTOR	2024	2029	2034	2039	2044	2050	2054
On-Site Population	0	689	1,825	2,948	4,063	5,401	6,071
Primary Balance	10,643	11,134	11,626	12,079	12,486	12,917	13,179
Secondary West	4,643	5,065	5,491	5,891	6,265	6,691	6,962
Secondary North	11,598	13,323	15,169	17,059	18,941	21,149	22,585
Secondary South East	3,363	3,399	3,382	3,310	3,212	3,075	2,974
Secondary South	9,673	10,457	11,279	12,120	12,952	13,937	14,581
Total Primary	10,643	11,823	13,451	15,027	16,549	18,319	19,249
Total Secondary	29,276	32,244	35,321	38,379	41,370	44,852	47,102
Total Trade Area	**39,919**	**44,067**	**48,772**	**53,406**	**57,919**	**63,170**	**66,351**
Population Growth		***2.0%***	***2.0%***	***1.8%***	***1.6%***	***1.5%***	***1.2%***

Source: TfNSW; Wingecarribee Shire Council; ABS; NSW DPHI; Urbis

RETAIL SPENDING FORECAST

Key Findings

Table 2.2 shows out forecast for total retail spending in real dollars (excluding inflation) to 2054. These forecast have been calculated by applying resident retail spending per year estimates sourced from Commank iQ spending insights data to the forecast population in the trade area.

Under this approach the total retail spending market in the trade area is estimated at $803 million in 2024 and is forecast to reach around $1,695 million by 2054, representing average annual growth of 2.5%. Of this growth, 1.7% is attributed to population growth while the remaining 0.8% is attributed to real spending growth.

The secondary trade area residents currently spend significantly more than the primary trade area sector given the larger population base. The secondary north is the largest sector in the secondary trade area, with estimated retail spending of $204 million per annum. This sector will continue to grow to the have the highest spending market across the total trade area, being forecast to reach $510 million by 2054.

By 2054, the primary trade area is expected to be $270 million larger than it is today, driven by strong population growth and real per capita spending growth.

Retail Trade Area Spending by Product Group, 2023 - 2054

Table 2.2

TRADE AREA SECTOR	UNIT	2024	2029	2034	2039	2044	2050	2054
On-Site	$M	$0	$17	$48	$79	$112	$154	$177
Primary Balance	$M	$241	$273	$303	$323	$343	$367	$383
Secondary West	$M	$100	$119	$136	$150	$165	$182	$193
Secondary North	$M	$204	$254	$307	$355	$405	$467	$510
Secondary South East	$M	$80	$88	$93	$93	$93	$92	$91
Secondary South	$M	$177	$207	$236	$260	$286	$318	$340
Total Primary	**$M**	**$241**	**$290**	**$350**	**$402**	**$455**	**$521**	**$560**
Total Secondary	**$M**	**$562**	**$667**	**$772**	**$859**	**$948**	**$1,059**	**$1,135**
Total Trade Area	**$M**	**$803**	**$957**	**$1,122**	**$1,261**	**$1,404**	**$1,580**	**$1,695**
On-Site	% p.a.	-	-	22.9%	10.7%	7.2%	5.4%	3.5%
Primary Balance	% p.a.	-	2.5%	2.1%	1.3%	1.2%	1.1%	1.1%
Secondary West	% p.a.	-	3.4%	2.8%	2.0%	1.8%	1.7%	1.6%
Secondary North	% p.a.	-	4.5%	3.8%	2.9%	2.7%	2.4%	2.2%
Secondary South East	% p.a.	-	1.9%	1.1%	0.1%	0.0%	-0.2%	-0.3%
Secondary South	% p.a.	-	3.1%	2.7%	2.0%	1.9%	1.8%	1.7%
Total Primary	**% p.a.**	-	**3.8%**	**3.8%**	**2.8%**	**2.5%**	**2.3%**	**1.8%**
Total Secondary	**% p.a.**	-	**3.5%**	**3.0%**	**2.2%**	**2.0%**	**1.9%**	**1.7%**
Total Trade Area	**% p.a.**	-	**3.6%**	**3.2%**	**2.4%**	**2.2%**	**2.0%**	**1.8%**

Source: ABS; CommBank IQ; Wingecarribee Council; NSW DPHI; TfNSW; Urbis

3.0

COMPETITIVE CONTEXT

COMPETITIVE CONTEXT

Key Findings

Table 3.1 opposite outlines the core existing retail centres within the trade area. We estimated the centre floorspace for each centre which includes retail and complimentary non-retail floorspace. Complimentary non-retail floorspace includes uses such as gyms, medical centres, small office tenancies (lawyers, accountants, etc.) and entertainment.

The largest and closest existing centre to the subject site is the Bowral CBD, which has an estimated 120,000 sq.m of centre floorspace. The centre has five major tenants, comprising four supermarkets and a small Kmart K Hub (around 600sq.m).

Beyond the Bowral CBD, there are other core retail centres in Mittagong (16,600sq.m) and Moss Vale (~14,000sq.m), however these precincts are significantly smaller and further away from the Bowral South NLA.

There is also a sub-regional shopping centre in Mittagong, the Highlands Marketplace, which features 16,000 sq.m. This centre, which is small for a sub-regional shopping centre, is the only sub-regional centre in the wider Wingecarribee LGA.

Table 3.2 shows the proposed retail developments in the retail trade area.

The largest proposed development is Woolworths Moss Vale, which includes a full line Woolworths supermarket and BWS. None of the proposed developments have received development approval, hence their project delivery and timeline is uncertain.

Map 3.1 overleaf shows the location of the existing and proposed retail centres in the trade area.

Existing Retail Centres

Table 3.1

PRECINCT	DISTANCE FROM BOWRAL SOUTH NLA (KM)	ESTIMATED CENTRE GFA (SQ.M)	MAJOR TENANTS
Bowral CBD	4.1	~120,000	Coles, Woolworths, Aldi, Harris Farm, Kmart K Hub
Highlands Marketplace, Mittagong	8.7	16,600	Big W, Aldi, Woolworths
Mittagong CBD	8.8	~35,000	-
Moss Vale CBD	9.4	~40,000	Coles, Aldi, IGA

Note: Retail GFA for Bowral CBD and Moss Vale are a highly indicative desktop estimate with no physical audit undertaken.
Source: Shopping Centres Online; Urbis

Proposed Retail Developments

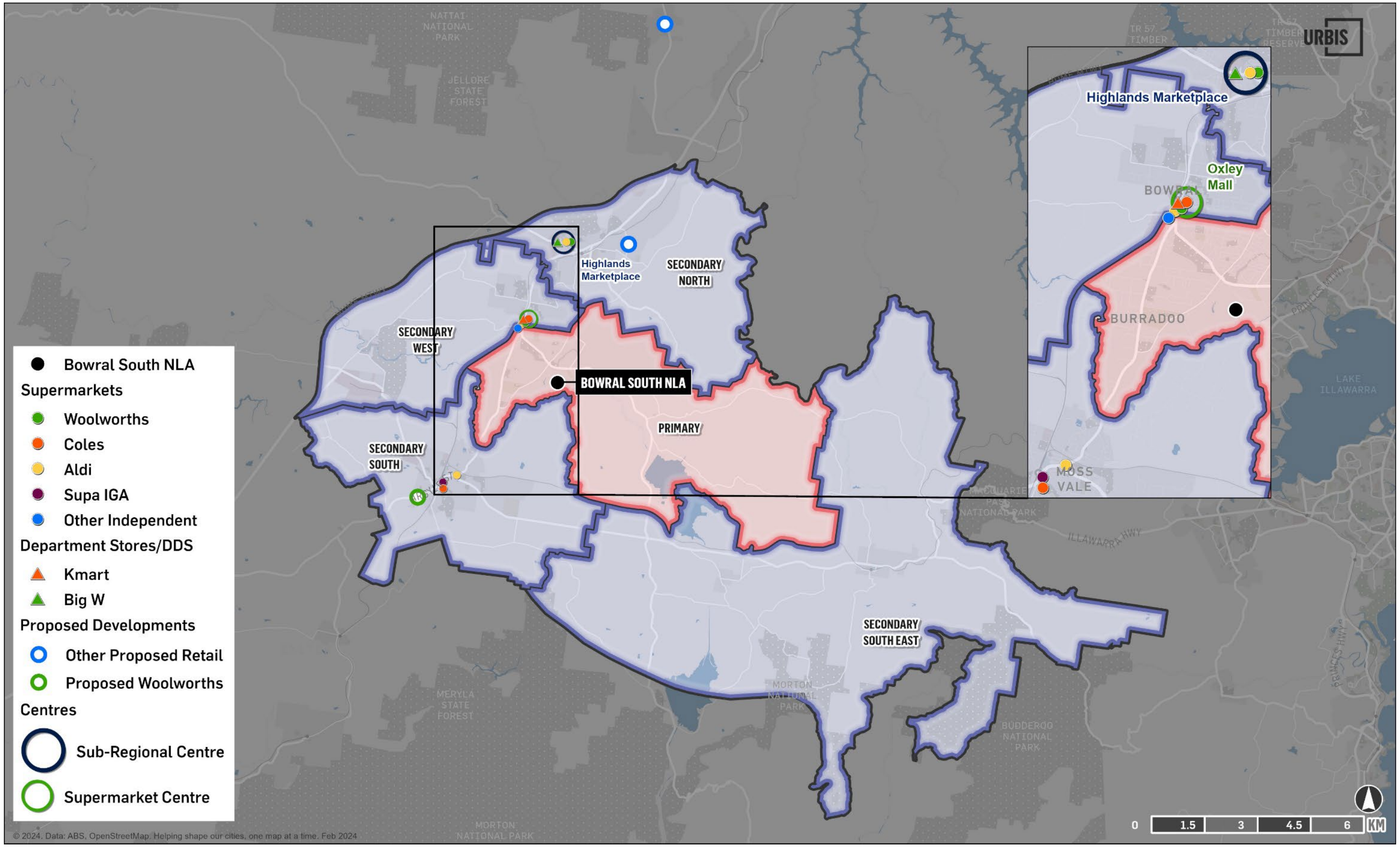
Table 3.2

NAME	DISTANCE FROM SUBJECT SITE (KM)	TRADE AREA SECTOR	PROJECT STAGE	ESTIMATED COMPLETION
51 Renwick Drive Mixed Use Development	9.6	Secondary North	Development Application	2028
Woolworths Moss Vale	10.8	Secondary South	Development Application	2025
West Parade Commercial Development	24.2	Beyond	Development Application	2025

Source: Cordell Connect; Urbis

COMPETITIVE CONTEXT

Map 3.1



Source: Cordell Connect, Urbis

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RETAIL NEEDS ASSESSMENT

RETAIL FLOORSPACE DEMAND METHODOLOGY

Key Findings

Figure 4.1 shows our process for estimating the demand for retail floorspace at the Bowral South NLA.

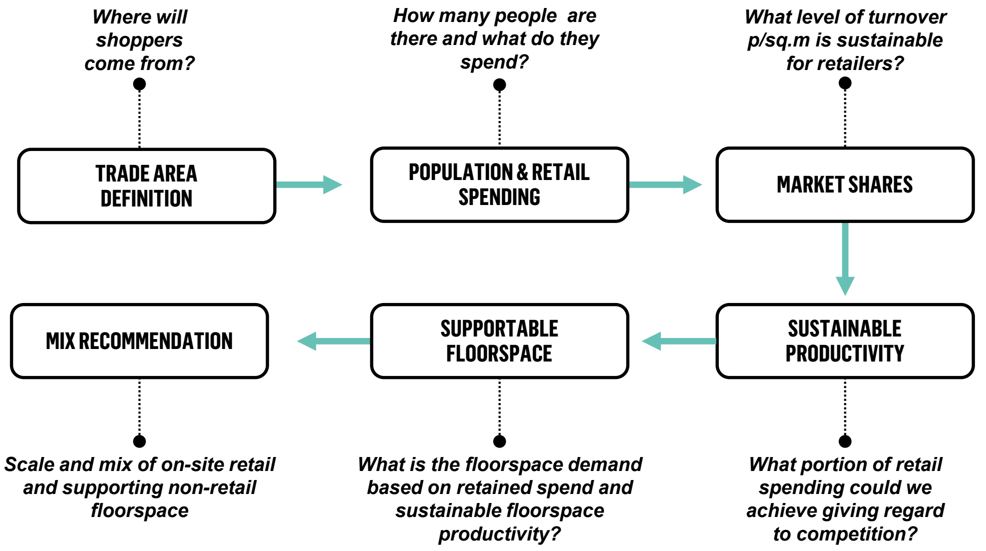
This approach comprises:

- Defining a relevant trade area where the proposed development is likely to draw trade.
- Forecasting the trade area population and retail spending market.
- Applying appropriate Bowral South NLA market shares for each trade area sector to retail spending by product group to estimate total trade area spending retained by the Bowral South NLA.
- A provision for trade generated from beyond the retail trade area is also allowed to account for visitors to the site. Given the Bowral South NLA's central location and connection to major roads, we have assumed an additional 10% of demand will be generated from beyond the trade area.
- Dividing the total trade area spending retained by the Bowral South NLA by average trading levels per sq.m for each product category (sourced from the Urbis Shopping Centre Benchmarks, 2023), to estimate supportable retail floorspace at the Bowral South NLA by category.
- A provision for non-retail floorspace (sourced from the Urbis Shopping Centre Benchmarks, 2023) is allowed to account for non-retail uses generally located in shopping centres. This includes gyms, medical centres and other professional services and suites.

The following pages show the results of this approach and resulting recommendation for the Bowral South NLA in terms of scale and size of the retail centre.

Floorspace Demand Assessment Methodology

Figure 4.1



RETAIL FLOORSPACE DEMAND ASSESSMENT

Key Findings

Table 4.1 opposite shows the summarised approach for determining the retail floorspace that market demand can support at the Bowral South NLA under the low case (2050) and high case (2054) scenarios.

A more detailed table showing market shares at the trade area segment level is provided in the appendix to this report.

The on-site and primary trade areas have the highest market shares due the potential centre at Bowral South NLA being their most accessible centre if developed. Lower market shares have been applied to the secondary trade area segments as they have more accessible centres. For example, those in the secondary north must decide against visiting offers Mittagong and Bowral before deciding to visit a retail offer within the Bowral South NLA.

Under this approach, we estimate the Bowral South NLA could support around 25,810 sq.m of retail and non-retail floorspace in the low case scenario around 27,283 in the high case scenario.

Based on this demand and the Urbis Shopping Centre Benchmarks, this scale suggests that the Bowral South NLA could support a sub-regional shopping centre.

Subject Site Supportable Retail Floorspace

Table 4.1

	FOOD RETAIL	FOOD CATERING	APPAREL	HOME-WARES	ELECT-RONICS	BULKY GOODS	LEISURE/ GENERAL	RETAIL SERVICES	TOTAL RETAIL
RETAIL CATCHMENT RETAIL EXPENDITURE ($M)									
Low Case – 2050	$490	$217	$200	$55	$98	$197	$252	$66	**$1,574**
High Case – 2054	$518	$235	$217	$59	$108	$214	$273	$71	**$1,695**
SUBJECT SITE MARKET SHARES (%)									
From Retail Trade Area	60%	70%	0%	0%	70%	0%	70%	70%	
Plus Demand from Beyond	10%	10%	10%	10%	10%	10%	10%	10%	
SUBJECT SITE RETAIL EXPENDITURE ($M)									
Low Case – 2050	$6.62	$19.07	$0.00	$0.00	$1.47	$0.00	$4.35	$3.52	**$35.02**
High Case – 2054	$9.85	$28.37	$0.00	$0.00	$2.18	$0.00	$6.47	$5.24	**$52.11**
TURNOVER PER SQ.M ($/SQ.M)									
Low Case – 2050	$14,278	$9,716	$6,293	$4,563	$20,877	-	$14,056	$9,070	
High Case – 2054	$14,346	$10,011	$6,519	$4,656	$21,966	-	$14,520	$9,339	
SUPPORTABLE RETAIL FLOORSPACE AT SUBJECT SITE									
Low Case – 2050	5,452	3,524	5,592	2,225	842	0	2,758	1,239	**21,938**
High Case – 2054	5,806	3,744	5,880	2,337	884	0	3,221	1,318	**23,190**
SUPPORTABLE FLOORSPACE WITH NON-RETAIL ADJUSTMENT (15% OF TOTAL OFFER)									
Low Case – 2050									**25,810**
High Case – 2054									**27,283**

Source: ABS, Transport for NSW, Commbank IQ, Wingecarribee Council, NSW DPHI, Urbis

SUMMARY OF CENTRE POTENTIAL – SUBJECT SITE

Key Findings

Table 4.2 summarises the mix of supportable retail and complimentary non-retail floorspace at Bowral South NLA when it reaches full capacity.

The recommended mix is based on the findings from the floorspace demand assessment and the Urbis Shopping Centre Benchmarks for sub-regional shopping centres.

The supportable scale of 25,800 sq.m – 27,200 sq.m of centre floorspace could comprise of a 6,500 sq.m discount department store (e.g. Kmart, Big W or Target) along with a full-line supermarket as anchors to support the retail and non-retail uses.

Shopping centres of this scale generally have mini major tenants (shops greater than 400 sq.m such as JB Hi-Fi, H&M, Rebel Sport, etc.). Based on market demand, we estimate that the subject site at build out could support around 3,600sq.m of mini major tenants, largely comprised of food catering.

The remaining 11,950 sq.m – 13,350 sq.m should comprise of retail specialties and non-retail tenancies. Specialties include food catering (cafes, restaurants and takeaway food), apparel and retail services while non-retail tenancies, could include gyms, medical centres and other professional services.

Proposed Centre Indicative Floorspace Mix

Table 4.2

TENANT TYPE	NUMBER OF STORES	GFA (SQ.M)	RECOMMENDED TENANCIES
Discount Department Store	1	6,500	Kmart, Big W or Target
Supermarket	1	3,750	Full-line supermarket operator
TOTAL MAJORS	**2**	**10,250**	
Food Catering Mini Major	1 - 2	1,500	Cafés or restaurants
Apparel Mini Major	1 - 2	800	Unisex, Children’s Apparel, Athleisure
Leisure Mini Major	1	900	Sporting goods
General Mini Major	1	400	Pharmacy
TOTAL MINI MAJORS	**4 - 6**	**3,600**	
Food & Groceries	4 - 7	800 – 1,100	Fruit & vegetables, bakeries, butcher
Liquor	1	300	Liquor store connected to full-line supermarket
Food Catering	10 - 15	2,000 - 2,200	Takeaway, cafes and restaurants
Apparel	11 - 14	1,800 - 2,100	Women’s apparel, men’s apparel, footwear
Homewares	5 - 7	1,000 - 1,200	Discount variety, other homewares
Electronics	2 - 3	350 - 400	Mobile phone providers, home appliances
Leisure	1 - 2	200	Books, music / video / games
General	2 - 3	350 - 500	Cosmetics, newsagents, pharmacy
Retail Services	10 - 12	1,300 - 1,350	Hairdressing, nail bars, optometry
TOTAL RETAIL SPECIALITIES	**46 - 64**	**8,100 - 9,350**	
TOTAL RETAIL	**52 - 72**	**21,950 – 23,200**	
Non-Retail Tenancies	10 - 20	3,850 - 4,000	Gym, Medical Centre, Professional Services
TOTAL CENTRE	**62 - 92**	**25,800 – 27,200**	

Source: Urbis Shopping Centre Benchmarks 2023, Urbis

5.0

CENTRE LOCATION SUCCESS DRIVERS

CENTRES SUCCESS DRIVERS

Table 5.1 outlines five core location success drivers of retail centres. When deciding the location of the village centre within the Bowral South NLA, Council should consider the ability for the future centre to effectively meet the success drivers outlined in the table below.

Planned Centres Key Location Success Drivers Table 5.1

KEY SUCCESS DRIVERS	DESCRIPTION
Access to customers	Being located close to potential customers is very important to the success of planned centres as it will help determine visitation and spending. Different sized centres will require an appropriate customer base. For example, a full-line supermarket based centre (which aligns with a neighbourhood centre) in the order of 5,000 sq.m would require access to a relatively captive population of at least 10,000 residents, while a 50,000 sq.m major centre would need at least 100,000 residents.
Proximity of Nearby Centres	The number, location, scale and quality of competing centres (existing and planned) to a planned centre can influence the number of customers the planned centre can attract. The trade area size (of each customer market) and market share of potential customers is limited if there is a high number of nearby competing centres. Alternatively, if there are no competing centres, the trade area and market share of the planned centre can be much larger.
Accessibility via main roads, major arterial roads or train stations	Easy access to main roads, arterial roads or train stations improves the accessibility of planned centres to potential customers. Both in terms of its visitor draw and frequency of visits.
High visibility to passing traffic	Planned centres benefit from increased visitation if they have good levels of exposure to passing traffic along major roads.
Suitable Land Ownership	Being located on a site with a single or few large landholdings compared to a site with very fragmented landholdings is desirable. As the need to consolidate sites can delay the development, significantly increase costs that can undermine the commercial viability of delivering a centre or prevent any development from progressing at all.

Source: Urbis

CENTRE LOCATION RECOMMENDATIONS

Key Findings

A workshop between Urbis, Council and Maker ENG occurred on the 4th of March 2024 to discuss the optimal location and scale for the Village Centre zoning. During this workshop three potential draft land use plans for the Bowral South NLA, provided by Council, were discussed. These three draft land use plans can all be found in the Appendix of this report (Maps A.1 to A.3).

Each plan has a different provision and location for the Village Centre land zoning. Considering the key location success drivers outlined on the previous page and the findings from the workshop, Draft Land Use Plan 1 is the recommended option (see Map 5.1, overleaf).

A larger village centre location at the intersection of Eridge Park Road and Kangaloon Road in Draft Land Use Plan 1 is the strongest potential village centre location. This strength is due to its location having the highest visibility to passing traffic and easiest accessibility to potential customers, when compared to the other provided options.

The retail needs assessment in Section 4 of this report indicates that there could be demand to support between 25,000 sq.m – 27,000sq.m of centre floorspace. To accommodate this, the village centre zoning could be expanded into the adjacent medium density residential zoned areas to allow for a larger centre.

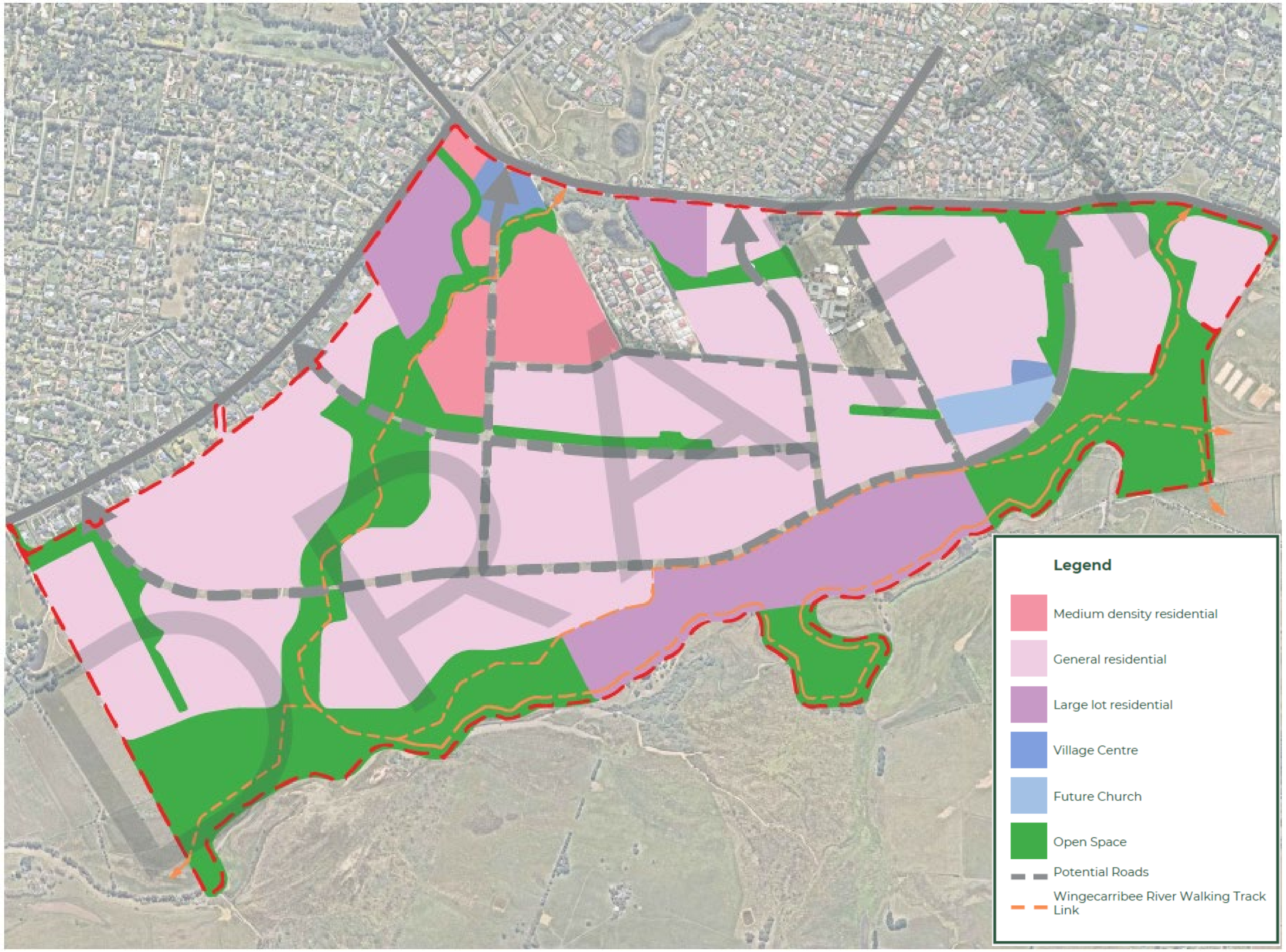
However, based on Community Design Workshops, Council prefers a small scale village centre, with a supermarket anchored retail precinct, which serves the role and function of fulfilling the convenience needs of the future Bowral South NLA and surrounding local residents. The reason being, they do not want to compromise the commercial viability of the Bowral CBD (following community consultation), which also services the convenience needs of the existing local residents as well as the discretionary retail needs of the wider Southern Highlands community and tourists from Greater Sydney and the rest of NSW.

To accommodate this requirement, we recommend a village centre to comprise of a supermarket anchored shopping centre with a minimum of 7,000 sq.m of centre floorspace. This scale allows for at least a full-line supermarket (over 3,250sq.m), retail specialty stores and other supporting non-retail uses (medical, childcare, etc.) to service the convenience needs of the future Bowral South NLA residents. Optimally, around 10,000 sq.m of centre floorspace should be provided at the Bowral South NLA to provide for the high level of floorspace demand expected to be generated by the trade area. A centre of this size is unlikely to compromise the viability of the Bowral CBD.

The Draft Land Use Plan 1 also featured zoning for a smaller village centre adjacent to a future church within the south-eastern extent of the Bowral South NLA. Given there is such a large quantum of supportable centre floorspace within the Bowral South NLA, a small offer of retail and non-retail floorspace could be supported at this location. This offer should not feature any more than ~500 – 1,000 sq.m of retail and non-retail floorspace, particularly in the instance where there is no anchor supermarket.

DRAFT LAND USE PLAN 1

Map 5.1



Source: Wingecarribee Shire Council

APPENDIX

RETAIL FLOORSPACE DEMAND ASSESSMENT - LOW CASE, 2050

	FOOD RETAIL	FOOD CATERING	APPAREL	HOMEWARES	ELECT-RONICS	BULKY GOODS	LEISURE/ GENERAL	RETAIL SERVICES	TOTAL RETAIL
RETAIL CATCHMENT RETAIL EXPENDITURE ($M)									
On-Site	$45	$20	$20	$6	$10	$18	$23	$7	**$147**
Primary Balance	$113	$50	$49	$14	$24	$45	$56	$17	**$367**
Secondary West	$56	$25	$23	$6	$12	$23	$29	$8	**$182**
Secondary North	$144	$66	$63	$14	$27	$56	$79	$18	**$467**
Secondary South East	$27	$12	$11	$4	$6	$15	$15	$4	**$92**
Secondary South	$105	$44	$35	$12	$20	$40	$50	$12	**$318**
SUBJECT SITE MARKET SHARES (%)									
On-Site	40%	40%	30%	30%	30%	0%	30%	40%	
Primary Balance	30%	30%	30%	30%	30%	0%	30%	30%	
Secondary West	5%	5%	5%	5%	5%	0%	5%	5%	
Secondary North	5%	5%	5%	5%	5%	0%	5%	5%	
Secondary South East	10%	10%	15%	15%	15%	0%	15%	10%	
Secondary South	5%	5%	15%	15%	15%	0%	15%	5%	
SUBJECT SITE RETAIL EXPENDITURE ($M)									
On-Site	$18.2	$8.0	$5.9	$1.7	$2.9	$0.0	$6.8	$2.7	**$46.0**
Primary Balance	$34.0	$14.9	$14.6	$4.1	$7.1	$0.0	$16.9	$5.1	**$96.8**
Secondary West	$2.8	$1.3	$1.1	$0.3	$0.6	$0.0	$1.4	$0.4	**$7.9**
Secondary North	$7.2	$3.3	$3.1	$0.7	$1.3	$0.0	$4.0	$0.9	**$20.5**
Secondary South East	$2.7	$1.2	$1.6	$0.6	$0.9	$0.0	$2.2	$0.4	**$9.5**
Secondary South	$5.2	$2.2	$5.3	$1.8	$3.0	$0.0	$7.5	$0.6	**$25.6**
Turnover Per sq.m ($/sq.m)	$14,278	$7,214	$6,293	$4,563	$20,877	-	$14,056	$9,070	
Demand from Beyond the Trade Area					10%				
SUPPORTABLE RETAIL FLOORSPACE AT SUBJECT SITE									
Total Trade Area	5,452	3,524	5,592	2,225	842	0	3,064	1,239	**21,938**
SUPPORTABLE FLOORSPACE WITH NON-RETAIL ADJUSTMENT (15% OF TOTAL OFFER)									
Total Trade Area									**25,810**

Source: ABS, Transport for NSW, Commbank IQ, Wingecarribee Council, NSW DPHI, Urbis

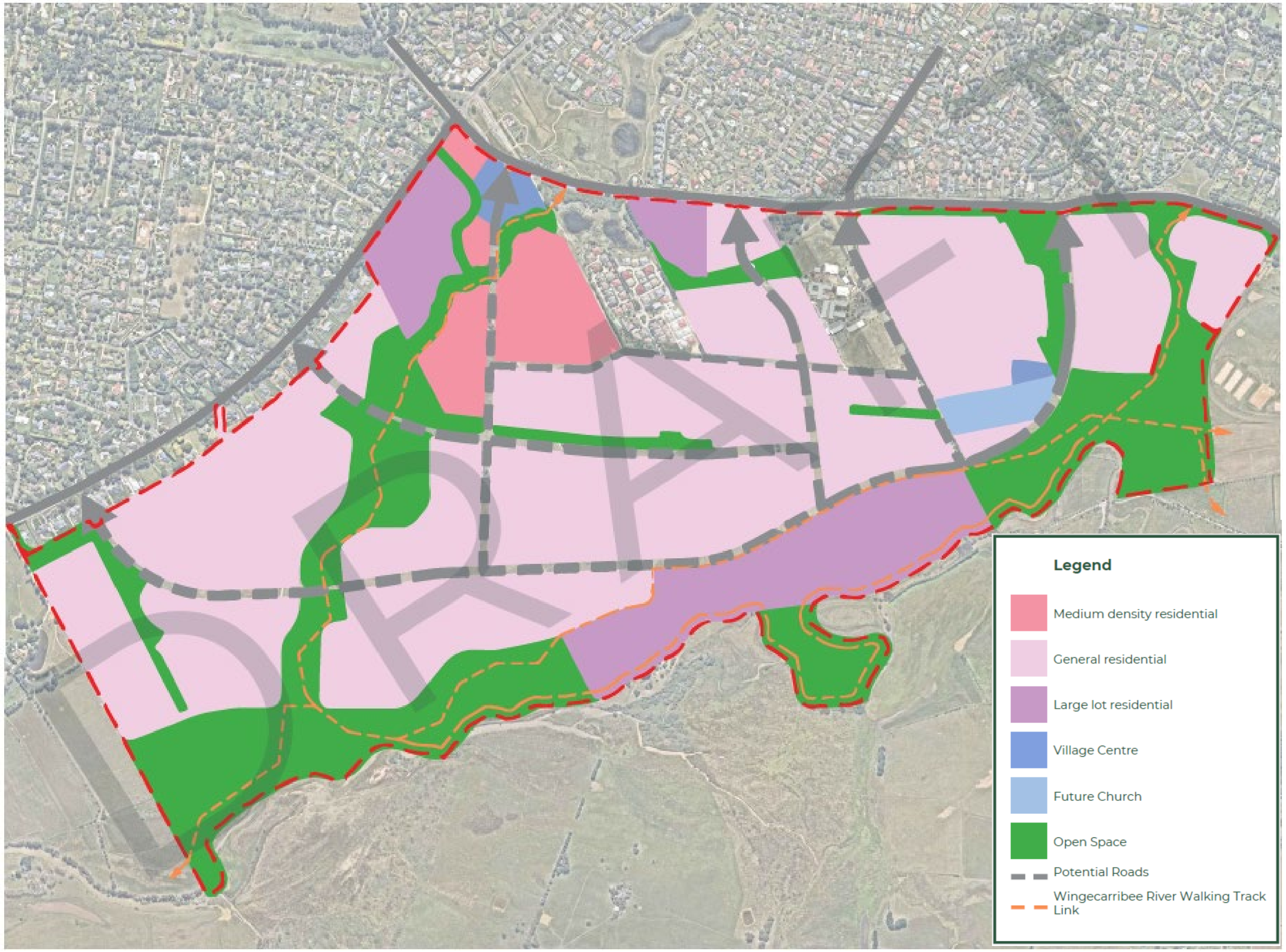
RETAIL FLOORSPACE DEMAND ASSESSMENT - HIGH CASE, 2054

	FOOD RETAIL	FOOD CATERING	APPAREL	HOMEWARES	ELECT-RONICS	BULKY GOODS	LEISURE/ GENERAL	RETAIL SERVICES	TOTAL RETAIL
RETAIL CATCHMENT RETAIL EXPENDITURE ($M)									
On-Site	$53	$24	$24	$7	$12	$22	$27	$8	**$177**
Primary Balance	$116	$52	$51	$14	$25	$47	$59	$18	**$383**
Secondary West	$58	$27	$25	$7	$13	$25	$31	$9	**$193**
Secondary North	$155	$72	$69	$15	$30	$62	$87	$20	**$510**
Secondary South East	$26	$12	$11	$4	$6	$15	$15	$3	**$91**
Secondary South	$110	$48	$38	$12	$22	$43	$54	$13	**$340**
SUBJECT SITE MARKET SHARES (%)									
On-Site	40%	40%	30%	30%	30%	0%	30%	40%	
Primary Balance	30%	30%	30%	30%	30%	0%	30%	30%	
Secondary West	5%	5%	5%	5%	5%	0%	5%	5%	
Secondary North	5%	5%	5%	5%	5%	0%	5%	5%	
Secondary South East	10%	10%	15%	15%	15%	0%	15%	10%	
Secondary South	5%	5%	15%	15%	15%	0%	15%	5%	
SUBJECT SITE RETAIL EXPENDITURE ($M)									
On-Site	$21.4	$9.6	$7.1	$2.0	$3.5	$0.0	$8.2	$3.3	**$55.0**
Primary Balance	$34.8	$15.6	$15.4	$4.3	$7.6	$0.0	$17.7	$5.4	**$100.9**
Secondary West	$2.9	$1.3	$1.2	$0.3	$0.6	$0.0	$1.5	$0.4	**$8.4**
Secondary North	$7.7	$3.6	$3.4	$0.8	$1.5	$0.0	$4.4	$1.0	**$22.4**
Secondary South East	$2.6	$1.2	$1.6	$0.6	$0.9	$0.0	$2.2	$0.3	**$9.4**
Secondary South	$5.5	$2.4	$5.7	$1.9	$3.3	$0.0	$8.1	$0.6	**$27.4**
Turnover Per sq.m ($/sq.m)	$14,346	$10,011	$6,519	$4,656	$21,966	-	$14,520	$9,339	
Demand from Beyond the Trade Area				10%					
SUPPORTABLE RETAIL FLOORSPACE AT SUBJECT SITE									
Total Trade Area	5,806	3,744	5,880	2,337	884	0	3,221	1,318	**23,190**
SUPPORTABLE FLOORSPACE WITH NON-RETAIL ADJUSTMENT (15% OF TOTAL OFFER)									
Total Trade Area									**27,283**

Source: ABS, Transport for NSW, Commbank IQ, Wingecarribee Council, NSW DPHI, Urbis

DRAFT LAND USE PLAN 1

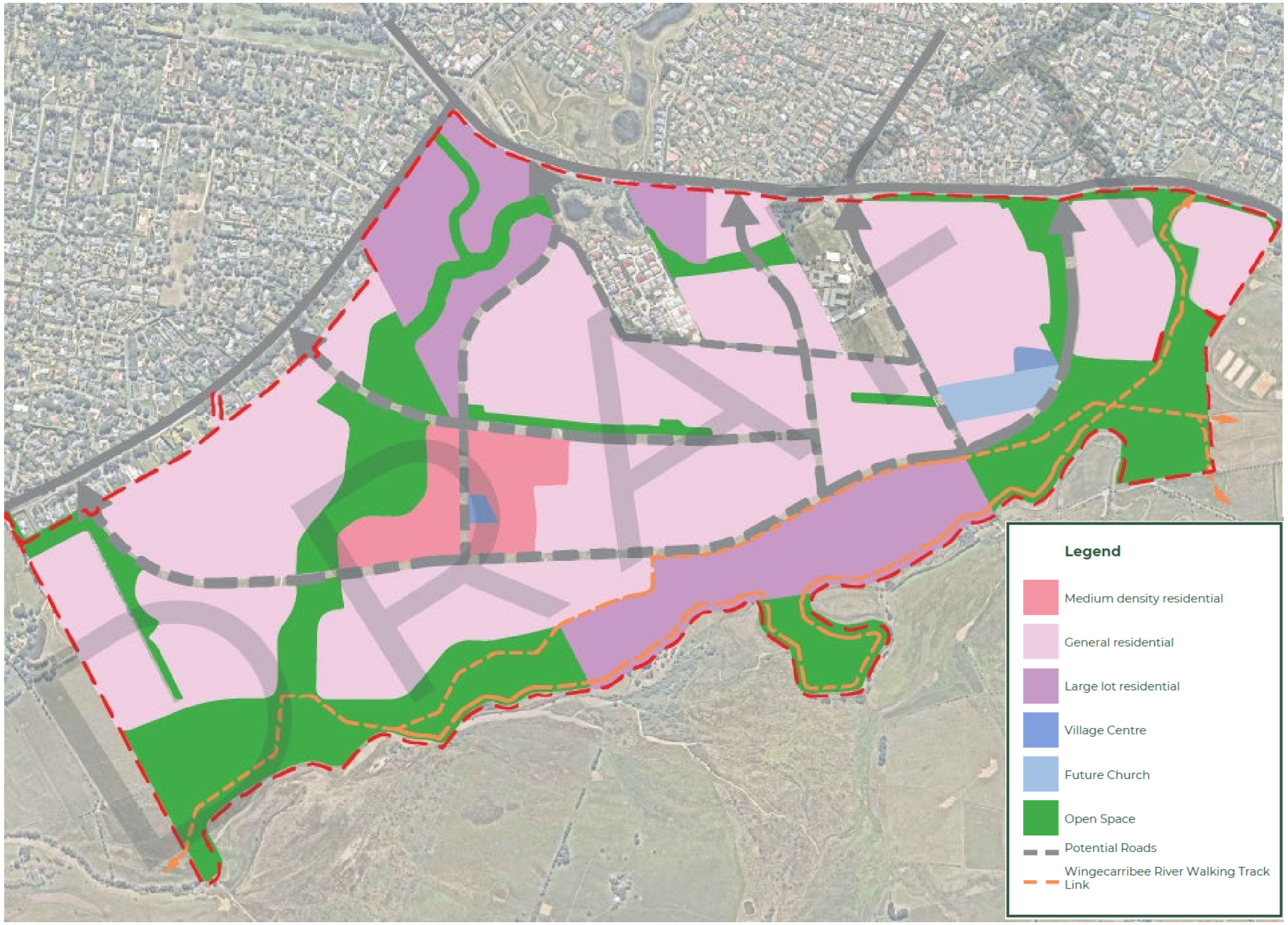
Map A.1



Source: Wingecarribee Shire Council

DRAFT LAND USE PLAN 2

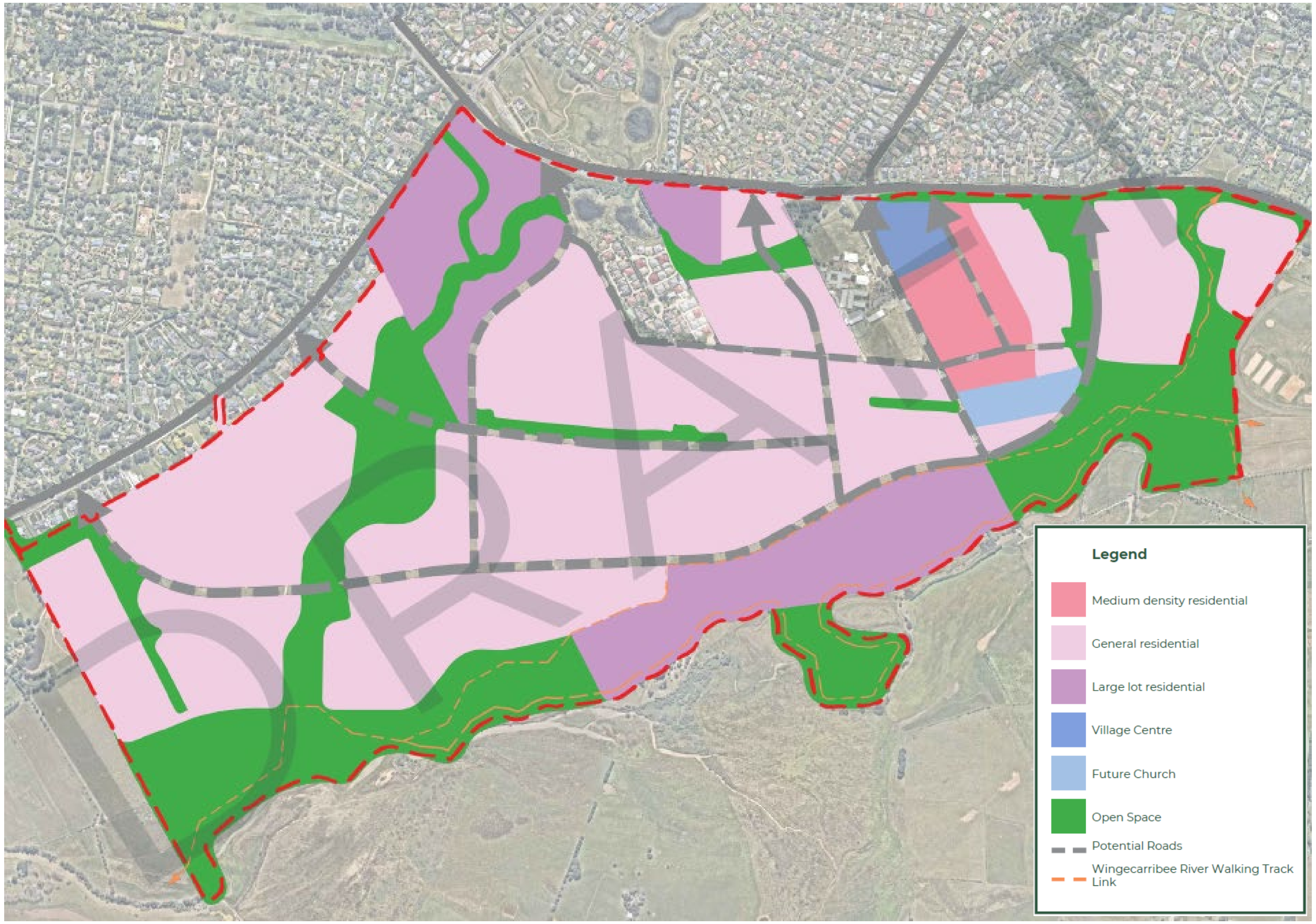
Map A.2



Source: Wingecarribee Shire Council

DRAFT LAND USE PLAN 3

Map A.3



Source: Wingecarribee Shire Council

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