



Our Ref: SH:NW:11433

24 March 2016

Department of Planning and Environment
General Manager Hunter & Central Coast
PO Box 1226
Newcastle NSW 2300

Dear Sir/Madam,

RE: SUBMISSION TO DRAFT REGIONAL STRATEGY

We make this submission on behalf of CABP Group Pty Ltd. This builds on the submission made in response to the previous Discussion Paper (May 2013).

1.0 SUBMISSION

1. Fully endorse the hefty aim for the Hunter to be the biggest and most productive regional economy in Australia, and to provide strategic planning for the next twenty years to guide that;
2. Fully endorse a key aim of the draft regional strategy to grow and diversify the economy to create local jobs;
3. Seek that existing and also strategic future employment lands at Heatherbrae (refer Sections 2&3 below), Tomago and Airport are all identified as key Strategic Centres in Direction 1.1;
4. Seek the inclusion of specific and unambiguous intentions within the Strategy to support existing and new employment lands at those locations (including CABP strategic lands at Heatherbrae refer Section 2 & 3 below). This can help facilitate a strong supply of employment land, ensure a wide suite of employment land options, encourage a proactive and supply driven strategy for attracting investment and jobs and be aspirational and not be content to simply repeat or project historical patterns, to ultimately contribute to the economic aims of the draft strategy.
5. Seek the specific exclusion of the CABP strategic lands at Heatherbrae (refer Sections 2 & 3 below), which are pine and native hardwood plantations and heavily modified, from any high environmental values (HEV) or corridor mapping (edge should be limited to edge of adjoining natural reserve), with a very clear position made about the mapping and how it will apply in subsequent planning processes. The mapping and strategy (and agencies implementing it) must be able and willing to accommodate more robust, evidence based information that has been ground truthed to be considered, and to not generate delays in the planning system that otherwise work against the aims of the strategy. CABP Group Pty Ltd past experience has been that former 'green corridor' mapping (even through mapping was done at regional overview basis) was applied in an extremely specific, inflexible and rigid way (even when presented with robust ground truthed ecological information), and there was significant uncertainty, delays and hesitation in strategic

Central Coast

5 Pioneer Avenue, Tuggerah NSW 2259
PO Box 3717, Tuggerah NSW 2259
Phone. 02 4305 4300
Fax. 02 4305 4399
Video conf. 02 4305 4374
Email. coast@adwjohnson.com.au

ADW JOHNSON PTY LIMITED

ABN 62 129 445 398

www.adwjohnson.com.au

Hunter Region

7/335 Hillsborough Road, Warners Bay NSW 2282
Phone. 02 4978 5100
Fax. 02 4978 5199
Video conf. 02 4954 3948
Email. hunter@adwjohnson.com.au

planning arising from that. It is requested that the inflexibility and uncertainty that arose from that is not repeated in the new regional strategy.

2.0 BACKGROUND TO SUBMISSION

Following is a brief background of CABP Group Pty Ltd and its immediate interest in the draft Regional Strategy:

- Currently operates the Weathertex factory at Heatherbrae, employs approximately 100 persons, primarily Hunter residents who travel to work from most directions and reaches of the Hunter Region. The business injects millions of dollars into the regional, state and federal economies through the production of materials widely used within the building industry as well as exports throughout Europe and Asia;
- Owns and is progressively developing Kinross Estate, an employment land release at Heatherbrae with full subdivision approval, that with 73ha of employment land, does, and will continue to, contribute to a diverse industry and employment base that supports nearby Raymond Terrace and population and economy of the Hunter Region, including across the 20year life of the strategy; and
- Owns and seeks to strategically protect additional lands that directly adjoins Kinross Estate and fronts Masonite Road) for employment purposes to build on the employment hub in the medium term and within the 20 year life of the strategy. Key contributory reasons for the sites to be identified for strategic employment land include:
 - ✓ Adjoins existing zoned and subdivision approved employment lands;
 - ✓ Is in single land ownership, with owners having experience and desire to deliver employment land;
 - ✓ Opportunity to leverage off existing infrastructure and utility investments;
 - ✓ Locational advantage including planned M1 bypass and increasing role of Masonite Road as a sub-regional connecting road link including to population and other employment lands including airport;
 - ✓ Locational advantage including proximity to support Raymond Terrace's role in the region, and planned increase in population nearby;
 - ✓ Currently zoned rural and a working pine and native hardwood plantation, and is heavily modified, with any areas of ecological value within the site able to be protected under a development scenario;
 - ✓ Sits within primary growth corridor in the Port Stephens Settlement Strategy 2011;
 - ✓ Supports strategic planning undertaken by Port Stephens Council that identifies Heatherbrae as having a vital economic role within the LGA and the region;
 - ✓ Is identified within the Port Stephens Raymond Terrace and Heatherbrae Strategy for investigation for long term industrial land, as and when demand increases, being the logical strategic area due to location and serviceability to accommodate future industrial demand;
 - ✓ Maintaining or an oversupply in employment land can function as a moderator of land and safeguard for new land demand, floor space ratios and growth in population and employment demand, protect instances where zoned lands are not readily converted to be available to market (ie due to land ownership, servicing and other constraints) and provides an 'investment ready' planning framework that can seek out and/or respond to catalyst opportunities; and
 - ✓ Flood planning and water catchment considerations can be resolved through subsequent planning proposal process to deliver use of part of the lands for employment purposes.

Appendix A to this submission provides a snapshot of those lands in a sub-regional context (with investigation area from Council's adopted strategy overlaid), and extract map from Council's Strategy.

Appendix B to this submission provides an Economic Analysis Report from September 2015 prepared by Jenny Roberts. Whilst its context is changed (Port Stephens Council have now completed the relevant strategy it was responding to, as referenced above), CABP Group Pty Ltd are willing to share the analysis it makes relative to catchment, context, catalysts, zoned land versus supply and market realities and metrics, as input into background reference material particularly on employment lands.

In summary, CABP Group Pty Ltd seek that the regional strategy identify and acknowledges their strategic current and future employment lands at Heatherbrae, to enable them as a business to plan and invest in those lands and the planning processes required over time, in order for them to continue to contribute to growing and diversifying the economy to create local jobs and contribute to the Hunter regional economy.

Thank you for the opportunity to make this submission and CABP Group Pty Ltd would be pleased to meet with Department representatives relating to this submission (and provide any additional information that may assist) and look forward to the positive contribution being acknowledged within the final Regional Strategy.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Sandra Hutton', with a long horizontal flourish extending to the right.

SANDRA HUTTON
ASSOCIATE/SENIOR PLANNER
ADW Johnson Pty Ltd
Hunter Office