West Schofields Precinct

Retail and employment assessment

April 2018

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Executive summary

This report presents an independent assessment of the scale, mix and distribution of retail and employment floorspace that could potentially be supported across the West Schofields precinct and the required amount of business zoned land to support such floorspace.

This report also examines the appropriate timing of such floorspace and assesses the economic impacts on the retail/activity centres throughout the surrounding region and potential employment that could be sustained by such floorspace.

This report forms part of a suite of technical documents that are being prepared as part of the masterplanning for the West Schofields precinct.

West Schofields precinct overview and potential dwelling yield capacity

- The West Schofields precinct general includes two sub-precincts, the land to the north of South Street and land to the south of South Street.
- In the North West Land Use and Infrastructure Implementation Plan (2017), the West Schofields precinct has been ear-marked to contain 4,300 homes. This exceeds what was previously outlined within the North West Structure Plan in 2006 (2,000 homes).

Trade area analysis – population & retail floorspace demand

- Convenience based retail/commercial facilities in the West Schofields precinct could potentially serve a main trade area which includes two primary sectors and one secondary sector.
- The primary sector is defined in accordance within the boundaries of West Schofields precinct.
- The population of the main trade area is currently estimated to be around 3,300 persons as at 2017, including around 900 persons within the West Schofields precinct itself. This

population is estimated to grow at an average annual growth rate of 7.4% to reach 18,560 persons by 2041, including 13,850 persons in the primary sector.

- The population of the main trade area generates demand for around 7,100 sq.m of retail floorspace in 2017, and is expected to increase to around 22,100 by 2026, and to 46,800 sq.m by 2041, equivalent to an increase of nearly 1,700 sq.m per annum.

Recommended retail/commercial floorspace & land requirements

We recommend the following mix and distribution of retail and ancillary non-retail facilities be planned for in the West Schofields precinct:

- Based on our analysis, including discussions in workshops and having regard to various constraints, we recommend that one Local Centre be created within the centre of the West Schofields precinct, around Schofields Road.
- A centralised location within the estate will allow it to serve all residents more easily and will allow greater critical mass and a more successful centre, as it can more readily capture passing trade along Schofields Road.
- We recommend a centre with around 5,500 sq.m of retail floorspace including a full scale supermarket of 3,750 sq.m and around 1,500 sq.m of supporting specialty plus a further 1,500 sq.m of non-retail floorspace, i.e. total floorspace of around 6,500 – 7,000 sq.m.
- Allowing for appropriate car-parking, set-backs, loading/unloading and circulation, we have applied an FSR of 0.35-0.4:1 to the recommended floorspace provision to determine the appropriate amount of business land required. Applying these FSR’s results in a land requirement for around 1.7 – 1.9 hectares (ha) for the local centre.

Economic impacts

- We note that the West Schofields precinct is estimated to support a population of around 13,850 persons by 2041, generating demand for around 46,800 sq.m of retail floorspace, including 12,600 sq.m of supermarket floorspace demand.
- Approximately 75 – 80% of the recommended supportable retail floorspace is expected to be driven by demand from residents within the West Schofields precinct, with the remaining 20 – 25% generated by residents of the secondary south sector and from beyond the main trade area.
- This means that around 3,100 sq.m (2026) to nearly 10,000 sq.m (2041) of supermarket demand (52 – 78%) and 18,200 sq.m (2026) to 42,900 sq.m (2041) of total retail floorspace demand (82 – 92%) generated by the West Schofields population will be directed to other retail centres/precincts in the surrounding region.
- In this context, all of the existing and proposed centres in the region will benefit considerably from the new population that will establish within the West Schofields precinct.
- A local centre within the West Schofields precinct will facilitate permanent employment opportunities, as well as further jobs throughout the supply chain, including those in industries servicing the retail and commercial tenants at the site, such as transport workers, wholesalers and the like.
- We estimate the new local centre within the West Schofields precinct could potentially support in the order 207 jobs over the longer term.
- There will also other employment supported beyond these centres, for example jobs created at schools and other community facilities that do not necessarily require business zoned land to operate.

Introduction

This report presents an independent assessment of the scale, mix and distribution of retail and employment floorspace that could potentially be supported across the West Schofields precinct and the required amount of business zoned land to support such floorspace.

This report also examines the appropriate timing of such floorspace and assesses the economic impacts on the retail/activity centres throughout the surrounding region and potential employment that could be sustained by such floorspace.

The West Schofields precinct forms part of the North West Growth Area (NWGA). This report forms part of a suite of technical documents that are being prepared as part of the masterplanning for the West Schofields precinct. This retail and employment assessment examines the requirements across the entire West Schofields precinct.

This report is presented in six sections as follows:

- **Section 1** presents an overview of the regional and local context of the West Schofields precinct and the wider NWGA; provides a review of the relevant strategic planning and economic documents of relevance; and provides an overview of the West Schofields precinct including its preliminary dwelling capacity.

- **Section 2** examines the trade area that could potentially be served by retail/commercial facilities within the West Schofields precinct; then provides estimates of current and anticipated dwelling and population levels within this trade area; analyses the socio-demographic profile of the future population; and assesses the current and future retail expenditure volumes generated by the trade area population.

- **Section 3** reviews the surrounding retail/centres hierarchy of relevance to proposed retail/commercial facilities in the West Schofields precinct, including all planned and proposed centres of relevance.

- **Section 4** translates the available retail expenditure market into estimates of retail floorspace demand, and then assesses the appropriate scale, mix, distribution, configuration of retail and commercial floorspace within the West Schofields precinct. This section also provides advice on the appropriate amount of business zoned land to support such floorspace including advice on carparking, etc.
- **Section 5** presents our estimates of potential economic impacts on the surrounding retail/centres hierarchy; and discusses the implications of these impacts, and then examines the net community benefits associated with the development of retail/commercial facilities within the West Schofields precinct, including employment generation and other economic benefits.

Section 1: Site context, literature review and proposed development

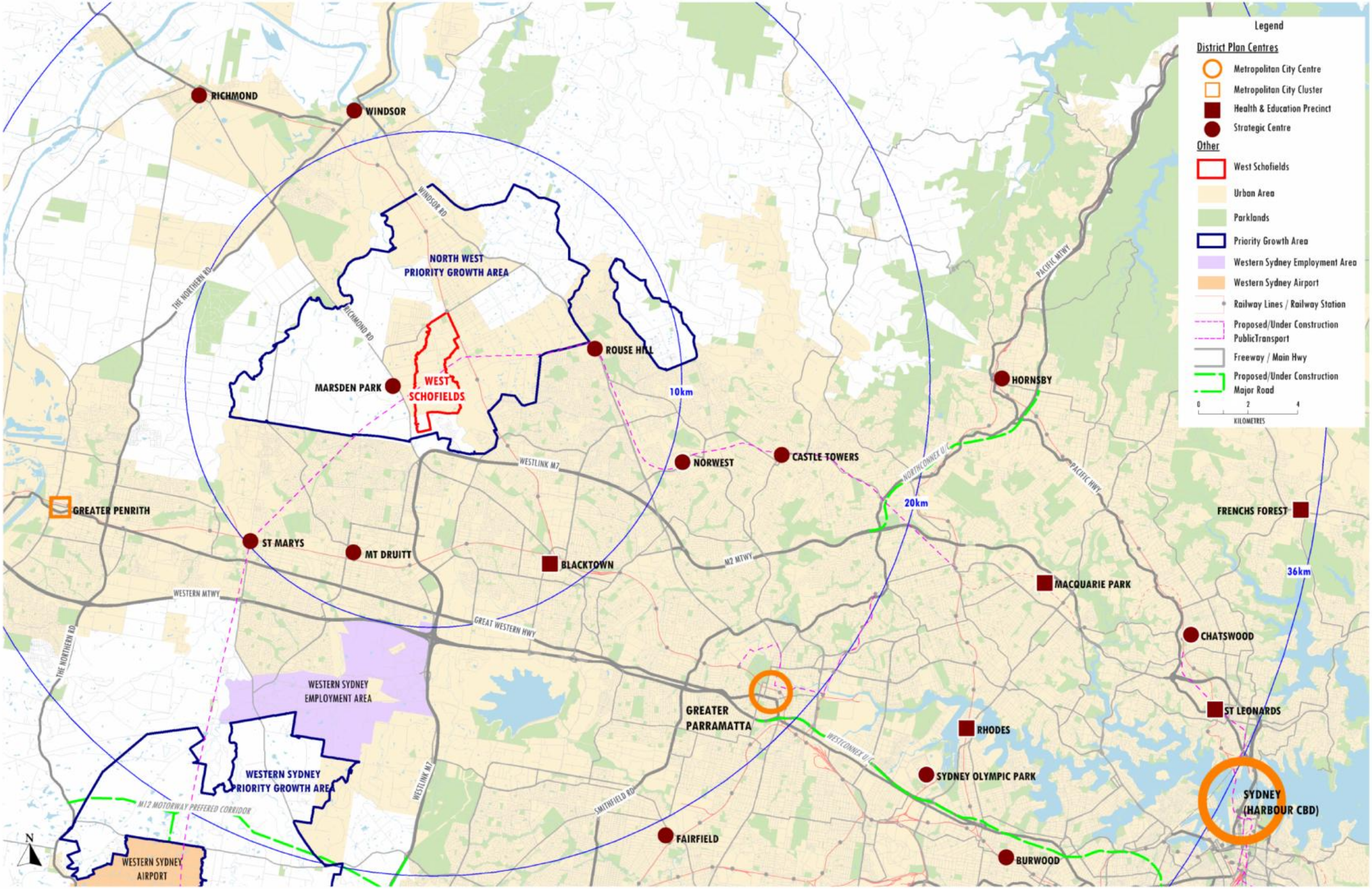
This section presents an overview of the regional and local context of the West Schofields precinct and the wider NWGA; provides a review of the relevant strategic planning and economic documents of relevance; and provides an overview of the West Schofields precinct including its preliminary dwelling capacity.

1.1 Regional and local context

The West Schofields precinct is located in the suburb of Schofields in the NWGA of outer metropolitan Sydney, approximately 45 – 50 km from the Sydney CBD (refer Map 1.1).

The NWGA is one of three major greenfield development areas in metropolitan Sydney and is expected to accommodate in excess of 150,000 new dwellings over the next 25 – 30 years. The South West GA and Western Sydney GA are the two other major growth areas, the latter which includes the planned Western Sydney Airport. Furthermore, significant additional residential dwelling growth is occurring, and will continue to occur, in areas located just beyond the technical boundary of NWGA, including precincts such as Balmoral Road, Box Hill North (i.e. The Gables) and Colebee.

The West Schofields precinct is located between the Marsden Park and Marsden Park Industrial precincts to the west; the Schofields precinct to the east; the Colebee precinct to the south; and the Marsden Park North and Riverstone West precincts to the north.



Map 1.1: West Schofields

Regional context

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The precinct is located in a highly accessible location a short distance from Richmond Road and the M7. The precinct is accessible from Townson Road to Stonecutters Ridge/Colebee and Greenway via Stonecutters Drive.

Development in the nearby Marsden Park Industrial Precinct is now well advanced with several major retail tenants trading including Bunnings, IKEA, Costco and Aldi and the Lindt Factory Outlet. There is also a 19,000 sq.m Home Hub homemaker centre and the previous Masters building is being repurposed into smaller retail tenancies – generally of a household goods nature.

In the surrounding area, strong housing growth has occurred and is continuing to occur at Greenway, Townson Road and Stonecutters Ridge.

1.2 Strategic context

This sub-section of the report provides a review of key strategic documents of relevance to retail and commercial development within the West Schofields precinct.

Greater Sydney Region Plan (2018)

Released by the Greater Sydney Commission (GSC) in March 2018, The 'Greater Sydney Region Plan' will be used as a cornerstone reference for land-use planning decisions going into the future.

The purpose of the draft Plan is to:

- Set a 40-year vision (up to 2056) and establish a 20-year plan to manage growth and change for Greater Sydney in the context of economic, social and environmental matters;
- Inform district and local plans and the assessment of planning proposals;
- Assist infrastructure agencies to plan and deliver for growth and change and to align their infrastructure plans to place-based outcomes;

- Inform the private sector of the vision for Greater Sydney and infrastructure investments required to manage growth;
- Inform and engage the wider community so the draft Plan can best reflect the values and aspirations of all.

Essentially, the plan presents a strategy for accommodating Sydney's future population growth. It balances the need for more housing, but also cultivates the creation of strong and resilient communities within a highly-liveable city whilst protecting the natural environment and biodiversity.

New housing will be located close to jobs, public transport, community facilities and services. It acknowledges the need to offer choice in housing location, size and typologies, to better suit our lifestyles and budgets. Most importantly, more intensive housing development across the city will be matched with investment in infrastructure and services, culture and the arts, a 'green-grid' of open spaces and renewed bushland to support healthy lifestyles and community life.

With specific reference to the NWGA, the plan highlights the need to retain and manage the growth area. As such, the plan suggests that all existing industrial and urban services and land should be safeguarded from competing pressures, being retained for economic activities required for Greater Sydney's future growth and operation. In achieving this, a mix of economic outcomes that support employment, the city and its population would be desirable. The further management of these lands should accommodate evolving business practices and changes in needs for urban services from the surrounding community and businesses.

Furthermore, the NSW Government has identified demand for 725,000 homes to meet growth over the next 20 years and the draft Plan sets out a process to deliver a steady pipeline of supply to meet this forecast housing demand and to improve Greater Sydney's housing affordability. To this end, housing targets have been established to support the creation of supply for delivery over the next ten years and to create capacity for the longer term. Key actions include the preparation of housing strategies and the development of housing targets across the greater metropolitan area for each of the Districts and each local government area.

In the case of the subject precinct, which is located in the Central City District, the 0-5 year (2016-2021) housing supply target and the 20-year (2016-2036) strategic housing target is 53,500 and 207,500 dwellings, respectively. This equates to an average annual supply of 10,375 dwellings, or approximately one in four of all new homes in Greater Sydney over the next 20 years, across the entire District.'

Central City District Plan (2018)

The Greater Sydney Commission (GSC) issued its first District Plan in March 2018. The Plan looks to bridge regional and economic planning to allow for sustained economic, social and environmental development within Greater Sydney.

Under the Central City District Plan, the NGA is recognised as one of the largest growth areas along with the South West and Wilton Growth Areas and the southern part of the Greater Macarthur Growth Area.

The GSC envisages the Central City be the fastest growing District over the next 20 years, potentially accommodating up to 207,500 dwellings. There is no specific mention of the dwelling targets/yield for the NWGA, nor West Schofields in the District Plan.

Marsden Park (Strategic Centre) is identified as the largest centre in the NWGA and other 'local centres' are identified at Riverstone, Schofields. A train link/investigation corridor is identified extending from Cudgegong Road through to Marsden Park.

North West Land Use and Infrastructure Implementation Plan (LUIIP) (2017)

Since 2006, nearly two-thirds of the growth area have been rezoned (under the North West Structure Plan 2006) with five precincts yet to be rezoned.

In May 2017, the LUIIP replaced the North West Structure Plan (2006) and sets the overarching strategic plan for the NWGA five remaining precincts. In doing so, it guides the Precinct Planning and rezoning process that confirms land uses, street patterns, environmental and heritage protection, and detailed infrastructure requirements.

Under the LUIIP, the NWGA could ultimately provide up to an additional 20,000 dwellings than was anticipated in the 2006 Structure Plan (90,000 dwellings in total). Furthermore, the plan seeks to facilitate the supply of 18,000 new homes by 2021 and 33,000 new homes by 2026.

West Schofields is one of the projects which will be rezoned under the guidelines of the Implementation Plan. There are numerous assumptions that will be taken into consideration with regards to rezoning, including:

- Land use opportunities adjacent to the Outer Sydney Orbital
- Local infrastructure requirements, such as school and open space
- Local and regional connectivity with respect to bike paths, pedestrian paths and the Green Grid.

Riverstone East Precinct – Retail and Economic and Employment Assessment - SGS (2014)

Riverstone East is one of the most recent precincts to go through its public exhibition phase, which was on exhibition late 2015.

The SGS Retail and Employment Report (2014) that formed part of the technical reports for the rezoning of this precinct adopted a methodology for examining retail floorspace demand that we consider underestimates the real potential for retail floorspace within that precinct and is considered very conservative.

We note that there is no rail infrastructure planned in this precinct, however, the report recommended a small neighbourhood centre of 2,400 sq.m for an estimated population of 15,000 residents (5,300 dwellings) at the time. It is noted that in the LUIIP (2017), the anticipated number of supportable dwellings in this precinct has increased to 5,800.

Nonetheless, to put this in context; applying a general rule of thumb of around 2.2 sq.m per persons, a population of around 15,000 residents would generate demand for around 33,000 sq.m of retail floorspace, including at least one full-line supermarket (3,500 – 4,000 sq.m) and possibly a second medium sized supermarket (2,000 – 2,500 sq.m). This means that just 6% - 7% of retail floorspace demand generated by this population is planned to be serviced by retail facilities within this precinct.

While there are surrounding precincts adjacent to West Schofields that will support retail facilities in the future, it is very important that the local communities in each of the new precincts being planned for in the NWGA are provided with sufficient amount and diversity of local convenience retail services – not only to minimise travel times/costs, but to provide local employment, local community hubs, viable/diverse centres, and temper over-trading/congestion at other centres in the surrounding hierarchy (i.e. provide some degree of self-sufficiency).

The reason that we have presented Riverstone East as a comparison is because the potential dwelling yield at West Schofields is expected to be in the order of 4,300 dwellings (i.e. less than Riverstone East) but our preliminary analysis indicates that the precinct could support well in excess of 2,400 sq.m of retail floorspace. We note that the Riverstone East precinct is a relatively low density precinct. Both West Schofields and Riverstone East are in proximity to the existing and proposed station however, it is noted that neither have direct access.

1.3 West Schofields precinct

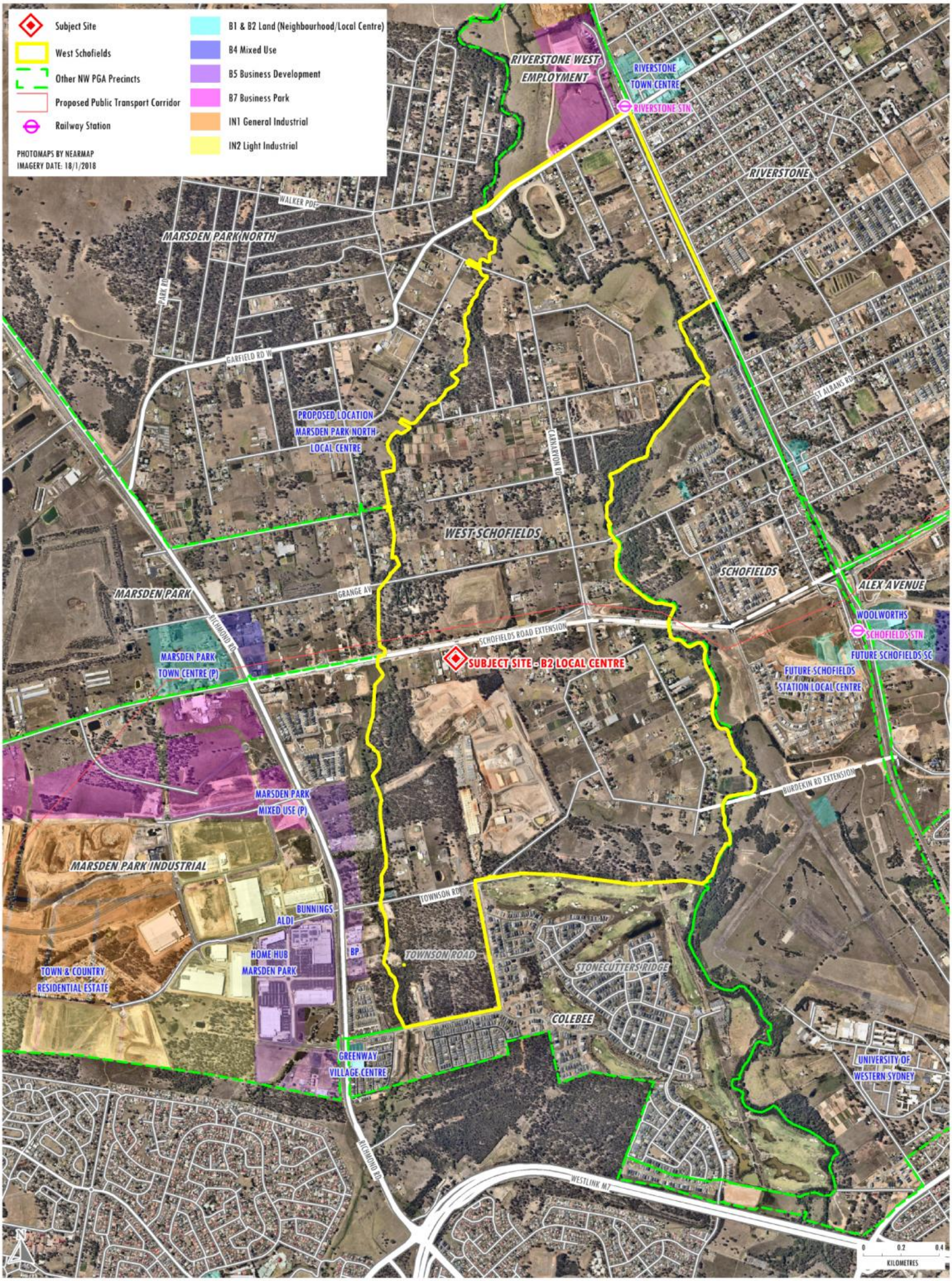
The West Schofields precinct is separated into two sub-precincts, the land to the north of South Street and land to the south of South Street (which includes some existing dwellings in the Townson Road area (refer Map 1.2).

This retail and employment assessment report pertains to the whole West Schofields precinct.

The LUIIP outlines that the West Schofields precinct is expected to accommodate 4,300 homes, which exceeds what was previously outlined in the North West Structure Plan in 2006 (2,000 homes).

This report examines the appropriate size, composition, distribution and timing of retail and employment floorspace within the West Schofields precinct and the required size and scale of the business land that would be required to accommodate such floorspace.

Our analysis has been prepared having regard to significant increase in potential dwelling densities and subsequent yield that could be generated across the whole West Schofields precinct.



Map 1.2: West Schofields precinct

Site location

Section 2: Trade area analysis

This section of the report examines the trade area that could potentially be served by retail/commercial facilities within the West Schofields precinct; then provides estimates of current and anticipated dwelling and population levels within this trade area; analyses the socio-demographic profile of the future population; and assesses the current and future retail expenditure volumes generated by the trade area population.

2.1 Trade area definition

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

- The relative attraction of the centre, in comparison with alternative competitive retail facilities. The factors that determine the strength and attraction of any particular centre are primarily its scale and composition (in particular the major trader or traders that anchor the centre); its layout and ambience; and car parking, including access and ease of use.

- The proximity and attractiveness of competitive retail centres. The locations, compositions, quality and scale of competitive retail facilities all serve to define the extent of the trade area which a shopping centre is effectively able to serve.

- The available road network and public transport infrastructure, which determine the ease (or difficulty) with which customers are able to access a shopping centre.

- Significant physical barriers which are difficult to negotiate, and can act as delineating boundaries to the trade area served by an individual shopping centre.

The trade area which could potentially be served by potential retail facilities in the West Schofields precinct has been defined taking into consideration all of the above factors, in particular the following:

i. The southern part of the West Schofields precinct is expected to accommodate the majority of new housing in the West Schofields precinct.

ii. The boundaries of the West Schofields precinct.

iii. The existing and planned traditional retail facilities at Marsden Park Industrial Estate (i.e. Aldi), Greenway Village Centre (i.e. Woolworths) and Marsden Park Town Centre.

iv. The lack of convenience/supermarket facilities in the Stonecutters Ridge estate.

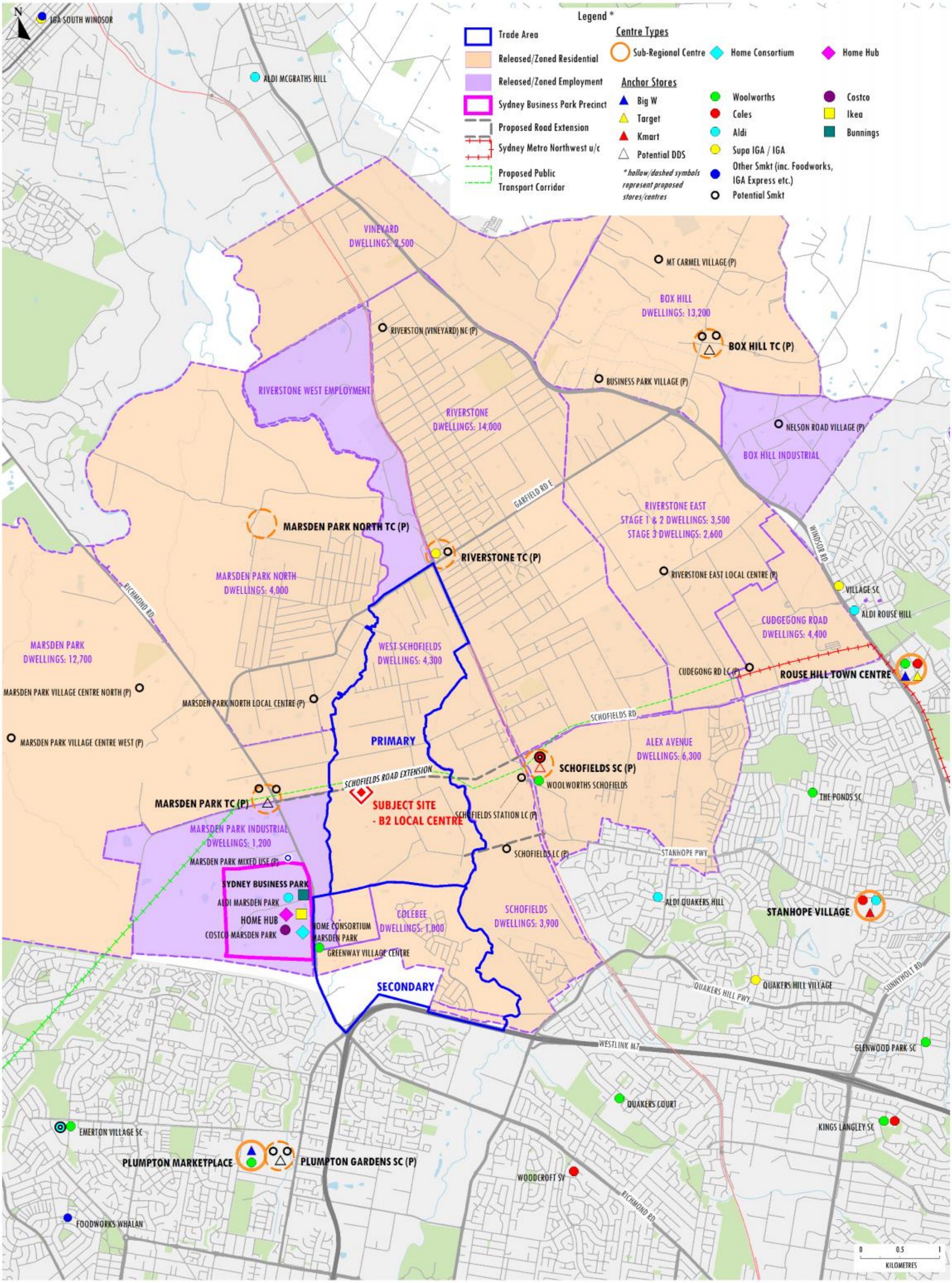
v. The existing Woolworths Schofields and planned future development of the Schofields Town Centre and the planned smaller centres in the Schofields precinct.

vi. The existing retail facilities at Riverstone and planned future development of the Riverstone Town Centre.

Map 2.1 illustrates the trade area, which includes one primary sector and one secondary sector, described as follows:

- The **primary sector** matches the boundaries of the West Schofields precinct.
- The **secondary south sector** includes the Greenway Estate, Townson Road Estate and Stonecutters Ridge Estate, and is generally bounded by Townson Road to the north, Eastern Creek to the east, Westlink M7 Motorway to the south and Richmond Road to the west. We expect that the market shares retained from this sector would be lower than for each of the two primary sectors.

The primary sector and secondary sectors in combination will be referred to as the <u>main trade area</u> throughout the rest of this report.



Map 2.1: West Schofields precinct

Trade area and competition

2.2 Trade area population

Table 2.1 details the current and projected population levels within the main trade area over the period 2011 to 2041. This information has been collected from a range of sources, including the following:

- Australian Bureau of Statistics Census of Population and Housing (2011 and 2016);
- Australian Bureau of Statistics Dwelling Approvals Data (2012 - 2017);
- Australian Bureau of Statistics Estimated Residential Population Data (ERP) (2016);
- NSW Transport Performance and Analytics (TPA) (2017);
- Other investigations of future residential development, undertaken by this office.

The main trade area population is estimated at 3,310 persons as at June 2017, including approximately 900 residents within the West Schofields precinct itself.

Over the most recent intercensal period (2011 - 2016), main trade area population growth was significant, driven by rapid dwelling construction in Stonecutters Ridge, Greenway and Tomson Road estates. The population grew around 20% p.a. over this time, almost tripling in size. Virtually all of this growth occurred in the secondary south sector.

Table 2.1
West Schofields trade area population, 2011-2041*

	Estimated population			Forecast population				
Trade area sector	2011	2016	2017	2021	2026	2031	2036	2041
Primary	880	880	900	2,100	5,850	10,850	13,350	13,850
Secondary	160	1,990	2,410	3,610	4,010	4,260	4,510	4,710
Main trade area	**1,040**	**2,870**	**3,310**	**5,710**	**9,860**	**15,110**	**17,860**	**18,560**
		Average annual growth (no.)						
Trade area sector		2011-16	2016-17	2017-21	2021-26	2026-31	2031-36	2036-41
Primary		0	20	300	750	1,000	500	100
Secondary		366	420	300	80	50	50	40
Main trade area		**366**	**440**	**600**	**830**	**1,050**	**550**	**140**
		Average annual growth (%)						
Trade area sector		2011-16	2016-17	2017-21	2021-26	2026-31	2031-36	2036-41
Primary		0.0%	2.3%	23.6%	22.7%	13.2%	4.2%	0.7%
Secondary		65.6%	21.1%	10.6%	2.1%	1.2%	1.1%	0.9%
Main trade area		**22.5%**	**15.3%**	**14.6%**	**11.5%**	**8.9%**	**3.4%**	**0.8%**

**As at June*
Source: ABS Census 2016; NSW DPE; Urbis; MacroPlan Dimasi

The following major residential developments will be the key drivers of population growth within the main trade area:

- The **CSR landholdings and immediate surrounds** is expected to be the main driver of population growth within the main trade area. We have assumed that development could occur from 2019/20 with take-up rates of around 150-250 dwellings per annum.
- **The northern part of the West Schofields precinct** is expected to be developed over the longer term.
- **Greenway estate** is an estate currently underway in the secondary sector, which could potentially deliver around 550 – 600 dwellings once fully built out, with more than half the estate built as at November 2017.
- **Stonecutters Ridge** is an estate under construction in the secondary sectors, which is planned to including 904 dwellings, all of which have been sold. The majority of the

estate is now developed, with the remaining dwellings expected to be delivered over the next few years.

- The **Townson Road Estate** is located adjacent to the Greenway Estate on Townson Road, is expected to accommodate around 336 dwellings upon completion.

Having regard to the above, the main trade area population is estimated to grow at an average annual growth rate of 7.4% to reach 18,560 persons by 2041, including 13,850 persons in the primary sector.

2.3 Socio-demographic profile

Table 2.2 illustrates the socio-demographic profile of the main trade area population, compared with benchmarks for metropolitan Sydney and Australia and a proxy Greenfield growth area, based on data from the 2016 ABS Census of Population and Housing, with the key highlights as follows:

- The average per capita income of the main trade area population is 4.1% above the Sydney average, but average household incomes are 27.2% above average – due to a larger average household size (3.3 persons per household v 2.7 Sydney average).
- The average age of the main trade area population is 33.6 years, which is significantly lower than the Sydney average of 37.5 years. This reflects the relatively high proportion of children (22.8%) and the low proportion of residents aged over 60 years (11.7%), compared to the Sydney metropolitan average, particularly in the secondary sector.
- The home ownership level within main trade area, at 83.4%, is significantly higher than the Sydney average of 64.2%, with most homeowners (70-75%) in the process of buying their homes (i.e. paying off a mortgage).
- Australian born residents account for 59.8% of the main trade area population, which is broadly in line with the Sydney average. However, the main trade area includes a higher than average proportion of Asian born residents (23.6%), with particularly high representation from Indian born and Philippines born residents in the secondary sector.

- Traditional families (i.e. couples with dependent children) are the most prevalent household type in the main trade area, accounting for 59.6% of households, well above the Sydney average of 48.5%. Compared to the Sydney metropolitan average, the main trade area has a low proportion of couples without children (17.2% vs 20.1%) and lone person households (3.6% vs 9.2%).
- Around 79% of households own two or more cars, which is much higher than the Sydney metropolitan average (50%), and there is a much lower than average proportion of zero car households (0.7% v Sydney average of 11.4%).

The main trade area is characterised by a relatively young and affluent population, with relatively high home ownership levels compared to the Sydney metropolitan average, and an increasingly Asian born population base (i.e. Indian, and south-east Asian).

Table 2.2 West Schofields main trade area - socio-demographic profile, 2016						
Census item	Primary sector	Secondary sectors	Main TA	Proxy Area Socios*	Syd Metro avg.	Aust. avg.
Per capita income	$35,387	$52,110	$47,006	$47,852	$45,173	$39,800
Var. from Syd Metro bmark	*-21.7%*	*15.4%*	*4.1%*	*5.9%*		
Avg. household income	$107,579	$182,522	$157,338	$163,729	$123,654	$101,610
Var. from Syd Metro bmark	*-13.0%*	*47.6%*	*27.2%*	*32.4%*		
Avg. household size	3.0	3.5	3.3	3.4	2.7	2.6
Age distribution (% of population)						
Aged 0-14	18.4%	24.8%	22.8%	27.4%	18.7%	18.7%
Aged 15-19	6.9%	6.5%	6.6%	6.9%	6.0%	6.1%
Aged 20-29	11.5%	13.9%	13.2%	10.2%	15.0%	13.8%
Aged 30-39	13.2%	20.1%	18.0%	18.1%	15.5%	14.0%
Aged 40-49	13.0%	17.1%	15.8%	17.6%	13.7%	13.5%
Aged 50-59	14.7%	10.6%	11.8%	9.8%	12.2%	12.7%
Aged 60+	22.3%	7.1%	11.7%	9.9%	18.9%	21.1%
Average age	39.1	31.1	33.6	31.8	37.5	38.6
Housing status (% of households)						
Owner (total)	75.3%	87.5%	83.4%	79.9%	64.2%	67.4%
• Owner (outright)	47.3%	10.2%	22.7%	17.7%	30.0%	31.9%
• Owner (with mortgage)	28.0%	77.3%	60.7%	62.2%	34.2%	35.5%
Renter	24.7%	12.5%	16.6%	19.9%	35.1%	31.8%
Birthplace (% of population)						
Australian born	74.5%	53.4%	59.8%	59.8%	60.9%	71.9%
Overseas born	25.5%	46.6%	40.2%	40.2%	39.1%	28.1%
• Asia	7.1%	30.9%	23.6%	23.2%	19.1%	11.2%
• Europe	12.9%	3.4%	6.3%	6.3%	9.6%	9.6%
• Other	5.5%	12.2%	10.2%	10.8%	10.4%	7.4%
Family type (% of households)						
Couple with dep't child.	41.4%	68.8%	59.6%	69.5%	48.5%	44.8%
Couple with non-dep't child.	17.5%	8.2%	11.3%	7.8%	9.1%	7.7%
Couple without child.	21.3%	15.2%	17.2%	12.4%	20.1%	22.8%
One parent with dep't child.	9.1%	4.0%	5.7%	5.0%	7.9%	8.8%
One parent w non-dep't child.	3.3%	1.5%	2.1%	1.9%	4.1%	3.7%
Lone person	7.3%	1.8%	3.6%	3.0%	9.2%	11.0%
Car ownership						
% 0 Cars	2.1%	0.0%	0.7%	1.2%	11.4%	7.7%
% 1 Car	27.4%	17.3%	20.4%	23.0%	38.5%	36.1%
% 2 Cars	35.4%	55.3%	49.1%	51.7%	34.0%	37.5%
% 3 Cars	12.7%	19.8%	17.5%	16.5%	10.5%	12.2%
% 4 plus Cars	22.4%	7.7%	12.3%	7.5%	5.7%	6.5%

**Proxy area represents the population profile of Stanhope/The Ponds*
Source: ABS Census of Population & Housing, 2016; MacroPlan Dimasi

2.4 Retail expenditure capacity

MacroPlan Dimasi estimates retail expenditure capacity generated by the main trade area residents based on information sourced from Market Data Systems (MDS), which utilises a detailed micro simulation model of household expenditure behaviour for all residents of Australia. The model takes into account information from a wide variety of sources including the regular ABS Household Expenditure Surveys, national accounts data, Census data and other information. We consider MarketInfo data to be an accurate measure of available retail expenditure and it is widely relied on in the retail industry.

Total retail expenditure is detailed in a number of categories, as follows:

- Take-home food and groceries – goods typically sold in supermarkets and specialty fresh food stores.
- Packaged liquor – packaged beer, wine and spirits such as those purchased at bottle-shops and liquor outlets.
- Food catering – cafes, take-away outlets and restaurants, including liquor consumed on such premises.
- Apparel – clothing, footwear, fashion and accessories.
- Household Goods – giftware, electrical, computers, furniture, homewares, and hardware goods.
- Leisure – sporting goods, music, DVDs, games, books, newsagents and film processing/photography.
- General Retail –pharmaceutical goods, cosmetics, toys, florists, mobile phones.
- Retail Services – retail services such as key cutting, shoe repairs, hair and beauty.

Chart 2.1 shows the potential retail expenditure capacity per person for residents of the proxy trade area for the year 2016/17, based on the spending characteristics of the proxy region (i.e. Stanhope/The Ponds), and compares these estimates with the average for metropolitan Sydney and Australia. Expenditure estimates are presented inclusive of GST. The following points are noted:

- Estimated retail expenditure per capita is around 4% above the metropolitan Sydney average. However, due to the high average household size of the main trade area population relative to Sydney, retail expenditure per household is 27% above average.
- Estimated per capita expenditure on fresh food and other food and groceries, key categories of relevance to supermarkets, is slightly lower than the Sydney average, although on per household basis, it is around 18 – 19% above average.
- Spend per capita on discretionary retail categories is 14% higher than the Sydney average. This is driven by the particularly high per capita expenditure on household goods and general retail, which are each 22% higher than the Sydney average.

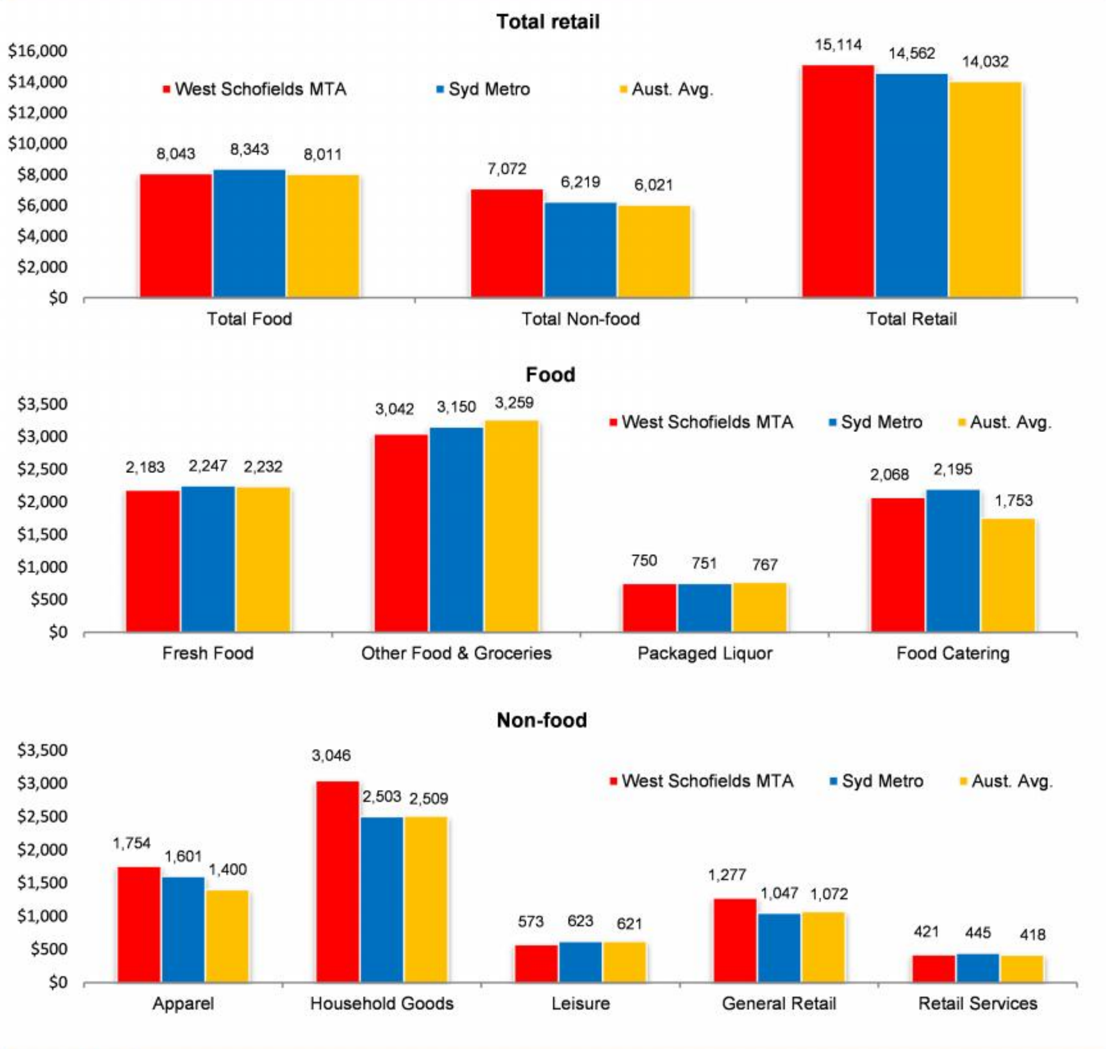
Table 2.3 combines Table 2.1 and Chart 2.1 and presents estimates of total retail expenditure generated by the main trade area population, by trade area sector, over the period from 2017 to 2041. Retail expenditure forecasts are presented inclusive of GST and in constant 2016/17 dollars.

The retail expenditure market is expected to grow from about $47 million in 2017 to $347 million ($2017) by 2041, at an average annual growth rate of 8.7%. The average annual growth rate of 8.7% comprises two components, as follows:

- Residential population growth, which is expected to average 7.8% per annum; and
- Real growth in per capita retail expenditure, which is expected to average 0.9% per annum over the forecast period; and

The total retail expenditure capacity of primary sector residents is expected to grow from $13 million at 2017 to $259 million by 2041.

Chart 2.1
West Schofields main trade area - retail expenditure per person, 2016/17*



**Including GST*
Source: MarketInfo; MacroPlan Dimasi

Table 2.3
West Schofields main trade area - retail expenditure ($M), 2017-2041*

Year ending June	Primary sector	Secondary sector	Main TA
2017	13	33	47
2021	30	54	83
2026	87	65	152
2031	175	73	247
2036	235	80	315
2041	259	88	347
Average annual growth ($M)			
2017-2041	10.2	2.3	12.5
Average annual growth (%)			
2017-2041	13.1%	4.2%	8.7%

**Constant 2016/17 dollars & including GST*
Source: MarketInfo; MacroPlan Dimasi

Table 2.4 presents estimates of expenditure for the main trade area by retail category. FLG expenditure (i.e. expenditure on take-home food and groceries including packaged liquor), a key category of relevance for supermarkets, is estimated at $18 million in 2017, and accounts for 40% of all retail expenditure in the trade area. FLG expenditure by trade area residents is forecast to increase to $140 million by 2041, at 8.8% per annum.

Table 2.4 West Schofields main trade area - retail expenditure by category ($M), 2017-2041*								
Year ending June	FLG	Food catering	Apparel	Household goods	Leisure	General retail	Retail services	**Total retail**
2017	18	6	5	9	2	4	1	47
2021	33	12	10	17	3	7	2	83
2026	60	22	17	30	6	12	4	152
2031	99	37	27	49	9	20	7	247
2032	107	40	29	52	9	21	8	266
2036	127	48	34	62	11	25	9	315
2041	140	55	37	67	12	27	10	347
Average annual growth ($M)								
2017-2041	5.1	2.0	1.3	2.4	0.4	0.9	0.4	12.5
Average annual growth (%)								
2017-2041	8.8%	9.4%	8.3%	8.6%	8.3%	8.3%	8.8%	8.7%

**Constant 2016/17 dollars & including GST*
Source: MarketInfo; MacroPlan Dimasi

Retail expenditure category definitions:

- FLG: take-home food and groceries, as well as packaged liquor.
- Food catering: expenditure at cafes, take-away food outlets and restaurants.
- Apparel: clothing, footwear, fashion accessories and jewellery.
- Household goods: giftware, electrical, computers, furniture, homewares and hardware goods.
- Leisure: sporting goods, music, DVDs, computer games, books, newspapers & magazines, stationery and photography equipment.
- General retail: pharmaceutical goods, cosmetics, toys, florists, mobile phones and pets.
- Retail services: hair & beauty, optical goods, dry cleaning, key cutting and shoe repairs.

Section 3: Competition

This section of the report outlines the retail/centres hierarchy, of relevance to retail/commercial facilities at West Schofields, including planned centres and proposed developments of relevance.

3.1 Existing competition

Table 3.1 details the existing retail facilities of relevance to retail/centre facilities being developed at West Schofields, while the previous Map 2.1 illustrates the locations of these facilities as well as the planned centres in the region. There are three existing sub-regional centres in the surrounding region, summarised as follows:

- **Plumpton Marketplace** is a sub-regional centre located about 5 – 6 km south of the potential centre in the West Schofields precinct. The centre includes 17,100 sq.m of retail floorspace and is anchored by a Big W discount department store (DDS) and a Woolworths supermarket, with around 60 - 65 specialty shops.

- **Rouse Hill Town Centre** is a large sub-regional shopping centre located around 10 km east of the subject site. The centre contains around 51,700 sq.m of retail floorspace and is anchored by Big W, Target, Woolworths and Coles. The centre also accommodates more than 200 specialty and mini-major tenants. Rouse Hill Town has in-principle approval for around 100,000 sq.m of retail floorspace, i.e. the centre has approval to almost double in size. It is noted that GPT has previously lodged a DA for a $300 million expansion of the centre which would have added around 29,000 sq.m of floorspace, including a new department store. This development application has since been withdrawn, however, we do anticipate a future expansion of the centre over the medium term.

- Elsewhere in Rouse Hill there is an estimated additional 4,500 – 5,000 sq.m of retail floorspace, including Aldi and IGA supermarkets.

- **Stanhope Village** is a successful 16,400 sq.m sub-regional shopping centre located around 12 km east of the subject site. The centre is anchored by a Kmart DDS, as well as Coles and Aldi supermarkets and contains around 65 – 70 specialty shops.

- **Greenway Village** is the closest supermarket based centre, with around 4,000 – 4.500 sq.m of retail floorspace, including a Woolworths supermarket of 3,400 sq.m, a BWS liquor store, newsagency, cafe, bakery, hair salon and a phone repair shop.

- **Sydney Business Park** is a major large format retail precinct which accommodates around 70,000 sq.m of retail floorspace in total, including Costco, Bunnings Warehouse, IKEA, an Aldi supermarket as well as smaller tenancies such as a McDonald's restaurant and a service station. In addition, the precinct contains Home Hub, which is a large homemaker centre accommodating 28 tenants. The ex-Masters box will be repurposed to accommodate several retail tenancies.

- **Woolworths Schofields** is a small neighbourhood convenience centre of around 4,500 sq.m, which contains a Woolworths supermarket, a BWS liquor store, a Terry White Chemist and an H Café pad site. There are also 5-6 shops just north of the centre, in a small retail precinct on Railway Parade.

- **Quakers Hill** contains a standalone Aldi supermarket of around 1,300 sq.m located on Hambleton Road and a small IGA anchored **Quakers Hill Shopping Village**, which contains around 2,500 sq.m of retail floorspace.

- **Riverstone Marketown** is a tired, run-down retail asset located near the Riverstone railway station which contains around 2,500 sq.m of retail floorspace including a small IGA supermarket. A development approval exists for an expansion of the centre to accommodate an additional 7,200 sq.m of retail GLA, including two supermarkets (refer section 3.2). There is also around 1,000 sq.m of street retail in the town centre.

- **Quakers Court Shopping Centre** is a neighbourhood centre of around 5,100 sq.m, which is anchored by a Woolworths supermarket and contains 10 - 12 specialty shops, and **Woodcroft Village** is a Coles anchored shopping centre, with around 8-10 specialty shops, totalling 4,500 sq.m.

- **Emerton Village Shopping Centre** is a dated neighbourhood centre which currently contains around 7,600 sq.m of retail floorspace and is anchored by a Woolworths supermarket. The centre has a DA approval for a solid expansion, including an expansion to the existing Woolworths and possibly a new Aldi supermarket (refer section 3.2)

- **The Ponds Shopping Centre** is a neighbourhood centre containing 7,500 sq.m of retail GLA, anchored by a large Woolworths supermarket of 4,200 sq.m. The centre also accommodates 23 specialty tenants.

- **Kings Langley** accommodates around 8,700 sq.m of retail floorspace, including the 5,200 sq.m **Kings Langley Shopping Centre**, which is anchored by a Coles supermarket. In addition, there is a Woolworths supermarket of 3,500 sq.m, directly opposite the centre.

- **Glenwood Park Shopping Village** is a small neighbourhood centre which contains 3,100 – 3,200 sq.m of retail floorspace and incorporates a Woolworths supermarket of 2,540 sq.m and 9 specialty tenants.

Table 3.1
West Schofields - schedule of competing retail facilities

Centre	Retail GLA (sq.m)	Major traders	Dist. by road from West Schofields (km)*
Existing facilities			
Sydney Business Park	70,000	IKEA, Bunnings, Aldi, Home Hub, Costco	1.5
Greenway Village	4,300	Woolworths	2.2
Schofields TC	*35,000*		5.0
• Woolworths Schofields	4,500	Woolworths	
• Coles SC (p)	5,000	Coles (p)	
• Proposed (Long Term)	25,000	DDS (p), Supermarket (p)	
Plumpton Town Centre	*34,800*		5.2
Plumpton Marketplace	17,100	Big W, Woolworths	
Plumpton Gardens (p)	17,700	Coles (p), Aldi (p), DDS (p)	
Riverstone TC (p)	*30,000*		5.5
• Riverstone Marketown (existing)	2,500	IGA	
• Riverstone Marketown (p)	7,200	Unknown supermarket (x2) (p)	
• Other	1,000		
• Future potential	30,000	Unknown DDS (p), Unknown supermarket (p)	
Woodcroft Village	4,500	Coles	6.6
Quakers Court	5,100	Woolworths	7.6
Emerton Village SC	*10,600*		7.7
• Existing	7,600	Woolworths	
• Proposed	3,000	Aldi (p), exp. WOW (p)	
Quakers Hill	*3,800*		10.0
• Quakers Hill Village	2,500	IGA	
• Other	1,300	Aldi	
Rouse Hill TC	*105,000*		10.3
• Rouse Hill TC (existing)	51,700	Target, Big W, Woolworths, Coles	
• Rouse Hill TC (future stages)	48,300	Note: totalling 100,000 sq.m	
• Other	5,000	Aldi, IGA	
The Ponds SC	7,500	Woolworths	10.6
Kings Langley	*8,700*		10.7
• Kings Lanley SC	5,200	Coles	
• Other	3,500	Woolworths	
Glenwood Park Shopping Village	3,200	Woolworths	11.2
Stanhope Village	16,400	Kmart, Coles, Aldi	12.2
Future facilities			
Marsden Park precinct			4.0 - 6.0
• Marsden Park TC (p)	30,000 - 35,000	DDS (p), Supermarket (x2) (p)	
• Marsden Park VC 1 (p)	c. 5,000	Supermarket (p)	
• Marsden Park VC 2 (p)	c. 5,000	Supermarket (p)	
• Marsden Park Mixed Use (p)	1,500	n.a.	
Riverstone East			
• Riverstone East VC (p)	2,400	Supermarket (p)	6.0 - 7.0
Schofields Precinct			6.0 - 8.0
• Schofields VC 1 (p)	c. 5,000	Supermarket (p)	
• Schofields VC 2 (p)	c. 5,000	Supermarket (p)	
• Schofields NC (p)	n.a.	Supermarket (p)	
Box Hill Precinct			
• Box Hill TC (p)	30,000	DDS (p), Supermarket (x2) (p)	10.0 - 12.0
• Box Hill VC 1 (p)	c. 5,000	Supermarket (p)	
• Box Hill VC 2 (p)	c. 5,000	Supermarket (p)	
• Box Hill VC 3 (p)	c. 5,000	Supermarket (p)	

**Includes Masters floorspace*
Source: Property Council of Australia; MacroPlan Dimasi

3.2 Proposed competition

The NWGA is expected to accommodate significant new retail development in the future to support the significant future population including new town centres, smaller local centres and expansions to existing centres. There are currently no proposed retail facilities within in the main trade area, other than the subject development. Beyond the trade area, the following proposed centres are planned:

<u>Marsden Park Precinct</u>

- **Marsden Park Town Centre** is planned to accommodate up to 30,000 – 35,000 sq.m of retail/commercial floorspace over the long term, including discount department store(s) and at least two supermarkets.

- **Two Village Centres** are also planned within the Marsden Park precinct, both of which could contain up to 5,000 sq.m of retail/commercial floorspace including a supermarket.

- A DA has been lodged for a mixed used development in Marsden Park south of the town centre, which could include around 860 dwellings and 1,500 sq.m of retail floorspace. This could potentially include small scale convenience and F&B facilities. It is noted that in its current form, the DA for this development has been refused and an appeal to the decision has since been lodged.

<u>Marsden Park North</u>

- Currently under precinct planning, expected to support some neighbourhood/local centre type retail as the precinct develops.

<u>Riverstone/Riverstone East</u>

- **Riverstone Town Centre** is earmarked to accommodate around 30,000 sq.m of retail and commercial floorspace. **Riverstone Marketown** forms part of this town centre and, as mentioned previously, has approval for a 7,200 sq.m net increase in retail GLA including two supermarkets.

- Two neighbourhood centres are planned within the Riverstone precinct, near the Vineyard train station, and between Riverstone and Schofields train stations.

- The indicative layout plan for Riverstone East indicates one village centre.

Schofields

- **Schofields Town Centre** is planned to accommodate up to 30,000 – 40,000 sq.m of retail/commercial floorspace over the long term, potentially including discount department stores and at least two supermarkets. Coles owns a site within the Schofields Town Centre at the intersection of Schofields Road and Railway Terrace, for which it has DA approval for the first stage of development, consisting of a 4,200 sq.m Coles supermarket and around 700 sq.m of specialty space.

- There is a small neighbourhood centre planned in the Schofields precinct between West Schofields and the railway line which could contain a small supermarket, and two local centres earmarked in the southern part of the Schofields precinct.

Box Hill

- **Box Hill Town Centre** is planned to accommodate up to 30,000 sq.m of retail/commercial GLA. This centre is a significant distance from the subject site and will serve a different catchment to the West Schofields Neighbourhood Centre.

- Three village centres are also planned across the Box Hill and Box Hill Industrial precincts, which are expected to each contain around 5,000 sq.m of retail floorspace. The Nelson Road Village Centre was recently approved, which will include a full service supermarket of 3,000 sq.m.

Plumpton/Emerton

- **Plumpton Gardens SC** is a proposed sub-regional centre planned to be located immediately east of the existing Plumpton Marketplace. The proposed centre is planned to include a discount department store, a full-line supermarket and a discount supermarket.

- As mentioned previously, there is approval for a major expansion and refurbishment of around 3,000 sq.m at **Emerton Village**. The expansion is planned to include a new Aldi supermarket as well as an expansion to the existing Woolworths supermarket. Plans for the expansion are currently deferred. Given that a discount supermarket is also proposed at Plumpton Gardens SC, it is uncertain if the Emerton Village expansion will proceed as planned.

Section 4: Retail and commercial floorspace potential

This section of the report translates the available retail expenditure market into estimates of retail floorspace demand, and then assesses the appropriate scale, mix, distribution, configuration of retail and commercial floorspace within the West Schofields precinct. This section also provides advice on the appropriate amount of business zoned land to support such floorspace including advice on carparking, etc

4.1 Retail floorspace demand within West Schofields

To assess the potential supportable floorspace within the West Schofields precinct, we have first translated the available retail expenditure market estimated in Tables 2.3 and 2.4 into estimates of retail floorspace demand, by applying appropriate average retail turnover densities (RTDs) for each broad retail expenditure category. We have applied RTDs in 2017 which have then been grown forward by around 0.5% per annum.

Due to the long term planning horizon being considered, the diverse range/mix of retail, and the varying performance levels of certain retail categories and centre types, these estimates should be considered as indicative in nature.

Table 4.1 summarises the estimated retail floorspace demand generated by the main trade area population over the period 2017 to 2041.

As shown, the population of the main trade area generates demand for around 7,100 sq.m of retail floorspace in 2017, equivalent to around 2.3 sq.m per person. This demand is expected to increase to around 22,100 by 2026, and to 46,800 sq.m by 2041, equivalent to an increase of nearly 1,700 sq.m per annum.

Table 4.1
West Schofields main trade area - Estimated retail floorspace demand (sq.m), 2017-2041

Year ending June	FLG	Food catering	**Total food**	Apparel	H'hold goods	Leisure	General retail	Retail services	**Total non-food**	**Total retail**
2017	1,868	1,027	**2,900**	871	2,261	285	634	179	**4,230**	**7,130**
2021	3,292	1,846	**5,140**	1,506	3,945	492	1,096	315	**7,350**	**12,490**
2026	5,866	3,372	**9,240**	2,617	6,943	855	1,905	561	**12,880**	**22,120**
2031	9,386	5,530	**14,920**	4,084	10,971	1,334	2,973	898	**20,260**	**35,180**
2036	11,705	7,068	**18,774**	4,968	13,514	1,623	3,617	1,120	**24,843**	**43,616**
2041	12,634	7,820	**20,450**	5,231	14,406	1,709	3,808	1,209	**26,360**	**46,810**
RTD*	9,850	6,200	**8,500**	6,200	4,150	6,200	6,200	7,250	**5,100**	**6,500**

**Retail Turnover Density - Turnover ($) per sq.m in 2017, growth assumed at 0.5% p.a*
Source: MarketInfo; MacroPlan Dimasi

Because West Schofields is smaller than some of the larger precincts in the NWGA and is primarily intended to be a residential precinct providing local convenience retail facilities, clearly not all of the identified retail floorspace demand will be retained within the West Schofields precinct.

For example, much of the bulky goods/large format retail demand generated by main trade area residents will be directed to significant precincts/clusters elsewhere such as the Sydney Business Park, Castle Hill or Blacktown, while higher order discretionary/leisure shopping will occur at sub-regional and regional shopping facilities such as Plumpton Marketplace, Stanhope Village, Rouse Hill Town Centre and the future Marsden Park and Schofields Town Centres.

Table 4.2 presents the likely market shares that we consider could be reasonably retained by local convenience oriented retail facilities within the West Schofields precinct, for each trade area sector, by retail category.

As shown, the market shares for FLG, which is the primary category of relevance for supermarkets, are expected to much higher than the other categories, as local grocery/supermarket retail should be provided near peoples' place of residence. The market shares for other convenience based categories (e.g. food catering, retail services) are also much stronger than for discretionary retail categories like apparel and household goods.

We have also made an allowance for trade captured from beyond the defined main trade area, which is typically at least 10%, but can be considerably higher for retail facilities located on main road locations. We consider a beyond trade area share of 15% to be a reasonably conservative rate that accounts for a prominent position of the centre in the West Schofields (part) precinct being located on one of the future east-west connection roads between Schofields and Marsden Park.

Table 4.2
West Schofields MTA - potential market shares, 2017-2041*

Trade area sector	FLG	Food catering	**Total food**	Apparel	HH goods	Leisure	General retail	Retail services	**Total non-food**	**Total retail**
Primary	45.0%	13.5%	**36.6%**	3.0%	1.0%	3.5%	10.0%	17.5%	**4.3%**	**21.9%**
Secondary	10.0%	3.5%	**8.3%**	1.0%	0.3%	1.0%	2.5%	5.0%	**1.2%**	**5.1%**
Beyond TA (% of turnover)	15.0%	15.0%	**15.0%**	15.0%	15.0%	15.0%	15.0%	15.0%	**15.0%**	**15.0%**

Source: MacroPlan Dimasi

We have notionally allocated the same market shares over the period 2017 to 2041, to guide the appropriate timing/staging of retail floorspace within the precinct, as indicated in Table 4.3. Having regard to the above market shares, Table 4.3 presents estimates of retail floorspace that we consider could be supported within the West Schofields precinct over the period 2017 to 2041.

As shown, at capacity (i.e. around 2041), we recommend that around 7,000 – 7,250 sq.m of retail floorspace could be supported within the West Schofields precinct in aggregate, including 5,300 – 5,400 sq.m of supermarket floorspace (i.e. FLG plus some general merchandise).

Table 4.3
West Schofields - indicative supportable floorspace by category (sq.m), 2017-2041*

Year ending June	FLG	Food catering	**Total food**	Apparel	H'hold goods	Leisure	General retail	Retail services	**Total non-food**	**Total retail**
2017	432	75	**510**	16	13	6	34	18	**90**	**600**
2021	849	150	**1,000**	30	25	11	65	34	**160**	**1,160**
2026	2,023	357	**2,380**	64	56	24	149	78	**370**	**2,750**
2031	3,749	672	**4,420**	113	100	42	267	143	**670**	**5,090**
2036	4,854	890	**5,744**	142	128	53	336	184	**844**	**6,588**
2041	5,248	986	**6,234**	150	136	56	355	199	**896**	**7,130**
Average annual growth (sq.m)										
2017-2041	201	38	**239**	6	5	2	13	8	**34**	**272**
Average annual growth (%)										
2017-2041	11.0%	11.3%	**11.0%**	9.8%	10.3%	10.1%	10.3%	10.6%	**10.1%**	**10.9%**

**Retail Turnover Density - Turnover ($) per sq.m in 2017, growth assumed at 0.5% p.a*
Source: MarketInfo; MacroPlan Dimasi

4.2 Recommended scale, mix, distribution and timing

The southern part of the West Schofields precinct will absorb the majority of the residential dwelling supply in the precinct, and given its proximity to the rail corridor between Cudgegong Road and Marsden Park, we recommend that the local centre be located within this part of the precinct.

<u>Justification/explanation</u>

We make the following comments in relation to the recommended floorspace provision in the West Schofields precinct:

- Typically, there is one large supermarket provided per 8,000 – 9,000 persons across Australia. By 2041, the West Schofields precinct (i.e. primary sector) could contain around 13,850 persons, in addition to a secondary sector which could contain around 4,700 persons in the secondary south sector.

- South Street, (i.e. the road distinguishing the precinct north and south) will be upgraded in the future and will form part of an extended Schofields Road, also connecting Schofields to Richmond Road.

- Townson Road will be upgraded in the future, and is planned to connect through to Burdekin Road, which will become a much more prominent and busy thoroughfare in the region, connecting the West Schofields precinct to Richmond Road to the west and to Schofields in the east. This road upgrade is being facilitated by Blacktown Council.

- Improved road connections will be made through the northern part of the West Schofields precinct, particularly as the Marsden Park North precinct evolves.

- There is an Aldi supermarket and a Costco retail warehouse at the Sydney Corporate Park, which are not likely to have a major bearing on the potential for supermarket facilities at the subject site. Costco stores tend to serve a significant regional catchment and operate on a membership basis with a focus on bulk purchases, while Aldi is a hard-discounter, with limited stock keeping units (SKUs).

- The Greenway Village centre opened during 2017, anchored by a Woolworths supermarket and around 10 – 15 specialty shops and would be the closest full-line supermarket facilities for many trade area residents, particularly those in the secondary south sector in the medium term, until new facilities are provided within West Schofields. This centre will be a primary shopping destination for many residents in the secondary south sector, however this centre would generate a significant proportion of business from passing traffic, along Richmond Road and thus would not be relying heavily on the demand from the new West Schofields population.

- The Marsden Park town centre is expected to accommodate a sub-regionally sized retail offer and supporting commercial and community uses. We expect the neighbourhood centre in the north of the Marsden Park precinct located within the Elara estate being developed by Stockland, will likely evolve earlier than this centre, as this is where the majority of the residential dwelling growth is expected to occur in the short to medium term.

- The Woolworths supermarket at Schofields is not conveniently accessible from the West Schofields precinct, and requires a convoluted trip along Bridge Road and then south. Although we note access from the west will be improved once the Burdekin Road/Townson Road upgrade is completed.

- Future retail development is expected to occur around the Schofields town centre east of the train line (sub-regional scale) and within the Schofields estate west of the train line (neighbourhood centre/s).

- Across Australia single supermarket anchored shopping centres typically support around 1,300 – 1,500 sq.m of specialty retail floorspace and around 500 - 600 sq.m of mini-major floorspace, in addition to a supermarket anchor. Typical single supermarket centres tend to also support an additional 500 – 1,000 sq.m of other uses, which could include travel agents, post offices, gyms, childcare, medical uses, professional suites, banks etc.

- In some established locations, with high volumes of surrounding activity, and limited competition, the provision of specialty retail could be significantly larger than this, while in other locations a supermarket centre may only support a handful of specialty tenants.

- The Ponds Shopping Centre in The Ponds and the Jordan Springs Shopping Centre in the Jordan Springs release area in Penrith are good examples of new neighbourhood centre developments that have been developed in north-western Sydney in recent times. Each of these centres contains a large Woolworths supermarket and about 15 – 20 specialty tenants.

Having regard to the above, we recommend the following mix and distribution of retail and ancillary non-retail facilities be planned for in the West Schofields precinct, as shown in Table 4.4:

- One local centre serving the whole West Schofields precinct, located on Schofields Road. A centralised location within the estate will allow it to serve all residents more easily, will potentially integrate with future rail connections, and will allow greater critical mass and a more successful centre, as it can more readily capture passing trade along Schofields Road.

- Around 5,500 sq.m of retail floorspace including a full scale supermarket of 3,750 sq.m and around 1,500 sq.m of supporting specialty plus a further 1,500 sq.m of non-retail floorspace, i.e. total floorspace of around 6,500 – 7,000 sq.m.

Table 4.4 West Schofields Precinct - potential retail and ancillary non-retail floorspace (sq.m)		
Item	Description	Area (sq.m)
Area (sq.m)		
Retail		
Supermarket	Coles, WOW, IGA etc	3,750
Specialty/Mini-majors	Convenience based shops	1,500
Total retail		**5,250**
Non-retail		
Medical centre/allied health	Medical, physio, dentist etc	200
Commercial/banks etc	Banks, real estate, services	300
Gyms/fitness/sports	Small gym/fitness studio	400
Child care		600
Total non-retail		**1,500**
Total retail & non-retail		**6,750**
Land Requirement		
FSR		0.35 - 0.4
Business zoned land (ha)		1.7 - 1.9
Source: MacroPlan Dimasi		

Timing/staging

Retail is an important catalyst for new residential development, as retail/shopping facilities and important local services are a high priority factor for households when deciding upon place of residence. Retail facilities of sufficient critical mass should be provided as early as possible to service new residents and to drive new dwelling sales and dwelling growth.

Because we expect the residential development front to occur in the southern part of the precinct and the majority of population to establish in this location, and we recommend a local centre could establish from around 2026 onwards. It could be that the development is staged, with a supermarket and a handful of specialty shops delivered initially, followed by the remaining specialty and non-retail uses as the population establishes further – however, this will be subject to development feasibilities and tenant/market demand at the time.

Land requirements/parking

Typically, retail developments in greenfield locations tend to be single storey with car-parking provided at-grade. For both traditional retail and bulky goods developments, appropriate car-parking is considered to be very important even though required rates of provision may vary.

In our experience, the general land take, or floorspace ratio (FSR) for neighbourhood centre/neighbourhood centre development tends to be in the order of 0.3:1 to 0.5:1 in greenfield locations, allowing for appropriate car-parking, set-backs, loading/unloading and circulation for cars.

As shown in Table 4.4, applying an FSR of 0.35 - 0.4:1 to the recommended floorspace provision, results in a land requirement for around 1.7 – 1.9 hectares (ha) for the local centre.

Section 5: Economic impacts

This section of the report presents our estimates of potential economic impacts on the surrounding retail/centres hierarchy; and discusses the implications of these impacts, and then examines the net community benefits associated with the development of retail/commercial facilities within the West Schofields precinct, including employment generation and other economic benefits.

5.1 Potential impacts on surrounding centres hierarchy

The future development of the West Schofields precinct will result in a significant provision of additional population in the locality. The precinct is expected to sustain around 4,300 dwellings, and a population of around 13,850 persons by 2041.

Table 5.1 presents an analysis of the retail floorspace demand and retail expenditure implications for the surrounding retail centres hierarchy. We make the following comments:

- We recommend that the retail/commercial floorspace outlined proposed in Section 4 of this report is staged, in line with population driven demand to support such facilities. In this regard, the development of new retail facilities will mainly be reliant on demand generated from new residents in the West Schofields precinct. There will also be considerable retail demand generated by this new population that will not be captured by retail facilities within West Schofields and will be available for capture by other surrounding centres/retail precincts, including convenience based demand, discretionary/leisure shopping demand and bulky goods demand.

- We note that the West Schofields precinct is estimated to support a population of around 13,850 persons by 2041, generating demand for around 46,800 sq.m of retail floorspace, including 12,600 sq.m of supermarket floorspace demand.

- Approximately 75 – 80% of the recommended supportable retail floorspace is expected to be driven by demand from residents within the West Schofields precinct, with the remaining 20 – 25% generated by residents of the secondary south sector and from beyond the main trade area.

- This means that around 3,100 sq.m (2026) to nearly 10,000 sq.m (2041) of supermarket demand (52 – 78%) and 18,200 sq.m (2026) to 42,900 sq.m (2041) of total retail floorspace demand (82 – 92%) generated by the West Schofields population will be directed to other retail centres/precincts in the surrounding region.

- In this context, all of the existing and proposed centres in the region will benefit considerably from the new population establishing within the West Schofields precinct.

- Local convenience retail facilities will be needed within West Schofields to attract/support the new population establishing at West Schofields. Without these amenities, residents may be less inclined to move to the West Schofields precinct, and the total population/retail demand may be reduced.

Table 5.1
West Schofields Precinct - potential retail and ancillary non-retail floorspace (sq.m)

Item	Area	
	2026 (sq.m)	2041 (sq.m)
Potential West Schofields expenditure/floorspace demand available to other centres		
Floorspace - supportable		
Supermarket	3,750	3,750
Other retail	1,500	1,500
Total retail	**5,250**	**5,250**
Floorspace demand - West Schofields		
Supermarket	5,870	12,630
Other retail	16,250	34,180
Total retail	**22,120**	**46,810**
West Schofields Precinct - floorspace demand available to other centres*		
Supermarket	3,060	9,820
Other retail	15,130	33,060
Total retail	**18,190**	**42,880**

**Accounts for share captured by primary trade area. Centres will absorb some demand from secondary south and beyond trade area.*
Source: MacroPlan Dimasi

5.2 Potential supportable employment

A local centre within the West Schofields precinct will facilitate permanent employment opportunities, as well as additional jobs throughout the supply chain, including those in industries servicing the retail and commercial tenants at the site, such as transport workers, wholesalers and the like.

There will also other employment supported beyond these centres, for example jobs created at schools and other community facilities that do not necessarily require business zoned land to operate.

Furthermore, the construction phase of the West Schofields estate development (including the development of new business centres) will support temporary construction related employment, and additional temporary jobs through the broader economic supply chain (i.e. multiplier impacts).

In estimating the various employment benefits, we have relied upon various data sources including information from supermarket operators, the ABS, state and local government agencies, as well as 30 years’ of experience in preparing assessments of this nature.

Table 5.2 illustrates the estimated employment that could potentially be supported within the proposed local centre. As shown, based on the scale/mix recommended, the new local centre could potentially support in the order of 207 jobs.

Table 5.2 West Schofields Precinct - Estimated permanent employment			
Scenario	Estimated employment per '000 sq.m	GLA (sq.m)	Employment (persons)
Within local/neighbourhood centres			
Retail			
Supermarket	25	3,750	94
Specialty/Mini-majors	30	1,500	45
Sub-total		**5,250**	**139**
Non-retail			
Medical centre/allied health	40	200	8
Commercial/banks etc	67	500	34
Gyms/fitness/sports	5	400	2
Child care	50	500	25
Sub-total		**1,600**	**69**
Total retail & non-retail		**6,850**	**207**

NB: Estimated employment assuming fully developed (i.e. by 2041)
Source: MacroPlan Dimasi