Liverpool city council
creating our future together

Business Centres and Corridors Strategy

Review 2013

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Introduction

The Liverpool Local Government Area (LGA) is located in the South-West Subregion of the Sydney Metropolitan Area. Liverpool is the Regional City for South-West Sydney and is the largest retail and commercial centre within the region, performing a variety of employment, administrative, educational and entertainment functions. There are numerous other centres within the Liverpool LGA which provide more localised community facilities and retail and commercial floorspace.

The Liverpool LGA has experienced growth in recent times. The LGA has grown in the order of 1.75% per annum, significantly higher than the Greater Sydney average of 1.24%. It is forecast that the population of the Liverpool will continue to grow over the next 20 years, with the population of the LGA expected to increase from 180,143 people in 2011 to approximately 284,596 people in 2031. This projected growth is likely to result in increased demand for retail and commercial floorspace in the Liverpool LGA over time.

The Liverpool Business Centres and Corridors Strategy has been produced following the analysis and recommendations of Hill PDA in the Liverpool Retail Centres Hierarchy Review 2012. This strategy will guide future planning and policy decisions regarding the role and function of centres within the LGA. This strategy will encourage consistent and responsive decision making and support Council's vision in promoting sustainable growth of existing centres. Through this strategy, Council aims to create greater certainty in investing in our city and ensure positive social and economic outcomes for the community.

Through adopting the retail hierarchy, Council has identified the role and function of existing and planned centres. Council will continue to identify opportunities to enhance the amenity of its centres, ensuring that they are attractive places for business.

Council recognises the role of its corridors as supporting centres by accommodating start-up businesses, showrooms, building supplies, small retail outlets and bulky goods clusters which do not always 'fit' in conventional centres.

Background

In 2006, Council commissioned Leyshon Consulting to prepare a study focusing on business centres and corridors throughout the Liverpool LGA. The study was sought in light of the NSW State Government's Planning Reforms, and in particular, the introduction of the Standard Instrument (Local Environmental Plans) Order 2006. The primary role of this study was to provide Council with an understanding of the roles and functions of business centres throughout the LGA and to inform planning decisions relating to the development of the Liverpool Local Environmental Plan (LLEP) 2008.

In 2012, Council commissioned Hill PDA to prepare a review of the retail centres in the LGA. The review involved undertaking a stock take of the existing business and commercial zoned land and assessing the function and the community served by each centre. The review provides direction for the future growth of business and retail operations in the LGA.

On 28 November 2012, Council resolved to adopt the Liverpool Retail Hierarchy Review and update the Business Centres and Corridors Strategy to reflect the findings of the review.

Council's vision is to encourage retail and commercial development in centres and to strengthen these centres, in particular the Liverpool City Centre. This strategy will give Council guidance in making planning decisions to achieve this vision.

Retail Centres Hierarchy

The purpose of the hierarchy is to ensure that the roles of these centres are clearly defined and that the expansion of one centre will not threaten the role of another centre further up or down the hierarchy.

This strategy includes discussion of the main existing and planned centres within the Liverpool LGA. There is also discussion of population and resultant growth in demand within the catchments which may lead to additional development over the short (to 2019), medium (to 2026) and long (post 2026) term.

Table 1 Retail Centres Hierarchy

Centre Typology	**Retail Centre**
Regional City (1)	Liverpool City Centre
Town Centre (6)	Carnes Hill Casula Mall Edmondson Park Green Valley Miller Moorebank
Stand Alone Centre (1)	Orange Grove
Out-of-Centre Bulky Goods Cluster (1)	Crossroads
Village Centre (6)	Chipping Norton Cecil Hills Flowerdale Middleton Grange Holsworthy Plaza Wattle Grove
Small Village Centre (9)	Hammondville Hoxton Park Edmondson Ave/ 10th Austral Prestons Luddenham Green Valley Road Lurnea Governor Macquarie Shopping Centre Casula Shopping Centre
Neighbourhood Centre (24)	Elizabeth Drive/ Park Road/ Marsden Road West Hoxton Heckenberg Exhibition Parade Sinclair Road, Ashcroft Sadleir Cartwright Maryvale Avenue Boundary Road Rose Street Warwick Farm Goulbourn Street Grimson Crescent Camden Valley Way, Casula De Meyrick Avenue Marsh Parade Chipping Norton Shopping Centre Liverpool Day Surgery Newbridge Road Heathcote Road/ Wattle Grove Drive 15th/ 22nd, Austral Edmondson Ave/ 15th, Austral Rossmore Bringelly

Liverpool City Centre

Council will continue to support opportunities to strengthen and consolidate the retail offer of Liverpool City Centre as the Regional City for the South-West Subregion. Council will seek to promote short term growth in the Liverpool City Centre through a variety of initiatives, in particular the relevant actions contained within the Liverpool City Centre Vision.

Council supports expansion opportunities in Liverpool City Centre which could include the provision of additional department store or discount department store floorspace (5,000sqm) and further specialty stores. In total an expansion of up to 15,000sqm of retail floorspace in the Liverpool City Centre has been recommended by the Retail Hierarchy Review 2012 which is supported by council.

Long term growth of the Liverpool City Centre will be sufficient to support a significant expansion of retail floorspace. At least a further 20,000sqm of supermarket, speciality, and department and discount department store floorspace could be provided to strengthen the retail offer of the centre. An expansion such as this is likely to rejuvenate the retail offer of the City Centre and potentially reduce the loss of trade to the Leppington Major Centre.

Established Centres

<u>Holsworthy Plaza</u>

Holsworthy Plaza in the south-east of Liverpool LGA has existing DA approval for the development of 7,000sqm of retail floorspace including ALDI and Coles supermarkets. Examination of the retail demand generated by residents of the Wattle Grove area in isolation indicates an undersupply of supermarket and specialty floorspace in this area. The Holsworthy Plaza development will address the immediate undersupply of supermarket floorspace and will negate the need for any additional supermarket floorspace in the area to 2031, based on current population projections.

<u>Orange Grove</u>

MegaCenta Liverpool is located on Orange Grove Road in Warwick Farm. The centre provides a total of 36,500sqm Gross Lettable Area of retail floorspace. Additional freestanding retail units providing fast food and take away uses are provided adjacent to the MegaCentre, as is an Officeworks store.

It has been proposed to utilise the site of the weekend markets at Orange Grove for the purposes of a 19,000sqm brand outlet premises. If this proposal is to proceed it would be likely to attract additional expenditure from residents outside of the Liverpool LGA, particularly from residents in the Fairfield LGA. As such, there is likely to be sufficient retail need to justify an outlet centre of this size in the short term to 2019. Notwithstanding this, detailed consideration of economic impacts on the Liverpool City Centre likely to result from this proposed development will be required, to determine whether it is acceptable in economic terms.

ALDI has expressed an interest in locating at Orange Grove. A recent amendment to the LLEP 2008 which increased the permissible threshold of “retail premises” in the B6 zone is likely to facilitate a development of this nature in the short term.

Green Valley Town Centre

Valley Plaza Shopping Centre is a stand alone centre which provides 9,834sqm Gross Lettable Area of retail floorspace. An additional 1,033sqm Gross Lettable Area is provided in retail units fronting Wilson Road.

The Retail Hierarchy Review 2012 has escalated the Green Valley Centre from its previous classification as a village centre to a town centre. It has been identified as performing a similar function to the existing town centres in the LGA, albeit on a smaller scale.

The low density of existing development within the centre allows sufficient scope for expansion of the centre. In addition to increased retail floorspace, a redevelopment of the site could include community facilities such as a medical centre or public square, to allow it realise it's potential as a town centre.

Miller Town Centre

The retail offer of Miller is focused upon the Miller Village Shopping Centre. The shopping centre provides 9,653sqm of retail floorspace, with an additional 2,030sqm of retail floorspace located outside the centre.

The Miller Town Centre provides a variety of community facilities including a medical centre, a community centre, a library and a fire station.

The Retail Hierarchy Review 2012 recommended that the status of this centre be escalated from village centre to town centre. It was considered that the role of the centre is more akin to that of a town centre due to its range of commercial, retail and community functions.

Council supports the redevelopment or extension of Miller Community Shopping Village over the short-term. Such a development should improve the trading performance of the centre and widen choice for residents in the trade area which it serves. Council has approved a Development Application recently to enable the renovation of the centre, including a facade upgrade and the creation of additional tenancies.

Moorebank Town Centre

Moorebank Shopping Centre provides approximately 10,150sqm of retail floorspace. Its primary trade area comprises the suburb of Moorebank as well as a portion of trade from residents of Chipping Norton, Holsworthy and Hammondville.

There is scope to expand the existing centre within the B2 zoned area through construction of undeveloped lots and through the intensification and redevelopment of existing buildings. A second storey could also be accommodated under the existing height and floor space ratio limits stipulated by the LLEP 2008.

If the opportunity arises, an extension to retail provision in Moorebank could be supported to provide in the order of 5,000sqm of additional retail floorspace in the medium term.

Carnes Hill Town Centre

Carnes Hill Town Centre primarily consists of the purpose built Carnes Hill Marketplace shopping centre. The shopping centre provides approximately 17,200sqm Gross Lettable Area of retail floorspace. The centre services a trade catchment of approximately 22,500 residents of Carnes Hill and adjacent suburbs.

Council proposes to construct a community centre, library and sports facilities adjacent to the centre. It is unlikely that there will be any substantial increase in retail floorspace resulting from these developments, however it will strengthen the offer of services available at this location.

Casula Mall Town Centre

Casula Mall is a purpose built shopping centre of approximately 20,100sqm Gross Lettable Area of retail floorspace. The trade area of the centre contains approximately 27,000 residents.

Although expansion of the centre would be justified based on the strong retail performance of the centre, the mall is located within a developed residential area which will restrict the centre from expanding. Rationalisation of car parking at the centre or the addition of a second storey may be possible to accommodate greater retail floorspace in the future.

Planned Centres

Middleton Grange

Middleton Grange is expected to accommodate more than 10,000 people once fully developed and a town centre of approximately 5,500sqm is proposed. Included in this is approximately 500sqm of homemaker style floorspace. This will assist in meeting the market demand arising in the short-term in this area and should include a full-line supermarket and specialty stores and shopfront commercial retail facilities.

Edmondson Park

The planned Edmondson Park Town Centre will provide a mixture of retail, commercial and community uses, adjacent to the future South West Rail Link Station.

Edmondson Park will be the second largest centre, after Leppington Major Centre, in the South West Growth Centre. The centre will provide between 25,000 and 45,000sqm of retail and commercial floorspace once fully developed. The centre will provide for a mix of uses located around the planned rail station and function as the centre for some 25,000 residents.

The Edmondson Park Town Centre will meet demand for retail floorspace which will result from medium to long term growth of the Edmondson Park Precinct, surrounding South West Growth Centre precincts and existing residential communities within the Liverpool and Campbelltown LGA's.

Austral and Leppington North

The Austral and Leppington North precincts will accommodate approximately 16,000 dwellings and 51,000 residents once fully developed. The majority of this development will be within the Liverpool LGA, with a smaller portion to occur in the Camden LGA. The planned Austral Local Centre is the largest centre planned for these precincts within the Liverpool LGA and will consist of a mix of retail and commercial land uses. The Local Centre could provide up to 30,000sqm Gross Lettable Area once fully developed.

There are also three Neighbourhood Centres planned for the Austral and Leppington North Precincts. Local Centres at Gurner Avenue, Eighth Avenue, and Tenth Avenue will each provide up to 10,000sqm Gross Lettable Area and service a catchment of approximately 10,000 residents.

Bulky Goods

Crossroads

Crossroads Homemaker Centre provides approximately 58,000sqm of bulky goods floorspace, making it the largest Homemaker centre in NSW. The centre services a catchment which includes the majority of the Liverpool LGA, the northern portion of the Campbelltown LGA and several South West Growth Centre precincts.

Approval has recently been granted for a Costco development to be located within Crossroads which will supply an additional 13,000sqm Gross Lettable Area of retail floorspace in the short term. There is potential for further growth of the Crossroads cluster due to increased demand resulting from development of the nearby South West Growth Centre precincts.

Once bulky goods retail is developed in the Leppington Major Centre, it is likely that the capture of expenditure by the extent of the Crossroads cluster will decline. Despite this, overall population and expenditure growth within the catchment area should be sufficient to support further expansion of the Crossroads precinct in the order of 15,000 to 20,000sqm in the long term.

Commercial and Office Space

Employment uses can provide strong synergies with retail centres. Commercial centres with a high number of office workers generate demand in the centres for further retail space over and above household expenditure in the trade area. Workers may spend as much as 10-15% of their total household expenditure near their place of work if the retail offer is good.

To ensure the primacy of the Liverpool City Centre, this strategy will continue to promote the city centre as the ideal location for commercial office development. As the Regional City for South-West Sydney, the Liverpool City Centre is the most appropriate location for this form of development due to its function as a major retail, commercial, education and transport centre. Locating commercial development within the city centre promotes the efficient use of infrastructure and represents the greatest convenience to staff and customers.

Council will continue to preserve a commercial core area for future business, office and retail growth. This core zone is surrounded by a mixed use zone which promotes commercial growth in multi-storey developments, below residential developments.

Office space will be restricted outside of the commercial core or dedicated business parks. Office space in industrial zones will only be permitted where this use is ancillary to the range of industrial type uses which are permitted.

Strategies

Council has refined the findings from both studies to accurately portray Liverpool now and, envisaged in the future. The following strategy has been developed to guide the future development of business centres and corridors, in a sustainable and logical manner. Council in this Liverpool Business Centres and Corridors Strategy has adopted the following approach:

1. Preserve a commercial core area (excluding residential) in the Liverpool CBD for future business, office and retail growth.

2. Limit professional office premises to business zones to capitalise on, and concentrate infrastructure and services.

3. Establish and maintain Liverpool's Retail Centre Hierarchy.

4. Support the expansion of existing retail and business centres in accordance with the adopted Retail Centres Hierarchy 2012.

5. Ensure that new centres compliment existing centres and do not impact upon their viability.

6. Expand start-up business opportunities (and restrict residential) in extended enterprise corridor zones leading into main centres and nodes.

7. Support growth of existing bulky goods clusters in accordance with the retail centre hierarchy and limit other locations to serve a district role.

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