



Centres Direction

PLANNING, PROTECTION AND MANAGEMENT OF THE SHIRE'S CENTRES



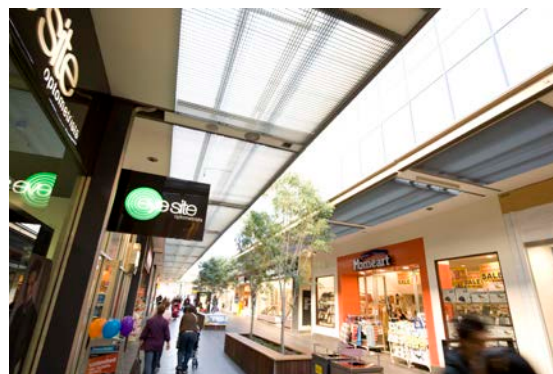
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The Centres Direction was adopted by Council on 23 June 2009 Minute No.407.

This document represents the collaboration of information from a number of sources, including Government Plans and Policies and plans and policies of The Hills Shire Council.



Rouse Hill Centre

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Executive Summary

CENTRES DIRECTION

The Centres Direction will provide an overall strategic context for the planning and management of the Shire's centres and their development and growth to 2031. It supports the commitments contained in Hills 2026 Community Strategic Direction, in particular the development of vibrant communities.

The Direction sets out five key directions to give Council and stakeholders a clear strategy to protect and manage the Shire's centres and meet the needs of the community.



KEY DIRECTIONS AND OBJECTIVES

C1 Create vibrant centres that meet the needs of the community

- Ensure that planning and future development reinforces the hierarchy of centres within the Shire.
- Meet the diverse shopping needs of the community.

C2 Make centres more attractive places to visit

- Achieve centres that are safe, vibrant and active.
- Provide for attractive centres that address changing lifestyle trends.
- Improve the sustainability of centres.

C3 Make centres accessible to the community

- Encourage appropriate transport infrastructure to serve, support and connect centres.
- Improve accessibility within centres.

C4 Improve the functioning and viability of existing centres

- Guide the revitalisation and redevelopment of existing centres.
- Facilitate and promote the revitalisation and redevelopment of existing centres.

C5 Plan for centres in new areas

- Guide the development of new centres to meet the needs of the future population.

Introduction

CENTRES DIRECTION

Centres are more than just places to shop or work. They are also the venue for civic functions, social interaction, and recreation, and are an ideal location for community facilities and public transport hubs. The Centres Direction looks to achieve the creation of spaces that are attractive to live, work, shop and visit.

The Centres Direction gives Council, the community and developers a clear strategy for the future planning and management of centres and their development and growth to 2031. It seeks to plan for the sustainable development of retail and commercial centres, respond to State Government legislation, inform the drafting of Council's planning controls, and achieve the development of vibrant centres that meet the community's needs and values.

The Hills 2026 Community Strategic Direction looks towards a future of resilient local leadership, vibrant communities, balanced urban growth, a protected natural environment and a modern local economy. The Centres Direction will be one of a number of Council strategies to assist with achieving this vision.

The Direction reviews the policy framework for the Shire's centres and addresses key issues such as the need to make centres more attractive places to live, work and visit.

The existing Retail and Commercial Centres Study, completed in 1997, set the framework for meeting the demand for additional floorspace within the Shire to the year 2011. This Study has influenced the development of centres over the past eleven years. The Centres Direction replaces this study and forms the new strategic planning direction for commercial and retail development in the Shire's centres to 2031.

This Direction considers a range of issues facing centres, including the need for quality public transport, protection of the established retail hierarchy, the delivery of centres in new release areas, and the revitalisation of some older centres.



Rouse Hill centre

Challenges

CENTRES DIRECTION

The unique character, history, location and size of The Hills Shire, together with ever changing economic conditions present many challenges for the planning and management of centres.

Centres have a valuable role in providing access to retail and commercial services, employment opportunities, and creating vibrant spaces for the social needs of the community. Centres need to accommodate the growing population and meet the changing needs of the broader community.

KEY CHALLENGES

- Ensuring sufficient retail floorspace is available to meet future demand.
- Ensuring the right type of retail is provided in the right location at the right time to meet the needs of the community.
- Creating centres that are multi-functional and that are attractive to live, work, shop and visit.
- Achieving revitalisation of ageing centres where there are many owners.
- Planning for, and responding to, new opportunities presented by public transport initiatives.
- Improving connectivity within centres and reducing car reliance.
- Managing traffic and parking within centres.
- Planning for the changing nature of retailing.

Challenges are also created by external factors which can affect Council's ability to achieve significant change in some areas. Some of these factors include:

- (a) Timing and delivery of State infrastructure such as the North West Metro.
- (b) Macroeconomic conditions which can impact on availability of household expenditure and employment levels.
- (c) Government policy such as national competition policy, fair trade policy and taxation policy.
- (d) The changing nature of environmental and planning legislation at all levels of government.

An overriding challenge for Council is to create attractive and sustainable centres by balancing the needs of the economy, community, and environment. The Centres Direction, together with the other Strategic Directions, seeks to respond to this challenge.

Trends

CENTRES DIRECTION

Community desires, shopping habits, retail demand and economic conditions are constantly evolving.

Each year Council undertakes a Community Survey to provide a reliable basis for gauging broad community opinion. Of respondents in the 2007/2008 Survey 74% identified that a range of shopping facilities and town centres that have a village atmosphere was of high importance. Respondents that were dissatisfied with the town centre and village atmosphere claimed that the village atmosphere the Shire once had has deteriorated due to increased development and that a town centre no longer exists. Respondents also attributed their dissatisfaction with the range of shopping facilities to the lack of variety of stores in the Shire and the similarity of shopping centres.

Community feedback provided in the preparation of the Hills 2026 Community Strategic Direction indicated the community's desire for good links to centres and better public transport, and encouragement of the growth of businesses. The lack of community arts and cultural activities, traffic congestion, and dependence on private vehicles were seen as some of the Shire's weaknesses. Concerns about the loss of local character were also raised. Some of the key issues facing the Hills Shire area in the next twenty years were considered by the community to include population growth and the potential loss of civic pride and community spirit.

The community visioning process undertaken during preparation of the Hills 2026 Community Strategic Direction explored the community's vision for the next twenty years. One such community vision included:

"A vibrant and culturally diverse community enjoying an active lifestyle in an LGA well connected to public transport and well provided, financially, for future generations." (Hills 2026 Project Report, 2008, p.13).

Important trends influencing how Council plans its centres can be grouped into four categories: retail, lifestyle, changing employment trends and the economic climate.

RETAIL TRENDS

Rapidly changing demographics and lifestyles require retailers and shopping centres to constantly monitor and respond by repositioning their retail offer, presentation and mode of operation.

Trends in retailing reflect changes in the community. In summary, trends include a deregulation in the hours of shopping, the development of larger supermarkets, out of centre retailing, increased diversification and stand alone centres, the increasing importance of discount department stores, the emergence of convenience shopping, and the rise in electronic retailing. These trends are further explored below:

- *Deregulation of shopping hours:* A trend towards late night, seven days per week and in some cases, 24-hour trading has changed the way supermarkets and centres function. Whilst the longer shop trading times provide added convenience for the community, there are some negative consequences arising from the longer operating hours, such as noise and competition with traditional local stores. The greater spread of shopping times has reduced peaks in trading patterns which may have implications for planning policies.
- *Supermarkets:* A trend towards the development of larger supermarkets has resulted in lower prices and better product choice but has impacted on the ability of smaller centres to compete and remain viable. A spin-off of this trend has been an increase in the number of smaller supermarket operators, which often form the core or anchor for village centres.

There has also been a trend towards the introduction of discount supermarkets.
- *Out-of-centre retailing:* Out-of-centre retailing is characterised by bulky goods retailing which generally prefer larger floor areas than those found in traditional centres. This type of retailing is focused around furnishings, lighting, and other home-related products but is becoming increasingly diversified.

Attracted by often lower rents, this form of retailing can result in more competitive pricing than traditional department, discount department and specialty stores. This can significantly impact on the viability (through loss of trade) of traditional centres. Other issues include the availability of public transport to out-of-centre areas and the availability of land for industrial and manufacturing purposes. There is a concentration of bulky goods premises within the Castle Hill industrial area and part of the Norwest Business Park.

REQUIREMENTS FOR BULKY GOODS CENTRES

- Large and extensive trade area of 100,000 or more people.
 - Central position in the trade area or near the main entry point of a large trade area.
 - Cheap and plentiful land to enable easy parking and loading and unloading facilities.
 - Location on a major road with high visibility and accessibility via the local road network.
 - Expanding trade area as new homes generate higher demand for bulky goods than established homes.
 - Wealthy trade area with high disposable incomes.
- *Increased diversification and stand alone centres:* The nature of centres has changed since the arrival of discount department stores in the 1960s, with retailing becoming increasingly diverse and shopping centres becoming larger. Within newer centres, the inclusion of facilities such as food courts, child care centres, large supermarkets, cinemas, libraries and piazzas has meant a more diverse shopping experience for the community.
- Stand alone centres such as Winston Hills Mall allow shopping centre owners to coordinate tenants, hours of operation, marketing and physical improvements such as building upgrades and

landscaping. Issues such as lack of integration and connectivity with adjoining land uses can arise from this form of retailing.

An emerging retail trend may see the incorporation of hotel / serviced apartment accommodation and entertainment facilities within larger shopping centres, as well as a move towards centres that focus on 'lifestyles', such as eat streets and street theatre, where buskers and street theatre are provided for.

- *Discount department stores:* The large floorspace requirements of the traditional department store tend to result in more internally focused retail experiences, with less emphasis on traditional street front activity. Department stores generally have the 'major anchor' role within centres and often attract shoppers from a wide area, with 'spin-off' effects for surrounding retailers from shoppers who buy goods from other stores in a single trip. There is a trend towards discount department stores acting as anchors for lower order centres.
- *Convenience shopping:* This trend is based around the desire for quick, easy, convenient shopping that caters for workers travelling home by car or those who have little time for shopping. These 'convenience community centres' usually contain a grocery store and offer a range of specialty shops such as a butcher, fruit shop and take-away shop. The reliance of these centres on patronage by commuters requires convenient parking and access.

Another trend to emerge in convenience shopping is the 'convenience service centre' which are often focused around petrol stations on main highways. Meeting the 'just in time' needs of travellers and workers, co-location with fast food restaurants is common.

- *Electronic Retailing:* This retailing trend is associated with the rise of internet access within homes in Australia. Considered to have potential for significant growth, this form of retailing relies on providing greater benefits (whether real or perceived) over traditional shopping experiences. Electronic retailing allows consumers to research widely and easily prior to purchasing and is influencing traditional retailing formats.

This form of retailing requires the rapid and efficient movement of goods, contributing to the development of warehouse distribution centres adjacent to major transport infrastructure such as the M7 Motorway. The impact of fuel prices and traffic congestion may influence the popularity and cost of this form of retailing.

LIFESTYLE TRENDS

Changing recreation habits have made centres an important destination for recreation, entertainment and socialising. For example Castle Hill and Rouse Hill each have large cinema complexes, restaurants, and a wide variety of shops and have become more than simply a place to purchase groceries. The thriving restaurant precinct within Castle Hill is evidence of changed consumer demands and a desire to 'eat out' more often. The comparably high household income of residents in the Shire and strong economic conditions overall has supported this trend.

The rise of the 'café culture', where leisure, lifestyle and recreation are increasingly mixed has changed the way the public domain is used and how it is valued by the community. Free entertainment and events also attract families and visitors to centres for non-shopping related activities.

As homes become more private and social connections become more dispersed, centres are now places to meet. Centres provide a central and convenient meeting place for many informal gatherings for subgroups within society including mothers groups, young people, retirees and new migrants.

As the number of people living in medium and higher density development increases, centres can become as extension of the home as a place to study, read or recreate. The distance to alternative recreational pursuits such as the beach, also plays a part in the popularity of centres as spaces in which to enjoy leisure time.



Street markets bring leisure and recreation together in centres



Outdoor dining

"Mixed use town centres and neighbourhoods bring together and integrate a variety of uses. This range of uses enables the creation of vibrant centres that are attractive, sustainable, and more convenient for people."

Growth Centres Development Code (Part 3), 2006, p.C-5.

EMPLOYMENT TRENDS

Changes in employment and working conditions will also influence how centres are used, planned and managed. The decentralisation of office based employment from CBD to suburban centre locations with access to good public transport is one such trend.

The strength of the Sydney CBD and North Sydney market, coupled with an increasingly affluent society and the growth in demand for floorspace relating to the services economy has seen a flow on effect to commercial markets on the city fringe. This effect is likely to continue to flow through Sydney's global arc and into more suburban locations as smaller, more price sensitive, businesses seek affordable yet suitable floorspace.

According to the NSW Department of State and Regional Development, 97% of businesses in NSW are small and medium sized businesses. Many of these businesses will locate in small and medium sized suburban centres. Centres therefore need to meet the daily convenience and service needs of workers. The extent and type of retail floorspace provided in smaller centres must be commensurate with surrounding employment as well as the local population.

The potential for home businesses means that centres also need to provide adequate business support services. This may be in the form of secretarial or other formal business support, including postal services, with opportunities provided for informal interaction and networking.

ECONOMIC CLIMATE

The prevailing economic climate has an important influence on unemployment levels, availability and cost of capital, economic growth, property values and business, investor and consumer confidence. In Australia, many companies and the community have been placed under strain by tight global credit conditions and rising unemployment.

Economic trends can have an important influence on the community's shopping habits. The current downturn in the economic climate will affect the availability of funds for discretionary spending, and may result in supermarket shoppers becoming more price-sensitive. As detailed earlier in the Trends section, there has been a steady increase in

the introduction of discount supermarkets in the Hills Shire. Current combinations of retail floor space and store type may change in the future in response to market demand and retailing trends.

KEY TRENDS

- Shops are open later to meet consumer demand.
- Larger supermarkets with a greater range of products and produce.
- Rise of discount bulk – buy supermarkets.
- Homemaker centres and direct factory outlets.
- Shopping centres as destinations.
- Convenience shopping.
- Rise of the 'café culture'.
- Centres as a focus for recreation and socialising.
- Decentralisation of employment.



The 'second office'

Aims and Objectives

CENTRES DIRECTION

AIM

To provide an overall strategic context for the planning and management of centres and their development and growth in the Shire to 2031.

The Objectives of the Centres Direction are to:

- a** *Identify and plan for the sustainable development of vibrant centres that meet community needs in terms of social and economic functions;*
- b** *Respond to, and implement, State Government legislation, policy and plans identified for centres in The Hills Shire;*
- c** *Complement and guide other programs and projects of Council regarding the planning, development and management of centres;*
- d** *Inform the drafting of Council's Local Environmental Plan, Development Control Plan, Contributions Plans and other Council projects with regard to centres; and*
- e** *Plan for the development of centres that balance urban growth and assist in building a modern local economy.*

This Direction identifies five key direction areas, and strategies and actions to meet the above aims and objectives.



Castle Towers, Castle Hill



Knightsbridge Village, Castle Hill

Context

CENTRES DIRECTION

It is important to understand the context within which the Centres Direction operates, as shown in Figure 1.

A summary of relevant State Government programs and major Council projects is provided over the page.

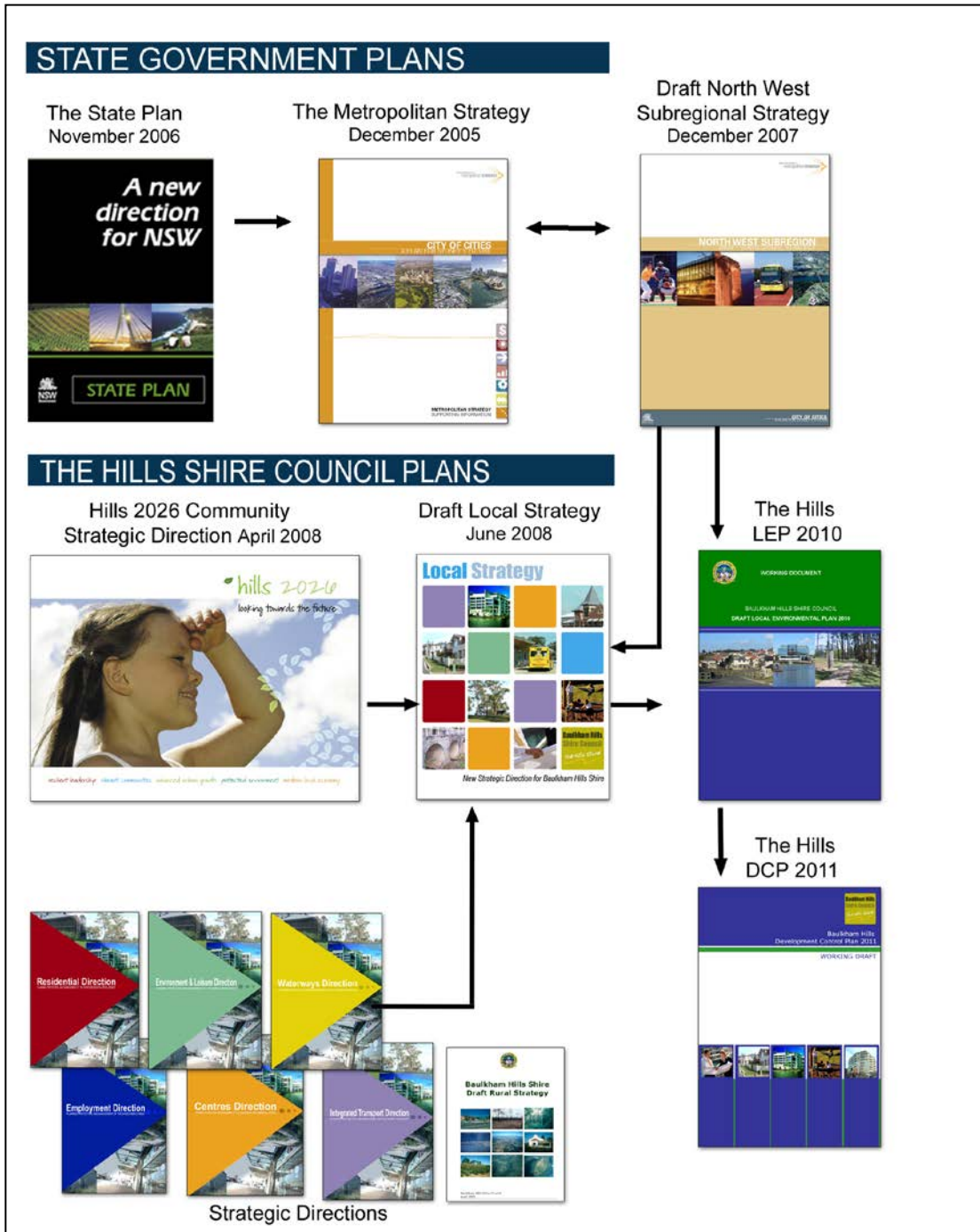


Figure 1 Context of Centres Direction

THE NSW STATE PLAN

The New South Wales State Plan was launched by the Premier on 14 November 2006 with the overall purpose being to deliver better results for the community from government services. The State Plan identifies 34 priorities under five broad areas of activity and sets targets, actions and new directions for each priority area.

The State Plan contains four targets relevant to the formulation of Council's Centres Direction, which include:

*P1 Increased business investment
(Lead Agency: NSW Department of State and Regional Development)*

The State Plan target involves continuing to increase business investment through making NSW a more attractive place to do business.

*P3 Cutting Red Tape
(Lead Agency: The Cabinet Office)*

Under the State Plan a Better Regulation Office has been established within the Department of Premier and Cabinet and supports the Minister for Regulatory Reform. It is responsible for meeting the NSW Government's commitment to cut red tape and reduce the regulatory burden on business.

*E5 Jobs closer to home
(Lead Agency: NSW Department of Planning)*

The State Plan target involves increasing the percentage of the population living within 30 minutes by public transport of a city or major centre in Greater Metropolitan Sydney.

*E7 Improve the efficiency of the road network
(Lead Agency: NSW Ministry of Transport)*

The State Plan target involves improving the efficiency of the road network during peak times as measured by travel speeds and volumes on Sydney's major road corridors.

THE METROPOLITAN STRATEGY

The Metropolitan Strategy '*City of Cities: A Plan for Sydney's Future*' was launched by the Department of Planning in December 2005.

Sydney's population is expected to grow by about 1.1 million people to a total of 5.3 million people, resulting in a need for an additional 640,000 new dwellings by 2031.

Part A of the Metropolitan Strategy addresses Economy and Employment. Its vision is to have a competitive, innovative and adaptable economy which is globally strong, offering opportunities for investment, jobs and learning. It will be supported by an advanced infrastructure network. The Employment Lands Direction primarily addresses the actions in Part A - Economy and Employment.

Part B of the Metropolitan Strategy addresses Centres and Corridors. Its vision is to ensure that Sydney's strategic centres will be attractive places to live, work and invest in through the provision of high quality jobs, education and health facilities, good urban design, and quality public places.

Strategic centres have a major shopping, civic and recreation focus and also include specialised centres that have high value economic activity. Strategic centres are characterised by a high concentration of activities, including at least 8,000 jobs, and often significant and growing residential populations. These centres have catchment areas that extend beyond local government boundaries and are served by public transport. Within the Hills Shire, strategic centres include Norwest (a Specialised Centre), Castle Hill (a Major Centre) and Rouse Hill (a planned Major Centre).

Part C of the Metropolitan Strategy addresses housing, but contains some objectives and actions for centres, particularly in relation to the renewal of local centres to improve economic viability and amenity. The Residential Direction primarily addresses residential density within centres.

LOCAL GOVERNMENT'S ROLE

- Classify strategic centres according to size, location and function (B1.1.1).
- Create Business Improvement Districts in strategic centres (B3.2.1).
- Plan for the concentration of new or expanded investment in strategic centres (B3.3.2).
- Protecting existing core commercial areas in strategic centres (B3.4.1).
- Locate retail and office activity in identified or designated retail zones (B4.1.1).
- Allow retailing in industrial areas only where it is ancillary to industrial uses (B4.1.2).
- Create business development zones to encourage development in strategic centres (B4.1.3).
- Ensure strategic sites provide locations for viable business opportunities (B7.2.2).
- Have involvement in the preparation of urban design guidelines for mixed-use development along enterprise corridors (B7.2.3).
- Identify local centres for renewal through the subregional planning process (C3.1.1).
- Avoid land use conflicts through early strategic planning (E2.5.1).

THE DRAFT NORTH WEST SUBREGIONAL STRATEGY

The Draft North West Subregional Strategy provides implementation information for the Metropolitan Strategy. It was placed on public exhibition in December 2007.

The North West Subregion consists of The Hills, Blacktown, Blue Mountains, Hawkesbury and Penrith local government areas. By 2031 this subregion is to accommodate 130,000 new jobs and 140,000 new dwellings comprising 60,000 dwellings in the North West Growth Centre and 80,000 dwellings in existing urban areas and other release areas.

The Strategy identifies Norwest (a Specialised Centre), Castle Hill and Rouse Hill (Major Centres) as being among the six Strategic Centres in the North West Subregion.

The Hills Shire LGA has an overall employment capacity target to provide an additional 47,000 jobs to 2031.

The Subregional Strategy identifies the value of concentrating activities in centres including improving access to services, facilities and entertainment, encouraging positive competition and collaboration between businesses, making better use of existing infrastructure, and promoting sustainable transport opportunities.

A key focus of the Subregional Strategy is to strengthen the role of centres. In part, this will occur by supporting a sufficient supply of commercial office sites in strategic centres and planning for housing growth in centres that are well serviced by public transport and compatible with the centre's employment role.

Council's role in addressing the Draft North West Subregional Strategy actions in relation to centres includes:-

- Prepare Principal LEPs which provide sufficient zoned and serviced land for commercial, retail, industrial and business park floor space to meet the strategic employment capacity targets. (NWA1.1.2 and NW B1.2.1)

- Incorporate the established centres typology into Council's land use and infrastructure planning and Principal LEPs. Determine an appropriate centre designation for the area around the proposed Burns Road Kellyville and Balmoral Road stations (NW B1.1.1 and NW B1.1.2).
- Consider establishing Business Improvement Districts or similar arrangements for Strategic Centres (NW B3.2.1).
- Ensure land use plans make the most of new infrastructure, in particular for locations around new stations along the North West Rail Link (NW B3.3.2).
- Investigate appropriate locations for retail uses in centres, business development zones (supporting identified strategic centres) and Enterprise Corridors (NW B4.1.2).
- Consider Department of Planning guidelines for the application of business development zones (when prepared) (NWB4.1.3).
- Identify opportunities to renew local centres and facilitate renewal through planning for increased housing densities and improved public amenity (NWC3.1.1).
- Consider the need for civic space in planning for future growth of centres (NW F2.3.1).
- Enhance existing and encourage new nightlife and entertainment clusters in planning for Strategic centres and larger local centres (NW F4.2.1 and NW F4.2.2).

THE DRAFT CENTRES POLICY

The Department of Planning released the Draft Centres Policy for public comment on 9 April 2009.

The Draft Centres Policy aims to *“create a network of vital and vibrant centres that cater for the needs of business, and are places where individuals and families want to live, work and shop.”* It is based around the following six key planning principles:

- Principle 1: Retail and commercial activity should be located in centres.
- Principle 2: Centres should be able to grow and new centres to form.
- Principle 3: Market determines the need for development, planning regulates the location and scale.
- Principle 4: Ensuring the supply of floorspace accommodates market demand.
- Principle 5: Support a wide range of retail and commercial premises and contribute to a competitive retail market.
- Principle 6: Contributing to the amenity, accessibility, urban context and sustainability of centres.

The Draft Centres Direction is broadly consistent with the principles of the Department of Planning's Draft Centres Policy. Council will work with the Department of Planning in relation to actions arising from the Draft Centres Policy.

One key aspect of the Draft Centres Policy is the Department's intention to undertake (in partnership with Councils and industry), a floorspace supply and demand analysis (FSDA) for the various Council and subregional areas. Council will work with the Department of Planning as required on this project in the future.

“Concentrating a greater range of activities near to one another means that it is easier for people to go about their daily activities.”

Draft North West Subregional Strategy pp 54.

HILLS 2026 – COMMUNITY STRATEGIC DIRECTION



Our Vision

Resilient leadership creating vibrant communities balancing urban growth protecting our environment and building a modern local economy

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Hills 2026 Community Strategic Direction: Looking Towards the Future identifies the community’s vision for the Shire and demonstrates how Council will align its delivery of services and facilities to support this vision. The preparation of the Hills 2026 Community Strategic Direction involved an extensive community visioning and consultation process.

- Enhancing and maintaining attractive and tidy centres and streetscapes in keeping with the Shire’s urban character.
- Promoting the Shire as a destination for new businesses and visitors.
- Establishing a clear business oriented identity for the Hills region.
- Facilitating the provision of economic land and infrastructure to support business growth.

Hills 2026 documents Council’s commitments in relation to centres. The Centres Direction will support these commitments, including:-

The development of a Centres Direction is an action of the Hills 2026 Delivery Program 2008 – 2012, and supports the objective ‘Develop and deliver long term land use planning strategies for the future of the Shire’ in BUG 2.1 ‘Encourage a connected community through coordinated residential developments’.

- Establishing partnerships and cooperatives to enhance community safety.
- Promoting safety awareness and safe behaviours in public and private environments.
- Providing opportunities to express and appreciate our local heritage and culture.
- Valuing and encouraging community interaction and volunteering.

Theme 2: Vibrant Communities	“There are places to play and be active” “I can feel safe” “I feel connected to the community” “There are services and facilities to suit my needs”
Theme 3: Balanced Urban Growth	“I can get where I need to go” “There are a range of housing options” “The built environment blends with our natural beauty”
Theme 5: Modern Local Economy	“Our Shire attracts new businesses and visitors” “My business can grow” “I can work Close to home”

Figure 2: Relevant Hills 2026 Themes

THE HILLS SHIRE LOCAL STRATEGY

The Local Strategy has been prepared as the principal document for communicating the future planning of the Shire and to guide future decision making.

The Local Strategy is the key document articulating Council's response to State plans and strategies, and implementing key outcomes of the Hills 2026 Community Strategic Direction, within the context of land use planning in the Shire.

There are seven individual strategies or 'Directions' that support the Local Strategy, including:

- Employment Lands Direction
- Centres Direction
- Residential Direction
- Integrated Transport Direction
- Environment and Leisure Direction
- Rural Lands Strategy
- Waterways Direction

The Centres Direction, together with other strategy work, will inform the Local Strategy.

It is recognised that some aspects of the Centres Direction will overlap with other Directions, including the Employment Lands Direction, the Residential Direction, the Integrated Transport Direction, and the Environment and Leisure Direction. Elements such as the provision of additional jobs, higher density housing close to centres, accessibility by public transport, and the design of public domain space all impact upon how centres function and are managed for the future.

The Centres Direction will support, but not replicate, the strategies and actions contained in the other Directions.



Figure 3 Context of Centres Direction

THE HILLS SHIRE LOCAL ENVIRONMENTAL PLAN 2010

The Hills Shire Council is required to prepare a new LEP in accordance with the State Government's Standard Instrument – Principal Local Environmental Plan, by March 2011. The LEP will reflect Council's desired strategic direction for centres. The Centres Direction will inform the drafting of LEP zones, objectives and clauses and will guide future land use zonings.

The Standard Template prescribes a number of different zones with set objectives, permissible and prohibited uses, standard definitions, and special clauses. The following zones are relevant to the Shire's Centres:-

- RU5 Village
- B1 Neighbourhood Centre
- B2 Local Centre
- B3 Commercial Core
- B4 Mixed Use
- B5 Business Development
- B6 Enterprise Corridor
- B7 Business Park
- IN1 General Industrial
- IN2 Light Industrial

Note: industrial and business park zones will be addressed in the Employment Lands Direction.

BAULKHAM HILLS DEVELOPMENT CONTROL PLAN

The Baulkham Hills Development Control Plan (BHDCP) currently provides detailed controls to guide the development of centres within the Shire.

The Centres Direction will inform the drafting of the new Hills Shire Development Control Plan for issues such as built form, signage, design of public domain spaces, landscaping, pedestrian access, permeability, legibility, connectivity, hours of operation, lighting, security, civic amenity and public art.

BAULKHAM HILLS RETAIL AND COMMERCIAL CENTRES STUDY 1997

A Retail and Commercial Centres Study was completed by Leyshon Consulting Pty Ltd in September 1997 and adopted by Council in March 1998. This study provided an outline of existing retail development in the area and analysis of trends in the retail and commercial sector. It also estimated the likely demand for

additional future floor space during the period from 1996 to 2011 and made recommendations on appropriate planning responses to the projected growth.

This study had the following key recommendations:

- The inclusion of planning controls that specifically relate to the development of business centres in the Hills Shire.
- The nomination of a hierarchy for centres and identification of Castle Hill and Mungerie Park (now known as Rouse Hill) as the dominant centres within the Shire and the preferred location for major retail and non-retail development, and the provision of cultural and other services.
- No change to the size or function of existing local centres in rural areas.
- The consideration of alternative approaches in regulating bulky goods retailing in industrial zones such as specifying in the LEP the type of retail shops that would be permitted and a minimum floor space size for such shops.
- The consideration of a total retail floor space limit in convenience-type developments to prevent such developments from becoming de-facto local centres.
- The investigation of avenues for accelerating the development of the Kellyville district centre (now known as Wrights Road town centre), possibly by restricting the development of the existing Kellyville and Rouse Hill neighbourhood centres, to facilitate its early establishment.

Given the time that has elapsed and changing retail trends, a comprehensive review is needed. The Centres Direction will replace the 1997 Retail and Commercial Centres Study and form the new strategic direction for the planning and development of the Shire's centres.

Methodology

CENTRES DIRECTION

The Centres Direction has been prepared based on a review of State Government policies, including the Metropolitan Strategy and Draft North West Subregional Strategy.

Field investigations of all existing centres within the Shire were undertaken between July and October 2008.

A Retail Floorspace and Demand Analysis was finalised by consultants Hill PDA Pty Ltd in December 2008 to inform the development of the Centres Direction. The aim of the analysis was to provide key economic data for each centre in the Shire in order to validate the hierarchy and typology of centres identified in the Local Strategy, identify the demand for different types of retailing in association with future population growth, and identify the key trends and issues to be addressed in planning and managing future retail development in the Shire.

KEY DOCUMENTS

- Baulkham Hills Retail Floorspace and Demand Analysis, 2008.
- Metropolitan Strategy: Cities of Cities: A Plan for Sydney's Future, 2005.
- North West Subregional Strategy (Draft), 2007.
- NSW State Plan, 2006.
- Baulkham Hills Adopted Draft Local Strategy, 2008.
- Hills 2026 Community Strategic Plan: Looking Towards the Future, 2008.
- Baulkham Hills Retail and Commercial Centres Study, 1997.
- Baulkham Hills Development Control Plan.
- The Hills Shire Residential Direction, 2008.
- Baulkham Hills Rural Lands Study: Village Character Analysis Urban Design Guidelines, 2003.
- Baulkham Hills Framework for Economic Development 2007 – 2011.
- Growth Centres Development Code, 2006.
- North Kellyville Precinct Draft Development Control Plan 2008.



Structure Plan

CENTRES DIRECTION

A Structure Plan and Urban Structure Plan illustrate the findings and key directions of the Centres Direction.

The Structure Plans are intended to be conceptual in nature, and are provided to communicate development that currently exists in the Shire and future development that is anticipated. The Structure Plans are not zoning maps.

In order to provide the strategic planning context for centres, the Structure Plans show:

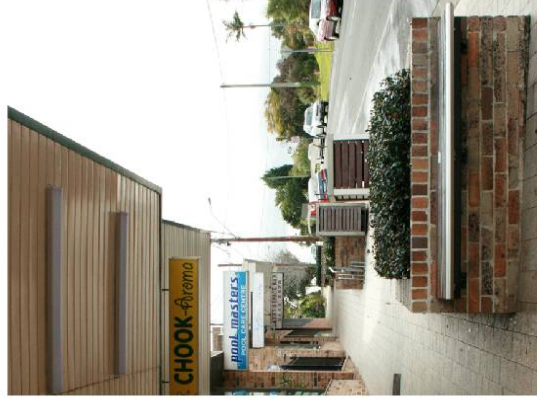
- The hierarchy of current and planned centres and bulky goods precincts.
- Existing and planned urban areas including the North West Growth Centre.
- Existing and planned public transport such as strategic bus corridors, the North West Transitway, transport interchanges and planned and potential rail corridors.
- Existing and proposed open space including State reserves, regional parks and local open space used for purposes such as public recreation, drainage or conservation.
- Areas where more detailed planning will be needed in the future and centres with the potential to grow in the longer term.

The more detailed Urban Structure Plan also shows the relationship of centre development to planned higher density residential development. It also shows the sectors used to analyse retail demand.





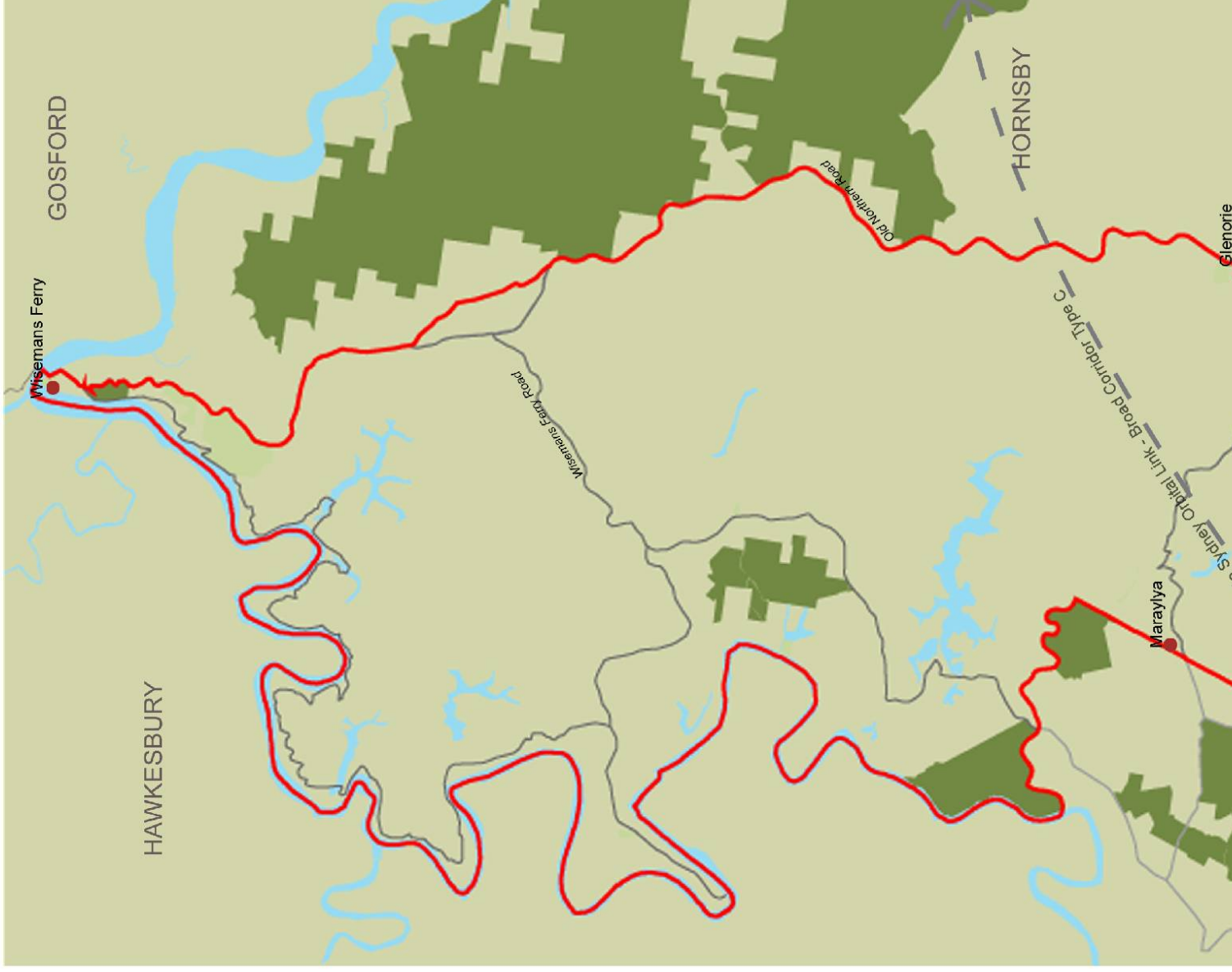
Castle Hill



Arthur Street















Round Corner



CENTRES STRUCTURE PLAN

KEY

-  LGA Boundary
-  Rural Land
-  Urban Land
-  Water Bodies
-  Major Roads
-  Rail Line
-  Proposed Rail Line
-  Potential Rail Line
-  Strategic Bus Corridor
-  Transport Interchange
-  North West Transit Way
-  Growth Centre Precinct

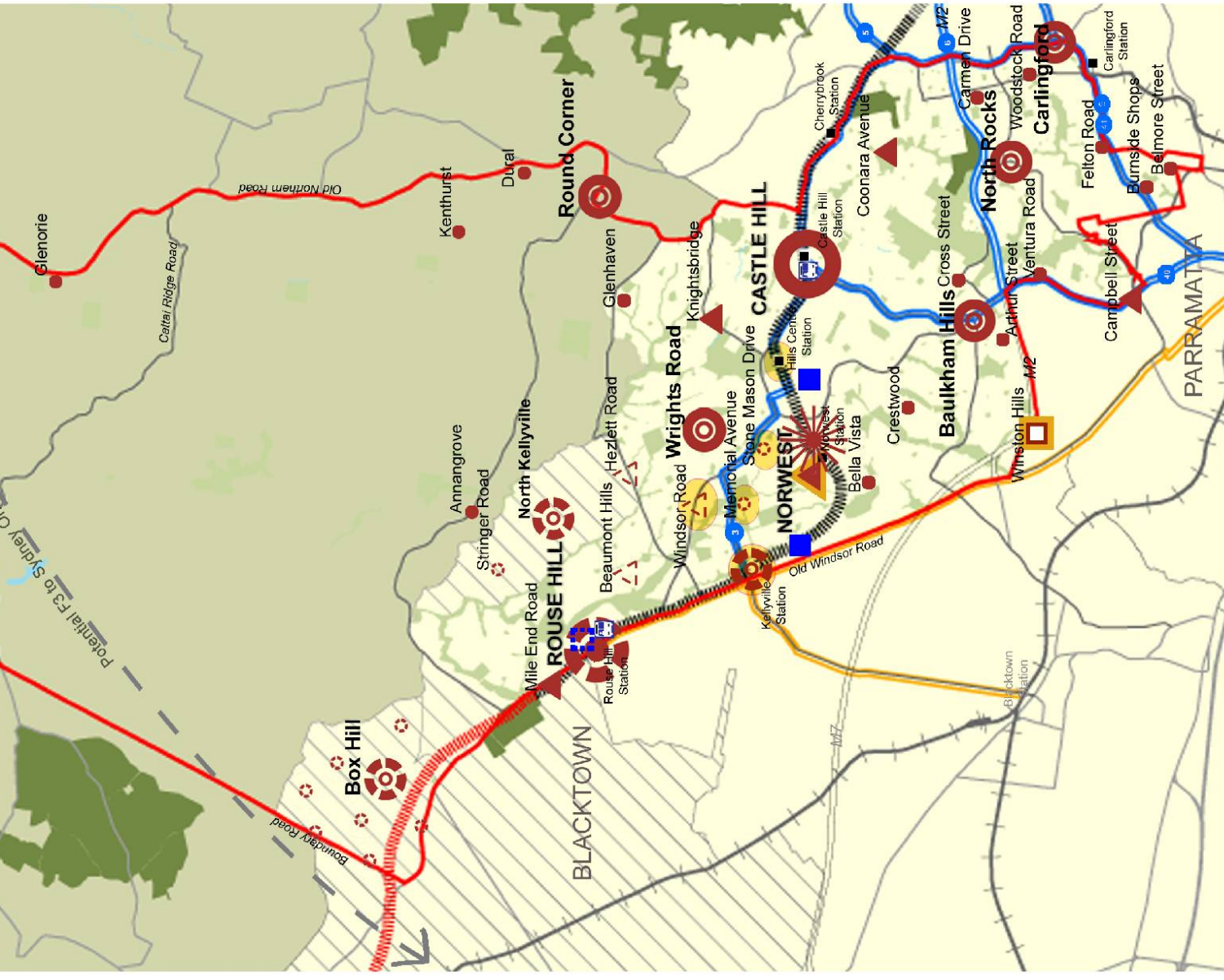
OPEN SPACE

-  National, State and Regional Parks
-  Local Parks

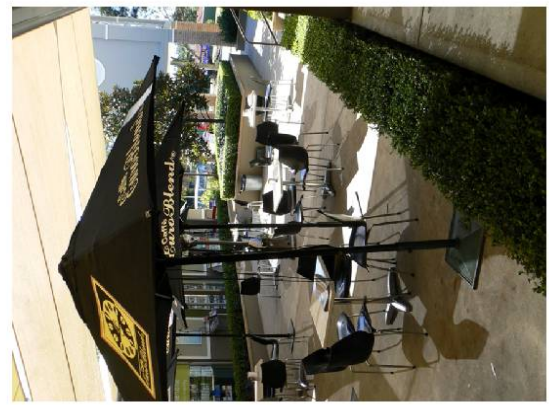
CENTRES

-  Specialised Centre
-  Major Centre
-  Potential Major Centre
-  Town Centre

-  Town Centre
-  Planned/Potential Town Centre
-  Village Centre
-  Planned/Potential Village Centre
-  Stand Alone Centre
-  Neighbourhood/Rural Centre
-  Planned/Potential Neighbourhood
-  Bulky Goods Precinct
-  Potential Bulky Goods Precinct
-  Potential Transition
Hierarchy status may change in the long-term
-  Strategic Planning
The development of these centres requires further strategic planning



Coonara Avenue



Glenorie



Rouse Hill



CENTRES URBAN STRUCTURE PLAN

KEY













-  LGA Boundary
-  Rural Land
-  Urban Land
-  Higher Density Residential
-  Major Roads
-  Local Roads
-  Rail Line
-  Proposed Rail Line
-  Potential Rail Line
-  Strategic Bus Corridor
-  Transport Interchange
-  North West Transit Way
-  Growth Centre Precinct
-  Sector Boundary

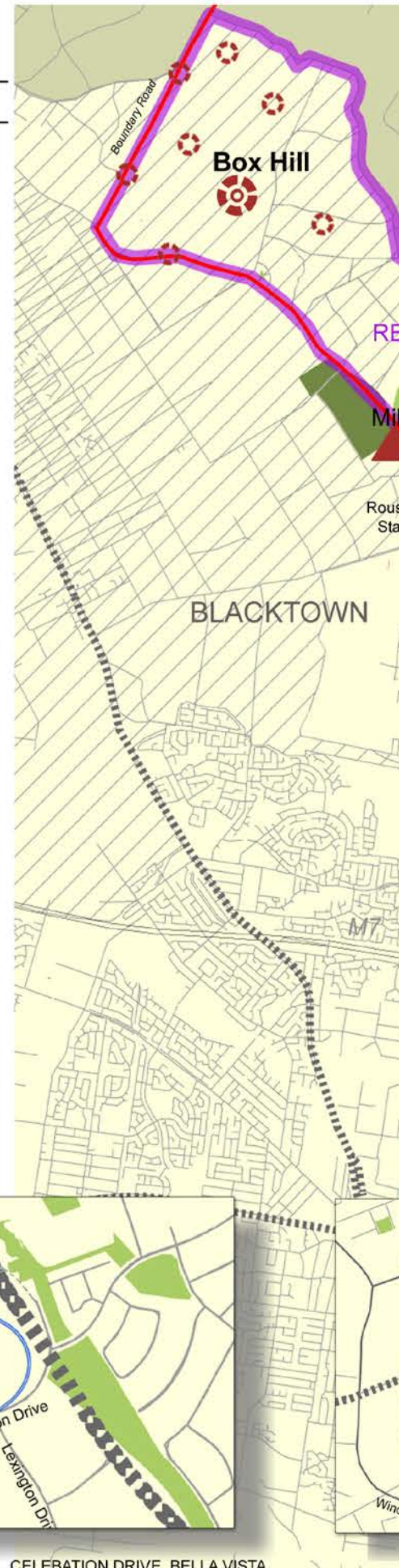
OPEN SPACE

-  National, State and Regional Parks
-  Local Parks

-  Bulky Goods Precinct
-  Potential Bulky Goods Precinct

CENTRES

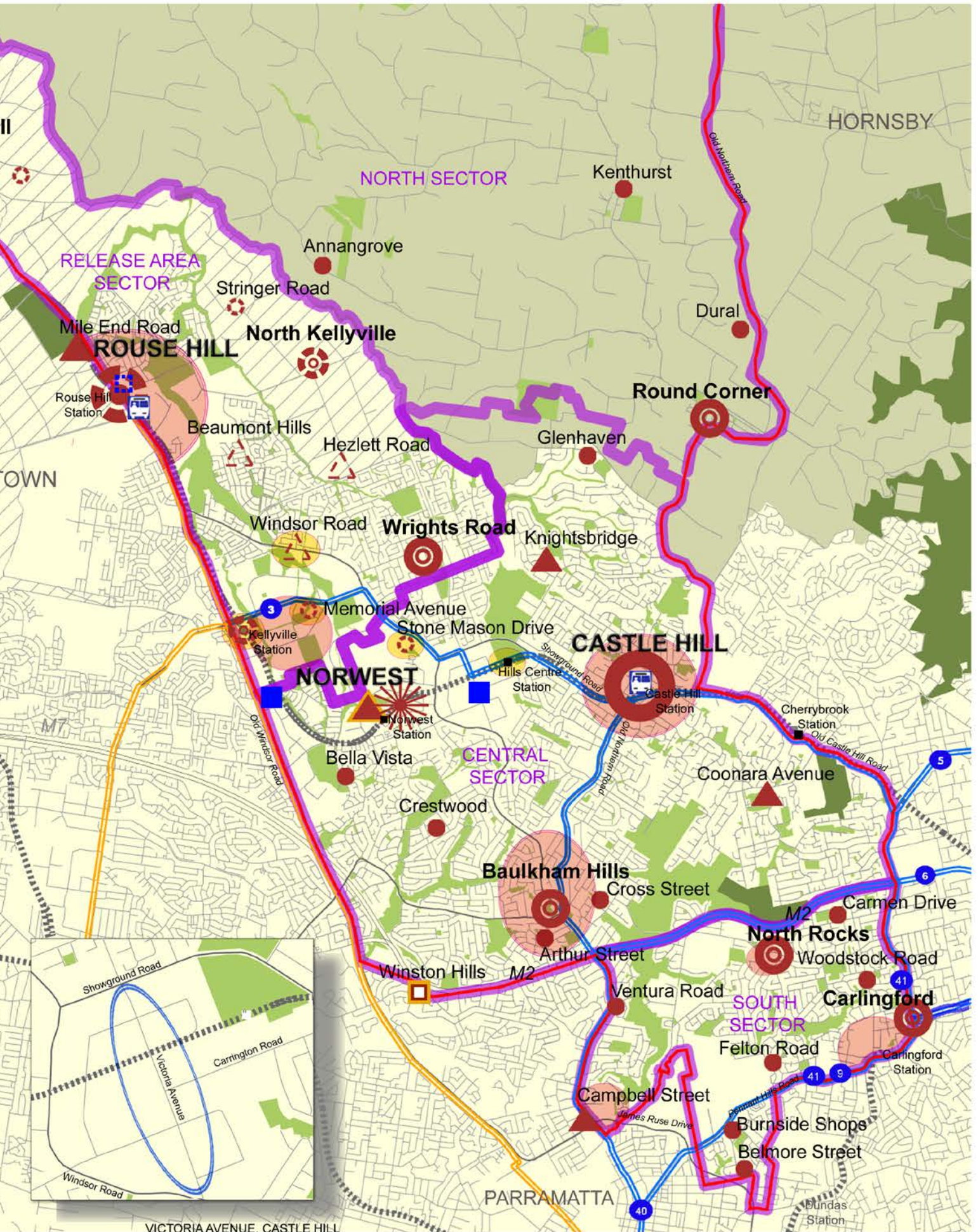
-  Specialised Centre
-  Major Centre
-  Proposed Major Centre
-  Town Centre
-  Planned/Potential Town Centre
-  Village Centre
-  Planned/Potential Village Centre
-  Stand Alone Centre
-  Neighbourhood Centre
-  Planned/Potential Neighbourhood Centre
-  Potential Transition
Hierarchy status may change in the long-term
-  Strategic Planning
The development of these centres requires further strategic planning.



COMMERCIAL ROAD, ROUSE HILL (POTENTIAL)



CELEBRATION DRIVE, BELLA VISTA



VICTORIA AVENUE, CASTLE HILL

Findings

CENTRES DIRECTION

The analysis work highlighted a range of issues for centres that require a strategic response. This section of the Direction sets out the findings of the analysis which underpin the formulation of strategies for centres in the Shire.

The Findings section considers the community's retail needs, the centres hierarchy, and opportunities to make centres more attractive and accessible. It also reviews the potential to achieve revitalisation and redevelopment of existing centres and seeks to guide planning for new centres that meet community needs.

The Existing Situation

The Shire currently has 32 centres ranging from the major centre of Castle Hill which functions as the 'capital' of the Shire to small local neighbourhood centres such as Burnside Shops in Oatlands.

The Retail Analysis indicated that the Shire currently has approximately 451,000m² of retail floorspace. This includes around 1,360 retail premises, incorporating 42 supermarkets and grocery stores.

An additional 15 centres ranging from neighbourhood centres to town centres are identified within the Hills Shire Centres Hierarchy to meet the needs of the incoming population in new residential areas. The location of these future centres is shown on the Structure Plans.

It is acknowledged that centres within surrounding LGAs may have an influence on trade within the Hills Shire. For example, the Regional City of Parramatta, Blacktown Major Centre, and Hornsby Major Centre may draw trade for higher order goods such as clothing and department store items. Carlingford Town Centre is split between the LGAs of The Hills, Parramatta and Hornsby, with only a small portion of retail located within the Hills.

Smaller centres such as Stanhope Gardens in Blacktown LGA and Cherrybrook in Hornsby LGA may draw trade for specialty and supermarket shopping.

Notwithstanding this, The Hills Shire has a number of geographic characteristics that minimise the loss of expenditure and psychologically restrict greater resident movement for shopping purposes outside the LGA.

Further, The Hills Shire centres draw a portion of trade from adjoining LGAs, particularly centres such as Rouse Hill, Winston Hills and Campbell Street, Northmead.

CREATING VIBRANT CENTRES




The Hills Shire Centres Hierarchy





The Centres Hierarchy allows for the identification of each centre in terms of its size, geographic area of influence, role and function in relation to other centres. The Draft North West Subregional Strategy incorporates a Centres Hierarchy and typology for the subregion and requires Council to classify centres according to their size, location and function (NWB1.1.1).

The following table illustrates the hierarchy and desired typology of each centre and planned centre in the Shire, and provides guidance for the preparation of LEP 2010.

The Retail Analysis recommends that in order to protect the centres hierarchy and the economic viability of centres, new development proposals for significant retail tenants, or bulky goods developments should be subject to Economic Impact Assessments (EIA). These EIAs should consider the potential economic impacts on the centre where the development is proposed, and on the centres hierarchy, in order to maintain economic sustainability and centre viability. Development controls will be drafted to require the submission of EIAs for such proposals.

The Centres Hierarchy provides a framework for the scale, location and objectives of centres. This approach ensures that the population has access to centres that meet their needs. A centres hierarchy is important for the achievement of orderly and sustainable development throughout the Shire, and the development of centres that are appropriate in scale and design for their location. It aims to achieve centres that are vibrant, viable and diverse, with minimal impacts on surrounding land uses.

CENTRE TYPE	NAME	TPOLOGY	LEP OBJECTIVES / ZONE CRITERIA
Specialised Centre 	<ul style="list-style-type: none"> Norwest 	<p>Landscaped Business Park.</p> <p>Access to major transport infrastructure, road, future rail</p> <p>Large office floorplates, commercial built form</p> <p>Technology based business and industry</p> <p>Higher density and variety of housing</p> <p>High amenity restaurants, recreation facilities, child care centres, parkland.</p>	<p>Promote the specialised technology based employment role of the centre.</p> <p>Mix of employment, commercial and industrial uses is appropriate. Facilities and services should meet the day to day needs of workers in the centre.</p> <p>Minimum lot size and FSR should reflect commercial built form.</p> <p>Height to reflect suburban locality.</p> <p>Densities should be greater near to transport hubs.</p> <p>Locate all retail activities (including bulky goods premises) in a separate and appropriate business zone.</p>
Major Centre 	<ul style="list-style-type: none"> Castle Hill 	<p>Transport interchange</p> <p>Taller commercial built form i.e.8 or more storeys</p> <p>Higher order retail and destination shopping</p> <p>Higher density and variety of housing.</p> <p>Community services and facilities including Police Station, Government offices, Council Chambers, major library.</p> <p>Strong pedestrian activity day and night. Entertainment including restaurants, cinemas.</p>	<p>Encourage a mix of business, retail, residential and community uses within the core of the centre.</p> <p>Height and FSR to reflect centres role as a primary retail and commercial centre within the Shire by a taller, commercial built form.</p> <p>Land uses to include a broad range of retail, commercial, entertainment and community facilities.</p>
Proposed Major Centre 	<ul style="list-style-type: none"> Rouse Hill (transitioning) 	<p>Transport interchange</p> <p>Taller commercial built form i.e.8 or more storeys</p> <p>Higher order retail and destination shopping</p> <p>Higher density and variety of housing i.e. seniors living, affordable housing</p> <p>Community services, facilities, and Government services, major library</p> <p>Strong pedestrian activity</p>	<p>Encourage a mix of business, retail, residential and community uses within the core of the centre.</p> <p>Height and FSR to reflect centres role as a primary retail and commercial centre within the Shire by a taller, commercial built form.</p> <p>Land uses to include a broad range of retail, commercial, entertainment and community facilities</p>

CENTRE TYPE	NAME	TYPOLOGY	LEP OBJECTIVES / ZONE CRITERIA
		<p>day and night.</p> <p>Entertainment including restaurants, cinemas.</p>	
<p>Town Centre</p> 	<ul style="list-style-type: none"> • Baulkham Hills • Box Hill (potential) • Carlingford • North Rocks • North Kellyville (planned) • Round Corner • Wrights Road • Kellyville Station, Balmoral Road Release Area Transit Centre (potential) 	<p>Local transport node</p> <p>Local scale built form with civic amenity</p> <p>Retail meets weekly shopping needs</p> <p>Medium and higher density housing including seniors living, affordable housing</p> <p>Services and facilities include Council library branch, banks, post office, private recreation (e.g. gym), community centre.</p> <p>Pedestrian accessible and convenient car parking</p> <p>Schools, medical practitioners within vicinity of centre</p>	<p>Provide a range of retail, business and commercial uses to serve the needs of residents, workers and visitors.</p> <p>Provide for the weekly shopping needs of the community.</p> <p>Provide civic spaces for community interaction.</p> <p>Height and FSR to reflect the scale of surrounding residential development.</p> <p>Focus on a broad diversity of retail and commercial land uses, as well as community facilities.</p> <p>Community facilities and social support services such as medical facilities to reinforce the role of town centres.</p> <p>Encourage pedestrian and cycling links to surrounding residential areas.</p>
<p>Village</p> 	<ul style="list-style-type: none"> • Beaumont Hills (planned) • Campbell Street, Northmead • Coonara Avenue, West Pennant Hills • Hezlett Road, Kellyville (planned) • Knightsbridge, Castle Hill • Mile End Road, Rouse Hill • Norwest (Marketown) • Windsor Road, Kellyville (planned transition) 	<p>Local bus stop</p> <p>Low scale built form</p> <p>Retail serves local residents' weekly shopping needs</p> <p>Medium density housing such as town houses</p> <p>Services and facilities may include child care centre, public open space, health care, ATM</p> <p>Schools, private recreation within vicinity of centre</p>	<p>To provide a range of retail and other uses to meet the weekly convenience shopping needs of residents.</p> <p>Appropriate mix of retail uses.</p> <p>Height and FSR to be of a scale in keeping with surrounding residential character.</p> <p>The village centre environment should be easily walkable, located close to dwellings, and accessible by public transport.</p>
<p>Stand Alone Centre</p> 	<ul style="list-style-type: none"> • Winston Hills 	<p>Local bus stop</p> <p>Internalised centre layout and design</p> <p>Retail serves local residents' weekly shopping needs</p>	<p>Provide a range of retail, business and commercial uses to serve the residents weekly shopping needs.</p> <p>Height and FSR to reflect character of surrounding residential area.</p> <p>Permit a range of retail and associated uses.</p>
<p>Neighbourhood Centre</p> 	<ul style="list-style-type: none"> • Arthur Street, Baulkham Hills • Stone Mason Drive, Kellyville (planned) • Bella Vista 	<p>Local bus stop</p> <p>Low scale strip retailing. Retail meets daily needs on a small scale. Medium</p>	<p>Ensure a range of small shops that meet daily convenience needs, personal services and community uses are provided.</p>



CENTRE TYPE	NAME	TYPOLOGY	LEP OBJECTIVES / ZONE CRITERIA
	<ul style="list-style-type: none"> Belmore Street, Oatlands Box Hill (7 potential centres) Burnside, North Parramatta Carmen Drive, Carlingford Crestwood Cross Street, Baulkham Hills Felton Road, Carlingford Glenhaven Memorial Avenue, Kellyville (planned) Stringer Road, Kellyville (planned) Ventura Road, Northmead Woodstock Road, Carlingford 	<p>to large supermarkets are not appropriate</p> <p>Low density residential development</p> <p>Services include post box, public phone, public open space</p> <p>Child care centre, primary school, general practitioner, community centre/facility within vicinity of centre</p>	<p>Permit neighbourhood shops and shop top housing. Supporting uses in adjoining zones might include schools, child care centres, health care premises and community facilities.</p> <p>Height and FSR to be appropriate to the surrounding residential character.</p>
Rural Centre 	<ul style="list-style-type: none"> Annangrove Glenorie Kenthurst Maraylya Dural Wisemans Ferry 	<p>Regional road</p> <p>Low density rural – residential development</p> <p>Services may include a public phone, service station and convenience store</p> <p>Public open space, community centre, general practitioner, schools within vicinity of centre</p>	<p>Provide for retailing and services that are associated with a rural village or centre.</p> <p>Provide civic spaces for community interaction.</p> <p>Appropriate diversity of small-scale retail uses to meet the daily needs of the local rural community.</p> <p>Height and FSR of development to be in keeping with surrounding rural and rural residential character.</p>
BULKY GOODS PRECINCT 	<ul style="list-style-type: none"> Castle Hill Norwest Commercial Road, Rouse Hill (potential) 	<p>Accessible to regional road network and public transport.</p> <p>Site access via the local road network.</p> <p>Clustering of like uses, located close to centres. Conveniently located and well connected to surrounding land uses.</p> <p>High quality built form with large floor areas, accessible customer parking and loading facilities.</p> <p>Small scale services i.e. cafes as ancillary.</p> <p>Pedestrian access between buildings is desirable.</p>	<p>Provide suitable locations to address demand for bulky goods</p> <p>Height and FSR of development to be suitable for bulky goods uses</p> <p>Bulky goods retailing, takeaway food premises, and restaurants are suitable uses. General retailing to be prohibited.</p>

Figure 4: The Hills Shire Centres Typology and Hierarchy

Transitioning Centres

Windsor Road, Kellyville and Rouse Hill are two centres that are currently transitioning to higher order centres.

Rouse Hill has in the order of 63,610m² of retail floorspace, incorporating a wide range of retail offer including two supermarkets and two discount department stores, as well as restaurants, cinemas, a library and community facility and public domain space. However, in order to become a true major centre, other supporting infrastructure and services need to be provided, particularly commercial development and government services. The employment capacity target identified in the Draft North West Subregional Strategy for Rouse Hill is 9,000 people. In this regard, there is approximately 9.9 hectares of zoned vacant business land in the Rouse Hill Major Centre.

The Windsor Road, Kellyville centre has a retail floorspace of around 2,130m² which incorporates a small supermarket, a range of specialty shops and some commercial floorspace (Hill PDA, 2008). In order to accommodate this centre's transition to a village, issues such as the provision of a supermarket and additional specialty retail, pedestrian accessibility from within the Balmoral Road Release Area and fragmented ownership need to be considered. To assist the transitioning of this centre and to provide an incentive for redevelopment (particularly of the southern portion of the centre), a masterplan will be prepared to guide development.

Bulky Goods Retailing

Bulky goods stores sell a variety of household appliances, furniture, outdoor / camping supplies, furnishings and homewares, and floor and window coverings. Within The Hills Shire, concentrations of bulky goods premises are located within:

- Homemaker – style centres in the Castle Hill light industrial area (Victoria Avenue); and
- Norwest Business Park (Celebration Drive).

These precincts have been identified due to their current function, their highly visible locations, and accessibility for shoppers.

The Retail Analysis suggests that a competitive bulky goods cluster has the potential to adversely affect the economic

viability of nearby traditional centres. Bulky goods clusters generally seek the large, more affordable sites within industrial areas, which provides an economic advantage over retailers within centres. This trend can affect the availability of low cost land for price sensitive urban support uses, for example auto repairs. The location of big outlets also increases private transport trips away from public transport routes.

In accordance with the Draft North West Subregional Strategy (NWB4.1.2), it is important that out-of-centre retail areas complement, rather than compete with centres. There are a number of advantages to co-locating bulky goods retailing within centres. Advantages include greater shopper convenience and potential for a higher level of amenity, reduced duplication of activities such as food premises, and improving the attractiveness and vitality of a centre by providing a better range of goods and services.

The Metropolitan Strategy (action B4.1.2) requires that retailing in industrial areas be limited to those uses which are ancillary to industrial uses or that have operating requirements or demonstrable off site impacts similar to industrial uses (eg: building and hardware, plumbing, nurseries etc). The Draft North West Subregional Strategy action NWB4.1.3 indicates that business development zones should be considered for existing or emerging regional bulky goods outlet clusters which are to be located adjacent to or linked to those identified Strategic centres that would benefit from supporting activity in the zone.

The existing bulky goods uses within the Castle Hill light industrial area and Norwest Business Park (Celebration Drive) form precincts and should be identified by a specific zoning.

The Standard Template defines bulky goods premises as: *“a building or place used primarily for the sale by retail, wholesale or auction of (or for the hire or display of) bulky goods, being goods that are of such size or weight as to require:*

- (a) a large area for handling, display or storage, or*
- (b) direct vehicular access to the site of the building or place by members of the public for the purpose of loading or*

unloading such goods into or from their vehicles after purchase or hire,

but does not include a building or place used for the sale of foodstuffs or clothing unless their sale is ancillary to the sale or hire or display of bulky goods.”

The Centres Hierarchy refers to the bulky goods precincts that are located in the Castle Hill industrial area and the Norwest Business Park. A potential bulky goods precinct in Commercial Road, Rouse Hill has also been identified, following the lodgement of a rezoning application in January 2009. A specific zone such as the ‘B5 Business Development’ zone should be applied for these clusters of bulky goods uses. An objective of this zone should be to provide suitable locations to address demand for bulky goods.

Land and uses within the ‘B5 Business Development’ zone should be characterised by features as set out in Figure 4 ‘The Hills Shire Centres Typology and Hierarchy’.

The requirements of Section 117 Direction 3.4 ‘Integrating Land Use and Transport’ should be considered in the zoning of land for business purposes.

The Retail Analysis identified the demand for an additional 81,000m² of bulky goods floorspace to meet the Shire’s needs to 2031. Consideration of additional floorspace should be based on the identified demand and be contained within bulky goods precincts. A wider distribution of such precincts may be desirable with potential locations to consider the typology.

In determining the location of future bulky goods precincts, the following criteria should be considered:

- Opportunities to locate in an area that supports a major centre such as Castle Hill or Rouse Hill;
- The provision of public infrastructure including roads and public transport, and pedestrian and cycling paths;
- Convenient and well connected to surrounding land uses including residential areas and nearby centres;
- Traffic generation and accessibility. Site access is to be via the local road network (no direct access to properties from Classified Roads), to avoid disruption to traffic flows;
- Compatibility with surrounding land uses and potential implications such as loss of amenity and changes to the public domain;
- Implications on the supply and affordability of employment and residential land; and
- Development proposals for bulky goods developments should be accompanied by Economic Impact Assessments.



Bulky goods premises in the Castle Hill light industrial area

Meeting Retail Needs

A vibrant centre is one which meets the needs of the community which it supports, particularly the retail needs. It is important that adequate retail floorspace is provided to meet demand.

The anticipated population growth forecast for the Shire by 2031, household characteristics and changes in retailing will result in a significant growth in demand for retail floorspace. Demand is also generated by employees travelling into an area to work and visitors to an area for social and recreational activities.

Population Growth

The Hills Shire is expected to receive a significant increase in population by 2031. The Draft North West Subregional Strategy sets a target for the Hills Shire to contribute an additional 36,000 dwellings by 2031, equating to approximately 100,000 more people.

Of this target, 14,500 dwellings are to be located in the North West Growth Centre Precincts of North Kellyville and Box Hill. A further 21,500 dwellings are to be located in the existing urban area and other release areas such as the Kellyville/Rouse Hill and Balmoral Road release areas (refer Figure 5). Increased densities within existing urban areas will also generate new demand for shopping and entertainment facilities. Further details on dwelling growth are provided in the Residential Direction.

LOCATION	ESTIMATE	TARGET
Established and Release Areas	21,425	21,500
Established Areas	11,100	
<i>Carlingford</i>	3,476	
<i>North Rocks</i>	283	
<i>Northmead</i>	770	
<i>Baulkham Hills</i>	3,338	
<i>Castle Hill</i>	2,755	
<i>Bella Vista, Glenhaven, West Pennant Hills</i>	478	
Release Areas	10,325	
<i>Kellyville/Rouse Hill Release Area</i>	4,700	
<i>Balmoral Road Release Area</i>	5,625	
North West Growth Centre	14,500	14,500
<i>North Kellyville</i>	4,500	
<i>Box Hill</i>	10,000	
TOTAL	35,925	36,000

Note:
Under the North West Subregional Strategy any new dwelling from June 2004 will contribute to meeting the target dwellings.

Figure 5 Baulkham Hills Shire Dwelling Target, Source: Baulkham Hills Shire Council, Residential Direction June 2008, pp.37.

Household Characteristics

The profile or character of the Shire's households will also influence how much expenditure is available to contribute towards retail spending and therefore demand for floorspace. The 2006 Census identified the following key household characteristics for the Hills Shire:

- It is a relatively affluent community with a median weekly household income of \$1,732 compared to \$1,154 for the Sydney Statistical Division.
- The Shire has a high rate of home ownership, with around 80% of homes owned or being purchased.
- The Shire has a high proportion of households with children (60%).
- A high proportion of the Shire's population are within the labour force with a significantly higher proportion of the Shire's labour force employed as professionals and managers (43%) compared to the Sydney Statistical Division (36.9%).
- The Shire has a comparably low unemployment rate of 3.2% compared to 5.3% for the Sydney Statistical Division.

These characteristics highlight the established family based community in the Shire. The relative affluence facilitates home ownership and significantly greater median household weekly income. The high proportion of households with children increases demand for grocery and other retail items. A higher proportion of labour force participation also indicates a number of households with dual income. Together these characteristics enhance the degree of retail expenditure generated within the Shire and the ability of residents to spend.

Retail Trends

Retail trends are outlined earlier in the Trends Section. Trends that will have a particular influence on this Shire include bulky goods retailing, and the growth in convenience shopping. The absence of natural features such as a beach that act as a recreation destination has also influenced the changing nature of shopping in the Hills Shire to be more experiential, multi-purpose and entertainment based rather than pragmatic.

The Retail Analysis suggests that there will be demand for an additional 346,000m² of retail floorspace by 2031. This could be accommodated by:

- 60,500m² of supermarket retail space
- 55,000m² of department store space
- 81,000m² of bulky goods space
- 143,000m² of specialty retail space



Rate of Development

The extent of residential development and the rate at which development will occur are the two key factors that drive the floorspace demand and its timing. The rate of residential development for the Shire has been estimated based upon a number of assumptions. For the Growth Centre precincts of North Kellyville and Box Hill, the take up rates are based upon the planned rollout for North Kellyville precinct. The commencement of development in Box Hill however, ultimately depends on the timing of delivery of services. It is also expected that the Box Hill target of 32,000 additional population will not be realised within the 2031 timeframe.

For Balmoral Road Release Area, the rate of development has been based upon Metropolitan Development Program estimates, consistent with contributions planning for this area. For remaining areas, consideration has been given to planning underway, the extent of remaining development opportunities and proposed infrastructure proposals such as a rail line. Any change in such factors together with changes in economic trends or market conditions will obviously influence the timing of residential take up rates.

Based on the estimated rate of development as shown in Figure 6, the Retail Analysis has determined that additional retail floorspace will be needed to meet future demand.

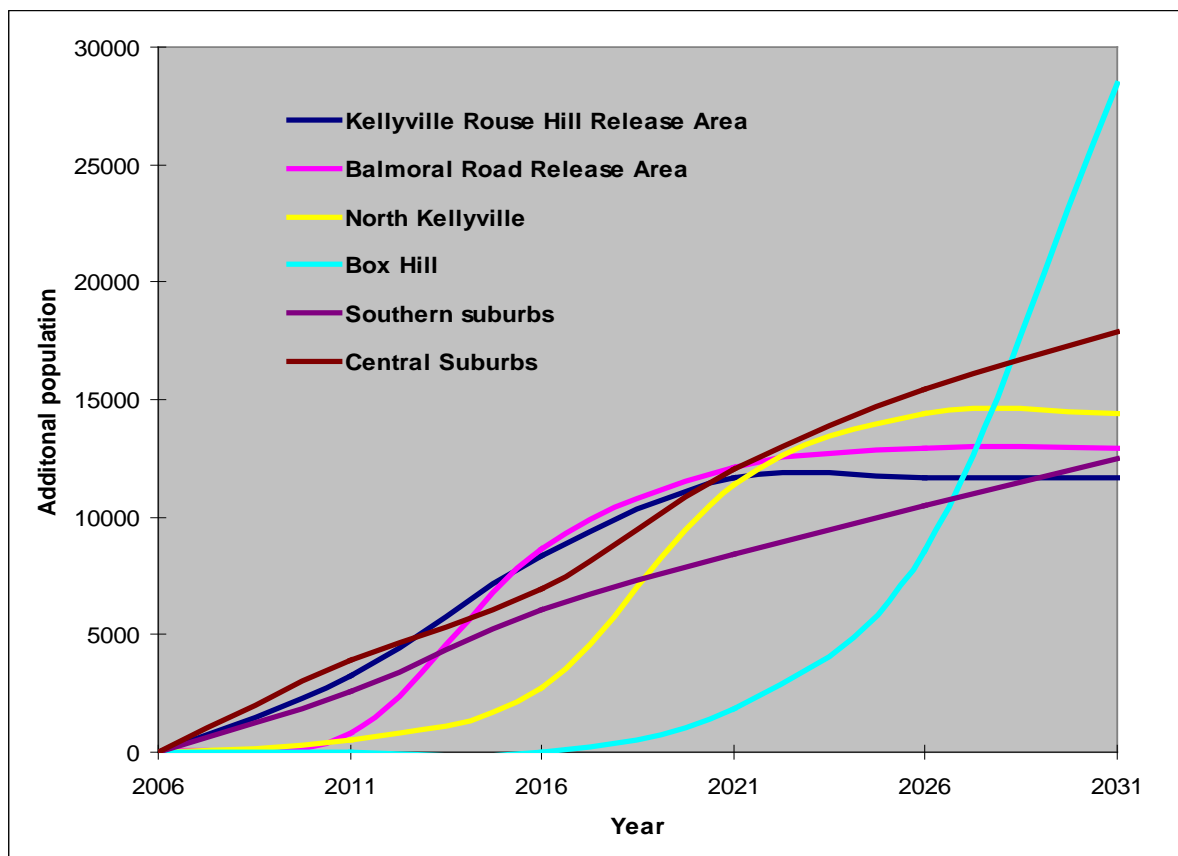


Figure 6 Estimated Rate of Residential Development for the Shire.
Source: The Hills Shire Council 2008

To assist with identifying where additional retail floorspace will be required, four geographic sectors have been identified. These include:

North Sector: Includes the rural areas of the Shire, shown as rural land on the Structure Plan (i.e. land north of the Box Hill and North Kellyville release areas and to the north of Glenhaven).

South Sector: Includes those suburbs located south of the M2 Motorway, including Northmead, North Rocks, Carlingford, Otlands, North Parramatta and Winston Hills.

Central Sector: Includes land within the suburbs of Bella Vista, Baulkham Hills, Castle Hill, West Pennant Hills and Glenhaven.

Release Area Sector: Includes land within the Box Hill, North Kellyville, Balmoral Road and Rouse Hill / Kellyville release areas which incorporates the suburbs of Box Hill, Rouse Hill, Beaumont Hills and Kellyville.

The boundaries of these sectors is shown on the Urban Structure Plan.

Sector and Retail Stores	2006	2016	2021	2031	Total
North					
Large supermarket	0	0	0	0	0
Small supermarket	0	0	0	0	0
Department / Discount Department store	0	0	0	0	0
Specialty retail	47	+8	+5	+10	70
South					
Large supermarket	0	0	0	0	0
Small supermarket	0	0	0	+1	1
Department / Discount Department store	0	0	0	0	0
Specialty retail	59	+71	+28	+54	212
Central					
Large supermarket	3	+1	+1	+2	7
Small supermarket	0	+1	+1	0	2
Department / Discount Department store	1	+1	+1	+1	4
Specialty retail	133	+201	+113	+182	629
Release Area					
Large supermarket	0	+2	+1	+3	6
Small supermarket	0	0	+1	0	1
Department / Discount Department store	1	+1	0	+1	3
Specialty retail	76	+50	+140	+252	518

Note: In calculating supermarket demand, the floorspace was first assigned to large supermarkets, with the remainder being assigned to small supermarkets. Floorspace estimates are based on the following areas - large supermarket: 4,500m²; smaller supermarkets: 1,000m²; discount department stores: 7,000m²; and specialty retail: 100m².

Figure 7 Retail Floorspace Demand to 2031 Source: Adapted from Baulkham Hills Retail Floorspace and Demand Analysis 2008

Figure 7 provides a guide to anticipated retail floor space type and demand. It is acknowledged that different combinations of floor space and type of retail outlets may occur due to market demand and changing trends. For example, an identified demand for 1 large supermarket within a sector could be addressed instead by the provision of 2 medium supermarkets.

- In the Northern Sector, an additional 70 specialty retail shops will be required by 2031.

- In the Southern Sector, an additional 212 specialty shops and one small supermarket will be required by 2031.
- In the Central Sector, an additional 7 large supermarkets and 2 small supermarkets will be required by 2031, as well as 4 department / discount department stores and 629 specialty retail shops.
- In the Release Area Sector, an additional 6 large supermarkets, 1 small supermarket, 3 department / discount department stores and 518 specialty stores will be required by 2031.

Undersupply

The Retail Analysis indicated that there are currently some sectors which had a deficiency within some retail categories. For example, as shown in Figure 7 there is current demand for an additional discount department store in the Release Area Sector, and the Central Sector requires 3 large supermarkets, a department / discount department store and additional specialty retail stores.

The high demand for additional retail is primarily focused within the centres of Baulkham Hills and Castle Hill which are centrally located for the majority of the LGA's population.

The strength of retail offer in these centres (particularly the two department stores in Castle Hill) draws shoppers from a wide catchment area. The high demand can also be attributed to the growing size and affluence of the resident and employee population and the increasing demand for retail goods and services.

There is a need to encourage developers to address the current undersupply of specific retail types. Strategies may include providing advice on the current identified retail needs in the various sectors and information on shopping trends and demographics to encourage a suitable retail mix in new developments. Consideration will be also given to the current identified retail needs in development assessment.

The intent of LEP 2010 is to provide a landuse planning framework to accommodate retail floorspace demand up to 2016. Figure 7 shows a cumulative demand for retail offer in the following sectors by 2016:

<i>Northern Sector:</i>	55 additional specialty shops
<i>Southern Sector:</i>	130 additional specialty shops
<i>Central Sector:</i>	4 additional large supermarkets 1 additional small supermarket 2 additional department / DDS 334 additional specialty shops
<i>Release Area Sector:</i>	2 additional large supermarkets 2 additional department / DDS 126 additional specialty shops

Note: The above figures are a guide to anticipated retail demand only.

Developments currently under construction, current Development Applications and known future projects will meet some of this undersupply. An example is the Beaumont Hills shopping centre.

Additional land is not proposed to be rezoned for retail or commercial purposes in LEP 2010 as it is considered that sufficient land and opportunities are available within existing centres. Some of these opportunities include:

- Castle Towers Stage 3 extension
- Redevelopment potential within the Baulkham Hills Town Centre
- Wrights Road Town Centre
- Rouse Hill Major Centre
- Windsor Road, Kellyville
- North Kellyville Precinct

For LEP 2016 and the period beyond, there may be a need for additional zoned land to cater for retail uses in the Shire. It is envisaged that a full review of floor space will be undertaken at that time.

Beyond 2016

The retail demand outlined in Figure 7 will be likely to result in changes to many of the Shire's centres in terms of retail composition, size and support services to meet future demand. Centres such as Winston Hills and Norwest Marketown have been identified in the Retail Analysis as having potential to transition to a higher order centre.

Winston Hills is identified as a stand alone centre. The Draft North West Subregional Strategy recognises such centres as having the potential to transition to a traditional Town Centre. Opportunities exist to redevelop existing building stock, improve public domain and access to the adjoining Gibbon Road employment precinct, and public open space in Parramatta LGA.

Norwest Marketown is currently identified as a village, however, as the population of the Balmoral Road Release Area increases, Norwest is a logical centre to transition to a town centre to meet the increased demand. The addition of a discount department store, supermarket and additional specialty retail will support this transition. Potential for a rail station will also enhance its status as a town centre.

The future transitioning of Norwest Marketown and Winston Hills centres to higher order

centres will be considered in the assessment of development applications.

Accommodation of the retail floorspace demand beyond 2016 will be the subject of future LEPs. Population growth and associated retail demand will be further assessed to ensure demand throughout the period to 2031 is met by future LEPs.

Related Retail Issues

Objective (d) of the Centres Direction is to inform the drafting of Council's Local Environmental Plan, Development Control Plan, Contributions Plans and other Council projects with regard to centres. In this regard a number of other retail related issues need to be addressed in the statutory planning framework. These include out-of-centre retailing and existing use rights, convenience retailing and current discrepancies in the zoning framework.

Out-of-Centre Retailing

There are a number of sites located outside identified centres that are used for retail purposes that are non-conforming uses in the current zone. In some instances such premises may have rights to remain operating under the Environmental Planning and Assessment Act 1979. In most cases, the formalisation of out-of-centre retailing through rezoning is not proposed due to their proximity to competing centres, lack of access to public transport, being located in poor or difficult locations, and potential to further impact on surrounding land uses.

Sites used for retailing purposes that are not located within the identified Centres Hierarchy are to be zoned consistent with the surrounding properties. For those sites that have a logical connection to centres or are functioning as a de-facto centre, the identification of their commercial and retail role through rezoning may be appropriate.

Dural

Dural is one such centre, located on Old Northern Road in Dural, on the local government boundary with Hornsby Shire. A variety of retail and commercial uses are operating on both sides of Old Northern Road between Galston Road and the Dural Primary School. Those properties in this area that are located within the Hills Shire are currently zoned rural.

The Baulkham Hills Rural Lands Study Stage 3 Background Report (2004) considered the

need to rezone and formalise some of the existing uses in the area to an appropriate business zone. Those properties identified in the Rural Lands Study Stage 3 Background Report for rezoning include:

- No. 644 Old Northern Road, Dural (Lot 4 DP 1006461)
- No. 642 Old Northern Road, Dural (Lot 2 DP 315212)
- No. 640 Old Northern Road, Dural (Lot 2 DP 863435)
- No. 636 Old Northern Road, Dural (part Lot 1 DP 136011)
- No. 634 Old Northern Road, Dural (Lot 2 DP 136011)

A substantial increase in retailing in this location could affect the viability of the centre at Round Corner. Accordingly, the extent of land to be rezoned for business purposes will be limited to only that portion of the land currently used for retail or commercial purposes and any ancillary development such as car parking.

Annangrove

Located on Annangrove Road, Annangrove Shops is another precinct that functions as a rural centre servicing the convenience needs of the surrounding rural community. The site has been in operation from approximately the 1970s and operates under existing use rights. It is located adjacent to a place of public worship and a public reserve incorporating a sports field and Council's Environment Centre. In close proximity is Annangrove Public School.

In order to formally recognise Annangrove Shops as a centre, rezoning to an appropriate business zone is recommended.

Section 117 Direction No.1.2 'Rural Zones' must be considered in the rezoning of rural land for business purposes.

Convenience Retailing

Convenience retailing may be attached to service stations, be independent of any other retailing or be part of a mixed use development.

Service station convenience stores are generally located on major road corridors and provide accessible options for motorists on the way to / from work or social events to pick up basic goods such as milk and bread. Local convenience stores take the form of corner stores with extended opening hours or 24 hour shops such as 'Seven Eleven' stores. In some Sydney suburbs, mixed use developments can contain ground floor convenience stores to serve the needs of residents.

The Standard Template mandates the permissibility of 'neighbourhood shops' in the medium and higher density residential zones. The definition of 'neighbourhood shop' means *"retail premises used for the purposes of selling small daily convenience goods such as foodstuffs, personal care products, newspapers and the like to provide for the day-to-day needs of people who live or work in the local area, and may include ancillary services such as a post office, bank or dry cleaning, but does not include restricted premises"*.

The Standard Template also allows for the imposition of a floor space cap for neighbourhood shops which would ensure that they provide for small scale convenience retailing only. In this regard, a cap of 100m² may be considered reasonable in order to minimise impacts on nearby centres.

Such a limitation should also assist with preventing a proliferation of neighbourhood shops where they are proposed within medium and higher density residential zones.

It is important that convenience retail facilities do not adversely impact upon the economic viability of established centres, particularly neighbourhood centres which would be in direct competition for market share. In order to minimise the impact of any such development, the provision of convenience retail and ancillary grocery and goods stores to service stations should be minimised in out-of-centre locations.



Burnside Neighbourhood Centre, Otatlands

Neighbourhood Centres

There is considerable debate that the planning framework may inhibit competitive entry by new retailers and lack flexibility by constraining retail development.

The approach taken in this Direction seeks to achieve sustainable planning outcomes that respond to the community's variety of retail needs and to provide a place within the Shire for all retailers, from major supermarket chains down to specialty retailers.

For the purposes of this Direction, the following definitions are used:

- Supermarket: provides a comprehensive selection of food and household items for shopping on a weekly scale.
- Grocery store: provides for the daily convenience needs of the surrounding community on a small scale.

Neighbourhood centres are an important part of the overall hierarchy of centres in the Shire. These smaller, walkable centres have an important role to play in local neighbourhoods by providing for the daily needs of the community, for example buying milk or a newspaper or a place for residents to meet at the local café. They are generally easily accessible, suitable in scale and design for their location in the vicinity of dwellings, they have minimal traffic generation, and low impacts on the amenity of surrounding residents. Ease of access, attractive landscaping, type and presentation of individual shops and the inclusion of a place for the community to meet (such as a café) are key factors that can influence the success of neighbourhood centres.

The Standard Template provides for a hierarchy of centres, including zone B1 'Neighbourhood Centre'. The mandated objective of zone B1 is *"To provide a range of small-scale retail, business and community uses that serve the needs of people who live or work in the surrounding neighbourhood."*

Under the Standard Template, neighbourhood shops are to be permitted with consent in the B1 zone, however retail premises (which includes supermarkets) are not mandated as a permissible use in this zone. Therefore the zone provides an opportunity to identify those centres designated in the hierarchy as neighbourhood centres and rural centres and distinguish such smaller scale centres from other local centres.

Retail premises (including supermarkets) will be prohibited in the B1 zone. This approach will effectively prevent all forms of supermarkets above the size of a small grocery store which provides for the daily convenience needs of the surrounding community.

Use of the B1 zone and the capping of shop floor space to say 100m² will limit the scale of grocery stores occupying neighbourhood centres and rural centres, thereby facilitating the provision of a variety of retail services to meet the needs of the local residents.

The range of permissible land uses and zonings and the appropriate area for a neighbourhood shop will be further considered and refined during preparation of LEP 2010. The current area of business zoned land within the Balmoral Road Release Area should be carried over in LEP 2010.

Specific development controls should be prepared to manage the potential impacts of both convenience retail and neighbourhood centres on local neighbourhoods. This should include consideration of aspects such as built form, streetscape, amenity of adjacent areas, parking and access, hours of operation, signage, lighting and security. The DCP controls should aim for quality urban design for centres that address local character and provide an attractive and welcoming approach for the community. In this regard, 'big box' style centres are inappropriate for local centres.



Bella Vista Neighbourhood Centre

Development Proposals Inconsistent with the Centres Hierarchy

For development proposals that are inconsistent with both the centres hierarchy and the zone such as a neighbourhood centre, a rezoning application accompanied by the detailed Economic Impact Assessment (EIA) will be necessary.

All proposals for development that is inconsistent with the centres hierarchy, for example a supermarket in a neighbourhood centre or a department store in a village centre will require formal consideration that includes the submission of an EIA. The EIA should show that there is sufficient demand for the proposal without compromising the ability of other existing or proposed centres to fulfil their roles in the hierarchy. The EIA should address criteria such as:

- Justification for the proposed retail type, scale and quantum within the proposed centre as opposed to an alternative centre;
- Quantification of the level of unmet demand in the locality for the retail type proposed;
- Description of how the proposal would support the social, economic and environmental viability of the centre, and the potential impact on other centres; and
- Demonstration that there is sufficient demand for the proposed retailer to operate within the centre without compromising the ability of alternative centres in the hierarchy to achieve their objectives and fulfil their role in the centre hierarchy.

A review of development controls will ensure that quantitative and qualitative measures as set out above, are clearly communicated to future proponents for development proposals that are inconsistent with the Centres Hierarchy.

Zoning Discrepancies

Council's current planning framework permits and encourages a variety of uses to be developed on business zoned land. There are a number of centres where residential and other uses have been developed on business-zoned land, in some cases demonstrating a higher and better use of the land than retail. In the case of residential development, the housing stock is relatively new.

This following table illustrates some of the centres and properties where this situation occurs:-

Centre	Property
Campbell Street Shops:	Part of Nos. 14-16 Campbell Street, Northmead (SP 63949).
Coonara Avenue Shops, West Pennant Hills:	No. 10 View Street, West Pennant Hills (SP 44708).
Bella Vista Shops:	No. 107 Bella Vista Drive, Bella Vista (SP 64822) and No. 103 Bella Vista Drive, Bella Vista (SP 64813).
Glenhaven Shops:	No. 53-83 Hyde Avenue, Glenhaven (SP 74524).
Carlingford:	Residential uses on sites from Nos.1 – 15 Lloyds Avenue, Carlingford.

Where business zoned land is unavailable to accommodate increased retail floorspace to meet future demand, these sites should be zoned appropriately to reflect their use. Section 117 Direction 1.1 'Business and Industrial Zones' should be considered when rezoning business land.



Belmore Street, Oatlands Neighbourhood Centre



Maraylya Rural Centre

MAKING CENTRES MORE ATTRACTIVE

In their evolution from being simply a place to shop or work, many centres are increasingly becoming a destination in their own right, with a diverse mix of uses and functions. Larger centres in particular are becoming a destination for people to live, work and play. A focus of the Centres Direction is achieving centres that are vibrant, attractive places to visit whilst achieving their full potential in serving the retail needs of the community.

Encouraging the clustering of uses within centres has many benefits including reducing the number of trips and car usage, improving the viability of public transport, fostering innovation and healthy competition between businesses, and encouraging growth and investment in centres by the private and public sectors.

However, as centres become older, their maintenance requirements increase, landscaping may require replacement, and their general appearance often requires updating. The field work highlighted a number of physical elements that make centres unattractive or support the perception that a centre may be unsafe, run down or deteriorating, which may contribute to a pattern of declining patronage. Some of these include: -

- Inappropriately located or unclean loading facilities and waste storage areas.
- Odours from food premises, garbage etc.
- Proliferation of signage, inappropriate signage or lack of any signage.
- Lack of, or unmaintained landscaping, (both soft and hard landscaping) such as paving. Dangerous and uneven surfaces and trip hazards.
- Lack of, or unmaintained street furniture i.e. seating, bins, lighting etc.
- Presence of graffiti, vandalism, bars on shop fronts etc.
- Poor general appearance and evidence of lack of building maintenance.

All these elements can be ameliorated through thoughtful initial design, integrated development assessment, improved monitoring and compliance with conditions of consent, public domain improvements and regular building maintenance programs.

Council's Local Commercial Centres Streetscape Audit commenced in 2003 to revitalise local shopping centres, reduce opportunities for vandalism, graffiti and pollution, increase community partnerships and improve community safety. The audit involved a review of thirteen centres, the development of a priority list of actions and upgrade requirements, and undertaking rectification works.

The assessment was based against a criteria of visual appeal, public safety, accessibility, lighting and landscape design. The centre audit highlighted a number of common issues that needed to be addressed, including disabled access, disabled car parks, ramps, tactile indicators, street lighting and shop awning lighting. The streetscape environment of the following centres have been upgraded:

1. Arthur Street, Baulkham Hills
2. Carmen Drive, Carlingford
3. Lawndale Avenue, North Rocks
4. Glanmire Road / Crestwood, Baulkham Hills
5. Ventura Road, Northmead

Work is continuing on this project which has achieved positive outcomes for older centres, for example the provision of additional landscaping at the Carmen Drive shops in Carlingford. Improvements to the neighbourhood centre at Woodstock Avenue, Carlingford are due to commence soon.



Landscaping Improvement Work
Carmen Drive Neighbourhood Centre

There are numerous opportunities across Council's various business programs including Forward Planning, Development Assessment, implementation of the Capital Works Program, Traffic and Transport, Community Planning and Compliance, to provide an integrated built form outcome for the benefit of the community.

Council's vision of creating vibrant communities is being realised with the planned revitalisation of Castle Hill's main street. The Castle Hill Main Street Project incorporates the creation of an urban transport hub and beautification of Old Northern Road.



The storage of bulk waste bins within front setback areas can reduce the visual appeal of a centre

CASE STUDY – CASTLE HILL MAIN STREET

Vision: *'The CBD as the heart of the community should be a vibrant and energetic place with pedestrian activity, restaurants, cafes, retail services and places for people to enjoy and meet taking full advantage of existing and proposed public transport opportunities and significant heritage items'* (Draft Contributions Plan No.9, p.31).

The completion of the Eastern Ring Road will allow the majority of traffic to be diverted around the CBD. The Castle Hill Main Street will then become a multi-functional public space with improvements including:

- The provision of pedestrian priority crossings;
- Footpath widening to accommodate alfresco dining and plantings;
- Provision of parallel parking bays;
- Multi-function smart poles providing lighting, signage, traffic signals and banners;
- New pavement material;
- New street tree planting; and
- New street furniture.



Castle Hill Main Street Project Concept
Old Northern Road



Castle Hill Main Street Project Concept
Old Northern Road

There are many mechanisms both regulatory and non regulatory that provide opportunities to improve the appearance and atmosphere of centres such as:

- Development of civic spaces
- Design guidelines and public art
- Business Improvement Districts (BIDs)
- Place managers and place making
- Outdoor dining
- Developing night economies

Development of Civic Spaces

The provision of high quality civic spaces is one aspect that can attract people and enhance the amenity of a centre. The establishment of a 'sense of place' and cultural identity is an important aspect of centres and the public domain. Civic spaces include town squares, widened footpaths and boulevards, main streets, malls, outdoor plazas and other meeting places. High quality and appropriately located civic spaces are vital in achieving vibrant and appealing centres. Civic spaces not only provide areas for people to meet, they often provide a venue for cultural activities such as markets, festivals and public performances / theatre.

The outcomes of the field work suggests that many of the Shire's existing centres lack quality civic space. The Draft North West Subregional Strategy requires Councils to consider the need for civic space in planning for the future growth of centres (NW F2.3.1).

There are opportunities to improve existing public domain / civic spaces within centres, and to plan for the provision of additional parking spaces where needed. In planning for the future growth of Castle Hill and Rouse Hill, and larger centres such as Baulkham Hills and Wrights Road, opportunities exist to enhance existing and identify new civic space.

The Environment and Leisure Direction sets out desirable elements of the public domain and requires the preparation of a Civic Design Manual to guide the development of the public domain within centres. The Centres Direction supports the development of a Civic Design Manual for centres. Development controls will also be reviewed to require appropriately located civic space within centres.

"Strengths of smaller centres often include their outdoor environments, boutique or varying range of locally owned shops and their 'village atmospheres'."

Baulkham Hills Retail Floorspace and Demand Analysis pp 100



Street festivals provide opportunities for cultural expression

Design Guidelines

The development of specific and clear urban design guidelines for centres can assist in the planning and assessment of new developments.

As part of the Rural Lands Study, consultants Woods Bagot Pty Ltd prepared the "Village Character Analysis Urban Design Guidelines" in July 2003. This Study considered each rural village and prepared development principles and design guidelines for building form, heights, roof treatments, signage, and design elements. Guidance is also provided for streetscape revitalisation works, such as street tree planting, footpaths and landscaping. The principles relate to village structure, land use and activities, built form and style, landscape, views and village character. These Guidelines will be considered in the assessment of Development Applications for rural centres.

Council's Public Art Procedure and Guidelines provide a criteria for the development of public art in The Hills Shire to enhance the built and natural environment and involve and reflect community identity and expression.

Business Improvement Districts (BID)

Business Improvement Districts are a recognised worldwide framework used for beautification, safety measures, infrastructure, marketing and maintenance of facilities for centres. Through a BID system, a Council collects funds through an agreed rate or levy scheme to improve existing features or provide new benefits on public land. By making centres more attractive places to visit, BIDs may improve the viability of businesses by attracting more shoppers to an area. Such a scheme involves working directly with local property owners and businesses, and generally requires Council maintenance of works on public property.

A similar scheme has been implemented by Brisbane City Council, called the Suburban Centre Improvement Projects (SCIPs). Council works with business owners who contribute to a fund via payment of an agreed levy or 'benefited area special rate'. Council pays the up-front cost of improvement works and recoups a percentage of costs from property owners via the levy.

Smaller programs that aim to work with property and business owners and Chambers of Commerce to develop a cohesive approach to landscaping, building appearance, signage, and vehicular access can also be successful.

This is discussed further in the findings on revitalising and developing centres.

The Metropolitan Strategy B3.2 indicates that a working group will be established to prepare guidelines for the use of BID funds which should be considered by Council when released. The Draft North West Subregional Strategy action NWB3.2.1 suggests that BIDs can be valuable in improving the amenity, safety, infrastructure, maintenance and marketing of centres.

Appropriate centres where the consideration of a BID or similar pilot program include Castle Hill, Baulkham Hills, and Round Corner.

Place Managers

Council invests significant funds in the public domain improvement of centres, such as the Castle Hill Main Street Project. However, the physical appearance of centres is not the only factor which will influence a centres success. In order to support this investment and achieve positive social and economic outcomes for centres on an ongoing basis, a program focusing on economic sustainability is also needed.

A 'Place Manager' or similar role can provide a facilitation service to assist businesses to work together to achieve coordinated building improvements and marketing plans, as well as provide business advice, mentoring and information.

Liverpool Council employ a 'CBD Place Manager' to help shape the future of the City centre by providing a direct link between Council and the City Centre community including local business people, retailers, shoppers and residents.

The Liverpool CBD Place Manager's role involves ensuring carefully guided planning for the City Centre, improving the streetscape, the development of more pocket parks, and managing programs such as the 'Shopfront Façade Program' which encourages businesses to paint the exterior of their premises, funded by a Council subsidy.

Council's Economic Development Team already has a significant role in supporting the business community. This could be further developed to provide assistance in the specific marketing, branding and management of a centre. Provision of free business advice to small business owners on matters such as the importance of attracting the right retail mix and

its implications for ongoing centre viability should also be provided.

Placemaking combines visioning, community cultural development, cultural mapping and multi-disciplinary project teams to plan and implement urban development within specific sites. The goal is to achieve “place identity” in collaboration with stakeholders and assist built outcomes to achieve the desired character.

Outdoor Dining

Alfresco dining and outdoor cafes are a popular trend. Use of footpath areas for outdoor seating and dining provides benefits such as the activation of spaces and passive surveillance. However, this use also has specific management issues which need to be considered including public liability, safety, maintaining pedestrian flow and access, and increasing leaseable floorspace and associated parking demands.

In 2007 Council adopted the ‘Guidelines for Activities in Public Roads’ which addresses footpath dining, public liability, the tidiness of outdoor dining areas, the use of amplified music, consumption of alcohol and pedestrian access.

Generally, outdoor dining should continue to be encouraged especially in smaller village and neighbourhood centres which can provide opportunities for social interaction and can be important economically by attracting regular customers. Council can encourage this use by devising a formal pavement leasing program, particularly in smaller centres and continue to enforce the Guidelines for Activities in Public Roads.

Night Economies

When planning for strategic centres, the Draft North West Subregional Strategy (NWF4.2.1 and F4.2.2) recommends the recognition and enhancement of existing nightlife and entertainment clusters. Within Castle Hill, nightlife and entertainment primarily focuses around the Castle Towers Piazza and cinema complex.

Rouse Hill also has a small but developing night economy in conjunction with its cinema, restaurants and town square. This will grow as the surrounding population increases and as employment grows in the centre.

There are opportunities to build on the current nightlife and entertainment facilities within the two major centres, particular with any future expansions and public transport improvements. This could occur by encouraging ‘clusters’ of uses such as restaurants, cafes, bars, hotels, theatres, and cinemas in close proximity, providing attractive settings for outdoor restaurants, having regard to Safer by Design Principles, and marketing these centres as a nightlife and entertainment ‘hub’.

Council’s involvement in the encouragement of night economies may include liaising with business owners for the creation of restaurant or bar ‘precincts’. This would be facilitated by a Place Manager. Consideration of noise impacts, safety, hours of operation and proximity to residential development would need to be considered on a site by site basis. Strategy 4.3.1(b) of the Environment and Leisure Direction also involves the investigation of mechanisms to develop and promote night economies.



Carmen Drive Neighbourhood Centre, Carlingford

Sustainability of Centres

An important part of the Centres Direction is to provide 'sustainable' centres for the residents of the Shire in terms of economic, social and environmental outcomes. Environmental sustainability is concerned with protecting the natural environment, containing environmental impacts and reducing reliance on non-renewable resources.

Landscaping is an important component of centres and provides a valuable contribution to streetscapes. Deciduous trees can provide shade in summer, filtered light and warmth in winter and can soften the visual appearance of the built form. Water features can also assist in passive cooling.

Sustainable and 'eco-friendly' building materials also can contribute to the sustainability of a centre. Materials that are durable, recycled or have low maintenance requirements may reduce the lifecycle building maintenance requirements and ecological footprint.

The newly developed 'Rouse Hill Town Centre' shopping centre has several innovative and environmentally sustainable initiatives and targets built into the development. These include: -

- Target: Use 60% less water than average retail centres in NSW.
- Installation of water tanks collect 20% of centre's needs.
- Target: Use 40% less energy than average retail centre in NSW.
- Retailers to complete Ecological Footprint calculations.
- Street trees provide shade in summer.
- 130,000 indigenous seedlings planted.
- Integrated network of foot and cycle paths with parking for 300 bicycles.
- Target: 60% waste to be recycled.

The Environment and Leisure Direction recommends a review of development controls to improve ecologically sustainable design provisions, particularly in relation to the public domain and public infrastructure.

The location of centres is often historic, being founded on original settlements and transport routes and growing into flourishing villages and towns.

Baulkham Hills and Castle Hill are such examples, both of which now contain important heritage buildings and sites.

Whilst heritage is an established part of the Shire's identity, it presents a unique challenge in terms of balancing preservation and growth. Older buildings can add vibrancy and character in the built form of centres, becoming a unique attractor to a centre.

A sustainable centre is one in which a 'sense of place' and heritage is retained through adaptive reuse, sympathetic development or high quality interpretation of heritage items.



Former Castle Hill Public School
Source: Baulkham Hills Heritage Study 1993-1994

ACCESSIBILITY OF CENTRES

The accessibility of a centre and the ability to move easily between different spaces within a centre can be an important contributor to its success.

Access To and From Centres

Accessibility to centres by walking, cycling and public transport is also important for the reduction of traffic, vehicular conflict and air pollution. It provides a healthy lifestyle choice, and reduces the reliance on private vehicles for local travel. The availability of public transport can also empower community members such as the aged to visit centres easily and independently.

Some key infrastructure projects currently underway or planned for the Shire include:

- Bus Interchange in Castle Hill
- Strategic bus corridors
- Eastern Ring Road in Castle Hill
- Potential rail to North West Sydney

These projects will assist in cementing Castle Hill as the major centre and transport hub for the Shire, particularly for commuters and in attracting employment.

Lower order transport networks or services are equally important in making a centre accessible. Most centres are served by the local bus network and should incorporate a bus stop with appropriate facilities within the centre footprint. The provision of taxi ranks within centres is another important part of providing access for all members of the community.

An accessible centre should also be supported by a well designed local road network. Traffic management measures such as signalisation, left in / left out and median barriers need to be balanced with the needs of the community to access centres. This is particularly important for village and town centres which meet the weekly shopping needs of the community. Suitable vehicular access to car parking facilities and separate access for pedestrians is also important.

The Integrated Transport Direction will further explore opportunities to improve transport throughout the Shire. This may include consideration of the availability of heavy rail and potential for upgrades or expansion of Carlingford Station, which will be important in the future functioning of the centre.

The timely delivery of public transport is important in supporting the development and continued economic viability of the Shire's centres. Strategies to achieve this include:

- Continuing to lobby the State Government for a rail link to the North West.
- Lobbying for the timely introduction of strategic bus corridors.
- Working with local bus companies to ensure timely new bus routes in release areas.



Bus stop outside Knightsbridge shops

Pedestrian access to and from centres is particularly important for the success of villages and neighbourhood centres in terms of meeting the convenience needs of local residents. The Shire has a strong pedestrian network, with 300 kilometres of footpaths and 241 kilometres of cycleways in the Shire (104 kilometres off-road). This network provides a high level of access within the urban fabric, particularly in release areas. However, there remains opportunities to improve pedestrian access, particularly to centres in the older established areas of the Shire.

Pedestrian Access and Mobility Plans (PAMPs) are developed as a partnership between the Roads and Traffic Authority and local councils. PAMPs provide a basis for the development of pedestrian routes or those areas that the community identifies as important for safety, convenience and mobility. The Roads and Traffic Authority provides funding for successful PAMP applications on a 50:50 basis with local councils. Council submits PAMP applications on an annual basis for centres which have identified access issues. This process should be continued to ensure that pedestrian access improvements can be funded and implemented.

The Draft North West Subregional Strategy looks to improve links between bushland, parks and centres (NW F1.3.1). The Environment and Leisure Direction contains actions to improve connectivity and accessibility by walking and cycling and recommends the preparation of a Tracks and Trails Strategy. The Centres Direction supports this action. Additional links between residential areas and some centres, such as Glenorie, Ventura Road, and Woodstock Road neighbourhood centres should be considered in this strategy.



Accessibility with the Round Corner Town Centre warrants improvement

Movement within Centres

The design of centres plays an ongoing role in how people use centres and how they move between spaces. The permeability of a centre is concerned with pedestrians and their access between carparking areas, public transport drop-off points and different buildings.

Fragmented development, grade changes and retail developments that have occurred over time are often characterised by a lack of permeability. This is often compounded for the aged and people with disabilities as well as those moving between spaces with shopping trolleys.

For example, within the Mile End Road Village, the retail uses are spread over a distance of approximately 450 metres which encourages car usage or accessing only a limited part of the centre in a single visit.

The Retail Study also identified the benefits of enhancements to North Rocks Town Centre to *“better integrate all components of the centre through enhanced pedestrian connectivity.”* (Retail Floorspace and Demand Analysis pp 140).

Round Corner Town Centre is another centre that would benefit from measures that improve permeability. This centre is spread over a wide area with walking between the various areas made difficult due to grade changes, lack of logical linkages and fragmented ownership. Observations made during the field inspection showed pedestrians (often aged) walking along the internal road carriageway to access different areas of the centre.

In the redevelopment of existing centres and the planning of new centres, consideration should be given to the consolidation of land uses to minimise the centre ‘footprint’, connectivity between centre activities, separation of vehicular and pedestrian functions, footpath provision, minimal grade changes to encourage walking, and clear signposting of walkways and access points. It is also important to integrate desired lines of travel with safe road crossings. A case study of the Castle Hill Main Street Project, which incorporates many of these qualities, is provided earlier in the Findings.

Development controls will be reviewed to improve the permeability and legibility of centres. This may include consideration of grade changes, the need for ramps, potential vehicular and pedestrian conflicts, and integration with surrounding land uses. These matters should be considered in development assessment. For new centres, Council will promote the consolidation of sites to achieve integrated development.

Legibility is about the visual cues that help people understand a place. Elements of legibility include directional signage and maps, design elements which indicate building entrances, and clearly identified paths of travel which help in navigating a centre. Poor legibility may result in a centre becoming unpopular for shoppers even though it may have an appropriate range of retail offer. This is often exemplified by ‘big box’ shopping centres and their lack of integration with the rest of the centre.

TRANSFORMING OLDER EXISTING CENTRES

Some centres in the Shire are performing strongly in terms of economic performance. For example Castle Towers Shopping Centre in Castle Hill is one of the highest performing shopping centres within Australia, currently ranked 10th with respect to net annual turnover. This makes the Castle Hill centre a major drawcard to shoppers and visitors beyond the Shire boundary. Other centres such as Rouse Hill are also trading well owing to their fresh approach to the urban shopping environment. Anecdotal evidence also suggests that residents of other LGAs are accessing Council's services such as the Library within the Rouse Hill centre.

Centres such as Baulkham Hills have a mixed performance. The recently refurbished Baulkham Hills Stockland Mall appears to be trading well with three major supermarket anchors, however the vitality of street front retail areas are affected by their location at the intersection of major roads, and their poor streetscape amenity and pedestrian appeal.

Some other centres are experiencing economic challenges. These are often smaller neighbourhood centres which may lack an anchor tenant or a sufficient range of specialty retail to attract shoppers. A low vacancy rate is a good indicator of a centres economic strength. The Retail Analysis identified that the following centres may be experiencing some economic difficulties or high vacancy rates:

- Baulkham Hills retail shopfronts
- Cross Street, Baulkham Hills
- Woodstock Road, Carlingford
- Glenorie rural centre
- Bella Vista

The Retail Analysis identifies the importance of providing a range of specialty retail to support the performance and attraction of centres.

The field work undertaken during preparation of the Direction revealed a number of environmental factors that may indicate that a centre is currently or is likely to experience some economic difficulty in the future. These included poor visual appearance and streetscape, age of building stock, shop vacancies, public domain space that requires upgrading (such as footpaths), or lack of connectivity between areas within a centre.

Whilst the Streetscape Audit has made significant physical improvements to the public domain within some centres (refer Findings on Making Centres More Attractive), some may benefit from a process of targeted revitalisation or redevelopment of the building stock to improve economic performance as well as better meet the needs of surrounding residents. These centres include:

- Belmore Street, Oatlands
- Cross Street, Baulkham Hills
- Dural Rural Centre
- Round Corner Town Centre
- Glenorie Rural Centre



Cross Street, Baulkham Hills. Revitalisation strategies to improve the streetscape may benefit this and similar centres.

The fragmented ownership of land within a centre can significantly impact upon a centre's ability to revitalise or redevelop in order to respond to the changing retail environment. This also presents a particular challenge in new release areas where new centres are planned. Gaining agreement between land owners in order to work towards a common direction is challenging, especially if the number of owners is high and the land has other constraints.

An example where this is the case is the Windsor Road, Kellyville Village. A portion of this centre was rezoned in April 2006 as part of the Balmoral Road Release Area, however the current subdivision pattern and vehicular access from Windsor Road present constraints to owners developing on an individual basis. To assist the transitioning of the Windsor Road, Kellyville centre to a village and to facilitate redevelopment (particularly of the southern portion of the centre), a masterplan will be prepared by Council to guide development.

Strata title laws also present a particular difficulty in redeveloping and to a lesser degree revitalising centres. Strata titling has provided a way for a small investor or owner-occupier to own an individual commercial or retail property within a larger complex. However, as buildings age and needs change, refurbishment or redevelopment becomes not only an economic consideration, but also impacts upon the attractiveness, amenity, safety and ability of centres to evolve and grow. Even where a building is at the end of its physical or economic life, it is extremely difficult, and often impossible in practice, for all strata owners to agree to a future strategy (whether it be for revitalisation or redevelopment).

In these circumstances, opportunities may exist for Council to provide leadership, business advice and technical services to assist owners in facilitating future plans. In some cases, more direct involvement such as the preparation of a masterplan and design principles may be an appropriate way to facilitate cohesive redevelopment in existing centres.

The Draft North West Subregional Strategy (NWC3.1.1) requires Councils to identify opportunities to renew local centres and facilitate renewal through planning for increased housing densities and improved public amenity. The Strategy highlights the

benefits of renewing existing local centres through the development of higher density housing, including improved economic and public transport viability. The Residential Direction highlights the potential for increased residential densities within centres such as Baulkham Hills and Carlingford to play a role in centre revitalisation and renewal.

In addition, Draft North West Subregional Strategy actions NWC3.1.2 and NWB4.1.1 indicate that the Department of Planning will be preparing centre design guidelines with strategies for the revitalisation and redevelopment of centres. When released, these guidelines should be utilised in Council's planning where appropriate.

There are a number of ways that centres can be revitalised:-

1. Working with businesses and landowners to encourage the refurbishment of centres to improve appearance, quality of design and the provision of civic space.
2. Liaising with the business community to improve the retail mix to suit the needs of the community.
3. The use of Business Improvement Districts (BIDs) or similar schemes, as detailed earlier in the Findings.

Some methods for encouraging redevelopment within centres include:

1. Zoning additional retail land where there is an identified need, to provide an incentive.
2. Increasing density controls to encourage land owners to redevelop.
3. Encouraging mixed use development in suitable areas (i.e. ground floor commercial & retail and upper floor residential uses).
4. Preparing masterplans to guide the redevelopment of older centres.
5. Preparing development controls to include design elements appropriate for each centre typology.

An action of the Environment and Leisure Direction involves the preparation of a Civic Design Manual and review of development controls for public domain space and other civic areas.

PLANNING FOR NEW CENTRES

The Hills Shire is a growth area, containing major greenfield sites which will accommodate a significant amount of Sydney's growth in the next twenty five years. Growth will be focused in three main precincts: the Balmoral Road Release Area and two North West Growth Centre Precincts being North Kellyville and Box Hill. In addition, there is potential for a new centre at the Hills Centre Station if a rail link proceeds in the longer term.

Balmoral Road Release Area

The Balmoral Road Release Area is a 522 hectare site and was rezoned in April 2006. The release area will ultimately accommodate an additional population of 13,000 people with an additional 5,600 dwellings. A range of dwelling types are proposed including high density apartments and town houses, as well as traditional suburban detached dwellings. The majority of development is targeted to occur between 2012 and 2021.

Earlier planning for this release area envisaged the creation of 'walkable' neighbourhoods through the creation of small local neighbourhood shops.

The release area currently identifies three areas of land zoned for retail uses: Windsor Road, Kellyville, Memorial Avenue, and Stone Mason Drive. Windsor Road currently functions as a neighbourhood centre and is planned to transition to a village centre in the future.

The Retail Analysis identified a significant demand in the Release Area sector over the next twenty years, particularly for additional supermarkets and specialty retail. Given the central location of the release area, surrounding centres are likely to provide the range of retail needs required by the incoming population. These centres include Windsor Road, Kellyville as it transitions to a village with a main line supermarket, Wrights Road Town Centre, Norwest Marketown (which has the potential to grow to a Town Centre) and Rouse Hill for higher order shopping as the emerging Major Centre.

Accordingly, the Retail Analysis recommended that *"a range of specialty retail should be provided within the Balmoral Road Release Area Neighbourhood Centres in order to minimise the need for future residents to travel for their daily convenience needs. The retail provision should be of a scale however that does not generate significant traffic or compete with the higher order centres such as the surrounding / proposed village of Windsor Road and town centres such as Wrights Road."* (Retail Floorspace and Demand Analysis pp138).



Extract of Baulkham Hills Shire Council LEP 2005 Zoning Map

The current area of business zoned land within the Balmoral Road Release Area should be carried over in LEP 2010.

To guide the development of new centres in the Balmoral Road Release Area, masterplans will be prepared for the two neighbourhood centres.

The release area is also proposed to be serviced by Strategic Bus Corridor No. 3, connecting the North West T-way with Castle Hill.

It is important that land surrounding any future station is appropriately utilised, which may include opportunities to develop a new local or transit centre. The Draft North West Subregional Strategy (NW B1.1.2 and B3.3.2) also requires Council to consider centres around planned rail stations such as the Hills Centre and Kellyville Stations. The Draft North West Subregional Strategy anticipates that if transport nodes develop, these centres will become local centres with higher density housing and associated retail and other services.

The Structure Plans show a potential town centre at the site of the future Kellyville Station (Balmoral Road Release Area Transit Centre). Future strategic planning will be required in the longer term for a centre in this location.

Potential Hills Centre Station

Whilst a rail link to service north west Sydney has been indefinitely postponed there is still a need to facilitate local employment and enable timely response to any future State Government actions and initiatives, in the longer term.

A potential centre has been identified at the site of the future Hills Centre Station in Castle Hill. Currently occupied by The Hills Shire Council's Administration Building, the Hills Centre and the Castle Hill Showground, detailed strategic planning will be undertaken for this site in the future.

North Kellyville

The Department of Planning is responsible for the planning and implementation of a regulatory framework for the North Kellyville precinct. North Kellyville will ultimately contain an additional 4,500 dwellings with a planned additional population of 14,400. There are three proposed centres in the precinct: North Kellyville Local Centre (designated as a Town Centre in the Centres Hierarchy), Hezlett Road Village Centre and Stringer Road Neighbourhood Centre.

The North Kellyville Local Centre will be focused around a traditional 'main street', with two supermarkets, a range of specialty shops and commercial floor space (both shop front and shop top). The centre has a potential floorspace of up to 15,000m². It is envisaged that this centre will ultimately have a multi-purpose community centre, child care centre and a medical centre, with a primary school located nearby.

Hezlett Road Village will be located at the junction of Hezlett Road and Samantha Riley Drive and incorporate up to 3,000m² of retail and commercial uses. With a convenience retail focus, this centre is likely to incorporate one small supermarket and a range of specialty shops, with potential for a service station. The centre will be characterised by a compact urban form, and active ground floor uses such as shops, restaurants and cafes to activate streets and encourage social interaction.

The Stringer Road Neighbourhood Centre will be located at the intersection of Stringer Road, Barry Road and Hillview Road, opposite sporting fields. Providing up to 1,000m² of retail floorspace for uses such as cafes and restaurants, this centre will provide for the small-scale retail and community use needs of the local community. It is envisaged that the centre will consist of mixed use buildings, with retail uses on the ground floor and residential uses above.

The development of the North Kellyville centres are governed by the planning provisions contained within the SEPP Sydney Region Growth Centres 2006 (Draft Amendment No.3) and North Kellyville DCP. Council will have opportunity to monitor the success of the controls as the centres develop.




Box Hill

The Box Hill Precinct is a large residential precinct that will accommodate an additional population of 32,000 people in an extra 10,000 homes. The SEPP (Sydney Region Growth Centres) Structure Plan identifies a centrally located Town Centre and up to seven neighbourhood centres.


The precinct is not released and planning has not yet commenced. When it does commence Council should have an active participatory role with the Department of Planning in shaping the indicative planning for the precinct, including planning for centres that support Council's Centres Hierarchy and meet the forecast demand for retail floorspace.


The Growth Centres Development Code was prepared by the Growth Centres Commission in October 2006. The Code seeks to guide the planning and design of the Growth Centres by stimulating ideas and providing a guide to best-practice. An extract of some of the matters for consideration for mixed use town centres is provided below:


Mixed Use Town Centres

 The core area of a mixed use town centre will have higher density than the outer frame area.


Core


 Retail is to be concentrated along the main street within the town centre core.

 In mixed use buildings located within the core area of the town centre, retail is to occupy the ground floor and employment should occupy the first floor and above.


 Co-locate facilities as much as possible to maximise the use of spaces.

Frame

 Within the Town Centre frame, housing density should be maximised, and active ground floors should be created.

 A mix of housing types is appropriate within the town centre frame.

Centres are to have a mix of high density housing typologies within and immediately around them.

 Create a mix of retail, commercial, business, community, cultural, leisure and medium density housing uses to create a community focus within the town centres and villages.

Source: Growth Centres Development Code, 2006
Section 2C, p.C-9

Key Directions

CENTRES DIRECTION

In developing objectives, strategies and actions to respond to the identified issues, five key directions emerged:

- C1: Create vibrant centres that meet the needs of the community.
- C2: Make centres more attractive places to visit.
- C3: Make centres accessible to the community.
- C4: Improve the functioning and viability of existing centres.
- C5: Plan for centres in new areas.

Focus for the development of centres

- Meeting the retail and entertainment needs of the community.
- Protecting the Shire's hierarchy of centres.
- Accessibility and connectivity.
- Attractive and vibrant spaces for community interaction.
- Thriving local businesses.



C1 CREATE VIBRANT CENTRES THAT MEET THE NEEDS OF THE COMMUNITY

Council has a responsibility to plan for the retail needs of the Shire's growing population. This is achieved through the identification of the Centres Hierarchy.

There are many benefits associated with concentrating retail development within identified centres. Some of these advantages include economies of scale, reduced infrastructure costs to the government and community by minimising the spread of land requiring appropriate servicing, supporting investment in public transport initiatives, and providing more certainty for retail and commercial investors.

The Draft North West Subregional Strategy requires Councils to plan for sufficient retail floor space within their principal LEPs and reflect the subregional structure plan through sufficient zones for retail activity. Out-of-centre retail uses such as bulky goods premises are to complement, rather than compete with, these centres.

Therefore the protection and strengthening of the Centres Hierarchy through the LEP and land use decision making, is paramount. In addition, the zoning of land in centres should have regard to the following principles:

1. Continuation of zoned business land to communicate its role and current or intended land use.

Where existing site specific development controls already identify specific heights and floor space ratios (FSRs) for a centre such as Baulkham Hills and Castle Hill, these should be translated into the Height of Buildings and FSR LEP maps.

2. Allow for a diverse range of shopping uses in centre zones.
3. Where business zoned land has been developed for a different purpose such as apartment buildings or town houses, an appropriate residential zone should be used. Section 117 Direction 1.1 'Business and Industrial Zones' will be relevant.
4. Sites used for retailing purposes that are not located within a centre identified in the Centres Hierarchy are to be zoned to match that of surrounding properties. For

those sites that have a logical connection to centres or are functioning as a de-facto centre, the identification of their commercial and retail role through rezoning may be appropriate.

Identify land within the Dural and Annangrove centres for retail purposes, as detailed in the Findings. To protect the viability of nearby centres, the extent of land to be rezoned should be limited to only that portion of the land currently used for retail or commercial purposes and any ancillary development such as car parking. Section 117 Direction 1.2 'Rural Zones' will be relevant.

5. Zone bulky goods precincts with an exclusive zone to recognise their support role of centres and important economic function.

A specific zone such as the 'B5 Business Development' zone is recommended for the bulky goods precincts. An objective of this zone should be to provide suitable locations to address demand for bulky goods. General retailing should be prohibited.

Land and uses within the 'B5 Business Development' zone should be characterised by features as set out in Figure 4 'The Hills Shire Centres Typology and Hierarchy'.

The Retail Analysis identified the demand for an additional 81,000m² of bulky goods floorspace by 2031. To accommodate future floorspace demand for bulky goods, these uses should be located within a bulky goods zone and consideration given to locational requirements for these uses to support and be located near to centres.

In order to protect the Centres Hierarchy and the economic viability of centres, all new development proposals should support the Centres Hierarchy, with major development applications subject to detailed Economic Impact Assessment (EIA).

There is also potential for multiple neighbourhood shops in one location to act as a de-facto centre and therefore undermine the Centres Hierarchy. Rigour in development

assessment will be required to monitor and respond should this situation arise.

To minimise impacts on established centres, convenience retail and ancillary stores to service stations are to be minimised in out-of-centre locations.

A floorspace cap will be imposed to ensure that neighbourhood shops provide for small scale convenience retailing only. Development controls should also be prepared to address potential impacts on the amenity of residential areas, and require the submission of Economic Impact Assessments (EIAs) for major developments and proposals that are inconsistent with the centres hierarchy.



Ventura Road Neighbourhood Centre, Northmead

As set out in the Findings, there is a current undersupply of specific retail types, particularly in the central part of the Shire. There is cumulative demand to 2016 for an additional:

- 6 large supermarkets
- 1 small supermarket
- 4 department / discount department stores
- 645 specialty retail shops

Although there is sufficient land and opportunities available to address retail demand, it is recognised that other factors affect development such as lack of major anchors to attract shoppers, fragmented ownership and wider global economic conditions. These factors will need to be considered in developing an approach to encourage retail development in these locations.

Accommodating the Shire's retail floorspace demand beyond 2016 will be the subject of future LEPs. This will involve monitoring population growth and associated retail demand through to 2031. Winston Hills and Norwest Marketown have been identified as having the potential to transition to a higher order centre in the longer term. Although additional floorspace is not required until after 2016, at which time transition to a higher order centre would be appropriate, the future transition of Norwest Marketown and Winston Hills centres should be considered in the future assessment of development applications.

Council's Economic Development Team will work with land owners and developers to address the current undersupply of specific retail types within the various sectors of the Shire.

Council will work with the Department of Planning in relation to actions arising from the Draft Centres Policy, as required.

The area of zoned land in future centres such as those in the Box Hill Release Area should reflect the Centres Hierarchy.

Objective: Ensure that planning and future development reinforces the hierarchy of centres within the Shire.

Strategy	Action	Lead Team
1.1.1 Draft appropriate zonings, objectives and provisions for centres in Council's LEP 2010.	(a) Use the Centres Hierarchy to apply relevant LEP Template zonings.	Forward Planning
	(b) Allow an appropriate range of retail, commercial, community and entertainment uses within centres, in accordance with the Centres Hierarchy and Typology.	Forward Planning
	(c) Allow bulky goods retailing only within major centres and specific precincts.	Forward Planning
1.1.2 Reinforce the Centres Hierarchy in decision making.	(a) Clearly identify the Centres Hierarchy and future desired intentions for centres in the Local Strategy.	Forward Planning
	(b) Retail development outside of centres is to be considered in light of the Centres Hierarchy and identified retail floorspace demand.	Forward Planning Development Control
	(c) Require the submission of Economic Impact Assessments for major retailing and bulky goods retailing developments, and proposals that are inconsistent with the centres hierarchy.	Development Control
	(d) Cap the floorspace of neighbourhood shops in LEP 2010.	Forward Planning
1.1.3 Ensure the development of centres reflects the centres typology.	(a) Draft development controls to reflect the Centres Hierarchy, typology and LEP 2010 zones, include criteria to consider proposals inconsistent with the Centres Hierarchy, and require the submission of Economic Impact Assessments (EIAs).	Forward Planning

Objective: Meet the diverse shopping needs of the community.

Strategy	Action	Lead Team
1.2.1 Encourage developers to address the current undersupply of specific retail types.	(a) Work with land owners and developers to provide the current identified retail needs in specific sectors.	Forward Planning Economic Development
	(b) Consider the current identified retail needs and Centres Hierarchy in development assessment.	Development Control
1.2.2 Ensure centres meet the retailing demands of the community in the future.	(a) Monitor the rate of land releases, development and population growth.	Forward Planning
	(b) Monitor changes in retailing trends.	Forward Planning
	(c) Establish and maintain a register of retail and commercial development.	Development Control
	(d) Review the Centres Hierarchy prior to each 5-year LEP review.	Forward Planning
	(e) Consider the future transitioning of Norwest Marketown and Winston Hills centres to higher order centres in the assessment of development applications.	Development Control
	(f) Work with the Department of Planning in relation to actions arising from the Draft Centres Policy.	Forward Planning
1.2.3 Facilitate the uptake of zoned land within centres.	(a) Monitor uptake of zoned retail land in release areas.	Forward Planning
	(b) Encourage development that supports the transition of Windsor Road, Kellyville Village and Rouse Hill Major Centre.	Development Control Economic Development

C2 MAKE CENTRES MORE ATTRACTIVE PLACES TO VISIT

The Centres Direction seeks to encourage the development of vibrant and successful centres throughout the Shire. Important aspects include achieving the right mix of uses within centres (such as cafes and supermarkets that attract customers throughout the day) and making centres an attractive place to visit by improving design quality and the embellishment of community space.

Centres that are ageing, have poor amenity, a lack of quality civic space or a poor mix of retail uses warrant strategies to improve long-term viability and investment within older centres. Strategies include the following: -

- Development of civic spaces
- Design guidelines and public art
- Business Improvement Districts (BIDs)
- Place managers and place making
- Outdoor dining
- Developing night economies

The sustainability of centres including environmental sustainability and the preservation of heritage is another aspect of making centres attractive places to visit.

In order to improve the public domain and streetscape within centres, the Local Commercial Centres Streetscape Audit program will be continued and a Civic Design Manual will be prepared. A review of development controls will also be undertaken to require appropriately located civic space to be provided within centres.

The 'Village Character Analysis Urban Design Guidelines' will be considered in the future assessment of Development Applications for rural villages / centres. These Guidelines provide guidance for streetscape revitalisation and desirable built form within the rural centres.

The implementation of a pilot Business Improvement District program within Castle Hill, Baulkham Hills or Round Corner centres will be investigated to assist with improving the centres in terms of appearance, amenity, and accessibility.

The feasibility of a pilot program that provides a 'Place Manager' to assist businesses in working together and coordinating strategies such as marketing and building improvements will be investigated, with the aim of improving the retail mix, appearance and ongoing viability of centres. Working with industry to encourage a diversity of shopping and entertainment activities within centres will be important in meeting the diverse shopping and recreation needs of the community.

In light of its popularity and importance both economically and socially, outdoor dining will continue to be encouraged, particularly in smaller village and neighbourhood centres. Council will encourage this by developing an integrated dining initiative and the continued enforcement of the Guidelines for Activities in Public Roads.

The creation of vibrant night economies and entertainment clusters in major centres such as Castle Hill and Rouse Hill will be facilitated through the development of specific development control provisions for retail and entertainment activities that operate at night and by Council working with business owners to market these centres as nightlife and entertainment 'hubs'.

The environmental sustainability of centres is important in containing environmental impacts and reducing the reliance of centres on non-renewable resources. Strategies such as the encouragement of best practice in the design of retail developments and the strengthening of development control provisions relating to sustainable building design and materials will be implemented to improve the sustainability of centres.

The early incorporation of heritage items into the planning of centres will assist in retaining a 'sense of place' and cultural links to the Shire's past. Strategies to achieve this include the strengthening of development controls to facilitate the suitable adaptive re-use of heritage items and ensuring that surrounding development in centres is sympathetic to heritage items and their curtilage.

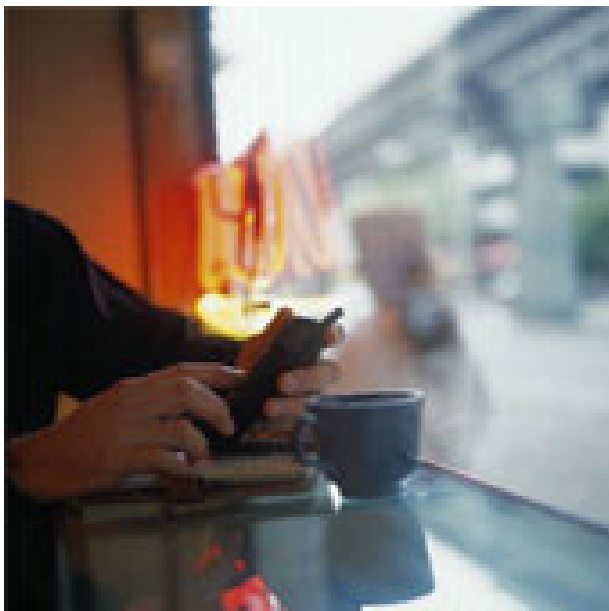
Objective: Achieve centres that are safe, vibrant and active.

Strategy	Action	Lead Team
2.1.1 Improve public domain and streetscape within centres.	(a) Develop a Civic Design Manual to guide the development of centres.	Forward Planning
	(b) Review development controls to require appropriately located civic space within centres.	Forward Planning
	(c) Continue the Local Commercial Centres Streetscape Audit.	Parks and Reserves
2.1.2 Provide opportunities for community interaction in a high quality centre environment.	(a) Reinforce the 'Guidelines for Activities in Public Roads'.	Property
	(b) Develop an integrated outdoor dining initiative focusing on development, leasing and promotion.	Forward Planning Economic Development Property Services Delivery
	(c) Consider the 'Village Character Analysis Urban Design Guidelines' in the assessment of Development Applications for rural centres.	Development Control
2.1.3 Facilitate the creation of vibrant night economies and entertainment precincts within major and town centres.	(a) Prepare specific development provisions for retail and entertainment activities that operate at night.	Forward Planning
	(b) Work with business owners to promote night economy precincts and the development of entertainment clusters.	Economic Development

C2.2

Objective: Provide for attractive centres that address changing lifestyle trends.

Strategy	Action	Lead Team
<p>2.2.1 Facilitate cooperative arrangements with centre operators to implement improvements.</p>	<p>(a) Work with industry to encourage a diversity of shopping and entertainment activities within centres.</p>	<p>Economic Development</p>
	<p>(b) Investigate the feasibility of conducting a pilot program that provides a 'Place Manager' for the Shire's centres.</p>	<p>Economic Development</p>
	<p>(c) Investigate the potential for Business Improvement Districts within the Shire to improve the amenity, accessibility and appearance of centres.</p>	<p>Economic Development</p>



Objective: Improve the sustainability of centres.

Strategy	Action	Lead Team
2.3.1 Incorporate environmental sustainability in the design of centres.	(a) Encourage the use of best practice in design for retail developments.	Development Control Health and Environment
	(b) Strengthen development controls relating to sustainable building design and materials.	Forward Planning
2.3.2 Incorporate heritage items into planning for centres.	(a) Review development controls to facilitate adaptive re-use of suitable heritage items within centres and provide for their historic interpretation.	Forward Planning
	(b) Consider the impact of proposed centre development on the significance, visual curtilage and setting of heritage items.	Development Control

C3 MAKE CENTRES ACCESSIBLE TO THE COMMUNITY

Accessibility to and from centres as well as ease of movement within a centre is important. An accessible centre can assist with reducing the reliance on private vehicles, empower the aged and people with a disability to visit shops independently, and provide economic benefits for shops.

Accessibility to Centres

The timely delivery of public transport is important in supporting the development of centres and their continued economic viability. Council has a role in improving accessibility for centres and a number of strategies will be pursued. Some of these include:

- The State Government will be lobbied for the timely provision of key transport infrastructure such as strategic bus corridors and a rail link to the north west.
- The establishment of new local bus routes in release areas to serve new centres and the incoming population is particularly important. This will involve working with local bus companies to ensure public transport options are available at an early stage. Additional funding sources for local public transport infrastructure such as bus stop seating, shelters, and information will also be investigated.
- Applications for Pedestrian Access and Mobility Plan (PAMP) funding will continue, in order to improve pedestrian access to and from centres.
- Continuation of Council's program of footpath and cycleway provision with a focus on accessibility to centres from residential and employment areas. Consideration will also be given to the need for improved signposting of cycleways in the vicinity of centres.
- A review of development controls will be undertaken to require the provision of clearly signposted taxi ranks within centres.

When completed, the Tracks and Trails Strategy will also assist with improving connectivity and accessibility to centres by walking and cycling.



Movement Within Centres

As set out in the Findings, easy accessibility within centres is economically and socially important for the community, business owners and visitors to the Shire.

The creation of easily legible and permeable spaces within existing centres can be made difficult by fragmented ownership, development that lacks cohesion and relationship to surrounding land uses, and poor directional signposting. Council is also restricted in its ability to make improvements to existing civic space that is in private ownership. The acceptance and use of mechanisms such as BIDs may provide an opportunity to achieve improvements in this area.

There are some opportunities for Council to improve accessibility within new centres or when considering proposals for development within existing centres. These include giving consideration to ease of movement within centres, for example grade changes, ramps, potential vehicular conflicts, and integration with surrounding land uses at the development assessment stage.

The preparation of development controls that aim to improve directional signage within major centres and town centres will also be undertaken. This may include a combination of interactive 'touch screen' maps and traditional sign posts, to help people navigate within centres.

Maximising access to, from and within a centre should be a key goal in the preparation of all masterplans for existing and new centres.

Objective: Encourage appropriate transport infrastructure to serve, support and connect centres.

Strategy	Action	Lead Team
3.1.1 Promote timely delivery of public transport to support the development of centres.	(a) Continue to lobby the State Government for a rail link to the north west.	Council
	(b) Lobby for the timely implementation of strategic bus corridors.	Traffic and Transport
	(c) Work with local bus companies to ensure timely development of new bus routes in release areas.	Traffic and Transport
3.1.2 Provide for accessibility to local public transport.	(a) Investigate funding sources for local public transport infrastructure.	Traffic and Transport
	(b) Review development controls to require the provision of clearly signposted taxi ranks within centres.	Forward Planning
3.1.3 Encourage walking and cycling to and from centres.	(a) Support the development and implementation of the Tracks and Trails Strategy.	Forward Planning
	(b) Continue to apply for PAMP funding for local pedestrian facilities.	Traffic and Transport
	(c) Continue the program of footpath and cycleway provision with a focus on accessibility to centres from residential and employment areas.	Traffic and Transport Parks and Reserves
	(d) Consider the need for improved signposting of cycleways in the vicinity of centres.	Parks and Reserves
	(e) Continue to provide pedestrian crossings in proximity to centres as required.	Traffic and Transport

Objective: Improve accessibility within centres.

Strategy	Action	Lead Team
3.2.1 Improve the permeability and legibility of centres.	(a) Consider ease of movement within centres in development assessment.	Development Control
	(b) Prepare development controls to achieve improved directional signage within major centres and town centres.	Forward Planning
	(c) Review development controls to improve the permeability and legibility of centres.	Forward Planning
3.2.2 Improve the connectivity between centre activities.	(a) Promote the consolidation of sites to achieve integrated development within centres.	Forward Planning Development Control

C4 IMPROVE THE FUNCTIONING AND VIABILITY OF EXISTING CENTRES

The redevelopment and revitalisation of existing centres presents a number of challenges for property owners, businesses and Council. Achieving a quality and cohesive design outcome for centres can provide economic and social benefits for the community and may provide opportunities to make better use of existing services and infrastructure.

Factors such as poor streetscape appeal and amenity, insufficient range of retail mix, ageing building stock, shop vacancies and poor connectivity are often present in centres that would benefit from redevelopment or revitalisation projects.

Council can play an important role by providing guidance and assistance to business owners to encourage the revitalisation and redevelopment of existing centres. There are also opportunities to work with business and property owners to achieve a coordinated and cohesive design outcome in the redevelopment of centres.

Particular consideration should be given to the following centres:

- Baulkham Hills retail shopfronts
- Bella Vista
- Belmore Street, Oatlands
- Cross Street, Baulkham Hills
- Dural Rural Centre
- Glenorie Rural Centre
- Round Corner Town Centre
- Woodstock Road, Carlingford

The preparation of masterplans for those centres that have been identified as having renewal potential provides benefits such as setting a cohesive vision and design outcome for a centre, improving connectivity between spaces, and making the best use of infrastructure, such as public transport and the public domain. Masterplanning of centres should consider local circumstances, demographics, general site constraints and accessibility to surrounding land uses. The need to prepare masterplans for some of the centres listed above will be monitored.

The Draft North West Subregional Strategy (action B3.1) indicates that the State Government plans to release a Centres Reinvigoration Report that identifies opportunities and constraints for Strategic Centres across Sydney. When released, Council will implement the State Government's centre reinvigoration initiatives where appropriate and develop local responses.

Design principles will be developed to guide the redevelopment of existing centres. To further facilitate the renewal of strategic and local centres, the Department of Planning's Centre Design Guidelines will be utilised in Council's planning where appropriate (when released) (NWB4.1.1 and C3.1.2).



In order to achieve positive change within older centres, it will be important that Council promote the benefits of centre redevelopment to business and property owners. This will involve working with business owners to identify strengths, weaknesses and opportunities for improvement. A comprehensive package of planning advice will also be developed to promote the opportunities and benefits of centre redevelopment and reinvigoration to land and business owners.

The challenge in revitalising or redeveloping a centre is often exacerbated by fragmented ownership or the restrictive nature of strata laws. Measures to improve this situation include lobbying the State Government to formally review the Strata Schemes Management Act NSW (1997) to enable effective renewal of retail building stock and the development of masterplans.

Key Direction C1 addresses the need to encourage developers to address the current under supply of specific retail types. This will assist in reducing vacancy rates and improve centres viability.

Windsor Road Village

The Retail Analysis identifies the Windsor Road, Kellyville centre as being likely to transition into a village in the near future. To achieve an orderly transition for this centre, a comprehensive planning strategy will be developed to facilitate redevelopment. This planning strategy will include actions such as:

- Working with all sections of Council and the RTA to develop an integrated approach to the development of the centre.
- Preparing a masterplan and site specific development controls for the village and assessing Development Applications in accordance with the masterplan.
- Working with landowners to facilitate the uptake of development opportunities, particularly on the southern side of Windsor Road.



Windsor Road, Kellyville

Objective: Guide the revitalisation and redevelopment of existing centres.

Strategy	Action	Lead Team
4.1.1 Provide guidance and assistance to business owners to revitalise existing centres.	(a) Prepare design principles to guide the redevelopment of existing centres.	Forward Planning
	(b) Utilise the Department of Planning's Centre Design Guidelines where appropriate, when released.	Forward Planning
	(c) Work with business and property owners to achieve a coordinated and cohesive design outcome in centre redevelopment.	Economic Development Development Control
4.1.2 Develop a comprehensive planning strategy for the redevelopment of centres as appropriate.	(a) Prepare a masterplan and site specific development controls for Windsor Road, Kellyville village.	Forward Planning
	(b) Work with all sections of Council and the RTA to develop an integrated approach to the development of the Windsor Road, Kellyville village.	Forward Planning Traffic and Transport
	(c) Monitor the need to prepare masterplans for those centres identified as having renewal potential.	Forward Planning
	(d) Work with landowners to facilitate the uptake of development opportunities.	Forward Planning

Objective: Facilitate and promote the revitalisation and redevelopment of existing centres.

Strategy	Action	Lead Team
4.2.1 Revitalise and strengthen the Shire's centres.	(a) Implement the State Government's centre reinvigoration initiatives and develop local responses when released.	Forward Planning
	(b) Lobby the State Government to formally review the Strata Schemes Management Act NSW (1997) to enable effective renewal of retail building stock.	Forward Planning
4.2.2 Promote the benefits of centre redevelopment to business and property owners.	(a) Work with business owners to identify strengths, weaknesses and opportunities for improvement.	Economic Development
	(b) Develop a comprehensive package of planning advice to promote the opportunities and benefits of centre redevelopment.	Forward Planning

C5 PLAN FOR CENTRES IN NEW AREAS

Good site location, best-practice building design and connectivity with surrounding land uses are among the essential components of a successful centre. The provision of new centres in the Shire's release areas of Balmoral Road, North Kellyville and Box Hill provide an opportunity to deliver a high quality built form that integrates with surrounding development and meets the needs of the community. Strategic planning is also warranted for the Hills Centre Station if a rail link proceeds in the longer term.

Planning for these new centres should aim to achieve positive social, environmental and economic outcomes for the community. The proposed centres should be designed in accordance with best practice standards, having regard to the likely demographics of the new population, the availability of public transport, pedestrian access, planned community facilities and the density of surrounding residential areas.

URBAN DESIGN FOR CENTRES AND VILLAGES

- Main streets within centres to have a retail and community focus.
- Achieve a diversity of retail, commercial, business, community, cultural, leisure, and medium density housing to create a community focus.
- Achieve appropriate scale between building height and street width, and consider solar access and views to the public domain.
- Maintain public view corridors throughout centres and to key landscape elements.
- Provide weather protection for pedestrians.
- Provide a range of adaptable public spaces, with a town square or plaza located adjacent to the main street.
- Links between centres and neighbourhoods to be provided via an interconnected street network and open space system.

Source: Growth Centres Development Code, 2006

The Retail Analysis identified that the Release Area sector will experience a significant demand for retail floorspace over the next twenty years, particularly for additional supermarkets and specialty retail.

To meet this demand, it is important that the planning framework allows the timely development of planned centres. Council has a number of opportunities to be involved in guiding the development of new centres. Some of these opportunities include:

- Working with the Department of Planning in planning for the new town centre and neighbourhood centres in the Box Hill Release Area. Council should have an active role in shaping the indicative planning for the precinct. This will involve planning for centres that support Council's Centres Hierarchy and meet the forecast demand for retail floorspace.
- Monitoring the development of centres at North Kellyville and reviewing the success of planning controls.
- Preparing masterplans for new centres within the Balmoral Road Release Area to ensure that the neighbourhood centres are developed to a high standard.
- Working together within Council to achieve an integrated approach to development assessment for new centres in the Balmoral Road Release Area.
- Working with land owners in the Balmoral Road Release Area to encourage the timely and cohesive development of planned neighbourhood centres, and considering the need for proactive measures to achieve development.
- In the longer term, undertaking strategic planning for the potential town centre at the site of the future Kellyville Station (Balmoral Road Release Area Transit Centre).

Planning for new centres in the North Kellyville Release Area has primarily been completed with the release of the Growth Centres Development Code and the Draft North Kellyville Development Control Plan.

Release Area	Centre Name	Centre Typology
Balmoral Road (planned)	<ul style="list-style-type: none"> Windsor Road, Kellyville Stone Mason Drive Memorial Avenue Kellyville Station, Balmoral Road Release Area Transit Centre (potential) 	transitioning to village neighbourhood centre neighbourhood centre town centre (potential)
North Kellyville (planned)	<ul style="list-style-type: none"> North Kellyville Hezlett Road Stringer Road 	town centre village neighbourhood centre
Box Hill (potential)		1 town centre and up to 7 neighbourhood centres

Figure 8 Release Area Centre Typology

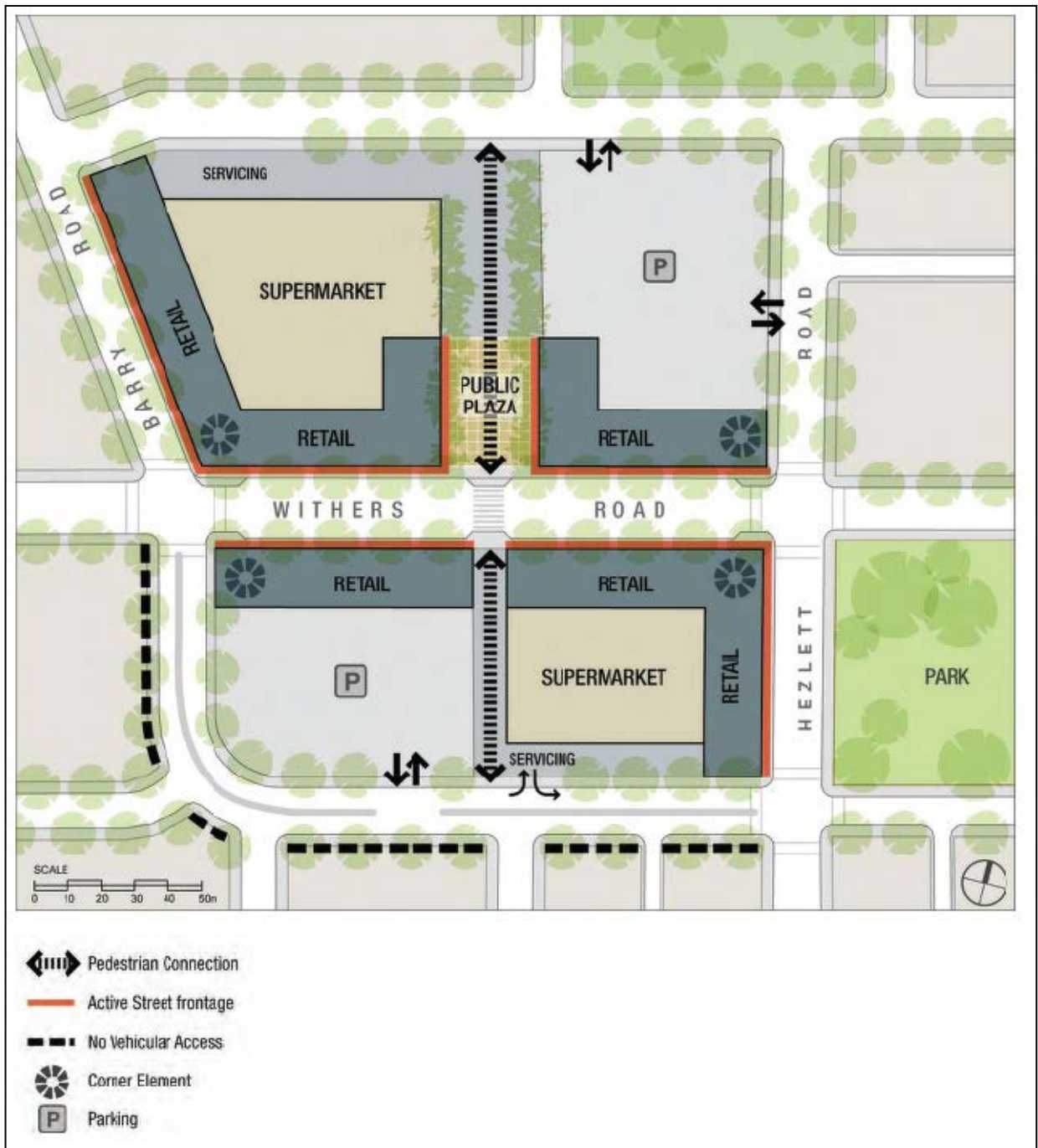


Figure 9 Indicative layout of North Kellyville Centre
 Source: North Kellyville Draft Development Control Plan 2008, p.113.

Objective: Guide the development of new centres to meet the needs of the future population.

Strategy	Action	Lead Team
<p>5.1.1 Have a proactive approach to ensure neighbourhood centres are provided in Balmoral Road Release Area.</p>	<p>(a) Prepare masterplans for the two neighbourhood centres within the Balmoral Road Release Area.</p>	<p>Forward Planning</p>
	<p>(b) Work with other sections of Council to ensure an integrated approach to development assessment for new centres in the Balmoral Road Release Area.</p>	<p>Development Control</p>
	<p>(c) Work with land owners in the Balmoral Road Release Area to facilitate the timely and cohesive development of centres.</p>	<p>Development Control Forward Planning</p>
	<p>(d) Undertake strategic planning for the potential town centre at Kellyville Station (Balmoral Road Release Area Transit Centre).</p>	<p>Forward Planning</p>
<p>5.1.2 Have an active role in the planning and implementation of centres in Growth Centre Precincts.</p>	<p>(a) Work with the Department of Planning in planning for new centres in Box Hill.</p>	<p>Forward Planning</p>
	<p>(b) Monitor the development of centres at North Kellyville and review the success of planning controls.</p>	<p>Forward Planning</p>

Work to be Done

CENTRES DIRECTION

Business Development Controls

A new Development Control Plan will be drafted to support LEP 2010. Areas identified for particular attention include: preparing development controls to reflect the Centres Hierarchy, typology and LEP 2010 zones; the inclusion of civic space within centres; planning for night economies; reinforcing provisions relating to sustainable building design and adaptive re-use of heritage items; improving directional signage within larger centres; planning for the Windsor Road, Kellyville village, the submission of Economic Impact Assessments, and criteria for the consideration of proposals that are inconsistent with the Centres Hierarchy.

Timeframe: Completed to coincide with gazettal of LEP 2010

Prepare a Masterplan for the Windsor Road, Kellyville Village

To achieve an orderly transition for this centre, a comprehensive planning strategy will be developed to facilitate redevelopment, including preparation of a masterplan and site specific development controls. (C4.1.2(a)).

Timeframe: Completed June 2011

Prepare Masterplans for Neighbourhood Centres in Balmoral Road Release Area

It is important that the planning framework allows the timely development of planned centres. To facilitate this, Council will prepare masterplans for the two neighbourhood centres within the Balmoral Road Release Area. (C5.1.1(a)).

Timeframe: Completed June 2010

Prepare a Civic Design Manual

The Civic Design Manual will be developed to facilitate the coordinated delivery and management of the public domain and achieve well used and vibrant spaces. The Manual will reinforce the need for consideration of key planning principles in the design, connectivity, delivery and management of public domain spaces. This project will ensure that planning for civic spaces encompasses the broader context of centres and their integration with surrounding land uses. (C2.1.1(a)).

Timeframe: Completed June 2011

Prepare Design Principles

Design principles will be prepared to guide the redevelopment of existing centres. These principles will seek to achieve quality design outcomes in existing centres where redevelopment is occurring. (C4.1.1(a)).

Timeframe: Completed June 2011

Monitoring & Review

CENTRES DIRECTION

Evaluation and review of the Centres Direction will be vital to its implementation and effectiveness. As a dynamic document, its content will be continually revised and amended to ensure innovation in the planning and management of centres.

Mechanisms for monitoring and measuring the progress of implementation for the Centres Direction is essential. Much of the work anticipated in the Direction will form the core business and work program of Council’s Forward Planning Section. It is anticipated that an annual report will be formulated commenting on the progress in Key Direction Areas, objectives, strategies and actions.

It is intended that a major review of the Local Strategy and supporting Directions will be undertaken every five years in line with the regular review of Council’s Hills 2026 Community Strategic Direction and the LEP as shown in Figure 10. Periodic review may also be appropriate as a result of changes to metropolitan planning policy, new infrastructure projects or completion of new strategic work by Council.

This will provide Council with an opportunity to monitor the status of completed actions and where targets are met, and will allow the Direction to be tailored to address changing demographic situations, State Government planning policies, and new or updated Council strategies.

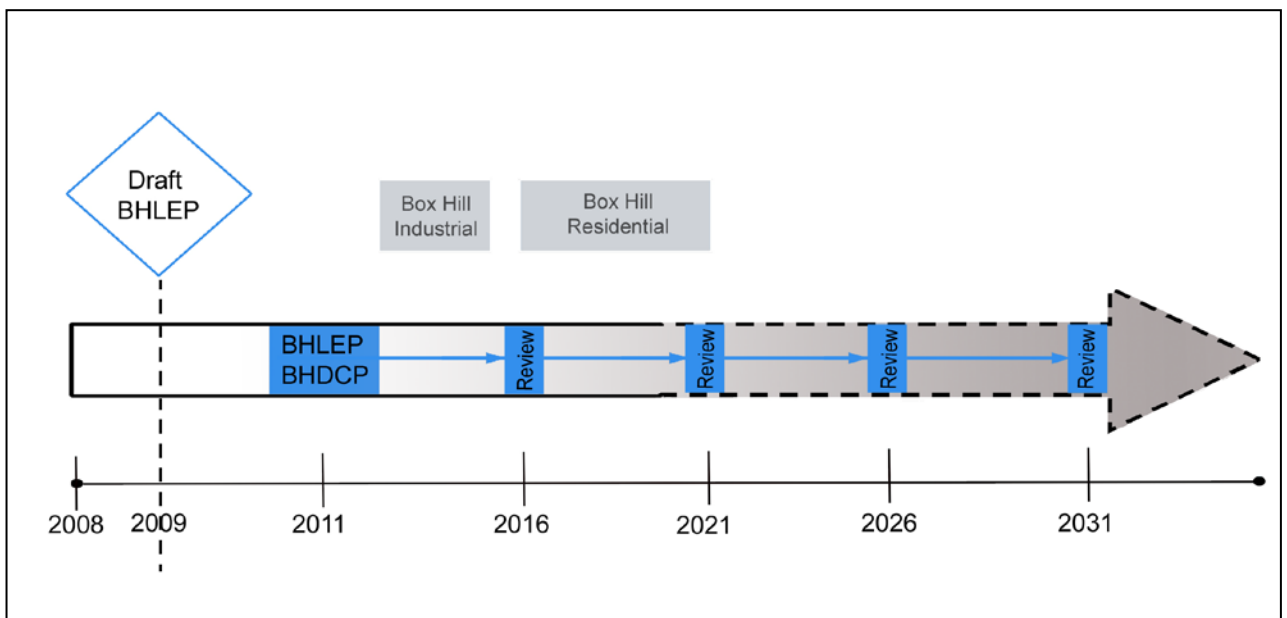


Figure 10 Timeline of Review

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CENTRES DIRECTION

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Glossary

CENTRES DIRECTION

ABS	Australian Bureau of Statistics.
BHDCP	Baulkham Hills Development Control Plan.
BHLEP 2005	Baulkham Hills Local Environmental Plan 2005.
Bulky goods	Large bulky goods such as furniture, mattresses and hardware that require a large area for display and easy access to allow for easy pick up of items.
CBD	Central Business District.
Centre	Centres are places where services and facilities are concentrated to meet peoples needs. They may include shopping, office based employment, recreation, leisure, entertainment and cultural facilities, health and community services.
Centres Direction	One of the strategic directions that form the basis of the key directions in the Local Strategy.
Contributions Plans	A Contributions Plan sets out the levies a Council may collect under Section 94 of the Environmental Planning and Assessment Act, 1979 for public amenities and services that are required because of development.
DA	Development Application for consent to carry out development.
DCP	A Development Control Plan is a Council document incorporating development controls to guide the preparation and assessment of development applications.
Department Store	Provides a comprehensive selection of items which are generally non-perishable such as clothing, electronics, furniture, tableware, perfume and sometimes food. Department stores range in size from 10,000m ² to 15,000m ² .
Discount Department Store (DDS)	A smaller format department store which sells the same variety of items but in a generally lower price range. Discount Department Stores range in size from 5,000m ² to 9,000m ² .
Discount Supermarket	A small supermarket generally established for more price conscious rather than convenience conscious consumers.
Discretionary shopping	Typically involves the purchasing of items which are not necessary staples, grocery or household items but items which are chosen for reasons such as enjoyment.
DoP	Department of Planning (New South Wales).
Draft North West Subregional Strategy	The Draft North West Subregion: Subregional Strategy has been prepared by the Department of Planning to translate the Metropolitan Strategy into a specialised strategy for each local government area grouping in Sydney.
Economic Development Plan	The Economic Development Plan details Council's vision for economic development in the Shire.
EIA	Economic Impact Assessment.

Employment Lands	Employment Lands include traditional industrial areas, business and technology parks. They incorporate light industries, heavy industry, manufacturing, urban services, warehousing and logistics and high-tech based activities.
Employment Lands Direction	One of the strategic directions that form the basis of the key directions in the Local Strategy.
Environment and Leisure Direction	One of the strategic directions that form the basis of the key directions in the Local Strategy.
EP&A Act	Environmental Planning and Assessment Act 1979 (New South Wales).
EP&A Regulation	Environmental Planning and Assessment Regulation 2000 (New South Wales).
ESD	Ecologically sustainable development means using, conserving and enhancing resources in such a manner as to ensure that ecological processes are maintained and the total quality of life, now and in the future, can be improved. ^{iv}
FSR	Floor space ratio.
GCC	The Growth Centres Commission was established by the NSW Government to ensure that new development proceeds with infrastructure and services planned, funded and linked to the sequence of land release.
GIS	Geographical Information System. A computer system that can retain and display numerous facets of land information.
Global economic corridor	The part of eastern Sydney stretching from Sydney Airport and Port Botany through Sydney City and North Sydney to Macquarie Park which provides Sydney's, NSW's and Australia's most valuable links with the world economy. ^{iv}
Growth Centres Development Code	The Growth Centres Development Code was prepared by the Growth Centres Commission to guide planning and urban design in the North West and South West Growth Centres. ⁱⁱ
Higher density residential	Higher density residential means a more dense housing form such as apartment buildings and town houses.
Hills 2026	Hills 2026 Community Strategic Direction: Looking Towards the Future.
Integrated Transport Direction	One of the strategic directions that form the basis of the key directions in the Local Strategy.
LEP	Local Environmental Plan.
LEP 2005	Baulkham Hills Local Environmental Plan 2005, as amended.
LEP 2010	Council's new template LEP, known as Local Environmental Plan 2010.
LGA	Local Government Area.
Local convenience store	Generally a small, often centrally located store, which is open long hours and is easily accessible. A convenience store typically sells staple groceries, snacks and other items designed for the convenience shopper. ⁱ
Local Government Act, 1993	This Act provides for the system of local government in New South Wales. ^{vi}

Local Strategy	The Local Strategy is the principal document for communicating the future planning and growth of the Hills Shire to the year 2031.
Low density residential	An urban area containing single residential dwellings.
Main line supermarket	Typically a large supermarket, often around 4,500sqm in floor area. A main line supermarket offers a wide range of food and household goods. Examples include Woolworths and Coles. Main line supermarkets are normally part of a chain of supermarkets with greater buying power, thus having the capability of offering lower priced goods than independent grocery stores.
Major Centre	A major centre usually comprises a transport interchange, taller commercial buildings, higher order retail and destination shopping, higher density residential development, community services and facilities, civic services and facilities and entertainment and cultural facilities.
Masterplan	A masterplan provides a site-specific framework for development on a site and sets key guidelines and planning principles for development.
MDP	The Metropolitan Development Program is NSW Government's program for managing housing supply and assisting in coordinating infrastructure provision. The program covers both infill and greenfield areas. ⁱⁱⁱ
Medium density residential	Generally comprising two storey development, for example townhouses.
METRIX	Internet based Subregional Planning tool developed by the Department of Planning.
Metropolitan Strategy	The Metropolitan Strategy: City of Cities 'A Plan for Sydney's Future' was prepared by the NSW Department of Planning, to plan for Sydney's growth over the next 25 years. The Strategy has five overarching aims: enhance liveability, strengthen economic competitiveness, ensure fairness, protect the environment, and improve governance.
Neighbourhood Centre	A neighbourhood centre is the smallest centre containing low scale strip retailing that meets daily convenience needs. Facilities may include post box, public phone and public open space.
NGO	Non-government organisation.
North West Growth Centre	The North West Growth Centre, comprising sixteen precincts, is approximately 10,000 hectares and will contain about 60,000 new homes in The Hills, Blacktown and Hawkesbury Councils.
North West Subregion	The North West Subregion includes the local government areas of The Hills, Blacktown, Blue Mountains, Hawkesbury, and Penrith. ^{iv}
Open space and recreation land	This includes land that is identified in a planning instrument for uses such as parks, sporting fields, and general active and passive recreation and leisure activities, and land within identified heritage conservation areas or public domain space, such as outdoor plazas and main streets in centres.
Precinct	Defined area smaller than a suburb.
Principal LEP	Refers to Council's new template LEP, known as Local Environmental Plan 2010.

Residential Direction	One of the strategic directions that form the basis of the key directions in the Local Strategy.
Retail Expenditure	The amount of money spent on retail items. ⁱ
Riparian land	Area of land adjacent to a waterway that influences or is influenced by the waterway.
RTA	Roads and Traffic Authority of NSW.
Rural Centre	Rural centres are located in rural lands on a regional road with services and public open space.
Rural lands	Non-urban land, located in the north of the Shire.
Rural Lands Strategy	Prepared as part of the Rural Lands Study and adopted by Council in August 2003.
Section 117 Directions	Section 117 of the Environmental Planning and Assessment Act 1979, gives the Minister for Planning the authority to incorporate specific directions into Local Environmental Plans. ^{iv}
Seniors housing	Housing for older people, generally over 55 years of age.
SEPP	State Environmental Planning Policy.
SEPP Seniors Living	State Environmental Planning Policy (Housing for Seniors or People with a Disability) 2004.
Shire	Means the Hills Shire Council local government area.
Specialised Centre	A specialised centre includes a landscaped business park, accessed by major transport infrastructure and characterised by large office floorplates and a commercial built form.
Speciality retail and speciality stores	These are store which specialise in a certain type of product. These stores do not have the variety of products offered in department stores and supermarkets. ⁱ
SREP	Sydney Regional Environmental Plan.
Stand alone shopping centre	An internalised, privately owned centre located away from other commercial areas, containing many of the attributes of a Town Centre but without housing or public open space. ^{iv}
Standard template	Standard Instrument (Local Environmental Plans) Order 2006, as amended.
State Plan	Launched in November 2006 by the NSW Government, the State Plan identifies 34 priorities under five broad areas of activity: 'Rights, Respect and Responsibility', 'Delivering Better Services', 'Growing Prosperity Across NSW', 'Environment for Living', and 'Fairness and Opportunity'.
Strategic Bus Corridor	Corridors that are designed to connect major centres across Sydney, linking to important transport, health and educational facilities and other community facilities, and integrating with local bus services. ^{iv}
Strategic centre	Castle Hill, Rouse Hill, Norwest.
Structure Plan	The Structure Plan provides a graphic representation of the Local Strategy's written text and illustrates where growth and change will occur in

	the Shire.
Supermarket	Provides a comprehensive selection of food and household items. Large supermarkets generally range from 3000m ² to 4,500m ² and a small supermarket ranges from 800m ² to 1,500m ² in size.
Sustainability	Meeting the needs of the present without compromising the ability of future generations to meet their own needs. ^{iv}
Sydney Orbital	Circumferential road network around Sydney. In the Hills Shire it includes the M2 and M7 Motorways.
Target site	A site identified by Council as having potential for higher density residential development.
Template LEP	Refers to the Standard Instrument (Local Environmental Plans) Order 2006, as amended.
THSC	The Hills Shire Council.
Town Centre	A town centre is located at a transport node and contains local scale built form with civic amenity. It includes services and community facilities with retailing meeting weekly shopping needs.
Village	A village has low scale built form, with retailing that meets residents weekly shopping needs.
Waterways Direction	One of the strategic directions that form the basis of the key directions in the Local Strategy.
Zoning	Utilising the Local Environmental Plan, zoning maps graphically depict the application of various zones to specific areas of land.

Sources:

- i Baulkham Hills Retail Floorspace and Demand Analysis – Hills PDA November 2008
- ii Growth Centres Commission
- iii Draft North West Subregional Strategy & Department of Planning website
- iv Draft North West Subregional Strategy
- v Baulkham Hills LEP 2005
- vi Local Government Act 1993
- vii Baulkham Hills Shire Council, Environmental Management Plan
- viii Department of Environment and Climate Change
- ix Standard Instrument (Local Environmental Plans) Order 2006
- x Department of Planning, LEP Practice Note PN06-002.



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