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Social Impact Report: Residential Sub- Division South West Rocks

Malbec Properties Pty Ltd

Prepared By
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Abbreviations

ABS	Australian Bureau of Statistics
ATSI	Aboriginal and Torres Strait Islanders
CALD	Culturally and Linguistically Diverse
CPTED	Crime Prevention Through Environmental Design
DA	Development Approval
DCP	Development Control Plan
ESD	Ecologically Sustainable Development
LEP	Local Environmental Plan
LES	Local Environmental Study
MNCRS	Mid-North Coast Regional Strategy
SIC	Social Impact Comment
UCL	Urban Centre/Locality

EXECUTIVE SUMMARY

Malbec Properties Pty Ltd is preparing a Part 3A Project Application for a residential development at South West Rocks. The development will be residential sub-division comprising approximately 318 residential lots at Lots 52 DP831284 and Lot 84 DP 729245 Belle O'Connor Street, South West Rocks.

Key Insights Pty Ltd has conducted desktop research on the likely social costs and benefits of the proposed residential development in South West Rocks in order to produce the social impact comment. Research areas included a demographic profile of the local South West Rocks community, review of Local and State Government planning documents and assessment of likely impacts. These are summarised as follows.

DEMOGRAPHIC PROFILE

The social profile of South West Rocks is dominated by its historical context as a holiday and retirement destination; as such the profile of the South West Rocks population is different to the broader NSW profile. The main variances between South West Rocks and NSW stem from South West Rocks' older age profile and the drop in its population across the young 'working age' adult bands. In this way, South West Rocks is similar to many coastal regional areas of NSW which are seen as ideal retirement locations for the older population, but which lack the employment and/or educational opportunities to attract or retain its younger residents.

A direct corollary of the South West Rocks' age profile is its relatively weak labour market compared to the broader NSW profile. Unemployment is relatively high, while workforce participation is low. These findings partly explain the lower incomes found in South West Rocks where households are more likely to earn in the low and middle income ranges, with comparatively few households in the high or very high income brackets.

Housing in South West Rocks is overwhelmingly of the "separate house" type, which represents 78 percent of occupied dwellings across the region. "Flat, unit and apartment" and "semi-detached" dwellings are not prominent in South West Rocks, both representing just 10 percent of occupied dwellings. In South West Rocks dwelling ownership rates are higher than across broader NSW. The cost of housing, in terms of median rent and median home loan repayments, is lower in South West Rocks than elsewhere across the state. This could be seen to encourage diversity within the potential incoming population of the proposed development.

PLANNING DOCUMENTS

Planning documents from both the Department of Planning and the Kempsey Shire Council identify South West Rocks as a location for future development and population growth in the Kempsey Shire.

The sub-division planned for Lots 52 DP831284 and Lot 84 DP 729245 Belle O'Connor Road, South West Rocks is consistent with a number of policy and planning documents regarding development on the Mid-North Coast and, more specifically, the South West Rocks area; such as the Kempsey Shire Council Residential Land Release 1997 and draft Mid North Coast Regional Strategy. The draft Mid North Coast Regional Strategy identifies the South West Rocks area as a growth area and the proposed site appears on maps associated with the strategy. The Kempsey Shire Council Residential Land Release Strategy identifies a number of parcels of land for medium term release by 2003, but that release has not occurred and the strategy is behind its targets. Therefore the proposed sub-division meets the strategic objectives for the area and, importantly, contributes to the availability of land and a subsequent sustainable level of population growth for the area. Further, this subdivision would contribute to improving land affordability, increasing the choice of housing stock and promoting in-migration of residents to the region identified by Kempsey Shire Council as an urban development area. The increase in population accompanying the building of new dwellings will contribute to an overall increase in economic activity in the area which is expected in turn, to enhance the viability of current services and the demand for newer improved services.

The type of housing eventually developed in the sub-division will determine the fit with the demographic of the incoming residents. This will largely be market driven with Malbec advising Key Insights that its target market is that of retirees, “upgraders” and a small proportion of holiday accommodation. The mix of lot sizes and types (average lot size is 580 sqm) is aimed at these target markets of 2 to 3 bedroom homes with outdoor areas not requiring a large amount of maintenance and therefore attractive to retirees. This target market is consistent with the assumption in this report (based on ABS data) and in the majority of policy documents that the South West Rocks release area population and housing characteristics will be similar to that of the existing South West Rocks population and housing profiles; meaning that there will be higher numbers of retirees living in one and two person households requiring smaller, more manageable dwellings.

SERVICE SUPPLY/DEMANDS AND IMPACTS

South West Rocks is currently well placed to cope with most service and infrastructure demands of its current population.

The proposed development following the sub-division of Lots 52 DP831284 and Lot 84 DP 729245 will lead to an increase in the South West Rocks population. Assuming an average house population density of 2.3 persons per dwelling, an eventual population of 731 will be achieved with Malbec advising that this is likely to occur over the next 10 years as the development will be staged. Based on historic sale rates Malbec anticipate a sustainable increase to the local population of approximately 70 people per year for this subdivision alone. This represents an annual increase in population of approximately 1.7%.

Incoming residents will underpin demand for existing community infrastructure particularly health and medical facilities. It is anticipated that many of the new residents are expected to come from areas outside of Kempsey Shire and as such will not have social networks or service providers in place. Failure to address community/social infrastructure or service needs across the various community groups will discourage diversity amongst incoming residents.

The increase in population associated with this proposal will also provide an increase in demand for retail services and public transport. These services will have their viability enhanced by the increased demand associated with this proposal. Incoming population associated with this development, particularly residents in the 55+ age brackets as suggested by local and regional planning documents, will provide a potential boost for community based groups in the area. The 2006 census recorded that, across South West Rocks UCL, 26 percent of residents aged 55-64 and 24 percent of residents age 65-74 performed voluntary work through a group or organisation in the 12 months leading up to the census. These figures are higher than the average across the 15years+ population of 17 percent, indicating that people in these age brackets are more likely to volunteer their time for groups and organisations.

Positive economic impacts will be felt through the area as a result of increased spending on local goods and services, as well as jobs provided in the construction phase of the project. An increase in employment opportunities has the potential to encourage diversity amongst residents in the South West Rocks area, by attracting families with children or young adults in search of employment outside of regional centres or metropolitan areas. This land release will help maintain a modest growth rate which is important to the sustainability of services and small business in the South West Rocks Village.

CONCLUSIONS

This subdivision has the potential to support the strategic objectives of both state and local government planning strategies and thereby address land supply constraints, increase housing choice, promote diversity, and hopefully provides more affordable land and housing options to people seeking to settle in the area. The potential positive social impacts of the development after sub-division are:

- Contribution to the social mix of South West Rocks, maintaining a vibrant sustainable community;
- Opportunity to increase the housing supply to key social groups, such as active retirees and semi-retirees;
- Increase in potential volunteers to join local community groups;
- Jobs during the construction phase conservatively estimated at nine jobs per \$1M in construction costs. These jobs would include a range of trades such as excavation, landscaping, builders, tilers, roofers, concreters, plumbers, and electricians;
- Jobs in the supply industry and multiplier effects as result of construction activity.
- S.94 contribution plan levies that will contribute to community infrastructure such as a community centre, library, roads, paths, cycleways and open space.
- Provision of internal footpaths and cycleways within the proposed site.
- Provision of children's playground and community meeting place within the proposed site.

The potential negative social impacts of the development are:

- Increased noise in the local area, particularly during the excavation and construction processes.
- Increased traffic on the local road system.
- Increased demand on community infrastructure and services.

The 10 year staging of land release, and subsequent increase in population, will mitigate the expected increased demand on community infrastructure and services; with demand growing slowly and constantly over the 10 years and therefore avoiding an unmanageable spike in demand. When considered with other population growth within the region the increase in populations should contribute to enhanced sustainability for local services.

In order to enhance potential positive impacts and mitigate potential negative impacts of the development following the sub-division of Lots 52 DP831284 and Lot 84 DP 729245, Key Insights offers the following recommendations for consideration:

Community well-being

- Plan for good connectivity between the site and external land with appropriate pedestrian and cycle links and high quality public domains.
- Set aside an area within the development for residents wanting to socialise/meet. This could be in the form of an open area with/without a rotunda.
- Provide new residents with a "welcome pack" providing information on local services and facilities.
- Promote local employment and utilise local and regional industries, businesses, training organisations, resources and materials during construction phase.

1 INTRODUCTION

Malbec Properties Pty Ltd is preparing a Part 3A Project Application for a residential development at South West Rocks. The development will be residential sub-division comprising approximately 318 residential lots (2 to 3 bedroom free standing houses) at Lots 52 DP831284 and Lot 84 DP 729245 Belle O'Connor Street, South West Rocks.

This social impact comment and scoping report was undertaken to research:

- The social context within which this development would proceed, as outlined in Council documents.
- The range of potential residents likely to be interested in living in this proposed development and the factors which would a) encourage and b) discourage diversity among residents.

- Opportunities to mitigate risk and support social sustainability through the provision of social infrastructure and/or specific facility management/service delivery options.

2 THE SITE

The site for the proposed sub-division is Lots 52 DP831284 and Lot 84 DP 729245 Belle O'Connor Street, South West Rocks (Figure 1 and Figure 2). The proposed sub-division will yield:

- 318 residential lots of varying sizes (from 500 square metres to 800 square metres);
- Cycle paths through and around some of the perimeter of the development;
- Children's playground;
- Constructed wetland;
- Roads and roundabouts.

The proposed site is accessible by private car via Belle O'Connor Street which in turn is accessible via the main road, Gregory Street.

An existing bus route between South West Rocks town centre and Kempsey operates two to three times a day. A school bus stop is located at the intersection of Belle O'Connor Rd and Gregory Street approximately 0.5km from the subject site.

3 SOUTH WEST ROCKS COMMUNITY PROFILE

3.1 GEOGRAPHICAL AREAS OF INTEREST

The population and housing trend profiles have been prepared using the South West Rocks Urban Centre/Locality (UCL) geographic region as identified by the Australian Bureau of Statistics (). These boundaries have remained unchanged between the 2001 and 2006 Census. Other local boundaries such as postal code areas or state suburb areas have varied considerably between Censuses.

The South West Rocks UCL includes the residential areas of South West Rocks, Arakoon, New Entrance and Spencerville; however it does not include the recently approved 'Seascope Grove' development¹. The proposed development while also outside the UCL boundaries (highlighted purple in) is expected to have similar population and housing profiles as identified for the South West Rocks UCL region.

NSW State data for the 2006 Census is provided for comparative purposes.

¹ Malbec has advised Key Insights that the population change associated with the Seascope Grove development is "approximately 12 new houses in last 2-3 years adds about 30 people".

Figure 1: Site Masterplan

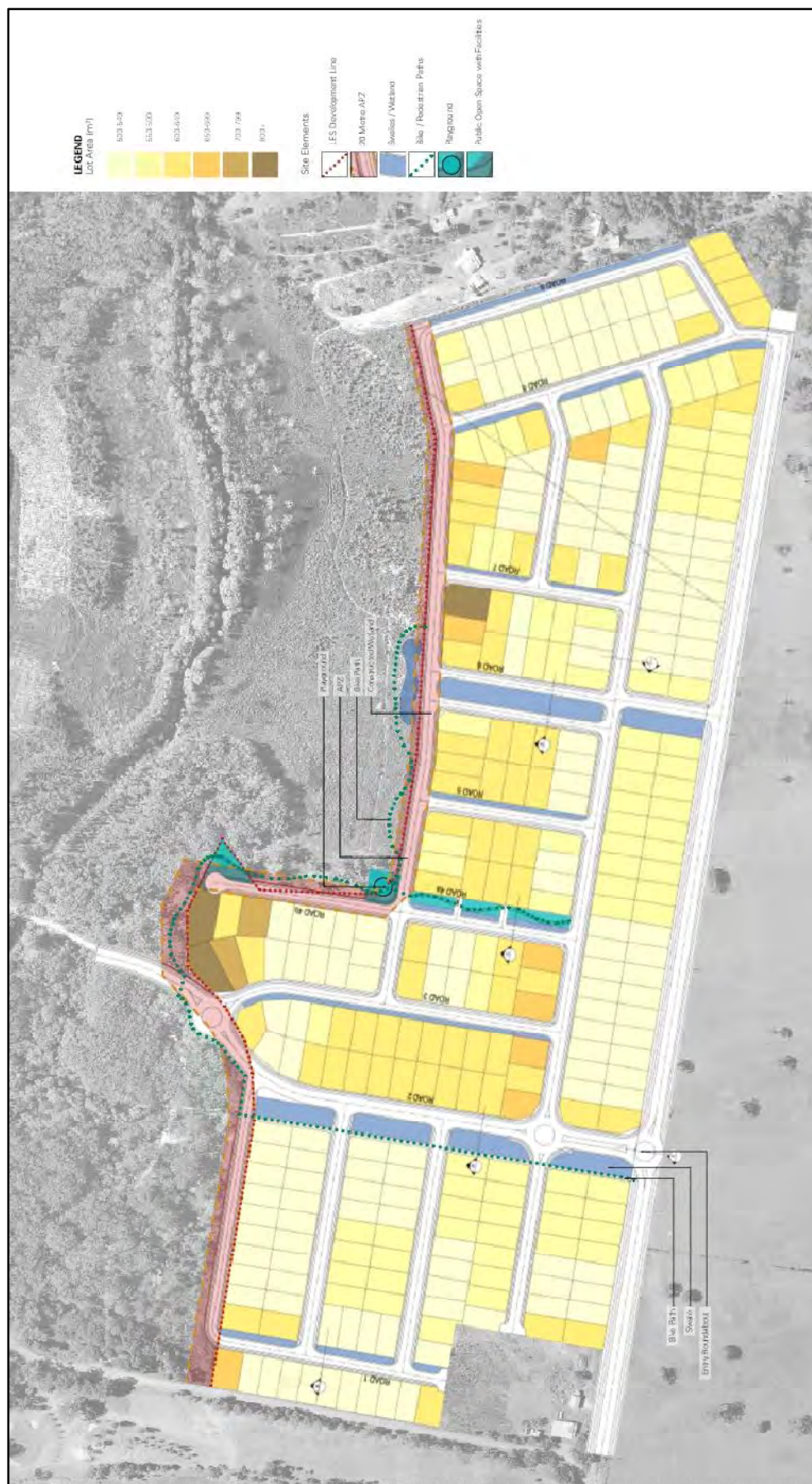


Figure 2: South West Rocks Urban Centre/Locality (UCL) Boundaries for 2001 and 2006



UCL boundaries marked in red. Proposed site highlighted in purple.

3.2 POPULATION CHARACTERISTICS

3.2.1 Population Size

The usual resident population of South West Rocks UCL has experienced a decline in numbers of 41 persons between 2001 and 2006 (Table 1); equating to a 1.0% fall in growth over 5 years, or -0.2% per annum. This is in contrast to a population growth of 3.6% (0.7% *per annum*) across the NSW state as a whole.

This finding of a decline in residential numbers for South West Rocks also varies from the population growth data² presented in the Kempsey Shire document *South West Rocks Section 94 Contributions Plan (February 2008)*; where there was an estimated average increase of population of 1.0% per annum. Much of the growth discussed in this document is likely to be related to the change in boundaries of the geographic area of interest used in the report (postal code area) between 2001 and 2006. In 2001, the postal code area of 2431 was 22 km²; this increased to 82.7 km² in the 2006 Census.

Table 1: Population Size in South West Rocks UCL and NSW State, 2001 and 2006

Year	South West Rocks	NSW
2001	4,110	6,311,168
2006	4,069	6,549,177
Growth 2001-2006	-41	238,009
% growth (from 2001)	-1.0% (-0.2% <i>pa</i>)	3.6% (0.7% <i>pa</i>)

Source: ABS Census 2006, South West Rocks (UCL 170200), NSW (State 1)

² p9

3.2.2 Age Profile

The age profiles for South West Rocks UCL in 2001 and 2006, and NSW in 2006 are presented in Table 2 and . Between 2001 and 2006 the South West Rocks region has experienced small increases in the number of people in the 10-24 years (75 people), 45-49 years (10 people) and 55-59 years (32 people) age brackets, with a corresponding increase in the median age from 50 to 51 years. These changes may reflect an in-migration of families with children and/or early retirees/semi-retirees into the region. Conversely, the decline in residential numbers in the 25-29 years and 60 years and over age brackets may indicate an out-migration of residents in search of employment, affordable housing or alternative retirement locations.

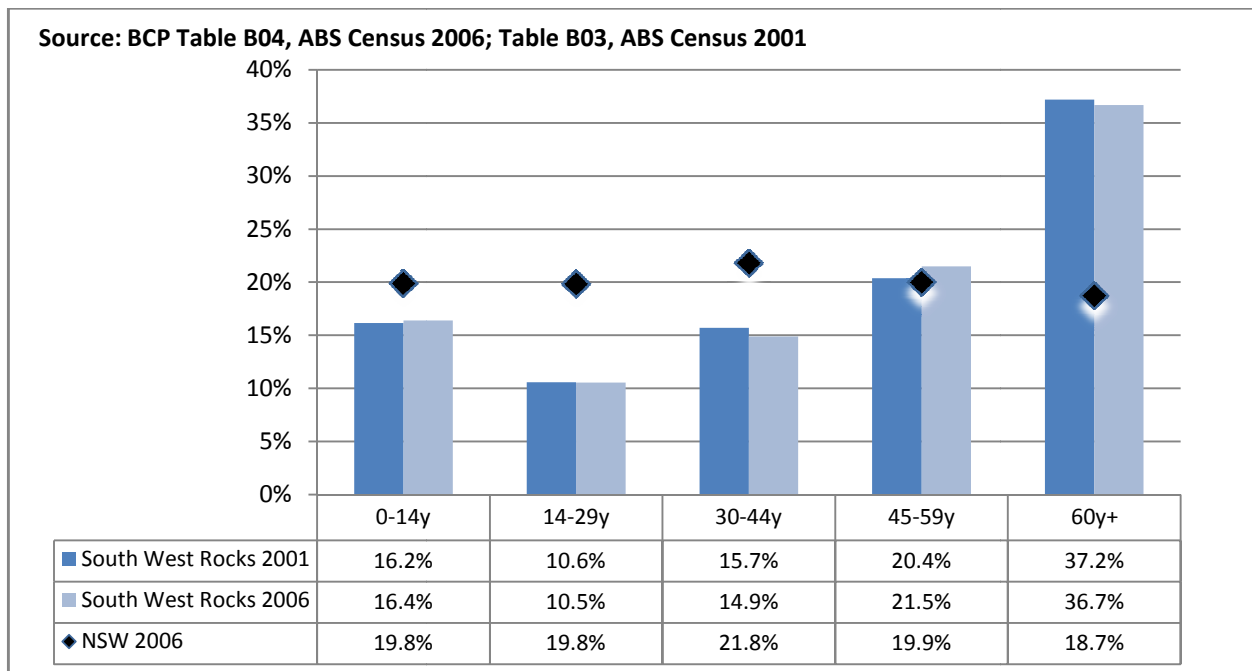
Table 2: Age Structure in South West Rocks UCL and NSW State, 2001 and 2006

Year	South West Rocks 2001		South West Rocks 2006		Change	NSW 2006
	Number	%	Number	%		%
0-4 years	199	4.8%	190	4.7%	-9	6.4%
5-9 years	242	5.9%	208	5.1%	-34	6.6%
10-14 years	223	5.4%	269	6.6%	46	6.8%
15-19 years	158	3.8%	181	4.4%	23	6.7%
20-24 years	110	2.7%	116	2.9%	6	6.6%
25-29 years	167	4.1%	132	3.2%	-35	6.5%
30-34 years	172	4.2%	172	4.2%	0	7.1%
35-39 years	218	5.3%	200	4.9%	-18	7.2%
40-44 years	255	6.2%	234	5.7%	-21	7.4%
45-49 years	248	6.0%	258	6.3%	10	7.3%
50-54 years	275	6.7%	271	6.7%	-4	6.6%
55-59 years	314	7.6%	346	8.5%	32	6.1%
60-64 years	393	9.6%	360	8.8%	-33	4.8%
65 years and over	1,135	27.6%	1,133	27.8%	-2	13.8%
Median age	50		51			37

Source: ABS Census 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent total usual resident population (excluding overseas visitors)

Figure 3: Age Structure in South West Rocks UCL (2001, 2006) and NSW (2006)



3.2.3 Household Types

The older population profile is further confirmed by the types of households present in South West Rocks UCL compared to the NSW household profile. As noted in Table 3, South West Rocks UCL has proportionally more lone person households and proportionally fewer family households than NSW; with South West Rocks UCL also revealing a significantly higher proportion of family households being 'couple without children' than 'couple with children' (Table 4). The trends in South West Rocks UCL have become more pronounced between Censuses.

Table 3: Household Types in South West Rocks UCL and NSW State, 2001 and 2006

	South West Rocks 2001		South West Rocks 2006		NSW 2006
	Number	%	Number	%	%
Family household	1,111	61.2%	1,228	59.3%	67.9%
- couple with children	(312)	(17.2%)	(335)	(16.2%)	(32.1%)
- couple without children	(631)	(34.8%)	(687)	(33.2%)	(25.0%)
- lone parent	(162)	(8.9%)	(197)	(9.5%)	(11.2%)
Lone person household	421	23.2%	516	24.9%	22.8%
Group household	37	2.0%	44	2.1%	3.5%

Source: ABS Census and QuickStats 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent occupied dwellings

Table 4: Family Types in South West Rocks UCL and NSW State, 2001 and 2006

	South West Rocks 2001		South West Rocks 2006		NSW 2006
	Number	%	Number	%	%
Couple family with no children	631	56.3%	688	55.7%	36.0%
Couple family with children	312	27.9%	334	27.0%	46.2%
One parent family	162	14.5%	198	16.0%	16.1%

	South West Rocks 2001		South West Rocks 2006		NSW 2006
	Number	%	Number	%	%
Other family	15	1.3%	16	1.3%	1.7%

Source: ABS Census 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent total families

3.2.4 Labour Force Profile

In 2006, 1,359 residents of South West Rocks UCL aged 15 years and over were in the labour force, yielding a participation rate of just 39.9% (Table 5) which is significantly lower than the NSW average of 58.9%. The difference is most likely associated with the older population and the fact that the South West Rocks region is seen as an ideal retirement area for many people.

Of the 1,359 residents in the labour force 1,237 were employed in one capacity or another. Unemployment was 9.0% which was significantly lower than the 2001 rate 14.3%, but higher than the NSW rate of 5.9% (2006).

The industries providing greatest employment to the South West Rocks residents were accommodation and food services, retail trade and construction (Table 6). These are unsurprising findings given that the region is seen as an ideal holiday/tourist and retirement destination.

Table 5: Employment Data for South West Rocks UCL and NSW State, 2001 and 2006

	South West Rocks 2001	South West Rocks 2006	NSW 2006
Total labour force	1,371	1,359	3,092,603
Not in the labour force	1,972	1,887	1,801,010
Participation rate (%)	39.7%	39.9%	58.9%
Employed	1,175	1,237	2,909,444
Unemployed	196	122	183,159
Unemployment rate (%)	14.3%	9.0%	5.9%

Source: ABS Census 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

Table 6: Top 5 Industries of Employment for South West Rocks UCL and NSW State, 2006

South West Rocks			NSW
	Number	%	%
Accommodation & food services	193	15.6%	Retail trade 11.1%
Retail trade	166	13.4%	Health care & social assistance 10.5%
Construction	132	10.7%	Manufacturing 9.6%
Health care & social assistance	102	8.3%	Education & training 7.6%
Public administration & safety	100	8.1%	Professional, scientific & technical services 7.3%

Source: ABS Census 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent total workforce

3.2.5 Household Incomes

A breakdown of household incomes for South West Rocks UCL and NSW in 2006 is presented in Table 7 and Figure 4. Error! Reference source not found.; with incomes in South West Rocks UCL skewed towards the lower income ranges compared to that found across NSW in general. Nearly 1 in 3 households from South West Rocks

UCL earned less than \$500 a week compared to just 1 in 5 households across the state. In contrast only 23% of South West Rocks UCL households earned over \$1,000 a week, which is significantly lower than the NSW average of 46%. These differences are reflected in the median household incomes for the two regions: \$576 for South West Rocks UCL and \$1,036 for NSW.

Malbec has advised Key Insights that “*South West Rocks average/median vacant land prices spiked from 2002 at about \$100K to \$230K in 2006 (with a house and land this is about \$500K) which on the income numbers shows the land to be relatively unaffordable ... The land price is largely due to lack of supply. Malbec are planning to sell land for much less than that and therefore will help the affordable equation which will foster some modest population growth or at least maintain existing population which is important for maintaining services.*”

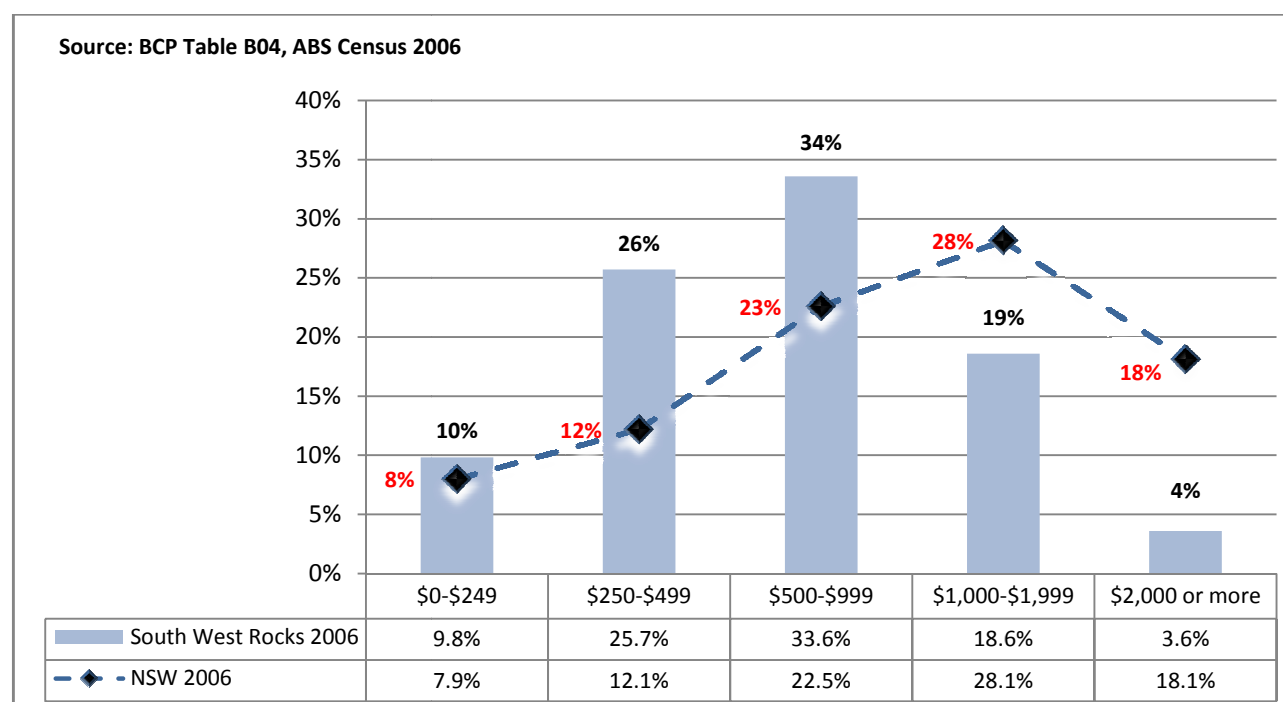
Table 7: Household Income in South West Rocks UCL and NSW State, 2006

Income Bracket	South West Rocks 2006	NSW 2006
Negative/Nil income	1.4%	1.2%
\$1-\$149	1.5%	1.5%
\$150-\$249	6.9%	5.2%
\$250-\$349	12.9%	7.0%
\$350-\$499	12.9%	5.2%
\$500-\$649	19.6%	10.0%
\$650-\$799	7.8%	6.0%
\$800-\$999	6.2%	6.5%
\$1,000-\$1,199	8.9%	9.9%
\$1,200-\$1,399	3.7%	5.1%
\$1,400-\$1,699	3.0%	7.2%
\$1,700-\$1,999	3.0%	5.9%
\$2,000-\$2,499	1.9%	6.0%
\$2,500-\$2,999	0.7%	6.0%
\$3,000 or more	1.0%	6.0%
Median	\$576	\$1,036

Source: ABS Census 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent total households

Figure 4: Household Income Structure in South West Rocks UCL and NSW (2006)



3.2.6 Household Housing Expenses

Median household rental and mortgage payments for South West Rocks and NSW are presented in Table 8. The median monthly mortgage repayment in South West Rocks UCL was 75% of the corresponding NSW median, while the median weekly rental payment was 81% of the corresponding NSW median value. This suggests that while the median household income is significantly lower than the NSW average income, the costs of housing are also significantly lower.

Table 8: Household Expenses in South West Rocks UCL and NSW State, 2006

	South West Rocks 2006	NSW 2006
Median monthly mortgage repayment	\$1,135	\$1,517
Median weekly rental payment	\$170	\$210

3.3 DWELLING CHARACTERISTICS

3.3.1 Dwelling Type

The number of dwellings in South West Rocks UCL has increased from 2,266 in 2001 to 2,645 in 2006; an increase of 379 dwellings which equates to a 3.1% *per annum* rise in dwelling numbers (Table 9). Hence between 2001 and 2006 there has been a fall in the average number of persons per household; from 1.81 in 2001 to 1.54 in 2006. This is consistent with NSW Department of Planning and ABS housing projections of a decline in the number of people per household.

The greatest increase in dwellings numbers is associated with the number of separate houses, accounting for 199 of the 379 new dwellings. Flats, units or apartments make up less than 13% of the housing stock in South West Rocks UCL compared to 19.0% across the state. Interestingly, nearly 9% of the South West Rocks UCL dwelling types include caravans, cabins and houseboats suggesting that there is a demand for smaller households in the low to middle income range of the housing market. Across NSW the figure was only 1.4%.

Occupancy rates in South West Rocks UCL have remained stable between 2001 and 2006; at approximately 80%. This is significantly lower than the corresponding figure for NSW; 90.5% (2006), and is likely to reflect the low demand for holiday housing in August when Census are performed.

Table 9: Dwelling Type and Growth in South West Rocks UCL and NSW, 2001 to 2006

	South West Rocks				Change	NSW 2006
	2001	%	2006	%		
Separate house	1,252	69.0%	1,451	70.0%	199	69.7%
Semi-detached, row or terrace house, townhouse etc.	141	7.8%	171	8.3%	30	9.8%
Flat, unit or apartment	243	13.4%	266	12.8%	23	19.0%
Other dwelling	166	9.2%	184	8.9%	18	1.4%
Dwelling structure not stated	12	0.7%	0	0%		0.1%
Unoccupied private dwellings	452		573		121	
Occupancy rate %	80.0%		78.3%			90.5%
Total	2,266		2,645		379	

Source: ABS QuickStats 2001 and 2006, South West Rocks (UCL 170200)

% is percent occupied dwellings

3.3.2 Tenure

South West Rocks UCL has a significantly higher rate of home ownership than NSW (50.9% and 34.8% respectively (Table 9)); while the proportion of dwellings being purchased is significantly lower (18.4% and 31.9% respectively). The rate of property rental is similar between the two subject areas.

Table 10: Housing Tenure in South West Rocks UCL and NSW, 2001 to 2006

	South West Rocks 2001		South West Rocks 2006		NSW 2006
	Number	%	Number	%	
Fully owned	988	54.6%	906	50.9%	34.8%
Being purchased	222	12.3%	328	18.4%	31.9%
Rented	497	27.4%	500	28.1%	29.5%
Other tenure	60	3.3%	10	0.6%	0.8%

Source: ABS Census 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent occupied dwellings

3.3.3 Usual Resident Numbers

Seventy five percent of occupied dwellings in South West Rocks UCL had only one or two persons usually resident in 2006, compared to 57.4% of occupied dwellings across NSW (Table 11). This confirms the previous findings of high rates of couples without children households or lone person households. These findings suggest that the majority of households in the current population in South West Rocks require a maximum of two bedrooms for their one or two usual residents.

Table 11: Number of Persons Usually Resident in Occupied Households in South West Rocks UCL and NSW, 2001 to 2006

	South West Rocks 2001		South West Rocks 2006		NSW 2006
	Number	%	Number	%	%
One	421	26.8%	512	28.7%	24.2%
Two	736	46.9%	829	46.5%	33.2%
Three	185	11.8%	196	11.0%	16.0%
Four	141	9.0%	163	9.2%	16.0%
Five	61	3.9%	60	3.4%	7.3%
Six	25	1.6%	21	1.2%	3.5%

Source: ABS Census 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent occupied dwellings

3.3.4 Motor Vehicles

Just over 50 percent of occupied dwellings in South West Rocks UCL had one motor vehicle at the time of the 2006 Census, with a further 30.8% of households having 2 motor vehicles (Table 12). The corresponding figures for NSW were 38.3% and 33.1% respectively. In contrast, only 150 or 8.4% of households in South West Rocks UCL did not own a motor vehicle compared to the NSW figure of 11.6%. These findings suggest that residents and households of South West Rocks have a greater reliance on private transport than their NSW counterparts, which is particularly important for the residents being able to readily access the higher order services and facilities in the major centre of Kempsey.

Table 12: Motor Vehicle Numbers in South West Rocks UCL and NSW Households, 2001 to 2006

	South West Rocks 2001		South West Rocks 2006		NSW 2006
	Number	%	Number	%	%
None	168	9.2%	150	8.4%	11.6%
One motor vehicle	1,021	56.2%	896	50.3%	38.3%
Two motor vehicles	458	25.2%	549	30.8%	33.1%
Three or more motor vehicles	98	5.4%	124	7.0%	13.0%

Source: ABS Census 2001 and 2006, South West Rocks (UCL 170200), NSW (State 1)

% is percent occupied dwellings

3.4 KEY FINDINGS

The key demographic findings for South West Rocks UCL between the 2001 and 2006 Censuses are:

- The population has fallen by 1.0%, or 41 people.
- The median age has increased from 50 to 51 years.
- Household types are dominated by couples without children and lone person households.
- The workforce participation rate has remained stable at 40%.
- The unemployment rate has fallen from 14.3% to 9.0%.
- The median household income is \$576.
- The median monthly household mortgage is \$1,135.
- The number of dwellings has increased by 379.
- Fifty three percent of the new dwellings (199) were separate houses.

- The number of occupied dwellings has increased from 1,814 to 2,072.
- Over half of the occupied dwellings were fully owned.
- Over half of the occupied dwellings had either one or two persons usually resident.
- Only 8.4% of households had no motor vehicle.

3.5 PROJECTED POPULATION CHANGE

The proposed development includes 318 separate houses built in stages. Using calculations from the 2006 South West Rocks UCL census data³, estimates can be made as to the average household size, and hence, a projected population for the proposed development. In 2006 the average number of people per 'separate house' in South West Rocks UCL was 2.3, whilst in NSW it was 2.8. It is important to note that the ABS has suggested that these figures will fall over coming years as the population undergoes shifts associated with an ageing population, however for the purpose of this report the population projections will be based around densities of 2.3 persons per house (low estimate) and 2.8 persons per house (high estimate).

These current figures would yield a projected population increase over 10 years of between 731 and 890 people in separate house dwellings with the corresponding projected age profiles presented in Table 13. In calculating these figures the cumulative impact of the nearby residential development Seascope Grove, situated less than 200m from the proposed site, has not been included. Seascope Grove has approximately 110 lots approved but not released and its status is unknown.

Table 13: Population Projection Associated with the Proposed Development

	Projected Population*	
	Low density (2.3 persons per dwelling)	High density (2.8 persons per dwelling)
0-14 years	119	147
15-44 years	187	227
45-64 years	222	270
65 years and over	203	248
Total	731	892

* numbers have been rounded

Estimates of the annual population and dwelling growths associated with the 10 year release of the 318 lots are presented in Table 14. Notably, the estimated dwelling growth rate of 1.5% *per annum* is lower than the ABS Census growth rate of 3.1% *per annum* recorded between 2001 and 2006. With the lower land prices being suggested by Malbec, the staged land release promotes in-migration in South West Rocks, resulting in an annual estimated population increase of between 1.7 and 2.0% *per annum*.

Table 14: Annual Population and Dwelling Growth Estimates

	Low density (2.3 persons per dwelling)	High density (2.8 persons per dwelling)
Population change	1.7% <i>pa</i>	2.0% <i>pa</i>
Dwelling change	1.5% <i>pa</i>	1.5% <i>pa</i>

³ BCP Table B31

3.5.1 Implications for the Local Community

These population changes are likely to underpin demand for services and facilities being provided both within the proposed development and surrounding areas as it will support the current population base. Services and facilities will be supported by the increasing population base, thereby contributing to the sustainability of South West Rocks. These services will be within the following key areas:

- Education;
- Community amenities;
- Health;
- Hospitals; and
- Transport

4 EXISTING SERVICES AND FACILITIES

The South West Rocks population is serviced by:

- 2 shopping areas (the closest to the subject site, The Rocks Shopping Fair, being approximately 1 km to the south west).
- 2 medical centres (the closest to the subject site being approximately 1 km to the south west).
- 1 community library located in the town centre commercial area approximately 2km to the north.
- 2 preschools and 1 government run primary school (approximately 1.5-2km to the north of the subject site). High school students travel to Kempsey (approximately 40km away) every weekday to one of the three high schools, Melville High School, Kempsey High School or St Paul's Catholic College.
- An existing bus route between South West Rocks town centre and Kempsey that operates two to three times a day. A school bus stop is located at the intersection of Belle O'Connor Rd and Gregory Street approximately 0.5km from the subject site.
- Outdoor sports facilities and pool approximately 3km driving distance from the site.

Residents also have access to numerous beaches, scenic walks, an 18 hole golf course, the Arakoon State Conservation Area, as well as parks, and picnic and barbecue areas.

It is noted that in local community consultation documents (for example the Community Infrastructure Needs and Priorities for South West Rocks July 2004) community services are not listed as community infrastructure priorities, but rather the emphasis is on environmental concerns (wildlife corridors, retention of trees, rainwater retention) and on provision of playgrounds, cycleways and footpaths.

5 PLANNING DOCUMENTS

Key Insights has reviewed a number of local and regional policy documents that cover the proposed development site to better understand how the development will contribute to the aspirations for the local area of South West Rocks. Key points from each document which are relevant to the proposed sub-division have been summarised and are presented in following sections (4.1 and 4.2). Summaries of planning documents describing policies and strategies associated with housing and other related matters are found in Appendix 1.

5.1 KEMPSEY SHIRE COUNCIL DOCUMENTS

5.1.1 Kempsey Draft Social Plan (2004-2009)

The social plan prepared by Council in 2004 and modified in May 2008, addresses the needs of the following groups:

- Children (aged 0-11 years)
- Youth (aged 12-24 years)
- Women
- Men
- People from Linguistically and Culturally Diverse Backgrounds (CALD)
- Older People (i.e. Aboriginal people aged 45 years and over and non Aboriginal people aged 55 years and older)
- People with Disabilities including those with HIV/AIDS
- Aboriginal and Torres Strait Islander People (ATSI)

The needs of these groups were examined in the context of the following issues:

- Recreational and Social Opportunities
- Employment
- Alcohol and Drugs Management
- Education
- Culture and Arts
- Housing
- Crime Prevention
- Health Services
- Transport
- Civic Buildings
- Sport
- Natural Environment
- Safety
- Services: water, power, sewerage

The report concludes that there are “several key issues emerged across the 8 community sectors. These issues should be regarded as paramount in terms of community need and perception of priority. The issues are:

- *Ageing Population - The impact of changing demographics on the local area and the Mid North Coast.*
- *Mid North Coast Correctional Centre - The impact of this facility on the Kempsey community and services in the area.*
- *Transport - This is a primary area that has extensive impact on a wide range of access and equity issues within the Kempsey community, particularly for residents outside the township.*
- *Housing (Including increasing crisis accommodation and providing low rental housing)*
- *Health (Including mental health)*
- *Education*
- *Buildings (e.g. Indoor sports facility needed)”*

In terms of responding to the issue of housing which was identified as a priority issue for the shire for women, men and older people, Council has decided to continue to advocate for and assist in the availability of affordable and suitable housing.

Responses to other aspects of the social plan such as the availability of facilities such as community centres and libraries are addressed in the South West Rocks Section 94 Contributions Plan which is dealt with at 5.1.6 of this report.

5.1.2 Kempsey Shire Community Strategic Plan (April 2007) - 20 Year Vision

The Community Strategic Plan encompasses 5 goals for the Shire that cover ecological and economic sustainability; social, cultural and community relations; infrastructure; relationships; and effectiveness, efficiency and accountability.

The proposed sub-division is consistent with the following strategy and actions set out in the plan:

- Ensure development takes place at a sustainable rate and is relevant to the Shire's capacity to service that development;
- To have a positive impact of development on social wellbeing by maximising opportunities to provide developer funded services and facilities through Services provided/contributed to by developer contributions.

Issues raised in the plan that may have an impact on the development and the Government's consideration of the proposal are set out below:

Ecological and Economic Sustainability

- To protect and enhance the environment.
 - o Ensure that development integrates the principles of ESD and is compatible with identified land use constraints.
 - o Improve the air quality of the Kempsey Shire.
 - o Number of actions of the ESD Strategy implemented.
 - o To plan strategically for development.
 - o Resources are provided to prepare Strategic Plans that:-
 - Ensure development takes place at a sustainable rate and is relevant to the Shire's capacity to service that development.
 - Ensure, encourage and promote development that uses best practice energy and water saving designs.
 - Ensure the visual amenity of the Shire is preserved or enhanced by encouraging visual coherence, diversity and attractiveness of development which complement the natural beauty of the Shire.

Social, Cultural and Community Relations

- To cater for a diverse community
 - o Develop and implement a strategy for an ageing population.
 - o The views of young people are taken into account on matters affecting young people.
- To encourage community pride and self esteem.
 - o Derive community pride by improving the appearance of the Shire and involving residents in these activities.
- To engage and include all sections of the community.
 - o Services are provided to aged, youth, Aboriginal, children,
 - o People with disability, women, men, and people from culturally and linguistically diverse backgrounds.

- o Support and promote the contribution of social capital by
- o The community.
- o Promote the variety of recreational facilities and activities to the residents of the Shire.
- To foster a safe, healthy and inviting environment where people live in harmony.
 - o Address the issues linked to community safety and crime in Kempsey Shire and to assist to create a safer environment for those who reside in, work in, and visit the Shire through the Community Safety and Crime Prevention Plan

Infrastructure Services

- To continually upgrade infrastructure & services.
 - o Provide resources to adequately provide and maintain infrastructure.
- To have all current and future users pay for infrastructure and service development.
 - o Have Section 94 and 64 plans in place to provide developer contributions to infrastructure provision.
 - o Pursue a user pays policy wherever possible.

5.1.3 Draft Saltwater Developments Area Phillips Drive & Belle O'Connor Street South West Rocks, Local Environmental Study (LES)

The draft LES was prepared by Connell Wagner Pty Ltd for Kempsey Shire Council to assess the environmental capability of the land between Phillips Drive and Belle O'Connor Street in South West Rocks to accommodate future urban growth. This follows a Council resolution to prepare a draft Local Environmental Plan (LEP) for the subject land to be rezoned from Zone 1(c) Rural Small Holdings and Zone 1(d) Rural Investigation to Zone 2(a) Residential (low density housing) and Zone 7(b) Environmental Protection (Habitat). The LES was on public exhibition at the time this SIC was written.

The report recommends the following development principles to guide land use planning in the subject area:

- Public domain
 - o *"The rural village qualities of the study area should be preserved and enhanced through appropriate design measures and consideration of development of the rural/urban fringe.*
 - o *Enhance the character of the adjoining rural area through appropriate treatment of the public domain, development design (including subdivision layout), road layouts, open space areas and community facilities."*
- Built form
 - o *"New development should maximise energy efficiency through the orientation of the building, layout of rooms and location of openings for control of ventilation.*
 - o *Ensure dwellings are designed to be adaptable for a number of family types.*
 - o *Ensure equity of access and mobility to all members of the community."*
- Community facilities
 - o *"Provision of adequate community facilities to cater to the needs of the future population including provision of human service needs (eg childcare) and recreation facilities.*
 - o *Community facilities to be provided in convenient locations which maximises access for all future and existing residents, and minimise reliance on private vehicle use."*

5.1.4 Development Control Plan 22 - Local Housing Strategy (Urban Areas Other Than Crescent Head 2003)

Development Control Plan (DCP) 22 was adopted by Council on 25 November 2003. The plan applies to all proposals for medium density development (cluster housing, dual occupancy, multiple dwellings and residential flat buildings), new dwelling houses and sub-division in the Kempsey Shire.

"The objectives of the DCP are:

- to provide areas within Council's principle towns and villages for varying levels of residential density;*
- to ensure that development densities are not beyond the capacity of the infrastructure, services and topographical constraints of each area;*
- to ensure that lands identified for higher density development are not developed for low density developments;*
- to provide for wider housing choices in general residential zones where there are minimal development constraints;*
- to encourage innovative building design and site usage;*
- encourage a more efficient and effective use of land and minimise the cost of providing urban infrastructure and servicing;*
- to encourage the design of energy efficient housing."*

Specific provisions have been set for South West Rocks. These objectives are:

- "to encourage buildings and landscaping that reflect the community's expectations of an area where the unspoilt beauty of the natural environment and relaxed country lifestyle are both preserved and complemented by an economy of high productivity and employment.*
- to facilitate development and implement plans to manage land use and to control development, having regard to the protection of the environment and the need to encourage economic expansion.*
- to examine development proposals taking into consideration the principals of ecological sustainable development."*

The DCP also prescribes requirements for lot size and orientation, streetscape, maximum site coverage and building materials.

Of relevance to the current proposal are the general objectives (which also apply to South West Rocks) regarding infrastructure and services (paragraph 3.7). The DCP states that:

a) Any development proposal is to be so designed as to:-

- ensure that the demands generated by the development are not beyond the capacity of the site or any related infrastructure or services;
- minimise the cost of extensions or connection of infrastructure and services to the development; and
- ensure that the cumulative impact of the development will not generate the need for significant upgrading or augmentation of any sewage, water or drainage system in the area.

(Note: Infrastructure and services includes, but is not limited to, sewerage systems, reticulated water supplies, drainage networks and road networks).

5.1.5 Kempsey Shire Council Residential Land Release Strategy 1997

The residential land release strategy prepared in 1997 analysed population growth, the potential impact of this growth on demand, the impact of services and the implications of these factors on the release of residential land.

The table below summarises population growth, demand for housing and demand for land (hectares) in South West Rocks from 1996-2001 to 2011-2016.

Table 15: Kempsey Shire Residential Land Release Strategy; Population and Housing Growth and Demand 1996-2016

	1996-2001	2001-2006	2006-2011	2011-2016
Projected population increases (demand)	985	996	897	756
Future demand for residential land (hectares)	44.1	44.6	40.2	33.9

Lot 52 DP 831284 Belle O'Connor Street was one of 5 parcels of land in South West Rocks identified for medium term release (within a 5 year time horizon - that is by 2003).

The report then went on to discuss the implications of the land release strategy on water supply, sewerage treatment, water disposal, transport and power supply. This analysis has been updated with documents such as the section 94 Contributions Plan.

It should be noted that now in 2008 this land release strategy has failed to meet the targets that it has set and therefore land supply has been a local issue which Malbec is seeking to address through this proposal. Limited supply of land can lead to spikes in pricing and limited choice and affordability in housing options.

5.1.6 South West Rocks Section 94 Contributions Plan

The section 94 Contributions Plan was prepared by GHD for Kempsey Shire Council to address the public facilities and amenities that will be required to meet the needs of the incoming population of South West Rocks up to 2017.

The report summarises the key trends in the population and housing as the characteristics of the population have a significant effect on the current and future usage of existing facilities, as well as the type and size of facilities required.

"Key population and housing characteristics of South West Rocks include:

- *A low population density.*
- *A high proportion of the community who are not in the labour force.*
- *An aged population.*
- *A higher proportion of couple and single person households.*
- *A relatively low level of education amongst the resident population.*
- *A low income population with a high proportion below the poverty line.*
- *A low dwelling density.*
- *A low occupancy rate.*
- *A large proportion of residents who fully owned their dwellings*

The above aspects of South West Rocks population are comparable to the indicators for NSW, particularly in terms of age profile and family structure. However, there are differences from NSW particularly in terms of its occupancy rates, relative incomes, levels of education and labour force participation.

The data on older residents is important as it is likely that South West Rocks, with a constrained supply of land for new detached 'family' housing, will experience further 'ageing' of the population.

In 2006, approximately 43.7 percent of people living in South West Rocks were aged 55 and over. People aged 65 and over made up approximately 26.3 percent of South West Rocks population comparing to the NSW figure of 13.8 percent and the national estimate of 13.3 percent.

*The period between 1996 and 2006 has seen significant increases in most age cohorts for people over 55 years of age. This ageing process is the result of a number of factors including decreasing fertility and mortality rates, as well as the significant increase in births that occurred between 1946 and 1965. **The ageing of South West Rocks population has implications for the delivery of many services, which Council provides, particularly open space, recreation, community and library facilities.***"[emphasis added]

In terms of dwellings, the report specifically mentions development on Bell O'Connor Street in the following terms:

"Council development strategy also indicated there are additional development opportunities in other areas including Spencer Creek Road, Bell O'Connor Street and Gordon Young Drive.

The projections in this section are based on the following assumptions that:

- *Council's policies and planning controls which support and encourage development of low, medium and high density housing and retention of detached housing;*
- *To provide additional medium and high density housing in limited quantities within certain residential zones to assist in the maintenance of the present population of South West Rocks, and*
- *Market demand for the type of housing being developed in South West Rocks and its proximity to employment, recreational and cultural facilities."* (at page 19)

Characteristics of the new population

The report also deals with future development and remarks that the characteristics of the new population and development will include:

- The trend appears to be continuing for separate houses in South West Rocks;
- A high proportion of the community will not be in the labour force.
- A large proportion of the population will fully own their dwellings.
- Continued strong demand for new single dwellings, which is anticipated to be met by new infill and release areas development.
- People with disabilities and the elderly must be able to access and utilise public services and facilities.(page 21)

Facilities and services:

The report states that future residents of South West Rocks are likely to need:

- Recreation facilities including open space and bushlands;
- Improvements to the urban environment - public domain, streetscape, cycle ways and traffic and
- Transport facilities;
- Additional community facilities including library and community centre facilities;
- Water management facilities, including storm water, drainage and water quality facilities; and
- Resident protection facilities including bushfire and surf life saving.(page 21)

S94 levies placed on the new development will contribute to the provision of infrastructure identified in the plan; a new library, community hall, public domain and roads, pathways and cycleways.

5.1.7 Community Infrastructure Needs and Priorities for South West Rocks- (July 2004)

In 2004, a public meeting was held to discuss community infrastructure needs and priorities for South West Rocks. Amongst the many community comments were the following remarks of relevance to the current proposal:

The community suggested the following particular requirements for new development as part of the workshop discussion.

- Wildlife corridors should be incorporated into any new development
- Off road bicycle ways and pedestrian paths should be required to be provided with new developments
- Retention of trees should be a priority with any new development and the proposal should also incorporate native landscaping
- Playgrounds should be incorporated into new developments
- Council should require rainwater tanks and rainwater retention on site;
- More footpaths

Master Planning should incorporate the following key principles:

- Protection of the natural environment
- Management of storm water runoff to mitigate the impacts of future growth
- Replacement/retention of trees

Community services are not listed as community infrastructure priorities, but rather the emphasis is on environmental concerns (wildlife corridors, retention of trees, rainwater retention) and on provision of playgrounds, cycleways and footpaths.

5.2 REGIONAL PLANNING DOCUMENTS

5.2.1 Draft Mid-North Coast Regional Strategy

In January 2007 the NSW Department of Planning released the *draft Mid-North Coast Regional Strategy*⁴ (MNCRS) which details the NSW Government's 25 year land use strategy for the eight local government areas that make up the mid-North Coast (Clarence Valley, Coffs Harbour, Bellingen, Nambucca, Kempsey, Port Macquarie-Hastings, Greater Taree and Great Lakes). The most significant implication for the strategy is addressing the ageing and tourism housing growths across the entire Mid-North Coast region:

- *"smaller households will form, and a greater number of dwellings for single persons and couple only households will be needed. These trends will mean that the number of dwellings will increase and that new styles of housing, particularly smaller and easier to manage dwellings will be required."*
- *"The most dramatic population increases will be experienced during the tourism peaks at Christmas and Easter ... Tourism will drive some of the demand for new dwellings ..."*

Pertinent to the subject proposal are the strategies relevant to the Hastings-Macleay Valley subregion, specifically:

- In the next 25 years the region is expected to accommodate an additional 17,800 dwellings.
- Port Macquarie is the major regional centre which will be promoted as the focus of settlement, employment and regional services.
- Kempsey is a major town which will provide major local services as well as outreach centres for the provision of regional services.
- South West Rocks is identified as a town meaning that it has *"a small to medium scale concentration of retail, health and other services with lower density residential."* Further, South West Rocks is *"reliant on major regional centres (Port Macquarie and to a lesser extent Coffs Harbour) and major towns (Kempsey) for high order services, retailing and employment."*

⁴ http://www.planning.nsw.gov.au/plansforaction/pdf/draft_mncrs_document.pdf Accessed 17 October 2008

- In relation to housing and population growth Kempsey has been identified as having substantial potential for further growth, “*including the capacity for infill development with the existing urban area*”.
- Growth is also projected to occur in a number of new release areas including South West Rocks (subject to environmental constraints).

Finally, the MNCRS states that new developments should enhance the desired character of the settlement area, based on ‘neighbourhood planning principles’ including:

- New buildings will be designed to maximise adaptability for changing demographic trends and alternative future uses. This will ensure a geographic market spread of housing supply that meets the targets set for ageing, disabled and affordable housing.
- Land use and transport planning will be integrated to minimise the need to travel, and encourage energy and resource efficiency.
- New development will be designed to reflect and enhance the natural, cultural, visual and built character of the local and regional landscape.
- New and changing settlement areas will incorporate open space that is accessible to the public and which provides opportunities for recreation, nature conservation, social interaction and visual enhancement and amenity.

5.3 SUMMARY

The sub-division planned for Lots 52 DP831284 and Lot 84 DP 729245 Belle O’Connor Road, South West Rocks is consistent with a number of policy and planning documents regarding development on the mid-north coast and, more specifically, the South West Rocks area (such as the Kempsey Shire Council Residential Land Release 1997 and draft Mid North Coast Regional Strategy). Most importantly, the sub-division would contribute to increasing the supply of land, improving land affordability, increasing the choice of housing stock and promoting in-migration of residents to the region identified by Kempsey Shire Council as an urban development area. Further, the increase in population accompanying the building of new dwellings will contribute to an overall increase in economic activity in the area which is expected in turn, to enhance the viability of current services and the demand for newer improved services.

The type of housing eventually developed in the sub-division will determine the fit with the demographic of the incoming residents. This will largely be market driven with Malbec advising Key Insights that its target market is that of retirees, upgraders with a small proportion of holiday accommodation. The mix of lot sizes and types (average lot size is 580 sqm) is aimed at these target markets of 2 to 3 bedroom homes with outdoor areas not requiring a large amount of maintenance. This is consistent with the assumption in this report and in the majority of policy documents that the South West Rocks release area population and housing characteristics will be similar to that of the existing South West Rocks population and housing profiles; meaning that there will be higher numbers of retirees living in one and two person households requiring smaller, more manageable dwellings.

6 OVERVIEW OF ANALYSIS AGAINST THE SOCIAL IMPACT POLICY MATRIX

Table 16: South West Rocks Residential Development Social Impact Summary

Social Impact	Comments	Significance	Measures
Population change (not including the cumulative impact associated with the nearby Seascope Grove development)	- This development may allow provision of 318 new dwellings, with an influx of approximately 731-890 people. - Lower range of household incomes compared to NSW averages	Medium	- South West Rocks has medium scale retail, health, education and other community services sufficient to support this level of population growth. - Kempsey, with its higher scale regional services is approximately 40 minutes drive away. - More affordable housing options will be available.
Access for people with disability	- Promotion of adaptable housing - Provision of adequate walkways and seating	Medium	- Provide variety in lot sizes,, footpaths and external accessibility, low key seating. - Ensure provisions for disability access/parking.
Mobility/transport	8% of households do not have access to private transport. - A connecting local bus service is available weekdays from Kempsey to South West Rocks - these run twice a day return. - Extra car traffic may put stress on local roads.	Medium	- Provide appropriate traffic arrangements - Diversion of bus route through the development
Community Facilities and Services (recreation, cultural and social)	- Population increase likely to place additional stress on community facilities. - Population increase may meet thresholds set for new community services and facilities.	Medium	- Consider setting aside an area within the development for residents wanting to socialise/meet - could be in the form of an open area with/without a rotunda. - Appropriate s.94 contributions towards the improvement of local facilities such as a public community centre and library.

Social Impact	Comments	Significance	Measures
Public Safety	- Increased population increases safety and surveillance of 'after hours' activity - Increased road traffic without increased pedestrian/bicycle measures may decrease public safety, especially for children and the elderly.	Medium	- Encourage interaction between development and street. - Adequate lighting - Design roads and intersections for bikes and pedestrians - Implement Safety by Design Principles and CPTED
Cultural and Community Well-Being (community structure and identity)	Contributes to existing residential identity of area	Medium	- Include public green spaces and community area. - Include attractive landscaping, user friendly pedestrian corridors.
Health	- Increased elderly population (natural ageing or resident in-migration) - Limited range of health services are available in South West Rocks, while Kempsey operates a greater range of services	Medium	Monitor
Employment	Provision of jobs in construction	Medium	Nil
Local Economic Impact	- Construction will stimulate local economic activity through direct and multiplier effects. - Increased population will stimulate local businesses	Medium	Nil
Linkages between development and existing community	- Adding a sense of place. - Development will contribute to increasing values of existing residential homes in South West Rocks.	Low	Nil
Needs of particular groups	Depends on project marketing opportunity to provide affordable housing, retiree living options etc.	Low	More affordable land and housing options will be available.
Perceptions of risk or community fears	- Fear of traffic and parking congestion. - Fear of overcrowding	Low	- Plan adequate parking, lighting and housing mix. - Explore local road traffic options with Council and

Social Impact	Comments	Significance	Measures
			RTA, subject to project viability.
Social Equity	This development has the potential to address social equity for groups (first home buyers, aged people) but this cannot be determined before prices and marketing strategies are set.	Low	Nil

7 RECOMMENDATIONS

In order to enhance potential positive impacts and mitigate potential negative impacts of the development following the sub-division of Lots 52 DP831284 and Lot 84 DP 729245, Key Insights offers the following recommendations for consideration:

Community well-being

- Plan for good connectivity between the site and external land with appropriate pedestrian and cycle links and high quality public domains.
- Set aside an area within the development for residents wanting to socialise/meet. This could be in the form of an open area with/without a rotunda.
- Provide new residents with a “welcome pack” providing information on local services and facilities.
- Promote local employment and utilise local and regional industries, businesses, training organisations, resources and materials during construction phase.

APPENDIX 1

ADDITIONAL PLANNING DOCUMENTS

Draft Management Plan 2008 – 2009

The draft management plan of the Kempsey Shire council sets out strategies to facilitate ecological and economical sustainable development in the shire. The strategies articulated to achieve this goal include:

- To protect and enhance the environment
- To plan strategically for development
- To provide employment opportunities
- To have a positive impact of development on social wellbeing

Issues raised in the plan that may have an impact on the development and the Government's consideration of the proposal are set out below:

Ecological and Economic Sustainability:

- Integrated strategic planning
- Development proposals need to be assessed having regard to the principals of ESD:
 - o Implement environmental planning Legislation
 - o Implementation of the Ecologically Sustainable Development Plan
 - o 2004-2007
 - o Strategies to be developed to protect key natural attributes of the Shire
 - o Continually review Development Control Plans to ensure sustainable guidelines are in place for development
- The need to manage water demand
 - o Connect South West Rocks properties to the recycled water for dual reticulation
 - o Investigate further water reuse opportunities
- Maintaining unemployment rates at a low level
 - o Continually meet with businesses and develop opportunities for growth
 - o Review costs and practices that may impede business growth

Infrastructure:

- Providing foot paving as a transport alternative
 - o Continue to obtain cycleway funding to provide multi purpose
- Infrastructure
 - o Provision of a reliable water and waste water service
 - o Investigate water reuse potential
- Plan Infrastructure provision to cater for population growth

State of the Environment Supplementary Report 2006 - 2007 (A Guide to the Condition of the Environment)

Residential Land Release Strategy

The residential land release strategy which is part of the Environmental Supplementary is required to ensure that an adequate supply of land is maintained to support the expansion of the Shire's towns and villages and to accurately determine the expected future population limits on which the planning for infrastructure will rely.

A community survey was undertaken during the latter half of 2006 by Micromex Marketing Services Pty. Ltd., with a final report presenting the findings delivered to Council in January 2007. The aim of the survey was to involve the community in planning and to evaluate Council's performance over a period of time on several key issues. The results of the survey showed:

- The community are not in favour of major developments in any part of the Kempsey Shire.
- The majority of respondents were not in favour of Council encouraging denser housing, such as cluster housing and mid rise developments, to help prevent further destruction of bush and farmland.

This opinion against encouraging denser housing was particularly the case for males and those who were 55+ years of age.

Crime Prevention Through Environmental Design (CPTED) Guidelines

These CPETD guidelines deal with a number of aspects of the design and use of space. Of relevance to the current project is section 6 which deals with Residential Units, Multiple Dwellings (including accommodation units, hotel accommodation, and student accommodation). The planning features recommended by the guidelines include:

- Private spaces such as court yards, stairwells and parking bays should be clearly identified to reduce use by undesirable users.
- Strategies may include the use of pavers, varied textured paths, fencing, log barriers, landscaping and others.
- Should be able to clearly distinguish between private and public areas
- Accommodation units should be designed to allow people within the units to observe and monitor communal areas within the development and the street area, eg. car parks, swimming pool areas, gardens etc.
- Stairwells to have mirrors where stairs turn
- Lighting should be provided within the site. Areas requiring lighting should include driveways, property entrances, parking areas, footpaths, communal service areas (eg. rubbish bin bays, letterboxes, clothes lines), lobbies and stairwells.
- Lighting should be illuminate in hours of darkness or should be sensor/movement sensitive.

The guidelines also cover issues such as: natural line of sight; landscaping and vegetation; lighting and street lighting; walkways and pathways; open spaces, parks and outdoor recreation; and fencing which will be relevant in the design of the 310 residential lots and the 90 medium density units.

Kempsey Shire Retail Report 2006-2007

The purpose of the Kempsey Shire Retail Report was to update the information available on the retail sector in the Macleay Valley and especially the Kempsey CBD. The current report also reflects the need to develop workable strategies and action plans for improvement of the Macleay Valley town centre of Kempsey and increased business opportunities for all retailers throughout the Macleay Valley.

Of relevance to the residential sub-division application is the following recommended action: Preserve and upgrade the South West Rocks and Crescent Head shopping/town centres by:

- Working with respective Chamber of Commerce (s) to outline /develop a plan of actions for retail / town centre
- Working with respective Chamber of Commerce (s) to implement actions for retail / town centre developed / outlined in plan
- Continue to encourage Alfresco and outdoor dining policies to ensure locals and visitors will continue to visit dining and retail centres.

South West Rocks Pedestrian Access Mobility Plan 2003

A review of the South West Rocks Pedestrian Access Mobility Plan prepared by Cerdne MBK in 2003, shows that the sub-division is close to a second priority (school route) which runs along Gregory Street. It is also close to lower priority (shopping route) which travels south along Gregory Street towards Spencer Creek Road (there are shops at the corner of Spencer Creek Road and Gregory Street).