

Date: 27th January 2017
Our Ref: 14/351

Department of Planning & Environment
GPO Box 39
SYDNEY NSW 2001

Attention: Ms Amy Robertson

Dear Madam,

Re: MP07_0026 – Epiq Estate Lennox Head (formerly Pacific Pines)

Newton Denny Chapelle (NDC) has been instructed by Clarence Property Pty Ltd to respond to the public and government agency submissions received for the proposed Modification to M007_0026 for Epiq Lennox.

Government Agency Submissions

Three (3) submissions were received from Government Agencies during the notification period for Modification 5 (Mod 5). Submissions were received from the following government agencies.

- Department of Environment & Heritage
- Roads & Maritime Service
- Ballina Shire Council.

The matters raised by the above listed agencies are addressed within the below Table.

Government Agency	Agency Comments	Proponent Response
Department of Environment & Heritage	<ul style="list-style-type: none"> • The maps included in Mod 5 to include the Littoral Rainforest and associated buffer. • Any future DA should have regard to the flood impacts upon the development. 	<ul style="list-style-type: none"> • All plans lodged with Mod 5 (specifically C11), which included the Littoral Rainforest & Arrow Head vine have been updated to include the prescribed 10m buffer. The full plan set is provided within Attachment 1 of this letter. • The assessment completed for the Concept Plan approval considered flood impacts. Through the assessment a condition of approval was included by the Department of Planning & Environment requiring that the finished floor level of buildings on Super Lot 6 be RL 2.65m AHD. • The Department considered that the filling of the site and the construction of the future buildings at a minimum level of RL 2.65m AHD will provide the development with sufficient immunity against both local and global flood events. In the result of a

		<p>Probable Maximum Flood event (PMF; RL 3.2m AHD) egress from the site would be available via Montwood Drive, Stoneyhurst Drive and Hutley Drive which all rise away from the site.</p> <ul style="list-style-type: none"> Any future application relating to the area around the former Super Lot 6 will be subject to a flood assessment to satisfy condition 15 of the Concept Plan
Road Maritime Services	<p>&</p> <ul style="list-style-type: none"> TIA adopts a traffic generation rate of 6.45 daily residential trips and applies a discounted of 25 percent for internal trips. This rate with the discount is 35 percent lower than that recommended in the update to the Guide to Traffic Generating Developments (TDT 2013/04a), which identified an average daily traffic generation rate of 7.4 external trips for low density residential developments in regional areas. TIA has discounted supermarket traffic generation by 25 percent to adjust for conversion from gross floor area and gross leasable floor area. This conversion is generally applicable to large shopping centres. Office space is the only exclusion from traffic generation calculations that could be considered appropriate for this assessment and the applied discount may underestimate the traffic generated by the supermarket and retail components by up to 25 percent. The external trips generated by the supermarket and retail 	<ul style="list-style-type: none"> This rate was adopted in accordance with the local traffic generation rates outlined in the Ballina Shire Roads Contribution Plan. The data outlined in the updated RMS Traffic Surveys Technical Direction (TD2013-04a) at survey site LDR8 located in Goonellabah details 6.54 vehicle trips per dwelling. This number correlates well for the Local Ballina Shire number of 6.45 adopted in the TIA. It is also noted that the Goonellabah survey includes a function centre within the study area. The GFA has been converted to GLFA in accordance with the recommendations made by Halcrow (<i>Trip generation and parking demand of shopping centres, Analysis Report, Halcrow for the NSW Roads and Traffic Authority, September 2011</i>). The intent of this conversion is to allow assessment of the traffic generation of the shopping centre by the most reliable variable being GLFA (refer section 3.2.1 of Halcrow). Halcrow also notes there is insufficient data to make an accurate GFA to traffic generation calculation. <p>The conversion for GFA to GLFA is in accordance with 3.6.1 of the RMS Guide to Traffic Generating Developments and those outlined by Halcrow. Refer below:</p> <div style="border: 1px solid blue; padding: 5px;"> <p>The generation rates given are based on (GLFA) which provides a better indication of trip generation than gross floor area. As a general guide, 100 m² gross floor area equals 75 m² gross leasable floor area.</p> </div> <p>This conversion has not been applied to discount traffic numbers but rather to convert the GFA into the correct units (GLFA) for the assessment.</p> <ul style="list-style-type: none"> The concept of linked trips is presented in the RMS guide to traffic generating developments and Halcrow. The survey data from Halcrow indicate that on average

precinct have been further discounted by 35 percent for linked trips. The TIA does not provide adequate justification for this discount and it may underestimate traffic generated by link trips with an origin and destination external to the site.

46% of trips to shopping centres are linked. Refer to Figure 3.8 below:

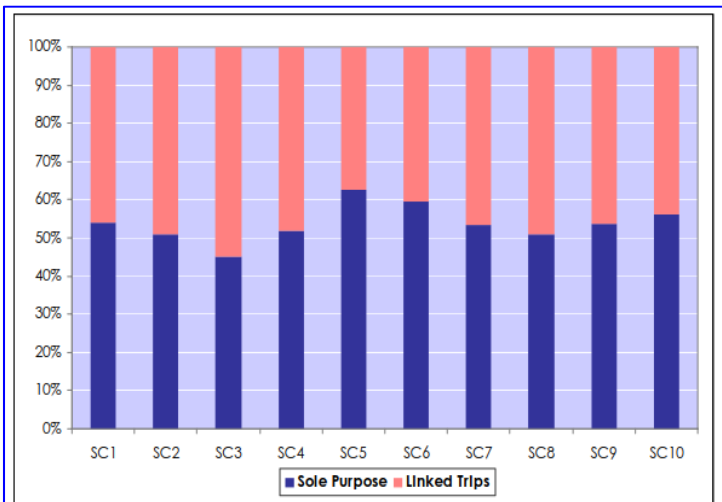


Figure 3.8 – Trip Purpose (average over four surveyed days)

As the development is isolated and difficult to access for external residents, it is expected that existing external residents would be unlikely to change their current shopping habits until better access is provided. A conservative value of 35% below the 46% indicated by Halcrow has been adopted for linked trips of local residents due to the isolated nature of the development.

The construction of the extension of Hutley Drive is expected to provide a greater level of service to the wider community to access the shopping centre as outlined in the Economic Impact Assessment. The construction of this link will change the dynamics of the local road network and increase the trade area as detailed in the economic assessment. The assessment in the TIA presents the current road network without the Hutley Drive link. Once this link is completed (noted in the Ballina Shire Road Contribution Plan as completed by 2019) it is expected that the proportion of sole purpose trips to the shopping centre will increase.

- TIA identifies the need to upgrade the Henderson Lane and Montwood Drive intersections with North Creek Road. Both intersections are close to downstream junctions. After reviewing the traffic generation calculations, the design of these intersections should be further investigated to ensure that sufficient separation of intersections treatments can be
- The configuration of these intersections is as per the previously approved TIA completed by Cardno for the local road network (Henderson Lane and Montwood Drive) at capacity, ie 7,456vpd. The revised TIA does not propose to exceed the traffic numbers nominated by Cardno. The layout of these intersections have been designed with regard to the Austroads Specifications

		achieved to provide the required vehicle storage, deceleration and taper lengths for traffic turning from North Creek Road.	
Ballina Shire Council	<p>Retail Floor Extension</p> <p>Street Classification</p> <p>Road Network</p>	<p>Reference is to be made to the Location IQ memo (see Attachment 2) which addresses Council's key issue associated with the trade area adopted within Location IQ's EIA to that contained within Ballina Shire Council's Lennox Head Community Aspirations Strategic Plan.</p> <p>When applying the trade area as defined by Council's Strategic Plan, Location IQ note the population is currently 6,940 and increases to some 9,840 by 2018. On this basis, the demand for a supermarket as proposed is justified utilising the neighbourhood trade area under Council's Lennox Head Community Aspirations Strategic Plan. On the basis of the population growth and the scale of retail centre proposed, Location IQ reaffirm the development is appropriate to serve the convenience needs of the local catchment.</p> <p>The EIA lodged with the Section 75W application, identified the proposed Epiq Lennox centre would not modify the retail hierarchy for both the Lennox CBD and the broader Ballina Town Centre.</p> <p>The Lennox Village centre is generally focussed on food and services, which aligns to the coastal location. Accordingly, the Lennox Head village centre has evolved to be a destination for both the broader local and tourist markets. Location IQ submit the village centre will operate at a different level in the retail hierarchy to the proposed convenience retail facilities at Epiq Lennox, hence thereby not competing against each other nor dismantling the village centre as the primary trade area.</p> <p>The location of the centre promotes connectivity for local residents through its links to existing and proposed pedestrian networks. To this end, the convenience function serves the primary residential growth area of Lennox Head (Epiq Lennox, Meadows Estate & Henderson Farm) which are all within walking distance to the proposed centre.</p> <p>The Movement Network Illustration C6 has been updated to reflect the street classifications as per the Northern Rivers Local government classifications. The reference to the SMEC street classifications has been removed as requested</p> <p>This condition is in accordance with the Ballina Shire Requirements and the Preliminary Road Network Sketch prepared by Newton Denny Chapelle. NDC is happy with this condition</p>	

	Traffic Related Impacts on Land Release	This condition is in alignment with that proposed by Newton Denny Chapelle. NDC is happy with this condition
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Public Submissions

A total of three (3) public submissions were lodged with the Department of Planning & Environment. The below table provides an outline of the issues and the project response.

Public Submission	Issues Raised	Project Response
Ms Julie Earle	<ul style="list-style-type: none"> Ensure two storey building height is maintained to maintain the existing aesthetic and do not devalue existing residences. Concerns raised with the scale of the proposed shopping centre Increase in traffic flows and impact upon safety and property values 	<ul style="list-style-type: none"> The modified proposal provides for compliance with Ballina Shire Council's prescribed building heights. Accordingly, the eventual height of structures developed within Epiq Lennox will accord with Council's desired building height for the locality. In respect to devaluing properties, recent sales for stages within the Epiq Estate which must adhere with the prescribed building height has seen a positive movement in land values. The Economic Impact Assessment lodged with the Modification clearly articulates the economic viability of the proposed neighbourhood retail development which will service the local population. In respect to the impact upon the Lennox Head Village retail strip, the distinct difference in retail market proposed illustrated the strip would be impacted by a reduction of 10% in trade activity. This impact was deemed to be reasonable and not impact the viability of the strip. Reference is also made to the fact the Chamber of Commerce and individual retailers have not objected to the modification. The scale of the shopping centre has been further reviewed by Location IQ having regard to the trade area contained within the Lennox Head Community Aspirations Strategic Plan. The ability to cater for a supermarket under the aforementioned strategic plan demonstrates the supermarket meets the neighbourhood scale sought for the estate and the forecast population within the Lennox Head locality. The modification ensures the traffic management and safety measures are preserved through restricting the full development of the estate upon the eventual construction of the Hutley Drive North link. Accordingly, the total development is not able to proceed until such time as Hutley Drive North is constructed. The total traffic generated until this time will not be modified from the maximum traffic levels already approved for the estate and contained within Condition B7A
Name Withheld	<ul style="list-style-type: none"> Loop road from Hutley Drive behind Epiq, Pines and Elevation will have increased traffic flow due to smaller lot sizes. 	<ul style="list-style-type: none"> As outlined above, the total traffic generated by the development proposed within Mod 5 will not change by virtue of the total traffic generation approved under Condition B7A.

Name Withheld	<ul style="list-style-type: none"> • Difficulty finding analysis the development will have on mosquito population. 	<ul style="list-style-type: none"> • This Mod does not modify the boundaries of the residential precincts and thus no residential lot is located in closer proximity to the known mosquito populations. Reference is also made to the fact the proposal adheres with the mosquito impact assessment lodged with the Concept Plan and accompanying the Mod documentation.
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We trust this is the necessary information required for the Department to finalise the assessment of this Section 75W Modification to MP07_0026. However should you have any questions regarding this matter, please do not hesitate contacting Damian Chapelle of this office.

Yours sincerely,

NEWTON DENNY CHAPELLE



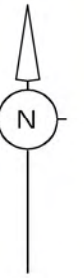
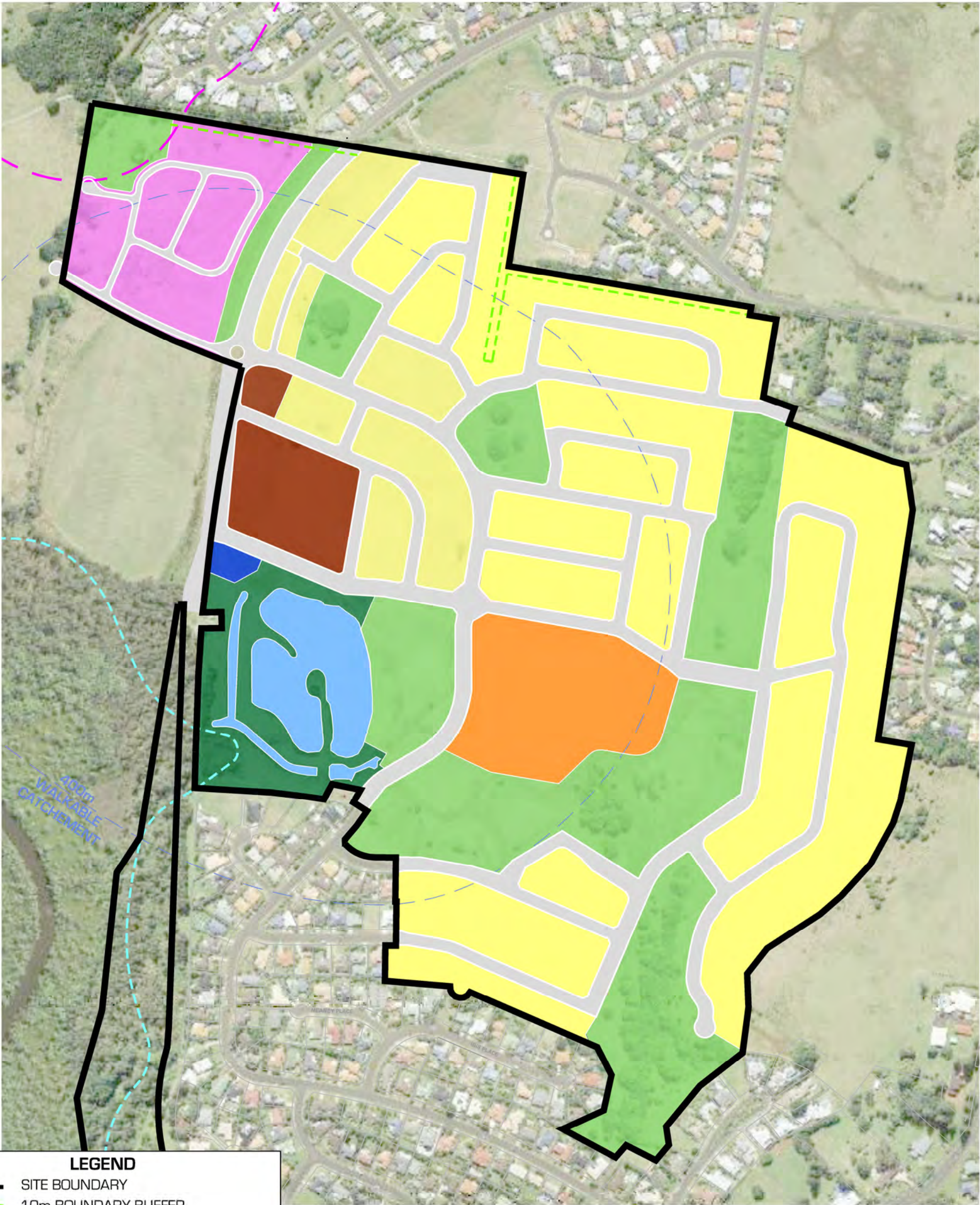
DAMIAN CHAPELLE

Town Planner. BTP. CPP.

ATTACHMENT 1

Plan Set

Newton Denny Chapelle



LEGEND

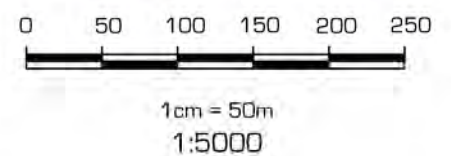
- SITE BOUNDARY
- - - 10m BOUNDARY BUFFER
- COMMUNITY USE
- - - SEPP 14 WETLAND
- - - 100m SEPP 26 BUFFER
- RETIREMENT COMMUNITY
- FUTURE RESIDENTIAL
- CONSERVATION / PARK / OPEN SPACE
- NEIGHBOURHOOD CENTRE
- RESIDENTIAL
- DRAINAGE RESERVE

SOURCE:

Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1019 Illustration C1 - Concept Plan Date October 2012.

NOTE:

This preliminary layout has been completed in accordance with the instructions provided by Epiq Lennox Head. In this respect preliminary desktop data has been used to form this layout. The final layout is subject to the completion of a detailed survey & engineering plans. Accordingly, the conclusions reached within this report may be modified by the author upon the completion of the final design plans & site inspection. Newton Denny Chapelle accepts no responsibility for any loss or damage suffered, however so arising, to any person or corporation who may use or rely on this report.



REV	DATE	AMENDMENT
A	16.11.16	
B	17.01.17	10m BUFFER
C		
D		
E		

SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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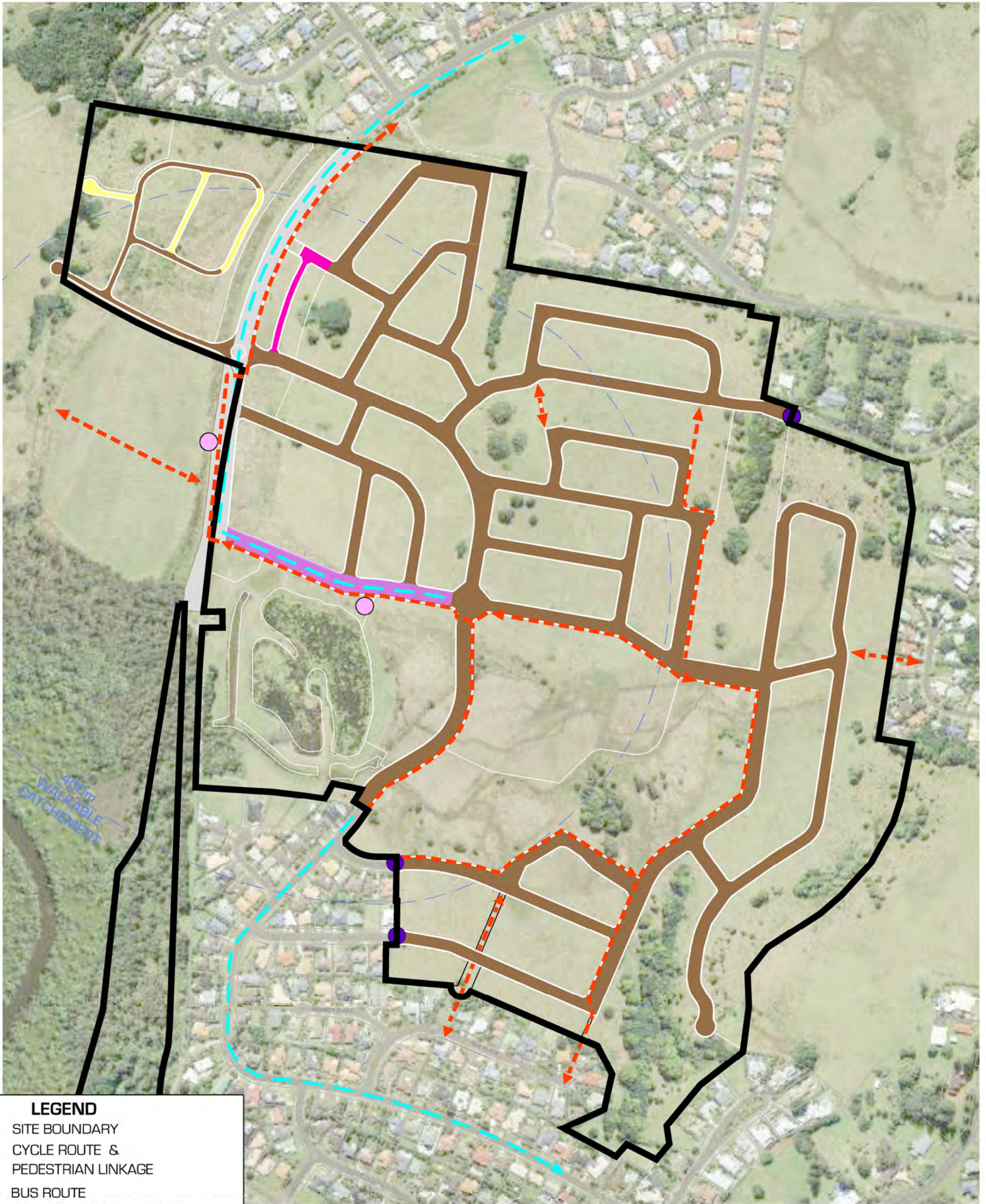
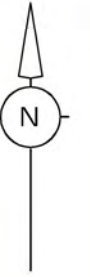
NDC
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CASINO 100 Barker St. Casino 2470 PH: 6662 5000
ABN: 86 220 045 469

EPIQ LENNOX HEAD ILLUSTRATION C1 - CONCEPT PLAN

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

DATE: 17.01.17
SCALE: 1 : 4000 @ A3

REF: 14/351
DRAWN: bk



LEGEND

- SITE BOUNDARY
- - -> CYCLE ROUTE & PEDESTRIAN LINKAGE
- - -> BUS ROUTE
- NORTHERN RIVERS GOVERNMENT LOCAL STREET
- NORTHERN RIVERS GOVERNMENT ACCESS STREET
- NORTHERN RIVERS GOVERNMENT COLLECTOR STREET
- 6m WIDE LANE
- MIN. 8m WIDE ROAD RESERVE
- HUTLEY DRIVE
- THRESHOLD TREATMENT
- INDICATIVE BUS STOP LOCATION

SOURCE:

Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1028
Illustration C6 - Movement Network Dated: October 2012.

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0 50 100 150 200 250
1cm = 50m
1:5000

REV	DATE	AMENDMENT
A	16.11.16	
B	09.01.17	REMOVE LEGEND - GEOLINK, ROAD CHARACTERS
C	16.01.17	COLOUR OF CYCLE ROUTE & PEDESTRIAN LINK
D		
E		

SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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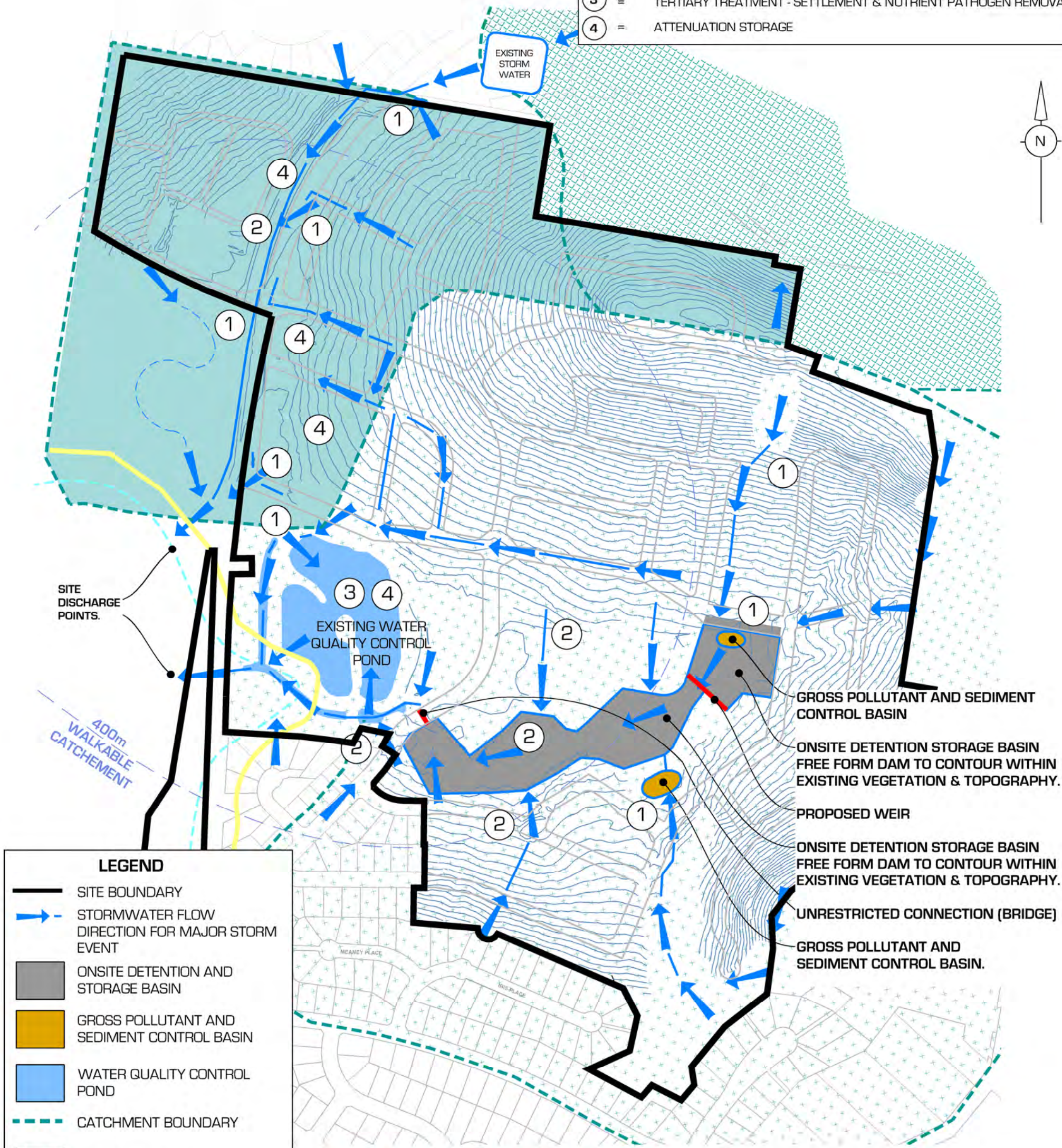
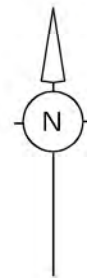
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EPIQ LENNOX HEAD
ILLUSTRATION
C6 - MOVEMENT NETWORK
CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW
REV C

DATE: 16.01.17
SCALE: 1 : 4000 @ A3
REF: 14/351
DRAWN: bk

WATER SENSITIVE URBAN DESIGN (WSUD) SYSTEMS

- 1 = PRIMARY TREATMENT - GROSS POLLUTANT TRAPS SILT SETTLEMENT.
2 = SECONDARY TREATMENT - INFILTRATION & NUTRIENT STRIPPING VIA SWALES, BROOKS & PERMEABLE PAVEMENTS.
3 = TERTIARY TREATMENT - SETTLEMENT & NUTRIENT PATHOGEN REMOVAL
4 = ATTENUATION STORAGE



LEGEND

- SITE BOUNDARY
→ STORMWATER FLOW DIRECTION FOR MAJOR STORM EVENT
— ONSITE DETENTION AND STORAGE BASIN
— GROSS POLLUTANT AND SEDIMENT CONTROL BASIN
— WATER QUALITY CONTROL POND
--- CATCHMENT BOUNDARY
+ CATCHMENT '1'
+ CATCHMENT '2'
+ CATCHMENT '3'
--- SEPP 14 BOUNDARY
--- SEPP 14 - 50m BUFFER

SUBJECT TO DETAILED DESIGN

SOURCE:
Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1027
Illustration C7 - Stormwater Concept Plan Dated: 28 June 2010.

NOTE:

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0 50 100 150 200 250
1cm = 50m
1:5000

REV	DATE	AMENDMENT
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E		

SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

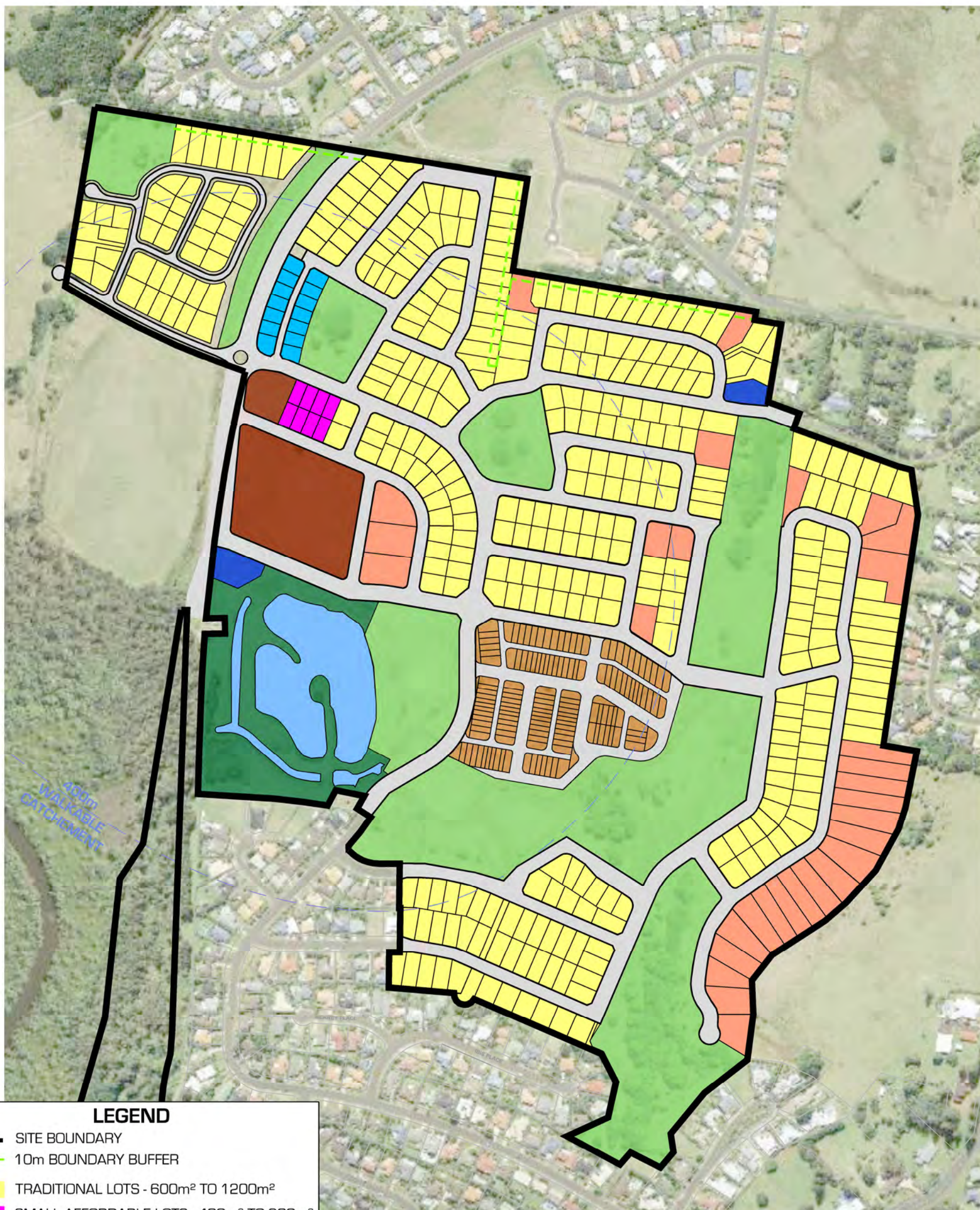
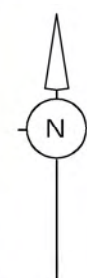
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EPIQ LENNOX HEAD ILLUSTRATION
C7 - STORMWATER CONCEPT
PLAN

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

DATE: 16.11.16 REF: 14/351
SCALE: 1 : 4000 @ A3 DRAWN: bk



LEGEND

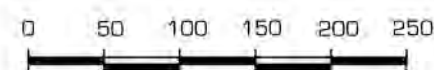
- SITE BOUNDARY
- - - 10m BOUNDARY BUFFER
- TRADITIONAL LOTS - 600m² TO 1200m²
- SMALL AFFORDABLE LOTS - 400m² TO 600m²
- LARGE LOTS - >1200m²
- INDEPENDENT / ASSISTED UNITS AND RETIREMENT COURT YARD LOTS
- PARK COURT LOTS - 400m² - 600m²
- CONSERVATION / PARK / OPEN SPACE
- DRAINAGE RESERVE
- COMMUNITY USE
- NEIGHBOURHOOD CENTRE

SOURCE:

Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1028
Illustration C6 - Movement Network Dated: August 2012.

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1 cm = 50m
1:5000

REV	DATE	AMENDMENT
A	16.11.16	
B	17.01.17	10m BUFFER
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D		
E		

SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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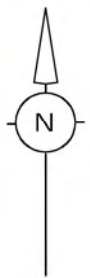
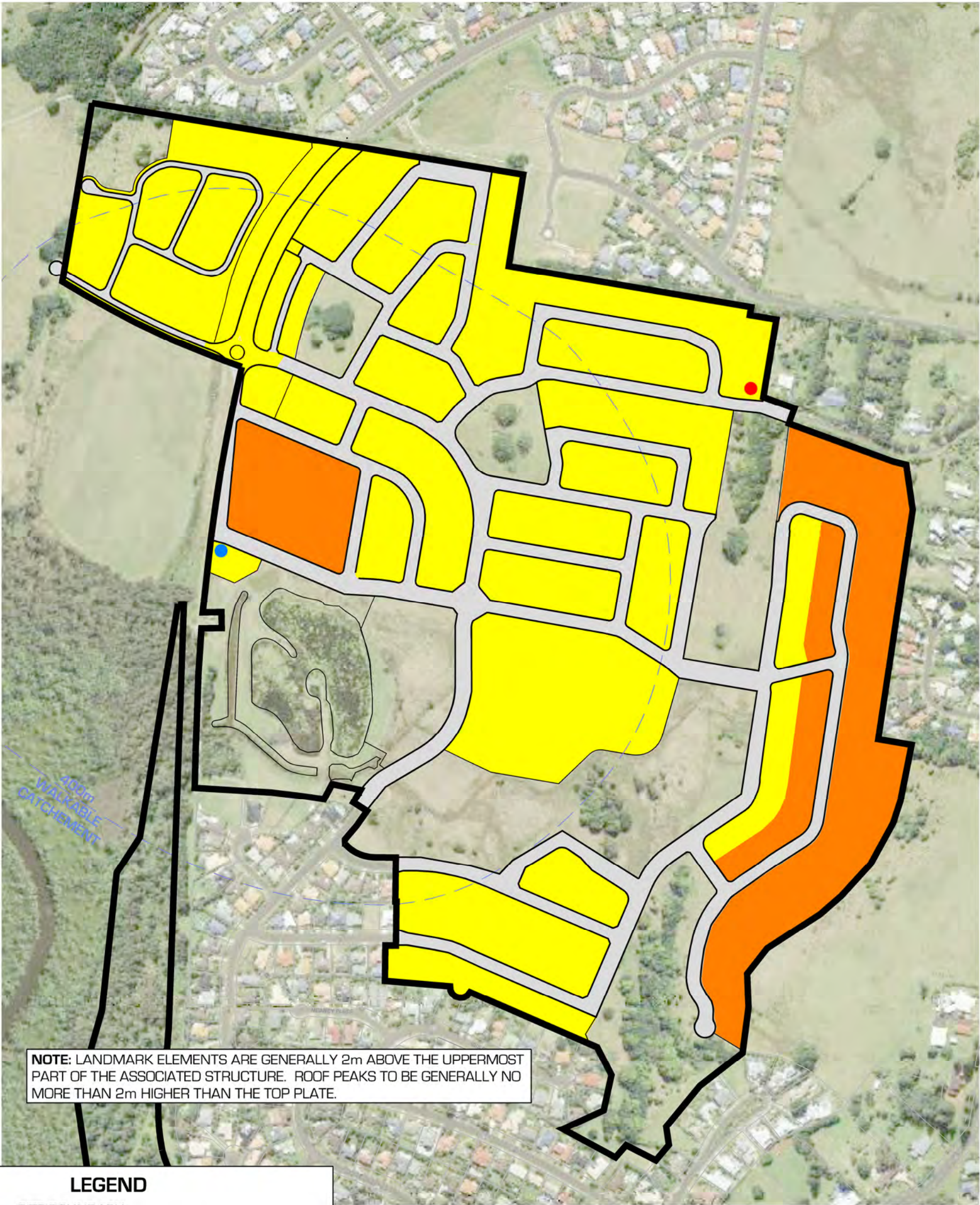
EPIQ LENNOX HEAD ILLUSTRATION C8 - LOT TOPOGRAPHIES

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

REV B

DATE: 17.01.17
SCALE: 1 : 4000 @ A3

REF: 14/351
DRAWN: bk



LEGEND

- SITE BOUNDARY
- LANDMARK ELEMENTS - 9m
- RESERVOIR EXCLUDED FROM BUILDING HEIGHT
- 2 STOREY WITH 8.5m MAX HEIGHT
- 2 STOREY WITH 8.5m MAX HEIGHT WHERE ENCROACHMENT OVER 8.5m WILL BE CONSIDERED.

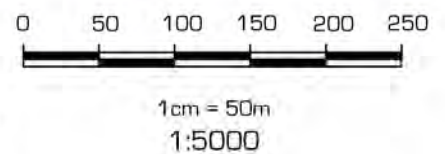
NOTE - HEIGHT MEASURED FROM NATURAL SURFACE LEVEL TO HIGHEST PART OF THE BUILDING

SOURCE:

Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1030
Illustration C9 - Building Height Plan Dated: August 2012.

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SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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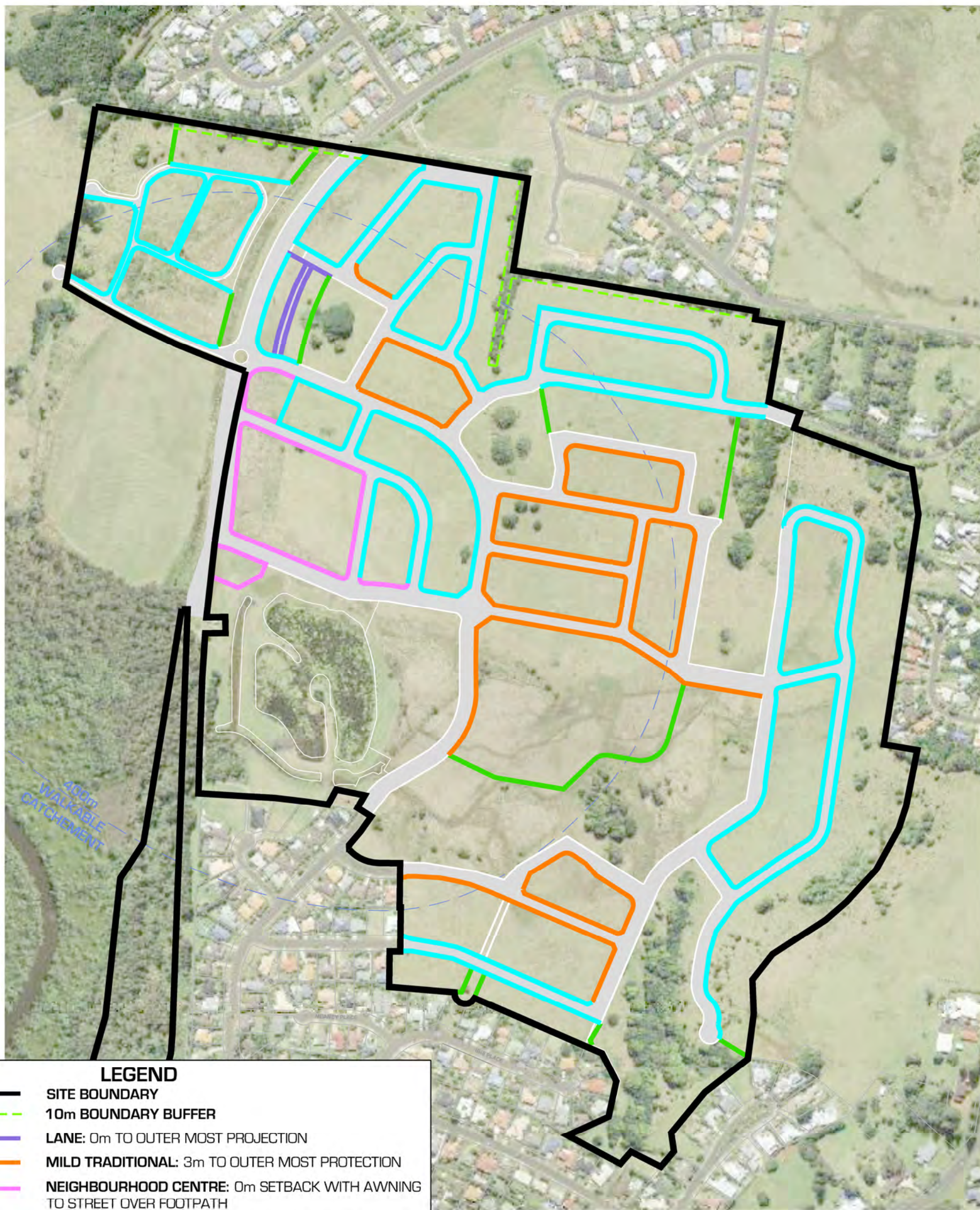
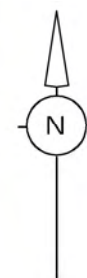
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CASINO 100 Barker St. Casino 2470 PH: 6662 5000
ABN: 86 220 045 469

EPIQ LENNOX HEAD ILLUSTRATION C9 - BUILDING HEIGHTS

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

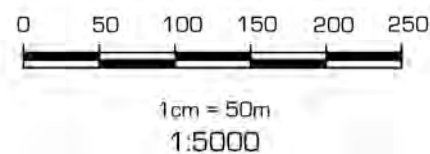
DATE: 16.11.16
SCALE: 1 : 4000 @ A3

REF: 14/351
DRAWN: bk



LEGEND

- SITE BOUNDARY**
- 10m BOUNDARY BUFFER**
- LANE: 0m TO OUTER MOST PROJECTION**
- MILD TRADITIONAL: 3m TO OUTER MOST PROTECTION**
- NEIGHBOURHOOD CENTRE: 0m SETBACK WITH AWNING TO STREET OVER FOOTPATH**
- PARK EDGE HOUSING: 2m TO OUTER MOST PROJECTION**
- PARK EDGE TOWN CENTRE: 0m TO OUTER MOST PROJECTION**
- TRADITIONAL: 6m TO OUTER MOST PROJECTION**



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SOURCE:

Plans prepared by geolink - Pacific Pines Estate - Lennox Head
1675 - 1031 Illustration C10 - Setback Plan Dated: August, 2012.

REV	DATE	AMENDMENT
A	16.11.16	
B	17.01.17	10m BUFFER
C		
D		
E		

SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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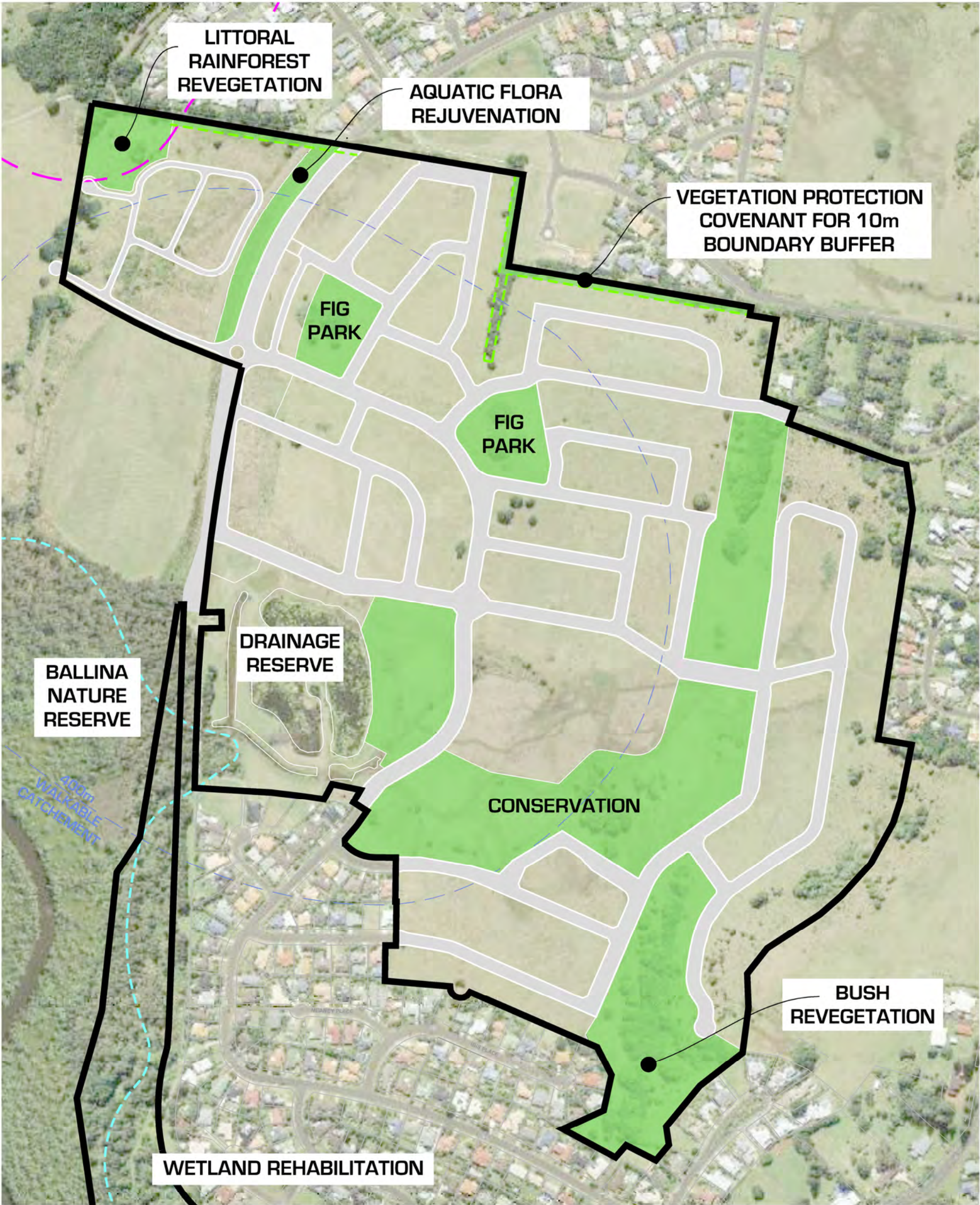
EPIQ LENNOX HEAD ILLUSTRATION C10 - SETBACK

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

REV B

DATE: 17.01.17
SCALE: 1 : 4000 @ A3

REF: 14/351
DRAWN: bk

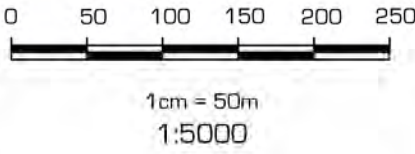


LEGEND

- SITE BOUNDARY
- 10m BOUNDARY BUFFER
- SEPP 14 WETLAND
- 100m SEPP 26 BUFFER
- GREEN SPACE
- CONSERVATION ZONE

SOURCE:
Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1032
Illustration C11 - Conservation Zone Plan Dated: August, 2012.

NOTE:
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REV	DATE	AMENDMENT
A	16.11.16	
B	17.01.17	10m BUFFER
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SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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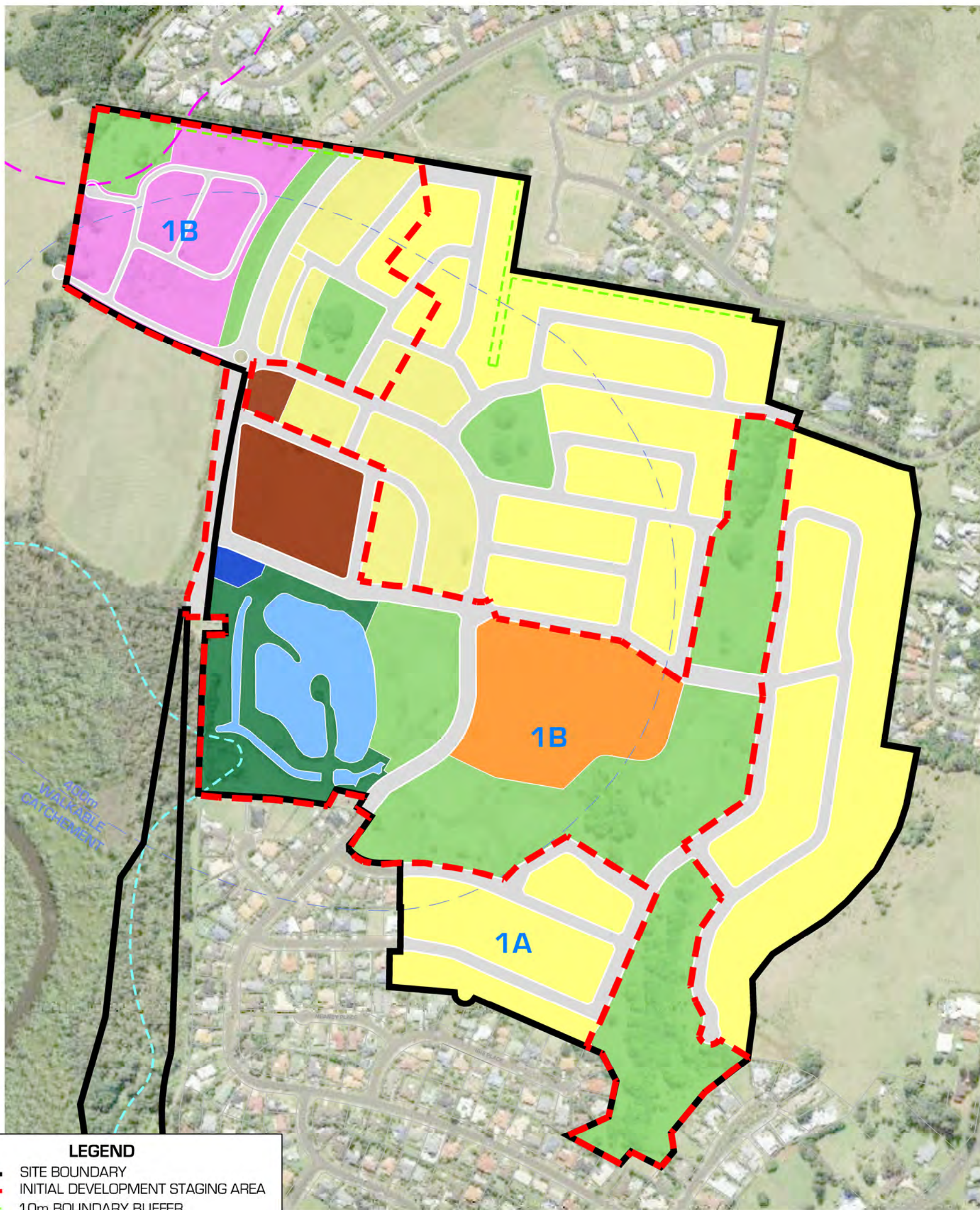
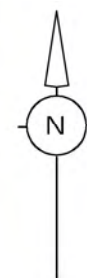
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EPIQ LENNOX HEAD
ILLUSTRATION
C11 - CONSERVATION ZONE

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

DATE: 17.01.17
SCALE: 1 : 4000 @ A3

REF: 14/351
DRAWN: bk



LEGEND

- SITE BOUNDARY
- INITIAL DEVELOPMENT STAGING AREA
- 10m BOUNDARY BUFFER
- SEPP 14 WETLAND
- 100m SEPP 26 BUFFER
- RETIREMENT COMMUNITY
- FUTURE RESIDENTIAL
- CONSERVATION / PARK / OPEN SPACE
- NEIGHBOURHOOD CENTRE
- RESIDENTIAL
- DRAINAGE RESERVE
- COMMUNITY USE

SOURCE:

Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1025 Illustration P1 Stage 1 project Application Plan Date October 2012.

NOTE:

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0 50 100 150 200 250
1cm = 50m
1:5000

REV	DATE	AMENDMENT
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B	17.01.17	10m BUFFER
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SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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EPIQ LENNOX HEAD ILLUSTRATION P1 - STAGE 1 PROJECT APPLICATION PLAN

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

DATE: 17.01.17
SCALE: 1 : 4000 @ A3
REF: 14/351
DRAWN: bk



LEGEND

- | | | | |
|--|-------------------------------------|--|-------------------|
| | EXISTING VEGETATION TO BE RETAINED | | BOUNDARY |
| | NEW NATIVE PLANTINGS | | BOUNDARY STAGE 1A |
| | MAJOR STREET TREE / AVENUE PLANTING | | BOUNDARY STAGE 1B |
| | DRAINAGE PONDS AND CREEKS | | BINS |
| | PEDESTRIAN / CYCLE PATHS | | FOUNTAINS |
| | SITE BOUNDARY | | BENCHES |
| | | | BIKE RACKS |

NOTE:

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SOURCE:
Plans prepared by geolink - Pacific Pines Estate - Lennox Head
Illustration C2 - green network plan Date: 17 July 2012

SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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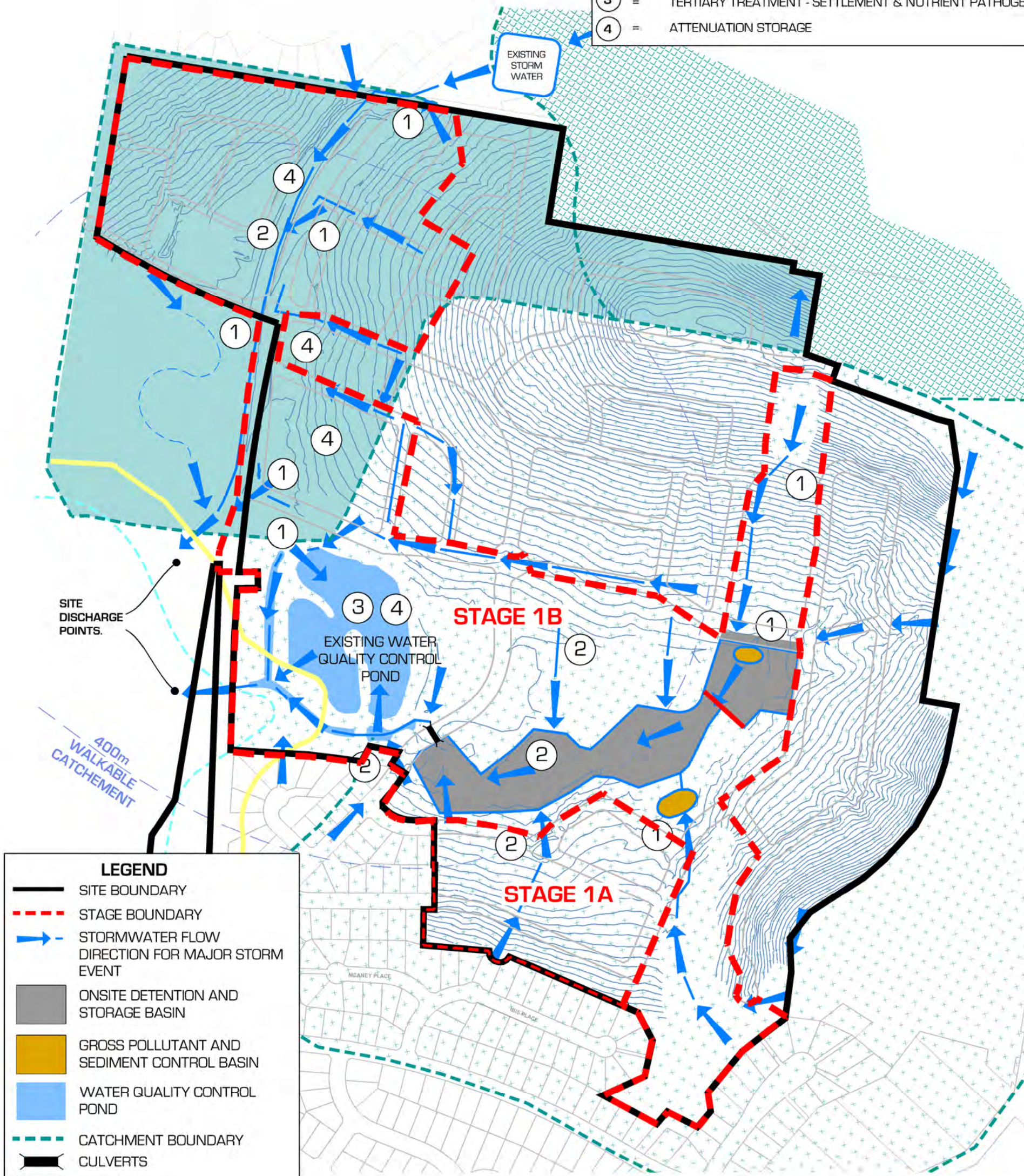
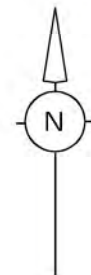
EPIQ LENNOX HEAD
ILLUSTRATION P3
STAGE 1 LANDSCAPE PLAN

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

DATE: 16.11.16 REF: 14/351
SCALE: 1 : 4000 @ A3 DRAWN: bk

WATER SENSITIVE URBAN DESIGN (WSUD) SYSTEMS

- 1 = PRIMARY TREATMENT - GROSS POLLUTANT TRAPS SILT SETTLEMENT.
- 2 = SECONDARY TREATMENT - INFILTRATION & NUTRIENT STRIPPING VIA SWALES, BROOKS & PERMEABLE PAVEMENTS.
- 3 = TERTIARY TREATMENT - SETTLEMENT & NUTRIENT PATHOGEN REMOVAL
- 4 = ATTENUATION STORAGE



LEGEND

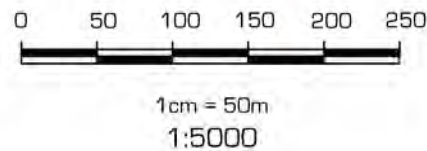
- SITE BOUNDARY
- STAGE BOUNDARY
- STORMWATER FLOW DIRECTION FOR MAJOR STORM EVENT
- ONSITE DETENTION AND STORAGE BASIN
- GROSS POLLUTANT AND SEDIMENT CONTROL BASIN
- WATER QUALITY CONTROL POND
- CATCHMENT BOUNDARY
- CULVERTS
- CATCHMENT '1'
- CATCHMENT '2'
- CATCHMENT '3'
- SEPP 14 BOUNDARY
- SEPP 14 - 50m BUFFER

SOURCE:

Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1027
Illustration C7 - Stormwater Concept Plan Dated: 28 June 2010.

NOTE:

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SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

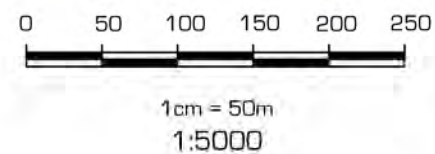
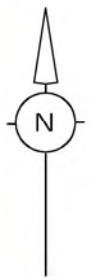
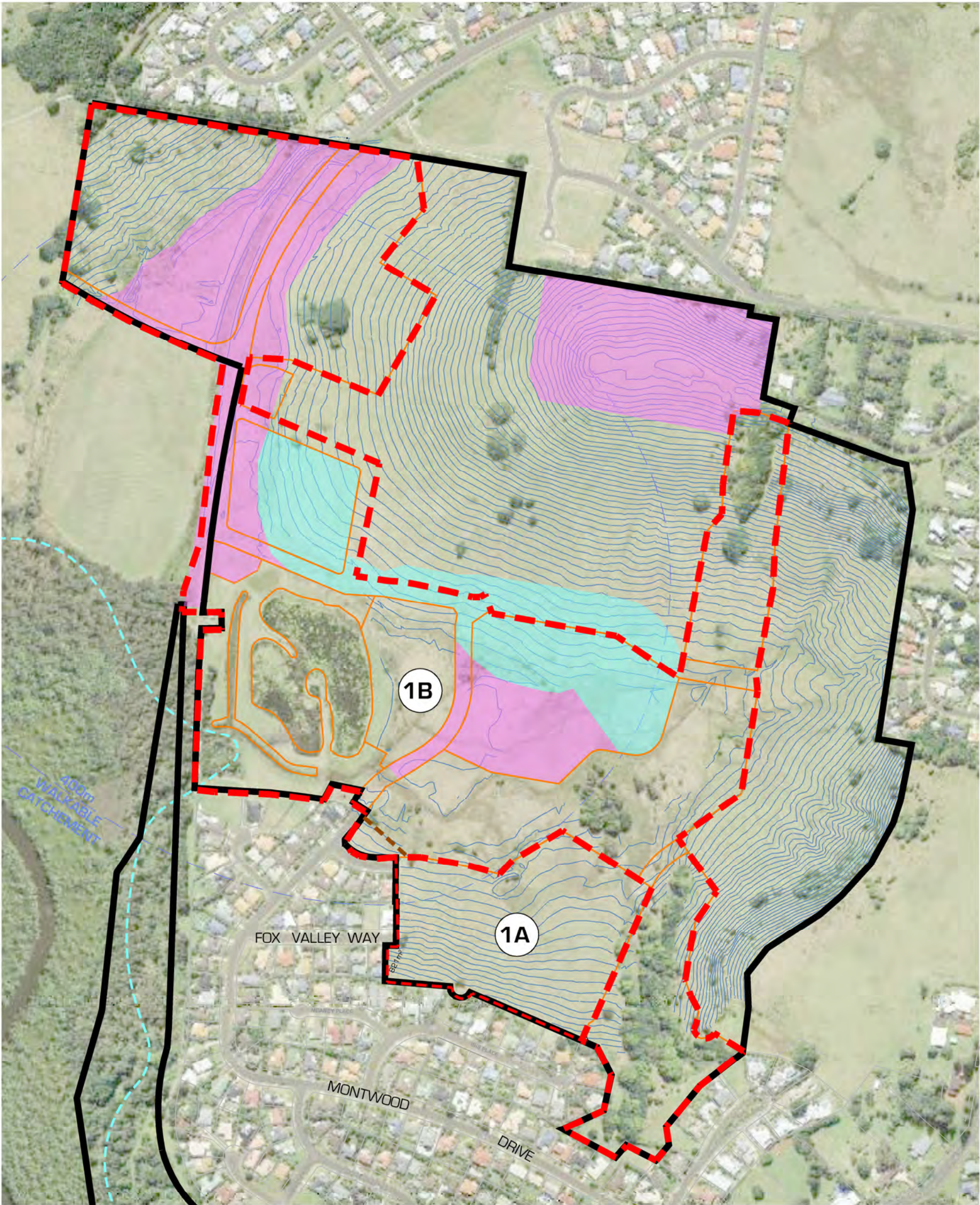
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EPIQ LENNOX HEAD ILLUSTRATION
P4 - STAGE 1 STORMWATER
CONCEPT PLAN

CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW

DATE: 16.11.16 REF: 14/351
SCALE: 1 : 4000 @ A3 DRAWN: bk



LEGEND	
	SITE BOUNDARY
	STAGE BOUNDARY
	SUPERLOT BOUNDARY
	PROPOSED SEWER
	PREVIOUSLY APPROVED
	ADDITIONAL REQUIRED

SOURCE:
Plans prepared by geolink - Pacific Pines Estate - Lennox Head 1675 - 1034
Illustration P5 - Illustration P5 Stage 1 Proposed Bulk Earthworks Date: August 2012

NOTE:
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SOURCE PLAN: www.maps.six.nsw.gov.au - accessed 14.11.16

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ABN: 86 220 045 469

EPIQ LENNOX HEAD
ILLUSTRATION P5 - STAGE 1
PROPOSED BULK EARTHWORKS
CLIENT: CLARENCE PROPERTY CORPORATION
LOCATION: LOT 234 DP1104071
LENNOX HEAD NSW
DATE: 16.11.16
SCALE: 1 : 4000 @ A3
REF: 14/351
DRAWN: bk

ATTACHMENT 2

Memorandum

Location IQ

To: Damian Chapelle, Newton Denny Chapelle

From: Philippa Curtis, Associate Director, Location IQ

Date: 18th January 2017

Subject: **Epiq Lennox, New South Wales**

The purpose of this memo is to provide further supporting information to the Economic Impact Assessment dated November 2016 for the planned Epiq Lennox, in the context of the commercial hierarchy policy provisions under the Lennox Head Community Aspirations Strategic Plan (2002). Specifically, in relation to the difference in the trade area of the proposed Epiq Lennox Shopping Centre as defined by Location IQ and the Study Area outlined in Council's policy documents.

It is important to note that regardless of the trade area definition, the conclusions of the Economic Impact Assessment (November 2016) remain consistent.

Trade Area Definition Comparison

Map 1 compares the Location IQ and the Lennox Head Community Aspirations Strategic Plan (Council) defined trade areas. As shown, the Council defined trade area encompasses the townships of Lennox Head and Skennars Head.

The Location IQ defined trade area has been defined to include one primary sector and one secondary sector, as follows:

- The **primary sector** extends some 6 km to the north of the site and includes Lennox Head, Skennars Head and parts of Broken Head.

- The **secondary sector** includes areas immediately to the east and the west of the Pacific Motorway and mainly consists of rural residential land. The secondary sector extends 10 km north to south and 8 km east to west.

This trade area has been defined based on a number of factors including the existing provision of retail facilities, with those residents in the Broken Head and secondary sector (which are excluded from the Council defined Study Area) having limited access to convenient supermarket facilities currently. The proposed supermarket development at Epiq Lennox would provide the closest supermarket offer to these residents.

Trade Area Population Comparison

Table 1 compares the current and projected population for the Location IQ defined trade area and the Council defined Study Area.

Key points to note are as follows:

- The Location IQ defined main trade area population is currently estimated at 9,690 and is projected to increase to 12,690 by 2026.
- The population of the Council defined Study Area is currently 6,940 and is projected to increase to 9,840 by 2026.
- While the size of the Location IQ main trade area is larger than that of the Council defined Study Area, the majority of future population growth in the region will be driven by the Epiq residential development (500 dwellings to be development over the next 5 – 10 years) which is located centrally within both trade areas. As such, the net increase in population in both trade areas over the 2016-26 period is similar at around 2,900 - 3,000. Regardless of the trade area definition, this is the core customer to be served.

Implications for Market Potential of Retail Facilities

Typically a catchment population of approximately 8,000 – 9,000 residents is required to support a major full-line supermarket (3,200 sq.m or larger).

Taking into account the above information, one major full-line supermarket could be supported by around 2018/19 based on either the LIQ or Council defined trade area, with future population growth (driven by the Epiq development) anticipated over the period to 2026.

On this basis, the scale of the proposed retail facilities at the Epiq Lennox development of 4,870 sq.m (including a full-line supermarket of 3,400 sq.m) is appropriate to serve the convenience needs of the local catchment.

Other Considerations

The Lennox Head Community Aspirations Strategic Plan (2002) concludes that the *“Lennox Head Village Commercial Centre currently plays an important role in the social, economic and community life of Lennox Head and should continue to do so in the future.”* As such, the report suggests that the *“Village Centre should remain the main commercial area in Lennox Head with other commercial areas being lower in the retail hierarchy. Large supermarkets and malls should be provided in Ballina.”* Key points to note include:

- The Lennox Head Community Aspirations Strategic Plan was released in 2002. Over the last 15 years, retail formats have evolved with supermarkets generally increasing in size, with smaller format operators such as Franklins and Bi Lo exiting the market.
- The Village Centre is generally food catering and services oriented, benefitting from its coastal location. As such, this area has evolved to largely be a destination for both the broader local and tourist market. This retail offer would operate at a

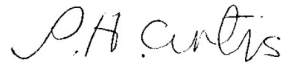
different level in the retail hierarchy to the proposed convenience retail facilities proposed at Epiq Lennox.

- Epiq Lennox is purely focussed on serving the convenience needs of local residents, and as such, it is reasonable to expect that a convenience based retail offer is provided in close proximity to residents.
- The Village Centre would be unlikely to be able to physically accommodate a major full-line supermarket.
- Currently there are no major full-line supermarket facilities provided within the main trade area, with the closest facilities provided at Ballina, which is a 20 km round trip. On this basis, it would be reasonable for supermarket facilities to be provided within the main trade area to keep residents shopping locally.
- Over the past decade, there has been an increasing trend towards convenience shopping. This trend has been largely driven by broader social trends that have resulted in consumers becoming more time poor. These social trends include:
 - o Longer working hours.
 - o An increase in the number of women in the labour force.
 - o Time pressures are ranked at the top of the list of issues that consumers face when undertaking their regular food and grocery shopping.

As a result of the increasing time pressures that consumers face when it comes to food and grocery shopping, there is growing demand for convenience shopping facilities to meet the needs of local residents.

I hope this information meets your requirements, please feel free to contact me should you have any further queries.

Yours Sincerely



Philippa Curtis
Associate Director
LOCATION

MAP 1 – LOCATION IQ AND COUNCIL DEFINED TRADE AREA COMPARISON

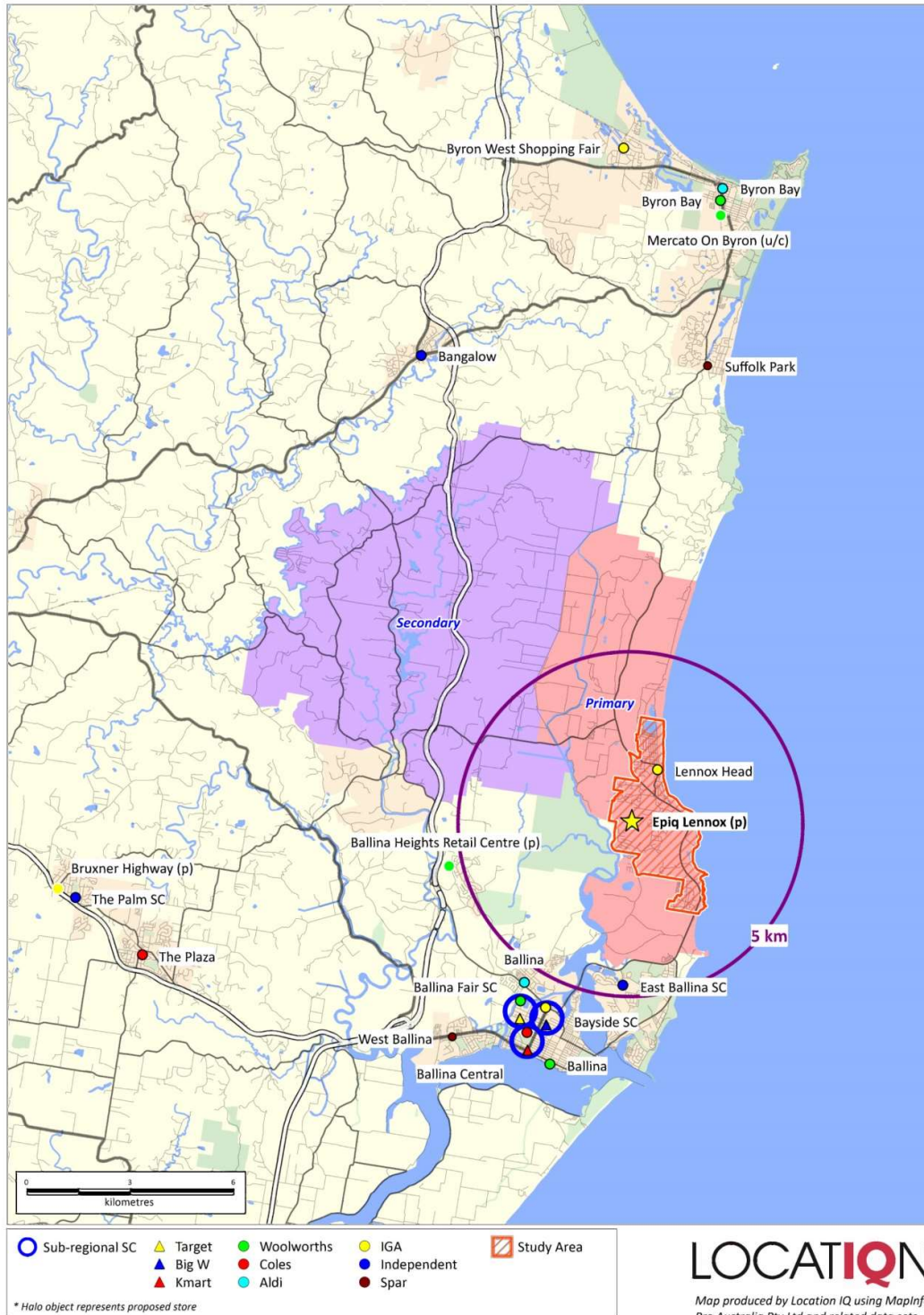


TABLE 1 - LOCATION IQ AND COUNCIL DEFINED TRADE AREA POPULATION PROJECTION COMPARISON, 2006-26

Trade Area Sector	Estimated Resident Population		2016	Forecast Population		
	2006	2011		2019	2021	2026
LIQ Main Trade Area	8,760	9,140	9,690	10,245	11,015	12,690
Council Study Area	6,150	6,490	6,940	7,465	8,215	9,840
Average Annual Change (No.)						
		2006-2011	2011-2016	2016-2019	2019-2021	2021-2026
LIQ Main Trade Area		76	110	185	385	335
Council Study Area		68	90	175	375	325
Average Annual Change (%)						
		2006-2011	2011-2016	2016-2019	2019-2021	2021-2026
LIQ Main Trade Area		0.9%	1.2%	1.9%	3.7%	2.9%
Council Study Area		1.1%	1.3%	2.5%	4.9%	3.7%
<p><i>All figures as at June</i></p> <p><i>All figures are based on 2011 SA1 boundary definition with the exception of 2006 which is based on 2006 CCD boundary definition. 2006 and 2011 ERP is calculated using 2011 enumeration factor.</i></p> <p><i>Sources : ABS; forecast .id</i></p>						