EXECUTIVE SUMMARY

Introduction Section 1

This Report has been prepared for Wagga Wagga City Council (Council) by Leyshon Consulting Pty Ltd. The Report presents the results of a review of retail and commercial centre needs for the City of Wagga Wagga (the City) between 2006-21.

Existing Centres Section 2

Wagga Wagga City has a clear hierarchy of centres with the Wagga Wagga CBD at its apex. The City does not have a suburban sub-regional centre. Two sub-regional scale centres are incorporated within the CBD namely Sturt Mall and Wagga Wagga Marketplace.

Apart from its CBD, the City has a number of suburban centres anchored by supermarkets of various sizes.

Bulky goods retailing is found in a number of locations outside the CBD. The largest bulky goods complex in the City is the Wagga Wagga Homemakers Centre.

Demand Analysis Section 3

The primary trade area (PTA) population is estimated to grow from 59,412 persons in 2006 to 68,275 persons in 2021–an increase of +8,863. The secondary trade area (STA) is forecast to experience population decline falling from 48,870 persons in 2006 to 46,250 persons in 2021–or a loss of -2,620 persons.

For analytical purposes the trade area was classified into a series of subdistricts. Those districts projected to experience the greatest population growth during the period 2006-21 are:

- Southern Growth Area ... +3,097 persons
- Boorooma/Estella ... +2,147 persons
- South West Fringe ... +1,469 persons.

Annual available retail spending in the PTA is projected to be $644.5 million in 2021–an increase of +$163.1 million over 2006 levels ($2006). In the STA in 2021 annual available spending is forecast to be $368.3 million–a rise of only +$7.2 million over 2006 levels ($2006).

Annual available bulky goods spending in the trade area is projected to increase from $270.7 million in 2006 to $326.9 million in 2021–an increase of +$56.2 million ($2006).

EXECUTIVE SUMMARY

Demand Analysis Cont'd

Additional floorspace by major merchandise category required for the trade area as a whole during the forecast period is:

- supermarket ... +7,264 sq.m.
- bulky goods ... +15,749 sq.m.
- other retail ... +13,478 sq.m..

Future Centres Strategy Section 4

The projected growth in available retail spending between 2006-21 will support only a relatively modest expansion of existing centres in the City during this time-frame.

Wagga Wagga CBD/CBD North

The Wagga Wagga CBD/CBD North should continue to be promoted as the predominant retail centre both within the City and within the surrounding region. A modest expansion of retail floorspace in the order of 5,000 to 10,000 sq.m. during the forecast period appears appropriate.

The CBD and the CBD North both contain a significant amount of land zoned for commercial purposes. A substantial amount of this land is currently used for surface car parking although very little involves the levying of actual parking charges.

Council could encourage the intensification of land use in the CBD/CBD North through strategies such as increasing floorspace ratios (FSRs) for key parcels to encourage their redevelopment for retail and commercial purposes.

Neighbourhood Centres

Only modest increases in retail floorspace in existing neighbourhood centres at Tolland, Kooringal, Lake Albert, Ashmont and Turvey Park are envisaged during the forecast time-frame.

Southcity

Southcity has limited potential for future expansion to accommodate a second supermarket as a consequence of the size of the centre's trade area and the competition it faces within that trade area.

EXECUTIVE SUMMARY

Future Centres Strategy Cont'd

Proposed Centres

During the forecast period (2006-21), three new centres will be required within the City.

Although Council has rezoned land in Bourkelands for a small retail centre it likely a more comprehensive neighbourhood centre will be required to service this area. A neighbourhood-scale centre could be developed in the Lloyd/Bourkelands area by 2011 anchored by a 2,500 sq.m. supermarket together with up to 1,000 sq.m. of specialty retailing (eight to 10 shops).

A second new supermarket-anchored centre in the order of 2,800 sq.m. will be required in the Boorooma/Estella area although this will not be viable until sometime between 2016-21.

A third centre at Forest Hill is recommended of around 3,000 sq.m. anchored by a supermarket of up to 2,000 sq.m..

Bulky Goods Retailing

Council has two options basically for the future provision of bulky goods retailing. One is to facilitate "strip-style" bulky goods retailing along parts of the Sturt Highway. The other involves concentrating future bulky goods development on one (or more) sites capable of accommodating a single integrated bulky goods centre.

A location with potential to accommodate a larger integrated bulky goods complex is the area surrounding the intersection of the Sturt Highway and Olympic Way on the western side of the City.

Adopting a strategy which seeks to concentrates bulky goods retailing in one or more locations would require removing the potential for such retailing to be developed in other industrially-zoned areas in Wagga Wagga.

Commercial Floorspace

A new LEP for the City should incorporate provisions to ensure the CBD/CBD North remains the principal location for office-based activities. This could be achieved by limiting the scale of office space permissible in other locations.

EXECUTIVE SUMMARY

Planning Issues Section 5

The Wagga Wagga CBD/CBD North area would be appropriately zoned as B3 Commercial Core under the Template LEP provisions.

Existing suburban centres in the City should be zoned B2 Local Centre. Centres to be zoned B2 would include Kooringal, Southcity and Tolland, Turvey Tops, Lake Albert and Ashmont.

Smaller centres or corner shops with a more restricted catchment (such as the small shop group in Lake Albert Road) would be appropriately zoned as B1 Neighbourhood Centre.

Significant merit appears to exist in Council encapsulating its position concerning the Wagga Wagga retail hierarchy within a specific Development Control Plan.

Public Consultation Section 6

Public comments were received after the Draft Final Report was placed on public exhibition. Responses to these comments are provided in Appendix D to the Report.

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