



Patrick Partners

**Edmondson Park**  
**CENTRES & RETAIL ANALYSIS**  
**FINAL REPORT**

**May 2003**

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**Table of Contents**

<b>1. INTRODUCTION</b> .....	<b>3</b>
<b>2. REGIONAL CONTEXT</b> .....	<b>5</b>
2.1 REGIONAL CENTRES .....	5
2.2 ANALYSIS OF RETAIL CENTRES .....	6
2.3 POPULATIONS & STATUS .....	9
<b>3. THE ROLE OF THE PROPOSED EDMONDSON PARK TOWN CENTRE</b> .....	<b>10</b>
3.1. SCALE OF A TOWN CENTRE FOR EDMONDSON PARK .....	10
3.2. LOCAL AND NEIGHBOURHOOD CENTRES .....	10
3.3. OPPORTUNITIES AND CONSTRAINTS .....	11
3.4. RECOMMENDED STRUCTURE SUPPORT FOR LOCAL CENTRES .....	12
Figure 1 – Centres & Regional Structure .....	6
Figure 2 – Likely Retail Catchment for the Town Centre .....	9
Table 1 – Potential Bringelly Development .....	5
Table 2 – Centres and Anchor Stores .....	8

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## 1. INTRODUCTION

In December 2002, APP commissioned Patrick Partners to undertake an assessment on the potential for retail within the Edmondson Park development area.

Civitas undertook the centres analysis in the context of a broader urban design assessment of the locality.

The purpose of this study is to review the opportunity for retail goods and services, as a consequence of the competitive influences and regional structure, recognising the existing and future populations within the region.

In addition, recommendations regarding urban design and development strategies are made in order to give effect to a desired performance condition for the centres. Whilst it is important to determine the market conditions affecting retail viability, it is essential that these town or village centres become meaningful places that generate a range of activities, only one of which is retail.

Consequently, this Study analyses commercial opportunity, but also makes recommendations as to the appropriate design method required to improve the relevance of centre to its constituent community. In this way we can make a place-based case for retail as an inspirer of centre activities, promoting a more sustainable environment and improved social and economic performance.

The conversion of demand to a retail strategy for each centre is made on a conservative basis. This is because it is important for the retail to perform well if it is to improve the amenity of the centre so as to act as an inspirer of a wider range of activities. Underperforming retail or vacancies are both an economic issue and an amenity issue, as vacant retail stores are unattractive.

The basis for the retail opportunity at the centres is considered in terms of a wider operational brief. Retail is considered both as a utilitarian service (i.e. delivers goods and services) as well as a potential inspirer of active and attractive public domain.

The urban design and architecture, the public domain focus of the retail buildings, plus the management of movement systems and car parking, are instrumental in generating a sense of place, where the retail serves to provide a large component of the public domain activity.

It is therefore important that the wider planning implications of the two roles of retail are understood, and that the conversion of these retail estimates into strategies or planning instruments, do not simply generate zoning plans. Such plans are incapable of delivering good public realm and the

opportunity for sustainable outcomes focused on a wider use profile and excellence in design will be lost.

## 2. REGIONAL CONTEXT

### 2.1 Regional Centres

The site is located between the regional centres of Liverpool and Campbelltown.

This report assumes a future competitive centre at Bringelly, which could have the following development scenarios.

Table 1 – Potential Bringelly Development

Scenario	Residential (dwellings)	Commercial (m <sup>2</sup> )	Retail (m <sup>2</sup> )	Industrial (m <sup>2</sup> )
Low	20,000	40,000	60,000	20,000
Medium	30,000	60,000	100,000	30,000
High	50,000	100,000	200,000	50,000

Source: Maunsell 'Edmondson Park Transport Study'

Figure 1 – Centres & Regional Structure



Plan prepared by Civitas Partnership

## 2.2 Analysis of Retail Centres


Analysis of retail status for the centres in the region (Figure 2) also demonstrates the retail status of each centre.

Retail anchors have been used in this study to also define the commercial and community role of the town and village centres within the site.

The basis of the catchment analysis for the retail component of the proposed Edmondson Park Town Centre is as follows:

- “Natural” movement in the area is northward for goods and services and therefore people are less likely to journey “counter-flow”. This means that the catchment runs short north east and long south west.
- The centres of Liverpool and Campbelltown represent the major regional destinations, along with possibly Bringelly in the future.
- Casula Mall limits the extent of the retail catchment to the north.
- Direct and easy access between Minto, Ingleburn and Macquarie Fields will support the existing role of these centres. The supermarket component of the proposed Edmondson Park Centre is not convenient for existing residents in these centres.
- Projected growth in the proposed Edmondson Park Town Centre catchment provides all the necessary population for the town centre (it does not need to cater to existing populations).

Table 2 – Centres and Anchor Stores

	SUBURBS	TYPE	SUPERMARKETS				DEPARTMENT STORES		DISCOUNT ( DEPARTMENT) STORES					CINEMAS	
							DAVID JONES								DUMARESQ STREET CINEMAS
1	Liverpool	Shopping Centre	●	●		●		●		●	●			●	
2	Casula	Shopping Centre	●			●			●				●		
3	Macquarie Fields	Shopping Centre	●	●	●	●					●				
4	Ingleburn	Shopping Centre		●									●		
5	Minto	Street Mall	●										●		
6 / 7	Campbelltown	Street Mall / Shopping Centre	●	●	●	●		●		●	●	●	●	●	●
8	Narellan	Shopping Centre		●	●					●					
9	Cairnes Hill	Shopping Centre		●											
10	Miller	Shopping Centre		●											

Source: Civitas Partnership

2.3 Populations & Status

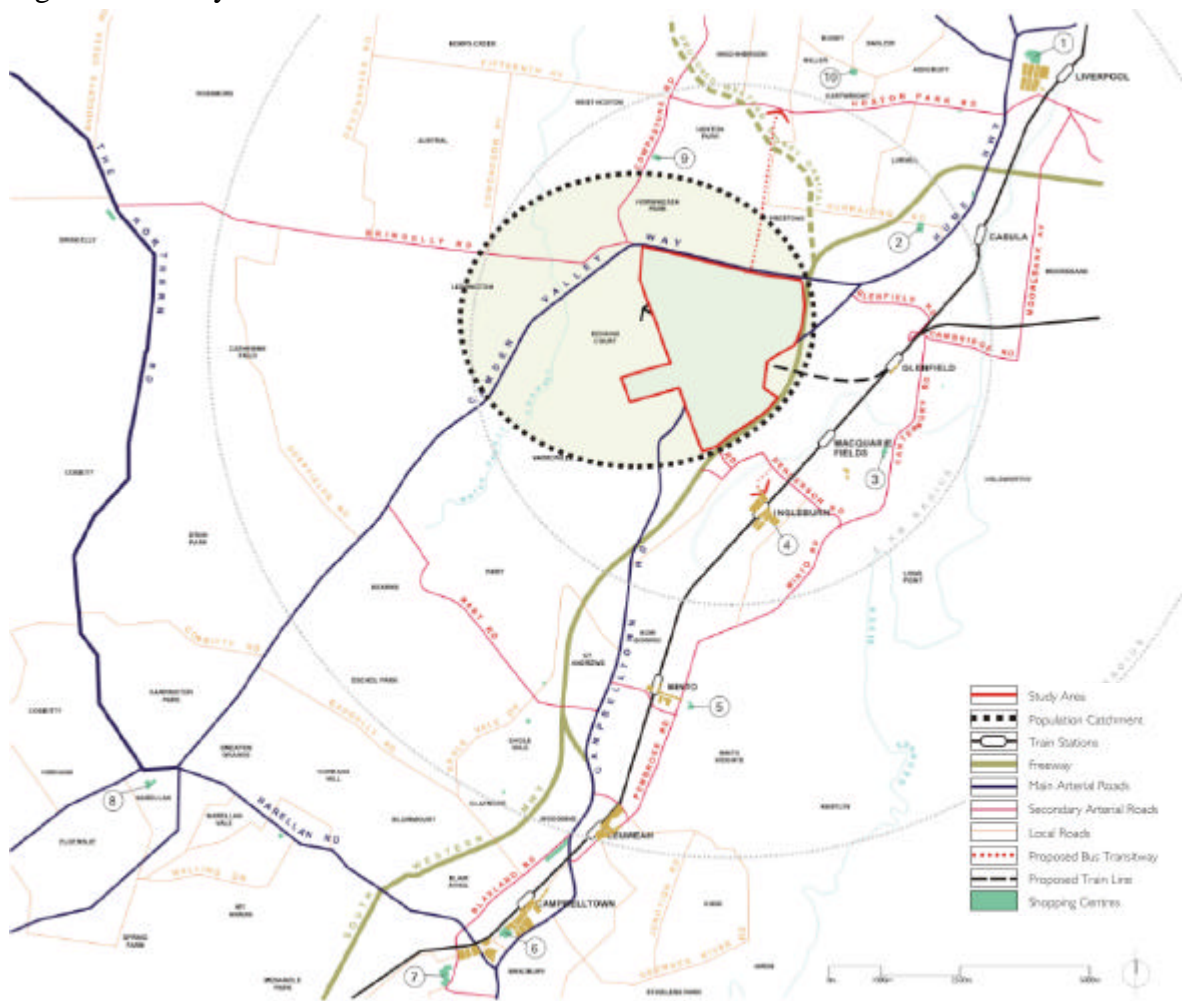
The area under covered by the master plan is approximately 800 hectares.

It is assumed that this development area alone will yield a population of approximately 30,500 people.

The retail catchment for the town centre generally runs south and west of the site, influenced by convenience centres to the east and the District shopping centre of Casula to the north. It is estimated that the retail catchment outside the study area is 21,700 people. The population catchment for Edmondson Park (as defined Figure 2) is projected to total 52,200 people, when the estimated site population of 30,500 is added.

The following plan illustrates the likely population catchment for the retail component.

Figure 2 – Likely Retail Catchment for the Town Centre



Plan prepared by Civitas Partnership

### 3. THE ROLE OF THE PROPOSED EDMONDSON PARK TOWN CENTRE

#### 3.1. Scale of a Town Centre for Edmondson Park

Generally, the following represents “trigger” populations for retail anchor stores:

<b>Major Retail Anchor</b>	<b>Trigger Population</b>
Supermarket (small to mid)	5,000 people
Supermarket (full service)	10,000 people
Discount Department Store	40,000 people

At 52,000 people, Edmondson Park Town Centre can operate as a District centre of 25,000 – 30,000 sqm, with two supermarkets and one discount department store as the core retail component. This means that three mixed-use superblocks are needed within the town centre in order to support an orderly development. The combined area of the Speciality Shops in the Town Centre would be in the order of 10,000 to 15,000 sqm.

This makes the retail component of the town centre competitive with Casula and Minto. However both these centres are shopping malls, not mixed-use town centres with a wider variety of activities and a level of housing density.

#### 3.2. Local and neighbourhood centres

Local centres are not designed to act competitively with supermarket based centres such as say the proposed town centre. Rather they provide a short-term provision alternative for local community who otherwise would have to make a larger time and cost investment to visit the larger centre.

The centres serve a number of other functions.

- As locations for public transport stops.
- As conservers of energy usage.
- As locations for jobs.
- As locations for post boxes and public telephones.
- As focus areas defining the core of the neighbourhood.
- As provision resources for local schools.

- As drop off points for e-shopping.
- Providing a degree of independence to those who do not drive.
- As meeting and gathering places for members of the community (especially young people).
- As catalysts to increase the level of public transport usage<sup>1</sup>.
- As catalysts to improve community health through the encouragement of walking<sup>2</sup>.

As locations for public transport stops, the centres provide shelter and daily provisions pre or post trip. They also act as kiss and ride locations for a range of residents and in particular, children.

As focus points for the neighbourhood they act as gathering places for local communities and in particular for young people. One of the major planning issues for young people is the level of self-sovereignty that they are able to create for themselves. This is an important issue if young people must leave their residential community in order to undertake activities. Lack of self-sovereignty is a major issue behind crimes against property.

### 3.3. Opportunities and Constraints

#### 3.3.1. Train Line

The location of the train line is a fundamental issue for the layout of the core town centre area as well as town centre supportive development. Even if the rail and station are located in a cutting, the most appropriate location for the town core retail is on one side of the rail line.

#### 3.3.2. Bus Priority Corridor

The bus priority corridor provides some support to potential neighbourhood centres to the west. The corridor priority should not continue down the main street of the town centre, but may continue one street back from main street.

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<sup>1</sup> California EPA Air Resources Board, 1994 – these studies showed that people will walk twice as far to use public transport if retail is found somewhere along the journey.

<sup>2</sup> See Victorian Government studies on comparative health of Melbourne neighbourhoods.

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### 3.3.3. Environmental Constraints

Approximately 30% of the site has high environmental value and has to be confined in conservation areas. A riparian corridor following Maxwell Creek and linking the main eastern and western conservation patches is located north of the intersection of the rail line and the Bus Priority Corridor. This constraint limits the availability of developable land within 1 kilometre of the train station to approximately 70% of the full potential.

Amenity afforded by the environmental corridor will be important to the assist the town to generate density of housing and commerce. Therefore an urban relationship between the land uses, the built environment and the corridor will be extremely important. This means that the a major component of the corridor at its interface with the town should ideally be modified and converted to an urban park – and not left as unmodified bush.

### 3.4. Recommended Structure Support for Local Centres

There are three major performance influences on the location and dynamics of local centres. They are density, walkability and traffic volumes. For the proposed centres at Edmondson Park the following criteria have been used to determine location:

750 -1,000 housing lots within a 400 metre walkable radius of the centre.

6,000 vehicles per day past the centre.

Meeting these two conditions should satisfy the performance aspects of the centres.

Other neighbourhood “nodes” should also be positioned within the structure, with parks or other facilities as key destinations for locals.

#### 3.4.1. District Centre

Town centres are generally located central to a regional road network, and on a regional desire line. In other words the term “centre” should have a geographic meaning as well as a functional one. The location of the proposed Edmondson Park Town Centre is not on a major regional movement desire line, but is more of a destination itself. It is not on the way to anywhere. This is probably an acceptable condition for the retail component, but other uses may struggle for relevance unless the regional and local structure is strong.

It is assumed that the town centre should co-locate with the rail line and the Bus Priority Corridor.

A sustainable town centre requires not just high value retail floorspace, but low value retail floorspace at the town’s edges, commercial offices,

community facilities, and high and medium density housing. The ability to generate a wide range of uses as well as an employment strategy for the town centre will be conditional on an efficient land use strategy, and high density development.

The frame or outer edges of the town require good accessibility in order to perform well.

In addition, the strategy of locating the major centre in this area assumes that good access is possible to the town on roads other than the central access road. With the dominant catchment for the centre located to the south and west, in particular a major alternative route is essential from this area.

This means one additional (to the main structure street), but ideally two crossings of the environmental area. One to the west and one to the east. The western crossing is fundamental to justify linkage of the town centre to Camden Valley Way and areas west and north of the site.

The rail catchment is also curtailed due to the predominance of environmental areas within its catchment. To overcome this obstacle, housing density will need to be high (as the land area for housing is smaller than ideal). This further reinforces the desirability for an urban park.

### **3.4.2 Local and Neighbourhood Centres**

Determination of the provision of local retail should be undertaken on a site-by-site basis.

The location of the proposed town centre and the rail line substantially influences the size and location of other centres on the site. The road structure and housing density is the other major influence on the location, number and size of centres.

The road structure proposes a Bus Priority Corridor in a north-south direction linking into Bernera Road and two roads running parallel with the main access road to the town centre. Both of these roads generate the potential for a neighbourhood centre at the mid point of their journey.

Local centres are intended to serve a resource role for the local community for “top up” expenditure. The small superette or convenience store fulfils this role. These centres are not designed for weekly grocery shopping but rather for the pint of milk or loaf of bread, plus daily necessities or one-off grocery items. Other stores in successful local centres may include other specialist food tenancies such as butchers, fruiterers, newsagents, bakery, delicatessen, chemist plus a range of potential destination and local service tenants (hairdressers, cafes, restaurants, video, liquor etc).

Whilst these centres are “anchored” by a convenience store such as a superette or deli or bakery, the anchor purpose, when combined with moderate to strong traffic flows is to facilitate a broader range of local stores.

The objective of modifying the road structure to direct as much traffic past such centres as possible is so that passing traffic or the “movement economy” can effectively underwrite the scale and performance of the local centre.

The intersection of the Bus Priority Corridor and Camden Valley Way will also provide the opportunity for a neighbourhood centre at the northern boundary of the site. This centre could cater for a supermarket and a range of convenience stores. The centre could be around 7,000 square metres in size.

One of the major cost issues for e-shopping is the cost of delivery – especially if e-shopping couriers are in the same street on a number of different occasions during the day. At present a number of e-shopping operators are using service stations as drop off points for local communities.

Unfortunately, service stations do not have the same number of connections with local communities, as they are almost exclusively car-based and increasingly run by the multi-national oil companies. In addition, service stations with convenience stores are not a welcome neighbour, nor are they social centres, nor do they enhance real estate values, nor are they suitable as public transport stops or as a focus for local jobs. From a sustainability point of view they do not contribute to community building, nor are they a focus of economic and social endeavour (as good local centres can be).

At the lowest end of the local centre dynamic is the convenience or corner store. At the upper end is a lengthy street-based centre with a variety of local service tenants as well as some specialty retail tenants. These centres are found more often in the older traditional suburbs of Sydney and Melbourne and seldom found in the newer suburbs of the south and west.

Local centres should accrue density bonuses and more relaxed car parking codes.

Ideally, local centres should impose a discipline on community designers to ensure that the centres are well connected to their constituent communities. This means connected streets with footpaths – and few if any cul-de-sacs. A loss of pedestrian amenity and the lack of direct, walkable access defeats the purpose of local centres. A primary objective of the centres is to encourage people to walk. Once people are in the car it is much more difficult to get them to stop within the neighbourhood.