

ECONOMIC IMPACT ASSESSMENT

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PROPOSED BULKY GOODS CENTRE, WARRIEWOOD

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This Report involves the making of future projections. Those projections are grounded upon the facts and matters contained in this Report. Some or all of those facts and matters comprise assumptions and/or representations upon which Leyshon Consulting Pty Ltd has relied but about which it has no knowledge of its own. By reason of this, Leyshon Consulting Pty Ltd cannot warrant or represent the correctness or accuracy of such assumptions and/or representations. It follows that, while the projections contained in this Report are made with care and judgment, Leyshon Consulting Pty Ltd cannot confirm, warrant or guarantee that actual results achieved will be consistent with the results projected by this Report.



EXECUTIVE SUMMARY

Introduction Section 1

This Report has been prepared by Leyshon Consulting Pty Ltd for Henroth Investments Pty Limited (Henroth). Henroth intend to lodge a Planning Proposal with the Northern Beaches Council to rezone land at Warriewood to permit bulky goods retail development.

Retail Structure Section 2

Retail patterns in the region surrounding Warriewood are dominated by major traditional retail centres at Brookvale (Westfield Warringah Mall), Warriewood itself (Warriewood Square) and major centres at Mona Vale and Dee Why. These centres do not contain significant components of bulky goods floorspace.

Three significant bulky goods centres/precincts exist in the region surrounding Warriewood namely:

- ☛ **Belrose Super Centre** – contains some 32,500m² of floorspace and has a number of major, national chain bulky good tenants. Immediately adjacent to the Belrose centre is a further 14,000m² of floorspace dominated by a Bunnings of 9,500m².
- ☛ **Manly Vale** – a significant cluster of bulky goods retailers, estimated at some 25,400m², is located on Condamine Street between Kenneth Road in the north and Balgowlah Road in the south. The bulky goods ‘offer’ at Manly Vale is spread throughout a precinct which is approximately 600m in length.
- ☛ **Brookvale** – a 2008 Warringah Council floorspace survey found about 70,000m² of bulky goods-type floorspace in the Brookvale Employment area. A substantial component of this is occupied by suppliers of building products (for example, Reece Plumbing, Dulux Trade Centre, Winning Appliances, Hudson Building Supplies, Hardware and General).

These businesses are highly unlikely to take space in any purpose-built bulky goods centre of the type proposed at Warriewood.

Background Studies Section 3

Previous studies have addressed the need for additional retail and commercial floorspace in Warriewood and surrounding areas. The two key studies in this regard are:

EXECUTIVE SUMMARY

Background Studies Cont'd

- ▶ SHOROC Regional Employment Study, 2008 – Hill PDA; and
- ▶ Warriewood Valley Strategic Review Economic Feasibility Study, 2011 – Hill PDA.

In 2008 Hill PDA estimated demand for **additional** bulky goods floorspace in the SHOROC area up to 2031 would be +51,430m². Of this, demand in the former Pittwater LGA alone was estimated at + 22,769m² up to 2031.

Hill PDA's 2011 *Warriewood Valley – Strategic Review Economic Feasibility Study* envisioned a so-called "Scenario 2" based on a homemaker centre over a single level of approximately 23,700m². Hill PDA said such a centre could include a bulky goods major (for example, a 6,000m² Harvey Norman store) and 17,450m² of other specialty tenancies in the areas of lighting, flooring, bedding et cetera.

Demand Analysis Section 4

Trade Area

The trade area defined for this Report comprises a Primary Trade Area (PTA) which includes the following areas:

- ▶ Warriewood
- ▶ Mona Vale
- ▶ Bayview
- ▶ Ingleside
- ▶ Newport to Palm Beach
- ▶ North Narrabeen
- ▶ Narrabeen.

A Secondary Trade Area South (STA South) has also been defined which includes the following areas:

- ▶ Cromer
- ▶ Collaroy
- ▶ Collaroy Plateau
- ▶ Dee Why (North)
- ▶ Narrabeena (part).

EXECUTIVE SUMMARY

Demand Analysis Cont'd

Population

At the 2011 Census the estimated resident population (ERP) of the trade area was 106,706 persons. Of this some 75,301 people resided in the PTA.

The residential population of the Warriewood trade area is projected to increase to 127,482 people by 2026 with the population of the PTA reaching 90,338 by that time.

The 2011 Census revealed the population of the Warriewood trade area had an above average socio-economic profile. This is unlikely to have changed between the 2011 and 2016 Censuses.

Available Bulky Goods Spending

Total available annual spending generated by trade area residents in the core/ancillary bulky goods categories is estimated to be some \$271.1 million (\$2016) at present. This is estimated to grow in real terms (that is, \$2016) as follows:

▶	2016	...	\$217.1 million per annum
▶	2021	...	\$248.8
▶	2026	...	\$281.3.

By 2026, therefore, annual available resident spending generated in these categories is projected to have increased by +\$64.2 million in real terms from its current level.

The current level of demand for bulky goods-type floorspace within the trade area is estimated at 54,276m² NLA. This is considerably greater than the trade area's current supply of such floorspace estimated to be in the order of 6,500m².

It is evident that a significant under-supply of bulky goods floorspace exists in the Warriewood trade area at present. The existing floorspace deficiency is put at close to -48,000m².

The forecast increase in trade area demand for **additional** bulky goods floorspace (arising from population and spending growth) between 2016-26 is estimated as follows:

▶	PTA	...	6,086m ²
▶	STA South	...	2,148m ²
▶	Total	...	8,234m ² .

EXECUTIVE SUMMARY

Impact Section 5

Assumptions

In assessing the proposal's potential impact it has been assumed the centre will comprise 15,000m² NLA of bulky goods-type floorspace and 2021 would be its first full year of trading.

Estimated Centre Sales and Market Share

Bulky goods sales likely to be achieved by the proposed development in 2021 are estimated to range between \$57.0 and \$69.0 million per annum (\$2016).

Approximately \$50.2 to \$60.7 million of these sales are likely to be sourced from the trade area. The balance (approximately 12%) would come from spending attracted from outside the trade area.

Sales of \$50.2 to \$60.7 million would equate to the centre achieving a market share of between 20.2% and 24.4% in terms of total available core and ancillary bulky goods-type spending generated in the trade area in 2021.

Hence, potentially up to 75.6% of available spending generated by trade area residents in core and ancillary bulky goods categories would still 'escape' from the trade area in 2021 to centres/precincts elsewhere.

The potential impact of the proposed centre in 2021 is projected to range from a minuscule -0.2% on Westfield Warringah Mall to -9.2% with respect to the bulky goods traders in the Belrose Super Centre. In summary, impacts on relevant centres are estimated as follows:

▶ Belrose Super Centre	...	-9.2%
▶ Manly Vale	...	-7.4%
▶ Belrose Balance	...	-6.9%
▶ Brookvale	...	-4.3%
▶ Warriewood Square	...	-1.8%
▶ Mona Vale	...	-1.0%
▶ Dee Why	...	-0.2%
▶ Westfield Warringah Mall	...	-0.2%.

The sales impact in 2021 of the proposed centre on major centres/precincts would be classified as being in the 'very low' range for a number of traditional centres such as Warriewood Square, Mona Vale et cetera. The impact on Brookvale also falls in the 'very low' range.

EXECUTIVE SUMMARY

Impact Cont'd

Given this, the economic effects of the proposed development would be acceptable in their scale. In short, if the proposed development proceeds it should not significantly disrupt the existing trading patterns of any other centre.

The proposed Warriewood bulky goods centre, once operational, would generate employment benefits estimated to be in the order of 231 full-time job equivalents.

Conclusion Section 6

Based on the analysis presented in this Report its key conclusions are:

- ★ a significant under-supply of bulky goods-type floorspace exists within the Warriewood trade area at present. We estimate this to be in the order of -48,000m²;
- ★ this under-supply will only increase in future years with demand growing by an estimated further 8,234m² to 2026;
- ★ given the existing dearth in supply, development of the proposed bulky goods centre at Warriewood would greatly benefit trade area residents; and
- ★ development of the subject land at Warriewood for a 15,000m² NLA bulky goods centre will not produce any significant adverse implications for the economic performance of established business centres in the Northern Beaches LGA or those in the surrounding region.



INTRODUCTION

1.1 Background

This Report has been prepared by Leyshon Consulting Pty Ltd for Henroth Investments Pty Limited (Henroth). We understand Henroth intend to lodge a Planning Proposal with the Northern Beaches Council to rezone land at Warriewood to permit bulky goods retail development.

The subject site includes land located at 6 Jacksons Road, Warriewood and 10 and 12 Boondah Road, Warriewood—hereafter referred to as the subject land. The subject land is located close to the existing Warriewood Square shopping centre.

As discussed later in this Report, Warriewood Square recently has been expanded by some 8,000m² to approximately 30,150m² in total. The centre operates as a subregional shopping destination for residents of the northern part of the Manly Warringah Peninsula.

More generally, in previous strategic planning studies related to the Warriewood Valley undertaken by Council, the subject land has been identified as forming part of what is known as the “Southern Buffer” land.

1.2 Purpose of Report

The purpose of this Report is to analyse the need for, and impact of, bulky goods retail development on the subject land.

2 RETAIL STRUCTURE

2.1 Overview

Retail patterns in the region surrounding Warriewood are dominated by major traditional retail centres at Brookvale (Westfield Warringah Mall), Warriewood itself (Warriewood Square), and major centres at Mona Vale and Dee Why.

As noted in TABLE 2.1 and discussed below, these centres do not contain significant components of floorspace devoted to bulky goods-type retailing, however.

TABLE 2.1
RETAIL CENTRES HIERARCHY – MAJOR CENTRES in NORTHERN BEACHES COUNCIL AREA

Centre...	Retail (GLA m ²)	Bulky Goods (m ²)	Major Tenants
Westfield Warringah Mall	132,000	3,800	David Jones, Myer, Target, Big W, Coles, Woolworths
Warriewood Square	32,000	2,450	Coles, Woolworths, Aldi, Harris Farm
Mona Vale	30,150	2,400	Kmart, Coles, Woolworths, Aldi
Dee Why	35,300	1,800	Woolworths, Coles, Aldi, Harris Farm
Bulky Goods Centres			
Belrose Super Centre		32,500	Domayne/Harvey Norman, Freedom, Anaconda
Belrose Balance		14,000	Bunnings, BCF, Pet Barn
Manly Vale		25,400	Harvey Norman, Bunnings, Freedom, Bing Lee
Brookvale		¹ 70,000	Hardware and General, Winnings, Hudsons, Reece, Pet Barn

Note 1: Warringah Council Survey, 2008.

Source: Leyshon Consulting Surveys, November 2016.

2.1.1 Westfield Warringah Mall

As detailed in TABLE 2.1, the dominant centre in the region surrounding Warriewood is Westfield Warringah Mall. This centre will comprise some 132,000m² when its current expansion is completed. Projected annual sales for the expanded centre are in the order of \$800 million per annum (\$2016) in 2017.

There are a limited number of retailers within Warringah Mall which compete for bulky goods-type spending—for instance, Adairs, Bed Bath N' Table, My House, Sheridan, Seaweed and Sand. In addition there is a component of David Jones' floorspace which sells whitegoods and electrical products. We estimate this category comprises approximately 3,800m² or approximately 2.9% of the total floorspace of the expanded centre.

External to the centre is a small Bunnings store which occupies about 2,000m².

2.1.2 Warriewood Square

Warriewood Square recently has been expanded by some 8,000m² bringing its total floorspace to approximately 30,150m². The centre is anchored by a KMart discount department store (DDS) and national chain supermarkets operated by Woolworths, Coles and Aldi.

The reported annual sales of the centre **prior to its expansion** were some \$170.8 million in 2015 (\$2015). The expanded Warriewood Square centre has a limited number of retailers who compete for bulky goods-type spending such as:

- ▶ My House
- ▶ Swish Furniture and Homewares
- ▶ a component of KMart
- ▶ a component of Amart sports.

We estimate these retailers in whole or in part occupy approximately 2,400m² or approximately 7.7% of floorspace in the expanded centre.

2.1.3 Mona Vale

Mona Vale contains some 32,000m² of retail floorspace and has three national chain supermarkets as anchors—namely Woolworths, Coles and Aldi.

A recent survey by ourselves found the centre contains some 2,450m² of floorspace oriented toward bulky goods-type retailing. That said, much of this space is devoted to what best could be described as the 'boutique style' retailing of homewares and related products . Examples of such retailers include:

- ▶ Magnolia Home
- ▶ Sublime
- ▶ Eco Down Under
- ▶ Bed Bath N' Table
- ▶ Luxaflex
- ▶ Sydney Hi Fi.

The Mona Vale centre does contain a Bing Lee outlet of 850m² located in the Gateway Arcade development.

Overall we estimate bulky goods -type floorspace comprises only some 7.7% of the total floorspace in the Mona Vale centre at present.

There are limited components of bulky goods -type floorspace in other centres in the trade area including Narrabeen, Collaroy and Dee Why. Our assessment is that retailers who might make a claim on available bulky goods-type spending constitute less than 5% of the total floorspace in any of these centre.

2.2 Bulky Goods Centres/Precincts

There are three significant bulky goods centres/precincts in the region surrounding Warriewood. The attributes of these centres/precincts are discussed below.

2.2.1 Belrose

The largest concentration of bulky goods floorspace in the region surrounding Warriewood is found at Belrose near the intersection of Forest Way and Mona Vale Road.

The Belrose Super Centre is the main component of the bulky goods 'offer' at Belrose. Belrose Super Centre currently contains some 32,500m² of floorspace and has a number of major, national bulky good tenants including:

- ▶ Domayne/Harvey Norman
- ▶ Freedom
- ▶ Anaconda
- ▶ Nick Scali
- ▶ JB Hi-Fi
- ▶ Spotlight
- ▶ Pet Stock.

The centre is currently being expanded by some 2,250m². The centre's owners (Aventus) do not report sales at the centre which is a common practice in this sector of the retail industry in Australia. The primary reason for this is that, unlike traditional retail centres, rents in such centres are unrelated to store sales.

Immediately adjacent to the centre is a further 14,000m² of floorspace dominated by a Bunnings of 9,500m². Other major tenants in the surrounding precinct include BCF, Pet Barn and Forty Winks.

According to the centre's owners (Aventus) the Belrose centre has a catchment population of about 365,000 people and attracts shoppers from a wide area including the Northern Beaches and the Upper North Shore to Hornsby.

2.2.2 Manly Vale

A significant cluster of bulky goods retailers is located on Condamine Street between Kenneth Road in the north and Balgowlah Road in the south. Unlike Belrose, the bulky goods 'offer' at Manly Vale is spread throughout a precinct which is approximately 600m in length.

Retailers in this precinct include Bunnings (8,950m²), Harvey Norman (6,800m²), Freedom, Bing Lee, Snooze, Taubmans Trade Centre and outdoor furniture specialists.

In total we estimate this precinct contains some 25,400m² of bulky goods-type retailers.

2.2.3 Brookvale

The Brookvale Employment Area (includes industrial areas at Brookvale and the Westfield Warringah Mall precinct) contains a significant number of retailers and/or wholesalers who dominate the supply of products to the DIY renovation market as well as the trade-dominated building and home renovation industry. Consequently, businesses in this sector are not totally reliant on retail purchases by consumers as are businesses in traditional bulky goods-type centres.

We understand that in 2008, a Warringah Council floorspace survey found there was up to 70,000m² of bulky goods-type floorspace in the Brookvale Employment area. In our view, a substantial component of this floorspace is represented by suppliers of building products (for example, Reece Plumbing, Dulux Trade Centre, Winning Appliances, Hudson Building Supplies, Hardware and General) which are highly unlikely to take space in any purpose-built bulky goods centre of the type proposed at Warriewood.

3 BACKGROUND STUDIES

3.1 Introduction

As noted above, previous studies have addressed the need for additional retail and commercial floorspace in Warriewood and surrounding areas. The two key studies in this regard are:

- ▶ SHOROC Regional Employment Study, 2008 – Hill PDA; and
- ▶ Warriewood Valley Strategic Review Economic Feasibility Study, 2011 – Hill PDA.

Both were prepared by consultants Hill PDA.

In our opinion, these two studies provide important context for assessing the Applicants' Planning Proposal for a bulky goods centre in the Southern Buffer land at Warriewood. Accordingly our comments on the two reports are set out below.

3.2 2008 SHOROC Study

In March, 2008 Hill PDA completed a report (*SHOROC Regional Employment Study*) for the Shore Organisation of Regional Councils (SHOROC). SHOROC includes the Local Government Areas (LGAs) of Mosman, Manly, Warringah and Pittwater. The Hill PDA report presented a reasonably extensive analysis of the demand for, and supply of, retail floorspace in the four LGAs which comprise the SHOROC region. Specifically, the report examined the likely growth in demand for retail floorspace between 2006-31.

The population projections made by Hill PDA in 2008 estimated there would be relatively strong population growth in Pittwater LGA in particular between 2006-31. Specifically, they estimated the population of Pittwater LGA would increase from 57,835 in 2006 to 82,706 persons by 2031—growth of +24,871 residents or +43%. The majority of this growth would result from further residential settlement in the Warriewood Valley and the commencement of urban settlement in the Ingleside area, immediately to the west of Warriewood.

In 2008 Hill PDA projected the demand for retail floorspace in Pittwater LGA would increase from 145,310m² in 2006 to 171,742m² in 2016 and to 250,470m² by 2031. That is, Hill PDA's assessment was that Pittwater LGA would require an additional +105,160m² of retail-type floorspace between 2006-31 to meet the demand generated by anticipated population growth.

The Hill PDA report also estimated the demand for additional bulky goods floorspace during the period to 2031 would be +51,430m² within the SHOROC area. Of this the demand in the former Pittwater LGA alone was estimated at + 22,769m² in the period to 2031.

Among the recommendations made by Hill PDA in their 2008 report was the following:

“Investigate opportunities through a master plan to expand Warriewood Square and integrate it with additional retailers and commercial services to form a village centre for Warriewood Valley.” (Hill PDA report page 87)

This recommendation seems to be the origin of interest in expanding retail services at Warriewood.

3.3 Hill PDA 2011 Report

In October, 2011 Hill PDA completed a study for the Department of Planning and Infrastructure (DP&I; *Warriewood Valley – Strategic Review Economic Feasibility Study*). That report specifically examined the feasibility of various development options for the Southern Buffer land which could form part of a new town centre for the Warriewood Valley.

Three broad scenarios for the development of the southern buffer land were tested by Hill PDA for their viability in 2011, namely:

- ▶ **Scenario 1** – a mixed-use development over four storeys providing some 20,000m² of retail floorspace including a DDS, supermarkets and specialty stores. The scenario also envisaged 27,000 m² of bulky goods floorspace, 4,665m² of commercial floorspace and 8,800m² of residential floorspace;
- ▶ **Scenario 2** – a homemaker centre over a single level of 23,700m²; and
- ▶ **Scenario 3** – a subregional shopping centre of 20,100m² on a single level plus commercial floorspace of 1,000m².

The Hill PDA 2011 report identified a trade area for the retail component of each of the above scenarios based on their understanding of the trade area of the adjacent Warriewood Grove shopping centre.

The subsequent analysis undertaken by Hill PDA indicates that the scenarios outlined above would have similar trade areas. They estimated the population of the trade area at the 2006 Census was

approximately 99,000 persons. Of this, the Primary Trade Area (PTA) contained an estimated 20,498 residents in 2006.

Hill PDA projected the trade area population would increase to approximately 111,360 persons by 2021 and to 119,520 by 2036.

In their 2011 report Hill PDA found that Scenario 3—a freestanding centre anchored by a DDS—would be the most attractive option from an economic viability standpoint. In this regard Hill PDA concluded that:

“The following observations are made of this scenario:

- 1. It is commercially attractive.*
- 2. Creates a village/town centre opportunity which will benefit the local community.*
- 3. There is sufficient demand and an argument for a second DDS.*
- 4. Missed opportunity to retain expenditure on bulky goods currently escaping the LGA.*
- 5. It is not as desirable from a planning hierarchy perspective, i.e. this scenario is likely to adversely impact the existing centres hierarchy, affecting other centres in the locality already anchored by a DDS.”*

Hill PDA also commented they considered an alternative to Scenario 3 would be a centre without a DDS.

It should be noted Hill PDA certainly did not rule out bulky goods development in this area in their 2011 report. For instance, Scenario 2, as defined by Hill PDA, was based on a homemaker centre over a single level of approximately 23,700m². It was envisaged such a centre could

include a bulky goods major (for example a 6,000m² Harvey Norman store) and 17,450m² of other specialty tenancies in the areas of lighting, flooring, bedding et cetera.

In their report Hill PDA reached the following conclusions about Scenario 2:

"A Homemaker Centre (Scenario 2) can be viewed as a good opportunity to complement the standalone Centro Warriewood and help stem the leakage of expenditure on bulky goods out of the LGA....Whilst there is sufficient demand, some impacts are expected on Belrose Supa Centre and the cluster of bulky goods retailers on Condamine Street, Manly Vale/Balgowlah, both within the Warringah LGA." (Page 9 refers)

Hill PDA went on to conclude in relation to Scenario 2 that:

"Scenario 2 (and indeed Scenario 1) sees the addition of a third bulky goods centre to the SHOROC region. The impacts on the two existing bulky goods centres are difficult to assess largely due to the lack of available data about current trading levels. However it is noted that there is sufficient population and expenditure in the SHOROC region to support all three bulky goods centres/clusters." (Page 42 refers)

In our opinion, the conclusions reached by Hill PDA in 2008 with respect bulky goods development at Warriewood continue to remain relevant in 2016. That is, there has been no other major development of bulky goods floorspace in the Northern Beaches Council area in the interim which would otherwise negate the market potential for a third cluster of bulky goods retailers being established at Warriewood.

4

DEMAND ANALYSIS

4.1 Introduction

The purpose of this section of the Report is to analyse the potential demand for bulky goods-type floorspace on the subject land at Warriewood. In preparing this analysis we have defined what we consider to be an appropriate trade area having regard to factors such as the regional road system, geographic barriers and the competitive influence of existing bulky goods centres/clusters at Belrose and Manly Vale.

Projections also have been made of the existing and likely future population growth in the trade area and the volume of available retail spending generated on bulky goods-type products during the period to 2026.

4.2 Definition of Bulky Goods

For the purposes of this Report we have identified a range of household expenditure categories which we consider form part of the general pool of available bulky goods-type spending. These categories are derived from the *2009-10 Household Expenditure Survey* (HES) undertaken by the Australian Bureau of Statistics (ABS) and include the following:

- ▶ furniture and floor coverings
- ▶ household furnishings and equipment
- ▶ electrical appliances/whitegoods
- ▶ household non-durables

- ▶ motor vehicle parts and accessories purchased separately
- ▶ audio visual equipment and parts
- ▶ home computer equipment
- ▶ selected recreational equipment
- ▶ hardware and related products
- ▶ expenditure on home renovations and improvements (part only).

A full listing of the expenditure categories used in this analysis is provided at APPENDIX A to this Report. Clearly, some of the individual products which make up these categories are not 'bulky' in nature. In relation to this issue, we note that many large bulky goods retailers such as Harvey Norman, Domayne and Freedom Furniture retail a wide range of individual products from the list provided at APPENDIX A within their respective stores. Some of these products are their 'main line' of merchandise and are bulky in nature while others are of a more related or ancillary nature and may not of themselves be regarded as bulky in nature.

For ease of reference the expenditure classifications detailed in APPENDIX A have been grouped into four broad categories namely:

- ▶ core
- ▶ ancillary
- ▶ hardware and related
- ▶ home renovations and improvements.

The specific components encompassed by each of these three categories are as follows:

Core

- ▶ furniture
- ▶ floor coverings
- ▶ electrical appliances
- ▶ audio visual equipment and parts.

Ancillary

- ▶ blankets, household linen and furnishings
- ▶ glassware, tableware, cutlery and utensils
- ▶ camping equipment
- ▶ automotive accessories and parts
- ▶ home computing (including pre-packaged software).

Hardware and Related

- ▶ household non-durables
- ▶ trees/shrubs/plants
- ▶ nails/screws/fasteners
- ▶ tools and other household durables.

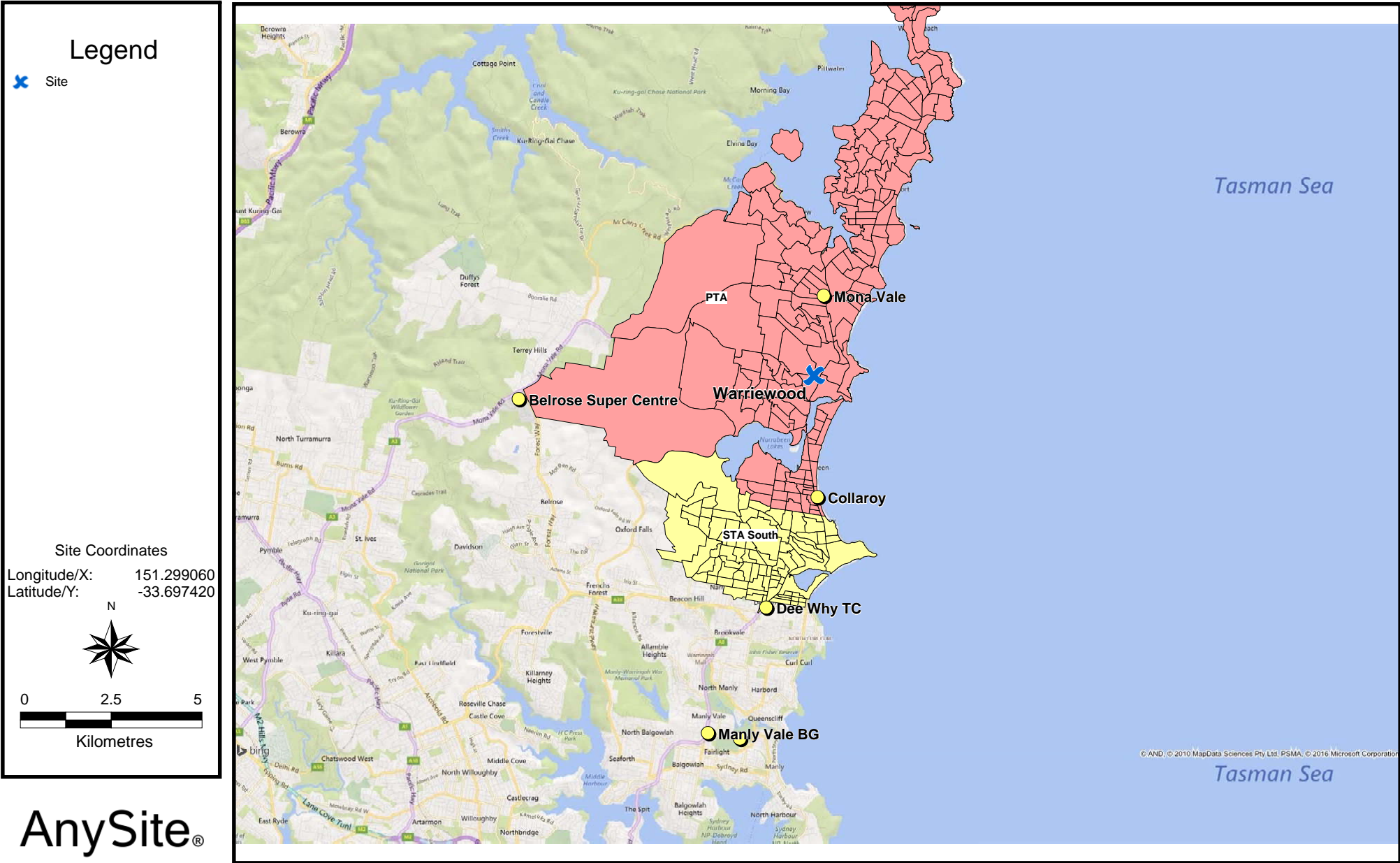
Home Renovations and Improvements

- ▶ repairs and maintenance (materials only)
- ▶ additions and extensions (part only)
- ▶ insulation material
- ▶ outside building and improvements (part only).

4.3 Trade Area

The trade area identified for the proposed development is depicted in FIGURE 4.1.

FIG 4.1: Warriewood Bulky Goods Trade Area



In summary, the Primary Trade Area (PTA) includes the following areas:

- ▶ Warriewood
- ▶ Mona Vale
- ▶ Bayview
- ▶ Ingleside
- ▶ Newport to Palm Beach
- ▶ North Narrabeen
- ▶ Narrabeen.

A Secondary Trade Area South (STA South) also has been defined which includes the following areas:

- ▶ Cromer
- ▶ Collaroy
- ▶ Collaroy Plateau
- ▶ Dee Why (North)
- ▶ Narrabeena (part)

4.4 Population Growth

The trade area is experiencing modest population growth and this is expected to continue over the next decade.

As indicated in TABLE 4.1, the estimated resident population (ERP) of the trade area in 2011 was 106,706 persons. Of this some 75,301 persons resided in the PTA.

TABLE 4.1
ESTIMATED RESIDENT POPULATION – WARRIEWOOD
TRADE AREA, 2016-26 (No. Persons)

Year ...	PTA	STA South	Total Trade Area
2011 ERP	75,301	31,405	106,706
2016	80,578	33,626	114,204
2021	85,953	35,517	121,470
2026	90,338	37,144	127,482
Change 2011-26	15,037	5739	20,776
Average Annual Growth 2011-26	1.22%	1.13%	1.19%

Source: Leyshon Consulting Estimates, November 2016.

We project the residential population of the Warriewood trade area will increase to 127,482 persons by 2026 with the population of the PTA reaching 90,338 persons by that time.

The estimated average annual rate of growth within the defined trade area during the period 2011-26 is +1.19% per annum.

The majority of population growth since 2011 has been concentrated in the Warriewood Valley. This area has experienced significant residential development over the past decade but today only limited residential development potential remains.

Over the longer term there will be substantial population growth arising from the development of the Ingleside urban release area. A Draft Structure Plan was released for public comment in December, 2016. Draft planning for the Ingleside release area is based on the development of up to 3,400 new dwellings which could yield an additional population of 9,500 persons at full development. As yet, there is no indication when development will commence in Ingleside

and, accordingly, we have excluded from our population projections population growth in the Ingleside area.

It seems likely that Ingleside will experience substantial development before 2026. In this case, the projections set out in TABLE 4.1 as they apply to the PTA will be conservative in nature.

4.5 Demographics

The key demographic attributes of the trade area's resident population are detailed in TABLE 4.2. Comparative data for the Sydney Greater Capital City Statistical Area (hereafter referred to as the Sydney Region) are also provided.

TABLE 4.2

SELECTED KEY DEMOGRAPHIC ATTRIBUTES of WARRIEWOOD TRADE AREA POPULATION and COMPARATIVE DATA for SYDNEY GREATER CAPITAL CITY STATISTICAL AREA (SYDNEY), 2011 (% Population)

Variable ...	PTA	STA South	Total Trade Area	(Sydney GCSA)
Age Structure				
0-9 years	13.1	13.5	13.2	13.1
10-19	11.8	11.0	11.6	12.4
20-29	9.7	11.7	10.3	14.8
30-39	12.7	15.4	13.5	15.3
40-49	14.9	15.5	15.1	14.3
50-59	14.0	12.0	13.4	12.1
60+	23.8	20.9	22.9	18.0
Total	100.0	100.0	100.0	100.0
Household Structure				
Couples & Children	36.1	34.6	35.7	36.1
Couples Only	28.5	25.5	27.8	24.7
Single Parents	9.6	9.8	9.4	11.6
Other	0.7	1.0	0.8	1.4
Total Family	74.9	70.9	73.7	73.8

TABLE 4.2

SELECTED KEY DEMOGRAPHIC ATTRIBUTES of WARRIEWOOD TRADE AREA POPULATION and COMPARATIVE DATA for SYDNEY GREATER CAPITAL CITY STATISTICAL AREA (SYDNEY), 2011 (% Population)

Variable ...	PTA	STA South	Total Trade Area	(Sydney GCSA)
Non-Family Households				
Lone Person	22.3	25.0	23.1	22.0
Group	2.8	4.1	3.2	4.2
Total Non-Family	25.1	29.1	26.3	26.2
Total Households	100.0	100.0	100.0	100.0
Average Household Size (persons/dwelling)	2.58	2.55	2.57	2.69
Occupational Structure				
Managers	17.1	14.3	16.3	13.3
Professionals	25.9	22.1	24.8	25.5
Technicians & Trade Workers	13.6	14.3	13.8	12.2
Community & Personal Service Workers	9.2	9.9	9.4	8.8
Clerical & Administrative Workers	15.3	15.3	15.3	16.2
Sales Workers	9.6	10.2	9.8	9.0
Machinery Operators & Drivers	2.7	5.0	3.4	5.7
Labourers	5.0	7.4	5.7	7.3
Inadequately Described/ Not Stated	1.6	1.5	1.5	2.0
Total	100.0	100.0	100.0	100.0
Unemployment Rate (%)	3.5	3.6	3.6	5.7
Average Annual Household Income (\$2011)	\$100,665	\$90,659	\$97,582	\$89,465
% of Sydney Average	112.5%	101.3%	109.1%	100.0%

Source: ABS Census, August 2011.

The major attributes of the resident population of the Warriewood trade area are can be summarised as follows:

4.5.1 Age Structure

At the 2011 Census, the trade area had a somewhat older age structure than the Sydney Region. This was particularly so with respect to those aged 50+ years who comprised 36.3% of the trade area population in 2011 compared with 30.1% in the Sydney Region.

4.5.2 Household Structure

As indicated in TABLE 4.2, the trade area population had a household structure which was broadly similar to the Sydney Region in 2011. A slightly higher incidence of lone person households and households consisting of couples without children was evident which is consistent with the older age profile of the trade area compared with the Sydney Region.

The trade area's average household size was 2.57 persons per dwelling in 2011. This was slightly less than the Sydney Region average of 2.69 persons per dwelling.

4.5.3 Occupational Structure

The occupational structure of employed persons in the trade area in 2011 was characterised by an above average incidence persons employed in managerial and professional occupations (41.1%) compared with the Sydney Region (38.8%).

There was also a somewhat higher incidence of technicians and trade workers and community and personal service occupations compared with the Sydney Region in 2011.

The trade area had a low unemployment rate (3.6%) in 2011 which compared with 5.7% in the Sydney Region at that time.

4.5.4 Household Income

The average household income in the trade area in 2011 was \$97,582 per household per annum (\$2011). This was 9.1% above the Sydney Region average of \$89,465 per household per annum.

Within the PTA specifically the average household income of \$100,665 per household per annum was 12.5% above the Sydney Region average.

4.5.6 Summary

In summary, the population of the Warriewood trade area in 2011 had an above average socio-economic profile. This is unlikely to have changed between the 2011 and 2016 Censuses.

In our opinion, the population will have an above average propensity to consume a wide range of retail goods including bulky goods-type products.

4.6 Available Bulky Goods Spending

Estimates of annual available bulky goods spending have been prepared for the period 2016-26. These estimates are provided at APPENDIX B to this Report.

As can be noted from APPENDIX B, annual available bulky goods-type spending by trade area residents is divided into four main categories namely:

- ▶ **Core Bulky Goods** — furniture, floor coverings household appliances, and audiovisual

- ▶ **Ancillary Bulky Goods** — blankets household furnishings glassware, computer equipment, camping equipment, motor vehicle accessories
- ▶ **Hardware** — tools, general hardware products, landscaping products, household non-durables
- ▶ **Home Renovation/Improvement** — include spending on repairs and maintenance and capital spending on home improvements.

We have prepared estimates of per capita retail spending by trade area residents with reference to a number of sources including:

- ▶ 2011 Census
- ▶ ABS 2009-10 Household Expenditure Survey
- ▶ ABS Retail Sales data – 2011-16
- ▶ ABS Consumer Price Index data for NSW – 2011-16.

For the purposes of this Report, we have focussed on available spending generated in the core and ancillary bulky goods categories. The reason for this is that expenditure on the hardware and home renovation/improvement sectors is usually directed to either major hardware stores (for example, Bunnings/Mitre 10) and/or to specialist suppliers of products (including some wholesalers) and who may not be located in planned bulky goods centres.

As set out in APPENDIX B (and summarised below), total available spending generated by trade area residents in the core/ancillary bulky goods categories is estimated to be some \$271.1 million per annum (\$2016) at present. We estimate this will grow in real terms (that is, \$2016) as detailed below:

►	2016	...	\$217.1 million per annum
►	2021	...	\$248.8
►	2026	...	\$281.3.

As noted above, by 2026 annual available resident spending generated in these categories is projected to have risen to \$281.3 million per annum which equates to growth of +\$64.2 million in real terms between 2016-26 (\$2016; TABLE 4.3 refers).

TABLE 4.3
SUMMARY of AVAILABLE BULKY GOODS-TYPE
RETAIL SPENDING – WARRIEWOOD TRADE AREA,
2016-26 (\$2016)

Year ...	PTA	STA South	Total Trade Area
2016	\$155.5	\$61.6	\$217.1
2021	\$178.7	\$70.1	\$248.8
2026	\$202.3	\$79.0	\$281.3
Increase 2016-26	\$46.8	\$17.4	\$64.2

Errors due to rounding.

Source: Leyshon Consulting Estimates, November 2016
(APPENDIX B, TABLES B1-B3 refer).

Annual available spending generated on hardware and home renovations is also significant. As noted in APPENDIX B, this is estimated to increase from \$179.4 million in 2016 to \$232.6 million in 2026—growth of +\$53.2 million in annual available spending in real terms (\$2016).

4.7 Bulky Goods Floorspace Demand

The estimates of growth in annual available bulky goods spending in the trade area between 2016-26 (as detailed in APPENDIX B, TABLES B1 to B3) have been converted into broad estimates of bulky goods floorspace demand.

For the purposes of calculating the level of future demand for goods-type floorspace in the Warriewood trade area we have assumed an average sales rate of \$4,000 per m² per annum in 2016 increasing to \$4,500 per m² per annum in 2026 (\$2016).

These rates have been adopted based on industry data and are regularly used by analysts to calculate theoretical floorspace demand.

TABLE 4.4 sets out our estimates of the likely demand for additional bulky goods-type floorspace arising from the expenditure growth noted above.

TABLE 4.4 SUMMARY of ESTIMATED GROWTH in BULKY GOODS FLOORSPACE DEMAND – WARRIEWOOD TRADE AREA, 2016-26(Sq.M.)			
Year ...	PTA	STA South	Total Trade Area
2016	38,877	15,402	54,279
2021	42,047	16,494	54,541
2026	44,963	17,550	62,513
Demand Growth (Sq.M.)			
2016-26	6,086	2,148	8,234
Source: Leyshon Consulting Estimates, November 2016.			

We estimate the current level of demand for bulky goods-type floorspace within the trade area to be 54,276m² NLA. This is considerably greater than the trade areas's current supply of such floorspace. We estimate this to be in the order of 6,500m². On this basis it is evident that a **significant under-supply of bulky goods floorspace exists in the Warriewood trade area of close to 48,000m².**

This shortfall in floorspace supply obviously is being met by bulky goods centres/precincts located outside the trade area such as those at Belrose, Manly Vale and Brookvale as well as by suppliers who do not form part of existing bulky goods centres.

In summary, as noted in TABLE 4.4, the anticipated growth in the demand for **additional** bulky goods floorspace (arising from population and spending growth) between 2016-26 is forecast to be as follows:

▶	PTA	...	6,086m ²
▶	STA South	...	2,148m ²
▶	Total	...	8,234m ² .

5 IMPACT

5.1 Introduction

The purpose of this section of the Report is to provide estimates of the potential impact of the proposed bulky goods centre at Warriewood on other commercial centres in and adjacent to the trade area.

In undertaking this assessment we have assumed that the proposed centre will comprise 15,000m² NLA of bulky goods-type floorspace. We have assumed the proposed centre has 2021 as its first full year of trading.

The proposed bulky goods centre will compete with other existing bulky goods centres and precincts as well as certain retailers in established centres that sell homewares and related products.

It is clear from a number of 'landmark' legal cases that the impact of the proposed development on other competitive traders is not, per se, a relevant matter for consideration by Council in terms of the provisions of the Environmental Planning and Assessment Act 1979. The more relevant consideration for Council is whether the proposal will produce an unacceptably adverse impact on established commercial centres and the range of facilities available to the local community served by those centres.

5.2 Estimated Centre Sales

In undertaking this assessment we have assumed the proposed bulky goods space will be tenanted in similar proportions to that found in

other major bulky goods centres. This would result in the proposed floorspace notionally being apportioned as follows:

▶ furniture	...	6,000m ²
▶ floor coverings	...	1,500m ²
▶ electrical appliances	...	3,500m ²
▶ lighting	...	1,000m ²
▶ kitchens	...	200m ²
▶ general furnishings	...	2,000m ²
▶ hardware/tools	...	400m ²
▶ other (auto, camping et cetera)	...	400m ² .

On the basis of contemporary industry standards, we estimate bulky goods sales likely to be achieved by the proposed development in 2021 could range between \$57.0 and \$69.0 million per annum (\$2016).

We further estimate that approximately \$50.2 to \$60.7 million of annual sales could be sourced from the trade area with the balance (approximately 12%) coming from beyond the defined trade area.

5.3 Estimated Market Share

The estimate of sales the proposed centre potentially will capture from the trade area has been compared to estimate of total available bulky goods-type spending generated within the trade area in 2021 (\$248.8 million per annum; TABLE 4.3 refers).

In summary, the proposed centre at Warriewood (based on sales derived from the trade area of \$50.2-\$60.7 million per annum) is likely to capture a market share of between 20.2% and 24.4% of total

available core and ancillary bulky goods-type spending generated in the trade area in 2021.

The capture of sales which comprise a market share of between 20.2% and 24.4% in the trade area will be spread over a number of bulky goods outlets located in and adjacent to the trade area as well as some sales involving spending redirected from other retailers/suppliers such as discount department stores which (in part) retail some homewares and related products.

A further component of the proposed centre's sales will come from retained spending which currently 'escapes' to bulky goods centres/stores and larger hardware stores located outside the trade area. Such centres include the Belrose Super Centre, retailers/suppliers at Brookvale, retailers at Manly Vale and in all likelihood those further afield in locations such as Military Road Mosman/Cremorne, Artarmon, Willoughby and Crows Nest.

In this regard it is important to note that, in theory, up to 75.6% of available spending generated by trade area residents on core and ancillary bulky goods will still 'escape' from the trade area in 2021 to the centres/precincts referred to above.

As a general principle, the impact on traditional retail centres such as Mona Vale, Warriewood Square and Westfield Warringah Mall is expected to be insignificant due to the limited bulky goods offer in these centres.

5.4 Impact on Centres

We have prepared estimates of the potential impact of the proposed development on existing centres and relevant stores located in various areas assuming the proposed Warriewood centre commenced trading in 2021.

We have modelled a 'maximum impact' scenario which assumes the proposed centre achieves sales of \$69.0 million per annum (\$2016) in 2021.

5.4.1 General Impact

TABLE 5.1 provides an estimate of the sales of selected centres in 2016, 2019 and 2021 **prior to the proposed development** coming on stream and 2021 **post development** assuming the centre captures maximum sales of \$69.0 million per annum (\$2016) with \$57.8 million per annum of this derived from spending by trade area residents.

As can be noted from TABLE 5.1 there will be an impact on all bulky centres/precincts located in Northern Beaches LGA and certain other parts of the Sydney Region in 2021. In practical terms however, a considerable proportion of the sales at the proposed centre will, in fact, be 'reclaimed' escape spending which currently flows out of the trade area to centres elsewhere in the surrounding region particularly those at Belrose, Brookvale and Manly Vale.

5.4.2 Specific Impacts

The impacts on particular centres in 2021 are projected to range from a minuscule -0.2% on Westfield Warringah Mall to -9.2% with respect to the bulky goods traders in the Belrose Super Centre (TABLE 5.1 refers).

In summary, the detailed impacts on centres are estimated as follows:

► Belrose Super Centre	...	-9.2%
► Manly Vale	...	-7.4%
► Belrose Balance	...	-6.9%
► Brookvale	...	-4.3%
► Warriewood Square	...	-1.8%
► Mona Vale	...	-1.0%
► Dee Why	...	-0.2%
► Westfield Warringah Mall	...	-0.2%.

TABLE 5.1

**ESTIMATED IMPACT of PROPOSED WARRIEWOOD BULKY GOODS CENTRE on
SELECTED CENTRES in NORTHERN BEACHES AREA, 2016-21 (\$2016)**

Centre ...	Sales 2016 (\$ Mil. p.a.)	Sales 2019 (\$ Mil. p.a.)	Sales 2021 Pre (\$ Mil. p.a.)	Sales 2021 Post (\$ Mil. p.a.)	Change in Sales 2021 (\$ Mil. p.a.)	Change in Sales 2021 (%)
Warriewood Bulky Goods				\$69.0	n.a.	n.a.
Belrose Super Centre	\$144.0	\$162.0	\$182.2	\$165.5	(\$16.7)	(9.2)
Belrose Other	\$57.5	\$60.5	\$65.5	\$61.0	(\$4.5)	(6.9)
Manly Vale	\$110.0	\$115.5	\$122.6	\$113.5	(\$9.1)	(7.4)
Brookvale	\$280.0	\$297.1	\$315.3	\$301.7	(\$13.6)	(4.3)
Mona Vale	\$208.0	\$234.0	\$263.2	\$260.5	(\$2.7)	(1.0)
Warriewood Square	\$170.8	\$185.5	\$196.9	\$193.3	(\$3.6)	(1.8)
Dee Why	\$85.0	\$90.2	\$95.7	\$95.5	(\$0.2)	(0.2)
Westfield Warringah Mall	\$670.0	\$815.0	\$827.0	\$825.0	(\$2.0)	(0.2)
Other Centres/Precincts – Trade Area	n.a.	n.a.	n.a.	n.a.	(\$5.5)	n.a.
Other Centre/Precincts – Outside Trade Area	n.a.	n.a.	n.a.	n.a.	(\$11.2)	n.a.

Note: Errors due to rounding.

Source: Leyshon Consulting Estimates, December 2016.

As also indicated in TABLE 5.1, estimated sales of some -\$11.2 million per annum will be captured from “other centres/precincts” outside of the trade area. Such areas/localities include traders located in areas such as Mosman, Willoughby, Artarmon and the like.

5.5 Implications of Impact

To the best of our knowledge there is no acknowledged definition of what constitutes either an acceptable or unacceptable impact of a new development on existing shopping centres. This derives from the fact that no research has been able to codify what a particular percentage reduction in sales means to various types of centres. Much depends, for instance, on the competitive response of affected centres and the individual merchants within those centres, their existing profitability levels and the financial structures underpinning tenants. For example, established retailers who may own their own premises or have very low debt levels and are reasonably profitable should have the capacity to absorb a greater impact than those who may be paying high rents and/or operating on low profit margins.

Based on our experience, we classify retail impacts as follows:

- | | | | |
|---|----------|-----|-----------------|
| ▶ | 0-5.9% | ... | very low |
| ▶ | 6-10.9% | ... | low/medium |
| ▶ | 11-15.9% | ... | medium/high |
| ▶ | 16%+ | ... | high/very high. |

Measured in terms of the above scale, the sales impact in 2021 of the proposed centre at Warriewood on major centres/precincts would be classified as falling in the very low range for a number of traditional centres such as Warriewood Square, Mona Vale et cetera.

The impact on other centres—namely Belrose Super Centre, Manly Vale, Brookvale and the balance of bulky goods floorspace at Belrose—would fall into the low/medium category of impact.

In relation to the two centres experiencing the highest impact—namely the Belrose Super Centre and Manly Vale—both benefit from having trade areas which extend well beyond the boundaries of the Northern

Beaches LGA. Consequently, both will benefit from population and spending growth which occurs after 2021 in both Northern Beaches LGA and surrounding areas.

In our opinion, it is also fair to note that both centres will benefit from the substantial growth in available resident spending on core and ancillary bulky goods which will occur during the decade 2016-26. As previously noted this growth is estimated at \$64.2 million per annum (\$2016).

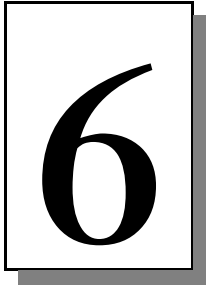
On balance, we consider that taking into account the significant presence of national chain bulky goods retailers in both these centres it is unlikely that an impact of between -6.9% and -9.2% in 2021 will lead to either experiencing any increase in retail vacancies.

Given this we conclude the economic effects of the proposed development will be acceptable in their scale. In short, if the proposed development proceeds it should not significantly disrupt the existing trading patterns of any of the relevant centres. In any event, it must be recognised that retail sales are dynamic in nature and the volume of sales can fluctuate due to changes in general economic conditions when there has been no significant alteration in the nature of retail services provided in a particular area.

5.6 Employment Benefits

The proposed development at Warriewood is estimated to generate total employment in the order of 231 jobs.

The total construction budget of the development is estimated to be in the order of \$60.0 million. Direct employment likely to be generated during the construction phase could be up to 400 full-time equivalent jobs.



CONCLUSION

On the basis of the analysis set out in this Report we conclude that:

- ▶ the proposed development of the subject land at Warriewood for a 15,000m² NLA bulky goods centre will not produce any significant adverse implications for the economic performance of established business centres in the Northern Beaches LGA or those in the surrounding region;
- ▶ there is a significant under-supply of bulky goods-type floorspace within the Warriewood trade area at present. We estimate this to be in the order of -48,000m²;
- ▶ in general terms the economic impact of the proposed development on the sales of all centres is estimated to be <-10.0%; hence almost all the impacts can be classified as being in either the 'very low' or 'low/medium' category;
- ▶ the impacts on the Belrose Super Centre and the Manly Vale bulky goods precinct are estimated to be at the high end of the 'low/medium' category of impact in 2021. That said, both centres will benefit from substantial growth in bulky goods-type available spending within the trade area in the period to 2026 and will be buttressed by their strong tenant mixes; and
- ▶ the development of the proposed Warriewood centre could create up to 231 full-time equivalent employment positions once the proposed centre becomes operational.



APPENDIX A

APPENDIX A

ABS 2009-10 Household Expenditure Survey - Selected Bulky Goods Items

07 Household furnishings and equipment

0701 Furniture and floor coverings

070101	Furniture and floor coverings
0701010201	Bedroom furniture
0701010301	Lounge/dining room furniture
0701010401	Outdoor/garden furniture
0701010501	Other furniture
0701010601	Carpets
0701010701	Floor rugs, mats and matting
0701010801	Vinyl and other sheet floor coverings
0701010901	Floor tiles
0701011001	Other floor coverings

0702 Blankets, household linen and household furnishings

070201	Blankets, household linen and household furnishings (excluding ornamental furnishings)
0702010101	Bed linen
0702010201	Blankets and travelling rugs
0702010301	Bedspreads and continental quilts
0702010401	Pillows and cushions
0702010501	Towels and face washers
0702010601	Table and kitchen linen
0702010701	Curtains
0702010801	Blinds
0702010901	Other household textiles
0702019999	Household linen and furnishings (excluding ornamental) nec
070202	Ornamental furnishings
0702020101	Paintings, carvings and sculptures
0702029999	Ornamental furnishings nec

0703 Household appliances

070301	Cooking stoves, ovens, microwaves, hot plates and ranges
0703010101	Cooking stoves, ovens, microwaves, hot plates and ranges
070302	Whitegoods and other electrical appliances (excluding stoves and related)
0703020101	Refrigerators and freezers
0703020201	Washing machines
0703020301	Air-conditioners
0703020401	Dishwashers
0703020501	Clothes dryers
0703029999	Whitegoods and other electrical appliances nec
070303	Non-electrical household appliances
0703030101	Non-electrical household appliances

0704 Glassware, tableware, cutlery and household utensils

070401	Glassware, tableware, cutlery and household utensils
0704010101	Tableware
0704010201	Glassware
0704010301	Cutlery
0704010401	Cooking utensils
0704010501	Cleaning utensils
0704019999	Glassware, tableware, cutlery and household utensils nec

0705 Tools and other household durables

070501	Tools and other household durables
0705010101	Lawnmowers (including electric)
0705010201	Gardening tools
0705010301	Other hand and power tools
0705019901	Mobile phones
0705019902	Telephone handset (purchase)
0705019904	Answering machines
0705019999	Tools and other household durables nec

08 Household services and operation**0801 Household services and operation**

080101	Household non-durables
0801010000	Household non-durables nfd
0801010101	Nails, screws and other fasteners
0801010201	Household soaps and detergents
0801010301	Household polishes
0801010401	Other household cleaning agents
0801010501	Household paper products (excluding stationery)
0801010601	Trees, shrubs and plants
0801010701	Other gardening products
0801010801	Swimming pool chemicals
0801010901	Foodwraps (excluding paper)
0801019999	Household non-durables nec

10 Transport**1001 Transport**

100105	Motor vehicle parts and accessories purchased separately
1001050101	Motor vehicle batteries
1001050201	Tyres and tubes
1001050301	Motor vehicle electrical accessories (purchased separately)
1001059901	Vehicle parts purchased separately nec
1001059902	Vehicle accessories purchased separately nec

11 Recreation**1101 Recreational and educational equipment****110101 Audio-visual equipment and parts**

1101010101	Televisions
1101010201	Satellite dishes
1101010299	Television aerials nec
1101010302	Video cameras
1101010304	Set top boxes
1101010305	Video players and recorders
1101010306	Game consoles
1101010399	Video equipment nec
1101010402	Portable players (non-CD) and radios
1101010404	CD player
1101010405	Integrated sound system
1101010406	Amplifiers and tuner-amplifiers
1101010407	Speakers
1101010499	Audio equipment nec
1101019901	Home entertainment systems
1101019999	Audiovisual equipment and parts nec

110102 Home computer equipment (including pre-packaged software)

1101020101	Home computer equipment (including pre-packaged software)
1101020199	Digital media devices nec

110103 Blank and pre-recorded media (excluding pre-packaged computer software)

1101030100	TV games and computer software nfd
1101030101	Computer software - games
1101030102	Computer software (excluding games)
1101030202	Blank video cassettes
1101030301	Pre-recorded video cassettes and video discs
1101030401	Pre-recorded compact discs and records (audio)
1101030501	Audio cassettes and tapes
1101039902	Blank digital media
1101039999	Blank and pre-recorded media nec

110104 Books, newspapers, magazines and other printed material

1101040101	Books
1101040201	Newspapers
1101040301	Magazines and comics
1101049999	Books, newspapers, magazines and other printed material nec

110105	Other recreational and educational equipment	
	1101050101	Photographic equipment (excluding film and chemicals)
	1101050102	Cameras (other than video cameras)
	1101050201	Photographic film and chemicals (including developing)
	1101050401	Other optical goods
	1101050601	Musical instruments and accessories
	1101050901	Toys
	1101051001	Camping equipment
	1101051100	Sports equipment nfd
	1101051101	Fishing equipment
	1101051102	Golf equipment (excluding specialist sports shoes)
	1101051104	Water sport, snow sport and skating equipment
	1101051105	Bats, sticks, racquets and balls for field and court games
	1101051198	Sports equipment nec
	1101059901	Above ground pool
	1101059999	Recreational and educational equipment nec
16	Other capital housing costs	
	16010103	Additions and extensions
	16010104	Internal renovations
	16010105	Insulation
	16010106	In-ground swimming pool
	16010107	Outside building
	16010108	Landscape contractor
	16010109	Other outside improvements

Source:

6530.0 Household Expenditure Survey, Australia: Detailed Expenditure Items, 2009-10

APPENDIX B

APPENDIX B

TABLE B1: Estimated Available Bulky Goods Spending - Warriewood Trade Area, 2016	PTA	STA SOUTH	TOTAL TA
Population 2016	80,578	33,626	114,204
Average Spending (\$2016)	12,067	11,615	11,934
Total Retail Spend (\$m) (\$2016)	972.3	390.6	1,362.9
Spending by Category			
Core Bulky Goods			
0701 Furniture and floor coverings	39.1	15.4	54.6
0703 Household appliances	24.6	9.9	34.5
110101 Audio-visual equipment and parts	29.0	11.2	40.2
TOTAL CORE BULKY GOODS	92.8	36.5	129.3
Ancillary Bulky Goods			
0702 Blankets, household linen and household furnishings	18.8	7.3	26.0
0704 Glassware, tableware, cutlery and household utensils	9.7	3.7	13.3
110102 Home computer equipment (including pre-packaged software)	15.6	6.4	22.0
1101051001 Camping equipment	1.1	0.4	1.6
100105 Motor vehicle parts and accessories purchased separately	17.5	7.4	24.9
TOTAL ANCILLARY BULKY GOODS	62.7	25.1	87.8
Hardware			
0705010101 Lawnmowers (including electric)	0.7	0.2	1.0
0705010201 Gardening tools	1.5	0.5	2.0
0705010301 Other hand and power tools	5.4	2.0	7.3
0705019999 Tools and other household durables nec	7.5	2.9	10.4
0801010101 Nails, screws and other fasteners	0.5	0.3	0.8
0801010601 Trees, shrubs and plants	3.5	1.4	4.9
0801010701 Other gardening products	3.5	1.4	4.8
0801010801 Swimming pool chemicals	1.9	0.9	2.8
0801019999 Household non-durables nec	6.8	2.6	9.4
TOTAL HARDWARE	31.3	12.1	43.4
Home Renovations/Improvement			
010106 Repairs and maintenance (materials only)	22.3	10.5	32.8
Capital Housing Costs: 16010103 Additions and extensions	17.9	6.6	24.6
Capital Housing Costs: 16010104 Internal renovations	29.3	10.3	39.6
Capital Housing Costs: 16010105 Insulation	0.7	0.3	1.0
Capital Housing Costs: 16010107 Outside building	8.0	2.8	10.7
Capital Housing Costs: 16010109 Other outside improvements	20.2	7.1	27.2
TOTAL HOME RENOVATIONS/IMPROVEMENT	98.4	37.6	136.0
Total Bulky Goods	285.2	111.4	396.6

TABLE B2: Estimated Available Bulky Goods Spending - Warriewood Trade Area, 2021	PTA	STA SOUTH	TOTAL TA
Population 2021	85,953	35,517	121,470
Average Spending (\$2016)	13,000	12,513	12,857
Total Retail Spend (\$m) (\$2016)	1,117.4	444.4	1,561.8
Spending by Category			
Core Bulky Goods			
0701 Furniture and floor coverings	44.9	17.6	62.5
0703 Household appliances	28.3	11.3	39.6
110101 Audio-visual equipment and parts	33.4	12.7	46.1
TOTAL CORE BULKY GOODS	106.6	41.5	148.2
Ancillary Bulky Goods			
0702 Blankets, household linen and household furnishings	21.6	8.2	29.8
0704 Glassware, tableware, cutlery and household utensils	11.1	4.2	15.3
110102 Home computer equipment (including pre-packaged software)	17.9	7.2	25.2
1101051001 Camping equipment	1.3	0.5	1.8
100105 Motor vehicle parts and accessories purchased separately	20.1	8.4	28.6
TOTAL ANCILLARY BULKY GOODS	72.1	28.6	100.6
Hardware			
0705010101 Lawnmowers (including electric)	0.8	0.3	1.1
0705010201 Gardening tools	1.7	0.6	2.3
0705010301 Other hand and power tools	6.2	2.2	8.4
0705019999 Tools and other household durables nec	8.6	3.3	11.9
0801010101 Nails, screws and other fasteners	0.6	0.3	0.9
0801010601 Trees, shrubs and plants	4.1	1.6	5.7
0801010701 Other gardening products	4.0	1.5	5.5
0801010801 Swimming pool chemicals	2.2	1.0	3.2
0801019999 Household non-durables nec	7.8	3.0	10.8
TOTAL HARDWARE	35.9	13.8	49.8
Home Renovations/Improvement			
010106 Repairs and maintenance (materials only)	25.6	12.0	37.6
Capital Housing Costs: 16010103 Additions and extensions	20.6	7.6	28.1
Capital Housing Costs: 16010104 Internal renovations	33.7	11.8	45.4
Capital Housing Costs: 16010105 Insulation	0.9	0.3	1.2
Capital Housing Costs: 16010107 Outside building	9.2	3.1	12.3
Capital Housing Costs: 16010109 Other outside improvements	23.2	8.1	31.2
TOTAL HOME RENOVATIONS/IMPROVEMENT	113.0	42.8	155.9
Total Bulky Goods	327.7	126.8	454.4

TABLE B3: Estimated Available Bulky Goods Spending - Warriewood Trade Area, 2026	PTA	STA SOUTH	TOTAL TA
Population 2026	90,338	37,144	127,482
Average Spending (\$2016)	14,004	13,480	13,852
Total Retail Spend (\$m) (\$2016)	1,265.1	500.7	1,765.8
Spending by Category			
Core Bulky Goods			
0701 Furniture and floor coverings	50.9	19.8	70.7
0703 Household appliances	32.1	12.7	44.8
110101 Audio-visual equipment and parts	37.8	14.3	52.1
TOTAL CORE BULKY GOODS	120.7	46.8	167.5
Ancillary Bulky Goods			
0702 Blankets, household linen and household furnishings	24.4	9.3	33.7
0704 Glassware, tableware, cutlery and household utensils	12.6	4.7	17.3
110102 Home computer equipment (including pre-packaged software)	20.3	8.2	28.5
1101051001 Camping equipment	1.5	0.5	2.0
100105 Motor vehicle parts and accessories purchased separately	22.8	9.5	32.3
TOTAL ANCILLARY BULKY GOODS	81.6	32.2	113.8
Hardware			
0705010101 Lawnmowers (including electric)	0.9	0.3	1.2
0705010201 Gardening tools	1.9	0.7	2.6
0705010301 Other hand and power tools	7.0	2.5	9.5
0705019999 Tools and other household durables nec	9.8	3.7	13.5
0801010101 Nails, screws and other fasteners	0.7	0.3	1.0
0801010601 Trees, shrubs and plants	4.6	1.8	6.4
0801010701 Other gardening products	4.5	1.7	6.2
0801010801 Swimming pool chemicals	2.5	1.1	3.6
0801019999 Household non-durables nec	8.8	3.4	12.2
TOTAL HARDWARE	40.7	15.6	56.3
Home Renovations/Improvement			
010106 Repairs and maintenance (materials only)	29.0	13.5	42.5
Capital Housing Costs: 16010103 Additions and extensions	23.3	8.5	31.8
Capital Housing Costs: 16010104 Internal renovations	38.1	13.3	51.4
Capital Housing Costs: 16010105 Insulation	1.0	0.4	1.3
Capital Housing Costs: 16010107 Outside building	10.4	3.5	13.9
Capital Housing Costs: 16010109 Other outside improvements	26.2	9.1	35.3
TOTAL HOME RENOVATIONS/IMPROVEMENT	128.0	48.3	176.3
Total Bulky Goods	371.0	142.8	513.8

Source: Leyshon Consulting Estimates, 2016