

ALBION PARK TOWN CENTRE PLAN

The Albion Park Town Centre Plan was endorsed by Council at its meeting of 8 April 2014, as a basis for the review of relevant Council Policy including Shellharbour Local Environmental Plan 2013, Shellharbour Development Control Plan, Shellharbour City Council Section 94 Contributions Plan 2013 and the capital works program.



Shellharbour
CITY COUNCIL

ALBION PARK TOWN CENTRE PLAN



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ALBION PARK TOWN CENTRE PLAN

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with sub-consultant services provided by Hill PDA, CHROFI, GTA Consultants and Equatica

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Revision	Status	Date	by	Checked
A	Draft	30 October 2013	NB/MC	MC
B	Draft	19 December 2013	NB/MC	MC
C	Final Draft	22 January 2014	NB/MC	MC
D	Final	06 February 2014	NB/MC	MC
E	Councillor Briefing	11 February 2014	NB/MC	MC
F	Final - Heritage Input	04 March 2014	NB/MC	MC

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Terminology

Abbreviation	Name
LEP	Local Environment Plan
DCP	Development Control Plan
ESD	Ecologically Sustainable Development
WSUD	Water Sensitive Urban Design

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1.0 Introduction

1.0 Introduction

1.1 BACKGROUND

Shellharbour City Council required master planning services to prepare a town centre plan for Albion Park. In response to this requirement McGregor Coxall has been commissioned by Shellharbour City Council to prepare a Town Centre Plan for Albion Park that helps create a vibrant, inclusive, safe, attractive, connected, convenient, accessible and commercially successful town centres.

The aims of this study are to provide written and graphic development guidelines for Albion Park Town Centre in a form adaptable for inclusion in the Shellharbour DCP. Key scopes of work addressed in the study are as follows;

- Conceptual block building envelope sketches with optional upper floor residential or upper floor commercial or upper floor commercial/residential;
- development appearance/character including colours/materials palette;
- public domain treatment/usage including integration with private domain;
- transport /parking provisions - this will need to determine future supply needs and where increases in public parking may be needed, based on future development capacity; and
- maps of Centres specifying required active frontages, awning weather protection, building envelopes/setbacks, splayed corners, corner elements and entry statements, focal points, public domain treatments including possible gathering areas/meeting places and transport/parking provisions.
- any recommended amendments to LEP 2013 as it relates to development of Town Centres.

1.2 ALBION PARK TOWN CENTRE

Albion Park, a designated 'Major Town' in the Illawarra Regional Strategy is located approximately 5km west of Shellharbour City Centre. Tullimbar and Calderwood sit alongside the western edges of Albion Park forming large land release areas that will be developed over the coming decade. The town centre is defined by a central intersection that connects Tongarra Road with Terry Street, which provide excellent connections to the wider region of Shellharbour LGA and NSW. Located adjacent to the town centre is the Albion Park Showground and Con O'Keefe Park with Melaleuca Park and Mood Park forming key public spaces within the town centre. Other local landmarks in the town centre are Albion Park Shopping Village and Albion Park RSL.

1.3 STUDY BOUNDARY

Figure 1.2 illustrates the existing Albion Park Town Centre study boundary designated for this master plan project. To ensure a comprehensive town centre master plan the study boundary was extended to incorporate key town centre features including Con O'Keefe Park, Albion Park Primary School, the residential plots on the corner of Russell Street/ Tongarra Road intersection and Taylor Road/ Terry Street Intersection and the commercial premises on the south eastern side of the town centre [Figure 1.3].

1.4 REPORT STRUCTURE

The Town Centre Plan report structure reflects the design process undertaken in preparing this Master Plan for Albion Park Town Centre. The following sections form the structure of this document;

- Section 2 looks to understand the complexities comprising a 21st Century town centre and the key principles that make a vital town centre;
- Section 3 provides an overview of existing background documents relating to State and Local Government policy;
- Section 4 applies the key principles that comprise a vital town centre against Albion Park Town Centre;
- Section 5 identifies a series of key strategic moves to revitalise Albion Park Town Centre;
- Section 6 presents the Albion Park Town Centre Guidance based on the Shellharbour City Council's scope of works;
- The Appendix section contains a Consultation Kiosk Summary, a one and two lot development scenario, the Economic Study produced by Hill PDA and GTA Consultants Transport and Parking Provisions Study;

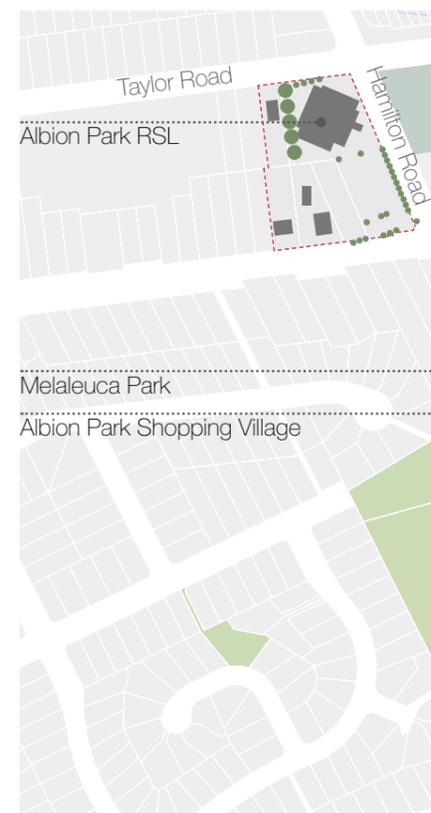


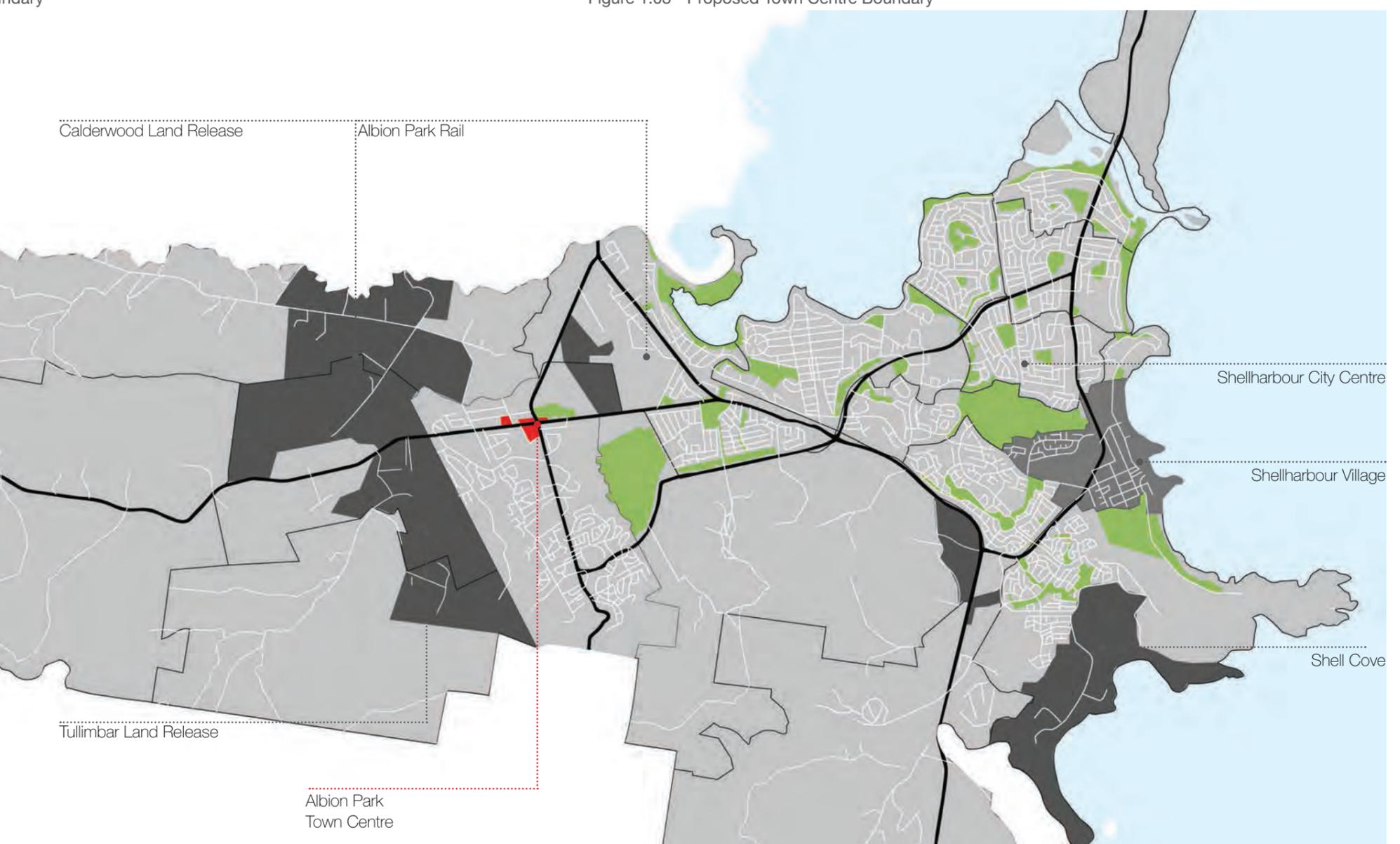
Figure 1.01 - Existing Town Centre Boundary

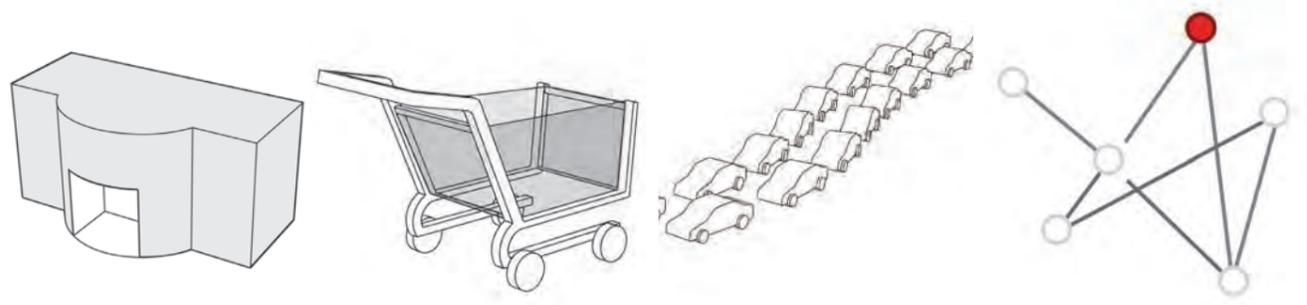


Figure 1.02 - Location Plan



Figure 1.03 - Proposed Town Centre Boundary





2.0 The 21st Century Town Centre

2.0 The 21st Century Town Centre

2.1 THE CHALLENGES FACING TOWN CENTRES TODAY

In order for any town centre to thrive in the future it is important to understand and identify the challenges facing town centres today. Convenience has become the new “buzz” word in our society, where the demand for easy access consumerism has radically changed the urban landscape.

The phenomenal growth of online retailing, the rise of mobile retailing, the speed and sophistication of the major national and international retailers, the modern and immersive experiences offered by today's new breed of shopping mall have all conspired to change today's town centre. Key contributing factors that have led to our society's demand for convenience are as follows;

- Growth of the Shopping Mall
- Rise of the Supermarkets
- Vehicular Dominance
- Online Culture

The Growth of the Shopping Mall

The lack of economic resilience within the traditional town centre has been exposed by the modernised shopping mall which has changed beyond recognition over the past 10 years. This success is largely due to the shopping mall's ability to evolve and change to the needs of the consumer. With shopping centres being run like businesses, offering an enclosed environment that is designed for convenience the town centre has fallen by the wayside resulting in many town centres falling into a state of decline.

The Rise of the Supermarket

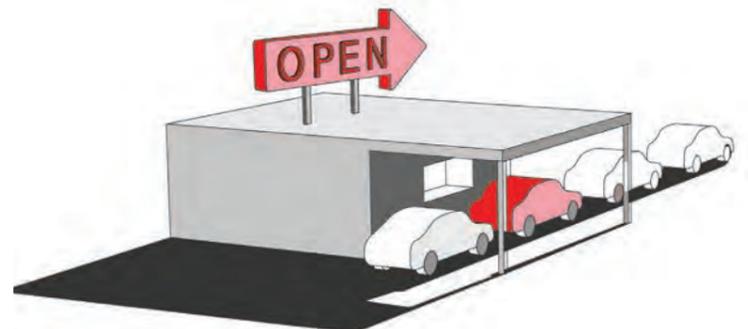
The traditional supermarket which sold groceries and food has modernised its offering to cater for the convenience of each consumer. Supermarkets have expanded their reach into homewares, stationary, books, flowers etc effectively making it a “one-stop-shop” for local communities to utilise. The rise of the supermarket has resulted in four supermarket chains, [Woolworths, Coles, Aldi and IGA] having a total market share of 98% resulting in local independents town centre supermarkets struggling to compete.

Automobile Dominance

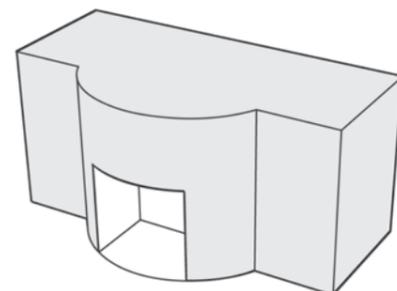
The emergence of the vehicle in Australia coincided with the post war ‘long boom’, where for 30 years Australia's economy continuously grew. This led to town centres, shopping malls and retail outlets all being designed around the vehicle, catering for mass car parking, wide road carriageways and high volumes of traffic. The vehicle has fuelled the convenience culture creating a car dependent society that associates easy car access, ample car parking and convenient shopping as the norm.

Online Culture

New technological developments now mean that the internet is one of the key threats to retail in our town centres. With 25% of Australia's population utilising the internet for online purchases, totalling almost \$13.5 billion in 2012, this growing trend is increasingly putting pressure on the town centre. Additionally the emergence of the mobile society fewer shops are required in our town centres as the typical consumer can shop online directly from the mobile phone.



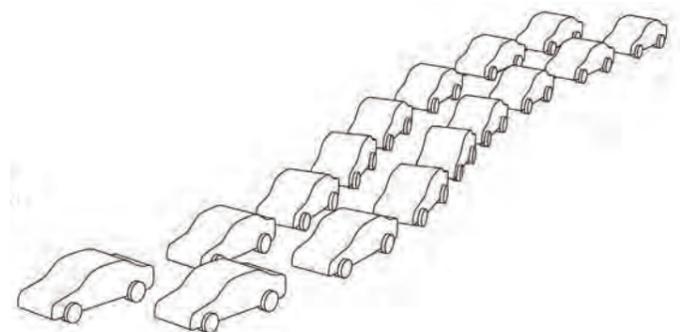
Convenience is the new ‘Buzz’ Word



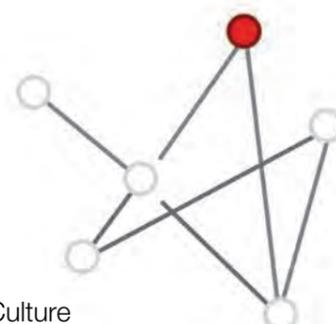
Growth of the Shopping Mall



Rise of the Supermarket



Automobile Dominance



Online Culture

2.2 CREATING A 'VITAL TOWN CENTRE'

Uniqueness

Shopping habits and social attitudes have changed. For Town Centres to remain relevant and the focal point for communities and businesses as they have been in the past, they have to complement societies demand for convenience rather than compete.

Town centres have always been about much more than shopping. Retail is an important part of the town centre mix, but people also come for many other reasons, such as to visit cafes, restaurants, pubs, galleries, museums, cinemas, parks, hairdressers, beauty parlours, doctors and dentists, libraries, banks, solicitors, and estate agents. And there's a strong social factor too – the high street is often the place where local people come together to meet friends and join in community activities. It can provide a setting for shared experiences, and be a focal point of local identity, community pride, and common heritage and values.

High streets and town centres that are fit for the 21st century need to be multi-functional social centres, not simply competitors for stretched consumers. They must offer irresistible opportunities and experiences that do not exist elsewhere, are rooted in the interests and needs of local people, and will meet the demands of a rapidly changing world.

We believe that at the heart of any response to the challenges facing our town centres must be a recognition of the uniqueness of place and that these unique places are created and shaped by people who use them: they 'build it and they will come' model of retail development is no longer appropriate or sustainable. Town Centres can become places where we go to actively engage with other people in our communities; places where shopping is just one small part of a rich mix of activities including working, sharing, exchanging, playing and learning.

Urban Design Principles of a Vital Town Centre

By acknowledging what challenges are facing today's town centres it is equally important to understand 'What principles make up a vital and vibrant town centre'. To do this we have identified four principles behind the urban environment which co-exist to make a vital town centre. The key principles that will be explained are as follows;

- Principle #1 - Economic Vibrancy
- Principle #2 - Urban Composition
- Principle #3 - Access and Movement
- Principle #4 - Environment

These principles of a vital town centre that we describe and illustrate are the essential components to a successful town centre environment, founded on new urbanist thinking and accepted principles of good urban and town centre design.

By understanding the urban design principles that make up a vital town centre, we can analyse and identify any particular areas where it is lacking, thus informing the town centre master planning process. Although the key principles proposed will guide the master planning process, it must be noted that in reality these boundaries inter-relate with each other, reinforcing the complex relationships that interplay in creating a vital town centre.



2.3 PRINCIPLE 1: ECONOMIC VIBRANCY

Successful town centres typically have animation, vitality, and an urban 'buzz'. By promoting people to the street, animation and vitality is created. To create this vitality and vibrancy a close grain of vibrant uses should be accommodated which respond to the surrounding public domain.

Close Urban Grain and Diversity

Town centres that offer a close grain mix of uses, benefit the economy by encouraging a well connected catchment of customers to local businesses. A finer grain mix of uses within a town centre offers a viable alternative to large single use blocks, as its diversity ensures town centre streets are more resilient to economic uncertainty.

Flexibility and Adaptability

The built form and public domain needs to be flexible and adaptable to cater for a variety of functions. The adaptability of individual buildings and public spaces is important not only to allow for physical change but also cultural and social change. The most successful places are products of growth over time, shaped by and able to accommodate changing economic conditions, development aspirations and cultural differences.

Community Heart

The community heart acts as a focal point for social interaction, offering a variety of potential different uses and activities during the day and night. Essentially this focal point evokes a sense of place and ownership for the town centre community. Successful community hearts tend to be civic spaces, squares or a high street, where a variety of functions can be catered for, such as markets, festivals, theatre and relaxation for meeting others. It is imperative that a large proportion of the community heart is public and freely accessible at all times, to all users.

2.4 PRINCIPLE 2: URBAN COMPOSITION

"Bring half a dozen buildings together and an art other than architecture is made possible. Several buildings begin to happen in the group, which would be impossible for the isolated building. We may walk through and past the buildings and as a corner is turned an unsuspected building is suddenly revealed" (Cullen 2002). Essential to a well composed town centre is its street definition, sense of enclosure and legibility, ensuring a user is guided through a town's key focus areas.

Definition and Enclosure

Streets and public domain have a symbiotic relation with the built form and its density. If appropriately designed the urban environment can take a positive form and possess a sense of enclosure to the public domain.

Legibility

The articulation of the built form and its relationship with the spaces that bound it are crucial to ensuring a legible network of town centre streets. By manipulating the nuances of scale and style, of texture and colour, as well as character, a route can have a strong and memorable identity that reflects its importance within a hierarchy, encouraging legibility.

Urban Character

The character of a town centre is rooted in its urban structure, quality of urban spaces and the patterns of movement and activity that exist. A town centre's character can be expressed



through the form of urban blocks, the scale and size of the buildings and the spaces they create.

Sense of Arrival

Equally as important to a town centre's character is the sense of entering into a particular area. Successful town centres ensure that key access routes into a district offer individuals a sense of arriving to a collective entity or place, which may be achieved by physical separation or distinctiveness within the built form and spatial environment.

2.5 PRINCIPLE 3: ACCESS & MOVEMENT

Cars form a dominant characteristic in many town centres today, however the most vital town centres reconcile the importance of the pedestrian and cyclist, reducing the dominance of the vehicle and prioritising pedestrians, cyclists and modes of public transport.

A Network of Pedestrian Accessible Routes

"Emphasising walking as a viable mode of transportation with a strong impact on health is leading towards a more sustainable city and town centre, where energy consumption and a focus on a lively city during the day and night are part of the new city strategies" (Gehl 2009). The way a town centre is designed can contribute to an individual propensity to be physically active - to walk instead of drive. This can have a direct influence on improved health outcomes.

Good Public Transport Links

Good public transport can reduce vehicular use within a town centre, supporting the retention of open space, encourage traffic calming, promote walking and cycling, enhance social sustainability and encourage a more compact town centre that is easily accessed and used.

2.6 PRINCIPLE 4: ENVIRONMENT

Essential to any vital town centre is the balance between hard and soft landscape, ensuring a symbiotic relationship between the urban and natural environment. As town centres expand, natural habitats are enveloped by the urban environment, altering the natural ecosystems and bringing the urban environment into direct contact with the natural environment.

Public Domain

A quality public domain beyond providing an aesthetic component for town centres, can create an ongoing series of systems, patterns and interactions between living things. Thus a vital town centre offers a public domain that responds to the user requirements and local ecosystems, creating a more balanced environment.

Environmental Sustainability

A vital town centre must be sustainable by responding to its environment and ecosystems within it, ensuring a resilience to extreme weather conditions. Additionally, through the appropriate planting of trees and vegetation, carbon dioxide can be sequestered, wind speeds can be reduced, shelter belts are established and dust pollution can be filtered. These considerations are essential for any vital town centre.





3.0 Background Information

3.0 Background Information

3.1 STATE GOVERNMENT

Illawarra Regional Strategy 2006-31 NSW

Overview

The Illawarra Regional strategy represents the agreed NSW position on the future of the Illawarra region. Its primary purpose concerns the availability of adequate land to sustainably accommodate the projected 2031 (25 year plan) employment and housing needs. The strategy is used by state agencies and public trading enterprises to plan future infrastructure needs.

Key Points

Albion Park is identified as a Major Town in the Shellharbour Retail and Commercial Centres Hierarchy. A Major Town is nominated as having a trade area of more than 60,000 people, 4,500-9,500 dwellings, and an approximate radius of 800sqm.

Major Towns also provide for a range of speciality shops, personal services (e.g. Hairdressers), non-retail services (such as banks, real estate agents, travel agents) and community services. There is a strong emphasis on comparative shopping but there is also a strong emphasis on providing convenience shopping (for weekly food and groceries).

The Illawarra Regional Strategy (2006-31) recognises that Albion Park has undergone change in more recent years and has grown to a substantial size. However, further growth and expansion of the centre, including ongoing revitalisation along the established shopping precinct would be required to cater for future growth.

- The objectives for the further development of the Albion Park centre should consider:
- Provide the main focus for shopping, community, cultural, entertainment and recreation facilities;
- Provide opportunities for business investment and employment;
- Encourage a mix of land uses, including residential uses;
- Provide a simple, legible and flexible urban structure;
- Maintain environmental amenity and consistent urban design; and
- Encourage street-level activities and social interaction.

SEPP 65 and Residential Flat Design Code

Overview

State Environmental Planning policy number 65 concerns the design quality of residential flat development. SEPP 65 Contains 10 design quality principles to assess and guide design. These principles are: Context, Scale, Built Form, Density, Resource, Energy and Water Efficiency, Landscape, Amenity, Safety and Security, Social Dimensions and Housing Affordability and Aesthetics. Residential Flat Design code aids SEPP65 providing guidance on applying these principles.

Key Points

SEPP 65 applies to the:

- Erection of a new residential flat building
- Substantial redevelopment or the substantial refurbishment of an existing residential flat building



- Conversion of an existing building to a residential flat building.

Preparation

Master Plan to include provisions to ensure achievement of design quality with regard to the publication Residential Flat Design Code

Adoption of Master Plans

Draft master plan to the design review panel (if any) constituted for the relevant area or region, and has taken into consideration any comments made by the design review panel.

Primary Development Controls from the Residential Flat Design Code

Height

- Where the site is sloping or there are sharp changes in level, adjust the height plane by extending the height limit horizontally by 10-18 meters from the building line.
- Only use the Australian Height Datum (AHD) as a control in special circumstances.
- It is important rational for height controls is included in design guideline as a communication tool for planners.

Building depth

- Whether there is a building envelope or not, the maximum internal plan depth of a building should be 18 meters from glass line to glass line.
- Freestanding buildings (the big house or tower building types) may have greater depth than 18 metres only if they still achieve satisfactory daylight and natural ventilation.

Building Separation

- For buildings over three storeys Building separation is proportionate to building height to facilitate better urban form and improved residential amenity.
- Up to 4 storeys/12 meters
 - 12 metres between habitable rooms/balconies
 - 9 metres between habitable/balconies and non-habitable rooms
 - 6 metres between non-habitable rooms
- 5 to 8 storeys/up to 25 meters
 - 18 meter between habitable rooms and balconies
 - 13 metres between habitable rooms/balconies and non-habitable rooms
 - 9 meters between non habitable rooms
- 9 storeys and above/ over 25 metres
 - 24 metres between habitable rooms/balconies
 - 18 metres between habitable rooms/balconies and non-habitable rooms
 - 12 metres between non-habitable rooms
- Allow zero building separation in appropriate contexts, such as in urban areas between street wall building types (party walls).

Setbacks

- Setbacks typically vary from none in city centres to 10 metres.
- In general, no part of a building or above ground structure may encroach into a setback zone. Exceptions are:
 - Underground parking structures no more than 1.2 metres above ground, where this is consistent with the desired streetscape (see Ground Floor Apartments)
 - Awnings
 - Balconies and bay windows.
- Where small setbacks occur, fencing and planting selection provides a separation between the public and private realms.
- Where the desired character is for a continuous street frontage, zero side setbacks are appropriate.

Floor Space Ratio (FSR)

- Determine FSR by calculating it at 80 percent of the building envelope in denser urban areas and at 75 percent in suburban areas.
- Floor space should be measured from the inside face of external walls and 1400mm above the slab. It includes:
 - Habitable space below ground (auditoria, cinemas, supermarkets)
 - Retail space (cafes) associated with main entrance and/or lobby.

Open Space

- The area of communal open space required should generally be at least between 25 and 30 percent of the site area. Larger sites and brownfield sites may have potential for more than 30 percent.
- The minimum recommended area of private open space for each apartment at ground level or similar space on a structure, such as on a podium or car park, is 25m²; the minimum preferred dimension in one direction is 4 metres. (see Balconies for other private open space requirements)

Ceiling Heights

- The following recommended dimensions are measured from finished floor level (FFL) to finished ceiling level (FCL). These are minimums only and do not preclude higher ceilings, if desired.
- In mixed use buildings: 3.3 metre minimum for ground floor retail or commercial and for first floor residential, retail or commercial to promote future flexibility of use
- In residential flat buildings or other residential floors in mixed use buildings: in general, 2.7 metre minimum for all habitable rooms on all floors, 2.4 metres is the preferred minimum for all non-habitable rooms, however 2.25m is permitted.

Apartment Area

- Affordable housing (Australian Affordable housing service)
 - 1 bdr 50m²
 - 2 bdr 70m²
 - 3 bdr 95m²

3.2 LOCAL GOVERNMENT

Shellharbour City Community Strategic Plan 2013-2023

Overview:

The Shellharbour City Strategic plan sets out community objectives, strategies and indicative outcomes for the future community and council vision for the city. The plan was developed through a range of engagement activities and focuses on four main sectors: Community, Environment, Economy and Leadership. Outlining the following 10 objectives within these categories.

- Vibrant, safe and inclusive City
- Active and healthy community
- Protects and promotes its natural environment Practices sustainable living
- A liveable City that is connected through places and spaces
- Infrastructure is planned and managed in a way that meets the community's needs
- Supported by a strong local economy with business and employment opportunities
- Welcomes, engages and attracts visitors
- Led by a Council that effectively represents the community
- Supported by a Council that is responsive, accountable and financially viable

Key Points:

- Strategies provide strong links to state and regional strategies

Community strategies focus on:

- Events and culture support.
- Quality accessible community and cultural facilities, programs and services.
- Active creative community and development of creative opportunities
- Opportunities for education and leisure.
- Access to relevant and responsive health and wellbeing services.
- Recreation and enjoyment of parks and open spaces.
- Recreation opportunities to cater for a broad range of ages, abilities and interests
- Development of network of pathways, cycle ways for incidental exercise and alternative transport options.

Environment strategies focus on:

- Management of catchments and delivery of projects, which protect biodiversity.
- Leadership in environmental planning and management
- Education on environmental suitability and management and facilitating community involvement in caring for the natural environment.
- Effective sustainable waste management
- Reduction of ecological footprint.
- Recognising, protecting and celebrating our heritage.

Economic strategies Focus on:

- A board range of sustainable quality and cost effective infer structure.
- Renewal of ageing assets to meet current and future community needs.
- Making shell harbour as a destination of choice for tourism and community based on a dynamic, responsive and sustainable industry.
- Opportunities for local business growth
- Positive city image and lifestyle
- Employment opportunities focusing of retaining young people, encouraging new workers and opportunities for the unemployed

Leadership strategies focus on:

- Mayor and councillors representing the community providing strong, cohesive and visionary leadership.
- Facilitation of strong communication with community.
- Respect and acknowledgement for aboriginal community as traditional land custodians.
- Clear framework for council activates, planning and policies
- Enhance organisational culture.
- Transparent and accountable financial management.
- Effective communication methods and technological provision of services.
- Risk minimization and critical business functions.
- Collaboratively planned emergency response.



Shellharbour City Council Delivery Program [2013-2017] Operational Plan [2013-2014]

Overview:

This document aligns a delivery program, operational plans, responsibilities, timeframes and key performance indicators with the objectives and strategies outlined above in the Shellharbour City Community Strategic Plan 2013 – 2017. Organized the same objective categories of Community, Environment, Economy and Leadership. The document sets out actions that the council will undertake during the financial year (operational plan) to meet the broader strategy (delivery program). It additionally puts forward how the council will measure success in achieving the desired outcome for each strategy and action.

Shellharbour City Council Resourcing Strategy 2013-2023

Overview:

The resourcing strategy ensures there is an appropriate mix and delivery of infrastructure services combined with the availability of sufficient financial and human resources. The strategy informs the development of the Shellharbour Community Strategic Plan (CSP) and describes the resources Council is going to utilize to achieve the Objectives and Strategies.

It is made up of key components

- Sustainable Financial Strategy (SFS)
- Long Term Financial Plan (LTFP)
- Asset Management Plan (AMP)
- Workforce Management Plan. (WMP)

Key Points:

- Financial Sustainability
- Maintaining and operating assets within acceptable levels of service balanced against available funding has presented a challenge to Council over recent years.

City Council's primary objectives in managing these are:

- To be sustainable in the management all assets
- To provide a desirable level of service for the assets under its stewardship for the existing and future community
- Council must have a Workforce Management Plan (the plan) to ensure that it has the right mix of people, skills and resources to use when and where they are needed. This will enable Council to plan its future workforce needs to place Council in the best position to deliver on the objectives outlined in the CSP.



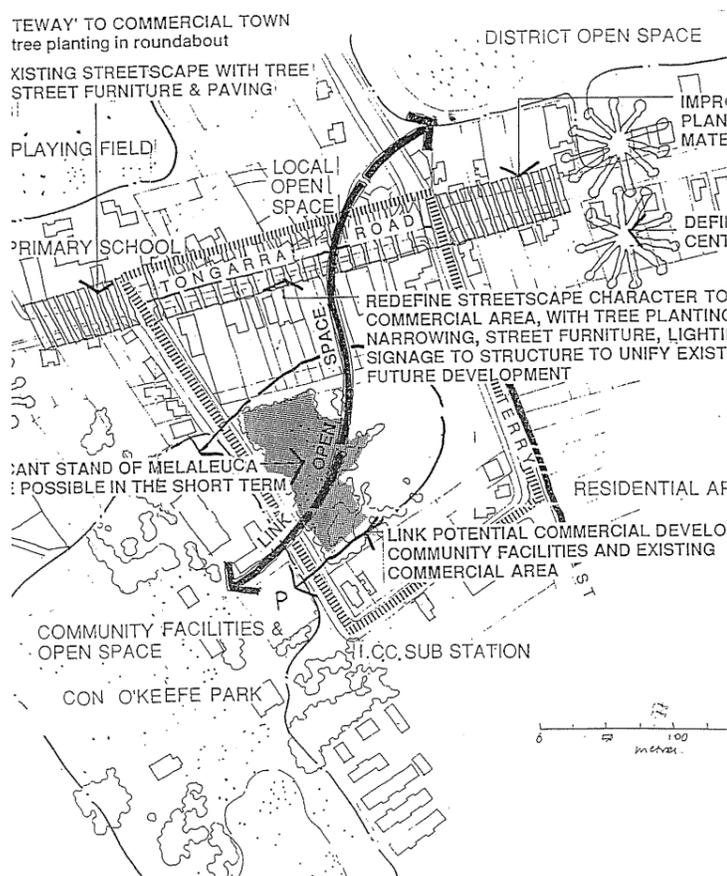
Albion Park Centre Study

Overview:

Study by Shellharbour City Council which proposes a strategy pre 2000 for the future role a physical form of the Albion Park Centre. The master plan proposes a larger “park centre” open space for where the existing shopping centre car park currently lies. The bases of this was to establish strong links between community and commercial areas within the town centre.

Key Points:

- Terry Street & Tongarra Road known as the crossroads.
- Tullimbah Inn and Old bank along Tongarra Road – Australian Pioneer character, Steep pitch corrugated iron roofing.
- Lack of building cohesion
- Original landscape concept plan linked community facilities with an open space in the centre (space now a supermarket)
- Prioritises a open space network linking commercial development and community facilities.
- Aim for car park to be part of a “green network” town centre environment



Child Friendly By Design

Overview:

The Child Friendly by Design document provides an indicator framework for child friendly build environments and a series of concept drawings for Con O’Keefe Park. The document proposes design opportunities for Con O’Keefe Park that look to establish it as an activated and well used park. Key points to note are as follows;

Car Park

- Skate park to be incorporated into the site and celebrated as iconic feature;
- Car park allocations to be re-designed to incorporate pram/wheelchair friendly median strips;

Play Areas

- Active play areas suitable for all ages;
- BMX track to be introduced between trees;

Pool

- Replace fence with a more friendly boundary treatment;
- Picnicking, BBQ facilities and seating to be introduced;

Museum

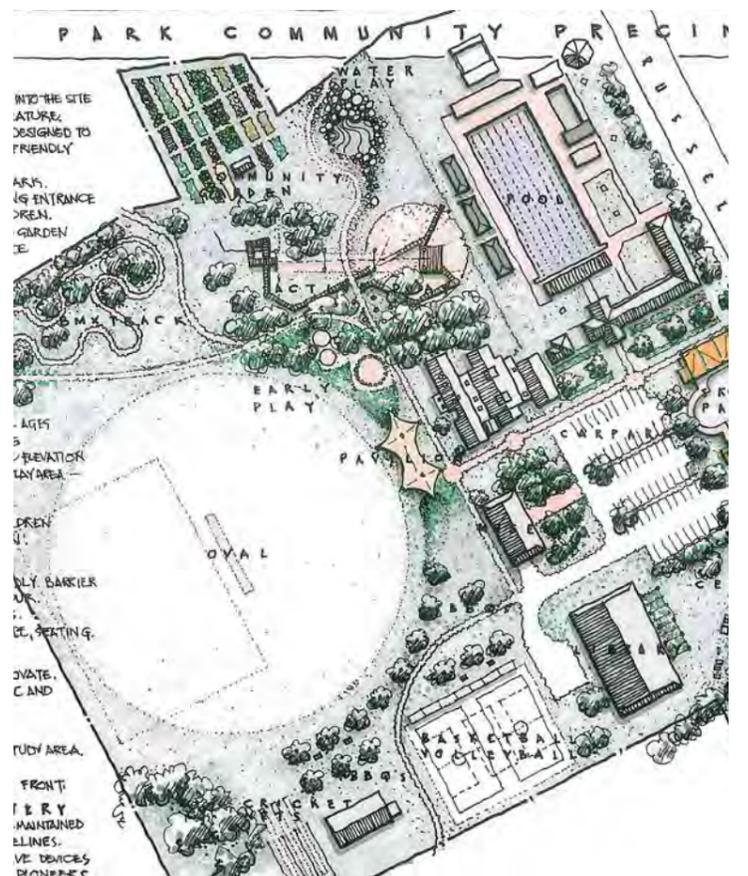
- The museum be relocated and existing museum building be removed;

Library

- Shaded outdoor reading/ study area to be located adjacent to the library;
- Bicycle parking to be located alongside the library;

Pioneer Cemetery

- To be restored, landscaped and maintained according to heritage guidelines;



Albion Park RSL Redevelopment Rezoning Proposal January 2008

Overview:

Summary of Albion Park RSL Development Proposal for mixed use development leisure facilities new RSL convenience retailing and dining.

Key Points:

Contains

- Pool (learn to swim)
- Speciality retail, car parking
- Retail Mall
- Club Lounge
- Club Foyer
- Club Dining
- Health and Fitness
- Supermarket
- Hamilton Road
- Club Memorial
- Need for zoning change standard LEP for whole site (30% currently residential zoning)
- Proposal will "revitalize" the town centre though improved convenience and create employment.

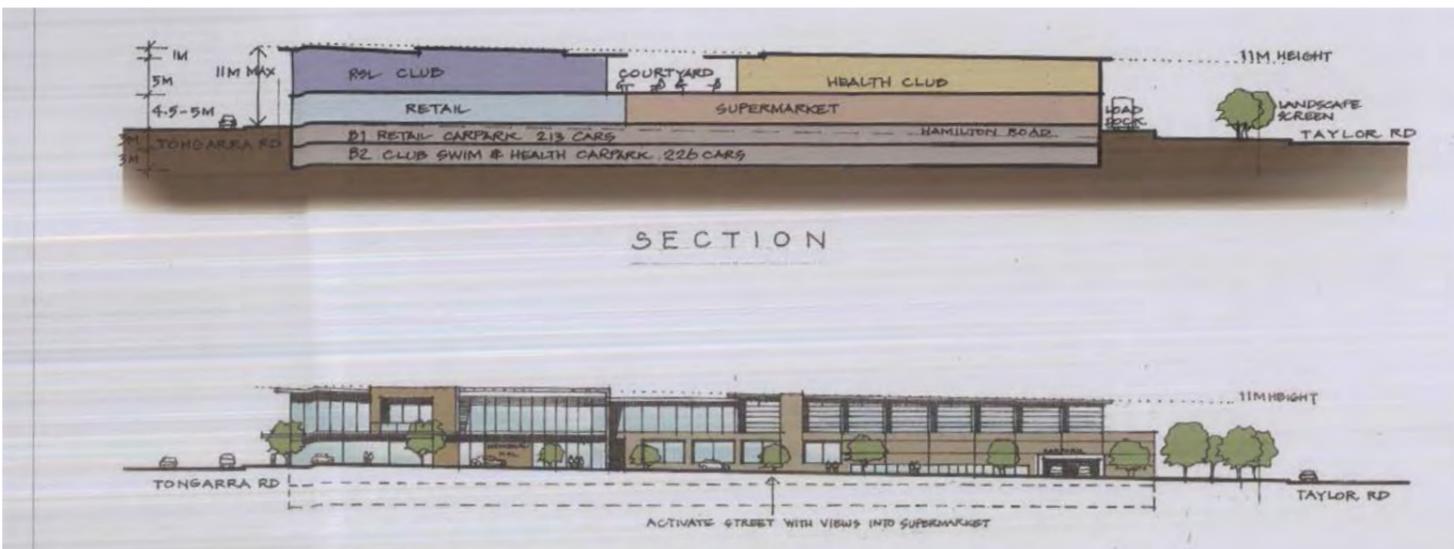
Albion Park RSL Memorial Club, Retail Market Potential Assessment 2008

Overview:

Development proposal of 3500sqm supermarket and 2000 retail and non-retail floor space. Site chosen based on proximity to trade areas report suggest a growth in young establishing families. "It is likely such residents would associate strongly with retail facilities such as those proposed at Albion Park RSL Memorial Club". The report further looks at supermarket based centre potential for the area also based on demographic growth. These forecast strong growth past 2010 and being within the town centre align this expenditure growth with Albion Parks net benefit.

Key Points:

- Main trade area extends 10km to the north and west , as well as 15 km to the south east.
- North and East limited by retail facilities at Dapto, Shellharbour city centre and the South and West by surrounding rural areas.



Steve Thorn Concept [Urban Design] - Albion Park Centre

Overview:

Steve thorn Urban Design strategy for Albion Park provided to the Chamber of Commerce.

The design identifies 3 major zones within Albion Park. The central Mixed use commercial zone with mixed used residential to the north and public open space to the west. The plan strengthened the definition of the street with infill building and planting as well as creating two new main street links Jeffcoat Street and Parallel to Tongarra Road, a link between Taylor Road and Russell st and a new local road to proposed new residential buildings.

Key Points:

- The plan indicates the significance of public open space and existing community services between Russell st and Jeffcoat st.
- Plan identifies the need to strengthen connection between commercial and community zones.
- Shift town centre focus away from Tongarra road.

Shellharbour City Council: Development Control Plan. 11 June 2013

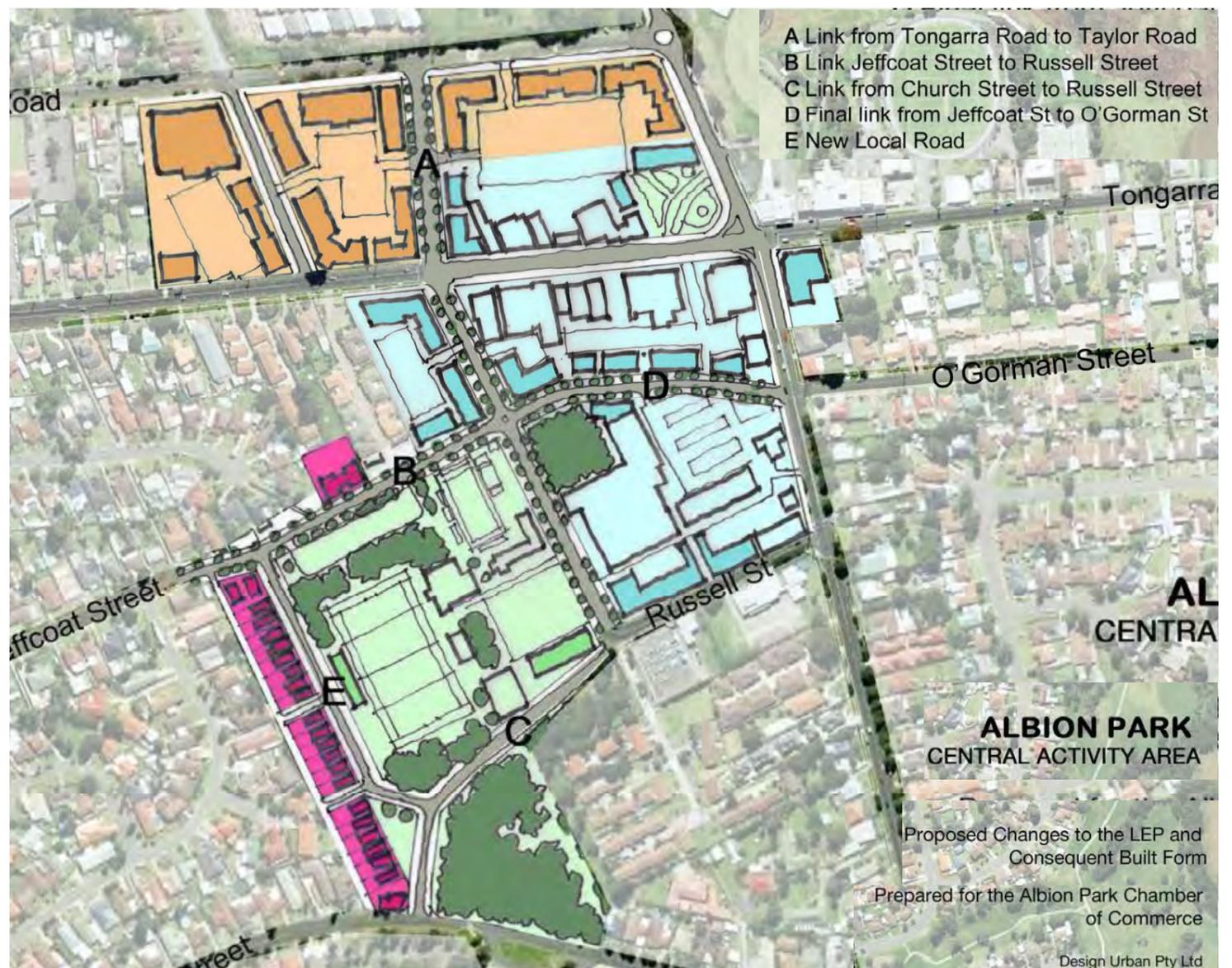
Overview:

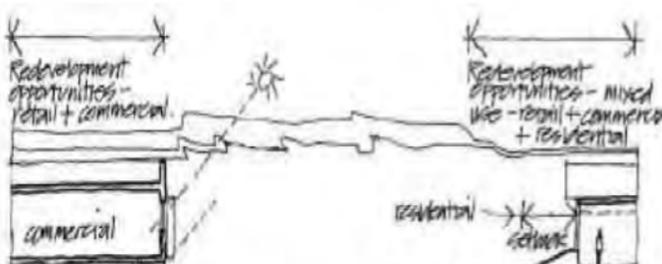
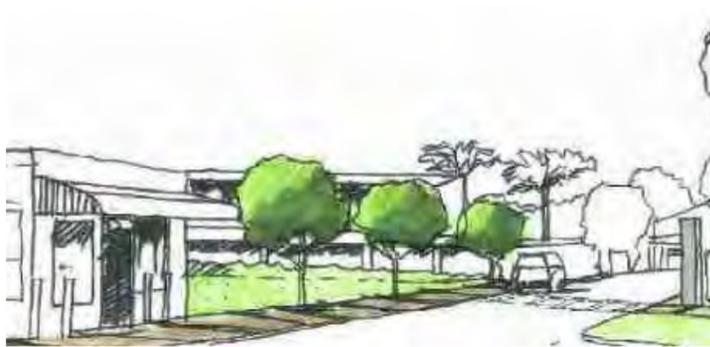
DCP provisions are not statutory requirements and are able to provide guidance on certain development matters. Document outlines necessary SEPPs to consult and Outline Residential, Subdivision, Greenfield, Commercial development guidelines for LEP Areas.

Key points:

Albion Park Town Centre (6.3)

- Mixture of residential and retail.
- For those developments which propose this form of development Council may waive or reduce the car parking requirements identified in this DCP, for the residential component of the development.
- Priority to enhance existing development though coordinated rooflines.
- Consideration of community facilities, pedestrian activity proposed shops and car parking.





Russell Street and Russell Lane

- Russell Street and Russell Lane must be addressed.
- Russell Street and Russell Lane seen as serving an important role in future years for the provision of vehicle and delivery access to buildings fronting Tongarra Road (once access from Tongarra Road is removed).
- Russell Street and Russell Lane must be addressed does not have lighting strategy of Eastern side as already one on western (note: creates darker Melaleuca park)
- School and Community area seen as "should not compete with commercial land ins town centre. For this reason typical residential setback would be recommended"

Tongarra Road Building Setbacks

- Developed in response to
- Accommodate FFLs based on Flood levels (1:100 flood line)
- Need for tree planting conflicting with underground services
- Improved street definition
- Provision of outdoor space of southern side of Tongarra Road (alfresco)
- General 2.0m setback from current boundary line.

Future Development Advice

- Minimum 2 two stories with zero setback to side boundaries for continuous frontage.
- Ground floor to engage with street frontage
- Use of awning and verandah structures for weather protection.

Objectives:

- 1. To promote pedestrian activity.
- 2. To promote good design of the public domain.

- 3. To integrate private and public domain design.
- 4. To activate laneways.
- 5. To provide appropriate front building setbacks.
- 6. To encourage good building design.

Context Advice:

This section describes a series of existing features heritage and transport wise proposing requirement of how to approach development to and around them.

Objectives:

- Retain and hold significant tree planting
- Conservation of built form diversity
- Diversity of use priority
- Heritage interpretation
- Lists Heritage types

Development of Heritage Items:

Refer to original document for more requirements.

- Heritage Types: commercial buildings/shops community and service buildings school/ service station house/cottage/ bungalow church tree(s) showground? remnant rural house in suburban setting /butter factory/ cemetery
- Integration of commercial or community use and interpretation for reuse of former civic heritage buildings.
- Adaptive re-use of heritage items must retain significant fabric.
- Vicinity to heritage development must not exceed 2 storey's
- Albion Park Rail: context advice.
- Note: heritage item types include: Fig trees/Hoop Pines/ Blackbutt forest /Park /Archaeology /Memorial



Community Events in Albion Park

JANUARY

Albion Park Show

Location : Albion Park Showground, Tongarra Road, Albion Park

Date: 11 & 12 January 2014

Website: www.albionparkshow.org.au

MAY

Wings Over Illawarra

Location : Illawarra Regional Airport, Albion Park

Date: Sunday 4 May 2014

Website: www.woi.org.au

KidsFest Shellharbour

Location: Various locations

Date: 18-24 May 2014

Website: www.kidsfestshellharbour.com.au

SEPTEMBER

Tongarra Train Fest

Location : Illawarra Light Railway Museum, Albion Park

Date: 8 September 2014

Website: www.ilrms.com.au

NOVEMBER

I98FM Camp Convoy for Kids

Location : Croom Road Sporting Complex, Albion Park

Date: TBA November 2014

Website: www.i98fm.com.au

Albion Park - Urban Design Assistance Concept Design Report October 2009

Overview:

Undertaken by GHD outline key issues, project consideration and design responses. Concept Plans were also produced in tandem. These Documents outline the most recent existing works to Albion park including paving treatment, park and car park upgrades and planting. Their main concern regards building setbacks and inconsistent frontage onto Tongarra road. Some focus is also paid to Russell st as well as between these two roads. No consideration of the Shopping Village or Russell Lane is exhibited.

Key Points

- Aim for an Eco-friendly theme
- Use of Cabbage tree palm
- Recognises the need for stronger street definition by shifting building sets backs to a consistent line closer to the road.
- Acknowledges cluttered and inappropriate signage as a major issue
- Report highlights Albion Park hotel as having adequate corner definition.
- Pathways and street furnishings have also been set back 1.0m minimum from the kerb to create a minimum clear-way distance as advised by Council.
- On the northern side of Tongarra Road, this setback from the street (in combination with existing underground services) creates some conflict with the provision of street trees (see section 2.6 below for further information).
- The core pedestrian pathway routes have been located outside of this road widening area to avoid expensive redesign and re-paving should the widening take place in

the near future.

- The design response has taken a conservative approach to the location and detailing of the street trees. On the northern side of Tongarra Road at grade planter beds have been developed in-lieu of street tree planting.
- These driveways need to be retained until such a time as sites are redeveloped in accordance with new planning requirements.
- It is envisaged that access from Tongarra Road would be removed in any subsequent redevelopment.
- Russell Street has overhead wires on both sides, limiting opportunities for street planting within the adjoining small grassed verge.
- Width of Russell st is an issue or its position in the local road hierarchy and its functional traffic requirements.
- Consistent building line on the ground level, generally set back 2.0m from the front property boundary (refer to notional recommended building setback line on Tongarra Street plans);
- Buildings to be a minimum of two storeys to the front boundary, with zero setbacks to side boundaries to create a continuous frontage to the town centre buildings;
- Ground floor uses be designed to engage with the street frontage, whether by pedestrian engagement, street dining or passive surveillance; and
- Consistent use of awnings or verandah structures to provide for weather protection and to encourage street dining and like opportunities;
- Opportunities exist for the development of public art;
- Street lighting to Tongarra Road between Halkett Lane and Russell Street and Limited pedestrian lighting to Mood Park.





4.0 Understanding Albion Park Town Centre

4.0 Understanding Albion Park Town Centre

4.1 CONTEXTUAL POSITIONING

This section establishes an understanding of Albion Park Town Centre both physically, economically and environmentally by assessing it against the key principles that make a 'Vital Town Centre'.

Albion Park is located west of Illawarra Regional Airport and the retail centres of Albion Park Rail, Shellharbour City Centre and Oak Flats. The Albion Park retail precinct is focussed along Tongarra Road and Terry Street. To the south is the Albion Park Village Centre at the corner of Terry Street and Simpson Parade.

Economic Positioning

In 2010, the Estimated Resident Population (ERP) of Shellharbour was around 67,800 persons, an increase of 1.4% on the previous year. This compares with 1.3% for the Illawarra Statistical Division and 1.0% for regional NSW. Forecasts (by Profile .id) indicate a population of 79,110 persons in 2031, equivalent to average annual growth of 0.9% per annum. Whilst this growth is slightly less than previous years, it has been driven by the development of two major developments located to the west of Albion Park. The sites are such as :

- Calderwood - Stage 1 is approximately 320 lots which would be expected to be serviced within 5 years. Calderwood has an overall dwelling potential of 7,700. This figure has been adjusted to 6,555 to reflect the 100 ha portion with an estimate of 1,145 dwellings of Calderwood, which is within Wollongong LGA.
- Tullimbar - Tullimbar was planning a retail centre (retail of around 3,300sqm with a further 4,770sqm of commercial floorspace) – however it has not yet been developed. They were supposed to have completed over 300 dwellings by 2011, there are only 44 dwellings in the suburb based on the 2011 census.

Infrastructure Positioning

Tongarra Road forms a major divisive transport corridor that effectively travels through the core of the town centre. Shellharbour City Council have undergone studies to alleviate the pressure of the road, with proposals for a road extension along Tripoli Way.

The construction of the Tripoli Way Extension located along the northern edge of the town centre offers the potential to significantly relieve traffic levels along the Tongarra Rd shopping strip, enabling opportunities to implement verge and streetscape improvements in the shopping strip. At present construction is not likely to commence prior to 2020.

Environmental Positioning

North East of Albion Park Town Centre is a former swamp land. Water is conveyed in Frazer Creek and Macquarie Rivulet from larger catchments containing relatively steep lands to the south. These creeks come together and form a very flat and broad flood plain downstream of the town centre. Due to the steepness and coastal location the creeks are subject to intense 'flash flooding' events. High rainfall events over short amounts of time cause rapid rises in flood levels, quite common to the Illawarra coastal region.

The natural environment surrounding Albion Park Town Centre has great natural values,. Downstream of the town centre are two SEPP 14 coastal wetlands (wetlands recognised due to their significant biodiversity values and protected by State Legislation). The town centre catchment (approx 35 hectares) also drains directly to a local wetland just downstream of the town centre and Albion Park Showground which also has good biodiversity and water values. The town centre master plan should consider opportunities to harvest water from the town centre catchment, treat the stormwater and reuse the water for irrigation of the playing fields for Keith Grey Oval and Des King Oval

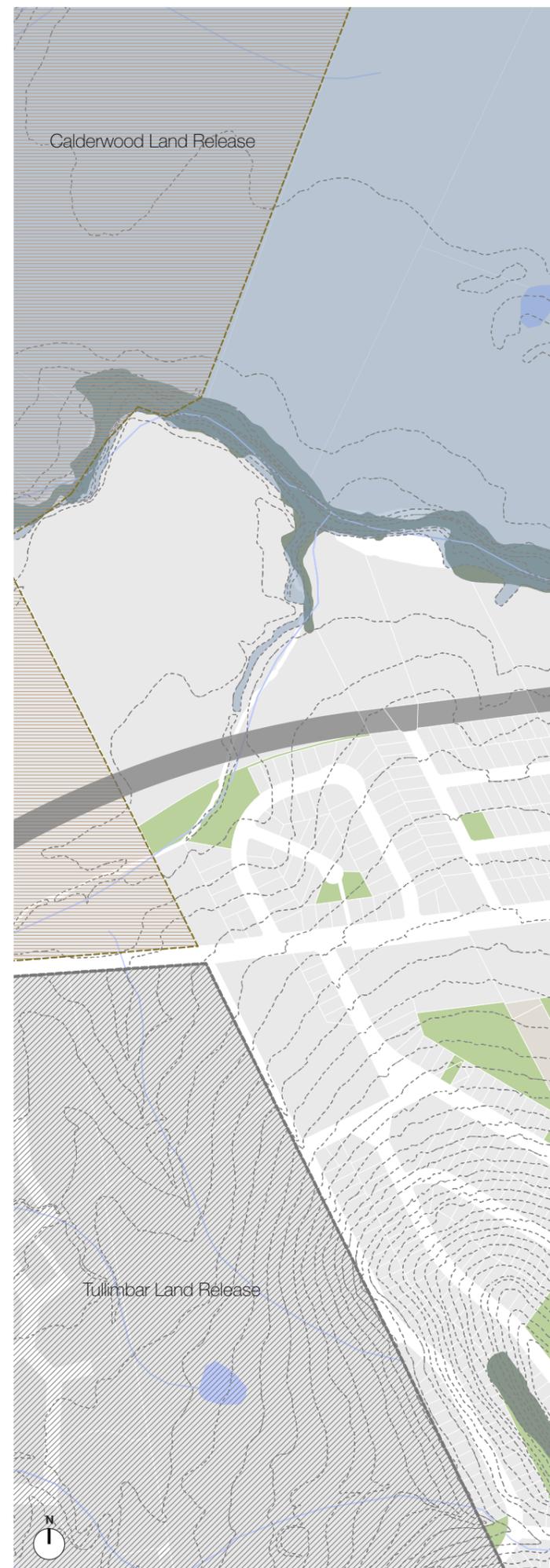


Figure 4.01 - Context Plan



4.2 ECONOMIC VIBRANCY

A key priority for the master plan is to guide built form, which promotes an economic vibrancy and activates the pedestrian environment. The below headings offer an understanding of what economic vibrancy exists in Albion Park Town Centre today.

Land Use Mix

The retail precinct stretches some 1.8km along Tongarra Road from the Old Courthouse (at the intersection of Stapleton Avenue), to Albion Park Primary School and the RSL (at the intersection of Hamilton Road).

The 2006 Retail Study indicated the centre accommodated 8,806sqm of lettable floorspace (excluding the hotel, automotive retailers and wholesalers). Of this, retail uses account for some 7,508sqm or 85% of floorspace.

The remainder are commercial services accounting for just over 2,000sqm of floorspace. Of particular note, medical practitioners/specialists being the highest users of commercial space (1,030sqm), followed by financial services (510sqm).

At the time of the 2006 Study, the majority of retail and commercial floorspace (85.5%) was accommodated in shop front premises, with only a small proportion (2.4%) located above shop front or on first floor accommodation. The centre does not feature shop top housing, although various commercial premises located along Terry Street are accommodated in residential cottages.

The main anchor to the precinct is the 5,570sqm Albion Park Village Shopping Centre which is anchored by a 3,200sqm Woolworths and includes 12 speciality shops accounting for 1,537sqm of shop front space. The centre provides a total of 203 open car bays. A Woolworths Petrol Station is also on the site which includes a 100sqm convenience store.

Another anchor is the 972sqm Albion Park Hotel on the corner of Terry Street and Tongarra Road. The NSW Rural Fire Service has a station in Albion Park, as does the Illawarra Health Service, both of which are located on Tongarra Road, along with the historical Centenary Hall. Public sport and recreation facilities, which include a public pool and swim school, are located on Russell Street.

To the south of Albion Park is the Albion Park Village Centre provides a significant role for convenience shopping, with a wide range of speciality shops and medical services. Albion Park South equates to some 2,100sqm of floorspace, of which 1,960sqm is associated to retail uses, and the remainder to the local doctor's surgery. The retail precinct accommodates 10 tenancies, including 3 takeaway food stores, general clothing store, a sports clothing/school uniform store, hairdresser and appliance repair store. There were no vacancies at the time of the survey.

Economic Performance

Albion Park is one of the older retail centres in the LGA and is starting to show its age. The Tongarra Road strip is tired and some parts are devoid of any shade with large setbacks to shop frontages (due to possible road widening) and little attractive amenity to the street.

Albion Park has previously been viewed as a 'drive through suburb', where visitors and other residents of the LGA do not necessarily stop to visit. During the 2006 Study, the Chamber of Commerce noted that they wanted to change this attitude through beautification and marketing of the retail centre and the businesses located there.

Land Use Zoning [LEP 2013]

Albion Park Town Centre's current land use zoning is characterised by two isolated pockets of B2 local centre which accommodate a range of retail and commercial uses. These two pockets of B2 Local Centre zoning are surrounded by R2 Low Density Residential, R3 Medium Density Residential and RE2 Public Recreation contributing to a lack of concentrated vibrancy in the centre. At present the current zoning contains some anomalies that don't relate to its current land use zoning. These anomalies are annotated on figure 4.2 Land Use Zoning [LEP 2013].

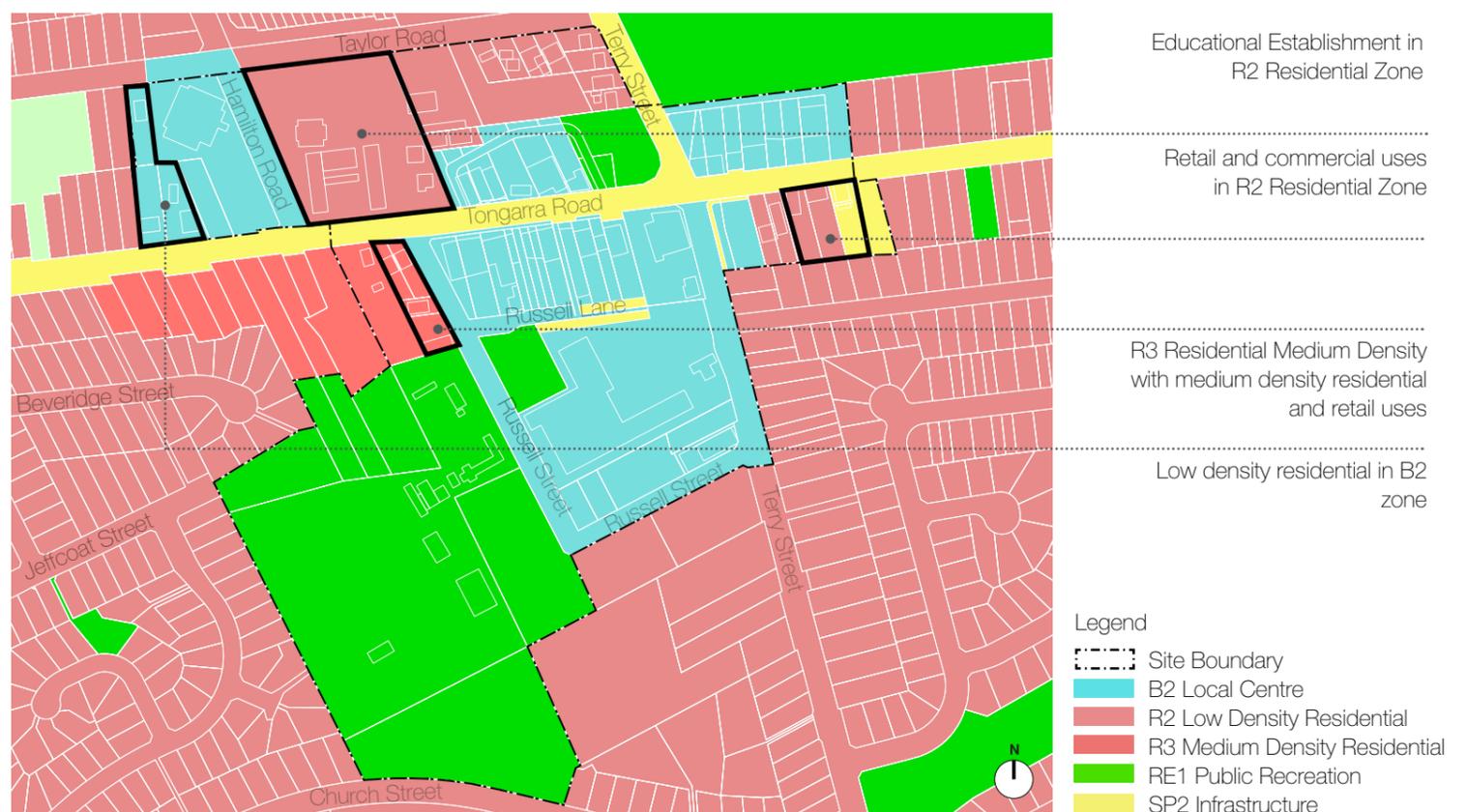


Figure 4.02 - Land Use Zones [LEP 2013]

Community Heart

The primary space identified as the community heart within the town centre is the Albion Park Shopping Village. At present it contains a Woolworths and 12 specialist shops that attract the majority of the local population to the town centre. Aside from the alfresco dining area accommodated

at the Woolworths entrance, there is no activated public space. This results in the majority of town centre vibrancy being internalised whilst the external surroundings are dominated by parking and traffic.



Figure 4.03 - Community Heart

Edges

Albion Park Town Centre is dominated by non-active edges and spaces, with active frontages being limited to Tongarra Road and Albion Park Shopping Village. However,

Tongarra Road creates a hostile environment for pedestrian activation, reinforcing Albion Park's role as a service centre rather than a town centre for the community to stay and use.



Figure 4.04 - Town Centre Edges

4.3 URBAN COMPOSITION

A key priority for the master plan is to create high quality streets through appropriate scale and massing. The below headings offer an understanding of what the urban composition of Albion Park Town Centre is today.

Height of Building [LEP 2013]

The LEP designates the town centre core at a maximum building height of 12 metres which would accommodate buildings up to three storey's in height. The surrounding lots are zoned at 7.5m which would accommodate buildings up

to two storey's in height. The distribution of building heights correlate to the town centre's current zoning, with the 12m zone being located in the B2 Local Centre zone.

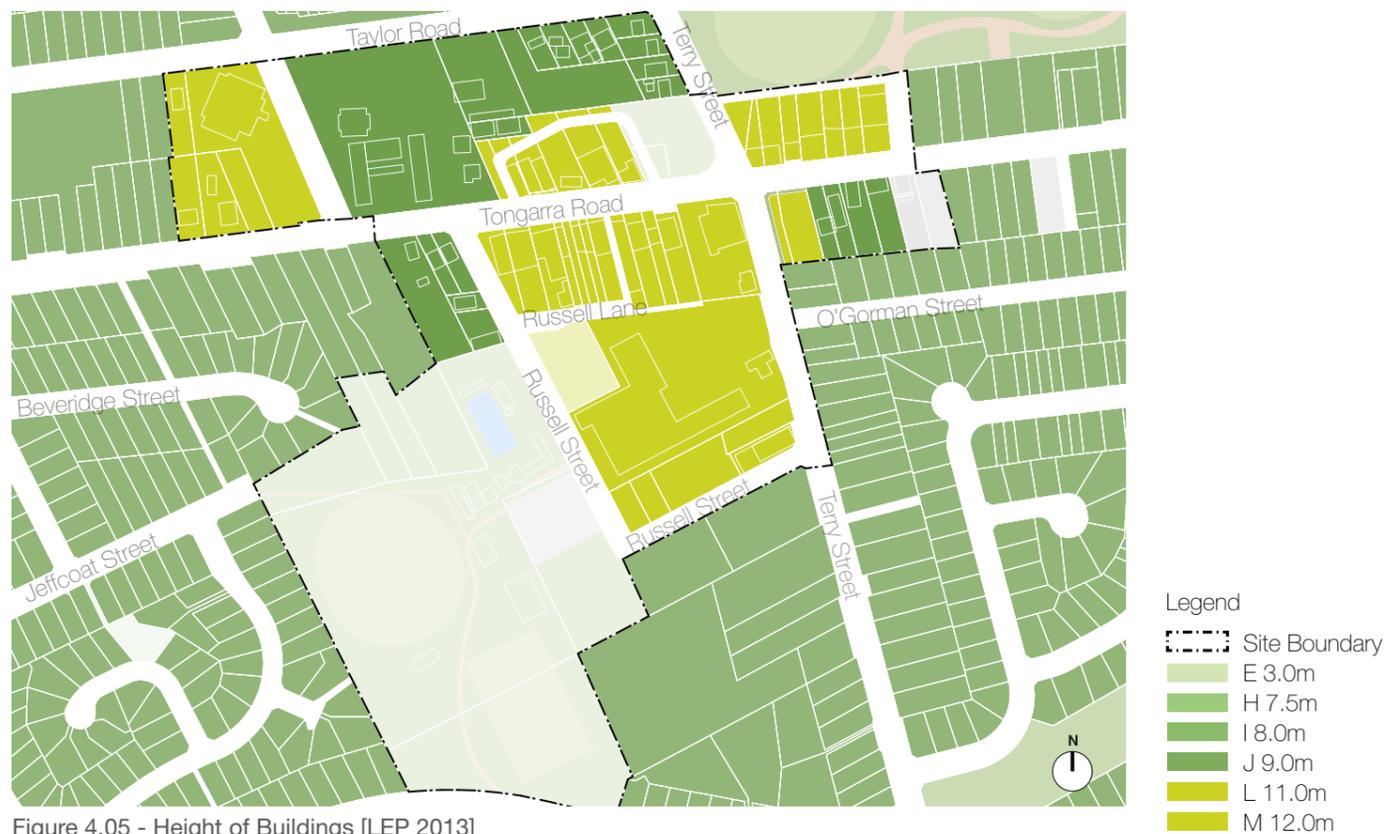


Figure 4.05 - Height of Buildings [LEP 2013]

Existing Building Heights

The existing building heights within the town centre predominantly fall below the LEP 2013 Height of Building zoning with the majority of buildings falling between 3-7.5 metres [1-2 storey]. This low scale collection of buildings

within Albion Park Town Centre, reinforces a lack of street definition and enclosure, contributing to the town centre's poor legibility and identity. [Estimated HOB based on ground floor level to roof pitch].



Figure 4.06 - Existing Height of Buildings

FSR [LEP 2013]

At present, built form in Albion Park Town Centre is well below permissible FSR ratios. For example the Albion Park Shopping Village block currently has an FSR of 0.3:1 where an FSR of 1.5:1 is allowed under the LEP 2013. Similarly

the FSR's of other blocks throughout the town centre are between 0.20-0.45:1, well below the allowable FSR. This highlights that the town centre is characterised by vast areas of space rather than built form.



Figure 4.07 - FSR [LEP 2013]

Gateway Entrances

The primary entry points into Albion Park Town Centre are characterised by large empty spaces with little activation. In particular, the western and central entry points on Tongarra Road and Terry Street lack a sense of arrival due to the

dominance of parking and disused space. Similarly, the entry points on Terry Street North and South lack spatial definition due to existing built form and land uses.

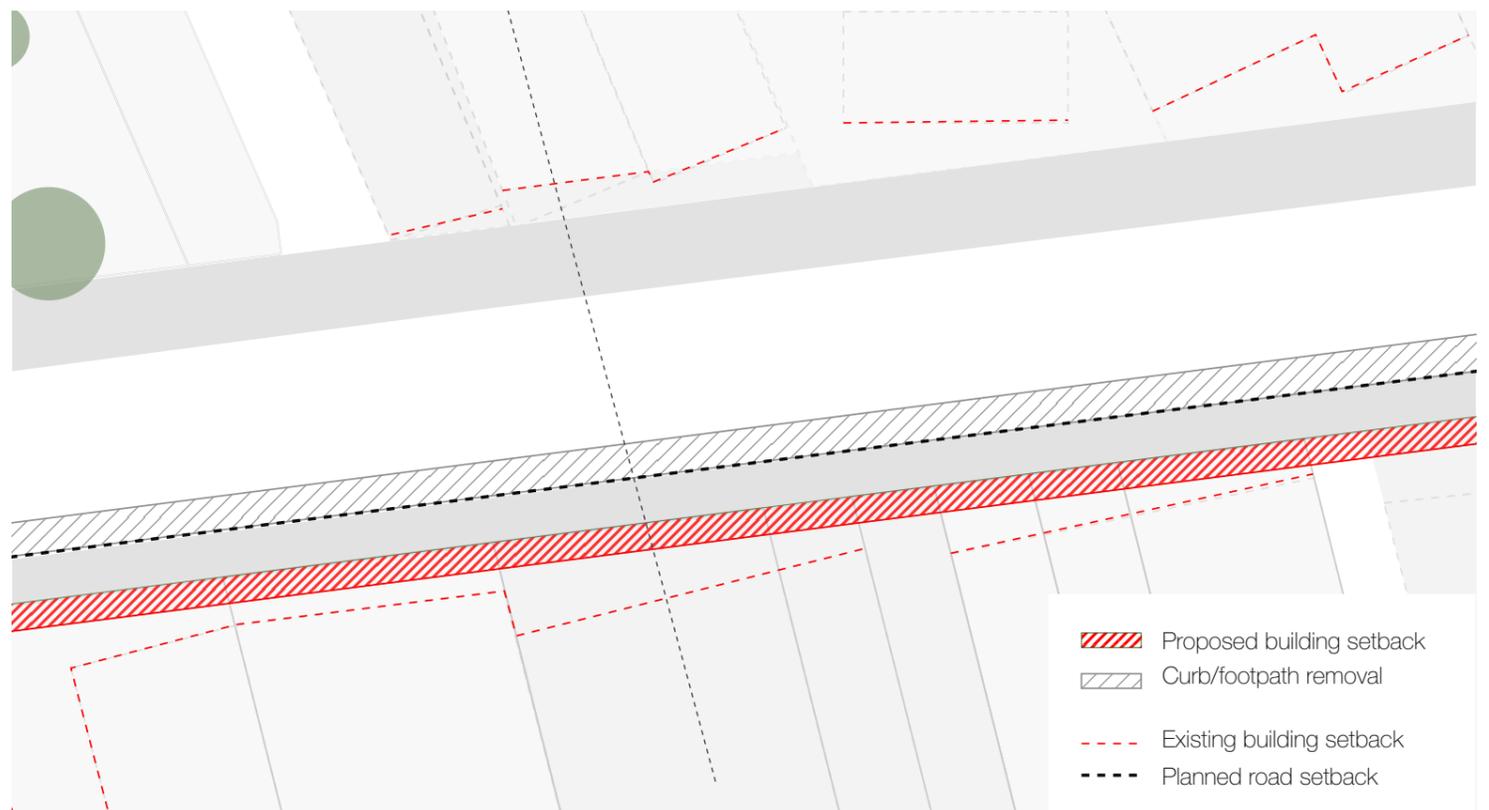


Figure 4.08 - Gateway Buildings

Built Form

In its existing condition, built form along Tongarra road has inconsistent and often large setbacks from property boundaries. This variation and scale of setback creates large open paving space and visually disconnects the Northern and southern sides of the street. The Tongarra road ratio

of street width to building height is on average 1: 7.2, this varies between 1-2 storey buildings. Public and urban space guidelines suggest ratios between 1:2 and 1:2.5 (height to space between buildings) provide a good sense of street enclosure.



Existing and Proposed Setbacks

Tongarra Road future widening setbacks (subject to RMS) increase the road width by 2.8m from the southern curb. These setbacks are to cater for increased traffic though Albion Park and will further disconnect street frontages.

property boundaries attempt to offset this impact by strengthening the Tongarra Road sense of street enclosure. In this case more ideal ratios can be achieved between 3-4 storey structures which increase enclosure to between 1:2 and 1:2.7 respectively. Public and urban space guidelines suggest ratios between 1:2 and 1:2.5 provide a good sense of street enclosure.

Proposed future building setbacks of 2m from existing

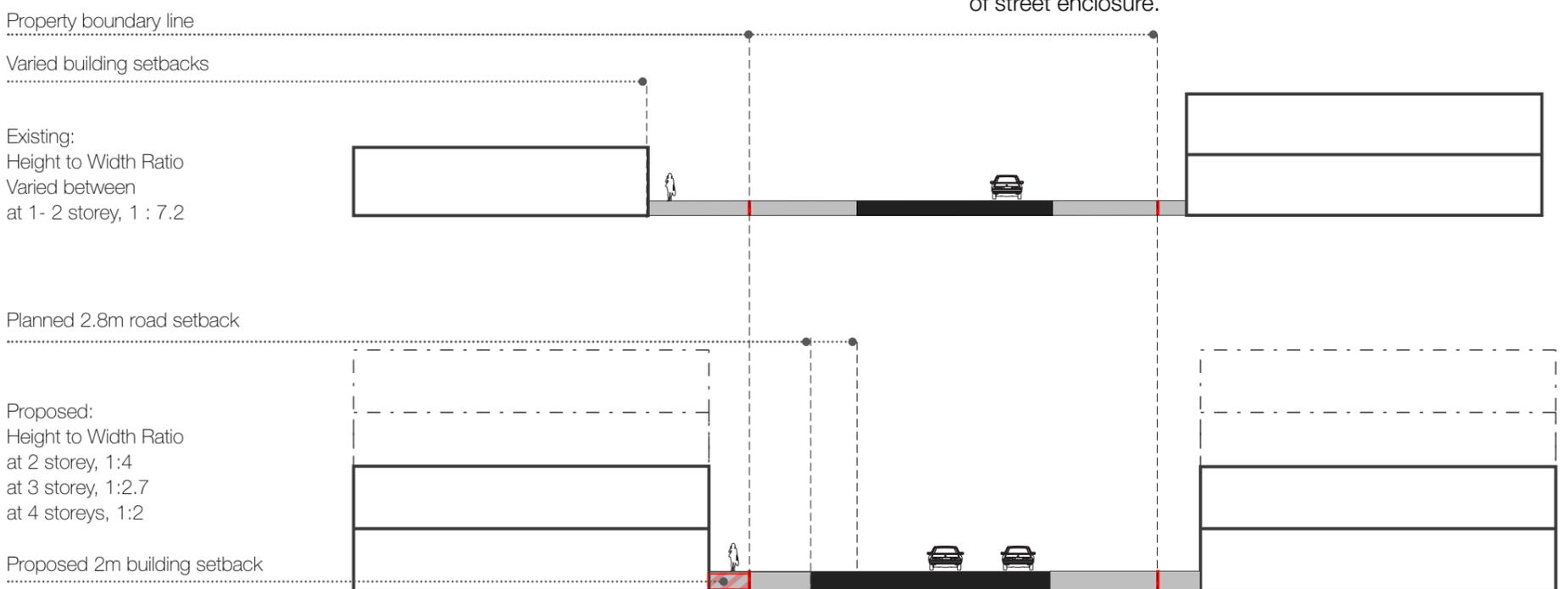


Figure 4.10 - Setbacks Cross Section, Tongarra Road

Town Centre Character

Albion park Town Centre is characterised by large areas of parking combined with a disparate collection of buildings offering limited architectural quality. For a detailed photographic survey of the town centre site please refer to Appendix 1. The key characteristics of Albion Park Town Centre are as follows;

- Image 1 - Tongarra Road forms a key axial route through the town centre, reinforcing a vehicular focussed town centre environment. However the newly upgraded public domain offers a more appealing pedestrian environment with new crossing points being provided;
- Image 2 - Terry Street is a Regional Road that is characterised by a wide road corridor, car parking entrances to the Shopping Village and a low quality public domain.
- Image 3 - Russell Street is characterised by Melaleuca Park, the eastern edge of Con O’Keefe Park, the town centres community facilities and service access to Woolworths.
- Image 4 - Russell Lane provides access to the Shopping

Village and the rear of the Tongarra Road properties. With little to no building frontage along the lanes edges the street environment is focussed around the vehicle and not the pedestrian.

- Image 5 - The Shopping Village is the community heart of Albion Park. A small space at the front of Woolworths offers limited alfresco dining. .
- Image 6 - At the core of the centre is a large car park that services Woolworths and the 12 specialist shops.
- Image 7 - Melaleuca Park is the main pedestrian space in the town centre offering a dense covering of Melaleuca trees that are distinctly unique to Albion Park. However with no active edges the space offers very poor passive surveillance reducing safety;
- Image 8 - Con O’Keefe Park and the variety of community facilities contained within the park are in close walking distance to the town centre. However with the majority of the community facilities being surrounded by large steel fencing a lack of openness, safety and connectivity is experienced.



Tongarra Road



Shopping Village



Terry Street



Shopping Village Car Park



Russell Street



Melaleuca Park



Russell Lane



Con O’Keefe Park

Figure 4.11 - Town Centre Character

4.4 ACCESS AND MOVEMENT

A key priority for the master plan is to promote pedestrian links, cycling and greater use of the local public transport system. The below headings offer an understanding of what access and movement patterns exist in Albion Park Town Centre today.

Street Hierarchy

Albion Park Town Centre, due to its close connection with Tongarra Road, offers good vehicular accessibility to the surrounding context with Terry Street and Russell Street all intersecting with the State Road. Local Roads and access

roads are located around the edges of the town centre, with very few local roads directly connecting to the town centre. This limits access to the centre to a limited number of roads reducing the town centres vehicular connectivity.

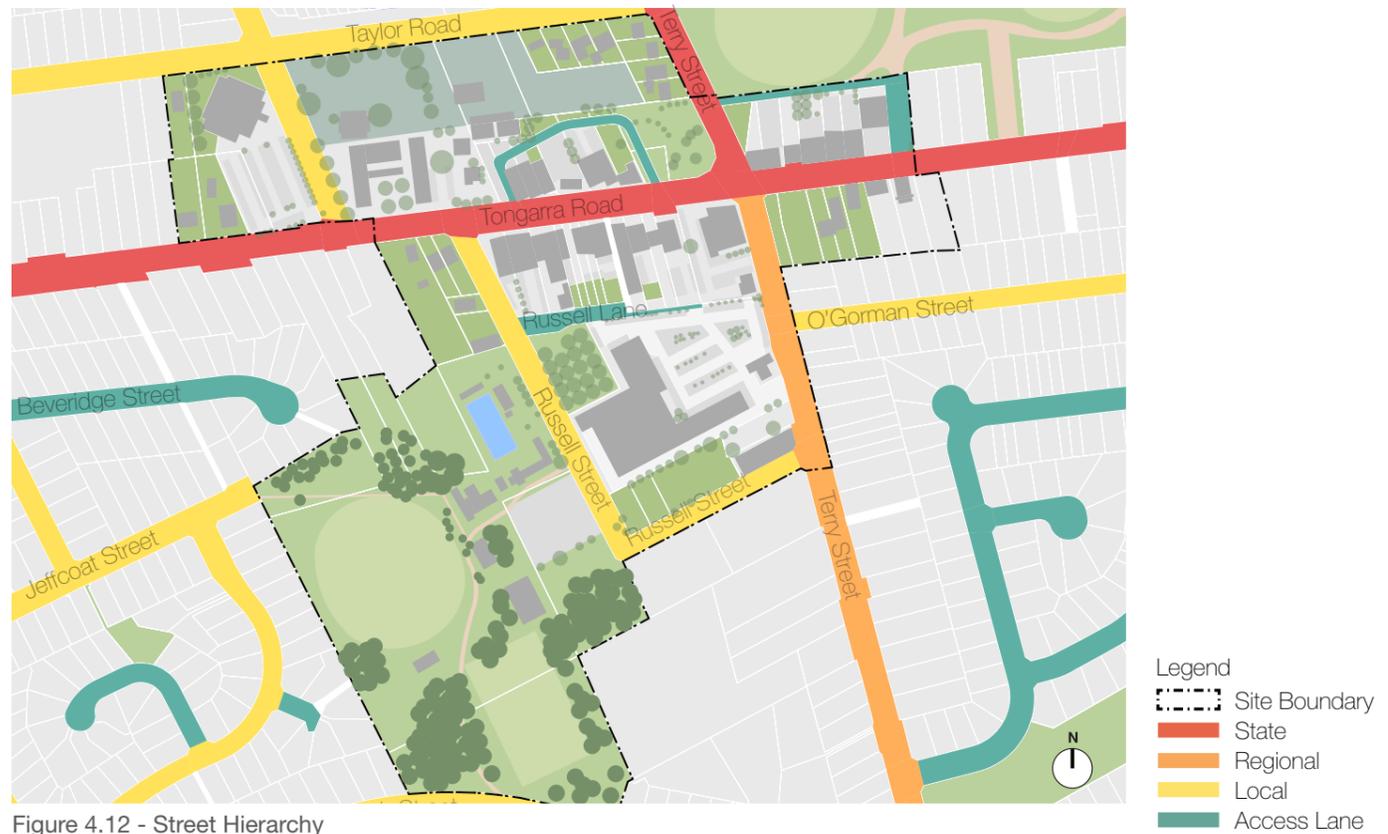


Figure 4.12 - Street Hierarchy

Access and Parking

Albion Park Town Centre provides an abundance of car parking spaces, highlighting the town centre's role as a 'Service centre' rather than a place to enjoy and use. The shopping Village provides over 200 car parking spaces with

at least six other parking locations offering between 20-100 car parking spaces. This excessive number of parking spaces dominates the urban environment, reducing the amount of built form and public space in the town centre.



Figure 4.13 - Access and Parking

Public Transport and Pedestrian Links

Albion Park Town Centre offers limited public transport due to it being accessed by bus '70'. The frequency of buses is limited increasing the need to use a car. Pedestrian movement is limited to footpaths with the most notable

pedestrian connections leading directly to the Shopping Village . Key crossing points are located at the Russell Street and Terry Street intersections allowing access across Tongarra Road.



Figure 4.14 - Public Transport and Pedestrian

Cycle Network

The Albion Park bicycle network consists of proposed links to the East - West along Tongarra Road and North - South along Terry Street. The only existing off road cycle

links connect the town centre though Con O'keefe park. Preferred cycle routing has also been specified to the north of Tongarra Road.



Figure 4.15 - Cycle Network

4.5 ENVIRONMENT

A key priority for the master plan is to ensure the vision for the town centre responds to the existing environmental conditions, offering a balanced environmental experience for the local community. The below headings offer an understanding to the environmental characteristics existing within Albion Park Town Centre today.

Heritage

Albion Park Town Centre has a rich history which has been synonymous with the growth of Shellharbour. The early development of Albion Park centre was focussed on the junction of Terry Street and Tongarra Road. Albion Park

Town Centre's history is still evident today and it's important that the town centre plan enhances the town centres historical relevance. Listed heritage items are highlighted in Figure 4.16 below.



Figure 4.16 - Heritage

Hard and Soft Landscape

The town centre sits within two parkland areas called Con O'Keefe Park and Albion Park Showground. These two spaces provide the majority of the recreational activities in the town centre, including football fields, cricket ovals

and community facilities. The core of the town centre is dominated by impermeable hardscape surfaces, primarily used for vehicular parking. The town centre also suffers from a lack of established vegetation, in particular street trees.



Figure 4.17 - Hard and Soft Landscape

Topography and Views

Albion Park Town Centre experiences a significant change in level from RL 20 in the south west corner to RL 06 in the north east. The subject land experiences a fall to the drainage reserve located close to Albion Park Showground. Due to the sloping topography views are located along

Church Street and Terry Street. Whilst key physical landmarks such as Melaleuca Park, Mood Park and Albion Park Showground provide more localised views within the town centre.

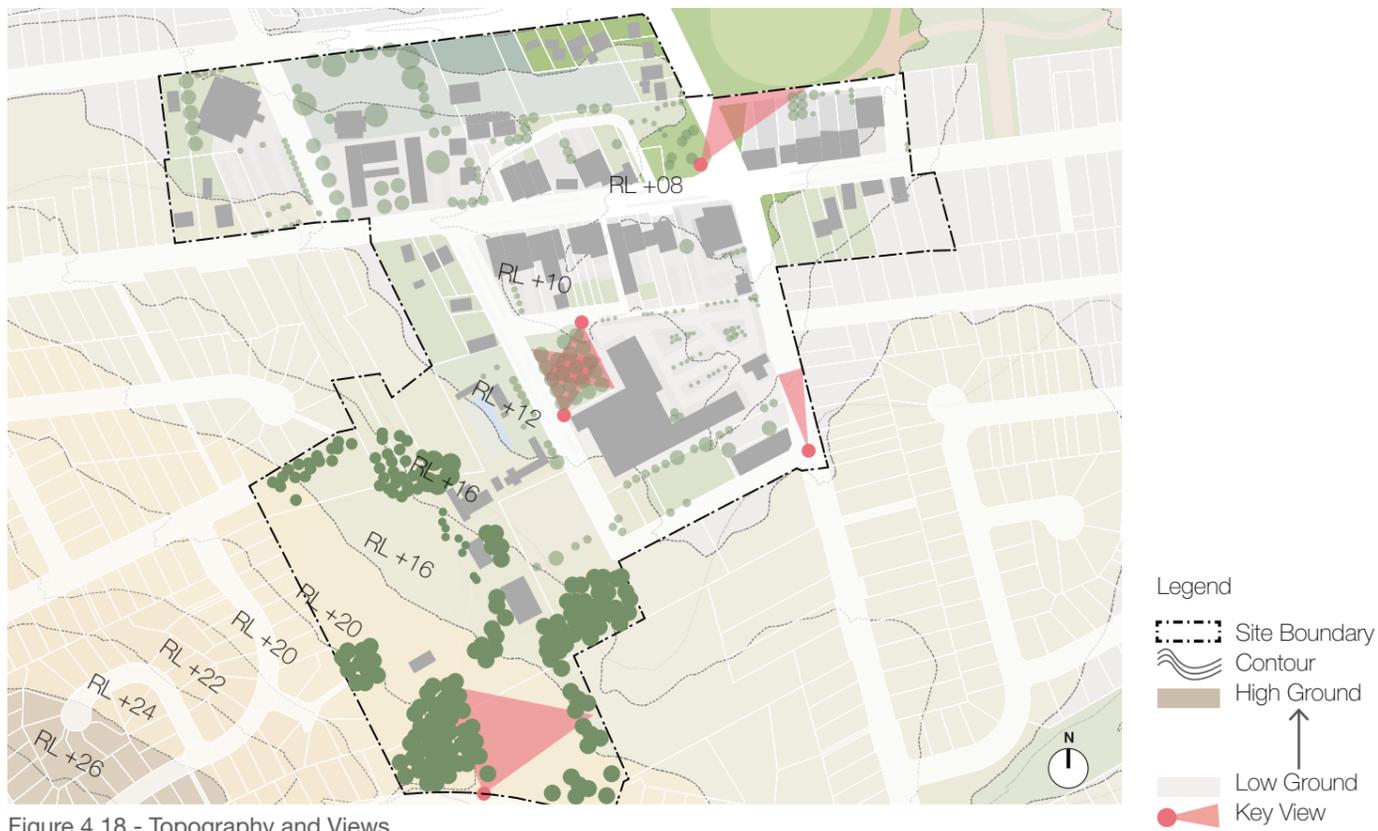


Figure 4.18 - Topography and Views

Flooding

Flooding is a key consideration in Albion Park Town Centre. At present the 1:100 year flood line is calculated at RL 9.5m, with the Tongarra Road/ Terry Street intersection being under 1.5m of water. Shellharbour City Council is at present

undertaking a Flood Study which when complete should inform any future development restrictions. As the Flood study will be complete after this master plan process it is important that the master plan scenarios be tested against the updated flood data.



Figure 4.19 - Flooding and Water



5.0 Strategising Albion Park Town Centre

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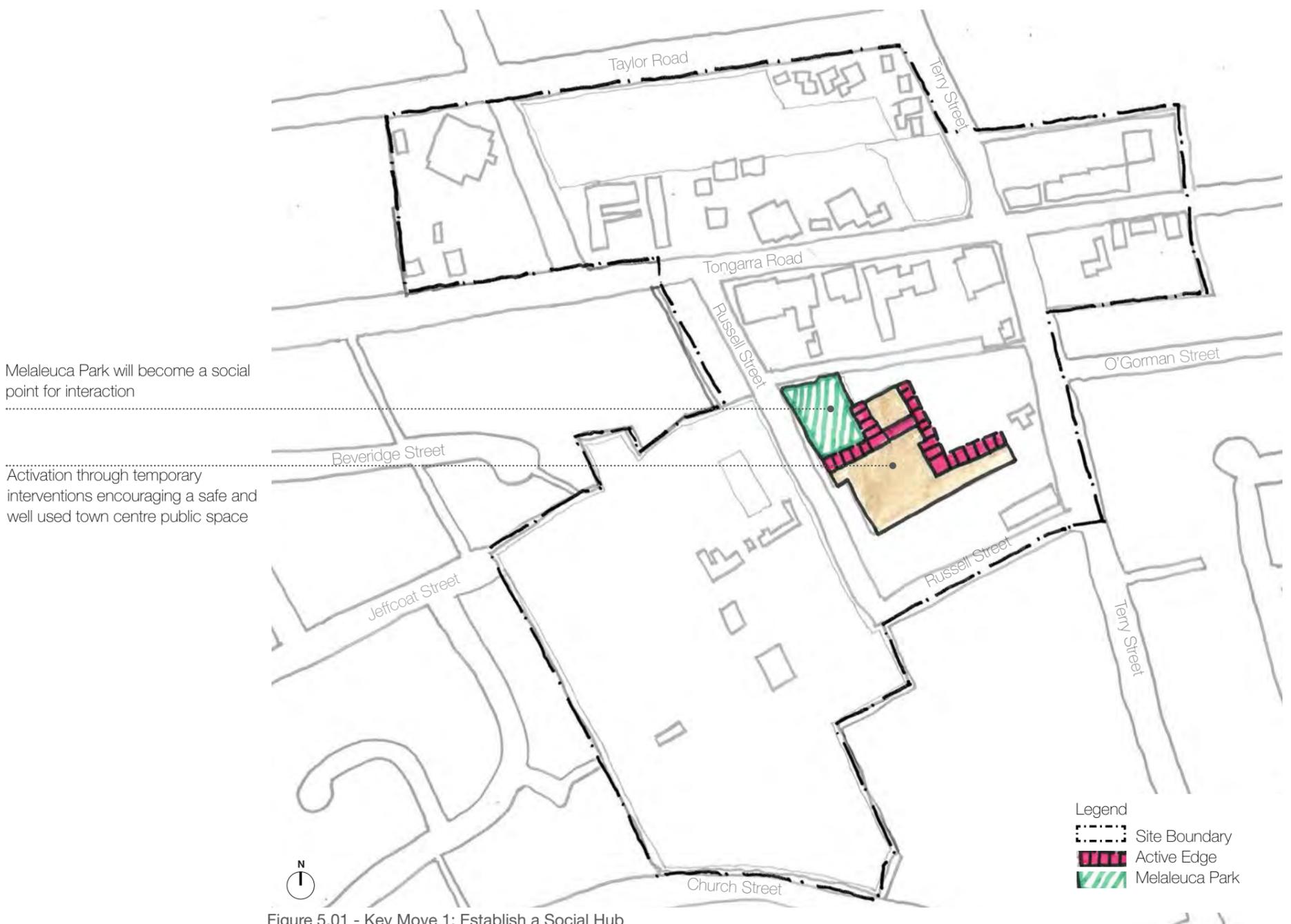
5.1 THE KEY STRATEGIC MOVES

Building off the analysis produced for Albion Park Town Centre a series of six key strategic moves have been established that look to incrementally phase the transformation of Albion Park Town Centre into a vibrant and vital town centre. These key strategic moves have informed the development of Albion Park Town Centre Plan.

Key Move 1: Establish a Social Hub

Drawing on the existing qualities of Melaleuca Park and the lack of activation experienced along its edges, a series of temporary interventions are proposed to activate the area. Active interventions such as Pop-up cafes, bars or stalls are proposed along the edges of the park connecting seamlessly to the front of the Shopping Village. This would re-establish Melaleuca Park as a social point for interaction and allow for the flexible use of the space. Key initiatives that can be drawn from this key move are as follows;

- Temporary Facade Treatment and activation through community initiatives, temporary exhibitions, murals and art installations;
- Activities such as local live music, markets, art fairs and competitions should be encouraged into the space;
- Offering wide range of active uses to Melaleuca Park encourages the community to stay in the town centre;
- Passive Surveillance can be improved through building and space activation, establishing a safer town centre environment;
- A sense of community ownership can be reinforced through the use of Melaleuca Park;
- Allowing community and small businesses to offer ideas to temporarily activate of space;
- A stronger link to Con O'Keefe Park and its community facilities can be established;





Outdoor bars/cafe



Town centre markets



Community facade Treatment



Outdoor exhibitions for local artists



Community events



Temporary library/reading room



Community groups can utilise Melaleuca Park for meetings



Music and busking can enliven dead spaces

Key Move 2: Activate Con O’Keefe Park

Con O’Keefe Park to the west of the town centre has the potential to become an integral element of the town centre. At present the park includes a number of disparate community facilities that are isolated and lack any sense of formal relationship with Albion Park Shopping Village. Through upgrading the existing park with additional community facilities such as a leisure centre, childrens play facilities, community gardens and upgraded recreational facilities, the park can be re-established as a vital ingredient to the success of Albion Park Town Centre [Please refer to p16 for initial concept ideas for Con O’Keefe Park illustrated in the Child Friendly by Design Work]. Key initiatives that can be drawn from both the key move and work produced in the Child Friendly by Design work are as follows;

- Improved walkable access between Melaleuca Park, Albion Park’s Community Facilities, Con O’Keefe Park and Church Street;

- Increasing the offering of Recreational Facilities within Con O’Keefe Park;
- Encouraging the use of the park for all ages through community gardens, adult learning facilities and childrens play spaces;
- Improved pedestrian links between the park and it’s neighbouring context;
- Encourage the use of existing facilities by reactivating surrounding areas with visiting incentives such as outdoor gym equipment, events and sports facilities;
- By offering a variety of activities for a variety of ages, passive surveillance is improved, creating a safer town centre environment;
- Encouraging Albion Park Primary and High School to use the new facilities for time shared use;

Improved community facilities which directly link to Melaleuca Park and Con O’Keefe Park

Con O’Keefe Park should offer an increased amount of recreational activities strengthening its role as a vital element of the community



Figure 5.02 - Key Move 2: Activate Con O’Keefe Park



A greater number of recreational facilities for sports groups



Outdoor training equipment for all ages



Community gardens and lots



An accessible environment for bicycles and pedestrians



Nigh time cinema's for the community to enjoy



Outdoor sporting facilities for outdoor events



Encouraging use of Albion Park swimming pool



Places for children to play

Key Move 3 : Russell Lane as a Central Spine

Russell Lane is characterised by car parking and a lack of building activation. By establishing buildings along the northern edge of Russell Lane and re-imagining Russell Lane as a pedestrian shared way, street activation can be encouraged within the core of the town centre. This newly established 'Central Spine' has the potential to offer alfresco dining and a public realm that links Con O'Keefe Park, Melaleuca Park and O'Gorman Street together. Key initiatives that can be drawn from this key move are as follows;

- Increase sense of enclosure and pedestrian traffic into the town centre by introducing new store fronts, alfresco dining and cafes close to existing public spaces and facilities.
- Retain and enhance the existing pedestrian connection between Tongarra Road, Russell Lane and Albion Park

Shopping Village;

- Establish ground floor active uses along the fronts of the Russell Lane properties ensuring pedestrian activation along the 'Central Spine';
- Ensure any loss of parking is integrated within the newly developed plots;
- The 'Central Spine' should accommodate markets strengthening its relationship with Melaleuca Park;
- Establish a public domain that accommodates both pedestrian traffic and service vehicles for the adjacent businesses;
- Establish cycle parking facilities along the 'Central Spine';
- Generate an evening culture through restaurant/cafes and quality lighting;

Retain and enhance existing laneway connection.

Activate the northern edge of Russell Lane through building frontage

Establish Russell Lane as a pedestrian spine offering alfresco dining

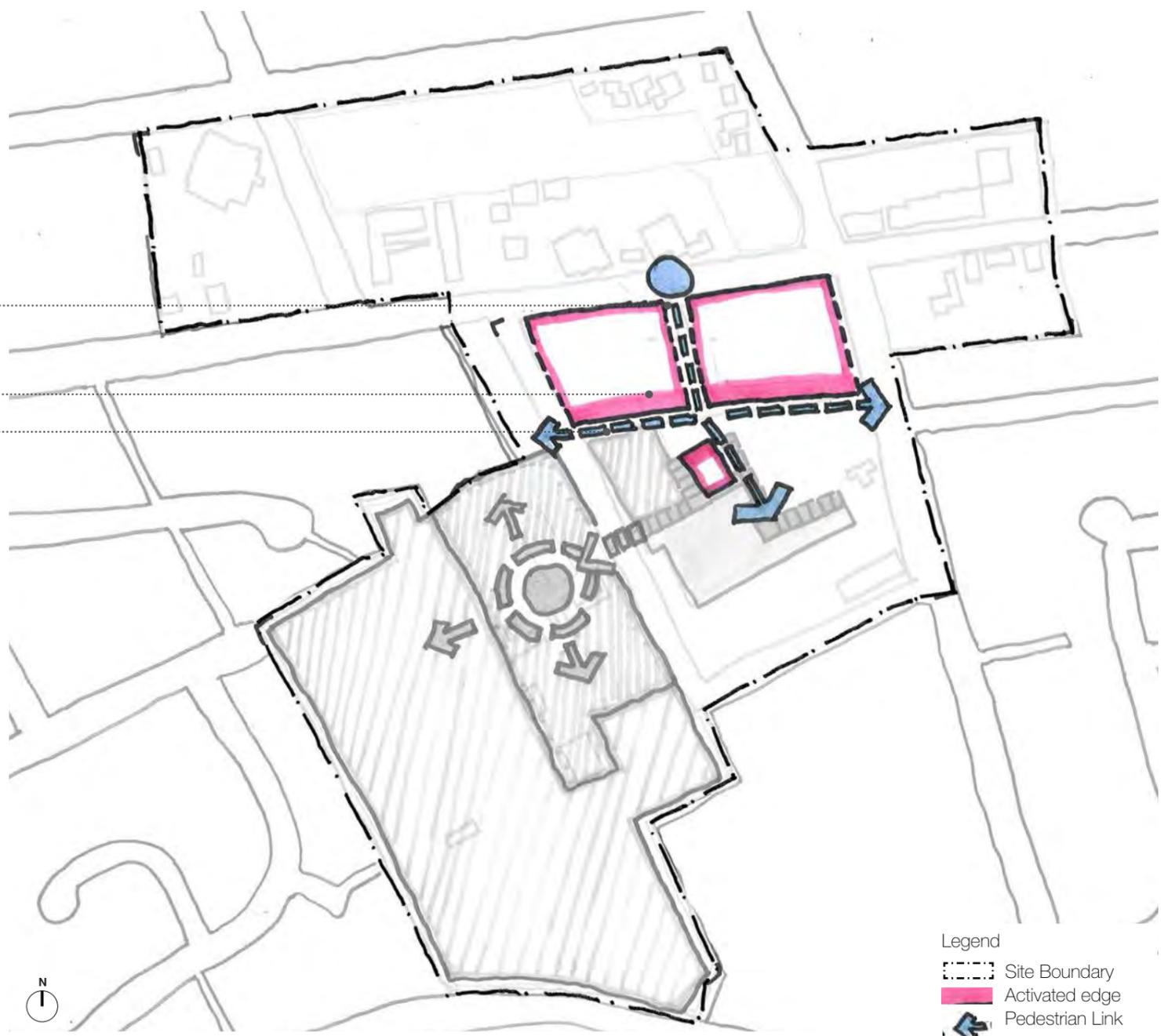


Figure 5.03 - Key Move 3: Russell lane a Central Spine



Active cafes and alfresco dining



Street tree planting to establish a sense of enclosure



Increased pedestrian footfall will improve the local economy



A shared street for cyclist, pedestrians and service vehicles



Street based events and Activities



Shared zones and pedestrian prioritisation



Local produce to be sold at a Farmer's Market



Street seating adjacent to local shops

Key Move 4 : Strengthen the Town Centre

As the town centre becomes more activated and used there is an opportunity to build on the 'Central Spine' and concentrate more built form in the town centre. The increased activity focussed within the town centre can lead to the consolidation of the existing built form, allowing new buildings to be reorganised within the town centre. Additionally the existing pedestrian connection between Tongarra Road and Russell Lane has the potential to continue through the centre and act as Albion Park Town Centre's secondary pedestrian spine. Key initiatives that can be drawn from this key move are as follows;

- The proposed built form can reinforce a sense of enclosure within the town centre
- Albion Park Town Centre can be re-established as a com-

- munity activated space not a vehicle activated space;
- Through activating the core of the town centre, the town centre can be transformed from a service centre to a centre for the community to use and enjoy;
- A focussed new public domain in the centre of Albion Park Town centre encourages casual visits and a social point for interaction;
- Parking can be internalised within the proposed buildings ensuring a pedestrian prioritised environment;
- By concentrating development within the core of Albion Park Town Centre a pedestrian network of routes can be established that allow easy access to Albion Park's key uses and community attractions;

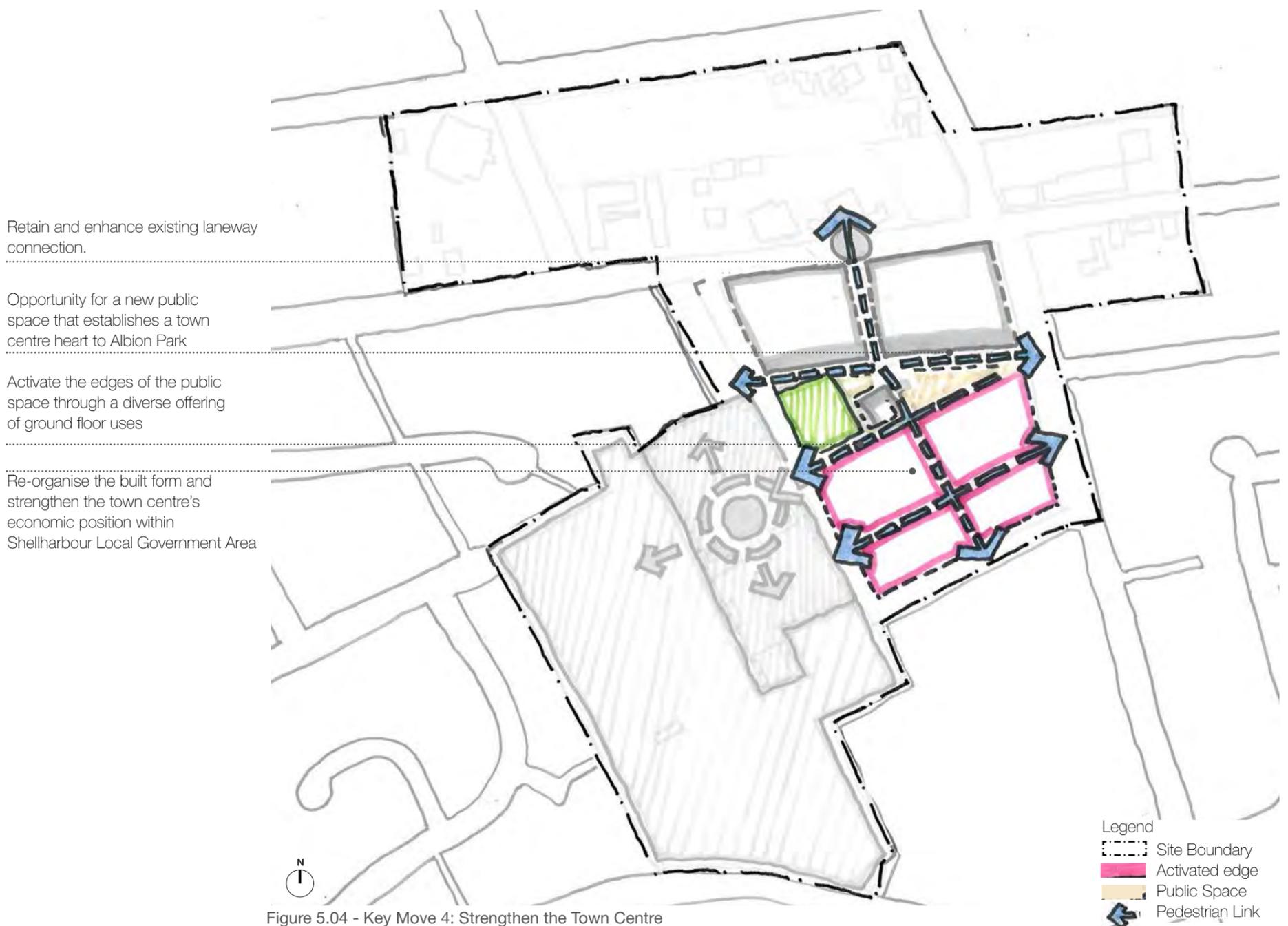


Figure 5.04 - Key Move 4: Strengthen the Town Centre



A concentrated and activated town centre core



Strong sense of enclosure along the town centre streets



Improved public domain and street furniture



A public space for community events



Temporary street activation



Outdoor seating



Laneway culture and dining



Local products and produce

Key Move 5 : Connect the Town Centre

By establishing a concentrated town centre core it is equally important to ensure easy walkable access between the town centre and its surrounding residential context. Through introducing a network of pedestrian routes that link to the town centre core, key assets such as Albion Park Showground, Con O’Keefe Park, Mood Park and Albion Park RSL can be knitted together. A greater frequency of bus routes can be established that allow future communities such as Tullimbar and Calderwood to be connected to Albion Park Town Centre. Key initiatives that can be drawn from this key move are as follows;

- Establishing a connected town centre through providing good quality footpaths and public domain, cycle paths and vehicle links to all key elements of the town centre;

- Introduce clear signage and wayfinding in the town centre.
- Improved pedestrian crossing points at key locations within the town centre;
- Increase the frequency of buses to encourage wider use of public transport;
- Strengthen pedestrian links between the northern portion of Tongarra Road and the town centre core;
- Establish a linear pedestrian connection between Albion Park RSL, Mood Park and Albion Park Showground;

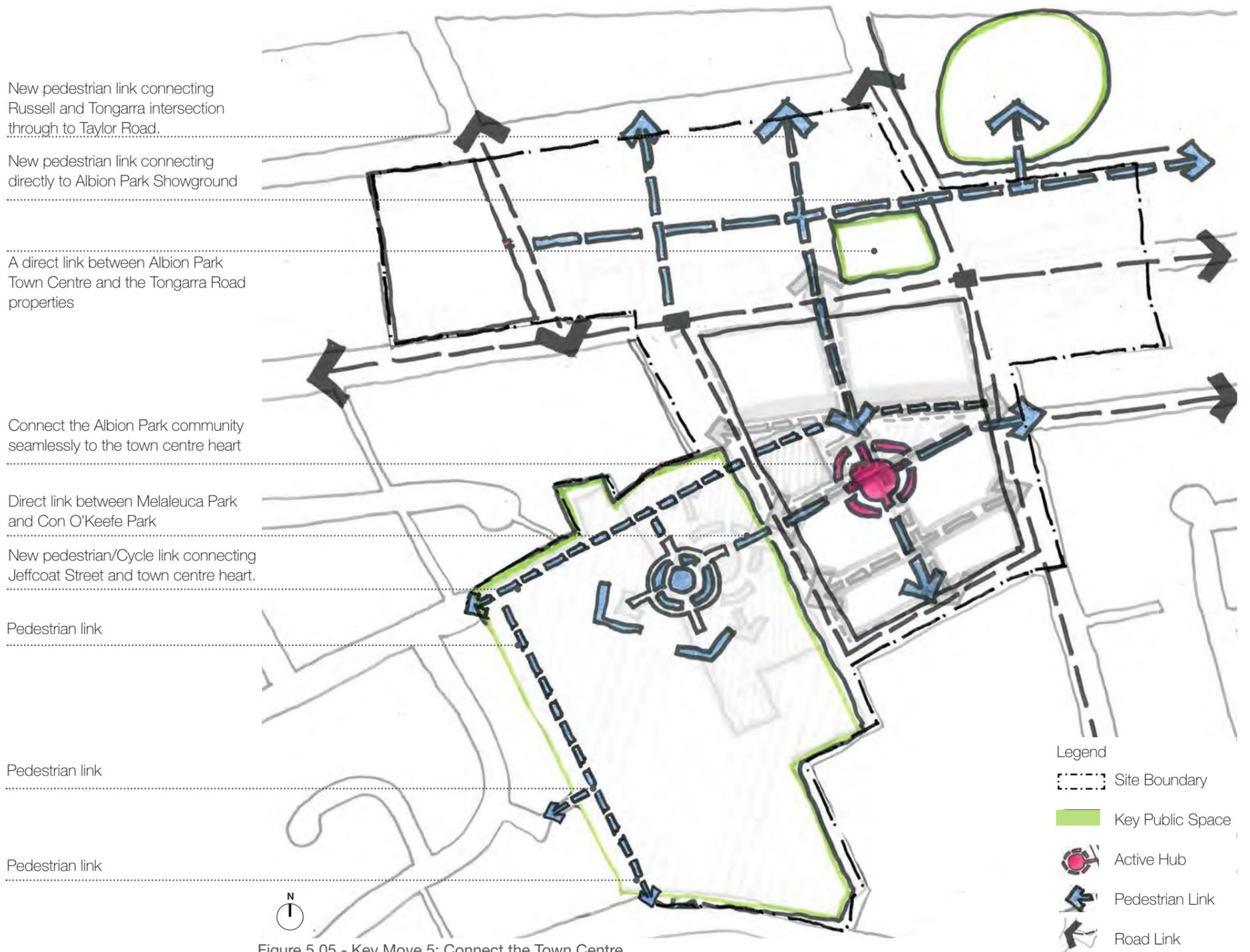


Figure 5.05 - Key Move 5: Connect the Town Centre



An Improved cycle network for families to utilise



Encourage the use of public transport



Improved wayfinding and signage



Greater frequency of buses



Improved pedestrian Laneway Links



Integrate a walkable public domain with signage



Encourage bicycle use through the provision of cycle parking



Encourage pedestrian/ cycle prioritisation in the town centre

Key Move 6: Define the Town Centre

By initiating the previous key strategic moves, development can be incentivised towards the edges of the town centre improving the sense of arriving into Albion Park Town Centre. Appropriate uses and built form can be introduced to define the town centre, complementing a legible network of tree lined streets. These interventions can re-establish Albion Park as a 'Major Centre' allowing it to become an attractive destination for regional community to live, visit and use.

- Densifying the town centre through appropriate built form;

- Integrate appropriately scaled buildings along the key town centre roads;
- Establishing buildings along the edges of key routes so to increase a sense of enclosure and improve the perception of arriving into Albion Park Town Centre;
- Identify gateway sites to improve the town centre arrival experience and establish a stronger sense of place;
- Establish tree lined streets to define the town centre and soften the urban environment;

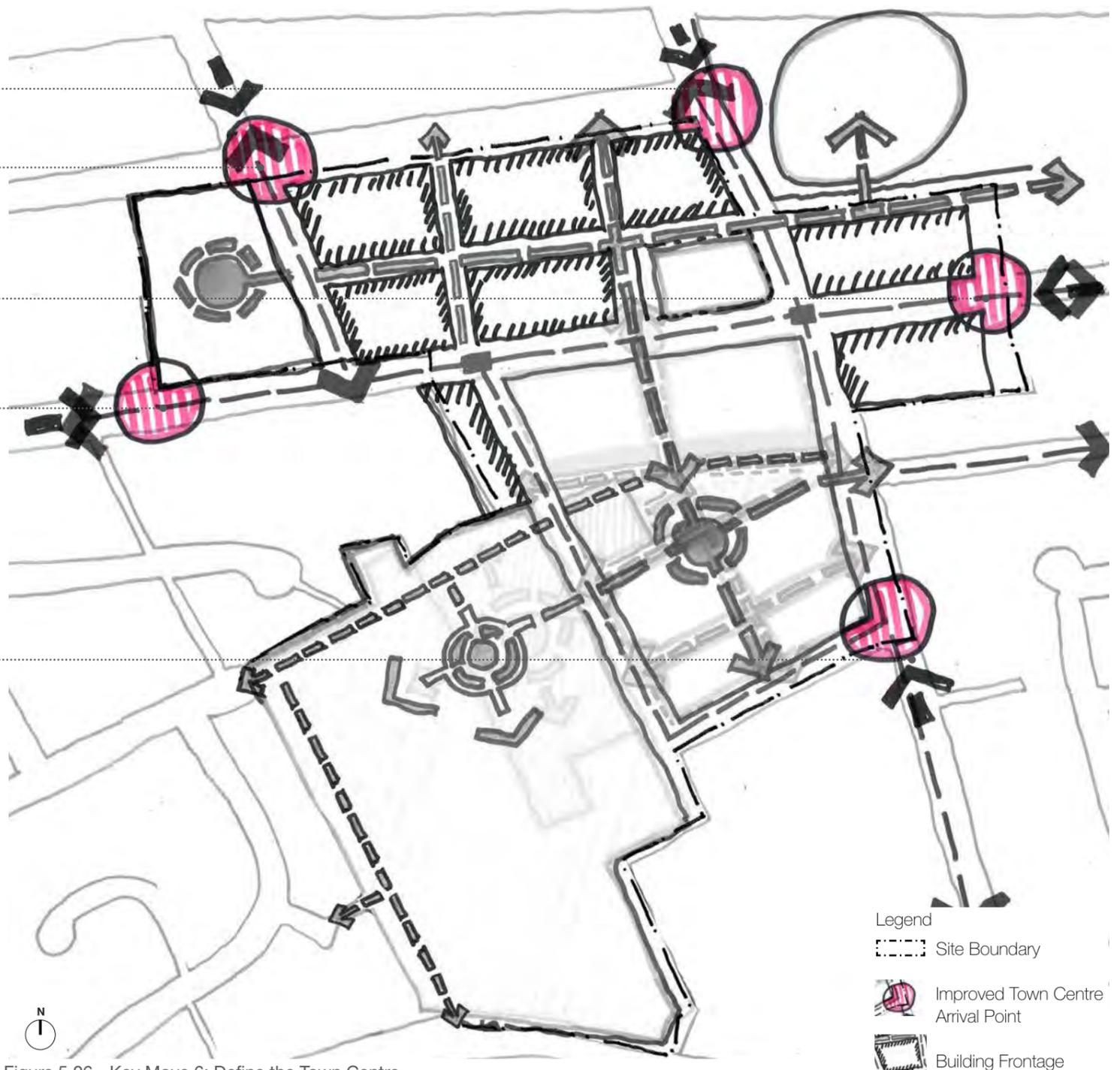
Improve arrival entry at Terry Street arrival entry

Improve arrival entry at Hamilton Road arrival entry

Improve arrival entry at eastern Tongarra Road town centre arrival entry

Improve arrival entry at western Tongarra Road town centre arrival entry

Improve arrival entry at Terry Street and Russell Street intersection



- Legend
- - - Site Boundary
 - Improved Town Centre Arrival Point
 - ▨ Building Frontage

Figure 5.06 - Key Move 6: Define the Town Centre



Residential townhouses define the street edge



Residential streets offer a sense of enclosure



Defined streets through high quality building frontage



Medium density residential buildings increase density



Key buildings can enhance town centre arrival



Buildings and street furniture define movement patterns



Medium density buildings with ground floor uses



Medium scale activate streets offer a sense of enclosure



6.0 Albion Park Town Centre Guidance

6.0 Albion Park Town Centre Guidance

6.1 TOWN CENTRE PLAN APPROACH

This section presents the vision and planning provisions for the Albion Park Town Centre through a Town Centre Plan. This town centre plan looks to transform an under-utilised 'Major Centre' into a vibrant and vital place for the local community to use, enjoy and relax in.

Albion Park Town Centre has the physical attributes to become one of Shellharbour Local Government Area's 'Major Centre's, offering excellent transport connections through Tongarra Road and Terry Street; a network of open spaces through Con O'Keefe Park, Melaleuca Park, Mood Park and Albion Park Showground; and an identified core at the heart of the centre. It is through these existing characteristics that Albion Park Town Centre can be re-imagined into a series of flexible community spaces and a well connected network of activated streets that encourage the use of sustainable transport modes.

To ensure the Town Centre Plan responds to the client brief this section of the report has been broken down into a series of sub-sections that reflect Shellharbour City Council's scope of works. The scope of works are as follows;

- Conceptual block building envelope sketches with optional upper floor residential or upper floor commercial or upper floor commercial/residential;
- Development appearance/character including colours/materials palette;
- Public domain treatment/usage including integration with private domain;
- Transport /parking provisions - this will need to determine future supply needs and where increases in public parking may be needed, based on future development capacity; and
- Maps of Centres specifying required active frontages, awning weather protection, building envelopes/setbacks, corner elements and entry statements, focal points.
- Any recommended amendments to LEP 2013 as it relates to development of Town Centres.

6.2 THE TOWN CENTRE PLAN - KEY ASPECTS

The Albion Park Town Centre Plan establishes a concentrated core of town centre uses south of Tongarra Road, Russell Street and Terry Street. The intention of this strategy is to ensure a critical mass of activity in the heart of the town centre, whilst ensuring excellent pedestrian links to the surrounding context. Tongarra Road forms an active street within Albion Park Town Centre improving the town centre's sense of arrival. A new community and leisure centre defines the edge of Con O'Keefe Park and Russell Street strengthening links between the community heart and the town centre heart. Whilst existing public spaces such as Melaleuca Park and Mood Park are upgraded and defined by excellent building frontage providing focal points within the town centre that are vibrant and activated. This also ensures that there is ample opportunity for interaction within the wider community.

Key aspects of the town centre plan are as follows;

1. Con O'Keefe Park

- If a regional need could be established by a further study, a new

community and leisure centre could be established;

- Passive surveillance is encouraged through a range of community facilities such as new sport's courts, gym, swimming pool, child care centre, wellness centre and adult learning facilities;
- Albion Park's library, skate park and car parking should be re-integrated into the proposed community and leisure centre zone;
- Con O'Keefe Park should be upgraded with defined planting, outdoor recreational facilities and footpaths ensuring a legible and active town centre park;

2. Town Centre Core

- A rich variety of uses are proposed in the town centre core, including cafe's, restaurants, shops and other retail and business premises;
- Ground floor activation defines the town centre core's ground level ensuring a vibrant buzz within the centre;
- A network of legible pedestrian streets define the town centre reinforcing a pedestrian prioritised town centre environment;

3. Melaleuca Park and Albion Park Town Square

- Melaleuca Park is retained and upgraded to reflect its unique identity and role as the heart of the town centre;
- A new Town Square is proposed to the east of Melaleuca Park, extending the community heart towards Terry Street;
- The public spaces are activated by a mix of uses that are open both day and night reinforcing their role as focal points for social interaction;

4. Tongarra Road Corridor

- Tongarra Road's role as an activated corridor should be strengthened through introducing a variety of retail and commercial uses along its edges;
- Tongarra Road should be characterised by 3 to 4 storey buildings ensuring a greater sense of enclosure and arrival within the town centre;

5. Mood Park

- Mood Park's existing character should be retained;
- Building frontage should be introduced along its western and northern edges improving passive surveillance within the space;
- Active uses should be encouraged along the western edge reinforcing the park's role as a town centre focal point;

6. Residential District

- New medium density residential should be introduced towards the north of the town centre, increasing the population density within the town centre;
- Improved walkability should be encouraged through a new east to west residential spine connecting the residential district to the Town Centre Spine, Mood Park and Albion Park Showground;
- The residential district should comprise townhouses, 1 bed, 2 bed and 3 bed apartments with the opportunity of ground floor live work units along the residential spine;

Heritage Considerations and Requirements

Future development will be required to consider setting and context of indigenous and non-indigenous heritage places in and adjacent to the town centre. Lots containing listed heritage items will also have specified requirements under Shellharbour LEP 2013 and Shellharbour DCP.



Figure 6.01 - Albion Park Town Centre Plan

6.3 CONCEPT BLOCK BUILDING SKETCH

This sub section relates to point 1 of Shellharbour City Council’s scope of services which is as follows;

- Conceptual block building envelope sketches with optional upper floor residential or upper floor commercial or upper floor commercial/residential;

Key ‘Concept Building Block’ objectives for the Albion Park Town Centre Plan are as follows;

- To achieve good building frontage within the town centre;
- To establish a greater sense of enclosure;
- To enhance passive surveillance and community safety through adopting CPTED Principles;
- To improve legibility through good built form;
- To enhance solar access to buildings;
- To ensure a diverse building mix;
- Establish an integrated mix of uses within the town centre

The concept building block objectives are achieved through the following plans.

Consolidated Land Parcels

A key issue identified by Shellharbour City Council and local councillors has been the fragmented landownerships currently located within Albion Park Town Centre. The Albion Park Town Centre Plan adopts an approach that consolidates existing land ownerships with the aim of encouraging the future re-development of the town centre.

An indicative arrangement of building blocks and spatial types have been employed that consolidate existing land ownerships and accommodate modern building footprints that strengthen the town centre’s role as a Major Centre in the Illawarra Regional Strategy.

It must be noted that the land parcel plan is indicative and has been produced to highlight the potential consolidation of existing land ownerships for future developers. A single lot development scenario can be found in Appendix B. This development scenario embraces the same development principles proposed in the Albion Park Town Centre Plan.



Figure 6.02 - Consolidated Parcels Plan

Form and Footprint

Albion Park Town Centre today suffers from poor form and footprint resulting in large vacuous spaces that offer little street definition and frontage. The proposed concept block buildings embrace the perimeter block approach so that both street, pedestrian thoroughfares and public spaces are all defined by the fronts of buildings rather than the rears of buildings. Key development principles underpinning the concept block building layout are as follows;

- Solar access is optimised through ensuring appropriate building separation and north facing buildings whilst maintaining good building frontage onto streets based on SEPP 65 Design Guidelines.
 - All concept building blocks are designed to optimise thermal performance, thermal comfort, and daylighting so to improve a buildings energy efficiency.
 - All concept building blocks should ensure visual privacy and acoustic privacy through adopting SEPP 65 design principles.
- Albion Park Town Centre’s proposed concept building blocks adopt CPTED principles through ensuring the following initiatives;
- All building blocks maximise passive surveillance ensuring buildings front onto public spaces and streets;
 - The concept building blocks and public realm are designed to promote legibility through a well defined network of streets and public spaces;
 - The design of the building blocks in relation to the public domain reduces the occurrence of vulnerable spaces by creating active spaces between buildings, and defining and addressing well travelled routes.



Figure 6.03 - Form and Footprint Plan

Land Use

Proposed land uses in Albion Park Town Centre have been carefully organised to deliver a vibrant and mixed use feel to the town centre. The distribution of land uses within the town centre are rationalised through a town centre core that offers a diverse mix of uses, building economic resilience into the town centre economy as well as activating the streets during the day and night. The following components of the town centre plan have the potential to establish vibrancy within Albion Park Town Centre;

- The grouping of ground floor retail and commercial uses within the town centre core - engendering a sense of critical mass;
- At the heart of the town centre core are a collection of buildings that offer ground floor retail/ commercial with upper floor commercial. These buildings can ensure all adjacent public spaces will be active and vibrant.
- The grouping of upper floor commercial and residential

uses within the town centre core to encourage both diversity and a residential population within the town centre. This also provides flexibility in allowing future developers the opportunity to provide one or both uses in a building;

- The location of residential uses to the north of the town centre to ease the transition from town centre to residential suburb. The residential area should incorporate a diverse offering of town houses, 1 bed, 2 bed, 3 bed apartments and live work premises;
- The location of a community and cultural leisure facility on the edge of Con O’Keefe Park. This facility provides both the opportunity to improve existing community facilities and establish Albion Park as a regional destination for community sports/leisure & health infrastructure. Potential uses that could be accommodated in this area are a 25-50m Pool, Gym, Sports Hall, Maternal & Child Health Care, Child Care Centre, Outdoor Playground and sports courts.

It must be noted that Hill PDA’s economic study identified an anticipated demand in the Albion Park Trade Area for a larger supermarket. A zone has been illustrated to highlight the footprint of a 7000 sqm supermarket.

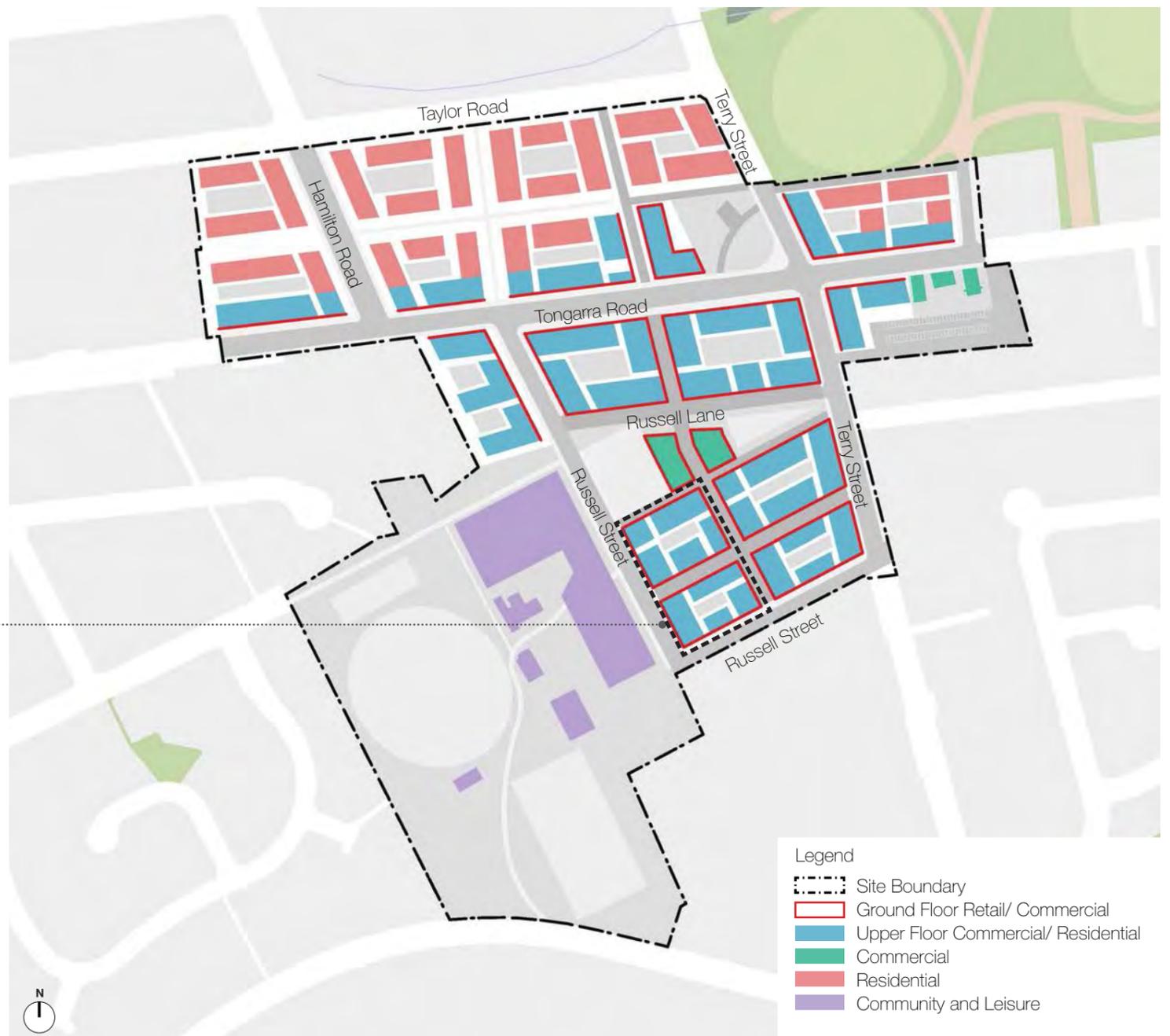


Figure 6.04 - Land Use Plan

Massing and Scale

The design approach to massing and scale has been to establish appropriate building heights that both reflect the town centres role as a major centre and to incentivise development in the future. In particular, the town centre plan provides an increase in scale towards the centre of the town centre in relation to Tongarra Road and a decrease in mass and scale towards the north and western edges of the study boundary in relation to the lower density residential context. There are a number of key principles which govern the height of development across the site;

- Tongarra Road building heights should reflect their intended land use and vary between 3 storey [12 metres] along the northern edge and 4 storey [15 metres] along the southern edge.
- The residential buildings along Taylor Road have been established at 3 storeys [9 metre plus an optional 3 metre roof zone] in height to establish a more sympathetic relationship with the adjacent lower scale context.
- The building blocks located within the town centre core are proposed to be 3 storey's [12 metres] in height so to ensure a higher density of uses in the centre;
- The leisure and community centre are proposed to be at 2 storey's [9 metres] to accommodate the larger floor plates required;
- The buildings located between Melaleuca Park and the new Town Square are proposed at 2 storeys [9 metres] to ensure ground floor activation and upper floor commercial uses [Note: These buildings are anticipated to contain retail and commercial uses that respond to the neighbouring public spaces. A typical floor to ceiling height for commercial and retail uses tend to be 4.5m, thus these buildings are anticipated to be 9.0m [2 storeys] with an option 3.0m roof zone.]

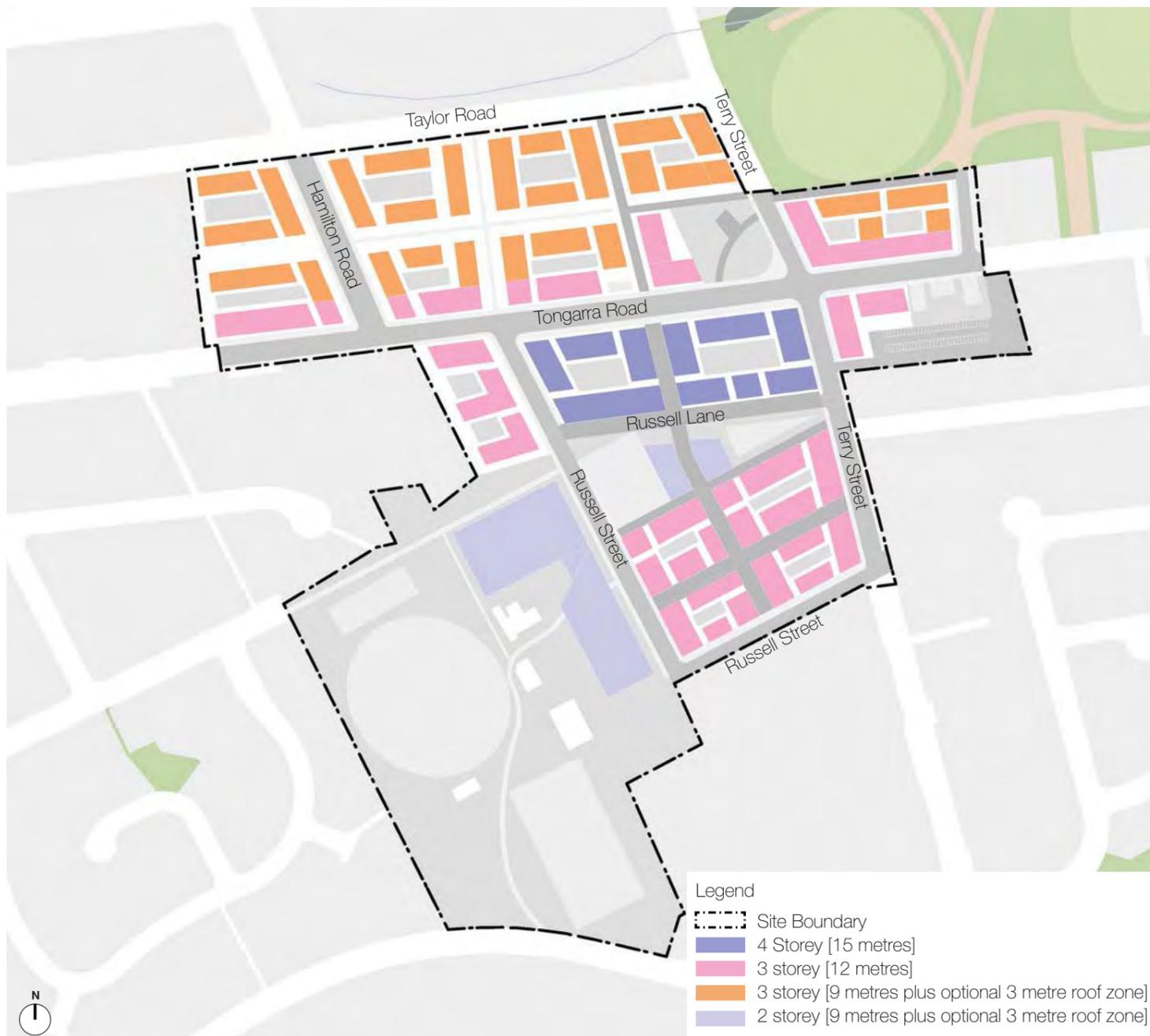


Figure 6.05 - Scale and Massing Plan

6.4 CHARACTER AND APPEARANCE

This sub section relates to point 2 of Shellharbour City Council's scope of services which is as follows;

- Development appearance/character including colours/ materials palette;

Key 'Development Appearance/ Character' objectives for the Albion Park Town Centre are as follows;

- To achieve a development character that responds to its proposed uses and Albion Parks Town Centre's status as a 'Major Centre'.
- To ensure new development contributes positively to the public realm through reinforcing spatial definition, safety and activation of streets, lanes and public spaces;

Character Areas

Albion Park town centre should comprise a mix of character areas that enrich and provide diversity to the town centre development. These areas are strategically distributed through the study area to transition from the higher density of the town centre to the lower and medium density residential context.

The types of character areas are formed and expressed through varying land use, development density, built form and the character of the open spaces and streets. These

attributes define an identifiable character for the different areas whilst ensuring common elements, themes and landscape axes maintain a cohesive whole. The essence of these character areas are described below.

Tongarra Road Corridor

- Tongarra Road Corridor defines the arrival into the town centre through introducing an increase in scale and massing and offering rich diverse offering of retail and commercial uses;

Town Centre Core

- The Town Centre Core is characterised by a finer grain built form and a network of legible pedestrian links;

Residential Living

- The residential zone delivers a more diverse medium density family living environment on the edge of the town centre;

Community and Leisure Hub

- The community and leisure hub alongside Russell Street will activate Con O'Keefe Park and establish a new and improved community focal point to the town centre;

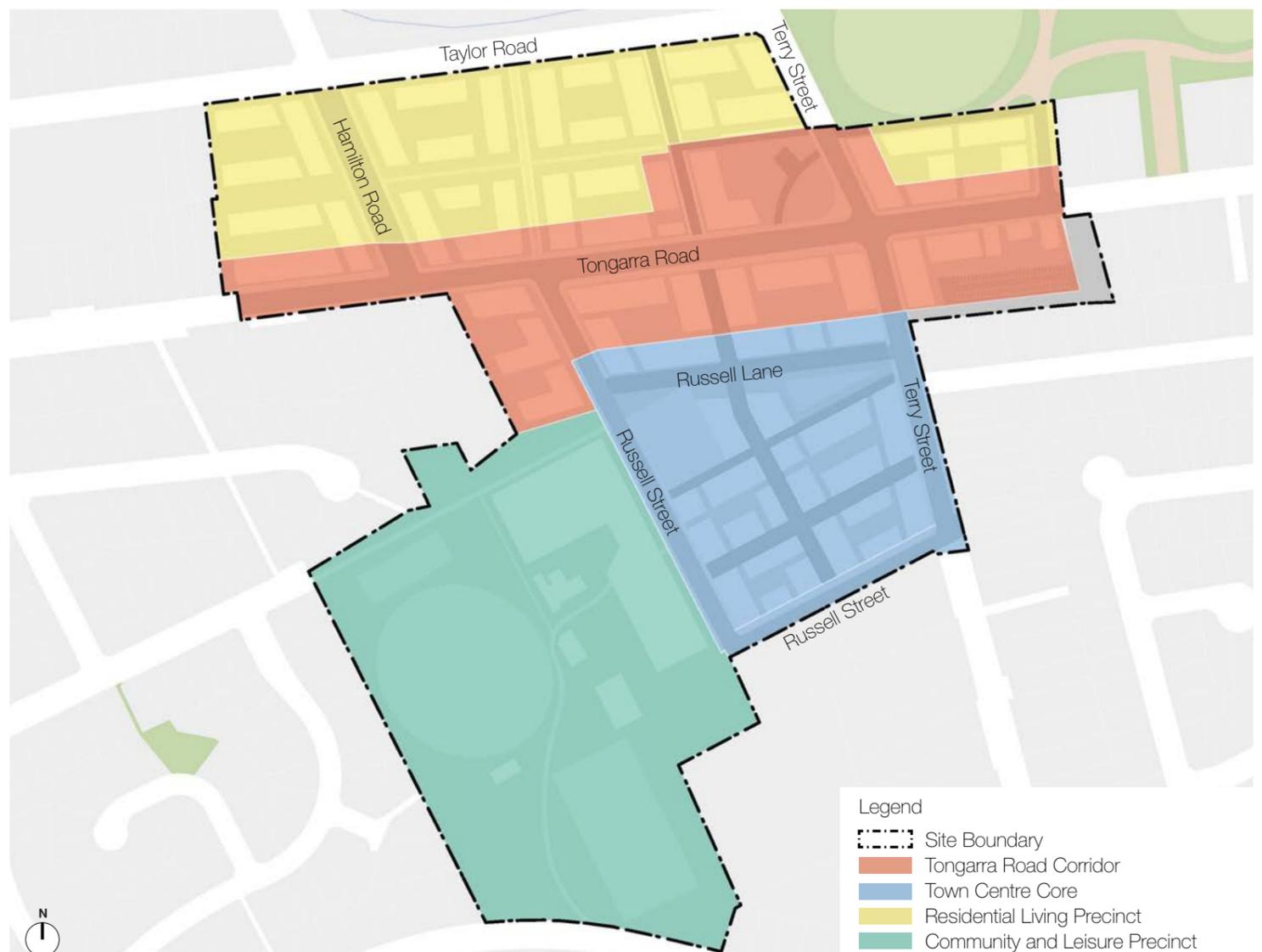


Figure 6.06 - Character Area Plan

Tongarra Road Corridor

Buildings within the town centre should maintain building heights which collaboratively offer a greater sense of enclosure for high street and public domain. Structures should be able to accommodate mixed use purposes encouraging a higher density of living in the town centre. Active commercial ground floors which open to the street are essential accompanied by smaller scale residential apartments which compensate for the ageing population. Important development features include:

- 3-4 storey buildings should be proposed to ensure street enclosure;
- Building height variety is encouraged to establish street rhythm;
- Vertical articulation should be introduced to break up the building facades;
- Recessed balconies and screens should be introduced for privacy and acoustic protection;

- Street level activation through ground floor active uses is encouraged along the road corridor;
- Consistent awning architecture and heights should characterise the road corridor for weather protection;

Roof form like building height can impact the rhythm and overall appearance of the streetscape. Roof form along the Tongarra Road Corridor should:

- Integrate roof design into the overall facade and building composition.
- Respond to sun access.
- Minimise the visual intrusiveness of service elements through design integration (stacks, ducts, service plants etc)
- Minimise building bulk by breaking down and articulating roof form.
- Emphasise special features such as roof top gardens and balconies.



Balconies and roof setbacks integrated with building facade.



Ground floor uses improve the town centre arrival experience



3-4 storeys along Tongarra Road ensure street enclosure



Ground floor uses improve the town centre arrival experience



Open air Balconies and roof setbacks integrated in building composition to reduce apparent bulk



Roof form minimises apparent building bulk by breaking down massing.

Town Centre Core

The Town Centre Core should be characterised by a fine grain and active collection of buildings and uses that differ from the Tongarra Road Corridor. Business in these areas should be strongly encouraged to create their own unique colour schemes and identity. Unleased and empty spaces should be offered in kind to local artists and community groups for constant activity. Important development features include:

- Public art such as murals and lively paint schemes should be encouraged;
- Building facades should be vertically articulated through colour variations, facade treatments and varied awning architecture;
- A fine grain of ground floor uses should be encouraged so that the ground level is diverse and varied;

Roof form like building height can impact the character an appearance of a town centre. Roof form within the Town centre core should:

- Integrate roof design into the overall facade and building composition.
- Respond to sun access.
- Minimise the visual intrusiveness of service elements through design integration (stacks, ducts, service plants etc)
- Maintaining sense of enclosure but minimise bulk by breaking down and articulating roof form.
- Emphasise special features such as roof top gardens and balconies.



Fine grain uses establish variety



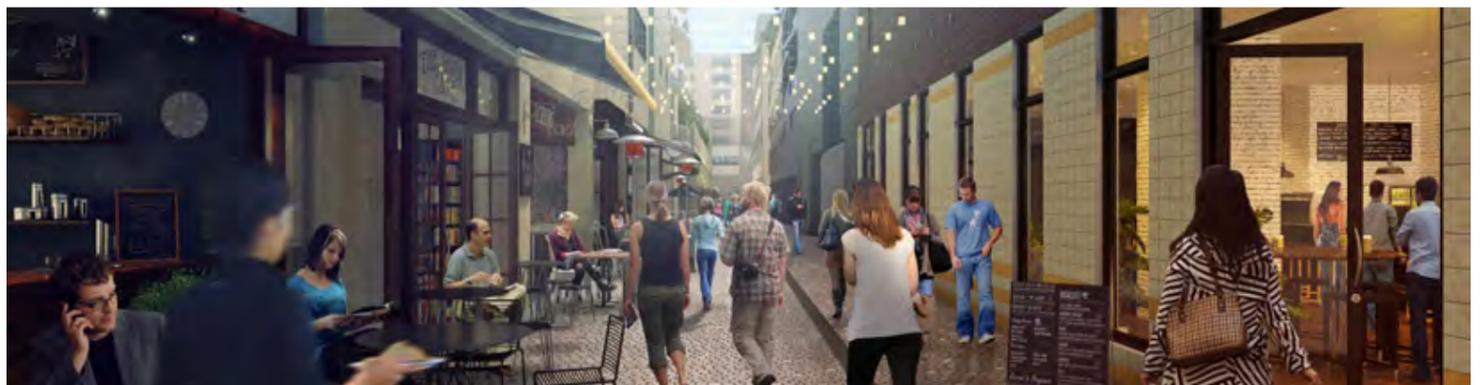
Al-Fresco dining is encouraged



Transparent ground floor facades



Buildings front on to public spaces



Ground floor activation along pedestrian streets instils vibrancy

Residential Living Precinct

Residential town housing and apartments should provide opportunities for communal spaces and easy pedestrian access via internal courtyards and passive surveillance. Maintained planting and public furniture are essential. To prevent homogenous new development, each site should be designed independently with articulation and individuality in mind. Important development features include:

- Mixing of uses at a variety of scales i.e within a neighbourhood or street or individual buildings;
- Diversity of layout, building form and tenure;
- breaking up roof form to reduce building bulk.
- minimise the visual intrusiveness of service elements though design integration (stacks, duct plants pipes etc)
- emphasise special features such as roof top gardens and balconies.



Vertical articulation and broken up roof form massing breaks down the residential block



Windows and balconies improve street surveillance



Integrated roof into the facade and building composition

Roof form like building height can impact the rhythm and overall appearance of the streetscape. Roof form within the Residential Precinct should:

- Integrate roof design into the overall facade and building composition.
- Respond to sun access.
- Minimise the visual intrusiveness of service elements though design integration (stacks, ducts, service plants etc)
- Minimise building bulk by breaking down and articulating roof form.
- Emphasise special features such as roof top gardens and balconies.

Please refer to SEPP 65 for detailed guidelines.



Building height variations enhance street rhythm



Building entry points should be off key streets and spaces



Minimise building bulk by breaking down and articulating roof form

Community & Leisure Precinct

Albion Parks community facilities should openly engage with the public and be flexible enough to host a wide range of activities from school carnivals to film screenings and public performances. It is key in this area that the architecture offer spaces which can be utilised on a daily basis as well as within event mode. Information kiosks, public promotional

boards, coffee stalls, sport rental capabilities as well as change rooms and public toilets and showers should be designed with robust materials with cladding types discouraging graffiti (top left). These areas should be kept open public domain without any fencing for fluid pedestrian movement and constant activity.



Cafe kiosk for community facility users



Sports facilities should encourage spectator viewing



Improved swimming pool facilities



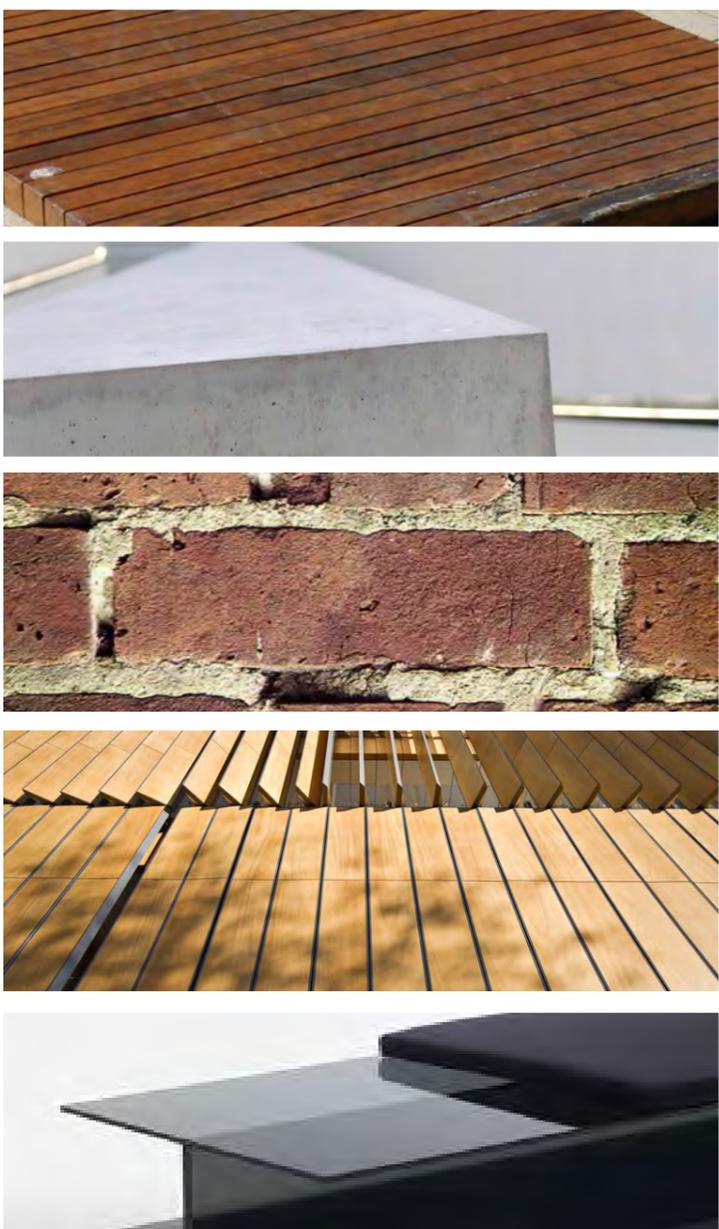
Additional community facilities should be located on key view corridors



Base Palette

The base palette acts as a suggestion tool to offer continuity throughout the town centre. Rustic materials such as wooden cladding of a variety of types and finishes and exposed concrete are suggested and ideally correspond with the public domain specifications and furniture. Black steel edging creates strong building definition and

complements these materials well. Developments should be strongly encouraged to provide their own individual take and approach to complement these colour palettes in order to add diversity and variety to the town centre. This is particularly encouraged for residential projects and lane way businesses.



6.5 PUBLIC DOMAIN TREATMENT

This sub section relates to point 3 of Shellharbour City Council's scope of services which is as follows;

- Public domain treatment/usage including integration with private domain;

Key Public Domain Treatment Objectives for Albion Park Town Centre are as follows;

- To develop an integrated and consistent landscape across the town centre;
- Establish a network of connected and diverse public spaces across the town centre;

Public Domain Plan

The town centre is structured around a variety of public domain treatments and open spaces that deliver a diverse and interesting public domain with the scale and design of open spaces responding to their intended functions and the land uses that border them.

Town Centre Pedestrian Corridors

Essential to Albion Park Town Centre's success is to ensure greater walkability within and around the town centre. The town centre pedestrian corridors should form a pedestrian spine to the town centre, allowing an ease of movement between the key public spaces, activity areas and the town centre core.

Shared Street

Russell Lane should become a shared street ensuring a pedestrian prioritised environment whilst still allowing limited vehicular traffic such as service and event vehicles.

Public Spaces

The existing and proposed spaces should provide the community with a place to congregate as well as a location where social events and gatherings may occur.

Internal Courtyards

Secure outdoor spaces that provide a softer landscape retreat from the town centre streets. These spaces should encourage occupants to meet each other whilst also allow them a quieter more contemplative space to work formally.

Footpaths

The town centre paths should be consistent with existing treatments [please refer to Destination Albion Park -Urban Design Assistance, 2009]. Standard footpaths treatments consistent with Shellharbour City Council standards should be proposed.

Street Trees

Reinforce Albion Park's street hierarchy through introducing tree-lined public realm ensuring a greater sense of enclosure and shade for people walking to and from the town centre.

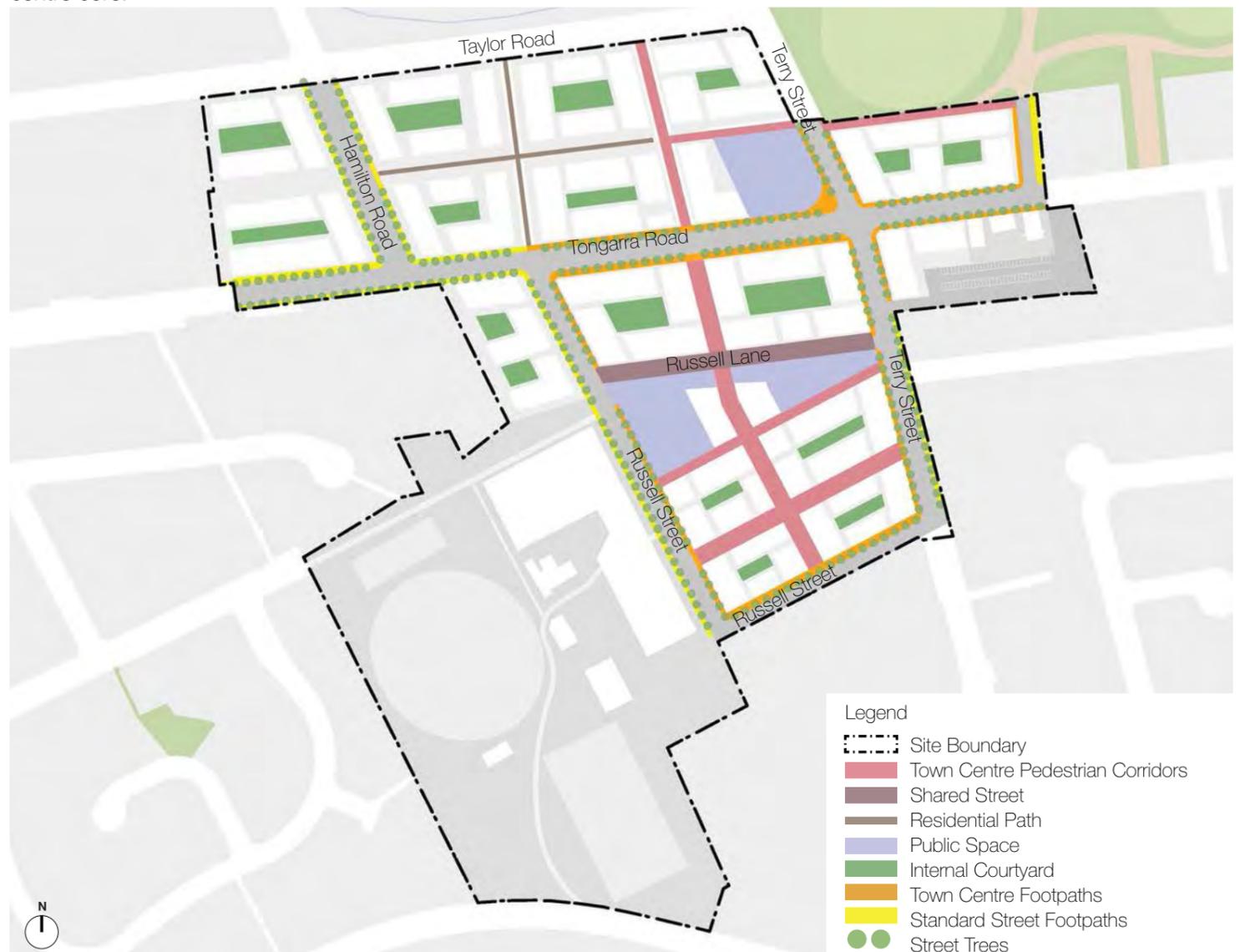


Figure 6.07 - Public Domain Treatment Plan

Pedestrian Streets and Shared Street

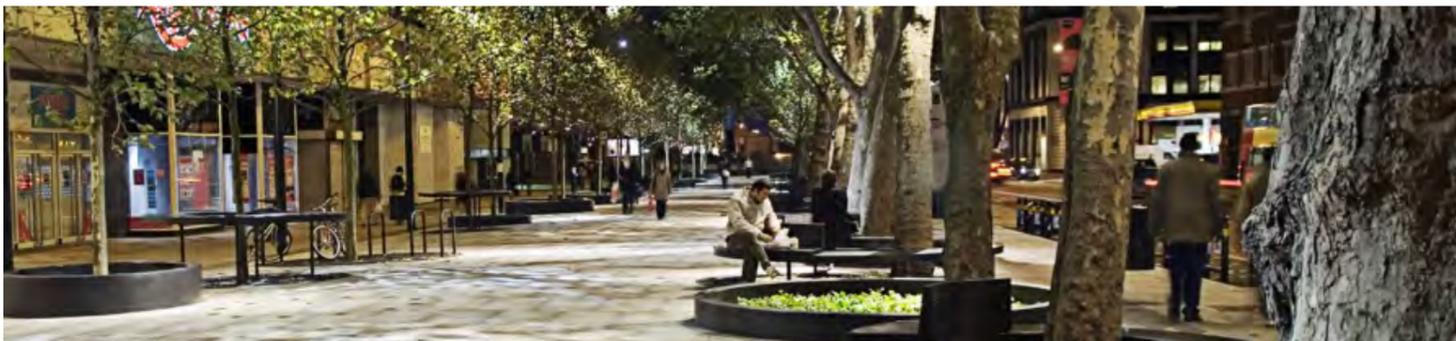
The town centre should be defined by pedestrian streets and Russell Lane as a shared street. These streets should be planned to encourage people to spend time and stay within the town centre. Key principles behind both forms of street are as follows;

- Limited vehicle access, ample bike parking and public street furniture is essential as well as consistent pavement treatment and planting schemes to improve the spatial division, enclosure and provide shading.
- Spatial provisions for alternative transport such a cycling and alfresco dining capabilities should also be considered.
- Shared streets should integrate pedestrians, cyclists and vehicles in a slow environment;

- For shared streets traditional street elements such as kerbs, signs, traffic lights and pavement markings are removed and the surface is made of block pavers to look and feel different to a regular road;



Multi-functional use of the public domain through offering a variety of pedestrian amenities



Pedestrian corridors should integrate street furniture, planting and lighting into the public domain

Public Spaces

Public spaces should act as popular lunch, dining and meeting spots. Public Space design should be flexible and accommodate for temporary events such as markets, festivals and community gatherings. Public spaces should be defined by both hard and soft landscape encouraging both active and passive recreation opportunities; Key principles behind public spaces are as follows;

- Pavement variation from pedestrian streets should help

define public spaces more clearly.

- Larger scale public seating with integrated planters incorporating native trees and greater use of wooden elements is encouraged.
- Spatial provisions for alfresco dining is essential.
- Public space should provide opportunities to showcase local sculpture which can act as both a landmark and offer a backdrop for public performances and buskers;



Flexible public spaces to accommodate a diverse range of events



Feature seating should characterise public spaces



Multi-purpose seating for events use

Footpaths Treatments

Footpath design and treatment is critical to achieving a consistent public domain and town centre identity. Parking provisions should be integrated with the landscape design providing visual breaks with planting or street

furniture. Footpaths should be consistent with GHD stone specifications within Town Centre Core. Footpaths located along streets should be integrated with street parking, planting and furniture.



GHD Paving for the Town Centre Core



Parking, planting and furniture should be integrated into the public domain



Existing GHD specifications maintained



Trees and planting should be used to define footpath treatments

Internal Courtyards

Internal Courtyards should offer a different environment to the exterior public domain. This space should prioritise the communal and social needs of the residential block with possible BBQ and community garden provisions. Courtyards should provide larger lawn areas for residents to utilise.

Internal courtyards should be secure outdoor spaces that provide a softer landscape retreat from the town centre. These spaces should encourage occupants to meet each other reinforcing a more community focussed environment.



Footpaths or decking should encourage accessibility within the courtyard



Internal courtyards should provide semi-private communal space for residents

Furniture, Fittings & Lighting

Consistency in furniture, fittings and lighting is critical to communicating the identity of the town centre as a whole. Attention to this level of detail will help prevent the town centre from feeling dislocated a disjointed and will enhance links visually and spatially. Key principles behind furniture, fittings and lighting are as follows;

- Paving treatment integrating steel inlay tree grates, signage and way finding reinforces a pedestrian friendly town centre.
- Difference in paving finish or stone type is used to mark changes in public domain such as shared street zone, stairs and public space.
- The existing black/white lighting fittings and colour scheme should be matched to ensure consistency in lighting style.
- Poles should also be designed to advertise and integrate advertisement of public festivals and events.

- Stair and varied street lighting for the public domain ensure a safer environment for the town centre in the evening.
- Furniture should utilise concrete and stone fixed street furniture integrated with warm wooden elements.
- Scale of planters and furniture increasing in larger public spaces.

All lighting and furniture must adhere to CPTED principles such as;

- Street furniture layout should be designed to minimise occurrence of concealment of spaces;
- Lighting design should enhance surveillance and ensure visual corridors are maintained;
- Seating should be provided in public spaces encouraging public ownership of the public realm;



Material Palette

The public domain materials have been suggested in order to achieve consistency between existing and proposed works within the area. Existing materials include GHD specifications as stated in the Urban Design produced in 2009. All future materials should complement these choices in order to develop a visually and materially connected town centre. The use of like materials is significant in order

to physically and visually link the town centre and prevent the public domain from feeling disjointed. Key material breakdown is as follows;

- Top images illustrate main Pedestrian High Street & Public Domain;
- Bottom images illustrate footpath treatments



Warm wooden street furniture finish



Example of finish variation to indicate zone change



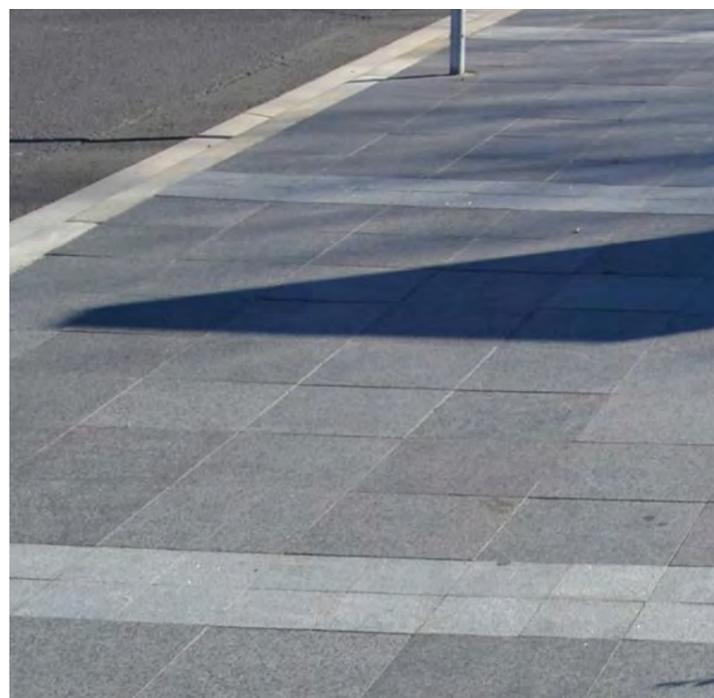
Mid-deep grey stone sets



Mid - deep grey stone paving (granites and asphalt)



Use of drainage to define public spaces.



Existing GHD specifications for pavers and footpaths.



Range between mid-deep grey colouring.

Planting: Groundcovers and Shrubs

Planting should embrace a variety endemic species, native to Albion Park’s region. Street planting adopting a variation of grasses and trees depending on the necessary coverage. All planting must not interfere with sight lines so to adhere to CPTED principles.

Christmas Bush (*Ceratopetalum gummiferum*), Tussock Grass (*Poa labillardieri* var. *labillardieri*), Mat Rush (*Lomandra longifolia*)

For example below species from left to right; *Carex appressa* (*Carex appressa*), Crinum Lily (*Crinum pedunculatum*),



Planting: Trees

Albion Park is fortunate to have a variety of native flowering trees which will add to the strength of the town centre identity. Future tree planting should embrace species native to the coastal frontline region for example above species

from left to right; Snow in Summer (*Melaleuca linariifolia*), Prickly Paperbark (*Melaleuca styphelioides*), Illawarra Flame Tree (*Brachychiton acerifolius*), Lilly Pilly (*Acmena smithii*),



6.6 TRANSPORT/ PARKING PROVISIONS

This sub section relates to point 4 of Shellharbour City Council's scope of services which is as follows;

- Transport /parking provisions - this will need to determine future supply needs and where increases in public parking may be needed, based on future development capacity;

GTA Consultants have provided a detailed assessment on Albion Park Town Centre's transport and parking provisions, which is located in Appendix D. In summary the assessment concludes that there is spare parking capacity within the centre, and that parking provision for any future development should be based on the availability of nearby parking, together with the specific parking requirement of each development.

Key 'transport and parking' objectives for the Albion Park Town Centre are as follows;

- Develop a walk-friendly environment across the town centre including improved pedestrian crossing points;
- Enhance the continuity of the bicycle network;
- Enhance access to public transport
- Maintain an efficient supply of car parking, that is integrated within building envelopes;

Access and Parking

Albion Park Town Centre's existing road network should be retained ensuring easy access to the surrounding context. Tongarra Road should be re-prioritised within the town centre boundary encouraging greater pedestrian connectivity across the road corridor. This aspiration aligns with Maunsell's traffic study whereby the implementation of Tripoli Way as a Tongarra Road bypass will allow a reduction in traffic along the Tongarra Road.

The town centre should offer a range of parking options, with the majority of the site being serviced by rear deck podium parking or alternatively a multi-storey car park. This will establish a strong built frontage and a sense of pedestrian priority throughout the town centre. The aim is to deliver a public environment that is practical in its level of parking provision but not visually dominated by the car. The range of parking solutions across the town centre plan include;

- Surface kerb side parking provided for the town centre;
- Podium car parking for all the buildings, supporting the commercial, retail and residential users with parking access should be limited to Terry Street, Russell Street, Taylor Road and Hamilton Road.
- or Multi-storey car park at key locations with commercial/retail premises sleeving the ground level to ensure excellent building frontage;

A smaller car park in the order of 100 spaces could also be implemented to distribute the traffic impacts. This could be associated with a larger retail outlet.

A large multi-storey car park could be integrated with the proposed development in the south west corner of the town centre. Initial estimates indicate between 250 and 300 car parking spaces could be provided over 3 levels. Retail/commercial development should be incorporated at ground level to activate the frontages, particularly pedestrian areas.

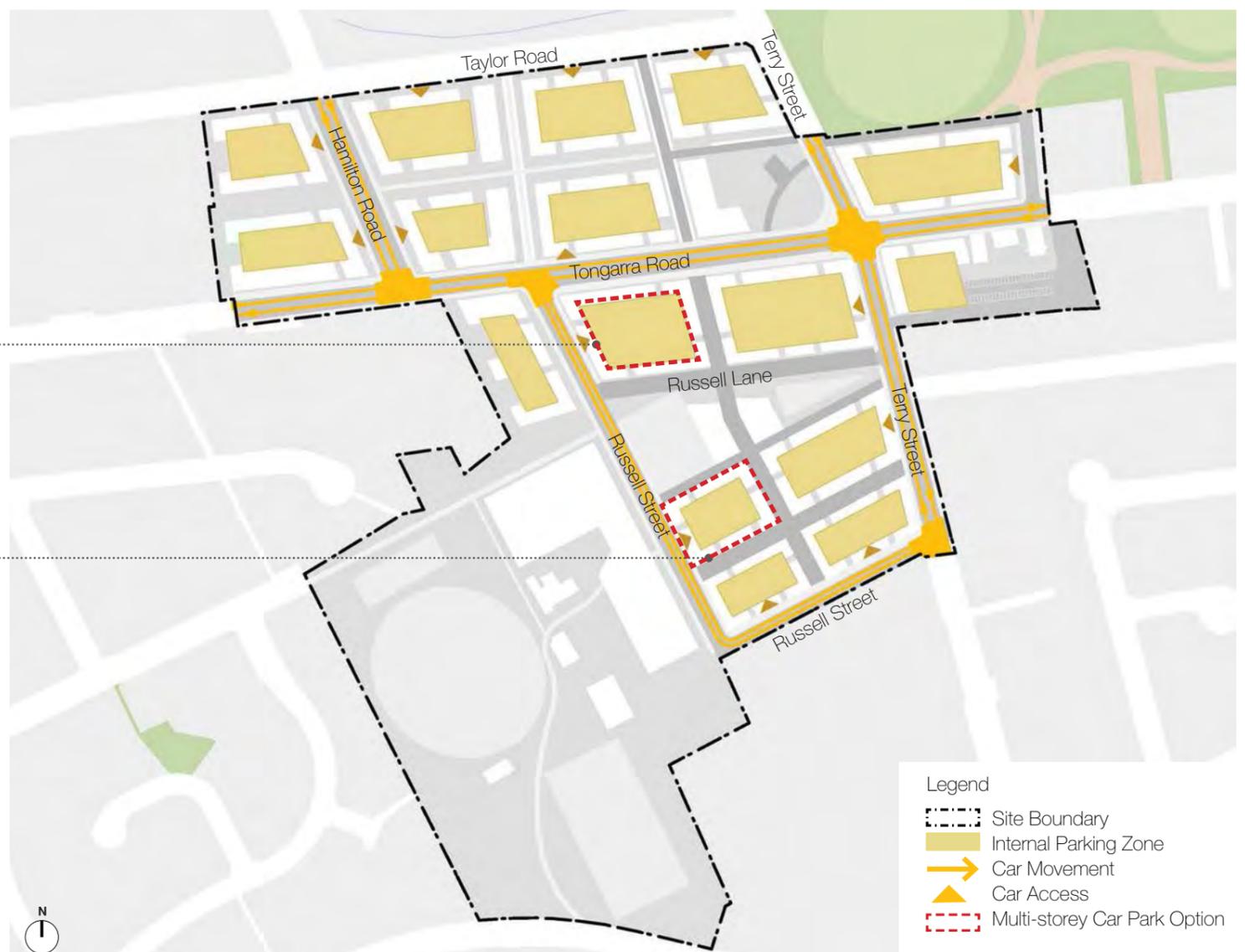


Figure 6.08 - Access and Parking Plan

Pedestrian and Cycle Network

Albion Park Town Centre should be serviced by a well connected network of streets with a clear hierarchy enhancing legibility through the town centre for pedestrians and cyclists. The following key pedestrian and cycle opportunities can enhance the connectivity within Albion Park Town Centre.

- A new town centre spine forms the structural core of Albion Park, re-prioritising the town centre for the pedestrian;
- A residential east to west spine located to the north of Tongarra Road seamlessly connects to the Town Centre Spine and Albion Park Showground;
- Improved Pedestrian crossing points are located at key intersections, allowing improved pedestrian access across Albion Park Town Centre key street's;
- Shellharbour City Council has already established a Shared Use Path Strategy, which is referenced in Section 4.0 p33. The intention of the Town Centre Plan is to seamlessly integrate this strategy into Albion Park Town Centre. Key cycle routes should be located along Tongarra Road, Terry Street, Russell Street, Taylor Road and across Con O'Keefe Park;

Public Transport

The Town Centre Plan looks to further develop Albion Park Town Centre's public transport offering and encourage greater community use of the local bus network, with less of a reliance on the vehicle. The following initiatives can enhance the public transport offering within Albion Park Town Centre, creating a more sustainable town centre;

- Improve the existing bus network through an increase in bus frequency and bus stops encouraging greater community use of the bus system.
- With the proposed development of Calderwood and Tullimbar there is an opportunity for Shellharbour City Council to introduce additional bus routes that pass through Albion Park Town Centre.

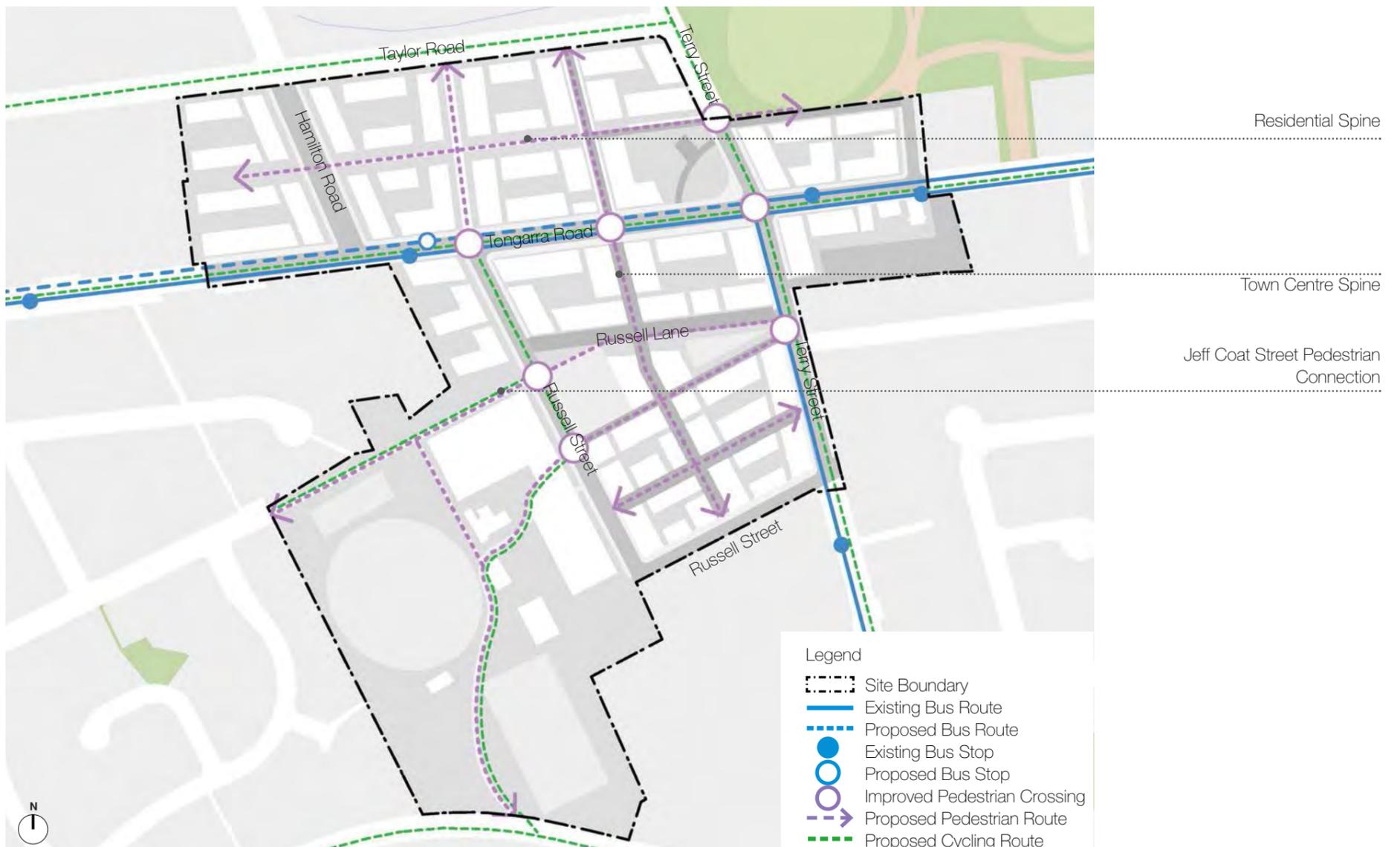


Figure 6.09 - Bus, Pedestrian and Cycle Plan

6.7 MAPS OF ALBION PARK

This sub section relates to point 5 of Shellharbour City Council’s scope of services which is as follows;

- Maps of Centres specifying required active frontages, awning weather protection, building envelopes/setbacks, corner elements and entry statements and focal points.

Key objectives for the Albion Park Town Centre that respond to the list of maps are as follows;

- To facilitate ‘active edges’ across the town centre to promote a safe and vibrant street life during the day and night;
- To establish appropriate shading within the town centre through awning treatment;
- Establish appropriate setbacks that reflect the character of the town centres anticipated land uses;
- Strengthen the built form character at key entry points to the activity centre, to enhance the sense of arrival and identity of the town centre;

Active Frontages

Active Frontages enliven the ground floor street level with commercial and retail uses. Semi-Active Frontages relate to areas which have good urban frontage such as residential and community buildings but do not support active functions such as retail and commercial.

The town centre plan adopts an approach that ensures ground floor active uses are located within the Tongarra Road and Town Centre Core Precincts with semi active edges located in the Community and Residential Precincts.

The aim of the active street frontages is to enliven the street with a mix of retail and commercial uses that incorporate covered entries, open and visible facades and spatial provisions for alfresco dining within the ground level. Examples can be seen in the photographs below.

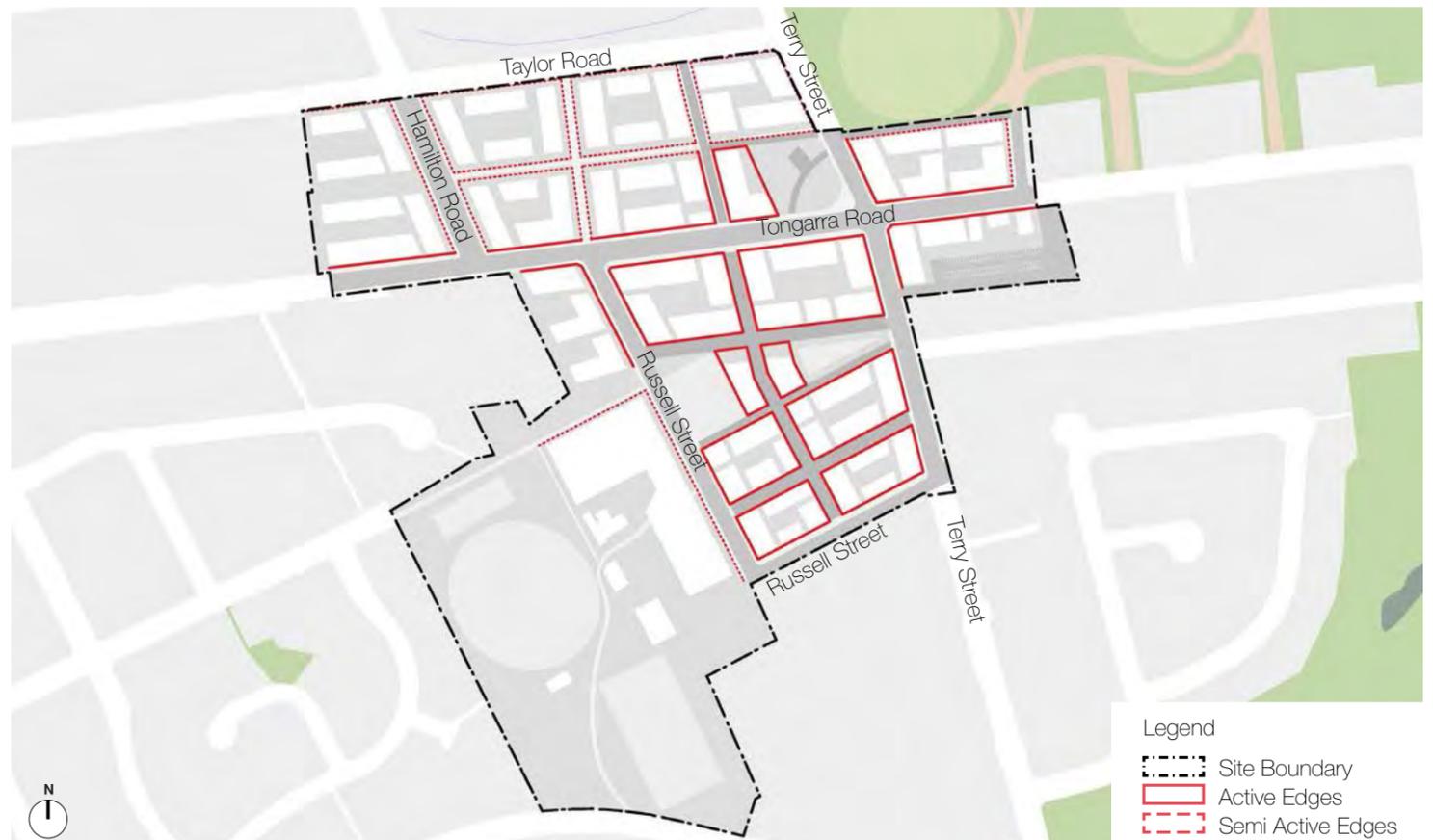


Figure 6.10 - Active Edges Plan



Hole in the wall frontages should be encouraged



Public Domain Alfresco Dining



Operable facades improve street permeability

Building Envelopes and Setbacks

Building setback is the distance between the boundary of a site and proposed or existing building edge. Appropriate building envelopes and setbacks dictate the sense of enclosure experienced along a street [for building envelopes please refer to section 6.3].

The distribution of setback distances is based on the role and character of the built form. With the majority of the study area being a town centre it is important that the proposed setbacks reflect an urban town centre character.

The setbacks proposed in the Albion Park Town Centre Study Area ensure a level of flexibility is applied to future development. The Albion Park Town Centre Plan proposes the following;

- Setbacks along the eastern edge of Russell Street and building frontage adjacent to Mood Park should be 2 to 4m. This allows the opportunity for landscape buffers and a softer edge to the peripheral edges of the town centre;
- Setbacks along Taylor Road and Hamilton Road should be 4 to 6m reflective of the streets residential character;
- Side and rear setbacks may vary in the context of amenity, solar access and privacy;

- Town Centre mixed use buildings should be setback 0-2m from the front boundaries.

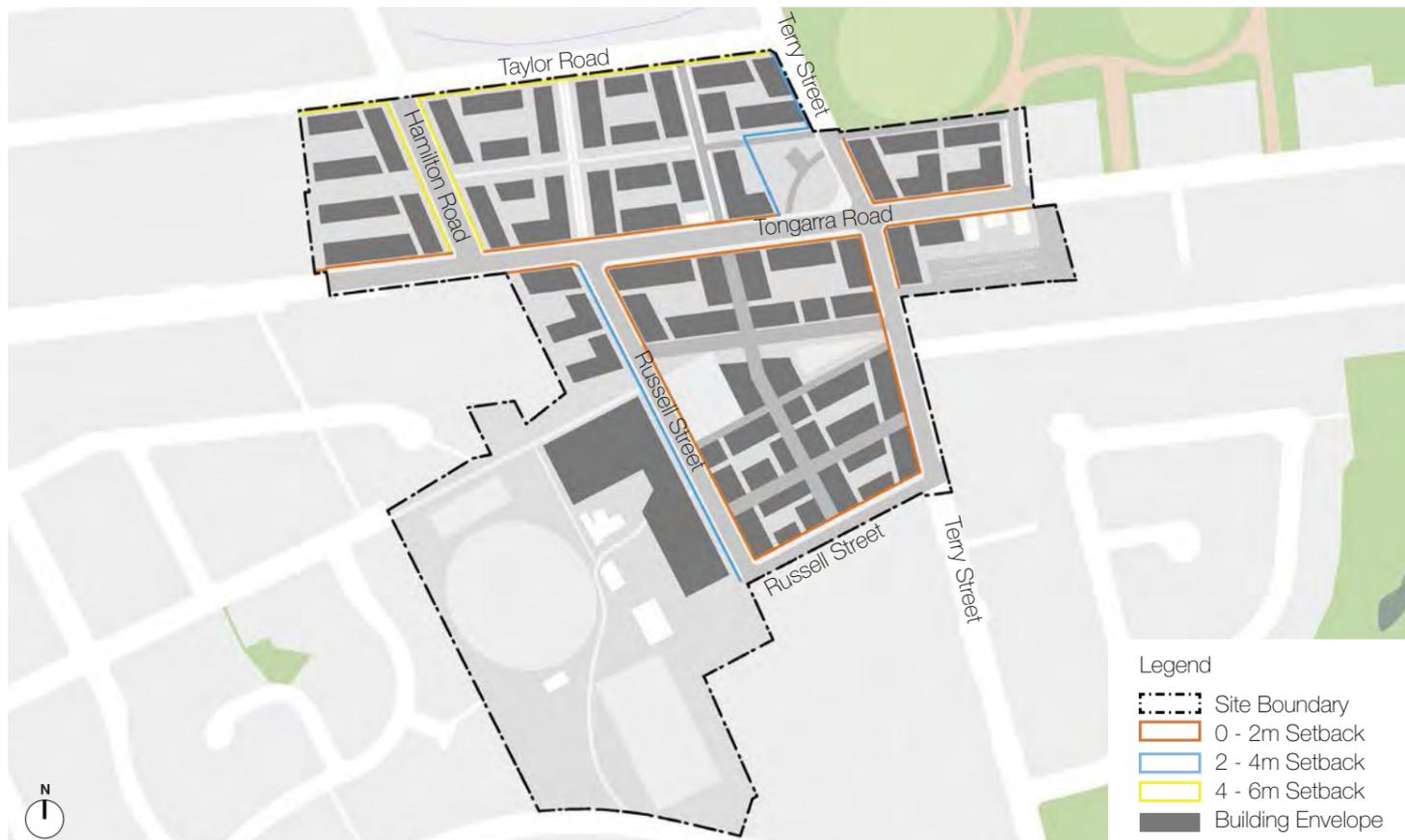


Figure 6.12 - Building Setbacks Plan



Town Centre Setbacks should be 0-2m



Leisure and Community centre Setbacks should be 2-4m



Residential Setbacks should be 4-6m

Awnings

An awning is a cantilevered horizontal roof like structure projecting from a building and providing shelter to the footpath.

Awnings significantly affect the amenity and appearance of streetscapes and the pedestrian environment. Continuous awnings provide weather protection along pedestrian routes encouraging a greater level of walkability.

They mediate between the inside and outside, between private and public individual buildings and the urban block. Awnings define and shelter pedestrian space and are a regular characteristic of shop's, cafes, hotels and other buildings reliant on pedestrian interaction.

The key awning strategy for Albion Park Town Centre is as follows;

- Ensure consistent awning treatment along the Tongarra

Road corridor, strengthening the sense of enclosure along the road;

- Introduce varied awning treatments within the town centre core to reflect the finer grain development characterising the precinct;
- Encourage awnings to have consistent springing points.

Key aims for the proposed treatments are as follows;

- To improve pedestrian amenity by providing weather protection to footpaths in appropriate locations;
- To encourage awnings that possess a high quality of architectural design that reflects the architecture of its building while also complementing the streetscape;
- To encourage awning forms that provide good levels of lighting to footpaths and to ground floor spaces within buildings.

The plan below identifies key locations for awning treatment.

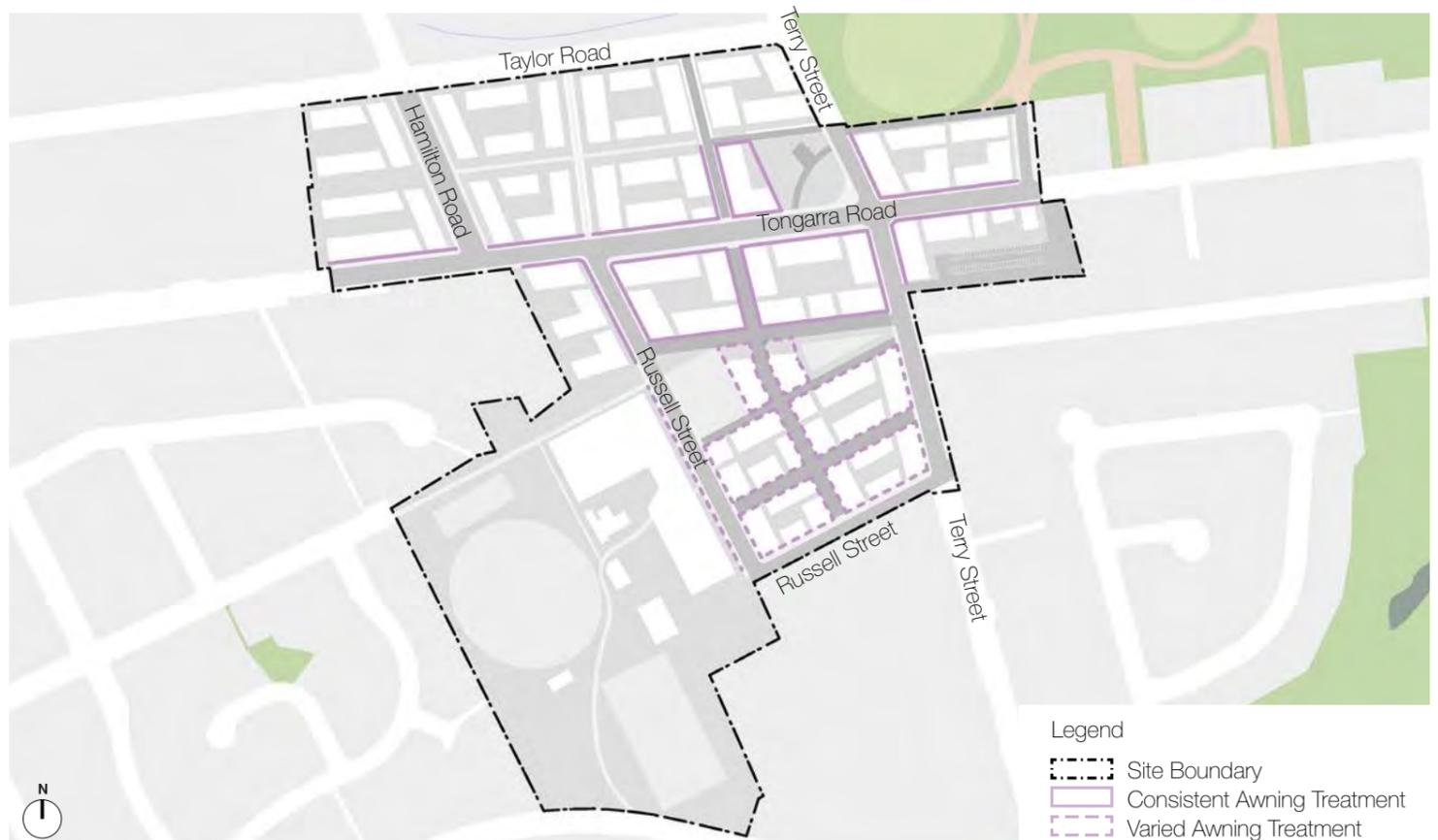


Figure 6.11 - Awnings Plan



Awnings provide shelter from the weather and mediate between the inside and outside of an urban block

Consistent Awning Treatment

- Lighting is required on the underside of awnings to supplement existing street lighting and 'spill' lighting from shopfronts and other ground floor uses.
- Signs are to be consistent with the overall design of the awning
- The awning ceiling and underside of the fascia should be consistent;
- Awning colour is to suit the architecture of the host building and the adjoining awnings;
- The underside of the awning is to be not less than a typical floor to ceiling height of 3200mm above the footpath;
- Steps for design articulation and to accommodate sloping streets should be incorporated into the awning treatment;
- Awnings should be setback to accommodate utility poles, street trees, street lighting and smartpoles;



Consistent treatment should integrate lighting.

Varied Awning Treatment

- Soft canopy's can be used rather than rigid awning treatments;
- The underside of the awning is to be not less than a typical floor to ceiling height of 3200mm above the footpath;
- Is not required to Integrate signage in design.
- Allows for use of varied colours, styles and sign types.
- May provide weather protection for shop fronts and diners however is not required to provide consistent weather protection for adjacent through fare.
- Awnings or canopy's should be setback to accommodate utility poles, street trees, street lighting and smartpoles;



Varied treatments reflecting the character of small business.



Consistent treatment integrating signage



Varied treatments enhancing the character of small business.



A consistent awning height and depth should be employed along Tongarra Road



Awning style should vary within the town centre core

Entry Statements

Successful town centres ensure that key access routes into a district offer individuals a sense of arriving to a collective entity or place. This sense of arrival or entry statement may be achieved by physical separation or distinctiveness within the built form and spatial environment.

Albion Park Town Centre is located amongst a variety of major roads and public spaces. For this reason it is essential that the town centre plan recognises key buildings and spaces that have the potential to improve the town centre's sense of arrival. To assist in understanding the role of these identified buildings and spaces the town centre plan has been broken down into the following categories;

- Vehicular Gateway Entry Statements
- Pedestrian Gateway Entry Statements

Vehicular Gateway Entry Statements

Key vehicular gateway entry statements located within Albion Park Town Centre reflect the arrival experience along the key vehicular road corridors. Key entry points identified as vehicular gateway entry statements are as follows;

1. Tongarra Road West entry
2. Town Centre Core Entry
3. Tongarra Road and Terry Street intersection
4. Terry Street North entry
5. Terry Street South Entry
6. Tongarra Road East entry

All buildings located in these areas should aim to instil a sense of arrival along the road corridors arrival zone when entering Albion Park Town Centre;

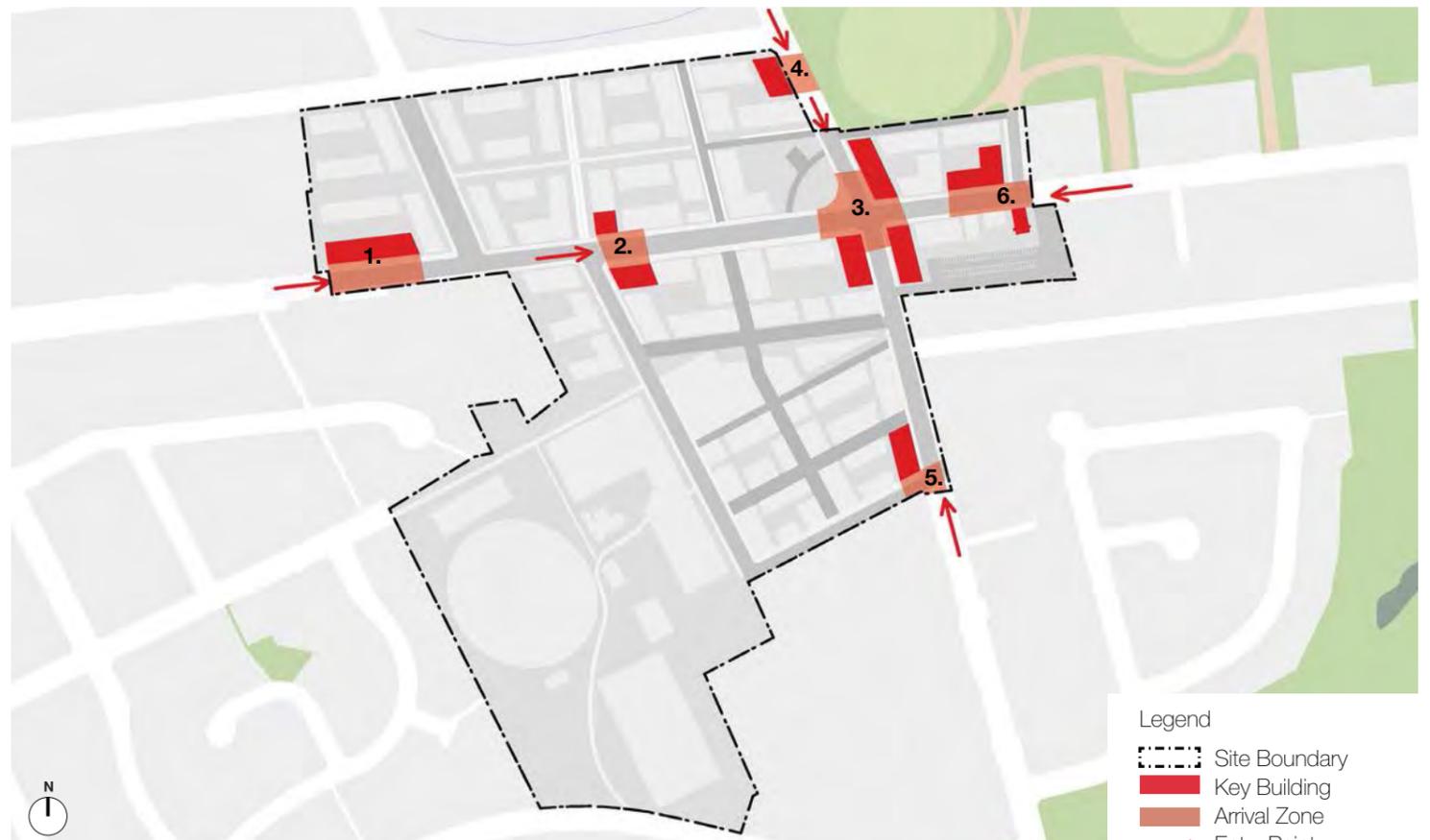


Figure 6.14 - Vehicular Gateway Entry Plan



Change in building height can emphasise entry points



Feature buildings located on key corners can improve a sense of arrival



An increase in building scale on street corners can establish gateway entries

Pedestrian Gateway Entry Statements

Key pedestrian gateway entry statements located within Albion Park Town Centre reflect the arrival experience between the Con O’Keefe Park and Albion Park Showground. This route is identified in the Town Centre Plan as an important view corridor and pedestrian route for the local community to use. Key buildings identified as pedestrian gateway entry statements are as follows;

1. Community Leisure Centre access from Con O’Keefe Park;
2. Melaleuca Park and Albion Park Town Square entry;
3. North Tongarra Road and the Mood Park entry
4. Albion Park Showground entry;

All buildings and uses located in these areas should aim to instil a sense of arrival within the key public spaces for pedestrians when entering Albion Park Town Centre;

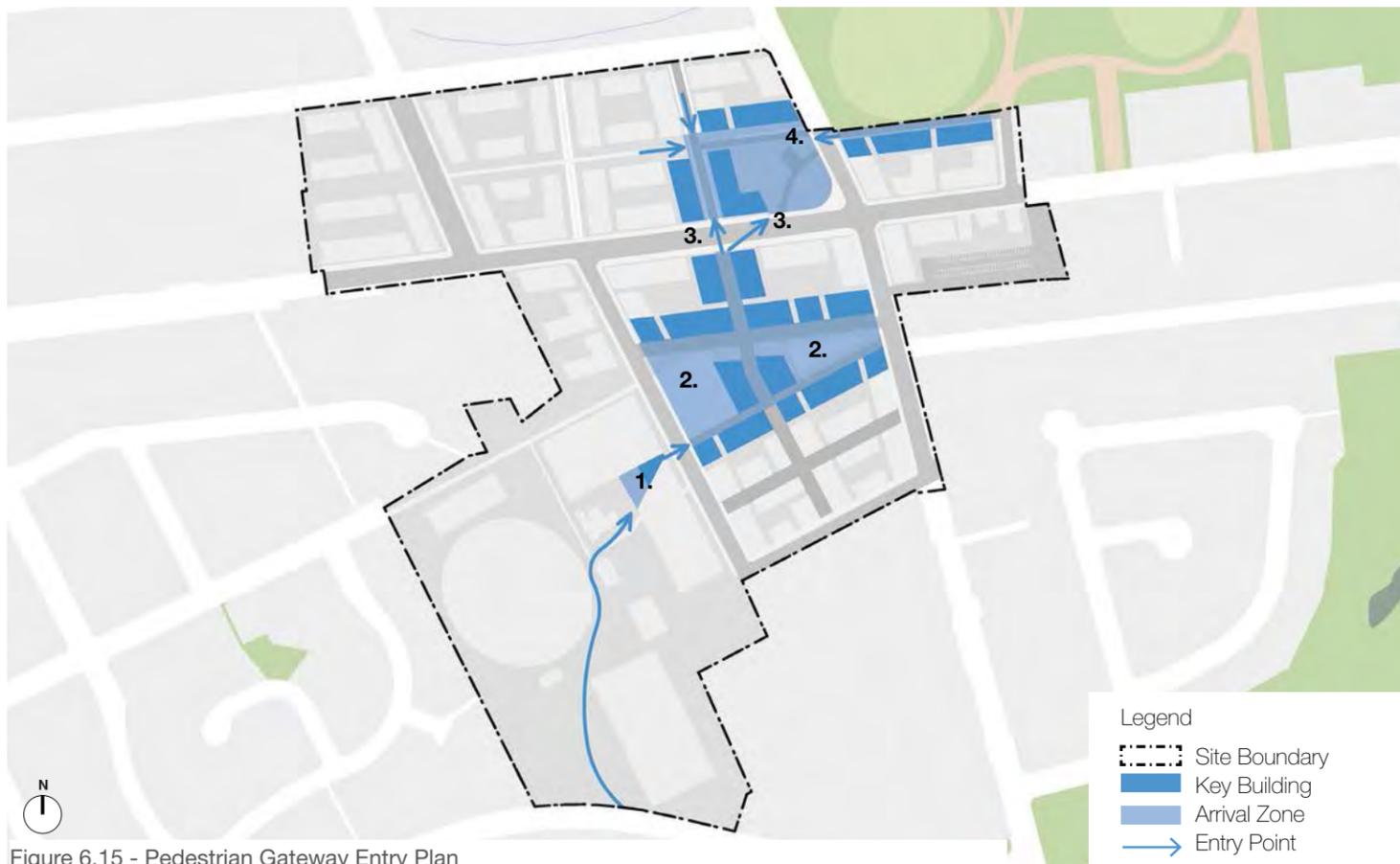


Figure 6.15 - Pedestrian Gateway Entry Plan



Building separation at key routes define pedestrian corridors



Light weight structures can enhance arrival experience into public space



Feature buildings and active uses in public spaces provide intrigue and interest

Focal Points

A focal point is essentially the community heart of a town centre. It is a gathering area for social interaction, offering a variety of potential different uses and activities during the day and the night. Essentially the focal point evokes a sense of place and ownership for the town centre community. Successful community hearts tend to be civic spaces, squares or a high street, where a variety of functions can be catered for, such as markets, festivals, theatre and relaxation for meeting others. It is imperative that a large proportion of the community heart is public and freely accessible at all times, to all users.

The Albion Park Town Centre Plan locates two focal points in the heart of the town centre. These two focal points are;

- Melaleuca Park and Albion Park Town Square
- Mood Park

Melaleuca Park and Albion Park Town Square

- A variety of community uses such as cafe's, restaurants, retail and commercial uses should be introduced along the edge of the public space. These uses both activate the focal point and improve passive surveillance within the core of the town centre;
- The community spaces should be flexible in design, attracting markets, temporary interventions and a range of night time uses;

Mood Park

- Mood Park should be fronted by a variety of retail, commercial and residential frontage improving passive surveillance within the park.
- Mood Park's heritage character should be retained ensuring a different park character to Melaleuca Park and Albion Park Town Square;

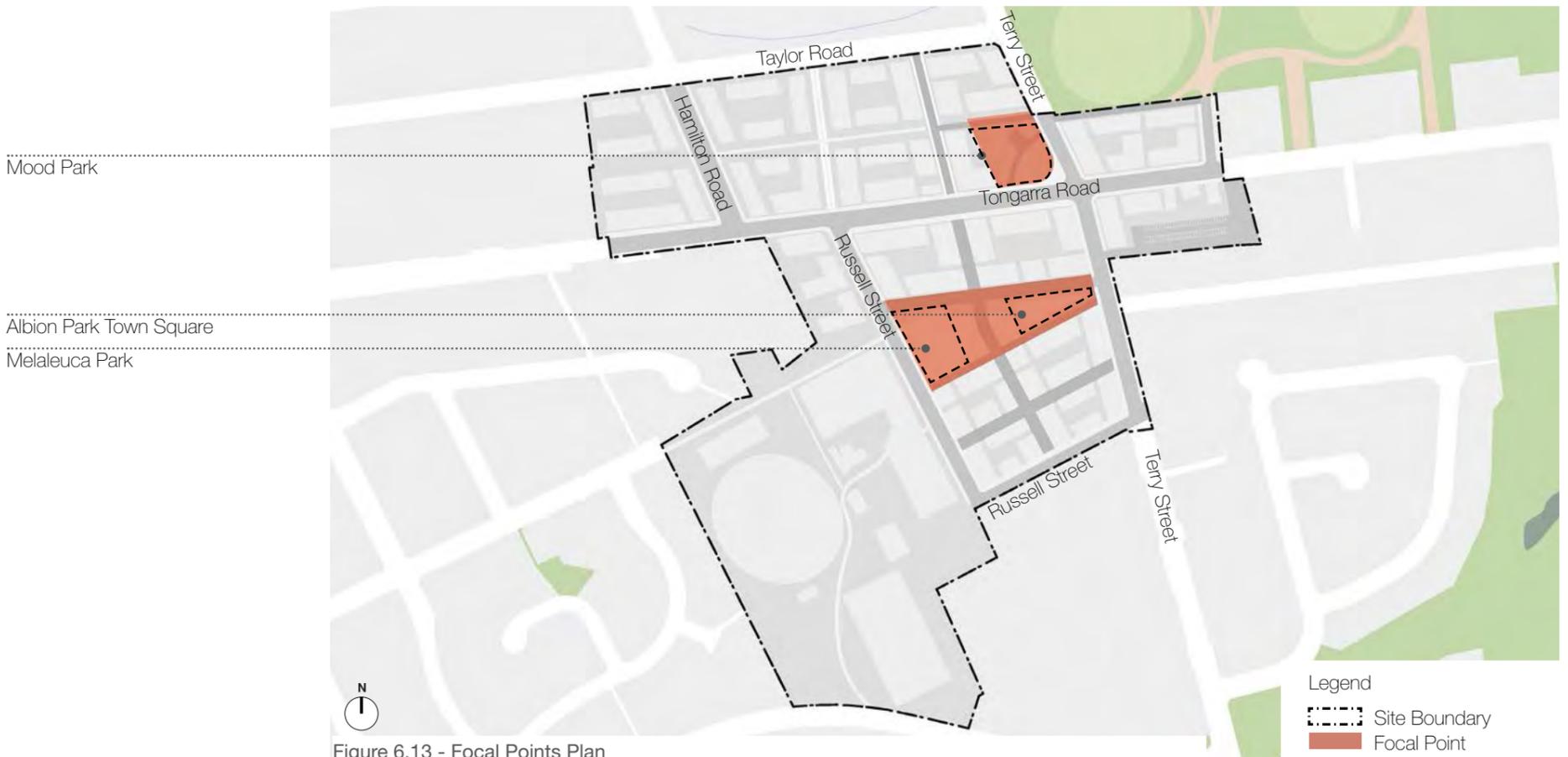


Figure 6.13 - Focal Points Plan



Focal points should contain public art



Focal points should accommodate events



Focal points should accommodate events and passive recreation

6.8 LEP RECOMMENDATIONS

This sub section relates to point 6 of Shellharbour City Council’s scope of services which is as follows;

- Any recommended amendments to LEP 2013 as it relates to development of Town Centres.

Key LEP Objectives for Albion Park Town Centre are as follows;

- To ensure appropriate Land Use Zoning Controls for the town centre, so that it contains a diverse and vibrant offering of uses;
- To ensure Height of Building Zoning Controls establish a sense of enclosure within the town centre as well as incentivise future development;
- To ensure Floor Space Ratio Zoning Controls encourage a greater density and critical mass of people within the town centre;

Land Use [LZN] Zoning Controls

The LEP recommendations for the Albion Park Town Centre Land Use Controls are as follows;

- Zone 1 - The existing R2 low density residential zone located along the southern edge of Taylor Road should be changed to R3 Medium density to increase residential densities;
- Zone 2 - The existing R2 low density residential zone located along the northern edge of Tongarra Road should be changed to B2 Local centre to ensure a connected mass of town centre uses along the Tongarra Road corridor;
- Zone 3 - The existing R2 low density residential zone located on the southern edge of Tongarra Road should be changed to B2 Local centre. This rezoning would reflect some of the existing uses on this area and establish a consistency between the existing B2 Local centre zones;
- Zone 4 - The existing R3 Medium density residential zone located on the corner of Russell Street and Tongarra Road should be changed to B2 Local centre. This rezoning would reflect some of the existing uses on this area and establish an improved level of connectivity between the existing B2 Local centre zones;

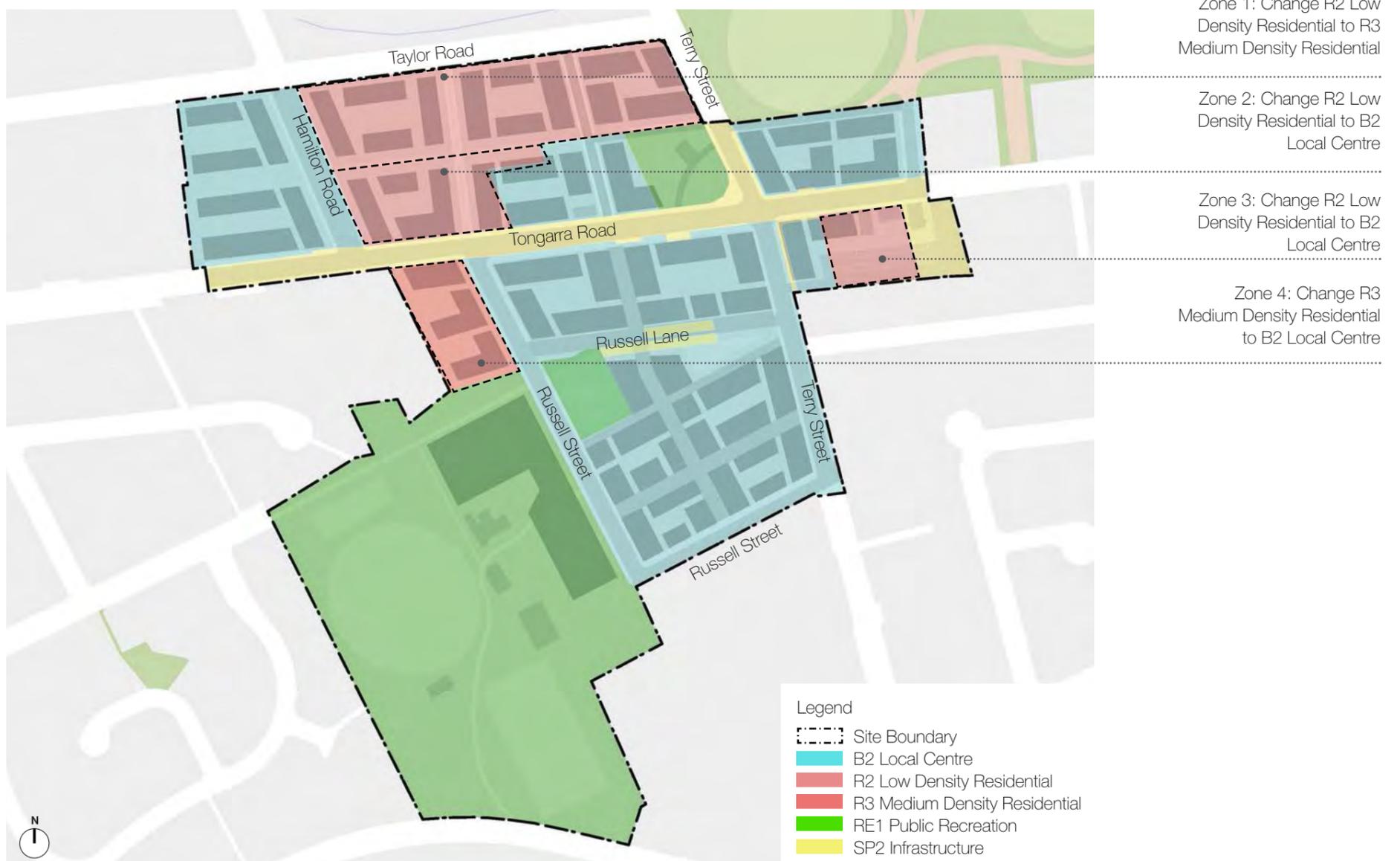


Figure 6.16 - Land Use Recommendations

Height of Building [HOB] Zoning Controls

Definition

Height of Building means the vertical distance between ground level (existing) and the highest point of the building, including plant and lift overruns, but excluding communication devices, antennae, satellite dishes, masts, flagpoles, chimneys, flues and the like.

Considerations

- Key floor to floor height [including floor slab] considerations incorporated within this plan are as follows;
 1. Retail and Commercial - 4.0m to 4.5m
 2. Residential - 3.0m
- Pitched roofs are optional [Refer to section 6.4]

Recommendations

The LEP recommendations for the Albion Park Town Centre Height of Building [HOB] Controls are as follows;

- Zone 1 - The existing HOB 9m located north of Tongarra Road should be changed to HOB 12m [3 storeys] to ensure a consistency in scale and massing along the Tongarra Road corridor;
- Zone 2 - The existing HOB 9m located on the southern edge of Tongarra Road should be changed to HOB 12m [3 Storeys]. This rezoning would ensure a consistent scale and massing across the town centre;
- Zone 3 - The existing HOB 9m [3 Storeys] located on the corner of Russell Street and Tongarra Road should be changed to HOB 12m. This rezoning would ensure a consistent scale and massing across the town centre;
- Zone 4 - The existing HOB 12m located in the heart of Albion Park should be amended to HOB 15m [4 Storeys]. This zoning change is to reflect this district as the core of Albion Park Town centre reflecting its role as a 'Major Centre'. High building heights would ensure a greater viability for developing in Albion Park Town Centre.

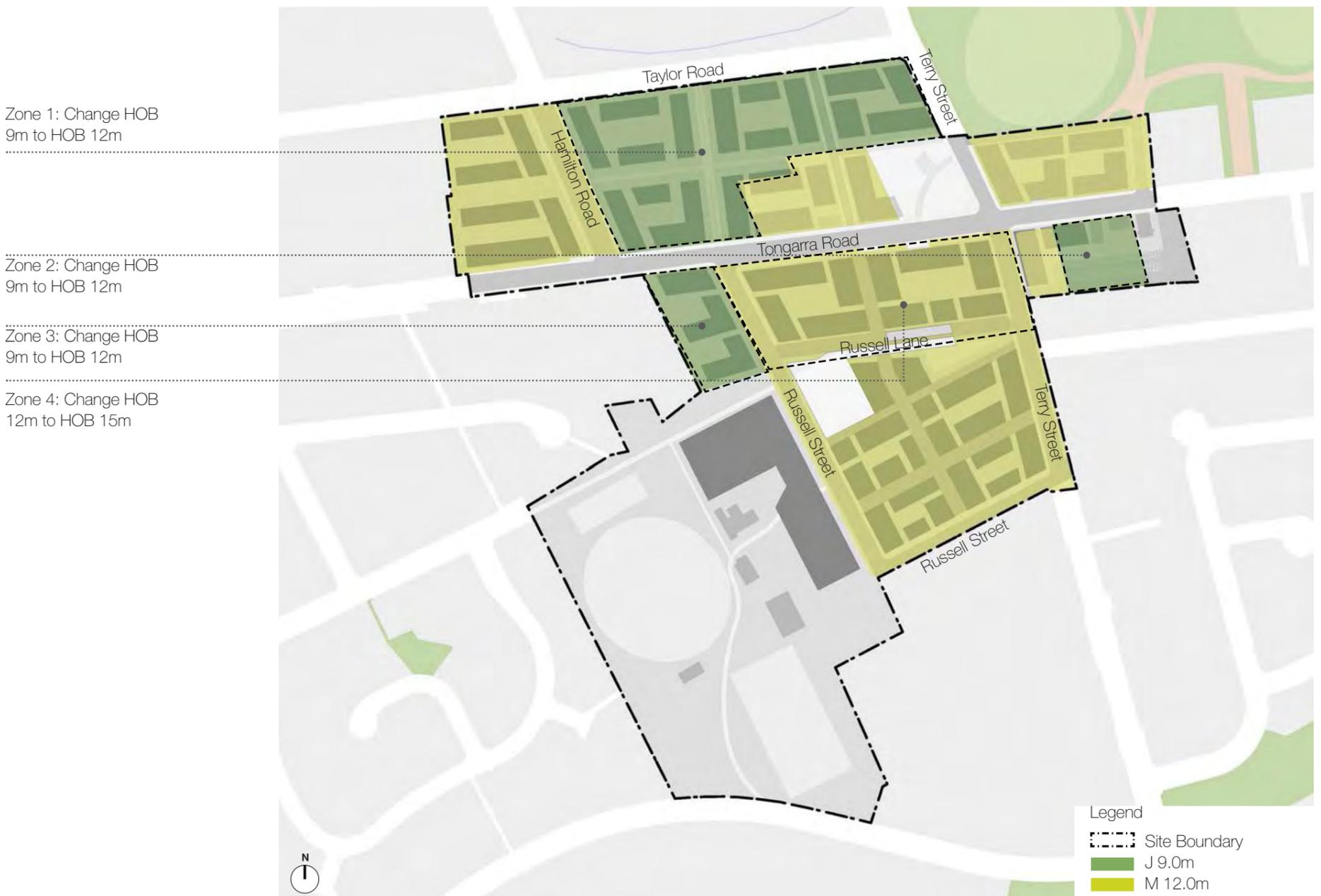


Figure 6.17 - Height of Building Recommendations

Floor Space Ratio [FSR] Zoning Controls

Definition

The floor space ratio of buildings on a site is the ratio of the gross floor area of all buildings within the site to the site area.

Recommendations

The LEP recommendations for the Albion Park Town Centre Floor Space Ratio [FSR] Controls are as follows;

- Zone 1 - The existing 0.5:1 FSR located northern of Tongarra Road should be changed to 1.5:1 FSR to encourage a greater density in built form within and around Albion Park Town Centre;
- Zone 2 - The existing 0.5:1 FSR located on the southern edge of Tongarra Road should be changed to 1.5:1 FSR to establish a consistent density in built form along

Tongarra Road;

- Zone 3 - The existing 0.7:1 FSR located on the corner of Russell Street and Tongarra Road should be changed to 1.5:1 to establish a consistent density in built form within the town centre;
- Zone 4 - The existing 1.5:1 FSR located in the heart of Albion Park should be amended to 2.0:1 FSR. This zoning amendment would reflect the density of built form required in the core of Albion Park Town centre.

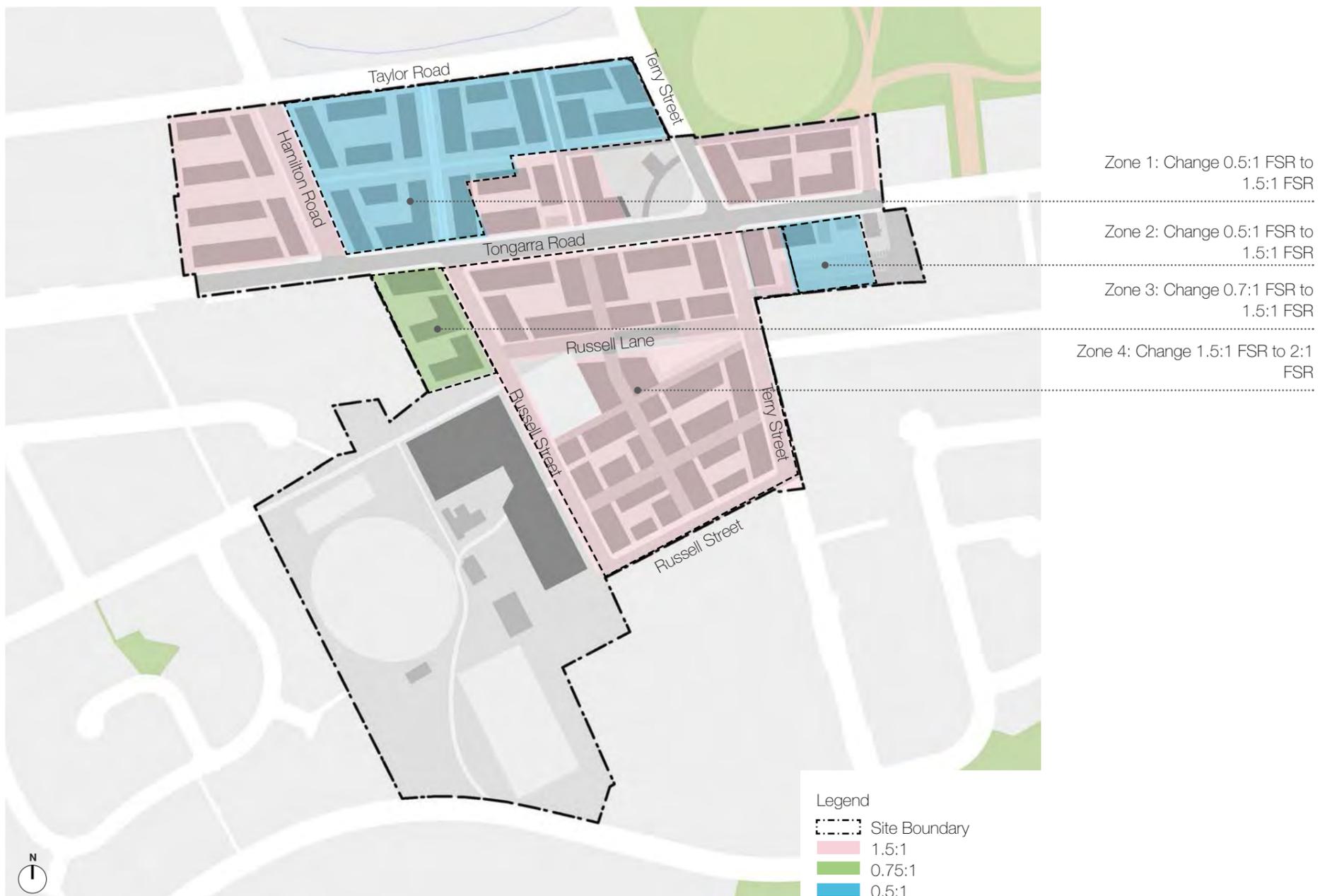


Figure 6.18 - Floor Space Ratio Recommendations



Appendix A: Community Consultation Summary

Appendix A: Community Consultation Summary

COMMUNITY ENGAGEMENT

To inform the development of the Albion Park Town Centre Plan, a stage of consultation was undertaken to discuss the strategic ideas presented through the six key moves.

The key moves were exhibited at a community kiosk on the 20 November 2013. The community were asked to provide feedback on the Strategies and key moves put forward for Albion Park Town Centre.

Both the consultant team and Council carried out a range of conversations with the community at the HACC in Albion Park Town Centre. Key points raised were noted and ultimately informed the town centre planning process.

The key message from consultation was an overarching support for the key strategies and moves presented on the day.

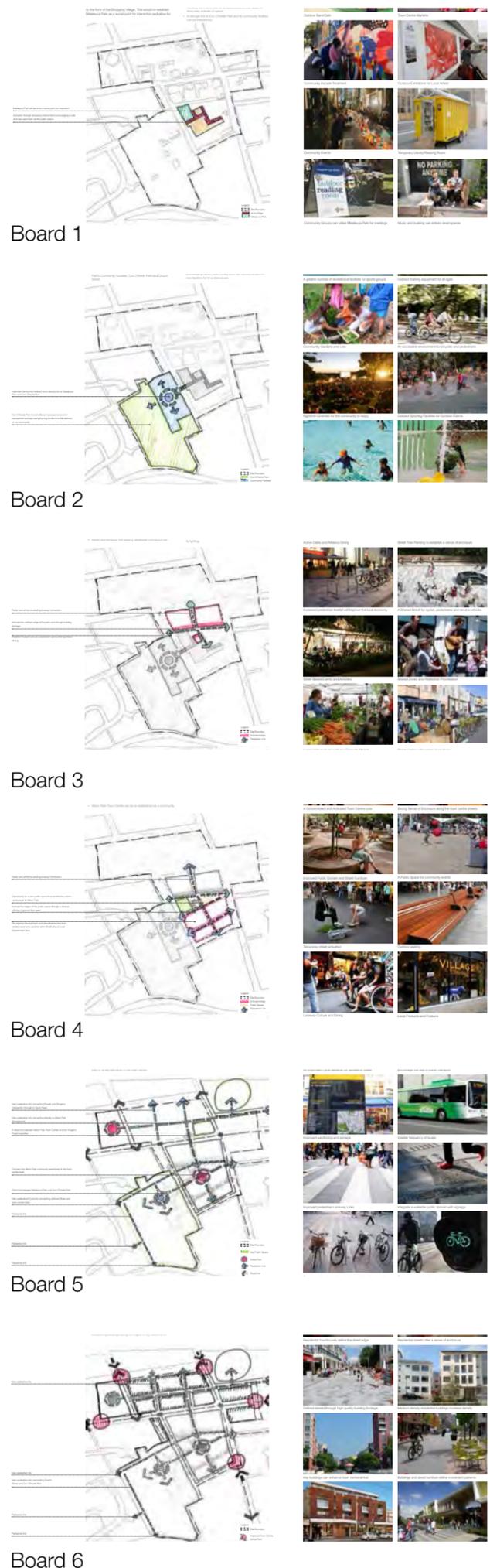
Key Points noted were as follows;

- There was concern that the bus stops were not well maintained and were characterised by grass and not paving.
- Mood Park should not be fenced
- Russell Lane should maintain vehicle access however are more pedestrian friendly environment is encouraged;
- Majority of feedback regarded traffic management within the town centre. These connectivity issues were less to do with management of no right hand turns at key intersections making it difficult for ease of movement around existing town facilities.
- The existing vacant block on the corner of Terry and Tongarra Road and the lack of paving treatment in and around the South east corner of the intersection should be developed. Understanding that no lane access to this block acts as a deterrent for development, support for lane way access provisions.
- Positive response to proposing strategies to minimise anti social behaviour and vandalism management around community facilities.
- Strong support to focus on Melaleuca Park and the need for surveillance management strategies around the area.
- Feedback also indicated existing organisation who could run community events within Melaleuca Park. However incentives such as government support would help strengthen the potential relocation and longevity of such events.

Conclusion

The consultation process identified a range of ideas, actions and aspirations of the Albion Park community to inform the development of the Town Centre Plan for Albion Park Town Centre.

This feedback informed the strategies, key moves and recommendations put forward by the Town Centre Plan and assisted McGregor Coxall in developing the Town Centre Plans.



Board 1

Board 2

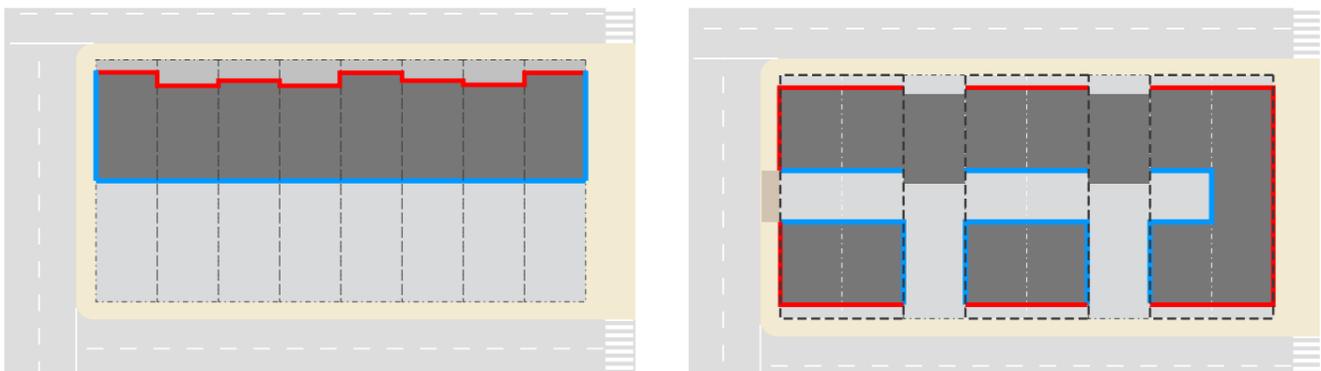
Board 3

Board 4

Board 5

Board 6

Figure 7.01 - Kiosk Consultation Package



Appendix B: Single Lot Development Scenario

Appendix B: 1 and 2 Lot Development Scenario

LOT DEVELOPMENT SCENARIOS

Albion Park Town Centre at present suffers from fragmented land ownerships that limit development opportunities within the town centre. The Albion Park Town Centre Plan proposes to consolidate existing land ownerships into larger land parcels, incentivising developer interest in the town centre.

However, with limited economic activity at present it is equally important to provide a one or two lot development scenario that assists Shellharbour City Council in assessing smaller development applications within the town centre. To do this, two diagrams have been produced that relate to the Tongarra Road Precinct and town Centre Core Precinct as referenced in section 6.4;

- Existing Lot Scenario - Illustrates the existing development issues experienced within Albion Park Town Centre today
- One and Two Lot Development Scenario - Illustrates the recommended development approach to a one and two lot scenario within Albion Park Town Centre

EXISTING LOT SCENARIO

To assist the process a typical lot scenario has been produced to highlight the issues experienced in Albion Park Town Centre today. Key issues are as follows;

1. Active edge along one street frontage;
2. Dead frontages to the rear and sides of the properties through exposed car parking and service access;
3. One to two storey buildings;
4. Varied setbacks between 2 to 5m
5. Road frontage along at least three edges with a pedestrian through route on the fourth edge;

1 AND 2 LOT DEVELOPMENT SCENARIO

The one to two lot development scenario provides development guidance for small development applications within Albion Park Town Centre. For residential development scenario's please refer to p18 of the SEPP 65 Residential Flat Design Code.

The diagram below illustrates concept building blocks for the following development scenario's;

- Development Scenario 1 - Corner Lots facing a vehicular streets;
- Development Scenario 2 - Central Lots
- Development Scenario 3 - Corner Lots facing a pedestrian laneway

Parking is a key consideration when developing in town centre's. The intention of these development scenario's is that the developer would have to pay financial contributions to existing car parks in lieu of on-site provisions. This is anticipated to be consistent with standard Section 94 development contributions under the 1979 NSW Environmental Planning and Assessment Act.

Each development scenario should be viewed separately to inform development guidance for similar development scenario's within Albion Park Town Centre.

Development Scenario 1

- 1. Two new buildings are located on either side of the lot boundaries establishing active edges along both street frontages;
- 2. Dead frontages face each other allowing servicing to be contained;
- 3. Buildings are encouraged to be 3-4 storeys in height and contain ground floor retail/ or commercial with upper floor commercial or residential;
- 4. Setbacks should be 0-2m;
- 5. Laneway access is allowed off the adjacent street for rear servicing;

Development Scenario 2

- 6. Two new buildings are located on either side of the lot boundaries establishing active edges along both street frontages;
- 7. Dead frontages face each other allowing servicing to be contained;
- 8. Buildings are encouraged to be 3-4 storeys in height and contain ground floor retail/ or commercial with upper floor commercial or residential;
- 9. Setbacks should be 0-2m;
- 10. Service vehicles should access the ground floor premises via the front of the proposed buildings. The long term intention is that as the lots are developed a rear access laneway is provided for servicing;

Development Scenario 3

- 11. New buildings are located on either side of the lot boundaries establishing active edges along both street frontages;
- 12. A continuous building frontage is proposed along the pedestrian link, establishing a continuous active frontage;
- 13. Dead frontages face each other allowing servicing to be contained;
- 14. Buildings are encouraged to be 3-4 storeys in height and contain ground floor retail/ or commercial with upper floor commercial or residential;
- 15. Setbacks should be 0-2m;
- 16. Service vehicles should access the ground floor premises via the front of the proposed buildings. The long term intention is that as the lots are developed a rear access laneway is provided for servicing;

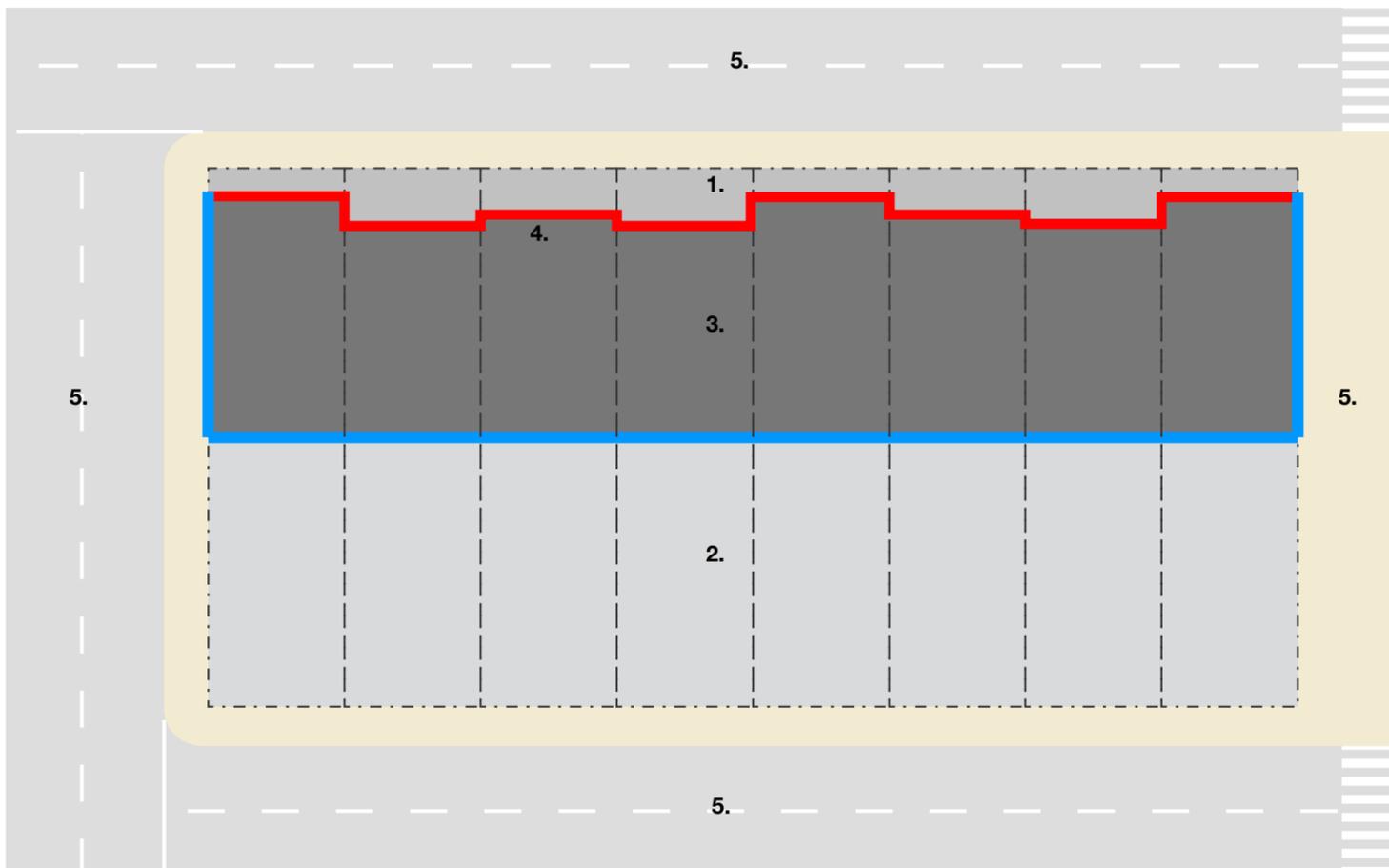


Figure 8.01 - Existing Lot Scenario

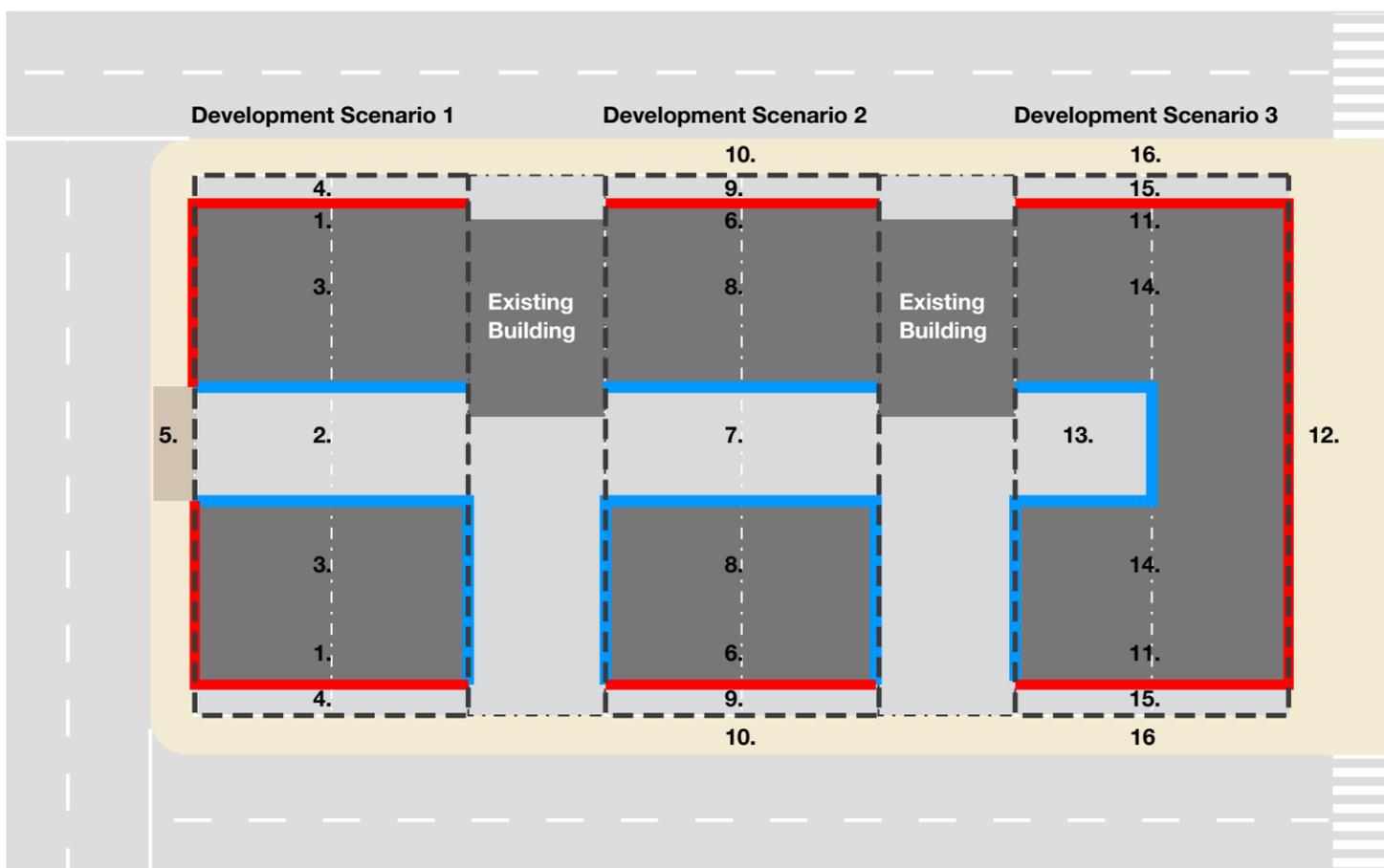


Figure 8.02 - One and Two Lot Development Scenarios



Appendix C: Hill PDA: Economic Study

Appendix C: Economic Study

Albion Park Masterplan Property Market Appraisal

PREPARED FOR

Shellharbour City Council

March 2014

Appendix C to the Albion Park Town Centre Plan
The Albion Park Town Centre Plan was endorsed by Council at its meeting of 8 April, 2014, as a basis for the review of relevant Council policy including Shellharbour Local Environmental Plan 2013, Shellharbour Development Control Plan, Shellharbour City Council Section 94 Contributions Plan 2013 and the capital works program.



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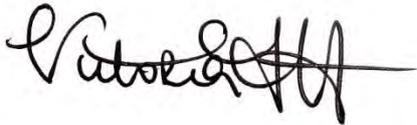
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REPORT DETAILS:

Job Ref No: C14030
Version: FINAL
File Name: C14030 - Albion Park Masterplan DRAFT 170114.docx

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LIST OF ABBREVIATIONS

Australian Bureau of Statistics	ABS
Australian and New Zealand Standard Industrial Classification	ANZSIC
Bureau of Transport Statistics	BTS
Central Business District	CBD
Census Collection District	CCD
Development Control Plan	DCP
Discount Department Store	DDS
NSW Department of Planning and Infrastructure	DP&I
Floor Space Ratio	FSR
Gross Floor Area	GFA
Gross Lettable Area	GLA
Greater Metropolitan Area	GMA
Hectares	Ha
Household Expenditure Survey (ABS)	HES
Journey to Work	JTW
Local Environmental Plan	LEP
Local Government Area	LGA
Moving Annual Turnover	MAT
Net Lettable Area	NLA
Property Council of Australia	PCA
Primary Trade Area	PTA
Shopping Centre News	SCN
Statistical Area Level 2	SA2
Statistical Division	SD
Statistical Local Area	SLA
Square metre	sqm

1. INTRODUCTION

1.1 BACKGROUND

Albion Park is located west of Illawarra Regional Airport and the retail centres of Albion Park Rail, Shellharbour City Centre and Oak Flats. The Albion Park retail precinct is focussed along Tongarra Road and Terry Street. The precinct accommodates Albion Park Village Shopping Centre in addition to the Albion Park Hotel, the NSW Rural Fire Service, the Illawarra Health Service, as well as public sport and recreation facilities.

To the south is the Albion Park Village Centre, to the west is the Tullimbar residential release area, and to the north is the Calderwood residential release area. Whilst Tullimbar commenced development some time ago, Calderwood recently received concept planning approval with planning for the first stage of release underway.

Albion Park is identified as a Major Town in the Shellharbour retail and commercial centres hierarchy. The Illawarra Regional Strategy (2006-31) recognises that Albion Park has undergone change in more recent years and has grown to a substantial size. The Shellharbour Retail & Commercial Centres Study (Hill PDA 2008) estimated that due to strong residential growth both in the recent past and as forecast, Albion Park had demand for expansion of the retail and commercial centre. However, being one of the older and more established centres, the Study highlighted the need for a revitalisation strategy, particularly in order to cater for future growth.

1.2 PROPERTY MARKET APPRAISAL OBJECTIVES

Hill PDA has undertaken a Property Market Appraisal to identify property related implications of forecast economic, residential and worker growth in Albion Park. The growth forecasts, together with an assessment of local property market characteristics, have informed a high level assessment of demand for appropriate land uses that meet the needs of Council, the community and the market.

In doing so, advice on land use mix and composition will inform the urban design and development options for the site as being prepared by McGregor Coxall. The options may consider a range of cultural, civic, community, commercial, retail and residential development.

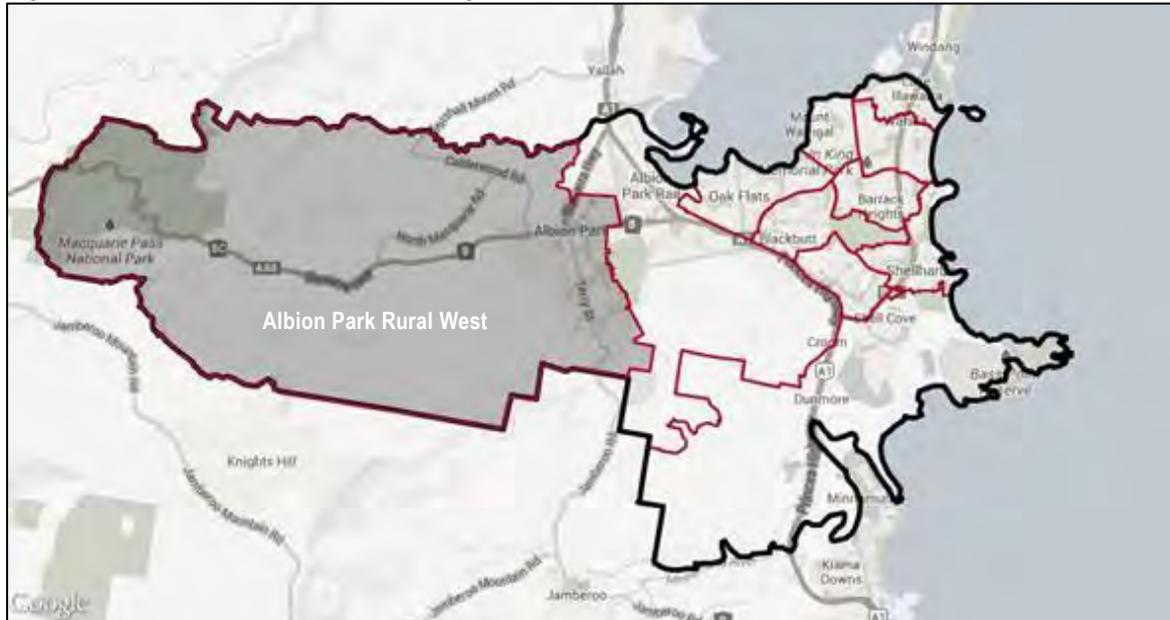
1.3 STUDY AREA

For the purpose of this Appraisal, Hill PDA defined an area of influence around Albion Park. The study area has broadly been identified by the ABS as Albion Park–Macquarie Pass Statistical Area 2¹ (SA2) and by Shellharbour City Council (Council) as Albion Park Rural West.

¹ The SA2s are a general-purpose medium-sized area built from whole SA1s. There are 2,196 SA2 spatial units covering Australia with non-crossing over state borders and without gaps or overlaps. The aim of this geographical unit is to represent a community that interacts together socially and economically. SA2s generally have a population range of 3,000 to 25,000 persons, and have an average population of about 10,000 persons. SA2s in remote and regional areas generally have smaller populations than those in urban areas.

Albion Park Rural West includes the suburb of Albion Park as well as surrounding areas such as Tullimbar, Calderwood and Yellow Rock. This area has been chosen given the Albion Park centre would be meeting the immediate needs of residents in these areas due to the lack of any competing centres in the short to medium term (further discussed in Chapter 4).

Figure 1 - Albion Park Rural West Study Area



Source: Shellharbour profile.id (2013)

1.4 BACKGROUND DOCUMENTATION AND CONSULTATION

The following documents were reviewed as background to this Property Market Appraisal:

- Shellharbour Retail & Commercial Centres Study, Hill PDA (2008)
- Shellharbour Employment Lands Study, Hill PDA (2009)
- Illawarra Regional Strategy (2006-2031)
- Albion Park Urban Fringe Local Environmental Study, Shellharbour City Council (2010)
- Albion Park Centres Study, Shellharbour City Council

The following individuals were consulted as part of the research process which informed this Appraisal:

- Raine & Horne, Dapto – Jason Dorling (31 October 2013)
- LJ Hooker, Albion Park Rail – Vito Scioscia, (31 October 2013)
- MJJ Commercial, Wollongong – Tim Jones (31 October 2013 & 8 November 2013)
- Colliers International, Wollongong – Jarrod Hulse (31 October 2013)

2. POPULATION AND HOUSEHOLD CHANGE

This chapter examines the key population and household characteristics of the resident population of Albion Park Rural West. Comparisons have been made with Shellharbour City where appropriate. The analysis compares historical demographic trends with Council’s population and household growth forecasts.

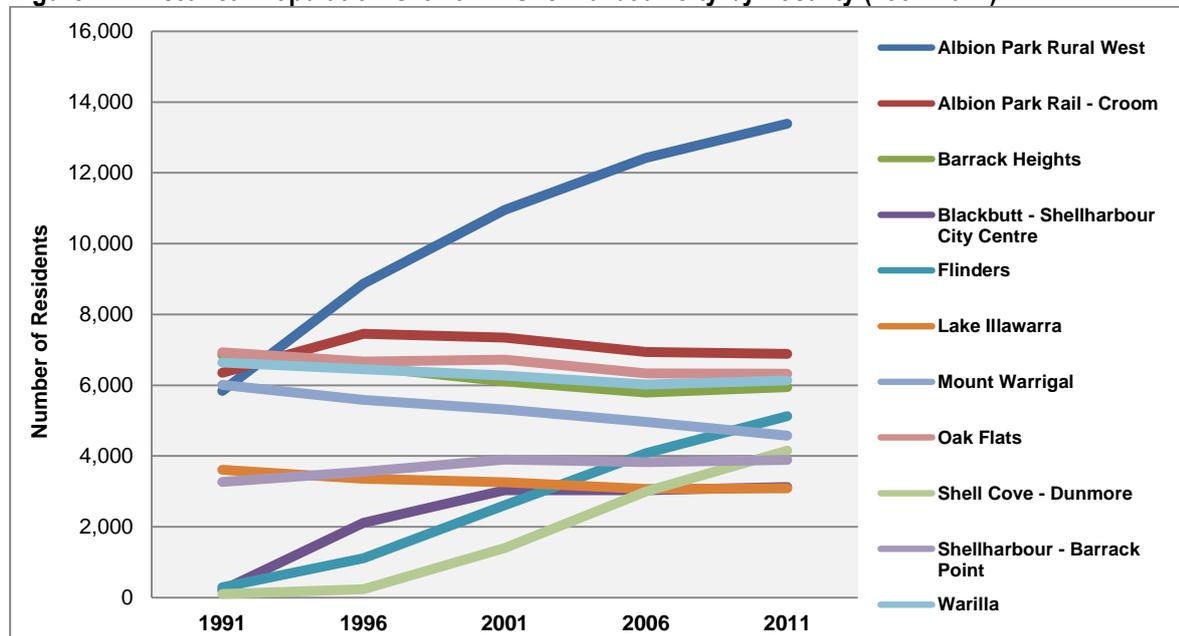
2.1 POPULATION GROWTH

In 2011 Shellharbour City accommodated 62,773 persons, which represented growth of 5,702 persons or average annual growth of 1.6% since 1991.

Albion Park Rural West, which housed less than 6,000 residents in 1991, has experienced significant population growth (4.2% or 377 new residents per annum) and now accommodates almost 14,000 people. Since the mid 1990’s population growth in Albion Park Rural West has surpassed the likes of Albion Park Rail, Barrack Heights, Oak Flats and Warilla. These comparison suburbs were progressively built out and now remain the older more established residential areas of the City.

The majority of residents in Albion Park Rural West live within the suburb of Albion Park itself (96% or 12,871 persons). Despite the Tullimbar release area being located within it, population growth within Albion Park Rural West has slowed since 2006.

Figure 2 - Historical Population Growth in Shellharbour City by Locality (1991-2011)



Source: Shellharbour profile.id (2013)

Since 2001, compared to Albion Park Rural West, new residential areas such as Shell Cove, Flinders and Blackbutt have all experienced faster rates of growth. These localities have proved popular due to their proximity to Shellharbour City Centre, the provision of new services (e.g. schools and community facilities) and in some cases their proximity or views to the water.

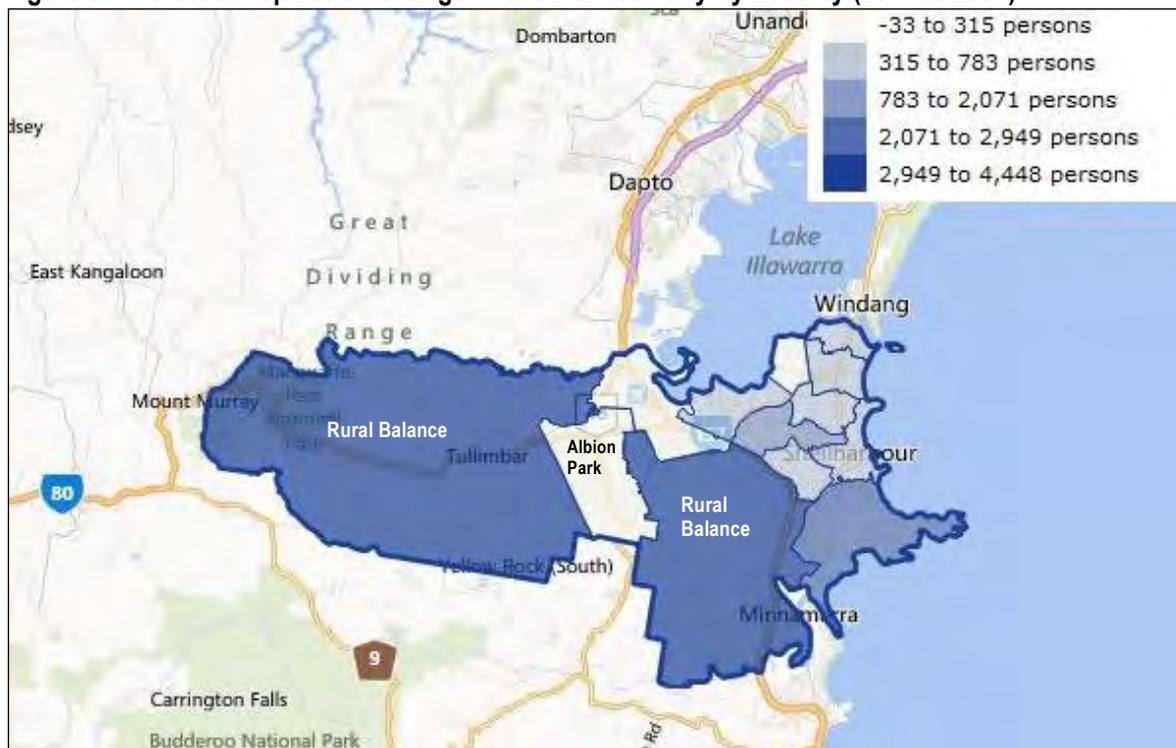
Whilst historical population trends are based on the Albion West Rural Area (i.e. SA2 level), Council forecasts are at suburb level. Tullimbar and remaining rural areas of the SA2 are part of that area identified as the Rural Balance. The Rural Balance assumes levels of greenfield and infill development. It is assumed the Rural Balance excludes recent Calderwood development plans.

Table 1 - Shellharbour City Forecast Population Growth (2011 to 2031)

Location	2011	2016	2021	2026	2031	Change 2031-2011	Avg. Annual Change
Albion Park	13,339	13,407	13,340	13,274	13,306	-33	-0.01%
Albion Park Rail	7,286	7,275	7,318	7,403	7,511	225	0.15%
Barrack Heights	6,267	6,445	6,581	6,690	6,781	514	0.39%
Blackbutt - Shellharbour City Centre	3,305	3,693	4,415	5,093	5,376	2,071	2.46%
Flinders	5,381	6,078	6,338	6,237	6,164	783	0.68%
Lake Illawarra	3,273	3,438	3,564	3,649	3,747	474	0.68%
Mount Warrigal	4,878	4,960	4,952	5,036	5,105	227	0.23%
Oak Flats	6,550	6,568	6,615	6,735	6,865	315	0.24%
Rural Balance	1,050	1,539	2,593	4,072	5,497	4,447	8.63%
Shell Cove	4,162	5,588	6,187	6,635	7,111	2,949	2.71%
Shellharbour - Barrack Point	4,084	4,159	4,243	4,396	4,554	470	0.55%
Warilla	6,480	6,584	6,689	6,892	7,130	650	0.48%
Shellharbour City	66,055	69,734	72,835	76,112	79,147	13,092	0.91%

Source: Shellharbour profile.id (2013)

Figure 3 - Forecast Population Change in Shellharbour City by Locality (2011 to 2031)



Source: MapData 2010 and Shellharbour Council and Source: Shellharbour profile.id (2013)

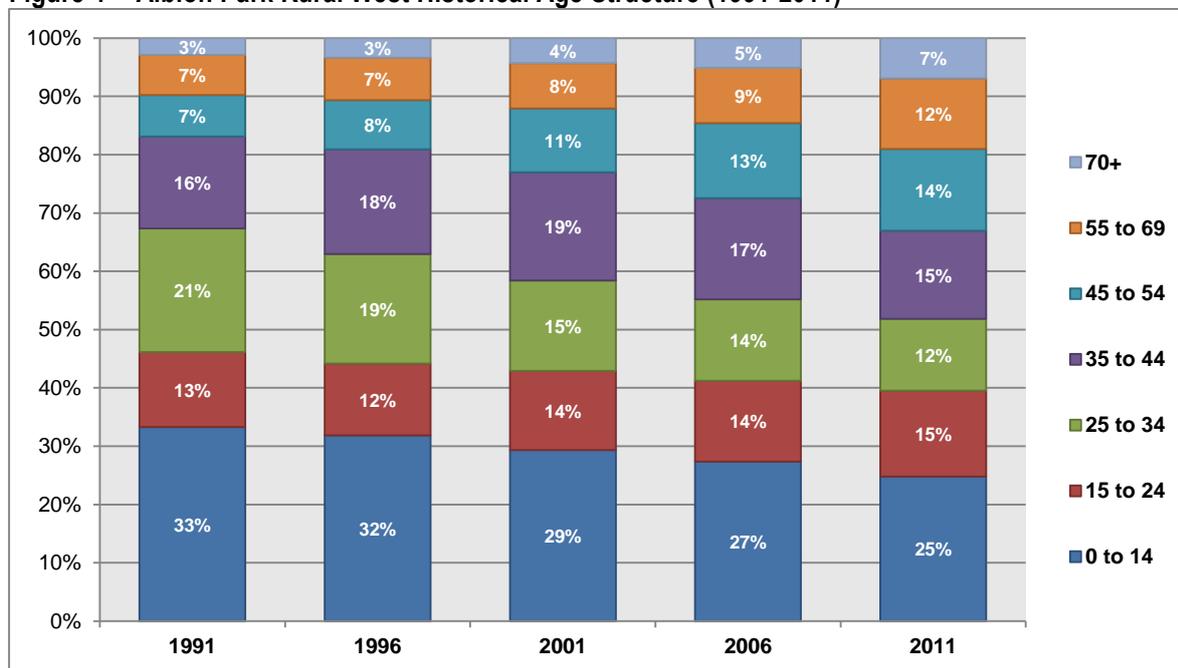
Compared to other locations within the City, there is little to no change anticipated in Albion Park’s population from 2011 to 2031. Blackbutt-Shellharbour City Centre, Shell Cove, and the Rural Balance are anticipated to accommodate the majority of growth.

2.2 AGE PROFILE

In terms of the age profile of Albion Park Rural West:

- The area is aging. The median age increased from 30 years to 33 years over the period 2001 to 2011.
- The most significant declines have been in children below 14 years and adults 25-44 years.
- Growth was particularly noticeable in adults over 45 years.
- Despite an aging population, Albion Park Rural West was generally still younger than comparable growth areas such as Shell Cove and Blackbutt which had a median age of 35 and 37 years respectively in 2011. The median age in the broader Shellharbour City had increased from 33 to 37 years between 2001 and 2011.

Figure 4 - Albion Park Rural West Historical Age Structure (1991-2011)



Source: Shellharbour profile.id (2013)

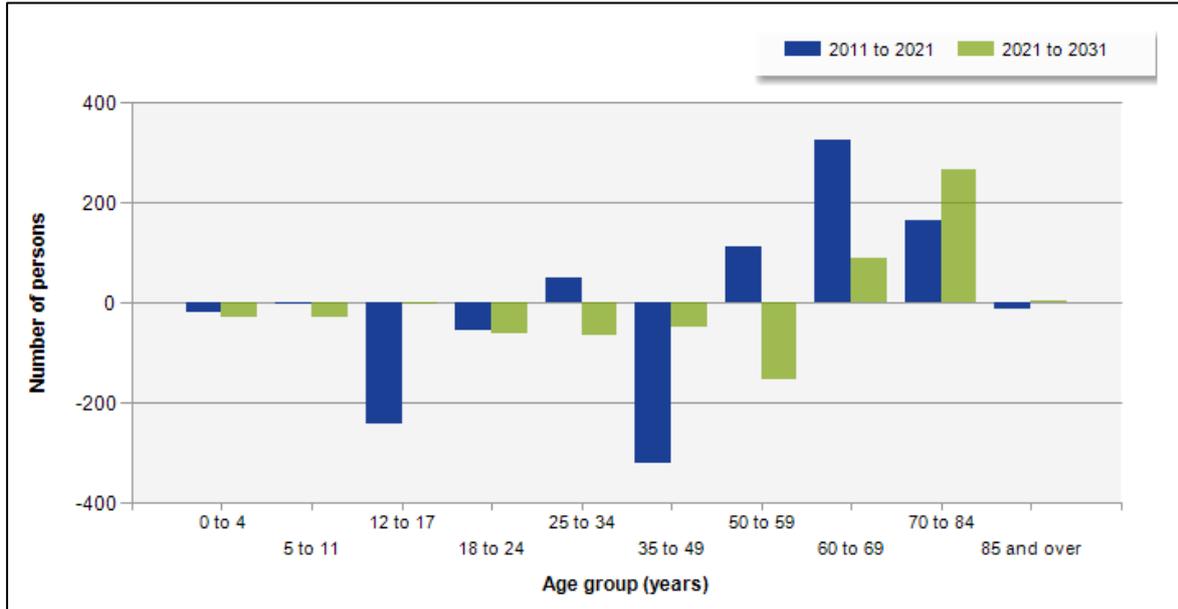
Albion Park is to continue to experience an aging population with expected short term growth in the 55 to 70 year age group and longer term growth in the 70 years plus age bracket.

The following graphs compare forecast change in the age structure of the suburb of Albion Park and the Rural Balance over the period to 2031. The purpose of this comparison is that the Tullimbar residential release area falls within the Rural Balance and without a town or village centre, Tullimbar's residents are currently being served by the Albion Park centre. Hence their demographic will influence the future requirements of the centre.

The following analysis indicates that moving forward the population of areas like Tullimbar are anticipated to have very different demographic characteristics to that of Albion Park. This is unsurprising given residential release areas generally attract first home buyers and young families (further discussed in Chapter 3).

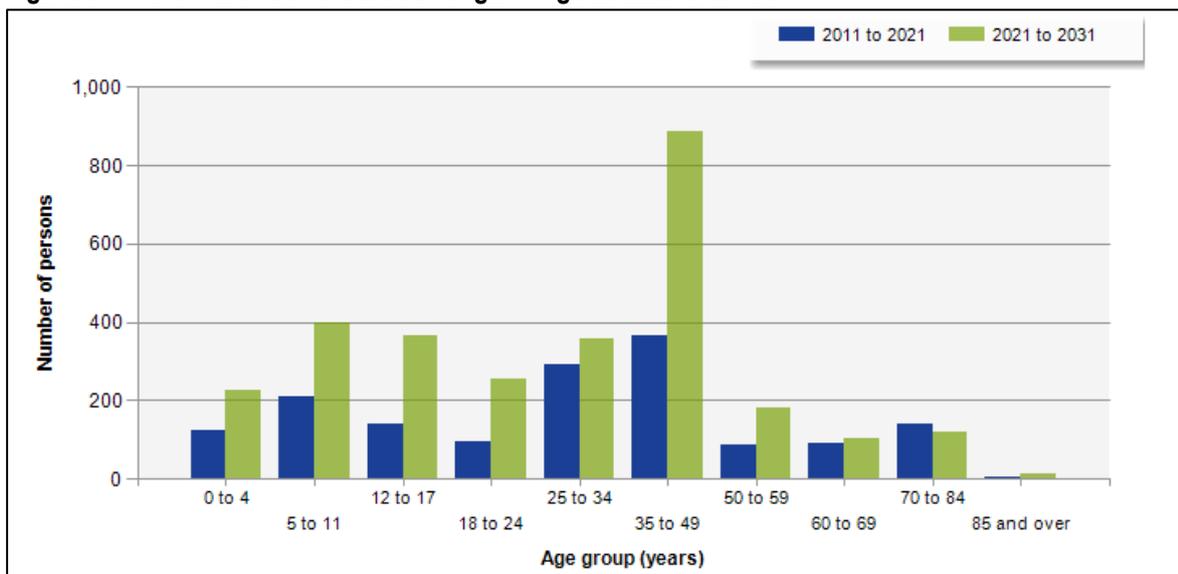
Unlike Albion Park, the Rural Balance is anticipated to attract families given strong forecast growth in children (0-17 years) and adults aged 35 to 50 years.

Figure 5 - Albion Park Forecast Change in Age Structure to 2031



Source: Shellharbour profile.id (2013)

Figure 6 - Rural Balance Forecast Change in Age Structure to 2031



Source: Shellharbour profile.id (2013)

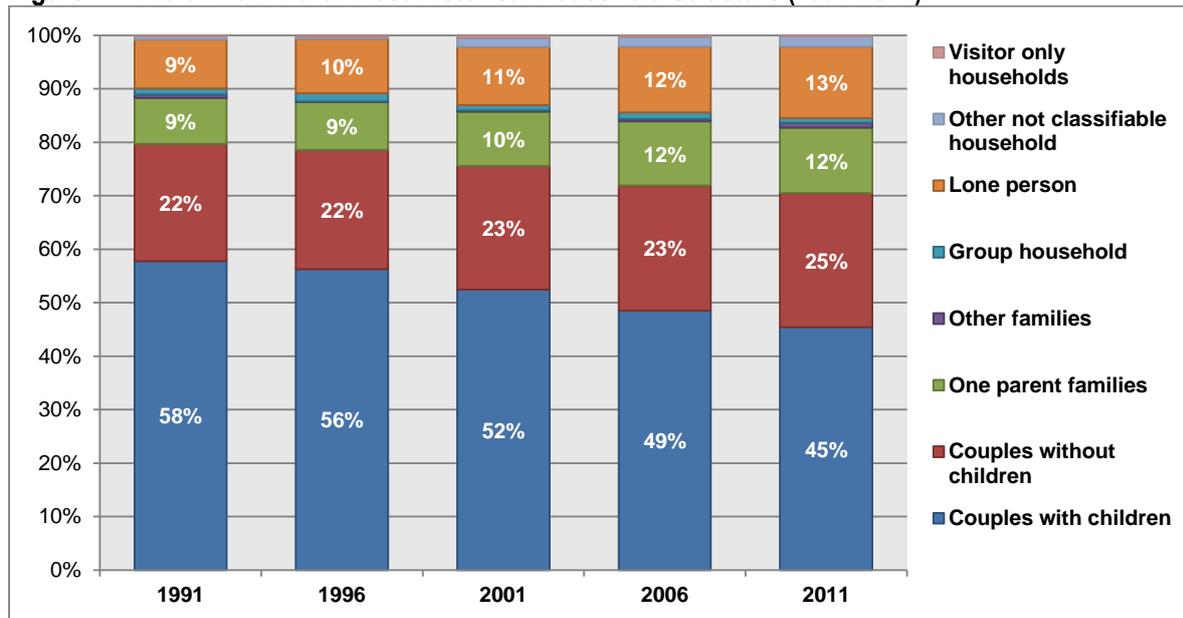
2.3 HOUSEHOLD STRUCTURE

There were 4,445 households in Albion Park Rural West in 2011, which has more than doubled since 1991 (1,782 households). In terms of the nature of households:

- The proportion of couples with children has declined significantly from representing 58% of all households in 1991 to 45% in 2011. Correspondingly, couples without children have increased. Given the historical age profile, the increase in smaller households could be attributed to an increase in empty nester households.

- The proportion of lone person households experienced high rates of growth over the period. It is expected that this relates to an aging population rather than an increase in single persons relocating to Albion Park.
- Over the period, the median household size has declined from 3.3 persons in 1991 to 3.0 persons in 2011. Declining household sizes were also experienced in other older established suburbs such as Albion Park Rail (3.3 to 2.7 persons) and Warilla (2.8 to 2.4 persons). Shell Cove experienced an increase in household size from 2.1 to 3.2 persons over the period, whilst Flinders experienced a decline from 3.1 to 2.9 persons.

Figure 7 - Albion Park Rural West Historical Household Structure (1991-2011)

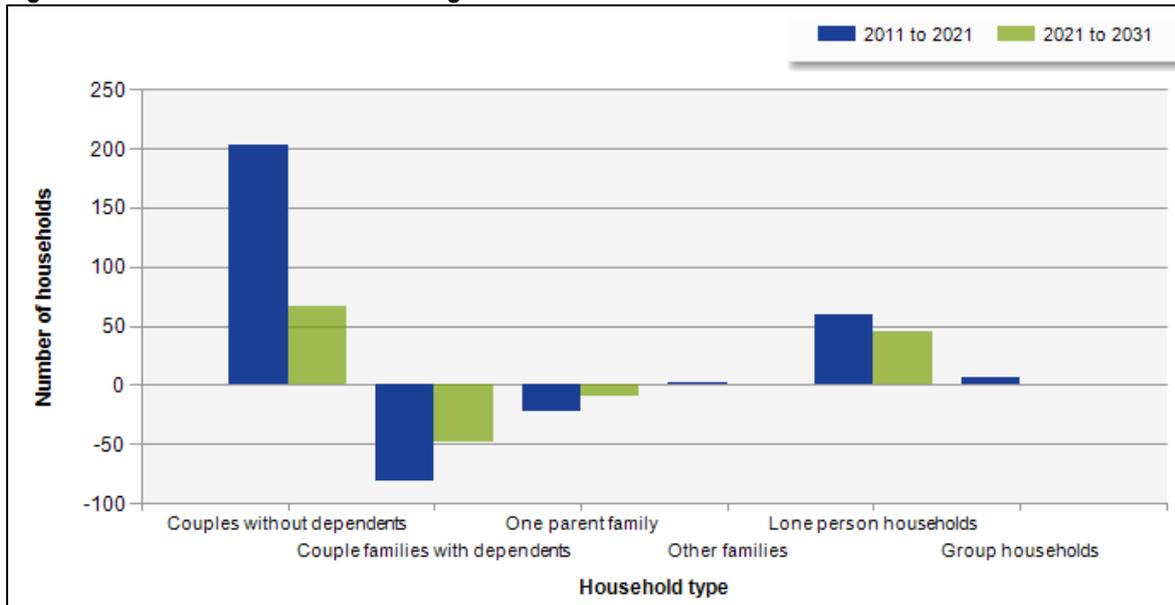


Source: Shellharbour profile.id (2013)

The following graphs compare forecast household change in Albion Park and the Rural Balance. Albion Park is anticipated to accommodate 4,604 households by 2031. In the medium term to 2021 there is anticipated to be sharp growth in couples without children and lone person households. By comparison, whilst all household types are anticipated to experience growth in the Rural Balance, couples with children are forecast to increase sharply.

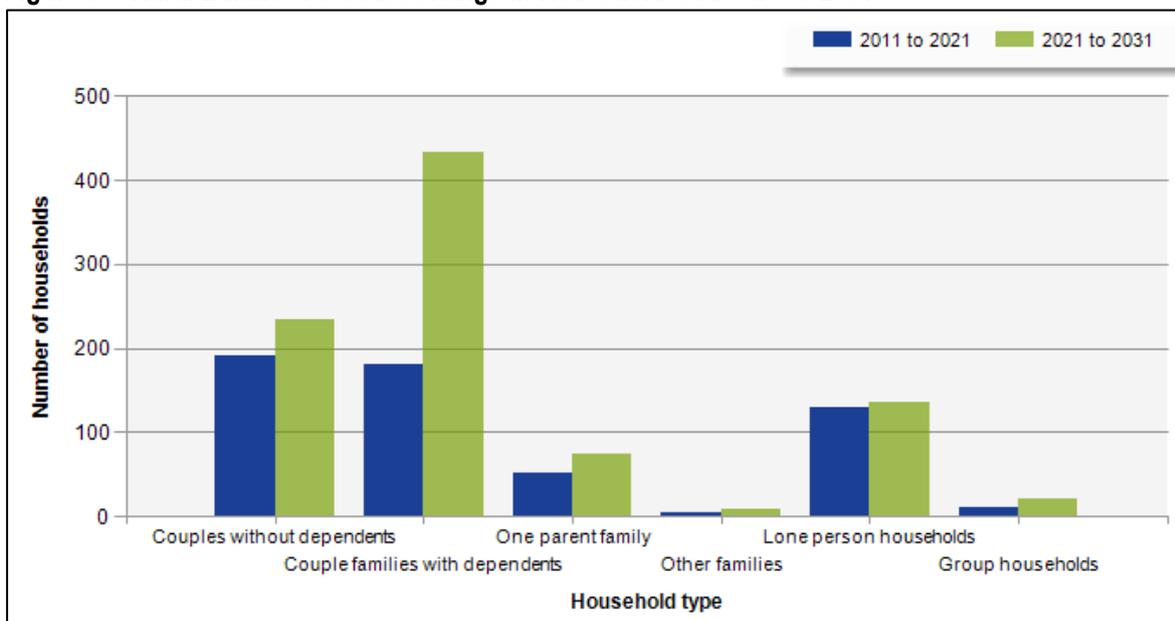
Council also anticipates that the average household size will continue to decline in Albion Park to around 2.85 persons by 2031. By comparison, average household sizes in the Rural Balance are anticipated to remain above 3.0 persons per household over the period.

Figure 8 - Albion Park Forecast Change in Household Structure to 2031



Source: Shellharbour profile.id (2013)

Figure 9 - Rural Balance Forecast Change in Household Structure to 2031



Source: Shellharbour profile.id (2013)

3. RESIDENTIAL ASSESSMENT

This chapter examines supply and demand for residential dwellings in Albion Park based on an examination of Council’s dwelling forecasts, as well as through discussions with local agents and developers. This chapter also examines the different residential product types and markets prevalent in Albion Park.

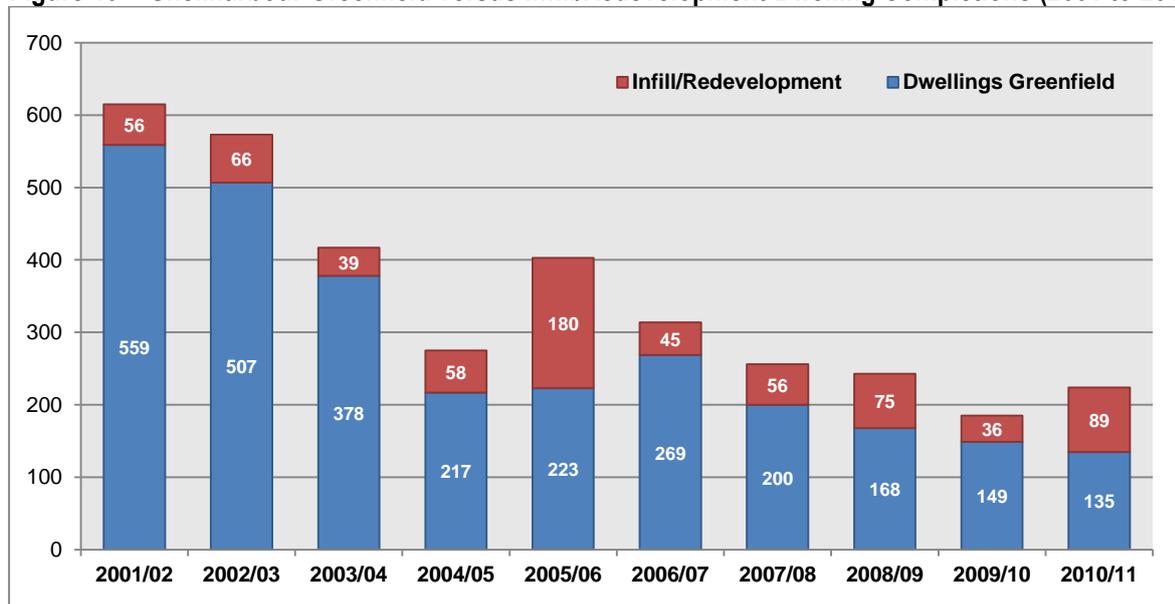
3.1 RESIDENTIAL DEVELOPMENT TRENDS

3.1.1 GREENFIELD RELEASE AREAS

The Illawarra Urban Development Program Update (2012) indicates that since the mid-2000s dwelling completions in the greenfield release areas of Shellharbour City have declined sharply. The decline in approvals and completions could be to do with:

- Broader national trends relating to the current state of the economy;
- Infrastructure costs and requirements in greenfield areas; and
- The release of growth areas elsewhere which has increased competition and could be viewed as more attractive to the private sector (e.g. South West Growth Centre of Sydney).

Figure 10 - Shellharbour Greenfield versus Infill/Redevelopment Dwelling Completions (2001 to 2011)



Source: Illawarra Urban Development Program Update (2012).

Albion Park itself is adjacent to 2 key residential release areas. The Tullimbar residential release area, located just west of Albion Park, is expected to deliver 2,000 dwellings upon completion. The Shellharbour Retail & Commercial Centres Study (2008) assumed 300 dwellings would be developed by 2011, with an additional 700 dwellings by 2016, 700 dwellings by 2021, and an additional 220 dwellings post 2020².

² Supply growth increments for Tullimbar were based on developer estimates.

However, development at Tullimbar has not progressed as quickly as initially envisaged. Based on the ABS Census, there were 60 dwellings in the suburb in 2011, equivalent to a population of 157 persons. This is significantly below the 300 dwellings which were initially envisaged. Hence the majority of dwelling development in Albion Park Rural West over the last few decades is largely attributed to the suburb of Albion Park itself.

The Calderwood residential release area is located to the north of Albion Park. The site has Concept Plan approval and has the capacity to deliver around 6,500 dwellings upon full development (accommodating over 10,000 residents). The proposal also includes 50ha of mixed use land which will accommodate medium density dwellings and retail centres. The stage one subdivision will enable the delivery of 320 new homes and the development of a future village centre.

In addition to Tullimbar and Calderwood, Albion Park South is a smaller release area which is now largely developed although a 60 lot residential subdivision at Esperance Drive remains and is expected to be complete within the next 12-18months.

The following table identifies the residential subdivision potential of remaining greenfield land in Shellharbour City based on data from the Illawarra Urban Development Program (2012).

Table 2 - Shellharbour City Greenfield Dwelling Potential (as at 2012)

Release Area	Zoned and Serviced	Zoned and Serviced (next 5 years)	Zoned and Serviced (beyond 5 years)	Total
Albion Park South	60	0	0	60
Calderwood*	0	320	6,235	6,555
Flinders (Sea Crest Estate and Woodlands)	268	0	0	268
Shell Cove	1,400	0	0	1,400
Shellharbour City Centre	873	0	0	873
Tullimbar Village	1,550	0	0	1,550
Total	4,151	320	6,235	10,706

Source: Illawarra Urban Development Program Update (2012). * Calderwood capacity is subject to change given recent approvals.

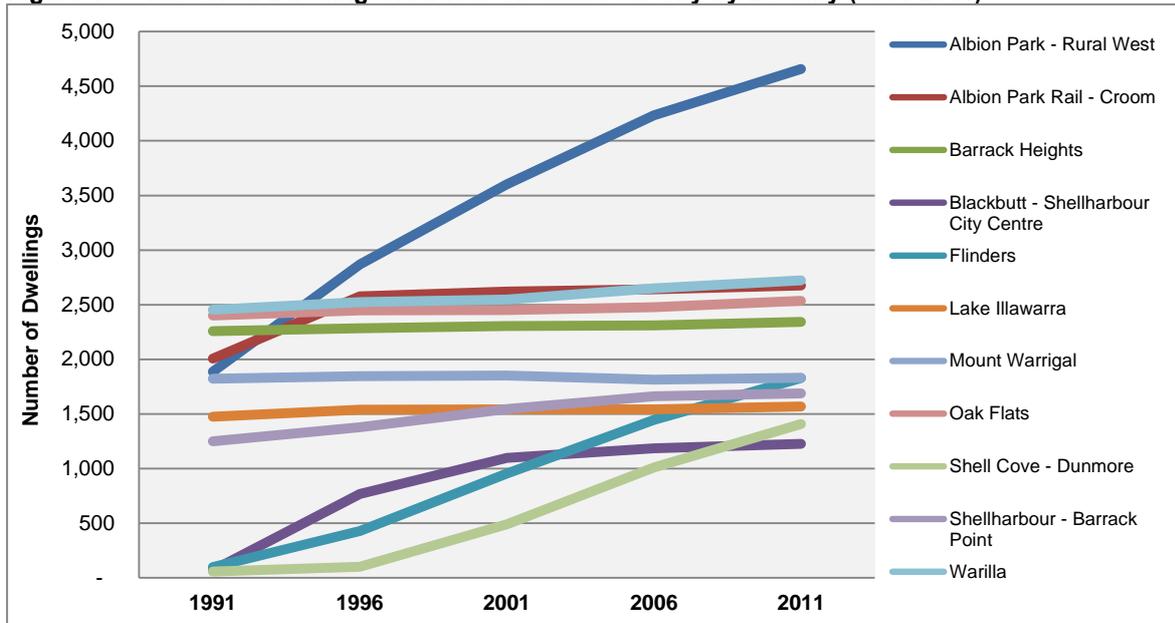
The table indicates there is a significant quantum of greenfield release land still to come online. Whilst this supply will assist Shellharbour in maintaining residential affordability, it will also compete with the infill residential development potential of Albion Park.

3.1.2 DWELLING GROWTH AND STRUCTURE

There were 4,658 private dwellings within Albion Park Rural West in 2011. This represented an increase of 2,778 dwellings since 1991 equivalent to average annual growth of 4.6% (or 138 new dwellings per annum). This was compared to:

- 1.4% average annual dwelling growth (33 dwellings per annum) in Albion Park Rail-Croom.
- 2.2% average annual dwelling growth (435 dwellings per annum) for the broader Shellharbour City.
- Growth areas like Shell Cove-Dunmore and Flinders which have experienced dwelling growth of 19.2% (90 dwellings per annum) and 10.1% (115 dwellings per annum) respectively since 1996.

Figure 11 - Historical Dwelling Growth in Shellharbour City by Locality (1991-2011)

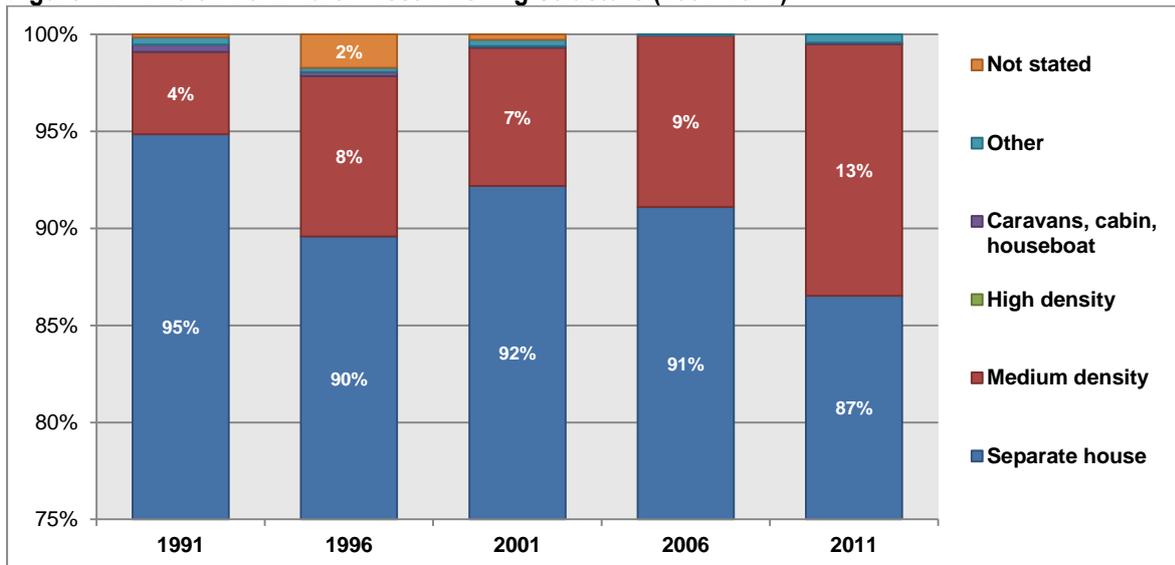


Source: Shellharbour profile.id (2013)

Although the proportion has declined since 1991, detached dwellings remain the predominant dwelling type in Albion Park Rural West, representing 87% of all dwellings in 2011. Medium density dwellings (townhouses and villas) experienced significant growth over the period and now represent 13% of all dwellings. The increasing popularity of medium density development was particularly noticeable from 2006 onwards.

There are no high density apartment buildings in Albion Park Rural West. The broader Shellharbour City has few examples. Older two and three storey walk-up buildings including shop top housing examples exist in the likes of Warilla and Barrack Heights, with newer examples in Blackbutt, Shellharbour City Centre and Shellharbour Village.

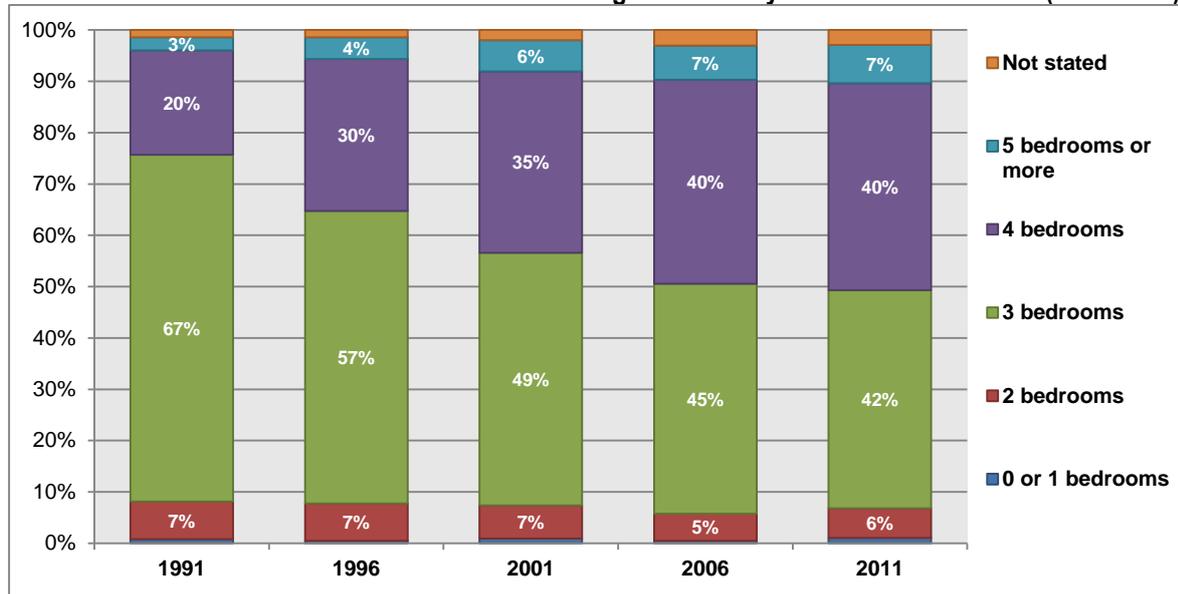
Figure 12 - Albion Park Rural West Dwelling Structure (2001-2011)



Source: Shellharbour profile.id (2013)

The following graph shows historical dwelling structure by number of bedrooms in Albion Park Rural West since 1991. The results indicate that despite an aging population and decreasing household sizes, dwellings have been getting larger with particular growth in dwellings with 4 bedrooms or more.

Table 3 - Albion Park Rural West Historical Dwelling Structure by Number of Bedrooms (1991-2011)



Source: ABS Census, Time Series Profile, Shellharbour – Flinders SA2

There has been minimal growth in dwellings with fewer than two bedrooms, highlighting the potential mismatch between dwelling provision in Albion Park and changing demographic trends (e.g. aging population and increasing number of smaller households). However, this cannot be an absolute conclusion given some empty nesters and other groups prefer to maintain larger homes and/or age in place.

Moving forward, the following table compares forecast dwelling commencements in localities across Shellharbour City to 2031.

Figure 13 - Shellharbour City Forecast Residential Dwelling Commencements to 2031

Locality	2011-2013	2014-2016	2017-2019	2020-2022	2023-2025	2026-2028	2029-2031	Change 2011-2031
Albion Park	123	60	46	21	15	24	24	313
Albion Park Rail	38	26	24	24	26	30	30	198
Barrack Heights	27	58	31	22	24	24	24	210
Blackbutt - Shellharbour City Centre	33	101	158	171	161	134	54	812
Flinders	175	192	117	40	8	3	3	538
Lake Illawarra	21	24	24	24	24	30	30	177
Mount Warrigal	17	9	9	13	13	15	15	91
Oak Flats	31	24	24	28	30	36	36	209
Shell Cove - Dunmore	332	213	168	130	123	123	123	1,212
Shellharbour - Barrack Point	33	36	36	42	45	45	45	282
Warilla	37	61	36	42	45	55	60	336
Rural Balance	66	110	245	290	285	285	285	1,566
Shellharbour City	933	914	918	847	799	804	729	5,944

Source: Shellharbour profile.id (2013)

The forecasts highlight that there is low dwelling growth anticipated for Albion Park, with dwelling commencements between 2011 and 2013 likely to include the remaining dwelling development capacity of Albion

Park South. This would suggest that forecasts anticipate minimal future infill development in and around the centre (either infill or via increased densities).

There is significant dwelling growth anticipated for the Rural Balance and Shell Cove over the period. This is unsurprising given planned release areas – although it is unknown if recent Calderwood approvals are included in the data.

Shellharbour City Centre is also expected to deliver a significant quantum of dwellings over the period, the majority of which are expected to be townhouses and apartments. This could impact the ability of Albion Park to deliver higher densities, particularly in the short to medium term. The City Centre could be viewed as more attractive to developers and investors for this type of development (e.g. better amenity and public realm, quality retail and services, views and improved product offer).

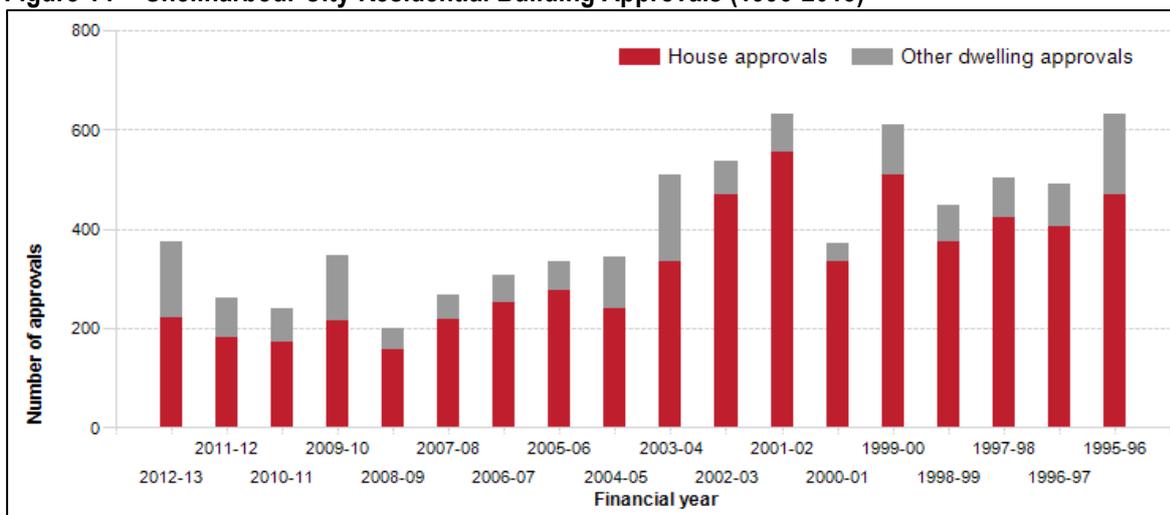
3.1.3 DEVELOPMENT PIPELINE

Local agents have indicated that the residential market in Albion Park in 2013 is notably stronger than the previous year with greater levels of market activity and an increased number of house and land package transactions. This is reflective of trends across the broader Shellharbour City.

Whilst there was an obvious dip in building approvals around 2007/2008 in line with the GFC, the following graph indicates that there has been a jump in activity in Shellharbour City, particularly during the past 12 months. Furthermore, the data indicates a significant increase in approvals for townhouses, villas, units and apartments (identified as other dwellings).

It is anticipated that the improvement in the City’s development pipeline in 2013, particularly in relation to smaller dwellings, is largely due to proposals for townhouses, apartments and seniors developments. There are currently 5 aged care and seniors living projects at various stages of planning³. These projects are anticipated to deliver over 1,000 units over the period 2014 to 2019.

Figure 14 - Shellharbour City Residential Building Approvals (1996-2013)



Source: ABS Census, Time Series Profile, Shellharbour – Flinders SA2

³ Includes Uniting Care Aged Shellharbour, Shellharbour Workers Club Masterplan, Wattle Rd Uniting Care Seniors Precinct, Shell Cove Seniors Living and Central Gardens Over 55 Development.

In Albion Park itself, an investigation into the future residential development pipeline indicates that the majority of proposals comprise townhouses and villas. There are 71 strata dwellings proposed to be completed over the period to mid-2017, 37 of which will comprise double storey townhouses with the remainder comprising single storey villas. These are summarised in the following table.

Table 4 - Albion Park Recently Completed Projects and Development Pipeline (as at October 2013)

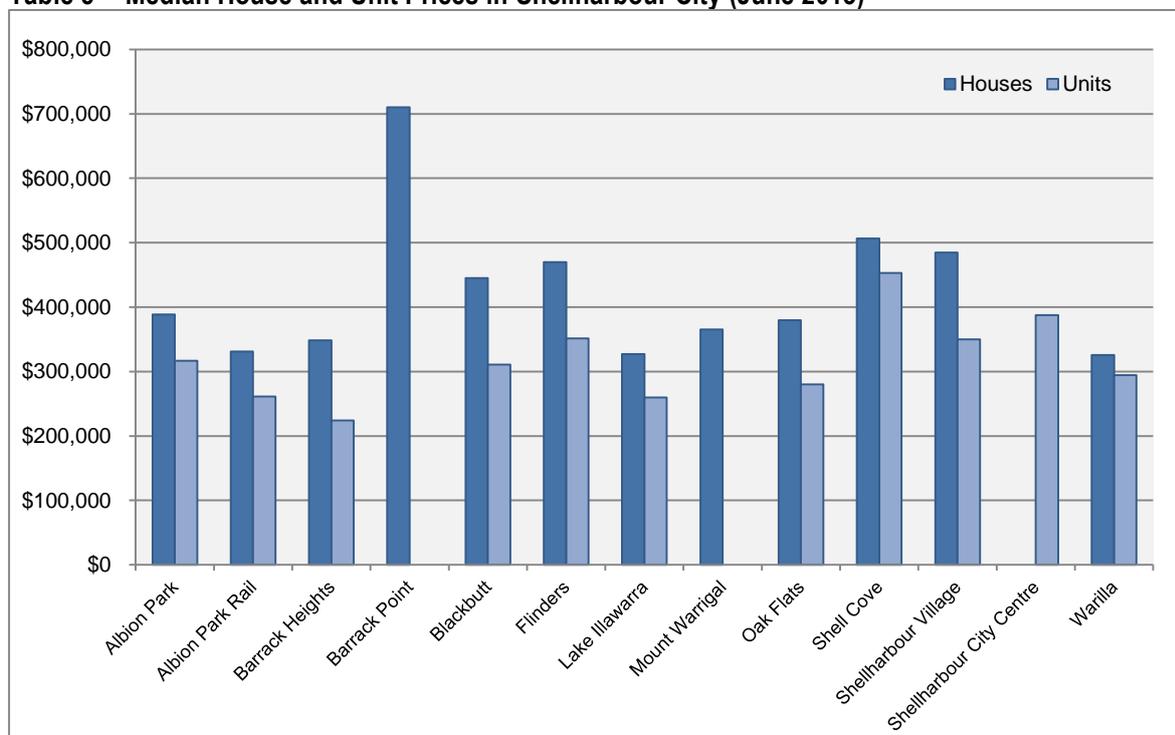
Address	Status	Est. Completion	Description	Dwellings
32 Terry St, Albion Park	Approval	Mid 2017	31 x 2 storey dwellings (117-374sqm) with double car garages.	31
110 Terry St & Propane St Albion Park	Construction Commenced	End 2013	<ul style="list-style-type: none"> ■ 4 x 2 storey 3 bedroom townhouses ■ 12 single storey 3 bedroom villas ■ 6 single storey 3 bedroom villas ■ 8 single storey 2 bedroom villas 	30
7 Cascade Cct, Albion Park	Approval	End 2014	2 villas and 2 townhouses	4
173 Terry St, Albion Park	DA Submitted	Early 2015	4 x 3 bedroom villas and 2 x 3 bedroom townhouses.	6

Source: Cordell Connect & Hill PDA Research (2013)

3.2 RESIDENTIAL MARKET CHARACTERISTICS

The following graph compares the median house and unit prices of Albion Park to other suburbs in the City. It should be noted that units include townhouses, villas, and apartments (i.e. strata dwellings).

Table 5 - Median House and Unit Prices in Shellharbour City (June 2013)



Source: Residex (June 2013)

The results indicate that compared to other suburbs within the City:

- The median house price in Albion Park in June 2013 was \$388,500 which was higher than comparable residential areas such as Albion Park Rail, Mount Warrigal, Oak Flats and Warilla. The higher median is

likely to be related to recent residential development in Albion Park South and Tullimbar which has improved house price growth in the suburb.

- Those suburbs with higher median house prices are generally those in coastal locations or with high quality services and residential amenity such as Barrack Point (\$710,000), Shell Cove (\$506,000) and Flinders (\$470,000).
- The median unit price in Albion Park in June 2013 was \$317,000 which again is higher than older suburbs like Lake Illawarra, Oak Flats and Albion Park Rail (all under \$300,000). Suburbs achieving higher unit values included newer residential areas such as Flinders (\$350,000), Shellharbour City Centre (\$387,500) and Shell Cove (\$453,000).

In terms of the market performance of detached housing in Albion Park, discussions with local agents indicated:

- New house and land packages are performing better than established homes as they offer the market better value for money.
- Detached house and land packages are more popular than villas and townhouses as there is a market preference for properties with their own land title.
- Asking prices for established detached homes in Albion Park range from \$300,000 to \$520,000.
- Tullimbar comprises brand new house and land packages of \$400,000 and \$500,000 and as high as \$652,000. By comparison house and land packages in Shell Cove are asking \$540,000 to \$875,000.
- The success of Tullimbar has been impeded by a lack of investment in community infrastructure. Agents indicated that there were a number of civic and community uses (including a tavern) which were proposed and were subsequently abandoned. Additionally, the design of dwellings are reported to not be reflecting the preferences of the local market.

Figure 15 - Albion Park Established Homes



Address	8 Centenary Road	Address	6 Graham Street	Address	7 Shannon Drive
Asking Price	\$339,000	Asking Price	\$430,000	Asking Price	\$519,900
Bed:Bath:Garage	3:1:2	Bed:Bath:Garage	4:2:4	Bed:Bath:Garage	4:2:2

Source: RealEstate.com.au & Hill PDA Research (2013)

Figure 16 - Tullimbar New House and Land Packages



Address	Lot 191 Tullimbar Village	Address	Lot 41 Mittagong Street	Address	Lot45 Ridgeview Estate
Asking Price	\$378,000	Asking Price	\$498,900	Asking Price	\$652,000
Bed:Bath:Garage	3:2:1	Bed:Bath:Garage	3:2:2	Bed:Bath:Garage	4:2:2

Source: RealEstate.com.au & Hill PDA Research (2013)

In terms of the market performance of townhouses and villas in Albion Park, discussions with local agents indicated:

- Established townhouses and villas generally achieve \$270,000 to \$415,000.
- New villas in Albion Park are asking \$345,000 to \$360,000. New townhouses are asking \$420,000 to \$470,000. There are no new townhouses or villas proposed in Tullimbar.
- By comparison new townhouses in:
 - Blackbutt (adjacent to Shellharbour City Centre) are achieving around \$430,000 to \$460,000.
 - Flinders are asking \$420,000 to \$500,000.
 - Shell Cove are asking \$450,000 to \$470,000.
- The market for new villas in Albion Park is primarily driven by seniors who require smaller and easily managed living spaces which are single storey and have strong connections and amenity to transport and shops.

Figure 17 - Albion Park Townhouses and Villas



Address	1/25 Yellow Rock Road	Address	7B Campaspe Circuit	Address	10A Clermont Crescent
Asking Price	\$359,500	Asking Price	\$415,000	Asking Price	\$459,000
Bed:Bath:Garage	3:2:1	Bed:Bath:Garage	3:2:2	Bed:Bath:Garage	3:2:2

The following table summarises the value parameters of dwellings in Albion Park and Tullimbar.

Table 6 - Albion Park and Tullimbar Asking Prices (2013)

Dwelling Type	Albion Park	Tullimbar
Established Homes	\$300,000 to \$500,000	NA
Established Townhouses & Units	\$270,000-\$415,000	Lack of evidence
New House & Land Packages	Lack of evidence	\$380,000-\$652,000
New Townhouses & Villas	\$345,000-\$470,000	NA

Source: RealEstate.com & Hill PDA Research (2013)

3.3 IMPLICATIONS

Historically, there has been limited pressure on infill development in the established suburbs of Shellharbour City given the significant amount of greenfield development land available. These locations offer large affordable homes within close proximity to the City Centre and major regional services (e.g. retail, civic, education).

Furthermore, there is a significant quantum of residential release lands (and hence development fronts) which are still to come online. This supply will assist in maintaining residential affordability, but will also compete with residential development opportunities in Albion Park.

Whilst the challenges associated with Tullimbar have been acknowledged, new residential areas like Shell Cove, and even new infill development opportunities like those in Shellharbour City Centre, may be more attractive to the market than Albion Park. This could be due to better residential amenity (including views and proximity to the water), a quality public realm, and the proximity of major retail, entertainment and other services. The asking prices of houses and townhouses in these competing areas are also similar to Albion Park and hence they are also competing on price.

As a result, there may be limited residential development pressure on Albion Park in the short to medium term unless strategies are put in place to improve the overall attractiveness of the area to new residents.

Demographic trends and forecasts indicate Albion Park will continue to age, will continue to accommodate smaller household sizes, and will increase its proportion of empty nester and lone person households. However almost 90% of all dwellings within Albion Park Rural West are detached homes and 90% of all dwellings accommodate 3 or more bedrooms - indicating an overall lack of housing diversity.

For purchasers to consider downsizing there is usually either a capital cost or ongoing lifecycle cost saving, as well as amenity and lifestyle improvements. Development trends indicate Albion Park is experiencing increased levels of townhouse and villa development. However, sales data indicates that new 3 bedroom house and land packages in Tullimbar are asking \$400,000 to \$500,000, whilst new townhouses in Albion Park are asking \$345,000 to \$470,000. The price differential is not significant.

Market evidence suggests that townhouse and villa development is predominately absorbed by seniors who appreciate the proximity and ease of living within walking distance of the Albion Park retail core, whilst new residents are moving into larger homes on the fringe.

Issues surrounding the viability of higher density residential in regional town centres is not uncommon. Whilst many regional towns recognise the benefits of incorporating residential development into their town centres, they

struggle to prove viability due to lower socio demographic and income levels, lower end sales values and a combination of other factors including:

- Difficulties in obtaining project finance since the global financial crisis.
- Escalation in construction costs at more than double the CPI rate throughout this decade due to the resources boom.
- Flat prices in the market place for both residential and retail/commercial property.
- Significant supply of residential greenfield land on the fringe.

In considering the viability of higher density development in the Albion Park centre, it must be recognised that:

- Apart from villa and townhouse development, apartments are largely an untested product (including shop top housing – although some older poor quality examples exist).
- Lot ownership fragmentation may affect site amalgamation.
- Whilst viability of development in the short term may be questionable, the outlook may change (construction costs decrease, release areas are built out, residential market improves) which may influence viability in the long term.
- The introduction of longer term medium density and smaller dwelling residential options could meet the needs of the community as they change over time. This would also provide greater housing choice and diversity for both new and existing residents.
- Depending on the price point and attributes of new medium density product, the target market may be new rather than existing residents.
- Notwithstanding the economics, the intensification of residential within proximity of the Albion Park centre would result in positive multiplier impacts for the remainder of the study area. For example: those who live within walking distance of the centre become an integrated part of the centre's lifestyle – extending the life and use of the centre.

The challenge will be convincing new residents to move into a residential apartment or townhouse over purchasing a detached dwelling in a new release area very close by. However, revitalisation of the centre will go a long way to improving the marketability of Albion Park for this type of product.

4. RETAIL AND COMMERCIAL ASSESSMENT

This chapter examines the market for retail and commercial floorspace in Albion Park based on a review of Council’s strategy for accommodating growth, a demand assessment of shopfront floorspace, as well as through discussions with local real estate agents and valuers.

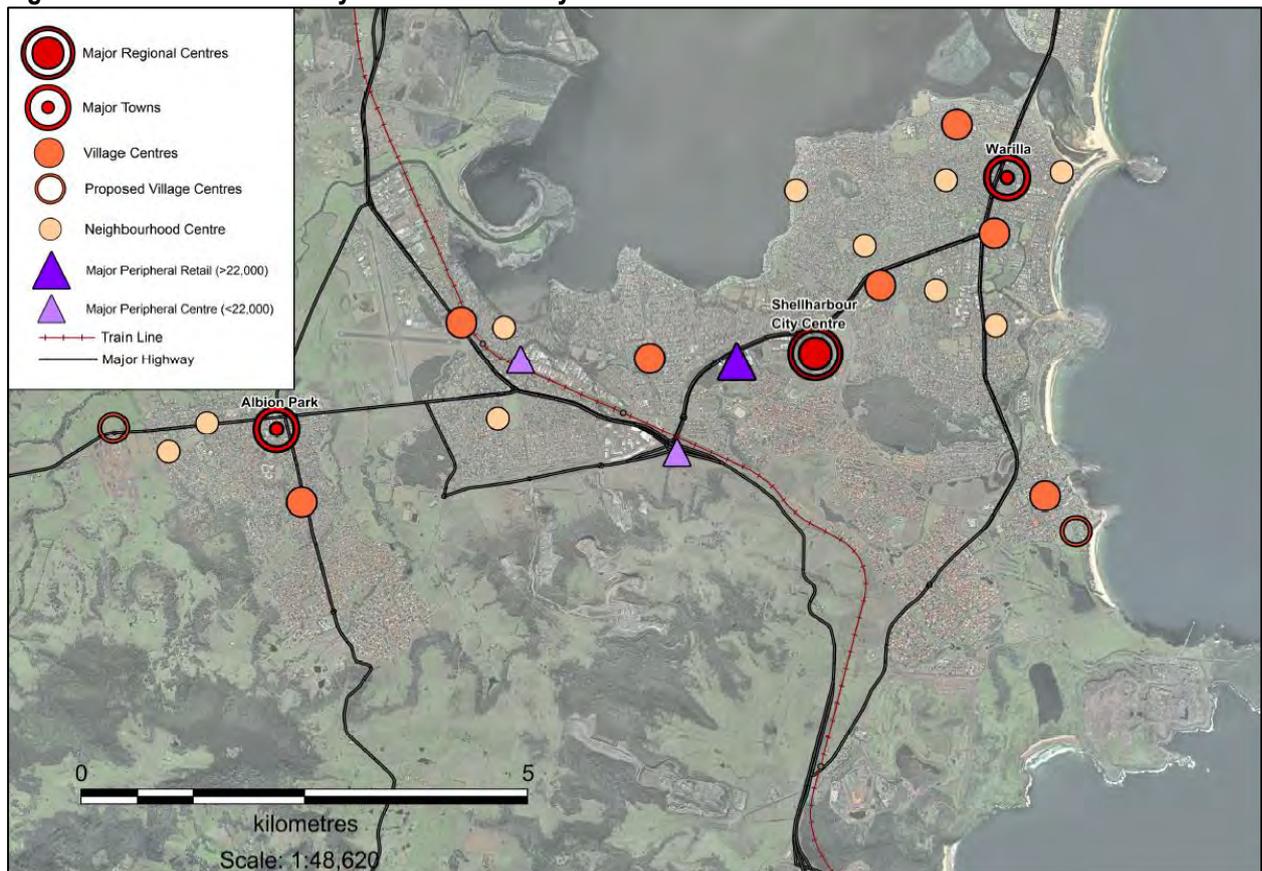
4.1 ROLE AND FUNCTION

The retail precinct of Albion Park stretches some 1.8km along Tongarra Road from the Old Courthouse (at the intersection of Stapleton Avenue), to Albion Park Primary School and the RSL (at the intersection of Hamilton Road).

Albion Park is identified as a Major Town in the Shellharbour retail and commercial centres hierarchy. Major Towns provide for a range of specialty shops, personal services (e.g. hairdressers), non-retail services (such as banks, real estate agents, travel agents) and community services. There is a strong emphasis on comparative shopping but there is also a strong emphasis on providing convenience shopping (for weekly food and groceries).

The following map identifies the centres hierarchy in Shellharbour City.

Figure 18 - Shellharbour City Centres Hierarchy



Source: Map produced by Hill PDA using MapInfo 12.0 software and Microsoft Bing © 2013 Microsoft Corporation

Shellharbour City Centre

The City Centre is defined as a Major Regional Centre under the Draft Illawarra Regional Strategy (2006-31) and is the largest retail centre in Shellharbour City. The Centre developed out of the need for a central retail, commercial and civic centre in the LGA. The City Centre is located in the geographic heart of the urban area just south-west of Warilla, adjacent to Barrack Heights, and east of Albion Park Rail and Albion Park.

The retail precinct of the City Centre is focussed around Stockland Shellharbour, which is currently undergoing redevelopment to accommodate an additional 36,247sqm of floorspace⁴. Upon completion, the centre will include a new Myer store as well as Target, Kmart, Coles and Woolworths, 220 speciality stores, a new and expanded fresh food precinct, and a community plaza with alfresco dining⁵. Whilst Stockland Shellharbour competes somewhat with smaller centres like Albion Park and Warilla Grove, its main competition is the likes of Warrarong.

Stockland Shellharbour is located adjacent to Council's administration building and within close proximity to the 15,630sqm City Plaza. Between City Plaza and Stockland are a few strip retail tenancies (along Holm Place and Lamerton Crescent), including a 1,400sqm Aldi Supermarket. The Cygnet Centre is a recently completed commercial office and retail development opposite City Plaza and accommodates a variety of small and medium sized retail and commercial businesses.

The 2008 Retail Study indicated the Shellharbour City Centre accounted for almost 62,700sqm of total lettable floorspace, of which 45,000sqm was associated with retail uses and around 11,200sqm with commercial floorspace. The expansion of Stockland Shellharbour would now increase total lettable floorspace in the Centre to just under 100,000sqm of which around 75,000sqm would be retail uses.

Albion Park Rail

Located east of Albion Park and west of Oak Flats, the Albion Park Rail retail precinct has various different clusters of retail and commercial activity stretched along Princes Highway, from the Central Business Park in the south to retailing in the north-west near the intersection with Creole Road and Mallee Street. The centre is relatively small by comparison to other centres in the City, partly due to retailing activity being fragmented along Princes Highway for a relatively long travel distance.

The 2008 Retail Study identified that Albion Park Rail accommodated 4,200sqm of lettable floorspace, of which 3,220sqm is attributed to specialty retail stores, and 460sqm to commercial services. A Masters store (13,500sqm) has been approved for Shandan Circuit in Central Business Park.

Albion Park South

To the south of Albion Park is the Albion Park Village Centre which has a convenience shopping role providing a wide range of specialty shops and medical services. Albion Park South equates to some 2,100sqm of floorspace, of which 1,960sqm is associated to retail uses, and the remainder to the local doctor's surgery. The retail precinct accommodates 10 tenancies, including 3 takeaway food stores, general clothing store, a sports clothing/school uniform store, hairdresser and appliance repair store. There were no vacancies at the time of the 2008 Retail Study.

⁴ Source: Cordells Construction Data 2013

⁵ Source: <http://www.stockland.com.au>

Ash Avenue/Pine Street Neighbourhood Centre

An ALDI supermarket of around 560sqm has been built in Albion Park Rail. The ALDI was built on a site previously identified in the 2008 Retail Study as the Ash Avenue/Pine Street Neighbourhood Centre. The Neighbourhood Centre is not located on a main road and is within a residential enclave of Albion Park Rail. That said, given the nature and offer of ALDI they do draw from a large trade area and are destinations in their own right.

Proposed Centres

Initial plans for Tullimbar incorporated a town centre which would accommodate 3,300sqm of retail and 4,770sqm of commercial floorspace. The design of the centre was based on ‘traditional village life’ with a mix of shops, café’s, taverns, a supermarket, town hall, sports oval, pavilion, and church. The 2008 Retail Study assumed the centre would be completed by 2016.

The release area of Calderwood proposes a future town and village centre. The town centre will be anchored by larger supermarkets, and include specialty stores, cafes and restaurants. The village centre is planned to include a supermarket and local shops to cater for every day needs. The exact timeframe for delivery of the centres are unknown, however it is acknowledged that the stage one subdivision is to enable the delivery of a future village centre.

4.2 FLOORSPACE SUPPLY

The 2008 Retail Study estimated that Albion Park accommodated 8,806sqm of retail and commercial lettable floorspace. Of this, retail uses account for some 7,508sqm or 85% of floorspace. The remainder are commercial services accounting for just over 2,000sqm of floorspace.

Table 7 - Albion Park Retail and Commercial Floorspace Supply

Shop Use	Lettable Floorspace (sqm)	Proportion
Supermarket and Convenience Stores	3,500	47%
Specialty Food	1,292	17%
Specialty Non Food	703	9%
Clothing	230	3%
Cafes & Restaurants	365	5%
Take Away Food	418	6%
Personal Services	596	8%
Second Hand Goods	154	2%
Bulky Goods	140	2%
Vacant Retail	110	1%
Total Retail	7,508	100%
Commercial - General	154	8%
Commercial - Finance	398	20%
Commercial - Medical	1,030	51%
Commercial - Real Estate	110	5%
Commercial - Travel	118	6%
Commercial - Legal	140	7%
Commercial - Vacant	77	4%
Total Commercial	2,027	100%
Total Shopfront Floorspace	8,806	

Source: Shellharbour Retail & Commercial Centres Study, Hill PDA (2006)

Of particular note, medical practitioners and specialists are the highest users of commercial space (1,030sqm), followed by financial services (510sqm). Whilst there have been alternations, refurbishments, and premises which have changed use since the 2008 Retail Study, there have been minimal new retail or commercial developments.

At the time of the 2008 Retail Study, the majority of retail and commercial floorspace (85.5%) was accommodated in shopfront premises, with only a small proportion (2.4%) located above.

The main attractor is the 5,570sqm Albion Park Village Shopping Centre which is anchored by a 3,200sqm Woolworths and includes 12 specialty shops accounting for 1,537sqm of shopfront space. A Woolworths Petrol Station is also on the site which includes a 100sqm convenience store.

4.3 RETAIL CENTRE PERFORMANCE

Albion Park is one of the older retail centres in the City and is starting to show its age. The Tongarra Road strip is tired and some parts are devoid of any shade with large setbacks to shop frontages (due to possible road widening) and little attractive amenity to the street.

Albion Park has previously been viewed as a 'drive through suburb', where visitors and other residents of the LGA do not necessarily stop to spend time. There is fragmentation of the retail precinct, with breaks in continuity along Tongarra Road, due to vacant sites, sites dedicated to car parking, or rear lane access points. Many strip shops located on the south side of Tongarra Road between Terry Street and Russell Street turn their back on Albion Park Village Shopping Centre.

Discussions with local agents have indicated:

- There is some demand for small retail tenancies of around 100sqm catering for small local businesses, however demand is not strong nor is it driving the market.
- The market for commercial office space is very limited. Commercial office tenants need to be heavily incentivised to move to Albion Park. 151 Tongarra Road was recently leased with a 10 month rent free incentive. These small office spaces are generally absorbed by small firms such as accountants, lawyers, consultants etc.
- The Stockland centre redevelopment in Shellharbour City Centre is reported to have redirected office demand from Albion Park towards the City Centre.
- There has been little development interest as developers are aware there are better development options elsewhere in Shellharbour which are still within close proximity of Albion Park whilst receiving better returns.
- Office space in Albion Park is reported to lease for \$330/sqm to \$365/sqm. By comparison, office space in Shellharbour City Centre is asking \$245/sqm to \$290/sqm, notably less than what is being offered in Albion Park. Commercial rents in Shellharbour City Council should be outperforming Albion Park. Hence, the high asking rents of Albion Park may be further limiting its ability to attract new businesses.
- Local agents indicated there was little difference between retail and commercial rents in Albion Park. Retail rents are asking \$250/sqm to \$350/sqm. By comparison, retail space in Shellharbour City Centre can be as much as \$500/sqm for a prime location, but are generally between \$200/sqm and \$500/sqm.

- In terms of capital values, it was indicated that office space in Albion Park transacts for between \$3,000-\$3,500/sqm, however there has not been many office space transactions. Office space in Shellharbour City Centre has historically transacted for \$3,500-\$3,750/sqm for ground floor tenancies and \$2,500/sqm for first floor space. This is generally for spaces between 110-500sqm, but typically around 150sqm. The capital values for retail space are said to fall within this ranges as well.

4.4 SHOPFRONT FLOORSPACE DEMAND

In order to determine demand for shopfront floorspace in Albion Park and the impact this will have on land uses in the centre, Hill PDA has reviewed and updated the retail demand assessment undertaken by Hill PDA as part of the 2008 Retail Study. In doing so, Hill PDA adopted the following methodology:

- Identify a resident trade area for the Albion Park centre.
- Determine the resident population of the trade area based on ABS 2011 Census data. Determine the total amount of resident retail expenditure generated by the trade area based on the ABS Household Expenditure Survey and MarketInfo data⁶.
- Escalate total resident retail expenditure from 2011 to 2026 based on population growth (adopting Council population forecasts) and growth in real retail spend (assumed at 1.3% per annum).
- Apply capture rates to available expenditure by retail store reflecting the proportion of retail spend that could be retained by retail provision within the trade area.
- Determine demand for retail floorspace (sqm NLA) in the trade area by applying target sales turnover rates (retail sales per square metre based on industry benchmarks) to total available retail.

4.4.1 IDENTIFICATION OF THE TRADE AREA

It is recognised that the resident trade area of any retail centre is implicated by a range of factors including:

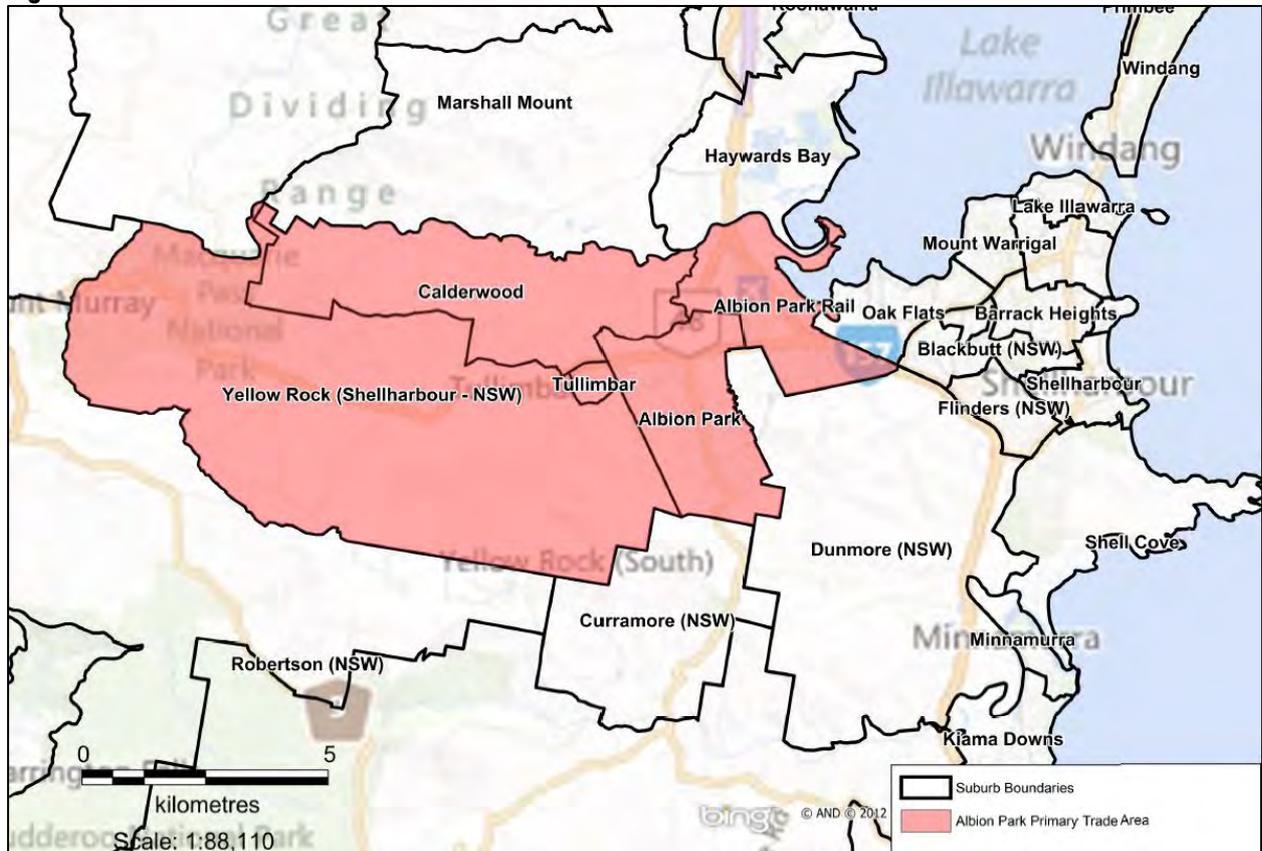
- The strength and attraction of the centre in question, determined by factors such as its composition, layout, ambience/atmosphere and car parking provision;
- Competitive retail centres, particularly their proximity to the centre in question and respective sizes, retail offer and attraction;
- The location and accessibility of the centre, including the available road and public transport network and travel times; and
- The presence or absence of physical barriers, such as rivers, railways, national parks and freeways.

Based on the above, Hill PDA has adopted a Main Trade Area which covers Albion Park Rural West and the suburb of Albion Park Rail. This covers residents in outer lying areas, particularly to the west, that would use Albion Park as their main retail centre. Those residents to the south of Albion Park are likely to travel to Shellharbour City Centre and other smaller centres given travel times and road accessibility.

⁶ MarketInfo combines the data from the Census, Household Expenditure Survey and other sources to derive total expenditure by commodity type. This data, which was validated using taxation and national accounts figures, quantifies around 14% more expenditure than the ABS HES Survey. The ABS Retail Survey 1998-99 (Cat No. 8624.0) provides a cross tabulation of store type (defined by ANZIC), by commodity type. Multiplying the percentages in the cross tabulation by total dollars spent generates household expenditure by retail store type.

It will be noted that the Albion Park PTA extends west to the Shellharbour LGA border. Given that no detailed in-centre surveys were undertaken to understand the exact extent of the trade area, for the purposes of this study it has been assessed that they would be approximately in line with the municipal boundary to the west.

Figure 19 - Albion Park Main Trade Area



Source: Map produced by Hill PDA using MapInfo 12.0 software and Microsoft Bing © 2013 Microsoft Corporation

4.4.2 RESIDENT RETAIL EXPENDITURE

For the purpose of determining retail floorspace demand, Hill PDA adopted Council's population growth rates for the suburbs of Albion Park, Albion Park Rail and the Rural Balance as indicated in the following table.

Table 8 - Albion Park Main Trade Area Population Growth Rates (2011 to 2021)

Growth rates	2006-2011	2011-2016	2016-2021
Albion Park Rail	1.3%	0.0%	0.1%
Albion Park	1.2%	0.1%	-0.1%
Rural Balance	7.64%	7.64%	7.64%

Note: 2006-11 forecasts updated with 2011 Census based population estimates.

Source: Forecast.id, a registered trademark of .id consulting pty ltd.(2013)

The following table shows the Main Trade Area generated \$274m of retail expenditure in 2011. Of this \$84.7m is associated with supermarkets and grocery stores, \$28.3m with specialty food stores and so on. Retail spend generated by residents is forecast to increase to \$321m by 2021.

By comparison, the 2008 Retail Study estimated Albion Park, Albion Park Rail and Tullimbar would generate resident retail expenditure of \$261m which was forecast to increase by \$100m over the period to 2021.

Table 9 - Retail Expenditure Generated by Albion Park Main Trade Area Residents to 2021 (\$m)

Retail Store Type	2011	2016	2021
Supermarkets & Grocery Stores	84.7	91.4	99.2
Specialty Food Stores	28.3	30.6	33.2
Fast-Food Stores	14.2	15.3	16.7
Restaurants, Hotels and Clubs*	14.8	16.0	17.3
Department Stores	24.7	26.6	28.9
Clothing Stores	15.0	16.2	17.6
Bulky Goods Stores	44.3	47.8	51.9
Other Personal & Household Goods Retailing	41.7	45.0	48.9
Selected Personal Services**	6.3	6.8	7.4
Total Retailing	274.0	295.8	321.1

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling). ** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos. Note: growth of 1.3% per capita per annum in real retail spend was assumed consistent with the historic trend since 1986 (sourced from ABS Retail Sales). Source: Hill PDA estimates using data sourced from ABS Household Expenditure Survey (2003-04) and Marketinfo (2011).

However, not all of the expenditure generated by residents in the Main Trade Area will be captured by retail provision within it, with a significant portion likely to be captured by Shellharbour City Centre and other centres. As a result, Hill PDA has assumed a range of capture rates given:

- Albion Park currently accommodates one national supermarket being Woolworths, with an ALDI supermarket located in Albion Park Rail. As a result, the Main Trade Area is likely to retain the majority of supermarket and grocery expenditure.
- Albion Park does not accommodate a department or discount department store, with the next closest offer being at Stockland Shellharbour which accommodates Myer, Kmart and Target. The only other department stores are located in Wollongong (Myer, David Jones, Kmart), and Dapto (Big W). As a result, the Main Trade Area is not retaining any department store expenditure.
- It is likely that residents in the Albion Park Main Trade Area undertake a significant amount of other discretionary retail spending in the likes of Shellharbour City Centre and Wollongong given short travel times (20minutes from Albion Park to Wollongong). This includes spend on bulky goods, clothing, restaurants, hotels and clubs.
- It is generally acknowledged that as much as 20-25% of personal expenditure can be spent close to the place of work and hence there is likely to be some expenditure that escapes Albion Park to other centres and localities such as Shellharbour City Centre, Wollongong and surrounding industrial areas.
- There is likely to be some “tourism-out” expenditure (i.e. when residents travel beyond the Trade Area for vacations). This is likely to be minor and may equate to no more than 5% of total expenditure – equivalent to around 2 – 3 weeks per annum for the average household.

Based on the above assumptions, Hill PDA adopted a range of capture rates. Note, the capture rates may not completely represent the current situation, but rather they are aspirational targets that take account of the intended role and function of Albion Park, the current retail mix of retail within the trade area, the population of the trade areas, and the relative affluence of residents in the trade areas.

Table 10 - Albion Park Assumed Capture Rates

Retail Store Type	Main Trade Area
Supermarkets & Grocery Stores	80%
Specialty Food Stores	50%
Fast-Food Stores	30%
Restaurants, Hotels and Clubs	30%
Department Stores	0%
Clothing Stores	20%
Bulky Goods Stores	5%
Other Personal & Household Goods Retailing	20%
Selected Personal Services	50%
Proportion of Total Retail Spend	40%

Source: Hill PDA 2013

Based on the above capture rates the proportion of resident retail spend retained by the Albion Park Main Trade Area is shown in the following table. The analysis indicates that retail turnover available to retail facilities within the Albion Park Main Trade Area is equivalent to \$115.9m in 2016, equivalent to around 40% of total available expenditure. By 2021 retail turnover is forecast to increase to \$125.8m, an increase of \$9.9m over the period.

Table 11 - Capture of Resident Retail Spend in the Albion Park Trade Area to 2021 (\$m)

Retail Store Type	2011	2016	2021
Supermarkets & Grocery Stores	\$67.8	\$73.1	\$79.4
Specialty Food Stores	\$14.2	\$15.3	\$16.6
Fast-Food Stores	\$4.3	\$4.6	\$5.0
Restaurants, Hotels and Clubs*	\$4.4	\$4.8	\$5.2
Department Stores	\$0.0	\$0.0	\$0.0
Clothing Stores	\$3.0	\$3.2	\$3.5
Bulky Goods Stores	\$2.2	\$2.4	\$2.6
Other Personal & Household Goods Retailing	\$8.3	\$9.0	\$9.8
Selected Personal Services**	\$3.1	\$3.4	\$3.7
Total Retailing	\$107.3	\$115.9	\$125.8

* Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling). ** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos. Note: growth of 1.3% per capita per annum in real retail spend was assumed consistent with the historic trend since 1986 (sourced from ABS Retail Sales). Source: Hill PDA estimates using data sourced from ABS Household Expenditure Survey (2003-04) and Marketinfo (2011).

4.4.3 DEMAND FOR SHOPFRONT FLOORSACE

Demand for retail floorspace is forecast by applying target turnover rates to captured spend. Target turnover rates are industry standard benchmarks that reflect spend generated per square metre of floorspace. These rates vary depending on retail store type and composition.

The following table forecasts demand for retail floorspace (sqm NLA) to 2021 based on the application of these target turnover rates to captured spend.

Table 12 - Demand for Retail Floorspace in the Albion Park Main Trade Area to 2021 (sqm NLA)

Retail Store Type	Target Rate* (\$/sqm)	2011	2016	2021	Growth 2011-2021
Supermarkets & Grocery Stores	10,000	6,778	7,314	7,938	1,160
Specialty Food Stores	7,500	1,888	2,039	2,212	325
Fast-Food Stores	7,500	569	614	666	97
Restaurants, Hotels and Clubs	4,500	984	1,063	1,157	172
Department Stores	3,500	0	0	0	0
Clothing Stores	5,000	599	649	704	105
Bulky Goods Stores	3,500	633	683	742	108
Other Personal & Household Goods	4,500	1,853	2,001	2,172	318
Selected Personal Services	3,200	984	1,063	1,153	169
Total Retailing		14,289	15,425	16,744	2,455

* Various sources including Urbis Retail Averages, ABS Retail Survey 1998-99 escalated at CPI to \$2009, Shopping Centre News, Hill PDA and various consultancy studies. Source: Hill PDA 2013

The results indicate the Main Trade Area demands approximately 14,300sqm (NLA) of retail floorspace in 2011, increasing to around 16,800sqm (NLA) by 2021. By comparison, based on the results of the 2008 Retail Study and known additions to the supply side during that time (e.g. ALDI supermarket), Hill PDA estimates there is around 12,000sqm of retail floorspace within the Main Trade Area.

The following table compares the estimate of current supply of retail floorspace to demand in 2016. The results indicate the Trade Area could be undersupplied by around 3,400sqm of retail floorspace in 2016 which is anticipated to increase to undersupply of 4,700sqm by 2021 providing there are no additions to the supply side. Despite the opening of ALDI, most of this is supermarket and grocery undersupply, largely due to significant residential growth forecast for the likes of Tullimbar.

Table 13 - Comparison of Retail Supply to Demand in the Albion Park Main Trade Area (sqm NLA)

Retail Store Type	Supply 2013	2016	2021
Supermarkets & Grocery Stores	4,162	-3,152	-3,776
Specialty Food Stores	2,815	776	603
Fast-Food Stores	775	161	109
Restaurants, Hotels and Clubs	530	-533	-627
Department Stores	0	0	0
Clothing Stores	350	-299	-354
Bulky Goods Stores	950	267	208
Other Personal & Household Goods Retailing	1,658	-343	-514
Selected Personal Services	778	-285	-375
Total Retailing	12,018	-3,407	-4,726

Source: Hill PDA 2013

Further to demand for retail tenancies is demand for shopfront space occupied by non-retail commercial uses. There are different types of commercial space such as:

- Non-retail in shopfront space which includes activities such as travel agents, banks, doctors suites and so on. These tend to make up around 5 – 7% of retail shopfront floorspace in a retail centre; and
- Non-shopfront commercial spaces that encompass stand-alone commercial buildings and shop-top commercial offices above shopfront retail – however it is unlikely this type of commercial office would be demanded in Albion Park.

As a general rule, an additional 10-15% of specialty stores should be provided to accommodate these uses with a further 3-4% of specialty stores assumed to be vacant at any one time. Based on these assumptions, this would

increase shopfront floorspace demand in the Main Trade Area to **17,000sqm (NLA) in 2011 increasing to 19,900sqm (NLA) in 2021.**

Based on the results of the 2008 Retail Study and known additions to the supply side during that time, it is estimated there is around 14,750sqm of total retail and commercial shopfronts in the Study Area in 2013. Should no additions occur, this will result in an undersupply of around 3,500sqm by 2016, which could increase to 5,000sqm by 2021.

4.5 IMPLICATIONS

An important objective of any retail assessment is to achieve the right level of shopfront retail and commercial floorspace. An undersupply of floorspace creates the following issues:

- It reduces the range and availability of shopping opportunities and commercial services for customers and can lead to considerable escape expenditure to other centres as customers seek greater quantity, quality and convenience;
- It can lead to longer travel times for shopping and increased car use; and
- It results in increased congestion, parking difficulties and loss of convenience.

Correspondingly, oversupply of shopfront retail and commercial floorspace results in:

- High vacancies, low rents and neglect of retail centres;
- Inefficient use of land and other resources; and
- An uninviting appearance and ambience due to a lack of customers.

The key recommendation of the 2008 Retail Study as they relate to Albion Park were that in the medium term there should be an expansion of Albion Park or alternatively another retail centre in the trade area such as Tullimbar Village. This should comprise a 3,000sqm supermarket and 3,500sqm of specialty stores.

The key findings of the 2013 determination of shopfront floorspace demand are:

- There is currently an undersupply of supermarket and grocery store floorspace which is anticipated to be equivalent to around 3,000sqm by 2016.
- The proposed Tullimbar Village Centre was assumed to include a supermarket and was to be operable by 2016. Should this occur, assuming other specialty stores are developed alongside the supermarket anchor, the Tullimbar retail centre would meet the immediate unmet demand in the trade area.
- However, residential development in Tullimbar has not occurred at the rates of growth originally envisaged. The attractiveness of Tullimbar to a national supermarket chain is questionable until such time as a significant quantum of lots are developed and the rate of resident lot development accelerates.
- Albion Park will meet the immediate needs of new residents at Calderwood until such time as the planned retail centres within the release area are developed. The timeframe is currently unknown.
- Market research indicates there is limited demand for retail and commercial shopfronts in Albion Park. This is unlikely to change until there is significant residential growth in the trade area and new businesses to serve the expanding population are attracted to the area. Until then, Shellharbour City Centre will continue to attract key retailers and service businesses, particularly whilst land and tenancies within the City Centre are available and are competitively priced.

5. KEY IMPLICATIONS FOR ALBION PARK

The key implications and outcomes of this Appraisal are:

- Issues surrounding the viability of higher density residential in regional town centres is not uncommon. Whilst many regional towns recognise the benefits of incorporating residential development into their town centres, they struggle to prove viability due to lower socio demographic profiles, lower income levels, lower end sales values and a combination of other factors (e.g. obtaining development finance)
- Historically, there has been limited pressure on infill development in Albion Park given significant residential development land available on the fringe. Residential development in Albion Park is also competing with available offer in Shell Cove, Blackbutt and Shellharbour City Centre – which are proving more popular locations by new residents and downsizers.
- Increased pressure is likely to be placed on aged services or on residential product appropriate for seniors given forecast aging of the population. However for people to downsize there needs to be either a price differential or significant lifestyle and amenity improvements (e.g. seniors who want to downsize and be able to walk to retail/community services), however there is not a big price differential between house and land packages and new townhouse development in Albion Park.
- Given the costs of building higher densities, there will not be a big end sales price differential between a new apartment in Albion Park (e.g. 3-4 level development) and a new project home within close proximity – until such time as residential amenity improves, Tullimbar and surrounding areas are developed, and there is increasing pressure on infill development.
- The challenge to higher densities in Albion Park will be convincing new residents to move into a residential apartment or townhouse over purchasing a detached dwelling in a new release area very close by.
- Tullimbar hasn't progressed as planned and without its own retail centre, its existing residents are part of the Albion Park centre and community.
- Albion Park currently works as a service centre – residents do not spend a significant amount of time within the retail core. Furthermore, visitors travelling along Tongarra Road would be unaware of the attractions or even the retail offer.
- Albion Park doesn't benefit from significant tourism spend given its location – being off Princes Highway and away from water. Improving the gateway into the centre (i.e. creating a sense of arrival) would encourage visitors or those passing through to stop.
- The centre does accommodate key retail, community service and recreational attractions but it is likely residents drive to each. There is a lack of integration.
- The first considerations should be revitalisation of the centre to meet the needs of existing residents and in order to attract new residents. The aim is to increase the time the community spends in the centre and encourage pedestrian movements rather than car movements between the key attractions and anchors.
- Given significant forecast growth in families for areas surrounding Albion Park, there is the opportunity for the centre to consider improvements that will increase its attractiveness and use by families and children.

- Beautification works and street scape improvements represent quick, relatively easy initiatives to improve Albion Park.
- Should plan for higher densities now in order for the market to react when viability improves. However, in the first instance, residential densities are likely to be below 4 levels and will not provide basement car parking. Basement car parking is significantly costly and often renders higher density developments in regional locations unviable.

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Appendix D: GTA Consultants: Transport and Parking Provisions

Appendix D: Transport and Parking Provisions



Shellharbour Town Centre Plans
Albion Park Town Centre
Car Parking Study

transportation planning, design and delivery

Appendix D to the Albion Park Town Centre Plan
The Albion Park Town Centre Plan was endorsed by Council at its meeting of 8 April 2014, as a basis for the review of relevant Council policy including Shellharbour Local Environmental Plan 2013, Shellharbour Development Control Plan, Shellharbour City Council Section 94 Contributions Plan 2013 and the capital works program.

Shellharbour Town Centre Plans

Albion Park Town Centre

Car Parking Study

Issue: B 17/01/14

Client: Shellharbour City Council

Reference: 14S1062000

GTA Consultants Office: NSW

Quality Record

Issue	Date	Description	Prepared By	Checked By	Approved By	Signed
A	18/12/13	Final	Chris Slenders	Cameron Ward	Brett Maynard	Brett Maynard
B	17/01/14	Revised Final	Cameron Ward	Brett Maynard	Brett Maynard	<i>B. Maynard</i>

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1. Introduction

1.1 Background

Shellharbour City Council (Council) commissioned GTA Consultants (GTA) to undertake a Car Parking Study of the Albion Park Town Centre. The findings of the parking study will influence future parking provisions to be included within the Town Centre Master Plan which is currently being developed by McGregor Coxall on behalf of Council. The Albion Park Town Centre Master Plan is to guide the future development and requirements of the Town Centre.

1.2 Purpose of this Report

This report sets out an assessment of existing car parking demand and characteristics of the Albion Park Town Centre and future requirements based on proposed future development. This includes:

- assessment of the supply and location of existing car parking
- existing car parking demand
- anticipated future development for the Town Centre
- anticipated additional car parking requirements.

1.3 References

In preparing this report, reference has been made to the following:

- parking demand surveys conducted on Thursday 17 and Saturday 19 October 2013
- Shellharbour City Council DCP 2013
- Making Albion Park a Town Centre for the Community, Albion Park Town Centre Plans PCG Workshop, McGregor Coxall, 14 October 2013
- Albion Park Masterplan Property Market Appraisal, Hill PDA, November 2013.

2. Existing Conditions

2.1 Study Area

The Albion Park Town Centre is a small to medium town centre that generally serves the local community with daily requirements such as grocery shopping, cafes and takeaway food, personal and medical services, a primary school, leisure and recreational areas.

The centre is focused around the Illawarra Highway/ Tongarra Road which forms the region’s main link between coastal areas to the east and the southern highlands in the west including Moss Vale and Mittagong.

Albion Park Town Centre is located approximately 6km west of the Shellharbour City Centre which is the primary activity area in the Shellharbour City Council area. Wollongong City is located approximately 23km to the north-east of the Town Centre.

The study area in the context of the region is shown in Figure 2.1. The extent and key features of the study area is shown in Figure 2.2.

Figure 2.1: Regional Context

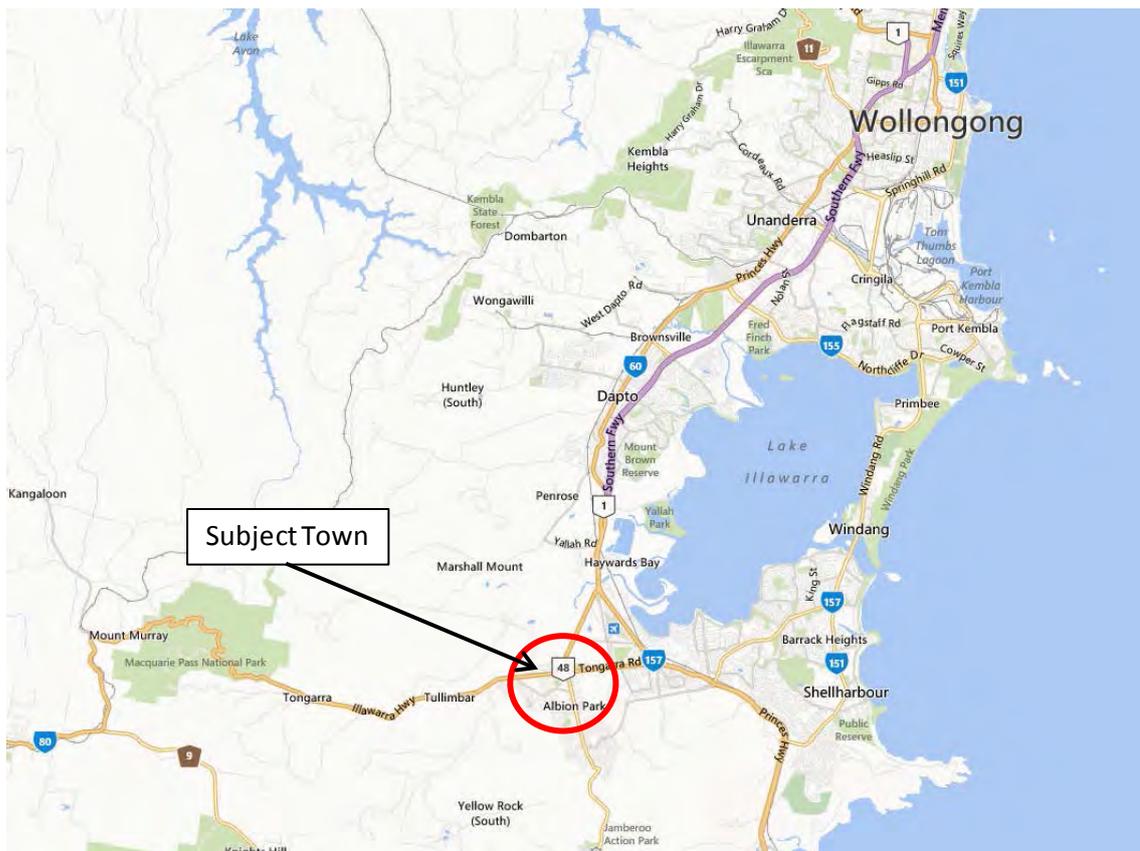


Image source: Bing Maps

Figure 2.2: Study Area

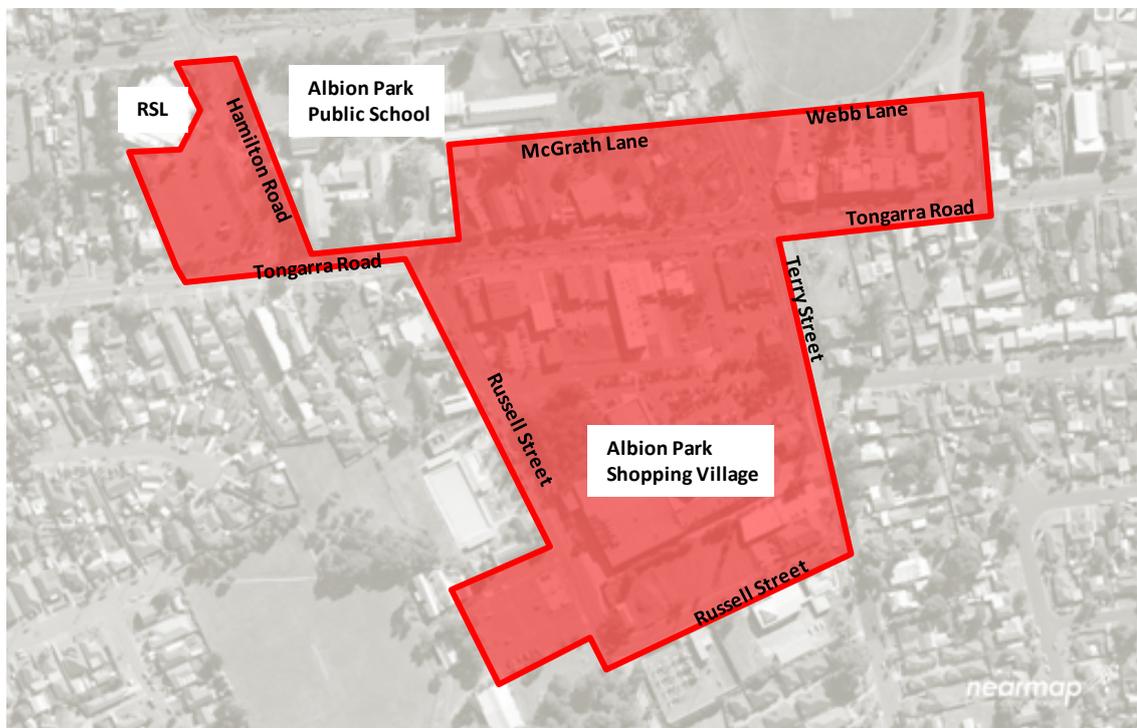


Image source: Nearmap used under licence

Tongarra Road (which forms part of the Illawarra Highway) is a key route in the region between the coast and southern highlands. Parking is provided on both sides of the carriageway, however on-site observations indicate that the presence of parking adversely affects traffic capacity along Tongarra Road. A proposal exists to divert traffic around the north of the Town Centre with the aim of reducing through traffic within the Town Centre. As such the traffic impact of on-street parking in the future would be reduced accordingly.

The core retail area is generally bound by McGrath Lane in the north, Terry Street to the east and Russell Street to the south and west.

Russell Street forms a ring road around the south and west of core retail precinct. The intersection of Tongarra Road and Terry Street was observed to be the Town Centre's busiest intersection. Significant congestion was observed after 3:00pm during the weekday survey period. Terry Street north of Tongarra Road also forms part of the Illawarra Highway.

The key car parking generators were observed to be the core retail precinct, particularly Albion Park Shopping Village and the Albion Park Public School during the after school period.

2.2 Land Use Zoning

The study area consists of the following land use zones:

- B2: Local Centre
- RE1: Public Recreation
- R2: Low Density Residential
- SP2: Infrastructure

The majority of businesses are located within the B2 zoning, while a small number of businesses are located in the R2 land zoning along Tongarra Road to the east of Terry Street. Properties surrounding the study area are predominately residential.

A land use zoning map of the Albion Park Town Centre is provided in Figure 2.3.

Figure 2.3: Land Zoning Map

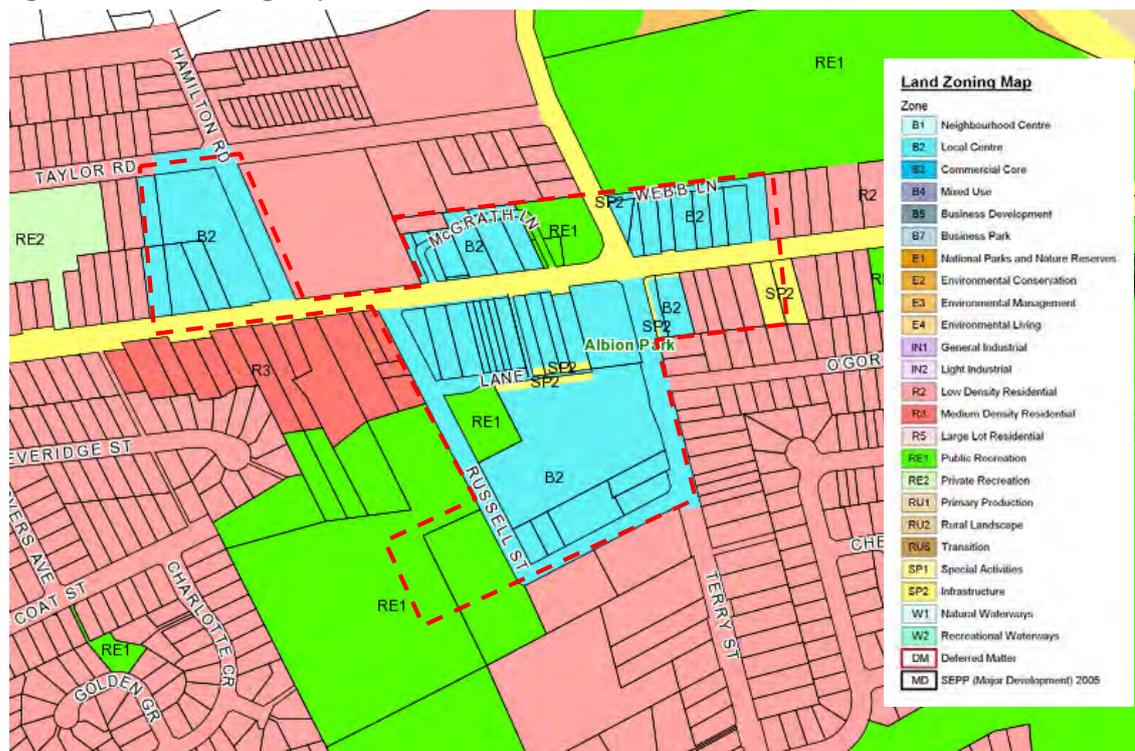


Image source: <http://www.mapping.shellharbour.nsw.gov.au> viewed 12/11/2013

The predominant land use zoning in the Town Centre is B2 Local Centre. The general objectives of the zone as stated in the LEP 2013 are:

- To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area.
- To encourage employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.
- To allow for a limited range of residential accommodation while maintaining retail, business or other non-residential active uses at street level.

In line with these objectives, the supply of car parking within the Town Centre should reflect the expectation that measures will be implemented to maximise public transport, cycling and pedestrian modes of travel at the expense of private vehicle usage. There is therefore potential to provide a reduction in the total number of car parking spaces to reflect this maximisation of non-private vehicle mode of travel. This is however also dependent on the provision of a reliable and efficient public transport system (buses) servicing the Town Centre and safe pedestrian and cycling facilities.

2.3 Car Parking Rates

The car parking rates for future developments within Albion Park Town Centre are detailed within Council's 2013 Development Control Plan (DCP). Rates relating to potential future land uses within the Town Centre are summarised in Table 2.1. Additional requirements such as loading facilities and set-down/ pick-up provision are also detailed in the DCP.

Table 2.1: Shellharbour DCP 2013 Car Parking Requirement

Land Use	General Minimum Parking Space Requirement	Rate per 100sq.m	Staff, Bicycle and Motorcycle Parking Requirement(s)
Office/ Business Premises	1/ 40sq.m GFA	2.50	N/A
Retail Shop	1/ 35sq.m GFA	2.86	N/A
Supermarket/ Regional Centre	1/ 20sq.m GFA	5	1 bicycle and 1 motorcycle space/ 25 car parking spaces after the first 25
Bulky Goods Premises	1/ 45sq.m	2.22	1/ staff on-site
Licensed club	15/ 100sq.m internal and outdoor areas	15	1/ staff on-site
Reception Function Centre	The greater of 1/ 4sq.m of customer area (indoor + outdoor) 1/ 3 seats	say 25	1/ staff on-site
Restaurant	1/ 4sq.m customer area (indoor + outdoor)	25	2/ 3 staff on-site
Take Away Food No on-site seating	1/ 1sq.m of customer waiting area	say 25	2/ 3 employee 1/ home delivery vehicle
Take Away Food with on-site seating	The greater of 1/ 5 seats (indoor + outdoor) 1 / 2 seats (indoor)	N/A	2/ 3 employee
Take Away Food with on-site seating and drive through	The greater of 1/ 3 seats (indoor + outdoor) 1/ 2 seats (indoor)	N/A	2/ 3 employee
Medical Centre	The greater of 3/ health care professional 4/ 100sq.m	say 4	1/ all staff 1/ ambulance
Veterinary surgery	2/ veterinarian		1/ all staff
Shop-Top Housing	(Including visitor) 1.25/ 1 bed dwelling 2/ 2+ bed dwelling	N/A	N/A
Place of Worship Place of public entertainment	The greater of 1/ 4sq.m 1/ 5 seats	say 25	1/ staff 1 bicycle and 1 motorcycle space/ 25 car parking spaces after the first 25
Community/ Civic facilities	1 / 40sq.m GFA	2.5	1/ staff 1 bicycle and 1 motorcycle space/ 25 car parking spaces after the first 25
Gymnasium	The greater of 1/ 20sq.m or 1/ 2 students (additional requirements if back to back classes)	say 5	1/ staff

As can be seen from Table 2.1, a number of car parking rates are based on staff/ practitioner numbers as opposed to general requirements based on a floor area. This adds difficulty in the assessment of future parking requirements in the Town Centre as staff/ practitioner densities vary

from land use to land use and may change over time post development approval. However, reasonable estimates can be calculated and will better reflect demand for staff/ employee.

2.4 Land Uses and Floor Areas

The Albion Park Town Centre contains a diverse range of land uses including the following:

- Retail
- Food and Beverage
- Educational
- Medical
- Office
- Leisure and Recreation
- Shop top housing.

A detailed floor area breakdown within the Town Centre is provided in Table 2.2. These floor areas were obtained from Hill PDA's Property Market Appraisal of the Albion Park Town Centre.

Table 2.2: Existing Land Uses

Description	Floor Area (sq.m)
Supermarket & Grocery Stores	4,162
Specialty Food Stores	2,815
Fast-Food Stores	775
Restaurants, Hotels and Clubs	530
Clothing Stores	350
Bulky Goods Stores	950
Other Personal & Household Goods Retailing	1,658
Selected Personal Services	778
Total	12,018

Source: Hill PDA 2013

3. Existing Parking Conditions

Albion Park Town Centre contains a range of on- and off-street parking areas with varying levels of formalisation. Property specific informal parking areas can be found behind properties fronting Tongarra Road. It is likely that this has occurred as a requirement of each individual development over time. Much of this supply appears private, associated with specific business and staff, with a number of these spaces including signage.

The three largest formalised off-street car parks are located at:

- Albion Park Shopping Village, near to the core of the Town Centre
- Albion Park RSL, north-west of the Town Centre
- Albion Park Library and skate park, adjacent to the south-west region of Russell Street.

3.1 Car Parking Supply

Within the study area approximately 960 car parking spaces were identified. Of these spaces, 810 are off-street spaces with 147 on-street spaces. This includes informal off-street parking areas behind shops where vehicles were observed to park.

The Town Centre's largest off-street car parking area is located as part of Albion Park Shopping Village where there are approximately 218 spaces. This includes approximately 17 spaces in the "service vehicle" area along the south boundary of the site.

Supply of informal unmarked areas have been estimated by area measurements with the assumption that vehicles will generally space out further in these areas, in which case 3.0m was assumed. It is likely that formalising these areas would result in higher yields.

A map of the surveyed car parking areas is shown in Figure 3.1 with kerbside parking represented by blue lines and off-street parking areas represented by boxed areas. An inventory of car parking areas, supply and demand is provided in Appendix A.

Figure 3.1: Albion Park Town Centre Car Parking Survey Areas

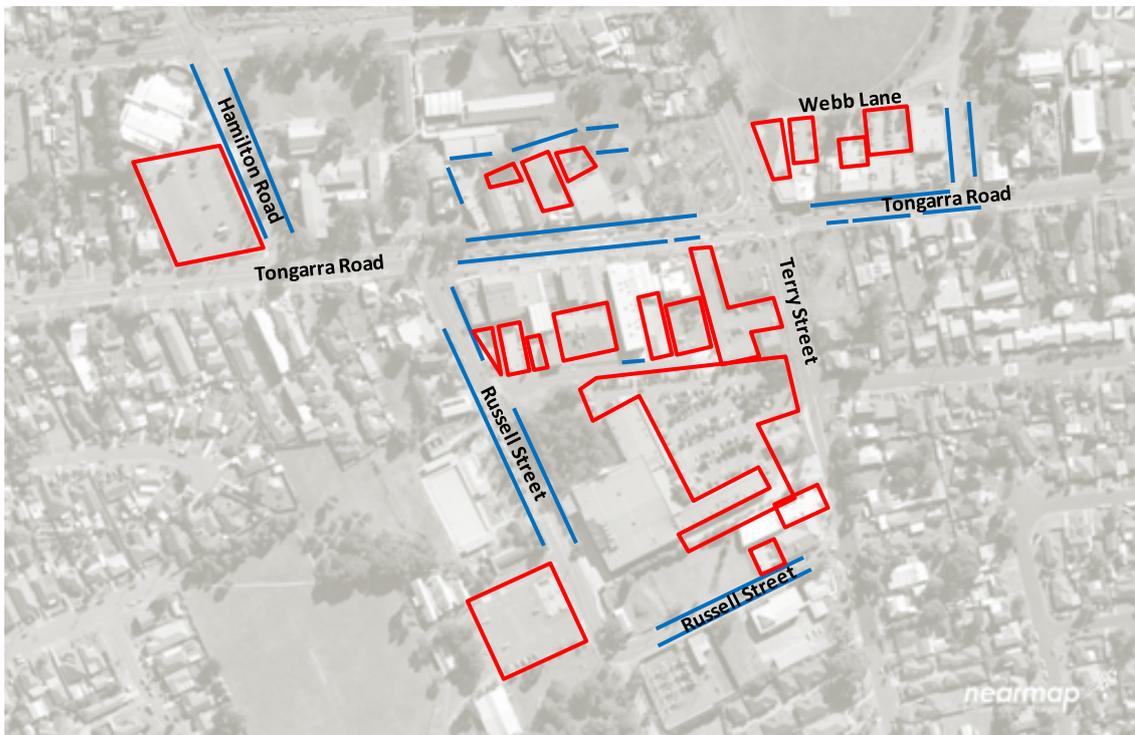


Image source: Nearmap used under licence

It is important to note that areas of Tongarra Road and Terry Street that fall within the study area do not permit parking. Parking is permitted north of Webb Lane on Terry Street, however vehicles were not observed to park in this area. The inventory of car parking areas, supply and demand is provided in Appendix A of this report.

3.2 Car Parking Demand

Parking demand surveys were undertaken by GTA Consultants within the Town Centre during the following periods:

- Thursday 17 October hourly from 11:00am – 4:00pm
- Saturday 19 October hourly from 11:00am – 1:00pm.

Car parking demand was relatively consistent throughout each survey period. Total parking demand ranged between 420 and 470 spaces on the Thursday and 340 and 400 spaces on the Saturday. This represents a fluctuation of up to 60 spaces during each survey period.

The results of these surveys are summarised in Figure 3.2 and Figure 3.3 for the Thursday and Saturday survey periods respectively.

Figure 3.2: Thursday Parking Demand – Whole Study Area

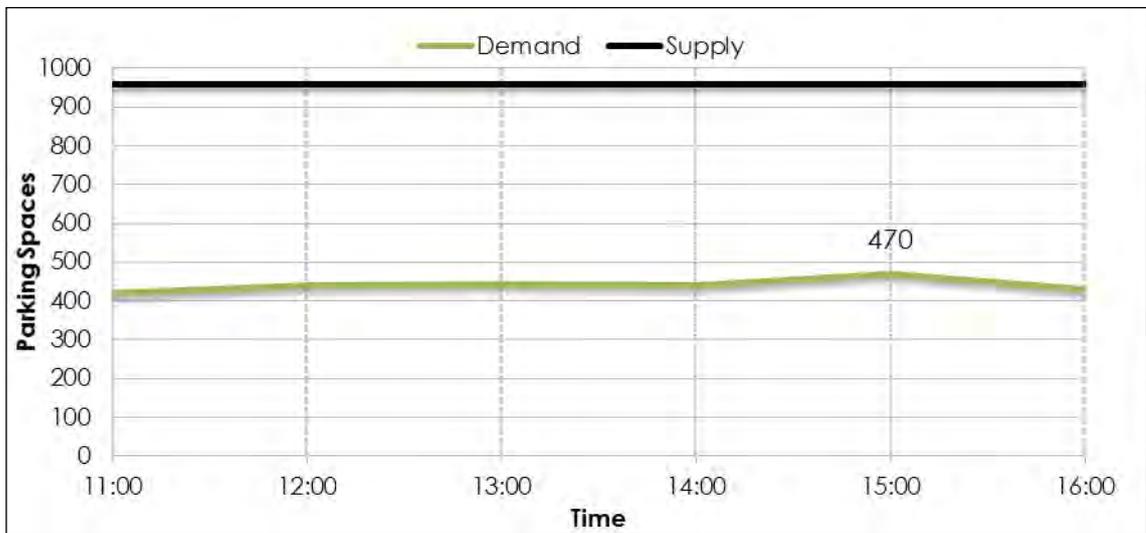
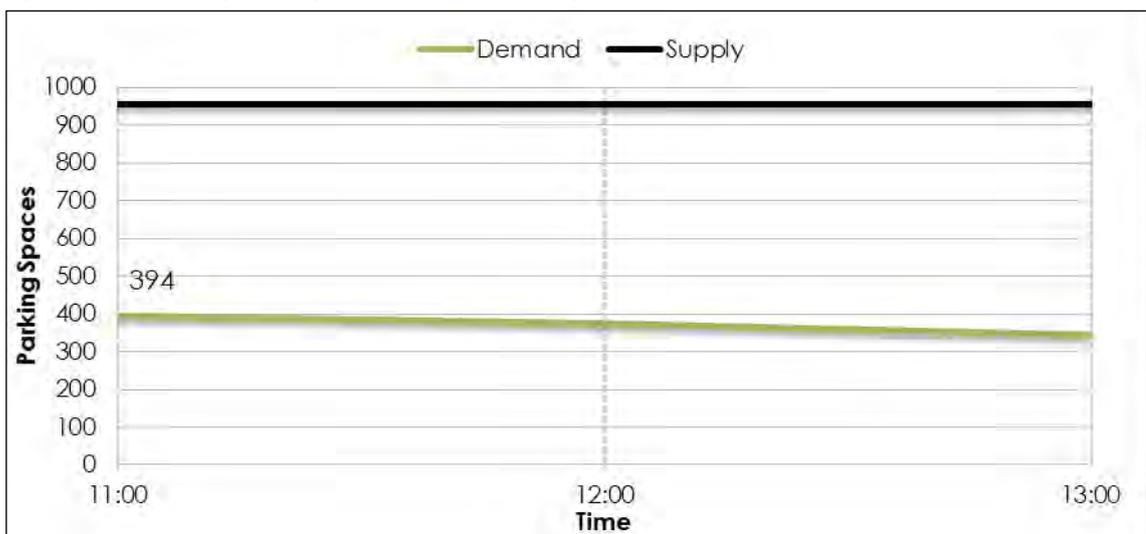


Figure 3.3: Saturday Parking Demand – Whole Study Area



3.2.1 Peak Demand Analysis

Overall, the recorded peak demand for the study area occurred on Thursday at 3:00pm, with a car parking demand of 49%.

An increase in demand was also observed at this time and generally attributed to school pick-up activity in the vicinity of Albion Park Public School. This included the areas of McGrath Lane, Russell Street and the Albion Park RSL car park.

Due to the nature of car parking surveys, the area adjacent to Hamilton Road was surveyed at the end of each hourly observation. Therefore, the peak school pick-up activity may not have been captured. Notwithstanding this, increased demand in areas surrounding the school were still observed.

The parking demand during the peak period is shown in Figure 3.4, and provides percentage demand and actual number of parked cars within defined zones.

Figure 3.4: Peak Parking Demand – Thursday 3:00pm

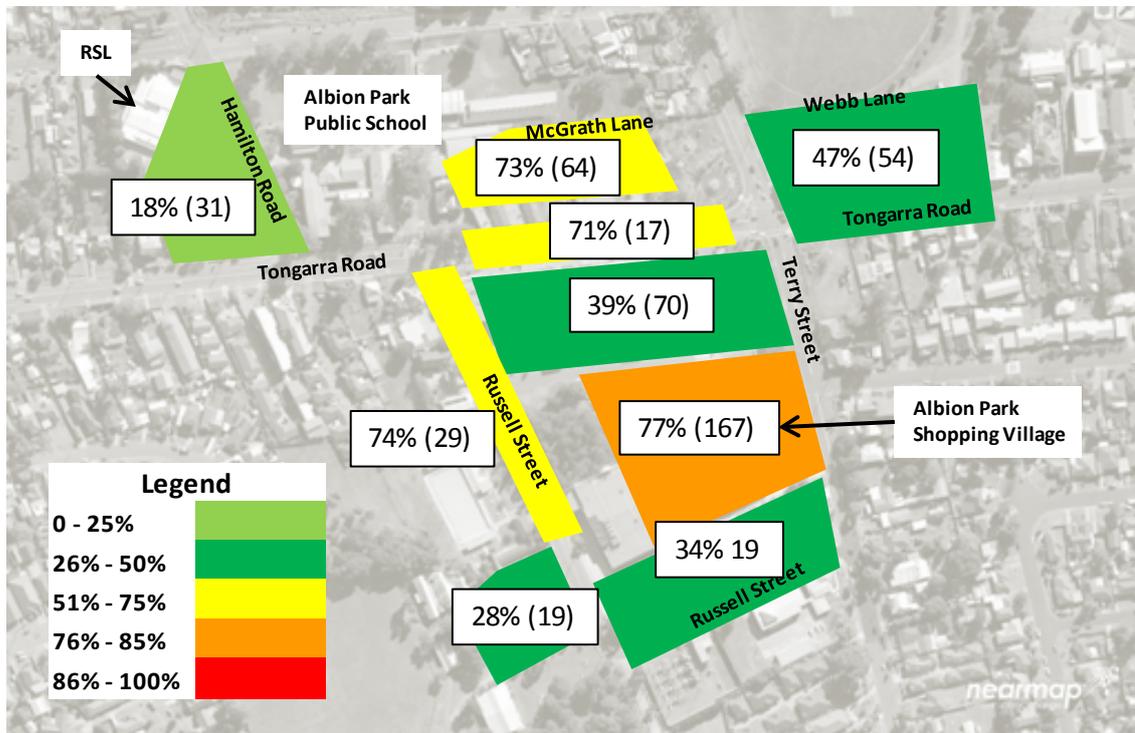


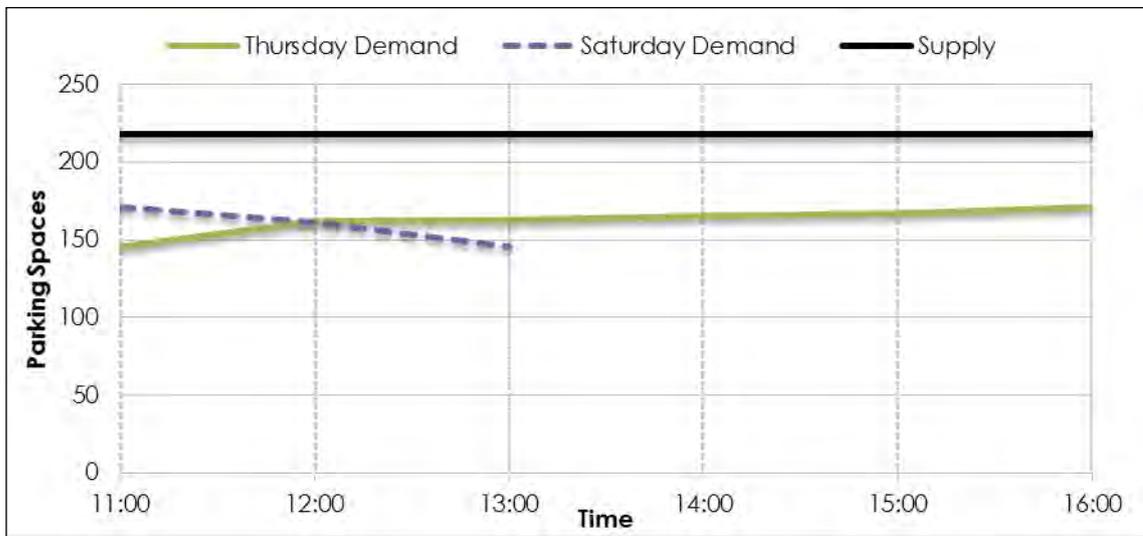
Image source: Nearmap used under licence

3.2.2 Albion Park Shopping Village

The Albion Park Shopping Village is the largest and notably busiest car parking area within the Albion Park Town Centre. Consistently high demand was noted on both survey days. It is also noted that the peak demand recorded were an identical 171 spaces at 4:00pm and 11:00am on the Thursday and Saturday survey periods respectively. This represents 78% demand and 47 vacancies.

As would be expected, car parking demand was highest in the areas closest to the shop frontages with the majority of these spaces limited to 15 minute and 30 minute parking restrictions. The Thursday and Saturday parking demand within the Albion Park Shopping Village car park are shown in Figure 3.5.

Figure 3.5: Thursday Parking Demand - Albion Park Shopping Village



3.2.3 On-Street and Off-Street Comparison

A comparison demand percentage of the on-street and off-street for the Thursday and Saturday survey period is shown in Figure 3.6 and Figure 3.7 respectively.

Car parking demand for both on-street and off-street parking was generally consistent throughout each survey period though there was a slight decrease in on-street parking demand during the Thursday lunchtime period (12:00pm to 2:00pm).

Figure 3.6: Thursday Parking Occupancy (Percentage)

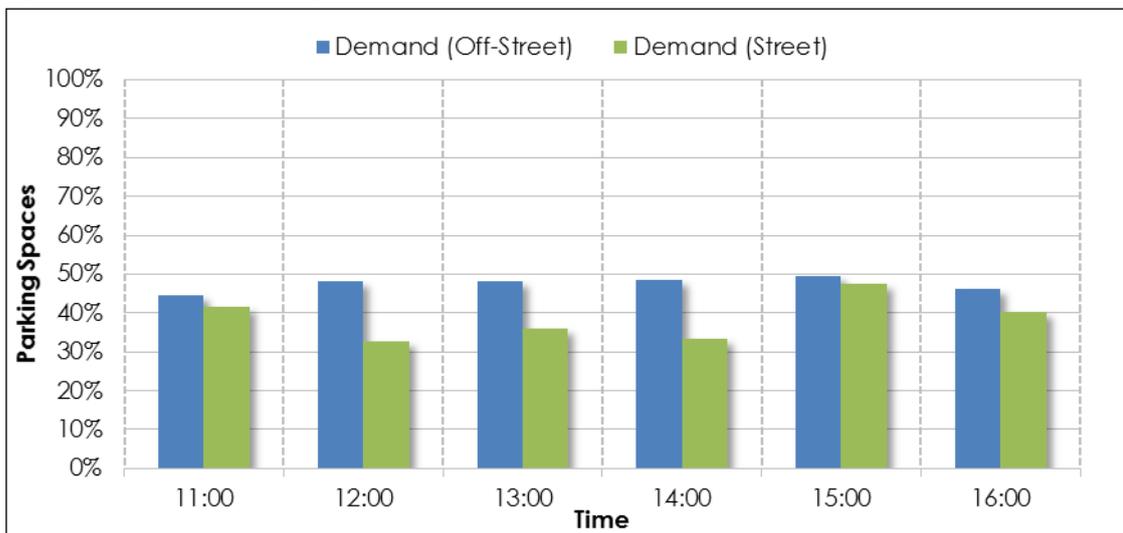
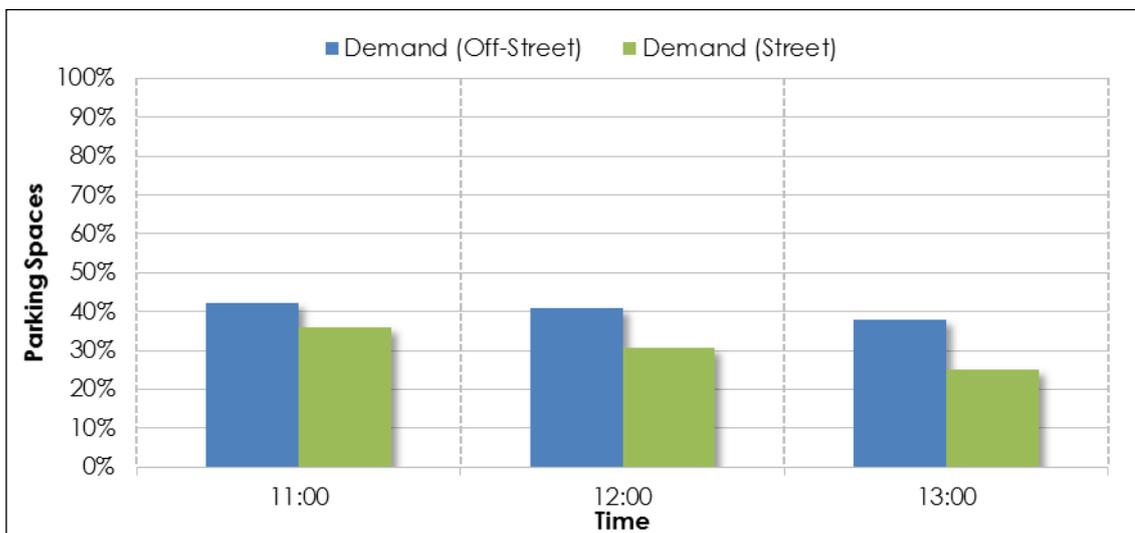


Figure 3.7: Saturday Parking Occupancy (Percentage)



3.2.4 Car Parking Controls

Car parking was separated into three general categories for analysis. These are described as follows:

- short term parking
- unrestricted parking
- private and restricted use parking.

Short Term Parking

Short term parking includes time restricted parking with durations between 15 minutes and 2 hours. There are approximately 91 short term parking spaces within the Town Centre.

Short term parking demand ranged between 66% - 77% on the Thursday, and 68% - 80% on the Saturday, with the Saturday peak recorded at 12:00pm. Some short term parking restrictions end at 12:30pm on Saturday at which point 26 spaces become unrestricted.

Unrestricted Parking

There are approximately 639 unrestricted parking spaces within the Town Centre. During the weekday period, unrestricted parking demand was between 38% - 42% with the exception of the 3:00pm period when demand was 48%. On the weekend, demand ranged between 33% - 36%.

Private and Restricted Use Parking

Car spaces within this category include disabled parking, designated private car parking, taxi zones and parking that was not available to the general public during the survey period. The peak demand for these spaces was 52% at 11:00am on the Thursday. At all other times, demand ranged between 35% and 48%.

3.3 Future Increased Parking Demand Summary

Overall, the surveys indicate that the Town Centre has spare capacity to accommodate additional parking demand. The requirement for provision of additional parking within the Town Centre is dependent on the location of future developments and availability of existing nearby

car parking. As such, the available parking supply and anticipated future demand should be assessed as part of any future development.

Future developments should also be encouraged to consolidate existing parking. This may contribute to an increase in efficiency and reduce the extent of traffic circulating within the Town Centre.

The survey results indicate that Albion Park Shopping Village would have limited scope to increase retail floor area without an associated increase in on-site parking. It is expected that additional parking could be accommodated by use of basement/ podium parking.

Parking areas away from the Town Centre core experienced lower demand during each survey period, particularly Albion Park Library and Albion Park RSL off-street car parks. It is likely that Albion Park RSL would experience peak parking demand during evening periods. As such there is potential to share associated parking spaces with land uses that are active during daytime periods.

4. Development Capacity

4.1 Albion Park Town Centre Master Plan

The Albion Park Town Centre Master Plan is being developed to guide the future development within the Town Centre, as well as improving the layout and structure of the Town Centre. The plan will also seek to concentrate future development within the core retail zone.

Where possible, it is expected that car parking will be consolidated into future developments through the provision of basement/ podium car parks. An overview of the Albion Park Master Plan is shown in Figure 4.1.

Figure 4.1: Albion Park Town Centre Master Plan



Source: Albion Park PCG Workshop 1, McGregor Coxall, 2013

4.2 Additional Development Capacity

Hill PDA has undertaken an assessment of the Albion Park Town Centre and estimated the future additional retail and commercial floor area requirements through to 2021. These are reproduced in Table 4.1 and indicate that an additional 4,726sq.m would be required to meet future estimated demand. The majority of this demand is within the supermarket and grocery sector due to further residential growth to the west of the Town Centre.

Table 4.1: Estimated Additional Floor Area 2021

Description	Floor Area (sq.m)
Supermarket & Grocery Stores	3,776
Specialty Food Stores	-603
Fast-Food Stores	-109
Restaurants, Hotels and Clubs	627
Clothing Stores	354
Bulky Goods Stores	-208
Other Personal & Household Goods Retailing	514
Selected Personal Services	375
Total Estimated Additional Requirement (Net)	4,726

Source: Hill PDA 2013

4.3 Future Parking Requirement

Based on the above estimated floor area and Council’s DCP requirements, it is expected that there would be requirement for approximately 340 additional publicly available car parking spaces during typical peak periods. This represents a high level assessment of additional parking within the Town Centre. Future developments may generate a higher parking demand based on more detailed assessments of proposed land uses.

The parking demand surveys indicate that during the peak survey period (Thursday 3:00pm), approximately 470 of the 960 available spaces were occupied, resulting in approximately 490 vacant spaces. Assuming that these spaces would be available to the general public, the estimated future car parking demand would be able to be accommodated within the existing Town Centre parking supply.

However, consideration must be given to where parking demand will occur within the Town Centre in line with the future development. Given the more local nature of Albion Park Town Centre, as discussed above, retail customers generally expect short walking distances for the centre to be competitive with larger retail centre offerings in the region.

As identified earlier, Albion Park Shopping Village experiences relatively high parking demand. Further intensification within this area would lead to higher centralised parking demand. This would be further exacerbated if the shopping centre was expanded to include an additional supermarket. As such, despite overall parking capacity existing in the Town Centre, additional car parking would be required in close proximity to any substantial new development.

It is noted that private parking requirements associated with residential and commercial developments within the town centre would need to be catered for within the respective property boundaries or appropriate Section 94 contributions made. Parking requirements for these developments are set out within the Council’s DCP and Section 94 Contributions Plan.

4.4 Consolidation of Parking

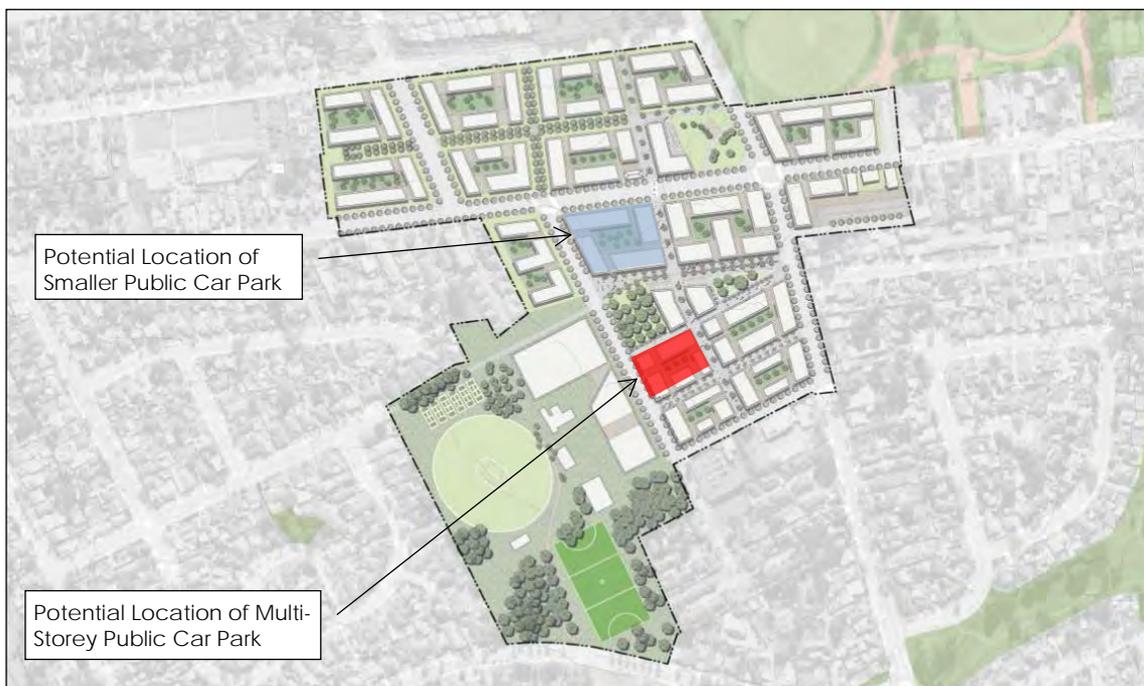
As part of the Master Plan, public car parking within the Town Centre would ideally be consolidated into several larger car parks located within close proximity to key attractors (retail, community facilities). These new parking facilities could include basement or multi-storey (above-ground) car parks, with access via local roads to minimise any associated traffic congestion and/or queuing. The cost of such parking arrangements is acknowledged and it is understood that

multi-storey or podium-style parking is more likely, noting similar access requirements. Two potential locations that would be suitable for a public car park are shown in Figure 4.2.

A large multi-storey car park could be integrated with the proposed development in the south west corner of the town centre. Initial estimates indicate between 250 and 300 parking spaces could be provided over 3 levels. Retail/ commercial development could be incorporated at ground level to activate the frontages, particularly pedestrian areas.

A smaller car park in the order of 100 spaces could also be implemented closer to Illawarra Highway to complement the above car park and distribute the traffic impacts. This could be associated with a larger retail outlet. Larger retail outlets (Supermarket/ Mini-major Retail) generally favour the integration of parking within their development. The future retail projections provided by Hill PDA, indicate an additional supermarket within the town centre. As such a portion of the proposed additional public parking requirement may be offset by a car park provided as part of any such development.

Figure 4.2: Possible Multi-Storey Car Park Locations



With the consolidation of public parking within larger car parks, retail developments would be required to provide financial contributions to these car parks in lieu of full on-site provisions. This is anticipated to be consistent with standard Section 94 development contributions under the 1979 NSW Environmental Planning and Assessment Act.

5. Conclusion

- i A parking survey of the Albion Park Town Centre was conducted to assess existing demand and identify the likely parking requirements associated with future development of the Albion Park Town Centre.
- ii Existing floor areas were provided by Hill PDA and a broad level assessment indicates the Albion Park Town Centre current has a retail floor area of approximately 12,000 sq.m.
- iii The Albion Park Town Centre currently contains approximately 960 car parking spaces in a range of on-street, off-street, formal and informal areas.
- iv The peak parking demand of 470 spaces (49% occupancy) was recorded at 3:00pm during the weekday survey period.
- v Albion Park Shopping Village experienced consistently high demand between 67% and 78% during the survey periods. This is also the highest capacity off-street parking area within the Albion Park Town Centre.
- vi Hill PDA's economic assessment indicates that there is a potential additional retail floor area demand of 4,726sq.m in the year 2021.
- vii Based on Hill PDA's economic assessment of the future land uses and DCP parking rates, Albion Park Town is expected to generate an additional parking requirement of approximately 340 car parking spaces in 2021.
- viii Overall there is spare parking capacity within Albion Park Town Centre.
- ix Parking provision of any future development should be based on the availability of nearby parking, together with the specific parking requirement of each development.
- x Albion Park Town Centre has the capacity to accommodate additional development with the existing car parking supply. It is however noted that land use intensification within the Town Centre core would require additional assessment of localised capacity.
- xi There is potential to consolidate parking within the town centre into one or two multi-storey car parks.
- xii Section 94 development contributions could be used to raise funds to develop these car parks.

Appendix A



Car Parking Survey Results

										Demand								
			Between	Restriction						Thursday 17 October 2013						Saturday 19 October 2013		
Street	On-street (S) Off-street (O)	Side		Restriction Code	2nd Restriction Code	Type	Hours	Days	Supply	11:00	12:00	13:00	14:00	15:00	16:00	11:00	12:00	13:00
Russell Street	O	W	Library car park	U	U	UR			60	5	7	11	25	18	18	9	5	1
Russell Street	O	W	Library car park	R	R	Staff			3	1	1	1	1	1	1	2	1	0
Russell Street	O	W	Library car park	R	R	Disabled			5	1	0	0	0	0	1	2	0	0
Russell Street	S	N	Terry St	U	U	UR		Library C.P.	15	2	0	0	0	0	0	0	0	0
Russell Street	S	S	Terry St	U	U	UR		Library C.P.	11	0	1	0	0	0	0	0	0	0
Russell Street	O	N	Medical Centre	R	R	Private			14	7	8	8	7	10	6	6	5	2
Terry Street	O	W	Anytime Fitness	R	R	Private			16	6	7	7	9	9	11	6	7	2
Terry Street	O	W	Albion Park Shopping Village	R	R	Service Vehicles			17	12	10	8	8	9	10	6	5	5
Terry Street	O	Adjacent, South	Albion Park Shopping Village	S	S	15 min			13	8	12	12	11	11	10	12	13	11
Terry Street	O	Adjacent, West	Albion Park Shopping Village	S	S	30 min			14	13	13	12	13	14	14	13	12	13
Terry Street	O	Adjacent, S-W corner	Albion Park Shopping Village	R	R	Disabled			4	3	3	3	3	2	0	4	3	3
Terry Street	O	East	Albion Park Shopping Village	U	U	UR	Eastside		55	29	31	33	31	32	30	32	24	24
Terry Street	O	Main	Albion Park Shopping Village	U	U	UR	Main Area		115	81	93	95	99	99	107	104	104	90
Tongarra Road	O	S	155-161 behind shops	R	R	Private			44	14	17	13	16	11	10	13	11	9
Russell Lane	O			R	R	Private		151	4	2	2	3	2	1	1	4	2	1
Russell Lane	O			R	R	Private		149	12	11	8	11	10	6	7	7	7	6
Russell Lane	O		KFC	U	U	UR			28	9	8	11	10	10	11	10	8	9
Tongarra Road	O		Cellarbrations/ Albion Park Hotel	U	U	UR			60	27	30	31	26	24	27	14	23	24
Tongarra Road	S	N	Terry St	S	S	2P		Halket Lane	11	7	4	8	5	5	5	5	9	7
Tongarra Road	S	S	Terry St	R	R	No Stop	3pm-6pm	M-F	2	0	0	0	0	0	0	1	0	0
Tongarra Road	S	S	Terry St	S	S	1/4P	8:30am-6pm	M-F	3	2	0	1	2	2	1	1	1	2
Tongarra Road	S	S	Terry St	S	U	2P	8:30am-6pm	M-F	3	3	2	2	2	3	2	2	0	3
Halket Lane	S	E	Tongarra Rd	U	U	UR		Webb Ln	10	8	7	3	6	5	8	4	2	2
Halket Lane	S	W	Tongarra Rd	U	U	UR		Webb Ln	5	3	1	1	2	2	3	1	0	0
Halket Lane	O	W	Waterwell	R	R	Private			5	3	2	2	2	2	2	3	3	2
Tongarra Road	O	N	Rear of 122A-B VET Hospital	R	R	Private			18	16	18	18	16	19	19	15	15	14
Tongarra Road	O	N	128-130 behind shops	R	R	Private			10	6	3	2	3	3	6	9	9	8
Terry Street	O	E	Corner site btw Webb Ln & Tongarra Rd	R	R	Private			48	18	16	17	15	13	13	14	18	17
Tongarra Road	S	S	Terry St	R	R	Taxi		Russel Ln	1	0	0	0	0	0	0	0	0	0
Tongarra Road	S	S	Terry St	S	U	1P	8:30-6:00	M-F	12	8	9	11	13	9	11	11	13	10
Tongarra Road	S	N	Terry St	S	U	1P	8:30am-12pm	Sat	11	6	4	6	3	8	3	7	6	5
Tongarra Road	S	N	Terry St	S	U	1P	8:30-6:00	M-F	11	6	4	6	3	8	3	7	6	5
Tongarra Road	S	N	Terry St	S	U	1P	8:30am-12pm	Sat	11	6	4	6	3	8	3	7	6	5
McGrath Lane	O	N+S	North West Area 144 Tongarra Rd	U	U	UR			13	3	4	3	2	9	1	1	1	0
McGrath Lane	O	S	Albion Park Service Centre	U	U	UR			15	5	5	6	9	10	9	3	2	2
McGrath Lane	O	N	146-148 Tongarra Rd	U	U	UR			14	5	5	5	6	14	1	0	0	0
McGrath Lane	O	S	Ray White + Florist	U	U	UR			22	7	7	12	11	17	7	6	4	3
McGrath Lane	O	S	Laundrette	R	R	Private			4	4	4	4	4	4	4	2	2	2
McGrath Lane	O	N	150A Tongarra Rd	U	U	UR			8	5	4	3	6	6	4	3	1	3
McGrath Lane	O	S	Cater Gray 152 Tongarra Rd	R	R	Private			3	3	3	3	2	2	2	0	0	0
McGrath Lane	O	NW	Private	R	R	Private			9	7	4	5	5	2	3	1	3	5
Hamilton Road	S	W	Tongarra Road	U	U	UR		Taylor Road	12	4	5	5	3	5	3	3	3	3
Hamilton Road	S	E	Tongarra Road	U	U	UR		Taylor Road	12	0	0	1	2	2	2	0	0	0
Hamilton Road	O	E	RSL	U	U	UR			145	34	44	27	19	24	12	20	20	35
Russell Street	S	E	Tongarra Road	U	U	UR		Russel Ln	6	5	4	5	3	5	4	2	4	2
Russell Street	S	E	Russell Street	U	U	UR		SW corner	16	5	5	5	3	8	6	6	3	3
Russell Street	S	W	SW corner	U	U	UR		Tongarra Rd	17	8	6	5	5	16	11	10	4	0
Russell Street	O	E	Rear of 171-173 Tongarra Rd	R	R	Private			5	3	3	4	3	3	5	1	2	1
Tongarra Road	O	S	Rear of 167-169	S	S	Private	1/2P		24	13	18	18	17	15	21	18	19	11
Tongarra Road	O	S	Rear of 163-165 Tongarra Rd Albion Cellars	R	R	Private			3	0	1	1	1	0	0	1	1	3
Total									957	422	439	442	441	470	432	394	375	343

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