

The background of the entire page is a high-angle architectural rendering of the Strathfield Central development. It shows two tall, modern buildings with extensive glass facades and vertical gardens. The buildings are connected by a network of white lines and dots, resembling a web or a data network. The sky is blue with a few birds. At the bottom, there is a street-level view of the same area, showing people walking, a playground with children, and a grassy area. The overall aesthetic is modern and urban.

# STRATHFIELD CENTRAL SOCIAL AND ECONOMIC IMPACT ASSESSMENT

SEPTEMBER 2019

PREPARED FOR  
MEMOCORP AUSTRALIA



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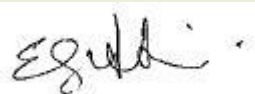
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## Reviewer

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Signature



Dated

20/09/19

Report Details

Job Number

C19111

Version

**Final**

File Name

Strathfield Plaza SEIA

Date Printed

20/09/19



Grimshaw 2019

## EXECUTIVE SUMMARY

Memocorp Australia engaged HillPDA to prepare a Social and Economic Impact Assessment (SEIA) to accompany a Planning Proposal for a proposed mixed-use development at the Strathfield Plaza, hereafter known as Strathfield Central.

The site is currently underutilised with a large portion of the site being a podium carpark.

### The Planning Proposal

The Planning Proposal seeks an increase of FSR from 7.5:1 to 9.5:1 which will facilitate the development of a five tower integrated mix of uses comprising of at grade and subterranean retail space with podium commercial office space above. Residential apartments are located from level 2 to 38. A key feature of the proposal is the substantial public plaza with through site links to the transport hub and train station.

A total of around 107,000sqm of mixed-use gross floor area (GFA) would be developed comprising of:

- 16,000sqm GFA of retail plaza at the ground and lower floors with provision for supermarkets, speciality retail, restaurants and cafes;
- 16,000sqm GFA of commercial office campus with versatile floorplates to support a broad range of market requirements;
- Dedication of 700sqm GFA to community space;
- Provision for 10% of the GFA uplift dedicated to 'key worker' subsidised rental housing for 10 years;
- ~2,500sqm multi-purpose public domain area which can accommodate community events or can be used informally, contributing to social cohesion;
- A new transport hub for the Strathfield community; and
- Around 753 apartments.

### Employment Generating Uses

The Strathfield Local Environmental Plan (SLEP) Cl6.8 applies additional provisions for development in the Strathfield Town Centre. Specifically Cl6.8 requires 70% of the current maximum FSR at 7.5:1 for employment generating uses. The Planning Proposal provides 32,700sqm GFA of employment generating uses which equates to 31% of the proposed total GFA. The application of Cl6.8 to an FSR of 9.5:1 would equate to 74,900sqm GFA.

Using the Transport Performance and Analytics (TPA) employment projections data we calculate the total office floorspace demand at in Strathfield Local Government Area (LGA) to generate an additional demand of 35,800sqm - 47,700sqm GFA. If the Planning Proposal provided 74,900sqm GFA, this would oversupply the local market by 157%-209% of the estimated 10-year demand for the LGA.



**Based on the forecast, it is economically unjustifiable for the Planning Proposal to provide 70% of the total GFA (74,900sqm GFA).**

The outcome of this quantum of employment floorspace would likely undermine the centres' economic demand for the next 10 years; as well as affect rents, and potentially create an undesirable outcome for the town centre.

The Planning Proposal provides an 18,900sqm GFA net increase of employment floorspace which would capture between 40%-53% of the estimated forecast 10-year demand for the LGA.










This Planning Proposal meets the overarching objective and intent of the SLEP Cl6.8 by providing additional employment floorspace in the town centre and is a considerable contribution to the Strathfield LGA. Providing 74,000sqm GFA of employment floorspace in one development is unrealistic.

Further, discussions with local agents found there is a demand for higher quality commercial office space than the existing B and C Grade stock currently available, but there would be limited/ constrained demand for a >50,000sqm GFA commercial tower. Agents also mentioned they regularly receive enquires for quality co-working space that can provide jobs close to homes. HillPDA would add, given the infrastructure investment into Parramatta and Burwood, these two higher order strategic centres would be a first preference to construct >50,000sqm GFA speculative office space. Parramatta and Burwood also possess significant competitive advantages over Strathfield Town Centre.

## Economic Benefits

An economic benefit snapshot of Planning Proposal from the Base Case is as follows:

		Base Case (i.e. do nothing)	Planning Proposal*	Above Base Case
<b>During Construction (1)</b>				
Economic Activity		Nil	\$2bil	+\$2bil
Jobs during construction		Nil	1,333	+1,333
Total jobs years from Construction		Nil	5,285	+5,285
<b>Post construction</b>				
Employment floorspace		13,800sqm	32,700sqm	+18,700sqm
Jobs on Site		608	1,421	+813
Staff Remuneration		\$24.8mil	\$280.3mil	+\$220.5mil
Gross Value Added to local economy		\$10.9mil	\$135.7mil	+\$125mil

1. Based on an estimated construction cost of \$660 million (\$2019)

Additional economic benefits include:

- Providing a catalyst for further investment in the locality;
- Contributing to increasing housing diversity and affordability in the LGA and District;
- Providing jobs closer to home and contributing to the LGAs employment targets;
- Contribute to Transit Orientated Development (TOD) objectives by concentrating more people near the train station and commercial services, thereby reducing the reliance on private motor vehicle travel and increasing the use of public transport; and
- Contributing to Sydney achieving the 30-minute city concept.

## Social Benefits

The table below highlights the social infrastructure audit finding and corresponding Planning Proposal benefits.



Audit findings	Corresponding benefit
The audit identified a lack of open space, retail and community/cultural facilities in the area.	This Planning Proposal includes approximately 2,500sqm GFA of formal and informal public spaces activated through ground floor hospitality, retail uses in a highly accessible location. This proposal includes 700sqm GFA community facility located in a prominent area within the development.
The LGA has a shortage of smaller more affordable dwellings suited to young couples and young families	The proposed residential component of the Planning Proposal will go some way to addressing this need. The Planning Proposal will also provide 10% of the GFA uplift dedicated to key worker subsidised rental housing for 10 years.
Existing connections around the Strathfield Train Station precinct are relatively poor	This proposal creates fluid transport hub that connects to the train station and other key locations in the Strathfield Town centre, enhancing the accessibility for workers, residents and visitors in the broader precinct. This would assist in the potential decrease of anxiety and stress that is associated with traffic congestion.

Other social benefits from the Planning Proposal include:

- The delivery of jobs and homes in a highly accessible location close to services;
- A significant contribution to employment opportunities and diversity through the provision of around 5,285 jobs years during construction, and 1,421 additional local jobs upon completion;
- Increased housing diversity including an increase in the supply of dwellings that are more affordable for couples and young families;
- The increase in employment floorspace coupled with high quality retail space that will draw in workers and visitors from a broader catchment, facilitating opportunity for social interaction and ideas sharing;
- Improving the identity and character of Strathfield by locating an iconic mixed use precinct at the gateway of centre of the Strathfield Town Centre; and
- The potential to reposition Strathfield as a contemporary workplace and destination with a stimulating day and night time economy.

## Planning contribution

The table below summarises Strathfield Central's strategic and local planning contribution.

Plan	Relevance
The Sydney Plan Greater Region	<p>The Greater Sydney Region Plan indicates that local centres are to attract a collection of local businesses to support job growth. Local centres such as Strathfield provide a quality public realm focusing on a human-scale and locally accessible open space that supports liveable communities, to embody vibrant, safe places. As such Local centres become a focal point of neighbourhoods that deliver transit-oriented development, with co-located facilities and social infrastructure to service the community.</p> <p>The overall planning objectives for Greater Sydney are mirrored in the Proposal, where strong housing delivery is planned with complementary land uses and public open space, leveraging land with high transport amenity.</p> <p>Significant transport investment is planned for Strathfield, which is set to accompany an increase in residential and commercial activity in a form of transit-oriented development.</p>

	Aligning land-use policy with infrastructure delivery is a key component of the Greater Sydney Region Plan, and the Planning Proposal delivers this.
Eastern District Plan	<p>The development of Strathfield Central is well aligned to the Eastern City District Plan as it proposes new additional employment lands that is unencumbered for jobs growth. The proposed redevelopment leverages off the State Government's investment in the new rail to assist in meeting the 30-minute city vision and boost economic development in the Eastern Economic Corridor.</p> <p>Increasing housing supply and choice in the Eastern District is a core goal of the District Plan, and the proposal for around 753 dwellings would make a strong contribution to the housing supply target (2016-2021) of 3,650. Diversifying housing options in the area will allow downsizing to support ageing in place.</p>
Strathfield Economic Land Use and Employment Strategy 2010	The proposed redevelopment directly responds to the actions outlined in the Strathfield Economic Land Use and Employment Strategy 2010 by fostering high quality commercial floor space in the town centre, bolstered with public realm upgrades and a range of civic, retail and dining options.

**Overall, the Planning Proposal would provide a significant benefit to the social and economic environment of Strathfield and is supported.**

# INTRODUCTION



# 1.0 INTRODUCTION

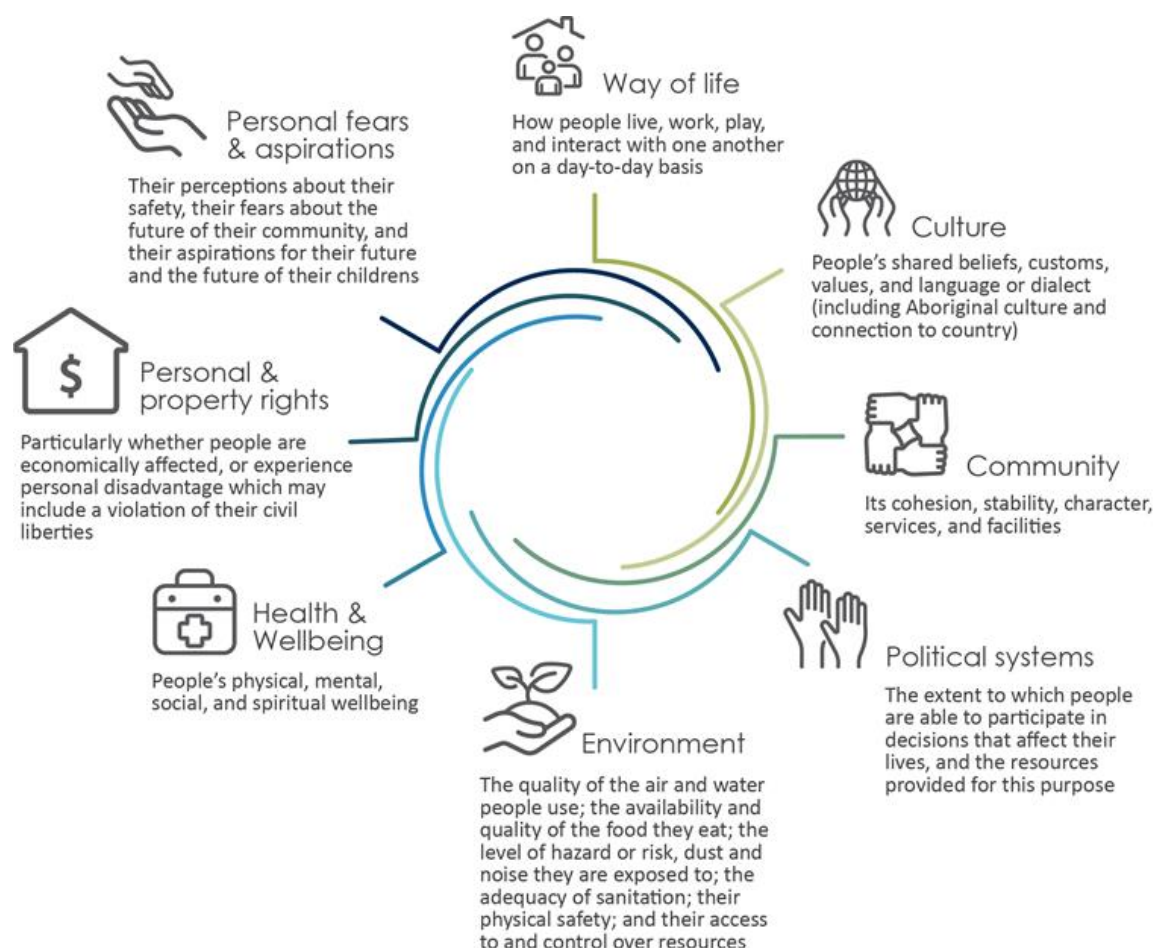
HillPDA has been engaged by Memocorp Australia to prepare a Social and Economic Impact Assessment (SEIA) to accompany a Planning Proposal for consideration by Strathfield Council in regard to a proposed mixed-use development at the Strathfield Plaza, located at 11 The Boulevard, Strathfield, NSW 2135 (Strathfield Central).

This report provides an assessment of the social and economic impacts that may arise as a result of the proposed development. This Chapter outlines our approach and assessment methodology.

## 1.1 Defining social impacts

A social impact can be defined as the net effect of an activity on a community and the well-being of individuals and families. For the purpose of this assessment, social impacts are changes to one or more of the matters identified in Figure 1.

**Figure 1: Social impacts**



Source: Adapted from Vanclay, F. (2003). International Principles for Social Impact Assessment. Impact Assessment & Project Appraisal 21(1), 5-11

The guideline establishes social impacts as arising from changes that impact people in one of nine key areas:

Figure 2: Social impacts and definitions

- **way of life**, including:
  - how people live, for example, how they get around, access to adequate housing
  - how people work, for example, access to adequate employment, working conditions and/or practices
  - how people play, for example, access to recreation activities
  - how people interact with one another on a daily basis
- **community**, including its composition, cohesion, character, how it functions and sense of place
- **access to and use of infrastructure, services and facilities**, whether provided by local, state, or federal governments, or by for-profit or not-for-profit organisations or volunteer groups
- **culture**, including shared beliefs, customs, values and stories, and connections to land, places, and buildings (including Aboriginal culture and connection to Country)
- **health and wellbeing**, including physical and mental health
- **surroundings**, including access to and use of ecosystem services, public safety and security, access to and use of the natural and built environment, and its aesthetic value and/or amenity
- **personal and property rights**, including whether their economic livelihoods are affected, and whether they experience personal disadvantage or have their civil liberties affected
- **decision-making systems**, particularly the extent to which they can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms
- **fears and aspirations** related to one or a combination of the above, or about the future of their community

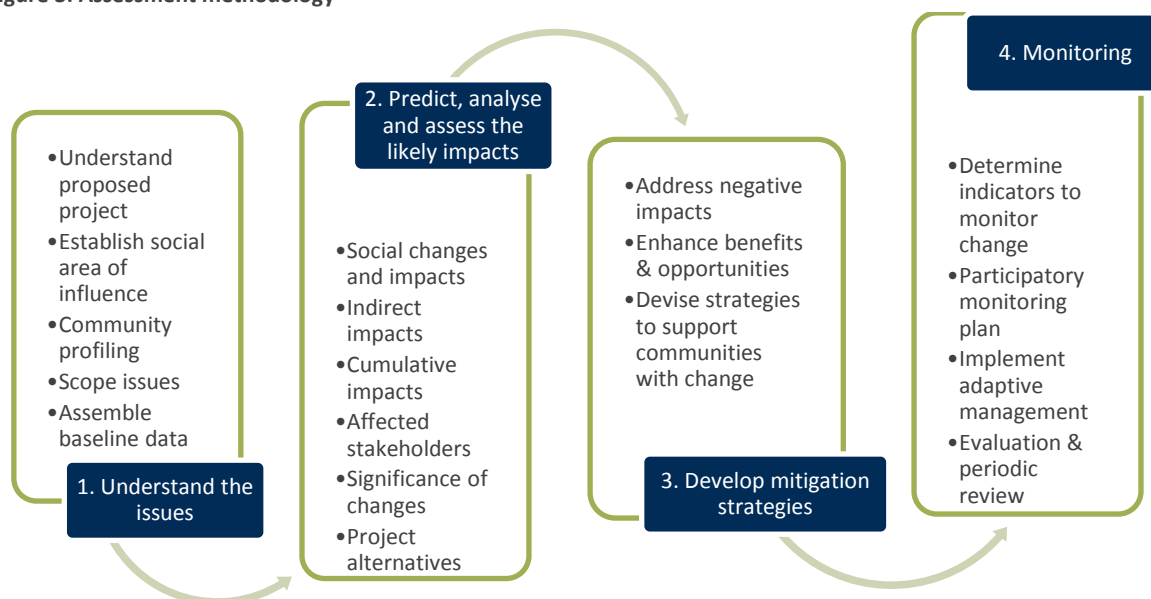
Source: NSW Planning & Environment (2017)

These categories correspond to a range of social and environmental matters that could be impacted by the Proposed Development.

## 1.2 Assessment methodology

Figure 3 presents the key steps and tasks undertaken as part a Social Impact Assessment.

**Figure 3: Assessment methodology**



Adapted from Vanclay, F., et al. (2015): p. 7



## 2.0 THE PROPOSAL

### 2.1 The Site and surrounds

The Strathfield Central is located at 11 The Boulevarde, Strathfield, NSW 2135, within Strathfield Local Government Area (LGA). The Strathfield Central is around 11,253sqm across one block with frontage to Churchill Ave, The Boulevarde and Redmyre Rd. The site of the proposed development is in Strathfield, approximately 100m to the south of the Strathfield Train Station.

An aerial photo of the Strathfield Central is shown in Figure 4.

**Figure 4: Strathfield Central**



Source: Sixmaps

The Strathfield Central currently accommodates the Strathfield Plaza. The Plaza is anchored by Woolworths supported by a number of food and beverage and speciality retail.

### 2.2 The Proposal

The Planning Proposal seeks to amend the height of building and floor space ratio development standards applicable to the site, under the Strathfield Local Environmental Plan 2012 (SLEP 2012), in accordance with Section 3.33 of the Environmental Planning and Assessment Act 1979 (EP&A Act). It also proposes to increase the cap on residential accommodation permitted on the site.

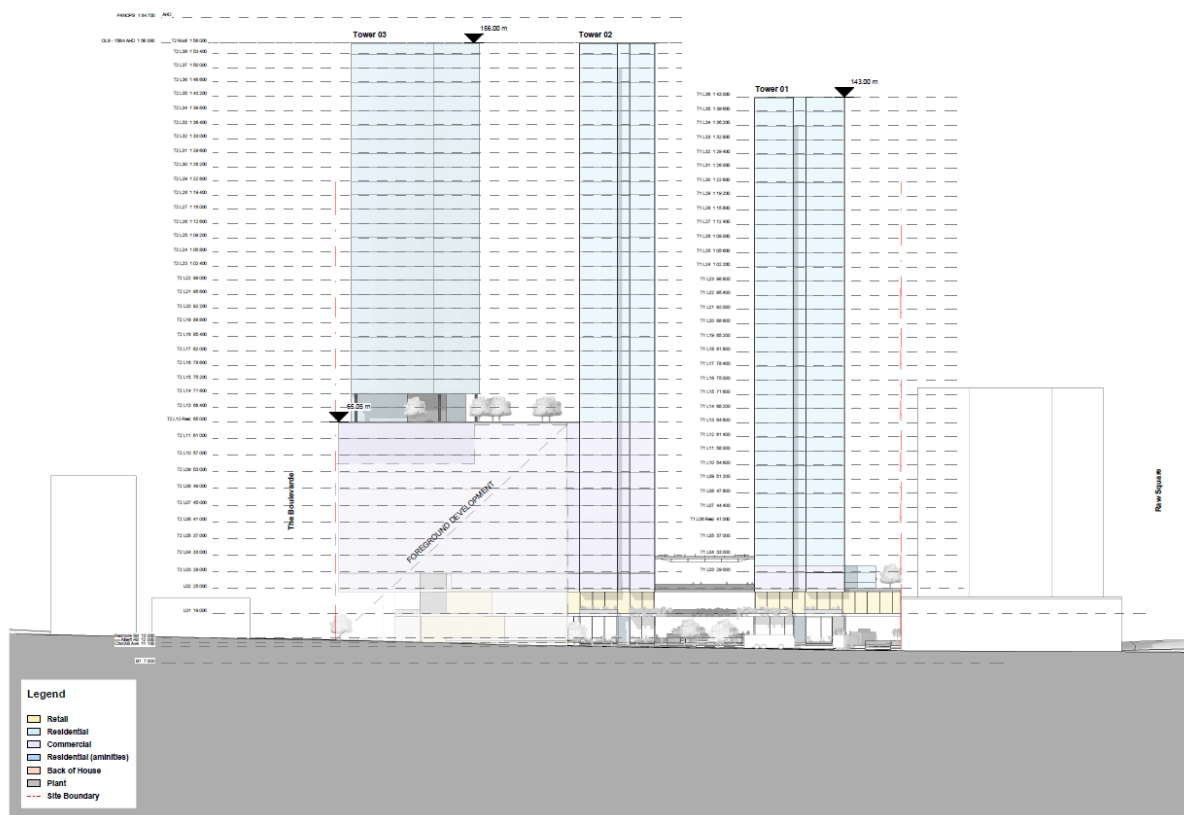
The intended outcome of the Planning proposal is to amend SLEP 2012 as follows:

- Amend the applicable maximum height of buildings development standard, under Clause 4.3: Height of buildings, to permit buildings with a height of up to 150 m.
- Amend the applicable maximum floor space ratio development standard, under Clause 4.4 Floor Space Ratio to permit a floor space ratio of 9.5:1 and identify Strathfield Plaza as “Area 4”.
- Remove application of Clause 4.4B Exceptions to floor space ratio (Strathfield Town Centre) to Strathfield Plaza.
- Amend Clause 6.7 Design excellence for Strathfield Town Centre to include “Area 4” on the Floor Space Ratio Map.
- Amend Clause 6.8: Additional provisions for development in Strathfield Town Centre on “Area 4” to increase the cap on residential accommodation permitted on the site to 70%.

These amendments will facilitate the redevelopment of the Strathfield Plaza site for a landmark mixed-use development, comprising:

- A vibrant and active 16,000sqm GFA retail plaza at the ground and lower floors with provision for supermarkets, speciality retail, restaurants and cafes.
- A publicly accessible through site link and plaza, providing much needed open space for the Town Centre, activating the ground plane and facilitating direct pedestrian connectivity between Strathfield Station and the wider precinct.
- A 16,000sqm GFA commercial office campus, with versatile floorplates to support a broad range of market requirements, interconnected by landscaped terraces and communal meetings spaces.
- Five residential towers ranging in height from 14 to 38-storeys providing approximately 753 apartments of varying sizes, typologies, and layouts including one, two, three and four bedroom units with rooftop communal open spaces. The mix of units is:
  - Studio 5%
  - 1-Bed Apartments 22%
  - 2-Bed Apartments 54%
  - 3-Bed Apartments 17%
  - 4-Bed Apartments 2%
- Provision for 10% of the GFA uplift dedicated to ‘key worker’ subsidised rental housing for 10 years.
- Dedication of a 700m<sup>2</sup> community centre.
- A new Transport Hub incorporating a bus interchange, taxi / ride-share drop-off and pick-up, and bicycle parking with direct connections to the existing Strathfield Station, facilitating and encouraging use of sustainable transport options.

Figure 5: Planning Proposal Churchill Ave Elevation



Source: Grimshaw

## 3.0 PLANNING AND POLICY CONTEXT

### 3.1 State Government

#### 3.1.1 Greater Sydney Regional Plan - Metropolis of Three Cities

The *Greater Sydney Region Plan* (the Plan) was developed by the Greater Sydney Commission (GSC) and released in March 2018. The Plan sets out a vision, objectives, strategies and actions for a metropolis of three cities across Greater Sydney over the next 40 years. These three cities are referred to as the Eastern Harbour City, Central River City and Western Parkland City.

The Strathfield LGA is located on the periphery of the Eastern City District. This region is identified for considerable transport investment in connecting Paramatta to the Sydney CBD. Western District is expected to see the largest population growth in the region set of which Strathfield is on the border. The following table set out the relevant directions and objectives of the Plan.

Table 1: Relevant directions and objectives – Greater Sydney Region Plan

Relevant directions	Relevant objectives
A city supported by infrastructure	<ul style="list-style-type: none"> <li>Infrastructure supports the three cities</li> <li>Infrastructure aligns with forecast growth – growth infrastructure compact</li> <li>Infrastructure adapts to meet future needs</li> </ul>



	<ul style="list-style-type: none"> <li>Infrastructure use is optimised</li> </ul>
A city for people	<ul style="list-style-type: none"> <li>Services and infrastructure meet communities' changing needs</li> <li>Communities are healthy, resilient and socially connected</li> <li>Greater Sydney's communities are culturally rich with diverse neighbourhoods</li> <li>Greater Sydney celebrates the arts and supports creative industries and innovation</li> </ul>
Housing the city	<ul style="list-style-type: none"> <li>Greater housing supply</li> <li>Housing is more diverse and affordable</li> </ul>
A city of great places	<ul style="list-style-type: none"> <li>Great places that bring people together</li> <li>Environmental heritage is identified, conserved and enhanced</li> </ul>
A well-connected city	<ul style="list-style-type: none"> <li>A Metropolis of Three Cities – integrated land use and transport creates walkable and 30-minute cities</li> <li>Western Economic Corridors are better connected and more competitive</li> </ul>

Source: Greater Sydney Regional Plan, Greater Sydney Commission, 2018

Delivery of these directions and objectives will mean that homes in Western Sydney will become increasingly connected to jobs and essential services. These jobs and essential services will be concentrated within the following centre hierarchy identified in the Region Plan:

- **Metropolitan Centre** – the economic focus of Greater Sydney, fundamental to growing its global competitiveness and where government actions and investment, including transport, will be focussed.
- **Strategic Centre** – enable access to a wide range of goods, services and jobs. Strategic centres are expected to accommodate high levels of private sector investment, enabling them to grow and evolve.
- **Local Centre** - collections of shops and health, civic or commercial services.

Specialised precincts including, commercial office precincts and Health and Education precincts are identified in the Regional Plan. These precincts offer enhanced employment opportunities.

The overall planning objectives for Greater Sydney are mirrored in the Proposal, where strong housing delivery is planned with complementary land uses and public open space, leveraging land with high transport amenity. Significant transport investment is planned for Strathfield, which is set to accompany an increase in residential and commercial activity in a form of transit-oriented development. Aligning land-use policy with infrastructure delivery is a key component of the Greater Sydney Region Plan, and the Planning Proposal delivers this.

### 3.1.2 Future Transport Strategy 2056

The *Future Transport Strategy 2056* (the Strategy) sets out NSW's 40 year transport system vision, directions and outcomes. It is supported by two *Services and Infrastructure Plans* for Greater Sydney and for Regional NSW. The Strategy provides the framework for innovation and technology in transport that will create liveable communities, sustainable society and a productive economy.

In relation to Strathfield, committed objectives include creating a city shaping corridor between Greater Parramatta and The Harbour CBD (0-10 years).



As Strathfield has been identified as a strategic centre on a city-shaping corridor, it is subject to long-term priority infrastructure. This planned level of road, rail and bicycle infrastructure will support the living and

working community of Strathfield. As such, the Proposal's mixed-use, higher density development situated nearby Strathfield train station responds to the regional vision for Greater Sydney.

### 3.1.3 Greater Sydney Services and Infrastructure Plan

The Greater Sydney Services and Infrastructure Plan builds on the broader strategic document for the state *Future Transport Strategy 2056*. It takes into account the direction for managing growth and development set in the Greater Sydney Regional Plan with a focus on transport and movement.

The document references the City-serving network including extension to the Bays Precinct with the Inner West Light Rail will be investigated in the next 20 years to support urban renewal. Over the next 10 years, major upgrades identified for investigation include the Easter Suburbs to Inner West Rapid Bus Links. Commitments to the Inner West Greenway are also mentioned in terms of upgrading connectivity via the Greater Sydney bicycle Network. Initiatives relating to the Strathfield LGA are seen in Table 2.

**Table 2: Greater Sydney Services and Infrastructure Plan –Strathfield LGA**

Initiative	Description	Timeframe
<b>Committed Initiatives</b>		
<b>Parramatta Road public transport improvements</b>	Investment in improved on-road public transport between Strathfield and the Harbour CBD. Options will be considered to integrate with, and complement other committed and proposed initiatives within the corridor such as Sydney Metro West, Parramatta Light Rail and WestConnex.	0-10 years committed
<b>Initiatives subject to further investigation</b>		
<b>Northern Sydney Freight Corridor Stage 2</b>	Investment in third tracks and/ or quadruplication between Strathfield and north of Greater Sydney to improve freight rail capacity	0-10 years investigation
<b>Train/ mass transit link Macquarie Park to Hurstville via Rhodes</b>	A potential mass transit/train link from Hurstville (or Kogarah) to Burwood and Strathfield and then potentially on to Rhodes and Macquarie Park.	10-20 year investigation

In relation to Strathfield, committed Eastern Harbour City initiatives include investment in improved on-road public transport between Strathfield and the Harbour CBD with the intent to improve 30 minute access from Greater Parramatta to the Harbour CBD by improving the efficiency and reliability of public transport as well as delivering urban renewal transforming the Parramatta Road Corridor.

Faster transport links between Parramatta and the Harbour CBD will add to the economic resources of Strathfield, allowing residential and commercial growth. The Planning Proposal responds to these planned transport investments with a mixed-use development complemented by delivery of a transport hub.

### 3.1.4 Eastern City District Plan

The Eastern District Plan (Plan) maps out a 20-year vision for the East District of Greater Sydney. The Plan sets out a vision, priorities and actions for the development of the Eastern District of Greater Sydney, which includes

Strathfield, located on the border to the West of the District. The Eastern City vision is to build upon the well-established global gateway to Australia and financial capital.

By 2036 it is projected that the District will have a population of 1.338million, representing an additional 325,050 persons over the 20-year period from 2016. The city is already well serviced with multiple transport modes, but with the growing population the additional transport infrastructure such as the Sydney Metro and Light Rail was added to the pipeline to meet the growing demand. This additional transport infrastructure will further enhance the cities connectivity and meet the 30 minute city direction<sup>1</sup>.

The Plan emphasises the need to capitalise on opportunities to increase total local jobs in the district. Strathfield is identified as a local centre and under Planning Priority E6 (renewing great places and local centres and respecting the Districts heritage).

As the District's population is increasing, single person households are expected to remain the dominant household type, with the largest growth in this group set to occur in Strathfield. Together with an overall growth of around 325,000 across the District, these demographic changes mean an additional 157,500 homes will be required in the District by 2036.

Set out under Planning Priority (E5) objective 10 aims to give a greater housing supply. Strathfield Local Government Area is emerging as a significant housing delivery area with 2,250 dwellings completed in the past five years. Under the current initiatives and opportunities, additional capacity for housing supply is well progressed across the district with Strathfield identified as a planned precinct. The planned precincts will be consistent with the objectives and strategies of 'A Metropolis of Three Cities' and the relevant district plans to enhance liveability, sustainability and productivity. The Eastern City District housing targets set out by Government identify Strathfield LGA with a housing supply target (2016-2021) of 3,650.

Strathfield is recognised as one of the districts great places with clusters of shops and vibrant main streets providing culturally diverse eating and shopping experiences.

South Strathfield/Enfield is identified as one of the Eastern Districts largest industrial and urban services precincts with around 18ha of undeveloped land and 157 ha of already developed land. Coupled with Flemington industrial area of 54ha, the total industrial area of Strathfield equated to around 229ha.

Of particular relevance to this report is the Plan's recommendation to encourage the provision of housing within Strathfield, specifically relating to Planning Priority E4 (fostering healthy, creative culturally rich and socially connected communities) and E5 (Providing housing supply, choice and affordability with access to jobs, services and public transport). The Plan discusses Strathfield as an area with the highest projected growth of single person households and people aged 20-24 across the district, therefore lending itself well to apartment living.

Finally the Plan also discusses the importance of the industrial land and the importance of delivering integrated land use and transport planning and a 30-minute city. Having one of the largest industrial and urban services precincts in the Eastern District, Strathfield also has the largest undeveloped land in the Eastern District providing opportunities for growth.

The development of Strathfield Central is well aligned to the Eastern City District Plan as it proposes new additional employment lands that is unencumbered for jobs growth. The proposed redevelopment leverages off the State Government's investment in the new rail to assist in meeting the 30-minute city vision and boost economic development in the Eastern Economic Corridor.

<sup>1</sup> The 30 minutes cities direction is where residents live within 30 minutes of their jobs, education and health facilities, services and great places



Increasing housing supply and choice in the Eastern District is a core goal of the District Plan, and the proposal for around 753 dwellings would make a strong contribution to housing supply. Diversifying housing options in the area will allow downsizing to support ageing in place.

## 3.2 Local Government

The site is located within Strathfield LGA. Strathfield Council has a comprehensive range of strategic planning documents in place, reviewed as follows.

### 3.2.1 Strathfield Economic Land Use and Employment Strategy 2010

Strathfield Council engaged SGS to prepare an Economic Land Use and Employment Study to inform the preparation of a new comprehensive LEP. The study identified the following actions for Strathfield Town Centre:

- Action 3.1: Focus civic, entertainment and cultural activity in Strathfield Town Centre
- Action 3.6: Focus local infrastructure improvements on centres
- Action 3.8: Provide opportunities for entrepreneurship
- Action 3.9: Promote local opportunities through dining in Strathfield's centres

In addition to the actions the strategy calls for an increase residential development that will bring demand for additional retail and local services. This strategy aims to consolidate retail commercial and service provision; encourage entertainment and recreation facilities.

The proposed redevelopment directly responds to the actions outlined in the Strathfield Economic Land Use and Employment Strategy 2010 by fostering high quality commercial floor space in the town centre, bolstered with public realm upgrades and a range of civic, retail and dining options.

### 3.2.2 Strathfield Residential Land Use Survey 2011

The Strathfield Residential Land Use Study has been prepared to assist the Council to accommodate growth over the next 25 years. The study analyses of the demographics of how Strathfield's population will grow and change, capacity for new development and the characteristics and existing capacity of each of the precincts.

The Survey identifies a Town Centre Masterplan that aims to:

- Deliver a Masterplan to facilitate the redesign and gradual redevelopment of Strathfield Town Centre in a sustainable manner – socially, economically, ecologically and physically;
- Develop a 'centred' town centre that is active, lively and people orientated, and builds on its spatial/physical characteristics, as well as its distinct land uses in and around the town centre; and
- Develop policies and promotional strategies that will encourage a diverse range of businesses in the town centre, ensuring that these uses are viable and complement those in the surrounding region and connects with them.

Key civic components of the proposed development include a transport hub and inclusive public plaza. The redevelopment includes podium retail, community facilities and residential/office mid-rise towers above, supporting a true diversity of businesses.

### 3.2.3 Strathfield Community Strategic Plan 2030

Strathfield Council Community Strategic Plan outlines the priorities of Council, mechanisms for development and key projects driving those mechanisms. The strategy was informed by extensive community consultation over

2017 and 2018 involving comprehensive and extensive community engagement, including reviews of Council strategies, plans, studies and surveys, issues arising from review of NSW state and regional plans and input from stakeholder groups.

Priorities identified for Strathfield are:

- Planning for population growth and increasing building density of medium to high-rise development;
- Low-rise residential areas should be maintained, and higher densities built around major transport hubs;
- Greater diversity of housing options;
- Delivering new development, particularly medium to high-rise development and population growth require well planned infrastructure and services such as schools, health and transport as well as local infrastructure such as open space, parks, community and recreational facilities, footpaths and roads; and
- Connected and integrated transport networks are central to quality of life, reducing social isolation, providing access to services, facilities, education and employment.

During community engagement, Strathfield residents were asked to rank local infrastructure assets. Overall, the category 'Library' was ranked as the sixth most important infrastructure asset for residents surveyed. In satisfaction ratings, Libraries were ranked first, indicating they are high quality and well-maintained.

This survey also indicated that the community considers that well maintained community assets were highly important. For example, 82.5% of residents surveyed agreed that 'Well maintained and quality local infrastructure provides me with a better quality of life in my area'.

The Strathfield Community Strategic Plan 2030 includes the vision to deliver more community and library services, events, facilities and programs for local residents including children, youth, aged, people with special needs and the general community. Council will review future needs of Strathfield's library services in light of new development and population projections for the future.

The proposed redevelopment responds to the community's strong appreciation for quality library space. The inclusion of 650-700sqm of library or community space within the proposal could provide the opportunity for new emerging uses such as children program and reading areas, a tool library or audio-visual areas. Such uses are determined during the DA stage and can be informed by further community consultation.

By providing a diversity of dwelling sizes in a mixed-use development with public space and a transport hub, the Planning Proposal positively addresses key community issues outlined the Strathfield Community Strategic Plan 2030.

The Planning Proposal also offers the possibility for future community engagement at the development application stage. This could inform design vision or opportunities for library/community centre and public space activation.

### 3.2.4 Strathfield Local Environmental Plan 2012

The Strathfield LEP 2012 is the planning instrument applying to the site. It recognises the site as having potential for shop top housing under the B3 Commercial Core zoning. The objectives of the zone are to:

- To provide a wide range of retail, business, office, entertainment, community and other suitable land uses that serve the needs of the local and wider community.
- To encourage appropriate employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.

Residential flat buildings, community facilities, commercial premises are an allowed use in the B3 Commercial Core Zone of the Strathfield LEP 2012.

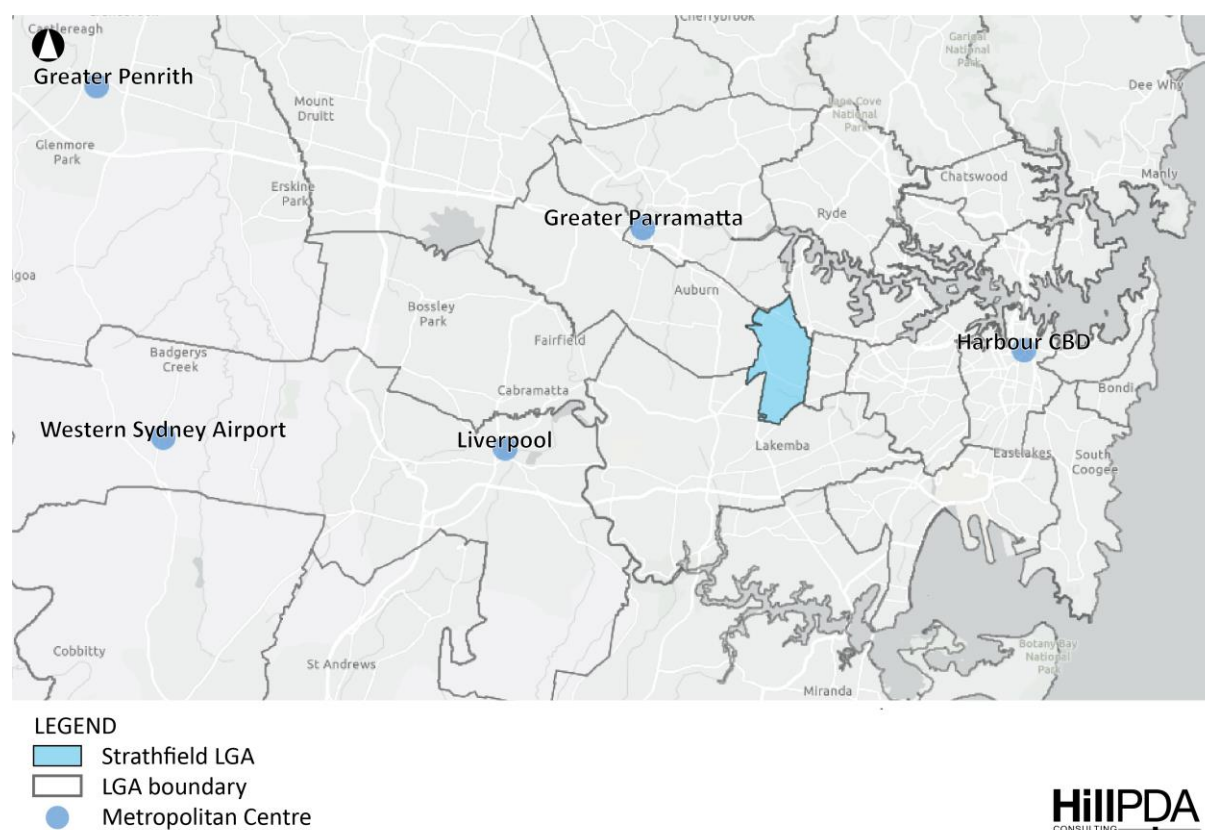
The proposal would provide an increase in commercial GFA supported by retail offerings and strong public space, which is consistent with these objectives.

## 4.0 DEMOGRAPHIC PROFILE

### 4.1 Definition of Study Area

For the purposes of this demographic profile, the study area has been defined as the locality of Strathfield (SA2) and the wider study area as Greater Sydney.

**Figure 6: Strathfield Study Area**



### 4.2 General characteristics

In 2016 Strathfield LGA had a population of 40,312. The population increased by 8,332 people between 2006 and 2016 or at a rate of 2.34% per annum.

A snapshot of the study area's demographics is seen in Table 3.

**Table 3: Strathfield Demographic Snapshot**

	Strathfield	Greater Sydney
People	40,312	4,823,991
Male	50.7%	49%
Female	49.3%	51%
Median age	32	36
Families	5,880	1,247,047
Average children per family (all households)	1.8	0.8
All private dwellings	14,454	1,855,734
Average people per household	3	2.8
Median weekly household income	\$1,781	\$1,750
Median monthly mortgage repayments	\$2,167	\$2,167
Median weekly rent	\$470	\$440
Average motor vehicles per dwelling	1.5	1.7

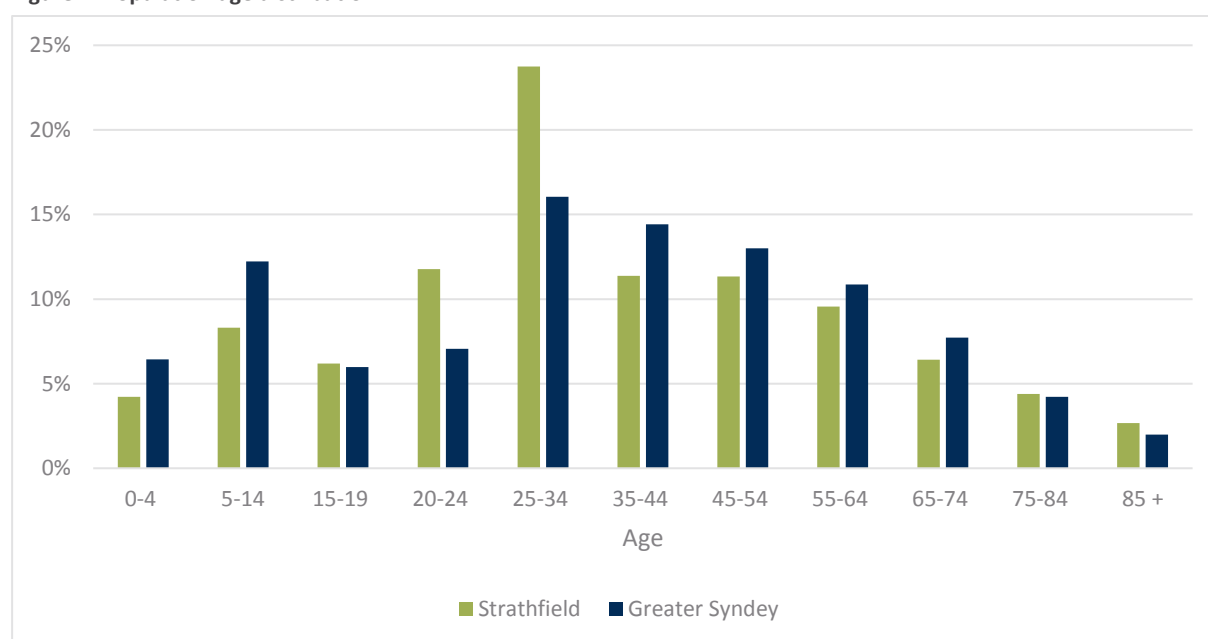
Source: ABS Census, 2016

### 4.3 Age Structure

The age structure of Strathfield population is indicated in Figure 7. In 2016 the median age of the Strathfield population was 32 years compared to 36 in Greater Sydney. The lower median age is reflective of a younger population.

The distribution of population age indicates a larger proportion of middle-aged people and young people in the Sydney Area. Compared to Greater Sydney the study area has a noticeably lower proportion of the children and older workforce.

**Figure 7: Population age distribution**



Source: ABS Census, 2016

In Strathfield 31.6% of people had both parents born in Australia and 55.8% of people had both parents born overseas, whereas in Greater Sydney, 33.1% of people had both parents born in Australia and 49.4% of people had both parents born overseas.

**Table 4: Top six countries of birth**

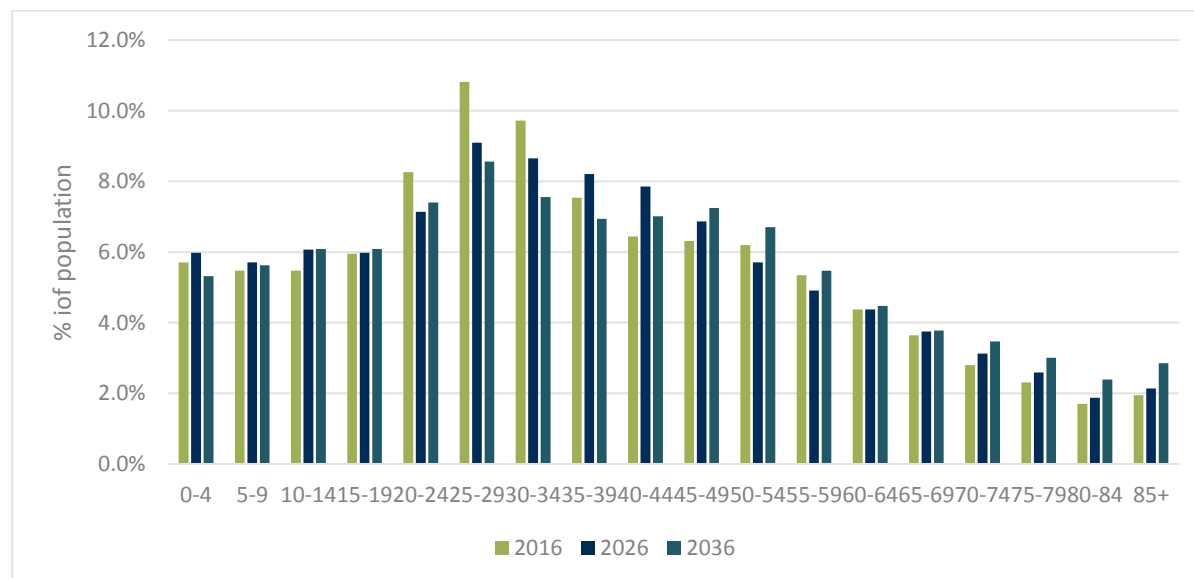
Country of birth	Strathfield (%)	Country of birth	Greater Sydney (%)
Australia	34.7	Australia	57.1
China	10.3	China	4.7
Korea	10.0	England	3.1
India	10.0	India	2.7
Vietnam	2.7	New Zealand	1.8
Sri Lanka	2.3	Vietnam	1.7

Source: ABS Census, 2016

### 4.3.1 Forecast Population

Looking forward, over the 20 year period from 2016, the Transport for NSW (TfNSW) Transport Performance and Analytics (TPA) forecasts that total population within the Strathfield LGA will reach approximately 64,850 by 2036. This represents an increase of 23,700 or 36% over the period. Figure 8 shows the change in forecast age distribution. There is a notable decrease in the younger working age groups (20-34 years) and a higher increase in the 40-49 year old age bracket.

**Figure 8: Population projections in Strathfield LGA, 2016**



Source: Department of Planning and Environment Population Projections

## 4.4 Employment

A snapshot of the study area's employment characteristics is seen in Table 5. The median household income is comparable to Greater Sydney. Unemployment is slightly higher at 7% than Greater Sydney at 6%. Travel to work by car is lower than Greater Sydney, however the travel to work by train at 24.9% is significantly higher than Greater Sydney percent of 10.9%.



**Table 5: Employment snapshot**

	Strathfield	Greater Sydney
<b>Median weekly incomes (\$)</b>		
Personal	682	719
Family	1,894	1,988
Household	1,781	1,750
<b>Employment (%)</b>		
Worked full-time	60.1	61.2
Worked part-time	28.4	28.2
Away from work	4.5	4.5
Unemployed	7.0	6.0
<b>Travel to work (%)</b>		
Car, as driver	43.7	52.7
Train	24.9	10.9
Bus	5.9	5.5
Worked at home	3.3	4.4

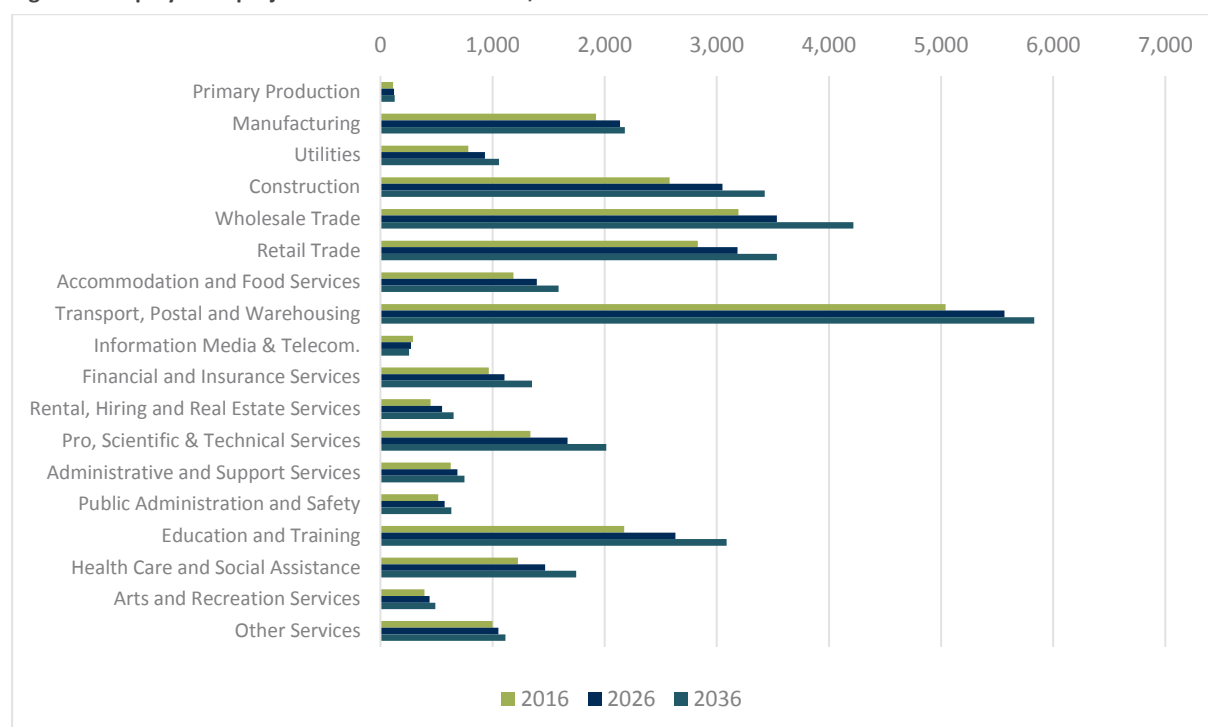
Source: ABS Census, 2016

The top industries of employment in Strathfield were computer system design and related services, cafés and restaurants, banking, general practice medical services and hospitals. The most common occupations in the Strathfield area included Professionals (31.8%), Clerical and Administrative Workers (13.9%), Managers (11.6%), Technicians and Trades Workers (10.3%), and Sales Workers (9.2%).

#### **4.4.1 Forecast Employment**

Looking forward, over the 20 year period from 2016, the TfNSW TPA forecasts that total employment within the Strathfield LGA will reach approximately 34,054 jobs by 2036. This represents a substantial increase of 7,426 jobs or 28% over the period. The biggest increase in employment is attributed to Professional, Scientific & Technical Services (51%), Financial and Insurance Services (46%) and Education/ Health Care (42%). The largest decrease is information media and telecommunications at -12%.

**Figure 9: Employment projections in Strathfield LGA, 2016**



Source: Department of Planning and Environment Employment Projections

## 4.5 Housing

A snapshot of the study area's employment characteristics is seen in Table 6.

This data indicates that Strathfield has a similar number of bedrooms compared to Greater Sydney. Compared to Greater Sydney, more people in Strathfield rent their dwellings (42.5%).

**Table 6: Housing snapshot**

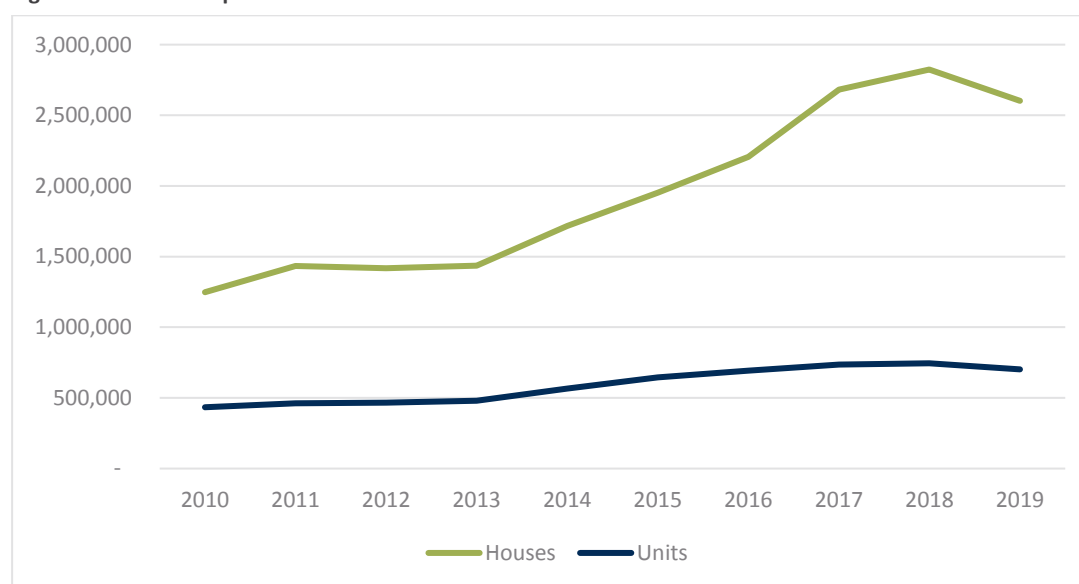
	Strathfield	Greater Sydney
<b>Number of Bedrooms (% of occupied private dwellings)</b>		
1	6	7.3
2	39	24.8
3	24.7	33.8
4+	36.2	30.9
<b>Tenure (% of occupied private dwellings)</b>		
Owned outright	25.2	29.1
Owned with a mortgage	28.1	33.2
Rented	42.5	34.1
Other/not stated	4.2	3.7
<b>Number of motor vehicles</b>		
None	13.8	11.1
1 motor vehicle	40.6	37.1
2 motor vehicle	27.7	32.8
3 or more motor vehicle	13.7	15.7

Source: ABS Census, 2016

#### 4.5.1 Median house and unit price

In Strathfield the Residex Q2 2019 reported the residential median capital growth for houses and units over the last 10 years has been steadily increasing till 2018 and decreased in the last 2019 quarter. The largest period of growth to date started in late 2013 and has continued through to the 2018 quarter. As of June 2019, the median price of houses is \$2,603,000; the median price of units is \$702,000. Of note is the spread between the non-strata price and median strata price (shown in Figure 10 below). This increased spread creates a pent up demand for unit dwellings, based on affordability.

**Figure 10: Median Capital Growth Strathfield**

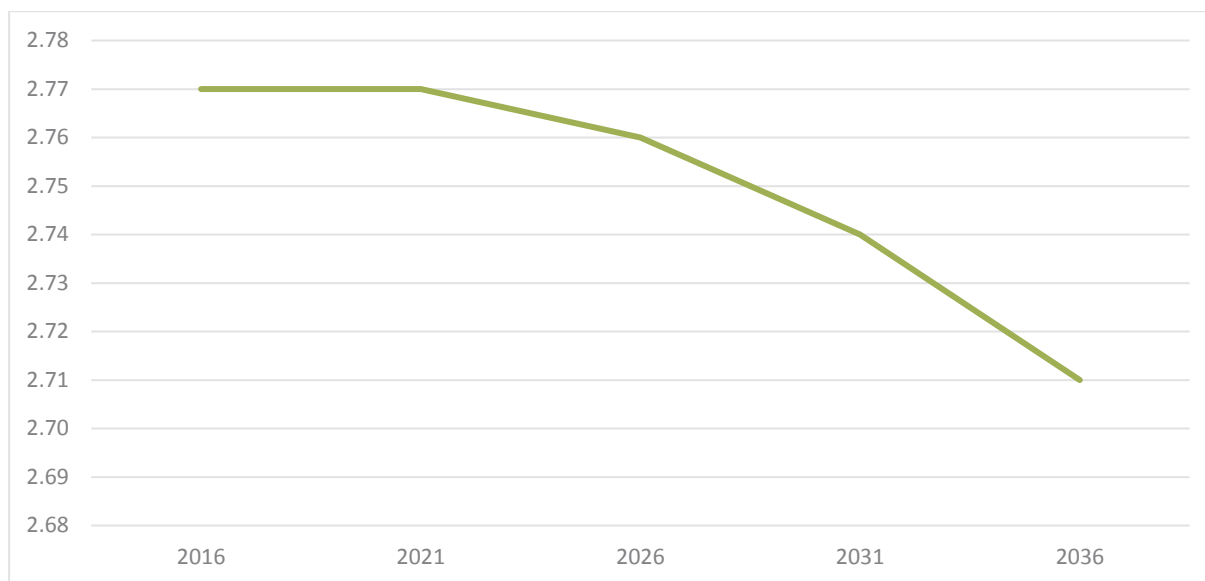


Source: Residex 2019

#### 4.5.2 Average household size

The Strathfield LGA household size has been decreasing since 2016 and is predicted to continue to decline for the next 20 years (shown in Figure 11 below). The average household size in 2016 was 2.77; in 2036 the forecast average household size is estimated at 2.71. This average household size decline is related to family members leaving, increase in downsizers or the attractiveness of the area.

**Figure 11: Average Household Size Strathfield LGA**

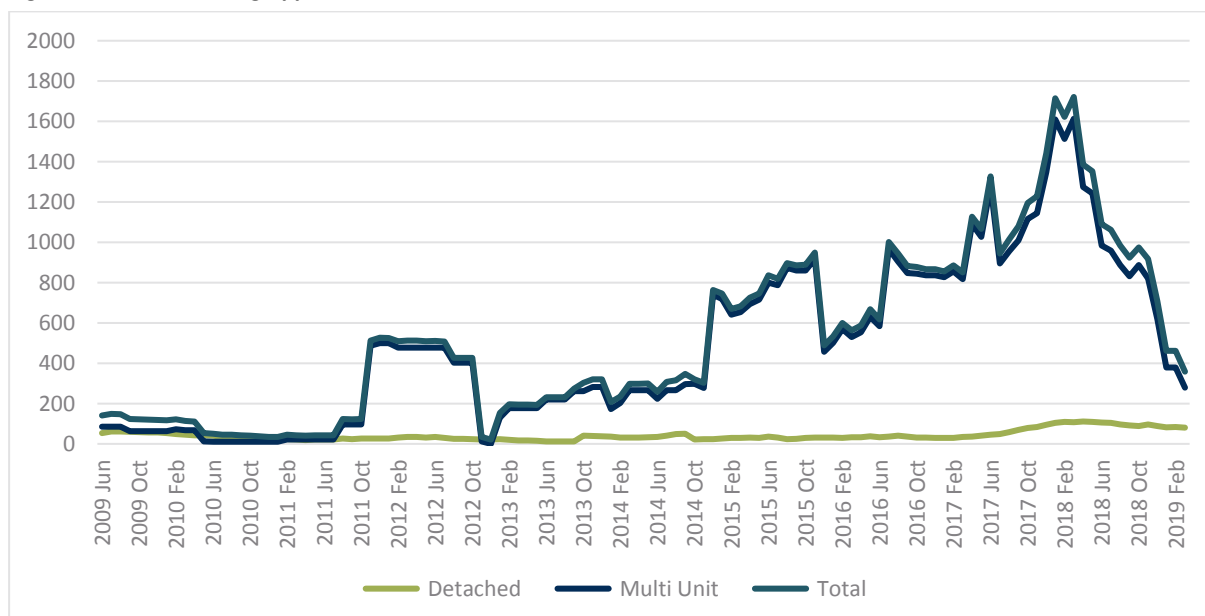


Source: DP&E Dwelling Projections 2016

#### 4.5.3 Approvals and Completions

Since early 2018 residential construction in Sydney appeared to have plateaued, with dwelling investment largely unchanged. In comparison, a review of the DP&E dwelling completions in Strathfield found there was a very large increase in multi-unit approval from 2016. Conversely, since 2016, detached dwelling approvals have only marginally increased in Strathfield over the same amount of time. This indicates developer infill sentiment in the Strathfield LGA area is high.

**Figure 12: DP&E Dwelling Approvals Strathfield**

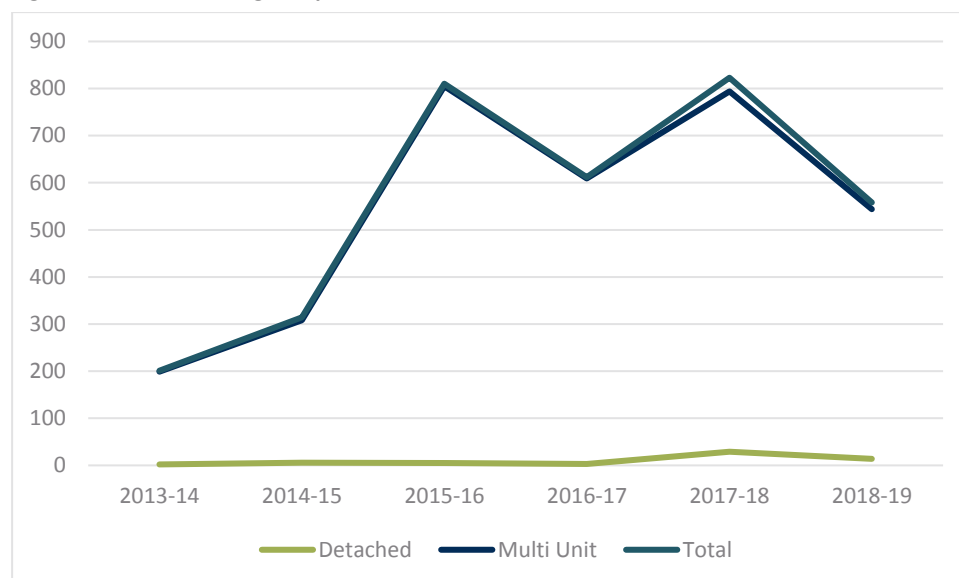


Source: DP&E Dwelling Approvals 2019

The DP&E completions data is correlated to the approvals data showing an increase in multi-unit dwellings and notable decrease in detached dwellings in Strathfield. We expect this to be part of the urban renewal projects occurring in and around Sydney and infill development in desirable areas along the railway corridor between

Sydney CBD and Parramatta. A recent drop in dwelling approvals over 2018 seems to have stabilised with approvals heading back to mid-2017 levels.

**Figure 13: DP&E Dwelling Completions Strathfield**



Source: DP&E Dwelling Completions 2019

## 4.6 Social advantage and disadvantage

The Socio-Economic Indices for Areas (SEIFA) has been developed by the ABS to provide an overview of social and economic wellbeing and welfare of communities across a range of spatial scales. The SEIFA measures the relative level of socio-economic advantage and disadvantage based on various census characteristics, such as income, education, unemployment and occupations. In the context of this Index, a lower score indicates an area that is relatively disadvantaged compared to an area with a higher score. Table 7 below identifies the index rankings and quantiles.

**Table 7: SEIFA rankings and quantiles**

Measure	
Rank	To determine the rank of an area, all the areas are ordered from lowest score to highest score. The area with the lowest score is given a rank of 1; the area with the second-lowest score is given a rank of 2 and so on, up to the area with the highest score which is given the highest rank.
Decile	Deciles divide a distribution into ten equal groups. In the case of SEIFA, the distribution of scores is divided into ten equal groups. The lowest scoring 10% of areas are given a decile number of 1, the second-lowest 10% of areas are given a decile number of 2 and so on, up to the highest 10% of areas which are given a decile number of 10.
Percentile	Percentiles divide a distribution into 100 equal groups. In the case of SEIFA, the distribution of scores is divided into 100 equal groups. The lowest scoring 1% of areas are given a percentile number of 1, the second-lowest 1% of areas are given a percentile number of 2 and so on, up to the highest 1% of areas which are given a percentile number of 100.

The SEIFA index for Strathfield can be seen in Table 8. The study area's SEIFA score ranks it in the upper decile for two of the four categories. This means that Strathfield is among the more advantaged Statistical Area 2 level (SA2) areas in Australia.

**Table 8: SEIFA Index Strathfield**

<b>Strathfield</b>
--------------------



	Australia			NSW		
	Rank	Decile	Percentile	Rank	Decile	Percentile
Advantage and disadvantage	1792	9	83	444	8	80
Disadvantage	1348	7	62	370	7	67
Economic resources	708	4	33	187	4	34
Education and occupation	1865	9	86	474	9	85

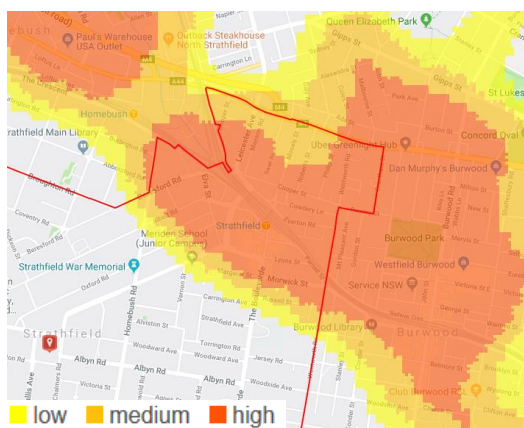
## 4.7 Crime ‘Hot Spots’

Figure 14 illustrates the ‘hot spot’ maps for Strathfield and surrounding suburbs. These maps are based on Bureau of Crime Statistics and Research (BOSCAR) data for six of the most prevalent crime types and show locations where these crimes are particularly prevalent in relation to the subject site.

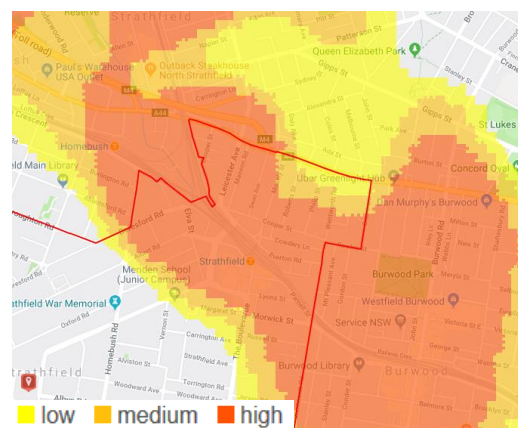
The ‘hot spot’ maps indicate that Strathfield Central and its immediate surroundings is located in a relatively high crime area for various categories of assault, theft and malicious damage to property. While this raises some concern, the incidence of many crime in Strathfield town centre is generally consistent with that of the wider area. Further, the LGA has a relatively low crime rate. For example, in 2018 the LGA was ranked 75<sup>th</sup> out of 120 LGAs for domestic violence related assaults with 319.6 incidents/100,000 population compared to 325.4/100,000 in Greater Sydney. Similarly, Strathfield LGA ranked 89<sup>th</sup> for stealing from a dwelling with a rate of 182.6/100,000 compared to 194.3/100,000 in Greater Sydney.

Figure 14: Crime ‘hot spot’ maps

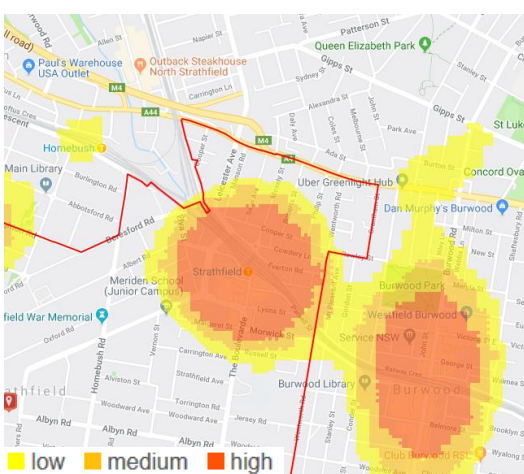




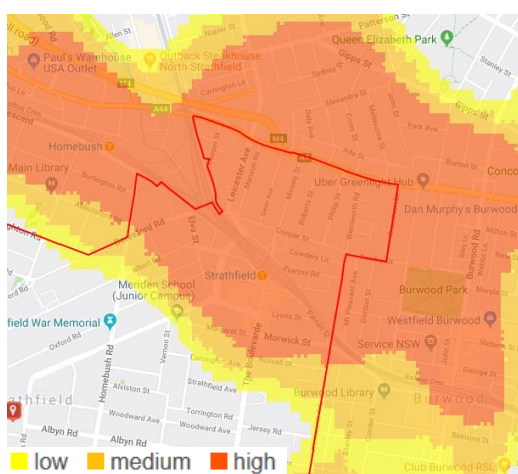
Assault – Domestic Violence Related



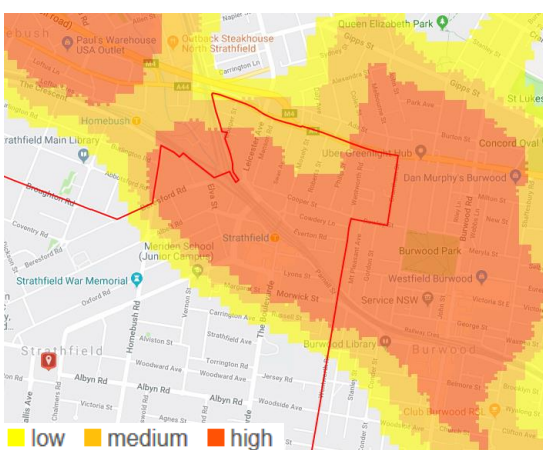
Steal from dwelling



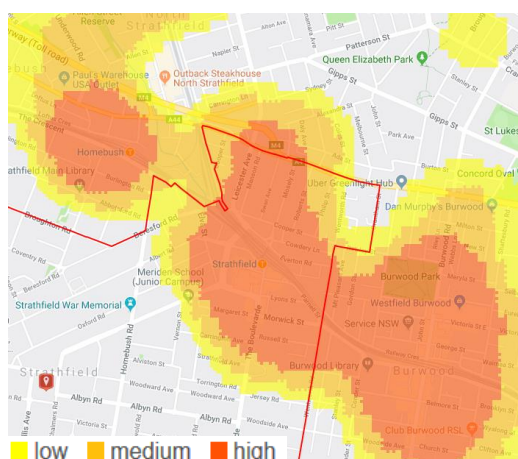
Assault - Non-Domestic Violence Related



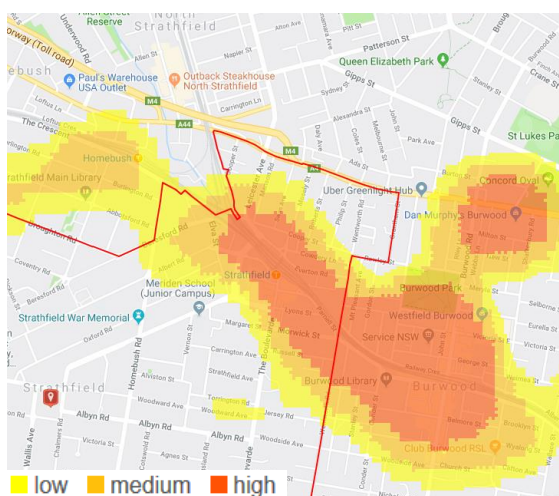
Motor Vehicle Theft



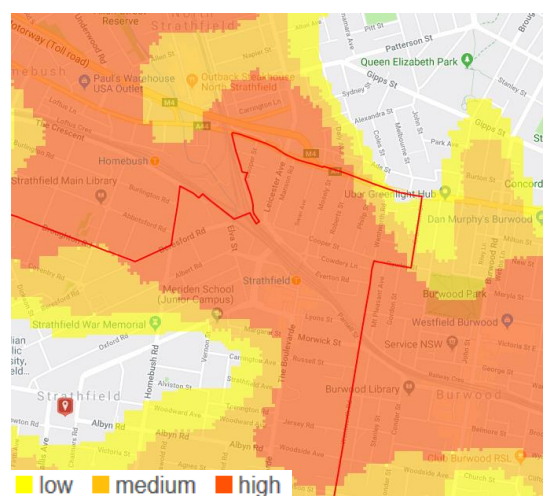
Steal from motor vehicle



Malicious Damage



Robbery



Break and enter dwelling



Break and enter non-dwelling

Source: Microburbs, Bureau of Crime Statistics and Research

## 4.8 Summary of key findings

- Strathfield has a younger population compared to Greater Sydney (32 median age in Strathfield compared to 36);
- Average weekly income and housing payments in Strathfield are level with Greater Sydney's;
- Strathfield has a higher proportion of people aged 15-34 than Greater Sydney;
- Only 34.7% of people in Strathfield were born in Australia; other top countries of birth include China, Korea and India;
- Population age forecasts indicate that Strathfield has an ageing population, with higher long-term increase in middle aged and older aged people;
- Unemployment in Strathfield was 7.0% compared to 6.0% in Greater Sydney;
- The biggest growth in employment in Strathfield is forecast to Professional, Scientific & Technical Services (51%), Financial and Insurance Services (46%) and Education/ Health Care (42%);
- 42.5% of Strathfield residents rented their dwellings (34.1% in Greater Sydney);
- Strathfield has a higher proportion of 2 and 4+ bedroom dwellings (39% and 36.2%), with only 6% of dwellings having 1 bedroom;



- Strathfield is among the more advantaged SA2 areas in Australia; and
- The centre of Strathfield is subject to hotspots of crime, particularly break and enter (dwelling), motor vehicle theft, theft from motor vehicle and domestic violence-related assault.

## 5.0 SOCIAL INFRASTRUCTURE AUDIT

The following section provides an overview of the social infrastructure and open space located within the study area. This audit has been informed by a desktop analysis of geographical data and resources, including;

- The Strathfield Council Website
- Core List Australia (2016)
- NSW Department of Education and Communities My School website
- ArcGIS Online.

The audit is indicative and based on the data available at the time of preparing this report. Consultation was undertaken to ensure accuracy of data and to highlight key issues and aspects relating to service provision, including specified future needs. The purpose of the social infrastructure audit is to understand strengths and weaknesses of existing social infrastructure and to determine what has potential to accommodate future population growth.

### 5.1 What is social infrastructure?

Social infrastructure is an asset that accommodates social services or facilities. Social infrastructure is an important aspect of society as it provides the community with tangible or perceived benefits linked to the safety, health and wellbeing of that community. It also links to the economic growth and the sustainability of the community, therefore playing a critical role in society.

Specifically, this report has been produced to address the needs of particular infrastructure types, which include the following:

- Education – childcare, schools, tertiary facilities
- Active and passive recreation – such as parks, sporting ovals and social clubs, halls etc.
- Community and culture – libraries and community centres.

For the purposes of clarity, this report excludes businesses such as retail or commercial services. While these facilities provide a valuable social function, the future provision of these businesses in any area is typically market-led and does not have formal government funding.

### 5.2 A catchment approach

Social infrastructure facilities generally operate at three levels of provision. These are local, regional and district. The different scales of infrastructure service different sized catchments. Catchments refer to both geographical areas and the size of the population serviced. For example, a primary school is intended to serve the local population, usually within walking distance. However, a university will cater for a much wider population.

In conducting the audit of social infrastructure, local and district facilities have been identified. Table 9 identifies the facilities included in the audit and the catchments that they serve.

**Table 9: Social infrastructure parameters of provision**

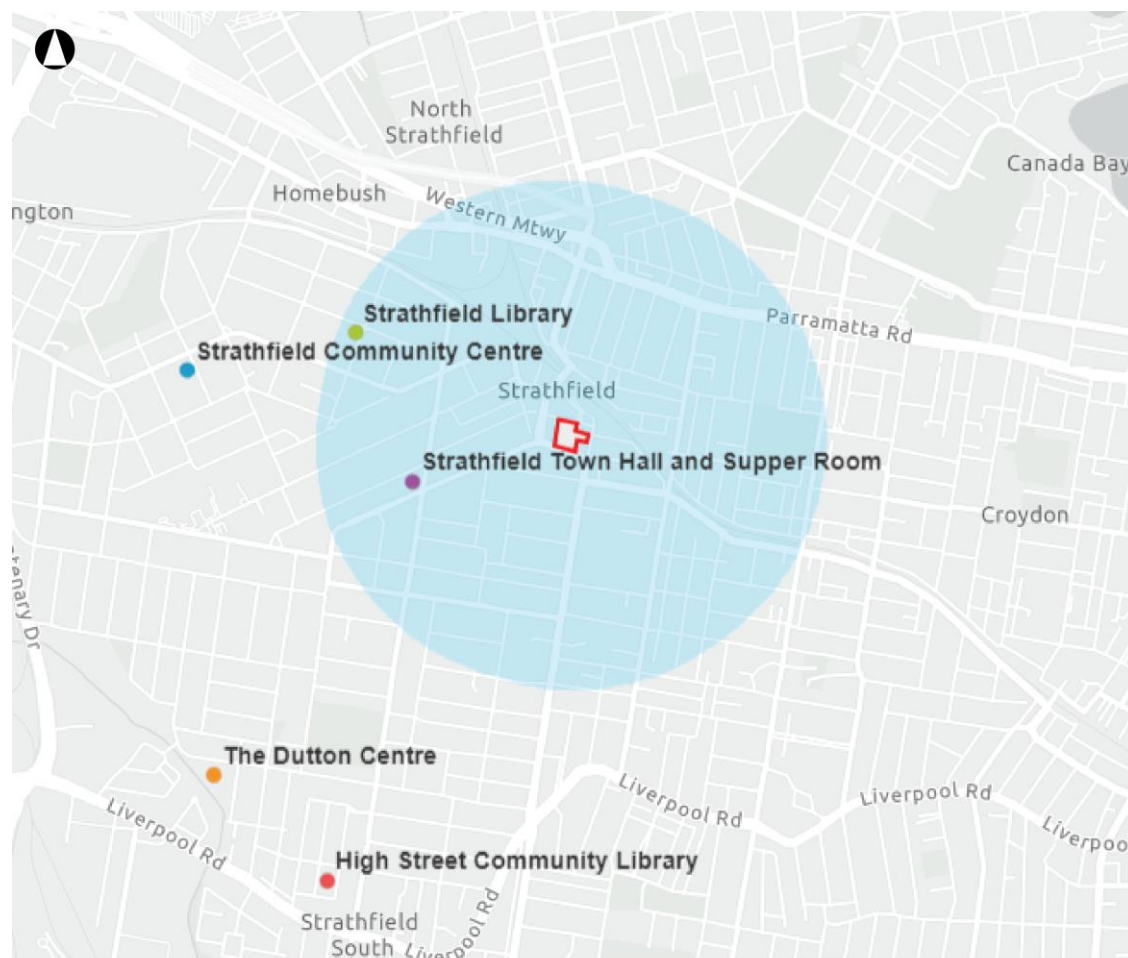
	Local (generally up to 20,000 people)	District (generally up to 50,000 people)
Childcare and educational facilities	Primary school Long day care Preschool Out of school hours care	Specialist school Secondary school Combined school
Community and cultural facilities	Branch library Meeting space Community centre	District library Multipurpose community centre/community hub
Active open space	Playground Outdoor sport court i.e. tennis and basketball Oval/sport field	Multi-purpose community/ neighbourhood sports centre Indoor sport facilities
Passive open space	Neighbourhood open space and parks	

### 5.3 Community and cultural facilities

There are two community centres within one kilometre of the Strathfield Central, both within the suburban residential areas.



Figure 15: Community Centres 1km buffer



**LEGEND**

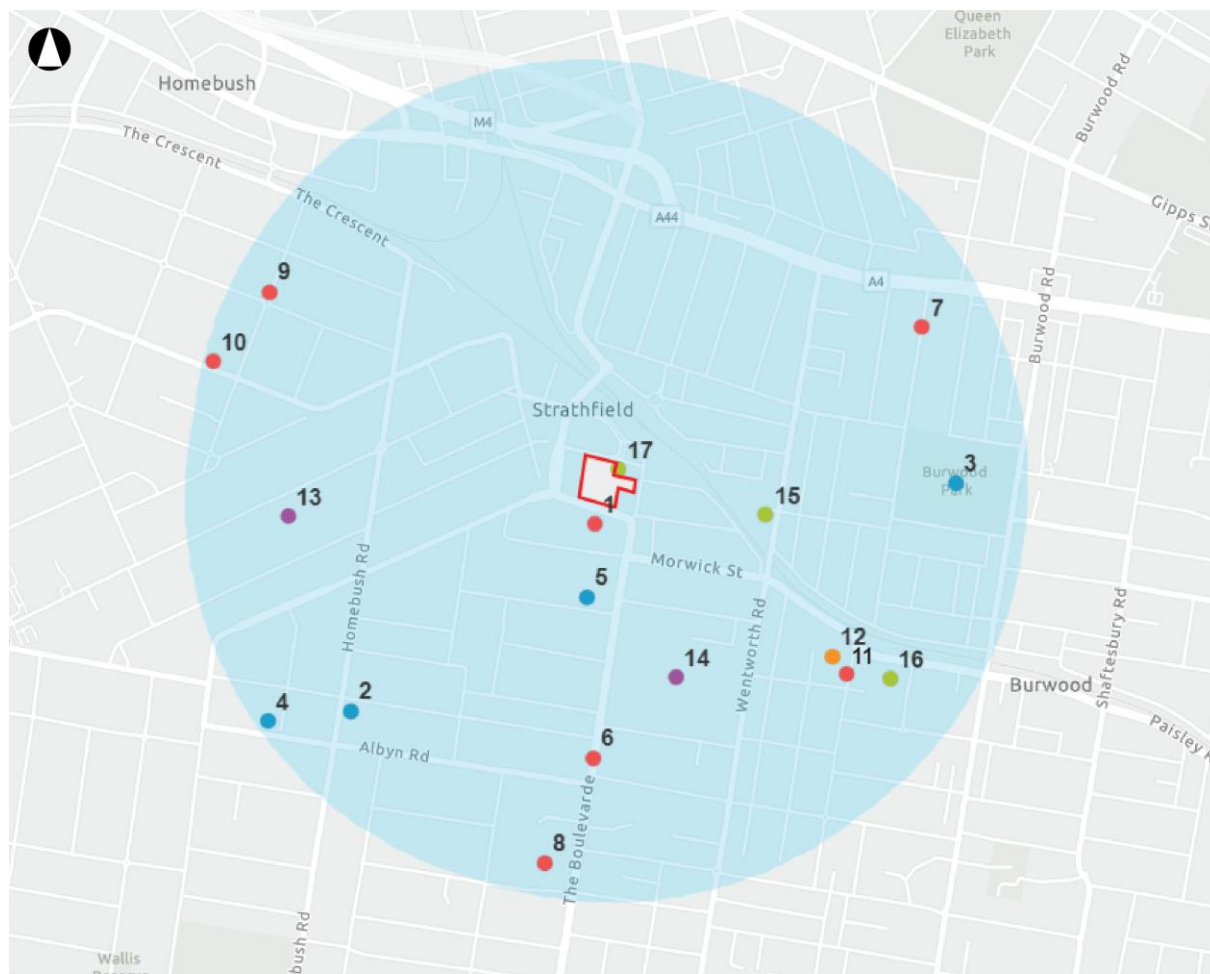
- Site Boundary
- 1km buffer

Source: Strathfield Council; ArcGIS 2019

## 5.4 Childcare and education facilities

The catchment is well facilitated with childcare and early learning centres. There are a number of primary schools and high schools within the catchment.

Figure 16: Childcare and education facilities 1km buffer



**LEGEND**

- |  |  |
|--|--|
| <span style="border: 2px solid red; display: inline-block; width: 20px; height: 10px; margin-right: 5px;"></span> Site Boundary                        | <span style="color: red;">●</span> Outside school hours care |
| <span style="background-color: lightblue; border-radius: 50%; display: inline-block; width: 20px; height: 10px; margin-right: 5px;"></span> 1km buffer | <span style="color: blue;">●</span> Centre-based day care    |
| <span style="color: purple;">●</span> High school  | <span style="color: green;">●</span> College                 |
| <span style="color: orange;">●</span> Primary school   |  |

Source: Department of Education and Training; ArcGIS 2019

**Table 10: Childcare and education facilities**

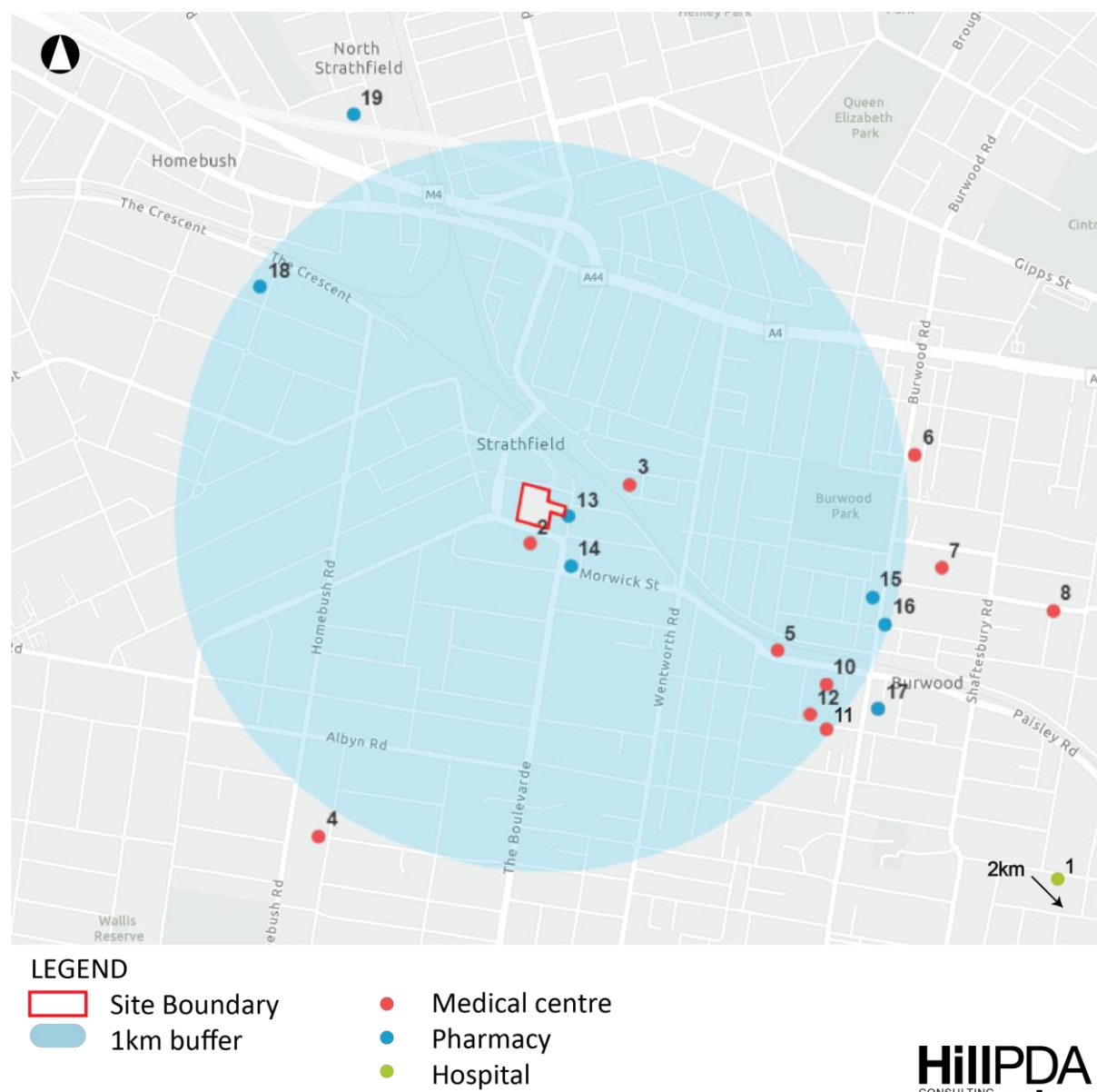
No.	Type	Category	Name	Address	Vacancy
1	Child Care	OSHC	CAMP AUSTRALIA - MERIDEN ANGLICAN SCHOOL FOR GIRLS OSHC	10-12 Redmyre Road, Strathfield NSW 2135	Yes
2	Child Care	Centre Based Day Care	Strathfield Montessori Academy	110 Homebush Rd, Strathfield NSW 2135	No
3	Child Care	Centre Based Day Care	Burwood Montessori Academy	2 Comer Street, Burwood NSW 2134	Yes
4	Child Care	Centre Based Day Care	Albyn Road Early Education Centre	19 Florence Street, Strathfield NSW 2135	Yes
5	Child Care	Centre Based Day Care	Mary Bailey House Early Education Centre	59-63 The Boulevardee Santa Maria Del Monte School, Strathfield NSW 2135	None
6	Child Care	OSHC	Santa Sabina College Out of School Hours Care Centre	Santa Sabina College/Junior School, Strathfield NSW 2135	None
7	Child Care	OSHC	Uniting Mlc School Outside School Hours Care Burwood	12-36 Park Road Mlc Junior School, Burwood NSW 2134	None
8	Child Care	OSHC	Trinity Grammar Prep School Strathfield Oshclub	115 The Boulevardee Blvd, Strathfield NSW 2135	None
9	Child Care	OSHC	Cubbyhouse at Homebush	Rochester Street Homebush Public School, Homebush NSW 2140	Yes
10	Child Care	OSHC	Homebush Out of School Care Incorporated	25 Broughton Road, Strathfield NSW 2135	None
11	Child Care	OSHC	YMCA Burwood OSHC	Condor Street Burwood Public School, Burwood NSW 2134	Yes
12	Education	Primary School	Burwood Public School	1 Conder St, Burwood NSW 2134	N/A
13	Education	High School	Strathfield Girls High School	116 Albert Rd, Strathfield NSW 2135	N/A
14	Education	High School	San Sabina College	90 The Boulevardee, Strathfield NSW 2135	N/A
15	Education	College	TAFE Digital HQ and Western Sydney Institute	51 Wentworth Rd, Strathfield NSW 2135	N/A
16	Education	College	TAFE NSW Burwood - Adult Migrant English Program (AMEP)	Level 6/56 Railway Parade, Burwood NSW 213	N/A
17	Education	College	Star house art and music college	2/12 Churchill Ave, Strathfield NSW 2135	N/A

OSHC – Out of School Hours Care

## 5.5 Health Service Facilities

The area is well serviced by private health facilities. The closest public is Auburn Hospital approximately 5km west of the Strathfield Central. The closest private hospital is the Wesley Hospital Ashfield which is 3km from the Strathfield Central.

**Figure 17: Medical facilities 1km buffer**



Source: Google 2019; ArcGIS 2019

**Table 11: Medical facilities 1km buffer**

Number	Type	Category	Name	Address
1	Medical	Hospital	Wesley Hospital Ashfield	91 Milton St, Ashfield NSW 2131
2	Medical	Medical Centre	Redmyre Medical Centre	9/13 Redmyre Rd, Strathfield NSW 2135
3	Medical	Medical Centre	Dong Fang Healing Centre	3/20 Everton Rd, Strathfield NSW 2135
4	Medical	Medical Centre	Zagreb Medical Centre	27 Cotswold Rd, Strathfield NSW 2135
5	Medical	Medical Centre	Burwood Medical Specialists	Suite 107/3 Railway Parade, Burwood NSW 2134
6	Medical	Medical Centre	Total Medical Center	46 Burwood Rd, Burwood NSW 2134
7	Medical	Medical Centre	Medical Centre Burwood	100 Burwood Rd, Burwood NSW 2134
8	Medical	Medical Centre	Victoria Tower Medical Centre	36/38 Victoria St E, Burwood NSW 2134
9	Medical	Medical Centre	Sydney Inner West Medical Centre	188 Burwood Rd, Burwood NSW 2134
10	Medical	Medical Centre	Myhealth Burwood	Burwood Plaza, shop 48/42 Railway Parade, Burwood NSW 2134
11	Medical	Medical Centre	Burwood MedHealth Centre	32 Belmore St, Burwood NSW 2134
12	Medical	Medical Centre	Mobile Ultrasound Sydney for Aged Care Facilities	Shop 2, Ultrasound Suite, 35 Belmore Street, Burwood NSW 2134
13	Medical	Pharmacy	TerryWhite Chemmart Strathfield Plaza	Strathfield Plaza, Shop 17
14	Medical	Pharmacy	Chemist Warehouse	60 The Boulevardee, Strathfield NSW 2135
15	Medical	Pharmacy	Chemist Warehouse Burwood	69 Burwood Rd, Burwood NSW 2134
16	Medical	Pharmacy	Pike's Day & Night Pharmacy	142 Burwood Rd, Burwood NSW 2134
17	Medical	Pharmacy	PharmaSave	188 Burwood Rd, Burwood NSW 2134
18	Medical	Pharmacy	Homebush Pharmacy	23 Rochester St, Homebush NSW 2140
19	Medical	Pharmacy	North Strathfield Pharmacy	6/22 George St, North Strathfield NSW 2137



## 5.6 Open space

There is a distinct lack of public open space around the Strathfield Train Station. Within the catchment there are landscaped areas and civic space with vegetation between buildings. The existing civic space provides a place for residents and workers to congregate and creates an opportunity for social interaction. Pocket parks provide peaceful locations, often with a children's playground or picnic tables and benches, to enjoy the outdoors. There is currently limited open space (pocket parks) in vicinity of the proposed development but this is, to some extent, remedied by the availability of civic space in the town centre.

The residential areas north east of the Strathfield Central are home to a majority of the active open space facilities such as sports grounds.

**Figure 18: Active and passive open space 800m buffer**



Source: ArcGIS 2019

## 6.0 ECONOMIC IMPACT ASSESSMENT

The following Chapter undertakes an assessment of the potential economic benefits of the proposed development during and post construction.

## 6.1 Economic Impacts during construction

Total construction cost has been estimated at \$619m based on the following assumed rates:

**Table 12: Estimated Construction costs**

Area	GFA (sqm)	\$/sqm	\$m
Residential	70,456	5,000	352
General Retail	16,666	4,400	73
Community Uses	700	3,000	2
Other Commercial	19,185	2,600	50
Fitout	31,068	1,200	37
Car Parking (spaces)	1,600	65,000	104
<b>TOTAL</b>			<b>619</b>

Sources: Rawlinsons Construction Handbook 2019, RLB Digest 2019

The construction industry is a significant component of the economy accounting for 5.96% of Gross Domestic Product (GDP) and employing just over one million workers across Australia<sup>2</sup>. The industry has strong linkages with other sectors, so its impacts on the economy go further than the direct contribution of construction. Multipliers refer to the level of additional economic activity generated by a source industry.

There are two types of multipliers:

**Production induced:** which is made up of:

- first round effect: which is all outputs and employment required to produce the inputs for construction, and
- an industrial support effect: which is the induced extra output and employment from all industries to support the production of the first round effect.

**Consumption induced:** which relates to the demand for additional goods and services due to increased spending by the wage and salary earners across all industries arising from employment.

The source of the multipliers adopted in this report is ABS Australian National Accounts: Input-Output Tables 2015-16 (ABS Pub: 5209.0). These tables identify first round effects, industrial support effects and consumption induced multiplier effects at rates of \$0.62, \$0.67 and \$0.94 respectively to every dollar of construction.

The table below quantifies the associated economic multipliers resulting from the construction process. The estimated construction cost for the proposed scheme of \$639m will generate further economic activity described as:

- First round effects of \$387m;
- Industrial supported effects of \$420m; and
- Consumption induced effects of \$578m

The table below quantifies associated economic multipliers resulting from the construction process.

**Table 13: Investment Multipliers**

	Direct Effects	Production Induced Effects		Total
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<sup>2</sup> Source: IBIS World Construction Industry Report 2018

		First Round Effects	Industrial Support Effects	Consumption Induced Effects	
Output multipliers	1	0.626	0.679	0.934	3.239
Output (\$million)	619	387	420	578	2,005

Source: Hill PDA Estimate using data from ABS Australian National Accounts: Input-Output Tables 2015-16 (ABS Pub: 5209.0)

Note that the multiplier effects are national, and not necessarily local. The ABS states that:

*“Care is needed in interpreting multiplier effects; their theoretical basis produces estimates which somewhat overstate the actual impacts in terms of output and employment. Nevertheless, the estimates illustrate the high flow-on effects of construction activity to the rest of the economy. Clearly, through its multipliers, construction activity has a high impact on the economy.”*

In particular the multiplier impacts can leave the impression that resources would not have been used elsewhere in the economy had the development not proceeded. In reality many of these resources would have been employed elsewhere. Note that the NSW Treasury guidelines state:

*“Direct or flow on jobs will not necessarily occur in the immediate vicinity of the project – they may be located in head office of the supplier or in a factory in another region or State that supplies the project”<sup>3</sup>.*

Nevertheless, economic multiplier impacts represent considerable added value to the Australian economy.

### 6.1.1 Construction related employment

Every one million dollars of construction work undertaken generates 2.154 job years directly in construction<sup>4</sup>. Based on the estimated construction cost 1,375 job years<sup>5</sup> would be directly generated by the proposed development as shown in the table below.

**Table 14: Construction employment**

	Direct Effects	Production Induced Effects		Consumption Induced Effects	Total
		First Round Effects	Industrial Support Effects		
Multipliers	1	0.741	0.839	1.384	3.965
Employment per \$million	2.154	1.597	1.808	2.981	8.540
Total Job Years Generated	1,333	988	1,119	1,845	5,285

Source: HillPDA Estimate using data from ABS Australian National Accounts: Input-Output Tables 2015-16 (ABS Pub: 5209.0) adjusted by CPI to 2019

The ABS Australian National Accounts: Input-Output Tables 2015-16 identified employment multipliers for first round, industrial support and consumption induced effects of 0.741, 0.839 and 1.384 respectively for every job year in direct construction. Including the multiplier impacts the DA is forecast to generate a total of 5,285 job years directly and indirectly in construction.

<sup>3</sup> Source: Office of Financial Management Policy and Guidelines Paper: Policy and Guidelines: Guidelines for estimating employment supported by the actions, programs and policies of the NSW Government (TPP 09-7) NSW Treasury

<sup>4</sup> Source: ABS Australian National Accounts: Input – Output Tables 2015-16 (ABS Pub: 5209.0) adjusted to 2019 dollars

<sup>5</sup> Note: One job year equals one full-time job for one year

## 6.2 Employment generation

The proposed development would support permanent employment post-construction through the operation of community and commercial/retail uses. The table below provides an estimate of the number of jobs that would be supported on site.

**Table 15: Additional employment from development**

Land Use	Employment Density*	GLA	Units	Jobs
General Retail	1 / 26 sqm	13,333	sqm	513
Community Uses	1 / 50 sqm	616	sqm	12
Other Commercial	1 / 20 sqm	16,883	sqm	844
Work at Home**	1 / 13 units	668	units	51
<b>Total</b>				<b>1,421</b>

Sources: Various including ABS Retail Survey 1998-99, and HillPDA research

Based on the table above, the proposed development is estimated to accommodate 1,421 jobs on site. These are jobs in full, part-time and casual positions.

Current jobs on site is estimated at 608. Hence this additional development will provide an increase from 608 to 1,421 jobs.

## 6.3 Total salaries

Based on IBIS World Industry Reports, HillPDA has estimated total remuneration of workers at approximately \$91.4m per annum. A breakdown by land use is shown in the table below.

**Table 16: Additional Staff Remuneration**

Land Use	Jobs	Avg Annual Wage	Total (\$m)
General Retail	513	\$32,700	\$16.8
Community Uses	12	\$43,550	\$0.5
Other Commercial	844	\$84,000	\$70.9
Work at Home**	51	\$61,600	\$3.2
<b>Total</b>	<b>1,421</b>	<b>\$64,322</b>	<b>\$91.4</b>

Sources: IBIS World Reports; HillPDA

Total salaries currently on the site are estimated at around \$7.1m per year. The proposed development will increase total remuneration by around \$84m every year to a combined amount of \$91.4m (2019 dollars).

## 6.4 Gross value added

Gross value added (GVA) of an industry refers to the value of outputs less the costs of inputs. It also measures the contribution that the industry makes to the country's wealth or gross domestic product (GDP).

We forecast the marginal GVA to be around \$135.7m every year (measured in 2019 dollars) based on the following table.

**Table 17: Gross Value Added from Development**

Land Use	Jobs	GVA / Worker	Gross Value Added (\$m)
General Retail	513	\$96,699	\$49.6
Community Uses	12	\$49,937	\$0.6
Other Commercial	844	\$96,699	\$81.6
Work at Home**	51	\$74,400	\$3.8
<b>Total</b>	<b>1,391</b>	<b>\$95,442</b>	<b>\$135.7</b>

Source: IBIS World Reports; HillPDA

The GVA of the current use on site is estimated to be \$10.9m. This development will provide a further \$125m every year in GVA to a total of \$135.7m (measured in current 2019 dollars).

## 6.5 Demand for employment generating space

The SLEP Cl6.8 applies additional provisions for development in the Strathfield Town Centre, specifically requiring 70% of the current maximum FSR 7.5:1 to be used for employment generating uses. The Planning Proposal provides 32,700sqm GFA of employment uses which equates to 31% of the proposed total GFA. If the Planning Proposal of 9.5:1 were to provide 70% of the total GFA, this would equate to 74,900sqm GFA.

To understand if 74,900sqm GFA for employment generating floorspace is appropriate, we have undertaken a high-level employment (office/ retail) floorspace forecast for the Strathfield LGA.

The fundamental determination to forecast commercial office floorspace demand is the growth in employment by sector (white collar vs manufacturing). At a commercial centre level, it is more difficult as you need to consider the availability of supply (zoning and land supply), the desirability of location (prestige, transport, access and amenity) and cost of delivery (built cost and net rent). The other complicating factor is market speculation which can run well ahead or behind underlying demand. We have assumed the Strathfield market is at equilibrium. With those reservations made we have attempted to forecast the underlying 10-year demand for office floorspace in the Strathfield LGA

### Approach – 10 year Employment Forecast in the Strathfield LGA

Fundamentals:

- Growth in employment in the study area using Transport Performance and Analytics (TPA) data
- Percentage share of white-collar employment
- Average floor space per worker

Using the Transport Performance and Analytics (TPA) employment projections data we calculate the total office floorspace demand at in Strathfield LGA to generate an additional demand of 35,767sqm to 47,690sqm GFA over the next 10 years.

**Table 18: Demand for commercial floorspace – TPA employment forecast**

	Strathfield LGA	
TPA Forecast additional employment 2021-2031 (1)	4,183	
White-collar %	57%	
sqm floor space per worker range (3)	15	20
sqm Office GFA additional demand	<b>35,767</b>	<b>47,690</b>

- (1) TPZ2016 Employment by Industry
- (2) 2016 Census - Employment, Income and Education INDP - 1 Digit Level and LGA (POW) by OCCP - 1 Digit Level
- (3) HillPDA employment lands studies

The Planning Proposal provides an 18,900sqm GFA net increase of employment floorspace which would capture between 40%-53% of the estimated forecast 10-year demand for the LGA.<sup>6</sup>

Based on the forecast, it is economically unjustifiable for the Planning Proposal to provide 70% of the total GFA (74,900sqm GFA). This would supply 157%-209% over the employment floorspace forecast demand for the LGA. The outcome of this quantum of employment floorspace would likely undermine the centres' economic demand for the next 10 years, affect rents, and potentially create an undesirable outcome for the town centre.

This Planning Proposal supplies a 135% increase in employment floorspace over the existing improvements, this translates to an employment generation from 608 to 1,421 jobs (see Section 6.2).

Overall this 32,700sqm GFA of employment uses would maintain the viability of the centre and stimulating the daytime retail economy.

To add, the Planning Proposal meets the overarching objective/ intent of the SLEP Cl6.8 by providing additional employment floorspace in the town centre and is a considerable contribution to the Strathfield LGA. Providing 74,000sqm GFA of employment floorspace in one development is unrealistic.

## 6.6 Investment stimulus

Where a significant property investment decision has been made it is generally viewed as a strong positive commitment for the local area. Such an investment can in turn stimulate and attract further investment. The direct investment in the Strathfield Central would support a wide range of economic multipliers as outlined above which would in turn support investment in associated industries. It would also raise the profile of Strathfield to potential investors.

The proposed development would create additional business opportunities in this locality associated with short term residents within the commercial and retail uses on site. It would increase the profile of this area and in so doing increase the financial feasibility of mixed use development, potentially acting as a catalyst for additional related infrastructure on surrounding sites.

# 7.0 SOCIAL IMPACT ASSESSMENT

This chapter details the potential social impacts to arise from the proposed development. The assessment is informed by the analysis from the previous chapters and scoping of potential impacts using the Department of Planning and Environment's scoping template.

The assessment of social impacts has been undertaken using the framework described in Section 7.1.

## 7.1 Impact assessment framework

The impact assessment presented in this report identifies and evaluates changes to existing social conditions due to the project. This includes the assessment of direct and indirect benefits and effects/impacts, as well as consideration of any cumulative impacts.

These changes can be **positive** or **negative**; **tangible** or **intangible**; **qualitative** or **quantitative**; **direct**, **indirect** or **cumulative**; and **subjectively experienced**.

<sup>6</sup> Existing employment generating uses is 13,766sqm GFA



The likelihood of social impacts arising from each social and environmental matter is assessed as part of the scoping process.

Figure 19 reflects the scoping process that was undertaken to estimate the overall significance of impacts prior to performing more detailed assessment. The following sections outline the criteria that underpin each of the assessment components that contribute to the assessment framework. Professional judgement and experience is applied on a case-by-case basis to identify the significance of impact on the social environment.

**Figure 19: Social Impact Assessment scoping process**

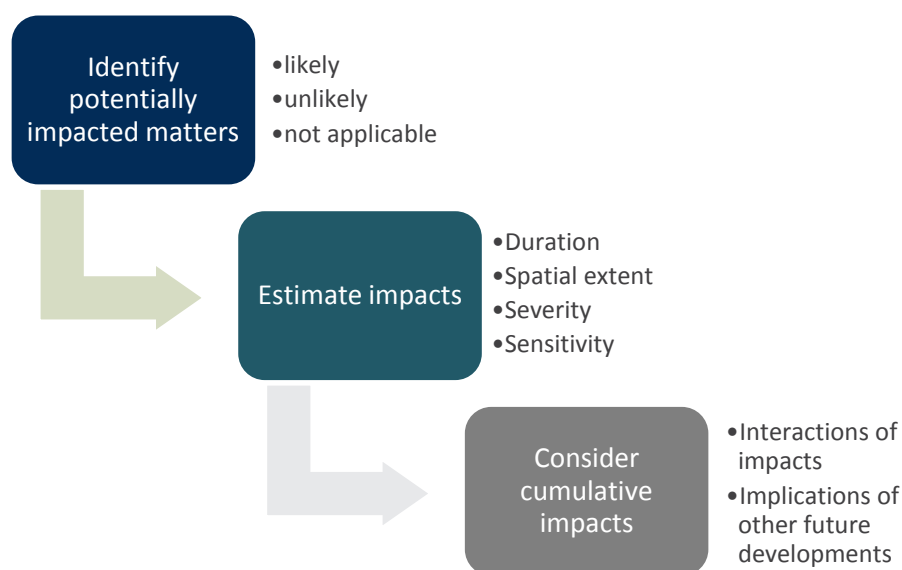


Table 19 outlines the criteria for rating the material effect of an impact, across the four areas defined in NSW Planning & Environment’s guidelines: duration, spatial, severity and sensitivity. Table 20 identifies the overall the level of impact rating which is comprised of multiple combinations of duration, spatial and severity outcomes.

**Table 19: Criteria for rating the material effect of an impact**

Duration		Spatial Extent		Severity		Sensitivity	
Short term	Less than one year Low frequency	Direct Property	Individual/ household	Negligible	No discernible positive or negative changes to baseline conditions	No impact	No disruption to sensitive people, receivers or receiving environments
	One to six years Medium intermittent frequency	Locality	Small number of households	Small	Minimal positive or negative changes to baseline conditions	Low	Some disruption to sensitive people or environments
	Less than six years Consistent frequency	Suburb	Large part of/ whole community Suburb as defined by ABS	Medium	Moderate positive or negative changes to baseline conditions	High	Significant disruption to multiple sensitive people or environments
		Municipality	Local Government area or greater	Large	Major positive or negative change to baseline conditions		

**Table 20: Level of impact**

Category	Consequence
Minimal	■ No discernible positive or negative changes to baseline condition.
Minor	■ Small change to baseline condition, generally short or short-medium term, confined to a locality or suburb and is able to be mitigated or enhanced.
Moderate	■ Medium change to baseline condition that may be short, medium, or long term. The spatial extent may vary, however impacts would usually respond to mitigation or enhancement.
Major	■ Large change to baseline condition usually resulting in medium to long-term effects. Spatial extent is generally at a LGA or regional level with the potential for substantial effects on the social or economic environment. ■ Negative impacts would require extensive mitigation
Catastrophic	■ Reasonable worst-case scenario

### Likelihood of impact

The significance of which potential social impacts and benefits would occur as a result of the proposal is assessed by comparing the level of impact (low, moderate and high) against the likelihood of impact occurring. The criteria used to determine the likelihood of an impact are described in Table 21.

**Table 21: Likelihood of impact**

Likelihood	Description	Probability
Almost certain	Expected to occur, almost frequently	90 percent
High	Could occur in many instances	70 percent
Possible	Just as likely to happen as not	50 percent
Low	Very limited occurrence	30 percent

## Significance of impact

Potential impacts are identified as part of the scoping process (see Table 19). They are then analysed based on the nature of the impact and its predicted severity. A mitigation strategy is proposed if necessary and finally both impacts are assigned a Social Risk Rating (SRR) for a scenario with and a scenario without mitigation. The matrix used to calculate SRR is contained below in Table 22. Using this rating system, the Social Risks for the proposed development are assessed as follows.

**Table 22: Social Risk Matrix**

			Consequence				
			1	2	3	4	5
			Minimal	Minor	Moderate	Major	Catastrophic
Likelihood	A	Almost certain	A1	A2	A3	A4	A5
	B	Likely	B1	B2	B3	B4	B5
	C	Possible	C1	C2	C3	C4	C5
	D	Unlikely	D1	D2	D3	D4	D5
	E	Rare	E1	E2	E3	E4	E5

**Social Risk Rating:**

 Low

 Moderate

 High

 Extreme

Source: NSW Planning & Environment (2017) | Vanclay, F; Esteves, A; Aucamp, I; Franks, D (2015)

## 7.2 Social impact assessment findings

Table 23: Social risk assessment

IMPACT DESCRIPTION			IMPACT WITHOUT MITIGATION		IMPACT WITH MITIGATION		
IMPACT	TIMING	AFFECTED PARTIES	IMPACT CHARACTERISTICS	SOCIAL RISK RATING	IMPACT CHARACTERISTICS	SOCIAL RISK RATING	SECTION
POTENTIAL NEGATIVE IMPACTS							
Potential for traffic	Long term	Existing and future residents, workers, visitors	increased traffic causing unrest. Moderate consequence; possible likelihood	High	More commuters and road-users. Minor consequence, possible likelihood	Moderate	Section 7.3.1
Built form results in overshadowing and loss of privacy	Medium term	Surrounding residents	Loss of sunlight hours; feeling disassociated with local area. Moderate consequence; possible likelihood	Moderate	Minimal consequence, possible likelihood	Low	Section 7.4.1
Construction-related amenity impacts	Short term	Surrounding residents, workers and visitors	Noise, dust, traffic disruption. Moderate consequence, high likelihood	High	Measured disruptions to travel and amenity. Minimal consequence; possible likelihood	Low	Section 7.4.3

IMPACT DESCRIPTION			IMPACT WITHOUT MITIGATION		IMPACT WITH MITIGATION		
IMPACT	TIMING	AFFECTED PARTIES	IMPACT CHARACTERISTICS	SOCIAL RISK RATING	IMPACT CHARACTERISTICS	SOCIAL RISK RATING	SECTION
Temporary loss of retail during construction	Short term	Retail tenants, surrounding residents and centre visitors	Business impacts, loss of social space for daily interactions. Moderate consequence, likely likelihood	High	Affected parties must travel elsewhere for retail; retail tenants relocate staff Minor consequence, almost certain likelihood	High	Section 7.4.3
Integration with surrounding land uses	Medium term	Existing and future residents	Personal isolation and lack of community cohesion. Minor consequence; unlikely likelihood	Low	Minor lack of cohesion. Minimal consequence; rare likelihood	Low	Section 7.6.1 Section 7.8.4
Increased demand for social infrastructure	Medium to long term	Future residents and workers	Inability to access social services. Minor consequence; high likelihood	High	Marginal/static demand for social infrastructure. Minimal consequence; rare likelihood	Low	Section 7.5 Section 7.5.1
Crime resulting from proposal	Medium term	Future residents, workers and visitors	Crime to person or belongings. Major consequence, unlikely likelihood	High	Crime to person of belongings. Moderate consequence; rare likelihood	Moderate	Section 7.8.1

**Table 24: Assessment of likelihood and the scale of improvement or benefit**

IMPACT	TIMING	AFFECTED PARTIES	IMPACT CHARACTERISTICS	SCALE OF IMPROVEMENT	SECTION
<b>POTENTIAL POSITIVE IMPACTS</b>					
Increased public amenity	Medium and long term	Existing and future residents, workers and visitors	Greater patronage of public space and civic participation. Moderate consequence; high likelihood.	High	Section 7.6.1 Section 7.8.4
More opportunity for social interactions	Long term	Existing and future residents, workers and visitors	Higher chance of social interactions forming community cohesion and personal wellbeing. Major consequence; possible likelihood.	Extreme	Section 7.6.1 Section 7.4.2
Increased housing choice	Long term	Future residents and Strathfield residents	Better ageing in place, diversified demographic Moderate consequence; possible likelihood.	High	Section 7.7
Reduced pressure on housing costs	Medium term	Future residents and Strathfield residents	Lower priced dwellings allow more economic and social opportunities. Moderate consequence; possible likelihood.	High	Section 7.9.2
Healthier lifestyles	Long term	Future residents and workers	Less vehicle use and more walking creates more physically healthy people. Major consequence; possible likelihood.	Extreme	Section 7.8.2
Construction-related expenditure	Short term	Wider NSW economy	Construction expenditure benefits the wider economy. Minor consequence; high likelihood.	High	Section 7.9.1
Social equity from jobs growth	Long term	Strathfield LGA	More jobs allow economic participation for disadvantaged areas. Moderate consequence; possible likelihood.	High	Section 7.8.3



## 7.3 Access and connectivity

### 7.3.1 Congestion from intensified land use

The Strathfield area is currently heavily car reliant with periods of high congestion during peak times. Traffic congestion and changes in lifestyle preferences are contributing to workers seeking workplaces that offer higher levels of amenity and access to services and leisure activities. The proposed mix of uses on the site will offer immediate access to convenience and boutique retail, employment, entertainment, hospitality and social infrastructure – meeting many of the day to day needs of residents on site. The site's proximity to a frequent bus service and within the walkable catchment of the train station further reduces the necessity for car travel.

Changes in road network efficiency and connectivity do however have the potential to occur across the study area from the construction and operation of the proposed development. A transport assessment undertaken by Cardno Consulting has concluded the following:

- *The proposed transport hub on-site provides a unique opportunity to re-think the existing interchange and achieve improved safety and operational efficiencies.*
  - *Provides a sheltered and enclosed waiting area for pedestrians resulting in improved comfort, away from harsh weather conditions.*
  - *Allows the existing bus interchange to be modified to improve pedestrian amenity between Strathfield Station and the town centre. The Taxi rank and Kiss 'n' Ride areas can be relocated to pedestrianise Albert Road immediately in front of the station entrance.*
  - *Improve congestion during peak times by reducing the number of conflict points and level of interaction between buses stopping and cars circulating within the town centre.*

High-density mixed-use developments often result in concerns among the local community in regard to parking requirements due to population growth within the locality. The proposal provides approximately a total of 1,789 car parking spaces. Social impacts resulting from car parking requirements are considered minimal given that the proposal forms part of a transit-oriented development allowing higher public transport patronage.

## 7.4 Amenity

Amenity has its meaning of pleasantness, but also has a physical (or tangible) component. This includes the character and appearance of buildings, proximity to commercial or recreational facilities, quality of infrastructure and absence of noise, unsightliness or offensive odours. It also has a psychological or social component.

Amenity is what makes one location feel different from another, but it also contributes to a place's identity and can be what makes our physical surroundings worth caring about. Amenity can affect the ability of a resident, a visitor or the community to enjoy or undertake activities within the local area.

### 7.4.1 Design quality

The Planning Proposal is subject to an architectural design process that aims to facilitate high quality design outcomes. The proposal is a five-tower podium design with transparent frontages on each side and balconies to reduce massing impact. The colours and materiality of the design are aimed at reducing visual bulk of the buildings. Shadow studies undertaken as part of the Planning Proposal indicate minimal impacts resulting from overshadowing.

The Planning Proposal complies with the Apartment Design Guidelines. Overall, the Planning Proposal offers a quality design outcome including the provision of substantial civic space that would be accessible to the wider community as well as occupants of the site.

The proposed location of an iconic mixed-use precinct at the gateway of Strathfield may contribute to improving the identity and character of the local centre.

#### **7.4.2 Mixed use and activation**

The Planning Proposal seeks to create an active mixed-use precinct offering a diverse range of activities on the site and opportunities for a good living and working environment. The proposed social infrastructure on site, including a community centre of around 650-700sqm GFA will support the incoming population as well as the existing resident and working population.

The provision of civic space and through-site connections presents significant benefits to future residents and workers. In particular, the substantial area of civic space and the proposed screen offers an opportunity for community use during the day and evenings. While cafes would be available on site, the area is also designed to allow the community to visit and use the civic space without needing to spend money and in doing so, contribute to an active precinct. The space will be suited to the need of families, workers and visitors to Strathfield. There is currently no alternative space of this nature in Strathfield.

Overall, the proposed mix of uses will contribute to a vibrant public domain with a high level of amenity.

#### **7.4.3 Impact of construction**

No construction will arise directly from the Planning Proposal and an opportunity will arise to assess the impacts of construction at the development application stage. At this stage it is noted that the construction process has the potential to affect the amenity of sensitive receivers within the surrounding area. Sensitive receivers generally relate to residents but may also include childcare centres, places of worship, community and recreational facilities or businesses (such as cafes and restaurants) that rely on the amenity of a locality to attract customers.

During construction, the following may affect local amenity:

- The removal of established vegetation
- The introduction of construction facilities to the environment
- Noise and dust arising from construction activities
- Unpleasant odours
- Increased traffic volumes and/or congestion.

The land uses surrounding the Strathfield Central are mostly commercial except for the southern frontage, and the site is adjoined by major roads on two sides – which are less sensitive to construction impacts than retail or residential. Short term reduction in amenity may impact the surrounding office and retail buildings along Redmyre Road and Churchill Avenue.

The construction of the proposed works entails the demolition of existing Strathfield Plaza. Some retail outlets in the current Strathfield Plaza may resume tenancies once the development is complete. Some may relocate to nearby centres and others may close. Relocation of retail premises may be detrimental to the business and the community that has used the businesses. Strathfield Plaza has a social function as it hosts restaurants, cafes and retail outlets frequented by the local catchment. Although the construction process is temporary, there will almost certainly be an interruption to the social connections associated with visitors and employees of the Plaza.

At this stage it is envisaged that the construction impacts could be managed through a Construction Environmental Management Plan, including engagement with nearby businesses and residents. This can be considered further at the DA stage.

## 7.5 Demand for social infrastructure

Table 25 applies industry standard social infrastructure provision benchmarks to the resident population of the catchment, to determine the provision of social infrastructure in 2036.

**The table provides a high-level estimate only and not a full audit of social infrastructure within the development pipeline.**

**Table 25: Demand for social infrastructure – Strathfield LGA**

Category	Facility	Population Net Increase 2036*	Benchmark applied	Demand	Floorspace
Childcare and educational facilities	Long day care	1,100	1 place for every 5 to 2 resident children aged 0-4 years - adopted 1 place for every 3 children	367 spaces	2,566sqm outdoor 1,189sqm indoor
	OSHC	3,100	1 place for every 5 children aged 5 – 11 years	167 spaces	6,820 sqm GFA
	Public primary school	3,100	1 primary school for every 500 people aged 5-11 years	6.2 primary schools	
	Public secondary school	1,500	1 Government school for every 1,200 people aged 12-17 years	1.3 secondary schools	
Community facilities and libraries	Library facilities	23,700	35sqm per 1,000 resident	955sqm of space	955sqm GFA
	Community centres	23,700	60sqm per 1,000 residents (excludes libraries and leased space)	1,422 sqm of space	1,442 sqm GFA

Source: NSW Department of Planning and Environment, City of Parramatta Guidelines, Parks and Leisure Australia WA Guidelines for Community Infrastructure 2012, A Guide for Public Library Buildings in New South Wales - Third Edition,

\*TPA population projections for Strathfield LGA

Applying the above industry benchmarks to the current provision of social infrastructure, it can be determined that the catchment is currently lacking in the provision of:

- Long day care and OHSC centres totalling 3,756sqm GFA. However, this could be expected to be accommodated within the provision of commercial floorspace with suitable adjacent outdoor area.
- The provision of a primary and secondary school requires consultation with the NSW Department of Education to understand the current under/oversupply of schools in the locality and provision of new schools. Any provision of such social infrastructure would need to be appropriate both in size/quantity and for the locality of the site.
- Community space 2,417sqm GFA.

Given the large size of the Strathfield Central, it has the capacity to accommodate some of the facilities state above increasing the sustainability of the local community.

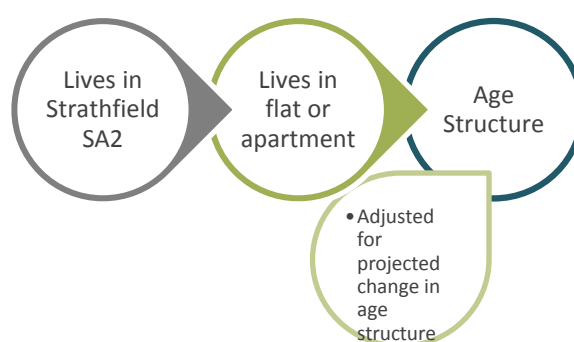
The benefits of provisioning for social infrastructure and civic uses would provide opportunities for increased community, cultural and social activities and interaction. In addition to this, community centres within the Strathfield LGA could play a role in:

- Delivering a range of educational, recreation and health services and programs
- Building community connections and relationships
- Improving the inclusion of community members especially within areas of highly diverse cultural and linguistic backgrounds.

### 7.5.1 Demand for social infrastructure on Strathfield Central

This section estimates the future resident population of proposal and uses these figures to forecast demand for social infrastructure. The quantity and type of demand generated by the proposal can inform future decisions about social infrastructure provision within the proposal and by local and state government.

The method of estimating future population result from proposed works is shown below.



A profile of apartment-dwellers in the Strathfield SA2 is weighted against population age structure projections established in Section 4.3.1. The estimated future resident population is seen in Table 26.

**Table 26: Estimated future resident population**

Age	Proportion of total	Population from proposal
0-4 years	4.45%	86
5-9 years	2.89%	56
10-14 years	2.62%	51
15-19 years	3.96%	76
20-24 years	14.23%	274
25-29 years	20.99%	404
30-34 years	14.88%	287
35-39 years	7.72%	149
40-44 years	4.69%	90
45-49 years	4.49%	87
50-54 years	3.87%	74
55-59 years	3.07%	59
60-64 years	2.53%	49
65-69 years	1.93%	37
70-74 years	2.09%	40
75-79 years	1.79%	34
80-84 years	1.82%	35
85+ years	1.99%	38
<b>Total</b>	<b>100%</b>	<b>1,927</b>

The estimated population resulting from the proposal is 1,927, with a larger proportion of people aged 20 to 39. This residential population would generate demand for social infrastructure in a local catchment. The estimated demand for this is outlined in Table 27.

**Table 27: Demand for social infrastructure – estimated future resident population**

Category	Facility	Benchmark applied	Demand	Floorspace
Childcare and educational facilities	Long day care	1 place for every 5 to 2 resident children aged 0-4 years - adopted 1 place for every 3 children	29 spaces	203sqm indoor 127sqm outdoor
	OSHC	1 place for every 5 children aged 5 – 11 years	14 spaces	571sqm
	Public primary school	1 primary school for every 500 people aged 5-11 years	0.14 primary schools	
	Public secondary school	1 Government school for every 1,200 people aged 12-17 years	0.05 secondary schools	
Community facilities and libraries	Library facilities	35sqm per 1,000 residents	67sqm of space	67sqm GFA
	Community centres	60sqm per 1,000 residents (excludes libraries and leased space)	116sqm of space	116sqm GFA

Source: NSW Department of Planning and Environment, City of Parramatta Guidelines, Parks and Leisure Australia WA Guidelines for Community Infrastructure 2012, A Guide for Public Library Buildings in New South Wales - Third Edition

## 7.6 Community cohesion

### 7.6.1 Civic core for surrounding land uses

There are a number of design and planning aspects of the proposal that provide the opportunity for interaction between the existing and future communities of workers, residents and visitors.

The Planning Proposal includes a substantial 2,500sqm public plaza within the design surrounded by retail and landscaped areas. This space could connect residents, workers and visitors, offering the ability to create social interactions and connections. The space would be suited to families with the potential for outdoor entertainment and community focussed events. It would also provide a venue to eat out in the day and evening. The potential to deliver a substantial civic space is significant given the current lack of dedicated civic and open space surrounding the Strathfield Central.

Anecdotally, there is some dissatisfaction among workers at the lack of retail and food outlets for employees in the immediate surrounds. The addition of ground-level retail and civic space could facilitate social interactions during lunch hours and after work.

Overall, the Planning Proposal encourages cohesion of existing and future residents and workers and is considered a moderate positive impact.

## 7.7 Housing choice

The proposed development would contribute approximately 753 additional dwellings to Strathfield.

It is noted that the proposal includes 81% proportion of studio, one- and two-bedroom apartments.

As identified in Section 4.5, the dwelling mix in the Strathfield LGA is weighted towards larger dwellings, with only 6% of dwellings being one-bedroom dwellings. The inclusion of studio and one-bedroom dwellings allows people to downsize from a three- or four-bedroom house into a smaller apartment without severing social connections that residents have in the area. Doing so is a fundamental requirement of the ageing in place process. As outlined in Section 4.3.1, Strathfield has an ageing population, and therefore the need for smaller dwellings in the centre is poignant.

The development will also provide 10% of the GFA uplift to key worker subsidised rental housing for 10 years. The provision of this key worker housing will provide quality accommodation ideally close to their employment location with good access to public transport options, retail and other local amenities.

The construction of a new development will provide an opportunity to develop residential apartments in line with the relevant legislation and Australian Standards for adaptable housing and disability access. This is another key motivation outlined in the NSW Ageing Strategy – to allow people to grow old in a consistent area and maintain social connections into older age. Doing so requires the design to conform to age-friendly design parameters outlined in the Liveable Housing Design Guidelines.

The provision of universally designed housing, adaptable housing and other housing innovations would potentially result in a positive contribution to the community through increased housing choices and accessible dwellings.

The Planning Proposal will make a positive contribution to housing diversity and accessibility in Strathfield LGA.

## **7.8 Community health and safety**

### **7.8.1 Crime**

The risk of the Planning Proposal directly or indirectly contributing towards crime in the area has been considered. The Planning Proposal could provide an opportunity to address current crime concerns including improved build form to provide increased opportunities for natural surveillance and changed activity patterns on the site which may reduce notable the risk of crime occurring around the Strathfield Central. The proposed mix of uses would foster site activation during longer hours of the day, contributing to natural surveillance in the area within and immediately surrounding the Strathfield Central. The potential for increased crime to result from the Planning Proposal is considered to be of moderate consequence with a possible likelihood. With preventative measures, this social risk can be reduced.

In addition, NSW Police are a current tenant ideally, they could be a future tenant to reduce the likelihood of crime and their presence would act as a notable physical deterrent.

There is opportunity for crime prevention to be more thoroughly investigated in the development application phase. A Crime Risk Assessment is required at the DA stage to assess the magnitude of crime and type of crime likely to be committed in the area and recommend suitable methods for Crime Prevention Through Environmental Design (CPTED).

### **7.8.2 Healthy lifestyles**

The proposal for a mixed-use development within walking distance of a high-frequency train station would provide social and health benefits to the residents. Impacts such as stress and fatigue arise as a result of long daily commutes - when jobs are located further away from housing, and housing from jobs. The proposal will reduce the need for long commute times and foster healthier lifestyles for residents and workers.



These benefits of public transport accessibility have been appreciated and included as part of NSW State Government planning policy. As such, the proposal realises the benefits of transport accessibility and would leverage this for a complementary worker-resident population.

### 7.8.3 Social equity

As outlined in Section 6.0, the proposed development will contribute significantly to the local economy in Strathfield. The additional projected employment opportunities during construction and then following completion will increase the availability of employment to locals, as well as significantly adding to expenditure at local businesses.

In Section 4.6 it was identified that Strathfield returned lower Economic Resource score indicating a significantly higher level of social disadvantage. The additional employment opportunities accompanying this development would therefore be significantly beneficial to social equity in the area.

Consequently, the proposed development is rated to present a long-term social benefit to equity within Strathfield.

### 7.8.4 Mixed use precincts

Co-location of land uses in mixed use precincts is creating self-sustaining destinations that are changing the way we work and live - a trend that is likely to accelerate. The new mixed-use precincts offer households and visitors accommodation, work, shops, services, recreation and entertainment all in the same location, minimising the need for transport and maximising the benefits of existing infrastructure. Some of the benefits of mixed-use precincts identified in the literature that are relevant to the Planning Proposal are:

- Including residential uses allows greater investment in a public domain, community facilities, open space, recreation facilities, site connections and local traffic improvements which provides quality living and working environments
- Potential to attract higher-order tenants including major corporations and international headquarters
- An on-site population provides an immediate catchment to underpin the viability of retail and services offer
- Residents activate a mixed-use precinct in the evening, when workers have gone home, providing a basis for a night-time economy
- Living and working on site reduces travel time and maximises time to spend with family, friends and in leisure activities
- Mixed use environments make flexible working arrangements easier and the negative consequences of overtime hours are minimised enticing workers stay with the business for longer
- Existing infrastructure that is in place for Strathfield provides a firm foundation for an expanded community, with existing open space, health facilities and community facilities all being available to incoming residents and workers
- Infrastructure that goes unused outside standard business hours can be used by residents in the evening, including major infrastructure investments, which will maximise patronage and benefits from the Government's investment.

Hence there are significant benefits likely to arise from the mixed-use nature of the Planning Proposal.

## 7.9 Local economy

### 7.9.1 Construction-related expenditure

The construction of the development is expected to have short term benefits with respect to construction employment and the purchase of materials. During construction, the proposed development would generate additional construction jobs. Local businesses are also likely to benefit from increased construction related trade.

The construction industry is a significant component of the economy, accounting for 6.7% of Gross Domestic Product and employing almost one million workers across Australia.<sup>7</sup> The industry has strong linkages with other sectors, so its impacts on the economy go further than the direct contribution of construction.

### 7.9.2 Reduced pressure on housing costs

The Australian Bureau of Statistics forecasts that the Sydney Metropolitan Area will gain an additional 1.5 to 1.9 million residents by 2036. In light of this change, the NSW State Government forecasts that Sydney will require an additional 664,000 dwellings over the next twenty years. The impact of low housing supply in comparison to high demand will be to drive the cost of housing upwards, exacerbating concerns regarding housing affordability. Increased housing supply was also identified as a key priority in the draft Eastern City District Plan.

As such the proposal would contribute to meeting demand for new dwellings and align housing supply with demand. Further, the resulting net increase in dwelling supply can help to alleviate pressure on housing costs in the local area. This would be expected to have some positive influence on housing affordability in Strathfield, allowing more flexibility with life choices and long-term wellbeing.

### 7.9.3 Jobs growth from mixed use

Mixed use precincts are often favoured by corporations who claim that they are better able to attract and retain talent by offering exemplary amenity, living and working conditions with leisure time maximised through minimal commute times. The Planning Proposal will:

- Potentially attract higher-order tenants which enhances the reputation of Strathfield, to create ongoing interest from tenants.
- An on-site resident and visitor population will increase retail expenditure and support jobs growth
- Build on infrastructure that is in place for the business park for an expanded business and resident community in which infrastructure can be used outside standard business hours by residents and visitors in the evening.
- Capitalise on the Government's investment in major infrastructure investments to provide increased jobs on a location with good access to public transport.

Increased employment in the area will bring social benefits through reduced commute times and as a consequence, increased time to spend with family, socialising with friends, recreating and engaging in leisure activities.

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<sup>7</sup> IBIS, (2015). *World Construction Industry Report*

## 7.10 Mitigation measures and monitoring

The following mitigation measures are proposed as part of this SEIA. Adopting these mitigation measures would actively respond to social risk resulting from the proposed redevelopment.

IMPACT	MITIGATION TYPE	MITIGATION
Congestion from intensified land use	Project-specific	<ul style="list-style-type: none"> <li>■ Adopt recommendations from Traffic Assessment (Cardno, 2019)</li> </ul>
Imposition from large built form	Standard	<ul style="list-style-type: none"> <li>■ Adhere to design principals outlined in proposal</li> </ul>
Construction-related amenity impacts	Standard	<ul style="list-style-type: none"> <li>■ Undertake and adopt recommendations from Construction Environmental Management Plan</li> </ul>
Temporary loss of retail during construction	Project-specific	<ul style="list-style-type: none"> <li>■ Construction Environmental Management Plan should address social risk of temporary loss of retail and provide mitigations</li> </ul>
Poor integration with surrounding land uses	Project-specific	<ul style="list-style-type: none"> <li>■ Continued collaboration with Council and neighbouring properties</li> <li>■ Adhere to proposed designs for high-quality public realm</li> </ul>
Increased demand for social infrastructure	Project-specific	<ul style="list-style-type: none"> <li>■ Further decisions about proposed library/community space should respond to market and community demand</li> </ul>
Crime resulting from proposal	Standard	<ul style="list-style-type: none"> <li>■ Undertake a Crime Risk Assessment at the DA stage</li> </ul>

## 8.0 CONCLUSION

HillPDA was engaged by Memocorp Australia to prepare a SEIA to accompany a Planning Proposal for consideration by Strathfield Council in regard to the proposed development for a mixed use precinct 'Strathfield Central' located at Strathfield Plaza 11 The Boulevarde, Strathfield, NSW 2135.

The SEIA aims to identify both potential positive and negative social impacts associated with the proposed development. This report also suggests mitigation measures which will help to maximise social benefits and minimise negative impacts, to the community.

The analysis has identified that the Planning Proposal will contribute to increased demand for community infrastructure. The proposal incorporates a community centre and generous civic space to addresses these needs.

The potential for social impacts to arise from traffic congestion has been found to be low based on the findings of a traffic study by Cardno which indicates that the potential traffic impacts of the Planning Proposal can be appropriately managed and improved through the delivery of a new transport hub.

Initial concerns at the incidence of crime in the surrounds have been allayed as current crime rates are generally below the Greater Sydney average and the planning proposal will provide an opportunity to improve design outcomes to increase opportunities for natural surveillance through improved design outcomes and increased activation over an extended period.

Overall, the negative impacts of the Planning Proposal can be successfully managed with the implementation of the above mitigation measures. The Planning Proposal would have an overall benefit to the social and environment of Strathfield.

The Planning Proposal assists in meeting the Eastern City District housing targets. In addition, the Strathfield Economic Land Use and Employment Strategy 2010 calls for an increase residential development that will bring demand for additional retail and local services. The proposed redevelopment directly responds to the actions outlined in the Strathfield Economic Land Use and Employment Strategy 2010 by fostering high quality commercial floor space in the town centre, bolstered with public realm upgrades and a range of civic, retail and dining options.

Potential benefits arising from the development include 5,285 jobs years arising from construction and 1,421 additional local jobs when completed. The value added to the local economy is \$135.7mil every year. There will also be significant flow on effects both during and after construction, further increasing local economic activity and making significant differences in a region with higher levels of economic disadvantage.

Overall, the Planning Proposal is supported.

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