

# Bega Valley Shire Commercial Land Strategy

## Project brief

### 1. Project Title

Bega Valley Shire Commercial Land Strategy.

### 2. Objective

Council needs to plan for the future land use requirements of development that meet the daily, weekly and occasional needs for goods and services of the community of the Bega Valley Shire and our visitors as well as the industries that will provide economic development and employment opportunities in the future.

The aim of the project is to produce a strategy that addresses the future need for commercial land in the Bega Valley Shire and set the framework for development in the area to 2036 that:

- Influences how and where retail, commercial and new business activity will occur to support our growing population, ageing community and changes in household structure
- Delivers growth in line with forecasts and market expectations, including the strategic direction identified in the South East and Tablelands Regional Plan 2036
- Informs the development of Council's Local Strategic Planning Statement and further Shire-wide growth strategies
- Guides future amendments to planning instruments and policies.

### 3. Deliverables

The following outputs are essential components of the project:

#### 1. Demographic analysis

- Analyse demographic projections from .id forecast, the NSW Department of Planning and Industry in relation to the current and future retail, service provision and employment generation needs of Shire's population centres in terms of growth, age structure, household types and size and other relevant social and economic factors

#### 2. Demand analysis

- Identify trends and innovations in retail, service provision and employment generation that impact on commercial area planning that are relevant to regional areas such as the Bega Valley Shire

- Investigate demand for commercial or mixed use land in terms of both theoretical future demand for different types of retail, commercial and new business activity as well as other influences such as market preferences for location and site characteristics
3. Supply analysis
    - Investigate the current commercial land supply in terms of location, type and tenure using land zoning maps and other information from Council's planning staff
  4. Gap analysis
    - Identify areas where our current commercial land supply is adequate and where there are gaps for different market sectors or population centres using the results of the demand and supply analysis
  5. Develop hierarchy
    - Develop a commercial centres hierarchy that defines the role and function of each of the Shire's population centres based on existing roles and future growth projections.
  6. Develop a commercial land vision for the Shire
    - Based on Council's Community Strategic Plan 2040 and supporting Understanding Our Place documents
  7. Develop a series of objectives
    - To guide future retail, service provision and employment generating development in the Shire which address the gaps identified in the analysis and measures to close those gaps in the context of Bega Valley Shire Community Strategic Plan 2040 and South-East and Tablelands Regional Plan 2036.
  8. Develop strategic directions
    - For each of the Shire's commercial areas to meet the needs of the future population, encourage employment and accommodate future retail trends.
  9. Identify land use planning measures
    - Provide recommendations regarding the planning for and control of retail, service provision and employment generating development that will help address shortfalls identified through the gap analysis and reinforce the roles of centres defined in the commercial centres hierarchy
    - Include consideration of amendments to the Bega Valley Shire Local Environmental Plan 2013 and Development Control Plan 2013 and other planning policies or other mechanisms

10. Consideration of other strategies

- The strategy must consider the outcomes and recommendations detailed in the Enterprise Lands Review and the Bega Valley Shire Council Commercial Centres Strategy Review of Merimbula/ Pambula/ Tura Beach catchment.

11. Present draft strategy to Councillors

- In a workshop prior to finalisation of the draft for public exhibition.

12. Provide feedback

- On issues raised in formal public exhibition of document

## 4. Consultation

The project will involve face-to-face engagement with key stakeholders however other forms of engagement with relevant stakeholders should also be considered.

- Identified stakeholder for commercial land include: representatives of the local Chambers of Commerce, other local business groups, local retailers, centre managers, land owners, real estate agents and the development industry.

## 5. Council inputs

1. Existing background or contextual information
2. Information from professional Council staff
3. Arrangement of engagement activities with key stakeholders
4. Data relating to existing commercial development in terms of location, type and tenure (provided by Council through the Land and Housing Monitor and Census data provided by .id profile)
5. Data relating to upcoming subdivisions, development applications and construction or occupation certificates
6. Information about any upcoming planning proposals, significant upcoming subdivision or Development Applications as well as servicing strategies
7. Draft Rural Living Directions Report, Enterprise Lands Review and the Bega Valley Shire Council Commercial Centres Strategy Review of Merimbula/ Pambula/ Tura Beach catchment and other relevant Council strategies and reports

## 6. Price

The project will be delivered for a fixed cost of \$30,000

This includes research and production of the strategy and at least one site visit on commencement of the project that includes meeting with key Council staff including the project officer and consulting with the key external stakeholders identified in this document. Travel and disbursements must be included within the overall project cost.



## 7. Timing

The project can commence mid July 2019 and must be completed by the end of October 2019.

## 8. Documentation

This project requires the preparation of a draft strategy with some support from Council's project manager and other Council staff.

The strategy will present the findings of all investigations and include details of methodology and contextual information.

The draft documentation will be periodically submitted to Council for review and comment. A final draft will then be prepared by incorporating changes that are required by Council and include any feedback as a result of the exhibition process. Any necessary adjustments would be made to the strategy based on Council's resolution. The final strategy would then be delivered to Council.

The final documentation should be submitted in the following forms:

- 1 bound A4 copy
- 1 electronic copy of the final report in Microsoft Word format
- A copy of all mapping or supporting information that is in an editable format.