

Statement of Environmental Effects

Penrith Homemaker Centre – Tenancies 250 and 255 at 13-23 Pattys Place, JAMISONTOWN NSW

Lot 10 DP 1046110

6 March 2020

Under instruction from

Harvey Norman (Calardu Penrith Pty Limited ACN 71 622 609)

For the purpose of

Fitout and use for Barber Shop and Nail Salon

Knight Frank Town Planning (ACT & NSW)
LEVEL 22, 123 PITT STREET,
SYDNEY NSW 2000

Planning.NSW@au.knightfrank.com

KFTP Reference: 18-023-3

Qualifications

This report is prepared for the private and confidential use of the parties named on the title page, and only for the purpose outlined on the title page. It should not be relied on for any other purpose and should not be reproduced in whole or part for any other purpose without the express written consent of Knight Frank Town Planning (ACT & NSW).

This report is current at the date of the development application only.

This report is to be read in its entirety and in association with other documentation submitted as part of the Development Application.

Job Name	Penrith Homemaker Centre		
Job Number	18-023-3		
Client	Calardu Penrith Pty Ltd t/a Harvey Norman		
Quality Management			
	Name	Date	Signature
Prepared by	Nicholas Cavallo	5/3/2020	NC
Checked by	Mark Grayson	5/3/2020	MG
Approved for release by	Mark Grayson	6/3/2020	MG
For further information contact	Nicholas Cavallo Town Planner Nicholas.Cavallo@au.knightfrank.com 02 9036 6876		

COPYRIGHT KNIGHT FRANK TOWN PLANNING

All intellectual property and copyright reserved.

Apart from any fair dealing for the purpose of private study, research, criticism or review, as permitted under the Copyright Act, 1968, no part of this report may be reproduced, transmitted, stored in a retrieval system or adapted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise) without written permission.

Enquiries should be addressed to Knight Frank Town Planning.

Contents

1. Executive Summary	4
2. Introduction	5
2.1 Background	5
3. Subject Site	6
3.1 Site Location and Description	6
3.2 Aerial Photograph	6
3.3 Land Use Zoning	7
4. The Proposal	10
4.1 Proposed Development	10
5. Environmental Assessment	11
5.1 Assessment of Planning Controls	11
5.1.1 State Environmental Planning Policies	11
5.1.2 Penrith Local Environmental Plan 2010	11
5.1.3 Penrith City Council Development Control Plan	12
6. Section 4.15 Considerations	14
6.1 Section 4.15 (1)(a)(i) The Provisions of any Environmental Planning Instrument,	14
6.2 Section 4.15 (1)(a)(ii) The provisions of any Draft Environmental Planning Instrument	15
6.3 Section 4.15 (1)(a)(iii) Any Development Control Plan	15
6.4 Section 4.15 (1)(a)(iiia) Any Planning Agreement that has been entered into or any Draft Agreement	15
6.5 Section 4.15 (1)(a)(iv) The Regulations	15
6.6 Section 4.15 (1)(a)(v) Any Coastal Zone Management Plan	Error! Bookmark not defined.
6.7 Section 4.15 (1)(b) The likely impacts of that development,	15
6.8 Section 4.15 (1)(c) The Suitability of the Site for the Development	16
6.9 Section 4.15 (1)(d) Any submissions made	16
6.10 Section 4.15 (1)(e) The Public Interest	17
7. Conclusion	18

1. Executive Summary

This Statement of Environmental Effects (SEE) accompanies a Development Application (DA) to Penrith City Council for the creation of ancillary services that will benefit the collective specialised retail premises at the Penrith Homemaker Centre. The proposed development is within tenancies T250 and T255 located at 13-23 Pattys Place, Jamisontown ("the site").

Specifically, the proposed development comprises the following:

- ◆ Fitout and use for a barber shop in T250;
- ◆ Fitout and use for a nail and beauty salon in T255; and
- ◆ Construction works to realign the tenancies and alter the internal façade.

This SEE and accompanying specialist documentation describes the proposed development at the site and provides an environmental assessment against the relevantly applicable Environmental Planning Instruments and Policies, pursuant to Section 4.15 Evaluation of the Environmental Planning and Assessment Act 1979 (EP&A Act).

The assessments carried out in this SEE demonstrates that the proposed development:

- ◆ would remain consistent with the relevantly applicable Environmental Planning Instruments and Policies;
- ◆ would remain in the public interest by improving the range of offerings within the Penrith Homemaker Centre;
- ◆ would contribute to the further economic development of Penrith City Council Local Government Area, both during the construction and operational phases supporting the operation of the Penrith Homemaker Centre;
- ◆ is permitted with development consent and consistent with the objectives of the B5 Business Development zone; and
- ◆ is therefore worthy of Council's approval.

2. Introduction

2.1 Background

This Statement of Environmental Effects (SEE) accompanies a Development Application (DA) to Penrith City Council on behalf of Harvey Norman (Calardu Penrith Pty Limited ACN 71 622 609) for the creation of ancillary services that will benefit the collective specialised retail premises at the Penrith Homemaker Centre. The proposed development will be within tenancies T250 and T255 located at 13-23 Pattys Place, Jamisontown ("the site"). The site has a legal description of Lot 10 DP1046110. In particular the development comprises the following:

- ◆ Fitout and use for a barber shop in T250;
- ◆ Fitout and use for a nail and beauty salon in T255; and
- ◆ Construction works to realign the tenancies and alter the internal façade.

This SEE and accompanying specialist documentation describes the proposed development at the site and provides an environmental assessment against the relevantly applicable Environmental Planning Instruments and Policies, pursuant to Section 4.15 Evaluation of the Environmental Planning and Assessment Act 1979 (EP&A Act).

Approval History

The following is the approval history for both tenancies T250 and T255. Included within the list are other relevant approvals for the broader Penrith Homemaker Centre.

- ◆ DA08/0734: Council approved the 'fitout and use for "Accent Blinds" (No 255)' on 24 July 2008;
- ◆ DA08/1293: Council approved a 'shop fitout – rug store';
- ◆ DA11/0207: Council approved the 'use of tenancy T250 as a Bulky Goods Premises for the sale of pools and spas' on 1 April 2011;
- ◆ DA18/0964: Council approved the 'Construction of Inter-Tenancy Wall & Fit-Out & Use as Take Away Food & Drink Premises (Tenancy T260)';
- ◆ DA19/0657: on 15/11/2019 Council approved a 'Change of Use to Recreation Facility (Indoor) including Cafe in Tenancy 310'.
- ◆ Council recently approved an expansion to the Domayne Building, DA 18/0339, described as 'Alterations & Additions to Penrith Homemaker Centre (Domayne Building), Realignment of Wolseley Street & Roundabout & Associated Car Parking & Site Works'.

3. Subject Site

3.1 Site Location and Description

The Penrith Homemaker Centre (the Centre) is a specialised retail premises facility located west of Mulgoa Road, Jamisontown and north of the M4 Western Motorway. The Centre contains 40 retailers of furniture, white goods, home hardware, furnishings, manchester, etc. More recently cafés and take away food premises were approved to operate within the Centre to support its viability and expand its offerings. Access to the site is via Wolseley Street / Mulgoa Road with secondary access via Pattys Place.

Table 1 Summary of Gross Floor Area and Car Parking for the Centre

Item	Existing	Proposed (Approved DA 18/0339)
GFA (Entire Centre)	66,577 m ²	69,137 m ²
Parcel Size	72,929m ²	72,929m ²
Car Parking Spaces	1,629 Spaces	1,659 Spaces
Car Parking Ratio (Min. Requirement 1 space per 50 m ² GFA bulky goods)	1 space per 40 m ² GFA	1 space per 41.6 m ² GFA

3.2 Aerial Photograph



Figure 1 - Aerial Photo

Source: SixMaps

3.3 Location Plan

Leffler Simes have prepared a location plan which displays the location of the tenancies within the Penrith Homemaker Centre. Both tenancies 250 and 255 are located within the northernmost building of the Centre as detailed within **Figure 2**.

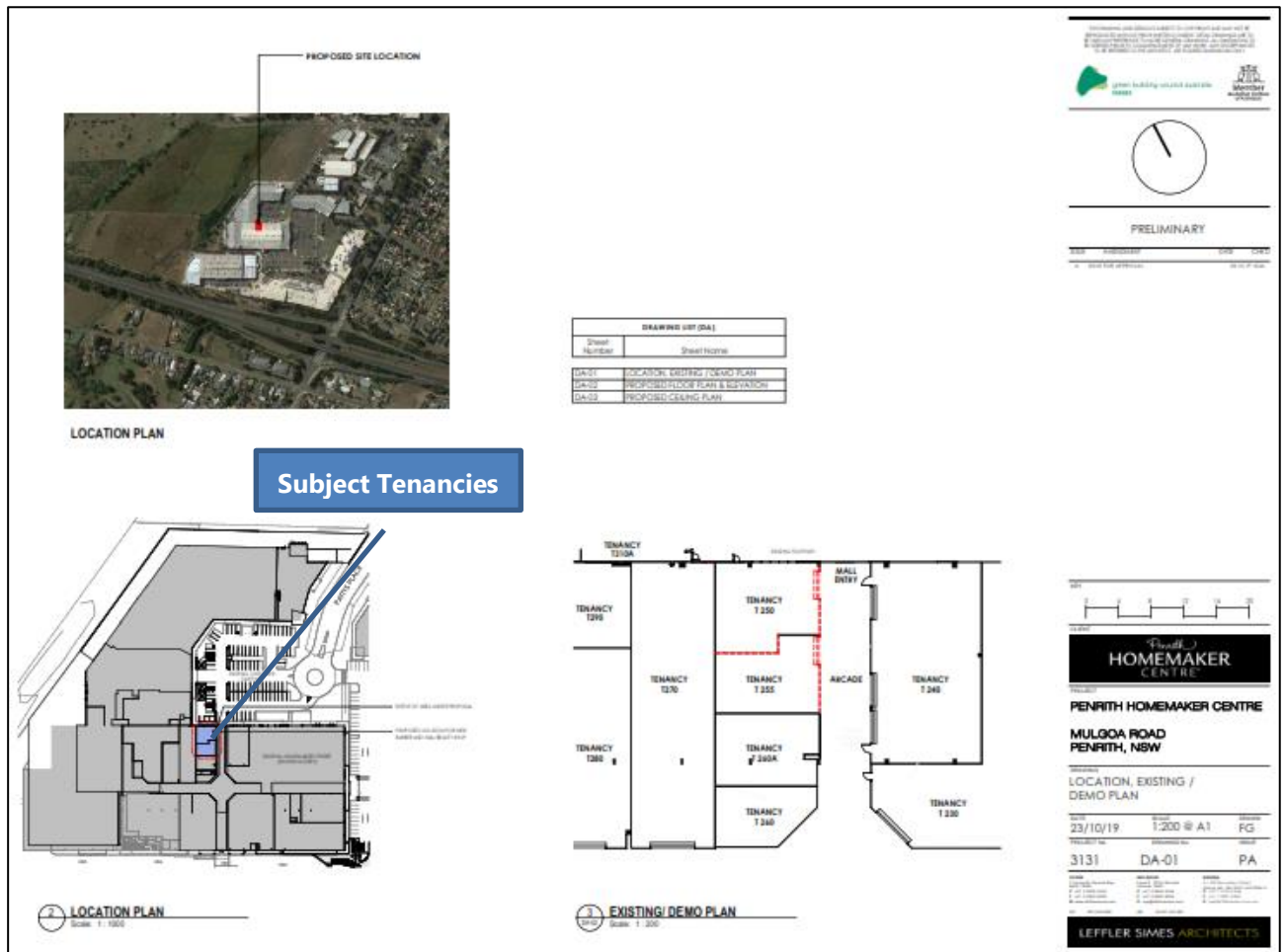


Figure 2 - Location Plan

Source: Leffler Simes

3.4 Current Tenants

Figure 3 contains a map of the current tenants within the Penrith Homemaker Centre. Note that this tenant map is approximate only.

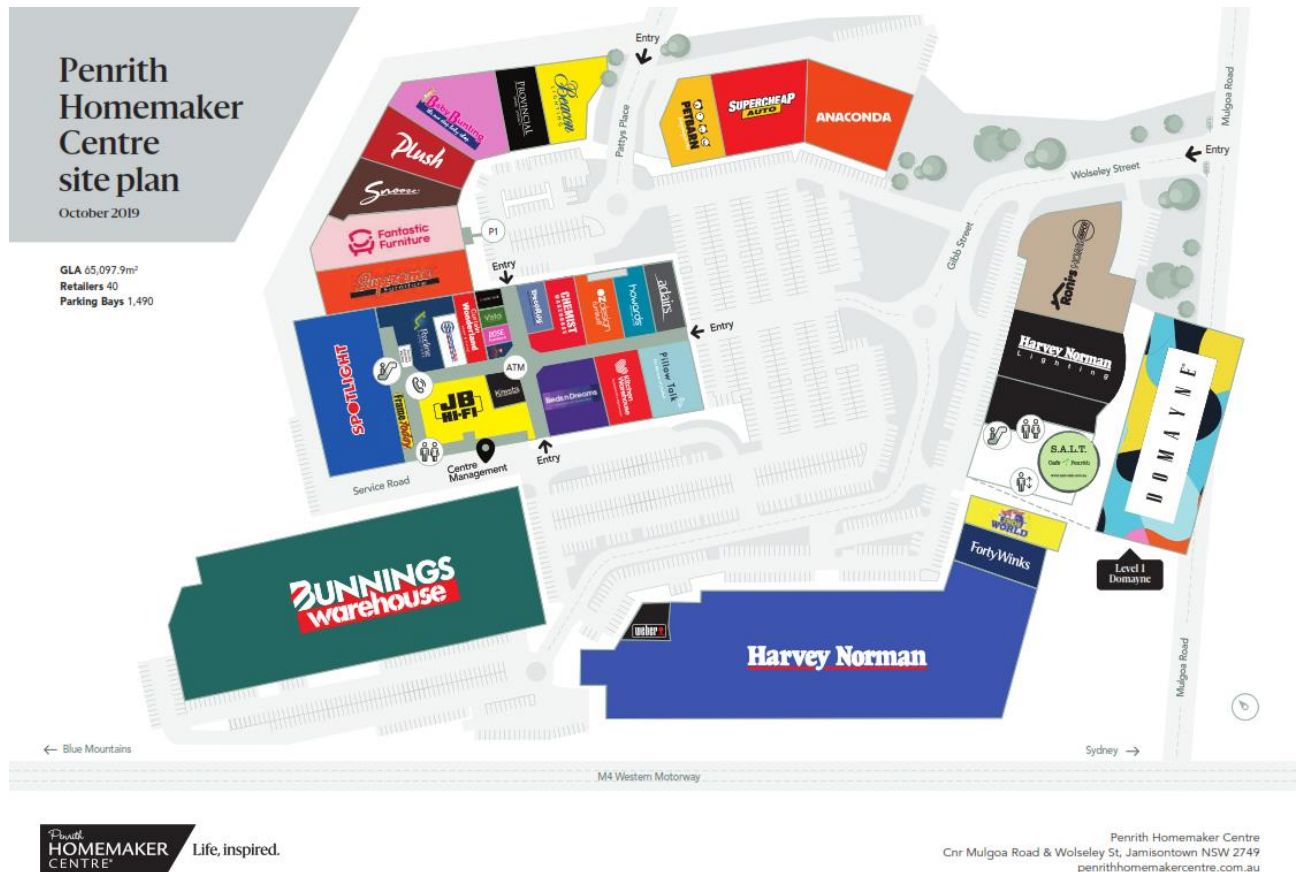


Figure 3 - Tenancy Plan

Source: Penrith Homemaker Centre

3.5 Land Use Zoning

The site is zoned B5 Business Development under the Penrith LEP 2010, which makes the following provisions for the zone:

1 Objectives of zone

- To enable a mix of business and warehouse uses, and specialised retail premises that require a large floor area, in locations that are close to, and that support the viability of, centres.
- To maintain the economic strength of centres in Penrith by limiting the retailing of food, groceries and clothing.

2 Permitted without consent

Nil

3 Permitted with consent

Car parks; Centre-based child care facilities; Environmental protection works; Flood mitigation works; Food and drink premises; Function centres; Garden centres; Hardware and building supplies; Hotel or motel accommodation; Industrial retail outlets; Landscaping material supplies; Light industries; Neighbourhood shops; Oyster aquaculture; Passenger transport facilities; Recreation areas; Recreation facilities (indoor); Respite day care centres; Roads; Self-storage units; Signage; Specialised retail premises; Tank-based aquaculture; Timber yards; Vehicle sales or hire premises; Warehouse or distribution centres

4 Prohibited

Pond-based aquaculture; Restaurants or cafes; Any other development not specified in item 2 or 3

It is proposed to provide ancillary services within the Penrith Homemaker Centre to the collective specialised *retail premises* being the dominant use of the site. In particular the development will comprise the following:

- ◆ Fitout and use for a barber shop in T250; and
- ◆ Fitout and use for a nail and beauty salon in T255.

The proposed development will provide for day to day services to people who live and work in the area which complement the collective *specialised retail premises* on the site, making up greater than 70,000m² of gross floor area and employing more than 250 staff. The proposed development is minor in nature and is intended to support the viability of the Penrith Homemaker Centre.

The Penrith Homemaker Centre has a gross floor area (GFA) of 66,577 m² which has been approved to expand to 69,137 m² under DA18/0339. The proposed uses will have a gross floor area of 235m² comprising two minor tenancies. From a numerical standpoint the ancillary services will account for 0.36% of the GFA of the Centre as currently constructed and 0.34% as approved. The development numerically represents a very minor percentage of the GFA for the Penrith Homemaker Centre.

The proposed development will support the collective specialised retail premises at the Centre by providing day to day services in an accessible location for the approximately 250 staff employed within the Centre.

Given the nature and scale of the proposed development it is highly unlikely that it will be a destination use. As outlined in the letter prepared by Melissa Blair as Centre Manager for the Penrith Homemaker Centre, rather the intent of the proposed development is to service the collective specialised retail premises:

Harvey Norman, Domayne and Bunnings generally sell large, expensive items such as TV's, beds, furnishings and equipment. Customers that are considering the purchase of these expensive and long-term products will generally take a longer time to make a decision and commit to a purchase.

By improving the shopping experience for customers through expanded offerings, it will provide valuable dwell time within which customers can mull over and make a decision around purchases from the large format retailers.

It is not intended or expected that customers would make specific trips to the proposed uses, rather the expanded range of services will benefit customers already visiting the Centre.

Hours of operation for the proposed development will be consistent with the existing hours of operation for the Penrith Homemaker Centre reinforcing the ancillary nature of the use and its role in supporting the viability of the Centre.

4. The Proposal

4.1 Proposed Development

The Penrith Homemaker Centre (the Centre) is a collective of *specialised retail premises* located west of Mulgoa Road, Jamisontown and north of the M4 Western Motorway. The Centre contains a large range of *specialised retail premises* comprising 40 retailers in total, retailing such items as furniture, white goods, home hardware, furnishings and Manchester, also containing a café and take away food premises. The Centre is accessed via Wolseley Street / Mulgoa Road and has secondary access via Pattys Place.

This SEE relates to the creation of ancillary services that will benefit the collective specialised retail premises at the Penrith Homemaker Centre. Specifically, the proposed development will comprise a barber shop within tenancy T250 and a nail and beauty salon within tenancy T255. It is understood that the tenancies were most recently utilised as follows:

- ◆ Tenancy T250: occupied by Prestige Floors (flooring supplier); and
- ◆ Tenancy T255: occupied by Vista (curtain and blind supplier).

The proposed development will extend over both tenancies and will require the modification of a dividing wall to facilitate the desired layout. In total the service centre will occupy a gross floor area of 235m² divided between the uses as follows:

- ◆ Tenancy T250: Barber Shop measuring 113m²; and
- ◆ Tenancy T255: Nail and Beauty Salon measuring 122m².

Architectural drawings prepared by Leffler Simes Architects that are appended to this report, provide details of the proposed development.

The proposed development will support the customers that visit the established collective of *specialised retail premises* and the over 250 staff employed by the Centre. Currently there are no uses that would provide for the day to day needs of staff and patrons in an accessible location for the Centre.

The proposed development will operate within the general trading hours for the Penrith Homemaker Centre as detailed within Table 2 and does not seek to operated independent of the Centre.

Table 2 General Trading Hours

Day	Hours
Monday	9.00am – 5.30pm
Tuesday	9.00am – 5.30pm
Wednesday	9.00am – 5.30pm
Thursday	9.00am – 9.00pm
Friday	9.00am – 5.30pm
Saturday	9.00am – 5.00pm
Sunday	10.00am – 4.00pm

5. Environmental Assessment

Knight Frank Town Planning has undertaken an assessment of the proposal against the relevant environmental planning legislation and guidelines to identify potential environmental impacts and mitigation measures. These are discussed below.

5.1 Assessment of Planning Controls

This SEE includes an assessment of the proposal in terms of the matters for consideration as listed under Section 4.15 Evaluation of the EP&A Act and should be read in conjunction with information annexed to this report as outlined on the contents page of this report.

5.1.1 State Environmental Planning Policies

Sydney Regional Environmental Plan No. 20 – Hawkesbury Nepean River

Sydney Regional Environmental Plan No. 20 – Hawkesbury Nepean River (SREP 20) is a deemed State Environmental Planning Policy. The provisions of SREP 20 apply to the site as it falls within the Hawkesbury-Nepean River Catchment. Clause 3 Aims of SREP 20 states that:

The aim of this plan is to protect the environment of the Hawkesbury-Nepean River system by ensuring that the impacts of future land uses are considered in a regional context.

Clause 6 of SREP 20 relevantly contains *Specific Planning Policies and Recommended Strategies*. The development, which comprises a change of use to existing tenancies within an existing building, is consistent with the Strategies.

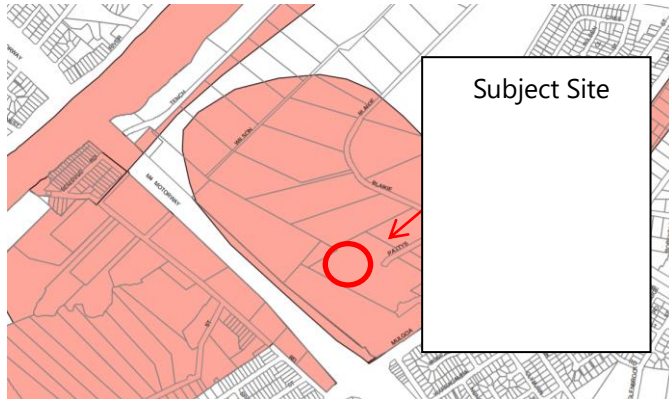
The site is located within the city centre and is not within a scenic corridor of the Nepean River. It is also considered that the proposal would not adversely impact the water or scenic qualities of the Nepean River environment and is therefore consistent with the planning strategies and aims of SREP 20.

5.1.2 Penrith Local Environmental Plan 2010

The Penrith Local Environmental Plan 2010 (LEP) is the relevant Environmental Planning Instrument that applies to development within the Penrith Local Government Area. The proposed development is assessed in detail against the relevant provisions of the LEP within the table below.

Table 3 - Penrith Local Environmental Plan 2010

LEP 2010 CLAUSE	PROVISION	RESPONSE
Zone Objectives	<ul style="list-style-type: none"> To enable a mix of business and warehouse uses, and specialised retail premises that require a large floor area, in locations that are close to, and that support the viability of, centres. To maintain the economic strength of centres in Penrith by limiting the retailing of food, groceries and clothing. 	The proposed development will provide day to day services for people who live and work in the area which complement the collective specialised retail premises on the site, making up almost 70,000m ² of gross floor area and employing

LEP 2010 CLAUSE	PROVISION	RESPONSE
		more than 250 staff. The proposed development is minor in nature and will support the viability of the Penrith Homemaker Centre.
7.5 Protection of Scenic Character and Landscape Values	<p>(1) <i>The objectives of this clause are as follows:</i></p> <p>(a) <i>to identify and protect areas that have scenic value either from major roads, identified heritage items or other public places,</i></p> <p>(b) <i>to ensure development in these areas is located and designed to minimise its visual impact.</i></p> <p>(2) <i>This clause applies to land identified as "Land with scenic and landscape values" on the Scenic and Landscape Values Map.</i></p> <p>(3) <i>Development consent must not be granted for any development on land to which this clause applies unless the consent authority is satisfied that measures will be taken, including in relation to the location and design of the development, to minimise the visual impact of the development from major roads and other public places.</i></p> 	<p>The site has been identified on the 'Scenic and Landscape Values Map Sheet SLV_006' (extract below) as containing scenic and landscape values. The proposal is wholly contained within the existing Centre and will have no impact upon the scenic and landscape values of the site.</p>

5.1.3 Penrith City Council Development Control Plan

The Parts of the Penrith Development Control Plan 2014 that are relevant to the proposed development and have been addressed within **Table 3** below, include:

- ◆ Chapter C5 Waste Management;
- ◆ Chapter C10 Transport, Access and Parking; and
- ◆ Chapter D3 Commercial and Retail Development.

Table 4 Penrith Development Control Plan 2014

DCP 2014 Chapter C5 Waste Management	PROVISION	RESPONSE
C5 Waste Management	<p><i>General Objectives</i></p> <p><i>a) To facilitate sustainable waste management within the City of Penrith in accordance with the principles of Ecologically Sustainable Development.</i></p>	<p>The proposal is accompanied by a Waste Management Plan, that is appended to this SEE.</p>
DCP 2014 Chapter C10 Transport, Access and Parking	PROVISION	RESPONSE
A. General Objectives	<p><i>a) To integrate transport planning and land use to promote sustainable development and greater use of public transport systems;</i></p> <p><i>b) To minimise the impacts of traffic generating developments and manage road safety issues;</i></p> <p><i>c) To ensure that access paths and driveways are integrated in the design of developments and minimise impacts on road systems;</i></p> <p><i>d) To provide appropriate parking for all development whilst promoting more sustainable transport use;</i></p> <p><i>e) To facilitate connections and accessibility for those using non vehicle transport by providing appropriate facilities to improve amenity and safety;</i></p> <p><i>f) To facilitate bicycle connections and provide appropriate bicycle facilities to improve amenity and safety; and</i></p> <p><i>g) To ensure that access is provided for all people with diverse abilities.</i></p>	<p>The existing site provides 1 space per 40 m² GFA. The approved development (DA18/0339) would result in the provision of 1 space per 41.6 m² GFA, which remains consistent with the minimum requirements for <i>Specialised Retail Premises</i>.</p>
B. Controls	<i>Traffic studies may be required for some developments.</i>	<p>The proposed development, comprising a barber shop and nail and beauty salon, will have no material impact upon car parking requirements. There is no proposed increase in GFA. These uses are not destination trips and are intended only to complement and support the collective specialised retail premises.</p>
1) Traffic Studies		
2) Road Safety	<p><i>ii) Minimise the potential for vehicular/pedestrian conflicts, providing protection for pedestrians where necessary;</i></p>	
Table C10.2 Car Parking Rates	<p><i>Bulky Goods Premises</i></p> <p><i>1 space per 50 m² of gross floor area.</i></p>	

DCP 2014 Chapter D3 Commercial and Retail Development	PROVISION	RESPONSE
3.1 Bulky Goods Retailing	<p>A. Controls</p> <p>1) General</p> <p>a) The built form is to provide consistent landscaped front setbacks and an active street address.</p> <p>b) Where bulky goods developments also comprise ancillary café or service uses, locate these uses within the primary street frontage to generate activity and interest at street level.</p> <p>c) Provide pedestrian footpaths on all streets.</p> <p>d) Entrances to bulky goods premises must be on the primary street frontage.</p> <p>e) Awnings are to be provided at entry points.</p> <p>f) Bulky goods developments are to be located on or close to the main street alignment.</p> <p>g) Provide consistent street planting and footpaths are to be provided along Blaikie Road to establish the public domain.</p> <p>h) Setback areas are to be landscaped, but may incorporate an off-street parking area if it can be demonstrated that the location of the car parking area as illustrated in Figures D3.1-D3.3:</p> <p>i) Is within a setback which is at least 13m wide and set behind a landscaped area which is at least 4m wide;</p> <p>ii) Promotes the function and operation of the development.</p>	<p>The proposed development will provide a greater offering for the patrons of the Penrith Homemaker Centre.</p> <p>It will provide services that benefit the Penrith Homemaker Centre offering, clearly aligning with control b) which envisages ancillary 'café or service uses'. The shops are located internal to the site as there is no real opportunity to locate within the primary street frontage nor would this be a desirable outcome.</p>

6. Section 4.15 Considerations

The following *Matters for Consideration* are to be taken into consideration by a consent authority when determining a development application, pursuant to Section 4.15 *Evaluation* of the *Environmental Planning and Assessment Act 1979*.

6.1 Section 4.15 (1)(a)(i) The Provisions of any Environmental Planning Instrument,

The relevantly applicable provisions of Penrith LEP 2010 have been examined above in this SEE and the proposal is considered to be consistent with those provisions. The proposed development comprising a barber shop and nail and beauty salon will act to support the established Penrith Homemaker Centre by expanding the offerings available to patrons and employees within the Centre. The proposal is consistent with the objectives of the Penrith LEP 2010 and will not detract from established centres within the Penrith City Council LGA.

District Plan

The Greater Sydney Commission's Western City District Plan applies to the land. The Western City District Plan provides a 20-year plan to manage growth and achieve the 40-year vision, while enhancing Greater Sydney's liveability, productivity and sustainability into the future. It is a guide for implementing the Greater Sydney Region Plan at a District level and is a bridge between regional and local planning. The proposal would remain consistent with the Directions to *Create Conditions for a Stronger Economy* and the relevant Planning Priority W11 relating to *Growing investment, business opportunities and jobs in strategic centres*.

6.2 Section 4.15 (1)(a)(ii) The provisions of any Draft Environmental Planning Instrument

Local Strategic Planning Statement

Councils in Metro Sydney have begun exhibiting their Local Strategic Planning Statements (LSPS). These new pieces in the planning system outline the vision for an LGA. The statements will implement actions in the regional and district plans, and the councils own priorities in the community strategic plan it prepares under local government legislation.

The statements provide the baseline land-use planning and will shape how the development controls in the local environmental plan (LEP) evolve over time to meet the community's needs, with the LEP the main tool to deliver the council and community's plan.

At the time of writing the Penrith Draft Local Strategic Planning Statement has been exhibited. The development contributes towards the local priorities in Planning Priority 12 'Enhance and grow Penrith's economic triangle', the site is located just outside of the economic triangle precinct alongside the M4 motorway.

6.3 Section 4.15 (1)(a)(iii) Any Development Control Plan

The relevantly applicable provisions of Penrith DCP 2014 have been examined above in this SEE and the proposal is considered to be consistent with those provisions. The offering of services aligns with Council Policy to have land uses which support *specialised retail premises*.

6.4 Section 4.15 (1)(a)(iiia) Any Planning Agreement that has been entered into or any Draft Agreement

There is no relevant Planning Agreement that has been entered into nor any Draft Agreement.

6.5 Section 4.15 (1)(a)(iv) The Regulations

Not applicable to the proposed development.

6.7 Section 4.15 (1)(b) The likely impacts of that development,

Context and Setting

The proposal will not detract from the existing character of the locality and streetscape and will not result in adverse impacts upon the surrounding development or public domain as examined in this report. The creation of ancillary services will support the existing *specialised retail premises* and achieve the objectives of the zone. It is an appropriate use of smaller tenancies within the Penrith Homemaker Centre that provides greater convenience for its patrons and employees of the Centre.

Access, transport and traffic

The tenancies are minor in scale and will have no material impact on the traffic generation or car parking requirements for the Penrith Homemaker Centre. The development will support the existing specialised retail premises rather than being destination land uses in their own right.

Landscaping

The tenancies are existing and located internal to the site. Existing landscaping and those approved by Council under recent Development Application (DA18/0339) are adequate for the Centre.

Waste Management

Waste facilities will remain in their current location. The proposed development will result in a minor increase in ongoing waste, which will be managed through existing waste collection arrangements. The proposal is accompanied by a Waste Management Plan which provides detail on the amount and type of waste to be generated through the demolition/construction process.

Economic impact

The proposal is expected to have a positive economic impact on the Penrith Homemaker Centre through the provision of day to day services. They will support the existing *specialised retail premises* and provide for additional employment opportunities. With a commitment to continuous improvement and investment at the Penrith Homemaker Centre, the existing customer base would be retained and continue to grow, rather than risk being lost to newer facilities.

In support of the application is a letter by the Centre Manager of the Penrith Homemaker Centre who provides an idea of the challenges facing the Centre and broadly the retail climate within the LGA:

As Centre Manager I have witnessed a decline in bulky goods sales which form a substantial percentage of the retail uses within the Centre. Studies we have commissioned reveal that Penrith is the top leakage destination for every retail category except leisure, particularly susceptible to online retail and competitors within the trade area – both within and outside of the Penrith LGA.

Retail leakage means that residents within the trade area are spending more on products than local businesses are able to capture. This suggests that there is unmet demand that could be met by local businesses in the Penrith LGA. We are seeking to expand the range of offerings to improve the customer experience and increase the dwell time within the Centre, within which customers will make decisions on what are substantial purchases. The intent being to support the Large Format Retail tenants and ensure the overall competitiveness of the Centre.

6.8 Section 4.15 (1)(c) The Suitability of the Site for the Development

It is considered that the proposed development meets the objectives of the B5 Business Development zone of the site. The site contains a collective of *specialised retail premises*, the provision of ancillary services will strengthen the Centre and result in a compatible, appropriate and efficient development of the site.

6.9 Section 4.15 (1)(d) Any submissions made

Any submissions made to Council during the notification and advertising period would be evaluated during the DA assessment phase. Knight Frank Town Planning would welcome the opportunity to be able to respond to any issues that may be raised.

6.10 Section 4.15 (1)(e) The Public Interest

The proposal will not give rise to any adverse environmental, amenity or streetscape impacts. The proposal will support the collective *specialised retail premises* within the Penrith Homemaker Centre through the provision of expanded offerings to customers and employees. The proposed development is considered to be in the public interest by contributing to the local economy by supporting the role of the Centre.

7. Conclusion

The relevant matters for consideration under Section 4.15 Evaluation of the Environmental Planning and Assessment Act 1979 have been addressed in this Statement of Environmental Effects and the proposed development has been found to be consistent with the objectives and requirements of the relevant planning provisions.

The proposed development, comprising a barber shop and nail and beauty salon, are an ancillary use to the collective *specialised retail premises* within the Penrith Homemaker Centre, and for the reasons outlined within the statement of environmental effects, is a development for which the consent authority is able to grant development consent. The development meets the relevant objectives of the zone by providing an expanded offering that supports the collective specialised retail premises through greater convenience for customers and the 250 staff currently employed by the Centre.

The site is suitable for the proposed development which will positively contribute to the area. For reasons outlined in this statement of environmental effects the proposed development is considered worthy of being granted development consent.

APPENDICES

APPENDIX 1

Architectural Drawings

APPENDIX 2

Cover Letter – CBRE Centre Manager

APPENDIX 3

Waste Management Plan