

YAMBA RETAIL/COMMERCIAL STRATEGY



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1. Aims of the Retail/Commercial Strategy.

- a) To provide direction for future retail and commercial growth in Yamba.
- b) To maintain and reinforce the vitality and economic viability of the two main existing commercial centres in Yamba, namely the Yamba CBD and the Treelands Drive Commercial Centre.
- c) To provide a mechanism for assessing retail/commercial rezoning applications.

2. Where does the Strategy apply and when did it come into force?

The Yamba Retail/Commercial Strategy applies to the town of Yamba and comes into force on 17 May 2002.

2. Background.

Yamba Retail/Commercial Study was prepared by Harper Sommer Pty. Ltd. in August and exhibited until mid-November 2001. This Study forms the basis for the Yamba retail/commercial strategy. The Study found that both the current and future population levels (Yamba to reach 10000 people over the next ten years) are likely to be too small to sustain additional floorspace of any significance. Whilst effectively tourism doubles population during peak season, it is unlikely that the food and non-food demands of tourists (in terms of floorspace) could be viably sustained by the local population outside of tourist season. According to the Study, it is also unlikely that any significant amount of escape expenditure will be captured within the next ten years.

3. Existing Retail and Commercial Development in Yamba.

Existing retail and commercial development in Yamba is split between two main areas, namely,

1. Yamba CBD, surrounding Coldstream and Yamba Streets, and
2. The Treelands Drive Commercial Centre, with the main retail development being Yamba Shopping Fair.

Smaller neighbourhood shops are located on Yamba Road, at the corner of Golding Street and a restaurant precinct in Clarence Street, opposite the Pacific Hotel. There is also land zoned for business purposes south of Deering Street, adjacent to industrial land, which is not yet developed. See Map 1.

There are also a number of retail and commercial premises in Yamba located outside the 3(a) zones. These include shops in the 2(t) zone on the eastern side of Clarence Street and shops in the 2(a) zone in Yamba Road, opposite the marina. The Strategy recognises these retail/commercial uses but makes no specific recommendations in relation to them, as the Strategy focuses on the broader issue of the future direction for retail and commercial growth in Yamba. Retail and commercial uses outside the 3(a) zones will continue to operate under existing use right provisions.

Adopted by Council 8 May 2002.

In force from 17 May 2002

Planning/retail strategy/Adopted Strategy

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Retailing floor space in Yamba is distributed between the two main business areas as shown in the Table 1.

Table 1 Retail floor space in Yamba.

Location	Food retail floor space m²	Non-Food retail floor space m²	Total retail floor space m²
Yamba CBD	3459	1550	5009
Treelands Drive. Business area	4292	1528	5820
Total	7751	3078	10829

The Yamba CBD provides a range of retailing and commercial services. This includes convenience goods, clothing, take-away food, restaurants, banking, post office, real estate agents and solicitors' offices. Small businesses dominate in the centre, with no large retailers. The business zone includes a number of residential properties not used for commercial purposes and other properties where houses are used commercially, but where the business floor space is well below what is possible on the site. Potential exists within the area zoned for business uses for provision of additional retail/commercial floor space. Car parking is generally provided on street, with only newer developments providing on-site car parking at the rear of buildings. Yamba and Coldstream Streets are the main streets in the commercial centre, and most of the existing development is focused on these streets.

In comparison, the Treelands Drive Commercial Centre is dominated at present by the Yamba Fair Shopping complex, where a supermarket is located. Smaller shops, including food outlets, newsagency and clothing retailers are also located in the complex. Other businesses in the Treelands Drive area are retailing bulky goods such as furniture, white goods, and lights and tiles. A medical centre has recently been built. Land also exists within the business zone to accommodate additional retail and commercial development. Car parking is provided on-site, with buildings well set back from the street. Buildings are generally at a larger scale than those currently in the Yamba CBD.

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4. Key Issues Identified by the Yamba Retail/Commercial Study to be applied to the Retail/Commercial Strategy.

- ◆ There is significant escape expenditure and the ability to capture this spending is limited.
- ◆ There is sufficient 3(a) zoned land to accommodate likely needs for 10 years, based on current population trends.
- ◆ The two main centres, Yamba CBD and the Treelands Drive Commercial Centre are relatively strong and healthy. It is desirable to ensure that this is maintained.
- ◆ Two compact and cohesive commercial centres are desirable.
- ◆ There is a significant amount of land in both centres that is currently zoned commercial and under-utilised.
- ◆ Significant further zoning of land for business purposes, i.e. 3(a), particularly away from the existing centres, will fragment the retail hierarchy and be counter-productive to achieving the aim of compact and cohesive centres. It will also delay the ultimate take-up of under-utilised land.
- ◆ Yamba's CBD's prime focus is on Yamba and Coldstream Streets. Key entry points are at Yamba / Woolli Street and Coldstream/ River Street intersections. These focus-points should be retained and strengthened.
- ◆ There should be no further large -scale or "greenfields" rezoning of land for business purpose, as this would fragment and weaken the existing retail hierarchy. Minor rezonings immediately adjacent to the existing CBD may be acceptable, if they reinforce the defined focus of the centre, subject to criteria.
- ◆ Any major retail development requiring rezoning or exceeding anticipated floor space demand trends will require a Retail and Social Impact Statement.

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5. Retail/Commercial Strategy.

A. Future retail and commercial growth in Yamba.

1. Existing business zones in Yamba should be maintained and reinforced. That is, land zoned 3(a) Business in Maclean LEP 2001 in Yamba should remain zoned 3(a). Namely Yamba CBD, Treelands Drive Commercial Centre, the neighbourhood centre on the corner of Yamba Road and Goldings Street, the Clarence Street restaurant area and the commercial zone adjacent to the industrial zone south of Deering Street.
2. No new business zones are to be provided, with the exception of a neighbourhood commercial to service local needs of the West Yamba urban release area (should it proceed).
3. Minor extensions to existing business zones will be considered on the merits of each proposal, subject to the conditions set out in Part C of this Strategy.

B. Vitality and economic viability of the existing commercial areas in Yamba.

4. Yamba CBD and the Treelands Drive Commercial Centre should continue to function as the two main retail and commercial centres of Yamba, each having slightly different functions. The Yamba CBD provides a range retail and commercial services, and in particular, services the higher density living and tourist population needs of Yamba Hill, and is the main business hub. The Treelands Drive Commercial Centre provides larger-scale supermarket facilities and retailing of bulky goods, such as furniture, with a greater focus on convenience and whitegoods shopping.
5. Yamba CBD and the Treelands Drive Commercial Centre should each develop as compact and cohesive centres.

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- C. Assessment of retail/commercial rezoning applications.
6. Any application to rezone land for business purposes, with the exception of land zoned 1(i) at West Yamba, will only be considered in relation to land being developed in conjunction with land located in the Yamba CBD, i.e. adjacent to the 3(a) zone surrounding Yamba and Coldstream Streets.
 7. Any application to rezone land for business purposes will only be considered in conjunction with a specific development application/proposal.
 8. Any application to rezone land for business purposes must comply with the following conditions:
 - (a) The proposed rezoning must be only a minor extension of the Yamba CBD business zone. That is , a 5% increase to the 3(a) zoned land supply, excluding roads. However, a 100 sq metre allowance may be made if it can be demonstrated that (b) to (g) are satisfied.
 - (b) Land must be located adjacent to an existing business zone, that is, the land cannot be separated by a road or lane.
 - (c) Land must be developed in conjunction with land zoned 3(a) at the time this strategy came into force.
 - (d) The purpose of the rezoning must be to enable the efficient and effective development of the land already zoned 3(a) for business purposes. The applicant must provide evidence to demonstrate this.
 - (e) The prime focus of the development proposal must be Yamba or Coldstream Street.
 - (f) A Retail and Social Impact Statement must be included as part of the development application, for developments in excess of 2000 sq metres nett lettable area. See Number 11.
 - (g) The application must demonstrate that there is no significant detrimental impact on the residential amenity of adjacent or nearby residential areas.
 9. Additional land may be made available for retail/commercial development using clause 9, 'Development of land near boundaries of adjoining zones' in Maclean LEP 2001, without the need for a Retail and Social Impact Statement. Clause 9 enables land within 20 metres of a zone boundary to be used with development consent for a purpose permitted in the adjoining zone, provided that Council is satisfied there are no adverse impacts. The same conditions apply as for a rezoning application. See Number 8 above.

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10. Any major retail floorspace proposal, i.e. a stand-alone or self-contained shopping centre or department store, or one with a proposed additional floor area over 2000 m² nett lettable area, must include a Retail and Social Impact Statement. Council may require a statement for smaller developments where it considers that the nature of the development warrants.
11. A Retail and Social Impact Statement, submitted with a rezoning application or application for a development with an additional floor space of 2 000 m² nett lettable area, must assess the impacts on existing retailers and consumers, including information to show the extent to which escape expenditure is being addressed. This is to ensure that any additional significant floorspace adds to the variety of retail goods available in Yamba and addresses how it will capture existing escape expenditure from the Yamba retail sector.

6. Review of Yamba Retail/Commercial Strategy.

The Yamba Retail/Commercial Strategy will be reviewed every 5 years.

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