

Matraville Centre

Action Plan

Randwick City Council

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This Report has been prepared for:

Randwick City Council

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Executive Summary	1
1 Introduction.....	4
1.1 Purpose	4
1.2 Report Structure	5
2 Context.....	6
2.1 Existing Policy and Planning Framework	6
2.2 Randwick LGA and Matraville Residents	10
2.3 Randwick LGA and Matraville Employment	15
2.4 Employment and Population Forecasts	19
2.5 Key Points	20
3 Understanding Demand and Supply	22
3.1 Existing Land Uses.....	22
3.2 Matraville’s Retail Catchment.....	25
3.3 Retail Floorspace Demand and Supply	25
3.4 Local Property Market Analysis.....	28
3.5 Key Points	30
4 A Vision for Matraville	32
5 Unique Selling Points	36
6 Actions for Matraville.....	38
6.1 Objective 1: A prospering town centre	38
6.2 Objective 2: Places for people.....	41
6.3 Objective 3: Sense of community	44
6.4 Objective 4: Moving around.....	46
6.5 Objective 5: Looking after our environment	47

Executive Summary

Matraverse is a 'local village'. The centre is part of a wider area on the verge of growth and change, with significant new housing planned or recently constructed in the area. Upgrades are underway or proposed for Heffron Park, the Des Renford Aquatic Centre, and Chifley Sports Reserve. Over the longer term, expansion of the Port may have some flow-on benefits for Matraverse in terms of people looking to live and work close by, as well as presenting business opportunities.

Council has planned upgrades to the public domain and the development of a new community centre. There are opportunities for Matraverse to capitalise on public and private investments and diversify the range of retailing available, particularly through casual dining and a higher quality fresh food offer, to meet the needs of the local population.

This strategy was prepared in consultation with Council and the local business community, informed by desk-based research and guided by best practice in local economic development. The strategy sets out higher level objectives, in line with the Randwick City Plan, supported by goals and actions. These are summarised below.

Objective 1: A prospering town centre

Goal 1: Encourage residents to shop locally to help support local retailers and services

Action 1.1.1 Work with the Chamber of Commerce to continue to promote local retailing and services through promoting and expanding the Shop Local Program

Goal 2: Diversify the range of retailing within Matraverse, to meet the day to day needs of local residents and to attract 'destination shoppers' by promoting a specialised retail offer

Action 1.2.1 Offer a twelve month trial period of no footpath rental fees for outdoor dining

Action 1.2.2 Plan for a local market to be held within Matraverse Centre

Action 1.2.3 Prepare a prospectus highlighting opportunities within Matraverse for specialised retailers

Goal 3: Promote development within the centre

Action 1.3.1 Provide summary information directly to land and business owners, and on Council's website, which highlights the opportunities for development within the existing planning controls at Matraverse

Goal 4: Monitor and re-evaluate the performance of the centre

Action 1.4.1 Review the centre action plan over the medium term

Objective 2: Places for people

Goal 1: Enhance the centre and public domain

- Action 2.1.1** Implement planned public domain improvements
- Action 2.1.2** Implement plans of management for Heffron Park and Chifley Sports Reserve
- Action 2.1.3** Consider a 'theme' for Matraville
- Action 2.1.4** Explore options to implement a Business Improvement District with business owners
- Action 2.1.5** Improve promotion of events through the local newspaper, Council's website or better on-street signage

Goal 2: Create a sense of arrival to Matraville

- Action 2.2.1** Emphasize Gateways along Bunnerong Road into Matraville through signage or repeating flag poles at the southern end of the centre

Objective 3: Sense of community

Goal 1: Enhance the sense of community within the centre

- Action 3.1.1** Continue to work with the Chamber of Commerce to provide business support and networking events
- Action 3.1.2** Negotiate with St Agnes Primary School to build stronger links with the local community
- Action 3.1.3** Create an award for local business to encourage involvement in Christmas Lights displays
- Action 3.1.4** Improve Council communications with the local business community by contacting businesses annually

Goal 2: Create a civic hub in conjunction with the future community centre

- Action 3.2.1** Provide a community venue in Matraville Town Centre
- Action 3.2.2** Improve links with Heffron Park and Chifley Sports Reserve for pedestrian and cyclists

Objective 4: Moving around

Goal 1: Minimise the impact of traffic passing through the centre

Action 4.1.1 Lobby the RTA to introduce traffic calming devices on Bunnerong Road, to improve amenity and to attract more visitors to the centre

Goal 2: Improve the awareness of existing parking

Action 4.2.1 Provide clearer signs directing drivers to existing parking

Goal 3: Improve the use of public transport

Action 4.3.1 Lobby the State Transit Authority to investigate the potential for more frequent bus services

Objective 5: Looking after our environment

Goal 1: Plan for an environmentally and economically sustainable centre which is compact and supported by higher density residential development

Goal 2: Improve opportunities for sustainable transport

Action 5.2.1 Implement planned cycleways connecting Matraville with other locations within and beyond the local government area

Goal 3: Implement best practice in sustainable development

Action 5.3.1 Investigate opportunities to install solar-powered lights in key locations

Action 5.3.2 Open 'sustainable development' shopfront to showcase existing options for businesses to implement best practice sustainable development

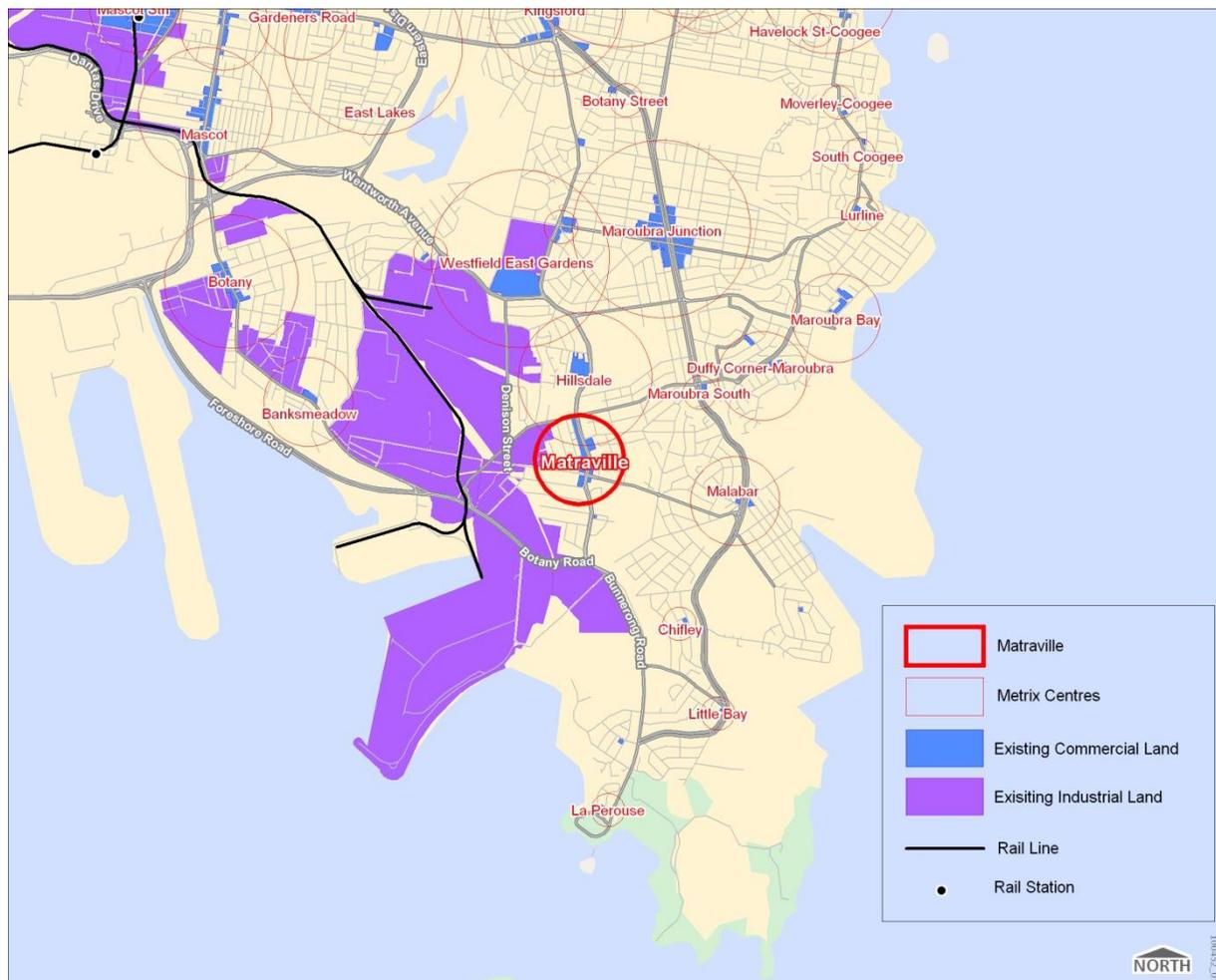
1 Introduction

1.1 Purpose

Matraville is a relatively large 'local village' centre. It mainly serves the local resident community and some workers in the industrial lands. The centre is situated on Bunnerong Road which is wide and supports high traffic volumes, and is somewhat lacking in amenity. The centre currently has a relatively high number of vacancies. Randwick City Council has commissioned SGS to prepare an action plan to rejuvenate activity in Matraville. The purpose of this project is to:

- consolidate previous studies prepared for the Matraville
- confirm the vision for the centre
- identify business opportunities
- develop an action plan for the rejuvenation of the centre

Figure 1. Matraville Centre in Context



Source: SGS, 2010

The preparation of this strategy has been informed by desk-based research, including a review of previous studies prepared for Matrville, analysis of the demand for floorspace within the centre, consideration of the vision and unique strengths of Matrville, followed by two rounds of consultation which allowed for the identification and refinement of a diverse range of actions for Matrville. These actions seek to strengthen partnership between Council and the business community.

1.2 Report Structure

The remainder of this report is structured as follows:

- **Section 2** – discusses Matrville’s context
- **Section 3** – considers supply and demand for floorspace within the centre
- **Section 4** – confirms a vision for Matrville
- **Section 5** – highlights unique selling points
- **Section 6** – details the action plan.



2 Context

2.1 Existing Policy and Planning Framework

An existing policy framework is in place, guiding the future of Matraville. Within this context that specific local economic development actions can be identified and implemented.

The Metropolitan Strategy and Draft Subregional Strategy: East Subregion

The Metropolitan Strategy is a broad framework to guide Sydney's growth to 2031. It seeks to maintain Sydney's place within the global economy, while meeting the needs of local communities. It aspires to provide sufficient land for employment growth, and includes employment capacity targets for Sydney's subregions as well as for strategic centres and employment land precincts. The Metropolitan Strategy seeks to accommodate both growth in employment and housing in centres.

Figure 2. Matraville, within the Port Botany Specialised Centre



Source: Department of Planning, 2008

The Metropolitan Strategy groups together LGAs with similar issues and challenges. Randwick LGA (along with Botany, Waverley and Woollahra) is in the East Subregion. This subregion adjoins the Sydney City and South Subregions. The draft Subregional Strategy identifies the centres hierarchy within the East subregion as follows:

- One Major Centre – Bondi Junction
- Three Specialised Centres – Port Botany and Environs, Sydney Airport and Environs and Randwick Education and Health
- Six Town Centres – Bondi, Double Bay, Eastlakes, Edgecliff, Maroubra Junction and Randwick
- A number of smaller centres

Matraville has been identified as a small village, defined as a small strip of shops and adjacent residential area within a five to ten minute walk, containing between 800 and 2,700 dwellings. Nearby centres include Port Botany and Environs Specialised Centre and Hillsdale Village. Matraville falls within the large centre radius of the Port Botany and Environs Specialised Centre (Figure 2).

Randwick City Plan, 2006

Randwick Council adopted the Randwick City Plan in June 2006. This outlines strategic objectives for the LGA and the initiatives and services Council has planned to support the achievement of these objectives. The Strategic Plan has the overarching aim of providing leadership in sustainability with actions in key themes feeding into this vision:

- ***Sense of community*** - a vibrant and diverse community; an informed and engaged community;
- ***Places for people*** - excellence in urban design and development; excellence in recreation and lifestyle opportunities; a liveable city; heritage that is protected and celebrated
- ***A prospering city*** - a strong local economy;
- ***Moving around*** - integrated and accessible transport; and
- ***Looking after our environment*** - a healthy environment.

The economic theme of a 'prosperous city' outlines how Council will support the local economy in the context of regional, national and international trends while contributing to a sustainable city. In the background paper to 'A Prosperous City', Council highlights that the local economy will be influenced by the continuing international trends of globalisation, rapid technological change and changing work patterns, including more flexibility.

Council aims to provide 'a strategic land use framework [that] provides for our lifestyle changes and for a continuing yet low rate of growth across our City'. A comprehensive review of the Randwick City LEP will assist in achieving this objective.

The current study is driven by actions within the plan.

Randwick Local Environmental Plan

The Randwick City Local Environmental Plan (LEP) is the key document for land use planning in Randwick City. Council is developing a new comprehensive LEP to manage growth and development. The State Government's Metropolitan and Subregional strategic plans are key inputs into this process. Matrville is currently zoned 3 B Local Business.

Matrville Development Control Plan

Planning controls in the development control plan (DCP) establish planning and design objectives and performance criteria to guide the built form and environmental amenity standards for Matrville Town Centre.

The DCP applies to all development within the Matrville Town Centre. It is proposed that Matrville will evolve into a compact, pedestrian friendly local village. The built form will consist of unified building heights and setbacks, with the addition of new landscaping works to improve pedestrian access. The town centre should provide improved residential and commercial opportunities for the community, with a centrally located community facility and upgraded public transport facilities.

Matrville Town Centre Study, City Marketing 2004

This study provided an analysis of the commercial centre, an investigation of previous and current commercial mix and the commercial role of Matrville. It also identified the preferred commercial mix for the centre. Directions on how best to encourage this preferred commercial mix were identified.

Matrville lacks basic convenience retailing which is unusual for a neighbourhood sized centre. The study noted that there is an opportunity to attract a smaller sized supermarket or a fruit and vegetable grocer. The ability to attract these types of retailers depends on the availability of a suitable site as well as advocacy on the part of the local Chamber of Commerce. The study notes that Matrville Town Centre should also seek to target a niche retail market. Points of difference such as homewares and fittings retailing or a sporting goods retailing may be options for Matrville to consider.

Aside from encouraging a new retail mix in Matrville, issues of streetscape improvements were highlighted. This included the need for more greenery, better entry and exit points, parking and the creation of pedestrian linkages were highlighted.

The study encouraged joint Council, Chamber of Commerce and business operator projects. This may encourage new businesses to move into the Matrville area. Business operators should also be given access to appropriate business training and advice. This could be provided by Council or the Chamber of Commerce. This could be further supported with the Chamber of Commerce developing a marketing strategy for the centre.

A simple upgrade of shop facades in Matrville was considered as one way to improve the image of the centre. Council could help promote this to occur through a Façade Improvement Program

providing government funds, matched dollar for dollar, with private sector funds to a pre-specified maximum.

Other strategies

Draft Randwick City Council: An Inclusive Randwick City is a 10 year plan to enhance community opportunities within Randwick. It identifies the social needs of Randwick's local communities and the programs which Council has in place to address these issues. It also provides a list of ongoing and new actions for a 10 year period.

Randwick City Council: Community Facilities Study and Plan aims to provide short and long term directions for the provision of community facilities within Randwick LGA. The Study reviewed existing community services and facilities, investigated existing and forecast demographic trends to ascertain current and future community needs, outlined project works that are planned for the next five to 10 years, and how the facilities are meeting the needs of the community.

Randwick LGA's population from 2001 to 2021 is forecast to grow from 121,497 to 131,711 residents. This is due to the major development at Bundock St and the Prince Henry Hospital site. Matrville suburb's population is forecast to grow moderately from 2001 to 2021, with a steady decline of residents within the 0-4 years age category expected. Some of the community facilities which will be required in Randwick LGA includes seven or eight new community centres, one of which is to be located within Matrville.

The **Heffron Park Plan of Management** applies to all land within the Crown Reserve of Heffron Park including the land occupied by the Des Renford Aquatic Centre. Heffron Park is a 44 ha Crown Reserve, noted in 1959 for the public purpose of 'public recreation'. It is located in Maroubra, approximately 400m from the Matrville town centre.

Heffron Park is a significant regional park which provides a range of facilities for different sports and passive recreation. There are three single storey buildings and seven two storey buildings located within the park, these are used for sporting administrative uses and public amenities. In addition to the sporting fields located in the park, it also contains a playground, a cycle track, and numerous carparking areas.

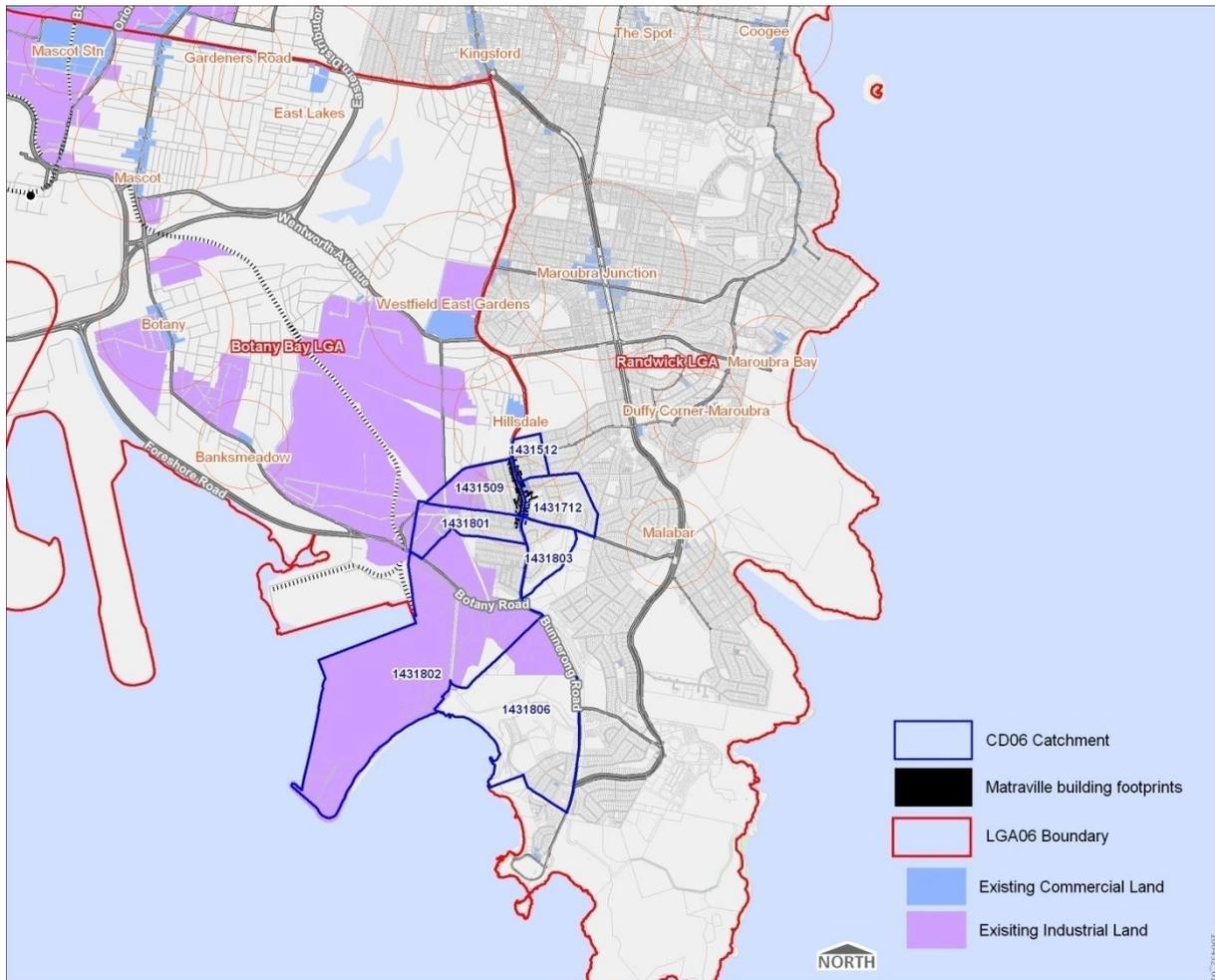
Heffron Park will retain its primary function as a venue of organised sports, as it is one of the few in Randwick LGA that is of a size to cater for a range of sports. There would be an increased need to provide improved opportunities for informal recreation and better associated facilities. The Design Principles for Heffron Park include:

- Any new facilities will be multi-use and will encourage and cater for a variety of sporting and associated uses (for example a café, child minding and sports medicine) and will be readily accessible from outside and within the park (provision of pedestrian links and parking areas), and
- Additional and improved pedestrian access through the park, providing linkages to facilities within the park and areas outside.

2.2 Randwick LGA and Matraville Residents

In 2008, the population of Randwick LGA was estimated to be approximately 130,000 having experienced growth of 0.6% p.a. over the previous five years (ABS, 2009). Of this, approximately 4,900 people, or less than 5%, lived within the Matraville catchment. For the purposes of this analysis, the catchment of Matraville has been defined by Census collection district (Figure 3) to reflect the road network and distribution of competing centres.

Figure 3. Matraville Catchment



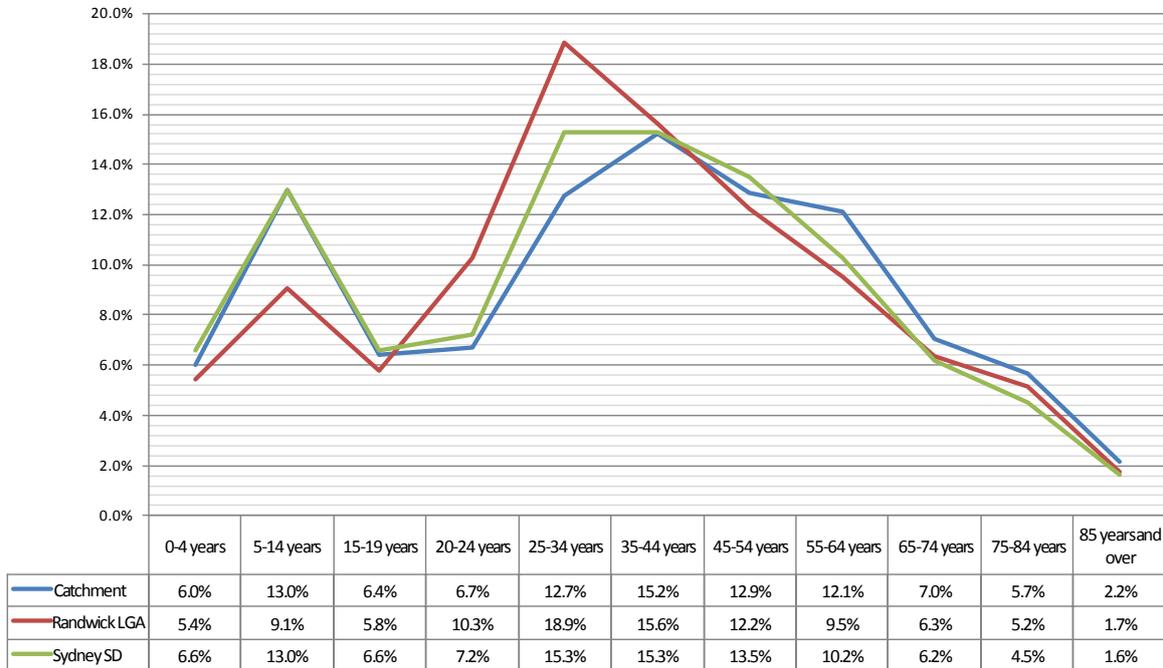
Source: ABS, 2006 and SGS, 2010

Randwick City is most densely populated in the north-eastern region, between Randwick Junction and Coogee Beach. Consistent with this, there are a large number of centres located in this area. There are also several densely populated residential areas around the centres of Kensington, Kingsford and Maroubra Junction. The southern part of the LGA, around and to the south of Matraville, stand out as being less densely populated (Figure 5).

While Randwick LGA is characterised by a young working age population, (as shown in Figure 4) the population age structure varies notably across the LGA (see Figure 6), reflecting diversity in the

accessibility of services, as well as trends in house prices. The population of the Matraville catchment has an age profile which is comparable with Sydney SD as a whole.

Figure 4. Age Structure, Matraville Catchment, Randwick LGA and Sydney SD, 2006



Source: ABS Census 2006

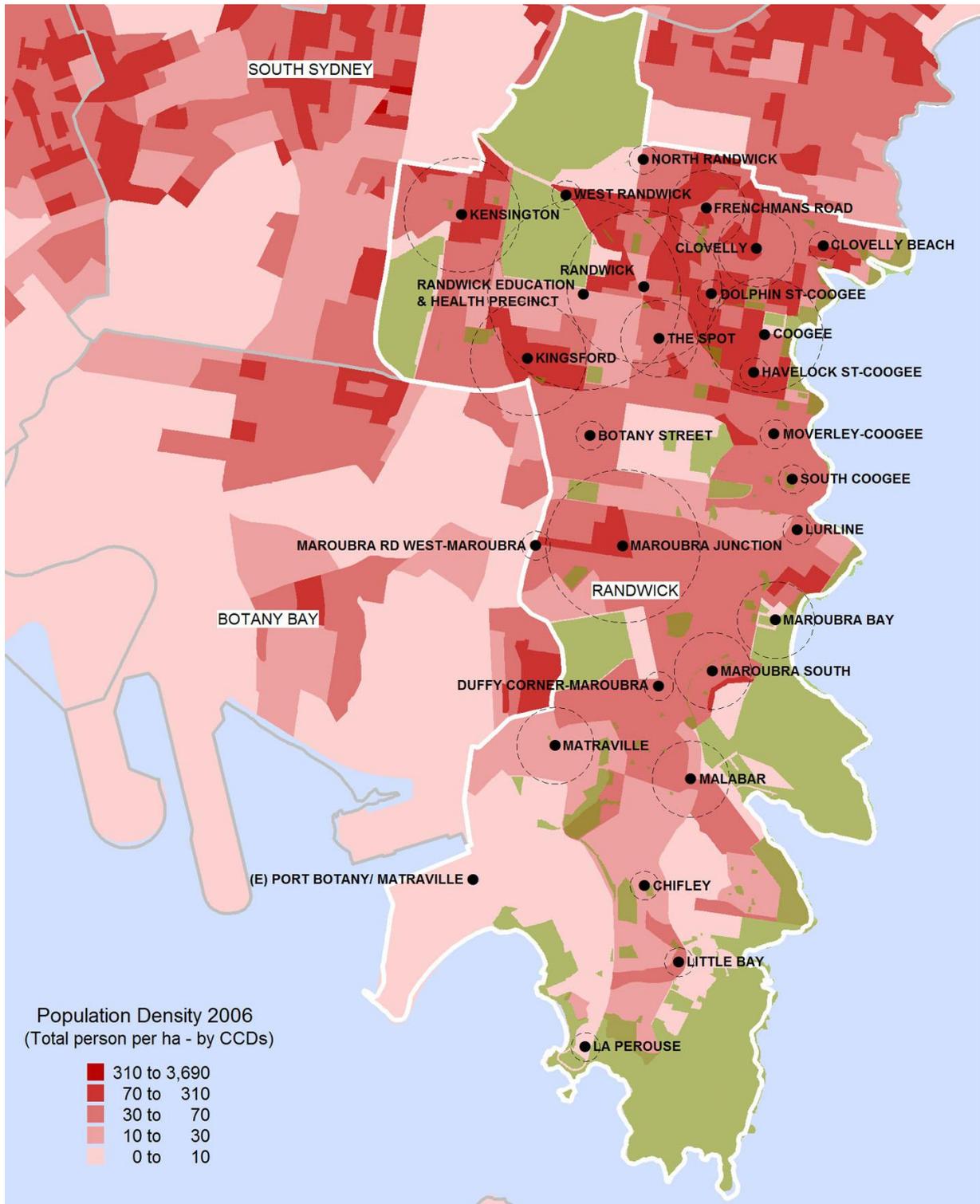
Consistent with broader demographic trends, population ageing is evident in Randwick City. Between 2001 and 2006, the 80-84 year old age cohort experienced very rapid growth (18%). In contrast, there was a notable decline (-7%) in people aged 25-29 over the same time period.

The residents of the Matraville Catchment:

- Are likely to have been born in Australia (65%). This is comparable to the Sydney SD average of 65.5%
- Unlikely to have moved house within the last five years (23% compared with 47% for Randwick LGA)
- More likely to own or be purchasing their home (69% compared to 51% for Randwick LGA as a whole)
- Are likely to live in larger households than the Randwick LGA average
- Who live in family households are more likely to have children (50.5% of family households have children, compared with 42.6% for Randwick)

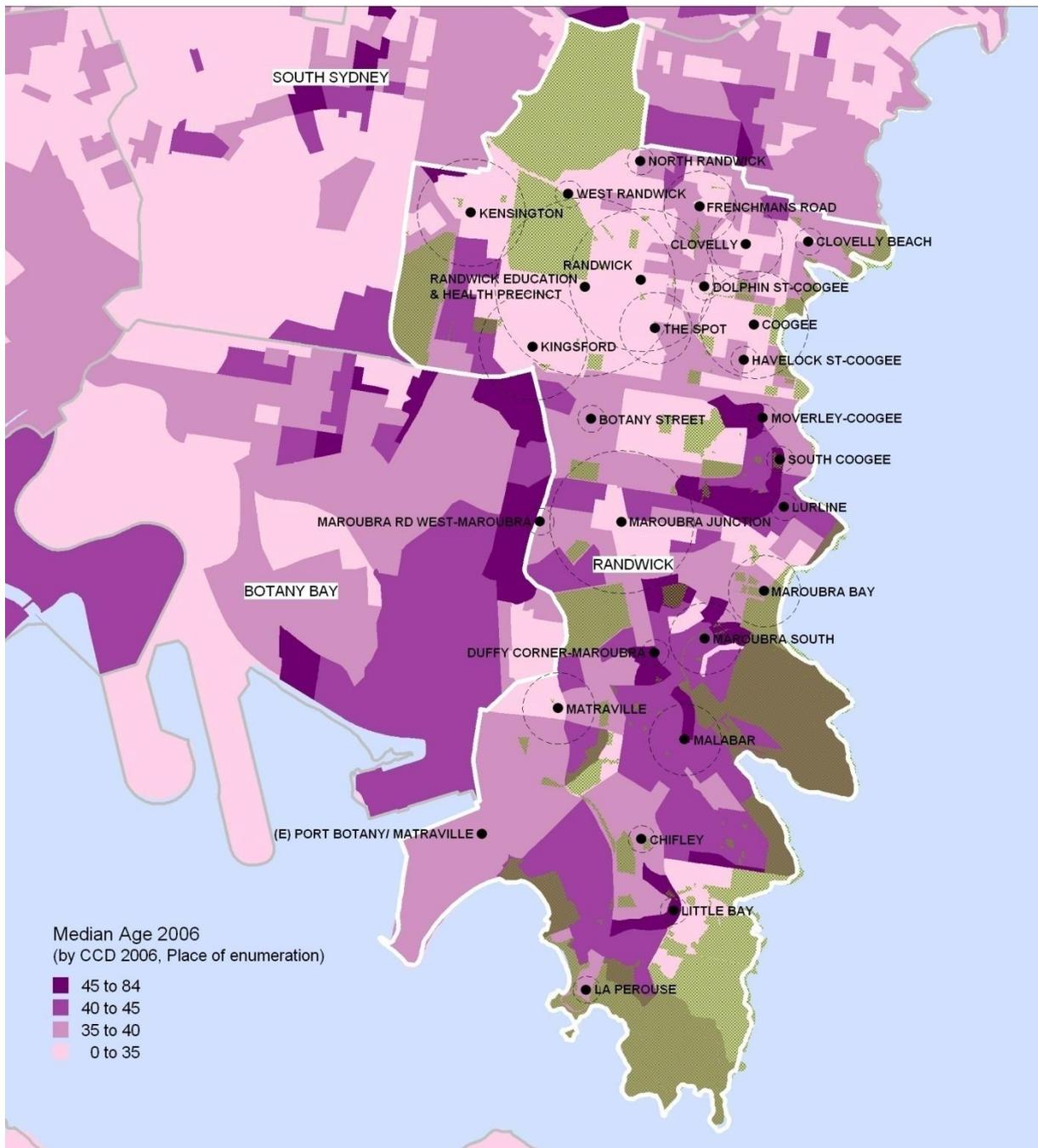
Matraville Stakeholder Survey Findings (2003) indicated that 26% of survey participants had been living in Matraville for more than 20 years. This was followed by less than 5 years (22%), between 5 and 10 years (17%) and between 11 and 19 years (10%).

Figure 5. Population Density, East Subregion, 2006



Source: ABS Census 2006

Figure 6. Median Age, East Subregion, 2006



Source: ABS Census 2006

Household Income

Randwick City is a relatively affluent region, with a higher proportion of households in the top income groups relative to Sydney SD and NSW. At the same time however, there is a significant number of households receiving no income, probably reflecting Long Bay Correctional Facility and the prevalence of public housing in some areas.

Figure 7. Household Income, Randwick LGA, East Subregion, Sydney SD, 2006.

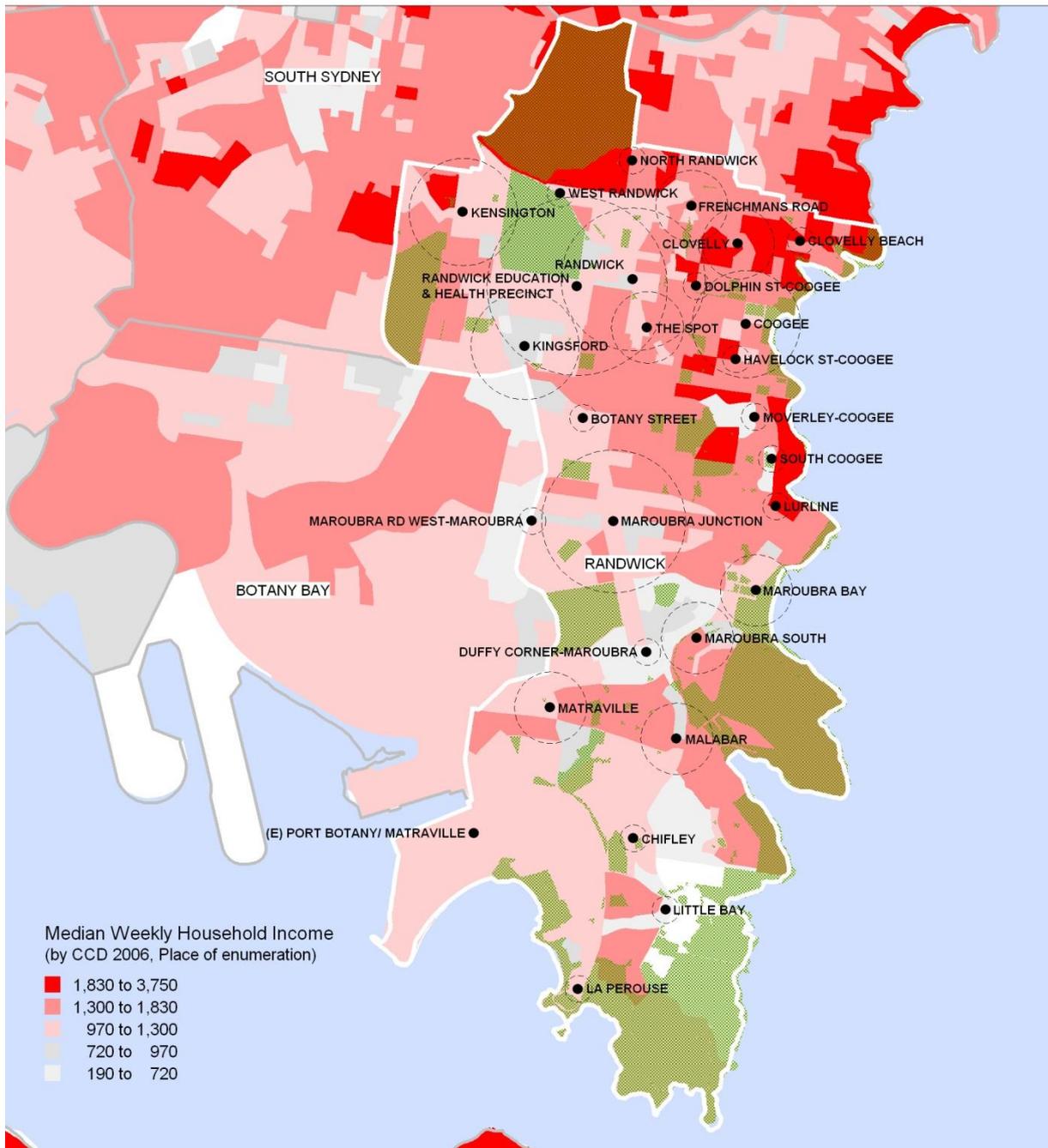


Source: ABS Census 2006

The geographical distribution of wealth is illustrated in Figure 8. Households living in the north-east corner of the LGA and on the land bordering Centennial Park have the highest median incomes, consistent with the high property prices in these areas. Median incomes tend to decline as households are further away from the coast and further away from the CBD, towards the south of Randwick LGA. Indeed, the population living around Maroubra South have relatively low incomes on average (in line with the supply of public housing in the area).

The income profile of the Matraville Catchment is comparable to Sydney SD, with the exception of the higher income categories (Figure 7). Matraville catchment has a higher proportion of residents within the \$2,000 to \$2,499 income category, with a lower share of households earning \$2,500 and above.

Figure 8. Median Weekly Household Income, East Subregion, 2006



Source: ABS Census 2006

2.3 Randwick LGA and Matraville Employment

In 2006, there were 35,609 people working in Randwick City – around 2% of the total employed in Sydney SD. This represents an increase of 1,398 jobs over the five years since 2001, or growth of 4% (compared to more moderate growth of around 3% for the broader Sydney region). Growth

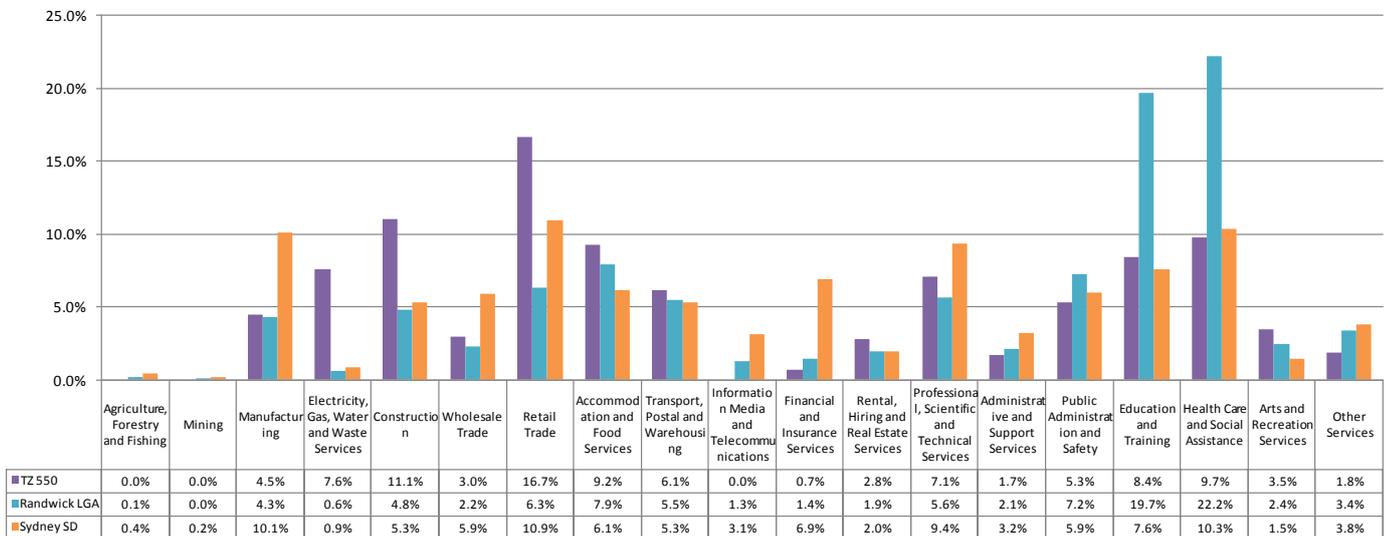
has slowed from the previous five-year period; between 1996 and 2001 employment in Randwick City increased by close to 10% (compared to 8% for Sydney overall).

In 2006, there were approximately 600 people recorded as working within Matraville (as defined by travel zone 550). Geographically, employment in Randwick City is concentrated in the specialised centre around the Randwick Hospitals campus and UNSW. Matraville accounts for 1.7 % of employment. However, Port Botany Specialised Centre, supporting significant employment, is located to the south of the centre.

The industry composition of employment (relative to Randwick LGA and Sydney SD) is shown in 0. Randwick has a high concentration of employment in health and education. Matraville has relative high shares of employment in Retail Trade, Construction and Electricity, Gas, Water and Waste Services. Relative to Sydney SD, both Matraville and Randwick have low concentrations of higher-order jobs, such as in Financial and Insurance Services, Professional, Scientific and Technical Services, and Information, Media and Telecommunication Services.

Given changes to travel zone boundaries and industry classification systems, it is not possible to accurately assess the change in employment in Matraville. Throughout this section, employment data is categorised according to the Australian and New Zealand Standard Industrial Classification (ANZSIC), 1993 and Australian and New Zealand Standard Industrial Classification (ANZSIC), 2006. Wherever possible, the 2006 classification has been used. However, in order to compare changes in employment by industry, data categorised according to the older classification has also been used.

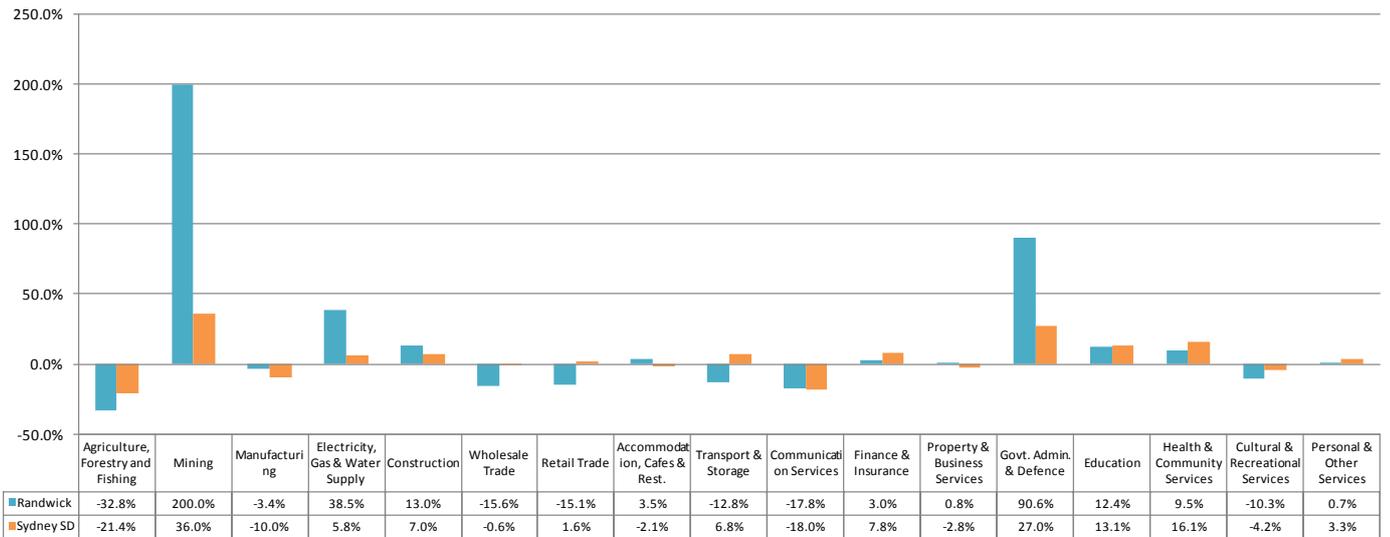
Figure 9. Industry Shares, Randwick City and Benchmark Regions, 2006



Source: TDC 2006

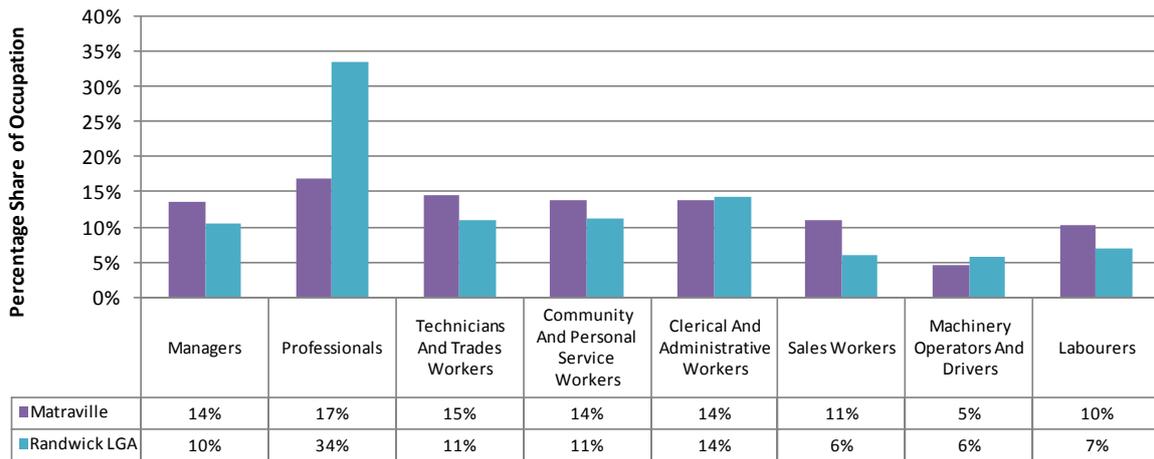
Figure 10 shows the change in employment by industry over the five years prior to the last Census. Across Randwick LGA, Government Administration and Defence experienced the highest rate of growth (with the exception of mining, which was off a very low base). Randwick LGA’s employment in Construction increased by almost twice the rate of the Sydney SD average. Relative to Randwick LGA, there are less professional jobs in Matraville, and a higher share of Sales Workers (Figure 11).

Figure 10. Industry Change, Randwick City and Sydney SD, 2001-2006¹



Source: ABS, 2006 and TDC 2001

Figure 11. Employment by Occupation, Matraville and Randwick City, 2006



Source: TDC 2006

Matraville employees are more likely to travel to work by private vehicle when compared to the Sydney average (Table 1). The origins of people employed in Matraville are shown in Figure 12. The majority of people employed within Matraville centre live in close proximity to the centre.

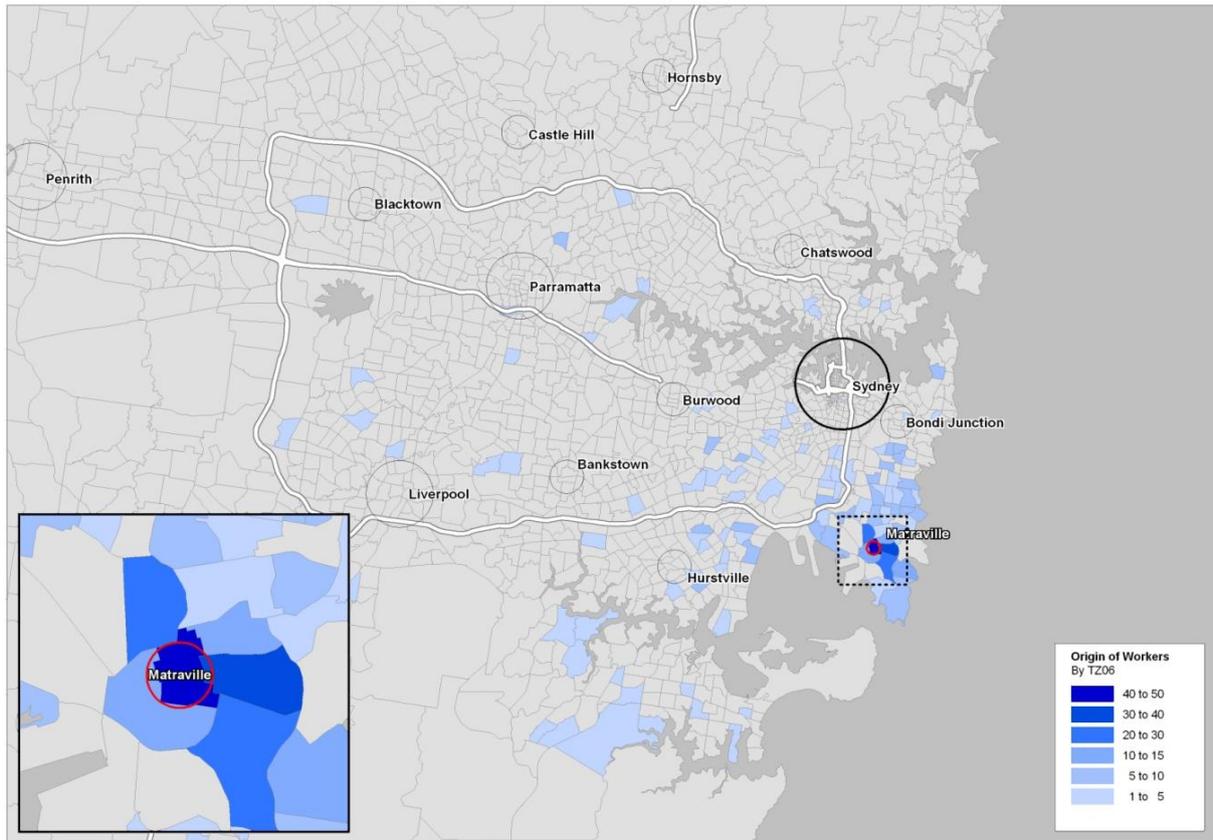
¹ The strong growth in jobs in the mining industry reflects a very low base; mining industry employment in Randwick City increased from three to nine people in the five years to 2006.

Table 1. Mode of Travel to Work, 2006

Mode	Matraville	Randwick LGA
Private vehicle (Including Car as driver, Car as pedestrian, Taxi, Truck and Motorbike)	72%	60%
Public Transport (including Train, Bus, Ferry and Tram)	6%	13%
Walk or Cycle	7%	10%
Other (Worked at home, Did not go to work, Other Mode, Not stated)	15%	18%

Source: TDC 2006

Figure 12. Origin of Matraville Employees, 2006



Source: TDC 2006

Business Survey

A 2003 survey of 14 Matraville business proprietors and 12 Matraville property owners, found that:

- The majority of proprietors have been in business in Matraville for more than five years (57%), followed by 21% for less than one year. 64% of proprietors own their property, 36% lease their property.
- 43% of proprietors employ only one or two people, followed by 29% between three and five people and 14% employing more than 20 people. The majority of proprietors employees live in Matraville (43%).

- The majority of proprietors customers live in Matraville (57%), followed by 21% from another suburb outside of Randwick and 14% from another Randwick LGA suburb.
- 50% of proprietors can see their business requiring more floorspace in the next five years. 43% stated they would not require more floorspace.
- The biggest problems faced by proprietors in Matraville were the lack of parking (28%), no public toilets (21%) and the loss of the bank/post office (14%).
- 71% of proprietors regarded Eastgardens as the biggest competitor for Matraville. 35% also consider Southpoint as a big competitor.
- 92% of property owners operate a business on their property. Of those who lease their property, 33% find it difficult to find tenants, 8% find it easy and 58% gave no answer.
- 75% of property owners felt confident about investing-in/refurbishing/upgrading their Matraville property. 17% stated that more parking would give them more confidence to invest or upgrade their property.
- 42% of property owners stated that Eastgardens was their biggest competitor, along with 17% for both Maroubra and Southpoint.

2.4 Employment and Population Forecasts

In coming years, employment growth is expected to be distributed across Sydney. Recent employment forecasts prepared by the Transport Data Centre suggest that employment growth within travel zone 550 is likely to be in the order of 275 additional jobs and an additional 740 residents over the next 30 years.

Additionally, the area is expected to accommodate an additional 740 residents.

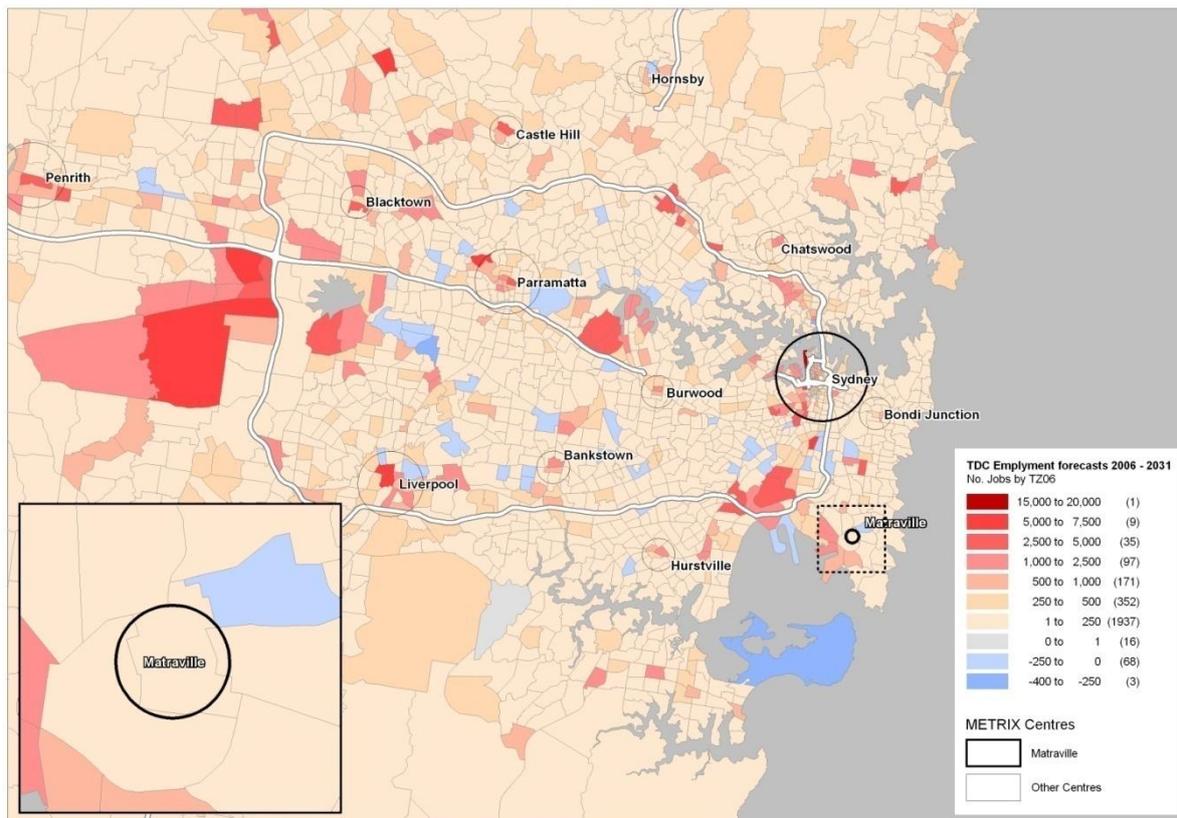
Table 2. Employment and Population Forecasts, 2006 to 2036

Year	2006	2011	2016	2021	2026	2031	2036	Change
Employment								
TZ 0550	723	744	791	863	905	948	998	275
Randwick Total	42,894	43,988	45,803	49,518	51,339	53,339	56,063	13,169
Population								
TZ 0550	2,338	2,438	2,823	2,870	2,948	3,006	3,077	739
Randwick Total	126,108	132,639	138,211	141,106	143,143	146,475	150,288	24,180

Source: TDC 2009

While the forecast growth for Matraville is modest, some employment growth is expected at Port Botany, which may provide opportunities for the Matraville centres in terms of servicing the working population. The implications of this growth, particularly Matraville's capacity to accommodate it, are considered in Section 3.

Figure 13. Forecast Employment Growth, 2006 - 2031



Source: TDC 2006

2.5 Key Points

- The Metropolitan Strategy and Draft Subregional Strategy support the concentration of activity within centres. However, specific advice is provided only for strategic centres. As such the future of Matraville will be guided by Council and the local community.
- Randwick's city plan seeks to create a sense of community, places for people, a prospering city, integrated transport and a healthy environment. Objectives for Matraville are implemented through the Randwick Local Environmental Plan and Matraville Development Control Plan.
- Previous studies have identified opportunities for specialisation in Matraville, such as niche retailing of sporting goods, as well as scope to develop projects jointly with the Chamber of Commerce and business operators. Relatively little change seems to have occurred within the centre in recent years. Some investment in residential buildings is evident, and interpreted as an indication of private interest in development of the centre.
- Matraville will benefit from investment in local infrastructure, with upgrades to Heffron Park planned and the need for a new community centre in Matraville noted in Council's Community Facilities Plan.

- For the purposes of this analysis, the catchment of Matraville has been defined by Census collection districts to reflect the road network and distribution of competing centres. Approximately 4,900 people live within the Matraville catchment.
- The population does not have a high turnover. Residents are more likely to own or be purchasing their home (69% compared to 51% for Randwick LGA as a whole). Matraville Stakeholder Survey Findings (2003) indicated that 26% of survey participants had been living in Matraville for more than 20 years. This was followed by less than 5 years (22%), 17% between 5 and 10 years (17%) and between 11 and 19 years (10%).
- The population of the Matraville catchment has an age profile which is comparable with Sydney SD as a whole.
- The income profile of the Matraville Catchment is comparable to Sydney SD, with the exception of the higher income categories. Matraville catchment has a higher proportion of residents within the \$2,000 to \$2,499 income category, with a lower share of households earning \$2,500 and above.
- In 2006, there were approximately 600 people recorded as working within Matraville (as defined by travel zone 550). Geographically, employment in Randwick City is concentrated in the specialised centre around the Randwick Hospitals campus and UNSW. Matraville accounts for 1.7 % of employment. However, Port Botany Specialised Centre, supporting significant employment, is located to the south of the centre.
- Matraville and Randwick have low concentrations of higher order jobs, such as in Financial and Insurance Services, Professional, Scientific and Technical Services, and Information, Media and Telecommunication Services.
- Matraville employees are more likely to travel to work by private vehicle compared with the Sydney average. The majority of people employed within Matraville centre live in close proximity to the centre.
- In coming years, employment growth is expected to be distributed across Sydney. Recent employment forecasts prepared by the Transport Data Centre suggest that employment growth within travel zone 550 is likely to be approximately 275 additional jobs over the next thirty years.
- While the forecast growth for Matraville is modest, some employment growth is expected at Port Botany, which may provide opportunities for the Matraville centres in terms of servicing the working population.

Figure 15. Land uses: Matraville Centre 2010



Source: SGS, 2010

As part of the previous Economic Activity Study, SGS audited employment land uses within the Matraville centre. This audit has been updated to inform the current study. Figure 15 shows the distribution of employment land uses within the centre as recorded in 2010. Figure 16 illustrates the locations of the different activity areas in Matraville in 2007, based on the dominant business activity in each building.

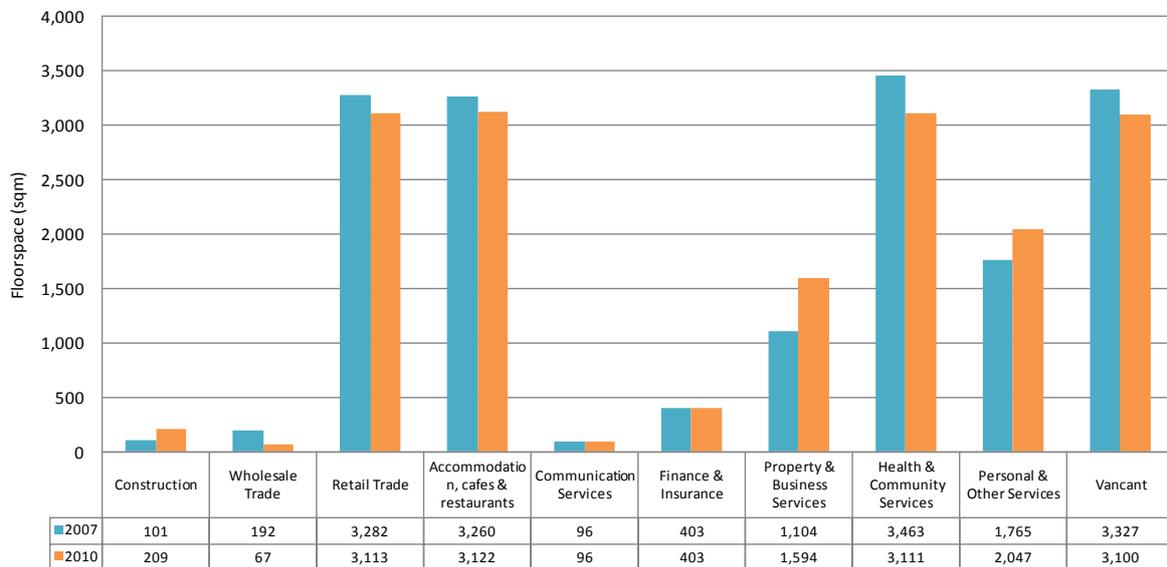
In 2007 the activities common in Matraville were similar to those prevalent in the Randwick City region more generally, with Retail Trade and Accommodation, Cafes & Restaurants (including the Matraville Hotel) dominating the floorspace mix in the area. A relatively large share of floorspace used for Health & Community Service provision was also recorded. Minimal change was noted by the 2010 audit (Figure 17). However, there was a small decline in vacant floorspace and an increase in floorspace occupied by property and business services.

Figure 16. Land Uses: Matraville Centre 2007



Source: SGS, 2007

Figure 17. Comparison of Floorspace Use in 2007 and 2010

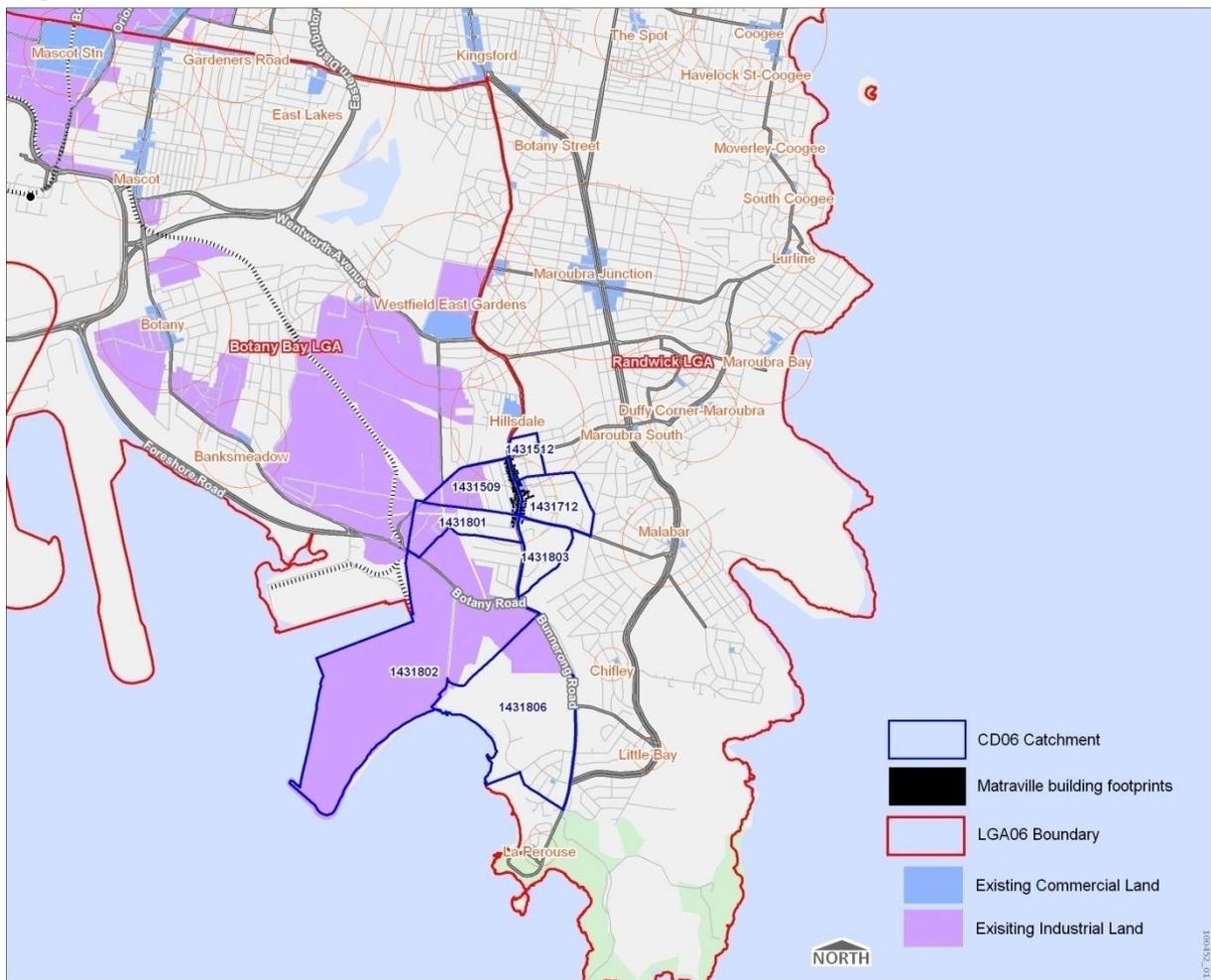


Source: SGS, 2010

3.2 Matraville’s Retail Catchment

Matraville’s retail catchment has been defined by Census collection district (Figure 18) to reflect the road network and distribution of competing centres. While not definitive, this represents the area for which it can be assumed that Matraville acts as a small village. The centre catchment is limited by neighbourhood centres to the east, employment lands to the west and Hillsdale (which includes a Coles supermarket) to the north.

Figure 18. Matraville’s Retail Catchment



3.3 Retail Floorspace Demand and Supply

Retail modelling was used to assess the amount of retail floorspace that could be supported within Matraville centre. This is based on the 2006 population as reported by the census. Population is forecast by Census Collection District (CD), using rates of growth in line with the 2009 Transport Data Centre (TDC) population forecast. By considering the future and current population, future demand for retailing can be considered.

Table 3. Population within Local Catchments

CDs	2006	2011	2016	2021	2026	2031
1431509	893	922	1,025	1,038	1,060	1,081
1431512	572	591	657	665	679	692
1431712	826	853	948	960	980	1,000
1431801	618	638	710	718	733	748
1431802	782	808	898	909	928	947
1431803	519	536	596	603	616	628
1431806	701	724	805	814	832	849
Total	4,911	5,073	5,638	5,706	5,827	5,945

Source: ABS, 2006, and TDC, 2009

The retail model uses information from the ABS 2003-04 Household Expenditure Survey to calculate likely 'spend' per capita. The Australian average expenditure per person was adjusted to reflect the local income profile and recent trends in retail expenditure. This estimated expenditure was then used to calculate the available expenditure within the catchment.

Table 4. Population within Local Catchments

CDs	2006	2011	2016	2021	2026	2031
1431509	\$ 9,388	\$ 10,068	\$ 10,579	\$ 11,167	\$ 11,602	\$ 12,061
1431512	\$ 10,053	\$ 10,784	\$ 11,320	\$ 11,939	\$ 12,400	\$ 12,887
1431712	\$ 9,890	\$ 10,608	\$ 11,138	\$ 11,750	\$ 12,205	\$ 12,685
1431801	\$ 9,586	\$ 10,280	\$ 10,799	\$ 11,397	\$ 11,839	\$ 12,307
1431802	\$ 9,695	\$ 10,399	\$ 10,922	\$ 11,524	\$ 11,971	\$ 12,443
1431803	\$ 8,948	\$ 9,596	\$ 10,089	\$ 10,655	\$ 11,071	\$ 11,511
1431806	\$ 9,869	\$ 10,587	\$ 11,116	\$ 11,726	\$ 12,180	\$ 12,659

Source: ABS, 2006, and SGS, 2010

The share of typical spending by centre type (from SGS estimates) combined with average retail turnover densities (annual turnover per square metre) for different centre types were used to determine the amount of floorspace that could be supported within Matrville (Table 5).

As Matrville is a small village centre, it was estimated that it captures 13% of the total resident generated expenditure within its catchment. Resident expenditure, of course, will be complemented by expenditure from the local workforce. For the purposes of this analysis SGS estimates that workers in nearby areas spend \$10 per week on average.

By applying average retail turnover densities (annual turnover per square metre) to the expected amount of retail expenditure, the amount of supportable floorspace by centre can be estimated (Table 6).

Table 5. Resident Expenditure by Level in Centre Hierarchy

CENTRE TYPE	Typical Centre Size (sqm)	Percent Share of Total Expenditure*
Outside Region e.g. Sydney	NA	10%
Major e.g. Bondi Junction	80 to 130,000	37%
Town e.g. Eastgardens	40,000 to 80,000	25%
Village e.g. Hillsdale	10,000 to 40,000	16%
Small Village	3,000 to 10,000	10%
Neighbourhood	Under 3,000	3%
Total		100%

Source: SGS, 2009

Table 6. Resident Expenditure by Level in Centre Hierarchy

Year	Percent Share of Total Expenditure*	Retail Turnover Density (\$2008/sqm)	Population-driven Expenditure Capture (\$2008)	Employment Induced Expenditure (\$2008)**	Supportable Floorspace (sqm)	Existing retail floorspace (sqm)	Gap (Supportable - Existing)
2006	13%	\$ 3,500	\$ 6,158,285	\$ 3,203,629	2,675	6,235	-3,560
2011	13%	\$ 3,500	\$ 6,822,721	\$ 3,292,912	2,890	6,235	-3,345
2016	13%	\$ 3,500	\$ 7,964,899	\$ 3,460,714	3,264	6,235	-2,971
2021	13%	\$ 3,500	\$ 8,505,820	\$ 3,764,669	3,506	6,235	-2,729
2026	13%	\$ 3,500	\$ 9,022,546	\$ 3,956,929	3,708	6,235	-2,527
2031	13%	\$ 3,500	\$ 9,568,416	\$ 4,174,619	3,927	6,235	-2,309

Source: SGS

Information on the existing supply of commercial floorspace was collected from the land use audit. By comparing the estimated demand for floorspace with the volume of existing floorspace, the supply gap can be determined. At present, and into the future, there appears to be a significant oversupply of retail floorspace within the centre.

Overall, there is approximately 17,000 sqm of floorspace within the Matraville town centre. The potential supply (that is existing built stock which is used for the purposes of retailing, approximately 6,200 sqm) is significantly higher than estimated demand for retailing, with a potential oversupply of more than 3,500 sqm. While some of the existing stock is vacant, some is used for commercial purposes.

This modelling approach assumes a retail turnover density of \$3,500/sqm per annum. In reality, retail turnover densities in struggling business (or low value businesses) may be lower than this rate, meaning that demand would be higher than otherwise anticipated.

An addition to floorspace supply within Matraville is likely, with additional floorspace having been approved as part of 'The Peninsula' (corner of Daunt and Bunerong Road). The approved development includes:

- 4,488sqm of gross retail area (including shops and malls) with a total net lettable retail area of 4,088sqm which consists of 12 tenancies. This is to include café/restaurant type uses on the Daunt Avenue corner that are part of the 935sqm of speciality shops proposed in the development.
- a Supermarket of 3,153sqm on the ground (2925sqm) and mezzanine office (22sqm) floors.

Given the likely additions to retail floorspace supply, alternative uses (to absorb potential vacancies) need to be nurtured. However, it is likely that the supermarket will act as a catalyst for the centre.

3.4 Local Property Market Analysis

Commercial and Retail Floorspace

The Matrville commercial and retail property market is currently performing poorly. The key issue affecting Matrville is its image. The centre is viewed as rundown with a lack of parking, and is not a place where people want to stop.

People drive through the centre because surrounding centres, such as Eastgardens and Maroubra Junction, offer more retail and service choices. It was suggested that current business owners in Matrville need an incentive to either upgrade their shop facades or sell their businesses. Real estate agents suggested that other incentive packages should also be offered to new businesses, such as cafes and restaurants, to move into the area.

There is very little demand from businesses seeking to move to Matrville from outside of the local area. If the centre received an upgrade (such as the planned spending on public domain upgrades) it is likely that demand from restaurants and cafes would increase. Generally these types of uses occupy retail premises of between 100 sqm to 120 sqm. The centre has high vacancy rates, with some properties having been vacant for longer than 12 months. The majority of retail supply on the market is between 60 sqm and 100 sqm, and buyers could expect to pay between \$400,000 and \$650,000.

Businesses in Matrville are generally small and locally owned. Matrville services some of the port-related workers, but in its current state it does not have the potential to be a major hub.

An upgrade in transport facilities and increased development densities (for example mixed use developments consisting of ground floor retailing and upper levels of residential), may provide increased business opportunities. Real estate agents suggested that improved street parking would also help attract people to the centre.

Residential Consultation Findings

The Matraville property market is performing well. The last 12 months has seen an 8% increase in residential sales. The residential market in Matraville is faring better than the rest of Randwick LGA. This is because Matraville is in close proximity to both the Sydney CBD and beaches and offers lower prices than surrounding suburbs. In the past Matraville has been perceived as an industrial area. This view is now shifting and this is driving increased interest in the area.

People who are moving into Matraville include families with young children, first home buyers, downsizers, and professionals. A broad spectrum of people is attracted to the area because the area allows people to live in the eastern suburbs with a more affordable price tag. There are some overseas buyers purchasing within the area. In Matraville the average sales price of a house is approximately \$1,000,000, or a rental price of \$600-\$750 per week, with lot sizes ranging from 500 sqm to 650 sqm. The majority of houses are three bedroom, older style dwellings.

Apartments range from \$380,000 to \$440,000, with an average size of 70 sqm (two bedrooms). An average rental price for an apartment is approximately \$400-\$500 per week. Apartments in Matraville must include on-site parking. Currently apartments in Matraville are only on the market for between four to five weeks.

The demand for new apartments in Matraville outstrips supply. This is evident with the sale of the Peninsula Apartments, with 85% being sold off the plan. The Peninsula Apartments are due for completion at the end of 2012. Real estate agents suggested that more high-quality apartment developments are needed within Matraville, to attract more people to shop in the centre and lead to a greater variety of shops.

Sales History Analysis

Table 7 shows sales records for single residential dwellings by bedroom size in Matraville suburb and Randwick LGA from 2005 to 2010, as recorded in the RPData database. All bedroom sizes for single residential dwellings in Matraville have significantly lower median prices than Randwick LGA.

Table 7. Single Residential Dwelling Sales, 2005 – 2010

	Matraville Suburb		Randwick LGA	
	Number of Sales	Median Sales Price	Number of Sales	Median Sales Price
1 bedroom	1	\$585,000	63	\$1,310,000
2 bedrooms	44	\$690,000	626	\$796,500
3 bedrooms	137	\$735,000	1524	\$945,000
4+ bedrooms	80	\$897,500	1289	\$1,350,000

Source: RPdata, 2010

Table 7 shows that Matraville had a high proportion of sales for three bedroom single residential dwellings. The data suggests that Randwick LGA typically has relatively large house sizes.

Table 8 shows the sales records for residential strata units by bedroom size in Matraville suburb and Randwick LGA. The records from 2005 to 2010 show that Matraville has consistently lower median prices for all bedroom sizes compared to Randwick LGA. Price differences become more pronounced the larger the unit becomes. Matraville suburb offers very affordable house prices for residential strata units compared to Randwick LGA.

Table 8. Residential Strata Unit Sales, 2005 – 2010

	Matraville Suburb		Randwick LGA	
	Number of Sales	Median Sales Price	Number of Sales	Median Sales Price
1 bedroom	17	\$313,000	955	\$360,000
2 bedrooms	68	\$390,000	3474	\$485,000
3 bedrooms	63	\$479,000	844	\$655,000
4+ bedrooms	6	\$507,500	36	\$680,000

Source: RPdata, 2010

3.5 Key Points

- A land use audit completed in 2010 showed minimal change since 2007. Activities common in Matraville were similar to those prevalent in the Randwick City region, with Retail Trade and Accommodation, Cafes and Restaurants (including the Matraville Hotel) dominating the floorspace mix in the area. A relatively large share of floorspace is taken up by Health & Community Services. Changes noted in the 2010 audit were a small decline in vacant floorspace and some increase in floorspace occupied by property and business services.
- SGS used the road network and the location of competing centres to define the retail catchment for Matraville. This is generally oriented to the south, due to location of competing centres to the north. There are approximately 5,000 residents living within the centre catchment.
- SGS estimates that there is an oversupply of retail floorspace within the centre. However, the planned supermarket development may act as a catalyst for the centre and attract additional retailing. Over time, the role of the centre may evolve towards a larger village, thus attracting a greater proportion of residents retail spend.
- Businesses located in Matraville are generally small and locally owned. There is very little demand from people who wish to move into Matraville. The centre has high vacancy rates, with some properties having been vacant for longer than 12 months.
- Real estate agents suggest that if the centre received an upgrade (such as the planned spending on public domain upgrades) it is likely that demand from restaurants and cafes would increase. Generally these types of uses occupy retail premises of between 100 sqm to 120 sqm. The majority of retail supply which is on the market is between 60 sqm to 100 sqm, and buyers could expect to pay between \$400,000 and \$650,000.

- Compared to Randwick LGA, housing in Matrville is relatively affordable while still offering proximity to the CBD and beaches.

4 A Vision for Matrville

Previous documents have set out a vision for Matrville and Randwick LGA as a whole. The Metropolitan Strategy and Draft Subregional strategy provide directions for villages such as Matrville. The vision for Matrville (and Randwick as a whole) as set out in these policies and plans, is considered below.

Randwick City Plan, 2006

Randwick City Plan's vision is:

- **Sense of community** - a vibrant and diverse community; an informed and engaged community;
- **Places for people** - excellence in urban design and development; excellence in recreation and lifestyle opportunities; a liveable city; heritage that is protected and celebrated
- **A prospering city** - a strong local economy;
- **Moving around** - integrated and accessible transport; and
- **Looking after our environment** - a healthy environment.

Matrville Town Centre Development Control Plan

The desired future character of Matrville, within the Development Control Plan, is stated as follows:

The Matrville Town Centre will evolve into a lively local village that is compact and pedestrian friendly, with plenty of choice in housing styles and affordability, great speciality shopping, and enjoyable walks to parks, sporting and outdoor play areas.

The built-form will be unified by consistency in building heights and setbacks from the street. New development will address the street and complement the scale and form of the town centre.

Quality architecture with an emphasis on environmental performance will ensure improved residential and commercial opportunities for the people of Matrville.

Contemporary new buildings will compliment older buildings and add uniquely artistic features that express Matrville's own special identity.

Landscaped areas integrated into outdoor dining, bus stops and seating, combined with landscaping in the public domain, will contribute to a pleasant environment with a distinctly urban feel, connecting the town centre with local places of interest including Heffron Park and the Shirley Crescent shops.

New landscaping, new lighting and signage, and better design will improve pedestrian walkways to and from existing carparks in the town centre.

If site amalgamation results in sufficient site area, the development of a supermarket and/or other large format retailer will 'anchor' the town centre by fulfilling day to day shopping needs.

New retail uses including cafes and restaurants with outdoor dining facilities and specialty retailers building on Matrville's current elements such as recreational/ sporting uses will consolidate the town centre's commercial success.

A centrally located and well equipped community facility that connects the retail, business and public transport facilities of the town centre with other community uses also offers improved and expanded public carparking.

The neighbourhood character of this area will evolve to include new development addressing the lanes running parallel to Bunnerong Road, improving overall safety and providing pleasant pedestrian connections between low density residential areas and the town centre itself.

Opportunities for Matrville, as identified in the development control plan, are illustrated in Figure 19.

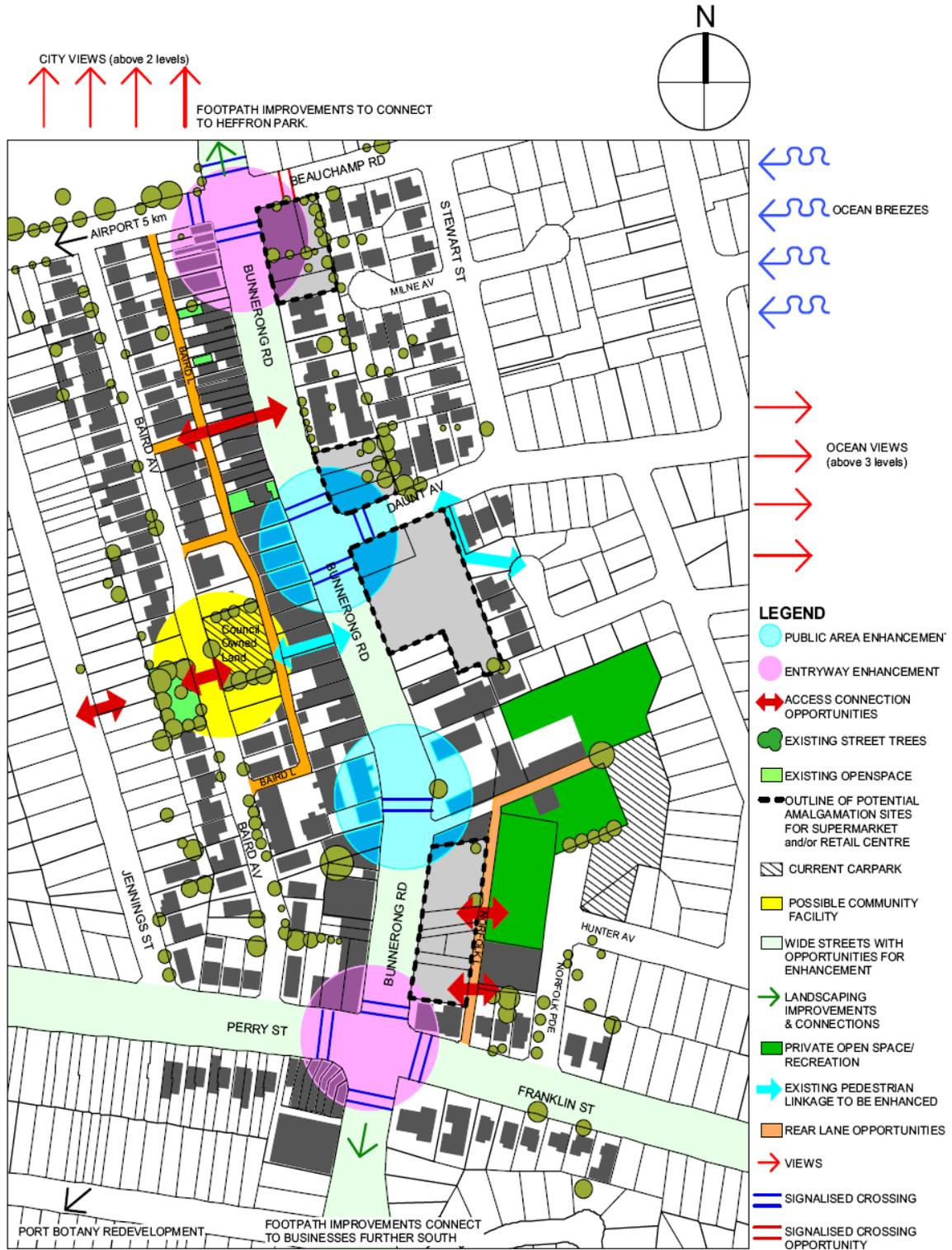
Community Opinion

A survey prepared in 2003, indicated that the type of place that property owners would like to see Matrville become included:

- a place where people live, work and socialise
- a place where private buildings and public spaces are well maintained
- a thriving centre for small business
- a local shopping and restaurant village

Consultation sessions held in 2010 confirmed that there is broad agreement with the vision set out for Matrville in the Matrville Development Control Plan.

Figure 19. Opportunities for Matraville



Source: Randwick City Council

Economic Activity Study

SGS has completed extensive analysis of the Matraville centre as part of the Randwick Economic Activity Study (2007). The study recommended a revitalisation of the Matraville centre as follows:

In the shorter term, there is a potential role for Council in supporting the vitality of Matraville business zone. Steps towards this end could include:

- Promoting Matraville as a proximate centre to the industrial lands;
- Improving amenity (with general beautification and the provision of a public toilet);
- Restricting duration of parking on Bunnerong Road during business hours;
- Encouraging and promoting businesses likely to be successful in the area and complementary to the current retail mix – an anchor tenant, such as ALDI, or the promotion of a niche specialisation (such as motorcycle parts and maintenance) would help to boost activity.
- Over the longer-term, intensification of activity in Matraville is most likely to be supported through the intensification of residential development in nearby areas. This would be based on the introduction of mass transit public transport infrastructure linking the southern parts of Randwick LGA to Sydney CBD. Regeneration of state-owned housing assets would complement this strategy.

5 Unique Selling Points

Matraverse is considered a 'local village'. Investment in the centre is occurring, with a new development (including a supermarket) soon to be constructed.

The centre is part of a wider area on the verge of growth and change. This area includes: the Prince Henry site; recent residential development along Little Bay Road; upgrades underway or proposed for Heffron Park, the Des Renford Aquatic Centre, and Chifley Sports Reserve; and proposed upgrade for La Perouse. Over the longer term, expansion of the port may have some flow-on effects in terms of people looking to live and work close by, as well as presenting business opportunities.

Demographics in the area are changing and this is likely to create new opportunities (for example through more first home buyers). A new, younger demographic is moving in.

Within the centre itself, the supermarket site (which will also accommodate over 100 dwellings) will change the level of retail activity and this is likely to drive further demand. In terms of employment growth, construction activity will be an early opportunity. Over the longer term, a younger demographic moving to the area and a new supermarket anchor are likely to drive retail growth.

Council has planned upgrades to the public domain and the development of a new community centre. With an injection of the redevelopment site in the centre, other development may follow and this will help fund public domain upgrades.

There are opportunities for Matraverse to capitalise on these investments and diversify the range of retailing available (particularly through casual dining and a higher quality fresh food offer) to meet the needs of the incoming population.

However, there are conflicts with the traffic volume which moves through the centre. While the centre does provide some local retailing and services, it appears lacklustre and there is scope to improve the appearance of the centre and range of local retailing available.

Opportunity	Description
Close to industrial lands	Matrville is in close proximity to Port Botany and the surrounding industrial lands placing it in a position to provide services to local employees. There are opportunities for Matrville in terms of take-away food and convenience retailing.
Good accessibility	Matrville offers good accessibility to other suburbs within Randwick LGA and within the East subregion, via its location on Bunnerong Road. It is well positioned to cater for a wide demographic as many people pass through the centre on their way to and from work or home.
Incoming population – changing demographics	Matrville is undergoing a change in demographics, associated with new development and attractiveness of relatively affordable housing to young families. The centre has the opportunity to capitalise on this, through broadening the range of available retailing and services.
Increasing diversity within the community	Matrville is experiencing an increase in the number of migrants moving into the area. This may provide opportunities for speciality food shops or restaurants.
Heffron Park and Chifley Sports Reserve	Heffron Park and Chifley Sports Reserve attract a large number of visitors, especially on weekends, to sporting events. Matrville could explore the opportunities to attract these visitors into the centre.
Convenient for a quick stop/parking	Matrville offers public parking and the centres' location on a main thoroughfare make it ideal for 'top-up' shops. An increased variety of shops catering to local residents, could further enhance Matrville's ability to attract shoppers on their way home from work. There are further opportunities for additional multi-level public parking facilities to be provided within the centre.
Some existing services	Matrville does contain some existing services such as a bank and a chemist. This provides a good foundation for the attraction of other services to the area.
Personal service	Businesses which have thrived within Matrville centre have done so because they offer good personal service. Local shoppers appreciate this and highlighted personal service as a reason for why they choose to shop in Matrville. Matrville should strive to attract more local businesses which can offer this type of service for the centre to succeed. Council may partner with the Business Enterprise Centre or Investment and Industry NSW to facilitate training or seminars, on topics such as merchandising or customer service, to ensure local businesses continue to provide high quality service.
Opportunities to improve on mix of businesses	<p>Matrville currently does not have a wide range of local businesses. However, it does have the opportunity to expand this mix, to become a 'one-stop' centre for local residents.</p> <p>While diversifying the range of local retailing and service, there may be opportunities for clustering niche retailers, such as sporting goods retail.</p> <p>The higher proportion of vacancies, while being a weakness of the centre means that there is space to accommodate new businesses attracted by relatively low rental prices. The shop vacancies also offer the opportunity for new businesses to move in to cater for the changing demographics of the area.</p>

6 Actions for Matrville

6.1 Objective 1: A prospering town centre

The objectives outlined for Matrville are centred on the key themes in the Randwick City Plan 2010. The emphasis for Matrville (to become a prospering town centre) is on developing a strong local economy. This could be achieved by focusing on the importance of local services, identifying the gaps in retailing, meeting the needs of the incoming population and improving promotion of the centre.

Goal 1: Encourage residents to shop locally to help support local retailers and services

Matrville is often bypassed by local residents, because it is easier or more attractive to go to other centres, particularly as Matrville does not have a supermarket. There are a number of ways in which local residents can be encouraged to shop locally. By diversifying shops and improving access, local residents may be more inclined to shop locally. This can also be encouraged through a promotional campaign to support local businesses.

Attracting new or different types of businesses into Matrville would be aided by the presence of additional specialty shops, such as a patisserie or delicatessen. There is the opportunity for specialty food shops to be located in Matrville as it has a high proportion of affluent residents in neighbouring suburbs.

Local services are a key to retaining existing businesses and attracting new businesses to Matrville. The retention of local services minimises the need for people to visit other centres, it retains local service-based employment, and enables local residents to meet much of their needs in one place.

Council already supports local business through its purchasing and tendering policy. There are further opportunities to build partnerships with the Business Enterprise Centre (BEC) or Industry and Investment NSW for the delivery of training and seminars.

Action 1.1.1 Work with the Chamber of Commerce to continue to promote local retailing and services through promoting and expanding the Shop Local Program

Encouraging residents to shop locally is one way to improve the performance of local centres. The retention of local, small-scale businesses in Matrville will reinforce and encourage local employment opportunities. Promotion may be coordinated through the Chamber of Commerce.

Timeframe: Ongoing

Lead: Randwick Council

Partners: Chamber of Commerce

Resource Requirements: Modest

See also Actions under Objective 2: Places for People.

Goal 2: Diversify the range of retailing within Matraverse to meet the day to day needs of local residents and to attract 'destination shoppers'

Identifying the gaps which exist in the retail offer of Matraverse is essential. Basic 'food for home' purchases are essential for local centres in order to encourage regular and higher levels of use/activity in the centre. While Matraverse contains a solid retail base, there is room for growth in retailing. For example, a good quality vegetable and fruit shop may encourage people to visit the centre on their way home from work or school.

Action 1.2.1 Offer a twelve month trial period of no footpath rental fees for outdoor dining

Matraverse presents the opportunity for outdoor dining, for both cafes and restaurants. Due to traffic volumes at peak times on weekdays, Bunnerong Road does not present the most ideal environment for outdoor dining. However, there are opportunities for outdoor dining on side streets. A 'free' twelve month trial period for new businesses would be implemented to help encourage new cafes and restaurants to open or expand.

Time frame: Short

Lead: Randwick Council

Partners: None

Resource Requirements: Significant (in terms of foregone revenue)

Action 1.2.2 Plan for a local market to be held within Matraverse Centre

The creation of a monthly or seasonal market, such as a farmers or growers market, or the establishment of an annual event where local businesses sell their goods would diversify the local retail offer, contribute to the sense of community and may encourage new businesses to move into the centre. However, these types of events would need to appeal to a demographic or catchment that is not already catered for.

Time frame: Short term

Lead: Randwick Council

Partners: Existing market organisers/promoters e.g. Hawkesbury Harvest

Resource Requirements: Moderate

Action 1.2.3 Prepare a prospectus highlighting opportunities within Matraverse for specialised retailers

Another approach to attract new or different types of businesses to Matraverse could be to expand on existing niche industries or established interests that are unique to the area. Matraverse has a strong presence of a sporting culture because of its close proximity to Heffron Park and Chifley Sports Reserve. This is an opportunity to build upon the established relationship between these areas through the attraction of related uses such as specialty sporting goods stores or associated uses, such as physiotherapists and sports injury clinics etc.

Time frame: Short

Lead: Chamber of Commerce

Partners: Council e.g. Council may be able to provide in kind assistance, such as design and layout of the prospectus

Resource Requirements: Modest

Goal 3: Promote development within the centre

Development potential has been identified within the current LEP and DCP. Public consultation suggests that some land owners are not familiar with opportunities under the current planning controls.

Action 1.3.1 Provide summary information directly to land and business owners, and on Council's website, which highlights the opportunities for development within the existing planning controls at Matraverse

Council can provide developers and land owners with information on development potential that is currently permissible within Matraverse, to encourage vacant sites to be developed or existing sites to be redeveloped. Consultation suggests that land owners and businesses feel ill-informed with regards to development, and development potential in the centre. Increasing awareness of the DCP should be a starting point. This may be achieved through a direct mail out. Alternatively, Council could invite developers and land and business owners to an information session to discuss these issues.

Time frame: Short

Lead: Randwick Council

Partners: -

Resource Requirements: Modest

Goal 4: Monitor and re-evaluate the performance of the centre

To maintain a prosperous town centre the performance of the centre should be reviewed on an on-going basis. Objectives and actions should be assessed and updated, with the possibility for further actions to be examined.

Action 1.4.1 Review the centre action plan over the medium term

Randwick Council should monitor the planning and development of Matraverse centre over the medium term to ensure it is meeting its desired outcomes. A re-evaluation of supply and demand, in terms of jobs and floorspace, should be undertaken. A review of the strategy will allow for an assessment of progress and provide new direction for the centre. The Chamber of Commerce will also be asked to provide input on details of the centre and changes that have been implemented.

Time frame: Medium - long

Lead: Randwick Council

Partners: Chamber of Commerce

Resource Requirements: Significant

6.2 Objective 2: Places for people

To create a liveable centre which is a 'place for people', Matraville needs to continue to provide lifestyle, social and recreational opportunities. To create a liveable centre, land use types need to be diverse and to generate demand over long parts of the day so that the centre is busy, safe and inviting. For example, this may be achieved by accommodating early opening businesses such as cafes, later opening businesses such as restaurants, and weekend activities such as sports related uses. In this respect, Heffron Park and Chifley Sports Reserve are key assets.



Matraville has the opportunity to accommodate further high quality developments. These are important to enhance the attractiveness of centres, but cannot attract people on their own. Investment in the private domain of the centre is a driver of greater public investment (and efficient, effective use of public funds).

Goal 1: Enhance the centre and public domain

Matraville centre is perceived as old, tired and unattractive. This is due in part to some shop fronts which appear run-down and to poor lighting. The poor image of Matraville negatively impacts on public perception of the centre in relation to safety and security.

Action 2.1.1 Implement planned public domain improvements

Council have planned upgrade works within the centre. These upgrades may in turn prompt shop owners to upgrade their own shopfronts and facades.

Time frame: Short, medium and long

Lead: Randwick Council

Partners: None

Resource Requirements: Significant

Action 2.1.2 Implement plans of management for Heffron Park and Chifley Sports Reserve

Council have prepared plans of management for these open space assets. These plans of management will be implemented to ensure the parks accommodate a range of public sporting facilities and general recreational needs, while enhancing the natural, social and cultural values of the parks.

Time frame: Short, medium and long

Lead: Randwick Council

Partners: None

Resource Requirements: Significant

Action 2.1.3 Consider a 'theme' for Matraverse

Council and the Chamber of Commerce should investigate the potential creation of a 'theme' for Matraverse. This theme is designed to encourage existing and new businesses to upgrade their shop facades, and to give Matraverse a better sense of identity. Any required works for upgrades to shop fronts could be collectively negotiated with tradespeople by the Chamber of Commerce.

Time frame: Short to medium

Lead: Chamber of Commerce

Partners: Randwick Council

Resource requirements: Moderate

Action 2.1.4 Explore options to implement a Business Improvement District with business owners

Council should facilitate a meeting with business owners to discuss the possibility of implementing a Business Improvement District, with improvement works to be funded by a Matraverse Economic Development Levy. A small contribution would be required from business owners which would provide a funding for centre improvements or other initiatives such as marketing for the Business Improvement District.

Time frame: Medium

Lead: Randwick Council

Partners: None

Resource Requirements: Modest

Action 2.1.5 Improve promotion of events through the local newspaper, Council's website or better on-street signage

Improved promotion of events within Matraverse could be carried out through the local newspaper, Council's website or better on-street signage. Opportunities exist to promote future events which may occur at either Heffron Park or Chifley Sports Reserve. Further entertainment opportunities may be investigated by Council.

Time frame: Short

Lead: Randwick Council

Partners: Chamber of Commerce and Precinct Committee

Resource Requirements: Modest



Goal 2: Create a sense of arrival to Matraville

There is no clearly marked gateway into Matraville, at the southern end of Bunnerong Road. The northern end of the centre is marked by flag poles. The creation or re-inforcement of a gateway would help establish a landmark by which visitors could recognize Matraville by.

Action 2.2.1 Emphasise Gateways along Bunnerong Road into Matraville through signage or repeating flag poles at the southern end of the centre

The embellishment of an entrance point into the centre would provide a more welcoming entry to the main street. A gateway into the centre also provides an opportunity for the promotion of the centre and its unique activities/services. Council should discuss the potential for a joint project enhancing the landscaped median strips with the RTA. This could be funded through the Economic Development Levy. Alternatively, business representatives have suggested signage stating 'Welcome to the Eastern Suburbs' at the southern end of the centre.

Time frame: Medium

Lead: Randwick Council

Partners: Roads and Traffic Authority

Resource Requirements: Moderate



6.3 Objective 3: Sense of community

Matrville needs to embrace its changing demographics and continue community engagement to maintain a sense of community. The provision of additional community facilities will play a large part in achieving this, with Council having recognised this issue.

Goal 1: Enhance the sense of community within the centre

The sense of community within Matrville will continue to be fostered over time. With the Chamber of Commerce, Precinct Committee, local organisations and the local community working together, solid connections and networks within Matrville will continue to grow and develop.

Action 3.1.1 Continue to work with the Chamber of Commerce to provide business support and networking events

Council should continue to work with the Chamber of Commerce to encourage businesses to participate in the local business community. This would be achieved through the facilitation of further training or seminars. Other potential partnerships, (such as with the Business Enterprise Centre), should be explored.

Time frame: Short

Lead: Randwick Council

Partners: Chamber of Commerce, BEC, Industry and Investment NSW.

Resource Requirements: Moderate

Action 3.1.2 Negotiate with St Agnes Primary School to build stronger links with the local community

Jointly, Council and the Chamber of Commerce should approach the school to seek more active involvement. With their permission, the site could be better integrated into the centre by using their buildings and grounds for local events or community functions. For example, with the school's cooperation, football training clinics which are currently held at Lexington Place could take place on school grounds.

Time frame: Short to medium

Lead: Randwick Council

Partners: Chamber of Commerce

Resource Requirements: Modest

Action 3.1.3 Create an award for local business to encourage involvement in Christmas Lights displays

Matrville is already known for carols and Christmas lights, can further build on this by actively encouraging businesses to participate in lights displays and operate for longer hours during the lead up to Christmas.

Time frame: Short

Lead: Chamber of Commerce

Partners: Randwick City Council

Resource Requirements: Minimal

Action 3.1.4 Improve Council communications with the local business community by contacting businesses annually

Council's Economic Development Officer can work to improve lines of communication between local businesses and Council by contacting businesses annually.

Time frame: Ongoing

Lead: Randwick City Council

Partners: -

Resource Requirements: Minimal

Goal 2: Create a civic hub in conjunction with the future community centre

A civic hub within the centre may activate the streetscape and attract more visitors to the centre. Grouping community facilities and services also helps to build the sense of a communal meeting place.

Action 3.2.1 Provide a community venue in Matrville Town Centre

A community venue is planned to be constructed in the short to medium term on Council land. A civic hub could be created, focused around the entrance point to the arcade on Bunnerong Road and the new community centre. The venue would be complemented by streetscape improvements and the creation of a public artwork (as part of the development of the community centre). Should the facility be constructed on Council's car park site, Council should ensure no net loss of parking. The development of a community venue should consider potential to accommodate activities for young people.

Time frame: Short term

Lead: Randwick Council

Partners: None

Resource Requirements: Significant

Action 3.2.2 Improve links with Heffron Park and Chifley Sports Reserve for pedestrian and cyclists

Matrville has the opportunity to build on its existing links to Heffron Park and Chifley Sports Reserve and the associated sporting culture. Matrville Chamber of Commerce could collaborate with local sporting groups, particularly when events are being held at Heffron Park or Chifley Sports Reserve to maximise the promotion of the area. Physical links could be improved through enhancement of pedestrian and cycle connections, for example a Matrville 'Sporting Walk of Fame'. Additional bike parking within the centre may also support improved links with Heffron Park.

Time frame: Short to medium

Lead: Randwick Council

Partners: Chamber of Commerce, Heffron Park and Chifley Sports Reserve sporting organisations

Resource Requirements: Moderate

6.4 Objective 4: Moving around

It is largely felt that Matraville is overlooked as a destination even though many people pass through the centre. Parking and traffic influence the relative attractiveness of centres. Anecdotally, shoppers are deterred from using the centre because of a perception that there is a lack of parking.

Goal 1: Minimise the impact of traffic passing through the centre

Ideally traffic through the centre should be calmed to improve amenity and capture a larger proportion of trade.

Action 4.1.1 Lobby the RTA to introduce traffic calming devices on Bunnerong Road, to improve amenity and to attract more visitors to the centre

Matraville has the opportunity to capture more of the daily traffic that travels through the centre. Traffic calming devices could be implemented on the main street throughout the centre to encourage more people to slow down, which would result in improved amenity. A previous study has suggested that angled parking would also provide additional parking, encouraging people to stop at the centre.

Time frame: Short

Lead: Randwick Council

Partners: Chamber of Commerce

Resource Requirements: Modest

Goal 2: Improve the awareness of existing parking

Greater awareness of available parking facilities in Matraville is required to counteract the perception that the centre has limited parking.

Action 4.2.1 Provide clearer signs directing drivers to existing parking

Better signage and access to existing car parking facilities could improve patronage to the centre. Council could easily address this signage issue and over the longer term consider improved access options.

Time frame: Short to medium

Lead: Randwick Council

Partners: -

Resource Requirements: Moderate



Goal 3: Improve the use of public transport

By improving accessibility, more people will be encouraged to shop and use services within the centre. This requires further investigation by Council through a detailed design process.

Action 4.3.1 Lobby the State Transit Authority to investigate the potential for more frequent bus services

Along with improved parking accessibility, there should be an effort to increase public transport patronage to the centre. This may require the provision of more (or better co-ordinated) bus services. The placement of bus stops should be reconsidered.

Time frame: Short

Lead: Randwick Council

Partners: -

Resource Requirements: Modest

6.5 Objective 5: Looking after our environment

A healthy environment (encompassing the natural, social and economic environment) makes a centre welcoming and inviting. Within Matrville, Council can plan for compact development and diverse housing options, while focusing on sustainable transport.

Goal 1: Plan for an environmentally and economically sustainable centre which is compact and supported by higher density residential development

Higher density residential development will offer greater economic and social opportunities. Diverse housing stock allows residents to remain within an area while the housing needs change. A compact centre, with a concentrated population, also has the ability to support more frequent bus services.

To ensure Matrville is a well defined centre, the layout and form should be compact and accessible. This is promoted through the DCP which allows for increased densities within and around the centre while maintaining clear pedestrian and vehicle movement patterns.

See Action 1.4.1.

Goal 2: Improve opportunities for sustainable transport

By offering a range of sustainable transport options Matrville will become a more attractive and sustainable place to live.



Action 5.2.1 Implement planned cycleways connecting Matraville with other locations within and beyond the local government area

Cycleways are planned in the area around Matraville and there are opportunities to connect the Town Centre to these cycleways such that it becomes a 'stopover' along a cycleway network extending from the parks and beaches through to La Perouse and Foreshore Road. The network may be used by the 'lycra set' taking advantage of the wide and flat streets in the area. For the Town Centre to become a rest-stop for cyclists it would need to provide secure and safe access, parking and sufficient leisure activities.

Time frame: Short

Lead: Randwick Council

Partners: None

Resource requirements: Moderate

Goal 3: Implement best practice in sustainable development

Council should aim to achieve positive outcomes in terms of sustainability. For example, Council can aim to apply best practice through its own buildings and infrastructure such as street lighting.

Action 5.3.1 Investigate opportunities to install solar-powered lights in key locations

To ensure that Matraville is an environmentally sustainable centre opportunities should be investigated to install new lighting or upgrade existing lighting to solar powered or more efficient LED street lighting options. Solar lighting is currently being trialled in Maroubra. This could be implemented in Matraville in gateway locations.

Time frame: Short

Lead: Randwick Council

Partners: None

Resource requirements: Significant

Action 5.3.2 Open a 'sustainable development' shopfront to showcase existing options for businesses to implement best practice sustainable development.

This initiative will allow for sustainability options for businesses to be showcased. Council already has a similar project home open in North Randwick. Alternatively, a sustainability speciality shop (such as a business retailing goods with minimal environmental impact) could occupy a vacant shopfront. This type of business would most likely be attracted through a tender process with the provision of some subsidy.

Time frame: Medium

Lead: Randwick Council

Partners: Chamber of Commerce, environmental groups, energy industry

Resource requirements: Significant