



Tasmanian Planning Commission

Scott Spanton, CEO Tipalea Partners *(TIP-ARR-LEE-R)*

16 June 2023



*“We want to work with Council and the community to create a facility that is desperately needed, makes sense, is in the most appropriate location, doesn’t threaten the CBD retail hierarchy, facilitates population growth and provides employment opportunities for over 1,000 people and represents a **\$40m vote of confidence in Devonport**”*

Scott Spanton, CEO Tipalea Partners

Why this Presentation?

- I know this project better than anyone – and every reason why we have done something
- Some of the answers yesterday require some clarification / context / expansion
- Despite some of the responses yesterday, there has been significant consideration of the form and detail of this proposal by Council and our team prior to lodgement of the application(s)
- Pure retail requires flexibility in its approach (as opposed to industrial / retail and even bulky good retail) and Tasmania has limited if any recent experience with this

Who is Tipalea Partners?

- Tipalea Partners - neighbourhood retail specialist; east coast Australia
- Driven by research
- Have been investing in Tasmania since 2007
- Until we completed Glebe Hill Village in August last year, there hadn't been a neighbourhood retail centre developed in Hobart for over 15 years & is the most technologically advanced centre in Tasmania
 - “Neighbourhood retail” definition – nationally understood term that is very different to TPS
- Modern, convenient retail is **essential infrastructure** for growing communities
 - something that a lot of Tasmania has been denied – as reflected in our surveys
 - effectively discriminating against these growing areas for something the rest of Australia takes for granted

Glebe Hill Village is the most technologically advanced neighbourhood centre in Tasmania with a full solar array, EV charging stations, smart bathrooms, air quality monitors, weather station, free wi-fi, wireless charging stations, a dedicated smart building app, cloud based CCTV throughout, car counters, people counters, duress intercoms and a building information dashboard.





SUBWAY

GLEBE HILL VILLAGE

coles coles

FAMILY FUN DAY!

FAMILY FUN DAY!

FAMILY FUN DAY!

coles Click & Collect

priceline pharmacy, The Sturt Foundation, priceline pharmacy, priceline pharmacy, priceline pharmacy, priceline pharmacy, priceline pharmacy, priceline pharmacy, priceline pharmacy, priceline pharmacy



Why Devonport?

- Devonport was identified as a supermarket gap by our research with Location iQ
- Strong population growth
- 8,000 to 10,000 people required per full line supermarket
- Devonport has a catchment of ~40,000 and only 2 x full line supermarkets
 - both of which are trading significantly above benchmark @ ~\$60m and \$70m when \$40m would be good
- For Tasmania's 3rd largest city, the existing full line supermarket retail offer is woeful
- Modern, convenient retail is **essential infrastructure** for growing communities
 - something that a lot of Tasmania has been denied – as reflected in our surveys
 - why discriminate against these growing areas with something the rest of Australia takes for granted

Did we consider any other sites in Devonport?

- We identified a number of possible sites, all of which were dismissed for various reasons except for Stony Rise:
 - ie prime agricultural land / limited access / flood issues / lack of exposure
- Stony Rise seemed exceptional once we investigated further:
 - Stony Rise is ground zero to the highest ongoing population growth in the region
 - traffic network
 - land size
 - “rezoning light” from bulky goods to pure retail
 - lack of conflict with CBD

Existing SAP & History

- Vastly different considerations when the SAP for this site was considered around 2012 – it was a big unknown and concern the Homemaker centre would significantly impact the CBD
- That impact hasn't eventuated; and the world is a vastly different place to 2012
- Site has been vacant for over 10 years – different approach is needed
- Gateway site for Devonport

Consideration by Council

- Approached Council about the site to create something similar to Glebe Hill Village
- We demonstrated supermarket demand; however Council pushed back on remaining retail mix – protective of CBD
- A number of iterations later we understood the need to restrict uses:
 - such as no Kmart / Big W, no fashion stores / shoe stores / jewellery or other uses that should remain in CBD
- Council also suggested a precinct wide solution to what is a strategic planning problem – not just our site
- This is what has formed our approach and led to the support of Council

Precinct Wide Solution

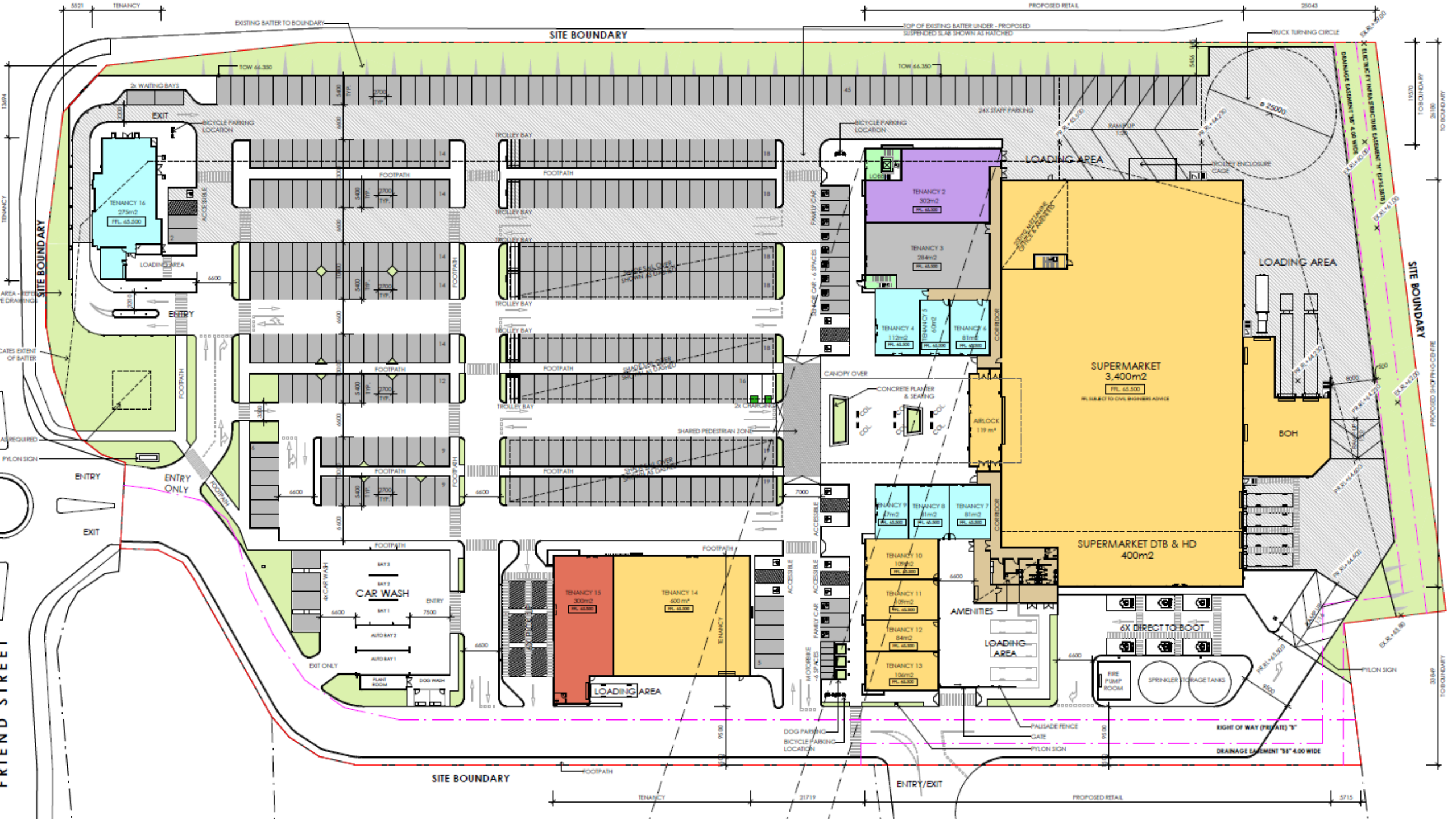


Community Engagement

- Significant community engagement:
 - 2 x community engagement meetings (that filled this room).
 - Over 3,500 active followers on Facebook
 - Surveys
 - **1,728 surveys** received
 - average 6 minutes to complete
- Equivalent to:
- **173 hours** of interviews; or
 - interviewing people non-stop for 21 days for 8 hours a day
-
- The community is **INCREDIBLY** supportive of Stony Rise Village

Our Vision for the Site

- Opportunity exists to create a retail offer for Devonport that doesn't compete with the CBD
 - focussed on retail uses that serve the daily needs of the growing residential population of Stoney Rise, Miandetta & beyond
 - provides the residents with choice, convenience and significant amenity
- Ours will be retail uses that are not needed to be located in the CBD or that residents shouldn't need to travel further into the CBD to access
- Our retail offer would be complimentary to the CBD:
 - would not undermine the viability or primacy of existing CBD retail precincts;
 - it would take pressure off the existing Coles & Woolworths centre and make it a more pleasant shopping experience at that centre



The proposal plans designate areas for tenancies and use classes, which are best estimates as to the use class of future tenants and how much space each will require. Whilst the building footprint and an overall gross floor area of 8,095m² would be maintained, this application seeks a permit that allows some flexibility in the location and area of individual tenancies for permitted uses. Table 5 below uses colour coding reflected in the proposal plans to indicate the best estimates of areas as well as the flexibility ranges sought.

Table 5 Designated use areas and permitted area range

Use Category	Area on Plan	Nominal Use	Area Range Sought
General Retail	4,119m ²	Supermarket, including loading, office and storage	
	802m ²	4 x general retail tenancies (including pharmacy)	
	4,921m ²		4,500m ² to 5,500m ²
Business and professional services	1,018m ²	Medical centre (including lobby and stairwell)	
	106m ²	Vet	
	1,124m ²		500m ² to 1,200m ²
Food services	482m ²	6 x food and beverage tenancies	
	275m ²	Fast food (dine in and takeaway)	
	757m ²		550m ² to 900m ²
Service Industry	290m ²	Car wash, dog wash	
	84m ²	Laundromat	
	374m ²		0 to 600m ²
Bulky Goods Sales	600m ²	Bulky goods tenancy (tenancy 14)	0 to 600m ²
Amenities and corridors	319m ²	Storage, toilets, baby change, corridors	0 to 500m ²
TOTAL	8,095m²		8,095m²

We are happy with a cap of ~8,100m² but need flexibility as to the composition (other than a supermarket that is 3,500m² or more)

Use Table Considerations

- Need flexibility in permitted uses at time of approval – other than supermarket, leasing is fluid and some time off
- Use Table differences are all about maintaining the existing Homemaker Centre “as is” and distinct from Precinct A or B uses



General Retail & Hire

If within Stony Rise Village Precinct A and provided the sale or hire of:

- (a) clothing or footwear (other than personal protective equipment);
- (b) jewellery; or
- (c) adult sex products

is not a predominant activity.

Pure retail permitted however these specific uses should be in CBD

If within Stony Rise Village Precinct B and not for a supermarket, pharmacy or bottle shop and provided the sale or hire of:

- (a) clothing or footwear (other than personal protective equipment);
- (b) jewellery; or
- (c) adult sex products

is not a predominant activity.

As above however these additional important uses should only be on Precinct A

Bulky Goods Sales

If not within Stony Rise Village Precinct A or B and for the retail sale of:

- (a) furniture and floor coverings;
- (b) electrical appliances, including white goods and computer equipment;
- (c) home entertainment equipment;
- (d) manchester, curtains and blinds;
- (e) camping and outdoor recreation equipment;
- (f) office supplies;
- (g) building, construction and hardware goods;
- (h) garden and landscape material;
- (i) auto accessories;
- (j) pet supplies and ancillary services; or
- (k) any combination of the goods in (a) to (j), provided that the sale or hire of clothing or footwear is not a predominant activity.

No change to existing homemaker centre

If within Stony Rise Village Precinct A and provided that the sale of:

- (a) auto accessories;
 - (b) building, construction and hardware goods;
 - (c) rural supplies;
 - (d) garden and landscape material; or;
 - (e) motor vehicle, boat or caravan sales
- is not a predominant activity.

Concession to not allow the “unattractive” bulky goods uses on this high visibility site

If within Stony Rise Village Precinct B and provided that the sale of:

- (a) rural supplies;
- (b) timber and steel; or;
- (c) garden and landscape material; is not a predominant activity.

Concession to not allow the “unattractive” bulky goods uses on this high visibility site

Other Uses

Business and Professional Services	If within Stony Rise Village Precinct A or B and for a consulting room, medical centre, veterinary centre, child health clinic or dentist.	<i>No change to existing homemaker centre</i>
Education and occasional care	If within Stony Rise Village Precinct A or B and for a childcare centre.	<i>No change to existing homemaker centre</i>
Food Services	<p>If the total number of Food Services on land subject to the Devonport Regional Homemaker Centre and Stony Rise Village Specific Area Plan is:</p> <p>(a) not more than 5 drive through facility food services; and</p> <p>(b) not more than a total of 12 food services and further limited to not more than 4 food services premises outside of Precinct A and Precinct B; and</p> <p>If within Stony Rise Village a drive through facility is limited to one premises each for Precinct A and Precinct B.</p>	<p><i>2 already at Homemaker</i></p> <p><i>3 already at Homemaker</i></p>

Discretionary Uses

Discretionary

Bulky Goods Sales	If not listed as Permitted.
General Retail and Hire	If not listed as Permitted and for a market retailing food by independent stall holders.
Sports & Recreation	If for fitness centre or gymnasium.
Storage	If not for a liquid fuel depot or a solid fuel depot.

The previous “unattractive bulky goods uses” are discretionary

No change to existing homemaker centre

No change to existing homemaker centre

Commercial Objections

We are bringing retailers that Tasmania hasn't seen before and the most advanced, high performing supermarket design in Australia

This may have been a consideration as for existing commercial operators in Devonport as we only have two material objectors:

1. pub / bottleshop operator that probably knows we have secured Tasmania's inaugural First Choice Liquor Market (Coles) of 900m²; and the
2. owner of existing CBD Coles & Woolworths centre

What about Jobs?

- › Our scheme represents a \$40m investment in Devonport
- › The creation of Stony Rise Village will provide employment opportunities for over 1,100 people
 - **over 600** during **construction** (from QR code check-in's)
 - **around 150** from Tipalea's team
 - **over 400 ongoing** jobs once open
 - this will include a large amount of traineeships & youth employment opportunities
 - jobs forum closer to opening date to connect retailers & workers

this doesn't include any downstream job opportunities (such as delivery, manufacturing, food)

GHV Jobs Example

these figures exclude any downstream jobs created (such as delivery, manufacturing, food)

CONSTRUCTION

CATEGORY	PEOPLE
Builder	68
Electrical	67
Civil	41
Concrete	35
Flooring	26
Mechanical	24
Plasterer	23
Roofing	23
Carpentry	20
Cranes	19
Doors	19
Plumbing	19
Metal Fabricator	17
Painter	16
Landscaping	12
Refrigeration	10
Scaffolding	10
Brick Layer	9
Signage	6
Tenant Fitout	92
Others	48
TOTAL	604

DEVELOPMENT TEAM

CATEGORY	PEOPLE
Accounting	3
Acoustic	1
Architects	5
Compliance	3
Council	4
Demographic Research	3
Development Managers	3
Drone	1
Engineer - Civil	2
Engineer - Fire	2
Engineer - Services	4
Engineer - Structural	3
Engineer - Traffic	4
Environmental	2
Finance	2
Finance Manager	1
Food Van	2
Geotechnical	1
Insurance	1
Landscape Architect	2
Leasing	3
Legal	9
Lighting Designer	3
Marketing - PR	2
Marketing - Other	3
Marketing - Social	1
Mobile Phone	2
Project Manager	1
Property Management	2
Public Art	3
Public Artists	4
Quantity Surveyors	2
Sustainability	1
Tech	7
Tenant Leasing Reps	22
Tenant Design Reps	31
Town Planners	3
Valuers	2
TOTAL	150

RETAILERS - ONGOING

RETAILER	EMPLOYEE RANGE	
	LOW	HIGH
Coles & Liquorland	150	200
McDonald's	80	120
Dentist	6	8
Bakery	7	10
Saigon Express	12	12
Subway	9	12
Liv-Eat	15	20
Glebe Hill Hub	10	10
Pizzarazzi	12	12
Pharmacy	20	22
Medical Centre	13	13
Hokkaido Sushi	7	8
Lovely Nails	4	8
Moe & Co.	2	4
Florist	2	4
Massage	2	3
TSG	2	4
Phone Kiosk	2	2
Vacant Tenancy	7	8
Vacant Kiosk	2	2
TOTAL	364	482

"It takes the specialised input of over 1,100 people and an investment of \$40m to create a project like Glebe Hill Village"

or

"The creation of Glebe Hill Village provides employment opportunities for over 1,100 people"

GRAND TOTAL	1,118	1,236
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Please...

- There is undeniable need / demand for this project...
 - the community overwhelmingly wants it;
 - Council is fully supportive;
 - it is the right site for it;
 - only two commercial objectors are concerned about it...

- Don't let a few technical issues deprive Devonport of this essential infrastructure – we can sort out the detail required to make it work...

For any questions or to discuss this in greater detail, feel free to contact:

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