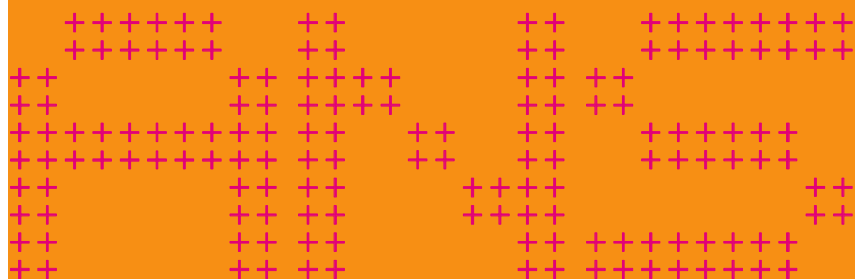

Appendix A Consultation Report

Consultation Report

18 December 2007





Consultation Report

The future of the former Tempe Tip

Prepared for Valad Property Group

Level 9, 1 Chifley Square

Sydney NSW 2000

18 December 2007

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Executive Summary

The consultation process was undertaken by Urbis between October and December 2007. The purpose of the process was to test community and stakeholder responses to Valad Property Group's proposal to redevelop the former Tempe Tip to host an IKEA furniture store and administration building.

Overall, participants in the consultation have been strongly supportive of Valad's plans. There is a sense that IKEA will contribute to the revitalisation of the area and provide good employment opportunities to local people. IKEA's corporate reputation is strong, and there are expectations that they will be a 'good neighbour'.

In addition to gauging community opinion in relation to the IKEA proposal, the Urbis Consultation Team also sought to identify key issues, aspirations and experiences of the Tempe community, to contextualise the feedback from stakeholders, and to inform the subsequent planning process.

It is noted that the Urbis Community Consultation Team has been regularly and formally relaying what we hear back to Valad to ensure that wherever possible, stakeholder concerns and suggestions are addressed at an early stage.

The consultation process reached a broad range of participants in a short period of time. These included residents and businesses near the site, community activists, key organisational stakeholders and extensive consultation with local community committees.

Consultation activities

The following activities illustrate the breadth and variety of consultation undertaken.

- Community overview - including stakeholder analysis, updating demographic characteristics of the area, research on the history and culture of the community.
- Stakeholder interviews/discussions - including discussions with key stakeholders such as phone interviews with representatives of community organisations and sporting teams.
- One-on-one meetings with key stakeholders – individuals and groups: including with community members with a significant interest in the future of the site, identified local activists, and discussions with the Marrickville Local Government Area (LGA) Youth Services Committee and the Marrickville LGA Aged Services Committee.
- Focus groups and workshops – three focus groups (for which participants were selected to represent the community profile) were conducted with local residents and business owners local to the site.
- Reporting on what we have found – we have been regularly relaying what we are hearing to Valad. This is the final report, and is accompanied by a detailed consultation log (Appendix A) which provides in depth descriptions of all consultation outputs.

What have we heard?

Participants have been strongly supportive of Valad's plans. There is a sense that IKEA will contribute to the revitalisation of the area and provide good employment opportunities to local people. IKEA's corporate reputation is strong, and there are expectations that they will be a 'good neighbour'.

They were particularly pleased about:

- the general revitalisation of the site and the anticipated positive effects on the broader locality
- the provision of adequate parking facilities
- the generation of local employment opportunities, particularly for young people

- the likely positive benefits to local businesses
- the regard that IKEA is likely to have for sustainability – social and environmental
- and that IKEA wants to be an active part of their community.

Common questions raised by participants

There were several recurring questions from participants throughout the consultation process. They can be characterised as interest in:

Land Use Matters

- Environmental sustainability – i.e. will it be a 'green' development?
- Timing – i.e. when will the IKEA be built, and how long will the construction period be?
- Components of development – i.e. what will be included in the development – administration as well as a store?
- Height and acoustics – i.e. has the flight path and proximity of planes to the roof of the proposed development been considered?
- Traffic – i.e. will there be any alterations to road rules and infrastructure in the vicinity?
- Contamination of the land – i.e. how will the contamination be managed?
- Alternative uses of the land – i.e. if it doesn't become an IKEA how will the land be used?

Community Concerns

- Community meeting places – i.e. will there be open or community space included in the design?
- Community involvement – i.e. how will IKEA contribute to the community?

Where the answers were available (such as information about environmental considerations, components of the development and so on), participants were generally satisfied with the responses.

Emerging issues

The following issues are the most commonly raised by participants in consultation.

Regarding the proposal to establish an IKEA store and administration building onsite:

- Traffic impacts – congestion on the Princes Highway is already considered to be heavy in peak hours, so the need for traffic management around the site was raised frequently
- Parking is already in high demand so it is important to provide adequate spaces for on-site activities
- Community meeting places – there is a perceived lack in vicinity and the proposal is regarded as an opportunity for addressing that
- Environmental Sustainable Development – there is strong local support for sustainable design and construction
- Aesthetic impact: participants are keen to find ways to improve the visual and pedestrian amenity of the site and area, including cafés, landscaping, open space and meeting places.

Regarding key issues for Tempe:

- Access and mobility: Public transport services in Tempe are considered insufficient as train stops at Tempe Station have halved, and routes to convey people within the LGA are indirect or non-existent

- Community meeting places – perceived lack of community meeting places, like community centres or cafes in the vicinity
- Community Centre – the Tempe Community Centre is currently without accommodation
- Relationship with the rest of Sydney – there is a sense that the Marrickville LGA and wider Sydney uses Tempe for services (airport, highway, desalination pipe, industry, rail freight and so on) but does not invest there
- Community services – need for local services such as child care and medical services
- Reinvigoration of local businesses and retail – residents recall days when there was an active retail strip in the area, which has disappeared in recent years
- Noise and pollution – due to its proximity to the airport, highway, rail freight line and industrial development, Tempe residents endure significant levels of air and noise pollution
- Local employment opportunities – there is a need for local employment opportunities, particularly for young people in the area.

How might these issues be addressed?

The information coming out of the consultation process has prompted the following considerations for the next phases of the project.

- Street frontage should blend with surrounds and employ landscaping to soften impacts
- Manage traffic impacts on adjoining and local residents – egress and entry points, setbacks of buildings
- Provide adequate parking
- Enable good physical access for pedestrians and cyclists
- Ensure continued opportunity for community input through all phases of the project
- Adopt human resource strategies to encourage and facilitate the employment of local residents, particularly young people
- Initiate and/or support grassroots community projects (like sponsoring a local sporting team, supporting community transport services, or funding a community development worker position)
- Ensure that wherever possible ESD principles are adhered to, in design, construction and site management phases

Participants were eager to be kept informed throughout the process.

1 Introduction

Valad Property Group (Valad) engaged Urbis to conduct independent community consultation about its proposal to redevelop the land on which the Tempe Tip was formerly sited, bounded by Smith St, the Princes Hwy, and Bellevue St, Tempe. Valad sought to gain a fuller understanding of stakeholder responses to the idea of locating an IKEA store and administrative premises on the site. The results of the consultation have been regularly relayed to Valad throughout the process, and are reported in full in this document. This report is intended to contribute to decision-making about the future of the site.

Figure 1 – Consultation process

October – December
2007



1.1 Background

1.1.1 The former Tempe Tip

The suburb of Tempe is named after the home of Alexander Brodie Spark, who built a house in 1835 on the southern bank of the Cooks River and named it after the Vale of Tempe at the foot of Mount Olympus.

The Tempe Tip is famous and it is possible that its alliteration contributes to its status in Sydney iconography along with phrases such as 'gone to Gowings' and 'faster than a Bondi tram'.

The part of former Tempe Tip site being considered for development is vacant, zoned light industrial due to be developed for bulky goods. It is (unsurprisingly) a contaminated site. It is understood that the capping and raising of the site occurred in 2004.

The site is within Marrickville local government area. The area surrounding the site is zoned for light industry and there is some residential development (in three locations) opposite the site across the Princes Highway (which provides the north-west boundary to the site) and across Smith Street (to the south-west). The site is directly beneath a Sydney airport flight path. A major 500mm gas pipeline (AGL as the supplier) is being built beneath the site (between Casula and Tempe). Construction commenced

in June 2006 and will take 12-15 months. It will be above-ground at nearby Mackey Park. A major pipeline to the new desalination plant is also intended to run through Tempe.

Since it ceased use as a Tip, the site has been the subject of much speculation about its future, including discussion (in 2000) about transforming the area for community land. One of the main drivers for this initiative was the Tempe Community Centre (an organisation which had provided services for older people, young people and CALD people across the LGA).

In March 2006, the former NSW Environment Minister, Bob Debus, announced a \$17.5m clean-up program to transform the site into award-winning parklands, and wetlands – Tempe Reserve – at the northern side of Tempe Tip, adjacent to residences. It won the 2005 Case Earth Awards for environmental excellence.

1.1.2 Marrickville LGA Community

Marrickville Council is relatively small in area (16.5sq kms). The community of Marrickville is characterized by a large proportion of 30-34 year olds and smaller numbers of children, young people and the very old than for Sydney as a whole (according to 2001 Census data and this may have changed since then). There is strong political support for the Greens in the area. Sixty per cent of households in the LGA are families (mainly couple households) with a larger proportion (13%) of group households for the LGA than for Sydney as a whole and people living alone. Approximately 30% of the population comprises children (roughly similar to the proportion for Sydney). There are fewer married people living in Marrickville and more separated or divorced people, and many more 'never married'.

The most common form of housing is detached dwellings, followed by flats, townhouses/semis and then units. Thirty-seven percent of stock is in private rental. There is a large transient and low-income population in these properties. While incomes overall are comparable with the median Sydney, there are low average incomes among young people (indicative of higher education student populations). The predominant occupational category in Marrickville is professional people, followed by clerical/service industries and trades. These occupations are divided on gender lines with more females in clerical and service areas and more males in professions and trades. The number of labourers is declining in the LGA and there are indications that the employment base in the community is becoming less diverse.

There is low vehicle ownership in the LGA, most people travel to work by public transport.

Key characteristics of the Tempe community¹:

- **Higher residential density** - 3,184 people live in Tempe - 1,580.2 people per square kilometre
- **Household income is slightly less than the Sydney average** - average household income in Tempe is \$73,693 p.a., compared to \$78,850 across Sydney
- **Proportionately more infants** – 7.3% of the community is aged 0-4 years, whereas the Sydney average is 6.6%
- **A lower proportion of children and youth** – the percentage of residents aged 5-24 years is lower than the Sydney average.
- **A higher than average share of 30-49 year olds** – the average age is 37.4, compared with 36.7 in the Sydney SD.
- **More likely to own or be purchasing their home** – 75.8% of householders owned outright, or were in the process of buying their residence. This is compared to 67.5% for the Sydney population.
- **Less likely to own a car** – residents are moderately less likely to own a car (17.9% compared to 13.7% across Sydney) – and if they do own one or more private vehicles, they are still less likely to have as many as people living elsewhere in Sydney.

¹ Data sourced from the Australian Bureau of Statistics, 2006 Census

1.1.3 Initial proposal for IKEA in Tempe

The proposal is to create an integrated employment hub comprising an IKEA centre and IKEA commercial office activities.

In summary the proposal comprises the following:

- A new IKEA showroom and warehouse totalling approximately 33,000m² and car parking for approximately 1,700 car spaces.
- New Australian headquarters for IKEA, adaptively reusing the historically significant portion of the Ateco building, occupying approximately 3,000m² of commercial office floor space over two levels
- Relocation of the Kennards self storage development towards the southern part of the site, totalling approximately 18,000m²

The development would be master planned in order to integrate public domain areas, landscaping and proposed open space areas.

1.2 Our approach to consultation

Understanding Context

We recognise that it is crucial to allow the scale, complexity and nature of the project to determine the scale of the community involvement.

Our approach is based on:

- building understanding, trust and collaboration – through good process and quality information inputs – we go back and answer questions, provide more information, make sure that if there are key issues they are addressed directly
- ensuring all key stakeholders are identified and the outcomes from meetings are recorded and achievable. We use a consultation log which records ALL our contacts, questions and inputs
- adequate time, staff support and resources made available to support the processes. We work with the community and stakeholders until they are satisfied they have all the information they need
- participants are made aware of how their inputs will be used and given feedback on the outcomes – we make sure that we manage expectations and are completely clear about what they can influence and what they cannot
- thorough and transparent review of the consultation process at critical points throughout the engagement and at its conclusion.

Independence, accountability and transparency

Why is it important that it is Urbis that conducts the consultation, rather than Valad? Urbis stakes its reputation on maintaining our independence in the process; it is vital to the success of community consultations to ensure there are no perceived conflicts of interest.

Consultation not marketing

Our role is not to advocate for any particular project outcome, but to engage, provide factual information, and record what we hear.

Promoting good outcomes for all

Given that a proposal of this scale will always have a series of risks associated with it, successful management of the planning and assessment process requires a well implemented communication and engagement process where key stakeholders, community groups and individuals are considered.

Identification and careful management of the specific conflicts that may arise is important to generating support for the proposal.

Managing 'capture by minority interests' and strategic risk

Our process recognises the importance of involving and working collaboratively with key groups. Our practice is to accept the existence of different agendas, and to ensure that special interest groups are not the only voices heard in the process. We see strategic value in involving members of the local community who may not be affiliated with any established group. A variety of open and more targeted consultation events are being used to engage with members of the local communities and key stakeholder interests.

2 Stakeholder engagement

2.1 Objectives

The consultation strategy undertaken by Urbis has been guided by the following objectives, aimed at:

Enabling the planning and development process to respond to key values and priorities

The final development should sit easily with community values and interests, in line with IKEA's long standing commitment to making places work for the community in which they are located.

Identifying potential planning directions

Consultation introduces fresh perspectives; seeks to consider the full complement of impacts; and identifies new design possibilities.

Providing important information to promote a transparent and inclusive decision making process

Taking a pro-active and inclusive approach to the development process that demonstrates a commitment to transparency.

Promoting the best possible project outcomes

Ultimately the consultation process should minimise and manage risks, build community support, and anticipate and respond to issues– leading to the best possible project outcomes for everyone.

2.2 Stakeholder research, analysis and engagement

Stakeholder analysis was conducted to identify key individuals and groups to be engaged. The following factors were considered.

- Scope of the proposed development
- The nature of the proposal
- Other notification/consultation requirements set out in the development control plan (DCP), Council and State Government policies and protocols
- Who is likely to be directly affected by the matter?
- The resources available to the community engagement process
- Who is likely to be interested in the matter?
- Whose involvement is likely to be important to this matter?
- The local issues and history of consultation about the project or in the area
- Level of complexity of the overall process or the issues concerned
- Demographic profile of the locality.

It was ultimately determined that the list of significant stakeholders included Councillors, community development officers, local community groups, issue-specific groups (e.g. environmental), young people, culturally and linguistically diverse (CALD) community members, ageing and disabled people, local services, adjoining residents, and residents and businesses of Tempe more broadly.

2.2.1 Consultation activities

The following activities are not in chronological order, but illustrate the breadth and variety of consultation undertaken.

The following activities illustrate the breadth and variety of consultation undertaken.

- Community overview - including stakeholder analysis, updating demographic characteristics of the area, research on the history and culture of the community.
- Stakeholder interviews/discussions - including discussions with key stakeholders such as phone interviews with representatives of community organisations and sporting teams.
- One-on-one meetings with key stakeholders – individuals and groups: including with community members with a significant interest in the future of the site, discussions with members of the Marrickville LGA Youth Services Committee and the Marrickville LGA Aged Services Committee.
- Focus groups and workshops – a series of focus groups (for which participants were selected to represent the community profile) were conducted with local residents and business owners.
- Reporting on what we have found – we have been regularly relaying what we are hearing to Valad, and this final report provides further depth of analysis.

3 Key findings

3.1 What have we heard?

Overall, participants in the consultation have been strongly supportive of Valad's plans. There is a sense that IKEA will contribute to the revitalisation of the area and provide good employment opportunities to local people. IKEA's corporate reputation is strong, and there are attendant expectations that they will be a 'good neighbour'.

They were particularly pleased about:

- the general revitalisation of the site and the anticipated positive effect on the broader locality
- provision of adequate parking facilities
- the generation of local employment opportunities, particularly for young people
- the likely positive benefits to local businesses
- the regard that IKEA is likely to have for sustainability – social and environmental, and
- that IKEA wants to be an active part of their community.

In order to provide context for community and stakeholder feedback about the development of IKEA in Tempe, the Urbis Consultation Team believe it has been important to explore the experience of those living and working in the locality, and their thoughts about the future of the area.

Residents, workers and business owners alike describe Tempe's attributes with enthusiasm. Many have lived and worked in the area for decades, some for their whole lives. When asked what they enjoy about living or working in Tempe, the most common answers were:

- Centrality - proximity to the CBD, the airport, and 'the rest of Sydney' (close to key arterial roads)
- Close-knit community – a strong sense of community, reminiscent of its past as a 'fishing village'
- Affordability – many residents remarked that they were able to afford a 'home with a backyard' for the same price as a much smaller residence in neighbouring suburbs, and
- "A good place for the kids...and the dogs" – this is primarily attributed to the access to green space, affordability of family homes and friendly community.

3.2 Common questions raised by participants

There were several recurring questions from participants throughout the consultation process. They can be characterised as interest in:

- Environmental sustainability – i.e. will it be a 'green' development?
- Timing – i.e. when will the IKEA be built, and how long will the construction period be?
- Contamination of the land – i.e. how will the contamination be managed?
- Alternative uses of the land – i.e. if it doesn't become an IKEA how will the land be used?
- Community meeting places – i.e. will there be open or community space included in the design?
- Community involvement – i.e. how will IKEA contribute to the community?
- Components of development – i.e. what will be included in the development – administration as well as a store?

- Height and acoustics – i.e. has the flight path and proximity of planes to the roof of the proposed development been considered?
- Traffic – i.e. will there be any alterations to road rules and infrastructure in the vicinity?

Where the answers were available (such as information about environmental considerations, components of the development and so on), participants were generally satisfied with the responses.

3.3 Primary issues for address

3.3.1 IKEA in Tempe

The following are the concerns most commonly raised in relation to the location of IKEA in Tempe.

Traffic

There are views that traffic in Tempe (particularly the Highway) is quite heavy now, and that an increase will not be easily accommodated. There is support for improvement of active transport infrastructure (such as bicycle paths and racks) and appeals for better, and more frequent, public transport.

Parking

The adequacy of parking provision was one of the most prominent concerns. It was contended that the new development should provide parking sufficient to cater for all onsite activities, as parking in the vicinity is already difficult and further strain will negatively impact upon nearby businesses and residents.

Local responsiveness

Participants said that they would like to see the IKEA design and function reflect community values and identity. This was particularly raised in relation to open space use and design.

Accessibility

The IKEA design should be imbued with the principles of universal design, and should therefore provide good physical and informational access for all throughout the site – including (and specifically) for persons with a disability, parents with prams, and the elderly.

Young people argued for the space to be made friendly and welcoming to young people and capable of multiple uses include 'kicking a ball around' and allowing for the 'café scene'.

Ecologically Sustainable Development

Community members are keen to see the design and construction of the development be based on ESD principles, and be a leading example of 'green' building.

Opportunities to be further involved and informed

There will be ongoing demand to be involved in the design and function of the development, and to be regularly informed of progress. Overall participants were pleased to be consulted and would like to be able to have further input into the project at appropriate times.

Aesthetic impact

Residents, workers and business owners alike were eager to have IKEA find ways to improve the visual and pedestrian amenity of the site and area, including cafés, landscaping, open space and meeting places.

3.3.2 Tempe

The following describe the primary issues for the locality, as identified by community and other stakeholders.

Community meeting places

There is a general perception that there is an under-supply of community 'meeting places' in the locality, and the places that are currently provided are largely thought to be run-down. This development is seen as an opportunity to partially address this situation.

Access and mobility

Public transport services in Tempe are considered to be insufficient. Common complaints related to the declining frequency of trains that stop at Tempe Station – it is believed that the number has halved; and the lack of bus routes (and infrequency of buses) to convey people around the LGA. For instance, someone with limited mobility (with a pram, aged, disabled etc) wanting to travel from the western side of Tempe to the Marrickville Metro Shopping Centre to do their grocery shopping may have to take two buses and then walk, with a trip time of up to an hour.

Relationship to the rest of Sydney

There is a strong sense that the Marrickville LGA and the wider Sydney region uses Tempe for services (airport, highway, desalination pipe, industry, rail freight and so on) but does not invest there. It has been noted that many of the longer established (and mostly older) residents of Tempe feel as if "the goal posts have shifted", as much of the infrastructure that impacts negatively upon the amenity of the area – like Sydney Airport's third runway – has been built since they moved into the area. This sentiment has been reflected in the consultations with local residents. Younger families moving into the area appear to be less likely to feel this way.

Community services

Residents believe there is a need for more local services such as child care and general medical services. It is generally felt that the rest of the LGA has a higher level of access to community services than Tempe.

Reinvigoration of local businesses and retail

Residents and local business owners recall days when there was an active retail strip in the area, which has disappeared in recent years. They lament the lack of basic convenience shopping, cafes, and restaurants.

Noise and pollution

Due to its proximity to the airport, highway, rail freight line and industrial development, Tempe residents endure significant levels of air and noise pollution. One resident commented that the plants in their backyard collected "a black layer of diesel exhaust fumes on all their leaves". Others told anecdotes about the noise from aeroplanes and trains interrupting television shows or conversations inside their homes. Some residences adjoining the Valad site have already had soundproofing work done because of their proximity to the Airport. There was agreement in the focus groups about the inadequacy of the compensation and recognition from the State Government in relation to noise pollution.

Local employment opportunities

Many participants in the consultation described a need for local employment opportunities, particularly for young people in the area.

3.3.3 Responses by stakeholder groups

The following characterises the position of the key stakeholder groups. For further detail, see Appendix A: Consultation Log.

Community organisations

There has been mixed reaction from the community and sporting organizations - some are receptive to the employment contribution, but others are either uninterested, or concerned about an increase in traffic and acoustic impact, and the level of land contamination on the site. People noted that there is a lack of community space in the area, and were hoping that the land could be used for green space.

Local residents

Residents generally believed the idea was a good one, believing that it may revitalise the area, which some claimed had been 'dying' for some time. They were however concerned about the increase in traffic which has the potential to exacerbate current congestion. The other major concern was that parking would be sufficient to cater to all onsite activities.

Local businesses

Local business owners and workers were receptive to the idea of IKEA taking up residence at the former Tempe Tip site. Like the residents, the general consensus was that the project would benefit the area through flow-on from customers coming to the store from across Sydney. They were also quite concerned about the traffic impacts.

Youth

Provision of employment for local youth, and particularly 'at risk', Indigenous and socially disadvantaged young people was a top priority for this group. The second major interest related to creation of public space in which young people could meet and recreate. There is considered to be a shortage of public space for young people and one of the main issues facing local youth is boredom and a lack of activity. There were questions about whether IKEA would contribute to providing a space for young people and if so how the space would be managed.

Aged and persons with a disability

The need for public or community transport services in and around Tempe was raised, as were the traffic impacts of an IKEA development on the Princes Highway, and the importance of physical accessibility. The Aged Services Committee members were supportive of the idea, believing that it would 'be good for the area'.

4 Suggestions and next steps

4.1 Suggested responses

The information coming out of the consultation process has prompted the following considerations for the next phases of the project.

- Street frontage should blend with surrounds and employ landscaping to soften impact
- Manage traffic impacts on adjoining and local residents – egress and entry points, setbacks of buildings
- Provide adequate parking
- Enable good physical access for pedestrians and cyclists
- Ensure continued opportunity for community input through all phases of the project
- Demonstrate IKEA pride in local area by supporting community events and activities
- Adopt human resource strategies to encourage and facilitate employment of local residents, particularly young people
- Initiate and/or support grassroots community projects (like sponsoring a local sporting team, supporting community transport services, or funding a community development worker position)
- Ensure that wherever possible ESD principles are adhered to, in design, construction and site management phases.

Participants were eager to be kept informed throughout the process.

Appendix A Consultation Log

A.1 Valad site, Tempe: Consultation progress as at 18 December 2007

Stakeholders	Engagement strategy	Status	Date of Consultation
TARGETED CONSULTATION			
Local Community and Sporting Organisations	Phone interviews and comment by email	Stakeholder list drafted	7 November – first ring around to community organisations and sporting bodies
			13 November – second ring around to community organisations and sporting bodies

APPENDICES

Sam Ryan-Watkins rang community and sporting organisations to get their feedback on the idea of IKEA or similar setting up on the site.

Organisation	Outcome
Addison Road Community Centre	<ul style="list-style-type: none"> 7/11/07: Interviewed. Manager indicated that he would be happy to elaborate on comments via email 7/11/07: Email was sent to Addison Rd Community Centre, inviting the manager's response, but Urbis is still awaiting a response
Col Jones Swim Fitness	<ul style="list-style-type: none"> 7/11/07: Manager was currently unavailable. Left a message with contact details 13/11/07: Rang twice throughout the day. Both times the manager was unavailable
Concordia Club Ltd	<ul style="list-style-type: none"> 7/11/07: Manager was unavailable 13/11/07: No answer
Conservation Volunteers Australia	<ul style="list-style-type: none"> 7/11/07: The manager currently didn't have time to talk and indicated a preference for corresponding via email
Cooks River Motor Boat Club	<ul style="list-style-type: none"> 7/11/07: The manager currently didn't have time to talk indicated a preference to be sent the interview questions by mail
Friend of the Cooks River Valley Garden	<ul style="list-style-type: none"> 7/11/07: No answer 13/11/07: Left a message on the answering machine with contact details
Marrickville Karate Club	<ul style="list-style-type: none"> 7/11/07: Left a message on the answering machine with contact details 13/11/07: Left a message on the answering machine with contact details

APPENDICES

A.1.1 Tempe Community Organisations Phone Interviews

1. Addison Road Community Centre

Do you consider yourself to have an interest in the future of the site?

Yes (made a comment that other organisations linked to them would be interested and that we should send Addison Road Community Centre an email so they could get their views)

If so, what is it?

Interested in the sustainability of the site and the continual use of the area by the community

What, if any, issues arise for you in relation to the potential use of the site as an IKEA or similar?

I am not really sure at this stage as I don't know much about it. I have lived in the area a long time and would rather it stayed in the hands of the community.

What do you think are the main issues for this part of Tempe?

Didn't answer

Would you be interested in coming to a meeting with representatives from other community organisations to discuss the proposal further?

Possibly if I knew more about it

2. Robyn Webster Sports Centre

Do you consider yourself to have an interest in the future of the site?

Yes

If so, what is it?

Just generally interested in what is built there and how it would affect the community and the Sports Centre

What, if any, issues arise for you in relation to the potential use of the site as an IKEA or similar?

Because the store would be located near the Sports Centre I have concerns about parking – would want IKEA to ensure that it has its own parking spaces so that people don't use the parking provided at the Sports Centre to go shopping at IKEA

What do you think are the main issues for this part of Tempe?

The only thing I can think of is traffic issues – the traffic on the Pacific Highway is particularly bad in the afternoons, I guess I would be concerned that the IKEA Store might contribute to this

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Would you be interested in coming to a meeting with representatives from other community organisations to discuss the proposal further?

No, I don't really have the time

3. The Jet Sports Club

Do you consider yourself to have an interest in the future of the site?

Yes

If so, what is it?

Just generally interested in what happens in the local area

What, if any, issues arise for you in relation to the potential use of the site as an IKEA or similar?

None in particular, I mean IKEA stores are usually monstrous but I don't think it will affect the Sports Club in any way

What do you think are the main issues for this part of Tempe?

The only thing I can think of is the considerable lack of parking in the local area but I figure that IKEA will provide its own parking spaces, they usually do

Would you be interested in coming to a meeting with representatives from other community organisations to discuss the proposal further?

No, seeing as it doesn't affect the Club

4. Marrickville Greens

Do you consider yourself to have an interest in the future of the site?

Yes

If so, what is it?

Concerned with the use and amount of public open space in the area, particularly green space with an emphasis on native tree planting.

What, if any, issues arise for you in relation to the potential use of the site as an IKEA or similar?

Concerned with the impact that it would have on local infrastructure. Also, the level of pollution it would cause to the local area.

What do you think are the main issues for this part of Tempe?

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The difficulty in reconciling the needs of the local residents and businesses with the airports in the local area. Also, the limited amount of recreational space.

Would you be interested in coming to a meeting with representatives from other community organisations to discuss the proposal further?

Yes

5. St Peters Cooks River, Anglican Church

Do you consider yourself to have an interest in the future of the site?

Yes

If so, what is it?

I live about 200meters from the site

What, if any, issues arise for you in relation to the potential use of the site as an IKEA or similar?

I would like it to be used for something else not for an IKEA store, we have enough of them in the world already. The area is in desperate need of some green space. They should extend Sydney Park South and have residential living on the fringes.

What do you think are the main issues for this part of Tempe?

It's currently in a transitional phase from industrial to residential. Also, there is no community centre and a lack of community space.

Would you be interested in coming to a meeting with representatives from other community organisations to discuss the proposal further?

Yes

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6. Metropolitan Aboriginal Land Council

Do you consider yourself to have an interest in the future of the site?

Yes, I have a very strong interest in the site

If so, what is it?

It is Aboriginal land

What, if any, issues arise for you in relation to the potential use of the site as an IKEA or similar?

Well all the gas and other poisonous chemicals on the site are a big problem. I would like to know how they plan to deal with that because it could be very dangerous.

What do you think are the main issues for this part of Tempe?

There are a lot of narrow streets in Tempe so I think that traffic is a big concern. There are also a lot of residents and children that live in the area of which I imagine the additional traffic would be a nuisance. Tempe is also already very noisy being located beneath the flight path and a development like this would probably cause additional noise.

Would you be interested in coming to a meeting with representatives from other community organizations to discuss the proposal further?

Yes

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Local Residents	2 focus groups	Complete	29 November
See Appendix C for details			
Local Businesses	1 focus group	Complete	5 December
See Appendix C for details			
Coptic Church	n/a	n/a	n/a
We have been informed that the Coptic Church is in need of significant contribution. It is heritage – the first Coptic Church in the Southern Hemisphere, although the building is no longer used as a Church. It is located opposite the site.			
Aged residents and Aged Services	Discussion with Marrickville LGA Aged Services Committee	Complete	29 November

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Zoe Cox and Sam Ryan-Watkins attended a Marrickville Aged Services Committee meeting at the St Peters Town Hall. The meeting was regarding the future of the Tempe Tip site and was comprised of 10 Committee members. The following are the key points that came out of the meeting:

General Issues for Tempe

- The Tempe area is dying – Tempe used to have a variety of shops and businesses including a butcher, a chemist, a bank and a florist. The local commercial area desperately needs to be revived
- The public transport system in Tempe is also dying – there is no longer a direct bus route to Marrickville Metro, the trains from Tempe railway station are infrequent and Sydenham Station desperately needs a lift or escalator as the stairs ‘are a killer’ and do not adequately provide for Tempe’s ageing population
- The recreational space and green space in Tempe is very limited
- Tempe has the worst, most polluted air in Sydney from the traffic and the planes
- The Tempe community has suffered many injustices – ‘Tempe cops all the bad things’, ‘Tempe is the poor cousin of the inner west’
- The disruption that is going to be caused by the desalination plant is another nuisance Tempe has to deal with
- There were questions raised about the plans for a shopping centre at the Airport and how this would also further impact upon the traffic
- Tempe has a large ageing population
- Tempe has problems with social isolation and a communications breakdown; this is partly due to the public transport problem and bad technology infrastructure. The community of Tempe is also geographically divided and disjointed
- The young people and the aged people in Tempe are not usefully engaged – there needs to be more services and social initiatives. For example, the Dendy in Newtown has senior citizens day and mothers with babies days
- Tempe is in need of a community centre

Issues for IKEA

- The traffic on the Princess Highway is horrendous. This would be exacerbated by an IKEA store. A comment was made that the traffic on the weekends was not too bad but in peak hour it is terrible, an IKEA store would only make this worse. It was felt that IKEA should establish mitigation measures to deal with the traffic issue. IKEA could have more than one traffic route rather than all its traffic going directly onto the Pacific Highway. For Example, the cars from IKEA could connect through to Rickety Street.
- IKEA could emphasise its free home delivery services and encourage its customers to use public transport
- IKEA needs good landscaping. IKEA should include surrounding green space and some beautiful gardens. Families could use the space as a recreational park area.
- If IKEA was designed with good aesthetics and had good landscaping it would enhance the attractiveness of the Princess Highway. Many people from all over Sydney travel along the Princess Highway to get to the Airport and IKEA could showcase and promote Tempe and entice people to visit the area
- IKEA would have to take measures to ensure that their car park wasn’t used by people going to the airport
- A comment was made that an IKEA store would ‘liven up’ the Tempe area and that commercial redevelopment was welcome
- Issues were raised about the contamination of the site and how IKEA would deal with the gasses that exist on the land
- The IKEA site currently blows dirt and dust all over Tempe and a building on that site is welcome as it would stop this

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- The people in Tempe have already been inconvenienced and infringed upon so much that the construction processes of the IKEA store would have to be carried out in a way that ensures the local community is disrupted as little as possible
- IKEA could help re-generate the shopping strip and bring back other local services
- IKEA could provide a space for community activities, local employment, support local organisations such as the Coptic Church and the Marrickville Greens
- IKEA could fund a community development worker

Young people and youth services	Discussion with Marrickville LGA Youth Services Committee	Complete	20 November
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20th November 2007

Zoe Cox and Sam Ryan-Watkins attended a Marrickville Youth Council meeting at the St Peters Town Hall. The meeting was regarding the future of the Tempe Tip site and was comprised of 9 representatives from various youth services (e.g. Barnardos, StreetWork etc).

The following are the key points that came out of the meeting:

- People were interested to know the specific nature of the development as the implications for youths would vary depending on the type of complex. Someone asked if it was going to be a shopping centre complex similar to Rhodes.
- It was acknowledged shopping complexes often act as hubs for young people (i.e. people aged between 12 and 24 years) especially at night time. This, however, would only be an issue if the development was a shopping complex that included café's, restaurants, retail outlets and other facilities that would attract young people. It was thought that young people wouldn't be interested in congregating at a stand-alone IKEA store.
- The point was made that the existing shopping strip in Tempe was dilapidated and very run down. It was asserted that the establishment of an IKEA could present an opportunity to regenerate the shopping strip. The two retail facilities (the strip and IKEA) could play a role in supporting each other.
- The IKEA development could possibly play a positive, pro-active role in providing local youth employment opportunities. IKEA could provide a pathway for young people making the transition from school to work and could provide apprenticeships and work experience opportunities for students wishing to enter the retail industry. It was suggested that IKEA should establish links with local schools and youth services to facilitate this.
- In Tempe area there is a shortage of public space for young people and one of the main issues facing local youth is boredom and a lack of activity. There were questions about whether IKEA would contribute to providing a space for young people and if so how the space would be managed. Protocols for managing young people in a positive manner were discussed with Bondi Westfield, Parramatta Westfield and Erina Fair given as examples of shopping centres that manage this relationship well. For example, Erina Fair offers art programmes and night time activities for young people and as such incorporates them into the shopping environment as opposed to tactics that created hostility such as having aggressive security guards to keep young people away from the site.
- It is felt that Tempe offers many services to the wider community (such as the airport, freight trains etc) and there is not always enough emphasis placed on the local community of Tempe as having a strong local identity. An IKEA development would be expected to recognise Tempe's local identity and play an active role in the local community. It would do this by participating in local festivals/fairs and by establishing connections with local clubs, businesses, shops and schools.
- The establishment of an IKEA at the former Tempe Tip site would increase the traffic in Tempe, which is already an issue for the local community.
- Many young people are very reliant on public transport and an IKEA store would add an extra load of people using public transport to go to and from Tempe.
- Finally, it was suggested that the IKEA store could help sustain the employment of local Indigenous youths.

Tempe Motor Boat Club	Conversation with Manager	Complete	20 th November
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Zoe Cox and Sam Ryan-Watkins visited the Cooks River Motor Boat Club to check out its venue hiring possibilities. Norma the manager commented that she was very interested in the future of the site and was supportive of an IKEA being established there. She stated that an IKEA establishment presents a favourable alternative to the tip and that she couldn't understand the strong community backlash against IKEA when they had previously shown interest in the site. Norma commented that the tip site was contaminated and had been making people sick for a long time. She asserted that the rates of asthma in Tempe were significantly higher when compared with other areas.

Appendix B Demographic information for Tempe

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Source: Australian Bureau of Statistics, 2006 census data

Key Socio-Economic Characteristics of the Trade Area Population, 2006

USUAL RESIDENT BASED - not comparable to 2001

Characteristics	Tempe	Total Trade Area	Sydney Avg
Estimated Resident Population			
Population 2006 Census	3,184	3,184	4,118,844
Population Density (Persons per Sq.km)	1,580.2	1,580.2	339.2
Average Per Capita Income	\$28,626	\$28,626	\$29,221
Per Capita Income Variation	-2.0%	-2.0%	
Household Income			
\$0-\$13,000	9.5%	9.5%	8.0%
\$13,000-\$18,200	4.9%	4.9%	6.4%
\$18,200-\$26,000	5.1%	5.1%	4.4%
\$26,000-\$33,800	6.5%	6.5%	9.4%
\$33,800-\$41,600	7.6%	7.6%	6.3%
\$41,600-\$52,000	7.3%	7.3%	7.1%
\$52,000-\$62,400	9.5%	9.5%	10.8%
\$62,400-\$72,800	5.6%	5.6%	5.6%
\$72,800-\$88,400	9.0%	9.0%	8.6%
\$88,400-\$104,000	10.1%	10.1%	7.4%
\$104,000-\$130,000	9.9%	9.9%	7.9%
\$130,000-\$156,000	6.8%	6.8%	8.7%
\$156,000 plus	8.3%	8.3%	9.3%
Personal Income			
\$0 - \$20,800	40.9%	40.9%	42.1%
\$20,800 - \$41,600	26.1%	26.1%	24.6%
\$41,600 - \$83,200	25.8%	25.8%	23.9%
\$83,200 +	7.2%	7.2%	9.4%
Average Household Income	\$73,693.66	\$73,693.66	\$78,580.42
Household Income Variation	-6.2%	-6.2%	

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Average Household Size	2.6	2.6	2.7
Age Distribution			
Aged 0-4	7.3%	7.3%	6.6%
Aged 5-9	4.6%	4.6%	6.5%
Aged 10-14	5.0%	5.0%	6.5%
Aged 15-19	5.0%	5.0%	6.6%
Aged 20-24	5.9%	5.9%	7.2%
Aged 25-29	7.4%	7.4%	7.4%
Aged 30-34	9.3%	9.3%	7.9%
Aged 35-39	9.9%	9.9%	7.7%
Aged 40-44	9.3%	9.3%	7.6%
Aged 45-49	8.0%	8.0%	7.2%
Aged 50-55	6.8%	6.8%	6.4%
Aged 55-59	6.1%	6.1%	5.8%
Aged 60-64	4.3%	4.3%	4.4%
Aged 65+	11.1%	11.1%	12.3%
Average Age	37.4	37.4	36.7
Dependency Ratio ¹	32.3%	32.3%	36.2%
Housing Status			
Owner/Purchaser ²	75.8%	75.8%	67.5%
Renter ²	24.2%	24.2%	32.5%
Loan Mortgage Repayments	32.2%	32.2%	29.0%
Rent Payments	21.9%	21.9%	17.7%
Car Ownership			
% 0 Cars	17.9%	17.9%	13.7%
% 1 Car	47.8%	47.8%	40.1%
% 2 Cars	27%	27%	33%
% 3 Cars	5%	5%	9%
% 4+ Cars	2%	2%	4%

Appendix C Focus Group Transcripts

C.1 Focus Group 1 – local residents

Introductions

Zoe asked the focus group participants to individually introduce themselves and briefly explain how long they have been living in Tempe and what they like about the area:

Respondent 1

The respondent expressed the view that Tempe has a lot to offer – it has beautiful park areas and has a nice community with nice people living in the area. It was noted that there is a large proportion of retired people living in Tempe and in more recent years there has been an increase in young people moving into the area. The participant asserted that there were a couple of pubs/clubs in Tempe and that it had a reasonable social life. Generally speaking, this respondent felt that Tempe was a comfortable place to live.

This respondent felt that commercially Tempe was dying. It was noted that many of the local shops had gone out of business over the years. It was felt that Tempe was in need of a revival of its commercial activity as it is currently viewed as 'a dump that nobody wants to visit'. The respondent felt that there were two other 'irritations' in relation to Tempe. One was the Princess Highway which is busy and noisy and the other is the Airport.

Respondent 2

This respondent was born in Tempe, grew up in Tempe and went to school in Tempe. The respondent lived on the Gold Coast before returning to take up residence once again in Tempe. The respondent felt that Tempe was a central locality stating that 'you can just jump on a bus and go anywhere, there's nowhere you can't get from Tempe'. This respondent also felt that the people currently living in Tempe are 'nice and quite people who don't get in your face'.

This respondent also noted that all the shops in Tempe have died. There used to be 2 butchers, a grocery, pubs, barbers, florists and a bank which have all disappeared. It seems that shops are becoming increasingly centralized in places like Newtown and as a consequence little local shops are dying out. The airport which is very noisy and disruptive is seen as a major irritation. It was felt that Tempe is 'a little pocket' that is often forgotten about and neglected.

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Respondent 3

This respondent had lived in Tempe for 30 years. The respondent asserted that they like Tempe because it was a central location and because it was close to schools for their children. This respondent felt that the area was going downhill and that all the local businesses were disappearing. It was noted that the public transport network was dying as well.

Respondent 4

This respondent had lived in Tempe their entire life. They liked Tempe because it is central to everywhere. The respondent stated the Tempe has 'everything I want and need'. Over the years the respondent has noticed that many of the shops and local businesses and closed down and moved on. The respondent mentioned that the local youth use parking lots to drag race. The respondent agreed with the earlier comment that the public transport needs improving.

Respondent 5

Respondent 5 has lived in Tempe 7 years. This respondent moved to Tempe because they viewed it as an opportunity to capitalize on the growth of the area. The respondent asserted that they liked the lifestyle and the community of Tempe although they stated that they didn't socialize in Tempe as in terms of recreation it has nothing to offer the younger generation. This respondent often has to travel for work so likes the fact that Tempe is close to the airport. It was felt that Tempe is close to Newtown with its restaurants, the shopping precinct of Marrickville Metro and the City CBD. The respondent also felt that Tempe has a lot of parks and green space and as such is a good area for dogs.

It was noted that the main shopping strip is dead and that Tempe needed 'a shot in the arm'. The respondent stated that IKEA would be a good development for the area.

Respondent 6

This respondent has lived in Tempe for 5 years. This respondent has a young family and believes Tempe is a good area for kids as it has plenty of parkland and the houses have big backyards for children to play in. Tempe has a central location and a good atmosphere - very suburban in some senses and very inner city in another sense which is good combination.

Tempe is in definite need of a good coffee shop. Although Tempe has every form of transport the transport system used to be better – they recently cut the number of trains to Tempe station in half. This respondent felt that IKEA was a good idea.

Respondent 7

This respondent has been living in Tempe for 12 years and has 4 boys aged between nine and sixteen. Tempe is a fantastic area for kids as the public transport is very good. Tempe is a cheaper area to live in compared with surrounding suburbs like Newtown and has bigger houses with larger backyards. Tempe has places for the children to ride their bikes and skateboard and has a good sense of community. The schools in the Tempe area are also good. It was noted that many young families are moving to the area because of this reason.

Everything in Tempe is disappearing. This respondent thinks that IKEA is a good idea especially in term of part-time employment for the local youth.

Respondent 8

This respondent has lived in Tempe for over nine years. Tempe has a great sense of community and a very friendly neighbourhood. The community of Tempe is, however, disjointed by the expressway which divides the suburb in two. The noise from the traffic and planes is a real issue. The public transport in Tempe is terrible. The land where the IKEA will be located looks very scungy and unattractive.

Respondent 9

This respondent was born in Tempe and thinks it is a fantastic area with good parklands and good people who live in the area. Tempe has an old fishing village type of social structure. The community of Tempe is not a whole entity but rather divided into three separate sections. Tempe has an

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elderly population. Tempe railway station is a 'disgrace' and does not cater for the older population. Keeping the transport to a reasonable standard is an issue for Tempe.

Respondent 10

Respondent 10 was new to the area and feels that the houses are great prices, really close to the city, has good parklands and lots of space for the dog, the community is friendly and safe, there are lots of things to do and is generally a great area to live in. the noise from the planes and the trains is a big issue.

Respondent 11

Lived in Tempe for 33 years and has seen many changes over this period. The respondent likes the people, the little village atmosphere and the centrality of Tempe.

Respondent 12

Lived in Tempe since 1987. This respondent feels that Tempe everything is disappearing, Tempe has nothing and is becoming a dump. Tempe has largely been ignored by the Council. The council has not spent sufficient money re-generating the community as priority is given to other suburbs in the Marrickville LGA and Tempe is neglected – 'Tempe is the back end of the Marrickville LGA, Marrickville matters Tempe doesn't'. Tempe desperately needs a community centre for the kids. The youth and the elderly don't have any facilities or services.

General Discussion

Noise, smell and dust from the planes was considered to be a major issue for the Tempe area. It was felt that unlike Sydnham, Tempe received no funding from the government for sound proofing or insulation.

Issues relating to IKEA

In a general discussion regarding the impact of IKEA, the focus group participants identified a number of ways in which IKEA could positively impact upon the local community:

- IKEA could take an interest in ensuring there is no rubbish on their site and the surrounding area. It was felt that private businesses could contribute to cleaning up the area more effectively than the Council
- Landscape the front of IKEA nicely and provide green space
- Provide a local coffee shop
- Provide local employment opportunities especially giving preference to local youths
- Put pressure on the council to take more interest in Tempe
- Be a part of the local community – provide community sponsorship and participate in local events
- Help to re-energize the local shopping strip – ‘business will bring business’
- Inject money into the local community and ‘give Tempe its pride back’

A comment was made that IKEA was a reputation for being very conscious of social impacts. It was felt by some that IKEA is an environment conscious, progressive, world class business that would make a solid effort to help the local community. It was felt that ‘IKEA has a big heart’ and ‘is the kind of company you would want in your local community’.

The main problem associated with the establishment of an IKEA store in Tempe is the extra burden it would place on an already bad traffic situation. It was felt that IKEA would need to design mitigation measures to manage this problem. It was suggested that Smith Street be used as a road providing direct access to the IKEA store.

Many participants expressed a wish for IKEA to undertake ongoing community engagement with full consultation with all residents at public meetings regarding the issues of this development.

C.2 Focus Group 2 – local residents

Introductions

Zoe asked the focus group participants to individually introduce themselves and briefly explain how long they have been living in Tempe and what they like about the area:

Respondent 1

Respondent one had been living in Tempe for 34 years. The respondent stated that they 'love Tempe which is why I have lived here for so long and I never plan to move out'. The respondent asserted that they had seen many things change in the area over the years including the establishment of the Tempe reserve and the sports centre in the park.

Respondent 2

This respondent has lived in Tempe for 21 years and had previously lived in Newtown. The respondent felt that Tempe was close to city and the St George area but was not the best area to live in. The respondent felt that Tempe misses out on a lot of things compared with other suburbs and that Tempe was under-resourced and does not offer enough services. In particular, it was noted that Tempe did not have enough childcare centres and educational facilities. The respondent had noticed many changes over the years such as the reduction of shops in the area including the butcher, bank and pharmacy. It was noted that Tempe now has none of these shops. The only new things that have been established in Tempe are the park and the sports centre. The respondent felt that Tempe was a largely industrial area that needed more development and more new buildings.

Respondent 3

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This respondent has lived in Tempe for just over a year. The part of Tempe in which the respondent lives is very close to Sydenham, close to the childcare centre, has a park at end of street which is good for their dog. The respondent said that they originally didn't look to move to Tempe and instead were focusing on the areas of Erskineville and Newtown. However, they really love their house in Tempe it has a big backyard which is great for their dog and will be good for when they start to have children. Tempe is a central location, has good public transport and is really well connected to other parts of Sydney. The respondent felt that the shops needed to be revitalized as it is very annoying having to drive to another suburb just to go to a café.

Respondent 4

This respondent has lived in Tempe for 2.5 years. The respondent moved from Erskineville to Tempe as they felt that Erskineville was becoming too saturated with high rise development that diminished the character of the suburb. The respondent likes the fact that Tempe is a forgotten about area, as it is quite and has a nice village atmosphere and sense of community. The houses and backyards in Tempe have a lot more space and Tempe has a lot of open space and green space. The respondent felt that Tempe is a great place for both kids and dogs and stated that they didn't mind the noise of the planes. The respondent stated that the shops in Tempe are 'lousy' and that they wouldn't mind some further development as 'long as it doesn't take the heart and soul away from the suburb'. The respondent asserted that it was a shame that the council didn't take better care of Tempe.

Respondent 5

This respondent moved to Tempe 18 months ago because it was in their price range. The respondent stated that living in Tempe has been 'the best time of my life'. The respondent worked at Sydney Uni and their partner worked at St George Hospital, it took both of them 15 minutes to get to work from Tempe. Consequently they thought the location of Tempe was ideal, stating that the 'train and bus system in Tempe is great'. The respondent stated that the draw back was the planes although they felt that after a while becomes background noise and you get used to it. The respondent stated that parking is a big issue in Tempe.

Respondent 6

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This respondent has lived in Tempe for 5 years and stated that they moved to Tempe because they 'fell in love with the house' which was big house and had a spacious backyard for the dogs. The respondent had previously lived in Glebe and found that moving to Tempe was 'a culture shock'. In Glebe the respondent was used to having shops, cafes and restaurants all within walking distance. The respondent felt that the lack of shops in Tempe was a big problem. The respondent also felt that Tempe was not very 'user friendly' and therefore didn't socialize in the area as there were not many places to have a good night out.

General Discussion

- The Cooks River in Tempe needs to be cleaned, it is smelly and looks very dirty especially when the tide is low
- The respondents felt that Tempe is often forgotten by the council and that no-one looks after it
- A discussion was had on Marrickville Council and the view was forwarded that 'it is better than some and not as good as others'
- It was felt that the council should be trying to encourage younger people to move to the area. The council needs to invest money into shops and businesses as these are the things that people consider when choosing to move into an area. Tempe is too much of an industrial area and needs more commercial ventures. Young people can currently afford to buy houses but are discouraged because they can't see that it has any growth opportunities
- There needs to be more childcare centres in the area

IKEA

In a general discussion regarding the impact of IKEA, the focus group participants identified a number of ways in which IKEA would impact upon the local community:

- It was noted that there are a lot of big trucks that deliver to the stockyards often turning left at the top of princess highway into the salvos. It was felt that people generally aren't used to driving that close to large trucks and that if an IKEA store was to be established on that site this issue was going to have to be managed to accommodate both the trucks and the IKEA customers. Some suggestions were widening the road, changing the intersection, introducing a new set of traffic lights and using the freight line for the trucks.
- IKEA was referred to as an 'institution' as opposed to a shop and it was thought that because of the large size associated with IKEA the visual impact would be very significant. IKEA needs to be very conscious of its aesthetics. IKEA needs to provide appropriate open space and green space.

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- It was felt that the thousands of customers visiting IKEA would dramatically impact the traffic in Tempe. The respondents indicated that Terry Street would be one of the worse effected. A comment was made that traffic modelling and management often does not extend broadly enough to mitigate the 'knock on effects'. it was also felt that IKEA needed to be mindful of its trading hours and how these would effect the peak hour traffic.
- IKEA has 'a very different feel to a small boutique shop' and one respondent raised the point that this kind of development in the area may encourage other large scale commercial developments rather than small cafes and retail outlets. It was thought that there needed to be a good balance and Tempe would benefit from having some small shops.
- An issue was raised about the extra noise caused by the extra traffic and that IKEA would need to mitigate this
- People commented that they would like to have a development like IKEA in the area as it would give the locals something to do and draw visitors to the area. An IKEA store would also indicate that Tempe is not lagging behind but instead is growing and progressing like the rest of Sydney.
- IKEA could help upgrade and fix the Princess Highways. One respondent stated that driving on the Princess Highway was like 'driving on a goat track'
- IKEA will have flow on effects for other shops and cafes
- Maybe they can open a restaurant or shop in the IKEA
- A comment was made that although IKEA intends to have a good green star rating once it begins operating, the environment impacts need to be considered in the construction processes as well.
- One respondent stated that 'it seems strange that IKEA is giving up Moore Park and focusing on the Tempe area'
- The respondents felt that IKEA needed to undertake ongoing community engagement, IKEA needs to be 'pro-active rather than re-active' when consulting the community

C.3 Focus Group 3 – local business managers and owners

Introductions

Respondent 1

Respondent one works for a container shipping company which has been operating in the Tempe area for 22-30 years. The location of the shipping company is behind the IKEA site. The business operates out of Tempe because it is close to ports, railway line and main roads. The respondent stated that they had seen many changes in Tempe over the years.

Respondent 2

Works for Cheap and Easy Waste Management services which has been operating in Tempe for 10 years. The respondent stated that they have used the Tempe tip many times over the years. The respondent felt that Tempe had a bad traffic problem. In relation to local businesses Tempe has changed a lot over the years.

Respondent 3

Works for Spot On Plumbing which has been operating in Tempe for 12 to 13 years. The Tempe area is very central, which is its key draw-card. The houses in Tempe are big and cheap and there is a good mix of people living in Tempe from many different socio-demographic backgrounds. Tempe is a very middle class area but is slowly changing and as more entrepreneurial and business type people are renting and buying in the area.

Respondent 3

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Works in the excavating and demolition industry and has always used the Tempe tip to dispose of materials. This respondent also lives in Tempe and thinks that it is a fantastic area because it has a central location, good neighbors and good houses.

Respondent 4

Works for a spare car parts company that has been operating in Tempe for 10 years. The respondent stated that they liked the area because of its central locality. The respondent felt that Tempe has lots of air pollution and lots of noise pollution.

*note: some participants came in late and consequently didn't participate in this section of the discussion

Issues relating to IKEA

- IKEA would bring more people and visitors to the Tempe area which is a good thing
- The establishment of an IKEA would probably result in flow on business – more cafes and retail shops would be developed in Tempe as a consequence
- Would have a bad impact on the traffic especially considering that IKEA often has long opening hours. With an IKEA store in Tempe the peak hour traffic will be extended. However, the comment was made that no-matter what the development on the site is, it is likely to impact the volume of traffic.
- IKEA would have to think of a way to manage the extra traffic going into the Tempe Tip site alongside the big trucks that already use that site. A possible solution for this is to add extra traffic lights.
- The part of the IKEA store that fronts onto the Pacific Highway would have to look acceptable and appealing
- There has been a plan in Tempe for a long time to link the M5 from Tempe to the City. If the M5 was finally established it could help manage the traffic problem on the Princess Highway
- A comment was made that 'if it is not IKEA it will be some other commercial development' and the feeling was that IKEA was not the worst idea
- Could provide local employment
- Could help create other business opportunities and that more activity in the area would be very welcome
- IKEA could outsource to other local businesses, for example if they need a tradesman they could look to employ someone locally
- If an IKEA is established in the area it will help create growth opportunities and the land value in the area will increase
- IKEA is not just a shop but a whole complex. IKEA stores often incorporate their own café or restaurant which could create unwanted competition for local business owners
- Some of the respondents stated that they were very happy IKEA was consulting the local community
- It was felt by some that IKEA probably wouldn't change the character of the community in any significant way – some parts of Tempe are always going to remain a heavy industrial area
- It was felt that the desalination plant was further going to disrupt the Tempe community and that IKEA should try and cause as little bother as possible during the construction processes
- Maintaining green space in the Tempe area was seen as very important by a number of the respondents and it was thought that IKEA could provide green space

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- It was felt that there are many things lacking in the Tempe area. For example, there are not enough services and facilities in the community for young people. In particular, the community needs a childcare. It was thought that IKEA could provide some space and activities for young children
- IKEA could help provide local indigenous employment
- The respondents stated that they wished to be kept informed by IKEA about the progress of the development and that ongoing consultation was desired. It was suggested that IKEA could provide a free 1800 number where local residents could call up with any questions they might have.