

Client

Parkview Sydney Developments

Project

Former Sunbeam site, Clemton Park

Date

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Contact

Janis Tebecis
93872600
janis@elton.com.au



Sydney
t +61 2 9387 2600
PO Box 1488
Level 6, 332-342 Oxford St
Bondi Junction NSW 1355
f +61 2 9387 2557
consulting@elton.com.au
www.elton.com.au
ABN 56 003 853 101

Prepared by	Janis Tebecis
Reviewed by	
	Lucy Cole Edelstein
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1 Introduction

This report documents community and stakeholder feedback received through the consultation process for the proposed redevelopment of the former Sunbeam site, Clemton Park.

The purpose of the consultation process was to:

- Provide the community an overview of the proposed concept plans for the redevelopment of the former Sunbeam site
- Provide the community an opportunity to discuss the concept plans with members of the project team
- Collect feedback from the community and key stakeholders on the concept plans.

It is important to note that this report:

- Will function as one of the inputs into the planning process
- Cannot be construed as being statistically representative of opinion within the local community.

Parkview Sydney Developments is strongly committed to community consultation and would like to thank members of the community for their involvement in the process. Parkview Sydney Developments will use the feedback received through this community engagement to help refine the concept plans, before they are submitted to Council.

Elton Consulting was engaged by Parkview Sydney Developments to independently facilitate the community consultation sessions and compile a report on the community feedback that was received.

1.1 Overview of community responses

Overall the feedback received indicates general community support for the proposed redevelopment. The most appealing aspect of the proposal is both the village centre concept with shopping and services and the Seniors Living Zone. The most frequently raised concern was in relation to the increase in traffic around the site.

1.2 Methodology

A community information and feedback session was held to provide the local residents and general public an overview of the proposed concept plans and to seek feedback on the plans.

Notification of the session occurred via 2,200 flyers to the local community.

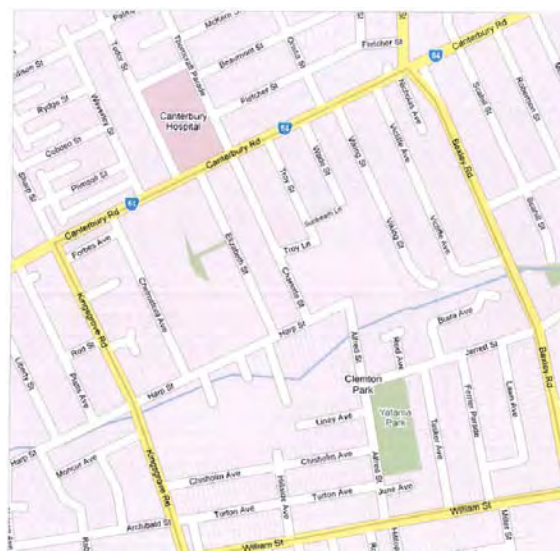


Figure 1 - Clemton Park distribution area

The distribution catchment was bounded by Canterbury Road, Kingsgrove Road, William Street and Bexley Road.

The session was held from 6.00pm – 8.30pm 29 July 2008 in the former Sunbeam factory on site. The session was designed to allow members of the community the opportunity to view the background of the project, planning process and proposed concepts for the site.

The session was well attended by the community who provided both verbal feedback on the night and written feedback through the forms provided.

2 Community Information and Feedback Session

On 29 July 2008 approximately 70 people attended the community information and feedback session to view concept plans for the proposed redevelopment of the former Sunbeam site, Clemton Park.

Letter box-dropped flyers were sent to 2,200 residents in the local area around the former Sunbeam site.

Feedback from the session was collected in two ways:

- Verbal and written feedback received by Parkview Sydney Developments representatives and consultants at the session
- Feedback forms (a copy of the form is appended to this report).

Some attendees asked for more than one feedback form, so their friends and relatives could also provide feedback at a later date. 80 feedback forms were distributed to session attendees with 27 of those forms received by Elton Consulting by 8 August 2008. A further three forms were received following this date. This equates to a response rate of 37.5 percent compared to the usual average for consultations of around 10 percent.

Feedback throughout the evening indicated that the consultation process was well received by the community.

2.1 Summary of consultant notes

The following section refers to key issues that were recorded by Parkview Sydney Developments and the project team during the session.

The following aspects of the proposed redevelopment were favourably received:

- Many participants were positive about the proposed new village square and associated open space and local shopping
- There were many older people who were positive about the introduction of a Seniors Living Zone. Some particularly liked the idea of

the diversity of seniors housing, ranging from low to high needs housing options

- Most people noted that the proposed medical and childcare centres are appropriate for the site
- Some noted that the bulky goods centre would help to provide local jobs
- Some participants were positive about the design of the buildings, which are set back from the boundary. The proposed concept also incorporates many open spaces, which residents were positive about.

It was noted that the following areas needed to be further addressed in detail:

- The most frequently raised concern was the increase in traffic, particularly from the introduction of the bulky goods centre. Some residents were concerned that the long hours of trading would negatively impact on the quiet amenity of the area
- Many participants discussed how the increase in traffic would impact their street and offered suggestions about how this impact could be reduced
- Some attendees expressed concern about the proposed heights of the new buildings. One suggestion was to design all of the perimeter buildings to be limited to two or three storeys in height, to reduce shading and viewing impacts.

2.2 Summary of feedback forms

The following section summarises the comments made via the feedback forms.

2.2.1 Question 1 – The proposed village centre with public open space is appropriate

The responses to this question were:

- Strongly disagree – 1
- Disagree – 0
- Unsure – 4
- Agree – 8
- Strongly agree – 14.

The majority of participants noted that they either strongly agreed or agreed with the statement that the concept of a village centre and public open space is appropriate for the site. Many respondents noted that they felt that a local

shopping village was needed in Clemton Park and would benefit local residents. Many also felt that the concept plans provided much open space, which would benefit existing and new residents.

2.2.2 Question 2 – The proposed local shopping, medical and childcare centres are appropriate

The responses to this question were:

- Strongly disagree – 2
- Disagree – 3
- Unsure – 1
- Agree – 9
- Strongly agree – 12.

The responses to this question were fairly spread, although there was still a strong preference for incorporating local shopping, medical and childcare centres. Some participants noted that the medical centre will support the increasing number of older people in the area.

2.2.3 Question 3 – The proposed Seniors Living Zone is appropriate

The responses to this question were:

- Strongly disagree – 1
- Disagree – 2
- Unsure – 1
- Agree – 13
- Strongly agree – 10.

There was a strong preference towards agreeing with the concept of the proposed Seniors Living Zone. Many older people attended the community information session and noted that this space would be highly utilised and is appropriate for the site. Many attendees were interested in finding out how this would operate and what level of care would be offered.

2.2.4 Question 4 – The proposed Trade Retail, commercial space and Bulky Goods Centre are appropriate

The responses to this question were:

- Strongly disagree – 5
- Disagree – 2
- Unsure – 5
- Agree – 6
- Strongly agree – 9.

The response to the proposed commercial space and bulky goods centre was fairly evenly spread, with a slight preference for incorporating this on site. Some participants felt that this facility was needed to provide jobs and would be appropriate on the site, whereas others felt that the light industrial use was no longer appropriate for the site. The main concern was that the introduction of a bulky goods centre would have negative impacts on the traffic generation and circulation around the site. Some people noted that during the site's former use as the Sunbeam factory, the noise from traffic, and in particular trucks, were disruptive.

2.2.5 Question 5 – The proposed concept will be an appropriate scale compared to the former Sunbeam factory

The responses to this question were:

- Strongly disagree – 2
- Disagree – 1
- Unsure – 7
- Agree – 6
- Strongly agree – 11.

The majority of respondents strongly agreed with this statement, although some were unsure about whether or not the proposed buildings would be an appropriate scale. Some respondents noted that the existing buildings are ugly and in poor condition and that the proposed plans would be a major improvement to the site.

2.2.6 Question 6 – The proposed concept has acceptable traffic and parking impacts

The responses to this question were:

- Strongly disagree – 8
- Disagree – 1
- Unsure – 5
- Agree – 6
- Strongly agree – 7.

The responses to the issue of whether the plans would have acceptable traffic and parking impacts was fairly evenly spread, although the most frequent response was to strongly disagree with this statement. This was consistent with feedback received on the night, which outlined that the major concern about the proposal is the increase in traffic. Many felt that there would need to be a considerable amount of parking, to keep shoppers off surrounding residential streets. Some respondents also noted that there are particular

access points to the site, which need to be assessed in further detail.

2.2.7 Question 7 – The proposed concept demonstrates well-considered, environmentally sustainable initiatives

The responses to this question were:

- Strongly disagree – 1
- Disagree – 1
- Unsure – 5
- Agree – 11
- Strongly agree – 9.

Most respondents noted that they either agreed and strongly agreed with this statement or were unsure of the initiatives. There was not a lot of discussion either at the session or in the feedback forms about the environmental sustainability of the proposed concept plan.

2.2.8 Question 8 – Do you have any general comments or suggestions on the redevelopment proposal you have seen today?

The following section outlines a sample of general comments made about the redevelopment proposal. The comments are made from individuals who responded in the feedback forms and are not necessarily representative of opinion within the community.

Local shopping and village square

- It includes all the facilities we need in the area
- Currently to buy bread and milk, residents need to drive to another suburb. A local shopping centre with services such as a bank, post office, chemist, medical centre and supermarket would be an ideal addition to the site. This will also benefit older residents in the area.
- One person noted that they were in favour of the residential, local retail and seniors living although there should not be any industrial development on the site
- A few respondents noted that it is important to carefully look at the hours of operation for the businesses. It is preferred to close business early, so there won't be noise problems at night
- There needs to be more/bigger shops.

Traffic and parking

- The main concern about the proposal is the impact on local traffic conditions, especially if the retail, local shopping and commercial spaces are large operations
- The proposal will lead to an unacceptable increase in traffic in the area and surrounding streets
- The increase in traffic should be spread out across the site by linking the internal roads with Troy and Wade Streets
- The redevelopment will place more pressure on the existing road network e.g. cars turning off Troy Street into Canterbury Road
- Make Alfred Street local traffic only – no buses or trucks
- The project needs to address the roundabouts at Charlotte-Harp Street and Alfred-Jarrett Street, as well as the right angle bend at end of Harp Street. Large trucks, semi trailers and buses will find it difficult to negotiate these intersections in their current condition.
- The current proposal to block off Wade Street is appropriate. There should not be future roads to link with Wade Street
- Proposed entry/exit to bulky goods centre on Charlotte Street will increase traffic problems around that area
- Troy Lane should be widened to allow two lanes
- There is a lack of parking for the bulky goods centre. The proposal needs to keep cars off the local streets.

Building design

- The residential buildings seem to be too high for the area
- Anything above two storeys on the perimeter is going to impact surrounding houses.
- The height of the proposed unit blocks is too high. Five to seven storeys is out of character with the area. More than three storeys will draw attention and be visible from some distance
- Large buildings on the perimeter will impact on the privacy of surrounding residents

- The designs need to ensure appropriate privacy and shading impacts from the two-three storey town houses
- In relation to the accommodation for pensioners – 2 storey buildings are unsuitable (most prefer single storey accommodation)
- There needs to be adequate lighting across the site. Security should also be considered. It may be possible to use CCTV cameras etc
- The proponent needs to consider sound proofing, to ensure minimal noise impact on surrounding residents.

Consultation

- The consultation session was appreciated and residents would like to be consulted on an on-going basis
- Can we obtain a copy of the plans?

General

- The redevelopment has covered and catered for all the community
- The amount of additional people living and working in Clemton Park and Campsie is a concern
- Clean air is a priority and I don't see any problem with the plans.

What we heard – a selection of quotes on the proposal:

- *"The concept is fantastic and one that is much needed in the area"*
- *"I live across from the drain and am very pleased with the aged care and kindergarten on that side of the site"*
- *"I would welcome the convenience of a local shopping village"*
- *"My main concern is the impact on the local traffic conditions"*
- *"Any buildings above two storeys on the perimeter of the property are going to impact on surrounding residents"*

2.2.9 Question 9 – Which best describes you?

The following table outlines the profile of respondents who completed feedback forms.

Adjacent resident	21
Surrounding resident	6
Local business	
Community organisation	
Other	

Residents who live adjacent to the site came to the session from:

- Reid Avenue
- Troy Street
- Charlotte Street
- Alfred Street
- Wade Street
- Viking Street.

Surrounding residents also came from:

- Jarrett Street
- Ferrier Parade
- Chisholm Avenue.

Appendix 1 – Feedback form

Former Sunbeam site, Clemton Park Community Information Session – Feedback form

Thank you for taking the time to view the concept plans for the proposed redevelopment of the former Sunbeam site, Clemton Park.

Parkview Sydney Developments is currently refining the plans in preparing to submit the Environmental Assessment and concept plans at the end of August 2008. Therefore, we are very keen to get your first impressions through this feedback form so they can be considered prior to lodgement.

There will be further opportunity for comment throughout the planning process.

Please circle your response:

1. The proposed village centre with public open space is appropriate

Strongly disagree	Disagree	Unsure	Agree	Strongly agree
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2. The proposed local shopping, medical and childcare centres are appropriate

Strongly disagree	Disagree	Unsure	Agree	Strongly agree
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3. The proposed Seniors Living Zone is appropriate

Strongly disagree	Disagree	Unsure	Agree	Strongly agree
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4. The proposed Trade Retail, commercial space and Bulky Goods Centre are appropriate

Strongly disagree	Disagree	Unsure	Agree	Strongly agree
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5. The proposed concept will be an appropriate scale compared to the former Sunbeam factory

Strongly disagree	Disagree	Unsure	Agree	Strongly agree
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6. The proposed concept has acceptable traffic and parking impacts

Strongly disagree	Disagree	Unsure	Agree	Strongly agree
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7. The proposed concept demonstrates well-considered, environmentally sustainable initiatives

Strongly disagree	Disagree	Unsure	Agree	Strongly agree
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8. Do you have any general comments or suggestions on the redevelopment proposal you have seen today?

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To help us determine that we are reaching all the necessary stakeholders, could you please answer the following question about yourself.

9. Which best describes you? (Please tick one or more)

- ☐ A resident whose property is next to the redevelopment proposal in _____ (St/Rd)
- ☐ A resident of the general area in _____ (St / Rd)
- ☐ A commercial operator/business in the area _____ (St / Rd)
- ☐ A community organisation in the local area _____ (Organisation)
- ☐ Other stakeholder *(Please specify)* _____

Thank you for taking the time to complete this feedback form. If you would like more time to consider your response, please return the completed form to us by **Tuesday 5th August 2008**. Completed forms and additional comments can be either sent in the reply-paid envelopes provided or emailed to janis@elton.com.au.

If you prefer, please return it by either of the following ways:

Fax: **9387 2557 (Please fax both sides of the form), or**

Post: **Elton Consulting, PO Box 1488, Bondi Junction NSW 1355**

Thank you for providing your feedback

Appendix 2 – Display boards