

Client
Meriton


Project
Mobbs Lane, Epping

Date
27 August 2010

Contact
Oliver Young
9387 2600
oliver@elton.com.au



Prepared by **Jordie Michael**

Reviewed by 

Oliver Young

Date **27 August 2010**

Job number **10/1967**

Document name

Version **Draft**

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Appendices

Appendix A - Feedback form

Appendix B - Newsletter and catchment area

1 Introduction

1.1 Background

Property developer Meriton recently purchased the former Seven Network site at 61 Mobbs Lane, Epping from Sydney Broadcast Property.

The development site occupies 89,190m² and fronts Mobbs Lane midway between Marsden Road and Midson Road. It is situated 1.4km to the west of both Epping and Eastwood Railway Stations.

With the intent of creating a new residential development on the site, a concept plan was submitted by Sydney Broadcast Property, and approved by the Minister for Planning in 2006.

Meriton is seeking to make a number of changes to the approved concept plan to ensure that the mix of one, two and three bedroom apartments reflects the changing demography and living arrangements within the community.

Proposed amendments to the concept plan include:

- Alteration of the apartment layouts to change the mix of one, two and three bedroom apartments to include predominately two bedroom apartments
- An increase in the number of dwellings from 650 to 800 with no change to the permitted building heights or gross floor area
- The proposal would retain the envisaged Child Care Centre and a small neighbourhood convenience shop is proposed
- An increase to 1,386 car spaces to ensure that all resident parking is accommodated on site
- An additional 1600m² of common open space for new residents.

Meriton is currently preparing an application to be lodged with the Department of Planning to amend the approved concept plan. In preparation, Meriton engaged independent consultation specialists, Elton Consulting, to facilitate a period of consultation with the community. The concept plan modification amendment is intended to take into account issues arising from this consultation.

This report outlines consultation activities and feedback received during these consultations, which took place in August 2010.

1.2 Consultation Overview

The purpose of the consultation program was to inform community stakeholders about proposed amendments to the approved concept plan for the Mobbs Lane Epping residential development, seek feedback on the proposed changes and identify issues prior to finalising concept plan amendments.

Accordingly, the key objectives of this consultation were to:

- Create community awareness of the proposed concept plan amendment
- Provide accurate and relevant information about the proposed concept plan amendments to local residents and key community organisations
- Provide a feedback form for stakeholders to comment on the proposed concept plan amendments prior to finalisation of the concept plan modification amendment
- Assist the project team to better understand the local context
- Provide the project team with the opportunity to incorporate stakeholder feedback into the planning and development process.

It is important to note that the feedback contained in this report:

- Cannot be construed as being statistically representative of opinion within the local community
- Was gathered as part of a voluntary period of consultation with the community, not as part of a statutory planning process

2 Summary of consultation activities

Two main consultation activities were undertaken during July and August 2010 to provide the local community with information on Meriton's proposed concept plan amendments and give stakeholders an opportunity to provide feedback.

2.1 Consultation activities

An outline of consultation activities is included below:

- Community newsletter distributed to approximately 3,500 local businesses and residents adjacent to the Mobbs Lane site in late July 2010
- Project website and online feedback form launched 25 July, 2010

2.2 Stakeholder participation and feedback statistics

Feedback was received from a total of 44 unique stakeholders, which can be broken down as follows:

- Online feedback form – 42

3 Online consultation

- Peak usage was following the distribution of the newsletter

Meriton launched a website (www.meritonmobbslane.com.au) on 1 August, 2010 to provide the community with clear, accurate information about the Mobbs Lane project and provide an additional opportunity for the community to provide feedback on the proposed concept plan amendments.

The website included:

- Project overview
- Information of the proposed amendments to the existing Concept Plan
- Information about the site
- Project news
- A downloadable copy of the Project Newsletter
- A site photograph
- Details on the planning process
- A 'Have Your Say' online feedback form

3.1 Website hits

The graph overleaf displays Mobbs Lane website usage data in the period 1 August to 31 August. The detailed data can be broken down further, as follows:

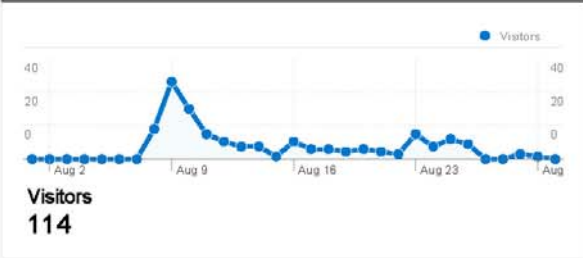
- There 114 unique visitors to the website who visited the site 177 times
- 1,031 pages were view with the most popular page being the online feedback form
- The average number of page visits per user was 5.82 pages which means that most visitors view pages more than one
- The 19.77% bounce rate reflects that a relatively low number of users looked at the home page and left. Rather, the majority of users who went to the site stayed and viewed multiple pages
- On average users spent approximately 7 minutes on the site



Site Usage



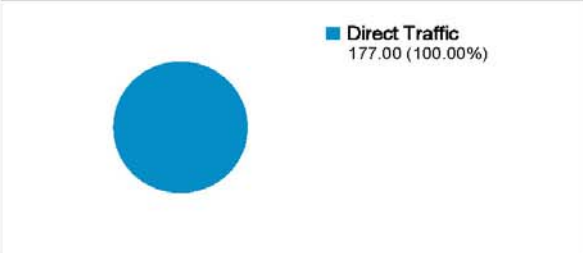
Visitors Overview



Map Overlay



Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/feedback.php	259	25.12%
/	165	16.00%
/po.php	142	13.77%
/pa.php	136	13.19%
/site.php	130	12.61%

Figure 1 Website traffic history by date since launch on 1 August 2010

4 Analysis of survey data

A total of 42 survey forms were received from online feedback.

4.1 Summary of key issues raised in structured feedback

A summary of the key areas of interest reflected in the survey data is outlined below:

- **Traffic and parking management**
 - Concerns about increasing traffic congestion and site access issues, adequacy of parking to accommodate greater numbers at the site and key transport hubs, and the need for improved roads and traffic controls were frequently expressed by local residents.
- **Infrastructure and public amenity**
 - Many respondents indicated that an increase in the level of infrastructure and public amenity would be necessary both at the site and in the surrounding areas of Epping, Eastwood and Ryde.
- **Density and design impacts**
 - The proposed increased dwelling numbers and new unit mix, in conjunction with other developments in the area, raised concerns about overcrowding, adverse visual impacts, and changes to the demography and character of the area.
- **Environment and water quality**
 - The environment and water quality is important to locals. Land clearing and loss of open/green space and construction impacts on local catchment was a concern.

4.2 Survey responses

The following section outlines the key questions raised and a summary of responses. These are categorised into key themes.

4.2.1 Question1: What are the three key issues that need to be considered in relation to the proposed concept plan amendments?

The majority of key issues identified by respondents were focused on:

Traffic and parking management

The vast majority of respondents cited traffic and parking as key issues to be considered in relation to the proposed development and concept plan amendments.

- Perceived increase in traffic and congestion on Mobbs Lane and surrounding Midson and Marsden Roads and flow on to Carlingford, Rutledge, Victoria and Marsden Roads (among others) and related pollution, noise and safety impacts
- Suggestion that existing traffic management devices not appropriate for perceived increase in traffic with a need for improved roads and additional traffic control/signals at access points and outside the site to mediate safety concerns
- Car parking capacity (including visitor parking) on and around the site and at Eastwood and Epping Train Stations and Eastwood and Carlingford shopping centres as a result of significant increase in population with this and other local developments was a recurrent theme

Infrastructure and public amenity

A need for improvements to current levels of infrastructure as well as new infrastructure to support any new development in the area was reported by respondents.

- Residents perceived an increased strain on infrastructure including “roads, schools, hospitals, public transport, sewage, electricity, shopping centres” as a result of the potential population increase, and cited a need for “better infrastructure to support the increased number of units”
- Access to additional bus and train services to cater for larger population was considered important by the community, especially given perceived current inadequacies of local bus services and strained parking at key hubs
- Availability of local school places with increased population was questioned

Density and design impacts

- The planned increase in dwellings from 650 to 800 was perceived by some as having an adverse impact on existing residents and leading to overcrowding and traffic, parking and infrastructure issues as mentioned above

- A move to predominantly two bedroom apartments, away from a mix of 1,2 and 3 bedrooms, was suggested by some as limiting housing diversity and potentially increasing resident numbers
- The approved six storey development was noted by some as not in keeping with the low rise nature and character of the community
- Some respondents thought the visual impact of the Meriton 'style' of construction and a high rise development on the 'peak of the hill' might be contrary to the existing character of the area

Environment

- Access to adequate green and open space was important to the community
- Perceived loss of green space and established trees on the current site was a concern to some residents
- Increased pollution and noise were also mentioned as a potential by-product of the increased density and population

4.2.2 Question 2: Do you have any information about the site and/or surrounding area relevant to the proposed concept plan amendments that you would like to share with the project team?

The predominant themes raised in question one were repeated in question two including traffic and parking management; infrastructure and public transport and the character and composition of the development. New issues raised included:

- A need to protect against potential construction impacts on the water quality of the Terry's Creek Catchment area citing damage from an unrelated development in the area
- Perceived cumulative impacts on residents from construction of this development and the nearby Brickworks development eg heavy vehicle access, cost of increased infrastructure, higher density.
- A new traffic report might be warranted taking into account the increase in dwellings and Eastwood Brick Pit development
- A perception that the demographic of the area may change as a result of predominantly two bedroom accommodation

4.2.3 Question 3: Do you have any further comments about the proposed concept plan amendments?

Whilst traffic, transport and infrastructure themes continued in this question the predominant responses were in relation to the proposed increase in dwellings from 650-800.

- Most comments were unfavourable to the increase in dwelling numbers concluding it might lead to increasing resident numbers, traffic, congestion and infrastructure and service demands that may not be sustainable or in keeping with the character and demographic of the area.

New issues raised included:

- Consideration for water and electricity upgrades as part of the redevelopment citing numerous water pipe incidences in the area
- Location of the child care centre on the site was possibly not clear
- A desire for further detail on the additional contributions specified by the Department of Planning
- Opposing views on the location and number of shops with one respondent concerned at noise and visual impacts of the convenience store location for existing residents and another suggesting additional shops required
- A perceived need for further consultation with Parramatta Council and residents on the planned concept plan amendments
- One specific request to reduce the approved height to two storeys and "provide a paved walking track around the perimeter of the site"
- Public spaces could be "equally accessible to the wider community and include a number of playgrounds"

4.2.4 Question 4: Which of the following best describes you?

The figure below indicates the breakdown of where survey respondents identified themselves as coming from in the local area:

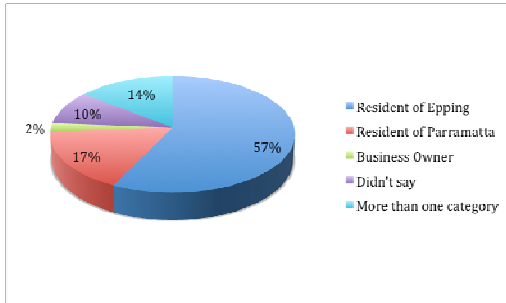


Figure 2: Which of the following best describes you?

More than half of the respondents identified themselves as a resident of Epping and a further 17% identified as a resident of Parramatta. Ten percent of respondents identified themselves as falling into multiple categories ie. resident and business owner or resident and member of a local group, or all categories.

4.2.5 Question 4: How did you hear about this website?

The figure below indicates the breakdown of where survey respondents heard about the website:

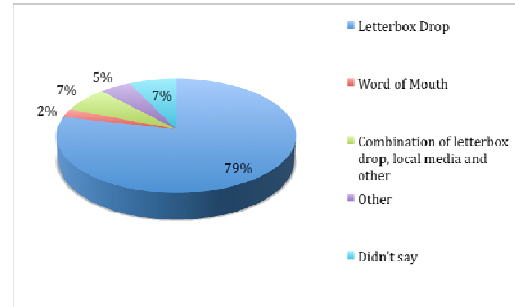


Figure 3: How did you hear about this website?

The majority of respondents said they became aware of the Mobbs Lane website via a letterbox drop (of the project Newsletter). A small proportion of respondents were alerted to the website via word of mouth or other non-specified means. Seven per cent of respondents indicated they became aware of the website via a combination of letterbox drop, local media and other unspecified means. A further 7% did not indicate how they found out about the website.

4.2.6 Question 5: Are you interested in receiving further information about this project in the future?

25 of the 42 respondents (59.5%) indicated they would like to receive further information about the Mobbs Lane, Epping project in the future.

Appendix A – Feedback form



Meriton Mobbs Lane Feedback Form

1. What are the three (3) key issues that need to be considered in relation to the proposed concept plan amendments?

2. Do you have any information about the site and/or the surrounding area relevant to the proposed concept plan amendments that you would like to share with the project team?

3. Do you have any other comments about the proposed concept plan amendments?

4. Which of the following best describes you?

- Resident of Epping
- Resident of the Parramatta LGA
- Business owner
- Representative of local group
- Other

5. How did you hear about this website?

- Letterbox Drop
- Word of Mouth
- Local Media
- Other

6. Are you interested in receiving further information about this project in the future?

Yes /No

7. If yes, please provide your preferred contact information:

Name:

Postal address:

Suburb / City:

State:.....

Postcode:

Email:

Thank you for taking the time to complete the feedback form.

The information you have provided will be treated as confidential. No individual will be identifiable in the consultation report.

Appendix B – Newsletter and catchment area



MERITON Mobbs Lane

NEWSLETTER 01 AUGUST 2010

Welcome

This newsletter is to update you on work being undertaken to create a new residential community on the former Channel 7 site at Mobbs Lane Epping.

As you may be aware, the Seven Network has recently relocated from the Mobbs Lane site to the Australian Technology Park in Redfern. The move follows a lengthy planning process undertaken by previous owners Sydney Broadcast Property to create a new residential development on the site. A concept plan for the site was approved by the Minister for Planning in 2006.

Property developer Meriton has recently purchased the site from Sydney Broadcast Property and is currently undertaking demolition works. Meriton is seeking to make a number of changes to the approved concept plan to ensure that the mix of one, two and three bedroom apartments reflects the changing demography and living arrangements within the community.



The approved concept plan

The concept plan approved by the Minister for Planning in August 2006 includes provision for:

- » Up to 650 one, two and three bedroom dwellings with parking
- » Buildings heights between 2 – 6 storeys high (maximum)
- » 3.1 acres of publicly accessible open space.

Proposed amendments to the concept plan

Proposed amendments to the concept plan include:

- » Alteration of the apartment layouts to change the mix of one, two and three bedroom apartments to include predominately two bedroom apartments

- » The new unit mix will increase the number of dwellings from 650 to 800 with no change to the permitted building heights or gross floor area
- » Inclusion of a neighbourhood shop
- » Additional car parking to contain car parking on site
- » An additional 1,600m² of common open space for new residents.

Importantly, proposed amendments to the concept plan will see:

- » No changes to the approved built form (no changes to building heights and gross floor space)
- » The 3.1 hectares of publicly accessible open space retained
- » The child care centre retained
- » Additional contributions towards community and cultural facilities, traffic and transport and open space in accordance with the development contributions framework established for the site by the Department of Planning.

Where are we now?

Meriton is currently preparing an application to be lodged with the Department of Planning to amend the approved concept plan.

The diagram below outlines where we are in the planning processes and the next steps in the project.

Meriton **submits outline of section 75W modification proposal** to Dept of Planning (DoP).

DoP advises Meriton of the Environmental Assessment requirements in their letter of 29 June 2010.

Meriton appoints specialist consultants to **undertake technical investigations and prepare a draft concept plan amendment.**

Meriton **engages with local community and stakeholders** to identify issues.

WE ARE HERE

Meriton **finalises the concept plan modification amendment**, taking into account issues raised.

Meriton lodges a Section 75W modification application with DoP and it is placed on formal public exhibition.

DoP forwards **issues raised during public exhibition to Meriton for consideration.** Meriton amends plans where necessary and lodges with DoP.

After assessing the application, DoP makes a **recommendation to the Minister for Planning** as to whether the proposal proceeds, and if so, what conditions should be associated with the determination.

The Minister for Planning **decides whether to approve** the project.

Have your say

Thank you for taking the time to read this newsletter.

Prior to finalising the proposed concept plan amendments, Meriton are seeking feedback from the local community on their work.

A website has been set up at www.meritonmobbslane.com.au to provide information on the project.

An online feedback form is also available on the website until 27 August 2010 for the community to provide comment. Feedback received from the website will form the basis of a report to be submitted to the Department of Planning.

We thank you for your interest and encourage you to have your say.

Contact Us

Thank you for your interest in this project.

For more information on the project, please visit: www.meritonmobbslane.com.au

For specific project questions or to register your interest, please contact the Meriton Mobbs Lane team at consulting@elton.com.au

