

Client

AMP Capital Investors

Project

Addendum to the Marrickville Metro
revitalisation project outcomes report

Date

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1 Introduction

1.1 Background

AMP Capital Investors is proposing a \$150 million redevelopment of the Marrickville Metro shopping centre, to provide a greater range of shops, services and community facilities for the local area.

In January 2010, the Minister for Planning declared the proposal a major project under Part 3A of the Environmental Planning and Assessment Act 1979 (NSW).

In April 2010, AMP Capital Investors commenced a voluntary and beyond compliance community consultation process, which included community information and feedback sessions, a community door-knock and survey, project website and newsletters to local residents. A consultation outcomes report was lodged with the NSW Department of Planning in July 2010 as part of AMP Capital's Environmental Assessment (EA).

The NSW Department of Planning placed AMP Capital's plans on formal public exhibition between 28 July and 10 September 2010.

Following exhibition, AMP Capital again carried out voluntary and beyond compliance consultations with the community. This included one-on-one meetings with local residents and other key stakeholders. In addition, during the formal exhibition period, AMP Capital staffed a display at the centre and held a further community information session.

AMP Capital Investors has now revised its plans in response to community consultation and submissions made during the formal public exhibition period.

This report details consultation activities and feedback received during community consultation carried out in the period from August to November 2010.

1.2 Guiding principles

The following leading practice principles for community engagement have guided consultation for the project:

- Independent, non-political forum where the community can have a say
- Enhance the understanding of all people and groups involved
- As inclusive as possible, in order to ensure they are not subject to manipulation or domination by particular interests
- Participants are made aware of what they can and cannot influence
- Information provided to adequately inform participants' inputs
- Adequate time, staff and funds will be made available to support the participation process
- Thorough and transparent review of the consultation process will occur at critical points throughout the engagement and at its conclusion.

1.3 Objectives

The purpose of the independent community engagement was to:

- Actively seek out and listen to local community views regarding the redevelopment, specifically:
 - Current issues or areas for improvement at Marrickville Metro
 - What they would like to see included in an upgrade
 - Layout and appearance from the street
 - Options for open areas
 - Options for community facilities.
- Establish constructive relationships with community leaders and stakeholder groups which are important to the planning process
- Deliver community benefits as part of the proposal.

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 both a voluntary period of consultation with the community and the statutory planning process
- Represents comments on the Concept Plan, Project Application and Environmental Assessment prepared by AMP Capital Investors.

2 Summary of consultation activities

2.1 Consultation overview

AMP Capital Investors engaged Elton Consulting to conduct a voluntary and beyond compliance consultation process for the upgrade of Marrickville Metro. The consultation process has been carried out in two phases:

1. Pre-lodgement of initial Environmental Assessment (EA)

Consultation activities in this phase are documented in the outcomes report dated 26 May 2010, which was lodged with the NSW Department of Planning as part of AMP Capital's EA submission.

In summary, the consultation activities led by Elton Consulting on behalf of AMP Capital were:

- Project website, 'Talk Marrickville Metro', launched 7 April 2010 and updated on 4 May and 17 May 2010
- Community door-knock with survey, conducted Monday 29 March (5.30-7.30pm), Wednesday 31 March (5.30-7.30pm) and Saturday 10 April (10.30am-3.00pm)
- Newsletter 1 (distributed 3,000 approx), distributed 10 and 11 April 2010 and uploaded to website 7 April 2010
- Newsletter 2 (distributed 3,000 approx), distributed 4 and 6 May 2010 and uploaded to website 4 May 2010
- Community information and feedback session, held Saturday 15 May, 10am - 2pm, attended by approximately 219 people
- Anecdotal feedback provided to Elton Consulting staff and the project team over the phone, email or face-to-face, throughout consultation period
- Meeting with Marrickville Council officers to present consultation process and outcomes, on 24 May 2010
- Meeting with Victoria Road residents on 13 July 2010.

The issues identified during this phase of consultation included:

- Availability and design of car parking
- Traffic impacts of the redevelopment
- Size, bulk and scale of the proposed expansion
- Proposed location of loading dock on Murray Street
- Public transport access around the centre
- Current upkeep and maintenance of centre

- Improvements to appearance of Marrickville Metro
- Variety and quality of shops available
- Need to protect the local economy
- Improvements to layout of the Metro
- Security and safety around the centre
- Noise impacts
- Availability of services
- Any expansion needs to be in-keeping with the local area
- Protection of heritage.

2. Pre-lodgement of revised Preferred Project Report

The second phase of voluntary, beyond compliance consultation took place before the lodgement of the revised Preferred Project Report.

Consultation activities included a second community information session held at the centre on 14 August 2010, which provided an update on the plans. However, the ability to conduct a documented feedback process at the session was affected by a demonstration against the proposal by a vocal resident group called 'Metro Watch'.

Additional door-knocking of neighbours close to the centre was carried out on Victoria Road, Bourne Street and Juliet Street on 31 July 2010.

AMP Capital also conducted one-on-one meetings with residents and a community group (see appendix 6.1). A summary of these meetings is set out below:

- **25 October 2010:** This meeting was attended by residents of Murray Street, May Street and Edgeware Road, Vanessa Walker from AMP Capital Investors and Trish Oakley from Elton Consulting. Vanessa Walker presented the revised plans which showed a 22 per cent reduction in the development floor space and a changed location for the loading dock. The residents said the revised plans were much better in terms of bulk and scale, the location of the loading dock and general amenity.
- **8 November 2010:** This meeting was attended by residents of Murray Street, May Street and Edgeware Road, Vanessa Walker from AMP Capital, Bruce Masson from Halcrow (traffic engineers) and Trish Oakley from Elton Consulting. The major issues discussed were traffic impacts, particularly along Edgeware Road and Victoria Road, the consultation process and proposed trading hours at the new centre. AMP Capital said they would like to sit down with residents to discuss a management plan in the future.
- **30 November 2010:** This meeting was attended by a resident of Victoria Road, Vanessa Walker from AMP Capital and Trish Oakley from Elton Consulting. Vanessa Walker presented the revised plans which showed a reduction in the development's bulk and scale and the relocation of the loading dock. The resident said trolley collection, traffic and anti-social behaviour around the centre were issues. AMP Capital committed to responding to these issues.

In summary, from August to November 2010, AMP Capital, led by Elton Consulting, continued to conduct extensive community consultation, which involved:

- Directly contacting more than 3,000 residents via letter box drops
- Establishing and maintaining a website for the proposal (www.talkmarrickvillemetro.com.au) – which has received 3,009 unique visits, between 1 August 2010 and 30 November 2010
- Letter box drop on 3 and 4 April; 4 and 6 May; 31 July and 9 September 2010 – more than 3,000 homes included in distribution
- Door knocking 500 houses and speaking with 200 people
- Development plans exhibited in the centre and display staffed for two hours on August 3, 10, 17 and 24
- Community information session for three hours on 14 August – attended by approximately 140 people
- Posters currently displayed in the centre since October 2010
- Fact sheets available at various locations in the centre since October 2010
- Responded to community enquiries via dedicated points of contact via phone and email – 33 people between 1 June 2010 and 30 November 2010 (50 from commencement of entire consultation process).
- One-on-one meetings with local residents and community stakeholders:
 - Local residents meetings were held 13 July, 25 October and 8 November 2010
 - Newtown Neighbourhood Centre Inc and South Sydney Community Transport, meetings held in August and on 19 October 2010.

3 Project status update

3.1 Planning process update

As mentioned previously, the original Environmental Assessment (EA) was lodged in July 2010 and publicly exhibited from 28 July to 10 September 2010. A total of 576 submissions were made to the NSW Department of Planning during the formal public exhibition period. In accordance with the Part 3A process, AMP Capital Investors has extensively reviewed all submissions from the public and key agencies. AMP Capital has responded to these submissions and the community consultation process with significant amendments to its original plans, set out in its Preferred Project Report (PPR).

3.2 Summary of public submissions

A total of 576 public submissions were received in relation to the Concept Plan, 549 submissions raised objection to the proposed development and 27 submissions raised support for the development. A petition opposing the proposed development was also submitted with a total of 4830 signatures. Issues raised by the community included:

- Size and scale of the development
- Overshadowing and privacy impacts on adjacent residents
- Existing upkeep of the centre and management of litter and trolleys
- Sale of Smidmore Street
- Traffic increases on local roads not adequately managed
- Revitalisation is needed, not expansion
- Inadequate car parking provided in plans
- Removal of established trees around the site will affect habitats and street appearance
- Community consultation inadequate in terms of information quality and timing
- Economic impact on local strips and local jobs
- Lack of public transport and infrastructure to support the development
- Local heritage impacts
- No need for additional community facilities
- Consistency with Planning Controls
- Construction impacts.

3.3 Summary of new plans

In response to the community consultation process and the public exhibition, AMP Capital has significantly amended its original plans in its Preferred Project Report (PPR). A summary of the key amendments is set out below:

- Twenty-two per cent reduction in floor space, from 21,470m² to 16,767m²
- Smidmore Street will remain a public road open to vehicle traffic, with all proposed development within the Smidmore Road reserve deleted

- Changes to the design of buildings facing Smidmore Street, to provide active, vibrant shops and pedestrian access between the two buildings
- A public domain concept vision for Smidmore Street, subject to Council's agreement
- Significant reduction in the new building's scale above the existing shopping centre, including removing the spiral ramp near the corner of Victoria Road and Murray Street
- Reduced car parking spaces from 715 to 528
- Relocating the new loading dock on Murray Street further south and away from residents.

4 Outcomes summary

AMP Capital engaged Elton Consulting to conduct a voluntary, pre-lodgement and beyond compliance community consultation process on the redevelopment of Marrickville Metro. AMP Capital has responded to the majority of the issues raised by the community.

In its revised Preferred Project Report, AMP Capital's revised plans for Marrickville Metro are substantial and have been developed in response to community consultation and submissions made during the public exhibition process.

The 22 per cent reduction of floor space will significantly improve the visual impact of the centre, particularly for residents of Murray Street. The reduction in bulk and scale also means a similar improvement to residents' privacy, noise and other amenity issues.

At a meeting with Murray Street residents on 25 October 2010, it was clearly stated that the new plans were "much better" insofar as they improved visual amenity and other issues.

The revised plans also propose to place the Murray Street loading dock further away from residents. This aspect of the revised plans was similarly welcomed by local residents.

The revised plans reduce traffic, commensurate to the centre's reduced bulk and scale. As there will be less activity occurring in and around the centre, there will be less traffic. Despite this, local residents have continued to say that any increase in traffic would create an issue for the neighbourhood.

Since the development of the plans, Marrickville Metro Centre Management has introduced a new trolley retrieval system and a new litter management plan. Both initiatives have been welcomed by neighbours. It has been expressed, however, that the trolley management system has increased noise.

AMP Capital is now developing a new community relations policy for the centre itself, to improve its relationship with neighbours. This policy will be developed in consultation with neighbours.

The revised plans also respond to community issues by:

- Locating the community bus stop halfway down Smidmore Street, 10 metres back from the crossing and away from the public buses on Edinburgh Road
- Maintaining all mature lemon scented gum trees around the centre
- Removing the spiral ramp near the corner of Victoria Road and Murray Street to improve the look of the redeveloped centre.

During the consultation process, the redevelopment of Marrickville Metro attracted media attention, particularly focussed on economic impacts. It is likely there will continue to be debate on the redevelopment, notwithstanding AMP Capital's substantial amendments to plans in response to community issues.

5 Next steps

This addendum to the Marrickville Metro revitalisation project consultation outcomes report will be lodged with the NSW Department of Planning in December 2010 as part of the revised Concept Plan, Project Application and Environmental Assessment (EA).

The Department of Planning will then assess the documents to determine whether all issues raised in the submissions have been addressed.

The Department will then advertise and exhibit the revised plans, also notifying relevant public authorities, local Councils and residents. The community will have further opportunities to provide feedback on the planning proposal during this period.

AMP Capital will be required to respond to any issues raised in submissions to the Department of Planning.

6 Appendices

6.1 Meeting notes

Meeting 1: Meeting with Victoria Road residents, 13 July 2010

Attendees:

- Anna Keohan, Victoria Road resident
- Prashant Jain, Victoria Road resident
- Vanessa Walker, AMP Capital Investors
- Stephen Rowe, AMP Capital Investors
- Trish Oakley, Elton Consulting.

The meeting took place at Centre Management at Marrickville Metro, commencing at about 5.45pm and concluding about 7.15pm on Tuesday July 13, 2010.

Issues raised and AMP Capital's responses

Issue	Response
Consultation has been inadequate. No-one in the local area has received any notification or information	<p>The consultation has gone beyond compliance and has included:</p> <ul style="list-style-type: none">• A website• Newsletters• Door knocking• Information session. <p>There will be another round of consultation, including:</p> <ul style="list-style-type: none">• More newsletters• More doorknocking• Another information session• Updated website information.
<p>A number of issues were raised about the operations of the existing centre with the claim that these would be exacerbated following the expansion.</p> <p>These included trolleys being abandoned in the street and the noise from trolley collection. Trolleys should be prevented from leaving the Centre. Three years ago, MM agreed to put on a staff member to police trolley returns but nothing happened. There should be coin operated trolleys.</p>	<p>Since the community consultation revealed the extent of concern in the community regarding trolley collection, MM has significantly stepped up trolley collections, introducing a new system of trolley management. Customers are provided with an incentive to report trolleys on the street.</p> <p>AMP agreed to look into the issue of noise from trolley collection.</p>
Litter in streets around the centre	AMP has introduced a new litter management system. The schedule of cleaning in surrounding streets has increased significantly.
Inappropriate timing of deliveries. Deliveries occurring late at night. Issues raised with MM	MM has a clear requirement that deliveries occur between 7am and 10pm. We need to

regularly over the years. Some examples given but also recognition that some of these examples have been resolved. For example, the newsagent was bad but this has been resolved. McDonalds put large pallets on the road. Chubb delivers well before 7am. Security trucks leave their engines running. Some deliveries through the day are very noisy, such as the cigarette shop.	investigate because out of hour deliveries should not be happening. We need to mitigate impacts. We will have discussions with tenants. AMP clarified with Anne and Prashant that 7am was a reasonable time to start deliveries.
Traffic: shoppers park in residential streets and block our driveway.	Council has a role to play in the enforcement of this issue.
Noise: a few weeks ago steam cleaning went all day. Maintenance and repair of shops: a lot of banging and clanging at night. Tradesmen access MM from Victoria. There should be a clear message that works do not occur at night. Barking dogs from dog area. Noisy air-conditioning unit – we can hear it in our bedroom at night.	We will look at putting operating procedures in place with the Centre Management and the tenants that continue in a sustainable way.
Issues from the development proposal include the Plaza Area, which will encourage congregation, noise and congestion.	The Plaza area will be a great opportunity for the entire community; it is the most used entry and will be upgraded to integrate the heritage site and provide dining/coffee shop opportunities.
Frontage of Victoria: concerned that it will be opened up with more shops, creating more activity and noise. The current 'unobtrusive' character is ok. The thought of it being opened up is not appealing.	Our plans are still in the development stage and we have not finalised what we are doing on the Victoria frontage. We would not open it all up and put shops there. We do not intend to pull down the wall – we cannot because it is heritage listed. We may utilise the area on the corner of Victoria and Murray.
Anti-social element: concerned about more people congregating around the centre. Concerned about long trading hours, such as K-Mart which is opening up until midnight. The development will make this issue worse. Trading hours should be reduced.	AMP will monitor anti-social behaviour.
Trees. What will happen to the trees on Victoria?	AMP will retain all trees on Victoria. We propose to put additional trees on Victoria. There will be some loss of trees on Murray but there will be a staged replacement of these trees.
Visual amenity: what about our skyline?	You will see some of the new development but we have set back the height significantly and most of the height is going on the other side of MM.
Traffic. Surrounding streets are already congested. Alice Street was raised.	The development will not substantially increase car trips. We have conducted a significant traffic management study. Shoppers who come by car will not necessarily increase their car trips. They are likely to do more shopping when they come here but not necessarily come more frequently. The experts have determined that

	the local roads can cope with the increased traffic. We will raise Alice Street with the traffic engineer.
Loss of character	We understand the importance of character to the Inner West and particularly the area around MM. We believe our design is sensitive to the character of the area. We believe we have incorporated key elements of the unique character of the area into our design, such as the industrial feel of the development.
Concluding comments: <ul style="list-style-type: none"> - Adverse impact on property values - There is a groundswell of community opposition - A community action group has been formed. 	Noted.

Meeting 2: Community transport organisations, August 2010

Attendees

- Jane Rogers, Manager, South Sydney Community Transport
- Kerry Muldoon, Newtown Neighbourhood Centre
- Vanessa Walker, Development Manager, AMP Capital Investors
- Trish Oakley, Elton Consulting.

Background

Community transport organisations bring a range of clients, including Department of Housing tenants and aged pensioners, to and from Marrickville Metro for shopping and recreation. Currently, one bus stop is provided at the centre to facilitate this service.

Issues raised and AMP Capital's response

Issue	Response
Retain community bus stop in the new development plans	AMP Capital understands the importance of the service to the community and will immediately review the provision of dedicated stops for the service.
Public bus stop needs to be separate from community bus stop	Plans are to relocate the public buses to Edinburgh Road.
General access to and from the centre needs to be improved	<ul style="list-style-type: none"> • The master plan aims to consolidate loading docks and improve the centre's layout • There will be two sets of customer lifts included in the proposal • A new entry will be created on Edinburgh Road • All existing entries to and from the centre will be upgraded as part of the development.

Meeting 3: Community transport organisations, 19 October 2010

Attendees

- Jane Rogers, Manager, South Sydney Community Transport

- Kerry Muldoon, Newtown Neighbourhood Centre
- Vanessa Walker, Development Manager, AMP Capital Investors
- Nicole Eastaway, Elton Consulting.

Opening comments

- Vanessa Walker provided a project overview, including a summary of the revised plans
- Hundreds of submissions made to the Department of Planning during the public exhibition period
- We are in the process of responding to these submissions and revising our plans, to respond to genuine issues.

Issues raised and AMP Capital's response

Issue	Response
Plans for Smidmore Street	<ul style="list-style-type: none"> • Council doesn't want to sell Smidmore – we submitted an alternative scheme to the Department of Planning and have now reverted to that • We plan to relocate the community buses to Smidmore Street • Under the alternative scheme, the bus stop would be located halfway down Smidmore Street – 10 metres back from the crossing, between the open area and the entry • There would be a place for a layover, and then a stop closer to the centre itself • These plans have been approved by the traffic engineer, but they are not frozen • One layover and a stop proposed on Smidmore Street.
Location of public buses	<p>We would still relocate the public buses to Edinburgh Road.</p> <p>"It is fabulous to be separated from the STA buses. There is currently no room for other buses to stop"</p>
Public transport routes to and from the centre	Public transport routes won't change.
Community bus stop access and signage	<p>It will be a two-way street. When they get off the bus, they will have access to the food precinct, Coles or they can cross the street. It will be a really wide crossing with a ramp. We need to create all the signs of a shared zone, for example, a canopy. Community bus stop signage goes through the Department of Planning to Council and is then installed on the street.</p> <p>"It is close to the food, has a good level crossing and is close to the entry – that is what I like about it"</p> <p>"It is 100 per cent better than when we last came to see you. We are happy in principle with that location."</p>
Location of taxi rank	There will be a taxi rank in the Smidmore Street area – we are just waiting on the traffic engineer to finalise this.

Provision of undercover seating around the community bus stop	Accessible area into the centre, cafes are proposed along there and maybe some street furniture. We will look at undercover options.
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Meeting 4: Murray Street/Edgeware Road residents meeting, 25 October 2010

Attendees

- Stella Coe, resident
- Stephen Middleton, resident
- Sally Browne, resident
- Nigel Richards, resident
- Anna Keohan, resident
- Prashant Jain, resident
- Vanessa Walker, Development Manager, AMP Capital Investors
- Trish Oakley, Elton Consulting.

Opening comments

Vanessa Walker opened the meeting by making the following key points:

- Revised plans are not yet finalised
- They reduce bulk of the redevelopment near residents by around 20 per cent
- Reduce floor space, which will have a flow on economic effect
- The third ramp will be removed
- We will set back the building to where the industrial section starts
- The loading dock will be moved further away from residents.

Issues and response

Issue	Response
Existing car park ramp and car spaces	The existing car park ramp will be retained. There will be around 1,600 spaces provided in total.
Height of the centre under revised plans and visual impacts from homes	Near Murray Street/Victoria Road corner, the centre it will be as high as the existing car park. There will be no extra height.
Setbacks from Bourne Street	Revised plans keep the set back as it is – as we felt Murray St was the real issue in this regard
Loading dock location, noise impacts and after-hours deliveries	The loading dock will be moved to be opposite industrial area. We are putting together a new management plan. We could make it an agreement with residents. The loading dock was badly designed – the new one will be a lot better.
Protection of fig tree on the corner	We have listened and heard that the community does not want activation – people want the wall and trees to be retained.
Signage around the centre and light spill	The Department of Planning has asked us to further investigate lighting. We will maintain signage on Victoria Street.
Public art opportunities should be provided to showcase the history of the centre	We are thinking about a gallery, for example community art works in the arches

Level of detail provided in revised plans	The same level of detail will be provided; construction program will be the next stage as the construction certificate will go through Council
Economic impacts	We are responding to all issues raised by the Department of Planning.
Overall the revised plans are much better in terms of massing, the loading dock, heritage protection and personal amenity for residents	Will keep you informed when the revised plans are publicly available.

Meeting 5: 12 Murray Street meeting, November 8 2010

Attendees

- Stella Coe, resident
- Stephen Middleton, resident
- Sally Browne, resident
- Anna Keohan, resident
- Prashant Jain, resident
- Vanessa Walker, Development Manager, AMP Capital Investors
- Bruce Masson, Halcrow, traffic engineers
- Trish Oakley, Elton Consulting.

Opening comments

- Trish Oakley introduced the meeting
- Vanessa Walker summarised the changes to the plan

Traffic study overview

Bruce Masson presented the traffic study, and made the following main points:

- Looked at effect of changes and all the community submissions
- Heard concerns about loss of car parking around intersections
- The increase in car parking is 45 per cent, not 56 per cent
- Removal of bridge over Smidmore Street to create two self-contained car parks
- Exit on Edinburgh Road will be close to traffic lights
- New roundabout installed
- The new plans will reduce the increase in traffic on Edgeware Road
- Most of the traffic increase will come from the development in Alice Street
- Had a look at reduction in car parking, we decided to extend the restriction of space to 6pm (half an hour longer)
- May Street – will leave spaces on northern side and leave spaces in front of houses.
Change phasing of intersection to make it safer.

Issues raised and responses from AMP Capital

Issue	Response
Bridge Road traffic plans	None, on Bedwin Street we are changing the lane configuration
Traffic on Victoria and Edgeware Road: <ul style="list-style-type: none"> • May get worse • Car accidents as a result of current congestion • Inability to get in and out of driveway and Victoria Road • Cannot turn right because there is so much 	<ul style="list-style-type: none"> • There are no guarantees, but usually studies turn out as predicted. • People are likely to avoid Edgeware. People try to maximise convenience and usually the traffic reaches an equilibrium • 56 per cent additional visits does not mean 56 per cent additional cars in the local area.

<p>traffic</p> <ul style="list-style-type: none"> • Would like to analyse the traffic report. 	
Types of shops, including bars, to be included	It is too early in the plans to determine the exact type of shops. We will survey customers to find out what they want.
Trading hours around the edges	Depends on detailed planning. Planning authorities like evening activities as a means of passive surveillance.
Number of shops	The shopping area has been reduced by 22 per cent.
Inadequate consultation – we would want to see everything in writing to the community. Letter boxing has been inadequate.	Would like to sit down with you to talk through a management plan; will keep you informed.

Meeting 6: Victoria Road resident meeting, 30 November 2010

Attendees

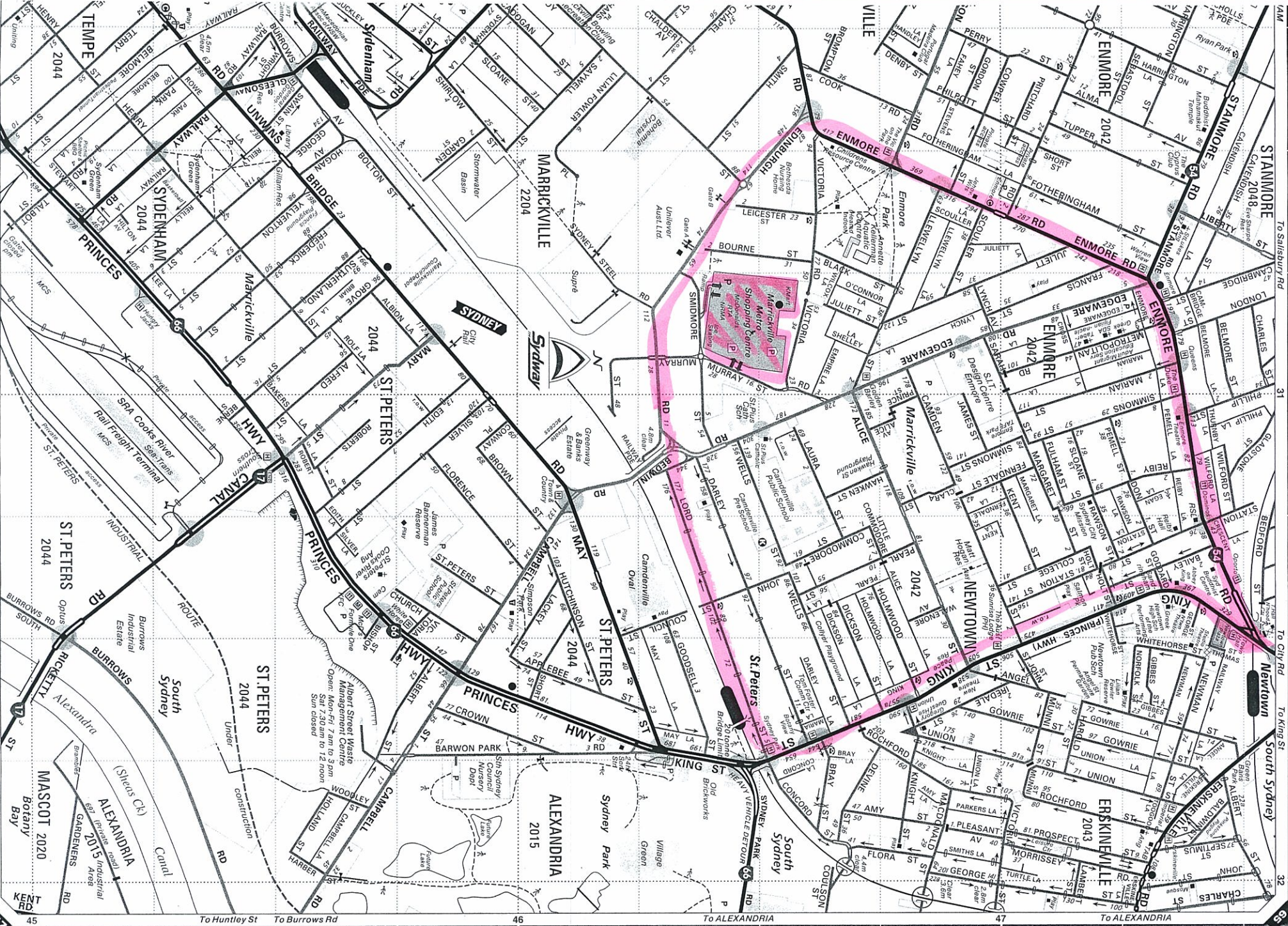
- Charlotte Wood, resident
- Vanessa Walker, Development Manager, AMP Capital Investors (VW)
- Trish Oakley, Elton Consulting.

Issues raised and responses from AMP Capital

Issue	Response
Bulk and scale of the development	The bulk and scale at Murray Street end of the development has been reduced significantly.
Trolley collection is still a concern	New trolley management plan has been implemented, with an additional trolley collector to service the areas where trolleys are left most regularly.
Traffic congestion, particularly on Victoria Road	Development will not substantially increase car trips. We have conducted a significant traffic management study. Shoppers who come by car will not necessarily increase their car trips. They are likely to do more shopping when they come here but not necessarily come more frequently. The experts have determined that the local roads can cope with the increased traffic.
Noise	<p>The loading dock will be moved to be opposite industrial area.</p> <p>We are putting together a new management plan. We could make it an agreement with residents.</p> <p>The loading dock was badly designed – the new one will be a lot better.</p>
Anti-social behaviour around the centre	Marrickville Metro takes security very seriously, with 24-hour security introduced four years ago. The centre is currently considering some additional measures including CCTV cameras around the bike racks at the front of the centre.

6.2 Letter-box catchment area

K L M N P Q R
64 JOINS
65



18 19 20
17 16 15 14 13 12 11
75
To Huntley St To Burrows Rd
To ALEXANDRIA
To ALEXANDRIA
To ALEXANDRIA
To ALEXANDRIA
To ALEXANDRIA
To ALEXANDRIA
To ALEXANDRIA

6.3 Community newsletter 3



August 2010

Dear Resident,

Welcome to the third community newsletter on the Marrickville Metro revitalisation project.

After consulting with the community over the past three months, we have now formally lodged plans for the Marrickville Metro upgrade with the NSW Department of Planning.

Thank you to all who shared their ideas and issues with us at our community information session, doorknock, over the phone or via email. Your feedback has directly informed – and helped us to improve – plans for the Marrickville Metro upgrade.

The NSW Department of Planning will place the plans on public exhibition from Wednesday 28 July until Friday 27 August. We encourage you to come along to our consultation events during this period and to make a formal submission to the NSW Department of Planning about the proposal.

Over the next month, our plans will be on display in the centre near Kmart for you to view. The display will be staffed by representatives of the project team between 5-7pm each Tuesday from the 3rd-24th August. We will also be holding a second community information session on Saturday 14 August – where you can talk one-on-one with the project team.

Thank you for your interest in the project. We look forward to continuing our conversation with you about the Marrickville Metro revitalisation project during the exhibition period.

Yours sincerely

Centre Management

Marrickville Metro Shopping Centre
AMP Capital
Shopping Centres

Community Information Session

You are invited to participate in a Community Information Session, on **Saturday 14 August**.

At this session you will have the opportunity to speak one-on-one with the project team and to view plans formally submitted to the NSW Department of Planning for the upgrade.

LOCATION:

Marrickville Metro – outside Kmart

TIME:

Any time between 11am and 2pm.

Plans on display

New plans will be on display in the centre near Kmart during the exhibition period.

This display will be staffed by project team representatives between 5-7pm each Tuesday from 3rd-24th August.

Indicative artist's rendering of plaza from Smidmore Street



Upgrade Plans on Public Exhibition

You can view plans for the Marrickville Metro upgrade at:

- » The NSW Department of Planning's Major Project Assessment website, majorprojects.planning.nsw.gov.au and 23-33 Bridge Street, Sydney
- » Marrickville Library, corner Marrickville and Petersham Roads, Marrickville
- » Marrickville Council, 2-14 Fisher Street, Petersham
- » Marrickville Metro Centre Management, where a copy will be available for viewing throughout the exhibition period

What we heard and how we responded

We have heard a range of issues and ideas from the local community over the past few months, at our community information session, doorknock, via email and over the phone. A sample of the community's feedback – and how we have responded in our plans – is set out below.

What we heard	How we responded
More car parking is needed, including additional undercover and disabled car spaces. Community members also said car park design needed improvement.	<ul style="list-style-type: none"> » An additional 715 car parking spaces, with at least half undercover » A minimum of 36 disabled car spaces and a disabled taxi space » A system that indicates how many cars are free on each level, making it easier for people to locate a car space.
Effective traffic management will be needed during construction, once the expansion is complete and to address existing traffic flow issues.	<ul style="list-style-type: none"> » An independent traffic management plan » Rationalising three loading docks on Murray Street into one dock – to improve traffic flow » A new pedestrian entry on Smidmore Street and Edinburgh Road and a new car park entry from Edinburgh Road to improve accessibility.
Better public transport , including a new bus shelter and terminal, and provision of more bike racks.	<ul style="list-style-type: none"> » Moving buses to Edinburgh Road and creating a new bus shelter to meet community demand » Additional, secure bike racks and showers available in the centre to encourage employees and customers to use sustainable transport.
The Metro should be 'greener' , through building design, recycling initiatives and water tanks.	<ul style="list-style-type: none"> » A target of 80% recycling during construction » Contribution to the Cooks River Project by filtering stormwater before returning it to the system » Two rainwater tanks which will collect and filter water for reuse within the centre » Education program on recycling, offered in different languages » Other initiatives including reducing water usage by a further 20%, reducing disposable coffee cups and providing environmental 'green' bags.
Improvements to the layout of the Metro are needed, such as a more user-friendly design, better pedestrian access and lifts.	<ul style="list-style-type: none"> » Rationalising the existing layout » Inclusion of two sets of customer lifts » New pedestrian entry on Edinburgh Road and upgrades to all existing entries.
Integrate the development with the character of the local area.	<ul style="list-style-type: none"> » Landscaping to improve the centre's surrounds and to highlight heritage features, such as the Mill House » Architectural features that celebrate the industrial history of the site and the surrounding area » Civic space, with information about local projects » Possible monthly, outdoor markets.
Protect the local economy , particularly small businesses along the local strips. Ensure the proposal boosts local employment.	<ul style="list-style-type: none"> » Around 600 construction jobs and 777 long-term retail jobs » An independent economic impact analysis has indicated a 3% impact on the strips – which will not affect their viability » The Metro will offer different types of shops and services to the strips – providing customers with desired diversity » Increased retail spending generally in Marrickville as a result of the upgrade.

Contact Us

For more information on the project, please visit:

www.talkmarrickvillemetro.com.au

For specific project questions, to register your interest, please contact the Marrickville Metro team at consulting@elton.com.au or (02) 9387 2600.

6.4 Letter to residents

7 September 2010

Dear Resident,

RE: MARRICKVILLE METRO UPGRADE – THE FACTS

We are writing to give you some fresh information about an issue we know is important to local residents – Marrickville Metro and its place in the community.

We have lodged plans with the NSW Department of Planning to expand Marrickville Metro. If approved, these plans would see the Metro expand up one level and into the industrial space between Smidmore Street and Edinburgh Road.

We strongly believe a great majority of people in the local area would like to see changes at Marrickville Metro – and in particular, changes to the look of the centre. After 25 years, the needs of the local community have changed. Our plans would provide a much-needed facelift to the building as well as its surrounds, through public space upgrades, a new outdoor plaza and more trees and plants.

In addition, our research in the local community over a number of years shows that people are leaving the area to do their shopping. About \$700 million in retail spending is leaving Marrickville every year because their retail and service needs are not being met locally. We believe it is in the interests of us all to encourage people to shop locally. Our plans would bring a much bigger range of shops to the Marrickville area – to better meet the needs of local shoppers, and in turn, keep more people spending locally.

We have and continue to listen to the community and respond to issues about the proposed expansion. We have carried out extensive community consultation, as requested by the Department of Planning and coordinated with Marrickville Council, which has involved:

- » Direct contact with 3000 residents
- » A letter box drop on 3 and 4 April, 4 and 6 May and 31 July 2010
- » An independent consulting group door knocked 500 houses and spoke with 200 people
- » Development plans were exhibited in the Centre and the display was staffed for two hours on August 3, 10, 17 and 24 and for three hours on 15 May and 14 August.

For your interest, we have provided some further facts about the proposed Marrickville Metro expansion below.

- » Community facilities are an important part of our plans, and could include a library, child care services and a performance space
- » **Upgraded local roads**, a new bus shelter on Edinburgh Road, better car parking spaces, improved pedestrian and bicycle paths and secure bicycle racks are part of the proposal
- » The upgrade is a \$165 million investment in the inner west's economy which will deliver **more than 700 long-term retail jobs**
- » Our plans include **traffic forecasts** and proposed road improvements, to mitigate any impacts on the local community as a result of the expansion. Importantly, independent traffic engineers have found much of the additional shopping at the Metro will be from existing shoppers and much of the increase in traffic will be vehicles already on the road currently travelling to other areas for their shopping needs
- » **Environmental initiatives** would be introduced, including two rainwater tanks to filter water for reuse within the centre, a stormwater filtration system that contributes to the Cooks River Project and an 80% recycling target during construction.

I encourage you to let the NSW Department of Planning know your thoughts on the proposed expansion of Marrickville Metro, by visiting <http://majorprojects.planning.nsw.gov.au> or calling 9228 6111. Please visit www.talkmarrickvillemetro.com.au for more information about the Marrickville Metro upgrade.

Yours sincerely

Centre Management
Marrickville Metro
AMP Capital Shopping Centres

6.5 Marrickville Metro fact sheet

Marrickville Metro Expansion: **THE FACTS**



INFORMATION ON AN IMPORTANT LOCAL ISSUE – MARRICKVILLE METRO AND ITS PLACE IN THE COMMUNITY

These are the facts of the proposed Marrickville Metro upgrade.

Has the community
been consulted
about the proposed
expansion?

- » Marrickville Metro conducted extensive community consultation:
 - **3000 residents** directly contacted
 - **Letter box drop** on 3 and 4 April; 4 and 6 May; 31 July and 9 September 2010
 - Independent consulting group **door knocked** 500 houses and spoke with 200 people
 - **Development plans exhibited** in the centre and display staffed for two hours on August 3, 10, 17 and 24 and for three hours on 15 May and 14 August.
- » **We welcome further discussions** with the community about the new centre to mitigate impacts on local residents
- » **We encourage Council and Metro Watch** to take up the invitations to meet with us.

Will the proposal make
the centre too big
and out of character
with the local area?

- » hard to ensure the new centre reflects the inner west's unique character.
- » If approved, the proposal would see the Metro expand **up one level and across into existing industrial land** between Smidmore Street and Edinburgh Road.
- » The bulk of the expanded centre would front onto industrial land – not houses.
- » **Extensive studies in the design phase** will minimise overshadowing and protect residents' privacy.
- » Our plans would provide a **major facelift** to the building as well as its surrounds, through public space upgrades, a new outdoor plaza and more trees and plants.

Will an expanded
Metro take business
away from the local
strips and jobs from
local people?

- » Independent economic research indicates:
 - About **\$700 million in retail spending is leaving Marrickville** every year because retail and service needs are not being met locally
 - The expansion will have a minimal impact on local strips of **3%** – which will not affect their viability.
- » Our plans would bring a much **bigger range of shops and services** to the Marrickville area – to keep retail spending in the local area.
- » Shops in the new Metro **would not be in direct competition with the strips** – offering different types of shops and services
- » Marrickville Metro supports initiatives to **improve local strips' attractiveness and convenience**, and has offered financial assistance to Marrickville Council for this purpose.
- » The upgrade is a \$165 million investment in the inner west's economy which will deliver **more than 700 long-term retail jobs**.

Will the expansion add to existing traffic congestion?

- » Marrickville Metro plans include traffic forecasts and proposed local road improvements
- » Traffic engineers have found:
 - Much of the additional shopping at the Metro will be from existing shoppers
 - Most of the increase in traffic will be from vehicles already on the road travelling to other areas to shop
 - Traffic increases will be viable for the local area with the implementation of road improvements.
- » Traffic increases will be managed through improvements to local roads, including:
 - **Slip lanes** to prevent queuing around centre entry points
 - **New car park entry and exit** on Edinburgh Road to improve accessibility
 - **Rationalising three loading docks** on Murray Street into one dock to improve traffic flow
 - **Adjusted timings of existing traffic signals** in surrounding areas, and **roundabouts**, to aid traffic flow.
- » Marrickville Metro is improving access to public transport by **upgrading bus stops**.

What facilities will you provide for the community?

- » Community facilities are an important part of our plans and could include:
 - **Library**
 - **Child care services**
 - **Performance space**
 - **New outdoor plaza**, with a civic space
 - Community **meeting rooms**.
- » New and upgraded local infrastructure would benefit the community:
 - **New bus stop** on Edinburgh Road
 - **More car spaces** and **improved car park design**
 - **New cycle paths** and **walkways**
 - Secure **bicycle racks**.

Is it true that most people living in the local area don't want the expansion to go ahead?

- » We strongly believe a **great majority of people in the local area would like to see changes** at Marrickville Metro
- » In 2008, we spoke to 1,200 Marrickville residents about the centre and found:
 - **One in two people** found the idea of an expanded Metro **"very appealing"**
 - **Nearly 70% wanted more retail variety** in the Metro
 - **70 per cent** thought an upgraded Metro would **serve the community better**.
- » Marrickville Council's annual community survey, published last month, found that **57% of residents in the area supported an expansion** of Marrickville Metro.

How will the proposal impact the environment?

- » Environmental initiatives would be introduced, including:
 - **Two rainwater tanks** to filter water for reuse within the centre
 - **A stormwater filtration system** that contributes to the Cooks River Project
 - **80% recycling target** during construction.
- » Marrickville Metro has an ongoing **tree management plan** to monitor the condition and lifecycle of over 100 trees around the centre.
 - The **majority of trees will not be affected** by the proposed plans
 - **Some trees will need to be removed** as part of the expansion or because they have reached the end of their natural life
 - **All trees that are removed will be replanted** with the same or similar species.

6.6 Marrickville Metro advertisement

Marrickville Metro Upgrade – The Facts



Currently there are plans with the NSW Department of Planning for the proposed expansion of Marrickville Metro. If approved, the Metro would expand on the existing site, up one level and set back from residential areas, as well as into what is currently industrial land between Smidmore Street and Edinburgh Road.

These are the facts of the proposed Marrickville Metro expansion.

This upgrade of Marrickville Metro will keep spending in the area, provide benefits for many local businesses and create real employment opportunities.

The multi-million dollar investment in Marrickville Metro will provide:

- **A major facelift** to the building and its surrounds, which will improve – and lift the value – of the entire area
- **Much wanted community facilities**, which could include a library, child care services and dedicated pro bono business resources
- **A much bigger range of shopping and services**, an additional supermarket and a discount department store

- **Public space upgrades** including a new outdoor plaza and significantly increased trees and plants
- **Improved local roads**; a new bus shelter on Edinburgh Road; better car parking spaces; improved pedestrian and bicycle paths and secure bicycle racks
- A \$165 million investment in the inner west economy which will deliver more than **700 long-term retail jobs**
- **Commitment to environment**: just some of the initiatives include two rainwater tanks to filter water for reuse within the centre, a stormwater filtration system that contributes to the Cooks River Project and an 80% recycling target during construction.

Indicative artist's rendering of street view from Edinburgh Road



For more information about the Marrickville Metro upgrade, visit www.talkmarrickvillemetro.com.au.

**HAVE
YOUR SAY.**

We encourage everyone to let the NSW Department of Planning know what your thoughts are on the proposed expansion of Marrickville Metro. Visit majorprojects.planning.nsw.gov.au or call 9228 6111.

Marrickville Metro Upgrade – Facts

Currently there are plans with the NSW Department of Planning for the proposed expansion of Marrickville Metro. If approved, the Metro would expand on the existing site, up one level and set back from residential areas, as well as into what is currently industrial land between Smidmore Street and Edinburgh Road.



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- **A major facelift** to the building and its surrounds, which will improve – and lift the value – of the entire area
- **Much wanted community facilities**, which could include a library, child care services and a performance space
- **A much bigger range of shopping and services**, an additional supermarket and a discount department store
- **Public space upgrades** including a new outdoor plaza and significantly increased trees and plants
- **Improved local roads**; a new bus shelter on Edinburgh Road; better car parking; improved pedestrian and bicycle paths and secure bicycle racks
- A \$165 million investment in the inner west economy which will deliver more than **700 long-term retail jobs**
- **Commitment to environment**: just some of the initiatives include two rainwater tanks to filter water for reuse within the centre, a stormwater filtration system that contributes to the Cooks River Project and an 80% recycling target during construction.

COMMUNITY CONSULTATION

Marrickville Metro conducted extensive community consultation as requested by the Department of Planning and coordinated with Marrickville Council:

- 3000 residents were directly contacted
- Letter box drop occurred on 3 and 4 April; 4 and 6 May, 31 July
- An independent consulting group door knocked 500 houses and spoke with 200 people
- Development plans were exhibited in the Centre and the display was staffed for two hours on August 3, 10, 17 and 24 and for three hours on 15 May and 14 August.

We thank everyone for their feedback and contribution to a better Marrickville Metro.



Indicative artist's rendering of street view from Edinburgh Road



IMPACT ON SMALL BUSINESS

Addressing local business

- Independent economic research indicates that about \$700 million in retail spending is leaving the local area every year and the expansion will have minimal impact on strips in surrounding suburbs
- The current range of shops in the Marrickville area does not meet all the needs of the local shoppers, who are leaving the area to spend elsewhere
- Marrickville Metro supports initiatives to improve the attractiveness and convenience of the strips, and has offered financial support to Marrickville Council for this purpose
- We believe an expanded Marrickville Metro and the local strip shops can work together to better meet the needs of the community.

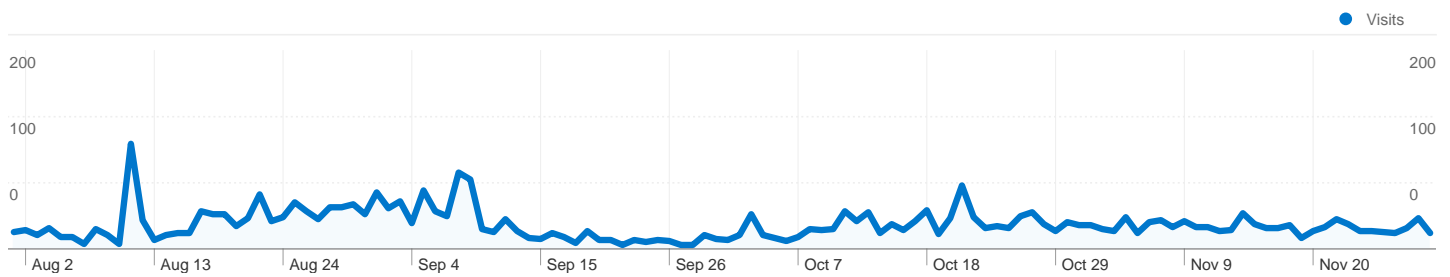
Traffic – An Independent Study

Marrickville Metro plans include traffic forecasts and proposed road improvements, to mitigate any impacts on the local community as a result of the expansion.

Importantly, independent traffic engineers have found:

- Much of the additional shopping at the Metro will be from existing shoppers
- Much of the increase in traffic will be vehicles already on the road and currently travelling to other areas for their shopping needs.

6.7 Talk Marrickville Metro website traffic



Site Usage

3,009 Visits

62.25% Bounce Rate

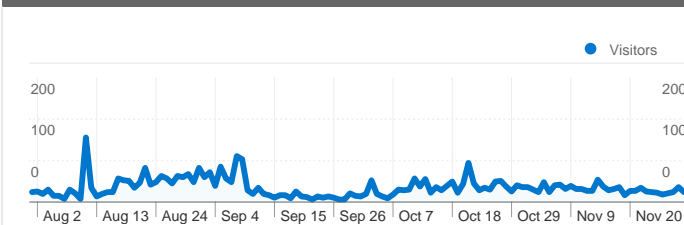
6,154 Pageviews

00:01:10 Avg. Time on Site

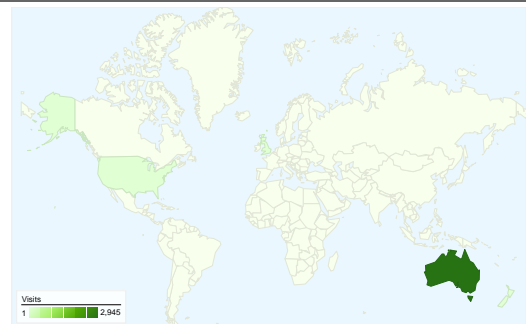
2.05 Pages/Visit

85.58% % New Visits

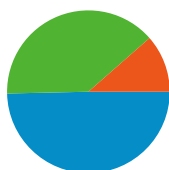
Visitors Overview


Visitors
2,631

Map Overlay



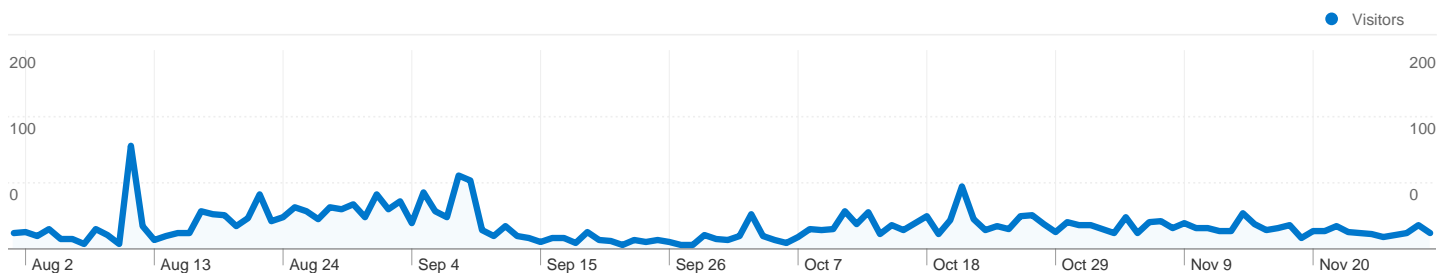
Traffic Sources Overview



- **Search Engines**
1,494.00 (49.65%)
- **Referring Sites**
1,170.00 (38.88%)
- **Direct Traffic**
345.00 (11.47%)

Content Overview


Pages	Pageviews	% Pageviews
/	3,296	53.56%
/pro.html	861	13.99%
/loc.html	813	13.21%
/lat.html	589	9.57%
/index.html	328	5.33%



2,631 people visited this site

 **3,009 Visits**


 **2,631 Absolute Unique Visitors**

 **6,154 Pageviews**

 **2.05 Average Pageviews**

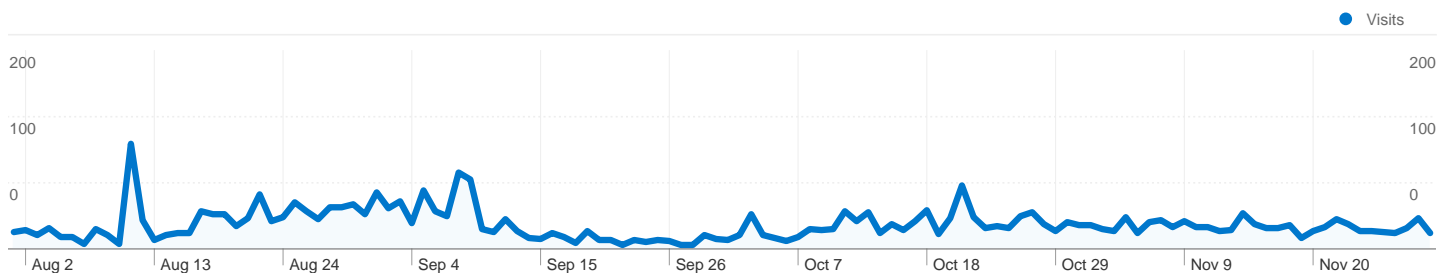
 **00:01:10 Time on Site**

 **62.25% Bounce Rate**

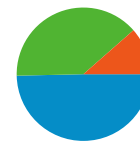
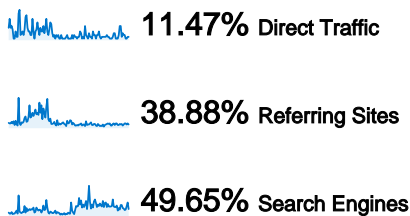
 **85.58% New Visits**

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	1,585	52.68%	DSL	993	33.00%
Firefox	634	21.07%	Unknown	882	29.31%
Safari	515	17.12%	Cable	698	23.20%
Chrome	236	7.84%	T1	377	12.53%
Mozilla Compatible Agent	25	0.83%	Dialup	38	1.26%



All traffic sources sent a total of 3,009 visits



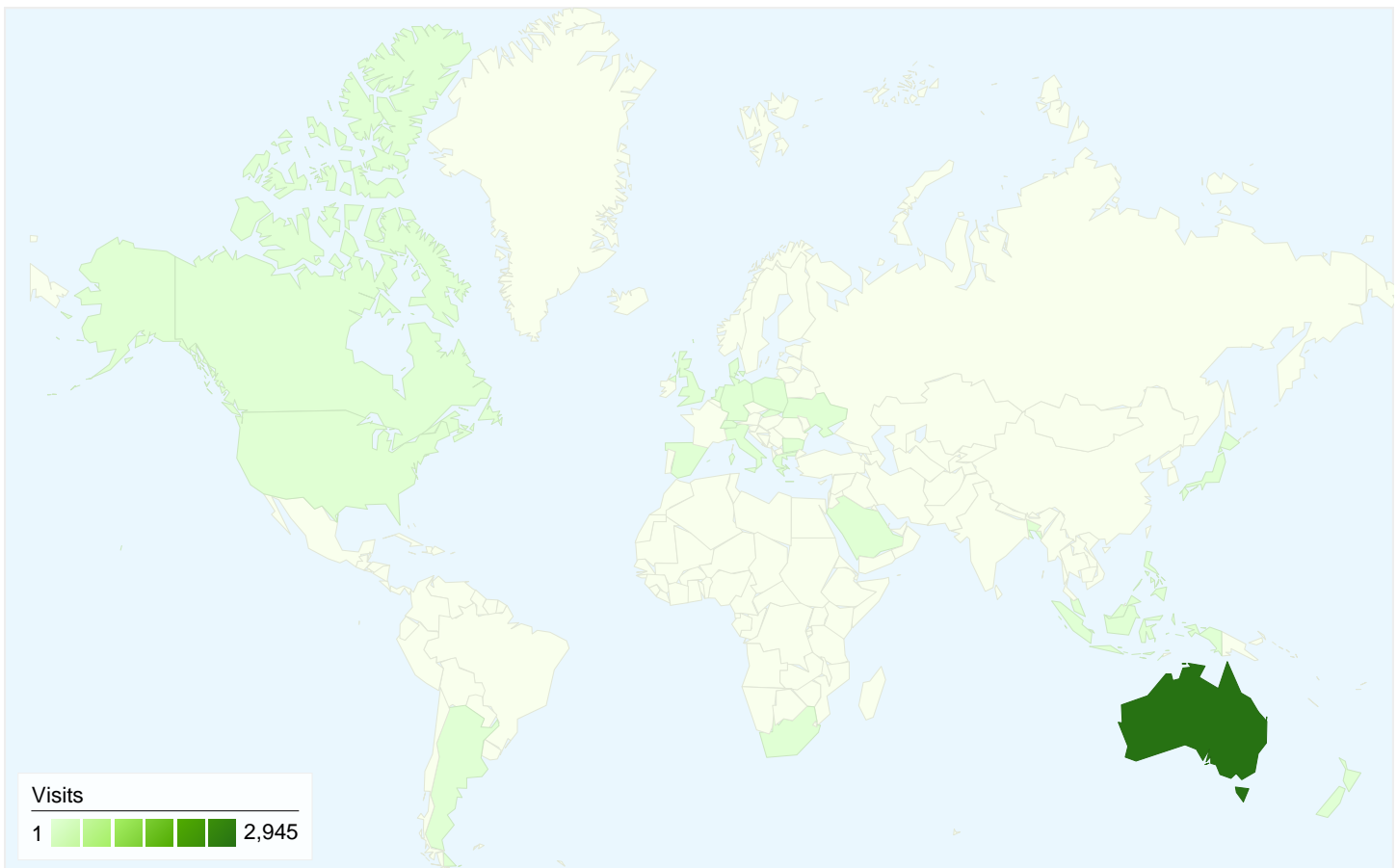
■ Search Engines
1,494.00 (49.65%)

■ Referring Sites
1,170.00 (38.88%)

■ Direct Traffic
345.00 (11.47%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	1,390	46.19%	marrickville metro	1,089	72.89%
marrickvillemetroshopping.com	362	12.03%	metro marrickville	34	2.28%
(direct) ((none))	345	11.47%	talk marrickville metro	14	0.94%
smh.com.au (referral)	272	9.04%	marickville metro	10	0.67%
marrickvillemetro.com.au	230	7.64%	marrickville metro centre	10	0.67%

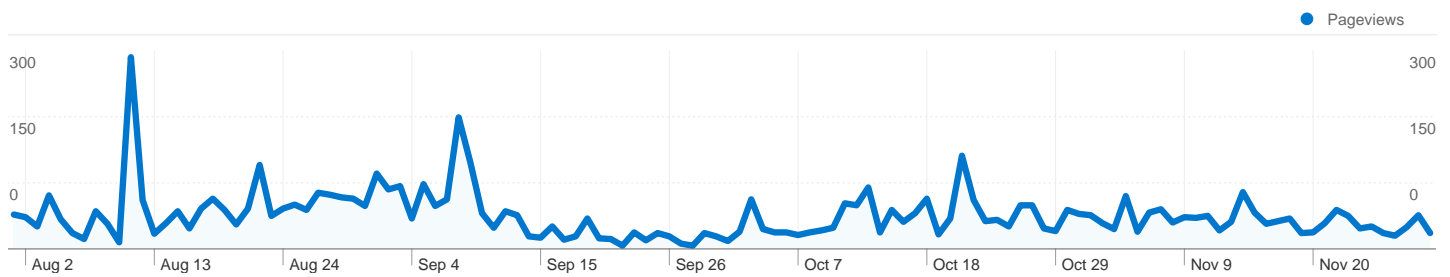


3,009 visits came from 27 countries/territories


Site Usage

Visits 3,009 % of Site Total: 100.00%	Pages/Visit 2.05 Site Avg: 2.05 (0.00%)	Avg. Time on Site 00:01:10 Site Avg: 00:01:10 (0.00%)	% New Visits 85.61% Site Avg: 85.58% (0.04%)	Bounce Rate 62.25% Site Avg: 62.25% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Australia	2,945	2.05	00:01:10	85.47%	62.31%
United Kingdom	11	2.18	00:00:55	100.00%	45.45%
United States	11	2.00	00:00:41	81.82%	54.55%
New Zealand	7	2.00	00:03:02	100.00%	57.14%
Singapore	4	2.25	00:00:40	100.00%	75.00%
Indonesia	3	1.00	00:00:00	100.00%	100.00%
Greece	2	3.00	00:08:12	100.00%	50.00%
Switzerland	2	1.50	00:00:04	100.00%	50.00%
Hong Kong	2	2.00	00:00:26	100.00%	50.00%

Germany	2	1.50	00:00:20	100.00%	50.00%
1 - 10 of 27					



Pages on this site were viewed a total of 6,154 times

 6,154 Pageviews

 5,223 Unique Views

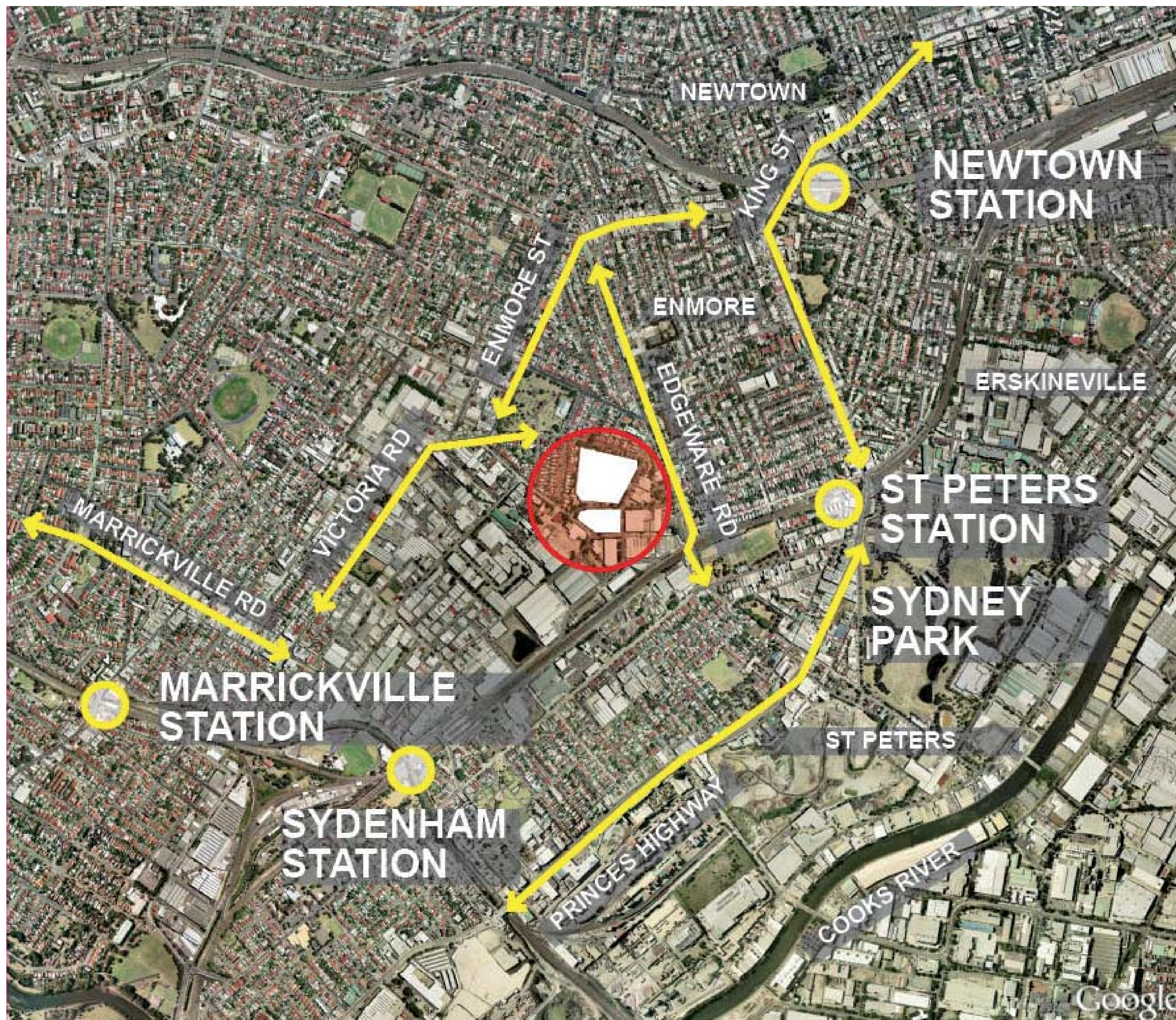
 62.25% Bounce Rate

Top Content

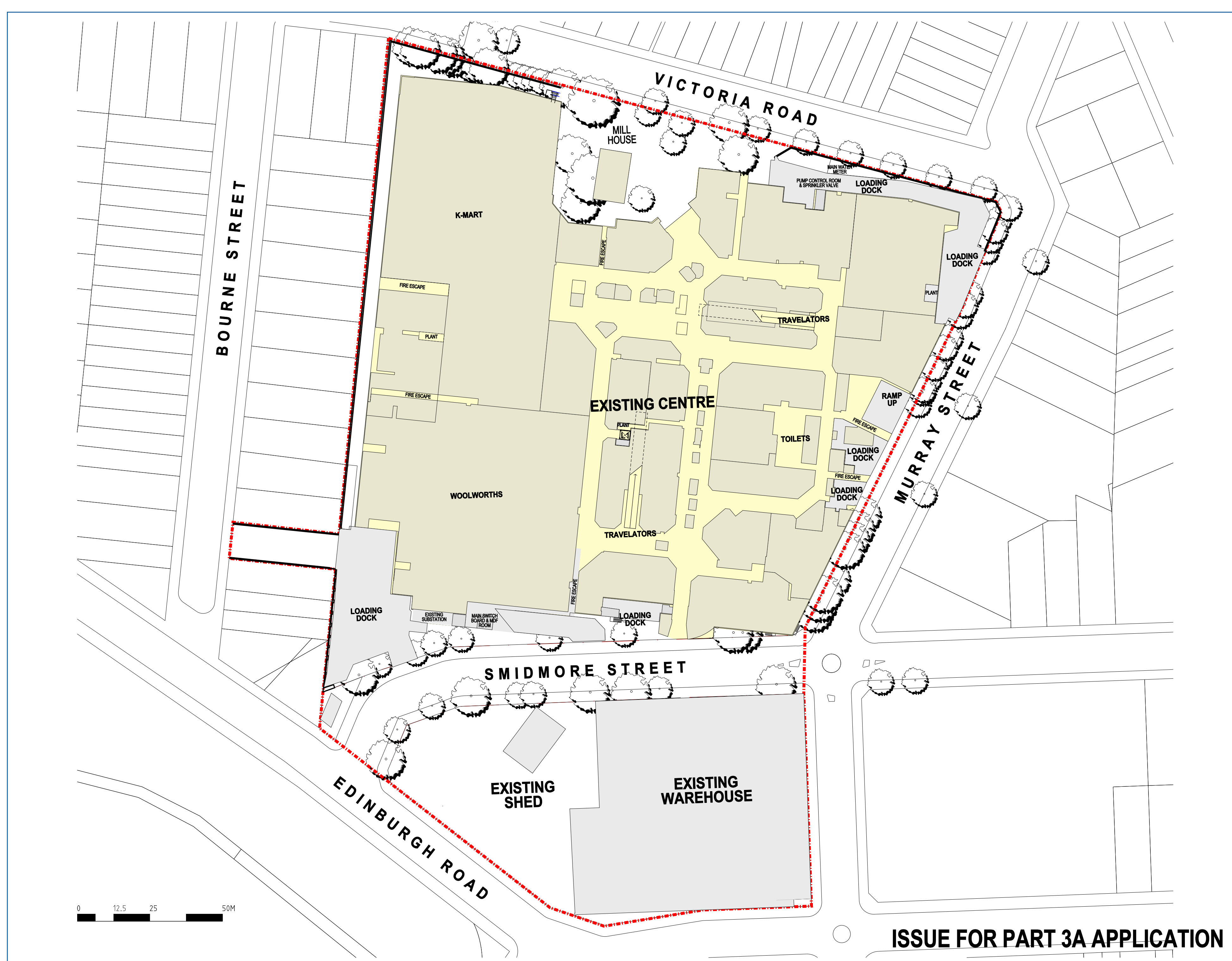
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/	3,296	53.56%
/pro.html	861	13.99%
/loc.html	813	13.21%
/lat.html	589	9.57%
/index.html	328	5.33%

6.8 Display at Community Information Session

Site in context

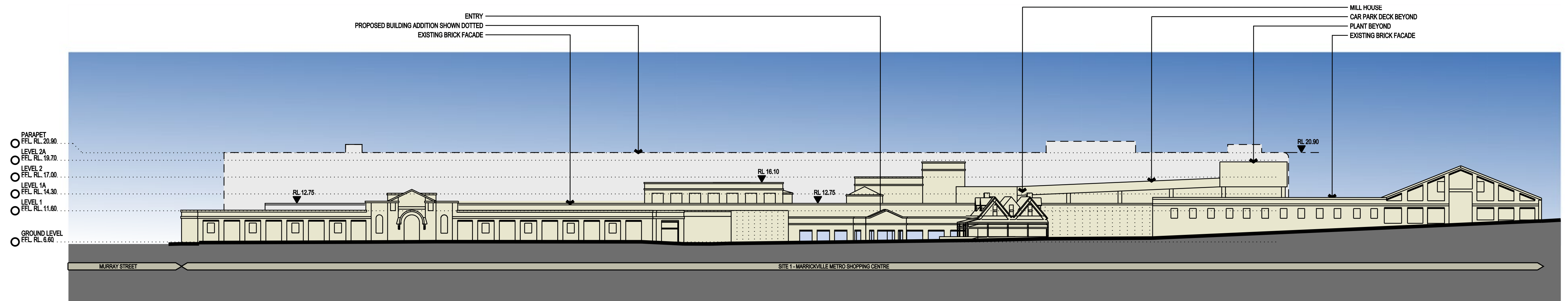


COMMUNITY
FACILITIES CLOSE TO
MARRICKVILLE METRO



PLAN OF
EXISTING CENTRE

Victoria Street what the new centre will look like



EXISTING NORTH ELEVATION - VICTORIA RD

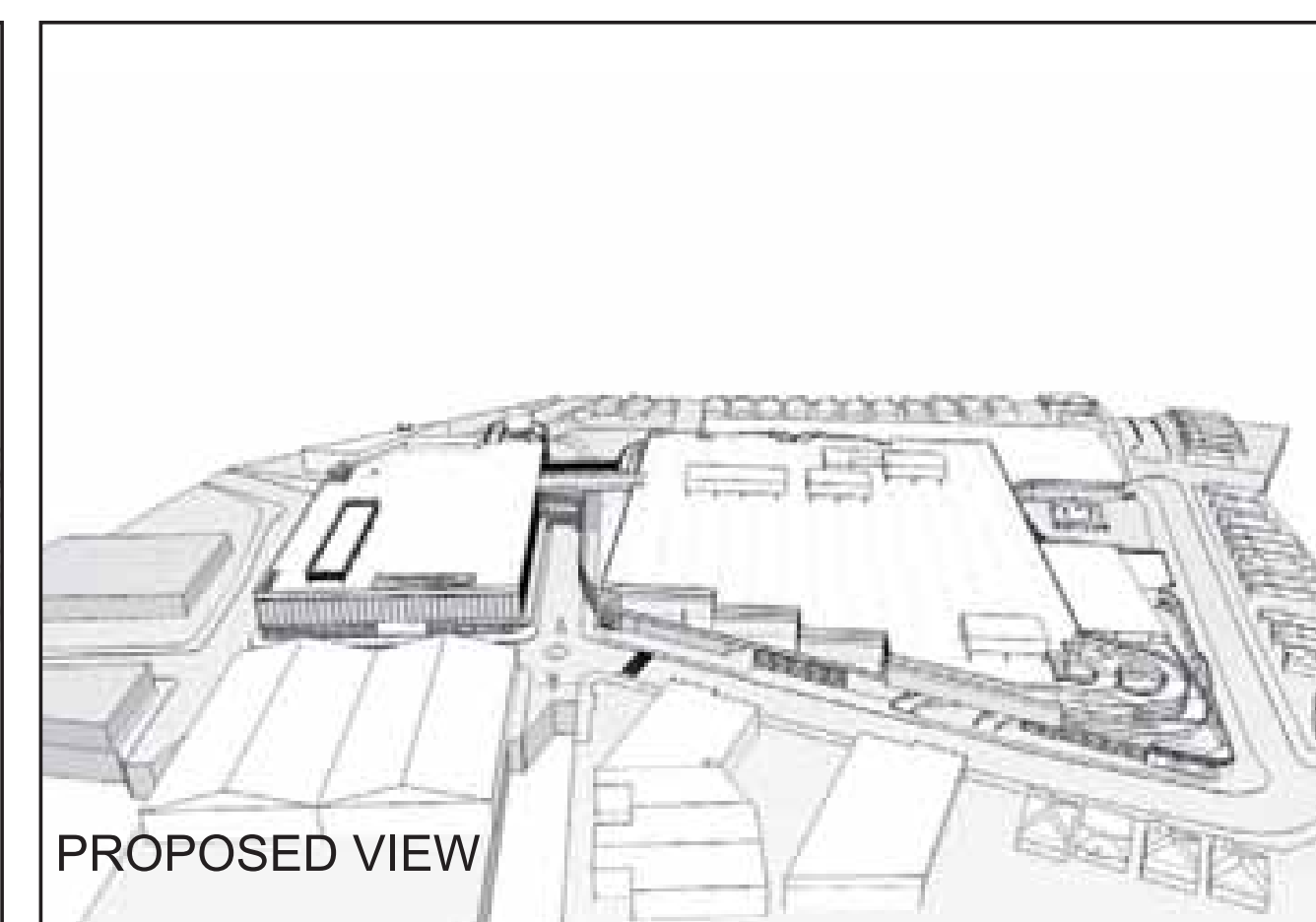
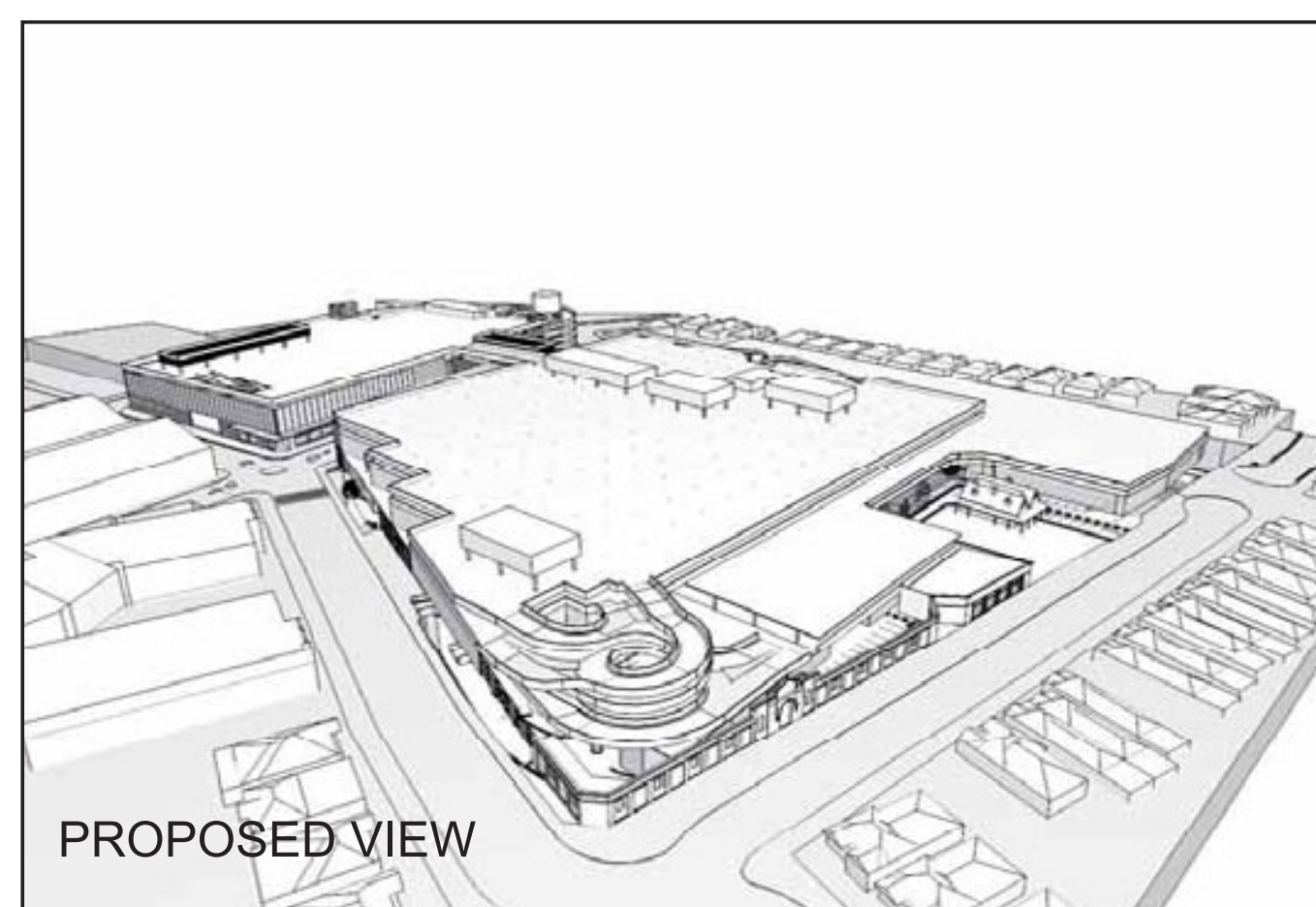
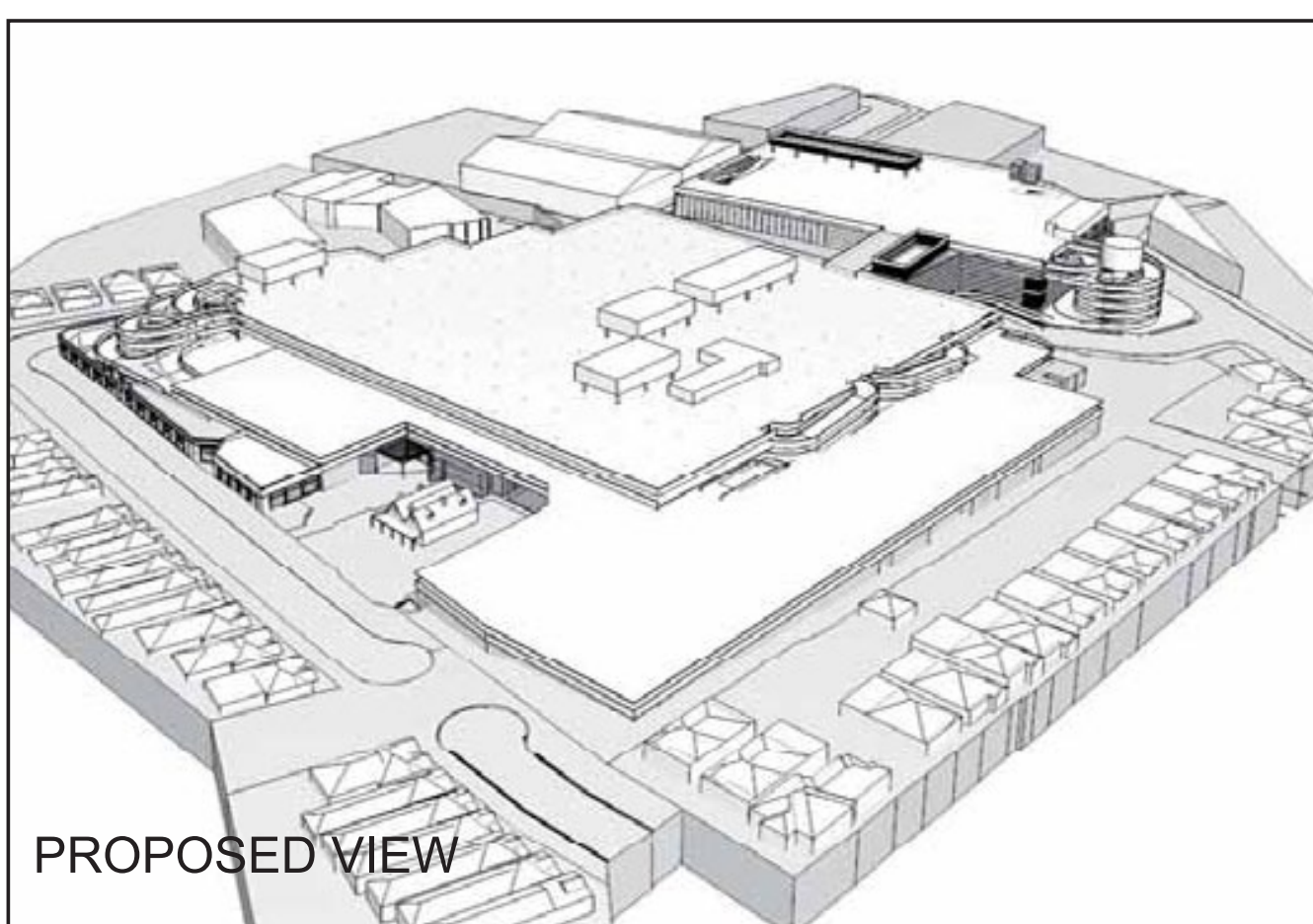
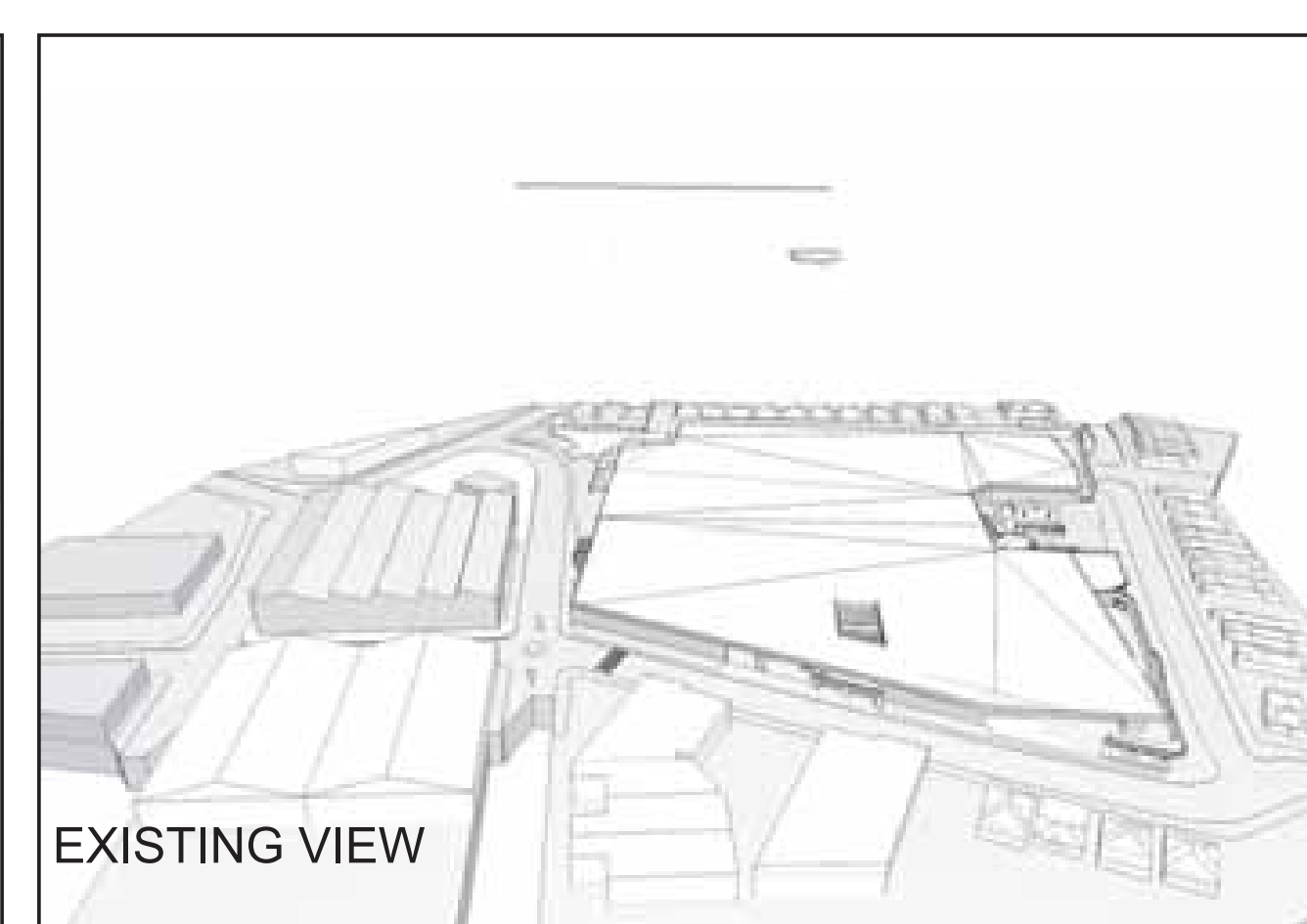
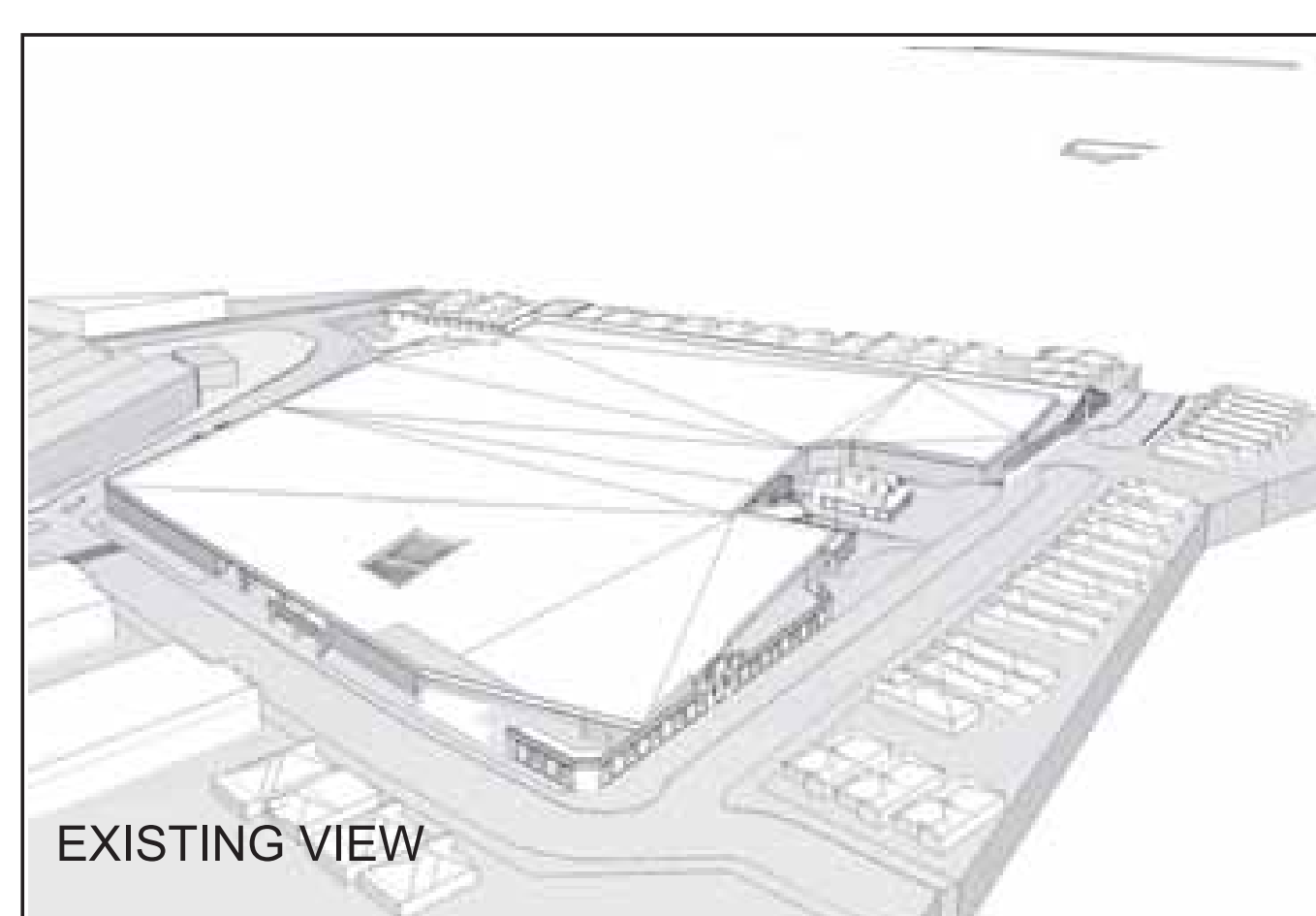
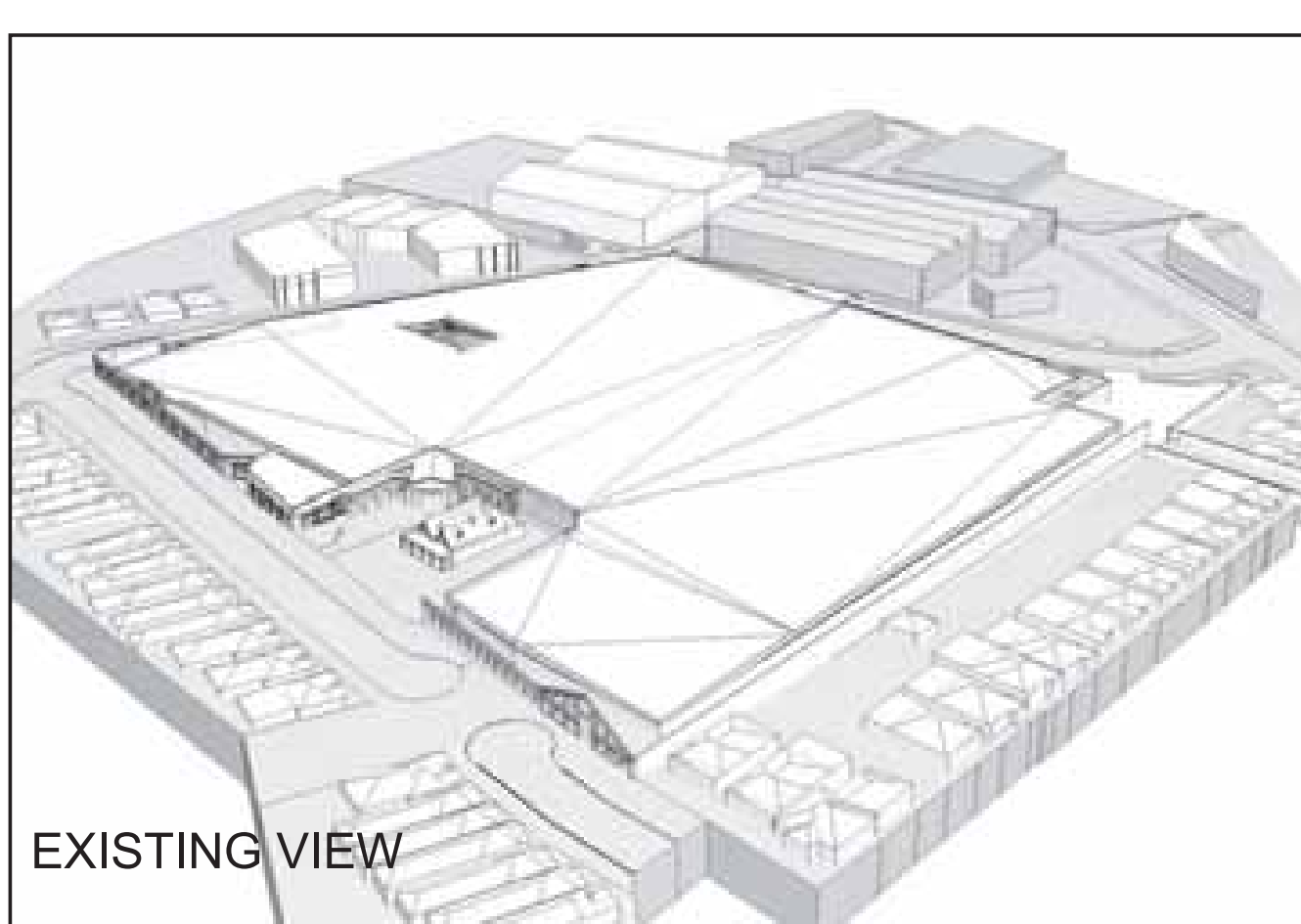
*TREES NOT SHOWN FOR CLARITY.
REFER TO LANDSCAPE DRAWINGS FOR DETAILS.



PROPOSED NORTH ELEVATION - VICTORIA RD

0 3.75 7.5 15 22.5 30M

ISSUE FOR PART 3A APPLICATION



Traffic, Parking & Public Transport

Marrickville Metro is proposing a range of measures to improve traffic flow around the centre both during and after the upgrade.

The measures include:

- » A traffic management plan for the project, prepared by Halcrow Group, to minimise impacts on neighbouring businesses and residents during construction
- » Moving buses to Edinburgh Road, to improve traffic along Murray Street and onto Victoria Road
- » Improved accessibility throughout the precinct, including a new pedestrian entry on Smidmore Street and Edinburgh Road and a new car park entry from Edinburgh Road
- » Rationalising three loading docks on Murray Street into one dock – to improve traffic flow and the appearance of Murray Street
- » Providing a better car entry into the centre, by extending the existing Smidmore Street ramp and building a new ramp off Edinburgh Road
- » Additional bike racks and showers available in the centre, as part of Marrickville Metro's efforts to encourage its employees and customers to use sustainable transport
- » An additional 715 car parking spaces, with at least half undercover.



Community Consultation

Marrickville Metro is committed to listening to you and to ensuring the project team hears your views on the major issues.

Independent engagement specialist, Elton Consulting, is carrying out a community consultation process for the Marrickville Metro project. This process involves a range of ways for the community to provide feedback, including:

- » Today's **community information session**, which follows the first held at on 15 May 2010
- » **Display in the centre**, near Kmart, for you to view during the exhibition period. This display is staffed by project team representatives between 5-7pm each Tuesday from 3rd-24th August
- » Talk Marrickville Metro website
www.talkmarrickvillemetro.com.au
- » Regular **project newsletters** distributed to surrounding residents and businesses and uploaded to the website
- » **Community doorknock** to speak to residents in the local area about the Metro upgrade
- » **One-on-one meetings** with community, Council and Government stakeholders.

We look forward to continuing our conversation with you about the Marrickville Metro revitalisation project during the exhibition period.

What we heard and how we responded

More **car parking** is needed, including additional undercover and disabled car spaces.

- » An additional 715 car parking spaces, with at least half undercover
- » A minimum of 36 disabled car spaces and a disabled taxi space.

Effective **traffic management** will be needed during and after construction.

- » A traffic management plan will be implemented
- » Rationalising three loading docks on Murray Street into one dock – to improve traffic flow
- » A new pedestrian entry on Smidmore Street and Edinburgh Road and a new car park entry from Edinburgh Road to improve accessibility.

Better public transport, including a new bus shelter and terminal, and provision of more bike racks.

- » Moving buses to Edinburgh Road and creating a new bus shelter to meet community demand
- » Additional, secure bike racks and showers available in the centre to encourage employees and customers to use sustainable transport.

The **Metro should be 'greener'**, through building design, recycling initiatives and water tanks.

- » A target of 80% recycling during construction
- » Contribution to the Cooks River Project by filtering stormwater before returning it to the system
- » Two rainwater tanks, which will collect and filter water for reuse within the centre
- » Other initiatives including reducing water usage by a further 20%, reducing disposable coffee cups and providing environmental 'green' bags.

Improvements to the layout of the Metro are needed, such as a more user-friendly design, better pedestrian access and lifts.

- » Improving the existing layout to make it easier to navigate
- » Inclusion of two sets of customer lifts
- » New pedestrian entry on Edinburgh Road and upgrades to all existing entries.

What we heard and how we responded

A greater range of specialty shops and high-end clothing shops.

» Greater variety of high-quality shops and services, including a new discount department store and around 90 specialty shops.

Showcase the area's **heritage features**, such as the Mill House, and **integrate the development** with the character of the local area.

» Landscaping to improve the centre's surrounds and to highlight heritage features, such as the Mill House
» Architectural features that celebrate the industrial history of the site and the surrounding area
» Civic space, with information about local projects
» Possible monthly, outdoor markets.

More **regular trolley collection** from streets surrounding Marrickville Metro.

» Trolley management plan
» An additional trolley collector to service the areas where trolleys are left most regularly.

More open space and community facilities around the centre.

» More open, green space for the community to enjoy
» Proposed Community space for facilities such as a library, meeting rooms, child care or pro bono office areas.

Protect the local economy, particularly small businesses along the local strips. **Ensure the proposal boosts local employment.**

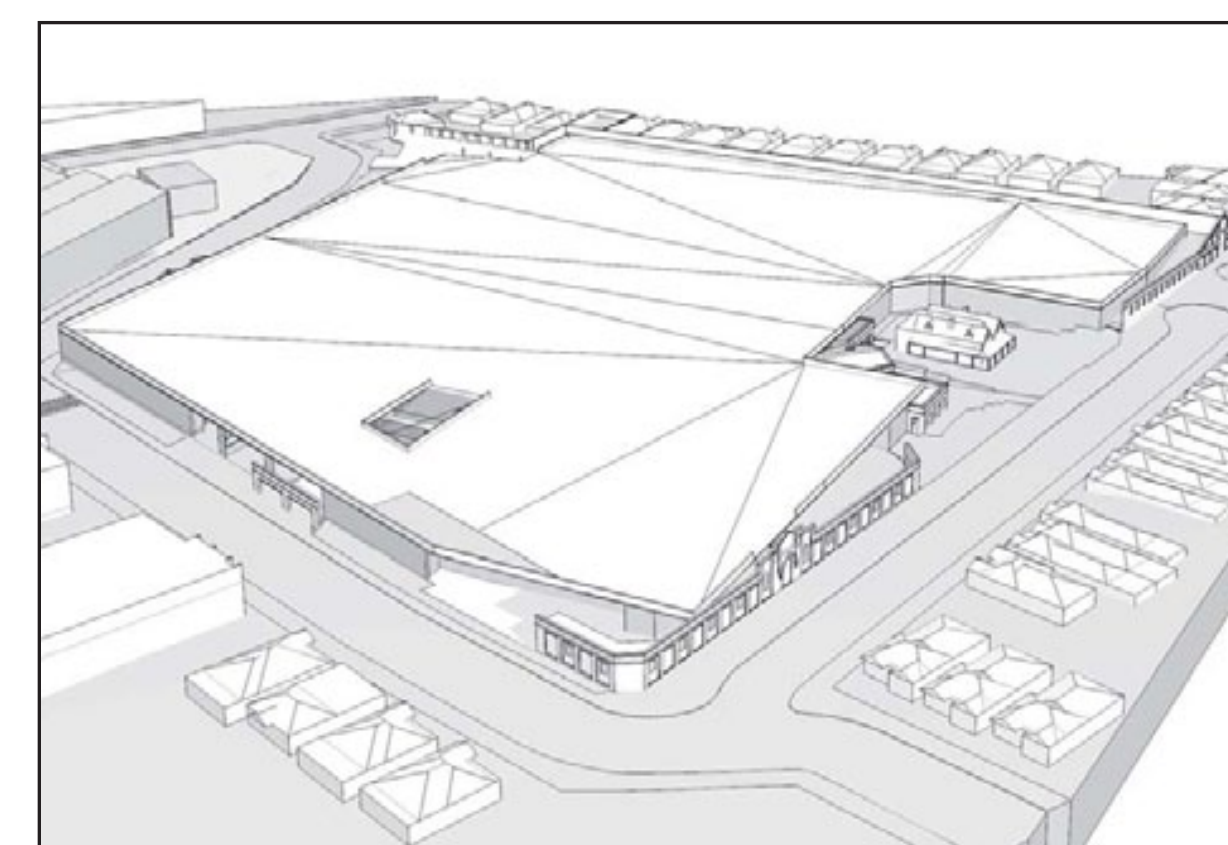
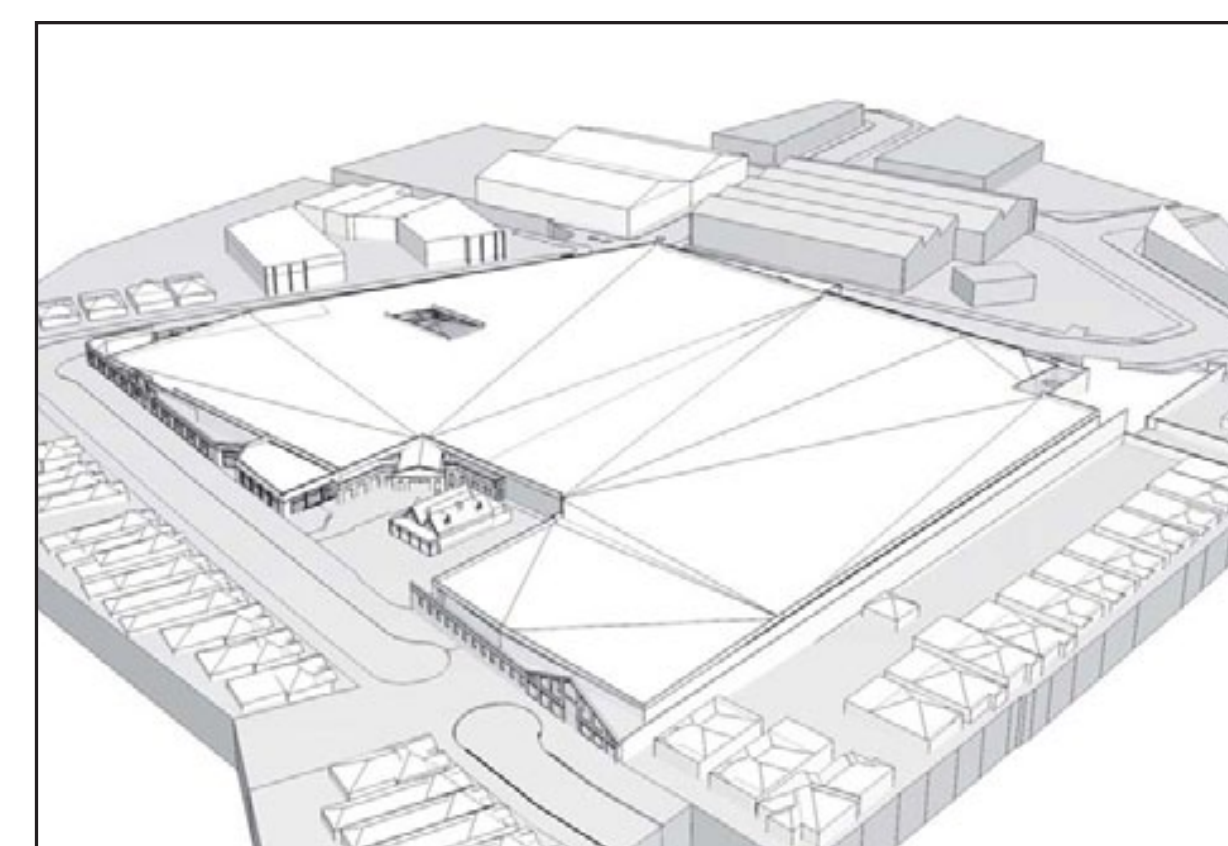
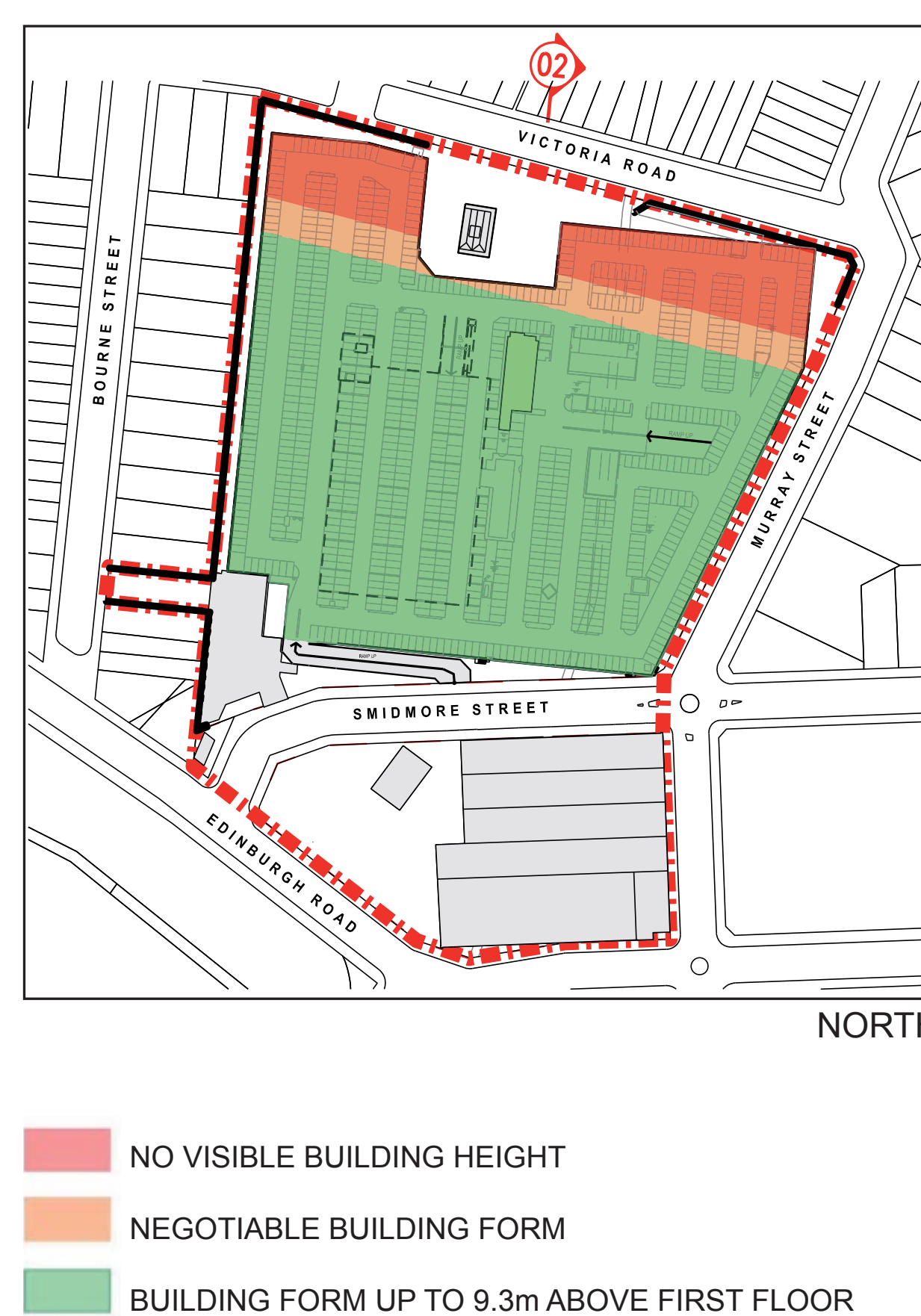
» 598 construction jobs and 777 long-term retail jobs
» An independent economic impact analysis has indicated a 3% impact on the strips – which will not affect their viability
» The Metro will offer different types of shops and services to the strips – providing customers with desired diversity
» Increased retail spending generally in Marrickville as a result of the upgrade.

Need to manage **noise and litter.**

» Design will reduce noise impacts
» New litter management plan in centre and surrounding streets.

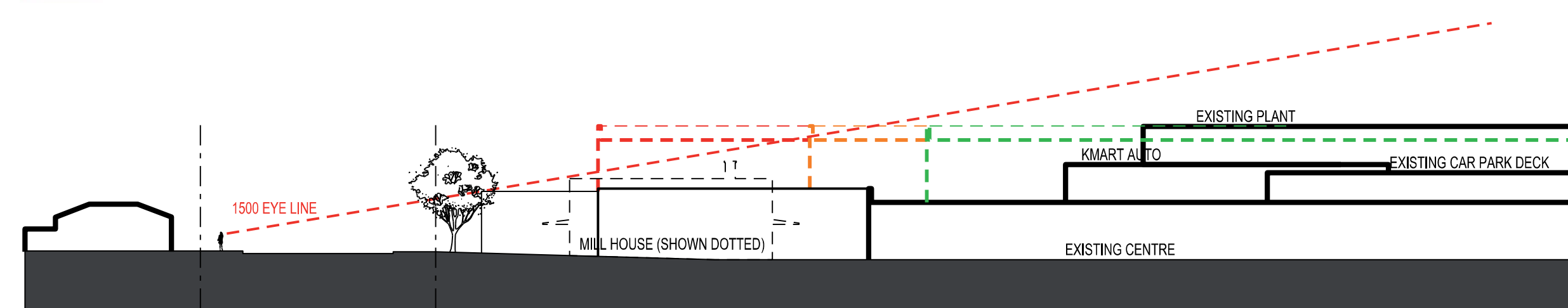
Protecting privacy and reducing shadowing

In the design phase, the project team undertook a significant analysis to determine the limits of the development to protect the privacy of neighbours and overshadowing.

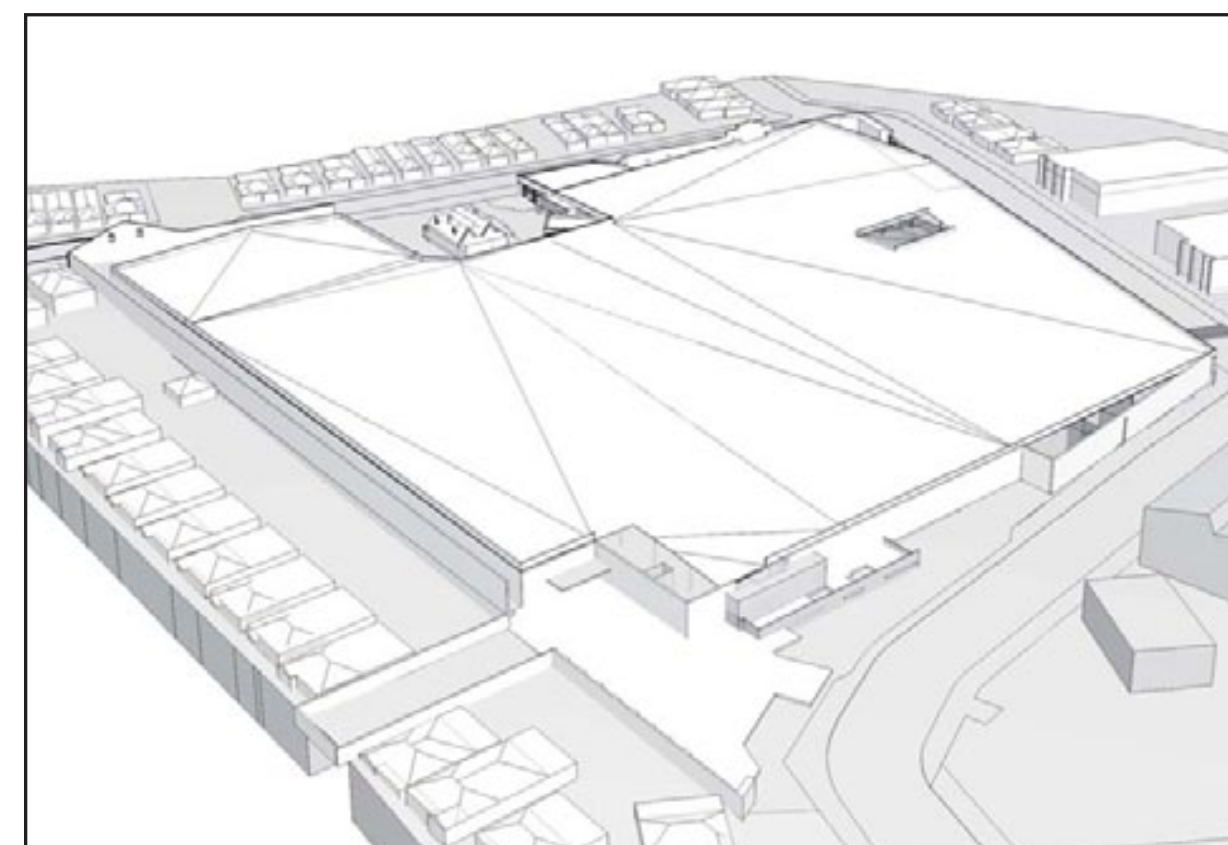
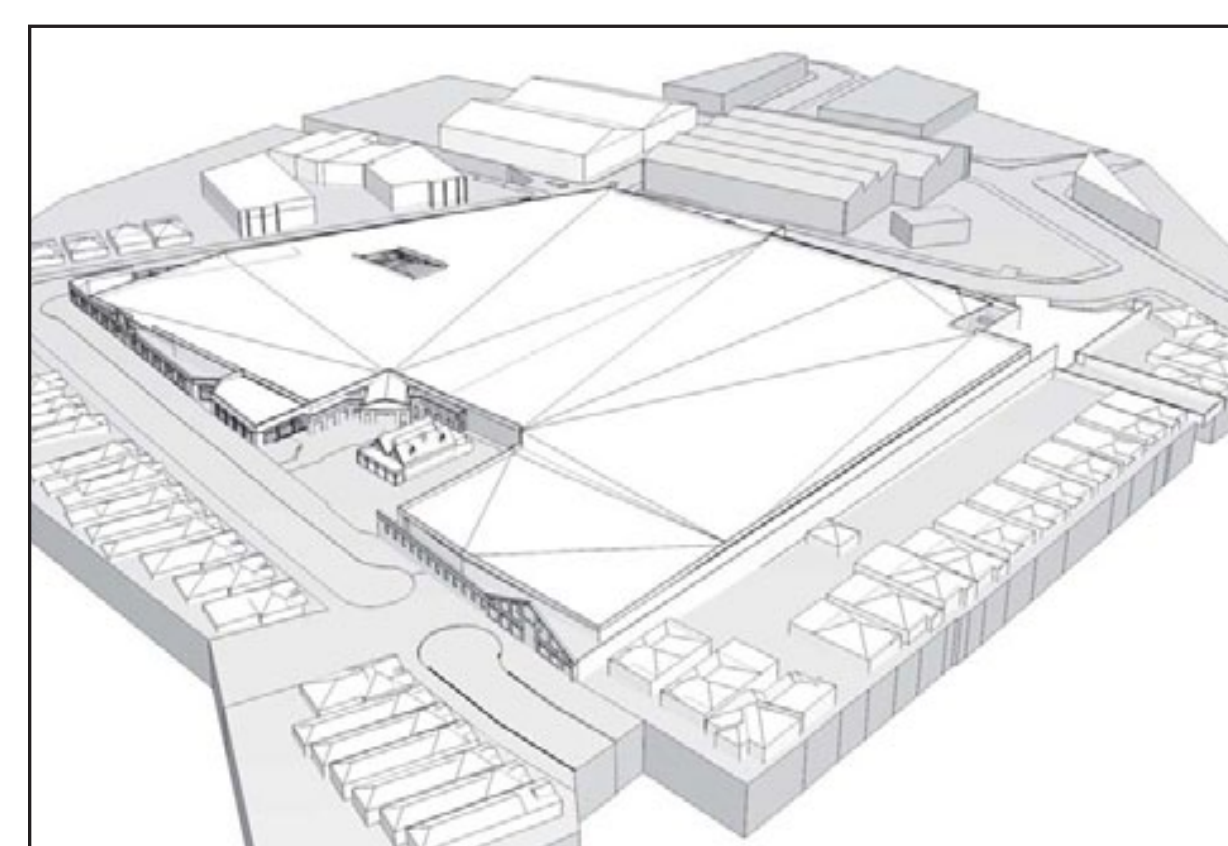
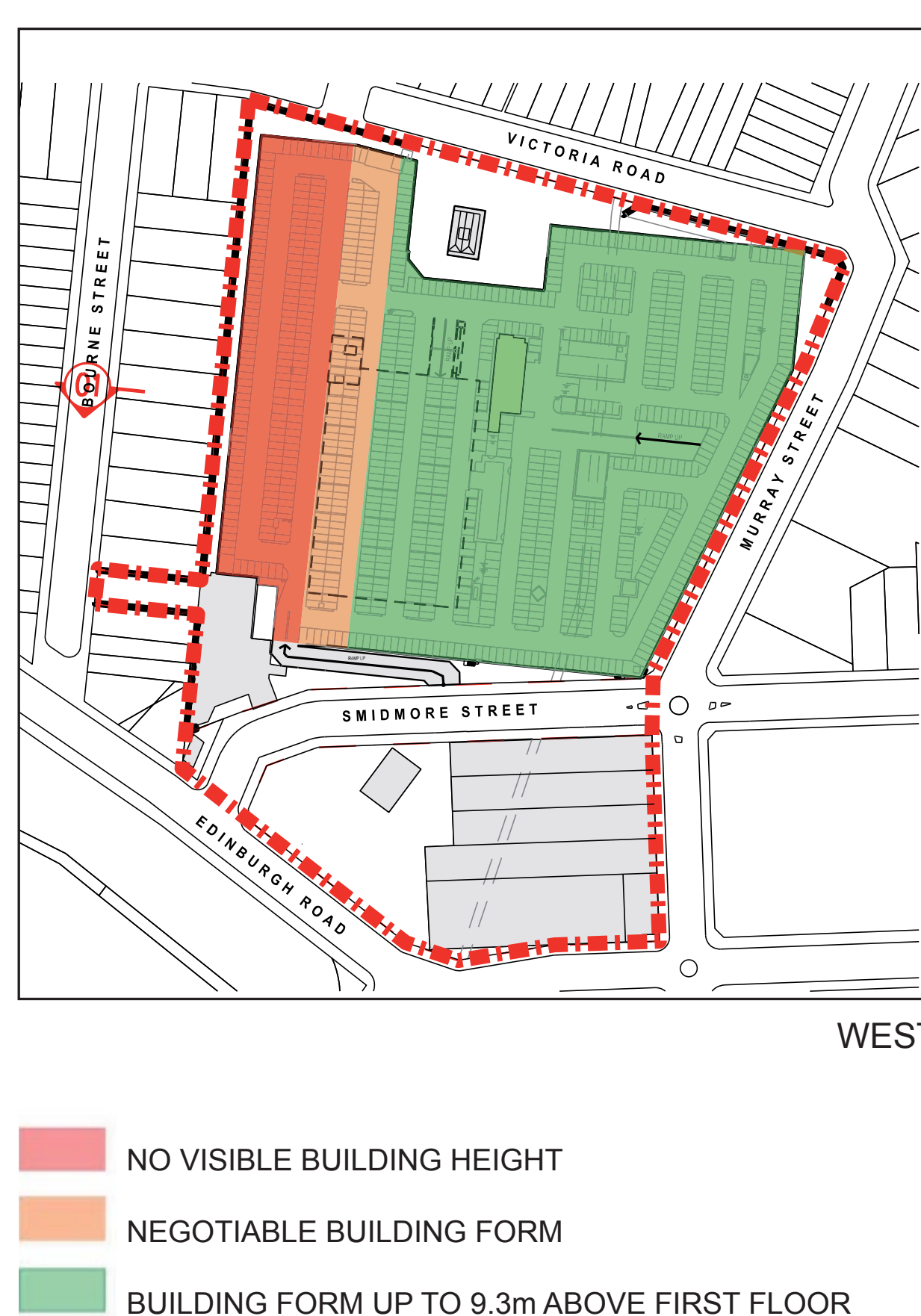


Height and massing principles

A line of sight from Victoria Road aligned over the top of the existing wall of the former factory defines the height limit of any new building. Whilst the corner of Victoria Road and Murray Street is limited by the height of the existing wall the proposed spiral ramp will be visible, however, it will be shielded by the existing tree line (see photo below of existing factory wall on Victoria Road and the trees).



SECTION 02 - NORTH - VICTORIA ROAD

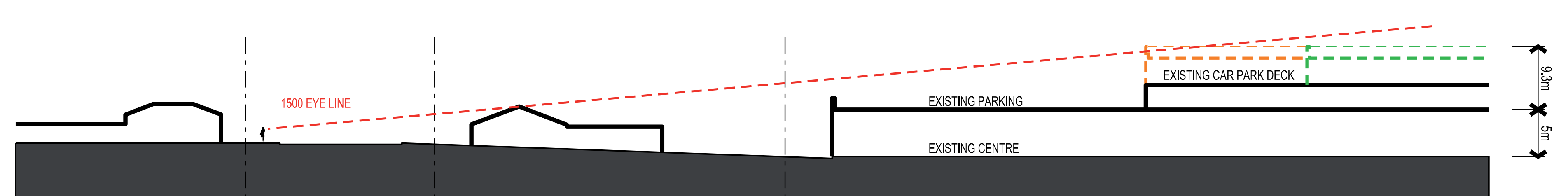


Height and massing principles

The sightlines around the existing Shopping Centre define the extent of bulk that can be seen from the surrounding streets. During our masterplanning phase we defined a series of height limit principles in respect to the neighbouring residential properties. These principles address the issues of bulk and mass in particular to the neighbouring properties across Victoria Road and Murray Street.

To the adjoining properties on Bourne Street the heights defined by the existing car park deck and plant rooms have been adopted as the limits along that western boundary. The proposal does not interface with that part of the existing Shopping Centre and both the existing precast wall to the retail box and the heritage brick wall from the former factory are to be left untouched.

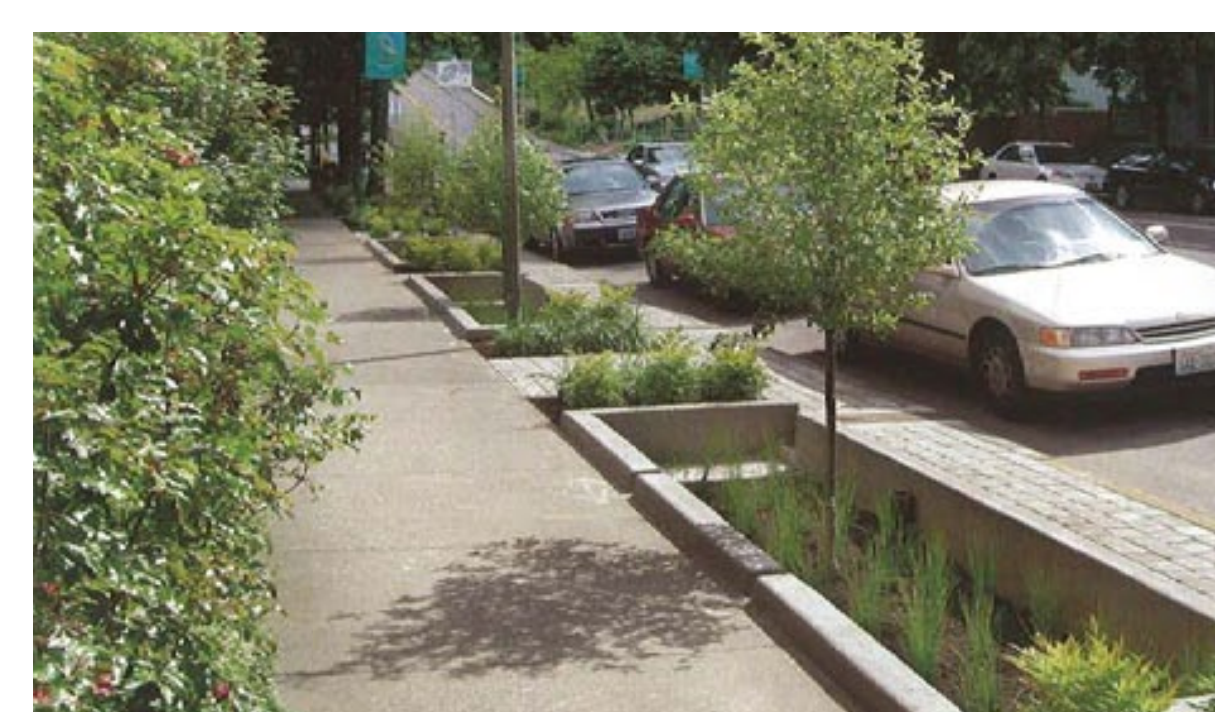
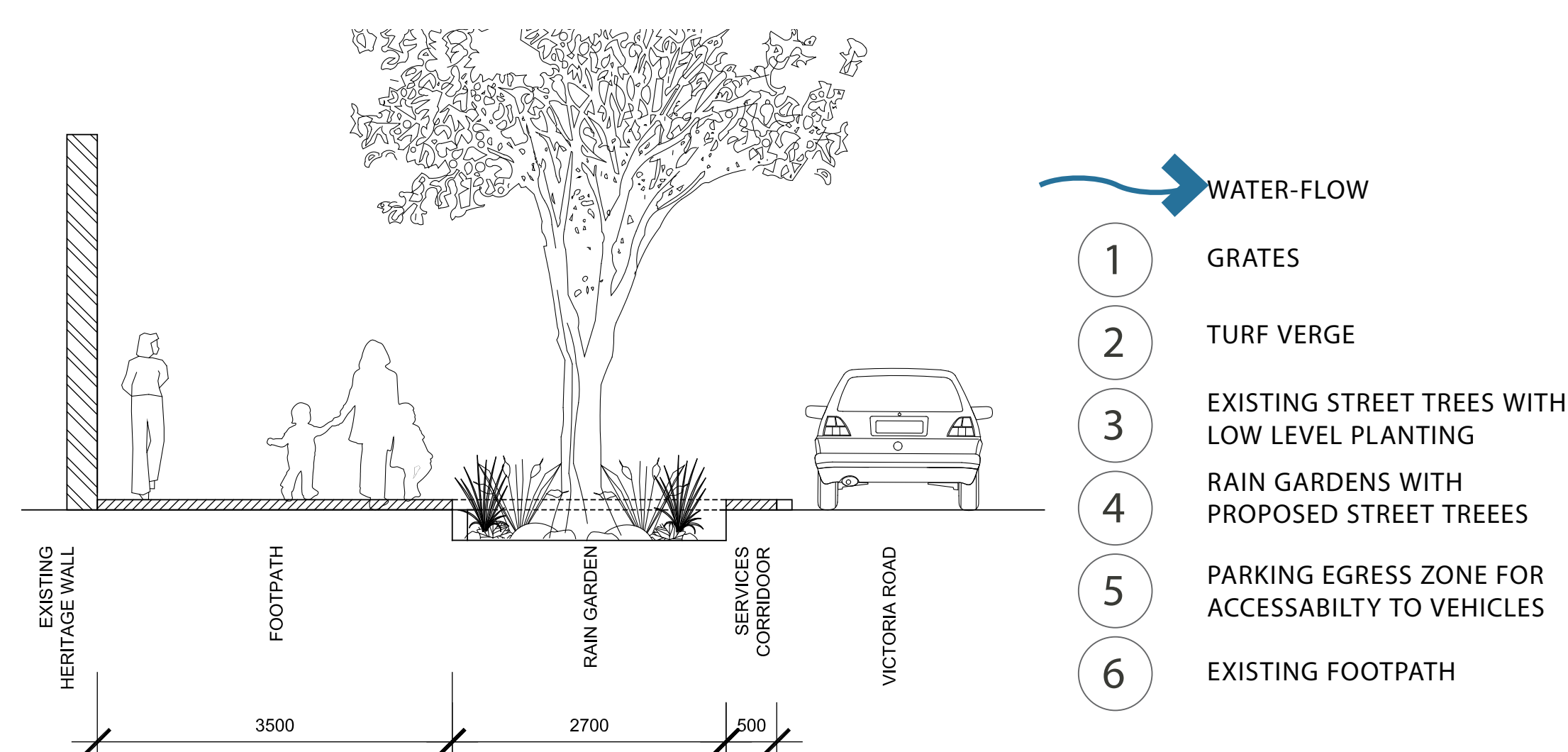
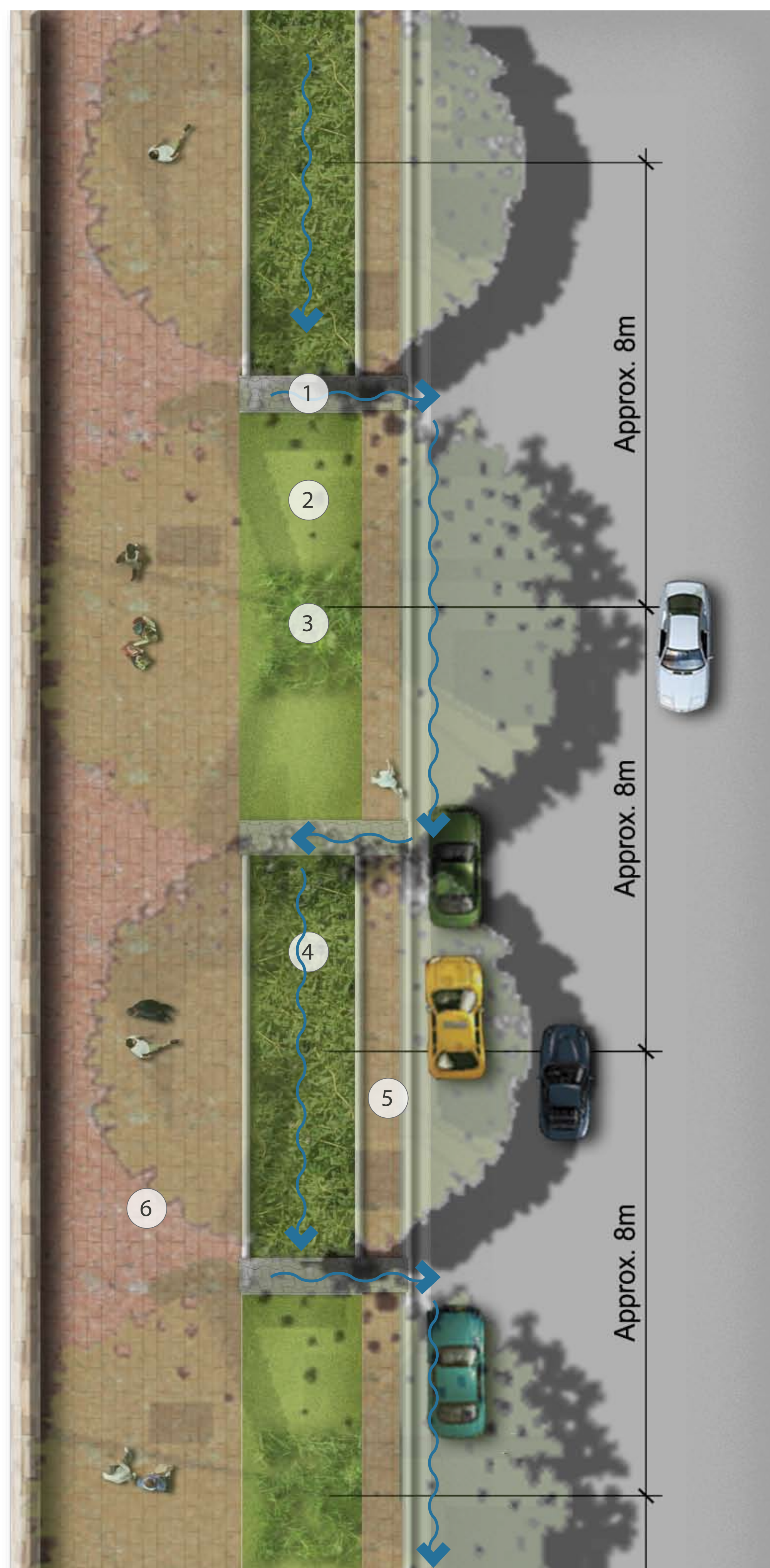
The sightline from Bourne Street defines a line over the existing car park deck that limits the height of any new building. This is defined by the green line in both the plan (far left) and the section below. The orange lines allows for some mass under the sightline which we determined to be a zone of negotiable building form.



SECTION 01 - WEST - BOURNE STREET

Environment initiatives

The project will include environmental initiatives including the creation of swales to filter storm water before returning it to the system.



NETWORKED RAIN GARDENS

The rain garden system distributes street and pedestrian stormwater treatment between a series of infiltration planters. By distributing the stormwater function, the system can treat a large volume of water within the constraints of an existing street right-of-way. The street section also accommodates planting within the typical sidewalk planter strip.

The system of embedded planters is designed to handle the majority of the street runoff, for the two lane street with parking. The stormwater runoff flows along the existing kerb until it reaches the first cut out from the kerb, the water then proceeds through the kerb channels into the first raingarden which collects to a level of up to 20cm. Once 20cm is reached, water exits through the planters second kerb cut out along the street and into the next planter. Only when all planters exceed capacity will the excess water flow into the stormwater drain system.

- » The creation of new green areas for the enjoyment of shoppers and residents
- » Two rainwater tanks, which will collect and filter water for reuse within the centre
- » A target of 80% recycling during construction
- » Other initiatives including reducing water usage by a further 20%, reducing disposable coffee cups, and providing environmental 'green' bags.

6.9 Posters on display in Marrickville Metro

Marrickville Metro Expansion: THE FACTS



INFORMATION ON AN IMPORTANT LOCAL ISSUE – MARRICKVILLE METRO AND ITS PLACE IN THE COMMUNITY

Has the community been consulted about the proposed expansion?

- » 3000 residents directly contacted
- » Letter box drops in April, May, July and September 2010
- » Community door-knock of 500 houses – surveys with 200 people
- » Plans displayed in the centre throughout May and August 2010.

Will the expansion be in character with the local area?

- » A major facelift to the building and its surrounds
- » Overshadowing minimised and residents' privacy protected
- » Bulk of expanded centre facing industrial land – not houses.

What impact will the proposal have on other local shops?

- » \$700 million in retail spending leaves Marrickville every year – as needs are not being met locally
- » Minimal impact on local strips of between 1.5-5%
- » New Metro will not be in competition with the strips – providing different types of shops and services.

How will traffic be managed?

- » Traffic increase will be viable for the local area with road improvements:
 - > Slip lanes to prevent queuing
 - > New car park entry and exit on Edinburgh Road for better access
 - > Three loading docks combined into one on Murray Street
 - > Adjusted traffic signal timings and new roundabouts to aid traffic flow.

What will you provide for the community?

- » Community facilities are an important part of our plans – and could include a library, performance space and community gardens
- » Upgraded local infrastructure – a new bus stop on Edinburgh Road, more car spaces and improved car park design, new walkways and secure bike racks and showers.

Marrickville Metro Expansion: **THE FACTS**

Metro
SHOPPING CENTRE
MARRICKVILLE



“ Keeping spending in the area, providing benefits for local business and creating real employment opportunities ”

“ A \$165 million investment in the inner west economy – and more than 770 long-term retail jobs ”

“ Minimal traffic impacts on local area with road improvements – including slip lanes to prevent queuing, better car park access via Edinburgh Road and new roundabouts to aid traffic flow ”

“ Every effort made to minimise impacts on local businesses – including supporting initiatives to help improve the strips' attractiveness. The new Metro would not be in direct competition with local strips – offering different types of shops and services ”

“ A major facelift to the building and its surrounds to improve the entire area, through open space upgrades, community gardens and more trees and plants ”

For more information about the Marrickville Metro expansion, visit www.talkmarrickvillemetro.com.au

Collection, use and storage of personal information

With reference to Commonwealth Consolidated Acts
Privacy Act 1998 – Schedule 3 National Privacy Principles pages 1-11

An organisation may collect health information about an individual if it is necessary for any of the following purposes:

- Research relevant to public health or public safety
- The compilation or analysis of statistics is relevant to public health or public safety
- The management, funding or monitoring of health service.

Where that purpose cannot be served by:

- The collection of information that does not identify the individual
- From which the individual's identity cannot reasonably be ascertained and/or it is impractical for the organisation to seek the individual's consent to the collection
- It is collected as required by law or in accordance with rules established by competent health or medical bodies, dealing with obligations of professional confidentiality which bind the organisation, or in accordance with guidelines approved by the Commissioner under Section 95A.

The information collected in accordance with the above requirements must be permanently de-identified before it is disclosed.

The collection of personal information is lawful and by fair means if it is ***collected in a reasonable and non-intrusive way.***

At or before the time an organisation collects personal information about an individual from the individual, the organisation is obliged to ensure ***the individual is aware of:***

- The organisation's identity and how to contact it
- The purposes for which the information is collected
- His or her ability to gain access to the information
- The organisations or types of organisations to which the information will be disclosed
- Any law that requires the information to be collected
- Any consequences, if any, for the individual if the information is not provided.

Personal information collected, used or disclosed by an organisation must be ***accurate, complete and up-to-date.***

An organisation must set out clearly in a ***document its policies on its management of personal information.*** It must be made available to anyone who asks for it. On request by a person, an organisation must let the person know generally what sort of personal information it holds. (See Elton Consulting's Privacy Statement.)

The personal information about an individual, collected from the individual only, must be used for the primary use unless:

- Secondary use is related to the first
- The individual has consented to this use
- Disclosure of the information is not sensitive
- The secondary use is for direct marketing

- If it is sensitive* information it should be used for the primary use only.

If an organisation uses the information for a secondary purpose, it must make a written note of the use or disclosure.

In the case of direct marketing, where the individual has not requested not to receive direct marketing communication, in each communication with the individual, the organisation must prominently display:

- ***A notice that a wish to not receive any further direct marketing communication can be freely expressed.***
- ***The business address, telephone number and electronic contact details.***
- ***A statement that No fee will be charged to delist an individual.***

*** Sensitive Information:**

An organisation must not collect sensitive information about an individual unless:

- The individual has consented
- It is required by law
- It is necessary to prevent or lessen a serious imminent threat to life or health of the individual.

At the time of collecting information of members of **non-profit** organisations or individuals who have regular contact with it, in connection with its activities, the organisation undertakes to the individual whom the information concerns that the organisation will not disclose the information without the individual's consent. (Non-profit organisation is deemed to mean one that has only racial, ethnic, political, religious, philosophical, trade or trade union aims.)

An organisation that collects personal information must take steps to protect that information and maintain security thereof to prevent misuse, loss, modification or disclosure from unauthorised access. ***Information no longer needed for any purpose which it may be used or disclosed under National Privacy Principle 2, must be destroyed or permanently de- identified.***

Access and correction:

Access to personal information about an individual must be provided by the organisation except:

- Where it would have an unreasonable impact on the privacy of other individuals
- The request for information is frivolous or vexatious or would pose a serious threat to life or health of an individual
- Where it relates to existing or anticipated legal proceedings between the organisation and the individual
- The information would not be accessible by the process of discovery in those proceedings
- The information would prejudice negotiations with the individual
- The information would prejudice an investigation of possible unlawful activity, and other criminal activity.

Where access to the information would reveal evaluative information generated within the organisation in connection with a commercially sensitive decision-making process, the organisation may give the individual an explanation for the commercially sensitive decision rather than direct access to the information.

Where this does not apply, and an organisation uses it as an explanation for withholding information, the organisation is in breach of this law.

A mutually agreed intermediary would allow sufficient access to meet the needs of both parties if the organisation is not required to provide the individual with access to the information because of any of the above.

An organisation must provide reasons for denial of access or a refusal to correct personal information.

Photographs:

There is no current legislation concerning taking photographs. However, as long as the procedures legislated concerning privacy and sensitive information are followed there should be no problem with taking photographs at events held by the Company.

Below is a statement that can be positioned in a highly visible place which would inform all individuals present of the possibility of a photograph being taken and will give all individuals the right to refuse to have a photograph taken. Both this statement and the Elton Consulting privacy statement should be displayed at events.

“Photographic record of this event - For the purposes of creating a visual record of this event, a photographer will be taking photographs. If you do not want to be photographed please inform the photographer.”